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U.S. Department of the Interior

Natural Resource Stewardship and Science

Blue Ridge Parkway
Socioeconomic Monitoring Pilot Implementation

Summer 2015

Natural Resource Report NPS/BLRI/NRR—2018/1851



ON THE COVER
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Blue Ridge Parkway
Socioeconomic Monitoring Pilot Implementation

Summer 2015

Natural Resource Report NPS/BLRI/NRR—2018/1851

Resource Systems Group (RSG)

55 Railroad Row
White River Junction, VT 05001

December 2018

U.S. Department of the Interior
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Executive Summary

- This report describes the results of a visitor study at Blue Ridge Parkway conducted from October 8 – 17, 2015. During the sampling period, 1,165 visitor groups were contacted to participate in the survey. Of those groups, 902 agreed to participate in the study by accepting a mail-back survey packet. Questionnaires were completed and returned by 599 visitor groups, resulting in a completion rate of 66% among those visitor groups that agreed to participate in the study and an overall response rate of 51% for the study.
- This report profiles a systematic random sample of Blue Ridge Parkway visitors. Most of the results are presented in graphs and frequency tables. Summaries of visitor comments are included in the body of the report. Verbatim comments are included in the Visitor Comment Appendix (bound separately).
- Sixty-eight percent of visitor groups were groups of two, and 20% of visitor groups were groups of three or more members. A majority of visitor groups (72%) identified as groups of family.
- Thirty-six percent 36% of visitor were 65 years old or older, 28% of visitors were 55 to 64 years old, 23% of visitor were 35 to 54 years old, 7% of visitors were 18 to 34 years old, and 6% of visitors were under 18 years old.
- Hispanic or Latino visitors comprised less than 1% of visitation during the survey period. Most visitors (97%) were white. Few visitors were Asian (2%), American Indian or Alaska Native (1%), black or African American (<1%), or Native Hawaiian or other Pacific Islander (<1%).
- Nearly all visitor groups preferred to speak (99%) and read (99%) English when visiting an area such as Blue Ridge Parkway.
- Individuals from the United States comprised 97% of total visitation during the survey period. At the state level, 34% of visitors were from North Carolina, 17% of visitors were from Virginia, and smaller proportions of visitors were from 42 other states. International visitors comprised 3% of total visitation with 43% of international visitors from Canada, 28% from the United Kingdom, 14% from Germany, and smaller proportions of visitors from 5 other countries.
- Fifty-four percent of visitors indicated having visited the park only once during the last 12 months, while 21% had visited more two times during the past year. Thirty-eight percent of visitors indicated that they had not visited another National Park Service (NPS) site within the past 12 months.
- Ninety-five percent of visitor groups obtained information about Blue Ridge Parkway prior to this trip. The most commonly reported information sources used were previous visits (69%), maps/brochures (41%), the park website (38%), and friends/relatives/word of mouth (24%). The vast majority (93%) of visitor groups had the information they needed about Blue Ridge Parkway for their trip.

- Ninety-five percent of visitor groups used a car, truck, or SUV to get from their home to the park. Sixty-nine percent of visitor groups spent up to 6 hours traveling from their home to the park. Fifty-eight percent of visitor groups traveled up to 250 miles from their home to get to the park.
- Fifty-seven percent of visitor groups indicated that visiting Blue Ridge Parkway was the primary or sole purpose of their trip away from home. Thirty-nine percent of visitor groups indicated that visiting Blue Ridge Parkway was one of several equally important destinations.
- The most important reasons for visitors to visit Blue Ridge Parkway included to view wildlife or natural scenery (93% of visitor groups), to relax (84% of visitor groups), and to be outdoors (83% of visitor groups). Twenty-seven percent of visitor groups reported that viewing wildlife, natural features, scenery, wildflowers, or other aspects of natural scenery was their primary activity. Eighteen percent reported that driving for pleasure was their primary activity. Sixteen percent of visitor groups reported having no primary activity.
- Sixty-three percent of visitors stayed overnight in the parkway or in the nearby area. The majority (69%) of those visitors who stayed overnight stayed in lodging outside Blue Ridge Parkway. More than a quarter (27%) of visitor groups visited another NPS site on their trip away from home. The most commonly reported NPS sites visited other than Blue Ridge Parkway were Great Smoky Mountains National Park and Shenandoah National Park.
- The vast majority of visitor groups (89%) indicated that no one in their group had a physical condition that made it difficult to access or participate in activities or services during their visit. Of those visitor groups that did have a group member with a physical condition, the mostly commonly reported physical condition was a mobility-related condition (80%). Moreover, 41% of visitors groups disagreed that Blue Ridge Parkway is not accessible to persons with physical disabilities.
- The majority of visitor groups went to the visitor center (74%), viewed outdoor exhibits (65%), and/or viewed indoor exhibits (62%). Forty-four percent of visitor groups reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Only 1% of visitor groups reported that someone within their group purchased a package tour that included meals, lodging, and/or transportation while on their trip to Blue Ridge Parkway.
- Fifty-eight percent of visitor groups spent up to $500 on expenditures inside the park and nearby area, excluding package tour expenses, and 24% spent $501 to $1,000. The expenditure sectors where visitor groups spent the largest proportions of money (excluding package tour expenses) included hotels, motels, resorts (39% of expenditures) and restaurants/bars (22% of expenditures).
- The vast majority of visitor groups (94%) reported that their visit to Blue Ridge Parkway met their expectations.

- The vast majority (98%) of visitor groups agreed that Blue Ridge Parkway is a safe place to visit. Sixty-eight percent agreed that vandalism and crime are not a problem in Blue Ridge Parkway.
- Seventy-seven percent of visitor groups agreed that natural resources in Blue Ridge Parkway are in pristine condition. Eighty-seven percent of visitor groups agreed that historical and cultural features in Blue Ridge Parkway are well maintained/preserved. A quarter (24%) of visitors groups agreed that development of adjacent areas detracts from visitors' experiences at Blue Ridge Parkway. Half (52%) of visitor groups disagreed that Blue Ridge Parkway is too crowded.
- Only 3% of visitor groups agreed that the entrance fee to Blue Ridge Parkway is too high (it should be noted that Blue Ridge Parkway does not have an entrance fee).
- Overall, visitor groups rated the quality of facilities, services, and recreation opportunities in Blue Ridge Parkway highly. Ninety-three percent of visitor groups rated the overall quality as good or very good.

Acknowledgments

We thank the staff of Blue Ridge Parkway and the National Park Service for their assistance and support with this visitor use study. In particular, the support from Blue Ridge Parkway staff, and the National Park Service's Social Science Program are to be acknowledged.

List of Terms

NPS: National Park Service

SEM: Socioeconomic Monitoring

SSP: Social Science Program

VSP: Visitor Services Project

Introduction

During 2015 through 2016, the National Park Service (NPS) Social Science Program (SSP) conducted pilot implementation of an in-park Socioeconomic Monitoring (SEM) visitor survey in several units of the National Park System. This report describes the results of pilot implementation of the SEM visitor survey at Blue Ridge Parkway from October 8 through October 17, 2015. The study was conducted by RSG, under a contract with the NPS SSP.

Organization of Report

This report is organized into three sections

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

Section 2: **Results** This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The results are organized by topic areas, starting with visitor and visitor group characteristics, followed by results of questions related to pre-arrival, onsite, and post-trip stages of park visits.

Section 3: **Appendices**

Appendix 1. *Descriptive Statistics*. Descriptive statistics for those variables for which measures of central tendency can be computed.

Appendix 2. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 3. *The Thank You/Reminder Postcard*. A copy of the thank you/reminder postcard mailed to visitor groups.

Appendix 4. *The Replacement Mailing Cover Letter*. A copy of the replacement mailing cover letter mailed to visitor groups.

Appendix 5. *Unweighted and Weighted Frequencies*. Tabular summaries of unweighted and weighted survey results.

Appendix 6. *Detailed Sampling Procedures*. A detailed description of sampling locations and procedures.

Appendix 7. *Non-response Bias Analysis - Effects on Survey Reponses due to Initial Contact Gender*. Results of statistical tests of initial contact gender effects on key questions in the SEM survey instrument.

Visitor Comments Appendix (separate document). Visitor responses to open-ended questions. Bound separately due to appendix length.

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. The phrase **"CAUTION: Number of respondents less than 30 visitor groups**" is shown on the graph to indicate the results are unreliable due to low sample size.

   * 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 (y-axis) describes the response categories.
4. Horizontal information (x-axis) shows the number or proportion of responses in each category.
5. The proportion of visitor groups/visitors who responded to each category.

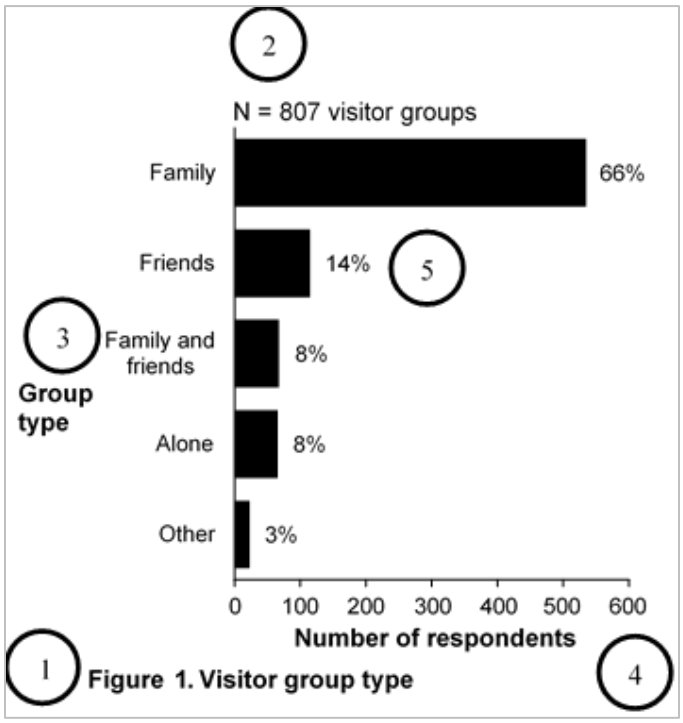


Figure 1. Example figure.

Methods

Survey Method

The SEM visitor survey was administered at Blue Ridge Parkway as a personally delivered self-administered mail-back survey, following the principles outlined in Don A. Dillman's book *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (2014). The survey method included three phases: 1) onsite distribution of a booklet-sized questionnaire, 2) a color-picture reminder postcard mailing, and 3) one replacement mailing of a booklet-sized questionnaire for those participants that had not yet returned a completed questionnaire. The study population included visitor groups with at least one group member 18 years of age or older in Blue Ridge Parkway during the study period. The target margin of error for summary statistics of no greater than +/- 5% (Fowler 1993) was used to establish the target sample size at 400 completed questionnaires.

Sampling Plan

The SEM visitor survey was administered at Blue Ridge Parkway from October 8 through October 17, 2015. The survey administration dates were selected to target peak use at the park. The peak use month was identified using the five-year average of monthly visitation data for Blue Ridge Parkway available from the NPS Public Use Statistics Office. Within the peak use month, the survey administration dates were selected to include both weekdays and weekend days.

The list of sampling locations was selected through an iterative, data-driven process. A list of potential sampling locations was compiled using three primary information sources. First, previously conducted visitor use studies and/or survey research were consulted for locations that had been sampled previously. Second, the sampling locations for collection of NPS Public Use Statistics Office visitation data were consulted for potential additional sampling locations. Third, the park's website and other popular trip planning resources for Blue Ridge Parkway were consulted to ensure that popular visitor locations were not inadvertently excluded from the list of potential sampling locations. The list of potential sampling locations was reduced through consideration of feasibility for survey administration and coverage of the range of user types at Blue Ridge Parkway. The refined list of sampling locations was finalized through consultation with the NPS SPP and Blue Ridge Parkway staff. The SEM visitor survey was administered at 16 locations in the park: Blue Ridge Music Center, Blue Ridge Parkway Visitor Center (VC), Craggy Gardens VC, Doughton Park Campground (CG), Doughton Park Overlook, Humpback Rocks VC, Linville Falls CG, Linville Falls VC, Mabry Mill, Moses H. Cone Memorial Park VC, Mount Pisgah CG, Mount Pisgah Trailhead, Museum of North Carolina (NC) Minerals, Peaks of Otter VC, Peaks of Otter CG, and Waterrock Knob VC.

The SEM visitor survey was administered for a select range of hours on each sampling day. The hours of survey administration varied among sampling days to capture the range of user types at Blue Ridge Parkway, preventing the systematic exclusion of visitors during off-peak hours of the day. The final sampling plan is presented in Table 1 through Table 3.

Table 1. Sampling plan – North Carolina sites.

Date	Blue Ridge Parkway VC	Craggy Gardens VC	Mount Pisgah Trailhead and CG	Waterrock Knob VC
Thursday, October 8	9:00AM-5:00PM	10:00AM-5:00PM	9:00AM-5:00PM	10:00AM-5:00PM
Friday, October 9	9:00AM-5:00PM	10:00AM-5:00PM	10:00AM-6:00 PM	10:00AM-5:00PM
Saturday, October 10	9:00AM-5:00PM	10:00AM-5:00PM	9:00AM-5:00PM	10:00AM-5:00PM
Sunday, October 11	–	–	–	–
Monday, October 12	–	–	–	–
Tuesday, October 13	–	–	–	–
Wednesday, October 14	–	–	–	–
Thursday, October 15	–	–	–	–
Friday, October 16	–	–	–	–
Saturday, October 17	–	–	–	–

Table 2. Sampling plan - North Carolina sites, continued.

Date	Doughton Park Overlook and CG	Linville Falls VC and CG	Moses H. Cone Memorial Park VC	Museum of NC Minerals
Thursday, October 8	–	–	–	–
Friday, October 9	–	–	–	–
Saturday, October 10	–	–	–	–
Sunday, October 11	9:00AM-4:00PM	9:00AM-5:00PM	10:00AM-5:00PM	10:00AM-5:00PM
Monday, October 12	–	–	–	–
Tuesday, October 13	11:00AM-6:00PM	9:00AM-5:00PM	10:00AM-5:00PM	9:00AM-4:00PM
Wednesday, October 14	10:00AM-5:00PM	9:00AM-5:00PM	10:00AM-5:00PM	10:00AM-5:00PM
Thursday, October 15	–	–	–	–
Friday, October 16	–	–	–	–
Saturday, October 17	–	–	–	–

Table 3. Sampling plan - Virginia sites.

Date	Blue Ridge Music Center	Humpback Rocks VC	Mabry Mill	Peaks of Otter VC and CG
Thursday, October 8	–	–	–	–
Friday, October 9	–	–	–	–
Saturday, October 10	–	–	–	–
Sunday, October 11	–	–	–	–
Monday, October 12	–	–	–	–
Tuesday, October 13	–	–	–	–
Wednesday, October 14	–	–	–	–
Thursday, October 15	10:00AM-5:00PM	10:00AM-5:00PM	9:00AM-5:00PM	9:00AM-5:00PM
Friday, October 16	10:00AM-5:00PM	10:00AM-5:00PM	10:00AM-6:00PM	9:00AM-5:00PM
Saturday, October 17	10:00AM-5:00PM	10:00AM-5:00PM	10:00AM-6:00PM	9:00AM-5:00PM

Questionnaire Design

The SEM questionnaire is a standardized survey instrument designed to gather system-wide information at NPS units about visitor and trip characteristics, visitor spending in gateway communities, visitor perceptions of park experiences, visitor attitudes toward park management, and visitor satisfaction with park services and facilities. The questionnaire was developed through a collaborative process between the NPS SSP and RSG. All of the questions included in the SEM questionnaire were selected from the NPS Programmatic Information Collection Review Pool of Known Questions. The majority of the questions included in the SEM survey instrument ask visitors to choose answers from a list of response options, providing an open-ended option, where appropriate, to ensure that question prompts allowed for inclusive answers. A few questions were completely open-ended to collect unprompted responses from visitors in their own words. The questionnaire was reviewed and approved by the Office of Management and Budget (OMB), and correspondingly conforms to OMB standards and guidelines for questionnaire design. Blue Ridge Parkway staff were asked to review the SEM questionnaire to provide guidance on park-specific tailoring of question prompts to ensure consistency of the survey instrument with park policies, programs, services, and activities.

Sampling Procedures

Mail-back survey packets were administered to visitor groups in Blue Ridge Parkway using onsite intercept methods (see Appendix 6 for detailed descriptions of how visitors were selected at each sample location). Each contacted visitor group was greeted, introduced to the purpose of the study, and asked to participate. If a visitor group agreed to participate, they were asked which member of the group (at least 18 years old) had the next birthday; the individual with the next birthday was asked to complete the questionnaire for the group. This was done in order to randomize selection of the individual within the group to complete the questionnaire.

Individuals who agreed to complete the questionnaire were asked to provide their name and mailing address. This information was used to send follow-up mailings according to Dillman's (2014) mail-back survey methods. Participating visitors were then administered a mail-back survey packet, which included a booklet-sized questionnaire placed inside of a pre-addressed envelope affixed with a U.S. first class postage stamp. Visitors were asked to complete the questionnaire after completing their trip to the park and to return the questionnaire by mail using the self-addressed postage-paid envelope provided. International visitors were asked to mail their completed questionnaires before leaving the country due to the U.S. first class postage affixed to the return envelope. Table 4 summarizes the survey effort by sampling location.

Table 4. Number of questionnaires distributed, by sampling location.

	Sampling date										Total questionnaires distributed	
Sampling site	**10/8**	**10/9**	**10/10**	**10/11**	**10/12**	**10/13**	**10/14**	**10/15**	**10/16**	**10/17**	**N**	**%**
Blue Ridge Music Center	–	–	–	–	–	–	–	31	32	33	96	11%
Blue Ridge Parkway VC	30	32	30	–	–	–	–	–	–	–	92	10%
Craggy Gardens VC	25	23	12	–	–	–	–	–	–	–	60	7%
Doughton Park CG	–	–	–	8	–	–	–	–	–	–	8	1%
Doughton Park Overlook	–	–	–	20	–	7	7	–	–	–	34	4%
Humpback Rocks VC	–	–	–	–	–	–	–	30	30	33	93	10%
Linville Falls CG	–	–	–	7	–	–	2	–	–	–	9	1%
Linville Falls VC	–	–	–	25	–	28	24	–	–	–	77	9%
Mabry Mill	–	–	–	–	–	–	–	29	36	29	94	10%
Moses H. Cone Memorial Park VC	–	–	–	28	–	25	26	–	–	–	79	9%
Mount Pisgah CG	8	9	5	–	–	–	–	–	–	–	22	2%
Mount Pisgah Trailhead	16	21	2	–	–	–	–	–	–	–	39	4%
Museum of NC Minerals	–	–	–	31	–	27	30	–	–	–	88	10%

Table 4 (continued). Number of questionnaires distributed, by sampling location.

	Sampling date										Total questionnaires distributed	
Sampling site	**10/8**	**10/9**	**10/10**	**10/11**	**10/12**	**10/13**	**10/14**	**10/15**	**10/16**	**10/17**	**N**	**%**
Peaks of Otter CG	–	–	–	–	–	–	–	–	1	7	8	1%
Peaks of Otter VC	–	–	–	–	–	–	–	5	4	9	18	2%
Waterrock Knob VC	32	28	25	–	–	–	–	–	–	–	85	9%
All sites	**111**	**113**	**74**	**119**	**0**	**87**	**89**	**95**	**103**	**111**	**902**	**100%**

Two weeks after field survey administration concluded, all survey participants were sent a color-picture postcard (Appendix 3) thanking them for participating in the study and/or reminding them to complete and return the questionnaire (Table 5). Approximately two weeks after mailing the postcards, a replacement mail-back survey packet was sent to individuals who agreed to participate in the study but had not yet returned their questionnaire (Appendix 4). Two distinct replacement mail-back survey packets were sent, depending on whether the provided address was a U.S. address or an international address. U.S. addresses were sent a packet that included a pre-addressed return envelope affixed with a U.S. first class postage stamp. International addresses were sent a packet that included a pre-addressed return envelope printed with international business reply mail postage.

Table 5. Follow-up mailing distribution.

Mailing	Date	U.S.	International	Total
Postcards	November 2, 2015	873	25	898
Replacement Mailing	November 16, 2015	493	17	510

Sampling Results[1]

During the sampling period, 1,165 visitor groups were contacted to participate in the survey. Of these groups, 902 agreed to participate in the study by accepting a mail-back survey packet (77%

[1] Sampling results are reported using three metrics: cooperation rate, completion rate, and overall response rate. Cooperation rate is the proportion of onsite acceptances to total onsite contacts. Response rate is the proportion of completed survey questionnaires to total onsite contacts. Calculation of cooperation rate and response rate follow American Association for Public Opinion Research definitions. Completion rate is the proportion of completed survey questionnaires to onsite acceptances — completion rate is the metric in this study that is directly comparable to response rates reported in the Visitor Services Project (VSP) and is therefore included for reference. See Rookey et al. (2012) for a complete description of VSP response rate calculation.

cooperation rate) (Table 4). Questionnaires were completed and returned by 599 visitor groups (Table 6), resulting in a completion rate of 66% among those visitor groups that agreed to participate in the study and an overall response rate of 51% for the study.

Table 6. Number of completed questionnaires, by sampling location.

Sampling site	N	Percent
Blue Ridge Music Center	69	12%
Blue Ridge Parkway VC	54	9%
Craggy Gardens VC	38	6%
Doughton Park CG	6	1%
Doughton Park Overlook	26	4%
Humpback Rocks VC	64	11%
Linville Falls CG	6	1%
Linville Falls VC	51	9%
Mabry Mill	59	10%
Moses Cone House	53	9%
Mount Pisgah CG	17	3%
Mount Pisgah Trailhead	19	3%
Museum of NC Minerals	61	10%
Peaks of Otter CG	3	1%
Peaks of Otter VC	12	2%
Waterrock Knob VC	61	10%
Total	**599**	**100%**

Data Entry and Cleaning

Data from returned questionnaires were entered into a database using Teleform, an optical recognition data coding software application. Each questionnaire was scanned and loaded into Teleform, which automatically coded responses and highlighted potential coding errors. Potential coding errors were reviewed and corrected by research staff. Corrected data were subjected to additional cleaning and proofing using Microsoft Excel and SPSS statistical software. Data cleaning and proofing included identification and correction of invalid and/or erroneous values, and complete manual verification of data entry for a randomly selected subset (5%) of the completed questionnaires for quality assurance.

Non-Response Bias

Non-response bias is the bias that results when respondents differ in meaningful ways from non-respondents. Non-response bias affects the ability to generalize survey results from the sample to the study's target population because the sample population is not reflective of the target population, which would include non-respondents as well as respondents (Salant and Dillman, 1994; Dillman, 2014; Stoop, 2004; Filion, 1976; Dey, 1997). If non-respondents are found to differ from respondents in meaningful ways, care should be taken when interpreting survey responses, as they may not be representative of and generalizable to the target population.

To check for non-response bias, this study used answers to five, pre-selected non-response bias questions and one observable characteristic of the contacted visitor to compare respondents with non-respondents. After being contacted to participate in the survey, an interview, lasting approximately two minutes, was conducted with all contacted visitor groups regardless of whether or not they agreed to participate in the study. The interview included the following five questions used for evaluation of non-response bias:

1. How many adults, 18 years and older, are in your group?
2. How many children (under 18 years) are in your group?
3. What type of group are you with? Friends, family, friends and family, or some other type of group?
4. How long is this trip to Blue Ridge Parkway in total, from beginning to end?
5. Does any member of your group have a physical condition that might make it difficult to participate in or access park activities or services?

In addition to the five, pre-selected non-response bias questions, contact gender was observed by the survey administrator and recorded for the person in the group who was first contacted by the survey administrator. When visitor groups were unwilling to provide answers to the non-response bias questions, the survey administrators attempted to observe and record the number of adults and number of children in the group.

An effort was made to obtain answers to the non-response bias questions from all visitor groups contacted, including those that declined to participate in the survey. Responses were obtained from most of the participating visitor groups and from many, but not all, of those that declined to participate in the study. When visitor groups were unwilling to provide answers to the non-response bias questions, it was often because the approached contact provided a "hard refusal" for all further contact.

Ideally, responses or observed estimates for non-response bias variables should be collected from all respondents and non-respondents. The collection of information from all contacted individuals provides the best comparison of characteristics between the respondent and non-respondent populations. More practically, a substantial majority of responses or observed estimates must be present to adequately characterize both the respondent and non-respondent populations. In this study, 90% was identified as the minimum percentage of valid values for non-response variables needed for

both respondent and non-respondent populations in order to adequately characterize the populations on a given non-response variable.

There were substantially fewer than 90% valid values among respondents and/or non-respondents for number of children within group (61% and 58%, respectively), group type (100% and 76%, respectively), visit length (99% and 67%, respectively), and whether or not any member had a physical condition (99% and 70%, respectively); therefore, these variables were excluded from the non-response bias analysis (Table 7). There were approximately 90% or more valid values among respondents and non-respondents for initial contact gender (100% and 97%, respectively) and number of adults in the visitor group[2] (100% and 86%, respectively). Correspondingly, these two variables were used for non-response bias analysis.

Table 7. Number and percentage of respondents and non-respondents with valid values for non-response variables.

	Respondents (N = 599)		Non-Respondents (N = 566)	
Variable	Valid N	Valid Percent	Valid N	Valid Percent
Initial contact gender	595	100%	520	97%
Number of adults	595	100%	465	86%
Number of children	365	61%	313	58%
Group type	595	100%	409	76%
Visit length	590	99%	363	67%
Physical condition	591	99%	377	70%

Chi-square tests of independence were used to test for differences between respondents and non-respondents, with respect to initial contact gender and number of adults in the visitor group. A Bonferroni correction was applied to account for the fact that two simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.025 are assumed to be statistically significant.

The results of the chi-square test in Table 8 suggest respondents and non-respondents differed significantly, with respect to initial contact gender ($p = 0.014$); thus, there is evidence of potential non-response bias related to the initial contact gender within the survey's sample. Specifically,

[2] As noted, values for the number of adult visitors in the group are a combination of response and observation data.

groups with females as the initial person contacted for the survey were more likely than those with males as the initial contact to respond to the survey.

The potential impact of non-response bias, with respect to initial contact gender, on the results of the survey were further explored. In particular, statistical tests of initial contact gender effects on key questions in the SEM survey instrument were performed, with differences found for 2 of 71 questions ($\alpha = 0.05$, $p \leq 0.0007$ indicates significant result following Bonferroni adjustment). Detailed results of these tests are presented in Appendix 7.

Table 8. Initial contact gender comparison between respondents and non-respondents, p-value (Chi-square)[1] = 0.014.

	Respondents (N = 595)		Non-Respondents (N = 520)	
Response	**N**	**Percent**	**N**	**Percent**
Female	332	56%	252	48%
Male	263	44%	268	52%

1 $\alpha = 0.05$, p ≤ 0.025 indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

Values for the number of adults in the visitor group were collapsed into the following four categories: groups with one adult, groups with two adults, groups with three or four adults, and groups with five or more adults. Results of the chi-square test in Table 9 suggest that respondents and non-respondents do not differ significantly, with respect to the number of adults in their groups ($p = 0.035$). This result provides no compelling evidence of non-response bias related to the number of adults in visitor groups within the survey's sample.

Table 9. Number of adult group members comparison between respondents and non-respondents, p-value (Chi-square)[1] = 0.035.

	Respondents (N = 595)		Non-Respondents (N = 465)	
Response	**N**	**%**	**N**	**%**
1 adult	34	6%	48	10%
2 adults	410	69%	294	63%
3-4 adults	115	19%	92	20%
5 or more adults	36	6%	31	7%

1 $\alpha = 0.05$, p ≤ 0.025 indicates significant result following Bonferroni adjustment to account for multiple non-response bias statistical tests.

The results of the non-response bias analysis provide evidence the survey data may be biased due to systematic differences between respondents and non-respondents, with respect to initial contact gender. Further statistical testing revealed differences in responses by initial contact gender for 3% of variables tested. These findings should be considered when interpreting the results of survey responses presented in this report. It is possible that other biases may exist, as the non-response bias analysis conducted in this study is limited to testing for differences between respondents and non-respondents based on just two characteristics for which there were sufficient valid values to conduct statistical tests.

Weighting of Survey Response Data

Visitor groups contacted during non-peak periods and/or at lower use sampling locations had a higher probability of selection for participation in the study than visitor groups contacted during peak periods and/or at higher use sampling locations. To account for these differences in selection probability, the survey data were weighted using counts of visitor volumes collected by survey administrators at each sampling location.

At Doughton Park CG, Linville Falls CG, Mount Pisgah CG, and Peaks of Otter CG the number of occupied campsites was counted on days these locations were sampled. Campsites were counted as occupied if campers, camping equipment, and/or vehicles were present at a campsite. At all other sampling locations, visitor count data were collected for four 30-minute time periods during each sampling day at each site. During each 30-minute visitor count period, the number of visitors who entered the sampling location was counted. These count data were used to weight the survey response data, to account for variation in visitor volumes (and corresponding probability of selection for the study) across sampling locations and hours of the day. The main body of the report presents results of the analysis of the weighted survey response data. For reference, frequencies for both the weighted and unweighted survey response data are provided in Appendix 5.

Data Analysis

SPSS statistical software was used for data analysis. For all questions where pre-defined response options were provided, frequencies are reported. For all questions with open-ended response options, verbatim visitor comments are reported in the stand-alone *Visitor Comments Appendix*. For the majority of questions with open-ended response options, thematic codes were applied to the responses to categorize the data. The categorized data are reported in tabular format providing the frequency of occurrence for each theme. In cases where the number of open-ended responses is low, the data are reported in summary bullets rather than in tabular format of categorical results. Descriptive statistics for those variables for which measures of central tendency can be computed are presented in Appendix 1. As noted, weighted and unweighted frequencies can be found in Appendix 5.

Limitations

This study has limitations that should be considered when interpreting the results.

1. The survey was self-administered. Respondents completed the questionnaire after an unknown amount of time after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflect actual behavior.
2. The data reflect visitor use patterns as collected during the study period of October 8th through October 17th, 2015. The results present a 'snapshot-in-time' and do not necessarily apply to visitor groups 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.
5. Results of statistical tests comparing respondents to non-respondents (i.e., non-response bias analysis) suggest the survey results may over-represent opinions, evaluations, and behaviors from female visitors.

Special Conditions

The weather during the survey period was generally sunny and mild, with some days of overcast skies and/or light rain. High temperatures varied from low-50s to low-70s. Portions of the parkway were closed in early October due to heavy rain and flooding. While the closures may have affected visitation to Blue Ridge Parkway as a whole, they did not have an impact on the locations sampled in this survey.

Results

Group and Visitor Characteristics

Visitor group size

Question 1

> *Including yourself, how many people were in your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey?*

Results (Figure 2)

- 68% of visitor groups consisted of two members.
- 20% of visitor groups consisted of three or more members.

See Appendix 1 for more details.

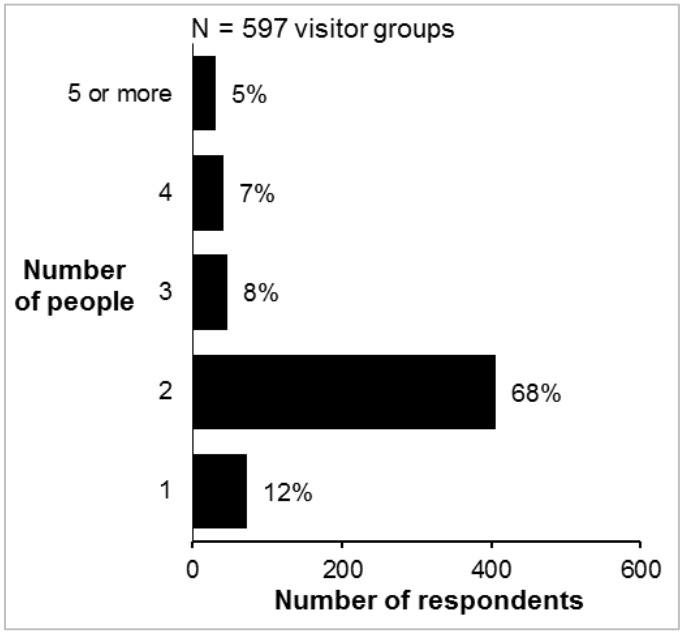


Figure 2. Visitor group size.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of adults within group

Question 1

Including yourself, how many people were in your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey?

Number of adults (18 years and older).

Results (Figure 3)

- 73% of visitor groups contained two adults.
- 15% of groups contained three or more adults.

See Appendix 1 for more details.

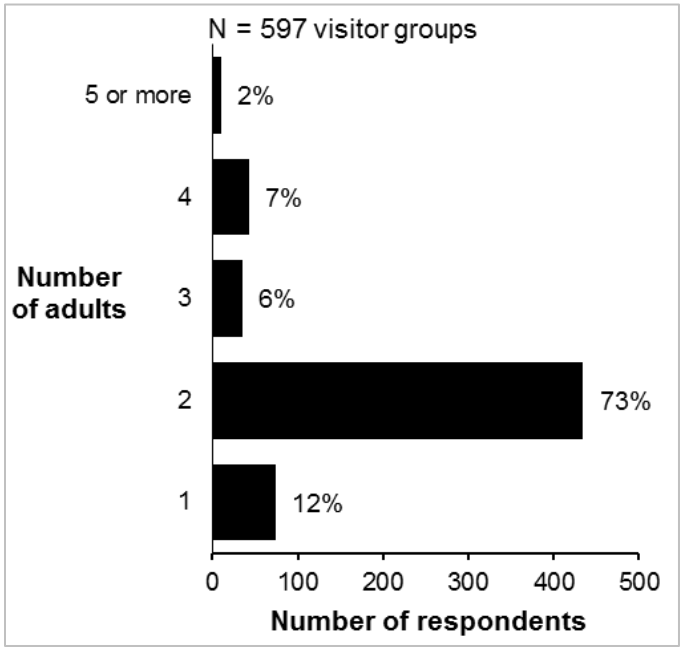


Figure 3. Number of adults within group.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of children within group

Question 1

Including yourself, how many people were in your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey?

Number of children (under 18 years).

Results (Figure 4)

- The vast majority of visitor groups (92%) did not contain children.
- Of those visitor groups that contained children, 49% of visitor groups contained only one child.
- 27% of groups with children contained two children.

See Appendix 1 for more details.

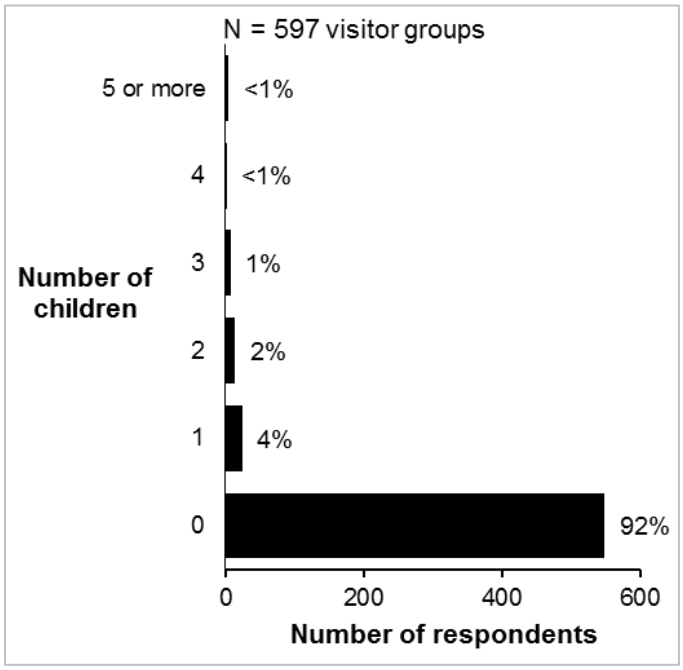


Figure 4. Number of children within group.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor group type

Question 2

What type of group were you with during your visit to Blue Ridge Parkway on the day you were contacted for this survey?

Results (Figure 5)

- 72% of visitor groups were made up of family.
- 15% of visitors were alone.
- Of those groups who responded "Other" (<1%), group types included:
    - "Motorcycle group"
    - "U.S. Department of Veterans Affairs"

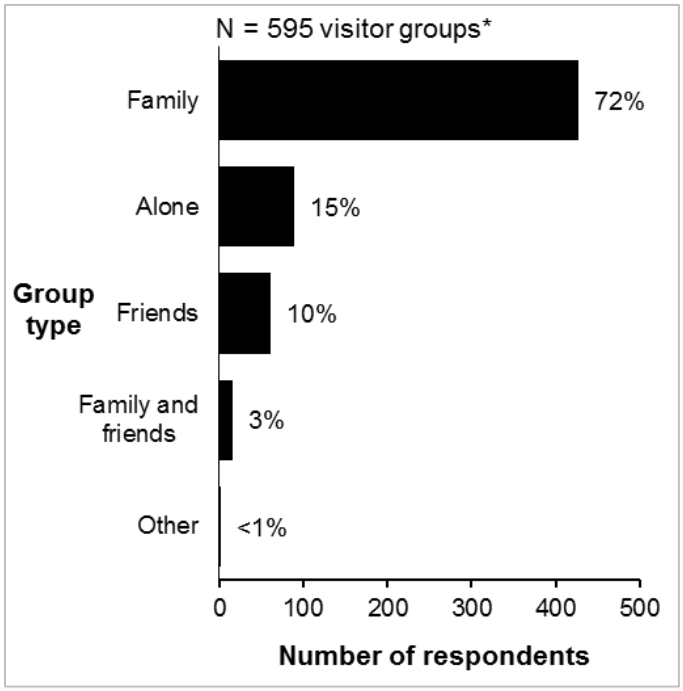


Figure 5. Visitor group type.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor age

Question 34

For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, please provide your current age.

