Everglades Visitor Study

The Visitor Services Project
February 1989

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the activities that visitors to Everglades National Park enjoy, the places they visit within the park, and to more accurately count visitors.

This questionnaire is only being given to a select number of visitors. Your participation is very important! It should only take a few minutes of your time during your visit to Statue of Liberty National Monument.

When your visit is over, please complete the questionnaire. Then, seal it with the sticker provided on the last page and simply drop it in any U.S. mailbox.

If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

Michael V. Finley
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.

When did you and your group first enter Everglades National Park this visit?

Circle the appropriate day:

DAY OF THE WEEK (Su, M, T, W, Th, F, S)

Write in the hour:

TIME OF DAY _____ a.m. OR _____ p.m.
PLACES YOU VISITED

On the map below, please indicate the places you and your group visited in Everglades National Park. Simply check (✓) the box beside each place you visited. If you did not visit any of these places, please go on to page 6.

PLEASE GO ON TO NEXT PAGE
YOUR ACTIVITIES

On the list below, please check (✓) the activities that you and your group did in Everglades National Park. (Please check all that apply.)

_____ BIRDWATCHING
_____ FRESH-WATER FISHING
_____ SALT-WATER FISHING
_____ BICYCLING
_____ BOATING
_____ DAY HIKING (LESS THAN 2 HOURS)
_____ DAY HIKING (MORE THAN 2 HOURS)
_____ PICNICKING
_____ ATTENDING INTERPRETIVE PROGRAMS
_____ CAMPING
_____ OTHER (Please describe:
______________________________________________)

YOU AND YOUR OPINIONS

1. How much time did you and your group spend in Everglades National Park this visit?

   If less than one day (fewer than 24 hours):
   
   _____ NUMBER OF HOURS

   If one day or more (24 hours or more):
   
   _____ NUMBER OF DAYS
2. How many people were in your group?
   _____ NUMBER OF PEOPLE

3. What kind of group were you with?
   _____ ALONE
   _____ FAMILY
   _____ FRIENDS
   _____ FAMILY AND FRIENDS
   _____ GUIDED TOUR GROUP
   _____ OTHER (Please describe:____________________)

4. For you and your group, please indicate:

   1) your age on your last birthday,
   2) the zip code of your permanent residence (if you are from a country other than the United States, please give the name of that country), and
   3) the number of times you have visited Everglades National Park including this visit.

<table>
<thead>
<tr>
<th></th>
<th>AGE</th>
<th>ZIP CODE (country)</th>
<th># TIMES VISITED</th>
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</thead>
<tbody>
<tr>
<td>YOURSELF</td>
<td>_____</td>
<td>_________________</td>
<td>_____</td>
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<tr>
<td>MEMBER #2</td>
<td>_____</td>
<td>_________________</td>
<td>_____</td>
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<tr>
<td>MEMBER #3</td>
<td>_____</td>
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<tr>
<td>MEMBER #4</td>
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<tr>
<td>MEMBER #5</td>
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<td>Additional members</td>
<td>__________________________</td>
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PLEASE GO ON TO NEXT PAGE
5. a) During this visit did you and your group use any of the following services within Everglades National Park? Please check (✓) all that apply.

b) Next, rate the quality of each service you and your group used during this visit to Everglades National Park. (Please mark each service used from 1 to 5: 1=VERY GOOD, 2=GOOD, 3=AVERAGE, 4=POOR, 5=VERY POOR.)

<table>
<thead>
<tr>
<th>Use service?</th>
<th>LODGE OR COTTAGES</th>
<th>What quality? (1-5)</th>
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<tbody>
<tr>
<td>✓</td>
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<tr>
<td>✓</td>
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</table>

6. How much money did you and your group spend inside and outside Everglades National Park on the day you received this questionnaire? (Please give your best estimates.)

<table>
<thead>
<tr>
<th>INSIDE EVERGLADES N.P.</th>
<th>OUTSIDE EVERGLADES N.P.</th>
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</thead>
<tbody>
<tr>
<td>$___</td>
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</table>
7. a) During this visit did you and your group use any of the following information or interpretive services at Everglades National Park? Please check (√) all that apply.

b) How useful were the services you used? (Please mark each service you checked from 1 to 5: 1=EXTREMELY USEFUL, 2=VERY USEFUL, 3=MODERATELY USEFUL, 4=SOMewhat USEFUL, 5=NOT USEFUL.)

<table>
<thead>
<tr>
<th>Use service?</th>
<th>How useful?</th>
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</thead>
<tbody>
<tr>
<td>(√) PARK FOLDER/MAP</td>
<td>□</td>
</tr>
<tr>
<td>□ PARK NEWSPAPER</td>
<td>□</td>
</tr>
<tr>
<td>□ SALES PUBLICATIONS</td>
<td>□</td>
</tr>
<tr>
<td>□ VISITOR CENTER EXHIBITS</td>
<td>□</td>
</tr>
<tr>
<td>□ VISITOR CENTER MOVIE</td>
<td>□</td>
</tr>
<tr>
<td>□ SELF-GUIDED TRAILS</td>
<td>□</td>
</tr>
<tr>
<td>□ ROADSIDE EXHIBITS</td>
<td>□</td>
</tr>
<tr>
<td>□ RANGER-LED WALKS/TALKS</td>
<td>□</td>
</tr>
<tr>
<td>□ EVENING CAMPFIRE PROGRAMS</td>
<td>□</td>
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<tr>
<td>□ TRAM TOURS</td>
<td>□</td>
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</tbody>
</table>

PLEASE GO ON TO NEXT PAGE
8. During this trip to Everglades National Park did you and your group use a boat of some kind?

_____ YES

_____ NO

If so, please check (✓) all that apply.

_____ CANOE

_____ HOUSEBOAT

_____ SAILBOAT

_____ OTHER (Please describe:

_____ MOTORBOAT

_____________________________)

9. Did you and your group find it difficult to locate Everglades National Park?

_____ YES

If so, why was it difficult to locate the park?

_____ NO

_______________________________________________

_______________________________________________

10. What did you and your group like **most** about this visit to Everglades National Park?

_________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________
11. What did you and your group like least about this visit to Everglades National Park?

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

12. Is there anything else you would like to tell us about your visit to Everglades National Park?

____________________________________________________________________

____________________________________________________________________

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____________________________________________________________________

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

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