

## VISUAL PREFERENCE STUDY

### A Visual Survey of Blue Ridge Parkway Overlooks

The University of Tennessee, with permission from the Blue Ridge Parkway, is researching what visitors like to see at Parkway overlooks. Your ratings of the photographs, plus your answers to the additional questions, will aid the National Park Service in the management and planning of the Blue Ridge Parkway.

#### Instructions

First, please look through the pictures quickly to get a general feeling for what they are about. Then, go back and RATE EACH OF THE SCENES AS TO HOW MUCH YOU LIKE IT.

All you need to do is circle the number below EACH photograph to indicate whether you like the scene:

- |                 |
|-----------------|
| 1 = not at all  |
| 2 = a little    |
| 3 = somewhat    |
| 4 = quite a bit |
| 5 = very much   |

THANK YOU

Donald G. Hodges  
The University of Tennessee



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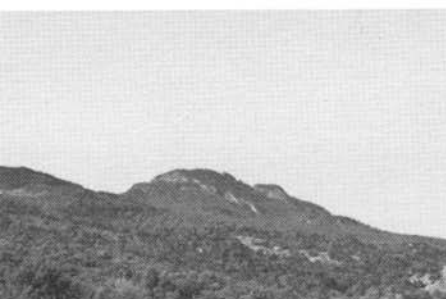
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To better understand your ratings of the photographs, we need to know something of your current trip, and any past trips, on the Blue Ridge Parkway. Would you please answer the following questions?

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CURRENT TRIP

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- How many days, or what part of a day, did you spend traveling along the Blue Ridge Parkway on your current trip? \_\_\_\_\_ DAY(S)
- Approximately how many miles is it from your current residence to the point at which you entered the Blue Ridge Parkway? \_\_\_\_\_ MILES
- On this trip, was the Blue Ridge Parkway: (check most appropriate answer)  
 \_\_\_\_\_ YOUR MAJOR DESTINATION  
 \_\_\_\_\_ ONE OF TWO OR THREE MAJOR DESTINATIONS  
 \_\_\_\_\_ ONE OF MANY DESTINATIONS  
 \_\_\_\_\_ NOT A DESTINATION
- What other natural areas did you visit during this trip? (check as many as apply to your visit)  
 \_\_\_\_\_ SHENANDOAH NATIONAL PARK  
 \_\_\_\_\_ GREAT SMOKY MOUNTAINS NATIONAL PARK  
 \_\_\_\_\_ NATIONAL FORESTS  
 \_\_\_\_\_ STATE PARKS OR FORESTS  
 \_\_\_\_\_ OTHER (please specify) \_\_\_\_\_  
 \_\_\_\_\_ I DID NOT VISIT ANY OTHER NATURAL AREAS ON THIS TRIP.
- People have many reasons for traveling the Blue Ridge Parkway. A number of these reasons are listed below. Please indicate how important you feel each reason is for your use of the Parkway on this visit.

	Not at all Important	Somewhat Important	Important	Very Important	Extremely Important	Does Not Apply
a. to visit relative or friends	( )	( )	( )	( )	( )	( )
b. to go to and from work	( )	( )	( )	( )	( )	( )
c. to take a vacation	( )	( )	( )	( )	( )	( )
d. to view the scenery along the Parkway	( )	( )	( )	( )	( )	( )
e. to participate in outdoor recreational activities such as camping, hiking, picnicking, etc.	( )	( )	( )	( )	( )	( )
f. to visit Parkway facilities such as visitor centers, demonstration areas, etc.	( )	( )	( )	( )	( )	( )
g. to learn more about the area	( )	( )	( )	( )	( )	( )
h. Other (specify) _____	( )	( )	( )	( )	( )	( )

6. On this trip: (please circle best approximation)

a. how many pull-off overlooks did you stop at?

0      1-2      3-5      6-10      11-15      15+

b. how many pictures did you take at pull-off overlooks

0      1-5      6-10      11-20      21-36      36+

7. Many factors may influence why you stop or do not stop at a given overlook. Please indicate whether each of the following encouraged or discouraged you from stopping at the overlooks.

