New River Gorge
National River
Visitor Study
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,

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 ➔
YOUR VISIT TO NEW RIVER GORGE NATIONAL RIVER (NR)

1. Prior to this visit, were you aware that New River Gorge NR is managed as a unit of the National Park System?
   _____ YES       _____ NO       _____ NOT SURE

2. a) Prior to your visit, how did you and your group get information about New River Gorge NR? Please check ( ) all that apply.
   _____ RECEIVED NO INFORMATION PRIOR TO VISIT ➔ Go on to Question 3
   _____ PREVIOUS VISIT(S)
   _____ FRIENDS/RELATIVES/WORD OF MOUTH
   _____ TRAVEL GUIDES/TOUR BOOKS
   _____ VIDEOS/TELEVISION/RADIO PROGRAMS
   _____ TELEPHONE, E-MAIL OR WRITTEN INQUIRY TO PARK
   _____ NEWSPAPER/MAGAZINE ARTICLES
   _____ INTERNET—National Park Service or New River Gorge NR web site: <www.nps.gov> <www.nps.gov/neri/>
   _____ INTERNET—OTHER WEB SITE(S)
   _____ OTHER NATIONAL PARKS
   _____ COMMERCIAL OUTFITTER
   _____ CHAMBER OF COMMERCE
   _____ WEST VIRGINIA TRAVEL CENTER
   _____ SCHOOL PROGRAM
   _____ OTHER (Please specify: ________________________________)

   b) From the sources checked above, did you and your group receive the type of information about the park that you needed?
   _____ NO       _____ YES       _____ NOT SURE
   ➔ Go on to Question 3

   c) If NO, what type of park information did you and your group need that was not available? Please be specific.

   __________________________________________________________

3. a) On the day you received this questionnaire, how long did you and your group stay at New River Gorge NR?
   _____ NUMBER OF HOURS
b) Did you visit New River Gorge NR on more than one day on this visit?

_____ YES    _____ NO ➔ Please go to Question 4

d) 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
- FAYETTE STATION
- CUNARD RIVER ACCESS
- THURMOND HISTORIC DISTRICT
- GRANDVIEW DAY USE AREA
- 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 ( )

   ____ FISHING
   ____ BOATING/RAFTING
   ____ HIKING/WALKING
   ____ ROCK CLIMBING
   ____ VISITING HISTORIC SITES
   ____ SIGHTSEEING
   ____ SEEING NEW RIVER GORGE BRIDGE
   ____ NATURE STUDY
   ____ BIRDWATCHING
   ____ BICYCLING
   ____ PICNICKING
   ____ CAMPING
   __ __ HUNTING
   ____ ATTENDING OUTDOOR DRAMA
   ____ ENJOYING SOLITUDE
   ____ OTHER (Specify: ______________________) ___

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?
13. a) During this visit to New River Gorge NR, did you and your group participate in a commercial or private boat trip/rafting trip?

   ______ PRIVATE   ______ COMMERCIAL   ______ NEITHER
   ↓                ↓                ↓
   Go to Question 14  Go to Question 14

b) If on a private trip, what type of watercraft did you use? Please check ( ) all that apply.

   ______ CANOE   ______ KAYAK
   ______ RAFT     ______ BOAT
   ______ OTHER (Please specify: ____________________________)

c) Where was your launch site on this trip?

   _______________________________ LAUNCH SITE

d) Where was your take-out site on this trip?

   _______________________________ TAKE-OUT SITE

14. a) During this visit to New River Gorge NR, did you and your group participate in a private or commercial rock climbing trip?

   ______ YES   ______ NO  ⇒  Go to Question 15

b) If YES, was the trip private or commercial?

   ______ PRIVATE   ______ COMMERCIAL  ⇒  Go to Question 15

   ↓

c) If on a private trip, what area did you use? Please check ( ) all that apply.

   ______ JUNKYARD WALL   ______ ENDLESS WALL
   ______ BEAUTY MOUNTAIN   ______ BRIDGE BUTTRESS
   ______ KAYMOOR TOP    ______ NOT SURE
   ______ OTHER (Please specify: ____________________________)

15. a) During this visit to New River Gorge NR, was there anything specific which you or your group expected to see or do but were not able to?

   ______ YES   ______ NO  ⇒  Go on to Question 16

b) If YES, what was it you expected to see or do? ____________________________

   ________________________________________________________________

   Please go on to the next page  ⇒
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.

