



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

Visitor Services Project

Harpers Ferry National Historical Park Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Harpers Ferry National Historical Park
P.O. Box 65
Harpers Ferry, WV 25425

IN REPLY REFER TO:

Dear Visitor:

Thank you for participating in this study to learn about the expectations, opinions, and interests of visitors to Harpers Ferry National Historical Park. This information will help us better manage this site and better serve you, our visitors.

This questionnaire is given to 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 fill out the questionnaire, seal it with the stickers provided on the last page, and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, 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,

Donald Campbell
Superintendent

DIRECTIONS

One person in your group, at least 16 years of age, should complete the questionnaire. It should take about 20 minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

In this questionnaire, your personal group is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An 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 statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

Please go on to the next page →

Your Visit To Harpers Ferry National Historical Park

1. a) Prior to your visit, how did you and your group obtain information about Harpers Ferry National Historical Park (NHP)? Please check () **all** that apply.

_____ Obtained no information prior to visit → **Go on to Question 2**

_____ Previous visits

_____ Friends/relatives/word of mouth

_____ Travel guides/tour books

_____ Teachers'/Educators' Curriculum Guide from park

_____ Newspaper/magazine articles

_____ Videos/television/radio programs

_____ Telephone/email/written inquiry to park

_____ Park website (www.nps.gov/hafe/)

_____ Other websites

_____ State welcome center/Chamber of Commerce

_____ Highway signs

_____ Other National Park Service sites

_____ Other (Please specify _____)

- b) From the sources you used prior to this visit, did you and your group receive the type of information about Harpers Ferry NHP that you needed?

_____ No _____ Yes → **Go on to Question 2**



- c) If NO, what additional information did you and your group need? Please be specific.

2. a) Prior to your visit, who in your group made the decision to visit Harpers Ferry NHP? Please check () **all** that apply.

_____ Male head of household

_____ Female head of household

_____ Tour director

_____ Other (Please specify: _____)

- b) When did you and your group make the decision to visit Harpers Ferry NHP?
Please check () **only one**.

_____ On the day I received this questionnaire
_____ Less than 1 week ago
_____ More than 1 week, but less than 1 month ago
_____ 1 to 6 months ago
_____ More than 6 months ago

3. On this visit, what was the **primary** reason that you and your group visited the West Virginia Eastern Panhandle area? Please check () **only one**.

_____ Resident of local area (within 60-minute drive) → **Go on to Question 4**
_____ Visit Harpers Ferry NHP
_____ Visit other attractions in the area
_____ Visit friends/relatives in the area
_____ Business
_____ Other reasons (Please specify: _____)

4. For this visit to Harpers Ferry NHP, what places in the **area** (within a 60-minute drive of park) did you and your group visit? Please check () **all** that apply.

_____ Antietam National Battlefield (Sharpsburg, MD)
_____ Appalachian National Scenic Trail (Harpers Ferry, WV)
_____ Chesapeake and Ohio Canal National Historical Park (Washington, D.C.,
to Cumberland, MD)
_____ Gettysburg National Military Park (Gettysburg, PA)
_____ Other (Please specify: _____)

5. a) On this visit, how long did you and your group stay at Harpers Ferry NHP on the day you received this questionnaire?

_____ Number of hours (Please list partial hours as 1/4, 1/2, or 3/4).

- b) Did you and your group visit Harpers Ferry NHP on more than one day during your stay in the area?

