



Petersburg National Battlefield Visitor Study

Summer 2011

Natural Resource Report NPS/NRSS/EQD/NRR—2012/508



ON THE COVER

Battery #5, captured by Union soldiers on June 15, 1864 during the opening battles around Petersburg.
Photograph courtesy of Petersburg National Battlefield.

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Natural Resource Report NPS/NRSS/EQD/NRR— 2012/508

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Executive Summary

This visitor study report profiles a systematic random sample of Petersburg National Battlefield visitors during July 26 – August 1, 2011. In total, 520 questionnaires were distributed to visitor groups. Of those, 256 questionnaires were returned, resulting in a 51.9% response rate.

Group size and type	Forty-one percent of visitor groups consisted of two people and 28% were visiting alone. Fifty percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 37 states and comprised 98% of total visitation during the survey period, with 44% from Virginia. International visitors were from 4 countries and comprised 2% of total visitation during the survey period.
Frequency of visits	Fifty-six percent of visitors were visiting the park for the first time, while 21% had visited 4 or more times.
Age, ethnicity, race, and educational level	Thirty percent of visitors were ages 36-55 years, 30% were 56-70 years, 18% were ages 15 years or younger, and 6% were 71 years or older. Seven percent of visitors were Hispanic or Latino. Eighty-seven percent of visitors were White and 8% were Black or African American. Thirty-four percent of respondents had completed a graduate degree and 31% had a bachelor's degree.
Preferred language for speaking/reading	Most visitor groups (98%) preferred to use English for speaking and reading.
Physical conditions	Five percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Information sources	Most visitor groups (75%) obtained information about the park prior to their visit through friends/relatives/word of mouth (42%), maps/brochures (37%), and previous visits (34%). Most visitors (93%) received the information they needed. Fifty-three percent of visitor groups prefer to use the park website to obtain information for a future visit.
Park website	Thirty-five percent of visitor groups used the park website to plan their visit of which 80% obtained the information they needed. Eighty-two percent of visitor groups rated the quality of the park website as "very good" or "good."
Park as destination	Forty-six percent of visitor groups indicated the park was the primary destination, while 35% indicated the park was one of several destinations.
Transportation	Eighty-eight percent of visitor groups used one vehicle to arrive at the park.
Length of stay in the park	Fifty-six percent of visitor groups spent up to two hours visiting the park, while 44% spent three or more hours. The average length of stay visiting park sites was 3.0 hours.
Number of days visiting the park	Thirty-three percent of visitor groups visited the park on more than one day; of which, 61% visited on three or more days, while 38% visited up to two days.

Executive Summary (continued)

Length of stay in the area	Thirty-eight percent of visitor groups were residents of the park area (within 25 miles of any park site). Of the visitor groups that spent less than 24 hours in the park, the average length of stay was 4.7 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 8.1 days. The average length of stay for all visitor groups was 92.7 hours or 3.9 days.
Sites visited in the park	The most commonly visited sites by visitor groups were the Crater (65%), Eastern Front Visitor Center (52%), and Confederate Battery 9 (44%). The site most frequently visited first was the Eastern Front Visitor Center (36%).
Local attractions visited	Forty-five percent of visitor groups visited other local attractions, of which, 47% visited other attractions in Richmond, VA, 36% visited Richmond National Battlefield Park, and 35% visited other attractions in Petersburg, VA.
Activities on this visit	The most common activities were general sightseeing (51%), following a Civil War Trails Tour (32%), and learning/researching history (31%). The most important activity was jogging/running for exercise (20%).
Use of park trails	Seventy-two percent of visitor groups used park trails, of which, 91% were hiking or walking, while 9% were bicycling.
Visitor services and facilities	The visitor services and facilities most commonly used by visitor groups were restrooms (63%), trails (62%), and park brochure/map (59%).
Protecting park attributes, resources, and experiences	The highest combined proportions of “extremely important” and “very important” ratings of protecting park attributes, resources, and experiences included preserved battlefield landscape (92%), historic structures/buildings (85%), and clean air (77%).
Future visits to park	Eighty-seven percent of visitor groups would consider visiting again.
Appropriate use of park entrance fees	Visitor groups indicated the most appropriate uses of entrance fees were to maintain facilities (73%), maintain and update exhibits (63%), and fund restoration projects in the park (59%).
Shuttle bus services	Forty-one percent of visitor groups were interested in riding a shuttle bus, with on-board interpretive programs, between park sites on a future visit to the park, while 39% were not interested.
Topics to learn on a future visit	Eighty-two percent of visitor groups were interested in learning about the park through interpretive programs on a future visit. Preferred topics were civilian history of the Civil War period (76%) and military history (74%).
Interpretive services on a future visit	Eighty-six percent of visitor groups were interested in having interpretive services available on a future visit. Preferred services were outdoor exhibits (72%), ranger-led tours/programs (65%), and self-guided tours (61%).
Overall quality	Most visitor groups (94%) rated the overall quality of facilities, services, and recreational opportunities at Petersburg National Battlefield as “very good” or “good.” One percent of groups rated the overall quality as “poor” and no visitor groups rated the overall quality as “very poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Mystera Samuelson and Marc Manni for compiling the report, Douglas Eury for overseeing the fieldwork, Cynthia Mika and the staff and volunteers of Petersburg National Battlefield for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

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Introduction

This report describes the results of a visitor study at Petersburg National Battlefield in Petersburg, Virginia, conducted July 26 – August 1, 2011 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Petersburg Battlefield National Park, the park offers “a glimpse of the nine-and-a-half month struggle that took place here during the final stages of the Civil War, from June 15, 1864 to April 2, 1865. The five major railroads and the two major plank roads radiating from Petersburg made it critical to supplying Lee’s Army of Northern Virginia, hence it was a strategic target for the Union Army.” (www.nps.gov/pete retrieved February 2012).

Organization of the Report

This report is organized into three sections.

Section 1: Methods. This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results. This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

Appendix 1: *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3: *Decision Rules for Checking Non-response Bias*. An explanation of how the non-response bias was determined.

Presentation of the Results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, and text.

SAMPLE

1. The figure title describes the graph's information.

2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

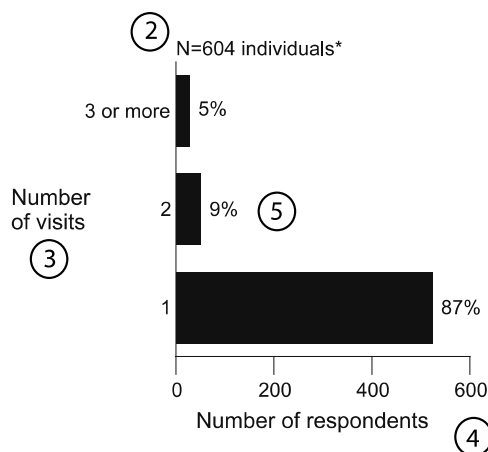
* appears when the total percentages do not equal 100 due to rounding.

** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at eight sites during July 26 – August 1, 2011. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. Table 1 shows the eight locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 520 visitor groups were contacted and 493 of these groups (95%) accepted questionnaires. (The average acceptance rate for 250 VSP visitor studies conducted from 1988 through 2011 is 91.5%.) Questionnaires were completed and returned by 256 respondents, resulting in a 51.9% response rate for this study. (The average response rate for the 250 VSP visitor studies is 72.3%.)

Table 1. Questionnaire distribution, summer 2011

Sampling site	Distributed		Returned*	
	N	%	N	%
Eastern Front Visitor Center	243	49	138	54
Mahone parking lot	137	28	70	27
City Point	52	11	19	7
City Point Waterfront	23	5	7	3
Five Forks Visitor Center	21	4	13	5
Eastern Front horse trailer parking lot	7	1	6	2
Five Forks horse trailer parking lot	6	1	2	1
Poplar Grove	4	1	1	<1
Total	493	100	256	98

* total percentages do not equal 100 due to rounding

Questionnaire design

The Petersburg National Battlefield questionnaire was developed at a workshop held with park staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Petersburg National Battlefield. Many questions asked respondents to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Petersburg National Battlefield questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to participants who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	August 19, 2011	480	8	488
1 st replacement	September 2, 2011	303	4	307
2 nd replacement	September 23, 2011	271	0	271

Data analysis

Returned questionnaires were coded and the responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data; and responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

Limitations

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of July 26 – August 1, 2011. The results present a ‘snapshot in time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. When the sample size is less than 30, the word “**CAUTION!**” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period was mostly sunny, warm and humid, with a few episodes of overcast skies and rain. A reenactment of the Battle of the Crater (147th Anniversary) was held in the park on July 30 that could have affected the type and amount of visitation to the park.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and direct distance from home to the park. All variables were found to be significantly different between respondents and non-respondents (see Tables 3 - 6). The results indicate some biases occurred due to non-response. Visitors at younger age ranges (especially 40 and younger), visitors who came from local area (within a 50-mile radius), and visitors who indicated the park was their primary destination were underrepresented in the survey results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	50.06 (N=256)	42.66 (N=237)	<0.001
Group size	2.41 (N=254)	2.41 (N=229)	0.985

Table 4. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	72	82	0.643
Family	127	107	
Friends	38	34	
Family and friends	13	10	
Other	3	2	

Table 5. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	216 (70%)	176 (76%)	0.001
Park as one of several destinations	74 (25%)	31 (13%)	
Unplanned visit	18 (6%)	25 (11%)	

Table 6. Comparison of respondents and non-respondents by distance from home to park

Distance	Respondents	Non-respondents	p-value (chi-square)
Within 50 miles	96 (40%)	112 (52%)	0.018
51-100 miles	14 (6%)	3 (1%)	
101-200 miles	26 (11%)	15 (7%)	
201 miles or more	100 (42%)	81 (38%)	
International visitors	5 (2.1%)	5 (2.3%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 18b

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

Results

- 41% of visitor groups consisted of two people (see Figure 1).
- 28% were alone
- 19% were in groups of three or four.

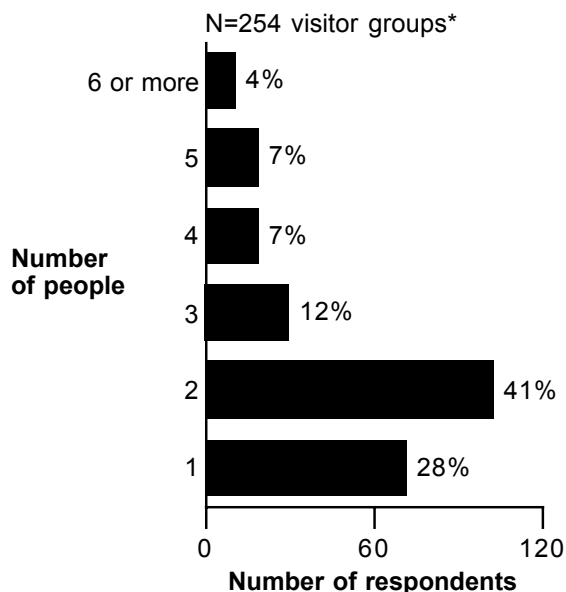


Figure 1.Visitor group size

Visitor group type

Question 18a

On this visit, which type of personal group (not guided tour/school/enthusiast/other organized group) were you with?

Results

- 50% of visitor groups consisted of family members (see Figure 2).
- “Other” group types (1%) were:

Coworkers
Fort Lee Army 1-miler team

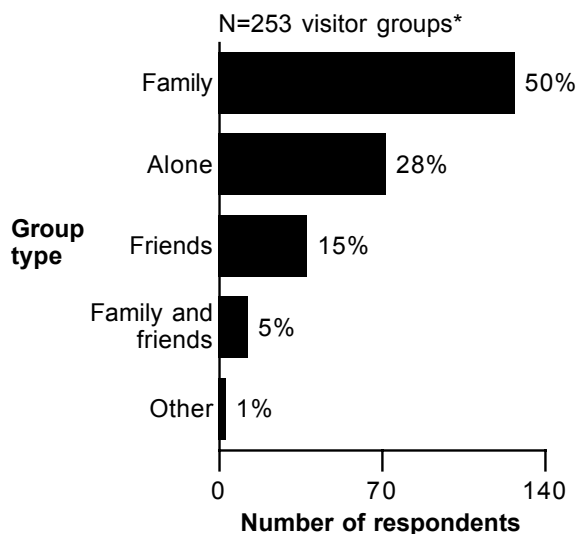


Figure 2.Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 17a

On this visit, were you and your personal group with a commercial guided tour group?

Results

- 2% of visitor groups were with a commercial guided tour (see Figure 3).

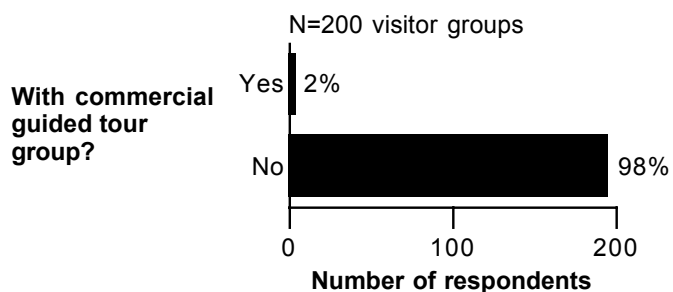


Figure 3. Visitors with a commercial guided tour group

Question 17b

On this visit, were you and your personal group with a school/educational group?

Results

- 4% of visitor groups were with a school/educational group (see Figure 4).

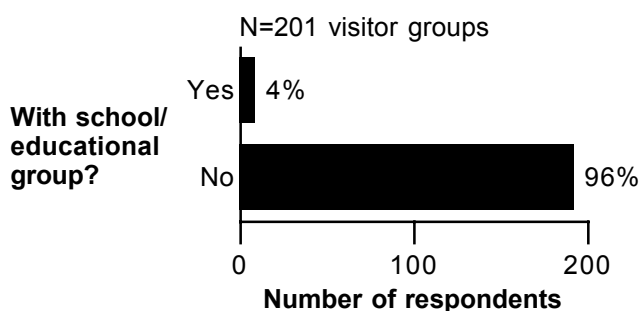


Figure 4. Visitors with a school/educational group

Question 17c

On this visit, were you and your personal group with a Civil War enthusiast group?

Results

- 9% of visitor groups were with a Civil War enthusiast group (see Figure 5).

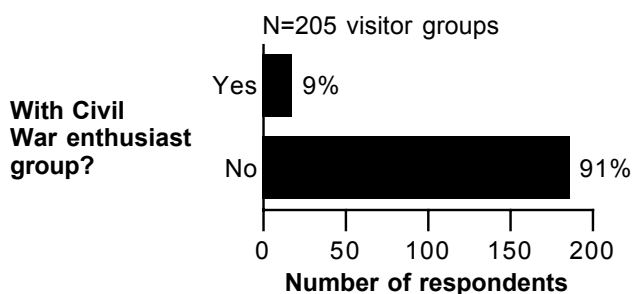


Figure 5. Visitors with a Civil War enthusiast group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 17d

On this visit, were you and your personal group with an “other” organized group (business, church, scouts, etc.)?

Results

- 9% of visitor groups were with an “other” organized group (see Figure 6).

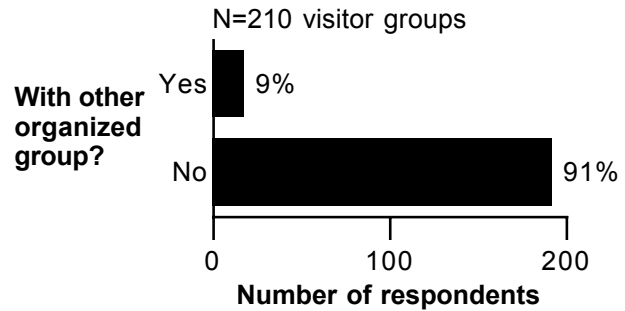


Figure 6. Visitors with an “other” organized group

Question 17e

If you were with one of these organized groups, how many people, including yourself, were in this organized group?

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 7).

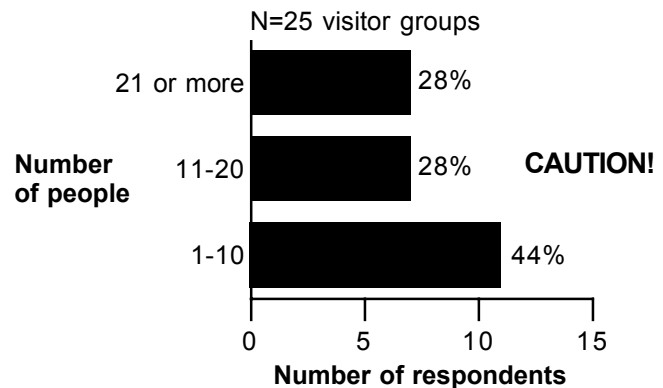


Figure 7. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence**Question 20b**

For you and your personal group on this visit, what is your state of residence?

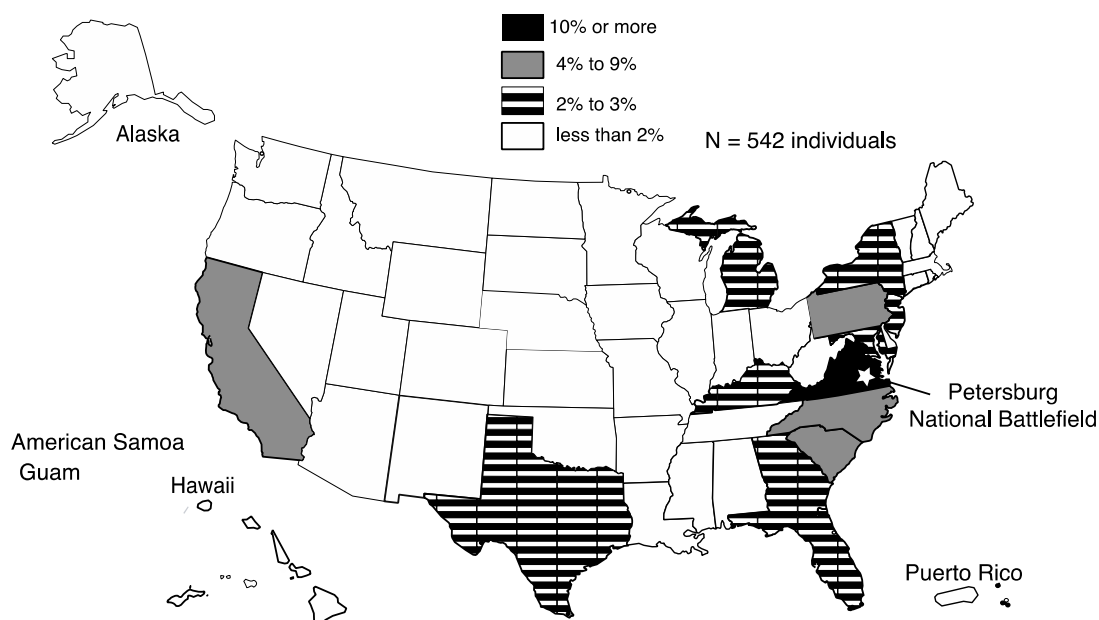
Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 37 states and comprised 98% of total visitation to the park during the survey period.
- 44% of U.S. visitors came from Virginia (see Table 7 and Figure 8).
- 7% came from North Carolina and 6% were from Pennsylvania.
- Smaller proportions came from 34 other states.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=542 individuals*	Percent of total visitors N=554 individuals
Virginia	239	44	43
North Carolina	36	7	6
Pennsylvania	32	6	6
California	26	5	5
South Carolina	21	4	4
Maryland	18	3	3
Florida	14	3	3
New York	13	2	2
Georgia	10	2	2
Kentucky	10	2	2
New Jersey	9	2	2
Texas	9	2	2
25 other states	105	19	19

**Figure 8.** United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors from Virginia by county of residence

Note: Response was limited to seven members from each visitor group.

