Natchez Trace Parkway Visitor Study

The Visitor Services Project
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.
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

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. 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:

<table>
<thead>
<tr>
<th>MEMBER</th>
<th>CURRENT AGE</th>
<th>U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY</th>
<th># TIMES VISITED PARKWAY (INCLUDING THIS VISIT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOURSELF</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #7</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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          1= VERY GOOD
2= VERY IMPORTANT,               2= GOOD
3= MODERATELY IMPORTANT          3= AVERAGE
4= SOMEWHAT IMPORTANT            4= POOR
5= NOT IMPORTANT                 5= VERY POOR

<table>
<thead>
<tr>
<th>How important?</th>
<th>What quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1-5)</td>
<td>(1-5)</td>
</tr>
<tr>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>PARKWAY ROAD SURFACE</td>
<td>___</td>
</tr>
<tr>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>PARKWAY ROAD SIGNS</td>
<td>___</td>
</tr>
<tr>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>PARK BROCHURE/MAP</td>
<td>___</td>
</tr>
<tr>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>ROADSIDE EXHIBITS</td>
<td>___</td>
</tr>
<tr>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>INTERPRETIVE TRAIL SIGNS</td>
<td>___</td>
</tr>
<tr>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>VISITOR CENTERS/MUSEUMS</td>
<td>___</td>
</tr>
<tr>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>RESTROOMS</td>
<td>___</td>
</tr>
<tr>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>CAMPGROUNDS</td>
<td>___</td>
</tr>
<tr>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>PICNIC AREAS</td>
<td>___</td>
</tr>
<tr>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>CONTACT WITH UNIFORMED PARK STAFF</td>
<td>___</td>
</tr>
<tr>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>OTHER (Please describe:</td>
<td>___</td>
</tr>
</tbody>
</table>

PLEASE GO ON TO NEXT PAGE
14. a) During this visit to the Natchez Trace Parkway, was there anything specific which you and your group wanted to see or do, but were not able to? Please check (✓) one.

___ YES           _____ NO   **GO ON TO QUESTION 15**

b) If yes, what was it?

__________________________________________________________

__________________________________________________________

__________________________________________________________

c) What prevented you from being able to see that feature or do that activity?

__________________________________________________________

__________________________________________________________

__________________________________________________________

15. If you were planning for the future of the Natchez Trace Parkway, what would you propose? Please be specific.

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________
16. Is there anything else you would like to tell us about your visit to the Natchez Trace Parkway?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

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