

Visitor Services Project Natchez Trace Parkway



Visitor Services Project Report 41
Cooperative Park Studies Unit



University of Idaho



Visitor Services Project

Natchez Trace Parkway

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Report 41

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Dwight Madison is the VSP Eastern Coordinator with the Cooperative Park Studies Unit, National Park Service, University of Idaho. I thank the staff at Natchez Trace Parkway for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

Visitor Services Project

Natchez Trace Parkway

Report Summary

- This report describes the results of a study of visitors to Natchez Trace Parkway during May 12–18, 1991. Five hundred sixteen questionnaires were distributed and 405 returned, a 78% response rate.
- The data reflect the use patterns of visitors to selected sites during the designated study period. The results do not necessarily apply to visitors using other sites, or using Natchez Trace Parkway during other times of the year.
- The report profiles Natchez Trace visitors. The separate appendix has visitors' comments about the park and their visit. A summary of these comments is included in both the report and the appendix.
- Forty-eight percent of visitors were in family groups. Thirty-four percent of visitors were 41 to 60 years old. Thirty-seven percent of visitors had visited Natchez Trace Parkway ten or more times.
- Visitors from foreign countries comprised 3% of the visitation to Natchez Trace Parkway. Eighty-four percent of American visitors came from Mississippi and Alabama.
- Seventy-five percent of visitors stayed four hours or less on the parkway. Sightseeing (40%), driving for business or to work (39%), "other" activities identified as driving to visit relatives or friends and traveling (31%), reading roadside exhibits (20%) and visiting museums/visitor centers (17%) were the most common activities of visitors this visit.
- The most visited sites were the Cypress Swamp Nature Trail (12%), Tenn-Tom Waterway Interpretive Site (11%), and the Rocky Springs Townsite Trail (9%).
- On the day of their visit, visitors started their trips most often from Jackson and Tupelo and Natchez, Mississippi. Most visitors used Highways 55, 61, and 6 to enter Natchez Trace Parkway and the same highways when exiting.
- Fifty-eight percent of visitors obtained information about the park from previous visits, 29% from friends and/or relatives and 28% from maps.
- The most important visitor services according to visitors were the roadway surface, restrooms and roadway signs. Of the services they used, visitors rated roadside exhibits, visitor centers/museums, park brochure/map and contact with uniformed park staff as highest in quality.
- Other historic sites or tourist attractions visitors visited during this trip were Natchez, Mississippi (5%) and Jeff Busby (4%); 38% of visitors did not visit other sites.
- Visitors made many more general comments about their visits to the park.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208)885-7129.

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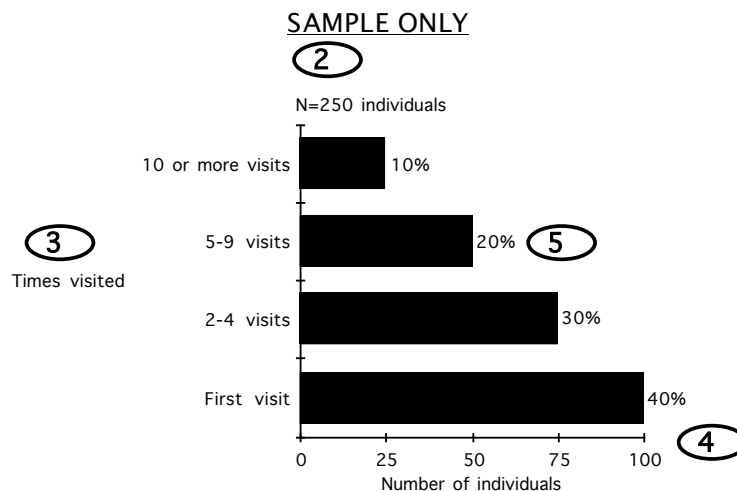
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INTRODUCTION

This report describes the results of a study of visitors at Natchez Trace Parkway (referred to as "Natchez Trace"). This visitor study was conducted May 12–18, 1991, by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many 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 is a general description of the graph's information.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use **CAUTION** when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: The vertical information describes categories.
- 4: Horizontal information shows the item number in each category; proportions may be shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors on the Natchez Trace during May 12–18, 1991. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Sampling

Visitors were contacted at six sites: Colbert Ferry (south bound traffic), Browns Bottom (north bound traffic), Jeff Busby (north bound traffic), Cypress Swamp (north bound traffic), Rocky Springs (south bound traffic), and Mount Locust (south bound traffic). Visitors driving by these sites were sampled by using selected intervals to contact vehicles. The number of contacts for each site reflected the site's portion of the six sites' combined total visitation.

Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size and the age of the adult who would complete the questionnaire. This individual was asked their name, address and telephone number for the later mailing of a reminder–thank you postcard.

Data analysis

Two weeks after the survey, a reminder–thank you postcard was mailed to all participants. Four weeks after the survey, a special letter and a replacement questionnaire were mailed to those participants whose questionnaires had not yet been received. Questionnaires arriving within a ten week period were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and on individual group members. Thus, the sample size ('N'), varies from figure to figure. For example, while information is shown in Figure 1 for 397 groups, Figure 3 has data for 846 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 405 questionnaires were returned by visitors, Figure 1 shows data for only 397 respondents.

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

Limitations

Like all surveys, this study has limitations which should be taken into account when interpreting the results:

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage is applicable to all such studies and is reduced by having visitors fill out the questionnaire during or soon after visiting the park.
2. The data reflect the use patterns of visitors to the selected sites during the designated study period of May 12–18, 1991. The results do not necessarily apply to visitors using other Natchez Trace sites, or to visitor using Natchez Trace during other times of the year.
3. Caution is advised when interpreting any data where the sample size is 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

It rained on several days of the survey, which may have reduced the number of visitors to the parkway.

RESULTS

A. Visitors contacted

A total of 534 visitor groups were contacted; 516 agreed to participate. Thus, the acceptance rate was 97%. Four hundred five visitor groups completed and returned their questionnaires, a 78% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias was minor, visitors traveling alone may be slightly under represented..

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent	498	45.0	405	45.2
Group size	521	2.2	397	2.7

B. Characteristics

Figure 1 shows group sizes, which varied from one person to 80 people. Thirty-nine percent of Natchez Trace Parkway visitors came in groups of two people, 34% came alone. Forty-eight percent of visitors came in family groups, as shown in Figure 2.

Figure 3 shows a wide range of age groups; the most common being adults aged 41-60 (34%). Thirty-seven percent of visitors had visited Natchez Trace parkway ten or more times, 32% percent were on their first visit, as seen in Figure 4.

Foreign visitors comprised 3% of all visitation. Map 1 and Table 2 show that these foreign visitors came from Germany and Taiwan. Map 2 and Table 3 show that most American visitors came from Mississippi (62%), Alabama (12%) and Tennessee (5%).

