



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

Visitor Services Project



Kings Mountain National Military Park Visitor Study

Spring 2006



University of Idaho

Park Studies Unit
Visitor Services Project
Report 174



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February 2007

Marc F. Manni
Elizabeth R. Barrie
Steven J. Hollenhorst

Marc Manni is a National Park Service VSP Research Analyst, and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. Dr. Elizabeth Barrie, Visiting Research Associate, Epply Institute for Parks and Public Lands, Indiana University Research Park, oversaw the survey fieldwork. We thank David Vollmer and the staff and volunteers of Kings Mountain National Military Park for their assistance with this study. This study was partially funded by the Recreation Fee Program.

**Visitor Services Project
Kings Mountain National Military Park
Report Summary**

- This report describes the results of a visitor study at Kings Mountain National Military Park (NMP) during May 21-27, 2006. A total of 343 questionnaires were distributed to visitor groups. Of those, 228 questionnaires were returned, resulting in a 66.5% response rate.
- This report profiles a sample of Kings Mountain NMP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-four percent of visitor groups were in groups of two, 26% were in groups of three or four, and 13% were groups of five or more. Sixty-two percent of the visitor groups were family groups. Fifty-seven percent of visitors were ages 31-65 years and 23% were ages 15 years or younger.
- Fifty-five percent of visitors visited Kings Mountain NMP for the first time in their lifetime and 70% visited for the first time in the last 12 months. Thirty-one percent of visitors (16 years or older) had some college education and 29% held a bachelor's degree.
- United States visitors were from North Carolina (42%), South Carolina (30%), and 27 other states. International visitors, comprising 2% of the total visitation, had too few respondents to provide reliable data.
- Prior to this visit, visitor groups most often obtained information about Kings Mountain NMP through living in the local area (47%), previous visits (43%), friends/relatives/word of mouth (25%), and park website (20%). Fourteen percent of visitor groups did not obtain any information about the park before their visit. Most groups (90%) received the information they needed about the park.
- Forty-six percent of visitor groups reported that the park was their primary destination. Forty percent of visitor groups' reason for traveling to the Kings Mountain NMP area (within 45-minute drive of park) was to visit Kings Mountain NMP, while 12% came to visit Kings Mountain State Park. Sixty-eight percent of visitor groups visited the park to learn Revolutionary War history.
- Sixty-four percent of visitor groups spent up to two hours at the park. Forty-four percent of visitor groups reported they spent the amount of time they had planned at the park, while 40% did not have a planned amount of time set aside to visit the park.
- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by 219 visitor groups included the visitor center exhibits (87%) and visitor center restrooms (85%). The services/ facilities that received the highest combined proportions of "extremely important" and "very important" ratings included Battlefield Trail (93%, N=125) and visitor center restrooms (92%, N=174). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included assistance from park staff (96%, N=105), and Battlefield Trail (93%, N=123).
- The average total expenditures in and outside the park (within 45-minute drive of park) per visitor group was \$115. The median visitor group expenditure (50% of groups spent more, 50% of group spent less) was \$27. The average per capita expenditure was \$61.
- Most visitor groups (94%) rated the overall quality of services, facilities, and recreational opportunities at Kings Mountain NMP as "very good" or "good." Less than 1% of visitor groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho (208) 885-7863 or the following website <http://www.psu.uidaho.edu>

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INTRODUCTION

This report describes the results of a visitor study at Kings Mountain NMP during May 21-27, 2006 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit (PSU) at the University of Idaho.

Organization of the report

The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire. Instead, the results are presented in the following order:

- *Demographics*
- *Information Prior to Visit*
- *Information During Visit*
- *Ratings of the Park Services, Facilities, Elements, Attributes, Resources, and Value for Fee Paid*
- *Expenditures*
- *Information about Future Preferences*
- *Overall Quality*
- *Visitor Comments*

Section 3: **Appendices**

Appendix 1: The *Questionnaire* contains a copy of the original questionnaire distributed to groups.

Appendix 2: *Additional Analysis* contains a list of options for cross-references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias*

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the PSU. Copies of these reports can be obtained by contacting the PSU office at (208) 885-7863 or visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>.

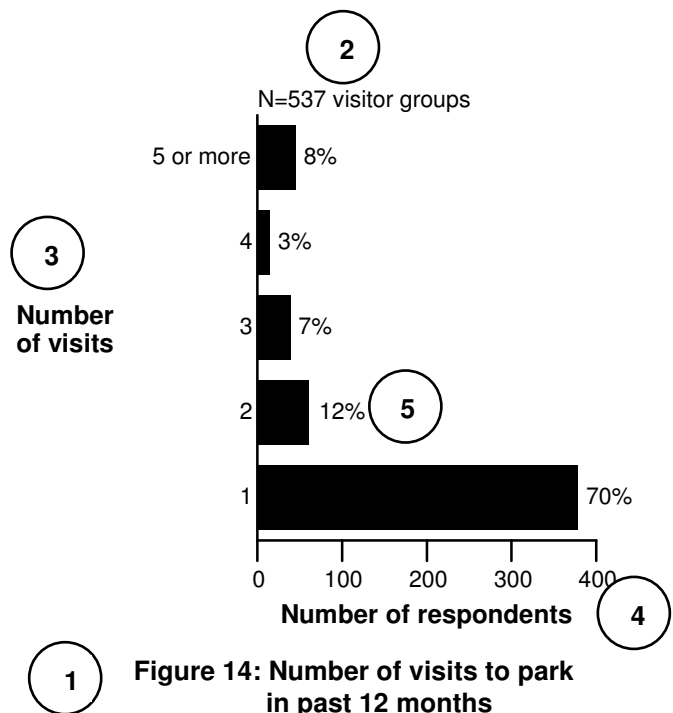
Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.
- * appears when total percentages do not equal 100 due to rounding.
- ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with each visitor group that arrived at Kings Mountain NMP visitor center during the period from May 21-27, 2006. Three hundred sixty visitor groups were contacted and 343 of these groups (95.3%) accepted the questionnaire. Questionnaires were completed and returned by 228 visitor groups, resulting in a 66.5% response rate for this study.

Questionnaire design

The Kings Mountain NMP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Kings Mountain NMP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Kings Mountain NMP questionnaire. However, all questions followed OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes, with the person with the next birthday, was used to determine group size, group type, and the age of the group member (at least 16 years of age) who would complete the questionnaire. These individuals were asked for their names, addresses, and telephone numbers to mail them a reminder/thank you postcard and follow-ups. Visitor groups were given a questionnaire, asked to complete it after their visit, and then return it by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and an SQL/PHP custom designed application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of May 21-27, 2006. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The survey dates were chosen to include the annual "Military Through the Ages" event that is traditionally held during the Memorial Day weekend. The weather was mostly sunny with short periods of rain on two days. The temperatures during the survey period ranged from the 60's to 90's.

Checking Non-response Bias

At Kings Mountain NMP, 360 visitor groups were contacted and 343 of these groups (95.3%) accepted the questionnaire. Questionnaires were completed and returned by 228 visitor groups, resulting in a 66.5% response rate for this study. The two variables used to check non-response bias were age of the group member who actually completed the questionnaire and group size.

Table 1 shows there is insignificant differences between respondent and non-respondent group sizes. The average age of the respondents is significantly higher than the average age of the non-respondents indicating there is potential bias in the results of the survey in that younger visitors may be under-represented in the results. See Appendix 3 for more details of the non-response bias checking procedure.

Table 1: Comparison of respondents and non-respondents

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Age	222	48	114	42	<0.001
Group size	226	3	115	4	0.155

The average age of the respondents is significantly higher than the average age of the non-respondents indicating there is a potential bias in the results of the survey in that younger visitors may be under-represented.

RESULTS

Demographics

Visitor group size

Question 16a

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

Results

- 44% of visitors were in groups of two (see Figure 1).
- 39% were in groups of three or more.

Number
of people

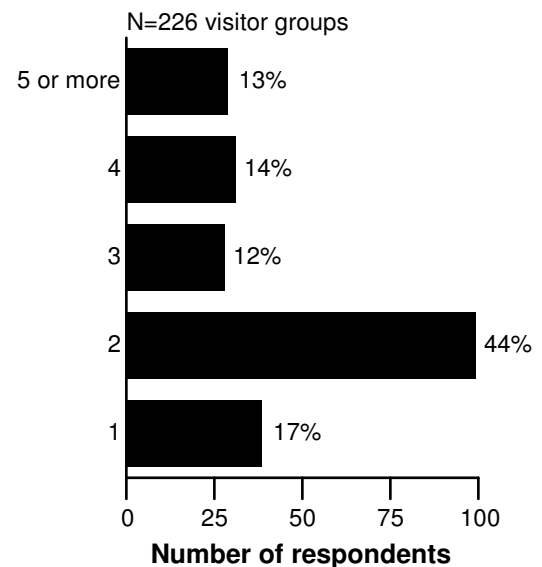


Figure 1: Visitor group size

Visitor group type

Question 15

On this visit, what kind of personal group (not guided tour/school group) were you with?

Results

- 62% of visitor groups were made up of family members (see Figure 2).
- 21% were alone.
- “Other” groups (3%) included:

Business associates
Residents of assisted living center
Old Hickory Association
Scout group

Group

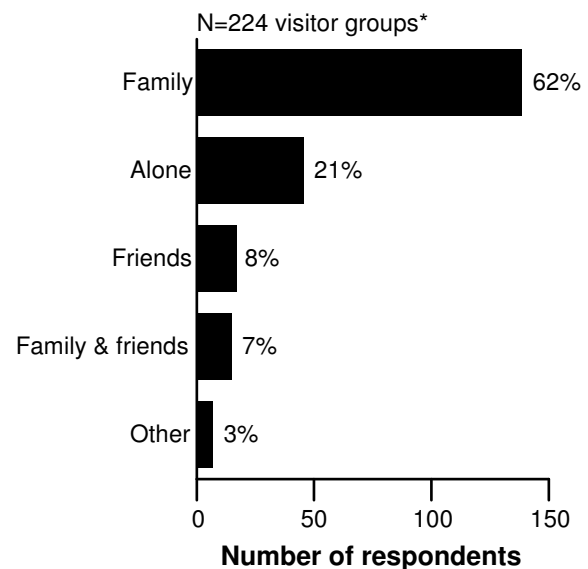


Figure 2: Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 14a

On this visit, were you and your personal group with a guided tour group?

Results

- 1% of visitor groups were traveling with a guided tour group (see Figure 3).

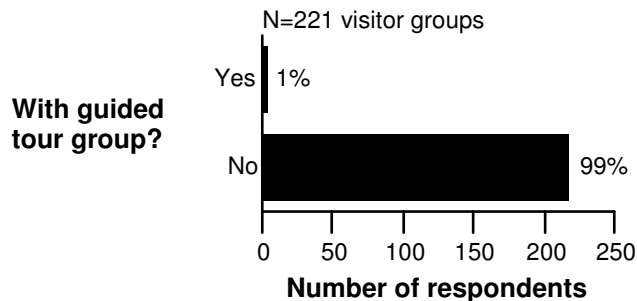


Figure 3: Visitors traveling with a guided tour group

Question 14b

On this visit, were you and your personal group with a school/educational group?

Results

- 3% of visitor groups were traveling with a school/educational group (see Figure 4).

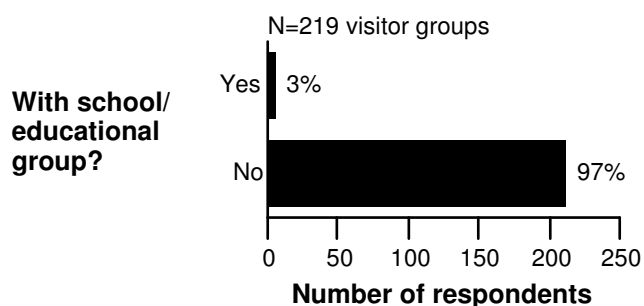


Figure 4: Visitors traveling with a school/educational group

Question 14c

On this visit, were you and your personal group with an other organized group (such as business group, scout group, etc.)?

Results

- 3% of visitor groups were traveling with an other organized group (see Figure 5).

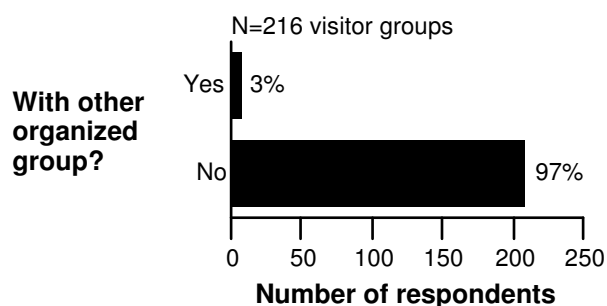


Figure 5: Visitors traveling with an other organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor gender

Question 17a

For you and your personal group (up to seven members), what is your gender?

Results

- 57% of visitors were male (see Figure 6).
- 43% were female.

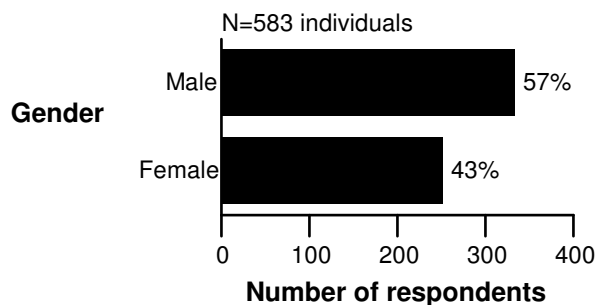


Figure 6: Visitor gender

Visitor age

Question 17b

For you and your personal group (up to seven members), what is your current age?

Results

- Visitor ages ranged from 1 to 84 years old.
- 57% of visitors were in the 31-65 years age group (see Figure 7).
- 23% were 15 years or younger.
- 9% were 66 years or older.

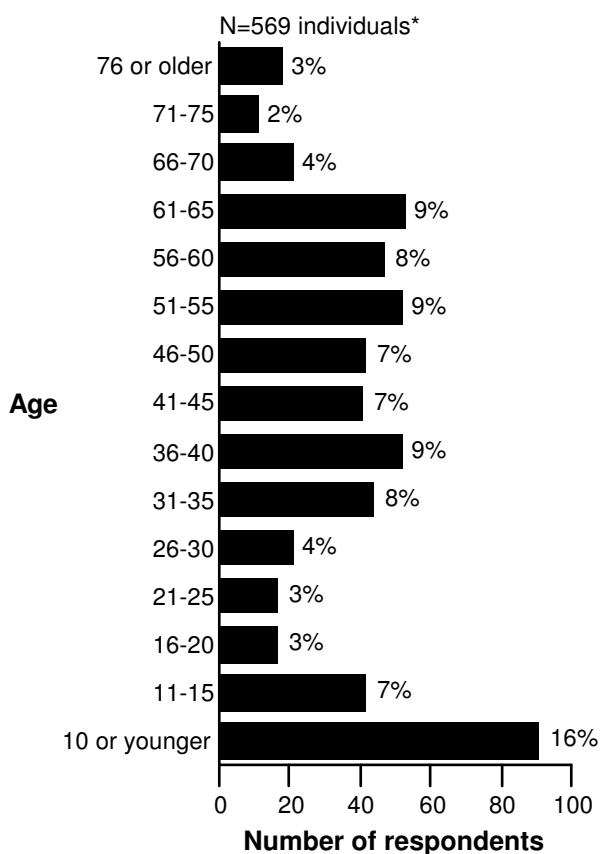


Figure 7: Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent ethnicity

Question 20a

For you only, are you Hispanic or Latino?

Results

- 3% of respondents were Hispanic or Latino (see Figure 8).

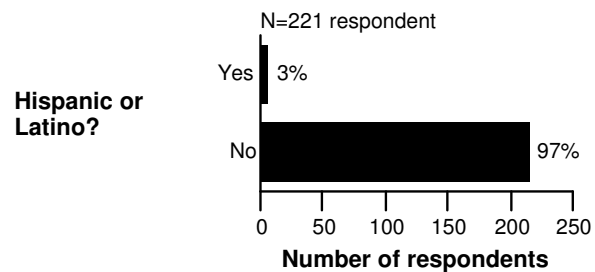


Figure 8: Respondent ethnicity

Respondent race

Question 20b

Which of these categories best indicates your race? Answer only for yourself.

Results

- 98% of respondents were White (see Figure 9).

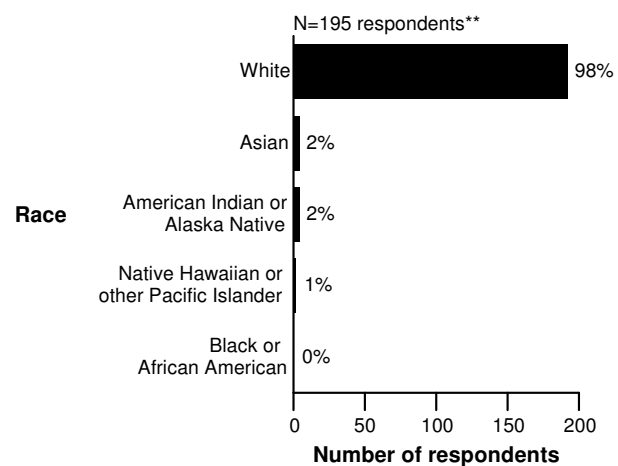


Figure 9: Respondent race

Visitor level of education

Question 18

For you and each group member (age 16 and over) on this visit, please indicate the highest level of education completed.

Note: Response was limited to seven members from each visitor group.

Results

- 31% of visitors completed some college (see Figure 10).
- 29% held a Bachelor's degree.

