

OMB Number: XXXX (NPS #XX-XXX)

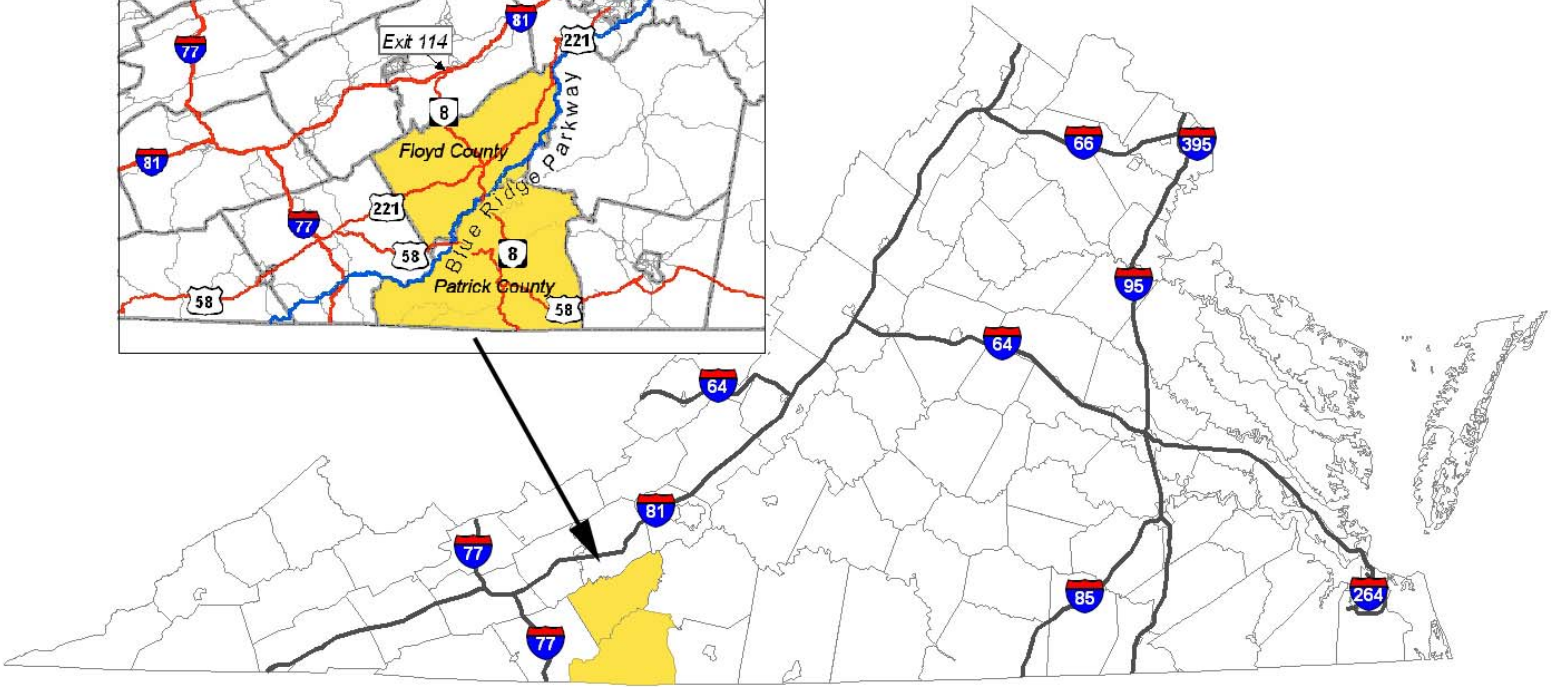
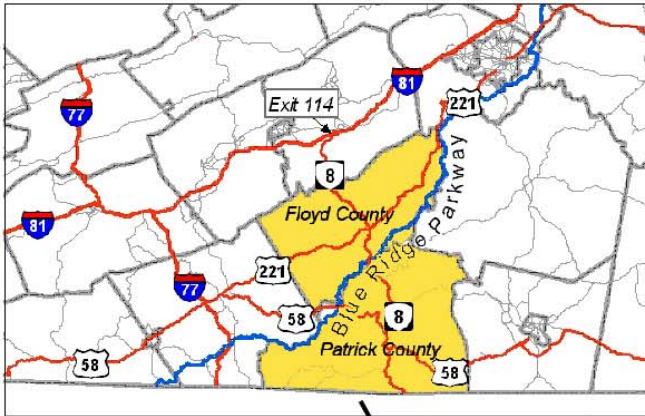
Expiration Date: XX/XX/XXXX

