



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



Big South Fork National River and Recreation Area Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Big South Fork National River and Recreation Area
4564 Leatherwood Road
Oneida, TN 37841

IN REPLY REFER TO:

September 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Big South Fork National River and Recreation Area. This information will assist us in our efforts to better manage this park, 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 about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. Postal mailbox.

If you have any questions, please contact Lena Le, NPS VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: lenale@uidaho.edu.

We appreciate your help.





Sincerely,

Niki Stephanie Nicholas
Superintendent

DIRECTIONS

At the end of your visit:

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**. Please do not use pencil.

Like this: ● Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. Postal mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Big South Fork National River and Recreation Area. Your response is voluntary. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: lenale@uidaho.edu.

Your Visit To Big South Fork National River and Recreation Area

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. a) Prior to this visit, how did your personal group obtain information about Big South Fork National River and Recreation Area (NRRA)? Please mark (●) **all** that apply in column (a).

Did not obtain information prior to visit → **Go to part (b) of this question**

b) If you were to visit Big South Fork NRRA in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Big South Fork NRRA website: www.nps.gov/biso
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (such as Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

c) From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

No Yes → **Go to Question 2**

- d) If NO, what type of park information did your personal group need that was not available? Please be specific.
-
2. a) Prior to your visit, were members of your personal group aware of food storage regulations in bear country at Big South Fork NRRRA?
- Yes No
- b) During your visit, did your personal group learn about bear country food storage regulations from rangers, brochures, exhibits, or by other means?
- Yes No
3. On this visit, how much **total** time (both on land and on the river) did your personal group spend visiting Big South Fork NRRRA? Please list partial hours or days as $\frac{1}{4}$, $\frac{1}{2}$, or $\frac{3}{4}$.
- _____ Number of hours, if **less than 24 hours**
OR
_____ Number of days, if **24 hours or more**
4. a) Was every member in your personal group a resident (year round or part time) of Big South Fork NRRRA or of the **area** (within 50 miles of the park)?
- No Yes → **Go to Question 5**
- b) For the non-resident members in your personal group, what was the primary reason they came to the Big South Fork NRRRA **area** (within 50 miles of the park) on this trip? Please mark (●) **one**.
- Visit Big South Fork NRRRA
- Visit other national/state/local public lands
- Visit other attractions in the area
- Visit friends/relatives in the area
- Business
- Just passing through to another destination
- Other (Please specify) _____
5. a) On this trip, did your personal group stay overnight away from home inside Big South Fork NRRRA or in the **area** (within 50 miles of the park)?
- Yes No → **Go to Question 6**

b) If YES, please list the number of nights your personal group stayed inside Big South Fork NRRRA and in the local **area** (within 50 miles of the park).

Number of nights **inside** Big South Fork NRRRA _____

Number of nights in Big South Fork NRRRA **area** (within 50 miles) _____

c & d) In which type(s) of accommodations did your personal group spend the night(s) inside the park and in the local area? Please mark (●) **all** that apply.

Accommodation	c) Inside park	d) Outside park
Lodge, motel, rented condo/home, cabin, B&B	<input type="radio"/>	<input type="radio"/>
Residence of friends or relatives	<input type="radio"/>	<input type="radio"/>
RV/trailer/tent camping in a developed campground	<input type="radio"/>	<input type="radio"/>
Backcountry camping	<input type="radio"/>	<input type="radio"/>
Horse camp	<input type="radio"/>	<input type="radio"/>
Personal seasonal residence	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>

c) Inside park _____ d) Outside park _____

6. On this trip to Big South Fork NRRRA area, please mark (●) **all** other attractions in the area that your personal group visited.

- Visited Big South Fork NRRRA only → **Go to Question 7**
- Cumberland Falls State Resort Park Historic Rugby, TN
- Cumberland Trail State Park Historic Stearns, KY
- Pickett State Rustic Park and Forest Other (Specify below)

7. On this visit, were the signs directing your personal group to and around Big South Fork NRRRA adequate? Please mark (●) **one** answer for each of the following.

- a) Interstate signs Yes No Did not use
- b) State highway signs Yes No Did not use
- c) Signs in local communities Yes No Did not use
- d) Signs in the park Yes No Did not use

e) If you answered NO for any of the above, please explain.

Interstate _____

State highway _____

In local communities _____

In park _____

8. On this visit to Big South Fork NRRRA, please mark (●) **all** the sites within the park that your personal group visited on the map below.



9. a) On this visit, in which activities did your personal group participate within Big South Fork NRRA? Please mark (●) **all** that apply in column (a).
- b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Biking
<input type="radio"/>	<input type="radio"/>	Birdwatching/wildlife viewing/wildflower viewing
<input type="radio"/>	<input type="radio"/>	Camping in developed campground
<input type="radio"/>	<input type="radio"/>	Climbing
<input type="radio"/>	<input type="radio"/>	Fishing
<input type="radio"/>	<input type="radio"/>	Hiking/walking
<input type="radio"/>	<input type="radio"/>	Horseback riding/wagon riding
<input type="radio"/>	<input type="radio"/>	Hunting/trapping
<input type="radio"/>	<input type="radio"/>	Obtaining National Park passport stamp
<input type="radio"/>	<input type="radio"/>	Overnight backpacking
<input type="radio"/>	<input type="radio"/>	Participating in Junior Ranger programs
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Stopping at scenic overlooks
<input type="radio"/>	<input type="radio"/>	Water sports (rafting, canoeing, kayaking, etc.)
<input type="radio"/>	n/a	Other – this visit Specify)
n/a	<input type="radio"/>	Other – future visit (Specify)

