



**Social Science Program
National Park Service
U.S. Department of the Interior**

Visitor Services Project

New River Gorge National River Visitor Study



OMB Approval 1024-0224 (NPS #04-026)
Expiration Date: 12/31/2004



United States Department of the Interior

NATIONAL PARK SERVICE
New River Gorge National River
104 Main Street
Glen Jean, WV 25846

IN REPLY REFER TO:

June, 2004

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to New River Gorge National River. This information will assist us in our efforts to better manage this site and to serve you, the visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take a few minutes after your visit to complete.

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

A handwritten signature in cursive script that reads "Calvin F. Hite".

Calvin F. Hite
Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. 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 average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

Please go on to the next page ➡

b) Did you visit New River Gorge NR on more than one day on this visit?

YES NO → **Please go to Question 4**



c) If YES, on how many days did you visit? (Please list partial days, for example: 1-3/4 days).

NUMBER OF DAYS

4. How did this visit to New River Gorge NR fit into your travel plans?

NEW RIVER GORGE NR WAS THE PRIMARY DESTINATION

NEW RIVER GORGE NR WAS ONE OF SEVERAL DESTINATIONS

NEW RIVER GORGE NR WAS NOT A PLANNED DESTINATION

5. a) Where did your trip begin on the day you visited New River Gorge NR?

TOWN/CITY: _____ STATE: _____

b) Where was your planned destination on the day you left New River Gorge NR?

TOWN/CITY: _____ STATE: _____

c) In what community did you receive support services (e.g. gas, food, or lodging) for this visit to New River Gorge NR? Please check () **all** that apply.

HINTON

SANDSTONE

BECKLEY

OAK HILL

FAYETTEVILLE

OTHER (List: _____)

6. On this trip, what was your **primary** reason for visiting this part of West Virginia (within 50 miles of New River Gorge NR). Please check (√) **only one**.

RESIDENT OF THIS PART OF WEST VIRGINIA → **Go to Question 7**

VISIT NEW RIVER GORGE NR

VISIT OTHER AREA ATTRACTIONS

VISIT FRIENDS/RELATIVES

BUSINESS TRIP

TRAVELING THROUGH (no planned destination in area)

RECREATION (camping, fishing, etc.)

OTHER (Please specify: _____)

Please go on to the next page ➡

7. a) On this trip, did you and your group stay overnight **away from home** in New River Gorge NR or within 50 miles of New River Gorge NR?

_____ YES _____ NO → **Go on to Question 8**



- b) Please list the number of nights you and your group stayed.

NUMBER OF NIGHTS IN NEW RIVER GORGE NR _____

NUMBER OF NIGHTS OUTSIDE NEW RIVER GORGE NR
(within 50 miles) _____

- c) In what type of lodging did you and your group spend the night(s) at New River Gorge NR? Please check () **all** that apply.

- d) For the area within 50 miles, in what type of lodging did you and your group spend the night(s)? Please check () **all** that apply.

c) Within New River Gorge NR ()	d) Outside park in surrounding area ()
_____ LODGE, MOTEL, CABIN, RENTED CONDO/HOME, B&B	_____
_____ CAMPGROUND (with car or RV)	_____
_____ PERSONAL SEASONAL RESIDENCE	_____
_____ RESIDENCE OF FRIENDS OR RELATIVES	_____
_____ OTHER (Please specify: _____)	_____

8. On this visit, what forms of transportation did you and your group use to arrive at New River Gorge NR? Please check () **all** that apply.

_____ PRIVATE VEHICLE (car, SUV, pickup, RV, motorcycle, etc.)

_____ RENTAL VEHICLE _____ COMMERCIAL TOUR BUS

_____ AIRPLANE _____ TRAIN

_____ AIRPLANE/BUS TOUR PACKAGE

_____ OTHER (Please specify: _____)

9. a) Were you able to find every place in the park that you and your group intended to visit?

