



Philadelphia as a Civil War Era History Destination
Assessing Interest and Preferences Among Potential Visitors

Report of Results of Phase 3 of Market Research

Prepared for:

The Civil War History Consortium

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APPENDIX

I. RESEARCH BACKGROUND AND APPROACH

A. Objectives

The Civil War History Consortium (CWHC) – a group of 22 institutions dedicated to exploring the development of the Philadelphia region as a Civil War history destination – has been convened to assess the viability of this opportunity and to prepare a strategic plan for going forward if so determined.

In order to assist CWHC in this effort, The Melior Group, a marketing research and consulting firm in Philadelphia, conducted research with partners and potential partners, regional community stakeholders, and key audiences. This market research had three phases:

- Phase 1: 26 in-depth interviews with partners and potential partners of CWHC;
- Phase 2: three focus groups with consumers and six in-depth interviews with regional stakeholders and experts (recommended by interviewees in Phase 1);
- Phase 3: a consumer survey of prospective visitors.

The primary goal of this research is to determine how the Philadelphia region can best position itself to the target visitor audience as an essential Civil War history experience. In order to accomplish this, it is important to...

- Identify the key themes and areas of value to potential visitors which will be essential to develop and interpret the regional Civil War history experience;
- Determine how best to position and market the region's Civil War assets to target audiences; and
- Identify optimal marketing approaches for the venture and the overall potential for success.

The first phase of the research – interviews with partners and potential partners – was summarized in a report to CWHC in December 2005. The results of the second phase – focus groups with consumers and supporting material from interviews with regional stakeholders and experts – were reported in March 2006. These two phases of qualitative research, together with review and input by CWHC, provided critical insights into the potential target audience’s characteristics, needs and preferences, and guided the development of possible positioning concepts and themes.

This third phase of the research is quantitative and was designed to measure the target population’s attitudes about history destination visiting and the interest in visiting Civil War-related sites and museums generally and those specifically in the Philadelphia region. It concludes with an evaluation of the key Civil War themes which emerged as preferred in the prior phases of research.

B. Research Approach

In order to determine the appeal of the Philadelphia region as an overall Civil War history destination and to identify the interpretive themes that would be preferred by likely history visitors, The Melior Group conducted a quantitative survey of consumers self-identified as interested in visiting historical sites and museums. The survey instrument was developed by Melior and reviewed and approved by CWHC. It was delivered, on-line, to a panel of consumers from May 8 to May 11, 2006. A total of 515 surveys were completed. Survey participants were screened for a strong interest in visiting historical sites and/or museums and are residents of specified regions in Pennsylvania, New Jersey, New York, Delaware, and Maryland, representing locations within approximately a 2-hour drive from Philadelphia.

The data analysis in this report is response-based (with non-respondents removed from the calculations for particular questions), and those who answered “don’t know” also removed from the data reporting, unless noted otherwise. Because of rounding or the allowance of multiple responses, some columns in tables may not add to 100%.

The data is presented by demographics, by historic sites and museum visiting interest, and by travel and visiting behaviors as appropriate in understanding the target audience, its preferences and perceptions. Demographics and attributes such as race, income, children in household, and interest in Civil War history are important in understanding segments of this audience and are presented as key analytics in this report. Where other characteristics clarify a relevant finding, they are presented.

With a sample size of 515, differences of plus or minus 4% are statistically significant at a 95% confidence level. Any difference within that margin, while directionally useful, does not represent a statistical difference.

II. KEY FINDINGS AND IMPLICATIONS

The potential audience for Philadelphia as a Civil War era history destination is well-educated, interested in the Civil War, and has visited widely among historic sites and destinations relevant to this inquiry. These are key characteristics that are important in considering how to design a program that appeals to them.

- As it is critically important to understand the attitudes, preferences and behaviors of individuals who represent a likely audience for the Philadelphia as a Civil War history destination, this survey was directed to consumers with an interest in visiting historical sites and/or museums. All respondents to this survey were screened for this interest; only those who said that they are “very” or “somewhat” interested in making such visits were permitted to respond. Because of their interest, these respondents are also referred to as “history visitors.”
- Because it is expected that many of the potential visitors to the Philadelphia region live within a day’s drive from here, this survey was also limited to those “history visitors” residing in the five-state area surrounding Philadelphia – New York, New Jersey, Pennsylvania, Delaware, and Maryland.
- Respondents – the “history visitors” – tend to be older; two-thirds (63%) are 45 years and older. Although they represent a range of incomes, more are upper income – consistent with a somewhat older age range. Over half (54%) have household incomes of \$55,000 and above. They are also well-educated; six in ten (56%) have a college or higher level degree. Again consistent with their older age range, most do not have children living at home.
- Most respondents (84%) say that they take at least one trip per year to visit a historic destination, site or museum. Those who travel make an average of 2.3 trips per year.
- Overall these history visitors have a reasonably strong interest in Civil War era history. Two-thirds (68%) say that they are interested; with about two in ten (18%) saying they are very interested. Those respondents who are very interested in Civil War era history represent the audience segment of most potential interest to CWHC efforts.

- Those respondents who are the most frequent travelers (take three or more trips per year to visit historic destinations, sites or museums) have a very high level of interest in Civil War history. Three-quarters (76%) of these most frequent travelers say that they are interested in Civil War era history, with one-quarter (26%) saying that they are very interested. These most frequent travelers with a high level of Civil War history interest represent a sub-segment of the likely audience with great potential.
- Respondents regardless of interest in the Civil War, are already acquainted with the Philadelphia region’s historical assets. About half (53%) of all respondents to the survey had visited a site or museum here in the past five years. The iconic sites – the Liberty Bell, Independence Hall, Valley Forge, and the Betsy Ross House – are important destinations for this audience.
- Those respondents with a strong Civil War era history interest¹ have seen these popular Philadelphia sites but also take a great interest in the less-visited (but important) stops on this country’s path to independence such as the Declaration House (Graff House), Brandywine Battlefield, Congress Hall, Christ Church and Burial Ground, and Carpenter’s Hall. They also are more likely to have visited the National Constitution Center. This has positive implications for the positioning of Philadelphia’s Civil War era history as a continuation of the struggle for freedom begun here.
- Respondents to the survey have also visited a number of Civil War era-related sites. Half (51%) of respondents have been to at least one such site in the past five years. Gettysburg is by far the most visited Civil War-related site; two-thirds (64%) of Civil War site visitors have been there.
- Respondents with a strong Civil War era interest are also deeply interested in the historical aspect of the destination they are visiting. More than any other aspect (such as excellent, well-presented exhibits or good tour guides), these consumers want the historical aspect to be the central focus of their visit.

¹ Respondents who say they are “very” interested in Civil War era history.

The “history visitors” comprise an audience willing to travel and to experience Philadelphia’s Civil War story.

Respondents to this survey are open to travel to learn more about the Civil War. They are interested in experiencing a Civil War-related site that is not a battlefield and these alternative types of stories are appealing to them. They are open to the idea of Philadelphia as a destination to experience the region’s Civil War history and the majority say they are likely to visit here to do so.

- Learning something new about the Civil War is attractive to respondents. Two-thirds (65%) say that they would be likely to travel to a site that presented something new to them about the era that was within a day’s drive of their home. This indicates that the potential audience for the Philadelphia region Civil War story is a large one in the five-state area.
- Learning more about the lives of people in the Civil War era – as an alternative to the more common battlefield site visits – is appealing to this audience. A majority (67%) say that they would be interested in a site or presentation that focused on this alternative. Those with strong interest in Civil War era history² are almost universally interested (91% of those who are “very” interested in Civil War).
- This interest in the alternative Civil War story has rich implications for the efforts of CWHC. After reviewing the major Philadelphia Civil War stories, six in ten (61%) respondents to the survey said that they would be likely to visit Philadelphia to experience the region’s Civil War era story.

² Respondents who say they are “very” interested in Civil War era history.

Philadelphia’s Civil War history can be told from several perspectives that have strong appeal to this audience. The overarching theme of the struggle for freedom has broadest appeal.

Respondents assessed three potential overarching themes. Two had been developed through prior phases of the research and the third was a theme that combined the first two. Research in Phase 2 had indicated that there was a need to find a “common ground” theme that united the two different perspectives represented by the initial two themes. These themes are:

1. *The theme of the Civil War as the continued working out of the quest for freedom for all which was begun in Philadelphia by the signing of the Constitution and continued as the region’s populace fought to end slavery and support the Union.*
2. *The story of African-Americans in the Civil War era -- their leadership in the abolition of slavery movement, their participation in efforts to shelter slaves and help them gain their freedom (Underground Railroad), and contribution to the actual military effort by enlisting as Union soldiers (the U.S. Colored Troops).*
3. *The theme of the Civil War era as the continued working out of the quest for freedom for all which was begun in Philadelphia by the signing of the Constitution and carried on by many and by African Americans who were leaders of the abolition movement, sheltered slaves and helped them gain their freedom, and fought as soldiers in the Union Army. [“combined” theme]*

- No one theme is strongly dominant in respondent preference. About half (46%) of respondents prefer the “quest for freedom” theme and four in ten (37%) chose the combined theme. The “African American” theme was selected by 17%.
- There was a pronounced difference along racial lines in terms of preference for the “quest for freedom” and “African American” themes, with non-African Americans strongly preferring the first and African Americans strongly preferring the latter theme. However, a substantial minority of both preferred the “combined” theme. This may mean that the combined theme will have the broadest appeal to the target audience.

When respondents reviewed different aspects of the Philadelphia Civil War story, they were most interested in the narrative that touches on the anti-slavery movement. But other stories also have strong appeal and respondents found differing degrees of resonance in each of the aspects presented. This implies that each of these stories is an important thread in the overall presentation of Philadelphia in the era.

- Respondents assessed their interest in, the emotional connection to, and their likelihood to visit Philadelphia to experience the following:
 - *Philadelphia as the cradle of anti-slavery sentiment, the abolition movement, and the principal hub of the Underground Railroad.*
 - *Philadelphia as the provider of homefront support for the troops through the leadership efforts of women in particular in large-scale volunteer and fundraising activities.*
 - *Philadelphia as the caretaker for more sick and wounded through its medical institutions than was achieved in any other location.*
 - *Philadelphia as the nation's industrial and transportation center and a major port.*
 - *Philadelphia as the home of the largest, best educated, best organized, and most articulate free African-American population in North America.*
- The “anti-slavery” story was preferred overall, but the other stories were closely ranked in terms of interest, emotional connection and likelihood to visit to experience each. The relative appeal and value of each of these narratives implies that they will be important supports to the overarching theme and positioning of Philadelphia’s Civil War history.

Gettysburg can be a “gateway” to the Philadelphia Civil War story.

Gettysburg is the key Civil War destination in the region. It is by far the most visited Civil War site by the respondents to this survey. Visitors relish their experience on the actual battlefields and feel a strong emotional connection to the place. Many intend to make a return visit. Those who do are prime targets for the Philadelphia Civil War marketing effort.

