



National Park Service
U.S. Department of the Interior

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Gettysburg National Military Park

Visitor Study

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Paperwork Reduction Act Statement: Paperwork Reduction Act Statement: The National Park Service is authorized by the NPS Research Mandate (54 USC 100702) to collect this information. We will use this information to evaluate visitor services cooperatively managed by Gettysburg National Military Park. Responses to this request are voluntary and anonymous. Your name will never be associated with your answers, and all contact information will be destroyed when the data collection is concluded. No action may be taken against you for refusing to supply the information requested. A federal agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden Estimate: We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).



IN REPLY
REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Gettysburg National Military Park
1195 Baltimore Street
Gettysburg, PA 17325

June 2017

Dear Visitor:

Thank you for participating in this important study. We would like to ask your opinion about quality of facilities and services provided at Gettysburg National Military Park and how well they meet with your expectations. This information will help us improve visitor services and facilities at the park.

This questionnaire will be given to only a few 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 the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

We appreciate your help.

Sincerely,

Superintendent

Please go on to the next page →

Your Visit To Gettysburg National Military Park

TOPIC AREA 2- INFOSOURCE9

- 1a. Prior to this trip, how did you obtain information about Gettysburg National Military Park? Please mark (●) **all that apply**.
- Did not obtain information prior to this visit
 - Previous visits
 - Friends/relatives/word of mouth
 - Inquiry to park via phone, mail, or email
 - Gettysburg National Military Park website (nps.gov/gett)
 - Eisenhower National Historic Site website (nps.gov/eise)
 - Other website (Please specify) _____
 - Local businesses (hotels, motels, restaurants, etc.)
 - Maps/brochures
 - Newspaper/magazine articles
 - Other units of the National Park System (NPS)
 - School class/program
 - Social media (such as Facebook, Twitter, etc.)
 - State welcome center/visitors bureau/chamber of commerce
 - Television/radio programs/DVDs
 - Travel guides/tour books (such as AAA, etc.)
 - Other (Please specify) _____

TOPIC AREA 2- INFOSOURCE13

- 1b. Did you have the information about Gettysburg National Military Park you needed on this trip? Please mark (●) **one**.
- Yes
 - No (Please specify the information you needed but didn't have on this trip.)
- _____
- _____
- _____

TOPIC 2: INFOSOURCE3

2a. How would you rate the quality of information provided on the park website (nps.gov/gett) to plan your visit? (Please select one response)

Did not use the park website	Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TOPIC 2: INFOSOURCE5

2b. Do you have any suggestions to improve the park website? Please be specific.

TOPIC AREA 11: VIRVIS1

3. Have you ever used the following social media to follow the National Park Service? Please mark (●) all that apply.

- I do not use any social media outlets → Go to question 4
- Twitter
- Instagram
- YouTube
- Flickr
- Facebook
- Snapchat
- Tumblr
- Park Blog (Wordpress)

TOPIC 2: TPURPOSE2

4. How important was each of the following in your decision to take a trip to this Gettysburg National Military Park? Please mark (●) one for each item

	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at All Important
To visit the museum / cyclorama / film	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn about American history and the Battle of Gettysburg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To spend time with friends/family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn about ancestors that fought in the battle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get physical exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasure or vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TOPIC AREA 4: VISHIS10

5. On the list below, please mark (●) all the locations at Gettysburg National Military Park that you and your personal group visited on this trip. Use the map on page 8 to help identify locations visited.

- Little Round Top
- Soldiers' National Cemetery
- Eternal Light Peace Memorial
- The Peach Orchard

- Culp's Hill
- David Wills House
- Devils Den
- High Water Mark
- Visitor Center and Museum
- The Virginia Memorial
- East Cavalry Field

TOPIC AREA 4: DEST7

6. a) On this trip, did you and your personal group visit Gettysburg National Military Park on more than one day?
- Yes No
- b) If Yes, on how many days did you visit the park?
 _____ Number of days
- c) If No, how many hours in total did you spend visiting the park?
 _____ Number of hours

Topic area 5: RecACT1

7. On this visit, did you and your personal group take a tour with a Licensed Battlefield Guide (not a park ranger) at Gettysburg National Military Park?
- Yes
- No

Topic area 5: RecACT3

8. Have you ever attended a ranger program at Gettysburg National Military Park or any other national park unit?
- Yes, I have attended a ranger program at Gettysburg National Military Park
- Yes, I have attended a ranger program at another national park
- No, I have attended a ranger program at a National Park.

