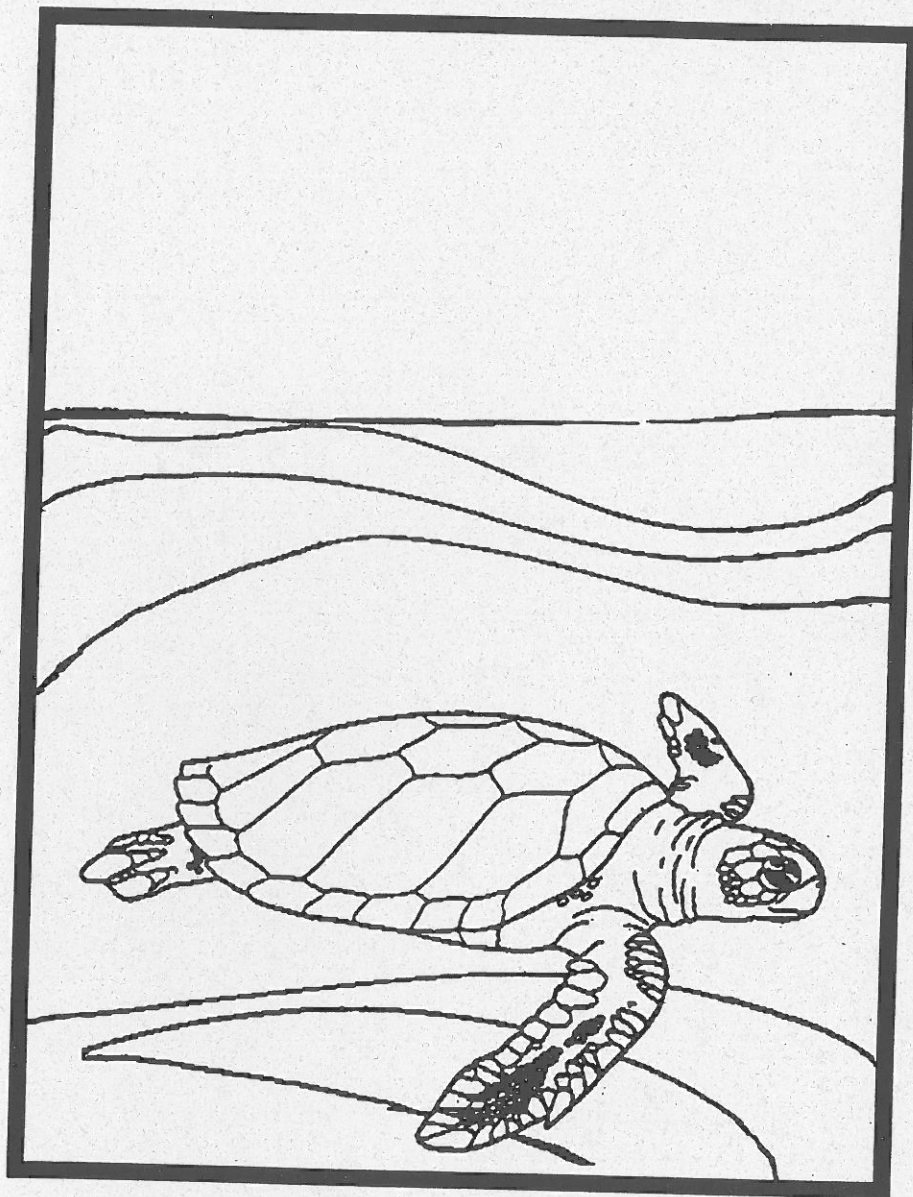

Visitor Services Project Canaveral National Seashore



Visitor Services Project Report 71
Cooperative Park Studies Unit



University of Idaho



Visitor Services Project Canaveral National Seashore

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Dwight L. Madison

Report 71

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Kristin FitzGerald is a research associate with the VSP based at the Cooperative Park Studies Unit, University of Idaho. Dwight Madison was the VSP Eastern Coordinator and conducted the planning and field work for this study. We thank the staff of Canaveral National Seashore 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
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 style="text-align: center;">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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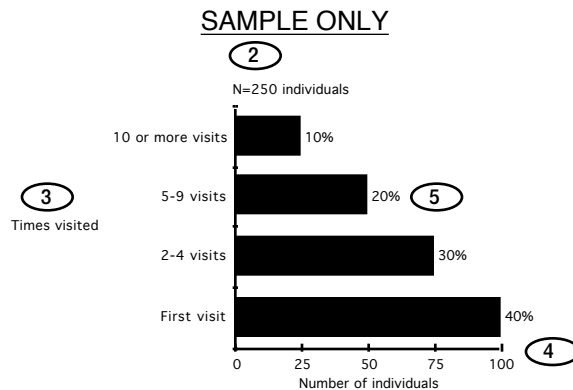
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INTRODUCTION

This report describes the results of a study of visitors at Canaveral National Seashore. This visitor study was conducted August 21-27, 1994 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

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Canaveral National Seashore during August 21-27, 1994. Visitors completed the questionnaire after their visit and then returned it by mail.

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 at the entrances and parking lots of the North District and South District of Canaveral National Seashore. 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. Nine weeks after the survey, a second replacement questionnaire was sent to a random sample of visitors who had not returned their questionnaire.

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 358 groups, Figure 3 presents data for 960 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 365 questionnaires were returned by Canaveral National Seashore visitors, Figure 1 shows data for only 358 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 21-27, 1994. 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

Five hundred twenty-eight visitor groups were contacted; 96% accepted questionnaires. Three hundred sixty-five 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, though respondents averaged slightly older than the total population.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	505	41.2	363	43.5
Group size	510	2.4	358	2.7

Demographics

Figure 1 shows group sizes, which varied from one person to 13 people. Forty-one percent of Canaveral National Seashore visitors came in groups of two people; 27% in groups of three or four. Fifty-one percent of visitors came in family groups, while 20% came alone, as shown in Figure 2.

Figure 3 shows varied age groups; the most common were visitors aged 31-50 (39%), with 13% of visitors 10 years old or younger. Most visitors (79%) were repeat visitors (see Figure 4).

Visitors from foreign countries comprised 4% of all Canaveral National Seashore visitation (see Map 1 and Table 2). Map 2 and Table 3 show that most of the United States visitors came from Florida (80%).