- Two-thirds of respondents who had visited any Civil War site in the past five years had visited Gettysburg. And, of those, six of ten (56%) intend to return there in the near future.
- Gettysburg visitors expressed satisfaction with the direct experiences of the visit – the battlefields, the emotions stirred by this experience, and exploring this historic site from every perspective.
- About four in ten (43%) Gettysburg visitors had made visits to at least one of the surrounding communities (Harrisburg, Carlisle, Mechanicsburg, and others) as part of their Gettysburg itinerary.
- Of those Gettysburg visitors who intend to return in the near future, almost half (45%) said they would be likely to include a trip to Philadelphia’s Civil War history sites. This has very positive implications to efforts to market Philadelphia as a Civil War destination. This is an audience that will travel to learn and experience more about this significant period of this country’s history.

This audience gathers information both to plan and to enrich their historical visits.

Respondents to this survey – all of whom are interested in visiting historical sites and museums – actively plan such visits using the Internet and other sources for logistical information and enrichment. There is an implication that a strong communications program, delivered on-line, will bolster the appeal of the Philadelphia Civil War program, as well as help visitors take full advantage of their experiences here.

- As a group, respondents are heavy Internet users. Three-quarters (77%) use the Internet to plan visits. They make most use of Google but are also well-versed in using the websites of state and city tourism departments, as well as sites specific to the destinations they have selected.
- Printed materials – brochures, maps, etc. – are also important (used by 65% of respondents) and about one-third (37%) of respondents turn to recommendations from friends, family and colleagues.
- These “history visitors” seek out logistical information – such as site open times, admissions prices, and maps – but they also want background materials for pre-reading in advance of a planned visit. Obtaining these background materials is more important to respondents with a strong Civil War interest.³

³ Respondents who say they are “very” interested in Civil War era history.

III. RECOMMENDATIONS

A significant opportunity exists for marketing the Philadelphia region as a major Civil War history destination. The audiences for this venture – consumers in the five-state area with interests in visiting historic sites and museums and in Civil War era history – finds the concept to be an appealing one and is willing to travel to the Philadelphia region to explore Civil War history here. In order to enhance both the “package” of offerings and the outreach to potential visitors, CWHC and its partners should consider the following recommendations:

Assembling the package:

- **Choose an overarching theme with broad appeal.** This audience is most responsive to the concept of Philadelphia Civil War history as a continuation of the struggle for freedom begun here in the eighteenth century. This is the concept that speaks to their preference for broad thematic content that is all-encompassing and resonant. The wealth of historical material available in Philadelphia – both 18th and 19th century-based – that illustrates this theme will provide a satisfying experience for this audience.
- **Support the overarching theme with compelling stories.** The key stories about the region’s involvement in the Civil War era engage this audience. These stories – especially the anti-slavery movement narrative, the participation of African Americans and the involvement of women on the homefront – will be very important in supporting the overall theme. In addition, they will help to satisfy the needs of some audience segments – such as African Americans and women – for narratives to which they can strongly relate.
- **Emphasize the historical features of the sites.** This audience is most interested in the historical learnings they obtain from a visit to a historic destination. This dimension is most valued by them – more so than the entertainment value of the exhibit or presentations or other ancillary elements. It is critically important to make this the central dimension of each site, communication and presentation. This audience’s commitment to learning must be respected and addressed.
- **Develop Gettysburg as a gateway to Philadelphia.** Visitors to Gettysburg are adding other communities of Civil War interest to their itineraries. They have a high level of interest in Philadelphia as a Civil War destination. They are willing to travel to find out something new about the Civil War era. In partnership with the Pennsylvania Tourism Bureau and the Gettysburg Battlefield National Military Park, CWHC can market the Philadelphia region as an additional destination with

package tours and pricing. In addition, to appeal to this audience, CWHC should develop communications and materials that create a continuous narrative or theme for the history visitor between Gettysburg and Philadelphia. One of these narrative ideas might be the two speeches by Lincoln – at Independence Hall and at Gettysburg.

Outreach and communications:

- **Communicate via the Internet.** This audience overwhelmingly uses the Internet to obtain information and plan visits to historic destinations. Creating a high-quality, multi-purpose website to promote the Philadelphia venture and to provide educational opportunities for the history visitor is of paramount importance. This will be the key pathway by which the majority of this audience connects with the Philadelphia region Civil War offerings. In addition to its availability on the Internet, this website, or appropriate portions of it, could be accessible via kiosk terminals in the key historic sites and in other tourist locations (Independence Visitor Center, the airport, 30th Street Station).
- **Deepen the learning opportunities through pre-visit reading materials and other enrichments.** This audience has a high level of interest in learning about historic destinations before their visits and they prefer to have access to materials that help them do so. The focus on the stories of the Philadelphia region’s involvement during this era lends itself to very rich opportunities for this offering. These pre-reading materials should be available both as on-line versions and hardcopy. Discussion during Phase 2 of this research suggests that presenting the stories of the “ordinary” people of the time, perhaps as part of a “citizens album” of the region, would be powerful.

Additional strategies will be developed as CWHC partners evaluate the available materials for this venture.

Detailed findings which support these recommendations follow.

IV. DETAILED FINDINGS

A. Survey Population

Gender. Seven of ten (71%) of the survey respondents are women.

Age. Because the survey was designed to focus on consumers with an interest in history visiting and travel, respondents to the survey tend to be older. They tend to have the time, maturity and disposable income available to develop and satisfy special interests such as history visiting. Two-thirds (64%) of survey respondents are 45 years and older.

Income. Respondents reflect a mix of incomes, with a slight preponderance to higher income levels. The average income is \$62,200. Only one-quarter (25%) reported household incomes in 2005 of less than \$35,000. Two in ten (21%) reported household incomes of \$35,000 to under \$55,000, and more than half (54%) said that their household income was \$55,000 or more. One-third (33%) said their household income was \$75,000+.

Education. Consistent with relatively high levels of income, these respondents are also well-educated. About six in ten (56%) have a college degree or higher.

Ethnicity. Respondents represent all major ethnic segments. The majority (85%) are White, 10% Black/African-American, and those remaining identified themselves as Hispanic, Asian, or other.

Children at home. Again consistent with an older age range, most of the survey respondents do not have children at home. About one-quarter (27%) do.

Survey Population (%)

	Total
Gender:	
Female	71
Male	29
Age:	
18 to 24	9
25 to 34	11
35 to 44	16
45 to 54	22
55 to 64	21
65 or older	21
Income:	
<i>Under \$55K (net)</i>	46
Under \$25, 000	12
\$25,000 to just under \$35,000	13
\$35,000 to just under \$45,000	10
\$45,000 to just under \$55,000	11
<i>\$55K and over (net)</i>	54
\$55,000 to just under \$65,000	13
\$65,000 to just under \$75,000	8
\$75,000 or more	33
<i>Average income</i>	\$62,200

Survey Population (%) (cont.)

	Total
Education	
Some high school	1
High school graduate	13
Some college/tech. school	30
College graduate	28
Post-graduate	28
Ethnicity:	
White/Caucasian	85
Black/African American	10
Hispanic	2
Asian	1
Other mentions	2
Children at Home:	
None	73
Any (net)	27

Geographical location. By design, survey respondents are residents of the five-state area surrounding Philadelphia. One-quarter (27%) are from Philadelphia/South New Jersey, one-third (35%) from New York/North New Jersey, two in ten (22%) from Delaware and Maryland, and 16% from other Pennsylvania markets.

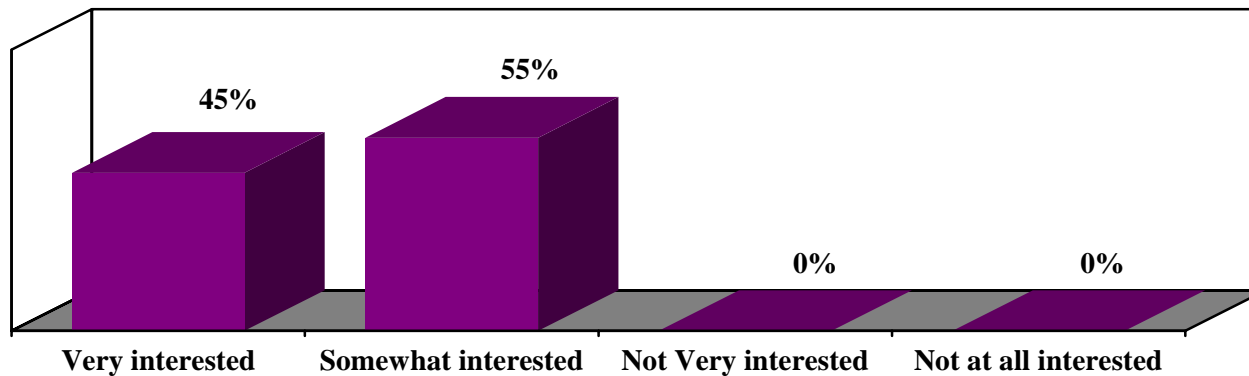
Location (%)

	Total
New York/North New Jersey (Net)	35
New York, NY PMSA	29
Newark, NJ PMSA	5
Trenton, NJ PMSA	1
Philadelphia/South New Jersey (Net)	27
Philadelphia, PA-NJ PMSA	25
Atlantic-Cape May, NJ PMSA	1
Vineland-Millville-Bridgeton, NJ PMSA	1
Other PA Cities (Net)	16
Harrisburg-Lebanon-Carlisle, PA MSA	5
Scranton-Wilkes Barre-Hazleton, PA MSA	4
Allentown-Bethlehem-Easton, PA MSA	3
Lancaster, PA MSA	2
Reading, PA MSA	2
Delaware/Maryland (Net)	22
Baltimore, MD PMSA	16
Wilmington-Newark, DE PMSA	5
Dover, DE MSA	1

Interest in visiting historical sites and museums. Because survey respondents were screened, by design, for an interest in visiting historical sites and museums, the level of interest among the respondents in doing so is high. All are at least “somewhat” interested in making such visits, with 45% saying that they are “very” interested in visiting historical sites and museums.

- Respondents who are frequent visitors (take three or more trips per year to historic sites and destinations) and those with a strong interest in the Civil War are most interested in these types of visits. Seven in ten (71%) frequent visitors and eight of ten (82%) respondents with a strong Civil War interest say that they are “very” interested in doing so.

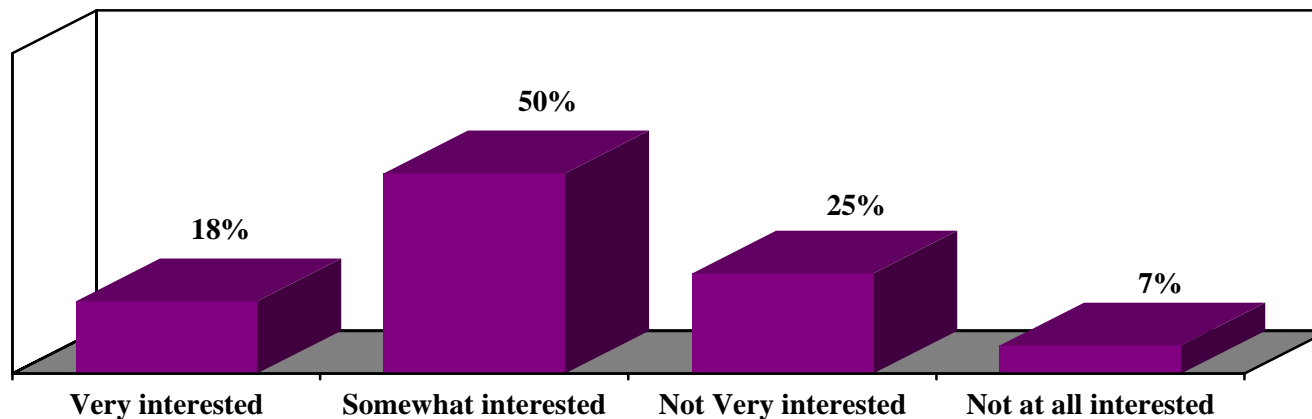
Level of Interest in Visiting Historical Sites/Museums



Interest in Civil War history. Respondents also have a high level of interest in the Civil War era. Two-thirds (68%) of the survey respondents say that they are “very” or “somewhat” interested in the history of this period.

