



National Park Service
U.S. Department of the Interior

Visitor Services Project



Cowpens National Battlefield Visitor Study

Spring 2003

Report 142

 **University of Idaho**
Park Studies Unit



**National Park Service
U.S. Department of the Interior**

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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%). American 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>

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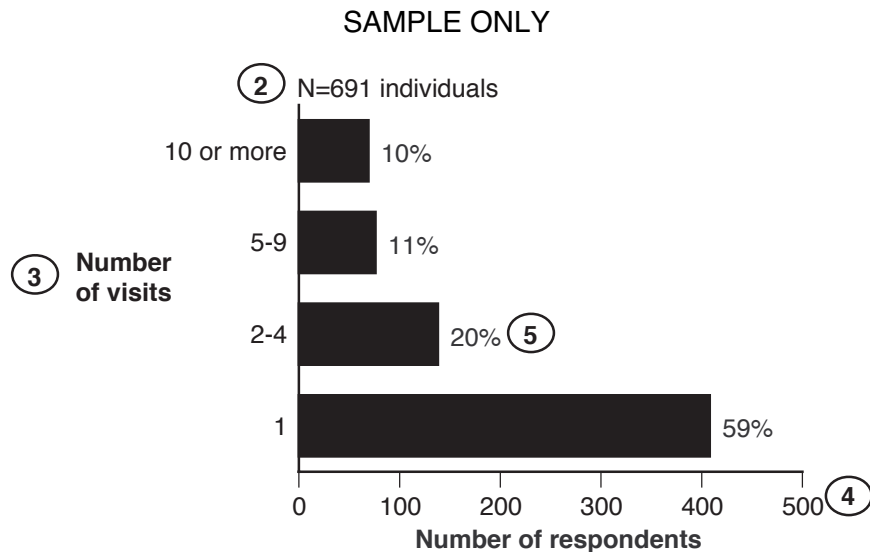
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INTRODUCTION

This report describes the results of a study of visitors at Cowpens National Battlefield, also referred to as "Cowpens NB." This visitor study was conducted May 28-June 4, 2002 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① **Figure 4: Number of visits**

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. Some of the questions were comparable with VSP studies conducted at other parks. Other questions were customized for Cowpens NB.

Interviews were conducted with, and 388 questionnaires were distributed to a sample of visitors who arrived at Cowpens NB during the period from May 28-June 4, 2003. Visitors were sampled at the entrance of the battlefield.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes was used to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then asked for their names, addresses and telephone numbers in order to mail them a reminder-thank you postcard. Visitor groups were given a questionnaire, asked to complete it during or after their visit and then return it by mail. The questionnaire was pre-addressed and postage paid.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency Distribution and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Sampling size, missing data and reporting items

This study collected information on visitor groups and individuals. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 288 visitor groups, Figure 5 presents data for 669 individuals. A note above each graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Cowpens NB visitors returned 289 questionnaires, Figure 1 shows data for only 288 respondents.

Questions answered incorrectly due to carelessness, misunderstood directions, and so forth, turn up in the data as reporting errors. These create small inconsistencies in the data.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns to the park during the study period, May 28-June 4, 2003. The results do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

Special conditions

Weather conditions during the visitor study were split between rainy, cloudy and sunny days at Cowpens NB for the duration of the study. The region had an unseasonable amount of rain for the spring and early summer, however, the temperatures were typical for this location during May 28 through June 4, 2003.

RESULTS

Visitors contacted

At Cowpens NB, 457 visitor groups were contacted, 388 of these groups (85%) accepted questionnaires. Questionnaires were completed and returned by 301 visitor groups, resulting in a 77.4% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	378	48.4	294	49.0
Group size	386	2.3	288	3.5

Demographics

Figure 1 shows visitor group sizes, which ranged from 1-50 people. Forty-five percent of visitor groups consisted of two people, while another 22% consisted of three or four people. Twenty-four percent were alone.

Fifty-eight percent of visitor groups were made up of family members, 26% were traveling alone, and 10% were with friends (see Figure 2). "Other" group types included those traveling with workshop participants, school group, spouse, and pet. Less than one percent of visitors were with guided tour groups (see Figure 3) and one percent were with a school/educational group (see Figure 4).

Forty-eight percent of the visitors were ages 36-60 years, and 17% were 15 years or younger (see Figure 5).

Ten percent of visitors were with a group member who had disabilities/ impairments that limited their ability to visit Cowpens NB (see Figure 6). The most common disabilities/impairments included mobility (82%), hearing (21%) and visual (14%), as shown in Figure 7. Twenty-two percent of disabled visitors encountered access problems on this visit to the park (see Figure 8 with caution). The problems

Demographics (continued)

included being unable to walk, needing more benches, and the trail surface being muddy, and/or graveled.

Two percent of the visitors were of Spanish/Hispanic/Latino ethnicity (see Figure 9). Most respondents (98%) were of White racial background, while smaller proportions were of other racial backgrounds (see Figure 10).

Visitor groups were asked how many times each member in the group had visited Cowpens NB in the past 12 months. Forty-seven percent of visitors reported that this was their first visit to Cowpens NB in the past 12 months (see Figure 11).

There were not enough international visitors to provide reliable data (see Table 2). The largest proportions of United States visitors were from South Carolina (56%), North Carolina (21%) and Georgia (4%). Smaller proportions of U.S. visitors came from another 24 states (see Map 1 and Table 3).

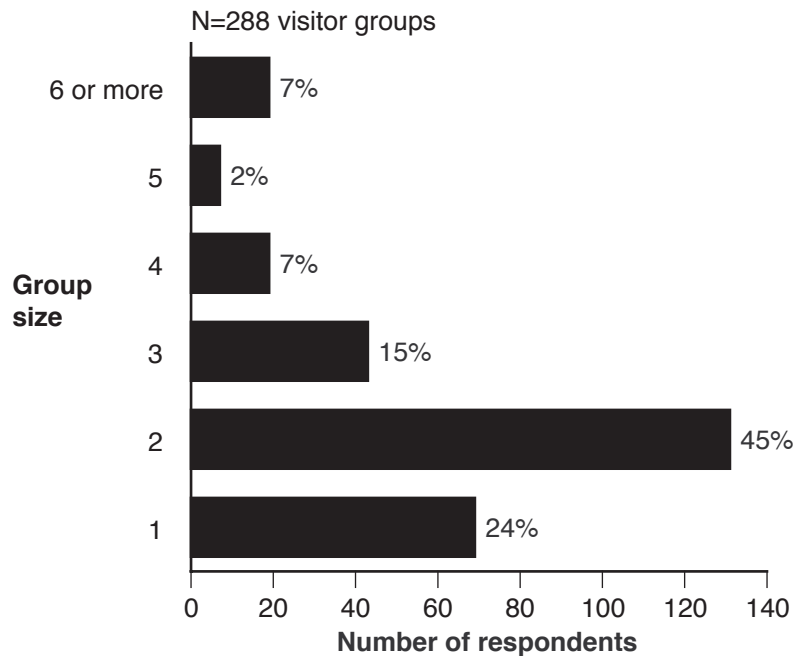


Figure 1: Visitor group sizes

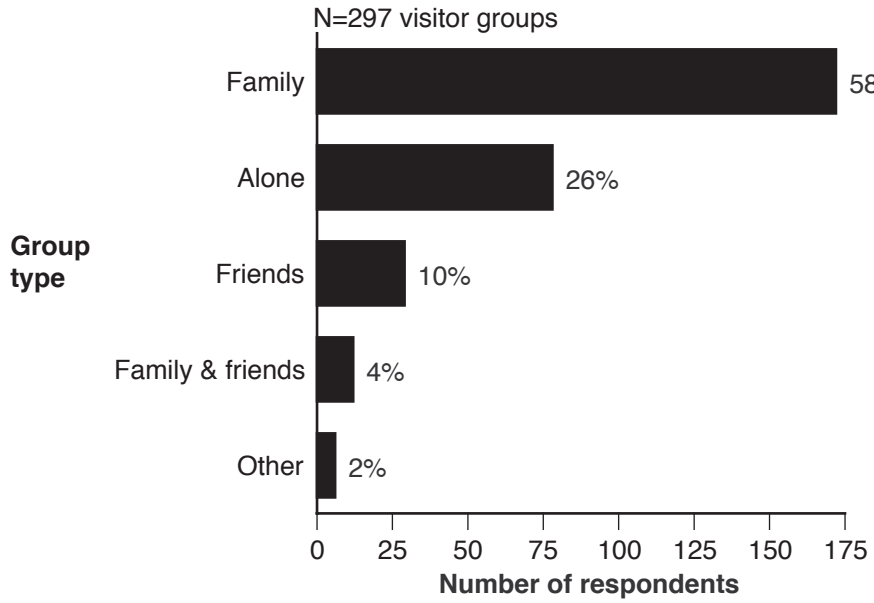


Figure 2: Visitor group types

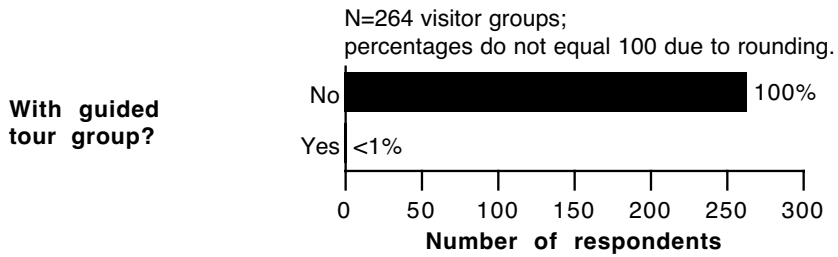


Figure 3: Visitors with a guided tour group

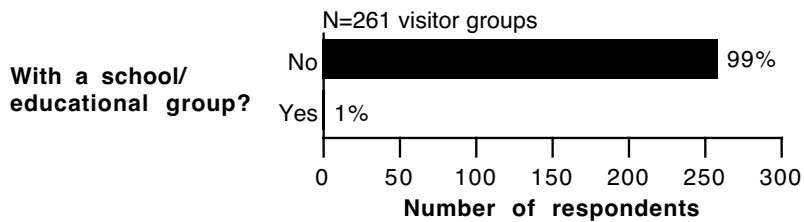


Figure 4: Visitors with a school/educational group

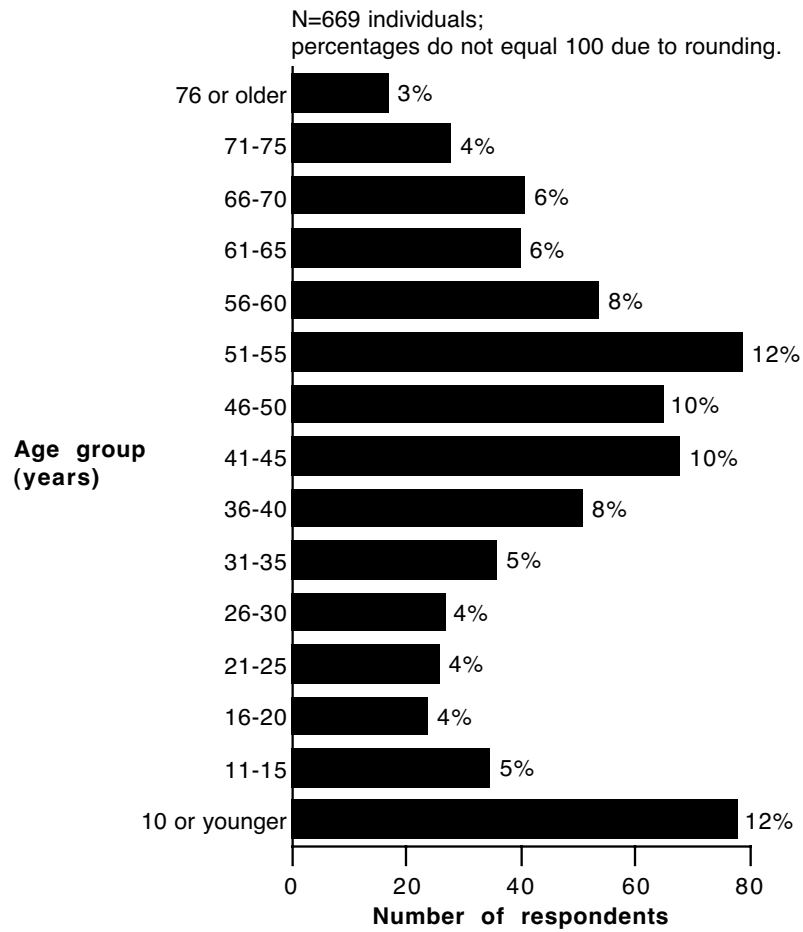


Figure 5: Visitor ages

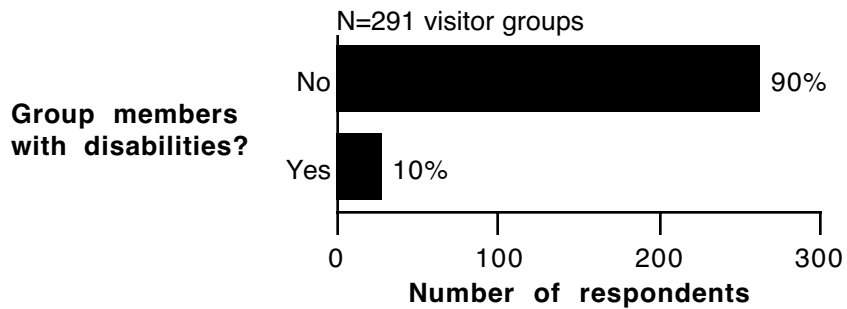


Figure 6: Visitor groups with disabilities/impairments that limited ability to visit Cowpens NB

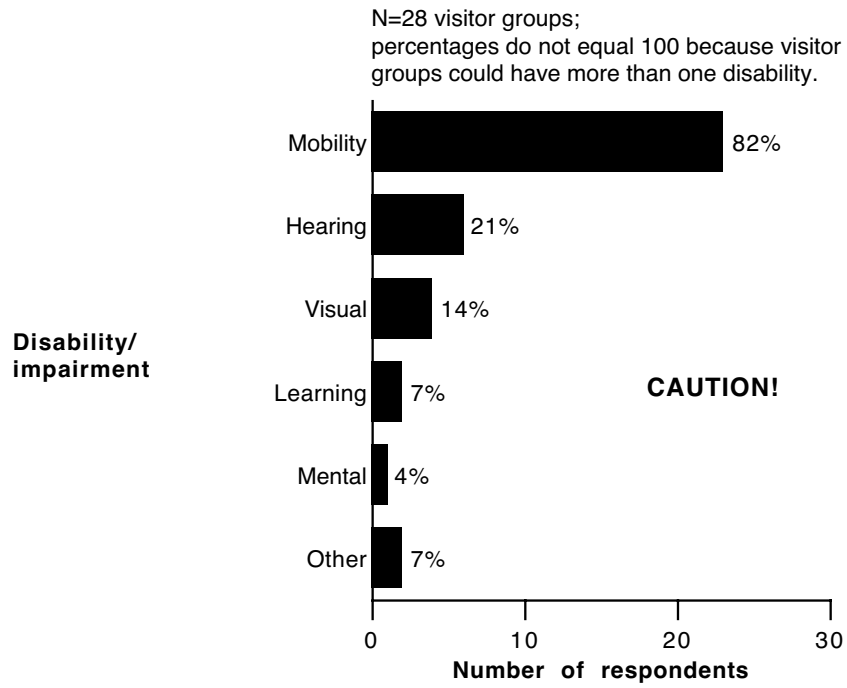


Figure 7: Types of visitor disabilities

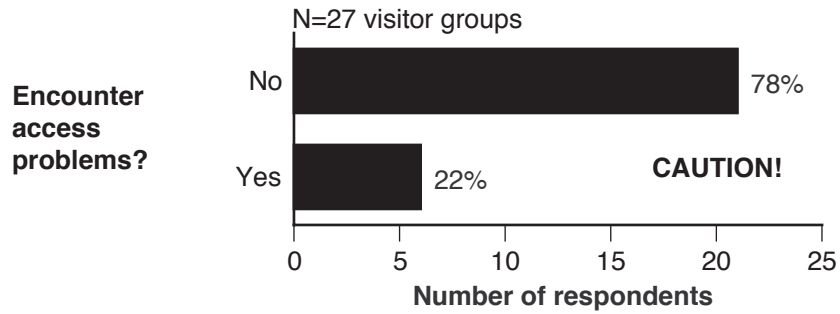


Figure 8: Encounter disability access problems at park?

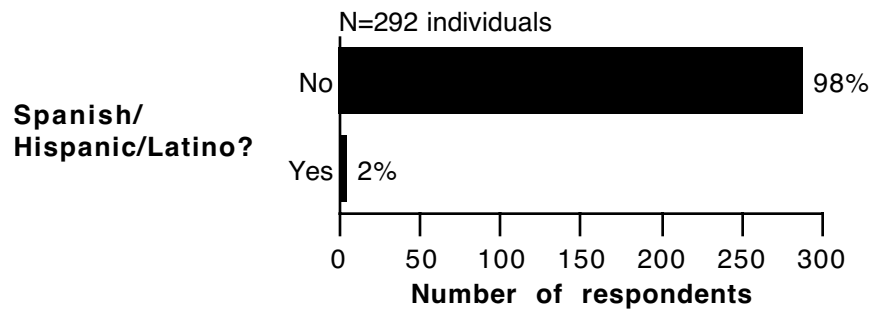


Figure 9: Visitors of Spanish, Hispanic or Latino ethnicity

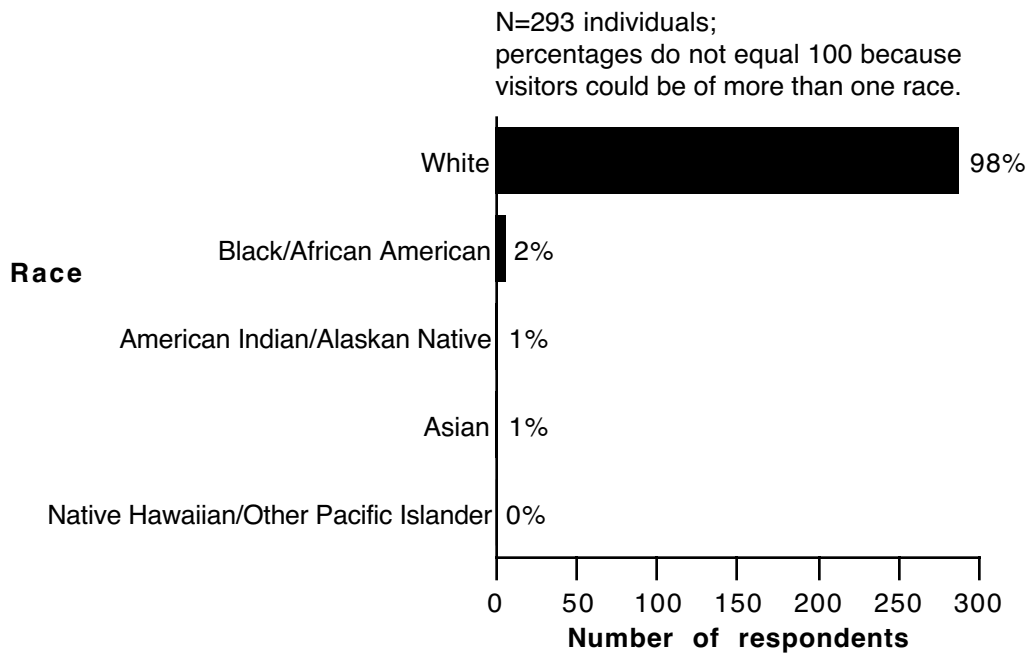


Figure 10: Visitor race

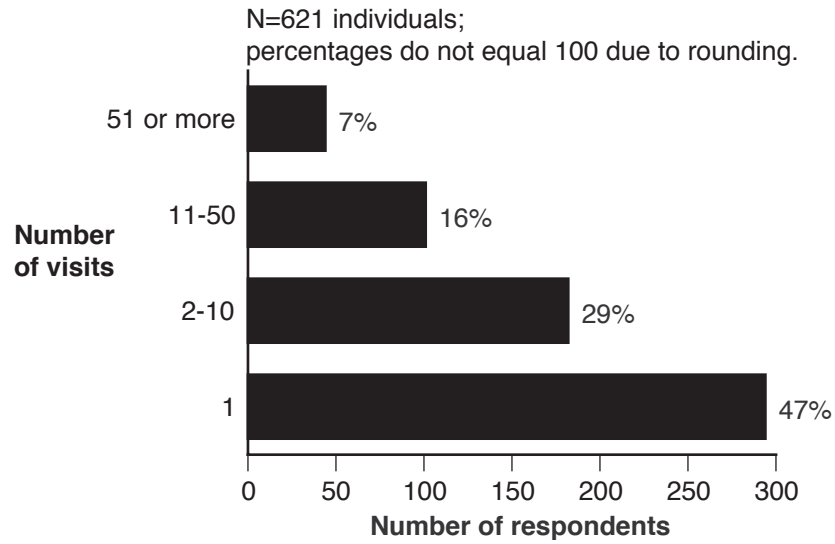
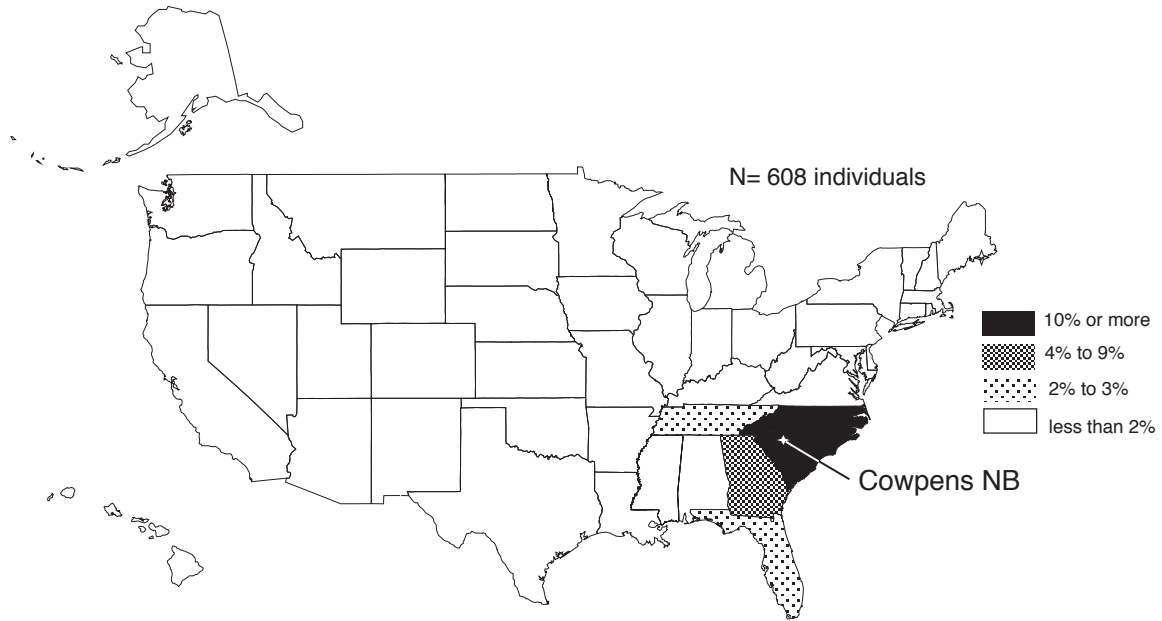


Figure 11: Number of visits in past 12 months (including this visit)

Table 2: International visitors by country of residence
percentages do not equal 100 due to rounding.

