



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

**Visitor Services Project**

# **Little River Canyon National Preserve**

## **Visitor Study**



OMB Approval 1024-0224 (NPS #10-012)

Expiration date: 12/31/10

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

Little River Canyon National Preserve  
2141 Gault Avenue North  
Fort Payne, AL 35967

IN REPLY REFER TO:

June 2010

Dear Visitor:

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

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

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

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

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu).




We appreciate your help.

Sincerely,

John Bundy  
Superintendent

**DIRECTIONS**

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

Like this:  Not like this:   

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

Thank you!

**PRIVACY ACT and PAPERWORK REDUCTION ACT statement:**

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

**Burden estimate statement:** Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu).

## Your Visit To Little River Canyon National Preserve

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

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

### a) Prior to this visit

### b) Prior to future visits

- |  |                       |
|--|-----------------------|
| <input type="radio"/> Did not obtain information prior to visit → <b>Go to part b of this question</b>                         |                       |
| <input type="radio"/> Friends/relatives/word of mouth  | <input type="radio"/> |
| <input type="radio"/> Information from local motel or other business   | <input type="radio"/> |
| <input type="radio"/> Inquiry to the Preserve via phone, mail, or email  | <input type="radio"/> |
| <input type="radio"/> Little River Canyon Center website: <a href="http://epic.jsu.edu/lrc/center">epic.jsu.edu/lrc/center</a> | <input type="radio"/> |
| <input type="radio"/> Little River Canyon National Preserve website: <a href="http://www.nps.gov/liri">www.nps.gov/liri</a>    | <input type="radio"/> |
| <input type="radio"/> Other websites   | <input type="radio"/> |
| <input type="radio"/> Maps/brochures   | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles  | <input type="radio"/> |
| <input type="radio"/> Other National Park Service sites/units  | <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 (Facebook, Twitter, etc.)   | <input type="radio"/> |
| <input type="radio"/> State welcome center/chamber of commerce/visitors bureau   | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/videos   | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.)   | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below)   | <input type="radio"/> |

Prior to this visit \_\_\_\_\_ Prior to future visits \_\_\_\_\_

c) From the sources marked in column (a), did you and your personal group receive the type of information about the Preserve that you needed?

☐ No ☐ Yes → **Go to Question 2**

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

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

☐ Did not know who managed the Preserve → **Go to Question 3**

☐ National Park Service

☐ State of Alabama

☐ DeKalb County

☐ Jacksonville State University

☐ DeSoto State Park

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

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

a) **Aware  
prior to  
visit?**

b) **Learned or learned  
more about during  
visit?**

Yes	No	Type of program offered	Yes	No
<input type="radio"/>	<input type="radio"/>	Ranger-led programs	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Jacksonville State University Field School Nature Camps	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Jacksonville State University Campfire Talks	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	DeSoto State Park Nature Programs	<input type="radio"/>	<input type="radio"/>

4. On this visit, were the signs directing you and your personal group to Little River Canyon National Preserve adequate? Please mark (●) **one** response for each.

- a) Signs on interstates                      ☐ Yes    ☐ No    ☐ Did not use
- b) Signs on state highways                      ☐ Yes    ☐ No    ☐ Did not use
- c) City street signs in communities    ☐ Yes    ☐ No    ☐ Did not use
- d) If you answered NO to any of the above, please explain.

Interstates \_\_\_\_\_

State highways \_\_\_\_\_

Communities \_\_\_\_\_

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

a) <b>First enter</b>	<b>Entrance/exit point</b>	b) <b>Last exit</b>
<input type="radio"/>	Route 35 East	<input type="radio"/>
<input type="radio"/>	Route 35 West	<input type="radio"/>
<input type="radio"/>	Route 255	<input type="radio"/>
<input type="radio"/>	Route 148	<input type="radio"/>
<input type="radio"/>	Route 275	<input type="radio"/>
<input type="radio"/>	Route 176	<input type="radio"/>
<input type="radio"/>	Route 103	<input type="radio"/>
<input type="radio"/>	Route 295	<input type="radio"/>
<input type="radio"/>	Fischer Road	<input type="radio"/>

6. a) In **column (a)**, please mark (●) all the services in the nearby communities of Fort Payne, Centre, Scottsboro and other cities **within 40 miles** of the Preserve that you and your personal group used that were specifically related to this Preserve visit.

