



2022 Socioeconomic Research of Natchez Trace Parkway

Report on 2022 Data Collection

Natural Resource Report NPS/NATR/NRR—2023/2579





ON THIS PAGE

Western Painted Turtle.

NPS

ON THE COVER

Double Arch Bridge in the Autumn.

NPS / JANE FARMER

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Report on 2022 Data Collection

Natural Resource Report NPS/NATR/NRR—2023/2579

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Abstract

A strong mandate and need for socioeconomic monitoring are expressed in the NPS strategic goals for science, in statements by the NPS leadership, and the report of the Second Century Commission. This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S; the current study uses outcomes from the first stage of the pilot program and progresses into a second stage of the pilot process at 24 NPS units across the United States. Natchez Trace Parkway was selected as one of these units. This report informs core issues of visitor use management and develops a deeper, contemporary understanding of who visits Natchez Trace Parkway and what they do during their visit. It uses a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior: (1) an on-site intercept survey conducted via tablet, and (2) a follow up (mail-back and/or online survey) for full trip details. The results are organized by these two phases and are aimed to assist park managers in understanding current utilization and perception of park resources, operations and potential issues, as well as facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders.

Introduction

The National Park Service (NPS) has both a strong mandate and need for socioeconomic research. This is expressed in the NPS strategic goals for science, in statements by the NPS leadership, in the report of the Second Century Commission, NPS Next emphases, and through the Department of the Interior priorities for 2018–2022. Additionally, a recent U.S. Government Accountability Office (GAO) report identified the needs to better understand and monitor customer experience dimensions where results more directly link to investments made. The need for socioeconomic research and monitoring also was identified in an external review of the NPS Social Science Program and supported in the 2008 Interior Appropriations Bill Joint Explanatory Statement.

This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S., previously described as “Phase One.” The current study uses outcomes from the 2015/16 pilot program and progresses into “Phase Two” of the pilot process at 24 NPS units across the United States. Natchez Trace Parkway was selected as one of these units. Phase Two seeks to further explore visitor demographics and characteristics, applying recommendations from the 2015/16 Phase One pilot program and validating instrument and method refinements. It is part of the program aimed to collect data from in-park visitors at a broad agency level in order to best represent information needs regarding visitors across the National Park System. Data collected during the 2022 Phase Two sampling period¹ is aimed to inform individual park managers of key information about their visitors and allow for analysis of data at the agency level for future implementation.

The purpose of this study is to inform core issues of visitor use management, management solutions, and to develop a current and deeper understanding of who visits Natchez Trace Parkway, what they do during their visit, and their spending profile. The results of the study are aimed to assist Natchez Trace Parkway managers in understanding current utilization and perception of park resources, operations, and issues that may exist due to increasing visitation, and facilitating communication and decision processes within the park and between the park and its local partners and stakeholders.

The study was conducted by a large-scale research team from Otak, Inc., RRC Associates, and the Institute for Tourism and Recreation Research at the University of Montana.

¹ It is important to note that during the 2022 Phase Two sampling period, some aspects of the visitor profiles (e.g., perceptions and behavior) may have been impacted, to varying degrees, by the COVID-19 pandemic.

Methods

The study used a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior:

- 1) an on-site intercept survey conducted via tablet, and
- 2) a follow-up (mail-back and/or online) survey for full trip details.

This comprehensive two-phase approach provides the necessary information to make on-the-ground decisions using immediate feedback from the intercept survey while also capturing key in-depth information on visitor spending profiles and trip characteristics for long-term planning. Additionally, the tablet survey was kept brief to ensure the visitor's experience was not altered. The methods also permit a larger sample to be collected on key questions of interest.

Study Area

The Natchez Trace Parkway local area map is shown in Figure 1. The local area around Natchez Trace Parkway consists of Adams, Jefferson, Claiborne, Hinds, Madison, Leake, Attala, Choctaw, Webster, Clay, Chickasaw, Pontotoc, Lee, Itawamba, Prentiss, and Tishomingo counties in Mississippi; Lauderdale, and Colbert counties in Alabama; Lewis, Lawrence, Wayne, Davidson, Williamson, Hickman, and Maury counties in Tennessee. Within Natchez Trace Parkway, the study area was comprised of 13 locations. Table 1 shows more details about sampling locations. The locations and volumes of surveyor effort were determined based on historic visitor volumes and distribution across the park's main areas.

Table 1. Information about sampling locations in Natchez Trace Parkway.

Intercept Site	Number of Completed Intercept Surveys	Percent of Completed Intercept Surveys	Nearby Attractions
Birdsong Hollow	51	6.9%	Scenic overlook
Garrison Creek	102	13.8%	Picnic area, restroom, and river access
Meriwether Lewis site	103	13.9%	Historic cabin, picnic area, campground, restroom and commemorative marker
Rock Spring	4	0.5%	Hiking trails
Colbert Ferry	50	6.7%	Picnic area, restrooms, bicycle trail
Pharr Mounds	50	6.7%	Exhibits, restrooms
Parkway Visitor Center (Tupelo)	86	11.6%	Parkway visitor center, hiking, restrooms
Jeff Busby	60	8.1%	Picnic area, campground, restroom
Cypress Swamp	63	8.5%	Natural area, hiking
Reservoir Overlook	68	9.2%	Natural area, hiking

Table 1 (continued). Information about sampling locations in Natchez Trace Parkway.

Intercept Site	Number of Completed Intercept Surveys	Percent of Completed Intercept Surveys	Nearby Attractions
Parkway Information Cabin	41	5.5%	Picnic area, travel information, restroom
Rocky Springs	8	1.1%	Picnic area, campground, hiking, restroom
Mount Locust	55	7.4%	Historic house, travel information, restroom

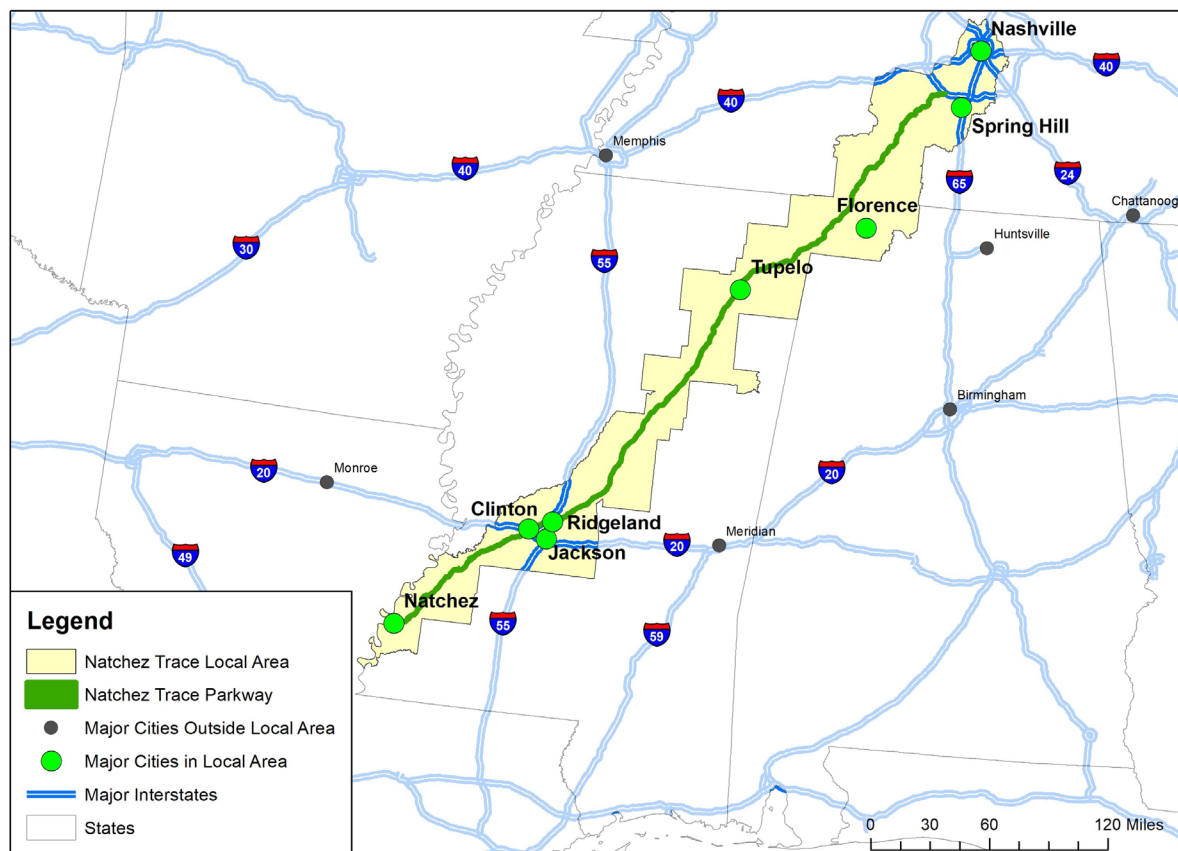


Figure 1. Natchez Trace Parkway local area map.

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey was developed to collect rapid visitor information via tablet-based responses, which were then analyzed and provided for park managers within several weeks of conclusion of data collection. This effort allowed for immediate management action if needed.

The intercept sampling was conducted during the period of April 23rd to May 8th, 2022. A sample of visitors were intercepted while visiting Natchez Trace Parkway across the designated locations listed in Table 1, above. All respondents were visitors on foot at these locations.

Surveyors approached potential respondents at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Natchez Trace Parkway. If the visitor was eligible (at least 18 years of age, not a Natchez Trace Parkway employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see [Nonresponse Bias Analysis](#)). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the nonresponse, and approach the next visitor group.

At the end of the intercept survey, visitors were invited to participate in a follow-up survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the follow-up survey and hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the follow-up survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

- 1) Complete refusal, refusing to answer any questions, including non-response bias questions;
- 2) Partial refusal, answering non-response questions but nothing further;
- 3) Complete intercept, but refuse to take follow-up;
- 4) Complete intercept and take follow-up.

During the sampling period, 5 surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Natchez Trace Parkway. Each surveyor worked thirteen 8-hour days (seven hours data collection and one-hour lunch break). Two days were spent traveling to different sections of the 400-mile-long parkway so that visitors traveling on any portion of the parkway had an opportunity to be sampled. Each surveyor had one day off during the 16-day sampling window.

Table 2. Response outcomes — Natchez Trace Parkway intercept survey.

Outcome	Total
Eligible visitors contacted	892
Complete refusals	74
Partial refusals (non-response questions completed)	77
Intercept surveys completed	741
Follow-up surveys distributed	606
Intercept response rate	83.1%
Follow-up acceptance rate	81.8%

Mail-back/Online Survey

The follow-up mail-back/online survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to Natchez Trace Parkway. This method extended data collection and asked participants to complete the survey after their visit either through a postage-paid envelope provided to them, or online via a provided survey link. The follow-up survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit. Both the intercept survey and the follow-up survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite tablet responses could be paired with their follow-up responses. Joining the two datasets provides a more complete picture of connecting in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all contacts about a week following the end of each data collection period. This postcard or email thanked them for their original participation and encouraged them to complete the follow-up if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rate for the follow-up mail-back/online survey.

Table 3. Response rate — Natchez Trace Parkway follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	606
Valid follow-up surveys completed	247
Response rate	40.8%

Nonresponse Bias Analysis

To account for potential biases between respondents and nonrespondents, three questions were asked of eligible visitors contacted who did not wish to participate in the onsite intercept survey. These three questions can then be compared to both those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys. With an intercept survey response rate of 83.1%, concern over *intercept* nonresponse is muted. Tables 4 through 6 below show results of bias testing between intercept-only and full survey respondents.

Using a p-value of .05, the distribution of responses among full survey respondents and intercept-only respondents differed significantly for two questions: 1) Permanent/seasonal residency, and 2) overnight visitation. Therefore, permanent/seasonal residents and overnight visitors are not as well represented in the full responses as desired.

Table 4. Non-Response bias question: “Are you a permanent or seasonal/second home resident of the local area around Natchez Trace Parkway?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	87	35.4%	250	50.5%
No	159	64.6%	245	49.5%

* p-value <0.00001

Table 5. Non-Response bias question: “Do you currently live in the United States?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	242	98.4%	470	94.9%
No	4	1.6%	25	5.1%

* Cannot test due to low cell counts in "No" category

Table 6. Non-Response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Natchez Trace Parkway and/or within the local area?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	143	58.1%	199	40.2%
No	103	41.9%	296	59.8%

* p-value <0.00001

Results

Intercept Survey Results

The following section provides results of the 741 visitor intercept surveys conducted in Natchez Trace Parkway from April 23rd to May 8th, 2022. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than n=30. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around Natchez Trace Parkway. If they did not reside permanently or seasonally in the local area, they were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

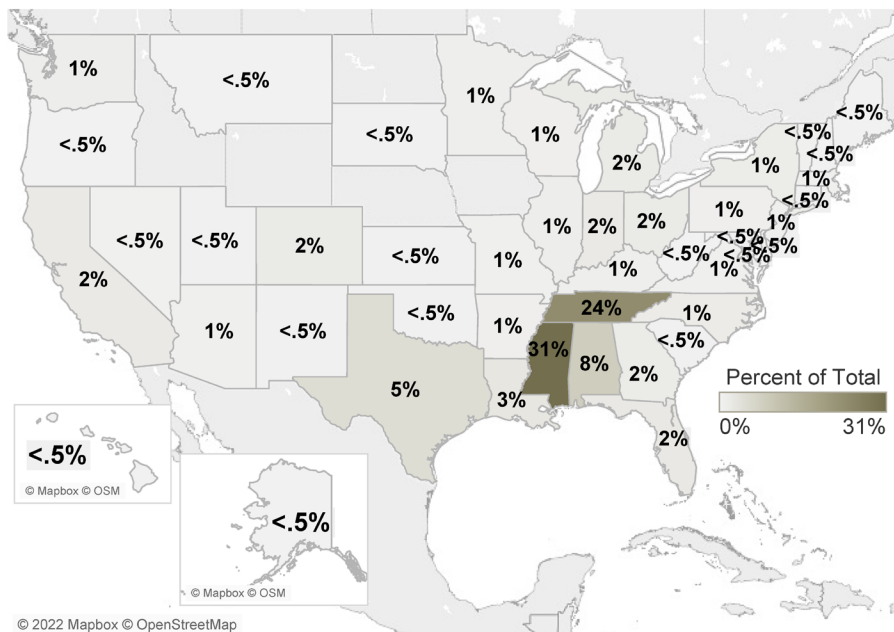
Are you a permanent or seasonal/second home resident of the local area around Natchez Trace Parkway?



Do you currently live in the United States?



Respondent States (Percentage of U.S. respondents only)



Top 10 States

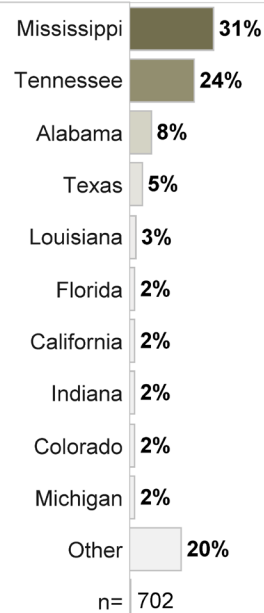


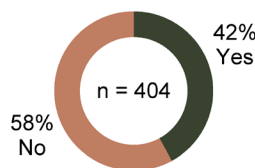
Figure 2. Visitor local residency status and geographic origin of domestic visitors to Natchez Trace Parkway.

- Nearly half of respondents (a combined 45%) stated that they were either permanent or seasonal residents of the local area around Natchez Trace Parkway.
- There was a large geographic concentration of visitors from Mississippi and Tennessee (where Natchez Trace Parkway is located).
- Among the 96% of respondents currently residing in the U.S., 31% reside in Mississippi, followed by Tennessee (24%), Alabama (8%), and Texas (5%).

Question 3: Trip Purpose

If respondents indicated that they were not permanent or seasonal residents of the local area, they were asked about the overall purpose for their trip away from home (Figure 3).

[If not local/seasonal resident] Was your visit to Natchez Trace Parkway the primary purpose for your overall trip away from home?



[If not the primary purpose for your overall trip away from home] Was your visit to Natchez Trace Parkway...?

