

# ABMC Survey - English

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Start of Block: Introduction

Q1

Visitor Survey

As you answer the following questions, please reflect on your experience with the American Battle Monuments Commission (ABMC) site that you visited.

This survey is being conducted by the Eppley Institute for Parks and Public Lands, on behalf of the ABMC.

This questionnaire should take about 5-8 minutes to complete.

Thank you!

Q2 Check the American Battle Monuments Commission (ABMC) location you are visiting or recently visited. If you have visited more than one, please select one site to represent your survey responses.

- Aisne-Marne American Cemetery (1)
- Château-Thierry American Monument (2)
- Luxembourg American Cemetery (3)
- Manila American Cemetery (4)
- Normandy American Cemetery (5)
- Netherlands American Cemetery (7)
- Pointe du Hoc Ranger Monument (8)
- Sicily-Rome American Cemetery (9)
- Suresnes American Cemetery (10)

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Q3 What best describes your visit to this ABMC cemetery or battle monument site?

- I visited this site as part of a school trip or educational program. (7)
  - I visited this site along with other locations as a part of tourist travel. (1)
  - I traveled for the main purpose of visiting this site. (2)
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Q4 Was this your first time visiting this site?

- Yes - I have never visited this site before (1)
  - No - I have visited **once** before (1 visit) (2)
  - No - I have visited **a few times** before (between 2-5 visits) (7)
  - No - I have visited **many times** before (6 or more visits) (8)
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Q5 Have you visited other overseas (outside of the United States) American cemeteries or battle monuments before?

Yes (1)

No (2)

*Skip To: End of Block If Have you visited other overseas (outside of the United States) American cemeteries or battle monu... = No*

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Q6 Please list the other overseas (outside of the United States) American cemeteries or battle monuments you have visited.

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Q7 Motivations

Visitors have different reasons for visiting American cemeteries or battle monument sites.

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Q8 Before your visit, how important was each of the following reasons in explaining why you wanted to visit this site?

Rank up to 5 choices by drag and dropping them into the box "Ranked Motivations." #1 should represent your highest (1st) reason, and #5 should represent your fifth reason.

Ranked Reasons (up to 5)	
_____	To participate in a specific commemorative event (e.g., Memorial Day) (1)
_____	To visit the site out of curiosity (3)
_____	To enjoy the outdoor space (such as to recreate, take a stroll) (4)
_____	To visit the site because of its fame/prominence as a tourist destination (5)
_____	To learn more about this site or WWI/WWII (8)
_____	To visit this site for its historical significance (10)
_____	To visit this site for its significance to my nation (patriotic duty, symbol of freedom) (11)
_____	To pay respect to a specific service member (12)
_____	To pay respect to all those who served (13)
_____	Other (optional): (14)

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Q9 Before your visit, what topics had you hoped to learn about during your visit to this site?

Select all that apply.

General WWI and/or WWII history (4)

Stories about soldier experiences (5)

Stories about local civilian experiences (6)

The history of the cemetery itself (12)

D-Day or a specific battle/campaign (7)

The European theater (8)

The Pacific theater (9)

Other (optional): (10) \_\_\_\_\_

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Q10 Before your visit, did you use any resources to gather more information about this site?

Select all that apply.

ABMC.gov websites (4)

Online tourism sources (5)

Online historical sources (6)

Online genealogical sources (8)

Print media (such as books) (9)

Personal contact (word of mouth, phone call) (10)

Other (optional): (11) \_\_\_\_\_

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Q11 Visitor Experience

Visitors have different experiences while visiting American cemeteries or battle monument sites.

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Q12 Please rank up to 5 emotions that best describe how your visit to this site made you feel.

Rank these emotions by drag and dropping them into the box "Ranked Emotions." #1 should represent your highest (1st) emotion, and #5 should represent your fifth emotion.

Ranked Emotions (up to 5)

- \_\_\_\_\_ Awe (or wonder) (5)
  - \_\_\_\_\_ Anger (6)
  - \_\_\_\_\_ Gratitude (10)
  - \_\_\_\_\_ Happiness (or joy) (11)
  - \_\_\_\_\_ Humility (12)
  - \_\_\_\_\_ Love (13)
  - \_\_\_\_\_ Sadness (15)
  - \_\_\_\_\_ Sense of community (or togetherness) (16)
  - \_\_\_\_\_ Patriotism (18)
  - \_\_\_\_\_ Pride (19)
  - \_\_\_\_\_ Remorse (20)
  - \_\_\_\_\_ Respect (or reverence) (21)
  - \_\_\_\_\_ Other (optional): (23)
- 

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Q13 Overall, how would you rate your visit to this site?

- Very poor (4)
  - Poor (5)
  - Fair (6)
  - Good (7)
  - Excellent (8)
- 

*Display This Question:*

*If Check the American Battle Monuments Commission (ABMC) location you are visiting or recently visit... = Château-Thierry American Monument*

*Or Check the American Battle Monuments Commission (ABMC) location you are visiting or recently visit... = Luxembourg American Cemetery*

*Or Check the American Battle Monuments Commission (ABMC) location you are visiting or recently visit... = Manila American Cemetery*

*Or Check the American Battle Monuments Commission (ABMC) location you are visiting or recently visit... = Normandy American Cemetery*

*Or Check the American Battle Monuments Commission (ABMC) location you are visiting or recently visit... = Pointe du Hoc Ranger Monument*

*Or Check the American Battle Monuments Commission (ABMC) location you are visiting or recently visit... = Sicily-Rome American Cemetery*

Q14 Did you visit the visitor center?

- Yes (1)
- No (2)
- Not applicable (3)

*Skip To: Q16 If Did you visit the visitor center? = No*

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Q15 How would you rate the overall quality of the visitor center?