- Men are more interested in Civil War history than are women: 80% of men say that they are interested compared to 63% of women.
- Older respondents are also more interested. Seven in ten (71%) respondents age 45 to 64 and 79% of those 65 and over say that they are interested (compared to 62% of the 25 to 44 year olds and 48% of those 18 to 24).

Level of Interest in Civil War Era History



B. Experiences of the “History Visitor”

Respondents do a fair amount of traveling to visit historic destinations.

- Most respondents are actively taking trips to visit historic destinations. Eight in ten (84%) say that they take at least one such trip per year. Among those who say that they travel for these purposes, an average of 2.3 trips per year are taken.
- “Frequent travelers” (those respondents who take three or more trips per year) tend to be more interested in Civil War history, more affluent, and non-African American.

Number of Trips Per Year to Visit Historic Destinations, Sites and Museums (%)
(Both in the United States and Abroad)

	Total	Civil War Interest			Ethnicity		Income		Location			
		Very ⁴	Some what ⁵	Not ⁶	White/ other	African American	<\$55K	\$55K+	Phila/ South NJ	DE/MD	NY/NJ	Other PA
No trips	16	4	14	26	14	33	22	12	15	11	21	15
Any trips	84	96	86	74	86	67	78	88	85	89	79	85
1 to 2 trips	57	57	58	54	58	51	58	56	61	55	54	58
3 to 5 trips	21	28	23	15	22	10	17	22	18	28	16	27
6-9 trips	4	8	3	3	4	--	2	5	4	4	5	--
10 or more trips	2	3	2	2	2	6	1	5	2	2	4	--
<i>Mean number of trips per year</i>	<i>2.3</i>	<i>3.0</i>	<i>2.3</i>	<i>2.0</i>	<i>2.3</i>	<i>2.0</i>	<i>1.9</i>	<i>2.8</i>	<i>2.2</i>	<i>2.6</i>	<i>2.5</i>	<i>2.0</i>

⁴ Respondents who say they are “very” interested in Civil War era history.

⁵ Respondents who say they are “somewhat” interested in Civil War era history.

⁶ Respondents who say they are “not very” or “not at all” interested in Civil War era history.

Making visits to sites and destinations in the Philadelphia area.

Survey respondents are fairly well-acquainted with Philadelphia’s historical assets and they have explored a wide range of destinations here. Roughly half (53%) have visited historical sites and/or museums in the Philadelphia area in the past five years.

- Those respondents with interest in the Civil War, higher household incomes, and children living at home were more likely to have visited historic sites in the Philadelphia area than were other respondent types.
- Presumably because they are close by, respondents living in the Philadelphia/South New Jersey area and in other Pennsylvania locations were also more likely to have visited Philadelphia sites.

Visited Historical Sites and/or Museums in the Philadelphia Region (%)

	Total	Civil War Era History Interest Level			Ethnicity		Income		Location				Children at Home	
		Very Int.	Some-what Int.	Not Int.	White/ other	African American	<\$55K	\$55K+	Phila/ South NJ	DE/MD	NY/NJ	Other PA	Yes	No
Yes	53	60	55	45	54	45	47	60	82	43	37	52	60	50
No	47	40	45	55	46	55	53	40	18	57	63	48	40	50

Top sites in the Philadelphia region.

The “iconic” historical sites and tours are the most frequent destinations of the history visitor to Philadelphia. The Liberty Bell and Independence Hall have been visited by over half of all respondents who have visited Philadelphia historic sites, and over one-quarter have been to Valley Forge, the Betsy Ross House, City Hall, or have taken a walking, neighborhood and/or sightseeing tour here.

- Respondents with strong Civil War history interest are more likely than those with less interest to have visited the Liberty Bell, Valley Forge, the Betsy Ross House, the National Constitution Center, the Declaration (Graff) House, United States Mint, Brandywine Battlefield, Congress Hall, Christ Church and Burial Ground, and Franklin Court. This audience’s strong interest in both the iconic sites and the touchstones of the country’s struggle for independence implies that there is real appeal in sites that exemplify the themes of freedom.

The following table shows visits by respondent type. Bold figures indicate significant differences by respondent type.

Historical Sites/Museums in Philadelphia Visited in Past 5 Years (%)

Multiple responses accepted; responses by 10% or more.

	Total	Civil War Era History Interest Level			Ethnicity		Income		Location				Children at Home	
		Very Int.	Some-what Int.	Not Int.	White/other	Afr. Amer.	<\$55K	\$55K+	Phila/ NJ	DE/MD	NY/NJ	Other PA	Yes	No
Liberty Bell	60	67	64	46	59	65	62	59	57	63	58	66	70	55
Independence Hall	54	58	55	50	55	52	52	53	60	58	42	54	53	55
Valley Forge National Historical Park	34	58	31	22	36	17	37	36	38	40	20	41	27	38
Walking, Neighborhood, and/or Sightseeing Tours	32	35	32	31	32	30	24	35	32	31	35	29	34	32
The Betsy Ross House	31	49	29	24	33	13	33	31	30	35	26	39	37	29
City Hall	27	25	25	32	23	65	29	24	39	21	11	24	31	25
The National Constitution Center	22	31	23	14	23	13	22	22	30	19	14	17	27	20
Declaration House (Graff House)	17	25	17	11	18	13	16	16	19	21	9	22	21	16
Elfreth's Alley	17	24	17	11	18	9	17	15	25	17	9	7	13	19
United States Mint	16	27	17	7	17	13	11	18	12	23	15	22	13	18
Washington Crossing Historic Park	15	16	18	8	16	4	11	16	17	10	18	12	13	16
Brandywine Battlefield Park	15	27	17	1	16	9	14	17	13	33	1	19	10	17
Congress Hall	15	24	14	10	16	4	14	12	18	15	8	17	12	16
Christ Church and Burial Ground	14	24	13	10	15	4	15	12	19	17	5	12	10	16
Carpenter's Hall	11	22	11	4	12	4	9	10	17	8	6	7	12	11
Franklin Court	11	15	15	1	12	4	8	13	13	10	14	5	6	14
Independence Seaport Museum	11	11	13	7	11	--	7	12	9	8	15	12	17	8

Philadelphia region sites that history visitors like best. Respondents are most appreciative of the iconic destinations and sites or activities (tours) with a strong historical component.

- Survey respondents who have visited Philadelphia region sites say that their favorite sites are:

Independence Hall	18%
Liberty Bell	14%
Valley Forge	13%
Walking/neighborhood/sightseeing tours	11%
National Constitution Center	6%
African American Museum	3%
Betsy Ross House	3%
Eastern State Penitentiary	3%
Washington Crossing Park	3%
(responses by 3% or more)	

- Respondents with a strong interest in Civil War history⁷ are more likely than were other respondents who have visited Philadelphia region sites to say that they liked Independence Hall (24%) and Valley Forge (24%) best.

⁷ Respondents who say they are “very” interested in Civil War era history.

Reasons for preference. Visitors to historical sites respond to the *quality of the presentation* at the site and *the historical aspects represented there*. These attributes are valuable to them and they are most sensitive to these aspects of a given historical site or museum.

- Asked what they liked best about their favorite Philadelphia region historical site, respondents who had made Philadelphia visits mentioned:

<i>The exhibits/displays/presentation were great</i>	30% (of those who have visited Philadelphia sites)
<i>Historical aspect/history of the place</i>	25%
<i>Buildings/architecture</i>	9%
<i>Feeling connected to the past/can relate to my history</i>	9%
<i>Beautiful landscapes</i>	7%
<i>Very informative/lots of information</i>	7%
<i>Accessibility to other sites/walkability/convenient location</i>	5%
<i>Quietness/peaceful</i>	3%

(responses by 3% or more)

- Respondents with a strong interest in Civil War history⁸ are more interested in the *historical aspect/history of the place* than are other respondent types. Three in ten (29%) say that they liked this aspect best.

⁸ Respondents who say they are “very” interested in Civil War era history.

Future visits. There is a great deal of interest in future visits to historical sites in the Philadelphia region. Two-thirds (65%) of survey respondents say that there is a site here that they want to visit but have not yet done so. Top sites on their list for future visits are:

Liberty Bell	38%
Independence Hall	19%
Constitution Center	12%
Valley Forge	10%
Betsy Ross House	7%
<i>(Responses by 5% or more)</i>	

And they want to visit these sites because of...

<i>Interest in local history/interested in history</i>	35%
<i>Never seen it/want to go</i>	17%
<i>Haven't been since childhood/for a long time</i>	12%
<i>Read/heard a lot about it</i>	8%
<i>Want to know more about it</i>	5%
<i>(Responses by 5% or more)</i>	

- Respondents with an interest in Civil War era history are more likely to cite their *interest in history* as a reason for intent to visit a site in Philadelphia. Four in ten (42%) who are “very” interested in Civil War history and 38% of those “somewhat” interested cite this reason, compared to 25% of those “not very” or “not at all” interested.

E. Visits to Civil War-Related Sites

These “history visitors” are also familiar with Civil War destinations. Half (51%) have visited at least one Civil War era-related site (such as Gettysburg or the National Civil War Museum) in the past five years.

Profile of the Civil War site visitor.

- Not surprisingly, those with a strong interest in the War⁹ are most likely to have made such visits; 81% have done so.
- Also more likely to have made Civil War-related visits are:
 - White respondents (52% of White compared to 37% of African American respondents)
 - Upper-income respondents (55% of those with household incomes of \$55,000+ compared to 45% of those with lower incomes)
 - Men (61% of men vs. 47% of women)
 - Older respondents (at least 54% of those 45+ years old compared to 44% of those age 25-33 and only 25% of those under 25 years of age).
- Residents of Delaware and Maryland and of non-Philadelphia locations in Pennsylvania are also more likely to have visited a Civil War site. Two-thirds of these respondents (67% of each) have made such visits. Their high level of visits to Gettysburg – which presumably results from their proximity – likely accounts for this. Half (53%) of those from non-Philadelphia locations in Pennsylvania and 41% of Delaware/Maryland respondents have visited Gettysburg in the past five years.

⁹ Respondents who say they are “very” interested in Civil War era history.