_____ Yes _____ No → **Go on Question 6**



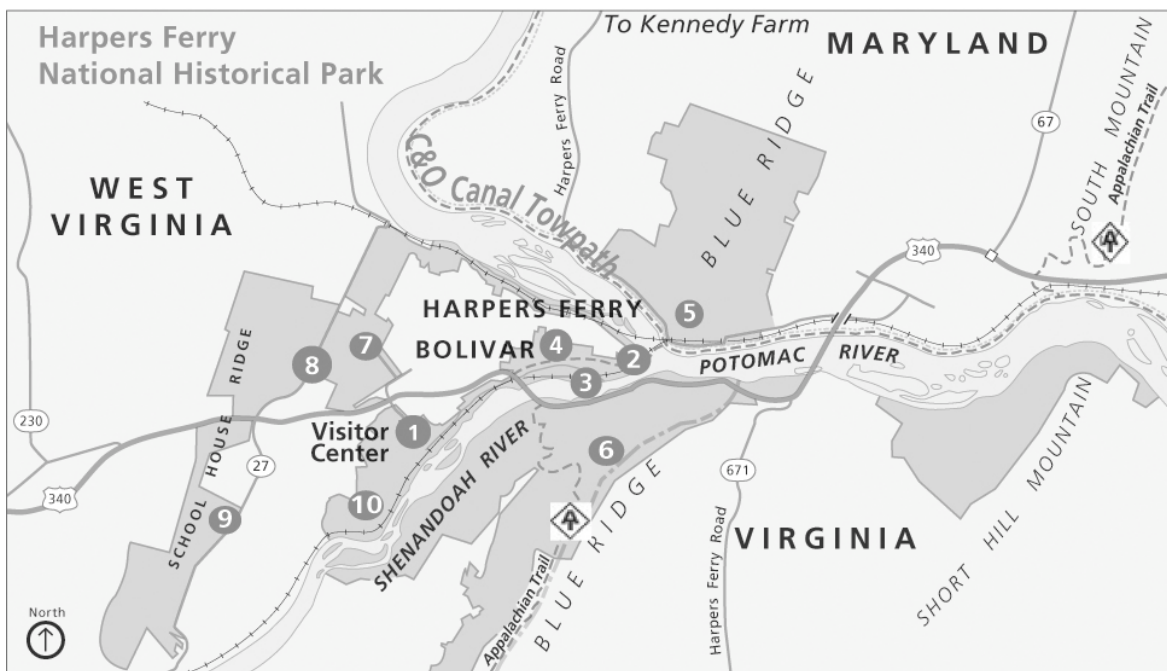
- c) If YES, on how many days did you visit? _____ Number of days (Please list partial days as 1/4, 1/2, or 3/4).

Please go on to the next page →

6. On this visit to Harpers Ferry NHP, which of the following sites did you visit. Please check (✓) **all** that apply.

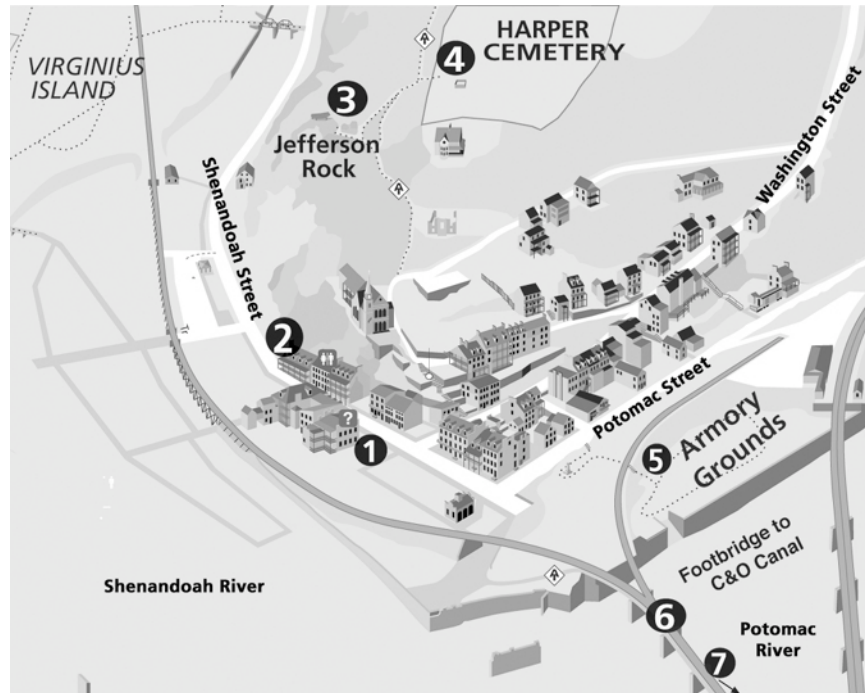
a) Sites visited in park (✓) Use the map provided **below** to help you locate the places you visited.

