



U.S. Department of the Interior

National Park Service  
Social Science Program  
Visitor Services Project



Chickamauga and Chattanooga  
National Military Park  
Visitor Study



OMB Approval 1024-0224  
Expiration date: 2014



**United States Department of the Interior**



NATIONAL PARK SERVICE  
Chickamauga and Chattanooga  
National Military Park  
P.O. Box 2128  
Fort Oglethorpe, Georgia 30742

IN REPLY REFER  
TO:

Summer 2014

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Chickamauga and Chattanooga National Military Park. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,

*Insert signature*





Superintendent

## Chickamauga and Chattanooga National Military Park

### DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this:    

3. Seal it in the postage-paid envelope provided.
4. Drop it in a U.S. mailbox.

**Paperwork Reduction Act Statement:** The National Park Service is authorized by 16 U.S.C. 1a-7 to collect this information. We will use this information to evaluate visitor experiences at Chickamauga & Chattanooga National Military Park. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

**NOTE TO OMB REVIEWER:**

For the purposes of this review and submission the questions in this survey are all included and are consistent with the currently approved pool questions for the NPS Programmatic Review Process (OMB Control #1024-0224 - Current Expiration Date: 8-31-2014).

## Your Visit To Chickamauga and Chattanooga National Military Park

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

### Topic Area 3 - TRIPC14

1. On this visit to Chickamauga and Chattanooga National Military Park (NMP), which routes did your personal group use to reach the park? Please mark (  ) **all** that apply.
- |  |  |
|--|--|
| <input type="checkbox"/> Interstate 75                       | <input type="checkbox"/> Scenic Highway (148)  |
| <input type="checkbox"/> Interstate 24                       | <input type="checkbox"/> Georgia State Route 2 |
| <input type="checkbox"/> US 27                               | <input type="checkbox"/> Ochs Highway          |
| <input type="checkbox"/> Other routes (Please specify) _____ |  |

### Topic Area 6 - EVALSERV4

2. On this visit, were the signs directing your personal group to Chickamauga and Chattanooga NMP adequate? Please mark (  ) **one** answer for each.
- |                                 |                              |                             |                                      |
|---------------------------------|------------------------------|-----------------------------|--------------------------------------|
| a) Interstate signs             | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Did not use |
| b) State highway signs          | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Did not use |
| c) Signs in local communities   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Did not use |
| d) Battlefield Tour route signs | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Did not use |

### Topic Area 6 - EVALSERV5

- e) If you answered NO for any of the above, please explain.

## Chickamauga and Chattanooga National Military Park

Interstate signs \_\_\_\_\_

State highway signs \_\_\_\_\_

Signs in local communities \_\_\_\_\_

Signs along Battlefield Tour route \_\_\_\_\_

### Topic Area 5 - CROWD5

3. For each site listed below, was the parking adequate? Please mark (•) **one** answer for each.

- |                       |                       |     |                       |    |                       |             |
|-----------------------|-----------------------|-----|-----------------------|----|-----------------------|-------------|
| a) Tour route         | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |
| b) Visitor Center     | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |
| c) Recreational sites | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |

### Topic Area 5 - CROWD8

d) If you answered NO for any of the above, please explain.