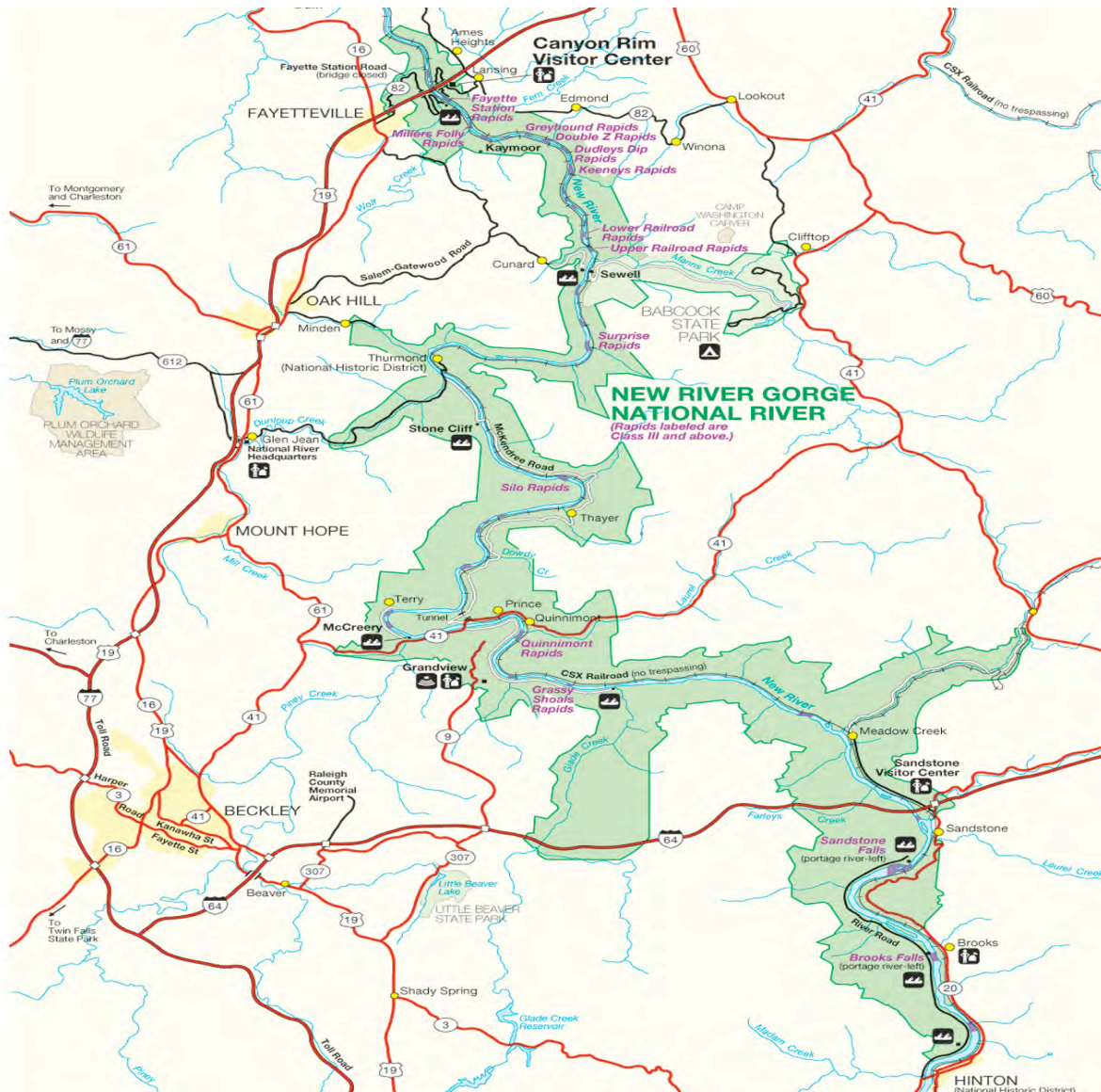
_____ NO _____ YES → **Go on to Question 10**



- b) What would have helped you to find your way? _____

10. For this trip, please list the order (#1, 2, 3, etc.) in which you and your group visited the following sites at New River Gorge NR. If you did not visit a site, please leave that line blank. Use the map below to help you locate the sites you visited.

- | | |
|-------------------------------------|--|
| _____ CANYON RIM VISITOR CENTER | _____ NEW RIVER GORGE BRIDGE |
| _____ FAYETTE STATION | _____ ROCK CLIMBING AREAS |
| _____ CUNARD RIVER ACCESS | _____ KAYMOOR MINE HISTORIC AREA |
| _____ THURMOND HISTORIC DISTRICT | _____ DUNGLLEN RIVER ACCESS/PICNIC SHELTER |
| _____ GRANDVIEW DAY USE AREA | _____ SANDSTONE VISITOR CENTER |
| _____ SANDSTONE FALLS | |
| _____ OTHER (Please specify: _____) | |



Please go on to the next page ➡

11. a) On this visit to New River Gorge NR, in what activities did you and your group participate? Please check () **all** that apply.

b) Please check () **all** activities in which you and your group have participated in on previous visits.

