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Visitor Services Project

Report 16

Independence National Historical Park

Volume 1 of 2



Cooperative Park Studies Unit
University of Idaho

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Visitor Services Project

Report 16

Independence National Historical Park

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May, 1988

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Executive Summary

- This report describes the results of a visitor study at Independence National Historical Park conducted in 1986-1987. Questionnaires were given to 4,142 visitor groups and 1,365 were returned, a 33% response rate .
- The report is in two volumes. Volume 1 provides a statistical profile of the people who visited Independence, first for the year, and then by season. Volume 2 has their general comments about the park (a summary is included in Volume 1).
- Visitors were most likely to be in family groups of two to four people. Sixty-three percent of visitors were making their first visit to Independence. Forty-one percent of U.S. visitors came from the states of Pennsylvania, New Jersey, New York and California.
- Most visitors entered the park in the late morning or early afternoon, commonly staying between two and four hours. Viewing museums/exhibits, using the restroom facilities, visiting the Visitor Center, attending interpretive programs and shopping were the most common activities.
- The sites that received the greatest amount of visitation were the Liberty Bell Pavilion, Independence Hall and the Visitor Center. The Liberty Bell Pavilion and Independence Hall were most often the first stops.
- Seasonal variations existed between visitor groups and their behaviors. Lower proportions of Fall visitor groups participated in viewing the museums/exhibits and attending interpretive programs. Lower proportions of Fall visitor groups stopped at the Liberty Bell and Independence Hall. Summer and Spring visitor groups tended to stay longer. Summer visitors were more likely to be first time park visitors.
- What visitors most liked about their visit to Independence was the historic atmosphere or sense of history. They least liked the crowds, waiting in line and their lack of time. What visitors liked most about their visit to Philadelphia were the historic features and areas, the variety and proximity of attractions and the friendly people. They least liked the traffic congestion and the apparent lack of city sanitation/maintenance.
- Prior to their visit to Independence, most visitor groups obtained park information from travel guides and tour books and through advice received from friends and relatives. A significant proportion of visitors did not consult any information before their arrival at the park.
- Visitors were generally impressed with the helpful and friendly rangers. found their visit to be interesting and enjoyable, and needed or wanted to have more time to visit. Visitors made many additional comments about their visit.

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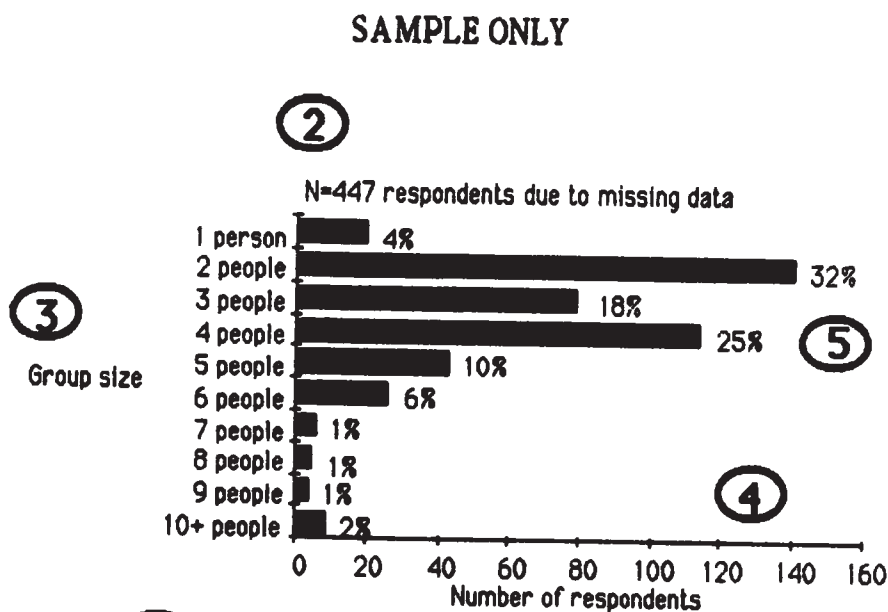
INTRODUCTION

This report describes the results of a visitor mapping study undertaken at Independence National Historical Park (referred to as 'Independence') during 1986-87 by the Cooperative Park Studies Unit at the University of Idaho as a part of its Visitor Services Project. A list of Visitor Services Project publications is included on the inside back cover of this report.

After this Introduction, the Methods are presented, along with the limitations to the study. The Results follow for the entire year and then for Summer, Fall and Spring, including individual summaries of seasonal visitor comments. Separate Winter results are not included due to the low reliability of the sample size. Significant variations between seasons are briefly addressed prior to the presentation of the seasonal results. Next, a Menu for Further Analysis is provided to help managers in requesting additional analyses. Finally, Appendix A contains the questionnaire used. Volume 2 of this report contains comments made by Fall, Winter and Spring visitors who returned the questionnaires. Summer visitor comments are already available (see Volume 2 of Visitor Services Project Report 8).

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

Introduction (continued)



① **Figure 1: Visitor group sizes**

- 1: The figure title provides a general description of the information contained in the graph and shows the season of the survey.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart.
- 3: The vertical information describes categories.
- 4: The horizontal information shows the number of items that fall into each category. In some graphs, proportions are shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Questionnaires were distributed to samples of randomly selected visitors entering Independence during four seasons spanning 1986-87. These sampling periods included the weeks of July 31-August 6 and November 16-22, 1986; March 15-21 and May 31-June 6, 1987. Visitors completed the questionnaire during their trip and then returned it by mail. Returned questionnaires were analyzed and this report developed.

Questionnaire design

The questionnaires asked visitors to record where they went, what they did and how long they stayed (see Appendix A for a copy of the questionnaire). All questionnaires followed the standard format used in previous Visitor Services Project studies. Visitors also indicated their reasons for bookstore purchases and for visiting The City Tavern. A third special question asked visitors to specify where they had obtained information about Independence prior to their visit. Space was provided for respondents' comments.

Sampling

Visitors were sampled throughout the six major city blocks within Independence that contained Independence Hall, Franklin Court, Carpenters' Hall, the 2nd Bank of the U.S., the Visitor Center and The City Tavern, as well as the Liberty Bell Pavilion. Pedestrians within these six blocks were treated as potential subjects because no specific entry or exit points exist due to the park's urban setting.

Sampling (continued)

Sampling occurred from during operational hours each day of the study periods. Based upon a division of each day into time periods, each city block had six randomly chosen time periods assigned throughout the week. At a predetermined interval during each sampling period, a pedestrian group was selected. The group was approached and asked if they were visiting the park. Those groups identifying themselves as visitor groups were included in the sample.

Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If they consented, further instructions were given. One adult member of the group was asked to complete the questionnaire.

Data analysis

Cut-off dates were established for incoming questionnaires approximately ten weeks after they were distributed. Questionnaires that arrived within these periods were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

In this visitor mapping study, most of the information is collected on visitor groups, and some on individual group members. Therefore, the sample size ('N'), varies from figure to figure.

Sample size, missing data and reporting errors (continued)

For example, Figure 2.1 shows information on 525 visitor groups, while Figure 2.3 shows information on 1,614 individual group members. A note above each figure's graph specifies this information.

Occasionally, a respondent may not have answered all of the questions in a questionnaire, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 525 Summer questionnaires were returned, Figure 2.2 only shows data for 524 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies. For example, it is possible that some of the visitors' activities occurred outside of the park - they may not have understood to report only those activities done within the park.

Limitations

Take these limitations into account when interpreting the results.

1. All visitors were asked to record sites visited and activities, however, it is not known whether their responses reflect actual behavior. This disadvantage is applicable to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.
2. Data reflect the use patterns of only those visitors during the 1986-87 designated study periods. Results do not necessarily apply to visitors using the park during other times.
3. Data are not collected on non-respondents. Thus, it is not known if the visitors who returned their questionnaires differed from those who did not.

RESULTS: 1986-87

A. Visitors contacted

Four thousand, four hundred and fifteen visitor groups were contacted, and 4,246 agreed to participate. Thus, the acceptance rate was 96%. One thousand, three hundred and sixty-five of the visitor groups completed and returned their questionnaires, a 32% response rate. The acceptance rate is comparable to the average acceptance rate (96%) of all previous visitor mapping studies, while the response rate is below the average response rate (41%) of previous visitor mapping studies.

B. Visitor characteristics

Figure 1.1 shows that the most common group size was two people; group sizes ranged from one to 196 people. Figure 1.2 shows that almost one-half of the visitors came in family groups.

Figure 1.3 shows that the most common age groups were children under 11 years old and adults from 30 to 40 years old. There were also significant numbers of seniors (over 55 years - 15%). For most visitors (63%), this was their first visit to Independence; some returnees (9%) visited at least five times, see Figure 1.4.

Map 1.1 shows the distribution of Pennsylvania visitors by county of residence. Map 1.2 shows that 41% of the U.S. visitors came from Pennsylvania, New Jersey and New York. Map 1.3 and Table 1.1 show foreign visitor countries of origin; 6% of all visitors were from foreign countries.

B. Visitor characteristics (continued)

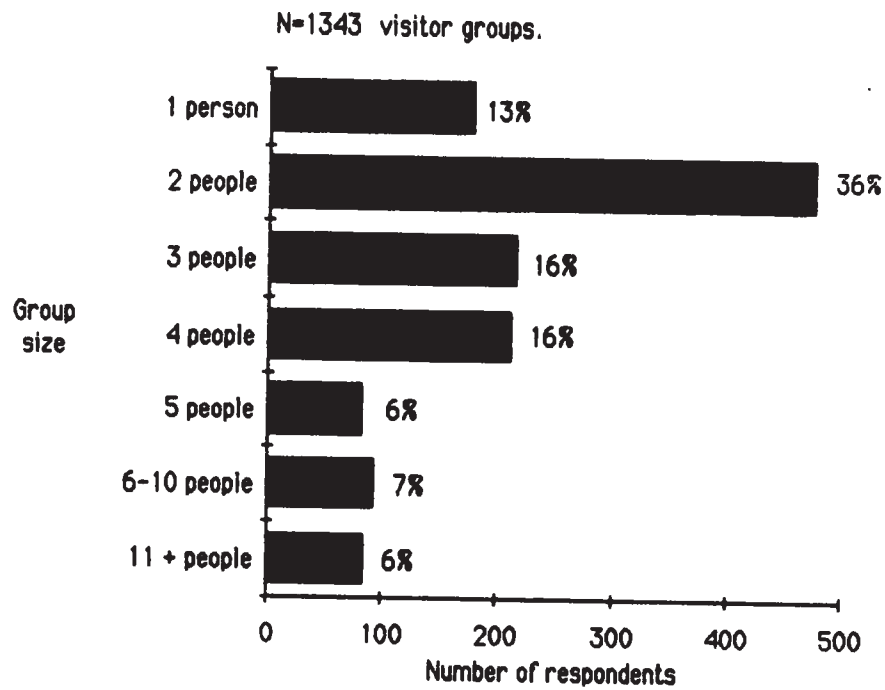


Figure 1.1: Visitor group sizes, 1986-87

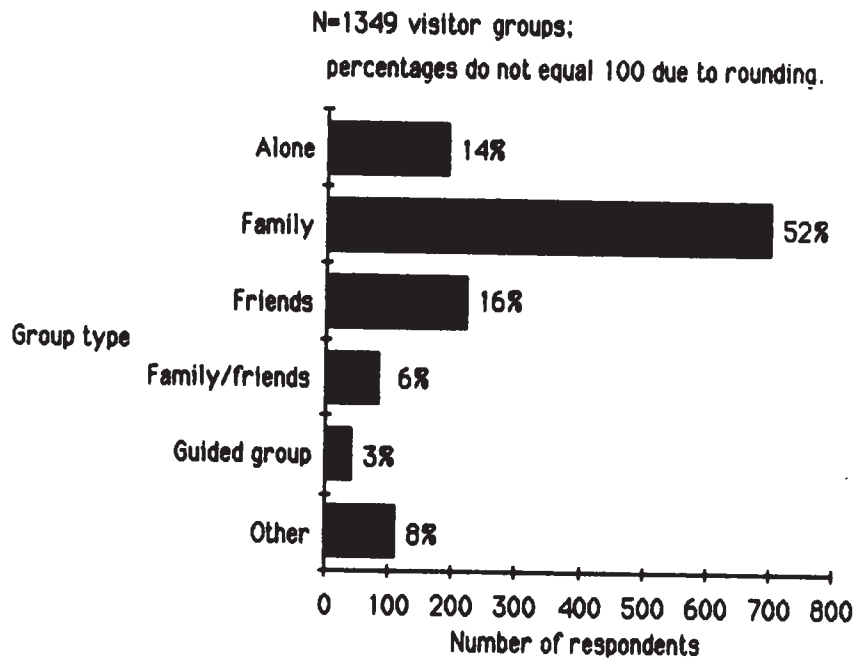


Figure 1.2: Visitor group types, 1986-87

B. Visitor characteristics (continued)

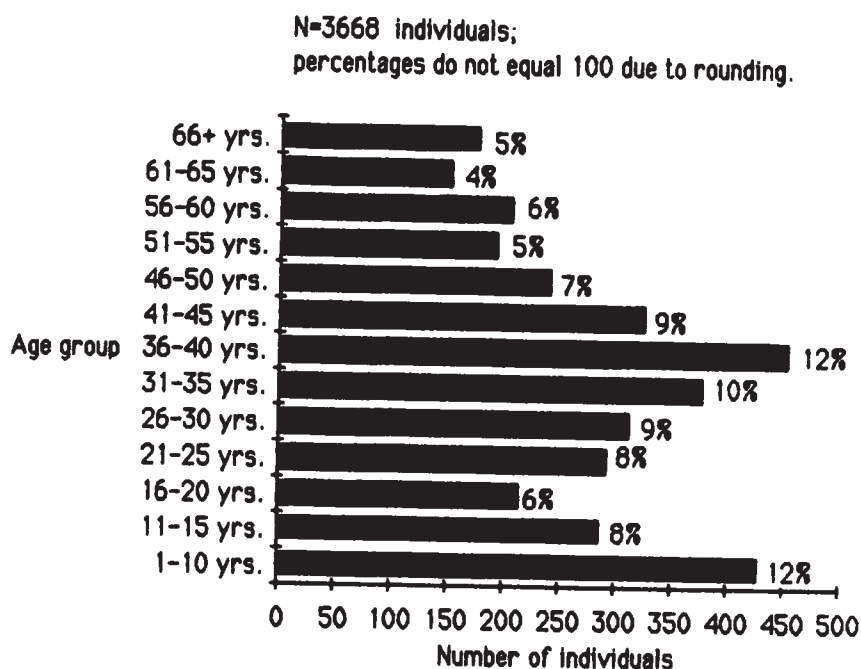


Figure 1.3: Visitor ages, 1986-87

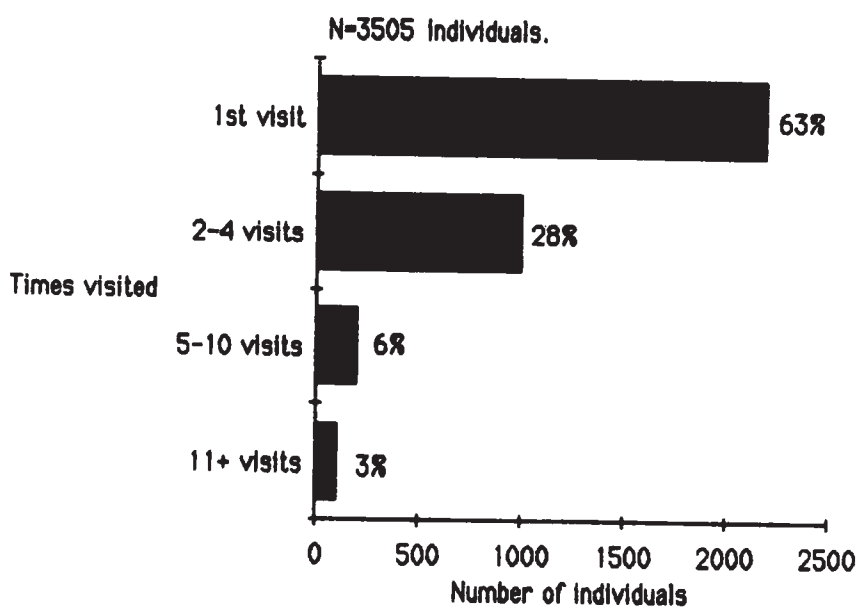
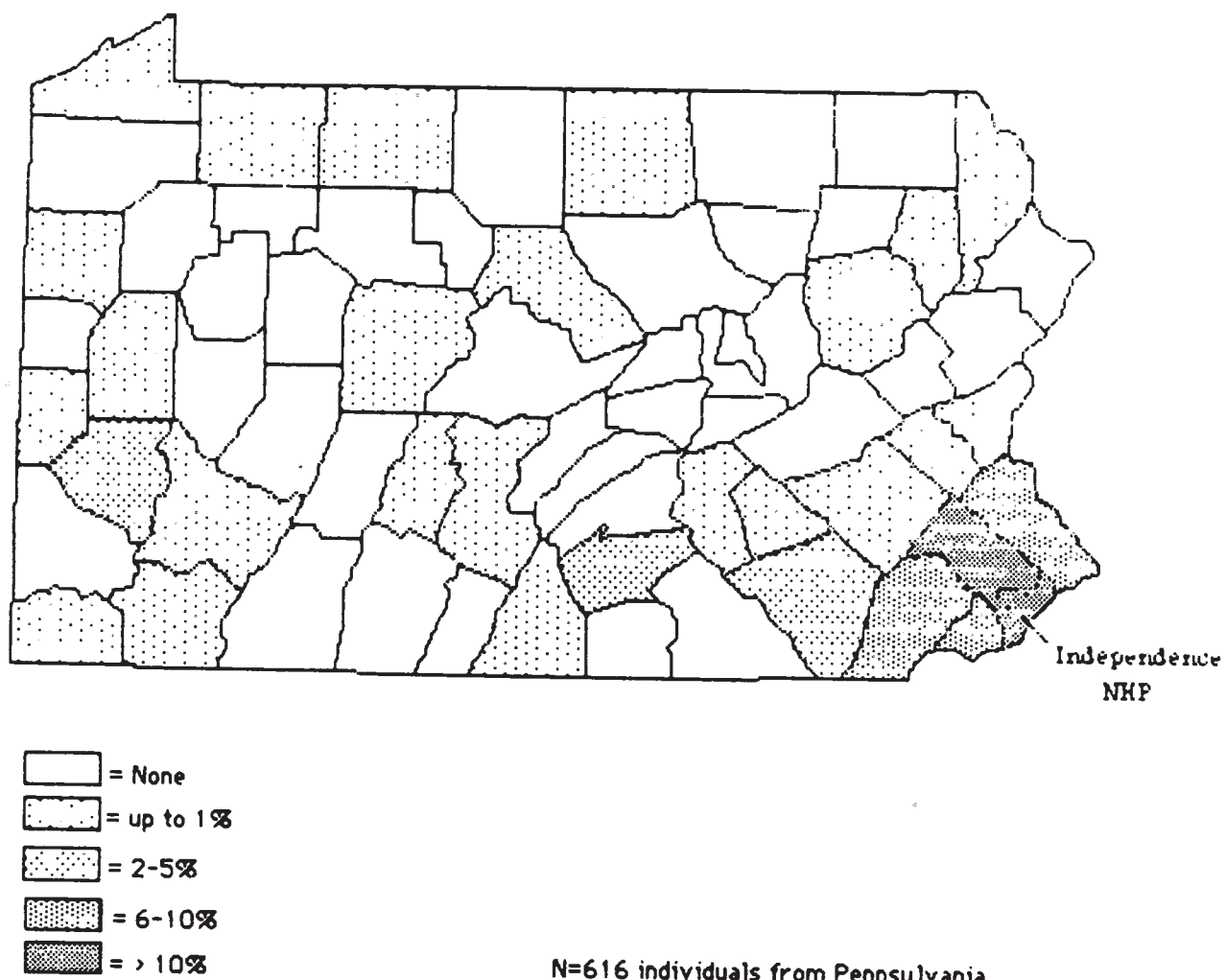
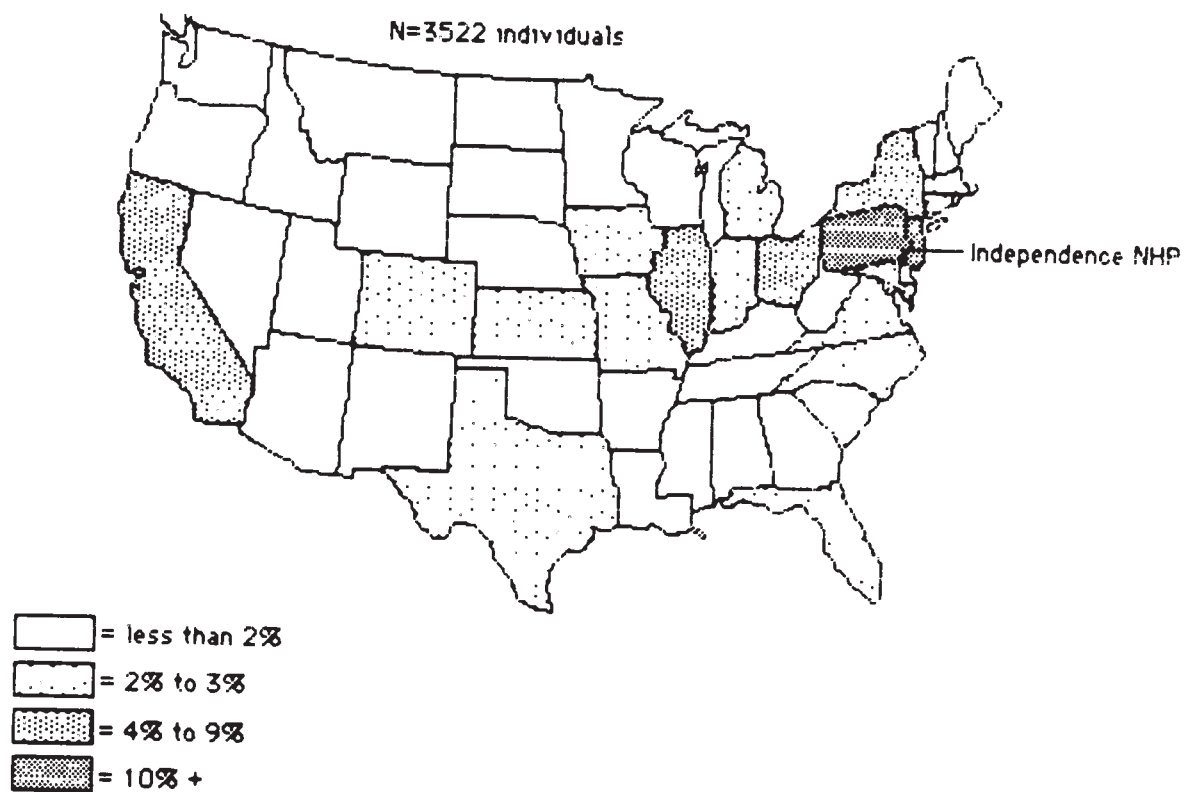


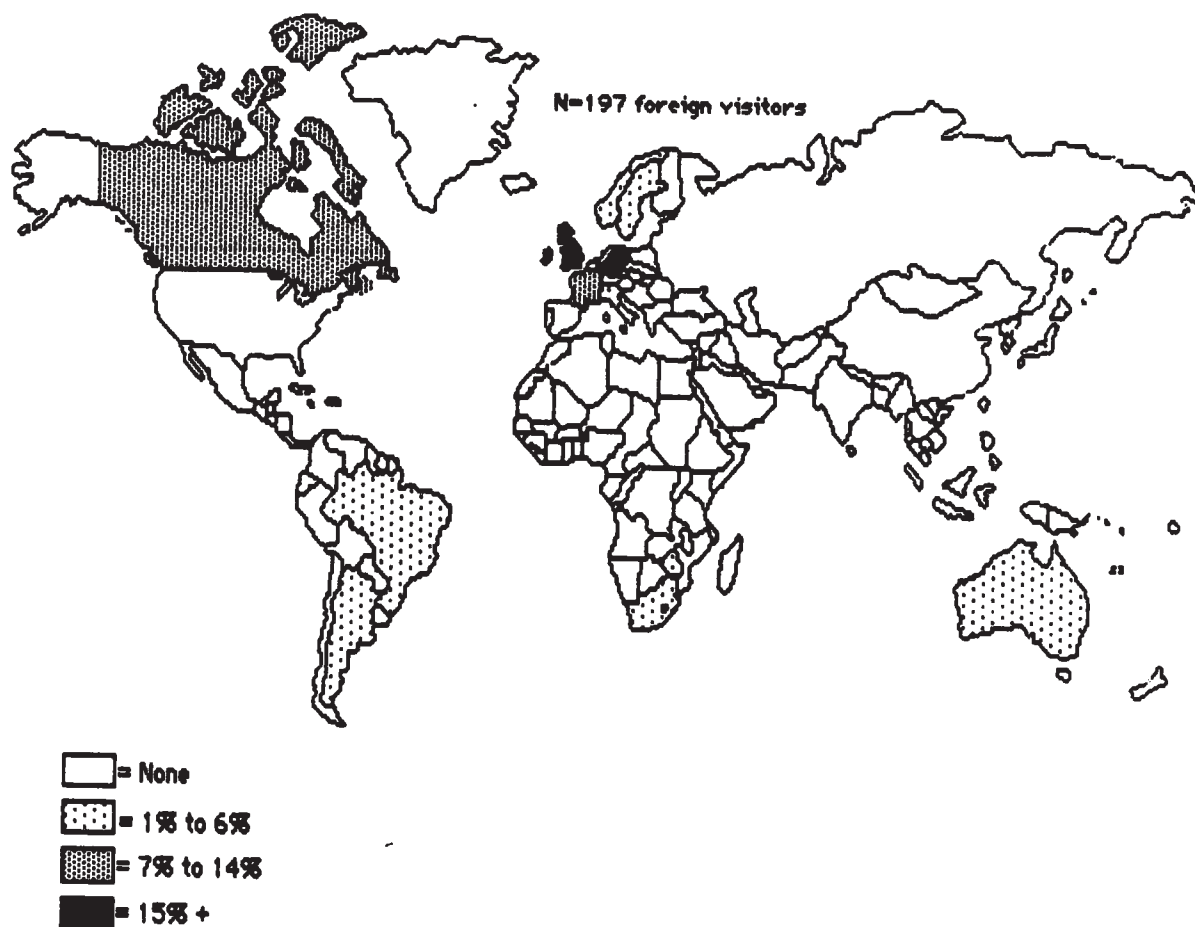
Figure 1.4: Number of visits, 1986-87

B. Visitor characteristics (continued)

**Map 1.1 Proportion of Pennsylvania visitors from
each county, 1986-87**

B. Visitor characteristics (continued)

**Map 1.2: Proportion of visitors from each state
1986-87**

B. Visitor characteristics (continued)

**Map 1.3: Proportion of foreign visitors by country
1986-87**

B. Visitor characteristics (continued)

Table 1.1: Proportion of visitors from foreign countries

N=197 individuals from foreign countries;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
<u>North America</u>		14%
Canada	26	
Bermuda	1	
<u>South America</u>		4%
Argentina	3	
Brazil	2	
Chile	1	
Colombia	1	
<u>Europe</u>		67%
Belgium	1	
Denmark	2	
France	21	
Germany	34	
Italy	7	
Netherlands	8	
Norway	3	
Spain	1	
Sweden	6	
Switzerland	7	
U. K.	42	
<u>Africa</u>		5%
Nigeria	1	
South Africa	4	
Zimbabwe	5	
<u>Asia/Middle East</u>		6%
China	1	
Indonesia	1	
Israel	1	
Japan	5	
Jordan	1	
Korea	2	
Thailand	1	
<u>Australia</u>		7%
Australia	12	
New Zealand	1	

C. Visitor use of time

Visitor groups commonly arrived at Independence between 10:00 and 12:00 in the morning, but also frequently arrived from 9:00 a.m.-10:00 a.m. and 1:00 p.m.-2:00 p.m. as seen in Figure 1.5.

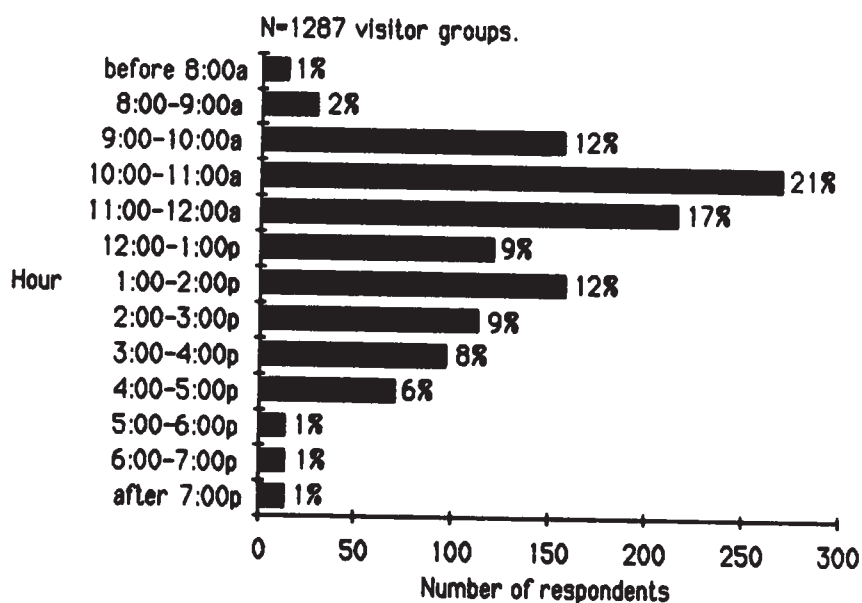


Figure 1.5: Visitors entering Independence each hour of the day, 1986-87

C. Visitor use of time (continued)

Figure 1.6 illustrates that most visitor groups stayed at Independence for two to four hours (57%). Thirteen percent of visitor groups stayed for at least seven hours.

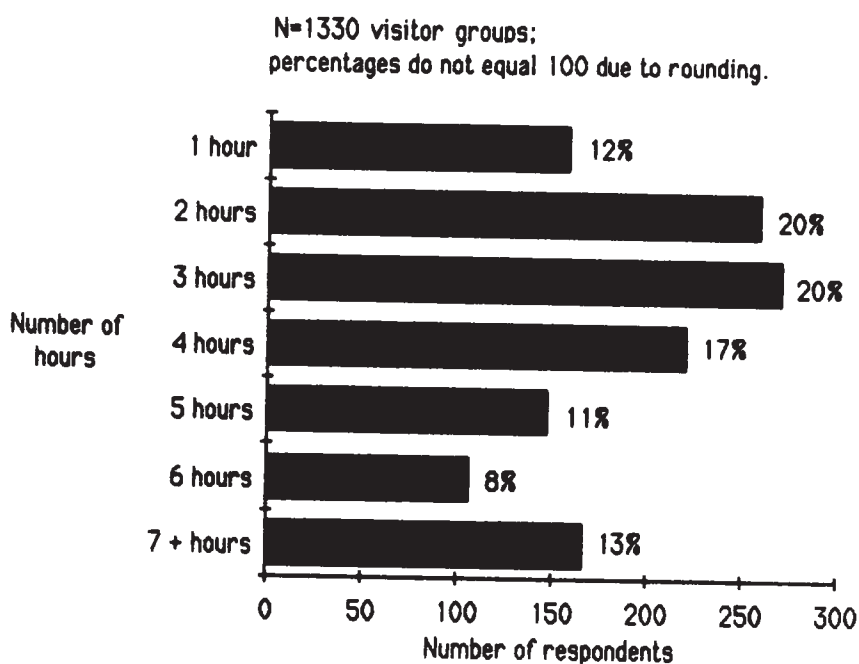


Figure 1.6: Number of hours visitors spent at Independence, 1986-87

D. Visitor activities

Figure 1.7 shows the proportion of visitor participation in each activity during their visit. The activities pursued by the majority of visitors included viewing the museums and exhibits (81%), using the restrooms (67%), visiting the Visitor Center (61%), attending interpretive programs (59%) and shopping (48%). "Other" activities included pleasure walking, visiting local attractions (i.e. Edgar Allan Poe's home), eating at restaurants and visiting friends or relatives.

