



# 2026 Socioeconomic Research of Big South Fork National River & Recreation Area

## *Report on 2026 Data Collection*



Kayaker paddling through the O&W Rapid.

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# **2026 Socioeconomic Research of Big South Fork National River & Recreation Area**

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**ON THE COVER**

NPS

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## **Abstract**

A strong mandate and need for socioeconomic monitoring have been expressed in the National Park Service (NPS) strategic goals for science, in statements by NPS leadership, and in various official reports. Since such monitoring began in 2022, the NPS has typically conducted visitor surveys at 24 parks per year across the United States and associated territories. However, the 2025/2026 SEM Visitor Survey study period was impacted by unexpected timing constraints that reduced the total sample from 24 to 21 parks. Big South Fork National River & Recreation Area was selected as one of these units for 2026 implementation. This socioeconomic monitoring at Big South Fork National River & Recreation Area uses a two-step survey methodology to capture a representative sample of park visitors during the off-peak season of this park unit. This process includes (1) an on-site intercept survey conducted via tablet, and (2) a post-trip survey (completed either by mail-back or online) for more in-depth trip details. The types of data collected include visitor demographics, trip characteristics/planning, and experience evaluations. Results are organized by these two survey instruments and are aimed at assisting park managers in understanding current utilization and perception of park resources, assessing operations and potential issues, and facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders.

# Introduction

Social science research has become increasingly recognized as a crucial component of park planning, amplifying its significance for the National Park Service (NPS). With the ever-changing landscape of visitation and a desire to provide transformative visitor experiences, understanding the needs and expectations of the visiting public has become more important than ever. The agency seeks to provide the highest quality visitor experience while also protecting the important natural and cultural resources that make these sites special.

A pilot visitor study was conducted in 2015/2016 across selected park units throughout the United States. Building upon the insights gleaned from the pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey has been carried out each year starting in 2022 at 24 NPS units across the country per year. The total sample of parks surveyed in the 2025/2026 sampling period was reduced from 24 to 21 to accommodate unexpected time constraints. Big South Fork National River & Recreation Area was selected as one of the 21 units studied in the 2026 sampling period. The study aims to deepen understanding of visitor demographics and characteristics at Big South Fork National River & Recreation Area.

This report contains the data and findings collected from the Big South Fork National River & Recreation Area SEM Visitor Survey in spring 2026. The study gathers data at a comprehensive agency level, addressing the informational needs of park managers throughout the National Park System. The data collected during the 2026 SEM Visitor Survey sampling period are intended to provide park managers with data-supported insights into their visitors while enabling data analysis at the agency level and beyond for future applications.

This study collects information about visitor use, aids in finding effective management solutions, and offers insights into the visitors who experience NPS sites. The findings empower NPS managers to better comprehend visitor behaviors, inform park operations, and identify areas for enhancing the visitor experience. Moreover, these results are intended to facilitate communication and foster informed decision-making processes, both within the NPS unit and in collaboration with local partners and stakeholders. Unique to the 2025/2026 SEM Visitor Survey study period, 11 of NPS units were surveyed during their peak season, with another 10 NPS units surveyed during their off-peak season. Big South Fork National River & Recreation Area was surveyed during its off-peak season to more fully understand visitation patterns at Big South Fork National River & Recreation Area throughout the year, with results representing the visitors that were surveyed at that time.

This report does not include spending data, despite it being collected as part of the study. For information regarding visitor spending at Big South Fork National River & Recreation Area, please visit <https://www.nps.gov/subjects/socialscience/vse.htm>.

The research was carried out by a team including Otak, Inc., RRC Associates, Inc., the Institute for Tourism and Recreation Research at the University of Montana, and GAIA Environmental Consulting.

## Methods

The SEM Visitor Survey methodology is designed to capture a representative sample of visitor information, characteristics, and behavior at each sampled park unit through:

An onsite intercept survey conducted via tablet, and

A post-trip follow-up survey (mail-back or online) for full trip details.

This comprehensive approach provides the necessary information to make on-the-ground decisions in park units using the intercept survey to capture visitor responses on higher priority information, while also capturing key in-depth information on visitor spending and trip characteristics for long-term planning from the post-trip survey. Additionally, the intercept survey is designed to be brief so as not to fundamentally affect visitors' experiences. The methods also permit a larger sample to be collected on key questions of interest by asking these high priority questions during the intercept survey.

### Study Area

The Big South Fork National River & Recreation Area local area map is shown in Figure 1. The local area around Big South Fork National River & Recreation Area consists of the following counties in the state of Tennessee: Fentress, Morgan, Pickett, Scott; and McCreary County and Wayne County in the state of Kentucky. Within Big South Fork National River & Recreation Area, the study area was comprised of ten locations. Table 1 lists those sites and the number of onsite intercept surveys completed at each. The distribution of surveyor effort across sites was determined based on historical visitor volumes and spatial distribution across the park's key areas. Where available, Visitor Use Statistics estimates for monthly visitation at each site were used to assign surveyors proportionally to reflect visitor use patterns. Park staff were consulted prior to the study launch to confirm that these metrics accurately captured visitor flows, ensuring that sampling efforts were focused on the most popular and representative locations.

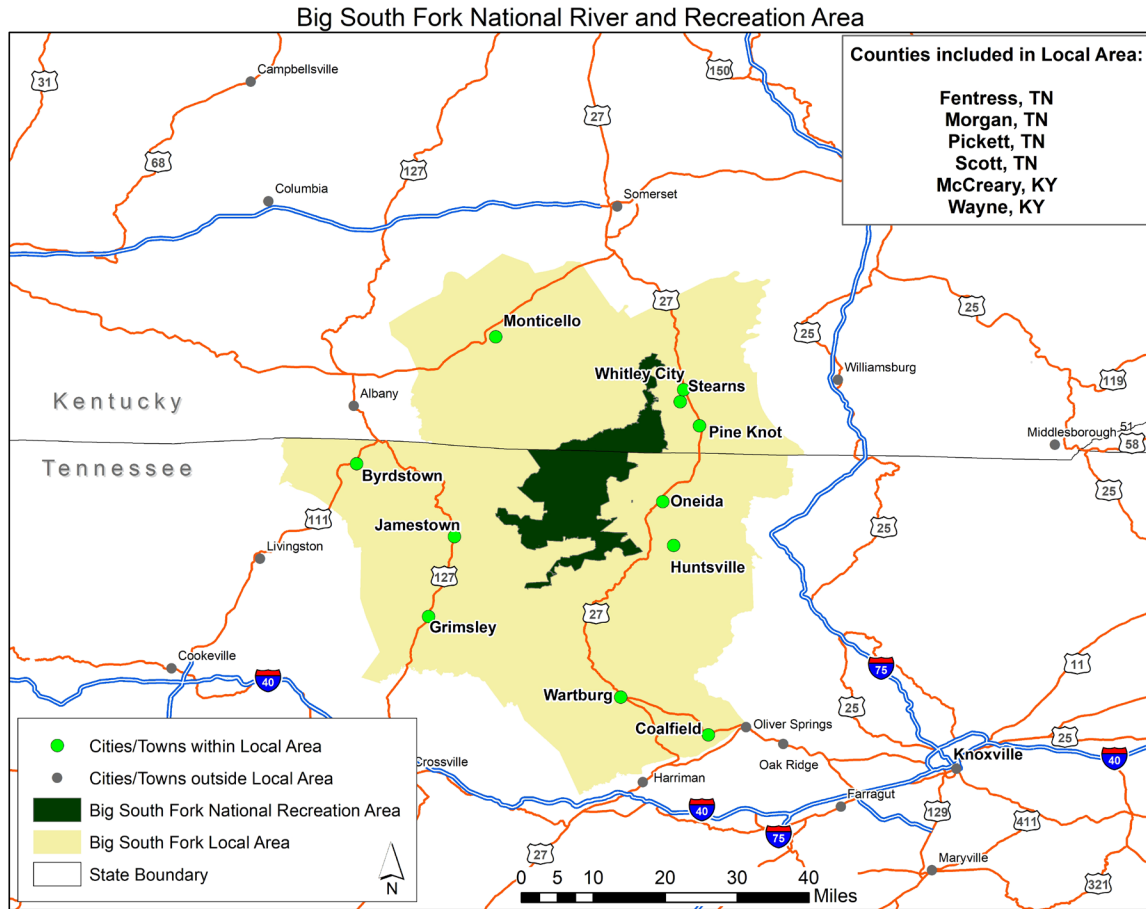


Figure 1. Big South Fork National River & Recreation Area local area map.

Table 1. Intercept surveys conducted within Big South Fork National River & Recreation Area.

| Intercept Site                     | Number of Completed Intercept Surveys | Percent of Completed Intercept Surveys |
|------------------------------------|---------------------------------------|----------------------------------------|
| Leatherwood East Roadway Intercept | 187                                   | 37.9%                                  |
| Bandy Creek Visitor Center         | 127                                   | 25.7%                                  |
| Blue Heron Coal Mining Town        | 68                                    | 13.8%                                  |
| Divide Road Roadway Intercept      | 30                                    | 6.1%                                   |
| Burnt Mill Bridge                  | 29                                    | 5.9%                                   |
| Yamacraw Bridge                    | 17                                    | 3.4%                                   |
| Rugby Historic District            | 13                                    | 2.6%                                   |
| Yahoo Falls                        | 11                                    | 2.2%                                   |
| Station Camp                       | 11                                    | 2.2%                                   |
| Alum Ford                          | 1                                     | 0.2%                                   |

## **Sampling Period and Procedure**

### ***Intercept Survey***

The on-site intercept survey is designed to rapidly collect visitor information as tablet-based responses, reaching the largest possible sample for the highest priority visitor information. The intercept sampling was conducted during the period of April 17 through 28, 2026. A sample of visitors was intercepted while visiting Big South Fork National River & Recreation Area across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondent groups at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Big South Fork National River & Recreation Area (NPS 2026). Within the group, the adult with the next upcoming birthday was asked to participate. If the visitor was eligible (at least 18 years of age, not a Big South Fork National River & Recreation Area employee and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see the Non-Response Bias Analysis section, below). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, and approach the next visitor group.

At the end of the intercept survey, respondents were invited to participate in a post-trip survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the post-trip survey with a postage paid envelope for mailing it back, as well as a hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the post-trip survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

1. Complete refusal, refused to answer any questions, including non-response bias questions;
2. Partial refusal, answered non-response bias questions but nothing further;
3. Completed intercept, but refused to take post-trip survey; or
4. Completed intercept and took post-trip survey.

During the sampling period, six surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Big South Fork National River & Recreation Area. Each surveyor worked 10 seven-hour days (approximately six hours of data collection and a one-hour lunch break) and rotated among several sites. Each surveyor had two days off during the 12-day sampling window.

Table 2. Response outcomes — Big South Fork National River & Recreation Area intercept survey.

| <b>Outcome</b>                                           | <b>Total</b> |
|----------------------------------------------------------|--------------|
| Eligible visitors contacted                              | 595          |
| Complete refusals                                        | 25           |
| Partial refusals (non-response bias questions completed) | 76           |
| Intercept surveys completed                              | 494          |
| Post-trip surveys distributed                            | 444          |
| Intercept response rate                                  | 83.0%        |
| Post-trip acceptance rate                                | 89.9%        |

### ***Post-trip Survey***

The post-trip survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to the NPS unit. This method extended data collection and asked participants to complete the survey after their visit, either through a provided postage-paid envelope, or online via a provided survey link. The post-trip survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2026). Both the intercept survey and the post-trip survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite intercept responses could be paired with their post-trip responses. Numbers were assigned at random to the individual. The use of this code allows the data to be joined, while keeping all surveys confidential and removing respondents' identifying information. Joining the two datasets provides a more complete picture of in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all respondents who provided contact information about a week following the end of each onsite data collection period. This postcard or email thanked respondents for their original participation and encouraged them to complete the post-trip survey if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rates for the post-trip survey.

Table 3. Response outcomes — Big South Fork National River & Recreation Area post-trip survey.

| <b>Outcome</b>                    | <b>Total</b> |
|-----------------------------------|--------------|
| Post-trip surveys distributed     | 444          |
| Valid post-trip surveys completed | 163          |
| Response rate                     | 36.7%        |

## Non-Response Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the survey. The responses to these three questions can then be compared to both the larger group of respondents who completed the intercept survey, and the smaller group who completed both the intercept and post-trip surveys.

The Office of Management and Budget recommends testing for non-response bias when a response rate is less than 80%. With an intercept survey response rate of 83.0%, concern over intercept non-response is muted. However, because the post-trip survey response rate (36.7%) did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and post-trip), and those who only completed the intercept portion.

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. The chi-square test for homogeneity is a statistical test used to determine whether there is a significant association between categorical variables. It compares observed data with expected frequencies to assess if any deviations are due to chance. A p-value of 0.05 is used as the indicated threshold of this significance; p-values of 0.05 or lower indicate significant difference between groups.

The distribution of responses among full survey respondents and intercept-only respondents differed significantly for two questions: 1) permanent residency, and 2) overnight visitation. Therefore, permanent or seasonal/second home residents (30.7%) and day trip visitors (41.7%) are not as well represented in the full survey sample as desired, when compared to their proportion among respondents that only completed the intercept survey (44.4% and 58.6%, respectively).

Results of the bias testing for the post-trip survey are shown in Table 4 through Table 6.

