



**Social Science Program
National Park Service
U.S. Department of the Interior**

Visitor Services Project

Hawai'i Volcanoes National Park

Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Hawai'i Volcanoes National Park
Hawai'i Volcanoes NP, HI 96718

IN REPLY REFER TO:

February 2007

Aloha, Visitor:

Thank you for participating in this important study. We hope your visit to Hawai'i Volcanoes National Park influences you in a positive way and that you will share your experience with us. Our goal is to learn about your expectations, opinions, and interests relating to the park. This information will assist us in our efforts to better manage this park and to serve you, the visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes to complete.

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

If you have any questions, please contact NPS Project Director Margaret Littlejohn at phone: 208-885-7863 or email: littlej@uidaho.edu.

Mahalo (thank you) for your kokua (help).

Sincerely,

Cindy Orlando
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire
- 2) Answer the questions carefully since each question is different
- 3) Seal it with the stickers provided
- 4) Drop it in a U.S. mailbox

Mahalo! Thank you!

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. 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 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Please go on to the next page →

1. a) Before **this** visit, how did you and your group obtain information about Hawai'i Volcanoes National Park (NP)? In the left column below, please check (✓) **all** that apply.

b) Before your next visit, how would you and your group prefer to obtain information about Hawai'i Volcanoes NP? In the right column below, please check (✓) **all** that apply.

b) Before next visit (✓)

_____ Other (Please specify below:

d) If NO, what type of park information did you and your group need that was not available?

- e) Did you and your group obtain information about accessibility for people with disabilities from any of the above sources?

_____ Yes

_____ No → **Go on to Question 2**



- f) If YES, from what source(s)? _____

2. a) As you were planning your trip, what activities did you and your group **expect** to include on this visit to Hawai'i Volcanoes NP? Please check (√) **all** that apply in the left column.

- b) On this visit, what activities did you and your group **participate in** while at Hawai'i Volcanoes NP? Please check (√) **all** that apply in the right column.

a) Planned activities (√)

b) Activities on this visit (√)

- | | |
|--|-------|
| _____ Driving Crater Rim Drive | _____ |
| _____ Driving Chain of Craters Road | _____ |
| _____ Viewing active lava flow sites | _____ |
| _____ Painting/drawing/taking photographs | _____ |
| _____ Day hiking | _____ |
| _____ Attending ranger-led programs | _____ |
| _____ Visiting Kilauea Visitor Center | _____ |
| _____ Nature study (viewing plants/wildlife, including birds) | _____ |
| _____ Shopping in park bookstore | _____ |
| _____ Shopping in park gift shops (Curio Shop & Crater View Gallery) | _____ |
| _____ Eating in park restaurant | _____ |
| _____ Picnicking | _____ |
| _____ Camping in developed campgrounds | _____ |
| _____ Staying in park lodging (Volcano House) | _____ |
| _____ Other (Please specify below: _____) | _____ |

- a) _____ b) _____

- c) Which **one** of the above activities was the primary reason you and your group visited Hawai'i Volcanoes NP on this visit? Please list **only one** response.

Please go on to the next page →

3. a) For this visit, when did you and your group make the decision to visit Hawai'i Volcanoes NP? Please check (√) **only one**.

<input type="checkbox"/> While driving by	<input type="checkbox"/> 2 - 6 months ago
<input type="checkbox"/> After arriving in Hawai'i	<input type="checkbox"/> 7 - 11 months ago
<input type="checkbox"/> Less than 1 month ago	<input type="checkbox"/> 1 year ago or more

b) Why did you and your group choose to visit when you did? _____

4. a) When visiting Hawai'i Volcanoes NP, were you and your group on a fixed schedule (such as schedules set up by cruise ship tours or other tours, business meeting, etc.)?

☐ No ☐ Yes → **Go on to Question 5**



- b) If NO, how did the amount of time that you and your group spent visiting the park compare with what you had planned? Please check (√) **only one**.

☐ No planned time-frame → **Go on to Question 5**

☐ About the same → **Go on to Question 5**

☐ Shorter than planned → **Go on to Part c**

☐ Longer than planned → **Go on to Part c**

- c) If you and your group stayed for a shorter or longer time than planned, what were your reasons for changing your plans?

☐ No particular reason ☐ Less things to see/do than expected

☐ More things to see/do than expected

☐ Other (Please specify: _____)

5. On this visit, did you and your group experience traffic congestion or parking difficulties at any of the following places? Please check (√) **all** that apply.