Topic area 5: RecAct15 and Topic area 5: PART17

- 9a. On this trip, in which of the following activities did you personally participate while at Gettysburg National Military Park? Please mark (●) **all that apply**.
- b) Next please rate the important of each activity you participated.

Activity	Participated?		Level of importance				
	Yes	No	Extremely important	Important	Moderately Important	Somewhat Important	Not Very Important
Learning/researching history	<input type="radio"/>	<input type="radio"/>	1	2	3	4	5

Viewing 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"/>
Living History	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demonstrations								
Hiking	<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 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"/>
Museum/ Film /	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cyclorama								
Other Historic 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"/>
Other (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"/>

TOPIC AREA 5: PART12

9b. Which one of the above activities did you spend the most of your time on during this visit to Gettysburg National Military Park? _____

Topic area 4: USETECH6

10. During your visit to Gettysburg National Military Park, how did you use your Smartphones and/or Tablets (iPhone, Ipad, Android, tablets, etc.)? Please mark (●) all that apply.

- Did not use Smartphone or Tablet → Go to question 11
- Downloaded a Gettysburg National Military Park specific app to my phone ahead of time
- Downloaded a Gettysburg National Military Park specific app upon arriving at Gettysburg National Military Park
- Searched the internet for a topic about the Gettysburg National Military Park
- Used social media to share my experience at the Gettysburg National Military Park (for example, through photographs)
- Other (please specify): _____

Topic area 7: CULTURAL2

11. How would you rate the overall quality of historical preservation at Gettysburg National Military Park?

- Extremely poor quality
- Poor quality
- Neither poor or good quality
- Good quality
- Extremely good quality

Topic area 6: EVALSERV18

12. How appropriate was the depth of information in the programs you and your personal group attended at Gettysburg National Military Park?

- Too simple
- About right
- Too complex

Topic area 6: EVALSERV17

13 a) In your opinion, were there any stories presented at Gettysburg National Military Park that needed to be emphasized or strengthened?

- Yes
- No → Go to question 14

13b) If YES, what were the parts of the story that need to be strengthened?

Topic area 11: USMIN18

14. In your opinion, what are some things that park managers can do to encourage you and people from your community to visit national parks?

Topic area 6: EVALSERV8

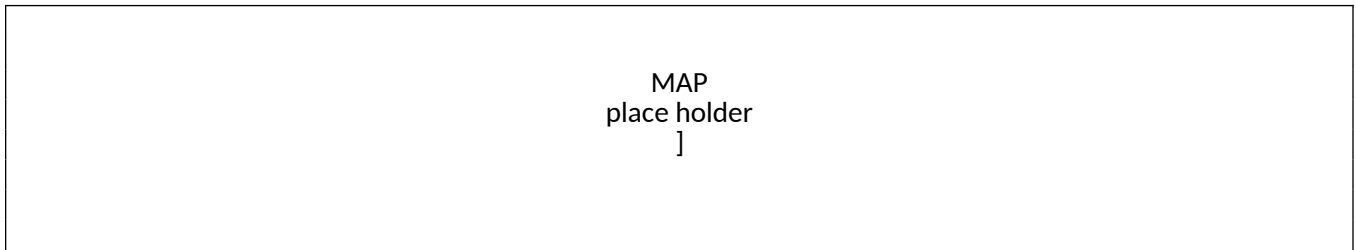
15. Please rate the quality of your interaction with [park rangers, volunteers, concession employees] in Gettysburg National Military Park. Please mark (●) **one** for each