Table 8.Visitors from Virginia by county of residence**Results**

- Visitors from Virginia were from 16 counties and comprised 13% of the total U.S. visitation to the park during the survey period.
- 13% came from Henrico County, Virginia (see Table 8).
- 13% came from Prince George County, Virginia.
- 12% came from Pittsylvania County, Virginia.
- Smaller proportions of visitors came from 13 other counties and 15 cities in Virginia.

County	Number of visitorsN=23 9 individuals	Percent*
Henrico	31	13
Prince George	30	13
Pittsylvania	29	12
Petersburg (city)	27	11
Chesterfield	17	7
Norfolk (city)	17	7
Richmond (city)	12	5
Rockbridge	9	4
Virginia Beach (city)	9	4
Alexandria (city)	6	3
Manassas (city)	6	3
Powhatan	5	2
Brunswick	4	2
Newport News (city)	4	2
Wythe	4	2
Chesapeake (city)	3	1
Dinwiddie	3	1
Hampton (city)	3	1
Charles City	2	1
Falls Church (city)	2	1
Fauquier	2	1
Franklin (city)	2	1
Mecklenburg	2	1
Roanoke (city)	2	1
Williamsburg (city)	2	1
Amelia	1	<1
Gloucester	1	<1
Harrisonburg (city)	1	<1
Prince William	1	<1
Spotsylvania	1	<1
Suffolk (city)	1	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence**Question 20b**

For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Table 9).

Table 9.International visitors by country of residence– **CAUTION!**

Country	Number of visitors	Percent of international visitors N=12 individuals*	Percent of total visitors N=554 individuals
Canada	7	58	1
United Kingdom	3	25	1
Australia	1	8	<1
South Africa	1	8	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to park**Question 20c**

For you and your personal group on this visit, how many times have you visited Petersburg National Battlefield (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 56% of visitors were visiting the park for the first time (see Figure 9).
- 21% had visited 4 or more times.

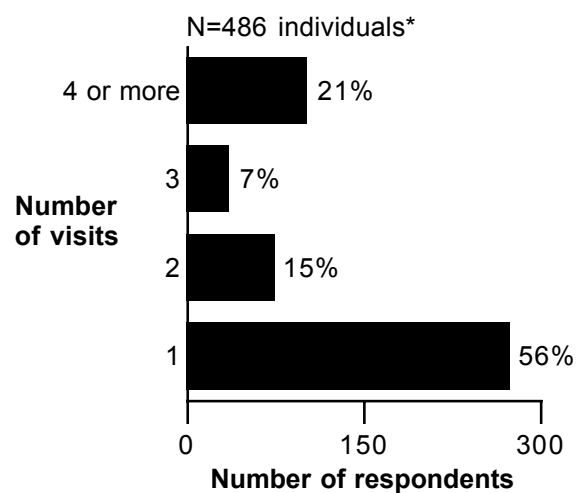


Figure 9.Number of visits to park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 20a

For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 94 years.
- 30% of visitors were 36 to 55 years old (see Figure 10).
- 30% were 56 to 70 years old.
- 18% were 15 years or younger.
- 6% were 71 years or older.

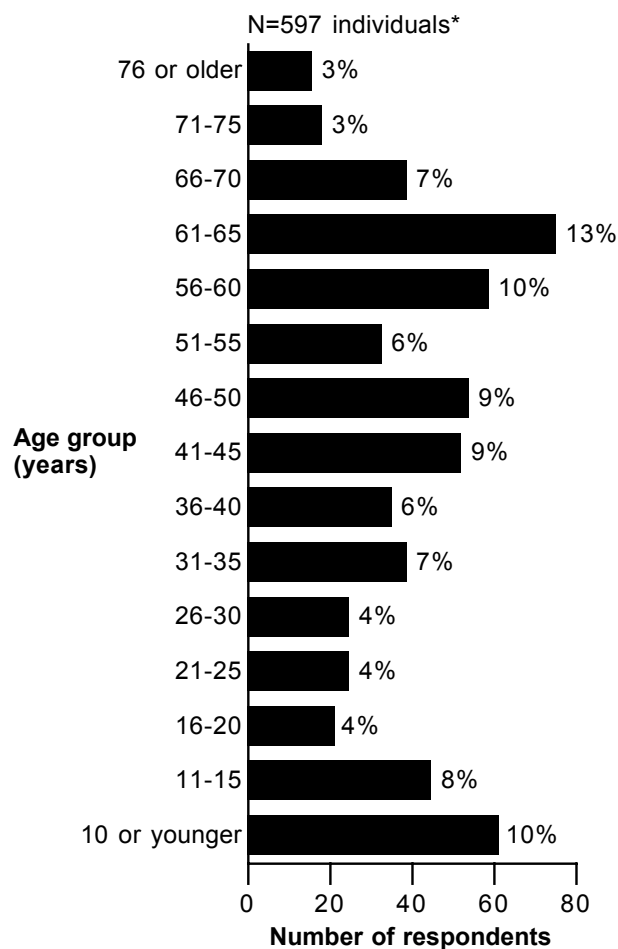


Figure 10. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor ethnicity

Question 23a

Are you or members of your personal group Hispanic or Latino?

Note: Response was limited to seven members from each visitor group.

Results

- 7% of visitors were Hispanic or Latino (see Figure 11).

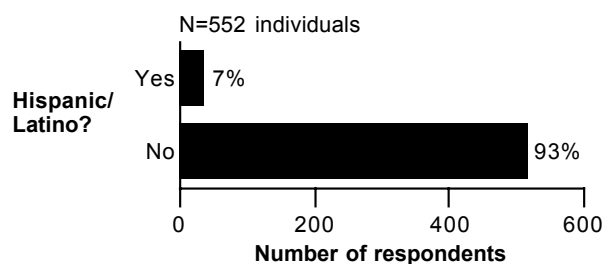


Figure 11. Visitors who were Hispanic or Latino

Visitor race

Question 23b

What is your race? What is the race of each member of your personal group?

Note: Response was limited to seven members from each visitor group.

Results

- 87% of visitors were White (see Figure 12).
- 8% were Black or African American.

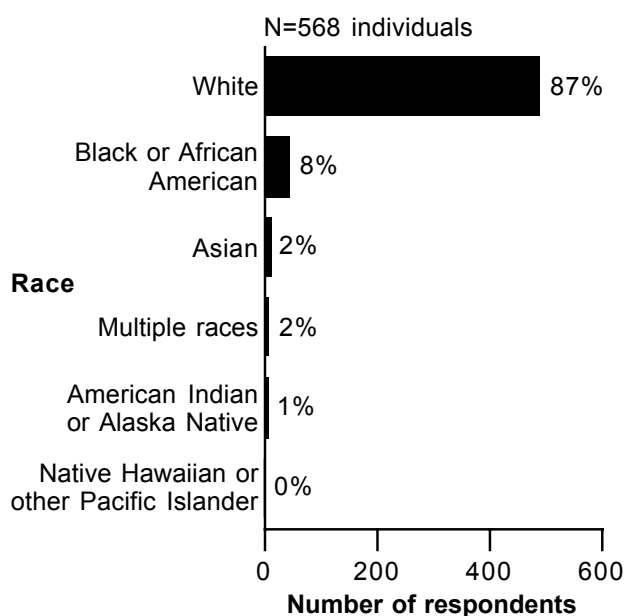


Figure 12. Visitor race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Language used for speaking and reading

Question 21a

When visiting an area such as Petersburg National Battlefield, which language(s) do you and most members of your personal group prefer to use for speaking?

Results

- 98% of visitor groups preferred English for speaking (see Figure 13).
- “Other” languages (2%) are listed in Table 10.

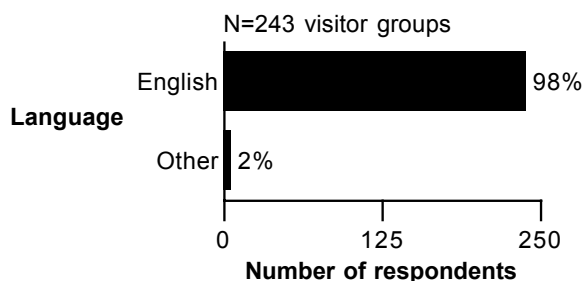


Figure 13.Language preferred for speaking

Question 21b

When visiting an area such as Petersburg National Battlefield, which language(s) do you and most members of your personal group prefer to use for reading?

Results

- 98% of visitor groups preferred English for reading (see Figure 14).
- “Other” languages (2%) are listed in Table 11.

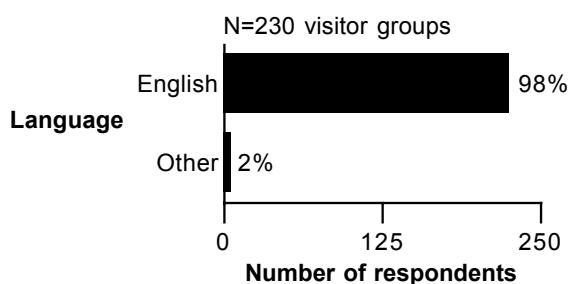


Figure 14.Language preferred for reading

Table 10.Other languages preferred for speaking (N=8 comments) – **CAUTION!**

Language	Number of times mentioned
Spanish	6
French	1
German	1

Table 11.Other languages preferred for reading (N=6 comments) – **CAUTION!**

Language	Number of times mentioned
Spanish	4
French	1
German	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions affecting access/participation

Question 24a

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

Results

- 5% of visitor groups had members with physical conditions (see Figure 15).

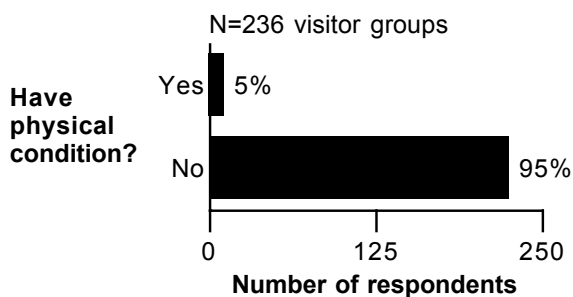


Figure 15. Visitor groups that had members with physical conditions affecting access or participation in park activities or services

Question 24b

If YES, what services or activities were difficult to access/participate in? (Open-ended)

Results– Interpret results with **CAUTION!**

- 9 visitor groups listed services or activities they had difficulty accessing or participating in (see Table 12).

Table 12. Services/activities that were difficult to access/participate in (N=9 comments)– **CAUTION!**

Website	Number of times mentioned
Trails	2
Walking	2
Climbing stairs	1
Getting to the Crater	1
Hiking in the 100 degree heat	1
Long walks – not being able to sit often	1
Unable to walk everywhere we were	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 24c

Because of the physical condition, which specific problems did the person(s) have?

Results– Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 16).
- “Other” problem (9%) was:
Heat related

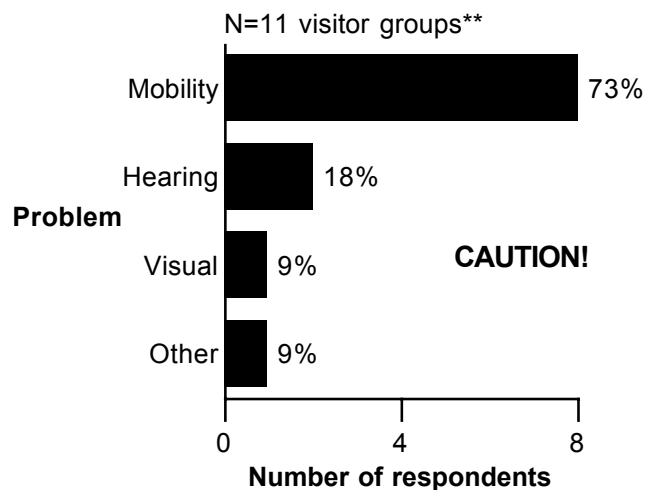


Figure 16. Specific problems incurred by visitors with physical conditions affecting access/participation

Respondent level of education

Question 22

For you only, what is the highest level of education you have completed?

Results

- 34% of respondents had a graduate degree (see Figure 17).
- 31% had a bachelor's degree.

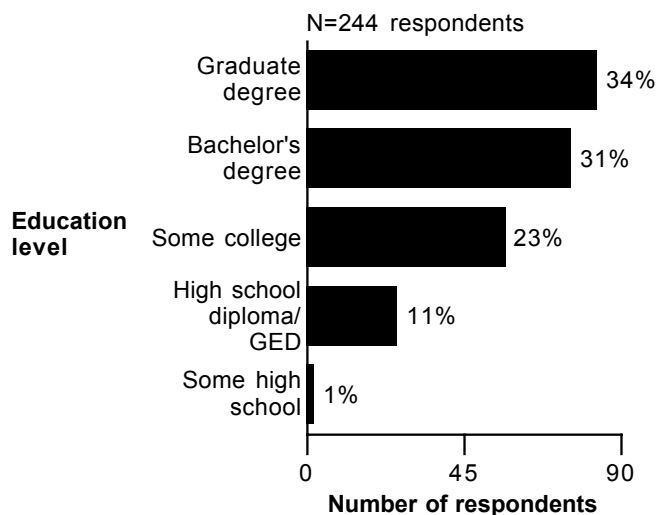


Figure 17. Respondent level of education

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did you and your personal group obtain information about Petersburg National Battlefield?

Results

- 75% of visitor groups obtained information about Petersburg National Battlefield prior to their visit (see Figure 18).

- As shown in Figure 19, among those visitor groups that obtained information about Petersburg National Battlefield prior to their visit, the most common sources used were:

42% Friends/relatives/word of mouth
37% Maps/brochures
34% Previous visits

- Other websites (6%) are shown in Table 13.
- “Other” sources (17%) are shown in Table 14.

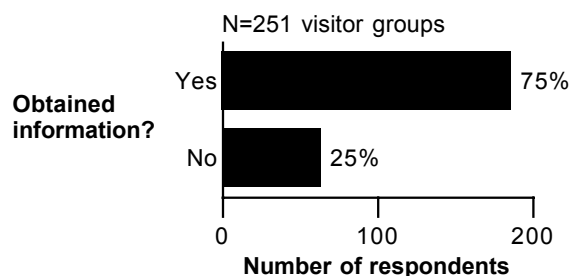


Figure 18. Visitor groups that obtained information prior to visit

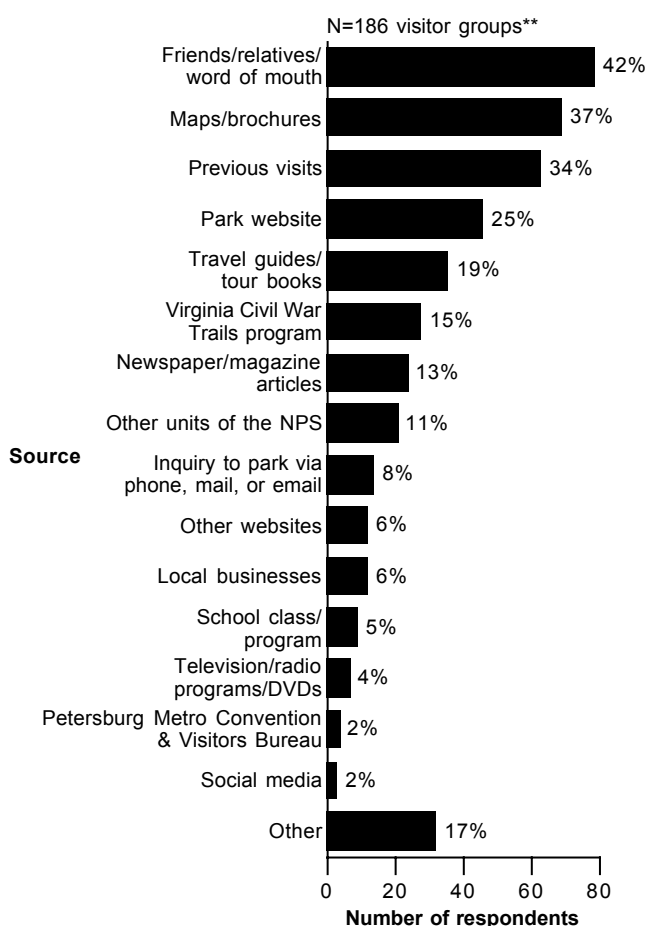


Figure 19. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 13. Other websites used to plan visit
(N=17 comments)– **CAUTION!**

Website	Number of times mentioned
Google	3
Civil War traveler	2
National Park Service	2
Virginia parks info	2
Virginia state government	2
Wikipedia	2
Civil War based	1
NPS Passport	1
NWCA	1
Various travel websites	1

Table 14. “Other” sources of information used to plan visit
(N=32 comments)

Source of information	Number of times mentioned
Books	5
Civil War books	3
Drove by and stopped	3
U.S. Army	3
Civil War enthusiast	2
Education/studies	2
Grew up in the area	2
Highway/road sign	2
I-95 rest area welcome center	2
Live nearby	2
Visit to Fort Lee	2
Civil War history	1
Cold Harbor	1
Prince George Trail Riding Club	1
Siege Museum	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

Results

- 93% of visitor groups received needed information prior to their visit (see Figure 20).

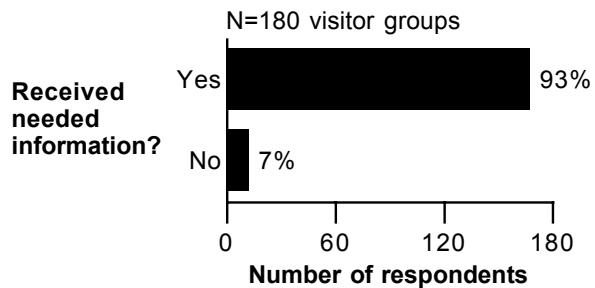


Figure 20. Visitor groups that received needed information prior to their visit

Question 1d

If NO, what type of park information did you and your personal group need that was not available? (Open-ended)

Results – Interpret results with CAUTION!

- 13 visitor groups listed information they needed but was not available (see Table 15).

Table 15. Needed information that was not available (N=13 comments)– **CAUTION!**

Needed information	Number of times mentioned
Battle walks	1
Freeway exit not marked well	1
Difficult to find park entrance	1
Difficult to receive information on how to get to each part to visit	1
July 30 special events	1
Map of where each site was located	1
More detail about battle locations	1
More detailed information on park tour times on website, or accessible on phone recording	1
No map available showing location of engaged regiments	1
Park maps	1
Road/street signs confusing, incomplete, one-way, lack of markings	1
Trail maps	1
Why this battlefield was important	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources for future visit

Question 1b

If you were to visit Petersburg National Battlefield in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 21, visitor groups' most preferred sources of information for a future visit were:

53% Park website
39% Maps/brochures
35% Previous visits

- "Other" sources of information (2%) were:

Hopewell Visitor Center on Oaklawn
More study - details
This survey

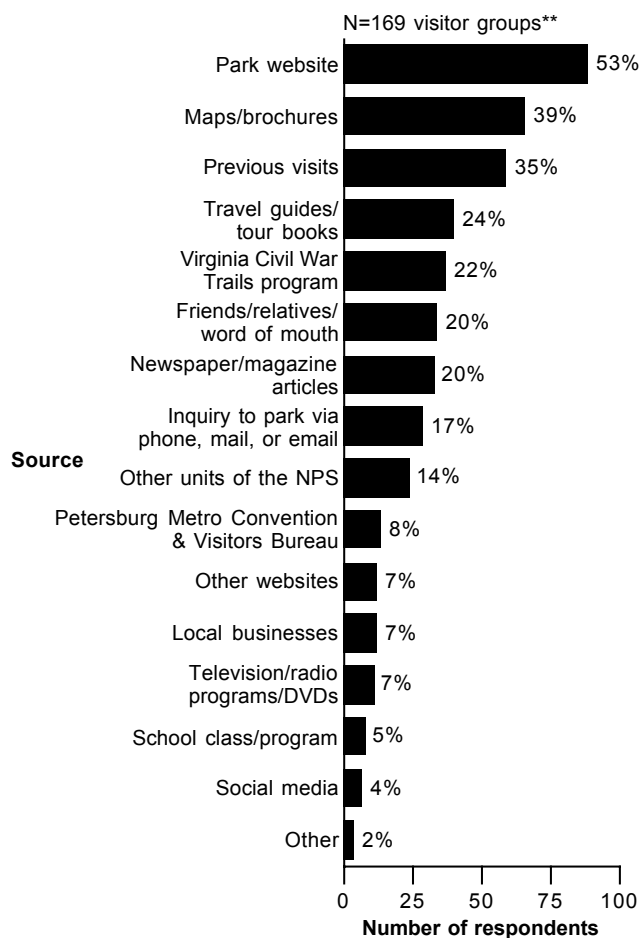


Figure 21. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park website

Question 8a

How would you and your personal group rate the quality of information provided on the park website (www.nps.gov/pete) to plan your visit.

