

Cumberland Island National Seashore

Visitor Study



**The
Visitor
Services
Project**

**United States Department of the Interior**

NATIONAL PARK SERVICE
Cumberland Island National Seashore
P.O. Box 806
St. Marys, Georgia 31550

IN REPLY REFER TO:

March, 1998

Dear Visitor:

I would like to thank you for taking the time to participate in this important study. Our goal is to gather information concerning the expectations, opinions, and interests of park visitors so that we may better serve you in the future.

This questionnaire is only being given to a select number of visitors, so your participation is very important! I would really appreciate you taking the time to answer the questions and return it to us. You need only seal it with the sticker provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Dr. Gary E. Machlis, Visiting Chief Social Scientist, or Margaret Littlejohn, VSP Coordinator, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83844-1133.

Your opinion is appreciated.

Sincerely,

Denis Davis
Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

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. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. 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 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Office of Information and Regulatory Affairs of OMB, Attention Desk Officer for the Interior Department, Office of Management and Budget, Washington, D.C. 20503; and to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

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YOUR VISIT TO CUMBERLAND ISLAND NATIONAL SEASHORE

1. a) Prior to your visit to Cumberland Island National Seashore, how did you and your group get information about the park? Please check () **all** that apply.

RECEIVED NO INFORMATION PRIOR TO VISIT **→ GO ON TO QUESTION 2**
 PREVIOUS VISIT(S)
 FRIENDS/ RELATIVES
 TELEPHONE INQUIRY TO THE PARK
 WRITTEN INQUIRY TO THE PARK
 HIGHWAY SIGNS
 MAPS
 NEWSPAPER/ MAGAZINE ARTICLE
 TV/ RADIO
 TRAVEL GUIDE/ TOUR BOOK
 INTERNET/ WORLD WIDE WEB
 STATE TRAVEL INFORMATION CENTERS
 OTHER (Please specify: _____)

- b) Did you and your group have difficulty obtaining information from any of the above sources? Please check () **only one**.

YES NO NOT SURE

- c) If YES, what information did you have difficulty obtaining? _____

- d) Why did you have difficulty obtaining the information? _____

2. On this visit, how much time did you and your group spend at Cumberland Island National Seashore?

If **less** than 24 hours: _____ NUMBER OF HOURS

If 24 hours **or more**: _____ NUMBER OF DAYS
(Please list partial days as 1/4, 1/2, etc.)

3. During this trip to Cumberland Island National Seashore, what type of transportation did you and your group use to get to the island? Please check () **all** that apply.

_____ FERRY

_____ PRIVATE BOAT

_____ GRAYFIELD BARGE/ SHUTTLE

_____ OTHER (Please specify: _____)

4. On this visit, what were you and your group's **reasons for visiting** Cumberland Island National Seashore? Please check () **all** that apply.

_____ SOLITUDE/ QUIET

_____ NATURE STUDY

_____ VISIT THE BEACH

_____ VISIT HISTORICAL AREA

_____ VIEW SCENERY/ WILDLIFE

_____ RECREATIONAL OPPORTUNITIES (walking/hiking, camping,
fishing, beachcombing, etc.)

_____ ATTEND AN INTERPRETIVE/ NATURE PROGRAM

_____ VISIT PRIMITIVE AREA WITH LIMITED NUMBERS OF VISITORS/
VEHICLES

_____ FISHING

_____ OTHER (Please specify: _____)

PLEASE GO ON TO NEXT PAGE



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YOUR ACTIVITIES

5. a) On the list below, please check () all of the activities that you and your group participated in **on the island** at Cumberland Island National Seashore **during this visit**.
- b) Please check all of the activities that you and your group have done **on the island** at Cumberland Island National Seashore **during past visits**.

This visit (√) **Past visits (√)**

<input type="checkbox"/> SIGHTSEEING	<input type="checkbox"/>
<input type="checkbox"/> WATCHING BIRDS/ WILDLIFE	<input type="checkbox"/>
<input type="checkbox"/> NATURE STUDY	<input type="checkbox"/>
<input type="checkbox"/> BEACHCOMBING	<input type="checkbox"/>
<input type="checkbox"/> HIKING/ WALKING	<input type="checkbox"/>
<input type="checkbox"/> CAMPING	<input type="checkbox"/>
<input type="checkbox"/> SUNBATHING	<input type="checkbox"/>
<input type="checkbox"/> SWIMMING	<input type="checkbox"/>
<input type="checkbox"/> FISHING	<input type="checkbox"/>
<input type="checkbox"/> VISITING HISTORIC SITES	<input type="checkbox"/>
<input type="checkbox"/> PICNICKING	<input type="checkbox"/>
<input type="checkbox"/> ATTENDING RANGER-LED PROGRAMS	<input type="checkbox"/>
<input type="checkbox"/> BICYCLING	<input type="checkbox"/>
<input type="checkbox"/> OTHER Please describe:	<input type="checkbox"/>