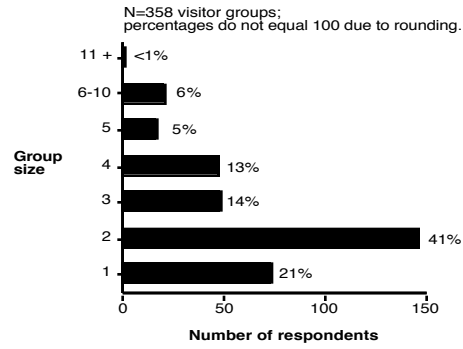


Figure 1: Visitor group sizes

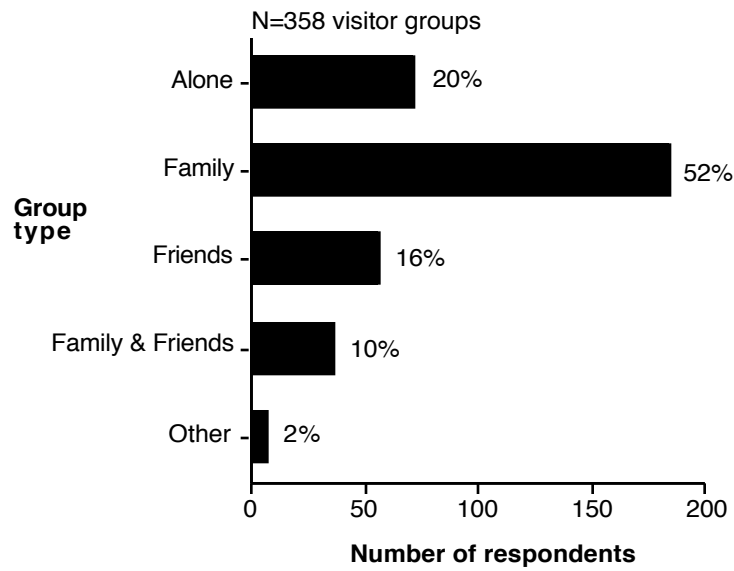


Figure 2: Visitor group types

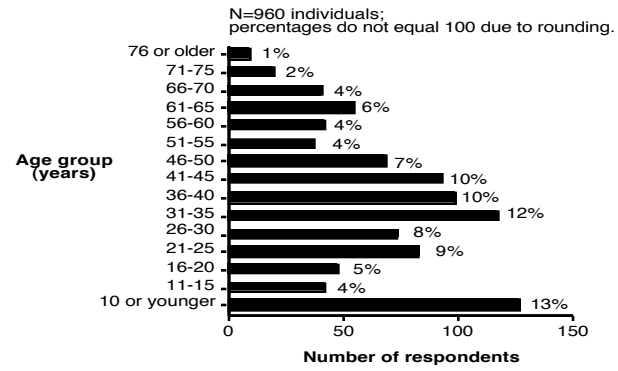


Figure 3: Visitor ages

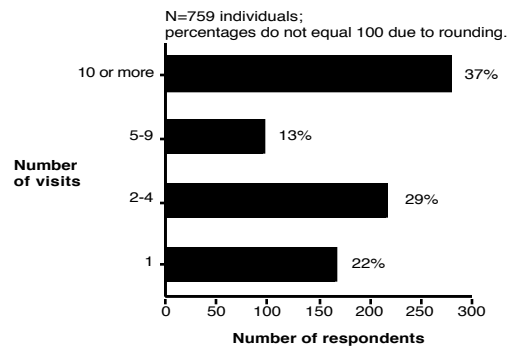


Figure 4: Number of visits

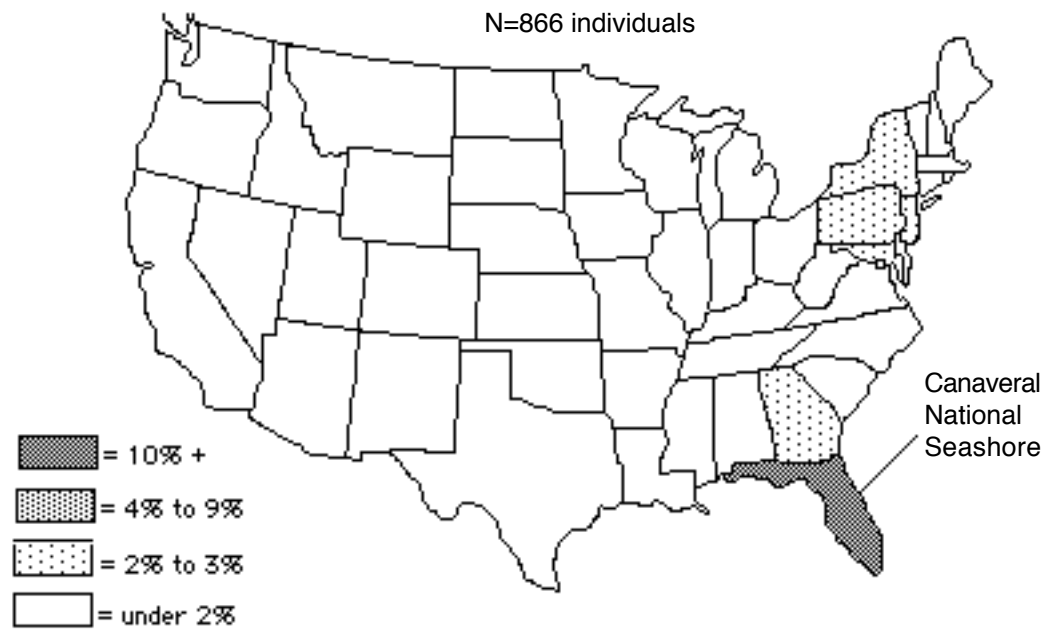


Map 1: Proportion of international visitors by country

Table 2: International visitors by country of residence

N=32 individuals

Country	Number of individuals	% of international visitors
United Kingdom	9	28
Canada	8	25
Germany	6	19
Austria	5	16
Taiwan	3	9
Romania	1	3



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=866 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Florida	690	80
New York	21	2
Pennsylvania	19	2
Georgia	17	2
Maryland	17	2
New Jersey	15	2
Virginia	12	1
Ohio	9	1
Texas	7	1
Kentucky	6	1
Missouri	6	1
North Carolina	6	1
Wisconsin	5	1
Michigan	4	1
Minnesota	4	1
Tennessee	4	1
Other states (9) + Puerto Rico	24	3

Visitors were asked, "How much time did you and your group spend at Canaveral National Seashore this visit?" Fifty-nine percent of visitors reported spending three to five hours at Canaveral National Seashore. Twenty-two percent of the visitors reported staying six hours or more (see Figure 5).

