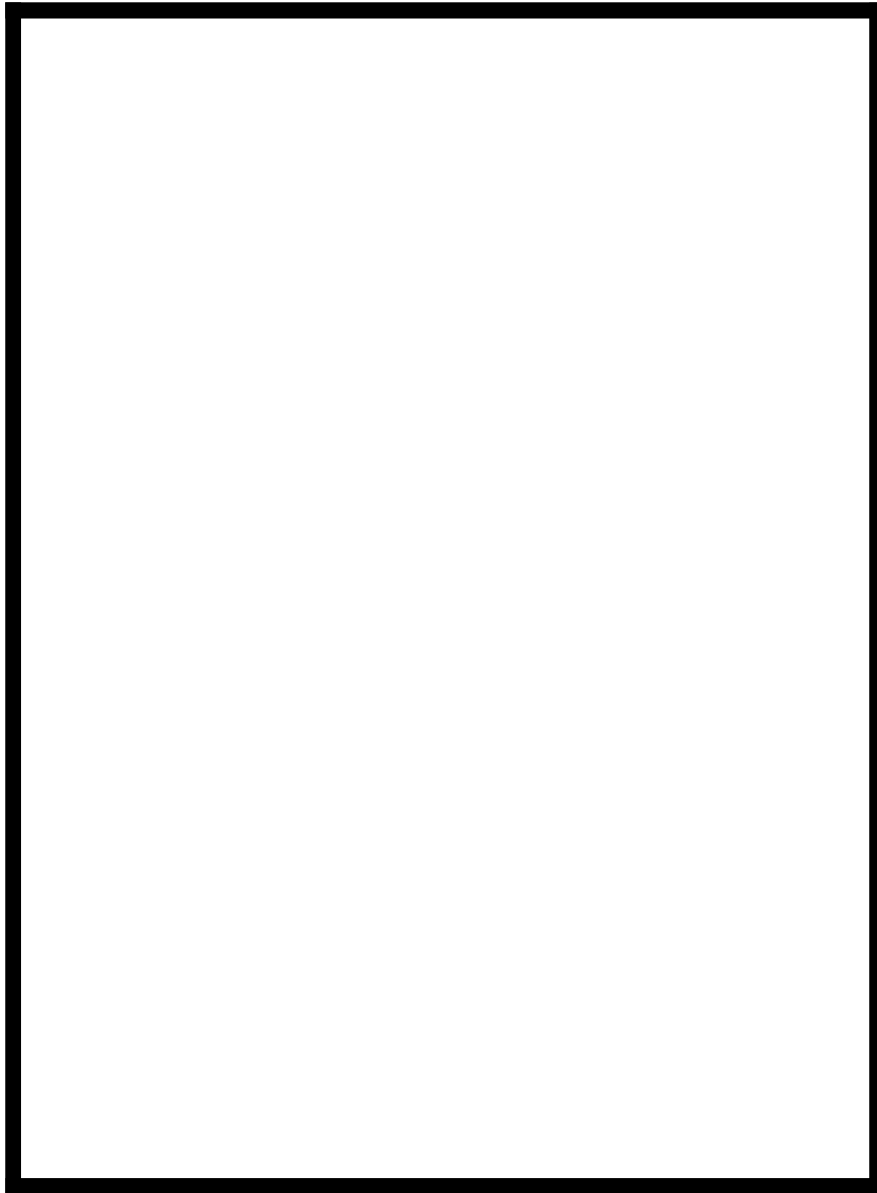


# **Canaveral National Seashore Visitor Study**



**The  
Visitor Services  
Project**

August, 1994

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the visitors to Canaveral National Seashore, the activities or programs you enjoyed, the places you visited, and to get your opinions about your visit.

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 Canaveral National Seashore.

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, about this study please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

Wendell Simpson  
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 the 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.

**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 Service Information Collection Clearance Officer, National Park Service, P.O. Box 37127, Washington D.C. 20013-7127; and to the Office of Management and Budget, Paperwork Reduction Project, 1037-0101, Washington D.C. 20503.