Table 4. Post-trip survey non-response bias question: "Are you a permanent or seasonal/second home resident of the local area around Big South Fork National River & Recreation Area?". Note: p-value = 0.003.

| Response | Full Survey Respondent Frequency | Full Survey Respondents Percent | Intercept-Only Respondents Frequency | Intercept-Only Respondents Percent |
|----------|----------------------------------|---------------------------------|--------------------------------------|------------------------------------|
| Yes      | 50                               | 30.7%                           | 147                                  | 44.4%                              |
| No       | 113                              | 69.3%                           | 184                                  | 55.6%                              |

Table 5. Post-trip survey non-response bias question: "Do you currently live in the United States?". Note: p-value = Not applicable due to insufficient cell sample sizes.

| Response | Full Survey Respondent Frequency | Full Survey Respondents Percent | Intercept-Only Respondents Frequency | Intercept-Only Respondents Percent |
|----------|----------------------------------|---------------------------------|--------------------------------------|------------------------------------|
| Yes      | 160                              | 98.2%                           | 331                                  | 100.0%                             |
| No       | 3                                | 1.8%                            | 0                                    | 0.0%                               |

Table 6. Post-trip survey non-response bias question: “On this trip away from home, will you [and your personal group] stay overnight away from your permanent residence either in Big South Fork National River & Recreation Area and/or within the local area?”. Note: p-value = <0.001.

| <b>Response</b> | <b>Full Survey<br/>Respondent<br/>Frequency</b> | <b>Full Survey<br/>Respondents<br/>Percent</b> | <b>Intercept-Only<br/>Respondents<br/>Frequency</b> | <b>Intercept-Only<br/>Respondents<br/>Percent</b> |
|-----------------|-------------------------------------------------|------------------------------------------------|-----------------------------------------------------|---------------------------------------------------|
| Yes             | 95                                              | 58.3%                                          | 137                                                 | 41.4%                                             |
| No              | 68                                              | 41.7%                                          | 194                                                 | 58.6%                                             |

## Results

Results are presented separately for both the intercept and post-trip surveys throughout the following section. To preserve the data for additional analyses, outliers for open-ended numeric questions (e.g., nights spent, days in local area, etc.) have not been removed. Given these outliers, medians are shown instead of means throughout the report, in order to better represent the central tendency.

### Intercept Survey Results

The following section provides results of the 494 visitor intercept surveys conducted in Big South Fork National River & Recreation Area from April 17 through 28, 2026. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than n=30. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option. Some questions were omitted because they were not applicable to this report.

#### **Question 1: Previous Visits to Big South Fork National River & Recreation Area**

First, respondents were asked if they were first time visitors to Big South Fork National River & Recreation Area. Repeat visitors were then asked how many visits they have made to Big South Fork National River & Recreation Area in the last 12 months and the last five years (Figure 2).

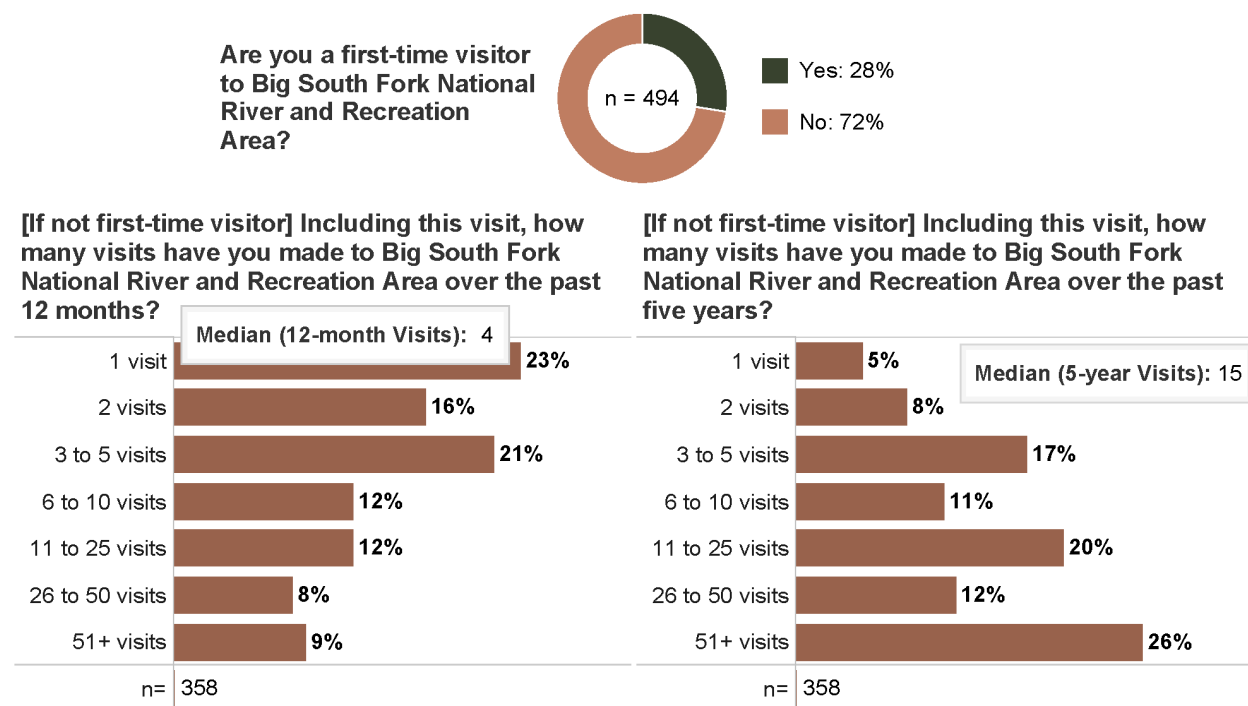


Figure 2. Previous visits to Big South Fork National River & Recreation Area. Tabular data shown in this figure are presented in Appendix A, Table 8.

- About a quarter of respondents (28%) were on their first ever trip to Big South Fork National River & Recreation Area.
- Among the 72% of respondents who were repeat visitors, a quarter (23%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, most repeat visitors (95%) visited at least one prior time in the past five years.
- The median number of visits made in the past five years was 15, including the current trip; 58% of repeat visitors made more than 10 visits in the past five years.

#### **Question 2: Previous Visits to Other NPS Units**

Respondents were then asked how many visits they made to other NPS sites over the past 12 months (Figure 3).

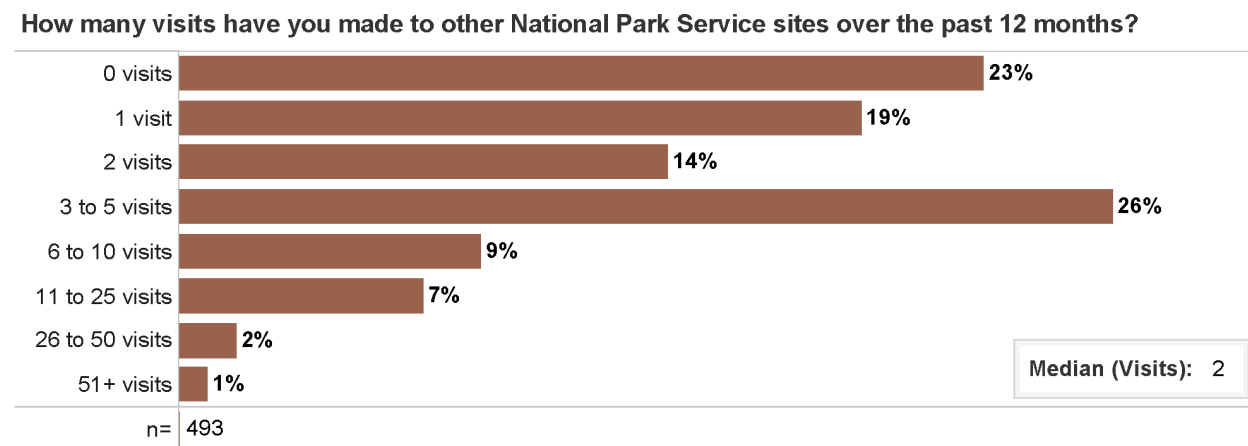


Figure 3. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, Table 9.

- The majority of respondents (77%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was two, though a combined 45% had made three or more visits in the past year.

#### **Questions 3-4: Visitor Residency**

Respondents were asked to indicate if they were permanent or seasonal residents of the local area around Big South Fork National River & Recreation Area. Permanent and seasonal residents were then asked for their ZIP code within the local area. Respondents who do not reside permanently or seasonally in the local area were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 4 depicts responses to this group of questions.

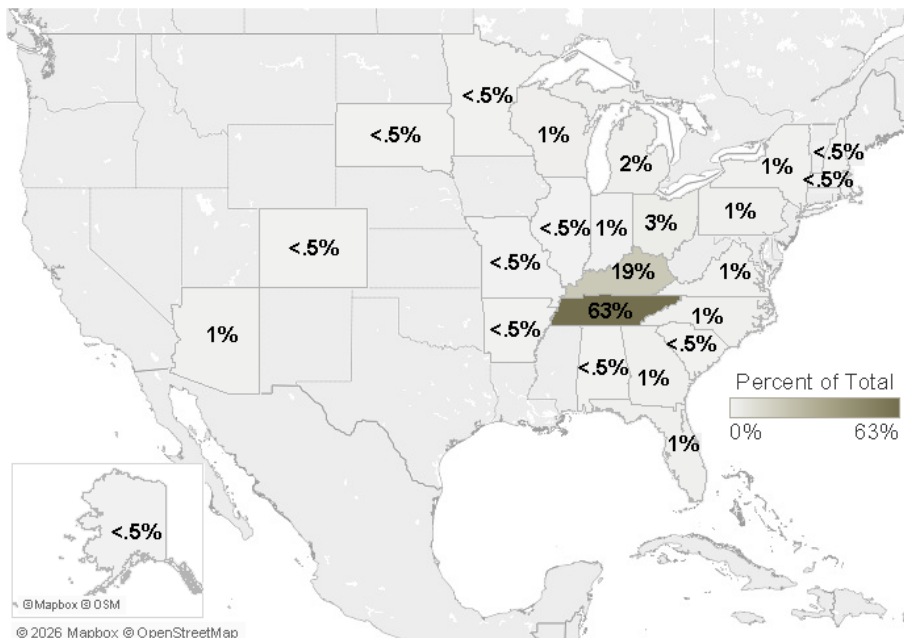
**Are you a permanent or seasonal/second home resident of the local area around Big South Fork National River and Recreation Area?**



**Do you currently live in the United States?**



**Respondent States (Percentage of U.S. respondents only)**



**Top 10 States**

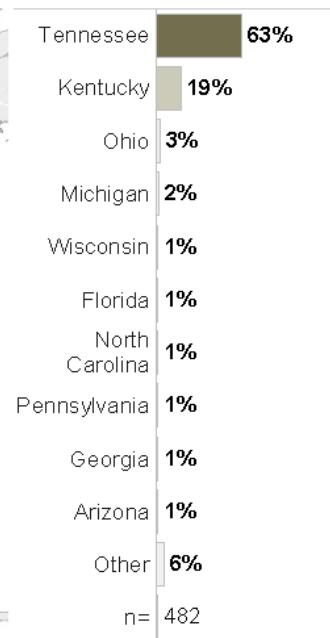


Figure 4. Respondent residency status and geographic origin of domestic visitors surveyed at Big South Fork National River & Recreation Area.

- Two fifths of respondents (a combined 40%) stated that they were either permanent or seasonal residents of the local area around Big South Fork National River & Recreation Area.
- There was a large geographic concentration of respondents from Tennessee and Kentucky (where Big South Fork National River & Recreation Area is located).
- Among the 99% of respondents currently residing in the U.S., 63% reside in Tennessee, followed by Kentucky (19%), Ohio, (3%), and Michigan (2%).

**Question 5: Trip Purpose**

Respondents who are not permanent or seasonal residents of the local area were asked about the purpose for their overall trip away from home, while permanent or seasonal residents of the local

area were asked about the purpose of their trip away from home “today,” the day they were intercepted in the park. Figure 5 depicts responses to this group of questions.

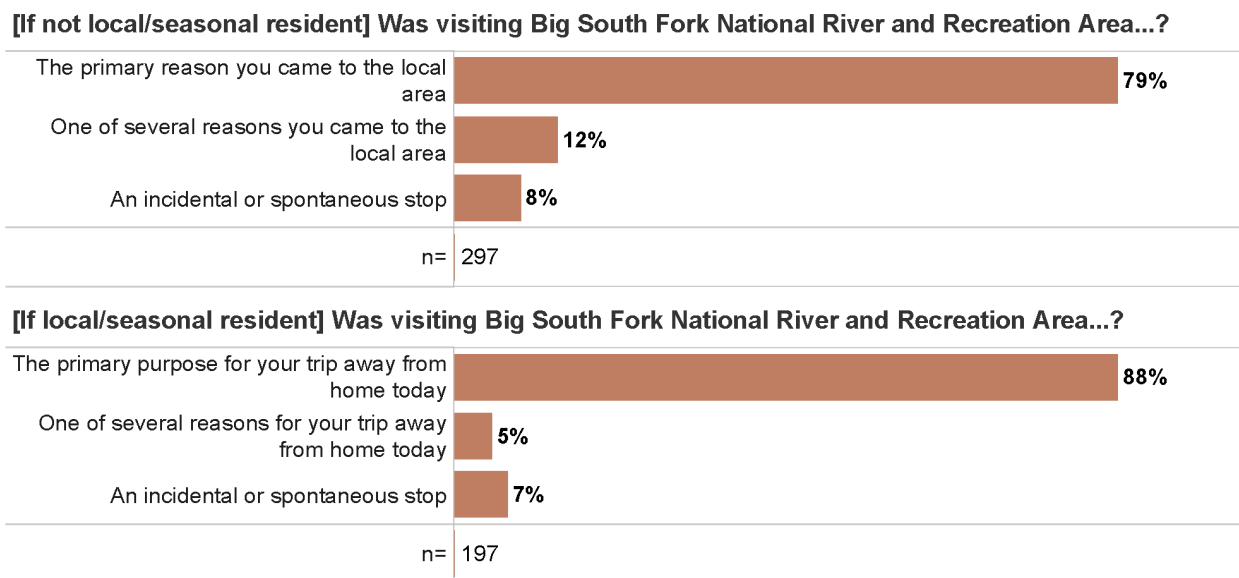


Figure 5. Role of Big South Fork National River & Recreation Area in overall trip purpose.