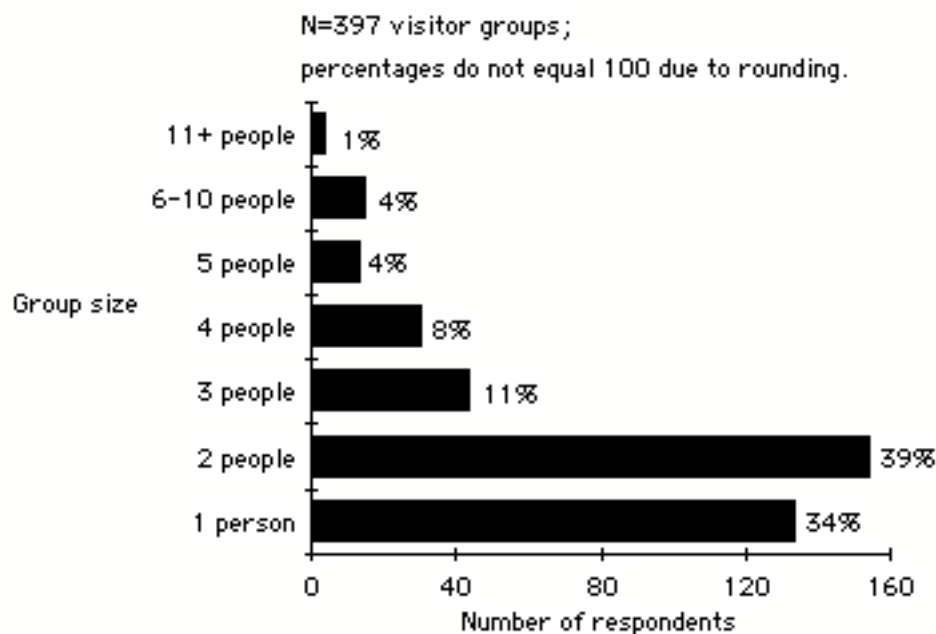


Figure 1: Visitor group sizes

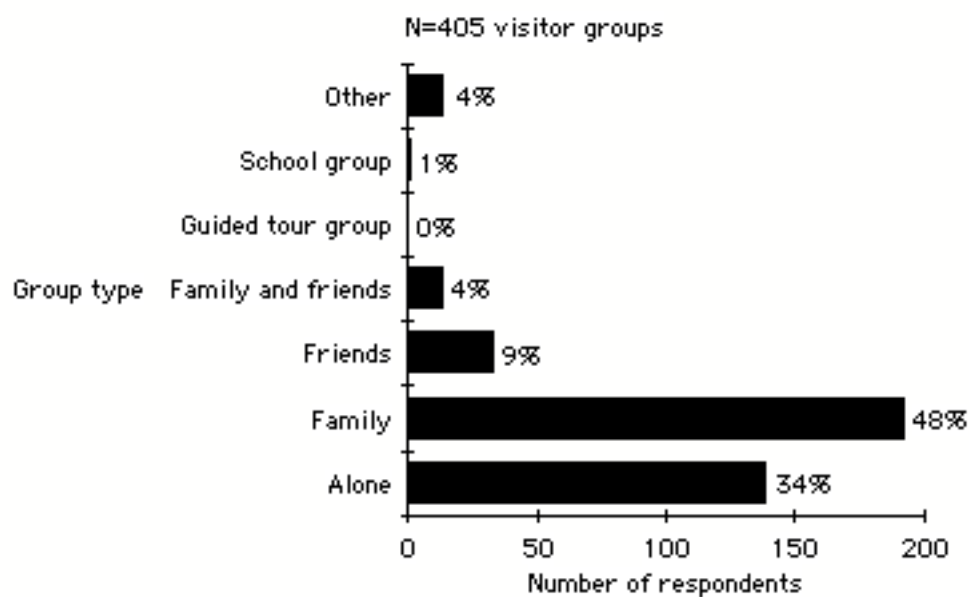


Figure 2: Visitor group types

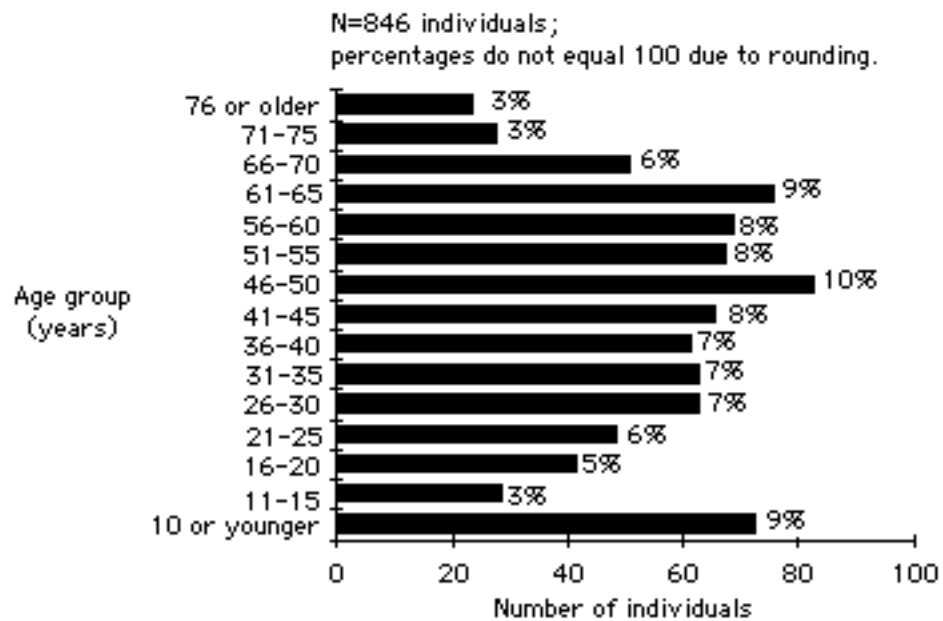


Figure 3: Visitor ages

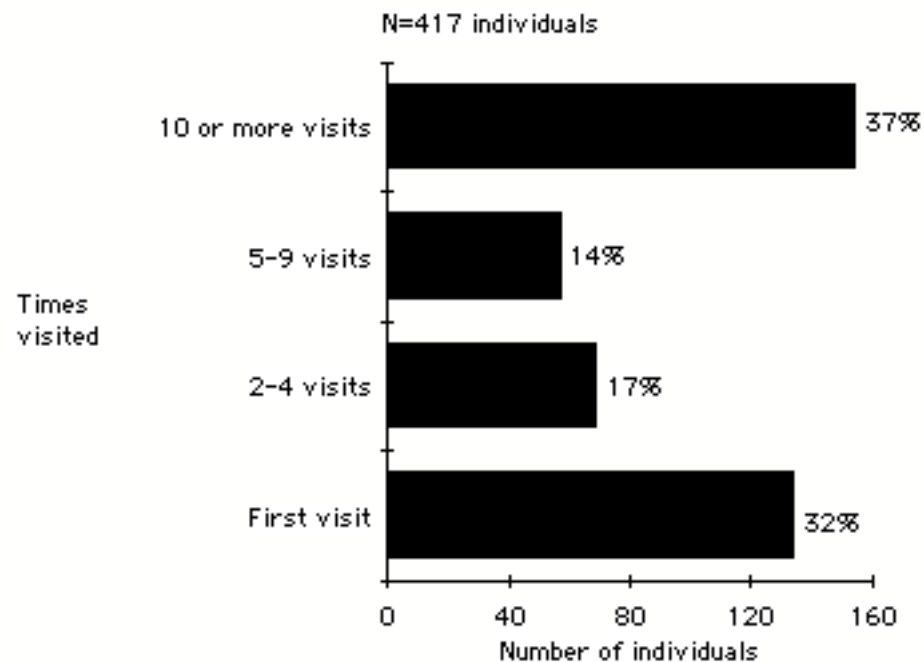
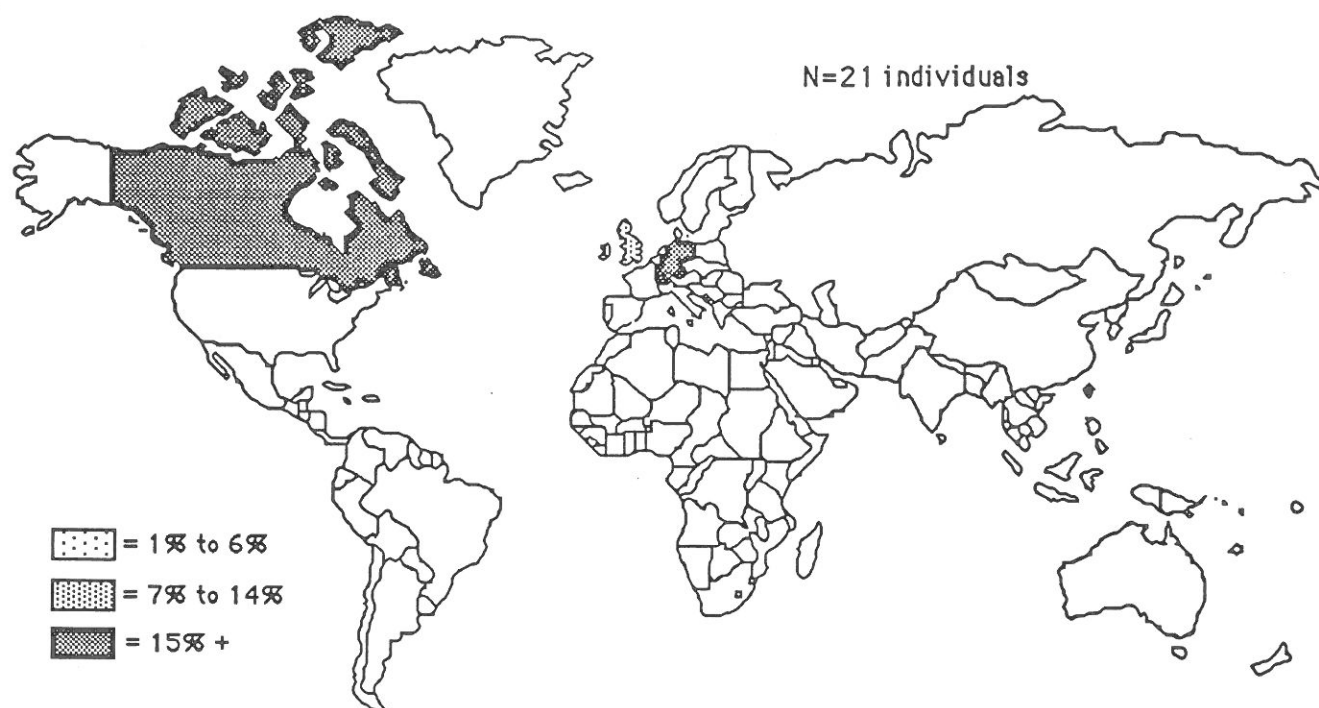


Figure 4: Number of visits



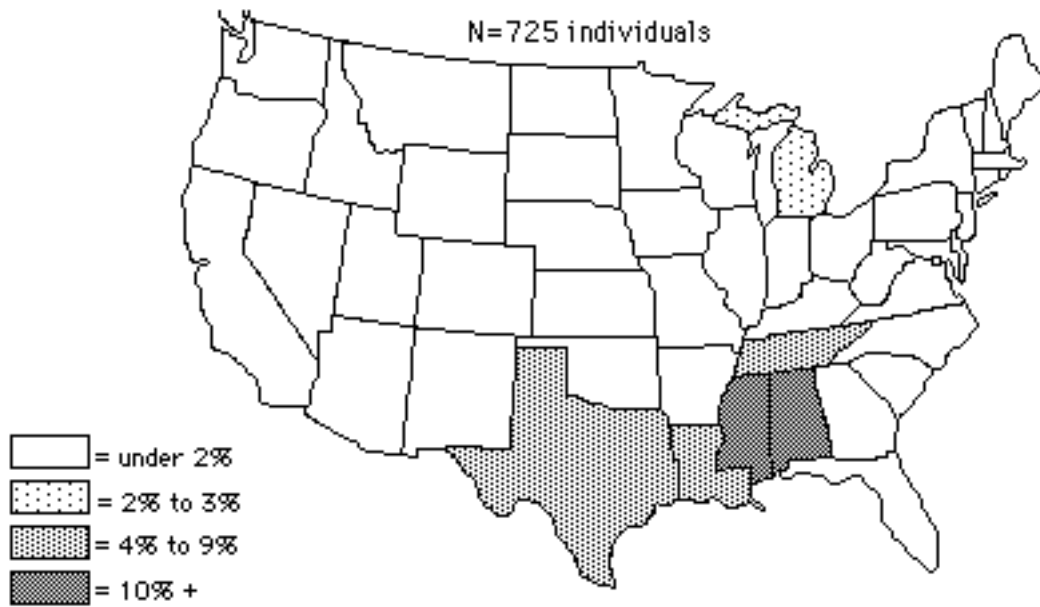
Map 1: Proportion of foreign visitors by country

Table 2: Proportion of visitors from foreign countries

N=21 individuals from foreign countries

CAUTION !

Country	Number of individuals	% of foreign visitors
Germany	5	24
Taiwan	5	24
Canada	4	19
Switzerland	4	19
United Kingdom	3	14



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=725 individuals

State	Number of individuals	% of visitors
Mississippi	451	62
Alabama	84	12
Tennessee	39	5
Texas	39	5
Louisiana	33	5
Michigan	11	2
Others (14 states < 1% each)	68	9

C. Length of stay

Figure 5 shows that 75% of visitor groups spent four hours or less on the Natchez Trace Parkway. Figure 6 shows that 91% spent less than one day.

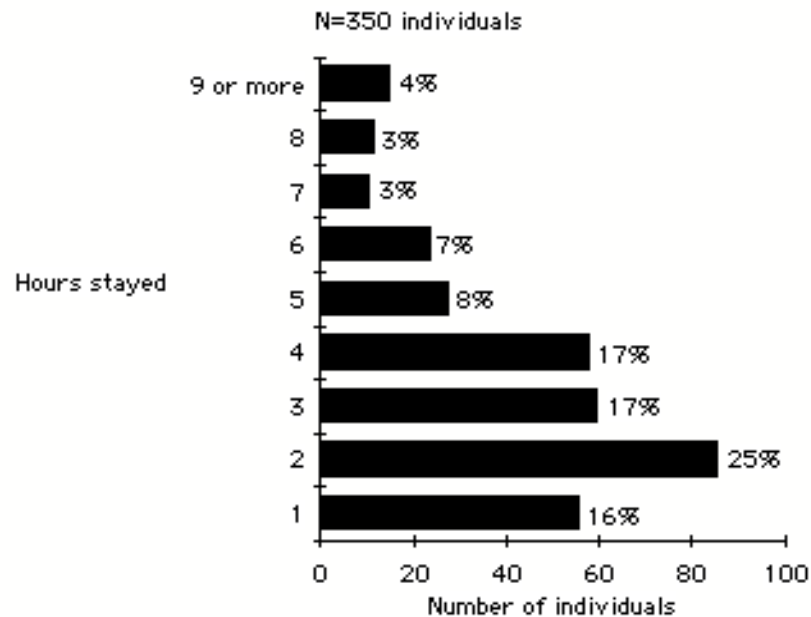


Figure 5: Number of hours visitors spent on the Natchez Trace

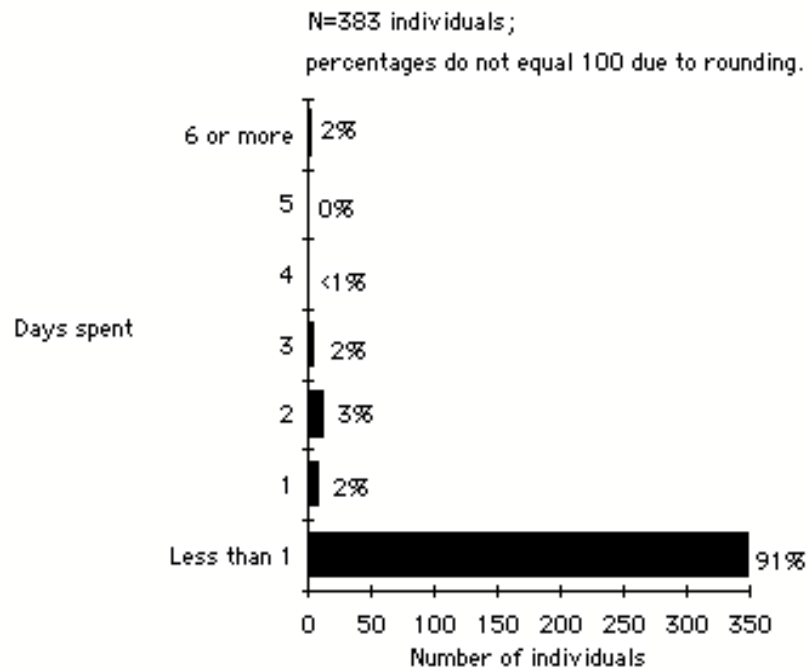


Figure 6: Number of days visitors spent on the Natchez Trace

D. Activities

Figure 7 shows the proportion of visitor groups who participated in each activity during their visit. Common activities were sightseeing (40%), driving for business or commuting to work (39%), and "other" activities (31%) identified as visiting relatives and friends, traveling and going shopping.