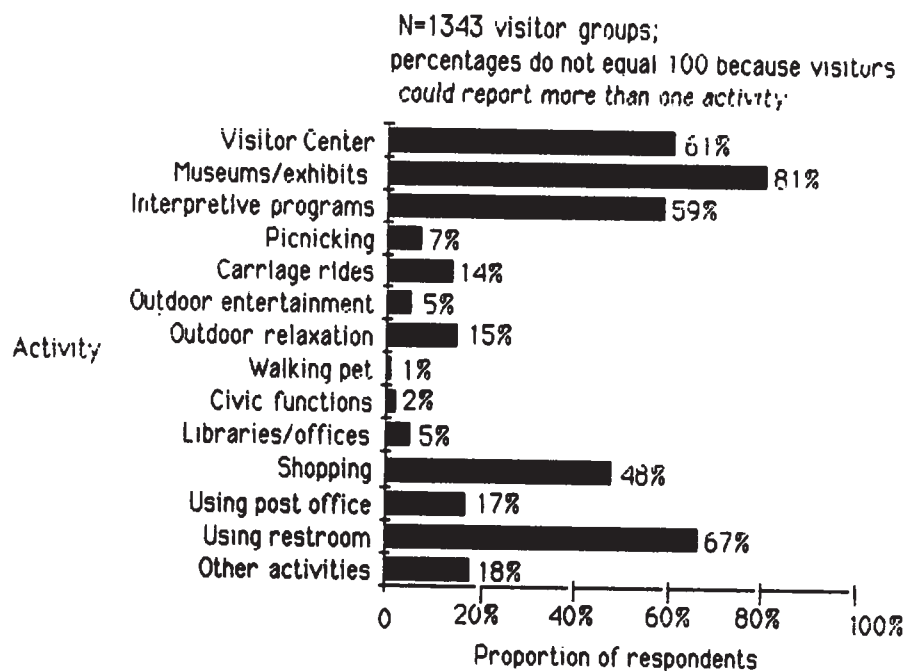


Figure 1.7: Proportion of visitors participating in each activity, 1986-87

E. Visitor locations

Map 1.4 shows the proportion of all visitor groups that stopped at each site¹. The sites having the highest visitation were the Liberty Bell Pavilion (86%) and Independence Hall (83%).

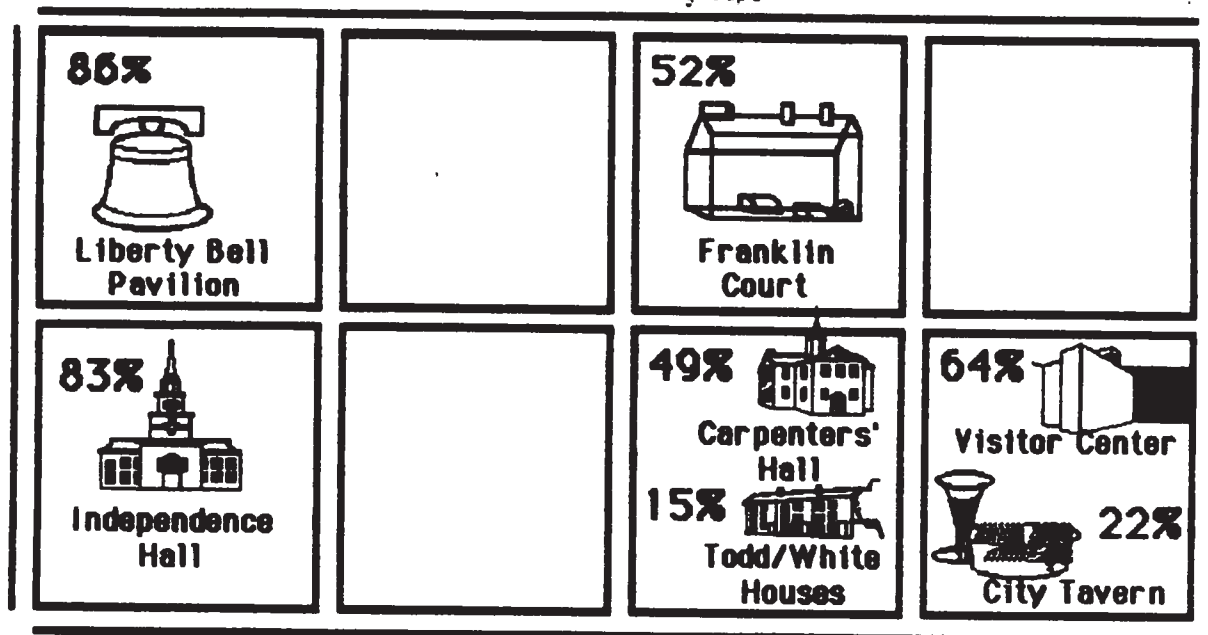
Map 1.5 shows the proportion of visitors that stopped at each site first. The largest proportions of visitors stopped first at the Liberty Bell Pavilion (36%) and the Visitor Center (31%).

The order in which visitors stopped at each site is shown in Figures 1.8-1.14. Figure 1.8 shows that visitor groups who went to the Liberty Bell Pavilion commonly made it their first stop (38%). Figure 1.9 shows that visitor groups who went to Independence Hall commonly made it their second stop (41%). Figure 1.10 shows that visitor groups who went to Franklin Court stopped at Franklin Court from the middle to later part of their visit. Figure 1.11 shows that visitor groups who went to Carpenters' Hall stopped at Carpenters' Hall toward the middle of their visit. Figure 1.12 shows that visitor groups who went to the Todd and Bishop White Houses stopped at those sites toward the later part of their visit. Figure 1.13 shows that visitor groups who went to the Visitor Center commonly made the Visitor Center their first stop (44%). Figure 1.14 shows that visitor groups who went to The City Tavern stopped at The City Tavern from the middle to later part of their visit.

¹ Visitors who stopped at sites may not have taken the guided tours and so forth offered at each site.

E. Visitor locations (continued)

N=1365 visitor groups.



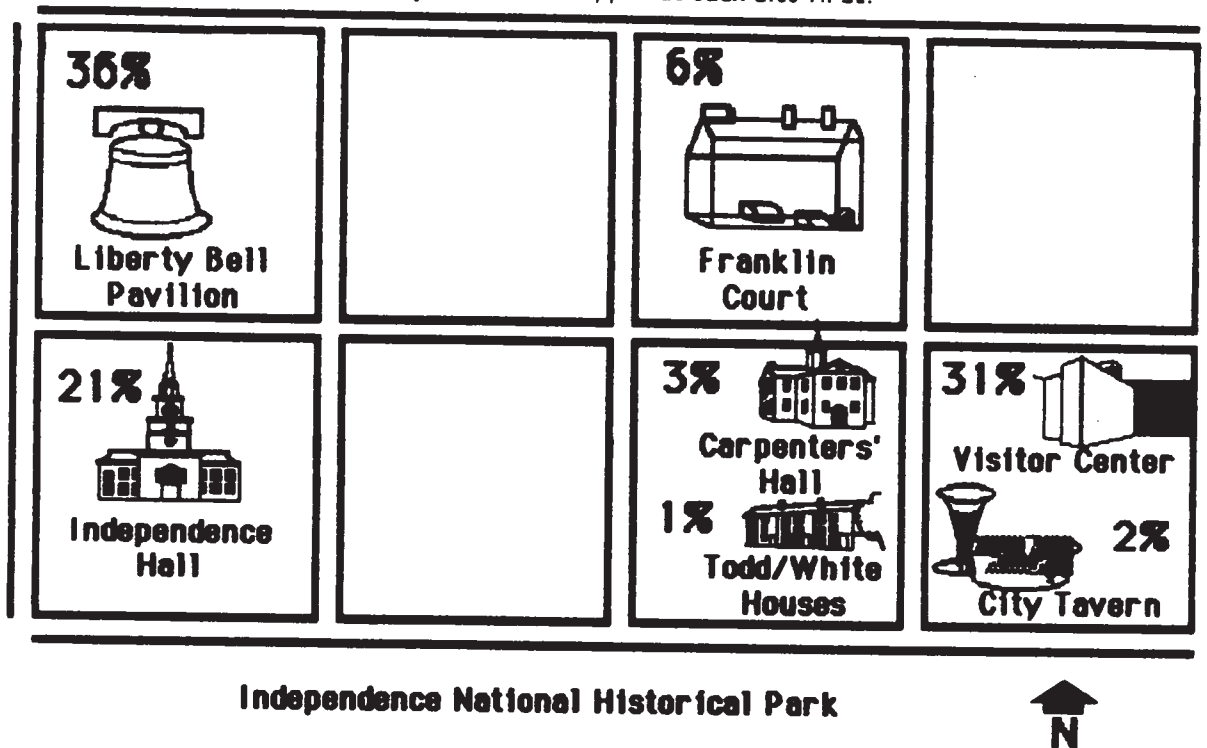
Independence National Historical Park



Map 1.4: Proportion of all visitors who stopped at each site, 1986-87

E. Visitor locations (continued)

N=1246 visitor groups who stopped at each site first.



Map 1.5: Proportion of all visitors who stopped at each site first, 1986-87

E. Visitor locations (continued)

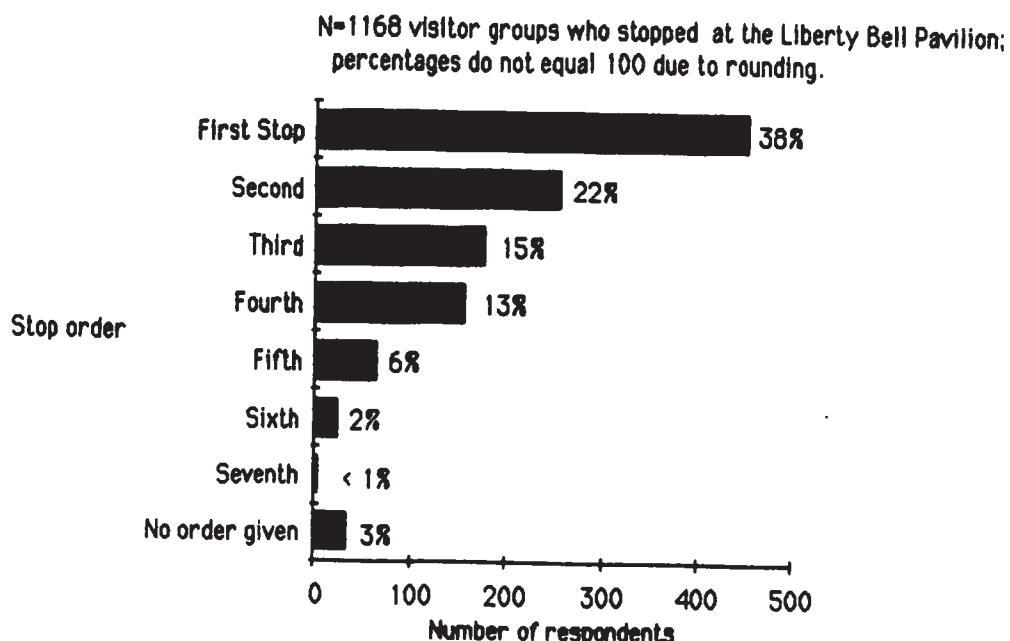


Figure 1.8: Order in which visitors stopped at Liberty Bell Pavilion, 1986-87

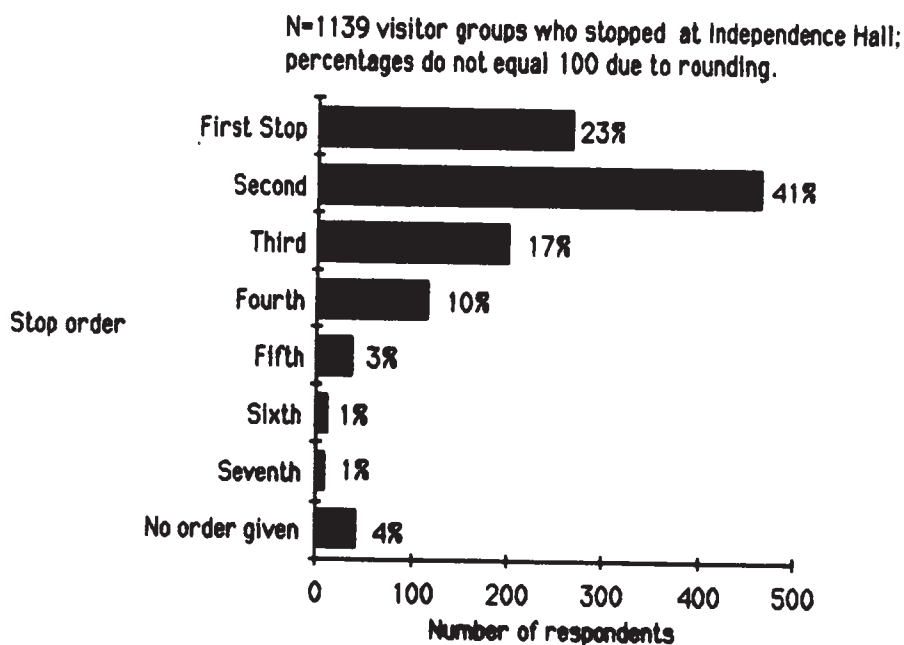


Figure 1.9: Order in which visitors stopped at Independence Hall, 1986-87

E. Visitor locations (continued)

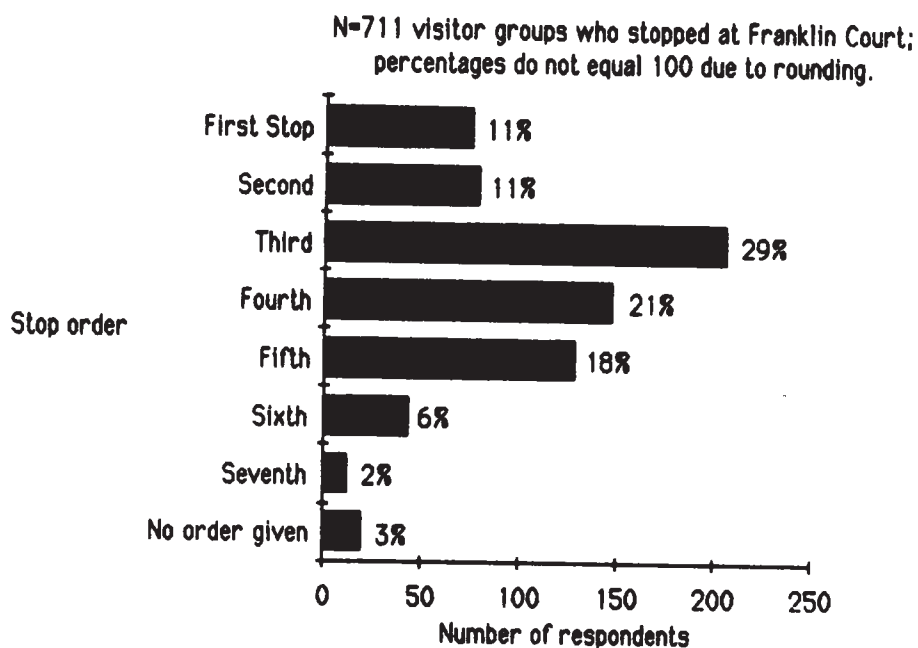


Figure 1.10: Order in which visitors stopped at Franklin Court, 1986-87

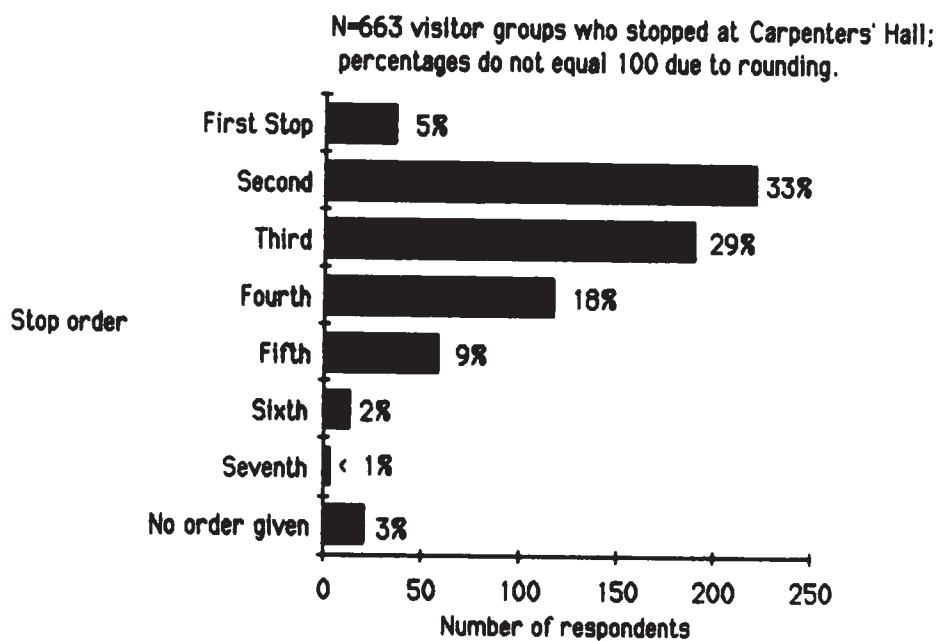


Figure 1.11: Order in which visitors stopped at Carpenters' Hall, 1986-87

E. Visitor locations (continued)

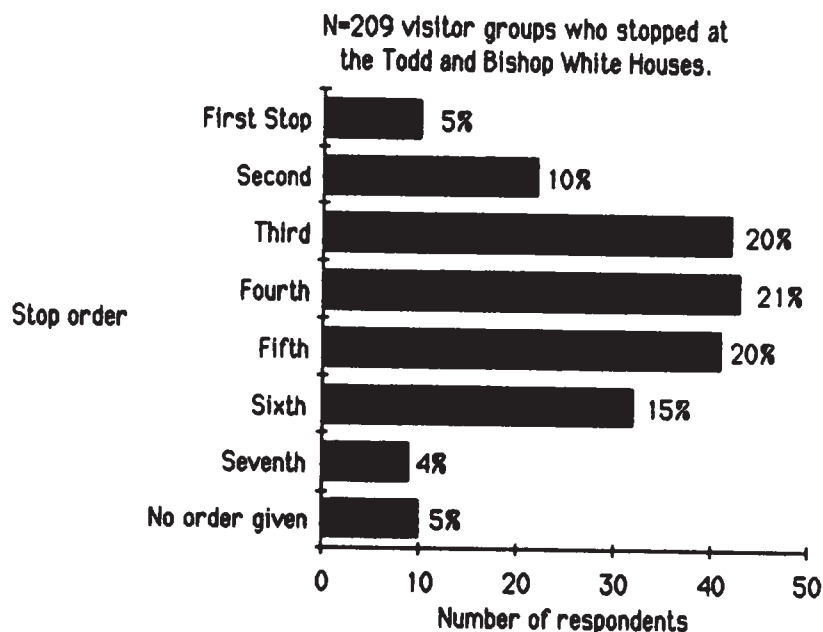


Figure 1.12: Order in which visitors stopped at the Todd and Bishop White Houses, 1986-87

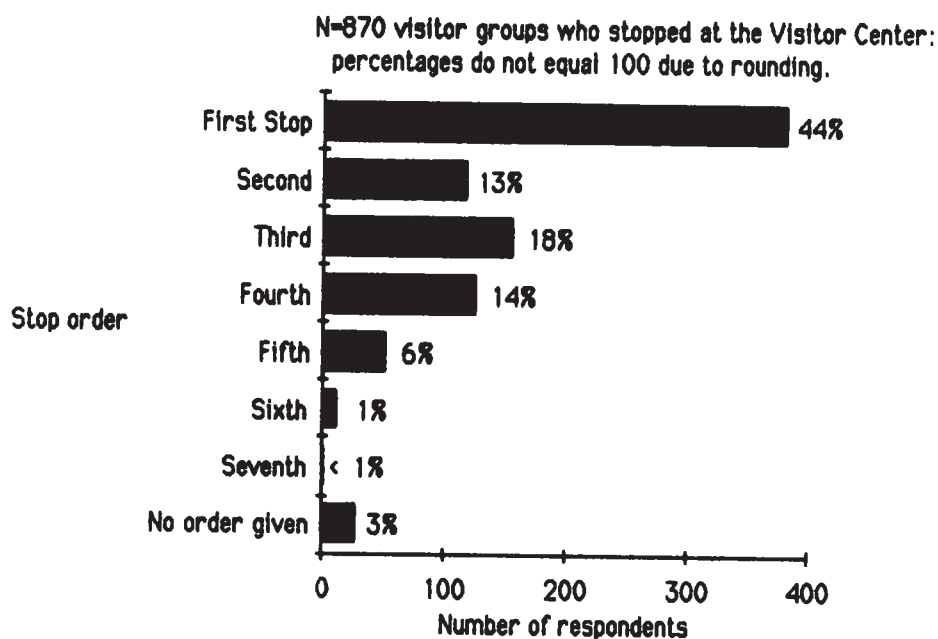


Figure 1.13: Order in which visitors stopped at the Visitor Center, 1986-87

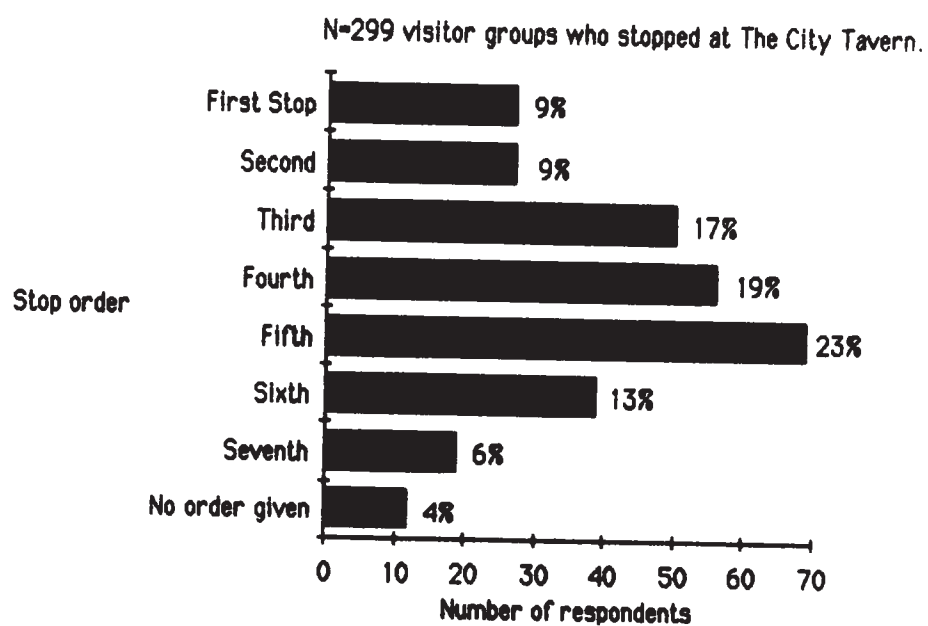
E. Visitor locations (continued)

Figure 1.14: Order in which visitors stopped at The City Tavern, 1986-87

F. Special question 1: Bookstore purchases

The survey asked visitors if they purchased items from the bookstore/sales areas in the park buildings, and the reasons for their purchases. Sixty-three percent of the visitor groups indicated they had bought items. Figure 1.15 shows that the most common reason was to keep the items as souvenirs (78%) followed by giving the items as gifts (41%).

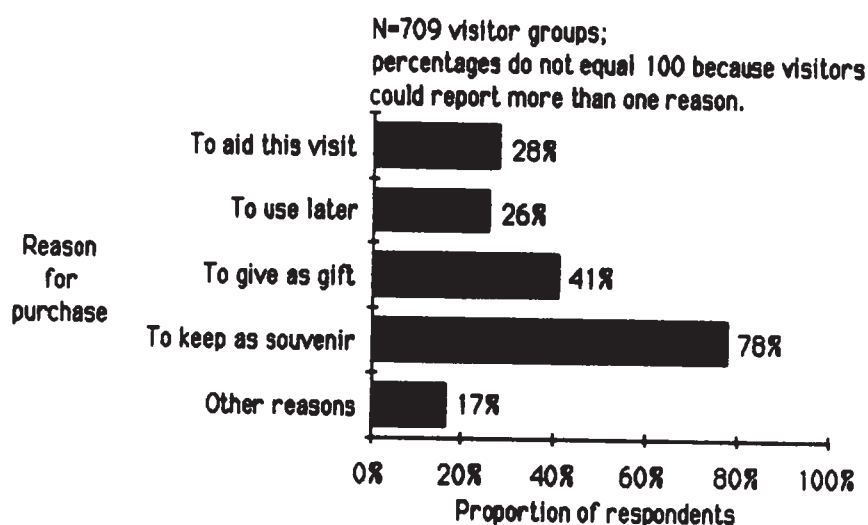


Figure 1.15: Proportion of visitors reporting each reason for purchasing items, 1986-87

G. Special question 2: Visits to The City Tavern

The survey asked visitors to indicate if they visited The City Tavern, and if so, what their reasons were for visiting. Twenty-three percent of the visitor groups visited there. Figure 1.16 shows that the most common reason for visiting was to both dine/drink and to view the historic building (49%).

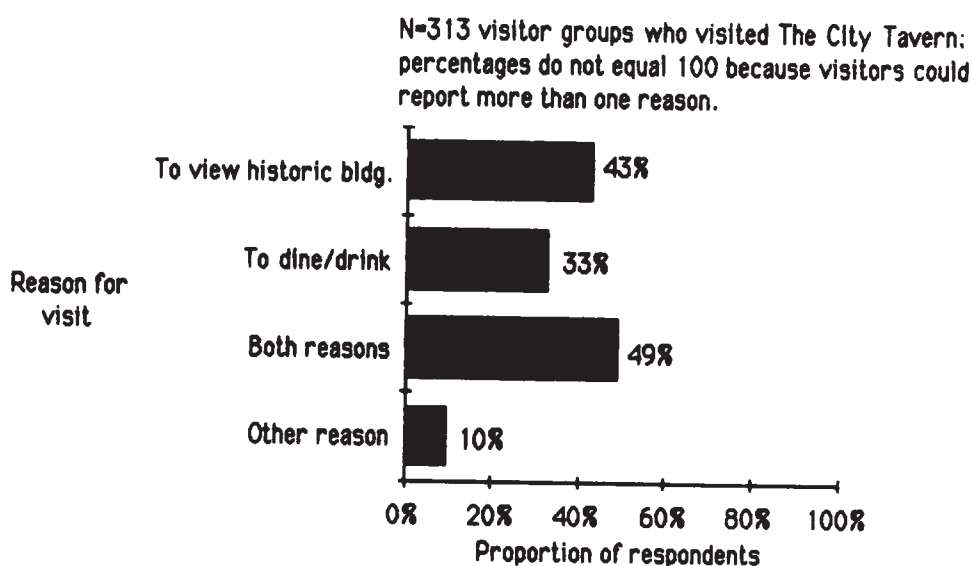


Figure 1.16: Proportion of visitors reporting each reason for visiting The City Tavern, 1986-87

H. Special question 3: Information sources

Visitors were asked where they obtained their information about Independence prior to their arrival at the park. Figure 1.17 shows that the most common sources of information were travel guides/tour books (34%) and advice received from a friend or relative (29%). Twenty-two percent of the visitor groups did not get information about Independence prior to their visit.

Visitors could also list other information sources; their responses included: prior knowledge and familiarity with the area, city and state tourism offices and and special event booths, the park's official visitors' guide and Visitor Center, motel/hotel magazines and school history classes or texts.

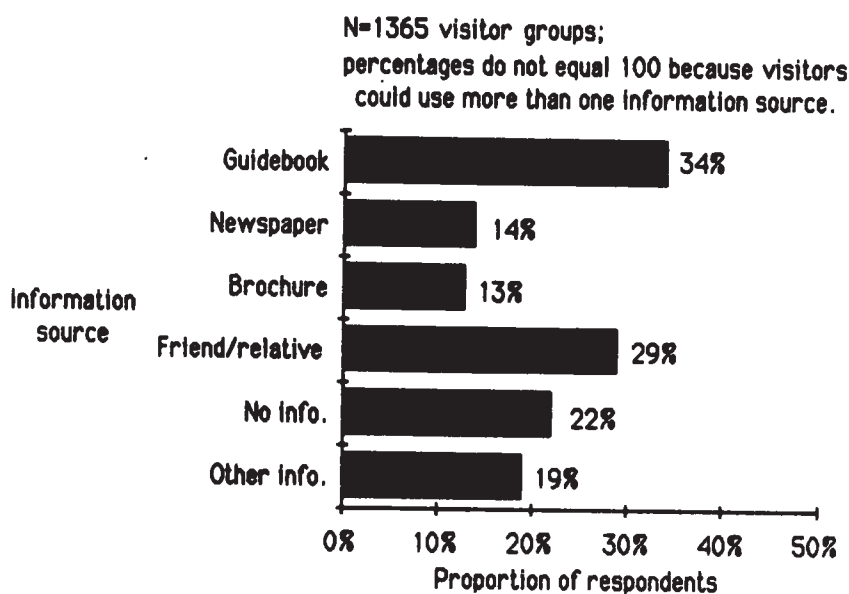


Figure 1.17: Proportion of visitors using each information source, 1986-87

I. Year Summary of Visitor Comments - Introduction

Volume 2 of this report contains unedited comments made by all visitors. A summary of the comments for the entire year appears here and is also included within Volume 2. A season by season breakdown of visitor comments follows the section reporting the Spring results. Some comments offer specific suggestions regarding what visitors like or dislike, while others contain general impressions. A wide variety of topics are broached, including historical and cultural features, facilities, interpretation services, personnel and maintenance.

I. Summary of visitor comments (continued)

Visitors' answers to question 7A: "What did you like most about this visit to Independence National Historic Park?"*

Comment	Number
GENERAL IMPRESSIONS	[819]
Historic information	124
Well maintained or well managed	114
Historic atmosphere or sense of history	107
Cleanliness of park	81
Seeing historic areas, features or artifacts	57
Attractiveness of park area	45
Quiet or relaxing	35
Informative or educational nature of visit	30
Variety and proximity of attractions	25
Lack of crowds or lines	24
Everything	20
Beauty	13
Weather	11
Friendly people	11
Architecture of old buildings	8
Sense of patriotism or pride evoked by visit	7
Openness of park or displays	5
Lack of fees	7
Other	90
SPECIFIC FEATURES OR ACTIVITIES	[779]
Independence Hall tour	151
Liberty Bell or Liberty Bell Pavilion	110
Independence Hall	81
Interpretive programs (especially guided tours)	78
Films or movies	25
Carriage ride	12
Quality of exhibits	12
Congress Hall	11
Magna Carta	10
Well preserved historic presentations	8
Visitor Center	8
Miracle at Philadelphia display	6
Underground museum	6
Betsy Ross House	6
Constitution Hall	5
Ben Franklin places or movie	5

*N = 1882. Many visitors made more than one comment.