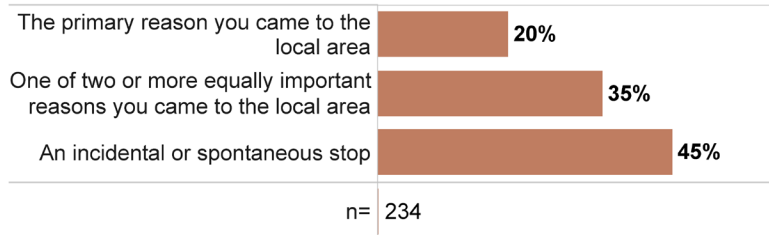


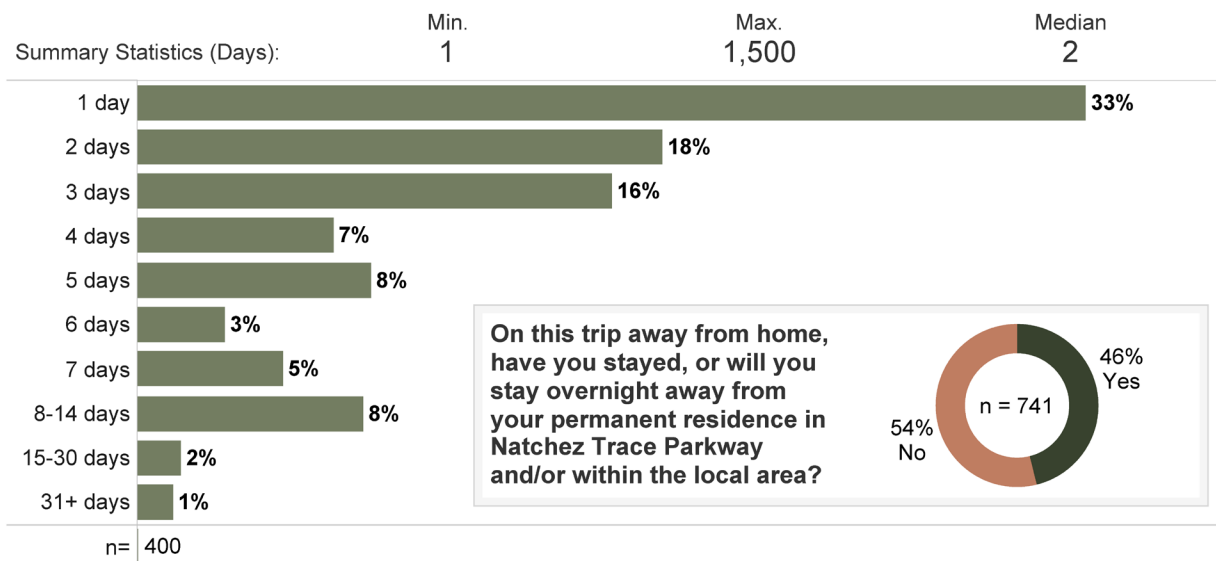
Figure 3. Role of Natchez Trace Parkway in overall trip purpose.

- For more than half of non-local respondents (58%), visiting Natchez Trace Parkway was not the primary purpose for their overall trip away from home.
- Among those respondents for whom Natchez Trace Parkway was not their primary trip purpose, 45% stated that their visit to Natchez Trace Parkway was an incidental or spontaneous stop, while another 35% indicated that it was one of two or more equally important reasons they came to the local area.

Question 4: Length of Stay

If respondents indicated that they were not permanent or seasonal residents of the local area around Natchez Trace Parkway, they were asked how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area. Responses to both of these questions are depicted in Figure 4.

[If not local/seasonal resident] How many days are you planning to spend in the local area (including the days you spend in Natchez Trace Parkway) on this trip away from home?



On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence in Natchez Trace Parkway and/or within the local area?

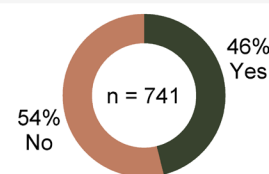


Figure 4. Time spent in the local area around Natchez Trace Parkway.

- One-third of non-local respondents (33%) spent one day in the local area, while 18% spent 2 days, and 16% spent 3 days. The median length of stay was 2 days.
- Additionally, nearly half of all respondents (46%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 5–6: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 5).

[If staying overnight in local area] On this trip, what type of accommodations do you expect to use while in the local area? Please mark all that apply

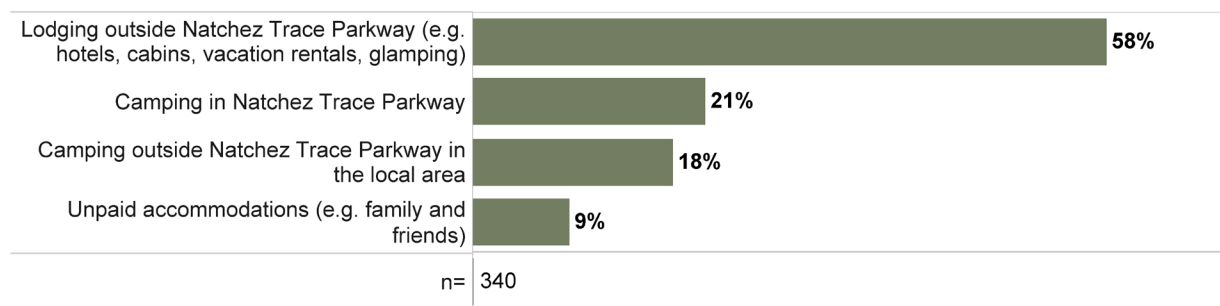


Figure 5. Accommodation types used in the local area around Natchez Trace Parkway.

- More than half of overnight respondents (58%) stayed in lodging outside the park (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by camping in a parkway campground (21%), and camping outside the parkway (18%).

Respondents who camped in Natchez Trace Parkway were asked in which campground(s) they had stayed or planned to stay (Figure 6).

[If camping in Natchez Trace Parkway] In which campground(s) did you or will you stay? Please mark all that apply

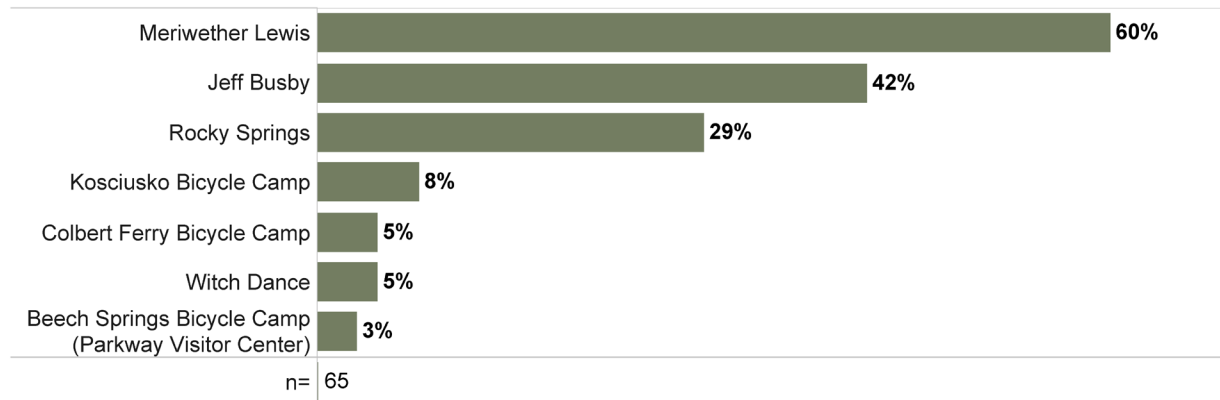


Figure 6. Campground use within Natchez Trace Parkway.

- Six out of ten who camped in a parkway campground (60%) stayed in the campground at the Meriwether Lewis site.
- This was followed in prevalence by the campground at Jeff Busby (42%), and the campground at Rocky Springs (29%).

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 7).

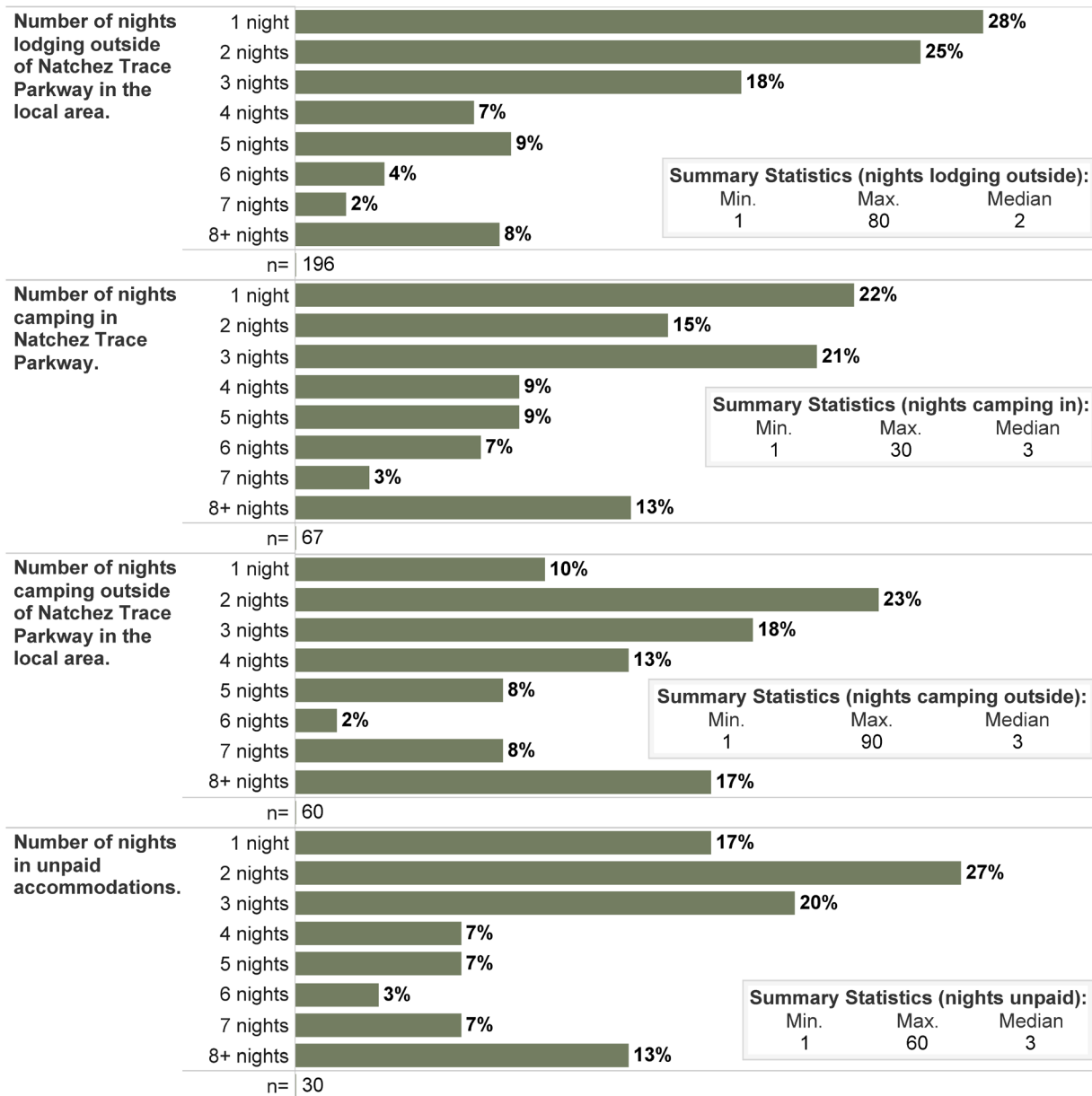


Figure 7. Number of nights spent in the local area around Natchez Trace Parkway, by accommodation type. Tabular data shown in this figure are presented in Appendix A, [Table A-1](#).

- Among the 58% of overnight respondents who lodged outside of Natchez Trace Parkway in the local area (per Figure 5), median length of stay was 2 nights. More than half (53%) lodged 2 nights or fewer in the local area this trip; 71% spent 3 nights or fewer.
- Among the 21% of overnight respondents who camped in Natchez Trace Parkway (per Figure 5), median length of stay was 3 nights. More than one-third (38%) of campers were spending 2 nights or fewer camping in the park this trip; 58% spent 3 nights or fewer.

- Among the 18% of overnight respondents who camped outside of Natchez Trace Parkway (per Figure 5), median length of stay was 3 nights. About one-third (33%) of campers were spending 2 nights or fewer camping in the park this trip; 51% spent 3 nights or fewer.
- Among the 9% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay 3 nights. A plurality (44%) stayed 2 nights or fewer in unpaid accommodations; 64% spent 3 nights or fewer.

Questions 9–11: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Natchez Trace Parkway (Figure 8). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but visitors were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

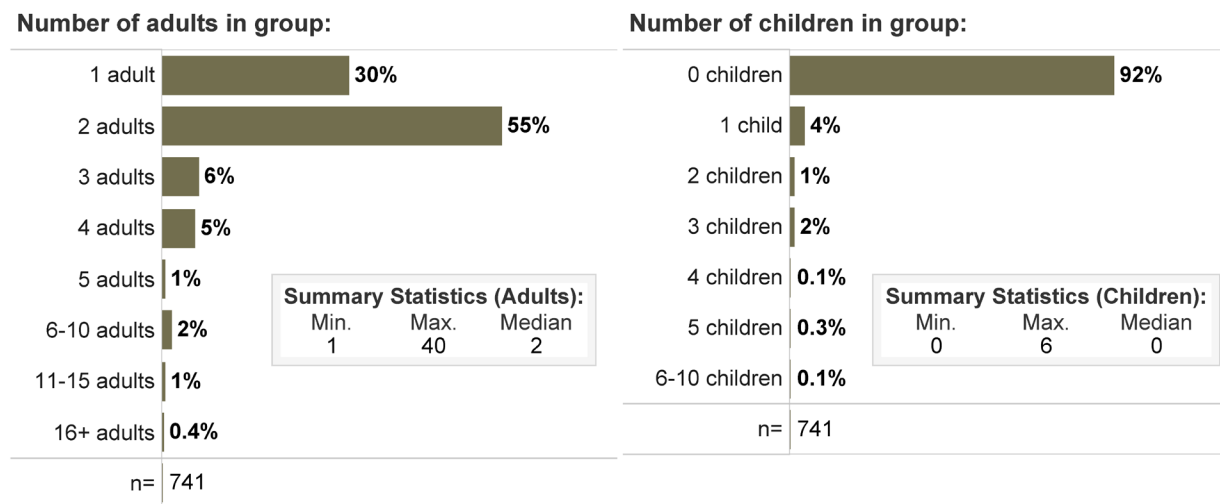


Figure 8. Number of adults and children in respondent's personal group while visiting Natchez Trace Parkway. Tabular data shown in this figure are presented in Appendix A, [Table A-2](#).

- The median number of adults per group was 2. Most groups (55%) included 2 adults.
- Most groups (92%) did not include any children.

Respondents were then asked to provide the age of each member of their group (Figure 9).

What are the ages of each of the adults and children in your group?

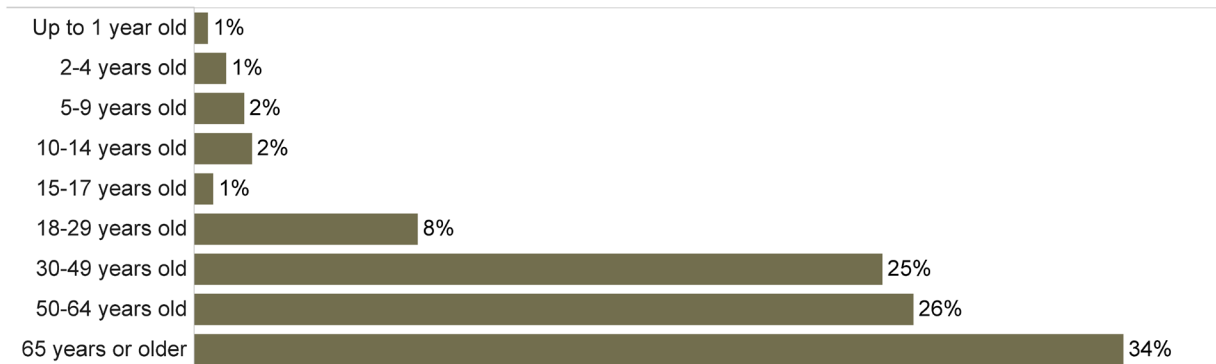


Figure 9. Age distribution of all members of respondent's personal group while visiting Natchez Trace Parkway.

- The most common age of the adults and children in a personal group was 65 years or older (34%), followed by 50–64 years old (26%), and 30–49 years old (25%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 7% of group members.

Questions 13–15: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit Natchez Trace Parkway for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 10 and Table 7).

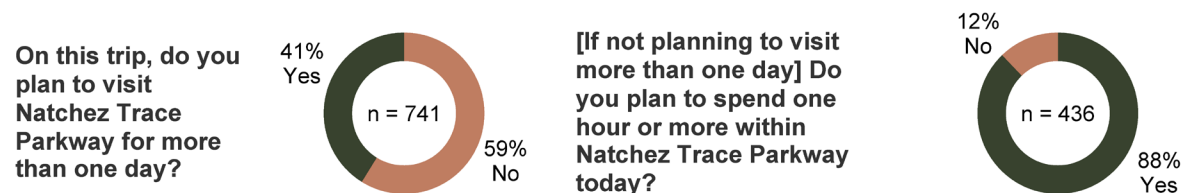


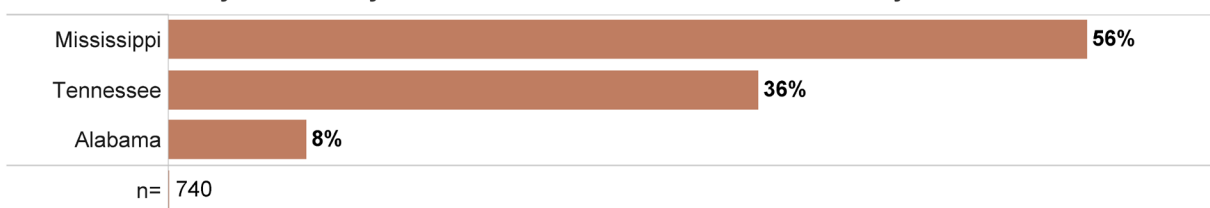
Figure 10. Duration of the respondent's trip to Natchez Trace Parkway.

Table 7. Amount of time spent within Natchez Trace Parkway.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Natchez Trace Parkway today?	53	7	59	30
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Natchez Trace Parkway today?	381	1	16	3
[If planning to visit at least one day] How many days do you plan to spend within Natchez Trace Parkway on this trip?	305	1	90	3
[If planning to visit at least one day] On how many different days do you expect to enter the park?	305	1	90	2

- While visiting Natchez Trace Parkway, a majority of visitors (59%) did not plan to spend more than one day in the park.
- Among the 59% of visitors who did not spend more than a day in Natchez Trace Parkway, most (88%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was 3 hours.
- The remaining 41% of visitors planned to visit for more than one day; among those visitors, the median length of stay was 3 days.
- Those respondents who spent at least one day in the park were also asked on how many different days they expected to enter the park; the median answer was 2 days.