- | | |
|--------------------------------|---|
| _____ Visitor Center ❶ | _____ Lower Town ❷ |
| _____ Virginius/Halls Island ❸ | _____ Camp Hill/Storer College Campus ❹ |
| _____ Maryland Heights ❺ | _____ Loudoun Heights ❻ |
| _____ Bolivar Heights ❼ | _____ Union Skirmish Line ❸ |
| _____ Jackson's Right Flank ❹ | _____ Murphy Farm ❷ |
| _____ Appalachian Trail ❹ | |



b) Sites visited in Lower Town (). Use the map provided on the **next page** to help locate the places you visited.

- | | |
|--|---|
| _____ Information Center ❶ | _____ Park Bookshop ❷ |
| _____ Jefferson Rock ❸ | _____ Harper Cemetery ❹ |
| _____ Armory Grounds ❺ | _____ Footbridge over the Potomac River ❻ |
| _____ Chesapeake & Ohio Canal National Historical Park ❼ | |



7. On this visit, what activities did you and your group participate in while at Harpers Ferry NHP? Please check () **all** that apply.

- ☐ Walking/hiking
- ☐ Exercising (biking, jogging, walking dogs, etc.)
- ☐ River recreation (boating, fishing, rafting, kayaking, etc.)
- ☐ Sitting/relaxing
- ☐ Picnicking
- ☐ Nature study/birdwatching
- ☐ Photography/painting/drawing
- ☐ Viewing exhibits/museums
- ☐ Shopping at shops/restaurants
- ☐ Shopping at park bookshop
- ☐ Attending ranger-led programs
- ☐ Attending living history/costumed interpretation presentations
- ☐ Taking self-guided tour
- ☐ Other (Please specify: _____)

Please go on to the next page →

8. For each of the following nearby communities, please check (✓) **all** the services that you and your group used during this visit to Harpers Ferry NHP.

_____ Did not use any services → **Go on to Question 9**

	Harpers Ferry/ Bolivar Business District	Charles Town	Shepherdstown
Stay overnight in motel	_____	_____	_____
Stay overnight in RV park/ campground	_____	_____	_____
Eat a meal in a restaurant/bar	_____	_____	_____
Buy groceries	_____	_____	_____
Buy gasoline	_____	_____	_____
Rent a car/take taxi/bus	_____	_____	_____
Entertainment	_____	_____	_____
Other purchases	_____	_____	_____
Donations	_____	_____	_____

9. a) On this trip, did you and your group stay overnight **away from home** in the Harpers Ferry NHP area (within a 60-minute drive of park)?

_____ Yes

_____ No → **Go on to Question 10**



- b) Please list the number of nights you and your group stayed.

_____ Number of nights stayed in the area (within a 60-minute drive of park)

- c) In what type of lodging did you and your group spend the nights in the area (within a 60-minute drive of park)? Please check () **all** that apply.

_____ Lodge, motel, hotel, cabin, rented condo, B&B, etc.

_____ Campground/RV trailer park

_____ Personal seasonal residence

_____ Residence of friends or relatives

_____ Other (Please specify: _____)

10. a) Please check () **all** of the visitor services and facilities that you or your group used during this trip to Harpers Ferry National Historical Park.
- b) Next, for **only** those services and facilities that you or your group used, please rate their importance from 1-5.
- c) Finally, for **only** those services and facilities that you or your group used, please rate their quality from 1-5.

a) Used service/facility?**b) If used,
how important?****c) If used,
what quality?**

Check ()

