



Social Science Program  
National Park Service  
U.S. Department of the Interior  
Visitor Services Project

# Kings Mountain National Military Park

## Visitor Study



**United States Department of the Interior****NATIONAL PARK SERVICE**

Kings Mountain National Military Park  
2625 Park Road  
Blacksburg, SC 29702-8386

IN REPLY REFER TO:

May, 2006

Dear Visitor:

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

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should take about 20 minutes 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](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

Erin K. Broadbent  
Superintendent

**DIRECTIONS**

One member of your group, at least 16 years of age, should complete the questionnaire. It should take about 20 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. 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 Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; fax: 208-885-4261

Please go on to the next page →

## Your Visit to Kings Mountain National Military Park

In this questionnaire, the Kings Mountain National Military Park "area" refers to the area within a 45-minute drive of the park.

1. The National Park Service manages Kings Mountain National Military Park, the site of the October 7, 1780 battle.

Kings Mountain State Park manages land east and south of the national military park, including the Living History Farm and a campground.

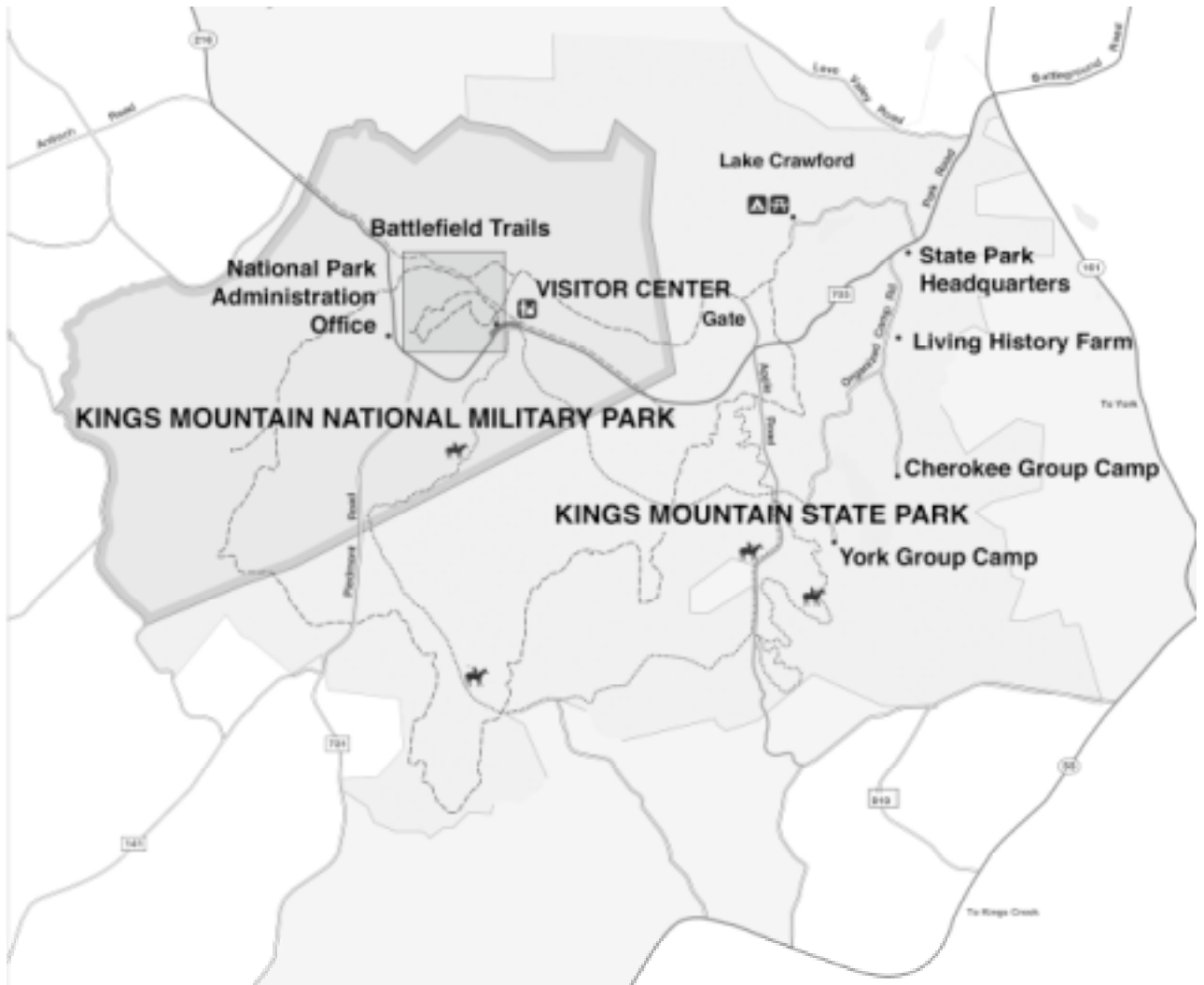
Were you aware that two different organizations administer these sites? Please check (✓) **only one** answer.

