

Kennesaw Mountain National Battlefield Park

Visitor Survey



PRIVACY ACT and PAPERWORK REDUCTION ACT statement: The National Park Service is authorized by the NPS Research Mandate (54USC100702) to collect this information to improve visitor services at Kennesaw Mountain National Battlefield Park. This study will provide insight into visitors' preferences regarding services and amenities, pertinent information sources for trip planning, and general trip characteristics to inform ongoing park management and enhance visitor experiences. Your response to this request is voluntary and anonymous. Your name will never be associated with your answers, and no contact information will be collected. No action may be taken against you for refusing to supply the information requested. An 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.

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Topic Area 3: CVIS1

1. Are you a first-time visitor to Kennesaw Mountain National Battlefield Park?
- ☐ Yes → Skip to Question #3
 - ☐ No

Topic Area 3: CIVS2& CIVS3 (variation: Included timeframe for visitation for past month (30 days) in addition to past 12 months.)

2. Please tell us about your past visitation to Kennesaw Mountain National Battlefield Park.
- a. Over the past month (30 days) how many visits have you made to the park? _____ Number of visits
 - b. Over the past twelve months, how many visits have you made to the park? _____ Number of visits
 - c. In which year did you make your first visit to the park? _____ Year

Topic Area 2: INFOSOURCE9

3. When planning your trip to Kennesaw Mountain NBP, how did you obtain information about the park? (Please mark all that apply.)
- | | |
|--|--|
| ☐ I didn't use any information sources to plan my trip. | ☐ Twitter |
| ☐ Park Website | ☐ YouTube |
| ☐ National Park Service App | ☐ Park Telephone information line |
| ☐ Facebook | ☐ Park Visitor Center |
| ☐ Instagram | ☐ Friends, Family, and/or Coworkers |
| | ☐ Other: _____ |

Topic Area 3: CVIS9

4. How much total time did you spend at Kennesaw Mountain NBP today?
- _____ # of minutes at Kennesaw Mountain NBP today

Topic Area 5: ACT11a (Variation: Revised wording to focus on reason for visiting instead of activity.)

5. What was your primary reason for visiting the park today? (Please mark only one)

- | | | | |
|---|--|---|---------------------------------------|
| ☐ Learn about park history/explore the battlefield | ☐ Running/Jogging | ☐ Hiking/Trail Walking | ☐ Bicycling |
| ☐ Bird watching/Wildlife viewing | ☐ Picnicking | ☐ Horseback Riding | ☐ Other: _____ |

Topic Area 5: ACT11b (Variation: Revised wording to focus on reason for visiting instead of activity.)

6. What other recreational activities did you participate in on this visit today? (Check all that apply)
- | | | | |
|---|--|---|------------------------------------|
| ☐ Learn about park history/explore the battlefield | ☐ Running/Jogging | ☐ Hiking/Trail Walking | ☐ Bicycling |
| ☐ Bird watching/Wildlife viewing | ☐ Picnicking | ☐ Horseback Riding | |

Topic Area 7: KNOW7

7. Who do you think manages Kennesaw Mountain NBP?

- ☐ Cobb County
- ☐ Georgia State Parks and Historic Sites
- ☐ National Park Service
- ☐ National Forest Service
- ☐ Don't know

Topic Area 3: PA2

Note to Reviewer: A high-resolution laminated map will be provided to respondents for reference. The map is included as a supplementary document in ROCIS.

8. What is your favorite place at Kennesaw Mountain NBP (please see map for reference)?

Please name it or describe its location. If you do not have a favorite location, then select "None" below

_____ is my favorite place (name or description) OR

- ☐ None, I do not have a favorite place at Kennesaw Mountain NBP.

Topic Area 4: SERVICES22

9. Please tell us how you feel about the following activities and amenities available at Kennesaw Mountain NBP.

First, indicate how important each item is to you when visiting the park.

Second, indicate how satisfied you are with the way the park is managed for each item.

