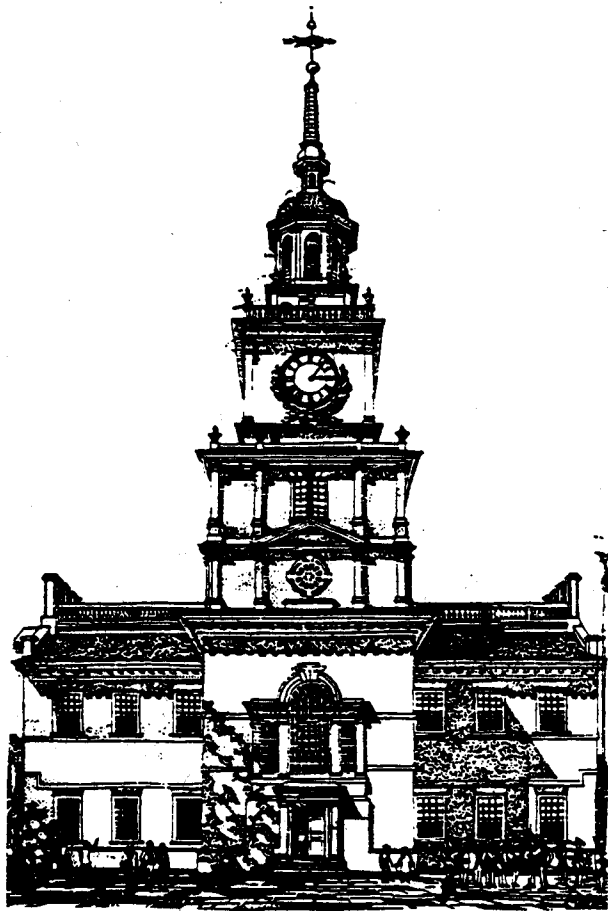# Visitor Services Project

Report 8

Independence National Historical Park

Volume 1 of 2

Cooperative Park Studies Unit
University of Idaho

Visitor Services Project
Report 8

Independence National Historical Park

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March, 1987

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Executive summary

- This report describes the results of a visitor mapping study at Independence National Historical Park during the week of July 31-August 6. Visitors were contacted in six city blocks surrounding park buildings. Questionnaires were administered to 1,300 visitors and 525 were returned, a 40% response rate.

- This visitor survey provides a profile of the people who visit Independence, which sites they visit, their activities, their reasons for purchasing items at park bookstores, their reasons for visiting the City Tavern, and their sources of information about the park. It also provides feedback on what visitors liked most and least about Independence and Philadelphia in the form of responses to open-ended questions and general comments (found in Volume 2 of this report).

- Visitors were most likely to be in family groups of two to four people. Large proportions were children under 16; adults from 30 to 45 were also common. Most were making their first visit to Independence. Many were from foreign countries, and U.S. visitors came from states throughout the country.

- Most visitors entered the park between 9:00 a.m. and 2:00 p.m., and stayed from two to four hours. Attending interpretive programs, visiting museums and exhibits, shopping, using restroom facilities, and getting information at the Visitor Center were the most common activities.

- Over 90 percent of all visitors visited the Liberty Bell Pavilion and Independence Hall. A majority stopped at the Visitor Center, Franklin Court, and Carpenters' Hall. One-fifth visited the City Tavern, while one-sixth visited the Todd and Bishop White Houses.

- Both the Liberty Bell Pavilion and the Visitor Center were common as first sites visited. Independence Hall and Carpenters' Hall were common as second sites visited. Franklin Court and the Todd and Bishop White Houses were commonly third or fourth, while the City Tavern was commonly a fourth or fifth site visited.

- Comparing site visits with visitor behavior suggested that: 1) visitors who stopped at the Visitor Center were likely to engage in more park activities than those who did not; 2) visitors in large groups were less likely to visit the Liberty Bell Pavilion, Independence Hall, and the Visitor Center than smaller groups; 3) visitors in combined family and friend groups or organized groups were less likely to visit the Visitor Center than other groups; 4) older visitors were more likely to visit Carpenters' Hall than younger visitors; and 5) visitors who were from out of state or had visited Independence only a few times were more likely to visit the Liberty Bell Pavilion and Independence Hall than other visitors.

- Responses to special questions revealed that: 1) a majority of visitors purchased items at park bookstores, most often to keep the items as souvenirs, 2) over one-fifth of Independence visitors visit the City Tavern both to view the historic building and to dine, and 3) guidebooks and maps are the most common source of information about Independence.

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INTRODUCTION

This report describes the results of a visitor mapping study undertaken at Independence National Historical Park (referred to as 'Independence') during the summer of 1986 by the Cooperative Park Studies Unit at the University of Idaho as a part of its visitor services project[1]. The purpose of the study was to provide the park staff with useful information about their visitors.

At Independence, a survey of visitors was conducted during the week of July 31-August 6.

After this Introduction, the Methods are presented. The Results follow. Next, a Menu for Further Analysis is provided to assist managers in requesting any additional analyses they desire. Finally, the Appendix A contains the questionnaire used. Volume 2 of this report contains comments made by visitors who returned their questionnaires.

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[1]The effort was part of an ongoing project to develop practical techniques for collecting visitor data useful for park management; previous work has been done at Grand Teton, Mount Rushmore, Yellowstone, Glacier, North Cascades, and Crater Lake National Parks. The larger project--its purposes, rationale, theory, and methods--is described in several publications (for a list of publications on the Visitor Services Project, contact the Cooperative Park Studies Unit at the University of Idaho).

Many of the graphs in this report are like the following example. The large numbers refer to explanations below.
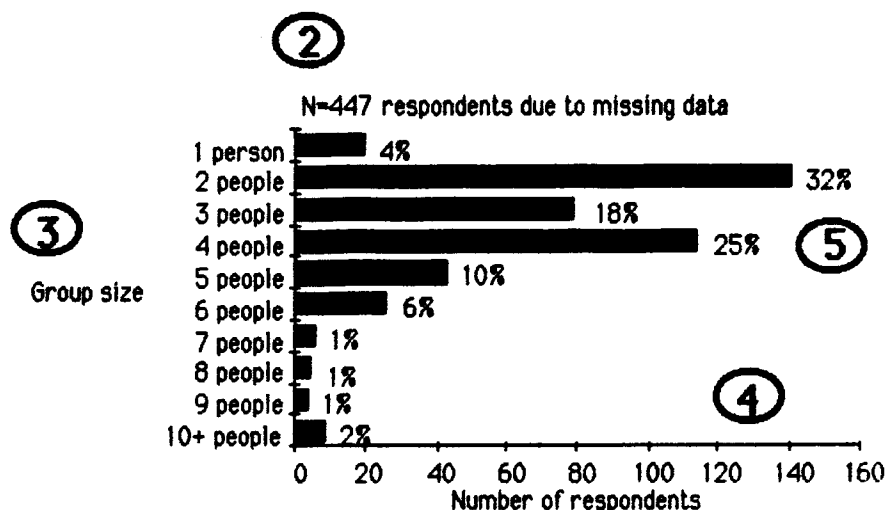
Figure 1: Visitor group sizes

1: The figure title provides a general description of the information contained in the graph.

2: A note above gives the 'N', or number of items in the sample, and a very specific description of the information in the chart. This graph contains information on respondents, or those visitors who returned a questionnaire describing his or her group's visit. Some graphs contain information on individual group members, or on activity periods and so forth.

3: The left side, or axis, shows categories. This graph shows different group sizes, others show group types, time periods, activities, and so forth.

4: The bottom axis and bars show the number of items that fall into each category. In some graphs, the bottom axis shows proportions.

5: In most graphs, percentages are added to provide additional explanation.

METHODS

The general strategy of the visitor mapping technique is to distribute mailback questionnaires to randomly selected visitors entering the park during a designated study period. Specific visitor sampling strategies differ from area to area, depending on unique site characteristics. Returned questionnaires are analyzed and a report is developed, containing maps, graphs, and tables.

Questionnaire design

The questionnaire asked visitors to keep track of where they went and their activities for the time they spent in the park (see Appendix A for a copy of the questionnaire). A park map, showing selected sites, and a list of activities were provided in the questionnaire. Respondents could report the sites they visited (in sequence) and their activities in a diary format. Additional information was requested about the group type and size, and the age, home zip code, and number of previous visits to the park of the respondent and each group member. Also, several questions were included concerning the park staff's specific interests. Space was provided for respondents' additional comments about their visit and the survey.

Sampling

At Independence, pedestrians in the interiors of six city blocks were sampled. This approach was selected because the park is located in an urban setting with no specific entry or exit points. The six blocks were selected for sampling to ensure that as many different visitors as possible would be represented in the study. The blocks sampled were:

1) the block containing the Liberty Bell Pavilion,

2) the block containing Independence Hall,

3) the block containing the 2nd. Bank of the U.S.,

4) the block containing Franklin Court,

5) the block containing Carpenters' Hall, and

6) the block containing the Visitor Center and the City Tavern.

