Stones River National Battlefield Visitor Study
Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Stones River National Battlefield. This information will assist us in our efforts to better manage this park and to serve you.

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

If you have any questions, please contact Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,

Gayle Hazelwood
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 managed by Stones River National Battlefield. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will 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 about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).
Your Visit To Stones River National Battlefield

NOTE: In this questionnaire, your 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. Prior to this visit, was your personal group aware that Stones River National Battlefield is a unit of the National Park System?
   O Yes  O No

2. a) Prior to this visit, how did your personal group obtain information about Stones River National Battlefield? Please mark (●) all that apply in column (a).
   O Did not obtain information prior to visit ➔ Go to part (b) of this question

   b) If you were to visit Stones River National Battlefield in the future, how would 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

   O O Friends/relatives/word of mouth
   O O Inquiry to park via phone, mail, or email
   O O Stones River National Battlefield website: www.nps.gov/stri
   O O Other websites — Which one(s)? ________________
   O O Local businesses (hotels, motels, restaurants, etc.)
   O O Maps/brochures
   O O Newspaper/magazine articles
   O O Other units of the National Park System
   O O Previous visits
   O O School class/program
   O O Social media (Facebook, Twitter, etc.)
   O O State welcome center/visitors bureau/chamber of commerce
   O O Television/radio programs/DVDs
   O O Travel guides/tour books (AAA, Fodors, walking, etc.)
   O n/a Other, this visit (Specify) _______________________
   n/a O Other, future visit (Specify) ________________________
Stones River National Battlefield Visitor Study

3. a) **On this visit** to Stones River National Battlefield, how much time in total did your personal group spend visiting battlefield sites? Please list partial hours as \(\frac{1}{4}, \frac{1}{2}, \frac{3}{4}\).
   
   _____ Total number of hours

b) Did your personal group visit the battlefield on more than one day?
   
   O No  O Yes  \(\Rightarrow\) c) If YES, how many days? ________

4. a) Was every member in your personal group a resident of the Stones River National Battlefield **area** (within 1-hour drive of the battlefield)?
   
   O No  O Yes  \(\Rightarrow\) Go to Question 5

b) For nonresident members of your personal group, what was the primary reason they came to the **area** (within 1-hour drive of the battlefield) on this trip? Please mark (●) only one.
   
   O Visit Stones River National Battlefield (using park services and facilities)
   O Visit friends/relatives in the area
   O Unplanned stop on the way to somewhere else
   O Business
   O Other reason (Please specify) _____________________________________________

c) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the **area** (within 1-hour drive of the battlefield)? Please mark (●) only one.
   
   O Airplane  O Motorcycle  O SUV/truck/van
   O Car  O Motorhome
   O Other (Please specify) _____________________________________________
5. a) For you only, if you had been unable to visit Stones River National Battlefield on this trip, would you have visited at another time?

○ No, unlikely  ○ Yes, likely ➔ Go to Question 6

b) If NO, what would you have done with the time you spent on this trip? Please mark (●) one.

○ Gone somewhere else ➔ Distance from home _______ miles
- OR - Location ________________________________

○ Vacationed at home (Place, city, & state)

○ Gone to work at my regular job

○ Not sure/none of these

6. a) On this trip, did your personal group stay overnight away from home in the Stones River National Battlefield area (within 1-hour drive of the battlefield)?

○ Yes  ○ No ➔ Go to Question 7

b) If YES, please list the number of nights your personal group stayed in Stones River National Battlefield area (within 1-hour drive of the battlefield).

Number of nights in the area _______

c) In which type(s) of accommodations did your personal group spend the night(s) in the local area? Please mark (●) all that apply.

○ Lodge, motel, rented condo/home, cabin, B&B

○ Personal seasonal residence/temporary housing

○ Residence of friends or relatives

○ RV/trailer camping in a developed campground

○ Tent camping in a developed campground

○ Backcountry camping

○ Other (Please specify) ______________________________
7. On this visit to Stones River National Battlefield, please mark (●) all the sites within the park that your personal group visited. Use the map below to help you locate the sites you visited.

- Artillery Monument/McFadden Farm
- Bragg's Headquarters
- Chicago Board of Trade Battery
- Eve of Battle
- Fortress Rosecrans
- Hazen Brigade Monument
- National Cemetery
- Redoubt Brannan
- Rosecrans Headquarters
- Slaughter Pen
- Visitor Center
- Other (Please specify) ________________________
8. a) On this visit, in which activities did your personal group participate within Stones River National Battlefield? Please mark (●) all that apply in column (a).