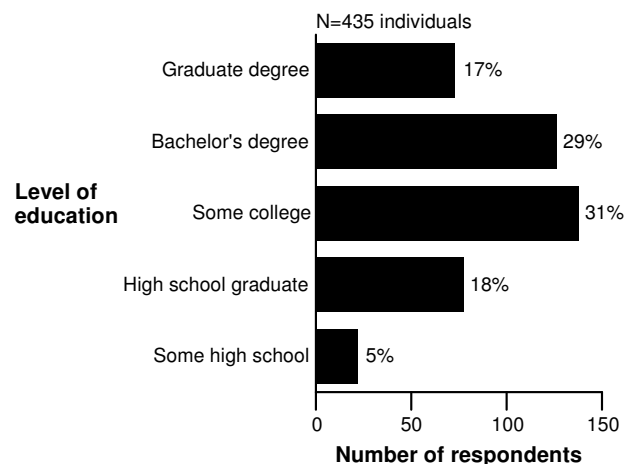


Figure 10: Visitor level of education

*total percentages do not equal 100 due to rounding

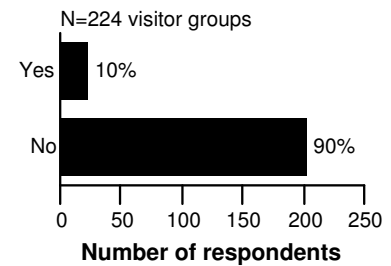
**total percentages do not equal 100 because visitors could select more than one answer

Visitors with disabilities/impairments

Question 19a

Does anyone in your group have any disabilities/impairments that affected their visit to Kings Mountain NMP?

**Any disabilities/
impairments?**



Results

- 10% of visitor groups had members with disabilities/impairments that affected their park experience (see Figure 11).

Figure 11: Visitors with disabilities/impairments

Question 19b

If YES, what kind of disability/impairment?

Results - Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable data (see Figure 12).
- “Other” types of disabilities/impairments (17%) included:

Back problems
Diabetes

**Disability/
impairment**

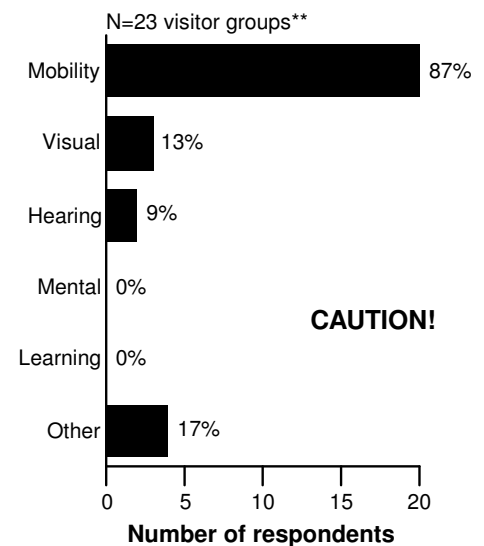


Figure 12: Type of disability/impairment

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 19c

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

Results - **Interpret with CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 13).

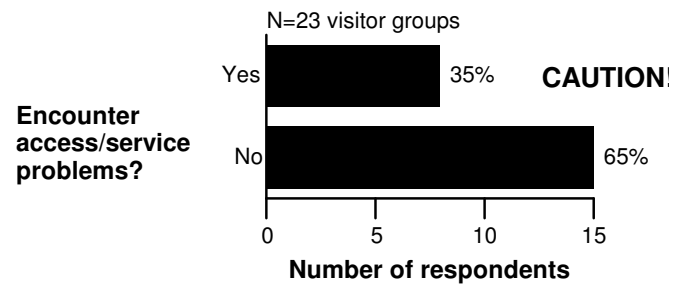


Figure 13: Visitors who encountered access and/or service problems due to disabilities/impairments

Question 19d

If YES, what was the problem?

Results - **Interpret with CAUTION!**

- Problems mentioned by visitor groups included:

General difficulty walking trail
 Steepness of trail made it difficult to fully enjoy Battlefield Trail
 Couldn't walk trail because spouse couldn't
 Too far to walk from parking lot to restroom
 Long walk to the visitor center
 Need more benches along the trail

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to the park in past 12 months

Question 17d

How many times have you visited the park in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 70% of visitors were visiting the park for the first time in the past 12 months (see Figure 14).
- 19% visited two or three times.
- 11% visited four or more times.

Number of visits

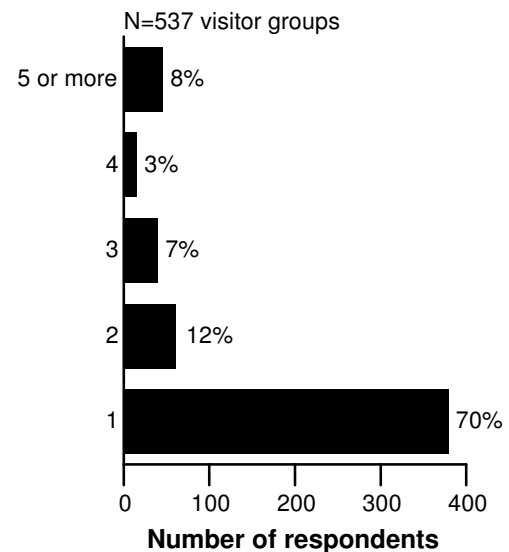


Figure 14: Number of visits to park in past 12 months

Number of visits to the park in visitors' lifetime

Question 17e

How many times have you visited the park in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 55% of visitors visited the park for the first time (see Figure 15).
- 26% visited four or more times.
- 18% visited two or three times.

Number of visits

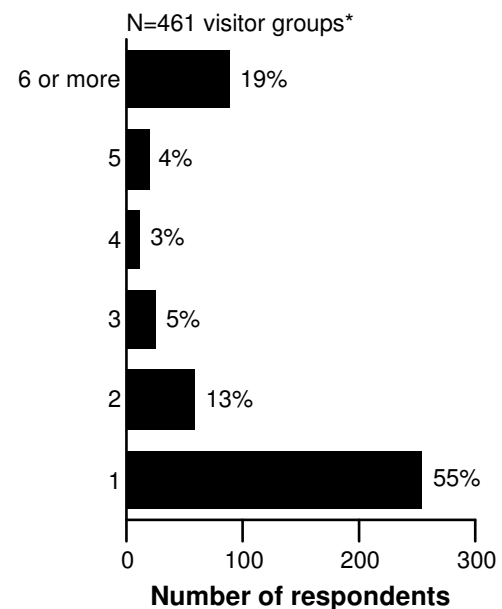


Figure 15: Number of visits to park in visitors' lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 17c

What is your state of residence?

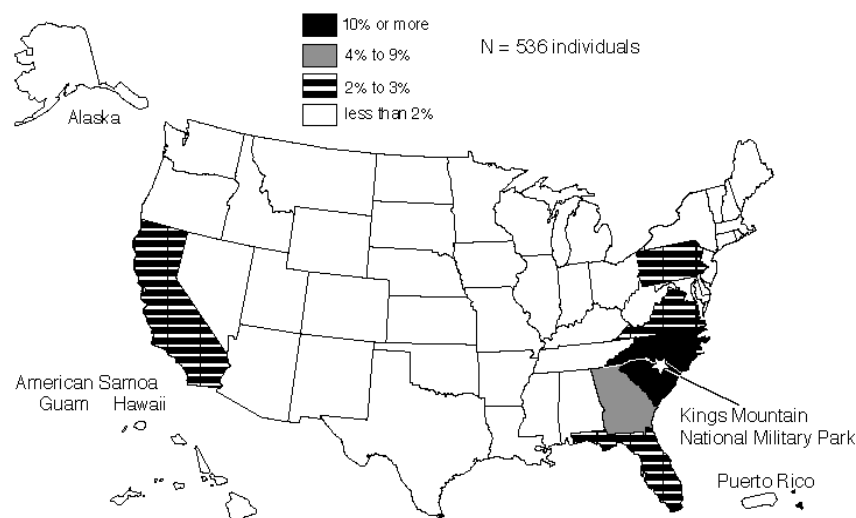
Table 2: United States visitors by state of residence*

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors comprised 98% (N=536) of total visitation to the park.
- 42% of visitors came from North Carolina (see Table 2 and Map 1).
- 30% came from South Carolina.
- Smaller proportions came from 27 other states.
- On average, U.S. visitors live 224 miles from park.

State	Number of visitors	Percent of U.S. visitors N=536 individuals	Percent of total visitors N=549 individuals
North Carolina	225	42	41
South Carolina	161	30	29
Georgia	24	5	4
Florida	15	3	3
California	12	2	2
Virginia	12	2	2
Pennsylvania	9	2	2
New Jersey	7	1	1
Texas	7	1	1
Alabama	6	1	1
Michigan	5	1	1
New York	5	1	1
Ohio	5	1	1
Colorado	4	1	1
Connecticut	4	1	1
Indiana	4	1	1
Maryland	4	1	1
West Virginia	4	1	1
Louisiana	3	1	1
Oregon	3	1	1
South Dakota	3	1	1
Tennessee	3	1	1
Washington	3	1	1
6 other states	8	1	1



Map 1: Proportions of United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence

Question 17c

What is your country of residence
(other than U.S.)?

Table 3: International visitors by country of residence*

CAUTION!

Results - **Interpret with CAUTION!**

- As shown in Table 3, international visitors comprised 2% (N=13) of total visitation to the park.

Country	Number of visitors	Percent of international visitors N=13 individuals	Percent of total visitors N=549 individuals
Canada	4	31	1
Columbia	4	31	1
United Kingdom	2	15	<1
England	1	8	<1
New Zealand	1	8	<1
Chile	1	8	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information Prior to Visit

Information sources prior to visit

Question 2a

Prior to this visit, how did you and your group obtain information about Kings Mountain NMP?

Results

- 14% of visitor groups did not obtain any information about the park prior to their visit (see Figure 16).

- As shown in Figure 17, of those who obtained information (86%), the most common sources of information included:

47% Live in local area
43% Previous visits
25% Friends/relatives/word of mouth
20% Park website

- “Other” sources of information (11%) included:

Charlie Wells Ace of Bass
Crowders Mountain State Park in NC
Sycamore Shoals State Historic Site in TN
Highway/road signs
Ancestor fought in battle
NPS passport book

**Obtain information
about park prior
to visit?**

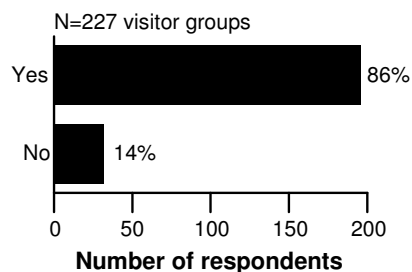


Figure 16: Visitors who obtained information about park prior to this visit

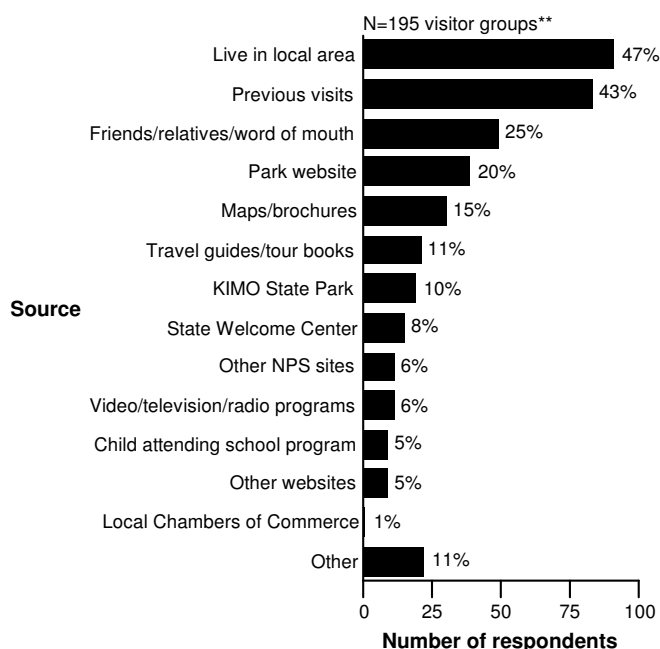


Figure 17: Sources of information used by visitor groups prior to this visit

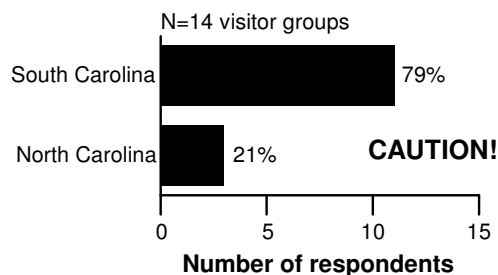
*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 2a

If you and your group obtained information from a State Welcome Center, which state was it located in?

**State
Welcome
Center**

Results - Interpret with **CAUTION!**

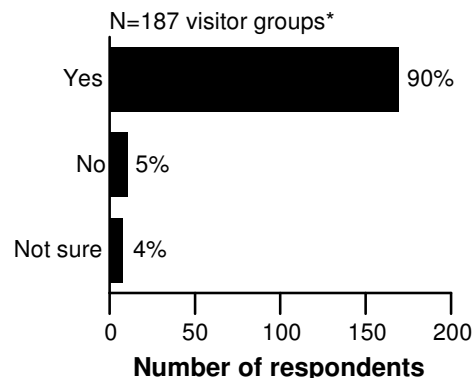
- Not enough visitor groups responded to this question to provide reliable data (see Figure 18).

Figure 18: Visitor groups who obtained needed information from a State Welcome Center

Question 2b

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

**Receive
needed
information?**



Results

- 90% of visitor groups obtained information they needed to prepare for this trip to Kings Mountain NMP (see Figure 19).

Figure 19: Visitor groups who obtained needed information prior to this visit to Kings Mountain NMP

Question 2c

If NO, what was the information you and your group needed that was not available?

Results

- Additional information that visitor groups needed but was not available through these sources included:

Amenities and services that park offered
 Park hours of operation
 Maps
 Map was unclear as to what the site was about
 There was a state park nearby
 Interested in Over Mountain Boys

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 2d

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.

Results - Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 20).

Rating

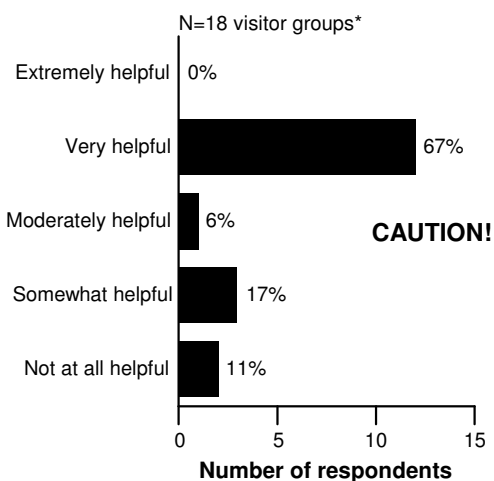


Figure 20: Helpfulness of park website

Question 2e

Do you and your group have any suggestions to improve the park website?

Results - Interpret with **CAUTION!**

- Suggestions for improvement included:

Better details about facilities
 Trail maps
 List of activities
 Schedule of events for special days
 More advertising on local stations for upcoming events
 Local information
 More information on history of battle
 More photos of sites at park
 Better menu bar (more information, easier navigation)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

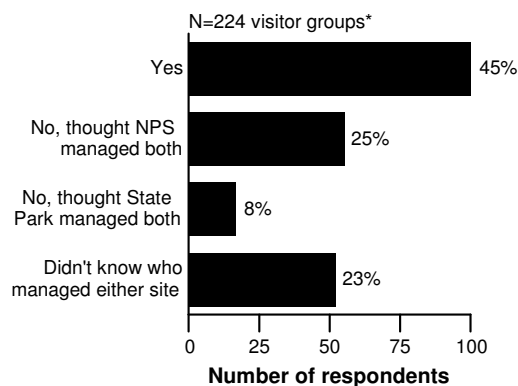
Visitor awareness of management of Kings Mountain National Military Park and Kings Mountain State Park

Question 1

The National Park Services manages Kings Mountain National Military Park, 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?

**Aware of
two groups
administering
sites?**



Results

- 45% of visitor groups were aware that two different organizations administered these sites (see Figure 21).
- 25% thought the National Park Service managed both sites.
- 23% did not know who managed either site.

Figure 21: Awareness of management of Kings Mountain National Military Park and Kings Mountain State Park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Awareness of prescribed burn policy

Question 22a

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 NMP, were you aware of this prescribed fire policy?

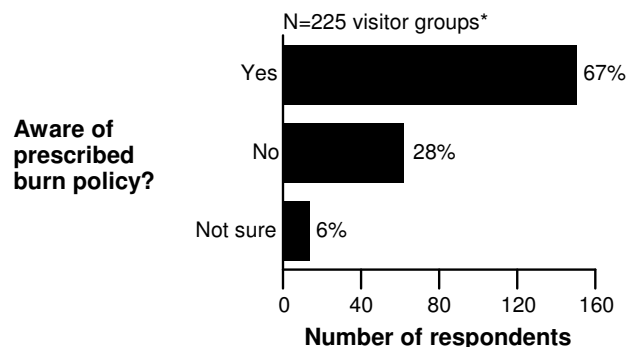


Figure 22: Visitor awareness of NPS prescribed burn policy

Results

- 67% of visitor groups were aware of the NPS prescribed burn policy (see Figure 22).

Question 22b

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 NMP?

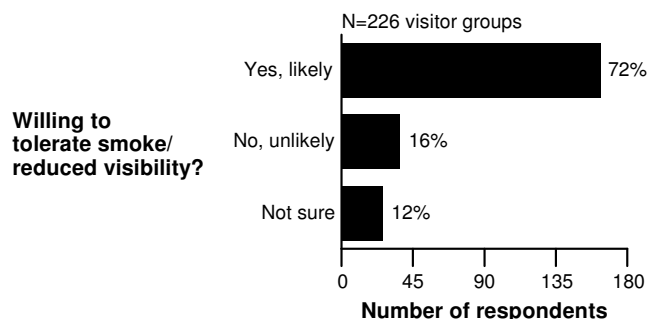


Figure 23: Willingness to tolerate occasional smoke or reduced visibility

Results

- 72% of visitor groups were likely to tolerate occasional smoke or reduced visibility on a future visit (see Figure 23).