Sampling took place from 8:30 a.m. until 7:30 p.m. each day during the week of July 31-August 6. Each day of the week was divided into time periods. The time periods were randomly assigned to the six blocks. Each block was assigned six time periods for sampling. At each four minute interval during the sampling periods a pedestrian group was selected at random, and asked if they were visiting the park or just walking through. If the group stopped was visiting the park, they would be included in the survey.

Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If the visitor agreed, further instructions were given. One adult member of the group was asked to complete the questionnaire. Completed questionnaires could be sealed and returned via U.S. mail, postage paid.

Data analysis

A cut-off date was established for incoming questionnaires approximately ten weeks after they were distributed. All questionnaires that arrived within that period were then coded and entered into a computer. Frequency distributions and crosstabulations were calculated, using a standard software package. Respondents' additional comments were summarized, and copies of the comments provided to the park in Volume 2 of this report.

Sample size and missing data

In a visitor mapping study, some information is collected on visitor groups, and some on individual group members. Therefore, in the results, the 'N', or number in the sample, varies from figure to figure. For example, Figure 1 shows information on 525 visitor groups, while Figure 3 shows information on 1,613 individual group members. Each figure contains a note in the upper left-hand corner that specifies what information it illustrates.

Often, a respondent may not answer all of the questions in the questionnaire, or may answer some incorrectly. Unanswered questions create missing data. Missing data cause the 'N', or number in the sample, to vary from figure to figure. For example, although 525 questionnaires were returned, Figure 2 only shows data for 524 respondents because of missing data.

Limitations

The mapping technique has several limitations. First, the questionnaire asks visitors to record their location and activities, and it is not possible to know whether their responses reflect actual behavior. This disadvantage is applicable to all time-budget studies and is reduced by having visitors fill out the questionnaire as they visit the park.

Second, the data describe the use patterns of only those visitors during the designated study period who visit the areas sampled. The results do not apply to visitors during different times of the year or those who do not visit the areas sampled. Also, the results do not include the many people who walk through the park without stopping.

Third, data are not collected on non-respondents. That is, we do not know if the visitors who return their questionnaires differ from those who do not.

Fourth, just prior to the study period, Philadelphia experienced a garbage strike. We do not know what effect this may have had on park visits. However, many of the visitor comments (see Volume 2) referred to the city as dirty, littered, and so forth.

Fifth, the methods, as conducted at Independence, did not include a count of the total number of visitors to the park during the study period. Therefore, we cannot calculate the proportion of total park use that our sample represents.

Finally, the map presented in the questionnaire may have affected some visits by influencing people to visit all or most of the sites shown. Thus, some visitor groups may have visited more sites than they would have normally. We have no evidence to determine what proportion of respondents may have been influenced this way, or to what degree their visits were altered.

Nevertheless, the mapping data provide managers with a useful profile of visitor use, which can be further analyzed in a number of ways, as illustrated in the Menu for Further Analysis.

RESULTS

A. Visitors contacted

One thousand, three hundred and ninety-three visitor groups were contacted, and 1,300 agreed to participate. Thus, the acceptance rate was 93 percent. Five hundred twenty-five completed and returned their questionnaires, a 40 percent reponse rate. The acceptance and response rates are similar to those in previous visitor mapping studies.

B. Visitor characteristics

The returned questionnaires provide information on both the respondents and the groups they were with. Figure 1 shows the group sizes, which ranged from one to over 100 people. The most common (mode) group size was two people, while the average (mean) was three. Nearly two-thirds of the visitors came in family groups, as shown in Figure 2.

Questions were included on the age and number of previous visits to Independence of each group member. Figures 3 and 4 illustrate the responses. There was a wide range of ages; the most common age groups were children under 15 years old and adults from 31 to 45 years old. For most, this was their first visit to Independence.

The home zip code of each group member was also asked. Visitors came from many different residences, as shown in Tables 1 and 2 and Maps 1 and 2.

B. Visitor characteristics (continued)

N=525 respondents;
percentages≠100 due to rounding

Group size	
1 person	9%
2 people	31%
3 people	18%
4 people	21%
5 people	8%
6 people	4%
7 people	2%
8 people	1%
9 people	<1%
10 people	1%
20+ people	2%

Number of respondents
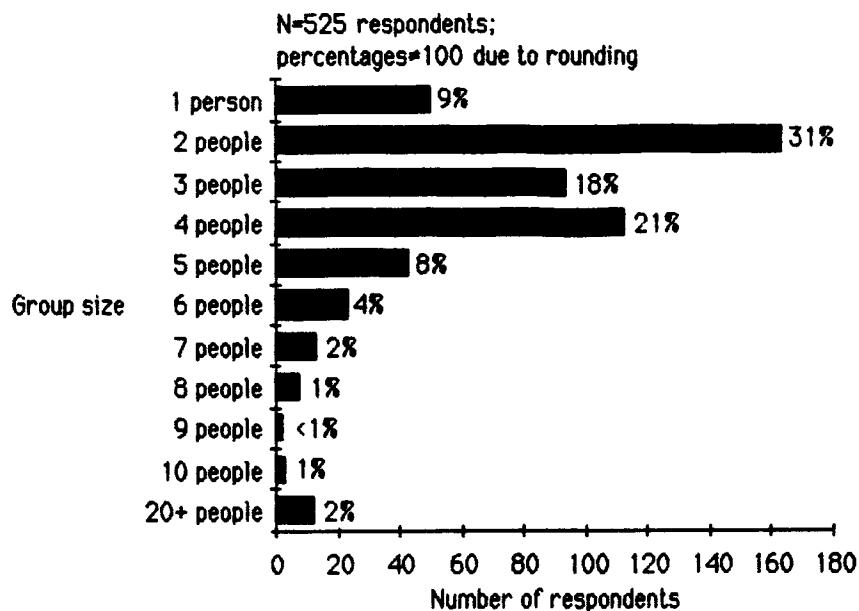
Figure 1: Visitor group sizes
--August, 1986

N=524 respondents due to missing data;
percentages≠100 due to rounding

Group type	
Alone	9%
Family	66%
Friends	14%
Family and friends	7%
Tour groups	2%
Other	1%

Number of respondents
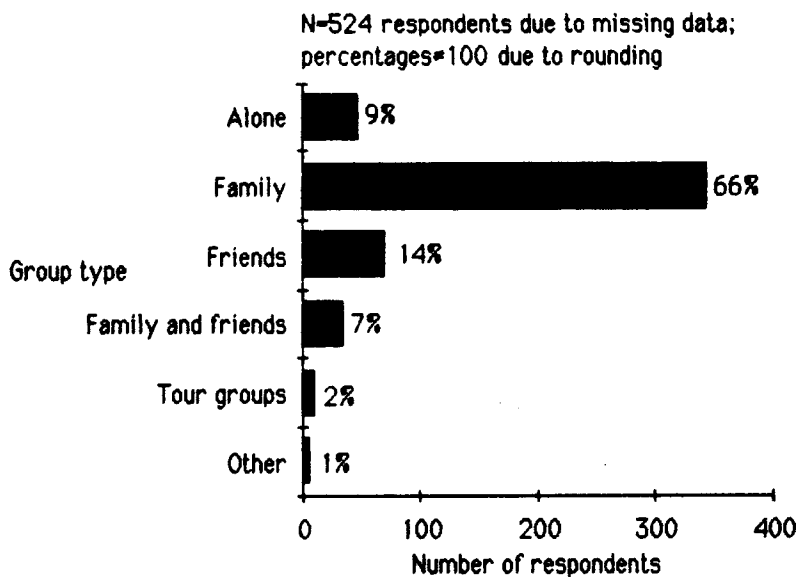
Figure 2: Visitor group types
--August, 1986

B. Visitor characteristics (continued)

N=1614 individuals

Age group	
76+ yrs.	1%
71-75 yrs.	1%
66-70 yrs.	2%
61-65 yrs.	3%
56-60 yrs.	5%
51-55 yrs.	4%
46-50 yrs.	6%
41-45 yrs.	9%
36-40 yrs.	14%
31-35 yrs.	10%
26-30 yrs.	8%
21-25 yrs.	6%
16-20 yrs.	6%
11-15 yrs.	10%
1-10 yrs.	15%