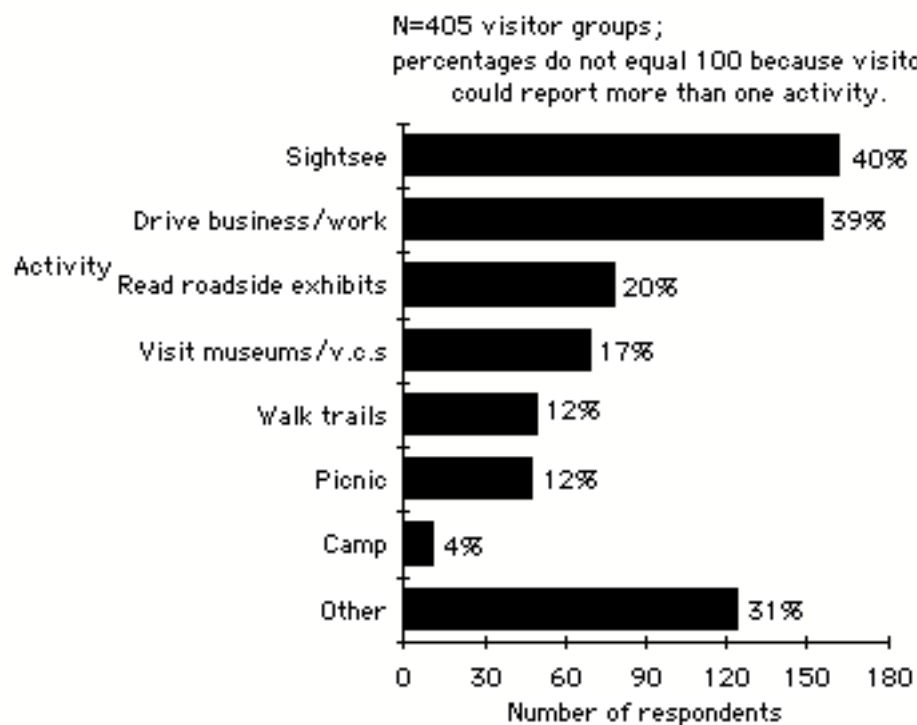
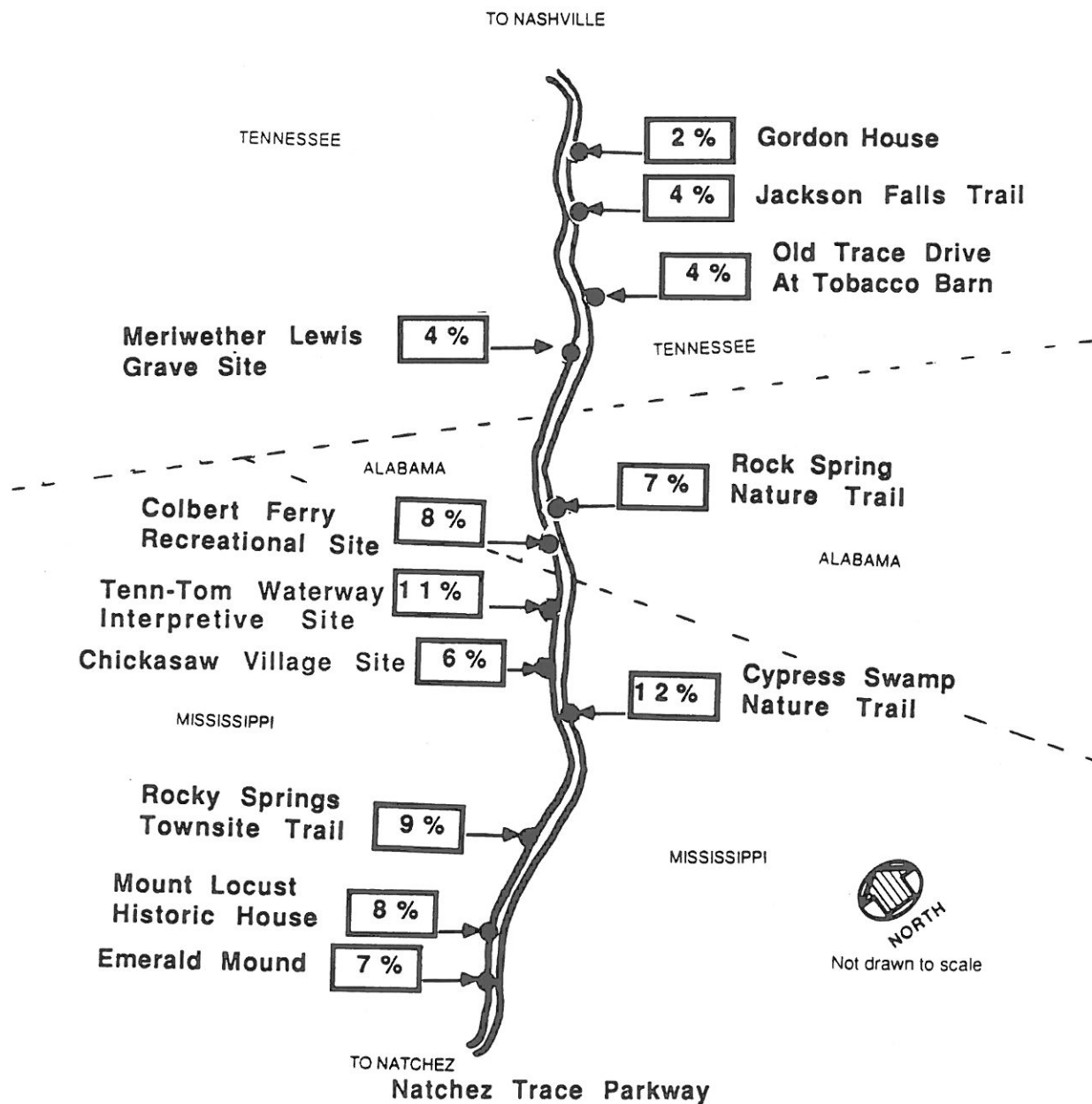


Figure 7: Proportion of visitor groups participating in each activity

E. Locations

Map 3 shows the proportion of visitor groups that had visited selected sites on the Natchez Trace Parkway. Twelve percent of visitor groups had visited the Cypress Swamp Nature Trail, 11% had visited the Tenn-Tom Waterway Interpretive Site and 9% had visited the Rocky Springs Townsite Trail.

N=405 visitor groups;
percentages do not equal 100 because
visitors could have visited more than one site.



Map 3: Proportion of visitor groups that visited each site

F. Arrival day origin/planned destination on day of visit

Visitors were asked to identify where they began their trip on the day they arrived at the Natchez Trace Parkway. The most common starting points were Jackson (21%), Tupelo (17%), and Natchez (6%) as Table 4 shows.

Table 4: Trip start location on day of visit

N=391 comments;

percentages do not equal 100 due to rounding.

Nearest town/state	Number of respondents	% of respondents
Jackson, Mississippi	82	21
Tupelo, Mississippi	67	17
Natchez, Mississippi	24	6
Kosciusko, Mississippi	18	5
Columbia, Mississippi	16	4
Florence, Mississippi	16	4
Vicksburg, Mississippi	13	3
Cherokee, Alabama	11	3
Houston, Mississippi	8	2
Ridgeland, Mississippi	8	2
Tishomingo, Mississippi	8	2
Eupora, Mississippi	7	2
Mathiston, Mississippi	7	2
Clinton, Mississippi	6	2
French Camp, Mississippi	6	2
Port Gibson, Mississippi	5	1
Canton, Mississippi	4	1
Madison, Mississippi	4	1
Nashville, Tennessee	4	1
Okolona, Mississippi	4	1
Saltillo, Mississippi	4	1
Utica, Mississippi	4	1
Waterloo, Alabama	4	1
Other locations (each listed <4 times)	61	17

G. Highways used during trip

Visitors were asked to identify the highways they used to enter Natchez Trace Parkway this visit. Table 5 shows that Interstate 55 was the most often used (19%), followed by Highway 61 (7%) and Highway 6 (7%). Visitors were also asked to identify the highways used to exit Natchez Trace Parkway this visit. Table 6 shows that Highway 61 was the most often used (12%), followed by Highway 55 (9%).

Table 5: Route or highway used to enter parkway this visit

N=385 comments

Route/highway used	Number of respondents	% of respondents
55	72	19
61	28	7
6	27	7
20	21	5
45	19	5
78	18	5
72	12	3
9	10	3
12	9	2
25	8	2
27	8	2
35	8	2
32	7	2
371	7	2
82	6	2
412	6	2
50	5	1
51	5	1
4	4	1
8	4	1
14	4	1
43	4	1
220	4	1
413	4	1
Other routes/highways (each listed <4 times)	37	10
Don't remember	48	12

Table 6: Route or highway used to exit parkway this visit

N=358 comments;
percentages do not equal 100 due to rounding.

Route/highway used	Number of respondents	% of respondents
61	42	12
55	34	9
72	26	7
6	20	6
45	19	5
25	18	5
78	15	4
20	13	4
82	13	4
4	10	3
12	10	3
16	8	2
412	8	2
18	6	2
35	6	2
64	5	1
15	4	1
50	4	1
553	4	1
Other routes/highways (each listed <4 times)	41	11
Don't remember	49	14

H. Information sources prior to visit

The survey asked visitors how they obtained information about Natchez Trace Parkway prior to their visit. Fifty-eight percent of the visitor groups obtained their information from previous visit(s), while 29% received information from friends/relatives and 28% from maps. "Other" sources of information included visitors who lived in the area and visitor information centers.

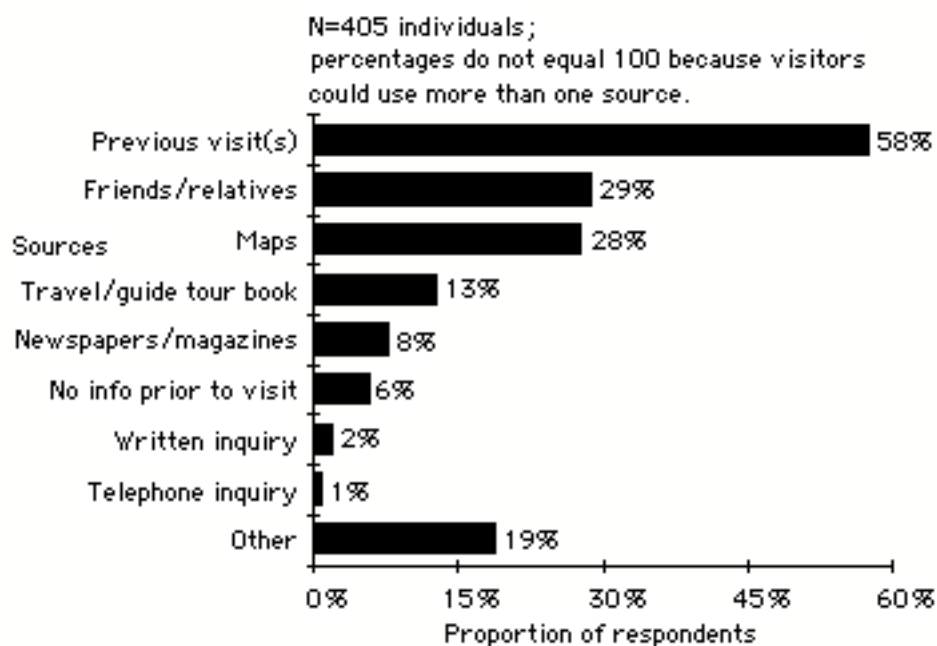


Figure 8: Information sources prior to visit

I. Interpretive or visitor services' importance and quality evaluations

Visitors rated the importance and quality of interpretive or visitor services they used. Visitors rated the services' importance on a five point scale: 1=extremely important, 2=very important, 3=moderately important, 4=somewhat important, and 5= not important. Visitors also used a five point scale to rate the quality of the services they used: 1=very good, 2=good, 3=average, 4=poor, and 5=very poor.

Figure 9 shows the average importance and quality ratings for each service. Services were all rated above average in importance and quality road surface and restrooms were the most important services; roadside exhibits and visitor centers/museums were the highest quality services.

Figures 10–20 show that several services received the highest "very important" to "extremely important" ratings: road surface (82%), restrooms (80%) and parkway roadside signs (76%). Services receiving the highest "somewhat important" to "not important" ratings were campgrounds (34%), park brochure/map and interpretive trail signs (29%).

