

CYCLORAMA SURVEY
A SUMMARY OF QUESTIONNAIRES
February 17, 1969

As of January 24, 1969, 2,013 of the 5,000 postcards were returned to this office. This represents an impressive response of 40.3%. We understand from public opinion firms, etc., that as much as a 10% response is considered adequate and favorable.

Seven basic questions were asked on the survey card and not every question was answered by everyone who returned a card. As to the question, "Your home town or point of origin?," 1,973 responded. Of this number, 966 (or 49%) were from the southeastern United States. They represented a total of forty-five states and the District of Columbia. Interestingly enough, 1.89% of all visitors during the period tested were from foreign countries. Those listing Atlanta under question one represent 7.6% of the survey, and those from outside Atlanta but living in Georgia represented 10.9% of the survey.

As to question two, "Are you on vacation or a business trip?," 61.6% were on vacation, 21.8% were on business, and 16.5% were on business and vacation.

As to question three, "How did you hear of Cyclorama?," a total of 1,689 of the 2,013 cards responded to this question. The largest single group were told of the Cyclorama by friends, with the next group having heard of it through relatives, and the third group being natives of the City of Atlanta. Georgia Welcome Stations, encyclopedias, Georgia Motor Club, taxi drivers, newspapers, magazines and history books, Welcome Wagon, etc. were listed as sources where the tourists learned of the Cyclorama.

As to question four, "Did you have trouble locating the park?," of the 1,960 who responded to this question, only 12.1% said they had trouble locating Grant Park.

Question five. This is a very important question consisting of the following: "Did you come to Grant Park specifically to see the Cyclorama; or, to see the Zoo and Cyclorama; or, to see the Zoo and decided to visit the Cyclorama?" A total of 1,939 of the 2,013 answered this question. 79.9% stated they came to Grant Park exclusively to see the Cyclorama; 17% said they came to Grant Park to see the Zoo and the Cyclorama, and only 3.1% stated they came to Grant Park primarily to see the Zoo and, while there, decided to take in the Cyclorama.

Question six asks, "Do you feel the Cyclorama should be moved to another location?" Of the 2,013 answering this question, (please note every card answered question six) 76% said, "No, do not move it to another location." 9% said, "Yes, do move it," and 15% had not reached a conclusion. Of the 2,013 cards which answered question six, 217 were from the Atlanta Metro area. Of these 217, 75% said, "Do not move the Cyclorama," 19% said, "Do move it," and 7% had no opinion.

Question seven asks, "Would you rather see the Cyclorama located near downtown motels, civic centers, etc.?" Again, 2,013 of the 2,013 returned

cards answered question seven. 74% stated they would not prefer to see the Cyclorama downtown, 11% said they would, and 15% had no opinion. Of the 2,013 cards answering question seven, 217 were from the Metro area. Of this 217, 74% said, "No, do not move it downtown," 15% said "Do move it downtown," and 11% had no opinion.

JCD:jw

CYCLORAMA SURVEY

AS OF January 24, 1969

1. Your home town or point of origin?

966 From S.E. 49%

7.6%	149 Atlanta	3 Montana	45 STATES	Foreign Countries 67
	66 Alabama	3 Nebraska	+ D.C.	14 Canada 1.89%
	1 Alaska	5 New Hampshire		7 Switzerland
	11 Arkansas	12 New Jersey		1 Venezuela
	85 California	68 New York		1 Ireland
	17 Colorado	96 N. Carolina		4 Germany
	21 Connecticut	6 N. Dakota		3 Japan
	4 Delaware	84 Ohio		6 England
	151 Florida	15 Oklahoma		3 Australia
10.9%	216 Georgia	6 Oregon		4 Holland
	3 Hawaii	48 Pennsylvania		2 Puerto Rico
	1 Idaho	3 Rhode Island		1 Grand Bahamas
	97 Illinois	82 S. Carolina		1 Brazil
	37 Indiana	1 S. Dakota		1 South America
	16 Iowa	75 Tennessee		1 Iran
	8 Kansas	82 Texas		1 France
	34 Kentucky	8 Utah		1 South Africa
	37 Louisiana	47 Virginia		1 Norway
	2 Maine	18 Washington		1 Mexico
	18 Maryland	25 Washington, D.C.		2 Wales
	40 Massachusetts	15 W. Virginia		2 Scotland
	90 Michigan	29 Wisconsin		2 Isreal
	25 Minnesota	5 Wyoming		2 India
	25 Mississippi	4 No State		2 Ecuador
	27 Missouri			2 Denmark
				1 Kenya
				1 Sweden

TOTAL 1973

2. Are you on vacation or a business trip?

	61.6%	21.8%	16.5%	
Vacation - 1,080	Business - 381	Both - 290	TOTAL 1751	

3. How did you hear of Cyclorama?

759 Friends	3 Transit Authority	1 Hospitality House
293 Relatives	36 AAA	3 While at zoo
109 Native	3 Cab Driver	1 Study of monuments
144 Return Visit	16 Maps	7 Convention
29 Tour	1 Government Office	2 Information Desk
42 Folders, Brochures, Pamphlets, etc.	4 Sightseeing Trip	2 New York Time Post
5 Welcome Station	19 Newspaper	3 Motor Club
30 Motels & Hotels	6 Grey Line	1 Movie Guide
2 Airport	9 Magazine	1 American Heritage
28 Advertisement	8 History	1 Hertz
46 School	25 Guide Book or Travel Folder	2 Curtis, 1000
8 Chamber of Commerce	1 Civil War Centinell	1 Superior Bumper Products of Atlanta
30 Literature & Books	2 Lectures	
1 World Book Ency.	1 Welcome Wagon	
1 Ga. Info. Office	3 Travel Bureau	

TOTAL 1689

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4. Did you have trouble locating the Park?

No - 1,721 Yes - 239 (12.1%)

1960 TOTAL

5. Did you come to Grant Park specifically to see the Cyclorama?;
or, to see the Zoo & Cyclorama; or, to see Zoo and decided to
visit Cyclorama?

Cyclorama - 1,549 Zoo & Cyclorama - 329 Zoo and decided - 61

79.9%

17%

3.1% 1939 TOTAL

6. Do you feel Cyclorama should be moved to another location?

No - 1,539 (76%) Yes - 179 (9%) No Opinion - 295 (15%) 2013 TOTAL

Metro Atlanta

No - 161 (74%) Yes - 41 (19%) No Opinion - 15 (7%) 217 TOTAL

7. Would you rather see Cyclorama located near downtown hotels,
motels, in a civic center?

No - 1,496 (74%) Yes - 210 (11%) No Opinion - 307 (15%) 2013 TOTAL

Metro Atlanta

No - 160 (74%) Yes - 33 (15%) No Opinion - 24 (11%) 217 TOTAL

NOTE: This includes all the cards that have been given out at
the Cyclorama. This will be final except for a very few
that are being returned by mail.

2013 CARDS RETURNED
OUT OF 5000. 2
40.3%