DIRECTIONS

For multiple choice questions, please indicate your response by filling in the boxes or bubbles completely with black or blue ink.

Like this: ● Not like this: ✔️ ❌ ✗ ☐

In this questionnaire, your personal group, sometimes referred to as “your 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 organized group that you might be traveling with, such as a school, church, scout troop, or tour group.

Paperwork Reduction Act Statement: Paperwork Reduction Act Statement: The National Park Service is authorized by the NPS Research Mandate (54 USC 100702) to collect this information. We will use this information to evaluate visitor services cooperatively managed by Gettysburg National Military Park. Responses to this request are voluntary and anonymous. Your name will never be associated with your answers, and all contact information will be destroyed when the data collection is concluded. No action may be taken against you for refusing to supply the information requested. A federal agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden Estimate: We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).
Q1a. Prior to this trip, how did you obtain information about Gettysburg National Military Park? Please mark (●) all that apply.

- [ ] Did not obtain information prior to this visit
- [ ] Previous visits
- [ ] Friends/relatives/word of mouth
- [ ] Social media (e.g., Facebook, Twitter, etc.)
- [ ] Inquiry to park via phone, mail, or email
- [ ] Gettysburg National Military Park website (nps.gov/gett)
- [ ] Eisenhower National Historic Site website (nps.gov/eise)
- [ ] Other website, please specify: [ ]
- [ ] Local businesses (e.g., hotels, motels, restaurants, etc.)
- [ ] Maps/brochures
- [ ] Newspaper/magazine articles
- [ ] Other units of the National Park System (NPS)
- [ ] School class/program
- [ ] State Welcome Center/Visitors Bureau/Chamber of Commerce
- [ ] Television/radio programs/DVDs
- [ ] Travel guides/tour books (e.g., AAA, etc.)
- [ ] Other, please specify: [ ]

Go to Question 2

b. Did you have the information about Gettysburg National Military Park you needed on this trip? Please mark (●) one.

- [ ] Yes
- [ ] No  What type of park information did your group need that was not available? Please be specific.
Q2a. How would you rate the quality of information provided on the park website (nps.gov/gett) to plan your visit? Please mark (●) only one.

Did not use the park website

- [ ] Very poor
- [ ] Poor
- [ ] Average
- [ ] Good
- [ ] Very good

b. Do you have any suggestions to improve the park website? Please be specific.

Q3. Have you ever used the following social media to follow the Gettysburg National Military Park? Please mark (●) all that apply.

- [ ] I do not use any social media outlets
- [ ] Twitter
- [ ] Instagram
- [ ] YouTube
- [ ] Flickr
- [ ] Facebook
- [ ] Snapchat
- [ ] Tumblr
- [ ] Park Blog (Wordpress)

Q4a. On this trip, did you and your personal group visit Gettysburg National Military Park for more than one day?

- [ ] Yes
- [ ] No

b. If YES, on how many days did you visit the park?

c. If NO, how many hours in total did you spend visiting the park?

Number of days

Number of hours
Q5. How important was each of the following in your decision to take a trip to Gettysburg National Military Park? Please mark (●) one for each item.

<table>
<thead>
<tr>
<th>Item</th>
<th>Extremely important</th>
<th>Very important</th>
<th>Moderately important</th>
<th>Slightly important</th>
<th>Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>To visit the museum/cyclorama/film</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To learn about American history and the Battle of Gettysburg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To learn about ancestors that fought in the battle</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To spend time with friends/family</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To get physical exercise</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pleasure or vacation</td>
<td></td>
<td></td>
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<td></td>
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</tbody>
</table>

Q6. On the list below, please mark (●) all the locations at Gettysburg National Military Park that you and your personal group visited on this trip. Use the map on page 8 to help identify locations visited.

- Little Round Top
- Devil’s Den
- Soldiers’ National Cemetery
- High Water Mark
- Eternal Light Peace Memorial
- Museum and Visitor Center
- The Peach Orchard
- The Virginia Memorial
- Culp’s Hill
- East Cavalry Field (not on map)
- David Wills House
- The Gettysburg Lincoln Train Station

Q7. On this visit, did you and your personal group take a tour with a Licensed Battlefield Guide (not a park ranger) at Gettysburg National Military Park?

- Yes
- No

Q8. Have you ever attended a ranger program at Gettysburg National Military Park or any other national park unit? Please mark (●) all that apply.

- Yes, I have attended a ranger program at Gettysburg National Military Park
- Yes, I have attended a ranger program at another National Park
- No, I have not attended a ranger program at a National Park
Q9a. On this trip, which of the following activities did you personally experience while at Gettysburg National Military Park? Please mark (●) NO or YES for each one.

b. Next please rate the importance of each activity in which you experienced.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Experienced?</th>
<th>Level of importance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No Yes</td>
<td>Extremely important</td>
</tr>
<tr>
<td>Parking congestion</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
<tr>
<td>Parking shortages</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
<tr>
<td>Lack of shuttle service/options</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
<tr>
<td>Shuttle wait time</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
<tr>
<td>Passenger crowding on shuttles</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
<tr>
<td>Lack of accessibility for people with disabilities</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
<tr>
<td>Pedestrian/vehicle conflict</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
</tbody>
</table>

c. Which one of the above activities most negatively affected your visit to Gettysburg National Military Park?

Q10. During your visit to Gettysburg National Military Park, how did you use your Smartphone and/or Tablet (e.g., iPhone, iPad, Android, tablets, etc.)? Please mark (●) all that apply.