I. Summary of visitor comments (continued)

Todd White House	5
Bishop White House	5
Other	180
 PERSONNEL	 [277]
Park personnel friendly or helpful	133
Park personnel knowledgeable or informative	71
Quality of tour guides	65
Park rangers	6
Other	3
 MISCELLANEOUS	 [3]

I. Summary of visitor comments (continued)

Visitors' answers to question 7B: "What did you like least about this visit to Independence National Historic Park?"*

Comment	Number
GENERAL IMPRESSIONS	[628]
Long lines (especially at Independence Hall)	111
Lack of time	58
Weather	58
Certain features of interest closed/early closing time	57
Cost or lack of parking	56
Crowds	33
School groups interferred wtih visit	31
Traffic	29
Condition of street/park (littered, poorly maintained)	22
Street people	14
Smell of horses	7
Other	147
SPECIFIC FEATURES OR ACTIVITIES	[353]
Liberty Bell Pavilion	34
Lack of directional signing in park	20
Historic presentations	13
Long lecture/tour of Independence Hall	12
Quality of Visitor Center	6
Other	263
PERSONNEL	[30]
Quality of tour guides	7
Attitude of tour guides	5
Other	18
MISCELLANEOUS	[3]

*N = 1014. Many visitors made more than one comment.

I. Summary of visitor comments (continued)

Visitors' answers to question 8A: "What did you like most about thi
visit to Philadelphia?"*

Comment	Number
GENERAL IMPRESSIONS	[604]
Historic areas or features/information	162
Historic atmosphere or sense of history	123
People friendly or helpful	71
Variety and proximity of attractions	70
Visiting with friends or relatives	50
Good restaurants/food	44
Good public transportation/easy to get around	41
Clean	27
Leaving	25
Big city atmosphere/downtown area	20
Weather	20
Attractiveness/beauty of city	18
Sightseeing	12
Convenient parking	9
Walking	8
Uncrowded	5
Other	85
SPECIFIC FEATURES OR ACTIVITIES	[442]
Independence National Historic Park	78
Independence Hall	28
Cleanliness of park	25
Tours (park)	23
Art museums/galleries	22
Park rangers/staff	13
Shopping	11
Waterfront	11
Architecture of park buildings	8
Carriage rides	6
Hotel accommodations	5
Zoo	5
Other	187

*N = 1284. Many visitors gave more than one comment.

I. Summary of visitor comments (continued)

Visitors' answers to question 8B: "What did you like least about this visit to Philadelphia?"*

Comment	Number
GENERAL IMPRESSIONS	[956]
Condition (dirty, narrow) of streets/city	143
Traffic/driving/getting around	124
Lack of signs for direction	86
Not enough parking/too costly	65
Garbage/smell of garbage	61
Construction everywhere	60
Weather	54
Not enough time	54
Street people/beggars	26
Poor public transportation	21
Run-down buildings/neighborhoods/areas	15
Cost/prices too high	13
Waiting in line	8
Rude/unfriendly people	6
Getting lost	5
Locals uninformed regarding directions/locations	5
Other	230

*N = 956. Many visitors made more than one comment.

I. Summary of visitor comments (continued)

Visitors' answers to question 10: "Is there anything else you would like to tell us about your visit to Independence National Historic Park?"*

Comment	Number
GENERAL IMPRESSIONS	[479]
Interesting, enjoyable	153
Would like or plan to re-visit	38
Keep up the good work	31
Needed or wanted more time	30
Educational/informative	17
Use park on a regular basis	16
Very important not to charge fees	11
Well presented	9
Too crowded	7
Need extended evening hours	5
Inspiring	5
Park is an important resource to city residents	5
Appreciated lack of fees	5
Other	142
SPECIFIC FEATURES OR ACTIVITIES	[459]
Well maintained/managed	66
Interpretive programs high quality	40
Enjoyed viewing interpretive programs/exhibits	11
Litter-free	10
Need better historical information	6
Disappointed by condition of area around park	6
Get rid of the City Tavern	5
Other	295
PERSONNEL	[238]
Helpful/friendly park staff	135
"Tour guides" excellent/high quality	49
Park staff informative/knowledgeable	46
Other	8

*N = 1182. Many visitors made more than one comment.

J. Significant seasonal variations

This section compares the three seasons' results to highlight where significant seasonal variation existed. This comparison is not done by statistical means, rather by a visual inspection of the graphic results in the following chapters. At the end of this section Table 1.2 illustrates these variations.

Visitor characteristics

Visitor group sizes are fairly uniform across all seasons except that there was an increase in larger groups (over 10 people) during the Spring and during the Fall there was an increase in the proportion of single persons visiting Independence.

The proportion of visitor group types visiting Independence varied specifically during Summer when, in comparison with the other seasons, the proportions of families increased and "Other" groups decreased. Again, the proportion of single individuals that visited during the fall is reflected in the higher proportion of visitor groups that were classed as "Alone".

A higher proportion of the individuals visiting during the Summer were first time visitors to Independence than were the proportions of individuals visiting during the other seasons.

Visitor use of time

The timing of most visitor group arrivals at the park was consistently late morning. The duration of visits appeared to be significantly longer during the spring and summer.

J. Significant seasonal variations (continued)

Visitor activities

Lower proportions of Fall visitor groups viewed the museums/exhibits, used the restroom facilities, attended interpretive programs and visited the Visitor Center. A higher proportion of Summer visitor groups visited the Visitor Center. Other seasonal variations emerged among the other less popular activities (i.e. a lower proportion of Fall visitor groups participated in shopping).

Visitor locations

Significantly lower proportions of Fall visitor groups stopped at Independence Hall, Liberty Bell Pavilion and the Visitor Center than did group proportions during the other seasons. A higher proportion of Summer visitor groups made the Liberty Bell Pavilion their first stop than did group proportions from other seasons. Spring and Summer visitor groups tended to stop first more at the Visitor Center than did visitor groups during other seasons.

Special Questions

A lower proportion of Fall visitor groups bought items at Independence to keep as souvenirs.

J. Significant seasonal variations (continued)

Special Questions (continued)

Fall visitor groups responded that they visited The City Tavern because of 'both reasons' (to both dine/drink and view the historic building) - proportions of visitor groups during other seasons were split between responding 'both reasons' and 'to view the historic building'.

A higher proportion of Summer visitor groups indicated that they had got information about Independence from travel guides and tour books than did group proportions during other seasons. Fall visitor groups used the advice received from friends and relatives more so than travel guides and tour books. Among all visitor groups, Fall visitor groups had the largest proportion that did not consult any information about the park prior to their visit.

J. Significant seasonal variations (continued)

Table 1.2: Variation of Independence results by variable and season (proportion compared to other seasons)

Category	Variable	Summer	Fall	Winter	Spring
<u>Visitor Characteristics:</u>					
Group Size	> 10 People 1 Person		Higher		Higher
Group Type	Alone Families Other Group	Higher Lower			
Park Visits	First Time				
<u>Visitor Use of Time:</u>					
Arrival Time	9:00-12:00 pm 1:00-4:00 pm				Higher
Visit Duration	(more hours)	Higher			Higher
<u>Visitor Activities:</u>					
	Museums/Exhibits		Lower		
	Used Restrooms		Lower		
	Interpretive Programs		Lower		
	Visitor Center	Higher	Lower		
	Outdoor Relaxation				
	Shopping		Lower		
<u>Visitor Locations:</u>					
Total Visitation	Independence Hall Liberty Bell Visitor Center		Lower Lower Lower		
First Stops	Liberty Bell Visitor Center	Higher Higher			Higher
<u>Special Questions:</u>					
Purchase Reason	Souvenir Visit Air		Lower		
Reason for Tavern Visit	Both Reasons		Higher		
Prior Park Information	Park Guidebook Advice (friends/relatives) No Prior Information	Higher		Higher Higher	

RESULTS: SUMMER 1986

A. Visitors contacted

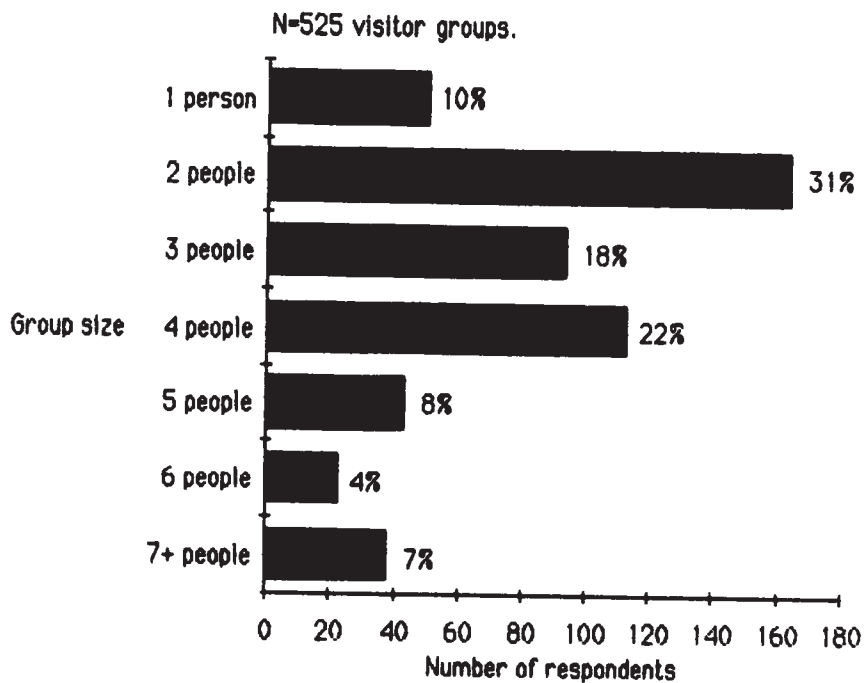
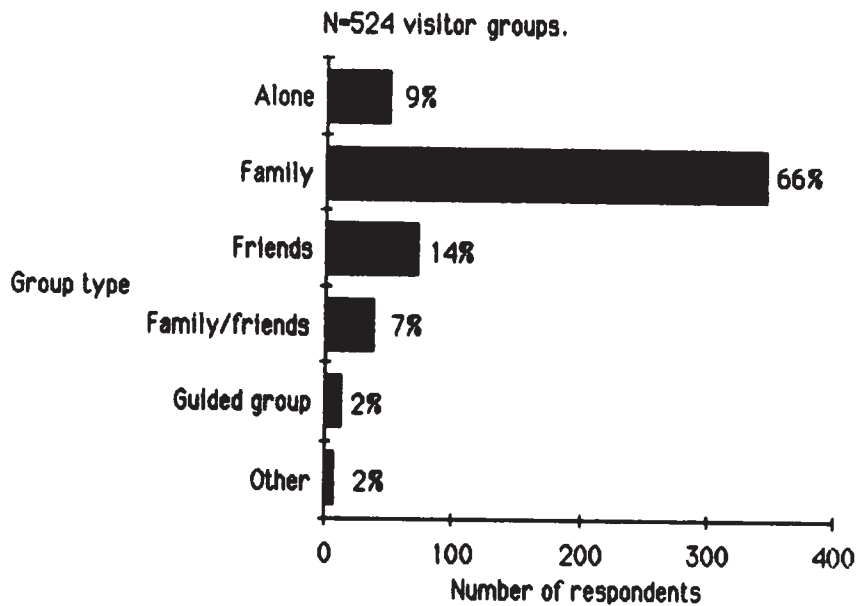
One thousand, three hundred and ninety-three visitor groups were contacted, and 1,300 agreed to participate. Thus, the acceptance rate was 96%. Five hundred and twenty-five of the visitor groups completed and returned their questionnaires, a 40% response rate.

B. Visitor characteristics

Figure 2.1 shows that the most common group size was two people; although a wide variation existed. Figure 2.2 shows two-thirds of the visitors came in family groups.

Figure 2.3 shows that there was a wide range of age groups represented; the most common were children under 15 years old and adults from 31 to 45 years old. As seen in Figure 2.4, this was most visitors' first visit to Independence.

Visitors came from many different locations within Pennsylvania, the United States and outside of the country as shown in Maps 2.1-2.3 and Table 2.1.

B. Visitor characteristics (continued)**Figure 2.1: Summer visitor group sizes****Figure 2.2: Summer visitor group types**

B. Visitor characteristics (continued)

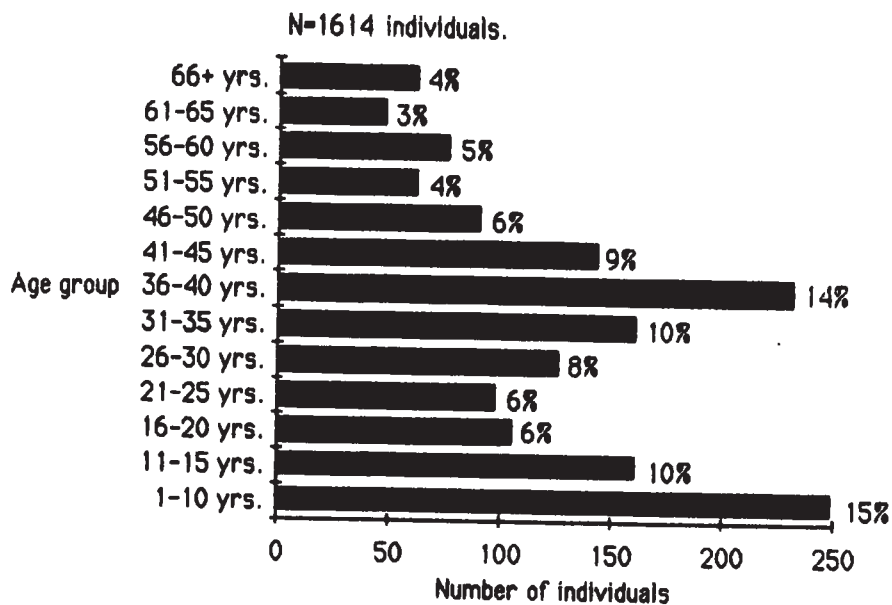


Figure 2.3: Summer visitor ages

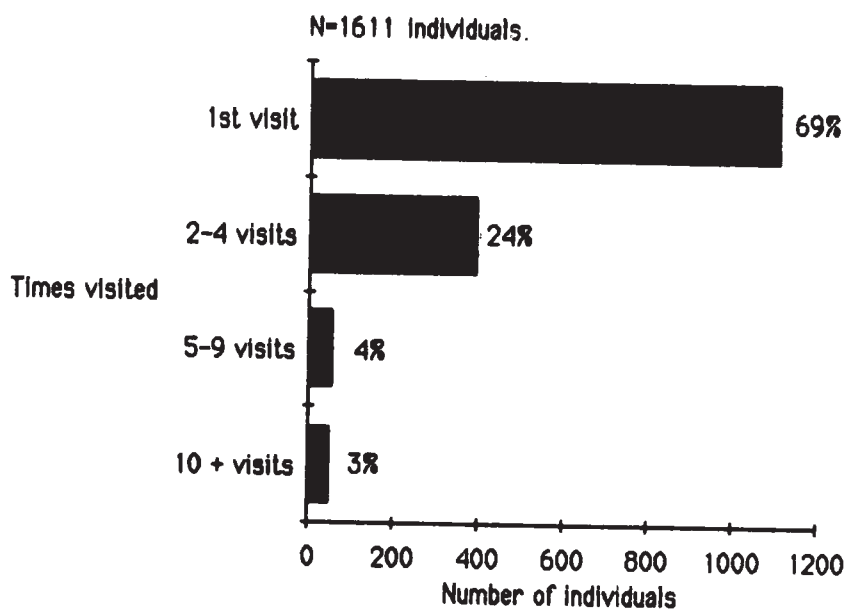
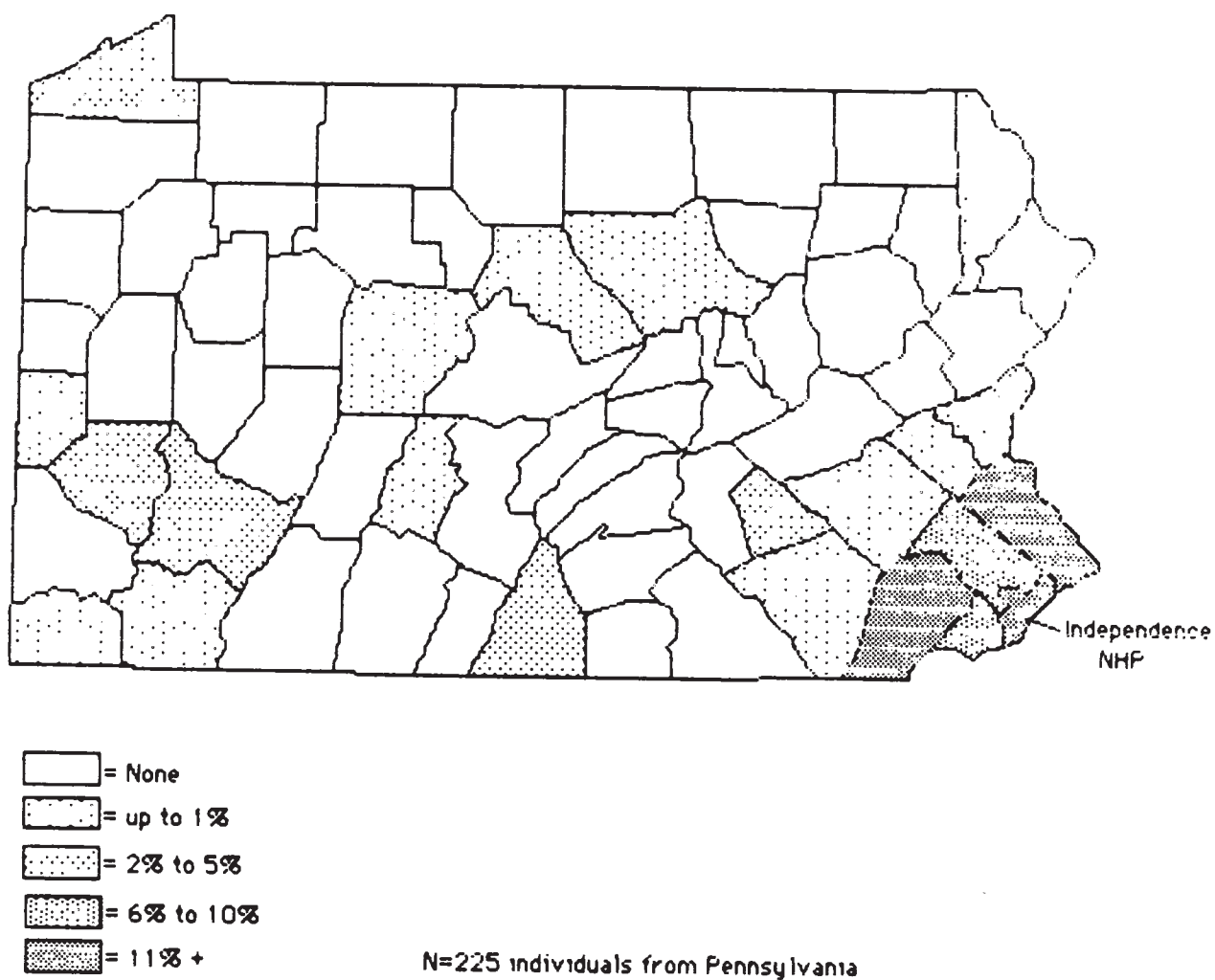
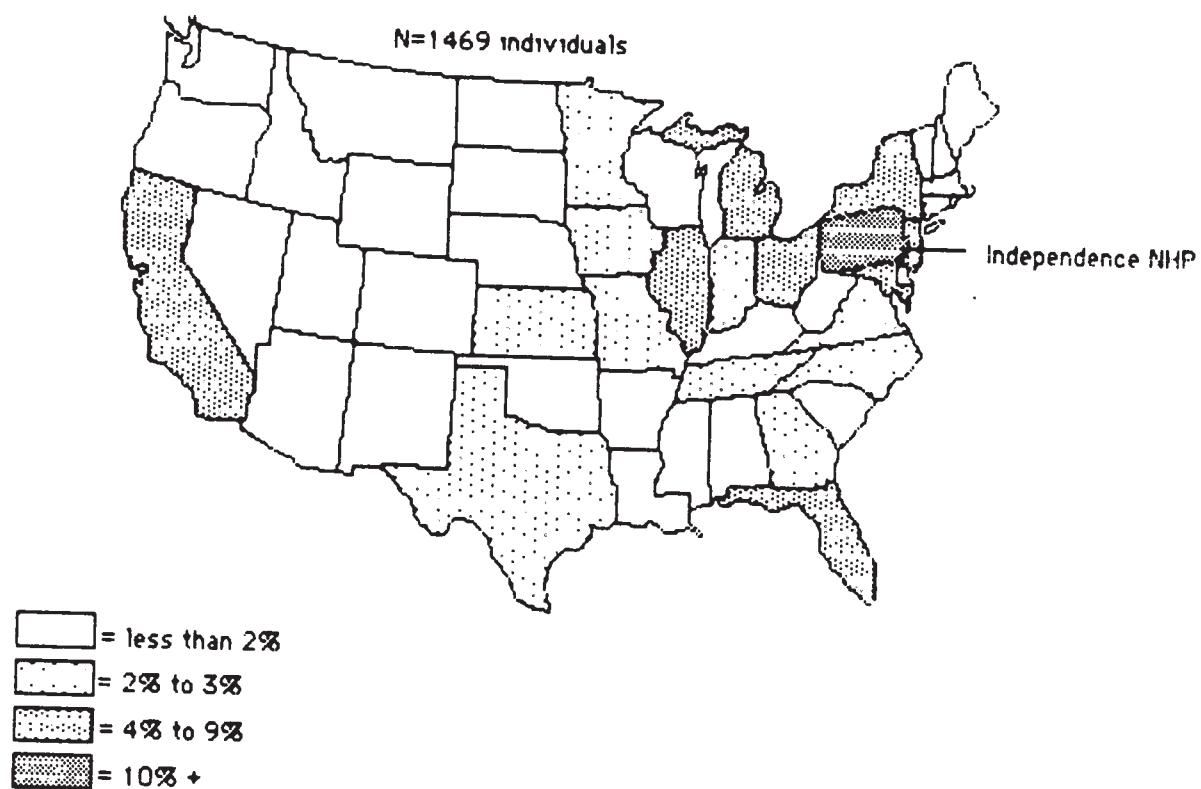


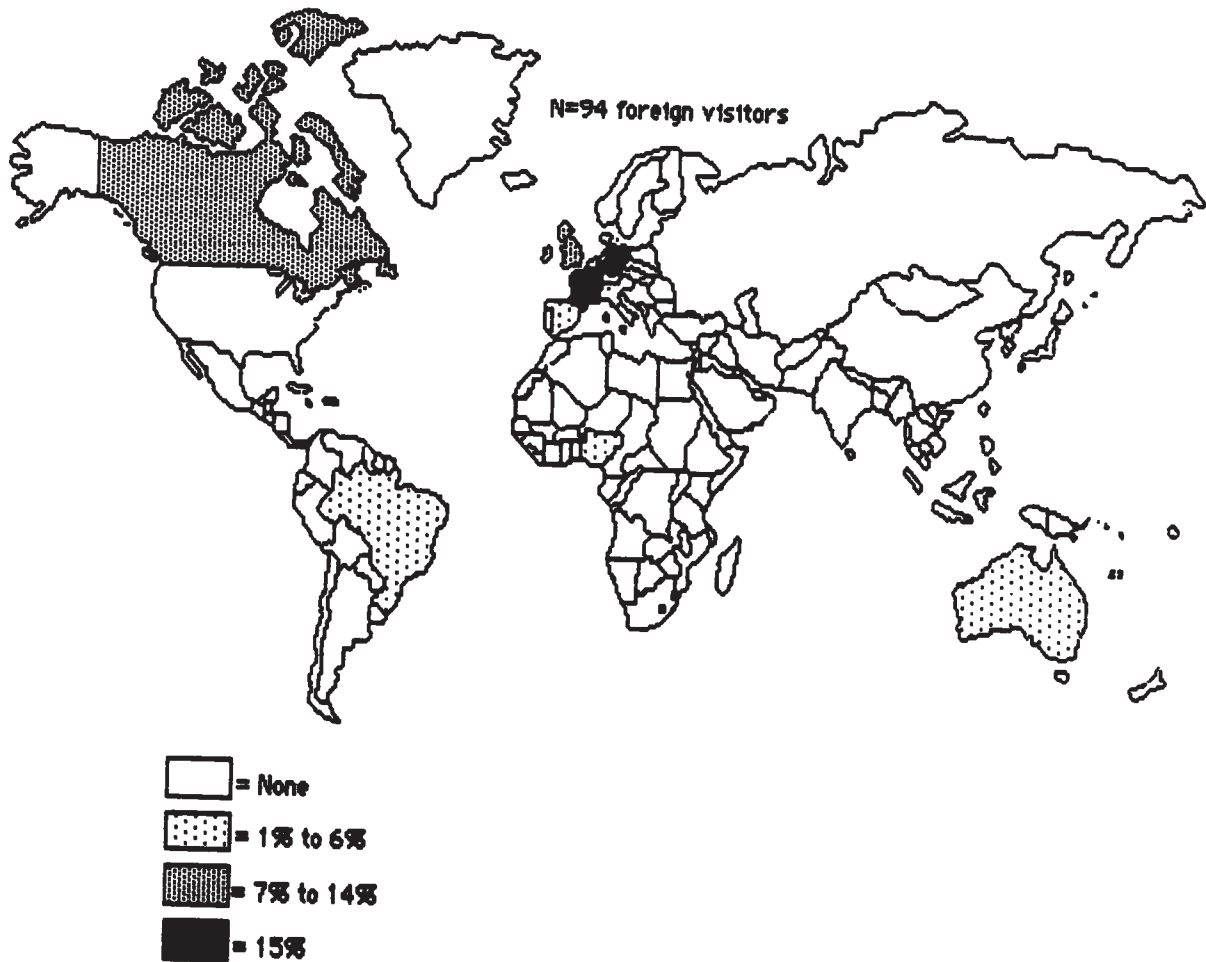
Figure 2.4: Number of visits made by Summer visitors

B. Visitor characteristics (continued)

Map 2.1: Proportion of Pennsylvania Summer visitors from each county

B. Visitor characteristics (continued)

Map 2.2: Proportion of Summer visitors from each state

B. Visitor characteristics (continued)

**Map 2.3: Proportion of foreign Summer visitors
by country**

B. Visitor characteristics (continued)

Table 2.1: Proportion of Summer visitors from foreign countries

N=94 individuals from foreign countries

Country	Number of individuals	% of foreign visitors
<u>North America</u>		
Canada	10	11%
<u>South America</u>		
Brazil	2	2%
<u>Europe</u>		77%
Denmark	2	
England	12	
France	18	
Germany	21	
Ireland	5	
Italy	3	
Netherlands	4	
Scotland	2	
Spain	1	
Switzerland	4	
<u>Africa</u>		
Nigeria	1	1%
<u>Asia/Middle East</u>		
Israel	1	4%
Japan	2	
Korea	1	
<u>Australia</u>		
Australia	5	5%

C. Visitor use of time

Figure 2.5 illustrates that a high proportion of Summer visitor groups entered Independence between 9:00 a.m. and 2:00 p.m. Figure 2.6 shows that Summer visitor groups commonly stayed from one to five hours.

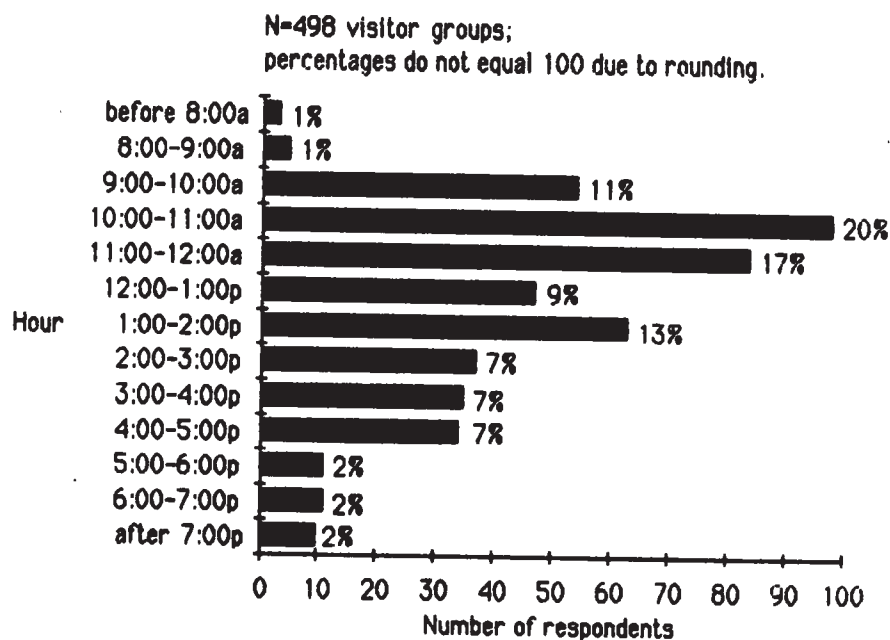


Figure 2.5: Summer visitors entering Independence each hour of the day

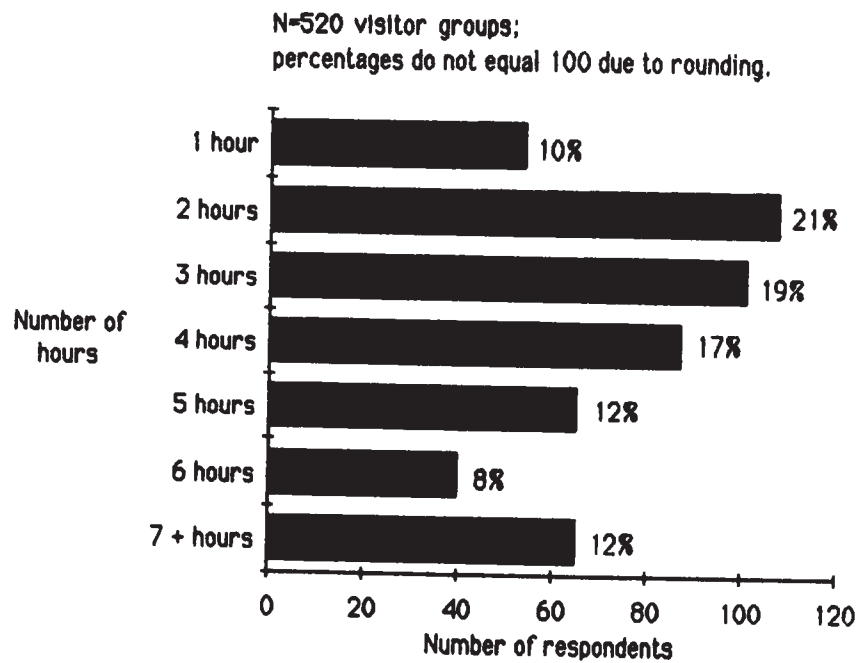
C. Visitor use of time (continued)

Figure 2.6: Number of hours Summer visitors spent at Independence

D. Visitor activities

Figure 2.7 shows the proportion of visitor group participation in each activity during their visit. The activities pursued by the majority of Summer visitor groups included visiting museums and exhibits (84%), using the restroom facilities (73%), visiting the Visitor Center (64%) and attending interpretive programs (62%).