	<i>Greatly Discouraged</i>	<i>Mildly Discouraged</i>	<i>No Effect</i>	<i>Mildly Encouraged</i>	<i>Greatly Encouraged</i>	<i>Did not encounter factor</i>
a. Pull off was on your side of road	( )	( )	( )	( )	( )	( )
b. Overlook not well maintained	( )	( )	( )	( )	( )	( )
c. Information sign at overlook	( )	( )	( )	( )	( )	( )
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d. Had already stopped at a similar overlook	( )	( )	( )	( )	( )	( )
e. Trail starting at overlook	( )	( )	( )	( )	( )	( )
f. View from overlook	( )	( )	( )	( )	( )	( )
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g. Shrubs or trees blocking view	( )	( )	( )	( )	( )	( )
h. Rock information at overlook	( )	( )	( )	( )	( )	( )
i. Had to drive extra $\frac{1}{2}$ - $\frac{1}{4}$ mile off Parkway to overlook	( )	( )	( )	( )	( )	( )
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j. Stream at pull off	( )	( )	( )	( )	( )	( )
k. Other cars stopped at overlook	( )	( )	( )	( )	( )	( )
l. Picnic site at overlook	( )	( )	( )	( )	( )	( )
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m. exhibit at overlook	( )	( )	( )	( )	( )	( )
n. Good subject for photography	( )	( )	( )	( )	( )	( )
o. Other (specify) _____	( )	( )	( )	( )	( )	( )

8. At different points along the Parkway, there are numerous facilities provided for you and other visitors. Please indicate how important each of the following is to your enjoyment of the Blue Ridge Parkway. (please check each item)

	<i>Not at all Important</i>	<i>Somewhat Important</i>	<i>Important</i>	<i>Very Important</i>	<i>Extremely Important</i>
a. bathrooms	( )	( )	( )	( )	( )
b. picnic tables	( )	( )	( )	( )	( )
c. information signs	( )	( )	( )	( )	( )
d. parking space	( )	( )	( )	( )	( )
e. trash containers	( )	( )	( )	( )	( )
f. drinking water	( )	( )	( )	( )	( )
g. pamphlets	( )	( )	( )	( )	( )
h. nature trails	( )	( )	( )	( )	( )
i. Parkway exhibits	( )	( )	( )	( )	( )
j. maps	( )	( )	( )	( )	( )
k. hiking trails	( )	( )	( )	( )	( )
l. other _____	( )	( )	( )	( )	( )

9. When you stop at Parkway pulloffs or overlooks: how frequently do you do each of the following (please check each item).

	<i>Never</i>	<i>Seldom</i>	<i>Occasion- ally</i>	<i>Fre- quently</i>	<i>Almost Always</i>
a. get out of the car	( )	( )	( )	( )	( )
b. read information signs	( )	( )	( )	( )	( )
c. take photographs	( )	( )	( )	( )	( )
d. discuss what you see with those in your group	( )	( )	( )	( )	( )
e. picnic	( )	( )	( )	( )	( )
f. hike	( )	( )	( )	( )	( )
g. talk to others stopped at pulloff	( )	( )	( )	( )	( )
h. explore the area	( )	( )	( )	( )	( )
i. try to identify what you see	( )	( )	( )	( )	( )
j. other _____	( )	( )	( )	( )	( )



10. While driving along the Parkway, how frequently do you engage in the following activities. (please check each item)

	<i>Never</i>	<i>Seldom</i>	<i>Occasionally</i>	<i>Frequently</i>	<i>Almost Always</i>
a. talk about what you see	( )	( )	( )	( )	( )
b. point out items of interest	( )	( )	( )	( )	( )
c. have one person act as guide	( )	( )	( )	( )	( )
d. take photographs from your vehicle	( )	( )	( )	( )	( )
e. use a guidebook of the Parkway	( )	( )	( )	( )	( )
f. remain silent as you view the Parkway	( )	( )	( )	( )	( )
g. carry on conversations not related to Parkway	( )	( )	( )	( )	( )
h. other _____	( )	( )	( )	( )	( )

11. Do you feel that you have to stop and get out of your vehicle to enjoy the scenery along the Parkway? (please check most appropriate answer)

\_\_\_\_\_ YES, USUALLY

\_\_\_\_\_ YES, SOMETIMES

\_\_\_\_\_ UNDECIDED

\_\_\_\_\_ NO, NOT USUALLY

\_\_\_\_\_ NO, NOT AT ALL

12. Considering the number of pulloffs that you typically stop at, how would reducing the number of pulloffs affect your enjoyment of the Parkway? (please check most appropriate answer)

\_\_\_\_\_ IT WOULD REDUCE MY ENJOYMENT A GREAT DEAL

\_\_\_\_\_ IT WOULD REDUCE MY ENJOYMENT SOMEWHAT

\_\_\_\_\_ IT WOULD NOT AFFECT MY ENJOYMENT

\_\_\_\_\_ UNDECIDED

13. The Blue Ridge Parkway has a large variety of scenery. A number of these different scenes are listed below. For each one, check the box that indicates how desirable you feel each type of scenery is:

	Not at all	Neutral	A little	Somewhat	Quite a bit	Very much
a. small towns or communities	( )	( )	( )	( )	( )	( )
b. mountain peaks and ridges	( )	( )	( )	( )	( )	( )
c. rivers flowing through farms	( )	( )	( )	( )	( )	( )
d. distant views of flat plains	( )	( )	( )	( )	( )	( )
e. rolling hills	( )	( )	( )	( )	( )	( )
f. flowering plants	( )	( )	( )	( )	( )	( )
g. valleys	( )	( )	( )	( )	( )	( )
h. tall trees	( )	( )	( )	( )	( )	( )
i. steep dropoffs or cliffs	( )	( )	( )	( )	( )	( )
j. farms and farm buildings	( )	( )	( )	( )	( )	( )
k. other _____	( )	( )	( )	( )	( )	( )

PAST USE

- How many different years have you visited the Blue Ridge Parkway? (For example if you visited the Parkway in 1968, 1980, and this year your answer would be 3 years). \_\_\_\_\_ YEARS
- Other than this trip, how many times have you visited the Parkway during...
  - the last year? \_\_\_\_\_ NUMBER OF TRIPS
  - the last 5 years? \_\_\_\_\_ NUMBER OF TRIPS
  - the last 10 years? \_\_\_\_\_ NUMBER OF TRIPS
- On the average about how many days per trip do you spend on the Blue Ridge Parkway? \_\_\_\_\_ DAYS/TRIP

USER INFORMATION

These questions deal with information that will help us determine the future use of the Blue Ridge Parkway. All information is strictly confidential and will not be associated with you as an individual.

1. Current residence: \_\_\_\_\_  
city state

2. What is your occupation? Please be as specific as possible, tell what kind of work you do, not for whom you work. If student, housewife, or retired, please say so. \_\_\_\_\_

3. In what year were you born? \_\_\_\_\_

4. Sex: \_\_\_\_\_ MALE  
\_\_\_\_\_ FEMALE

5. Check the box that best describes where you lived most of the time before your 16th birthday.

- \_\_\_\_\_ on a farm or ranch  
\_\_\_\_\_ in the country but not on a farm or ranch  
\_\_\_\_\_ in a small town (population less than 2,500)  
\_\_\_\_\_ in a town or small city (2,501 - 25,000)  
\_\_\_\_\_ in a city (25,001 - 100,000)  
\_\_\_\_\_ in a suburb and within 25 miles of a large city (more than 100,000)  
\_\_\_\_\_ in a large city (more than 100,000)

6. Education: check the highest level attained

- \_\_\_\_\_ 8th grade or less  
\_\_\_\_\_ Attended high school  
\_\_\_\_\_ Graduated from high school  
\_\_\_\_\_ Technical/Business school  
\_\_\_\_\_ Attended college  
\_\_\_\_\_ Completed college  
\_\_\_\_\_ Advanced degree

7. Income: check the level that contains your 1981 TOTAL FAMILY INCOME before taxes.

- \_\_\_\_\_ LESS THAN \$5,000  
\_\_\_\_\_ \$5,000 - \$9,999  
\_\_\_\_\_ \$10,000 - 14,999  
\_\_\_\_\_ \$15,000 - 19,999  
\_\_\_\_\_ \$20,000 - 29,999  
\_\_\_\_\_ \$30,000 - 39,999  
\_\_\_\_\_ \$40,000+

Up to this point the questions have dealt directly with your trip to the Blue Ridge Parkway. Now we would like to ask a few more general questions about some environmental and group related attitudes which may be important to this study. We would appreciate you giving us your opinion on these items.

#### ENVIRONMENTAL ISSUES-OPINIONS

We would like to get your opinion on a wide range of environmental issues. For each of the following statements, please indicate the extent to which you agree or disagree by checking the appropriate box.

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Don't Know
1. We are approaching the limit of the number of people the earth can support.	( )	( )	( )	( )	( )	( )
2. The balance of nature is very delicate and easily upset.	( )	( )	( )	( )	( )	( )
3. Most citizens are concerned about the quality of the environment.	( )	( )	( )	( )	( )	( )
4. Humans have the right to modify the natural environment to suit their needs.	( )	( )	( )	( )	( )	( )
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5. Mankind was created to rule over the rest of nature.	( )	( )	( )	( )	( )	( )
6. The roadside is a reflection of a vitality which is typically American.	( )	( )	( )	( )	( )	( )
7. When humans interfere with nature it often produces disastrous consequences.	( )	( )	( )	( )	( )	( )
8. Plants and animals exist primarily to be used by humans.	( )	( )	( )	( )	( )	( )
9. The average citizen can exercise a good deal of control over the characteristics of the physical environment.	( )	( )	( )	( )	( )	( )
<hr/>						
10. To maintain a healthy economy, we will have to develop a "steady-state" economy where industrial growth is controlled.	( )	( )	( )	( )	( )	( )
11. Humans must live in harmony with nature in order to survive.	( )	( )	( )	( )	( )	( )