Question 22c

Would you and your group be willing to tolerate temporarily blackened landscapes resulting from prescribed burns during a future visit to Kings Mountain NMP?

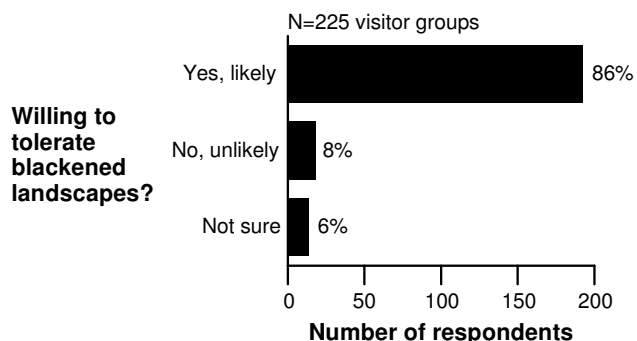


Figure 24: Willingness to tolerate temporarily blackened landscapes

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information During Visit

How Kings Mountain NMP fit into travel plans

Question 3

How did this visit to Kings Mountain NMP fit into your travel plans?

Results

- 46% of visitor groups reported the park was their primary destination (see Figure 25).
- 31% reported the park was one of several destinations.

Park as destination

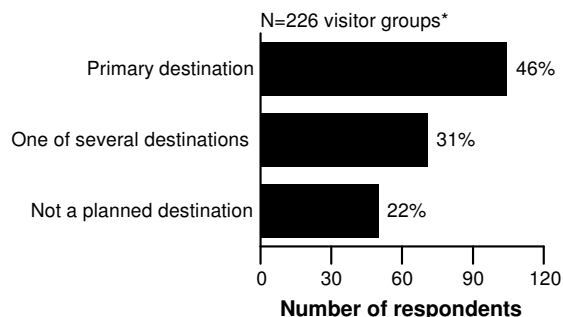


Figure 25: Park as destination

Reasons for visiting Kings Mountain NMP

Question 5

On this visit, what were the reasons that you and your group visited Kings Mountain NMP?

Results

- 68% of visitor groups visited the park to learn Revolutionary War history (see Figure 26).
- 52% visited to learn history.
- 51% traveled to the park to visit the visitor center.
- “Other” reasons for visiting the park (12%) included:

Reason for visit

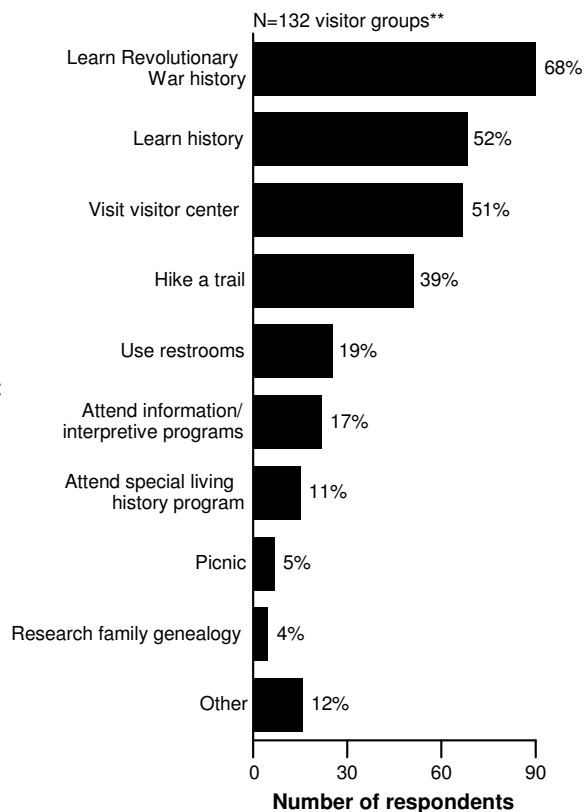


Figure 26: Reason for visiting the park

*total percentages do not equal 100 due to rounding

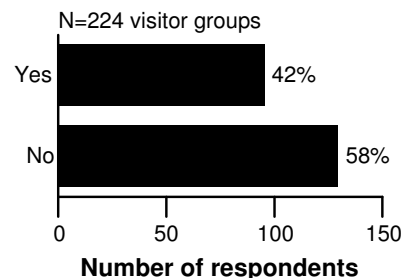
**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting Kings Mountain NMP area

Question 4

For this trip, what were the reasons that you and your group visited the Kings Mountain NMP area (within a 45-minute drive of the park)?

Resident of area?



Results

- 42% of visitor groups were residents of the local area (see Figure 27).
- As shown in Figure 28, the most common reasons for visiting the Kings Mountain NMP area were:

40% Visit Kings Mountain NMP
12% Visit Kings Mountain State Park
11% Visit other attractions in the area

- “Other” primary reasons (22%) for visiting included:

Passing through to another destination
Backpacking and camping
Military Through the Ages
Civil War reenactment
Historical research
Participate in letterboxing
Scouts working on historical trail patch

Figure 27: Resident of the Kings Mountain NMP area (within a 45-minute drive of park)

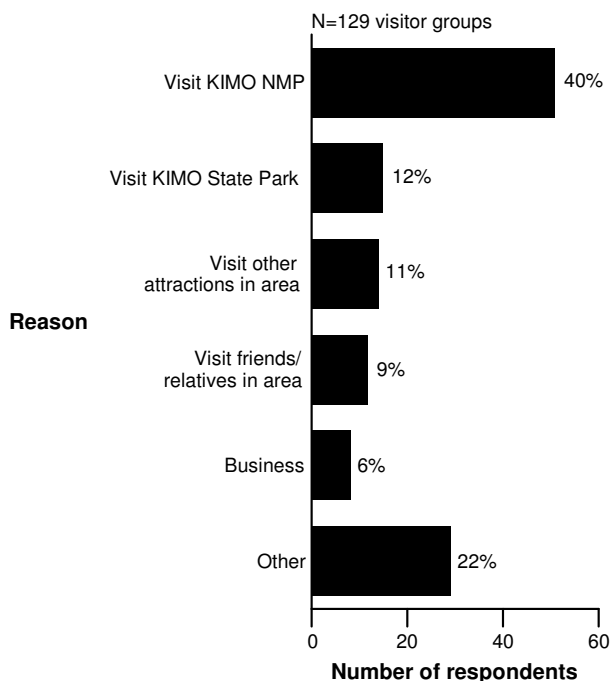


Figure 28: Reason for visiting the Kings Mountain NMP area (within a 45-minute drive of park)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited in the Kings Mountain NMP area

Question 6

On this trip, what other places did you and your group visit in the area (within a 45-minute drive)?

Results

- 54% of visitor groups visited Kings Mountain State Park (see Figure 29).
- 34% visited Cowpens NB, SC.
- “Other” sites visited (13%) included:

Lowes Motor Speedway
 Passing through area
 Walnut Plantation
 Business in Cleveland County
 Biltmore House Milliken Store
 Peachoid, State Parks of SC
 Daniel Stowe Botanical
 Gardens
 Strawberry Hill Farm

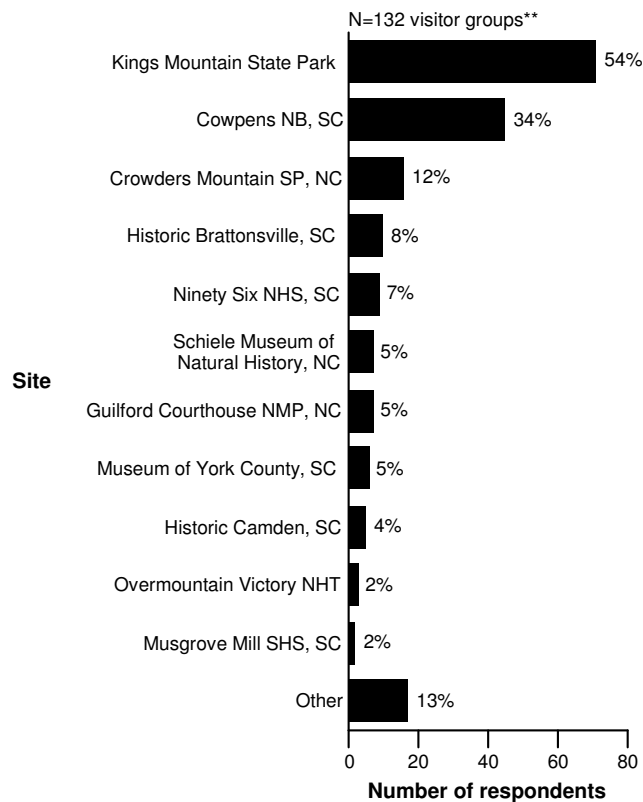


Figure 29: Sites visited in the area (within a 45-minute drive of park)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Travel route

Question 7

On this visit, what routes did you and your group use to arrive at Kings Mountain NMP?

Results

- 32% of visitor groups traveled via I-85 from North (see Figure 30).
- 25% traveled via I-85 from South.
- “Other” travel routes (10%) included:

Highway 29
NC Highway 74
NC Highway 216 from Kings Mountain
Highway 321
Love Valley Rd.
Battleground Rd. from NC
From Bessemer City, NC
From Kings Mountain, NC
From Shelby, NC
From Union, SC through small towns

Route

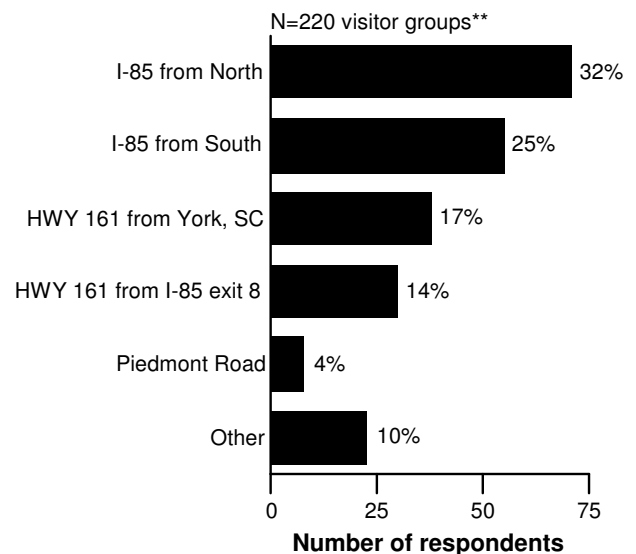


Figure 30: Travel route

Number of vehicles

Question 16b

For this visit, please list the number of vehicles that you and your group used to arrive at Kings Mountain NMP.

Results

- 91% of visitor groups used one vehicle to arrive at the park (see Figure 31).

Number of vehicles

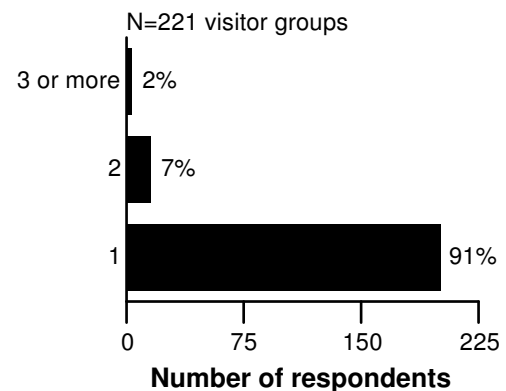


Figure 31: Number of vehicles used to arrive at park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overnight accommodations

Question 8a

On this trip, did you and your group stay overnight away from home in the Kings Mountain NMP area (with a 45-minute drive of park, including Kings Mountain State Park)?

Results

- 21% of visitor groups stayed overnight away from home in the Kings Mountain NMP area (see Figure 32).

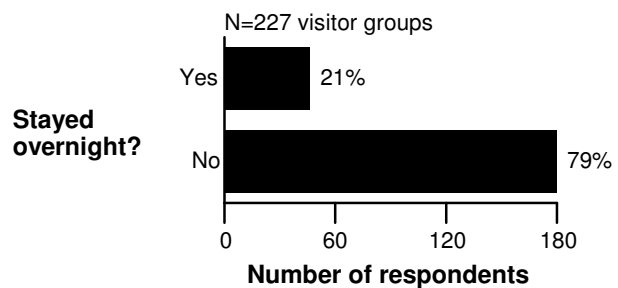


Figure 32: Overnight stay away from home

Question 8b

Please list the number of nights you and your group stayed in the Kings Mountain State Park campground.

Results - Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 33).

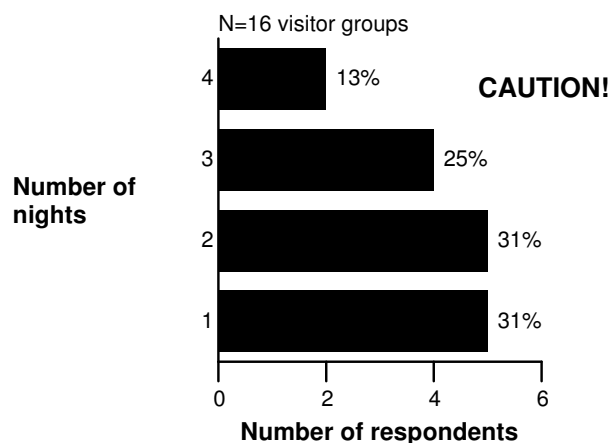


Figure 33: Number of nights in Kings Mountain State Park campground

Question 8b

Please list the number of nights you and your group stayed in the Kings Mountain NMP area (within a 45-minute drive of the park).

Results - Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 34).

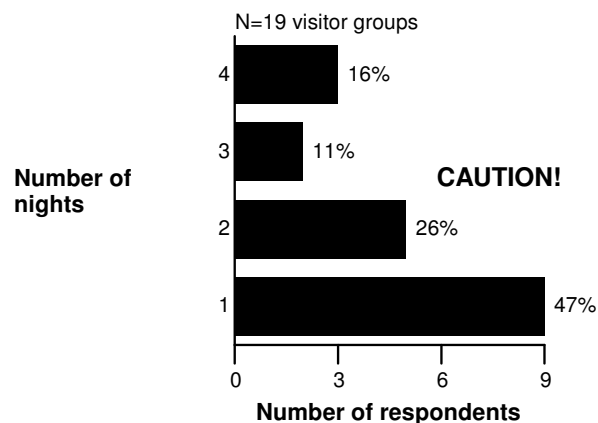


Figure 34: Number of nights in Kings Mountain NMP area (within a 45-minute drive of park)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 8c

In what type of lodging did you and your group spend the night inside Kings Mountain State Park?

Results - Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 35).

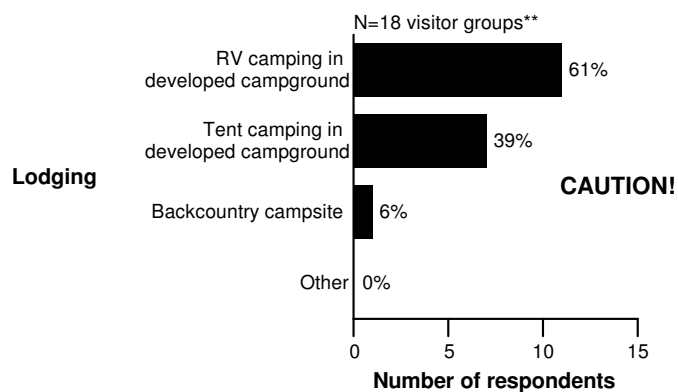


Figure 35: Type of lodging used in Kings Mountain State Park

Question 8d

In what type of lodging did you and your group spend the night outside the park in the surrounding area?

Results - Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 36).

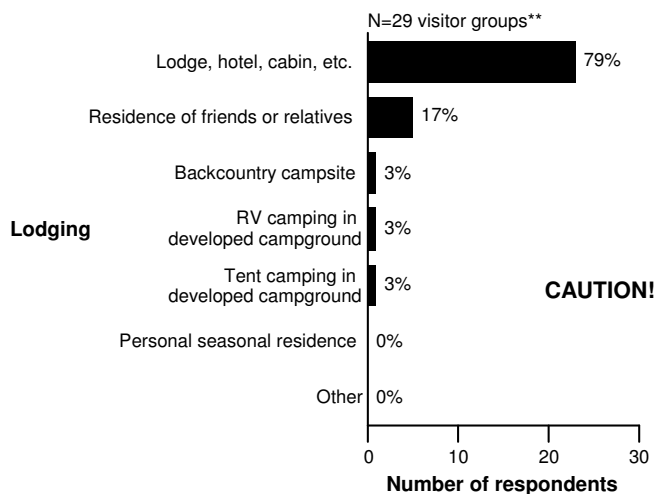


Figure 36: Type of lodging used in the Kings Mountain NMP area (within a 45-minute drive of park)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Places stayed on night before arrival at Kings Mountain NMP

Question 8e

In what town/city did you and your group stay on the night before your arrival at Kings Mountain NMP?