Next, respondents were asked what state they were in when they first accessed the Natchez Trace Parkway on the day they were surveyed (Figure 11).

Which state were you in when you first accessed the Natchez Trace Parkway?**Figure 11.** State where first accessed Natchez Trace Parkway today.

- A majority of respondents (56%) first entered the parkway in Mississippi.
- Over one-third of respondents (36%) first entered the parkway in Tennessee.

Question 16: Transportation

Visitors were asked about the form of transportation they used to enter Natchez Trace Parkway on the day they were surveyed (Figure 12).

Which of the following forms of transportation did you personally use to arrive or enter Natchez Trace Parkway today?

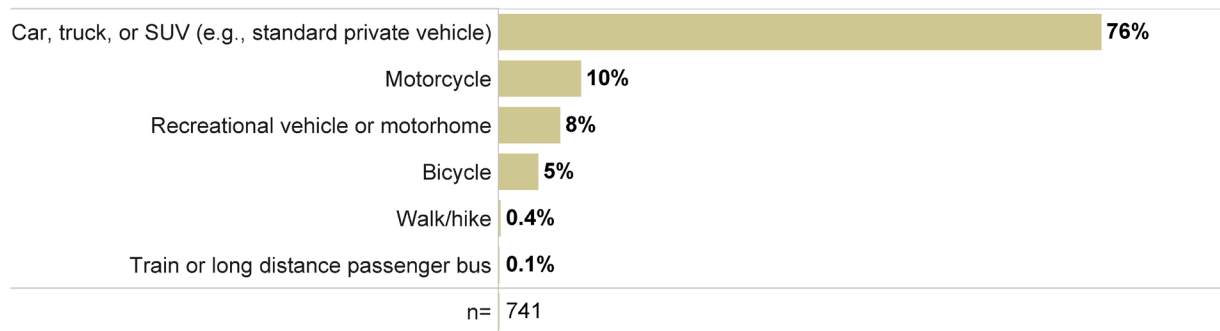
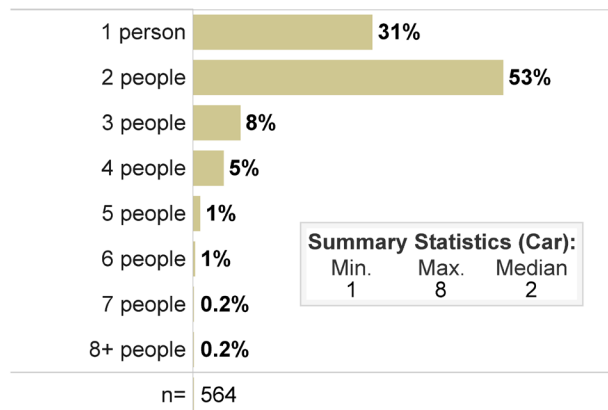


Figure 12. Form of transportation used to enter Natchez Trace Parkway on the day of the survey.

- About three quarters of respondents (76%) reported that they used their car, truck, or SUV to enter Natchez Trace Parkway on the day of the survey.
- This was followed distantly by use of a motorcycle (10%), and a recreational vehicle or motorhome (8%).

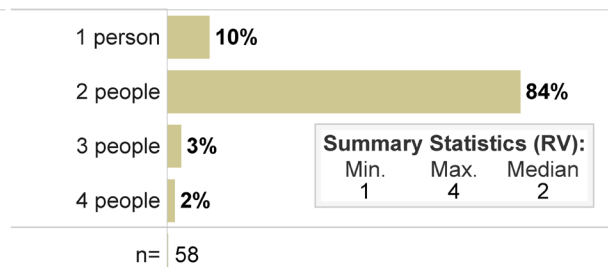
If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV; recreational vehicle or motorhome; or motorcycle), they were asked to indicate how many people were travelling in or on that vehicle (Figure 13).

[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Natchez Trace Parkway?



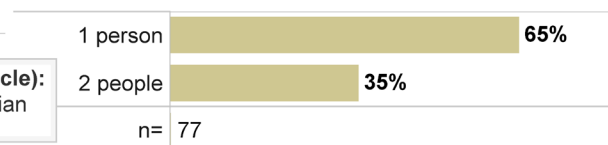
Summary Statistics (Car):		
Min.	Max.	Median
1	8	2

[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Natchez Trace Parkway?



Summary Statistics (RV):		
Min.	Max.	Median
1	4	2

[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Natchez Trace Parkway?



Summary Statistics (Motorcycle):		
Min.	Max.	Median
1	2	1

Figure 13. Number of people in or on respondent's vehicle when entering Natchez Trace Parkway. Tabular data shown in this figure are presented in Appendix A, [Table A-3](#).

- More than half of respondents traveling by car reported two people. The next common group size was one person (31% each), followed by three people (8%).

- Most respondents entering Natchez Trace Parkway by RV/motorhome reported travelling in a group of two people (84%), followed by one person (10%).
- About two-thirds of motorcyclists (65%) were traveling on their own.

Question 18: Previous Visits to Natchez Trace Parkway

Respondents were asked if they were first time visitors to Natchez Trace Parkway. Repeat visitors were then asked how many visits they have made to Natchez Trace Parkway in the last 12 months and the last five years (Figure 14).

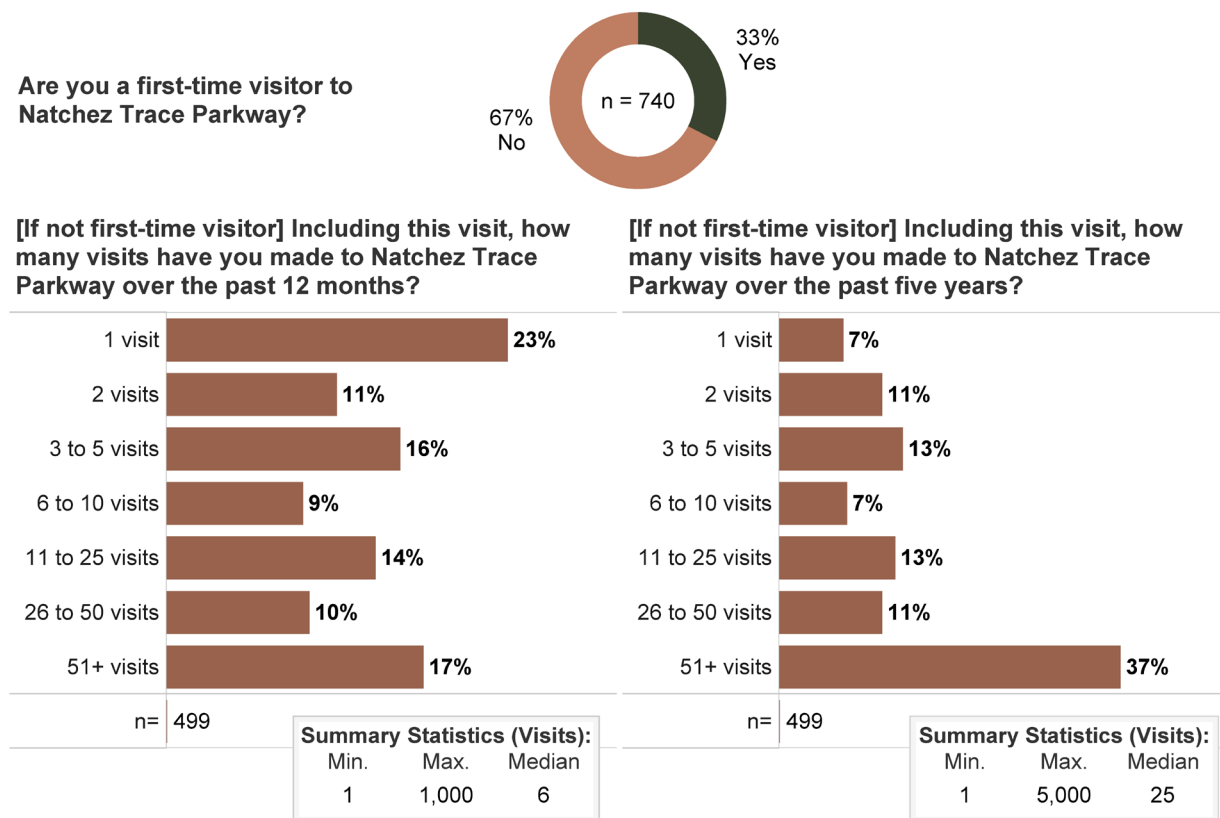


Figure 14. Previous visits to Natchez Trace Parkway. Tabular data shown in this figure are presented in Appendix A, [Table A-4](#).

- One-third of respondents (33%) were on their first ever trip to Natchez Trace Parkway.
- Among the 67% of respondents who were repeat visitors, about a quarter (23%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- A majority of repeat visitors (61%) had visited at least 10 times in the past 5 years.
- The median number of visits made in the past 5 years was 25, including the current trip; 37% of repeat visitors had made more than 50 visits in the past 5 years.

Question 19: Previous Visits to Other NPS Units

Finally, respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 15).

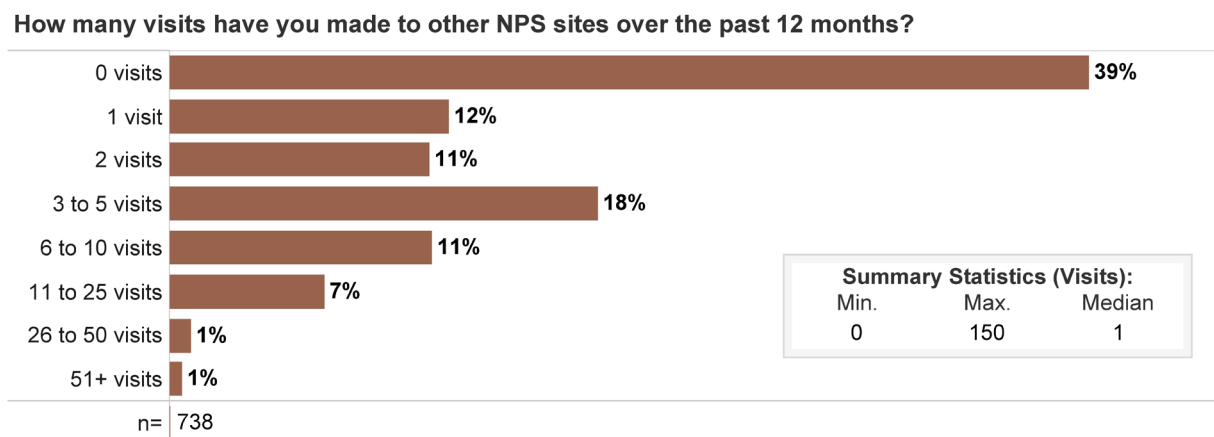


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, [Table A-5](#).

- A majority (61%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was 1, though a combined 38% had made 3 or more visits in the past year.

Follow-up Survey Results

The following section provides results of the 247 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Natchez Trace Parkway in Spring of 2022. Again, caution is recommended in the interpretation of figures with sample size lower than n=30, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information about Natchez Trace Parkway

First, respondents were asked what sources they used to obtain information about Natchez Trace Parkway prior to their trip, and whether they had the information they needed on their trip (Figure 16).

Prior to this trip, how did you obtain information about Natchez Trace Parkway? Please mark all that apply

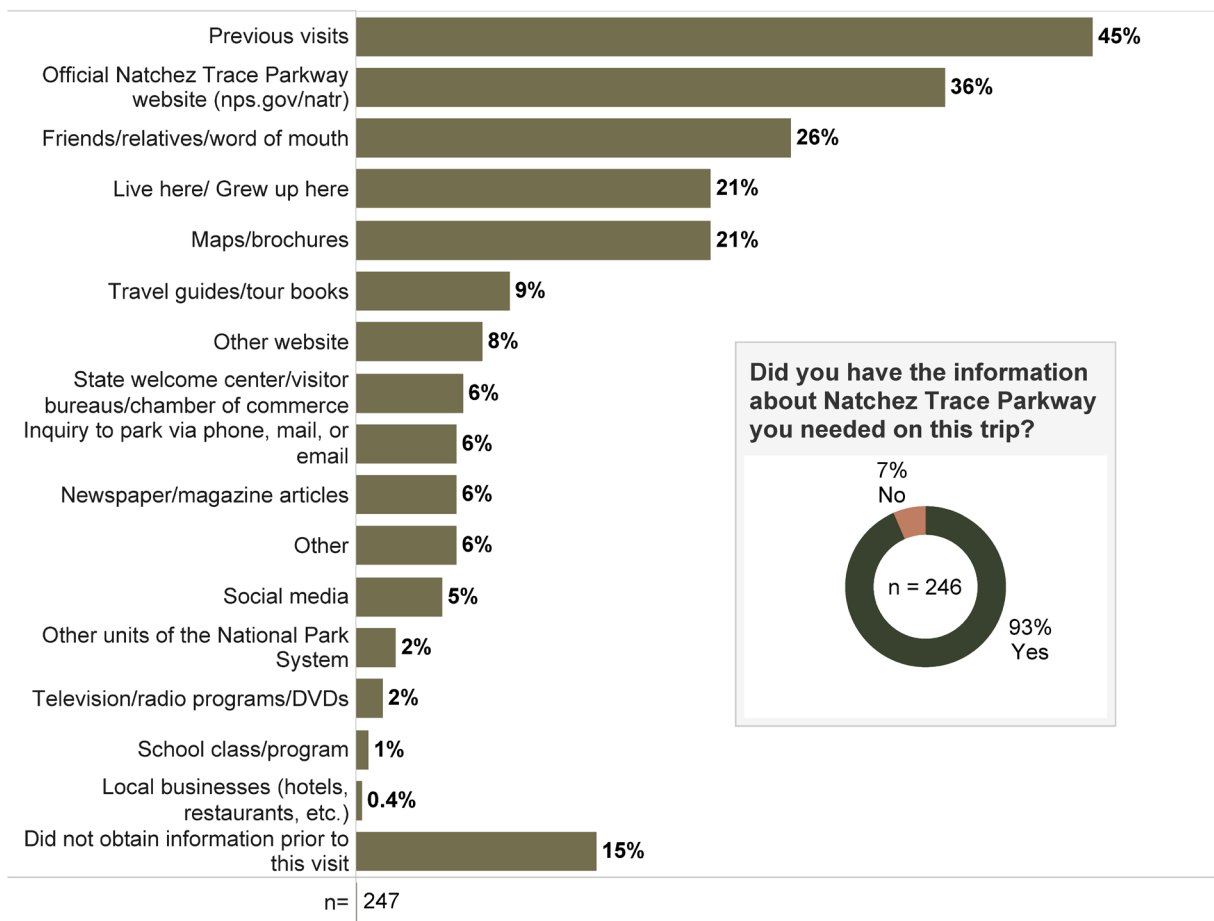


Figure 16. Sources used to obtain information about Natchez Trace Parkway prior to the trip.

- The most used resource was previous visits, with 45% of respondents reportedly using it. The second most common source was the official Natchez Trace Parkway website (36%),

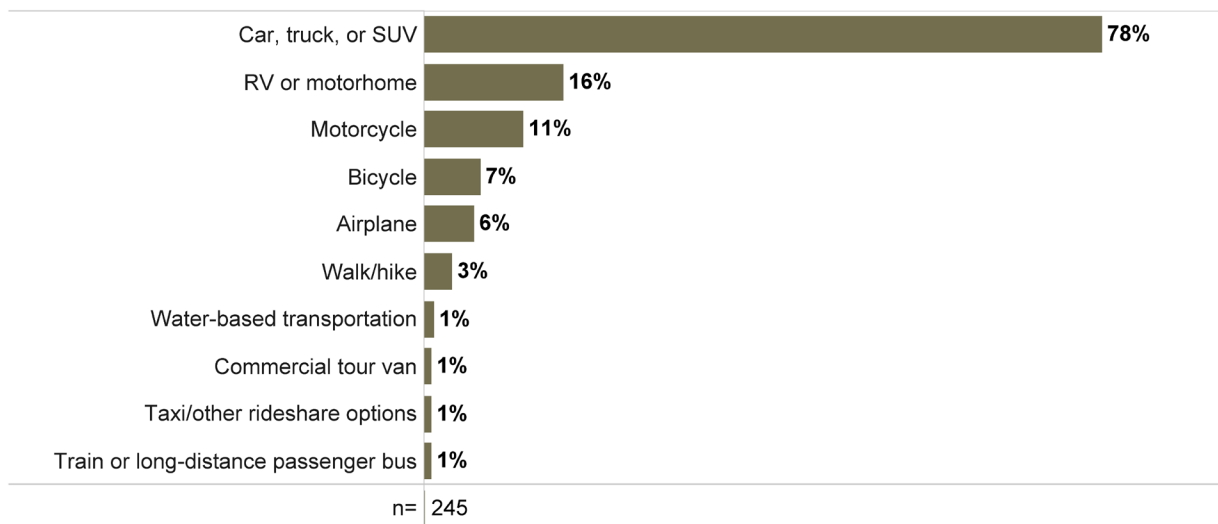
followed by friends/relatives/word of mouth (26%), live here/grew up here (21%), and maps/brochures (21%).

- In a follow-up question, 93% of respondents said that they had the information about Natchez Trace Parkway that they needed on their trip, while 7% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate. These comments are provided as an accompanying document for review.