Figures 21–31 show that several services were given high "good" to "very good" ratings: roadside exhibits (88%), visitor centers/museums (87%) and contact with uniformed park staff (86%). The service receiving the highest "poor" to "very poor" quality ratings were restrooms and campgrounds (9%).

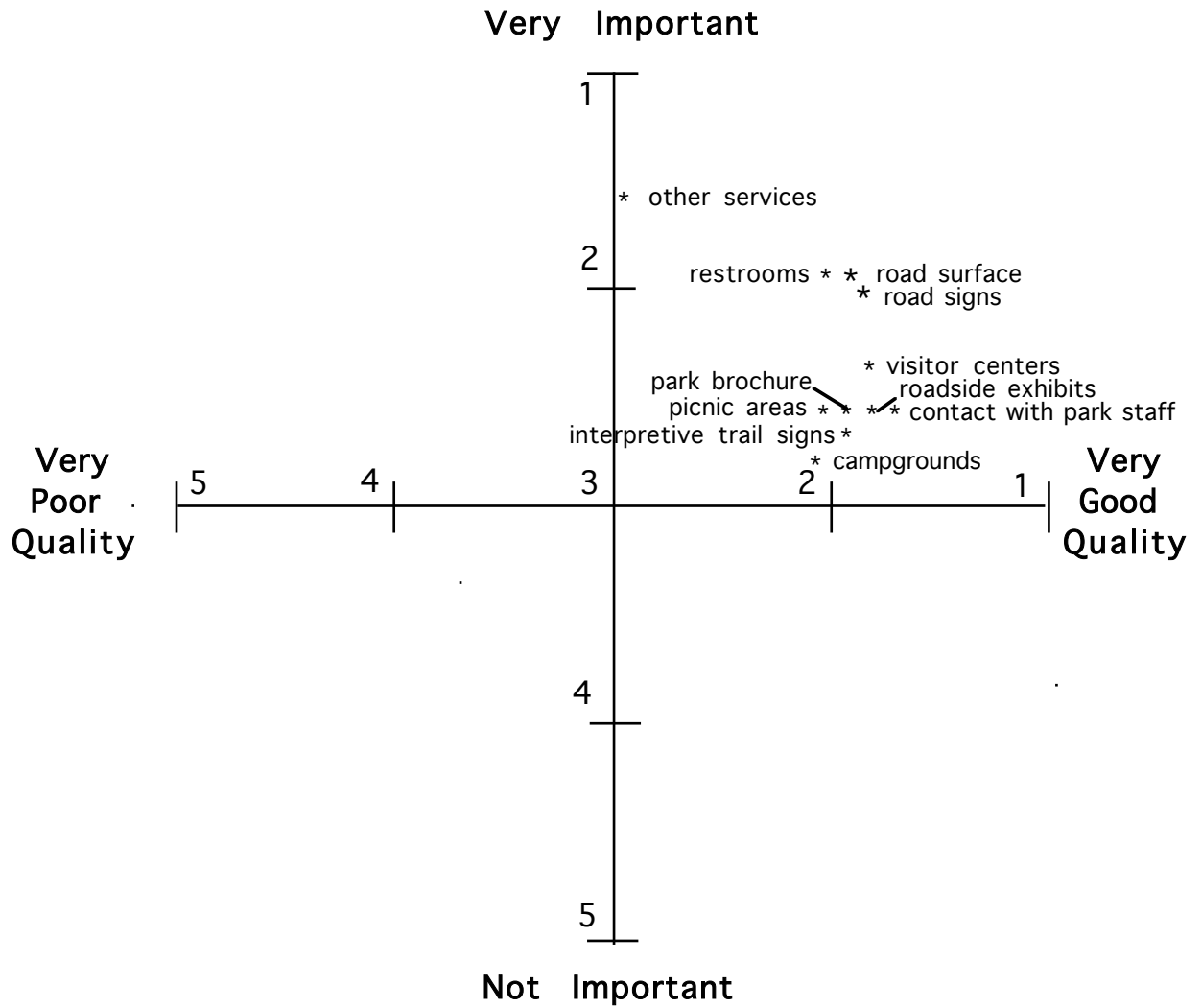


Figure 9: Average ratings of service importance and quality

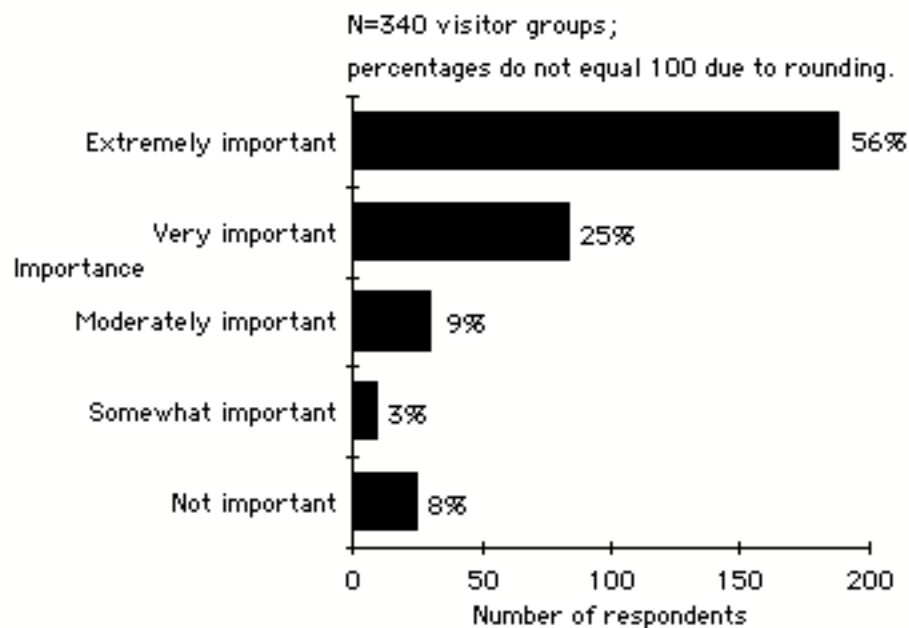


Figure 10: Importance ratings of parkway road surface

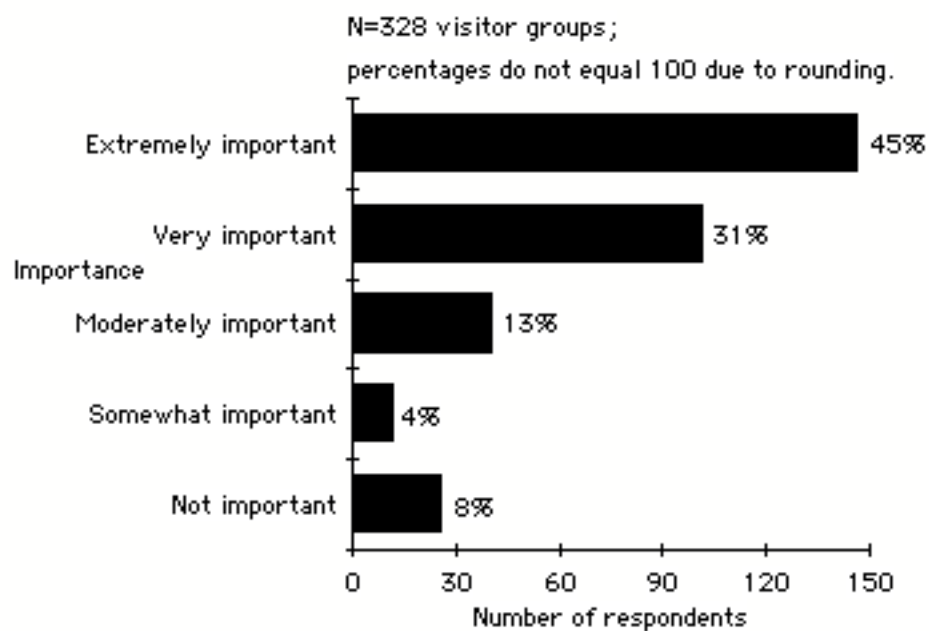


Figure 11: Importance ratings of parkway road signs

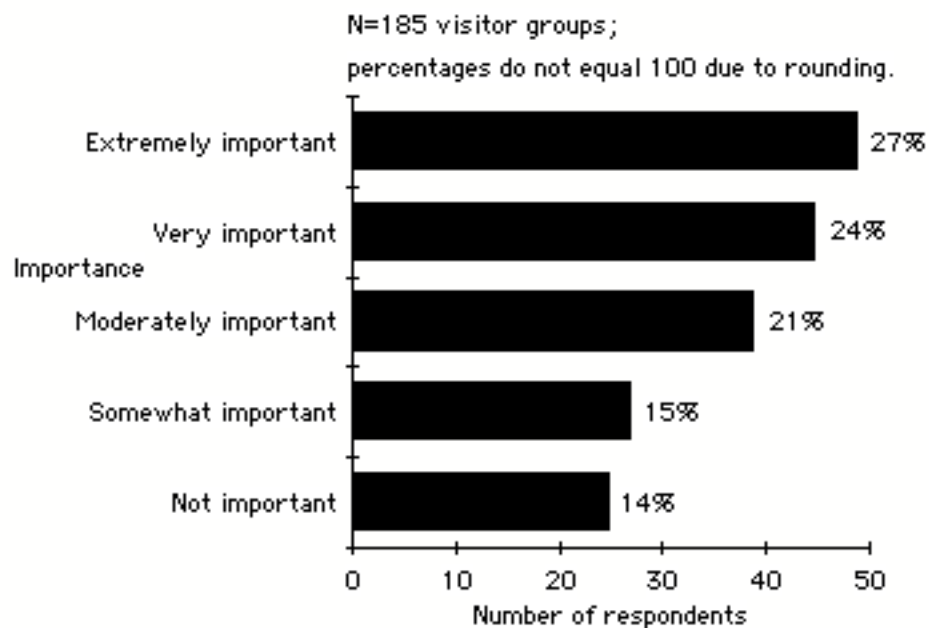


Figure 12: Importance ratings of park brochure/map

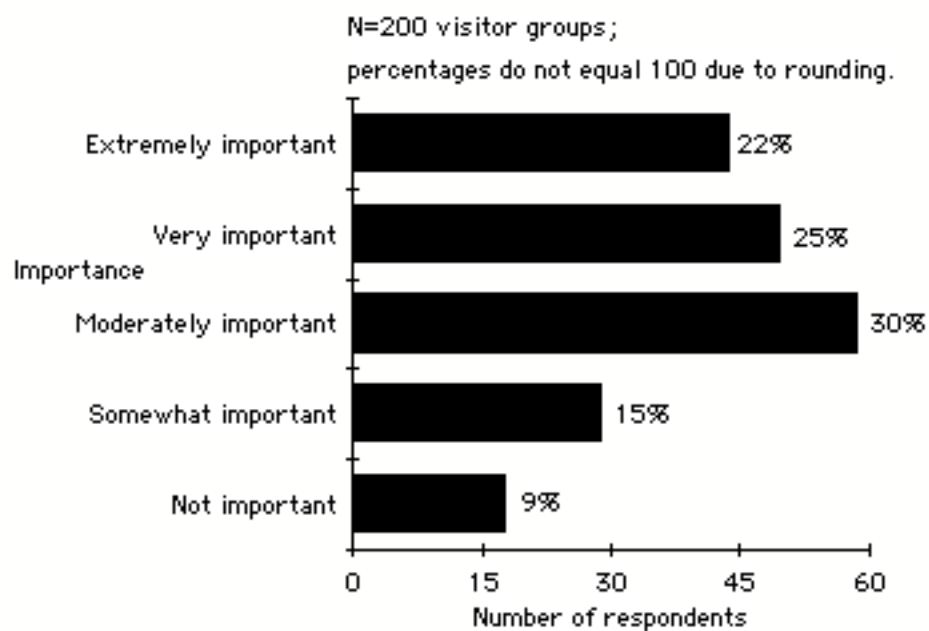


Figure 13: Importance ratings of roadside exhibits

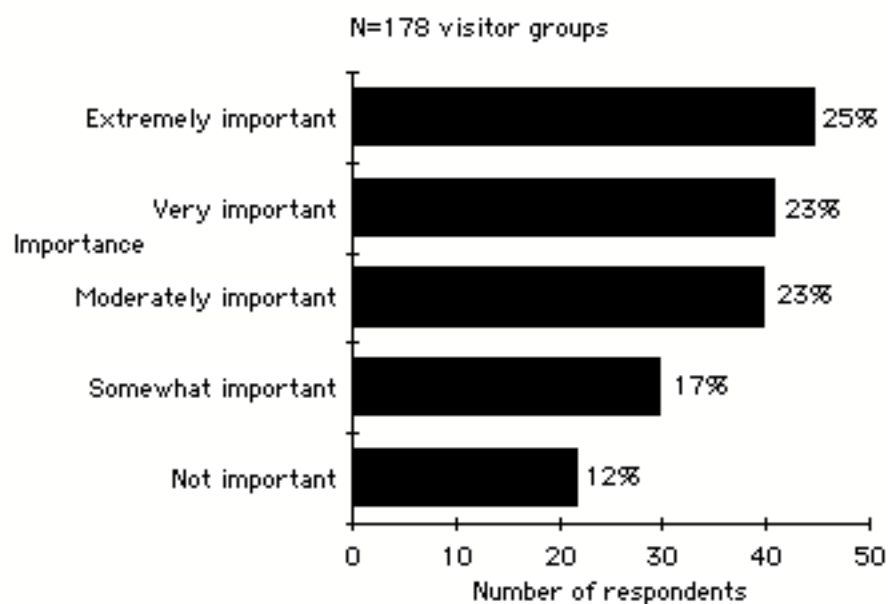


Figure 14: Importance ratings of interpretive trail signs

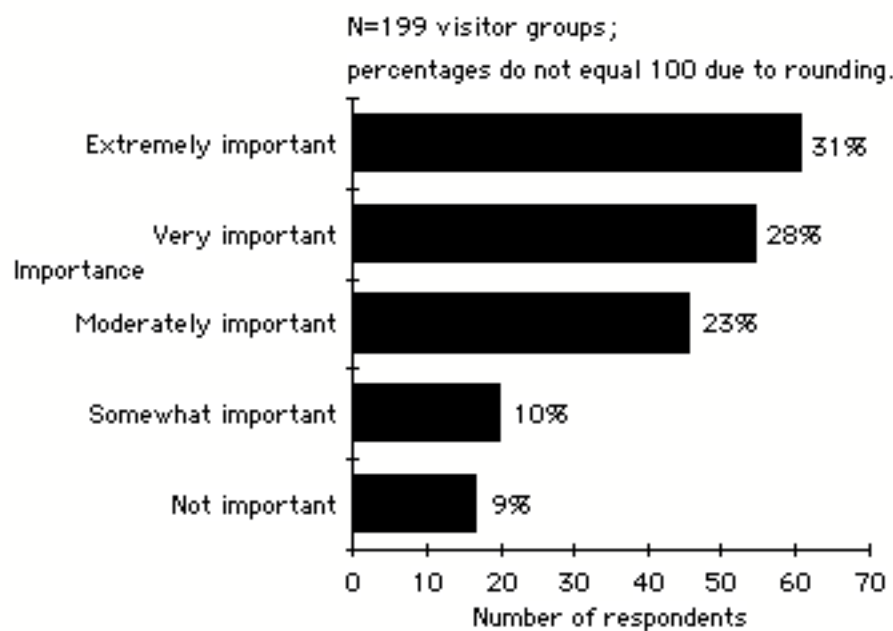


Figure 15: Importance ratings of visitor centers/museums

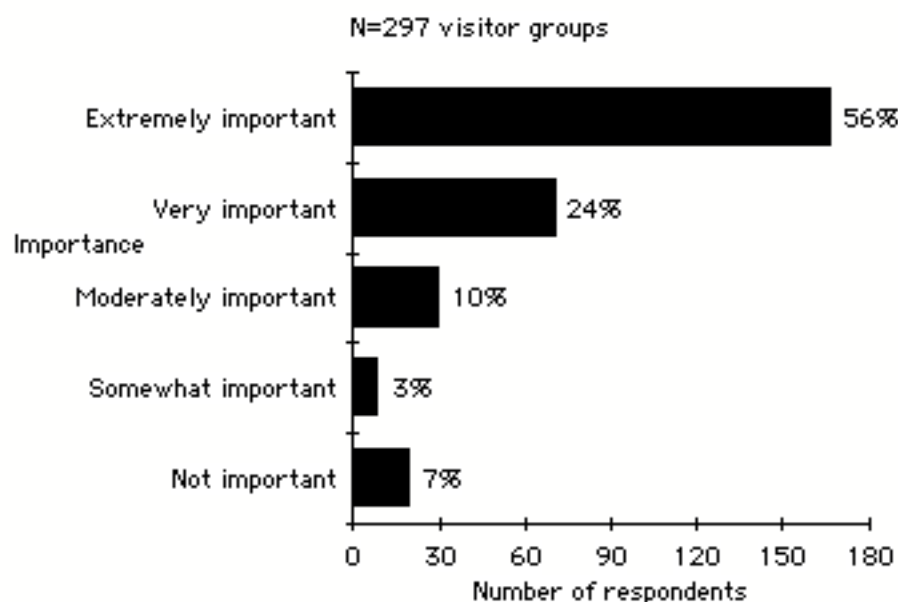


Figure 16: Importance ratings of restrooms

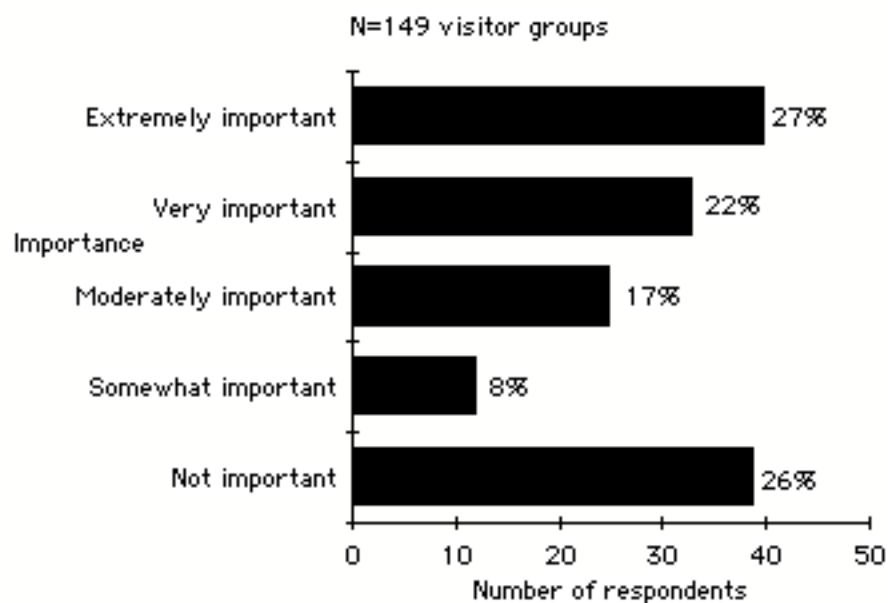


Figure 17: Importance ratings of campgrounds

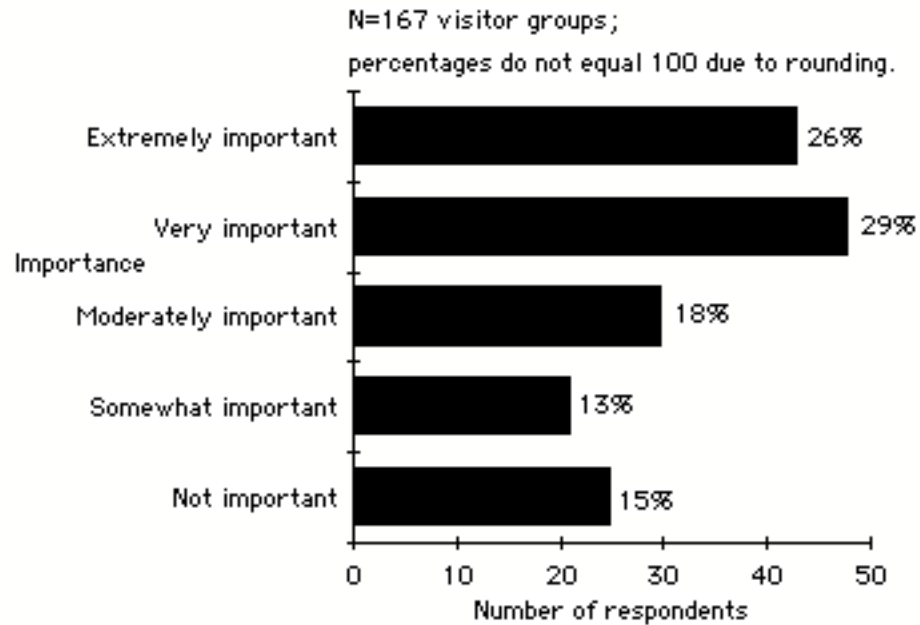


Figure 18: Importance ratings of picnic areas

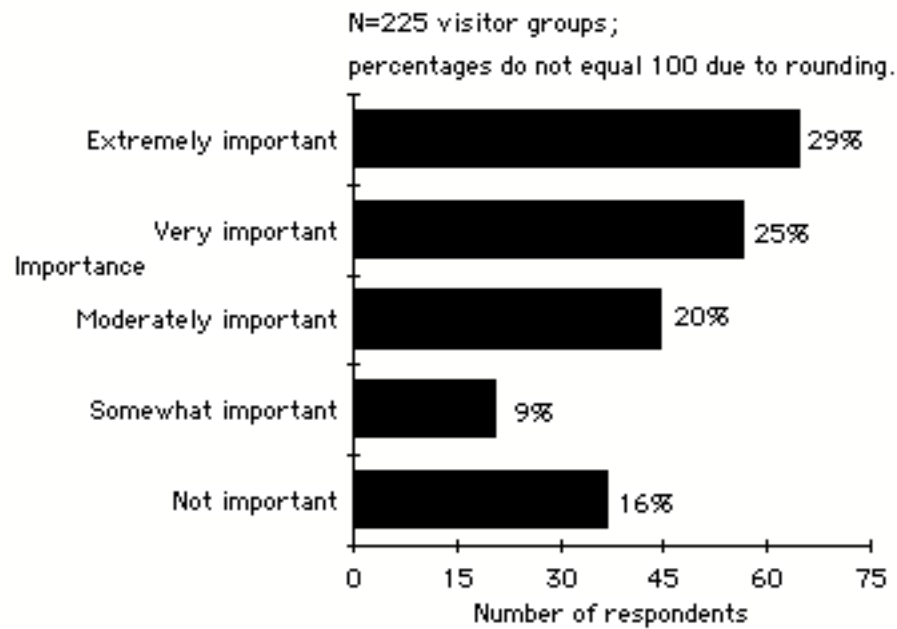


Figure 19: Importance ratings of contact with uniformed park staff

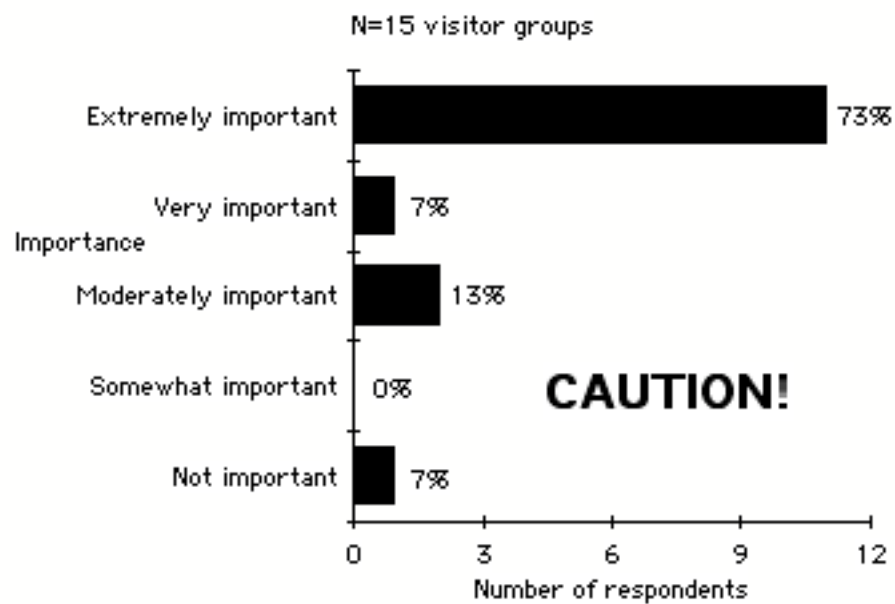


Figure 20: Importance ratings of "other" interpretive or visitor services



Figure 21: Quality ratings of parkway road surface

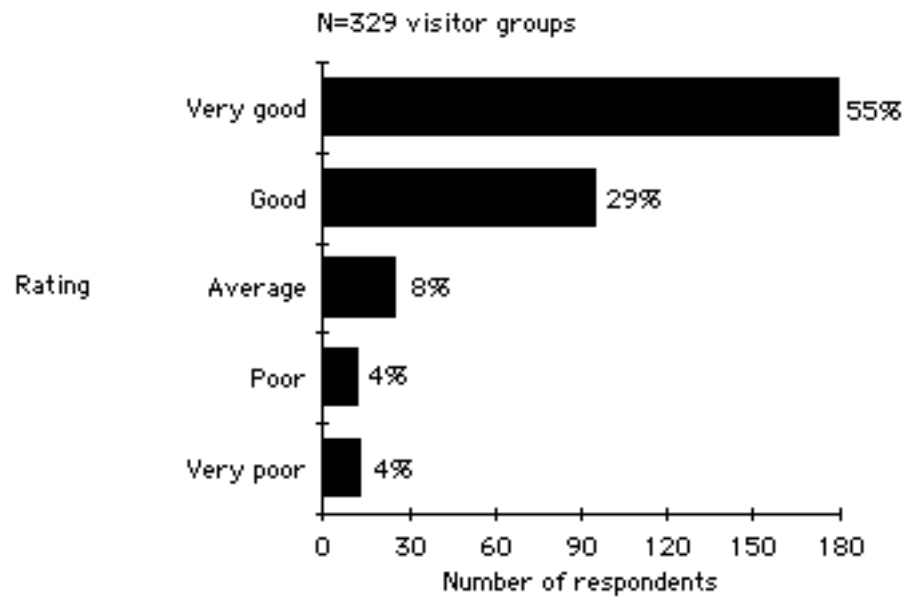


Figure 22: Quality ratings of parkway road signs