☐ Did not use any services on this visit → **Go to Question 7**

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

a) <b>Used on this visit (●)</b>	b) <b>Community (●)</b>			
	Fort Payne	Centre	Scottsboro	Other cities
<input type="radio"/> Ate meals in restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Bought gasoline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Bought groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Obtained information about Little River Canyon National Preserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Obtained other travel/tourist information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Shopped (other than groceries)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Stayed overnight in a lodge/motel/hotel/B&B, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Stayed overnight in a campground/RV park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Used a drink/vending machine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other service (Please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

☐ Resident of the area (within 40 miles of Preserve)

☐ Visit Little River Canyon National Preserve

☐ Visit other attractions in the area

☐ Traveling through - unplanned visit

☐ Visit friends/relatives in the area

☐ Business

☐ Other (Please specify) \_\_\_\_\_

8. a) **On this visit** to Little River Canyon National Preserve, did you and your personal group visit the Preserve on more than one day? Please list partial hours/days as  $\frac{1}{4}$ ,  $\frac{1}{2}$ , or  $\frac{3}{4}$ .

☐ Yes



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

\_\_\_\_\_ Number of days

☐ No



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

\_\_\_\_\_ Number of hours

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

☐ Resident of the area → **Go to Question 9**

\_\_\_\_\_ Number of hours **if less than 24 hours**

**OR**

\_\_\_\_\_ Number of days **if 24 hours or more**

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

☐ Yes

☐ No → **Go to Question 10**

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

\_\_\_\_\_ Number of nights (within 40 miles of Preserve)

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

☐ Lodge, motel, hotel, cabin, rented condo/home, bed & breakfast, etc.

