June 2010

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Little River Canyon National Preserve. This information will help us improve our management of this preserve and better serve you.

This questionnaire will be given to only a select number of visitors, so your participation is very important! It should only take about 20 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.

Results of this study will be available to the public in 2011 and will be posted on the web at www.nps.gov/liri and www.psu.uidaho.edu.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, 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,

John Bundy
Superintendent

This visitor study is partially funded by Recreation Fee Program funding.
DIRECTIONS

1) Please have the selected individual (at least 16 years old) complete this questionnaire.
2) Answer the questions carefully since each question is different.
3) For questions that use circles (◯), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ◯  Not like this: ✓ ✗ ✘

4) Seal it with the stickers provided.
5) Drop it in a U.S. mailbox.

Thank you!

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; email: littlej@uidaho.edu.
NOTE: In this questionnaire “personal group” is defined as anyone that you are visiting the Preserve with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to this visit, how did you and your personal group obtain information about Little River Canyon National Preserve? Please mark (●) all that apply in column (a).

   b) If you were to visit Little River Canyon National Preserve in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) all that apply in column (b).

   a) Prior to this visit

   ○ Did not obtain information prior to visit ➔ Go to part b of this question

   ○ Friends/relatives/word of mouth

   ○ Information from local motel or other business

   ○ Inquiry to the Preserve via phone, mail, or email

   ○ Little River Canyon Center website: epic.jsu.edu/lrc/center

   ○ Little River Canyon National Preserve website: www.nps.gov/liri

   ○ Other websites

   ○ Maps/brochures

   ○ Newspaper/magazine articles

   ○ Other National Park Service sites/units

   ○ Previous visits

   ○ School class/program

   ○ Social media (Facebook, Twitter, etc.)

   ○ State welcome center/chamber of commerce/visitors bureau

   ○ Television/radio programs/videos

   ○ Travel guides/tour books (such as AAA, etc.)

   ○ Other (Please specify below)

   Prior to this visit ______________________  Prior to future visits ____________________
c) From the sources marked in column (a), did you and your personal group receive the type of information about the Preserve that you needed?

- No
- Yes \(\rightarrow\) Go to Question 2

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

2. **Prior to this visit**, which of the following entity(ies) did you and your personal group think managed Little River Canyon National Preserve? Please mark (●) all that apply.

- Did not know who managed the Preserve \(\rightarrow\) Go to Question 3
- National Park Service
- State of Alabama
- DeKalb County
- Jacksonville State University
- DeSoto State Park

3. a) **Prior to this visit**, were you and your personal group aware of the following informational talks/programs for visitors at Little River Canyon National Preserve? Please mark (●) one answer for each item in column (a).

<table>
<thead>
<tr>
<th>Type of program offered</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ranger-led programs</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Jacksonville State University Field School Nature Camps</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Jacksonville State University Campfire Talks</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>DeSoto State Park Nature Programs</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

b) Did you and your personal group learn (or learn more) about these talks/programs during this visit to Little River Canyon National Preserve (via publications, signs, talking to Preserve staff, etc.)? Please mark (●) one answer for each item in column (b).
4. On this visit, were the signs directing you and your personal group to Little River Canyon National Preserve adequate? Please mark (●) one response for each.

a) Signs on interstates
- O Yes
- O No
- O Did not use

b) Signs on state highways
- O Yes
- O No
- O Did not use

c) City street signs in communities
- O Yes
- O No
- O Did not use

If you answered NO to any of the above, please explain.

Interstates __________________________________________________________________________

State highways _________________________________________________________________________

Communities __________________________________________________________________________

5. a) On this visit, which entrance point did you and your personal group use to first enter Little River Canyon National Preserve? Please mark (●) one.

- O Route 35 East
- O Route 35 West
- O Route 255
- O Route 148
- O Route 275
- O Route 176
- O Route 103
- O Route 295
- O Fischer Road

b) On this visit, which exit point did you and your personal group use to last exit Little River Canyon National Preserve? Please mark (●) one.
6. a) In **column (a)**, please mark (•) all the services in the nearby communities of Fort Payne, Centre, Scottsboro and other cities within **40 miles** of the Preserve that you and your personal group used that were specifically related to this Preserve visit.

- Did not use any services on this visit ➔ **Go to Question 7**

b) In which communities did you obtain these support services? Please mark (•) all that apply in **column (b)**.

<table>
<thead>
<tr>
<th>a) Used on this visit (•)</th>
<th>Fort Payne</th>
<th>Centre</th>
<th>Scottsboro</th>
<th>Other cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ate meals in restaurants</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Bought gasoline</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Bought groceries</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Obtained information about Little River Canyon National Preserve</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Obtained other travel/tourist information</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Shopped (other than groceries)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Stayed overnight in a lodge/motel/hotel/B&amp;B, etc.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Stayed overnight in a campground/RV park</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Used a drink/vending machine</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Other service (Please specify)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

7. On this trip, what was the **primary** reason that you and your personal group came to Little River Canyon National Preserve area? Please mark (•) one.

