
Visitor Services Project
Channel Islands National Park



Visitor Services Project Report 60
Cooperative Park Studies Unit



Visitor Services Project Channel Islands National Park

Dwight L. Madison

Report 60

March 1994

Dwight Madison is VSP Eastern Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Channel Islands National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Channel Islands National Park

Report Summary

- This report describes the results of a visitor study at Channel Islands National Park during August 8-14, 1993. A total of 404 questionnaires were distributed and 290 returned, a 72% response rate.
- This report profiles Channel Islands National Park visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (56%). Forty-six percent of visitors were between the ages of 26-50; 25% were 15 years old or younger. Most (54%) had previously visited Channel Islands National Park.
- Visitors from foreign countries comprised 5% of the visitation. Seventy-five percent of the U.S. visitors came from California, with smaller numbers from many other states.
- Fifty-two percent of visitors reported staying two hours or less at Channel Islands National Park. Thirty-six percent of visitors spent two days at Channel Islands National Park, while another 36% of the visitors spent five days or more.
- Sixty-six percent of visitors visited the visitor center in Ventura and 29% reported they had visited Anacapa Island while visiting the park.
- The visitors most often used previous visits (50%), advice from friends and relatives (40%) and a travel guide/tour book as sources (30%) of information about the park prior to their visit.
- The most common activities were marine mammal watching (45%), bird watching (34%) and photography (33%). The most common activities during past visits were marine watching (61%), photography (45%) and recreational fishing (44%).
- The most used service at Channel Islands National Park was the restrooms (80%). Island Packers Corporation boat tours received the highest quality ratings.
- The most commonly used interpretive services at Channel Islands National Park were the visitor center exhibits (83%), contact with park staff (56%) and the visitor center movies (46%). The bulletin boards 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 or call (208) 885-7129.</p>
--

TABLE OF CONTENTS

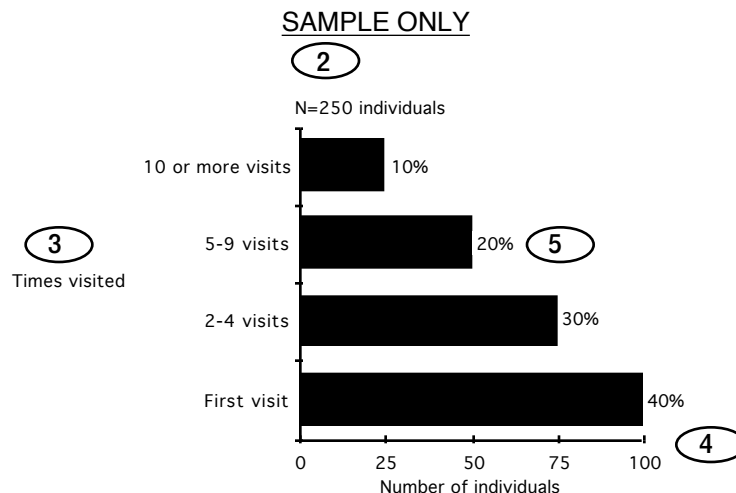
	Page
INTRODUCTION	1
METHODS	2
RESULTS	4
Visitors contacted	4
Demographics	4
Length of stay	10
Sites visited	11
Sources of park information	12
Activities this visit	13
Activities past visits	14
Overnight accommodations	15
Services use and quality	16
Interpretive services use and quality	21
Visitor center difficult to locate	29
Visit the islands	30
Ideas learned from interpretive exhibits/programs	31
Like most	32
Like least	34
Comment summary	36
MENU FOR FURTHER ANALYSIS	38
QUESTIONNAIRE	39

INTRODUCTION

This report describes the results of a study of visitors at Channel Islands National Park (referred to as "Channel Islands"). This visitor study was conducted August 8-14, 1993 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) Figure 4: Number of visits

- 1: The figure title describes the graph's information.
 - 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
 - 3: Vertical information describes categories.
 - 4: Horizontal information shows the number or proportions in each category.
 - 5: In most graphs, percentages provide additional information.
-

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Channel Islands National Park during August 8-14, 1993. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design and administration

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they visited the Channel Islands National Park Ventura visitor center or on boats anchored off shore of the islands. Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey.

Data analysis

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 277 groups, Figure 5 presents data for 977 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,
missing data
and reporting
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 290 questionnaires were returned, Figure 1 shows data for only 277 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Like all surveys, this study has limitations which should be considered when interpreting the results.

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of August 8-14, 1993. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

RESULTS

Visitors contacted

Four hundred fourteen visitor groups were contacted; 98% accepted questionnaires. Two hundred ninety visitor groups completed and returned their questionnaires, a 72% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias was not significant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	404	44.1	280	45.3
Group size	404	4.7	277	5.0

Demographics

Figure 1 shows group sizes, which varied from one person to 70 people. Sixty-seven percent of the Channel Islands visitors came in groups of two to four people. Fifty-six percent of visitors came in groups identified as family, as shown in Figure 2.

Figure 5 shows varied age groups; the most common were visitors aged 26-50 years old (46%) and 15 or younger (25%). Most visitors (54%) had visited the park before (see Figure 6).

Visitors from foreign countries comprised 5% of all visitation. Map 2 and Table 3 show that the most of the U.S. visitors came from California.