	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"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Topic area 6: EVALSER11

16. We'd like your opinion on where additional services, signage, or facilities may be needed within Gettysburg National Military Park. On the map below please indicate where the additional services or facilities would help to enhance your visit experience by placing the appropriate letter at the location

- P: Additional parking
- E: Educational signage
- D: Directional signage
- S: Safety or emergency information
- R: Ranger presence



Topic area 6: EVALSERV22

17. What did you and your personal group like **most** and **least** about your visit to Gettysburg National Military Park and the Museum and Visitor Center

Gettysburg National Military Park

Liked most: _____

Liked least: _____

Museum and Visitor Center

Did Not use

Liked most: _____

Liked least: _____

Topics area 6: EVARLSER1

18. Overall, how would you and your group rate the quality of facilities, services, and interpretive opportunities at Gettysburg National Military Park during this trip? Please mark (●) **only one**.

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

19. What did you like most about your visit to Gettysburg National Military Park?

Topic area 6: EVALSER22

20. What did you like least about your visit to Gettysburg National Military Park?

Topic area 6: EVALSER22

Topic area 1: GROUP5

21. Including yourself, how many people were in your personal group during your visit to Gettysburg National Military Park on the day you were contacted for this survey?

_____ Number of adults (18 years or older)

_____ Number of children (under 18 years)

Topic area 1: GROUP1

22. Please select the choice below that best describe your personal group? Please mark (●) **one**.

- Alone
 Family only
 Friends only
 Family and friends
 Other (Please specify) _____

23. Were you and your personal group part of the following organized group? Please mark (●) **Yes or No** for each type of organized group.

Part of the group?	Yes	No
Commercial guided tour group (i.e. package tour)	<input type="radio"/>	<input type="radio"/>
School/educational group	<input type="radio"/>	<input type="radio"/>
Historical society	<input type="radio"/>	<input type="radio"/>
Special interest club	<input type="radio"/>	<input type="radio"/>

Topic area 1: Group 3

24. For your personal group during your visit to Gettysburg National Military Park on the day you were contacted for this survey, please provide the following information. (If you don't know the answer, enter "DK.")

	Current Age	U.S. ZIP code or name of country other than U.S.	Number of visits to Gettysburg NMP in your lifetime including this trip	Gender		
				Female	Male	No answer
Yourself	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #2	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #3	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Member #4	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #5	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #6	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #7	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Topic area 6: PA2

25. The Gettysburg Foundation is a friends group that supports Gettysburg National Military Park through education, awareness, and funding. Prior to this visit, were you aware of the Gettysburg Foundation.

- Yes
- No

Topic area 10: ECON12

26. Which category best represents your annual household income? Please mark (●) only one.

- | | |
|--|--|
| <input type="radio"/> Less than \$25,000 | <input type="radio"/> \$75,000 to \$99,999 |
| <input type="radio"/> \$25,000 to \$34,999 | <input type="radio"/> \$100,000 to \$149,999 |
| <input type="radio"/> \$35,000 to \$49,999 | <input type="radio"/> \$150,000 to \$199,999 |
| <input type="radio"/> \$50,000 to \$74,999 | <input type="radio"/> \$200,000 or more |

Topic area 4: FVIS11

27. On a future visit to Gettysburg National Military Park, what interpretive programs/information services would you and your group like to have available at the park? Please be specific.

Topic area 4: FVIS18

28. If you were to visit Gettysburg National Military Park in the future, if a transit (bus) service existed, with service to the park's major destinations, how likely would it be that you would use such a service? Please mark (●) one.

- | | | | | | |
|------------------------------|----------------------------|------------------------------|------------------------|-----------------------------|-----------------------|
| Not at all
Likely | Slightly
likely | Moderately
Likely | Very
Likely | Extremely
Likely | Undecided |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Topic area 6: OPMNMT1

29. Is there anything else you would like to tell us about your visit to Gettysburg National Military Park?

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

paper