CAUTION!

Country	Number of individuals N=2 individuals	Percent of international visitors N=965 individuals	Percent of total
England	1	50	<1
Switzerland	1	50	<1



Map 1: Proportion of United States visitors by state of residence

Table 3: United States visitors by state of residence

State	Number of individuals	Percent of U.S. visitors N=608 individuals	Percent of total visitors N= 610 individuals
South Carolina	339	56	55
North Carolina	132	22	22
Georgia	25	4	4
Florida	20	3	3
Tennessee	17	3	3
California	9	1	1
Texas	9	1	1
Alabama	6	1	1
Virginia	6	1	1
Illinois	5	1	1
Ohio	5	1	1
New York	4	1	1
Pennsylvania	4	1	1
14 other states	26	4	4

Length of visit

Visitor groups were asked how long they spent visiting Cowpens NB on this trip. Most visitor groups (87%) responded that they spent between one and two hours (see Figure 12). Twelve percent reported staying three or more hours.

Visitors were asked if they visited the battlefield on more than one day. Sixteen percent visited on more than one day, and 84% said that they did not (see Figure 13). Of those who visited on more than one day, 41% of respondents visited on two or three days (see Figure 14).

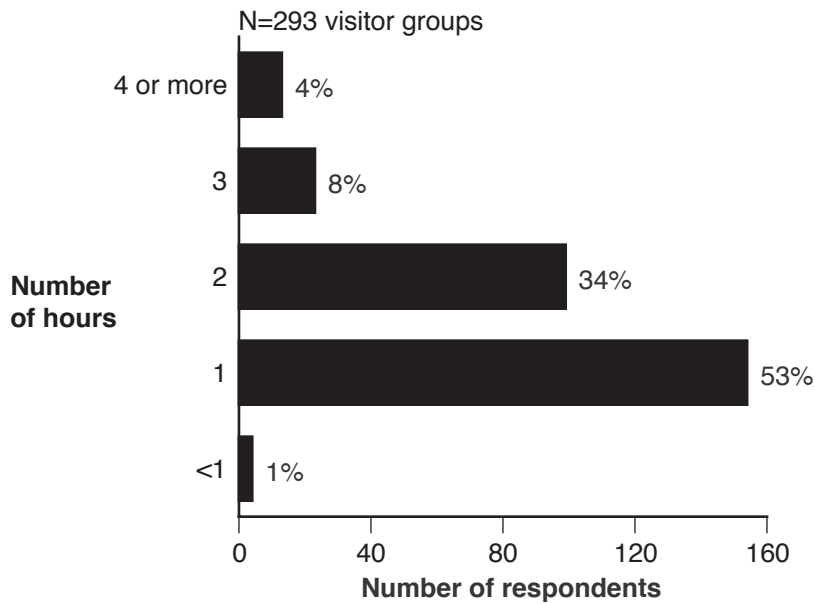


Figure 12: Hours spent at Cowpens NB on this visit

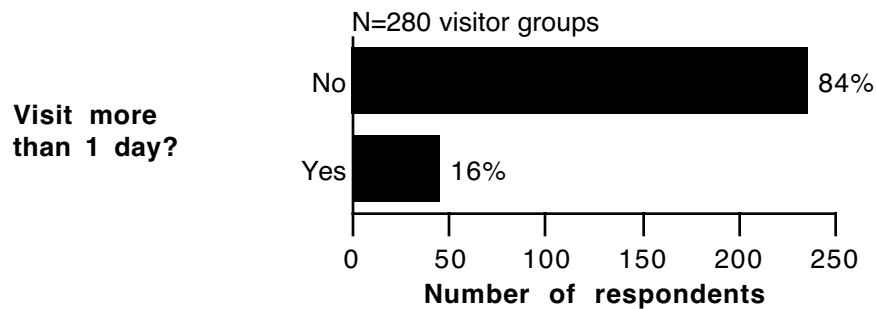


Figure 13: Visitors who visited Cowpens NB on more than one day

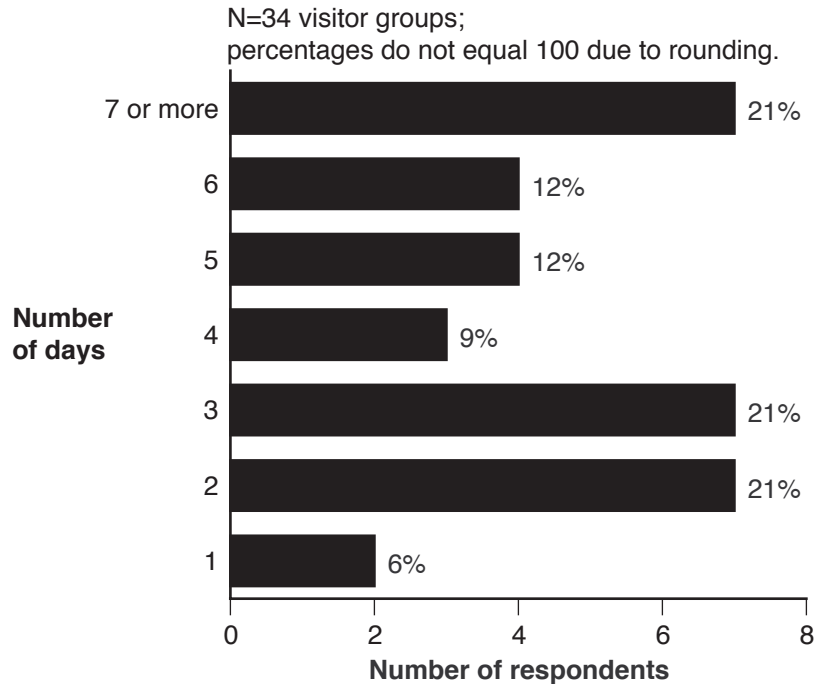


Figure 14: Days spent at Cowpens NB on this visit by visitors who visited on more than one day

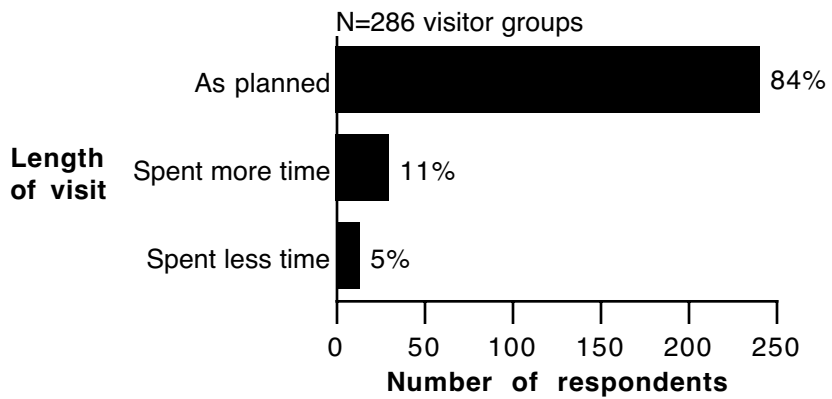


Figure 15: Length of visit compared to planned length of visit

Decision to visit/sources of information

Visitors were asked when they decided to visit Cowpens NB. They most often said one year ago or more (34%), less than one month ago (31%) or after seeing highway signs (28%), as shown in Figure 16.

Visitor groups were asked to indicate the sources from which they had received information about Cowpens NB prior to their visit. Thirteen percent of visitor groups received no information prior to their visit. Of those groups who received information, the most common sources were living in local area (64%), previous visits (43%) and highway signs (32%), as shown in Figure 17. "Other" sources of information used by visitors were from a previous school field trip, reading about it, and covering events at Cowpens NB for newspaper.

Most visitors (90%) received the information they needed to plan their visit, however 10% either did not or were "not sure" (see Figure 18). The additional information that was needed prior to their visit included more description about the American Revolutionary War in which the battle took place.

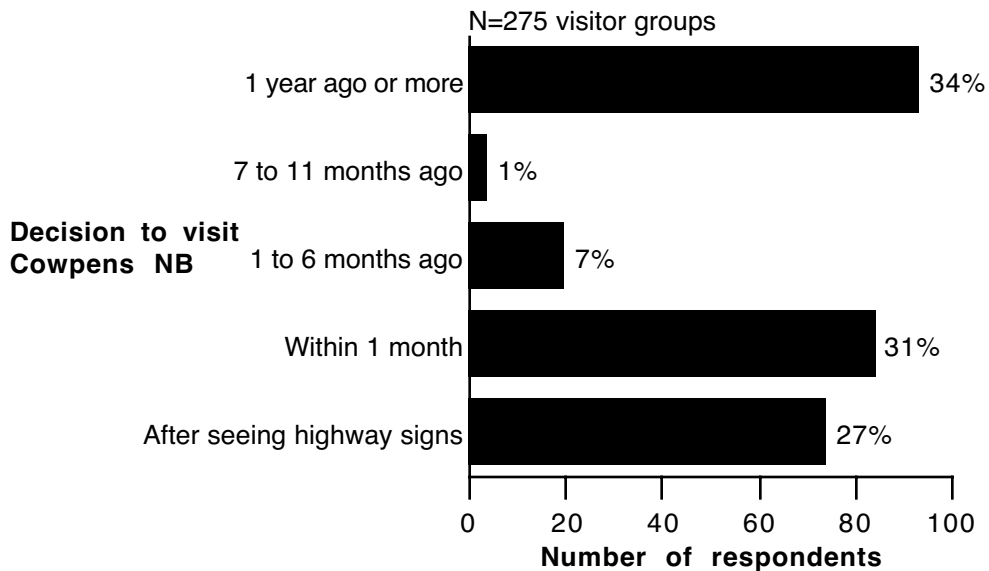


Figure 16: Timing of decision to visit Cowpens NB

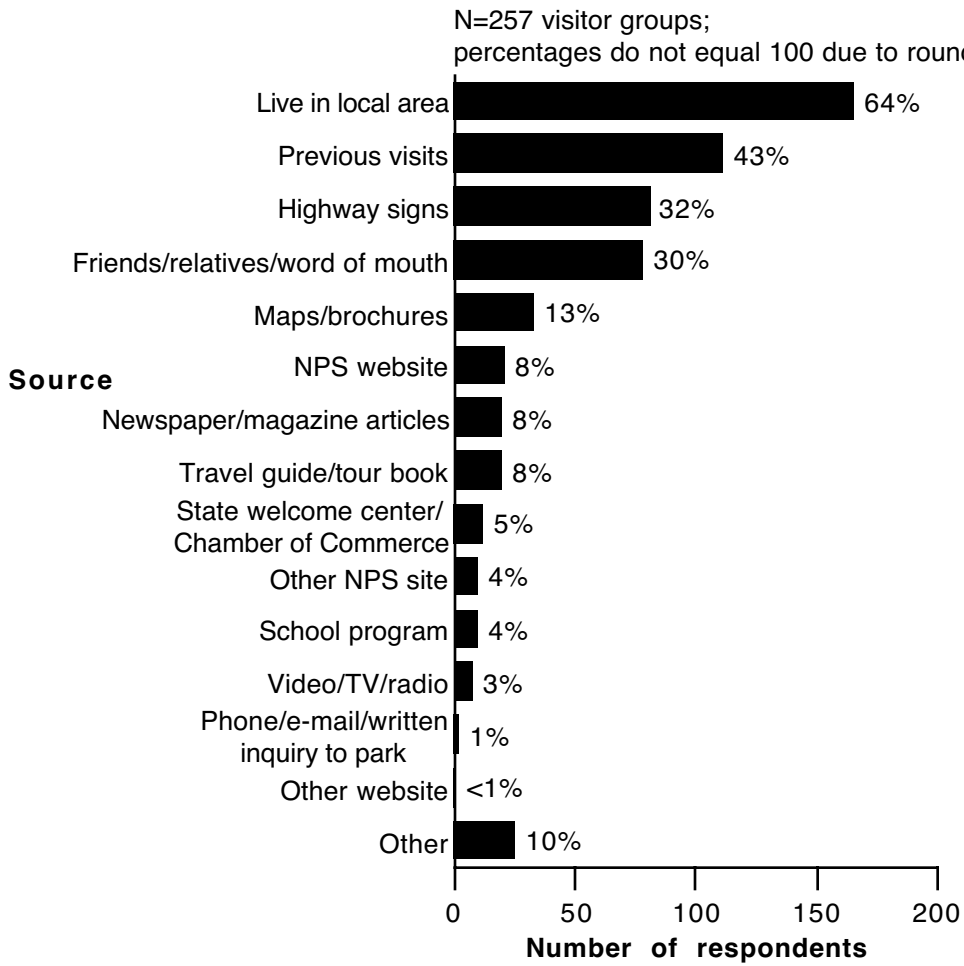


Figure 17: Sources of information used by visitors prior to this visit

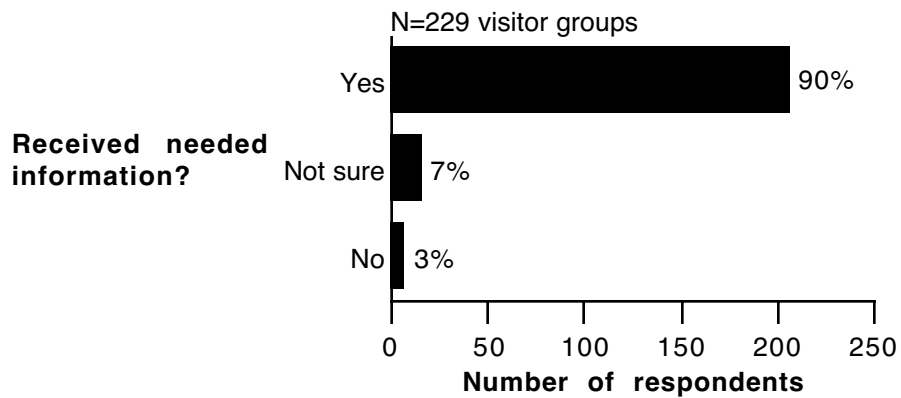


Figure 18: Receive needed information?

Awareness that battlefield is a unit of National Park System

When visitors were asked if they were aware that Cowpens existed prior to their visit, 90% responded “yes” and 10% responded “no” (see Figure 19).

Visitor groups were also asked: “Prior to this visit, were you aware that Cowpens NB is a unit of the National Park System?” Most visitors (71%) were aware that Cowpens NB is a unit of the National Park System (see Figure 20). Twenty-seven percent were not aware and another 2% were “not sure.”

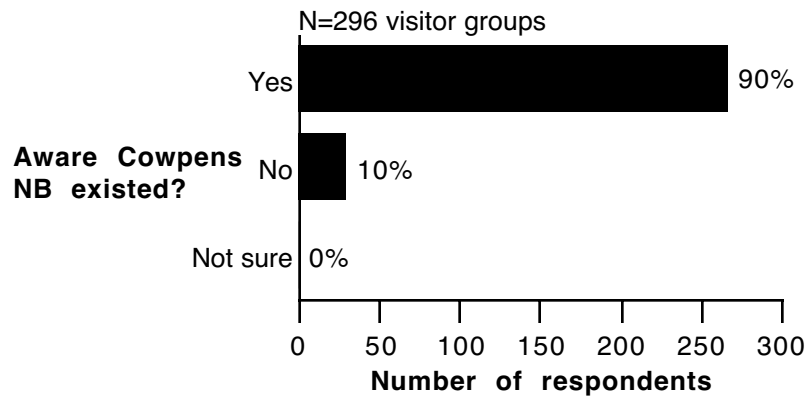


Figure 19: Visitor awareness that Cowpens NB existed

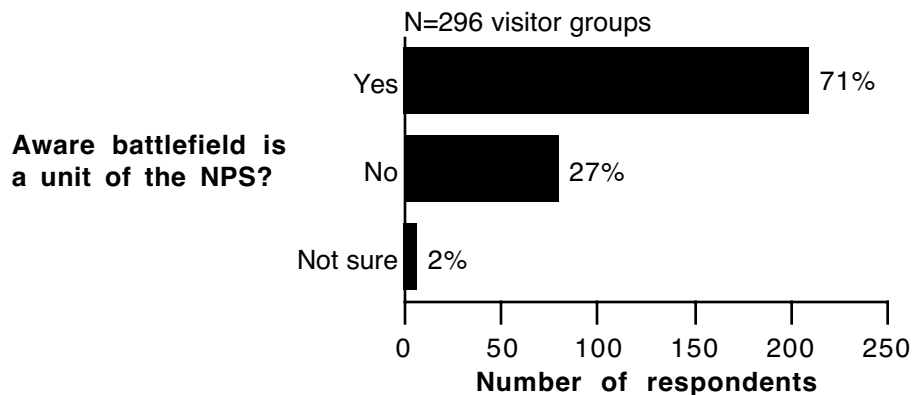


Figure 20: Visitor awareness that battlefield is managed by the National Park Service

Role of Cowpens NB in visitor travel plans

Visitor groups were asked how Cowpens NB fit into their travel plans on this visit. The largest proportion of visitor groups (52%) reported that Cowpens NB was their primary destination, as shown in Figure 21. Twenty-nine percent said that the battlefield was "not a planned destination," and another 19% said that it was "one of several destinations."

Visitors were also asked their primary reason for visiting Cowpens NB area. Forty-one percent of responded that exercise/recreation was their primary reason, followed by 24% to visit Cowpens NB. Nineteen percent of visitors were just driving through the area (see Figure 22).

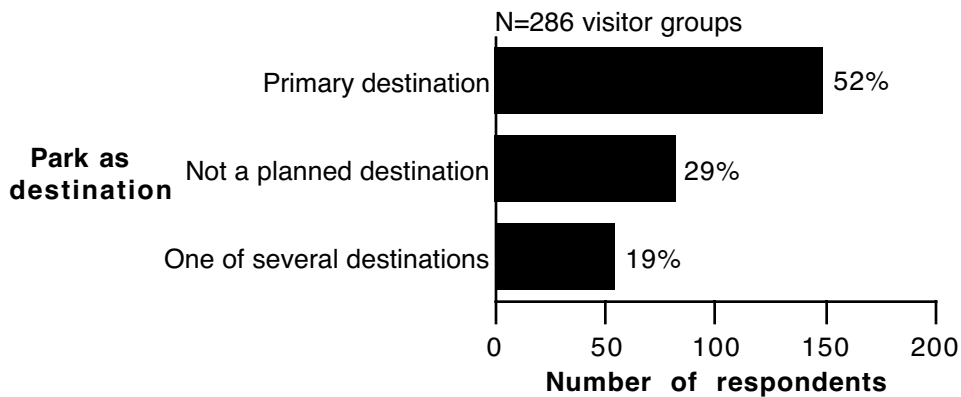


Figure 21: Cowpens NB as part of travel plans

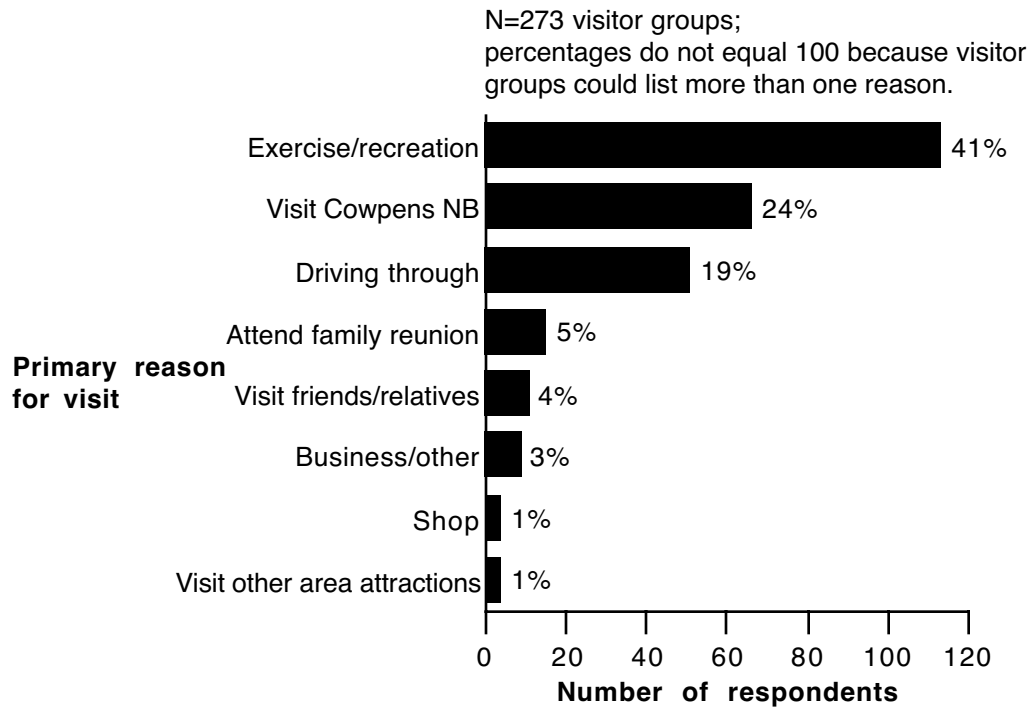


Figure 22: Primary reason for visiting Cowpens NB area

Activities

Visitor groups were asked to list the activities in which they participated at Cowpens NB on this and previous visits. On this trip, the most common activities were visiting the visitor center (55%), walking the interpretive trail (53%), reading interpretive signs (42%) and exercising (42%), as shown in Figure 23. The least common activities were horseback riding and the Junior Ranger Program (each 1%) "Other" activities included driving through, attending family reunions, watching the movie, and learning about history.