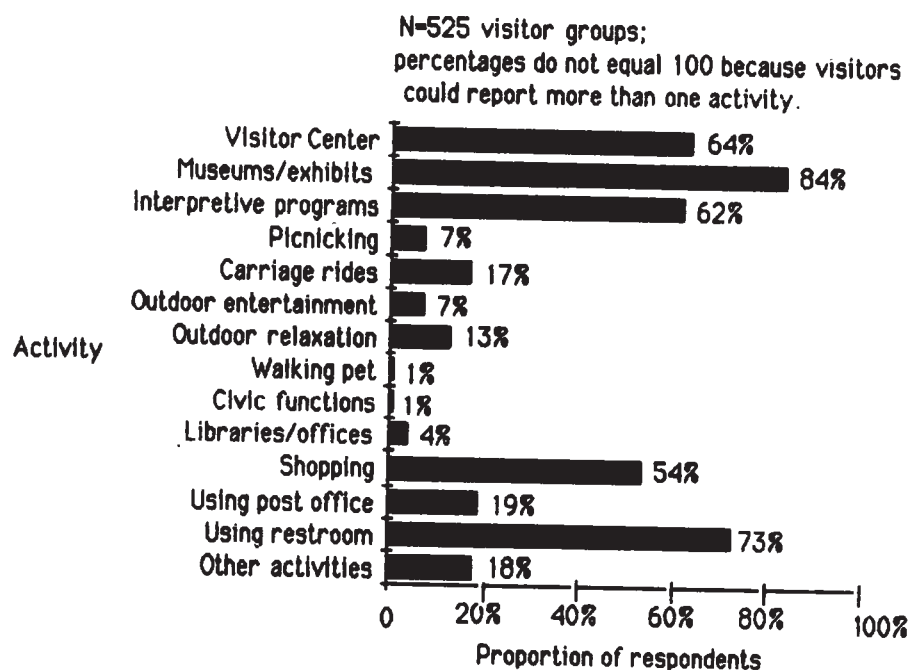


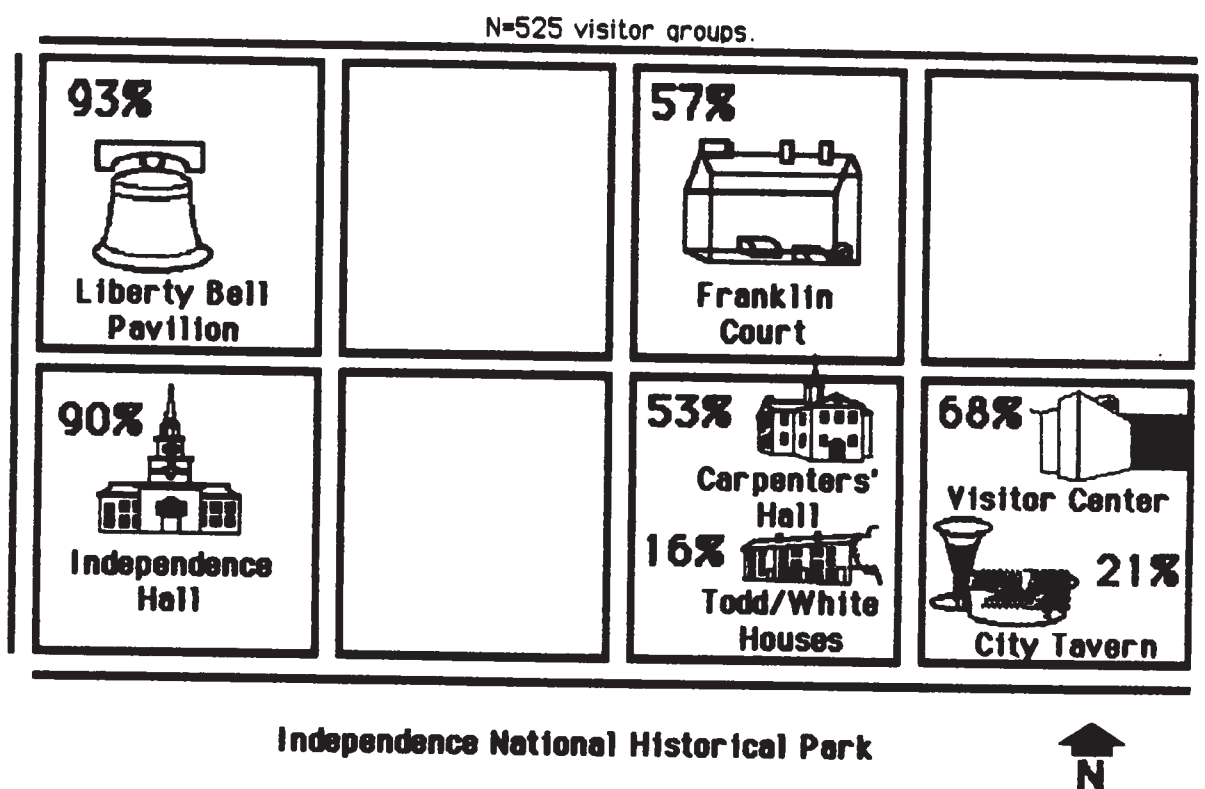
Figure 2.7: Proportion of Summer visitors participating in each activity

E. Visitor locations

Map 2.4 shows the proportion of all visitor groups that visited each site. The sites having the highest visitation were the Liberty Bell Pavilion (93%) and Independence Hall (90%).

Map 2.5 shows the proportion of visitor groups that stopped at each site first. The largest proportions of visitor groups stopped first at either the Liberty Bell Pavilion (40%) or the Visitor Center (33%).

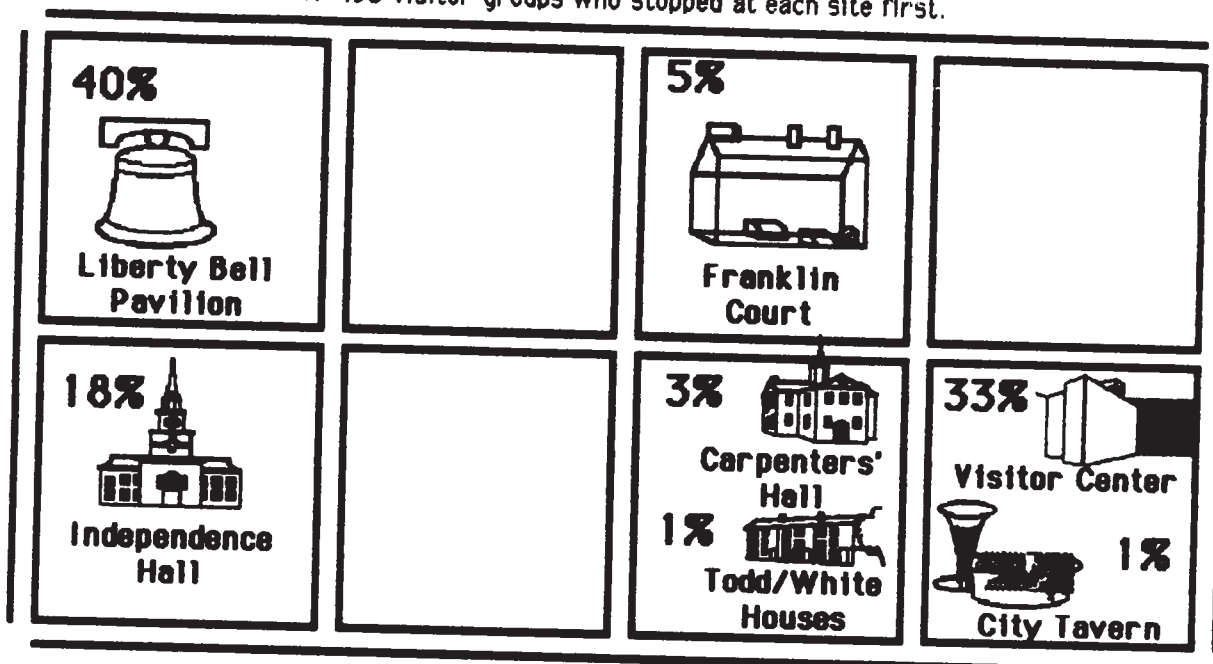
The stop order taken by Summer visitor groups to each of the seven sites are shown in Figures 2.8-2.14.



Map 2.4: Proportion of all Summer visitors who stopped at each site

E. Visitor locations (continued)

N=496 visitor groups who stopped at each site first.



Independence National Historical Park



Map 2.5: Proportion of all Summer visitors who stopped at each site first

E. Visitor locations (continued)

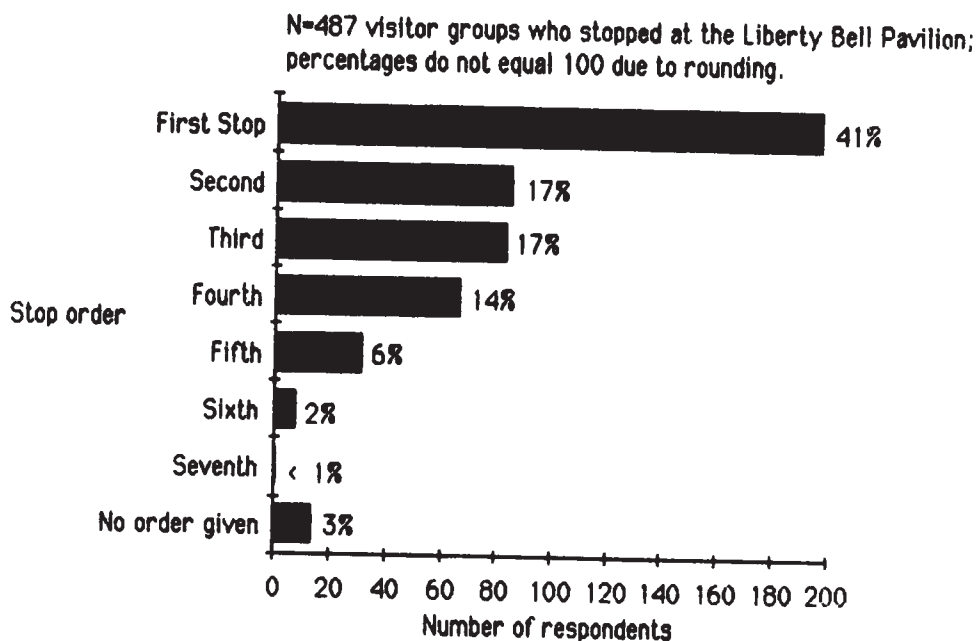


Figure 2.8: Order in which Summer visitors stopped at the Liberty Bell Pavilion

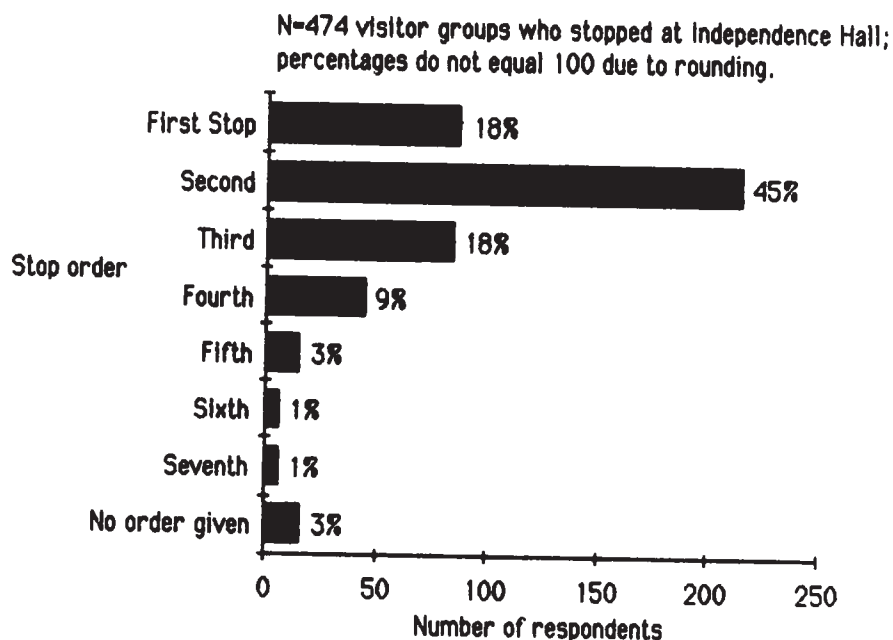


Figure 2.9: Order in which Summer visitors stopped at Independence Hall

E. Visitor locations (continued)

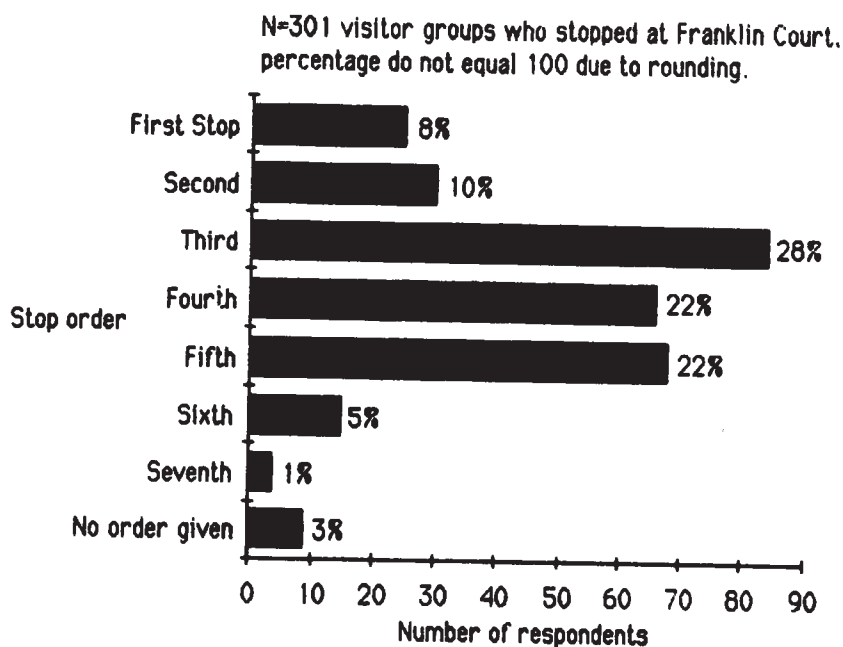


Figure 2.10: Order in which Summer visitors stopped at Franklin Court

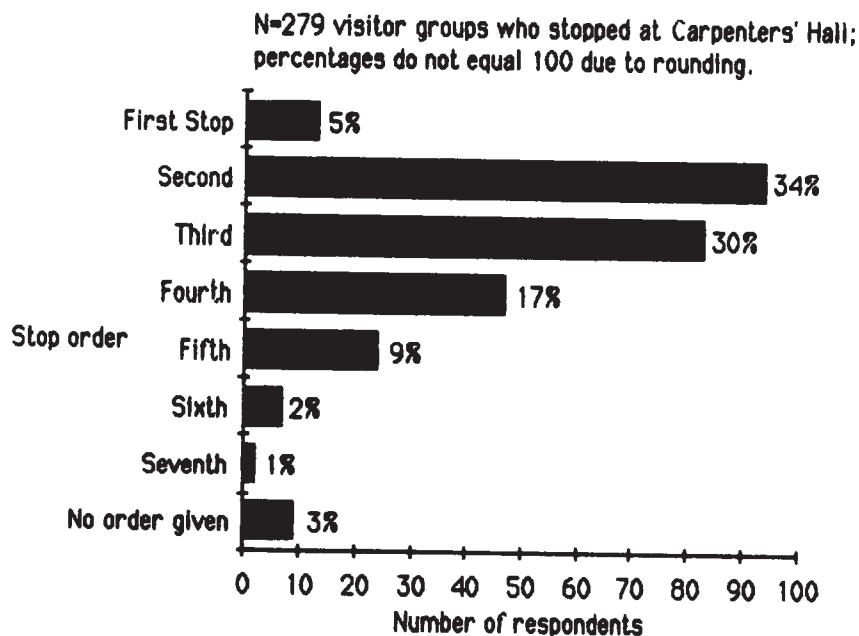


Figure 2.11: Order in which Summer visitors stopped at Carpenters' Hall

E. Visitor locations (continued)

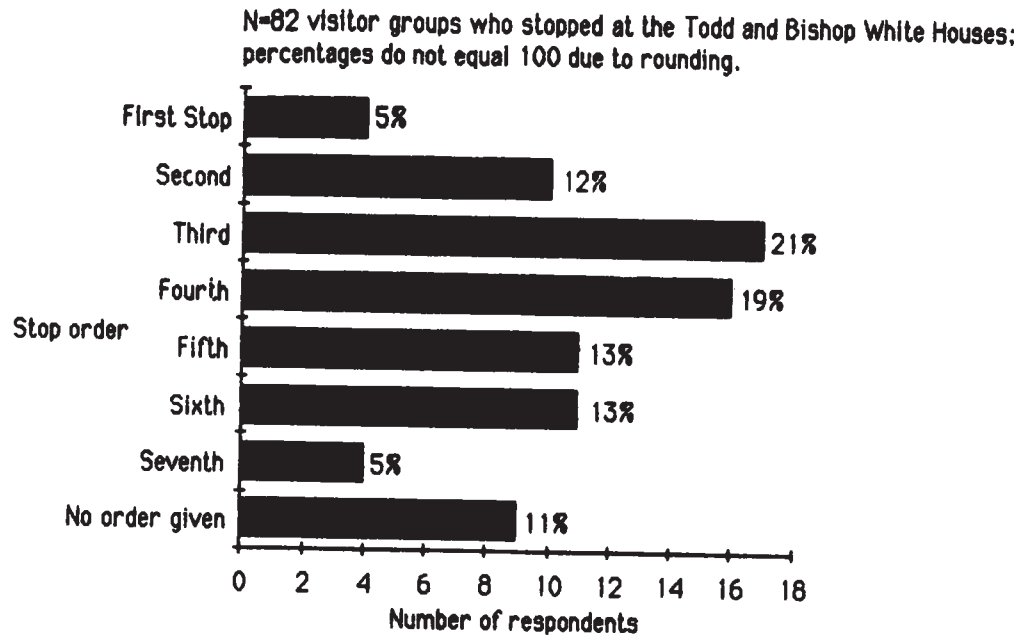


Figure 2.12: Order in which Summer visitors stopped at the Todd and Bishop White Houses

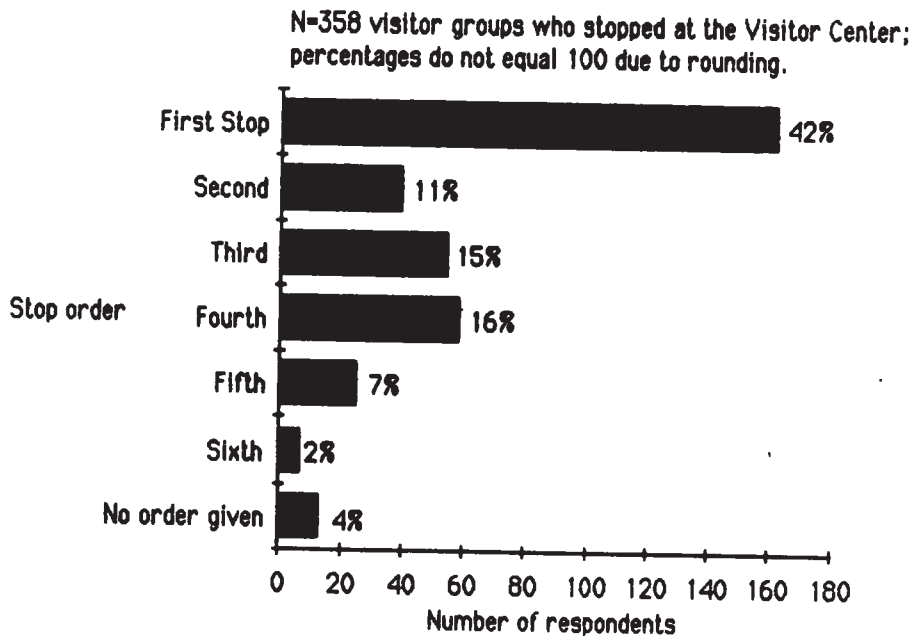


Figure 2.13: Order in which Summer visitors stopped at the Visitor Center

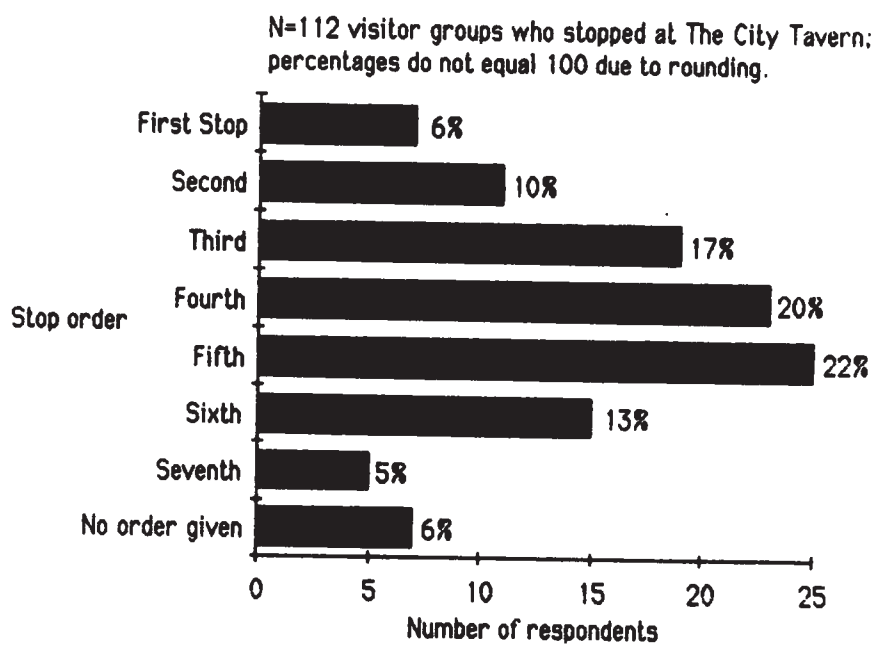
E. Visitor locations (continued)

Figure 2.14: Order in which Summer visitors stopped at The City Tavern

F. Special question 1: Bookstore purchases

Visitor groups that purchased items from the sales areas in the park buildings (i.e. bookstore) during the summer gave several reasons for buying items. Figure 2.15 shows that the most common reason was to keep the items as souvenirs (82%).

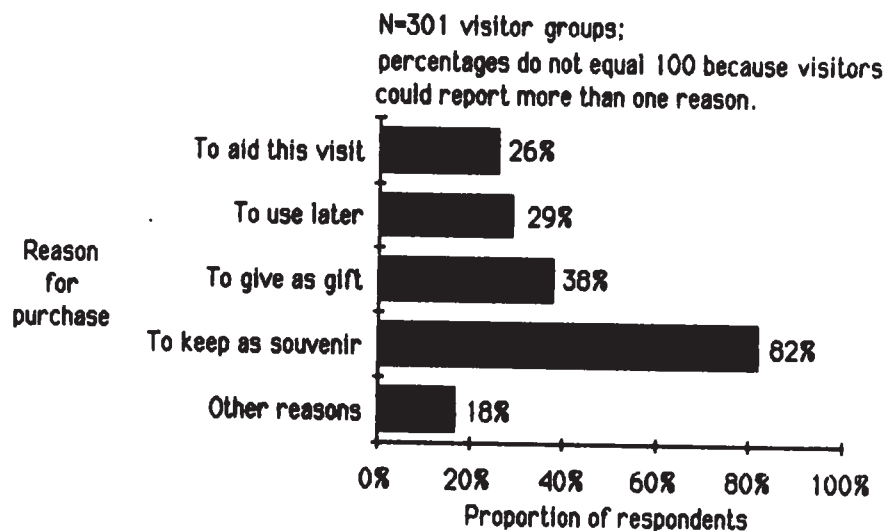


Figure 2.15: Proportion of Summer visitors reporting each reason for purchasing items

G. Special question 2: Visits to The City Tavern

Twenty-one percent of Summer visitor groups visited The City Tavern. Figure 2.16 shows that their reasons for visiting were because they wanted to view the historic building (48%) and because they wanted to both view the historic building and dine/drink there (49%).

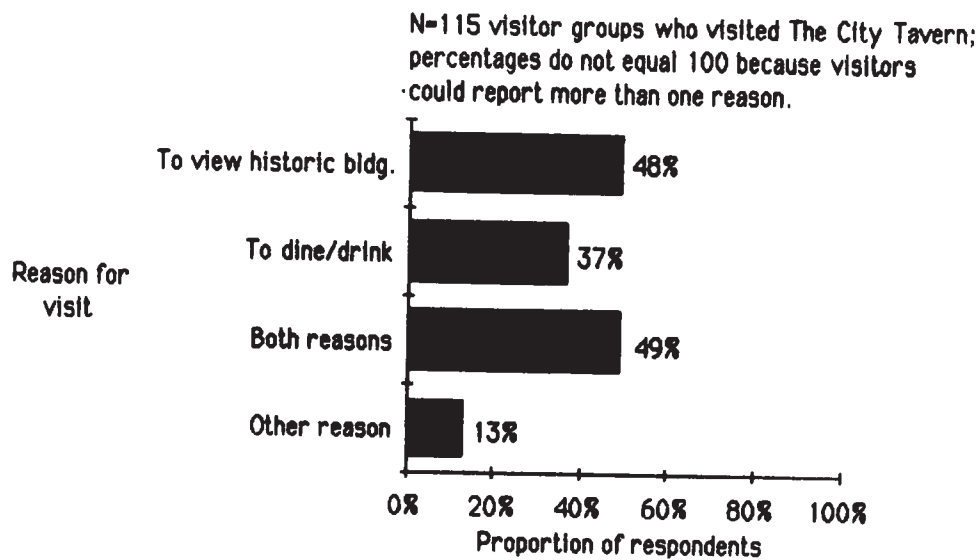


Figure 2.16: Proportion of Summer visitors reporting each reason for visiting The City Tavern

H. Special question 3: Information sources

Visitor groups identified the sources of information they consulted about Independence. As shown in Figure 2.17, the most common source used by Summer visitor groups was travel guides and tour books (43%); friends and relatives was the next most common source given. Twenty percent of the visitor groups did not consult any information prior to their arrival at the park.

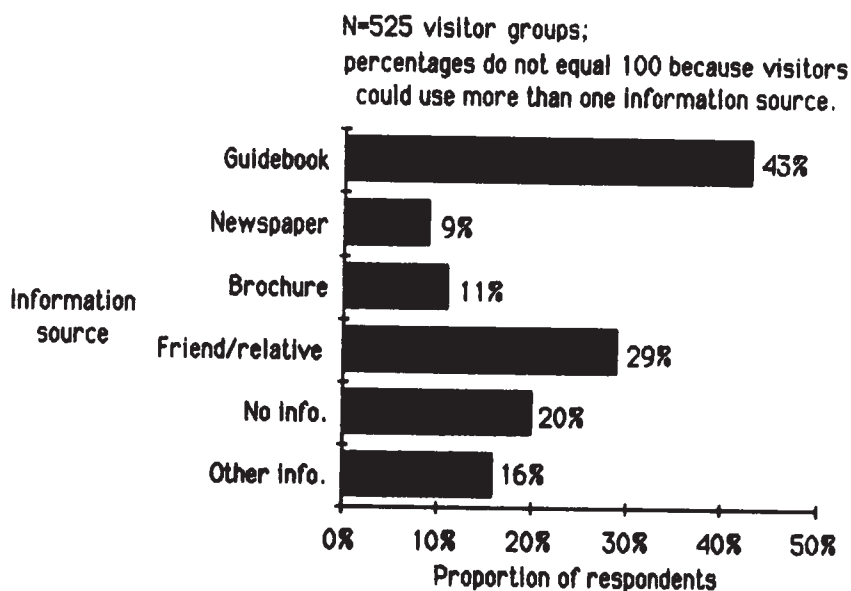


Figure 2.17: Proportion of Summer visitors using each information source

RESULTS: FALL 1986

A. Visitors contacted

One thousand and twenty-two visitor groups were contacted, and 985 agreed to participate. Thus, the acceptance rate was 96%. Three hundred and fifty-seven of the visitor groups completed and returned their questionnaires, a 36% response rate.

B. Visitor characteristics

Figure 3.1 shows that the most common group size was two people (35%). Nearly two-fifths of the visitors came in family groups, as shown in Figure 3.2.

Figure 3.3 shows that there was a wide range of age groups represented; the most common were children under 11 years old and adults from 30 to 45 years old. Figure 3.4 shows that for most visitors, this was their first visit to Independence.

Maps 3.1-3.3 and Table 3.1 show that visitors came from many different locations within Pennsylvania, the United States and outside of the country.