- Resident of the area (within 40 miles of Preserve)
- Visit Little River Canyon National Preserve
- Visit other attractions in the area
- Traveling through - unplanned visit
- Visit friends/relatives in the area
- Business
- Other (Please specify) ________________________________
8. a) **On this visit** to Little River Canyon National Preserve, did you and your personal group visit the Preserve on more than one day? Please list partial hours/days as \( \frac{1}{4}, \frac{1}{2}, \) or \( \frac{3}{4} \).

- O Yes  
- O No

b) If YES, on how many days did you visit Little River Canyon National Preserve?

c) If NO, how many hours did you visit Little River Canyon National Preserve?

- _____ Number of days
- _____ Number of hours

d) How long did you and your personal group stay in the Little River Canyon National Preserve **area** (within 40 miles of Preserve)? Please list partial hours/days as \( \frac{1}{4}, \frac{1}{2}, \) or \( \frac{3}{4} \).

- O Resident of the area  \rightarrow Go to Question 9

- _____ Number of hours if **less than 24 hours**
  OR
- _____ Number of days if **24 hours or more**

9. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in the Little River Canyon National Preserve area (within 40 miles of Preserve)?

- O Yes  
- O No  \rightarrow Go to Question 10

b) If YES, please list the number of nights you and your personal group stayed.

- _____ Number of nights (within 40 miles of Preserve)

c) In which types of lodging did you and your personal group spend the night(s)? Please mark (●) all that apply.

- O Lodge, motel, hotel, cabin, rented condo/home, bed & breakfast, etc.
- O RV/trailer camping
- O Tent camping in developed campground
- O Backcountry camping
- O Personal seasonal residence
- O Residence of friends or relatives
- O Other (Please specify) ____________________________
10. On this visit, how many vehicles did you and your personal group use to arrive at the Preserve? Please write "0" if you did not arrive by vehicle.

_____ Number of vehicles

11. On this visit to Little River Canyon National Preserve, which of the following sites did you and your personal group visit? Please mark (●) all that apply on the map below.

- Little River Wildlife Management Area
- Little River Falls
- Little River Falls Overlook
- Lynn Overlook
- Lower Two Mile Trail
- Wolf Creek
- Graces High Falls
- Eberhart Point
- Crow Point
- Canyon View
- Hawk's Glide
- Canyon Center
- To Rome
- To Leesburg
- Canyon Mouth
12. a) On past visits, in which activities have you and your personal group participated within Little River Canyon National Preserve? Please mark (●) all that apply.

- [ ] First visit—have not visited in the past → Go to part b of this question

b) On this visit, in which activities did you and your personal group participate within Little River Canyon National Preserve? Please mark (●) all that apply.

a) Past visits

- [ ] Birdwatching
- [ ] Creative arts (photography, painting, drawing, writing)
- [ ] Fishing
- [ ] General sightseeing
- [ ] Hiking (not walking to rock climbing site)
- [ ] Horseback riding
- [ ] Hunting
- [ ] Learning/studying geology
- [ ] Mountain biking
- [ ] Nature study (wildlife, wildflowers, etc.)
- [ ] Picnicking
- [ ] Riding ATV
- [ ] Rock climbing (technical, sport, bouldering, etc.)
- [ ] Touring/driving Little River Canyon Scenic Drive
- [ ] Other (Please specify below)

b) This visit

- [ ] Birdwatching
- [ ] Creative arts (photography, painting, drawing, writing)
- [ ] Fishing
- [ ] General sightseeing
- [ ] Hiking (not walking to rock climbing site)
- [ ] Horseback riding
- [ ] Hunting
- [ ] Learning/studying geology
- [ ] Mountain biking
- [ ] Nature study (wildlife, wildflowers, etc.)
- [ ] Picnicking
- [ ] Riding ATV
- [ ] Rock climbing (technical, sport, bouldering, etc.)
- [ ] Touring/driving Little River Canyon Scenic Drive
- [ ] Other (Please specify below)

Activity past visits ___________________________ Activity this visit ___________________________

13. a) Please indicate how safe you and your personal group felt in the following locations during this visit to Little River Canyon National Preserve. Please mark (●) one answer for each location.

<table>
<thead>
<tr>
<th>Location</th>
<th>Very unsafe</th>
<th>Somewhat unsafe</th>
<th>Neither safe/unsafe</th>
<th>Somewhat safe</th>
<th>Very safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>On roads</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>On trails</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>In parking areas</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
b) If you marked that you felt “very unsafe” or “somewhat unsafe” for any of the above locations, please explain where and why.

<table>
<thead>
<tr>
<th>Location</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Reason</td>
</tr>
</tbody>
</table>

14. Which other local and regional attractions did you and your personal group visit on this trip to Little River Canyon National Preserve? Please mark (●) all that apply.

- Did not visit other local and regional attractions ➔ Go to Question 15
- Cherokee Rock Village
- Huntsville Botanical Gardens
- DeSoto State Park
- Russell Cave National Monument
- Guntersville State Park
- Sequoyah Caverns
- Little River Canyon Center
- Weiss Lake
- Chickamauga-Chattanooga National Military Park
- Other (Please specify) __________________________________________

15. If you and your personal group were to visit Little River Canyon National Preserve in the future, would you be interested in viewing exhibits in a new museum at the Little River Canyon Center?

