

Appendix D: Current Visitor Survey

OMB #1024-0224 (NPS #08-040)

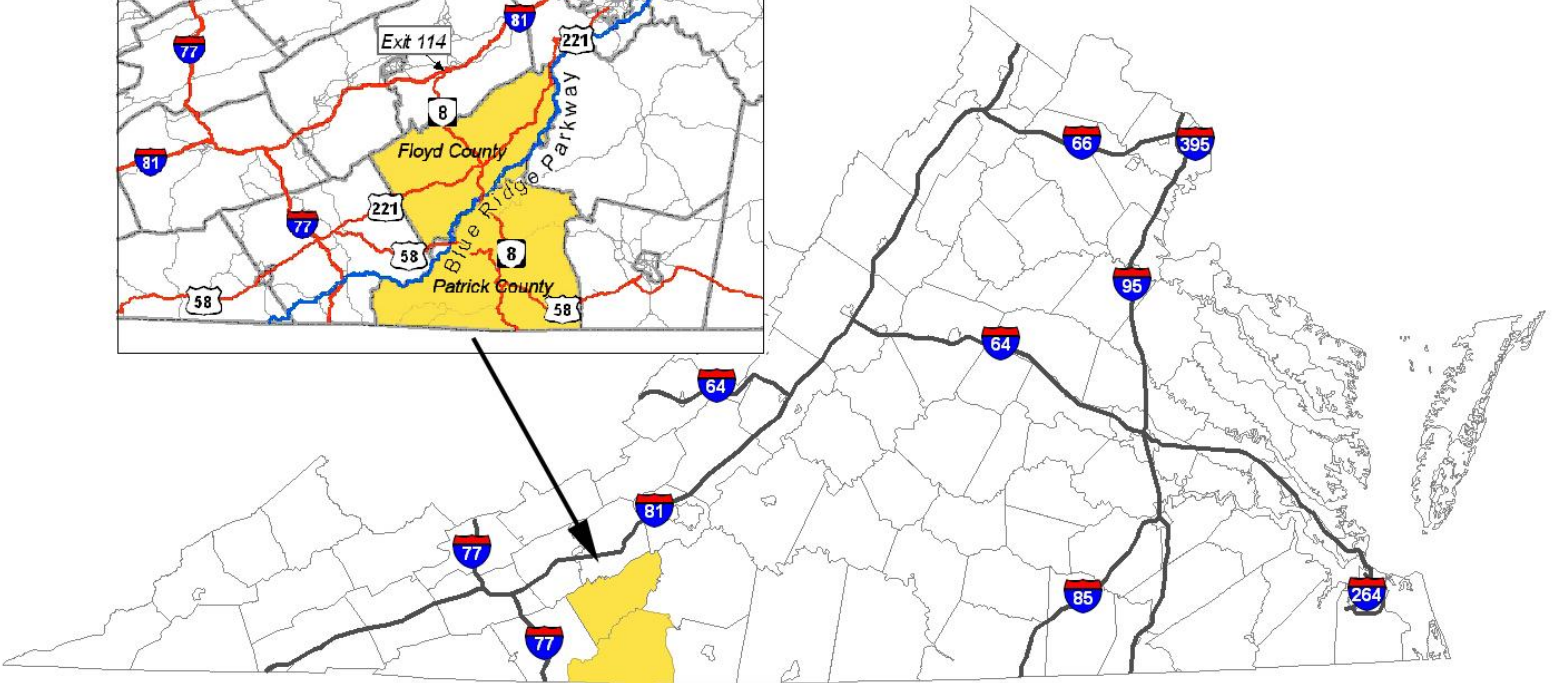
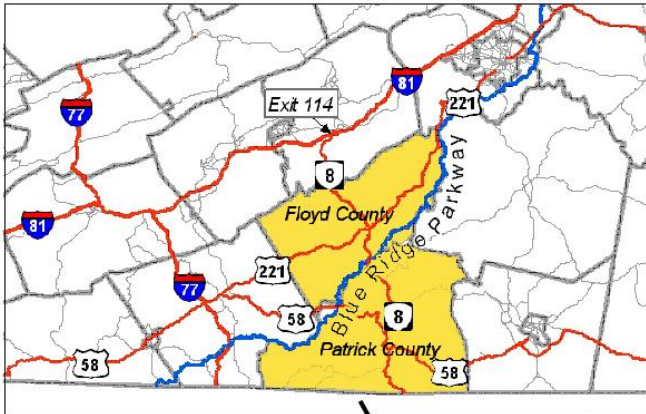
Expiration Date: 12/31/2008

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)*

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.