B. Visitor characteristics (continued)

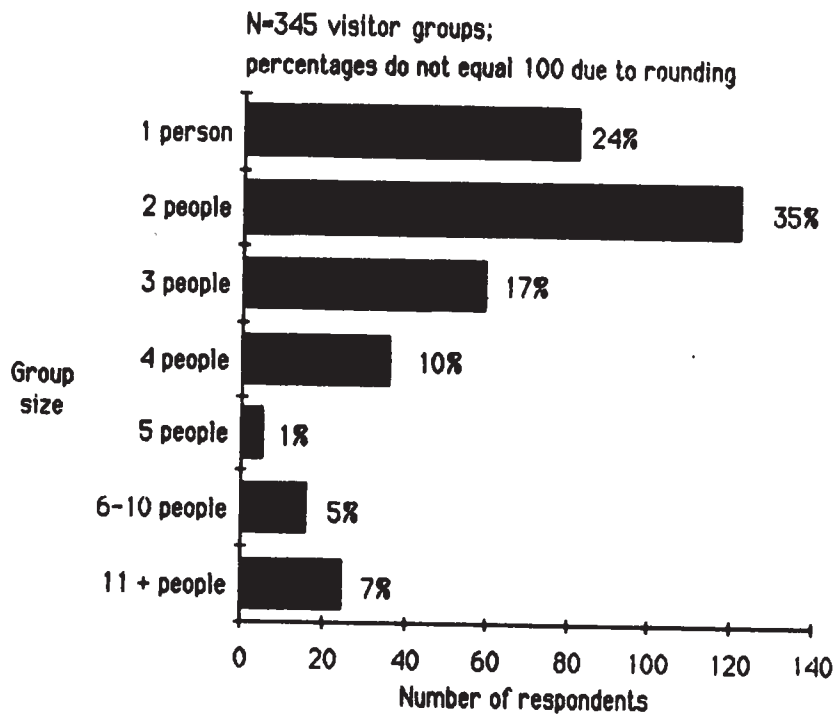


Figure 3.1: Fall visitor group sizes

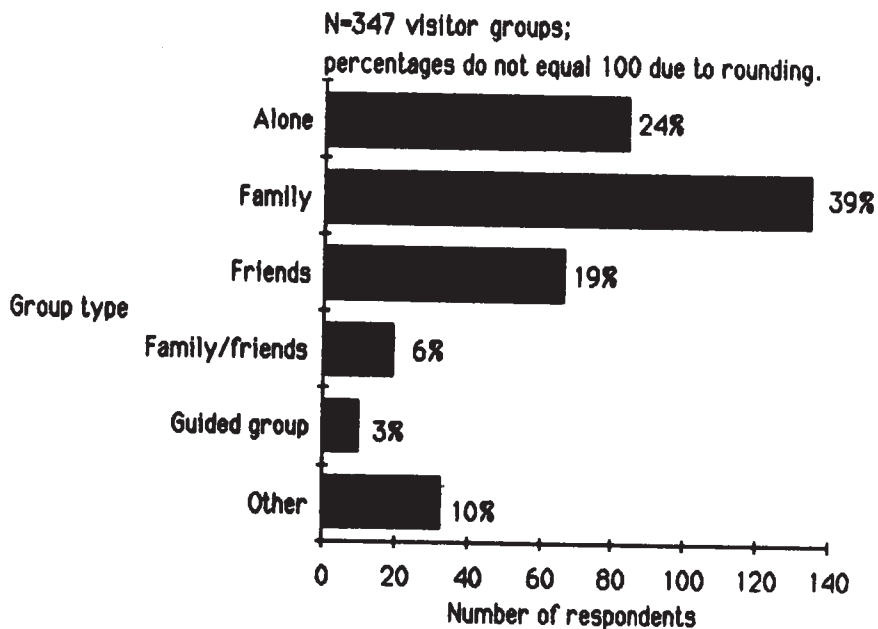


Figure 3.2: Fall visitor group types

B. Visitor characteristics (continued)

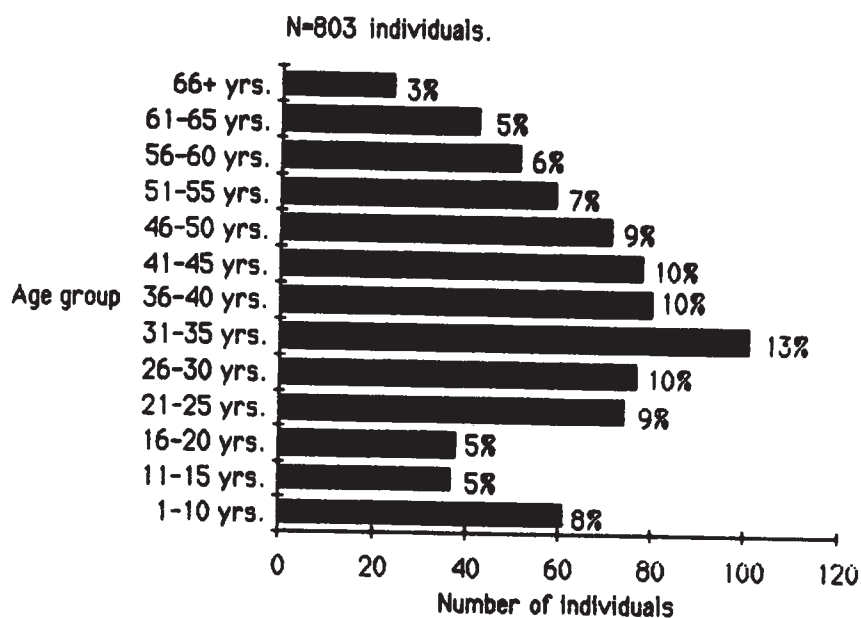


Figure 3.3: Fall visitor ages

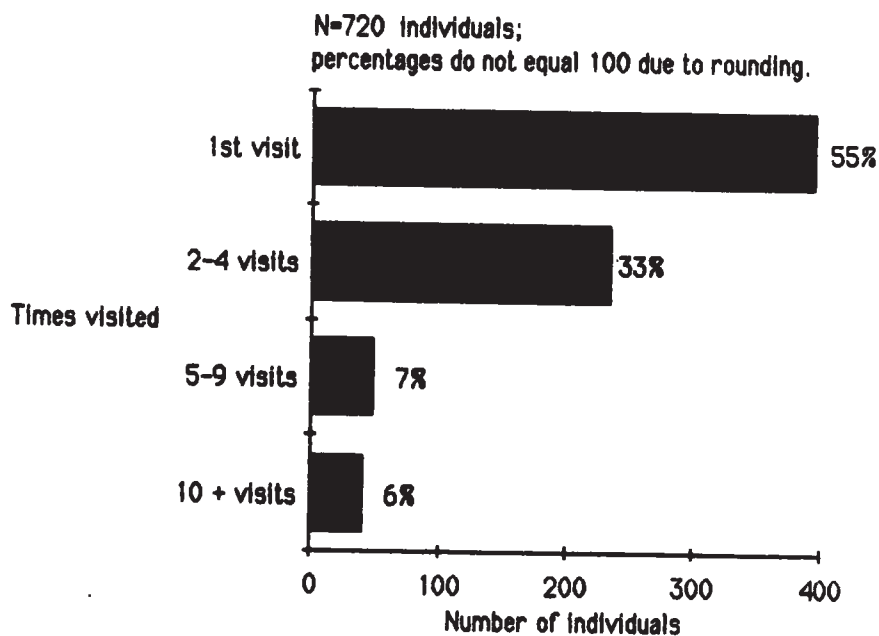
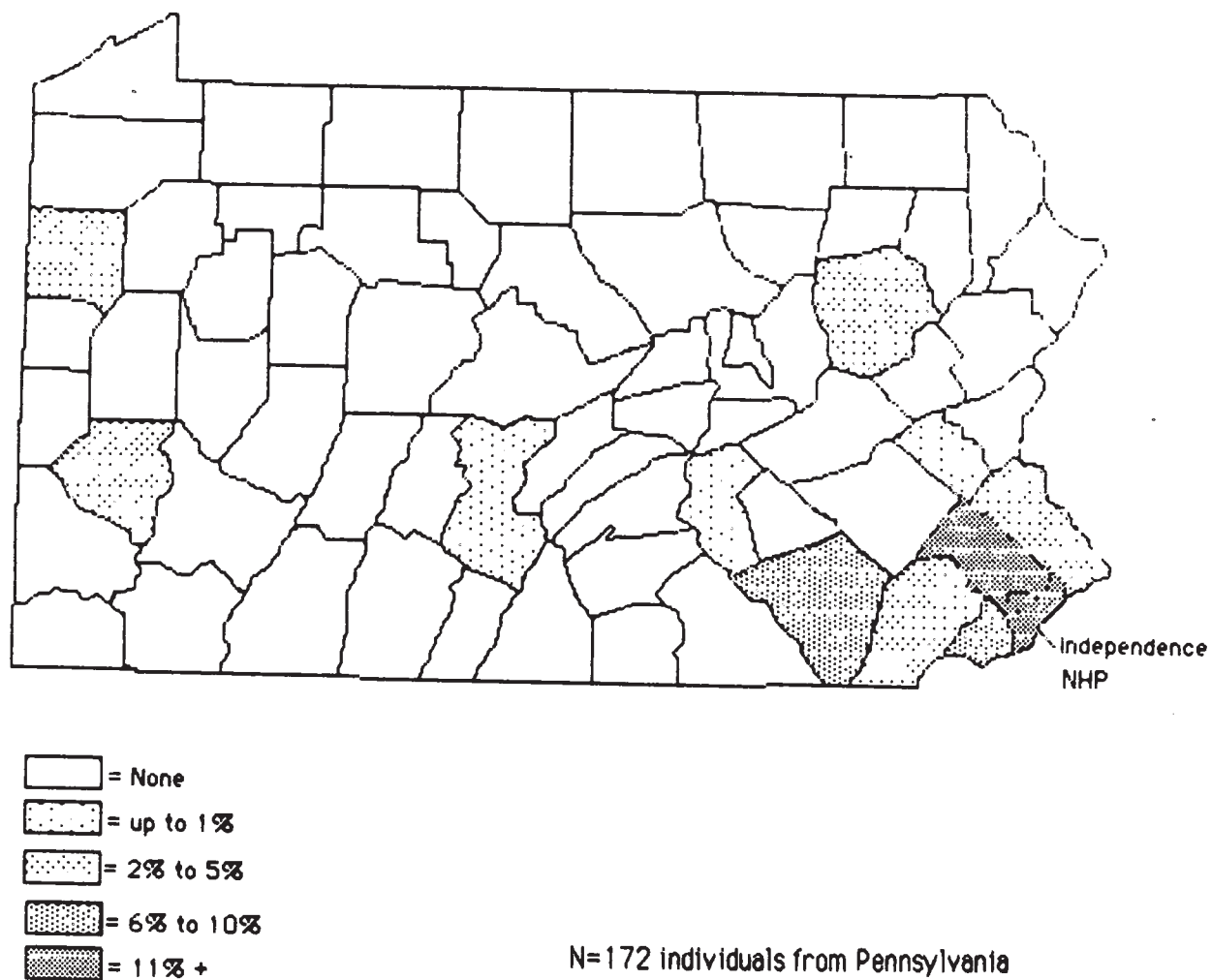
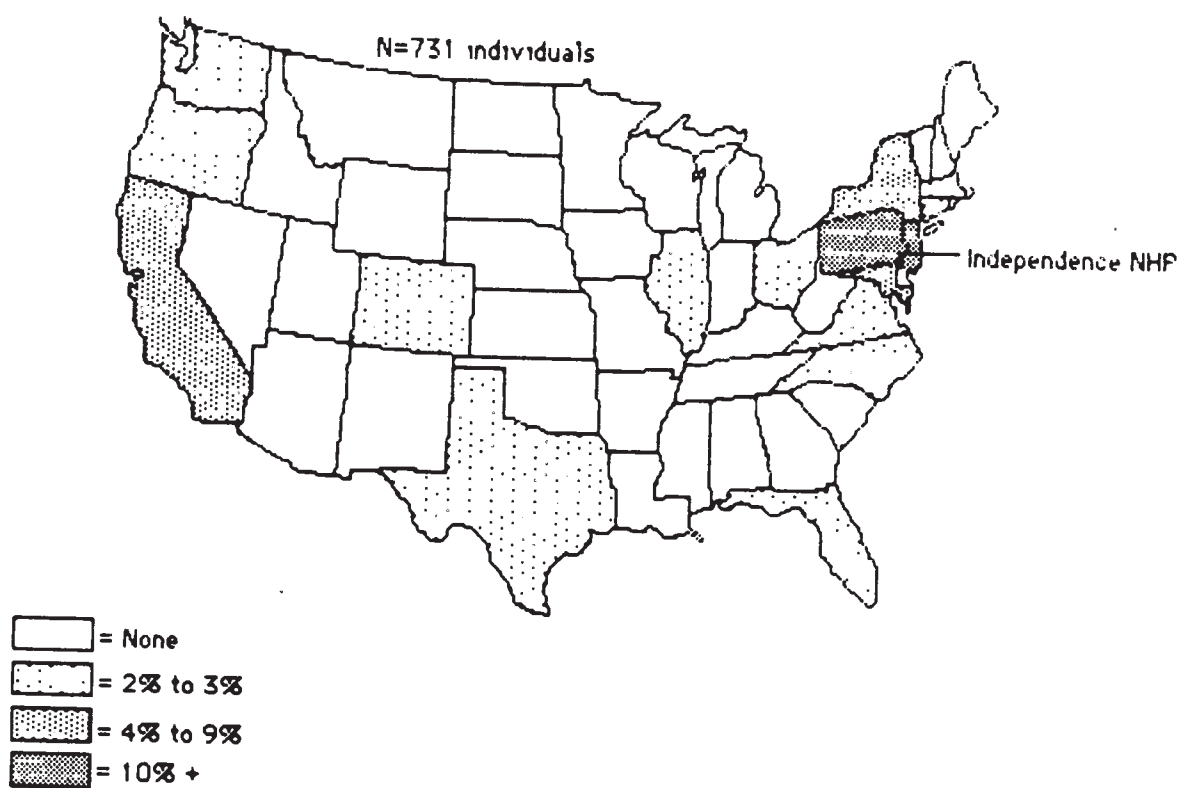


Figure 3.4: Number of visits made by Fall visitors

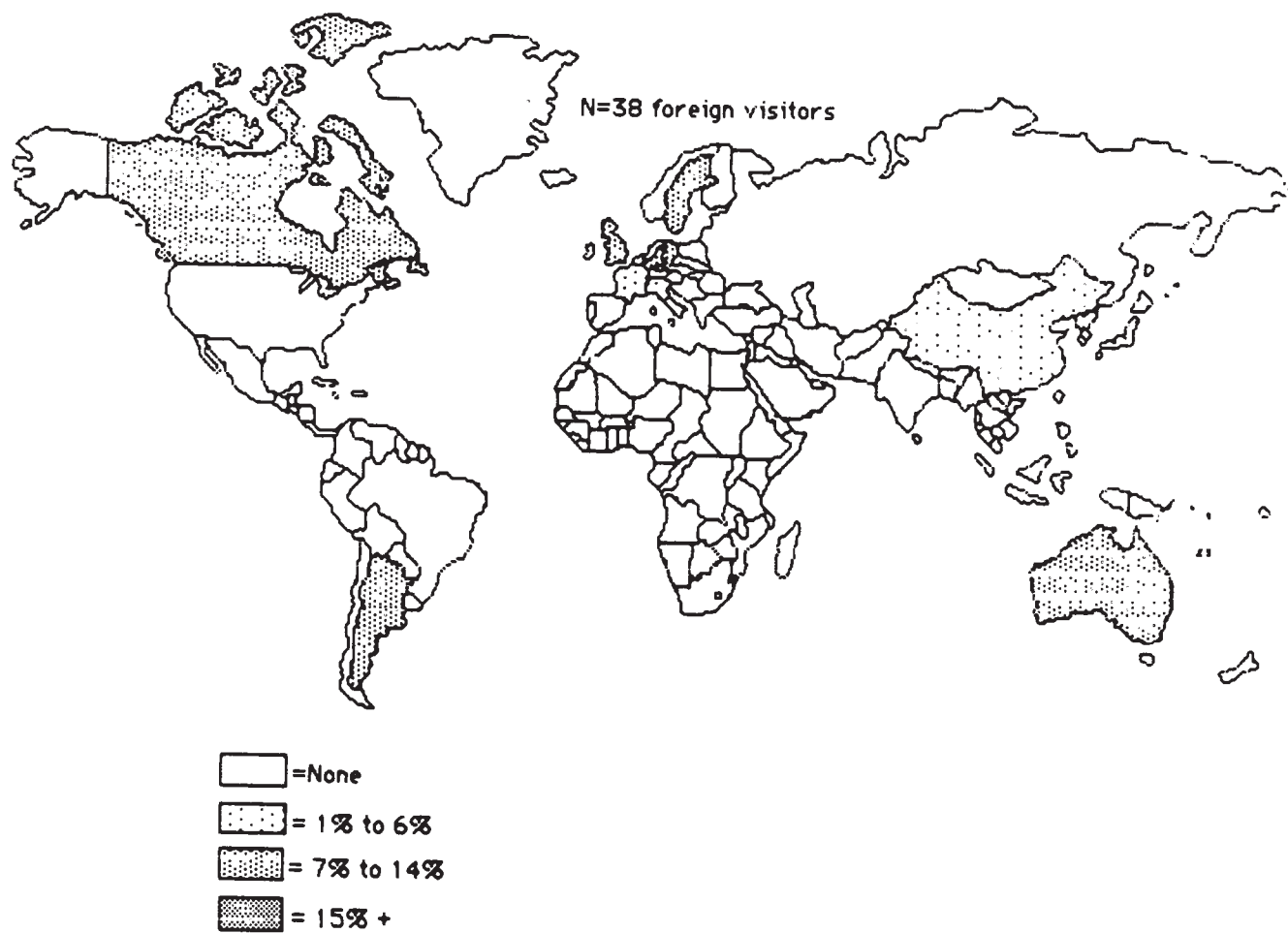
B. Visitor characteristics (continued)

Map 3.1: Proportion of Pennsylvania Fall visitors from each county

B. Visitor characteristics (continued)

Map 3.2: Proportion of Fall visitors from each state

B. Visitor characteristics (continued)



Map 3.3: Proportion of foreign Fall visitors by country

B. Visitor characteristics (continued)**Table 3.1: Proportion of visitors from foreign countries**

N=38 individuals from foreign countries

Country	Number of individuals	% of foreign visitors
<u>North America</u>		13%
Canada	4	
Bermuda	1	
<u>South America</u>		8%
Argentina	3	
<u>Europe</u>		50%
Belgium	1	
France	2	
Germany	3	
Italy	2	
Sweden	5	
Switzerland	2	
U. K.	4	
<u>Asia/Middle East</u>		18%
China	1	
Indonesia	1	
Japan	2	
Jordan	1	
Korea	1	
Thailand	1	
<u>Australia</u>		11%
Australia	4	

C. Visitor use of time

Figure 3.5 illustrates that visitor groups commonly entered Independence between 10:00 a.m. and 12:00 noon. Figure 3.6 shows that visitor groups commonly stayed for one to three hours.

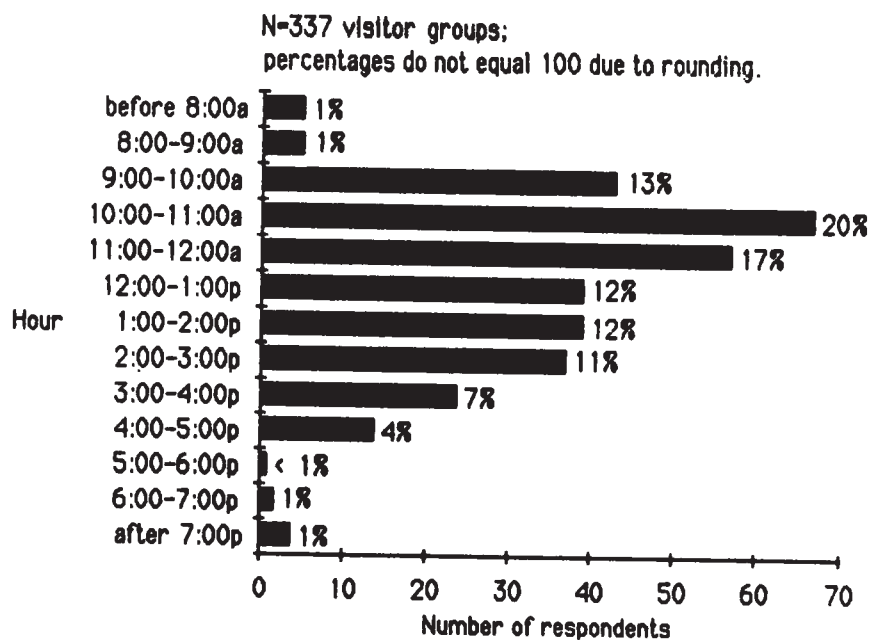
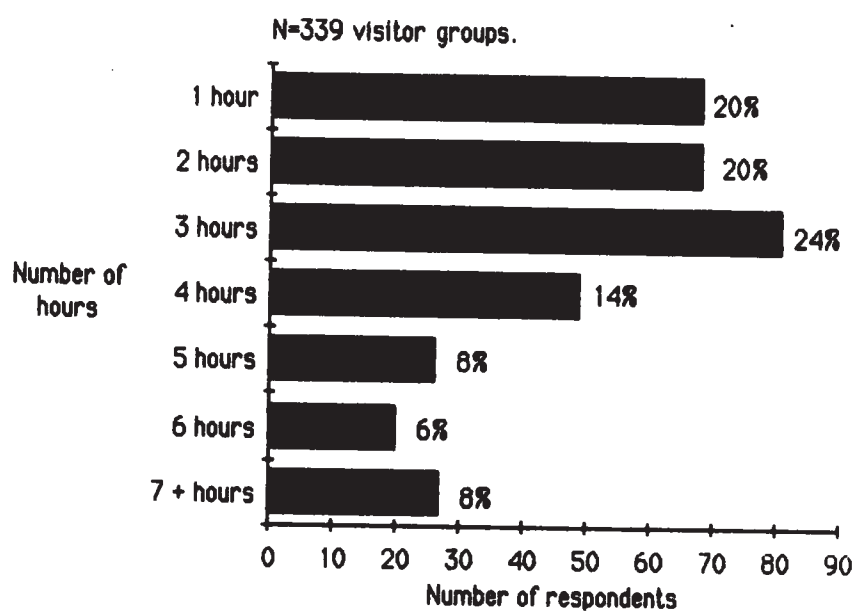


Figure 3.5: Fall visitors entering Independence each hour of the day

C. Visitor use of time (continued)**Figure 3.6: Number of hours Fall visitors spent at Independence**

D. Visitor activities

Figure 3.7 shows the proportion of visitor group participation in each activity during their visit. The activities pursued by the majority of Fall visitor groups included visiting museums and exhibits (72%), using the restroom facilities (55%), visiting the Visitor Center (50%) and attending interpretive programs (49%).

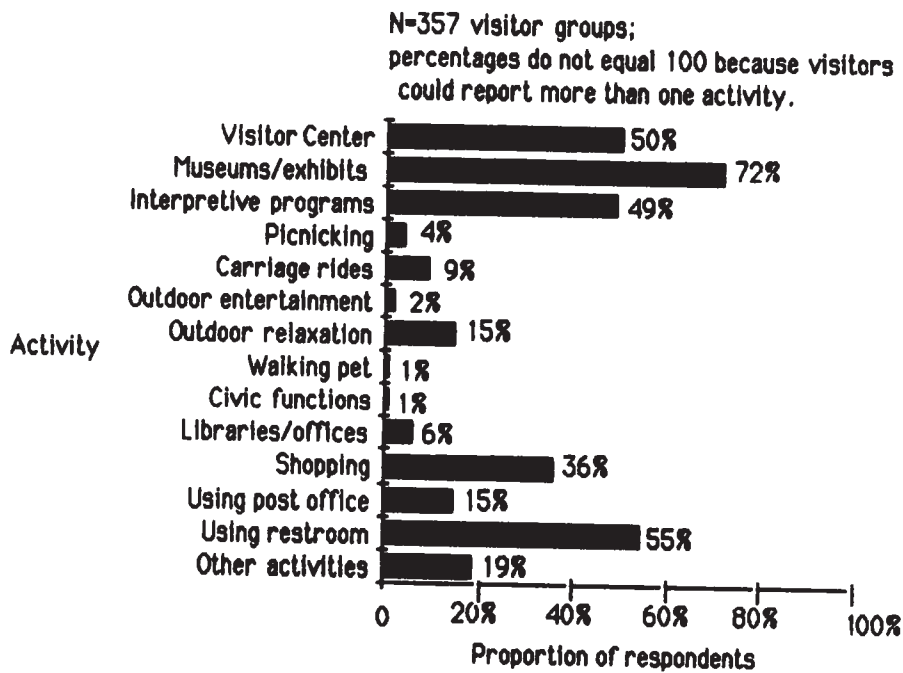


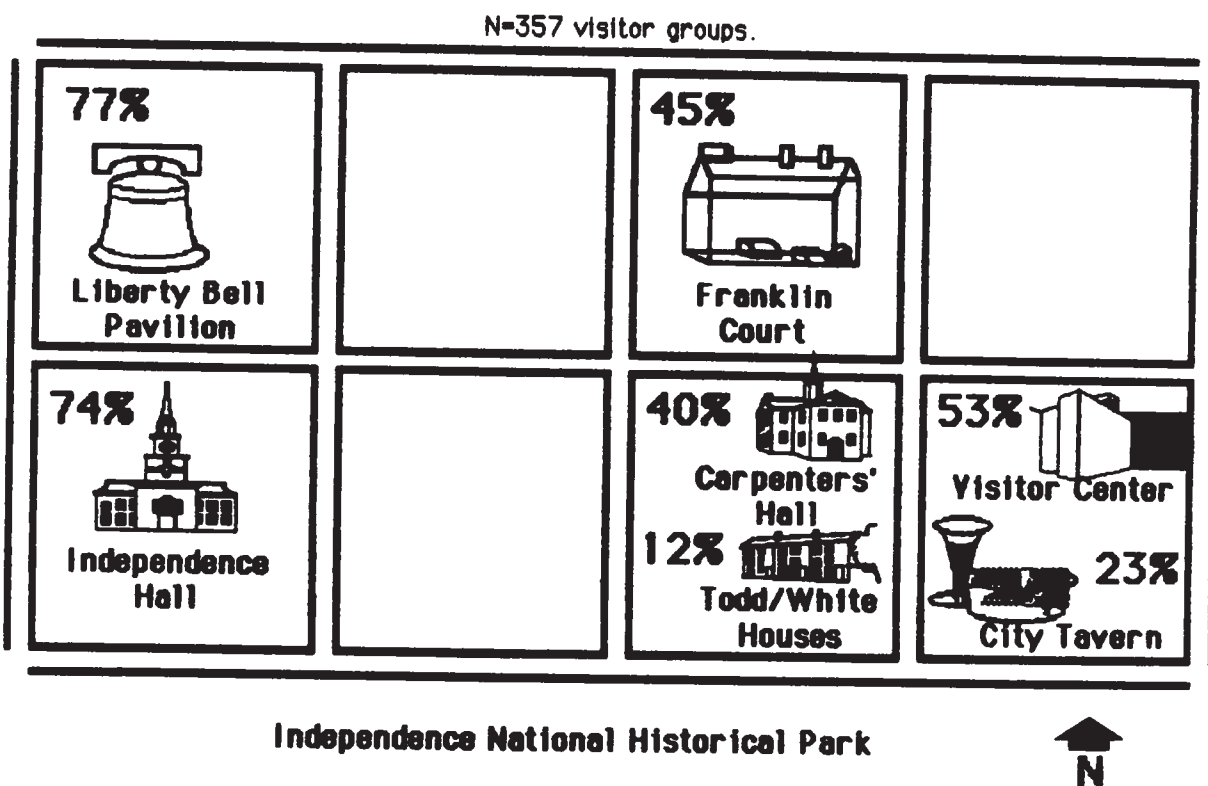
Figure 3.7: Proportion of Fall visitors participating in each activity

E. Visitor locations

Map 3.4 shows the proportion of all visitor groups that visited each site. The sites having the highest visitation were Independence Hall (74%) and the Visitor Center (53%).

Map 3.5 shows the proportion of visitor groups that stopped first at each site. The largest proportion of visitor groups stopped first at the Liberty Bell Pavilion (36%).

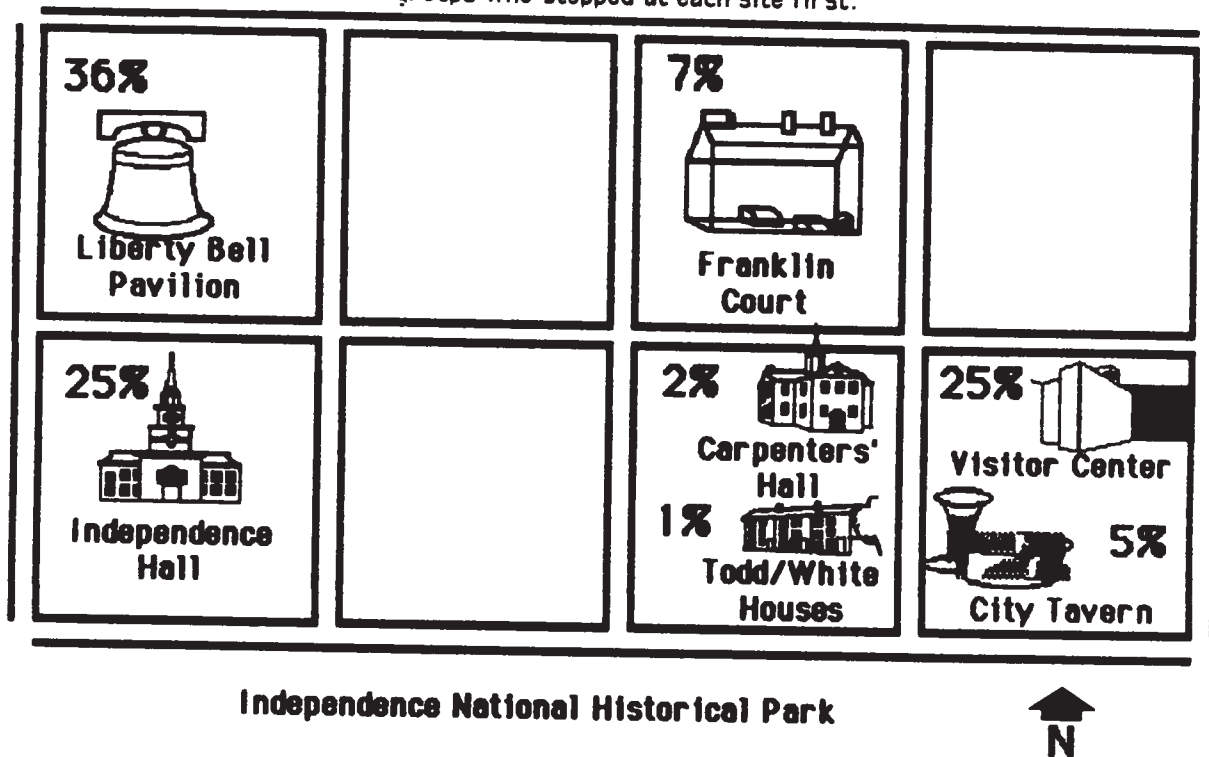
Figures 3.8-3.14 illustrate the stop order of visitor groups to each of the seven sites.



Map 3.4: Proportion of all Fall visitors who stopped at each site

E. Visitor locations (continued)

N=307 visitor groups who stopped at each site first.