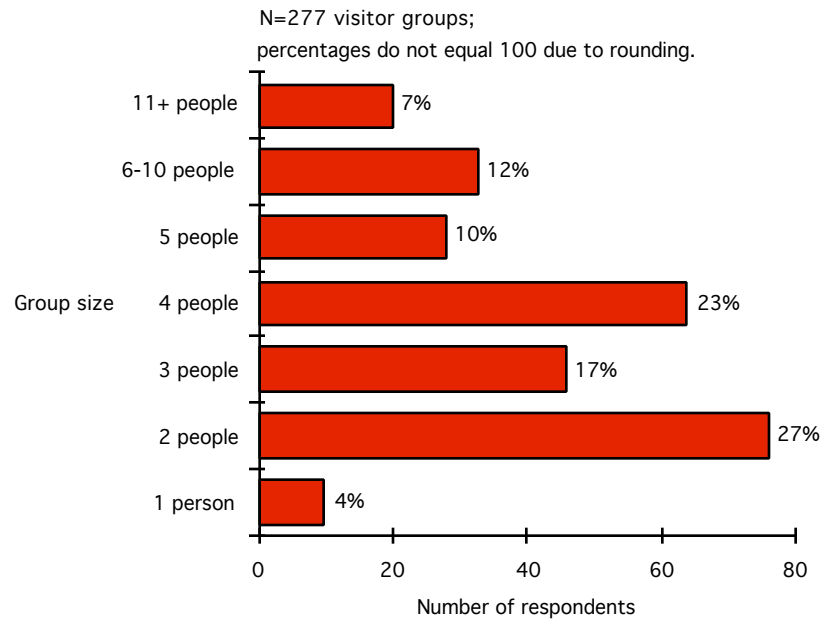


Figure 1: Visitor group sizes

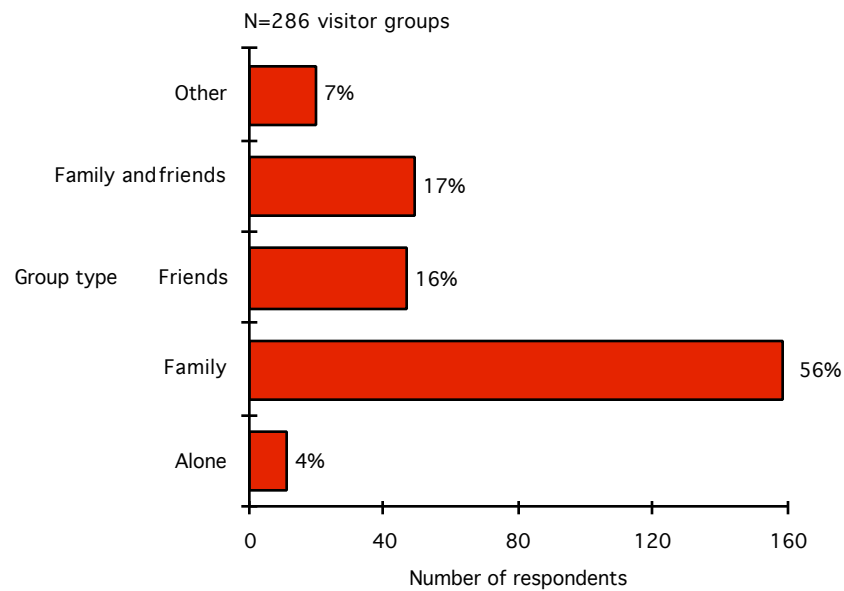


Figure 2: Visitor group types

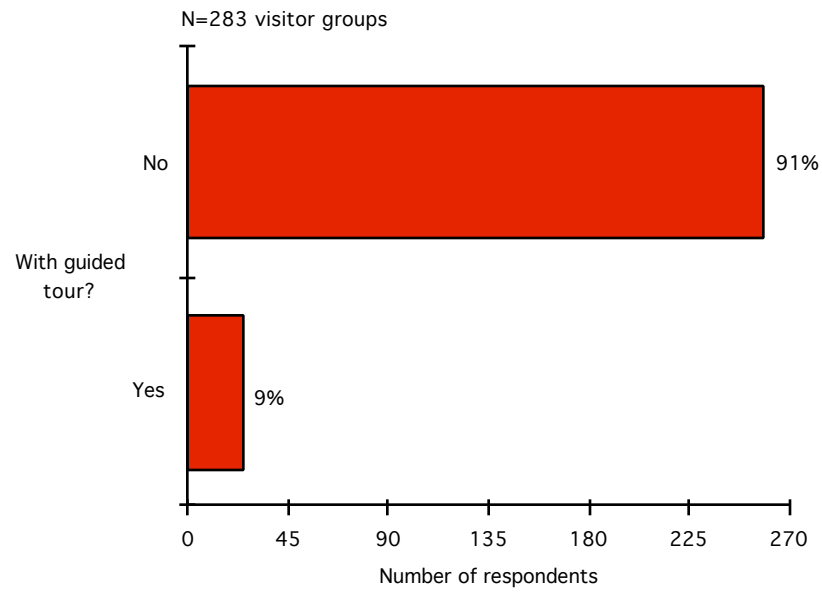


Figure 3: Guided tour group

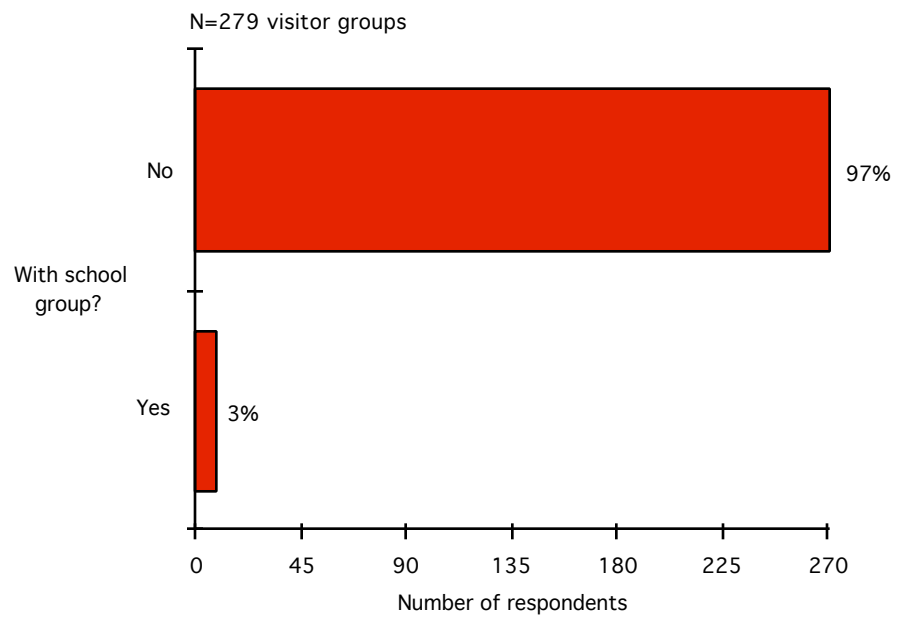


Figure 4: School group

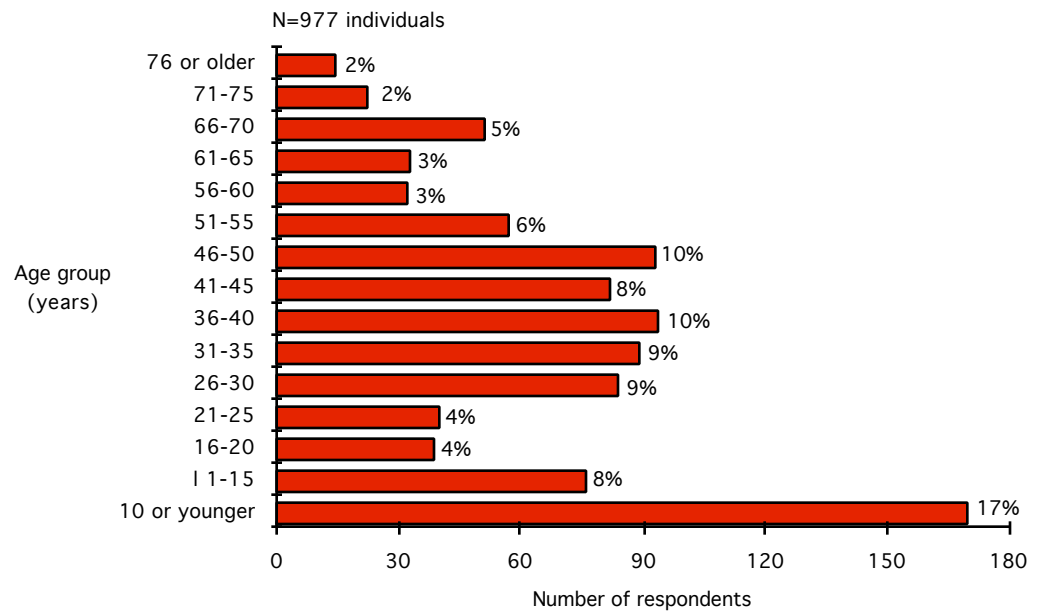


Figure 5: Visitor ages

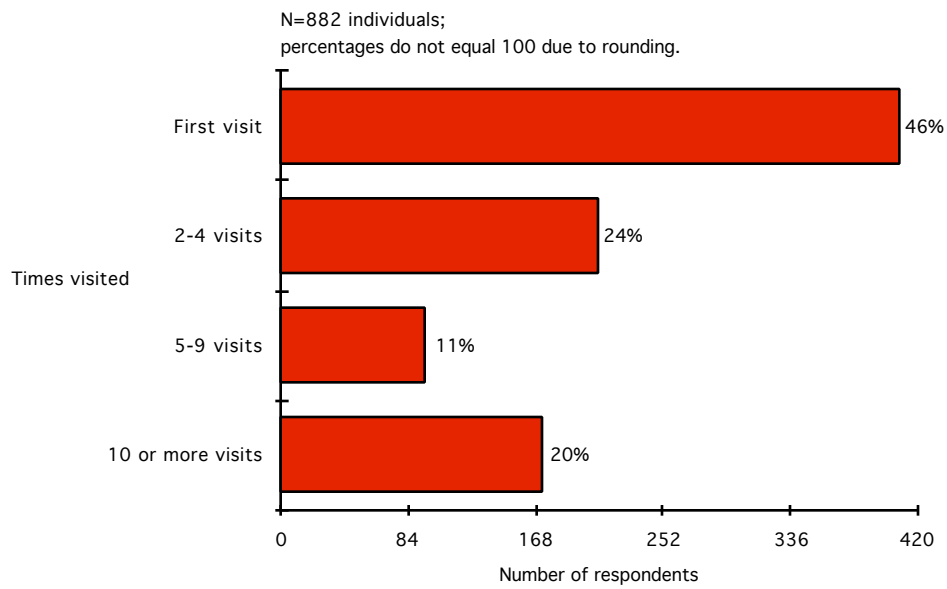
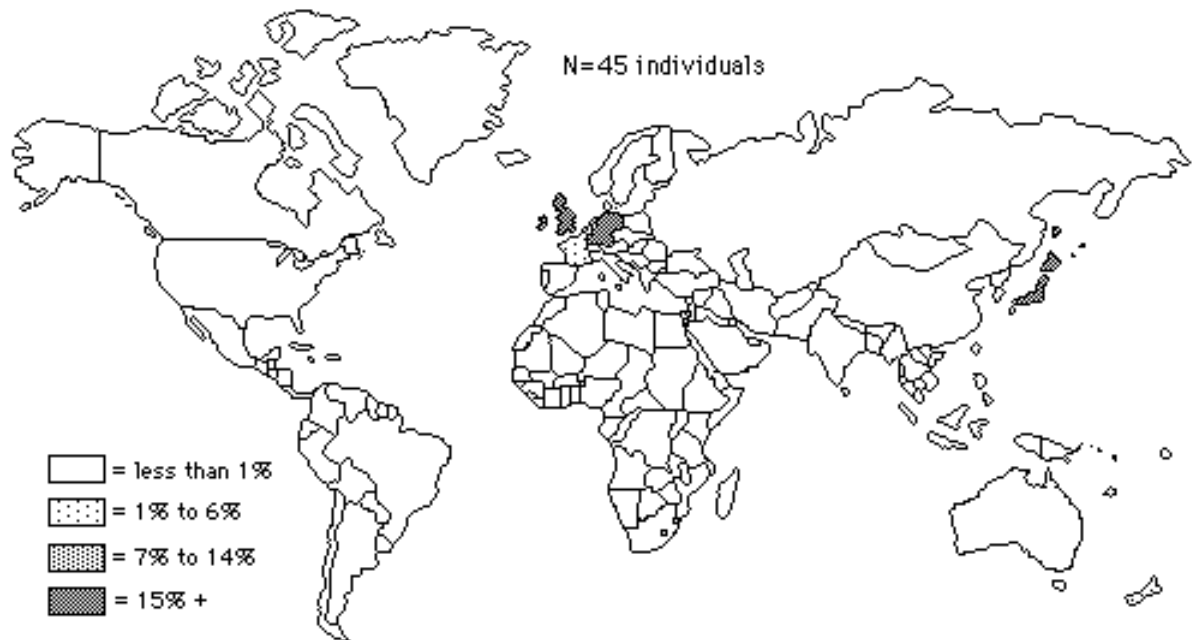


Figure 6: Number of visits

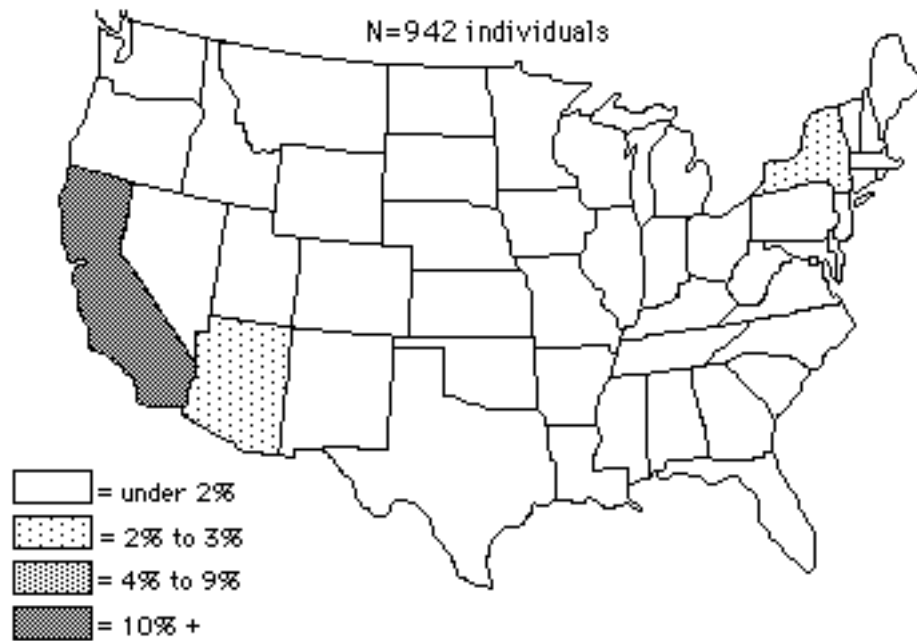


**Map 1: Proportion of international visitors
by country**

**Table 2: Foreign visitors by country of
residence**

N=45 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of international visitors
United Kingdom	12	27
Japan	11	24
Germany	9	20
Taiwan	5	11
Israel	4	9
France	2	4
Holland	1	2
New Zealand	1	2



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=942 individuals

State	Number of individuals	% of visitors
California	706	75
Arizona	21	2
New York	14	2
Other states (26)	201	21

Length of stay

Fifty-two percent of visitors reported staying two hours or less at Channel Islands (see Figure 7). Thirty-six percent of visitors reported spending two days and five days or more at Channel Islands, as shown in Figure 8.