Number of individuals: 0 50 100 150 200 250
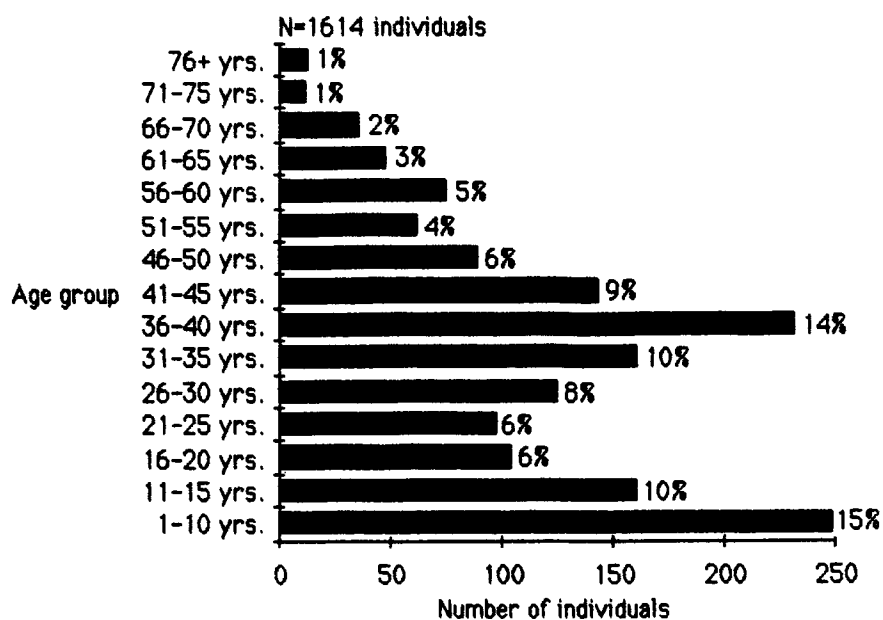
Figure 3: Visitor ages
--August, 1986

N=1611 individuals;
percentages=100 due to rounding

Previous visits	
First visit	69%
2-4 visits	24%
5-10 visits	4%
10+ visits	2%

Number of individuals: 0 200 400 600 800 1000 1200

Figure 4: Number of visits
--August,1986

B. Visitor characteristics (continued)

Table 1: Proportion of visitors from each area* (August, 1986)

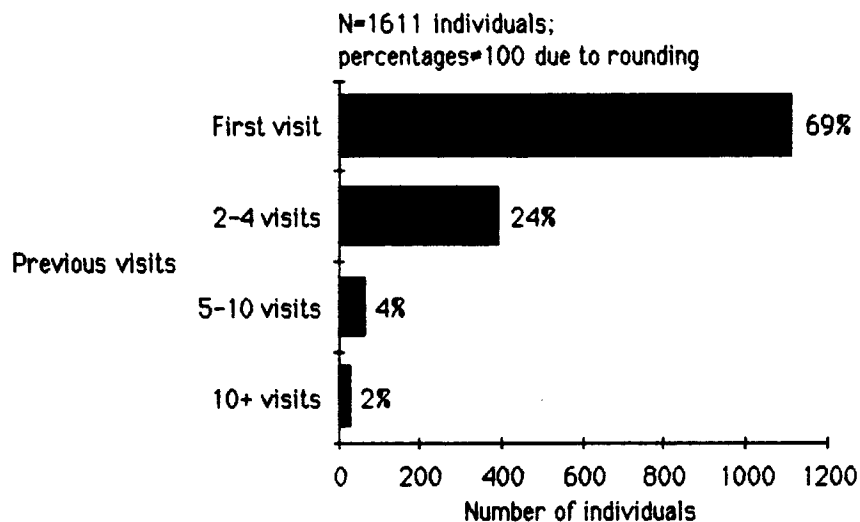| Area	Percent of individuals**
Foreign countries	6%
United States	94%
Five-state region (VA, MA, PA, DE, NJ)	30%
Pennsylvania	14%
Philadelphia SMSA	12%

*N-1563 individuals
**Percentages do not sum to 100 because areas such as U.S., Pennsylvania, etc. overlap

Table 2: Number of visitors from each country* (August, 1986)

Country	Number of individuals
Australia	5
Brazil	2
Canada	10
Denmark	2
England	12
France	18
Germany	21
Ireland	5
Israel	1
Italy	3
Japan	2
Korea	1
Netherlands	4
Nigeria	1
Scotland	2
Spain	1
Switzerland	4

*N-94 individuals from foreign countries

B. Visitor characteristics (continued)

Legend:
- = None
- = 1%
- = 2-10%
- => 10%

Independence N.H.P

N=1469 individuals from the United States
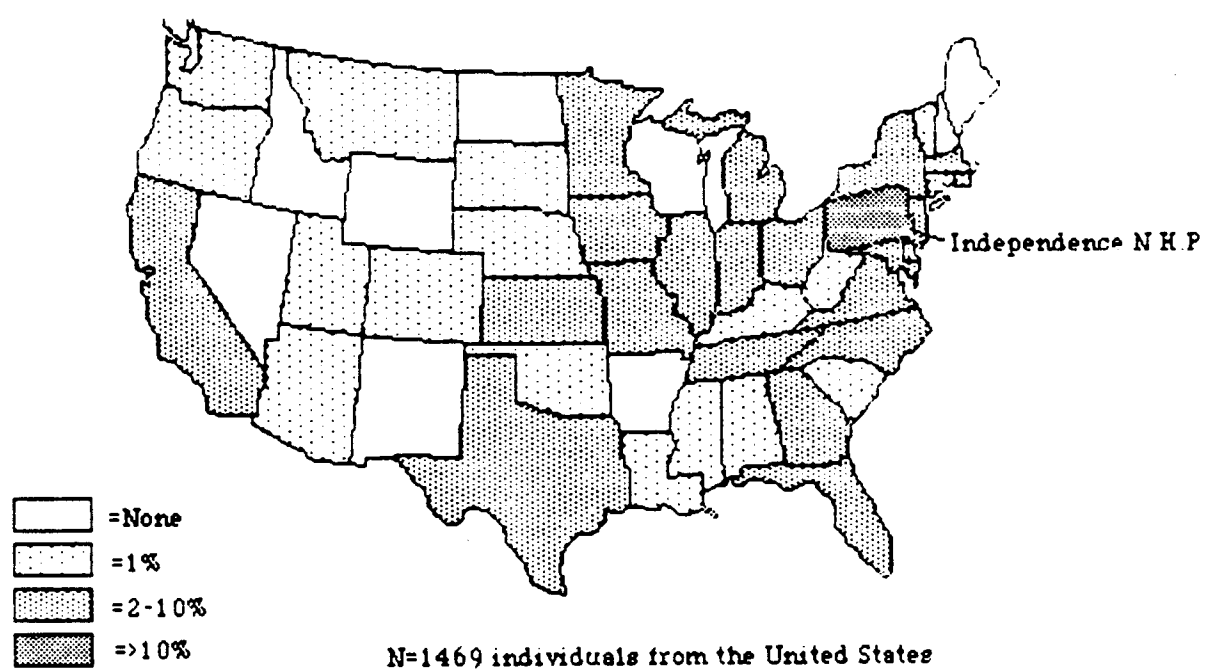
Map 1: Proportion of visitors from each state
--U.S. visitors (August, 1986)

B. Visitor characteristics (continued)

Legend:
- ☐ = None
- ▫ = up to 1%
- ▪ = 2-5%
- ▪ = 6-10%
- ▪ = >10%

N=225 individuals from Pennsylvania
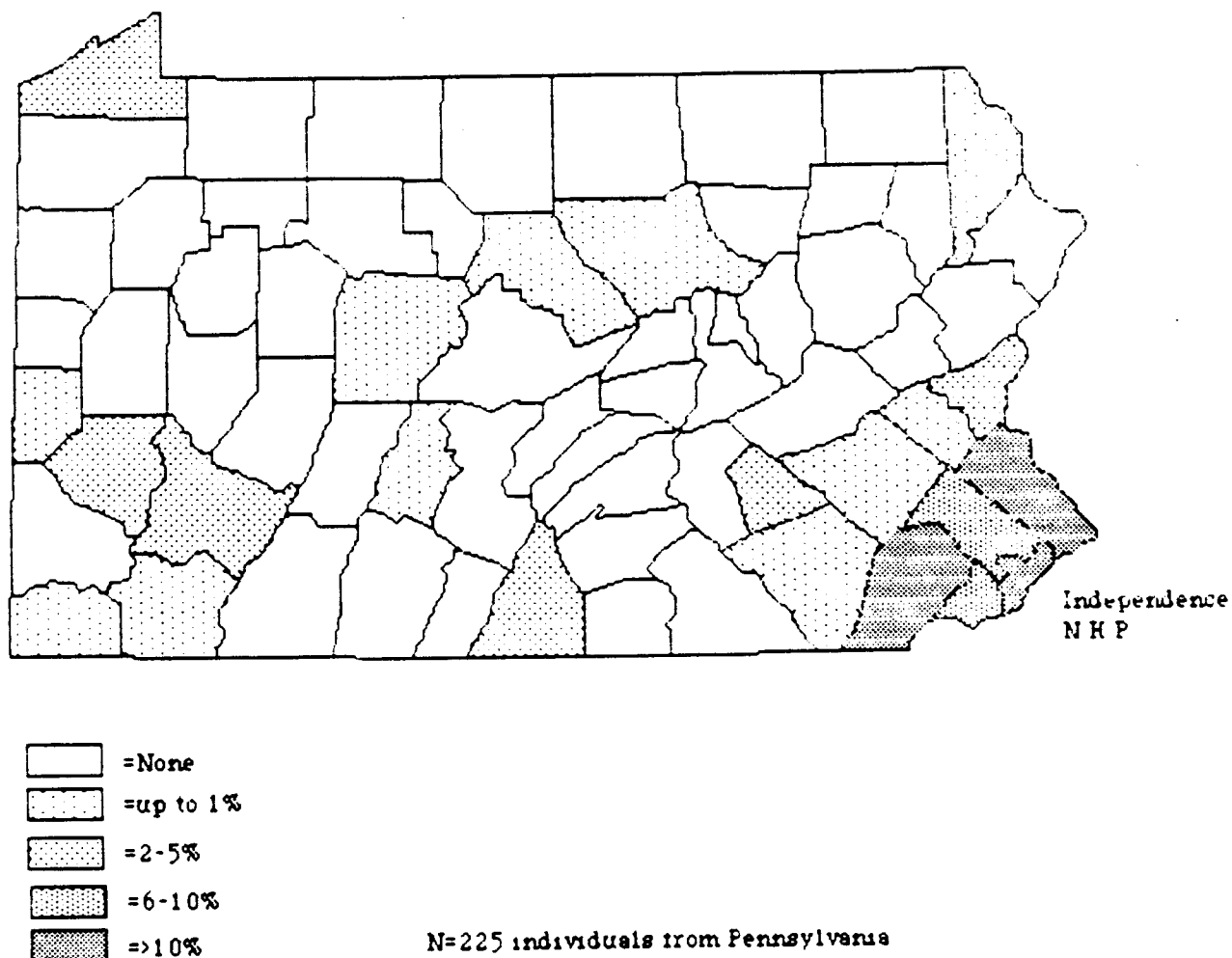
Map 2: Proportion of visitors from each county --Pennsylvania visitors (August, 1986)