Results

- 35% of visitor groups used the park website to plan their visit (see Figure 22).
- 82% of visitor groups rated the quality of the park website as “very good” or “good” (see Figure 23).

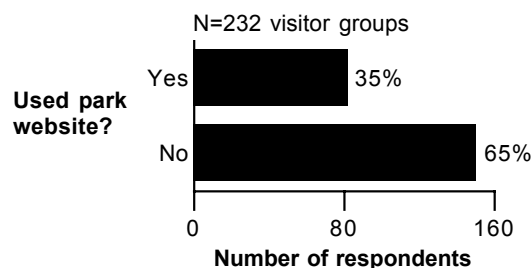


Figure 22. Visitor groups that used the park website

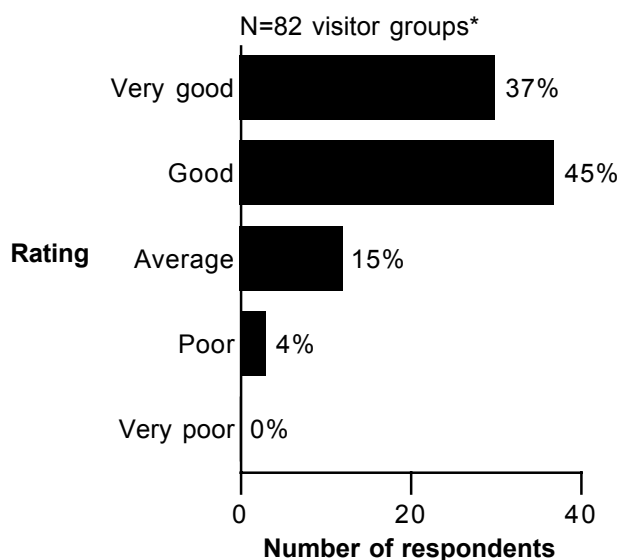


Figure 23. Quality rating of information provided on the park website

Question 8b

Did you and your personal group find the information that you needed on the park website?

Results

- 80% of visitor groups obtained information they needed on the park website (see Figure 24).

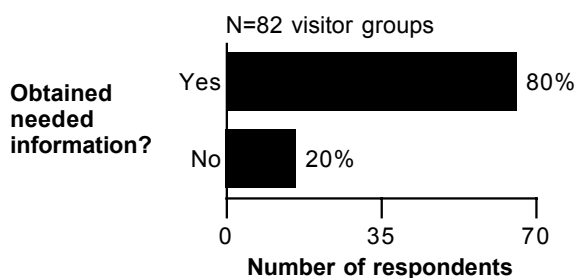


Figure 24. Visitor groups that obtained needed information from the park website

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 8c

If NO, what type of information did you and your personal group need that was not available on the park website? (Open-ended)

Results – Interpret results with CAUTION!

- 10 visitor groups listed information they needed but was not available (see Table 16).

Table 16. Needed information that was not available on the park website (N=11 comments; one visitor group made more than one comment.)– **CAUTION!**

Needed information	Number of times mentioned
Historical information	2
Tour/event times	2
Trail maps	2
Dog information	1
More specific information	1
Park info along the park or trail	1
Passport stamp information	1
Ranger program	1

Question 8d

If YES, what type of information on the park website was most valuable to you and your personal group? (Open-ended)

Results

- 54 visitor groups listed information obtained from the park website that was most valuable to them (see Table 17).

Table 17. Most valuable information obtained from the park website (N=71 comments)

Most valuable information	Number of times mentioned
Basic information (location, fees, directions, etc.)	25
Maps	13
Historical information	7
Trails	5
Activities/programs	4
All	2
Contact information	2
Pictures	2
Plan Your Visit	2
Crater tour anniversary event	1
Date of events	1
Exhibits	1
Frequently asked questions	1
Pass information	1
Things to do	1
Tour routes	1
Where to find other battlefields	1
Wildlife information	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question 4

How did this visit to Petersburg National Battlefield fit into your personal group's travel plans?

Results

- 46% of visitor groups indicated that Petersburg National Battlefield was the primary destination (see Figure 25).
- 35% indicated that the park was one of several destinations.

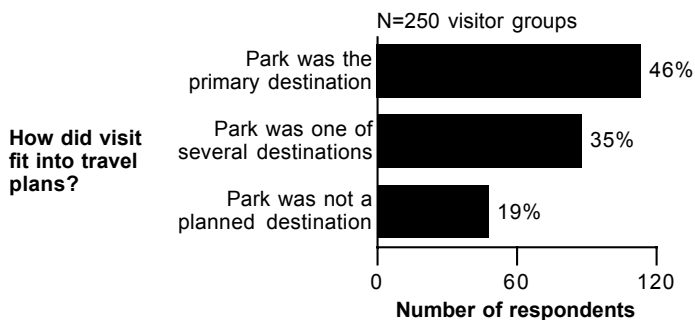


Figure 25. How visit to park fit into visitor groups' travel plans

Number of vehicles

Question 19

On this visit, how many vehicles did you and your personal group use to arrive at the park?

Results

- 88% of visitor groups used one vehicle to arrive at the park (see Figure 26).

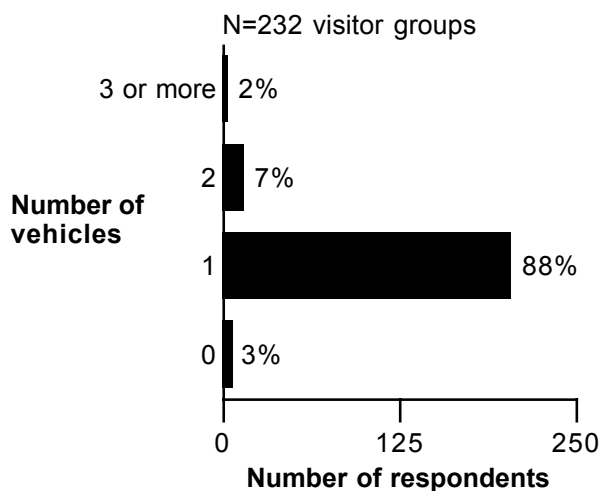


Figure 26. Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay visiting park sites

Question 3a

On this visit to Petersburg National Battlefield, how much time in total did you and your personal group spend visiting park sites?

Results

- 56% of visitor groups spent up to 2 hours visiting park sites (see Figure 27).
- 24% spent 3 hours.
- 20% spent 4 or more hours.
- The average length of stay visiting park sites was 3.0 hours.

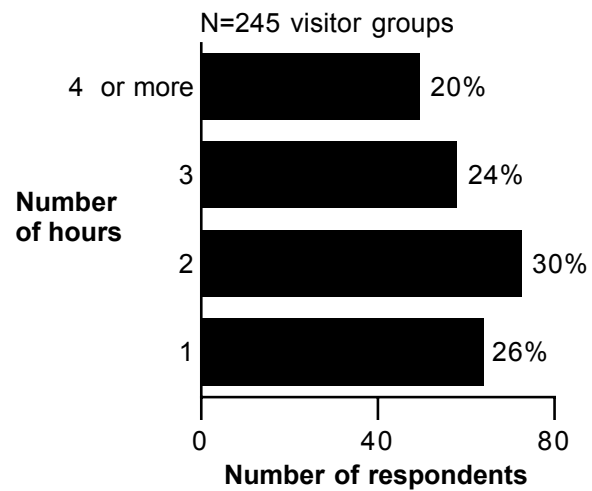


Figure 27. Number of hours spent visiting park sites

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor groups that visited the park on more than one day

Question 3b

Did you and your personal group visit the park on more than one day?

Results

- 33% of visitor groups visited the park on more than one day (see Figure 28).

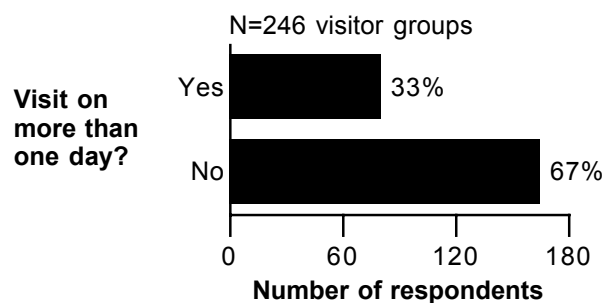


Figure 28. Visitor groups that visited the park on more than one day

Question 3c

If YES, how many days?

Results

- 36% of visitor groups visited on 2 days (see Figure 29).
- 36% visited 4 or more days.

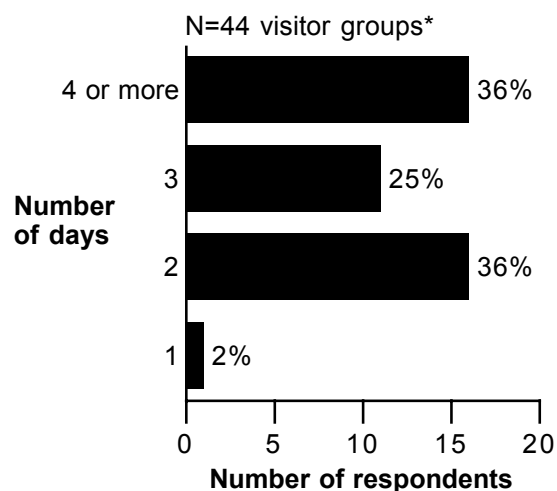


Figure 29. Number of days visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay in the park area

Question 3d

On this visit to Petersburg National Battlefield, how long did you and your personal group stay in the area (within 25 miles of any park site)?

Results

- 38% of visitor groups were residents of the park area (see Figure 30).

Number of hours if less than 24

- 37% of visitor groups spent 1-2 hours in the park area (see Figure 31).
- 36% spent 5 or more hours.
- 28% spent 3-4 hours.
- The average length of stay for visitor groups who spent less than 24 hours was 4.7 hours.

Number of days if 24 hours or more

- 35% of visitor groups spent 2 days (see Figure 32).
- 25% spent 5 or more days.
- The average length of stay for visitor groups who spent 24 hours or more was 8.1 days.
- The median length of stay (50% spent more time and 50% spend less time) for visitor groups who spent 24 hours or more was 2 days.

Average length of stay for all visitors

- The average length of stay for all visitor groups was 92.7 hours or 3.9 days.

Median length of stay for all visitors

- The median length of stay (50% spent more time and 50% spend less time) for all visitor groups was 14 hours or .6 days.

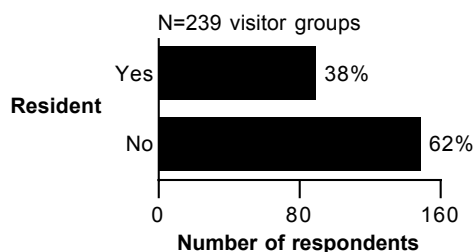


Figure 30. Visitor groups that were residents of the area (within 25 miles of any park site)

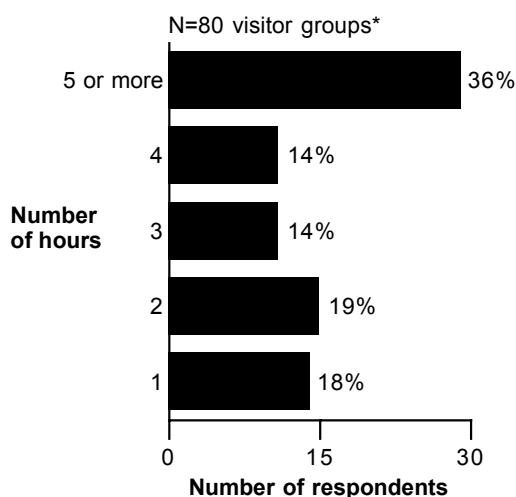


Figure 31. Number of hours spent in the park area

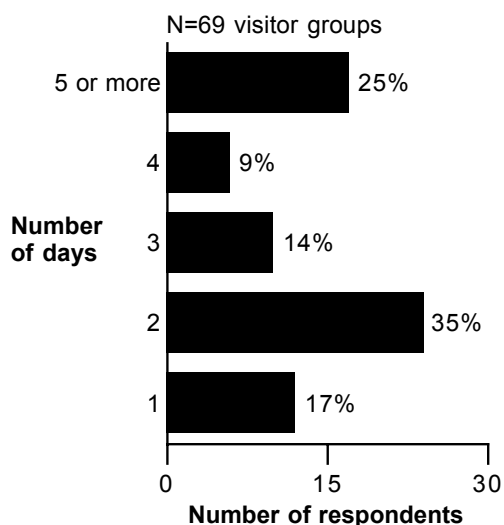


Figure 32. Number of days spent in the park area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Order of sites visited in the park**Question 6a**

For this visit, please list the order in which you and your personal group visited the following sites at Petersburg National Battlefield by writing the numbers 1, 2, 3, etc. on the line next to the site.

Results

- The order in which the sites were visited is shown in Table 18.

Table 18. Order of sites visited
(N=number of visitor groups that visited each site)

Site	N	Order visited (%) [*]				
		1 st	2 nd	3 rd	4 th	5 th and up
The Crater	118	10	11	16	17	46
Eastern Front Visitor Center	96	69	10	1	5	15
Confederate Battery 9	82	11	11	20	30	28
Confederate Battery 5	80	3	63	15	3	18
Fort Stedman	71	6	10	30	11	44
Confederate Battery 8	65	6	8	48	22	17
Park Headquarters	52	73	8	4	0	15
Fort Morton	50	0	18	10	12	60
Fort Haskell	48	0	23	6	10	60
Harrison Creek	40	0	18	18	20	45
Grant's Headquarters at City Point	35	69	3	9	0	20
Five Forks Intersection	29	24	10	10	7	48
Five Forks Battlefield Visitor Contact Station	28	25	18	4	7	46
Poplar Grove National Cemetery	22	9	9	0	9	73
Fort Wadsworth	22	0	0	5	18	77
The Angle	21	10	10	14	10	57
The Final Stand	20	10	10	15	5	60
Union Cavalry Attacks	18	11	17	6	11	56
Fort Fisher	12	0	8	8	0	83
Home Front	11	9	18	0	0	73
Crawford's Sweep	11	0	0	0	9	91
Fort Gregg	10	0	0	10	10	80

^{*}total percentages do not equal 100 due to rounding

^{**}total percentages do not equal 100 because visitors could select more than one answer

Sites visited in the park first

- As shown in Figure 33, the sites most commonly visited first by visitor groups at Petersburg National Battlefield were:

36% Eastern Front Visitor Center
 21% Park Headquarters
 13% Grant's Headquarters at City Point

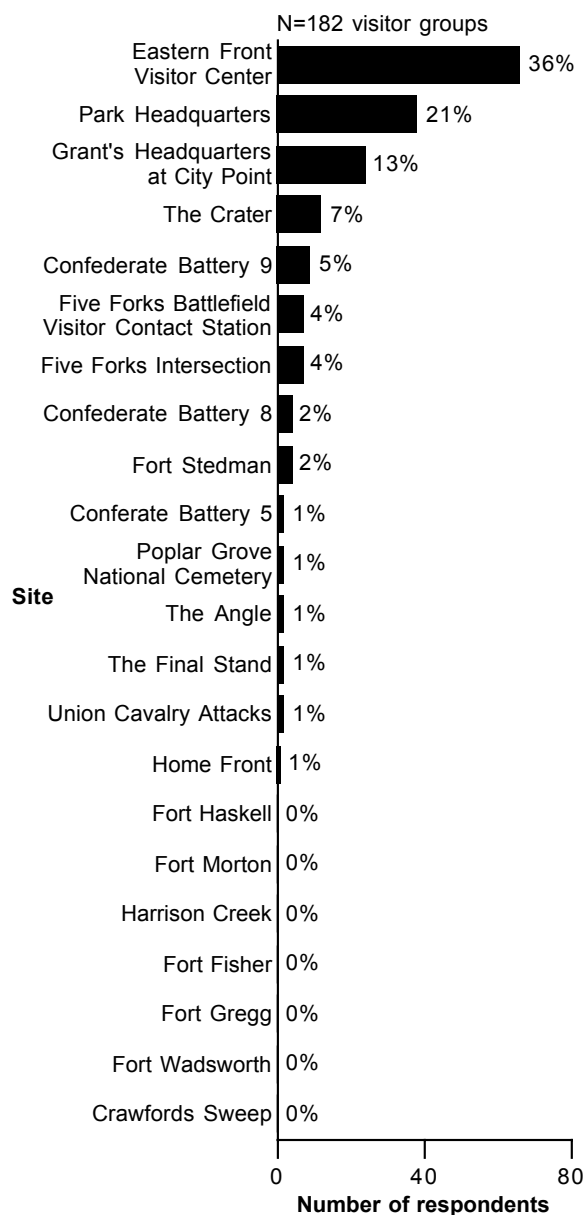


Figure 33. Sites visited first in the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reason for order of sites visited in the park**Question 6b**

Why did you choose to visit in that order?

Results

- As shown in Figure 34, visitor groups' most mentioned reasons for order of sites visited were:

44% Convenient with traffic flow
11% Suggested by friends/relatives
11% Saw signs on highway

- "Other" reasons (45%) are shown in Table 19.