On past visits, the most common activities were seeing the visitor center (78%), visiting the Scruggs House (75%), and walking the interpretive trail (74%), as shown in Figure 24. "Other" responses included using the pavilion, attending birthday parties, family reunions and watching the movie.

Respondents were asked to list the three most important activities on their visit to Cowpens NB. Visitors' most important activities included getting exercise (27%), visiting the visitor center (22%), walking the nature trail (14%) and walking the interpretive trail (13%), as shown in Figure 25. The second most important activities included walking the nature trail (17%), walking the interpretive trail (16%) and visiting the visitor center (15%), as shown in Figure 26. The third most important activity responses consisted of reading signs (25%), walking the interpretive trail (14%), nature study (12%) and walking the nature trail (12%), as shown in Figure 27.

Visitors were then asked "if you did not go inside Cowpens NB Visitor Center on this visit, is there anything that would have encouraged you to go inside?" Comments from 32% of the respondents (95 groups) included that the visitor center should have longer hours, more artifacts on display, living history with appropriate costumes, upgraded and periodically changed exhibits, and free food and drinks.

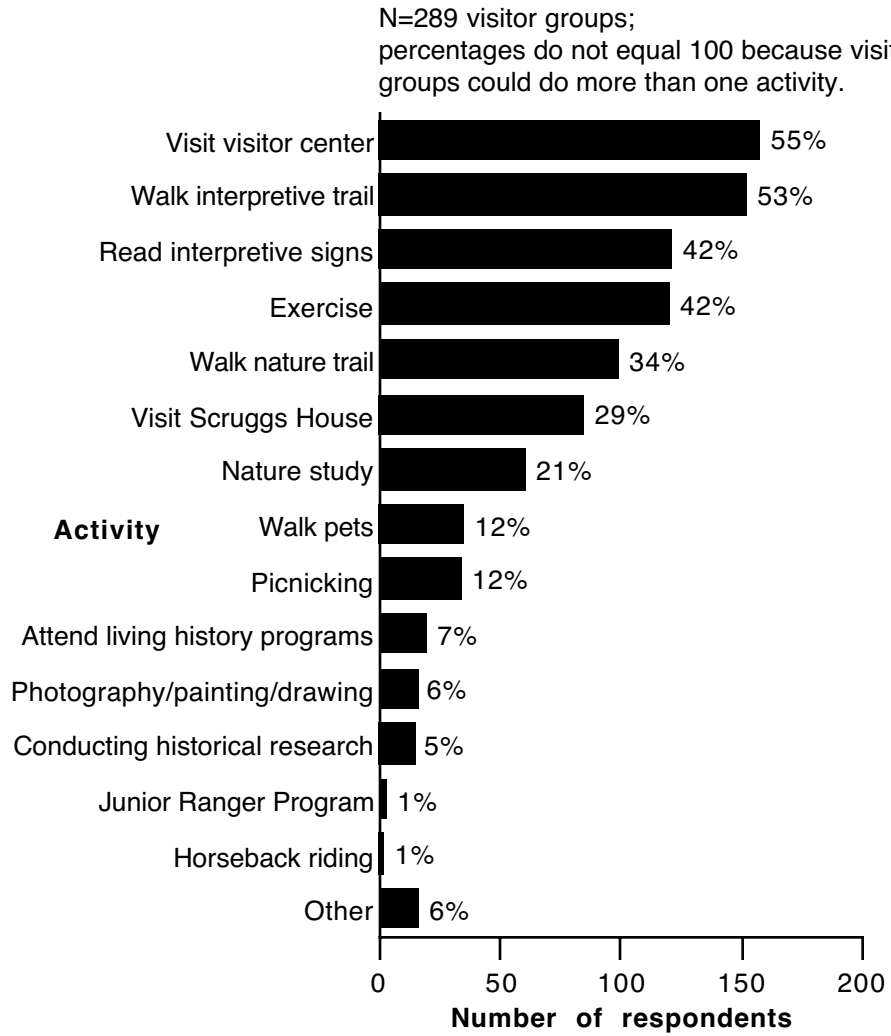


Figure 23: Visitor activities on this visit

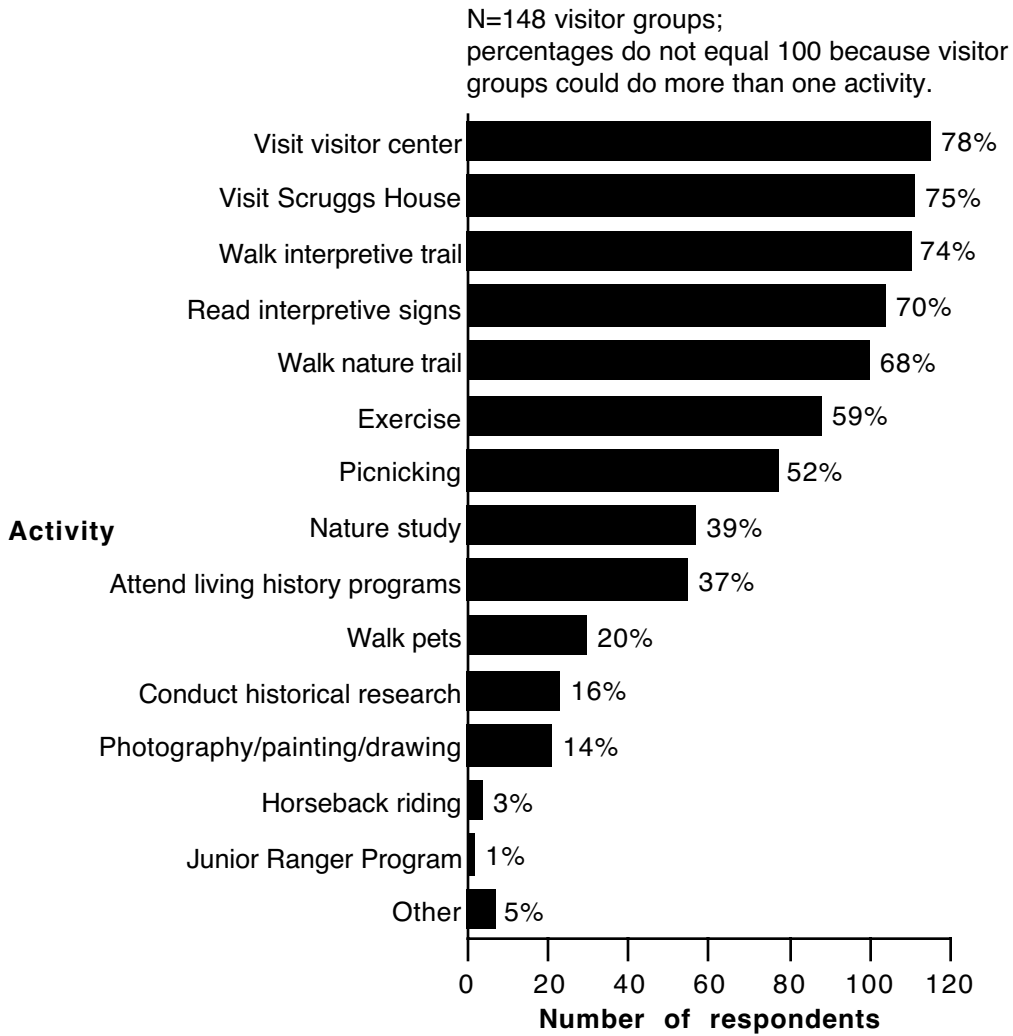


Figure 24: Visitor activities on past visits

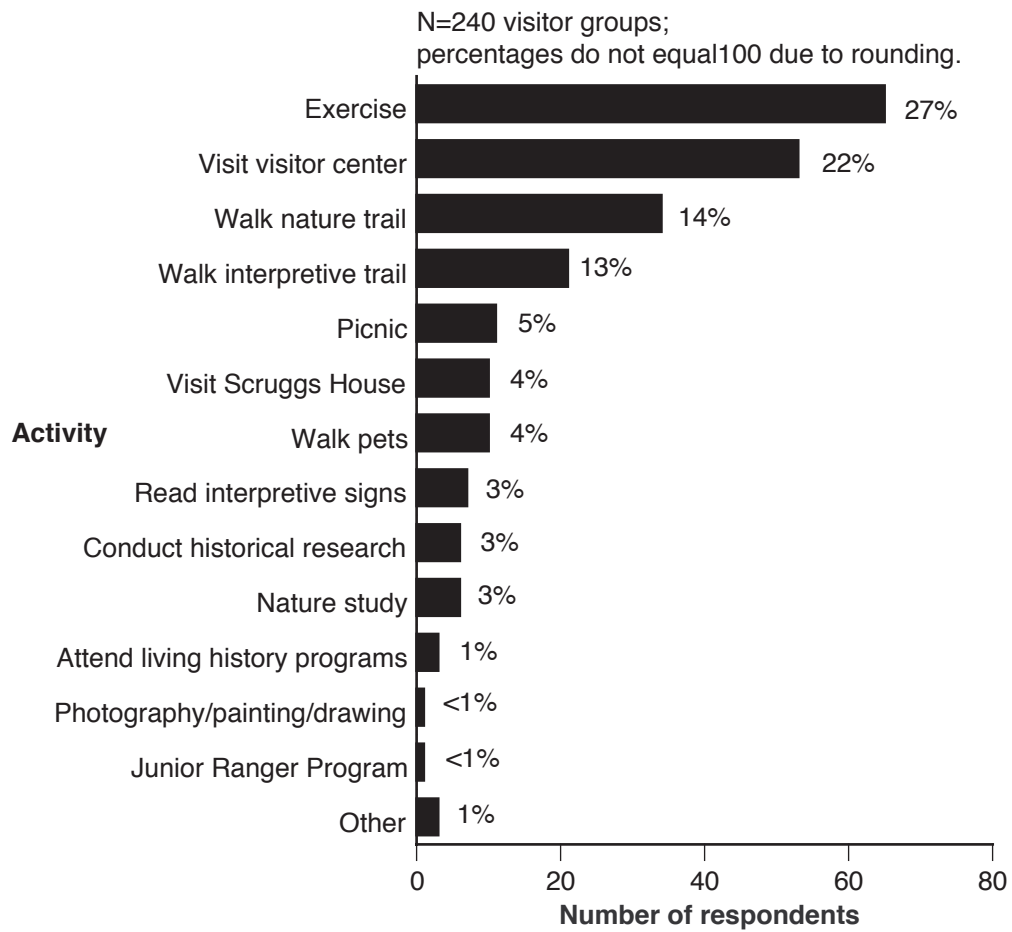


Figure 25: The most important activity

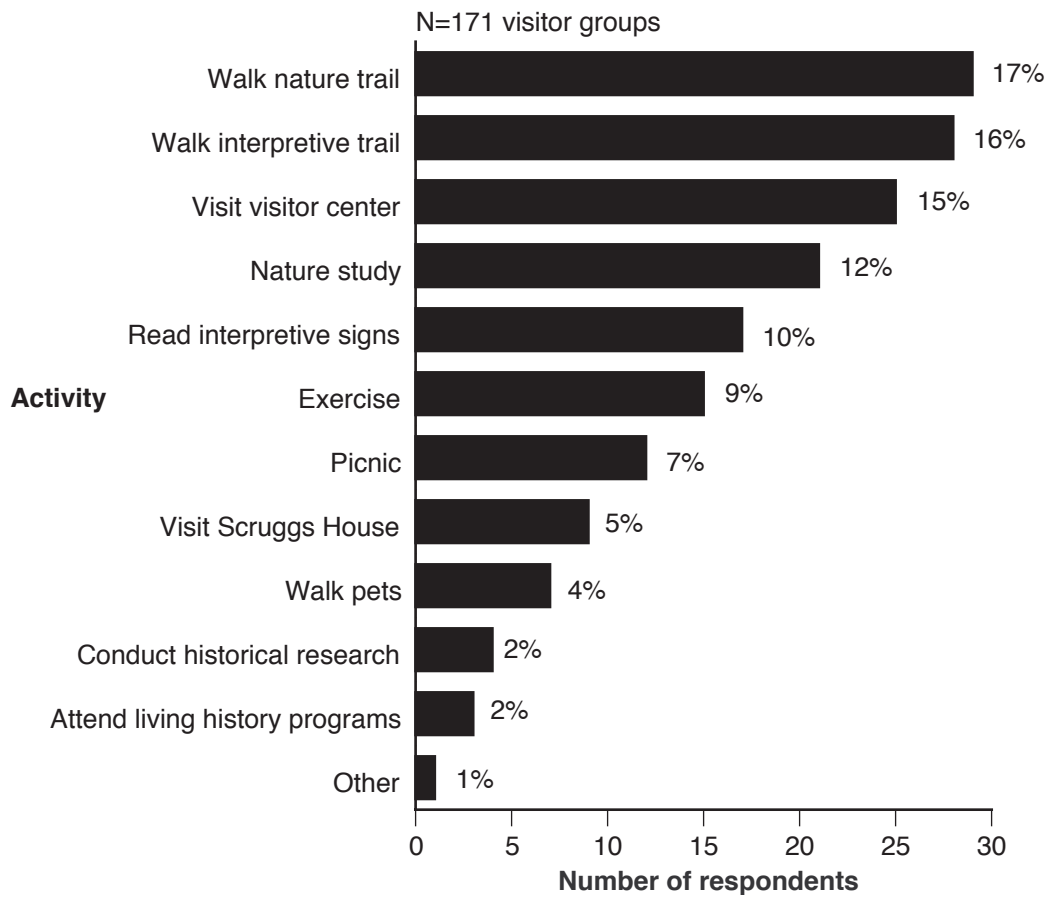


Figure 26: The second most important activity

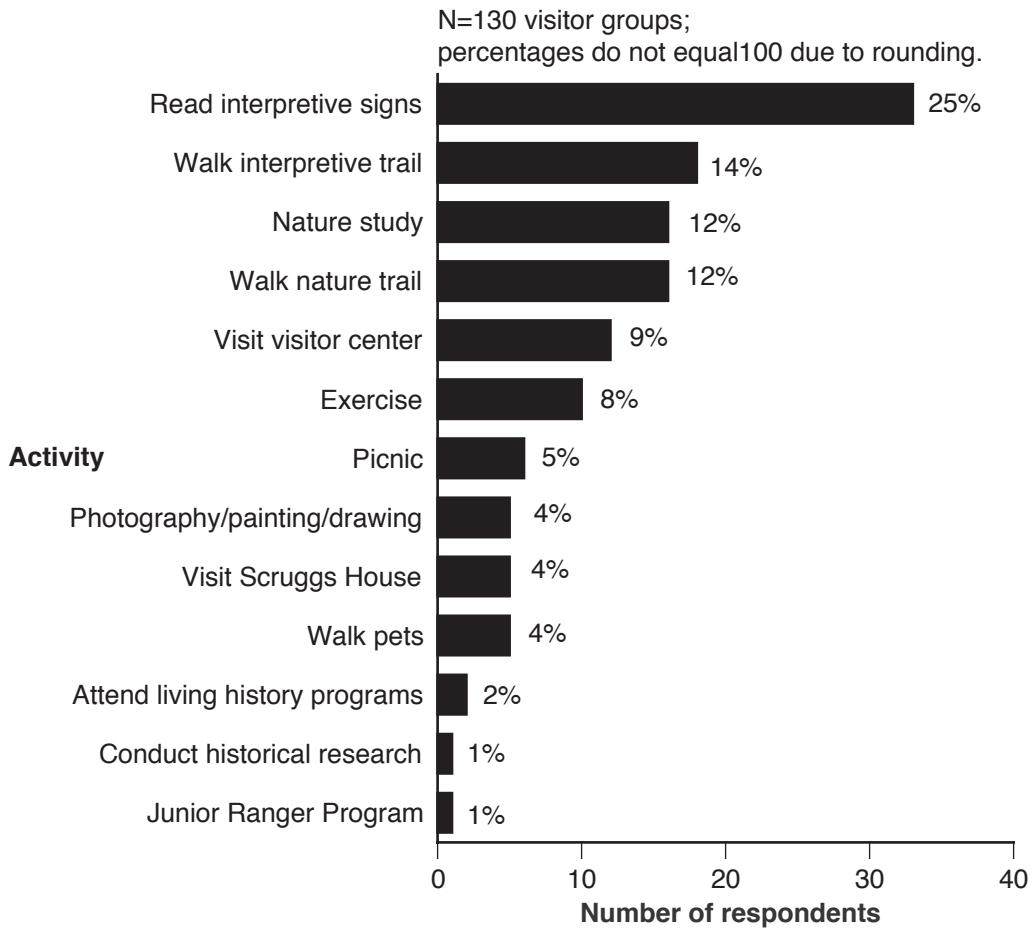


Figure 27: The third most important activity

Roads traveled to arrive at park/adequacy of signage

Visitor groups were asked what highways and interstates they used to access Cowpens NB. Thirty-four percent used SC 11 from west, 28% traveled SC 11 from east, 20% traveled US 221, and 18% traveled SC 110 to arrive at Cowpens NB (see Figure 28).

Visitors were also asked to rate the adequacy of signs directing them to Cowpens NB on the interstates, state highways, and in communities. Sixty-seven percent of visitors felt that the signs on the interstates were adequate, while 6% thought that they were not (see Figure 29). Twenty-seven percent were “not sure” if the signs were adequate. Most visitor groups (88%) felt that the signs on state highways were adequate in directing them. Six percent felt that they were not and 7% were “not sure” (see Figure 30). Most visitors (81%) felt that the signs in local communities were adequate, but 5% felt that they were not adequate in directing them to Cowpens NB (see Figure 31). Another 14% of visitor groups were “not sure.”

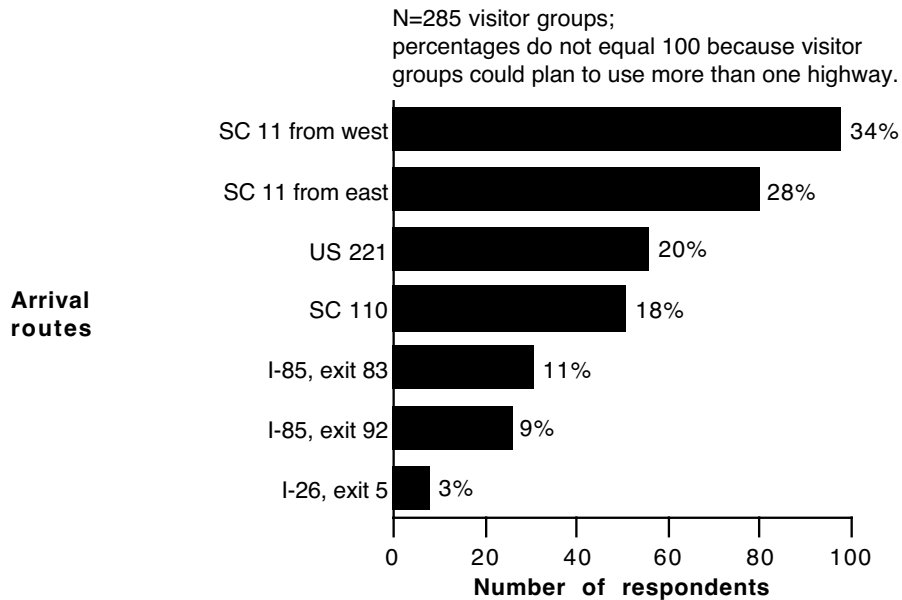


Figure 28: Interstates/highways used to arrive at Cowpens NB

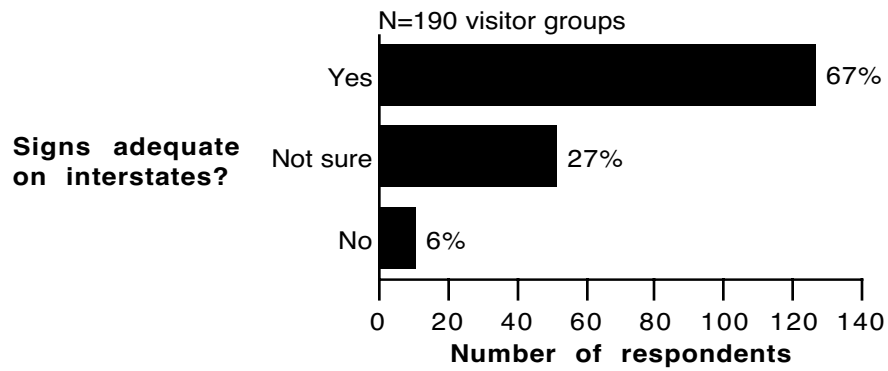


Figure 29: Adequacy of directional signs on interstates

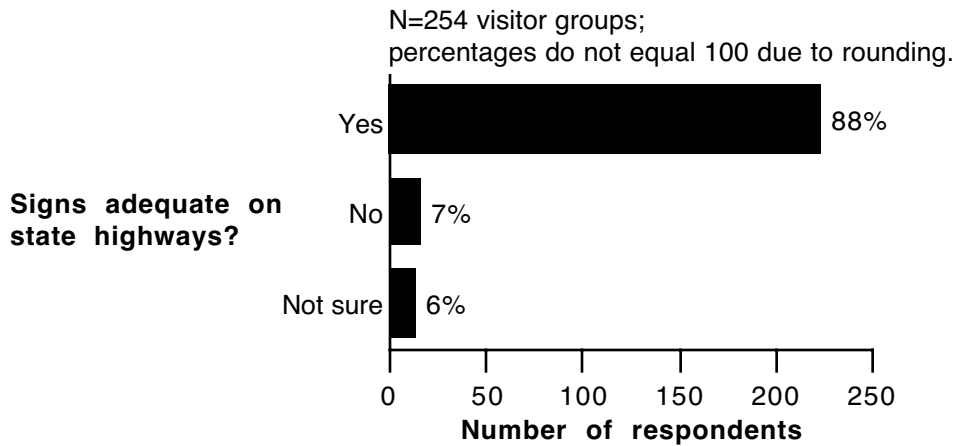


Figure 30: Adequacy of directional signs on state highways

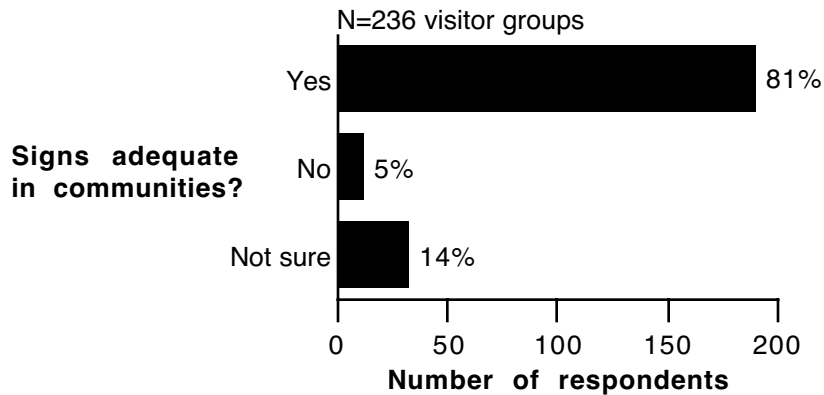


Figure 31: Adequacy of directional signs in communities

Importance of protecting cultural and natural resources

Visitors were asked, "It is the National Park Service's responsibility to protect Cowpens National Battlefield's cultural and natural resources while at the same time providing for public enjoyment. How important are the following programs/resources/qualities in the park to you?" Visitors rated the importance of seven programs/resources/qualities. The programs/resources/qualities receiving the highest "extremely important" and "very important" were historical landscapes (88%), living history/special events (74%), museum exhibits (72%), and wildlife (70%), as shown in Figures 32-38.