Aspects/Activities at Kennesaw Mtn	How important is/are when visiting the park? 1= Not At All Important 2=Somewhat Unimportant 3=Neutral 4= Somewhat Important 5= Extremely Important	How satisfied are you with the way the park manages... 1=Very Unsatisfied 2=Somewhat Unsatisfied 3=Neutral 4=Somewhat Satisfied 5= Very Satisfied
Running/Jogging Opportunities	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Hiking/Trail Walking Opportunities	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Dog Walking Opportunities	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Bicycling Opportunities	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Bird Watching / Wildlife Viewing	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Museum Exhibits	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Opportunities to explore battlefields	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Opportunities to attend Ranger	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Learning about historic events	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Bathrooms	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
The Visitor Center	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Civil War History Demonstrations	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
National Park Service App	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Historic Preservation	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Nature Preservation	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Park Bookstore/Gift Shop	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Trail Maps and Park Brochures	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Park Film	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Available Park Rangers to Answer History Questions	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5

Topic Area 6: SERVICES12

10. Overall, how satisfied are you with your visit to Kennesaw Mountain National Battlefield Park today?

- ☐ Very dissatisfied ☐ Somewhat dissatisfied ☐ Neutral ☐ Somewhat satisfied ☐ Very satisfied

Topic Area 3: FVIS1 (Variation: Revised wording to allow for 5-point response scale.)

11. Given your experience at the park today, how likely are you to return?

- ☐ Very Unlikely ☐ Somewhat Unlikely ☐ Neutral ☐ Somewhat Likely ☐ Very Likely

Topic Area 5: VIRVIS2 (Variation: Generalized to include all posts beyond just photos.)

12. How likely are you to post about trip to Kennesaw Mountain on social media?

- ☐ Very Unlikely ☐ Somewhat Unlikely ☐ Neutral ☐ Somewhat Likely ☐ Very Likely

Topic Area 5: ACT43 (Variation: Revised to ask about previous visit.)

13. Have you explored the Kennesaw Mountain NBP Visitor Center on a previous visit?

- ☐ YES
☐ NO

Topic Area 5: ACT43 (Variation: Specified wording to focus on visitor center.)

14. Did you visit the visitor center today?

- ☐ YES
☐ YES, but only the Bathrooms → Skip to Question #24
☐ NO → Skip to Question #24
-

Topic Area 3: DEST17

15. On this visit, approximately how long did you stay in the visitor center today?

_____ # of minutes in visitor center

Topic Area 4: SERVICES11a

16. Please select all the visitor center services you used during this visit. (Select all that apply)

- | | |
|--|---|
| ☐ Visit restrooms | ☐ Talk with a park ranger |
| ☐ Use water fountains | ☐ Shop the bookstore |
| ☐ Purchase a parking pass | ☐ Attend a ranger program |
| ☐ Get trail maps or other information | ☐ Attend a Civil War History Demonstration |
| ☐ Watched park film | ☐ Get a National Park Passport Stamp |
| ☐ Visit museum exhibits | ☐ Other_____ |

Topic Area 6: PROEVAL3

17. How useful did you find the Kennesaw Mountain NBP Visitor Center?

- ☐ Not at all useful
☐ Somewhat useful
☐ Moderately useful
☐ Very useful
☐ Extremely useful

Topic Area 4: SERVICES8b

18. What would you recommend to improve the Kennesaw Mountain NBP Visitor Center? (Please be specific)

Topic Area 5: ACT43 (Variation: Specified wording to focus on the museum in the visitor center.)

19. Did you explore the Museum in the Visitor Center during your visit today?

- ☐ YES
☐ NO → Skip to Question #24

Topic Area 6: PROEVAL3

20. How useful did you find the Museum in the Visitor Center?

- ☐ Not at all useful
☐ Somewhat useful
☐ Moderately useful
☐ Very useful
☐ Extremely useful

Topic Area 6: SERVICES14

21. How appropriate was the depth of information in the museum exhibits?

- ☐ Too simple
☐ About right
☐ Too complex

Topic Area 6: SERVICES17

22. We would like to learn about your impressions of the exhibits you saw during your most recent visit to the Kennesaw Mountain NBP Museum. Please provide one response to each of the following questions.