Results

- As shown in Table 4, the towns/cities where most trips began were:

11% Gaffney, SC
11% Charlotte, NC
5% Gastonia, NC

Table 4: Places stayed on night before arrival at Kings Mountain NMP

N=37 visitor groups

City/Town and State	Number of times mentioned
Gaffney, SC	4
Charlotte, NC	4
Gastonia, NC	2
Blacksburg, SC	1
Columbia, SC	1
Easley, SC	1
Fort Mill, SC	1
Goosecreek, SC	1
Greenville, SC	1
Greenwood, SC	1
McConnells, SC	1
Newberry, SC	1
Pacolet, SC	1
Spartanburg, SC	1
York, SC	1
Concord, NC	1
Grover, NC	1
Hickory, NC	1
Kannapolis, NC	1
Kings Mountain, NC	1
Pineville, NC	1
Shelby, NC	1
Stanley, NC	1
Atlanta, GA	1
Macon, GA	1
Pigeon Forge, TN	1
(city not provided), TN	1
Roanoke, VA	1
Green Bay, WI	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Places stayed on night after departure from Kings Mountain NMP

Question 8f

In what town/city did you and your group stay on the night after your departure from Kings Mountain NMP?

Results

- As shown in Table 5, the towns/cities that visitor groups departed for were:

11% Charlotte, NC
8% Spartanburg, SC
6% Gaffney, SC
6% Kings Mountain, NC

Table 5: Places stayed on night after departure from Kings Mountain NMP

N=36 visitor groups

City/Town and State	Number of times mentioned
Charlotte, NC	4
Spartanburg, SC	3
Gaffney, SC	2
Kings Mountain, NC	2
Blacksburg, SC	1
Charleston, SC	1
Columbia, SC	1
Easley, SC	1
Fort Mill, SC	1
Goosecreek, SC	1
Greenville, SC	1
Greenwood, SC	1
McConnells, SC	1
Newberry, SC	1
Pacolet, SC	1
Playfair, SC	1
Sautee, SC	1
Asheville, NC	1
Boone, NC	1
Concord, NC	1
Hendersonville, NC	1
Hickory, NC	1
Kernersville, NC	1
Shelby, NC	1
Stanley, NC	1
Wilmington, NC	1
Atlanta, GA	1
Marietta, GA	1
Kingsport, TN	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Community support services

Question 9a

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?

Results

- 46% of visitor groups used services in “gateway” communities (see Figure 37).
- As shown in Figure 38, the most used services were:
 - 70% Eat a meal
 - 55% Buy gasoline
 - 27% Shop
- “Other” services (3%) included:
 - Grocery store
 - Just looking around

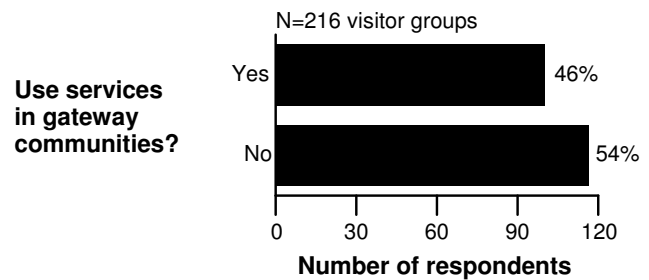


Figure 37: Visitors who used services in “gateway” communities

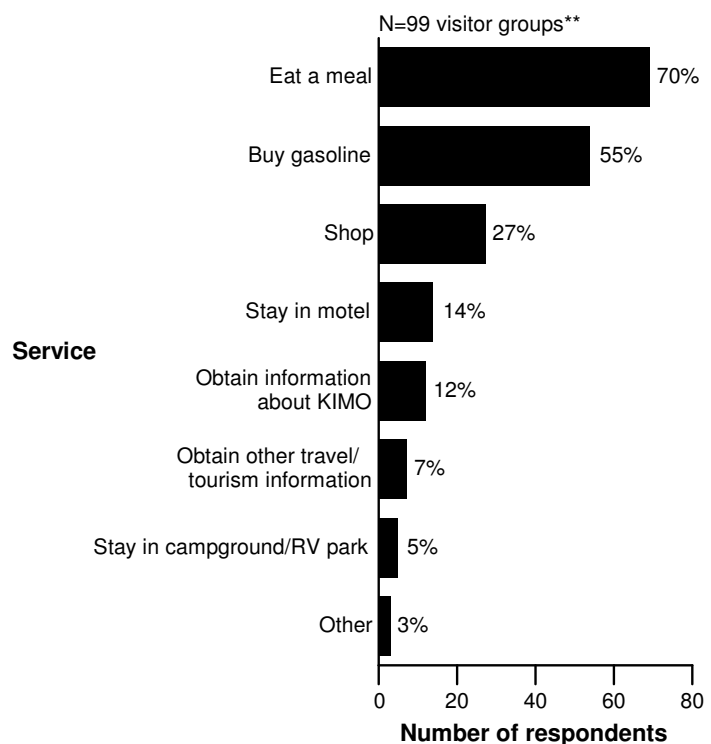


Figure 38: Services used in “gateway” communities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 9a

If available, what services would you and your group use in the “gateway” communities of Kings Mountain, Shelby, York, Clover, and Gaffney?

Results - Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 39).

Service

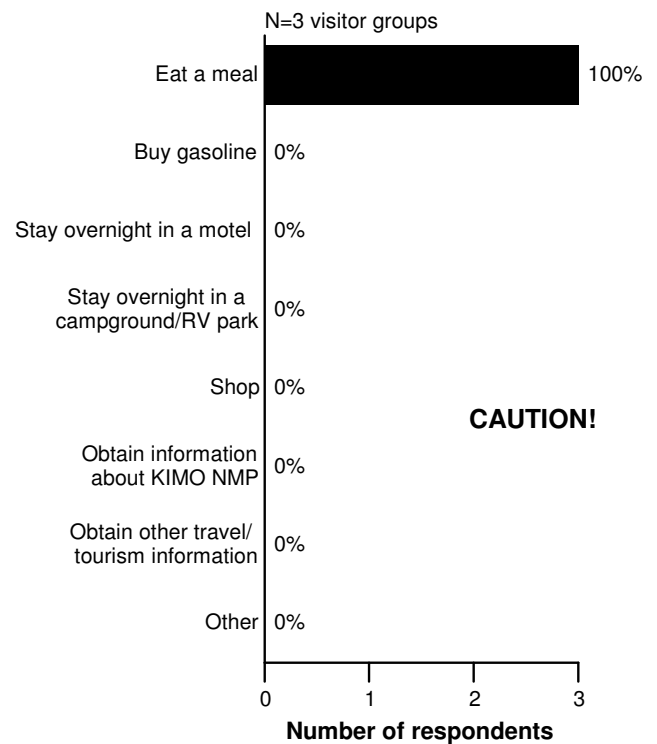


Figure 39: Services visitors would have used if available

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 9b

Do you have any comments about these services?

Results - Interpret with **CAUTION!**

- Table 6 shows visitor comments on services in “gateway” communities (N=18).

Table 6: Comments on services in “gateway” communities
N=18 comments

Service	Comment
Eat a meal	Services were fine Satisfactory fast food lunch Meal was great Very accessible
Ate lunch at Hardees in Blacksburg	Beautiful view
Ben Bens Italian Restaurant	Excellent
Lunch	I appreciated the open friendliness of the staff
Mountain Inn Restaurant	Fast, adequate
Subway	Was out of bread
Buy gasoline	Services were fine Services were fine Most inexpensive on entire trip Very accessible
Campground	Clean and well-kept
Holiday Inn Express	Good, clean, responsive to requests
Motel	The Days Inn in York is a dive
Rest stop near Gastonia	Very helpful with questions we had about Charlotte visit
Shop	Excellent

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of visit

Question 10a

On this visit, how long did you and your group spend visiting Kings Mountain NMP on the day you received this questionnaire?

Results

- 40% of visitor groups spent two hours at the park (see Figure 40).
- 23% spent 1 hour.
- 20% spent 3 hours.
- The average length of stay at the park was 2.4 hours.

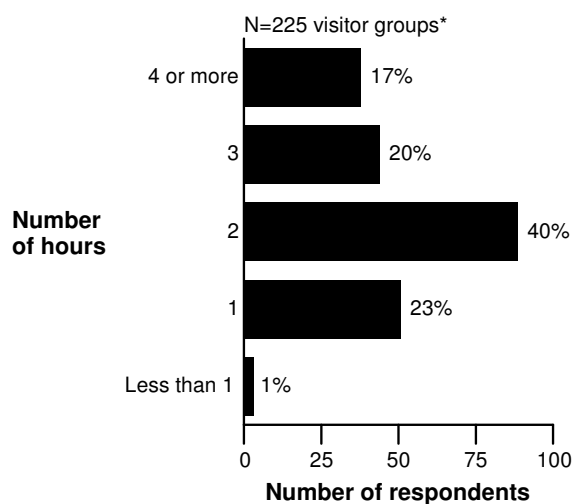


Figure 40: Number of hours visiting the park

Question 10b

During your stay in the area, how many days did you and your group visit Kings Mountain NMP?

Results - Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 41).

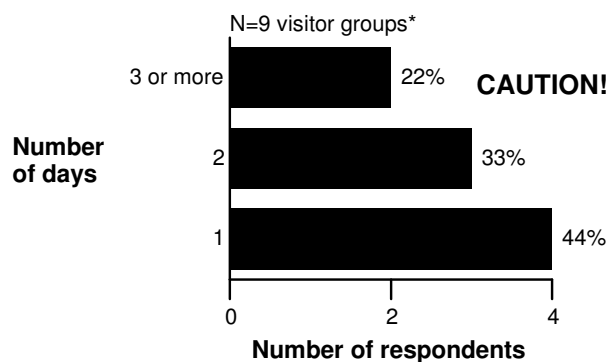


Figure 41: Number of days visiting Kings Mountain NMP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of park entries

Question 10c

During your stay in the area, how many times did you and your group enter Kings Mountain NMP?

Results

- 88% of visitor groups entered Kings Mountain NMP once (see Figure 42).

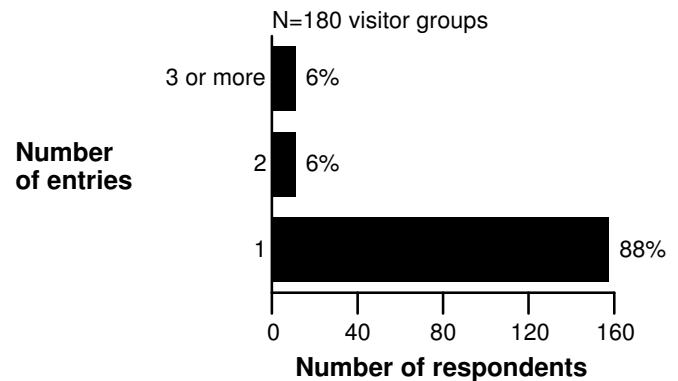


Figure 42: Number of entries into Kings Mountain NMP

Question 10c

During your stay in the area, how many times did you and your group enter Kings Mountain State Park?

Results

- 59% of visitor groups entered Kings Mountain State Park once (see Figure 43).
- 22% did not visit the park.

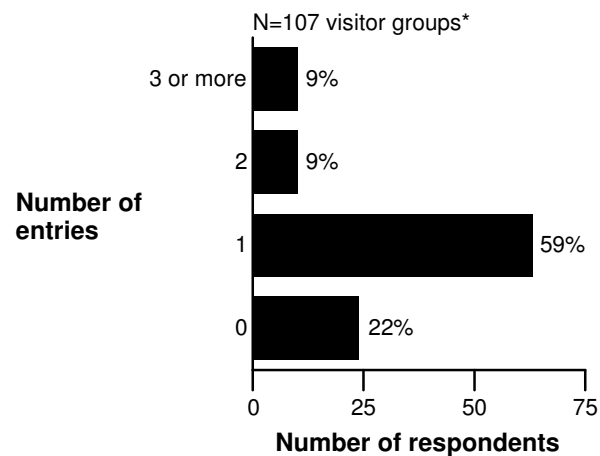


Figure 43: Number of entries into Kings Mountain State Park

Question 10d

Compared with what you had planned, how much time did you and your group spend at Kings Mountain NMP?

Results

- 44% of visitor groups spent about the time they had planned (see Figure 44).
- 40% did not have a planned amount of time.

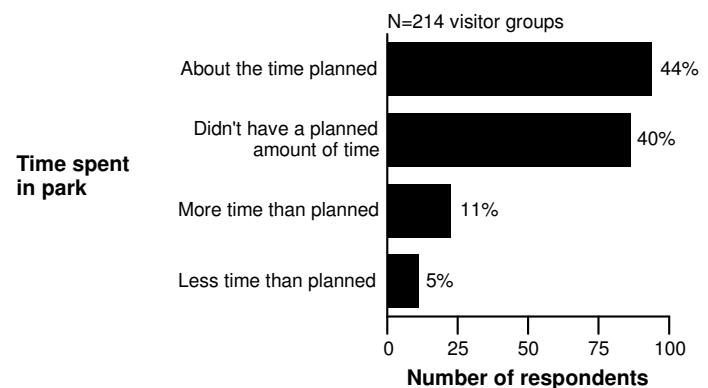


Figure 44: Amount of time spent in park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Topics learned on this visit

Question 11a

During this visit to Kings Mountain NMP, did you and your group learn about the following topics?

Results

- 90% of visitor learned about the Battle at Kings Mountain (see Figure 45).
- 81% learned about the Revolutionary War.
- 80% learned about Revolutionary War weapons.
- “Other” topics learned (7%) included:
 - Civil War, WWI & II, Korean War, current war
 - Other wars in U.S. history
 - Military encampment and weapons of Revolutionary War to modern day
 - Civil War life and weapons
 - Re-enactments
 - Upcoming events

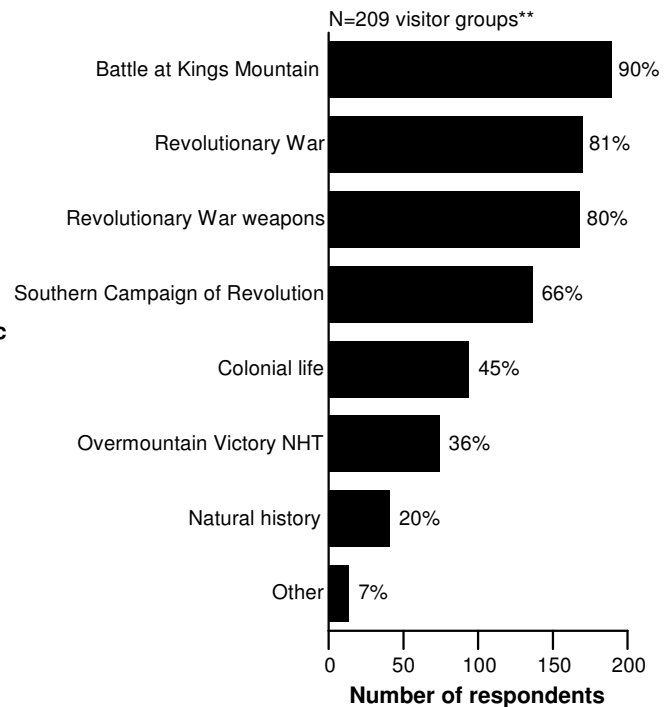


Figure 45: Topics learned on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Topics to learn on a future visit

Question 11b

Please indicate all topics that you are interested in learning about on a future visit to Kings Mountain NMP.

Results

- 63% of visitor groups would like to learn about colonial life on a future visit (see Figure 46).
- 60% would like to learn about natural history.
- “Other” topics (7%) were:

Plants marked and identified
Where to find out about events
New exhibits about the topics listed

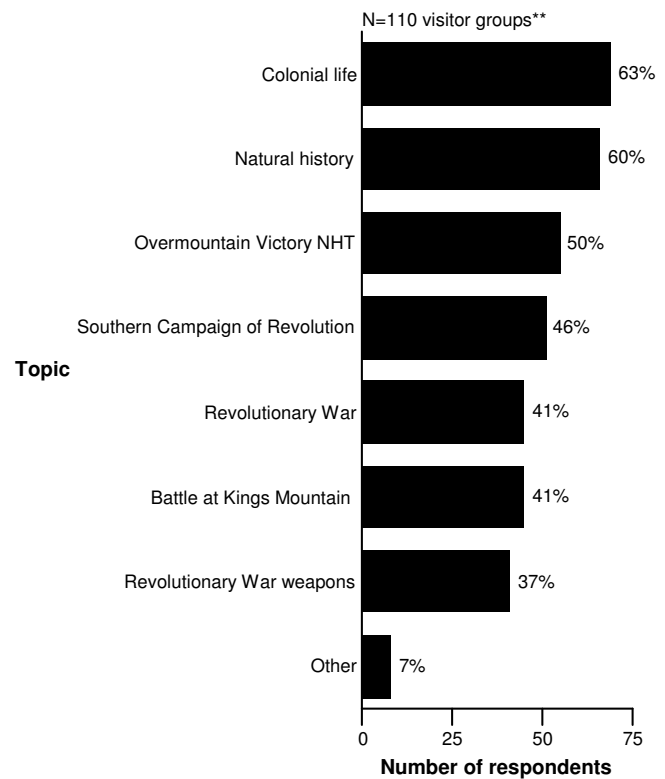


Figure 46: Topics to learn on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Appropriateness of activities

Question 12

Please rate how appropriate you feel the following activities are in Kings Mountain NMP.

Results

- Responses to this question are shown in Table 7.
- 40% of visitor groups felt that picnicking was “always” appropriate.
- 69% felt that sunbathing was “never” appropriate.
- 49% felt that throwing frisbees was “never” appropriate.
- 50% felt that throwing footballs, baseballs, etc. was “never” appropriate.

Table 7: Appropriateness of activities*
N=number of visitor groups who rated each element

Element	N	Rating (%)			
		Never	Sometimes	Usually	Always
Picnicking	203	10	26	25	40
Sunbathing	201	69	20	6	5
Throwing frisbees	200	49	30	15	7
Throwing footballs, baseballs, etc.	200	50	30	13	7

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Visitor Services, Facilities, Elements, Attributes and Resources

Visitor services and facilities used

Question 13a

Please indicate all of the visitor services and facilities that you and your group used during this visit to Kings Mountain NMP.