Figure 39 shows the combined "extremely important" and "very important" ratings for all programs/resources/qualities.

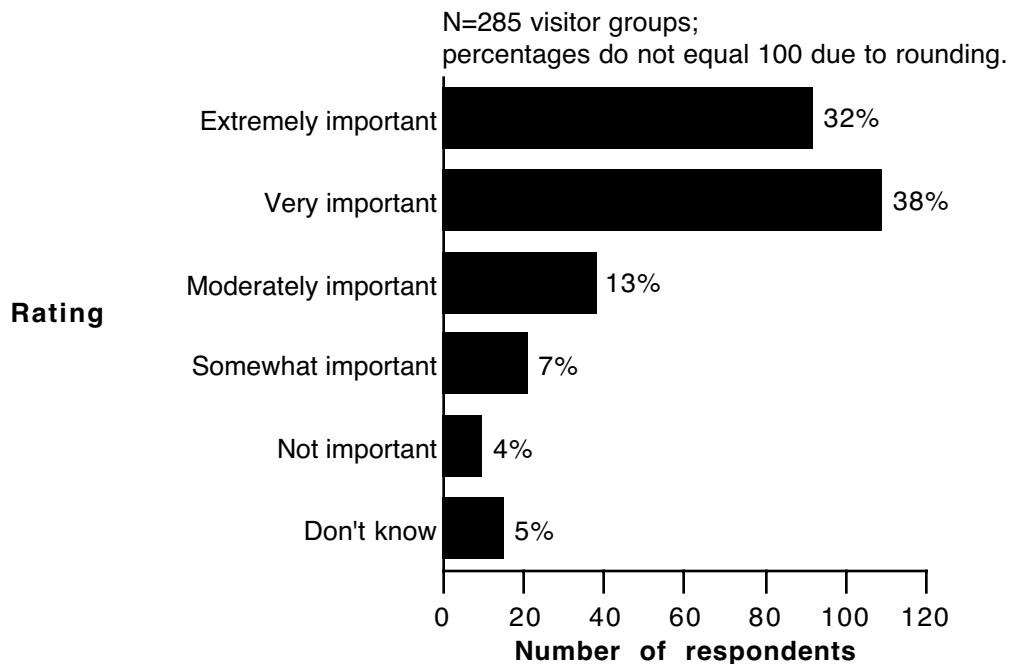


Figure 32: Importance of interpretive/informational programs

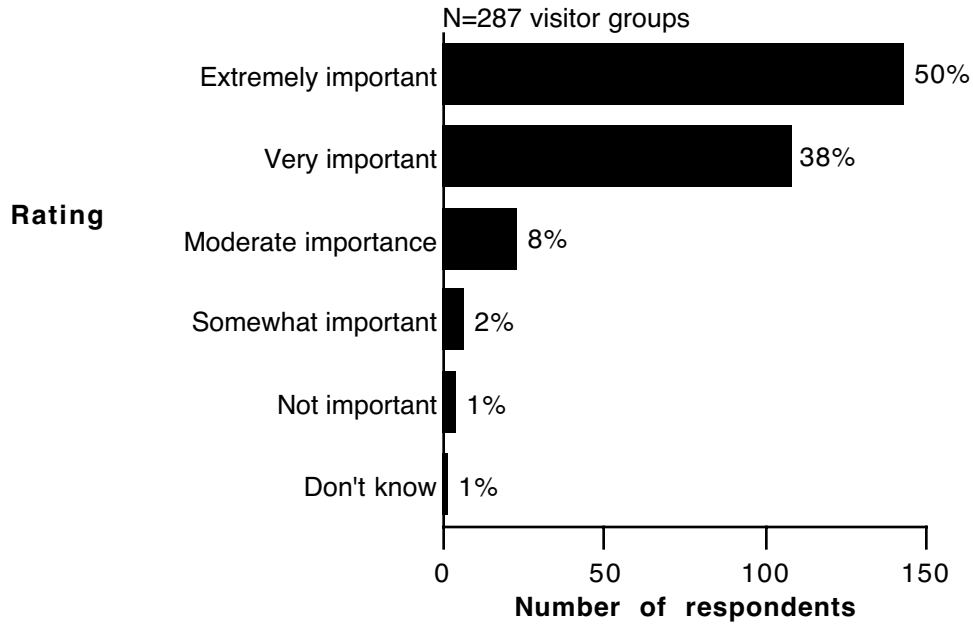


Figure 33: Importance of historic landscapes

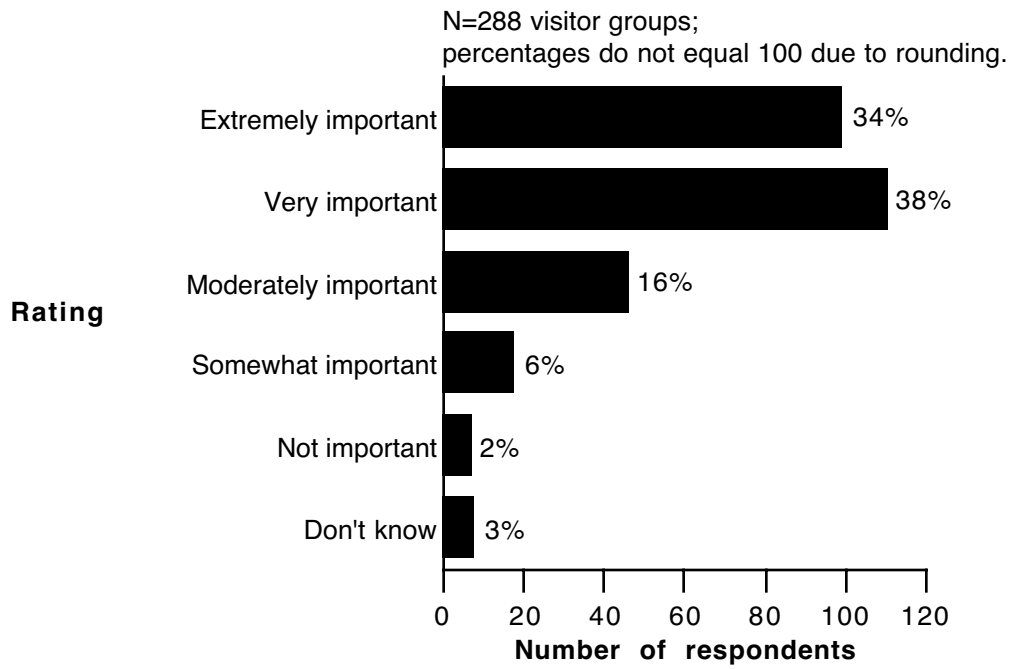


Figure 34: Importance of museum exhibits

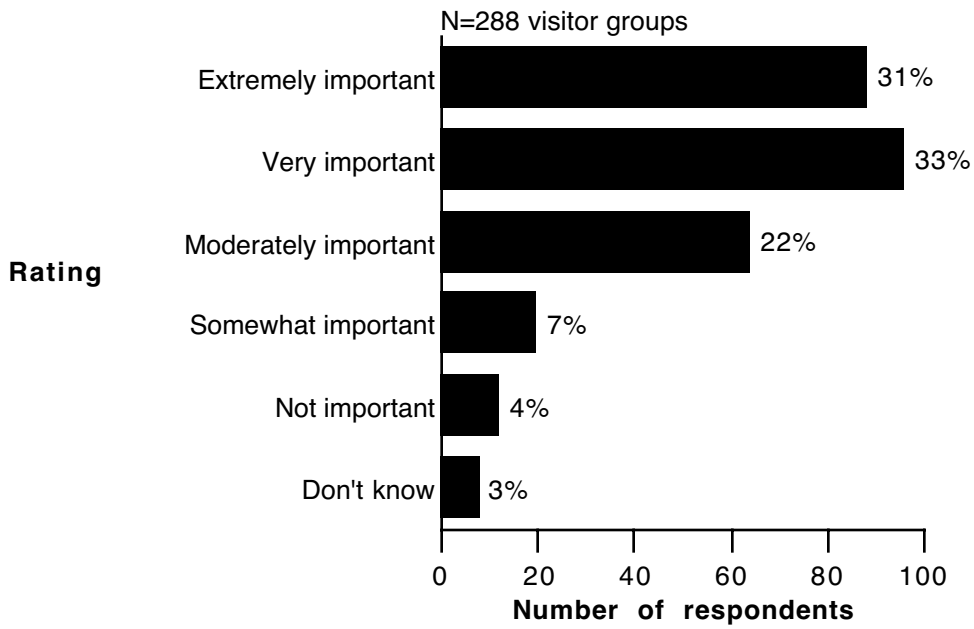


Figure 35: Importance of native plants

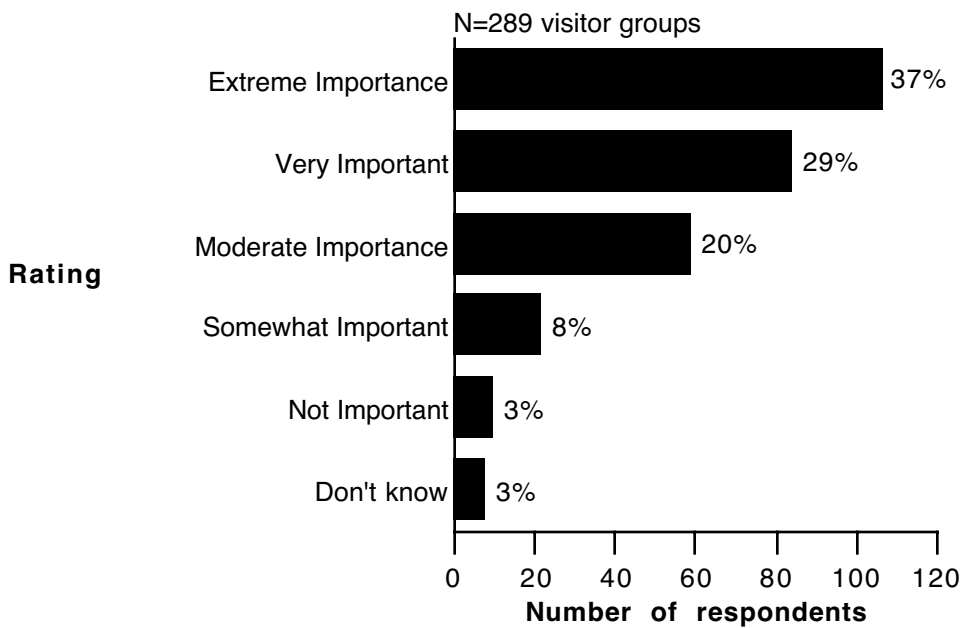


Figure 36: Importance of solitude

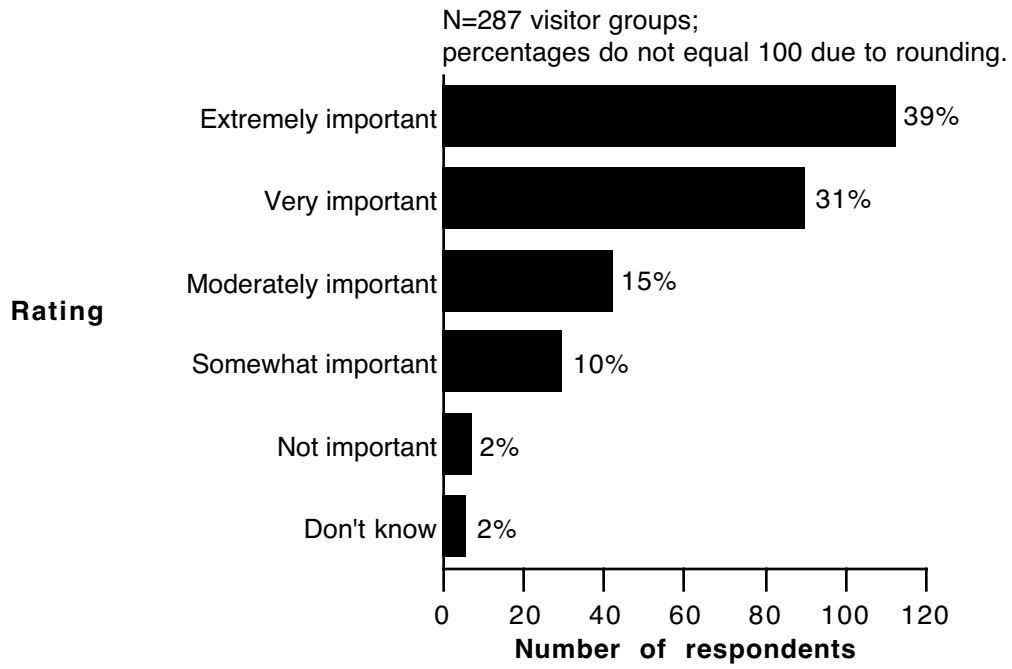


Figure 37: Importance of wildlife

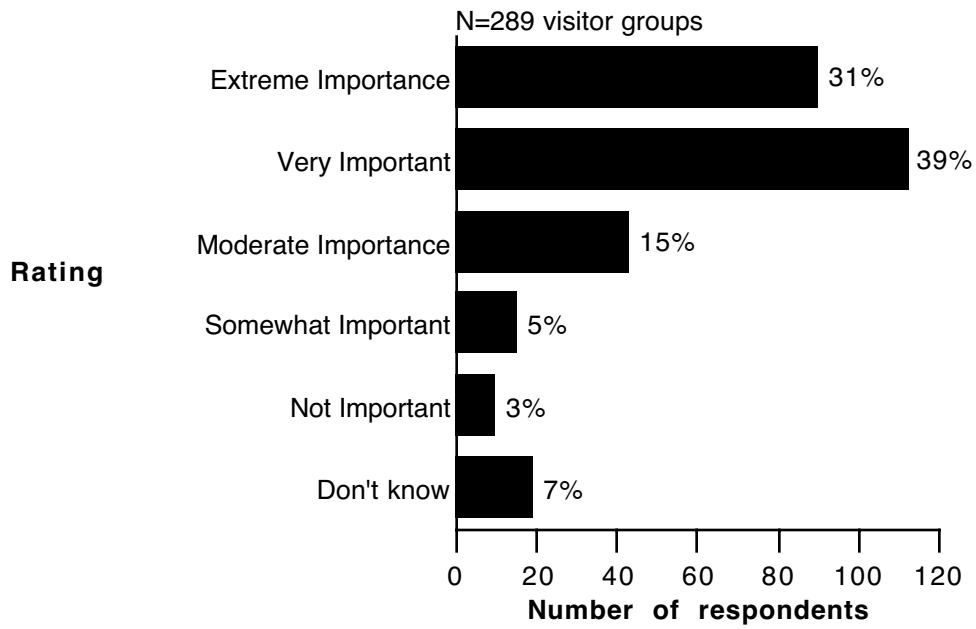


Figure 38: Importance of living history/special events

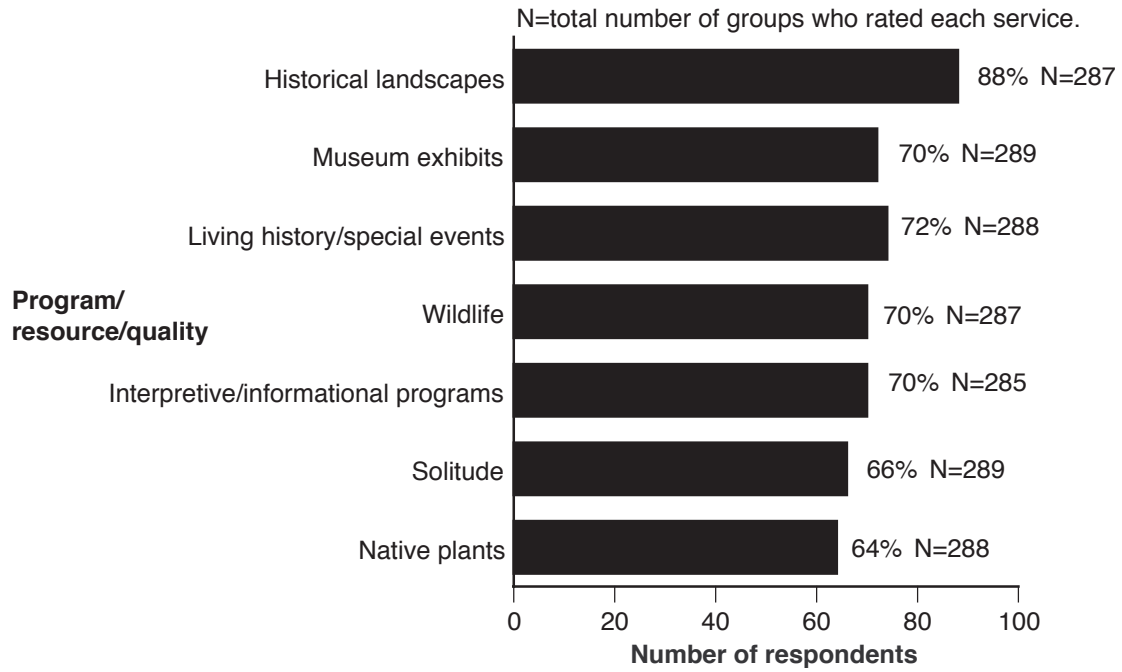


Figure 39: Combined proportions of “extremely important” and “very important” ratings for protecting park programs/resources/qualities

Visitor services and facilities: use, importance and quality

Visitors were asked to note the visitor services and facilities they used during this visit to Cowpens NB. The most used services and facilities included the restrooms (63%), loop road drive (61%), park brochure/map (47%), museum exhibits (45%), battlefield trail exhibits (45%), assistance from visitor center staff (44%), and nature trails (42%), as shown in Figure 40. The least used service was the Junior Ranger Program (1%).