_____ 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?

Party size: _____

4. What things did you like most about your visit to Floyd and Patrick counties? *(List up to 3.)*

1. _____
2. _____
3. _____

5. What things did you like least about your visit to Floyd and Patrick counties? *(List up to 3.)*

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.)*

1. _____
2. _____
3. _____

b. How did you find these places? *(Please check all that apply)*

- | | | |
|--|---|--|
| <input type="checkbox"/> Recommendation from another | <input type="checkbox"/> Internet | <input type="checkbox"/> Printed materials |
| <input type="checkbox"/> Road signs | <input type="checkbox"/> Happened across them | <input type="checkbox"/> Television or radio |
| <input type="checkbox"/> Other <i>(Please specify)</i> _____ | | |

7. Were Floyd and Patrick counties (including the Blue Ridge Parkway) the primary destination of your trip from home? (Please check one)

- Yes
- No → what was your primary destination? _____

8. What was the main reason for your trip to Floyd and Patrick counties? (Please check one)

- 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.

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

Did you participate in...	Importance			
	Not Important	Somewhat Important	Moderately Important	Very Important
<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)

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)

- 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)*

- 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)*

- 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.

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)*

	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 quickly	1	2	3	4
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.)*

- 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)*

- 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?

Year born: _____

19. What is your gender? *(Please check one)*

- Male
- Female

20. Which category best describes your total household income in 2007 before taxes? *(Please check one)*

- 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:

Mr. Gary W. Johnson
Blue Ridge Parkway
199 Hemphill Knob Road
Asheville, NC 28804
Gary_W_Johnson@nps.gov

Appendix E: Complete Visitor Survey Results

This appendix lists each of the questions asked in the survey of current visitors to the Rocky Knob area and the associated results.

TABLE 1. DATE OF CONTACT		
	Frequency	Percent
July 24-26	83	26.7%
August 6-9	61	19.6%
September 13-14	87	28.0%
October 18-19	80	25.7%

TABLE 2. LOCATION OF CONTACT		
	Frequency	Percent
Mabry Mill	241	77.5%
Floyd	67	21.5%
Stuart	2	0.6%
Devil's Backbone	1	0.3%

TABLE 3. HAVE YOU VISITED FLOYD OR PATRICK COUNTIES BEFORE TODAY?		
	Frequency	Percent
Yes	231	78.0%
No	65	22.0%

TABLE 4. INCLUDING THIS TIME, HOW MANY TIMES HAVE YOU VISITED FLOYD OR PATRICK COUNTIES IN THE PAST 2 YEARS?		
	Frequency	Percent
1	41	18.9%
2-3	70	32.3%
4-5	37	17.1%
6-7	16	7.4%
8-9	8	3.7%
10-19	20	9.2%
20+	25	11.5%

Mean = 5.5 Median = 3 SD = 12.1

TABLE 5. ON THIS VISIT, HOW LONG WILL YOU STAY (IN HOURS) IN FLOYD AND PATRICK COUNTIES?

	Frequency	Percent
Under 2	22	7.8%
2-3.9	86	30.4%
4-5.9	57	20.1%
6-7.9	23	8.1%
8-23.9	20	7.1%
24-47.9	14	4.9%
48-71.9	29	10.2%
72+	32	11.3%

Mean = 21.9 Median = 4.5 SD = 43.5

TABLE 6. HOW MANY PEOPLE ARE IN YOUR PARTY TODAY (INCLUDING YOU)?

	Frequency	Percent
1	17	5.8%
2	149	50.5%
3	41	13.9%
4	40	13.6%
5	11	3.7%
6	13	4.4%
7+	24	8.1%

Mean = 3.3 Median = 2 SD = 2.4

TABLE 7A. HOW DID YOU FIND THE PLACES YOU WOULD TELL YOUR FRIENDS ABOUT?