- Yes, likely
- No, unlikely
- Not sure

16. a) If you and your personal group were to visit in the future, which topics would you like to learn about in interpretive/ranger-led programs at Little River Canyon National Preserve? Please mark (●) all that apply.

- Not interested in interpretive programs ➔ Go to Question 17
- Geology
- Recreational activities (fishing, rock climbing, etc.)
- History
- Safety (hiking, climbing, water, etc.)
- Plants
- Wildlife
- Other (Please specify) __________________________________________

b) Which program length would be most suitable for you and your personal group? Please mark (●) one.

- Under 1/2 hour
- 1 - 2 hours
- 1/2 - 1 hour
- Other (Specify) _____________________
c) Which times of day would be most suitable for you and your personal group to attend an interpretive/ranger-led program? Please mark (●) all that apply.

- 8 - 10 am
- Noon - 2 pm
- 10 am - noon
- 2 pm - 4 pm
- After 4 pm
- Other (Specify)

17. a) Please mark (●) all the visitor services and facilities that you or your personal group used during this visit to Little River Canyon National Preserve.

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

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

<table>
<thead>
<tr>
<th>a) Visitor services and facilities used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark (●)</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td></td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td></td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td></td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td></td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

- Access for people with disabilities
- Assistance from Preserve staff
- Canyon Center restrooms
- Exhibits at viewpoints
- Junior Ranger program
- Little River Canyon Center
- Little River Canyon National Preserve website: www.nps.gov/liri (used before or during visit)
- Picnic areas
- Preserve brochure/map
- Ranger-led programs
- Sales items in Canyon Center bookshop (selection, price, etc.)
18. It is the National Park Service’s responsibility to protect Little River Canyon National Preserve’s natural, scenic, and cultural resources and the visitor experiences that depend on these. How important is protection of the following to you and your personal group? Please mark (●) one answer for each attribute/resource/experience.

<table>
<thead>
<tr>
<th>Attribute/resource/experience</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean air (visibility)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Clean water</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>(fishing, hiking, climbing, etc.)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Scenic views</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Scenic views without development</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Solitude</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

19. a) Will you and your personal group be likely to visit Little River Canyon National Preserve again in the future?

- O Yes, likely
- O No, unlikely
- O Not sure

   Go to part c of this question

b) If YES, how often would you be likely to visit? Please mark (●) one.

- O Monthly
- O Several times/year, but not monthly
- O Once/year or less

c) If NO, why wouldn’t you return? ____________________________________________

20. On this visit, were you and your personal group with the following types of organized groups? Please mark (●) one for each.

a) Commercial guided tour group

- O Yes
- O No

b) School/educational group

- O Yes
- O No

c) Other organized group (business, church, scout, etc.)

- O Yes
- O No
d) If you were with one of these organized groups, how many people, including yourself, were in this organized group?

_____ Number of people in organized group

21. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) one.

O Alone

O Friends

O Family

O Family and friends

O Other (Please specify) ________________________________

b) On this visit, how many people were in your personal group, including yourself?

_____ Number of people in personal group

22. For you and your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank.

<table>
<thead>
<tr>
<th>a) Current age</th>
<th>b) U.S. ZIP code or name of country other than U.S.</th>
<th>c) Frequency of visits to Preserve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>_____</td>
<td>1 = First visit</td>
</tr>
<tr>
<td>Member #2</td>
<td>_____</td>
<td>2 = Less than 1 time/year</td>
</tr>
<tr>
<td>Member #3</td>
<td>_____</td>
<td>3 = From 1 to 11 times/year</td>
</tr>
<tr>
<td>Member #4</td>
<td>_____</td>
<td>4 = From 12 to 51 times/year</td>
</tr>
<tr>
<td>Member #5</td>
<td>_____</td>
<td>5 = From 52 to 365 times/year</td>
</tr>
<tr>
<td>Member #6</td>
<td>_____</td>
<td>(including this visit)</td>
</tr>
<tr>
<td>Member #7</td>
<td>_____</td>
<td></td>
</tr>
</tbody>
</table>

23. a) Are you or members of your personal group Hispanic or Latino? Please mark (●) one for each group member.

<table>
<thead>
<tr>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>No, not Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>
b) What is your race? What is the race of each member of your personal group? Please mark (●) one or more for you and each group member.

<table>
<thead>
<tr>
<th>Race</th>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Asian</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Black or African American</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>White</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

24. a) What did you and your personal group like most about this visit to Little Canyon River National Preserve?

________________________________________________________________________

________________________________________________________________________

b) What did you and your personal group like least about this visit to Little Canyon River National Preserve?

________________________________________________________________________

________________________________________________________________________

25. Is there anything else you and your personal group would like to tell us about your visit to Little River Canyon National Preserve?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

26. Overall, how would you and your personal group rate the quality of facilities, services, and recreational opportunities at Little River Canyon National Preserve during this visit? Please mark (●) one.

<table>
<thead>
<tr>
<th>Rating</th>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very poor</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Poor</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Average</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Good</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Very good</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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