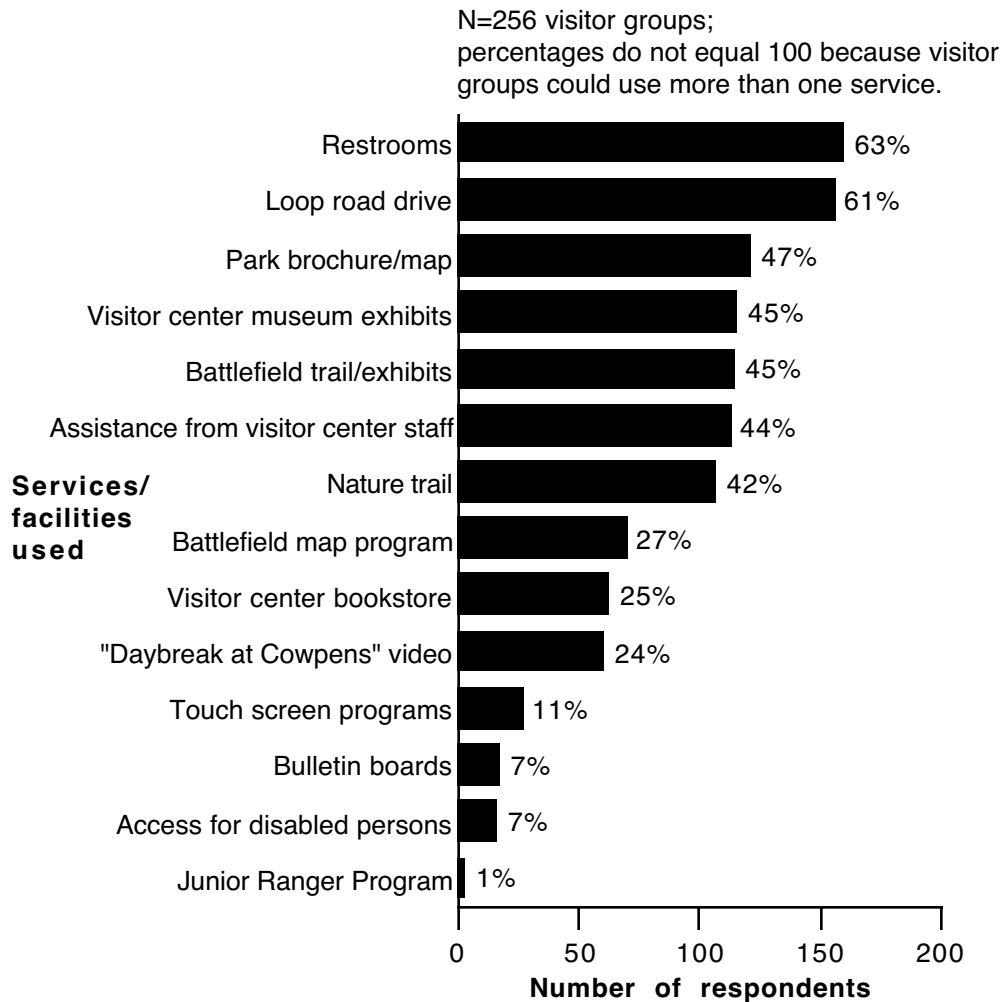


Figure 40: Visitor services and facilities used

Visitor groups rated the importance and quality of each of the information services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 41 and 42 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: touch-screen programs, Junior Ranger Program, bulletin boards, and access for disabled persons were not rated by enough visitors to provide reliable data.

Figures 43-56 show the importance ratings that were provided by visitor groups for each of the facilities. Those facilities receiving the highest proportion of “extremely important” or “very important” ratings included restrooms (96%), battlefield map program (94%), and battlefield trail/exhibits (94%). The highest proportion of “not important” ratings was visitor center staff assistance (2%).

Figures 57-70 show the quality ratings that were provided by visitor groups for each of the facilities. Those facilities receiving the highest proportion of “very good” or “good” ratings included loop road drive (92%), park brochure/map (92%), assistance from visitor center staff (92%), battlefield map program (92%), restrooms (91%), and nature trail (91%). The highest proportion of “very poor” ratings were for bookstore sales items, “Daybreak at Cowpens” video, and battlefield trail exhibit (2% each).

