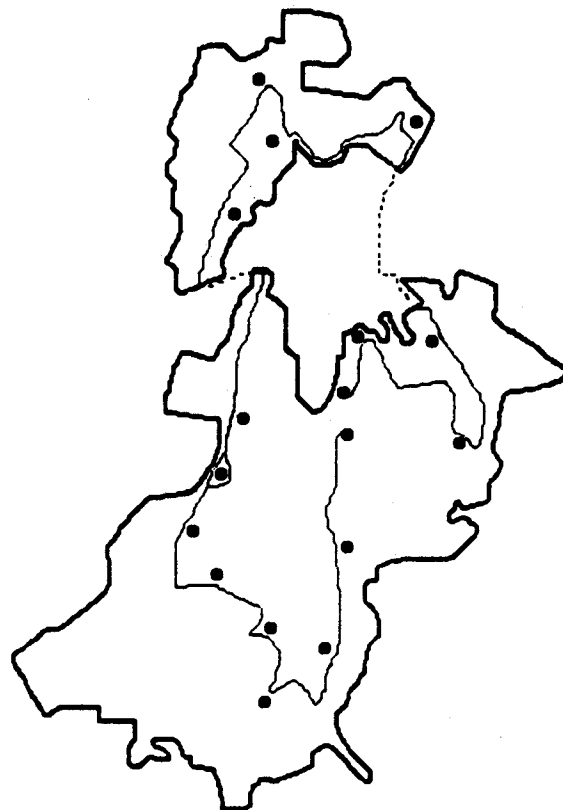


Visitor Services Project

Report 7

Gettysburg National Military Park

Volume 1 of 3



East Cavalry
Battlefield

Gettysburg National Military Park



Cooperative Park Studies Unit
University of Idaho

Visitor Services Project
Report 7
Gettysburg National Military Park

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Executive Summary

- This report describes the results of a visitor mapping study undertaken at Gettysburg National Military Park during the week of July 22-28, 1986. Visitors were contacted at 11 different sites throughout the park. Questionnaires were administered to 1093 visitors and 454 were returned, a 41% response rate.
- This visitor survey provides a profile of the people who visit Gettysburg, how they spend their time, which sites they visit, and which visitor services they use. It also provides visitor comments (found in Volume 2 of this report). Volume 3 contains an interpretive profile developed in conjunction with this study.
- Visitors were most likely to be in family groups of two or four people. Large proportions were children; adults between 35 and 45 were also common. Only a small proportion were from foreign countries. U.S. visitors came from states throughout the country.
- Most visitors entered Gettysburg during the middle of the day and spent from three to six hours in the park. Most activity in the park took place during the early afternoon. About one-half of the visitors stayed in the area overnight.
- Motorized travel was the most common activity, followed by resting, and viewing interpretive facilities. Resting was more common during sunrise and evening, while picnicking, hiking/walking, attending interpretive programs, and viewing interpretive facilities were more common during the morning and afternoon.
- Over 80 percent of all the visitors went to the Visitor Center, the Soldiers' National Cemetery, and Little Round Top. Seventy to 80 percent went to the Virginia Memorial, Culp's Hill, and the Eternal Light Peace Memorial. Sixty-one percent went to the Cyclorama Center; One-half went to the East Cavalry Battlefield and one-quarter went to the Eisenhower Farm.
- A large majority of visitors started their visit at the Visitor Center; many others started their visit at the Eternal Light Peace Memorial. The Soldiers' National Cemetery, Eisenhower Farm, East Cavalry Battlefield, and Cyclorama Center were popular as second sites visited.
- The most commonly used visitor services were the self-guided auto tour, the Electric Map, and the Visitor Center bookstore. While most of the services listed received favorable ratings, large majorities rated the Electric Map and the Licensed Battlefield Guided tours as 'extremely useful.'
- The study also revealed that: 1) 80 percent of the visitors felt making the tour stops in chronological order was important for understanding the battle, 2) Most visitors relied on guidebooks, maps, and road signs to locate the park, and 3) 25 percent of the respondents felt distracted by the presence of modern structures surrounding the historical scene.

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INTRODUCTION

This report describes the results of a visitor mapping study undertaken at Gettysburg National Military Park (referred to as 'Gettysburg') during the summer of 1986 by the Cooperative Park Studies Unit at the University of Idaho as a part of its Visitor Services Project.¹ The purpose of the study was to provide the park staff with useful information about their visitors and interpretive program.

At Gettysburg, a survey of visitors was conducted during the week of July 22--28.

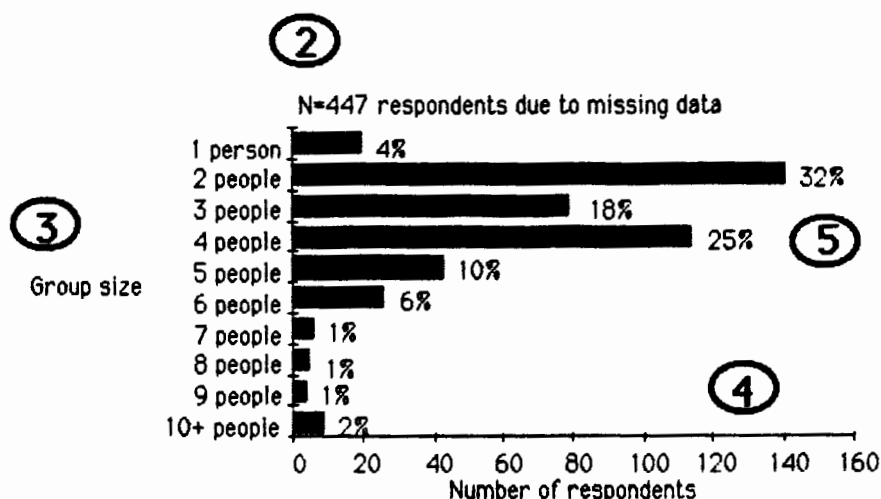
The measure of activity periods

The visitor mapping technique provides managers with data in table, graph, and map form. Much of the data are reported as activity periods. An activity period represents a respondent's report that his or her group spent most of a specific time period (sunrise, early morning, late morning, early afternoon, late afternoon, early evening, or late evening) doing a particular activity. For example, if someone visited Gettysburg for one day, arriving during the sunrise period (6 a.m. to 8 a.m.) and leaving in the early evening (5 p.m. to 7 p.m.), his or her group would have spent six time periods in the park (sunrise, early morning, late morning, early afternoon, late afternoon, and early evening). If most of the group's early afternoon period was spent picnicking, that activity would be recorded as one activity period.

Activity periods are a general indicator of visitor behavior, and are useful for comparing visitor patterns during the major time periods of the day, such as early morning, late afternoon, and so forth.

¹The effort was part of an ongoing project to develop practical techniques for collecting visitor data useful for park management; previous work has been done at Grand Teton, Mount Rushmore, Yellowstone, Glacier, North Cascades, and Crater Lake National Parks. The larger project--its purposes, rationale, theory, and methods--is described in several publications (for a list of publications on the Visitor Services Project, contact the Cooperative Park Studies Unit at the University of Idaho).

Many of the graphs in this report are like the following example. The large numbers refer to explanations below.



① **Figure 1: Visitor group sizes**

- 1: The figure title provides a general description of the information contained in the graph.
- 2: A note above gives the 'N', or number of items in the sample, and a very specific description of the information in the chart. This graph contains information on respondents, or those visitors who returned a questionnaire describing his or her group's visit. Some graphs contain information on individual group members, or on activity periods and so forth.
- 3: The left side, or axis, shows categories. This graph shows different group sizes, others show group types, time periods, activities, and so forth.
- 4: The bottom axis and bars show the number of items that fall into each category. In some graphs, the bottom axis shows proportions.
- 5: In most graphs, percentages are added to provide additional explanation.

After this Introduction, the Methods are presented, followed by the Results. Next, a Menu for Further Analysis is provided to assist managers in requesting any additional analyses they desire. Finally, Appendix A contains the questionnaire used. Volume 2 of this report contains comments made by visitors who returned their questionnaires. Volume 3 contains an interpretive profile of Gettysburg, developed in conjunction with this study.

METHODS

The general strategy of the visitor mapping technique is to distribute mailback questionnaires to randomly selected visitors entering the park during a designated study period. Specific visitor sampling strategies differ from area to area, depending on unique site characteristics. Returned questionnaires are analyzed and a report is developed, containing maps, graphs, and tables.

Questionnaire design

The questionnaire asked visitors to keep track of where they went and their activities for the time they spent in the park (see Appendix A for a copy of the questionnaire). A park map, showing selected sites, and a list of activities were provided in the questionnaire. Using a diary format, respondents could report the sites they visited (in sequence) and their primary activity during several time periods. Additional information was requested about the group type and size, and the age, home zip code, and number of previous visits to the park of each group member. Also, several special questions were included based on the park staff's specific interests. Space was provided for respondents' comments about their visit and the survey.

Sampling

At Gettysburg, visitors who stopped at different park sites were sampled. This approach was selected because the park's road system is intricately mingled with that of the town of Gettysburg, with many possible entrances and exits to the park. Thus, visitors who drove through the park without stopping were not included in the sample. Eleven different sites were selected for sampling to ensure that as many different visitors as possible were represented.

The sites were:

1. the Oak Ridge tower
2. the Eternal Light Peace Memorial
3. the Culp's Hill tower
4. the Soldiers' National Cemetery
5. the Visitor Center
6. the Cyclorama Center
7. the Pennsylvania Memorial
8. Little Round Top
9. Devils' Den
10. the Virginia Memorial
11. the West End Guide Station

Visitors were sampled from 8 a.m. until 8 p.m. during the week of July 22--28.

Each day was divided into time periods. The time periods were then randomly assigned to the eleven sampling sites. Sites that were visited by more people were assigned more time periods for sampling than sites that were visited less often (based on previous park estimates). At each four-minute interval during the sampling periods, a visitor group was selected at random to be included in the study.

Questionnaire administration

Visitor groups were stopped by a contact person, greeted, briefly introduced to the study, and asked to participate. If a visitor agreed, further instructions were given. One adult member of the group was asked to complete the questionnaire. Completed questionnaires could be sealed and returned via U.S. mail, postage paid.

Data analysis

A cut-off date was established for incoming questionnaires approximately ten weeks after they were distributed. All questionnaires that arrived within this period were coded and entered into a computer. Frequency distributions and crosstabulations were calculated, using a standard software package. Respondents' comments were summarized, and copies of the comments provided in Volume 2 of this report.

Sample size, missing data, and reporting errors

In a visitor mapping study, some information is collected on visitor groups, some on individual group members, and some on group behavior, which is measured in period visits (see Introduction). Therefore, in the results, the 'N', or number in the sample, varies from figure to figure. For example, Figure 1 shows information on 447 visitor groups, while Figure 3 shows information on 1,540 individual group members, and Figure 7 shows information on 2,404 period visits. Each figure contains a note in the upper left-hand corner that specifies what information it illustrates.

Often, a respondent may not answer all of the questions in a questionnaire, or may answer some incorrectly. Unanswered questions create missing data. Missing data also causes the 'N' to vary. For example, although 454 questionnaires were returned, Figure 1 shows groups sizes for only 447 respondents because of missing data.

Questions answered incorrectly due to carelessness, misunderstanding directions, maps, and so forth, show up in the data as reporting errors. Reporting errors create small, but obvious inconsistencies in the data. For example, it is possible that much of the resting reported during the sunrise and early evening periods may not have occurred within the park; visitors may not have understood to report their activities only for the time they spent in the park.

Limitations

The mapping technique has several limitations. First, the questionnaire asks visitors to record their location and activities, and it is not possible to know whether their responses reflect actual behavior. This disadvantage is applicable to all time-budget studies and is reduced by having visitors fill out the questionnaire as they visit the park.

Second, the data describe the use patterns of only those visitors during the designated study period who visit the sites sampled. The results do not apply to visitors

who use the park during different times of the year or who do not stop at the sample sites.

Third, respondents can only indicate their primary activity for each time period. Because visitors may be involved in additional activities during a time period, the data present a simplified picture of visitor behavior. Also, period visits represent major time periods that are easy for respondents to remember; they cannot be converted into other time units, such as hours or days.

Fourth, data are not collected on non-respondents. Thus, we do not know if the visitors who return their questionnaires differ from those who do not.

Finally, the map presented in the questionnaire may have affected some visits by influencing people to visit all or most of the sites shown. Thus, some visitor groups may have visited more sites than they would have normally. We have no evidence to determine what proportion of respondents may have been influenced this way, or to what degree their visits were altered.

Nevertheless, the mapping data provide managers with a useful profile of visitor use, which can be further analyzed in a number of ways, as illustrated in the menu for further analysis.

RESULTS

A. Visitors contacted

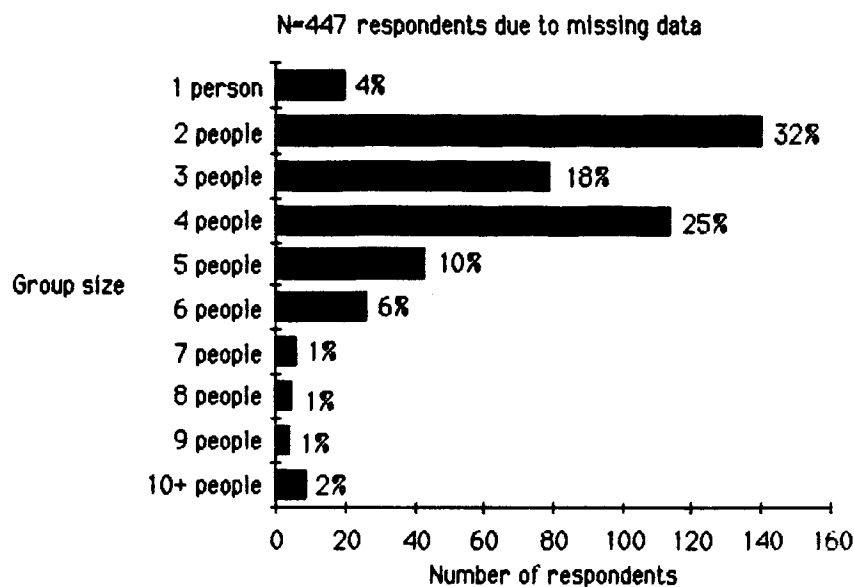
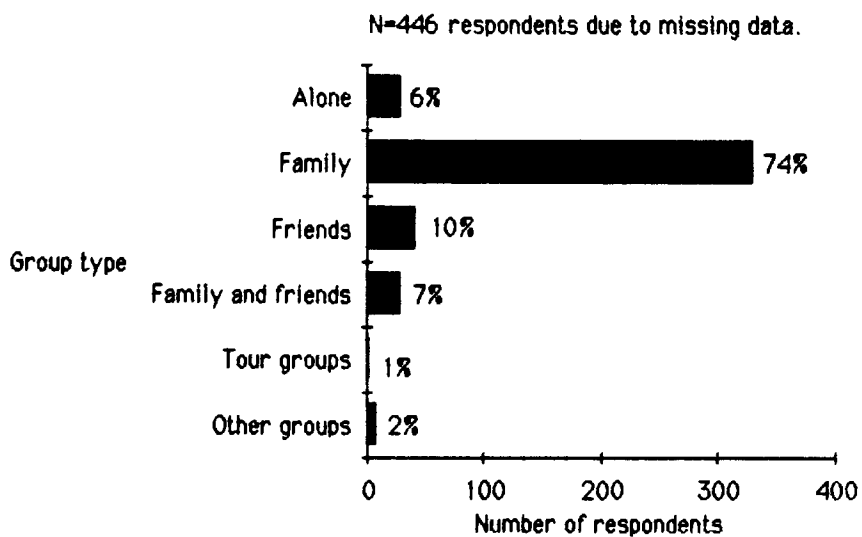
One thousand one hundred fifteen visitor groups were contacted, and 1093 agreed to participate. Thus, the acceptance rate was 98 percent. Four hundred fifty-four completed and returned their questionnaires, a 41 percent response rate. The acceptance and response rates are similar to those in previous visitor mapping studies.