☐ Did not experience traffic congestion or parking difficulties → **Go on to Question 6**

☐ Kilauea Visitor Center ☐ Volcano House Hotel

☐ Jaggar Museum ☐ Southwest Rift Zone

☐ Nahuku (Thurston Lava Tube) ☐ Active lava flow site

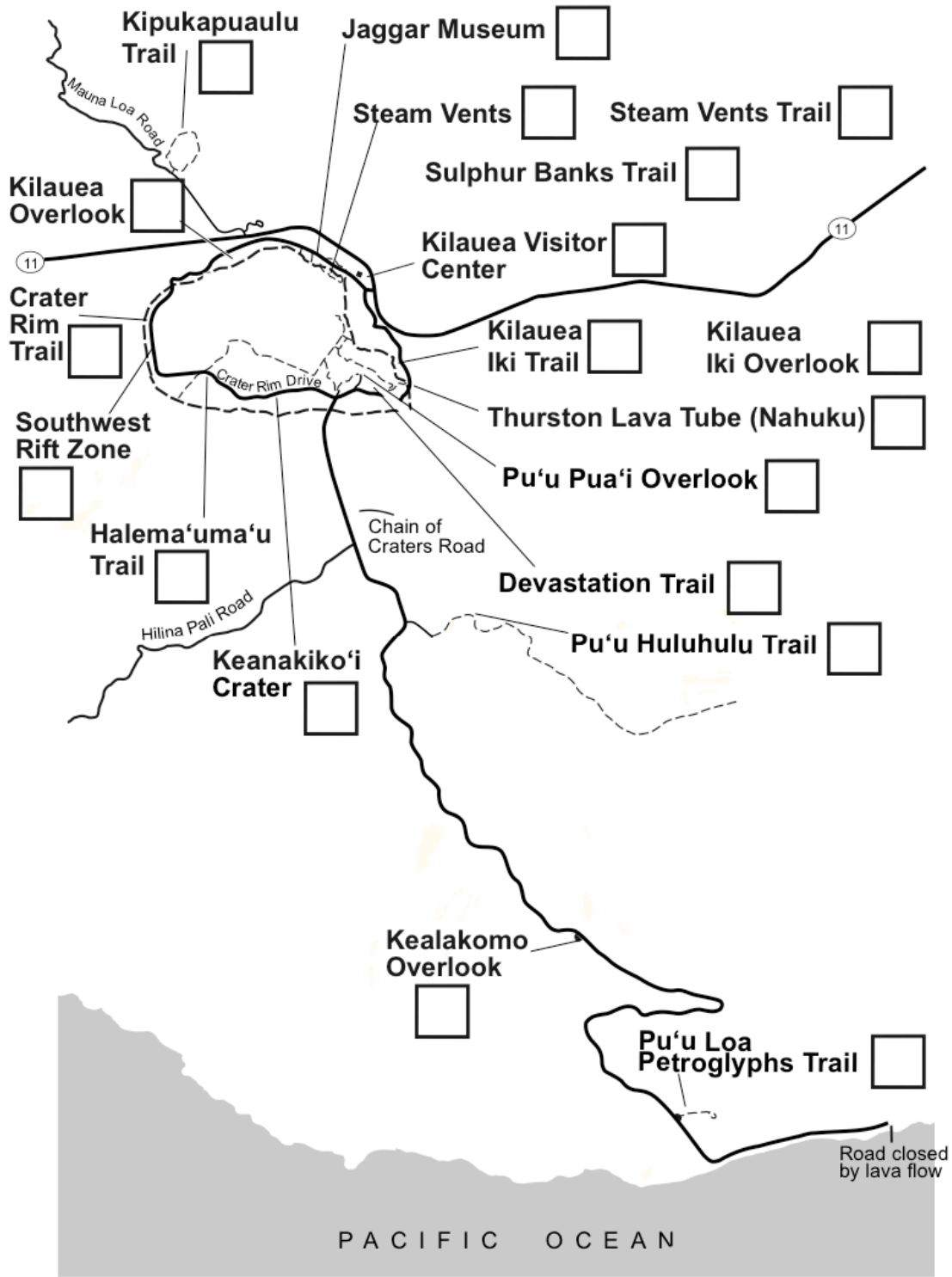
☐ Roads (Please specify: _____)

☐ Campgrounds (Please specify: _____)

☐ Trails (Please specify: _____)

☐ Other locations (Please specify: _____)

6. On this visit, which of the following sites and trails in Hawai'i Volcanoes NP did you and your group visit? Please check (✓) **all** of the boxes that apply on the map below.



Please go on to the next page ➔

7. a) On this visit, how did you and your group explore Hawai'i Volcanoes NP?

Please check (√) **all** that apply.

_____ Self-guided in private vehicle (car, SUV, pickup, RV, motorcycle, etc.)

_____ Self-guided in rental vehicle

_____ Commercial tour (Please specify: _____)
e.g. bus, mini-bus, van, helicopter, eco-tour, bicycle, etc.

_____ Educational/school tour

_____ Other (Please specify: _____)

- b) Did the above method(s) of exploring the park meet you and your group's expectations?