Length of stay

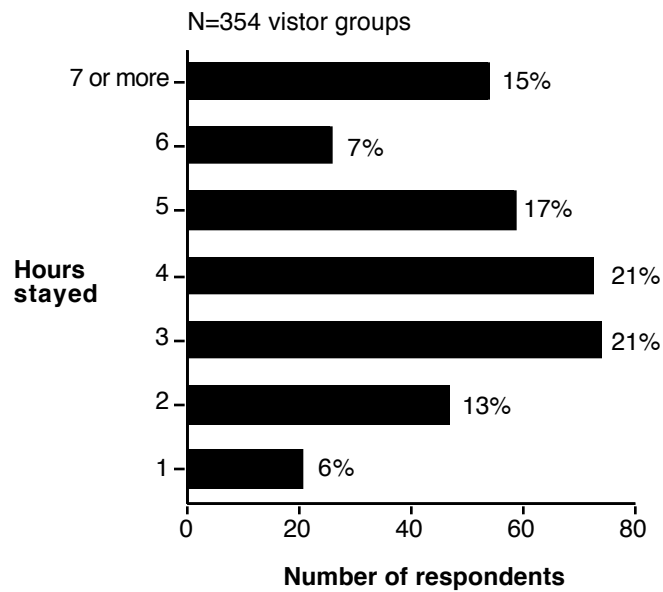
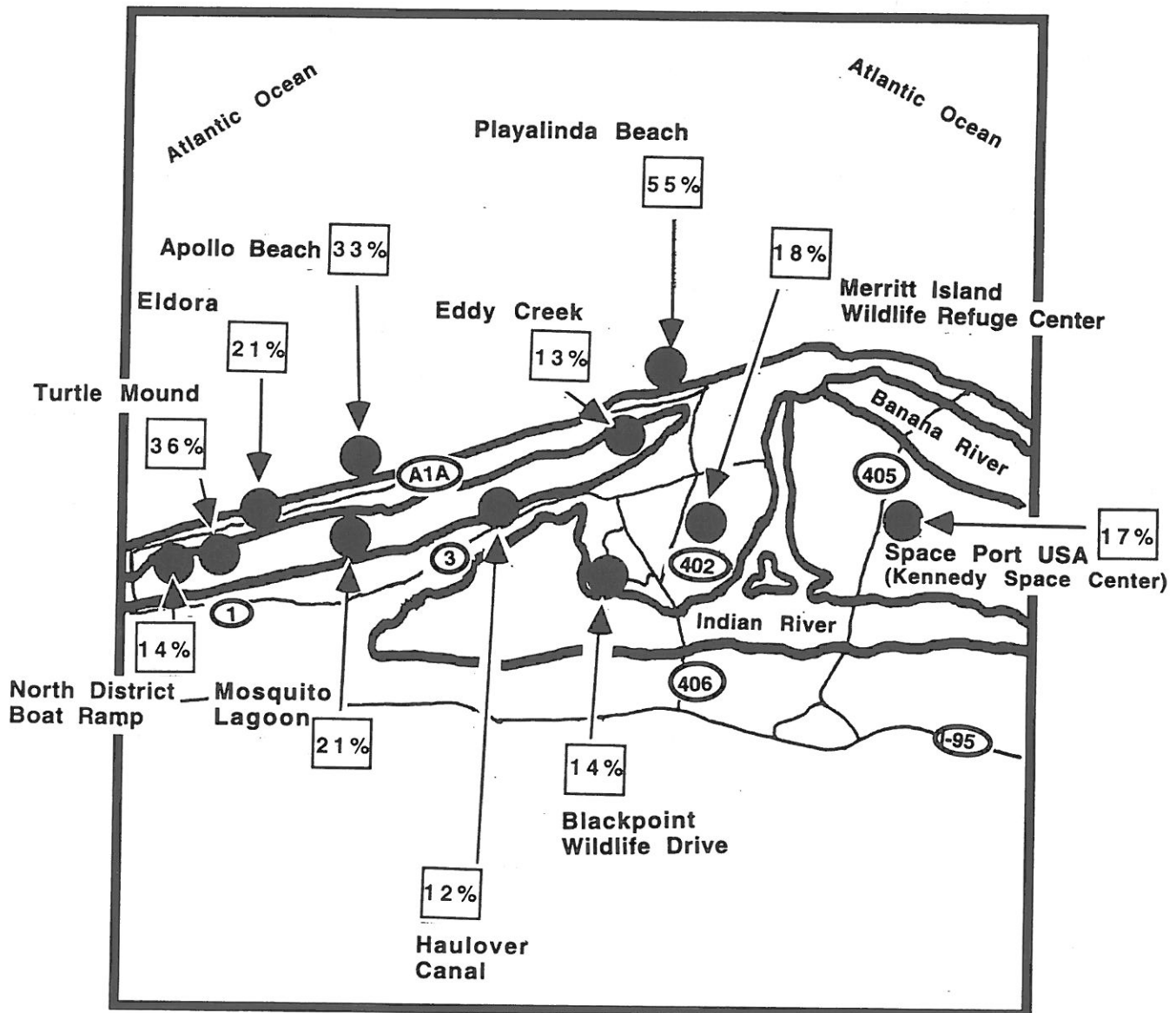


Figure 5: Length of stay

Sites visited

Visitors indicated the sites they visited at Canaveral National Seashore during their visit. Map 3 shows the proportion of visitors who visited each site. Playalinda Beach (55%), Turtle Mound (36%) and Apollo Beach (33%) were the sites most visited. The least visited sites were Haulover Canal (12%) and Eddy Creek (13%).

N=327 visitor groups;
percentages do not equal 100 because visitors could visit more than one site.



Map 3: Sites visited

The most often used sources of information about the park were previous visits (59%), friends and relatives (43%), maps and brochures (15%) and newspapers and magazines (14%), shown in Figure 6. Visitors also used "other" sources of information, including the American Sunbathing Association and from being a resident of the area.

Sources of park information

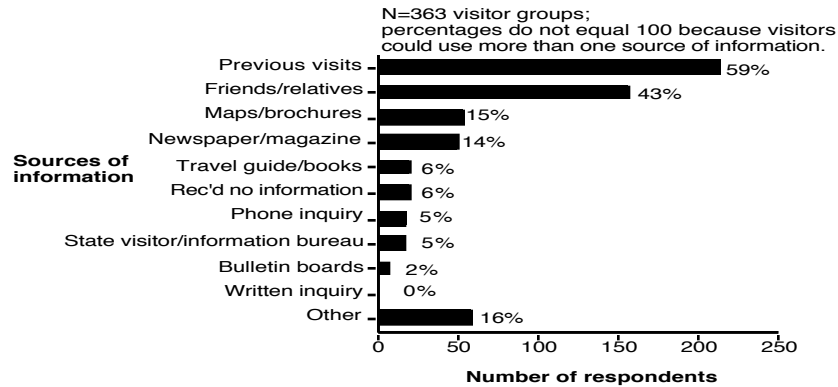


Figure 6: Sources of park information

**Facilities:
use,
importance
and quality**

The most commonly used facilities by visitors were the parking lots (95%), beaches (91%), roads (87%), restrooms (76%) and boardwalks (51%), as shown in Figure 7. The least used facilities were the docks and fishing piers (14%). "Other" facilities that visitors used included boat ramps and the canoe launch.