	Frequency
Recommendation from another	113
Happened across them	79
Printed materials	58
Road signs	48
Internet	39
Television or radio	6

TABLE 7B. HOW DID YOU FIND THESE PLACES (OTHER - SPECIFIED)
AAA guide books + maps
Accident
Because we like to ride of the Parkway
Been here before
Blue Ridge Parkway Map
Brought to visit by grandparents and parents
By chance
By traveling for Years
Church
Daughter's friend from Reidsville, NC took us
Family
Friends
Friends and riding around
From the area
Hosts at Hope Springs Farm
Hotel Floyd - was booked helped us find accommodations
Just happened to find
Kris Hodges - Across the way Productions

Lived in N. Carolina several years ago
Lived in Virginia previously
Living 75 miles from places
Living in the area
Local Family Tour
Magazine articles
Maps
Park Ranger @ Music Center
Park Service Blue Ridge Parkway Map
Parkway Signage
Previous visits
Riding motorcycles on Pkwy
Road map and previous visits
Special place since childhood
Spent a lot of time on the parkway"
Tours Set up by SUUSI
Traditional family destinations
We travel often
Wisdom
Word of mouth
Work in the area for 2 years

TABLE 8A. WERE FLOYD AND PATRICK COUNTIES (INCLUDING THE BLUE RIDGE PARKWAY) THE PRIMARY DESTINATION OF YOUR TRIP FROM HOME?		
	Frequency	Percent
Yes	197	67.2%
No	96	32.8%

TABLE 8B. IF NO, WHAT WAS YOUR PRIMARY DESTINATION?
Ashville - GWRRA Rally - NC. Dist.
Augusta, GA
Banner Elk, NC
Biltmore and Blue Ridge Parkway
Blacksburg
Blue Ridge Parkway and Lexington VA.
Branson, Missouri
Business in Indiana
Camp
Carroll County
Carroll County - Fancy Gap
Claytor lake
Conference in Michigan
Congaree National Park, SC
Eden, NC
Family Funeral
Family Reunion Galax
Fiddler's conv. In Galax
Florida
Front Royal to Cherokee
Galax Fiddle Festival
Galax, VA
Gatlinburg
Gem Mining is NC
Hampton VA
Hickory NC
Just driving the Parkway From Boone to Staunton +

Just out for a drive
Knoxville, TN
Laurel Springs, NC
Maine
Mt. Airy, NC
Myrtle Beach
Nascar Race (Martinsville, VA)
New River, Pulaski County -- New River Retreat.com
New York
Newfoundland, Canada
Norris Lake, TN
Old Salem Days in Salem, VA
Our cabin
PA- Conference + family
Penn - Amish Co.
Pennsylvania
Radford
Relatives in Henry County
River Creek, NC
Road Trip Chicago-Houston
Roanoke, VA
Rocky Mount
Rural Retreat, VA (from Va. Beach)
Ryder Cup at Louisville Kentucky
Salem, VA
Savannah, GA
Shady Valley, TN
Shenandoah Nat. Park & Blue Ridge Parkway
Smokey Mountain N.P.

SUUSU at Radford University
Tennessee - Georgia
To visit my daughter and family in Lynchburg, VA
Touring USA
Various small towns along less traveled route
Visit Family in Spartanburg SC
Visit friends in Montgomery City
Yellowstone National Park

TABLE 9A. WHAT WAS THE MAIN REASON FOR YOUR TRIP TO FLOYD AND PATRICK COUNTIES?

	Frequency	Percent
Driving the Blue Ridge Parkway	55	26.6%
Sightseeing	27	13.0%
Visit friends and relatives	22	10.6%
Attend festival/special event	18	8.7%
Other	18	8.7%
Passing through	15	7.2%
Vacation	15	7.2%
Outdoor recreation	12	5.8%
Visit attractions	12	5.8%
Shopping	9	4.3%
Visit second home/camp	2	1.0%
Business related	2	1.0%

TABLE 9B. WHAT WAS THE MAIN REASON FOR YOUR TRIP TO FLOYD AND PATRICK COUNTIES (OTHER - SPECIFIED)?

Friends gather to have "Ladies" weekend
We own a cabin/Relaxation
39th Wedding Anniversary
Bluegrass music on Friday night at the Country Store
Brunch Chateau Morisette
Church picnic
Fall foliage
Floyd Country Store
Floydfest
Food
Football Game - V.T."
Get apples
Honeymoon
Local music
Mabry Mill
Scheduled outings Planned by SUUSI Conference
Take things to P.C. Fair for craft show
Visit local winery
Women's retreat with church