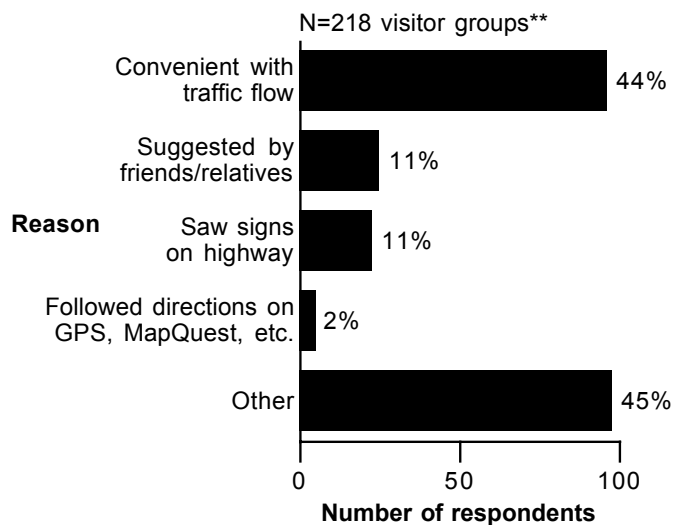


Figure 34. Reason for order of sites visited in the park

Table 19. "Other" reasons for order of sites visited (N=94 comments)

Reason	Number of times mentioned
Walking/running/exercising route	17
Followed order of map/brochure/road	11
Planned route	10
Prior experience/resident	8
Ranger-led tour/program	8
Visit specific site	8
Time constraints	7
Followed bike trails	4
Horseback riding route	3
Interested in historical timeline	3
Park ranger/staff recommendation	3
Reenactments/anniversary	3
Convenience	2
Birdwatching	1
By whim	1
Fort Lee starting point	1
Groceries	1
Lost	1
No traffic	1
Weather limited activities	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited in the park

- As shown in Figure 35, the most commonly visited sites by visitor groups at Petersburg National Battlefield were:

65% The Crater
 52% Eastern Front Visitor Center
 45% Confederate Battery 9
 44% Confederate Battery 5

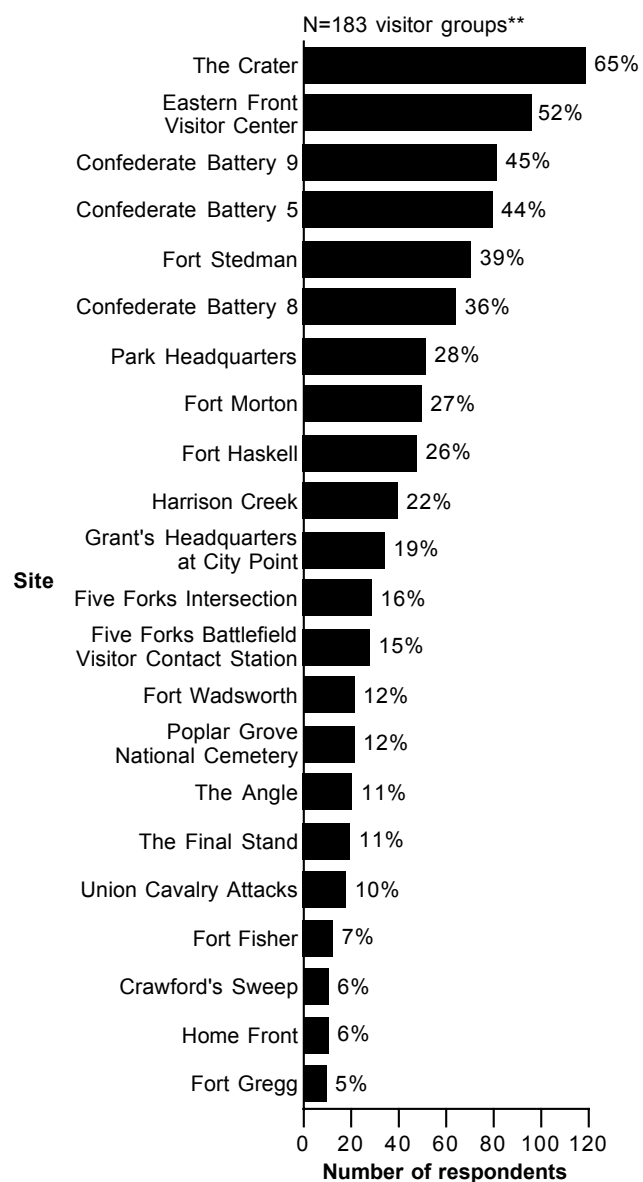


Figure 35. Sites visited in the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Local attractions visited

Question 2

On this trip to the Petersburg, VA area, which other local attractions did you and your personal group visit?

Results

- 45% of visitor groups visited other local attractions (see Figure 36).
- As shown in Figure 37, visitor groups' most visited local attractions were:

47% Other attractions in Richmond, VA
 36% Richmond National Battlefield Park
 35% Other attractions in Petersburg, VA

- "Other" attractions in Richmond, VA (47%) are shown in Table 20.
- "Other" attractions in Petersburg, VA (35%) are shown in Table 21.

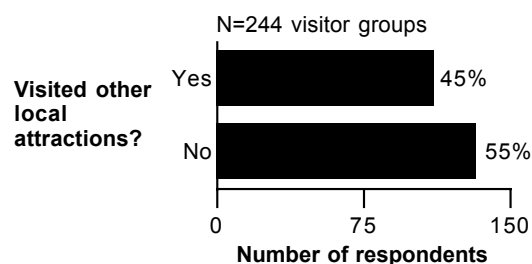


Figure 36. Visitor groups that visited other local attractions

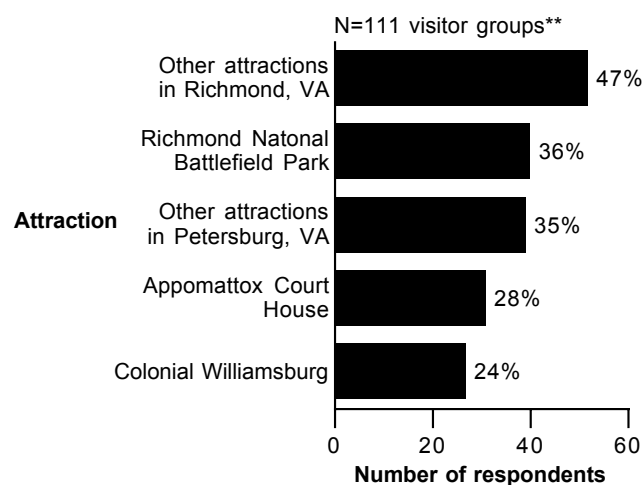


Figure 37. Local attractions visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 20. “Other” attractions in Richmond, VA
(N=69 comments)

Attraction	Number of times mentioned
Museum of the Confederacy	8
White House of the Confederacy	8
Cold Harbor	5
Virginia Museum of Fine Arts	4
Virginia State Capitol	4
Hollywood Cemetery	3
Monument Avenue VA Historical Society	3
Maymont	2
Richmond Flying Squirrels baseball game	2
American Civil War Center at historic Tredegar	1
Belle Island	1
Berkley Plantation	1
Brown's Island	1
Canal Walk	1
Carytown	1
Charles City Courthouse	1
Civil War Museum	1
Cold Harbor	1
Dabbs House	1
Drewry's Bluff	1
Edgewood Plantation	1
Executive Mansion Museum	1
Fort Fisher	1
Fort Harrison	1
Fort Stevens	1
Jeff Davis House	1
Kilmarnock	1
Maggie Walker	1
Masons Hall	1
Museums	1
Old Ironworks	1
Riverwalk area	1
Tangier Island	1
Tredegar	1
University of Virginia	1
Virginia Science Museum	1
Virginia State Capitol	1
Virginia War Memorial	1
Yellow Tavern	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 21. “Other” attractions in Petersburg, VA
(N=63 comments)

Attraction	Number of times mentioned
Old Towne Petersburg	8
Pamplin Historical Park	7
Blandford Church	5
Siege Museum	5
Blandford Cemetery	4
City Point, Hopewell, VA	5
Centre Hill	3
Five Forks	3
Violet Bank	3
Quartermaster Museum	2
Visitor center	2
Antique shops	1
City Point	1
City Point Early History Museum	1
Civil War Preservation Trust sites	1
Courthouse	1
Fort Lee	1
Fort Lee museums	1
Friends	1
Old Towne Visitor Center	1
Petersburg Generals	1
Pocahontas National Park	1
Poplar Grove Cemetery	1
Sailor's Creek	1
VI Corps	1
Women's Museum	1
Yorktown	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 5a

On this visit, in which activities did you and your personal group participate within Petersburg National Battlefield?

Results

- As shown in Figure 38, the most common activities in which visitor groups participated on this visit were:

51% General sightseeing
32% Following a Civil War Trails Tour
31% Learning/researching history

- “Other” activities (19%) are shown in Table 22.

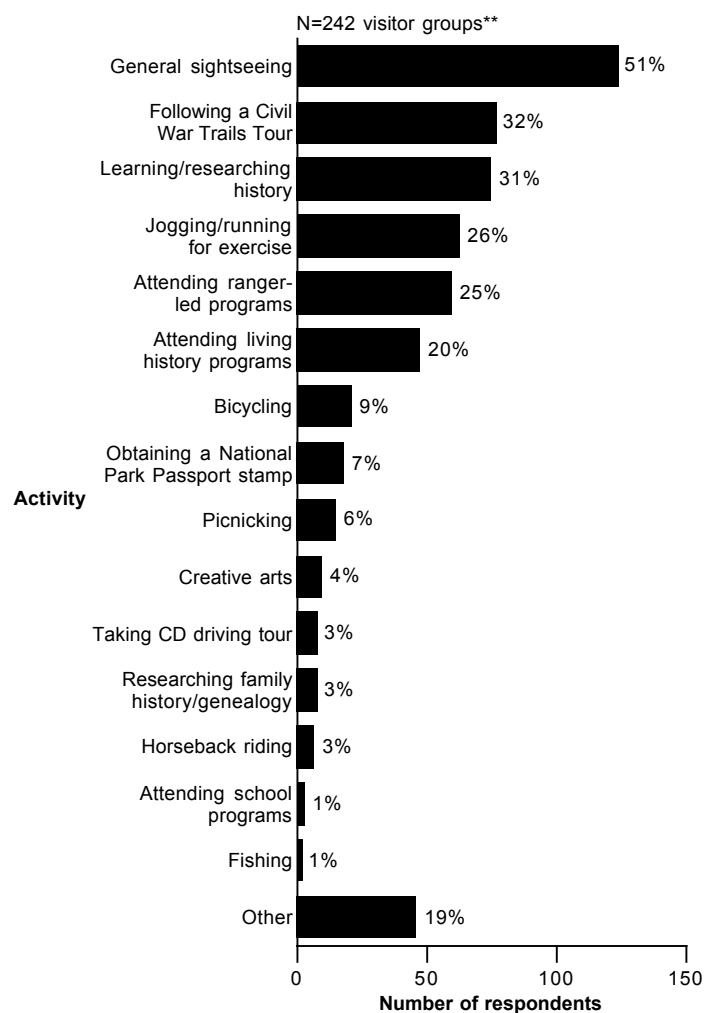


Figure 38. Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 22. “Other” activities on this visit
(N=43 comments)

Activity	Number of times mentioned
Walking	9
Visit the Crater	7
Watched film/movie/video	7
Grant's Headquarters	4
Anniversary of the Battle of the Crater	2
Reenactment	2
Battle walk	1
Communing with the deer	1
Historical markers	1
History museum	1
Interacting with park staff	1
Mapping out visit schedule	1
Playing yard games	1
Security ranger gave overview	1
Visit information center	1
Visit post	1
Visit visitor center	1
Sit and watch the water	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Most important activity**Question 5c**

Which one of the activities you participated in was most important to you and your personal group on this visit to Petersburg National Battlefield? (Open-ended)

Results

- As shown in Figure 39, the most important activities listed by visitor groups were:

20% Jogging/running for exercise
 14% Learning/researching history
 13% Attending ranger-led programs
 12% General sightseeing

- “Other” activities (17%) are shown in Table 23.

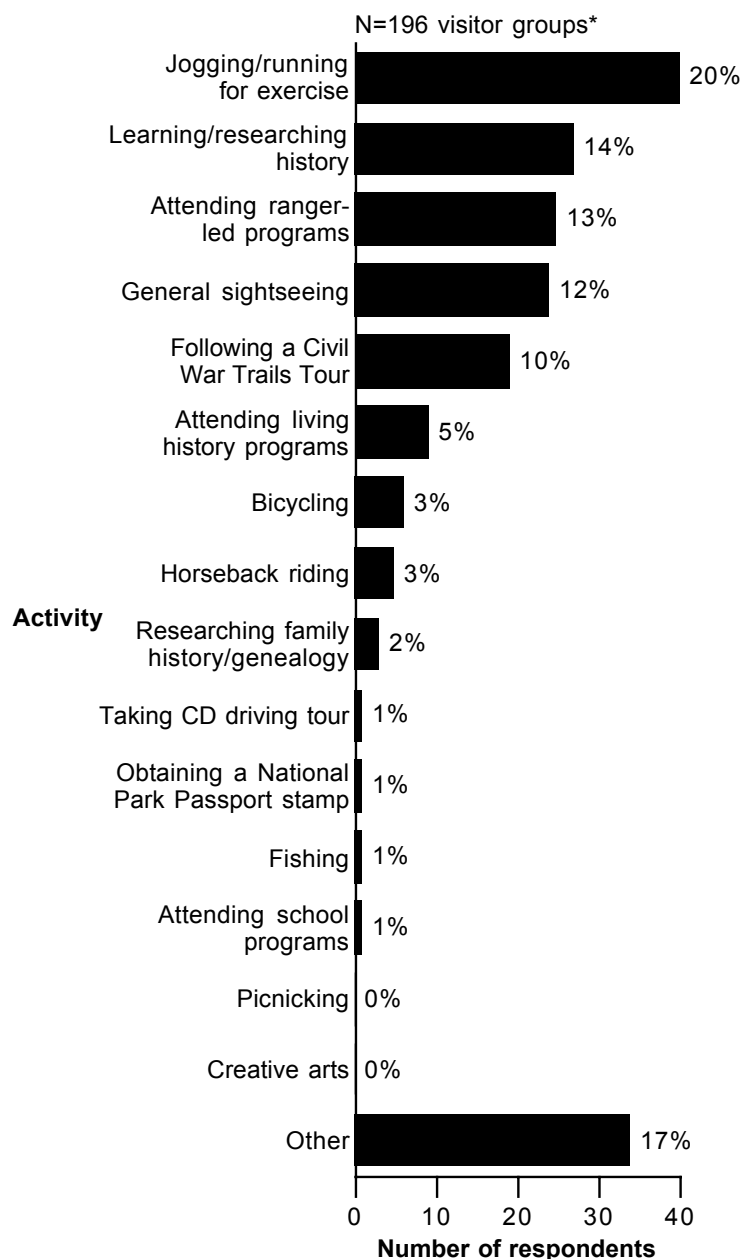


Figure 39. Most important activity

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 23. “Other” most important activities
(N=36 comments)

Activity	Number of times mentioned
Visiting the Crater	8
Walking	8
Visiting Grant's Headquarters	4
Watched film/movie/video	4
Anniversary of the Battle of the Crater	1
Battlewalk	1
Communing with the deer	1
General overview for future visit	1
Obtaining a National Park Passport stamp	1
Playing yard games	1
Quiet place to have breakfast	1
Visiting historical markers	1
Visiting history museum	1
Visiting Information Center	1
Visiting site	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on future visits

Question 5b

If you were to visit Petersburg National Battlefield in the future, in which activities would you and your personal group prefer to participate?

Results

- As shown in Figure 40, the most common activities in which visitor groups would prefer to participate on future visits were:

53% Following a Civil War Trails Tour
 48% Attending ranger-led programs
 46% General sightseeing
 45% Attending living history programs

- “Other” activities (5%) were:

Anniversary of the Battle of the Crater
 Battlefield walk
 Cross country meets
 Hiking
 Visit main house
 Visit visitor center
 Volunteer work
 Walking

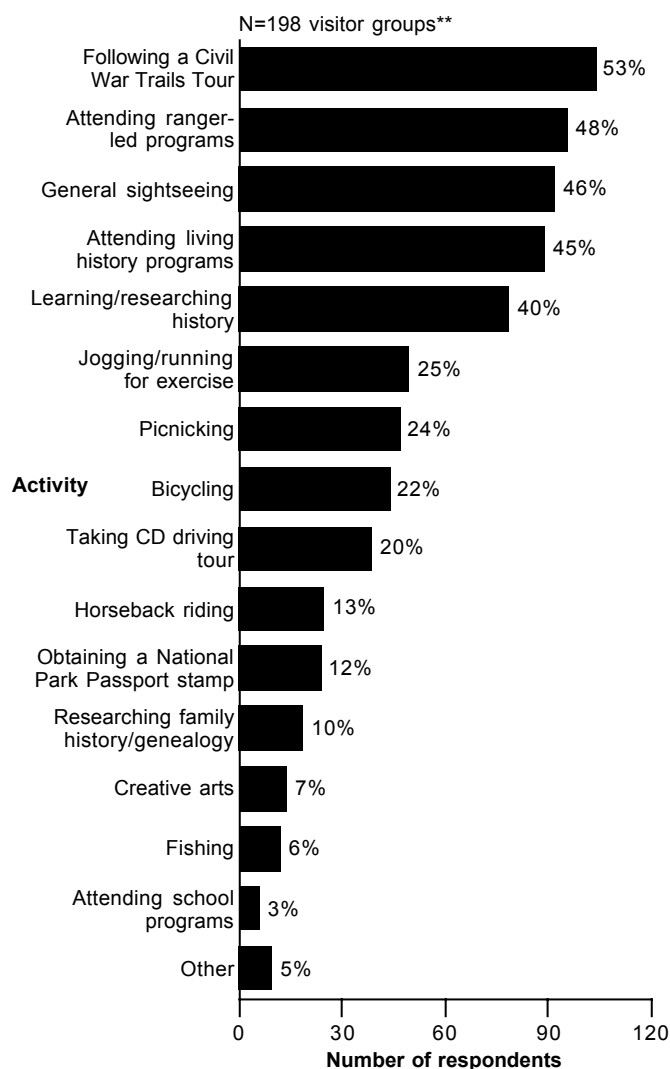


Figure 40. Activities on future visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Use of park trails

Question 10a

On this visit to Petersburg National Battlefield, did you and your personal group use any of the park's trails?

Results

- 72% of visitor groups used park trails (see Figure 41).

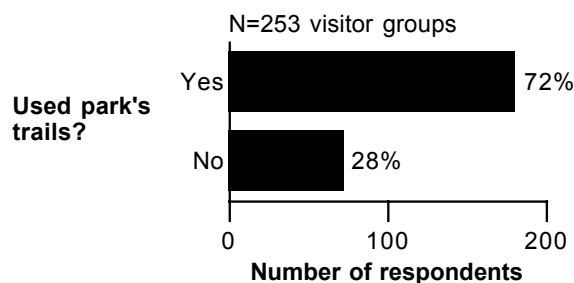


Figure 41. Visitor groups that used park trails

Question 10b

If YES, how did you use the trails?

Results

- 91% of visitor groups walked/hiked park trails (see Figure 42).

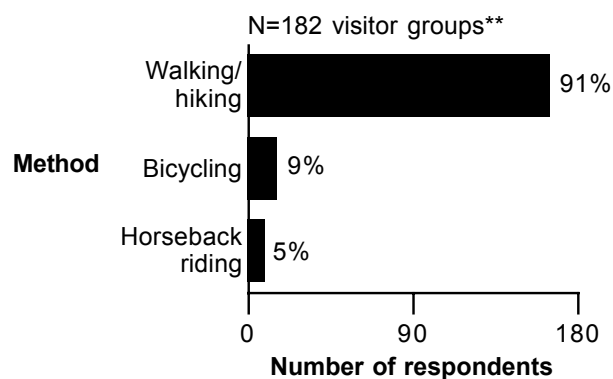


Figure 42. Method of using park trails

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Problems encountered on park trails**Question 10c**

While you were on the trails, please indicate the extent of the following problems that you may have encountered. (Open-ended)

Results

- The problems encountered on park trails are shown in Table 24.

Table 24. Problems encountered on park trails
(N=number of visitor groups that rated each problem)

Problem	N	Rating (%)*				
		No problem at all	Small problem	Moderate problem	Major problem	Did not experience/ encounter
Bicycles failing to yield	157	62	1	1	0	36
Bicycles traveling too fast	157	60	3	1	1	36
Hikers/walkers failing to yield	158	72	1	1	0	27
Horse waste on trails	163	47	12	6	6	29
Too many bicycles	153	61	2	0	1	37
Too many equestrians (horseback riders) on trails	158	59	4	0	1	36
Too many hikers/walkers on trails	160	69	1	1	0	29

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, Resources, and Elements

Visitor services and facilities used

Question 7a

Please indicate all the visitor services and facilities that you or your personal group used during this visit to Petersburg National Battlefield.

