

Jackson's Landing Questionnaire Findings*

Data collected Feb 17 – Mar 4, 2023; 59 responses

Question	Response
1. Durham resident?	90% were residents
2. # of people in group?	71% had 1 to 2 people per group; 27% had 3 to 4 people per group
3. Ages of people in group?	Over 65 years old (54%), between 45-64 (33%), between 35 and 44 (22%), and under 18 years old (32%).**
4. Why have you chosen to visit Jackson's Landing?	Top 4 vote-getters were: river view (71%), location (68%), natural environment (58%), and proximity to home (58%). **
5. What activities do you do?	Walking/hiking (75%), playing (41%) and birdwatching (34%). **
6. How often do you visit?	15% of people visit one to three times a week, 32% visit one to three times a month, and 41% visit several times a year.
7. When do you visit?	Most popular is weekday afternoons (72%) followed by weekday mornings (62%), weekend afternoons (43%), then weekend mornings (40%).**
8. How many hours do you spend each visit?	44% spend less than 1 hour, and 54% spend 1-2 hours, per visit.
9. Which seasons do you visit?	Fall and summer are most popular (93% each), followed by spring (88%) then winter (63%). **
10. What improvements are needed?	41% said no improvements needed. Other suggestions were remove debris from trails (24%), more trail markers (22%) and more educational signage (22%). **
11. Have you always found a parking space at Jackson's Landing?	84% yes, 5% no, and 12% NA.
12. How do you access Jackson's Landing?	Car (85%), on foot (29%) and bike (10%).**
13. How did you find out about Jackson's Landing?	Word-of-mouth (71%) and town website (27%).
14. What other town properties do you visit?	Wagon Hill (89%), followed by Doe Farm (64%), Oyster River Forest (62%), and Longmarsh (60%). **

What we learned: This on-line questionnaire revealed that most respondents were from Durham and span a wide age range. Typical group size is 1 to 2 people. People come for the river view and location, primarily to walk but also for playing and bird watching for 2 hours or less. Visiting on weekdays - mornings or afternoons – was nearly twice as popular compared to weekends. Nearly everyone finds parking available: 85% of people access the property by car, although nearly one-third access the property on foot. Nearly half the respondents felt no improvements were needed on the property; other suggestions were remove debris from trails, more trail markers and more educational signage. Most Jackson's Landing visitors also frequent Wagon Hill, followed by Doe Farm, Oyster River Forest and Longmarsh.

Recommendations:

1. Improve signage leading to the Interpretive Nature Trail and Scenic Water View Trail.

2. Address ways to eradicate poison ivy along trail near the playground with DPW.
3. Improve dog signage to include “Children at play. Please keep dogs on short leash.”
4. Increase the number of trail stewards from one to two.

*Questionnaire available via *Friday Updates* and QR code on site. Raw analysis data resides in the Durham Town Hall files

**Respondents could choose more than one response.