B. Visitor characteristics

The returned questionnaires provide information on both the visitors who responded and the groups they were with. Figure 1 shows the group sizes, which ranged from one to 47 people. The most common (mode) group size was two people, while the average group size was three. Nearly three-fourths of the visitors came in family groups, as shown in Figure 2.

Questions were asked on the age and number of previous visits to Gettysburg of each group member; Figures 3 and 4 illustrate the results. There was a wide range of ages; the most common were children under 15 years old and adults between the ages of 35 and 45. Most visitors were making their first visit to Gettysburg.

The home zip code of each group member was also asked. Visitors came from many different residences. Two percent were from foreign countries; Table 1 shows the number from each country. Ninety-eight percent were from the U.S.; Map 1 shows the proportion from each state. Twenty-eight percent were Pennsylvania residents; Map 2 shows the proportion from each county.

B. Visitor characteristics (continued)**Figure 1: Visitor group sizes****Figure 2: Visitor group types**

B. Visitor characteristics (continued)

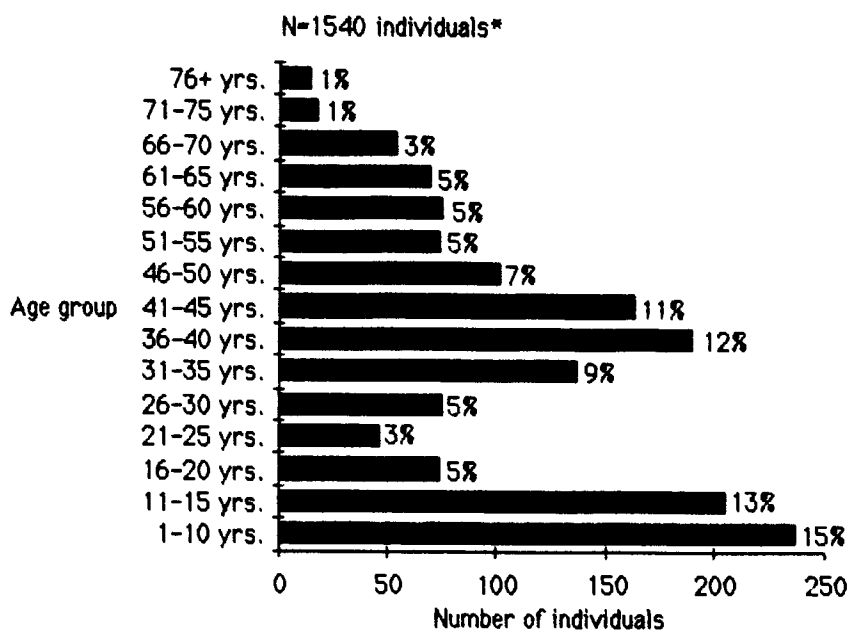


Figure 3: Visitor ages

* Ages, zip codes, and previous visits were asked of individual group members

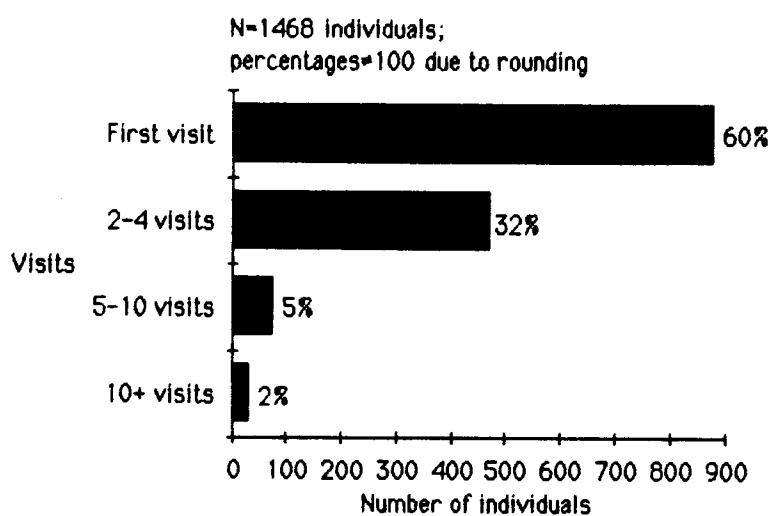
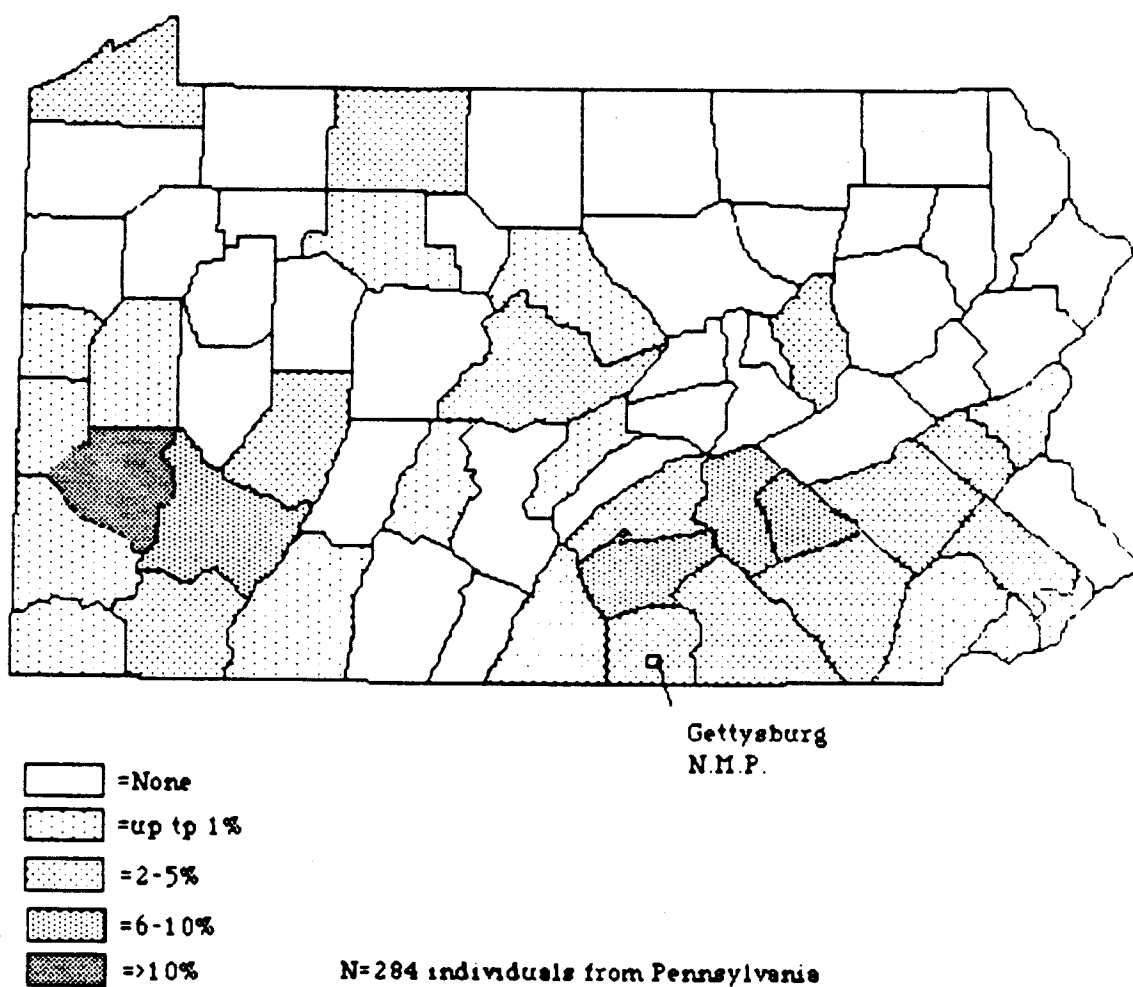


Figure 4: Number of visits

B. Visitor characteristics (continued)**Table 1: Number of visitors from each country***

Country	Number of individuals
Canada	18
England	4
Finland	1
France	1
Germany	3
Italy	4
Spain	1

*N=32 individuals from foreign countries

B. Visitor characteristics (continued)

Map 2: Proportion of visitors from each county
--Pennsylvania visitors

C. Visitor use of time

Most visitors entered Gettysburg between 9:00 a.m. and 2:00 p.m., as shown in Figure 5. Most spent between three and six hours in the park, as shown in Figure 6. Fifty-one percent of the visitors reported that they stayed in the Gettysburg area overnight.

Visitor activities over time are measured in activity periods (see Introduction), which represent one group in the park doing a particular activity for a specific time period. The amount of activity periods occurring in the park changed throughout the day, as shown in Figure 7. The largest proportions of activity periods occurred during the late morning, early afternoon, and late afternoon.

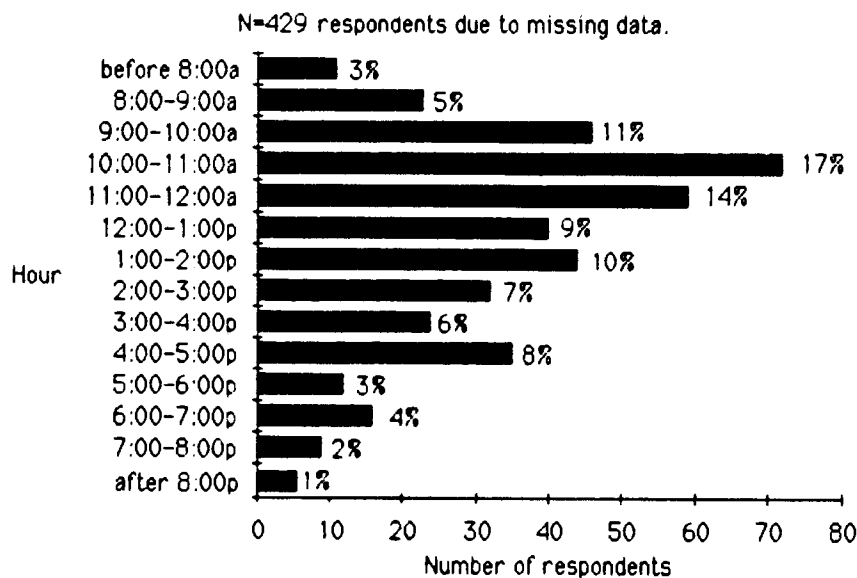


**Figure 5: Visitors entering Gettysburg N.M.P.
each hour of the day**

C. Visitor use of time (continued)

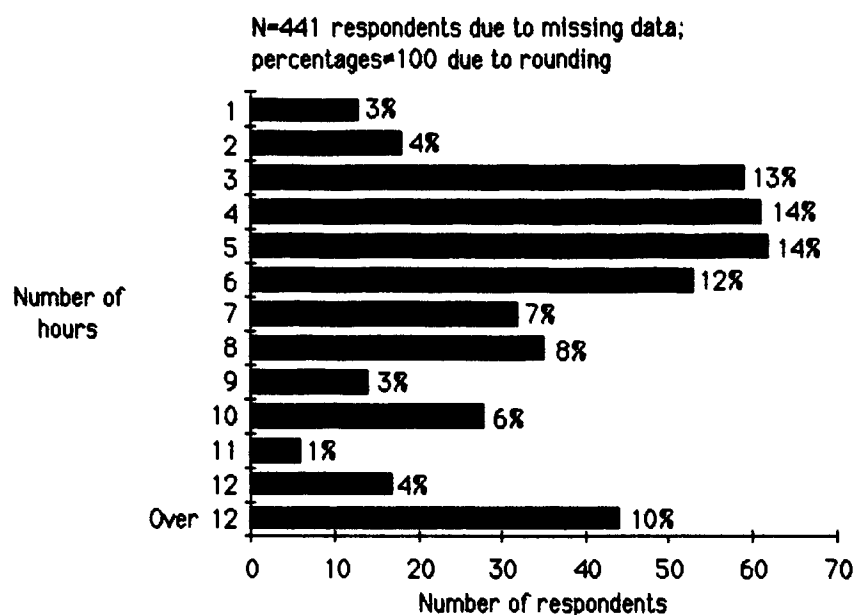


Figure 6: Number of hours visitors spent at Gettysburg

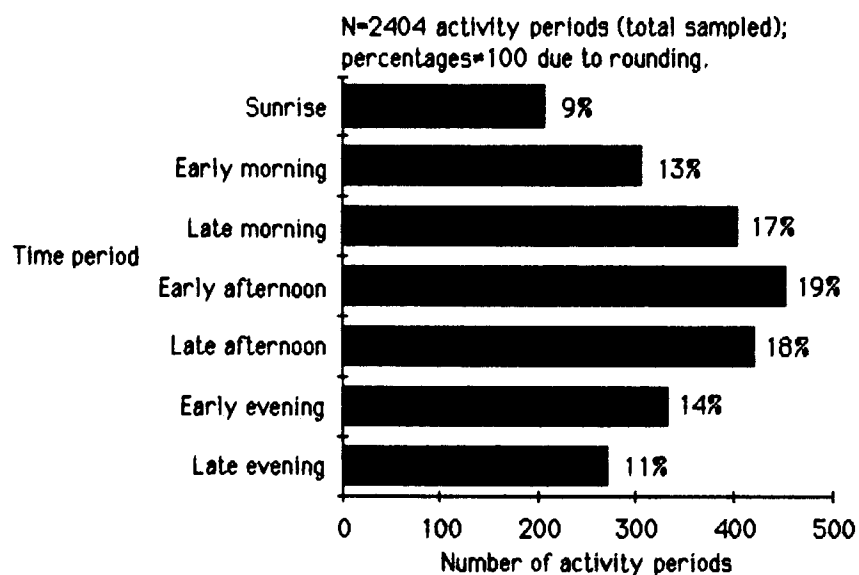


Figure 7: Activity periods each time period

D. Visitor activities

The activities visitors reported are shown in Figure 8. Motorized travel was the most common activity, followed by viewing interpretive facilities and resting. Visitors reported 'other' activities for seven percent of their activity periods.