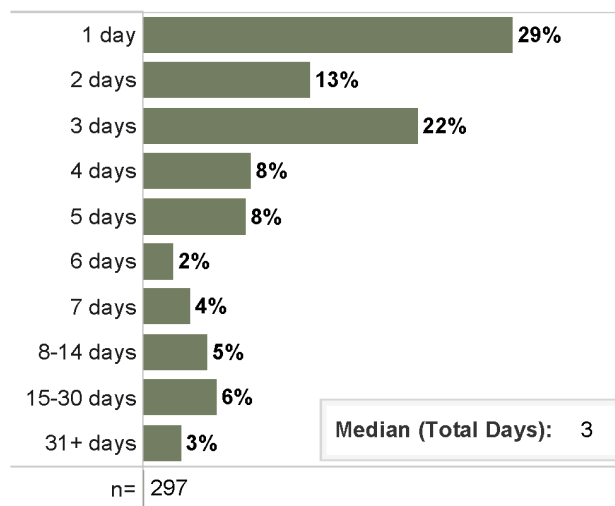
- For most (79%) respondents who resided outside the local area as depicted in Figure 1, visiting Big South Fork National River & Recreation Area was the primary reason for their trip to the area.
- About a tenth (12%) of non-local respondents stated that their visit to Big South Fork National River & Recreation Area was one of two or more equally important reasons that brought them to the area.
- The remaining 8% of non-local respondents indicated their visit to Big South Fork National River & Recreation Area was an incidental or spontaneous stop while they were already in the area.
- Among permanent or seasonal local resident respondents the majority (88%) indicated that visiting Big South Fork National River & Recreation Area was the primary reason for their trip to the area while for 5% of local resident respondents, it was one of several reasons for their trip away from home on the day they were contacted for the survey, and for 7% it was an incidental or spontaneous stop.

#### **Questions 6-7: Length of Stay**

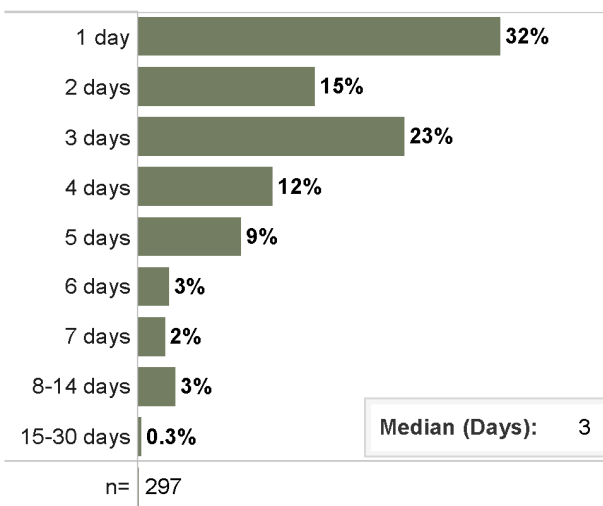
Respondents who are not permanent or seasonal residents of the local area around Big South Fork National River & Recreation Area were also asked how many total days they would be spending away from their home on this trip, and then how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area.

Responses to both of these questions are depicted in Figure 6.

**[If not local/seasonal resident] How many total days will you spend away from home on your overall trip that includes your visit to Big South Fork National River and Recreation Area?**



**[If not local/seasonal resident] How many days will you spend in the local area (including the days you spend in Big South Fork National River and Recreation Area) on this trip away from home?**



**On your trip, will you stay overnight away from your permanent residence in Big South Fork National River and Recreation Area and/or within the local area?**

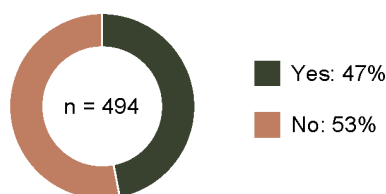


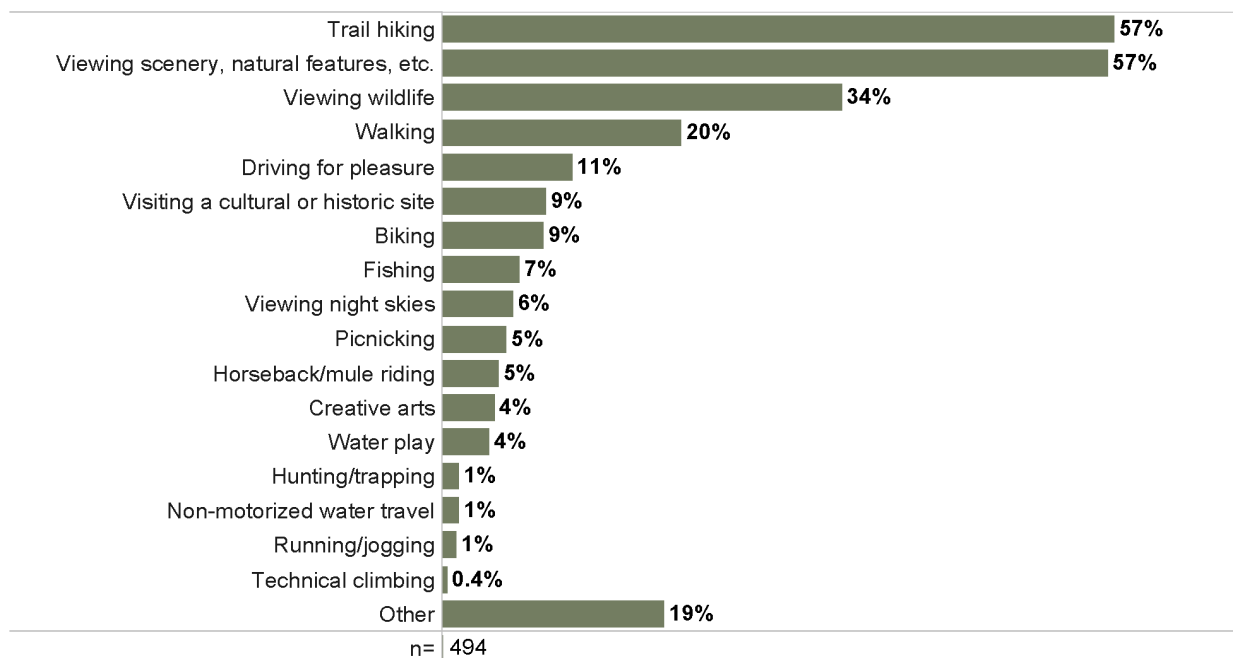
Figure 6. Time spent in the local area around Big South Fork National River & Recreation Area.

- Slightly over a quarter of non-local respondents (29%) spent one day on their trip away from home, while 13% spent two days, and 22% spent three days. The median number of days spent away from home was three.
- About a third of non-local respondents (32%) spent one day in the local area, while 15% spent two days, and 23% spent three days. The median length of stay in the local area was three days.
- Additionally, almost half of all respondents (47%; including permanent/seasonal residents) stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

#### **Questions 8-10: Trip Characteristics**

Survey respondents were then asked to identify all activities that they participated in while visiting Big South Fork National River & Recreation Area, and which of those was their primary activity (Figure 7).

**On this trip, in which of the following activities did you personally participate within Big South Fork National River and Recreation Area? Please mark all that apply**



**And which was your primary activity within Big South Fork National River and Recreation Area during your visit (on the day you were contacted for this survey)?**

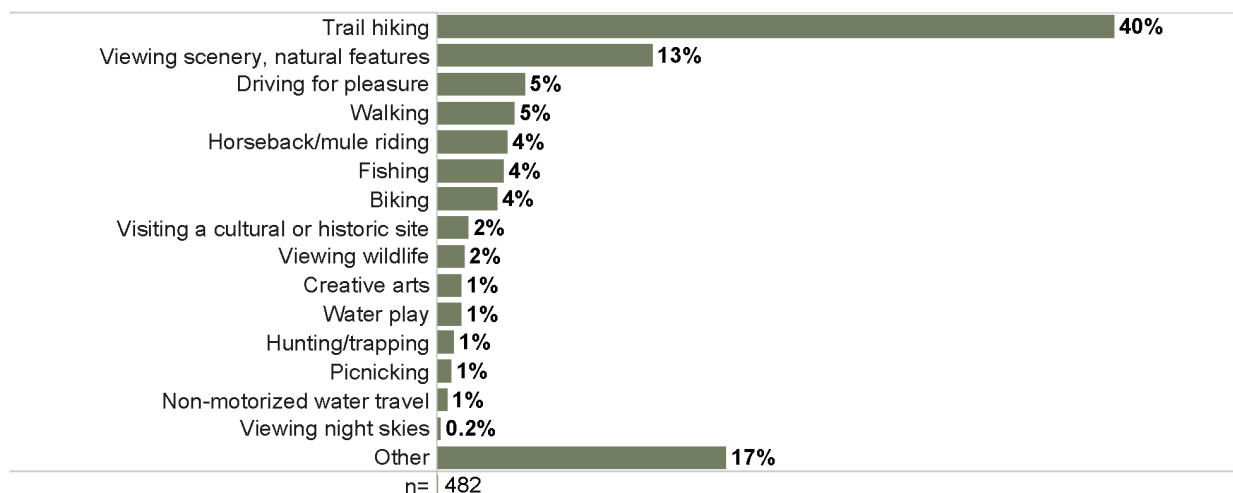


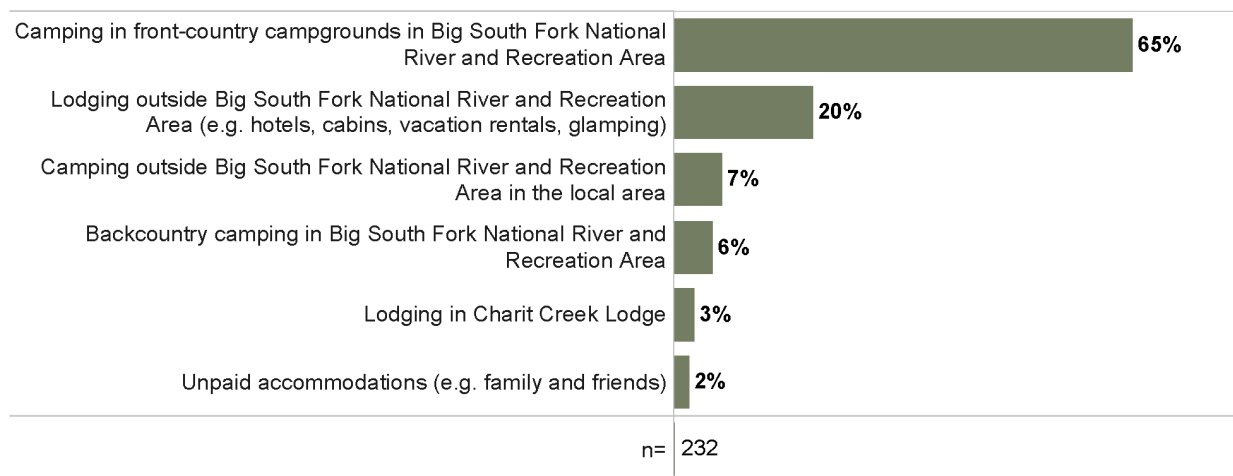
Figure 7. Participation in activities at Big South Fork National River & Recreation Area.

- The most common activities respondents reported participating in include trail hiking (57%), viewing scenery or natural features (57%), and viewing wildlife (34%).
- Hunting / trapping, non-motorized water travel, running / jogging, and technical climbing were all uncommon activities (reported by 1% or fewer of respondents).
- A plurality of respondents (40%) reported trail hiking as their primary activity, followed by viewing scenery or natural features (13%).

### Question 11: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 8).

**[If staying overnight in local area] On this trip, what type of accommodations will you use while in the local area? Please mark all that apply**



**[If camping in or outside Big South Fork National River and Recreation Area] Did you stay in a tent or RV?**

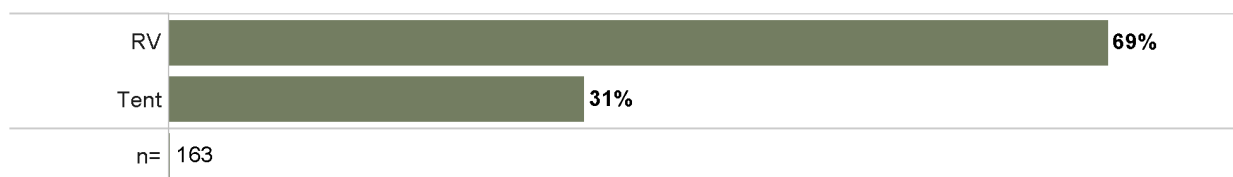


Figure 8. Accommodation types used by overnight visitors within Big South Fork National River & Recreation Area and in the local area surrounding it.

- About two-thirds of overnight respondents (65%) utilized camping in front-country campgrounds in Big South Fork National River and Recreation Area.
- This was followed in prevalence by lodging outside Big South Fork National River and Recreation Area (20%) and camping outside Big South Fork National River and Recreation Area (7%).
- The majority of campers (69%) both in and outside of Big South Fork National River and Recreation Area utilized an RV with the remaining 31% utilizing tents.

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 9).