Map 3.5: Proportion of all Fall visitors who stopped at each site first

E. Visitor locations (continued)

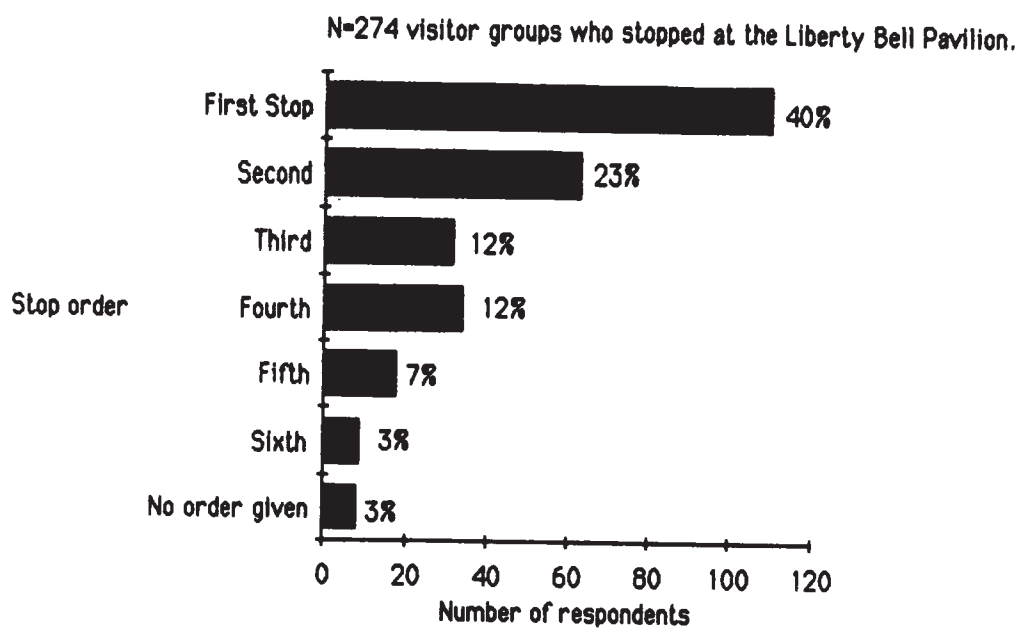


Figure 3.8: Order in which Fall visitors stopped at the Liberty Bell Pavilion

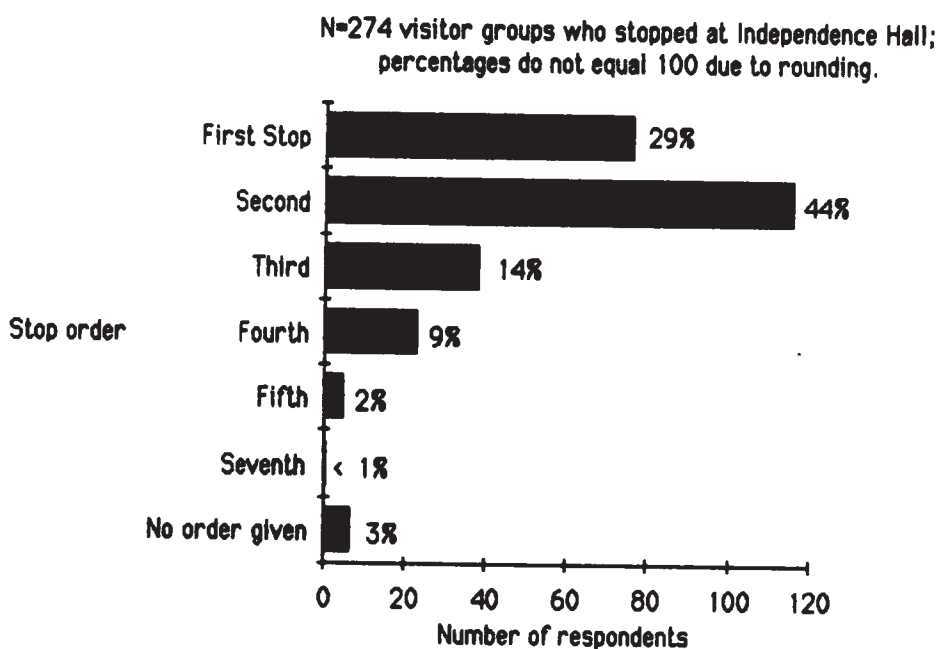


Figure 3.9: Order in which Fall visitors stopped at Independence Hall

E. Visitor locations (continued)

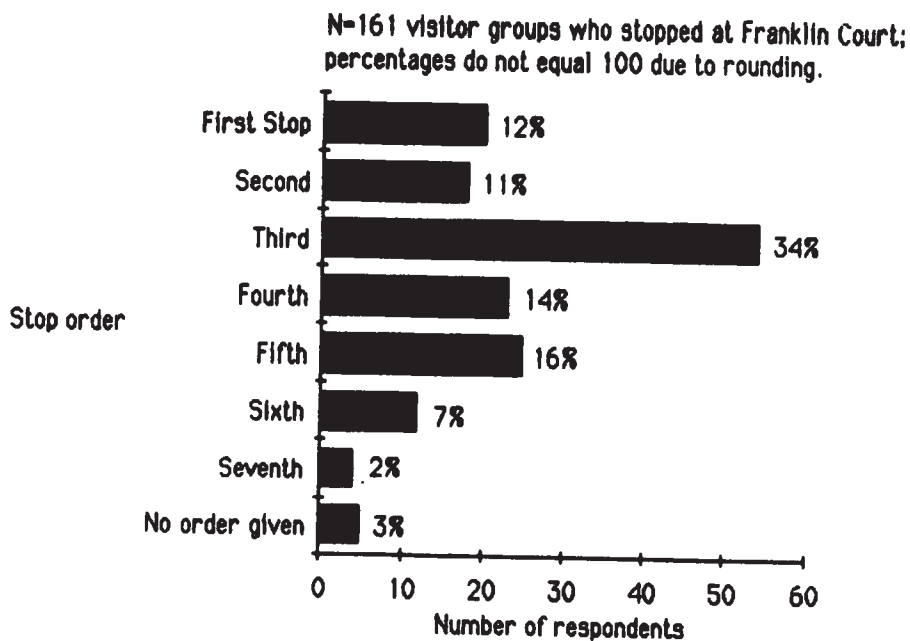


Figure 3.10: Order in which Fall visitors stopped at Franklin Court

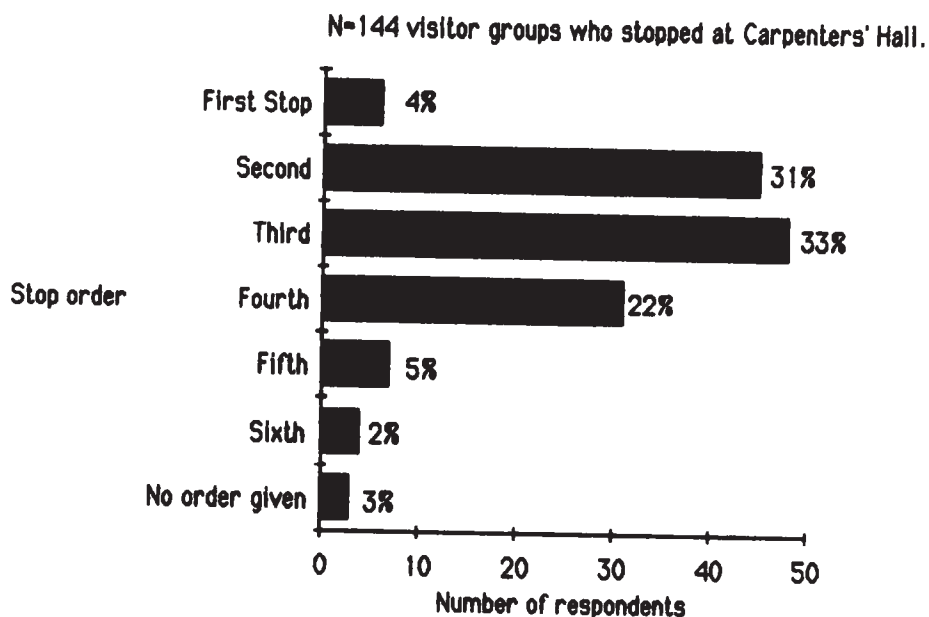


Figure 3.11: Order in which Fall visitors stopped at Carpenters' Hall

E. Visitor locations (continued)

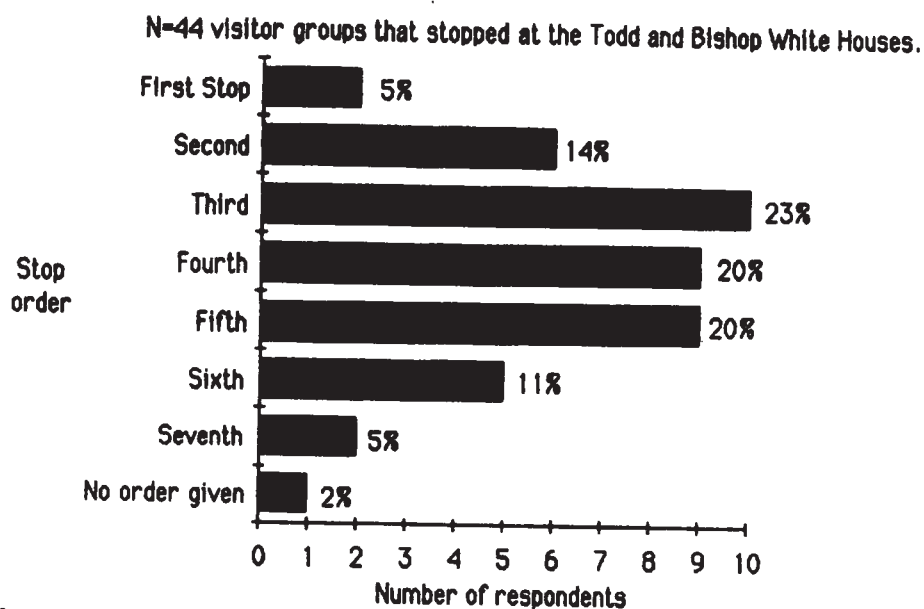


Figure 3.12: Order in which Fall visitors stopped at the Todd and Bishop White Houses

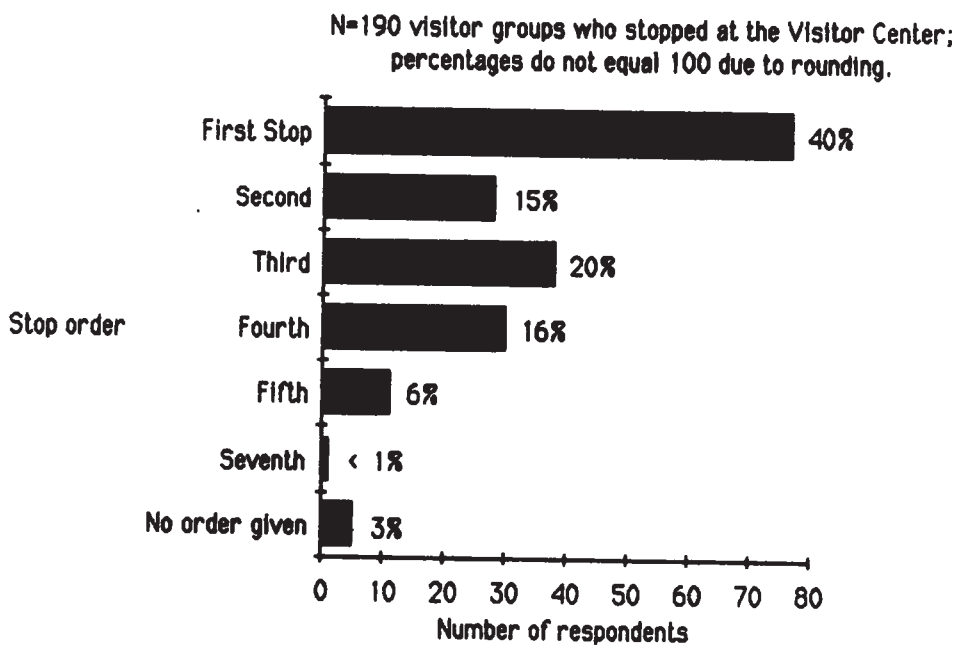


Figure 3.13: Order in which Fall visitors stopped at the Visitor Center

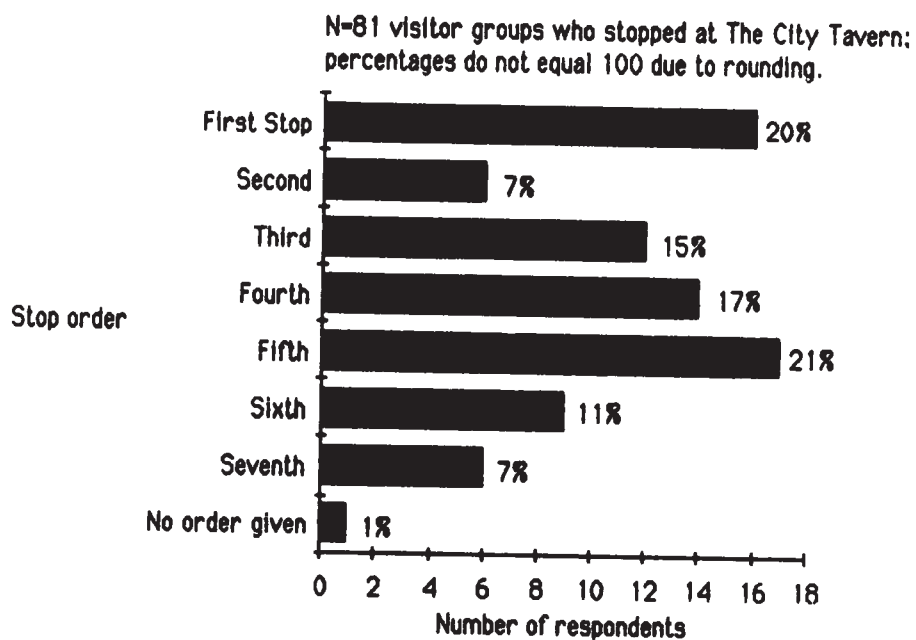
E. Visitor locations (continued)

Figure 3.14: Order in which Fall visitors stopped at The City Tavern

F. Special question 1: Bookstore purchases

Visitor groups that purchased items from the sales areas in the park buildings (i.e. bookstore) during the Fall gave several reasons for buying items. The most common reason was to keep the items as souvenirs (69%).

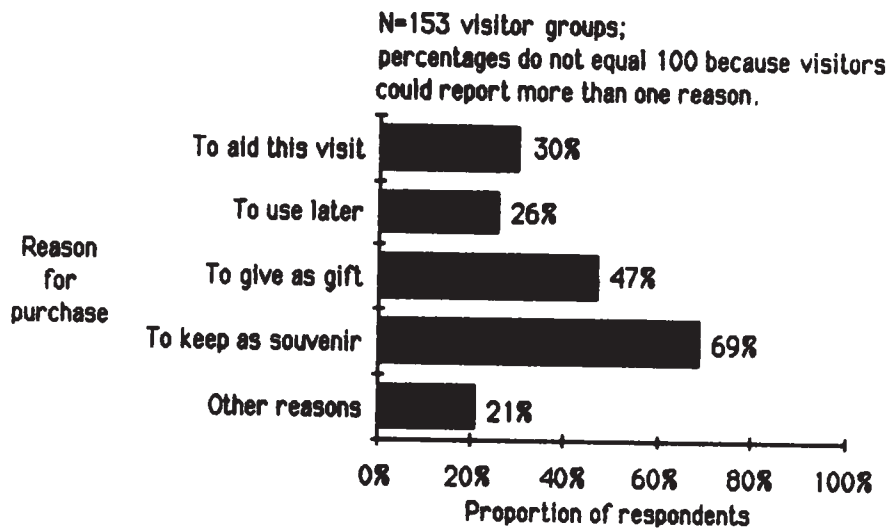


Figure 3.15: Proportion of Fall visitors reporting each reason for purchasing items

G. Special question 2: Visits to The City Tavern

Twenty-four percent of Fall visitor groups visited The City Tavern.

Figure 3.16 shows that their reason for visiting was because they wanted to both view the historic building and dine/drink there (54%).

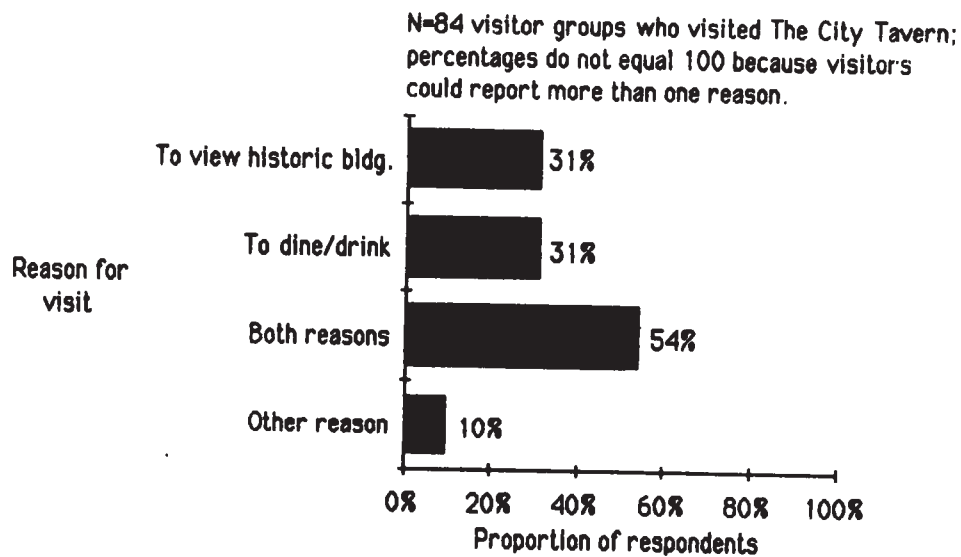


Figure 3.16: Proportion of Fall visitors reporting each reason for visiting The City Tavern

H. Special question 3: Information sources

Visitor groups identified the sources of information they consulted about Independence. As shown in Figure 3.17, although common information sources used almost equally by Fall visitor groups were the advice of friends and relatives, travel guides and tour books; visitor groups often did not obtain any information about the park prior to their visit.

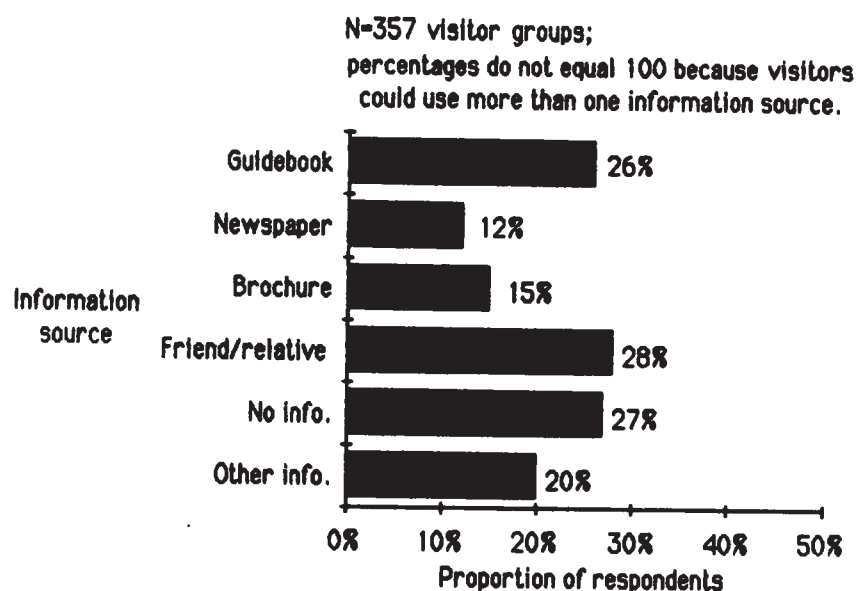


Figure 3.17: Proportion of Fall visitors using each information source

RESULTS: SPRING 1987

A. Visitors contacted

One thousand and twenty-three visitor groups were contacted, and 1,008 agreed to participate. Thus, the acceptance rate was 99%. Three hundred and fifty-seven of the visitor groups completed and returned their questionnaires, a 35% response rate.

B. Visitor characteristics

Figure 4.1 shows that the most common group size was two people. Figure 4.2 shows that nearly one-half of the visitors came in family groups.

Figure 4.3 shows that there was a wide range of age groups represented; the most common were children under 11 years old and adults from 26 to 41 years old. There were also significant numbers of seniors.

Figure 4.4 shows that for most visitors, this was their first visit to Independence, although there appears to be a significant number of returnees who have visited the park 2-4 times (31%).

Maps 4.1-4.3 show that visitors came from many different locations within Pennsylvania, the United States and outside of the country.

B. Visitor characteristics (continued)

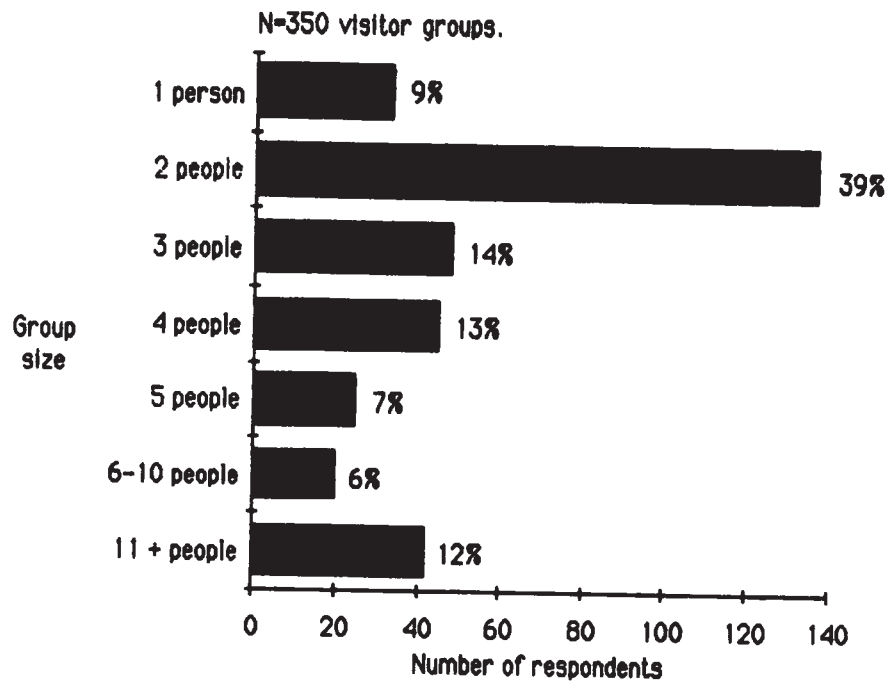


Figure 4.1: Spring visitor group size

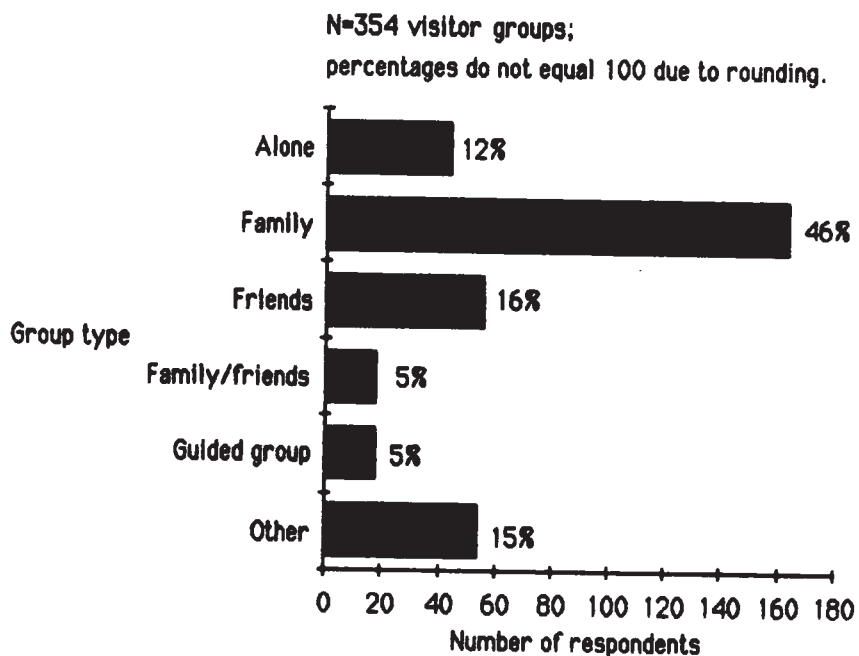


Figure 4.2: Spring visitor group types

B. Visitor characteristics (continued)

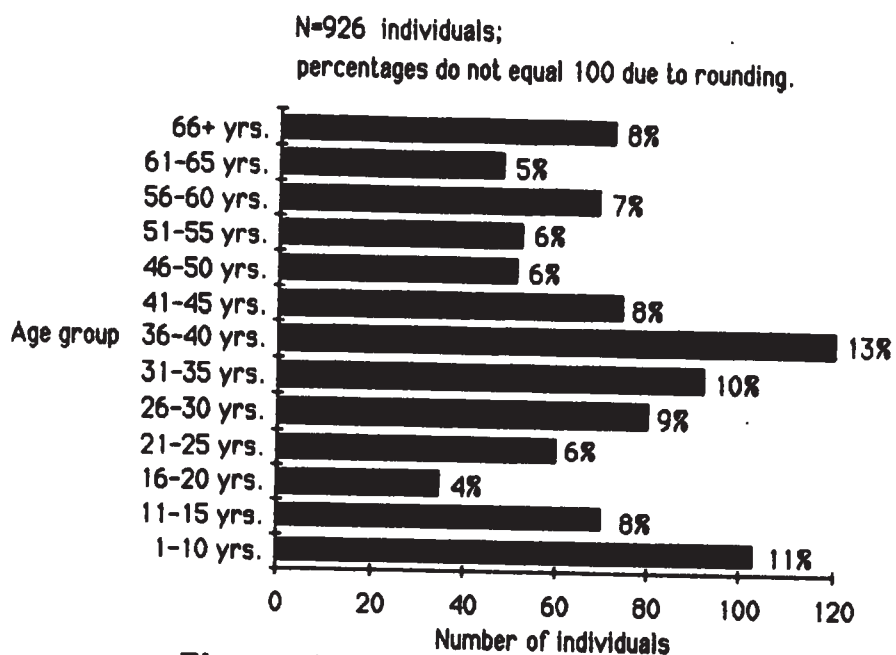


Figure 4.3: Spring visitor ages

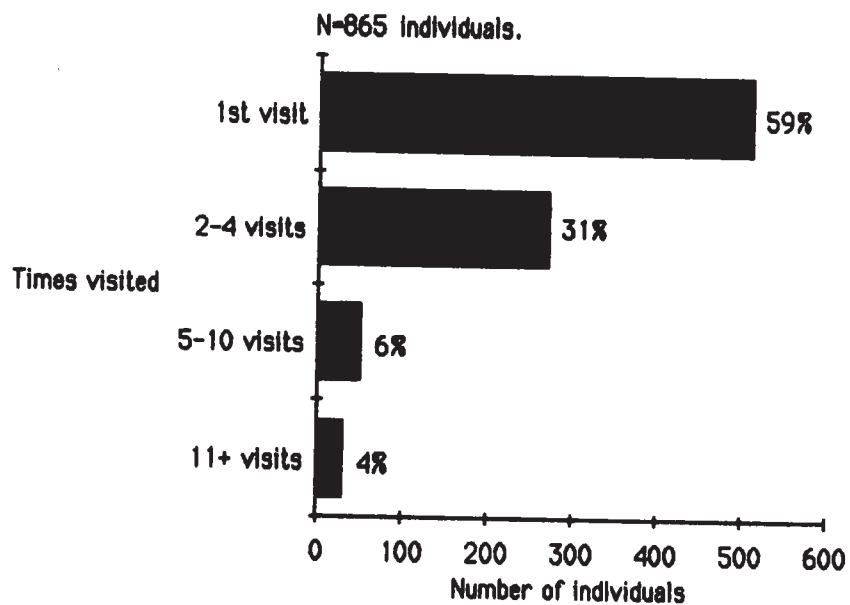
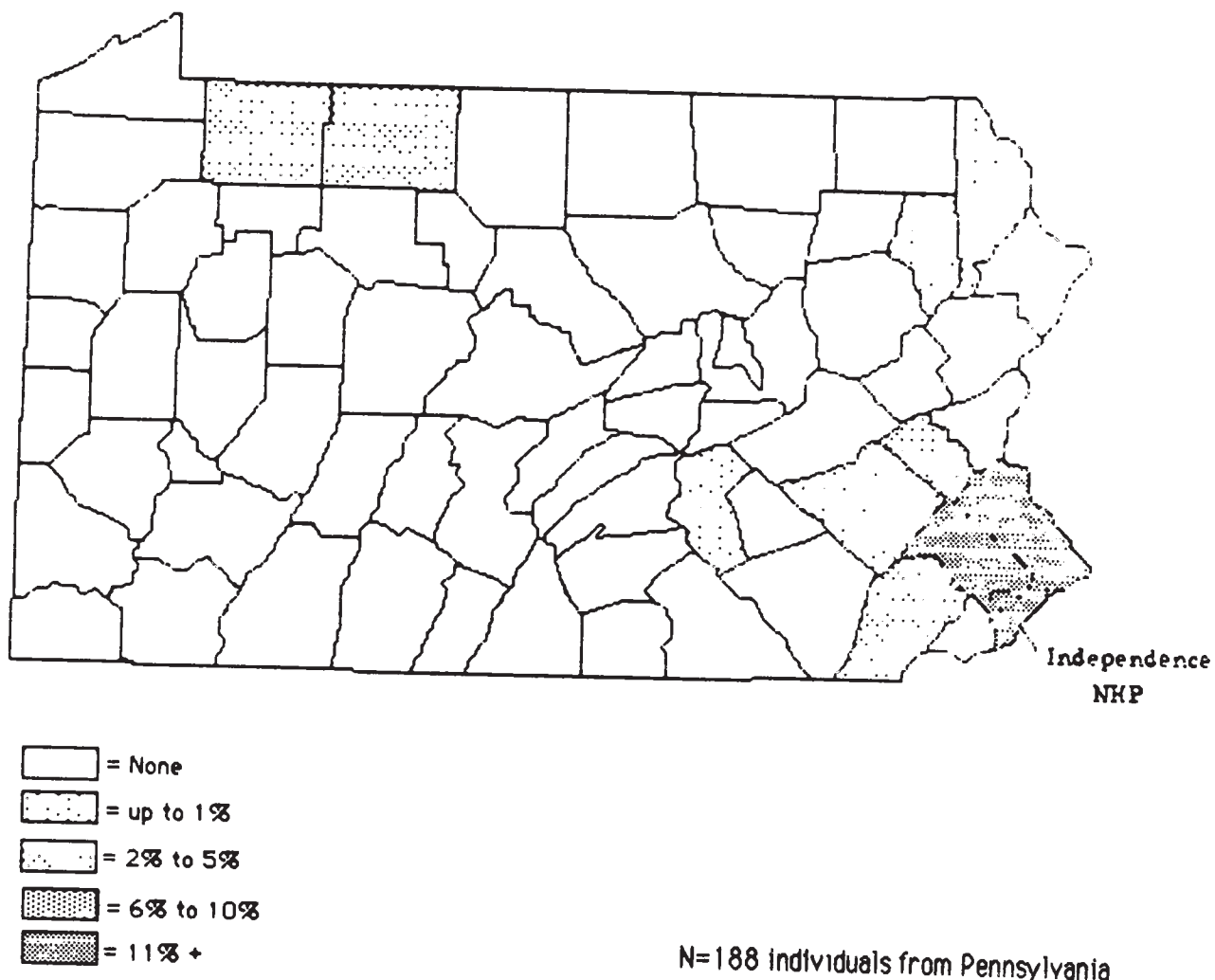
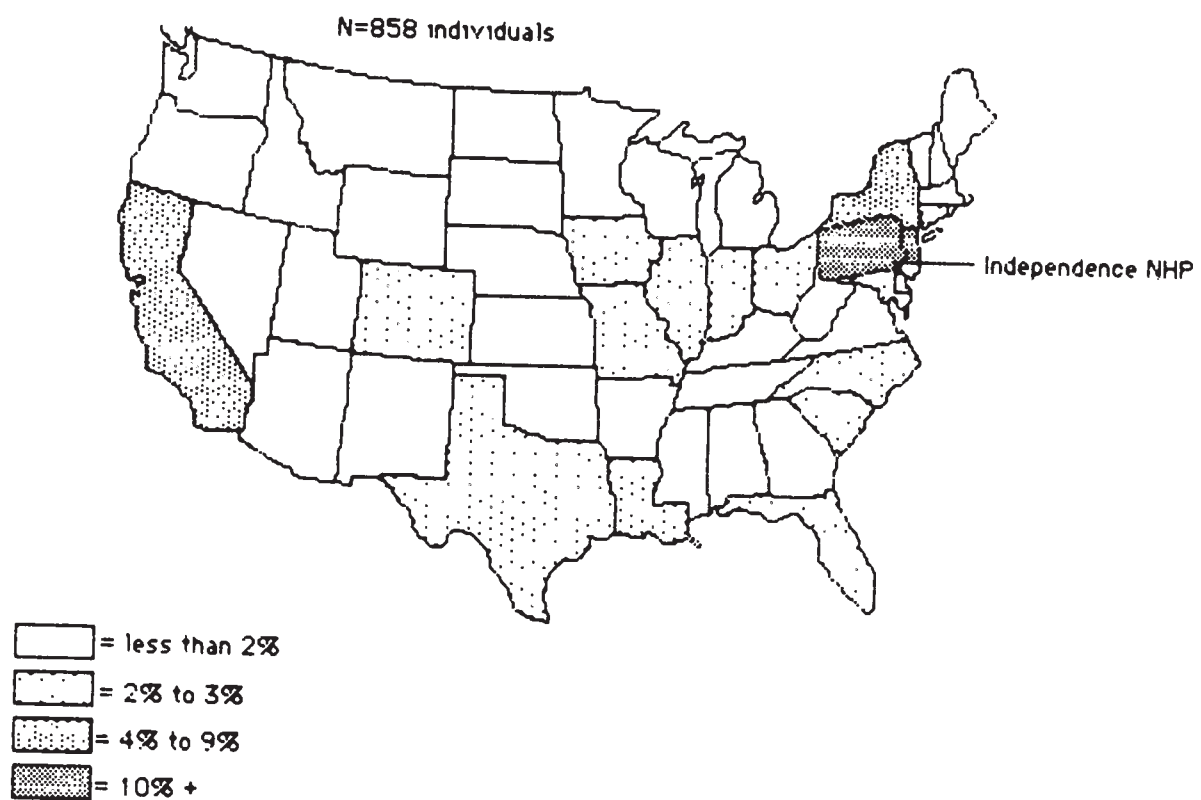