C. Visitor use of time

Figure 5 illustrates that most visitors entered Independence between 9:00 a.m. and 2:00 p.m. Most spent from one to five hours in the park, as shown in Figure 6.

N=498 respondents due to missing data;
percentages=100 due to rounding.

Hour	
before 8:00a	1%
8:00-9:00a	1%
9:00-10:00a	11%
10:00-11:00a	20%
11:00-12:00a	17%
12:00-1:00p	9%
1:00-2:00p	13%
2:00-3:00p	7%
3:00-4:00p	7%
4:00-5:00p	7%
5:00-6:00p	2%
6:00-7:00p	2%
after 7:00p	2%

Number of respondents
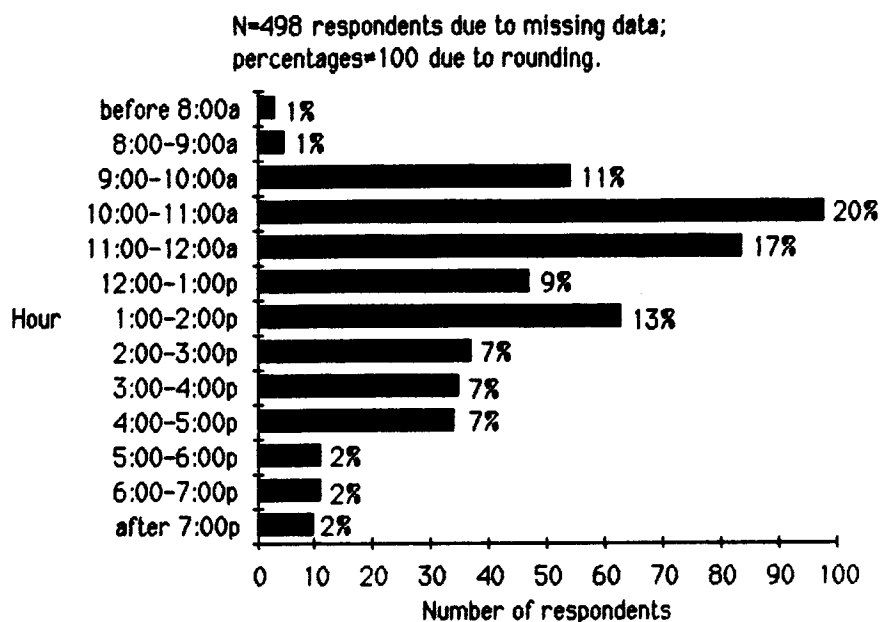
**Figure 5: Visitors entering Independence
each hour of the day--August,1986**

25

C. Visitor use of time (continued)

N=520 respondents due to missing data.

Figure 6: **Number of hours visitors spent at Independence--August,1986**

C. Visitor use of time (continued)

N=520 respondents due to missing data.

Number of hours	
1	10%
2	21%
3	19%
4	17%
5	12%
6	8%
7	5%
8	4%
9	2%
10	1%
12	1%
over 12	1%

Number of respondents (0, 20, 40, 60, 80, 100, 120)
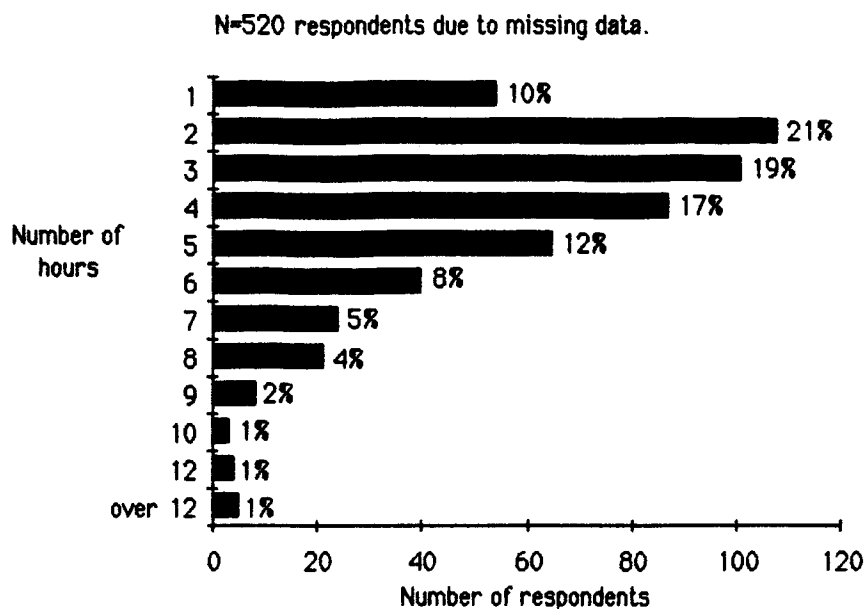
Figure 6: Number of hours visitors spent at Independence--August,1986

D. Visitor activities

Visitors reported doing up to ten of the activities listed in the questionnaire. The most common number (mode) of activities for a visitor group was five, while the average (mean) number was four. Figure 7 shows the proportions of Independence visitors who engaged in each activity. Nearly 90 percent of the visitors reported visiting museums and exhibits while at the park; using restroom facilities, the Visitor Center, and attending interpretive programs were also reported by large proportions of visitors.

Visitors could also list other activities; their responses included: photography, studying architecture, taking the audio tour, birdwatching, walking with children, visiting other historic sites (U.S. Mint, Betsy Ross House, etc.), playing music, and sketching.
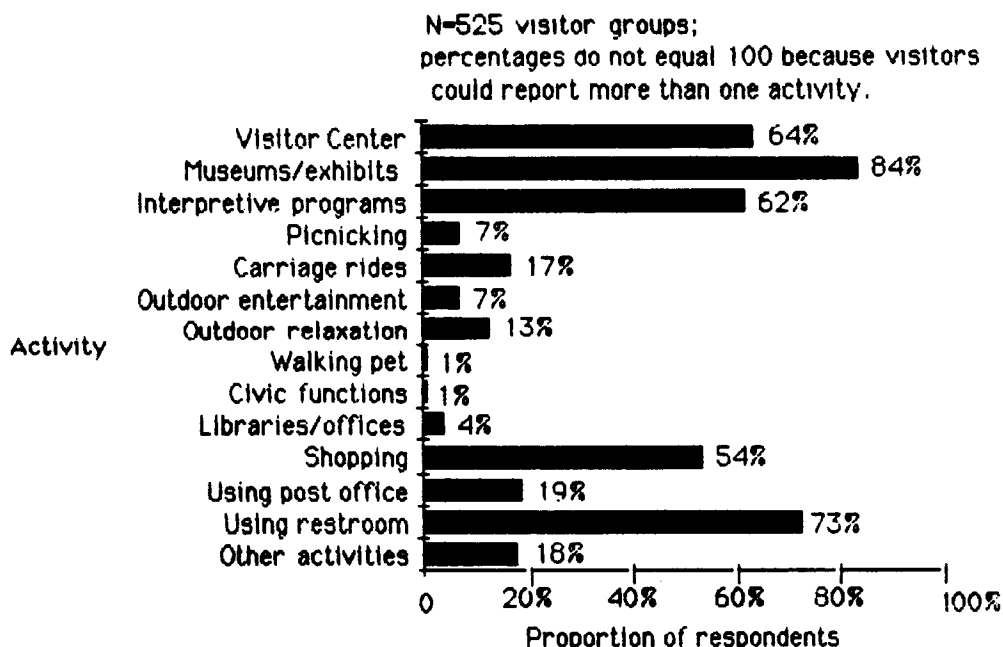
N=525 visitor groups;
percentages do not equal 100 because visitors
could report more than one activity.