Floyd and Patrick Counties, Virginia Visitor Survey

National Park Service



**Rocky Knob Area of the
Blue Ridge Parkway**



Commonwealth of Virginia

ID _____ Date _____ Survey Location _____

[This first page is for the surveyor to complete before giving the survey to the respondent.]

You have been selected to participate in this survey because you are visiting Floyd and Patrick counties in the Commonwealth of Virginia. The map on the first page of this survey shows the location of these counties and of the Blue Ridge Parkway. **Please answer all questions in this survey based only on your visit to Floyd and Patrick counties, including the Blue Ridge Parkway around Rocky Knob.** If you are uncertain if a particular place is within these counties, please ask the survey administrator now. Thank you for your help with completing this survey!

1. Have you visited Floyd or Patrick counties before today? *(Please check one)* (Topic Area 1 – Individual Characteristics) [1.VISHIS1]

Yes → including this time, how many times have you visited Floyd or Patrick counties in the past 2 years? _____

No → Go to question 2.

2. On this visit, how long will you stay in Floyd and Patrick counties? Please list partial hours as 1/4, 1/2, or 3/4. (Topic Area 2 – Trip/Visit Characteristics) [3.TRIPC11]

_____ Number of **hours**, if less than 24 hours

OR

_____ Number of **days**, if 24 hours or more

3. How many people are in your party today, including you? (Topic Area 1 – Individual Characteristics) [VARIATION OF 1.GR3]

Party size: _____

4. What things did you like most about your visit to Floyd and Patrick counties? *(List up to 3.)* (Topic Area 6 - Individual Perceptions of their Park Experiences) [6.EVALSERV25]

1. _____
2. _____
3. _____

5. What things did you like least about your visit to Floyd and Patrick counties? *(List up to 3.)* (Topic Area 6 - Individual Perceptions of their Park Experiences) [6.EVALSERV24]

1. _____
2. _____
3. _____

6. a. Are there places in Floyd and Patrick counties that are special enough you would tell your friends about them? *(If yes, list up to 3. If no, leave blank and go to Question 7.)* (Topic Area 2 – Trip/Visit Characteristics)

1. _____
2. _____
3. _____

b. How did you find these places? (Please check all that apply) (Topic Area 2 – Trip/Visit Characteristics)

- Recommendation from another Internet Printed materials
 Road signs Happened across them Television or radio
 Other (Please specify) _____

7. Were Floyd and Patrick counties (including the Blue Ridge Parkway) the primary destination of your trip from home? (Please check one) (Topic Area 2 – Trip/Visit Characteristics) [VARIATION OF 2.TPLAN4]

- Yes
 No → what was your primary destination? _____

8. What was the main reason for your trip to Floyd and Patrick counties? (Please check one) (Topic Area 2 – Trip/Visit Characteristics) [VARIATION OF 3.TRIPC1]

- Outdoor recreation Visit friends and relatives Shopping
 Passing through Attend festival/special event Visit second home/camp
 Business related Vacation Visit attractions
 Sightseeing Driving the Blue Ridge Parkway
 Other (Please specify) _____