(_____)

this visit

(_____)

past visits

6. On this visit, how many people were in your group, including yourself?

_____ NUMBER OF PEOPLE

7. On this visit, were you with a guided tour group?

_____ YES _____ NO

8. On this visit, were you with a school/ educational group?

_____ YES _____ NO

9. On this visit, what kind of group were you with? Please check () only **one**.

_____ ALONE

_____ FAMILY

_____ FRIENDS

_____ FAMILY AND FRIENDS

_____ OTHER (Please describe: _____)

10. For you and your group, please indicate:

	CURRENT AGE	U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY	NUMBER OF VISITS TO THIS PARK (INCLUDING THIS VISIT)	
			PAST 12 MONTHS	PAST 5 YEARS TOTAL
YOURSELF	_____	_____	_____	_____
MEMBER #2	_____	_____	_____	_____
MEMBER #3	_____	_____	_____	_____
MEMBER #4	_____	_____	_____	_____
MEMBER #5	_____	_____	_____	_____
MEMBER #6	_____	_____	_____	_____
MEMBER #7	_____	_____	_____	_____

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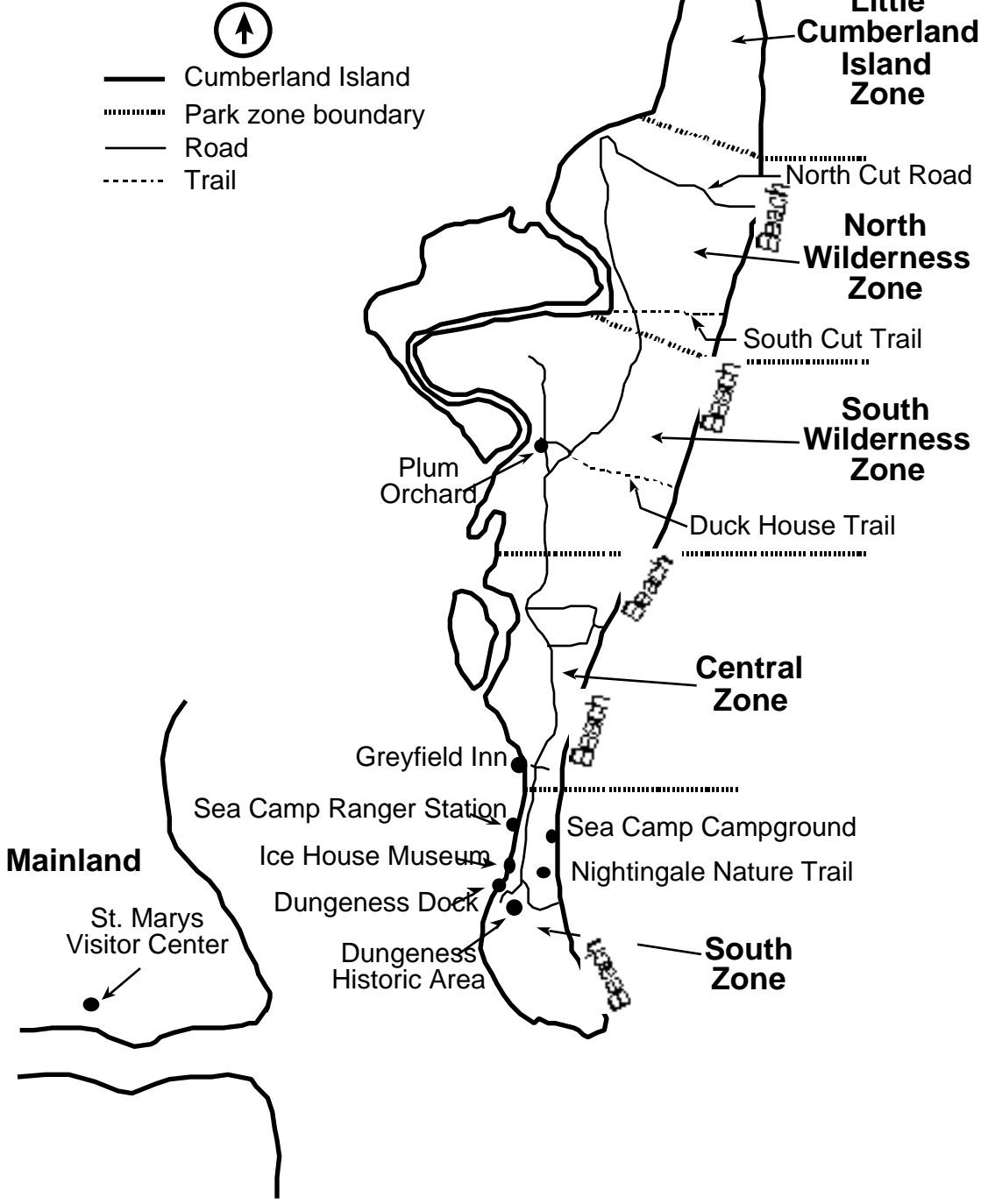