Figure 71 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

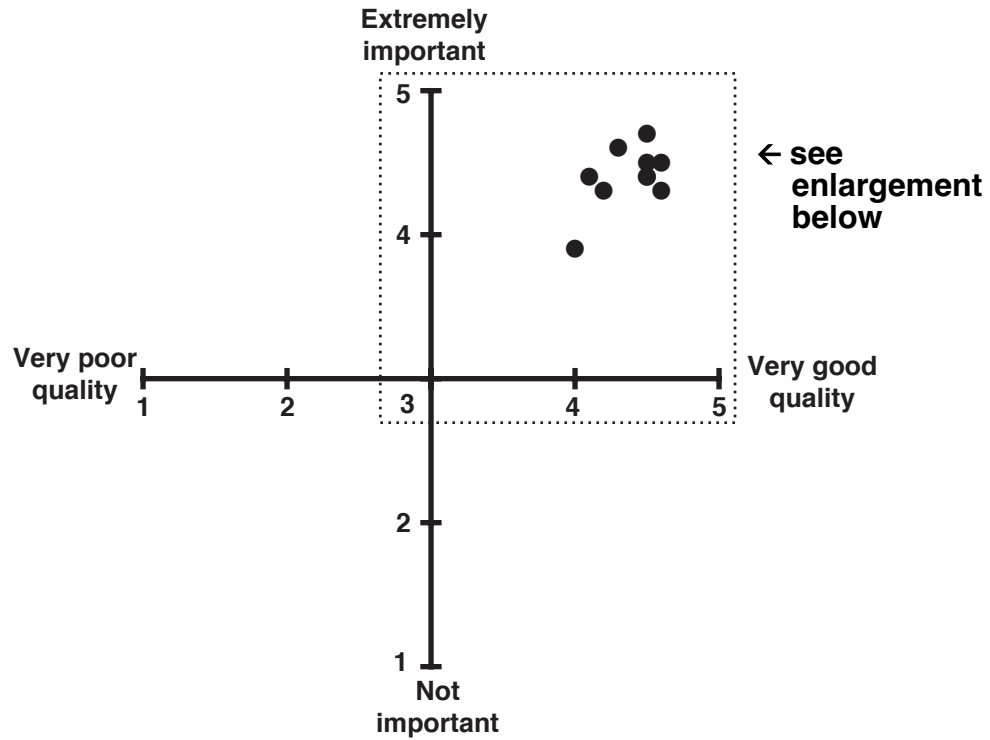


Figure 41: Average ratings of visitor service importance and quality

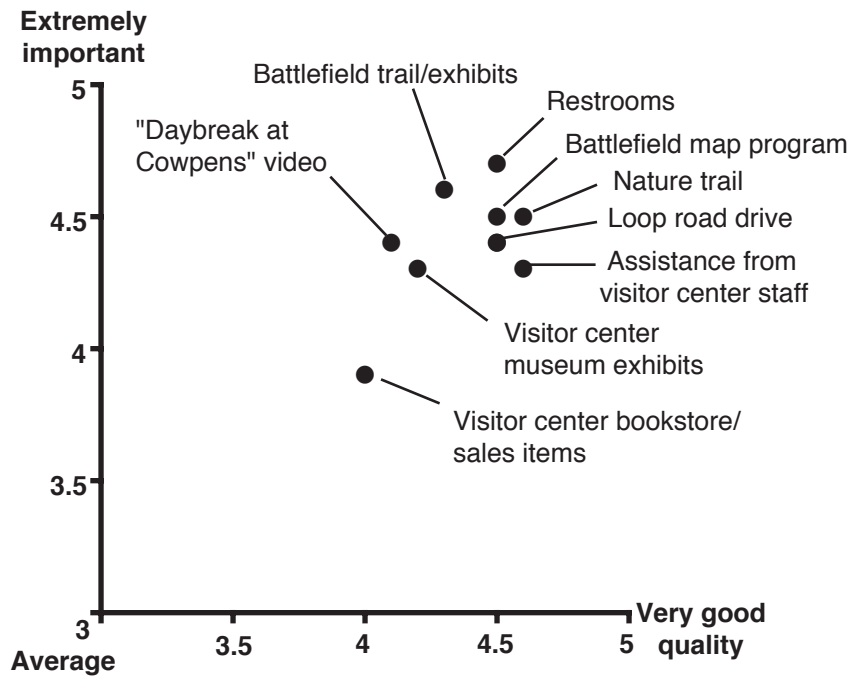


Figure 42: Detail of Figure 41

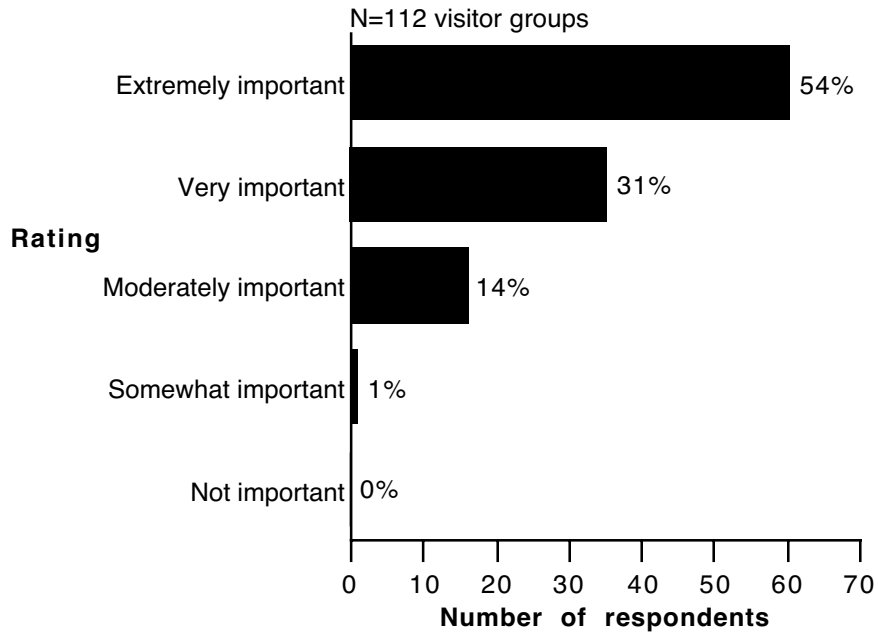


Figure 43: Importance of park brochure/map

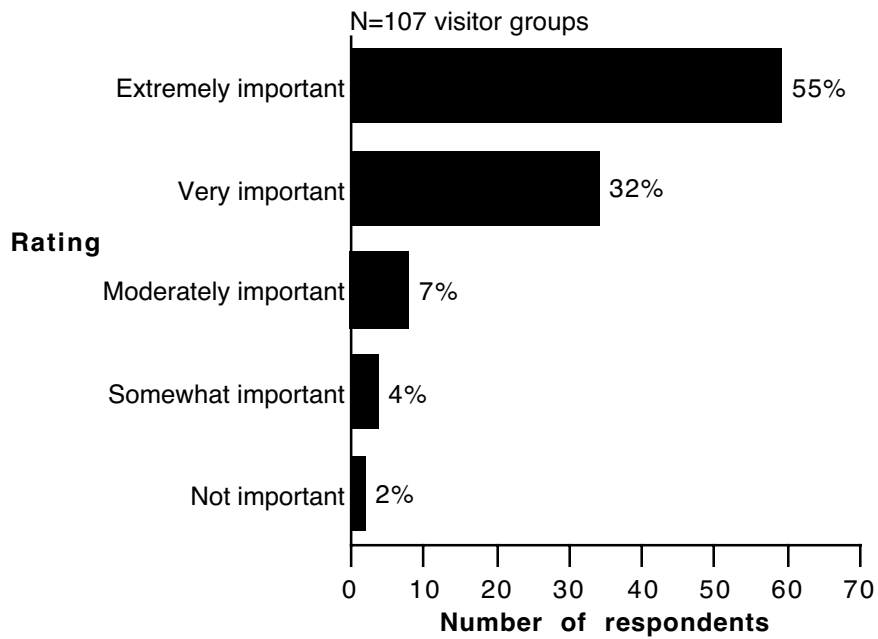


Figure 44: Importance of the assistance from visitor center staff

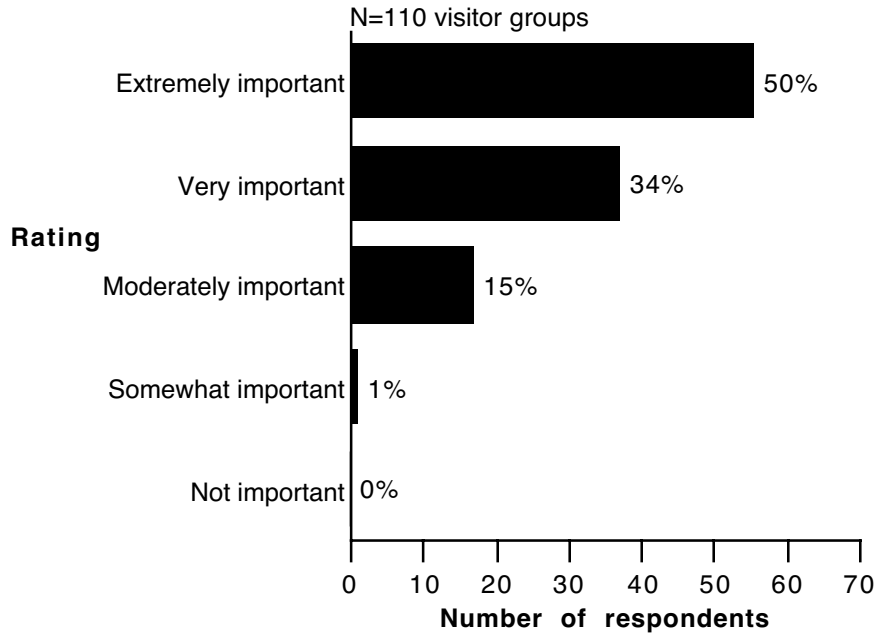


Figure 45: Importance of visitor center museum exhibits

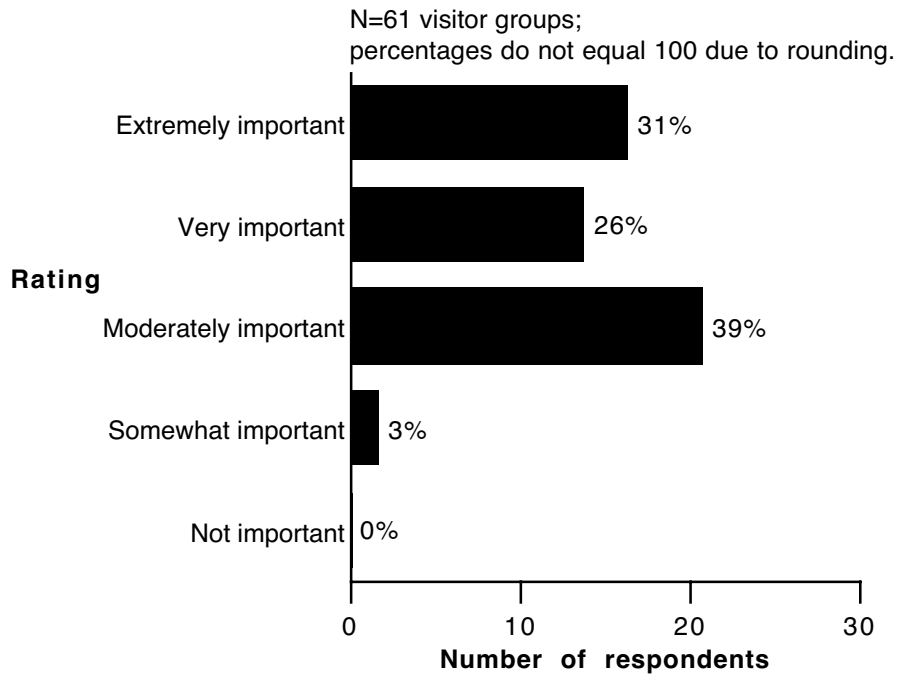


Figure 46: Importance of visitor center bookstore/sales items

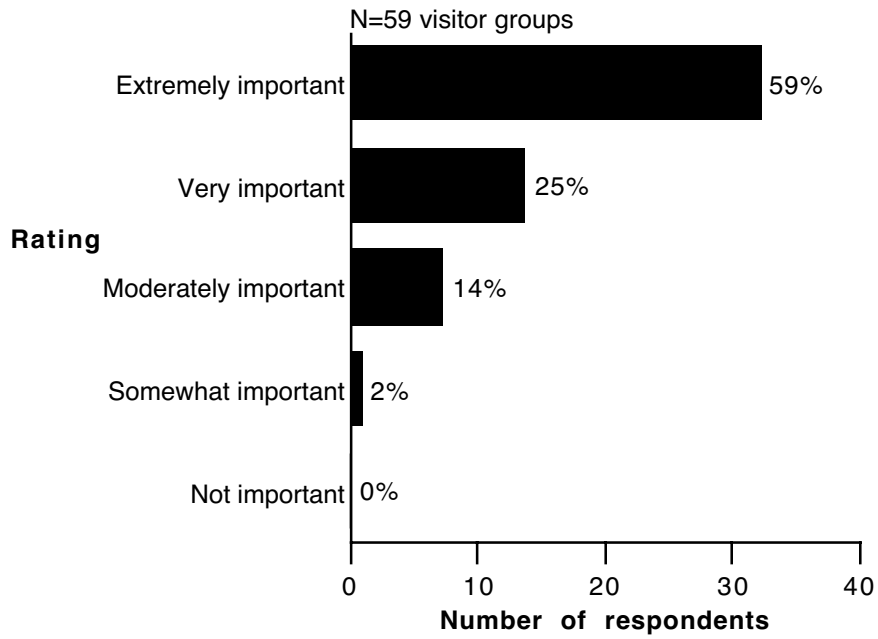


Figure 47: Importance of “Daybreak at Cowpens” video

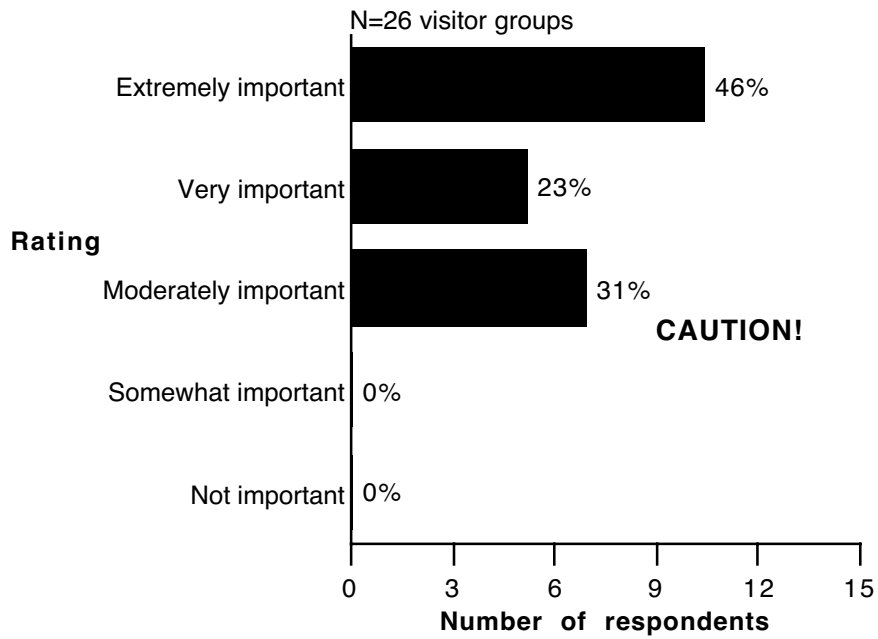


Figure 48: Importance of touch-screen programs

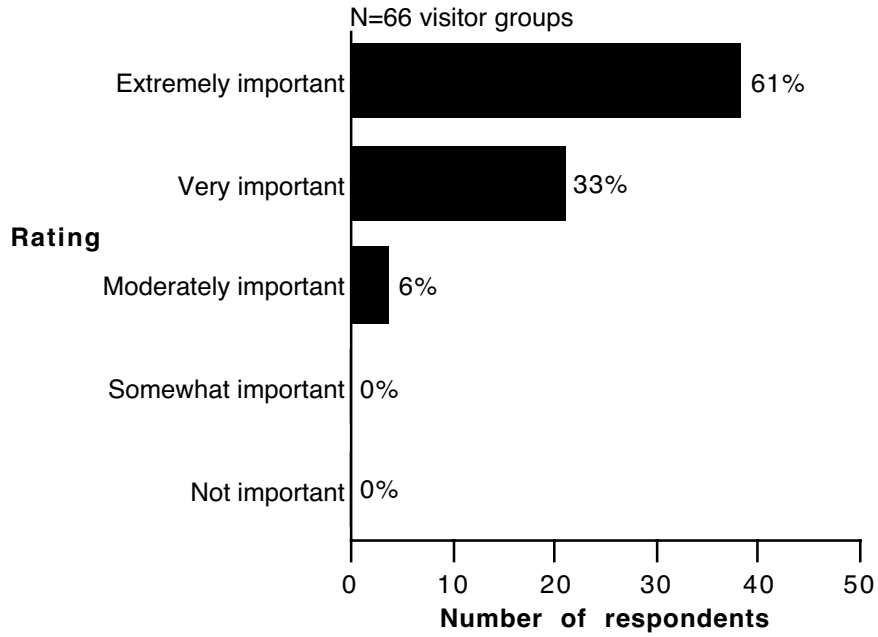


Figure 49: Importance of battlefield map program

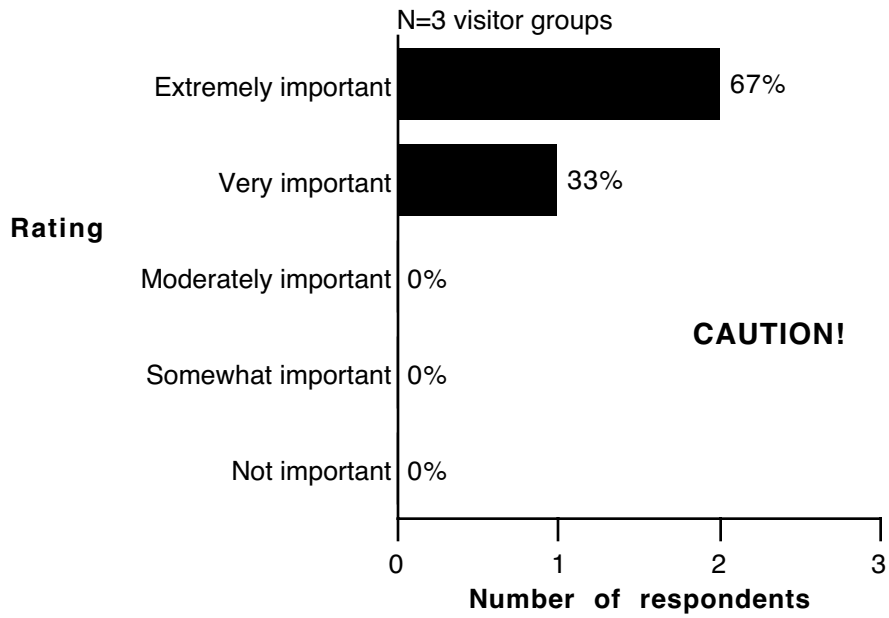


Figure 50: Importance of Junior Ranger Program

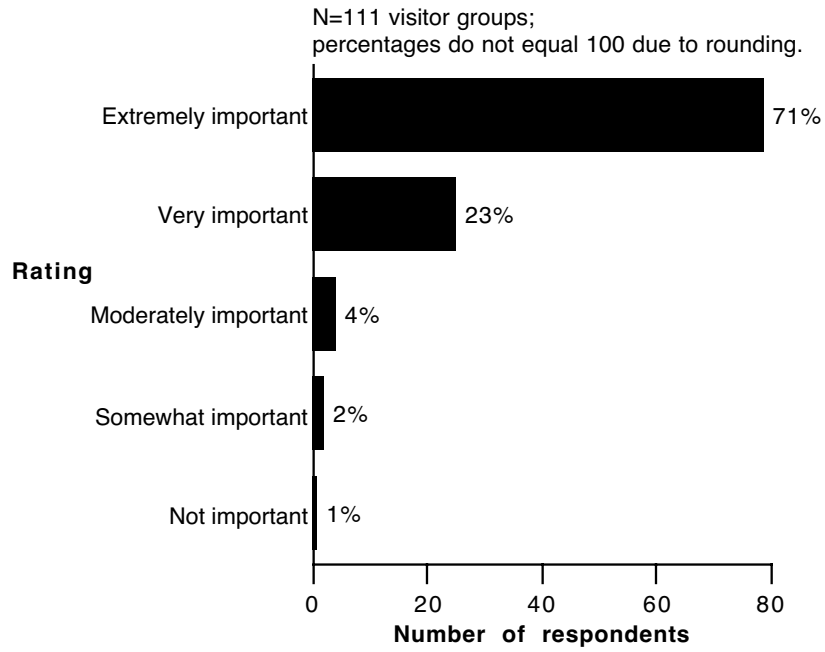


Figure 51: Importance of battlefield trail/exhibits

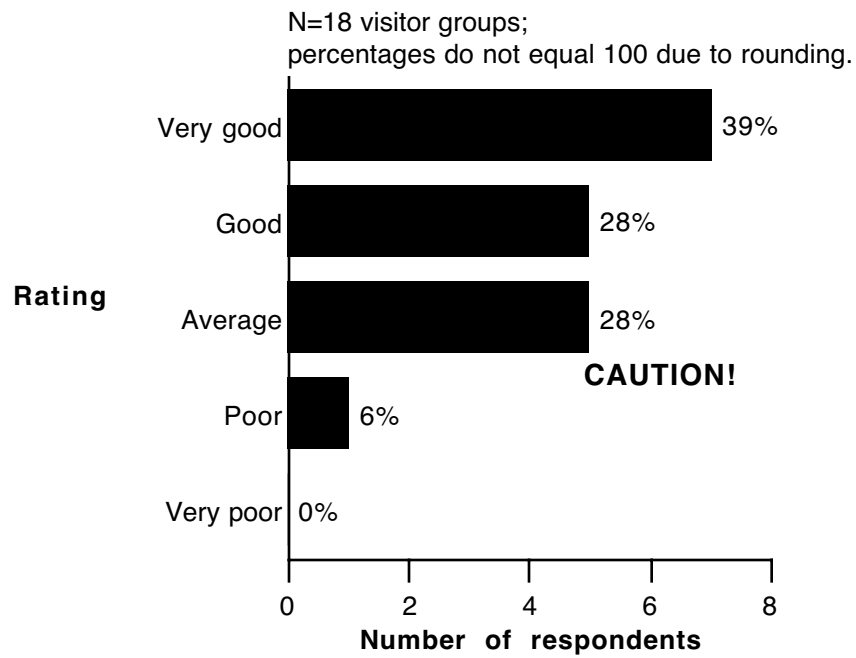


Figure 52: Importance of bulletin boards

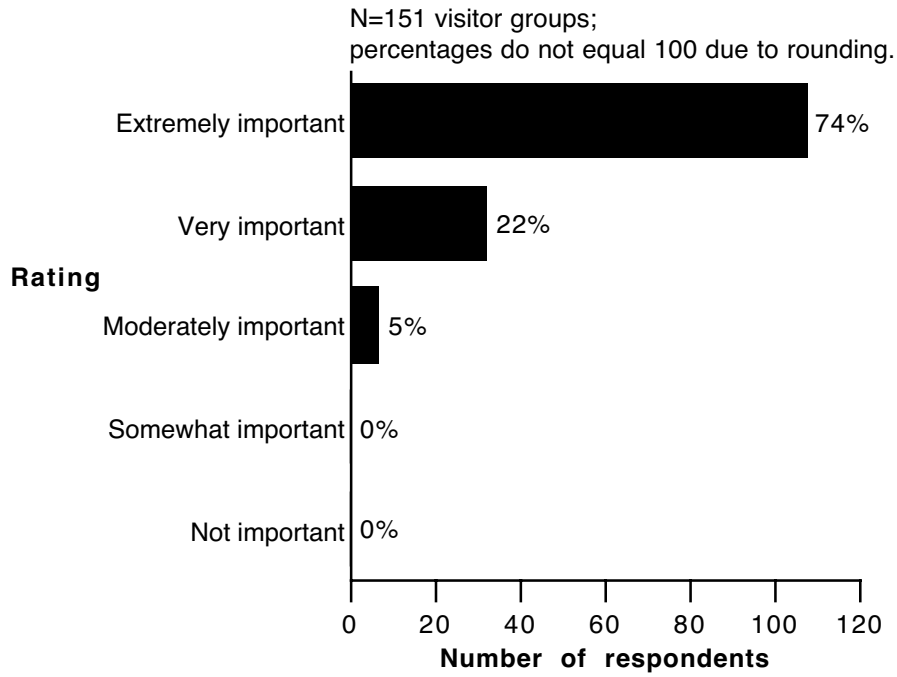


Figure 53: Importance of restrooms

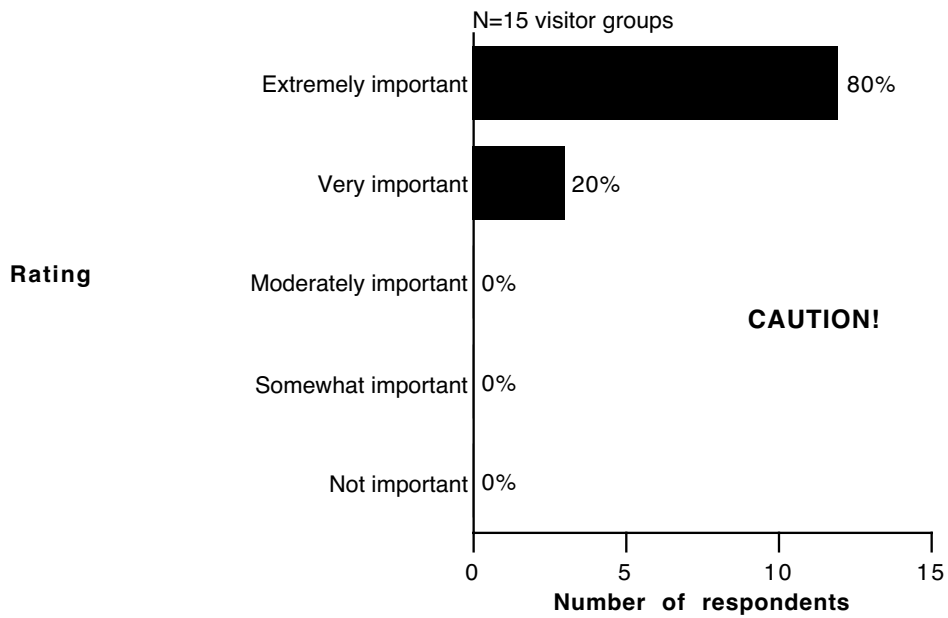


Figure 54: Importance of access for disabled persons

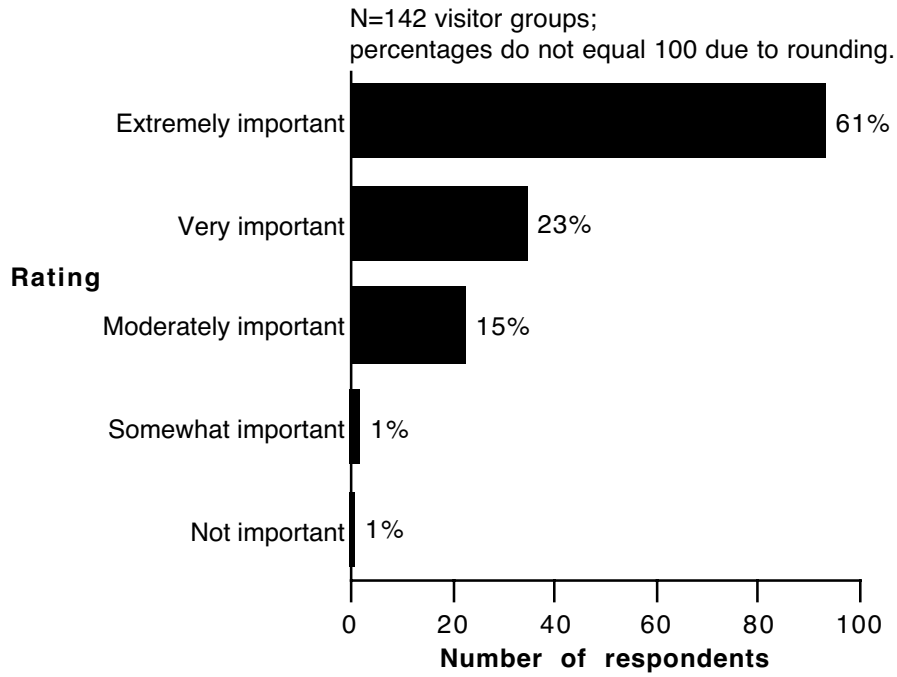


Figure 55: Importance of loop road drive

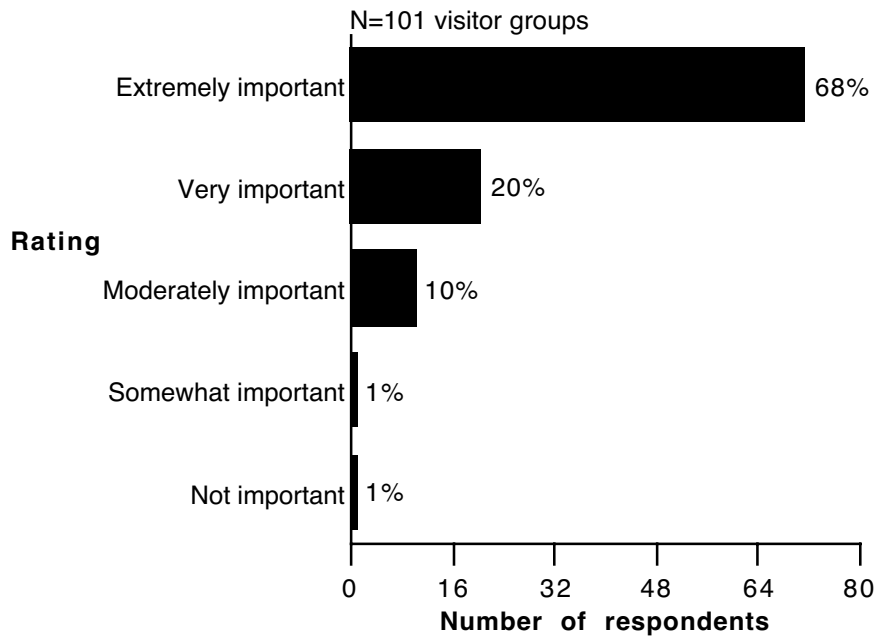


Figure 56: Importance of nature trail

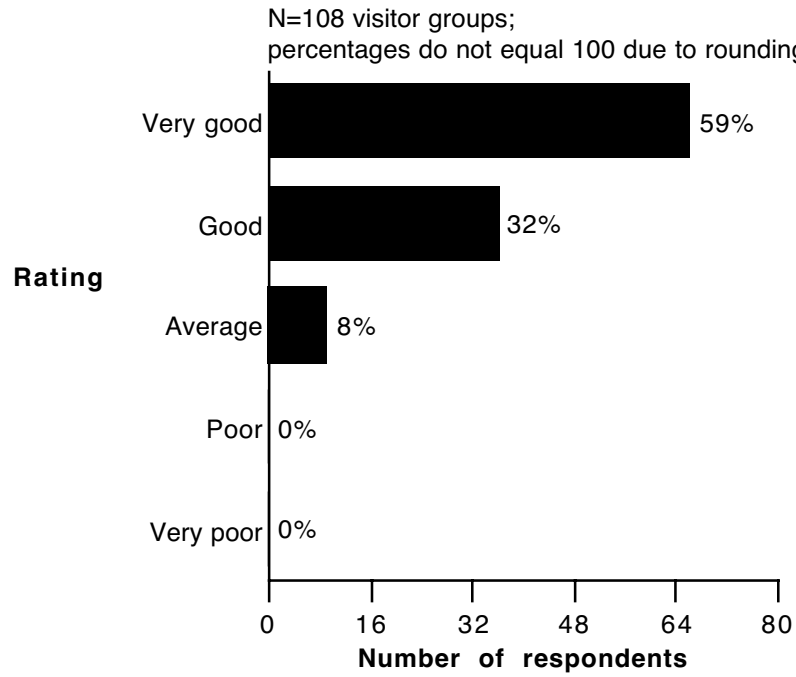


Figure 57: Quality of park brochure/map

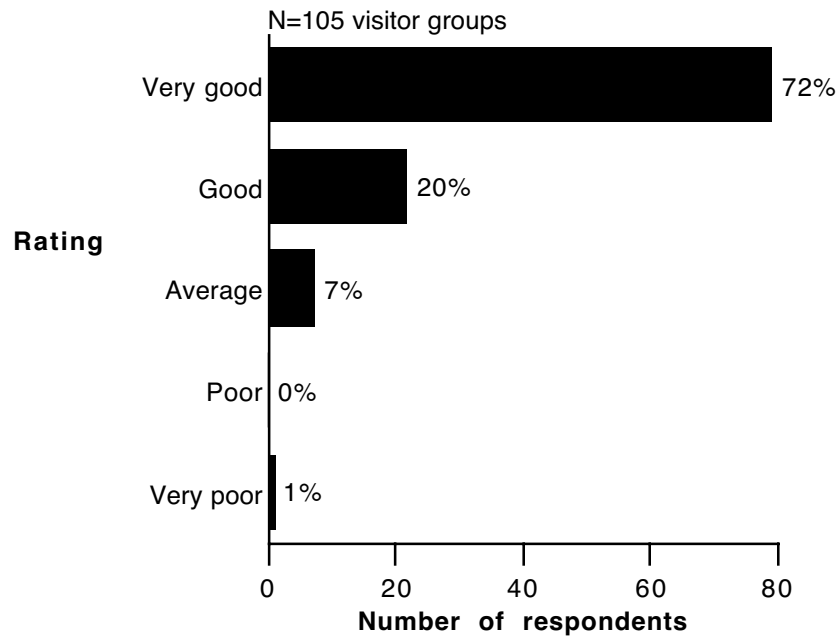


Figure 58: Quality of assistance from visitor center staff

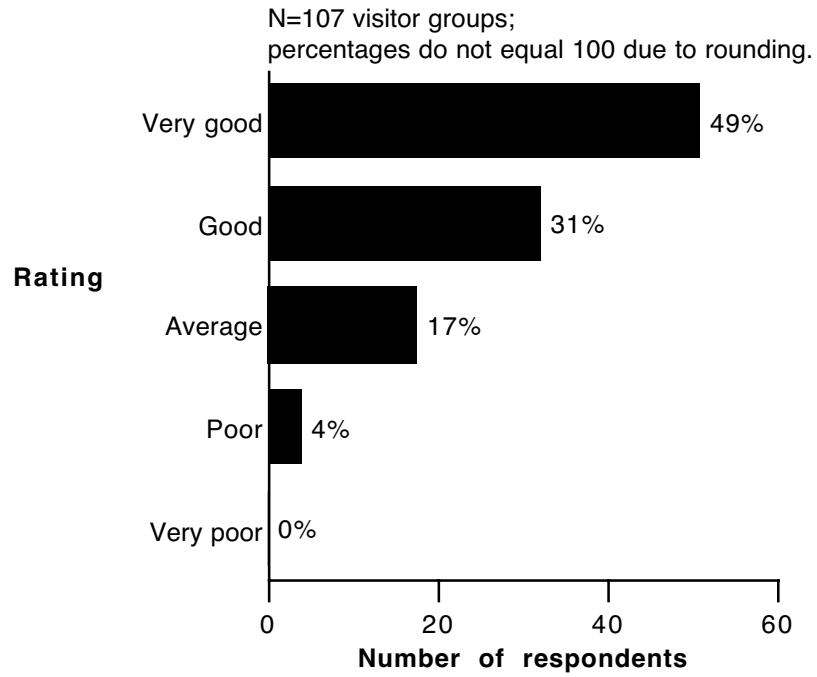


Figure 59: Quality of visitor center museum exhibits

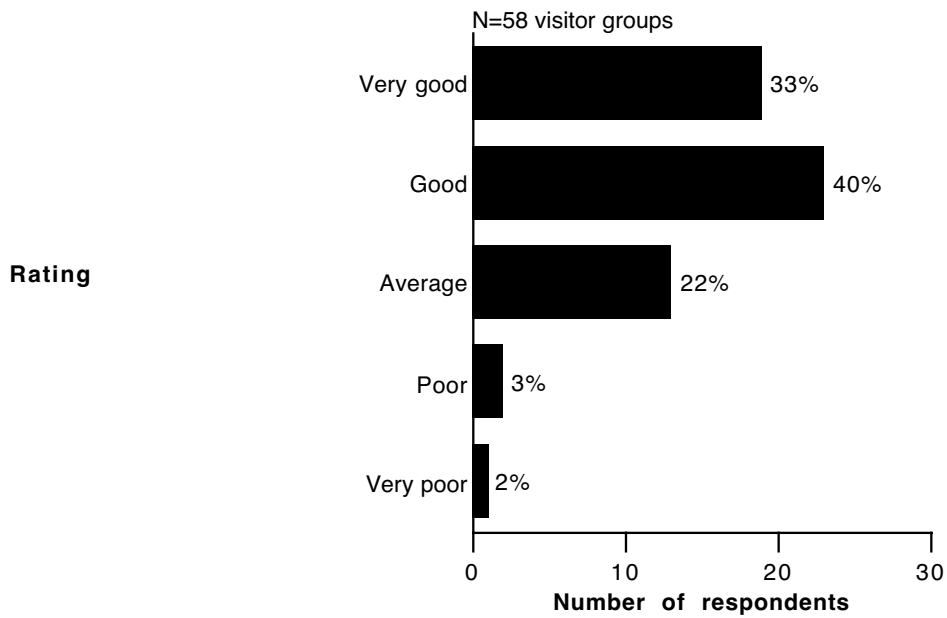


Figure 60: Quality of visitor center bookstore sales items

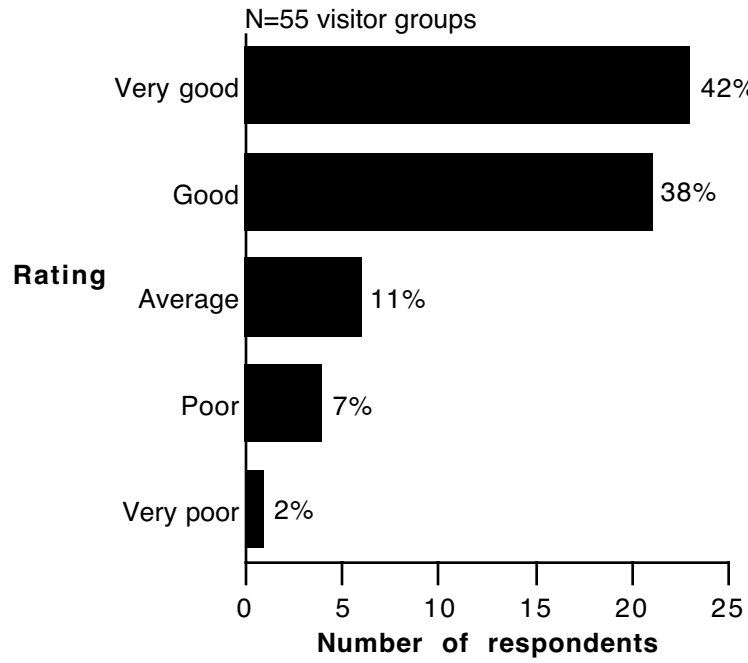


Figure 61: Quality of “Daybreak at Cowpens” video

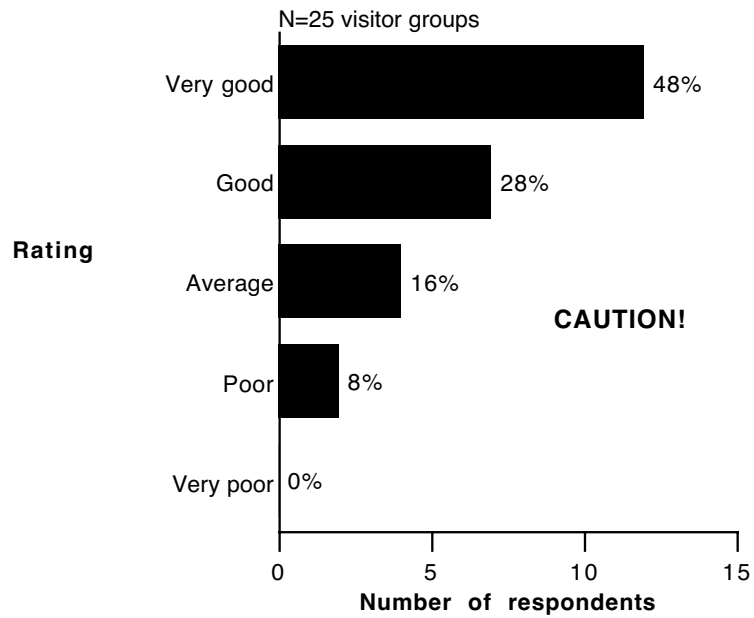


Figure 62: Quality of touch screen programs

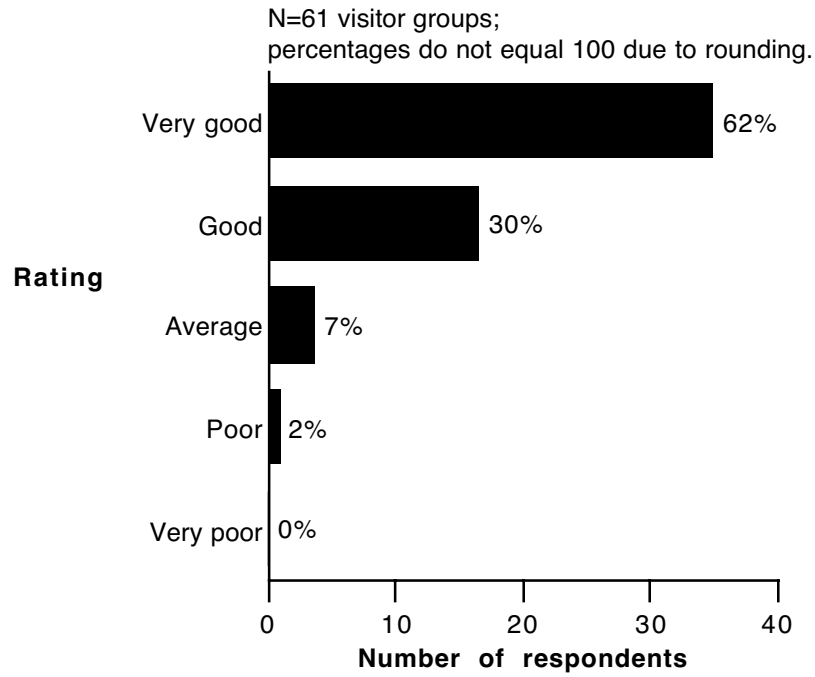


Figure 63: Quality of battlefield map program

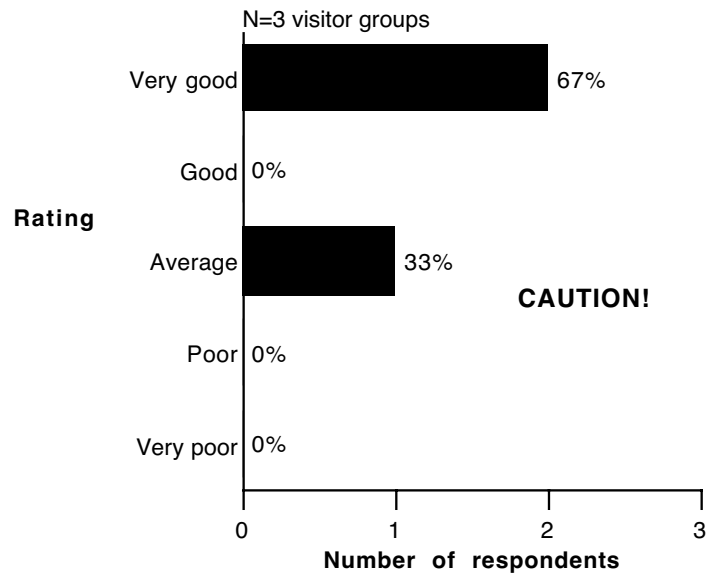


Figure 64: Quality of Junior Ranger Program

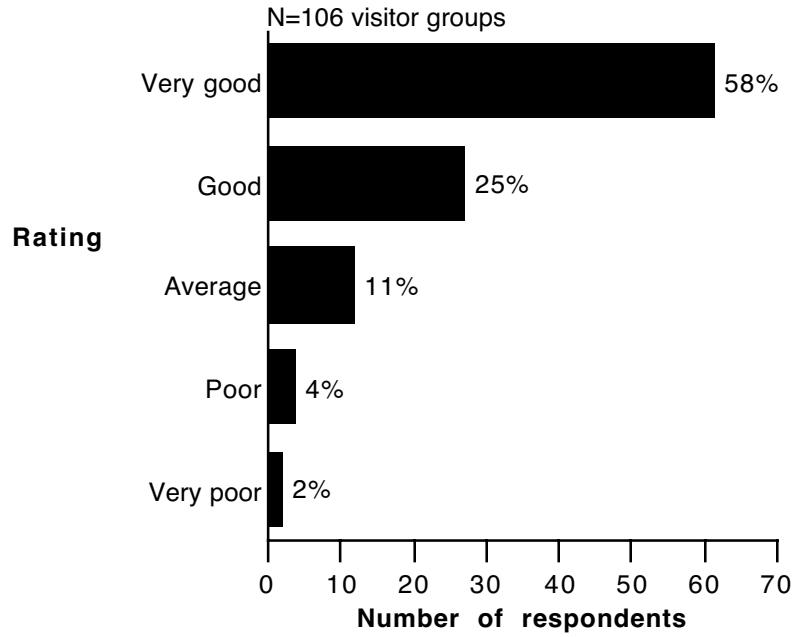


Figure 65: Quality of battlefield trail/exhibits

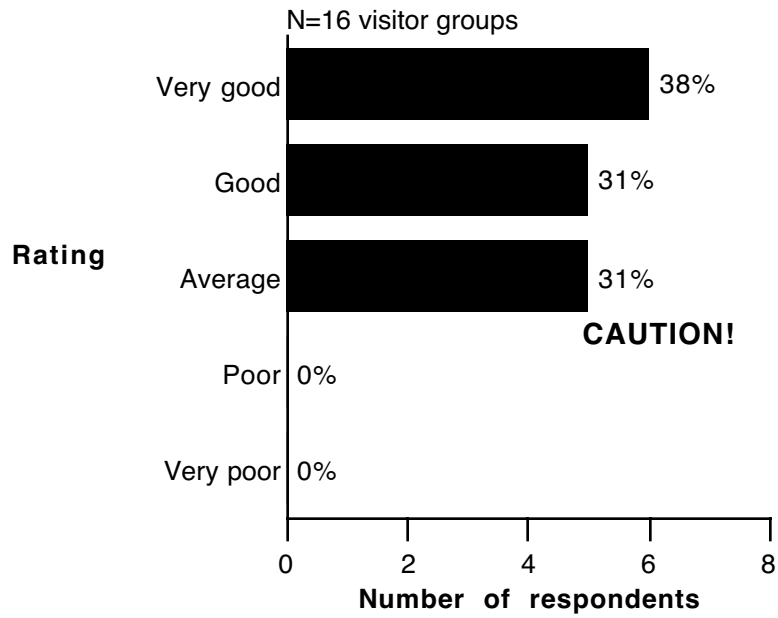