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

<table>
<thead>
<tr>
<th>a) This visit</th>
<th>b) Future visit</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>O</td>
<td>Attending costumed living history programs</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Attending other ranger-led talks/programs</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Attending special events (symposium, annual programs, etc.)</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Bicycling</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Birdwatching</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Conducting genealogy or historical research</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Creative arts (photography, drawing, painting, writing)</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Dog walking</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Hiking/walking</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Jogging</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Listening to audio-tape tour</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Nature study (other than birdwatching)</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Participate in Junior Ranger program</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Picnicking</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Taking self-guided tour with cell phone</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Taking self-guided tour other than cell phone tour</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Visit visitor center</td>
</tr>
<tr>
<td>n/a</td>
<td>O</td>
<td>Other – this visit (Specify)</td>
</tr>
<tr>
<td>n/a</td>
<td>O</td>
<td>Other – future visit (Specify)</td>
</tr>
</tbody>
</table>
c) Which one of the above activities was the **primary** reason your personal group visited Stones River National Battlefield on this visit? Please list one response.

9. On this trip to Stones River National Battlefield, please mark (●) all other attractions in the area that your personal group visited.

- [ ] Did not visit any of the following places ▶ **Go on to Question 10**
- [ ] Battle of Franklin Sites (Carter House or Carnton Plantation)
- [ ] Chickamauga and Chattanooga National Military Park
- [ ] Fort Donelson National Battlefield
- [ ] Jack Daniels Distillery
- [ ] Country Music Hall of Fame
- [ ] Oaklands Historic House Museum
- [ ] Sam Davis Home
- [ ] Shiloh National Military Park
- [ ] Stones River Greenway
- [ ] Other (Please specify) ____________________________

10. a) During this visit (viewing exhibits, movies, taking the tour, etc.), did you learn something about the Civil War that is relevant or meaningful to your life today?

- [ ] Yes
- [ ] No ▶ **Go to part (c) of this question**

b) If YES, what is the most important way the Civil War has relevance to your life today?

__________________________________________________________________________

__________________________________________________________________________

c) What else can be done to help you to make a personal connection to the story presented at Stones River National Battlefield?

__________________________________________________________________________

__________________________________________________________________________
11. One of the purposes of Stones River National Battlefield is to present multiple viewpoints on the impacts of the Civil War on American culture.
   a) Please mark (●) all the topics that your personal group learned about via park films/exhibits/ranger programs during this visit to Stones River National Battlefield.
   b) For only those topics that you learned about, please rate their importance (from 1-5) in presenting different viewpoints of the Civil War?
   c) For only those topics that you learned about, please rate (from 1-4) the amount of information that you received.

<table>
<thead>
<tr>
<th>Topic</th>
<th>b) 1=Not important</th>
<th>2=Somewhat important</th>
<th>3=Moderately important</th>
<th>4=Very important</th>
<th>5=Extremely important</th>
<th>c) 1=Almost none</th>
<th>2=Some but not enough</th>
<th>3=About right</th>
<th>4=Too much</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events of the Battle of Stones River</td>
<td></td>
<td></td>
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<tr>
<td>Events of the Civil War</td>
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<td></td>
<td></td>
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<tr>
<td>Impact of the Civil War on American history</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Impact of the Civil War on civilian life</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Natural setting where events occurred</td>
<td></td>
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<tr>
<td>Roles of African Americans in the Civil War</td>
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<tr>
<td>Roles of slavery in causing the Civil War</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Roles of women in the Civil War</td>
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</tr>
</tbody>
</table>

d) Which stories presented at Stones River National Battlefield need to be emphasized or strengthened?

12. a) On this visit did members of your personal group have any specific safety concerns in Stones River National Battlefield?
   O Yes  O No ➔ Go to Question 13
   b) If YES, what were the concerns?___________________________________________

   ____________________________________________
13. a) Please mark (●) all the information services and facilities that your personal group **used** at Stones River National Battlefield during this visit.

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

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

<table>
<thead>
<tr>
<th>a) Information services/facilities used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark (●)</td>
<td>1=Not at all important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td></td>
<td>2=Slightly important</td>
<td>2=Poor</td>
</tr>
<tr>
<td></td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td></td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td></td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

- Access for disabled persons
- Assistance from park staff
- Assistance from park volunteers
- Indoor exhibits
- Outdoor exhibits
- Junior Ranger program
- Living history programs
- Park brochure/map
- Park website: www.nps.gov/stri
- Ranger-led walks/talks
- Restrooms
- Trails
- Visitor center bookstore sales items (selection, price, etc.)
- Visitor center (overall)
14. For your personal group, please estimate all expenditures for the items listed below for this visit to Stones River National Battlefield and the surrounding area (within 1-hour drive of the battlefield). Please write "0" if no money was spent in a particular category.

a) Please list your personal group’s total expenditures inside Stones River National Battlefield.

b) Please list your personal group’s total expenditures in the surrounding area outside the park (within 1-hour drive of the battlefield).