Question 3: Transportation

While in the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept, the follow-up survey asked respondents to select all forms of transportation they personally used to travel from their home to Natchez Trace Parkway on their trip (Figure 17).

Please list all forms of transportation you personally used to travel from your home to Natchez Trace Parkway on this trip. Please mark all that apply



[If used water-based transportation] Type(s) used. Please mark all that apply

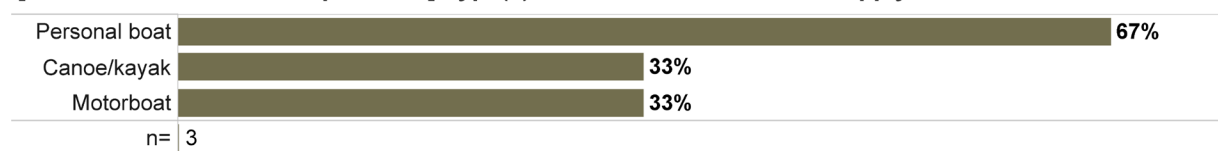


Figure 17. Forms of transportation used to travel from home to Natchez Trace Parkway on the recent trip.

- More than three quarters of respondents (78%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Natchez Trace Parkway.
- The second most common mode of travel was an RV or motorhome (16%), followed by motorcycle (11%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Natchez Trace Parkway on the day of the survey (Figure 18).

What type of group were you with, during your visit to Natchez Trace Parkway on the day you were contacted for this survey?

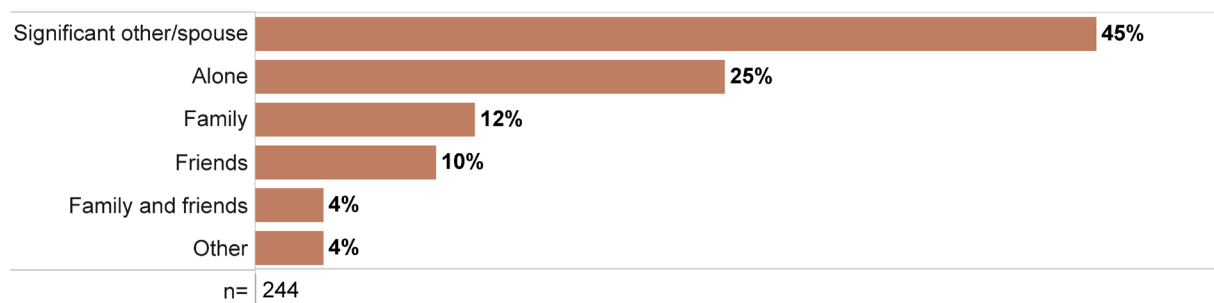


Figure 18. Travel party composition during Natchez Trace Parkway visit.

- Nearly half of respondents (45%) visited Natchez Trace Parkway with their significant other or spouse on the day of the survey.
- A quarter of respondents (25%) visited Natchez Trace Parkway alone.
- Relatively small percentages of respondents (12%) explored Natchez Trace Parkway with their family, and another 10% visited the park with their friends.

Question 10: Entrance Fees

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to Natchez Trace Parkway² (Figure 19).

² Natchez Trace Parkway does not charge an entrance fee. However, this question was asked as part of the standard survey fielded at units across the NPS system.

On this trip to Natchez Trace Parkway, which one of the following entrance fees applied to you personally?

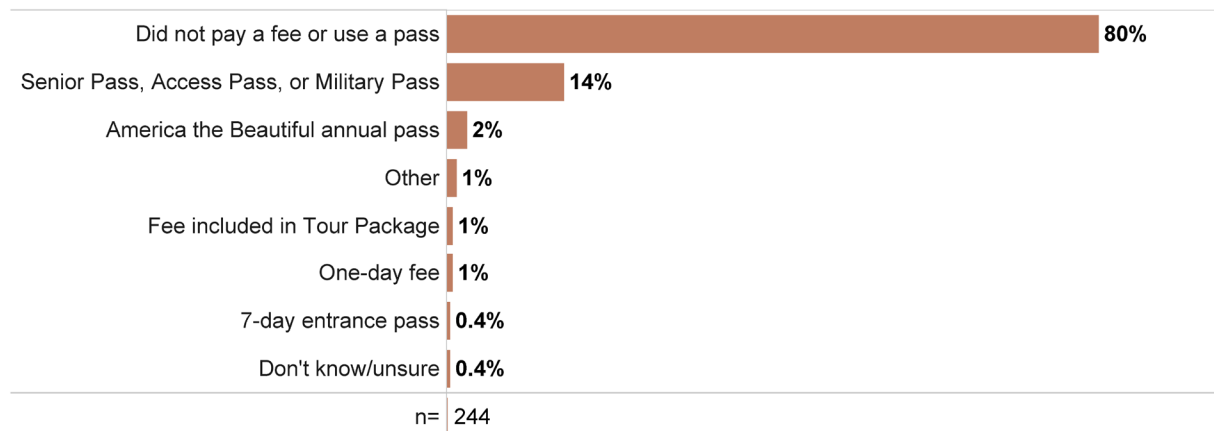


Figure 19. Entrance fees to enter Natchez Trace Parkway on the most recent trip.

- Most respondents (80%) reported that they did not pay a fee or use a pass to enter Natchez Trace Parkway.
- In contrast, 14% of respondents indicated that they entered using a Senior Pass, Access Pass, or Military Pass.

Questions 12–14: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 20).

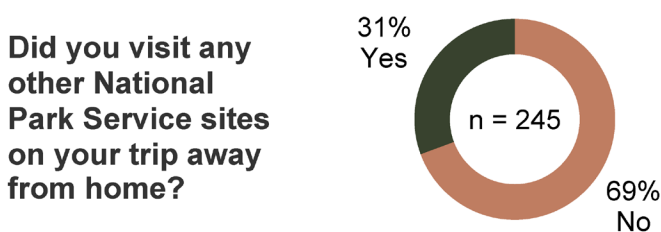
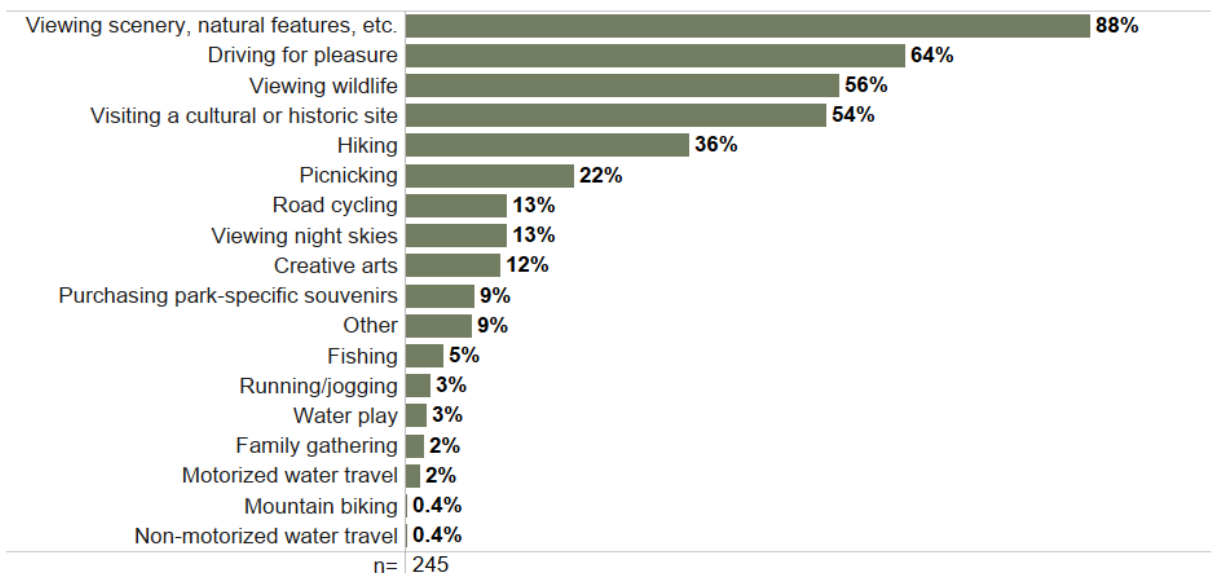


Figure 20. NPS sites visited on trip away from home.

- Nearly one-third (31%) of all respondents had visited other NPS sites on their trip, while 69% identified Natchez Trace Parkway as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s). These comments are provided in an accompanying document.

Survey respondents were then asked to identify all activities that they participated in while visiting Natchez Trace Parkway, and which of those was their primary activity (Figure 21).

On this trip, in which of the following activities did you personally participate in while visiting Natchez Trace Parkway? Please mark all that apply



And which was your primary activity during your visit to Natchez Trace Parkway on the day you were contacted for this survey?

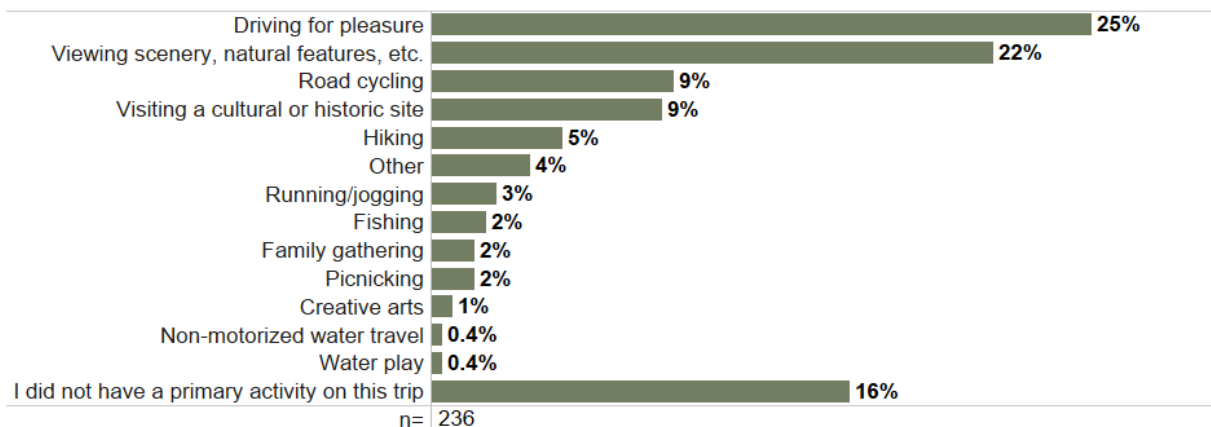


Figure 21. Participation in activities at Natchez Trace Parkway.

- Most visitors reported viewing scenery, natural features, etc. (88%), about two-thirds (64%) reported driving for pleasure, and more than half (56%) reported viewing wildlife and visiting a cultural or historic site (54%).
- Mountain biking, motorized water travel, and family gatherings were all uncommon activities (reported by 2% or fewer of respondents).
- A quarter of respondents (25%) reported driving for pleasure as their primary activity, followed by viewing scenery, natural features, etc. (22%).
- Some respondents (16%) reported that they did not have a primary activity on this trip.

Questions 15–16: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Natchez Trace Parkway on their trip, then asked which of those was the most important reason for them to visit Natchez Trace Parkway (Figure 22).

How important to you were each of the following reasons or motivations for visiting Natchez Trace Parkway on this trip?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To relax	228	6%	7%	12%	34%	41%
To view wildlife or natural scenery	231	3%	9%	15%	37%	35%
To spend time with family/friends	227	17%	6%	12%	30%	35%
To hear the sounds of nature/quiet	234	9%	8%	26%	32%	26%
To learn more about American history and culture	230	9%	13%	20%	35%	23%
To get physical exercise	228	16%	18%	22%	23%	21%
To experience solitude	231	11%	12%	24%	32%	20%
To visit a National Park Service site	230	17%	11%	24%	29%	19%
To learn more about nature	227	15%	15%	32%	25%	14%
To view dark night sky/stars	213	44%	16%	22%	12%	6%
Other (if specified)	30	13%	3%		23%	60%

And which was the most important reason for you to visit Natchez Trace Parkway on this trip?

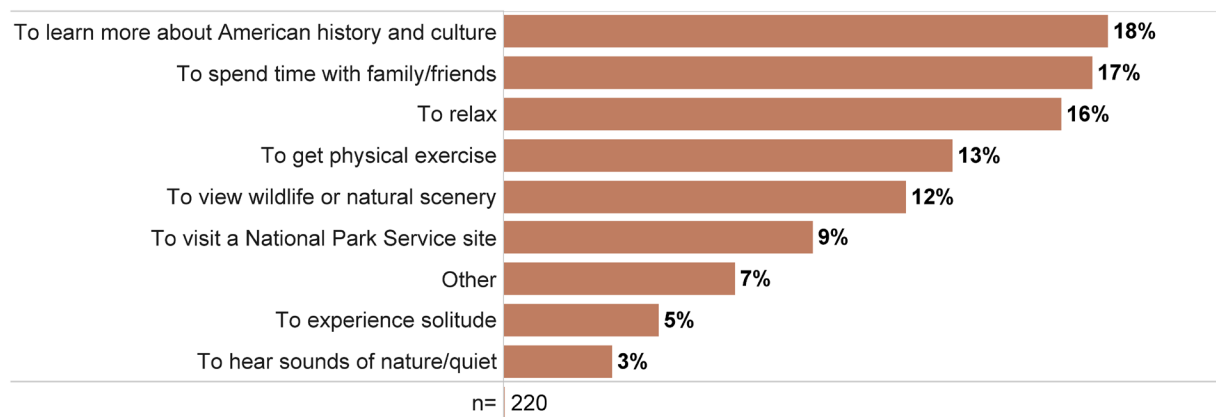


Figure 22. Reasons or motivations to visit Natchez Trace Parkway. Tabular data shown in this figure are presented in Appendix A, [Table A-6](#).

- Most visitors chose to relax (41%), to view wildlife or natural scenery (35%), and to spend time with family and friends (35%) as extremely important reasons for their trip to Natchez Trace Parkway.

- Other important reasons were to hear the sounds of nature/quiet and to learn more about American history and culture (26% and 23% of respondents, respectively, rated them as extremely important).
- The least important reasons were to view dark night sky/stars and to learn more about nature (only 6% and 14% of respondents, respectively, reported them as extremely important, and 44% and 15% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was to learn more about American history and culture (18%), followed by to spend time with family/friends (17%), and to relax (16%).

Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in in Natchez Trace Parkway during their trip (Figure 23).

On this trip, in which of the following programs and services did you personally participate within Natchez Trace Parkway? Please mark all that apply

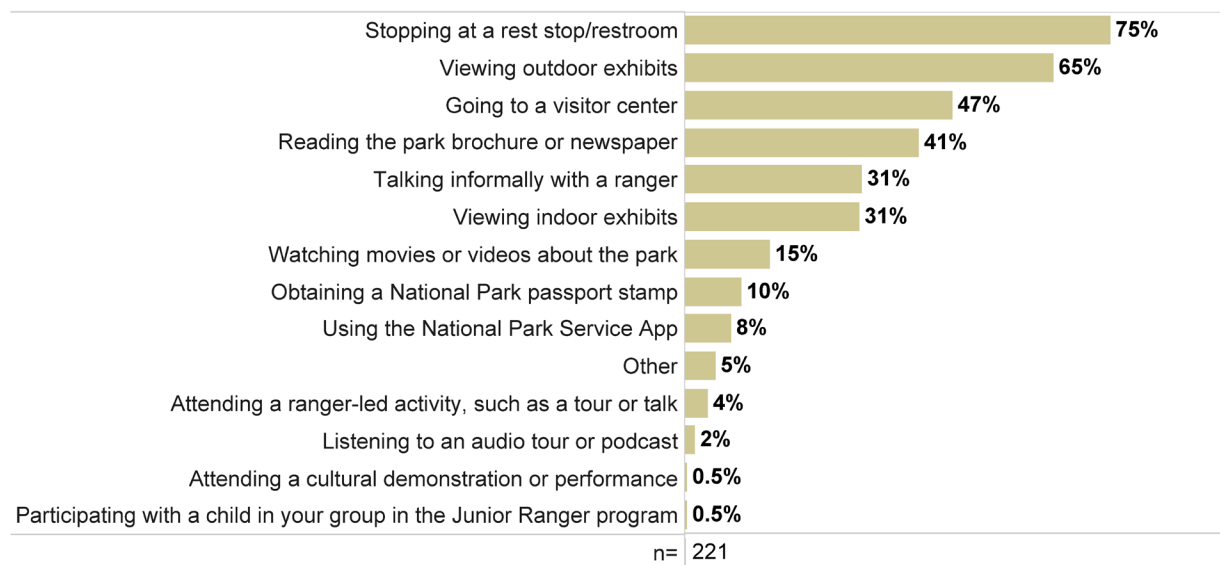


Figure 23. Programs participated while visiting Natchez Trace Parkway.

- The two most-used programs were stopping at a rest stop/restroom (75%) and viewing outdoor exhibits (65%).
- No other programs were engaged in by over half of respondents.

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 24).

On this visit to Natchez Trace Parkway, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture?



If you were to visit Natchez Trace Parkway in the future, are there specific subjects you would like to learn about?

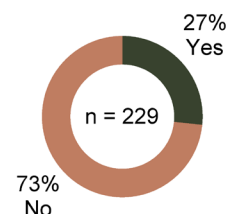


Figure 24. Learning.

- Nearly half of respondents (47%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- About a quarter of respondents (27%) reported that if they were to visit Natchez Trace Parkway in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate. These comments are provided as an accompanying document for review.

Questions 20–21: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Natchez Trace Parkway (Figure 25).

Did you use a personal electronic device while in Natchez Trace Parkway to do any of the following actions?