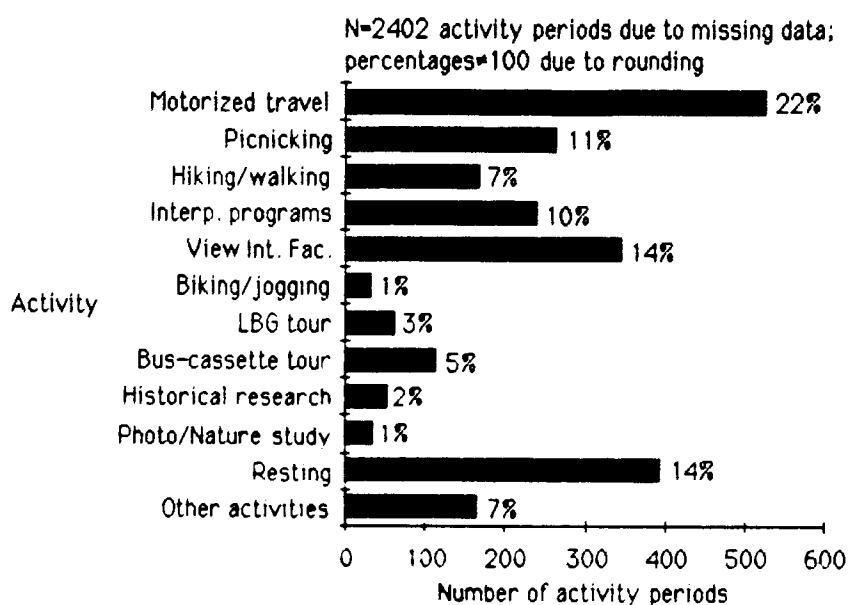


Figure 8: Activity periods for each activity

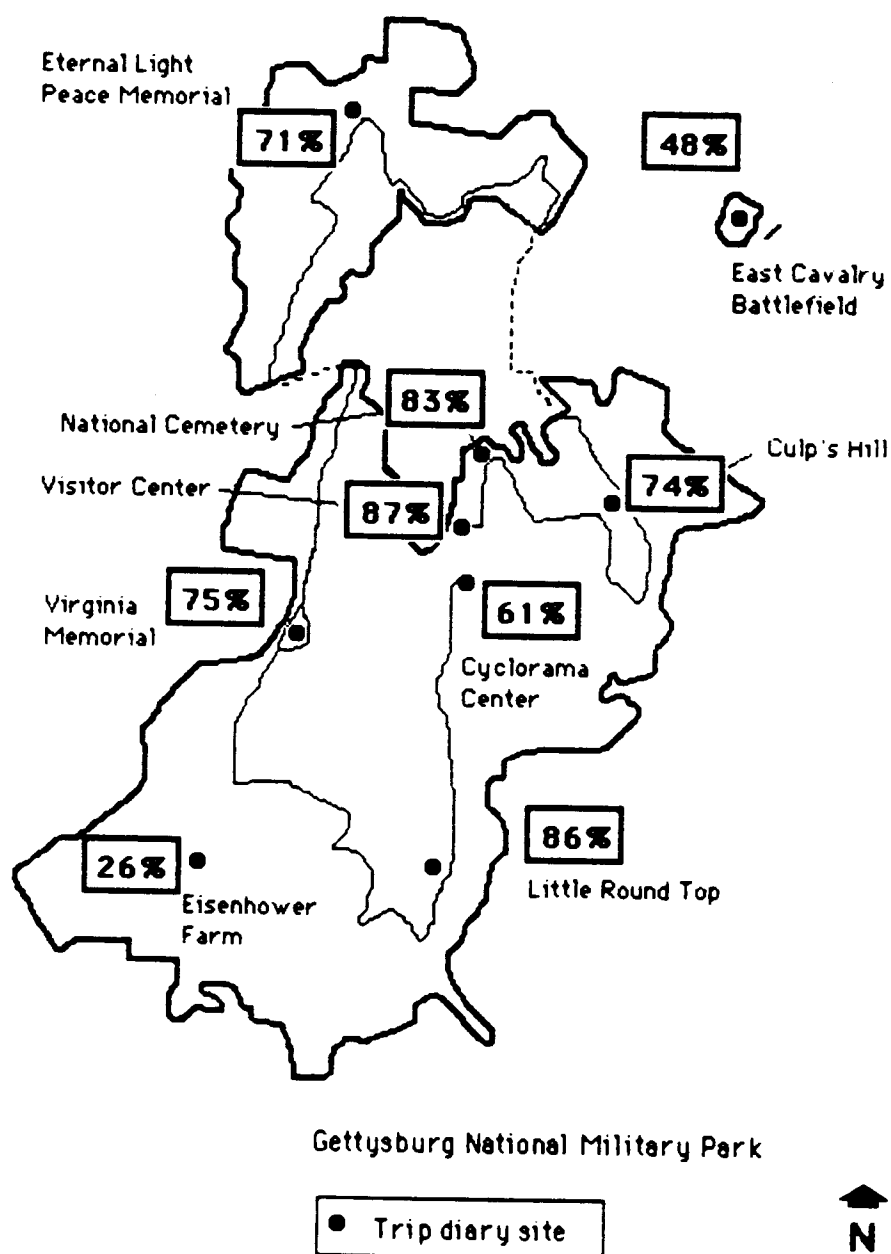
E. Visitor locations

Gettysburg visitors stopped at an average of six of the nine sites shown in the questionnaire (see questionnaire, Appendix A). Map 3 shows the proportions of visitors who visited each site. Eighty-seven percent visited the Visitor Center; large proportions of visitors also stopped at Little Round Top and the Soldiers' National Cemetery.

Figures 9 through 17 show, for those visitors who visited each site, the number who went there as a first site visited, second site visited, third site visited, and so forth. Seventy percent of those who visited the Visitor Center did so first, while the Soldiers' National Cemetery, Little Round Top, and the Eisenhower Farm were popular as second sites visited. Three hundred thirty-one different sequences of site visits were reported, but no sequence was reported by more than seven different groups. The sequences also showed that less than one percent of all visitors went only to the Eisenhower Farm.¹

Map 4 shows, for all visitors, the proportion who visited each site first. Most visitors went to the Visitor Center first.

¹This low percentage may largely be due to the sampling technique. Contact people were positioned to contact visitors as they approached the Visitor Center from either side (from the Visitor Center parking lot or the Cyclorama Center and over-flow parking lots). Thus most of the groups contacted at the site must have also gone to the Visitor Center, while those approaching strictly the Eisenhower Information Center (at the rear of the same building) may have been missed.

E. Visitor locations (continued)**Map 3: Proportion of visitors who visited each site**

E. Visitor locations (continued)

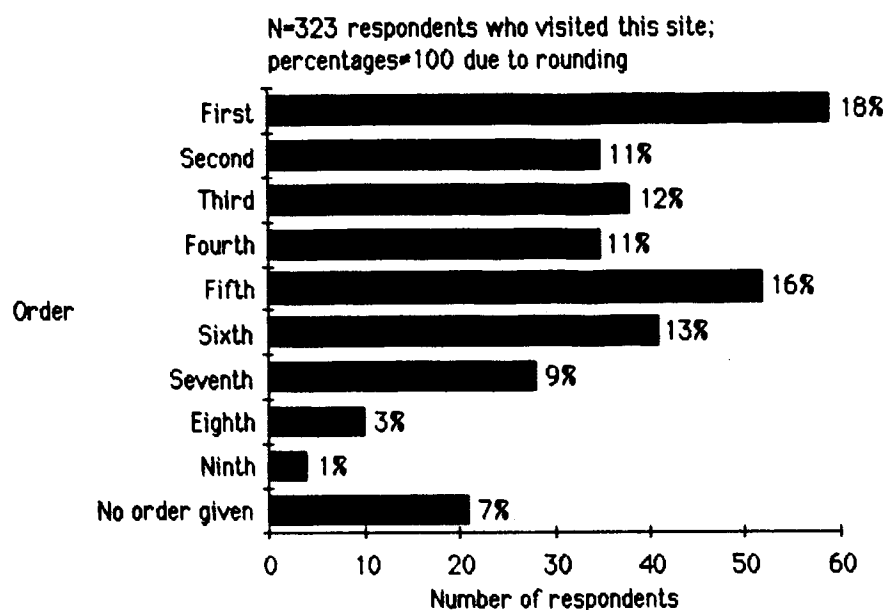


**Figure 9: Order in which visitors went to the
Eternal Light Peace Memorial**

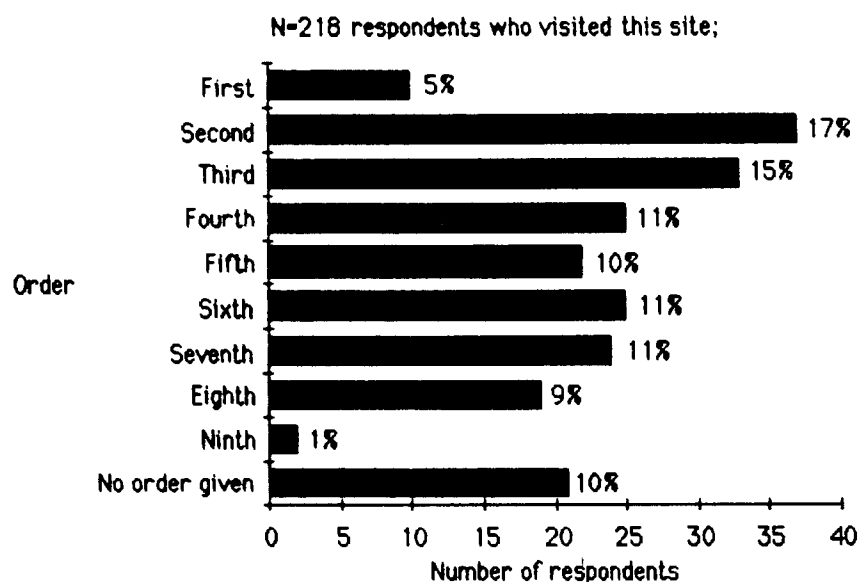


**Figure 10: Order in which visitors went to the
East Cavalry Battlefield**

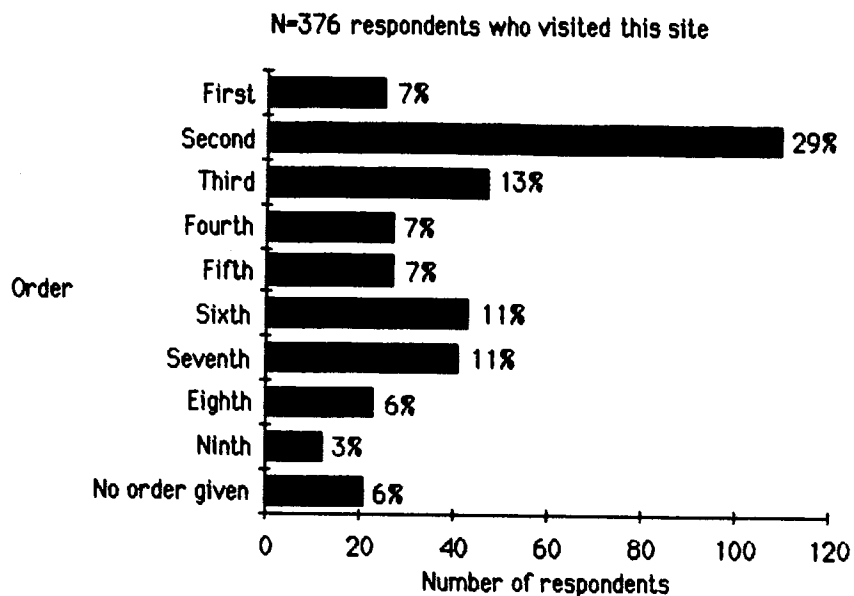
E. Visitor locations (continued)