☐ RV/trailer camping

☐ Tent camping in developed campground

☐ Backcountry camping

☐ Personal seasonal residence

☐ Residence of friends or relatives

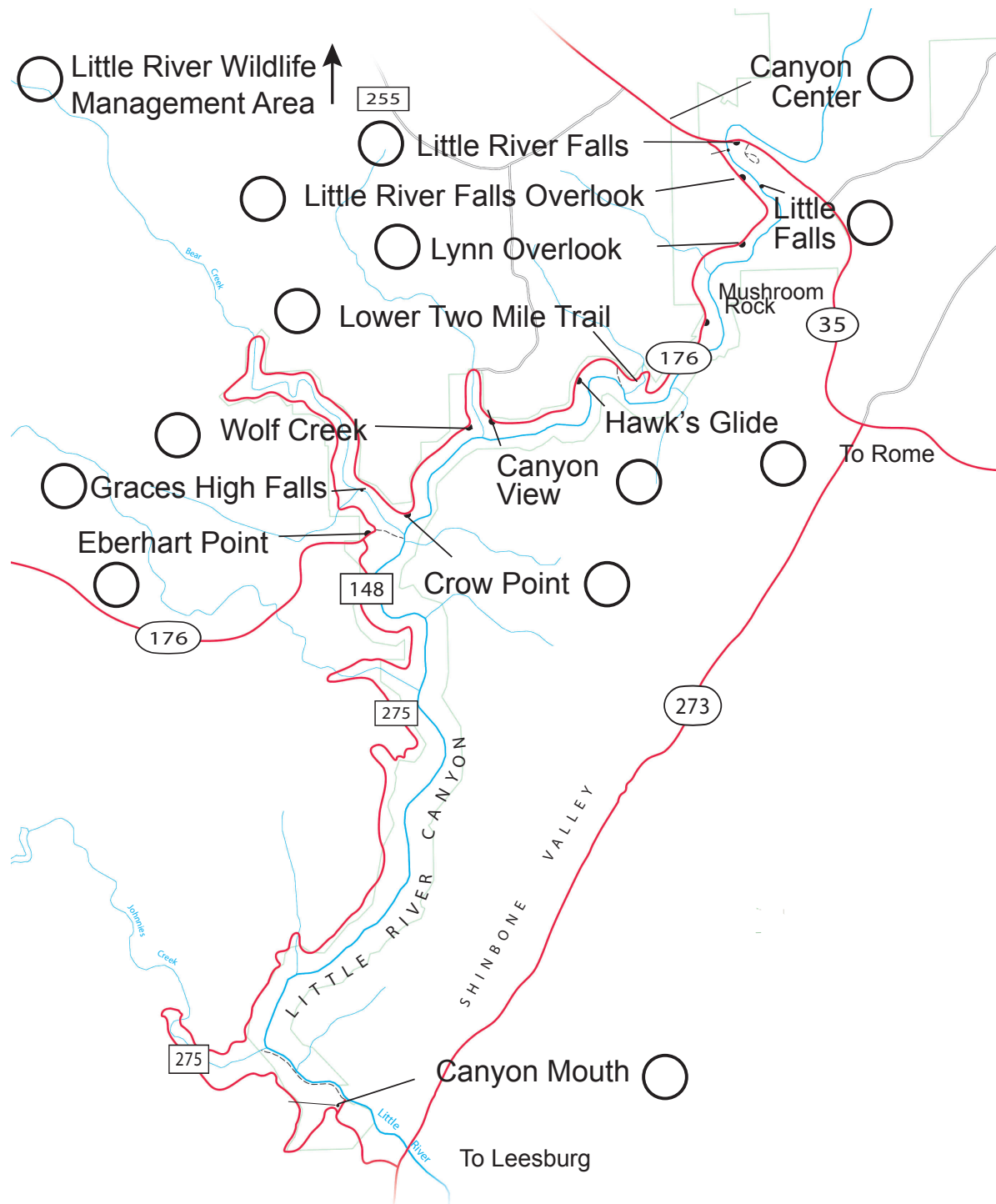
☐ Other (Please specify) \_\_\_\_\_



10. On this visit, how many vehicles did you and your personal group use to arrive at the Preserve? Please write "0" if you did not arrive by vehicle.

\_\_\_\_\_ Number of vehicles

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



12. a) On **past** visits, in which activities have you and your personal group participated within Little River Canyon National Preserve? Please mark (●) **all** that apply.

☐ First visit—have not visited in the past → **Go to part b of this question**

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

**a) Past visits**

**b) This visit**

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

Activity past visits \_\_\_\_\_ Activity this visit \_\_\_\_\_

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

<u>Location</u>	<b>How safe did you feel in the Preserve?</b>				
	Very unsafe	Somewhat unsafe	Neither safe/unsafe	Somewhat safe	Very safe
On roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In parking areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- b) If you marked that you felt “very unsafe” or “somewhat unsafe” for any of the above locations, please explain **where** and **why**.

Location \_\_\_\_\_ Reason \_\_\_\_\_

Location \_\_\_\_\_ Reason \_\_\_\_\_

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

- ☐ Did not visit other local and regional attractions → **Go to Question 15**
- |  |  |
|--|--|
| <input type="radio"/> Cherokee Rock Village                          | <input type="radio"/> Huntsville Botanical Gardens   |
| <input type="radio"/> DeSoto State Park                              | <input type="radio"/> Russell Cave National Monument |
| <input type="radio"/> Guntersville State Park                        | <input type="radio"/> Sequoyah Caverns               |
| <input type="radio"/> Little River Canyon Center                     | <input type="radio"/> Weiss Lake                     |
| <input type="radio"/> Chickamauga-Chattanooga National Military Park |  |
| <input type="radio"/> Other (Please specify) _____                   |  |

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

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

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

- ☐ Not interested in interpretive programs → **Go to Question 17**
- |  |  |
|--|--|
| <input type="radio"/> Geology                      | <input type="radio"/> Recreational activities (fishing, rock climbing, etc.) |
| <input type="radio"/> History                      | <input type="radio"/> Safety (hiking, climbing, water, etc.)                 |
| <input type="radio"/> Plants                       | <input type="radio"/> Wildlife   |
| <input type="radio"/> Other (Please specify) _____ |  |

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

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

c) Which times of day would be **most** suitable for you and your personal group to attend an interpretive/ranger-led program? Please mark (●) **all** that apply.

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

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

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

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

a) Visitor services and facilities used	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
Mark (●) <input type="radio"/> Access for people with disabilities	_____	_____
<input type="radio"/> Assistance from Preserve staff	_____	_____
<input type="radio"/> Canyon Center restrooms	_____	_____
<input type="radio"/> Exhibits at viewpoints	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Little River Canyon Center (other than restrooms)	_____	_____
<input type="radio"/> Little River Canyon National Preserve website: <a href="http://www.nps.gov/liri">www.nps.gov/liri</a> (used before or during visit)	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Preserve brochure/map	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Sales items in Canyon Center bookshop (selection, price, etc.)	_____	_____

18. It is the National Park Service's responsibility to protect Little River Canyon National Preserve's natural, scenic, and cultural resources and the visitor experiences that depend on these. How important is protection of the following to you and your personal group? Please mark (●) **one** answer for each attribute/resource/experience.

<b>Attribute/resource/experience</b>	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities (fishing, hiking, climbing, etc.)	<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"/>
Scenic views without development	<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"/>

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

☐ Yes, likely      ☐ No, unlikely      ☐ Not sure



➡ **Go to part c of this question** ↩

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

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

- c) If NO, why wouldn't you return? \_\_\_\_\_

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

a) Commercial guided tour group      ☐ Yes      ☐ No

b) School/educational group      ☐ Yes      ☐ No

c) Other organized group  
(business, church, scout, etc.)      ☐ Yes      ☐ No



- b) What is your race? What is the race of each member of your personal group?  
Please mark (●) **one or more** for you and each group member.

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

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

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

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

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

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

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

**OFFICIAL BUSINESS**

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