■ Yes

■ Don't know

■ No

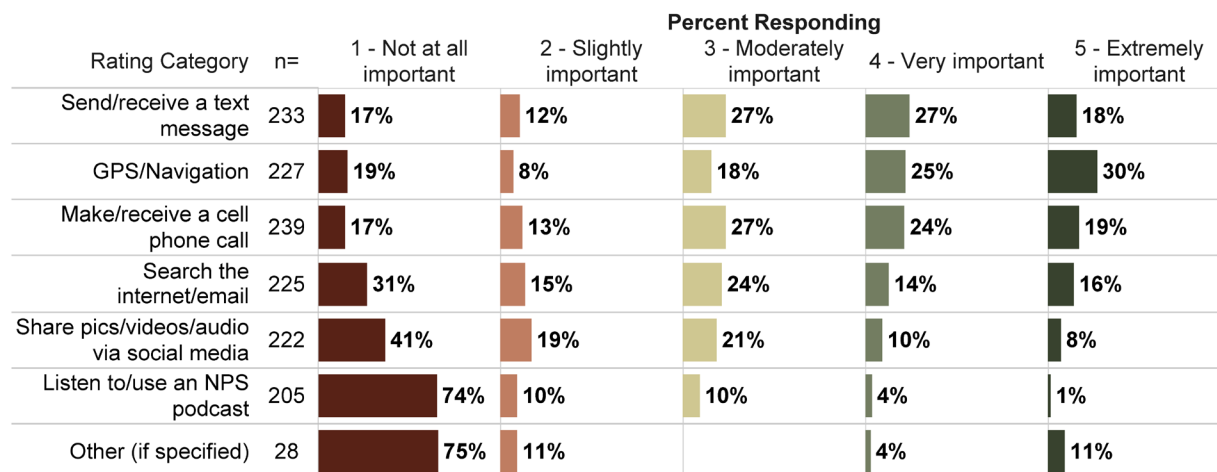
Send/receive a text message	n=234	69%	0.4%	30%
GPS/Navigation	n=232	65%	2%	33%
Make/receive a cell phone call	n=238	59%	1%	40%
Search the internet/email	n=223	58%	1%	41%
Share pics/videos/audio via social media	n=219	39%	2%	58%
Listen to/use an NPS podcast	n=201	4%	3%	93%
Other (if specified)	n=42	17%	10%	74%

Figure 25. Use of personal electronic devices while visiting Natchez Trace Parkway. Tabular data shown in this figure are presented in Appendix A, [Table A-7](#).

- Over two-thirds of respondents (69%) reported sending or receiving a text message, and nearly two-thirds of respondents (65%) reported using GPS/navigation.
- Conversely, only 4% of respondents listened to or used an NPS podcast.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 26), and the quality of their service (Figure 27).

How important to you was it during your visit to Natchez Trace Parkway to use personal electronic devices to do each of the following?

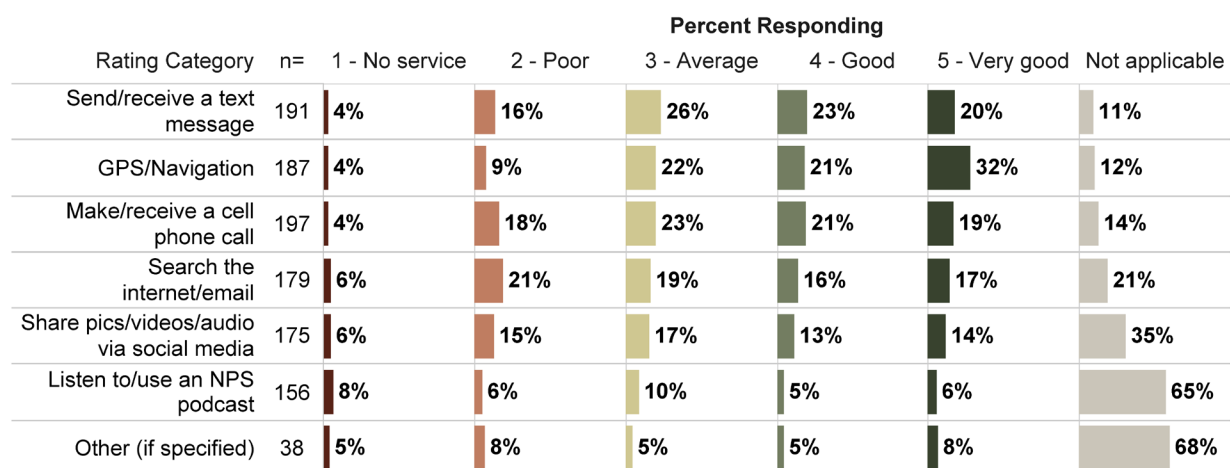


Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 26. The importance of use of personal electronic devices while visiting Natchez Trace Parkway. Tabular data shown in this figure are presented in Appendix A, [Table A-8](#).

- The most important device uses were GPS/navigation and making or receiving a cell phone call (30% and 19% of respondents, respectively, rated them as extremely important).
- Listening to and using an NPS podcast was rated as extremely important only by 1% of respondents, and not at all important by 74% of respondents.

How would you rate the quality of service to do each of the following?



Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 27. Quality of service of personal electronic devices while visiting Natchez Trace Parkway. Tabular data shown in this figure are presented in Appendix A, [Table A-9](#).

- GPS/Navigation was rated as very good or good by 32% and 21% of respondents, respectively. However, 4% of respondents reported that they had no service for this.
- About one in five respondents (ranging from 20% to 19%, depending on the service) rated sending and receiving text messages, and making or receiving a cell phone call as very good.

Question 22: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Natchez Trace Parkway. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 28).

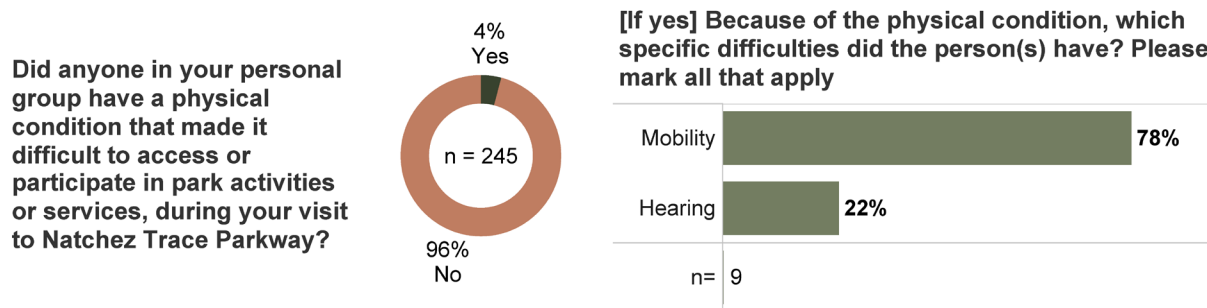


Figure 28. Physical difficulties while visiting Natchez Trace Parkway.

- Nearly all respondents (96%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Natchez Trace Parkway.
- Among the 4% of visitors who identified at least one difficulty, 78% reported mobility issues in their group, with about a quarter (22%) reporting hearing difficulties.

Questions 25–28: Visitor Experience

Respondents were asked if their visit to Natchez Trace Parkway met their expectations (Figure 29).

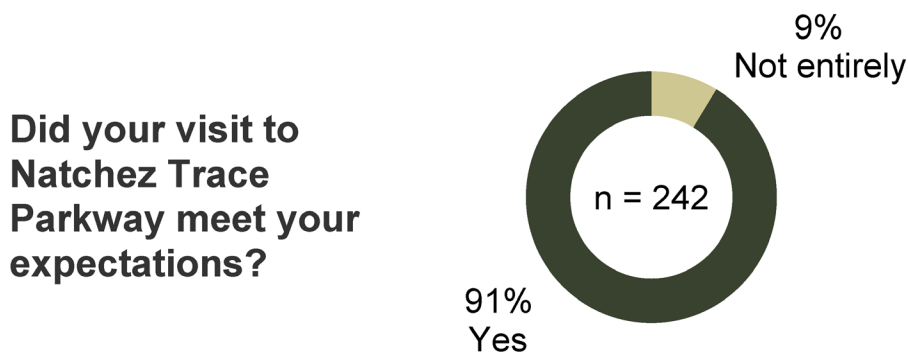


Figure 29. Meeting Natchez Trace Parkway expectations.

- Most respondents (91%) reported that their visit to Natchez Trace Parkway met their expectations, while 9% of respondents said it did not meet their expectations entirely, and no respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents who indicated that Natchez Trace Parkway did not meet their expectations were asked to elaborate. These comments are provided as an accompanying document for review.

Respondents were then given several statements about Natchez Trace Parkway and asked to indicate their level of agreement or disagreement with each given statement (Figure 30).

To what extent do you agree or disagree with each of the following statements?

Rating Category	n=	Percent Responding					
		1 - Strongly Disagree	2 - Somewhat Disagree	3 - Neither Agree nor Disagree	4 - Somewhat Agree	5 - Strongly Agree	Don't know / not sure
Natchez Trace Parkway is a safe place to visit	242	1%	1%	2%	12%	81%	3%
Historical and cultural features in Natchez Trace Parkway are well maintained/preserved	242	2%	7%	7%	29%	48%	7%
Natural resources in Natchez Trace Parkway are in pristine condition	242	2%	5%	14%	36%	41%	1%
Vandalism and crime are not a problem at Natchez Trace Parkway	242	2%	5%	12%	14%	39%	28%
Development of adjacent areas detracts from visitors' experience at Natchez Trace Parkway	241	24%	23%	22%	8%	7%	16%
Natchez Trace Parkway is not accessible to a person with physical disabilities	241	22%	14%	15%	10%	5%	35%
Natchez Trace Parkway is too crowded	241	55%	24%	13%	4%	2%	2%
The entrance fee for Natchez Trace Parkway is too high	237	56%	4%	10%	1%		30%

Figure 30. Rating Natchez Trace Parkway experience. Tabular data shown in this figure are presented in Appendix A, [Table A-10](#).

- From all the statements listed, “Natchez Trace Parkway is a safe place to visit” received the most consensus with a combined 93% of respondents saying they either strongly or somewhat agree with it. That was followed by “historical and cultural features in Natchez Trace Parkway are well maintained/preserved” and “natural resources in Natchez Trace Parkway are in pristine condition” (77% and 77% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “the entrance fee for Natchez Trace Parkway is too high” and “Natchez Trace Parkway is too crowded” received the least support, with only 1% and 6% of respondents

respectively, either somewhat or strongly agreeing with these statements, and just over half of respondents strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Natchez Trace Parkway (Figure 31).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Natchez Trace Parkway?

Rating Category	n=	Percent Responding					Not used or not available
		1 - Very poor	2 - Poor	3 - Average	4 - Good	5 - Very good	
Park map or brochure	242	1%	1%	6%	16%	51%	26%
Outdoor recreation	234	1%	1%	4%	22%	50%	21%
Walkways, trails, and roads	239	1%	2%	9%	33%	50%	5%
Learning about nature, history, or culture	234	0.4%	0.4%	8%	24%	44%	23%
Restrooms	242	2%	3%	14%	32%	40%	8%
Visitor Center	241	1%	3%	7%	18%	39%	31%
Exhibits (indoor and outdoor)	243		2%	12%	31%	37%	18%
Assistance from park employees	241	1%	0.4%	5%	13%	34%	47%
Value for entrance fee paid	230	0.4%	0.4%	1%	3%	32%	63%
Campgrounds and/or picnic areas	239	1%	3%	6%	18%	28%	44%
Ranger programs	234	0.4%	1%	3%	3%	8%	84%
Commercial services in the park	233	4%	3%	5%	8%	6%	73%
Other services (if specified)	52	4%	2%	4%	2%	4%	85%

Figure 31. Rating the quality of Natchez Trace Parkway facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, [Table A-11](#).

- At least half of visitors (ranging from 50% to 51%) rated the park map or brochure, outdoor recreation, and walkways, trails, and roads as very good.
- Conversely, fewer than 10% of visitors rated ranger programs, and commercial services in the park as very good. For these ratings categories, visitors were most likely to say that they were either not available, or they did not use them.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 32).

Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Natchez Trace Parkway?

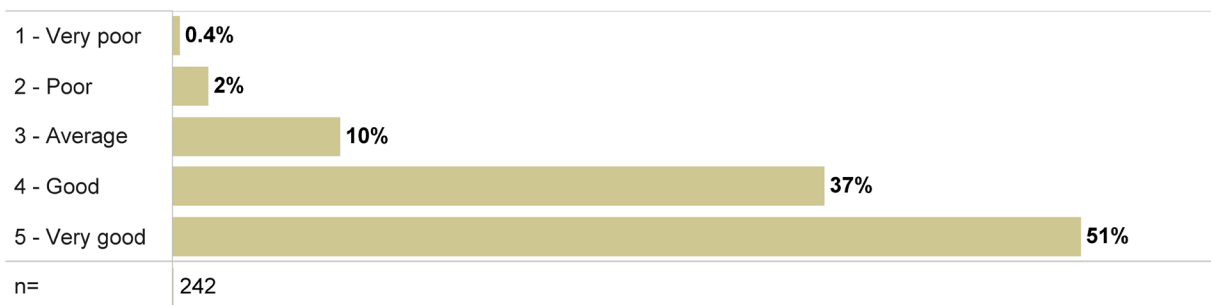


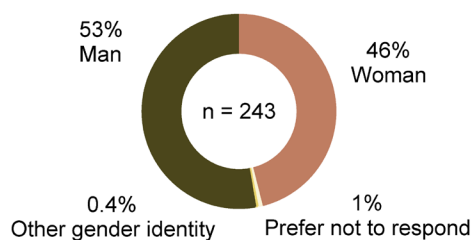
Figure 32. Rating overall quality of Natchez Trace Parkway facilities, visitor services, and recreational opportunities.

- In general, about half of respondents (51%) rated the quality of the park facilities, visitor services, and recreational opportunities in Natchez Trace Parkway as very good, and another 37% rated them as good.
- Just about 1 in 8 visitors rated the overall quality as average or below.

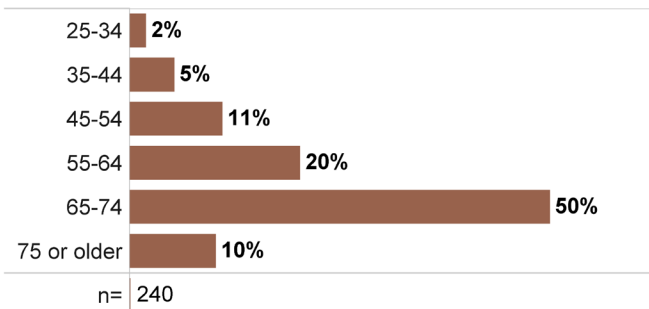
Questions 31–39: Background/Demographics

In the final section of the follow-up survey, respondents were asked various questions about their personal and household demographics. Figure 33 depicts descriptive statistics for respondent gender, age, and education.

What is your gender?



What is your age?



What is the highest degree or level of school you have completed?

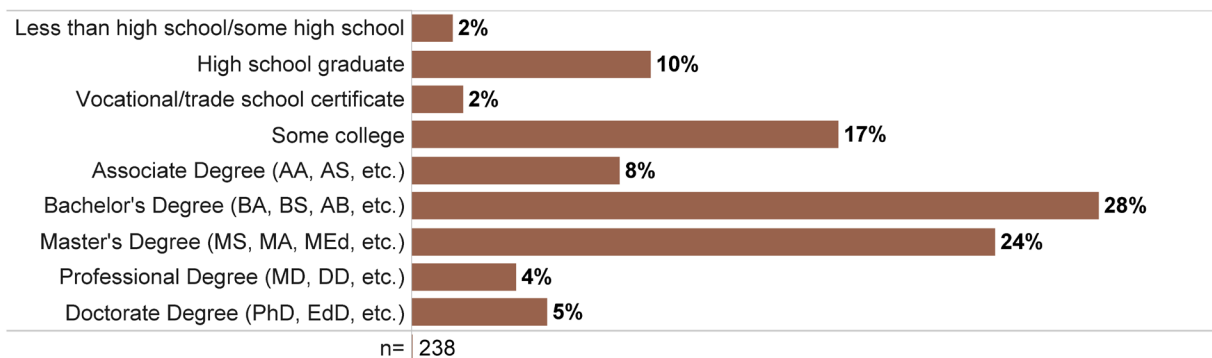
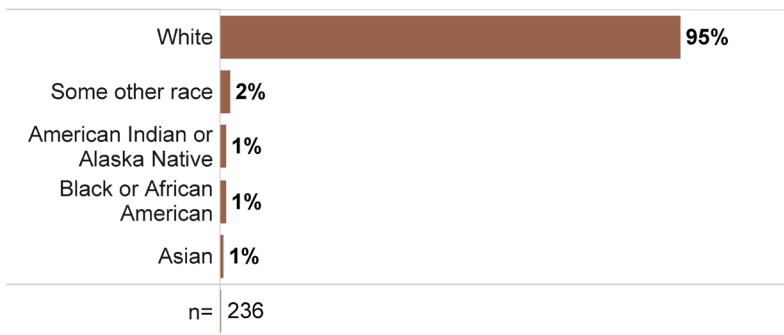


Figure 33. Respondent demographics: gender, age, and level of education.

- Follow-up survey respondents were slightly more likely to be men than women, though the sample was relatively balanced (53% vs 46%). Another 0.4% had another gender identity, while 1% preferred not to disclose their gender identity.
- The most common age categories were 65–74 (50%), 55–64 (20%), 45–54 (11%), and 75 or older (10%). The least represented age group was 25–34 (only 2% of the participants surveyed).
- Most survey respondents were highly educated, with a combined 53% having at least some college, and one-third (33%) holding a master's degree, professional degree, or doctorate degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish Origin (Figure 34).

