



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

Visitor Services Project

Shenandoah National Park

Visitor Study



United States Department of the Interior

NATIONAL PARK SERVICE
Shenandoah National Park
3655 U.S. Highway 211 East
Luray, Virginia 22835-9036

IN REPLY REFER TO:

July 2011

Dear Visitor:

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

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take a about 20 minutes to complete after your visit.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided 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,

Martha Bogle
Superintendent

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

2. When did you and your personal group make the decision to visit Shenandoah NP? Please mark (●) **one**.

- On the day of the visit 2-7 days before the visit
- 8-30 days before the visit 1-6 months before the visit
- More than 6 months but less than a year before the visit
- A year or more before the visit

3. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in Shenandoah NP or in the area within 50 miles of any entrance point?

- Yes No → **Go to Question 4**

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

_____ Number of nights inside Shenandoah NP

_____ Number of nights outside park within 50 miles of any entrance point

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

c) Inside park	d) Outside park	Accommodation
<input type="radio"/>	<input type="radio"/>	Lodge, motel, cabin, rented condo/home, or B&B
<input type="radio"/>	<input type="radio"/>	RV/trailer camping
<input type="radio"/>	<input type="radio"/>	Tent camping in developed campground
<input type="radio"/>	<input type="radio"/>	Backcountry campsite
<input type="radio"/>	<input type="radio"/>	Backcountry cabin
<input type="radio"/>	<input type="radio"/>	Personal seasonal residence
<input type="radio"/>	<input type="radio"/>	Residence of friends or relatives
<input type="radio"/>	n/a	Inside park (Specify) _____
n/a	<input type="radio"/>	Outside park (Specify) _____

4. a) On this visit, in which activities did you and your personal group participate within Shenandoah NP? Please mark (●) **all** that apply in column (a).
- b) Whether or not you and your personal group participated in an activity, please rate the importance of each activity to your visit to Shenandoah NP. Please mark (●) **one** for each activity in column (b).

a) Participated	Activity	b) How important?				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
<input type="radio"/>	Attend ranger-led programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Participate in other educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Enjoy solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Enjoy sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Experience night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Experience wilderness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Explore historic features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Hike 2 hours or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Hike less than 2 hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Picnic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Stay overnight in a natural setting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Stay overnight in an historic setting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	View wildlife/plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Visit a national park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Other (Please specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. a) How many vehicles did you and your personal group use to **arrive** at Shenandoah NP? Please write "0" if you did not arrive by vehicle.

_____ Number of vehicles

b) On this visit, how many times did you and your personal group enter Shenandoah NP?

_____ Number of entries

c) On this visit, which forms of transportation did you and your personal group use to travel between sites **inside** Shenandoah NP? Please mark (●) **all** that apply.

- | | |
|---|----------------------------------|
| <input type="radio"/> Private vehicle (car, SUV, pickup, van, etc.) | <input type="radio"/> Bicycle |
| <input type="radio"/> Motorcycle | <input type="radio"/> On foot |
| <input type="radio"/> RV (rental or private) | <input type="radio"/> School bus |
| <input type="radio"/> Rental vehicle (other than RV) | <input type="radio"/> Tour bus |
| <input type="radio"/> Other (Please specify) _____ | |

d) During this visit, how many miles did you and your personal group drive **inside** Shenandoah NP?

_____ Number of miles

6. For this trip, what was the **primary** reason that you and your personal group visited Shenandoah NP area (within 50 miles of any entrance point)? Please mark (●) **one**.

- Resident of area (within 50 miles of any entrance point)
- Visit Shenandoah NP (includes use of park facilities/services/activities)
- Visit friends/relatives in area
- Visit other attractions in area
- Business
- Travel through to other destination
- Other (Please specify) _____

7. a) On this visit, which entrance point did you and your personal group use to **first enter** Shenandoah NP? Please mark (●) **one**.