\_\_\_\_\_ Yes, aware sites were managed by two different organizations

\_\_\_\_\_ No, thought both sites were managed by the National Park Service

\_\_\_\_\_ No, thought both sites were managed by Kings Mountain State Park

\_\_\_\_\_ Didn't know who managed either site



2. a) Prior to this visit, how did you and your group obtain information about Kings Mountain National Military Park? Please check (√) **all** that apply.

Obtained no information prior to visit → **Go on to Question 3**  
 Live in local area  
 Previous visit  
 Friends/relatives/word of mouth  
 Travel guides/tour books  
 Maps/brochures  
 State Welcome Center In which state? SC \_\_\_\_\_ NC \_\_\_\_\_  
 Local Chambers of Commerce  
 Videos/television/radio programs  
 Telephone/e-mail/written inquiry to park  
 National Park Service website (www.nps.gov/kimo/)  
 Other websites  
 Child attending school program  
 Kings Mountain State Park  
 Other National Park Service site  
 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 was the information you and your group needed that was not available? Please be specific.

\_\_\_\_\_

\_\_\_\_\_

- d) If you and your group used the park website (www.nps.gov/kimo/) prior to or during this visit, please rate how helpful the website was in planning your visit. Please circle **only one** response below.

Did not use website → **Go on to Question 3**

Not at all helpful	Somewhat helpful	Moderately helpful	Very helpful	Extremely helpful
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**Please go on to the next page →**

e) Do you and your group have any suggestions to improve the park website? Please be specific.

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3. How did this visit to Kings Mountain National Military Park fit into your travel plans? Please check (✓) **only one**.

- Kings Mountain National Military Park was primary destination
- Kings Mountain National Military Park was one of several destinations
- Kings Mountain National Military Park was not a planned destination

4. On this trip, what was the **primary** reason that you and your group visited the Kings Mountain National Military Park **area** (within a 45-minute drive)? Please check (✓) **only one**.

- Resident of area (within a 45-minute drive) → **Go on to Question 5**
- Visit Kings Mountain National Military Park
- Visit Kings Mountain State Park
- Visit other attractions in the area
- Visit friends/relatives in the area
- Business
- Other (Please specify: \_\_\_\_\_)

5. On this visit, what were the reasons that you and your group visited Kings Mountain National Military Park? Please check (✓) **all** that apply.

- Learn Revolutionary War history
- Learn history
- Attend information/interpretive programs
- Attend special living history program
- Hike a trail
- Visit visitor center
- Use restrooms
- Picnic
- Research family genealogy or history
- Other (Please specify: \_\_\_\_\_)

6. On this trip, what other places did you and your group visit in the area (within a 45-minute drive)? Please check (√) **all** that apply.