Activity	
Visitor Center	64%
Museums/exhibits	84%
Interpretive programs	62%
Picnicking	7%
Carriage rides	17%
Outdoor entertainment	7%
Outdoor relaxation	13%
Walking pet	1%
Civic functions	1%
Libraries/offices	4%
Shopping	54%
Using post office	19%
Using restroom	73%
Other activities	18%

Proportion of respondents

Figure 7: Proportion of visitors reporting each activity--August, 1986
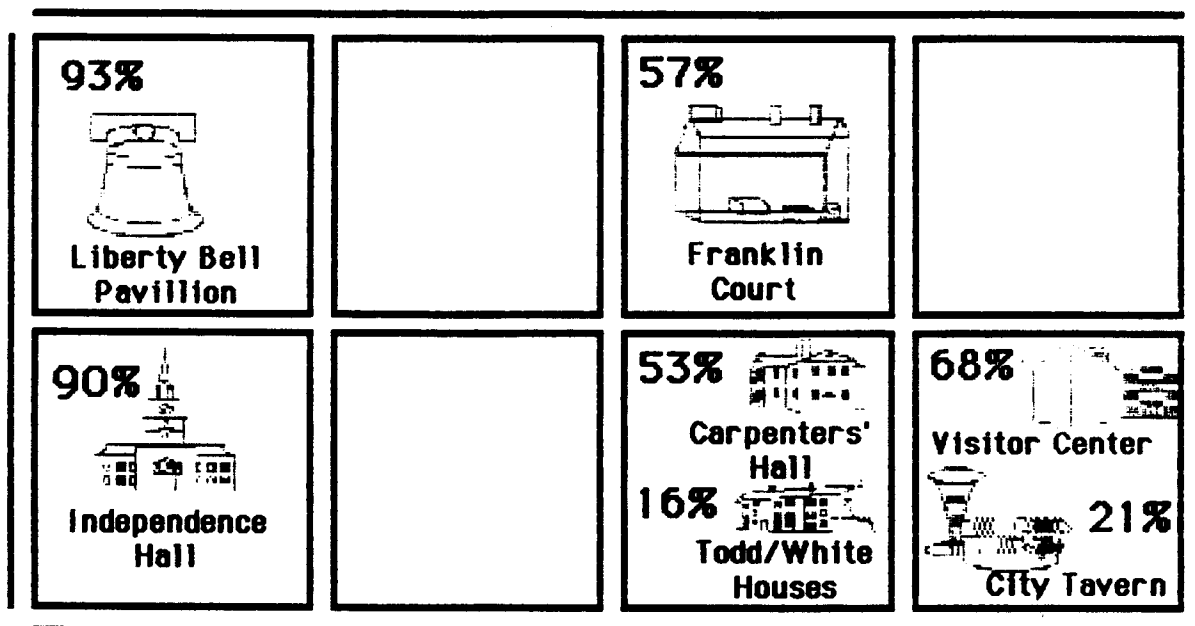
E. Visitor locations

Visitors stopped at an average (mean) of four of the sites shown in the questionnaire; the most common number (mode) of sites a group visited was five. Map 3 shows the proportion of visitors that stopped at each site. The largest proportions of visitors went to the Liberty Bell Pavilion and Independence Hall. Less than one fifth visited the Todd and Bishop White Houses[1] .

Figures 8 through 14 show, for those who visited each site, the number of visitors who went there first, second, third, and so forth. Forty-one percent of those who visited the Liberty Bell Pavilion did so as the first site visited, and 42 percent of those who visited the Visitor Center did so as the first site visited. Independence Hall and Carpenters' Hall were common as second sites visited. Two hundred forty-four different sequences of site visits were reported. The most common sequence, reported by 6 percent of the visitors, was the Liberty Bell Pavilion as the first site visited and Independence Hall as the second site visited, with no other sites visited.

Map 4 shows, for all visitors, the proportion who visited each site first; the largest proportion went to the Liberty Bell Pavilion first.

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[1] The proportion of visits to this site appears high compared to park statistics. Visitors may have counted walking by the houses or touring the gardens as a visit to this site.

E. Visitor locations (continued)

93% Liberty Bell Pavillion		**57%** Franklin Court	
90% Independence Hall		**53%** Carpenters' Hall **16%** Todd/White Houses	**68%** Visitor Center **21%** City Tavern

Independence National Historical Park

N

N-525 respondents

Map 3: Proportion of all visitors who went to each site (August, 1986)
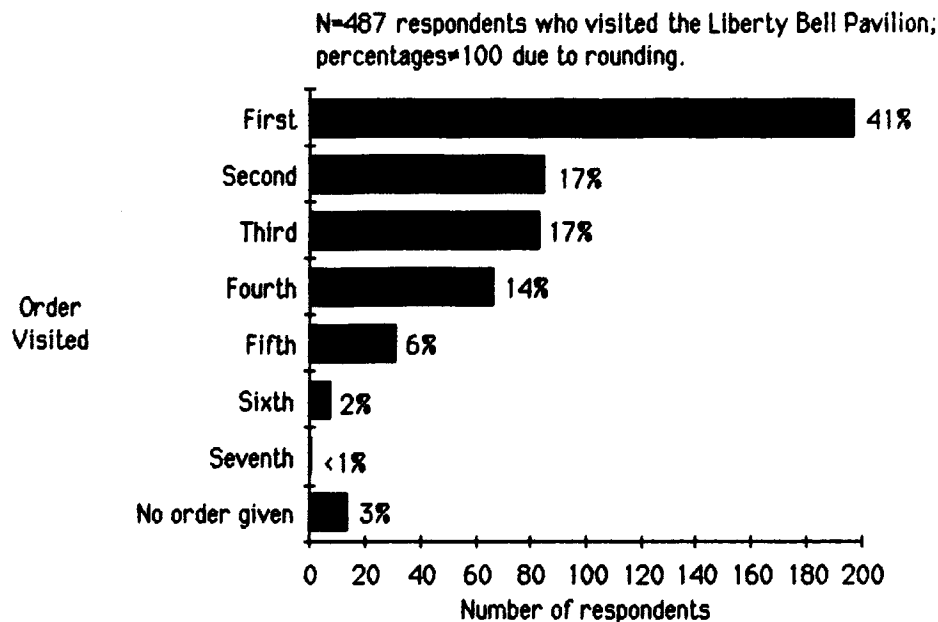
E. Visitor locations (continued)

N=487 respondents who visited the Liberty Bell Pavilion; percentages≈100 due to rounding.

Figure 8: Order in which visitors went to the Liberty Bell Pavilion--August, 1986

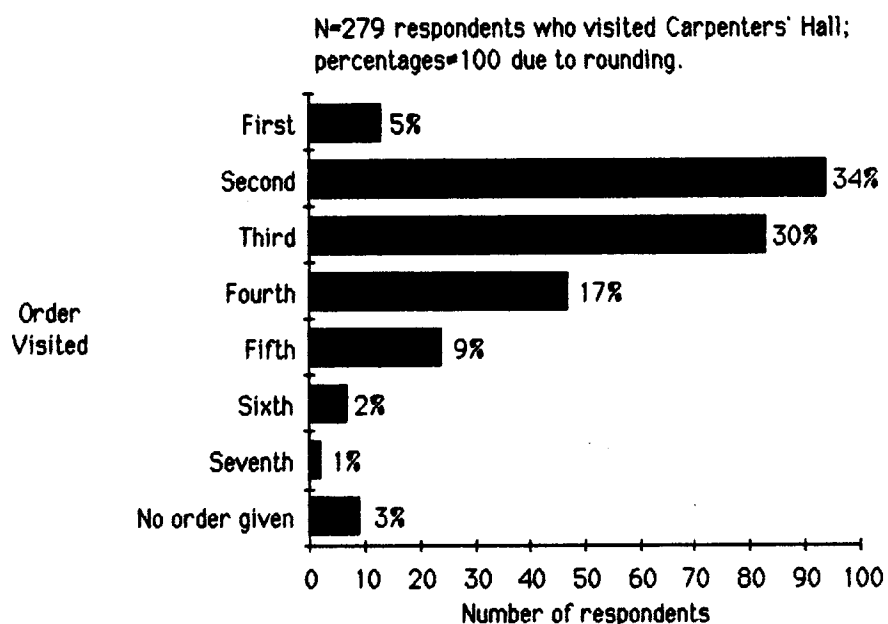N=474 respondents who visited Independence Hall; percentages≈100 due to rounding.
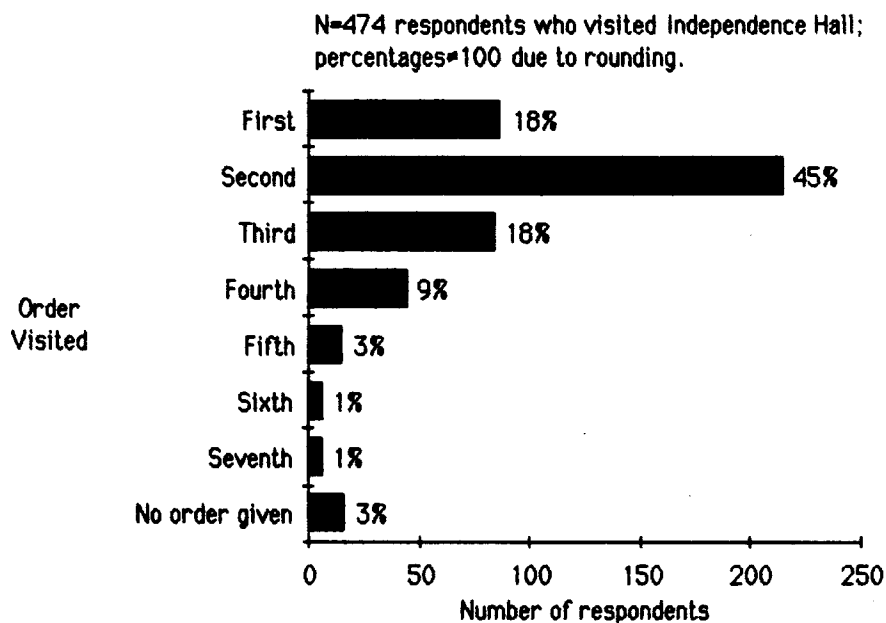
Figure 9: Order in which visitors went to Independence Hall--August, 1986

