

Lewis & Clark National Historic Trail Auto Tour Route Wayshowing Assessment

Dear Lewis and Clark Trail Visitor:

We are conducting this survey to learn more about the people who are visiting historical sites related to the Lewis & Clark journey. You have been randomly chosen to participate in this survey, because you stopped along the historic auto tour, so your responses are important to us. The survey takes about 10 minutes to complete and the information you provide will be anonymous. Please read each question carefully and respond to the best of your ability.

Thank You

PAPERWORK REDUCTION ACT STATEMENT: The National Park Service is authorized by 16 U.S.C. 1a-7 to collect this information. This information will be used to understand more about visitors who are **visiting historical sites related to the Lewis & Clark journey** to provide for quality visitor experiences. Your response to this request is voluntary and anonymous. No action may be taken against you for refusing to supply the information requested. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

BURDEN ESTIMATE statement: Public reporting burden for this form is estimated to be 10 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to: **NAME and CONTACT INFORMATION HERE**

OMB Control Number 1024-0224
Current Expiration Date: 8-31-2014

Part A. Please follow the directions for each question and be as accurate and complete as possible.

Topic Area 1: GR-1

1. **How many individuals are in your traveling party?** (Please indicate all that are applicable)

_____ # of Adults _____ # Children _____ I am a part of a tour group

Topic Area 1: GR 2

2. **Please circle the choice below that best describes your traveling party.** (Please circle only one choice)

A. Individual B. Family only C. Friends only D. Family plus friends E. Tour or other group

Topic Area 2: TPLAN 10

3. **When finding your way to this site did you** A. Navigate B. Drive C. Both D. Neither

*****If your answer to this question was NEITHER, please skip to question number 6 *****

Topic Area 2: TPLAN 2

4. **Please name the navigational aid that has been the most helpful during your trip (GPS, map, Road Atlas, highway signs, etc.).**

Please list all navigational devices used during this trip _____

OR

[I did not use any travel or navigational aid to find this site](#)

Topic Area 2: TRIPC12

5. **Have you ever felt like you were lost during this trip?** A. Yes B. No C. Not sure

Topic Area 2: TPLAN (Variation)

6. **How would you describe your planning for this trip?** (Please circle only one choice)

A. Carefully planned B. Some pre-planning C. Very little pre-planning D. Spontaneous; no planning

Topic Area 2: TPLAN 4

7. **What travel planning aid(s) did you use before or during your journey?** (Please check all that are applicable)

	Before the trip	During the trip
None	<input type="checkbox"/>	<input type="checkbox"/>
Road Atlas	<input type="checkbox"/>	<input type="checkbox"/>
Map of Lewis & Clark National Historic Trail	<input type="checkbox"/>	<input type="checkbox"/>
National Park Service Website (www.NPS.gov)	<input type="checkbox"/>	<input type="checkbox"/>
Smart Phone	<input type="checkbox"/>	<input type="checkbox"/>
GPS	<input type="checkbox"/>	<input type="checkbox"/>
Google or other web-based planning aide	<input type="checkbox"/>	<input type="checkbox"/>

State Visitor Guide	<input type="checkbox"/>	<input type="checkbox"/>
Guide Book	<input type="checkbox"/>	<input type="checkbox"/>
State Highway Map	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

Topic Area 1: RES5

8. From what U.S. or Canadian CITY did you begin your trip? _____

Topic Area 3: TRANS1

9. What modes of transportation have you used during this trip? (Please check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Car | <input type="checkbox"/> Airline |
| <input type="checkbox"/> Train | <input type="checkbox"/> Other aircraft |
| <input type="checkbox"/> Motorcycle | <input type="checkbox"/> Bus (as part of a tour group) |
| <input type="checkbox"/> Recreational Vehicle (RV/Motorhome) | <input type="checkbox"/> Bus (Municipal or commercial) |
| <input type="checkbox"/> Bicycle | <input type="checkbox"/> Walking/hiking |
| <input type="checkbox"/> Other: (please specify) _____ | |

Topic Area 1: TPLAN 13-16

10. What is/are your reasons for travel today? (Please check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Leisure | <input type="checkbox"/> Business |
| <input type="checkbox"/> Visiting Family | <input type="checkbox"/> Group Tour |
| <input type="checkbox"/> School Trip | <input type="checkbox"/> Personal interest |
| <input type="checkbox"/> Education | <input type="checkbox"/> Exploration |
| <input type="checkbox"/> Other: (please specify) _____ | |

Topic Area 1: KNOW 1

11. Are you familiar with the Lewis & Clark National Historic Trail? (Please circle only one choice)

- A. Yes B. No C. Not sure

Topic Area 1: KNOW 4

12. Are you familiar with the Lewis & Clark National Historic Auto Tour Route? (Please circle only one choice)

- A. Yes B. No C. Not sure

Topic Area 1: KNOW 2

13. Are you aware that the historical site that you are currently visiting is on the National Park Service designated route for the Lewis & Clark National Historic Auto Tour Route? (Please circle only one choice)

- A. Yes B. No C. Not sure

Not in PAQ Important to this study to demonstrate visitor's continuation of travel along the Auto Tour Route and wanting to access "any-point" accessibility to the ATR through wayshowing.