Profile of Respondents Who Have Visited Civil War Era-Related Sites in Past 5 Years (%)

	Yes, Visited
Total	51
<i>Civil War Interest:</i>	
Very	81
Somewhat	54
Not	30
<i>Ethnicity:</i>	
White/other	52
African American	37
<i>Income:</i>	
<\$55K	45
\$55K+	55
<i>Age</i>	
18-24 years old	25
25-33 years old	44
45-64 years old	60
65+	54
<i>Gender</i>	
Male	61
Female	47
<i>Location:</i>	
Phila/South NJ	44
DE/MD	67
NY/North NJ	39
Other PA	67

- Gettysburg is the site by far the most visited; two-thirds (64%) of those who have visited any Civil War site have been to Gettysburg in the past five years. It is also the site most mentioned as “liked best.” Almost half (47%) of those respondents who have visited a Civil War site say that Gettysburg is their favorite site.

Civil War Era-Related Sites Visited in Past 5 Years (%)

(Base: Those who have visited any Civil War-related site in past 5 years; n=263)

	Total
Gettysburg National Military Park (PA)	64
National Capital Parks (Washington, DC)	24
Harpers Ferry National Historical Park (WVA)	22
Antietam National Battlefield (MD)	21
Arlington House: Robert E. Lee Memorial (VA)	21
Fredericksburg and Spotsylvania County Battlefields Memorial National Military Park (VA)	15
General Grant National Memorial (NYC)	15
Shenandoah Valley Battlefields (VA)	14
National Civil War Museum (Harrisburg, PA)	12
Appomattox Court House National Historical Park (VA)	12
Fort Sumter National Monument (SC)	11
Cumberland Gap National Historical Park (MD)	10
Richmond National Battlefield Park (VA)	7
Richmond Civil War Museum (VA)	6
Monocacy National Battlefield (MD)	5
Civil War and Underground Railroad Museum of Phila.	5
Petersburg National Battlefield (VA)	5
Kennesaw Mountain National Battlefield Park (GA)	4

Responses of 4% or more.

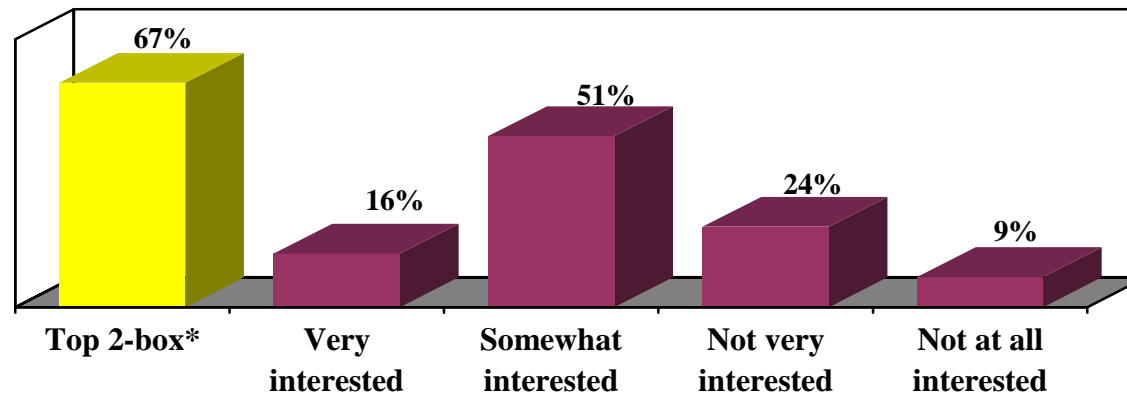
Reasons for preference. Consistent with what respondents say about the aspects they like about their Philadelphia region historical site visits, those who have visited Civil War sites report similar preferences. They say that what they liked best about their favorite Civil War site is...

<i>Historical aspect/history of the place</i>	24%
<i>Great monuments/exhibits/tours/presentations</i>	21%
<i>Feeling connected to the past/emotional aspects</i>	15%
<i>Lots of information/stories told</i>	12%
<i>Open area/nice scenery</i>	11%
<i>Accessible/convenient</i>	7%
<i>Beautiful landscapes/cleanliness of area</i>	7%
(responses by 5% or more)	

Preference for the “non-battlefield” alternative. It is important to understand whether or not there is appeal to the history visitor to experience a Civil War-related site that is not a battlefield. This destination or presentation might instead be “an exhibit that portrayed the lives of people of that era.”

- Respondents are interested in such an alternative. Two-thirds (67%) say that they are “very” or “somewhat” interested in such a destination or presentation.
- Those with a strong interest in the Civil War are most interested; 91% say that they are “very” interested.
- Women are more interested in this alternative than are men, with 18% of women saying that they are “very” interested in this alternative, compared to 12% of men.
- African Americans and consumers under 25 years old tend to be less interested.

Interest in Visiting a Non-Battlefield Civil War-Related Site (%)

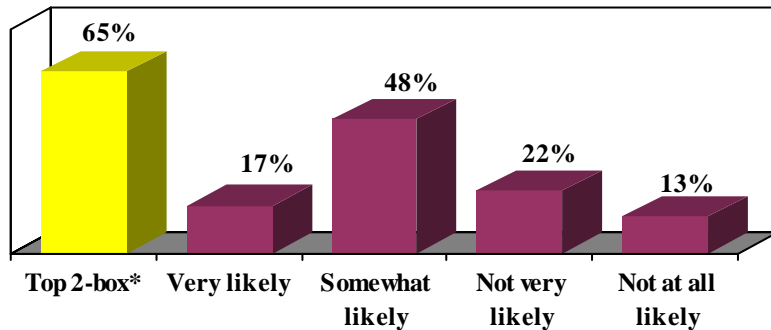


*Top 2-box comprises “very” and “somewhat” interested ratings.

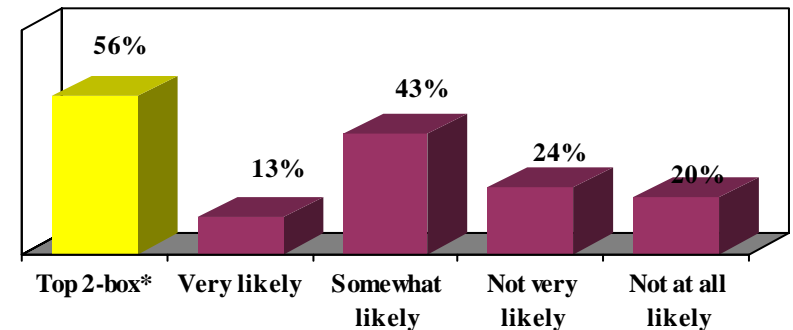
Likelihood to travel to learn about Civil War era. Respondents say that they are likely to travel to a Civil War destination that they have not yet visited in order to learn something new about the era. Two-thirds (65%) say that they would be “very” or “somewhat” likely to travel to such a site within a day’s drive of their home.

- Almost all of those with a strong interest in Civil War era history are likely to do so; 98% said that they are “very” likely to travel to a site one day from their home, 87% “very” likely to travel several hours from their home, and 99% “very” likely to travel one hour from their home.

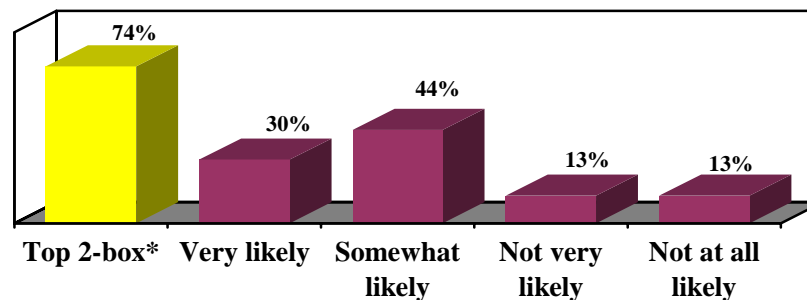
Likelihood of Visiting a Civil War Era Destination within a Day’s Drive from Home



Likelihood of Visiting a Civil War Era Destination within Several Hours Drive from Home



Likelihood of Visiting a Civil War Era Destination within an Hour’s Drive from Home



*Top 2-box comprises “very” and “somewhat” likely ratings.

D. Interest in Philadelphia as a Civil War History Destination

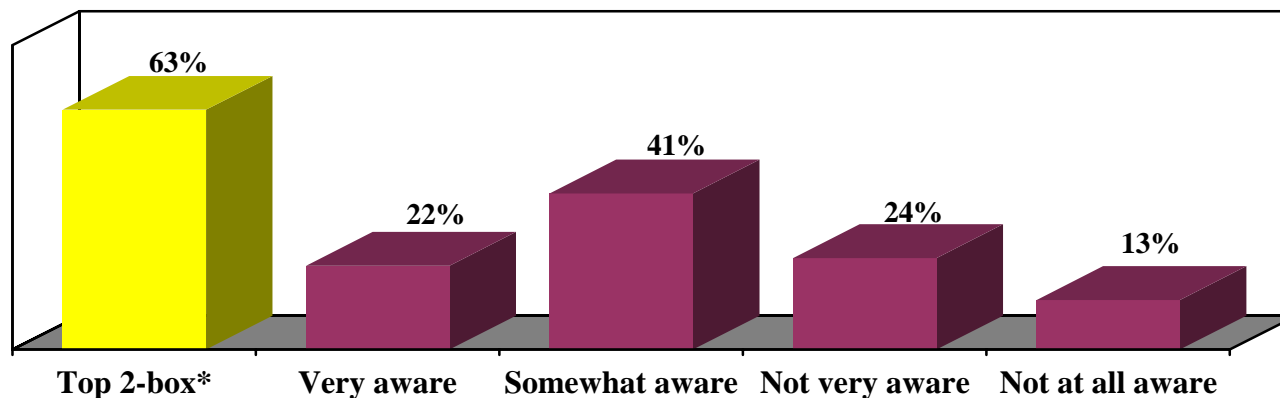
In order to develop appropriate messages about Philadelphia as a Civil War history destination and to consider the best approach to marketing this concept, it is important to gauge baseline awareness of Philadelphia’s involvement in the Civil War era. Experts interviewed in Phases 1 and 2 of the research suggested that the public’s awareness of Philadelphia in the Civil War era might be low.

In addition, as part of the overall marketing effort, CWHC and its potential partners will develop themes that are appealing to visitors. Research in Phases 1 and 2 began this process. Experts also provided guidance on stories and themes that are valid, supported by a depth of rich material (where possible), and appealing to a wide segment of likely visitors.

Awareness of Philadelphia region’s involvement in the Civil War era. Despite experts’ assertions that awareness of Philadelphia’s contributions during the Civil War is low, respondents say that they are aware that Philadelphia was involved in important ways in the era. Whether due to respondents’ overall appreciation of Philadelphia as a richly historic region or their specific knowledge, awareness levels are surprisingly high. This has positive implications for marketing Philadelphia as a CW destination.

- Two-thirds of respondents (63%) say that they are “very” or “somewhat” aware (top 2-box*) that Philadelphia has rich and interesting Civil War stories to tell. Two in ten (22%) respondents say that they are “very” aware.