Results

- As shown in Figure 43, the most common visitor services and facilities used by visitor groups were:

63% Restrooms
62% Trails
59% Park brochure/map

- The least used service/facility was:

2% Podcasts

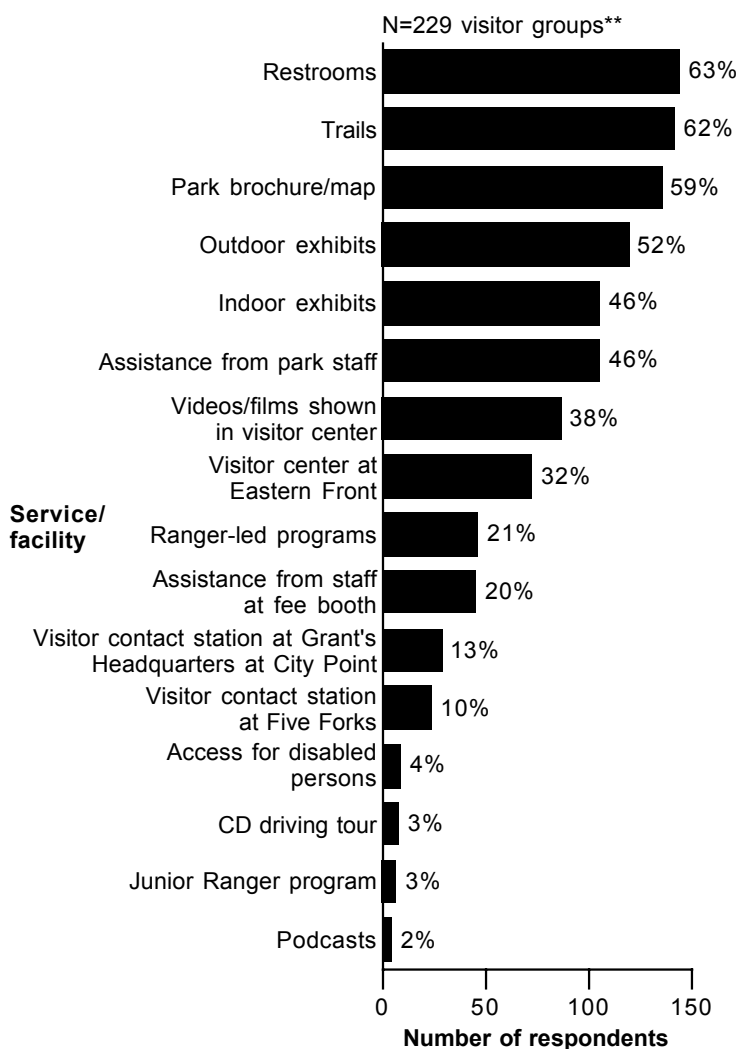


Figure 43. Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 7b

For only those services and facilities that you or your personal group used, please rate their importance from 1-5.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 44 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 97% Ranger-led programs
- 94% Park brochure/map
- 91% Trails

- Table 25 shows the importance ratings of each service and facility.

- The services/facilities receiving the highest “not at all important” rating that were rated by 30 or more visitor groups were:

- 2% Assistance from park staff (other than fee booth)
- 2% Indoor exhibits

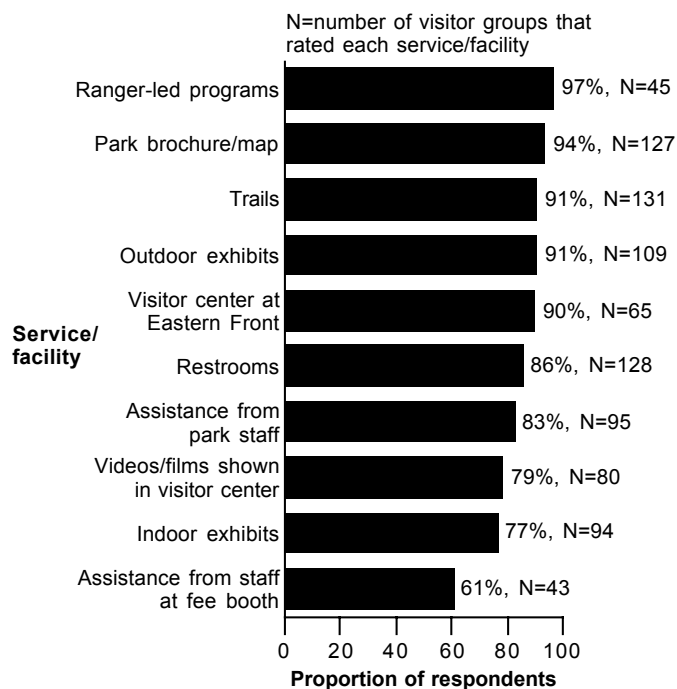


Figure 44. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 25. Importance ratings of visitor services and facilities
(N=number of visitor groups that rated each service and facility)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Access for disabled persons – CAUTION!	9	11	0	11	22	56
Assistance from park staff (other than fee booth)	95	2	5	9	38	45
Assistance from staff at fee booth	43	0	12	28	28	33
CD driving tour – CAUTION!	8	13	0	13	63	13
Indoor exhibits	94	2	3	18	33	44
Junior Ranger program – CAUTION!	7	0	0	29	29	43
Outdoor exhibits	109	0	3	6	30	61
Park brochure/map	127	0	2	5	35	59
Podcasts – CAUTION!	5	0	0	60	20	20
Ranger-led programs	45	0	0	2	24	73
Restrooms	128	1	2	11	28	58
Trails	131	1	2	7	31	60
Videos/films shown in visitor center	80	0	5	16	29	50
Visitor center at Eastern Front	65	0	5	6	25	65
Visitor contact station at Five Forks – CAUTION!	21	0	10	0	33	57
Visitor contact station at Grant's Headquarters at City Point – CAUTION!	25	4	4	12	8	72

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 7c

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

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

Results

- Figure 45 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:

98% Ranger-led programs
95% Assistance from park staff
92% Indoor exhibits

- Table 26 shows the quality ratings of each service and facility.
- The services/facilities receiving the highest “very poor” rating that were rated by 30 or more visitor groups were:

1% Indoor exhibits
1% Outdoor exhibits
1% Restrooms

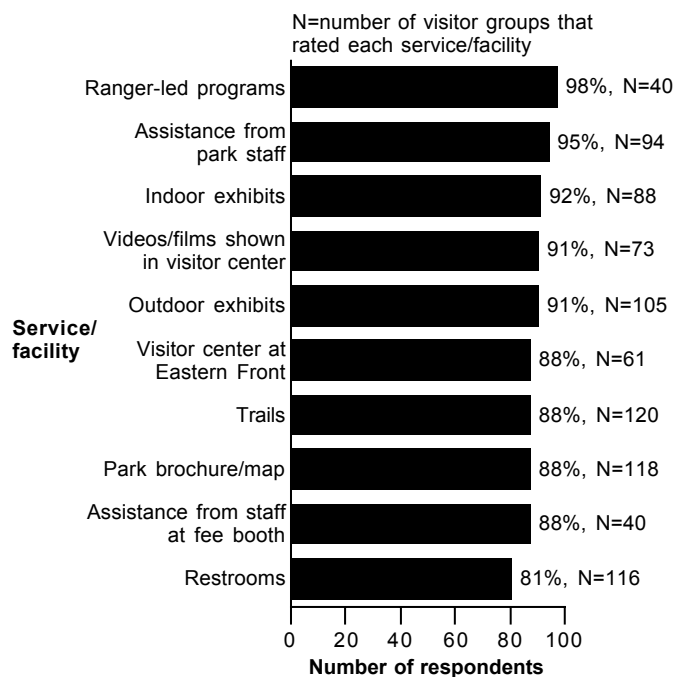


Figure 45. Combined proportions of “very good” and “good” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 26. Quality ratings of visitor services and facilities
(N=number of visitor groups that rated each service and facility)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Access for disabled persons – CAUTION!	5	0	0	0	60	40
Assistance from park staff (other than fee booth)	94	0	1	4	29	66
Assistance from staff at fee booth	40	0	0	13	38	50
CD driving tour – CAUTION!	7	0	0	14	71	14
Indoor exhibits	88	1	1	6	31	61
Junior Ranger program – CAUTION!	5	0	0	20	80	0
Outdoor exhibits	105	1	1	7	39	52
Park brochure/map	118	0	1	11	28	60
Podcasts – CAUTION!	4	0	0	0	25	75
Ranger-led programs	40	0	0	3	8	90
Restrooms	116	1	4	14	40	41
Trails	120	0	4	8	36	52
Videos/films shown in visitor center	73	0	1	8	29	62
Visitor center at Eastern Front	61	0	2	10	21	67
Visitor contact station at Five Forks – CAUTION!	21	0	0	0	38	62
Visitor contact station at Grant's Headquarters at City Point – CAUTION!	24	0	0	8	13	79

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figures 46 and 47 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.

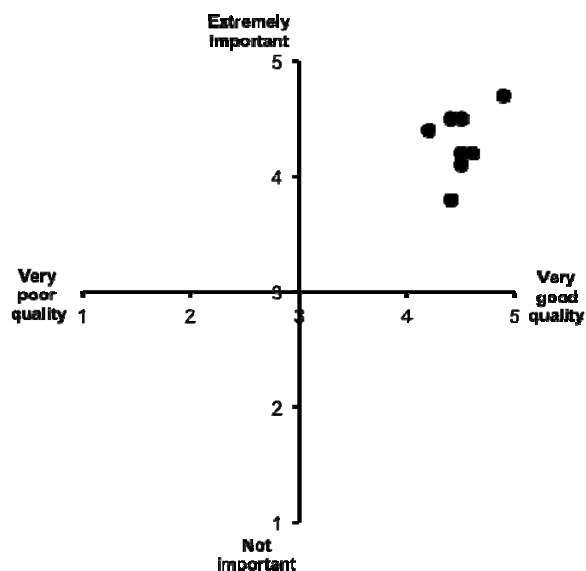


Figure 46.Mean scores of importance and quality ratings of visitor services and facilities

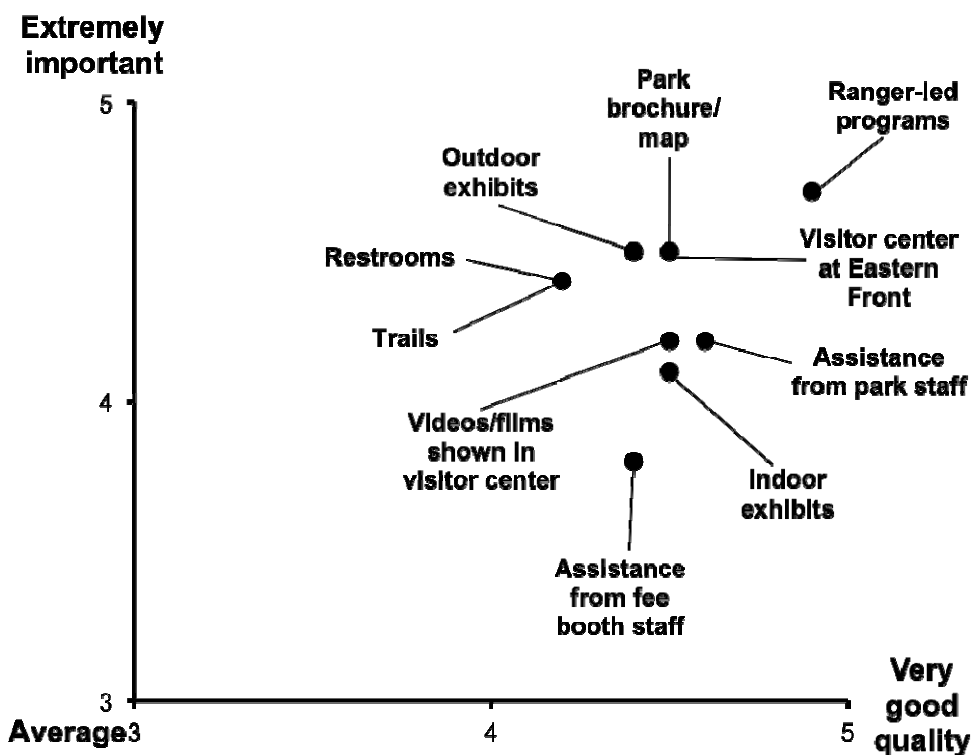


Figure 47.Detail of Figure 46

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance of protecting park attributes, resources, and experiences

Question 11

It is the National Park Service's responsibility to protect Petersburg National Battlefield's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following to you and your personal group?

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- As shown in Figure 48, the highest combined proportions of "extremely important" and "very important" ratings of protecting park attributes, resources, and experiences included:

- 92% Preserved battlefield landscape
- 85% Historic structures/buildings
- 77% Clean air (visibility)

- Table 27 shows the importance ratings of park attributes, resources, and experiences.
- The attribute/resource/experience receiving the highest "not at all important" rating was:

- 13% Solitude

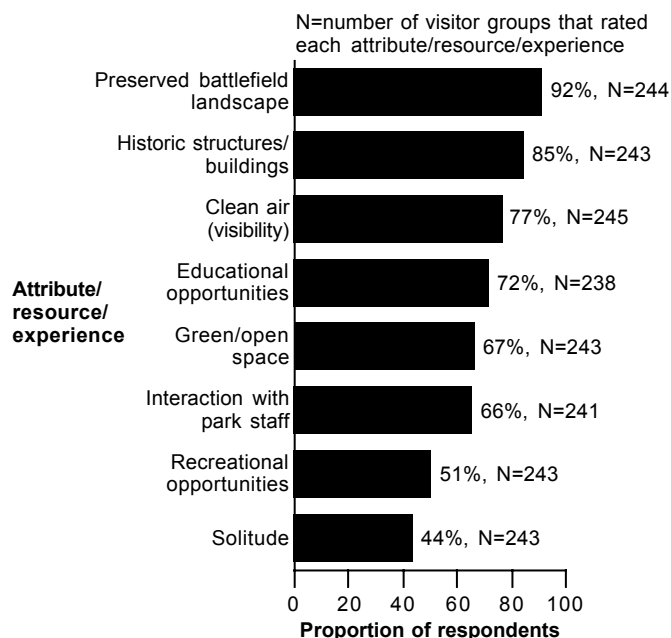


Figure 48. Combined proportions of "extremely important" and "very important" ratings of protecting park attributes, resources, and experiences

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 27. Visitor rating of importance of protecting park attributes, resources, and experiences
(N=number of visitors that rated each attribute/resource/experience)

Attribute/resource/ experience	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	245	2	5	16	39	38
Educational opportunities	238	2	8	18	41	31
Green/open space	243	2	8	22	37	30
Historic structures/ buildings	243	1	1	13	38	47
Interaction with park staff	241	1	10	23	41	25
Preserved battlefield landscape	244	<1	1	7	29	63
Recreation opportunities (hiking, exercising etc.)	243	5	19	25	18	33
Solitude	243	13	18	25	23	21

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Future visits to the park

Question 14a

Would you or members of your personal group consider visiting Petersburg National Battlefield again in the future?

Results

- 87% of visitor groups would consider visiting the park in the future (see Figure 49).

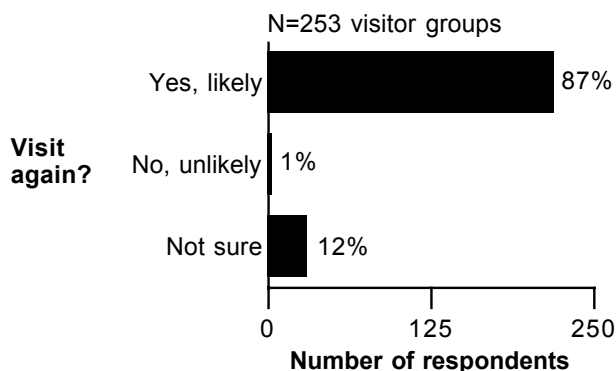


Figure 49. Visitor groups that would consider visiting the park in the future

Question 14b

Would you recommend visiting Petersburg National Battlefield to others?

Results

- Nearly 100% of visitor groups would recommend visiting the park to others (see Figure 50).

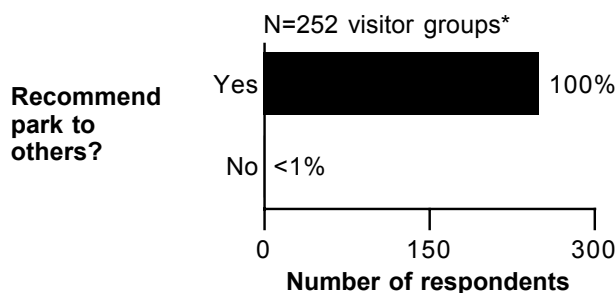


Figure 50. Visitor groups that would recommend visiting the park to others

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 14c

If YES, please explain why.

Results

- 222 visitor groups responded to this question.
- Table 28 shows the reasons visitor groups would recommend visiting the park to others.

Table 28. Reasons visitor groups would recommend visiting the park to others
(N=322 comments; some visitor groups made more than one comment.)

Reason	Number of times mentioned
Historical significance/interest/learning	142
Very nice, clean park, well maintained, well run	27
Great exercise place (running, hiking, walking, biking)	22
Great trails	18
Beauty	17
Knowledgeable, friendly, helpful personnel	12
Quiet, peaceful, relaxing	8
Excellent interpretive programs/exhibits	7
Excellent reconstruction/preservation	7
Enjoyed it	4
Fun	4
Great area	4
Great biking	4
Interesting park	4
Equestrian trails/activities	2
Nice facilities	2
Nice place	2
Picnicking	2
Solitude	2
Wildlife	2
Convenient and easy to use	1
Convenient for residents	1
Enjoy surroundings	1
Excellent visit	1
Good example of siege warfare	1
Good place for Civil War reenactors	1
Good visitor center	1
Great experience	1
Great natural area	1
Great park to pass the time	1
Great ranger-led tour	1
If you do not know your history, you are doomed to repeat it	1
It has something for everyone	1
Junior Ranger program is excellent	1
Length of trails	1
Like all national parks it was great	1
Lots of things for kids	1
Love this park	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 28. Reasons visitor groups would recommend visiting the park to others (continued)

Reason	Number of times mentioned
National landmark	1
Nice atmosphere to walk and enjoy nature	1
Reenactments	1
Safe	1
Southern point of view	1
To explore the park in greater detail	1
Volunteers made an effort to include visitors in learning	1
Walking trails with dog	1
Well-maintained trails	1
Well-marked	1
Wonderful resource	1
Yes, with qualifications. I was disappointed with how few areas actually had something to see, other than open space. Unless one really loves Civil War history, there is not much to see.	1

Question 14d

If NO, please explain why not.

Results

- 1 visitor group responded to this question.
- Comment is shown below:

“Petersburg is a very dirty and unsafe city, and the access points were hard to find.”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Appropriate use of entrance fees

Question 9

Currently a fee of \$5/vehicle/week is charged to enter Eastern Front of Petersburg National Battlefield. The majority (80%) of the fees collected remain at the park to maintain/enhance visitor services and facilities. In your opinion, what would be appropriate uses of the fees collected?

Results

- As shown in Figure 51, visitor groups indicated the most appropriate uses of entrance fees were:

73% Maintain facilities
63% Maintain and update exhibits
59% Fund restoration projects in the park

- “Other” uses (7%) were:

Acquire land – these sites are holy ground
Carts to ride
Give small souvenir
Invite public for treasure hunt on specified times for a fee
Mileage on trail routes
More direction signs for paths and roadways for battlefields east to west
More elaborate signage at strategic points
More signs for directions
More trails
Passport stamps
Red rent-a-bike stations to increase revenue and interest
Regularly scheduled tours at major sides
VI Corps breakout trail
Water supply at horse parking plus mounting block
Would like trails in water areas and some hills

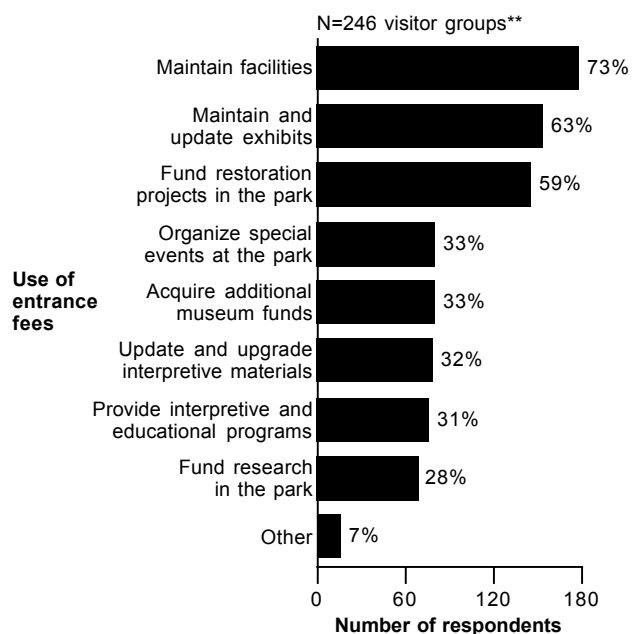


Figure 51. Appropriate use of entrance fees

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Shuttle bus services

Question 12

If you were to visit Petersburg National Battlefield in the future, would you and your personal group be interested in riding a shuttle bus, with on-board interpretive programs, to travel between park sites?