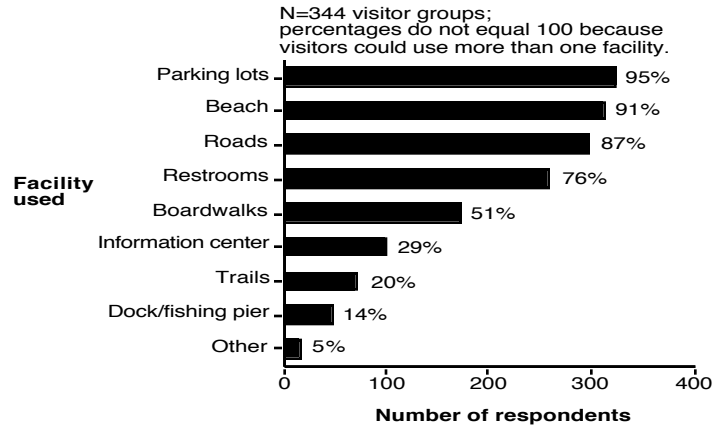


Figure 7: Use of facilities

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

IMPORTANCE	QUALITY
1=extremely important	1=very good
2=very important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

Figure 8 shows the average importance and quality ratings for each facility. An average score was determined for each facility based on ratings by visitors who used that facility. This was done for both importance and quality. The results were plotted on the grid shown in Figure 8.

Figures 9-17 show that several facilities received the highest "very important" to "extremely important" ratings: the beaches (94%), restrooms (89%), parking lots (86%) and the information center (86%). The facility receiving the highest "not important" rating was the beach (5%).

Figures 18-26 show that several facilities were given high "good" to "very good" quality ratings: the beaches (92%), the information center (88%) and the boardwalks (87%). The facilities receiving the highest "very poor" quality ratings were the restrooms and the parking lots (each 5%).

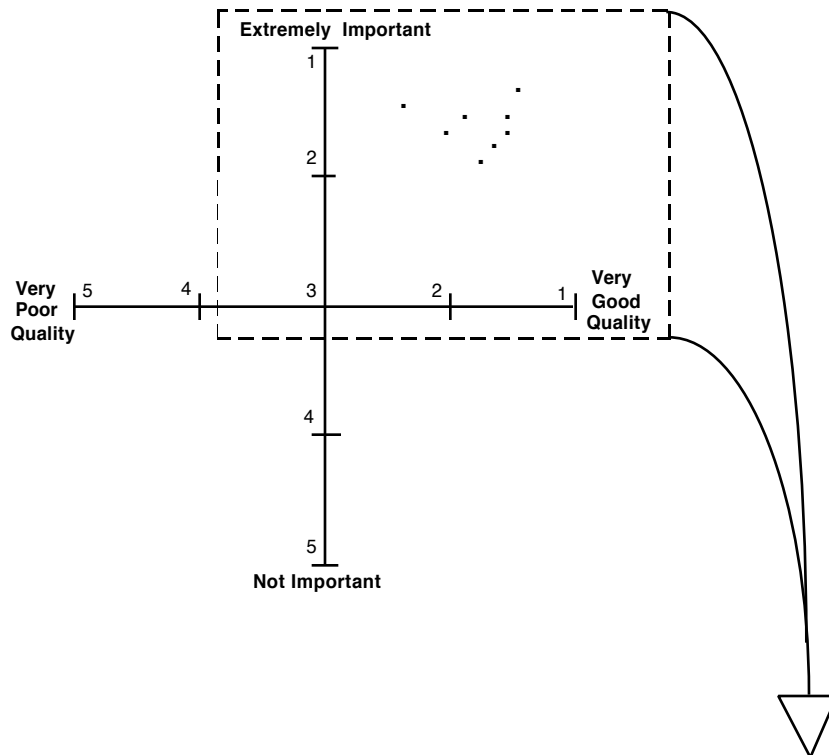


Figure 8: Average importance and quality ratings of facilities

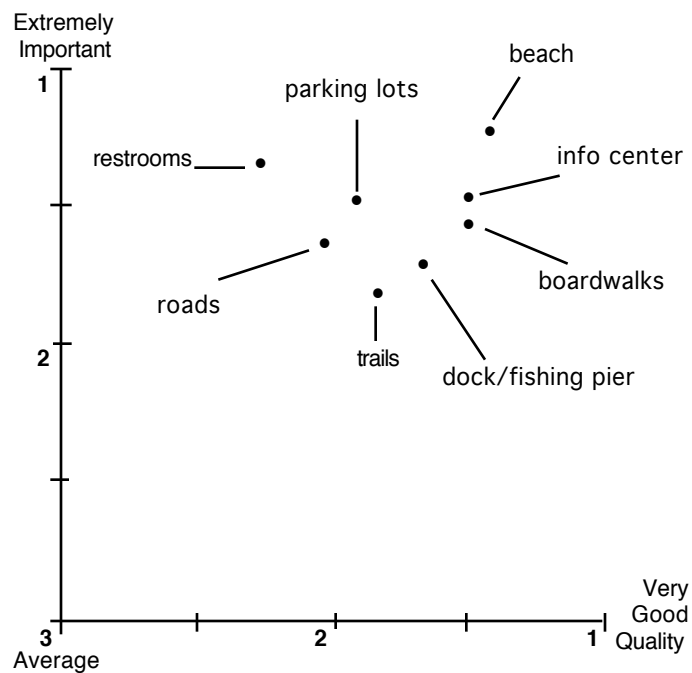


Figure 8: Detail

Caution: The services not included in the above graph were rated by too few visitors to provide reliable information.