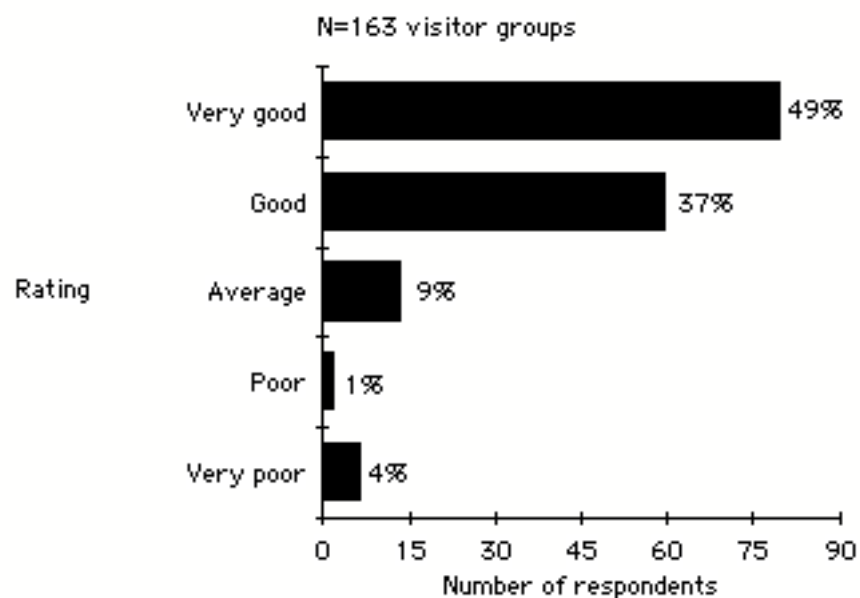


Figure 23: Quality ratings of park brochure/map

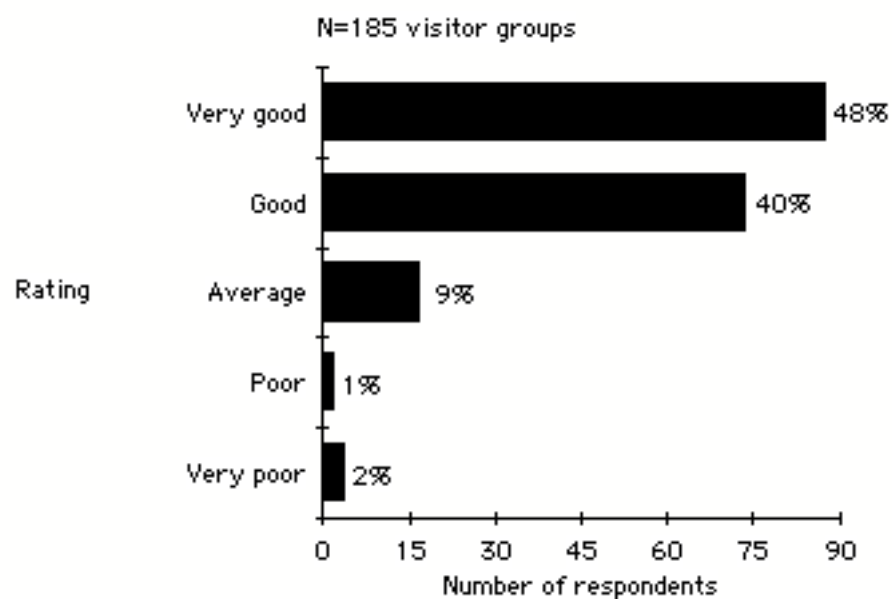


Figure 24: Quality ratings of roadside exhibits

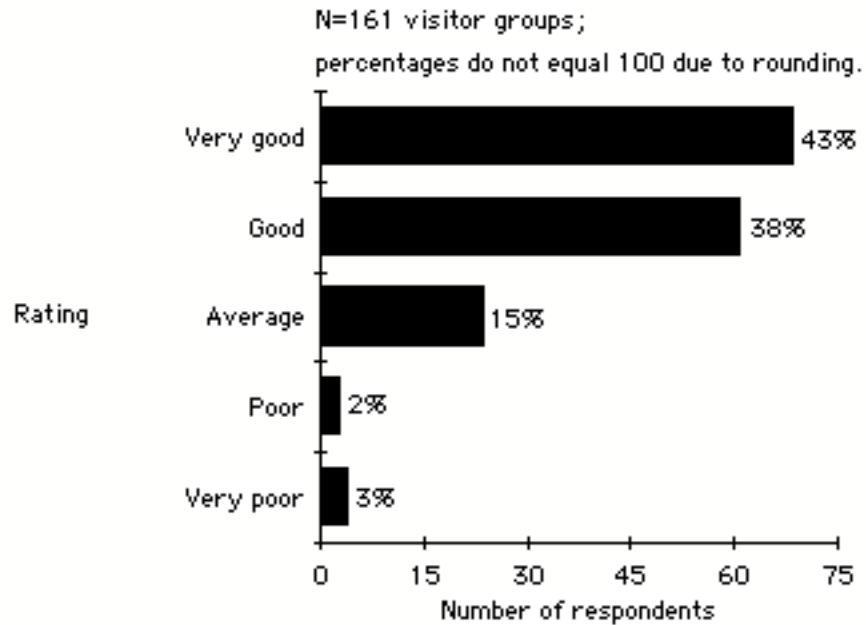


Figure 25: Quality ratings of interpretive trail signs

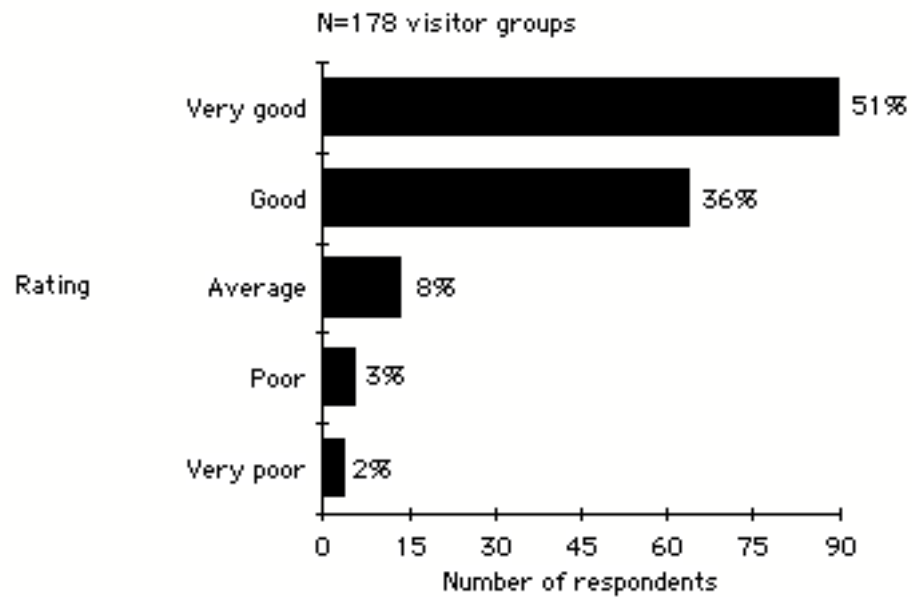


Figure 26: Quality ratings of visitor centers/museums

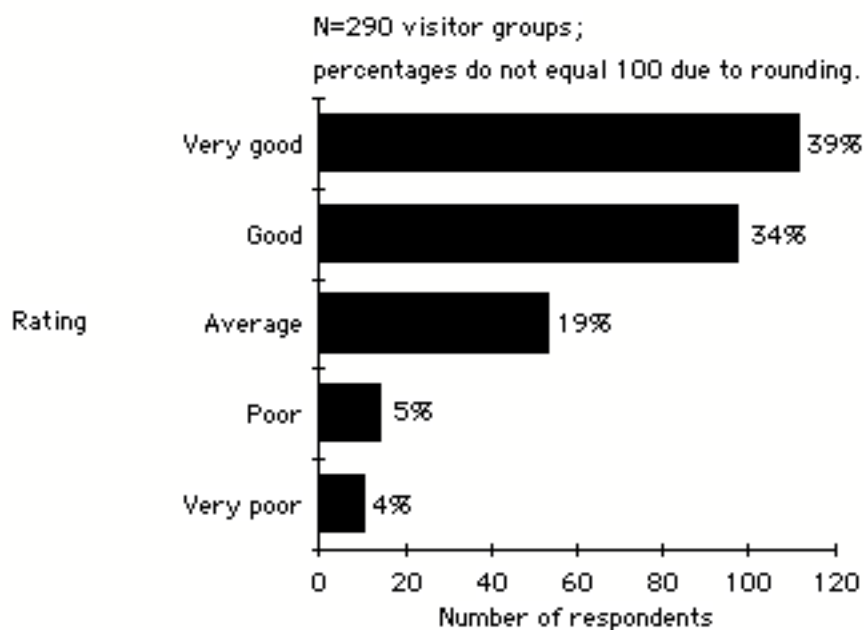


Figure 27: Quality ratings of restrooms

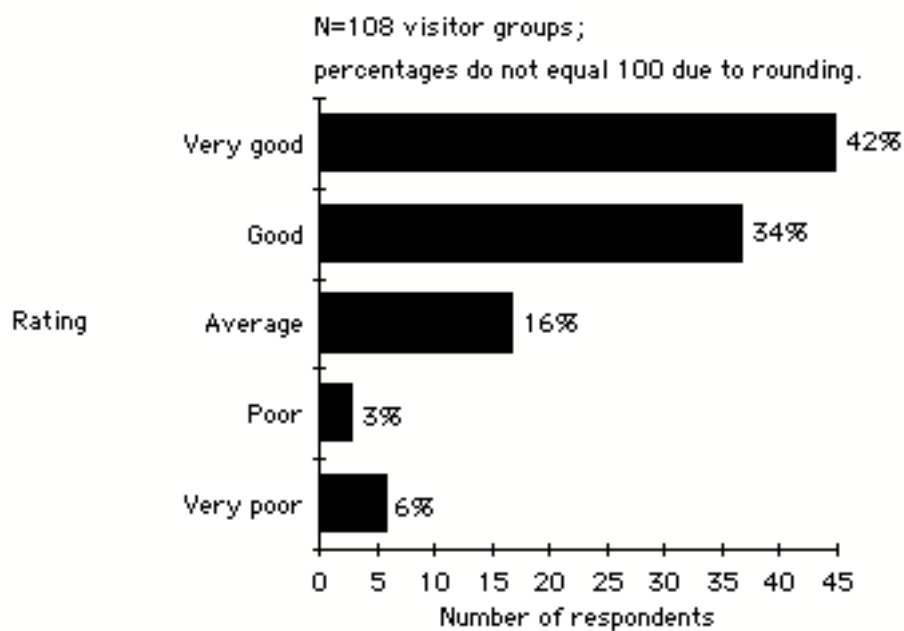


Figure 28: Quality ratings of campgrounds

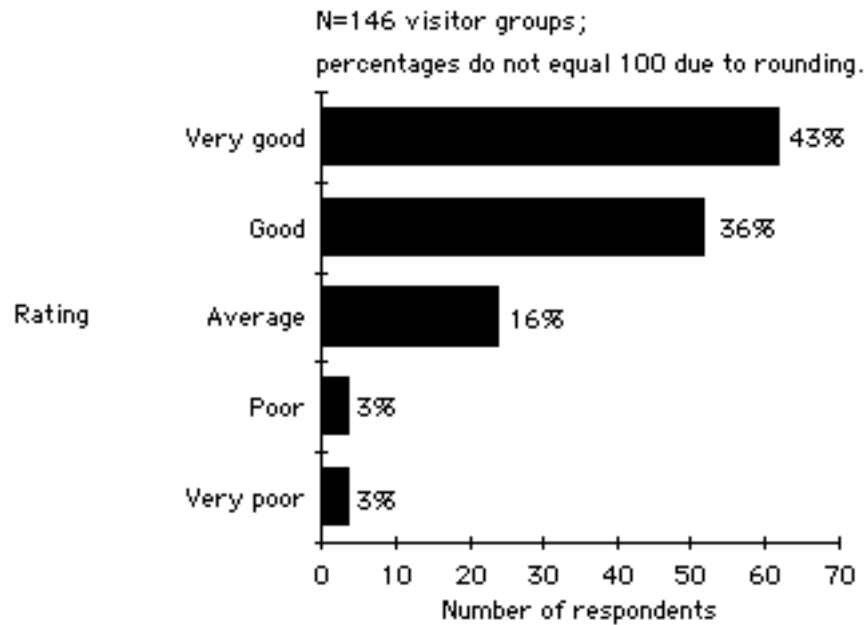


Figure 29: Quality ratings of picnic areas

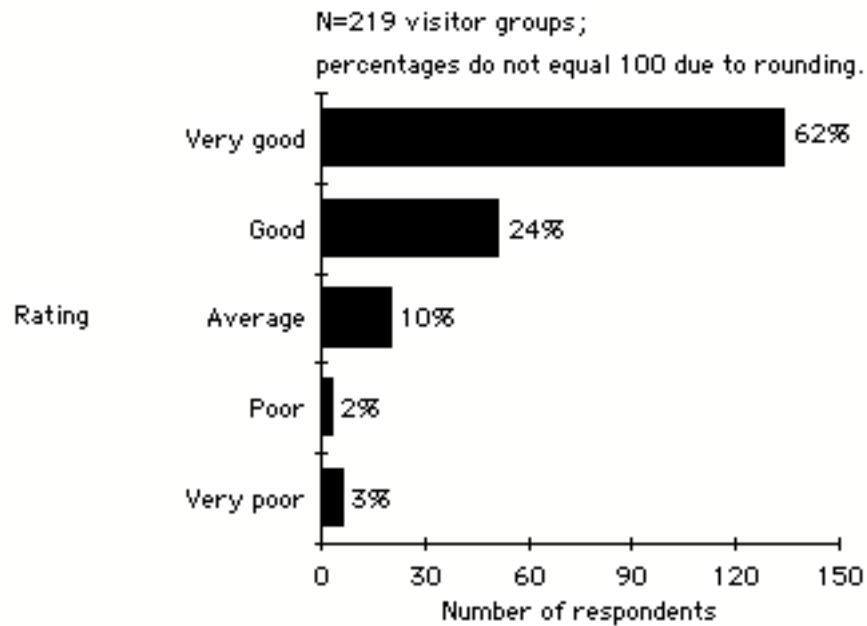


Figure 30: Quality ratings of contact with uniformed park staff



Figure 31: Quality ratings of "other" interpretive or visitor services

J. Other historic sites/attractions visited

Visitors were asked which other historic sites or tourist attractions they visited during this trip. The most common answers were "none" (38%), Natchez Mississippi (5%), and Jeff Busby (4%), as Table 7 shows.

Table 7: Other historic sites or tourist attractions visited
N=385 comments;
many visitors made more than one comment.

Historic site/tourist attraction	Number of respondents	% of responses
None	148	38
Natchez, Mississippi	19	5
Jeff Busby	14	4
Indian Mounds	11	3
Vicksburg, Mississippi	10	3
Kosciusko visitor center	7	2
Vicksburg National Military Park	7	2
Memphis, Tennessee	6	2
Colbert Ferry	6	2
River Bend	5	1
Pharr Mounds	5	1
New Orleans, Louisiana	5	1
Mount Locust Historic House	4	1
French Camp	4	1
Restrooms	4	<1
Bynum Mounds	3	<1
Rocky Springs	3	<1
