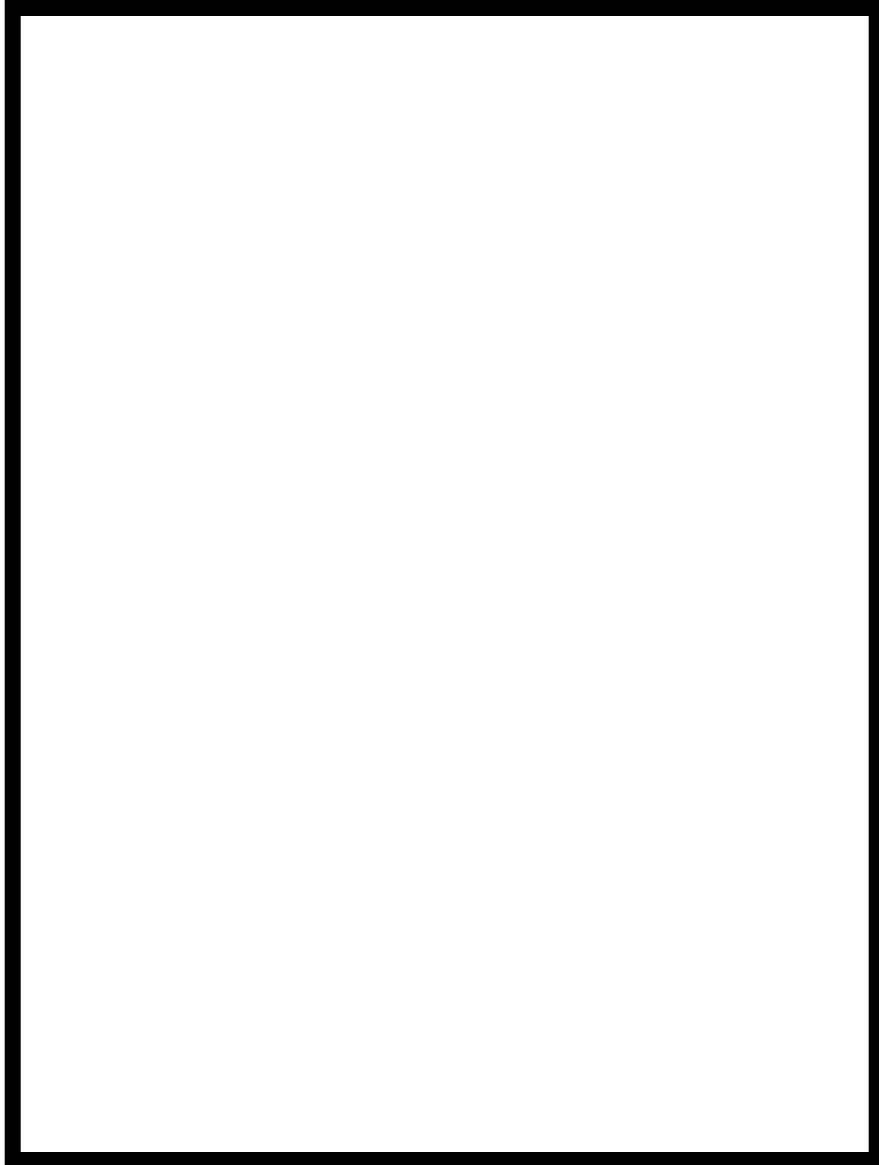


Natchez Trace Parkway Visitor Study



**The
Visitor Services
Project**

OMB Approval 1024-0068
Expiration Date: 06-30-91

United States Department of the Interior
NATIONAL PARK SERVICE
Natchez Trace Park
Rural Route 1, NT 143
Tupelo, Mississippi 38801

May, 1991

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the activities that visitors to Natchez Trace Parkway enjoy, the places they visit within the park, and to get your opinions about your visit.

This questionnaire is only being given to a select number of visitors. Your participation is very important! It should only take a few minutes of your time during your visit to Natchez Trace Parkway.

When your visit is over, please complete the questionnaire. Then, seal it with the sticker provided on the last page and simply drop it in any U.S. mailbox.

If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

Don R. Thompson
Acting Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

A PRIVACY ACT AND PAPERWORK REDUCTION ACT statement: 16 U.S.C 1a-7

authorizes the collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law.

Burden estimate statement: Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Service Information Collection Clearance Officer, National Park Service, P.O. Box 37127, Washington D.C. 20014-7127; and to the Office of Management and Budget, Paperwork Reduction Project, 1024-0068, Washington D.C. 20503.

PLEASE GO ON TO NEXT PAGE



PLACES YOU VISITED

1. On the map below, please indicate the places you and your group visited on the Natchez Trace Parkway **this trip**. Simply check (✓) the box beside **each** place you visited. If you did not visit any of these places on this trip, please go on to page 5.