1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

_____ Park brochure/map	_____	_____
_____ Bulletin boards	_____	_____
_____ Visitor center	_____	_____
_____ Exhibits/museums	_____	_____
_____ Trails	_____	_____
_____ Ranger-led programs	_____	_____
_____ Assistance from park staff	_____	_____
_____ Directional signs—in park	_____	_____
_____ Directional signs—outside park	_____	_____
_____ Restrooms	_____	_____
_____ Picnic areas	_____	_____
_____ Park bookstore sales publications	_____	_____
_____ Park website (www.nps.gov/hafe/) used before or during visit	_____	_____
_____ Junior Ranger program	_____	_____
_____ Access for disabled persons	_____	_____

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

_____ Number of people

- b) For this visit to Harpers Ferry NHP, please list the number of vehicles in which you and your group arrived.

_____ Number of vehicles

Please go on to the next page →

12. On this visit, were you and your personal group with the following types of groups?

a) Guided tour group _____ Yes _____ No

b) School/educational group _____ Yes _____ No

13. On this visit, what kind of personal group (not guided tour/school group) were you with? Please check (✓) **only one**.

_____ Alone

_____ Family

_____ Friends

_____ Family and friends

_____ Other (Please specify: _____)

14. a) Does anyone in your group have any disabilities/impairments that limited their ability to visit Harpers Ferry NHP?

_____ Yes

_____ No → **Go on to Question 15**

b) Because of the disability/impairment, did you and your group encounter any access/service problems in the park?

_____ Yes

_____ No → **Go on to Question 15**



c) If YES, what was the problem? _____

15. For you and your personal group on this visit, please indicate:

	Current age	U.S. ZIP Code or name of foreign country	Number of visits to Harpers Ferry NHP during your lifetime (including this visit)
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

16. a) A small part of Harpers Ferry NHP borders the town of Harpers Ferry. How did the traffic affect your park experience? Please circle **only one** for each condition.

As a pedestrian	Detracted from	No effect	Added to	Did not experience
While driving a vehicle	Detracted from	No effect	Added to	Did not experience

- b) If you circled “detracted from” for either condition above, please explain:

17. On this visit to Harpers Ferry NHP, please indicate how the following elements may have affected your park experience. Please check (✓) **only one** for each condition.

Affect your park experience?	Detracted from	No effect	Added to	Did not experience
Parking availability	_____	_____	_____	_____
Ranger/volunteer availability	_____	_____	_____	_____
Large number of visitors in park	_____	_____	_____	_____
Small number of visitors in park	_____	_____	_____	_____

18. a) For the question below, please indicate from 1 to 5 how safe you and your group felt from crime and accidents during this visit to Harpers Ferry NHP. Please circle **only one** answer for each condition.

How safe did you and your group feel in Harpers Ferry NHP?

Safety issue	Very unsafe	Somewhat unsafe	Neither safe nor unsafe	Somewhat safe	Very safe
Personal property—from crime	1	2	3	4	5
Personal safety—from crime	1	2	3	4	5
Personal safety—from accidents	1	2	3	4	5

- b) If you marked that you felt unsafe (if you circled 1 or 2) on any of the above conditions, please explain why:

Please go on to the next page →

19. For you and your group, please report all expenditures for the items listed below for this visit to Harpers Ferry NHP and the surrounding area (within a 60-minute drive of park). Please write "0" if no money was spent in a particular category.

- a) Please list your group's total expenditures inside Harpers Ferry NHP.
- b) Please list your group's total expenditures in the surrounding area (within a 60-minute drive of park).

NOTE: Surrounding areas residents should only include expenditures that were **directly related** to this visit to Harpers Ferry NHP.