9. Please check the following activities in which you participated while visiting Floyd and Patrick counties, including the Blue Ridge Parkway. Then for each activity checked, please indicate how important that activity was to your visit by circling one number. (Topic Area 3 – Individual Activities and Uses of Park Resources) [VARIATION OF 3.ACT22]

| Did you participate in... | Importance | | | |
|--|---------------|--------------------|----------------------|----------------|
| | Not Important | Somewhat Important | Moderately Important | Very Important |
| <input type="checkbox"/> hiking | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> walking | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> biking | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> wildlife viewing | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> visiting with family/friends | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> observing scenery/views | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> swimming | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> picnicking | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> hunting/fishing | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> camping | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> festivals | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> golfing | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> dining out | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> driving a motorcycle for pleasure | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> driving for pleasure in a vehicle other than a motorcycle on the Blue Ridge Parkway | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> driving for pleasure on other roads in Floyd and Patrick Counties | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> sampling local foods | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> shopping | 1 | 2 | 3 | 4 |

| | | | | |
|---|---|---|---|---|
| <input type="checkbox"/> wine tasting | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> visiting historical or cultural sites | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> learning about Native American heritage | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> visiting Mabry Mill | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> visiting art/craft studios or centers | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> observing/talking with local artists and craft persons | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> visiting farms/gardens | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> visiting covered bridges | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> listening to local musicians | 1 | 2 | 3 | 4 |
| <input type="checkbox"/> visiting natural sites (e.g., parks, preserves, etc.) | 1 | 2 | 3 | 4 |
| others: (please specify) | | | | |
| _____ | 1 | 2 | 3 | 4 |
| _____ | 1 | 2 | 3 | 4 |
| _____ | 1 | 2 | 3 | 4 |

10. How likely would you or the members of your household be to visit an attraction in Floyd and Patrick counties that showcases the following themes? Each theme would be based on events, people, or products from Floyd and Patrick counties. *(Please circle one number for each theme)* (Topic Area 3 – Individual Activities and Uses of Park Resources) [VARIATION OF 3.LEARNS]

| Showcased Theme | Definitely would not visit | Probably would not visit | Probably would visit | Definitely would visit |
|--|----------------------------|--------------------------|----------------------|------------------------|
| Changes in mountain/rural life over the last 100 years | 1 | 2 | 3 | 4 |
| Traditional skills for mountain and outdoor living | 1 | 2 | 3 | 4 |
| Nature and natural history | 1 | 2 | 3 | 4 |
| Native American heritage | 1 | 2 | 3 | 4 |
| Local artistry or crafts | 1 | 2 | 3 | 4 |
| Local products | 1 | 2 | 3 | 4 |
| Agriculture and farming | 1 | 2 | 3 | 4 |
| Organic farming and sustainable living | 1 | 2 | 3 | 4 |
| Local foods | 1 | 2 | 3 | 4 |
| Theatre and performances | 1 | 2 | 3 | 4 |
| Mountain people | 1 | 2 | 3 | 4 |
| Mountain history and folklore | 1 | 2 | 3 | 4 |
| Genealogy (i.e., exploring family connections) | 1 | 2 | 3 | 4 |
| Mountain and bluegrass music | 1 | 2 | 3 | 4 |
| Civil war history | 1 | 2 | 3 | 4 |
| Wine and winemaking | 1 | 2 | 3 | 4 |
| Others: (please specify) | | | | |
| _____ | 1 | 2 | 3 | 4 |
| _____ | 1 | 2 | 3 | 4 |
| _____ | 1 | 2 | 3 | 4 |

11. What type of accommodations, if any, did you use on this trip to Floyd and Patrick counties? *(Please check all that apply)* (Topic Area 2 – Trip/Visit Characteristics) [VARIATION OF 3.TRIPC15]

- Rented cabin/cottage/home Motel/Hotel Campgrounds/RV
- Resort Bed & Breakfast Personal vacation home
- Friends/Relatives house
- Other *(Please specify)* _____