14. Is this your first stop along the Lewis & Clark National Historic Auto Tour Route? (Please circle only one choice)

- A. Yes B. No C. Not sure

15. If this is not your first stop please name the FIRST Lewis & Clark point of interest or historical site that you visited on this trip: _____

Topic Area 3: KNOW 9

16. Did you intend to travel along the Lewis & Clark Auto Tour Route today? (Please circle only one choice)

- A. Yes B. No C. Not sure

Topic Area 3: KNOW 10 -

17. After visiting this site do you intend to visit other historical sites identified along the Lewis & Clark Auto Tour Route? (Please circle only one choice)

- A. Yes B. No C. Not sure

Topic Area 3: LEARN 2

18. If you do not intend to follow the Auto Tour Route beyond this point, would you consider returning to follow the Route at some time in the future? (Please circle only one choice)

- A. Yes B. No C. Not sure

Topic Area 3: TRIPC 3 a&b

19. What is the anticipated duration of your trip? (Please circle only one choice)

- A. Just a one day trip B. Two days C. Three days D. Four days E. Five or more days

Topic Area 3: LEARN 8

20. What information sources have been helpful in providing historical or factual information about Lewis & Clark during your travel? (Please place a check next to all that are applicable)

- | | | |
|---|-------|--|
| <input type="checkbox"/> National Park Service interpretive signs | _____ | <input type="checkbox"/> Other interpretive signs |
| <input type="checkbox"/> Employee or volunteer presentation of historical information | _____ | <input type="checkbox"/> Video presentations |
| <input type="checkbox"/> Museum displays and information | | <input type="checkbox"/> Actors or others depicting events |
| <input type="checkbox"/> State highway map | | <input type="checkbox"/> Free Visitor Guide |
| <input type="checkbox"/> Free Road Atlas | | <input type="checkbox"/> Google or other web-based aide |
| <input type="checkbox"/> Map of Lewis & Clark National Historic Trail | | <input type="checkbox"/> Smart Phone or Tablet application |
| <input type="checkbox"/> Map of Lewis & Clark National Historic Auto Tour Route | _____ | <input type="checkbox"/> Purchased Map |
| <input type="checkbox"/> Free Guide Book | _____ | <input type="checkbox"/> Purchased Guide Book |
| <input type="checkbox"/> Purchased Road Atlas | | <input type="checkbox"/> None |

Other: (please specify) _____

Part B. For the following questions please circling the number to the right that best describes your answer.

Topic Area 1: KNOW 9

Please circle one number that accurately reflects your familiarity with each item	Not all Familiar	Slightly Familiar	Moderately Familiar	Quite Familiar	Extremely Familiar
1. How familiar are you with the historical account of the Lewis & Clark expedition?	1	2	3	4	5
2. How familiar are you with historical accounts of American Indian interaction with the Lewis & Clark expedition?	1	2	3	4	5
3. How familiar are you with the historical events that occurred at this site?	1	2	3	4	5

Topic Area 4 PREF 1 Topic Area 6: EVALSERV 30 and EVALSERV 31

Please circle one number that accurately reflects each item's importance	Not all Important	Slightly Important	Moderately Important	Quite Important	Extremely Important
4. How important are directional signs to helping you find the location of the next historical site?	1	2	3	4	5
5. How important to you are signs that confirm direction to historical sites once you have exited the main route of travel?	1	2	3	4	5
6. How important to you are signs that indicate how to return to the main route of travel?	1	2	3	4	5
7. How important to you is the historical account of the Lewis & Clark expedition?	1	2	3	4	5
8. How important to you is it to understand the American Indian view point and Tribal historical account of the Lewis & Clark expedition?	1	2	3	4	5
9. How important to you are the events that occurred at this site?	1	2	3	4	5
10. How important to you is it that the Lewis & Clark National Historic Trail is identified and preserved	1	2	3	4	5

as a national recreation resource?