Kings Mountain State Park, including Living History Farm, trails, picnic areas and campground  
 Cowpens National Battlefield, SC  
 Historic Brattonsville, SC  
 Musgrove Mill State Historic Site, SC  
 Ninety Six National Historic Site, SC  
 Historic Camden, SC  
 Museum of York County, SC  
 Overmountain Victory National Historical Trail (NC, SC, TN, and VA)  
 Guilford Courthouse National Military Park, NC  
 Crowders Mountain State Park, NC  
 Schiele Museum of Natural History, NC  
 Other sites in the area (Please specify: \_\_\_\_\_)

7. On this visit, what routes did you and your group use to arrive at Kings Mountain National Military Park? Please check (√) **all** that apply.

I-85 from north, Highway 216 (Exit 2)  
 I-85 from south, Highway 216 (Exit 2)  
 Highway 161 (from York, SC)  
 Highway 161 (from I-85 Exit 8)  
 Piedmont Road  
 Other (Please specify: \_\_\_\_\_)

8. a) On this trip, did you and your group stay overnight away from home in the Kings Mountain National Military Park **area** (within a 45-minute drive, including Kings Mountain State Park)?

Yes                       No → **Go on to Question 9**



- b) If YES, please list the number of nights you and your group stayed in the Kings Mountain National Military Park **area** (within a 45-minute drive).

Number of nights in Kings Mountain **State Park campground** \_\_\_\_\_

Number of nights in Kings Mountain National Military Park **area** \_\_\_\_\_

**Please go on to the next page →**

c & d) In what type of lodging did you and your group spend the night? Please check (√) **all** that apply.

Lodging	c) Kings Mountain State Park (√)	d) Outside park in surrounding area (√)
Lodge, hotel, motel, cabin, rented condo/ home, or bed & breakfast	N/A	_____
Tent camping in developed campground	_____	_____
Recreational vehicle (RV) camping in developed campground	_____	_____
Backcountry campsite	_____	_____
Personal seasonal residence	N/A	_____
Residence of friends or relatives	N/A	_____
Other (Please specify below: c) _____ d) _____)	_____	_____

e) In what town/city did you and your group stay on the **night before your arrival** at Kings Mountain National Military Park?

Nearest town/city \_\_\_\_\_ State \_\_\_\_\_

f) In what town/city did you and your group stay on the **night after your departure** from Kings Mountain National Military Park?

Nearest town/city \_\_\_\_\_ State \_\_\_\_\_

9. a) What services did you and your group use in the "gateway" communities of Kings Mountain, Shelby, York, Clover, and Gaffney that were specifically related to this park visit?

\_\_\_\_\_ Did not use any services → **Go on to Question 10**

Used on this visit (√)	_____	Would have used if available (√)	_____
_____ Buy gasoline	_____		_____
_____ Eat a meal	_____		_____
_____ Stay overnight in a motel	_____		_____
_____ Stay overnight in a campground/RV park	_____		_____
_____ Shop	_____		_____
_____ Obtain information about Kings Mountain NMP	_____		_____
_____ Obtain other travel/tourism information	_____		_____
_____ Other (Please specify: _____)	_____		_____

b) Do you have any comments about these services?

Service (list)	Comment—please be specific
_____	_____
_____	_____
_____	_____



10. a) On this visit, how long did you and your group spend visiting Kings Mountain National Military Park on the day you received this questionnaire?  
 \_\_\_\_\_ Number of hours (Please list partial hours as 1/4, 1/2, or 3/4.)

b) During your stay in the area, how many **days** did you and your group visit Kings Mountain National Military Park?  
 \_\_\_\_\_ Number of days (Please list partial days as 1/4, 1/2, or 3/4.)

c) During your stay in the area, how many **times** did you and your group **enter** Kings Mountain National Military Park? (See map on page 4.)  
 \_\_\_\_\_ Number of park entries into Kings Mountain National Military Park  
 \_\_\_\_\_ Number of park entries into Kings Mountain State Park

d) Compared with what you had planned, how much time did you and your group spend at Kings Mountain National Military Park? Please check (✓) **only one**.  
 \_\_\_\_\_ Less time than planned                      \_\_\_\_\_ Didn't have a planned amount of time  
 \_\_\_\_\_ About the time planned  
 \_\_\_\_\_ More time than planned

11. a) During this visit to Kings Mountain National Military Park, did you and your group learn about the following topics? Please check (✓) **all** topics that you learned about in the left column below.

b) Next, whether or not you learned about a certain topic on this visit, please check (✓) **all** topics that you are interested in learning about on a future visit to Kings Mountain National Military Park in the right column below.

