

Visitor Services Project

Stones River National Battlefield

Report Summary

- This report describes the results of a visitor study at Stones River National Battlefield (NB) during October 5-13, 2002. A total of 356 questionnaires were distributed to visitors. Visitors returned 289 questionnaires for a 81.2% response rate.
- This report profiles Stones River NB visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Fifty-three percent of visitor groups were groups of two. Sixty percent of the visitor groups were family groups. Fifty-five percent of visitors were aged 31-60 years and 13% were aged 15 or younger.
- United States visitors were from Tennessee (38%), Illinois (7%), 38 other states and Washington, D.C. There were not enough international visitors to provide reliable data.
- One percent of the visitors were of Spanish/Hispanic/Latino ethnicity. Most visitors were of White racial background (94%). America Indian/Alaskan Native and Asian ethnicity made up of one percent each of the population.
- The three most important reasons for visiting the Murfreesboro area were to "visit Stones River NB" (65%), "learn Civil War history" (47%), and "travel through to other destinations" (26%).
- Most visitors (71%) reported that this was their first visit to Stones River NB. Most visitors (90%) spent one to three hours at the battlefield.
- On this visit, most common activities were walking (71%), taking the self-guided tour (69%) and photography (45%). 22% of visitors took the audio tape tour, 19% attended living history programs, and 15% attended ranger-led programs.
- Prior to this visit, visitors most often obtained information about Stones River NB through maps and brochures (32%), previous visits (26%), and friends, relatives, and word of mouth (24%). 24% of the visitors received no information before their visit. Most visitors (63%) were aware that Stones River National Battlefield was a unit of the National Park Service.
- The most commonly visited places on this visit were the visitor center (89%), Slaughter Pen (74%), and Cotton Field (70%).
- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services by the 255 respondents included the visitor center (96%) and parking (85%). The most important service was the restrooms (72% of 180 respondents), and the best quality service assistance from park staff (75% of 106 respondents).
- In and outside of the battlefield, the average visitor group expenditure during this visit was \$226. The median group expenditure of the group expenditure (50% of groups spent more and 50% spent less) was \$90. The average per capita expenditure was \$108.
- Most visitor groups (91%) rated the overall quality of visitor services at Stones River NB as "very good" or "good." One percent of visitor groups rated the overall quality of visitor services as "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863. For a copy of this report summary, visit the following website: <http://www.nps.gov/socialscience/waso/products.htm>