a) This visit ()	b) Previous visits ()
<input type="checkbox"/> FISHING	<input type="checkbox"/>
<input type="checkbox"/> BOATING/RAFTING	<input type="checkbox"/>
<input type="checkbox"/> HIKING/WALKING	<input type="checkbox"/>
<input type="checkbox"/> ROCK CLIMBING	<input type="checkbox"/>
<input type="checkbox"/> VISITING HISTORIC SITES	<input type="checkbox"/>
<input type="checkbox"/> SIGHTSEEING	<input type="checkbox"/>
<input type="checkbox"/> SEEING NEW RIVER GORGE BRIDGE	<input type="checkbox"/>
<input type="checkbox"/> NATURE STUDY	<input type="checkbox"/>
<input type="checkbox"/> BIRDWATCHING	<input type="checkbox"/>
<input type="checkbox"/> BICYCLING	<input type="checkbox"/>
<input type="checkbox"/> PICNICKING	<input type="checkbox"/>
<input type="checkbox"/> CAMPING	<input type="checkbox"/>
<input type="checkbox"/> HUNTING	<input type="checkbox"/>
<input type="checkbox"/> ATTENDING OUTDOOR DRAMA	<input type="checkbox"/>
<input type="checkbox"/> ENJOYING SOLITUDE	<input type="checkbox"/>
<input type="checkbox"/> OTHER (Specify: _____)	<input type="checkbox"/>

c) Which one of the above activities was the **primary** reason you visited New River Gorge NR on this trip?

12. If you participated in hiking/biking or walking on this trip, which trails did you use?

c) What kept you from seeing or doing what you expected to?

16. a) Please check () **all** of the interpretive services that you and your group **used** during this visit to New River Gorge NR.

b) Next, for only those services that you and your group **used**, please rate their **importance** from 1-5.

c) Finally, for only those services that you and your group **used**, please rate their **quality** from 1-5.

a) Use service? Check ()	b) If used, how important?					c) If used, what quality?				
	Not important		Extremely important			Very poor		Very good		
	1	2	3	4	5	1	2	3	4	5
_____ PARK BROCHURE/MAP										
_____ SPECIALIZED BROCHURES										
_____ PARK NEWSPAPER: <i>Three Rivers Review</i>										
_____ VISITOR CENTER SALES ITEMS										
_____ VISITOR CENTER INFORMATION DESK										
_____ VISITOR CENTER EXHIBITS										
_____ TRAILHEAD BULLETIN BOARDS										
_____ TRAILSIDE EXHIBITS										
_____ ROADSIDE EXHIBITS										
_____ RANGER-LED WALKS/TALKS										
_____ VISITOR CENTER FILMS										
_____ ASSISTANCE FROM PARK STAFF										
_____ WEBSITE (www.nps.gov/neri) used before or during visit										

17. a) Please check () **all** of the visitor services that you and your group **used** during this visit to New River Gorge NR.

b) Next, for only those services that you and your group **used**, please rate their **importance** from 1-5.

c) Finally, for only those services that you and your group **used**, please rate their **quality** from 1-5.

a) Use service?	b) If used, how important?					c) If used, what quality?				
Check ()	Not important		Extremely important			Very poor		Very good		
	1	2	3	4	5	1	2	3	4	5
_____ HIGHWAY DIRECTIONAL SIGNS (inside and outside the park)										
_____ PARKING										
_____ RESTROOMS										
_____ PORTABLE TOILETS/PIT TOILETS										
_____ PARK OVERLOOKS/SCENIC VIEWS										
_____ PICNIC FACILITIES										
_____ HIKING/BIKING TRAILS										
_____ BOAT LAUNCHES										
_____ CAMPSITES										

18. a) Did you or members of your group camp in the park on this visit to New River Gorge NR?

_____ YES _____ NO ➔ **Go to Question 19**



b) If YES, where did you and your group camp? Please check () **all** that apply.

_____ PARK CAMPGROUND (Please name: _____)

_____ INFORMAL/PRIMITIVE RIVER CAMPSITE

_____ INFORMAL/PRIMITIVE UPLAND CAMPSITE

Please go on to the next page ➔

19. In the future, if the numbers of campers using backcountry or primitive campsites at New River Gorge NR must be limited because of overcrowding or resource damage, which of the following alternatives for this type of camping would you find most acceptable? Please check () **all** that apply.

- ESTABLISHED CAMPSITES RESERVATION SYSTEM
 FIRST COME/FIRST SERVED PREFER NO SYSTEM
 DON'T KNOW
 OTHER (Please specify: _____)

20. Visitors come to New River Gorge NR for many different reasons, experiences and values. How important are the following to you and your group?

