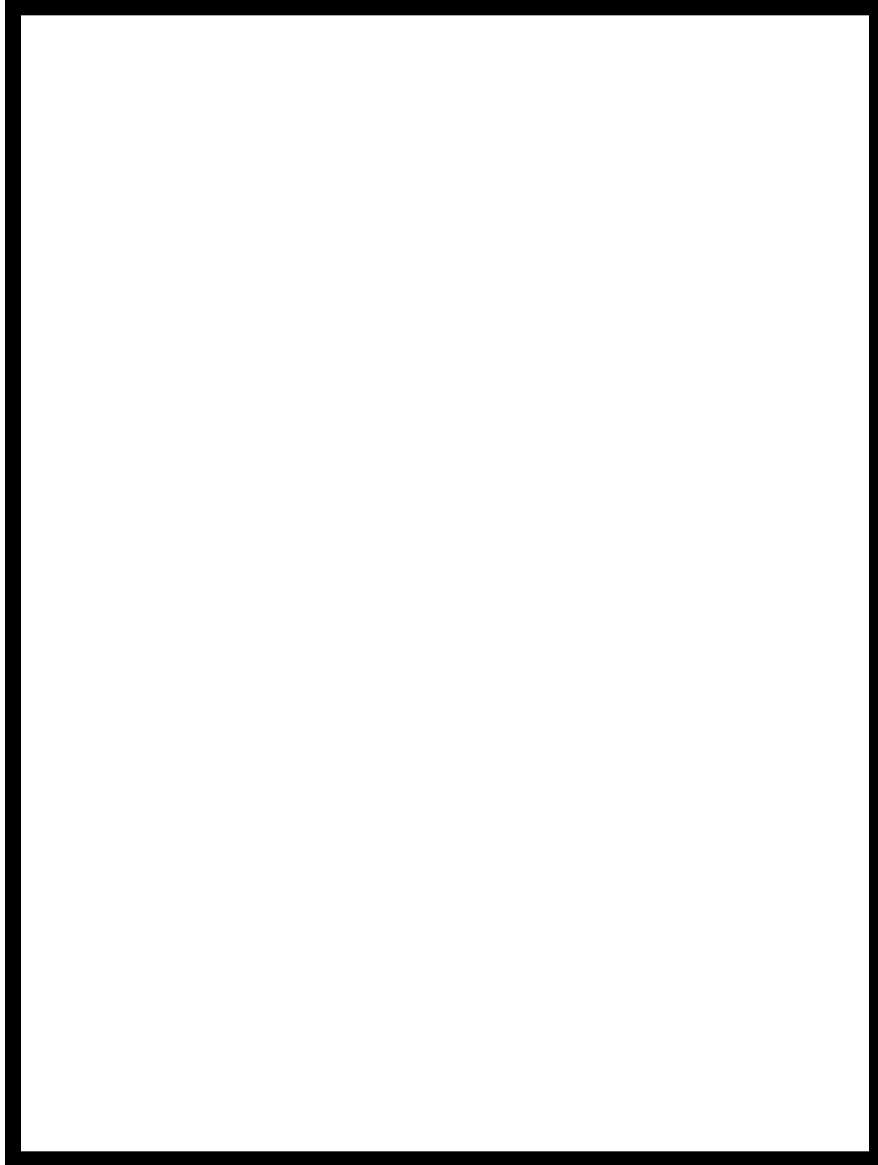


New River Gorge National River Visitor Study



**The
Visitor Services
Project**

July, 1991

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the activities that visitors to New River Gorge National River enjoy, the places they visit within the park, and to more accurately count visitors.

This questionnaire is only being given to a select number of visitors. Your participation is very important! It should only take a few minutes of your time during your visit to New River Gorge National River.

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

If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

Joe Kennedy
Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT AND PAPERWORK REDUCTION ACT statement: 16 U.S.C 1a-7 authorizes the 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. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law.

Burden estimate statement: Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Service Information Collection Clearance Officer, National Park Service, P.O. Box 37127, Washington D.C. 20014-7127; and to the Office of Management and Budget, Paperwork Reduction Project, 1024-0098, Washington D.C. 20503.

PLEASE GO ON TO NEXT PAGE



4

1. How did you and your group get information about New River Gorge National River? Please check () **all** that apply.

_____ TRAVEL AGENT

_____ HIGHWAY SIGNS

_____ NEWSPAPER/ MAGAZINE ARTICLES

_____ RECREATIONAL OUTFITTER

_____ ADVICE FROM FRIENDS OR RELATIVES

_____ PREVIOUS VISIT(S)

_____ NATIONAL PARK SERVICE BROCHURES/MAPS

_____ VISITOR INFORMATION RADIO STATION

_____ NO INFORMATION PRIOR TO VISIT

_____ OTHER (Please describe:_____)

_____)

YOUR ACTIVITIES

2. On the list below, please check the activities that you and your group did at New River Gorge National River this visit. Please check () **all** that apply.