TABLE 10A. PLEASE CHECK THE FOLLOWING ACTIVITIES IN WHICH YOU PARTICIPATED WHILE VISITING FLOYD AND PATRICK COUNTIES, INCLUDING THE BLUE RIDGE PARKWAY.	
	Frequency
Observing scenery/views	194
Visiting Mabry Mill	178
Driving for pleasure in a vehicle other than a motorcycle on the Blue Ridge Parkway	139
Visiting natural sites (e.g., parks, preserves, etc.)	134
Dining out	111
Driving for pleasure on other roads in Floyd and Patrick counties	102
Walking	96
Shopping	92
Sampling local foods	89
Wildlife viewing	84
Listening to local musicians	75
Visiting historical or cultural sites	72
Observing/talking with local artists and craft persons	58
Visiting art/craft studios or centers	50
Visiting with family/friends	45
Wine tasting	45
Hiking	39
Festivals	37
Visiting farms/gardens	31
Picnicking	28
Driving a motorcycle for pleasure	27
Camping	19
Learning about Native American heritage	17
Visiting covered bridges	16
Golfing	8
Biking	6
Swimming	5
Hunting/fishing	4

TABLE 10B. ACTIVITIES WHILE VISITING: OTHER (SPECIFIED)
Art
Bible study w/ friends
Blue grass shows
Corn Maze
Craft shops + Stores at Meadow of Dan
Eating
Eating at Mabry Mill
Floydfest
Museums
Observing plants and trees
Old homes
Overlooks
Parkway
Photography
Picking Banjo
Relaxation
Restaurant
Scenery
Shopping
Stayed at Bed & Breakfast
Staying on land for our retirement
Tent camping
The AT
Theatre
Trip to Blacksburg
Visited a family cemetery in Ararat
Visited Chateau Morisette
Visited son
Walking trails from scenic areas
Waterfalls

	Mean	SD	Not Important (1)	Somewhat important (2)	Moderately important (3)	Very important (4)
Observing scenery/views	3.8	0.5	0	7	38	183
Visiting natural sites (e.g., parks, preserves, etc)	3.6	0.7	16	44	118	178
Driving for pleasure (non-motorcycle) on the Blue Ridge Parkway	3.6	0.6	2	8	56	116
Visiting with family/friends	3.4	1.0	10	6	14	58
Visiting Mabry Mill	3.4	0.8	7	22	72	111
Wildlife viewing	3.3	0.8	4	17	43	59
Driving for pleasure on other roads in Floyd and Patrick counties	3.3	0.9	7	17	52	68
Dining out	3.2	0.8	6	19	65	60
Visiting historical or cultural sites	3.1	0.9	6	17	44	42
Sampling local foods	3.0	0.8	5	22	63	37
Walking	3.0	0.9	8	32	43	53
Listening to local musicians	3.0	1.1	14	22	28	53
Visiting art/craft studios or centers	2.9	1.0	12	18	30	33
Festivals	2.9	1.1	11	15	14	27
Learning about Native American heritage	2.7	1.1	14	10	25	20
Observing/talking with local artists and craft persons	2.7	1.1	15	29	26	32
Hiking	2.7	1.2	14	19	10	28
Driving a motorcycle for pleasure	2.7	1.4	26	2	4	34
Shopping	2.7	0.9	14	44	49	29
Wine tasting	2.6	1.1	19	19	29	21
Picnicking	2.6	1.1	13	13	20	14
Camping	2.5	1.3	18	10	9	20
Visiting farms/gardens	2.4	1.1	19	14	22	14
Visiting covered bridges	2.2	1.1	17	17	9	9
Biking	2.0	1.2	24	6	7	9
Swimming	1.9	1.2	25	5	7	7
Golfing	1.8	1.2	28	2	6	7
Hunting/fishing	1.6	1.0	26	6	3	4

TABLE 12A. 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?						
	Mean	SD	Definitely would not visit (1)	Probably would not visit (2)	Probably would visit (3)	Definitely would visit (4)
Mountain and bluegrass music	3.1	0.8	12	42	109	94
Nature and natural history	3.1	0.7	5	39	129	73
Local artistry or crafts	3.0	0.8	8	47	118	67
Local products	3.0	0.8	10	45	126	57
Local foods	3.0	0.8	11	48	120	60
Mountain history	3.0	0.8	11	45	140	55
Changes in mountain/rural life over the last 100 years	2.9	0.8	12	45	137	53
Traditional skills for mountain and outdoor living	2.9	0.9	19	41	119	54
Civil War history	2.9	0.8	17	50	126	48
Native American heritage	2.7	0.8	17	64	109	40
Mountain people	2.7	0.8	16	70	11	33
Wine and winemaking	2.7	1.0	35	60	91	51
Theatre and performances	2.7	0.8	20	72	102	33
Organic farming and sustainable living	2.4	0.9	35	86	68	29
Agriculture and farming	2.3	0.9	33	98	65	22
Genealogy (i.e., exploring family connections)	2.1	0.9	57	86	53	17