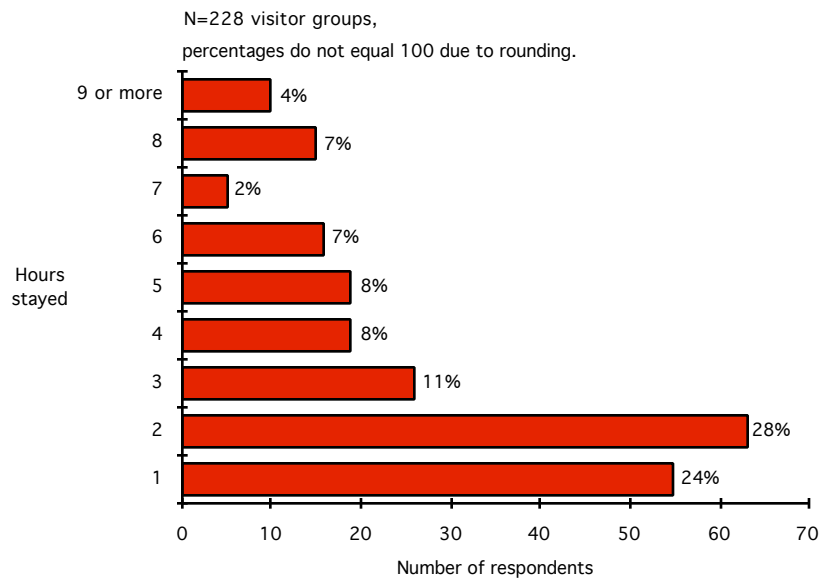


Figure 7: Number of hours spent

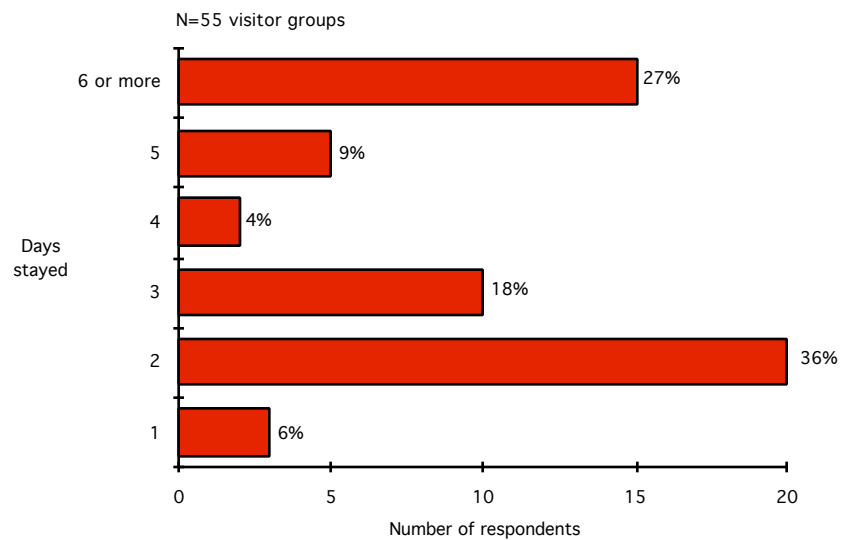
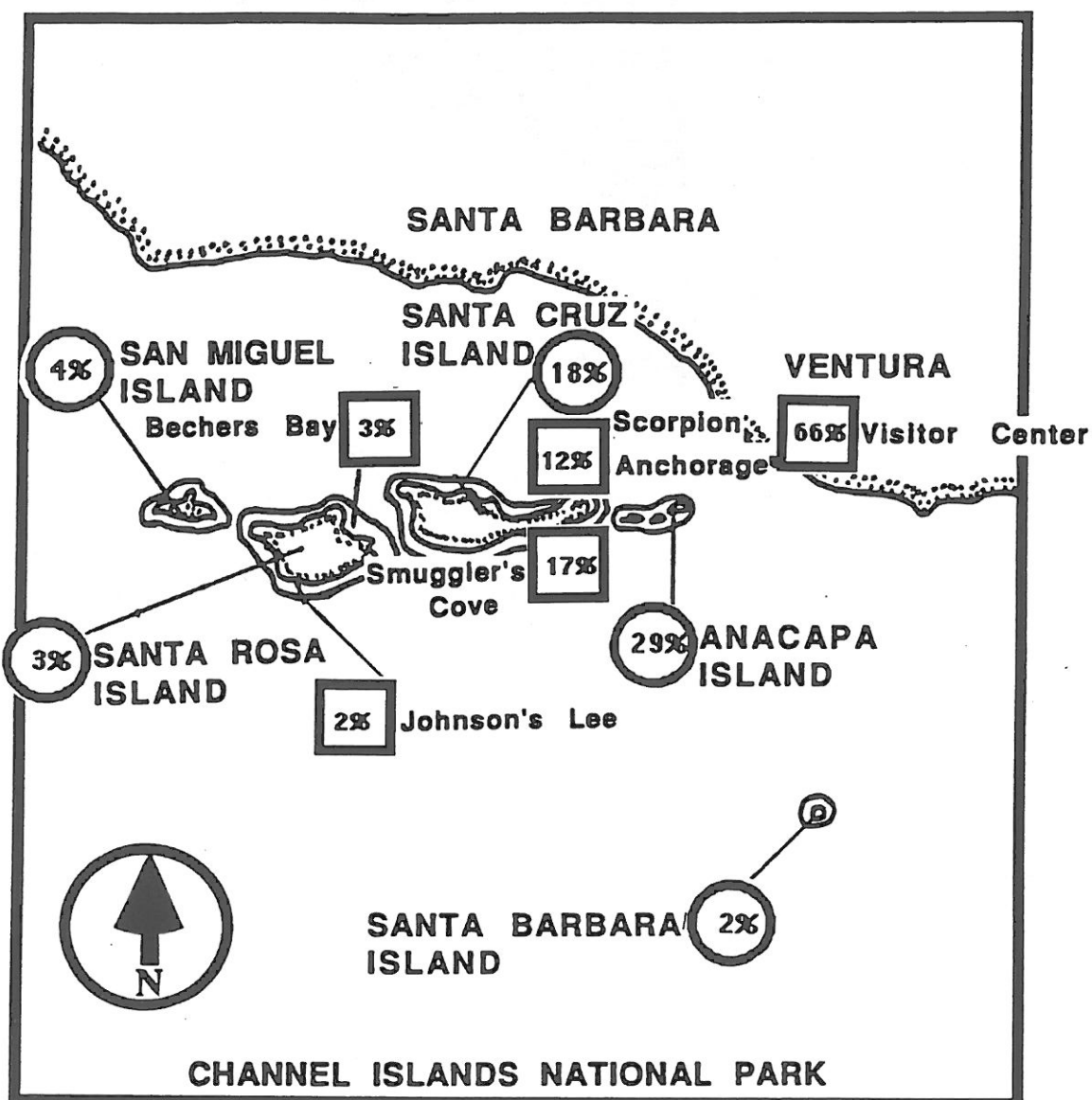


Figure 8: Number of days spent

Visitors indicated the sites they visited at Channel Islands National Park. Map 3 shows the proportion of visitors visiting each site. The visitor center (66%) and Anacapa Island (29%) were the sites most often visited.

Sites visited

N=241
percentages do not equal 100
because visitors could visit more than one island/site.



Map 3: Islands/Sites visited

**Sources of
park
information**

The most often used sources of information about the park were previous visit(s) (50%), advice from friends and relatives (40%), and travel guide/tour book as shown in Figure 9. "Other" sources included area residents, the visitor center in Ventura and former residents.

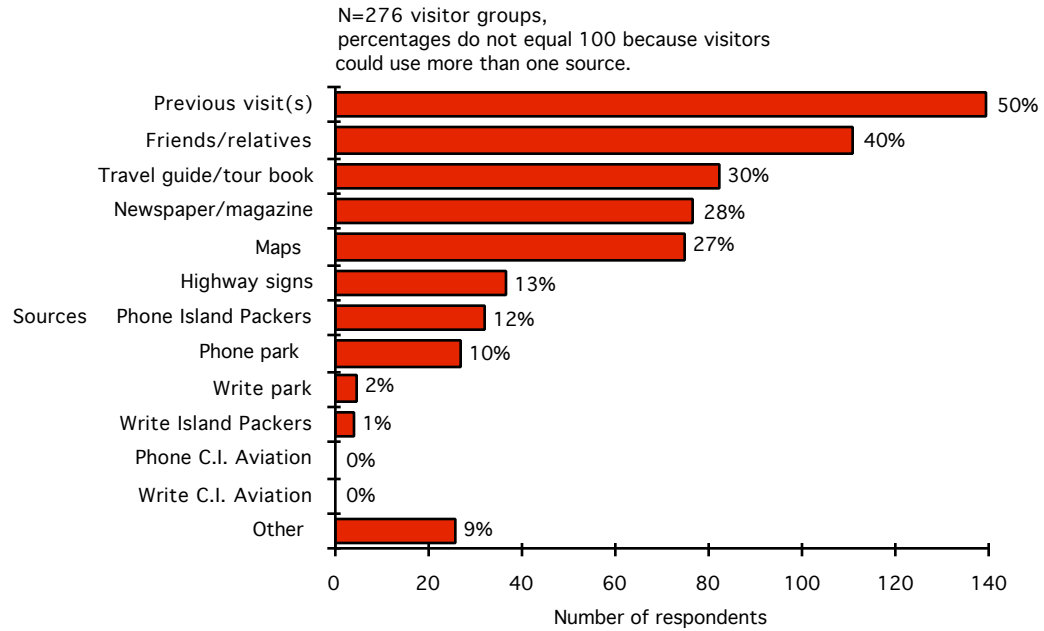


Figure 9: Sources of park information

Figure 10 shows the proportion of visitor groups who participated in various activities during their visit. Common activities were marine mammal watching (45%), bird watching (34%) and photography (33%). "Other" was identified by visitors as visiting the visitor center in Ventura and a variety of beach activities like swimming, sunbathing and snorkeling.

Activities this visit

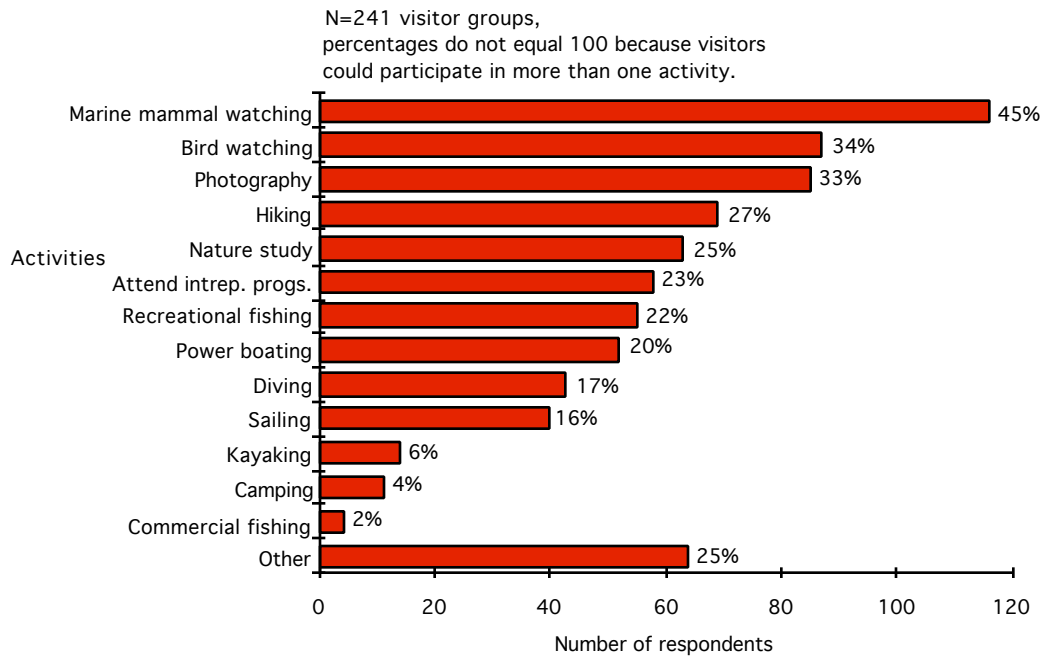


Figure 10: Activities this visit

Activities past visits

Figure 11 shows the proportion of visitor groups who participated in various activities during past visits. Common activities were marine mammal watching (61%), photography (45%) and recreational fishing (44%). "Other" activities were identified as visiting the islands and various beach activities like swimming, sunbathing and snorkeling.

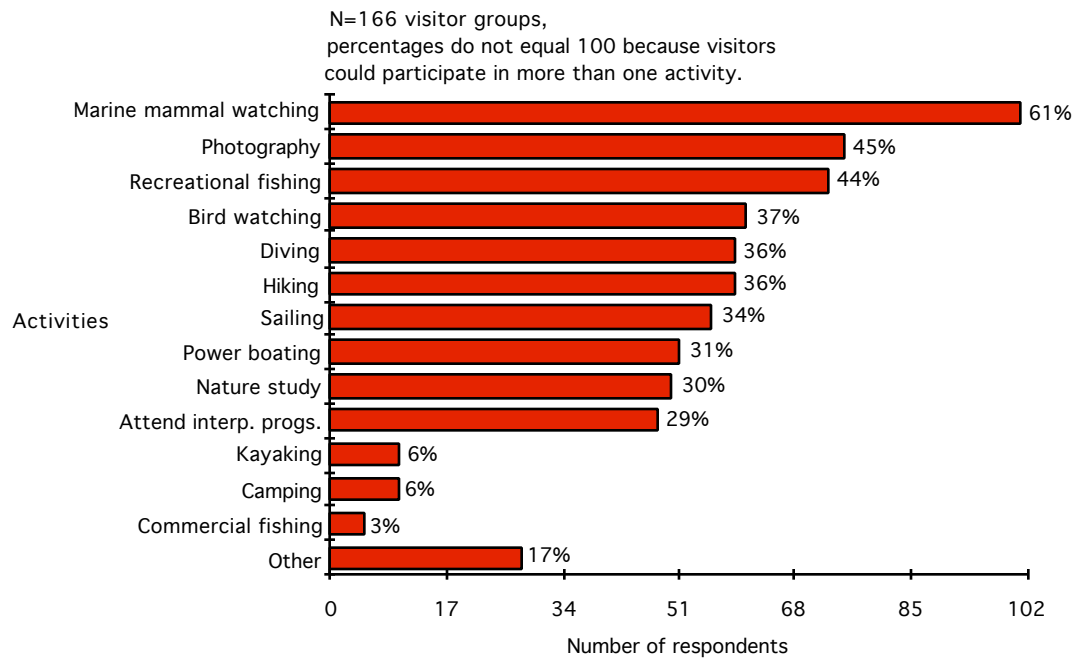


Figure 11: Activities during past visits

Visitors were asked, "During this visit to Channel Islands National Park did you spend the night in the Ventura/Santa Brabara area?" Fifty-seven percent of the visitors said yes, as shown in Figure 12. Of those visitors who answered yes, 28% stayed in a motel/hotel, as shown in Figure 13. "Other" was identified by visitors as resident of the area, boat and staying with family or friends.