Shiloh National Military Park	3	<1
Elvis Presleys' Birth Place	3	<1
Jackson, Mississippi	3	<1
Great Smoky Mountains	2	<1
Hot Springs, Arkansas	2	<1
Dallas, Texas	2	<1
Graceland	2	<1
San Antonio, Texas	2	<1
Big Bend National Park	2	<1
Jacks Branch	2	<1
Tupelo Visitor Center	2	<1
Little Mountain	2	<1
Rest stops	2	<1
Port Gibson	2	<1
All sites on the parkway	2	<1
Other sites	91	25

K. Main purpose for Natchez Trace Parkway visit

Figure 32 shows that 42% of visitors' chose "other" as their main purpose for visiting Natchez Trace Parkway. Other was identified as driving to see family or friends and driving to go shopping. Other visitors identified their main purpose for visiting as connecting route to vacation destination (25%), commute to work (22%) and to visit parkway (11%).

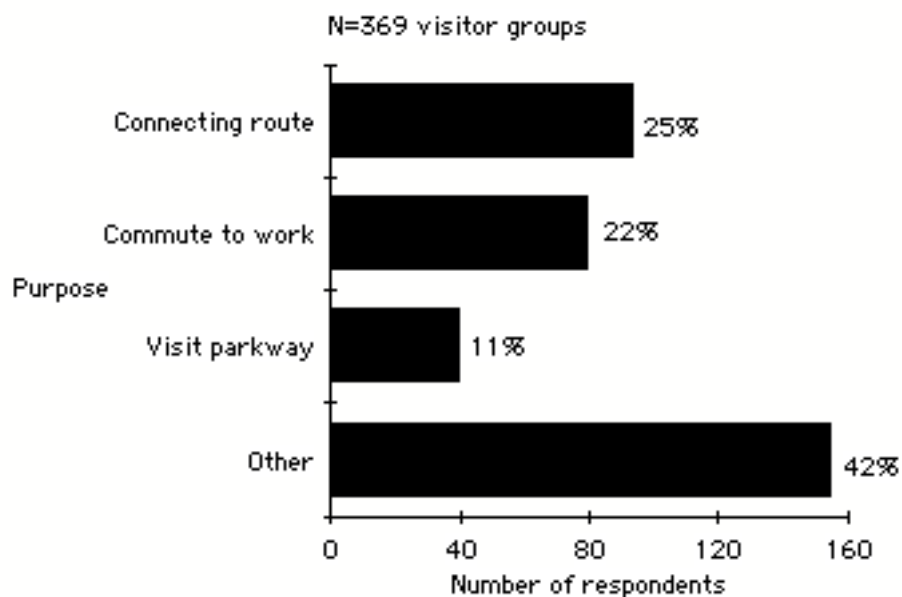


Figure 32: Main purpose for visiting Natchez Trace Parkway

L. Feature/activity visitors unable to see or do

Visitors were asked if there was anything specific which they wanted to see or do during this visit, but were not able to. Ninety-two percent of the visitors said no. Eight percent of the visitors said they were unable to see or do something they had planned to see or do (Figure 33). In Table 8, the features and activities the visitors were unable to see or do are listed along with what prevented them from seeing the feature or doing the activity.

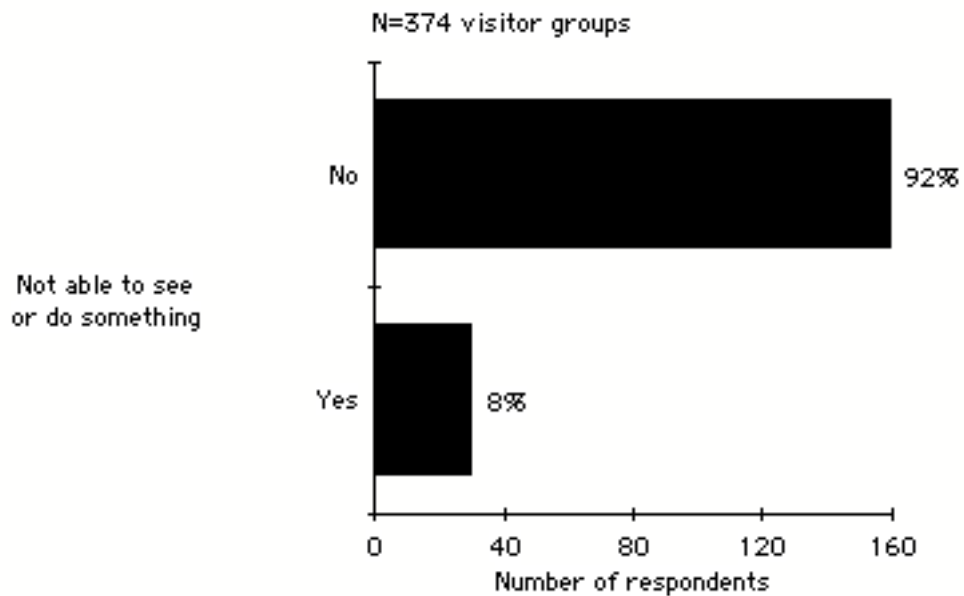


Figure 33: Anything specific group not able to see or do

Table 8: Feature or activity not seen or done and why

<u>Feature not seen or activity not done</u>	<u>Reason given by visitor</u>