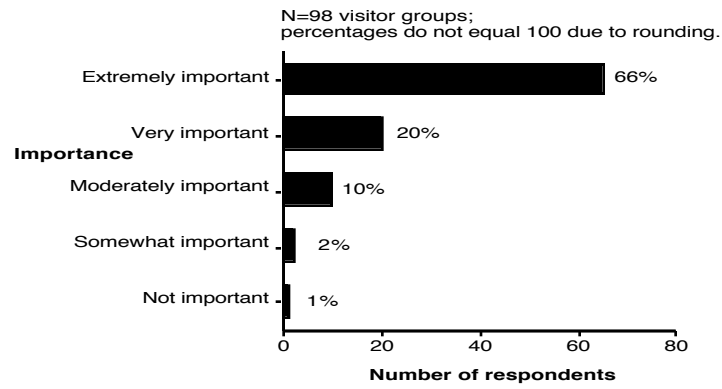


Figure 9: Importance of information center

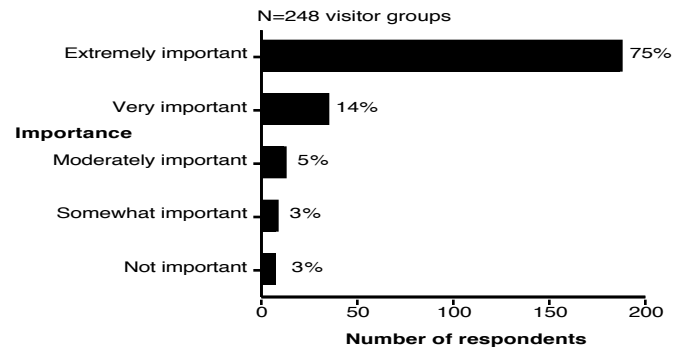


Figure 10: Importance of restrooms

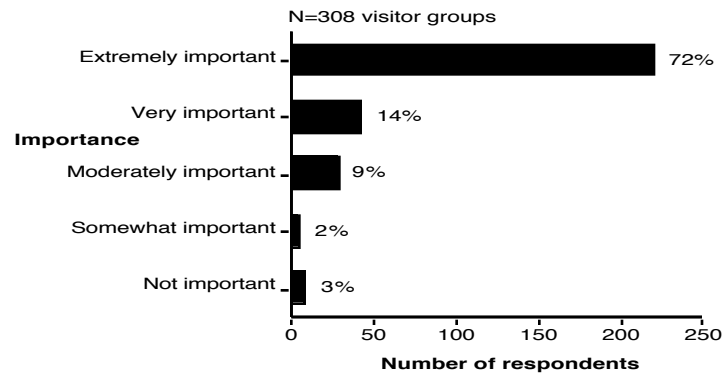


Figure 11: Importance of parking lots

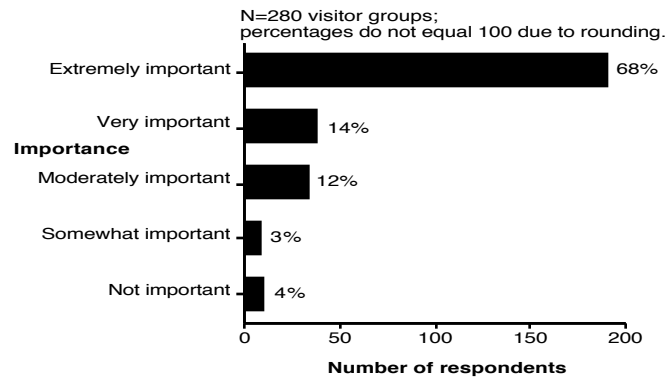


Figure 12: Importance of roads

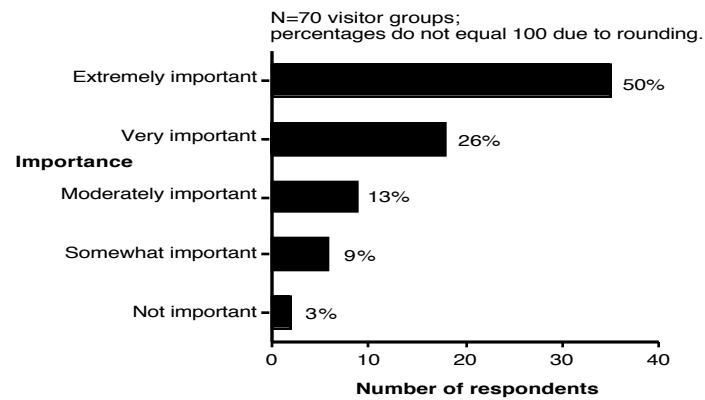


Figure 13: Importance of trails

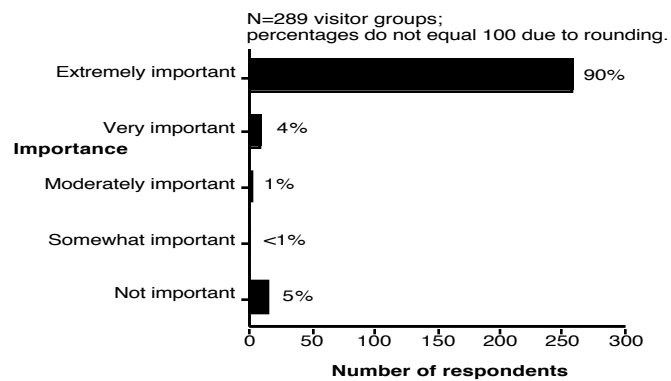


Figure 14: Importance of beach

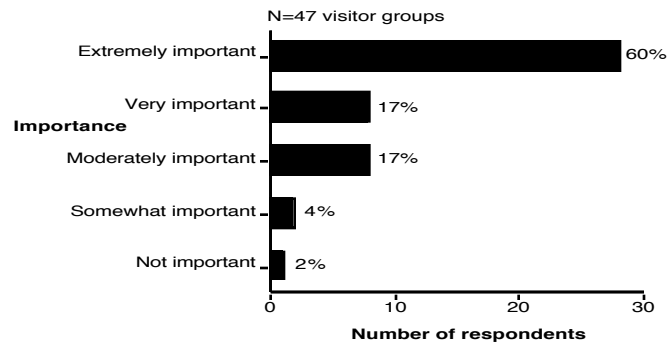


Figure 15: Importance of dock/fishing pier

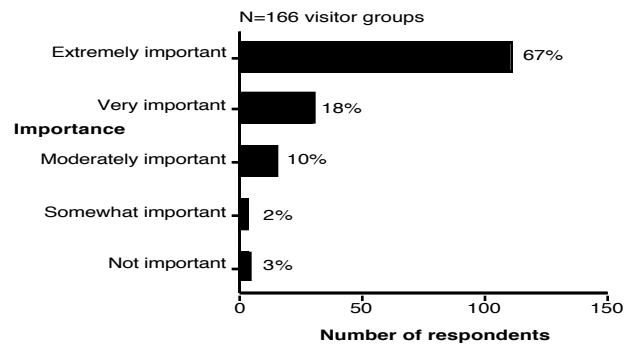


Figure 16: Importance of boardwalks

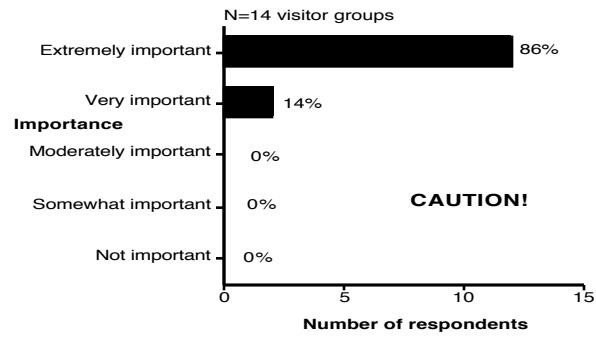


Figure 17: Importance of "other" facilities

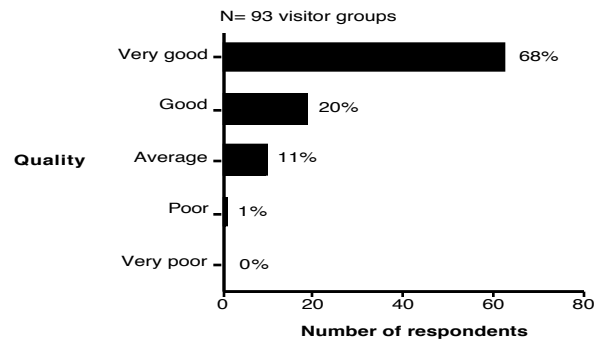


Figure 18: Quality of information center

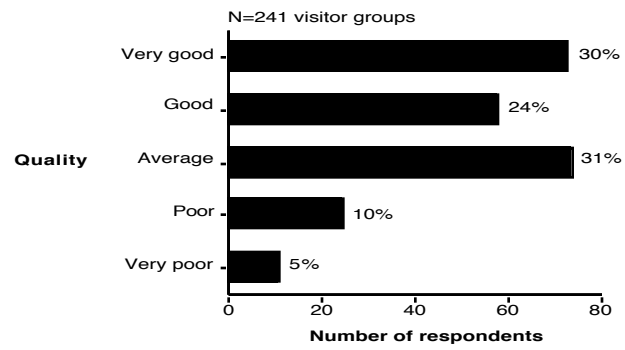


Figure 19: Quality of restrooms

