



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

Visitor Services Project

Petersburg National Battlefield

Visitor Study



United States Department of the Interior

NATIONAL PARK SERVICE
Petersburg National Battlefield
3215 East Broad Street
Petersburg, VA 23223

IN REPLY REFER TO:

July 2011

Dear Visitor:

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

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

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

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

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

We appreciate your help.

Sincerely,

Lewis Rogers
Superintendent

DIRECTIONS

At the end of your visit:

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

Like this: ● Not like this:

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Petersburg National Battlefield. Your response is voluntary. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Petersburg National Battlefield

NOTE: In this questionnaire “personal group” is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. a) Prior to this visit, how did you and your personal group obtain information about Petersburg National Battlefield? Please mark (●) **all** that apply in column (a).
 Did not obtain information prior to visit → **Go to part (b) of this question**
 b) If you were to visit Petersburg National Battlefield in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

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

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

- No Yes → **Go to Question 2**

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

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

- None → **Go on to Question 3**
 Richmond National Battlefield Park
 Other attractions in Richmond, VA (Please specify below)

- Appomattox Court House
 Colonial Williamsburg
 Other attractions in Petersburg, VA (Please specify below)

3. a) **On this visit** to Petersburg National Battlefield, how much time in **total** did you and your personal group spend visiting park sites? Please list partial hours as ¼, ½, ¾.

_____ Total number of hours

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

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

d) On this visit to Petersburg National Battlefield, how long did you and your personal group stay in the **area** (within 25 miles of any park site)? Please list partial hours or days as ¼, ½, ¾.

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

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

OR

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

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

- Petersburg National Battlefield was the primary destination
 Petersburg National Battlefield was one of several destinations
 Petersburg National Battlefield was not a planned destination

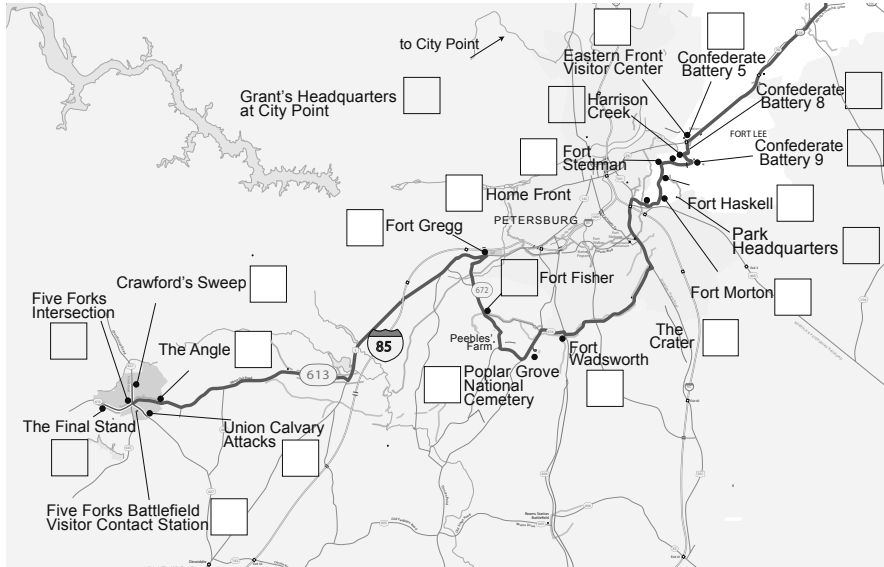
5. a) On this visit, in which activities did you and your personal group participate within Petersburg National Battlefield? Please mark (●) **all** that apply in column (a).

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

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

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

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



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

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

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

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

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

a) Visitor service/facility used Mark (●)	b) If used, how important?	c) If used, what quality?
	1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Access for disabled persons	_____	_____
<input type="radio"/> Assistance from park staff (other than fee booth)	_____	_____
<input type="radio"/> Assistance from staff at fee booth	_____	_____
<input type="radio"/> CD driving tour	_____	_____
<input type="radio"/> Indoor exhibits	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Outdoor exhibits	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Podcasts	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Trails	_____	_____
<input type="radio"/> Videos/films shown in visitor center	_____	_____
<input type="radio"/> Visitor center at Eastern Front	_____	_____
<input type="radio"/> Visitor contact station at Five Forks	_____	_____
<input type="radio"/> Visitor contact station at Grant's Headquarters at City Point	_____	_____

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

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

Very poor Poor Average Good Very good

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

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

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

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

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

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

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

Yes No → **Go to Question 11**

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

Walking/hiking Bicycling Horseback riding

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

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

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

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

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

- Yes, likely No, unlikely Not sure

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

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

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

- Yes, likely No, unlikely Not sure

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

- Yes No

c) If YES, please explain why.

d) If NO, please explain why not.

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

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

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

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

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

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

_____ Number of people in organized group

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

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

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

_____ Number of people in personal group

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

_____ Number of vehicles

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

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number visits to Petersburg NB (including this visit)
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

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

a) Speaking English Other language (Specify) _____

b) Reading English Other language (Specify) _____

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

- Some high school
- High school diploma/GED
- Some college
- Bachelor's degree
- Graduate degree

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

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- Yes
- No → **Go on to Question 25**

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

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

- Hearing (difficulty hearing ranger-led programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
- Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)
- Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
- Other (Please specify) _____

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

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


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

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

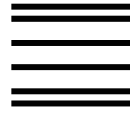
28. Overall, how would you and your personal group rate the quality of facilities, services, and recreational opportunities at Petersburg National Battlefield during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

 Printed on recycled paper

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



PO 1139



* G T K 6 7 0 \$ M *

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 163 MOSCOW ID

POSTAGE WILL BE PAID BY ADDRESSEE



VISITOR SERVICES PROJECT
PARK STUDIES UNIT
COLLEGE OF NATURAL RESOURCES
UNIVERSITY OF IDAHO
875 PERIMETER DRIVE
MOSCOW ID 83843-9960