E. Visitor locations (continued)

N=301 respondents who visited Franklin Court;
percentages=100 due to rounding.

Order Visited	
First	8%
Second	10%
Third	28%
Fourth	22%
Fifth	22%
Sixth	5%
Seventh	1%
No order given	3%

Number of respondents
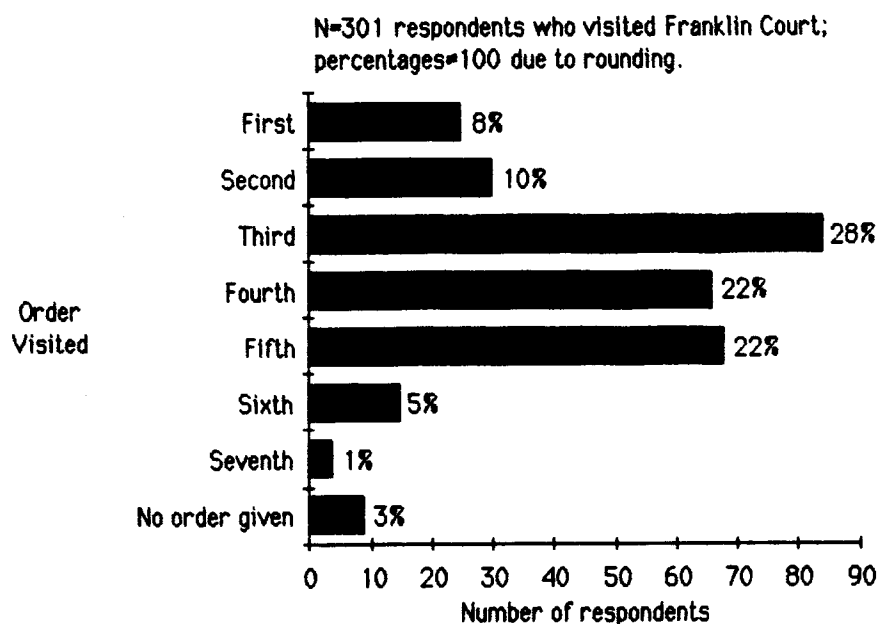
Figure 10: Order in which visitors went to Franklin Court--August, 1986

N=279 respondents who visited Carpenters' Hall;
percentages=100 due to rounding.

Order Visited	
First	5%
Second	34%
Third	30%
Fourth	17%
Fifth	9%
Sixth	2%
Seventh	1%
No order given	3%

Number of respondents

Figure 11: Order in which visitors went to Carpenters' Hall--August, 1986

E. Visitor locations (continued)

N=82 respondents who visited the Todd and Bishop White Houses; percentages≠100 due to rounding.

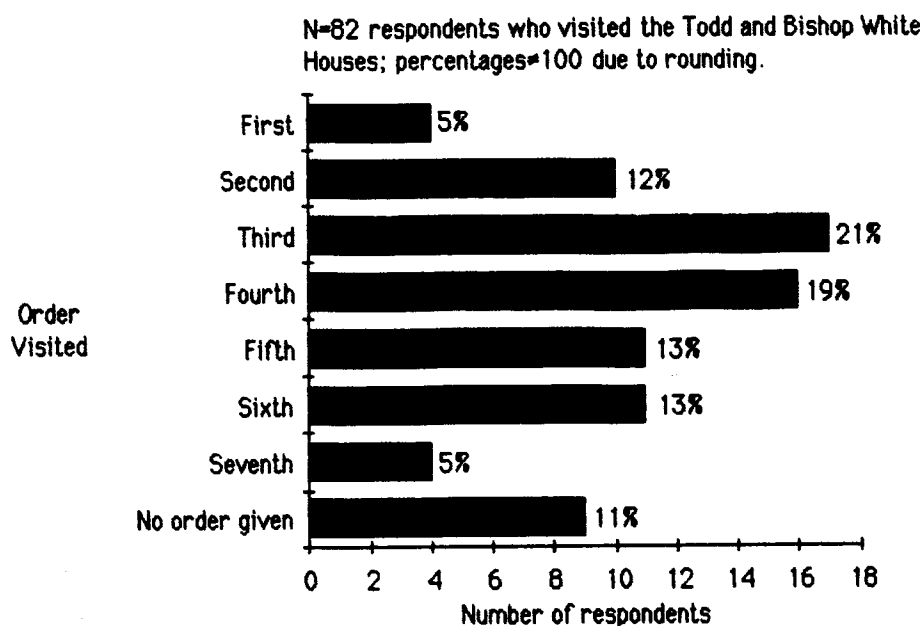**Figure 12: Order in which visitors went to the Todd and Bishop White Houses--August, 1986**

N=358 respondents who visited the Visitor Center; percentages≠100 due to rounding.