_____ Yes
↓

_____ No
↓

c) Please explain: _____

8. a) On this visit to Hawai'i Volcanoes NP, did you and your group stay overnight away from home on the big island of Hawai'i?

_____ Yes
↓

_____ No → **Go on to Question 9**

b) If YES, how many nights did you stay on the big island of Hawai'i? _____

c) Where did you and your group stay? Please check (√) **all** that apply in the column on the left.

d) Next, for the places that you and your group stayed, please indicate number of nights that you stay in the right column.

c) Where did you stay? (√) d) How many nights?

_____ Volcano House Hotel _____

_____ Kilauea Military Camp _____

_____ Namakani Paio Campground _____

_____ Kulanaokuaiki Campground _____

_____ Backcountry site (inside park) _____

_____ Backcountry site (outside park on the island) _____

_____ Cruise ship _____

_____ Volcano area _____

_____ Hilo area _____

_____ Kona/Kohala area _____

_____ Vacation rental (Specify location: _____) _____

_____ Residence of friends/relatives (Specify location: _____) _____

_____ Other (Please specify: _____) _____

9. a) Where did you and your group stay on the night **prior** to visiting Hawai'i Volcanoes NP? If you stayed at home please write the name of the town where you live.

Nearest city/town _____ State _____

- b) Where did you and your group stay on the night **after** leaving Hawai'i Volcanoes NP? If you stayed at home please write the name of the town where you live.

Nearest city/town _____ State _____

10. On this visit, how long did you and your group visit Hawai'i Volcanoes NP?

_____ Number of hours **if less than 24 hours**

_____ Number of days **if 24 hours or more**

11. During this visit to Hawai'i Volcanoes NP, please indicate how the following human-caused sounds affected your park experience. Please check (✓) **one** response for each sound listed below.

Affect your experience?	Added to	No effect	Detracted from	Did not Experience
Motor vehicles (cars, buses, etc.)	_____	_____	_____	_____
Helicopter tours	_____	_____	_____	_____
Other visitors' activities	_____	_____	_____	_____
Equipment (mowers, blowers, etc.)	_____	_____	_____	_____
Other (Please specify below: _____)	_____	n/a	_____	n/a

12. a) Please indicate how safe you and your group felt from crime, accidents, and natural hazards during this visit to Hawai'i Volcanoes NP? Please circle **one** response for each safety issue.

How safe did you feel in the park?

Safety issue	Very unsafe	Somewhat unsafe	Somewhat safe	Very safe
Theft/damage to personal property	1	2	3	4
Personal safety from crime	1	2	3	4
Personal safety from accidents	1	2	3	4
Personal safety from natural hazards (i.e. volcanic gas, volcanic eruptions, earthquakes)	1	2	3	4

- b) If you circled 1 or 2 on any of the above items, please explain why:

13. a) During this visit to Hawai'i Volcanoes NP, did you and your group use any of the following sources to learn about the topics listed? Please check (✓) **all** that apply.

a) Source	Park topics learned? (✓)				
	Park rules & regulations	Geology, (volcanoes, plate tectonics, etc.)	Biology (plants, animals, etc.)	Hawai'ian culture (sacred sites legends, etc.)	National Park System
Park brochure and/or publications	_____	_____	_____	_____	_____
Park bulletin boards	_____	_____	_____	_____	_____
Signs and exhibits	_____	_____	_____	_____	_____
Talking to a ranger or other park staff	_____	_____	_____	_____	_____
Other (Please specify: _____)	_____	_____	_____	_____	_____

- b) Please list any additional park topics that you and your group are interested in learning on a future visit.

14. On a future visit, how would you and your group prefer to learn about the geology, biology, and culture of Hawai'i Volcanoes NP? Please check (✓) **all** that apply.

_____ Indoor exhibits/visitor center/museums

_____ Outdoor exhibits

_____ Ranger-led activities

_____ Junior Ranger program

_____ Children's programs (other than Junior Ranger program)

_____ Self-guided tours

_____ Park website: www.nps.gov/havo

_____ Interactive computer programs

_____ Audiovisual programs (DVD, video, or movie)

_____ Electronic media/devices available to visitors
(downloadable digital files, podcasts, MP3 players, etc.)

_____ Printed materials (brochures, books, maps, etc.)

_____ Volunteer opportunities

_____ Other (Please specify: _____)

15. a) Please check (✓) **all** visitor services and facilities that you or your group **used** during this visit to Hawai'i Volcanoes NP.

b) Next, for only those services and facilities that you or your group used, please rate their importance to your visit from 1-5.

c) Finally, for only those services and facilities that you or your group used, please rate their quality from 1-5.