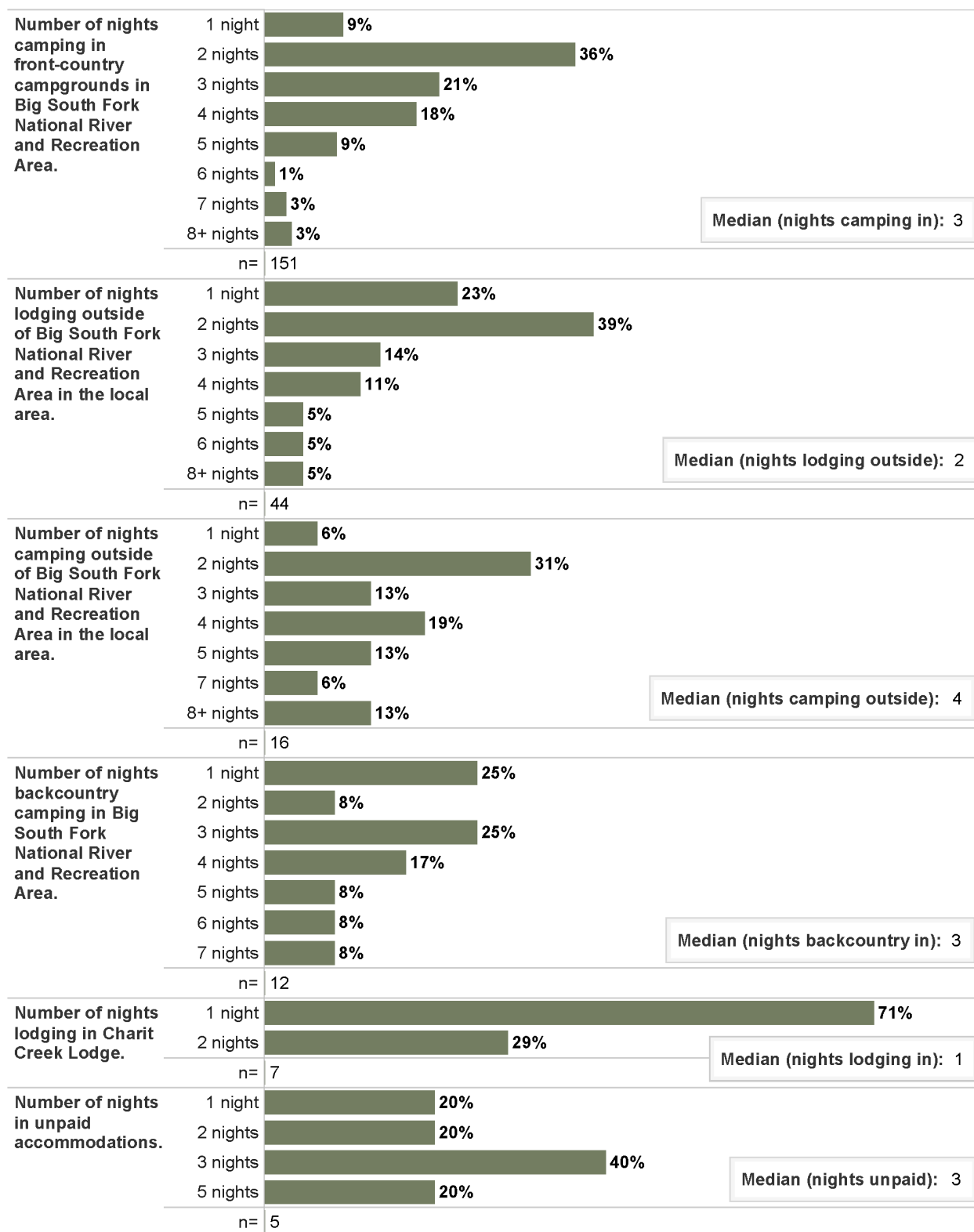


Figure 9. Number of nights spent within Big South Fork National River & Recreation Area and in the local area surrounding it, by accommodation type. Tabular data shown in this figure are presented in Appendix A, Table 10.

- Among the 65% of overnight respondents who camped in front-country in Big South Fork National River & Recreation Area (per Figure 8), median length of stay was three nights. Just under half (45%) of campers spent two nights or fewer camping in the park this trip; 66% spent three nights or fewer.
- Among the 20% of overnight respondents who lodged outside of Big South Fork National River & Recreation Area in the local area (per Figure 8), median length of stay was two nights. Most respondents (62%) lodged two nights or fewer in the local area this trip; 76% spent three nights or fewer.
- Among the 7% of overnight respondents who camped outside of Big South Fork National River & Recreation Area (per Figure 8), median length of stay was four nights. Just over one-third of respondents (37%) spent two nights or fewer; half (50%) spent three nights or fewer.
- Among the 6% of overnight respondents who camped in backcountry in Big South Fork National River & Recreation Area (per Figure 8), median length of stay was three nights. One-third (33%) of campers spent two nights or fewer camping in the park this trip; 58% spent three nights or fewer.
- Among the 3% of overnight respondents who lodged in Charit Creek Lodge (per Figure 8), median length of stay was one night. All respondents who utilized this lodging stayed two nights or fewer.
- Among the 2% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 8), median length of stay was three nights, with 80% staying three nights or fewer.

#### ***Questions 14-16: Party Characteristics***

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Big South Fork National River & Recreation Area (Figure 10). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but respondents were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

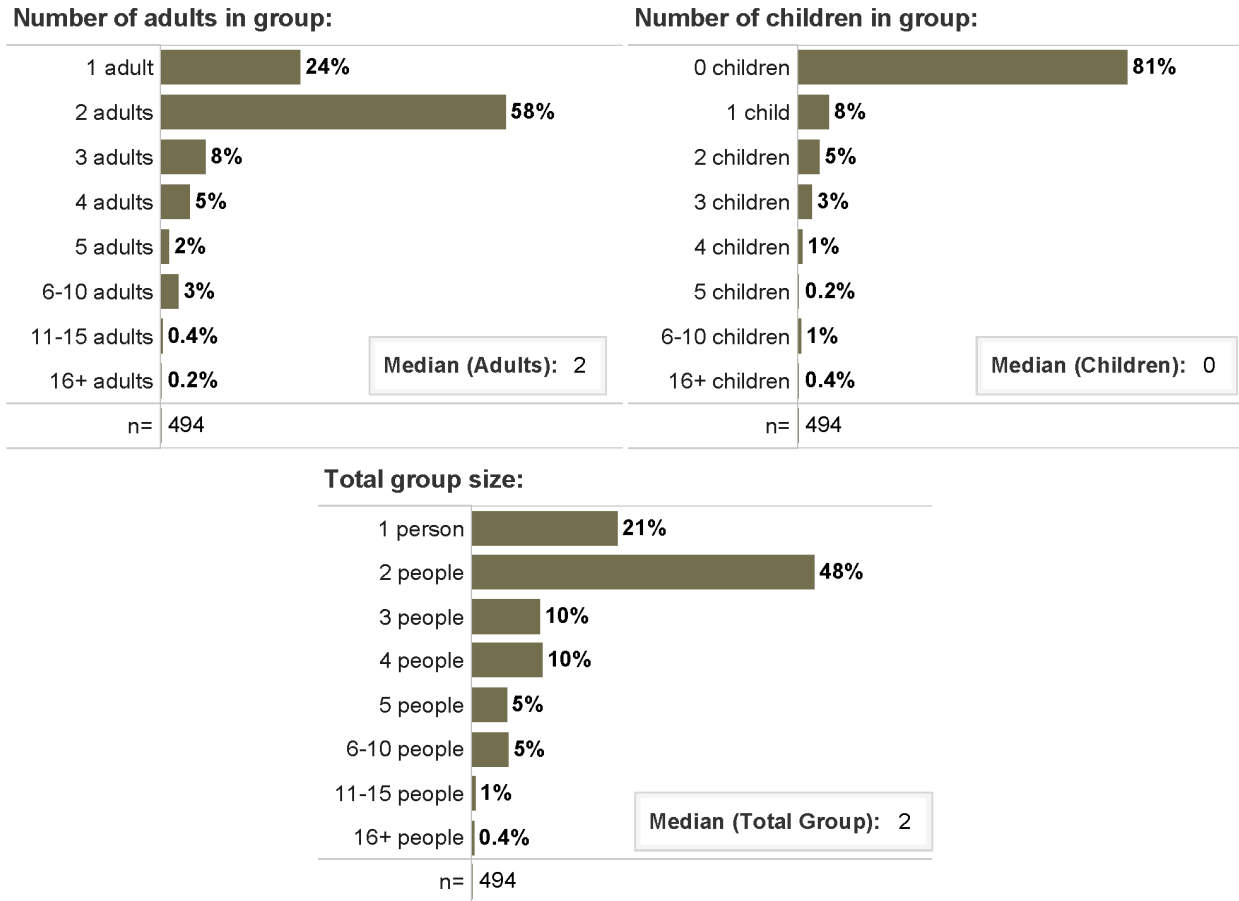


Figure 10. Number of adults and children in respondent's personal group, and total group size, while visiting Big South Fork National River & Recreation Area. Tabular data shown in this figure are presented in Appendix A, Table 11.

- The median number of adults per group was two.
- Most groups (81%) did not include any children.
- The median total number of people (adults and children) per group was two.

Respondents were then asked to provide the age of each member of their group (Figure 11). These data show the true age distribution of respondent groups sampled at Big South Fork National River & Recreation Area.

### What are the ages of each of the adults and children in your group?

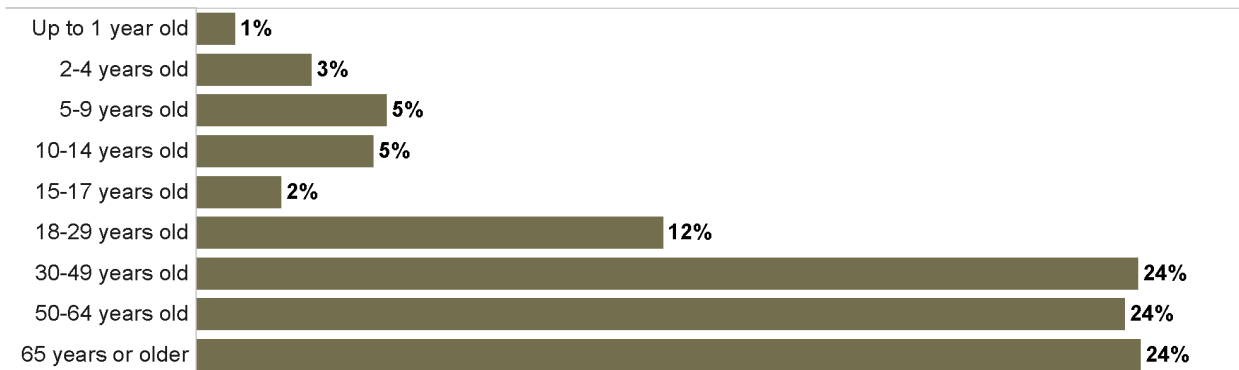


Figure 11. Age distribution of all members of respondent's personal group while visiting Big South Fork National River & Recreation Area.

- The most common age of adults and children in a personal group was 65 years or older (24%), followed by 30 to 49 years old (24%), and 50 to 64 years old (24%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 16% of group members.

### Questions 19-23: Park Use Characteristics

Then, respondents were asked to indicate if they planned to visit Big South Fork National River & Recreation Area for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 12 and Table 7).

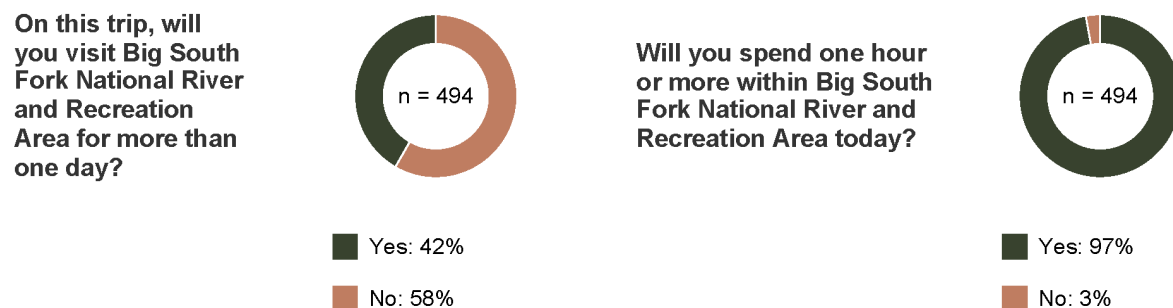


Figure 12. Length of time spent within Big South Fork National River & Recreation Area on this trip.

Table 7. Length of time spent within Big South Fork National River & Recreation Area on this trip.

| Question                                                                                                                                         | Sample Size (n) | Median |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------|
| [If not planning to spend one hour or more] How many minutes do you plan to spend within Big South Fork National River & Recreation Area today?  | 14              | 30     |
| [If planning to spend one hour or more] How many hours do you plan to spend within Big South Fork National River & Recreation Area today?        | 480             | 4      |
| [If planning to visit more than one day] How many days do you plan to spend within Big South Fork National River & Recreation Area on this trip? | 206             | 3      |
| [If planning to visit more than one day] On how many different days do you expect to enter the park?                                             | 206             | 2      |

- A majority of respondents (97%) planned to spend one hour or more within Big South Fork National River & Recreation Area on the day they were surveyed. Among these respondents, the median length of time spent in the park “today” was four hours.
- Among the 3% of respondents who planned to spend less than an hour within the park on the day they were surveyed, the median length of anticipated visit was 30 minutes.
- Additionally, over half of respondents (58%) were planning to spend just a single day in Big South Fork National River & Recreation Area on their trip. Among the 42% of respondents who planned to visit for more than one day, the median length of visit was three days.
- Those respondents who spent more than one day in the park were also asked on how many different days they expected to enter the park; the median answer was two days.

Next, respondents were asked to indicate the most recent entrance they used to enter Big South Fork National River & Recreation Area (Figure 13).

**Which was the most recent entrance you used to enter Big South Fork National River and Recreation Area?**

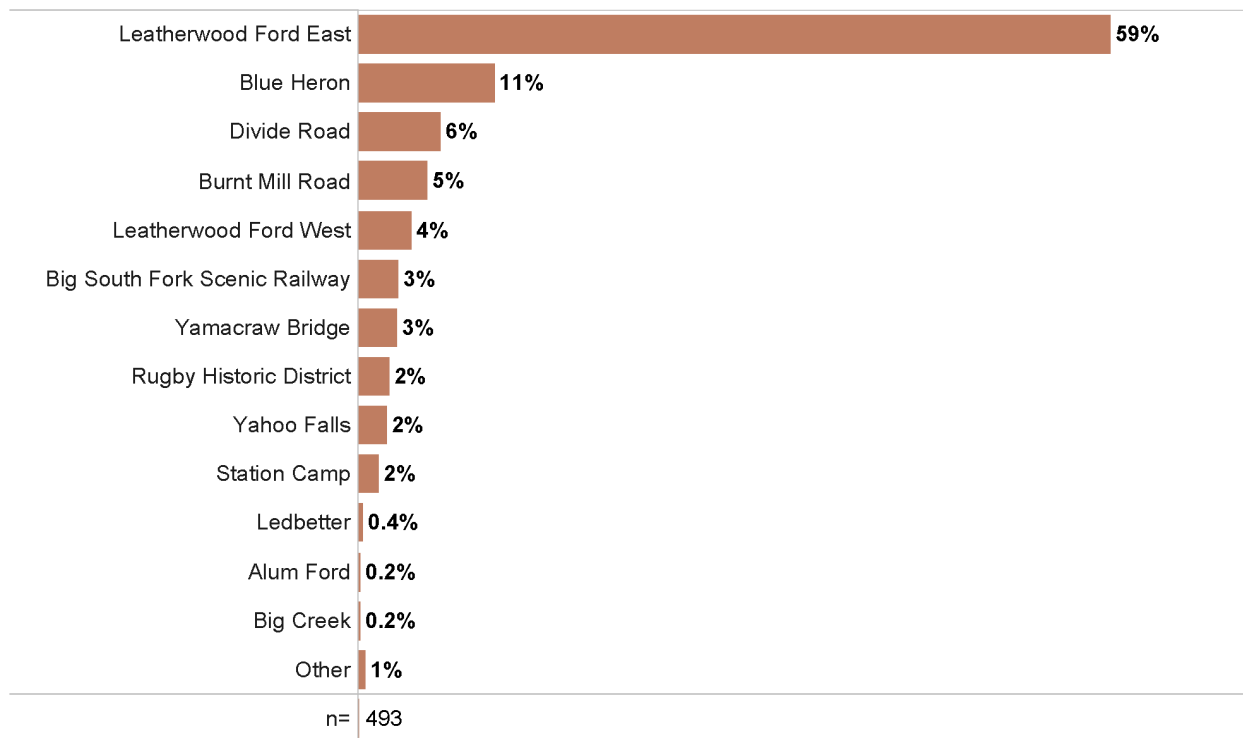


Figure 13. Most recent entrance used to enter Big South Fork National River & Recreation Area.