Spend the night in the area

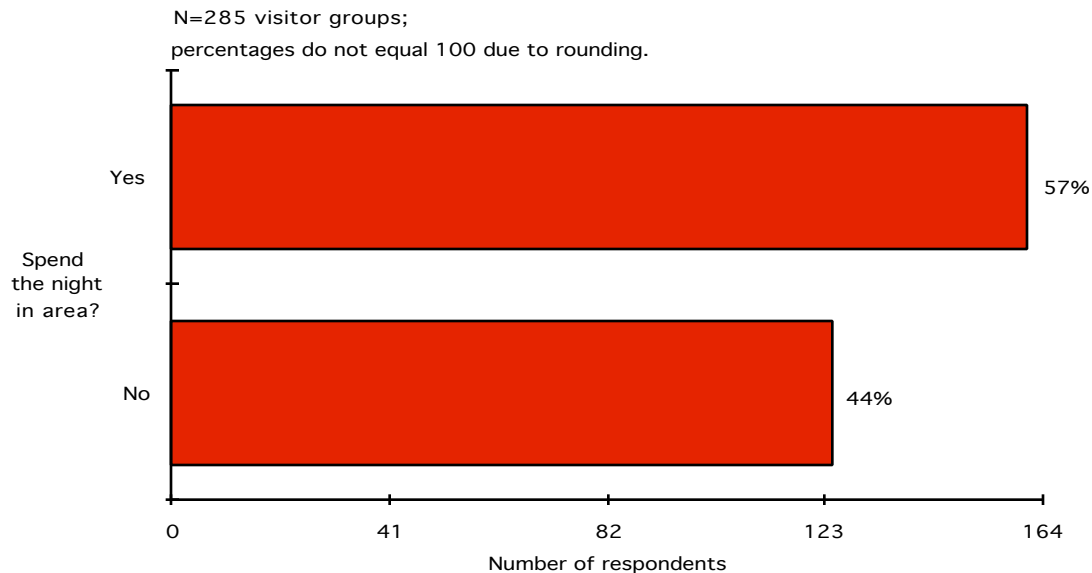


Figure 12: Spend the night

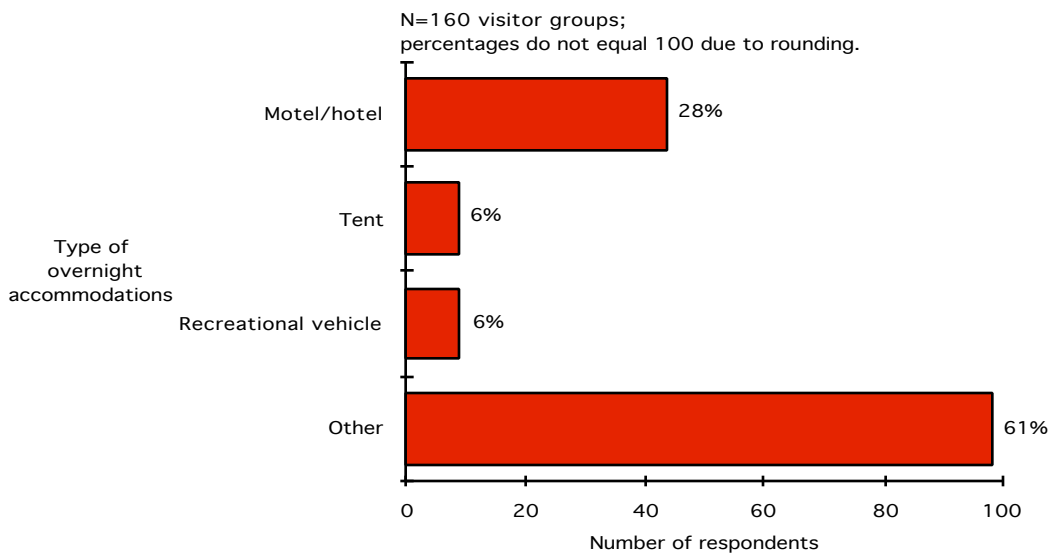


Figure 13: Type of overnight accommodations

**Services
use
and
quality**

The most commonly used service at Channel Islands National Park were the restrooms (80%). "Other" was identified as the visitor center in Ventura, the beach and the park staff.

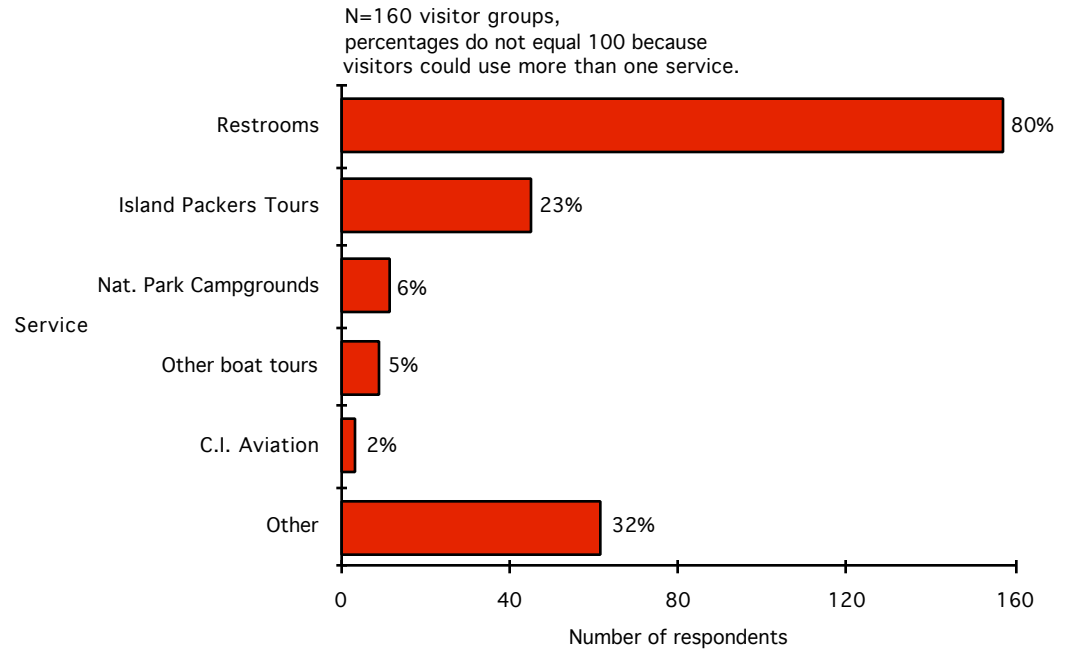


Figure 14: Use of services

Visitors rated the quality of the services they used. They used a five point scale (see the box below).

QUALITY	
1	=very good
2	=good
3	=average
4	=poor
5	=very poor

Figures 15-20 show that several services were given high "good" to "very good" ratings: the Island Packers Corporation boat tours (81%) and the park restrooms (72%).