Topic	a) Learned on this visit? (✓)	b) Interested in learning on a future visit? (✓)
Battle at Kings Mountain	_____	_____
Revolutionary War	_____	_____
Revolutionary War weapons	_____	_____
Southern Campaign of Revolution	_____	_____
Colonial life	_____	_____
Overmountain Victory NHT	_____	_____
Natural history (plants, wildlife, etc.)	_____	_____
Other (Please specify below: _____)	_____	_____

a) \_\_\_\_\_ b) \_\_\_\_\_)

**Please go on to the next page →**

12. Please rate how appropriate you feel the following activities are in Kings Mountain National Military Park. Please circle **only one** answer for each activity.

Activity	Never	Sometimes	Usually	Always
Picnicking	1	2	3	4
Sunbathing	1	2	3	4
Throwing frisbees	1	2	3	4
Throwing footballs, baseballs, etc.	1	2	3	4

**Question 13 refers only to the Kings Mountain National Military Park services and facilities, not Kings Mountain State Park**

13. a) Please check (✓) **all** of the visitor services/facilities that you and your group used during this visit to Kings Mountain National Military Park.
- b) Next, for only those services/facilities that you and your group used, please rate their **importance** from 1-5.
- c) Finally, for only those services/facilities that you and your group used, please rate their **quality** from 1-5.

**a) Used service/facility?**

**b) If used,  
how important?**

**c) If used,  
what quality?**

1=Not important  
2=Somewhat important  
3=Moderately important  
4=Very important  
5=Extremely important

1=Very poor  
2=Poor  
3=Average  
4=Good  
5=Very good

Check (✓)

_____ Park brochure/map	_____	_____
_____ Visitor center exhibits	_____	_____
_____ Visitor center movie/video	_____	_____
_____ Visitor center bookstore sales items (selection, quality, price, etc.)	_____	_____
_____ Visitor center restroom	_____	_____
_____ Assistance from park staff	_____	_____
_____ Ranger-led walks/talks	_____	_____
_____ Self-guided trail signs on Battlefield Trail	_____	_____
_____ Battlefield Trail	_____	_____
_____ Other hiking trails	_____	_____
_____ Horseback trails	_____	_____
_____ Park website (www.nps.gov/kimo/)	_____	_____



18. For you and each group member (age 16 or over) on this visit, please check the highest level of education completed. Please check (√) **only one** for each person.

	Highest level of education				
	Some high school	High school diploma/GED	Some college	Bachelor's degree	Graduate degree
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

19. a) Does anyone in your group have any disabilities/impairments that affected their visit to Kings Mountain National Military Park?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No → **Go on to Question 20**



b) If YES, what kind of disability/impairment? Please check (√) **all** that apply.

\_\_\_\_\_ Hearing                      \_\_\_\_\_ Mobility  
 \_\_\_\_\_ Learning                      \_\_\_\_\_ Visual  
 \_\_\_\_\_ Mental                      \_\_\_\_\_ Other (Specify: \_\_\_\_\_)

c) Because of the disability/impairment, did you and your group encounter any access and/or service problems during this visit to Kings Mountain National Military Park?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No → **Go on to Question 20**



d) If YES, what was the problem?

\_\_\_\_\_

20. a) For you only, are you Hispanic or Latino?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

b) Which of these categories best indicates your race? Answer only for yourself. Please check (√) **one or more**.

\_\_\_\_\_ American Indian or Alaska Native                      \_\_\_\_\_ Asian  
 \_\_\_\_\_ Black or African American                      \_\_\_\_\_ Native Hawaiian or other Pacific Islander  
 \_\_\_\_\_ White

21. Kings Mountain National Military Park was established to protect history and resources related to the Kings Mountain battlefield. On this visit, how important were the following attributes/resources to you? Please circle **only one** answer for each attribute/resource.