12. Prior to this visit, how did you obtain information about Floyd and Patrick counties? *(Please check all that apply)* (Topic Area 2 – Trip/Visit Characteristics) [2.TPLAN11]

- Did not obtain information prior to my visit -> Go to Question 13
- Recommendation from friend/relative Road signs Floyd County Website
- Recommendation from travel agent Billboards Patrick County Website
- Business advertisement Newspaper article Travel guidebook
- Regional tourism office Newspaper advertisement E-mail advertisement
- State tourism office Magazine article Television
- Visitor center Magazine advertisement My past experience
- Other *(Please specify)* _____

13. For what purpose, if any, did you use the Internet when planning this trip? *(Please check all that apply)* (Topic Area 2 – Trip/Visit Characteristics)

- None, I did not use Internet Price information Reservations
- Researching the area Purchasing tour package(s) Images of area
- Phone numbers and addresses Personal recommendations Determining when to travel
- Other *(please describe)* _____

14. How many hours did you spend planning your trip to Floyd and Patrick counties? Please list partial hours as 1/4, 1/2, or 3/4. (Topic Area 2 – Trip/Visit Characteristics) [VARIATION OF 3.TRIPC11]

Hours spent planning: _____

15. How important were the following factors to your visit to Floyd and Patrick counties, including the Blue Ridge Parkway? *(Please circle one number for each item)* (Topic Area 6 - Individual Perceptions of their Park Experiences)

| | Importance | | | |
|---|----------------------|---------------------------|-----------------------------|-----------------------|
| | Not Important | Somewhat Important | Moderately Important | Very Important |
| Following a planned itinerary | 1 | 2 | 3 | 4 |
| Exploring the area | 1 | 2 | 3 | 4 |
| Accidentally discovering places not on your planned itinerary | 1 | 2 | 3 | 4 |
| Keeping to your plans | 1 | 2 | 3 | 4 |
| Not having enough time | 1 | 2 | 3 | 4 |
| Being able to wander | 1 | 2 | 3 | 4 |
| Being able to take an organized tour | 1 | 2 | 3 | 4 |
| Being able to find your way around | 1 | 2 | 3 | 4 |
| Being able to get from place to place | 1 | 2 | 3 | 4 |

| | | | | |
|---|---|---|---|---|
| quickly | | | | |
| Being able to escape crowds | 1 | 2 | 3 | 4 |
| Visiting <u>specific</u> sites or attractions (please specify) | | | | |
| _____ | 1 | 2 | 3 | 4 |
| _____ | 1 | 2 | 3 | 4 |
| _____ | 1 | 2 | 3 | 4 |
| Others: (please specify) | | | | |
| _____ | 1 | 2 | 3 | 4 |
| _____ | 1 | 2 | 3 | 4 |
| _____ | 1 | 2 | 3 | 4 |

16. Do you live in the United States? (Please check one and fill in the appropriate blank.) (Topic Area 1 – Individual Characteristics) [1.RES3]

- Yes (What is your zip code? _____)
- No (What country do you live in? _____)

17. What is the highest level of formal schooling you have completed? (Please check one) (Topic Area 1 – Individual Characteristics) [1ED2]

- Less than high school
- Some high school
- High school graduate
- Some college
- Two-year college degree
- Four-year college degree
- Graduate or professional degree

18. In what year were you born? (Topic Area 1 – Individual Characteristics) [1AGE1]

Year born: _____

19. What is your gender? (Please check one) (Topic Area 1 – Individual Characteristics) [1GEN2]

- Male
- Female

20. Which category best describes your total household income in 2007 before taxes? (Please check one) (Topic Area 1 – Individual Characteristics) [1INCOM1]

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

Thank you for your help with this survey! Please return it by placing it in the self-addressed stamped envelope provided and then in the mail.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Permanent data will be anonymous. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

BURDEN ESTIMATE STATEMENT: Public reporting burden for this form is estimated to average 15 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to:

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