Resource	Not important	Somewhat important	Moderately important	Very important	Extremely important	Don't know/ don't care
HISTORIC SITES	1	2	3	4	5	DK
OUTDOOR RECREATION	1	2	3	4	5	DK
SOLITUDE	1	2	3	4	5	DK
SCENIC VIEWS	1	2	3	4	5	DK
NATURAL SETTING	1	2	3	4	5	DK
NATIVE PLANTS AND ANIMALS	1	2	3	4	5	DK
WATER QUALITY	1	2	3	4	5	DK

21. On this visit to New River Gorge NR, please indicate how the following elements may have affected your park experience. Please check () **one** for each element.

Affect your park experience?	Added to	No effect	Detracted from	Did not experience
UNMARKED TRAILS	_____	_____	_____	_____
LITTER	_____	_____	_____	_____
GRAFFITI	_____	_____	_____	_____
HUMAN WASTE	_____	_____	_____	_____
CROWDS	_____	_____	_____	_____
PARKING AVAILABILITY	_____	_____	_____	_____
WATER QUALITY	_____	_____	_____	_____
CAMPFIRE RINGS	_____	_____	_____	_____
ATV USE	_____	_____	_____	_____
OTHER RECREATIONAL USERS	_____	_____	_____	_____

26. For you and your group, please report all expenditures for the items listed below for this visit to the New River Gorge NR **area (within 50 miles)**. Please write "0" if no money was spent in a particular category.

a) Please list your group's total expenditures inside New River Gorge NR.

b) Please list your group's total expenditures outside the park.

NOTE: Surrounding area residents should only include expenditures that were **directly related** to this visit to New River Gorge NR

	EXPENDITURES	
	Inside park	outside park
HOTELS, MOTELS, CABINS, B&B, etc.	\$ _____	\$ _____
CAMPING FEES AND CHARGES	\$ _____	\$ _____
GUIDE FEES AND CHARGES	\$ _____	\$ _____
RESTAURANTS AND BARS	\$ _____	\$ _____
GROCERIES AND TAKE OUT FOOD	\$ _____	\$ _____
GAS AND OIL (auto, RV, boat, etc.)	\$ _____	\$ _____
OTHER TRANSPORTATION EXPENSES (rental cars, auto repairs, taxis, but not including airfare)	\$ _____	\$ _____
ADMISSIONS, RECREATION, ENTERTAINMENT FEES	\$ _____	\$ _____
ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
DONATIONS	\$ _____	\$ _____

c) How many people do the above expenses cover?

ADULTS (18 years or over) _____ CHILDREN (under 18 years) _____

27. On a future visit, what subjects would you and your group prefer to learn about at New River Gorge NR? Please check () **all** that apply.

- _____ NOT INTERESTED IN LEARNING ABOUT PARK → **Go on to Question 28**
- _____ NATURAL HISTORY/ECOLOGY _____ GEOLOGY
- _____ NATIVE AMERICAN HERITAGE _____ BIRDWATCHING
- _____ COAL MINING AND RAILROADING
- _____ RECREATIONAL OPPORTUNITIES
- _____ CONSERVATION/NATIONAL PARKS AND ENVIRONMENTAL STEWARDSHIP

28. On a future visit, how would you and your group prefer to learn about New River Gorge NR? Please check () **all** that apply.

- NOT INTERESTED IN LEARNING ABOUT PARK → **Go on to Question 29**
- VISITOR CENTER OR CONTACT STATION
- VISITOR CENTER EXHIBITS
- AUDIOVISUAL PROGRAMS (video, movie, etc.)
- INTERACTIVE COMPUTER PROGRAMS
- PRINTED MATERIALS (brochures, books, maps, etc.)
- ENVIRONMENTAL EDUCATION PROGRAMS
- INTERNET WEB SITE
- ROADSIDE/TRAILSIDE EXHIBITS
- RANGER-LED ACTIVITIES
- JUNIOR RANGER OPPORTUNITIES
- VOLUNTEER OPPORTUNITIES
- OTHER (Please specify: _____)

29. If you were a manager planning for the future of New River Gorge NR, what would you propose? Please include any comments about visitor services and please be specific.

30. Is there anything else you would like to tell us about your visit to New River Gorge NR?

31. Overall, how would you rate the quality of the visitor services provided to you and your group at New River Gorge NR during this trip? Please circle only **one**.

VERY GOOD GOOD AVERAGE POOR VERY POOR

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139**