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

Results (Figure 6)

- Visitor ages ranged from less than 1 year old to 97 years old.
- 36% of visitor were 65 years old or older.
- 28% of visitors were 55 to 64 years old.
- 23% of visitor were 35 to 54 years old.
- 7% of visitors were 18 to 34 years old.
- 6% of visitors were under 18 years old.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

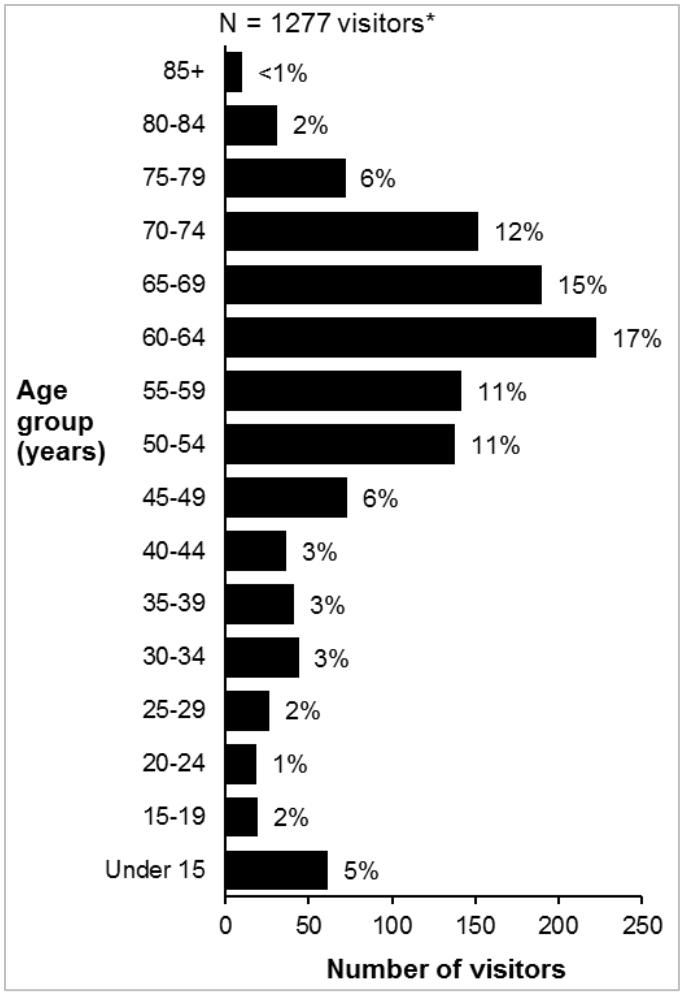


Figure 6. Visitor age.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor gender

Question 35

For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, please provide your gender.

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

Results (Figure 7)

- 53% of visitors were female.
- 47% of visitors were male.

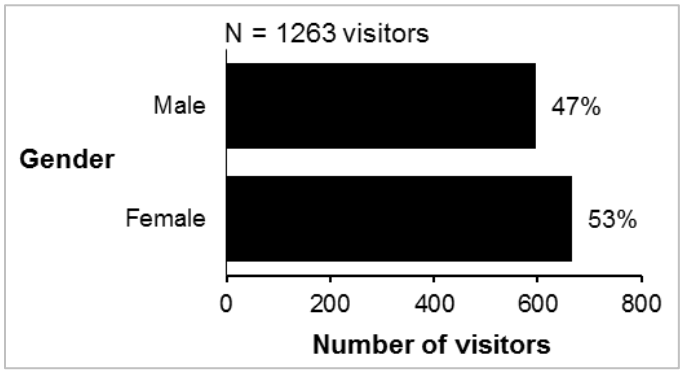


Figure 7. Visitor gender.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor ethnicity

Question 35

For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, please provide your ethnicity.

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

Results (Figure 8)

- Less than 1% of visitors were Hispanic or Latino.

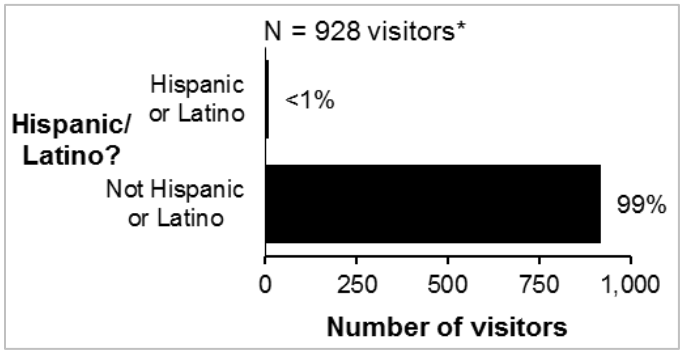


Figure 8. Visitor ethnicity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor race

Question 36

For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, please provide your race.

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

Results (Figure 9)

- 97% of visitors were white.
- Very few visitors were Asian (1%), American Indian or Alaska Native (<1%), black or African American (<1%), or Native Hawaiian or other Pacific Islander (<1%).

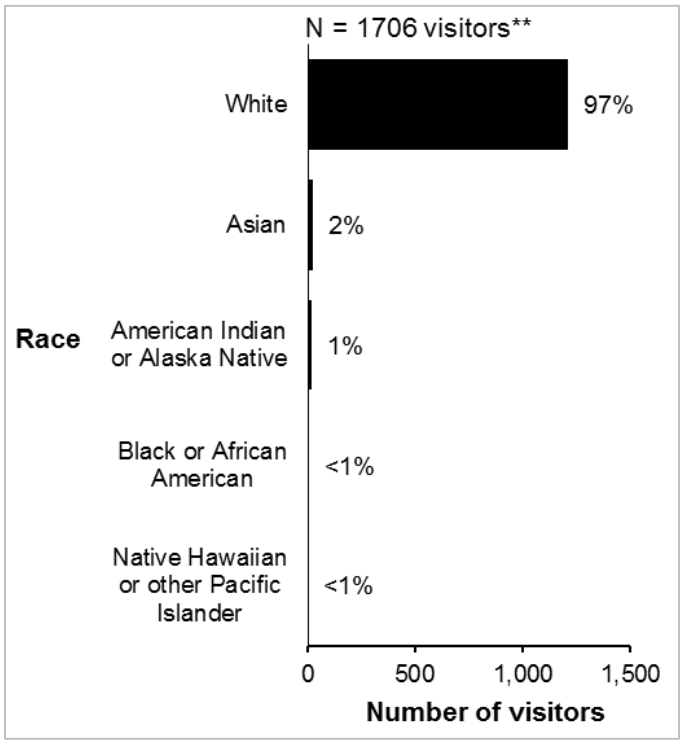


Figure 9. Visitor race.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor speaking language

Question 40

When visiting an area such as Blue Ridge Parkway, what language do you personally prefer to use for speaking?

Results (Figure 10)

- 99% of visitor groups reported English as their preferred language for speaking.
- Of those who responded "Other" (<1%) languages specified included:
    - French
    - German
    - Russian

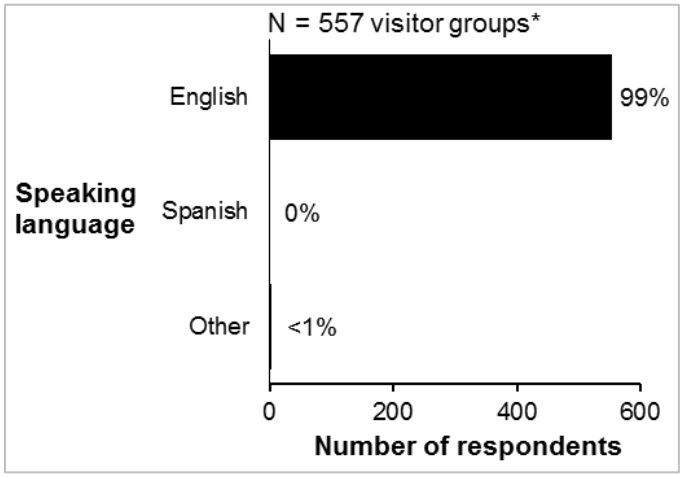


Figure 10. Preferred speaking language.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor reading language

Question 40

When visiting an area such as Blue Ridge Parkway, what language do you personally prefer to use for reading?

Results (Figure 11)

- 99% of visitor groups reported English as their preferred language for reading.
- Of those who responded "Other" (<1%), German was the specified language.

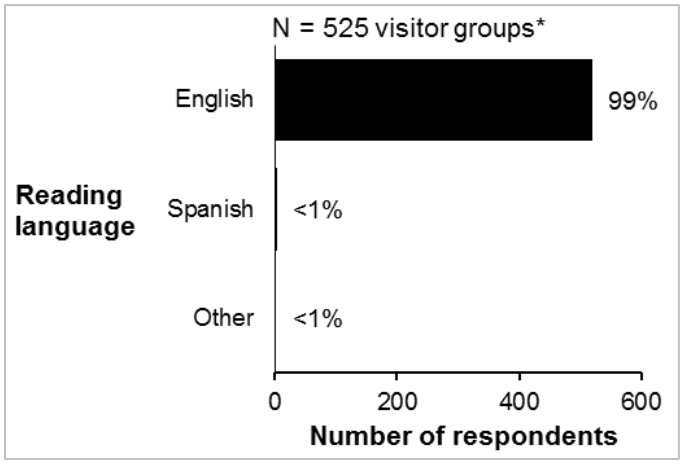


Figure 11. Preferred reading language.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

U.S. visitors' state of residence

Question 34

For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, please provide your U.S. ZIP code.

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

Results (Table 10 and Figure 12)

- U.S. visitors came from 44 states and comprised 97% of total visitation to the parkway during the survey period.
- 34% of U.S. visitors came from North Carolina.
- 17% of U.S. visitors came from Virginia.
- Smaller proportions came from other U.S. states.

Table 10. United States visitors by state of residence*.

State	Number of visitors	Percent of U.S. visitors N = 1,172 visitors*	Percent of all visitors N = 1,208 visitors*
North Carolina	393	34	33
Virginia	201	17	17
Florida	91	8	8
Georgia	53	5	4
Kentucky	49	4	4
Tennessee	45	4	4
South Carolina	36	3	3
California	30	3	2
Maryland	28	2	2
Texas	27	2	2
New Jersey	22	2	2
West Virginia	17	1	1
Washington	14	1	1
Missouri	13	1	1
Arkansas	13	1	1
New York	12	1	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 10 (continued). United States visitors by state of residence*.

State	Number of visitors	Percent of U.S. visitors N = 1,172 visitors*	Percent of all visitors N = 1,208 visitors*
Louisiana	12	1	<1
Wisconsin	11	<1	<1
26 other states	104	9	9

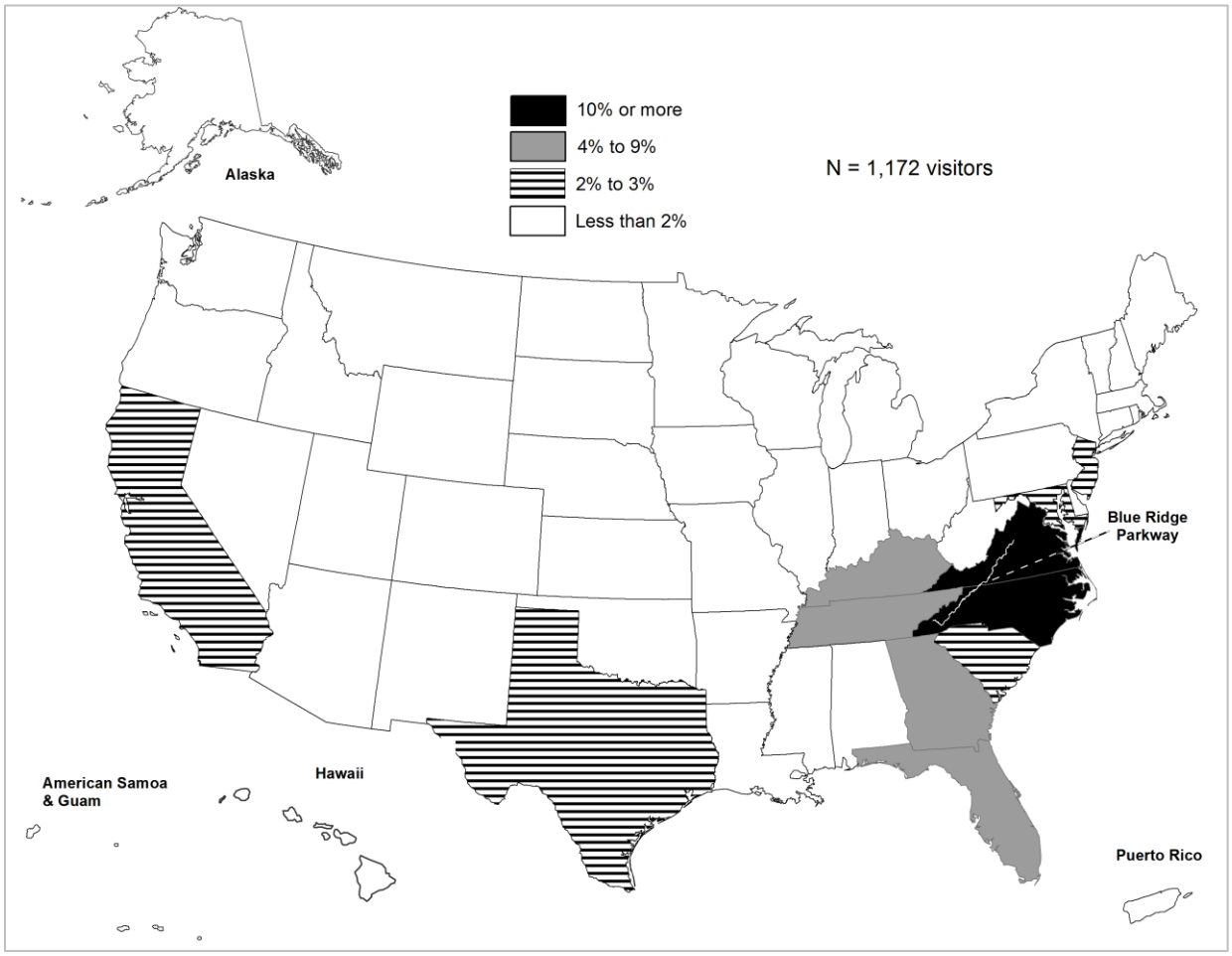


Figure 12. Proportion of U.S. visitors by state of residence.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

International visitors' country of residence

Question 34

For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, please provide your country of residence, if other than U.S.

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

Results (Table 11)

- International visitors were from 8 countries and comprised 3% of total visitation to the parkway during the survey period.
- 43% of international visitors came from Canada.
- 28% of international visitors came from the United Kingdom.
- 14% of international visitors came from Germany.
- Much smaller proportions came from other countries.

Table 11. International visitors by country of residence*.

Country	Number of visitors	Percent of international visitors N = 36 visitors	Percent of all visitors N = 1,208 visitors
Canada	15	43	1
United Kingdom	10	28	<1
Germany	5	14	<1
Australia	2	4	<1
4 other countries	4	10	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Live in nearby area

Question 26

Do you live within the nearby area (within the shaded area shown on the map)?

See Figure 14 on the next page or Appendix 2 for map.

Results (Figure 13)

- 84% of visitor groups did not live within the shaded area on the map (i.e., nearby area).
- 16% of visitor groups live in the shaded area (i.e., nearby area).

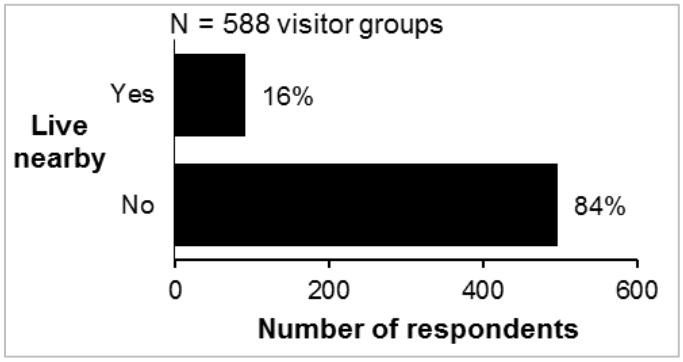


Figure 13. Visitors who live in nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

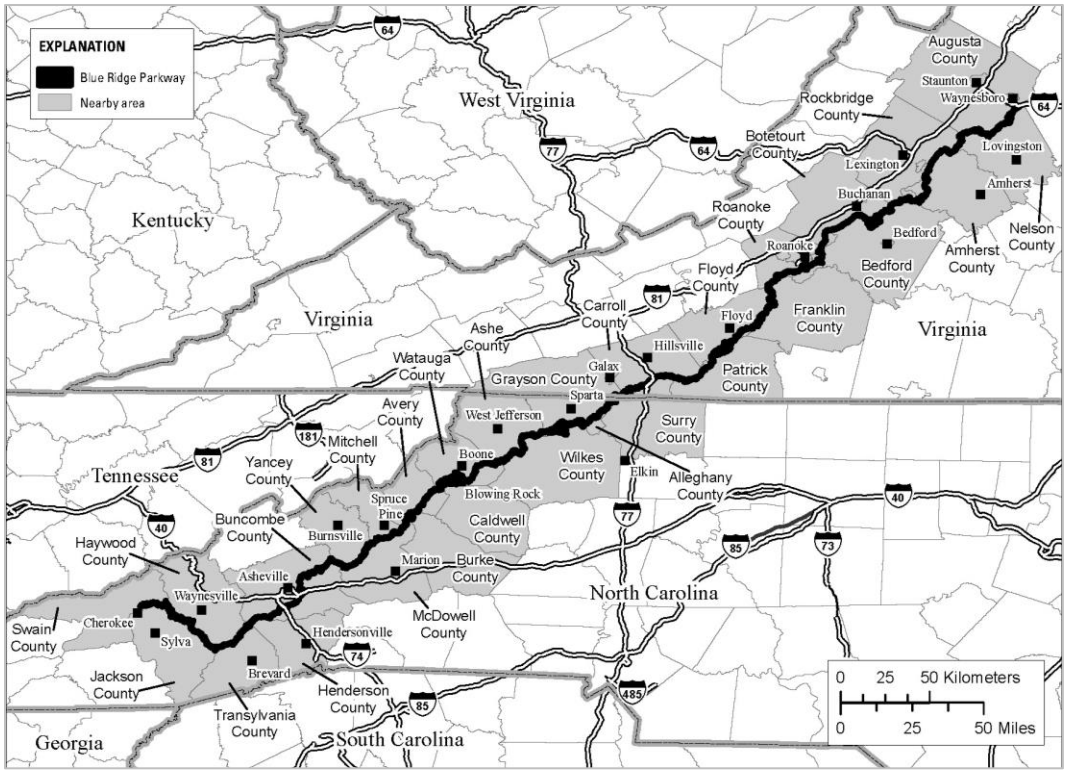


Figure 14. Map of Blue Ridge Parkway and nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor level of education

Question 37

For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, what is the highest level of formal education completed by each member of your group?

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

Results (Figure 15)

- 33% of visitors graduated from a college, business, or trade school.
- 23% of visitors completed some college, business, or trade school.
- 21% of visitors completed a Master's, doctoral, or professional degree.

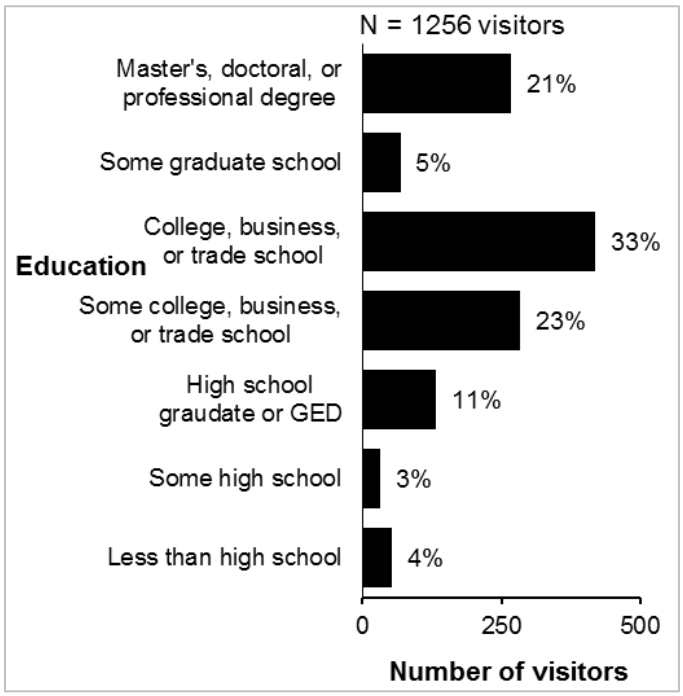


Figure 15. Visitor level of education.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Household income

Question 38

Which category best represents your annual household income?

Results (Figure 16)

- 23% of visitor groups had an annual household income between $50,000 and $74,999.
- 18% of visitor groups had an annual household income between $100,000 and $149,999.
- 16% of visitor groups had an annual household income between $75,000 and $99,999.

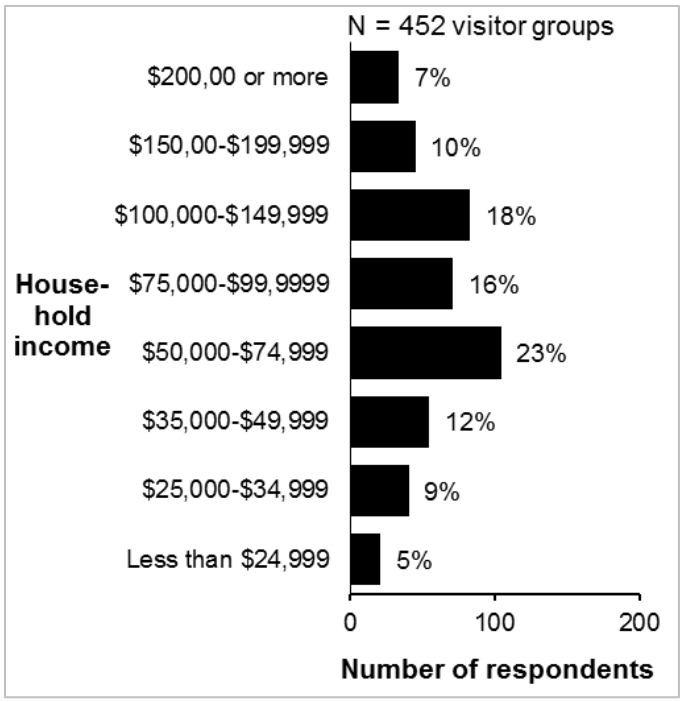


Figure 16. Annual household income.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Household size

Question 39

Including yourself, how many people are in your household?

Results (Figure 17)

- 63% of visitor groups had a household of two people.
- 23% of had a household of three or more people.
- The average household size was 2.3 people.

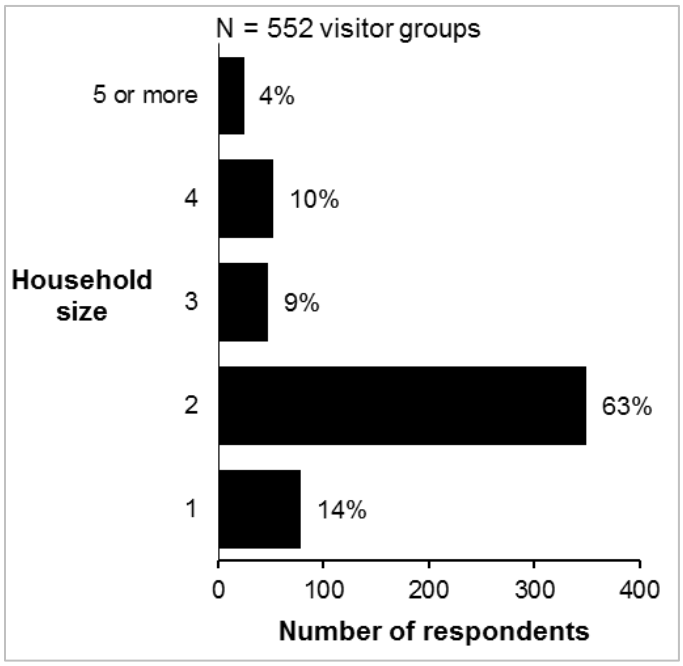


Figure 17. Size of household.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Frequency of visits to park

Question 34

For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, please provide the number of visits to Blue Ridge Parkway in the last 12 months, including this trip.

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

Results (Figure 18).

- 54% of visitors visited the park only once in the last 12 months.
- 21% of visitors visited 2 times in the last 12 months.

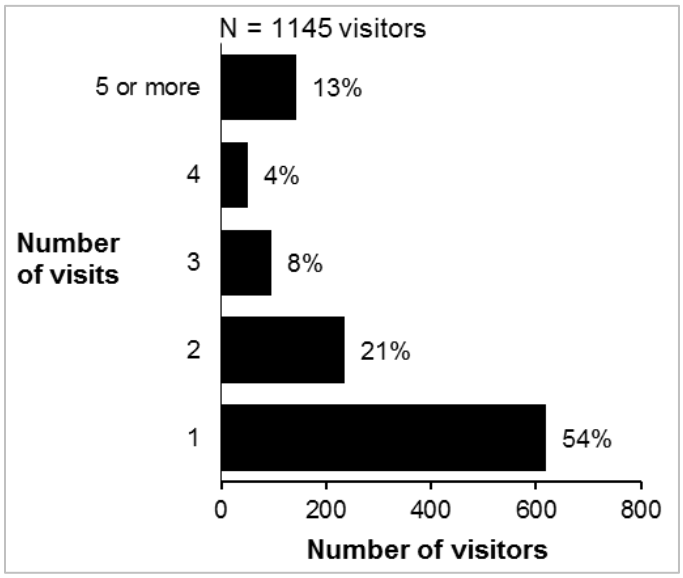


Figure 18. Park visits in last 12 months.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Frequency of visits to other National Park Service sites

Question 34

For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, please provide the number of visits to other NPS sites in the last 12 months.

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

Results (Figure 19)

- 38% of visitors did not visit any other NPS sites in the last 12 months.
- 30% of visitors visited other NPS sites one or two times in the last 12 months.

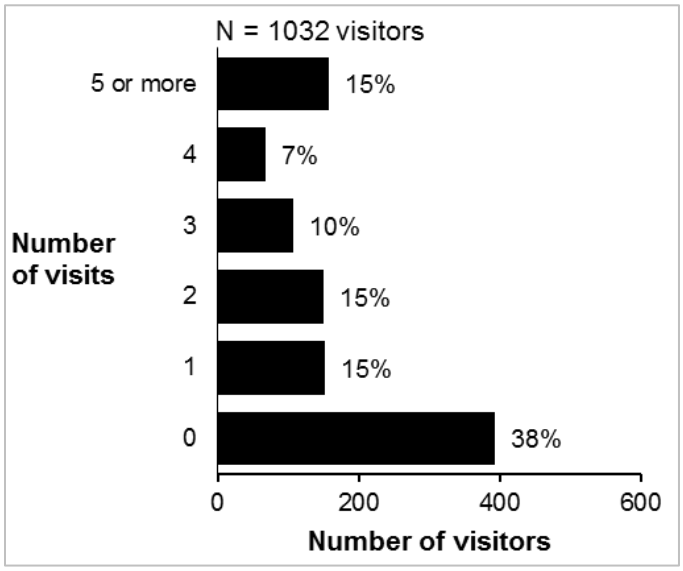


Figure 19. Other NPS site visits in last 12 months.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Pre-Trip Planning and Experience

Information sources prior to visit

Question 8

Prior to this trip, how did you obtain information about Blue Ridge Parkway?

Results (Figure 20 and Figure 21)

- 95% of visitor groups obtained information about Blue Ridge Parkway prior to their visit.
- As shown in Figure 21, among those visitor groups who obtained information about Blue Ridge Parkway prior to their visit, the most common information sources were:
    - 69% Previous visits
    - 41% Maps/brochures
    - 38% Blue Ridge Parkway website (www.nps.gov/blri)
    - 24% Friends/relatives/word of mouth
- "Other websites" used by visitor groups (10%) included:
    - "Romantic Asheville"
    - "Foliage Network"
    - "Blue Ridge Parkway Association"
- "Other information sources" used by visitor groups (4%) included:
    - "Local knowledge"
    - "Signs"

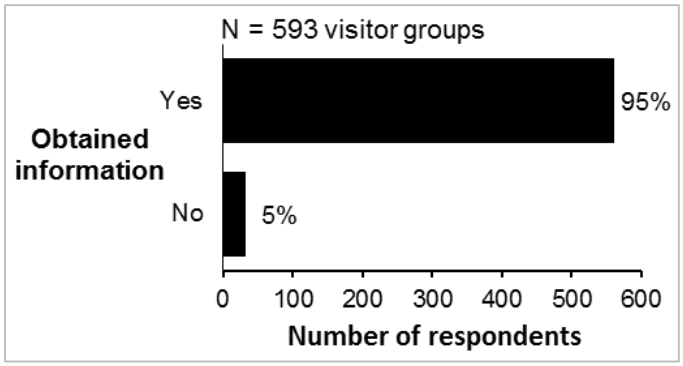


Figure 20. Visitor groups that obtained information about the park prior to visit.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

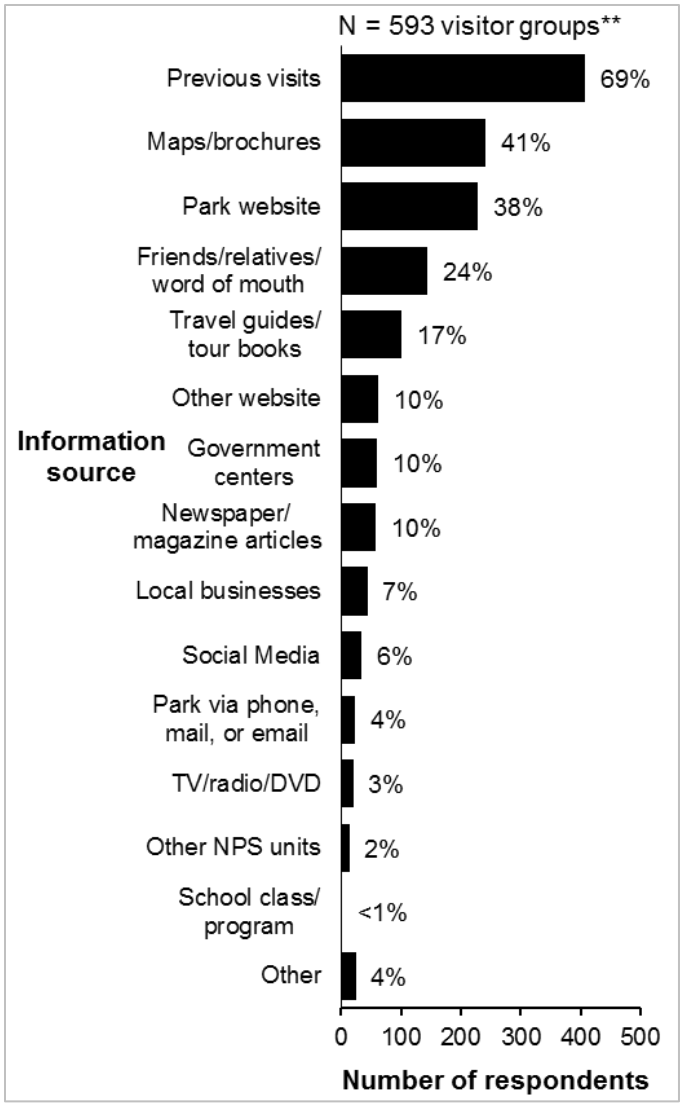


Figure 21. Information sources used prior to trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information needed

Question 9

Did you have the information about Blue Ridge Parkway you needed on this trip?

Results (Figure 22)

- 93% of visitor groups had the information they needed prior to their visit.

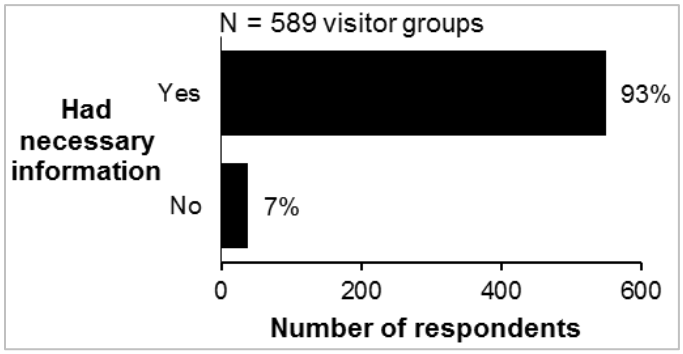


Figure 22. Had information needed on this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 9

If NO, please specify the information you needed but didn't have on this trip (open-ended).

Results (Table 12)

- Of those who did not have the information they needed, "wayfinding information" was most frequently mentioned (mentioned 11 times).
- "Trail information" was second most frequent (mentioned 6 times).

Table 12. Information needed. N = 31 comments. Some visitor groups may have made more than one comment.

Information	Frequency of times mentioned
Wayfinding information	11
Trail information	6
Waterfall information online	3
Fee information	3
Services nearby	3
Moses H. Cone Memorial Park information	2
Other comments	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Forms of transportation

Question 3

Please indicate all of the forms of transportation you personally used to travel from your home to Blue Ridge Parkway on this trip.

Results (Figure 23)

- 95% of visitor groups used a car, truck or SUV.
- Of those who responded "Other" (3%), forms of transportation specified included:
    - "Taxi"
    - "Shuttle van/bus"

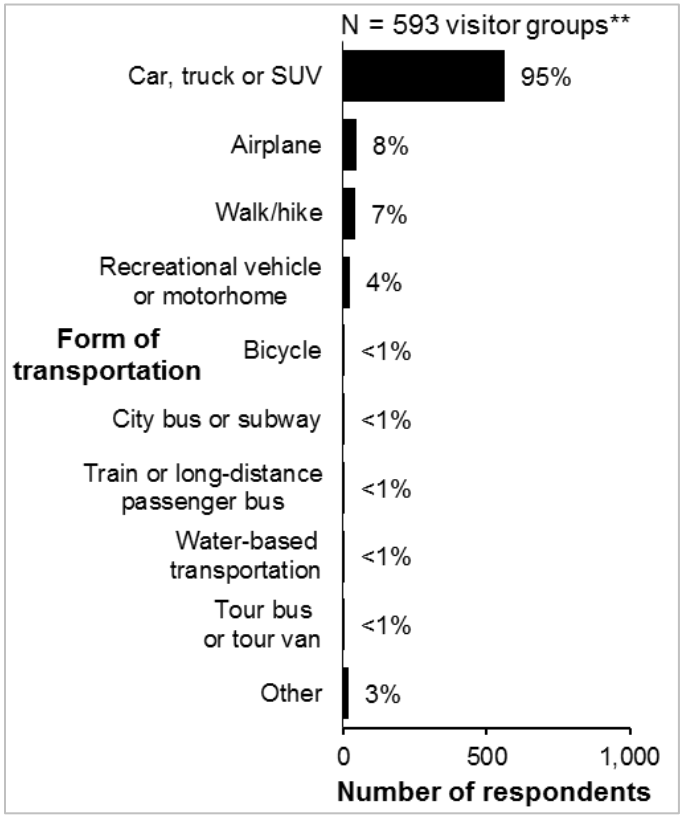


Figure 23. Transportation used to travel to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of people in vehicle

Question 3

Please indicate the number of people in the car, truck, or SUV, including you.

Results (Figure 24)

- 70% of visitor groups traveled to the park in a vehicle with two people.
- 21% of visitor groups traveled in a vehicle with three or more people.

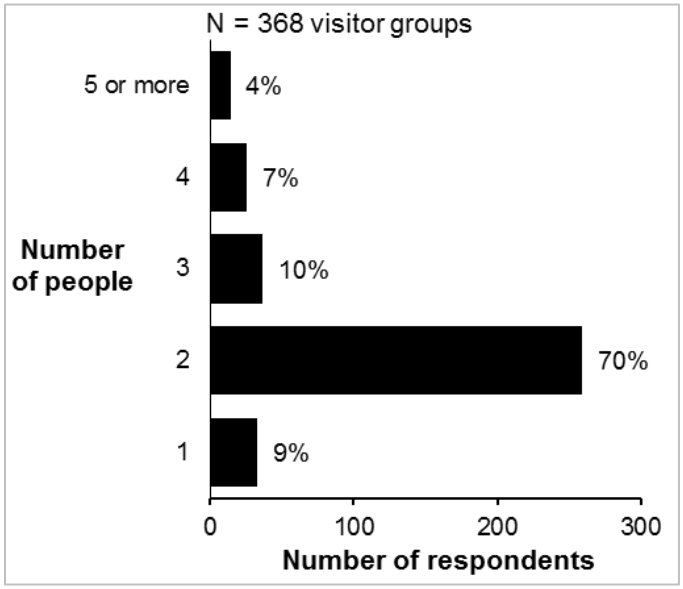


Figure 24. Number of passengers in car, truck or SUV.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Water-based transportation

Question 3

Please indicate all of the forms of water-based transportation you personally used to travel from your home to Blue Ridge Parkway on this trip.

Results (Figure 25)

- All visitor groups (N = 2) who used water-based transportation to travel from their home to the park traveled on a ferry.

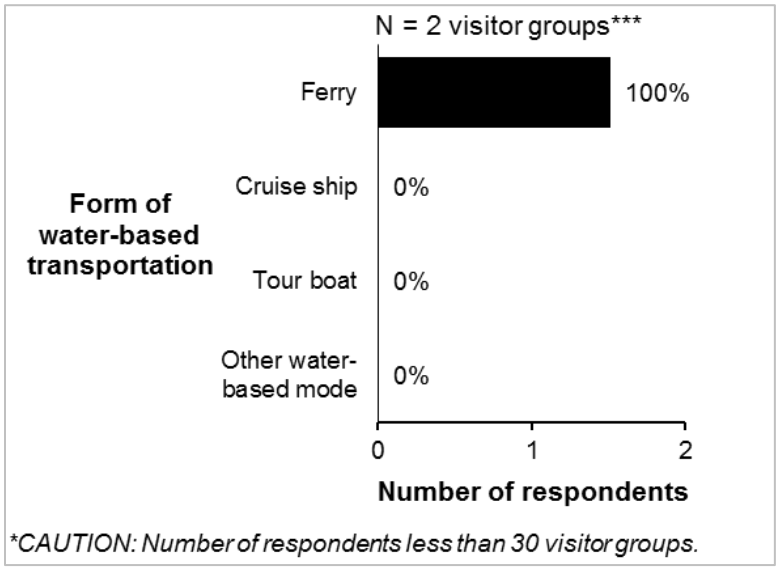


Figure 25. Water-based transportation used to travel to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Hours traveled to park

Question 4

Approximately how many hours from home did you travel one-way to get to Blue Ridge Parkway on this trip?

Results (Figure 26)

- 69% of visitor groups traveled up to 6 hours one-way to get to Blue Ridge Parkway.
- 18% of visitor groups traveled 7 to 12 hours one-way.