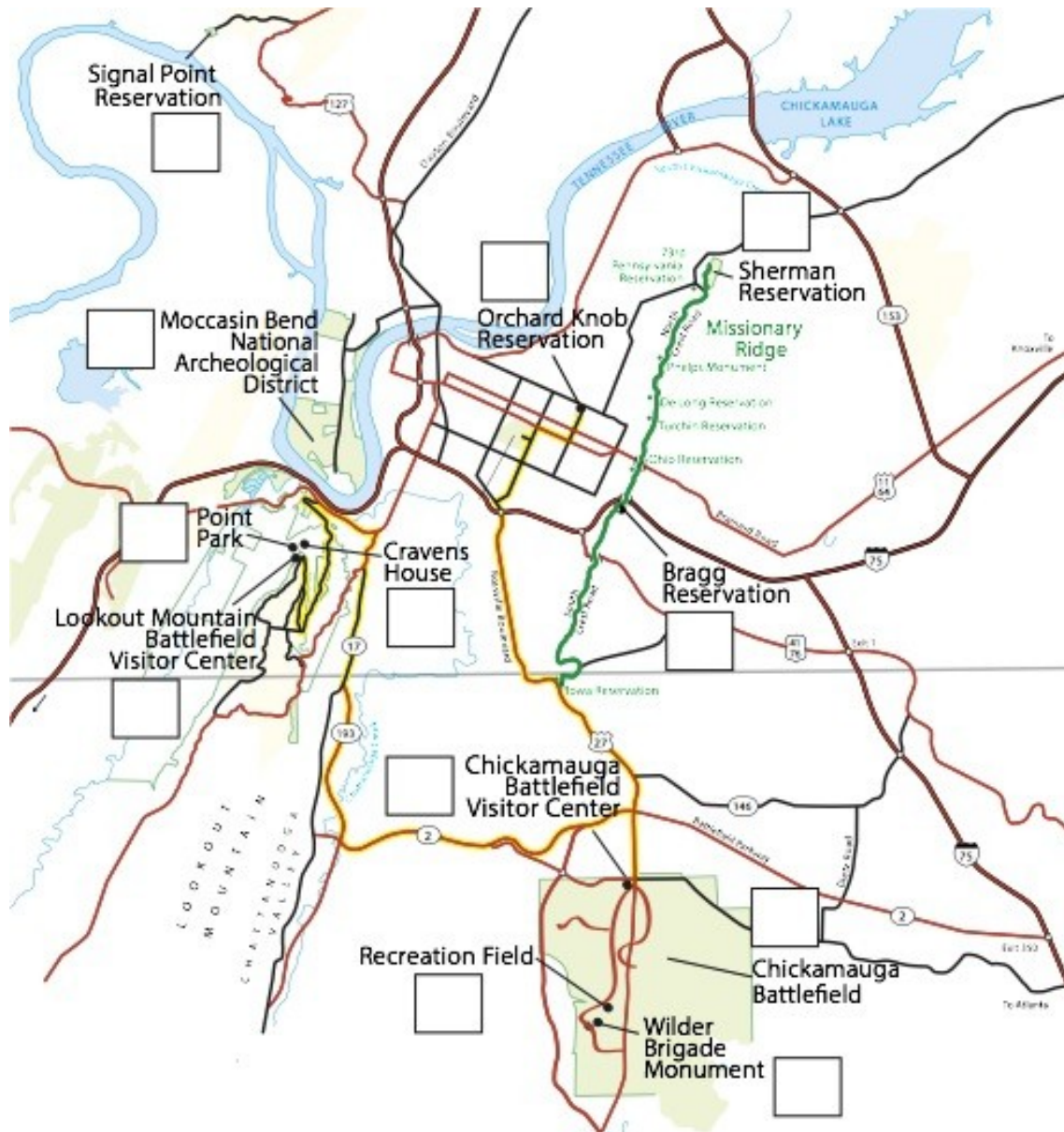
Tour route \_\_\_\_\_

Visitor Center \_\_\_\_\_

Recreational sites \_\_\_\_\_

**Topic Area 3 - ITIN5**

4. For this visit, please indicate the order in which your personal group visited the following sites at Chickamauga and Chattanooga NMP by writing 1, 2, 3, etc., in the boxes on the map below. If you did not visit a site, please leave that box blank.



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**Topic Area 3 - TRIPC8**

5.a) **On this visit** to Chickamauga and Chattanooga NMP, how much time in **total** did your personal group spend visiting battlefield sites? Please list partial hours as ¼, ½, or ¾.

\_\_\_\_\_ Total number of hours

**Topic Area 3 - TRIPC6**

b) Did your personal group visit the battlefield on more than one day?

No                       Yes → c) If YES, how many days? \_\_\_\_\_

**Topic Area 1 - KNOW9**

6. a) For each park site listed below please indicate in column (a) if your personal group was aware of the site prior to visiting Chickamauga and Chattanooga NMP. Please mark (•) one for each site.

**Topic Area 1 - KNOW10B**

b) For each site that you **were aware of prior to this visit**, in column (b) please tell us how became aware of the site.

Park site	a) Aware of site prior to park visit?		b) How did you become aware of the site?
	Yes	No	
Bragg Reservation	<input type="radio"/>	<input type="radio"/>	
Chickamauga Battlefield	<input type="radio"/>	<input type="radio"/>	
Cravens House Reservation	<input type="radio"/>	<input type="radio"/>	
Moccasin Bend National Archeological District	<input type="radio"/>	<input type="radio"/>	
Orchard Knob Reservation	<input type="radio"/>	<input type="radio"/>	
Point Park	<input type="radio"/>	<input type="radio"/>	
Recreation Field at Chickamauga Battlefield	<input type="radio"/>	<input type="radio"/>	
Sherman Reservation	<input type="radio"/>	<input type="radio"/>	
Signal Point	<input type="radio"/>	<input type="radio"/>	
Visitor Center at Lookout Mountain	<input type="radio"/>	<input type="radio"/>	
Visitor Center at Chickamauga Battlefield	<input type="radio"/>	<input type="radio"/>	
Wilder Brigade Monument	<input type="radio"/>	<input type="radio"/>	

<b>Topic Area 3 – ACT1C</b>
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7. On this visit, in which activities did your personal group participate within Chickamauga and Chattanooga NMP? Please mark (•) **all** that apply.