What is your race? Please mark all that apply



Are you of Hispanic, Latino or Spanish Origin?

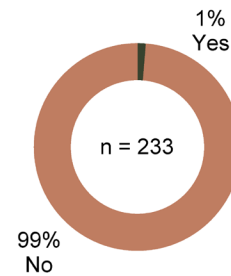
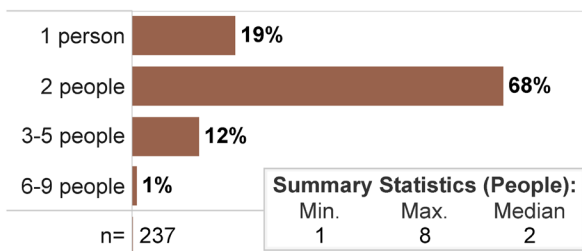


Figure 34. Respondent demographics: race and ethnicity.

- Most respondents (95%) were White, while 2% indicated “some other race” as a racial category.
- Most respondents (99%) were not of Hispanic, Latino or Spanish origin.

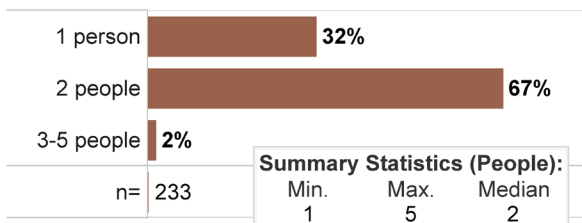
At a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 35).

Including yourself, how many people are in your household?



Summary Statistics (People):		
Min.	Max.	Median
1	8	2

Including yourself, how many people contribute to your annual household income?



Summary Statistics (People):		
Min.	Max.	Median
1	5	2

Which category best represents your annual household income?

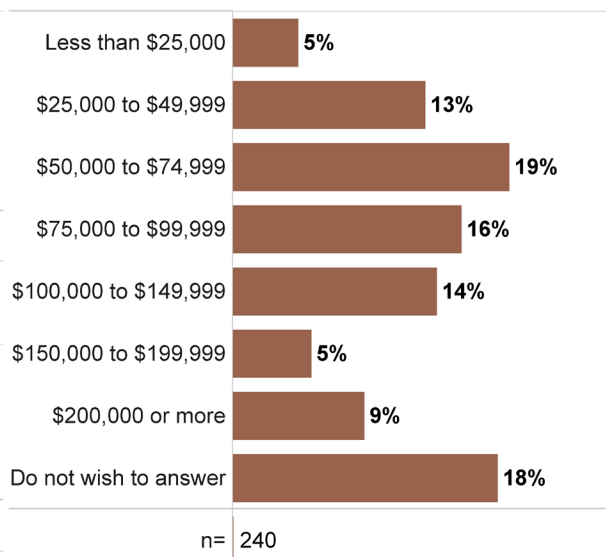


Figure 35. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, [Table A-12](#).

- Just over two-thirds of respondents (68%) had two people in their household, followed by one person (another 19%).
- Natchez Trace Parkway visitors are tended to have incomes in the middle of the range. About one in five respondents (19%) reported that their annual household income was between

\$50,000 and \$74,999, while 16% reported income between \$75,000 and \$99,999, and another 14% earned between \$100,000 and \$149,999. Nearly one in five respondents (18%) chose not to provide income information.

- Two-thirds of respondents (67%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 36).

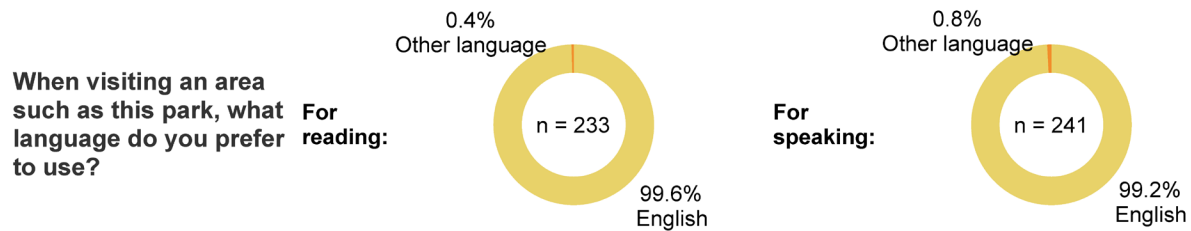


Figure 36. Respondent's language preference.

- The overwhelming majority of respondents (99%) preferred to use English both for reading and speaking when visiting an area such as Natchez Trace Parkway.
- Less than 1% of respondents preferred another language for either reading and/or speaking.

Appendix A: Accessible Tables

This appendix contains accessible tables with data from figures found in the body of the report. Table captions include hyperlinks to the corresponding figures.

Table A-1. Data from [Figure 7](#). Number of nights spent in the local area around Natchez Trace Parkway, by accommodation type.

Accommodation Type	n	Min.	Max.	Median
Camping in Natchez Trace Parkway	67	1	30	3
Camping outside Natchez Trace Parkway	60	1	90	3
Lodging outside Natchez Trace Parkway	196	1	80	2
Unpaid accommodations	30	1	60	3

Table A-2. Data from [Figure 8](#). Number of adults and children in respondent's personal group while visiting Natchez Trace Parkway.

Age Category	n	Min.	Max.	Median
Adults	741	1	40	2
Children	741	0	6	0

Table A-3. Data from [Figure 13](#). Number of people in respondent's vehicle when entering Natchez Trace Parkway.

Question	n	Min.	Max.	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Natchez Trace Parkway?	564	1	8	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Natchez Trace Parkway?	58	1	4	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Natchez Trace Parkway?	77	1	2	1

Table A-4. Data from [Figure 14](#). Previous visits to Natchez Trace Parkway.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Natchez Trace Parkway over the past 12 months?	499	1	1000	6
[If not first-time visitor] Including this visit, how many visits have you made to Natchez Trace Parkway over the past five years?	499	1	5000	25

Table A-5. Data from [Figure 15](#). Visits made to other NPS sites within the past year.

Question	n	Min.	Max.	Median
How many visits have you made to other NPS sites over the past 12 months?	738	0	150	1

Table A-6. Data from [Figure 22](#). Reasons or motivations to visit Natchez Trace Parkway.

Rating Category	n
To visit a National Park Service site	230
To experience solitude	231
To hear the sounds of nature/quiet	234
To learn more about nature	227
To learn more about American history and culture	230
To spend time with family/friends	227
To get physical exercise	228
To view wildlife or natural scenery	231
To relax	228
To view dark night sky/stars	213
Other	30

Table A-7. Data from [Figure 25](#). Use of personal electronic devices while visiting Natchez Trace Parkway.

Device Use	n
Make/receive a cell phone call	238
Send/receive a text message	234
Search the internet/email	223
GPS/Navigation	232
Share pics/videos/audio via social media	219
Listen to/use an NPS podcast	201
Other	42

Table A-8. Data from [Figure 26](#). The importance of use of personal electronic devices while visiting Natchez Trace Parkway.

Device Use	n
Make/receive a cell phone call	239
Send/receive a text message	233
Search the internet/email	225
GPS/Navigation	227
Share pics/videos/audio via social media	222
Listen to/use an NPS podcast	205
Other	28

Table A-9. Data from [Figure 27](#). Quality of service of personal electronic devices while visiting Natchez Trace Parkway.

Device Use	n
Make/receive a cell phone call	197
Send/receive a text message	191
Search the internet/email	179
GPS/Navigation	187
Share pics/videos/audio via social media	175
Listen to/use an NPS podcast	156
Other	38

Table A-10. Data from [Figure 30](#). Rating Natchez Trace Parkway experience.

Rating Category	n
Natchez Trace Parkway is a safe place to visit	242
Natchez Trace Parkway is too crowded	241
Natural resources in Natchez Trace Parkway are in pristine condition	242
The entrance fee for Natchez Trace Parkway is too high	237
Vandalism and crime are not a problem at Natchez Trace Parkway	242
Natchez Trace Parkway is not accessible to a person with physical disabilities	241
Historical and cultural features in Natchez Trace Parkway are well maintained/preserved	242
Development of adjacent areas detracts from visitors' experience at Natchez Trace Parkway	241

Table A-11. Data from [Figure 31](#). Rating the quality of Natchez Trace Parkway facilities, visitor services, and recreational opportunities.

Rating Category	n
Visitor Center	241
Exhibits (indoor and outdoor)	243
Restrooms	242
Walkways, trails, and roads	239
Campgrounds and/or picnic areas	239
Assistance from park employees	241
Park map or brochure	242
Ranger programs	234
Value for entrance fee paid	230
Commercial services in the park (food, lodging, gifts, rental, etc.)	233
Other services	52
Learning about nature, history, or culture	234
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	234

Table A-12. Data from [Figure 35](#). Household demographics: annual household income and household size.

Question	n	Min.	Max.	Median
Including yourself, how many people are in your household?	237	1	8	2
Including yourself, how many people contribute to your annual household income?	233	1	5	2

Appendix B: Intercept Survey

This appendix contains the text version of the intercept survey administered via tablet in Natchez Trace Parkway from April 23rd to May 8th, 2022. Visitors were asked questions verbally by an interviewer, and responses were entered in a tablet form.

Intercept Survey — Natchez Trace Parkway

Interviewer script: Hello, I am working with Natchez Trace Parkway conducting a 5-minute survey to improve visitor experiences in the park. May I ask you some questions about your Natchez Trace Parkway experience? (Multiple choice, please choose one)

- Yes
- No

(If the visitor answers yes, read the following script):

Before we begin, I would like to let you know that this survey has been approved by the Office of Management and Budget. It is important to note that a Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it has a valid OMB control number. The control number for this collection is 1024-0224 and this number is valid through 5/31/2023. Secondly, your participation is voluntary, and your name will never be connected with your individual responses. This survey will only take about five minutes of your time today.

(If the visitor answers no, read the following script):

Ok, would you please answer just three short questions for us? (Multiple choice, please choose one)

- Yes
- No

(If the visitor answers no, thank them for their time):

(If the visitor answers yes, ask the non-response bias questions):

- Are you a permanent or seasonal resident of the local area around Natchez Trace Parkway? (multiple choice, please choose one response)
 - Yes
 - No
- Do you currently live in the United States? (multiple choice, please choose one response)
 - Yes
 - No
- On this trip away from home, have you and your personal group stayed, or will you stay overnight away from your permanent residence either in Natchez Trace Parkway and/or within the local area? (multiple choice, please choose one response)

- Yes
- No

(If the visitor agrees to take the full survey, read the following survey questions):

1) Are you a permanent or seasonal/second home resident of the local area around Natchez Trace Parkway? (Multiple choice, please choose one response)

- Yes, I am a permanent resident
 - *(If answer is yes)* What is your ZIP Code in the local area? (text field)
- Yes, I am a seasonal/second home resident
 - *(If answer is yes)* What is your ZIP Code in the local area? (text field)
- No, I am not a permanent or seasonal resident of the local area around Natchez Trace Parkway

2) *(If respondent is not a permanent or seasonal resident)* Do you currently live in the United States? (Multiple choice, please choose one response)

- No
 - *(If answer is no)* What is your country of origin? (select country from drop-down list)
- Yes
 - *(If answer is yes)* What is the ZIP code of your permanent residence? (text field)

3) *(If respondent is not a permanent or seasonal resident)* Was your visit to Natchez Trace Parkway the primary purpose for your overall trip away from home? (Multiple choice, please choose one response)

- Yes
- No
 - *(If answer is no)* Was your visit to Natchez Trace Parkway...? (Multiple choice, please choose one response)
 - The primary reason you came to the local area
 - One of two or more equally important reasons you came to the local area
 - An incidental or spontaneous stop

4) *(If respondent is not a permanent or seasonal resident)* How many days are you planning to spend in the local area (including the days you spend in Natchez Trace Parkway) on this trip away from home?

- Number of days (text field)

- 5) **On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence in Natchez Trace Parkway and/or within the local area? (Multiple choice, please choose one response)**
- Yes
 - No
- 6) ***(If respondent is staying overnight)* On this trip, what type of accommodations do you expect to use while in the local area? (Multiple choice, please choose all that apply)**
- Camping (tent, RV, primitive bicycle camping) in the park
 - Number of nights (text field)
 - *(If respondent selects camping in the park)* In which campground(s) did you or will you stay?
 - Rocky Springs
 - Jeff Busby
 - Meriwether Lewis
 - Highland Rim Section Southern Terminus Trailhead (Tennessee Highway 50)
 - Colbert Ferry Bicycle Camp
 - Beech Springs Bicycle Camp (Parkway Visitor Center)
 - Witch Dance
 - Kosciusko Bicycle Camp
 - *(If respondent selects camping in the park)* Were you primitive bicycle camping?
 - Yes
 - No
 - Camping outside Natchez Trace Parkway in the local area
 - Number of nights (text field)
 - Lodging outside Natchez Trace Parkway in the local area (e.g., hotels, cabins, vacation rentals)
 - Number of nights (text field)
 - Unpaid accommodations (e.g., family and friends)
 - Number of nights (text field)
- 7) ***(If accommodation = Camping in Natchez Trace Parkway)* What time did you arrive in Natchez Trace Parkway on the first day of your stay?**
- Time (text field)

- 8) *(If accommodation = Camping in Natchez Trace Parkway)* What time of day do you plan to leave Natchez Trace Parkway on the last day of your stay?
- Time (text field)
- 9) **Including yourself, how many people are in your personal group as you visit Natchez Trace Parkway?** Note: Your personal group is you and companions with whom you visited Natchez Trace Parkway on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group. (choices below)
- Number of adults (text field)
 - Number of children (text field)
- 10) **What are the ages of each of the adults in your group?** Note: ages will be collected for a max of 6 adults per group.
- Age of respondent (text field)
 - Age of adult 2 (text field)
 - Age of adult 3 (text field)
 - Age of adult 4 (text field)
 - Age of adult 5 (text field)
 - Age of adult 6 (text field)
- 11) *(If at least 1 child is in the group)* **What are the ages of each of the children in your group?** Note: ages will be collected for a max of 6 children per group
- Age of child 1 (text field)
 - Age of child 2 (text field)
 - Age of child 3 (text field)
 - Age of child 4 (text field)
 - Age of child 5 (text field)
 - Age of child 6 (text field)
- 12) **Including yourself, how many people in your personal group split the trip expenses?**
- Number of people (text field)
- 13) **On this trip, do you plan to visit Natchez Trace Parkway for more than one day? (Multiple choice, please choose one response)**
- Yes
 - *(If answer is yes)* How many days do you plan to spend within Natchez Trace Parkway on this trip?
 - Number of days (text field)

- *(If answer is yes)* On how many different days do you expect to enter the park?
 - Number of different days entered Natchez Trace Parkway (text field)
- No
 - *(If answer is no)* Do you plan to spend one hour or more within Natchez Trace Parkway today? (Multiple choice, please choose one response)
 - Yes
 - *(If answer is yes)* How many hours do you plan to spend within Natchez Trace Parkway today?
 - ◆ Number of hours (text field)
 - No
 - *(If answer is no)* How many minutes do you plan to spend within Natchez Trace Parkway today?
 - ◆ Number of minutes (text field)

14) Did you, or do you plan to, leave and re-enter the park today? (Multiple choice, please choose one response)

- Yes
 - *(If answer is yes)* How many times?
 - Number of times (text field)
- No

15) Which state were you in when you first accessed the Natchez Trace Parkway today? (Multiple choice, please choose one response)

- Mississippi
- Alabama
- Tennessee

16) Which of the following forms of transportation did you personally use to enter Natchez Trace Parkway today? (Multiple choice, please choose one)

- Car, truck, or SUV (e.g., standard private vehicle)
 - *(If answer is car, truck or SUV)* Number of people in vehicle (text field)
- Recreational vehicle or motorhome
 - *(If answer is recreational vehicle or motorhome)* Number of people in vehicle (text field)
- Commercial tour bus
- Commercial tour van
- Shuttle
- School bus or church bus/van

- Train or long-distance passenger bus
- Horseback
- Bicycle
- Electric Bicycle
- Motorcycle
 - *(If answer is motorcycle)* Number of people in vehicle (text field)
- Walk/hike
- Other — Please specify (text field)

17) (If respondent selected commercial tour bus or commercial tour van) Was your commercial tour bus or tour van booked as a package vacation? (Multiple choice, please choose one)

- Yes
 - *(If answer is yes)* What is the total cost of the package vacation for your personal group?
 - Dollar amount (text field)
 - *(If answer is yes)* What is the total length of your package vacation?
 - Number of days (text field)
 - *(If answer is yes)* Did your package vacation include lodging (e.g., hotels, lodges, house)? (Multiple choice, please choose one)
 - Yes
 - No
 - Unsure
 - How many people in your personal group were on the package vacation?
 - Number of people (text field)
- No

18) Are you a first-time visitor to Natchez Trace Parkway? (Multiple choice, please choose one)

- Yes
- No
 - *(If answer is no)* Including this visit, how many visits have you made to Natchez Trace Parkway over the past 12 months?
 - Number of visits (text field)
 - *(If answer is no)* Including this visit, how many visits have you made to Natchez Trace Parkway over the past five years?
 - Number of visits (text field)

19) How many visits have you made to other NPS sites over the past 12 months?

- Number of visits (text field)

Interviewer script:

Thank you for your time. To record a more complete picture of your Natchez Trace Parkway visit, we ask you to please take this mail-back survey and complete it after your trip. You can participate either by completing the paper form and mailing it in the postage-paid envelope, or online through a password-protected website. The website information is provided on a slip of paper inside the survey packet.