Figure 11: Order in which visitors went to the Soldiers' National Cemetery

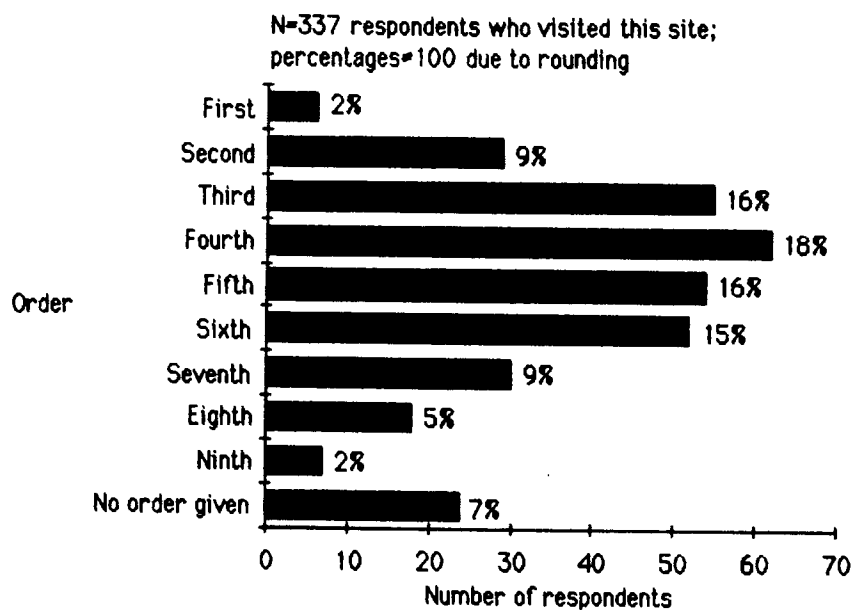


Figure 12: Order in which visitors went to Culp's Hill

E. Visitor locations (continued)

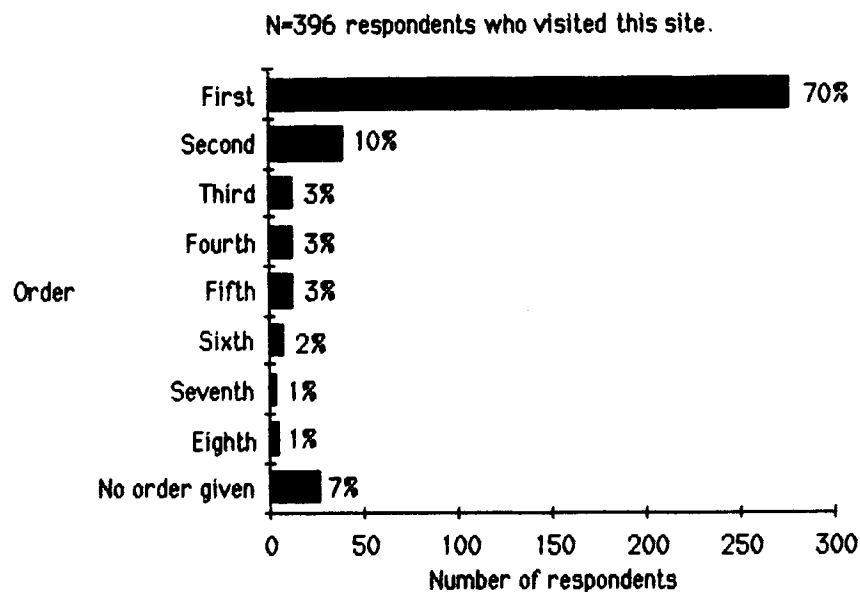


Figure 13: Order in which visitors went to the Visitor Center

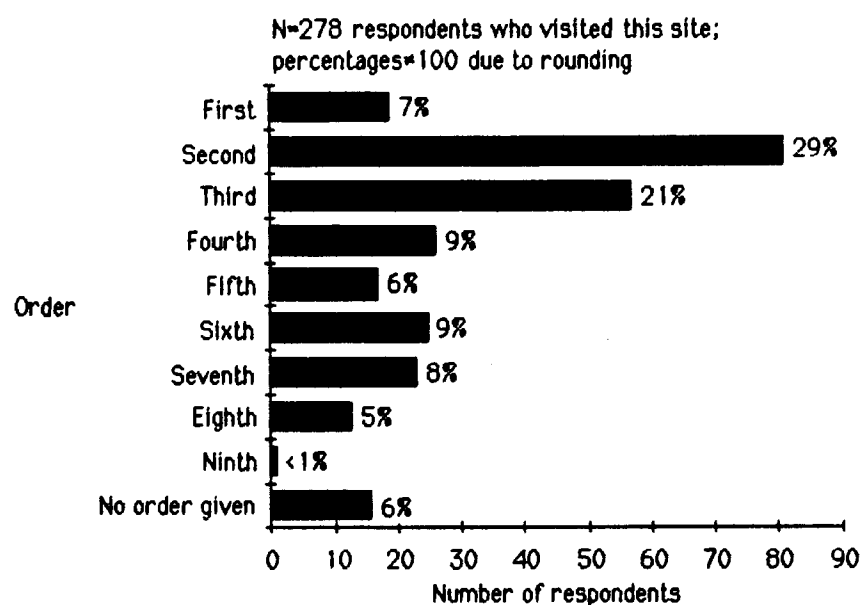


Figure 14: Order in which visitors went to the Cyclorama Center

E. Visitor locations (continued)

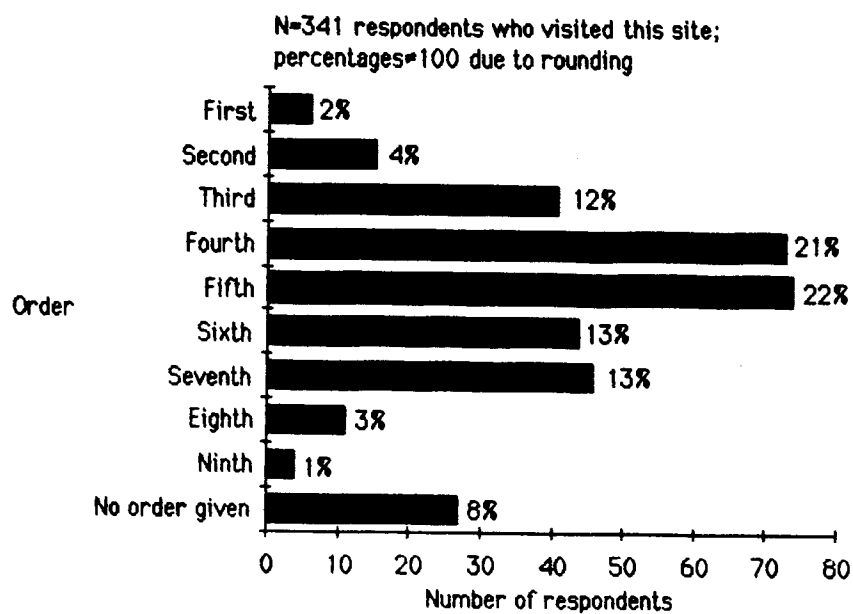


Figure 15: Order in which visitors went to the Virginia Memorial

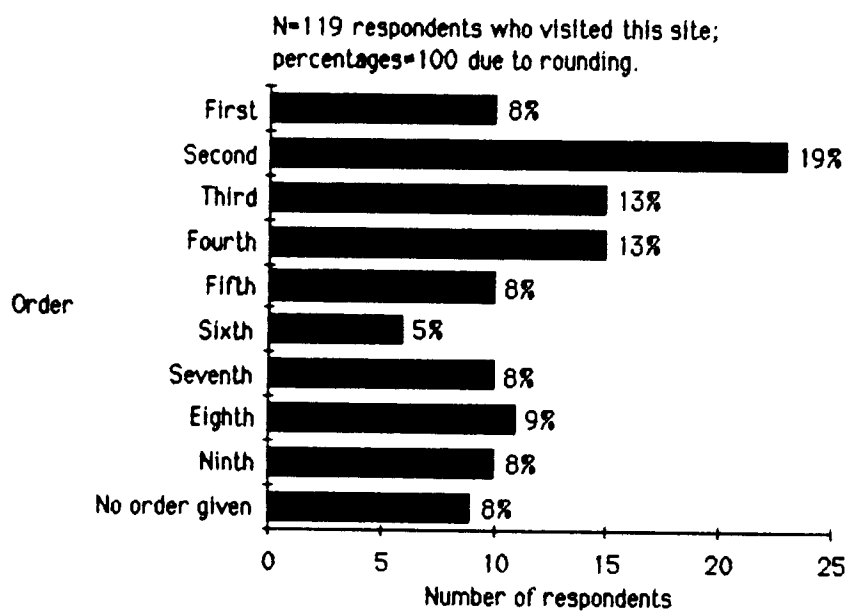


Figure 16: Order in which visitors went to the Eisenhower Farm

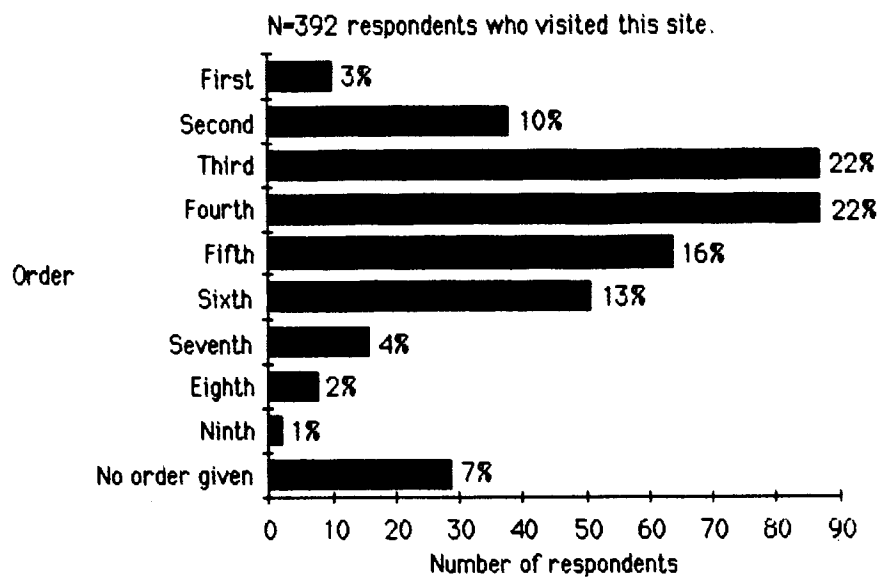
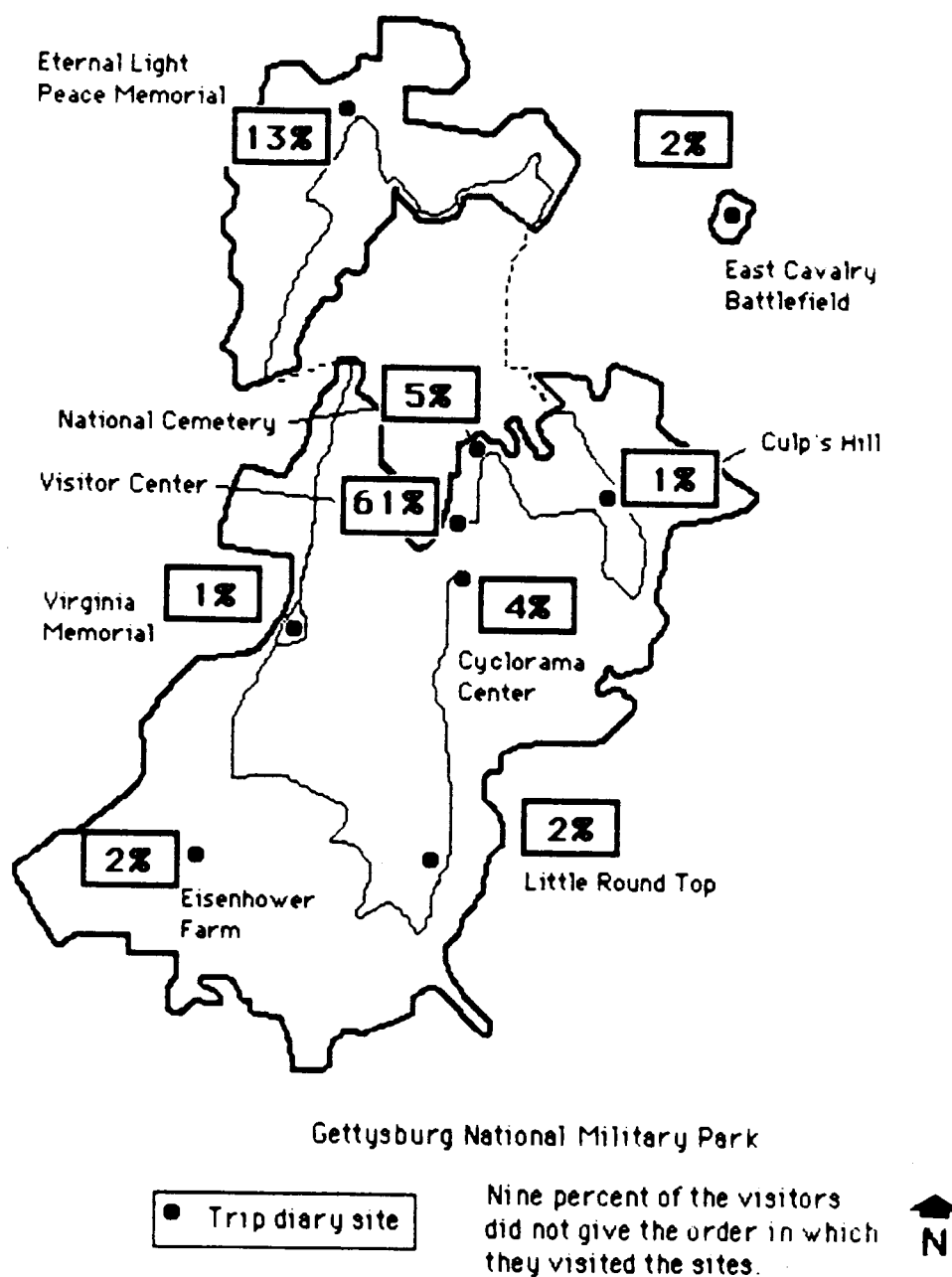
E. Visitor locations (continued)

Figure 17: Order in which visitors went to Little Round Top

E. Visitor locations (continued)



Map 4: Proportion of visitors who visited each site first

F. Activities and use of time compared

Visitor activities varied throughout the day, as shown in Figures 18 through 24. Motorized travel and viewing interpretive facilities were predominant activities from early morning through late afternoon; picnicking and attending interpretive programs were also common activities during these time periods. Figures 25 and 26 show changes in the amount of activity periods by day of visit. The distribution of activities varied little by day of visit.