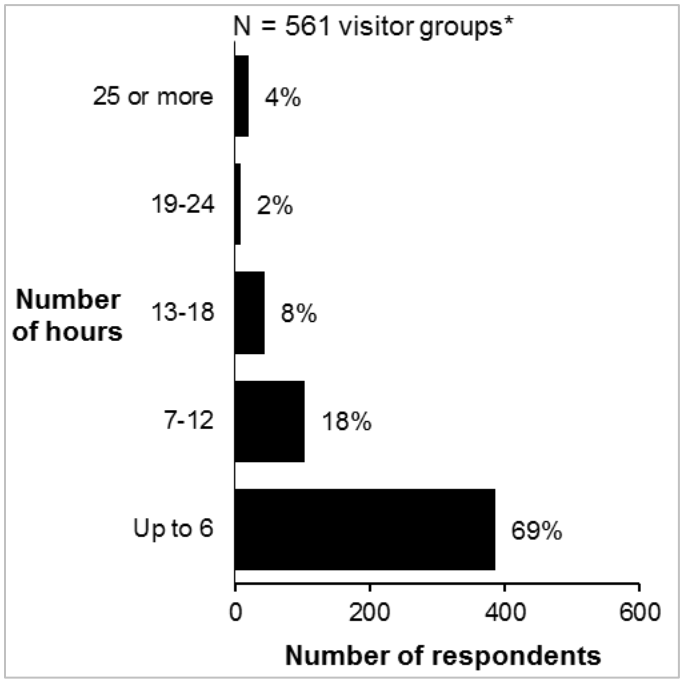


Figure 26. Hours traveled one-way to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Miles traveled to park

Question 4

Approximately how many miles from home did you travel one-way to get to Blue Ridge Parkway on this trip?

Results (Figure 27)

- 58% of visitor groups traveled up to 250 miles one-way to Blue Ridge Parkway.
- 16% of visitor groups traveled 251 to 500 miles one-way.

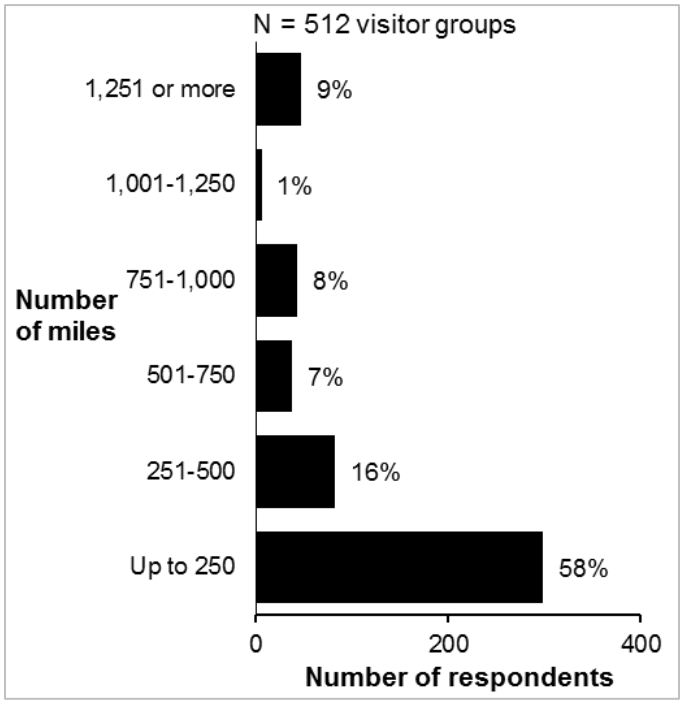


Figure 27. Miles traveled one-way to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Role of park visit in trip away from home

Question 28

Was this trip to Blue Ridge Parkway your primary or sole purpose for your trip away from home, one of several equally important destinations on your trip away from home, or just an incidental or spur of the moment stop on your trip away from home?

Results (Figure 28)

- 57% of visitor groups reported that their visit to the park was the primary or sole purpose of their trip.
- 39% of visitor groups reported that visiting the park was one of several equally important destinations.

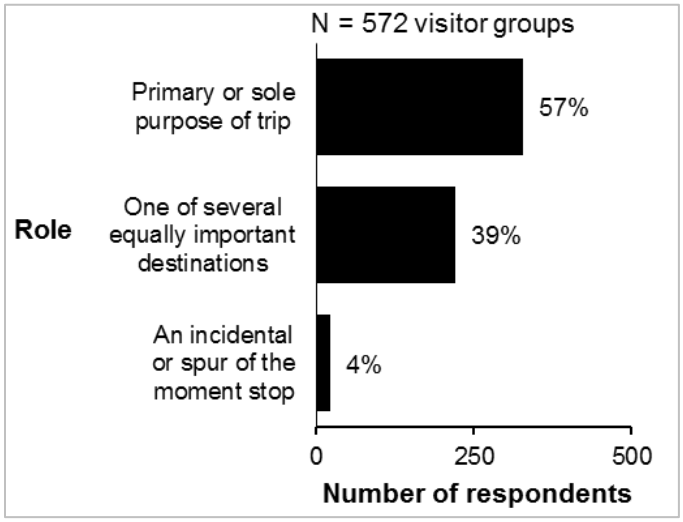


Figure 28. Role of park visit in trip away from home.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Role of park visit in trip away from home, if not primary or sole purpose for trip

Question 28

If this was one of several equally important destinations on your trip away from home, was one or more of the other equally important destinations located within the nearby area (within the shaded area of the map on p.12)?

See Figure 14 or Appendix 2 for map.

Results (Figure 29)

- For those visitor groups that reported visiting Blue Ridge Parkway as one of several equally important destinations, 58% reported that one or more equally important destinations were within the nearby area.

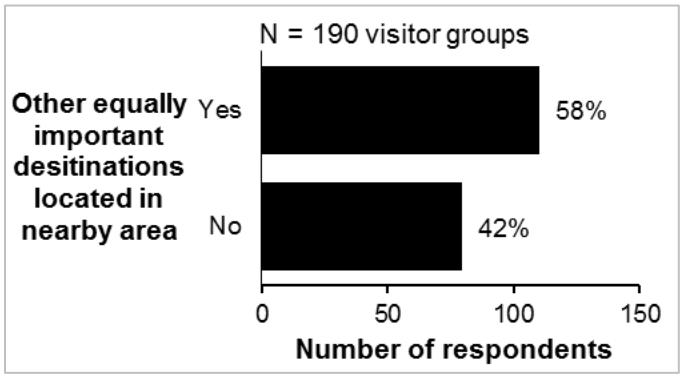


Figure 29. Location of other equally important destinations.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 28

If this was just an incidental or spur of the moment stop on your trip away from home, was your primary destination located within the nearby area (within the shaded area of the map on p.12)?

See Figure 14 or Appendix 2 for map.

Results (Figure 30)

- For those visitor groups that reported visiting Blue Ridge Parkway as just an incidental stop, 53% reported that their primary destination was not within the shaded area of the map.

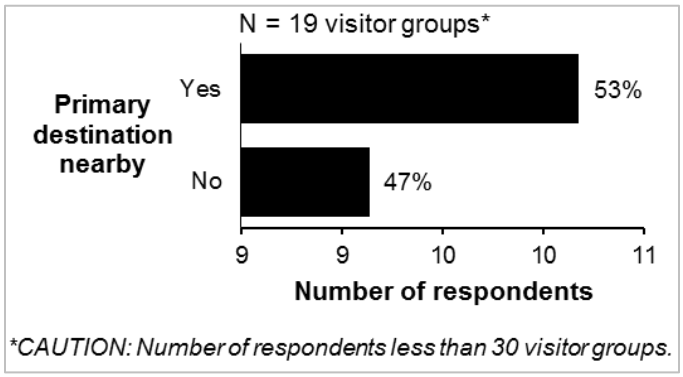


Figure 30. Location of primary destination if spur of the moment trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Reasons for visiting the park on this trip

Question 10

How important to you was each of the following reasons for visiting Blue Ridge Parkway on this trip?

Rating choices:

1 = Extremely important
2 = Very important
3 = Moderately important
4 = Slightly important
5 = Not at all important

Results (Figure 31)

- Figure 31 shows the combined proportions of "extremely important" and "very important" ratings for reasons for visiting the park.
- The reasons that received the highest combined proportions of "extremely important" and "very important" ratings were:
    - 93% View wildlife or natural scenery
    - 84% Relax
    - 83% Be outdoors
- The reasons that received the lowest proportion combined proportions of "extremely important" and "very important" ratings were:
    - 37% Learn more about American history/culture
    - 25% View dark night sky/stars
    - 7% Attend a special event
        - Of those who rated "Attend a special event" (N = 493), events specified included:
            - "Blue Ridge Music Center event"
            - "Fall foliage"
- Of those who rated "Other" (N = 120), reasons specified included:
    - "Fall foliage"
    - "Photography"
    - "Personal enjoyment"

Figure 32 through Figure 43 show ratings for each reason.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than 1 answer

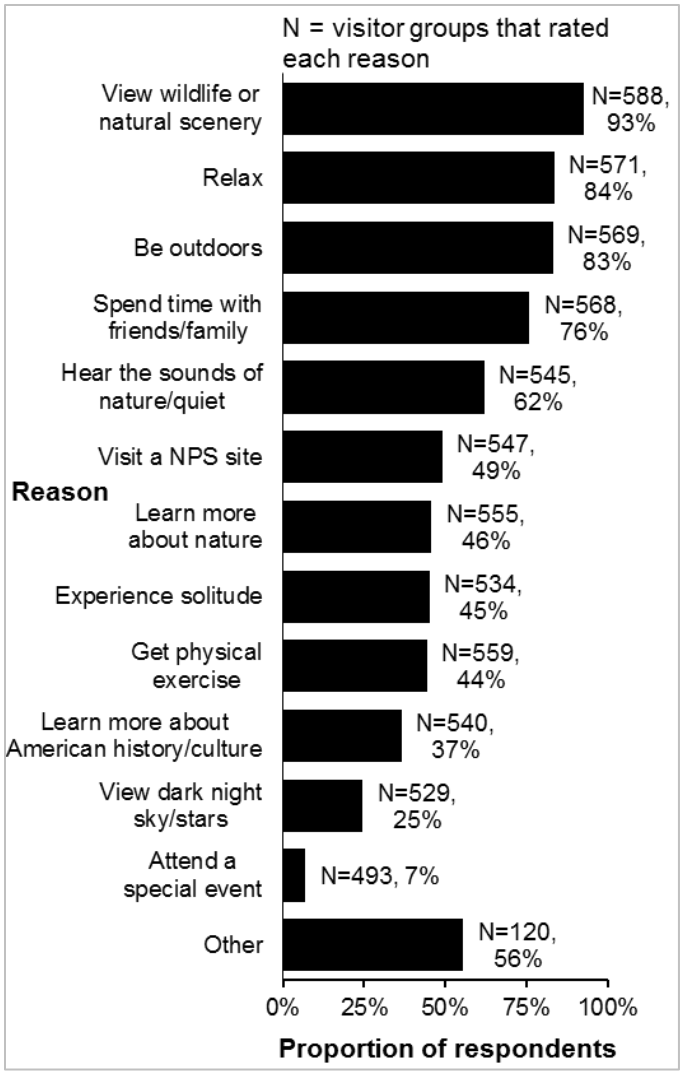


Figure 31. Reasons for visiting the park this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

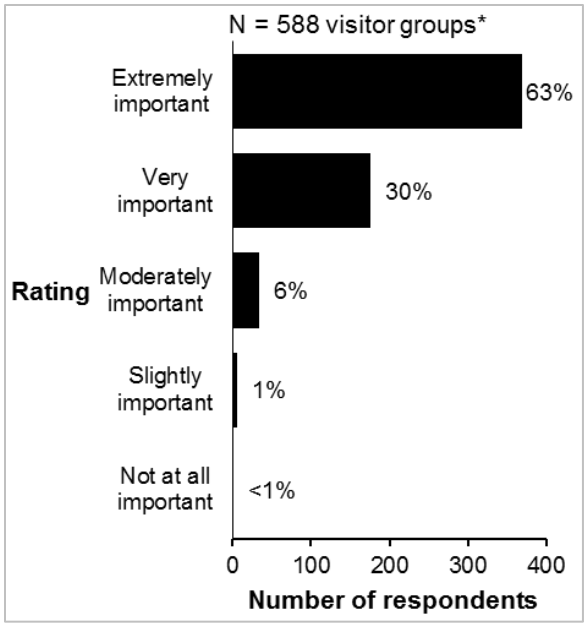


Figure 32. Importance of viewing wildlife or natural scenery.

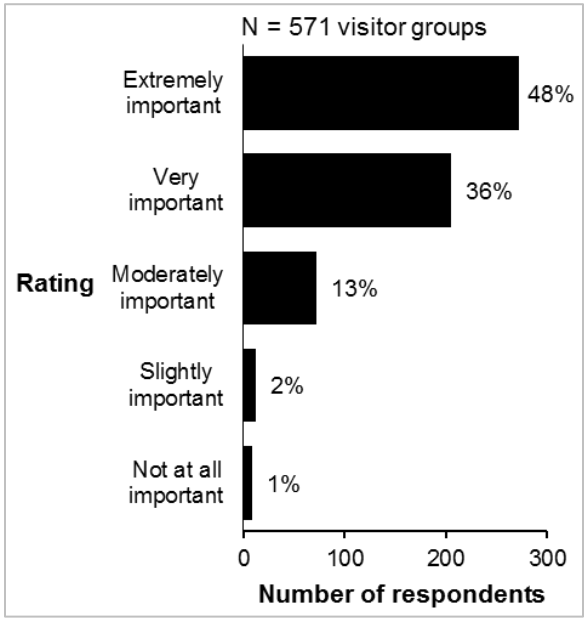


Figure 33. Importance of relaxing.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

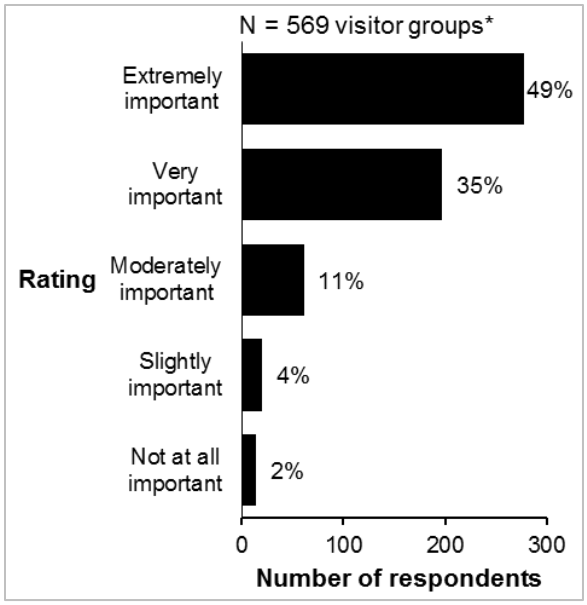


Figure 34. Importance of being outdoors.

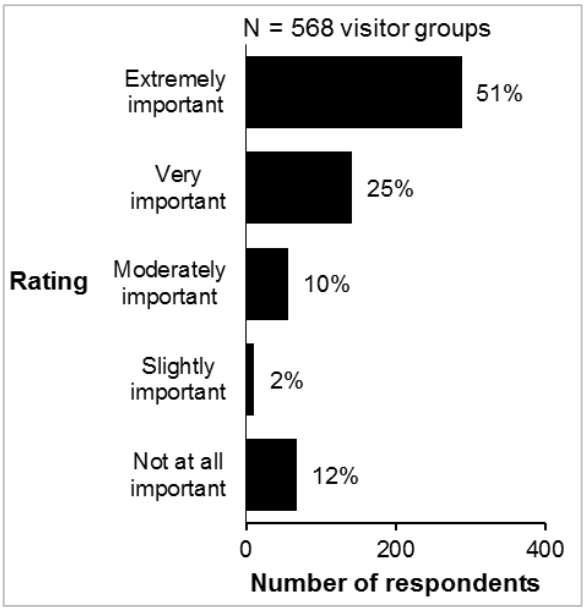


Figure 35. Importance of spending time with friends/family.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

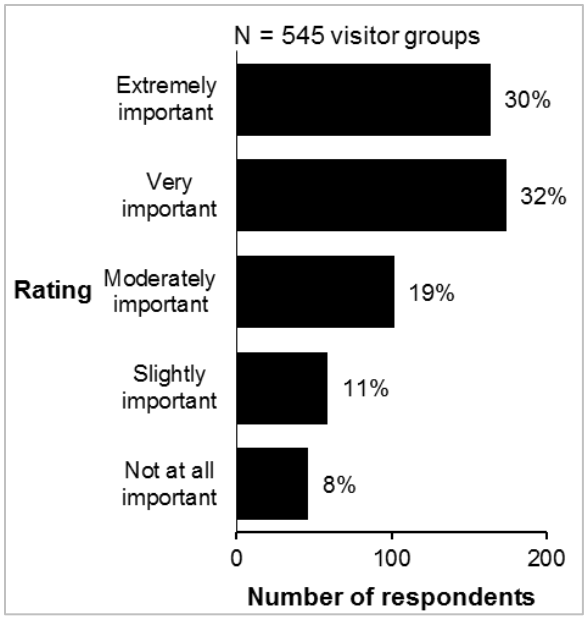


Figure 36. Importance of hearing the sounds of nature/quiet.

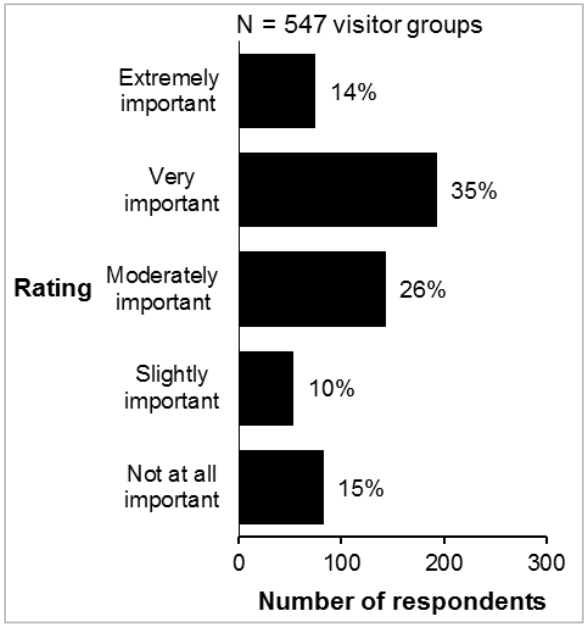


Figure 37. Importance of visiting a NPS site.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

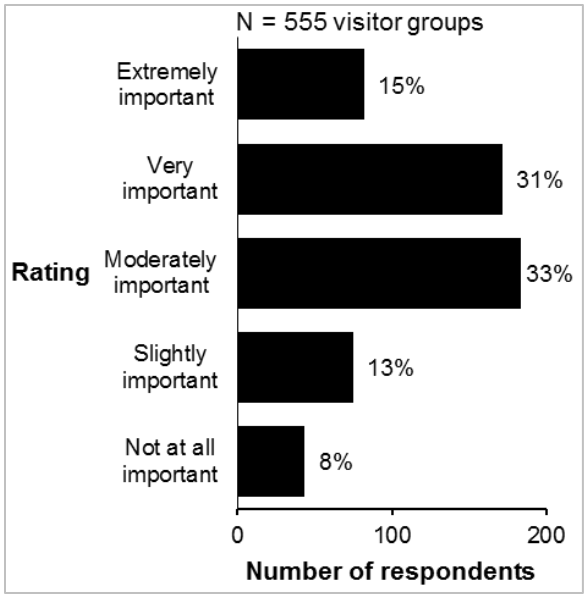


Figure 38. Importance of learning more about nature.

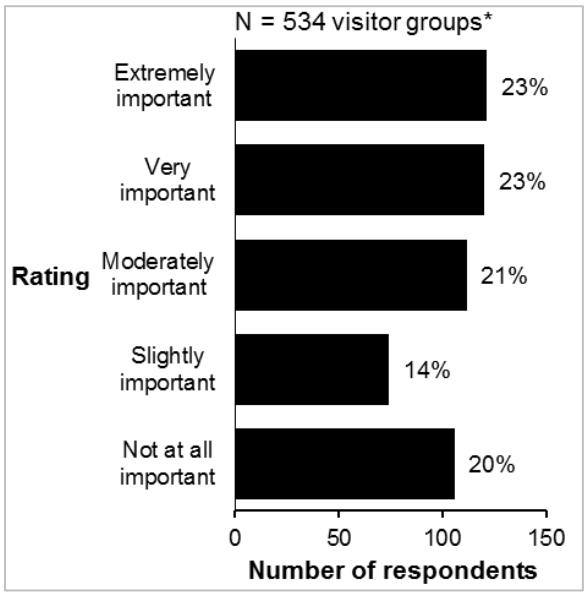


Figure 39. Importance of experience solitude.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

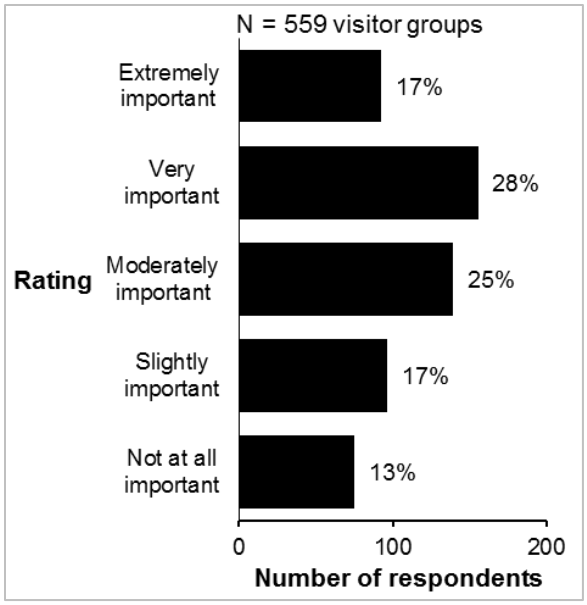


Figure 40. Importance of getting physical exercise.

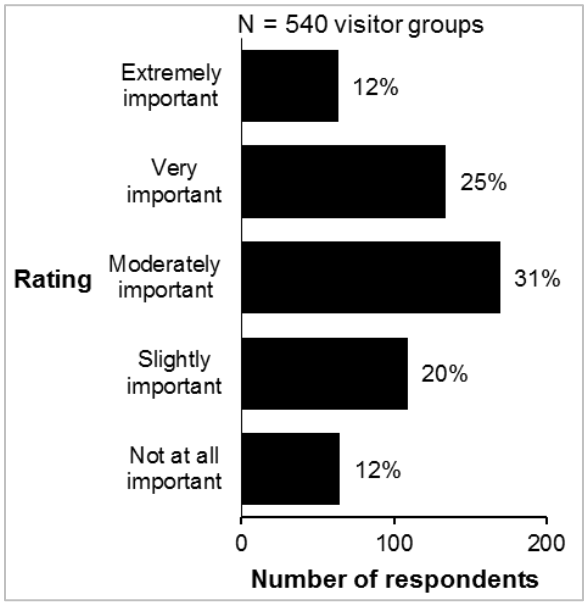


Figure 41. Importance of learning more about American history/culture.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

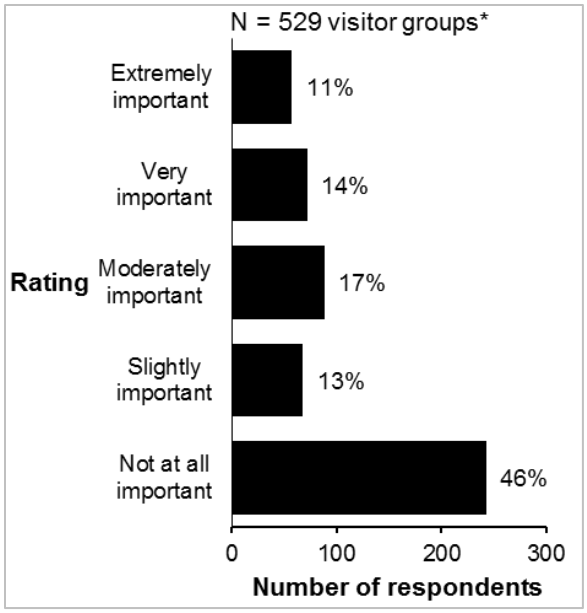


Figure 42. Importance of viewing dark night sky/stars.

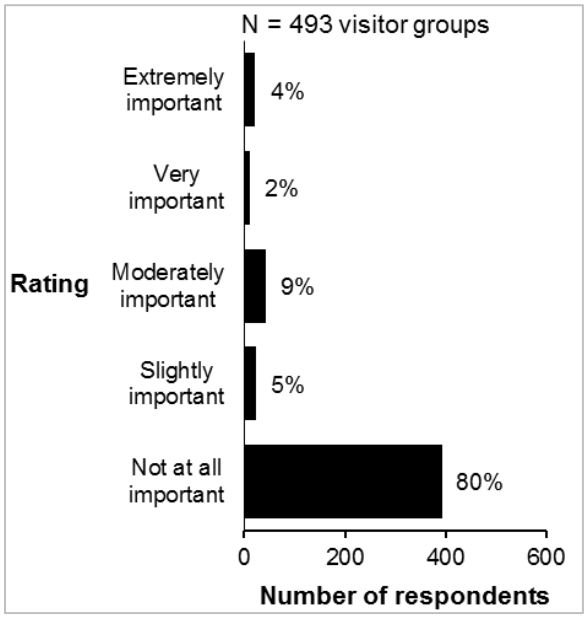


Figure 43. Importance of attending a special event.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Most important reason for visiting on this trip

Question 11

Of the reasons listed in Question 10, which was the most important reason for your visit to Blue Ridge Parkway on this trip?

Results

- As shown in Figure 44, the most common most important reasons for visiting Blue Ridge Parkway were:
    - 39% View wildlife or natural scenery
    - 16% Spend time with friends and family
    - 14% Other – View fall foliage
- The least common most important reasons were:
    - Visit a NPS site
    - Experience solitude
    - Learning more about American history and culture
    - Hear the sounds of nature/quiet
- Of those who responded "Other" (9%), reasons specified included:
    - "Renamed scenic drive/American history brochure"
    - "Photography"
    - "Because the parkway is there"
    - "To visit the Smoky Mountains"

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

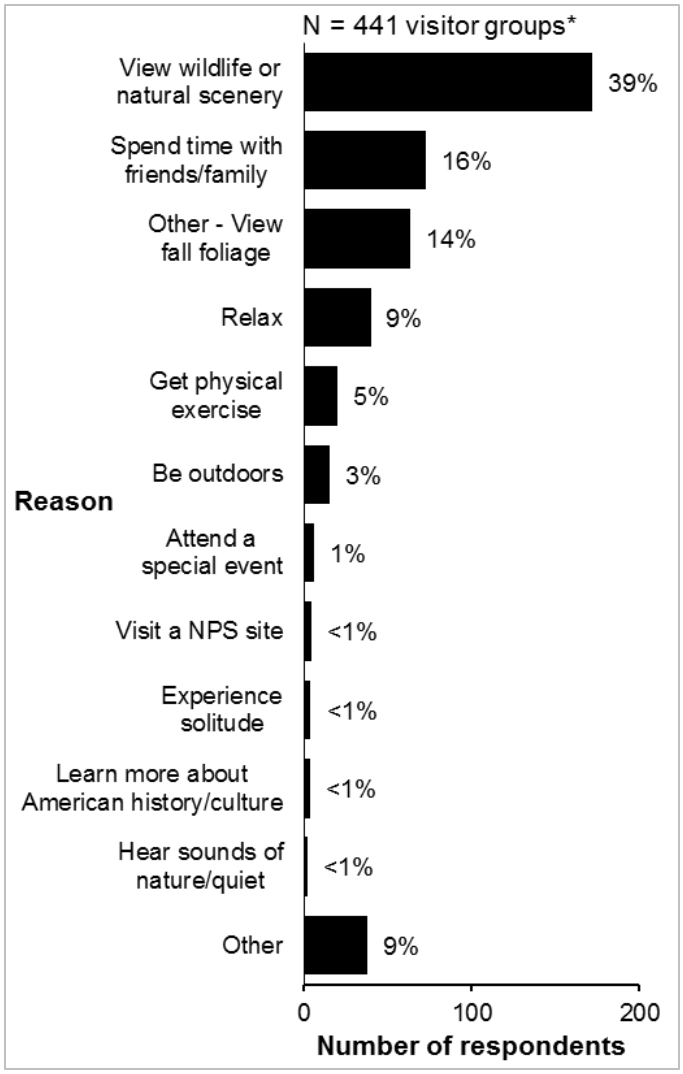


Figure 44. Most important reason for visiting the park on this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Park Experience and Activities

Type of entrance fee applied

Question 5

On this trip to Blue Ridge Parkway, which of the following entrance fees applied to you personally?

Results (Figure 45)

- 83% of visitor groups did not pay a fee or use a pass to enter the park.
- 10% of visitor groups used a Senior Pass, Access Pass, or Military Pass.
- Of those who responded "Other" (1%), entrance fees specified included:
    - "Day fee"
    - "Camping fees"

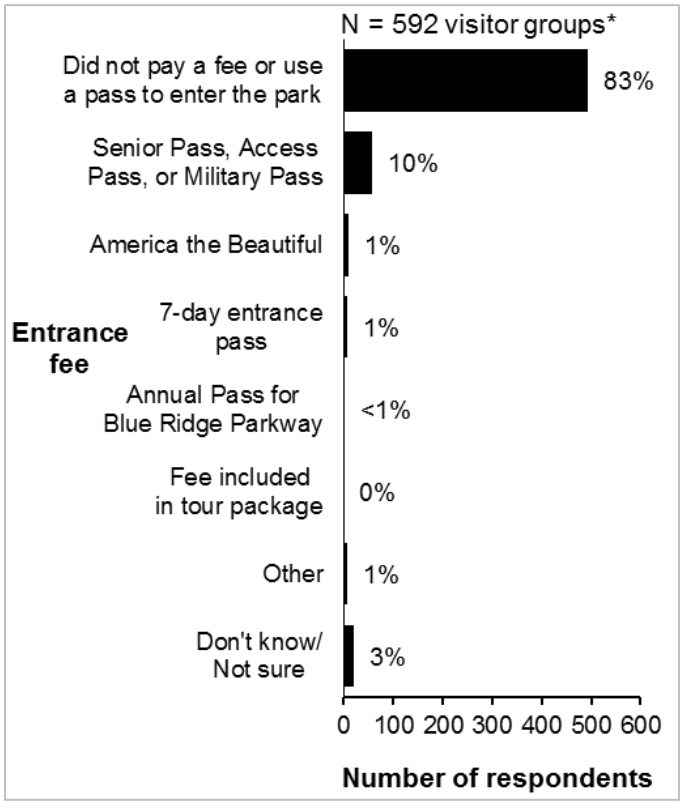


Figure 45. Entrance fees that applied to visitor groups.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Length of stay in Blue Ridge Parkway

Question 7

On this trip, how much total time did you spend within Blue Ridge Parkway?

Number of hours, if day trip

Results (Figure 46)

- 39% of visitor groups who spent less than 24 hours in the park visited for 5 or more hours.
- 27% of visitor groups who spent less than 24 hours in the park visited for 4 hours.
- The average number of hours spent in the park was 4.6 hours.

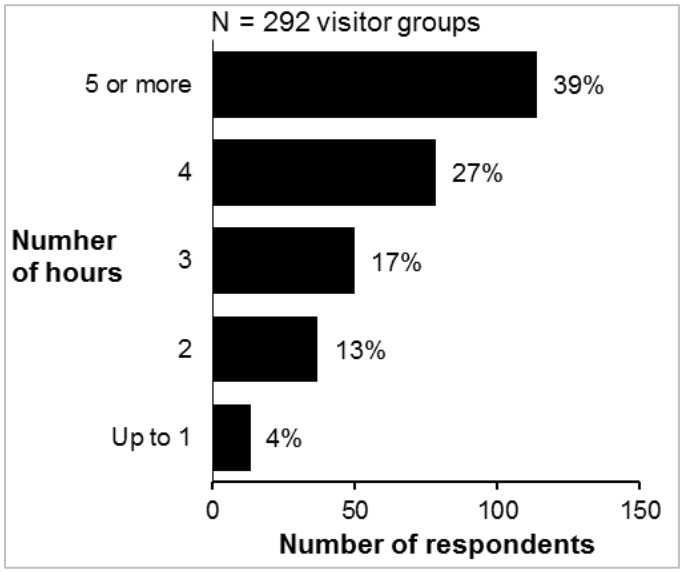


Figure 46. Number of hours visiting the park by groups who spent less than 24 hours in the park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of days, if greater than 1 day

Results (Figure 47)

- 39% of visitor groups who reported spending 24 hours or more in the park visited for 3 days.
- 29% of visitor groups spent 2 days visiting the park.
- The average number of days spent visiting the park was 3.5 days.

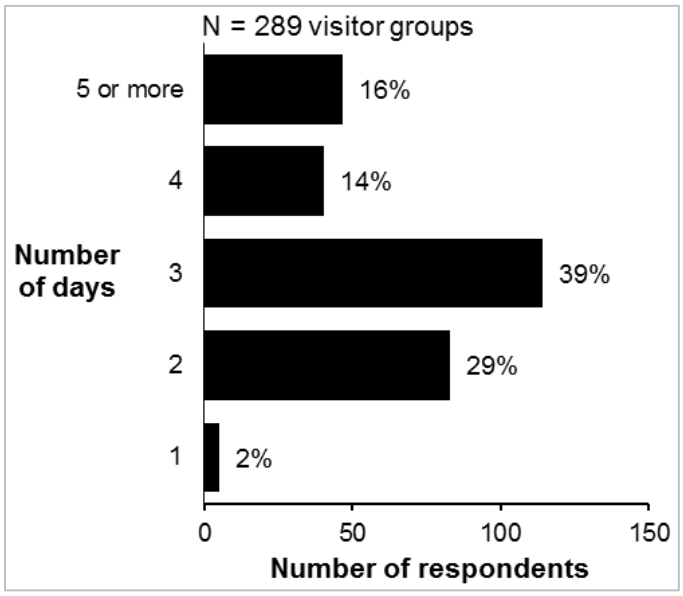


Figure 47. Number of days visiting the park by groups who spent 24 hours or more in the park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Days entered or re-entered park

Question 6

On how many days during this trip did you enter or re-enter Blue Ridge Parkway? If you were on a day trip or if you camped or lodged inside the park and did not leave the park boundaries for the entire length of your stay, then answer 1 day.

Results (Figure 48)

- 44% of visitors groups entered or re-entered the park on only 1 day.
- 19% of visitors groups entered or re-entered the park on 2 days.

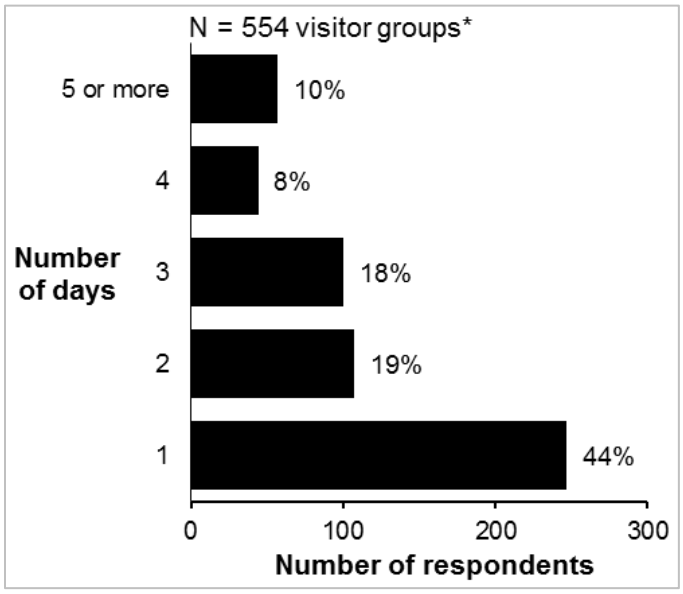


Figure 48. Number of days entered or re-entered park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Overnight stay

Question 27a

On this trip to Blue Ridge Parkway and the nearby area, did you stay overnight away from your permanent residence either inside Blue Ridge Parkway or within the nearby area (within the shaded area of the map on p. 12)?

See Figure 14 or Appendix 2 for map.

Results (Figure 49)

- 63% of visitor groups stayed overnight inside Blue Ridge Parkway or within the nearby area on this trip.

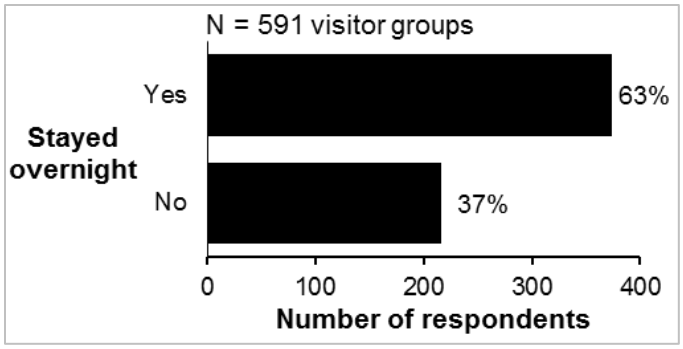


Figure 49. Visitors who stayed overnight in/near Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Nights spent in overnight accommodations

Question 27b

If YES, please list the number of nights you stayed in Blue Ridge Parkway and/or in the nearby area (within the shaded area of the map on p. 12) on this trip.

Results (Figure 50)

- Figure 50 shows the proportions of visitor groups that reported staying one or more nights in one of listed overnight accommodations.
- 69% of visitor groups who stayed overnight one or more nights stayed in lodging outside of Blue Ridge Parkway.
- 19% of visitor groups who stayed overnight one or more nights stayed in lodging in Blue Ridge Parkway.

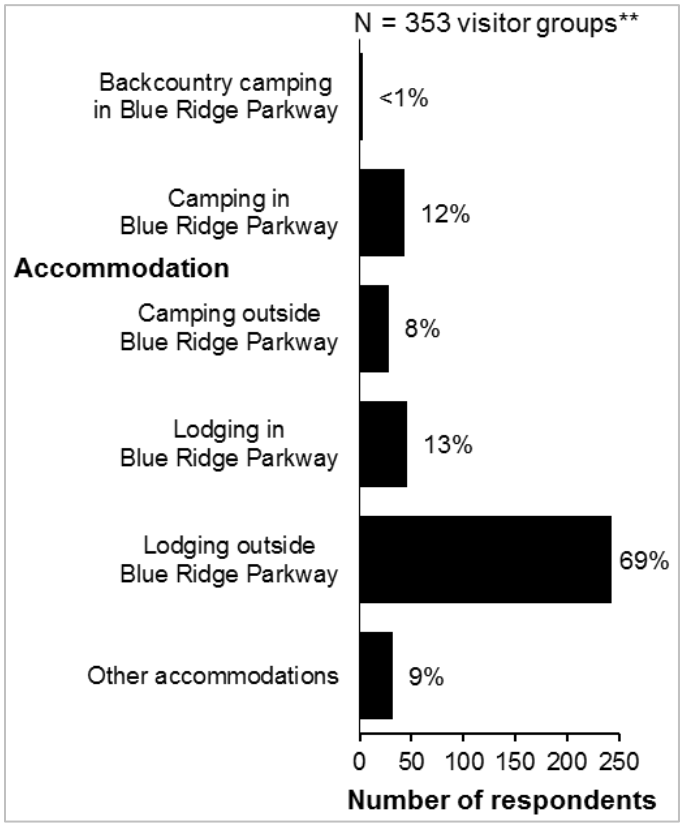


Figure 50. Accommodations for nights spent in Blue Ridge Parkway or the nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Results (Figure 51)

- 58% of visitor groups who camped in the backcountry of Blue Ridge Parkway camped for 1 night.
- 38% of visitor groups who camped in the backcountry of Blue Ridge Parkway camped for 3 nights.