Because your opinion is important to us, we send replacement surveys if you lost your survey and reminders if you forgot to complete it when you returned home. Would you be willing to share your home address or email to send a reminder or replacement survey in the following weeks? Your information is confidential, and your results will be only reported in the aggregate.

- First name (text field)
- Address (text field)
- Email (text field)

Appendix C: Follow-up Survey

This appendix contains the follow-up survey distributed to visitors after fieldwork in Natchez Trace Parkway in Spring of 2022. This questionnaire was available as both a paper mail-back survey and as an online format.



ID: XXXX

Natchez Trace Parkway Visitor Survey

On your recent visit to Natchez Trace Parkway you agreed to participate in a survey from NPS about your trip. **Please have the same individual in your group who completed the onsite survey at the park complete this questionnaire.** In this questionnaire, your personal group is defined as you and anyone with whom you visited Natchez Trace Parkway on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A visit is defined as the day in which you were contacted to complete the questionnaire. A trip is defined as the total extent of time away from your personal residence that could include multiple visits to Natchez Trace Parkway.

Trip Description

1. Prior to this trip, how did you obtain information about Natchez Trace Parkway? (Please mark all that apply.)

- | | |
|--|---|
| ☐ Did not obtain information prior to this visit | ☐ School class/program |
| ☐ Previous visits | ☐ Social media (such as Facebook, Twitter, etc.) |
| ☐ Friends/relatives/word of mouth | ☐ State welcome center/visitor bureaus/chamber of commerce |
| ☐ Inquiry to park via phone, mail, or email | ☐ Travel guides/tour books (such as AAA, etc.) |
| ☐ Official Natchez Trace Parkway website (nps.gov/natr) | ☐ Television/radio programs/DVDs |
| ☐ Other website (please specify): _____ | ☐ Online travel agent |
| ☐ Local businesses (hotels, restaurants, etc.) | ☐ Cruise ship |
| ☐ Maps/brochures | ☐ Live here/ Grew up here |
| ☐ Newspaper/magazine articles | ☐ Other (please specify): _____ |
| ☐ Other units of the National Park System (NPS) | |

2. Did you have the information about Natchez Trace Parkway you needed on this trip? (Mark one.)

- ☐ Yes
- ☐ No (Please specify the information you needed but didn't have on this trip:)

3. From the list below, select all forms of transportation you personally used to travel from your home to Natchez Trace Parkway on this trip. (Please mark all that apply.)

- | | |
|--|---|
| ☐ Car, truck, or SUV | ☐ Water-based transportation (mark all that apply) |
| ☐ RV or motorhome | ☐ Cruise ship |
| ☐ Airplane | ☐ Ferry |
| ☐ Commercial tour bus | ☐ Tour boat |
| ☐ Commercial tour van | ☐ Personal boat |
| ☐ Church, school, or similar group bus/van | ☐ Motorboat |
| ☐ Taxi/other rideshare options (e.g., Uber, Lyft, etc.) | ☐ Sailboat |
| ☐ City bus or subway | ☐ Canoe/kayak |
| ☐ Train or long-distance passenger bus | ☐ Other (please specify): _____ |
| ☐ Bicycle | ☐ Walk/hike |
| ☐ Motorcycle | ☐ Other (please specify): _____ |

4. What type of group were you with during your visit to Natchez Trace Parkway on the day you were contacted for this survey? (Mark one.)

- | | |
|---|--|
| ☐ Alone | ☐ Family |
| ☐ Significant other/spouse | ☐ Family and friends |
| ☐ Friends | ☐ Other (please specify): _____ |

Figure C-1. Page 1 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Natchez Trace Parkway: Text Version](#).

Expenditures

The National Park Service is interested in the relationship between parks and their local economies. In this section, we ask about goods and services that you and your personal group purchased in Natchez Trace Parkway's local area and elsewhere in the US (outside Natchez Trace Parkway's local area) during this trip away from home.

Throughout this section, please refer to the local area map on the back of the cover letter when asked about the local area around Natchez Trace Parkway. The local area includes all communities within the highlighted region.

5. How many days did you spend away from home (or your local/seasonal residence) on this trip that included your visit to Natchez Trace Parkway?

_____ number of days

6. Of these days spent away from home, how many days were spent in the local area (including days spent in Natchez Trace Parkway) shown on the map?

_____ number of days

7. Please estimate how much money the group you shared expenses with (or covered expenses for) spent in the following areas during your trip away from home: (1) Natchez Trace Parkway and the local communities surrounding Natchez Trace Parkway, and (2) elsewhere in the U.S. outside Natchez Trace Parkway's local area.

(If you did not spend anything in a category, please enter "0".)

Local Area Residents: If you are a permanent or seasonal/second home resident, please only include local area expenditures that were directly related to your trip to Natchez Trace Parkway when you received this survey.
Package Vacationers: For this question, don't include any expenditures that were included as part of your package vacation cost (that you reported when interviewed at Natchez Trace Parkway).

Expenses	Amount spent in Natchez Trace and nearby communities (\$US) (shown on map)	Amount spent elsewhere in US during your trip to the Natchez Trace area (\$US) (outside local area)
National Park entrance fee or annual parks pass		
Fishing license fees		
Gas and oil (e.g., auto, RV, boat, etc.)		
Electric vehicle charging expenses		
Rental car		
Taxis, rideshares, shuttles, parking, and public transportation		
Restaurants and bars		
Groceries and convenience foods		
Hotels, motels, resorts		
Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)		
Camping fees (tent, RV)		
Souvenirs, clothing, supplies, other retail		
Equipment rental (e.g., fishing equipment rental, bike rentals, etc.)		
Guides and tour fees		
Recreation and entertainment expenses (e.g., museums, historic houses, state parks, movies, bowling, miniature golf, etc.)		
Medical expenses (e.g., doctor, hospital, urgent care, etc.)		
Other expenditures (Please describe below): _____		
Airline tickets from home (Which airport did you fly into?): _____		

Figure C-2. Page 2 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Natchez Trace Parkway: Text Version](#).

8. How many people (adults and children), including yourself, were covered by the spending estimates you provided above?

_____ number of people (adults and children)

9. If you did not list any expenditures for local area or elsewhere, please indicate why you did not answer. (Mark one per row.)

	I did not spend any money	I do not know or remember	Prefer not to answer	N/A
A. In the Local Area	☐	☐	☐	☐
B. Elsewhere in the US	☐	☐	☐	☐

10. On this trip to Natchez Trace Parkway, which one of the following entrance fees applied to you personally? (Mark one.)

- | | |
|---|---|
| ☐ Did not pay a fee or use a pass to enter the park | ☐ Senior Pass, Access Pass, or Military Pass |
| ☐ 7-day entrance pass | ☐ Fee was included in Tour Package |
| ☐ Annual pass for Natchez Trace Parkway | ☐ One-day fee (e.g., single-day entry fee) |
| ☐ America the Beautiful – National Parks and Federal Lands (NPS Annual Pass) | ☐ Don't know/Unsure |
| | ☐ Other (please specify): _____ |

11. On how many *different* days did you enter Natchez Trace Parkway on this trip? (Enter 1 if you only were in the site for one day).

Different days entered

Trip Planning and Motivations

12. Did you visit any other National Park Service sites on your trip away from home? (Mark one.)

- ☐ Yes (Please specify which sites, below): **OR** ☐ No

13. On this trip, in which of the following activities did you personally participate while visiting Natchez Trace Parkway? (Please mark all that apply.)

- | | |
|--|---|
| ☐ (1) Viewing scenery, natural features, etc. | ☐ (13) Motorized water travel (boating, jet skiing, etc.) (please specify): _____ |
| ☐ (2) Viewing wildlife | ☐ (14) Family gathering (e.g., reunion, wedding) |
| ☐ (3) Viewing night skies | ☐ (15) Picnicking |
| ☐ (4) Creative arts (photography, drawing, painting, writing) | ☐ (16) Water play (swimming, snorkeling, scuba diving, etc.) (please specify): _____ |
| ☐ (5) Visiting a cultural or historic site | ☐ (17) Purchasing park-specific souvenirs |
| ☐ (6) Driving for pleasure | ☐ (18) Other (please specify): _____ |
| ☐ (7) Hiking | ☐ (19) Other (please specify): _____ |
| ☐ (8) Road cycling | ☐ (20) Other (please specify): _____ |
| ☐ (9) Running/jogging | |
| ☐ (10) Horseback/mule riding | |
| ☐ (11) Fishing | |
| ☐ (12) Non-motorized water travel (rafting, kayaking, canoeing, etc.) (please specify): _____ | |

14. Of the activities listed in Question 13, which was your primary activity during your visit to Natchez Trace Parkway this trip on the day you were contacted for the survey?

_____ activity number **OR** ☐ I did not have a primary activity on this trip to Natchez Trace Parkway

Figure C-3. Page 3 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Natchez Trace Parkway: Text Version](#).

15. People are motivated to visit a National Park Service site for a variety of reasons. How important to you were each of the following reasons or motivations for visiting Natchez Trace Parkway on this trip? **(Mark one per row.)**

	<u>Not at all</u> <u>Important</u>	<u>Slightly</u> <u>Important</u>	<u>Moderately</u> <u>Important</u>	<u>Very</u> <u>Important</u>	<u>Extremely</u> <u>Important</u>
	(1)	(2)	(3)	(4)	(5)
1) To visit a National Park Service site	☐	☐	☐	☐	☐
2) To experience solitude	☐	☐	☐	☐	☐
3) To hear the sounds of nature/quiet	☐	☐	☐	☐	☐
4) To learn more about nature	☐	☐	☐	☐	☐
5) To learn more about American history and culture	☐	☐	☐	☐	☐
6) To spend time with family/friends	☐	☐	☐	☐	☐
7) To get physical exercise	☐	☐	☐	☐	☐
8) To view wildlife or natural scenery	☐	☐	☐	☐	☐
9) To relax	☐	☐	☐	☐	☐
10) To view dark night sky/stars	☐	☐	☐	☐	☐
11) Other (Please specify): _____	☐	☐	☐	☐	☐

16. Of the reasons listed in Question 15, which was the most important reason for you to visit Natchez Trace Parkway on this trip?

_____ number most important reason from Q15

Park Activities, Programs, and Services

17. On this trip, in which of the following programs and services did you personally participate within Natchez Trace Parkway? **(Please mark all that apply.)**

- | | |
|--|--|
| ☐ Attending a ranger-led activity, such as a tour or talk | ☐ Participating with a child in your group in the Junior Ranger program |
| ☐ Talking informally with a ranger | ☐ Obtaining a National Park passport stamp |
| ☐ Viewing outdoor exhibits | ☐ Listening to an audio tour or podcast |
| ☐ Viewing indoor exhibits | ☐ Using the National Park Service App |
| ☐ Attending a cultural demonstration or performance | ☐ Stopping at a rest stop/restroom |
| ☐ Reading the park brochure or newspaper | ☐ Other (please specify): _____ |
| ☐ Going to a visitor center | |
| ☐ Watching movies or videos about the park | |

18. On this visit to Natchez Trace Parkway, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? **(Mark one.)**

☐ Yes (Please specify subjects you learned about: _____) **OR** ☐ No

19. If you were to visit Natchez Trace Parkway in the future, are there specific subjects you would like to learn about? **(Mark one.)**

☐ Yes (Please specify subjects you would like to learn about: _____) **OR** ☐ No

Figure C-4. Page 4 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Natchez Trace Parkway: Text Version](#).

20. Did you use a personal electronic device while in Natchez Trace Parkway to do any of the following actions? (**Mark one per row.**)

	Yes	No	Don't know
Make/receive a cell phone call	☐	☐	☐
Send/receive a text message	☐	☐	☐
Search the internet/email	☐	☐	☐
GPS/Navigation	☐	☐	☐
Share pics/videos/audio via social media	☐	☐	☐
Listen to/use an NPS podcast	☐	☐	☐
Other (please specify): _____	☐	☐	☐

21. How important to you was it during your visit to Natchez Trace Parkway to use personal electronic devices to do each of the following, and how would you rate the quality of the service to do each? (For each item, please **Mark one for importance** and **one for quality of service.**)

	IMPORTANCE					QUALITY OF SERVICE					
	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	No Service	Poor	Average	Good	Very Good	Not Applicable
	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)	(X)
Make/receive a cell phone call	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Send/receive a text message	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Search the internet/email	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
GPS/Navigation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Share pics / videos / audio via social media	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Listen to/use a NPS podcast	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other (please specify): _____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

22. Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services during your visit to Natchez Trace Parkway? (**Mark one.**)

a. ☐ Yes ☐ No [Go to Question 23]

b. What activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific.

c. Because of the physical condition, which specific difficulties did the person(s) have. (**Please mark all that apply.**)

- ☐ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with a hearing aid)
- ☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses due to blindness)
- ☐ Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

Figure C-5. Page 5 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Natchez Trace Parkway: Text Version.](#)

The following two questions identify the strengths and weaknesses in the site's visitor experience. Natchez Trace Parkway managers rely on this information to make decisions that benefit the general public.

23. What did you like the most about your visit to Natchez Trace Parkway?

1. _____
 2. _____
 3. _____
- ☐ Not applicable

24. What did you like the least about your visit to Natchez Trace Parkway?

1. _____
 2. _____
 3. _____
- ☐ Not applicable

25. Did your visit to Natchez Trace Parkway meet your expectations? (Mark one.)

- ☐ Yes
- ☐ Not entirely (please explain below:)

- ☐ Not at all (please explain below:)

26. To what extent do you agree or disagree with each of the following statements? (Mark one per row.)

	<u>Strongly disagree</u>	<u>Somewhat disagree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat agree</u>	<u>Strongly agree</u>	<u>Don't know/Not Sure</u>
	(1)	(2)	(3)	(4)	(5)	(X)
Natchez Trace Parkway is a safe place to visit	☐	☐	☐	☐	☐	☐
Natchez Trace Parkway is too crowded	☐	☐	☐	☐	☐	☐
Natural resources in Natchez Trace Parkway are in pristine condition	☐	☐	☐	☐	☐	☐
The entrance fee for Natchez Trace Parkway is too high	☐	☐	☐	☐	☐	☐
Vandalism and crime are not a problem at Natchez Trace Parkway	☐	☐	☐	☐	☐	☐
Natchez Trace Parkway is not accessible to a person with physical disabilities	☐	☐	☐	☐	☐	☐
Historical and cultural features in Natchez Trace Parkway are well maintained/preserved	☐	☐	☐	☐	☐	☐
Development of adjacent areas detracts from visitors' experience at Natchez Trace Parkway	☐	☐	☐	☐	☐	☐

Figure C-6. Page 6 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Natchez Trace Parkway: Text Version](#).

27. How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Natchez Trace Parkway? (Mark one per row.)

	<u>Very Poor</u>	<u>Poor</u>	<u>Average</u>	<u>Good</u>	<u>Very Good</u>	<u>Not Used or Not Available</u>
	(1)	(2)	(3)	(4)	(5)	(X)
Park Facilities						
Visitor Center	☐	☐	☐	☐	☐	☐
Exhibits (indoor and outdoor)	☐	☐	☐	☐	☐	☐
Restrooms	☐	☐	☐	☐	☐	☐
Walkways, trails, and roads	☐	☐	☐	☐	☐	☐
Campgrounds and/or picnic areas	☐	☐	☐	☐	☐	☐
Visitor Services						
Assistance from park employees	☐	☐	☐	☐	☐	☐
Park map or brochure	☐	☐	☐	☐	☐	☐
Ranger programs	☐	☐	☐	☐	☐	☐
Value for entrance fee paid	☐	☐	☐	☐	☐	☐
Commercial services in the park (food, lodging, gifts, rental, etc.)	☐	☐	☐	☐	☐	☐
Other services (Please specify: _____)	☐	☐	☐	☐	☐	☐
Recreation Opportunities						
Learning about nature, history, or culture	☐	☐	☐	☐	☐	☐
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	☐	☐	☐	☐	☐	☐

28. Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Natchez Trace Parkway? (Mark one.)

☐ (1) Very poor ☐ (2) Poor ☐ (3) Average ☐ (4) Good ☐ (5) Very good

29. This park was established because of its significance to the nation. In your opinion, what is that national significance of this park?

Background/Demographics

30. If you live in the US, what is your ZIP code? If not US, what is your country of residence?

ZIP Code OR Country

31. What is your age? Years

Continue to back page

Figure C-7. Page 7 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Natchez Trace Parkway: Text Version](#).

32. What is your gender? (Mark one.)

- ☐ Man
☐ Woman
☐ I prefer to self-describe as: _____
☐ Prefer not to respond

33. Are you of Hispanic, Latino, or Spanish origin? (Mark one.)

- ☐ Yes ☐ No

34. What is your race? (Please mark all that apply.)

- ☐ American Indian or Alaska Native ☐ Native Hawaiian and other Pacific Islander
☐ Asian ☐ White
☐ Black or African American ☐ Some other race (please describe): _____

35. What is the highest degree or level of school you have completed? (Mark one.)

- ☐ Less than high school/some high school ☐ Bachelor's Degree (BA, BS, AB, etc.)
☐ High school graduate ☐ Master's Degree (MS, MA, MEd, etc.)
☐ Vocational/trade school certificate ☐ Professional Degree (MD, DD, etc.)
☐ Some college ☐ Doctorate Degree (PhD, EdD, etc.)
☐ Associate Degree (AA, AS, etc.)