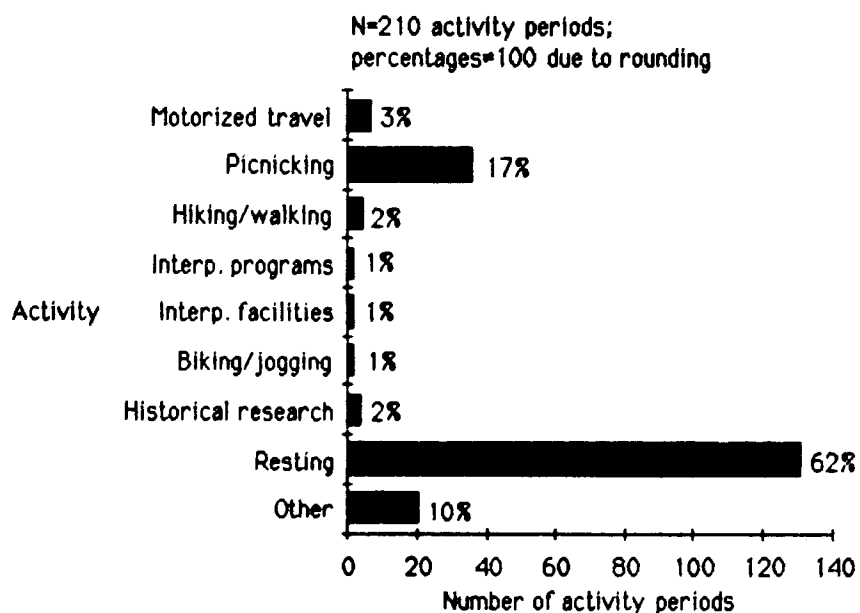


Figure 18: Activity periods for each activity
--sunrise period

F. Activities and use of time compared (continued)

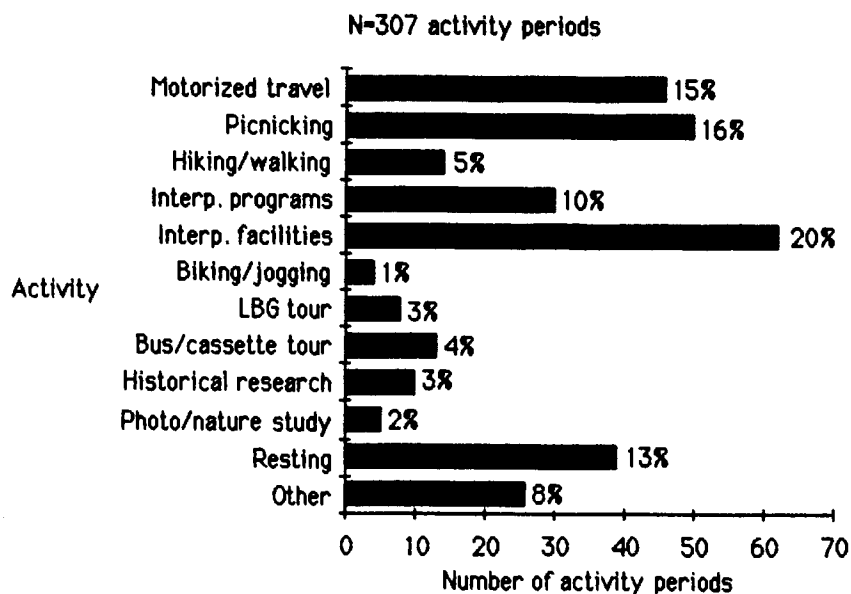


Figure 19: Activity periods for each activity
--early morning period

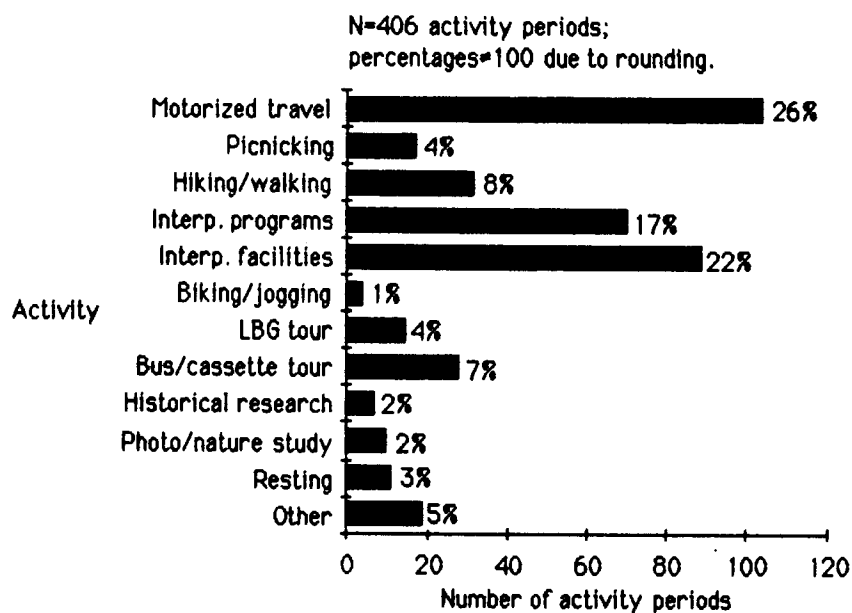


Figure 20: Activity periods for each activity
--late morning period

F. Activities and use of time compared (continued)

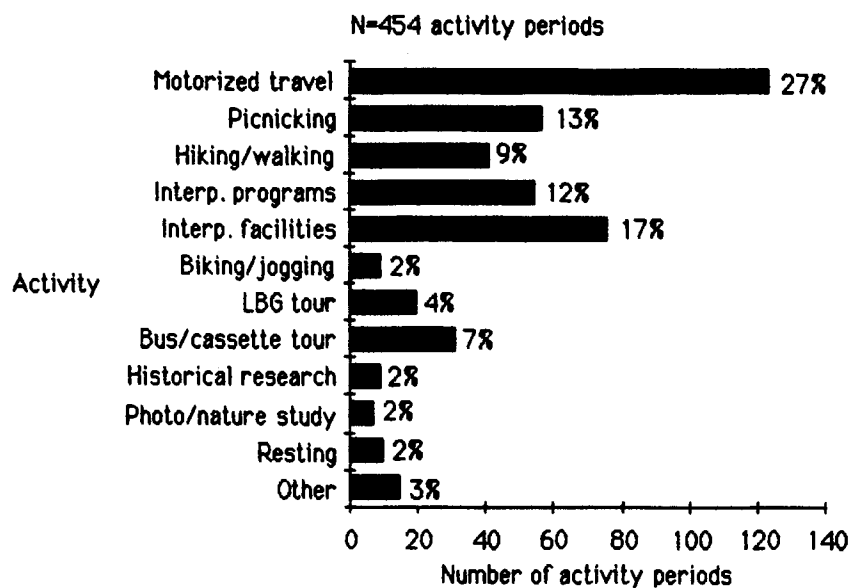


**Figure 21: Activity periods for each activity
--early afternoon period**

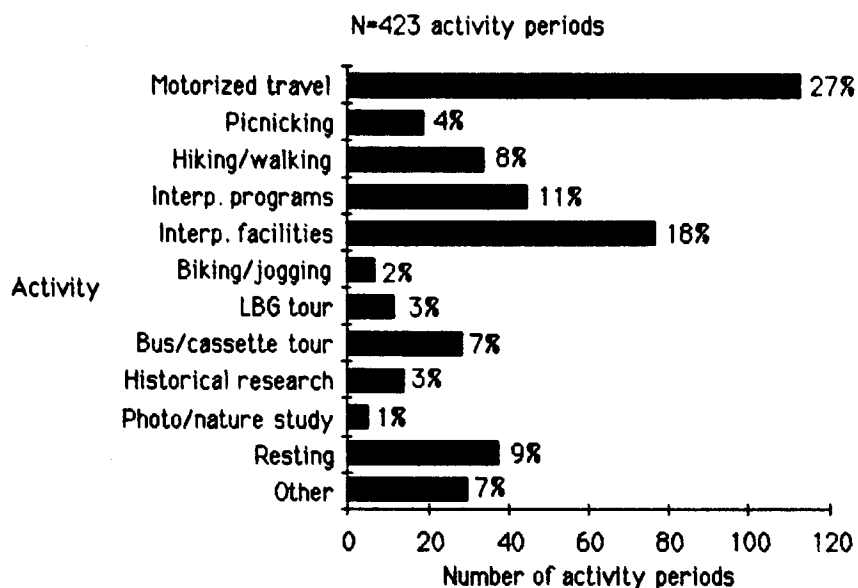


**Figure 22: Activity periods for each activity
--late afternoon period**

F. Activities and use of time compared (continued)

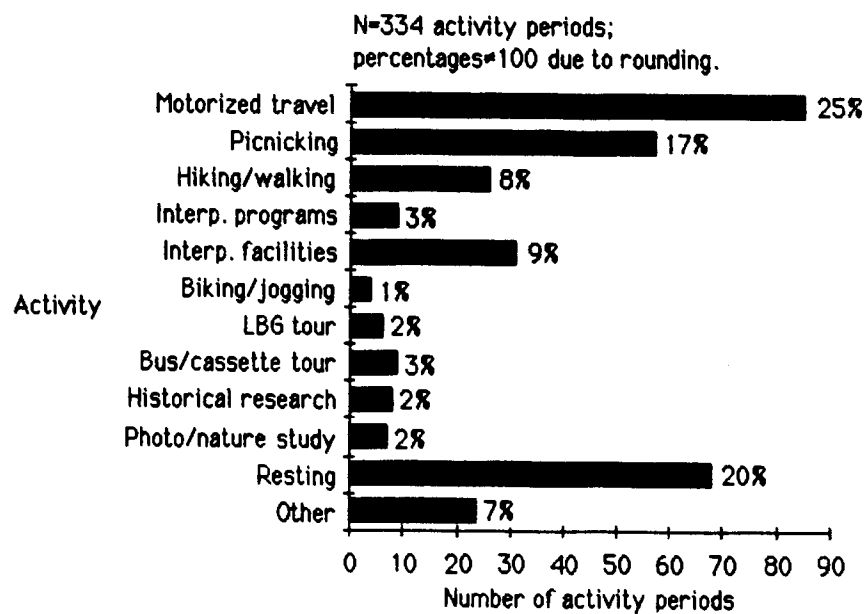


Figure 23: Activity periods for each activity
--early evening period

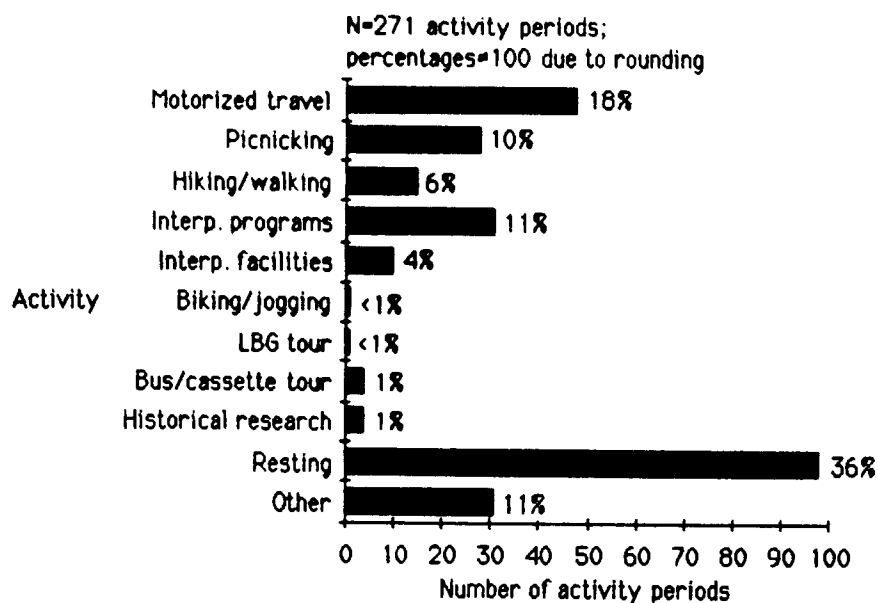


Figure 24: Activity periods for each activity
--late evening period

F. Activities and use of time compared (continued)

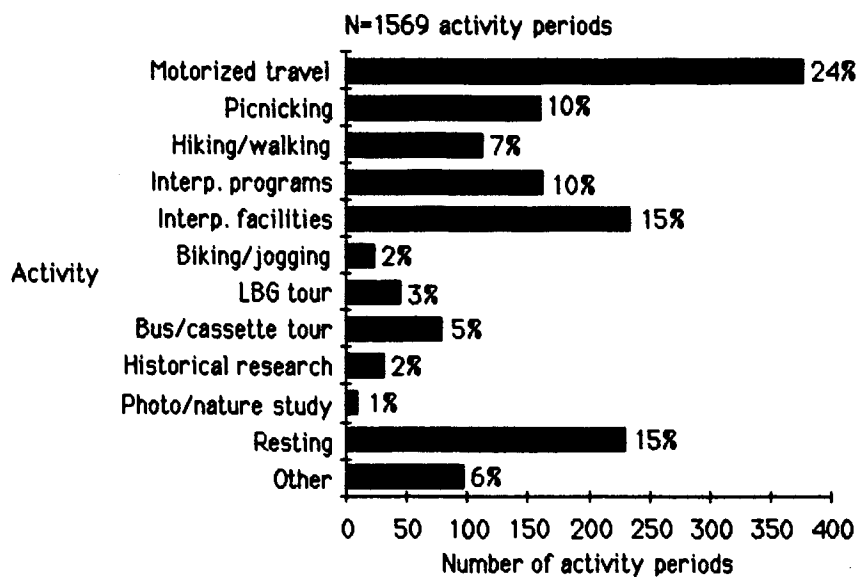


Figure 25: Activity periods for each activity
--Day 1 of visit

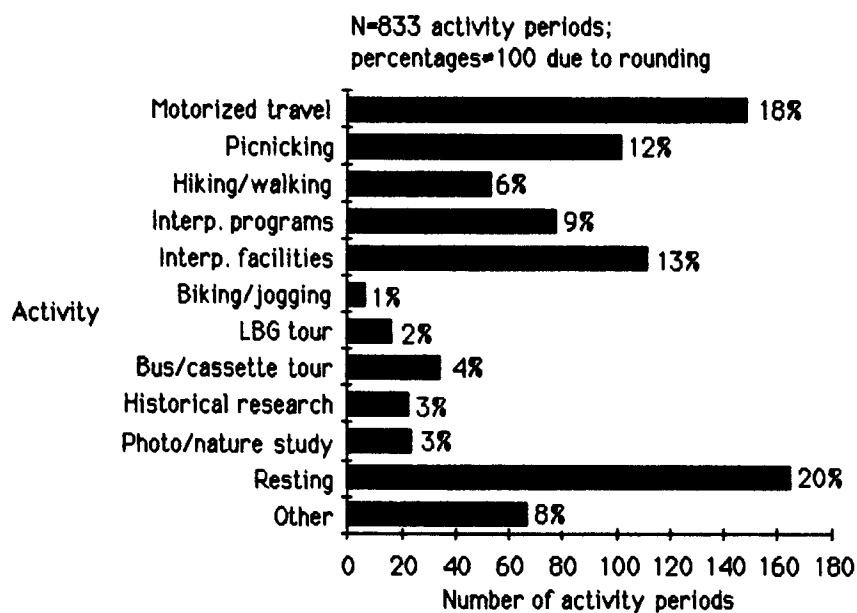


Figure 26: Activity periods for each activity
--Day 2 of visit

G. Characteristics and behavior compared

Visitor characteristics (group size, group type, age, residence, and number of previous visits to Gettysburg) were compared to different behavior (hours in park, sites visited, and so forth) to determine whether certain types of visitors use the park differently than others. The Chi-square statistic was used; the statistic tests whether or not a particular characteristic, such as a group size of two, is associated with whether or not a visitor stopped at a particular site, such as the Cyclorama Center, or used a particular visitor service, such as the Electric Map¹. The following table illustrates the comparisons that were made, and whether or not associations were indicated by the Chi-square test.