- a) Did you find the exhibit objects interesting?
b) Please rate the length of the exhibit text.
c) Was the exhibit lighting adequate to see the objects on display and read the text?
d) Were the exhibits easy to understand?

	(a) Interesting? YES (Y) NO (N) Select one		(b) Length? 1=Too short 2=About right 3=Too long			(c) Lighting? YES (Y) NO (N) Select one		(d) Understandable? YES (Y) NO (N) Select one	
Strategic center of the South	Y	N	1	2	3	Y	N	Y	N
Art of moving armies	Y	N	1	2	3	Y	N	Y	N
They who fought here	Y	N	1	2	3	Y	N	Y	N
The aftermath	Y	N	1	2	3	Y	N	Y	N

Topic Area 5: SOUND18

23. If you were to experience traditional cultural sounds (e.g., drumming, singing, chanting) during your visit to the Kennesaw Mountain NBP Museum, would it...? (Select one number per item)

Traditional cultural sounds in the visitor center would...	Not at all	Slightly	Somewhat	Moderately	Very Much
Enhance your visitor experience	1	2	3	4	5
Increase your understanding of traditional cultures from the Kennesaw Mountain Area	1	2	3	4	5
Increase your understanding of Kennesaw Mountain's Civil War significance	1	2	3	4	5
Increase your understanding of Kennesaw Mountain National Battlefield Park's mission of cultural history education	1	2	3	4	5
Increase your appreciation of Kennesaw Mountain National Battlefield Park	1	2	3	4	5

Topic Area 4: SERVICES13

24. In your opinion, were there any stories presented in the museum exhibits that needed to be emphasized or strengthened?

- ☐ YES → If Yes, what were the parts of the story that needed to be strengthened? _____
- ☐ NO

Topic Area 5: ACT14 (Variation: Revised wording to focus on level of understanding instead of experience level.)

25. How would you classify your understanding of Civil War History?

Beginner	Novice	Intermediate	Advanced	Expert
☐	☐	☐	☐	☐

Topic Area 7: KNOW4 (Variation: Revised wording to allow for 5-point response scale.)

26. Prior to this visit, how much did you know about the historical events related to this park?

- ☐ Nothing at all
- ☐ A little
- ☐ Some
- ☐ A good amount
- ☐ A lot

Topic Area 3: FVIS7

27. How would you prefer to learn about the historical events of Kennesaw Mountain NBP? Please select all that apply.

- ☐ Not interested in learning about the park's history
- ☐ Smartphone
- ☐ Park App
- ☐ Social Media
- ☐ Park Brochure
- ☐ Other _____

Topic Area 33: FVIS8

28. If you were to visit Kennesaw Mountain NBP in the future, which types of interpretive services would you like to have available? Please select all that apply.

- ☐ Not interested in learning about the park's history
- ☐ Guided ranger walks
- ☐ Museum tours
- ☐ Special living history events
- ☐ Park movie
- ☐ Other _____

Topic Area 5: ACT6 (Variation: Revised wording to gauge attendance beyond the current visit.)

29. Have you ever attended a Civil War Living History Demonstration (e.g., cannon or musket firing) at Kennesaw Mountain NBP?

- ☐ Yes
- ☐ No

Topic Area 2: INFOSOURCE1

30. Did you use the National Park Service App to find the information you needed to plan your trip to Kennesaw Mountain National Battlefield Park?

- ☐ Yes
- ☐ No

Topic Area 5: USETECH8 (Variation: Revised wording to learn about general device use in outdoor experiences.)

31. How likely are you to use your mobile device during an outdoor experience for the following reasons?

	Very Unlikely	Somewhat Unlikely	Neither Likely nor Unlikely	Somewhat Likely	Very Likely
To access trail maps	1	2	3	4	5
To get historic information about places I am visiting	1	2	3	4	5
To access self-guided video/audio tours of the park	1	2	3	4	5
To listen to music during recreational activities	1	2	3	4	5
To listen to podcasts during recreational activities	1	2	3	4	5
To stay connected to family/friends	1	2	3	4	5
To use as a camera	1	2	3	4	5
To share my visit on social media	1	2	3	4	5

Topic Area 5: VIRVIS3

32. Have you ever posted photographs or comments from a visit you took to Kennesaw Mountain NBP on the following social media platforms? Select all that apply.