11. How important is it that you find the next Lewis & Clark site during your travel? 1 2 3 4 5

Part C. Please respond to the following items by circling the number that best describes your agreement or disagreement with the statement.

Topic Area 4: PA1 and EVALSERV 25

Please circle one number that most accurately reflects your level of agreement:		Strongly Disagree	Moderately Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Moderately Agree	Strongly Agree
1.	I often visit historical sites while traveling.	1	2	3	4	5	6	7
2.	I enjoy visiting historical sites related to the Lewis & Clark journey.	1	2	3	4	5	6	7
3.	The brown and white signs indicating a historical site caught my attention.	1	2	3	4	5	6	7
4.	Using my GPS was the most important tool in finding this historical site.	1	2	3	4	5	6	7
5.	I plan to follow the entire route of the Lewis & Clark expedition.	1	2	3	4	5	6	7
6.	Information signs at this historical site helped me to form a mental picture of the route traveled by Lewis & Clark.	1	2	3	4	5	6	7
7.	I found it easy to navigate to this historical site.	1	2	3	4	5	6	7
8.	I have found it easy to identify the route to the next Lewis & Clark historical site.	1	2	3	4	5	6	7
9.	After reading signs at this site I know more about what Lewis & Clark experienced during their expedition.	1	2	3	4	5	6	7
10.	After visiting this site I have a better understanding of the American Indian peoples who lived in this area at the time of the Lewis & Clark expedition.	1	2	3	4	5	6	7
11.	After visiting this site I know more	1	2	3	4	5	6	7

about the events that occurred here.

- | | | | | | | | | |
|-----|--|---|---|---|---|---|---|---|
| 12. | The information provided at this site seems accurate and complete. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13. | While visiting here I felt a strong connection to the events that occurred here and the people involved. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14. | Seeing artifacts from this site makes these events more meaningful to me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Part C (Continued). Please respond to the following items by circling the number that best describes your agreement or disagreement with the statement.

Topic Area 4: PA1 and EVALSERV 25

- | Please circle one number that most reflects your level of agreement | Strongly Disagree | Moderately Disagree | Somewhat Disagree | Neutral | Somewhat Agree | Moderately Agree | Strongly Agree |
|---|-------------------|---------------------|-------------------|---------|----------------|------------------|----------------|
| 15. Imagining the historical figures and the events that took place here makes me want to learn more about this period. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16. I feel a strong sense of history in this place. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17. It is important to preserve this and other historical sites for future generations. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18. I feel a sense of responsibility in helping to preserve the stories and places that were important in the past. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Part D. Please answer a few more questions about you that will help us to compare your responses with others.

REMINDER: All information gathered as a part of this survey is confidential. Responses to individual questions will only be shared in summary.

Topic Area 1: VISITHIST 1a

1. What other National Parks have you visited in the last three years?
- A. None B. Not Sure C. Please specify: _____

Topic Area 1: VISITHIST 1b

2. How often do you generally visit National Parks or National Monuments?
- A. Not at all B. Once or twice per year C. Several times per year D. Not sure

Topic Area 1: VISITHIST 1

3. How often have you followed a designated historical or scenic byway by car?

A. Never

B. Once or twice

C. Frequently

Topic Area 1: LEARN 8

4. I have participated in the following activities in the last twelve months:

(Please place a check next to all that are applicable)

Visiting historical sites

Attended a play or concert

Reading historical fiction

Contributed financially to a charitable cause

Reading historical non-fiction

Discussed historical events with friends

Taking Classes

Other (please specify): _____

Topic Area 1: LANG 1a

5. What is your primary spoken language? (Please circle only one choice)

A. English

B. French

C. Spanish

D. German

E. Japanese

F. Other _____

Topic Area 1: AGE 3

6. What is your age today? _____

Topic Area 7: ECON 3

7. What was your approximate household income in 2012?

A. \$25K or below

B. \$26K to \$50K

C. \$51K to 75K

D. \$76K to \$100K

E. \$100K or above

Topic Area 1 ED2

8. What is the highest level of education you have achieved?

A. Elementary School

E. Some college

B. Middle School

F. College graduate

C. Some high school

G. Advanced degree

D. High school graduate or equivalency

Topic Area 7: ECON (Variation)

9. What is your current employment? (Please circle one choice)

A. Full-time

B. Part-time

C. Student

D. Unemployed

E. Retired

F. Other

Topic Area 1: GEND1

10. What is your gender? (Please circle one choice)

A. Male B. Female

Topic Area 1: RES 3

11. If you live within the United States, what is your home zip code? _____

12. If you live outside the United States, what is your home country? _____

Thank you for completing the survey! Please return the survey to the surveyor.