TABLE 12B. LIKELIHOOD OF VISITING ATTRACTION THAT SHOWCASES THEME: OTHER (SPECIFIED)
Authors (B. Kingsolver for instance)
B & B's
Cheese making
Composting/ Vermicomposting workshop
Geologic significance
Hiking
Horseback riding
Instrument making
Kayaking/boating
Mayberry Days
Motorcycle museum (or Car)
Museums - more of them
National Art Fair - juried
pottery
Preservation of natural areas + landscapes
Scenic Beauty
Soap-making
Theatre - real plays
Trout fishing
Wildlife

TABLE 13A. WHAT TYPE OF ACCOMMODATIONS, IF ANY, DID YOU USE ON THIS TRIP TO FLOYD AND PATRICK COUNTIES?	
	Frequency
Motel/hotel	40
Friends'/relatives' house	34
Rented cabin/cottage/home	23
Campgrounds/RV	22
Bed & Breakfast	11
Personal vacation home	7
Resort	0

TABLE 13B. TYPE OF ACCOMMODATIONS: OTHER (SPECIFIED)
Borrowed Family Cabin
Cabin at Fairystone St. Park
Camping
Center for Spiritual Renewal
College dorm
Home
Lodge
Mabry Mill Restaurant
Our farm
Van

TABLE 14A. PRIOR TO THIS VISIT, HOW DID YOU OBTAIN INFORMATION ABOUT FLOYD AND PATRICK COUNTIES?	
	Frequency
My past experience	147
Recommendation from friend/relative	71
Did not obtain information prior to my visit	65
Visitor center	33
Travel guidebook	30
Floyd County Website	28
Road signs	16
State tourism office	16
Patrick County Website	13
Newspaper article	10
Magazine article	10
Magazine advertisement	8
E-mail advertisement	7
Regional tourism office	7
Television	6
Billboards	4
Recommendation from travel agent	2
Business advertisement	2
Newspaper advertisement	2

TABLE 14B. HOW DID YOU OBTAIN INFORMATION: OTHER (SPECIFIED)
Advertising for Floydfest
Bedandbreakfast.com
Floyd Fest website
Blue Ridge Parkway Directory & Travel Planner
Blue Ridge Parkway Pamphlet
Blue Ridge Parkway web-site
Crooked Road Music on the Internet
Drove through last year on the way to Smith Mountain
From Grayson County originally
Grew up coming here
Have Family there but have gone several times a ye
Internet
Live close by
Mabry Mill website
Montgomery County Parks & Rec. brochure
My friend owns a house near Mabry Mill
Country store site
Scheduled outings from SUUSI listed in its catalog
Went to Virginia Tech

TABLE 15A. FOR WHAT PURPOSE, IF ANY, DID YOU USE THE INTERNET WHEN PLANNING THIS TRIP?	
	Frequency
None, I did not use the Internet	149
Researching the area	64
Reservations	39
Phone numbers and addresses	37
Images of the area	26
Price information	25
Determining when to travel	22
Personal recommendations	6
Purchasing tour package(s)	2

TABLE 15B. DID YOU USE THE INTERNET WHEN PLANNING THIS TRIP: OTHER (SPECIFIED)
Calendar of events and music
Check out FloydFest
Check out who was going to be at the country store
Checked Blue Ridge Parkway for Road Closures + construction
Convenience
Dining locations
Directions
Floydfest reservations
Floydfest Tickets
Foliage reports
For Floyd Country Store open hours
Hours open, general info
Mill hours
Real estate to see
Road map of area
Shops + Places to Eat
Weather report

TABLE 16. HOW MANY HOURS DID YOU SPEND PLANNING YOUR TRIP TO FLOYD AND PATRICK COUNTIES?		
	Frequency	Percent
0	30	10.9%
0.1 – 1	193	70.4%
1.1 – 2	28	10.2%
2.1 – 3	9	3.3%
3.1 – 4	5	1.8%
More than 4	9	3.3%