<table>
<thead>
<tr>
<th>a) Use service?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check ( )</td>
<td>Not important</td>
<td>Extremely important</td>
</tr>
<tr>
<td>____ PARK BROCHURE/MAP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>____ SPECIALIZED BROCHURES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>____ PARK NEWSPAPER: Three Rivers Review</td>
<td></td>
<td></td>
</tr>
<tr>
<td>____ VISITOR CENTER SALES ITEMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>____ VISITOR CENTER INFORMATION DESK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>____ VISITOR CENTER EXHIBITS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>____ TRAILHEAD BULLETIN BOARDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>____ TRAILSIDE EXHIBITS</td>
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<td></td>
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<tr>
<td>____ ROADSIDE EXHIBITS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>____ RANGER-LED WALKS/TALKS</td>
<td></td>
<td></td>
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<tr>
<td>____ VISITOR CENTER FILMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>____ ASSISTANCE FROM PARK STAFF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>____ WEBSITE (<a href="http://www.nps.gov/neri">www.nps.gov/neri</a>)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>a) Use service?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check ( )</td>
<td>Not important</td>
<td>Extremely important</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

- _____ 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?

<table>
<thead>
<tr>
<th>Resource</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
<th>Don’t know/don’t care</th>
</tr>
</thead>
<tbody>
<tr>
<td>HISTORIC SITES</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>OUTDOOR RECREATION</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>SOLITUDE</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>SCENIC VIEWS</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>NATURAL SETTING</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>NATIVE PLANTS AND ANIMALS</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>WATER QUALITY</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Affect your park experience?</th>
<th>Added to</th>
<th>No effect</th>
<th>Detracted from</th>
<th>Did not experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNMARKED TRAILS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LITTER</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>GRAFFITI</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HUMAN WASTE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CROWDS</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>PARKING AVAILABILITY</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>WATER QUALITY</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>CAMPFIRE RINGS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATV USE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTHER RECREATIONAL USERS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
22. On this visit, what kind of personal group (not guided tour/school group) were you with? Please check ( ) only one.
   _____ ALONE       _____ FAMILY
   _____ FRIENDS     _____ FAMILY AND FRIENDS
   _____ OTHER (Please specify: ________________________________)

23. a) On this visit, how many people were in your personal group, including yourself?
   _____ NUMBER OF PEOPLE

   b) For this visit, please list the number of vehicles in which you and your group arrived.
   _____ NUMBER OF VEHICLES

24. For you and your group, please indicate:

<table>
<thead>
<tr>
<th>CURRENT AGE</th>
<th>U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY</th>
<th>NUMBER OF VISITS TO THIS PARK (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Past 12 months</td>
</tr>
<tr>
<td>YOU YOURSELF</td>
<td></td>
<td>Lifetime</td>
</tr>
<tr>
<td>MEMBER #2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

25. For you and each of the individuals age 17 or over in your personal group on this visit, please indicate the highest level of education competed. Please check ( ) only one for each person.

<table>
<thead>
<tr>
<th>Highest level of education</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOME HIGH SCHOOL</td>
</tr>
<tr>
<td>YOU YOURSELF</td>
</tr>
<tr>
<td>ADULT #2</td>
</tr>
<tr>
<td>ADULT #3</td>
</tr>
<tr>
<td>ADULT #4</td>
</tr>
<tr>
<td>ADULT #5</td>
</tr>
<tr>
<td>ADULT #6</td>
</tr>
<tr>
<td>ADULT #7</td>
</tr>
</tbody>
</table>

   Please go on to the next page ➔
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.

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>Inside park</th>
<th>outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOTELS, MOTELS, CABINS, B&amp;B, etc.</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>CAMPING FEES AND CHARGES</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>GUIDE FEES AND CHARGES</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>RESTAURANTS AND BARS</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>GROCERIES AND TAKE OUT FOOD</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>GAS AND OIL (auto, RV, boat, etc.)</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>OTHER TRANSPORTATION EXPENSES</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>(rental cars, auto repairs, taxies, but not including airfare)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADMISSIONS, RECREATION, ENTERTAINMENT FEES</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing, etc.)</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>DONATIONS</td>
<td>$__________</td>
<td>$__________</td>
</tr>
</tbody>
</table>

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.

Printed on recycled paper
OFFICIAL BUSINESS

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