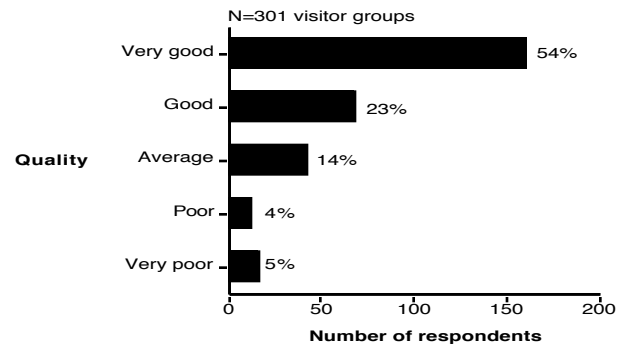


Figure 20: Quality of parking lots

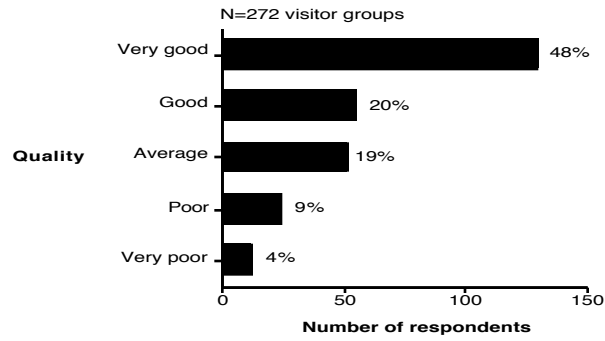


Figure 21: Quality of roads

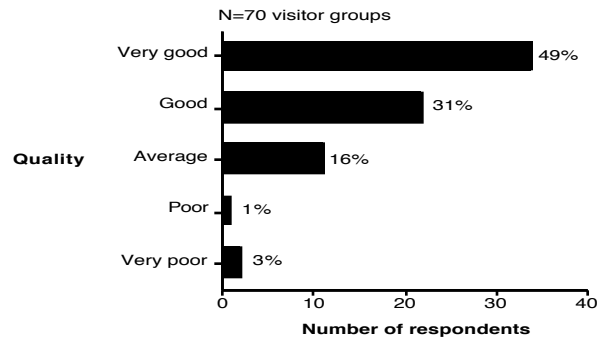


Figure 22: Quality of trails

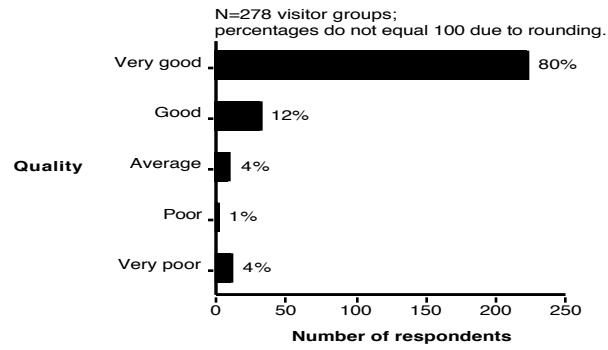


Figure 23: Quality of beach

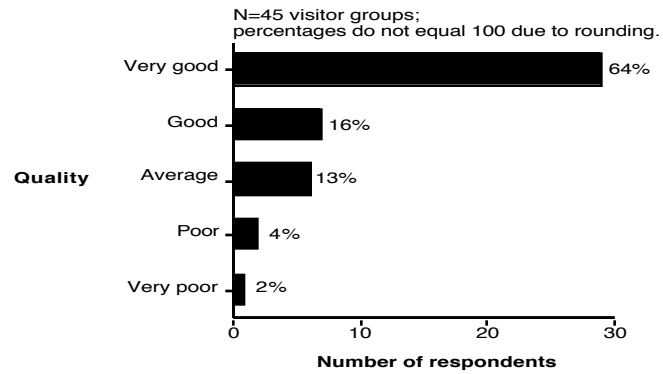


Figure 24: Quality of dock/fishing pier

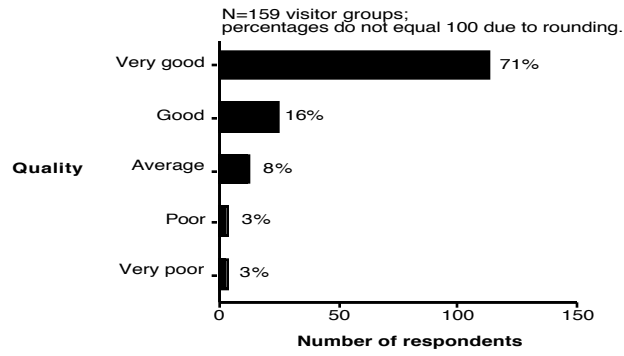


Figure 25: Quality of boardwalks

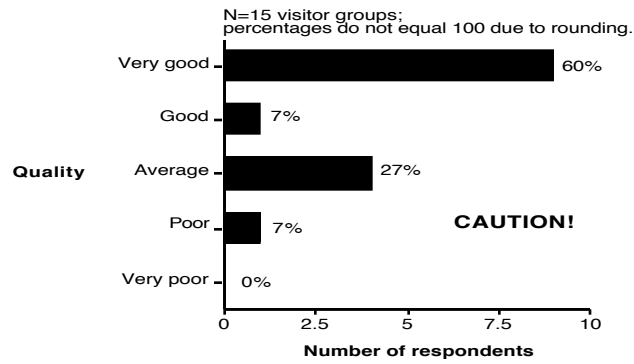


Figure 26: Quality of "other" facilities

**Visitor
services:
use,
importance
and
quality**

The most commonly used interpretive/visitor services were the uniformed park staff (74%), park map and guide (39%) and bulletin boards (30%) as shown in Figure 27. The least used visitor service was the ranger-led programs (8%). "Other" services included the boat ramp and interpretive signs