Level of Awareness of the Philadelphia Area’s Involvement in the Civil War Era



Assessment of themes. A major objective of this research is to support the work of CWHC in developing major interpretative themes that could be used to organize the historical assets of the region and to create compelling messages about Philadelphia as a Civil War history destination. To do so, it is important to identify some optimal themes. Two key themes to be tested with respondents had been developed in Phases 1 and 2 of this research through discussion with experts, stakeholders, and focus group participants. These are:

*The theme of the Civil War as the continued working out of the **quest for freedom** for all which was begun in Philadelphia by the signing of the Constitution and continued as the region’s populace fought to end slavery and support the Union.*

*The story of **African-Americans in the Civil War era** – their leadership in the abolition of slavery movement, their participation in efforts to shelter slaves and help them gain their freedom (Underground Railroad), and contribution to the actual military effort by enlisting as Union soldiers (the U.S. Colored Troops).*

The surveyed consumers were asked to select the theme they preferred most strongly and to give the reasons for their choice.

- Between the two, respondents strongly preferred the “quest for freedom” theme. Seven in ten (72%) chose it. However, there were large differences by race, with most African Americans (88%) saying they preferred the “African Americans in the Civil War era” theme, compared to 21% of White respondents.
- Men were also more favorable towards the “quest for freedom” theme – 79% preferred it, compared to 69% of women.
- Respondents 25 years and older prefer the “quest for freedom” theme – at least 70% of them do so. However, respondents age 18-24 are evenly divided as to preference.

Theme Preference (%)

	Total	Ethnicity		Income		Gender		Age			
		White/ other	Afr. Amer.	<\$55K	\$55K+	Male	Female	18-24	25-33	45-64	65+
n=	515	458	51	187	218	147	368	48	140	221	106
The theme of the Civil War as the continued working out of the quest for freedom for all...	72	79	12	67	77	79	69	50	75	70	82
The story of African-Americans in the Civil War era -- their leadership in the abolition of slavery movement...	28	21	88	33	23	21	31	50	25	30	18

- Of those who prefer the “quest for freedom” theme, their reasons for liking it best are...

Theme is all-encompassing/general theme 42% (of those preferring this theme)
I can relate to it/more interesting/appealing 36%
Should cover more than just African-American aspect/
Not interested in African-American history 17%
 (Responses of 5% or more)

- Of those who chose the “African-American” theme, their reasons are...

I can relate to it/more interesting/appealing 46% (of those preferring this theme)
Interested in the slavery aspect of the War 25%
Could learn from it/don't know much about it 18%
 (Responses of 5% or more)

Finding a “common ground” theme.

Because the Phase 2 research had indicated that there might be widely different preferences for the two themes, it was determined that a third theme – one that combined the “quest for freedom” and “African Americans in the Civil War era” themes – should be tested against the two original themes. This third (combined) theme is:

The theme of the Civil War era as the continued working out of the quest for freedom for all which was begun in Philadelphia by the signing of the Constitution and carried on by many and by African Americans who were leaders of the abolition movement, sheltered slaves and helped them gain their freedom, and fought as soldiers in the Union Army.

- When all three themes were presented, the “quest for freedom” theme was still the most preferred (by 46% overall), but preference for the combined theme was reasonably close (preferred by 37% overall).
- Preference for the combined theme was also consistent across races: three in ten (31%) African American respondents preferred it, as did 27% of Whites.
- This also reflects the finding that respondents are most interested in a theme that is broad and encompasses several aspects of the history of the era. Therefore, although many Whites and African Americans generally maintained strong interests in the two different original themes, the theme that united these was preferred by a substantial minority of both groups. This has significant implications for CWHC’s choice of overall thematic content and how it might position the Philadelphia Civil War experience.

Theme Preference (%)

	Total	Ethnicity		Income		Gender		Age			
		White/ other	Afr. Amer.	<\$55K	\$55K+	Male	Female	18-24	25-33	45-64	65+
The theme of the Civil War as the continued working out of the quest for freedom for all....	46	50	10	42	51	54	43	33	49	45	49
The story of African-Americans in the Civil War era -- their leadership in the abolition of slavery movement....	17	13	59	20	15	14	19	36	14	18	11
The theme of the Civil War era as the continued working out of the quest for freedom for all which was begun in Philadelphia by the signing of the Constitution....	37	37	31	38	35	32	38	31	37	37	40

Reasons for preference also vary among the respondents according to the theme they chose. The “combined” theme is strongly preferred for its breadth.

Reasons for Preferring Each Theme (%)

(Base: Those who prefer specific theme)

Reason	Preferred “quest for freedom”	Preferred “combined”	Preferred “African American”
<i>Theme is all-encompassing/general theme</i>	42	73	17
<i>I can relate to it/more interesting/appealing</i>	23	14	43
<i>Should cover more than just African American aspect/ not interested in African American history</i>	20	4	1
<i>Interested in slavery aspect of the War</i>	4	6	29
<i>Combined theme is hard to follow</i>	2	--	1

Developing the supporting materials: assessing the appeal of some key Philadelphia Civil War stories. An important second step in the development of the Philadelphia Civil War “offering” to history tourists and visitors will be to enlarge and illustrate the overarching theme with some focused supporting stories or aspects of the region’s Civil War involvement.

In order to understand potential visitors’ specific preferences, respondents were asked to review five different stories or aspects of Philadelphia in the Civil War era. These stories were developed by CWHC and through interviews in Phases 1 and 2 of the research. They had also been refined by focus group participants’ and experts’ assessment and commentary. These stories are:

<i>Philadelphia as the cradle of anti-slavery sentiment, the abolition movement, and the principal hub of the Underground Railroad.</i> Visitors will make stops along the Underground Railroad in urban historical Germantown and rural Chester County.
<i>Philadelphia as the provider of homefront support for the troops through the leadership efforts of women in particular in large-scale volunteer and fundraising activities.</i> Explore the lives of ordinary people in extraordinary times through their letters, personal belongings, and stories in the region’s many fine museums and collections.
<i>Philadelphia as the caretaker for more sick and wounded through its medical institutions than was achieved in any other location.</i> Learn about the outpouring of aid for the casualties of war and the heroic medical measures that were necessary.
<i>Philadelphia as the nation’s industrial and transportation center and a major port.</i> Follow the paths of those who powered the war machine – the rich and famous and the working people alike – in the central city and in historic neighborhoods such as Frankford and Germantown. Tour their final destinations in beautiful Laurel Hill Cemetery, a 19 th century burial ground perched on the banks of the Schuylkill River.
<i>Philadelphia as the home of the largest, best educated, best organized, and most articulate free African-American population in North America.</i> Visitors will trace the stories of slaves, free blacks and African American soldiers in the Union Army at the African American Museum of Philadelphia and Civil War and Underground Railroad Museum, Mother Bethel A.M.E. Church, and Camp William Penn in La Mott, PA (the historic encampment of the U.S. Colored Troops).

Respondents were asked to rate these five stories as to their interest in each, their level of emotional connectedness to each, and how likely they would be to visit Philadelphia to experience the region’s Civil War history as told through the focus of each story. In order to assess overall appeal of each story, an **appeal/visit intent score** was derived for each story, based on respondents’ rating of each. This score was calculated by multiplying the top-2 box (“very”/“somewhat”) ratings for likelihood to visit by the top-2 box ratings for interest and emotional connection to story. (The detailed ratings are available in the Appendix.) That is:

$$\text{Likelihood to visit} \times (\text{interest} + \text{emotional connection}) = \text{appeal/visit intent score}$$

“Appeal/visit intent scores” suggest that respondents are most interested in the “anti-slavery” stories of Philadelphia Civil War era history.

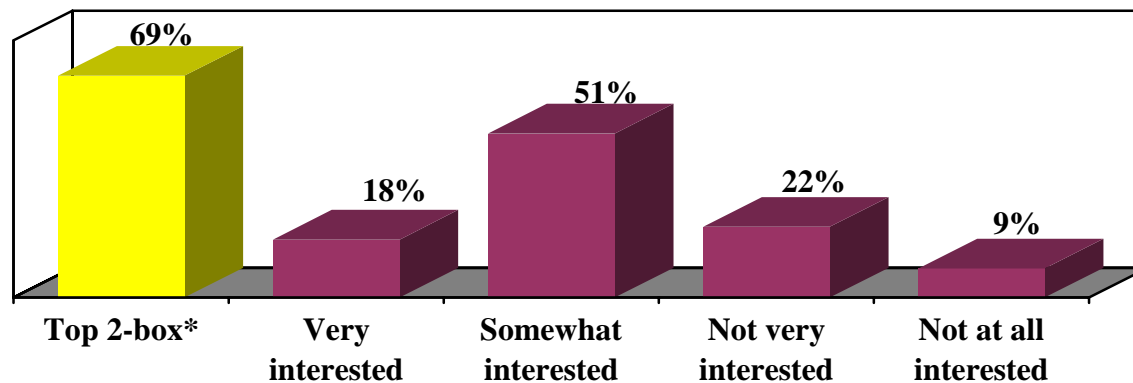
- The other four stories are ranked very closely, which implies that all the stories have resonance to consumers and that all will be important supports to the overall interpretive theme. This validates a multi-faceted approach to telling the Philadelphia Civil War narrative, with important access to a rich variety of storylines.

Story	Appeal/visit intent score
<i>Philadelphia as the cradle of anti-slavery sentiment, the abolition movement, and the principal hub of the Underground Railroad.</i>	29
<i>Philadelphia as the provider of homefront support for the troops through the leadership efforts of women in particular in large-scale volunteer and fundraising activities.</i>	20
<i>Philadelphia as the caretaker for more sick and wounded through its medical institutions than was achieved in any other location.</i>	20
<i>Philadelphia as the home of the largest, best educated, best organized, and most articulate free African-American population in North America.</i>	17
<i>Philadelphia as the nation’s industrial and transportation center and a major port</i>	15

Overall interest in Philadelphia Civil War history. After reviewing the major Philadelphia Civil War stories, seven in ten (69%) respondents say that they are “very” or “somewhat” interested in the region’s involvement in the Civil War.

- Respondents with an interest in Civil War era history are more interested – 88% of those “very” interested in the Civil War and 85% of those “somewhat” interested in the War.
- Local respondents – respondents from Philadelphia/South New Jersey and from other Pennsylvania locations (77% each) – tend to have more interest in Philadelphia involvement.
- Respondents aged 45 to 64 are more likely to express strong interest than those older and younger; 22% say that they are “very” interested.

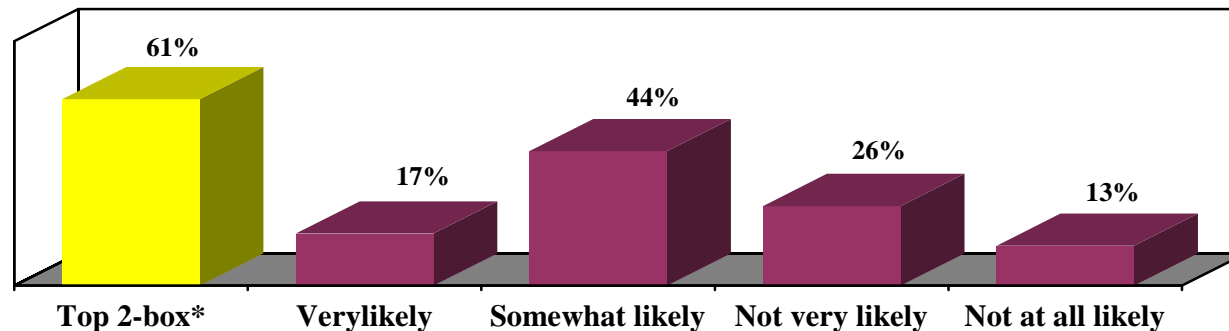
Level of Interest in Philadelphia’s Involvement in the Civil War



Likelihood to travel to Philadelphia region. After reviewing the Philadelphia Civil War stories, respondents are also likely to consider traveling to the region to experience the Civil War story here. Six in ten (61%) respondents say that they are “very” or “somewhat” likely (top 2-box*) to visit the Philadelphia area for this purpose.