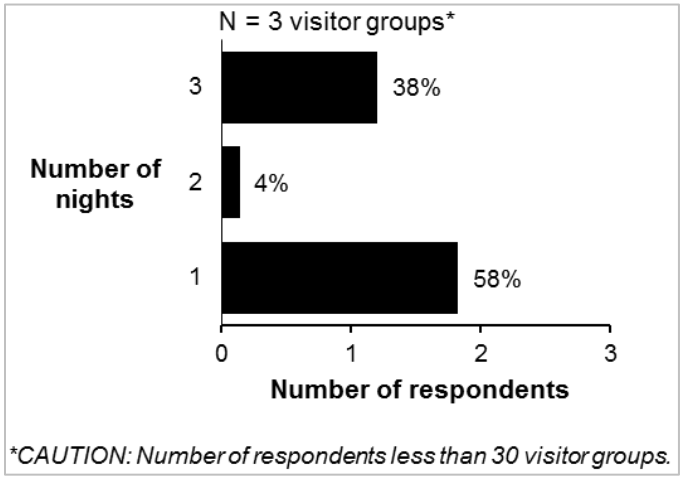


Figure 51. Nights spent in backcountry in Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Camping in Blue Ridge Parkway
Results (Figure 52)

- 38% of visitor groups who camped in Blue Ridge Parkway camped for 5 or more nights.
- 24% of visitor groups who camped in Blue Ridge Parkway camped for 3 nights.

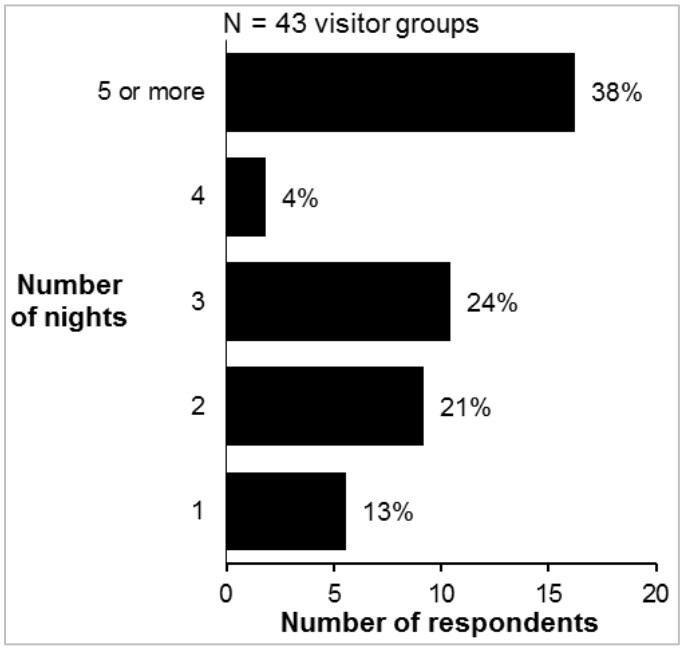


Figure 52. Nights spent camping in Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than 1 answer

Camping outside Blue Ridge Parkway
Results (Figure 53)

- 35% of visitor groups who camped outside Blue Ridge Parkway camped for 2 nights.
- 25% of visitor groups who camped outside Blue Ridge Parkway camped for 5 or more nights.

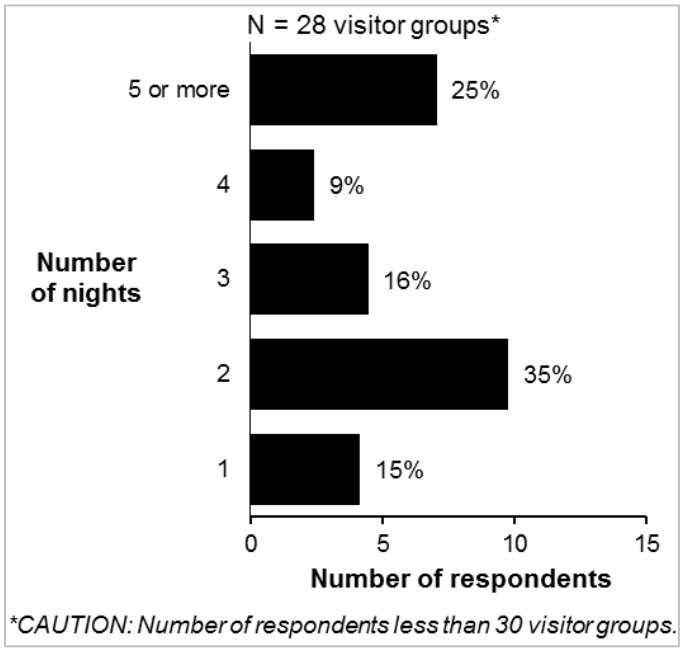


Figure 53. Nights spent camping outside Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than 1 answer

Lodging in Blue Ridge Parkway
Results (Figure 54)

- 47% of visitor groups who stayed at lodging in Blue Ridge Parkway stayed for 2 nights.
- 19% of visitor groups who stayed at lodging in Blue Ridge Parkway stayed for 1 night.

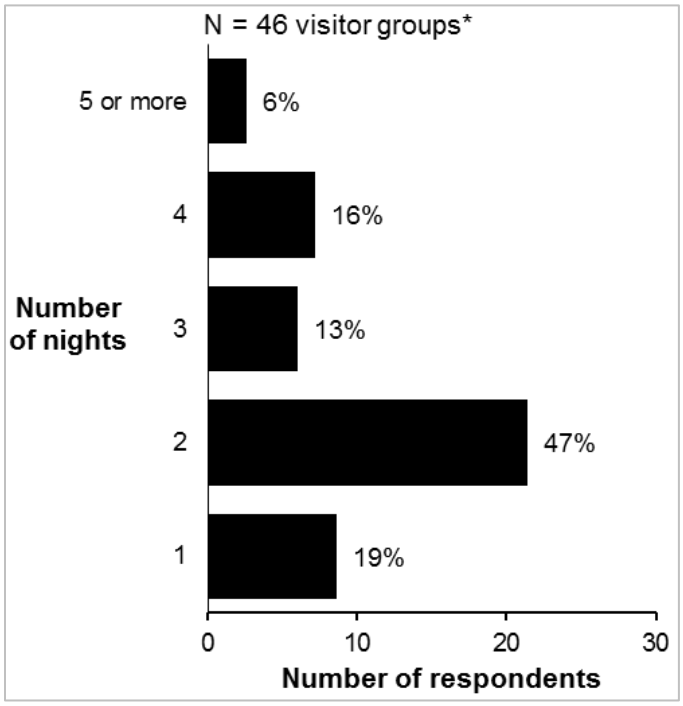


Figure 54. Nights spent in lodging in Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than 1 answer

Lodging Outside Blue Ridge Parkway
Results (Figure 55)

- 31% of visitor groups who stayed at lodging outside Blue Ridge Parkway stayed for 2 nights.
- 19% of visitor groups who stayed at lodging outside Blue Ridge Parkway stayed for 3 nights.
- 19% of visitor groups who stayed at lodging outside Blue Ridge Parkway stayed for 5 or more nights.

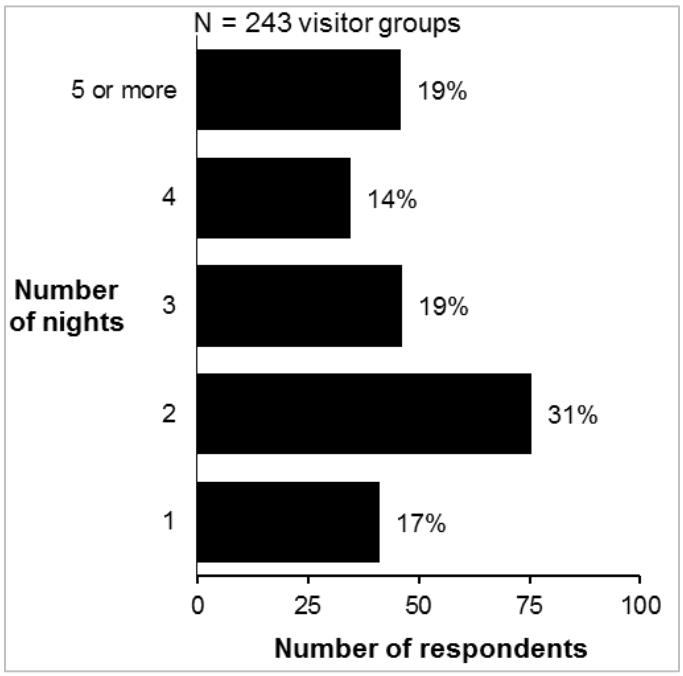


Figure 55. Nights spent in lodging outside Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than 1 answer

Other accommodations (e.g., friends/relatives)
Results (Figure 56)

- 37% of visitor groups who stayed overnight in other accommodations stayed for 2 nights.
- 24% of visitor groups who stayed overnight in other accommodations stayed for 5 or more nights.

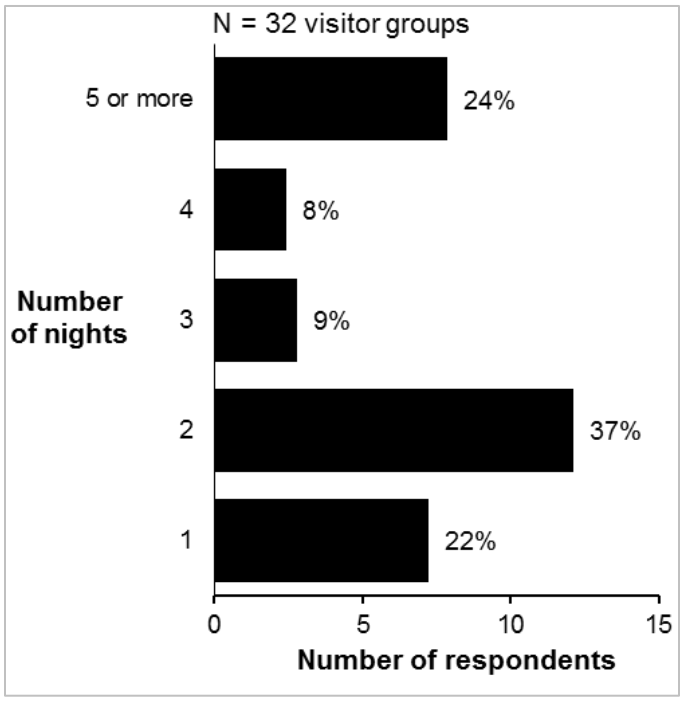


Figure 56. Nights in other accommodations (e.g., friends/relatives).

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than 1 answer

Visits to other National Park Service sites

Question 29

Did you visit any other National Park Service sites on your trip away from home?

Results (Figure 57)

- 73% of visitors groups did not visit other NPS units on their trip away from home.

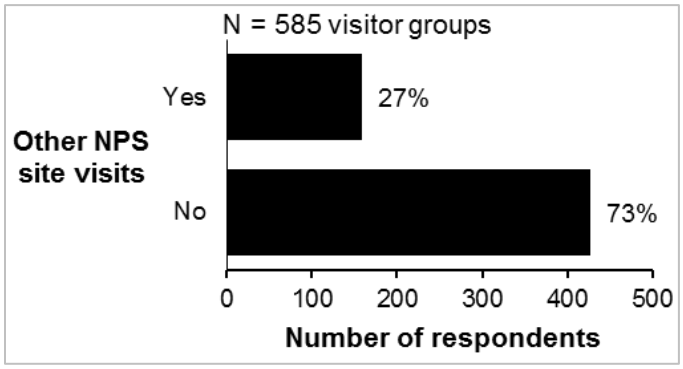


Figure 57. Visited other NPS sites on trip away from home.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Other National Park Service sites visited

Question 29

If YES, please specify other National Park Services sites you visited.

Results (Table 13)

- Of those visitor groups that did visit other NPS units on their trip (27%), the most common other NPS units included:
    - Great Smoky Mountains National Park (mentioned 69 times)
    - Shenandoah National Park (mentioned 50 times).

Table 13. Other National Park Service sites visited. N = 128 comments. Some visitor groups may have visited more than one other NPS site.

Site	Frequency of times mentioned
Great Smoky Mountains National Park	69
Shenandoah National Park	50
Acadia National Park	8
Chickamauga & Chattanooga National Military Park	5
Wright Brothers National Memorial	4
Arches National Park	4
Mesa Verde National Park	4
Rocky Mountain National Park	4
Cowpens National Battlefield	4
Flight 93 National Memorial	3
National Mall and Memorial Parks	3
Kings Mountain National Military Park	3
Appomattox Court House National Historical Park	3
Martin Luther King, Jr. National Historic Site	3
Monticello	2
Fredericksburg & Spotsylvania National Military Park	2
Richmond National Battlefield Park	2
Yellowstone National Park	2
Theodore Roosevelt National Park	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 13 (continued). Other National Park Service sites visited. N = 128 comments. Some visitor groups may have visited more than one other NPS site.

Site	Frequency of times mentioned
Gulf Islands National Seashore	2
Mount Rushmore National Memorial	2
Fort Sumter National Monument	2
Montpelier	2
Natchez Trace Parkway	2
Other NPS sites	32

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Activity participation

Question 12

On this trip, in which of the following activities did you personally participate within Blue Ridge Parkway?

Results

- As shown in Figure 58, the most common activities in which visitor groups participated were:
    - 96% Viewing wildlife, natural features, scenery, wildflowers, etc.
    - 80% Driving for pleasure
    - 59% Visiting a cultural or historic site
- Of those who responded "Non-motorized water travel" (<1%), activities in which groups participated included:
    - "Kayaking"
- Of those who responded "Other" (5%), activities in which groups participated included:
    - "Viewing fall foliage"
    - "Visiting Blue Ridge Music Center"
    - "Getting away"

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

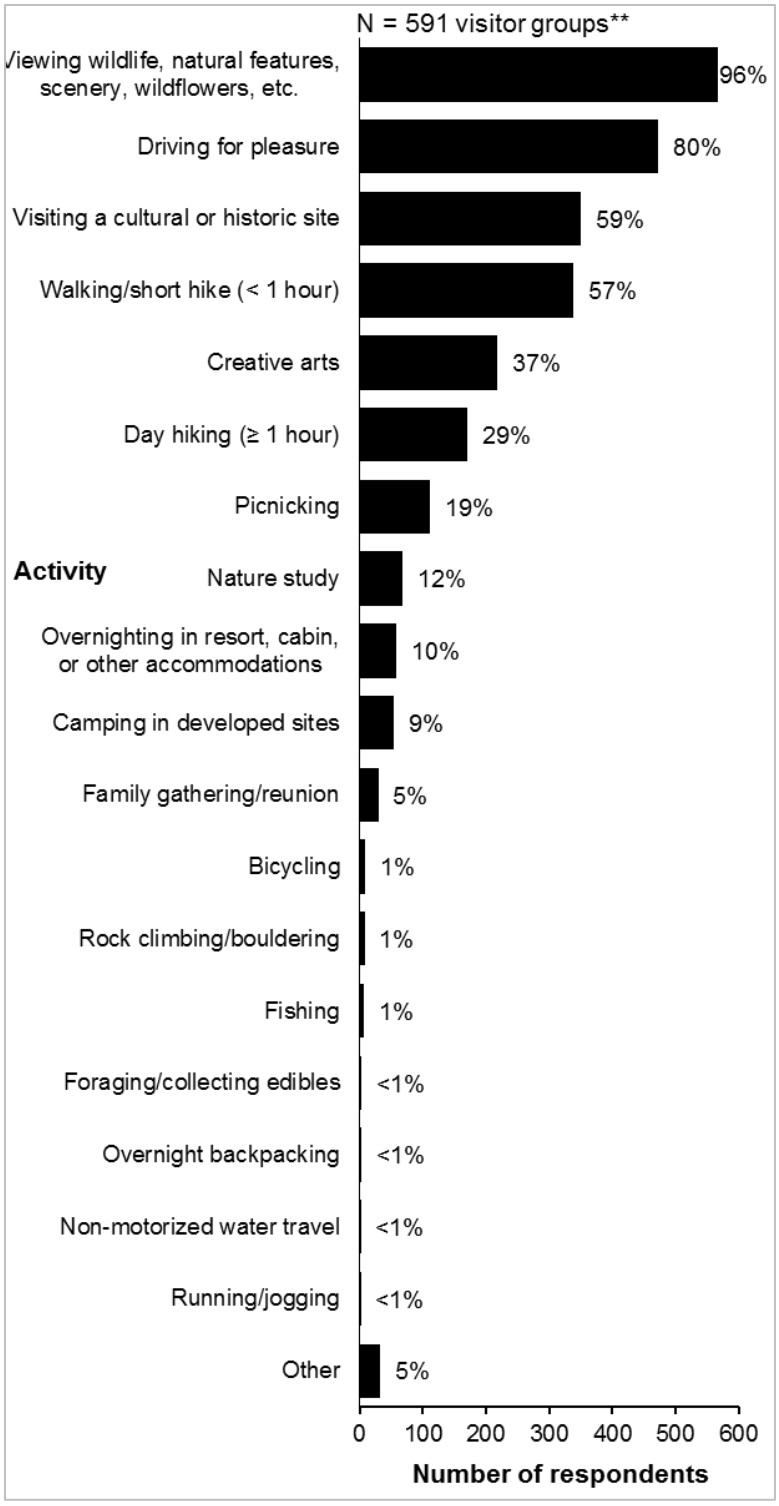


Figure 58. Participation in activities on this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Primary activity on this trip

Question 13

Of the activities listed in Question 12, which was your primary activity during your visit to Blue Ridge Parkway on the day you were contacted for this survey?

Results

- As shown in Figure 59, the most common primary activities listed by visitor groups were:
    - 27% Viewing wildlife, natural features, scenery, wildflowers, etc.
    - 18% Driving for pleasure
- Of those who responded "Other" (3%), activities specified included:
    - "Visit Blue Ridge Music Center"
    - "Visit Mabry Mill"
    - "Listen to music"
    - "Complete entire distance of Blue Ridge Parkway"
- 16% of visitor groups did not have a primary activity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

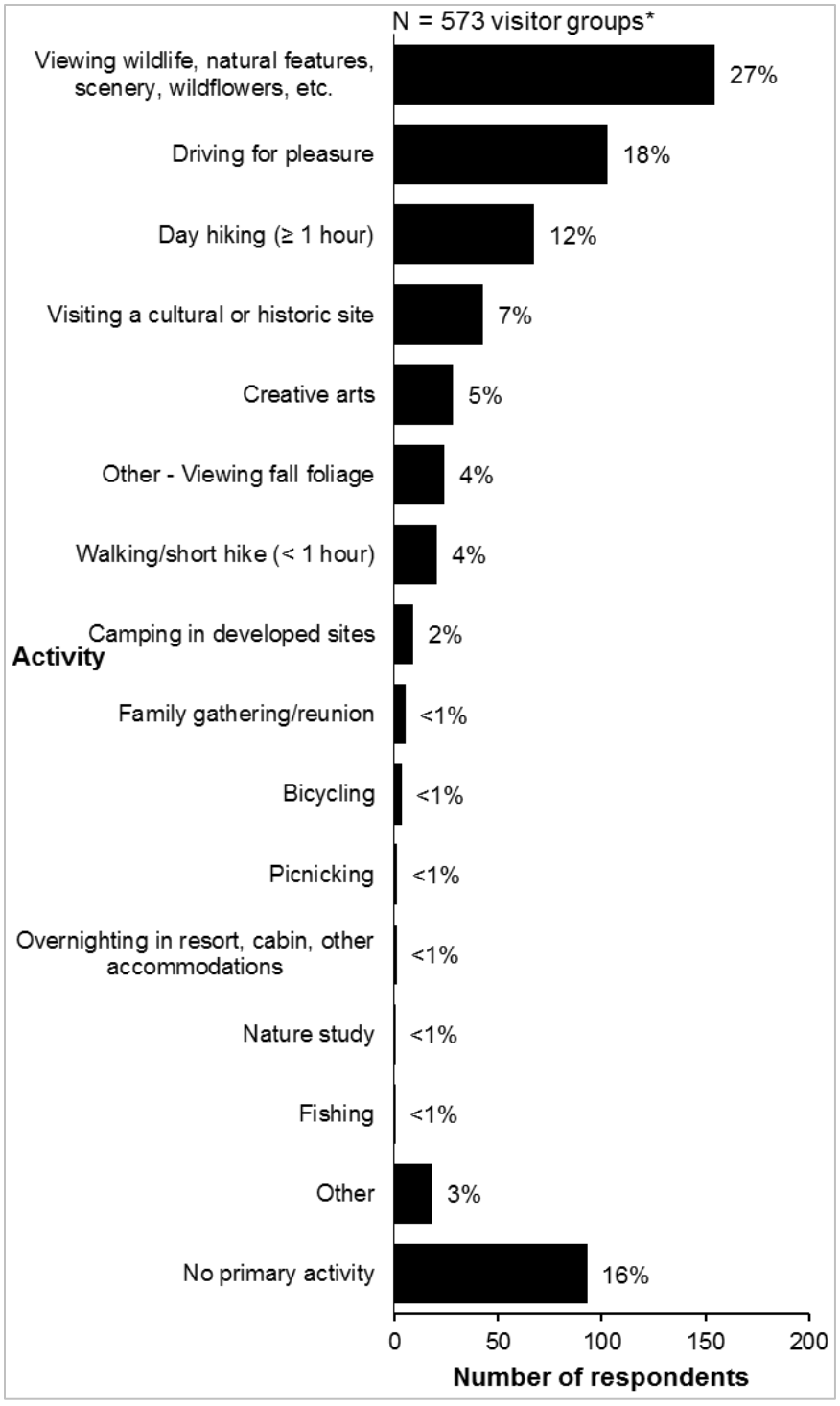


Figure 59. Primary activity on this trip to Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitors with physical conditions

Question 18a

Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Blue Ridge Parkway?

Results (Figure 60)

- 11% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services.

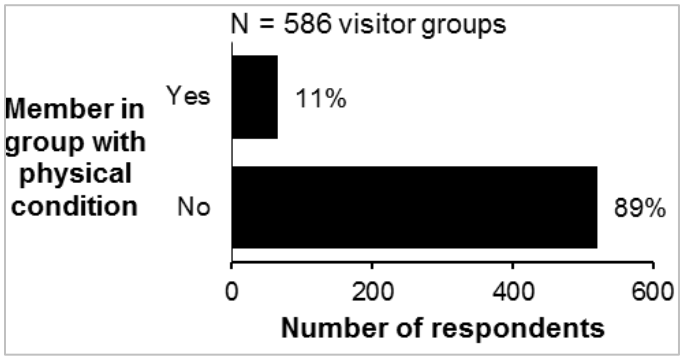


Figure 60. Visitors with physical conditions.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 18b

If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing? (open-ended)

Results (Table 14)

- "Walking" was the most frequently mentioned (mentioned 31 times) activity in which members of visitor groups had difficulty participating.

Table 14. Activities/services/facilities difficult to participate in/access. N = 52 comments. Some visitor groups may have made more than one comment.

Activity, service, or facility	Frequency of times mentioned
Walking	31
Hiking	16
Stairs	4
Handicap parking	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 18c

Because of the physical condition, which specified difficulties did the person(s) have?

Results (Figure 61)

- Of visitor groups that had at least one member with a physical condition, the member(s) had specific difficulties with:
    - 80% Mobility
    - 11% Hearing
- Of those who responded "Other" (5%), specific difficulties included:
    - "Respiratory"
    - "Cardiovascular"

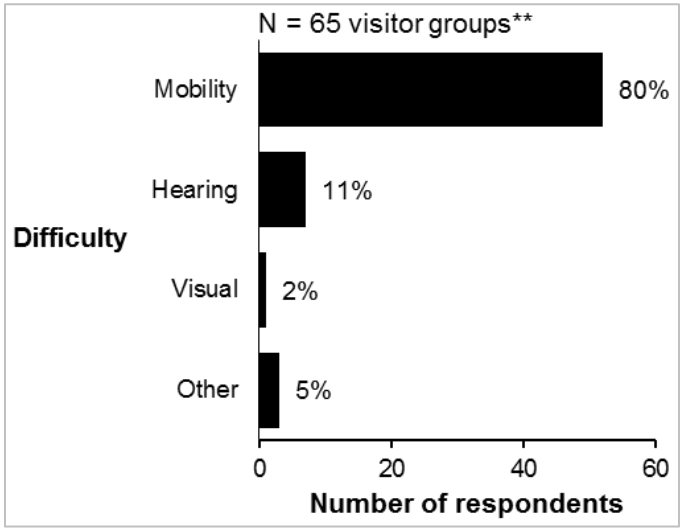


Figure 61. Specific difficulties had by visitor group member(s).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Programs and services participation

Question 14

On this trip, in which of the following programs and services did you personally participate within Blue Ridge Parkway?

Results

- As shown in Figure 62, the most common programs and services in which visitor groups participated were:
    - 74% Going to the Visitor Center
    - 65% Viewing outdoor exhibits
    - 62% Viewing indoor exhibits
- Of those who responded "Other" (2%), programs and services included:
    - "Gift shops"

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

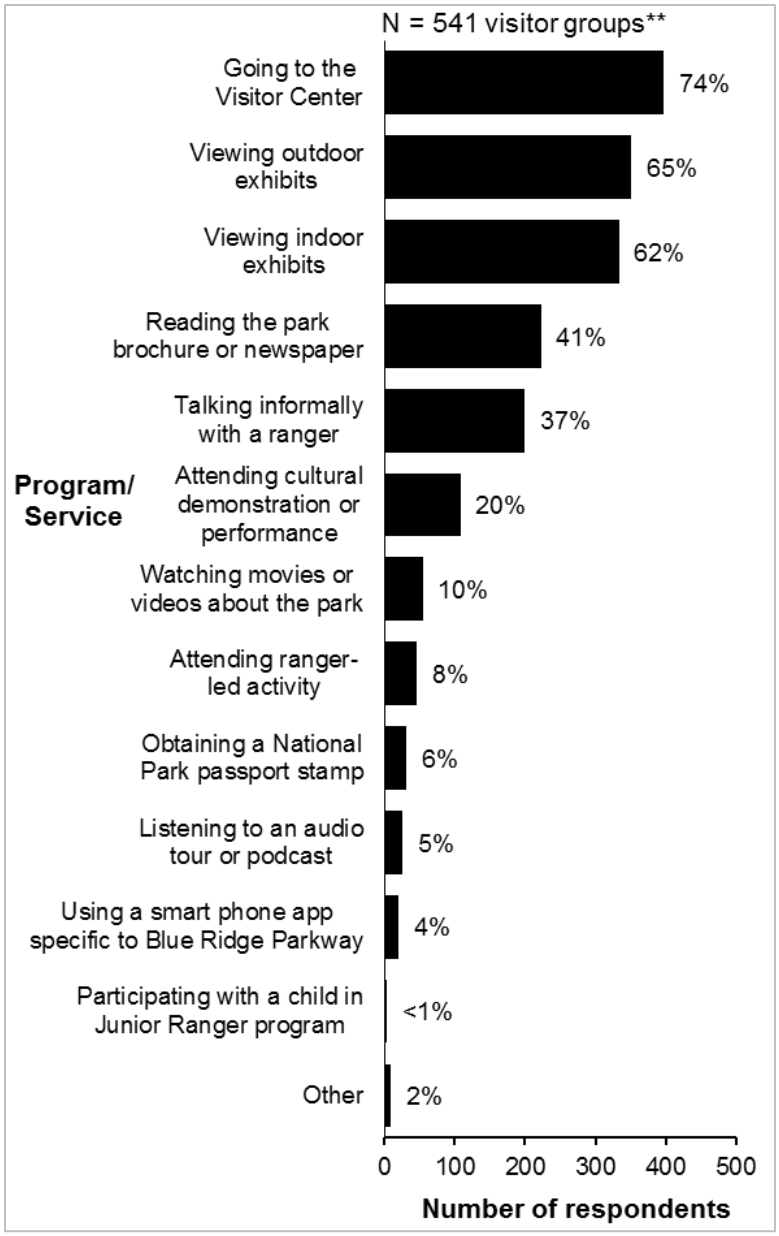


Figure 62. Participation in programs and services.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Learning from park staff, programs, and/or exhibits

Question 15

On this visit to Blue Ridge Parkway, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture?

Results (Figure 63)

- 56% of visitors learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

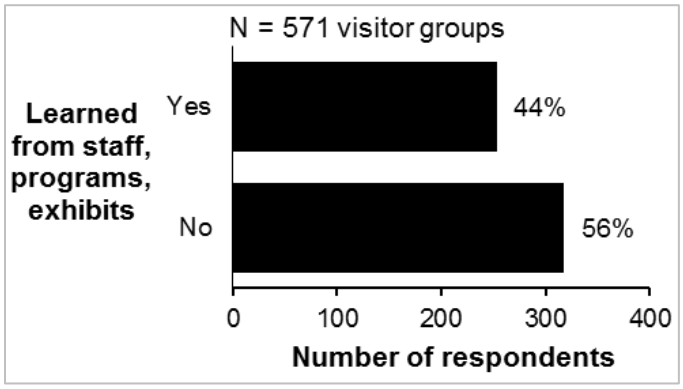


Figure 63. Visitors who learned something from park staff, programs, and/or exhibits.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 15

If YES, please specify subjects you learned about (open-ended).

Results (Table 15)

- Table 15 shows the subjects visitors learned about from park staff, programs, and/or exhibits. The most frequently mentioned subjects were:
    - "American history and culture" (mentioned 57 times)
    - "Music" (mentioned 39 times)
    - "Parkway history" (mentioned 32 times)

Table 15. Subjects learned. N = 328 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
American history and culture	57
Music	39
Parkway history	32
Geolo	25
Wildlife	22
Regional crafts	20
Nature	19
Plants and trees	13
History and culture	12
Hiking	8
Wayfinding information	7
Blacksmithing	5
Camping	4
Conservation	3
Other subjects	61

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Learning about subjects on future visits

Question 16

If you were to visit Blue Ridge Parkway in the future, are there specific subjects you would like to learn about?

Results (Figure 64)

- 75% of visitors did not have specific subjects they would like to learn about on a future visit to Blue Ridge Parkway.

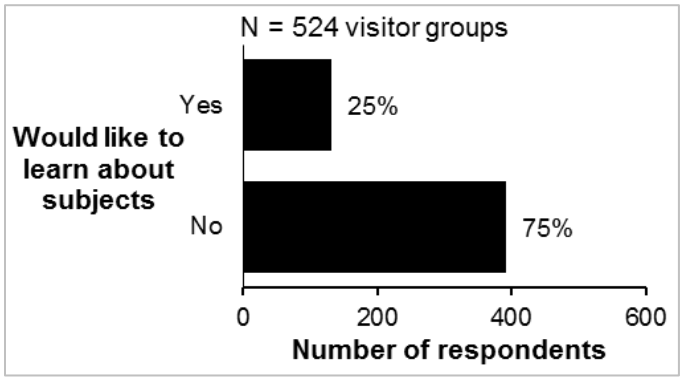


Figure 64. Visitors who would like to learn about specific subjects on future visits.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 16

If YES, please specify subjects you would like to learn about (open-ended).

Results (Table 16)

- Table 16 shows the subjects visitors would like to learn about on future visits to Blue Ridge Parkway. The most frequently mentioned subjects were:
    - "History and culture" (mentioned 41 times)
    - "Wildlife" (mentioned 21 times)
    - "Plants and trees" (mentioned 19 times)

Table 16. Subjects visitors would like to learn. N = 124 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
History and culture	41
Wildlife	21
Plants and trees	19
Parkway history	17
Regional crafts	12
Nature	11
Geology	11
Hikes/walks	8
Music	8
Underground railroad	6
Conservation	5
The area	3
National Park Service	2
Night sky	2
Waterfalls	3
Picnic areas	2
More information at overlooks	2
Other subjects	9

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Expenditures

Purchase of package tour(s)

Question 30a

Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?

Results (Figure 65)

- 1% of visitor groups had at least one member who purchased a package tour.

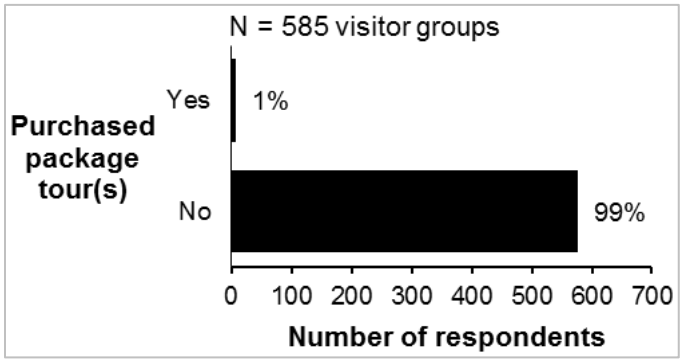


Figure 65. Visitor groups with member(s) who purchased packaged tour(s).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 30b

If YES, what was the total length of your package tour(s)?

Results (Figure 66)

- Of the 1% of visitor groups who purchased a package tour:
    - 51% purchased a package tour with a total length of 1 day.
    - 49% purchased a package tour with a total length of 2 or more days.
    - The median total length of package tours purchased was 6 days.

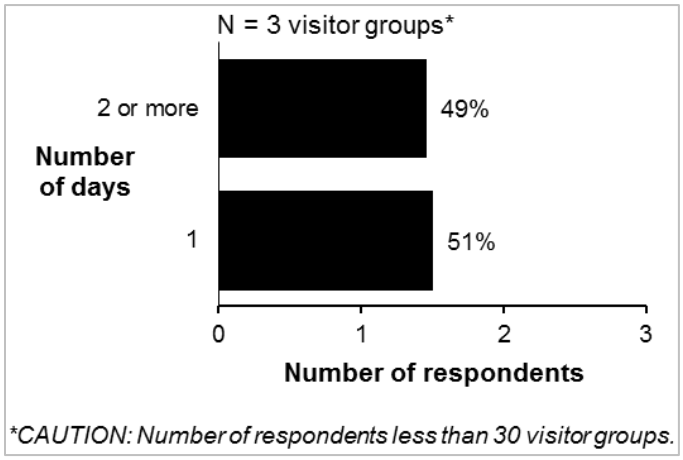


Figure 66. Total length of package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 30c

If YES, what was the total cost per person for the package tour(s)?

Results (Figure 67)

- Of the 1% of visitor groups who purchased a package tour:
    - 65% purchased a package tour with a total cost of $101 to $200 per person.
    - The average total cost per person of package tours was $328.

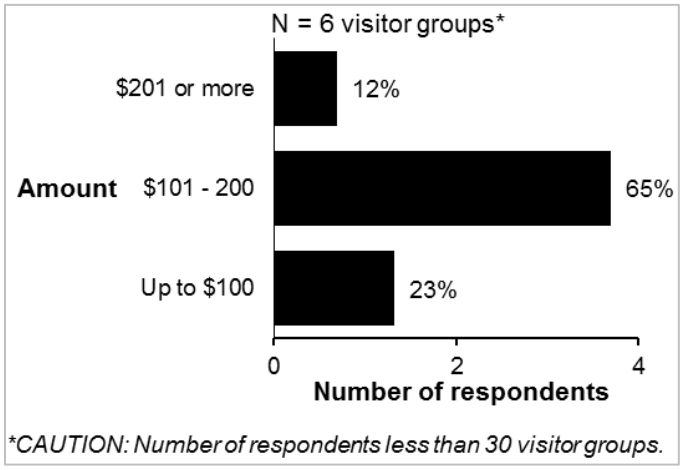


Figure 67. Total cost per person for package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 30d

If YES, how many people in your personal group were on the package tour(s)?

Results (Figure 68)

- Of the 1% of visitor groups who purchased a package tour:
    - 77% were on a package tour with 2 people.

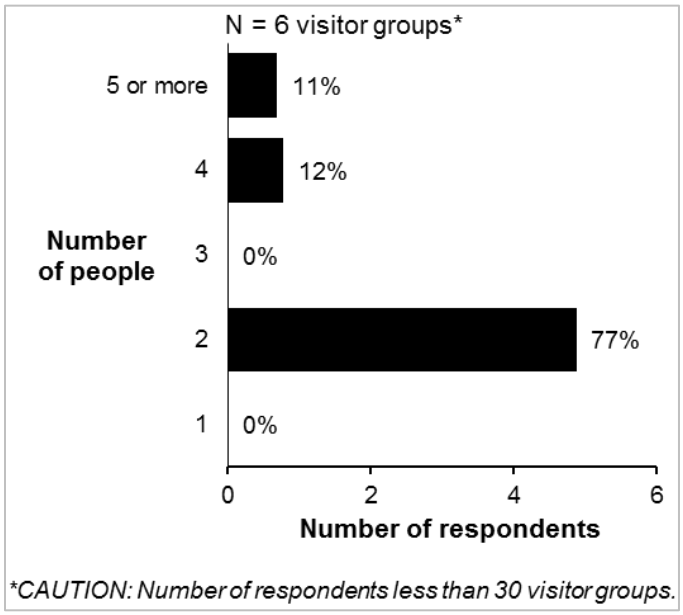


Figure 68. Number of group members on package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Items included in package tour(s) as a part of visit

Question 30e

If YES, which of the following were included in the package tour(s) as part of your visit to Blue Ridge Parkway and the nearby area (within the shaded area of the map on p. 12)?