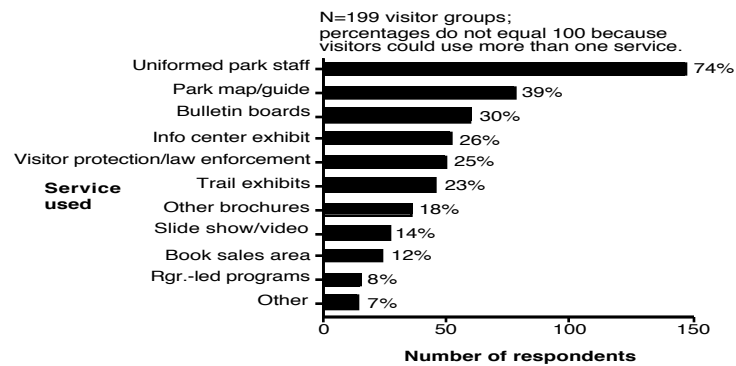


Figure 27: Use of interpretive/visitor services

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

IMPORTANCE	QUALITY
1=extremely important	1=very good
2=very important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

Figure 28 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 28.

Figures 29-39 show that several services were given high "very important" to "important" ratings: visitor protection and law enforcement (92%), uniformed park staff (90%) and the park map (89%). The service receiving the highest "not important" rating was visitor protection and law enforcement (4%).

Figures 40-50 show that several services were given high "good" to "very good" quality ratings: uniformed park staff (95%), information center exhibits (90%), and trail exhibits (89%). The service receiving the highest "very poor" rating was visitor protection and law enforcement (5%).

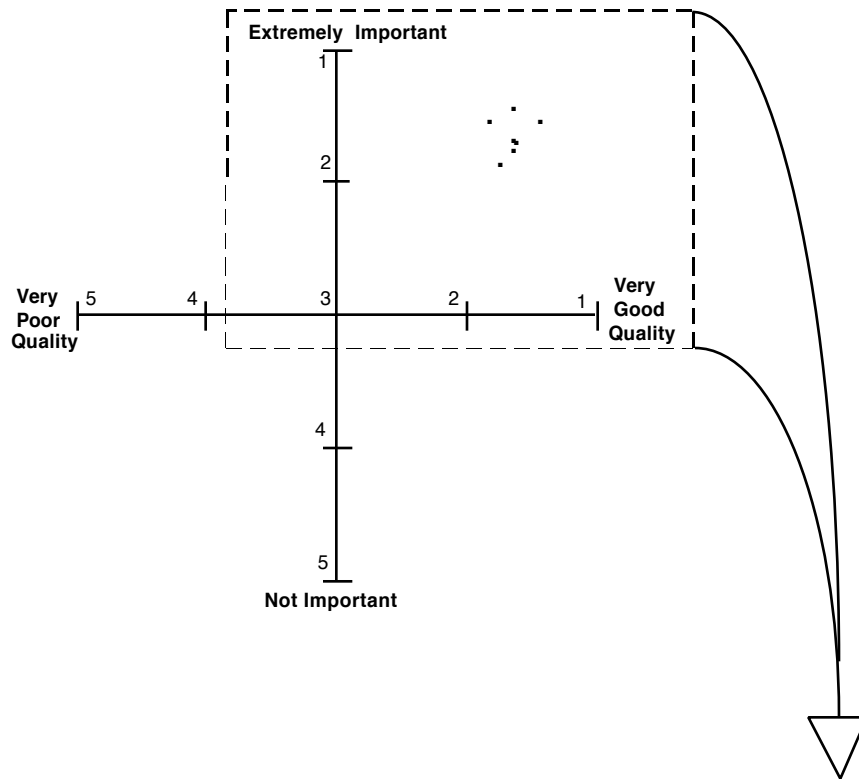


Figure 28: Average importance and quality ratings of visitor services

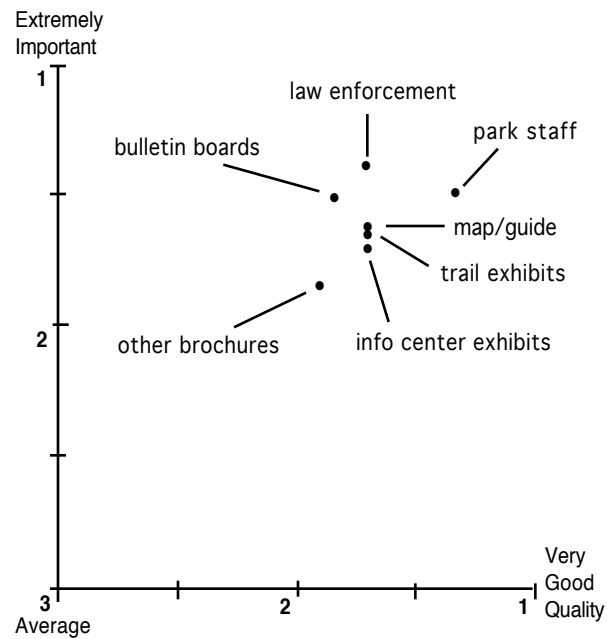


Figure 28: Detail

Caution: The services not included in the above graph were rated by too few visitors to provide reliable information.