PLEASE GO ON TO NEXT PAGE



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

\_\_\_\_ TRAVEL GUIDE/ TOUR BOOK

\_\_\_\_ NEWSPAPER/ MAGAZINE ARTICLES

\_\_\_\_ MAP/BROCHURE

\_\_\_\_ ADVICE FROM FRIENDS OR RELATIVES

\_\_\_\_ PREVIOUS VISITS

\_\_\_\_ TELEPHONE INQUIRY TO THE PARK

\_\_\_\_ WRITTEN INQUIRY TO THE PARK

\_\_\_\_ BULLETIN BOARDS

\_\_\_\_ STATE VISITOR/INFORMATION BUREAU

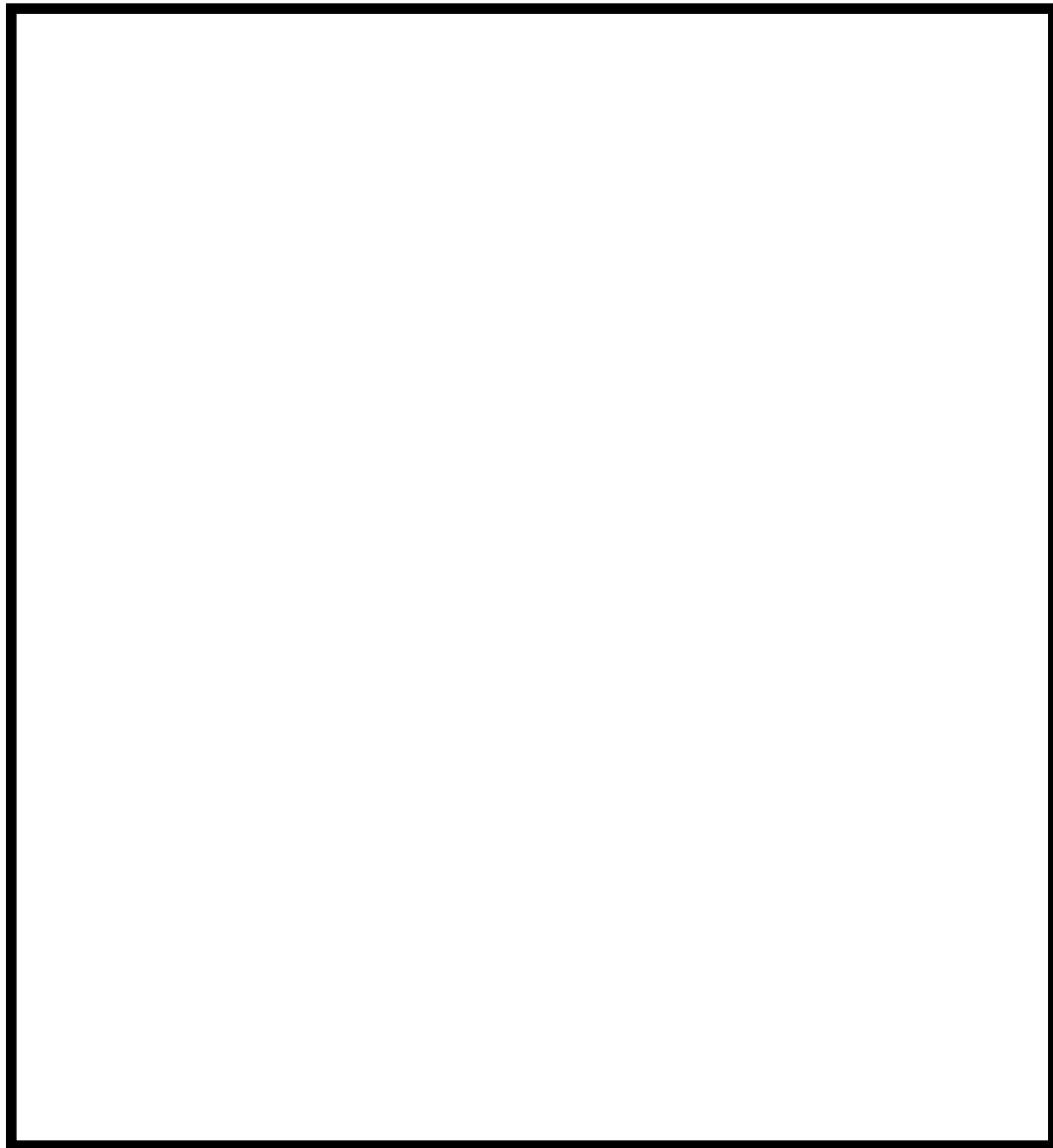
\_\_\_\_ NO INFORMATION PRIOR TO VISIT

\_\_\_\_ OTHER (Please describe:\_\_\_\_\_

\_\_\_\_\_)

2. On the map below, please indicate the places you and your group visited in the Canaveral National Seashore area this visit. Simply check ( ) the box near each site you visited. If you did not visit any of these places please go on to page 6.