Natchez Trace Parkway Map

_____ 1. Gordon House

_____ 2. Jackson Falls Trail

_____ 3. Old Trace Drive (At Tobacco Barn)

_____ 4. Merriweather Lewis Grave Site

_____ 5. Rock Spring Nature Trail

_____ 6. Colbert Ferry Recreational Site

_____ 7. Tenn-Tom Waterway Interpretive Site

_____ 8. Chickasaw Village Site

_____ 9. Cypress Swamp Nature Trail

_____ 10. Rocky Springs Townsite Trail

_____ 11. Mount Locust Historic House

_____ 12. Emerald Mound



NORTH

Not drawn to scale

YOUR ACTIVITIES

2. On the list below, please check the activities that you and your group did on the Natchez Trace Parkway **this visit**. Please check (✓) **all** that apply.

DRIVE FOR BUSINESS/COMMUTE TO WORK
 SIGHTSEE
 VISIT MUSEUMS/VISITOR CENTERS
 READ ROADSIDE EXHIBITS
 WALK TRAILS
 PICNIC
 CAMP
 OTHER (Please describe: _____)

YOU AND YOUR OPINIONS

3. How much time did you and your group spend on the Natchez Trace Parkway **this visit**?

If less than 24 hours:

_____ NUMBER OF HOURS

If 24 hours or more:

_____ NUMBER OF DAYS

4. Where did you begin your trip on the day you arrived at the Natchez Trace Parkway?

_____ NEAREST TOWN

_____ STATE

5. Which route or highway did you and your group use to enter Natchez Trace Parkway **this visit**? Please write the number below. If you don't remember please **check** (✓) that answer.

_____ ROUTE OR HIGHWAY NUMBER

_____ DON'T REMEMBER

PLEASE GO ON TO NEXT PAGE



6

6. How many people were in your group?

_____ NUMBER OF PEOPLE

7. What kind of group were you with? Please check (✓) **one**.

_____ ALONE

_____ FAMILY

_____ FRIENDS

_____ FAMILY AND FRIENDS

_____ GUIDED TOUR GROUP

_____ SCHOOL GROUP

_____ OTHER (Please describe: _____)

8. For you and your group, please indicate:

	CURRENT AGE	U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY	# TIMES VISITED PARKWAY (INCLUDING THIS VISIT)
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

9. How did you and your group get information about the Natchez Trace Parkway? Please check (✓) **all** that apply.

_____ TRAVEL GUIDE/ TOUR BOOK

_____ NEWSPAPER/ MAGAZINE ARTICLES

_____ MAPS

_____ ADVICE FROM FRIENDS OR RELATIVES

_____ PREVIOUS VISIT(S)

_____ TELEPHONE INQUIRY TO THE PARK

_____ WRITTEN INQUIRY TO THE PARK

_____ NO INFORMATION PRIOR TO VISIT

_____ OTHER (Please describe: _____

_____)

PLEASE GO ON TO NEXT PAGE



10. Which route or highway did you and your group use to exit Natchez Trace Parkway **this visit**? Please write the number below. If you don't remember please **check** (✓) that answer.

_____ ROUTE OR HIGHWAY NUMBER

_____ DON'T REMEMBER

11. During **this trip** to the Natchez Trace Parkway which other historic sites or tourist attractions did you and your group visit?

(Please list: _____

_____)

12. What was the main purpose of your visit to the Natchez Trace Parkway? Please check (✓) **one**.

_____ COMMUTE TO WORK

_____ CONNECTING ROUTE TO VACATION DESTINATION

_____ TO VISIT PARKWAY

_____ OTHER (Please list: _____

_____)

13. a) Please rate (from 1-5) the importance of the interpretive or visitor services which you and your group **used** during this visit to the Natchez Trace Parkway. Only rate those services you and your group actually used.
- b) Next, rate (from 1-5) the quality of each service you or your group **used** during this visit to the Natchez Trace Parkway.

1= EXTREMELY IMPORTANT
 2= VERY IMPORTANT,
 3= MODERATELY IMPORTANT
 4= SOMEWHAT IMPORTANT
 5= NOT IMPORTANT

1= VERY GOOD
 2= GOOD
 3= AVERAGE
 4= POOR
 5= VERY POOR

How important?
 (1-5)

What quality?
 (1-5)

_____	PARKWAY ROAD SURFACE	_____
_____	PARKWAY ROAD SIGNS	_____
_____	PARK BROCHURE/MAP	_____
_____	ROADSIDE EXHIBITS	_____
_____	INTERPRETIVE TRAIL SIGNS	_____
_____	VISITOR CENTERS/MUSEUMS	_____
_____	RESTROOMS	_____
_____	CAMPGROUNDS	_____
_____	PICNIC AREAS	_____
_____	CONTACT WITH UNIFORMED PARK STAFF	_____
_____	OTHER (Please describe: _____)	_____

PLEASE GO ON TO NEXT PAGE



STAMP

OFFICIAL BUSINESS

**Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho 83843**