**Activity**

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- Bicycling
- Conducting genealogy or historical research
- Creative arts (photography, drawing, painting, writing)
- Dog walking
- Hiking/walking/jogging
- Horseback riding
- Listening to audio-tape tour
- Participate in Junior Ranger program
- Picnicking
- Rock climbing
- Taking self-guided tour other than cell phone tour
- Taking self-guided tour with cell phone
- Visit visitor center
- Wildlife Viewing
- Other (Specify) \_\_\_\_\_

<b>Topic Area 3 – ACT28</b>
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8. a) During this visit to Chickamauga and Chattanooga NMP, did your personal group have any personal interaction with a park ranger?

- Yes                       No → **Go on to Question 9**

<b>Topic Area 6 – EVALSERV10</b>
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- b) If YES, please rate the quality of your interaction with the park ranger. Please mark (•) **one** answer for each

	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Chickamauga and Chattanooga National Military Park

### Topic Area 6 – OPMGMT5

9. Please rate how appropriate you feel the following activities are at Chickamauga and Chattanooga NMP. Please mark (•) **one** answer for each activity.

Activity	Very inappropriate	Somewhat inappropriate	No opinion	Somewhat appropriate	Very appropriate
Bicycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horseback riding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jogging/running	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnicking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rock climbing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunbathing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Throwing footballs, baseballs, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Throwing frisbees,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Topic Area 3 – TRIPC19

10. On this trip to Chickamauga and Chattanooga NMP, please mark (•) **all** other attractions that your personal group visited **in the area** (within 100 miles of park).

- Did not visit any of the following places → **Go on to Question 11**
- Chattanooga Arboretum and Nature Center
- Chattanooga Riverwalk
- Hunter Museum
- Kennesaw Mountain National Battlefield Park
- Rock City
- Ruby Falls
- Stones River National Battlefield
- Tennessee Aquarium
- Other (Please specify) \_\_\_\_\_

### Topic Area 6 – EVALSERV13

11. a) Please mark (•) **all** the services and facilities that your personal group **used** at Chickamauga and Chattanooga NMP during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used	b) If used, how important?	c) If used, what quality?
	1=Not at all important	1=Very poor
	2=Slightly important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good
<input type="radio"/> Access for disabled persons	_____	_____
<input type="radio"/> Assistance from park staff/volunteers	_____	_____
<input type="radio"/> Cannon/weapons firing demonstration	_____	_____
<input type="radio"/> Indoor exhibits	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Living history programs	_____	_____
<input type="radio"/> Outdoor exhibits	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Used Park website: <a href="http://www.nps.gov/chch">www.nps.gov/chch</a> before or during visit	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Trails	_____	_____
<input type="radio"/> Visitor center at Chickamauga Battlefield	_____	_____
<input type="radio"/> Visitor center at Lookout Mt Battlefield	_____	_____

12. Two of the purposes of Chickamauga and Chattanooga NMP are to present multiple viewpoints on the impacts of the Civil War on American culture, and the history of American Indians in the Southeast.

**Topic Area 3- LEARN2**

a) Please mark (•) **all** the topics that your personal group learned about via park films/exhibits/ranger programs during this visit to Chickamauga and Chattanooga NMP.



- c) What else can be done to help you to make a personal connection to the story presented at Chickamauga and Chattanooga NMP?
- 

**Topic Area 3 - ACT7**

14. a) Please indicate the ranger-led tours or programs that your personal group attended during this visit to Chickamauga and Chattanooga NMP. Please mark (•) **all** that apply.
- Did not attend any program → **Go on to Question 15**
- Guided walk at Lookout Mt. Battlefield
- Car caravan tour at Chickamauga Battlefield
- Costumed living history program
- Special program

**Topic Area 6 - EVALSERV22**

- b) On the line below, please specify one program you attended, then mark (•) **one** response for each of the following aspects of that program.

Program: \_\_\_\_\_

- c) Program **length**:  Too short  Too long
- Ability to **attend at desired time**:  Able to attend program at desired time  NOT able to attend program at desired time
- Ability to **see**:  Able to see well  Had difficulty seeing
- Ability to **hear**:  Able to hear well  Had difficulty hearing
- Topics discussed**:  Of interest  NOT of interest

**Topic Area 3 - ACT1**

15. a) Did your personal group visit the park bookstore?
- Yes  No → **Go on to Question 16**

**Topic Area 3 - FVIS19**

- b) If YES, were there any sales items that your personal group would have liked to purchase that are not currently available?