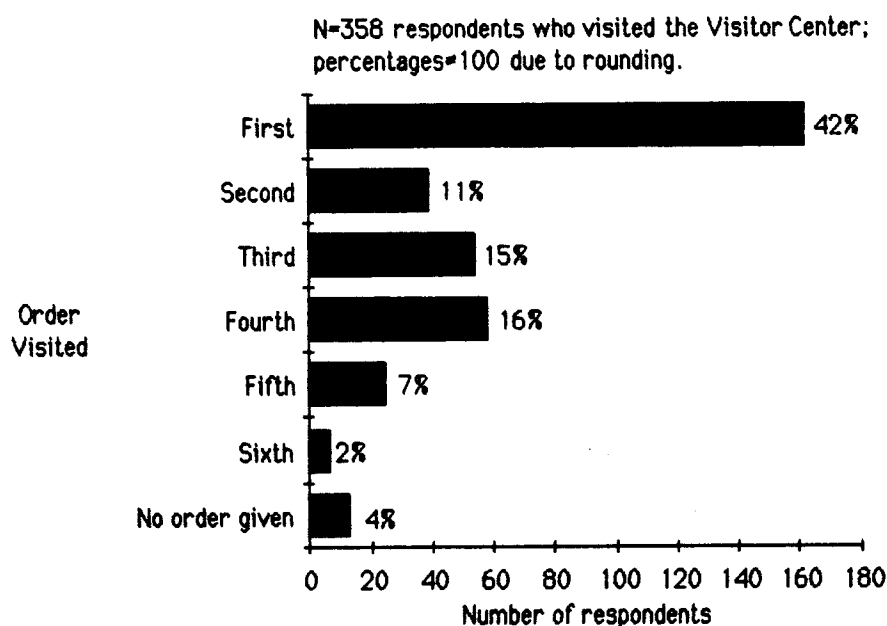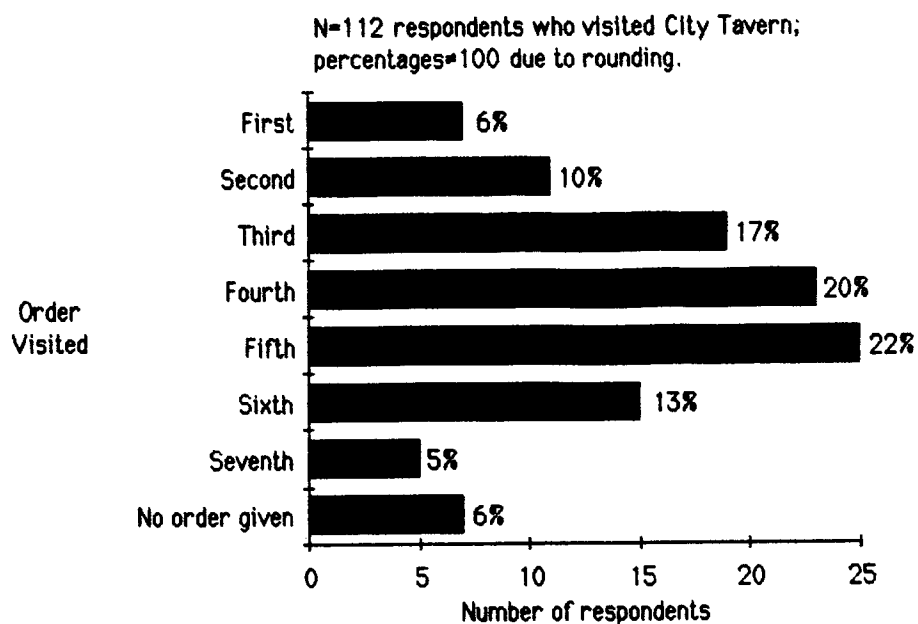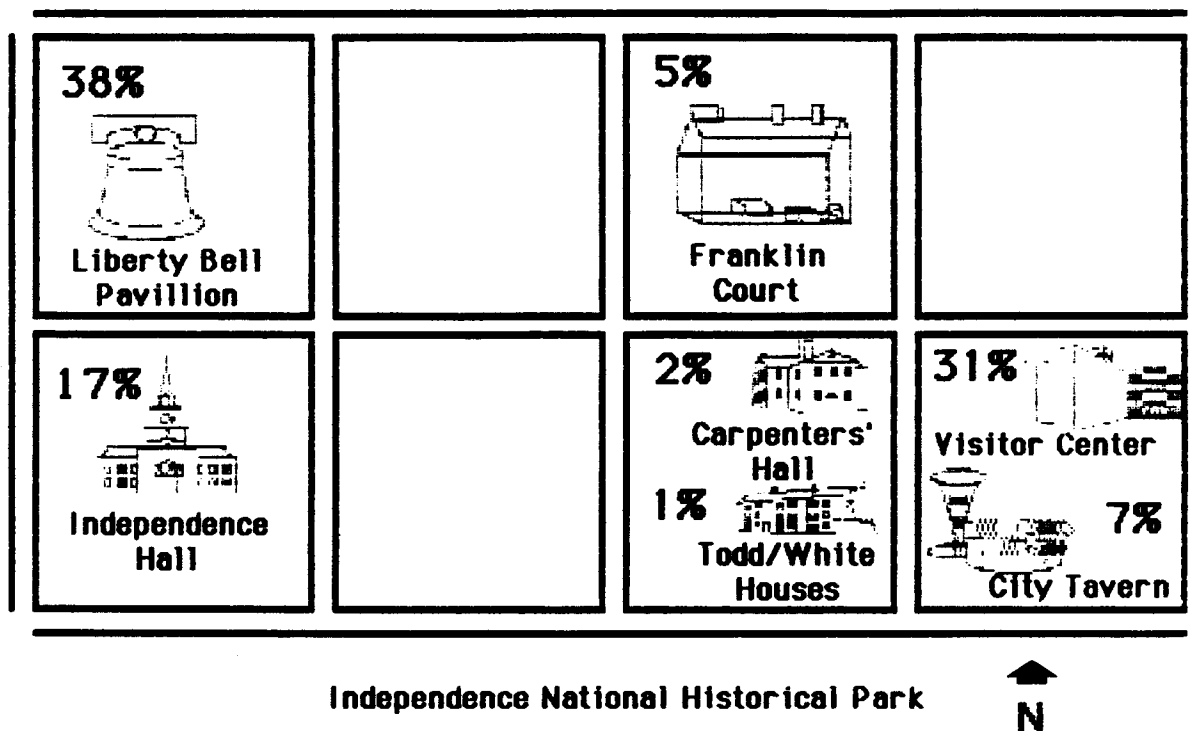**Figure 13: Order in which visitors went to the Visitor Center--August,1986**

E. Visitor locations (continued)

N=112 respondents who visited City Tavern;
percentages≠100 due to rounding.

**Figure 14: Order in which visitors went to
City Tavern--August, 1986**

E. Visitor locations (continued)

38% Liberty Bell Pavillion		5% Franklin Court	
17% Independence Hall		2% Carpenters' Hall 1% Todd/White Houses	31% Visitor Center 7% City Tavern

Independence National Historical Park

N

N-525 respondents

Map 4: Proportion of all visitors who went to each site first (August, 1986)

F. Characteristics, behavior, and locations compared

Visitor characteristics (group size, group type, age, residence, and number of previous visits to Independence) and their behavior (number of activities, source of information about the park) were compared to the sites visited to determine whether certain visitors were more likely to use the park differently than others. The Chi-square statistic was used; the statistic tests whether or not a particular characteristic, such as a group size of two, or behavior, such as a high number of activities, is associated with whether or not a visitor stopped at a particular site, such as Independence Hall. The following table illustrates the comparisons that were made, and whether or not associations were indicated by the Chi-square test[1].

Often, Chi-square will depict very small differences as statistically significant. Therefore, additional statistical measures[2] were used to assess the strength of the association between the characteristic and the site visited. An indicator of the strength of each association, such as weak, moderate, strong, and so forth is noted.

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[1] The chi-square test compares a distribution, such as different group sizes, for one portion of a sample (eg. visitors who visited Independence Hall) to the distribution of that characteristic in the entire sample. If a difference between the portion and the sample would occur 95 times out of 100, the statistic is said to be significant at the .05 level. Thus, we can be 95 percent certain that one characteristic (group size) is associated with another (visiting Independence Hall). 95 percent is a common criteria for determining whether two characteristics are associated.

[2] A measure of association represents a percentage increase in our ability to predict a visitor's characteristic (group size, group type, and so forth) when some other information is known (in this case, whether or not a particular site was visited). Associations which increased the ability to predict by up to 10 percent were very weak, those providing an 11 to 15 percent increase weak, a 16 to 20 percent increase moderate, and an over 20 percent increase strong.

F. Characteristics, behavior, and locations compared (continued)

Table 3: Comparison of visitor characteristics and behavior with site visits (August, 1986)

| Characteristic | Site visited | | | | | | |
	Liberty Bell	Independence Hall	Franklin Court	Carpenters' Hall	Todd/White Houses	Visitor Center	City Tavern
	Any association?						
Group size	Yes[1]	Yes[2]	No	No	No	Yes[3]	No
Group type	No	No	No	No	No	Yes[4]	No
Age group[a]	No	No	No	Yes[5]	No	No	No
Zip code[a,b]	Yes[6]	Yes[7]	No	No	No	No	No
Previous visits[a]	Yes[8]	Yes[9]	No	No	No	Yes[10]	No
Number of activities	Yes[11]	Yes[12]	Yes[13]	Yes[14]	No	Yes[15]	Yes[16]
Information source	Yes[17]	Yes[18]	No	Yes[19]	No	Yes[20]	No

a: comparisons of age, zip code, and number of previous visits were made using the respondents only, and do not include individual group members.
b: for comparison purposes, zip codes were classified into PA residents and non-PA residents.

An example: If you were interested in finding out whether or not a certain group type, such as tour groups, was more likely to visit the Visitor Center than others, you would locate 'Group type' in the left-hand column and move to the right under the columns for different sites. The 'Yes' under 'Visitor Center' indicates that there was an association between group type and visits to the Visitor Center. The '4' refers to note 4 on the next page, which explains the association.

F. Characteristics, behavior, and locations compared (continued)

[1]A strong association suggested that visitors who were alone or in large groups (over 10 people) were less likely to visit the Liberty Bell Pavilion than other group sizes.

[2]A very weak association suggested that large groups (over 10 people) were less likely to visit Independence Hall than other group sizes.

[3]A strong association suggested that large groups (over 10 people) were less likely to visit the Visitor Center than other group sizes.

[4]A very weak association suggested that family/friend groups and tour groups were less likely to visit the Visitor Center than other group types.

[5]A moderate association suggested that visitors older than 40 were more likely to visit Carpenters' Hall than other visitors.

[6]A very strong association suggested that visitors who were not Pennsylvania residents were more likely to visit the Liberty Bell Pavilion than those who were.

[7]A very strong association suggested that visitors who were not Pennsylvania residents were more likely to visit Independence Hall than those who were.

[8]A very strong association suggested that frequent visitors (those who had visited Independence five or more times) were less likely to visit the Liberty Bell Pavilion than those with fewer previous visits.

[9]A strong association suggested that frequent visitors (those who had visited Independence five or more times) were less likely to visit Independence Hall than those with fewer previous visits.

[10]A strong association suggested that frequent visitors (those who had visited Independence five or more times) were less likely to visit the Visitor Center than those with fewer previous visits.