- Again, those with stronger general interest in the Civil War are more likely to say they would visit; 86% of those “very” interested in the War and 74% of those “somewhat” interested say that they are “very” likely to visit for Civil War story.
- Location also plays a part, with 72% of Philadelphia/South New Jersey residents and 65% of those residing in other Pennsylvania locations saying they are “somewhat” or “very” likely to visit.
- Women are more likely to visit than are men. Two in ten (19%) women say they would be “very” likely to visit, compared to 12% of men.
- Respondents with children at home are another visitor segment that is more disposed to consider a Civil War-related, Philadelphia region visit. One-quarter (27%) of those with children at home say that they are “very” likely to visit, compared to 13% of those without children at home.
- Again, those in the age 45-64 range say they are more likely to visit (21%) than were those younger and older.

Likelihood of Visiting the Philadelphia Area to Experience the Civil War Era Story



E. Focus on Gettysburg

Another key objective is to understand the specific travel patterns and intentions of those consumers who have visited Gettysburg. As stated before, Gettysburg is the Civil War destination most visited by the consumers responding to the survey. It is important to gauge the potential of Gettysburg to be a gateway to the Civil War-related sites in towns surrounding Gettysburg and to Civil War sites in the Philadelphia region for the likely visitor audience.

Visitors' assessments of the Gettysburg experience. Two-thirds of the survey respondents who had visited any Civil War era-related site in the past five years had visited Gettysburg. Asked what they liked best about their visit(s) to Gettysburg, they cited:

<i>Seeing the battlefields</i>	19%
<i>The emotional connection</i>	16%
<i>The whole tour</i>	15%
<i>Monuments/historic houses</i>	15%
<i>Being outdoors/scenery/countryside</i>	14%
<i>Narration/information/re-enactments</i>	9%
<i>Driving tours</i>	6%
<i>Self-guided tours</i>	4%
<i>Town of Gettysburg</i>	3%
<i>Tour guides</i>	3%
(Responses of 3% or more)	

Selected commentary from respondents illustrating what they liked best is:

“The horseback ride over the battlefield and listening to the stories from the guide sent chills through my body. I could close my eyes and actually hear the battle going on.”

“Locating my great-grandfather’s burial site.”

“Since I was there during the winter, I got to experience a sense of solitude and reverence for the people who lost their lives.”

“Spiritual connection to the past and what we could learn from it.”

Asked what they liked least, Gettysburg visitors cited:

<i>Too commercial</i>	17%
<i>Too much traffic/driving</i>	15%
<i>Crowded/long lines</i>	13%
<i>Visitor center exhibits/too small</i>	6%
<i>Not enough time to see it all</i>	6%
<i>Weather (too hot)</i>	5%
<i>Too much walking</i>	4%
<i>Lack of information/signage</i>	4%
<i>Prices</i>	3%
<i>Boring</i>	3%
<i>Lack of parking</i>	3%
<i>Cemetery (too sad)</i>	3%
<i>Not enough tour guides</i>	3%
(Responses of 3% or more)	

Some specific commentary is:

“There are shopping centers too close to the battlefield. Since my ancestors fought on both the North and South sides, I think that more needs to be preserved.”

“The cyclorama is in disrepair.”

Visits to surrounding communities. About four in ten (43%) Gettysburg visitors had also visited at least one of the communities included in the “Prelude to Gettysburg” itinerary of the Pennsylvania Civil War Trails when they visited Gettysburg.

- Harrisburg was the most visited of the communities, with half (51%) of those who had made any visits having chosen Harrisburg as a destination.
- Although there were few significant differences among types of respondents who visited these communities in conjunction with their Gettysburg visit, those who visited Harrisburg were more likely to be African American, from Philadelphia/South New Jersey and other Pennsylvania locations, or from a household with children at home.

Visits to Towns Surrounding Gettysburg (%)

(Base: Those who had visited any town as part of Gettysburg visit; n=70)

	Total	Civil War Era History Interest Level			Ethnicity		Children at Home		Location			
		Very Int.	Some-what Int.	Not Int.	White/other	African Amer.	Yes	No	Phila/South NJ	DE/MD	NY/NJ	Other PA
Harrisburg	51	55	47	6	48	100	77	41	62	28	47	71
Carlisle	39	55	29	4	41	25	38	39	48	39	23	43
Susquehanna River Towns	24	5	34	3	25	25	19	27	24	33	23	14
Mechanicsburg	21	23	18	3	23	--	29	18	14	17	18	43
Hanover	20	23	13	4	19	25	14	22	9	55	6	7
Chambersburg	19	18	21	1	19	25	9	22	29	11	12	21
Wrightsville	6	9	5	--	6	--	5	6	5	5	6	7
Other mentions	17	14	18	20	19	--	24	14	29	5	23	7

Plans to visit Gettysburg in the future. A majority of those who had visited Gettysburg in the past five years intend to visit again in the near future; almost six of ten (56%) say they will do so.

- Frequent history visitors¹⁰, respondents with a strong Civil War interest¹¹, and respondents who live in Delaware/Maryland and non-Philadelphia Pennsylvania locations are more likely to say they would visit again.

Intend to Visit Gettysburg Again (%)

(Base: those who had visited Gettysburg in past 5 years; n=168)

	Total	Number of Historic Visits Per Year			Civil War Interest			Ethnicity		Location			
		0	1-2	3+	Very	Some what	Not	White/ other	African Amer.	Phila/ South NJ	DE/MD	NY/NJ	Other PA
Yes	56	20	45	75	77	47	41	56	40	50	67	39	64
No	44	80	55	25	23	53	59	44	60	50	33	61	36

¹⁰ Respondents who make 3+ visits per year to historic sites and/or museums.

¹¹ Respondents who say they are “very” interested in Civil War era history.

Adding Philadelphia Civil War sites to the Gettysburg visit itinerary. There is a reasonable amount of interest in Philadelphia’s Civil War sites among those potential repeat Gettysburg visitors. Four in ten (44%) respondents who say they are likely to visit Gettysburg in the near future say that they are “very” or “somewhat” likely to include a trip to Philadelphia’s Civil War historical sites. This is a level of intent that is close to their intent to visit Gettysburg again. This has positive implications for marketing Philadelphia Civil War destinations to Gettysburg visitors.

- More likely than other respondent types to say they would add Philadelphia are: respondents with a strong Civil War interest¹² (53% “very” or “somewhat” likely), respondents residing in New York/North New Jersey (73% “very” or “somewhat” likely), and women (53% likely compared to 32% of men).

Intent to Visit Philadelphia as Part of Visit to Gettysburg (%)

(Base: Those who intend to visit Gettysburg again)

	Total	Civil War Era History Interest			Ethnicity		Income		Children at Home		Gender		Location			
		Very Int.	Somewhat Int.	Not Int.	White/other	African Amer.	<\$55K	\$55K+	Yes	No	Male	Female	Phila/South NJ	DE/MD	NY/NJ	Other PA
Very likely	15	33	2	--	15	50	22	13	18	14	9	20	15	17	20	11
Somewhat likely	29	20	42	11	29	50	37	22	36	27	23	33	35	10	53	34
Somewhat unlikely	24	25	23	22	25	--	22	30	25	23	31	19	15	40	7	22
Not very likely	32	22	33	67	31	--	19	35	21	36	37	28	35	33	20	33

¹² Respondents who say they are “very” interested in Civil War era history.

F. Historical Visit Information-Gathering

In order for CWHC to provide helpful information and also to place marketing materials in optimal locations, it is important to understand where history visitors look for information when planning a trip or visit and what is most valuable to them.

“History visitors” find the Internet to be most helpful in planning these visits. They also supplement on-line information with print materials – brochures, maps and the like. They clearly like to have basic, logistical information – site open times, admissions prices, and maps – but they also want “do-it-yourself” aids to learning before and during the planned visit – background pre-reading and self-guided tour information.

Information sources for planning a visit. The Internet is very important to the majority of respondents; over three-quarters (77%) cite it as one of the best sources for planning a visit. Other key sources are:

Printed material (brochures, posters, maps, etc.)	65%
Word-of-mouth/recommendations from friends, family and co-workers	37%
Television and radio	6%
(Responses of 3% or more)	

- Not surprisingly, younger respondents tend to be greater users of the Internet than are older ones. More than 80% of respondents under the age of 45 cited the Internet as an important planning information source, compared to 66% of those age 65+.
- Google is the most-used website in planning trips; 40% of those who say that the Internet is an important source turn to Google. Also important are history-related websites maintained by state and city organizations. Three in ten (31%) of Internet users employ these for planning and information. This has implications for CWHC in terms of working with Pennsylvania, and Philadelphia and other municipalities in coordinating Civil War tourism message placement and content.

Information that is most helpful. Both practical and learning-related information is required by respondents.

- More interested in getting historical background information for pre-reading are: respondents with a strong interest in Civil War history¹³ (80%), respondents who do not have children living at home (67%, compared to 56% of those with children at home), and respondents aged 45+.