- Among respondents, Leatherwood Ford East was the most commonly used entrance to Big South Fork National River & Recreation Area (59%).
- The Ledbetter (0.4%), Alum Ford (0.2%), and Big Creek (0.2%) entrances were the least utilized.
- Due to park geography and proximity of intercept sites to entrances, the results for most recent entrance used were impacted by the volume of visitors intercepted at various sites.

Respondents were also presented with a list of locations within Big South Fork National River & Recreation Area and asked to indicate if they had been to, or planned to visit them, that day (Figure 14).

**Considering your visit today, will you visit any of the following locations within Big South Fork National River and Recreation Area? Please mark all that apply**

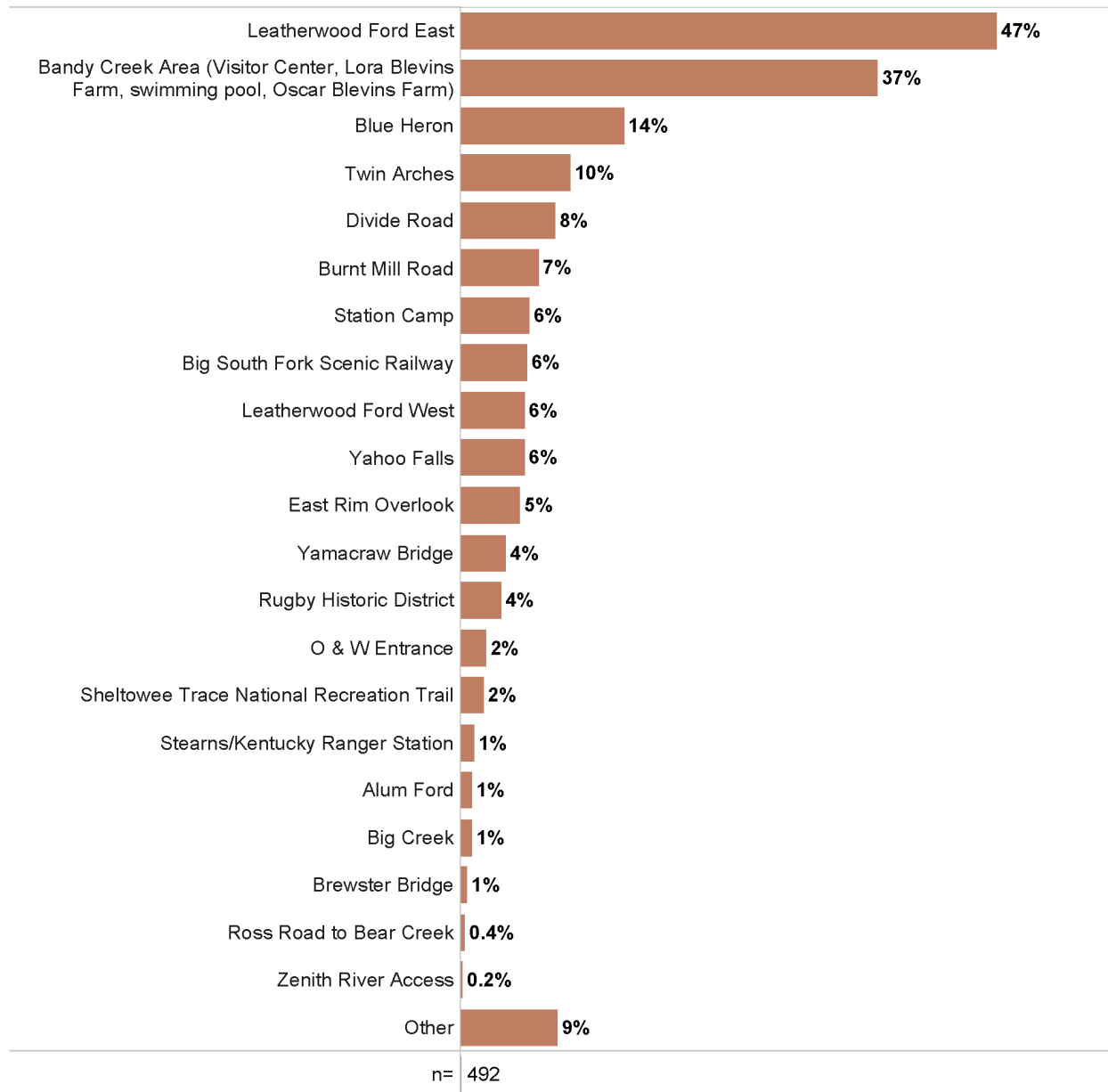


Figure 14. Park locations visited during the most recent trip to Big South Fork National River & Recreation Area.

- The most commonly visited location in Big South Fork National River & Recreation Area was Leatherwood Ford East (47% of respondents had either been there or planned to visit it on their trip), followed by Bandy Creek Area (37%) and Blue Heron (14%).
- Zenith River Access was the least-visited location from the list provided, with only 0.2% of respondents reporting having visited or planning to visit.

### Questions 24-25: Transportation

Respondents were first asked to indicate all the forms of transportation they personally used to travel from their home to Big South Fork National River & Recreation Area on their trip (Figure 15).

**From the list below, select all forms of transportation you personally used to travel from your home to Big South Fork National River and Recreation Area on this trip. Please mark all that apply.**

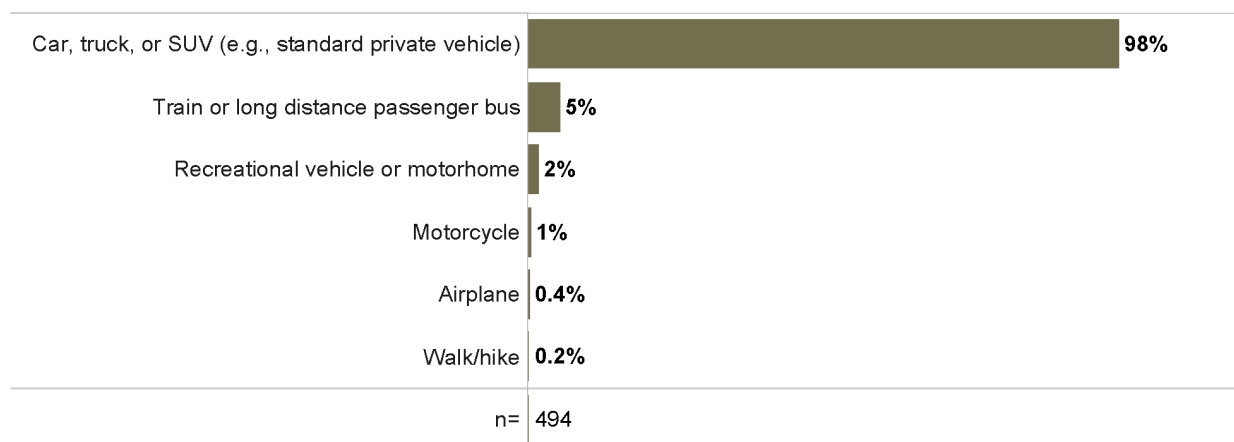


Figure 15. Forms of transportation used to travel from home to Big South Fork National River & Recreation Area on the recent trip.

- Nearly all respondents (98%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Big South Fork National River & Recreation Area.
- The second most common mode of travel was a train or long-distance passenger bus (5%), followed by recreational vehicle or motorhome (2%).

Respondents were then asked a follow-up question about the single form of transportation they used to enter Big South Fork National River & Recreation Area on the day they were surveyed (Figure 16).

**[If used at all during trip] Which form of transportation did you personally use to enter Big South Fork National River and Recreation Area today?**

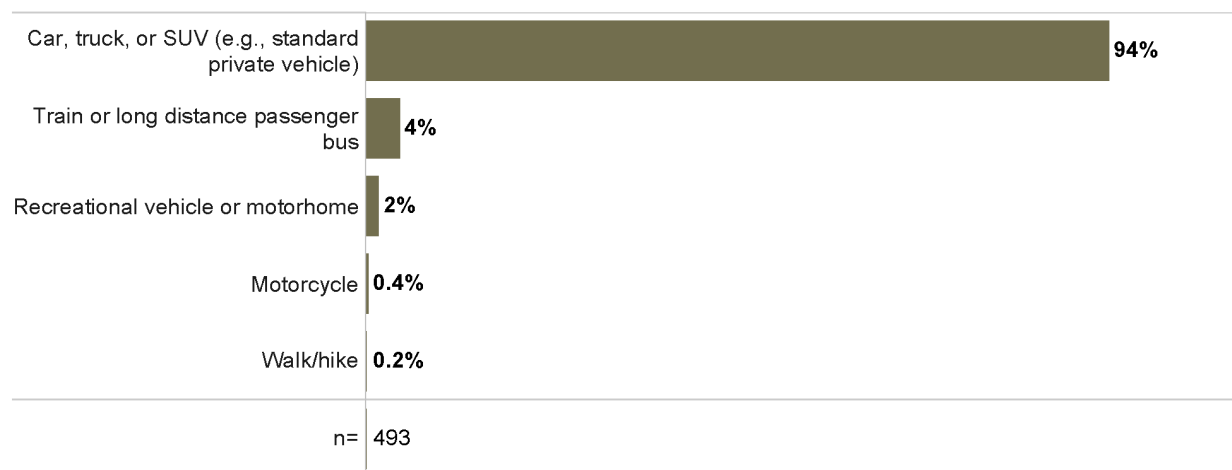
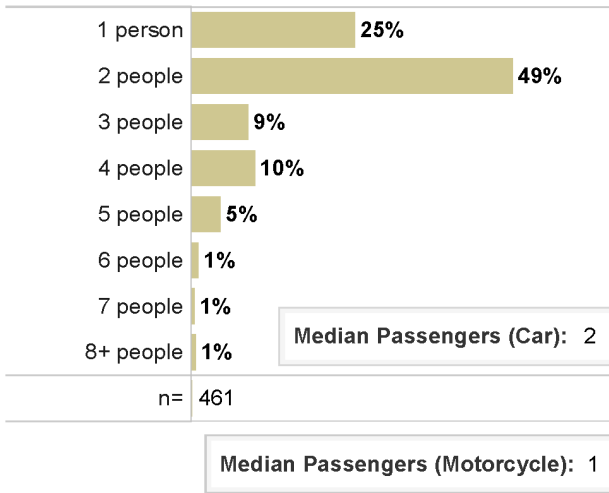


Figure 16. Form of transportation used to enter Big South Fork National River & Recreation Area on the day of the survey.

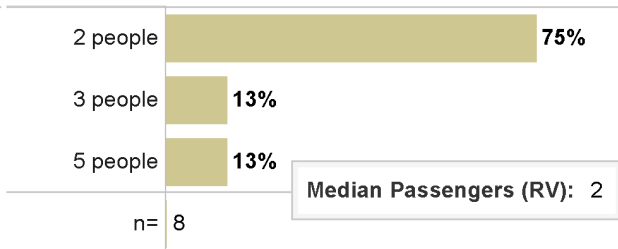
- Most respondents (94%) reported that they used their car, truck, or SUV to enter Big South Fork National River & Recreation Area on the day of the survey.
- This was followed distantly by use of a train or long-distance passenger bus (4%), a recreational vehicle or motorhome (2%), a motorcycle (0.4%), and walking or hiking (0.2%).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV, recreational vehicle or motorhome, or motorcycle), they were asked to indicate how many people were traveling in or on that vehicle (Figure 17).

**[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Big South Fork National River and Recreation Area?**



**[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Big South Fork National River and Recreation Area?**



**[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Big South Fork National River and Recreation Area?**



Figure 17. Number of people in or on respondent's vehicle when entering Big South Fork National River & Recreation Area. Tabular data shown in this figure are presented in Appendix A, Table 12.

- Almost half (49%) of respondents traveling by car reported two people. The next common group size was one person (25%), followed by four people (10%).
- Most of respondents entering Big South Fork National River & Recreation Area by recreational vehicle or motorhome reported traveling in a group of two people (75%), followed by three people (13%) and five people (13%).
- All motorcyclists encountered were traveling on their own.

## Post-trip Survey Results

The following section provides results of the 163 post-trip visitor surveys received by mail-back or online following fieldwork conducted in Big South Fork National River & Recreation Area in spring 2026. Again, caution is recommended in the interpretation of figures with sample size lower than n=30, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option. Some questions were omitted because they were not applicable to this report.

### Questions 1–2: Information about Big South Fork National River & Recreation Area

First, respondents were asked what sources they used to obtain information about Big South Fork National River & Recreation Area prior to their trip, and whether they had the information they needed on their trip (Figure 18).