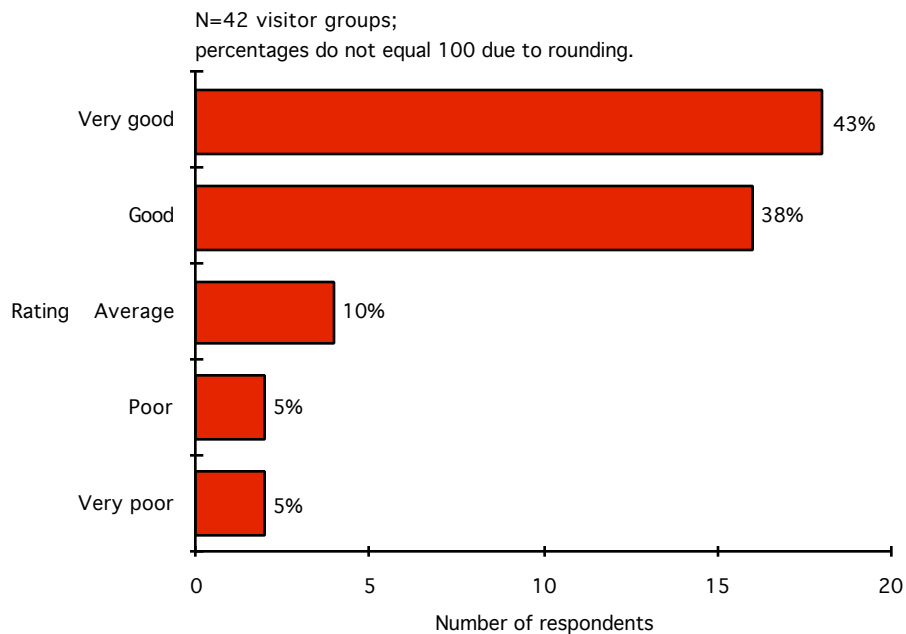


Figure 15: Quality of Island Packers Corporation boat tours

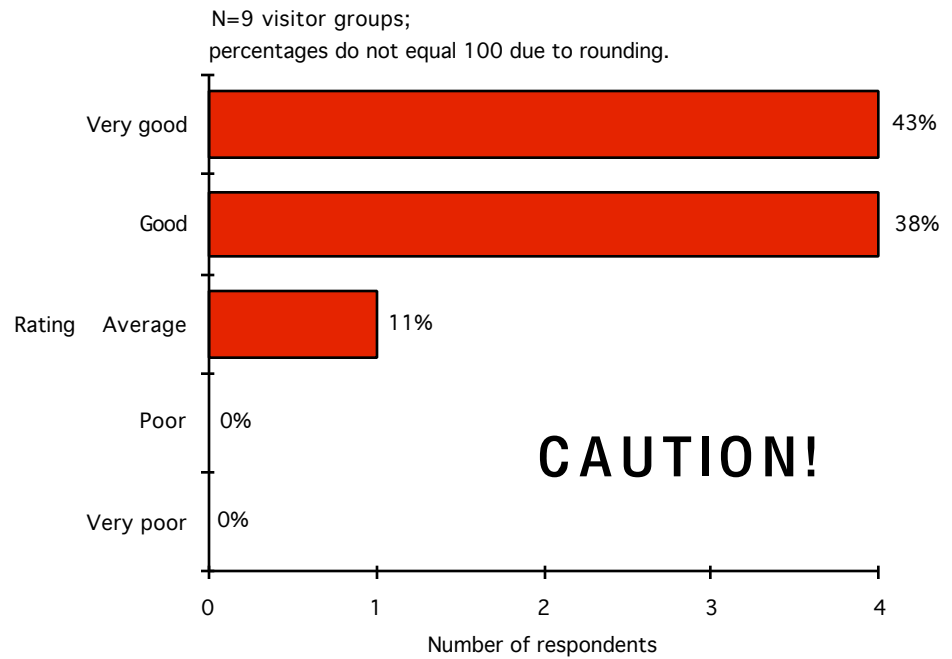


Figure 16: Quality of "other" boat tours



Figure 17: Quality of Channel Islands Aviation

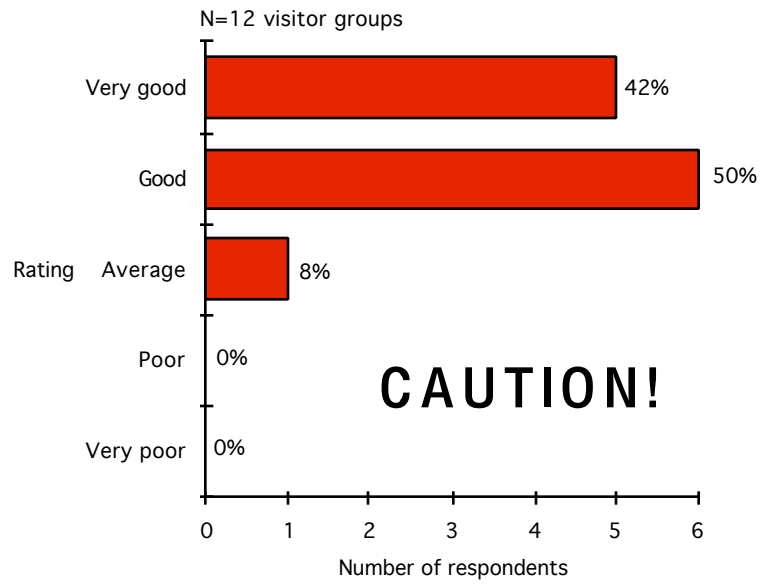


Figure 18: Quality of National Park campground

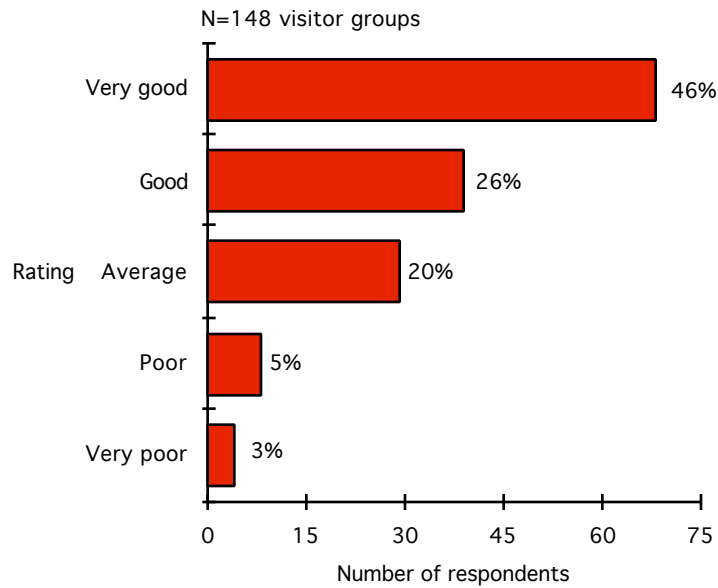


Figure 19: Quality of restrooms

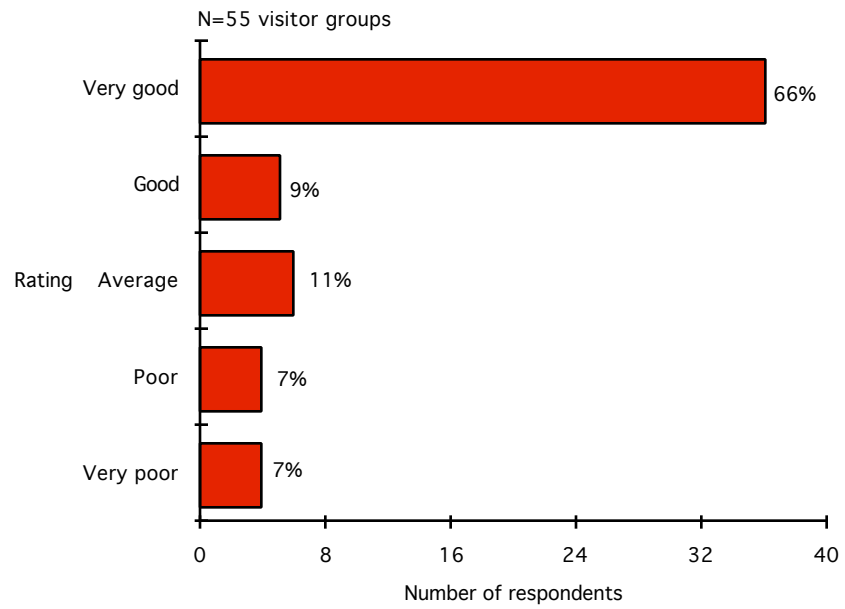


Figure 20: Quality of "other" services

The most commonly used interpretive services at Channel Islands National Park were the visitor center exhibits (83%), contact with park staff (56%) and the visitor center movies (46%), as shown in Figure 21. The least used service was the sales publication (3%). "Other" was identified as boating charts and the visitor center garden.

**Interpretive
services
use
and
quality**

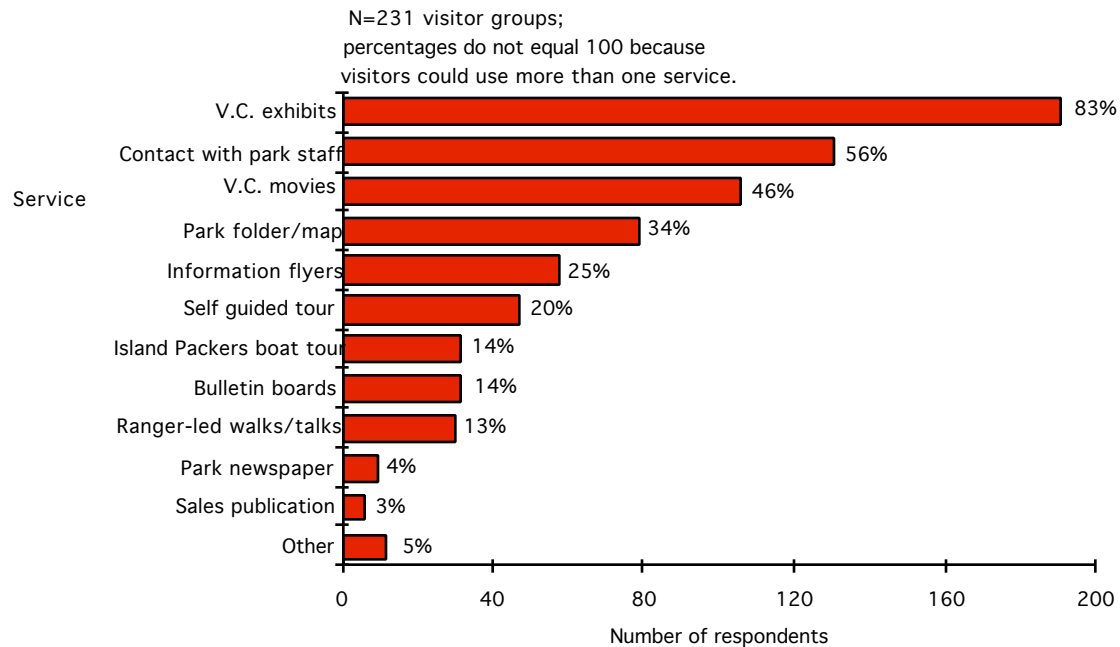


Figure 21: Use of interpretive services

Visitors rated the quality of interpretive services they used. They used a five point scale (see the box below).

QUALITY	
1	=very good
2	=good
3	=average
4	=poor
5	=very poor

Figures 22-33 show that several services were given high "good" to "very good" ratings: bulletin boards (90%), information flyers (82%), and contact with park staff (82%). The services receiving the highest "poor" to "very poor" ratings were the self-guided trail (22%), and the visitor center exhibits (17%).