Results

- 41% of visitor groups were interested in riding a shuttle bus, with on-board interpretive programs, between park sites on a future visit to the park (see Figure 52).

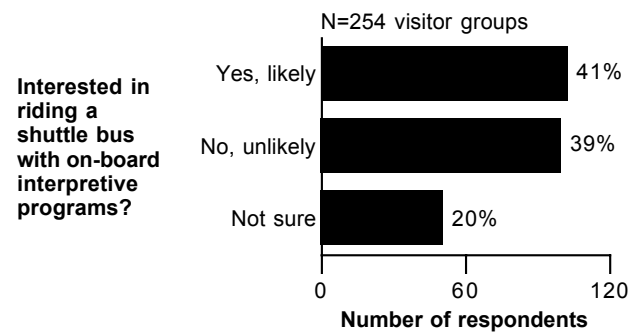


Figure 52. Visitor groups that would consider riding a shuttle bus, with on-board interpretive programs, between park sites on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred topics to learn on future visit

Question 13

If you were to visit Petersburg National Battlefield in the future, which topics would you and your personal group like to learn (or learn more) about through interpretive programs?

Results

- 82% of visitor groups were interested in learning about the park through interpretive programs (see Figure 53).

- As shown in Figure 54, of those visitor groups that were interested in learning about the park, the most common topics were:

76% Civilian history of the Civil War period
74% Military history
39% Archeology research

- “Other” topics (3%) were:

Current wildlife
Equestrian history of the Civil War period
Military RR to Western Front
Regimental specific history

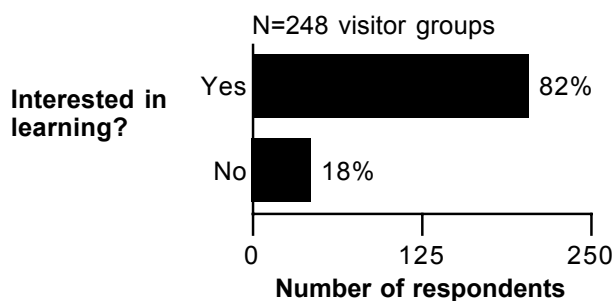


Figure 53. Visitor groups that were interested in learning about the park through interpretive programs



Figure 54. Topics to learn on future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred interpretive services

Question 16

If you were to visit Petersburg National Battlefield in the future, which types of interpretive services would you and your personal group like to have available?

Results

- 86% of visitor groups were interested in having interpretive services available on a future visit (see Figure 55).
- As shown in Figure 56, among those visitor groups that were interested in interpretive services, the most common services were:
 - 72% Outdoor exhibits
 - 65% Ranger-led tours/programs
 - 61% Self-guided tours
- “Other” service (<1%) was:
 - Hands-on learning

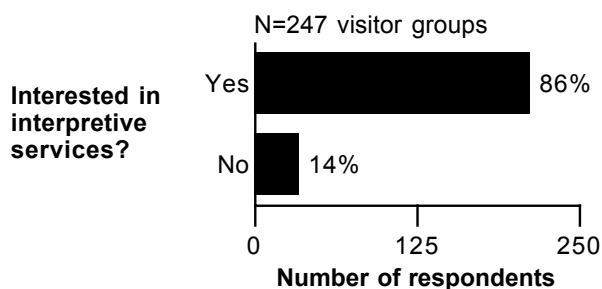


Figure 55. Visitor groups that were interested in interpretive services

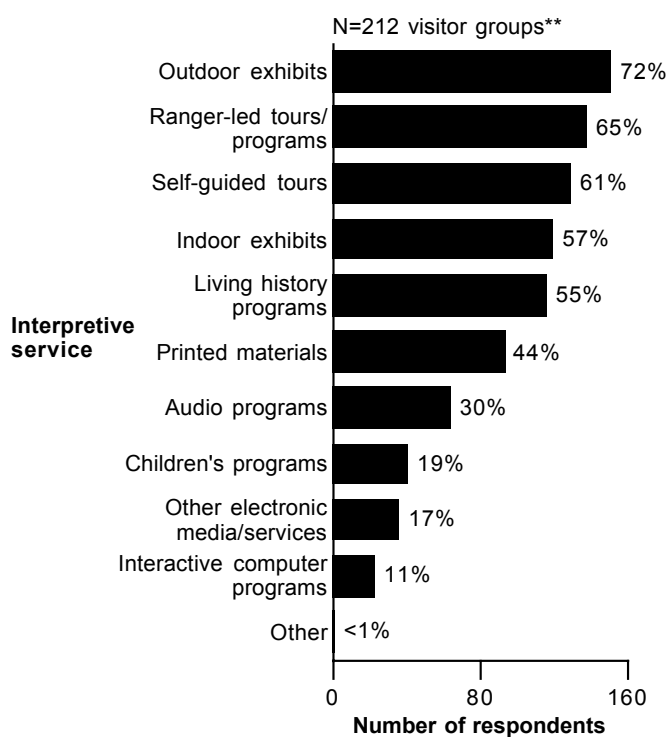


Figure 56. Preferred interpretive services

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 28

Overall, how would you and your personal group rate the quality of facilities, services, and recreational opportunities at Petersburg National Battlefield during this visit?

Results

- 94% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” and “good” (see Figure 57).
- 1% of visitor groups rated the quality as “poor.”
- No visitor groups rated the quality as “very poor.”

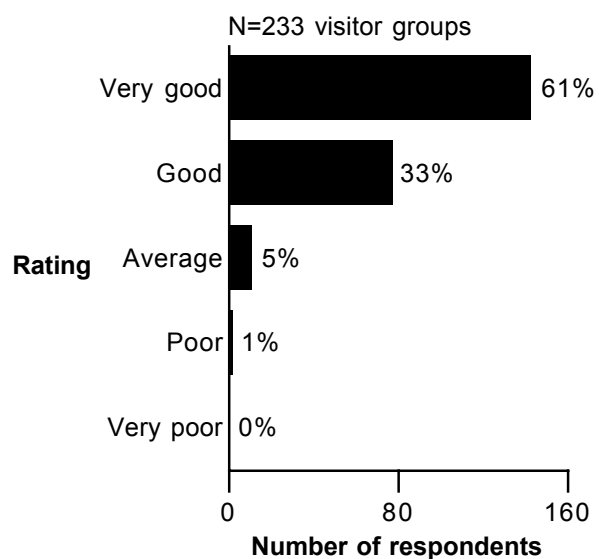


Figure 57. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comment Summaries

Commemoration of the 150th anniversary of the Siege of Petersburg

Question 15

The Siege of Petersburg is approaching its 150th anniversary in 2014. How would you and your personal group like to see this event commemorated at Petersburg National Battlefield? (Open-ended)

Results

- 54% of visitor groups (N=137) responded to this question.
- Table 29 shows visitor groups' recommendations for commemorating the 150th anniversary of the Siege of Petersburg.

Table 29. Commemoration of the 150th anniversary of the Siege of Petersburg (N=201 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
Living history/reenactments	72
Fireworks	7
Interpretive programs	7
Honor those who fought	4
Guided tours	3
Music	3
Cookout	2
Festival	2
Living history/reenactments of the bombing in the tunnel	2
Onsite celebration	2
Well-publicized events	2
With reverence/dignity	2
10K race with money going to the park	1
150th Civil War reenactment like the 150th Manassas	1
A run	1
Accurate living history/reenactments	1
Advertise significance of war across nation	1
An extraordinary event	1
Articles published about its part in the war	1
Be a part of history	1
Big band concert	1
Big free day of tours	1
Brochure explaining troop positions and movement during 1864. Keep those brochures stocked at stop 5 - Fort Stedman	1
Bus tour covering actual 4 sites of batteries 1-55 of the Dimmoch Line all day led by Randy Watkins	1
Bus tour covering the U.S. Military Railroad stations all day, if needed, led by Jimmy Blankenship	1
Bus tours with knowledgeable tour guide	1
Ceremony	1
Civil War encampment	1
Clearing out/clean up from Ft. Welch west to (U.S.) Gregg	1
Commemorative plaque	1
Comparison to 9/11 (Audacity; leaders unable to envision such an unusual plan)	1
Cooperation between NPS, Civil War org, and Pamplin Park for a break out trail(s)	1
Creative arts for the whole family	1

Table 29. Commemoration of the 150th anniversary of the Siege of Petersburg (continued)

Comment	Number of times mentioned
Daily life of soldier	1
Descendants and children under 12 free	1
Documentary film perhaps sponsored by PBS showing the beginning and end of the great struggle	1
Education programs to promote park and history	1
Educational programs	1
Educational programs with National Park Service and private historians	1
Extensive and educational tours	1
Focus on siege and impact on people living in area	1
Focus on the Battle of the Crater	1
Food	1
Free postcards (one to each person), flags	1
Frequent living history/reenactments	1
Guided walking tours of Battle of Fort Stedman	1
Have fun	1
Have ranger at the reconstructed trench	1
History programs	1
Inform Fort. Lee personnel of this valuable resource	1
Interactions with reenactors	1
Interactive exhibits	1
Interpretive history on the appropriate dates	1
Large artillery, soldiers, cavalry demonstrations	1
Limit reenactments	1
Living history/reenactments by troops	1
Living history/reenactments downtown, period things like food, etc.	1
Living history/reenactments for children to understand	1
Living history/reenactments infantry and cannon	1
Living history/reenactments of highlights of siege	1
Living history/reenactments of the final battles	1
Living history/reenactments televised and recorded	1
Living history/reenactments with explanations	1
Living history/reenactments with full uniforms	1
Moments of solitude	1
More diverse ranger-led presentations	1
More programs	1
Mounted celebration	1
Music of the period	1
Night out	1
No impact environmentally	1
One time permission to visit private property locations	1
Period singers like the Manassas Chanticleers	1
Personal guided tours	1
Quiet ceremony, no reenactments	1
Ranger-led talks/tours	1
Ranger-led tour by bus with live tour guide	1
Reenactment fundraiser	1
Photos or information of men who fought there like they've done at Appomattox	1
Possible reenactments	1
Public treasure hunt for Civil War relics at a specified date and time with restrictions of locations with metal detectors only	1

Table 29. Commemoration of the 150th anniversary of the Siege of Petersburg (continued)

Comment	Number of times mentioned
Reenactments involving the city of Petersburg and the ordeal of the siege for both sides	1
Reenactments of camp life, music, battle, and the Crater	1
Reenactments to draw attention and new visitors besides hard Civil War buffs	1
Refurbish	1
Religious service as it would have been performed during the war, near the battlefield by a regimental chaplain	1
Remember Confederate soldiers by educated events	1
Remind the public of the sacrifice of our soldiers in combat fighting for what we believe in our country	1
Replica of forts and trenches	1
Restoration of Crater	1
Restoration of Crater, include counter offensive	1
Sell hats, t-shirts, pins	1
Several reenactments spread throughout the park at different times covering a couple of days	1
Short U.S. military rail line and train	1
Simulate digging tunnel	1
Small area reenactment with some narration	1
Small fair	1
Social events in costume for women's participation.	1
Special brochure to allow visitors to follow campaign chronologically	1
Special considerations for disabled visitors	1
Special events	1
Special exhibits	1
Special passport stamp	1
Talks on the subject	1
Very focused/detailed military/leadership history at each of the stops along the Crater Road stops	1

What visitors liked most**Question 25a**

What did you and your personal group like most about your visit to Petersburg National Battlefield? (Open-ended)

Results

- 82% of visitor groups (N=210) responded to this question.
- Table 30 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 30.What visitors liked most
(N=308 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (4%)	
Staff, great/friendly/helpful/knowledgeable	6
Rangers	5
Other comments	2
INTERPRETIVE SERVICES (32%)	
Ranger-led tour/talks	22
History	17
Movie/video	9
Historic relics	5
Discussions with ranger	4
Living history/reenactments	4
Museum	4
Cannon demonstration	3
Exhibits	3
Information	3
Outdoor exhibits	3
CD tour	2
Driving tour	2
Experiencing history	2
Indoor exhibits	2
Visitor Center interpretive services	2
Women spies	2
Other comments	10
FACILITIES/MAINTENANCE (25%)	
Trails	31
Park is well-maintained/clean/neat	15
Visitor center	6
Grant's Headquarters/City Point/Eppes house	5
Horse trails	3
Park drive/road	3
Parking area	2
Other comments	13

Table 30.What visitors liked most (continued)

Comment	Number of times mentioned
POLICY/MANAGEMENT (8%)	
Ease of accessibility of roads/trails	4
Safe/secure park/trails	4
Planning/management	3
Preservation	2
Preservation of the earthworks	2
Other comments	10
RESOURCE MANAGEMENT (12%)	
The Crater	18
Wildlife	6
Battlefields	5
The Dictator	4
The tunnels	2
Other comments	3
GENERAL (17%)	
Peace and quiet/solitude	13
Beauty	8
Fresh/open air	3
Running/hiking/walking	3
The park	3
Minimal auto traffic	2
Nature	2
Open spaces	2
Road biking	2
Scenery	2
Other comments	15

What visitors liked least**Question 25b**

What did you and your personal group like least about your visit to Petersburg National Battlefield? (Open-ended)

Results

- 61% of visitor groups (N=155) responded to this question.
- Table 31 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 31. What visitors liked least
(N=161 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (<1%)	
Comment	1
INTERPRETIVE SERVICES (13%)	
Need a table map/display of battle	3
Lack of guided tours	2
Other comments	16
FACILITIES/MAINTENANCE (29%)	
Animal manure	10
Restrooms	7
Confusing/bad road signage	4
Difficult to find	4
Need water stations/fountains	2
Roots/rocks in the trail	2
Trim greenery for views/roadway	2
Other comments	15
POLICY/MANAGEMENT (9%)	
Road should be a loop	2
Other comments	12
RESOURCE MANAGEMENT (3%)	
Ticks	2
Other comments	3
GENERAL (46%)	
Weather	31
Nothing to dislike	30
Not enough time	6
Areas surrounding park unclear	2
Distance to travel to get there	2
Other comments	3

Planning for the future

Question 26

If you were a manager planning for the future of Petersburg National Battlefield, what would you and personal group propose? (Open-ended)

Results

- 52% of visitor groups (N=134) responded to this question.
- Table 32 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 32. Planning for the future
(N=174 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (2%)	
More use of volunteers	2
Other comment	1
INTERPRETIVE SERVICES (41%)	
More living history talks/demonstrations	7
Digital map with details about battle	3
Guided tours by bus	3
Historic tours	3
More exhibits	3
More ranger-led tours	3
Better advertising	2
Improve video	2
More documentary photographs outside the visitor center	2
More information on wildlife	2
More markers like Gettysburg, Vicksburg, etc.	2
More ranger/visitor interaction	2
Ranger-led tour	2
Other comments	35
FACILITIES/MANAGEMENT (22%)	
Provide drinking water supply	4
Bathroom facilities	2
Better landscape restoration	2
Cool-down stations where visitors can splash water on their legs, etc.	2
Picnic tables in horseback riding area	2
Provide more trash cans	2
Water supply at horse trailer parking	2
Other comments	23
POLICY/MANAGEMENT (18%)	
Better signage on freeway	4
Preservation	3
Extend visitor center hours	2
Other comments	23

Table 32. Planning for the future (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT (4%)	
Restore battlefield to 1864-1865 conditions	4
Other comments	3
GENERAL (13%)	
Don't change	5
Keep up the good work	2
Other comments	15

Additional comments

Question 27

Is there anything else you and your personal group would like to tell us about your visit to Petersburg National Battlefield? (Open-ended)

Results

- 43% of visitor groups (N=111) responded to this question.
- Table 33 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 33. Additional comments

(N=167 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (8%)	
Rangers were nice and helpful	5
Staff was friendly	3
Staff was friendly and knowledgeable	2
Other comments	4
INTERPRETIVE SERVICES (14%)	
We always learn something new at park	3
Great visitor center	2
Other comments	18
FACILITIES/MAINTENANCE (13%)	
Park is well kept	3
More trails	2
Other comments	16
POLICIES/MANAGEMENT (7%)	
Appreciate preservation of history	1
Provide more horse trails	1
Other comments	10
GENERAL (58%)	
Enjoyed visit	25
Great place	11
Thank you	7
Will return	7
Keep up the good work	4
Wish for more time	4
Great job	2
Well-done	2
Other comments	35

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 25a

What did you and your personal group like most about your visit to Petersburg National Battlefield?

(Open-ended)

- 5 Forks Battlefield visitor center's hands on display of muskets, carbines, pistols, swords, and lighted battle maps
- Ability to visualize the battlefield as I walked the trails and exhibits
- Access to grassy area for picnic and play
- Actually standing in the spot the battle was fought; visualizing the action
- Area by the crater
- Battlefield sites, visitor center
- Beautiful outdoor trails with great sites, very clean and neat
- Beautiful setting. Maintenance does a wonderful job.
- Calm, quiet, clean, clean bathroom
- Canyons, easy to get to
- CD trail tour and video
- City Point
- City Point and Eppes house, Grant's Headquarters
- City Point, all the visitor centers, and ranger-led tours
- Civil War history, CD tour
- Clean and open space
- Clean trails
- Clean, quiet place
- Clean, quiet, free
- Cleanliness, maintenance of areas
- Cool, beauty, shade
- Crater site
- Ease of access
- Ease of driving tour, wayside exhibits
- Easy to access by road inside park. Easy to follow trail to crater.
- Enjoyed ranger-led tour and museum
- Enjoyed trails, roads, nature, solitude
- Excellent ranger talk
- Felt like we learned more about progression of war
- Film at visitor center and visitor center exhibits
- Film, rangers, volunteers, crater site
- First place tie - museum artifacts, the ranger-led tour and the Crater
- Five Forks Visitor Center
- Freedom to wander
- Friendly staff
- Getting to see and experience a part of our history and actually walk around on an actual battlefield
- Great road for bicycling

- Guided tour
- Historic battle sites
- Historic important - story behind the battle, especially the crater
- Historical significance
- History and condition of park
- History and preservation of battlefield
- History relics
- History, trails
- Horse trails, parking area, no bugs
- Horseback riding in the shade on very well-kept trails
- How pretty the water front is now at City Point
- I enjoyed the visitor centers where one can view artifacts and view the video on the Civil War period in Petersburg
- I liked the preservation of the earthworks
- I most enjoyed the women spies of the confederacy
- Indoor exhibits
- Indoor/outdoor exhibits
- Information center
- Information that was put out, staff
- Interesting history and peaceful
- It all was equal
- It's what a national park should. Can enjoy the beauty of nature.
- Learning from the ranger-led tour
- Little or no auto traffic
- Living history
- Living history interpretation
- Living history re-enactor
- Logical sequence of sites with written explanations
- Most informative
- Move, drive, setting
- My children enjoyed seeing the crater; I really enjoyed learning about the logistical operations at City Point
- My son is very interested in American history and there was a lot of information
- Nature. It is a perfect location with lots of variety in locations to walk, trails, etc.
- Nicely laid out, variety of sites
- Nicely maintained, friendly staff
- Not crowded at the time of visit
- Not too much vehicle traffic
- Occasional sightings of wildlife (deer, small animals, large birds such as hawks, owls)
- Once we found it, it was very informative, well laid out, easy to understand the history, and convenient for us
- Open air, safe places, camaraderie, the beautiful scenery
- Open spaces
- Original works
- Paths, good people around