Often, Chi-square will depict very small differences as statistically significant. Therefore, additional statistical measures were used to assess the strength of the association between the characteristic and the behavior². An indicator of the strength of each association, such as weak, moderate and so forth, is noted.

¹The Chi-square test compares a distribution, such as different group sizes, for one portion of a sample (eg. visitors who visited the Cyclorama Center) to the distribution of that characteristic in the entire sample. If a difference between the portion and the entire sample would occur 95 times out of 100, the statistic is said to be significant at the .05 level. Thus, we can be 95 percent certain that one characteristic (group size) is associated with another (visiting the Cyclorama Center). 95 percent is a common criteria for determining whether two characteristics are associated.

²A measure of association represents a percentage increase in our ability to predict a visitor's characteristic (group type, group size, and so forth) when some other information is known (in this case, a behavior such as a site visit or use of a service). Associations which increased the ability to predict by up to 10 percent were very weak, those providing an 11 to 15 percent increase were weak, a 16 to 20 percent increase moderate, and an over 20 percent increase strong.

G. Characteristics and behavior compared (continued)

Table 2: Comparison of visitor characteristics with behavior

Characteristic	Behavior			
	Days spent	Hours spent	Sites visited	Services used
	Any association?			
	No	No	Yes ¹	Yes ²
Group size	No	No	Yes ¹	Yes ²
Group type	No	No	Yes ³	Yes ⁴
Age group ^a	No	No	No	No
Zip code ^{a,b}	No	No	No	No
Previous visits ^a	No	No	Yes ⁵	Yes ⁶

a: comparisons of age, zip code, and number of previous visits were made using the respondents only, and do not include individual group members.

b: for comparison purposes, zip codes were classified into PA residents and non-PA residents.

An example: If you were interested in finding out whether or not a certain group type, such as tour groups, was more likely to visit some sites than others, you would locate 'Group type' in the left-hand column and move to the right under the columns for different behaviors. The 'Yes' under 'Sites visited' indicates that there was an association between group type and visits to some sites. The '3' refers to note 3 on the next page, which explains the associations.

G. Characteristics and behavior compared (continued)

- ¹Very weak associations suggested that visitors who were alone were less likely to visit the Cemetery and Culp's Hill than other group sizes. A weak association suggested that visitors who were alone were less likely to visit the Visitor Center and that groups of three to five people were more likely to visit the Visitor Center than other group sizes.
- ²A very weak association suggested that large groups (over 10 people) were less likely to use the self-guided auto tour than other group sizes. A moderate association suggested that large groups were more likely to use the Licensed Battlefield Guides than other groups.
- ³Very weak associations suggested that tour groups and 'other' groups were more likely to visit the Soldiers' National Cemetery, Culp's Hill, and the Eisenhower Farm than other group types, and that, again, visitors who were alone were less likely to visit the Cemetery or Culp's Hill.
- ⁴A very weak association suggested that tour groups were more likely to use the Licensed Battlefield Guides than all other group types.
- ⁵Weak to moderate associations suggested that frequent visitors were less likely to visit the Eternal Light Peace Memorial, East Cavalry Battlefield, Soldiers' National Cemetery, Culp's Hill, and the Visitor Center than those who had visited fewer times.
- ⁶Very weak associations suggested that frequent visitors were less likely to use the self-guided auto tour and the Electric Map than visitors with fewer previous visits. A strong association suggested that first-time visitors were more likely to use the Licensed Battlefield Guides than visitors who had been to Gettysburg more often.

H. Special question 1--The Gettysburg Address

Question 5 (see questionnaire, Appendix A) asked visitors if they viewed the draft of the Gettysburg Address or visited the site where the address was delivered.

Figure 27 shows their responses. A majority both viewed the draft and visited the site.

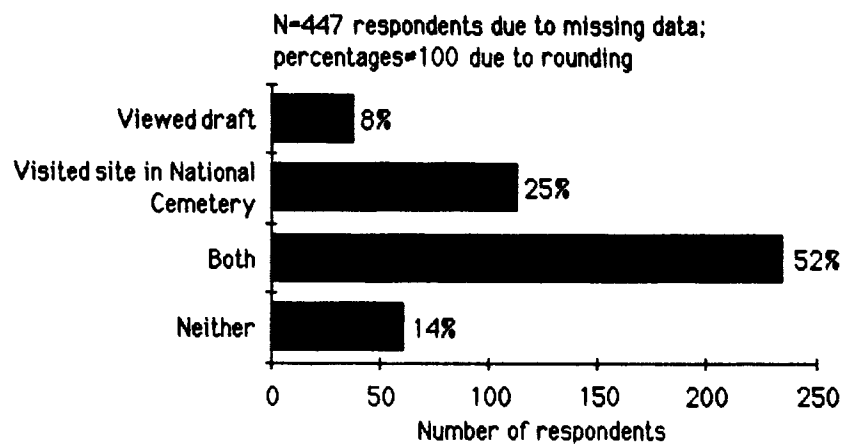


Figure 27: Visitors who viewed the draft or visited the site of the Gettysburg Address

I. Special question 2--Visitor services

Question 6 (see questionnaire, Appendix A) asked visitors if they used several interpretive services and asked for ratings of the services they used. Figure 28 shows the proportion of visitors who used each of the services listed. The self-guided auto tour, the Visitor Center bookstore, and the Electric Map received the largest proportions of use. Visitors were also able to list other services they used; their responses included:

1. the Cyclorama (12)
2. Campfire programs (3)
3. the Eisenhower Farm (2)
4. the Visitor Center and Museum (2)
5. the living history walk
6. interpretive programs

Also, several non-NPS services were listed, such as the National Tower, Auto/cassette tours, the Wax Museum, and local citizens.

Figures 29 through 37 show the ratings visitors gave each service. Very high proportions of visitors rated the Electric Map and the Licensed Battlefield Guide tours as 'extremely useful.'

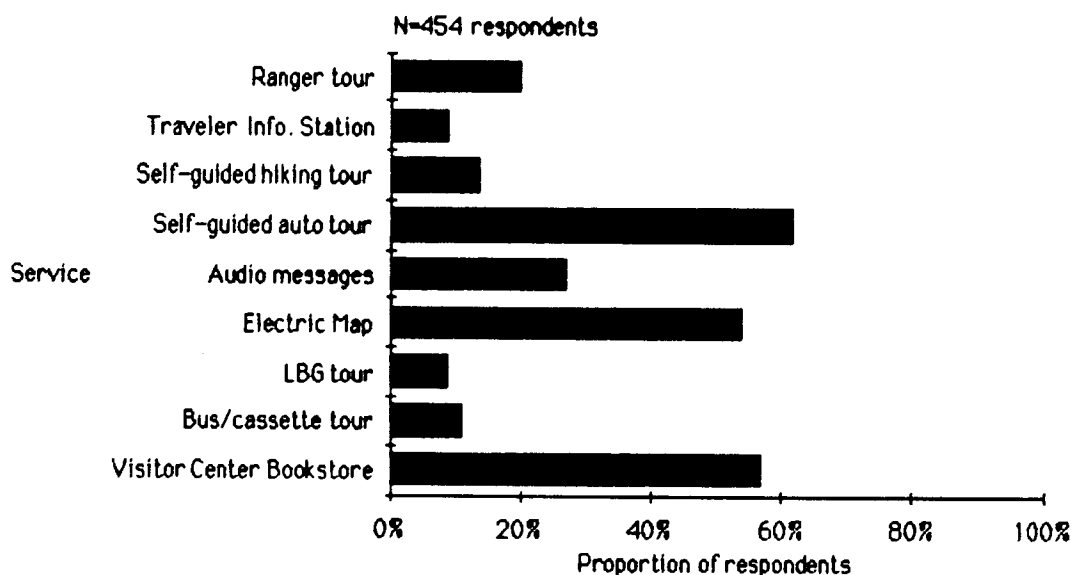
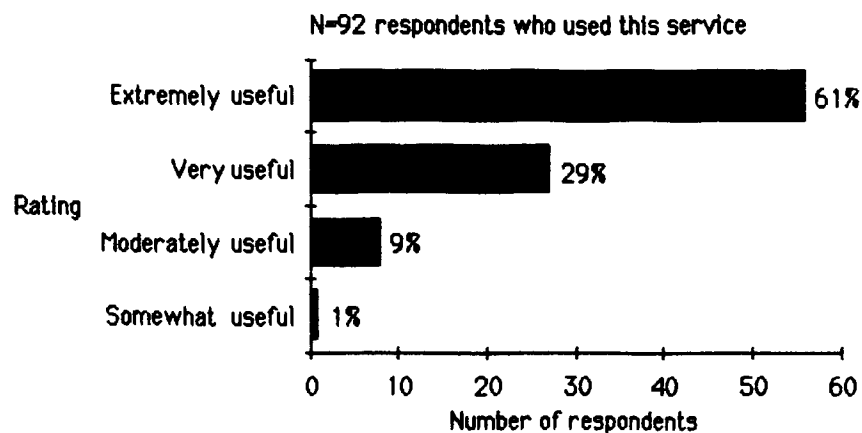
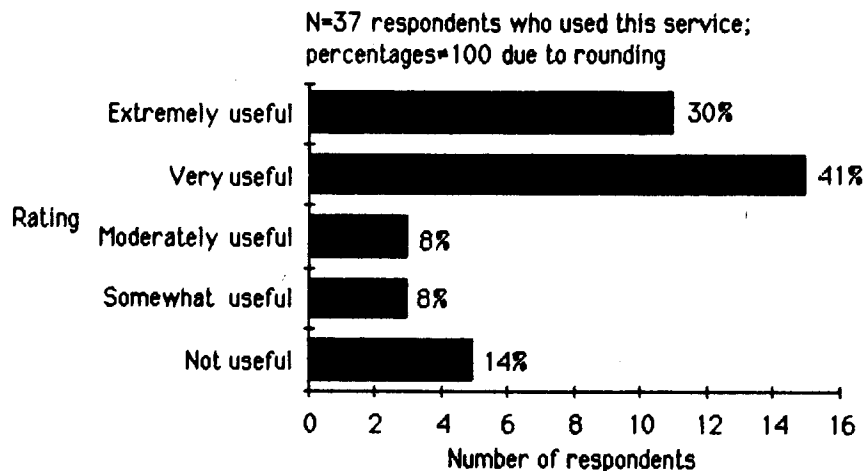


Figure 28: Proportion of visitors who used each service

I. Special question 2--Visitor services (continued)**Figure 29: Visitor ratings of ranger tours****Figure 30: Visitor ratings of the traveler information station**

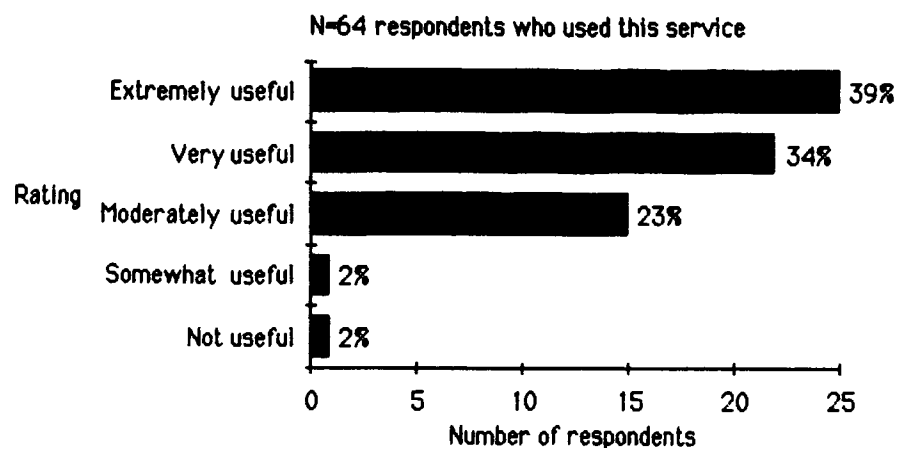
I. Special question 2--Visitor services (continued)

Figure 31: Visitor ratings of the self-guided hiking tours

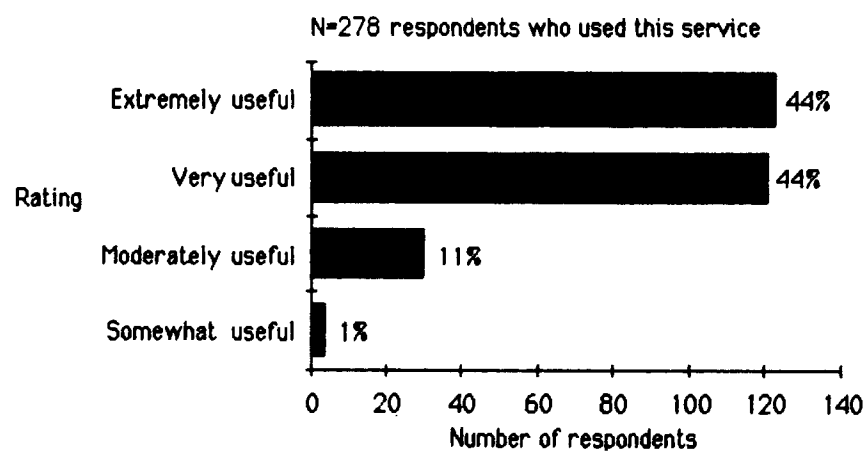
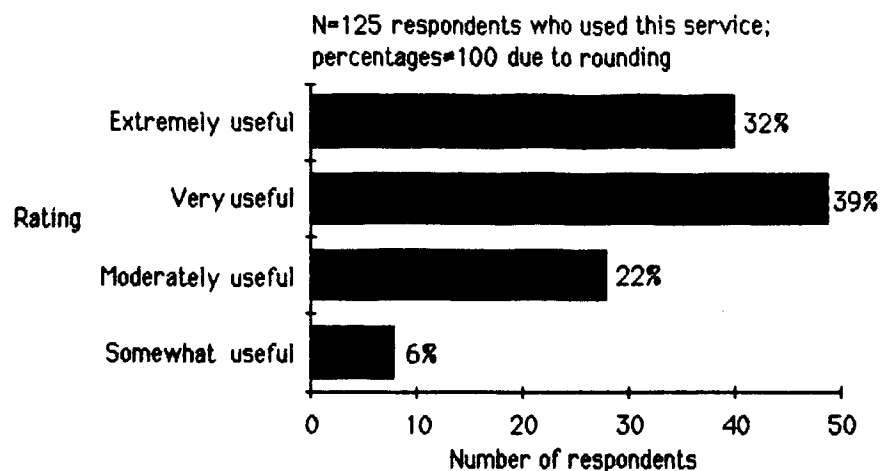
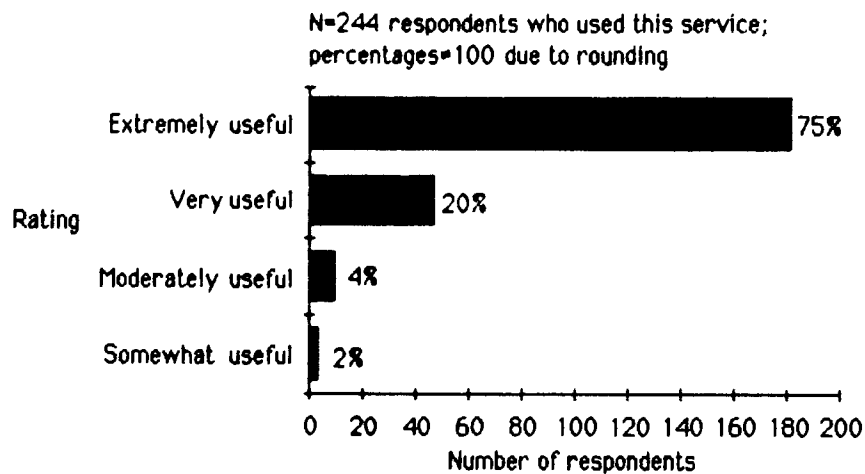