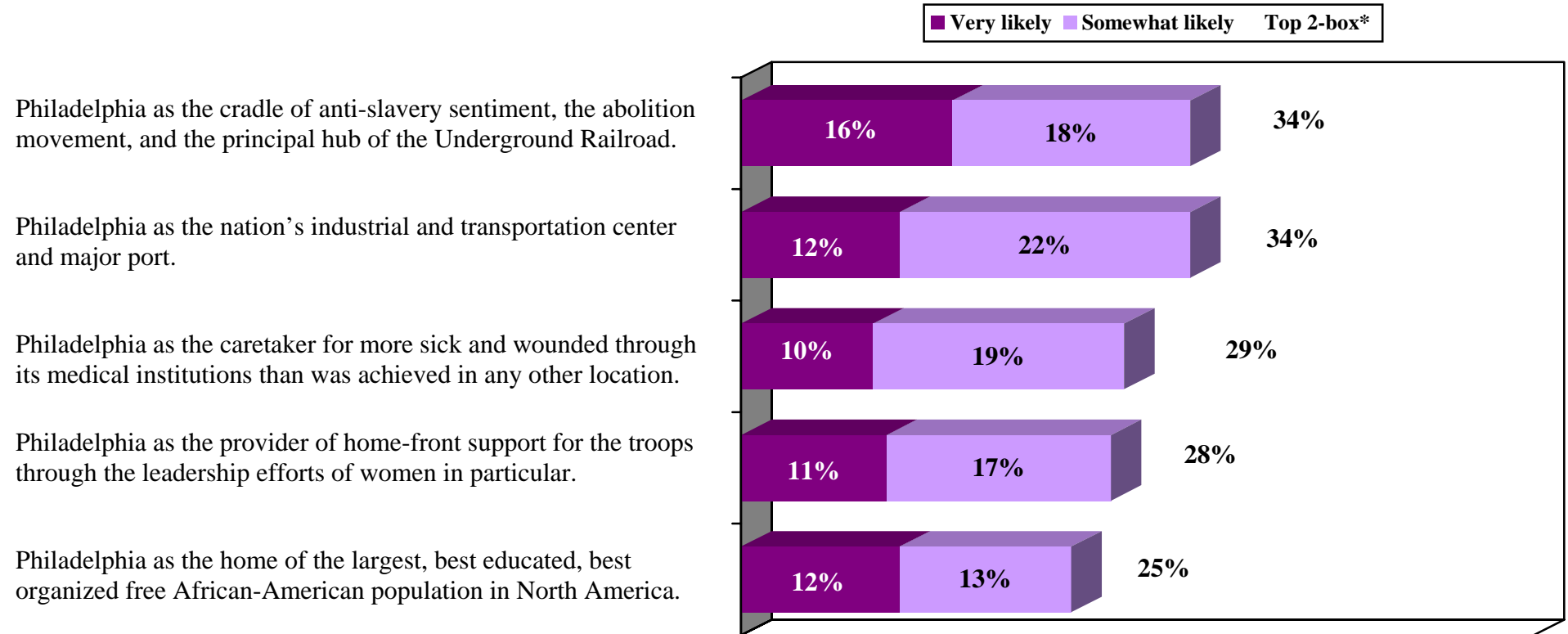
Types of Information Most Helpful (%)

	Total	Civil War Era History Interest Level			Children at home		Age				Gender	
		Very Int.	Some-what Int.	Not Int.	Yes	No	18-24	25-33	45-64	65+	Male	Female
Site open times and admission fees	83	86	83	82	84	83	94	84	84	78	76	86
Self-guided tour information	79	79	82	75	83	78	67	81	82	76	74	81
Maps	77	76	80	73	76	77	71	77	80	72	77	77
Historical background for pre-reading	64	80	64	55	56	67	58	55	69	66	69	62
Other mentions	2	1	2	3	3	2	2	1	3	2	2	3

¹³ Respondents who say they are “very” interested in Civil War era history.

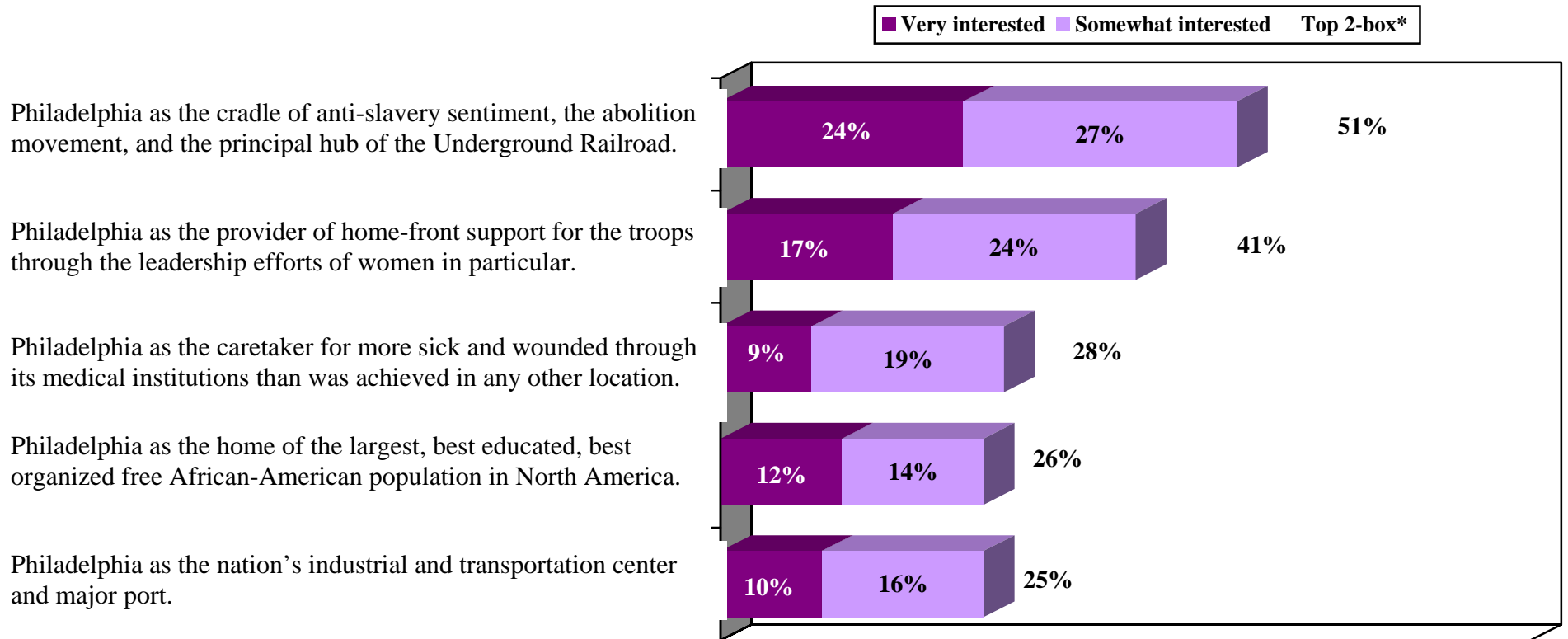
APPENDIX

Likelihood to Travel to/Visit the Philadelphia Region to Experience Philadelphia CW History through this Focus



*Top 2-box comprises "very" and "somewhat" interested ratings.

Assessing the Civil War Stories Level of Interest in Specific Story



*Top 2-box comprises “very” and “somewhat” interested ratings.

Emotional Connection to the Story

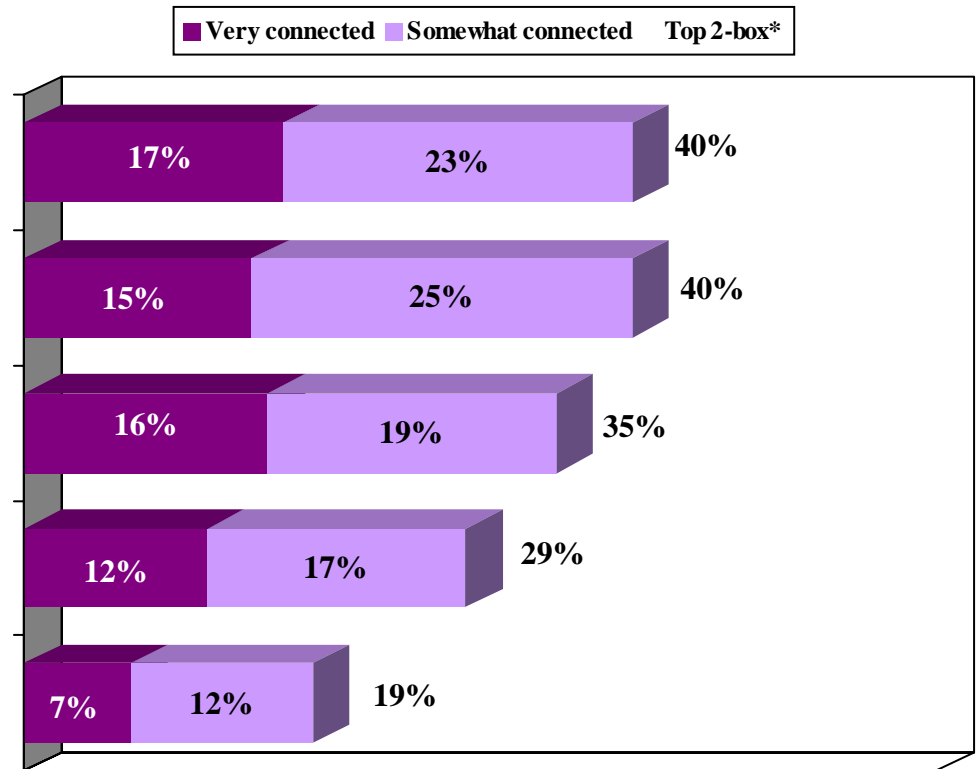
Philadelphia as the home of the largest, best educated, best organized free African-American population in North America.

Philadelphia as the caretaker for more sick and wounded through its medical institutions than was achieved in any other location.

Philadelphia as the cradle of anti-slavery sentiment, the abolition movement, and the principal hub of the Underground Railroad.

Philadelphia as the provider of home-front support for the troops through the leadership efforts of women in particular.

Philadelphia as the nation's industrial and transportation center and major port.



*Top 2-box comprises “very” and “somewhat” interested ratings.



May 1, 2006
Civil War On-line Survey
350 completed Surveys Needed

INTRODUCTION:

We are currently conducting a survey to get a better understanding of individuals' travel and tourism patterns in and around the Philadelphia region.

A. GENERAL TRAVEL AND HISTORIC SITE AND MUSEUM-GOING EXPERIENCES

We are interested in learning more about your visits to historic destinations, sites and museums. *By "historic destinations," we mean: areas with historical sites of interest, including those that are quite large and encompass many places of historical interest such as Boston or Washington, D.C., and those that are smaller with a more specific focus, such as Independence Hall or Valley Forge in Pennsylvania, or a museum dedicated to historical themes and events such as the Holocaust Memorial Museum in Washington.*

1. On average, how many trips per year do you take to visit historic destinations, sites and museums (both in the United States and in other countries)? [Choose only one answer.]

- ___ 1-2 trips per year on average
- ___ 3-5 trips per year on average
- ___ 6-9 trips per year on average
- ___ 10 or more trips per year on average

2. In the last 5 years, have you visited any historical sites and/or museums in the Philadelphia area/region?

- Yes
- No ... GO TO Q6

3. [Ask only those who have visited Philadelphia historical sites] Which historical sites in the Philadelphia region have you visited in the last 5 years? [CHOOSE ALL]

- African American Museum in Philadelphia
- Atwater Kent Museum
- Brandywine Battlefield Park
- Carpenters' Hall
- Christ Church and Burial Ground
- City Hall
- The Civil War and Underground Railroad Museum
- Cliveden
- Congress Hall
- Declaration House (Graff House)
- Dolley Todd (Madison) House
- Eastern State Penitentiary
- Elfreth's Alley
- Fairmount Water Works
- Fort Mifflin
- Franklin Court
- Germantown White House (Deshler-Morris House)
- Independence Hall
- Independence Seaport Museum
- Lights of Liberty
- Mikveh Israel Congregation and Cemetery
- Mother Bethel African Methodist Episcopal (AME) Church
- The National Constitution Center
- National Liberty Museum
- Old Pine Street (Presbyterian) Church
- Pennsylvania Hospital
- Saint Peter's Episcopal Church
- Second Bank of the United States
- The Betsy Ross House
- Liberty Bell
- The Physick House
- The Powel House
- United States Mint
- Valley Forge National Historical park
- Washington Crossing Historic Park
- Walking, neighborhood, and/or sightseeing tours, please specify _____
- Other, please specify _____

4. [Ask those who have visited Philadelphia's historic sites] What one historical site did you like best? _____

5. What did you like best about that site?

6. [Ask all respondents] Are there any historical sites in the Philadelphia region you want to visit, but have not yet done so?