Chickamauga and Chattanooga National Military Park

- Yes                       No → Go on to Question 16

**Topic Area 3 – FVIS19**

c) If YES, which items would your personal group like to have available for purchase on a future visit? Please mark (•) all that apply.

- Additional publications (books, brochures, etc.)
- List subjects you are interested in \_\_\_\_\_
- CDs, DVDs, downloadable digital files such as podcasts, MP3, etc.
- Additional maps (other than park brochure/map)
- Other (Please specify) \_\_\_\_\_

**Topic Area 1 – GR2**

16. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

- Yes                       No → Go to Question 17

b) If YES, what services or activities were difficult to access/participate in?

\_\_\_\_\_

**Topic Area 6 – EVALSERV3**

17. a) What did your personal group like **most** about your visit to Chickamauga and Chattanooga NMP?

\_\_\_\_\_  
\_\_\_\_\_

**Topic Area 6 – EVALSERV2**

b) What did your personal group like **least** about your visit to Chickamauga and Chattanooga NMP?

\_\_\_\_\_  
\_\_\_\_\_

**Topic Area 6 – EVALSERV1**

18. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Chickamauga and Chattanooga NMP during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic Area 3 - FVIS5**

19. If you were to visit Chickamauga and Chattanooga NMP in the future, how would your personal group prefer to learn about cultural and natural history at the park sites listed below? For each site, please mark (●) **all** that apply.

Not interested in learning about the park → **Go to Question 20**

**Method of learning about the park**

**Site**

	Bragg Reservation	Chickamauga Battlefield	Cravens House Reservation	Moccasin Bend National Archeological District	Orchard Knob Reservation	Point Park	Sherman Reservation	Signal Point	Wilder Brigade Monument
As a volunteer in the park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic media/devices (podcasts, cell phone tours, interactive computer exhibits, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Films, movies, videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living history/costumed interpretive programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park website: www.nps.gov/chch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Printed materials (brochures, books, maps, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ranger-guided walks/talks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-guided tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic Area 1 - GR1**

**Chickamauga and Chattanooga National Military Park**

20. a) On this visit, which type of personal group (not guided tour/school/club/other organized group) were you with? Please mark (•) only **one**.

- |  |  |
|--|--|
| <input type="radio"/> Alone                        | <input type="radio"/> Friends            |
| <input type="radio"/> Family                       | <input type="radio"/> Family and friends |
| <input type="radio"/> Other (Please specify) _____ |  |

**Topic Area 1 - GR3**

b) On this visit, how many people were in your personal group, including yourself?

\_\_\_\_\_ Number of people in personal group

**Topic Area 1 - GR2**

c) On this visit, were you with an organized group (guided tour/school/club/church)?

- |                           |                          |   |
|---------------------------|--------------------------|---|
| <input type="radio"/> Yes | <input type="radio"/> No | _____ Number of people in organized group |
|---------------------------|--------------------------|---|

**Topic Area 1 - AGE1**

21. For your personal group on this visit, please provide the following. If you do not know the answer, please leave blank.

		d) Frequency of visits (including this visit)	
		1 = First time visit	
		2 = Several times a week	
		3 = Several times a month	
		4 = Several times a year	
		5 = Once a year	
a) Gender	b) Current age	c) U.S. ZIP code or name of country other than U.S.	

Yourself

Member #2

Member #3

Member #4

Member #5

Member #6

Member #7

**Topic Area 1 - ED1**





Chickamauga and Chattanooga National Military Park

**Topic Area 7 -ECON1A**

24. a) For you only, which category best represents your annual **household** income? Please mark (.) only **one**.

- |  |   |   |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999   | <input type="radio"/> \$150,000-\$199,999   |
| <input type="radio"/> \$25,000-\$34,999  | <input type="radio"/> \$75,000-\$99,999   | <input type="radio"/> \$200,000 or more     |
| <input type="radio"/> \$35,000-\$49,999  | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

**Topic Area 7 -ECON1B**

b) How many people are in your household? \_\_\_\_\_ Number of people

**Topic Area 6 - OPMGMT3**

25. Is there anything else your personal group would like to tell us about your visit to Chickamauga and Chattanooga NMP?

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Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

**OFFICIAL BUSINESS**

**Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
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P.O. Box 441139  
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