Figure 32: Visitor ratings of the self-guided auto tour

I. Special question 2--Visitor services (continued)**Figure 33: Visitor ratings of the audio messages****Figure 34: Visitor ratings of the Electric Map**

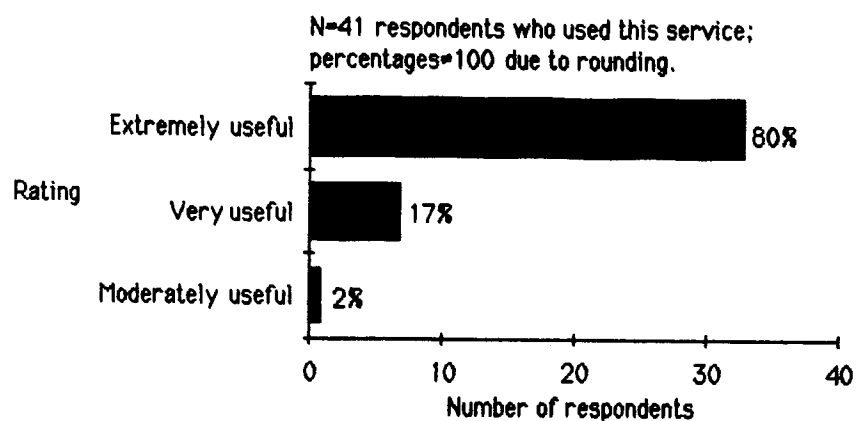
I. Special question 2--Visitor services (continued)

Figure 35: Visitor ratings of the Licensed Battlefield Guide tours

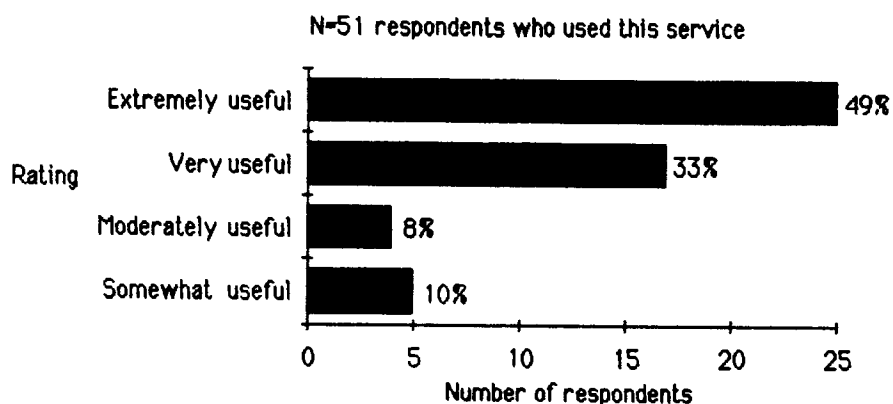


Figure 36: Visitor ratings of the bus/cassette tours

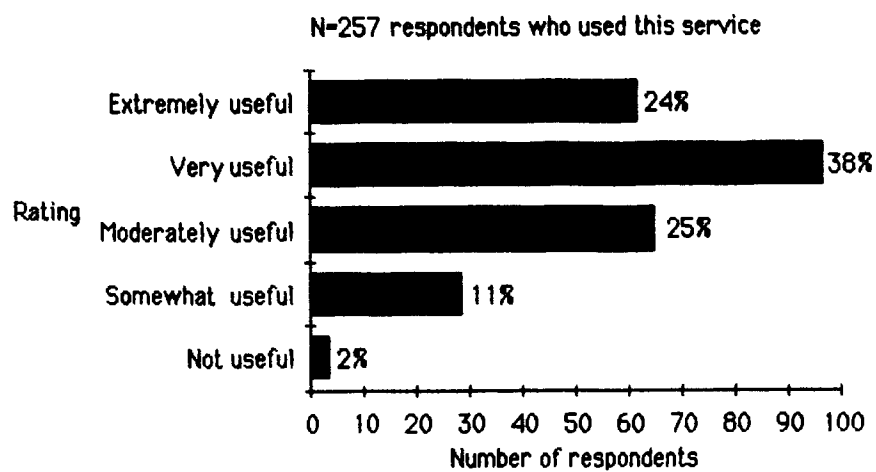
I. Special question 2--Visitor services (continued)

Figure 37: Visitor ratings of the Visitor Center bookstore

J. Special question 3--Tour sequence

Question 7 (see questionnaire, Appendix A) asked visitors if they felt that making tour stops in chronological order was important for understanding the battle. As shown in Figure 38, 80 percent said yes (indicating they thought making the stops in order was important), while eight percent said no and 12 percent had no opinion.

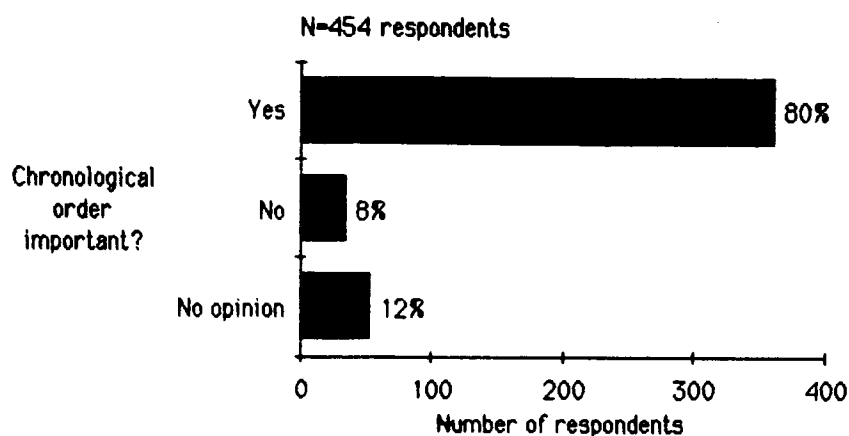


Figure 38: Visitors opinions on making stops in chronological order

K. Special question 4--Locating the park

Question 8 (see questionnaire, Appendix A) asked visitors how they located the park. Figure 39 shows their responses. A majority of visitors used guidebooks or maps and road signs. Visitors were also asked to list other information sources they used in locating the park. Their responses included:

1. knowledge of the area/previous visits (21)
2. accompanied local residents or relatives (7)
3. AAA (6)
4. miscellaneous pamphlets or brochures (2)
5. sent for information from state of PA
6. newspaper or magazine articles
7. Civil War publications
8. checked with Gettysburg Tour Center

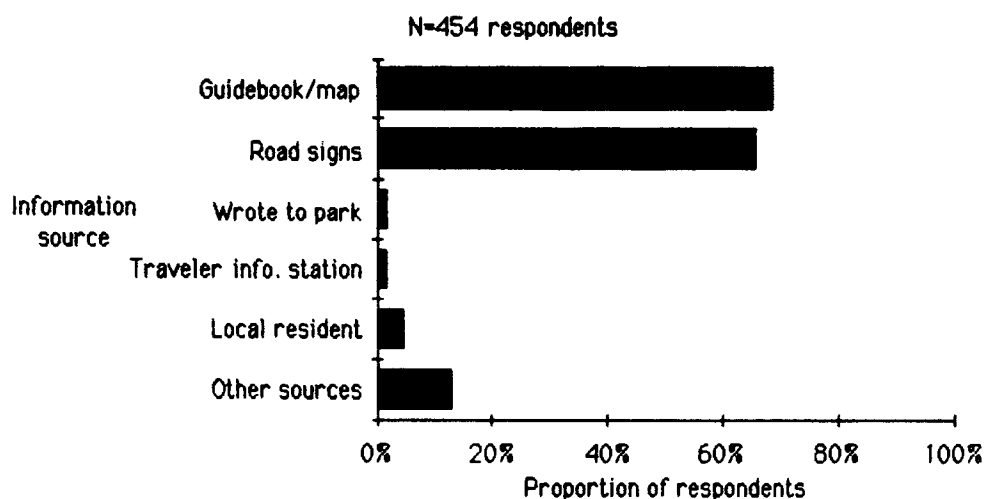


Figure 39: Proportion of visitors using each information source to locate the park

L. Special question 5--Distracted by modern structures?

Question 9 (see questionnaire, Appendix A) asked visitors if they were distracted by the presence of modern structures near the historic battlefield scene. Twenty five percent reported that they were distracted. A review of the visitor comments revealed that nine percent specifically mentioned being distracted by a tower.

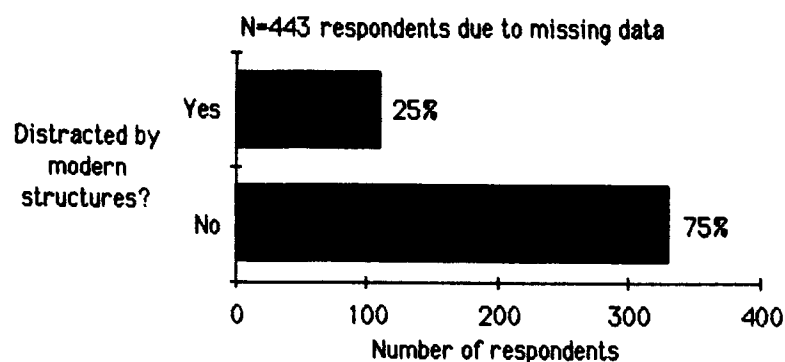


Figure 40: Visitors who were distracted by modern structures

MENU FOR FURTHER ANALYSIS

This report contains only some of the information that can be provided by the visitor mapping technique. By comparing characteristics such as location, time of day, etc., in different ways, many further analyses can be made. You may wish to see other tables, graphs, and maps in order to learn more about park visitors. This menu is provided so that you can order these easily. Two kinds of analyses are available:

1) Two-way comparisons--comparing two characteristics at a time. For example, if you wished to know which age groups engaged in a particular activity, you could request a comparison of age group by activity; if you wished to know which sites received a greater portion of visits each day, you could request a comparison of sites visited by entry day.

2) Three-way comparisons--comparing a two-way comparison to a third characteristic. For example, if you wished to know the different amounts of activities of each age group during each time period, you could request a comparison of (activity by time period) by age group; if you wished to know which group sizes were participating in an activity during each time period, you could request a comparison of (activity by time period) by group size.

In Table 3, all of the possible two-way comparisons are shown. You can use this table to request further analyses the same way you would use a mileage table on a road map to determine the distance between two cities. First, locate one of the characteristics you wish to compare in the left-hand column. Then, move to the right across the page until you intersect the column under the other characteristic of interest. The number labels the two-way comparison of the characteristics--use this number when ordering a two-way comparison analysis.

To request a three-way comparison analysis, list all three characteristics you wish to compare. For example, if you request a comparison of activity by time period by age group, each of these characteristics should be listed in the space provided on the order form. A sample order form follows Table 3. Then, blank order forms are provided for you to tear out and complete, as shown in the sample.