Mean = 1.0 Median = 0.5 SD = 1.5

TABLE 17A. HOW IMPORTANT WERE THE FOLLOWING FACTORS TO YOUR VISIT TO FLOYD AND PATRICK COUNTIES, INCLUDING THE BLUE RIDGE PARKWAY?						
	Mean	SD	Not important (1)	Somewhat important (2)	Moderately important (3)	Very important (4)
Being able to wander	3.0	1.0	25	41	101	96
Exploring the area	3.0	1.0	25	53	84	105
Being able to escape crowds	3.0	1.1	36	44	75	109
Being able to find your way around	2.9	1.0	33	48	102	80
Accidentally discovering places not on your planned itinerary	2.8	1.0	38	55	95	72
Being able to get from place to place quickly	2.3	1.1	81	70	67	41
Not having enough time	2.1	1.0	87	72	49	32
Keeping to your plans	1.8	0.9	111	74	40	17
Following a planned itinerary	1.6	0.9	147	68	20	16
Being able to take an organized tour	1.3	0.7	190	33	11	9

TABLE 17B. HOW IMPORTANT WERE THE FOLLOWING FACTORS TO YOUR VISIT: VISITING SPECIFIC SITES OR ATTRACTIONS (SPECIFIED)
Blacksnake Winery
Blue Ridge Café
Blue Ridge Motel
Blue Ridge Music Center
Blue Ridge Parkway
Bob White Covered Bridge
Bridges
Cabins
Café de Sole
Castle Rock Gorge
Chateau Morrisette
Churches
Day trip visits
Doe Run
Fairy Stone Park
Family friend's home
Floyd (town)
Floyd Country Store
FloydFest
Great Oaks Golf Course
Groundhog Mountain
Handy's Orchard
Hiking trail Blue Ridge Parkway
History Churches
Jacksonville Art Center
Lake Philbot
Local restaurants + shops
Locks
Lover's Leap
Mabry Mill
Mayberry Gen. Store
Mayberry Pres. Church
Meadows of Dan
Meadows of Dan Festivals

Mexican restaurant
Music
Music jam sessions
Nancy's Candy
Patrick Co High School for Business Reasons
Philpott Dam
Primeland
Roadside stands
Roanoke
Rocky Castle Gorge
Rocky Knob
Rocky Knob Cabins
Scenic overlooks
Schoolhouse Fabrics
Seeing the Foliage
Side roads
Small towns
Stateling Grocery
Stewarts Creek Wildlife Area
Trails off parkway
Viewing fall colors on the parkway
Visiting friends
Wineries

TABLE 18A. DO YOU LIVE IN THE UNITED STATES?	
	Frequency
Yes	282
No	9

TABLE 18B. IF NO, WHAT COUNTRY DO YOU LIVE IN?	
	Frequency
United Kingdom	4
Canada	3
Singapore	1
Australia	1

TABLE 18C. VISITORS' HOME STATES	
	Frequency
North Carolina	102
Virginia	100
Florida	8
South Carolina	8
Ohio	7
Tennessee	7
Maryland	6
Michigan	4
California	3
New Jersey	3
Pennsylvania	3
West Virginia	3
Illinois	2
Kentucky	2
Texas	2

Arizona	1
Connecticut	1
Delaware	1
Georgia	1
Hawaii	1
Louisiana	1
Missouri	1
Montana	1
New Hampshire	1
New Mexico	1
New York	1
Oregon	1
Washington D.C.	1
Wisconsin	1

	Frequency	Percent
Less than high school	3	1.0%
Some high school	4	1.4%
High school graduate	36	12.3%
Some college	49	16.8%
Two-year college degree	42	14.4%
Four-year college degree	78	26.7%
Graduate or professional degree	80	27.4%

	Frequency	Percent
1921 – 1930 (78 – 87)	2	0.7%
1931 – 1940 (68 – 77)	37	12.7%
1941 – 1950 (58 – 67)	83	28.4%
1951 – 1960 (48 – 57)	93	31.8%
1961 – 1970 (38 – 47)	51	17.5%
1971 – 1980 (28 – 37)	18	6.2%
1981 – 1990 (18 – 27)	8	2.7%

