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**Visitor Services Project**  
**Canaveral National Seashore**  
**Report Summary**

- This report describes the results of a visitor study at Canaveral National Seashore during August 21-27, 1994. A total of 510 questionnaires were distributed and 365 returned, a 72% response rate.
- This report profiles Canaveral National Seashore visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Fifty-two percent of Canaveral National Seashore visitors were in family groups. The most common visitor ages were 31-50 years old (39%). Most visitors (79%) had made more than one visit to Canaveral National Seashore.
- Visitors from foreign countries comprised 4% of the visitation. Eighty percent of Canaveral National Seashore came from Florida, with smaller proportions from many other states.
- The most visited sites at Canaveral National Seashore were Playalinda Beach (55%), Turtle Mound (36%), and Apollo Beach (33%). Sixty-one percent of Canaveral National Seashore visitors stayed four hours or less during their visit. Besides visiting Canaveral National Seashore, other attractions visited were Daytona Beach (31%), Disney attractions (29%), and Cocoa Beach (26%).
- For Canaveral National Seashore visitors, the most often used sources of information about the park were previous visits (59%), advice from friends and relatives (43%) and maps and brochures (15%). Visitors most often cited visiting the beach (81%), solitude and quiet (64%), and recreational opportunities (60%) as reasons for visiting Canaveral National Seashore.
- Twenty-eight percent of the visitor groups visited the Canaveral National Seashore information center. Ninety-eight percent of those that visited the information center had no difficulty in locating it.
- The most used facilities were parking lots (95%), beaches (91%), and roads (76%). The most important facilities were the beaches and the restrooms. The beaches, the information center, and the boardwalks received the highest quality ratings.
- The most used visitor services by Canaveral National Seashore visitors were the uniformed park staff (74%), park map and guide (39%) and bulletin boards (30%). The most important services were visitor protection and law enforcement (92%), uniformed park staff (90%), and the park map (89%). The uniformed park staff (95%), the information center exhibits (90%) and the trail exhibits (89%) received the highest quality ratings.
- Visitors made many additional comments.

<p>For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844-1133 or call (208) 885-7129.</p>
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