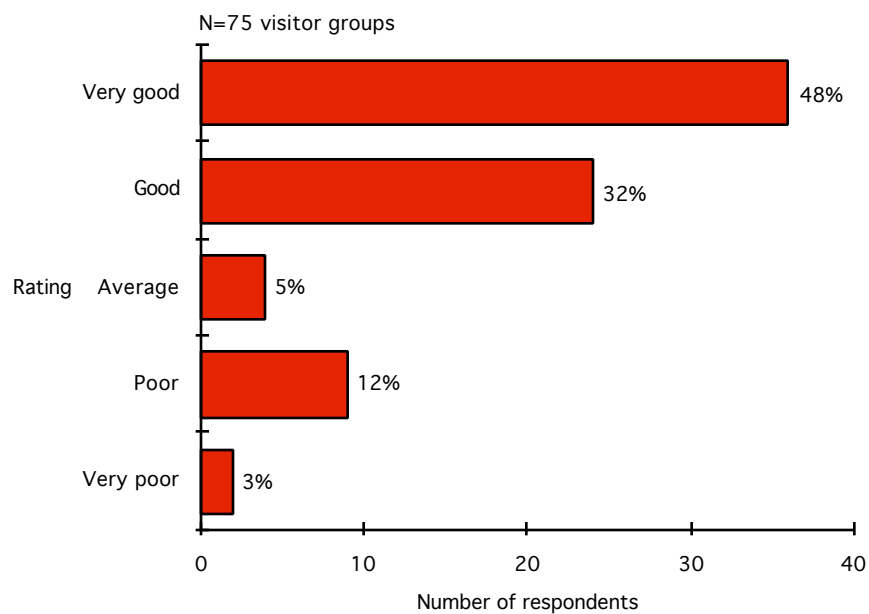


Figure 22: Quality of park folder/map

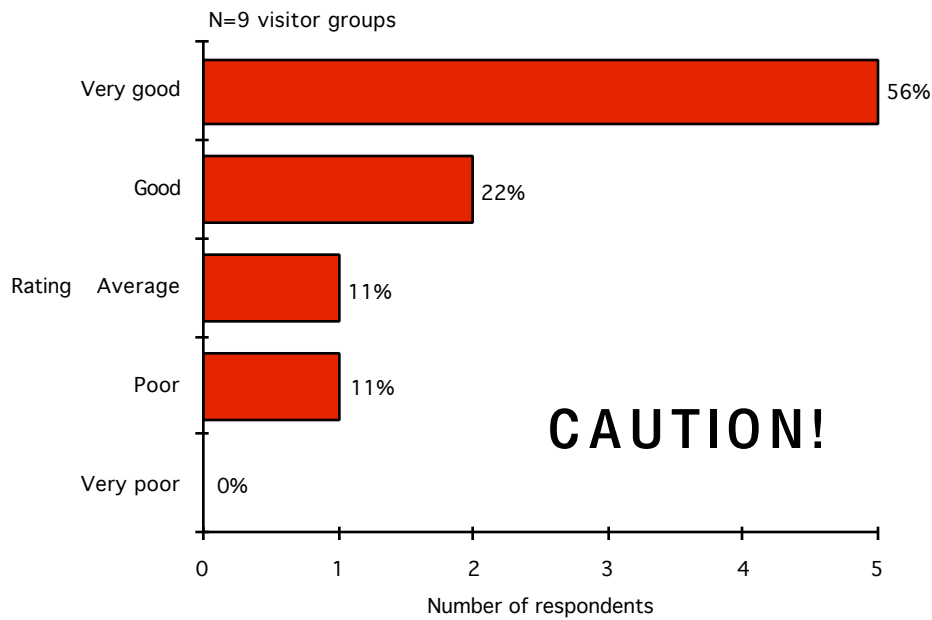


Figure 23: Quality of park newspaper

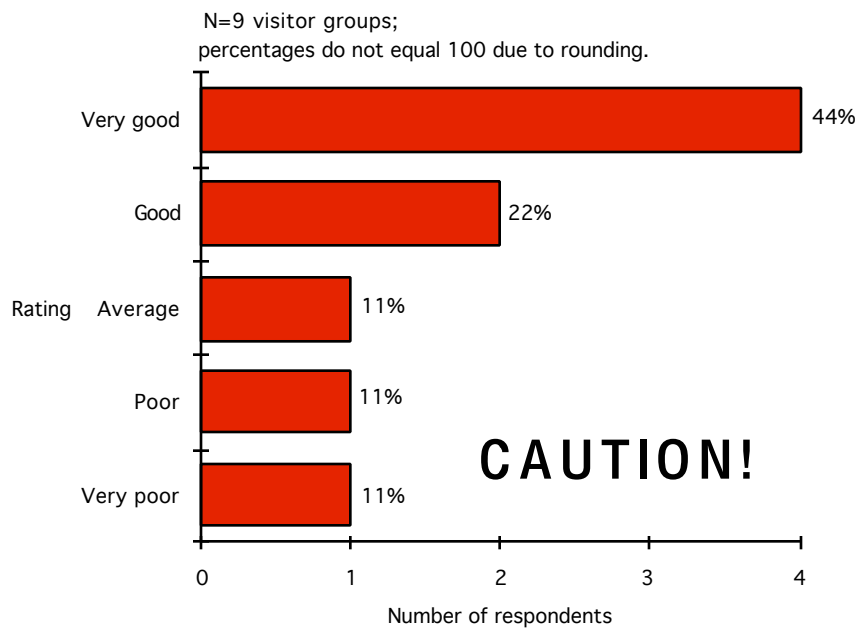


Figure 24: Quality of sales publication

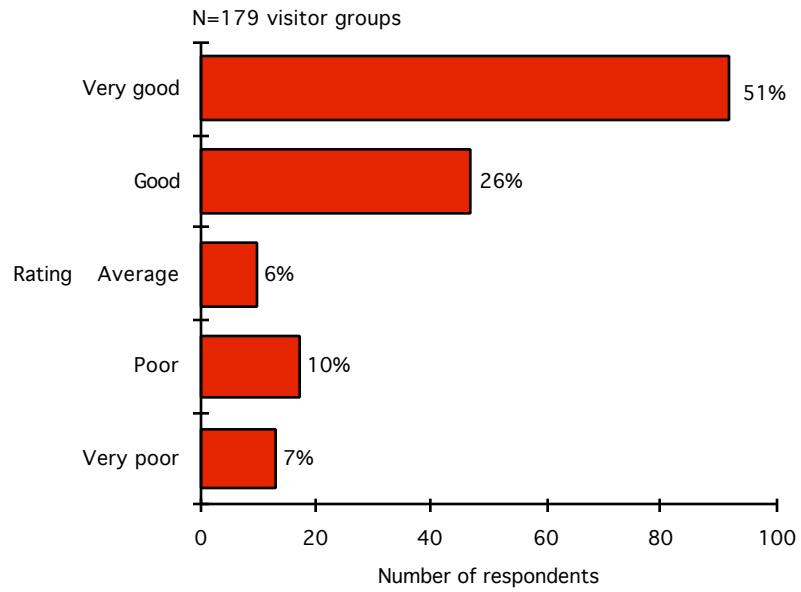


Figure 25: Quality of visitor center exhibits

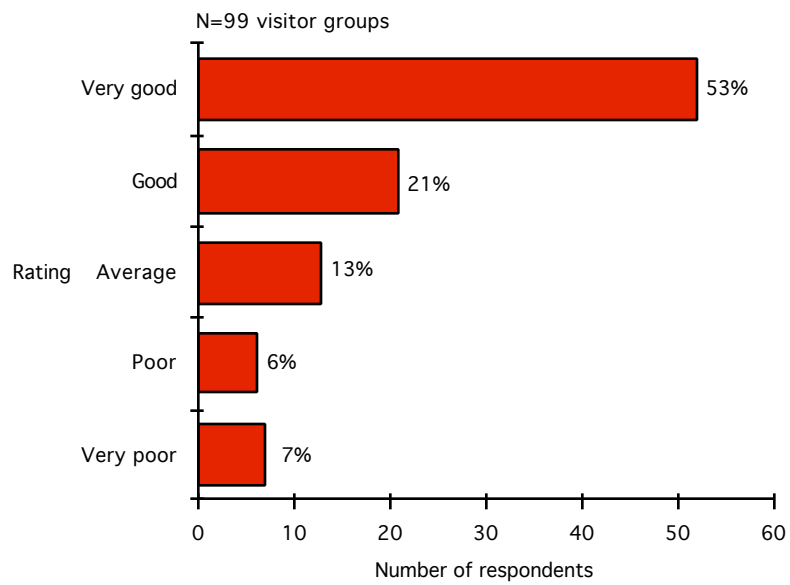


Figure 26: Quality of visitor center movie

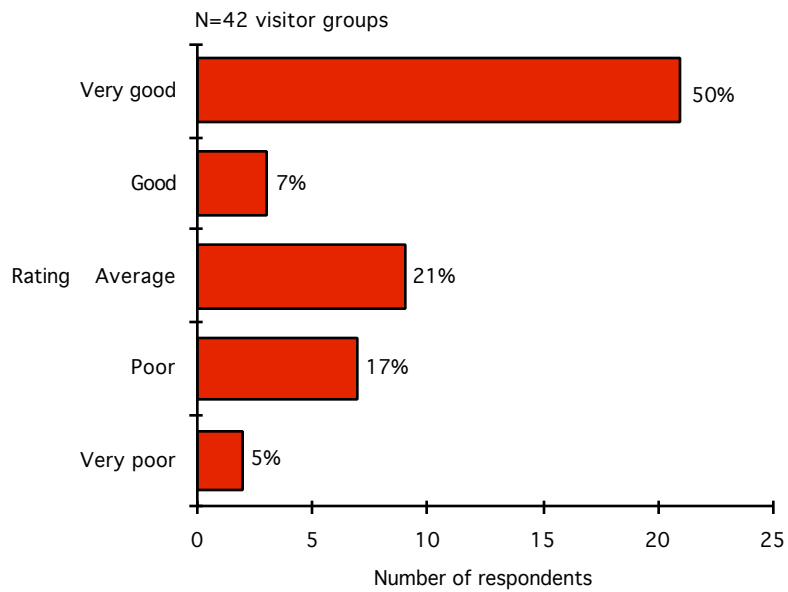


Figure 27: Quality of self guided trail



Figure 28: Quality of ranger-led walks/talks

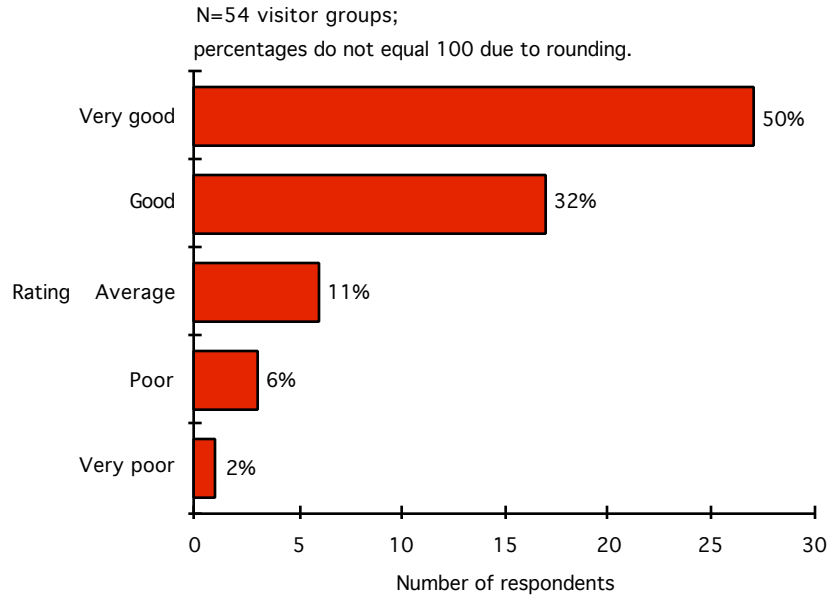


Figure 29: Quality of information flyers

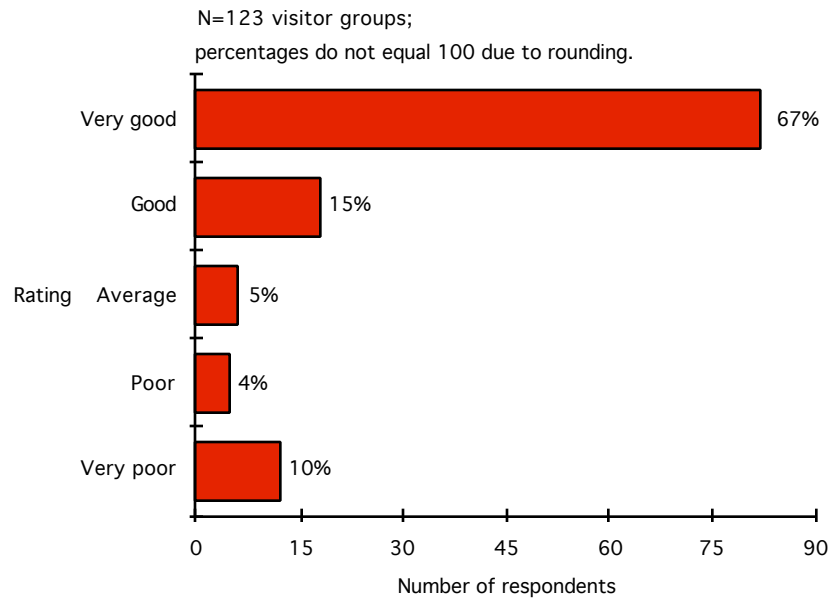


Figure 30: Quality of contact with park staff

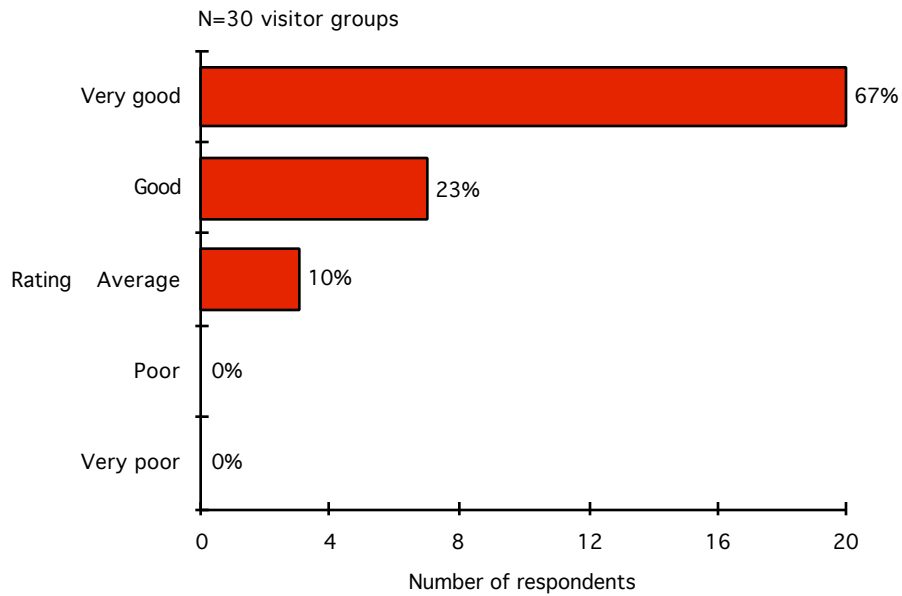


Figure 31: Quality of bulletin boards

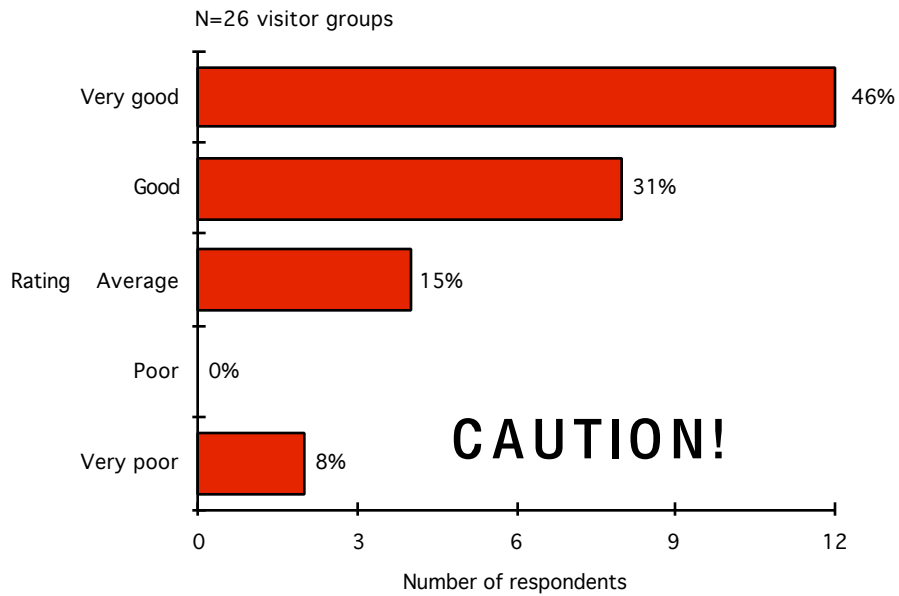


Figure 32: Quality of Island Packers narrated boat tour

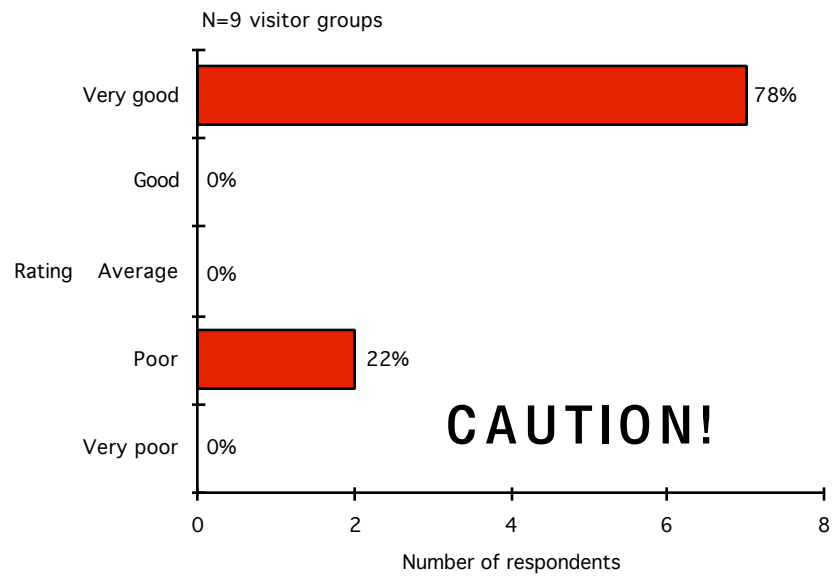


Figure 33: Quality of "other" facilities

Visitors were asked, "Did you visit the Channel Islands National Park visitor center?" Seventy-six percent of the visitors said yes, as shown in Figure 34.

Of those who answered yes, 96% said no, when asked if they found it difficult to locate the visitor center, as shown in Figure 35.

**Visitor
center
difficult to
locate**

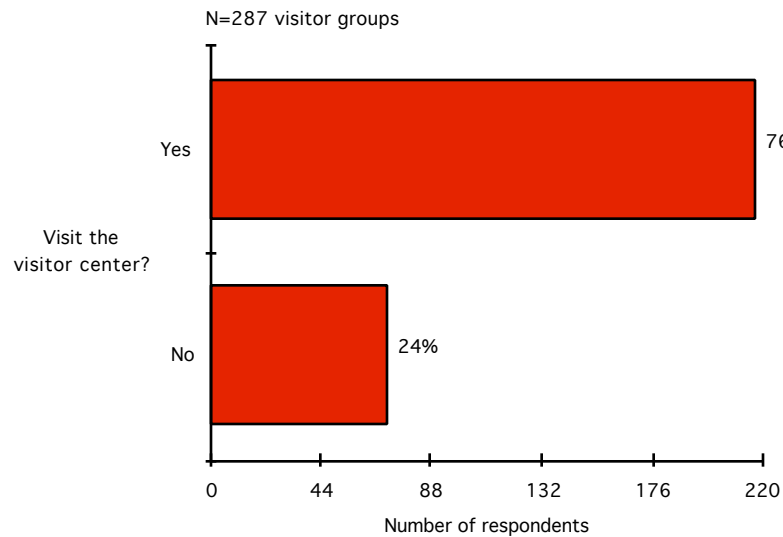


Figure 34: Visit the visitor center

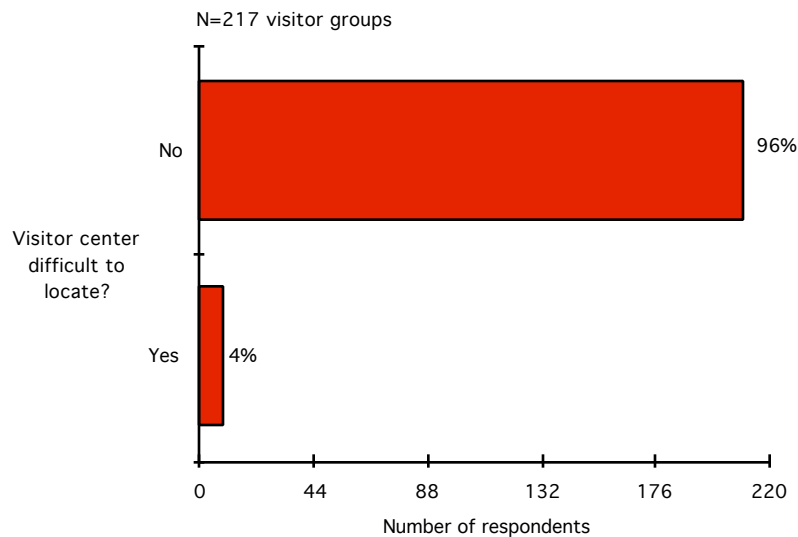


Figure 35: Visitor center difficult to locate

Visit the islands

Visitors were asked, "During this visit did you tour within one mile or visit one of the five islands that make up Channel Islands National Park?" Sixty percent of the visitors said no, as shown in Figure 36. Of those who answered yes, 64% visited the islands by private boat, as shown in Figure 37.

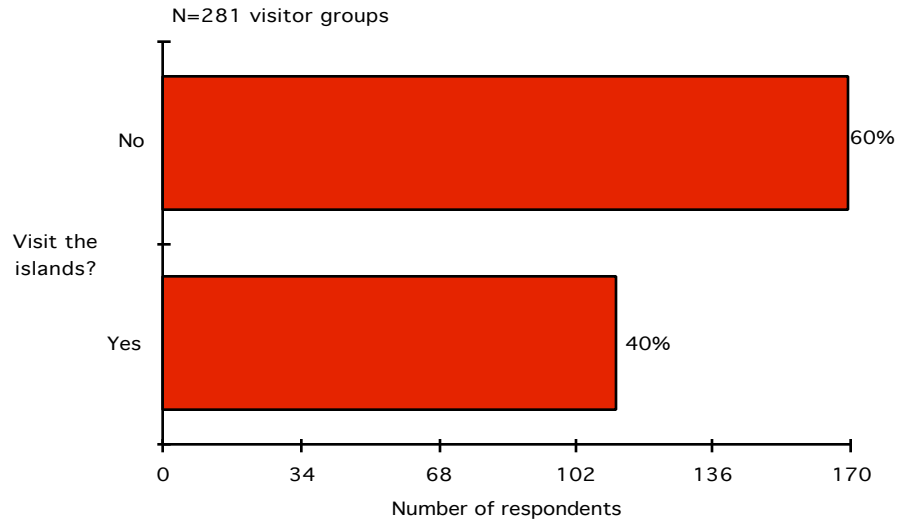


Figure 36: Visit the islands

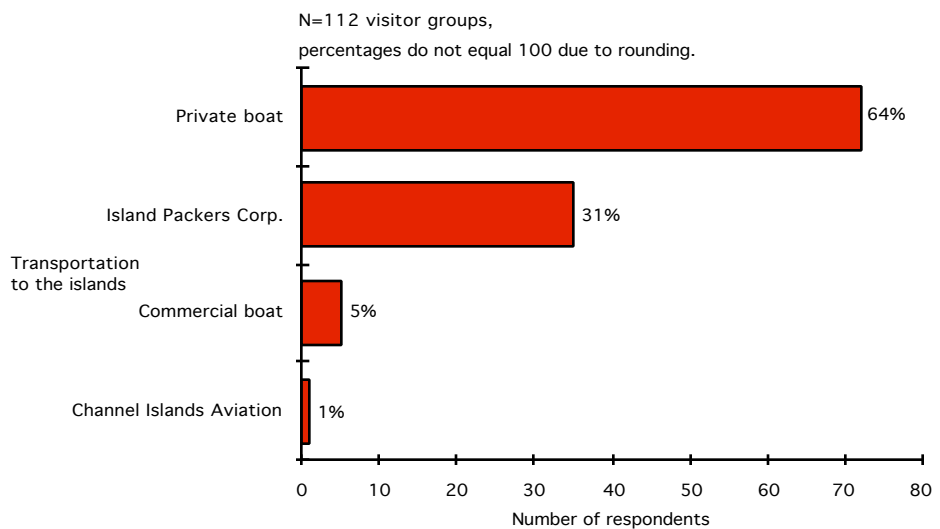


Figure 37: How visitors got to the islands

Ideas learned from interpretive exhibits/programs Visitors were asked what main ideas (messages) they have learned from the exhibits and ranger programs offered at Channel Islands National Park. A summary of their comments appears below and in the appendix.

Ideas learned from interpretive exhibits/programs

N=300 comments;
many visitors made more than one comment.

<u>Comment</u>	<u>Number of times mentioned</u>
Maintain/preserve natural resources of the islands	76
Islands host a variety of life	35
History of the islands	27
The environment is fragile	25
The wildlife on the islands	18
Island habitat is unique	13
Effect of humans on the islands	11
Not aware of topics	10
Animals on the islands adapted to their environment	9
Indians once lived on the islands	8
Role of the NPS	8
Cattle ranch is on the island	5
Staff is friendly/helpful	5
Natural history of island	4
Life at different ocean levels	4
Islands larger than expected	2
A lot of people are working to preserve the islands	2
Ocean must be saved	2
People live on the island	2