10. a) Please mark (●) **all** the information services and facilities that your personal group **used** at Big South Fork NRRRA during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Information services/facilities used?	b) If used, how important?	c) If used, what quality?
Mark (●)	1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Campgrounds	_____	_____
<input type="radio"/> Charit Creek Lodge	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park newspaper	_____	_____
<input type="radio"/> Park website: www.nps.gov/biso used before or during visit	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Roadside overlook exhibits	_____	_____
<input type="radio"/> Scenic Railway Train	_____	_____
<input type="radio"/> Stables	_____	_____
<input type="radio"/> Trails	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Visitor center (overall)	_____	_____

11. If you were to visit Big South Fork NRRRA in the future, what additional facilities would your personal group like to have available? Please be specific.

12. If you were to visit Big South Fork NRRRA in the future, what would your personal group like to have available for purchase at the visitor center bookstore?

- Nothing → **Go to Question 13**
- Additional publications (books, brochures, maps, etc.)
List subjects that you are interested in _____
- Convenience items (disposable cameras, batteries, bottled water, etc.)
- Souvenir items (tee shirts, etc.)
- Other (Please specify) _____

13. For this visit, which were the reasons that your personal group chose to visit Big South Fork NRRRA rather than other destinations? Please mark (●) **all** that apply.

- | | |
|---|--|
| <input type="radio"/> A national park site | <input type="radio"/> Horseback riding opportunities |
| <input type="radio"/> Area that closest to home | <input type="radio"/> Hunting/fishing opportunities |
| <input type="radio"/> Bicycling opportunities | <input type="radio"/> Most affordable |
| <input type="radio"/> Hiking/camping opportunities | <input type="radio"/> Scenery |
| <input type="radio"/> Historical/cultural resources | <input type="radio"/> Special events |
| <input type="radio"/> Water sport opportunities (rafting, canoeing, kayaking, etc.) | |
| <input type="radio"/> Other (Please specify) _____ | |

14. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Big South Fork NRRRA 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"/> |

15. If you were a manager planning for the future of Big South Fork NRRRA what would your personal group propose?

16. It is the National Park Service’s responsibility to protect Big South Fork NRRRA natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Backcountry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear night sky	<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"/>
Cultural landscapes (including historic farms and historic buildings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developed recreation facilities (campgrounds, trails, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<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"/>
Native wildlife/fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural features (such as the gorge, arches, streams)	<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 views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. For your personal group, please estimate all expenditures for the items listed below for this visit to Big South Fork NRRRA and the surrounding **area** (within 50 miles of the park). **Please write "0" if no money was spent in a particular category.**

a) Please list your personal group's total expenditures inside Big South Fork NRRRA

b) Please list your personal group's total expenditures in the communities in **surrounding area** outside the park (within 50 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Big South Fork NRRRA.

Expenditures	a) Inside Big South Fork NRRRA	b) In the communities within 50 miles
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, motel, rented condo/ home, cabin, etc.	\$ _____	\$ _____
Camping fees and charges (including backcountry)	\$ _____	\$ _____
Horseback riding guide fees and charges	\$ _____	\$ _____
Water rafting/kayaking/canoeing guide fees and rental charges	\$ _____	\$ _____
Other guide fees and charges	\$ _____	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Train tickets from Stearns to Blue Heron	n/a	\$ _____
Other transportation expenses (rental cars, auto repairs, taxis, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees	n/a	\$ _____
All other expenditures (souvenirs, books, sporting goods, donations, etc.)	\$ _____	\$ _____

c) How many people do the above expenses cover? Please write "0" if no children were covered by the expenditures.

_____ Adults (18 years or over)

_____ Children (under 18 years)

18. a) On this visit to Big South Fork NRRRA, were there any support services or products that your personal group needed but not available inside the park or in the area (within 50 miles of the park)?

- Yes No → **Go to Question 19**

b) If YES, what were the products/services that your personal group needed but were not available? Please be specific.

Location	Service/product
_____	_____
_____	_____
_____	_____

19. If you were to visit Big South Fork NRRRA in the future, how would your personal group prefer to learn about cultural and natural history/features of the park? Please mark (●) **all** that apply.

- Not interested in learning about the park → **Go to Question 20**
- Indoor exhibits Cell phone tour
- Interactive computer programs Outdoor exhibits
- Park website: www.nps.gov/biso Smart phone apps
- Volunteer opportunities Special events
- Audiovisual programs (DVD, video, or audio)
- Hands-on activities with touchable subjects/artifacts
- Living history demonstrations
- Other electronic medias (downloadable digital files, podcasts, Facebook, etc.)
- Ranger-led programs
- Self-guided with printed materials (brochures, books, maps, etc.)
- Other (Please specify) _____

b) What is the race of each member of your personal group? Please mark (●) **one or more** for 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. For 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.	c) What year was your first visit to the Big South Fork NRRRA?	d) Number of times visited the Big South Fork NRRRA up to date (including this visit)
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

25. Is there anything else your personal group would like to tell us about your visit to Big South Fork NRRRA?

Thank you for your help! Please seal the questionnaire in the postage paid envelope provided and drop it in any U.S. Postal mailbox.

OFFICIAL BUSINESS

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

