Dear Trail user,

Thank you for participating in this important survey. Our goal is to learn about the expectations, opinions, and interests of visitors to the [Site name] and Potomac Heritage National Scenic Trail. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of people, so your participation is very important. It should only take about 5 to 10 minutes to complete.

We appreciate your help!

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink.
3. Place your completed questionnaire in the drop box provided.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7, to evaluate visitor services managed by Potomac Heritage National Scenic Trail. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.
Question 1a. Prior to this visit, had you ever heard of a network of trails known as the Potomac Heritage National Scenic Trail?

- Yes
- No  ➔ Skip to Question 2

Question 1b. If yes, were you aware that [Site name] is a part of the Potomac Heritage National Scenic Trail?

- Yes
- No  ➔ Skip to Question 2

Question 1c. If you were aware that [Site name] is connected to the Trail network, please tell us how often you visit [Site name] because of that connection, and what influences your decision to visit. Please mark only one.

- I often visit [Site name] because of its connection to the Trail network. Please describe why: __________________________________________________________
- I occasionally visit [Site name] because of its connection to the Trail network. Please describe why: __________________________________________________________
- None of my visits to [Site name] are because its connection to the Trail network.

The Potomac Heritage National Scenic Trail is a diverse network of trails and routes embracing portions of five geographic provinces and two major watersheds. Linking the Potomac and upper Ohio River basins, the Trail network follows the paths explored by George Washington. The Trail network can be used for hiking, bicycling, paddling, and cross-country skiing.

Question 2. If the above information about the Trail network had been available to you prior to this visit, or if you obtained it during your visit to [Site name] today, would you consider using the Trail system? Please mark only one.

- Yes, I may check it out today
- Not today, but I may check it out another time
- No, I am not interested in exploring the Potomac Heritage National Scenic Trail

Question 3. Prior to visiting an area such as [Site name], how would you most likely obtain information to help plan your visit? Please mark all that apply.

- Ask friends/relatives (word of mouth)
- Conduct an Internet search (Google, etc.)
- Use maps/brochures
- Read newspaper/magazine articles/announcements
- Rely on personal experience
- Use social/portable media, such as Facebook, Twitter, apps, etc. Which one(s)? __________________________________________________________
- Other (Please specify): __________________________________________________________
Question 4. Do you use any of the following social media/online networking? Please mark all that apply.

- [ ] None  ➤ Skip to Question 5
- [ ] Facebook  [ ] Twitter  [ ] YouTube  [ ] Tumblr
- [ ] Flickr  [ ] Foursquare  [ ] Instagram  [ ] Blogging
- [ ] Pinterest  [ ] Other (please specify) ________________________________________

Question 5. How do you use social media/online networking to plan for your recreational travel and activities? Please mark all that apply.

- [ ] I don’t use social media for this purpose  ➤ Skip to Question 6a
- [ ] Look for special events/announcements  [ ] Check out tourist amenities/facilities
- [ ] Check accessibility (weather, road condition, etc.)  [ ] Check out sales/promotions
- [ ] Other  ➤ Please specify ____________________________________________________

Question 6a. If information about the Trail network were available through social media/online networking would you be interested in subscribing/following?

- [ ] Yes  [ ] No  ➤ Skip to Question 7

Question 6b. If Yes, what type of information about the Trail network would you like to see posted? Please be specific.

______________________________________________________________

Question 7. Please provide the following information about yourself.

a) Your gender:  [ ] Male  [ ] Female

b) Your current age: _____ years

c) Your U.S. ZIP code or name of country if other than U.S. ________________________

Question 8. Who are you with on today’s visit to [Site name]? Please mark only one.

- [ ] Family  [ ] Friends  [ ] Friends and family
- [ ] Alone  [ ] Other (please specify) ________________________________________
Question 9. What is your race or origin? *Please mark all that apply.*

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic, Latino, or Spanish origin
- Native Hawaiian or other Pacific Islander
- White

Question 10. Including this visit, how many times have you visited [Site name]? *Please mark only one.*

- Once
- 2-5 times
- 6-10 times
- 11 times or more

Question 11. Which activities are the main reasons that you came to [Site name] today? *Please mark all that apply.*

- Exercising
- Outing with family/friends
- Studying/learning about history
- Studying/learning about nature
- Other (please specify) ____________________________

Question 12. YOUR CUSTOM QUESTION HERE, if your site is able to supply financial support or employees/volunteers to help distribute questionnaires.

Question 13. Is there anything else you would like to tell us about your visit to _____(site)______?

Thank you for your time!