Geology of the islands	2
Other comments	32

Visitors were asked, "What did you like most about your visit to Channel Islands National Park?" A summary of their comments appears below and in the appendix.

Like most

N=462 comments;
many visitors made more than one comment.

Comment	Number of times mentioned	
PERSONNEL		
Park staff friendly/helpful		32
Other comments		3
INTERPRETIVE SERVICES		
Exhibits	40	
The tidal pool in the visitor center		33
The visitor center		18
The movie		17
The hands-on exhibit in the visitor center		7
Relief maps of islands at visitor center		6
Ranger talk		5
Other comments		6
FACILITIES AND MAINTENANCE		
Cleanliness		22
Observation tower		6
Anchorage near islands		5
Hiking the trails on the islands		4
Visitor center accessible		4
Picnic tables at visitor center		3
Tide pools		3
Sea caves		2
Other comments		4
POLICIES		
Free admission	2	
Other comments		4
CONCESSIONS		
Island Packer tour		6
Other comments		3

GENERAL IMPRESSIONS

Beauty of the area		41
Peace/tranquility		25
Diversity of marine life		19
Its uncrowded		16
Preservation of the environment	13	
Diving/Snorkeling		12
Wildlife	10	
Bird activity		7
Scenery		8
Remoteness		6
Fishing	7	
Varied topography		5
Everything		5
Water clarity		5
Close to home		5
Spending time with my family		2
Seals		2
Plant diversity		2
History of the area		2
Sea lions on the dock		2
Going someplace different		2
Relaxing on the beach		2
A good place to take out of town visitors	2	
Other comments		27

Visitors were asked "What did you like least about your visit to Channel Islands National Park?" A summary of their comments appears below and in the appendix.

Like least

N=243 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Other comments	2
INTERPRETIVE SERVICES	
Visitor center too small	7
Not enough interpretive talks	3
Tide pool in visitor center not hands on	2
Other comments	18
FACILITIES AND MAINTENANCE	
Plants in visitor center garden were dead	4
Lack of moorings for boats near islands	4
Litter	3
Messy bathroom	3
Lack of toilets on Santa Cruz	2
Not enough parking spots	2
Lack of showers	2
Other comments	16
POLICIES	
The only way to see the islands is a boat tour	9
Not enough places to land without a permit	4
Drift net fishing	2
Poachers of fish & abalone	2
Unruly children	2
Depletion of marine life around islands by divers	2
Other comments	17
CONCESSIONS	
Boat trip to islands too expensive	16
No food services	2
Cattle boats	2
Other comments	2

GENERAL IMPRESSIONS

Nothing	46	
Not enough time		14
Did not get to take a tour of the islands		7
The fog	4	
The wind		4
Seasickness		4
Didn't catch enough fish	4	
Seals		3
Choppy boat trip		3
Too hazy		3
Too many visitors		2
Having to leave	2	
Noisy boats		2
Park not visited by very many people		2
Unpredictable weather		2
Other comments		13

Many visitors wrote additional comments, which are included in the **Comment summary** separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

N=238 comments;
many visitors made more than one comment.