Results (Figure 69)

- Of the 1% of visitor groups who purchased a package tour, the most common items that were included in package tours purchased were:
    - 78% Local ground transportation
    - 39% Meals
    - 38% Admission to events or attractions
- Of those who responded "Other" (11%), items included:
    - "Biltmore"

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

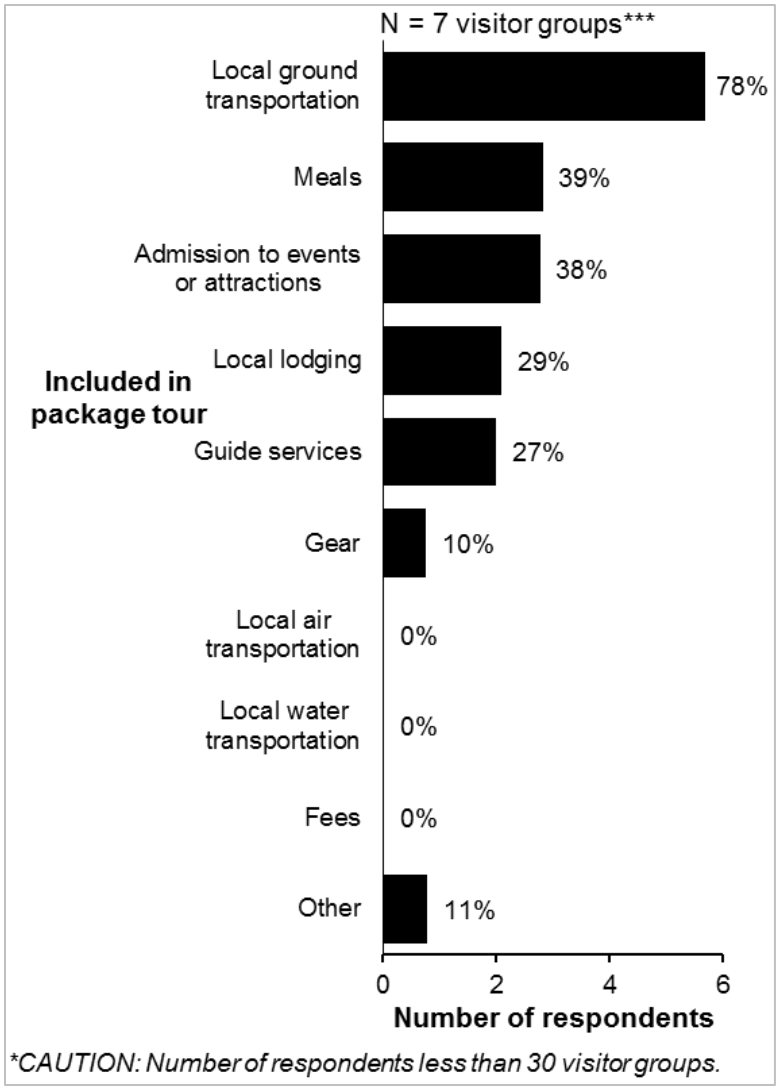


Figure 69. Items included in package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Total expenditures inside Blue Ridge Parkway and nearby area

Question 31

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Blue Ridge Parkway and within the nearby area (within the shaded area of the map on p. 12) during your time in the nearby area. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

Note: Residents living with the highlighted area of the map should only include expenditures that were directly related to this trip in Blue Ridge Parkway.

See Figure 14 or Appendix 2 for map.

Results – group expenditures excluding package tour expenses (Figure 70)

- 58% of visitor groups spent $1 to $500 in Blue Ridge Parkway and the nearby area.
- 24% of visitor groups spent $501 to $1,000 in Blue Ridge Parkway and the nearby area.

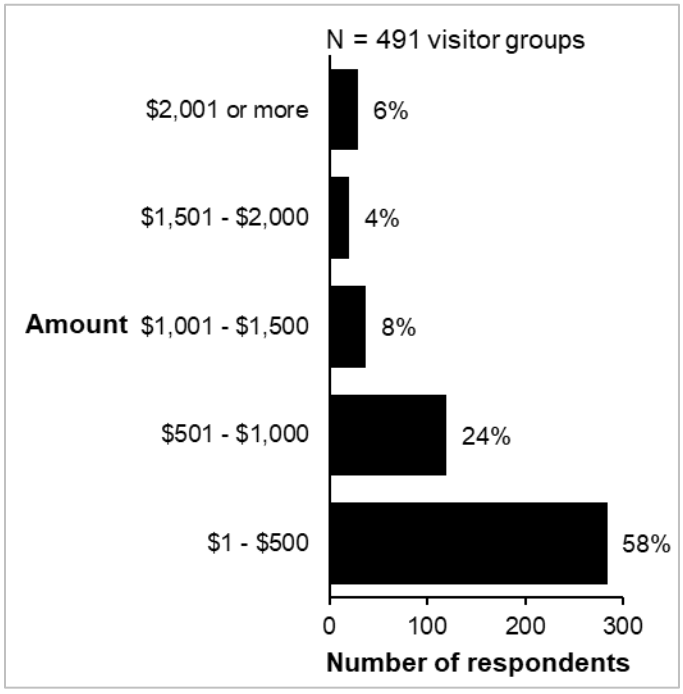


Figure 70. Total expenditures inside the park and in nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Percentages of total expenditures inside park and nearby area

Question 31

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Blue Ridge Parkway and within the nearby area (within the shaded area of the map on p. 12) during your time in the nearby area.

See Figure 14 or Appendix 2 for map.

Results (Figure 71)

- Percentages of group expenditures (excluding package tour expenses):
    - 39% Hotels, motels, resorts
    - 22% Restaurants/bars

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

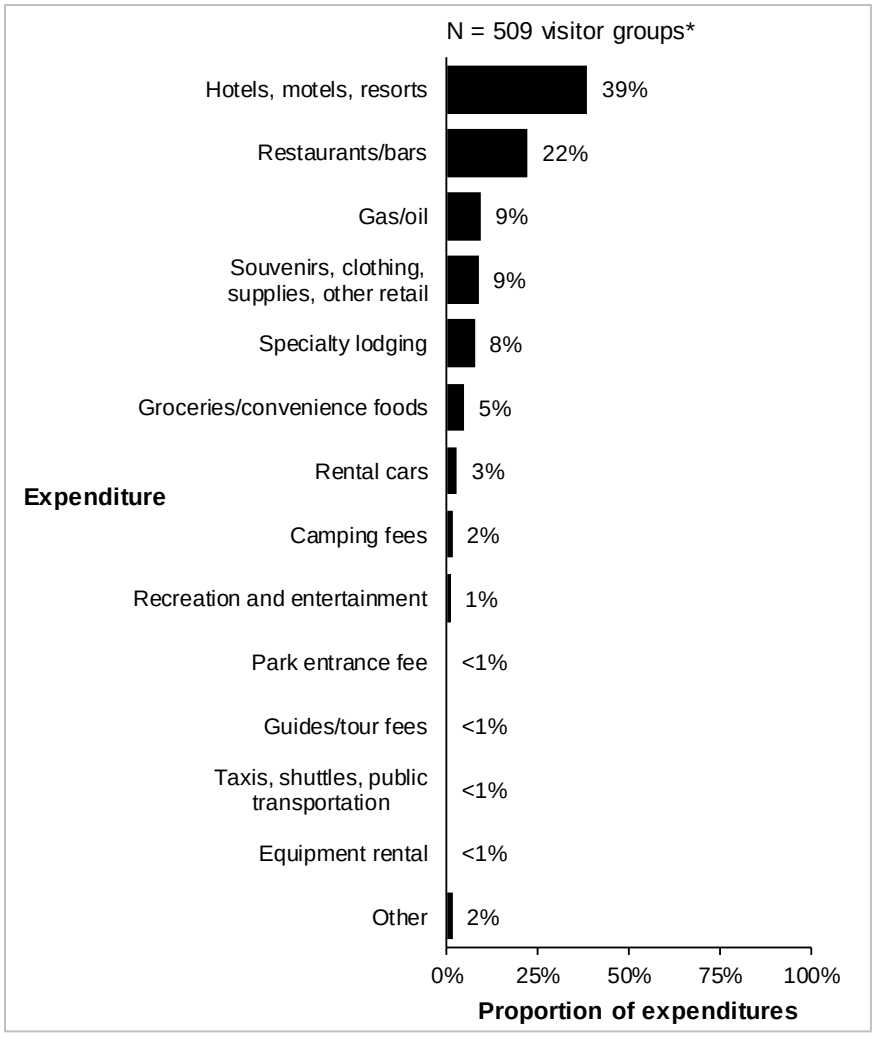


Figure 71. Percentages of total expenditures within the park and nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of people covered by expenses

Question 33a

Including yourself, how many people in your personal group were covered by the expenses for this trip away from home?

Results (Figure 72)

- 65% of visitor groups had 2 members covered by expenses.
- 22% of visitor groups had 3 or more members covered by expenses.

See Appendix 1 for more details.

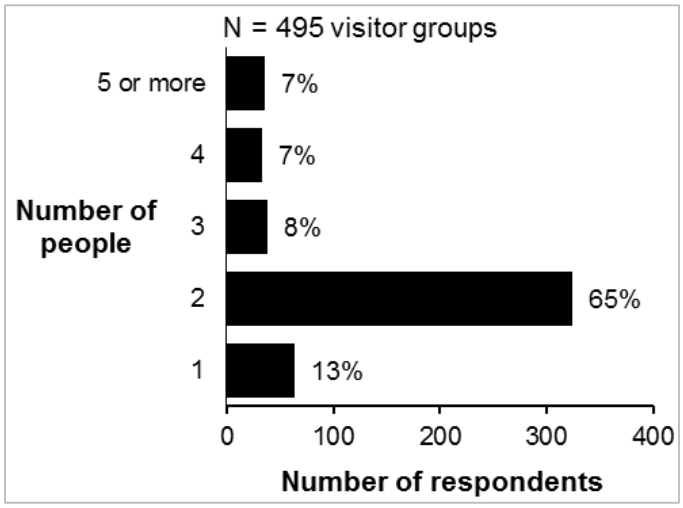


Figure 72. Visitors covered by expenses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Adults covered by expenses

Question 33a

Including yourself, how many adults (18 years or over) in your personal group were covered by the expenses for this trip away from home?

Results (Figure 73)

- 72% of visitor groups had 2 adults covered by expenses.
- 16% of visitor groups had 3 or more adults covered by expenses.

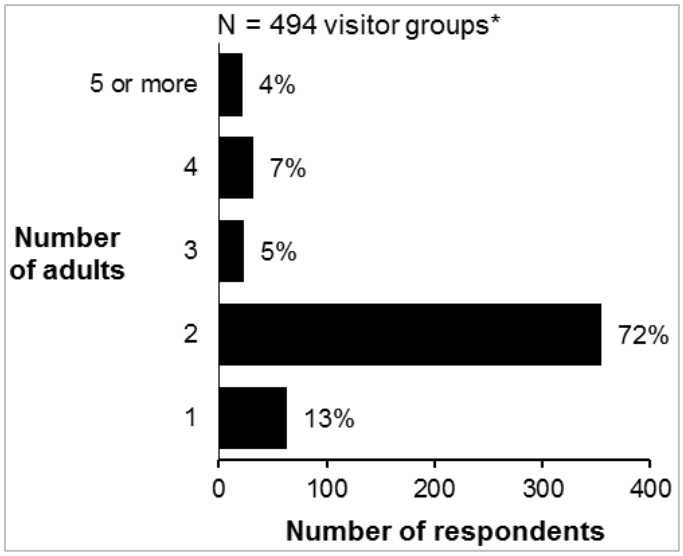


Figure 73. Adults covered by expenses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Children covered by expenses

Question 33a

How many children (under 18 years) in your personal group were covered by the expenses for this trip away from home?

Results (Figure 74)

- 92% of visitor groups had no children covered by expenses.
- 5% of visitor groups had 1 child covered by expenses.

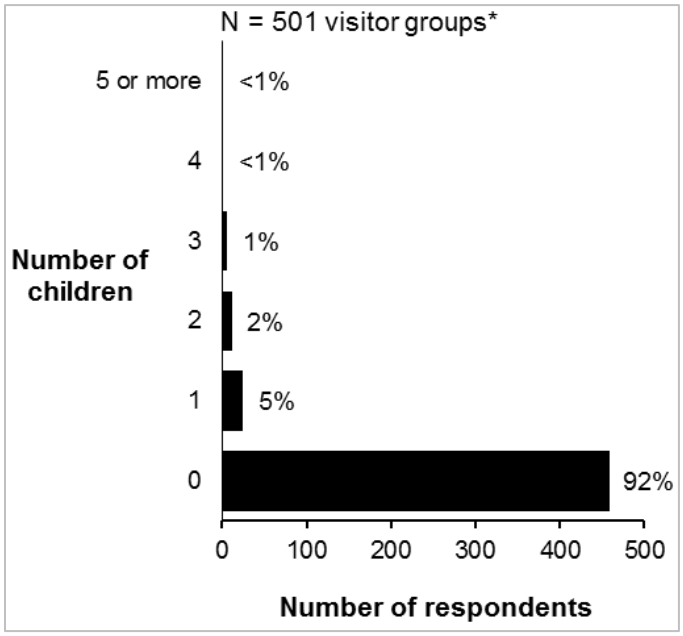


Figure 74. Children covered by expenses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Sharing of expenses

Question 33b

Including yourself, how many people in your group split these trip expenses?

Results (Figure 75)

- 63% of visitor groups had 2 people split trip expenses.
- 27% of visitor groups did not split the expenses.

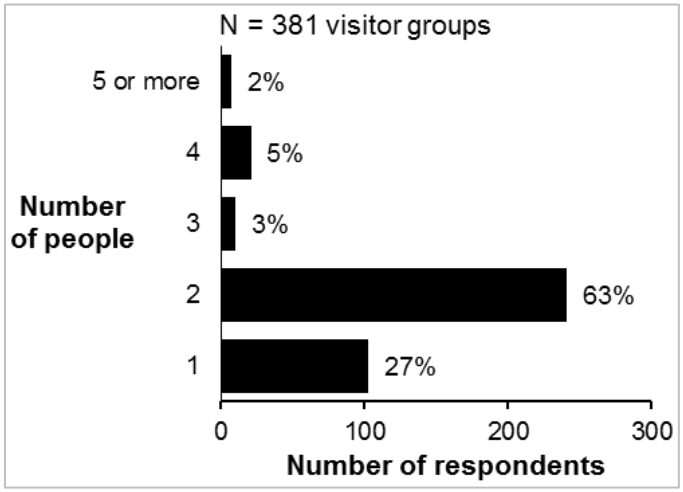


Figure 75. Sharing of expenses in visitor group.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Total expenditures outside of park and nearby area

Question 32

For you and any members of your personal group with whom you shared expenses, please record any additional money spent outside of the map area during your trip away from home (for example, travel or food expenditures).

Results (Figure 76)

- 55% of visitor groups spent $1 to $500 on additional expenses outside of Blue Ridge Parkway and the nearby area.
- 25% of visitor groups spent no additional money outside of Blue Ridge Parkway and the nearby area.

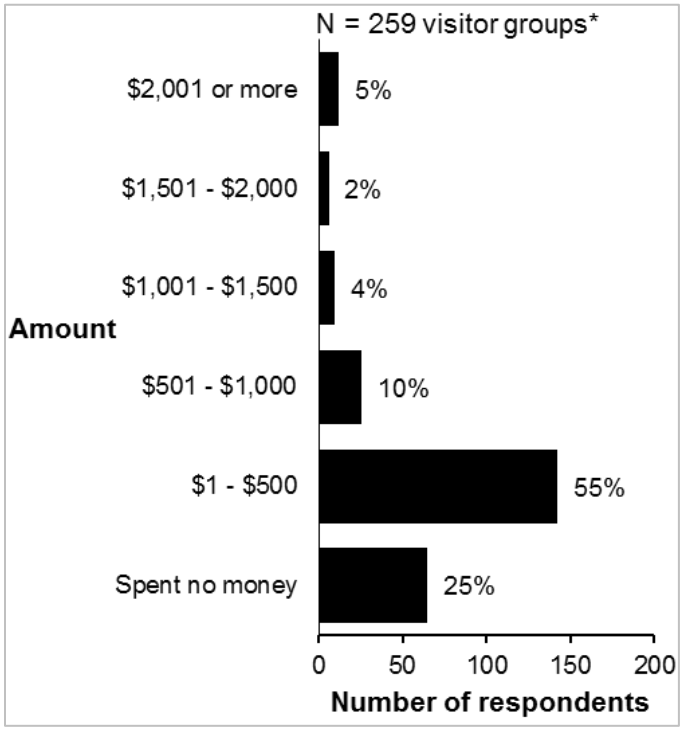


Figure 76. Total expenditures outside of park and nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Evaluations of Park Experience and Post-Trip Experience

Aspects most liked about visit to Blue Ridge Parkway

Question 19

What did you like most about your visit to Blue Ridge Parkway (open-ended)?

Results (Table 17)

- Table 17 shows the aspects visitor groups liked most about their visit. The most frequently mentioned aspects were:
    - "Natural beauty" (mentioned 319 times)
    - "Fall foliage" (mentioned 128 times)
    - "Hiking" (mentioned 57 times)

Table 17. Aspects most liked about visit. N = 569 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Natural beauty	319
Fall foliage	128
Hiking	57
Parkway	45
Overlooks	40
Nature	25
Peaceful	25
Waterfalls	25
History	22
Trails	21
Relaxing	19
Preservation	17
Good roads	15
Clean	15
Not crowded	15
Weather	15
Time with family	15

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 17 (continued). Aspects most liked about visit. N = 569 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Visitor Center	14
Signage	14
Everything	13
Music	12
Mabry Mill	10
Wildlife	10
Staff friendly/helpful	7
Solitude	7
Exhibits	7
Driving	7
Camping	7
Restrooms	6
Food options	6
Photography	5
Friendly travelers	5
Time with friends	4
Fresh air	3
Well maintained	3
Activities	3
Outdoors	2
Riding	2
Other aspects	13

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Aspects least liked about visit to Blue Ridge Parkway

Question 20

What did you like least about your visit to Blue Ridge Parkway (open-ended)?

Results (Table 18)

- Table 18 shows the aspects visitor groups least liked about their visit. The most frequently mentioned aspects were:
    - "Crowded" (mentioned 49 times)
    - "Traffic" (mentioned 35 times)
    - "Weather" (mentioned 28 times)

Table 18. Aspects least liked about visit. N = 296 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Crowded	49
Traffic	35
Weather	28
No cell service	27
Not enough signage	25
Not enough time	24
Access to food/lodging	21
Restrooms	18
Potholes	16
Overlooks need maintenance	11
Parking	7
Winding roads	6
No showers at campground	6
No electricity at campground	5
Motorcycle noise	4
Inadequate maps	4
Long drive	3
Gravel trails	3

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than 1 answer

Table 18 (continued). Aspects least liked about visit. N = 296 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Bicycles	3
Not peak fall foliage	3
Closed roads	2
Acid rain	2
Difficult to obtain guide	2
Poor water access in campground	2
Not enough exits	2
Commercialism	2
Other aspects	13

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Expectations for visit to Blue Ridge Parkway

Question 21

Did your visit to Blue Ridge Parkway, on this trip, meet your expectations?

Results (Figure 77)

- 94% of visitor groups had their expectations met during their visit to Blue Ridge Parkway, on this trip.
- Of those who responded "Not at all" (< 1%), reasons mentioned included:
    - "Road needs maintenance"

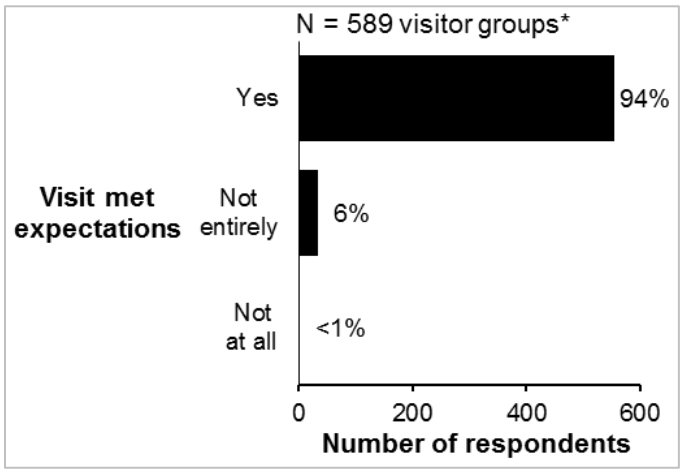


Figure 77. Meeting of expectations for visit on this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 21

If NOT ENTIRELY, please explain (open-ended).

Results (Table 19)

- Table 19 shows the reasons visitor groups' expectation were "not entirely" met. The most frequently mentioned reason was "saw a bear" (mentioned 6 times).

Table 19. Reasons expectations were "not entirely" met. N = 41 comments. Some visitor groups may have made more than one comment.

Reason	Frequency of times mentioned
Saw a bear	6
Blocked views	4
Not peak fall foliage	4
No showers at the campground	4
Weather	4
Food options	3
Roads need maintenance	3
Other comments	13

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Importance of use of personal electronic devices

Question 17

How important to you was it during your visit to Blue Ridge Parkway to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Blue Ridge Parkway required to do each?

Rating choices:

1 = Extremely important
2 = Very important
3 = Moderately important
4 = Slightly important
5 = Not at all important

Results (Figure 78)

- Figure 78 shows the combined proportions of "extremely important" and "very important" ratings for use of a personal electronic device.
- The uses that received the highest combined proportions of "extremely important" and "very important" ratings were:
    - 36% Send/receive text message
    - 32% Make/receive cell phone call
- Of those who responded "Other" (N = 111), uses included:
    - "Using apps"
    - "Camera on phone"

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than 1 answer

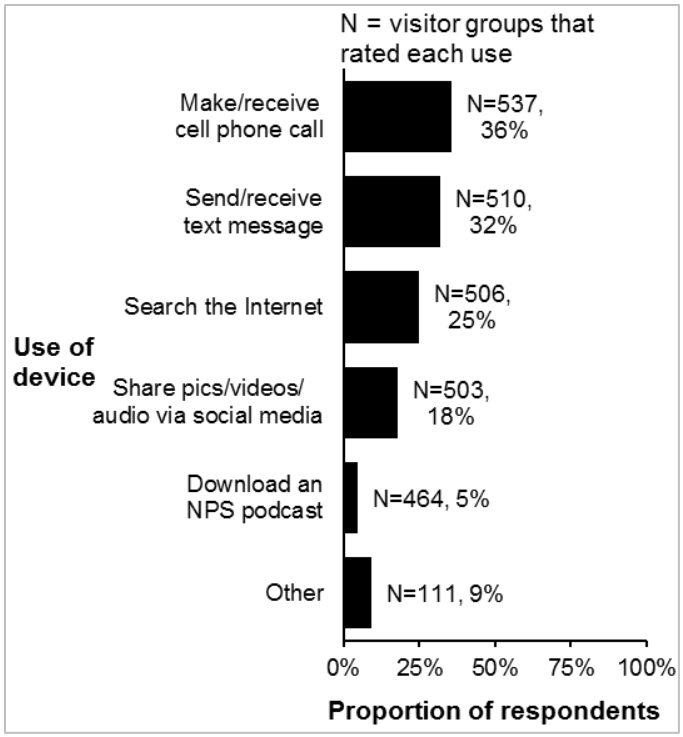


Figure 78. Importance of using personal electronic devices.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Quality of service required to use personal electronic devices

Question 17

How important to you was it during your visit to Blue Ridge Parkway to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Blue Ridge Parkway required to do each?

Rating choices:

1 = Very good
2 = Good
3 = Average
4 = Poor
5 = No service at all
99 = Not applicable

Results (Figure 79)

- Figure 79 shows the combined proportions of "very good" and "good" ratings for quality of service required use a personal electronic device.
- The uses that received the highest combined proportions of "very good" and "good" ratings for quality of service required were:
    - 36% Send/receive text message
    - 35% Make/receive phone call
- Of those who responded "Other" (N = 35) uses included:
    - "Using apps"
    - "WIFI"
    - "Camera on phone"
    - "Using GPS"

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than 1 answer

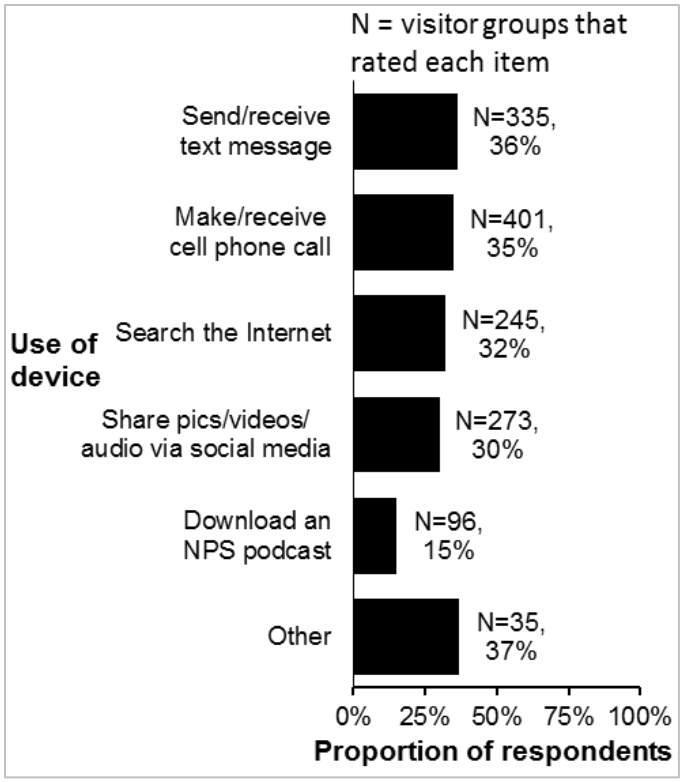


Figure 79. Quality of service required to use personal electronic devices.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Mean scores of importance and quality ratings for use of personal electronic devices

Question 17

- Figure 80 shows the mean scores of importance and quality ratings for all uses of personal electronic devices.
- All uses of personal electronic devices were rated relatively unimportant.
- The quality of service required was rated relatively average to poor for each use.

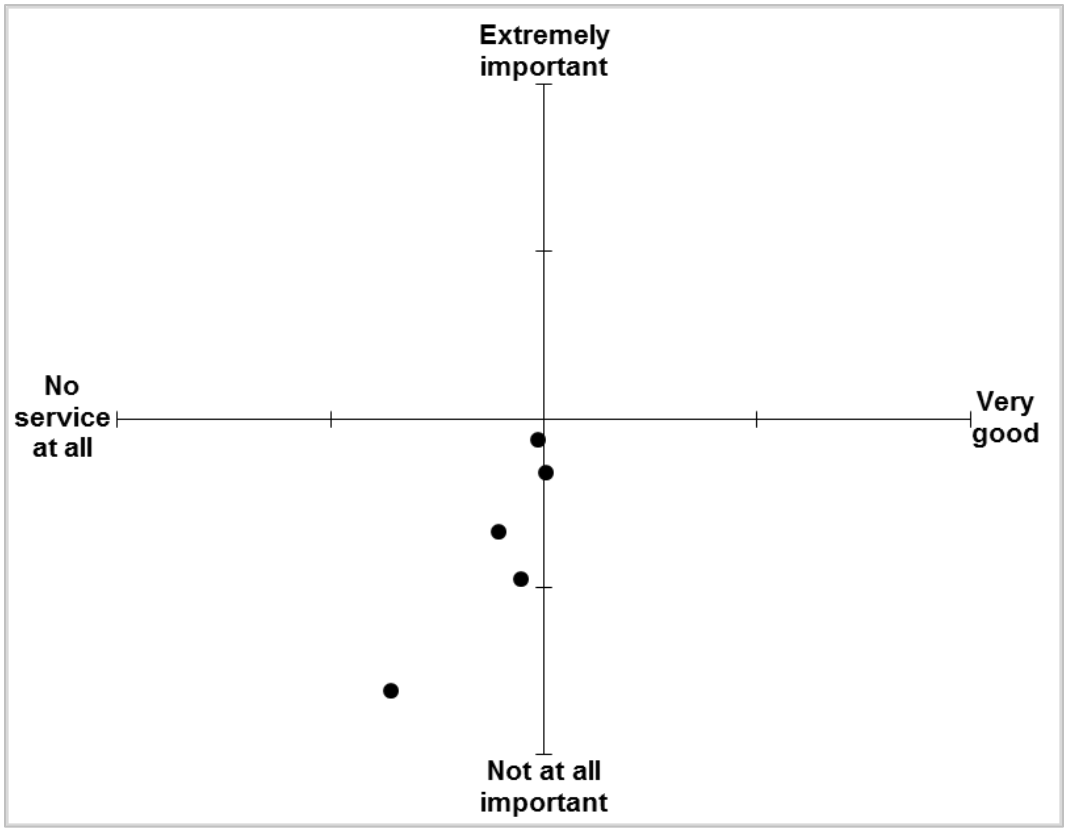


Figure 80. Mean scores for importance and quality ratings for use of personal electronic devices.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Safety

Question 22

To what extent do you agree or disagree with each of the following statements?

Blue Ridge Parkway is a safe place to visit.

Results (Figure 81)

- 55% of visitor groups strongly agreed that Blue Ridge Parkway is a safe place to visit.
- 43% of visitor groups agreed with this statement.

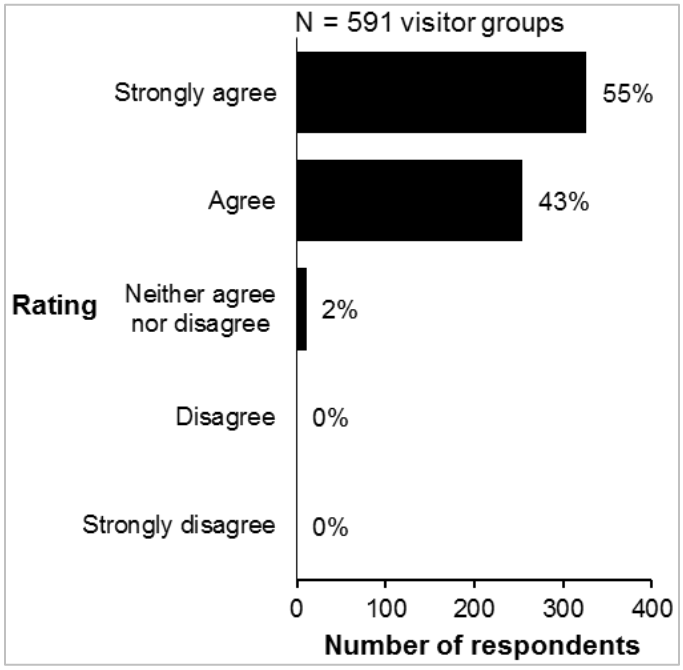


Figure 81. Extent of agreement/disagreement with statement on safety of Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Crowding

Question 22

To what extent do you agree or disagree with each of the following statements?

Blue Ridge Parkway is too crowded.

Results (Figure 82)

- 43% of visitor groups disagreed that Blue Ridge Parkway is too crowded.
- 33% of visitor groups neither agreed or disagreed with this statement.

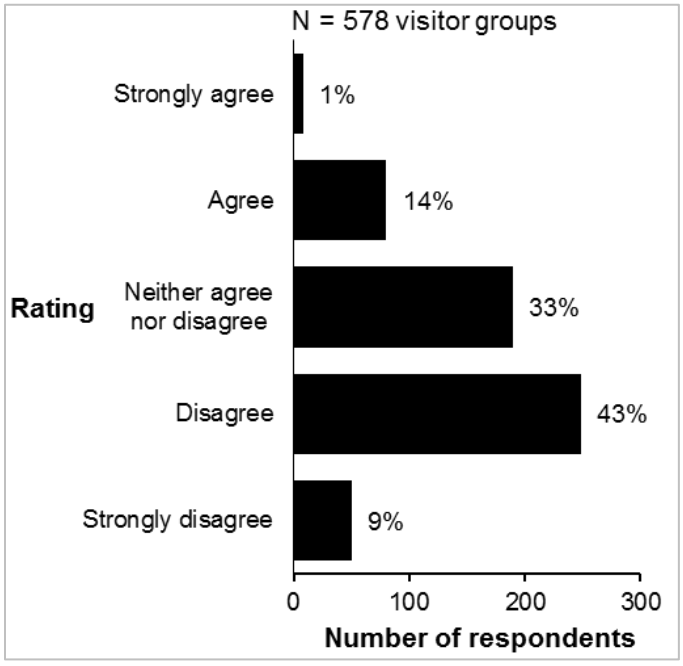


Figure 82. Extent of agreement/disagreement with statement on crowding in Blue Ridge Parkway

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Condition of natural resources

Question 22

To what extent do you agree or disagree with each of the following statements?

Natural resources in Blue Ridge Parkway are in pristine condition.

Results (Figure 83)

- 56% of visitor groups agreed that natural resources in Blue Ridge Parkway are in pristine condition.
- 21% of visitor groups strongly agreed with this statement.

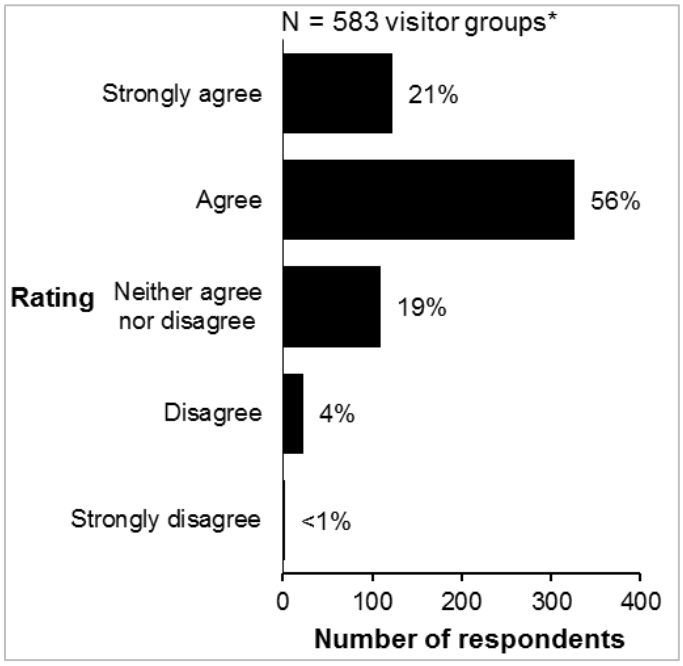


Figure 83. Extent of agreement/disagreement with statement on condition of natural resources in Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Entrance fee

Question 22

To what extent do you agree or disagree with each of the following statements?

The entrance fee for Blue Ridge Parkway is too high.

Results (Figure 84)

- 41% of visitor groups strongly disagreed that the entrance fee for Blue Ridge Parkway is too high.
- 28% of visitor groups disagreed with this statement.
- 27% of visitor groups neither agreed nor disagreed with this statement.

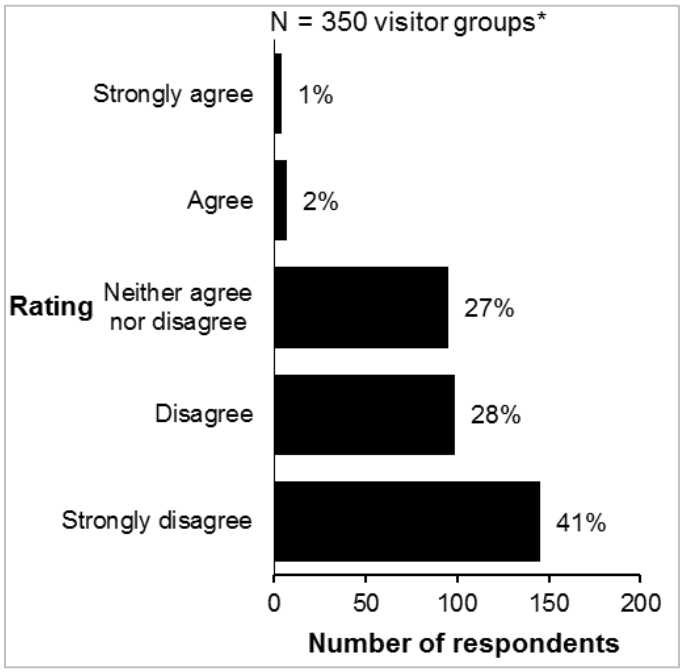


Figure 84. Extent of agreement/disagreement with statement on entrance fee for Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Vandalism and crime

Question 22

To what extent do you agree or disagree with each of the following statements?

Vandalism and crime are not a problem in Blue Ridge Parkway.

Results (Figure 85)

- 50% of visitor groups agreed that vandalism and crime are not a problem in Blue Ridge Parkway.
- 27% of visitor groups neither agreed nor disagreed with this statement.

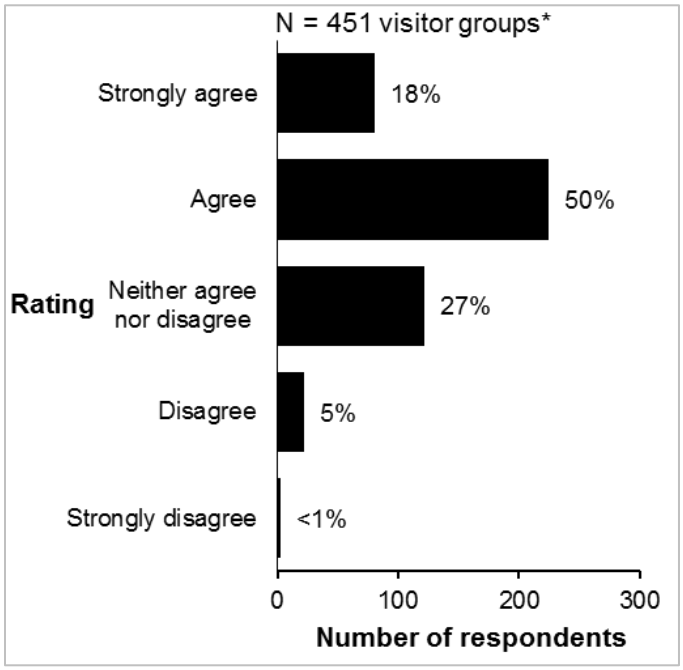


Figure 85. Extent of agreement/disagreement with statement on vandalism and crime in Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Accessibility

Question 22

To what extent do you agree or disagree with each of the following statements?

Blue Ridge Parkway is not accessible to persons with physical disabilities.

Results (Figure 86)

- 41% of visitor groups disagreed that Blue Ridge Parkway is not accessible to persons with physical disabilities.
- 36% of visitor groups neither agreed nor disagreed with this statement.