	EXPENDITURES	
	a) Inside Harpers Ferry NHP	b) In surrounding area outside park
Hotel/motel/cabins, B&B, etc.		\$_____
Camping fees and charges		\$_____
Guide fees and charges		\$_____
Restaurants and bars		\$_____
Groceries and takeout food		\$_____
Gas and oil (auto, RV, boat, etc.)		\$_____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)		\$_____
Admission, recreation, entertainment fees	\$_____	\$_____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$_____	\$_____
Donations	\$_____	\$_____

c) How many people do the above expenses cover?

_____ Number of adults
(18 years or over)

_____ Number of children
(under 18 years)

20. An entrance fee is charged at Harpers Ferry NHP. Most of the funds collected (80%) remain at the park to be used to pay for such services as resource maintenance and protection, facility improvement, educational programs, and museum exhibits.

a) The current fee charged **per vehicle** at Harpers Ferry NHP is \$6. In your opinion, how appropriate is this amount? Please circle **only one** answer.

Too low About right Too high Don't know/no opinion

b) The current fee charged **per person** (walk-in, bicyclist) at Harpers Ferry NHP is \$4. In your opinion, how appropriate is this amount? Please circle **only one** answer.

Too low About right Too high Don't know/no opinion

c) On this visit, how would you and your group rate the value for the entrance fee you paid. Please circle **only one**.

Very poor Poor Average Good Very good

21. a) Based on your park visit and experience, have you developed an appreciation for the historical and natural significance of Harpers Ferry NHP?

_____ Yes _____ No → **Go on to Question 22**



b) If YES, which of the following sources helped you develop an appreciation for the historical and natural significance of Harpers Ferry NHP? Please check (✓) **all** that apply.

_____ None → **Go on to Question 22**

_____ Living history (ranger-in-costume programs)

_____ Roving rangers available to answer questions

_____ Ranger-led programs

_____ Children's programs

_____ Indoor exhibits/museums

_____ Roadside/trailside exhibits

_____ Park website

_____ Printed materials (books, brochures, etc.)

_____ Audio-visual programs

_____ Other (Please specify: _____)

Please go on to the next page →

22. a) During this visit to Harpers Ferry NHP, did you and your group learn any of the following information? Please check (✓) **all** that apply.

b) Next, please check (✓) **all** of the topics you and your group are interested in learning about on a future visit.

Topic	a) Learned on this visit?	b) Interested in learning on a future visit?
African American history (Storer College/ Niagara Movement)	_____	_____
The transportation story (Baltimore and Ohio Railroad/Shenandoah Canal)	_____	_____
Industry story (U.S. Armory/John Hall)	_____	_____
John Brown's Raid	_____	_____
Natural history (environment's role in Harpers Ferry's history)	_____	_____
The Civil War story	_____	_____
Upcoming park events	_____	_____
Hiking trails	_____	_____
Opportunities to visit park areas other than the Lower Town	_____	_____

c) In your opinion, what was the most important information you learned during this visit to Harpers Ferry NHP?

23. If you were a park manager planning for the future of Harpers Ferry NHP, what would you propose? Please be specific.

24. a) What did you and your group like **most** about your visit to Harpers Ferry NHP?

b) What did you and your group like **least** about your visit to Harpers Ferry NHP?

25. On a future visit to Harpers Ferry NHP, how would you and your group prefer to learn about the cultural and natural history of the park? Please check (✓) **all** that apply

- _____ Not interested in learning about park → **Go on to Question 26**
- _____ Living history (ranger-in-costume programs)
- _____ History demonstrations
- _____ Roving rangers available to answer questions
- _____ Ranger-led programs
- _____ Children's programs
- _____ Indoor exhibits/museums
- _____ Roadside/trailside exhibits
- _____ Websites
- _____ Printed materials (books, brochures, etc.)
- _____ Audio/visual programs
- _____ Watching artisans and craftsmen making their wares
- _____ Watching costumed staff baking goods and making sweets
- _____ Other (Please specify: _____)

26. Is there anything else you and your group would like to tell us about your visit to Harpers Ferry NHP?

27. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Harpers Ferry NHP during this visit? Please circle **only one**.

Very poor Poor Average Good Very good

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

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
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