**Canaveral National Seashore**



**PLEASE GO ON TO NEXT PAGE**



6

3. How much time did you and your group spend at Canaveral National Seashore this visit?

NUMBER OF HOURS \_\_\_\_\_ AND \_\_\_\_\_ MINUTES

4. How many people were in your group?

\_\_\_\_\_ NUMBER OF PEOPLE

5. What kind of group were you with? Please check ( ) **one**.

\_\_\_\_\_ ALONE

\_\_\_\_\_ FAMILY

\_\_\_\_\_ FRIENDS

\_\_\_\_\_ FAMILY AND FRIENDS

\_\_\_\_\_ OTHER (Please describe: \_\_\_\_\_)

6. For you and your group, please indicate:

	<b>CURRENT AGE</b>	<b>U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY</b>	<b># TIMES VISITED (INCLUDING THIS VISIT)</b>
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

- 7. a) Please ( ) check all the facilities you and your group **used** during this visit to Canaveral National Seashore.
- b) Next, for only those facilities which you and your group **used**, please rate their **importance** from 1-5. using the list below.
- c) Next, for only those facilities which you and your group **used**, please rate their **quality** from 1-5.

Use service? Check ( )	Importance					Quality?				
	Very important 1	2	Not important 3	4	Very important 5	good 1	2	Very 3	poor 4	5
_____ INFORMATION CENTER										
_____ RESTROOMS										
_____ PARKING LOTS										
_____ ROADS										
_____ TRAILS										
_____ BEACH										
_____ DOCK/FISHING PIER										
_____ BOARDWALKS										
_____ OTHER (Please describe: _____ )										

8. Did you visit the Canaveral National Seashore information center?

\_\_\_\_\_ YES                      \_\_\_\_\_ NO → Go on to question 9

↓  
If yes, did you or your group find it difficult to locate the information center?

\_\_\_\_\_ YES                      \_\_\_\_\_ NO → Go on to question 9

↓  
If yes, why was it difficult to locate the information center?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PLEASE GO ON TO NEXT PAGE →

9. a) Please ( ) check all of the interpretive or visitor services you and your group **used** during this visit to Canaveral National Seashore.
- b) Next, for only those services which you and your group **used**, please rate their **importance** from 1-5.
- c) Next, for only those services which you and your group **used**, please rate their **quality** from 1-5.

Use service? Check ( )	Importance					Quality?				
	Very important 1	2	Not important 3	4	Very important 5	good 1	2	Very poor 3	4	5
_____ UNIFORMED PARK STAFF	_____				_____					_____
_____ BOOK SALES AREA	_____				_____					_____
_____ SLIDE SHOW/VIDEO	_____				_____					_____
_____ PARK MAP/GUIDE	_____				_____					_____
_____ OTHER BROCHURES	_____				_____					_____
_____ RANGER-LED PROGRAMS	_____				_____					_____
_____ BULLETIN BOARDS	_____				_____					_____
_____ TRAIL EXHIBITS	_____				_____					_____
_____ INFORMATION CENTER EXHIBITS	_____				_____					_____
_____ VISITOR PROTECTION/ LAW ENFORCEMENT	_____				_____					_____
_____ OTHER (Please describe: _____ )	_____				_____					_____



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

\_\_\_\_\_ SOLITUDE/QUIET

\_\_\_\_\_ SECURITY

\_\_\_\_\_ NATURE STUDY

\_\_\_\_\_ VISIT THE BEACH

\_\_\_\_\_ VISIT HISTORICAL AREA

\_\_\_\_\_ VIEW SCENERY

\_\_\_\_\_ ATTEND AN INTERPRETIVE/NATURE PROGRAM

\_\_\_\_\_ RECREATIONAL OPPORTUNITIES (Sun bathing, swimming, etc.)

\_\_\_\_\_ AVOID VEHICLES ON THE BEACH

\_\_\_\_\_ FISHING

\_\_\_\_\_ OTHER (Please describe: \_\_\_\_\_  
\_\_\_\_\_ )

11. During this visit to the Canaveral National Seashore area what other attractions did you and your group visit? Please ( ) check **all** that apply.

\_\_\_\_\_ DISNEY ATTRACTIONS

\_\_\_\_\_ SEA WORLD

\_\_\_\_\_ DAYTONA BEACH

\_\_\_\_\_ STATE PARKS

\_\_\_\_\_ COCOA BEACH

\_\_\_\_\_ OTHER (Please describe: \_\_\_\_\_ )

PLEASE GO ON TO NEXT PAGE





14. What did you like least about your visit to Canaveral National Seashore?

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15. Is there anything else you would like to tell us about your visit to Canaveral National Seashore?

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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.

STAMP

**OFFICIAL BUSINESS**

**Visitor Services Project  
Cooperative Park Studies Unit  
Department of Forest Resources  
College of Forestry, Wildlife and  
Range Sciences  
University of Idaho  
Moscow, Idaho 83844-1133**