Extremely poor (1)

Poor (2)

Neither poor nor good (3)

Good (4)

Excellent (5)

Not applicable (6)

Other (optional): (7) \_\_\_\_\_

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Display This Question:

If Did you visit the visitor center? = No

Q16 Why didn't you visit the visitor center?

Select all that apply.

I wasn't interested. (1)

I didn't have enough time. (2)

The line/queue was too long. (3)

I was not aware there was a visitor center. (4)

Most information is not available in my language. (5)

Other (optional): (6) \_\_\_\_\_

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Q17 How would you rate the quality of the tours, ceremonies, or other programs at this site?

	Extremely poor quality (1)	Poor quality (2)	Neither poor nor good quality (3)	Good quality (4)	Extremely good quality (5)	Not applicable (6)
Exhibits (4)	0	0	0	0	0	0
Self-guided tours (audio, printed, etc.) (8)	0	0	0	0	0	0
Staff-led tours (talks, etc.) (5)	0	0	0	0	0	0
Ceremonies (6)	0	0	0	0	0	0
Overall educational/learning value of the site (7)	0	0	0	0	0	0

Q18 During your visit, did you experience any accessibility issues with respect to... (select all that apply)

- Physical accessibility (i.e., accessibility issues for people with limited mobility) (4)
- Visual accessibility (i.e., accessibility issues for people with impaired vision) (8)
- Auditory accessibility (i.e., accessibility issues for people with impaired hearing) (9)
- Other (optional): (10) \_\_\_\_\_

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Q19 Progress update: You have completed more than half of the survey. Thank you for your continued participation.

In just a few words, how would you describe your overall impressions or experience at this site?

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*Carry Forward Selected Choices from "Before your visit, how important was each of the following reasons in explaining why you wanted to visit this site? Rank up to 5 choices by drag and dropping them into the box "Ranked Motivations." #1 should represent your highest (1st) reason, and #5 should represent your fifth reason."*



Q20

Visitor Reflections

Earlier, you indicated one or more reasons for wanting to visit this site.

Overall, to what degree did your visit to this site live up to your expectations?

	Significantly below my expectations (1)	Below my expectations (2)	Met my expectations (3)	Above my expectations (4)	Significantly above my expectations (5)
To participate in a specific commemorative event (e.g., Memorial Day) (x1)	0	0	0	0	0
To visit the site out of curiosity (x3)	0	0	0	0	0
To enjoy the outdoor space (such as to recreate, take a stroll) (x4)	0	0	0	0	0
To visit the site because of its fame/prominence as a tourist destination (x5)	0	0	0	0	0
To learn more about this site or WWI/WWII (x8)	0	0	0	0	0
To visit this site for its historical significance (x10)	0	0	0	0	0
To visit this site for its significance to my nation (patriotic duty, symbol of freedom) (x11)	0	0	0	0	0
To pay respect to a specific service member (x12)	0	0	0	0	0
To pay respect to all those who served (x13)	0	0	0	0	0
Other (optional): (x14)	0	0	0	0	0



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Q21 Were there any experiences or services you were expecting during your visit that went unmet?

No (1)

Yes (please elaborate): (2) \_\_\_\_\_

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Q22 Please indicate how much you disagree or agree with the following statements when considering your visit to this site?

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
I plan to return to <u>this</u> American cemetery or battle monument site in the future (1)	0	0	0	0	0
I plan to visit <u>another</u> American cemetery or battle monument site in the future (2)	0	0	0	0	0

Q23 We have just a few, last questions. Please select the option(s) that best describe you.

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Q24 Which best describes your geographic relationship with this place?

- I live nearby and am local to this area. (1)
- I am a tourist who traveled to this site from a distance. (2)

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Q25 What is your country of nationality? Select all that apply.

Australia (1)

France (5)

Italy (8)

Netherlands (6)

Philippines (7)

Spain (9)

United Kingdom (10)

United States of America (11)

Other (please provide): (2) \_\_\_\_\_

Q26 Which option best describes with whom you visited this site?

Alone (1)

With a school group (2)

With friends or family (3)

With a tour group (5)

With a veterans or military-related group (6)

With another group (optional): (7)

\_\_\_\_\_

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## Q27 Military Connection

Please select all that apply:

- I am a veteran. (1)
- I am a veteran who served in a conflict. (2)
- I am related to a veteran who served in a conflict. (3)
- I am related to a veteran who died in a conflict. (4)
- I am related to a veteran who is interred at this ABMC site. (5)
- I have another special connection to this site (optional): (6)
- 
- None of the above describe me. (7)
- 

Q28 How long was your visit to this site?

- Less than an hour (1)
- 1-2 hours (2)
- 3-4 hours (3)
- 5+ hours (5)

Q29 What is your gender? Please select one.

- Man (1)
  - Woman (2)
  - Non-binary (3)
  - Prefer not to answer (4)
- 

Q30 What is your age? Please use the slider below.

1 2 3 4 5 5 6 7 8 9 1  
8 6 4 3 1 9 7 5 4 2 0  
0

Age (in years) ()	
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Q31 What is the highest level of education you have completed?

- Primary school / elementary (1)
  - Lower secondary school / middle school (12)
  - Higher secondary school / high school (13)
  - Post-secondary or tertiary school / undergraduate (5)
  - Post-graduate or advanced degree / masters / doctorate (8)
  - Other (please provide): (2) \_\_\_\_\_
-

Q32 What is your 5-digit postal code? Please provide it in the space below.

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Q33 This is our last question.

Q34 In just a few words, what does this site mean to you?

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Q35

Thank you for taking the time to complete this survey. Your participation will help improve the visitor experiences at American Battle Monuments Commission Sites.

Please click the below (right) arrow button to submit your questionnaire.

End of Block: End

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