SAMPLE

54

Visitor Services Project Analysis Order Form--Report 7 (Gettysburg)

Please complete
this information

Date of request: ____/____/____
Person requesting analysis: _____
Phone number (commercial): _____

1. Additional two-way comparisons (please circle appropriate number from Table 3)

Circle the
numbers from Table 3

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40
41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60
61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80
81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100
101 102 103 104 105 106 107 108 109 110 111 112 113 114 115
116 117 118 119 120 121 122 123 124 125 126 127 128 129 130
131 132 133 134 135 136 137 138 139 140 141 142 143 144 145
146 147 148 149 150 151 152

2. Additional three-way comparisons (please describe, listing the three characteristics of interest)

Please list
characteristics
as they are named in
Table 3

3. Special Instructions

*(We will be helped to know what format
you need, what the information will
be used for, etc.)*

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

**Visitor Services Project
Analysis Order Form--Report 7 (Gettysburg)**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

**1. Additional two-way comparisons (please circle
appropriate number from Table 3)**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40
41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60
61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80
81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100
101 102 103 104 105 106 107 108 109 110 111 112 113 114 115
116 117 118 119 120 121 122 123 124 125 126 127 128 129 130
131 132 133 134 135 136 137 138 139 140 141 142 143 144 145
146 147 148 149 150 151 152

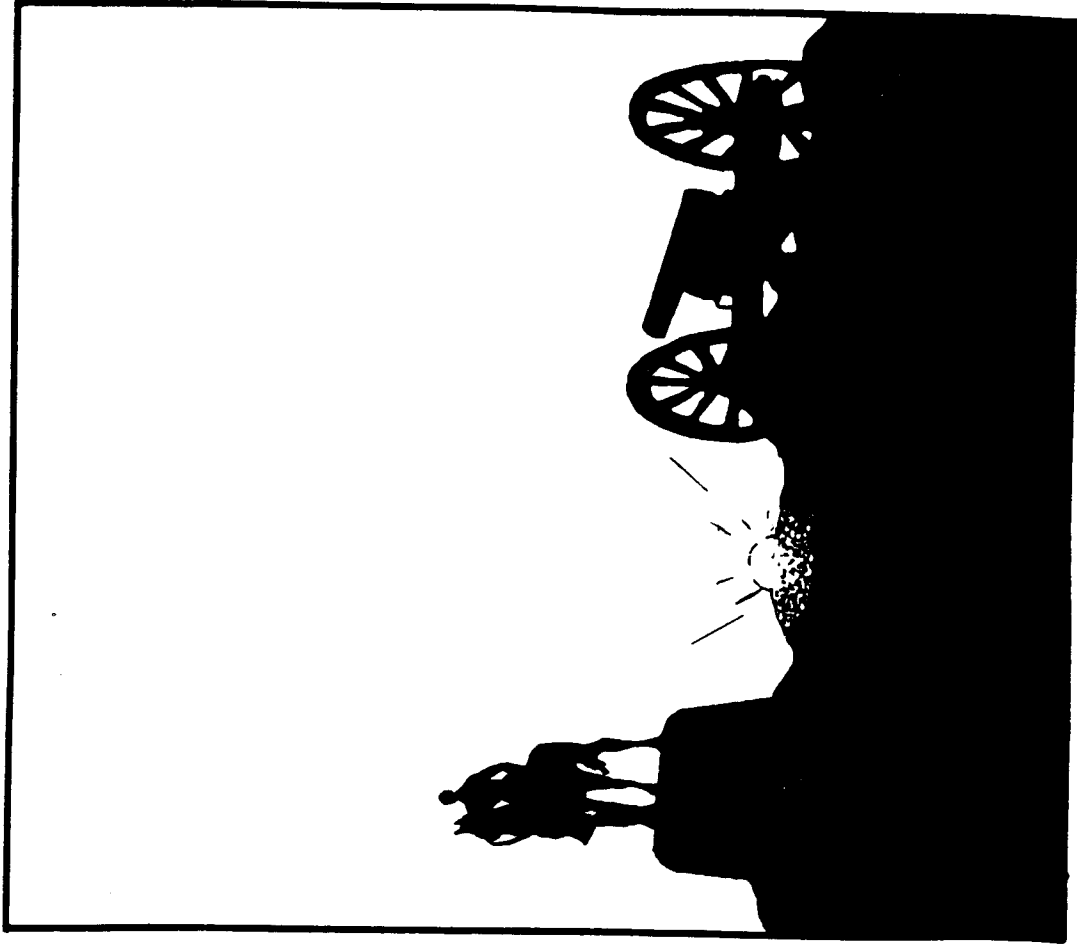
**2. Additional three-way comparisons (please describe,
listing the three characteristics of interest)**

3. Special Instructions

**Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843**

APPENDICES

Appendix A: Questionnaire



The Visitor Services Project

IMPORTANT

When did you first enter Gettysburg National Military Park this visit?

_____ DAY OF THE WEEK (M,T,W,Th,F,S,Su)

___ : ___ TIME OF DAY _____ am _____ pm

DIRECTIONS

This questionnaire is in three parts. The first part begins on page 4 and asks about the places you visited during this trip to Gettysburg National Military Park.

The second part asks about your activities during your visit.

The third part asks questions about you, your group, and your thoughts about Gettysburg National Military Park.

One person in your group should complete the questionnaire. It should take just a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox--no postage is needed.

PLEASE GO ON TO PART 1, NEXT PAGE



United States Department of the Interior
NATIONAL PARK SERVICE

GETTYSBURG NATIONAL MILITARY PARK
GETTYSBURG, PENNSYLVANIA 17325

EISENHOWER NATIONAL HISTORIC SITE
GETTYSBURG, PENNSYLVANIA 17325

IN REPLY REFER TO

July, 1986

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the activities that visitors to Gettysburg and the Eisenhower farm enjoy, and the places they visit within the park.

This questionnaire is only being given to a select number of visitors. Your participation is very important! It should only take a few minutes of your time during your visit to Gettysburg.

When your visit is over, please complete the questionnaire. Then, seal it with the sticker provided on the last page and simply drop it in any U.S. mailbox.

Please be assured that all of the information is confidential. Do not write your name on the questionnaire. If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

John R. Earnst
John R. Earnst,
Superintendent

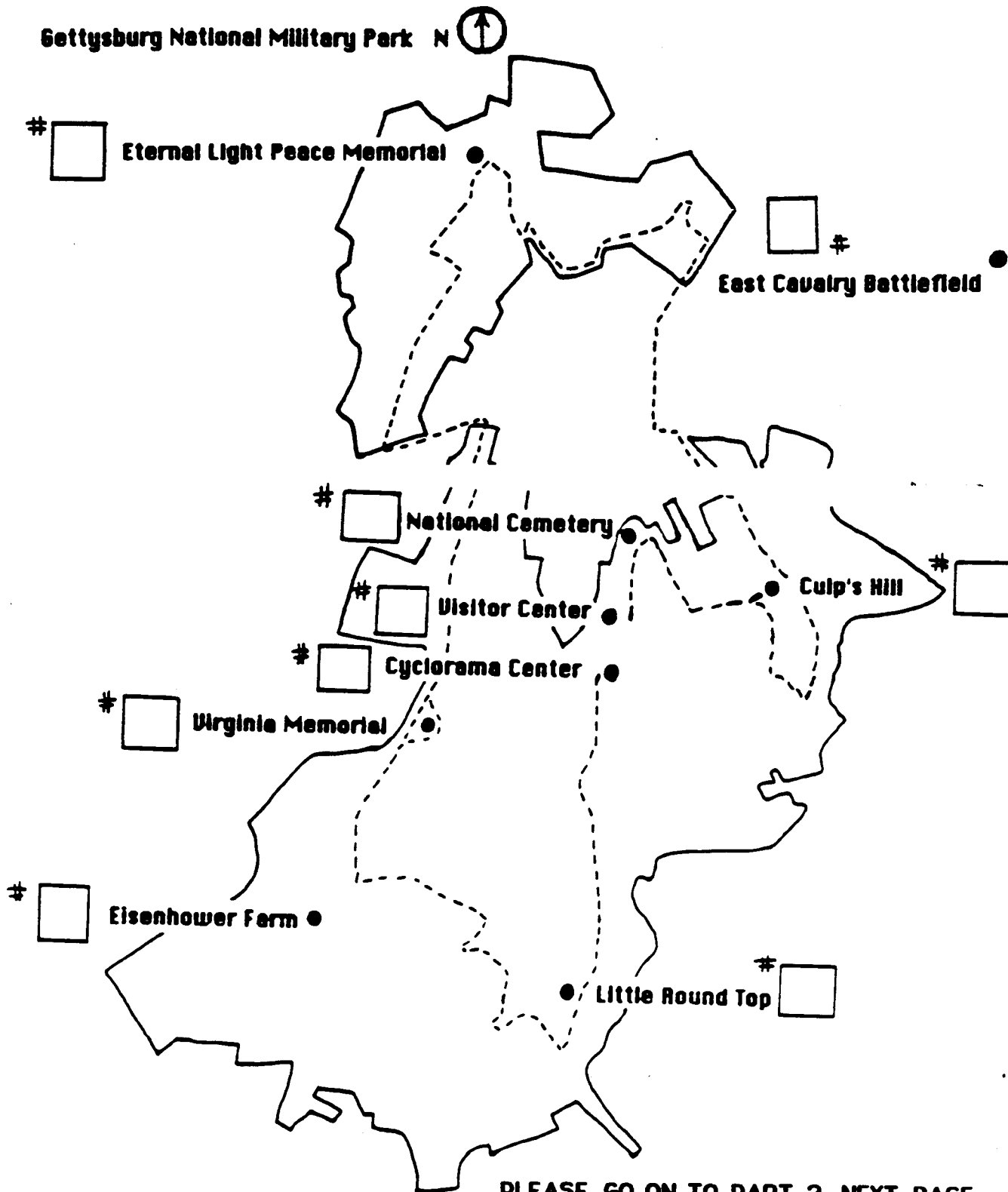
PART 1: PLACES YOU VISITED

4

First, please circle the places you visited on the map below.

Then, please indicate the order in which you visited the places by writing 1st, 2nd, 3rd, and so forth in the box marked '#' beside each site you circled.

If you did not visit any of these places, please go on to part 2, page 6.



5

DAY 1 OF YOUR VISIT

1. Please record the **activity** you or your group did for the **most** time each time period. (Please choose activities from the numbered list on page 7).

TIME PERIODS	ACTIVITY (Number)
Sunrise (6 am-8 am)	_____
Early morning (8 am-10 am)	_____
Late morning (10 am-12 noon)	_____
Early afternoon (12 noon-3 pm)	_____
Late afternoon (3 pm-5pm)	_____
Early evening (5 pm-7pm)	_____
Late evening (7 pm-9 pm)	_____

2. Did you stay overnight in the Gettysburg area?

_____ YES → PLEASE GO ON TO NEXT PAGE

_____ NO → PLEASE GO ON TO PART 3, PAGE 8

1. Please record the **activity** you or your group did for the **most** time each time period. (Please choose activities from the numbered list below).

TIME PERIODS	ACTIVITY (Number)
Sunrise (6 am-8 am)	_____
Early morning (8 am-10 am)	_____
Late morning (10 am-12 noon)	_____
Early afternoon (12 noon-3 pm)	_____
Late afternoon (3 pm-5 pm)	_____
Early evening (5 pm-7 pm)	_____
Late evening (7 pm-9 pm)	_____

PLEASE GO ON TO PART 3, NEXT PAGE

ACTIVITIES

- | | |
|--|------------------------------------|
| 1. Motorized travel on park roads | 7. Licensed Battlefield guide tour |
| 2. Picnicking/eating | 8. Bus/ cassette tour |
| 3. Hiking/walking | 9. Historical research |
| 4. Attending interpretive programs
(talks, films, etc.) | 10. Photography/nature study |
| 5. Viewing interpretive facilities
(exhibits, museum, etc.) | 11. Resting/relaxing |
| 6. Bicycling or jogging | 12. Other: _____ |

PART 3: YOU AND YOUR OPINIONS

We hope you enjoyed your visit to Gettysburg National Military Park. Below are several questions that will help us learn about the people who participated in the study and their thoughts about the park.

1. How many hours did you spend in Gettysburg National Military Park this visit?

_____ NUMBER OF HOURS

2. How many people were in your group?

_____ NUMBER OF PEOPLE

3. What kind of group were you with?

_____ ALONE

_____ FAMILY

_____ FRIENDS

_____ FAMILY AND FRIENDS

_____ GUIDED TOUR GROUP

_____ OTHER (Please describe: _____)

4. For yourself and the other members of your group, please indicate:

- 1) your age on your last birthday,
- 2) the zip code of your permanent residence (if you are from a country other than the United States, please give the name of that country), and
- 3) the number of times you have visited Gettysburg National Military Park including this trip.

	AGE	ZIP CODE (COUNTRY)	*TIMES VISITED
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
additional members: _____			

5. During this visit, did you view the draft of the Gettysburg address or visit the actual site where the address was delivered? (Check all that apply.)

_____ VIEWED THE DRAFT

_____ VISITED THE SITE

_____ NEITHER OF THE ABOVE

6. a. During this visit, did you use any of the following services at Gettysburg National Military Park? (Please check all that apply.)

b. Of the services you used, which do you feel were most useful? (Please mark each checked service with a rating (1=EXTREMELY USEFUL; 2=VERY USEFUL; 3=MODERATELY USEFUL; 4= SOMEWHAT USEFUL; 5=NOT USEFUL) in the column on the right.)

Use Service? (✓)	Rating? (#)
() TOUR CONDUCTED BY A RANGER	()
() PARK TRAVELER INFORMATION STATION (AM Radio 1610)	()
() SELF-GUIDED HIKING TRAIL BROCHURES	()
() SELF-GUIDED AUTO TOUR BROCHURES	()
() AUDIO MESSAGES	()
() ELECTRIC MAP PROGRAM	()
() TOUR BY LICENSED BATTLEFIELD GUIDE	()
() TOUR BY BUS WITH CASSETTE TAPE	()
() VISITOR CENTER BOOKSTORE	()
() OTHER: _____	()

7. Several of the guided or self-guided tours of Gettysburg National Military Park have stops that match the sequence of events during the battle of Gettysburg. Do you feel that making these stops in order is important for understanding the battle?

_____ YES

_____ NO

_____ NO OPINION

8. How did you locate Gettysburg National Military Park? (Please check all that apply.)

_____ ROAD SIGNS

_____ GUIDEBOOK OR MAP

_____ WROTE TO PARK OFFICE FOR INFORMATION

_____ USED PARK TRAVELER INFORMATION STATION
(AM Radio 1610)

_____ ASKED LOCAL RESIDENT FOR DIRECTIONS

_____ OTHER (Please describe: _____)

9. One of the goals of Gettysburg National Military Park is to maintain the battlefield in a pre-battle appearance and the Eisenhower Farm in a 1951-1969 appearance. While you were visiting the park, were you distracted by modern buildings or structures?

_____ YES

_____ NO

How? (Please explain: _____)

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

Thank you for your help. Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox--no postage is needed.

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF INTERIOR
INT-417



Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range
Sciences
University of Idaho
Moscow, Idaho 83843

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

<u>Report #</u>	<u>Title</u>
1.	Mapping interpretive services: A pilot study at Grand Teton National Park, 1983.
2.	Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984.
3.	Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984.
4.	Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.
5.	North Cascades National Park Service Complex, 1985.
6.	Crater Lake National Park, 1986.
7.	Gettysburg National Military Park, 1987.
8.	Independence National Historical Park, 1987.
9.	Valley Forge National Historical Park, 1987.
10.	Colonial National Historical Park, 1988.
11.	Grand Teton National Park, 1988.
12.	Harpers Ferry National Historical Park, 1988.
13.	Mesa Verde National Park, 1988.
14.	Shenandoah National Park, 1988.
15.	Yellowstone National Park, 1988.
16.	Independence National Historical Park: Four Seasons Study, 1988.
17.	Glen Canyon National Recreation Area, 1989.
18.	Denali National Park and Preserve, 1989.
19.	Bryce Canyon National Park, 1989.
20.	Craters of the Moon National Monument, 1989.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.