

**Visitor Services Project**  
**Cowpens National Battlefield**  
**Report Summary**

- This report describes the results of a visitor study at Cowpens National Battlefield (NB) during May 28th through June 4th, 2003. A total of 388 questionnaires were distributed to visitors. Visitors returned 301 questionnaires for a 77.4% response rate.
- This report profiles Cowpens NB visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-five percent of visitor groups were groups of two. Fifty-eight percent of the visitor groups were family groups. Forty-eight percent of visitors were aged 36-60 years and 17% were aged 15 or younger.
- United States visitors were from South Carolina (56%), North Carolina (22%), 38 other states and Washington, D.C. There were not enough international visitors to provide reliable data.
- Two percent of the visitors were of Spanish/Hispanic/Latino ethnicity. Most visitors were of White racial background (98%). America Indian/Alaskan Native, African American, and Asian ethnicities made up four percent of the visitor population.
- Forty-seven percent of visitors reported that this was their first visit to Cowpens NB. Most visitors (87%) spent one to two hours at the battlefield.
- For 52% of visitors, Cowpens was their primary destination. When asked their primary reason for visiting the area, 41% of visitors came for exercise or recreation.
- On this visit, most common activities were visiting the visitor center (55%), walking the interpretive trail (53%) and reading interpretive signs (42%). Forty-two percent of visitors exercised, 34% walked the nature trail, and 29% visited Robert Scruggs House.
- Prior to this visit, visitors most often obtained information about Cowpens NB through living in the local area (64%), previous visits (43%), highway signs (32%) and friends/relatives/word of mouth (30%). Thirteen percent of the visitors received no information before their visit. Most visitors (71%) were aware prior to visiting that Cowpens National Battlefield is a unit of the National Park System.
- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services by the 256 respondents included the restrooms (63%) and loop road drive (61%). The most important service was the restrooms (95% of 151 respondents), and the best quality service was the loop road drive (92% of 140 respondents).
- Parking availability added to (51%) or had no effect (47%) on their visitor experience. Vehicle exhaust generally had no effect (97%) on visitors, and other visitors' pets mainly had no effect (90%) on the respondents' experiences while at Cowpens NB.
- Forty-nine percent of visitors walked, jogged or bicycled the loop road on this visit. Of these, 7% said they had safety concerns, including that it is a remote area, desolate and had obstructions to trip over.
- Most visitor groups (95%) rated the overall quality of visitor services at Cowpens NB as "very good" or "good." No visitor groups rated the overall quality as "poor" or "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863. Or, visit the following website: <http://www.psu.uidaho.edu>