Results

- As shown in Figure 47, the most used visitor services and facilities included:
 - 87% Visitor center exhibits
 - 85% Visitor center restrooms
 - 75% Park brochure/map
- The least used service and facility was:
 - 2% Horseback trails

**Service/
facility**

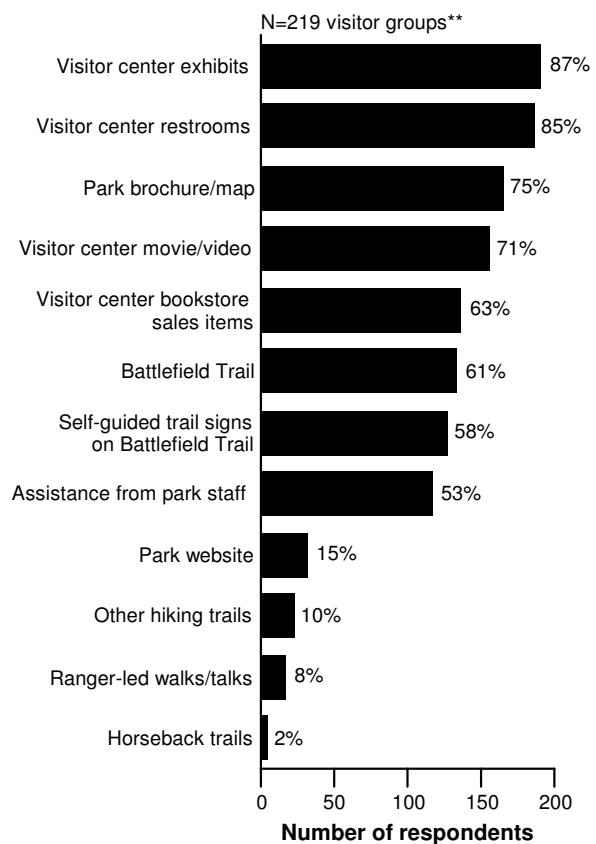


Figure 47: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 13b

For only those services that you or your group used, please rate their importance from 1 to 5.

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

Results

- Figure 48 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

93% Battlefield Trail
92% Visitor center restrooms
88% Visitor center movie/video

- Figures 49 to 60 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating was:

5% Visitor center bookstore sales items

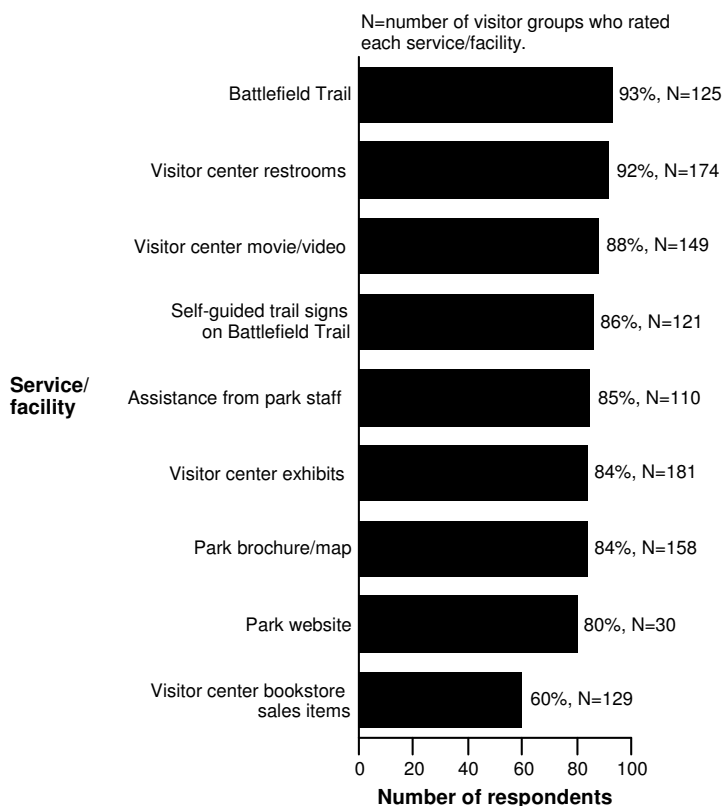


Figure 48: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

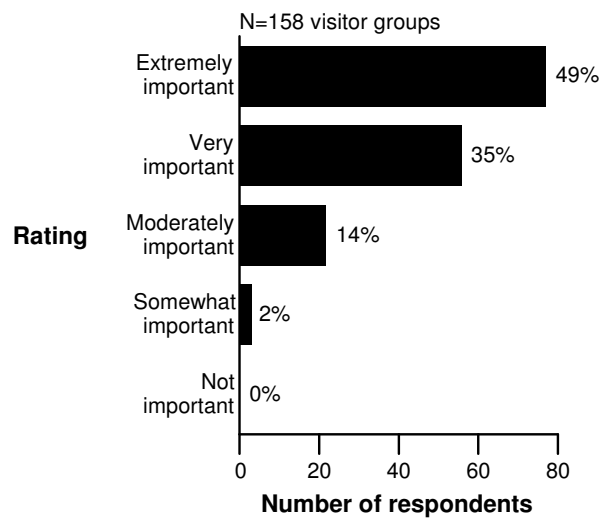


Figure 49: Importance of park brochure/ map

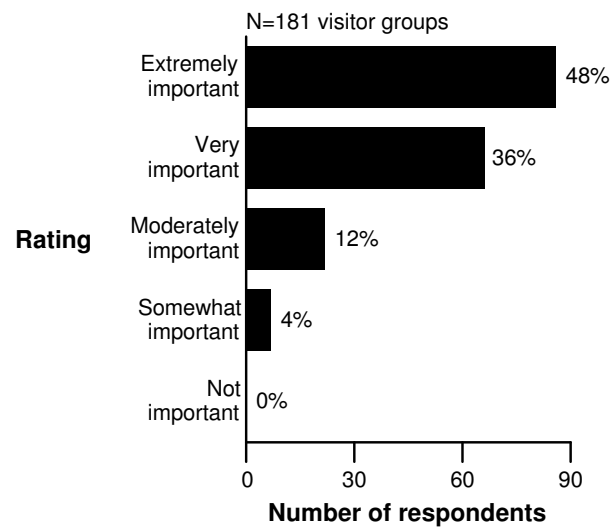


Figure 50: Importance of visitor center exhibits

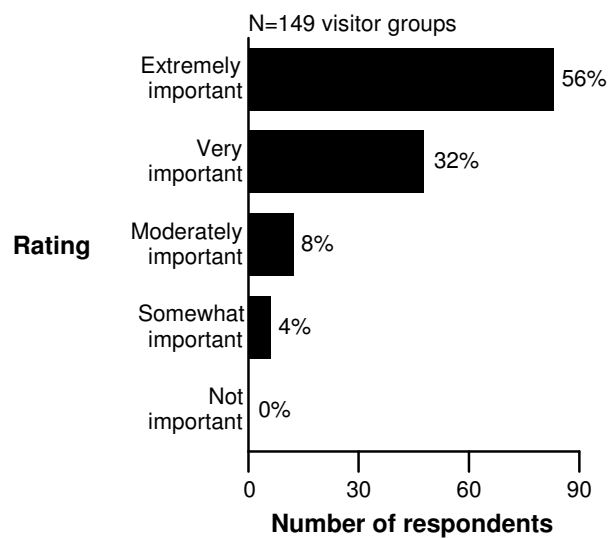


Figure 51: Importance of visitor center movie/video

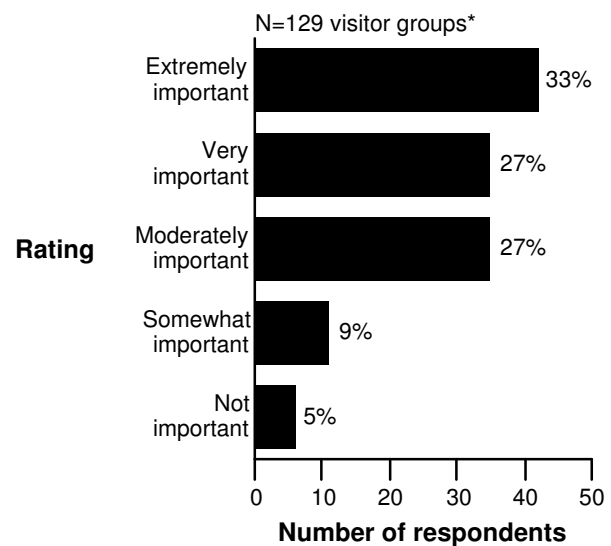


Figure 52: Importance of visitor center bookstore sales items (selection, quality, price, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

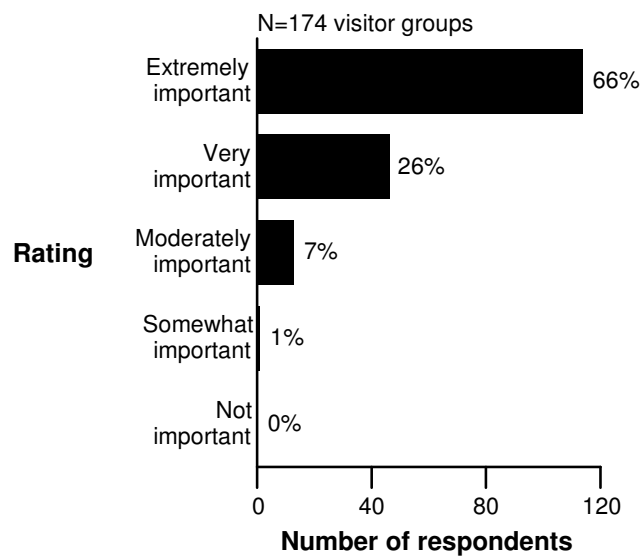


Figure 53: Importance of visitor center restrooms

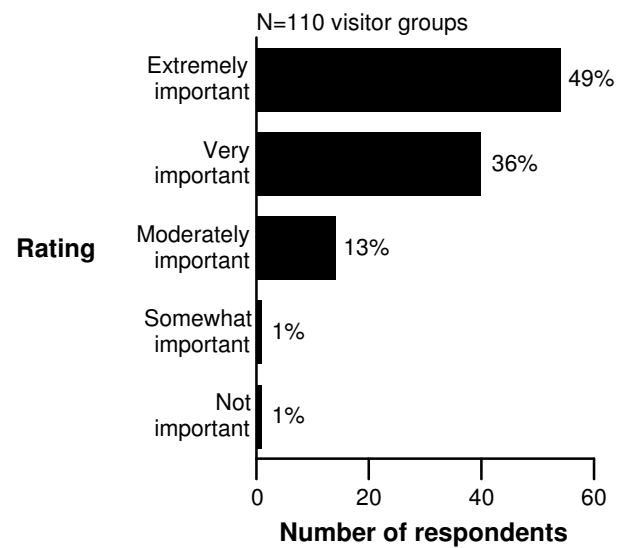


Figure 54: Importance of assistance from park staff

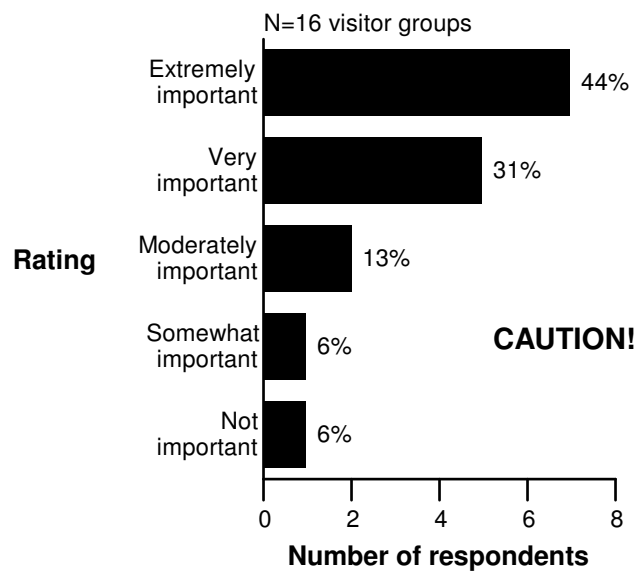


Figure 55: Importance of ranger-led talks

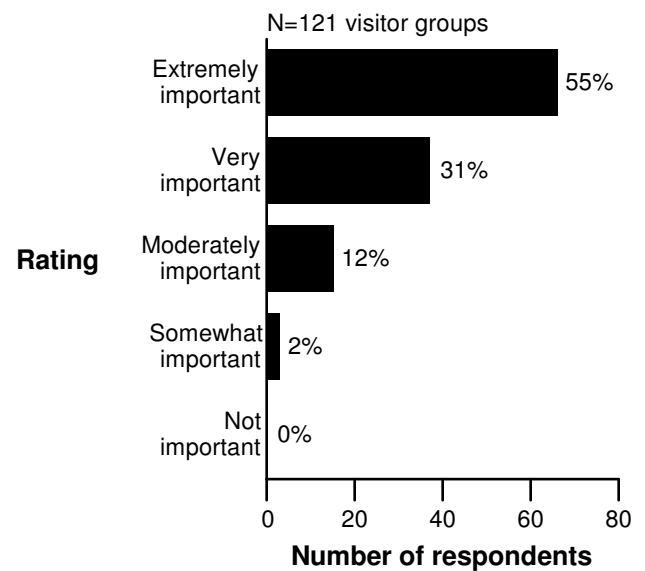


Figure 56: Importance of self-guided trail signs on Battlefield Trail

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

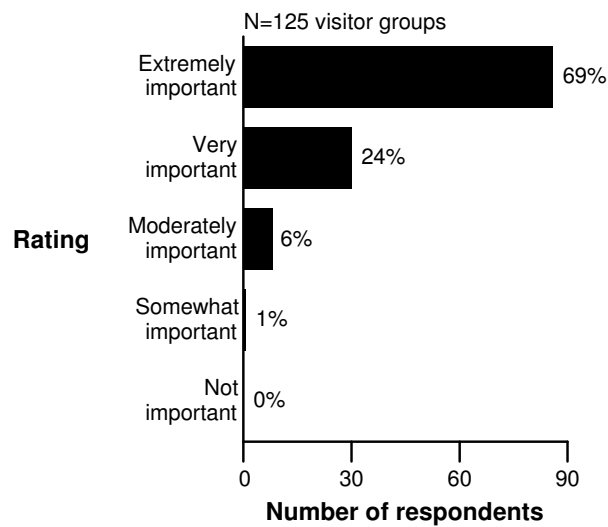


Figure 57: Importance of Battlefield Trail

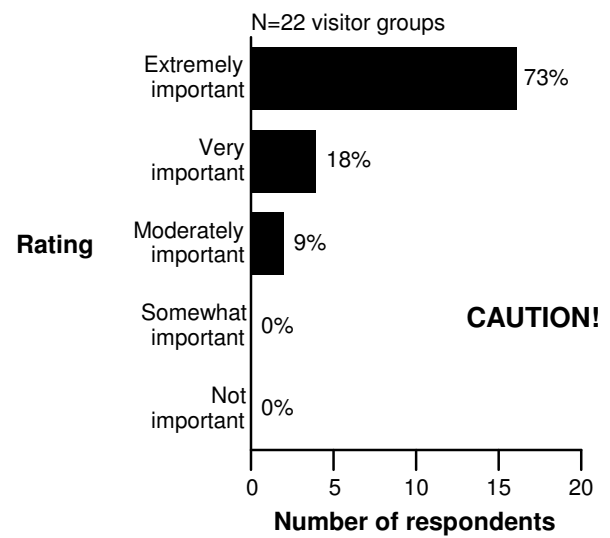


Figure 58: Importance of other hiking trails

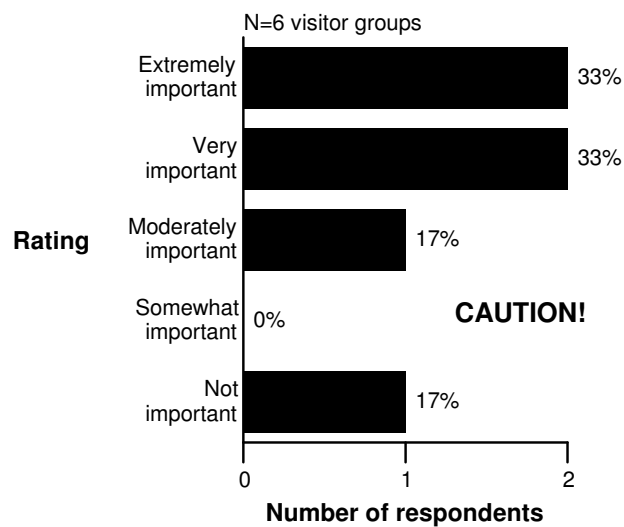


Figure 59: Importance of horseback trails

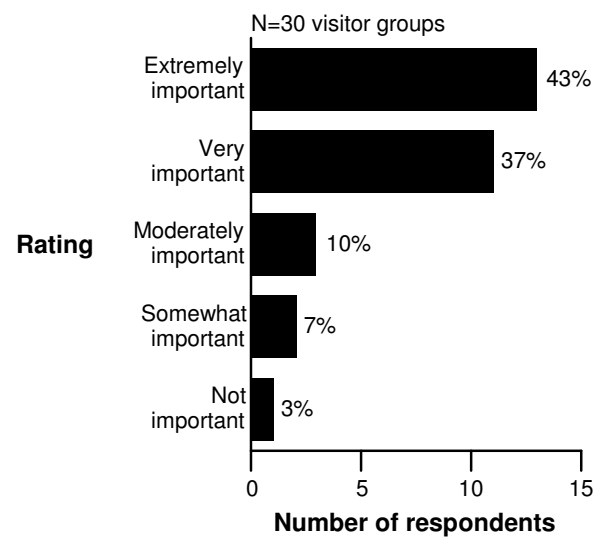


Figure 60: Importance of park website

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 13c

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

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

Results

- Figure 61 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

96% Assistance from park staff
93% Battlefield Trail
91% Visitor center movie/video
91% Park brochure/map

