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
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:

<table>
<thead>
<tr>
<th>CURRENT AGE</th>
<th>U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY</th>
<th># TIMES VISITED (INCLUDING THIS VISIT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOURSELF</td>
<td>______</td>
<td>__________________________</td>
</tr>
<tr>
<td>MEMBER #2</td>
<td>______</td>
<td>__________________________</td>
</tr>
<tr>
<td>MEMBER #3</td>
<td>______</td>
<td>__________________________</td>
</tr>
<tr>
<td>MEMBER #4</td>
<td>______</td>
<td>__________________________</td>
</tr>
<tr>
<td>MEMBER #5</td>
<td>______</td>
<td>__________________________</td>
</tr>
<tr>
<td>MEMBER #6</td>
<td>______</td>
<td>__________________________</td>
</tr>
<tr>
<td>MEMBER #7</td>
<td>______</td>
<td>__________________________</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Use service?</th>
<th>Importance</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check ( )</td>
<td>Very important</td>
<td>Not important</td>
</tr>
<tr>
<td>INFORMATION CENTER</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>RESTROOMS</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>PARKING LOTS</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>ROADS</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>TRAILS</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>BEACH</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>DOCK/FISHING PIER</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>BOARDWALKS</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>OTHER (Please describe: )</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

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.

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


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
12. If you were planning for the future of Canaveral National Seashore what would you propose? Please be specific.

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13. What did you like most about your visit to Canaveral National Seashore?

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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.
OFFICIAL BUSINESS

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College of Forestry, Wildlife and Range Sciences
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