Stop at each exhibit	Weather and not enough time
More historical relics	Lack of facilities
Picnic and walk trail	Rain
Visit Colbert Ferry, Rocky Springs and Cave Springs	Time
Emerald Mound	Nothing
Restaurants on parkway	None on parkway
Audio cassette tour of parkway	None offered by parkway
Picnic	Too many people hanging around picnic area, unsafe
Visit Dale House, French Camp and craft shop at Madison	Time
Visit a visitor center on parkway	Too far to drive to visit one
Visit a museum	Closed on Sunday
Needed water fountains and showers	Not enough water fountains around. No showers offered on parkway
Wanted to watch wildlife	Traveling to fast and uncooperative wild life
Missed Beaver Dam and Emerald Mound	Missed directional signs
Wanted to use a phone.	No emergency phones on parkway
Little Mountain	Time
Raised speed limit	Fear of traffic citation
Camping overnight	Ranger
Indian Village	Couldn't find one
French Camp	Lack of time
More campgrounds	Weren't enough campgrounds
Electrical hook ups and sewage for campers	There wasn't any
Not able to camp	RV campground not available, had to leave parkway
Walk up the waterfall	Wasn't enough time
Colbert Crossing park area	Rain
Visit more	Time, but if we would have had info before hand we could have made time
Did not see as much wildlife as we are suppose to see	I don't know
Rocky Springs	We were on the wrong trace. or going the other way rather
Stop and see all sites	Not enough time

M. Proposals for future planning

Visitors were asked, "If you were planning for the future of the Natchez Trace Parkway, what would you propose? A summary of their comments appear below and in the appendix.