- Figures 62 to 73 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality rating was:

3% Park website

Service/ facility

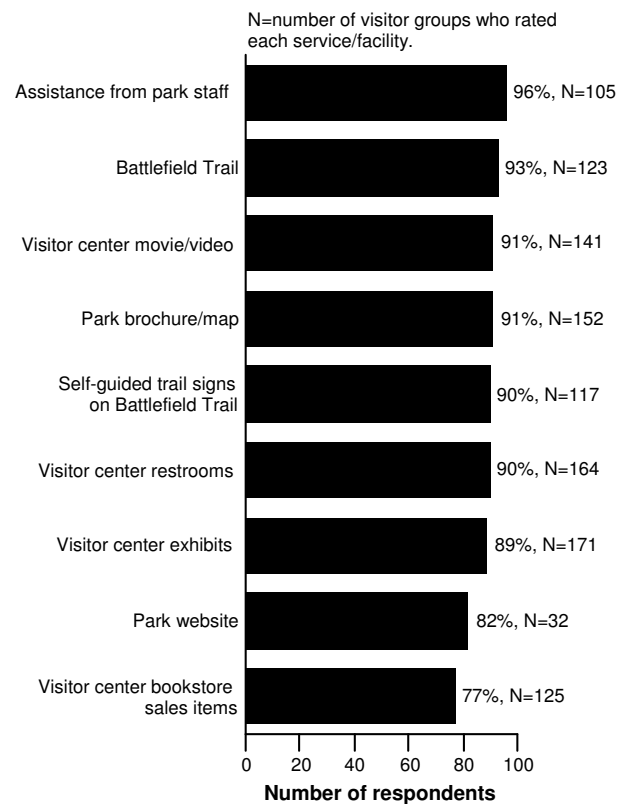


Figure 61: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

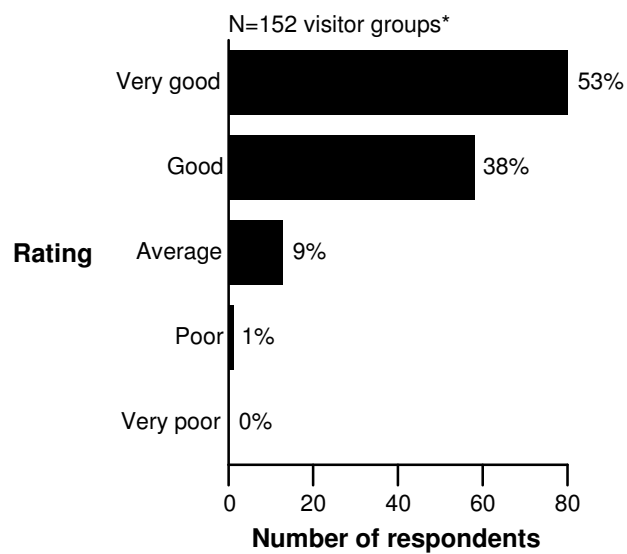


Figure 62: Quality of park brochure/map

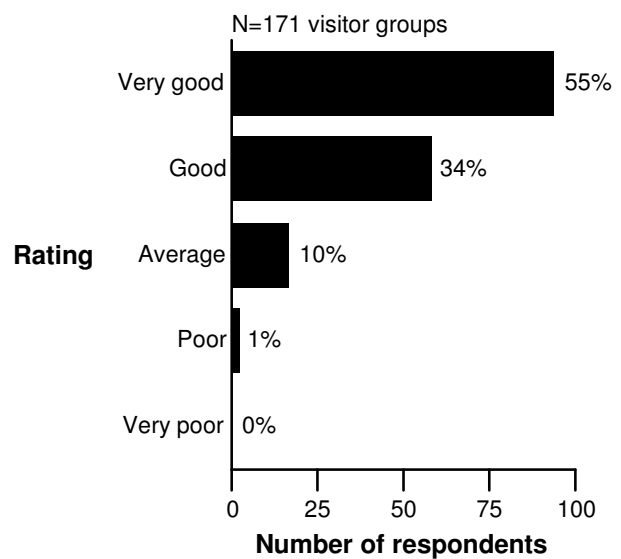


Figure 63: Quality of visitor center exhibits

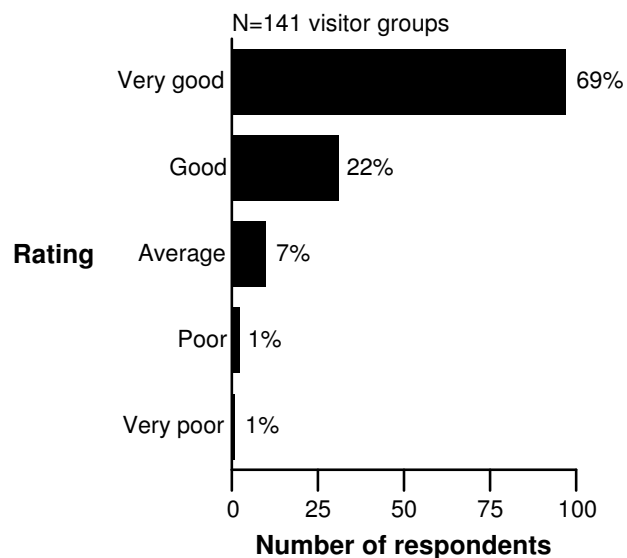


Figure 64: Quality of visitor center movie/video

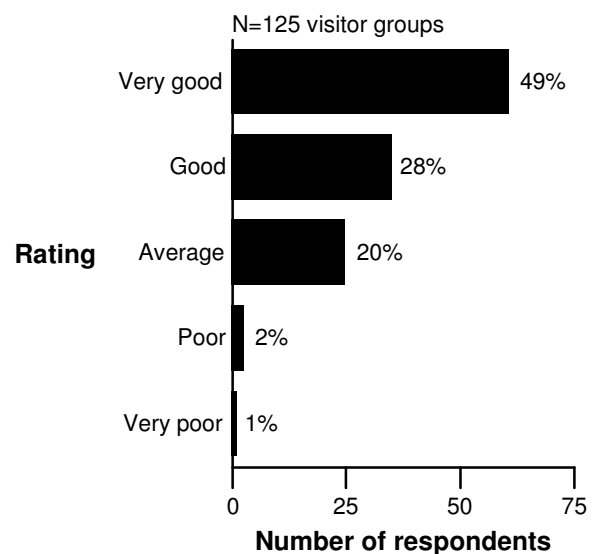


Figure 65: Quality of visitor center bookstore sales items (selection, quality, price, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

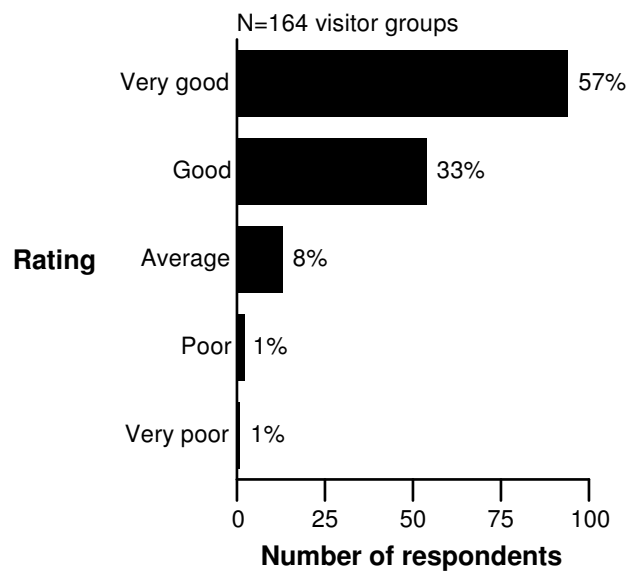


Figure 66: Quality of visitor center restrooms

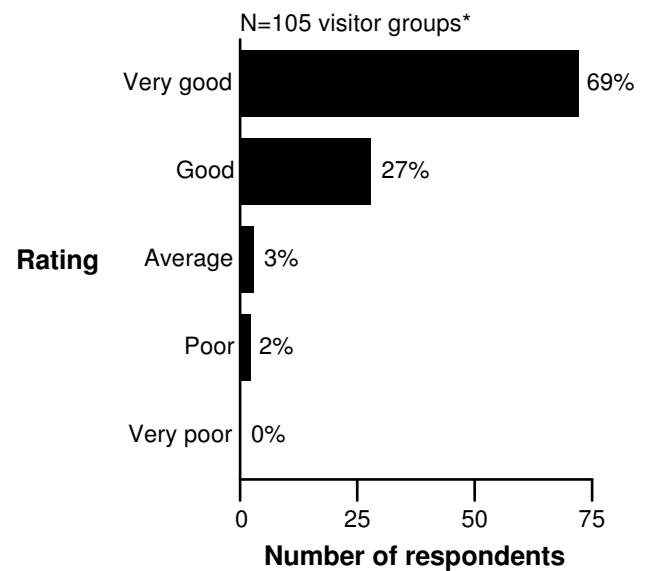


Figure 67: Quality of assistance from park staff

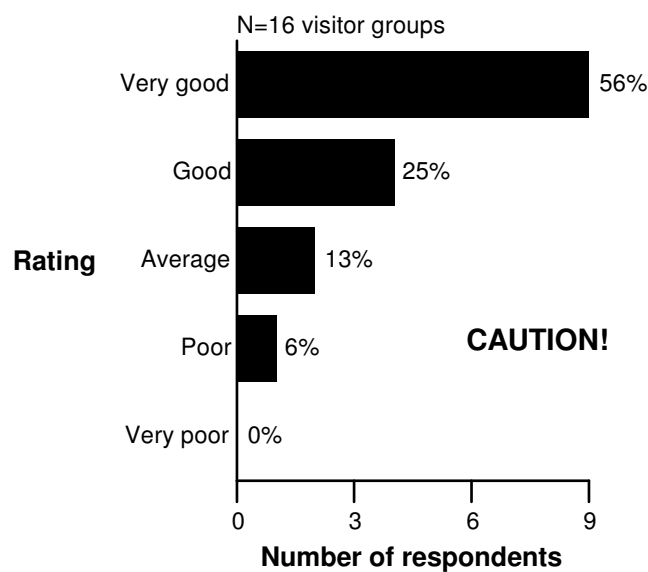


Figure 68: Quality of ranger-led walks/talks

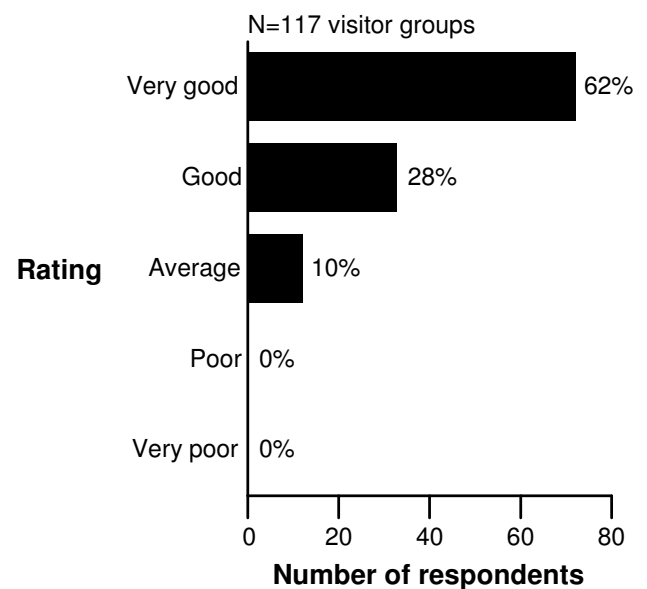


Figure 69: Quality of self-guided trail signs on Battlefield Trail

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

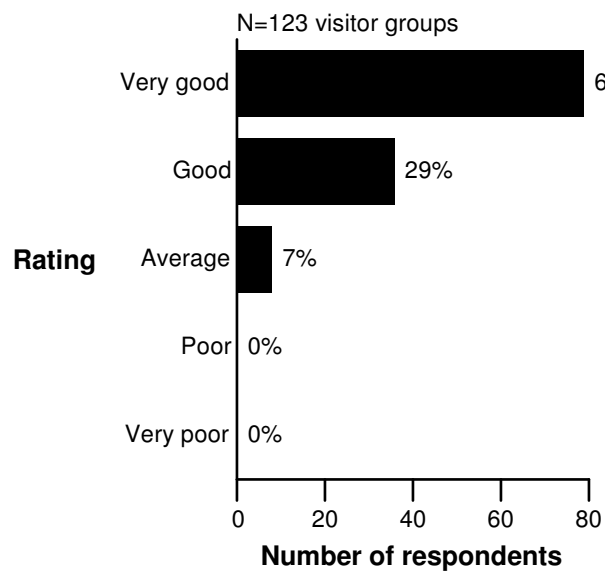


Figure 70: Quality of Battlefield Trail

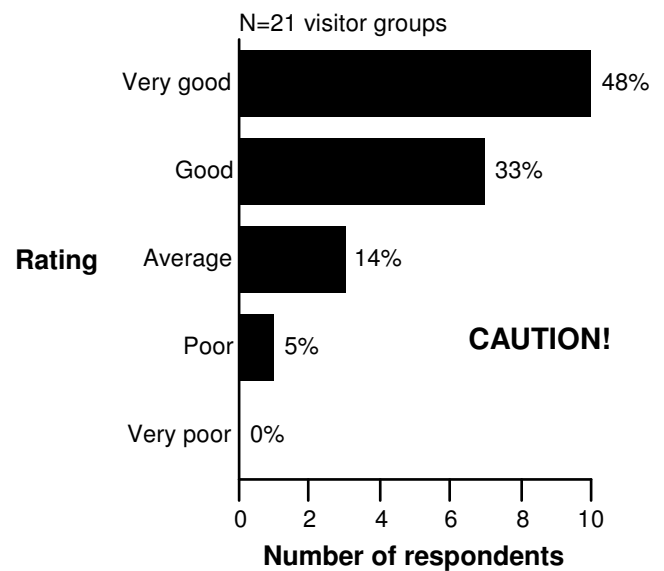


Figure 71: Quality of other hiking trails

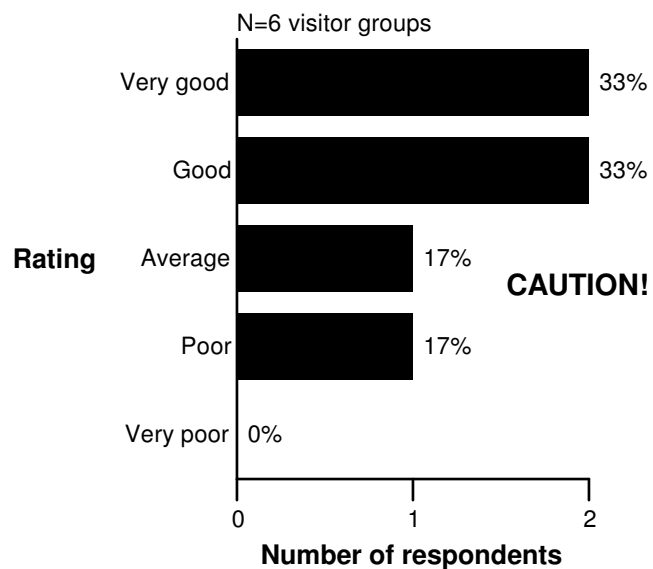


Figure 72: Quality of horseback trails

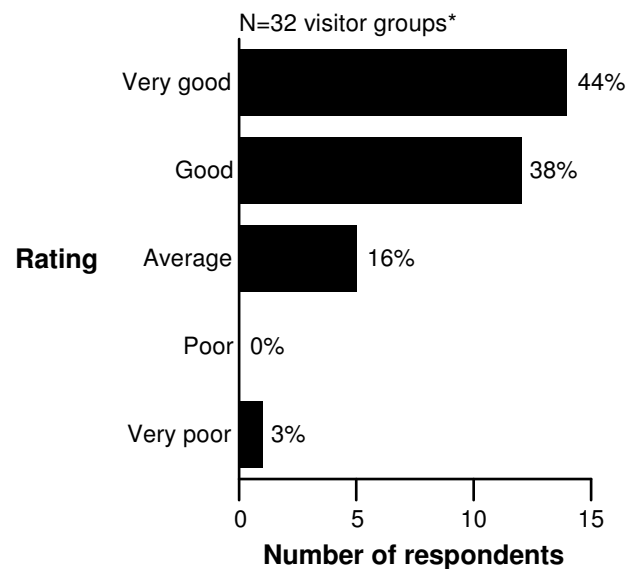


Figure 73: Quality of park website

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings

- Figures 74 and 75 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average in importance and quality.