**Prior to this trip, how did you obtain information about Big South Fork National River and Recreation Area? Please mark all that apply**

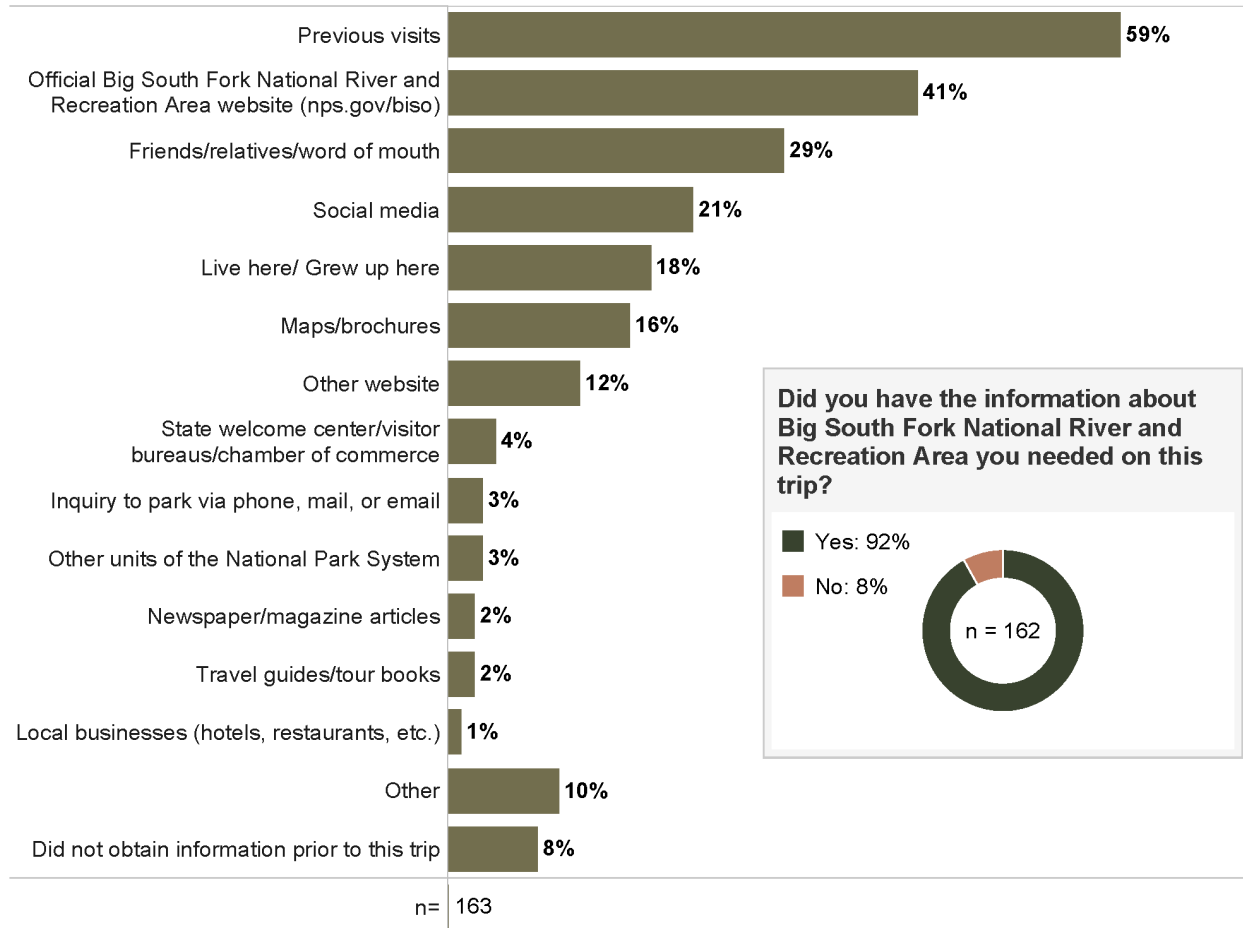


Figure 18. Sources used to obtain information about Big South Fork National River & Recreation Area prior to the trip.

- The most commonly used resource was information from previous visits, with 59% of respondents reportedly using it. The second most common source was the official Big South Fork National River & Recreation Area website (41%), followed by word of mouth (29%), social media (21%), and information from living or growing up in the area (18%).
- In a follow-up question, 92% of respondents said that they had the information about Big South Fork National River & Recreation Area that they needed on their trip, while 8% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate.

#### **Question 7: Previous Visits to Other NPS Units**

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 19).

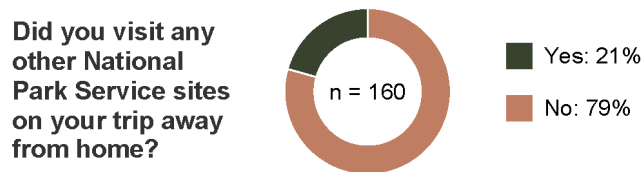


Figure 19. NPS sites visited on trip away from home.

- About a fifth (21%) of all respondents had visited other NPS sites on their trip, while 79% identified Big South Fork National River & Recreation Area as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s).

#### **Questions 8-9: Reasons to Visit**

Survey respondents were asked to rate the importance of various reasons to visit Big South Fork National River & Recreation Area on their trip and were then asked which of those was the most important reason for them to visit Big South Fork National River & Recreation Area (Figure 20).

**How important to you were each of the following reasons or motivations for visiting Big South Fork National River and Recreation Area on this trip?**

| Rating Category                                  | n=  | Percent Responding       |                        |                          |                    |                         |
|--------------------------------------------------|-----|--------------------------|------------------------|--------------------------|--------------------|-------------------------|
|                                                  |     | 1 - Not at all important | 2 - Slightly important | 3 - Moderately important | 4 - Very important | 5 - Extremely important |
| To relax                                         | 158 | 3%                       | 3%                     | 8%                       | 27%                | 59%                     |
| To view wildlife or natural scenery              | 159 |                          | 3%                     | 9%                       | 33%                | 55%                     |
| To spend time with family/friends                | 156 | 10%                      | 4%                     | 12%                      | 21%                | 53%                     |
| To hear the sounds of nature/quiet               | 159 | 2%                       | 4%                     | 19%                      | 25%                | 50%                     |
| To experience solitude                           | 160 | 9%                       | 11%                    | 14%                      | 25%                | 41%                     |
| To get physical exercise                         | 159 | 1%                       | 10%                    | 18%                      | 33%                | 38%                     |
| To visit a National Park Service site            | 156 | 13%                      | 12%                    | 25%                      | 21%                | 28%                     |
| To learn more about American history and culture | 158 | 7%                       | 13%                    | 30%                      | 26%                | 25%                     |
| To learn more about nature                       | 157 | 3%                       | 13%                    | 32%                      | 28%                | 24%                     |
| Other (if specified)                             | 34  | 3%                       |                        | 3%                       | 32%                | 62%                     |

**And which was the most important reason for you to visit Big South Fork National River and Recreation Area on this trip?**

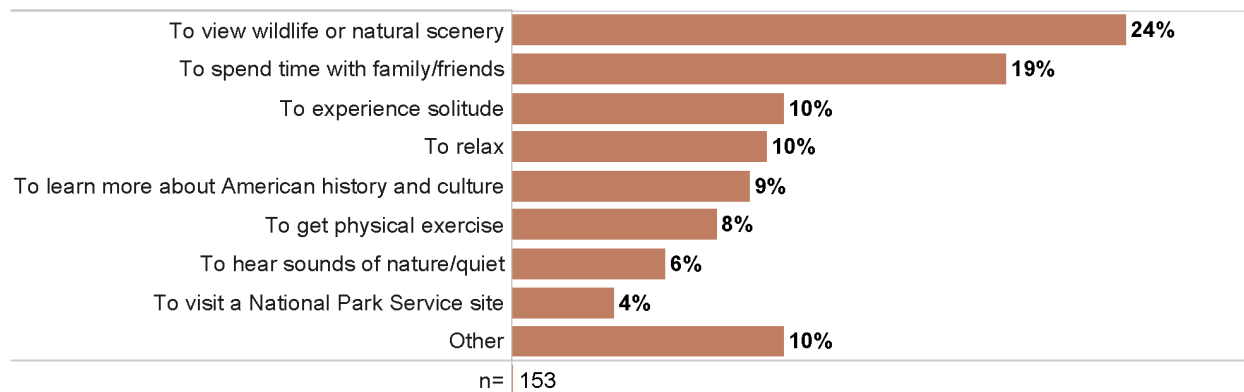


Figure 20. Reasons or motivations to visit Big South Fork National River & Recreation Area. Tabular data shown in this figure are presented in Appendix A, Table 13.

- Most respondents chose relaxation (59%) and viewing wildlife and scenery (55%) as extremely important reasons for their trip to Big South Fork National River & Recreation Area.
- Other important reasons for visiting were spending time with family and friends and hearing the sounds of nature and quiet (53% and 50% of respondents, respectively, rated them as extremely important).
- The least important reasons for visiting were learning more about American history and culture and learning more about nature (only 25% and 24% of respondents, respectively,

reported them as extremely important, and 7% and 3% of respondents, respectively, rated them as not at all important).

- The most common response about the most important reason was viewing wildlife or natural scenery (24%), followed by spending time with family and friends (19%), experiencing solitude (10%), and relaxing (10%).

### **Questions 10-11: Programs, Services, and Learning**

Respondents were asked to identify all programs and services in which they personally participated in Big South Fork National River & Recreation Area during their trip (Figure 21).

**On this trip, in which of the following programs and services did you personally participate within Big South Fork National River and Recreation Area? Please mark all that apply**

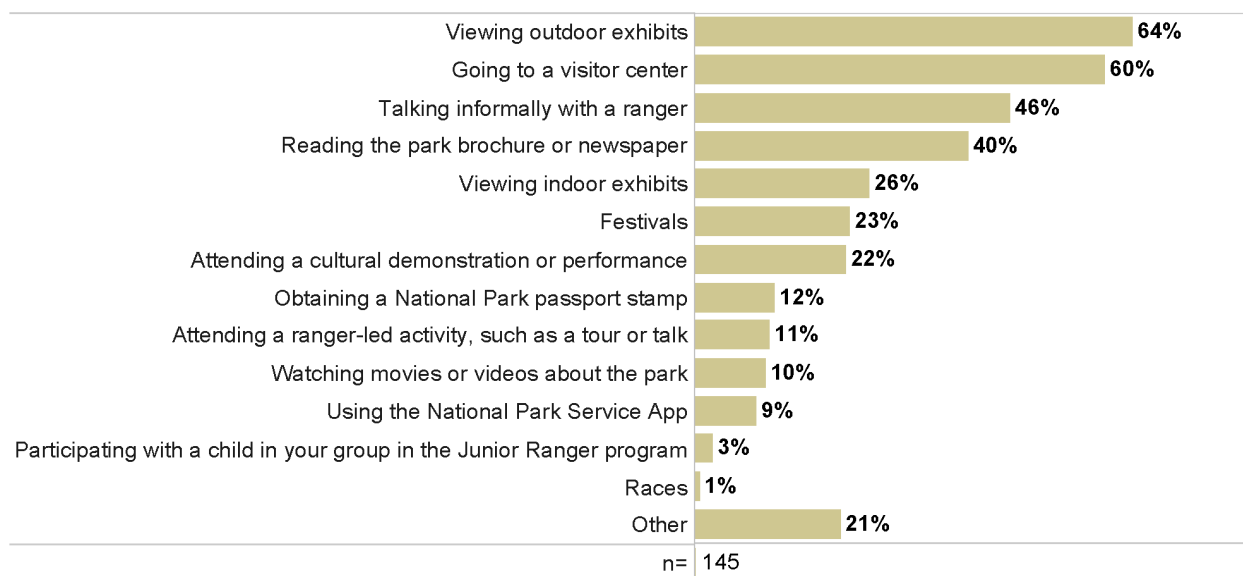


Figure 21. Participation in programs at Big South Fork National River & Recreation Area.

- The two most-used programs were viewing outdoor exhibits and going to a visitor center, with the majority of respondents (64% and 60% respectively) reporting participating in each of them.

A follow-up question asked respondents if they were to visit Big South Fork National River & Recreation Area in the future, were there specific subjects they would like to learn about (Figure 22).

**If you were to visit Big South Fork National River and Recreation Area in the future, are there specific subjects you would like to learn about?**

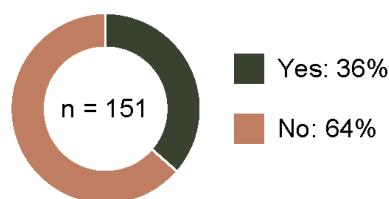


Figure 22. Learning outcomes while visiting Big South Fork National River & Recreation Area.

- About a third of respondents (36%) reported that if they were to visit Big South Fork National River & Recreation Area in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to this question were asked to elaborate.

### **Questions 12-13: Use of Devices**

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Big South Fork National River & Recreation Area (Figure 23).

**Did you use a personal electronic device while in Big South Fork National River and Recreation Area to do any of the following actions?**

|                                          |       | Yes | No  | Don't know |
|------------------------------------------|-------|-----|-----|------------|
| Send/receive a text message              | n=157 | 73% | 26% | 1%         |
| GPS/Navigation                           | n=153 | 73% | 26% | 1%         |
| Search the internet/email                | n=150 | 58% | 41% | 1%         |
| Make/receive a cell phone call           | n=151 | 51% | 48% | 1%         |
| Share pics/videos/audio via social media | n=153 | 48% | 52% | 1%         |
| Other (if specified)                     | n=29  | 41% | 45% | 14%        |

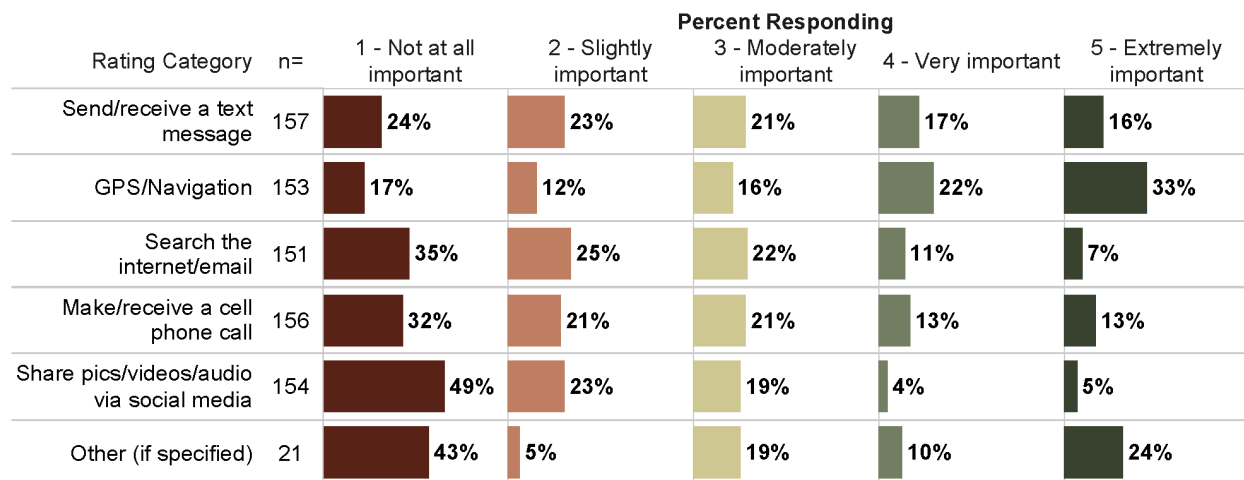
*Labels <1% are not shown*

Figure 23. Use of personal electronic devices while visiting Big South Fork National River & Recreation Area. Tabular data shown in this figure are presented in Appendix A, Table 14.