[11,12,13,14,15,16]Strong associations suggested that visitors who visited these sites were more likely to engage in a high number of activities than those who did not.

[17,18,19,20]Very weak associations suggested that visitors who relied on travel guides and tour books for information about the park prior to their visit were more likely to visit these sites than other visitors.

G. Special question 1--Bookstore purchases

Question 5 asked visitors whether or not they purchased any items at the sales areas in the park buildings, and the reasons for their purchases (see questionnaire, Appendix A). Fifty-seven percent of the visitors purchased items and 42 percent did not. Figure 15 illustrates the proportion of visitors who reported each reason for their purchases. The most common reason for purchasing was to keep items as souvenirs.
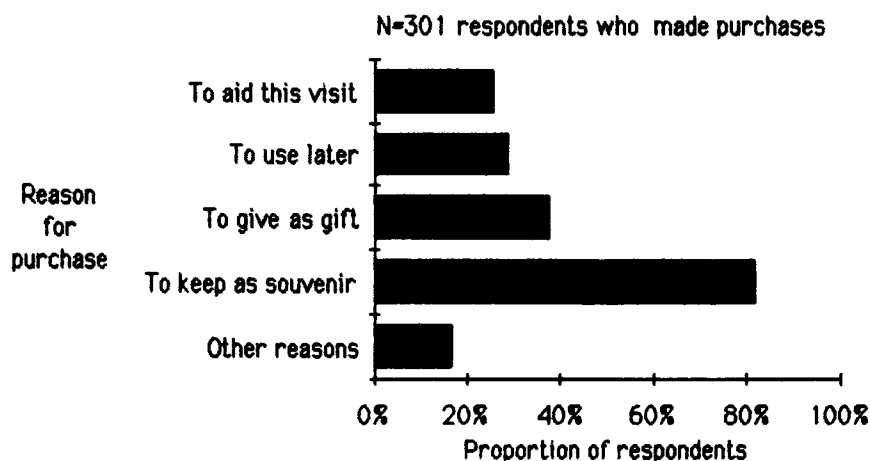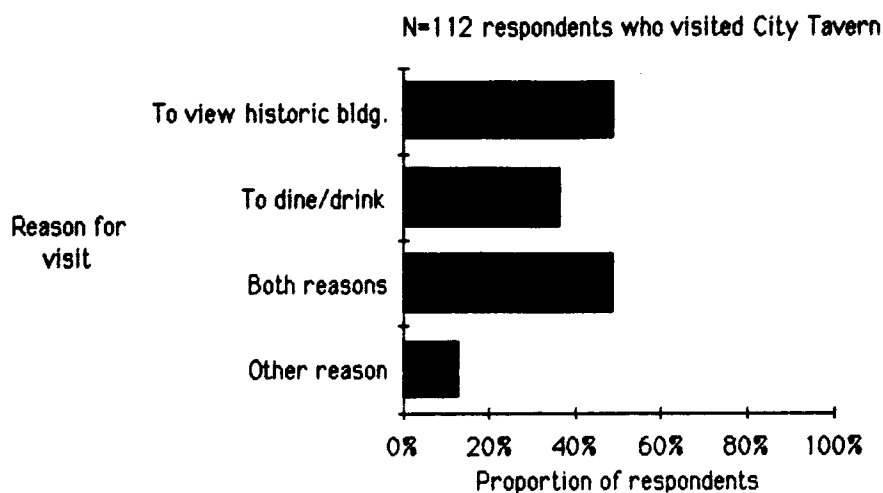
N=301 respondents who made purchases

Figure 15: Proportion of visitors reporting each reason for purchasing items--August, 1986

H. Special question 2--Visits to City Tavern

Question 6 asked visitors whether or not they visited the City Tavern, and their
reasons for visiting (see questionnaire, Appendix A). Twenty-one percent visited the
City Tavern and 78 percent did not. Figure 16 shows the proportion of visitors
reporting each reason for visiting the Tavern; viewing the historic building was the
most common reason reported.

N=112 respondents who visited City Tavern

Reason for
visit

- To view historic bldg.
- To dine/drink
- Both reasons
- Other reason

0%   20%   40%   60%   80%   100%
Proportion of respondents

**Figure 16: Proportion of visitors reporting each
reason for visiting the City Tavern
--August, 1986**

I. Special question 3--Information sources

Visitors were asked where they got information about Independence prior to their visit (see Appendix B: questionnaire, question 9). Figure 17 illustrates their responses. Travel guides and tourbooks were the most common information source, followed by friends and relatives. Twenty percent of the visitors did not get information about Independence prior to their visit.

Visitors could also list other information sources; their responses included: familiarity with the area, previous visits, Philadelphia Visitors Bureau or Chamber of Commerce, history classes or texts, the Visitor Center, motel/hotel magazine, and information from the State of Pennsylvania.
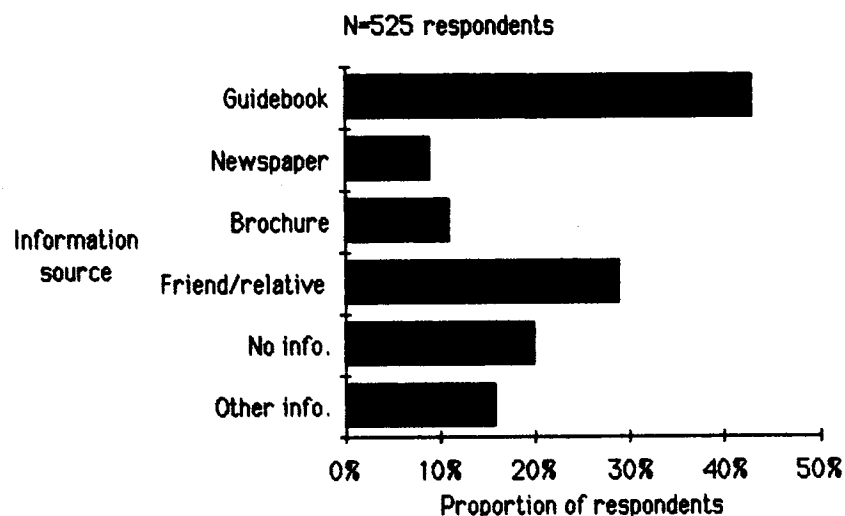
N=525 respondents

Figure 17: Proportion of visitors using each information source--August, 1986

MENU FOR FURTHER ANALYSIS

Table 4: Menu for additional two-way comparisons

Item:	Group size	Group type	Age	State res.	Count res.
1. Group size					
2. Group type	1				
3. Age	2	14			
4. State residence	3	15	26		
5. County residence	4	16	27	@	
6. Previous visits	5	17	28	37	4(
7. Entry time	6	18	29	38	4:
8. Entry day	7	19	30	39	4{
9. Length of stay	8	20	31	40	4{
10. Activity	9	21	32	41	5(
11. Site visited	10*	22*	33*	42*	5:
12. Purchase items?	11	23	34	43	5:
13. Visit Tavern?	12	24	35	44	5:
14. Information used	13	25	36	45	54

*Provided in this report
@Not available

nty.	Previous visits	Entry time	Entry day	Length of stay	Activity	Site visited	Purchase items?	Visit Tavern?	Info. used
46									
47	55								
48	56	63							
49	57	64	70						
50	58	65	71	76					
51	59*	66	72	77	81*				
52	60	67	73	78	82	85			
53	61	68	74	79	83	86	88		
54	62	69	75	80	84	87*	89	90	

**Please complete
this information**

**Circle the
numbers from Table 4**

**Please list
characteristics
as they are named in
Table 4**

Visitor Services Project
Analysis Order Form--Report 8 (Independence)

Date of request: ___/___/___
Person requesting analysis: _____
Phone number (commercial): _____

1. Additional two-way comparisons (please circle
appropriate number from Table 4)

1 2 3 · 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40
41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60
61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80
81 82 83 84 85 86 87 88 89 90

2. Additional three-way comparisons (please describe,
listing the three items of interest)

_____
_____
_____
_____

3. Special Instructions

*(It may be helpful to know what format
you need, what you need the infor-
mation for, etc.)*

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

Visitor Services Project
Analysis Order Form--Report 8 (Independence)

Date of request: _____/_____/_____

Person requesting analysis: _____

Phone number (commercial): _____

1. Additional two-way comparisons (please circle appropriate number from Table 4)

```
 1   2   3   4   5   6   7   8   9  10  11  12  13  14  15  16  17  18  19  20
21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  36  37  38  39  40
41  42  43  44  45  46  47  48  49  50  51  52  53  54  55  56  57  58  59  60
61  62  63  64  65  66  67  68  69  70  71  72  73  74  75  76  77  78  79  80
                81  82  83  84  85  86  87  88  89  90
```

2. Additional three-way comparisons (please describe, listing the three items of interest)

_____

_____

_____

3. Special Instructions

_____

_____

_____

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

APPENDICES

Appendix A: Questionnaire