- [ ] Did not use Smartphone or Tablet
- [ ] Downloaded a Gettysburg National Military Park specific app to my phone ahead of time
- [ ] Downloaded a Gettysburg National Military Park specific app upon arriving at the park
- [ ] Searched the Internet for a topic about Gettysburg National Military Park
- [ ] Used social media to share my experience at Gettysburg National Military Park (e.g., through photographs)
- [ ] For navigation
- [ ] Other, please specify:
Q11. How would you rate the overall quality of historical preservation at Gettysburg National Military Park?
- Extremely poor quality
- Poor quality
- Neither poor nor good quality
- Good quality
- Extremely good quality

Q12. How appropriate was the depth of information in the programs you and your personal group attended at Gettysburg National Military Park?
- Too simple
- About right
- Too complex

Q13a. In your opinion, were there any stories presented at Gettysburg National Military Park that needed to be emphasized or included?
- No
- Yes

b. If YES, what were the parts of the story that need to be strengthened?

Q14. In your opinion, what are some things that park managers can do better to encourage you and people from your community to visit national parks?

Q15. Please rate the quality of your interaction with park rangers, volunteers, and other employees in Gettysburg National Military Park. Please mark (●) one for each.

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpfulness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Courteousness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of info</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
Q16. We’d like your opinion on where additional services, signage, or facilities may be needed within Gettysburg National Military Park. On the map below please indicate where the additional services or facilities would help to enhance your experience by placing the appropriate letter at the location.

Use these letters to identify locations where additional services or facilities would help to enhance your visit.

- **P** = Additional parking or facilities
- **S** = Informational/directional signs
- **E** = Emergency or safety information
- **R** = Ranger presence
- **T** = Trails
Q16. We’d like your opinion on where additional services, signage, or facilities may be needed within Gettysburg National Military Park. On the map below please indicate where the additional services or facilities would help to enhance your experience by placing the appropriate letter at the location.

Use these letters to identify locations where additional services or facilities would help to enhance your visit.

- P = Additional parking or facilities
- S = Informational/directional signs
- E = Emergency or safety information
- R = Ranger presence
- T = Trails
Q17. What did you and your personal group like most and least about your visit to Gettysburg National Military Park and the Museum and Visitor Center?

Gettysburg National Military Park

Liked most:

Likes least:

Museum and Visitor Center

Did not use

Liked most:

Likes least:

Q18. Overall, how would you and your group rate the quality of facilities, services, and interpretive opportunities at Gettysburg National Military Park during this trip? Please mark (●) only one.

Very poor ○
Poor ○
Average ○
Good ○
Very good ○

Please describe:

Q19. What did you like most about your entire visit to Gettysburg National Military Park?

Q20. What did you like least about your entire visit to Gettysburg National Military Park?

Q21. Including yourself, how many people were in your personal group during your visit to Gettysburg National Military Park on the day you were contacted for this survey?

Number of adults (18 years or older)

Number of children (under 18 years)
Q22. On this visit, what kind of personal group were you with? Please mark (●) one.

- Alone
- Family
- Friends
- Family and friends
- Other, please specify:

Q23. Were you and your personal group part of any of the following organized groups? Please mark (●) YES or NO for each type of organized group.

<table>
<thead>
<tr>
<th>Commercial guided tour group (i.e., package tour)</th>
<th>Yes</th>
<th>No</th>
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<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>School/educational group</th>
<th>Yes</th>
<th>No</th>
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<tr>
<td></td>
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<table>
<thead>
<tr>
<th>Historical society</th>
<th>Yes</th>
<th>No</th>
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<tr>
<th>Special interest club</th>
<th>Yes</th>
<th>No</th>
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</table>

Q24. For your personal group during your visit to Gettysburg National Military Park on the day you were contacted for this survey, please provide the following information. If you don’t know the answer, enter “DK.”

<table>
<thead>
<tr>
<th></th>
<th>Current Age</th>
<th>U.S. zipcode or name of country other than U.S.</th>
<th>Number of visits to Gettysburg NMP in your lifetime including this trip</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
<td></td>
<td>Female</td>
</tr>
<tr>
<td>Member # 2</td>
<td></td>
<td></td>
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<tr>
<td>Member # 3</td>
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<td>Member # 4</td>
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<td>Member # 5</td>
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<td>Member # 6</td>
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<tr>
<td>Member # 7</td>
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</tbody>
</table>
Q25. The Gettysburg Foundation is a friends group that supports Gettysburg National Military Park through education, awareness, and funding. Prior to this visit, were you aware of the Gettysburg Foundation?

○ Yes
○ No  → Were you aware after your visit?

○ Yes
○ No

Q26. Which category best represents your annual household income? Please mark (●) only one.

○ Less than $25,000
○ $25,000 to $34,999
○ $35,000 to $49,999
○ $50,000 to $74,999
○ $75,000 to $99,999
○ $100,000 to $149,999
○ $150,000 to $199,999
○ $200,000 or more

Q27. On a future visit to Gettysburg National Military Park, what interpretive programs/information services would you and your group like to have available at the park? Please be specific.

Q28. If you were to visit Gettysburg National Military Park in the future, if a transit (bus) service existed with service to the park’s major destinations, how likely would it be that you would use such a service? Please mark (●) one.

Not likely at all
Slightly likely
Moderately likely
Very likely
Extremely likely
Undecided

Q29. Is there anything else you would like to tell us about your visit to Gettysburg National Military Park?

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