Mean = 1954 (54) Median = 1953 (55) SD = 11.9

	Frequency	Percent
Male	150	51.2%
Female	143	48.8%

	Frequency	Percent
Less than \$24,999	13	4.5%
\$25,000 to \$34,999	18	6.3%
\$35,000 to \$49,999	37	12.9%
\$50,000 to \$74,999	70	24.4%
\$75,000 to \$99,999	46	16.0%
\$100,000 to \$149,999	38	13.2%
\$150,000 to \$199,999	19	6.6%
\$200,000 or more	13	4.5%
Do not wish to answer	33	11.5%

	Frequency
Scenery, views, beauty (in general), mountains	146
Mabry Mill/ Mabry Mill Restaurant	102
Blue Ridge Parkway	89
Peaceful, quiet, country setting, quaint, small-town feel	54
Shopping, arts, crafts, lodging	53
People	51
Miscellaneous	46
Specific location or attraction	37
Food and dining out	35
Music/FloydFest	23
Wineries	22
Activities (golf, camping, hiking)	21
Floyd Country Store/jamboree	15
Clean, natural, "green" setting	15
Roads/driving (not on the Blue Ridge Parkway)	13
Foliage	11
History	9
Festival or special event (other than FloydFest)	7
Wildlife	6

TABLE 24. WHAT THINGS DID YOU LIKE <u>LEAST</u> ABOUT YOUR VISIT TO FLOYD AND PATRICK COUNTIES?	
	Frequency
Nothing	50
Roads, driving conditions, fast drivers	18
Conditions or operation of Parkway or related facilities, availability of facilities	17
Poor availability of restaurants	15
Personal trip reasons (e.g., too far, not enough time, etc.)	11
Crowds, traffic, noise	10
Poor availability of shopping or banking	10
High prices of gas, goods, and lodging	10
Cell phone reception	8
Poor signage or information (not on Parkway)	8
Not enough activities or places of interest	8
Business hours were insufficient	7
Development, commercialism, touristy	6
People or their behavior and actions	6
Motorcycles/RVs	6
Atmosphere of the counties	6
Overlooks insufficient or poorly maintained	5
Poor availability of restrooms	5
Poor availability of lodging	3
Lack of trails or bike paths	2

TABLE 25. ARE THERE PLACES IN FLOYD AND PATRICK COUNTIES THAT ARE SPECIAL ENOUGH YOU WOULD TELL YOUR FRIENDS ABOUT THEM?		
Antique Stores	Handy's Orchard	Rocky Knob Park
Antique stores - Floyd	Hardware store	Small shops-antiques & Pottery
Apple Stands	Harvest Moon Store	Small town / Friendly people
Art school/gallery	Highway 58	State Park
Bed + Breakfast	Hike at Rocky Knob	The alpaca farm
Biltmore House	Hiking trails	The Blue Ridge Café in Floyd
Blacksnake Winery	Historic churches	The Country Stores
Blue Ridge Diner	Inn at Hope Springs	The Crooked Road
Blue Ridge Holiness Camp	Jack Creek Covered Bridge	The Daylily Nursery
Blue Ridge Music Center	Jacksonville Center for the Arts	Lake at Fair Stone
Blue Ridge Parkway	Jeb Stuart Birthplace	The Wal-Mart in Stuart, VA
Bread Basket	Johnson Farm	Town of Floyd on Friday night
Buffalo Mountain	Keesler Valley	Trails for hiking
Candy Factory	Lonesome Pine Cabins	Tuggle Gap
Castle Rock George	Lookouts	Villa Appalachia
Chateau Morrisette	Lovers Leap Overlook	Watstull Inn Buchannen, VA
Country Store / Jamboree	Mabry Mill & Restaurant	Wineries
County records	Meadows of Dan	
Covered bridges	Meadows of Dan Campground	
Craft Fair at Meadows of Dan	Music center	
Daughton Park	Natural sites	
Downtown Floyd	New Floyd hotel	
Droughton -Bluff Lodge	New River	
Fabric Barn	Oddfellas Cantina	
Fairy Stone State Park	Old churches	
Finder's Keepers Antiques	Over the Moon Café	
First Pres. Church - Mayberry	Parkway sights	
Floyd County	Peaks of Otter Campground Lodge	
FloydFest	Peaks of Otter	
Floyd, Virginia	Philpott	
General Store	Pine Tavern Lodge	
Gouge Trail	Poor Farmer's Market	
Great Lodging - Bent Mountain	Primland Golf Course	
	Primland Resort	
	Record shop	
	Rock Castle Area	
	Rocky Knob Cabins	
	Rocky Knob Gorge Trail	