N=484 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

INTERPRETIVE SERVICES

Nonpersonal

Advertise parkway more	7
Provide an auto tape tour of entire parkway	3
Provide interpretive signs at all parkway entrances	3
Make parkway maps more accessible	3
Build more visitor centers	3
Other comments	7

Personal

Offer more interpretive programs by parkway staff	3
Offer a trading post of the period	2
Other comments	1

FACILITIES AND MAINTENANCE

General

Build more restrooms	28
Emergency telephone system along parkway	22
Build more gas stations along parkway	19
Provide more camping areas	12
Build more restaurants along parkway	12
Provide RV facilities in campgrounds	9
Provide more picnic areas	6
Provide more water fountains on parkway	4
Provide overnight cabins at campgrounds	3
Provide newer restrooms	3
Maintain cleaner restrooms	3
Add night security lights to restroom areas	2
Mow sides of parkway wider	2
Reconstruct historic buildings along parkway	2
Add showers to campgrounds	2
Provide covered shelters in picnic areas	2
Other comments	7

Roads and Trails

Complete the parkway from Natchez to Nashville	51
--	----

Exit signs should tell locations of gas, lodging and food	14
Build a bike trail along the parkway	13
Keep up road repairs	11
Signs showing distance should face traffic on parkway	5
Build a jogging trail along the parkway	5
Put striping that is easier to see on parkway	5
Use concrete for parkway not stones	3
Provide lighting along parkway for night drivers	3
Improve road surface	3
Expand parkway to four lanes	3
Clean up litter on highway	2
Other comments	12

POLICIES

Increase the speed limit to 55 mph	55
Increase the speed limit to 60 mph	7
Make restrooms safer	6
Add more park rangers to staff	5
Keep commercial trucks off the parkway	4
Keep the speed limit the same	3
Limit bike use on the parkway	2
Other comments	19

RESOURCE MANAGEMENT

Do not allow any further development along parkway	9
Plant native trees or wild flowers along parkway	9
Place "Slow Down/Animals" signs along parkway	4
Remove trees from shoulder of parkway	2
Add safety fencing to stop animals from entering parkway	2
Other comments	10

CONCESSIONS

Put vending machines in rest areas	4
Keep Jeff Busby open 24 hours a day, year round	2
Other comments	3

GENERAL IMPRESSIONS

Would not change a thing	39
Other comments	3

N. Comment summary

Visitors were asked if there was anything else they would like to tell us about their visit to the Natchez Trace Parkway. A summary of their comments appears below and in the separate appendix which also contains their unedited comments. Their comments mention a variety of subjects.

Visitor comment summary

N=488 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
National Park Service	
Parkway personnel friendly/helpful	6
Rangers friendly/helpful	5
Other comments	1
INTERPRETIVE SERVICES	
Enjoy interpretive exhibits along parkway	4
Other comments	5
FACILITIES AND MAINTENANCE	
General	
Parkway well maintained	49
Clean restrooms more often	3
Place emergency phones along parkway	2
Provide more RV facilities	2
Other comments	4
Roads and Trails	
Appreciate parkway road surface	4
Turn parkway directional/distance signs to face traffic	3
Other comments	5
POLICIES	
Like the absence of trucks on parkway	11
Keep parkway from being developed	8
Increase speed limit to 55 mph	9
Increase speed limit to 60 mph	5
Parkway is well managed	4
Hire more rangers to patrol parkway	3

Make restrooms safer	2
Other comments	6

Resource Management

Enjoy seeing wildlife	14
Educate public to not run over wildlife	3
Other comments	3

VISITOR SERVICES PROJECT

VSP personnel courteous/nice	6
------------------------------	---

GENERAL IMPRESSIONS

Parkway a relaxing scenic drive	118
Use the parkway often	77
Often visit many sites along the parkway	19
Will use parkway in the future	16
Parkway is a safe drive	15
Enjoy parkway flowers and trees	12
Grateful/proud to have parkway in the area	12
Enjoy driving in light traffic on parkway	10
Keep up the good work	8
Enjoy 50 mph speed limit on parkway	8
Thanks for doing a good job	6
Always a pleasure to drive the parkway	3
Need more time to see everything	3
Parkway is government money well spent	2
Have recommended parkway to others	2
Keep parkway as is	2
This is my favorite highway	2
Other comments	7

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps in order to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics at a time. For example, if knowledge is desired about which information services a particular age group consulted, request a comparison of information services by age group; if knowledge about how the use of information services varied among group types is required, request a comparison of information services by group type.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, if knowledge is desired about participation in activities by different group types, and sizes, request a comparison of visitor activities by group type by group size; if knowledge about which activities different age groups by group size participated in is needed, request a comparison of visitor activities by age group by group size.

Consult the complete list of the characteristics for which information was collected from Gateway visitors. Simply select the variables from the list and write them in the spaces provided for either two-way or three way comparisons. Blank order forms follow the example below.

SAMPLE

Analysis Order Form
Visitor Services Project
Report 41 (Natchez Trace)

Date of request: _____
 Person requesting analysis: _____
 Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

• Group size	• Number of visits	• Information/interpretive service importance
• Group type	• Length of stay	• Information/interpretive service quality
• Age	• Site visited	• Obtain park information
• State residence	• Activity this visit	• Highway used to enter
• Purpose of visit	• Start trip location	• Highway used to exit
• Prevented from activity		

Two-way comparisons (please write in the appropriate variables from the above list)
Information services by age group
 _____ by _____
 _____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)
visitor activities by age group by group size
 _____ by _____ by _____
 _____ by _____ by _____

Special instructions
(it may be helpful to know what format you need,
the purpose of the information,
and so forth.)

Mail to:
 Cooperative Park Studies Unit
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Moscow, Idaho 83843

Analysis Order Form
Visitor Services Project
Report 41 (Natchez Trace)

Date of request: ____/____/____

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The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

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- Age • Site visited • Obtain park information
- State residence • Activity this visit • Highway used to enter
- Country-residence • Start trip location • Highway used to exit
- Purpose of visit • Prevented from activity

Two-way comparisons (please write in the appropriate variables from the above list)

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

Questionnaire

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**

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

- | | |
|--|---|
| 1. Mapping interpretive services: A pilot study at Grand Teton National Park, 1983. | 21. Everglades National Park, 1989. |
| 2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984. | 22. Statue of Liberty National Monument, 1990. |
| 3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984. | 23. The White House Tours, President's Park, 1990. |
| 4. Mapping visitor populations: A pilot study at Yellowstone National Park, 1984. | 24. Lincoln Home National Historic Site, 1990. |
| 5. North Cascades National Park Service Complex, 1985. | 25. Yellowstone National Park, 1990. |
| 6. Crater Lake National Park, 1986. | 26. Delaware Water Gap National Recreation Area, 1990. |
| 7. Gettysburg National Military Park, 1987. | 27. Muir Woods National Monument, 1990. |
| 8. Independence National Historical Park, 1987. | 28. Canyonlands National Park, 1991. |
| 9. Valley Forge National Historical Park, 1987. | 29. White Sands National Monument, 1991. |
| 10. Colonial National Historical Park, 1988. | 30. National Monuments, 1991. |
| 11. Grand Teton National Park, 1988. | 31. Kenai Fjords National Park, 1991. |
| 12. Harpers Ferry National Historical Park, 1988. | 32. Gateway National Recreation Area, 1991. |
| 13. Mesa Verde National Park, 1988. | 33. Petersburg National Battlefield, 1991. |
| 14. Shenandoah National Park, 1988. | 34. Death Valley National Monument, 1991. |
| 15. Yellowstone National Park, 1988. | 35. Glacier National Park, 1991. |
| 16. Independence National Historical Park: Four Seasons Study, 1988. | 36. Scotts Bluff National Monument, 1991. |
| 17. Glen Canyon National Recreation Area, 1989. | 37. John Day Fossil Beds National Monument, 1991. |
| 18. Denali National Park and Preserve, 1989. | 38. Jean Lafitte National Historical Park and Preserve, 1991. |
| 19. Bryce Canyon National Park, 1989. | 39. Joshua Tree National Monument, 1991. |
| 20. Craters of the Moon National Monument, 1989. | 40. The White House Tours, President's Park, 1991. |
| | 41. Natchez Trace Parkway, 1992 |

 For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

Visitor Services Project

Natchez Trace Parkway

Appendix

Visitor Services Project

Natchez Trace Parkway

Appendix

Dwight L. Madison

Report 41

January 1992

This volume contains a summary of comments to Questions 15 & 16 made by visitors who participated in the study. The summary is followed by their unedited comments.

Dwight Madison is the VSP Eastern Coordinator with the Cooperative Park Studies Unit, National Park Service, University of Idaho. I thank the staff at Natchez Trace Parkway for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for their technical assistance.

Proposals for future planning

Visitors were asked, "If you were planning for the future of the Natchez Trace Parkway, what would you propose? A summary of their comments appear below.

N=484 comments;
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Build more visitor centers	3
Other comments	7

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Offer more interpretive programs by parkway staff	3
Offer a trading post of the period	2
Other comments	1

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General

Build more restrooms	28
Emergency telephone system along parkway	22
Build more gas stations along parkway	19
Provide more camping areas	12
Build more restaurants along parkway	12
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Reconstruct historic buildings along parkway	2
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Roads and Trails

Complete the parkway from Natchez to Nashville	51
Exit signs should tell locations of gas, lodging and food	14
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Keep up road repairs	11
Signs showing distance should face traffic on parkway	5
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Put striping that is easier to see on parkway	5
Use concrete for parkway not stones	3
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Improve road surface	3
Expand parkway to four lanes	3
Clean up litter on highway	2
Other comments	12

POLICIES

Increase the speed limit to 55 mph	55
Increase the speed limit to 60 mph	7
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Other comments	10

CONCESSIONS

Put vending machines in rest areas	4
Keep Jeff Busby open 24 hours a day, year round	2
Other comments	3

GENERAL IMPRESSIONS

Would not change a thing	39
Other comments	3

Comment summary

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FACILITIES AND MAINTENANCE	
General	
Parkway well maintained	49
Clean restrooms more often	3
Place emergency phones along parkway	2
Provide more RV facilities	2
Other comments	4
Roads and Trails	
Appreciate parkway road surface	4
Turn parkway directional/distance signs to face traffic	3
Other comments	5
POLICIES	
Like the absence of trucks on parkway	11
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Parkway is well managed	4
Hire more rangers to patrol parkway	3

Make restrooms safer	2
Other comments	6

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VISITOR SERVICES PROJECT

VSP personnel courteous/nice	6
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Keep up the good work	8
Enjoy 50 mph speed limit on parkway	8
Thanks for doing a good job	6
Always a pleasure to drive the parkway	3
Need more time to see everything	3
Parkway is government money well spent	2
Have recommended parkway to others	2
Keep parkway as is	2
This is my favorite highway	2
Other comments	7

Printing Instructions for Natchez Trace Parkway
Report & Appendix

Natchez Trace Parkway Report Volume I

I need 27 copies: 26 bound copies and 1 copy unbound.
All copies should have a gray front & back cover

Inside Title page should be xeroxed on white paper (single page).
Report Summary page should be xeroxed on blue paper (single page).
Table of contents page should be xeroxed on white paper (single page).

Pages 1-37 should be duplexed on white paper.

Analysis order forms should be xeroxed on white paper (single page each)

Page 39 (Questionnaire title page) should be xeroxed on white paper (single page).

Questionnaire section duplex on white paper

Natchez Trace Parkway Appendix Section

I need 11 copies: 10 bound copies and 1 copy unbound.
All copies should have a gray front & back cover.

Inside Title page should be xeroxed on white paper (single page).

Pages 1-3 (Visitor comment summary) duplex on blue paper.

Visitor comment pages duplex on white paper.

Printing Instructions
for
Natchez Trace Parkway Report

Natchez Trace Parkway Report Volume I

I need 2 bound copies.

All copies should have a gray front & back cover

Inside Title page should be xeroxed on white paper (single page).

Report Summary page should be xeroxed on blue paper (single page).

Table of contents page should be xeroxed on white paper (single page).

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