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11. On the list below, please check () **all** of the places where you and your group traveled during this visit to Cumberland Island National Seashore. Use the map to help you locate where you traveled.

- _____ ST. MARYS VISITOR CENTER
- _____ DUNGENESS DOCK
- _____ DUNGENESS HISTORIC AREA
- _____ ICE HOUSE MUSEUM
- _____ SEA CAMP RANGER STATION
- _____ SEA CAMP CAMPGROUND
- _____ NIGHTINGALE NATURE TRAIL
- _____ OTHER AREAS IN SOUTH ZONE (not listed above)
- _____ GREYFIELD INN
- _____ CENTRAL ZONE (other than Greyfield Inn)
- _____ PLUM ORCHARD
- _____ SOUTH WILDERNESS ZONE (other than Plum Orchard)
- _____ NORTH WILDERNESS ZONE
- _____ LITTLE CUMBERLAND ISLAND ZONE
- _____ BEACH (anywhere on the Atlantic shore in any zone)

Cumberland Island National Seashore



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12. a) Please check () the visitor services which you or your group **used** during this visit to Cumberland Island National Seashore.
- b) Next, for only those services which you or your group used, please rate their **importance** from 1-5.
- c) Finally, for only those services which you or your group used, please rate their **quality** from 1-5.

Use service? Check (√)	If used, how important?					If used, what quality?				
	Not important		Extremely important			Very poor		Very good		
	1	2	3	4	5	1	2	3	4	5
_____ PARK BROCHURE/ MAP						_____				
_____ NATURE TRAIL/ HISTORIC TOUR BROCHURE						_____				
_____ OTHER INFORMATIONAL BROCHURES						_____				
_____ RANGER-LED PROGRAMS						_____				
_____ BOOKS/ SALES ITEMS						_____				
_____ VISITOR CENTER ORIENTATION VIDEO						_____				
_____ VISITOR CENTER PERSONNEL						_____				
_____ ASSISTANCE FROM EMPLOYEES (other than at visitor center)						_____				
_____ SEA CAMP RANGER STATION						_____				
_____ ICE HOUSE MUSEUM EXHIBITS						_____				
_____ TRAILSIDE EXHIBITS						_____				
_____ BULLETIN BOARDS						_____				
_____ RESERVATION SYSTEM						_____				
_____ FERRY						_____				

13. a) Please check () the visitor facilities which you or your group **used** during this visit to Cumberland Island National Seashore.
- b) Next, for only those facilities which you or your group used, please rate their **importance** from 1-5.
- c) Finally, for only those facilities which you or your group used, please rate their **quality** from 1-5.

Use facility? Check (√)	If used, how important?					If used, what quality?				
	Not important		Extremely important			Very poor		Very good		
	1	2	3	4	5	1	2	3	4	5
_____ RESTROOMS										
_____ DIRECTIONAL SIGNS IN THE PARK										
_____ PARKING AREA										
_____ TRAILS										
_____ SEA CAMP BOARDWALK										
_____ SEA CAMP CAMPGROUND										
_____ BACKCOUNTRY CAMPSITES										
_____ DOCKS										
_____ ST. MARYS VISITOR CENTER (mainland)										
_____ SEA CAMP RANGER STATION										
_____ CE HOUSE MUSEUM										

14. Visitation to Cumberland Island National Seashore is currently limited to 300 people/day. Which of the following best describes your opinion about the current limit? Please check () **only one**.