<b>Attribute/resource</b>	Not important	Somewhat important	Moderately important	Very important	Extremely important
Battlefield of October 7, 1780	1	2	3	4	5
Historic landscape	1	2	3	4	5
Historic artifacts	1	2	3	4	5
Living history/special events	1	2	3	4	5
Interpretive/informational programs	1	2	3	4	5
Clean water	1	2	3	4	5
Clean air	1	2	3	4	5
Scenic views	1	2	3	4	5
Solitude	1	2	3	4	5
Natural quiet/sounds of nature	1	2	3	4	5
Native plants	1	2	3	4	5
Wildlife	1	2	3	4	5

22. a) In some national park units, the National Park Service policy involves setting fires under prescribed weather and burning conditions to meet specific resource management objectives such as reduction of alien plants, restoration of native vegetation, and removal of unnatural levels of woody or grassy material that could cause a catastrophic fire. Prior to this visit to Kings Mountain National Military Park, were you aware of this prescribed fire policy?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Not sure

- b) Would you and your group be willing to tolerate short periods (up to 2 days) of occasional smoke or reduced visibility caused by prescribed burns during a future visit to Kings Mountain National Military Park?

\_\_\_\_\_ Yes, likely                      \_\_\_\_\_ No, unlikely                      \_\_\_\_\_ Not sure

- c) Would you and your group be willing to tolerate temporarily blackened landscapes resulting from prescribed burns during a future visit to Kings Mountain National Military Park?

\_\_\_\_\_ Yes, likely                      \_\_\_\_\_ No, unlikely                      \_\_\_\_\_ Not sure

**Please go on to the next page →**

23. For you and your group, please report all expenditures for the items listed below for this visit to the Kings Mountain National Military Park and the surrounding **area** (within a 45-minute drive). Please write "0" if no money was spent in a particular category.

a) Please list your group's total expenditures inside Kings Mountain National Military Park.

b) Please list your group's total expenditures in the surrounding area (within a 45-minute drive of park).

**NOTE: Surrounding area residents should only include expenditures that were directly related to this visit to Kings Mountain National Military Park.**

	<b>EXPENDITURES</b>	
	<b>a) Inside park</b>	<b>b) Surrounding area</b>
Hotels, motels, cabins, B&B, etc.		\$ _____
Camping fees and charges		\$ _____
Guide fees and charges	<b>Please write "0" if no money was spent in a particular category.</b>	\$ _____
Restaurants and bars		\$ _____
Groceries and takeout food		\$ _____
Gas and oil (auto, RV, boat, etc.)		\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)		\$ _____
Admission, 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)

24. Currently no entrance fee is charged at Kings Mountain National Military Park. In the future, an entrance fee may be considered with most of the funds collected (80%) remaining at the park to maintain park services and facilities, such as brochures, exhibits, and audio-visual programs.

If a fee of \$3/vehicle were charged in the future, would you and your group be willing to pay it?

\_\_\_\_\_ Yes, likely      \_\_\_\_\_ No, unlikely      \_\_\_\_\_ Not sure

25. Currently, Kings Mountain **State Park** charges \$2/adult for day use of the park.

On a future visit, instead of paying a new \$3/vehicle fee to enter Kings Mountain National Military Park **and** the \$2/adult fee to enter the State Park, would you be willing to pay a combined entrance fee of \$3/vehicle that would allow you to visit **both** the State Park and the National Military Park?

\_\_\_\_\_ Yes, likely                      \_\_\_\_\_ No, unlikely                      \_\_\_\_\_ Not sure

26. If you were a park manager planning for the future of Kings Mountain National Military Park, what would you propose? Please be specific.

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27. Is there anything else you and your group would like to tell us about your visit to Kings Mountain National Military Park?

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28. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Kings Mountain National Military Park during this visit? Please circle **only one**.

Very poor                      Poor                      Average                      Good                      Very good

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  
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