_____ SIGHTSEEING

_____ FISHING

_____ SWIMMING

_____ HIKING

_____ CAMPING

_____ MOUNTAIN BIKE RIDING

_____ HORSEBACK RIDING

_____ PICNICKING

_____ NATURE STUDY

_____ ROCK CLIMBING

_____ VISITING HISTORIC SITES

_____ ATTENDING THE OUTDOOR THEATER

_____ OTHER (Please describe: _____)

PLEASE GO ON TO NEXT PAGE



6

3. During this visit to New River Gorge National River did you and your group take a boating or rafting trip? Please check () **only one**.

a) _____ NO - GO ON TO QUESTION 4

_____ YES

b) What type of boating/rafting trip did you and your group take this visit? Please **check** () **one**.

Personally Owned **Commercially Operated**

()

()

_____ CANOE _____

_____ RAFT _____

_____ KAYAK _____

_____ BOAT _____

_____ OTHER _____

(Please describe: _____)

REASONS YOU VISITED

4. What was your **primary** reason for visiting New River Gorge National River? Please check () **only one**.

_____ WHITE WATER RECREATION

_____ TO SEE NEW RIVER GORGE BRIDGE

_____ SIGHTSEEING

_____ FISHING/HUNTING

_____ CAMPING

_____ ROCK CLIMBING

_____ NATURE STUDY

_____ OTHER (Please describe: _____)

YOU AND YOUR OPINIONS

5. How much time did you and your group spend at New River Gorge National River this visit?

If less than 24 hours:

_____ NUMBER OF HOURS

If 24 hours or more:

_____ NUMBER OF DAYS

6. How many people were in your group?

_____ NUMBER OF PEOPLE

7. What kind of group were you with? Please check () **one**.

_____ ALONE

_____ FAMILY

_____ FRIENDS

_____ FAMILY AND FRIENDS

_____ BUS TOUR GROUP

_____ YOUTH GROUP

_____ OTHER (Please describe: _____)

_____)

PLEASE GO ON TO NEXT PAGE



8

8. For you and your group, please indicate:

	CURRENT AGE	U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY	# TIMES VISITED (INCLUDING THIS VISIT)
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

9. Where did your trip begin on the day you visited New River Gorge National River?

_____ TOWN
_____ STATE

10. Where is your planned destination on the day you leave New River Gorge National River?

_____ TOWN
_____ STATE

11. During this visit to New River Gorge National River did you spend the night in the area? Please check () **only one**.

_____ NO - GO ON TO QUESTION 12
_____ YES

What type of overnight accommodations did you and your group use? Please check () **all** that apply.

_____ MOTEL/HOTEL
_____ LODGE/CABIN
_____ TENT
_____ RECREATIONAL VEHICLE
_____ OTHER (Please describe: _____
_____.)

12. a) During this visit did you and your group **use** any of the following interpretive services at New River Gorge National River? Please check () **all** that apply.
- b) Next rate (from 1-5) the quality of each facility or service you or your group **used** during this visit to New River Gorge National River.

1= VERY GOOD
 2= GOOD
 3= AVERAGE
 4= POOR
 5= VERY POOR

Use service?
 ()

What quality?
 (1-5)

_____	PARK FOLDER/MAP	_____
_____	PARK NEWSPAPER	_____
_____	VISITOR CENTER EXHIBITS	_____
_____	INTERACTIVE VIDEO	_____
_____	RANGER LED WALK/TALK	_____
_____	SALES PUBLICATIONS	_____
_____	PARK SLIDE SHOW	_____
_____	BULLETIN BOARDS	_____
_____	GORGE MODEL	_____
_____	SURROUNDING AREA INFO	_____
_____	OTHER (Please describe: _____ _____)	_____

PLEASE GO ON TO NEXT PAGE



13. a) During this visit did you and your group use any of the following information/interpretive brochures at New River Gorge National River? Please check () **all** that apply.

b) Please rate the usefulness of the interpretive/information brochures you and your group used during this visit to New River Gorge National River. Mark each service used from 1 to 5.

- 1= EXTREMELY USEFUL
- 2= VERY USEFUL
- 3= MODERATELY USEFUL
- 4= SOMEWHAT USEFUL
- 5= NOT USEFUL

Use service ()		How Useful? (1-5)
_____	WHITE WATER ACTIVITIES SITE BROCHURES	_____
_____	FISHING BROCHURES	_____
_____	HUNTING BROCHURES	_____
_____	HIKING BROCHURES	_____
_____	NATURE STUDY BROCHURES	_____
_____	COAL MINING BROCHURES	_____
_____	OTHER Please Describe:	_____

STAMP

OFFICIAL BUSINESS

**Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho 83843**