- _____ MORE VISITORS SHOULD BE ALLOWED
- _____ CURRENT VISITOR LIMIT IS ABOUT RIGHT
- _____ FEWER VISITORS SHOULD BE ALLOWED
- _____ DON'T KNOW

PLEASE GO ON TO NEXT PAGE



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15. a) Please use the scale below to rate (from 1 to 5) how crowded you and your group felt during this visit. Please circle **only one**.

Not at all crowded Crowded Extremely crowded
1 2 3 4 5

- b) If you rated the above question by circling 3, 4, or 5, where on Cumberland Island National Seashore were you when you felt crowded? Please be as specific as possible.

- c) What time of day did you feel crowded? Please circle **all** that apply.

MORNING AFTERNOON EVENING
(6 a.m. to noon) (Noon to 6 p.m.) (6 p.m. to midnight)

16. a) Did you or any members of your group camp in the backcountry during your visit to Cumberland Island National Seashore? Please check () **only one**.

_____ YES _____ NO ➔ **GO ON TO QUESTION 17**



- b) If YES, how did you feel about the number of other visitors you encountered in the backcountry? Please check () **only one**.

_____ ENCOUNTERED TOO MANY VISITORS

_____ NUMBER OF VISITORS ENCOUNTERED WAS ABOUT RIGHT

_____ ENCOUNTERED TOO FEW VISITORS

17. a) Did you or any members of your group make reservations to camp or to take the ferry to Cumberland Island National Seashore? Please check () **only one**.

_____ YES _____ NO ➔ **GO ON TO QUESTION 18**



- b) If YES, please describe any changes you would recommend in the current reservation system. _____

18. a) During this visit, did other people and their activities interfere with your visit to Cumberland Island National Seashore? Please check () **only one**.

_____ YES _____ NO ➡ **GO ON TO QUESTION 19**



b) If YES, how? _____

19. a) It is the National Park Service's responsibility to manage Cumberland Island National Seashore and its natural and historic resources so that they are preserved for future generations. Sometimes this requires restrictions on visitor activities. Do you support the National Park Service's mandate? Please check () **only one**.

_____ YES _____ NO _____ NOT SURE

- b) What do you think are the significant resources that make Cumberland Island worthy of being a unit of the National Park System?

20. a) Please rate how important Cumberland Island National Seashore is to you. Please circle () **only one**.

Not important		Important		Extremely important

1 2 3 4 5

- b) If you rated it 3, 4 or 5, why is it important? Please be specific.

21. What is your opinion about the number of campgrounds provided at Cumberland Island National Seashore? Please check () **only one**.

_____ MORE CAMPGROUNDS ARE NEEDED

_____ CURRENT NUMBER IS ABOUT RIGHT

_____ THERE ARE TOO MANY CAMPGROUNDS

_____ DON'T KNOW

PLEASE GO ON TO NEXT PAGE



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22. For each of the following features or qualities of Cumberland Island National Seashore, please rate its importance (from 1 to 5) to you and your group during this visit. Please circle **one** answer for each feature or quality.

How important?	Not important	2	Important	4	Extremely important	5	Don't know
NATIVE PLANTS AND ANIMALS	1	2	3	4	5	0	
SCENIC VIEWS	1	2	3	4	5	0	
RECREATIONAL OPPORTUNITIES (hiking, camping, fishing, swimming etc.)	1	2	3	4	5	0	
SOLITUDE	1	2	3	4	5	0	
QUIET	1	2	3	4	5	0	
WILDERNESS/ PRIMITIVE SETTING	1	2	3	4	5	0	
HUMAN HISTORY	1	2	3	4	5	0	
HORSES	1	2	3	4	5	0	
FERRY RIDE	1	2	3	4	5	0	
ABSENCE OF DEVELOPMENT	1	2	3	4	5	0	

23. a) On this visit, what did you and your group like **most** about your visit to Cumberland Island National Seashore?

b) On this visit, what did you and your group like **least** about your visit to Cumberland Island National Seashore?

24. Overall, how would you rate the quality of the visitor services provided to you and your group at Cumberland Island National Seashore during this visit? Please circle only **one**.

VERY GOOD GOOD AVERAGE POOR VERY POOR

25. If you were a manager planning for the future of Cumberland Island National Seashore what would you propose? Please be specific.

26. Is there anything else you and your group would like to tell us about your visit to Cumberland Island National Seashore?

Thank you for your help! Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox.



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OFFICIAL BUSINESS

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