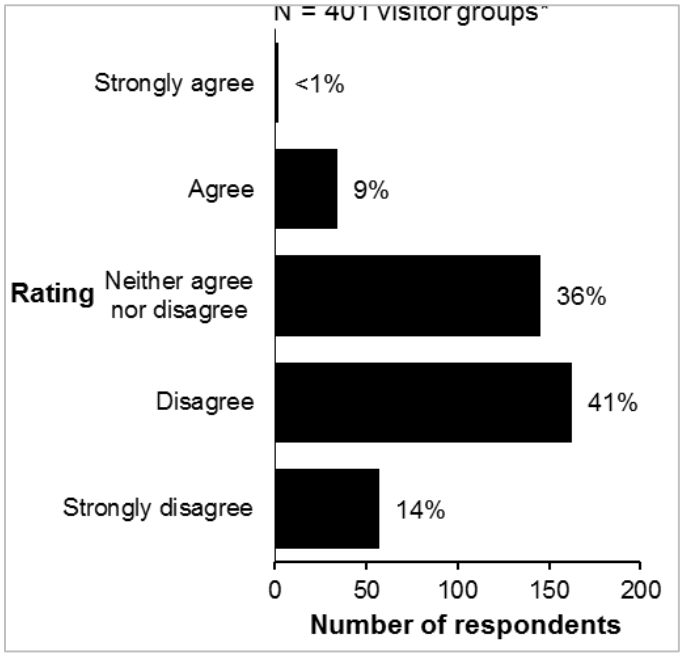


Figure 86. Extent of agreement/disagreement with statement on accessibility of Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Condition of historical and cultural features

Question 22

To what extent do you agree or disagree with each of the following statements?

Historical and cultural features in Blue Ridge Parkway are well maintained/preserved.

Results (Figure 87)

- 65% of visitor groups agreed that historical and cultural features in Blue Ridge Parkway are well maintained/preserved.
- 22% of visitor groups strongly agreed with this statement.

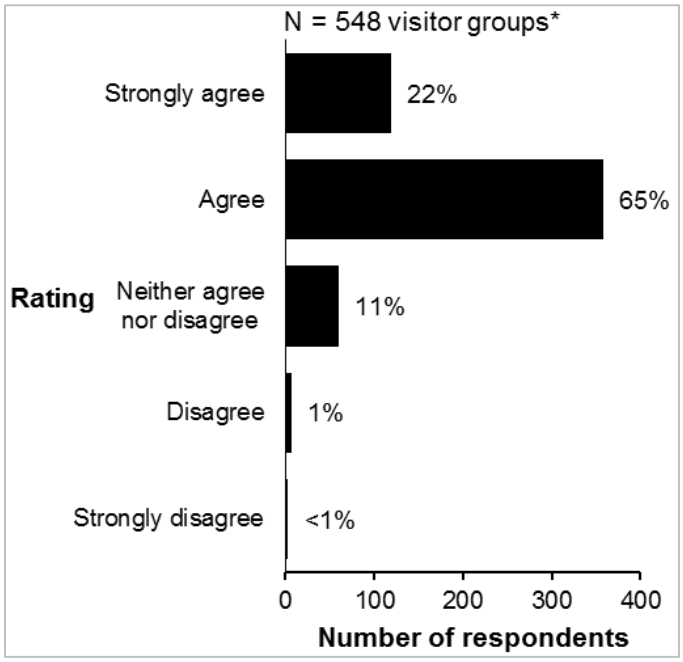


Figure 87. Extent of agreement/disagreement with statement on condition of historical and cultural features in Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Development of adjacent areas

Question 22

To what extent do you agree or disagree with each of the following statements?

Development of adjacent areas detracts from visitors' experiences at Blue Ridge Parkway.

Results (Figure 88)

- 37% of visitor groups disagreed that development of adjacent areas detracts from visitors' experiences at Blue Ridge Parkway.
- 28% of visitor groups neither agreed nor disagreed with this statement.

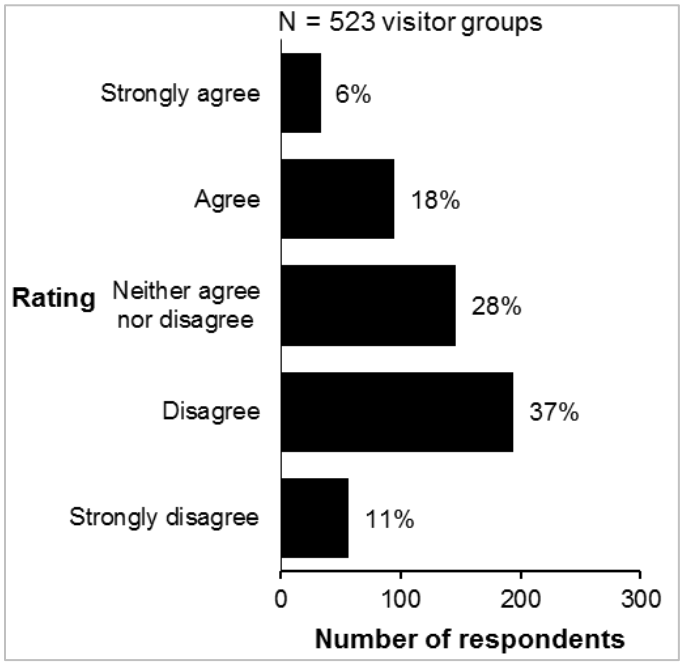


Figure 88. Extent of agreement/disagreement with statement on development of adjacent areas near Blue Ridge Parkway.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Quality of facilities, services, and recreational opportunities

Question 22

How would you rate the quality of the facilities, services, and recreational opportunities in Blue Ridge Parkway?

Rating choices:

1 = Very good
2 = Good
3 = Average
4 = Poor
5 = Very poor

Results (Figure 89)

- Figure 89 shows the combined proportions of "very good" and "good" ratings for facilities, services, and recreational opportunities.
- The facilities, services, and recreational opportunities that received the highest combined proportions or "very good" and "good" ratings were:
    - 94% Visitor center
    - 93% Outdoor recreation
    - 92% Value for entrance fee paid
    - 92% Ranger programs
    - 92% Exhibits (indoor and outdoor)
- The facilities, services, and recreational opportunities that received the lowest combined proportions or "very good" and "good" ratings were:
    - 77% Campgrounds and/or picnic areas
    - 75% Restrooms
    - 53% Commercial services in the park
- Figure 90 through Figure 101 show ratings for each facility, program, or recreational opportunity.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than 1 answer

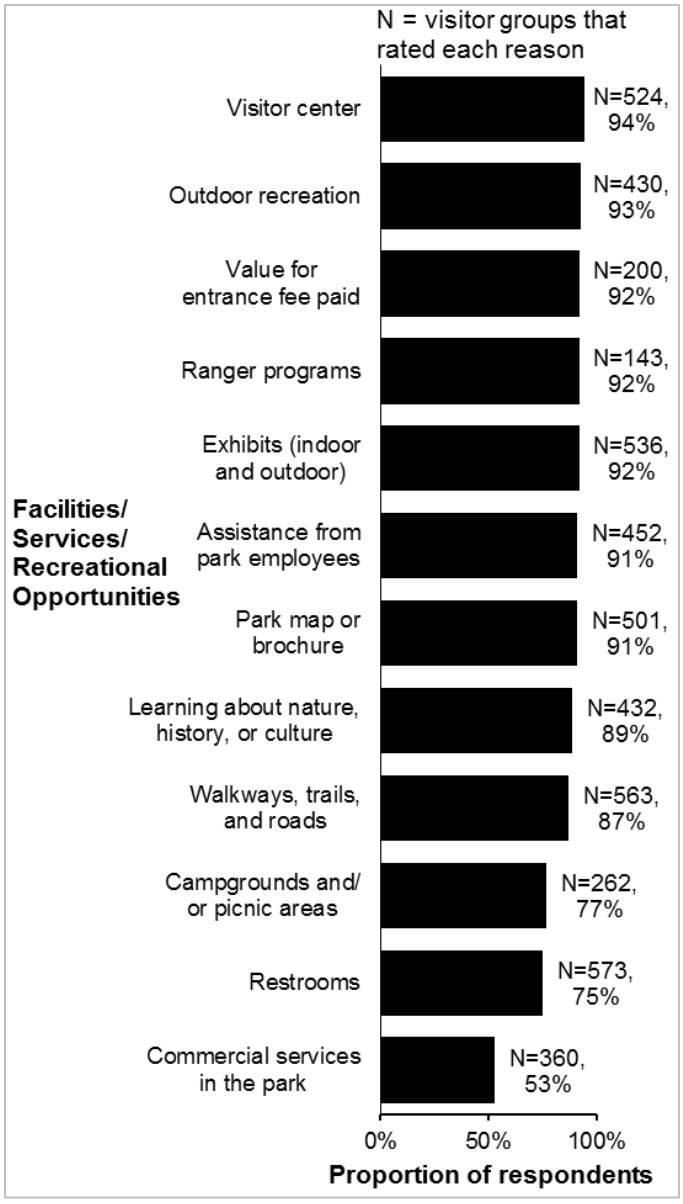


Figure 89. Quality of facilities, services, and recreational opportunities.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

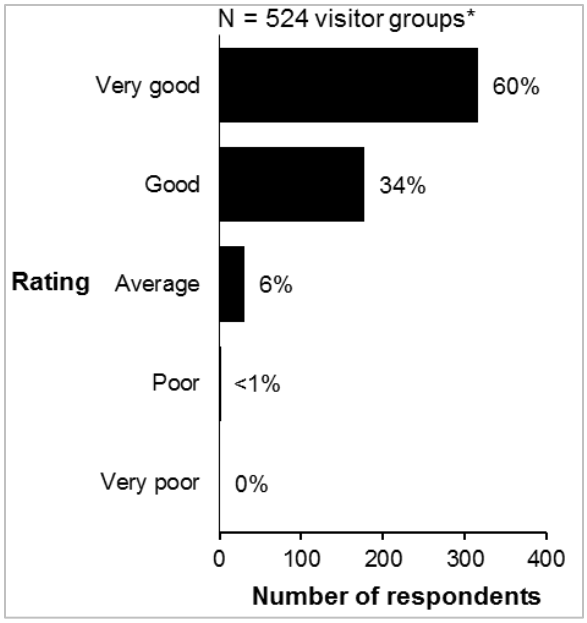


Figure 90. Quality of visitor center.

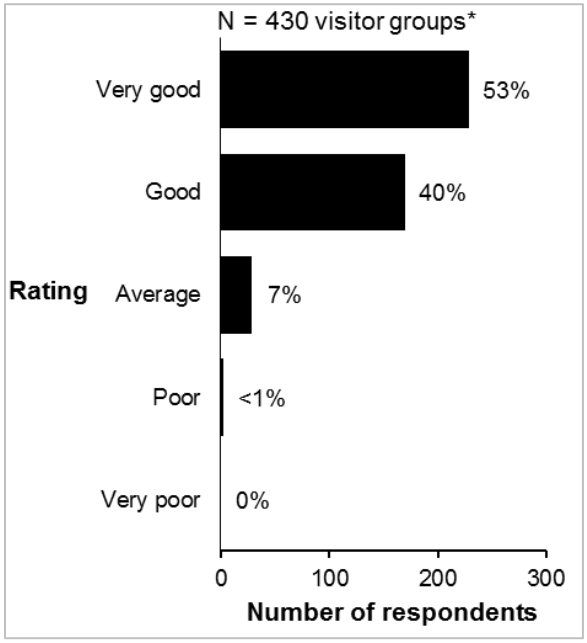


Figure 91. Quality of outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

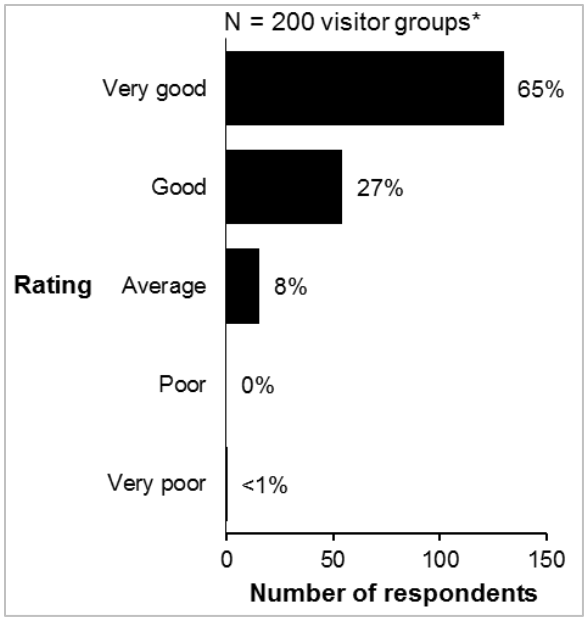


Figure 92. Quality of value for entrance fee paid.

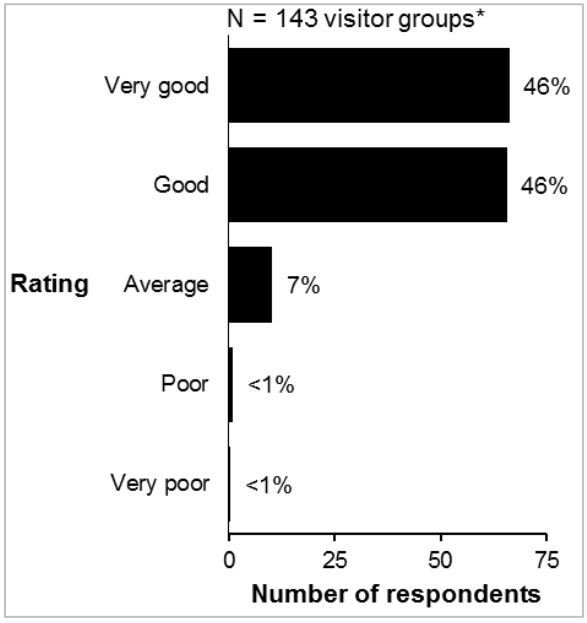


Figure 93. Quality of ranger programs.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

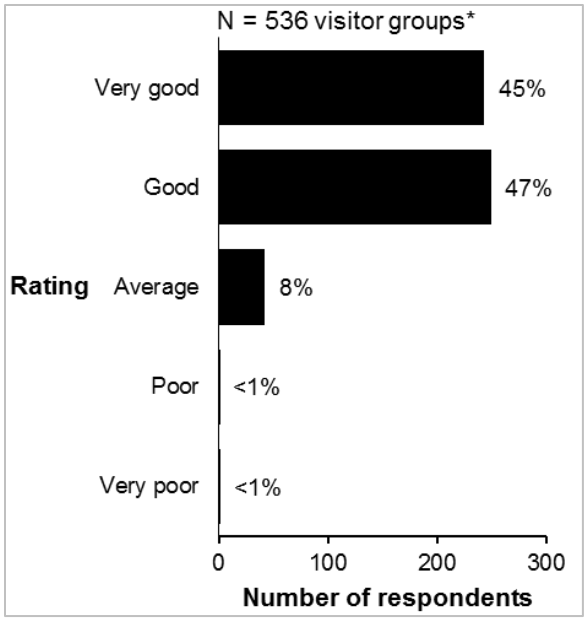


Figure 94. Quality of exhibits (indoor and outdoor).

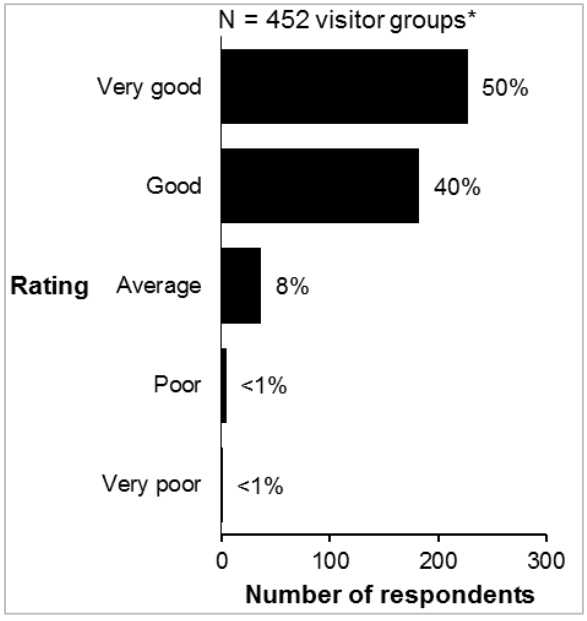


Figure 95. Quality of assistance from park employees.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

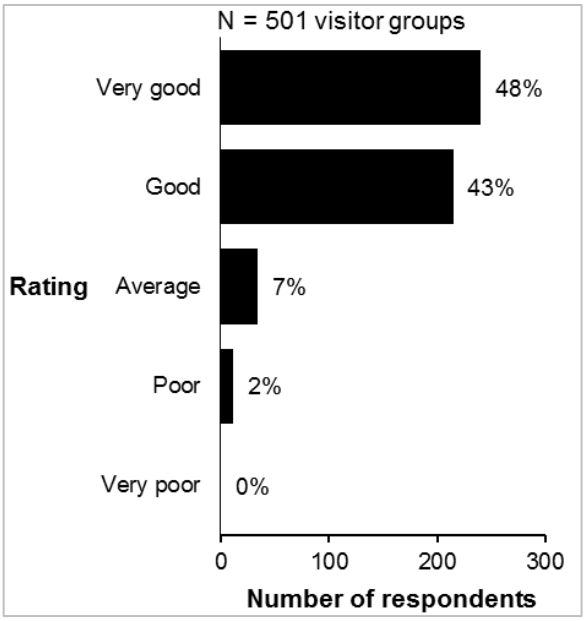


Figure 96. Quality of park map or brochure.

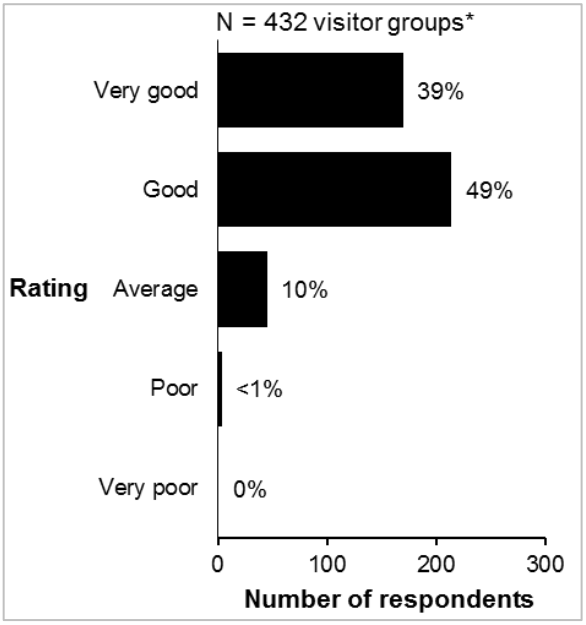


Figure 97. Quality learning about nature, history, or culture.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

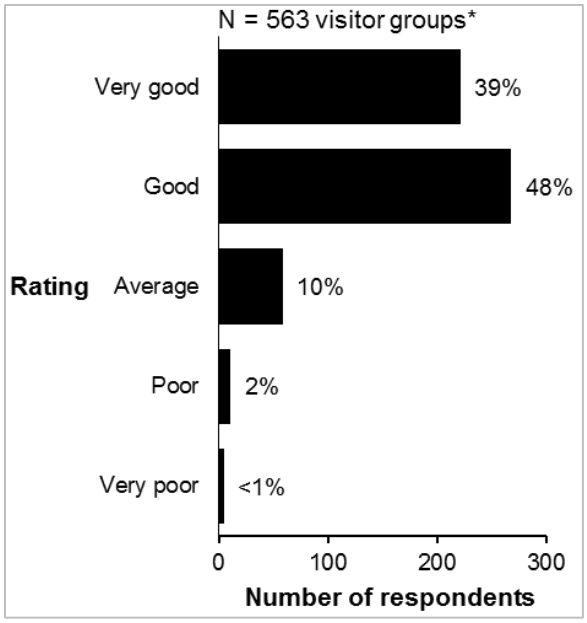


Figure 98. Quality of walkways, trails, and roads.

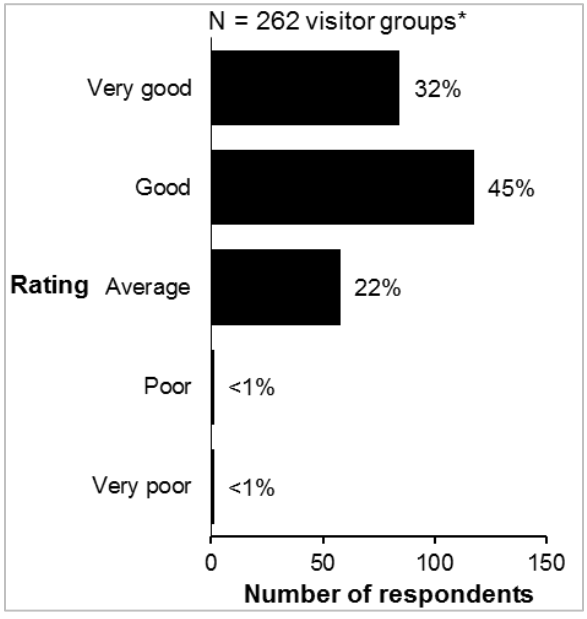


Figure 99. Quality of campgrounds and/or picnic areas.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

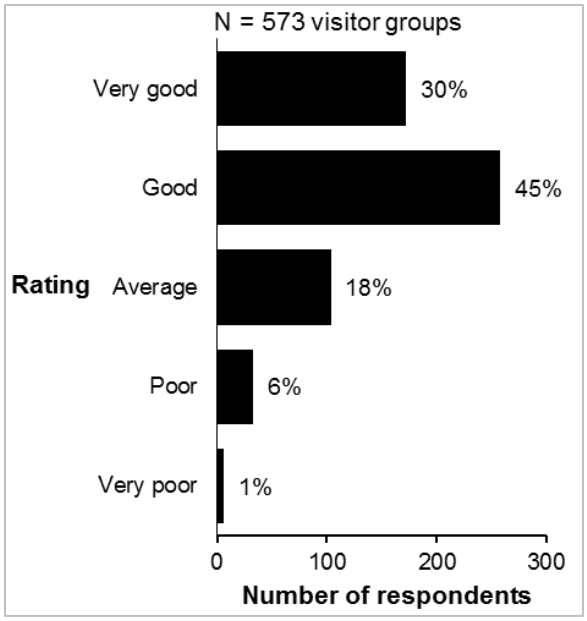


Figure 100. Quality of restrooms.

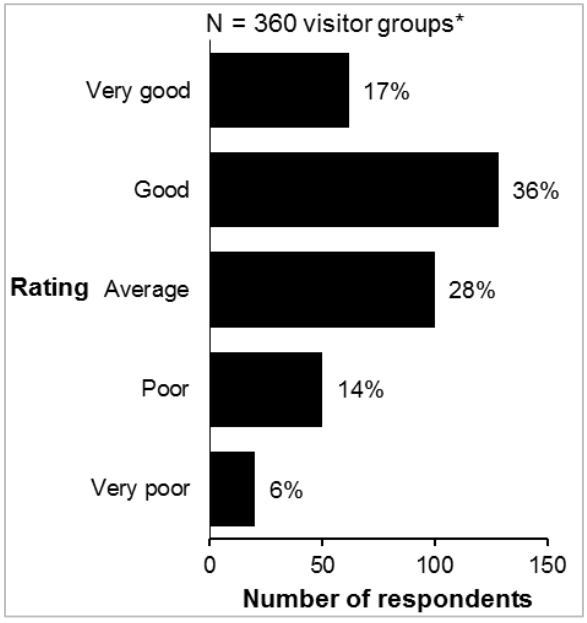


Figure 101. Quality of commercial services in the park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Services used

Question 23

Please specify services used.

Results (Table 20)

- Table 20 shows the services used by visitor groups. The most frequently mentioned services were:
    - "Food" (mentioned 33 times)
    - "Gifts" (mentioned 31 times)

Table 20. Services used. N = 94 comments. Some visitor groups may have made more than one comment.

Service	Frequency of times mentioned
Food	33
Gifts	31
Restrooms	17
Visitor center	11
Trails	10
Overlooks	7
Maps or brochures	6
Camping	6
Lodging	4
Camp store	4
Exhibits	4
Assistance from park employees	3
Rest stops	3
All of the above	2
Shopping	2
Other services	5

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Overall quality of facilities, services, and recreational opportunities

Question 24

Overall, how would you rate the quality of facilities, services, and recreational opportunities in Blue Ridge Parkway?

Results (Figure 102)

- 53% of visitor groups rated the quality of facilities, services, and recreational opportunities overall as "very good".
- 40% of visitor groups gave an overall rating of "good".

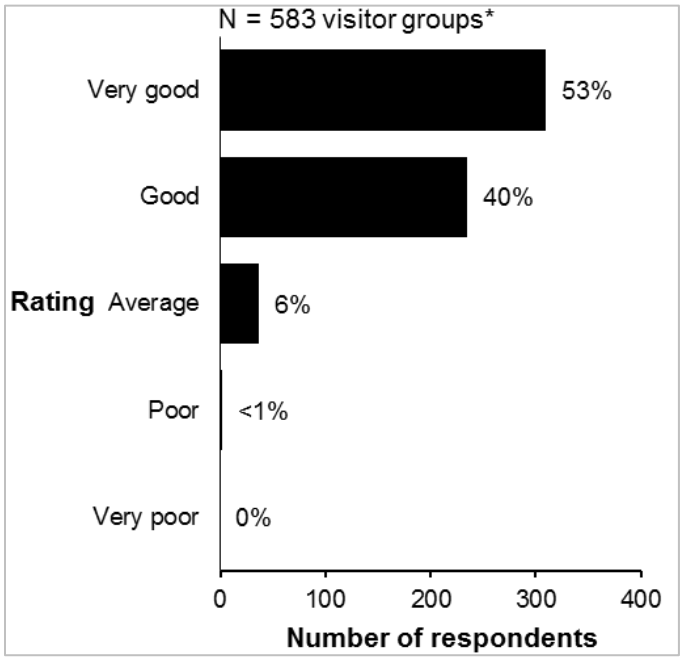


Figure 102. Overall rating of facilities, services, and recreational opportunities.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Opinion of national significance of park

Question 25

This park was established because of its significance to the nation. In your opinion, what is the national significance of this park?

Results (Table 21)

- Table 21 shows what visitor groups believed the national significance of Blue Ridge Parkway to be. The items most frequently mentioned were:
    - "Natural beauty" (mentioned 188 times)
    - "Preservation" (mentioned 169 times)
    - "History" (mentioned 130 times)

Table 21. Opinions of national significance of park. N = 414 comments. Some visitor groups may have made more than one comment.

Significance	Frequency of times mentioned
Natural beauty	188
Preservation	169
History	130
Nature	71
National treasure	49
Culture	33
Relaxation	25
Parkway	23
Accessible	22
Don't know	11
Recreation	10
Jobs	9
Educational	9
Wildlife	8
Trails	6
Geography	4
Time with family	3
Other comments	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor Comments

Additional comments

Question 41

Is there anything else you would like to tell us about Blue Ridge Parkway's facilities, services, or recreational opportunities?

Results (Table 22)

- Table 22 shows additional comments from visitor groups. Most of the comments were positive:
    - "Enjoyed park" (mentioned 52 times)
    - "National treasure" (mentioned 26 times)
    - "Repeat visitor" (mentioned 20 times)

Table 22. Additional comments about facilities, services, or recreational opportunities. N = 237 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
Personnel	More rangers visible	3
	Rangers friendly/helpful	3
	Staff friendly/helpful	2
Policies and management	Preserve/protect	7
	Park well managed	5
	Other comments	12
Interpretive and information services	Easier access to maps	6
	More historical markers	2
	Other comments	12
Facilities and maintenance	Improve food options	12
	Improve road maintenance	12
	Improve trail signage	8
	Well maintained	7
	Improve signage	7
	Create/maintain more overlooks	6
	Improve restrooms	5

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 22 (continued). Additional comments about facilities, services, or recreational opportunities. N = 237 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
Facilities and maintenance (continued)	More restrooms needed	4
	Improve cell service	4
	Improve maintenance	3
	Good signage	3
	Create bike paths	1
	Improve trail maintenance	2
	More showers needed	2
	Other comments	11
General comments	Enjoyed park	52
	National treasure	26
	Repeat visitor	20
	Will return	8
	Keep up the good work	6
	Other comments	50

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

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Appendix 1. Descriptive Statistics

Table 23 shows the mean, median, and standard deviation for those variables for which measures of central tendency can be computed.

Table 23. Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q01	Number of adults in group	598	2.17	2	1.15
Q01	Number of children in group	56	1.83	2	1.27
Q01	Group size	598	2.31	2	1.38
Q03	Number of people per vehicle	377	2.26	2	0.91
Q04	Number of hours traveled to get from home to park	575	11.29	4	74.41
Q04	Number of miles traveled to get from home to park	515	547.14	200	1218.14
Q06	Number of days entering/reentering the park	572	2.34	2	2.25
Q07	Number of hours in the park	331	5.22	4	6.19
Q07	Number of days in the park	272	3.35	3	1.75
Q10	Importance to visit at NPS site	544	2.77[3]	3	1.25
Q10	Importance to spend time with friends/family	562	1.99	1	1.34
Q10	Importance to view wildlife or natural scenery	587	1.46	1	0.68
Q10	Importance to get physical exercise	557	2.83	3	1.28
Q10	Importance to relax	570	1.74	2	0.87
Q10	Importance to learn more about American history and culture	546	2.96	3	1.18
Q10	Importance to learn more about nature	552	2.69	3	1.12
Q10	Importance to attend a special event	498	4.53	5	1.04
Q10	Importance to hear the sounds of nature/quiet	548	2.36	2	1.25
Q10	Importance to experience solitude	540	2.86	3	1.43

[3] Responses to Question 10 were on a scale from 1=Extremely Important to 5=Not at all Important.

Table 23 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q10	Importance to be outdoors	563	1.77	2	0.96
Q10	Importance to view dark night sky/stars	528	3.70	4	1.43
Q10	Importance of "other"	133	2.76	2	1.85
Q17	Importance of being able to use personal electronic devices to make/receive cell phone call	553	3.12[4]	3	1.43
Q17	Importance of being able to use personal electronic devices to send/receive text message	529	3.31	3	1.48
Q17	Importance of being able to use personal electronic devices to search the internet	517	3.67	4	1.44
Q17	Importance of being able to use personal electronic devices to share pics/videos/audio via social media	516	3.95	5	1.31
Q17	Importance of being able to use personal electronic devices to download an NPS podcast	475	4.62	5	0.86
Q17	Importance of being able to use personal electronic devices to "other"	114	4.41	5	1.16
Q17	Quality of being able to use personal electronic devices to make/receive cell phone call	383	3.03[5]	3	1.18
Q17	Quality of being able to use personal electronic devices to send/receive text message	340	2.99	3	1.20
Q17	Quality of being able to use personal electronic devices to search the internet	270	3.21	3	1.26
Q17	Quality of being able to use personal electronic devices to share pics/videos/audio via social media	239	3.11	3	1.22
Q17	Quality of being able to use personal electronic devices to download an NPS podcast	100	3.72	4	1.21

[4] Responses to Question 17 on Importance were on a scale from 1=Extremely Important to 5=Not at all Important.
[5] Responses to Question 17 on Quality were on a scale from 1=Very Good to 5=No Service at All.

Table 23 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q17	Quality of being able to use personal electronic devices to "other"	33	3.16	3	1.35
Q22	Blue Ridge Parkway is a safe place to visit	590	1.47[6]	1	0.53
Q22	Blue Ridge Parkway is too crowded	578	3.44	4	0.89
Q22	Natural resources in Blue Ridge Parkway are in pristine condition	583	2.07	2	0.77
Q22	The entrance fee for Blue Ridge Parkway is too high	341	4.06	4	0.94
Q22	Vandalism and crime are not a problem in Blue Ridge Parkway	455	2.20	2	0.81
Q22	Blue Ridge Parkway is not accessible to persons with physical disabilities	387	3.59	4	0.85
Q22	Historic and cultural features in Blue Ridge Parkway are well maintained/preserved	544	1.94	2	0.65
Q22	Development of adjacent areas detracts from visitors' experiences at Blue Ridge Parkway	525	3.28	3	1.08
Q23	Quality of visitor center	517	1.45[7]	1	0.60
Q23	Quality of exhibits	525	1.63	2	0.63
Q23	Quality of restrooms	567	2.03	2	0.90
Q23	Quality of walkways, trails, and roads	560	1.77	2	0.77
Q23	Quality of campgrounds and/or picnic areas	267	1.92	2	0.78
Q23	Quality of assistance from park employees	438	1.60	1	0.69
Q23	Quality of park map or brochure	494	1.64	2	0.71
Q23	Quality of ranger programs	148	1.63	2	0.67
Q23	Quality of value for entrance fee paid	206	1.43	1	0.65

[6] Responses to Question 22 were on a scale from 1=Strongly Agree to 5=Strongly Disagree.
[7] Responses to Question 23 and 24 were on a scale from 1=Very Good to 5=Very Poor.

Table 23 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q23	Quality of commercial services in the park	357	2.55	2	1.10
Q23	Quality of learning about nature, history, or culture	427	1.73	2	0.68
Q23	Quality of outdoor recreation	422	1.55	1	0.65
Q24	Quality of the park overall	585	1.54	1	0.63
Q27	Nights backcountry camping in Blue Ridge Parkway	5	1.81	1	1.14
Q27	Nights camping in Blue Ridge Parkway	60	3.64	3	2.11
Q27	Nights camping outside Blue Ridge Parkway	35	5.42	2.5	19.12
Q27	Nights lodging in Blue Ridge Parkway	52	2.48	2	1.25
Q27	Nights lodging outside Blue Ridge Parkway	226	3.17	3	2.17
Q27	Nights in other accommodations	34	8.77	2	26.15
Q27	Total nights in overnight accommodations	366	4.18	3	9.64
Q30	Total length of package tour	5	9.79	1	16.90
Q30	Total cost per person of package tour	4	329.71	200	600.07
Q30	Total number of people on the package tour	5	2.25	2	0.84
Q31	Expenditures on park entrance fee	34	35.14	34	25.36
Q31	Expenditures on gas and oil	410	66.64	50	103.36
Q31	Expenditures on rental cars	34	258.99	200	194.10
Q31	Expenditures on taxis, shuttles, and public transportation	2	91.58	120	71.42
Q31	Expenditures on restaurants and bars	374	166.01	100	180.85
Q31	Expenditures on groceries and convenience foods	250	55.73	40	69.09
Q31	Expenditures on hotels, motels, resorts	220	450.47	325	433.23
Q31	Expenditures on specialty lodging	47	592.70	400	454.95
Q31	Expenditures on camping fees	73	92.23	55	123.24

Table 23 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q31	Expenditures on recreation and entertainment expenses	35	119.66	110	100.15
Q31	Expenditures on souvenirs, clothing, supplies, other retail	278	88.79	50	107.48
Q31	Expenditures on equipment rental	2	27.93	30	4.24
Q31	Expenditures on guides and tours	21	46.24	25	105.62
Q31	Expenditures on other	20	258.48	75	386.45
Q31	Total expenditures in park and nearby area	491	595.87	410	682.37
Q32	Expenditures outside the area	194	636.62	176	1425.21
Q33	Adults covered by expenses	504	2.14	2	1.16
Q33	Children covered by expenses	50	1.64	1	0.88
Q33	Visitors covered by expenses	506	2.27	2	1.31
Q33	Visitors who split expenses	381	1.94	2	0.96
Q34	Current age: respondent	578	59.92	61	12.46
Q34	Blue Ridge Parkway visits past 12 months: respondent	562	4.15	1	11.85
Q34	NPS site visits past 12 months: respondent	498	3.03	2	8.26
Q34	Current age: all group members	1370	56.00	60	17.76
Q34	Blue Ridge Parkway visits past 12 months: all group members	1285	3.54	1	12.50
Q34	NPS site visits past 12 months: all group members	1110	2.44	1	6.09

Appendix 2. The Questionnaire

[redacted]

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

Blue Ridge Parkway

Visitor Study

2015

OMB Approval 1024-0224

United States Department of the Interior

NATIONAL PARK SERVICE
1849 C Street, N.W.
Washington, DC 20240

October, 2015

Dear National Park Visitor:

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

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

When your visit is over, the adult in your group who will have the next birthday should complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. Postal Service mailbox.

If you have any questions, please contact the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

We appreciate your help.

Sincerely,

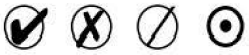
Jonathan B. Jarvis
Director

RETURN PROCEDURE

At the end of your visit:

1. Please have the adult in your group (at least 18 years old) who has the next birthday complete this questionnaire. That will help give us a statistically reliable sample.

2. For questions that use circles (O), please mark your answer by filling in the circle with ***black or blue ink***. Please do not use pencil.

Like this: ● Not like this: 

3. Seal it in the postage-paid envelope provided.

4. Drop it in a U.S. Postal Service mailbox.

Paperwork Reduction and Privacy Act Statements: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 USC 5931 §201. We will use this information to evaluate visitor services and facilities managed by the National Park Service. Your responses are voluntary and anonymous. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

Burden Estimate: We estimate that it will take an average of 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

DIRECTIONS

Please have the adult in your group (at least 18 years old) having the next birthday complete this questionnaire.

In this questionnaire, your **personal group** is defined as you and anyone with whom you visited Blue Ridge Parkway on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A. Trip Description

1. Including yourself, how many people were in your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey?

   _____ Number of adults (18 years or older)

   _____ Number of children (under 18 years)

2. What type of group were you with, during your visit to Blue Ridge Parkway on the day you were contacted for this survey? Please mark (•) **one**.

   O Alone
   O Friends
   O Family
   O Family and friends
   O Other (Please specify) _____

3. Please indicate all of the forms of transportation you personally used to travel from your home to Blue Ridge Parkway, on this trip. Please mark (●) **all that apply**.

- O Car, truck, or SUV (Number of people in vehicle, including you) _____
- O Recreational vehicle or motorhome
- O Airplane
- O Tour bus or tour van
- O City bus or subway
- O Train or long-distance passenger bus
- O Water-based transportation (Please mark (●) **all that apply**.)
  - O Cruise ship
  - O Ferry
  - O Tour boat
  - O Other water-based mode (Please specify) _____
- O Bicycle
- O Walk/hike
- O Other (Please specify) _____

4. Approximately how many hours and miles from home did you travel one way to get to Blue Ridge Parkway on this trip?

_____ Number of hours

AND

_____ Number of miles

5. On this trip to Blue Ridge Parkway, which one of the following entrance fees applied to you personally? Please mark (●) **one**.

- O Did not pay a fee or use a pass to enter the park
- O 7-day entrance pass
- O Annual Pass for Blue Ridge Parkway
- O America the Beautiful – National Parks and Federal Recreational Lands
- O Senior Pass, Access Pass, or Military Pass
- O Fee included in tour package
- O Don't know/Not sure
- O Other (Please specify) _____

6. On how many days during this trip did you enter or re-enter Blue Ridge Parkway? If you were on a day trip or if you camped or lodged inside the park and did not leave the park boundaries for the entire length of your stay, then answer 1 day.