a) Used visitor service/facility?	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
_____ Assistance from Kilauea Visitor Center information desk staff	_____	_____
_____ Kilauea Visitor Center bookstore	_____	_____
_____ Assistance from Jaggar Museum information desk staff	_____	_____
_____ Jaggar Museum bookstore	_____	_____
_____ Active lava flow site staff	_____	_____
_____ Ranger-led walks/talks	_____	_____
_____ Junior Ranger program	_____	_____
_____ Roadside/trailside exhibits/signs	_____	_____
_____ Picnic areas	_____	_____
_____ Campgrounds	_____	_____
_____ Restrooms	_____	_____
_____ Volcano Art Center Gallery	_____	_____
_____ Volcano House Hotel	_____	_____
_____ Volcano House Restaurant	_____	_____
_____ Volcano House Curio Shops	_____	_____

d) If you rated the quality of the above services/facilities as 1 or 2, please explain.

Service/facility	Comment
_____	_____
_____	_____
_____	_____

Please go on to the next page →

16. a) On a future visit, would you and your group be willing to ride a shuttle bus to major park viewpoints?

_____ Yes, likely _____ No, unlikely _____ Not sure

- b) On a future visit, how important would the following services on a shuttle bus be? Please circle **one** for each characteristic.

Shuttle characteristic	Not important	Somewhat important	Moderately important	Very important	Extremely important
Frequency of shuttle service	1	2	3	4	5
Alternative fuel shuttle	1	2	3	4	5
On-board orientation by employee	1	2	3	4	5
Orientation by television	1	2	3	4	5
Orientation by using soundstick/headphones	1	2	3	4	5
Orientation by podcast, downloadable audio/video file, etc.	1	2	3	4	5

In this questionnaire, your personal group is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scout, or tour groups.

17. On this visit, were you and your personal group (family, friends, etc.) with the following type of groups?

a) Commercial guided tour group _____ Yes _____ No

b) School/educational group _____ Yes _____ No

c) Other organized group _____ Yes _____ No
(such as business group, scout group, etc.)

18. On this visit, what kind of personal group (not guided tour/school/organized group) were you with? Please check (✓) **only one**.

_____ Alone _____ Family

_____ Friends _____ Family and friends

_____ Other (Please specify: _____)

19. a) On this visit, how many people were in your personal group, including yourself?

_____ Number of people

- b) On this visit, how many vehicles did you and your group use to enter the park?

_____ Number of vehicles

c) On this visit, how many times did you and your group enter Hawai'i Volcanoes NP during your stay in the area?

_____ Number of entries

20. For you and your personal group on this visit, please provide the following? If you do not know the answer, leave blank.

	Gender M=male F=female	Current age	U.S. Zip Code or name of country other than U.S.	Number of visits made to Hawai'i Volcanoes NP (including this visit) past 12 months	lifetime
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

21. For you and each member (age 16 or over) in your personal group on this visit, please indicate the highest level of education completed. Please check (✓) only **one** for each person. (If you do not know the answer, leave blank.)

	Highest level of education (✓)				
	Some high school	High school diploma/GED	Some college	Bachelor's degree	Graduate degree
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

Please go on to the next page →

22. a) What is the **one** language you and/or members of your group prefer to use for the following?

Speaking?

Reading?

- b) What services in the park would you like to have provided in languages other than English?

_____ None → **Go on to Question 23**

- c) Services that need translation: _____

23. a) Does anyone in your group have a physical condition that made it difficult to access or participate in park activities or services?

_____ Yes

_____ No → **Go on to Question 24**



- b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please check (√) **all** that apply.

_____ None → **Go on to Question 24**

_____ Ranger-led programs

_____ Kilauea Visitor Center

_____ Restrooms

_____ Jaggar Museum

_____ Trails

_____ Active lava flow site

_____ Campgrounds/picnic areas

_____ Overlooks

_____ Volcano House Hotel

_____ Roads

_____ Outdoor exhibits

_____ Other (Please specify: _____)

- c) Because of the physical condition, what specific problems did the person(s) have? Please check (√) **all** that apply.

_____ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with hearing aid)

_____ Visual (difficulty seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)

_____ Mobility (difficulty accessing facilities, services, or programs even with walking aid and/or wheelchairs)

_____ Other (Please specify: _____)

24. What advice about Hawai'i Volcanoes NP would you give to friends or relatives who might visit?

25. If you were a manager planning the future of Hawai'i Volcanoes NP, what would you propose? Please be specific.

26. Hawai'i Volcanoes NP has a new addition, Kahuku, which encompasses 115,000 acres. The majority of this area is lava flows and archeological resources with small pockets of significant native forests. What types of activities, if any, would you propose for this site? Please be specific.

27. Is there anything else you and your group would like to tell us about your visit to Hawai'i Volcanoes NP?

28. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your group at Hawai'i Volcanoes NP during this visit? Please circle **only one**.

Very poor

Poor

Average

Good

Very good

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



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OFFICIAL BUSINESS

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