- Nearly three-quarters of respondents (73%) reported sending or receiving text messages, and another three-quarters of respondents (73%) reported utilizing GPS or navigation.
- More than half of respondents reported searching the internet or email (58%), and made or received a cell phone call (51%)
- Less than half of respondents (48%) shared photos, videos, or audio via social media.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 24), and the quality of their service (Figure 25).

**How important to you was it during your visit to Big South Fork National River and Recreation Area to use personal electronic devices to do each of the following?**



*Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)*

Figure 24. The importance of the use of personal electronic devices while visiting Big South Fork National River & Recreation Area. Tabular data shown in this figure are presented in Appendix A, Table 15.

- The most important device uses were GPS and navigation and sending or receiving text messages (33% and 16% of respondents, respectively, rated them as extremely important).
- Sharing photos, videos, or audio via social media was rated as extremely important only by 6% of respondents, and not at all important by 49% of respondents.

### How would you rate the quality of service to do each of the following?

| Rating Category                          | n=  | Percent Responding |          |             |          |               |
|------------------------------------------|-----|--------------------|----------|-------------|----------|---------------|
|                                          |     | 1 - No service     | 2 - Poor | 3 - Average | 4 - Good | 5 - Very good |
| Send/receive a text message              | 125 | 7%                 | 26%      | 30%         | 23%      | 14%           |
| GPS/Navigation                           | 121 | 9%                 | 21%      | 30%         | 21%      | 19%           |
| Search the internet/email                | 114 | 13%                | 29%      | 31%         | 15%      | 12%           |
| Make/receive a cell phone call           | 116 | 10%                | 30%      | 31%         | 16%      | 12%           |
| Share pics/videos/audio via social media | 101 | 18%                | 25%      | 29%         | 15%      | 14%           |
| Other (if specified)                     | 14  |                    | 29%      | 29%         | 21%      | 21%           |

Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

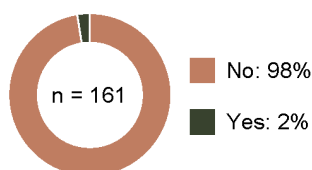
Figure 25. Quality of service for personal electronic devices while visiting Big South Fork National River & Recreation Area. Tabular data shown in this figure are presented in Appendix A, Table 16.

- GPS or navigation was rated as very good or good by 19% and 21% of respondents, respectively. However, 9% of respondents reported that they had no service for this.
- Less than one-fifth of respondents (ranging from 7% to 18%, depending on the service) reported that they also had no service for sharing photos, videos, or audio via social media, making or receiving phone calls, searching the internet or email, or sending and receiving text messages.
- However, a small percentage of respondents (ranging from 12% to 14%, depending on the service) rated these services as very good.

### Question 14: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Big South Fork National River & Recreation Area. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 26).

Did anyone in your personal group have difficulties accessing or participating in park activities or services within Big South Fork National River and Recreation Area during your trip? Please mark one.



[If yes] Which specific difficulties did the person(s) have? Please mark all that apply.

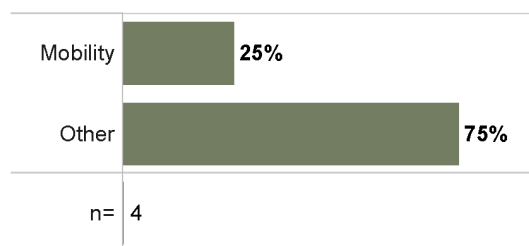


Figure 26. Physical difficulties while visiting Big South Fork National River & Recreation Area.

- The majority of respondents (98%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Big South Fork National River & Recreation Area.
- Among the 2% of respondents who identified at least one difficulty, 25% reported mobility issues in their group, with the remaining 75% reporting some other difficulty.

### Questions 17-19: Visitor Experience

Respondents were then given several statements about Big South Fork National River & Recreation Area and asked to indicate their level of agreement or disagreement with each given statement (Figure 27).

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

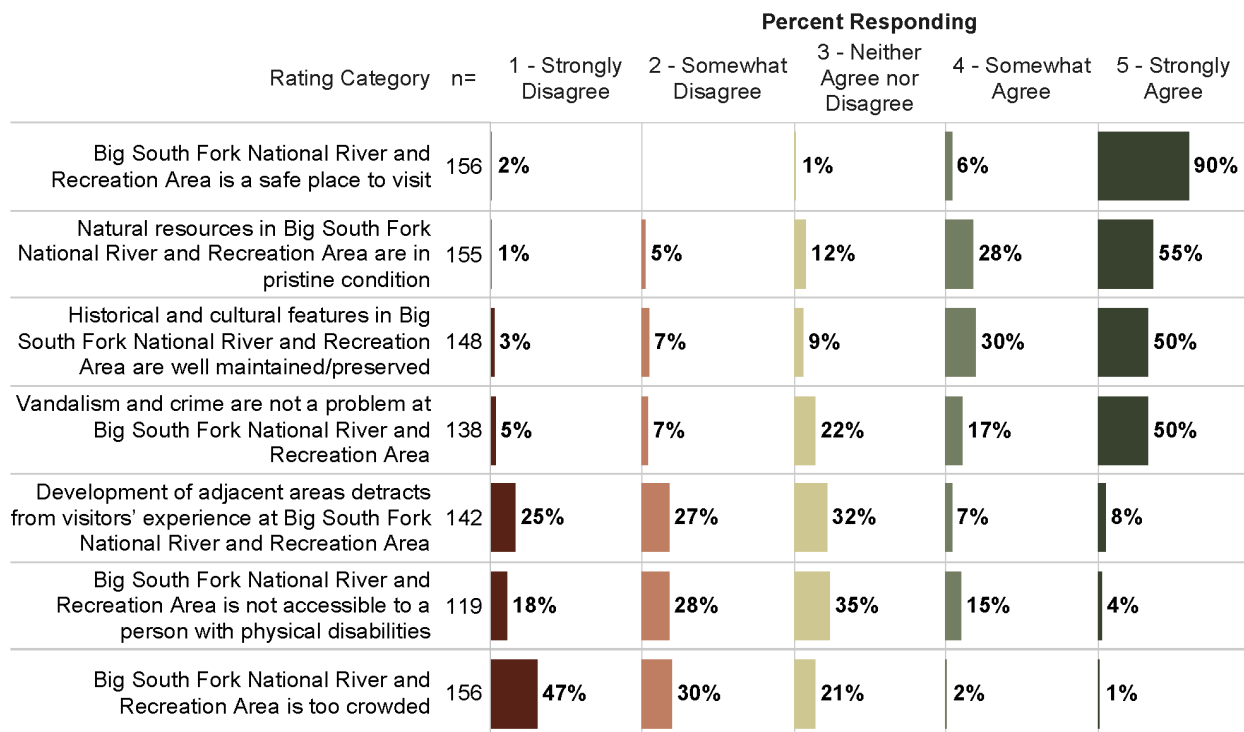


Figure 27. Rating Big South Fork National River & Recreation Area experience. Tabular data shown in this figure are presented in Appendix A, Table 17.

- From all the statements listed, “Big South Fork National River & Recreation Area is a safe place to visit” received the most consensus with a combined 96% of respondents saying they either strongly or somewhat agreed with it. That was followed by “natural resources in Big South Fork National River & Recreation Area are in pristine condition” and “historical and cultural features in Big South Fork National River & Recreation Area are well maintained / preserved” (83% and 80% of respondents, respectively, strongly or somewhat agreed with these statements).

- Conversely, “Big South Fork National River & Recreation Area is too crowded” and “development of adjacent areas detracts from visitors’ experiences at Big South Fork National River & Recreation Area” received the least support, with 3% and 15% of respondents respectively either somewhat or strongly agreeing with these statements, while 47% and 25% respectively, strongly disagreed with these statements.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Big South Fork National River & Recreation Area (Figure 28).

**How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Big South Fork National River and Recreation Area?**

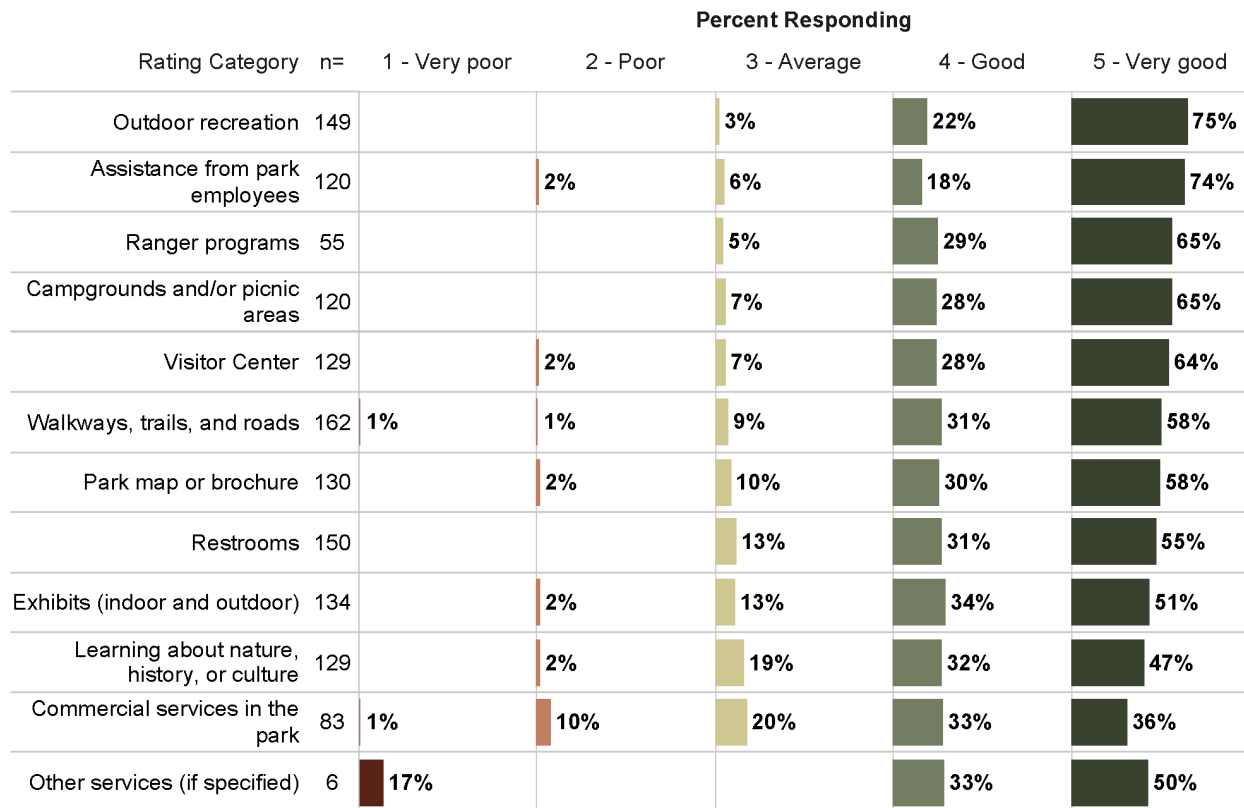


Figure 28. Rating the quality of specific Big South Fork National River & Recreation Area facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, Table 18.

- Over half of respondents (ranging from 75% to 51%) rated outdoor recreation, assistance from park employees, ranger programs, campgrounds and / or picnic areas, visitor centers, walkways trails and roads, park maps or brochures, restrooms, and indoor and outdoor exhibits as very good.
- Conversely, fewer than half of respondents rated learning about nature, history, or culture, and commercial services in the park as very good.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 29).

**Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Big South Fork National River and Recreation Area?**

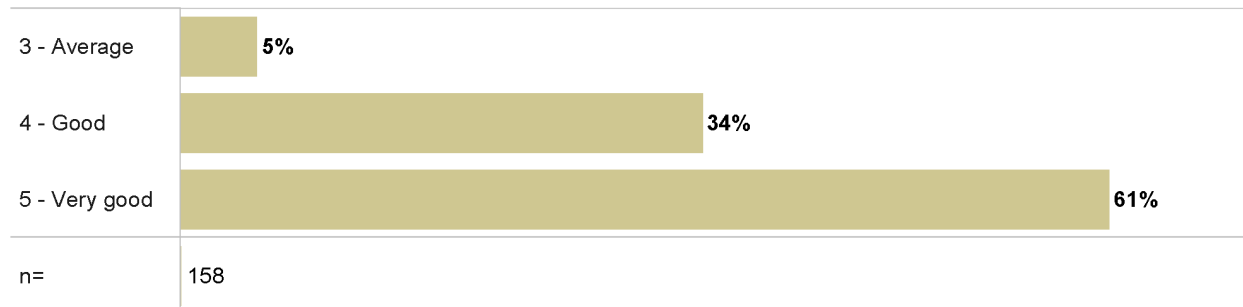


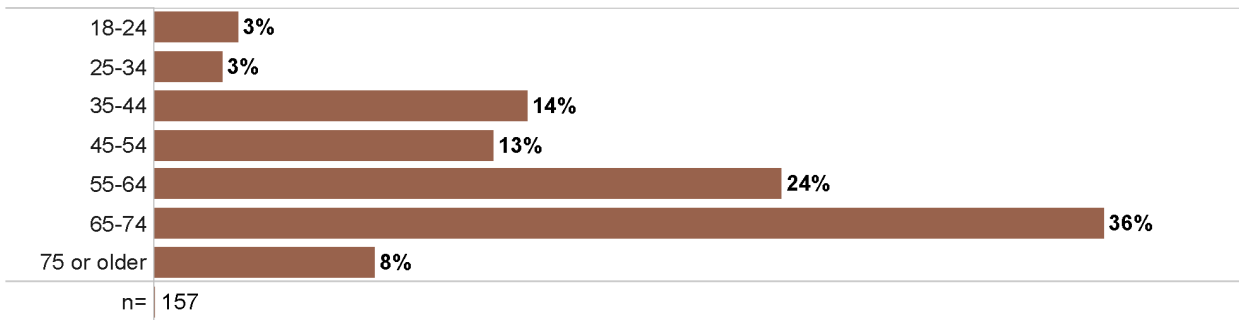
Figure 29. Rating overall quality of Big South Fork National River & Recreation Area facilities, visitor services, and recreational opportunities.