Figure 4.4: Number of visits made by Spring visitors

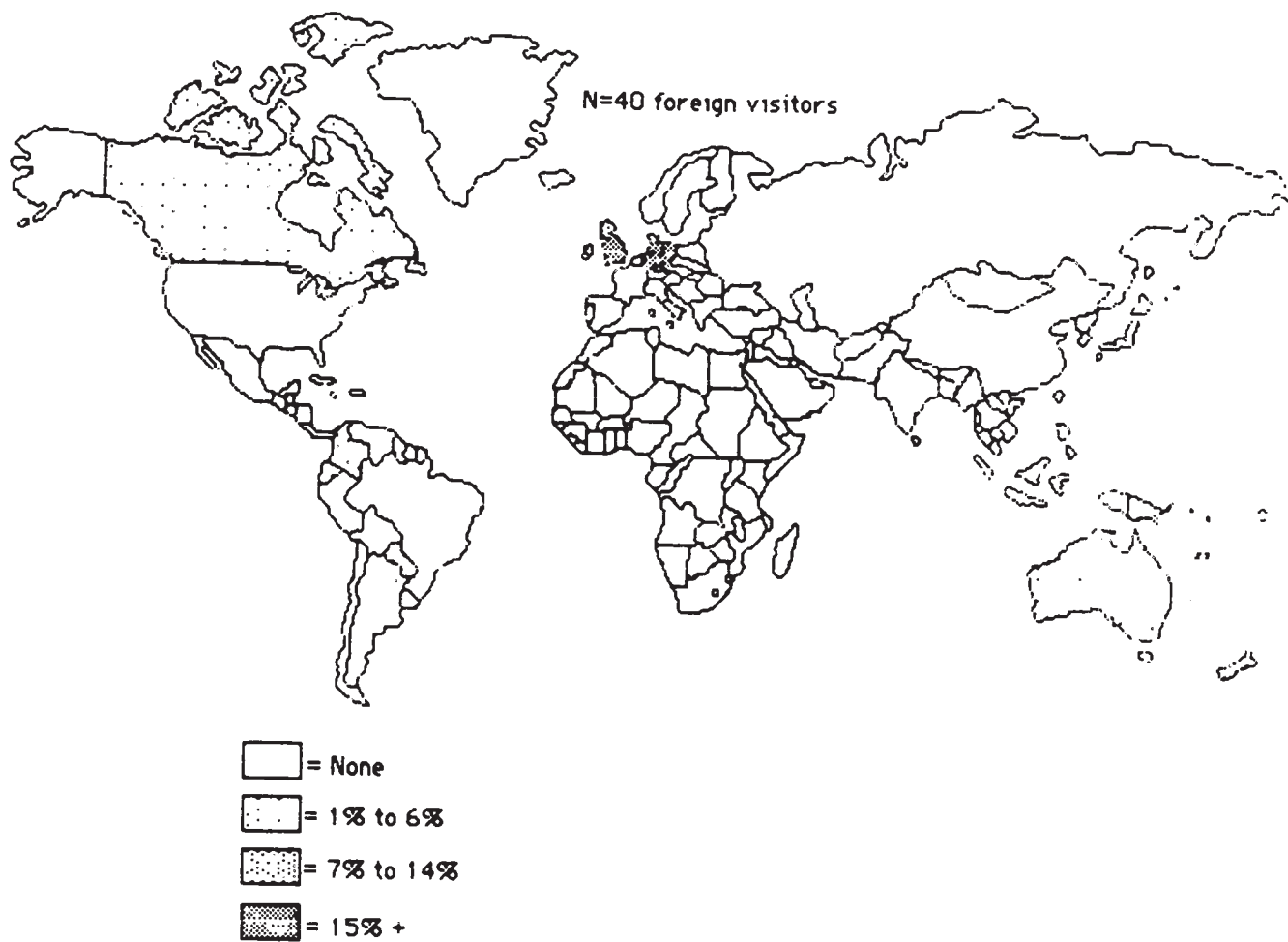
B. Visitor characteristics (continued)



Map 4 1: Proportion of Pennsylvania Spring visitors from each county

B. Visitor characteristics (continued)

Map 4.2: Proportion of Spring visitors from each state

B. Visitor characteristics (continued)**Map 4.3: Proportion of foreign Spring visitors by country**

B. Visitor characteristics (continued)**Table 4.1: Proportion of Spring visitors from foreign countries**

N=40 individuals from foreign countries;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
<u>North America</u>		
Canada	2	5%
<u>South America</u>		
Colombia	1	3%
<u>Europe</u>		83%
Germany	7	
Italy	2	
Netherlands	4	
Norway	3	
U.K.	17	
<u>Asia</u>		
Japan	1	3%
<u>Australia</u>		
Australia	2	8%
New Zealand	1	

C. Visitor use of time

Figure 4.5 illustrates that most visitor groups entered Independence between 9 a.m. and 12 noon. Figure 4.6 shows that visitor groups commonly stayed for 2-4 hours or over 6 hours.

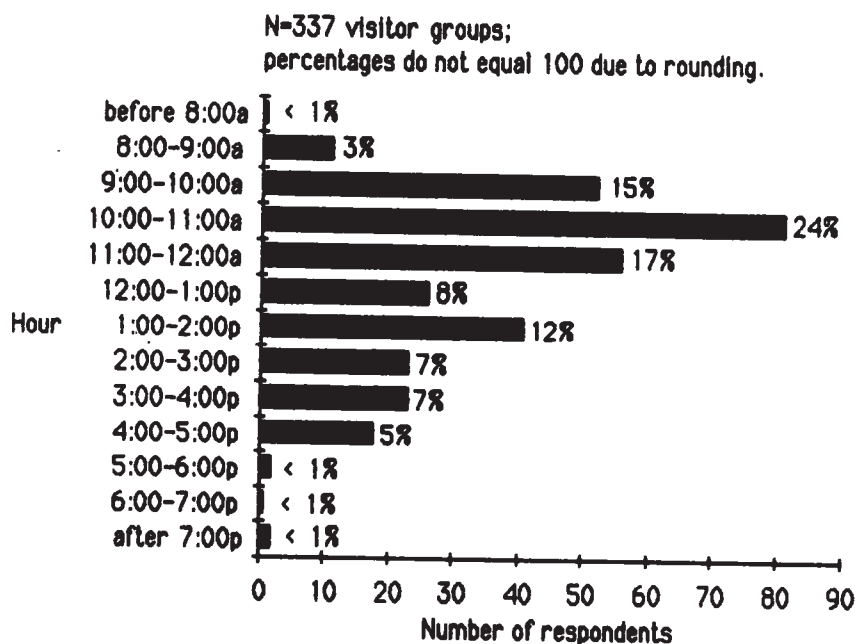


Figure 4.5: Spring visitors entering Independence each hour of the day

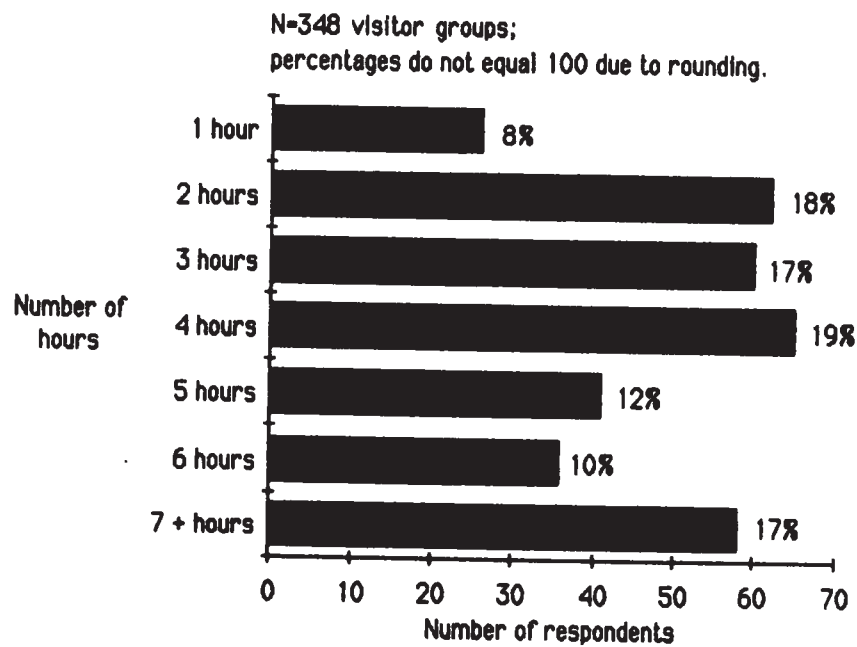
C. Visitor use of time (continued)

Figure 4.6: Number of hours Spring visitors spent at Independence

D. Visitor activities

Figure 4.7 shows the proportion of visitor group participation in each activity during their visit. The activities pursued by the majority of visitors included viewing museums and exhibits (85%), using the restroom facilities (72%), visiting the Visitor Center (68%), and attending interpretive programs (63%).

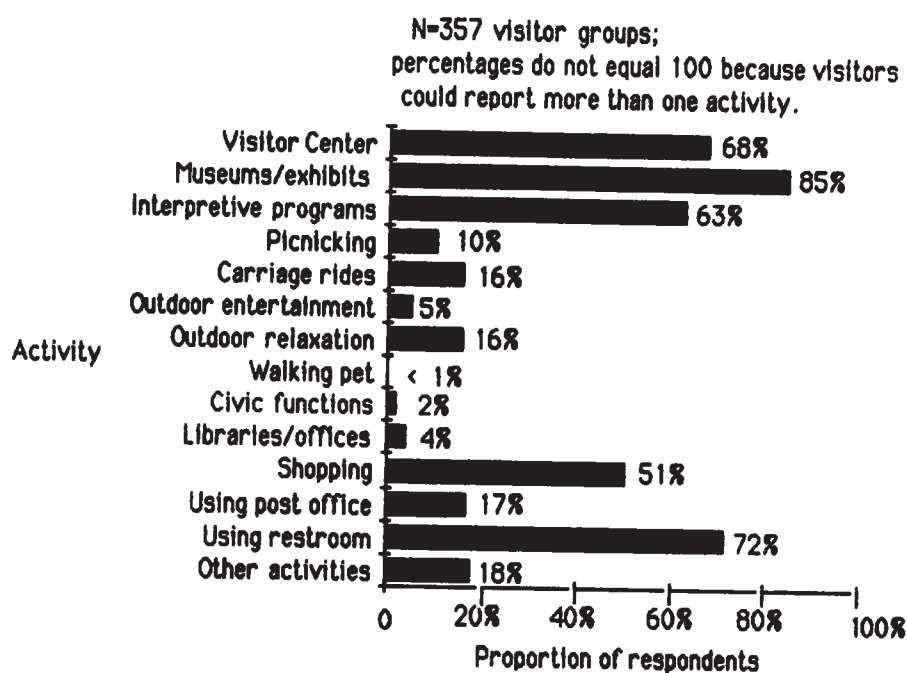


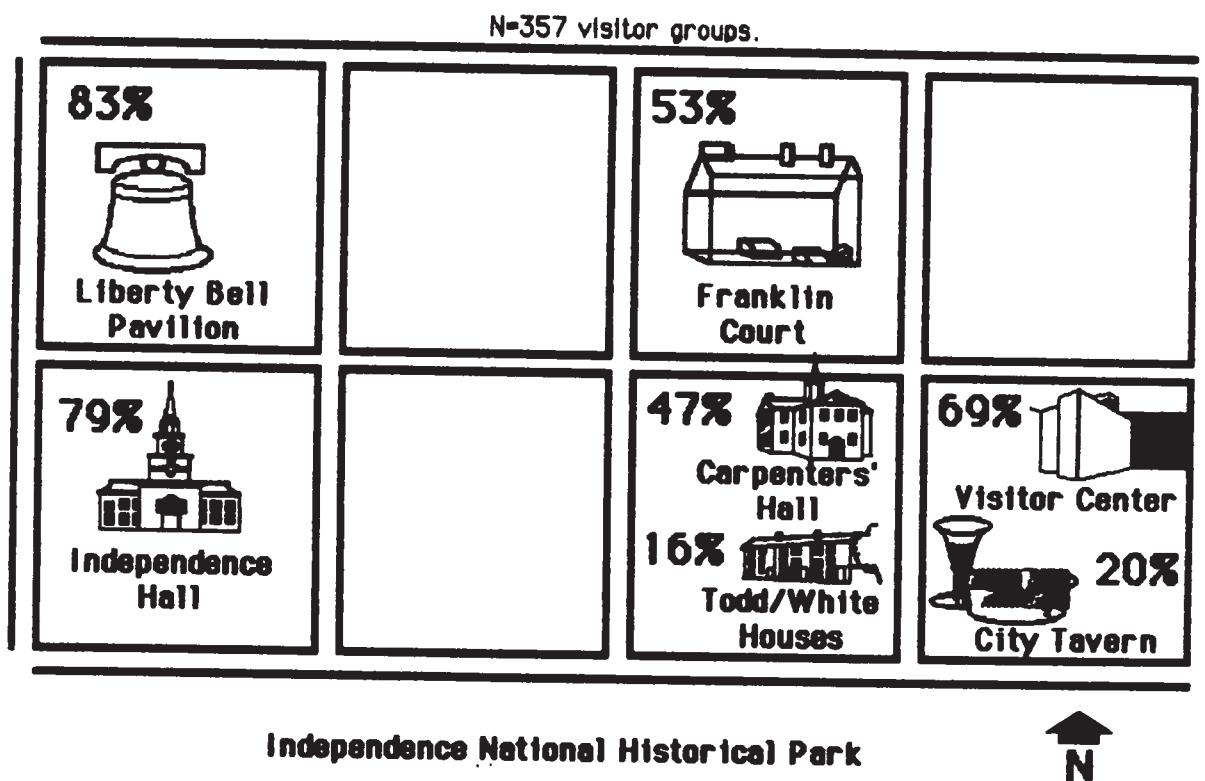
Figure 4.7: Proportion of Spring visitors participating in each activity

E. Visitor locations

Map 4.4 shows the proportion of all visitor groups that visited each site. The sites having the highest visitation were the Liberty Bell Pavilion (83%) and Independence Hall (79%).

Map 4.5 shows the proportion of visitors that stopped at each site first. The largest proportions of visitors stopped first at the Visitor Center (34%) or the Liberty Bell Pavilion (31%).

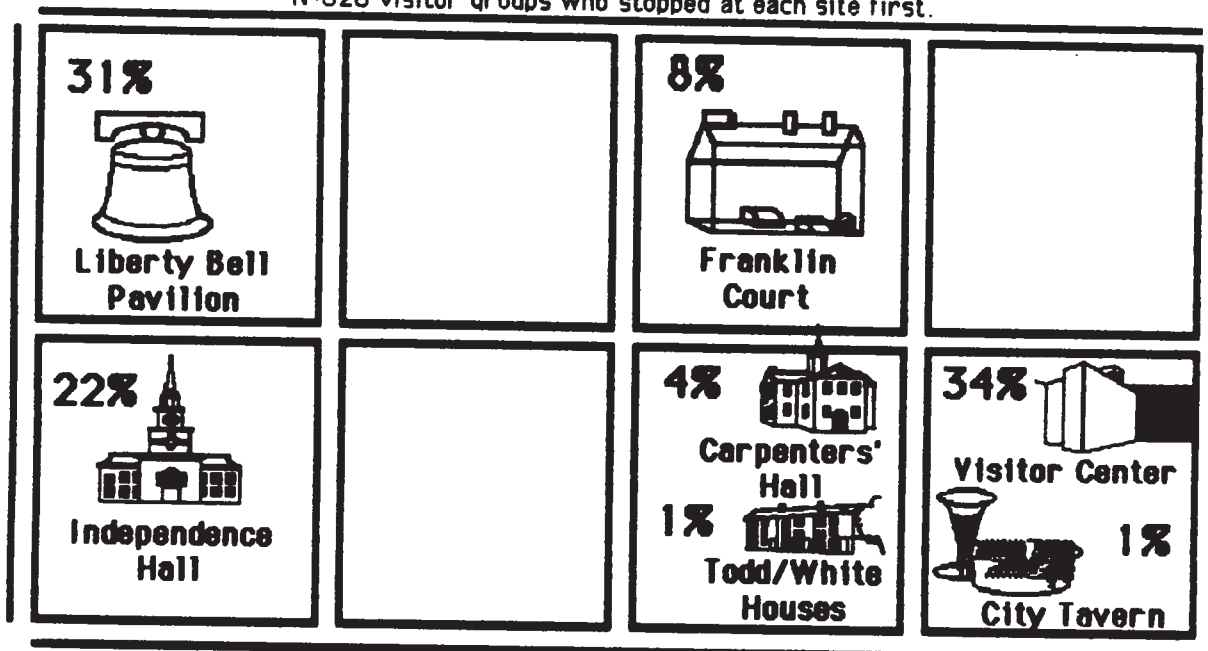
Figures 4.8-4.14 show the visitation stop order to each of the seven sites.



Map 4.4: Proportion of all Spring visitors who stopped at each site

E. Visitor locations (continued)

N=328 visitor groups who stopped at each site first.



Independence National Historical Park



Map 4.5: Proportion of all Spring visitors who stopped at each site first

E. Visitor locations (continued)

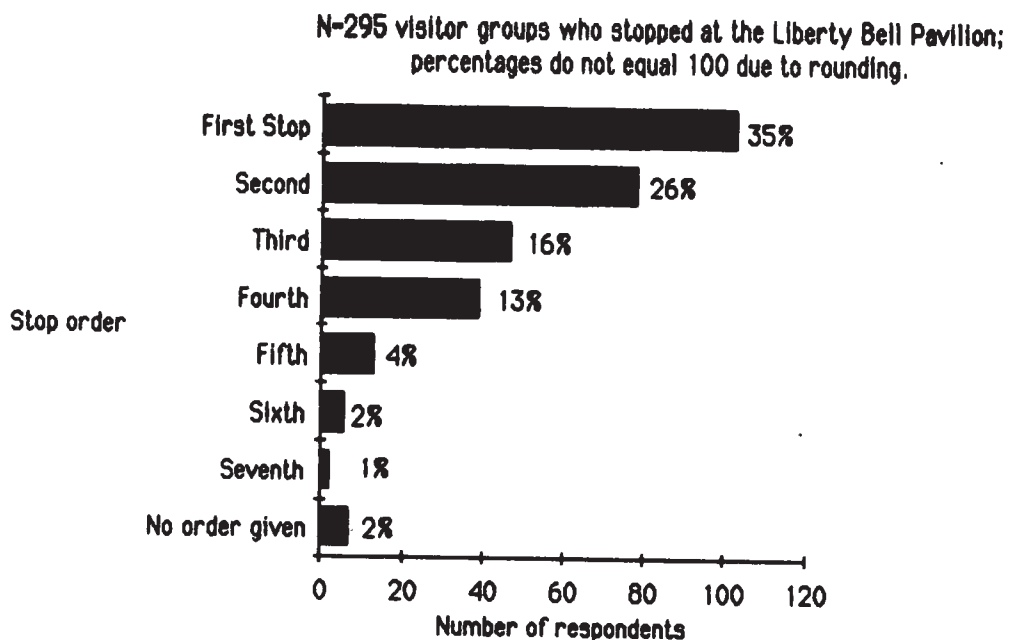


Figure 4.8: Order in which Spring visitors stopped at the Liberty Bell Pavilion

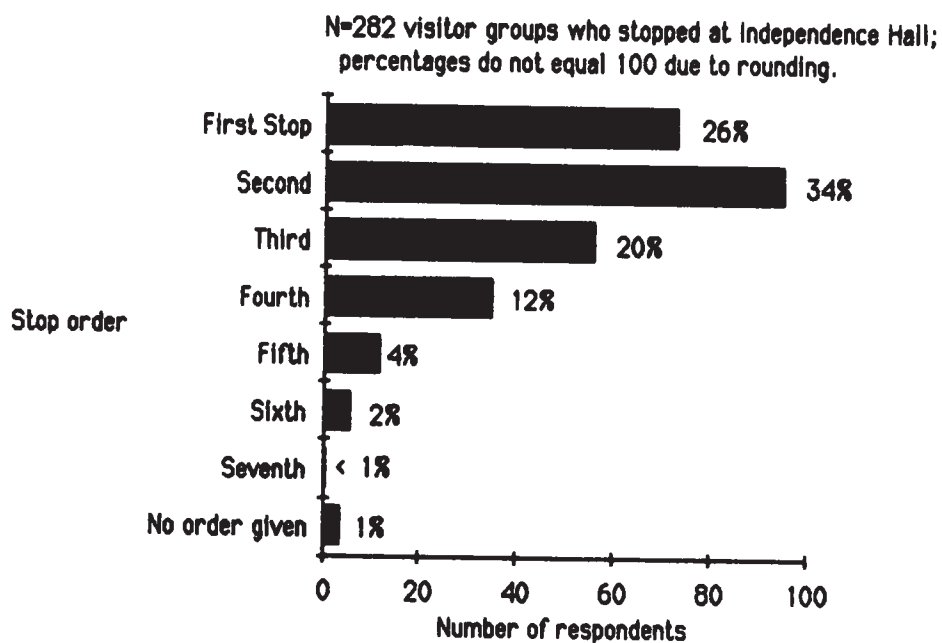


Figure 4.9: Order in which Spring visitors stopped at Independence Hall

E. Visitor locations (continued)

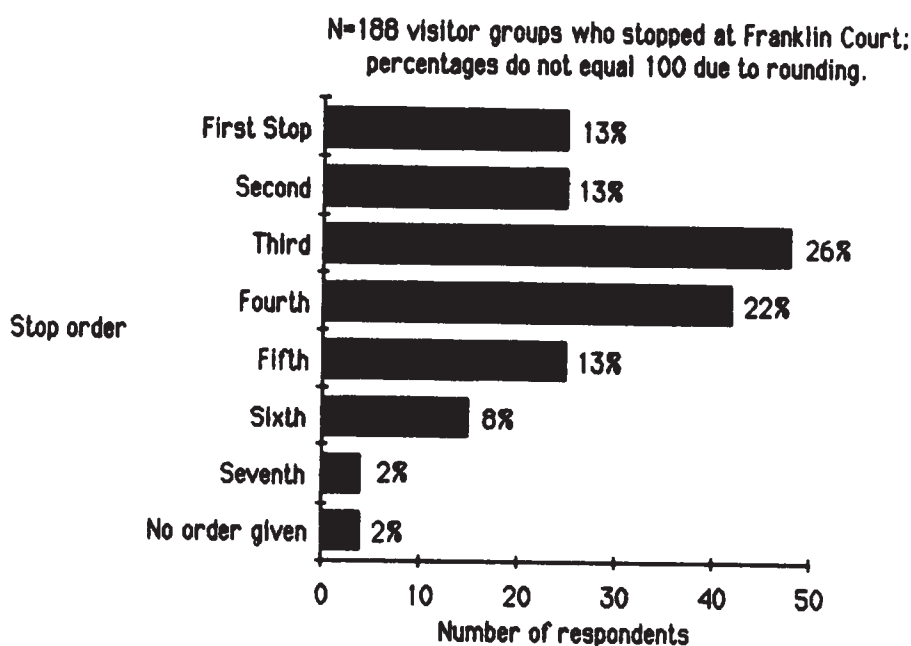


Figure 4.10: Order in which Spring visitors stopped at Franklin Court

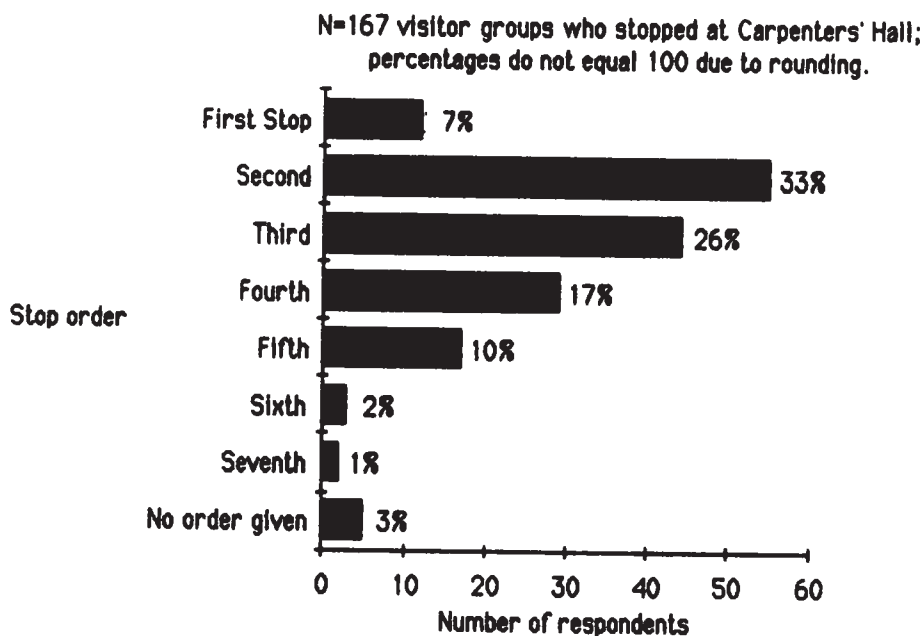


Figure 4.11: Order in which Spring visitors stopped at Carpenters' Hall

E. Visitor locations (continued)

N=59 visitor groups who stopped at the Todd and Bishop White Houses;
percentages do not equal 100 due to rounding.

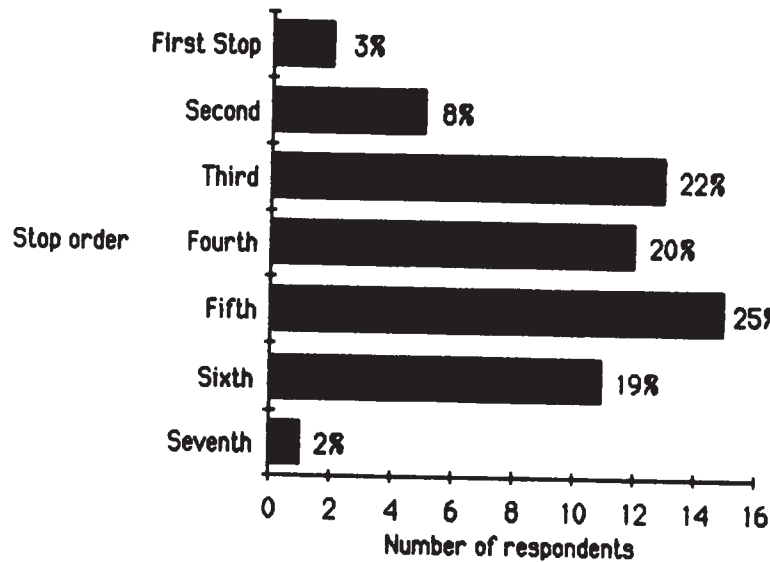


Figure 4.12: Order in which Spring visitors stopped at the Todd and Bishop White Houses

N=247 visitor groups who stopped at the Visitor Center;
percentages do not equal 100 due to rounding.

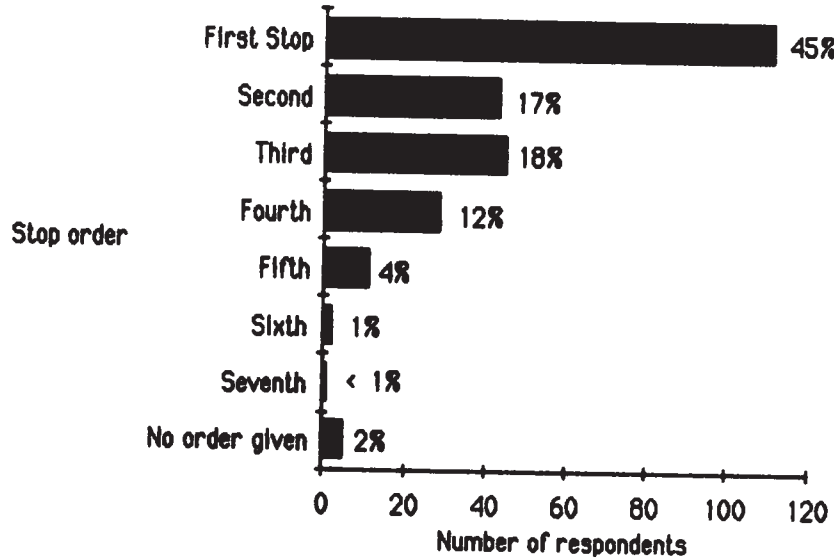


Figure 4.13: Order in which Spring visitors stopped at the Visitor Center

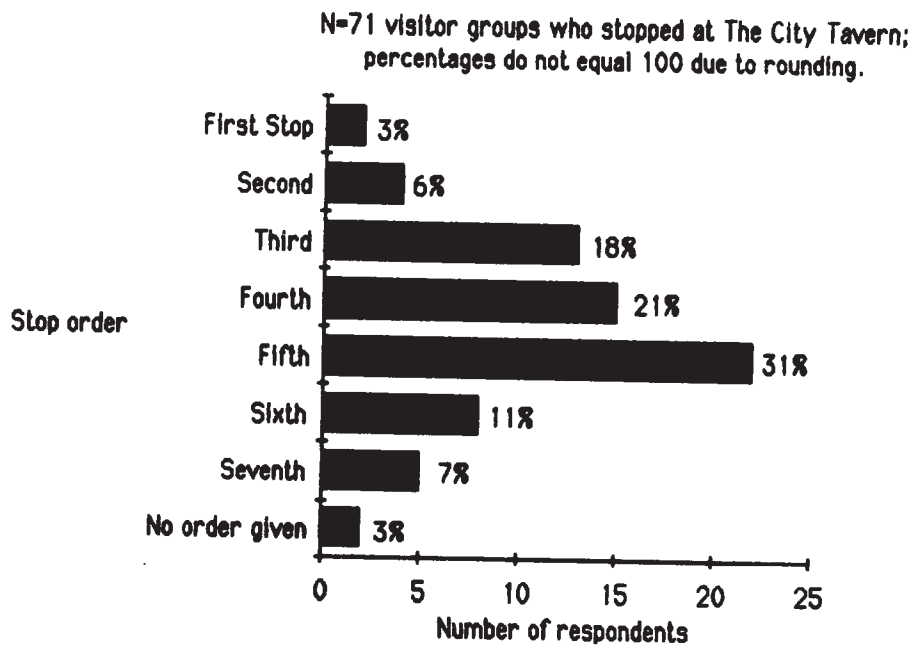
E. Visitor locations (continued)

Figure 4.14: Order in which Spring visitors stopped at The City Tavern

P. Special question 1: Bookstore purchases

Figure 4.15 shows that visitor groups purchasing items from the sales areas in the park buildings (i.e. bookstore) during the spring gave several reasons for buying items. The most common reason given was to keep the items as souvenirs (78%).