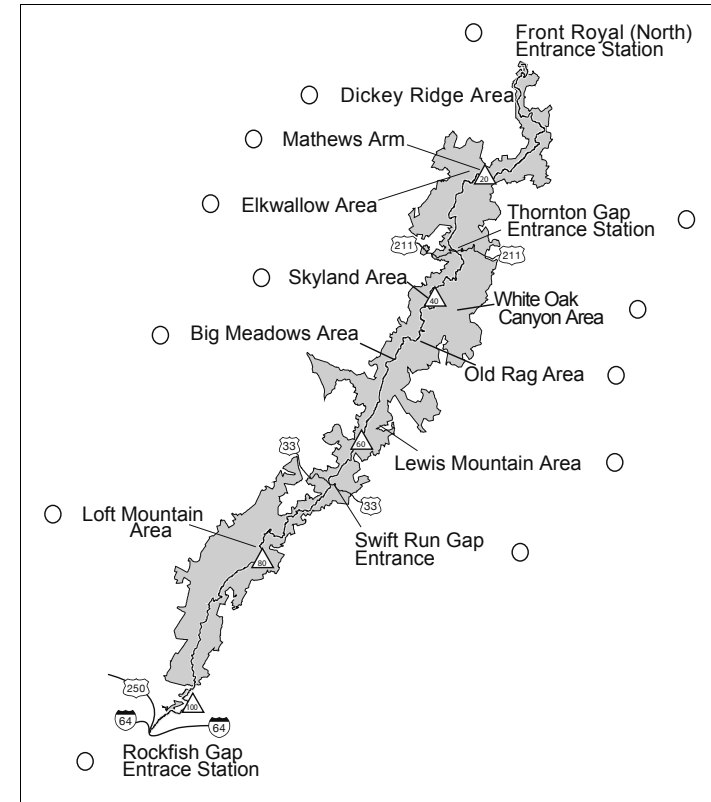
b) On this visit, which exit point did you and your personal group use to **last exit** Shenandoah NP? Please mark (●) **one**.

a) First entry	Entrance/exit point	b) Last exit
<input type="radio"/>	Front Royal - North Station (Route 340)	<input type="radio"/>
<input type="radio"/>	Thornton Gap (Route 211)	<input type="radio"/>
<input type="radio"/>	Swift Run Gap (Route 33)	<input type="radio"/>
<input type="radio"/>	Rockfish - South Station (Route 250 and I-64)	<input type="radio"/>

8. During this visit to Shenandoah NP, how did the following sounds affect your personal group's park experience? Please mark (●) one answer for each sound.

Sound	Detracted from	No effect	Added to	Did not experience
Sounds of aircraft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sounds of generators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sounds of motorcycles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sounds made by other visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other sounds (Please specify) _____	<input type="radio"/>	n/a	<input type="radio"/>	n/a

9. On this visit to Shenandoah NP, which of the following sites did you and your personal group visit? Please mark (●) **all** that apply on the map below.



10. On this trip, how much time did you and your personal group spend in Shenandoah NP? Please list partial hours as ¼, ½, ¾.

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

11. a) Please mark (●) all of the concession services and facilities that you and your personal group **used** during this visit to Shenandoah NP.

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

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

a) Concession service/facility used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
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<input type="radio"/> Assistance from lodging, restaurant, or retail staff	_____	_____
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Elkwallow

<input type="radio"/> Campstore/gift shop	_____	_____
<input type="radio"/> Food counter	_____	_____

Skylan

<input type="radio"/> Dining room/tap room	_____	_____
<input type="radio"/> Gift shop	_____	_____
<input type="radio"/> Horseback riding	_____	_____
<input type="radio"/> Lodging	_____	_____

Lewis Mountain Campground

<input type="radio"/> Campstore	_____	_____
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Big Meadows Lodge

<input type="radio"/> Gift shop	_____	_____
<input type="radio"/> Dining room/tap room	_____	_____
<input type="radio"/> Lodging	_____	_____

12. a) Please mark (●) all of the concession services and facilities that you and your personal group **used** during this visit to Shenandoah NP.

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

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

a) Concession service/facility used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
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Big Meadows Wayside

<input type="radio"/> Campstore/gift shop	_____	_____
<input type="radio"/> Food service	_____	_____
<input type="radio"/> Gas station	_____	_____
<input type="radio"/> Showers/laundry	_____	_____

Loft Wayside

<input type="radio"/> Campstore/showers/laundry	_____	_____
<input type="radio"/> Gift shop	_____	_____
<input type="radio"/> Restaurant	_____	_____

13. a) On this visit to Shenandoah NP, did you and your personal group bring any electronic devices (cell phone, laptop computer, etc.) with you?

Yes → **Go to part (b) of this question**

No → **Go to part (c) of this question**

b) What did you and your personal group use the device(s) for? Please mark (●) **all** that apply.

<input type="radio"/> Access park information	<input type="radio"/> Entertainment
<input type="radio"/> Call for emergency help	<input type="radio"/> Navigation
<input type="radio"/> Communicate with friends/relatives/others outside park	
<input type="radio"/> Other (Please specify) _____	

c) If you were to visit Shenandoah NP in the future, which types of park information would you and your personal group like to be able to access via electronic devices? Please mark (●) **all** that apply.

- None → **Go to Question 14**
- Availability of campgrounds Current weather conditions
- Availability of services in park Park program schedule
- Current road conditions
- Other (Please specify) _____

14. a) Please mark (●) **all** of the information services and facilities that you and your personal group **used** at Shenandoah NP during this visit.

b) For only those services and facilities that you and your personal group **used**, please rate their **importance** to your visit from 1-5.