- |   |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|
| 12. Highways are meaningful and inviting, not just a way of getting to some place.                    | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| 13. The earth is like a space ship with only limited room and resources.                              | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| 14. Humans need not adapt to the natural environment because they can re-make it to suit their needs. | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| -----   |     |     |     |     |     |     |
| 15. Changing woodlands and fields by landscaping, trimming, and cutting spoils nature's beauty.       | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| 16. There are limits to growth beyond which our industrialized society cannot expand.                 | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| 17. Mankind is severely abusing the environment.  | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| 18. Most everything along a highway looks the same.   | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |

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GROUPS AND OUTDOOR RECREATION ATTITUDES

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1. How many people, besides yourself, accompanied you while traveling the Parkway on your current trip? \_\_\_\_\_ PEOPLE
2. What is your relationship to the majority of this traveling group? (check most appropriate item)
- \_\_\_\_\_ HUSBAND  
 \_\_\_\_\_ WIFE  
 \_\_\_\_\_ SON  
 \_\_\_\_\_ DAUGHTER  
 \_\_\_\_\_ FRIEND  
 \_\_\_\_\_ OTHER (please specify) \_\_\_\_\_
3. On your Parkway trip, what type of group did you travel with? (check one)
- \_\_\_\_\_ ALONE  
 \_\_\_\_\_ FRIENDS  
 \_\_\_\_\_ AN ORGANIZED GROUP  
 \_\_\_\_\_ FAMILY  
 \_\_\_\_\_ BOTH FAMILY AND FRIENDS  
 \_\_\_\_\_ OTHER (please specify) \_\_\_\_\_

If you checked 'FAMILY' or 'FAMILY AND FRIENDS' on question 3 (previous page) please answer these remaining three questions. If you checked any of the other answers you are finished with the questionnaire.

4. What kinds of outdoor recreational activities do you and your family do together most frequently? \_\_\_\_\_  
\_\_\_\_\_

a. Of those activities just mentioned (if any), which one do you and your family do most frequently? \_\_\_\_\_

b. How often do you do this activity? \_\_\_\_\_ TIMES PER YEAR

c. Who usually decides to do this activity?

\_\_\_\_\_ HUSBAND ONLY

\_\_\_\_\_ WIFE ONLY

\_\_\_\_\_ HUSBAND AND WIFE ONLY

\_\_\_\_\_ CHILDREN ONLY

\_\_\_\_\_ ALL FAMILY MEMBERS

\_\_\_\_\_ OTHER (specify) \_\_\_\_\_

5. Which of the following statements best describes how you feel about recreational activities that you and your family may do together?

\_\_\_\_\_ I receive more enjoyment from recreational activities when I do them alone.

\_\_\_\_\_ I receive about the same amount of enjoyment from recreational activities whether I do them alone or with my family.

\_\_\_\_\_ I receive more enjoyment from recreational activities when I do them with my family.

6. For each statement below please check the box that best describes your opinion of the statement.

- |   | <i>Strongly<br/>Disagree</i> | <i>Disagree</i> | <i>Neutral</i> | <i>Agree</i> | <i>Strongly<br/>Agree</i> |
|---|------------------------------|-----------------|----------------|--------------|---------------------------|
| a. I think my family should do more things together.  | ( )                          | ( )             | ( )            | ( )          | ( )                       |
| b. I feel that as a family, we are able to do most things together as well as other families do.        | ( )                          | ( )             | ( )            | ( )          | ( )                       |
| c. I feel that as a family, we do not enjoy things together as much as other families do.               | ( )                          | ( )             | ( )            | ( )          | ( )                       |
| d. I feel that my family has only a little of which to be proud.  | ( )                          | ( )             | ( )            | ( )          | ( )                       |
| e. I feel that my family is on an equal level of most other families in terms of doing things together. | ( )                          | ( )             | ( )            | ( )          | ( )                       |
| f. The members of my family usually have a positive attitude toward each other.                         | ( )                          | ( )             | ( )            | ( )          | ( )                       |
| g. On the whole, I find that the activities I do with the members of my family to be enjoyable.         | ( )                          | ( )             | ( )            | ( )          | ( )                       |

THANK YOU