Figure 66: Quality of bulletin boards

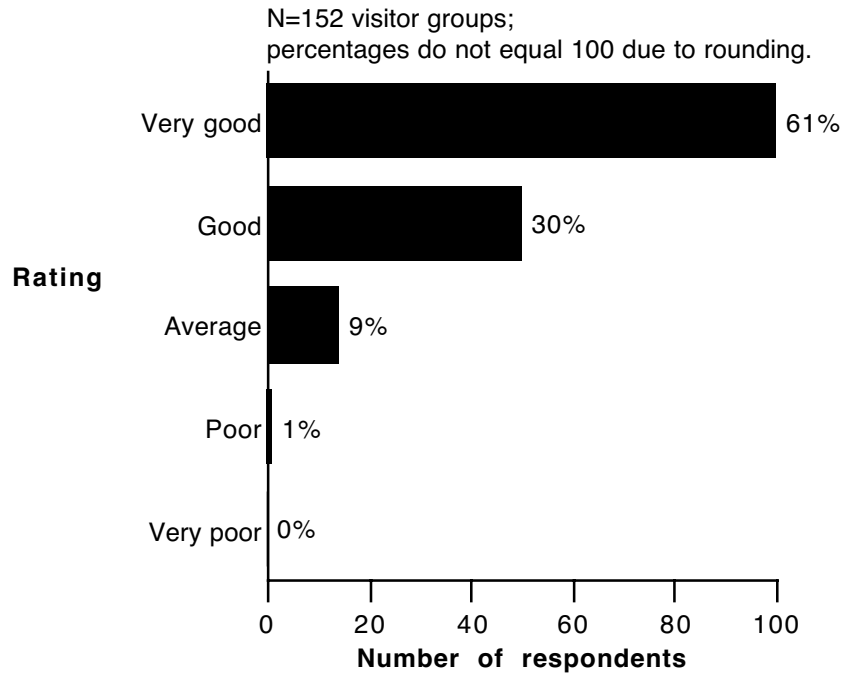


Figure 67: Quality of restrooms

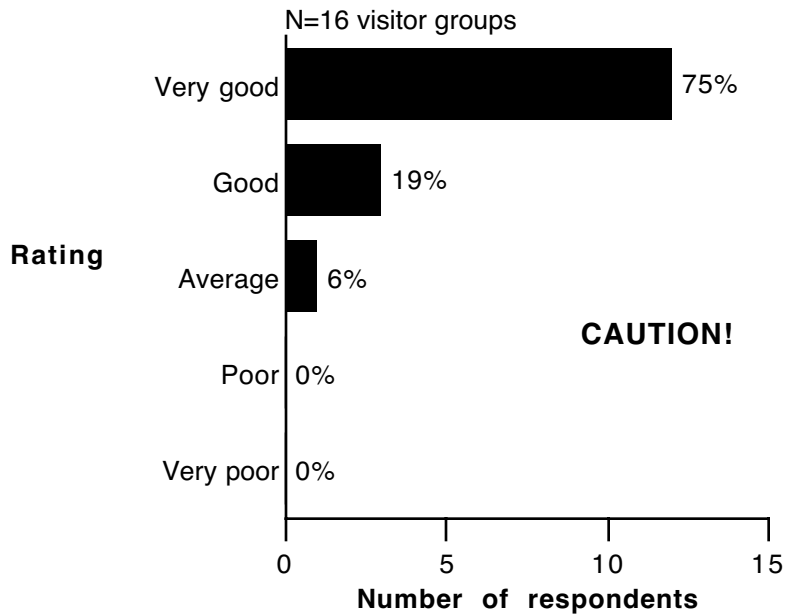


Figure 68: Quality of access for disabled persons

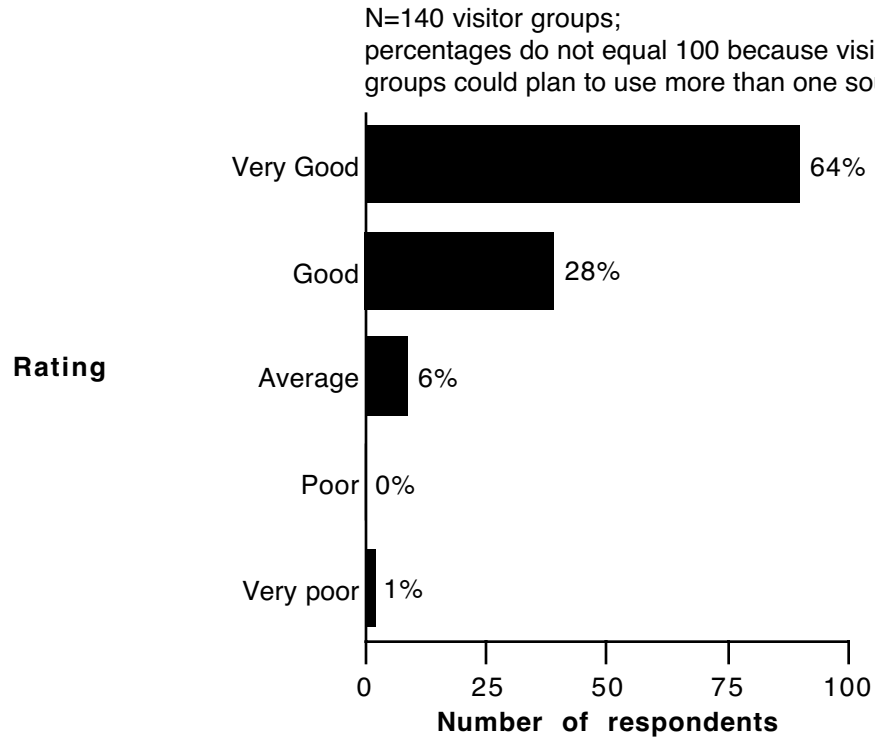


Figure 69: Quality of loop road drive

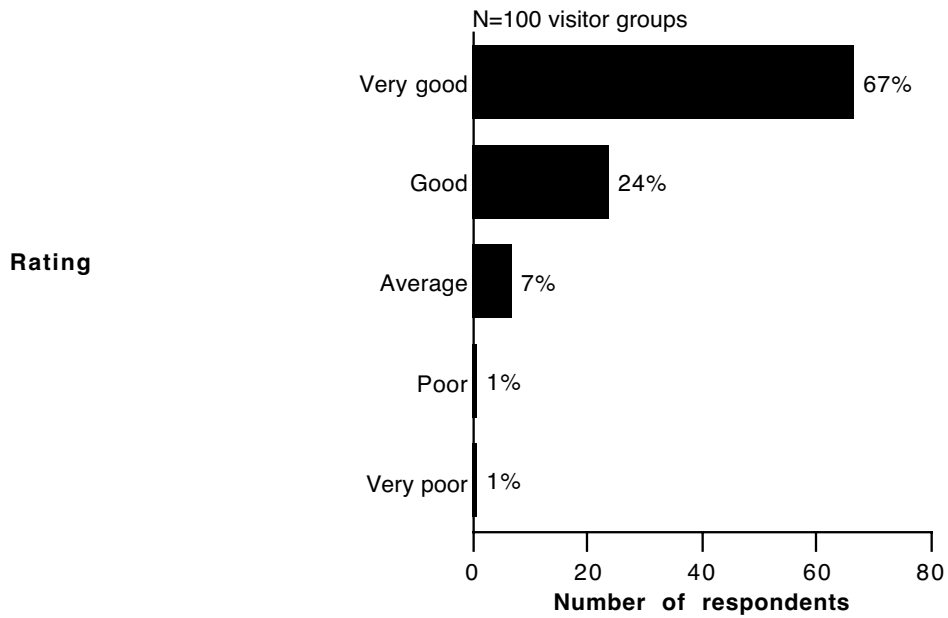


Figure 70: Quality of nature trail

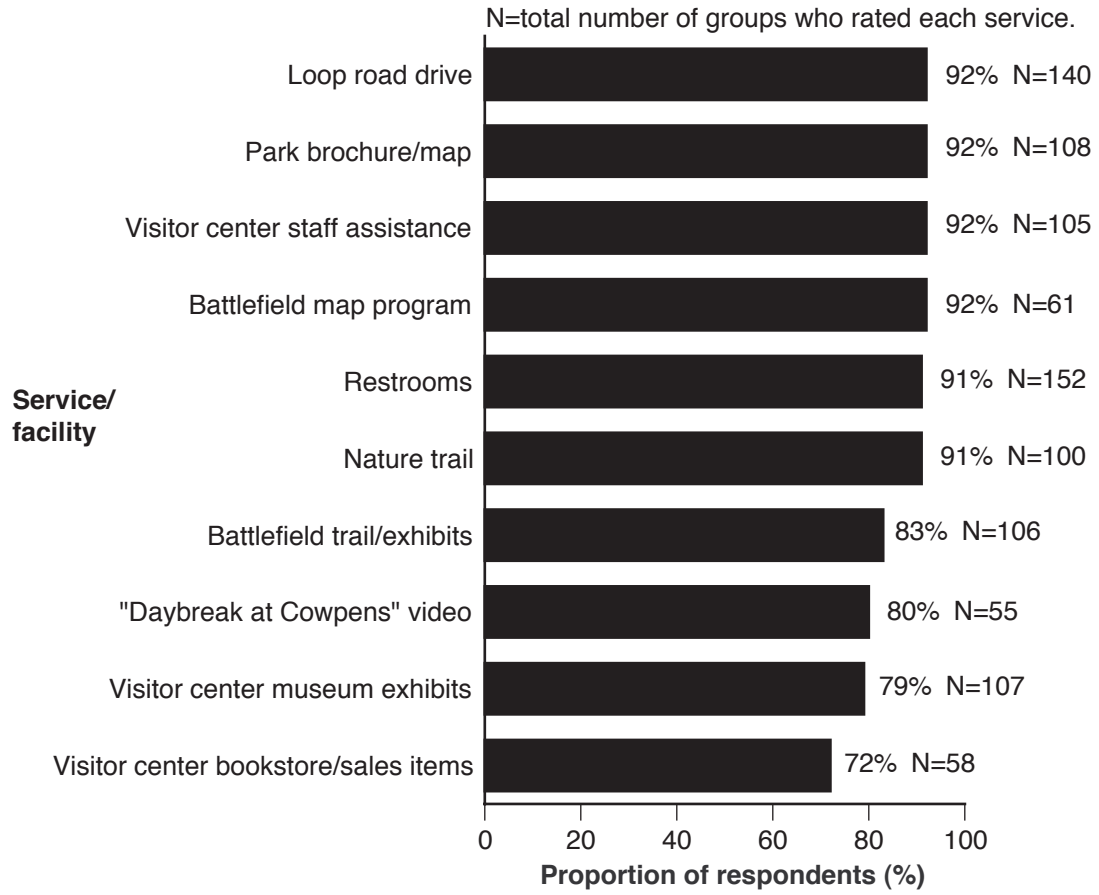


Figure 71: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

Visitor opinions about safety concerns

Forty-nine percent of visitor groups walked/jogged/biked on the park loop road on this visit (see Figure 72). Those who participated in these activities were asked if they had any safety concerns while visiting the park. The majority of visitors (93%) did not have any safety concerns, while 7% said that they had some safety concerns (see Figure 73). The safety issues visitors listed included cars driving too fast, unleashed pets, and lack of pavement around gate.

The respondents who encountered safety issues were also asked to rate how safe their group felt while visiting Cowpens NB. Seventy percent of visitors felt “very safe,” 24% felt “safe,” 2% felt “very unsafe,” and 4% felt neither “safe” nor “unsafe” (see Figure 74).

Visitors who had rated their park experience as “unsafe” or “very unsafe” were then asked to list their concerns. The concerns included that it is a remote area, desolate, has obstructions to trip over, and the large bridge to the nature trail is slippery when wet.

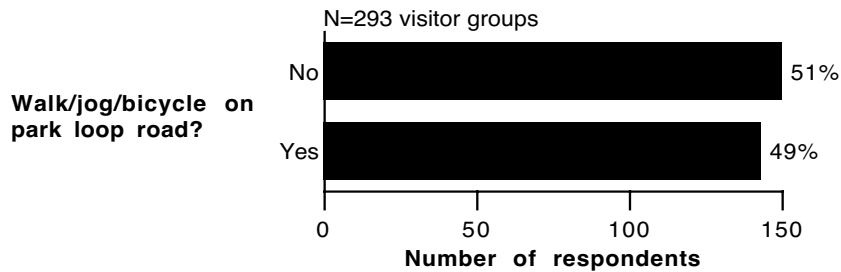


Figure 72: Visitors who walked/jogged/biked the park loop road on this visit

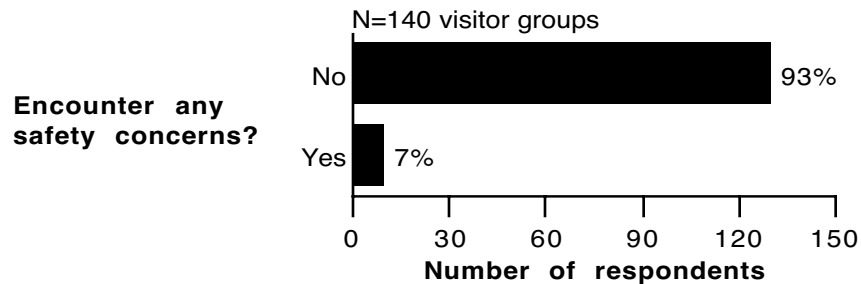


Figure 73: Visitor safety concerns in park

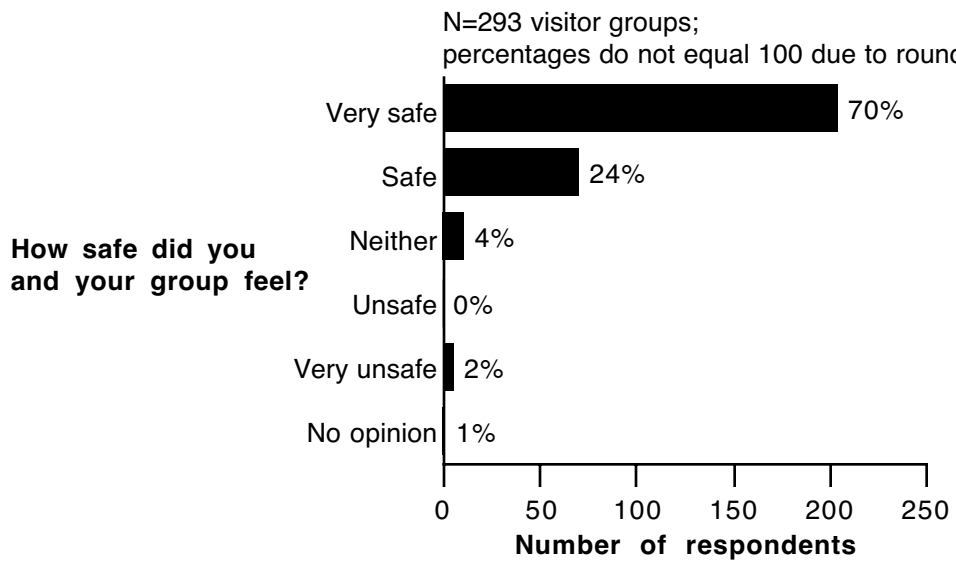


Figure 74: Visitor rating of safety during visit

Awareness of NPS burn policy

Visitors were given some information about the National Park Service (NPS) burn policy, then asked a question. "In some units of the National Park System, the National Park Service follows a prescribed burn policy. This policy involves using mechanical reduction of fuels as well as setting fires under specific weather conditions to reduce the buildup of undergrowth and help prevent catastrophic fires. Prior to this visit to Cowpens NB, were you aware of this burn policy?" Fifty-four percent responded that they were aware of the burn policy, 40% were not, and 6% were "not sure" (see Figure 75).