- Peace and quiet in the woods
- Place and people who serve the public
- Pristine setting, battle walks, reconstructed trenches, lecture for ladies about women spies
- Quality of information, knowledgeable, helpful staff
- Quality of the road for bicycles and lack of traffic
- Quiet
- Quiet, shaded trails
- Ranger dissertation
- Ranger lecture at the crater, grand children loved the recreated fort they could play in
- Ranger tour
- Ranger tour
- Ranger tour, living history, visitor center
- Ranger Tracy's tour
- Ranger-assisted
- Ranger-guided tour
- Ranger-guided tours, solar-run interpretive stations
- Ranger-led interpretive crater site
- Ranger-led program very good
- Ranger-led tour
- Ranger-led tour
- Ranger-led tour is all we had time for. The ranger did a great job even in the extreme heat. he was very knowledgeable and answered all questions.
- Ranger, park well maintained and fascinating, large park
- Rangers' explanations of surge and its place in the Civil War
- Reenactment
- Relative ease of access to preserved sites
- Resources at visitor center and park drive with information at various locations
- Riding tour and ranger talk
- Running on the road thru park, running within 15 feet of deer in park
- Safe place to bicycle and run
- Safe trails
- Scenery
- Secure, maintained paths
- Security. The honor system for the fee.
- See physical site, be in it
- Seeing and exploring the area of the "tunnel" and the "crater"
- Seeing the battlefields
- Seeing the crater
- Seeing the crater, visiting battlefield where ancestor fought
- Seeing the defensive battlements, structures, crater
- Seeing the wildlife on the park property
- Showing others our history
- So much history in such a small area of each tour stop. And, you also see wildlife. A lot of deer - this was great.
- Solitude

- Solitude on trails
- Store
- Structures set up like used then. Tunnels underground.
- Surprise to see all the historic exhibits in such a bad part of town
- Surprised to find it so interesting. Orientation video.
- Take fresh air
- Talking to the ranger and learning about the ferry
- Talking with rangers
- The amount of preserved battlefield, the dictator
- The area is beautiful and safe. The wildlife is just amazing, running there is a dream.
- The battle of the Crater and the tour we caught there
- The battlefield was preserved extremely well
- The beauty of the parks The area was very peaceful and clean
- The cannon demonstration, hiking, seeing the earthworks, seeing local wildlife
- The comments and tour by the ranger
- The condition of the park
- The crater
- The crater
- The crater
- The Crater , the Dictator
- The Crater and information at this point about the battle
- The Dictator
- The expansive beauty
- The fresh air and the trails
- The hiking trails and exhibits
- The history learned from the video
- The history of the place
- The interactive program
- The many different trails - we use it for running
- The many signs that explained the things we were looking at
- The mine shaft and crater
- The movie, the rangers, the crater
- The museum, the crater, the dictator
- The natural look to the outdoor exhibits
- The outdoor exhibits, the earthworks, trails, recreated fortresses, etc.
- The park in general, history
- The park is very accessible; I live and work nearby so it's a great escape for me
- The park itself
- The personal touch to the informative ranger-led tour
- The quick trails, meeting people
- The quiet and solitude
- The ranger-led tours
- The road was well marked as to areas of interest
- The running space and be able to use the trails

- The site
- The solitude
- The timeliness of the site and the beauty of the park
- The trail and exhibits in center - personnel were great
- The trail around the crater
- The trails
- The trails
- The trails and the historic relics throughout the park
- The trails have gotten a lot better since '07; the park is cleaner
- The trails were great, wide enough for bike/running
- The trails with earthworks and the crater, although much smaller than expected. Wish we could tour underground.
- The upkeep and cleanliness, location, the quite beauty of the historical markers among the trees
- The visitor center and the crater
- Touring the battlefield itself
- Trails
- Trails
- Trails
- Trails
- Trails
- Trails
- Trails
- Trails
- Trails
- Trails throughout park
- Trails, historic mock-ups
- Trails, the main road
- Variety of sites
- Very good facilities
- Very peaceful and a great place to exercise
- Video program
- Visiting with park service personnel
- Visitor center
- Visitor center movie, visitor center museum, driving tour, cannon firing
- Walking thru a historical sight and learning about civil war from the Southern point of view
- Walking trails
- Watching the reenactors shoot off the cannon and speaking with them about the Civil War
- We arrived at City Point very late Sunday afternoon, so did not have time to view all indoor exhibits. However, ranger took us inside Grant's cabin. It was an incredibly interesting and moving experience.
- We like to see the old artifacts
- We tagged along with a ranger who was giving a personal tour and she was outstanding! Also, the exhibits were excellent
- We use horse/hiking trails quite often and they are in very good condition. Please add more horse trails.

- We were able to enjoy the surroundings in a quiet atmosphere and enjoy the river
- Well maintained trails
- Well maintained trails and green space
- Well tended trails, spacious parking
- Woodlands

Question 25b

What did you and your personal group like least about your visit to Petersburg National Battlefield?
(Open-ended)

- 100 degree temperature - will return in the fall
- A loop road instead of out and back
- All good. Rain was nice since we had been in heat wave.
- Amount of visitors passed on trails
- Appomattox House was locked
- Bathrooms
- Battery trail #9 not well-marked
- Can't think of anything
- Crater Road is one-way and the stops are not in sequence to the battles/siege
- Didn't have enough time
- Difficult to locate Grant's Headquarters
- Difficulty getting East 8 to West 1
- Disappointed no living history
- Distance to travel to get there
- Dodging the animal droppings on the trails - running
- Drive was difficult for RV with trees scraping roof (on main tour)
- Eastern front was very easy to find; the other sites were much harder to locate
- Enjoy every time we visit. Quiet, peaceful, relaxing, a great place to enjoy nature
- Entering from Fort Lee there isn't much information about the park
- Everything is cool
- Everything well done
- Get seed ticks bad on trails
- Getting to the battlefield, section of town was nasty
- Gift shop, not enough historical interpretation
- Hard to find entrance
- Hard to find the main area - we just kind of finally stumbled upon it
- Heat
- Heat
- Heat - don't think anyone can control that
- Heat, would like there to be a table map of battle
- Horse droppings on trails
- Horse manure all over the trails
- Horse manure on paths
- Horse poop
- Horse waste
- Horse waste on trails
- Horse waste/bugs
- Hot - can't control that. Trails could be in better condition - too many roots. The toilet at the picnic area smelled pretty bad.
- Hot, a lot of steps, need carts to ride
- I found it difficult to follow the signs in the rural areas surrounding Petersburg that lead me on the driving tour. Need better signage.

- It seems more could have been done to represent and present battlefield
- It was a very hot day, close to 100 degrees, so it was very miserable
- It was difficult to tell where significant events took place to someone who was not familiar to the siege
- It was Hot that day
- It was so hot
- It was so hot that day
- It was too hot to see everything - over 100 degrees
- Lack of guided tours (like Bull Run has), missing signs and displays
- Lack of maps
- Large population of Canadian geese
- Long distance
- More linkages with Petersburg National Battlefield system
- Most of my horse friends that ride there don't see why it is necessary to close down part of the trail for the Eagle's nest
- Need more funding for maintaining the park
- No bathrooms
- No complaints
- No dislikes
- No gripes
- No issues
- No map display showing regimental deployment
- No option for personal guided tour
- No picnic benches
- No road signs to follow - got lost
- No water stations or fountains
- None
- None
- None
- None known
- Not anything
- Not enough information
- Not enough time to explore the park
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing - everything was great. Maybe just more signs on tour road.
- Nothing that bad

- Nothing, all good
- Nothing, I was very hot
- Outdoor temperature
- Over all is good
- Overgrown areas blocking views
- Park hours
- Park interaction, not enough watering stations
- Rain
- Ranger presentation
- Remodel down stairs
- Restroom
- Restroom on paths
- Restrooms
- Restrooms near Crater
- Rude people in surrounding area
- Safety concern
- Seeing coyotes
- Shell outline of Fort Stedman and how "empty" so much of the park was of actual artifacts, or recreated ones like the fortifications and bomb shelter
- Some of the information on display needs to be renewed
- That the extreme western front forts have been ignored
- That the primary road through the main section is one-way, causing us to have to circle back around and re-enter at the fee booth
- That we arrived late and did not have time to look around more. We will return.
- The confusing trail signage
- The dirty city of Petersburg
- The extreme heat and humidity
- The extreme high heat temperature
- The fee
- The heat
- The heat - 100 degrees
- The heat - 103 degrees
- The heat and humidity, although I realize the National Park Service has no control over this
- The heat, but you can't do anything about that
- The heat. It was about 95 degrees and humid.
- The hot sun
- The hot, humid weather
- The non-working audio stations on trail
- The other 2 boys thought some of the information (videos) were boring
- The rain
- The rocks on the trails. Really do not put down anything but rock dust. Don't buy the yellow pebbles or railroad grade rocks.
- The staff in the visitor center were rude
- There wasn't anything we did not like
- Ticks

- Tie - restrooms and horse crap (common theme)
- Too hot
- Too hot
- Too hot to tour - not your fault
- Too long standing in heat
- Too much attention on South. This is a national park. Lots of northern men died for a just cause. Glorify it.
- Tour guide spoke for too long
- Trash on ground
- Travel between points
- Unfortunately the ranger-led tour - he got off track a lot
- Very difficult to find when driving from downtown Petersburg
- Very few signs and markings for positions with units
- Very hot day
- Very poor directional signage in Petersburg, but town issue, not National Park Service
- Virginia in the summer is hot
- Visitor center not open. Work ended at 5:00. I was lucky a ranger took time to stop.
- Was long walk to the crater I sort of remember in 1951 you could park closer
- Watch where we step but get used to it
- Water fountains did not work (very hot day)
- We couldn't stay longer
- We did not plan ahead or allow enough time
- We didn't allow enough time
- We got lost trying to get to the eastern visitor's center
- We got rained on
- We liked everything - maybe something more for small children
- We liked it all
- We were confused on where sites were until we went back and went to visitor center
- We were late arriving
- You couldn't look for artifacts

Question 26

If you were a manager planning for the future of Petersburg National Battlefield, what would you and personal group propose? (Open-ended)

- 5K and 10K races
- A few times a year (or maybe permanently) swap the equestrian trails with walk/bike trails, or let the equestrian trails be the ones that meander in loops throughout. Walker/bikers tend to stay on outer rim.
- A full tour of the site
- Activities for equestrians, mounted ranger guides
- Add a 3-D lighted battle map to show where forces were and how they moved
- Add more information/history along the trails
- Add personal guided tours
- An overlay map showing what the land was as opposed to how it is now, i.e., where rail tracks went, where houses/farms were, what was A Avenue
- Be aware that park is used daily by soldiers, family members, and retirees - like me
- Beautification of park
- Better directions and signage for the driving tour out to Five Points
- Better marking on the driving tour beyond the Eastern front
- Better signage on the freeway so you know exactly what you will see and how far away specific sites are
- City and park group effort to clean the city
- Conduct a survey for the public
- Continuance of current maintenance
- Continue development of restoring the battlefield to its 1864-1865 condition. However, I would preserve non-battle critical areas of woods for shading hiking areas since they are a critical asset to the park.
- Continue doing a good job
- Continue with Facebook, speak at local schools/churches to gain local attention
- Control the geese population
- Cooling down stations. Some type of fountains that visitors could splash water on themselves to cool down.
- Do away with car travel and use shuttle buses
- Enhancement of your assets. Improvement of the visitor center exhibits and gift shop.
- Free for 12 years and younger free. Postcard pictures of family, groups - 5 X 7 special price discount.
- Fun games fireworks
- Great interaction with all rangers and staff
- Guided tour on rented bus
- Historic tours
- How are the earthworks being preserved if trees are allowed to grow on them?
- How to keep funding in line with expenses to maintain quality of exhibits
- I did not visit the battlefield; I am very interested in Civil War history and suggest more information be provided
- I like the idea of an open tour bus
- I think living history people are nearly always excellent with great information and insights
- I would need to be better

- I would try to have hundreds of cannons appropriately placed. I would have interactive stations and demonstrations every day - not just for special occasions.
- Improve visitor center
- Improved access to City Point
- Improvement of video
- Improving current displays on the sites and establishing guided tours (short) on the hour at a few major sites
- In the horseback riding area picnic tables would be wonderful
- Increased landscape restoration
- IV Corps Brake out Trail, etc. see #15
- Just keep it like it is; for runners, water fountains would be nice
- Keep it open, clean debris off bike lane
- Keep things like they are
- Keep up the good work. Maintain what is there. Keep up the programs. Ranger-led living history.
- Latrine at parking lot on Fort Lee
- Live guided tours/ on foot and by bus
- Live people on weekend tours at each spot to interact and tell stories
- Living history and interpretive programs
- Living history, re-enactments are good
- Living history. Make one section as much as possible like 1864 and place interpretive soldiers/civilians there, like at Appomattox CH.
- Maintain as is; purchase additional margins. Don't allow extensive development. Expand virtual tours to social media and Youtube.
- Maintain the current activities
- Maintain the grounds and trails
- Maintain what you have: fix and replace missing information centers
- Maintaining the battlefield in a pristine condition
- Make cannon sights more realistic
- Make little well tops with information preserved by Plexiglas. The shape of the roof protects it from the rain and sun.
- More advertising. Focus on battle as national issue, not from the South's perspective. Too much emphasis from south is wrong.
- More archeological digs and research into battlegrounds
- More attraction
- More emphasis on significant events and key players of those events
- More garbage cans at entrances/exits of the trails. More signs along the trails like where the World War I trenches are. Make Flank Road one-way.
- More hands-on exhibits/exhibits in general, digital battle maps at visitor center.
- More in depth orientation movies about the various aspects of the siege
- More information about building of crater and real reason it failed - black troops sent in at a last minute change with inadequate training
- More information, like brochures
- More living history
- More living history exhibits
- More markers like at Gettysburg, Chick, Vicksburg, etc.
- More outdoor interactive props, such as the cabins and spiked fences - Cheaux

- More parking of the road, more restrooms
- More ranger-led tours throughout the day, Segway rentals
- More ranger/visitor interaction
- More rangers for historical interpretation
- More self-guided literature or walking tour info
- More shaded picnic areas
- More single trail for bicycles
- More special events and to maintain the parks natural beauty and sites
- More stops with signs telling about battle, like Gettysburg
- More trash cans, bathroom facilities
- More visuals around the battlefield such as monuments
- More volunteer groups to work trails, better signage/information at stops
- More water fountains at strategic locations
- More wildlife education
- More, simple signs along tour road. More information on wildlife present. More pictures of past (over years).
- Mountain biking trails, technical areas for local riders
- Need rangers on site - fantastic resource
- No changes
- No horses
- No idea
- No recommendations
- None
- Not my job. Use common sense, reverence, respect for what happened here. Oh, more shade in the parking lot.
- Not one thing. It was all great.
- Not sure
- Nothing
- Nothing
- Nothing
- Oddly, the forest obscured views and perception of battlefield and landscape as it was during the war. Maybe open up sections.
- On a summer day, 5 seemed early to be closing visitor's center (and it was horribly hot and this cut down crowds). More exhibits at visitor center.
- Only used a grassy area for a picnic and outdoor games
- Park hours
- Perhaps installation of benches and/or water fountains along road tour
- Perhaps more museum type exhibits or more ranger-led discussion
- Perhaps more roadside historical markers
- Picnic tables in the equine area. Drinking water supply (spigot). Designated manure collection area.
- Preservation
- Preservation
- Preserve its history and continue to tell its story
- Progressive history of the area up to the present

- Protect the natural spaces and realize that technology is only a tool. It is not the end all answer. There is something to be said for the way the park is now.
- Provide sitting areas at each stop
- Publicize events
- Put back as during the battles
- Ranger-led shuttle out to five forks
- Ranger-led tour
- Reconstruct a farm house with items for living. Interpretive people, e.g. slave - about building trenches, farmer, soldier showing about digging and fuse, black soldier - about serving as a soldier.
- Remove some trees to be similar to battle. Rebuild more trenches and fortifications.
- Restoring the battlefield grounds to the condition of 1864/65 to be better able to understand what really happened here
- Restrooms
- Safety phones in case of emergency and periodic trail markers along the trail for reference points
- Security - foot patrol or some mobile device
- Some wooden soldiers to get better idea of the battle
- Stay same
- That the children would be able to interact more, one of the visitor centers had people outside talking about crafts, foods, guns - they were all interesting
- There needs to be some presence of religion (I am not religious by the way) because of its importance to soldiers, the country, and the war. I would also try to incorporate more documentary photographs outside the visitor's center.
- To be able to rent horses for horseback riding
- To have some creative arts program and some type of entertainment at least once a month - fair type activities and special events
- Trim the trees, more accessible trails (some were great for motorized chairs, but too challenging for manual chairs)
- Try to increase "living history" presentations - make it more ALIVE
- Update some of plaques and clean some of the monuments
- Use lots of volunteers
- Visit in spring or fall
- Visitor center open late one day a week in summer or information on the door
- Water supply at horse trailer parking; Mounting block (it is a permanent wooden structure with one step to top of block to mount horse)
- We have a lot of overweight people in our community; promote healthy lifestyles by encouraging families to use the park more often for walking, hiking, jogging; our kids are overweight also
- We were totally pleased
- Work between National Park Service and City of Petersburg to improve directional signage
- Would be nice to have a cooling station (even a small one) with water
- Would like to have a place to get water while running

Question 27

Is there anything else you and your personal group would like to tell us about your visit to Petersburg National Battlefield? (Open-ended)

- A presence of religion might have something to do with presenting the reality of death in connection with the idea of a "beyond", a heaven, a cause/object greater than freedom, union, etc.
- Add more signs detailing park entrances
- As a former runner, now a walker, I have been using the park for over 30 years. I know every trail there. As I tell everyone, it is one of the best places in the state to visit and enjoy. Keep up the good work. Thanks.
- At this time it is our favorite horse riding trails
- Battlefield was nice, but downtown Petersburg overall less than attractive. Did get a nice, economical lunch at Dixie Restaurant.
- Been there twice, always interesting
- Before coming here, I did not understand how the battle and siege figured into the story of the Civil War and its significance. I have a much better understanding now.
- City Point visit motivated us to check out other sites this year. Rangers were excellent resources. Grounds were well-maintained. So, favorites were 1) tour, 2) rangers, and 3) grounds.
- Clear, concise information, nice staff
- Continue offering wonderful place. And too many nonpaying soldier groups during the day.
- Didn't know there was a visitor contact station at Grant's Headquarters at City Point or I would have visited it (Q7 AP). I so much appreciate our government keeping our history alive and maintaining our hallowed ground; NPS bravo
- Earthworks at Fort Harrison are in better shape
- Enjoy everything but, horses on trails, people that I have encountered on horse acted as though they owned the trails
- Enjoyable
- Enjoyed it
- Enjoyed it very much. Will return.
- Enjoyed the trails
- Excellent upkeep
- Great and dedicated staff. They are always looking for ways to make the battlefield and the visitors' experience better. I have been to over 150 National Park Service sites. Thanks for preserving our treasure for the generations.
- Great experience
- Great job
- Great memories - kids loved the trails (sand on trails was challenging for little kids, but overall very nice)
- Great parks in this area, clean, informative signs
- Great piece of American history
- Horse trails nice and open. Need some trails in water through creek and hills make trail little longer.
- Hotels/motels should have brochures about the various sites and a phone # for information - the Hampton Inn had nothing
- I always enjoy interacting with staff
- I enjoyed myself, staff very friendly
- I enjoyed the movie at the visitor center
- I hope the budget cuts don't cut into your budget
- I really like the place

- I remember when I enlisted in 1980 and I came to Fort Lee. I was given a tour on a bus with tour guide telling about the historic site.
- I think it would be beneficial to provide small maps at the park entrance
- I thought the presentation at the stops along the driving tour were well done
- I'm grateful for the park; it's very important to my well being
- It is a beautiful place and when you look out over some of the fields you can envision the battles. This is truly a unique place.
- It was a clear blue sky day in contrast to the horrific description of the battle in the crater
- It was a very pleasant experience
- It was a worthwhile activity and we appreciate the preservation of history
- It was another example of the excellent service and programs provided by the US National Park Service
- It was excellent and well done
- It was great
- It was great, thank you
- It's a great place
- Keep up the good work
- Keep up the great trails. Sponsor trail runs to raise money.
- Like picnic area
- Loved it. Great little visitor center. Recreations of earthworks, etc., great, enabled one to really have a good idea of what it was like.
- More horse trails
- My husband and I visited lots of national parks, thanks to the passport, otherwise we would not know about lots of places. Keep the good work. Love the parks, my passport, stamps and stickers.
- My son and I thoroughly enjoyed the visit; unfortunately, not everyone loves history so somehow find a way to make others interested
- My wife and I go there everyday to drink coffee and watch water - water front Hopewell
- Need more preservation of and access to trench lines
- No - very positive experience. All our national parks and battlefields should be this good.
- No, thank you
- On special holidays will station at least one park ranger on each battle site to brief history
- Our ranger Robert Webster - he was wonderful. He has a phenomenal knowledge of the Civil War and he's funny - great combination.
- Our time was very limited but we will be back
- Overall, we enjoyed our experience. This survey is way too long.
- Ranger Chernault was great
- Really enjoyed the time spent there
- Repair spigot along A Avenue fence
- Sadly, had only limited time, we could spend the whole day
- Seems we were not the only people who ended up at the Army base gate due to bad GPS mapping. So maybe make directions a #1 priority on website, on phone calls and in mailings. Thank you.
- Sorry it took me so long to fill this out. I lost the questionnaire in our travels home. I appreciate you following up with me. We did enjoy our time at Petersburg.
- Staff very friendly and knowledgeable
- Stop the rocks
- Thank you for an oasis of history. The visitor center was wonderful.