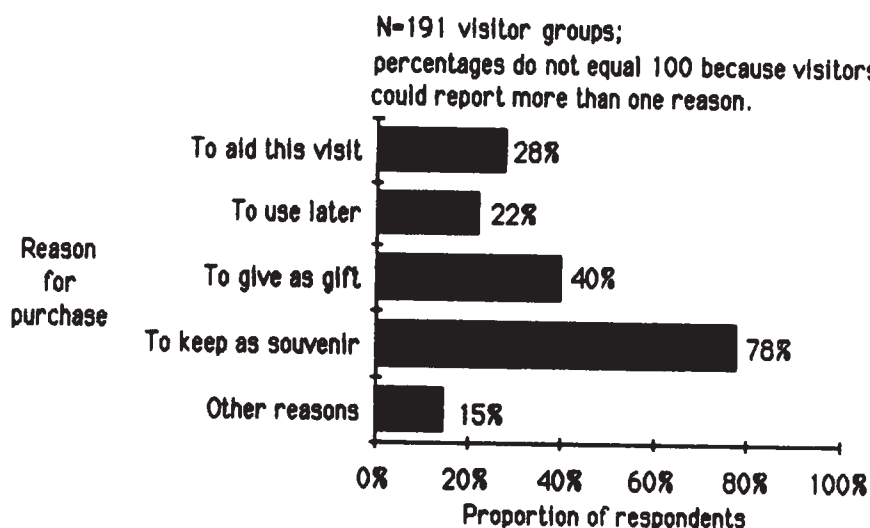


Figure 4.15: Proportion of Spring visitors reporting each reason for purchasing items

G. Special question 2: Visits to The City Tavern

Twenty-two percent of the Spring visitor groups visited The City Tavern. Figure 4.16 shows that their primary reason for visiting was because they wanted to view the historic building (49%), although many other visitor groups wanted to both view the historic building and dine/drink there (47%).

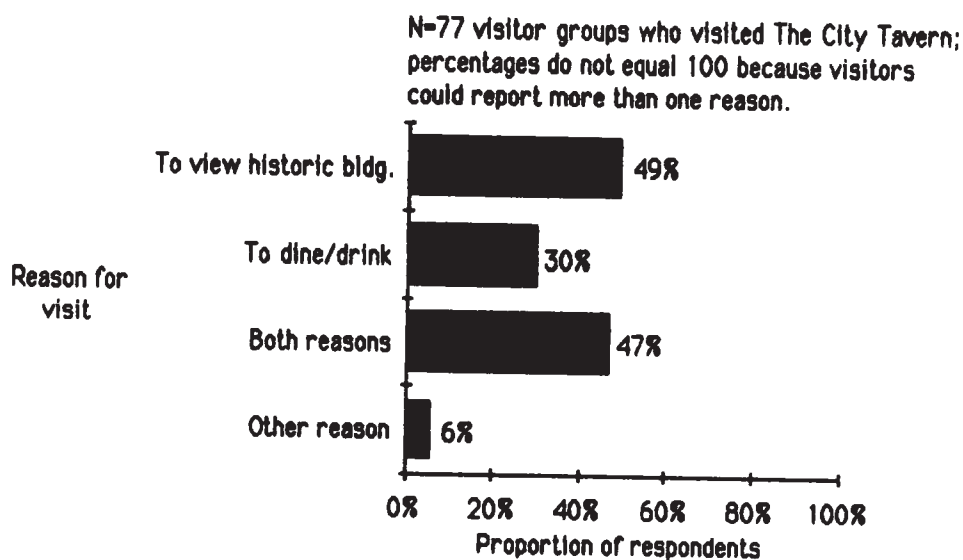


Figure 4.16: Proportion of Spring visitors reporting each reason for visiting The City Tavern

H. Special question 3: Information sources

Visitor groups identified the sources of information they consulted about Independence for their spring visit. As shown in Figure 4.17, the most common information source used by Spring visitor groups was travel guides and tour books (32%), although friends and relatives were also consulted often (29%).

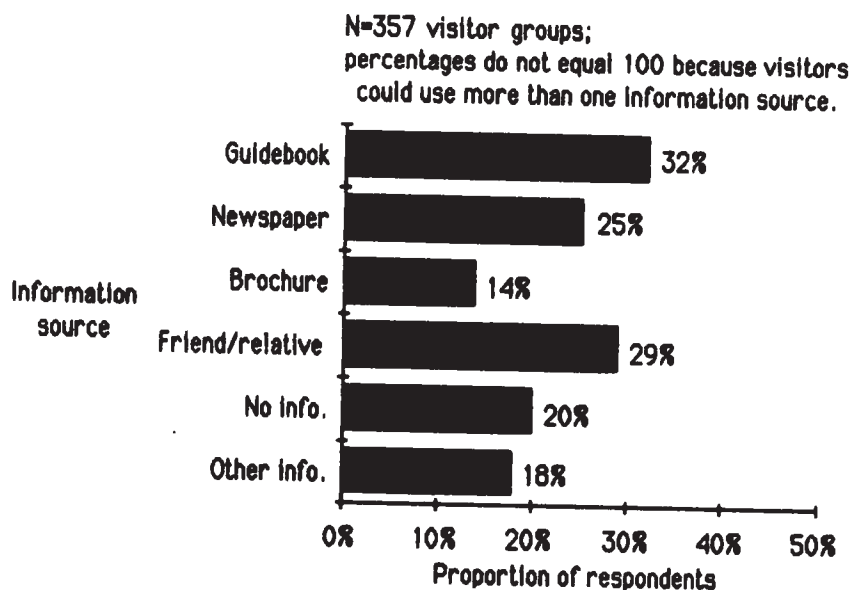


Figure 4.17: Proportion of Spring visitors using each information source

SUMMARIES OF SEASONAL VISITOR COMMENTS: Introduction

Volume 2 of this report contains unedited comments made by all visitors. A summary of the seasonal comments appears here and is also included within Volume 2. Some comments offer specific suggestions regarding what visitors like or dislike, while others contain general impressions. A wide variety of topics are broached, including historical and cultural features, facilities, interpretation services, personnel and maintenance.

SUMMARY OF VISITOR COMMENTS
SUMMER

Summary of Summer visitor comments (continued)

Visitors' answers to question 7a: "What did you like most about this visit to Independence National Historic Park?"*

Comment	Number
GENERAL IMPRESSIONS	[175]
Historic information	48
Well maintained or well managed	56
Historic atmosphere or sense of history	11
Attractiveness of park area	9
Cleanliness of park	7
Other	44
SPECIFIC FEATURES OR ACTIVITIES	[188]
Independence Hall Tour	74
Liberty Bell or Liberty Bell Pavilion	44
Frankling Court	17
Interpretive programs (especially guided tours)	9
Well preserved historic presentations	8
Other	36
PERSONNEL	[74]
Park personnel friendly or helpful	42
Park personnel knowledgeable or informative	32
MISCELLANEOUS	[1]

*N = 438 responses; visitors often made more than one comment on their questionnaire.

Summary of Summer visitor comments (continued)

Visitors' answers to question 7b: "What did you like least about this visit to Independence National Historic Park?"*

Comment	Number
GENERAL IMPRESSIONS	[173]
Long lines (especially at Independence Hall	46
Cost or lack of parking	18
Crowds	16
Certain features of interest closed/early closing time	16
Traffic	14
Street people	9
Lack of time	7
Smell of horses	7
Weather	6
Other	25
SPECIFIC FEATURES OR ACTIVITIES	[79]
Liberty Bell Pavilion	18
Historic presentations	13
Long lecture/tour of Independence Hall	12
Other	36
PERSONNEL	[5]
Quality of tour guides	1
Other	4

*N = 257. Visitors often made more than one comment on their questionnaire.

Summary of Summer visitor comments (continued)

Visitors' answers to question 8a: "What did you like most about this visit to Philadelphia?"*

Comment	Number
GENERAL IMPRESSIONS	[223]
Historic atmosphere or sense of history	67
Historic areas or features/information	40
Leaving	25
Variety and proximity of attractions	17
Good restaurants/food	12
Visiting with friends or relatives	8
Big city atmosphere/downtown area	7
Attractiveness/beauty of city	7
Sightseeing	6
Other	34
SPECIFIC FEATURES OR ACTIVITIES	[167]
Independence National Historic Park	35
Cleanliness of park	25
Tours (park)tours	23
Exhibits/displays (park)	12
Independence Hall	9
Hotel accommodations	8
Art museums/galleries	8
U.S. Mint	5
Zoo	5
Other	37

*N = 390. Visitors often made more than one comment on their questionnaire.

Summary of Summer visitor comments (continued)

Visitors' answers to question 8b: "What did you like least about this visit to Philadelphia?"*

Comment	Number
GENERAL IMPRESSIONS	[294]
Garbage/smell of garbage	61
Traffic/driving/getting around	47
Construction everywhere	35
Lack of signs for direction	25
Not enough parking/too costly	20
Historic sites	11
Condition (dirty, narrow) of streets/city	11
Street people/beggars	10
Not enough time	10
Crowded/congested city	10
Weather	7
Cost/prices too high	6
Other	41

*N = 294. Visitors often made more than one comment on their questionnaire.

Summary of Summer visitor comments (continued)

Visitors' answers to question 10: "Is there anything else you would like to tell us about your visit to Independence National Historical Park?"*

Comment	Number
GENERAL IMPRESSIONS	[100]
Interesting, enjoyable	45
Needed or wanted more time	16
Well presented	9
Too crowded	7
Need extended evening hours	5
Inspiring	5
Educational/informative	5
Other	8
SPECIFIC FEATURES OR ACTIVITIES	[117]
Need more and better parking facilities	13
Well maintained/managed	13
Litter free	10
Well preserved historic presentations	7
Get rid of City Tavern	5
Other	69
PERSONNEL	[68]
Helpful/friendly park staff	50
"Tour guides excellent/high quality	10
Other	8
MISCELLANEOUS	[3]

*N = 288 responses. Visitors often made more than one comment on their questionnaire.



SUMMARY OF VISITOR COMMENTS

FALL

Summary of Fall visitor comments (continued)

Visitors' answers to Question 7A: "What did you like most about this visit to Independence National Historical Park?"*

Comment	Number
GENERAL IMPRESSIONS	[226]
Historic information	29
Historic atmosphere or sense of history	28
Cleanliness of park	28
Well maintained or well managed	20
Seeing historic areas, features, or artifacts	19
Quiet or relaxing	17
Attractiveness of park area	14
Lack of crowds or lines	11
Informative or educational nature of visit	8
Sense of patriotism or pride evoked by visit	7
Everything	7
Beauty	6
Weather	6
Variety and proximity of attractions	6
Other	20
SPECIFIC FEATURES OR ACTIVITIES	[153]
Independence Hall tour	26
Interpretive programs (especially guided tours)	25
Independence Hall	24
Franklin Court	12
Liberty Bell building	12
Carriage ride	7
Miracle at Philadelphia display	6
Congress Hall	6
Underground Museum	6
Other	29
PERSONNEL	[69]
Park personnel friendly or helpful	23
Park personnel knowledgeable or informative	13
Quality of tour guides	32
Other	1
MISCELLANEOUS	[2]

*N = 450. Many visitors gave more than one comment.

Summary of Fall visitor comments (continued)

Visitors' answers to Question 7B: "What did you like least about this visit to Independence National Historical Park?"*

Comment	Number
GENERAL IMPRESSIONS	[137]
Lack of time	24
Weather	17
Certain features of interest closed	10
Cost or lack of parking	8
School groups interfere with visits	6
Other	72
SPECIFIC FEATURES OR ACTIVITIES	[93]
Lack of directional signing in park	9
Liberty Bell Pavilion	6
Quality of Visitor Center	6
Other	72
PERSONNEL	[5]
Quality of tour guides	5
MISCELLANEOUS	[3]

*N = 238. Many visitors gave more than one comment.

Summary of Fall visitor comments (continued)

Visitors' answers to Question 8A: "What did you like most about this visit to Philadelphia?"*

Comment	Number
GENERAL IMPRESSIONS	[175]
Viewing historic areas or features	38
Historic atmosphere or sense of history	27
People friendly or helpful	20
Visiting friends or relatives	15
Good public transportation/easy to get around	12
Good restaurants/food	10
Variety and proximity of attractions	8
Walking	8
Big city atmosphere/downtown area	6
Clean	5
Other	26
SPECIFIC FEATURES OR ACTIVITIES	[88]
Shopping	11
Art museums	9
Hotel accommodations	5
Independence Hall	5
Other	58

*N = 263. Many visitors gave more than one comment.

Summary of Fall visitor comments (continued)

Visitors' answers to Question 8B: "What did you like least about this visit to Philadelphia?"*

Comment	Number
GENERAL IMPRESSIONS	[205]
Condition (dirty, narrow) of streets/city	35
Traffic/driving/getting around	20
Weather	19
Not enough time	19
Lack of signs for direction	17
Not enough parking/too costly	12
Construction everywhere	8
Street people/beggars	6
Getting lost	5
Other	64

*N = 205. Many visitors gave more than one comment.

Summary of Fall visitor comments (continued)

Visitors' answers to Question 10: "Is there anything else you would like to tell us about your visit to Independence National Historical Park?"*

Comment	Number
GENERAL IMPRESSIONS	[145]
Interesting, enjoyable	37
Would like or plan to revisit	19
Use park on a regular basis	16
Keep up the good work	11
Needed or wished we had more time	7
Park is an important resource to city residents	5
Other	50
SPECIFIC FEATURES OR ACTIVITIES	[105]
Well maintained/managed	19
Enjoyed viewing interpretive programs or exhibits	11
Need better historical information	6
Other	69
PERSONNEL	[37]
Helpful/friendly park staff	13
"tour guides" excellent/high quality	14
Park staff informative (knowledgeable)	10

*N = 287. Many visitors gave more than one comment.

SUMMARY OF VISITOR COMMENTS

WINTER

Summary of Winter visitor comments (continued)

Visitors' answers to Question 7A: "What did you like most about this visit to Independence National Historical Park?"*

Comment	Number
GENERAL IMPRESSIONS	[215]
Historic atmosphere or sense of history	46
Historic information	25
Cleanliness of park	22
Well maintained or well managed	18
Seeing historic areas, features or artifacts	16
Variety and proximity of attractions	13
Lack of crowds or lines	13
Informative or educational nature of visit	11
Quiet or relaxing	11
Attractiveness of park area	9
Everything	5
Weather	5
Openness of park or displays	5
Friendly people	5
Other	11
SPECIFIC FEATURES OR ACTIVITIES	[209]
Independence Hall tour	33
Interpretive programs (especially guided tours)	29
Independence Hall	26
Liberty Bell or Liberty Bell Pavilion	24
Franklin Court	12
Films or movies	10
Constitution Hall	5
Congress Hall	5
Ben Franklin places or movie	5
Carriage ride	5
Other	55
PERSONNEL	[64]
Park personnel friendly or helpful	35
Park personnel knowledgeable or informative	8
Quality of tour guides	20
Other	1

*N = 488. Many visitors made more than one comment.

Summary of Winter visitor comments (continued)

Visitors' answers to Question 7B: "What did you like least about this visit to Independence National Historical Park?"*

Comment	Number
GENERAL IMPRESSIONS	[128]
Long lines (especially at Independence Hall)	20
Weather	19
Certain features of interest closed/early closing time	19
Lack of time	18
Cost or lack of parking	17
Condition of streets (littered, poorly maintained)	7
Traffic	6
Crowds	5
Other	17
SPECIFIC FEATURES OR ACTIVITIES	[98]
Liberty Bell building	10
Lack of directional signing in park	6
Other	82
PERSONNEL	[7]

*N = 233. Many visitors gave more than one comment.

Summary of Winter visitor comments (continued)

Visitors' answers to Question 8A: What did you like most about this visit to Philadelphia?*

Comment	Number
GENERAL IMPRESSIONS	[200]
Historic areas or features/information	41
People friendly or helpful	28
Variety and proximity of attractions	21
Good public transportation/easy to get around	21
Historic atmosphere or sense of history	14
Good restaurants or food	13
Visiting with friends or relatives	11
Weather	9
Clean	6
Sightseeing	6
Attractiveness/beauty of city	5
Other	25
SPECIFIC FEATURES OR ACTIVITIES	[106]
Independence National Historical Park	40
Park rangers/staff	8
Independence Hall	6
Carriage rides	6
Waterfront	6
Other	40

*N = 306. Many visitors made more than one comment.

Summary of Winter visitor comments (continued)

Visitors answers to Question 8B: "What did you like least about this visit to Philadelphia?"*

Comment	Number
GENERAL IMPRESSIONS	[229]
Condition (dirty, narrow) of streets/city	51
Traffic/driving/getting around	28
Not enough parking/too costly	21
Lack of signs for direction	17
Not enough time	15
Weather	10
Poor public transportation	8
Run-down buildings/neighborhoods/areas	8
Construction everywhere	6
Rude/unfriendly people	6
Street people/beggars	5
Other	54

*N = 229. Many visitors made more than one comment.

Summary of Winter visitor comments (continued)

Visitors answers to Question 10: "Is there anything else you would like to tell us about your visit to Independence National Historical Park?"*

Comment	Number
GENERAL IMPRESSIONS	[120]
Interesting, enjoyable	36
Would like or plan to revisit	12
Very important not to charge fees	11
Keep up the good work	7
Needed or wanted more time	7
Educational/informative	6
Park instills pride in American heritage	5
Other	36
SPECIFIC FEATURES OR ACTIVITIES	[94]
Well maintained, managed	16
Interpretive programs high quality	6
Other	72
PERSONNEL	[76]
Helpful/friendly park staff	35
"Tour guideds" excellent/high quality	25
Park staff informative/knowledgeable	16
MISCELLANEOUS	[3]

*N = 293. Many visitors made more than one response.

SUMMARY OF VISITOR COMMENTS**SPRING**

Summary of Spring visitor comments (continued)

Visitors' answers to Question 7A: "What did you like most about this visit to Independence National Historical Park?"*

Comment	Number
GENERAL IMPRESSIONS	[203]
Cleanliness of park	24
Seeing historic areas, features or artifacts	22
Historic information	22
Historic atmosphere or sense of history	22
Well maintained or well managed	20
Attractiveness of park area	13
Informative or educational nature of visit	11
Architecture of old buildings	8
Everything	8
Beauty	7
Quiet or relaxing	7
Lack of fees	7
Friendly people	6
Variety and proximity of attractions	6
Area's national significance	5
Other	15
SPECIFIC FEATURES OR ACTIVITIES	[232]
Independence Hall	31
Liberty Bell or Liberty Bell Pavilion	30
Independence Hall tour	18
Franklin Court	17
Interpretive programs (especially guided tours)	15
Films or movies	15
Quality of exhibits	12
Magna Carta	10
Visitor Center	8
Betsy Ross House	6
Todd White House	5
Bishop White House	5
Other	60
PERSONNEL	[71]
Park personnel friendly or helpful	33
Park personnel knowledgeable or informative	18
Quality of tour guides	13
Park rangers	6
Other	1

*N = 506. Many visitors made more than one comment.

Summary of Spring visitor comments (continued)

Visitors' answers to Question 7B: "What did you like least about this visit to Independence National Historical Park?"*

Comment	Number
GENERAL IMPRESSIONS	[190]
Long lines (especially at Independence Hall)	45
School groups interferred with visit	25
Crowds	17
Weather	16
Cost or lack of parking	13
Certain features of interest closed/early closing times	12
Lack of time	9
Traffic	9
Condition of streets/park (littered, poorly maintained)	6
Street people/beggars	5
Other	33
SPECIFIC FEATURES OR ACTIVITIES	[78]
Lack of directional signing in park	5
Other	73
PERSONNEL	[18]
Quality of tour guides	6
Attitude of tour guides	5
Other	7

*N = 286. Many visitors made more than one comment.

Summary of Spring visitor comments (continued)

Visitors' answers to Question 8A: "What did you like most about this visit to Philadelphia?"*

Comment	Number
GENERAL IMPRESSIONS	[194]
Historic areas or features/information	43
People friendly or helpful	23
Variety and proximity of attractions	17
Historic atmosphere or sense of history	15
Clean	16
Good public transportation/easy to get around	14
Weather	11
Visiting with family or friends	11
Good restaurants/food	9
Convenient parking	9
Big-city atmosphere/downtown area	7
Attractiveness/beauty of city	6
Uncrowded	5
Other	8
SPECIFIC FEATURES OR ACTIVITIES	[131]
Independence National Historical Park	43
Architecture of park buildings	8
Independence Hall	8
Park Rangers/staff	5
Art museums or galleries	5
Waterfront	5
Other	57

*N = 325. Many visitors made more than one comment.

Summary of Spring visitor comments (continued)

Visitors' answers to Question 8B: "What did you like least about this visit to Philadelphia?"*

Comment	Number
GENERAL IMPRESSIONS	[228]
Condition (dirty, narrow) of streets/city	46
Traffic/driving/getting around	29
Lack of signs for direction	27
Weather	18
Poor public transportation	13
Not enough parking/too costly	12
Construction everywhere	11
Not enough time	10
Waiting in line	8
Run-down buildings/neighborhoods/areas	7
Cost/prices too high	7
Street people/beggars	5
Locals uninformed regarding directions/locations	5
Other	30

*N = 228. Many visitors gave more than one response.

Summary of Spring visitor comments (continued)

Visitors' answers to Question 10: "Is there anything else you would like to tell us about your visit to Independence National Historical Park?"*

Comment	Number
GENERAL COMMENTS	[114]
Interesting, enjoyable	35
Keep up the good work	13
Would like or plan to revisit	7
Educational/informative	6
Appreciated lack of fees	5
Other	48
SPECIFIC FEES OR ACTIVITIES	[143]
Interpretive programs high quality	34
Well maintained/managed	18
Disappointed by condition of area around park	6
Other	85
PERSONNEL	[57]
Helpful/friendly park staff	37
park staff informative/knowledgeable	20

*N = 314. Many visitors gave more than one response.

MENU FOR FURTHER ANALYSIS

This report contains only some of the information that can be provided by the results of this study. By combining characteristics such as site visited, group size, day visited, and so forth, many further analyses can be made. Park personnel may wish to see other tables, graphs, and maps in order to learn more about the visitors. This menu is provided so that the ordering of further data can be done easily. Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics at a time. For example, if knowledge is desired about which activities a particular age group engaged in, a comparison of activity by age group could be requested; if knowledge about which sites received a greater portion of use by the type of group was required, you could request a comparison of site visited by group type.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, if knowledge was desired about the different activities of visitors to each site by the type of group, a comparison of (activity by site visited) by group type could be requested; if knowledge about which age groups were participating in an activity at a particular site was required, a comparison of (age group by activity) by site visited could be requested.

In the first section of the sample order form found on the page after next, is a complete list of the variables for which information was collected from your park visitors. Space is provided below the list for specifying the additional variables that are to be requested in two-way comparisons. Simply select the characteristics of interest from the variable list and write in the names of the other variables desired in the adjacent spaces. Also indicate for which study period each order form pertains. Blank order forms are provided for tearing out and completing, as shown in the sample.

Menu for further analysis (continued)

Should a three-way comparison be required, the next section of the order form provides blanks for specifying each of the three variables of interest. Simply write down the names of those specific characteristics required from the above list for each comparison requested. For example, if a comparison of activity by group type by age group is required, each of these characteristics should be listed in the space provided on the order form.

SAMPLE

Visitor Services Project
Analysis Order Form--Report 16 (Independence)

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

The following list includes all of the variables available for comparison from the visitor survey conducted in your park. Use this list when requesting additional two-way and three-way comparisons.

1. Group size
2. Group type
3. Age
4. State residence
5. County residence
6. Number of visits
7. Entry time
8. Length of stay
9. Activity
10. Site visited
11. Item purchase
12. Purchase reason
13. City Tavern visit
14. Tavern visit reason
15. Information sources

Please specify the season of interest for which this form is to apply (please submit a separate form for each seasonal analysis requested):

Summer _____ Year 1986-87
Winter _____ Fall ☒
Spring _____

1. Additional two-way comparisons (please write in the appropriate variables from the above list).

Variable	by	Variable
<u>Group type</u>	<u>activity</u>	
_____	by _____	
_____	by _____	
_____	by _____	
_____	by _____	

2. Additional three-way comparisons (please describe, listing the three variables of interest from the previous list).

<u>Age</u>	by <u>Number of visits</u>	by <u>Length of stay</u>
_____	by _____	by _____
_____	by _____	by _____

3. Special Instructions

It will be helpful 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 16 (Independence)**

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

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- | | |
|---------------------|-------------------------|
| 1. Group size | 9. Activity |
| 2. Group type | 10. Site visited |
| 3. Age | 11. Item purchase |
| 4. State residence | 12. Purchase reason |
| 5. County residence | 13. City Tavern visit |
| 6. Number of visits | 14. Tavern visit reason |
| 7. Entry time | 15. Information sources |
| 8. Length of stay | |

Please specify the season of interest for which this form is to apply (please submit a separate form for each seasonal analysis requested):

	Year 1986-87	_____
Summer	_____	Fall _____
Winter	_____	Spring _____

1. Additional two-way comparisons (please write in the appropriate variables from the above list):

Variable	Variable
_____	by _____
_____	by _____
_____	by _____
_____	by _____
_____	by _____
_____	by _____

2. Additional three-way comparisons (please describe, listing the three variables of interest from the previous list).

_____	by _____	by _____
_____	by _____	by _____
_____	by _____	by _____

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_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____

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_____	by	_____	by	_____
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_____	by _____
_____	by _____
_____	by _____
_____	by _____
_____	by _____

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_____	by _____	by _____
_____	by _____	by _____

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_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____

2. Additional three-way comparisons (please describe, listing the three variables of interest from the previous list).

_____	by	_____	by	_____
_____	by	_____	by	_____
_____	by	_____	by	_____

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_____	by	_____
_____	by	_____
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_____	by	_____
_____	by	_____
_____	by	_____

2. Additional three-way comparisons (please describe, listing the three variables of interest from the previous list).

_____	by	_____	by	_____
_____	by	_____	by	_____
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Summer	_____	Fall _____
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Variable		Variable
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____

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_____	by	_____	by	_____
_____	by	_____	by	_____
_____	by	_____	by	_____

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_____	by	_____	by	_____
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_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____

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_____	by	_____	by	_____
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Variable	Variable
_____	by _____
_____	by _____
_____	by _____
_____	by _____
_____	by _____
_____	by _____

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_____	by _____	by _____
_____	by _____	by _____
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Variable		Variable
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____

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_____	by	_____	by	_____
_____	by	_____	by	_____
_____	by	_____	by	_____

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_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____
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_____	by	_____	by	_____
_____	by	_____	by	_____
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_____	by	_____
_____	by	_____
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_____	by	_____	by	_____
_____	by	_____	by	_____
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_____	by	_____
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_____	by	_____	by	_____
_____	by	_____	by	_____
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_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____
_____	by	_____

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_____	by	_____	by	_____
_____	by	_____	by	_____
_____	by	_____	by	_____

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_____	by _____	by _____
_____	by _____	by _____

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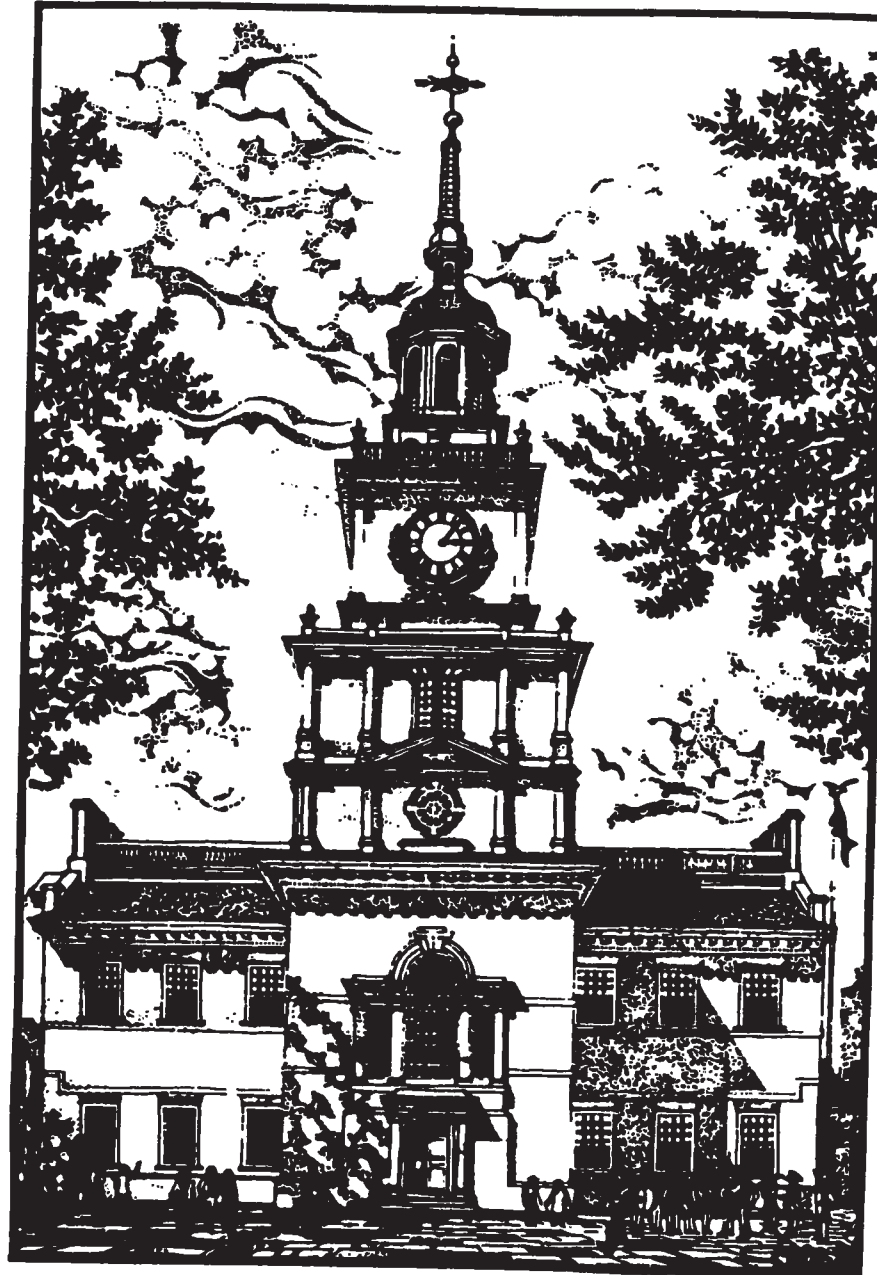
Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

APPENDICES

Appendix A: Questionnaire

10

Independence Visitor Study



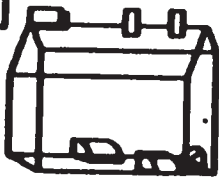
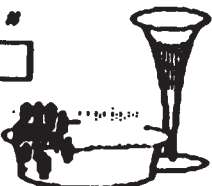
The Visitor Services Project

PART 1: PLACES YOU VISITED

On the map below, please circle the places you visited during this visit to Independence National Historical Park.

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

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

Market St.			
# ☐  Liberty Bell Pavilion		# ☐  Franklin Court	
Chestnut St.			
# ☐  Independence Hall		# ☐  Carpenter's Hall	# ☐  Visitor Center
Walnut St.			
# ☐  Todd or Bishop White Houses		# ☐  The City Tavern	
6th St.	5th St.	4th St.	3rd St.



Postage and Fees Paid

10-38
(March 1960)

RETURN IF NOT DELIVERED
UNITED STATES
DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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

OFFICIAL BUSINESS

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

4. For you 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 Independence National Historical Park including this trip.

	AGE	ZIP CODE (COUNTRY)	#TIMES VISITED
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
additional members:	_____		

5. During this visit, did you purchase anything at any of the book and card sales areas in the park buildings?

____ YES

____ NO

For which of the following reasons? (Please check all that apply.)

____ TO AID WITH THIS VISIT

____ TO USE AT ANOTHER TIME

____ TO GIVE AS A GIFT

____ TO KEEP AS A SOUVENIR

____ OTHER (Please describe: _____)

6. During this visit, did you visit The City Tavern?

____ YES

____ NO

For which of the following reasons?

____ TO VIEW THE HISTORIC BUILDING

____ TO DINE OR HAVE A DRINK

____ BOTH OF THE ABOVE

____ OTHER (Please describe: _____)

PLEASE GO ON TO NEXT PAGE

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.