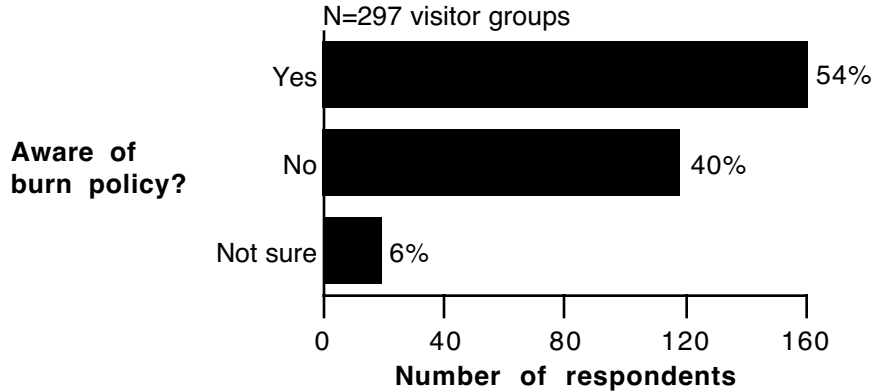


Figure 75: Visitor awareness of National Park Service burn policy

Elements affecting park experience

Visitor groups were asked to indicate how certain elements affected their park experience at Cowpens NB. The elements were vehicle exhaust fumes, parking availability, and other visitors' pets. Most visitors felt that these elements generally had either no effect or added to their experience (see Figures 76 to 78). The element that most "added to" the visitor experience was parking availability (51%). Other visitors' pets (5%) "detracted from" their park experience most. "Other" comments mentioned by visitors were other loud visitors, rain, mosquitoes, competitive parking outside the gate, Green River Road being graveled (should be kept dirt), dog droppings, 5 p.m. closing time and intrusive questionnaire.

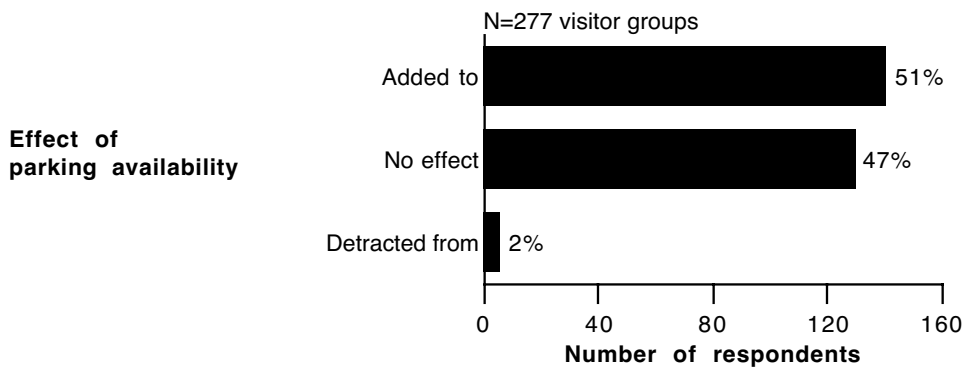


Figure 76: Effect of parking availability on visitor experience

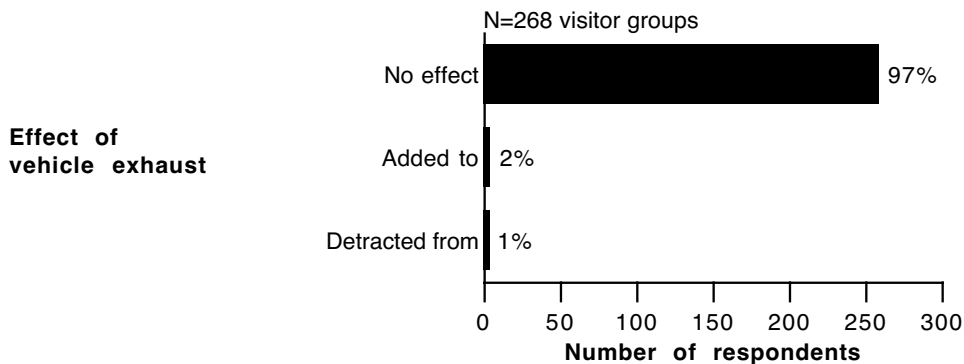


Figure 77: Effect of vehicle exhaust fumes on visitor experience

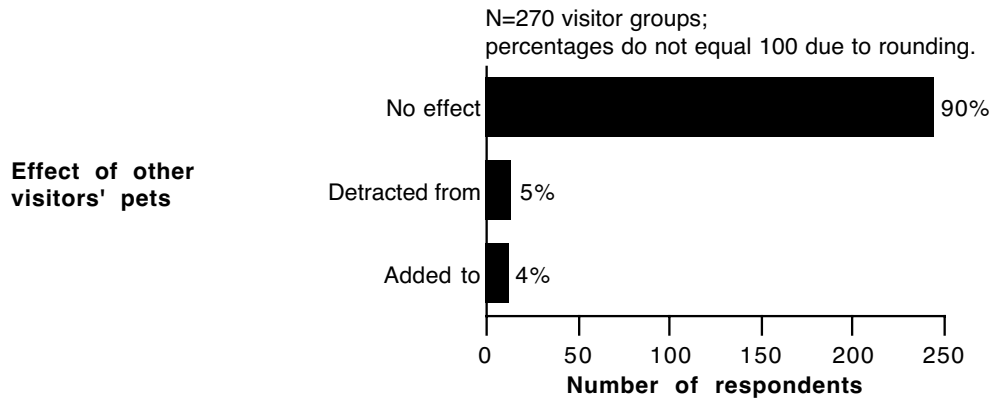


Figure 78: Effect of other visitors' pets on visitor experience

Most important information learned on this visit

Visitors were also asked, "In your opinion, what was the most important information that you learned during this visit to Cowpens NB?" Sixty-six percent of visitor groups (200 groups) responded to this question; the handwritten comments are included in the separate appendix of this report. Their comments are summarized below (see Table 4).

Table 4: Most important information learned

N=249 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
War history	65
Pivotal role of battle	38
Role Cowpens played in Revolutionary War	25
Specific events of the battle	22
No new information	17
Good place to exercise	12
Preservation efforts of the site	8
Chance to see battlefield	7
Natural history	5
Improvements to the battlefield	5
Natural beauty	4
Influential war leaders present at battle	3
Burn policy	3
That the NPS is interested in my comments	3
Information located on trail signs	3
Daniel Morgan's importance in the battle	3
Biological diversity present at Cowpens NB	3
All very important	3
That this is a great place	2
Did not stay long	2
That I had never visited	2
Exhibit information	2
Hours of operation	2
Robert Scruggs House	2
Other comments	8

Preferred ways of learning cultural and natural history

Visitor groups were asked the ways that they would prefer to learn about the cultural and natural history of the battlefield in the future. Thirteen percent of the visitor groups (37 groups) were not interested in learning. Of those interested in learning, the most commonly preferred methods were outdoor exhibits (63%) and road or trail exhibits (61%), as shown in Figure 79. "Other" methods visitors preferred included plaques describing the battlefield, recorded programs, names on trees, and landmarks on nature trail.

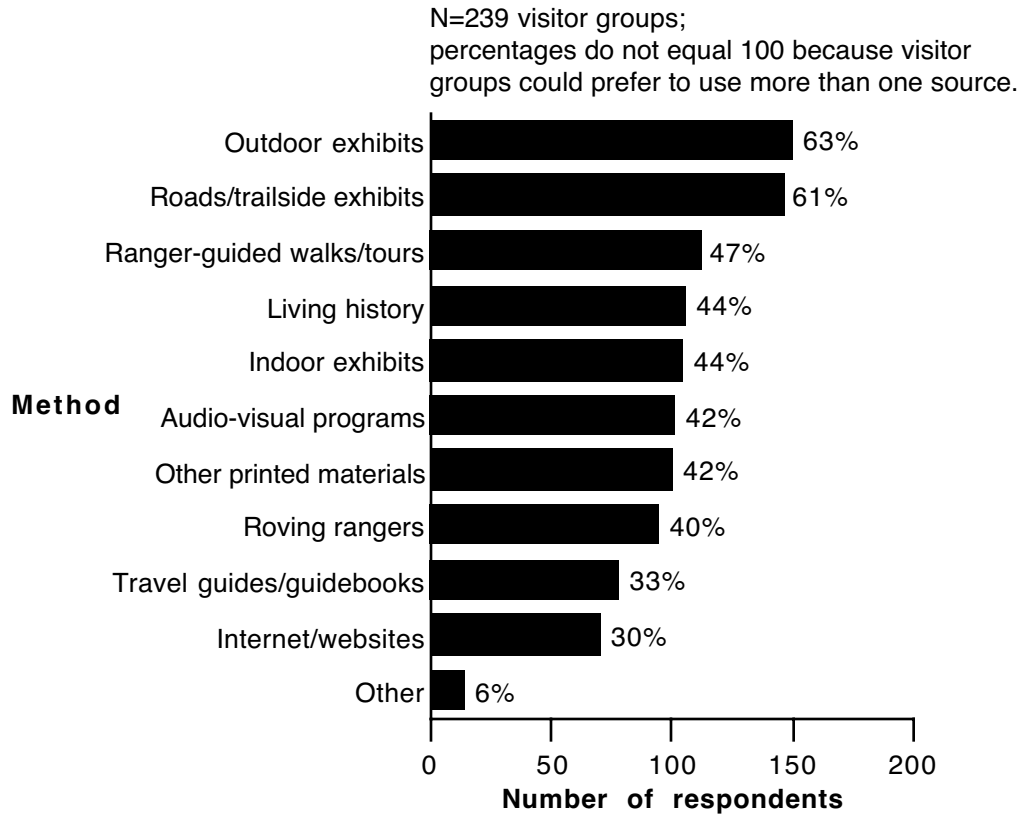


Figure 79: Preferred ways to learn cultural and natural history

Preferred interpretive programs

Visitor groups were asked, "On a future visit to Cowpens NB, what types of interpretive programs would you and your group prefer to attend?" Almost one-fourth of the visitor groups (24%) were not interested in interpretive programs. Of those interested in interpretive programs, the most preferred programs were living history (64%), weapons demonstrations (56%) and ranger-led battlefield walks (56%), as shown in Figure 80. "Other" responses consisted of providing a permanent display of a war camp, information on plants/animals/habitats, reference to dead soldiers, runs and bike races to raise money, expanding bookstore, and offering videos.

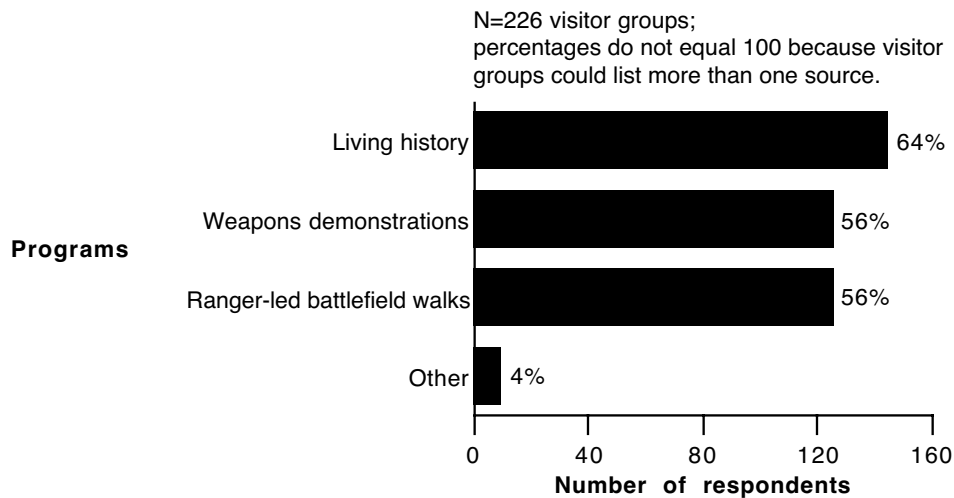


Figure 80: Preferred interpretive programs on future visits to Cowpens NB

Opinions about maintenance options

Visitor groups were asked to choose between three options as to how they would prefer the battlefield to be maintained at Cowpens NB. The options were “maintain this area as it is now, mow grassy areas for a more manicured appearance,” and “no opinion/don’t care.” Most visitors preferred (65%) to maintain the battlefield as is now (see Figure 81). Twenty-four percent wanted grassy areas mowed for a more manicured appearance and 11% had no opinion/didn’t care.

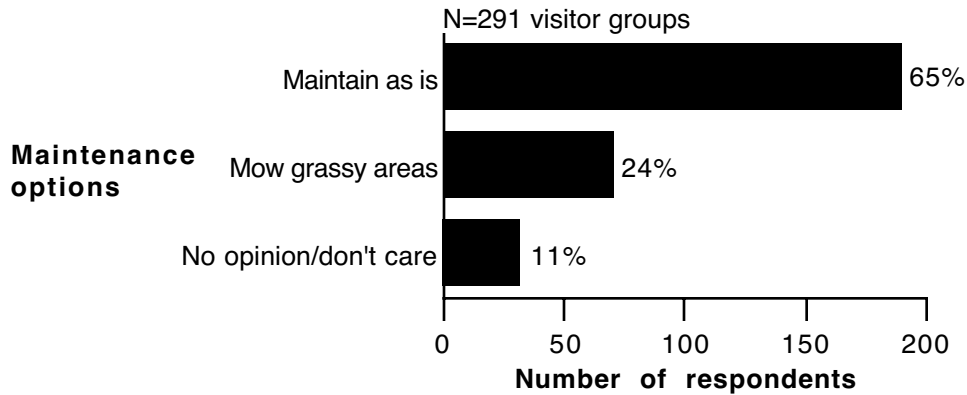


Figure 81: Alternatives for maintaining Cowpens NB

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at Cowpens NB during this visit. Most visitors (95%) felt that the overall quality was “very good” or “good” (see Figure 82). No visitor groups rated the overall quality as “very poor.”

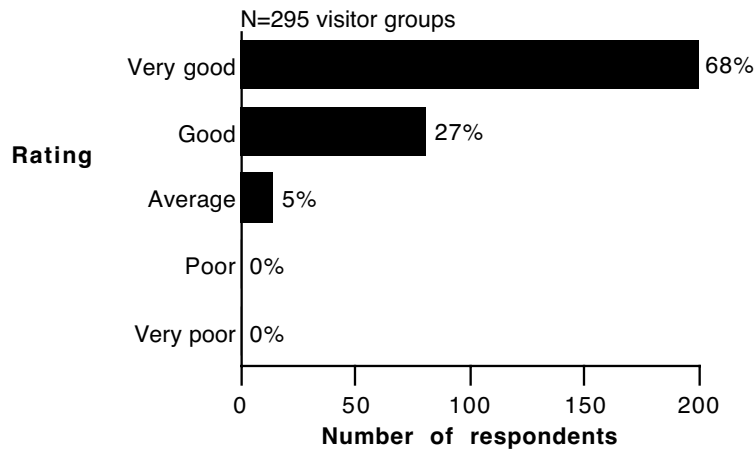


Figure 82: Overall quality of visitor services

What visitors liked most

Visitors were also asked, "What did you enjoy most about your visit to Cowpens NB?" Eighty-six percent of visitor groups (258 groups) responded to this question, which are included in the separate appendix of this report. Their comments about Cowpens NB are summarized below (see Table 5).

Table 5: What visitors liked most

N=386 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff	19
INTERPRETIVE SERVICES	
Historical information	21
Video	14
Information	11
Light board demonstration	9
Visitor center	6
Maps	3
Nature walks	3
Exhibits	2
Robert Scruggs House	2
MAINTENANCE & FACILITIES	
Trails	27
Cleanliness	13
Safety	12
Maintenance	11
Loop road	6
Trees	4
Battlefield	3
Restrooms	3
GENERAL	
Peace and quiet	60
Exercise	45
Natural beauty	29
Solitude	20
Scenery	8
Weather	7
Wildlife	6
Fresh air	6
Lack of traffic	4
All of it	4
Location of site	4
Battlefield	4
Spending time with family/friends	2
Other comments	18

What visitors liked least

Visitors were also asked, "What did you enjoy least about your visit to Cowpens NB?" Fifty-two percent of visitor groups (156 groups) responded to this question, which are included in the separate appendix of this report. Their comments about Cowpens NB are summarized below (see Table 6).

Table 6: What visitors liked least

N=162 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
INTERPRETIVE SERVICES	
Not enough information located on battlefield	5
Interpretive signs are old and faded	5
Shortage of artifacts	3
Lack of child entertainment	2
Poor audio-visual program	2
Lack of information on loop road	2
Lack of information on trails	2
MAINTENANCE & FACILITIES	
Lack of parking	4
Overly developed/maintained	3
Poor route directions to battlefield	3
Not enough maintenance	3
Poor maintenance of battlefield	2
Poor maintenance of picnic areas	2
Not enough trails	2
POLICIES	
Early closing hours	9
Others' pets	3
Loop road closes early	2
GENERAL	
No complaints	31
Did not spend enough time	10
Safety	4
This questionnaire	3
Insects	3
Lack of wildlife	2
Noisy visitors	2
Walking too far	2
Cars	2
Weather	2
Other comments	37

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Cowpens National Battlefield, what would you propose?" Fifty-five percent of visitor groups (166 groups) responded to this question. A summary of their responses is listed below in Table 7 and complete copies of visitor responses are contained in the appendix.

Table 7: Planning for the future

N= 254 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Other comment	1
INTERPRETIVE SERVICES	
Keep historically accurate	14
More interpretive signs outside and on trails	13
Increase living history programs	13
Hold more festival and special events	11
Improve visitor center exhibits	7
More local outreach	7
Increase ranger-led programs	6
Add children's activities	5
More nature identification signs on trails	4
Restore interpretive signs	4
Expand museum	3
More interactive activities	3
Improve video	3
Include specific soldier information	2
Expand visitor center	2
Allow tours of Scruggs House	2
Expand bookstore	2
Other comments	4
FACILITIES/MAINTENANCE	
Additional parking	9
More directional signs on trails	7
Add trails	6
Add water fountains	6
Improve nature trail	5
Provide more picnic areas	4
Less maintenance/more natural look	3
More benches/rest areas	3
Make restrooms available after hours	3
More restrooms	2
Restore Scruggs House	2
Improve landscaping	2
Other comments	6

Table 7: Planning for the future (continued)

Comment	Number of times mentioned
MANAGEMENT/POLICIES	
Extend hours	9
Increase advertising for Cowpens NB and other Revolutionary War sites	9
Allow camping	7
Add concessionaire/food stand	3
Other comment	1
RESOURCE MANAGEMENT	
Protect and foster wildlife	5
Restore and protect native species	2

Additional comments

Thirty-seven percent of visitor groups (n=110 groups) wrote additional comments, which are included in a separate appendix of this report. Their comments about Cowpens NB are summarized below (see Table 8). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 8: Additional comments

N=113 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff helpful	7
Rangers helpful	4
INTERPRETIVE SERVICES	
Replace interpretive signs	3
Replace video	2
Other comments	9
FACILITIES/MAINTENANCE	
Well maintained	8
Nice facility	3
Other comments	6
MANAGEMENT/POLICIES	
Keep it natural	3
Always feel safe	2
Other comments	2
GENERAL IMPRESSIONS	
Enjoyed visit	17
Keep up the good work	7
Great place to exercise	7
Love history	5
Cowpens NB is beautiful	4
Great place to bring family	4
Thank you	3
Will continue to visit	3
Great as always	2
Great place to bring children	2
Such an incredible place so close to home	2
Other comments	8

**Cowpens National Battlefield Visitor Study
Additional Analysis
VSP Report 142**

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data.

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Awareness that Cowpens NB existed prior to visit
- Awareness that battlefield is NPS unit
- Sources of information used prior to visit
- * Receive needed information?
- When was decision to visit made?
- Routes used to arrive at park
- Adequacy of signs
- How Cowpens NB fit into travel plans
- Primary reason for visiting
- Number of hours visited
- Visit on more than one day?
- Number of days visited
- Time spent vs. time planned
- Importance of programs/resources/qualities
- Activities on this visit
- Activities on past visits
- * 3 most important activities
- Use of information services/facilities
- Importance of information services/facilities
- Quality of information services/facilities
- Group type
- Tour group?
- School/educational group?
- Group size
- Age
- Zip code of residence
- Foreign country
- Number of visitors during past 12 months
- Members with disabilities?
- Type of disability
- Access problems because of disability?
- Ethnicity
- Race
- Walk/jog/bicycle on park loop road?
- Encounter any safety issues on park loop road?
- Overall safety rating
- Awareness of NPS prescribed burn policy
- Preferred maintenance option
- Elements' effect on park experience
- Future preferences for learning about park
- Future preferences for types of interpretive programs
- Overall quality of services

Phone/send requests to:

Visitor Services Project, PSU
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P.O. Box 441139
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Moscow, Idaho 83844-1139

Phone: 208-885-7863
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QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI CPSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan National Recreation Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park (AK)
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)

1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)

1997

- 92. Great Smoky Mountains National Park (summer & fall)
- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)

1998 (continued)

- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park (AK)
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site (Puerto Rico)
- 111. Saint Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park & Preserve
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historic Park (fall)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument and Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Wright Brothers National Monument)
- 137. Sequoia & Kings Canyon National Park

Visitor Services Project Publications (continued)

2002 (continued)

- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

2003

- 141. Gateway National Recreation Area
- 142. Cowpens National Battlefield

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

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