- ☐ I have not posted about Kennesaw Mountain NBP on any of these platforms
- ☐ Twitter
- ☐ Instagram
- ☐ Facebook
- ☐ TikTok
- ☐ YouTube
- ☐ Other _____

Topic Area 3: PA4

33. Please indicate your level of agreement or disagreement with each of these statements. Please select only one response for each item.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Kennesaw Mountain NBP is very special to me	1	2	3	4	5
I am very attached to Kennesaw Mountain NBP	1	2	3	4	5
I identify strongly with Kennesaw Mountain NBP	1	2	3	4	5
I learn about myself when spending time in the natural environment at Kennesaw Mountain NBP	1	2	3	4	5
When I spend time in the natural environment at Kennesaw Mountain NBP, I feel a deep feeling of oneness with the natural environment	1	2	3	4	5
I am very attached to the natural environment at Kennesaw Mountain NBP	1	2	3	4	5
Kennesaw Mountain NBP is the best place for the activities I like to do	1	2	3	4	5
I would not substitute any other area for the activities I do at Kennesaw Mountain NBP	1	2	3	4	5
No other place can compare to Kennesaw Mountain NBP	1	2	3	4	5
I am willing to make financial sacrifices for the sake of Kennesaw Mountain	1	2	3	4	5
I am willing to invest my time and effort to make Kennesaw Mountain NBP a better place	1	2	3	4	5
I am willing to get involved to protect Kennesaw Mountain NBP	1	2	3	4	5

Topic Area 5: CROWD20

34. How crowded did you feel Kennesaw Mountain National Battlefield Park was today? (Please circle the number that best matches your experience).

Not at all crowded Slightly crowded Moderately crowded Very crowded Extremely crowded
1 2 3 4 5

Topic Area 1: GROUP4

35. How many people are in your personal group today, including you? _____ # of people

Topic Area 1: GROUP3

36. Which of the following categories best describes your group composition? (Please check only one.)

- ☐ I'm here alone
- ☐ Family
- ☐ Friend(s)
- ☐ Family and friends
- ☐ Classmates
- ☐ Team
- ☐ Other organized group (scouts, business group, etc.)
- ☐ Other _____ (please write in)

Topic Area 1: AGE1

37. What year were you born? _____ (year)

Topic Area 1: RACE/ETH2

38. Which of these categories best indicates your race? *(Please select one or more)*

- ☐ American Indian or Alaska Native ☐ Asian ☐ Black or African American ☐ Native Hawaiian or other Pacific Islander ☐ White

Topic Area 1: RACE/ETH1

39. Are you Hispanic or Latino?

- ☐ Yes
☐ No

Topic Area 1: GEND1

40. What is your gender?

- ☐ Female
☐ Male
☐ Transgender, non-binary, or another gender
☐ Prefer not to answer

Topic Area 1: RES2

41. What is the Zip Code of your current primary residence? _____ (zip code)

Topic Area 1: EDUC1

42. What is the highest level of education you have completed?

- ☐ Less than high school ☐ High school or GED ☐ Technical, vocational or trade school ☐ Some college
☐ Bachelor's degree ☐ Master's degree ☐ Ph.D./Professional degree (includes jr. college)

Topic Area 9: ECON9

43. What is your approximate annual household income before taxes?

- ☐ Less than \$25,000 ☐ \$25,000-\$49,999 ☐ \$50,000-\$74,999 ☐ \$75,000-\$99,999 ☐ \$100,000-\$199,999 ☐ \$200,000+

Please share any additional comments about Kennesaw Mountain NBP:

Thank you for completing the survey!

If you have any additional questions, please contact Dr. Kyle Maurice Woosnam at the University of Georgia.

*[*woosnam@uga.edu](mailto:woosnam@uga.edu) *864.653.0167* 180 E. Green St. Athens, GA 30602*