NOTE: Surrounding area residents should only include expenditures that were just for this trip to Stones River National Battlefield.

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Inside park</th>
<th>b) Outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spent no money (●)</td>
<td>O  ➔ Go to (b)</td>
<td>O  ➔ Go to (c)</td>
</tr>
<tr>
<td>Lodge, hotel, motel, cabin, B&amp;B, etc.</td>
<td>n/a</td>
<td>$_________</td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>n/a</td>
<td>$_________</td>
</tr>
<tr>
<td>Guide fees and charges</td>
<td>n/a</td>
<td>$_________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>n/a</td>
<td>$_________</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>n/a</td>
<td>$_________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>n/a</td>
<td>$_________</td>
</tr>
<tr>
<td>Other transportation expenses</td>
<td>n/a</td>
<td>$_________</td>
</tr>
<tr>
<td>(rental cars, taxis, auto repairs, but NOT airfare)</td>
<td>n/a</td>
<td>$_________</td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>n/a</td>
<td>$_________</td>
</tr>
<tr>
<td>All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
</tbody>
</table>

c) How many people do the above expenses cover? Please write “0” if no children were covered by the expenditures.

______ Adults (18 years or over)  ______ Children (under 18 years)

15. On this visit, was your personal group part of the following types of organized groups? Please mark (●) one for each group type.

a) Commercial guided tour group  O  Yes  O  No
b) School/educational group  O  Yes  O  No
c) Historical society/club  O  Yes  O  No
d) Other (scouts, work, church, etc.)  O  Yes  O  No
e) If you were with one of these organized groups, how many people, including yourself, were in this group?

______ Number of people in organized group

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

O Alone  O Friends
O Family  O Family and friends
O Other (Please specify) ________________________________

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

______ Number of people in personal group

c) On this visit, how many vehicles did your personal group use to arrive at the park? If you did not arrive by vehicle please write “0”.

______ Number of vehicles

d) On this trip, how many times did your personal group enter the park?

______ Number of entries

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

<table>
<thead>
<tr>
<th>a) Gender</th>
<th>b) Current age</th>
<th>c) U.S. ZIP code or name of country other than U.S.</th>
<th>d) Frequency of visits to Stones River National Battlefield</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>____</td>
<td>____</td>
<td>___________________</td>
</tr>
<tr>
<td>Member #2</td>
<td>____</td>
<td>____</td>
<td>___________________</td>
</tr>
<tr>
<td>Member #3</td>
<td>____</td>
<td>____</td>
<td>___________________</td>
</tr>
<tr>
<td>Member #4</td>
<td>____</td>
<td>____</td>
<td>___________________</td>
</tr>
<tr>
<td>Member #5</td>
<td>____</td>
<td>____</td>
<td>___________________</td>
</tr>
<tr>
<td>Member #6</td>
<td>____</td>
<td>____</td>
<td>___________________</td>
</tr>
<tr>
<td>Member #7</td>
<td>____</td>
<td>____</td>
<td>___________________</td>
</tr>
</tbody>
</table>
18. a) For you only, which category best represents your annual household income? Please mark (●) only one.

O Less than $24,999  O $50,000-$74,999  O $150,000-$199,999

O $25,000-$34,999  O $75,000-$99,999  O $200,000 or more

O $35,000-$49,999  O $100,000-$149,999  O Do not wish to answer

b) How many people are in your household? _________ Number of people

c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) “None” or specify the amount forgone.

O None  OR  Amount forgone $ __________

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

<table>
<thead>
<tr>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>No, not Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Asian</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Black or African American</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>White</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

20. a) What did your personal group like most about your visit to Stones River National Battlefield?
b) What did your personal group like least about your visit to Stones River National Battlefield?

__________________________________________________________

21. If you were to visit Stones River National Battlefield in the future, how would your personal group prefer to learn about the park’s cultural and natural history during your visit to the battlefield? Please mark (●) all that apply.

O Not interested in learning about the park ➔ Go to Question 22

O As a volunteer in the park

O Children’s activities

O Films, movies, videos

O Living history/costumed interpretive programs

O Ranger-guided walks/talks

O Park website: www.nps.gov/stri

O Printed materials (brochures, books, maps, etc.)

O Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.)

O Other (Please specify) __________________________________________

22. Is there anything else your personal group would like to tell us about your visit to Stones River National Battlefield?

__________________________________________________________

__________________________________________________________

23. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Stones River National Battlefield during this visit? Please mark (●) one.

Very poor       Poor       Average       Good       Very good

O                       O                      O          O

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