- Yes → Which historical sites do you want to visit? _____
- No

7. Why do you say that?

B. CIVIL WAR FOCUS

The following questions pertain specifically to the American Civil War era and your interest in it.

8. How interested are you in Civil War era history? [Choose only one answer.]

- Very interested.
- Somewhat interested.
- Not very interested.
- Not at all interested.

9. Which Civil War era-related sites have you visited in the past 5 years?
[CHOOSE ALL]

- Andersonville (GA) National Historic Site
- Antietam (MD) National Battlefield
- Appomattox Court House (VA) National Historical Park
- Arlington (VA) House; Robert E. Lee Memorial
- Brices Cross Roads (Mississippi) National Battlefield Site
- Chickamauga and Chattanooga (GA) National Military Park

- Civil War and Underground Railroad Museum of Philadelphia
- Cumberland Gap (MD) National Historical Park
- Fort Donelson (TN) National Battlefield
- Fort Pulaski (GA) National Monument
- Fort Scott (KS) National Historic Site
- Fort Sumter (SC) National Monument
- Fredericksburg and Spotsylvania County (VA) Battlefields Memorial

National Military Park

- General Grant National Memorial (New York City)
- Gettysburg (PA) National Military Park
- Harpers Ferry (WVa) National Historical Park
- The Johnson House Underground Railroad Site (Philadelphia)
- Kennesaw Mountain (GA) National Battlefield Park
- Monocacy (MD) National Battlefield
- National Capital Parks (Washington, DC)
- National Civil War Museum (Harrisburg, PA)
- Pea Ridge (AK) National Military Park
- Pecos (NM) National Historical Park: Glorieta Pass
- Petersburg (VA) National Battlefield
- Richmond (VA) Civil War Museum
- Richmond (VA) National Battlefield Park
- Shenandoah Valley (VA) Battlefields
- Shiloh (TN) National Military Park
- Stones River (TN) National Battlefield
- Tupelo (TN) National Battlefield
- Ulysses S. Grant National Historic Site (St. Louis, MO)
- Vicksburg (Mississippi) National Military Park
- Wilson's Creek (Missouri) National Battlefield
- Other, please specify _____
- None

10. [Ask those who have visited a Civil War site] What one Civil War era-related site did you like best? _____

11. What did you like best about that site?

12. Many – but not all – Civil War sites include the battlefields of the armed conflict. How interested are you in visiting a Civil War-related site that is not a battlefield -- for instance, an exhibit that portrayed the lives of the people of that era? [Choose only one answer.]

- Very interested
- Somewhat interested
- Not very interested
- Not at all interested

13. If there was a Civil War era destination that you have not visited and that was within a day's drive of your home, how likely would you be to travel to that destination to learn and experience something new to you about the Civil War era? [Choose only one answer.]

- Very likely
- Somewhat likely
- Somewhat unlikely
- Not very likely

14. If there was a Civil War era destination that you have not visited and that was within several hours' drive of your home, how likely would you be to travel to that destination to learn and experience something new to you about the Civil War era? [Choose only one answer.]

- Very likely
- Somewhat likely
- Somewhat unlikely
- Not very likely

15. If there was a Civil War era destination that you have not visited and that was within an hour's drive of your home, how likely would you be to travel to that destination to learn and experience something new to you about the Civil War era? [Choose only one answer.]

- Very likely
- Somewhat likely
- Somewhat unlikely
- Not very likely

C. PHILADELPHIA CIVIL WAR FOCUS

16. How aware are you that the Philadelphia area has rich and interesting stories to tell about the involvement of this region and its people in the Civil War era? [Choose only one answer.]

- Very aware
- Somewhat aware
- Somewhat unaware

Not at all aware

[in a box or shaded to set off]

The Philadelphia Civil War story is about to be told to the history visitor and tourist...

Philadelphia was a pivotal force in the events leading up to the Civil War and in the War's outcome. Visitors to the Philadelphia region's Civil War destinations will be able to experience this many-faceted story through walking tours, exhibitions and living history presentations.

There are several aspects to the Philadelphia Civil War story. Please rate each of these as to your interest, emotional connection to it, and your likelihood to travel to/visit Philadelphia to learn more about it.

[INSTRUCTION:]

Please review the following topic and rate each on the 1 to 5 scale. You can select any number from 1 to 5 to give us your ratings.

[SHOW EACH TOPIC IN RANDOM ORDER; INSERT RATING TABLE FOR EACH]

[QUESTIONS] 17.

	Not at all				Very
i. Interesting (the topic is interesting to me intellectually and as a way to learn more about Civil War and historical topics of interest to me)	1	2	3	4	5
ii. Emotional impact (I feel an emotional connection to this topic)	1	2	3	4	5
iii. Likely for me to travel to or visit the Philadelphia region to experience the Philadelphia Civil War era story as told through this focus	1	2	3	4	5

- Philadelphia as the cradle of anti-slavery sentiment, the abolition movement, and the principal hub of the Underground Railroad. *Visitors*

will make stops along the Underground Railroad in urban historical Germantown and rural Chester County.

- Philadelphia as the home of the largest, best educated, best organized, and most articulate free African-American population in North America. *Visitors will trace the stories of slaves, free blacks and African American soldiers in the Union Army at the African American Museum of Philadelphia and Civil War and Underground Railroad Museum, Mother Bethel A.M.E. Church, and Camp William Penn in La Mott, PA (the historic encampment of the U.S. Colored Troops).*
- Philadelphia as the nation's industrial and transportation center and a major port. *Follow the paths of those who powered the war machine – the rich and famous and the working people alike – in the central city and in historic neighborhoods such as Frankford and Germantown. Tour their final destinations in beautiful Laurel Hill Cemetery, a 19th century burial ground perched on the banks of the Schuylkill River.*
- Philadelphia as the provider of homefront support for the troops through the leadership efforts of women in particular in large-scale volunteer and fundraising activities. *Explore the lives of ordinary people in extraordinary times through their letters, personal belongings, and stories in the region's many fine museums and collections.*
- Philadelphia as the caretaker for more sick and wounded through its medical institutions than was achieved in any other location. *Learn about the outpouring of aid for the casualties of war and the heroic medical measures that were necessary.*

18. How interested would you be in learning more about the Philadelphia region's involvement in the Civil War? [Choose only one answer.]

- Very interested
- Somewhat interested
- Somewhat uninterested
- Not at all interested

19. How likely would you be to visit the Philadelphia area to experience the Civil War era story here? [Choose only one answer.]

- Very likely
- Somewhat likely
- Somewhat unlikely
- Not at all likely

D. THEME ASSESSMENT

In order to make your visit to Civil War Philadelphia as meaningful as possible, it is important for the sites, tours and exhibits to be linked together by one umbrella theme or focus. There are several themes or ways to focus on the Civil War-related events. We would like you to choose the theme most appealing to you.

20. Of the following two themes, which one theme would you choose for the focus of Philadelphia Civil War experience? [Choose only one answer.]

[rotate order of themes]

___ *The theme of the Civil War as the continued working out of the quest for freedom for all which was begun in Philadelphia by the signing of the Constitution and continued as the region's populace fought to end slavery and support the Union.*

___ *The story of African-Americans in the Civil War era -- their leadership in the abolition of slavery movement, their participation in efforts to shelter slaves and help them gain their freedom (Underground Railroad), and contribution to the actual military efforts by enlisting as Union soldiers (the U.S. Colored Troops).*

21. Why do you choose this theme?

An alternative theme would be one that combined the two themes you reviewed. That is ...

The theme of the Civil War era as the continued working out of the quest for freedom for all which was begun in Philadelphia by the signing of the Constitution and carried on by many and by African Americans who were leaders of the abolition movement, sheltered slaves and helped them gain their freedom, and fought as soldiers in the Union Army.

22. Given the choice between this combined theme and the one you just chose, which do you prefer? [Choose only one answer.]

[SHOW CHOSEN THEME AND COMBINED with check-off for preferred]

23. Why do you prefer that theme?

24. [ASK ONLY THOSE WHO SAID THAT THEY HAVE VISITED GETTYSBURG BATTLEFIELD IN QUESTION 9] Could you please answer a few questions about your visit(s) to Gettysburg. What did you like best about your visit(s)?

25. What did you like least about your visit(s)?

26. On your most recent trip to Gettysburg, which of the following destinations did you also visit, if any? [CHOOSE ALL]

- Carlisle
- Chambersburg
- Hanover
- Harrisburg
- Mechanicsburg
- Susquehanna River towns
- Wrightsville
- Other, please specify: _____
- None

27. Do you plan to visit Gettysburg again in the near future?

Yes → A. How likely would you be to include a trip to Philadelphia's Civil War historical sites in your visit to Gettysburg? [Choose only one answer.]

- Very likely
 - Somewhat likely
 - Somewhat unlikely
 - Not at all likely
- No

F. INTERNET USE AND INFORMATION SOURCES

[ALL RESPONDENTS]

28. In your opinion, which are the best sources for planning a visit to a historical site? [Choose up to 2 responses.]

[ACCEPT 2 ONLY]

- Internet
- Printed material – brochures, posters, maps, etc.
- Television and radio
- Word-of-mouth recommendations from friends, family and co-workers
- Travel agent
- Other, please specify _____
- I don't know

[IF SELECTED “INTERNET” IN Q 28]

29. Please list the websites that you use most often to plan your visits to historical sites.

[ALL RESPONDENTS]

30. What types of information would be most helpful to you? [Choose all.]

- Historical background for pre-reading
- Self-guided tour information
- Maps
- Site open times and admission fees
- Other: _____

G. DEMOGRAPHICS

[ASK ONLY THOSE THAT HARRIS DOES NOT HAVE INFORMATION FOR]

[The following questions are for information purposes only.]

31. Which category best captures your age? [Choose only one category.]

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

32. Are you a teacher?

___ Yes/no

[IF YES] A.

- Preschool
- Elementary school (grades 1-5)
- Middle school/junior high (grades 6-8)
- High school (grades 9-12)
- College
- Graduate and post-graduate

[ALL RESPONDENTS]

33. Are you....

- Male
- Female

34. What is your zip code? _____

35. What is your race/ethnicity?

- White/Caucasian
- Black/African-American
- Hispanic
- Asian
- Other, please specify _____

36. What was your household annual income for 2005? [Choose only one answer.]

- Under \$25,000
- \$25,000 to just under \$35,000
- \$35,000 to just under \$45,000
- \$45,000 to just under \$55,000
- \$55,000 to just under \$65,000
- \$65,000 to just under \$75,000
- \$75,000 or more
- I don't know

37. How many children live in your household?

- None
- 1
- 2

- 3
- 4 or more

38. What is your highest level of education completed? [Choose only one answer.]

- Some high school
- High school graduate
- Some college/technical school
- College graduate
- Post-graduate school

For verification purposes only, what is your last name and email address?

Thank you for you participation in our on-line