- Thank you for preserving the site, making the experience great
- Thanks for your efforts and opportunity to be there
- Thanks to the rangers for watching the roads. Great job.
- The entrance to Battlefield park (Petersburg) on Ft Lee is used by thousands of soldiers, and families/kids for exercising (jogging, biking, hiking); please allow us to continue to use the park, please
- The Mahone Avenue gate entrance to park is often closed when it should be open - due to lack of communication with Fort Lee military police
- The rangers are very nice and helpful
- The reenactors were excellent and very helpful. The rangers were friendly, helpful and the guided tour helped visualize the park better than an unguided tour.
- The road signs were very confusing. Once we left the tour, at the crater, we were unable to find our way back to the visitor center.
- The staff is very helpful, for the most part. The area is well kept.
- Time well spent - next time we will plan to stay longer
- Trails need further cleanup of debris since hurricane
- Very nice horse trailer parking area and trails. May have to add more parking area in the future. Any additional trails would be nice.
- Very enjoyable
- Very nice park
- Very nice park and very well-maintained
- Very relaxing. I look forward to it 2-3 times a week.
- Very well kept
- Was enjoyable visit
- Was very interesting. Enjoy and will be back next year.
- We came to ride horses and we found out we needed to bring our own
- We did enjoy it
- We enjoy the park. Most of us have visited before and will again.
- We enjoyed nature. Thank you.
- We enjoyed our visit
- We enjoyed our visit
- We enjoyed the atmosphere, it was peaceful and enjoyable for all of us
- We go very often
- We had a wonderful time. We always learn something that we did not know before.
- We had very limited time on our initial visit. We look forward to returning when can spend more time.
- We learn something new every time we go we enjoy the parks very much
- We like
- We love it and visit once a week sometimes more
- We love your facility. Plan to visit Five Forks more, too. Rangers were very knowledgeable and helpful.
- We loved it. Peaceful, beautiful, not crowded. Excellent movie/displays. We are Civil War reenactors - civilians. What a historic town. More people should visit there. We will be back.
- We really learned quite a bit, and ended up spending more time than I thought we would; thank you for all of your work
- We saw a family of deer along the way
- We went specifically to see the crater, but we saw and learned a lot more

- We were at Fort Lee on business, saw the sign and pulled in. Best part of our trip.
- We were sorry that we couldn't stay longer - it was more interesting than we thought
- Wish we would have had more time to spend there
- Wonderful park. Think it has great story to be told - north and south.
- Yes, the ranger who gave me this said the Geico Gecko was Australian, but I have since seen the commercial and he is English, probably from the Earl end of London. She was very friendly, though.
- Yes, whoever is running this site needs to go to Antietam battlefield and improve it. It is an embarrassment how bad it is kept up.

Appendix 1: The Questionnaire



Social Science Division
National Park Service
U.S. Department of the Interior
Visitor Services Project

Petersburg National Battlefield Visitor Study



United States Department of the Interior
NATIONAL PARK SERVICE
Petersburg National Battlefield
3215 East Broad Street
Petersburg, VA 23223

IN REPLY REFER TO:

July 2011

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Petersburg National Battlefield. This information will help us improve our management of this park and better serve you.

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

Results of this study will be available to the public in 2012 and will be posted on the web at www.nps.gov/pete and www.psu.uidaho.edu.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Lewis Rogers
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (○), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil!

Like this: ● Not like this: ☑ ☒ ☓

4. Seal it in the postage-paid envelope provided.

5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Petersburg National Battlefield. Your response is voluntary. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and 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 an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Petersburg National Battlefield

NOTE: In this questionnaire "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.

1. a) Prior to this visit, how did you and your personal group obtain information about Petersburg National Battlefield? Please mark (●) **all** that apply in column (a).

☐ Did not obtain information prior to visit → **Go to part (b) of this question**

- b) If you were to visit Petersburg National Battlefield in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit **b) Future visit**

Source of information

☐	☐	Friends/relatives/word of mouth
☐	☐	Inquiry to park via phone, mail or email
☐	☐	Local businesses (hotels, motels, restaurants, etc.)
☐	☐	Maps/brochures
☐	☐	Newspaper/magazine articles
☐	☐	Other unit of the National Park System (NPS)
☐	☐	Previous visits
☐	☐	Petersburg Metro Convention & Visitors Bureau
☐	☐	Petersburg National Battlefield website: www.nps.gov/pete
☐	☐	Other websites - which one(s)? _____
☐	☐	School class/program
☐	☐	Social media (such as Facebook, Twitter, etc.)
☐	☐	Television/radio programs/DVDs
☐	☐	Travel guides/tour books (such as AAA, etc.)
☐	☐	Virginia Civil War Trails program
☐	☐	Other, this visit (Specify) _____
☐	☐	Other, future visit (Specify) _____

c) From the sources marked in part (a), did you and your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

2. On this trip to the Petersburg, VA area, which other local attractions did you and your personal group visit? Please mark (●) **all** that apply.

☐ None → **Go on to Question 3**

☐ Richmond National Battlefield Park

☐ Other attractions in Richmond, VA (Please specify below)

☐ Appomattox Court House

☐ Colonial Williamsburg

☐ Other attractions in Petersburg, VA (Please specify below)

3. a) **On this visit** to Petersburg National Battlefield, how much time in **total** did you and your personal group spend visiting park sites? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

_____ Total number of hours

b) Did you and your personal group visit the park on more than one day?

☐ No ☐ Yes → c) If YES, how many days? _____

d) On this visit to Petersburg National Battlefield, how long did you and your personal group stay in the **area** (within 25 miles of any park site)? Please list partial hours or days as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

☐ Resident of area → **Go to Question 4**

_____ Number of hours **if less than 24 hours**

OR

_____ Number of days **if 24 hours or more**

4. How did this visit to Petersburg National Battlefield fit into your personal group's travel plans? Please mark (●) **one**.

☐ Petersburg National Battlefield was the primary destination

☐ Petersburg National Battlefield was one of several destinations

☐ Petersburg National Battlefield was not a planned destination

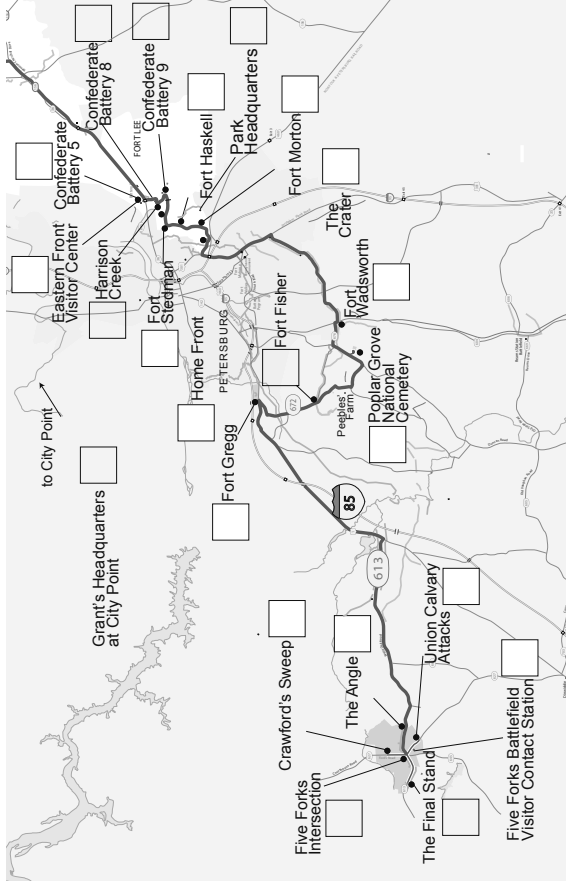
5. a) On this visit, in which activities did you and your personal group participate within Petersburg National Battlefield? Please mark (●) **all** that apply in column (a).

b) If you were to visit Petersburg National Battlefield in the future, in which activities would you and your personal group prefer to participate? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
☐	☐	Attending living history programs
☐	☐	Attending ranger-led programs
☐	☐	Attending school programs
☐	☐	Bicycling
☐	☐	Creative arts (photography/drawing/painting/writing)
☐	☐	Fishing
☐	☐	Following a Civil War Trails Tour
☐	☐	General sightseeing
☐	☐	Horseback riding
☐	☐	Jogging/running for exercise
☐	☐	Learning/researching history
☐	☐	Obtaining a National Park Passport stamp
☐	☐	Picnicking
☐	☐	Researching family history/genealogy
☐	☐	Taking CD driving tour
☐	☐	Other, this visit (Specify) _____
☐	☐	Other, future visit (Specify) _____

- c) Which one of the activities in part (a) was most important to you and your group on this visit to Petersburg National Battlefield? Please list **only one**.

6. a) For this visit, please list the **order** in which you and your personal group visited the following sites at Petersburg National Battlefield by writing the numbers 1, 2, 3, etc. on the following map.



- b) Why did you choose to visit in that order?

- ☐ Convenient with traffic flow
- ☐ Followed directions on GPS, MapQuest, etc.
- ☐ Saw signs on highway
- ☐ Suggested by friends/relatives
- ☐ Other (Please specify) _____

7. a) Please mark (●) **all** of the visitor services and facilities that you or your personal group **used** during this visit to Petersburg National Battlefield.

b) For only those services and facilities that you or your personal group **used**, please rate their importance from 1-5.

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

a) Visitor service/facility used Mark (●)	b) If used, how important?		c) If used, what quality?	
	1=Not at all important	2=Slightly important	3=Moderately important	4=Very important
	1=Very poor	2=Poor	3=Average	4=Good
	5=Extremely important		5=Very good	

- ☐ Access for disabled persons
- ☐ Assistance from park staff (other than fee booth)
- ☐ Assistance from staff at fee booth
- ☐ CD driving tour
- ☐ Indoor exhibits
- ☐ Junior Ranger program
- ☐ Outdoor exhibits
- ☐ Park brochure/map
- ☐ Podcasts
- ☐ Ranger-led programs
- ☐ Restrooms
- ☐ Trails
- ☐ Videos/films shown in visitor center
- ☐ Visitor center at Eastern Front
- ☐ Visitor contact station at Five Forks
- ☐ Visitor contact station at Grant's Headquarters at City Point

8. a) How would you and your personal rate the quality of information provided on the park website (www.nps.gov/pete) to plan your visit? Please mark (●) **one**.

☐ Did not use the park website → **Go to Question 9**

Very poor Poor Average Good Very good
☐ ☐ ☐ ☐ ☐

- b) Did you and your personal group find the information that you needed on the park website?

☐ No ☐ Yes → **Go to part (d) of this question**

- c) If NO, what type of information did you and your personal group need that was not available on the park website? Please be specific.

- d) If YES, what type of information on the park website was most valuable to you and your personal group?

9. Currently a fee of \$5/vehicle/week is charged to enter Eastern Front of Petersburg National Battlefield. The majority (80%) of the fees collected remain at the park to maintain/enhance visitor services and facilities. In your opinion, what would be appropriate uses of the fees collected? Please mark (●) **all** that apply.

- ☐ Acquire additional museum artifacts
☐ Fund research in the park
☐ Fund restoration projects in the park
☐ Maintain and update exhibits
☐ Maintain facilities such as visitor center, roads, trails, restrooms, etc.
☐ Organize special events at the park
☐ Provide interpretive and educational programs
☐ Update and upgrade interpretive materials such as brochures, films, podcasts, CDs, interactive computer, etc.
☐ Other (Please specify) _____

10. a) On this visit to Petersburg National Battlefield, did you and your personal group use any of the park's trails?

☐ Yes ☐ No → **Go to Question 11**

- b) If YES, how did you use the trails? Please mark (●) **all** that apply.

☐ Walking/hiking ☐ Bicycling ☐ Horseback riding

- c) While you were on the trails, please indicate the extent of the following problems that you may have encountered. Please mark (●) **one** for each problem.

Problem	No problem at all	Small problem	Moderate problem	Major problem	Did not experience/encounter
Bicycles failing to yield	☐	☐	☐	☐	☐
Bicycles traveling too fast	☐	☐	☐	☐	☐
Hikers/walkers failing to yield	☐	☐	☐	☐	☐
Horse waste on trails	☐	☐	☐	☐	☐
Too many bicycles	☐	☐	☐	☐	☐
Too many equestrians (horseback riders) on trails	☐	☐	☐	☐	☐
Too many hikers/walkers on trails	☐	☐	☐	☐	☐

11. It is the National Park Service's responsibility to protect Petersburg National Battlefield's natural, scenic, and cultural resources, while at the same time providing for public enjoyment. How important is protection of the following to you and your personal group? Please mark (●) **one** answer for each attribute/resource/experience.

Attribute/resource/experience	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	☐	☐	☐	☐	☐
Educational opportunities	☐	☐	☐	☐	☐
Green/open space	☐	☐	☐	☐	☐
Historic structures/buildings	☐	☐	☐	☐	☐
Interaction with park staff	☐	☐	☐	☐	☐
Preserved battlefield landscape	☐	☐	☐	☐	☐
Recreational opportunities (hiking, exercising, etc.)	☐	☐	☐	☐	☐
Solitude	☐	☐	☐	☐	☐

12. If you were to visit Petersburg National Battlefield in the future, would you and your personal group be interested in riding a shuttle bus, with on-board interpretive programs, to travel between park sites?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

13. If you were to visit Petersburg National Battlefield in the future, which topics would you and your personal group like to learn (or learn more) about through interpretive programs? Please mark (●) **all** that apply.

- ☐ Not interested in interpretive programs → **Go to Question 14**
- | | |
|--|--|
| ☐ African American history | ☐ Civilian history of the Civil War period |
| ☐ Architecture of the area | ☐ Military history |
| ☐ Archeology research | ☐ Natural history |
| ☐ Other (Please specify) _____ | |

14. a) Would you or members of your personal group consider visiting Petersburg National Battlefield again in the future?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

b) Would you recommend visiting Petersburg National Battlefield to others?

☐ Yes ☐ No

c) If YES, please explain why. _____

d) If NO, please explain why not. _____

15. The Siege of Petersburg is approaching its 150th anniversary in 2014. How would you and your personal group like to see this event commemorated at Petersburg National Battlefield?

16. If you were to visit Petersburg National Battlefield in the future, which types of interpretive services would you and your personal group like to have available? Please mark (●) **all** that apply.

- ☐ Not interested in interpretive services → **Go to Question 17**
- ☐ Audio programs (CDs, tapes, etc.)
- ☐ Children's programs
- ☐ Indoor exhibits
- ☐ Outdoor exhibits
- ☐ Interactive computer programs
- ☐ Other electronic media/services available to visitors (downloadable digital files, podcasts, cell phone tour, etc.)
- ☐ Living history programs
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Ranger-led tours/programs
- ☐ Self-guided tours
- ☐ Other (Please specify) _____

17. On this visit, were you and your personal group with the following types of organized groups? Please mark (●) **one** for each.

- | | | |
|--|---------------------------|--------------------------|
| a) Commercial guided tour group | ☐ Yes | ☐ No |
| b) School/educational group | ☐ Yes | ☐ No |
| c) Civil War enthusiast group | ☐ Yes | ☐ No |
| d) Other organized group (business, church, scout, etc.) | ☐ Yes | ☐ No |

e) If you were with one of these organized groups, how many people, including yourself, were in this organized group?

_____ Number of people in organized group

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

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

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

19. On this visit, how many vehicles did you and your personal group use to arrive at the park? Please write "0" if you did not arrive by vehicle.

_____ Number of vehicles

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

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number visits to Petersburg NB (including this visit)
--	----------------	---	--

Yourself	_____	_____	_____
----------	-------	-------	-------

Member #2	_____	_____	_____
-----------	-------	-------	-------

Member #3	_____	_____	_____
-----------	-------	-------	-------

Member #4	_____	_____	_____
-----------	-------	-------	-------

Member #5	_____	_____	_____
-----------	-------	-------	-------

Member #6	_____	_____	_____
-----------	-------	-------	-------

Member #7	_____	_____	_____
-----------	-------	-------	-------

21. When visiting an area such as Petersburg National Battlefield, which language(s) do you and most members of your personal group prefer to use for the following?

a) Speaking ☐ English ☐ Other language (Specify) _____

b) Reading ☐ English ☐ Other language (Specify) _____

22. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

☐ Some high school ☐ Bachelor's degree

☐ High school diploma/GED ☐ Graduate degree

☐ Some college

23. a) Are you or members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	☐	☐	☐	☐	☐	☐	☐
No, not Hispanic or Latino	☐	☐	☐	☐	☐	☐	☐

b) What is your race? What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	☐	☐	☐	☐	☐	☐	☐
Asian	☐	☐	☐	☐	☐	☐	☐
Black or African American	☐	☐	☐	☐	☐	☐	☐
Native Hawaiian or other Pacific Islander	☐	☐	☐	☐	☐	☐	☐
White	☐	☐	☐	☐	☐	☐	☐

24. 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 on to Question 25**

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

c) Because of the physical condition, which specific problems did the person(s) have? Please mark (●) **all** that apply.

☐ Hearing (difficulty hearing ranger-led programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)

☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)

☐ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)

☐ Other (Please specify) _____

25. a) What did you and your personal group like **most** about your visit to Petersburg National Battlefield?

b) What did you and your personal group like **least** about your visit to Petersburg National Battlefield?

26. If you were a manager planning for the future of Petersburg National Battlefield, what would you and your personal group propose? Please be specific.

27. Is there anything else you and your personal group would like to tell us about your visit to Petersburg National Battlefield?

28. Overall, how would you and your personal group rate the quality of facilities, services, and recreational opportunities at Petersburg National Battlefield during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
○	○	○	○	○

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

♻️ Printed on recycled paper

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PARK STUDIES UNIT

COLLEGE OF NATURAL RESOURCES

UNIVERSITY OF IDAHO

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MOSCOW ID 83843-9960



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IF MAILED
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Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83843-1139

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman 2007; Stoop 2004). In this study, we used five variable group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and visitor's place of residence proximity to the park to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor's place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and non-respondent's average age and group size. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Average age of respondents – average age of non-respondents = 0
2. Respondents from different group types are equally represented
3. Average group size of respondents – average group size of non-respondents = 0
4. Respondents and non-respondents are not significantly different in term of reason for visiting the area
5. Respondents and non-respondents are not significantly different in term of proximity from their home to the park

As shown in Tables 3 to 6, the p-value for respondent/non-respondent comparisons in regard to age, reason for visiting the area, are less than 0.05, indicating significant differences between respondents and non-respondents. The results indicate some biases occurred due to nonresponse. Visitors at younger age ranges (especially 40 and younger), those who came from the local area (within a 50 mile radius), and those who were visiting park as their primary destination were underrepresented in the survey results. Results of the study in this report only reflect the simple frequencies. Inferences of the survey results should be weighted to counter balance the effects of nonresponse bias.

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