_____ Number of days entering or re-entering Blue Ridge Parkway

OR

O Don't know/Not sure

7. On this trip, how much total time did you spend within Blue Ridge Parkway?

_____ Number of hours, if a day trip

_____ Number of days, if greater than 1 day

B. Trip Planning and Motivations

8. Prior to this trip, how did you obtain information about Blue Ridge Parkway? Please mark (●) **all that apply**.

O Did not obtain information prior to this visit
O Previous visits
O Friends/relatives/word of mouth
O Inquiry to park via phone, mail, or email
O Blue Ridge Parkway website (nps.gov/blri)
O Other website (Please specify) _____
O Local businesses (hotels, motels, restaurants, etc.)
O Maps/brochures
O Newspaper/magazine articles
O Other units of the National Park System (NPS)
O School class/program
O Social media (such as Facebook, Twitter, etc.)
O State welcome center/visitors bureau/chamber of commerce
O Television/radio programs/DVDs
O Travel guides/tour books (such as AAA, etc.)
O Other (Please specify) _____

9. Did you have the information about Blue Ridge Parkway you needed on this trip? Please mark (●) **one**.

O Yes

O No (Please specify information you needed but didn't have on this trip.)

_____

_____

_____

10. How important to you was each of the following reasons for visiting Blue Ridge Parkway on this trip? Please mark (●) **one for each row**.

	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at All Important
To visit a National Park Service site	O	O	O	O	O
To spend time with friends/family	O	O	O	O	O
To view wildlife or natural scenery	O	O	O	O	O
To get physical exercise	O	O	O	O	O
To relax	O	O	O	O	O
To learn more about American history and culture	O	O	O	O	O
To learn more about nature	O	O	O	O	O
To attend a special event (Please specify) _____	O	O	O	O	O
To hear the sounds of nature/quiet	O	O	O	O	O
To experience solitude	O	O	O	O	O
To be outdoors	O	O	O	O	O
To view dark night sky/stars	O	O	O	O	O
Other (Please specify) _____	O	O	O	O	O

11. Of the reasons listed in Question 10, which was the <u>most important reason</u> for you to visit Blue Ridge Parkway on this trip?

_____

C. Park Activities, Programs, and Services

12. On this trip, in which of the following activities did you personally participate within Blue Ridge Parkway? Please mark (●) **all that apply**.

- O Viewing wildlife, natural features, scenery, wildflowers, etc.
- O Creative arts (photography/drawing/painting/writing)
- O Visiting a cultural or historic site
- O Nature study
- O Driving for pleasure
- O Walking/short hike (less than 1 hour)
- O Day hiking (1 hour or more)
- O Bicycling
- O Running/jogging
- O Fishing
- O Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.) Please specify: _____
- O Camping in developed sites
- O Overnight backpacking
- O Overnighting in resort, cabin, or other accommodations in Blue Ridge Parkway
- O Family gathering/reunion
- O Picnicking
- O Foraging/collecting edibles (e.g., mushrooms, truffles)
- O Rock climbing/bouldering
- O Other (Please specify) _____
- O Other (Please specify) _____

13. Of the activities listed in Question 12, which was your primary activity during your visit to Blue Ridge Parkway on the day you were contacted for this survey?

_____

OR

O I did not have a primary activity on this trip to Blue Ridge Parkway.

14. On this trip, in which of the following programs and services did you personally participate within Blue Ridge Parkway? Please mark (●) **all that apply**.

- O Attending a ranger-led activity, such as a tour or talk
- O Talking informally with a ranger
- O Viewing outdoor exhibits
- O Viewing indoor exhibits
- O Attending a cultural demonstration or performance
- O Reading the park brochure or newspaper
- O Going to the Visitor Center
- O Watching movies or videos about the park
- O Participating with a child in your group in the Junior Ranger program
- O Obtaining National Park passport stamp
- O Listening to an audio tour or podcast
- O Using a smart phone app specific to Blue Ridge Parkway
- O Other (Please specify) _____

15. On this visit to Blue Ridge Parkway, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? Please mark (●) **one**.

- O Yes (Please specify subjects you learned about.)

_____

_____

_____

- O No

16. If you were to visit Blue Ridge Parkway in the future, are there specific subjects you would like to learn about? Please mark (●) **one**.

- O Yes (Please specify subjects you would like to learn about.)

_____

_____

_____

- O No

17. How important to you was it during your visit to Blue Ridge Parkway to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Blue Ridge Parkway required to do each? For each item, please mark (●) **one for importance and one for quality of service needed**.

	IMPORTANCE					QUALITY OF SERVICE REQUIRED					
	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at all Important	Very Good	Good	Average	Poor	No Service At All	Not Applicable
Make/receive cell phone call	O	O	O	O	O	O	O	O	O	O	O
Send/receive text message	O	O	O	O	O	O	O	O	O	O	O
Search the internet	O	O	O	O	O	O	O	O	O	O	O
Share pics/videos/audio via social media (Facebook, Twitter, etc.)	O	O	O	O	O	O	O	O	O	O	O
Download an NPS podcast	O	O	O	O	O	O	O	O	O	O	O
Other (Please specify) _____	O	O	O	O	O	O	O	O	O	O	O

18. a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Blue Ridge Parkway? Please mark (●) **one**.

O Yes

O No ➔ **Go to Question 19**

b) If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific.

_____

_____

_____

c) Because of the physical condition, which specified difficulties did the person(s) have? Please mark (●) **all that apply**.

O Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with hearing aid)

O Visual (difficulty in seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)

O Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

O Other (Please specify) _____

19. What did you like most about your visit to Blue Ridge Parkway?

_____

_____

_____

20. What did you like least about your visit to Blue Ridge Parkway?

21. Did your visit to Blue Ridge Parkway, on this trip, meet your expectations? Please mark (●) **one**.

- O Yes
- O Not entirely (Please explain)
- O Not at all (Please explain)

D. Park Management

22. To what extent do you agree or disagree with each of the following statements? Please mark (●) **one for each row**.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know / Not Sure
Blue Ridge Parkway is a safe place to visit	O	O	O	O	O	O
Blue Ridge Parkway is too crowded	O	O	O	O	O	O
Natural resources in Blue Ridge Parkway are in pristine condition	O	O	O	O	O	O
The entrance fee for Blue Ridge Parkway is too high	O	O	O	O	O	O
Vandalism and crime are not a problem in Blue Ridge Parkway	O	O	O	O	O	O
Blue Ridge Parkway is not accessible to persons with physical disabilities	O	O	O	O	O	O
Historical and cultural features in Blue Ridge Parkway are well maintained/preserved	O	O	O	O	O	O
Development of adjacent areas detracts from visitors' experiences at Blue Ridge Parkway	O	O	O	O	O	O

23. How would you rate the quality of the facilities, services, and recreational opportunities in Blue Ridge Parkway? Please mark (●) **one for each row**.

	Very Good	Good	Average	Poor	Very Poor	Not Used or Not Available
Park Facilities						
Visitor center	O	O	O	O	O	O
Exhibits (indoor and outdoor)	O	O	O	O	O	O
Restrooms	O	O	O	O	O	O
Walkways, trails, and roads	O	O	O	O	O	O
Campgrounds and/or picnic areas	O	O	O	O	O	O
Visitor Services						
Assistance from park employees	O	O	O	O	O	O
Park map or brochure	O	O	O	O	O	O
Ranger programs	O	O	O	O	O	O
Value for entrance fee paid	O	O	O	O	O	O
Commercial services in the park (food, lodging, gifts, rental, etc.)	O	O	O	O	O	O
Recreational Opportunities						
Learning about nature, history, or culture	O	O	O	O	O	O
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	O	O	O	O	O	O

Please specify services used: _____

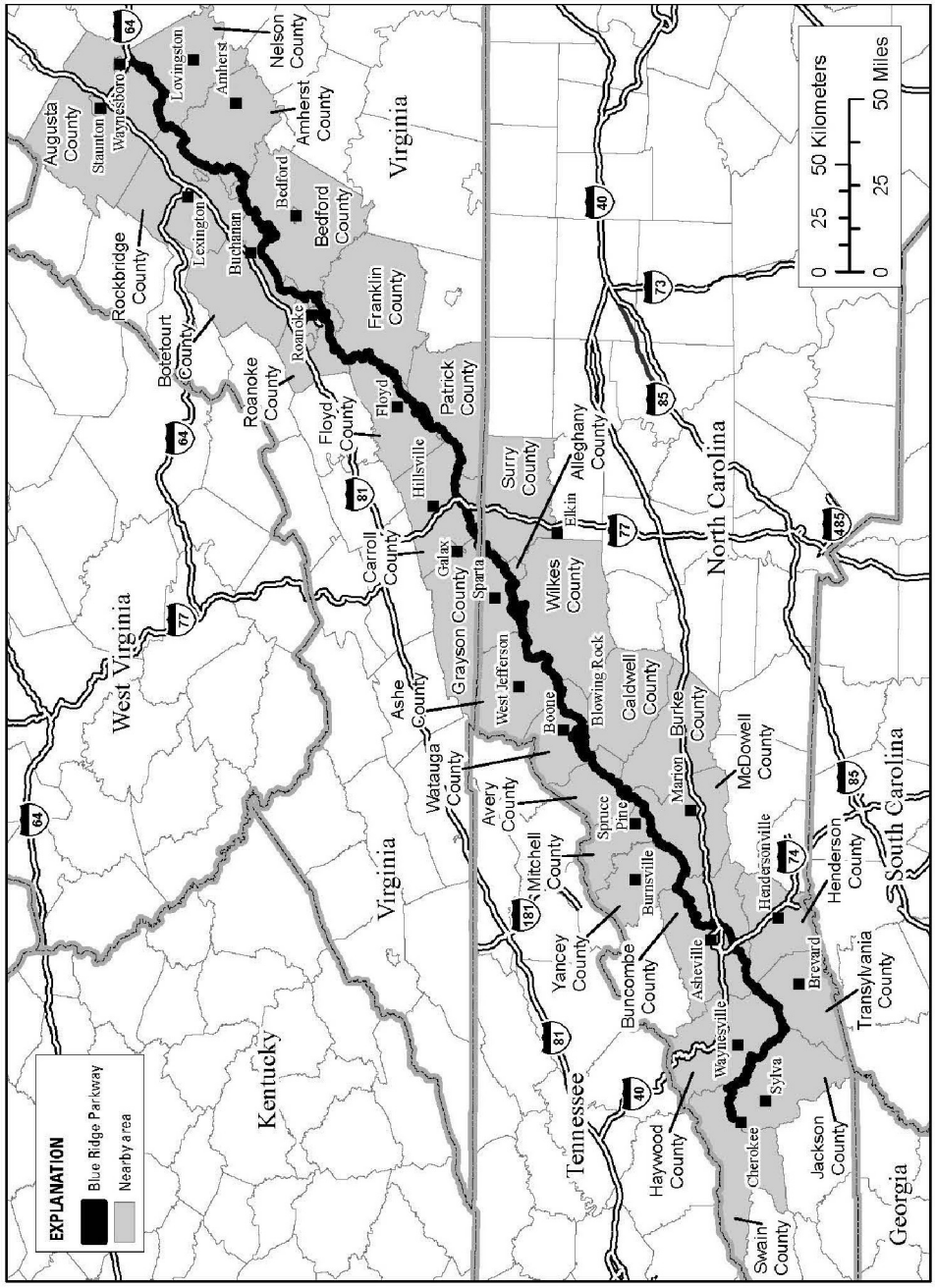
24. Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Blue Ridge Parkway? Please mark (●) **one**.

- O Very good
- O Good
- O Average
- O Poor
- O Very poor

25. This park was established because of its significance to the nation. In your opinion, what is the national significance of this park?

E. Expenditures

Please refer to the map when answering the questions in this section.



26. Do you live within the nearby area (within the shaded area of the map on p.13)? Please mark (●) **one**.

O Yes

O No

27. a) On this trip to Blue Ridge Parkway and the nearby area, did you stay overnight away from your permanent residence either inside Blue Ridge Parkway or within the nearby area (within the shaded area of the map on p.13)? Please mark (●) **one.**

O Yes

O No ➔ **Go to Question 28**

b) If **YES**, please list the number of nights you stayed in Blue Ridge Parkway and/or in the nearby area (within the shaded area of the map on p.13) on this trip.

Accommodation	Number of Nights
Backcountry camping in Blue Ridge Parkway	_____
Camping in Blue Ridge Parkway	_____
Camping outside Blue Ridge Parkway	_____
Lodging in Blue Ridge Parkway	_____
Lodging outside Blue Ridge Parkway	_____
Other accommodations (e.g., friends/relatives)	_____

28. Was this trip to Blue Ridge Parkway? Please mark (●) **one**.

- O Your primary or sole purpose of your trip away from home?
- O One of several equally important destinations on your trip away from home?

  ➔ Was one or more of the other equally important destinations located within the nearby area (within the shaded area of the map on p.13)? Please mark (●) **one**.

  - O Yes
  - O No
- O Just an incidental or spur of the moment stop on your trip away from home?

  ➔ Was your primary destination located within the nearby area (within the shaded area of the map on p.13)? Please mark (●) **one**.

  - O Yes
  - O No

29. Did you visit any other National Park Service sites on your trip away from home? Please mark (●) **one**.

- O Yes (Please specify)

  _____

  _____

  _____

- O No

30. a) Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?

O Yes
O No ➔ **Go to Question 31**

b) What was the total length of your package tour(s)? #_____days

c) What was the total cost per person for the package tour(s)?

$_____per person

d) How many people in your personal group were on the package tour(s)?

#_____people

e) Which of the following were included in the package tour(s) as part of your visit to Blue Ridge Parkway and the nearby area (within the shaded area of the map on p.13)? Please mark (●) **all** that apply.

	Items included in your package tour(s) as part of your visit to Blue Ridge Parkway and nearby area
Local air transportation	O
Local ground transportation	O
Local water transportation	O
Local lodging	O
Meals	O
Guide services	O
Fees (e.g., fishing licenses)	O
Gear (e.g., camping equipment, bikes, kayaks)	O
Admission to events or attractions	O
Other (Please specify) _____	O

31. Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Blue Ridge Parkway and within the nearby area (within the shaded area of the map on p.13) during your time in the nearby area. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

If you no longer have your receipts, estimate as closely as you can how much you and your group spent. Please enter 0 (zero) if you did not spend any money in a particular category.

Note: Residents living within the shaded area of the map should only include expenditures that were directly related to this trip to Blue Ridge Parkway.

Expenses	Amount spent in Blue Ridge Parkway and nearby area
Park entrance fee	$_____
Gas and oil (e.g., auto, RV, boat, etc.)	$_____
Rental cars	$_____
Taxis, shuttles, and public transportation	$_____
Restaurants and bars	$_____
Groceries and convenience foods	$_____
Hotels, motels, resorts	$_____
Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)	$_____
Camping fees (tent, RV)	$_____
Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)	$_____
Souvenirs, clothing, supplies, other retail	$_____
Equipment rental	$_____
Guides and tour fees	$_____
Other (Please list) _____	$_____

OR

O Don't know/Not sure

32. For you and any members of your personal group with whom you shared expenses, please record any additional money spent outside of the map area during your trip away from home (for example, travel or food expenditures).

$ _____

OR

O Don't know/Not sure

33. a) Including yourself, how many people in your personal group were covered by the expenses for this trip away from home?

_____ Number of adults (18 years or over)

_____ Number of children (under 18 years)

b) Including yourself, how many people in your group split these trip expenses?

_____ Number of people

F. Background

34. For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, please provide the following information. **(If you don't know the answer, enter "DK.")**

	Current Age	U.S. ZIP code or name of country other than U.S.	Number of visits to Blue Ridge Parkway in last 12 months, including this trip	Number of visits to other NPS sites in the last 12 months
Yourself				
Member #2				
Member #3				
Member #4				
Member #5				
Member #6				
Member #7				

35. For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, please provide the following information. Please mark (●) **one for each group member, including yourself, for gender and Hispanic or Latino. (If you don't know the answer, mark (●) "Don't know.")**

		Additional members of your personal group					
	Yourself	**#2**	**#3**	**#4**	**#5**	**#6**	**#7**
Male	O	O	O	O	O	O	O
Female	O	O	O	O	O	O	O
Hispanic or Latino	O	O	O	O	O	O	O
Not Hispanic or Latino	O	O	O	O	O	O	O
Don't know	–	O	O	O	O	O	O

36. For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, please provide the following information. Please mark (●) **one or more for each group member, including yourself. (If you don't know the answer, mark (●) "Don't know.")**

	Yourself	#2	#3	#4	#5	#6	#7
American Indian or Alaska Native	O	O	O	O	O	O	O
Asian	O	O	O	O	O	O	O
Black or African American	O	O	O	O	O	O	O
Native Hawaiian or other Pacific Islander	O	O	O	O	O	O	O
White	O	O	O	O	O	O	O
Don't know	–	O	O	O	O	O	O

37. For your personal group during your visit to Blue Ridge Parkway on the day you were contacted for this survey, what is the highest level of formal education completed by each member of your group? Please mark (●) **one for each group member, including yourself. (If you don't know the answer, mark (●) "Don't know.")**

	Yourself	#2	#3	#4	#5	#6	#7
Less than high school	O	O	O	O	O	O	O
Some high school	O	O	O	O	O	O	O
High school graduate or GED	O	O	O	O	O	O	O
Some college, business, or trade school	O	O	O	O	O	O	O
College, business, or trade school graduate	O	O	O	O	O	O	O
Some graduate school	O	O	O	O	O	O	O
Master's, doctoral, or professional degree	O	O	O	O	O	O	O
Don't know	–	O	O	O	O	O	O

38. Which category best represents your annual household income? Please mark (●) **one**.

- O Less than $24,999
- O $25,000-$34,999
- O $35,000-$49,999
- O $50,000-$74,999
- O $75,000-$99,999
- O $100,000-$149,999
- O $150,000-$199,999
- O $200,000 or more
- O Do not wish to answer

39. Including yourself, how many people are in your household?

_____ Number of people

40. When visiting an area such as Blue Ridge Parkway, what language do you personally prefer to use? Please mark (●) **one for speaking and one for reading**.

	Speaking	Reading
English	O	O
Spanish	O	O
Other (Please specify) _____	O	O

41. Is there anything else you would like to tell us about Blue Ridge Parkway's facilities, services, or recreational opportunities?

_____

_____

_____

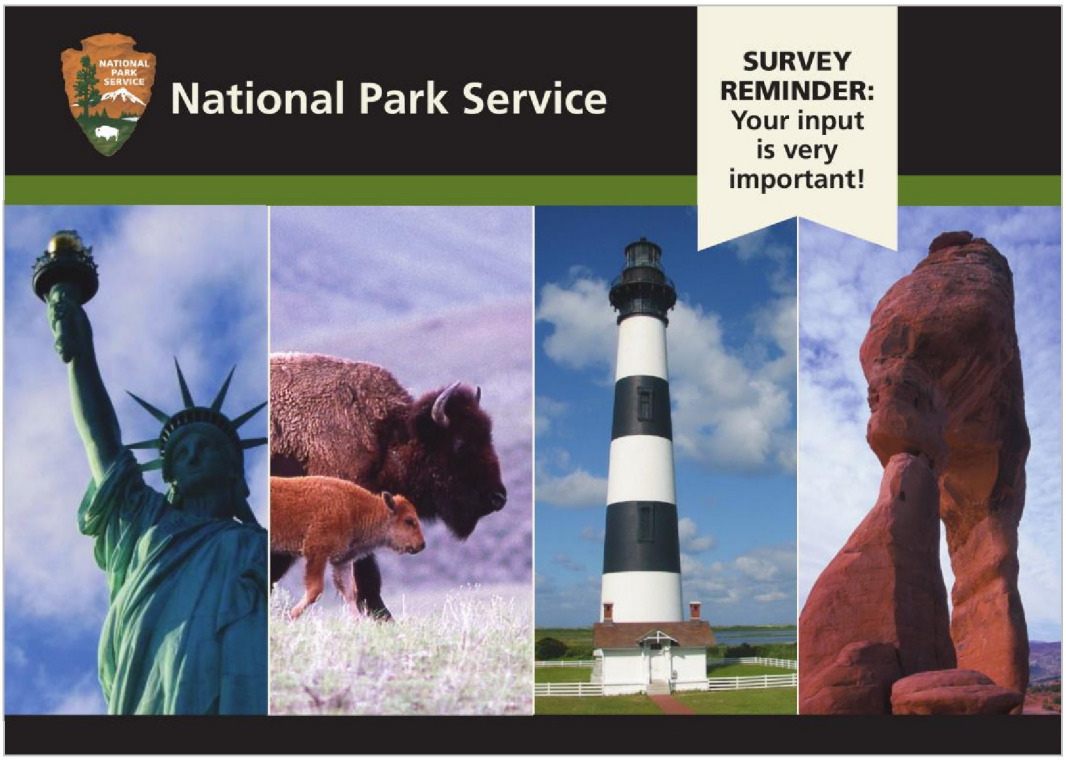
Thank you for your help!

Please place the questionnaire in the envelope provided and drop it in any U.S. Postal Service mailbox.

SURVEY ID NUMBER:

Appendix 3. The Thank You/Reminder Postcard

Postcard mailed to respondents with United States addresses



Dear National Park Visitor,

About two weeks ago we contacted you to participate in a visitor use survey for the National Park Service. On your recent trip to one of the many National Park Service units, you spoke with one of our survey administrators and received a questionnaire booklet and postage-paid envelope. If you have already sent in your completed survey, we **thank you**!

However, if you have not yet had the opportunity to complete the survey, please do so. A select number of people were contacted for this study, so your opinions are very important! Please complete and return the questionnaire booklet at your earliest convenience. If you have lost the questionnaire booklet, another one will be mailed to you in approximately two weeks.

Jonathan B. Jarvis
Director, National Park Service

Postcard mailed to respondents with international addresses



Dear National Park Visitor,

About two weeks ago we contacted you to participate in a visitor use survey for the National Park Service. On your recent trip to one of the many National Park Service units, you spoke with one of our survey administrators and received a questionnaire booklet and postage-paid envelope. If you have already sent in your completed survey, we **thank you**!

However, if you have not yet had the opportunity to complete the survey, please do so. A select number of people were contacted for this study, so your opinions are very important! Please complete and return the questionnaire booklet at your earliest convenience. If you have lost the questionnaire booklet or need additional postage to mail it to the US, another booklet will be mailed to you in approximately two weeks and will include a return envelope with international postage.

Thank you,

The National Park Service

Appendix 4. The Replacement Mailing Cover Letter

UNITED STATES DEPARTMENT OF THE INTERIOR

NATIONAL PARK SERVICE
1849 C. Street, N.W.
Washington, DC 20240

Dear [Name],

About a month ago, on your recent trip to one of the many National Park Service units, we asked you to participate in a visitor survey for the National Park Service. The National Park Service would like to thank you for agreeing to participate in this visitor study. We selected only a small number of visitors to participate in this study; therefore, the return of each questionnaire is very important. The information you provide will help us better manage the National Park Service, and better serve you, our visitor.

If you have already returned your questionnaire, we would like to thank you. However, if you have not, we are asking you to please return it by mail today. Since we have not received yours as of the date we mailed this letter, we have included a replacement questionnaire for your convenience, along with a postage paid envelope.

If you have any questions regarding your questionnaire, please contact the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

Thank you for your help with this important study. Your opinions matter, and we appreciate you sharing them with us. They will help us improve the management of the National Park Service.

Sincerely,

Jonathan B. Jarvis
Director
National Park Service

Appendix 5. Tabular Unweighted and Weighted Results

Table 24. Unweighted and weighted results, Question 1, Group size.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	49	8%	5%
4	54	9%	7%
3	49	8%	8%
2	396	66%	68%
1	49	8%	12%
Total	**597**	**–**	**–**

Table 25. Unweighted and weighted results, Question 1, Number of adults in group.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	26	4%	2%
4	55	9%	7%
3	34	6%	6%
2	430	72%	73%
1	52	9%	12%
Total	**597**	**–**	**–**

Table 26. Unweighted and weighted results, Question 1, Number of children in group.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	8	1%	<1%
4	1	<1%	<1%
3	9	2%	1%
2	12	2%	2%
1	27	5%	4%
0	540	90%	92%
Total	**597**	**–**	**–**

Table 27. Unweighted and weighted results, Question 2, Group type.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Family	421	71%	72%
Alone	72	12%	15%
Friends	74	12%	10%
Family and friends	23	4%	3%
Other	6	1%	<1%
Total	**596**	**–**	**–**

Table 28. Unweighted and weighted results, Question 34, Age.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
85+	12	<1%	<1%
80-84	31	2%	2%
75-79	79	6%	6%
70-74	158	12%	12%
65-69	226	17%	15%
60-64	230	17%	17%
55-59	142	10%	11%
50-54	137	10%	11%
45-49	61	4%	6%
40-44	41	3%	3%
35-39	51	4%	3%
30-34	47	3%	3%
25-29	34	2%	2%
20-24	19	1%	1%
15-19	24	2%	2%
Under 15	72	5%	5%
Total	**1364**	**–**	**–**

Table 29. Unweighted and weighted results, Question 35, Gender.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Male	645	47%	47%
Female	723	53%	53%
Total	**1368**	**–**	**–**

Table 30. Unweighted and weighted results, Question 35, Hispanic or Latino.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Hispanic or Latino	17	2%	<1%
Not Hispanic or Latino	985	98%	99%
Total	**1002**	**–**	**–**

Table 31. Unweighted and weighted results, Question 36, Race.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
White	1301	96%	97%
Asian	26	2%	2%
American Indian or Alaska Native	22	2%	<1%
Black or African American	5	<1%	<1%
Native Hawaiian or other Pacific Islander	3	<1%	1%
Total	**1357**	**–**	**–**

Table 32. Unweighted and weighted results, Question 40, Speaking language.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	563	99%	99%
Spanish	0	0%	0%

Table 32 (continued). Unweighted and weighted results, Question 40, Speaking language.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Other	4	<1%	<1%
Total	**567**	**–**	**–**

Table 33. Unweighted and weighted results, Question 40, Reading language.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	524	99%	99%
Spanish	1	<1%	<1%
Other	2	<1%	<1%
Total	**527**	**–**	**–**

Table 34. Unweighted and weighted results, Question 26, Live within the nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	90	15%	16%
No	496	85%	84%
Total	**586**	**–**	**–**

Table 35. Unweighted and weighted results, Question 37, Highest level of formal education completed.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Master's doctoral, or professional degree	290	21%	21%
Some graduate school	71	5%	5%
College, business, or trade school	465	34%	33%
Some college, business, or trade school	279	21%	23%
High school graduate or GED	154	11%	11%

Table 35 (continued). Unweighted and weighted results, Question 37, Highest level of formal education completed.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Some high school	29	2%	3%
Less than high school	64	5%	4%
Total	**1352**	**–**	**–**

Table 36. Unweighted and weighted results, Question 38, Household income.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
$200,00 or more	28	5%	7%
$150,00-$199,999	38	7%	10%
$100,000-$149,999	90	16%	18%
$75,000-$99,9999	76	14%	16%
$50,000-$74,999	105	19%	23%
$35,000-$49,999	56	10%	12%
$25,000-$34,999	40	7%	9%
Less than $24,999	24	4%	5%
Do not wish to answer	104	19%	22%
Total	**561**	**–**	**–**

Table 37. Unweighted and weighted results, Question 39, Household size.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	36	6%	4%
4	40	7%	10%
3	51	9%	9%
2	367	66%	63%
1	64	11%	14%
Total	**558**	**–**	**–**

Table 38. Unweighted and weighted results, Question 34, Number of visits to park in last 12 months.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	170	17%	13%
4	58	6%	4%
3	97	10%	8%
2	252	25%	21%
1	659	65%	54%
Total	**1008**	**–**	**–**

Table 39. Unweighted and weighted results, Question 34, Number of visits to other NPS sites in the last 12 months.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	164	15%	15%
4	81	7%	7%
3	108	10%	10%
2	160	15%	15%
1	152	14%	15%
0	416	38%	38%
Total	**1081**	**–**	**–**

Table 40. Unweighted and weighted results, Question 8, Obtained information.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	566	95%	95%
No	28	5%	5%
Total	**594**	**–**	**–**

Table 41. Unweighted and weighted results, Question 8, Information sources.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Previous visits	400	67%	69%
Maps/brochures	242	41%	41%
Park website	220	37%	38%
Friends/relatives/word of mouth	151	25%	24%
Travel guides/tour books	109	18%	17%
Other website	55	9%	10%
Government centers	68	11%	10%
Newspaper/magazine articles	42	7%	10%
Local businesses	40	7%	7%
Social Media	24	4%	6%
Park via phone, mail, or email	25	4%	4%
TV/radio/DVD	15	3%	3%
Other NPS units	13	2%	2%
School class/program	1	<1%	<1%
Other	25	4%	4%
Total	**594**	**–**	**–**

Table 42. Unweighted and weighted results, Question 9, Had information needed.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	554	94%	93%
No	36	6%	7%
Total	**590**	**–**	**–**

Table 43. Unweighted and weighted results, Question 3, Form of transportation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Car, truck or SUV	557	94%	95%
Airplane	44	7%	8%
Walk/hike	35	6%	7%
Recreational vehicle or motorhome	27	5%	4%
Bicycle	5	<1%	<1%
City bus or subway	4	<1%	<1%
Train or long-distance passenger bus	4	<1%	<1%
Water-based transportation	3	<1%	<1%
Tour bus or tour van	6	1%	<1%
Other	20	3%	3%
Total	**593**	**–**	**–**

Table 44. Unweighted and weighted results, Question 3, Number of passengers.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	18	5%	4%
4	32	9%	7%
3	37	10%	10%
2	257	69%	70%
1	29	8%	9%
Total	**373**	**–**	**–**

Table 45. Unweighted and weighted results, Question 3, Form of water transportation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Ferry	3	100%	100%
Cruise ship	0	0%	0%
Tour boat	0	0%	0%

Table 45 (continued). Unweighted and weighted results, Question 3, Form of water transportation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Other water-based mode	0	0%	0%
Total	**3**	**–**	**–**

Table 46. Unweighted and weighted results, Question 4, Number of hours traveled.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
25 or more	27	5%	4%
19-24	7	1%	2%
13-18	47	8%	8%
7-12	110	19%	18%
Up to 6	375	66%	69%
Total	**566**	**–**	**–**

Table 47. Unweighted and weighted results, Question 4, Number of miles traveled.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
1,251 or more	45	9%	9%
1,001-1,250	7	1%	1%
751-1,000	40	8%	8%
501-750	44	9%	7%
251-500	84	16%	16%
Up to 250	296	57%	58%
Total	**516**	**–**	**–**

Table 48. Unweighted and weighted results, Question 28, Purpose of trip to Blue Ridge Parkway.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Primary or sole purpose of trip	304	53%	57%
One of several equally important destinations	237	42%	39%
An incidental or spur of the moment stop	29	5%	4%
Total	**570**	**–**	**–**

Table 49. Unweighted and weighted results, Question 28, Other equally important destinations located within nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	177	60%	58%
No	117	40%	42%
Total	**294**	**–**	**–**

Table 50. Unweighted and weighted results, Question 28, Primary destination located within the nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	122	62%	53%
No	74	38%	47%
Total	**196**	**–**	**–**

Table 51. Unweighted and weighted results, Question 10, Summary of Important reasons for visiting Blue Ridge Parkway on this trip, sum of Extremely Important and Very Important responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
View wildlife or natural scenery	540	92%	93%
Relax	233	80%	84%
Be outdoors	439	83%	83%

Table51 (continued). Unweighted and weighted results, Question 10, Summary of Important reasons for visiting Blue Ridge Parkway on this trip, sum of Extremely Important and Very Important responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Spend time with friends/family	465	78%	76%
Hear the sounds of nature/quiet	322	59%	62%
Visit a NPS site	457	42%	49%
Learn more about nature	233	42%	46%
Experience solitude	190	44%	45%
Get physical exercise	238	41%	44%
Learn more about American history/culture	120	35%	37%
View dark night sky/stars	231	23%	25%
Attend a special event	42	8%	7%
Other	71	53%	56%
Total	**3581**	**–**	**–**

Table 52. Unweighted and weighted results, Question 10, Importance of viewing wildlife or natural scenery.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	380	65%	63%
Very Important	160	27%	30%
Moderately Important	40	7%	6%
Slightly Important	5	<1%	1%
Not at All Important	2	<1%	<1%
Total	**587**	**–**	**–**

Table 53. Unweighted and weighted results, Question 10, Importance of learning more about nature.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	84	15%	15%
Very Important	149	27%	31%

Table 53 (continued). Unweighted and weighted results, Question 10, Importance of learning more about nature.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Moderately Important	189	34%	33%
Slightly Important	82	15%	13%
Not at All Important	48	9%	8%
Total	**552**	**–**	**–**

Table 54. Unweighted and weighted results, Question 10, Importance of spending time with friends/family.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	283	50%	51%
Very Important	156	28%	25%
Moderately Important	48	9%	10%
Slightly Important	16	3%	2%
Not at All Important	59	10%	12%
Total	**562**	**–**	**–**

Table 55. Unweighted and weighted results, Question 10, Importance of being outdoors.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	273	48%	49%
Very Important	192	34%	35%
Moderately Important	66	12%	11%
Slightly Important	18	3%	4%
Not at All Important	14	2%	2%
Total	**563**	**–**	**–**

Table 56. Unweighted and weighted results, Question 10, Importance of hearing the sounds of nature/quiet.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	164	30%	30%
Very Important	158	29%	32%
Moderately Important	116	21%	19%
Slightly Important	62	11%	11%
Not at All Important	48	9%	8%
Total	**548**	**–**	**–**

Table 57. Unweighted and weighted results, Question 10, Importance of relaxing.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	254	45%	48%
Very Important	203	36%	36%
Moderately Important	92	16%	13%
Slightly Important	12	2%	2%
Not at All Important	9	2%	1%
Total	**570**	**–**	**–**

Table 58. Unweighted and weighted results, Question 10, Importance of visiting a NPS site.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	88	16%	14%
Very Important	166	31%	35%
Moderately Important	151	28%	26%
Slightly Important	56	10%	10%
Not at All Important	83	15%	15%
Total	**544**	**–**	**–**

Table 59. Unweighted and weighted results, Question 10, Importance of learning more about American history and culture.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	56	10%	12%
Very Important	134	25%	25%
Moderately Important	173	32%	31%
Slightly Important	109	20%	20%
Not at All Important	74	14%	12%
Total	**546**	**–**	**–**

Table 60. Unweighted and weighted results, Question 10, Importance of experiencing solitude.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	114	21%	23%
Very Important	124	23%	23%
Moderately Important	114	21%	21%
Slightly Important	72	13%	14%
Not at All Important	116	21%	20%
Total	**540**	**–**	**–**

Table 61. Unweighted and weighted results, Question 10, Importance of viewing dark night sky/stars.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	53	10%	11%
Very Important	67	13%	14%
Moderately Important	84	16%	17%
Slightly Important	66	13%	13%
Not at All Important	258	49%	46%
Total	**528**	**–**	**–**

Table 62. Unweighted and weighted results, Question 10, Importance of getting physical exercise.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	99	18%	17%
Very Important	132	24%	28%
Moderately Important	150	27%	25%
Slightly Important	98	18%	17%
Not at All Important	78	14%	13%
Total	**557**	**–**	**–**

Table 63. Unweighted and weighted results, Question 10, Importance of attending a special event.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	28	6%	4%
Very Important	14	3%	2%
Moderately Important	30	6%	9%
Slightly Important	32	6%	5%
Not at All Important	392	79%	80%
Total	**496**	**–**	**–**

Table 64. Unweighted and weighted results, Question 11, Most important reason for visiting Blue Ridge Parkway on this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
View wildlife or natural scenery	185	40%	39%
Spend time with friends/family	85	18%	16%
Other - View fall foliage	61	13%	14%
Relax	31	7%	9%
Get physical exercise	15	3%	5%
Be outdoors	16	3%	3%
Attend a special event	9	2%	1%
Visit a NPS site	8	2%	<1%

Table 64 (continued). Unweighted and weighted results, Question 11, Most important reason for visiting Blue Ridge Parkway on this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Experience solitude	4	<1%	<1%
Learn more about American history/culture	5	1%	<1%
Hear sounds of nature/quiet	3	<1%	<1%
Other	38	8%	9%
Total	**460**	**–**	**–**

Table 65. Unweighted and weighted results, Question 5, Entrance fee.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Did not pay a fee or use a pass to enter the park	500	84%	83%
Senior Pass, Access Pass, or Military Pass	51	9%	10%
America the Beautiful	7	1%	1%
7-day entrance pass	7	1%	1%
Annual Pass for Blue Ridge Parkway	1	<1%	<1%
Fee included in tour package	0	0%	0%
Other	9	2%	1%
Don't know/Not sure	17	3%	3%
Total	**592**	**–**	**–**

Table 66. Unweighted and weighted results, Question 7, Number of hours in park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	111	36%	39%
4	78	26%	27%

Table 66 (continued). Unweighted and weighted results, Question 7, Number of hours in park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
3	54	18%	17%
2	44	14%	13%
Up to 1	18	6%	4%
Total	**305**	**–**	**–**

Table 67. Unweighted and weighted results, Question 7, Number of days in park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	56	21%	16%
4	41	15%	14%
3	74	27%	39%
2	97	36%	29%
1	3	1%	2%
Total	**271**	**–**	**–**

Table 68. Unweighted and weighted results, Question 6, Number of days enter/re-enter park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	47	8%	10%
4	42	8%	8%
3	90	16%	18%
2	108	19%	19%
1	272	49%	44%
Total	**559**	**–**	**–**

Table 69. Unweighted and weighted results, Question 27, Stay overnight.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	377	64%	63%
No	209	36%	37%
Total	**586**	**–**	**–**

Table 70. Unweighted and weighted results, Question 27, Accommodation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Backcountry camping in Blue Ridge Parkway	5	1%	<1%
Camping in Blue Ridge Parkway	59	14%	12%
Camping outside Blue Ridge Parkway	35	9%	8%
Lodging in Blue Ridge Parkway	51	13%	13%
Lodging outside Blue Ridge Parkway	224	55%	69%
Other accommodations	34	8%	9%
Total	**408**	**–**	**–**

Table 71. Unweighted and weighted results, Question 27, Number of nights backcountry camping in Blue Ridge Parkway.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
3	2	40%	38%
2	1	20%	4%
1	2	40%	58%
Total	**5**	**–**	**–**