36. Which of these categories best represents your annual household income? (Mark one.)

- ☐ Less than \$25,000 ☐ \$100,000 to \$149,999
☐ \$25,000 to \$49,999 ☐ \$150,000 to \$199,999
☐ \$50,000 to \$74,999 ☐ \$200,000 or more
☐ \$75,000 to \$99,999 ☐ Do not wish to answer

37. Including yourself, how many people contribute to your annual household income?

people

38. Including yourself, how many people (adults and children) are in your household?

people

39. When visiting an area such as Natchez Trace Parkway, what language do you prefer to use?
(Mark one for speaking and one for reading.)

	ENGLISH	SPANISH	OTHER
Speaking	☐	☐	☐
Reading	☐	☐	☐

If you marked other for speaking and/or reading, please specify which language:

40. Is there anything else you would like to tell us about Natchez Trace Parkway's facilities, services, or recreational opportunities?

Thank you for your time and participation in this survey.

Please place this packet into the postage-paid envelope and return it via any US Mail drop box.

Figure C-8. Page 8 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Natchez Trace Parkway: Text Version](#).

Follow Up Survey — Natchez Trace Parkway: Text Version

The text below contains a full description of the mail-back survey. The survey could either be completed by pencil/pen on the paper version, or online using a Qualtrics web version.

Text version of the mail-back survey ([Figures C-1 to C-8](#)):

On your recent visit to Natchez Trace Parkway you agreed to participate in a survey from NPS about your trip. Please have the same individual in your group who completed the onsite survey at the park complete this questionnaire. In this questionnaire, your personal group is defined as you and anyone with whom you visited Natchez Trace Parkway on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A visit is defined as the day in which you were contacted to complete the questionnaire. A trip is defined as the total extent of time away from your personal residence that could include multiple visits to Natchez Trace Parkway.

Trip Description

1) Prior to this trip, how did you obtain information about Natchez Trace Parkway? (Multiple choice, please mark all that apply)

- Did not obtain information prior to this visit
- Previous visits
- Friends/relatives/word of mouth
- Inquiry to park via phone, mail, or email
- Official Natchez Trace Parkway website (nps.gov/natr)
- Other website — please specify (text field)
- Local businesses (hotels, restaurants, etc.)
- Maps/brochures
- Newspaper/magazine articles
- Other units of the National Park System (NPS)
- School class/program
- Social media (such as Facebook, Twitter, etc.)
- State welcome center/visitor bureaus/chamber of commerce
- Travel guides/tour books (such as AAA, etc.)
- Television/radio programs/DVDs
- Online travel agent
- Cruise ship
- Live here/ Grew up here

- Other — please specify (text field)
- 2) Did you have the information about Natchez Trace Parkway you needed on this trip? (Multiple choice, please choose one)**
- Yes
 - No (Please specify the information you needed but didn't have on this trip) (text field)
- 3) From the list below, select all forms of transportation you personally used to travel from your home to Natchez Trace Parkway on this trip. (Multiple choice, please mark all that apply)**
- Car, truck, or SUV
 - RV or motorhome
 - Airplane
 - Commercial tour bus
 - Commercial tour van
 - Church, school, or similar group bus/van
 - Taxi/other rideshare options (e.g., Uber, Lyft, etc.)
 - City bus or subway
 - Train or long-distance passenger bus
 - Bicycle
 - Motorcycle
 - Water-based transportation (choices below)
 - Cruise ship
 - Ferry
 - Tour boat
 - Personal boat
 - Motorboat
 - Sailboat
 - Canoe/kayak
 - Other — please specify (text field)
 - Walk/hike
 - Other — please specify (text field)
- 4) What type of group were you with during your visit to Natchez Trace Parkway on the day you were contacted for this survey? (Multiple choice, please choose one)**
- Alone

- Significant other/spouse
- Friends
- Family
- Family and friends
- Other — please specify (text field)

Expenditures

The National Park Service is interested in the relationship between parks and their local economies. In this section, we ask about goods and services that you and your personal group purchased in Natchez Trace Parkway's local area and elsewhere in the US (outside Natchez Trace Parkway's local area) during this trip away from home.

Throughout this section, please refer to the local area map on the back of the cover letter when asked about the local area around Natchez Trace Parkway. The local area includes all communities within the highlighted region.

5) How many days did you spend away from home (or your local/seasonal residence) on this trip that included your visit to Natchez Trace Parkway?

- Number of days (text field)

6) Of these days spent away from home, how many days were spent in the local area (including days spent in Natchez Trace Parkway) shown on the map?

- Number of days (text field)

7) Please estimate how much money the group you shared expenses with (or covered expenses for) spent in Natchez Trace Parkway and the local communities surrounding Natchez Trace Parkway during your trip away from home. (Spending categories with text fields for amount spent)

- National Park entrance fee or annual parks pass
 - Amount spent (text field)
- Fishing license fees
 - Amount spent (text field)
- Gas and oil (e.g., auto, RV, boat, etc.)
 - Amount spent (text field)
- Electric vehicle charging expenses
 - Amount spent (text field)
- Rental car
 - Amount spent (text field)

- Taxis, rideshares, shuttles, parking, and other public transportation
 - Amount spent (text field)
- Restaurants and bars
 - Amount spent (text field)
- Groceries and convenience foods
 - Amount spent (text field)
- Hotels, motels, resorts
 - Amount spent (text field)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)
 - Amount spent (text field)
- Camping fees (tent, RV)
 - Amount spent (text field)
- Souvenirs, clothing, supplies, other retail
 - Amount spent (text field)
- Equipment rental (e.g., fishing equipment rental, bike rentals, etc.)
 - Amount spent (text field)
- Guides and tour fees
 - Amount spent (text field)
- Recreation and entertainment expenses (e.g., museums, historic houses state parks, movies, bowling, miniature golf, etc.)
 - Amount spent (text field)
- Medical expenses (e.g., doctor, hospital, urgent care, etc.)
- Other expenditures — please describe (text field)
 - Amount spent (text field)

8) Please estimate how much money the group you shared expenses with (or covered expenses for) spent elsewhere in the U.S. outside Natchez Trace Parkway's local area during your trip away from home. (Spending categories with text fields for amount spent)

- National Park entrance fee or annual parks pass
 - Amount spent (text field)
- Fishing license fees
 - Amount spent (text field)
- Gas and oil (e.g., auto, RV, boat, etc.)
 - Amount spent (text field)

- Electric vehicle charging expenses
 - Amount spent (text field)
- Rental car
 - Amount spent (text field)
- Metro fees
 - Amount spent (text field)
- Taxis, rideshares, shuttles, parking, and other public transportation
 - Amount spent (text field)
- Parking fees
 - Amount spent (text field)
- Restaurants and bars
 - Amount spent (text field)
- Groceries and convenience foods
 - Amount spent (text field)
- Hotels, motels, resorts
 - Amount spent (text field)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)
 - Amount spent (text field)
- Camping fees (tent, RV)
 - Amount spent (text field)
- Souvenirs, clothing, supplies, other retail
 - Amount spent (text field)
- Equipment rental (e.g., fishing equipment rental, bike rentals, etc.)
 - Amount spent (text field)
- Guides and tour fees
 - Amount spent (text field)
- Recreation and entertainment expenses (e.g., museums, historic houses state parks, movies, bowling, miniature golf, etc.)
 - Amount spent (text field)
- Medical expenses (e.g., doctor, hospital, urgent care, etc.)
 - Amount spent (text field)
- Other expenditures — please describe (text field)
 - Amount spent (text field)

- Airline tickets from home (Which airport did you fly into?) (text field)
 - Amount spent (text field)
- 9) How many people (adults and children), including yourself, were covered by the spending estimates you provided above?**
- Number of people (text field)
- 10) If you did not list any expenditures for local area, please indicate why you did not answer. (Multiple choice, please choose one)**
- I did not spend any money
 - I do not remember
 - Prefer not to answer
 - N/A
- 11) If you did not list any expenditures for elsewhere in the US, please indicate why you did not answer. (Multiple choice, please choose one)**
- I did not spend any money
 - I do not remember
 - Prefer not to answer
 - N/A
- 12) On this trip to Natchez Trace Parkway, which one of the following entrance fees applied to you personally? (Multiple choice, please choose one)**
- Did not pay a fee or use a pass to enter the park
 - 7-day entrance pass
 - Annual pass for Natchez Trace Parkway
 - America the Beautiful — National Parks and Federal Lands (NPS Annual Pass)
 - Senior Pass, Access Pass, or Military Pass
 - Fee was included in Tour Package
 - One-day fee (e.g., single-day entry fee)
 - Don't know/Unsure
 - Other — please specify (text field)
- 13) On how many different days did you enter Natchez Trace Parkway on this trip? (Enter 1 if you only were in the site for one day).**
- Number of different days entered (text field)

Trip Planning and Motivations

14) Did you visit any other National Park Service sites on your trip away from home? (Multiple choice, please choose one)

- Yes — please specify (text field)
- No

15) On this trip, in which of the following activities did you personally participate while visiting Natchez Trace Parkway? (Multiple choice, please choose one)

- (1) Viewing scenery, natural features, etc.
- (2) Viewing wildlife
- (3) Viewing night skies
- (4) Creative arts (photography, drawing, painting, writing)
- (5) Visiting a cultural or historic site
- (6) Driving for pleasure
- (7) Hiking
- (8) Road cycling
- (9) Running/jogging
- (10) Horseback/mule riding
- (11) Fishing
- (12) Non-motorized water travel (rafting, kayaking, canoeing, etc.) — please specify (text field)
- (13) Motorized water travel (boating, jet skiing, etc.) — please specify (text field)
- (14) Family gathering (e.g., reunion, wedding)
- (15) Picnicking
- (16) Water play (swimming, snorkeling, scuba diving, etc.) — please specify (text field)
- (17) Purchasing park-specific souvenirs
- (18) Other — please specify (text field)
- (19) Other — please specify (text field)
- (20) Other — please specify (text field)

16) Of the activities listed in Question 15, which was your primary activity during your visit to Natchez Trace Parkway this trip on the day you were contacted for the survey? (Multiple choice, please choose one)

- Activity number (text field)
- I did not have a primary activity on this trip to Natchez Trace Parkway

17) People are motivated to visit a National Park Service site for a variety of reasons. How important to you were each of the following reasons or motivations for visiting Natchez Trace Parkway on this trip? (Multiple choice, please choose one)

- 1) To visit a National Park Service site (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 2) To experience solitude (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 3) To hear the sounds of nature/quiet (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 4) To learn more about nature (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 5) To learn more about American history and culture (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important

- 6) To spend time with family/friends (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 7) To get physical exercise (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 8) To view wildlife or natural scenery (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 9) To relax (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 10) To view dark night sky/stars (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 11) Other — please specify (text field) (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important

- Very important
- Extremely important

18) Of the reasons listed in Question 17, which was the most important reason for you to visit Natchez Trace Parkway on this trip?

- Number of most important reason from Question 17 (text field)

Park Activities, Programs, and Services

19) On this trip, in which of the following programs and services did you personally participate within Natchez Trace Parkway? (Multiple choice, please choose all that apply)

- Attending a ranger-led activity, such as a tour or talk
- Talking informally with a ranger
- Viewing outdoor exhibits
- Viewing indoor exhibits
- Attending a cultural demonstration or performance
- Reading the park brochure or newspaper
- Going to a visitor center
- Watching movies or videos about the park
- Participating with a child in your group in the Junior Ranger program
- Obtaining a National Park passport stamp
- Listening to an audio tour or podcast
- Using the National Park Service App
- Stopping at a rest stop/restroom
- Other — please specify (text field)

20) On this visit to Natchez Trace Parkway, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? (Multiple choice, please choose one)

- Yes — please specify subjects you learned about (text field)
- No

21) If you were to visit Natchez Trace Parkway in the future, are there specific subjects you would like to learn about? (Multiple choice, please choose one)

- Yes — please specify subjects you would like to learn about (text field)
- No

22) Did you use a personal electronic device while in Natchez Trace Parkway to do any of the following actions? (Categories of actions with multiple choices)

- Make/receive a cell phone call (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Send/receive a text message (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Search the internet/email (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- GPS/Navigation (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Share pics/videos/audio via social media (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Listen to/use an NPS podcast (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Other — please specify (text field) (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know

23) How important to you was it during your visit to Natchez Trace Parkway to use personal electronic devices to do each of the following? (Categories of actions with rankings)

- Make/receive a cell phone call (Ranking question, please choose one)
 - Not at all important

- Slightly important
- Moderately important
- Very important
- Extremely important
- Send/receive a text message (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Search the internet/email (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- GPS/Navigation (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Share pics/videos/audio via social media (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Listen to/use an NPS podcast (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important

- Other — Please specify (text field) (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important

24) How would you rate the quality of the service to do each of the following during your visit to Natchez Trace Parkway? (Categories of actions with rankings)

- Make/receive a cell phone call (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Send/receive a text message (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Search the internet/email (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- GPS/Navigation (Ranking question, please choose one)
 - No service
 - Poor
 - Average

- Good
- Very good
- Not applicable
- Share pics/videos/audio via social media (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Listen to/use an NPS podcast (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Other — Please specify (text field) (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable

25) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services during your visit to Natchez Trace Parkway? (Multiple choice, please choose one)

- Yes
 - *(If answer is yes)* What activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific. (Text field)
 - Because of the physical conditions, which specific difficulties did the person(s) have? (Multiple choice, please choose all that apply)
 - Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with a hearing aid)

- Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses due to blindness)
 - Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)
- No

The following two questions identify the strengths and weaknesses in the site's visitor experience. Natchez Trace Parkway managers rely on this information to make decisions that benefit the general public.

26) What did you like the most about your visit to Natchez Trace Parkway?

- 1. (text field)
- 2. (text field)
- 3. (text field)
- Not applicable

27) What did you like the least about your visit to Natchez Trace Parkway?

- 1. (text field)
- 2. (text field)
- 3. (text field)
- Not applicable

28) Did your visit to Natchez Trace Parkway meet your expectations? (Multiple choice, please choose one)

- Yes
- Not entirely — please explain (text field)
- Not at all — please explain (text field)

29) To what extent do you agree or disagree with each of the following statements? (Statements with rankings)

- Natchez Trace Parkway is a safe place to visit (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure

- Natchez Trace Parkway is too crowded (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Natural resources in Natchez Trace Parkway are in pristine condition (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- The entrance fee for Natchez Trace Parkway is too high (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Vandalism and crime are not a problem at Natchez Trace Parkway (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Natchez Trace Parkway is not accessible to a person with physical disabilities (Ranking question, please choose one)
 - Strongly disagree

- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- Don't know/not sure
- Historical and cultural features in Natchez Trace Parkway are well maintained/preserved (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Development of adjacent areas detracts from visitors' experience at Natchez Trace Parkway (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure

30) How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Natchez Trace Parkway? (Categories with rankings)

- **Park Facilities (Categories below)**
 - Visitor Center (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Exhibits — indoor and outdoor (Ranking question, please choose one)
 - Very poor
 - Poor

- Average
 - Good
 - Very Good
 - Not used or not available
- Restrooms (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Walkways, trails, and roads (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Campgrounds and/or picnic areas (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- **Visitor Services (Categories below)**
 - Assistance from park employees (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available

- Park map or brochure (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Ranger programs (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Value for entrance fee paid (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Commercial services in the park — food, lodging, gifts, rental, etc. (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Other services — please specify (text field) (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good

- Very Good
- Not used or not available
- **Recreation Opportunities (Categories below)**
 - Learning about nature, history, or culture (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Outdoor recreation — sightseeing, camping, bicycling, boating, hiking, etc. (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available

31) Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Natchez Trace Parkway? (Multiple choice, please choose one)

- Very poor
- Poor
- Average
- Good
- Very good

32) This park was established because of its significance to the nation. In your opinion, what is that national significance of this park? (text field)

Background/Demographics

33) If you live in the US, what is your ZIP code? If not US, what is your country of residence? (choices below)

- Zip code (text field)
- Country (text field)

34) What is your age?

- Age in years (text field)

35) What is your gender? (Multiple choice, please choose one)

- Man
- Woman
- I prefer to self-describe as (text field)
- Prefer not to respond

36) Are you of Hispanic, Latino, or Spanish origin? (Multiple choice, please choose one)

- Yes
- No

37) What is your race? (Multiple choice, please choose all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian and other Pacific Islander
- White
- Some other race — please describe (text field)

38) What is the highest degree or level of school you have completed? (Multiple choice, please choose one)

- Less than high school/some high school
- High school graduate
- Vocational/trade school certificate
- Some college
- Associate Degree (AA, AS, etc.)
- Bachelor's Degree (BA, BS, AB, etc.)
- Master's Degree (MS, MA, MEd, etc.)
- Professional Degree (MD, DD, etc.)
- Doctorate Degree (PhD, EdD, etc.)

39) Which of these categories best represents your annual household income? (Multiple choice, please choose one)

- Less than \$25,000
- \$25,000 to \$49,999

- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- Do not wish to answer

40) Including yourself, how many people contribute to your annual household income?

- Number of people (text field)

41) Including yourself, how many people (adults and children) are in your household?

- Number of people (text field)

42) When visiting an area such as Natchez Trace Parkway, what language do you prefer to use for speaking? (Multiple choice, please choose one)

- English
- Spanish
- Other — please specify (text field)

43) When visiting an area such as Natchez Trace Parkway, what language do you prefer to use for reading? (Multiple choice, please choose one)

- English
- Spanish
- Other — please specify (text field)

44) Is there anything else you would like to tell us about Natchez Trace Parkway's facilities, services, or recreational opportunities? (text field)

Thank you for your time and participation in this survey.

Please place this packet into the postage-paid envelope and return it via any US Mail drop box.

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

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National Park Service
U.S. Department of the Interior



[Natural Resource Stewardship and Science](#)

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