<u>Comment</u>	<u>Number of times mentioned</u>
PERSONNEL	
Park staff friendly/helpful	16
INTERPRETIVE SERVICES	
Liked the visitor center	7
More exhibits needed	4
Like exhibits	3
Visitor Center clean/well maintained	2
Other comments	15
FACILITIES AND MAINTENANCE	
Other comments	3
POLICIES	
Glad the islands are protected	16
Do not develop the islands	4
Simplify the permit system for going ashore	2
Advertise park better	2
Prohibit smoking on the island	2
Other comments	16
CONCESSIONS	
Island Packers staff friendly/helpful	3
Boat trip to islands too expensive	3
Other comments	6
VISITOR SERVICES PROJECT	
Have filled out a questionnaire before this one	5
VSP ranger friendly/helpful	3

GENERAL IMPRESSIONS

Enjoyed visit		41
Hope to return		35
Would like to go to islands someday		12
Keep up the good work		10
Have visited islands/area many times		7
NPS is doing a good job	6	
Will tell others about park		2
Could not visit islands due to weather		2
Other comments		11

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics. For example, to learn about which service this visit a particular age group used request a comparison of services used by age group. To learn what services which visitor group type used this visit, request a comparison of services used by group type.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about what interpretive services were used by different visitor group types and sizes, request a comparison of interpretive services used by group type by group size. To learn about what interpretive services were used by different age groups by group type, request a comparison of interpretive services by age groups by group type.

Consult the list of characteristics for Channel Islands National Park visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

**Visitor Services Project
Analysis Order Form
Channel Islands National Park
Report 60**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire.

- | | | |
|---------------------|--------------------------------------|------------------------|
| • Group size | • Activities this visit | • Number times visited |
| • Group type | • Activities past visits | • Accommodations |
| • Age | • Overnight accommodations | • Sources of park info |
| • State residence | • Visitor center difficult to locate | • Services used |
| • Country residence | • Interpretive services used | • Quality of services |
| • Length of stay | • Quality of interpretive services | • Visit islands |
| • Sites visited | • Type of transportation to islands | • Visit visitor center |

Two-way comparisons (write in the appropriate variables from the above list)

SERVICES USED by GROUP TYPE
by _____
by _____

Three-way comparisons (write in the appropriate variables from the above list)

INTERP. SERVICES by AGE GROUP by GROUP TYPE
by _____ by _____
by _____ by _____

Special instructions (IT MAY BE HELPFUL TO KNOW
WHAT FORMAT YOU NEED, THE PURPOSE
OF THE INFORMATION, AND SO FORTH.)

Mail to:
Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

**Visitor Services Project
Analysis Order Form
Channel Islands National Park
Report 60**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all that were listed in the questionnaire.

- | | | |
|---------------------|--------------------------------------|------------------------|
| • Group size | • Activities this visit | • Number times visited |
| • Group type | • Activities past visits | • Accommodations |
| • Age | • Overnight accommodations | • Sources of park info |
| • State residence | • Visitor center difficult to locate | • Services used |
| • Country residence | • Interpretive services used | • Quality of services |
| • Length of stay | • Quality of interpretive services | • Visit islands |
| • Sites visited | • Type of transportation to islands | • Visit visitor center |

Two-way comparisons (write in the appropriate variables from the above list)

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions _____

Mail to:
**Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133**

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

Moscow, Idaho 83843-4199 or call (208) 885-5555

1985

5. North Cascades National Park Service Complex

1986

6. Crater Lake National Park

1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

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,

1990

- 28. Canyonlands National Park
- 29. White Sands National Monument
- 30. National Monuments
- 31. Kenai Fjords National Park
- 32. Gateway National Recreation Area
- 33. Petersburg National Battlefield
- 34. Death Valley National Monument
- 35. Glacier National Park
- 36. Scott's Bluff National Monument
- 37. John Day Fossil Beds National Monument

1991

- 38. Jean Lafitte National Historical Park
- 39. Joshua Tree National Monument
- 40. The White House Tours, President's Park
- 41. Natchez Trace Parkway
- 42. Stehekin-North Cascades National Park/Lake Chelan National Rec. Area
- 43. City of Rocks National Reserve
- 44. The White House Tours, President's Park

1992

- 45. Big Bend National Park
- 46. Frederick Douglass National Historic Site
- 47. Glen Echo Park
- 48. Bent's Old Fort National Historic Site
- 49. Jefferson National Expansion Memorial
- 50. Zion National park
- 51. New River Gorge National River
- 52. Klondike Gold Rush National Historical Park
- 53. Arlington House The Robert E. Lee Memorial

1993

- 54. Belle Haven Park/Dyke Marsh Wildlife Preserve
 - 55. Santa Monica Mountains National Recreation Area
 - 56. Whitman Mission National Historic Site
 - 57. Sitka National Historical Park
 - 58. Indiana Dunes National Lakeshore
 - 59. Redwood National Park
 - 60. Channel Islands National Park
-

Visitor Services Project
Channel Islands National Park

Appendix

Visitor Services Project Channel Islands National Park

Appendix

Dwight L. Madison

Report 60

March 1994

Dwight Madison is VSP Eastern Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Channel Islands National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Ideas learned from interpretive exhibits/programs

N=300 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Maintain/preserve natural resources of the islands	76
Islands host a variety of life	35
History of the islands	27
The environment is fragile	25
The wildlife on the islands	18
Island habitat is unique	13
Effect of humans on the islands	11
Not aware of topics	10
Animals on the islands adapted to their environment	9
Indians once lived on the islands	8
Role of the NPS	8
Cattle ranch is on the island	5
Staff is friendly/helpful	5
Natural history of island	4
Life at different ocean levels	4
Islands larger than expected	2
A lot of people are working to preserve the islands	2
Ocean must be saved	2
People live on the island	2
Geology of the islands	2
Other comments	32

Like most

N=462 comments;
many visitors made more than one comment.

Comment	Number of times mentioned	
PERSONNEL		
Park staff friendly/helpful		32
Other comments		3
INTERPRETIVE SERVICES		
Exhibits	40	
The tidal pool in the visitor center		33
The visitor center		18
The movie		17
The hands-on exhibit in the visitor center		7
Relief maps of islands at visitor center		6
Ranger talk		5
Other comments		6
FACILITIES AND MAINTENANCE		
Cleanliness		22
Observation tower		6
Anchorage near islands		5
Hiking the trails on the islands		4
Visitor center accessible		4
Picnic tables at visitor center		3
Tide pools		3
Sea caves		2
Other comments		4
POLICIES		
Free admission	2	
Other comments		4
CONCESSIONS		
Island Packer tour		6
Other comments		3
GENERAL IMPRESSIONS		
Beauty of the area		41
Peace/tranquility		25
Diversity of marine life		19
Its uncrowded		16
Preservation of the environment	13	
Diving/Snorkeling		12
Wildlife	10	
Bird activity		7

Scenery		8
Remoteness		6
Fishing	7	
Varied topography		5
Everything		5
Water clarity		5
Close to home		5
Spending time with my family		2
Seals		2
Plant diversity		2
History of the area		2
Sea lions on the dock		2
Going someplace different		2
Relaxing on the beach		2
A good place to take out of town visitors	2	
Other comments		27

Like least

N=243 comments;
many visitors made more than one comment.

Comment	Number of times mentioned	
PERSONNEL		
Other comments		2
INTERPRETIVE SERVICES		
Visitor center too small		7
Not enough interpretive talks		3
Tide pool in visitor center not hands on		2
Other comments		18
FACILITIES AND MAINTENANCE		
Plants in visitor center garden were dead		4
Lack of moorings for boats near islands		4
Litter		3
Messy bathroom		3
Lack of toilets on Santa Cruz		2
Not enough parking spots		2
Lack of showers		2
Other comments		16
POLICIES		
The only way to see the islands is a boat tour		9
Not enough places to land without a permit		4
Drift net fishing		2
Poachers of fish & abalone		2
Unruly children		2
Depletion of marine life around islands by divers	2	
Other comments		17
CONCESSIONS		
Boat trip to islands too expensive		16
No food services		2
Cattle boats		2
Other comments		2
GENERAL IMPRESSIONS		
Nothing	46	
Not enough time		14
Did not get to take a tour of the islands		7
The fog	4	
The wind		4
Seasickness		4
Didn't catch enough fish	4	

Seals		3
Choppy boat trip		3
Too hazy		3
Too many visitors		2
Having to leave	2	
Noisy boats		2
Park not visited by very many people		2
Unpredictable weather		2
Other comments		13

Comment summary

N=238 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff friendly/helpful	16
INTERPRETIVE SERVICES	
Liked the visitor center	7
More exhibits needed	4
Like exhibits	3
Visitor Center clean/well maintained	2
Other comments	15
FACILITIES AND MAINTENANCE	
Other comments	3
POLICIES	
Glad the islands are protected	16
Do not develop the islands	4
Simplify the permit system for going ashore	2
Advertise park better	2
Prohibit smoking on the island	2
Other comments	16
CONCESSIONS	
Island Packers staff friendly/helpful	3
Boat trip to islands too expensive	3
Other comments	6
VISITOR SERVICES PROJECT	
Have filled out a questionnaire before this one	5
VSP ranger friendly/helpful	3
GENERAL IMPRESSIONS	
Enjoyed visit	41
Hope to return	35
Would like to go to islands someday	12
Keep up the good work	10
Have visited islands/area many times	7
NPS is doing a good job	6
Will tell others about park	2
Could not visit islands due to weather	2
Other comments	11

**Printing Instructions for
Channel Islands National Park
Draft Report**

I need 2 bound copies

Both copies should have a **gray front & back cover**

Inside Title page should be Xeroxed on white paper (single page).

Report Summary page should be Xeroxed on blue paper (single page).

Table of contents page should be Xeroxed on white paper (single page).

Pages 1-38 should be duplexed on white paper.

Analysis order form should be Xeroxed on white paper (single page)

Page 39 (Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

Publications page on inside back cover page.

**Printing Instructions for
Channel Islands National Park
Report & Appendix**

Channel Islands National Park Report

I need 27 copies : 26 bound copies and 1 copy unbound.
All copies should have a **gray front & back cover**

Inside Title page should be on white paper (single page).
Report Summary page should be Xeroxed on blue paper (single page).
Table of contents page should be Xeroxed on white paper (single page).

Pages 1-38 should be duplexed on white paper.

Analysis order form should be on white paper (single page)

Page 39(Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

**** NPS D 54 March 1994 page should be facing back cover page**
(the one that has the publications listed)

Channel Islands National Park Appendix Section

I need 9 copies : 8 bound copies and 1 copy unbound.
All copies should have a **gray front & back cover .**

Inside Title page should be Xeroxed on white paper (single page).

Pages 1-6 (summaries) duplex on blue paper.

Visitor comment pages duplex on white paper.

Sheet number	Group size	Respondent Age
1	26	635
2	35	558
3	33	601
4	30	763
5	22	657
6	23	629
7	22	710
8	18	544
9	18	514
10	26	688
11	19	650
12	12	423
13	21	814
14	25	725
15	112	797
16	22	728
17	25	633
18	23	712
19	27	494
20	28	681
21	36	427
22	73	698
23	6	75
24	107	635
25	39	695
26	36	676
27	78	691
28	28	640
29	38	675
30	49	556
31	299	660
32	113	538
33	3	26
TOTAL (500)	1472 (2.94)	19948 (39.8)