- In general, about three-fifths of respondents (61%) rated the quality of the park facilities, visitor services, and recreational opportunities in Big South Fork National River & Recreation Area as very good, and another 34% rated them as good.
- Few respondents (5%) rated the overall quality as average or below.

**Questions 20-26: Background/Demographics**

In the final section of the post-trip survey, respondents were asked various questions about their personal and household demographics. Figure 30 depicts descriptive statistics for respondent age and education.

### What is your age?



### What is the highest degree or level of school you have completed?

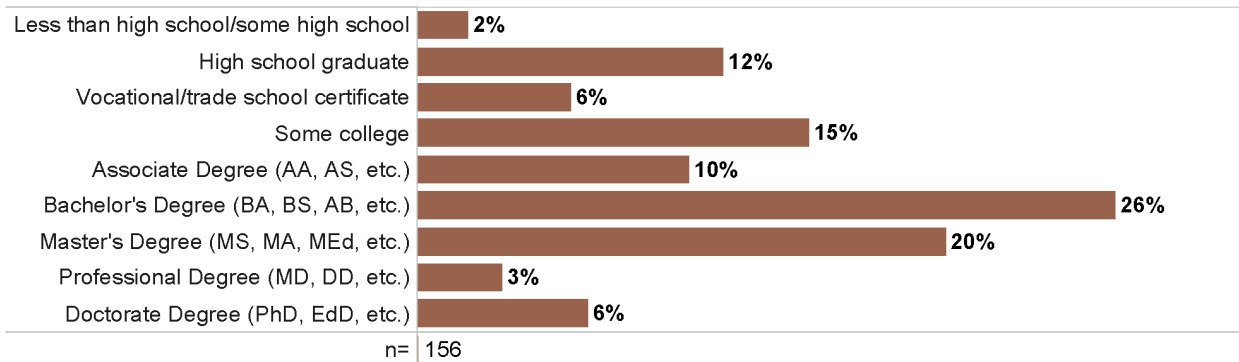


Figure 30. Respondent demographics: age and level of education.

- The most common age categories were 65 to 74 years old (36%), 55 to 64 years old (24%), and 35 to 44 years old (14%). The least represented age group was 25 to 34 years old (only 3% of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 65% having some college degree, and more than a quarter (29%) holding a master's professional, or doctorate degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 31).

### What is your race and/or ethnicity? Mark all that apply.

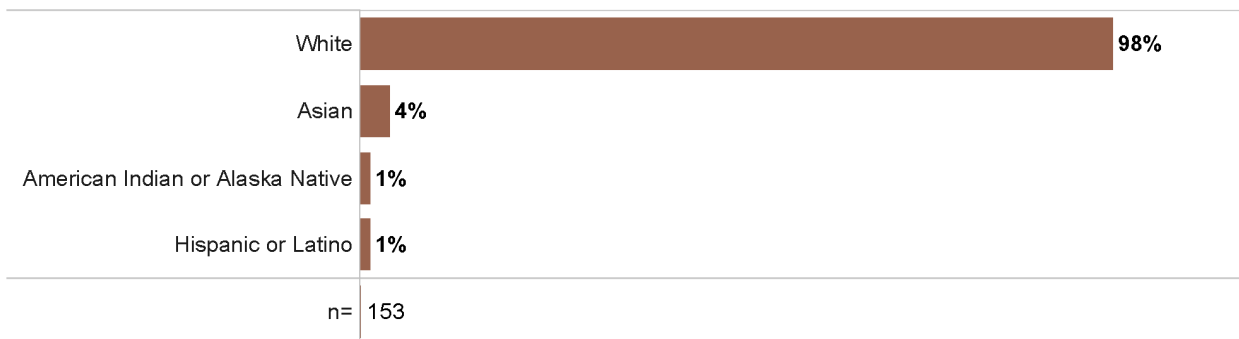


Figure 31. Respondent demographics: race and/or ethnicity.

- The majority of respondents (98%) were White, while 4% were Asian.

Finally, at a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 32).

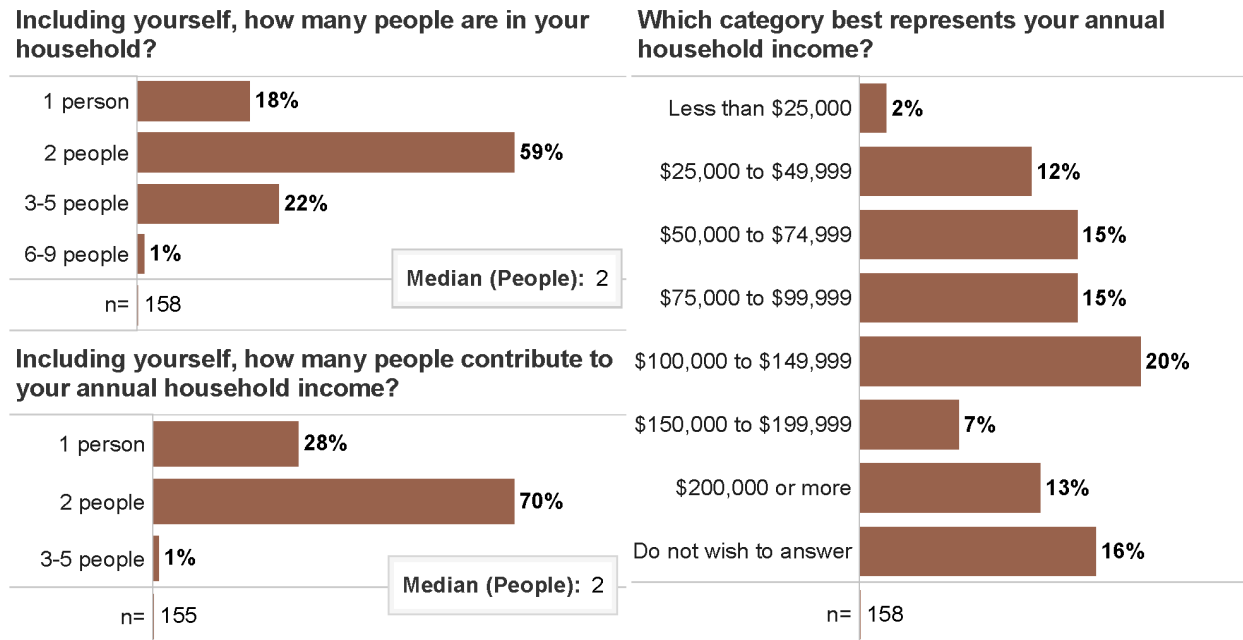


Figure 32. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, Table 19.

- Most respondents (59%) had two people in their household, followed by three to five people (another 22%).
- In addition to obtaining higher education, visitors surveyed at Big South Fork National River & Recreation Area also reported relatively high income levels. More than a quarter of respondents (27%) reported that their annual household income was between \$100,000 and \$199,999, and another 13% earned \$200,000 or more.
- Most respondents (70%) came from a dual-income household.

## Literature Cited

National Park Service (NPS). 2026. 2026 Socioeconomic Monitoring of Big South Fork National River & Recreation Area: Visitor intercept and post-trip surveys.  
<https://irma.nps.gov/DataStore/Reference/Profile/2318813>

## Appendix A: Accessible Tables

Table 8 through Table 19 contain tabular data from figures found in the body of the report.

Table 8. Data from Figure 2. Previous visits to Big South Fork National River & Recreation Area.

| Question                                                                                                                                                     | Sample Size (n) | Median |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------|
| [If not first-time visitor] Including this visit, how many visits have you made to Big South Fork National River & Recreation Area over the past 12 months?  | 358             | 4      |
| [If not first-time visitor] Including this visit, how many visits have you made to Big South Fork National River & Recreation Area over the past five years? | 358             | 15     |

Table 9. Data from Figure 3. Visits made to other NPS sites within the past year.

| Question                                                                  | Sample Size (n) | Median |
|---------------------------------------------------------------------------|-----------------|--------|
| How many visits have you made to other NPS sites over the past 12 months? | 493             | 2      |

Table 10. Data from Figure 9. Number of nights spent in the local area around Big South Fork National River & Recreation Area, by accommodation type.

| Accommodation Type                                                                                         | Sample Size (n) | Median |
|------------------------------------------------------------------------------------------------------------|-----------------|--------|
| [If backcountry camping in Big South Fork National River & Recreation Area] Number of nights               | 12              | 3      |
| [If camping in Big South Fork National River & Recreation Area] Number of nights                           | 151             | 3      |
| [If camping outside of Big South Fork National River & Recreation Area in the local area] Number of nights | 16              | 4      |
| [If lodging in Big South Fork National River & Recreation Area] Number of nights                           | 7               | 1      |
| [If lodging outside Big South Fork National River & Recreation Area in local area] Number of nights        | 44              | 2      |
| [If staying in unpaid accommodations] Number of nights                                                     | 5               | 3      |

Table 11. Data from Figure 10. Number of adults and children in respondent's personal group, and total group size, while visiting Big South Fork National River & Recreation Area.

| Group Composition | Sample Size (n) | Median |
|-------------------|-----------------|--------|
| Adults            | 494             | 2      |
| Children          | 494             | 0      |
| Total group size  | 494             | 2      |

Table 12. Data from Figure 17. Number of people in respondent's vehicle when entering Big South Fork National River & Recreation Area.

| Question                                                                                                                                                                | Sample Size (n) | Median |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------|
| [If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Big South Fork National River & Recreation Area? | 461             | 2      |
| [If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Big South Fork National River & Recreation Area?            | 8               | 2      |
| [If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Big South Fork National River & Recreation Area?      | 2               | 1      |

Table 13. Data from Figure 20. Reasons or motivations to visit Big South Fork National River & Recreation Area.

| Rating Category                                  | Sample Size (n) |
|--------------------------------------------------|-----------------|
| To visit a National Park Service site            | 156             |
| To experience solitude                           | 160             |
| To hear the sounds of nature/quiet               | 159             |
| To learn more about nature                       | 157             |
| To learn more about American history and culture | 158             |
| To spend time with family/friends                | 156             |
| To get physical exercise                         | 159             |
| To view wildlife or natural scenery              | 159             |
| To relax                                         | 158             |
| Other (if specified)                             | 34              |

Table 14. Data from Figure 23. Use of personal electronic devices while visiting Big South Fork National River & Recreation Area.

| Device Use                               | Sample Size (n) |
|------------------------------------------|-----------------|
| Make/receive a cell phone call           | 151             |
| Send/receive a text message              | 157             |
| Search the internet/email                | 150             |
| GPS/Navigation                           | 153             |
| Share pics/videos/audio via social media | 153             |
| Other (if specified)                     | 29              |

Table 15. Data from Figure 24. The importance of the use of personal electronic devices while visiting Big South Fork National River & Recreation Area.

| Device Use                               | Sample Size (n) |
|------------------------------------------|-----------------|
| Make/receive a cell phone call           | 156             |
| Send/receive a text message              | 157             |
| Search the internet/email                | 151             |
| GPS/Navigation                           | 153             |
| Share pics/videos/audio via social media | 154             |
| Other (if specified)                     | 21              |

Table 16. Data from Figure 25. Quality of service for personal electronic devices while visiting Big South Fork National River & Recreation Area.

| Device Use                               | Sample Size (n) |
|------------------------------------------|-----------------|
| Make/receive a cell phone call           | 116             |
| Send/receive a text message              | 125             |
| Search the internet/email                | 114             |
| GPS/Navigation                           | 121             |
| Share pics/videos/audio via social media | 101             |
| Other (if specified)                     | 14              |

Table 17. Data from Figure 27. Rating Big South Fork National River & Recreation Area experience.

| Rating Category                                                                                                     | Sample Size (n) |
|---------------------------------------------------------------------------------------------------------------------|-----------------|
| Big South Fork National River & Recreation Area is a safe place to visit                                            | 156             |
| Big South Fork National River & Recreation Area is too crowded                                                      | 156             |
| Natural resources in Big South Fork National River & Recreation Area are in pristine condition                      | 155             |
| Vandalism and crime are not a problem at Big South Fork National River & Recreation Area                            | 138             |
| Big South Fork National River & Recreation Area is not accessible to a person with physical disabilities            | 119             |
| Historical and cultural features in Big South Fork National River & Recreation Area are well maintained/preserved   | 148             |
| Development of adjacent areas detracts from visitors' experience at Big South Fork National River & Recreation Area | 142             |

Table 18. Data from Figure 28. Rating the quality of Big South Fork National River & Recreation Area facilities, visitor services, and recreational opportunities.

| Rating Category                                                             | Sample Size (n) |
|-----------------------------------------------------------------------------|-----------------|
| Visitor Center                                                              | 129             |
| Exhibits (indoor and outdoor)                                               | 134             |
| Restrooms                                                                   | 150             |
| Walkways, trails, and roads                                                 | 162             |
| Campgrounds and/or picnic areas                                             | 120             |
| Assistance from park employees                                              | 120             |
| Park map or brochure                                                        | 130             |
| Ranger programs                                                             | 55              |
| Commercial services in the park (food, lodging, gifts, rental, etc.)        | 83              |
| Other services (if specified)                                               | 6               |
| Learning about nature, history, or culture                                  | 129             |
| Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.) | 149             |

Table 19. Data from Figure 32. Household demographics: annual household income and household size.

| Question                                                                        | Sample Size (n) | Median |
|---------------------------------------------------------------------------------|-----------------|--------|
| Including yourself, how many people are in your household?                      | 158             | 2      |
| Including yourself, how many people contribute to your annual household income? | 155             | 2      |