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

a) Information service/facility used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
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- | | | |
|---|-------|-------|
| <input type="radio"/> Assistance from park staff | _____ | _____ |
| <input type="radio"/> Directional signs inside park | _____ | _____ |
| <input type="radio"/> Directional signs outside park | _____ | _____ |
| <input type="radio"/> Exhibit panels at overlooks | _____ | _____ |
| <input type="radio"/> Exhibit panels at trailheads | _____ | _____ |
| <input type="radio"/> Free trail maps | _____ | _____ |
| <input type="radio"/> Park brochure/map | _____ | _____ |
| <input type="radio"/> Park films/exhibits at visitor centers | _____ | _____ |
| <input type="radio"/> Park newspaper (<i>Shenandoah Overlook</i>) | _____ | _____ |
| <input type="radio"/> Park radio station (AM 1610) | _____ | _____ |
| <input type="radio"/> Ranger-led programs/walks | _____ | _____ |
| <input type="radio"/> Sales publications at visitor centers | _____ | _____ |

15. a) Please mark (●) **all** of the visitor services and facilities that you and your personal group **used** at Shenandoah NP during this visit.

b) For only those services and facilities that you and your personal group **used**, please rate their **importance** to your visit from 1-5.

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

a) Visitor service/facility used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
--	--	---

- | | | |
|---|-------|-------|
| <input type="radio"/> Backcountry trail shelters and huts | _____ | _____ |
| <input type="radio"/> Byrd Visitor Center (overall) | _____ | _____ |
| <input type="radio"/> Dickey Ridge Visitor Center (overall) | _____ | _____ |
| <input type="radio"/> Park campgrounds | _____ | _____ |
| <input type="radio"/> Picnic areas | _____ | _____ |
| <input type="radio"/> Restrooms | _____ | _____ |
| <input type="radio"/> Trails | _____ | _____ |

16. a) If you were to attend a ranger-led program at Shenandoah NP in the future, which program length would you and your personal group prefer? Please mark (●) **one**.

- | | |
|--------------------------------------|-----------------------------------|
| <input type="radio"/> Under 1/2 hour | <input type="radio"/> 1 - 2 hours |
| <input type="radio"/> 1/2 - 1 hour | <input type="radio"/> Other _____ |

b) Which time of day would be most suitable for you and your personal group to attend a ranger-led program? Please mark (●) **one**.

- | | | |
|------------------------------------|-----------------------------------|---|
| <input type="radio"/> 8 - 10 am | <input type="radio"/> Noon - 2 pm | <input type="radio"/> After 4 pm |
| <input type="radio"/> 10 am - Noon | <input type="radio"/> 2 pm - 4 pm | <input type="radio"/> Other (Specify) _____ |

17. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Shenandoah NP during this visit? Please mark (●) **one**.

- | Very poor | Poor | Average | Good | Very good |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

18. a) Shenandoah NP was established to protect the natural, scenic, and cultural resources while providing for public enjoyment. How important is protection of the following to you and your personal group? Please mark (●) one answer for each attribute/resource/experience.

Attribute/resource/experience	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear, starry night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural landscapes (historic gardens, farmland, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic structures (buildings, walls, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native animals (including birds)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic vistas and overlooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scientific research in park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude/wilderness experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) Would you and your personal group be interested in learning more about scientific research in the park?

- Yes No → **Go to Question 19**

c) If YES, which sources would you and your personal group prefer to learn about scientific research in the park? Please mark (●) all that apply.

- Brochures Park website
 Exhibits Ranger-led programs
 Park newsletter Social media (Twitter, Facebook, etc.)
 Other (Please specify) _____

19. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

- Yes No → **Go on to Question 20**

b) If YES, what services or activities were difficult to access/participate in?

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 Yes No
 b) School/educational group Yes No
 c) Other group (business, church, scout, etc.) Yes 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, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

- Alone Friends
 Family Family and friends
 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, leave blank.

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	Number of visits to Shenandoah NP (including this visit)	
			c) Past 5 years	d) Lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

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

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. When visiting an area such as Shenandoah NP, which language(s) do you and most members of your personal group prefer to use for the following?

- a) Speaking: English Other (Specify) _____
- b) Reading: English Other (Specify) _____

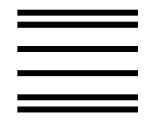
25. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

- Some high school Bachelor's degree
- High school diploma/GED Graduate degree
- Some college

26. Is there anything else you and your personal group would like to tell us about your visit to Shenandoah NP?

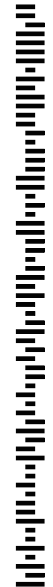
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