Table 72. Unweighted and weighted results, Question 27, Number of nights camping in Blue Ridge Parkway.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	16	27%	38%
4	4	7%	4%
3	12	20%	24%
2	15	25%	21%
1	12	20%	13%
Total	**59**	**–**	**–**

Table 73. Unweighted and weighted results, Question 27, Number of nights camping outside Blue Ridge Parkway.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	13	37%	25%
4	3	9%	9%
3	6	17%	16%
2	8	23%	35%
1	5	14%	15%
Total	**35**	**–**	**–**

Table 74. Unweighted and weighted results, Question 27, Number of nights lodging in Blue Ridge Parkway.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	6	12%	6%
4	6	12%	16%
3	6	12%	13%
2	21	41%	47%
1	12	24%	19%
Total	**51**	**–**	**–**

Table 75. Unweighted and weighted results, Question 27, Number of nights lodging outside Blue Ridge Parkway.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	40	18%	19%
4	27	12%	14%
3	47	21%	19%
2	62	28%	31%
1	47	21%	17%
Total	**223**	**–**	**–**

Table 76. Unweighted and weighted results, Question 27, Number of nights in other accommodations.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	12	35%	24%
4	4	12%	8%
3	4	12%	9%
2	9	26%	37%
1	5	15%	22%
Total	**34**	**–**	**–**

Table 77. Unweighted and weighted results, Question 29, Visit other NPS sites on trip away from home.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	155	27%	27%
No	426	73%	73%
Total	**581**	**–**	**–**

Table 78. Unweighted and weighted results, Question 12, Activity participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Viewing wildlife, natural features, scenery, wildflowers, etc.	559	94%	96%
Driving for pleasure	473	80%	80%
Visiting a cultural or historic site	328	55%	59%
Walking/short hike (< 1 hour)	323	54%	57%
Creative arts	207	35%	37%
Day hiking (≥ 1 hour)	159	27%	29%
Picnicking	130	22%	19%
Nature study	64	11%	12%
Overnighting in resort, cabin, or other accommodations	48	8%	10%
Camping in developed sites	69	12%	9%
Family gathering/reunion	33	6%	5%
Bicycling	12	2%	1%
Rock climbing/bouldering	5	<1%	1%
Fishing	8	1%	1%
Foraging/collecting edibles	3	<1%	<1%
Overnight backpacking	3	<1%	<1%
Non-motorized water travel	2	<1%	<1%
Running/jogging	2	<1%	<1%
Other	33	6%	5%
Total	**594**	**–**	**–**

Table 79. Unweighted and weighted results, Question 13, Primary activity.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Viewing wildlife, natural features, scenery, wildflowers, etc.	170	29%	27%
Driving for pleasure	103	18%	18%
Day hiking (≥ 1 hour)	72	12%	12%

Table 79 (continued). Unweighted and weighted results, Question 13, Primary activity.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Visiting a cultural or historic site	36	6%	7%
Creative arts	21	4%	5%
Other - Viewing fall foliage	24	4%	4%
Walking/short hike (< 1 hour)	13	2%	4%
Camping in developed sites	14	2%	2%
Family gathering/reunion	6	1%	<1%
Bicycling	4	<1%	<1%
Picnicking	2	<1%	<1%
Overnighting in resort, cabin, other accommodations	2	<1%	<1%
Nature study	1	<1%	<1%
Fishing	1	<1%	<1%
Other	24	4%	3%
No primary activity	84	15%	16%
Total	**577**	**–**	**–**

Table 80. Unweighted and weighted results, Question 18, Member in group with physical condition.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	65	11%	11%
No	522	89%	89%
Total	**587**	**–**	**–**

Table 81. Unweighted and weighted results, Question 18, Difficulty.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Mobility	53	82%	80%
Hearing	6	9%	11%
Visual	2	3%	2%

Table 81 (continued). Unweighted and weighted results, Question 18, Difficulty.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Other	5	8%	5%
Total	**65**	**–**	**–**

Table 82. Unweighted and weighted results, Question 14, Program/service participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Going to the Visitor Center	385	72%	74%
Viewing outdoor exhibits	313	59%	65%
Viewing indoor exhibits	314	59%	62%
Reading the park brochure or newspaper	222	42%	41%
Talking informally with a ranger	215	40%	37%
Attending cultural demonstration or performance	90	17%	20%
Watching movies or videos about the park	61	11%	10%
Attending ranger-led activity	42	8%	8%
Obtaining a National Park passport stamp	32	6%	6%
Listening to an audio tour or podcast	19	4%	5%
Using a smart phone app specific to Blue Ridge Parkway	23	4%	4%
Participating with a child in Junior Ranger program	6	1%	<1%
Other	11	2%	2%
Total	**534**	**–**	**–**

Table 83. Unweighted and weighted results, Question 15, Learned from staff, programs, and/or exhibits.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	247	44%	44%
No	320	56%	56%
Total	**567**	**–**	**–**

Table 84. Unweighted and weighted results, Question 16, Desire to learn about subjects.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	138	26%	25%
No	383	74%	75%
Total	**521**	**–**	**–**

Table 85. Unweighted and weighted results, Question 30, Purchase package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	7	1%	1%
No	575	99%	99%
Total	**582**	**–**	**–**

Table 86. Unweighted and weighted results, Question 30, Number of days of package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
2 or more	2	40%	49%
1	3	60%	51%
Total	**5**	**–**	**–**

Table 87. Unweighted and weighted results, Question 30, Cost per person of package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
$201 or more	1	25%	12%
$101 – 200	1	25%	65%
Up to $100	2	50%	23%
Total	**4**	**–**	**–**

Table 88. Unweighted and weighted results, Question 30, Number of people in group on package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	1	20%	11%
4	1	20%	12%
3	0	0%	0%
2	3	60%	77%
1	0	0%	0%
Total	**5**	**–**	**–**

Table 89. Unweighted and weighted results, Question 30, Included in package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Local ground transportation	4	57%	78%
Meals	5	71%	39%
Admission to events or attractions	4	57%	38%
Local lodging	3	43%	29%
Guide services	3	43%	27%
Gear	1	14%	10%
Local air transportation	0	0%	0%
Local water transportation	0	0%	0%
Fees	0	0%	0%
Other	1	14%	11%
Total	**7**	**–**	**–**

Table 90. Unweighted and weighted results, Question 31, Total expenditures.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
$2,001 or more	26	5%	6%
$1,501 - $2,000	19	4%	4%
$1,001 - $1,500	38	8%	8%
$501 - $1,000	113	24%	24%
$1 - $500	284	59%	58%
Total	**480**	**–**	**–**

Table 91. Unweighted and weighted results, Question 33, Total number of people covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	45	9%	7%
4	44	9%	7%
3	37	7%	8%
2	330	66%	65%
1	47	9%	13%
Total	**503**	**–**	**–**

Table 92. Unweighted and weighted results, Question 33, Number of adults covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	30	6%	4%
4	40	8%	7%
3	21	4%	5%
2	363	72%	72%
1	47	9%	13%
Total	**501**	**–**	**–**

Table 93. Unweighted and weighted results, Question 33, Number of children covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	2	<1%	<1%
4	1	<1%	<1%
3	9	2%	1%
2	11	2%	2%
1	25	5%	5%
0	462	91%	92%
Total	**510**	**–**	**–**

Table 94. Unweighted and weighted results, Question 33, Number of people in group who split trip expenses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	17	5%	2%
4	28	7%	5%
3	14	4%	3%
2	227	61%	63%
1	88	24%	27%
Total	**374**	**–**	**–**

Table 95. Unweighted and weighted results, Question 32, Out of area expenses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
$2,001 or more	15	6%	5%
$1,501 - $2,000	8	3%	2%
$1,001 - $1,500	11	4%	4%
$501 - $1,000	17	7%	10%
$1 - $500	143	55%	55%
Spent no money	66	25%	25%
Total	**260**	**–**	**–**

Table 96. Unweighted and weighted results, Question 21, Visit met expectations.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	552	94%	94%
Not entirely	37	6%	6%
Not at all	1	<1%	<1%
Total	**590**	**–**	**–**

Table 97. Unweighted and weighted results, Question 17, Extremely or very important to use personal electronic devices to do specific tasks.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Make/receive cell phone call	183	33%	36%
Send/receive text message	154	29%	32%
Search the Internet	108	21%	25%
Share pics/videos/audio via social media	76	15%	18%
Download an NPS podcast	22	5%	5%
Other	12	11%	9%
Total	**555**	**–**	**–**

Table 98. Unweighted and weighted results, Question 17, Good or very good quality of service required to do specific tasks.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Send/receive text message	19	19%	36%
Make/receive cell phone call	147	38%	35%
Search the Internet	73	31%	30%
Share pics/videos/audio via social media	88	33%	32%
Download an NPS podcast	128	38%	15%
Other	13	39%	37%
Total	**468**	**–**	**–**

Table 99. Unweighted and weighted results, Question 22, Blue Ridge Parkway is a safe place to visit.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	328	56%	55%
Agree	247	42%	43%
Neither Agree nor Disagree	15	3%	2%
Disagree	0	0%	0%
Strongly Disagree	0	0%	0%
Total	**590**	**–**	**–**

Table 100. Unweighted and weighted results, Question 22, Blue Ridge Parkway is too crowded.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	11	2%	1%
Agree	76	13%	14%
Neither Agree nor Disagree	190	33%	33%
Disagree	246	43%	43%
Strongly Disagree	55	10%	9%
Total	**578**	**–**	**–**

Table 101. Unweighted and weighted results, Question 22, Natural resources in Blue Ridge Parkway are in pristine condition.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	121	21%	21%
Agree	321	55%	56%
Neither Agree nor Disagree	109	19%	19%
Disagree	26	4%	4%
Strongly Disagree	3	<1%	<1%
Total	**580**	**–**	**–**

Table 102. Unweighted and weighted results, Question 22, The entrance fee for Blue Ridge Parkway is too high.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	5	1%	1%
Agree	5	1%	2%
Neither Agree nor Disagree	97	28%	27%
Disagree	103	30%	28%
Strongly Disagree	131	38%	41%
Total	**341**	**–**	**–**

Table 103. Unweighted and weighted results, Question 22, Vandalism and crime are not a problem in Blue Ridge Parkway.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	86	19%	18%
Agree	216	47%	50%
Neither Agree nor Disagree	123	27%	27%
Disagree	26	6%	5%
Strongly Disagree	4	<1%	<1%
Total	**455**	**–**	**–**

Table 104. Unweighted and weighted results, Question 22, Blue Ridge Parkway is not accessible to persons with physical disabilities.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	4	1%	<1%
Agree	39	10%	9%
Neither Agree nor Disagree	139	36%	36%
Disagree	156	40%	41%
Strongly Disagree	49	13%	14%
Total	**387**	**–**	**–**

Table 105. Unweighted and weighted results, Question 22, Historical and cultural features in Blue Ridge Parkway are well maintained/preserved.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	117	22%	22%
Agree	346	64%	65%
Neither Agree nor Disagree	69	13%	11%
Disagree	8	1%	1%
Strongly Disagree	4	<1%	<1%
Total	**544**	**–**	**–**

Table 106. Unweighted and weighted results, Question 22, Development of adjacent areas detracts from visitors' experiences at Blue Ridge Parkway.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	33	6%	6%
Agree	84	16%	18%
Neither Agree nor Disagree	165	31%	28%
Disagree	191	36%	37%
Strongly Disagree	52	10%	11%
Total	**525**	**–**	**–**

Table 107. Unweighted and weighted results, Question 23, Quality of the facilities, services, and recreational opportunities in Blue Ridge Parkway, sum of Very Good and Good responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Visitor center	485	82%	94%
Outdoor recreation	387	92%	93%
Value for entrance fee paid	190	92%	92%
Ranger programs	134	91%	92%
Exhibits (indoor and outdoor)	477	91%	92%
Assistance from park employees	408	93%	91%

Table 107 (continued). Unweighted and weighted results, Question 23, Quality of the facilities, services, and recreational opportunities in Blue Ridge Parkway, sum of Very Good and Good responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Park map or brochure	447	90%	91%
Learning about nature, history, or culture	368	86%	89%
Walkways, trails, and roads	483	86%	87%
Campgrounds and/or picnic areas	214	80%	77%
Restrooms	425	75%	75%
Commercial services in the park	195	55%	53%
Total	**4213**	**–**	**–**

Table 108. Unweighted and weighted results, Question 23, Quality of learning about nature, history, or culture.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	168	39%	39%
Good	200	47%	49%
Average	57	13%	10%
Poor	2	<1%	<1%
Very poor	0	0%	0%
Total	**427**	**–**	**–**

Table 109. Unweighted and weighted results, Question 23, Quality of ranger programs.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	64	43%	46%
Good	70	47%	46%
Average	12	8%	7%
Poor	1	<1%	<1%
Very poor	1	<1%	<1%
Total	**148**	**–**	**–**

Table 110. Unweighted and weighted results, Question 23, Quality of outdoor recreation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	233	55%	53%
Good	154	36%	40%
Average	31	7%	7%
Poor	4	<1%	<1%
Very poor	0	0%	0%
Total	**422**	**–**	**–**

Table 111. Unweighted and weighted results, Question 23, Quality of assistance from park employees.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	228	52%	50%
Good	180	41%	40%
Average	27	6%	8%
Poor	2	<1%	<1%
Very poor	1	<1%	<1%
Total	**438**	**–**	**–**

Table 112. Unweighted and weighted results, Question 23, Quality of park map or brochure.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	239	48%	48%
Good	208	42%	43%
Average	35	7%	7%
Poor	12	2%	2%
Very poor	0	0%	0%
Total	**494**	**–**	**–**

Table 113. Unweighted and weighted results, Question 23, Quality of value for entrance fee paid.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	130	63%	65%
Good	60	29%	27%
Average	15	7%	8%
Poor	0	0%	0%
Very poor	1	<1%	<1%
Total	**206**	**–**	**–**

Table 114. Unweighted and weighted results, Question 23, Quality of walkways, trails, and roads.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	224	40%	39%
Good	259	46%	48%
Average	62	11%	10%
Poor	13	2%	2%
Very poor	2	<1%	<1%
Total	**560**	**–**	**–**

Table 115. Unweighted and weighted results, Question 23, Quality of visitor center.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	307	59%	60%
Good	178	34%	34%
Average	31	6%	6%
Poor	1	<1%	<1%
Very poor	0	0%	0%
Total	**517**	**–**	**–**

Table 116. Unweighted and weighted results, Question 23, Quality of exhibits.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	244	46%	45%
Good	233	44%	47%
Average	46	9%	8%
Poor	1	<1%	<1%
Very poor	1	<1%	<1%
Total	**525**	**–**	**–**

Table 117. Unweighted and weighted results, Question 23, Quality of restrooms.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	179	32%	30%
Good	246	43%	45%
Average	112	20%	18%
Poor	23	4%	6%
Very poor	7	1%	1%
Total	**567**	**–**	**–**

Table 118. Unweighted and weighted results, Question 23, Quality of campgrounds and/or picnic areas.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	97	36%	32%
Good	117	44%	45%
Average	49	18%	22%
Poor	3	1%	<1%
Very poor	1	<1%	<1%
Total	**267**	**–**	**–**

Table 119. Unweighted and weighted results, Question 23, Quality of commercial services in the park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	67	19%	17%
Good	128	36%	36%
Average	108	30%	28%
Poor	37	10%	14%
Very poor	17	5%	6%
Total	**357**	**–**	**–**

Table 120. Unweighted and weighted results, Question 24, Overall quality of the facilities, services, and recreational opportunities in Blue Ridge Parkway.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	305	52%	53%
Good	244	42%	40%
Average	33	6%	6%
Poor	3	<1%	<1%
Very poor	0	0%	0%
Total	**585**	**–**	**–**

Appendix 6. Detailed Sampling Procedures

Site Schematics

As noted, the SEM visitor survey was administered at 16 locations in Blue Ridge Parkway. A specific survey administration point was identified at each sampling location, based on analysis of aerial site photos and onsite scoping. The survey administration point for each location was denoted with a yellow star in a site schematic provided to the survey administrator assigned to the site, with the exception of campgrounds, where surveys were administered at individual campsites (**Figure 103** through **Figure 118**). A red line was used in each site schematic to denote the boundary or point at which visitor groups were considered to have entered the survey area and were intercepted for the survey. A red arrow was used in each site schematic to denote the direction of travel in which visitor groups were intercepted.

Timed-Interval Sampling Procedures

At most locations, visitor groups were sampled using a timed-interval approach (i.e., attempt to sample one visitor group every N minutes of the sampling day, where N is the time interval); interval times were designed in advance of onsite administration to ensure that there was a sufficient number of questionnaires to administer to visitor groups during all hours of each sampling day and each day of the sampling period. The timed-interval approach involved having the survey administrator contact the first visitor group to enter the survey area at the start of the sampling period and asking them to participate in the survey. If the group agreed to participate, they were administered the survey; if the group refused to participate, they were asked to complete the non-response bias questions and then thanked for their time. After completing a contact with a refusal group, the survey administrator contacted the next visitor group to enter the survey area and asked them to participate in the survey. The survey administrator continued this process until a visitor group agreed to participate; once a participating group was administered the survey, the survey administrator waited until the start of the next time interval to contact a visitor group. At the start of the next time interval, the survey administrator contacted the first group to enter the survey area and asked them to participate in the survey. If the next time interval started before the survey administrator was able to recruit a visitor group to participate in the survey for the previous time interval, he/she advanced to the next time interval simply by contacting the next arriving visitor group; once a group agreed to participate, the survey administrator then waited until the start of the next time interval to continue. The survey administrator repeated this sequence of steps throughout the sampling period.

Campground Sampling Procedures

On each sampling day at Doughton Park, Linville Falls, Mount Pisgah, and Peaks of Otter campgrounds, visitor groups were sampled in the morning (between 9:00 am and 12:00 pm) using a campsite-interval approach to evenly distribute survey administration throughout each campground (i.e., attempt to sample one visitor group at every Nth campsite, where N is the campsite-interval number). The campsite-interval for each sampling period at each campground was determined by the number of occupied campsites at the start of the sampling period and the number of questionnaires to be distributed (the target was 10 questionnaires per campground per sampling day). For example, 50 occupied campsites divided by 10 questionnaires yielded an interval where every 5th campsite was to

be sampled. Campsites were counted as "occupied" if campers, camping equipment, and/or vehicles were present.

In each campground, campsites were identified by their loop letter and site number (e.g., A3 for the third site in loop A, C10 for the tenth site in loop C). At the start of the sampling period, the survey administrator used a random number generator to select a campsite within the first interval of campsites (i.e., campsites A1-A5) at which to start survey sampling. If the randomly selected campsite had no campers present, the survey administrator proceeded to the next campsite in alphanumeric order (e.g., from campsite A4 to campsite A5, if campsite A4 was randomly selected for sampling but no campers were present). The survey administrator continued to each successive campsite within the interval until he/she contacted a campsite with campers present. Once at an occupied campsite within the first interval, the survey administrator asked the visitor group at the campsite to participate in the survey. If the group agreed to participate, they were administered the survey; if the group refused, they were asked to answer the non-response bias questions and then thanked for their time. The survey administrator moved to the next interval of campsites once a questionnaire was administered to a group within the current interval or all of the campsites in the interval were contacted without a questionnaire being administered (because no campers were present in any of the campsites in the interval and/or because of refusals). The survey administrator repeated this process in each of the campsite intervals in each campground during the sampling period, spending no more than one hour sampling the campground.



Figure 103. Blue Ridge Music Center sampling location.



Figure 104. Blue Ridge Parkway Visitor Center sampling location.

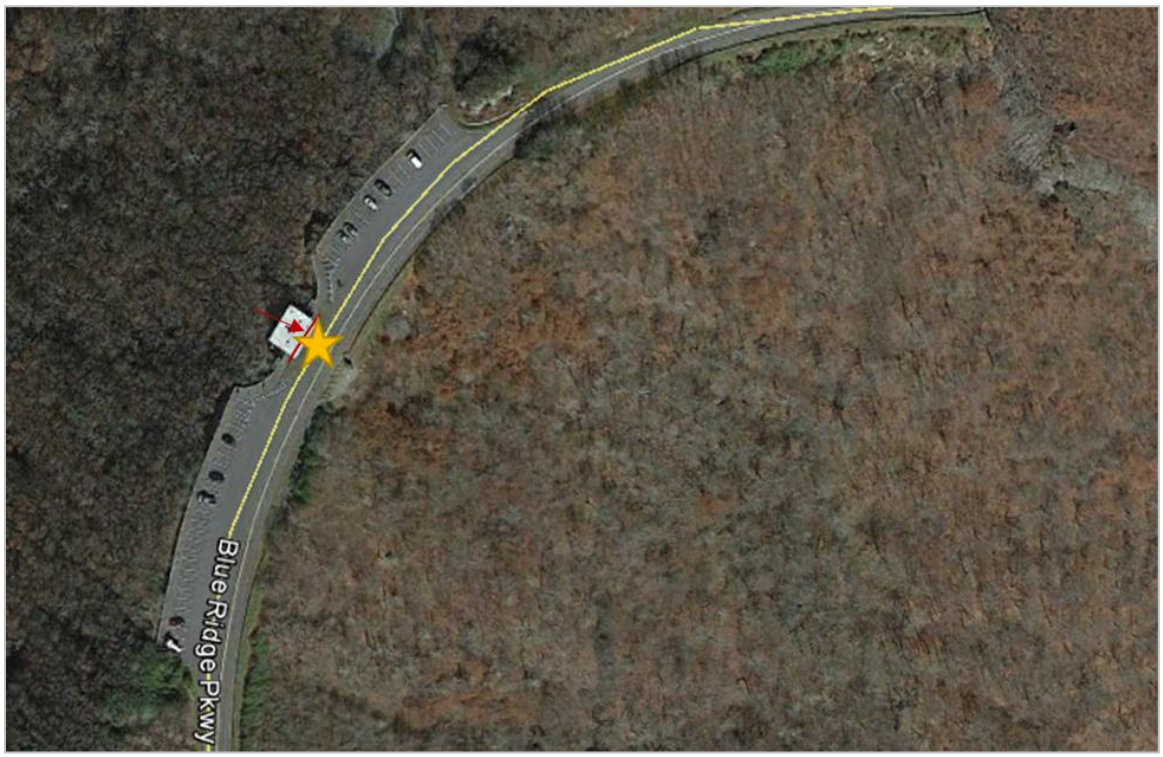


Figure 105. Craggy Gardens Visitor Center sampling location.



Figure 106. Doughton Park Overlook sampling location.



Figure 107. Humpback Rocks Visitor Center sampling location.



Figure 108. Linville Falls Visitor Center sampling location.



Figure 109. Mabry Mill sampling location.

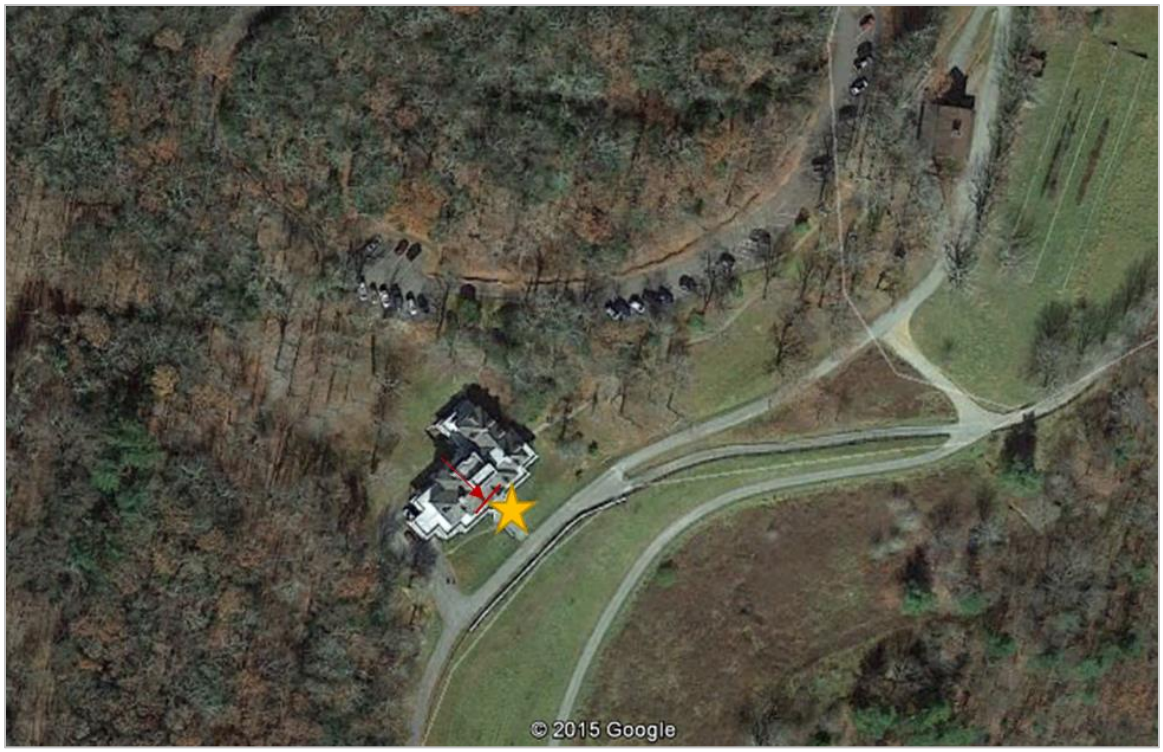


Figure 110. Moses H. Cone Memorial Park Visitor Center sampling location.



Figure 111. Mount Pisgah Trailhead sampling location.



Figure 112. Museum of North Carolina Minerals sampling location.



Figure 113. Peaks of Otter Visitor Center sampling location.

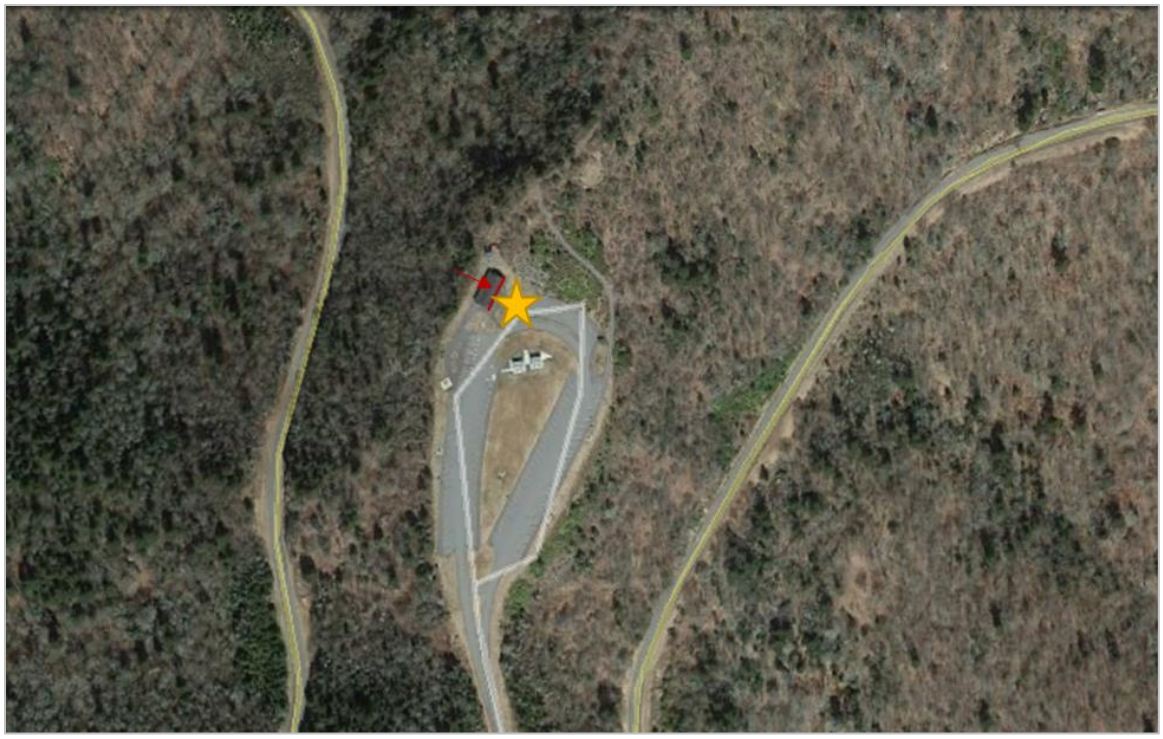


Figure 114. Waterrock Knob Visitor Center sampling location.



Figure 115. Doughton Park Campground sampling location.



Figure 116. Linville Falls Campground sampling location.



Figure 117. Mount Pisgah Campground sampling location.



Figure 118. Peaks of Otter Campground sampling location.

Appendix 7. Non-response Bias Analysis - Effects on Survey Reponses due to Initial Contact Gender

This study used answers to five, pre-selected non-response bias questions and one observable characteristic (initial contact gender) of contacted visitors to compare respondents with non-respondents and check for non-response bias. Results of a chi-square test for independence with $\alpha = 0.05$ and $p \leq 0.025$ (following Bonferroni correction) suggest that groups who responded to the SEM survey do differ significantly from non-respondents, with respect to initial contact gender ($\chi^2 = 5.988$; $p = 0.014$). In particular, groups with females as the initial person contacted for the survey were more likely than those with males as the initial contact to respond to the survey.

The potential impact of this non-response bias on the results of the SEM survey was further explored. Specifically, effects due to initial contact gender were examined for 71 key questions in the SEM survey that were designed to assess use of information sources for trip planning, motivations for visiting Blue Ridge Parkway, participation in activities, programs, and services, attitudes toward park management, and satisfaction with park services and facilities (Table 121). A Bonferroni correction was applied to account for the fact that 71 simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.0007 are assumed to be statistically significant. Statistically significant effects of initial contact gender on survey responses were observed for 2 of the 71 questions that were assessed and are emphasized with bold text in Table 121.

Table 121. Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
Prior to this trip, how did you obtain information about Blue Ridge Parkway? Please mark all that apply. (Q8)	Did not obtain information prior to this visit	0 = No 1 = Yes	593	*χ^2 = 1.025;* *p = 0.311*	NA
	Previous visits	0 = No 1 = Yes	593	χ^2 = 0.806; p = 0.369	NA
	Friends/relatives/word of mouth	0 = No 1 = Yes	592	χ^2 = 0.556; p = 0.456	NA
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	593	χ^2 = 1.219; p = 0.270	NA
	Blue Ridge Parkway website	0 = No 1 = Yes	593	*χ^2 = 7.849;* *p = 0.005*	NA
	Other website	0 = No 1 = Yes	592	*χ^2 = 3.120;* *p = 0.077*	NA
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	592	*χ^2 = 0.584;* *p = 0.445*	NA
	Maps/brochures	0 = No 1 = Yes	593	*χ^2 = 1.145;* *p = 0.284*	NA
	Newspaper/magazine articles	0 = No 1 = Yes	593	*χ^2 = 0.001;* *p = 0.976*	NA
	Other units of the National Park System	0 = No 1 = Yes	592	*χ^2 = 4.625;* *p = 0.032*	NA
	School class/program	0 = No 1 = Yes	592	*χ^2 = 0.000;* *p = 1.000*	NA
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	593	*χ^2 = 10.657;* *p = 0.001*	NA

Table 121 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
Prior to this trip, how did you obtain information about Blue Ridge Parkway? Please mark all that apply. (Q8) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	593	$\chi^2 = 0.705$; $p = 0.401$	NA
	Television/radio programs/DVDs	0 = No 1 = Yes	591	$\chi^2 = 2.007$; $p = 0.157$	NA
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	591	$\chi^2 = 0.459$; $p = 0.498$	NA
	Other	0 = No 1 = Yes	593	$\chi^2 = 1.014$; $p = 0.314$	NA
How important to you was each of the following reasons for visiting Blue Ridge Parkway on this trip? Please mark one for each row. (Q10)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	547	NA	$t = 0.709$; $p = 0.479$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	567	NA	$t = 5.113$; $p < 0.001$
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	588	NA	$t = 0.361$; $p = 0.718$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	559	NA	$t = 1.365$; $p = 0.173$

Table 121 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
How important to you was each of the following reasons for visiting Blue Ridge Parkway on this trip? Please mark one for each row. (Q10) (continued)	To relax	1 = "Extremely important" to 5 = "Not at all important"	570	NA	*t = 2.536; p = 0.011*
	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	540	NA	*t = 0.713; p = 0.476*
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	555	NA	*t = 2.110; p = 0.035*
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	493	NA	*t = 1.360; p = 0.174*
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	544	NA	*t = 2.454; p = 0.014*
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	533	NA	*t = -0.055; p = 0.957*

Table 121 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
How important to you was each of the following reasons for visiting Blue Ridge Parkway on this trip? Please mark one for each row. (Q10) (continued)	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	569	NA	*t = 1.399; p = 0.162*
	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	528	NA	*t = -1.352; p = 0.177*
	Other	1 = "Extremely important" to 5 = "Not at all important"	120	NA	*t = -0.843; p = 0.401*
On this trip, in which of the following activities did you personally participate within Blue Ridge Parkway? Please mark all that apply. (Q12)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	591	$\chi^2 = 1.395$; $p = 0.237$	NA
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	592	$\chi^2 = 3.485$; $p = 0.062$	NA
	Visiting a cultural or historic site	0 = No 1 = Yes	590	$\chi^2 = 4.485$; $p = 0.034$	NA
	Nature study	0 = No 1 = Yes	590	$\chi^2 = 0.199$; $p = 0.655$	NA
	Driving for pleasure	0 = No 1 = Yes	591	$\chi^2 = 2.143$; $p = 0.143$	NA
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	591	$\chi^2 = 2.101$; $p = 0.147$	NA

Table 121 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
On this trip, in which of the following activities did you personally participate within Blue Ridge Parkway? Please mark all that apply. (Q12) (continued)	Day hiking (1 hour or more)	0 = No 1 = Yes	590	χ^2 =9.382; *p = 0.002*	NA
	Bicycling	0 = No 1 = Yes	591	χ^2 = 5.191; *p = 0.023*	NA
	Running/jogging	0 = No 1 = Yes	591	χ^2 = 0.000; *p = 1.000*	NA
	Fishing	0 = No 1 = Yes	592	χ^2 = 2.466; *p = 0.116*	NA
	Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)	0 = No 1 = Yes	591	χ^2 = 1.105; *p = 0.293*	NA
	Camping in developed sites	0 = No 1 = Yes	591	χ^2 = 10.481; *p = 0.001*	NA
	Overnight backpacking	0 = No 1 = Yes	591	χ^2 = 1.105; *p = 0.293*	NA
	Overnighting in resort, cabin, or other accommodations in Blue Ridge Parkway	0 = No 1 = Yes	592	χ^2 = 0.076; *p = 0.782*	NA
	Family gathering/reunion	0 = No 1 = Yes	590	χ^2 = 1.110; *p = 0.292*	NA
	Picnicking	0 = No 1 = Yes	591	χ^2 = 0.326; *p = 0.568*	NA
	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	591	χ^2 = 2.214; *p = 0.137*	NA
	Rocking climbing/bouldering	0 = No 1 = Yes	591	χ^2 = 8.947; *p = 0.003*	NA

Table 121 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
On this trip, in which of the following activities did you personally participate within Blue Ridge Parkway? Please mark all that apply. (Q12) (continued)	Other 1	0 = No 1 = Yes	591	$\chi^2 = 0.804$; $p = 0.370$	NA
	Other 2	0 = No 1 = Yes	591	$\chi^2 = 3.651$; $p = 0.056$	NA
On this trip, in which of the following programs and services did you personally participate within Blue Ridge Parkway? (Q14)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	541	$\chi^2 = 1.442$; $p = 0.230$	NA
	Talking informally with a ranger	0 = No 1 = Yes	541	$\chi^2 = 0.097$; $p = 0.755$	NA
	Viewing outdoor exhibits	0 = No 1 = Yes	540	$\chi^2 = 0.229$; $p = 0.632$	NA
	Viewing indoor exhibits	0 = No 1 = Yes	540	$\chi^2 = 1.026$; $p = 0.311$	NA
	Attending a cultural demonstration or performance	0 = No 1 = Yes	540	$\chi^2 = 13.088$; $p < 0.001$	NA
	Reading the park brochure of newspaper	0 = No 1 = Yes	541	$\chi^2 = 0.021$; $p = 0.885$	NA
	Going to the Visitor Center	0 = No 1 = Yes	541	$\chi^2 = 2.726$; $p = 0.099$	NA
	Watching movies or videos about the park	0 = No 1 = Yes	541	$\chi^2 = 0.026$; $p = 0.872$	NA
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	541	$\chi^2 = 0.288$; $p = 0.591$	NA
	Obtaining National Park passport stamp	0 = No 1 = Yes	541	$\chi^2 = 1.107$; $p = 0.293$	NA

Table 121 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
On this trip, in which of the following programs and services did you personally participate within Blue Ridge Parkway? (Q14) (continued)	Listening to an audio tour or podcast	0 = No 1 = Yes	541	$\chi^2 = 2.668$; $p = 0.102$	NA
	Using a smart phone app specific to Blue Ridge Parkway	0 = No 1 = Yes	540	$\chi^2 = 2.415$; $p = 0.120$	NA
	Other	0 = No 1 = Yes	541	$\chi^2 = 1.965$; $p = 0.161$	NA
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22)	Blue Ridge Parkway is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	595	NA	$t = 0.030$; $p = 0.976$
	Blue Ridge Parkway is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	585	NA	$t = 0.359$; $p = 0.720$
	Natural resources in Blue Ridge Parkway are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	587	NA	$t = 0.630$; $p = 0.529$
	The entrance fee for Blue Ridge Parkway is too high	1 = "Strongly agree" to 5 = "Strongly disagree"	573	NA	$t = -1.368$; $p = 0.172$
	Vandalism and crime are not a problem in Blue Ridge Parkway	1 = "Strongly agree" to 5 = "Strongly disagree"	594	NA	$t = -0.935$; $p = 0.350$

Table 121 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22) (continued)	Blue Ridge Parkway is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	584	NA	*t = -1.261; p = 0.208*
	Historical and cultural features in Blue Ridge Parkway are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	591	NA	*t = -0.646; p = 0.519*
	Development of adjacent areas detracts from visitors' experiences at Blue Ridge Parkway	1 = "Strongly agree" to 5 = "Strongly disagree"	589	NA	*t = 0.897; p = 0.370*
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Blue Ridge Parkway? (Q24)	–	1 = "Very good" to 5 = "Very poor"	583	NA	*t = -0.952; p = 0.341*

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

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