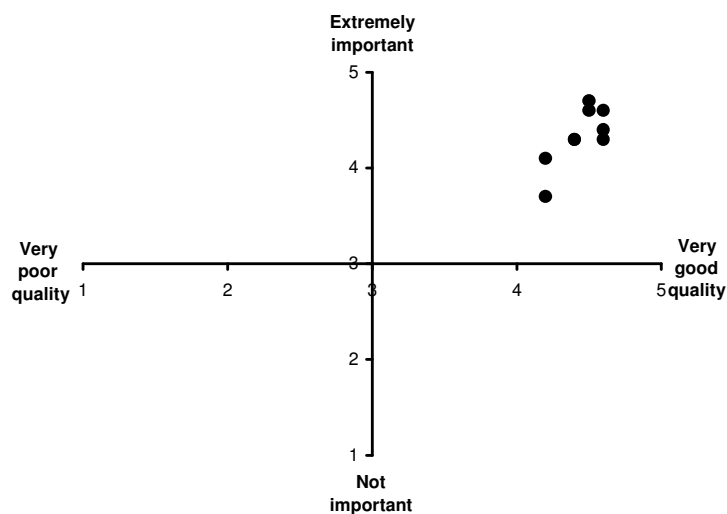


Figure 74: Mean scores of importance and quality ratings for visitor services and facilities

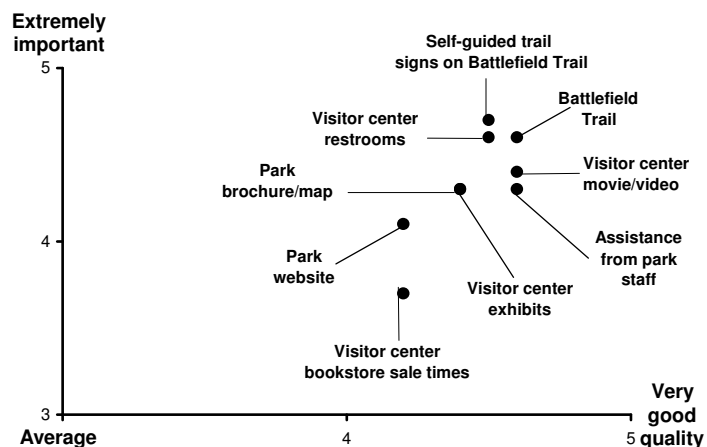


Figure 75: Detail of Figure 74

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance of protection of history and resources

Question 21

Kings Mountain NMNP 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?

Results

- As shown in Figure 76, the highest combined proportions of “extremely important” and “very important” ratings included:

91% Clean air
89% Clean water

- The attribute/resource that received the highest “not important” rating was:

7% Living history/special events

- Table 8 shows the importance ratings for attributes/resources as rated by visitor groups.

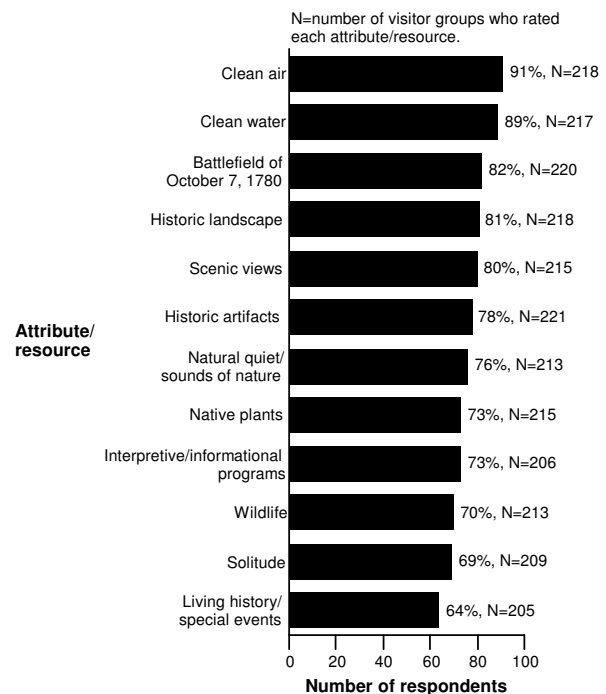


Figure 76: Combined proportions of "extremely important" and "very important" ratings for attributes/resources

Table 8: Importance of protection of park attributes/resources*

N=number of visitor groups who rated each attribute/resource.

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Battlefield of October 7, 1780	220	2	2	14	33	49
Historic landscape	218	2	6	11	38	43
Historic artifacts	221	2	4	16	35	43
Living history/special events	205	7	5	23	31	33
Interpretive/informational programs	206	6	5	16	34	39
Clean water	217	0	2	9	27	62
Clean air	218	0	2	7	28	63
Scenic views	215	2	1	17	29	51
Solitude	209	5	12	14	34	35
Natural quiet/sounds of nature	213	2	8	14	32	44
Native plants	215	2	9	16	33	40
Wildlife	213	5	9	15	30	40

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

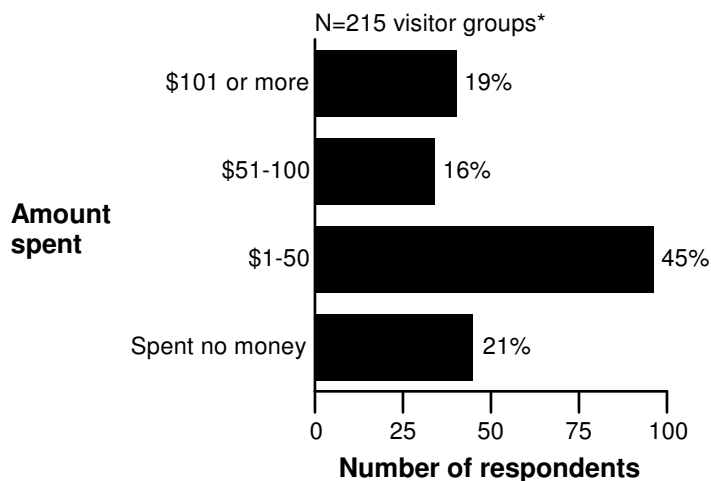
Expenditures

Total expenditures inside and outside of the park

Question 23

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

Note: Surrounding area residents should only include expenditures that were directly related to this visit to Kings Mountain NMP.



Results

- 45% of visitor groups spent up to \$50 (see Figure 77).
- 35% spent \$51 or more.
- 21% did not spend any money.
- The average visitor group expenditure was \$115.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$27.
- Average total expenditure per person (per capita) was \$61.
- As shown in Figure 78, the largest proportions of total expenditures in and outside the park were:

32% Hotels, motels, cabins, B&B, etc.
17% Restaurants and bars
14% Gas and oil

Figure 77: Total expenditures in and outside of the park

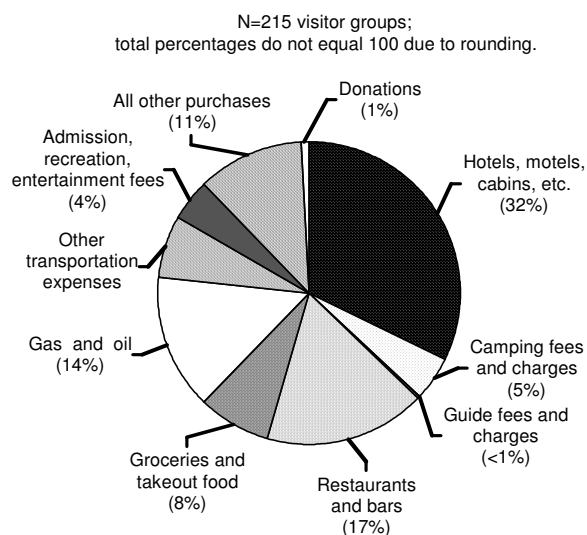


Figure 78: Proportions of total expenditures in and outside of the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by expenditures

Question 23c

How many adults do these expenses cover?

Results

- 56% of visitor groups had two adults covered by expenditures (see Figure 79).
- 28% of groups had one adult.
- 16% of groups had three or more adults covered by expenditures.

Number of adults

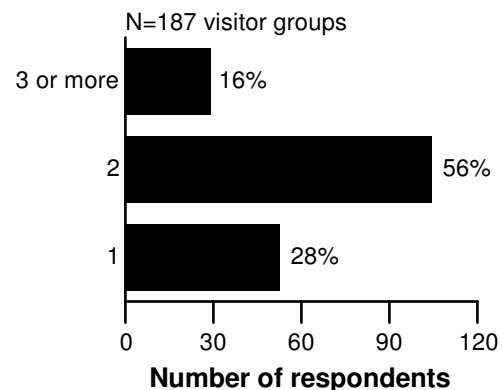


Figure 79: Number of adults covered by expenditures

Number of children covered by expenditures

Question 23c

How many children do these expenses cover?

Results

- 70% of visitor groups had no children covered by expenditures (see Figure 80).
- 20% of visitor groups had one or two children covered by expenditures.
- 9% of groups had three or more children covered by expenditures.

Numer of children

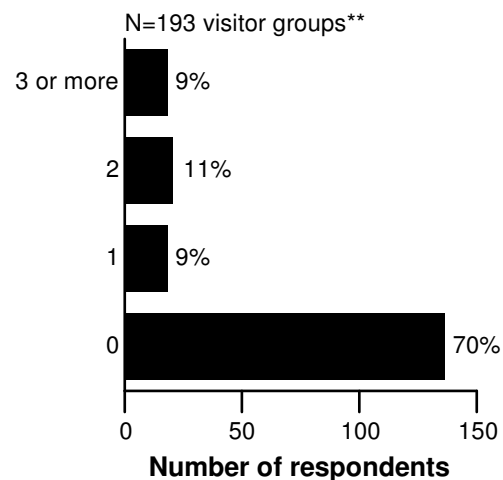


Figure 80: Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures inside the park

Question 23a

Please list your group's total expenditures inside Kings Mountain NMP.

Note: Surrounding area residents should only include expenditures that were directly related to this visit to Kings Mountain NMP.

Results

- 48% of visitor groups spent up to \$25 inside the park (see Figure 81).
- 42% spent no money.
- The average visitor group expenditure was \$10.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$4.
- Average total expenditure per person (per capita) was \$5.
- As shown in Figure 82, the largest proportion of total expenditures inside the park was:
 - 89% All other purchases (souvenirs, film, books, sporting goods, clothes, etc.)

Amount spent

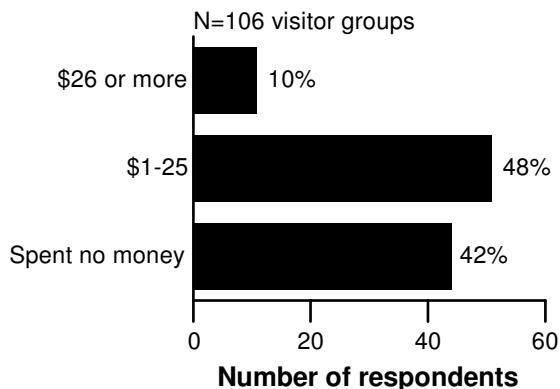


Figure 81: Total expenditures inside the park

N=106 visitor groups;
total percentages do not equal 100 due to rounding

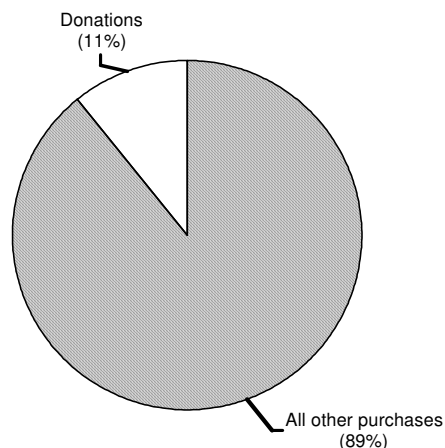


Figure 82: Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

All other purchases

- 47% of visitor groups did not spend any money (see Figure 83).
- 42% spent up to \$25.

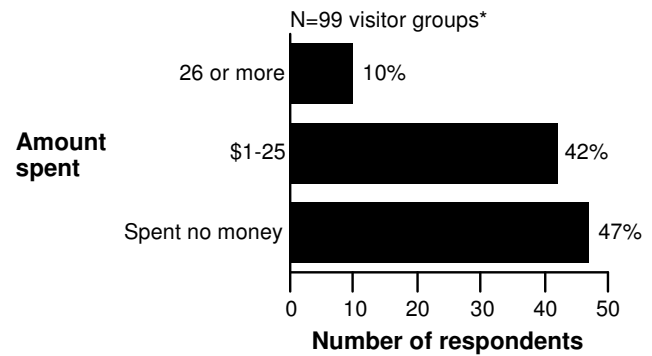


Figure 83: Expenditures for all other purchases inside the park

Donations

- 76% of visitor groups did not spend any money (see Figure 84).
- 24% spent up to \$20.

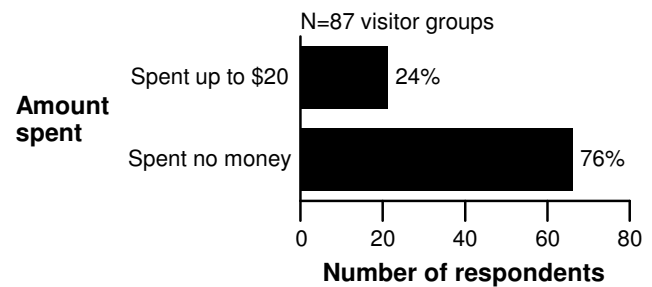


Figure 84: Expenditures for donations inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures outside the park

Question 23b

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

Note: Surrounding area residents should only include expenditures that were directly related to this visit to Kings Mountain NMP.

Results

- 42% of visitor groups spent up to \$50 outside the park (see Figure 85).
- 30% spent \$51 or more.
- 27% did not spend any money.
- The average visitor group expenditure was \$112.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$25.
- Average total expenditure per person (per capita) was \$60.
- As shown in Figure 86, the largest proportions of total expenditures outside the park were:

34% Hotels, motels, cabins, B&B, etc.
18% Restaurants and bars
15% Gas and oil

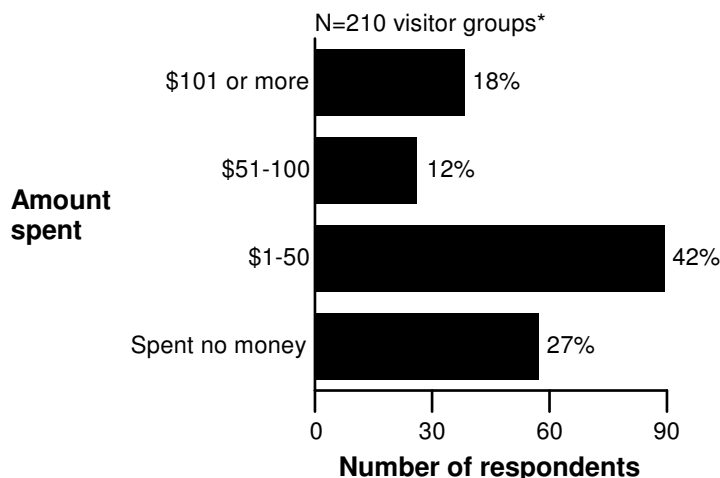


Figure 85: Total expenditures outside the park

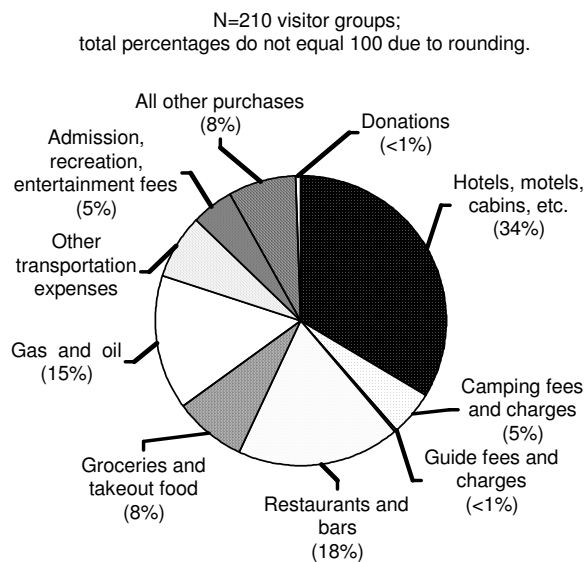


Figure 86: Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodges, hotels, motels, cabins, B&B, etc.

- 87% of visitor groups did not spend any money (see Figure 87).
- 8% spent \$101 or more.

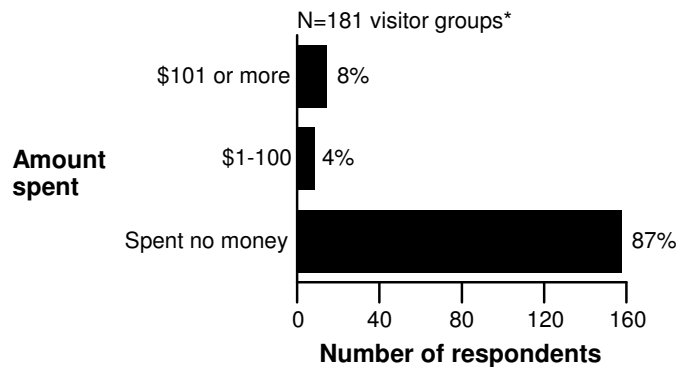


Figure 87: Expenditures for lodges, hotels, motels, cabins, B&B, etc. outside the park

Camping fees and charges

- 89% of visitor groups did not spend any money (see Figure 88).
- 7% spent up to \$50.

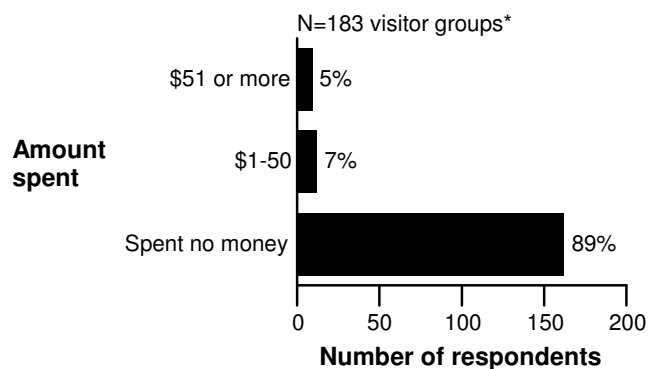


Figure 88: Expenditures for camping fees and charges outside the park

Guide fees and charges

- 97% of visitor groups did not spend any money (see Figure 89).

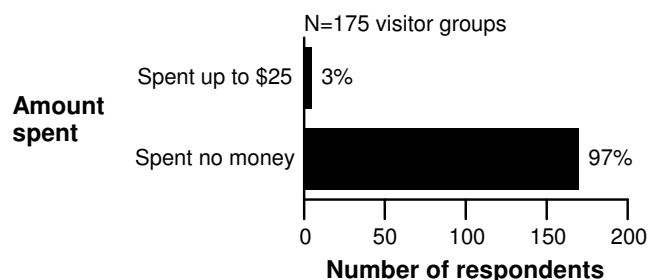


Figure 89: Expenditures for guide fees and charges outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Restaurants and bars

- 63% of visitor groups did not spend any money (see Figure 90).
- 19% spent up to \$25.

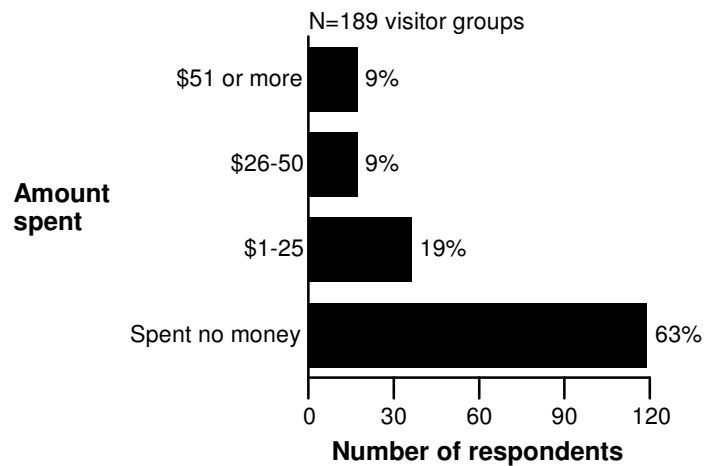


Figure 90: Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 73% of visitor groups did not spend any money (see Figure 91).
- 17% spent up to \$25.

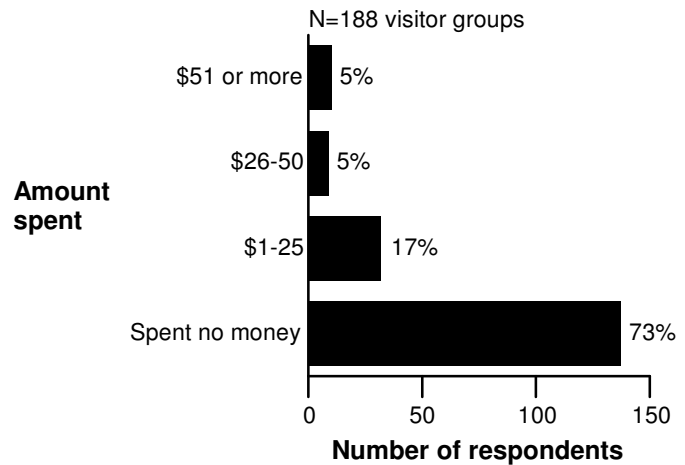


Figure 91: Expenditures for groceries and takeout food outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Gas and oil

- 45% of visitor groups did not spend any money (see Figure 92).
- 29% spent up to \$25.

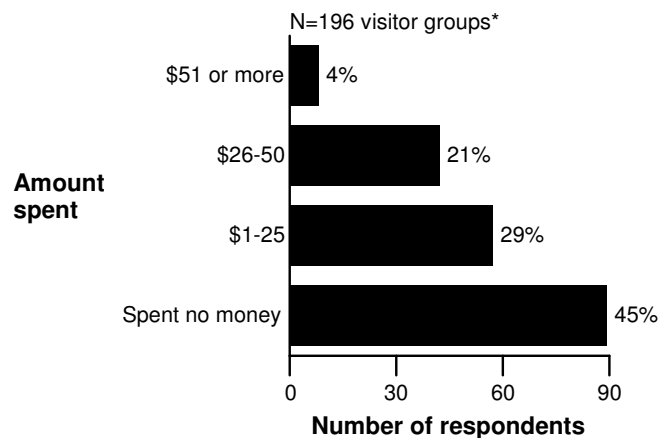


Figure 92: Expenditures for gas and oil outside the park

Other transportation expenses

- 95% of visitor groups did not spend any money (see Figure 93).

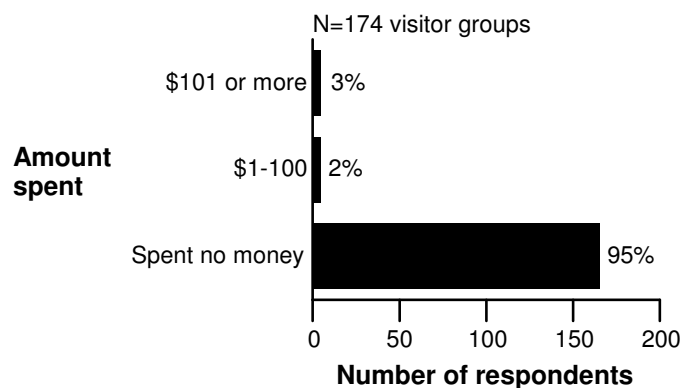


Figure 93: Expenditures for other transportation expenses outside the park

Admission, recreation, and entertainment fees

- 86% of visitor groups did not spend any money (see Figure 94).
- 10% spent up to \$25.

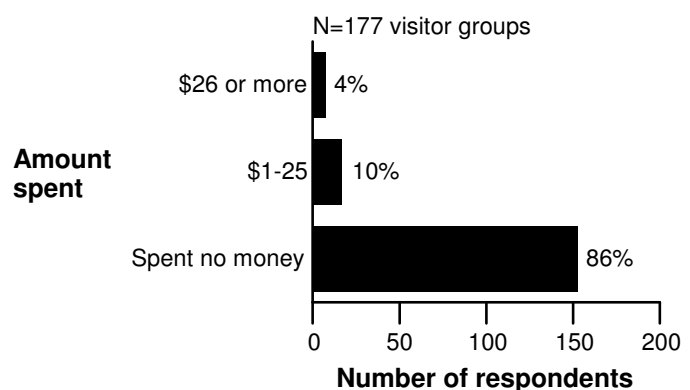


Figure 94: Expenditures for admission, recreation, and entertainment fees outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

All other purchases

- 74% of visitor groups did not spend any money (see Figure 95).
- 15% spent up to \$25.

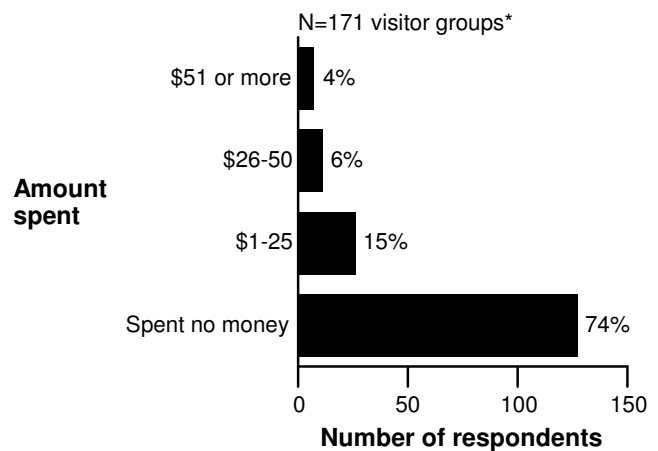


Figure 95: Expenditures for all other purchases outside the park

Donations

- 87% of visitor groups did not spend any money (see Figure 96).
- 13% spent up to \$15.

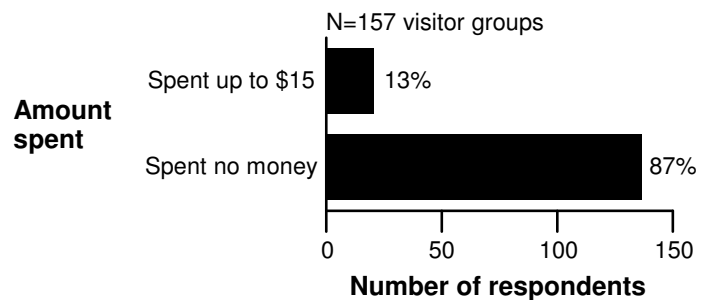


Figure 96: Expenditures for donations outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information about Future Preferences

Entrance fee

Question 24

Currently no entrance fee is charged at Kings Mountain NMP. 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?

**Willing to pay
\$3/vehicle
entrance fee?**

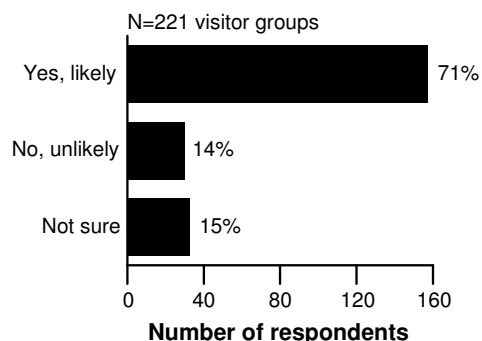


Figure 97: Willingness to pay \$3/vehicle entrance fee

Results

- 71% of visitor groups reported they would likely be willing to pay a \$3/vehicle fee (see Figure 97).
- 15% were not sure.
- 14% were unlikely to be willing to pay the fee.

Question 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 NMP 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.

**Willing to pay
\$3/vehicle
combined
entrance fee?**

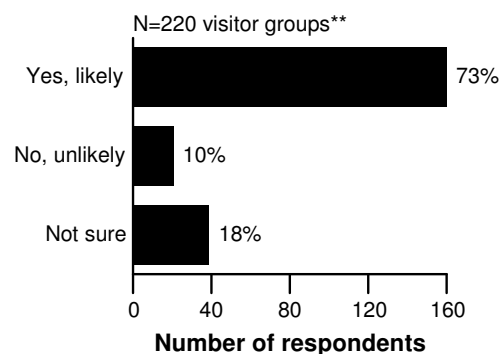


Figure 98: Willingness to pay \$3/vehicle combined entrance fee

Results

- 73% of visitor groups reported they would likely be willing to pay a \$3/vehicle combined entrance fee (see Figure 98).
- 18% were not sure.
- 10% were unlikely to be willing to pay the combined entrance fee.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality**Question 28**

Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Kings Mountain NMP during this visit?

Results

- 94% of visitor groups rated the overall quality as “very good” or “good” (see Figure 99).
- Less than 1% rated the overall quality as “very poor” or “poor.”

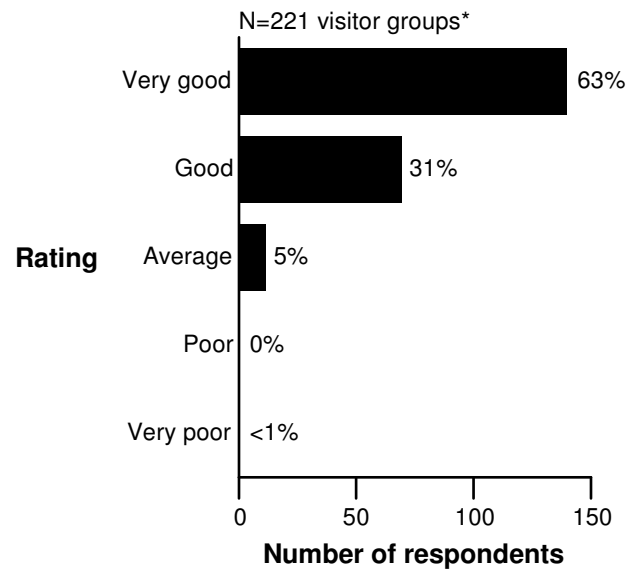


Figure 99: Overall quality of visitor facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Planning for the future

Question 26

If you were a park manager planning for the future of Kings Mountain NMP, what would you propose?

Results

- 50% of visitor groups (N=115) responded to this question.
- Table 9 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 9: Planning for the future
N=158 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
INTERPRETIVE SERVICES	
Offer ranger-led walks/talks	8
More re-enactments	7
More interpretive signs (plants/trees/historic events) along trail	7
Display more artifacts	4
More educational/natural history programs	3
Audio devices for self-guided walking tour	2
More educational resources throughout the trails	2
Other comments	15
FACILITIES/MAINTENANCE	
More hiking trails	8
Provide picnic facilities	4
Varied trails (ATV, Bicycle, loops, unpaved)	4
More directional signs to the park	3
Provide café/restaurant/food services	3
More backpacking camping sites	2
Provide additional benches along the trail	2
Provide camping tent/RV sites	2
Provide motorized vehicle for disabled/elderly	2
Other comments	8
POLICIES/MANAGEMENT	
Advertise park more	4
Promote park in schools	3
Advertise special events/programs in local communities	2
Charge a fee	2
Develop a "friends" program/increase community involvement in volunteering	2
Extend hours of operation	2
Notify/inform public of prescribed burns	2

**Table 9: Planning for the future
(continued)**

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
Use National Park Pass to cover entrance fee	2
Offer annual flat rate charge for residents	2
Won't come as often if fee is charged	2
Other comments	8
RESOURCE MANAGEMENT	
Keep park natural	5
Restore battlefield to original condition as much as possible	5
Other comments	5
GENERAL COMMENTS	
Don't change anything - like park as is	10
Enjoyed visit	5
Doing a good job	4
Other comments	6

Additional comments

Question 27

Is there anything else you and your group would like to tell us about your visit to Kings Mountain NMP?

Results

- 48% of visitor groups (N=109) responded to this question.
- Table 10 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 10: Additional comments

N=206 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff is helpful	8
Staff is knowledgeable	2
Other comments	2
INTERPRETIVE SERVICES	
Enjoyed the reenactment - Military through the ages	11
Excellent movie/film	10
Excellent museum	6
Enjoyed battlefield trail markers/signs	3
Exhibits were educational/informative	3
Enjoyed the museum	2
Visitor center is excellent	2
Trails were informative	2
Other comments	12
FACILITIES/MAINTENANCE	
Trails are excellent	5
Park is clean	4
Park is well maintained	4
Park is up-to-date/modern	3
More benches along trail	2
Other comments	8
POLICIES/MANAGEMENT	
Do not charge a fee	3
Extend hours of operation	3
If fee is charged, then won't visit the park as often	2
Other comments	5

**Table 10: Additional comments
(continued)**

Comment	Number of times mentioned
GENERAL COMMENTS	
Enjoyed visit	38
Was educational/informative visit	12
Park is beautiful	8
Thank you	7
Enjoyed walking the battlefield trail	5
Will return	5
Repeat visit	3
Good job	2
Interesting visit	2
Other	22

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- | | | |
|--|---|---|
| • Awareness of site management | • Support services would have used if available | • Visitor level of education |
| • Sources of information used prior to visit | • Length of stay visiting park | • Visitors with disabilities/ impairments |
| • Received needed information? | • Number of days visited | • Encounter access/service problems |
| • Helpfulness of park website | • Number of entries into park | • Respondent ethnicity |
| • How park fit into travel plans | • Number of entries into state park | • Respondent race |
| • Primary reason for visiting the park area (within 45-minute drive) | • Amount of time spent in park | • Importance of attributes/ resources |
| • Reason for visiting the park | • Topics learned on this visit | • Awareness of prescribed burn policy |
| • Other sites visited in park area | • Topics to learn on future visit | • Willingness to tolerate short periods of smoke |
| • Travel routes used | • Appropriateness of activities | • Willingness to tolerate blackened landscapes |
| • Overnight stay away from home in park area | • Visitor services and facilities used | • Total expenditures in and outside of park |
| • Number of nights stayed in state park | • Importance of visitor services and facilities | • Expenditures inside park |
| • Number of nights stayed in park area | • Quality of visitor services and facilities | • Expenditures outside park |
| • Type of lodging in state park | • Guided tour group | • Number of adults covered by expenses |
| • Type of lodging in park area | • School/educational group | • Number of children covered by expenses |
| • Location stayed on night before arrival at park | • Other organized group | • Willingness to pay \$3/vehicle entrance fee in future |
| • Location stayed on night after departure from park | • Group type | • Willingness to pay \$3/vehicle combined park/state park entrance fee in future |
| • Support services used | • Group size | • Overall quality of visitor facilities, services, and recreational opportunities |
| | • Number of vehicles used | |
| | • Visitor gender | |
| | • Visitor age | |
| | • Zip code/state of residence | |
| | • Country of residence | |
| | • Number park visits in past 12 months | |
| | • Number of lifetime visits | |

For more information please contact:
 Visitor Services Project, PSU
 College of Natural Resources
 P.O. Box 441139
 University of Idaho
 Moscow, ID 83844-1139

Phone: 208-885-7863
 Fax: 208-885-4261
 Email: littlej@uidaho.edu
 Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Stoop 2004). In this study, group size and age of the group member (at least 16 years old) completing the survey were two variables that were used to check for non-response bias.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Average age of respondents – average age of non-respondents = 0
2. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 1, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. There is potential bias in the results of the survey in that younger visitors may be under-represented in the results.

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Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

1989 (continued)

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

Visitor Services Project Publications (continued)**1993**

- 54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
- 55. Santa Monica Mountains National Recreation Area (spring)
- 56. Whitman Mission National Historic Site
- 57. Sitka National Historical Park
- 58. Indiana Dunes National Lakeshore
- 59. Redwood National Park
- 60. Channel Islands National Park
- 61. Pecos National Historical Park
- 62. Canyon de Chelly National Monument
- 63. Bryce Canyon National Park (fall)

1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

Visitor Services Project Publications (continued)**2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park

2003 (continued)

- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

2005

- 163. Congaree National Park
- 164. San Francisco Maritime National Historical Park
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

2006

- 174. Kings Mountain National Military Park

For more information about the Visitor Services Project, please contact
University of Idaho Park Studies Unit at (208) 885-7863 or <http://www.psu.uidaho.edu>

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