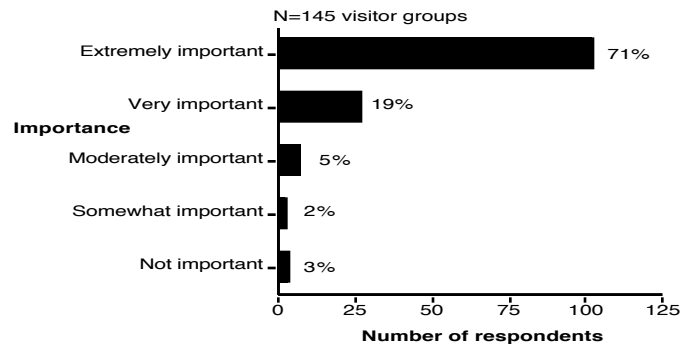


Figure 29: Importance of uniformed park staff

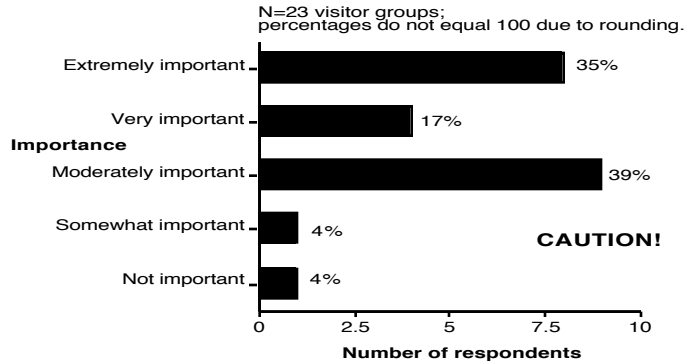


Figure 30: Importance of book sales area

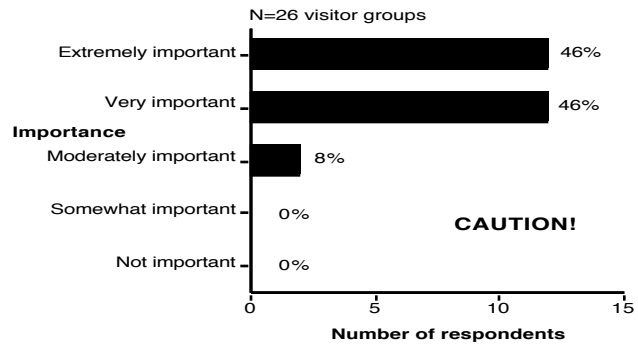


Figure 31: Importance of slide show/video

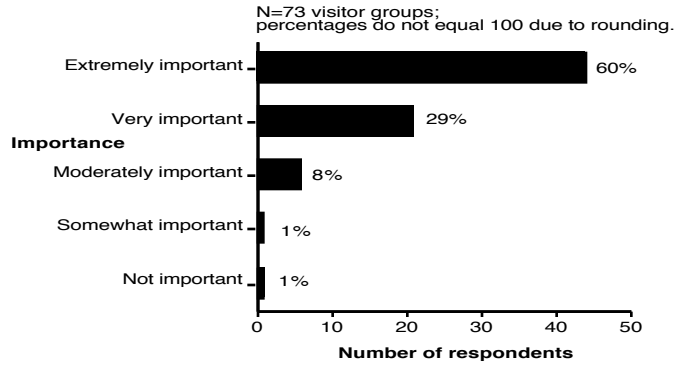


Figure 32: Importance of park map/guide

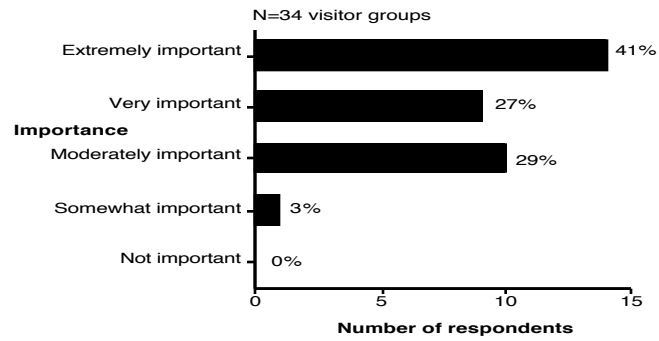


Figure 33: Importance of other brochures

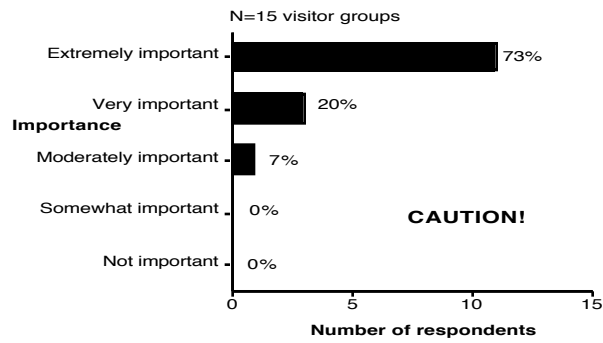


Figure 34: Importance of ranger-led programs

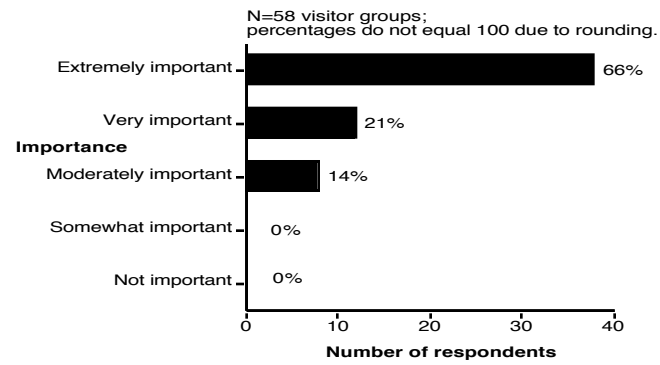


Figure 35: Importance of bulletin boards

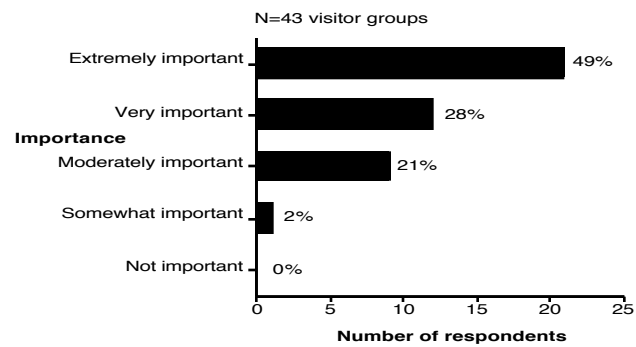


Figure 36: Importance of trail exhibits

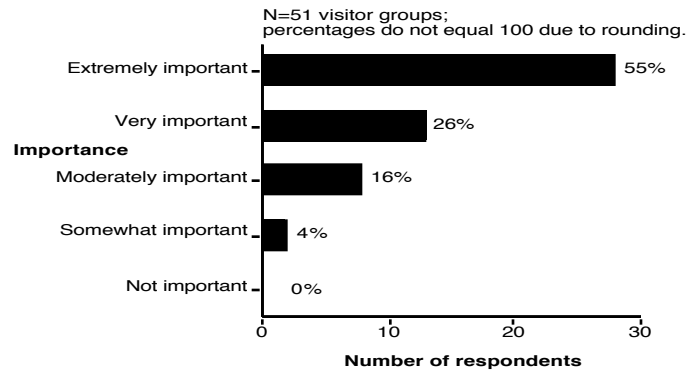


Figure 37: Importance of information center exhibits

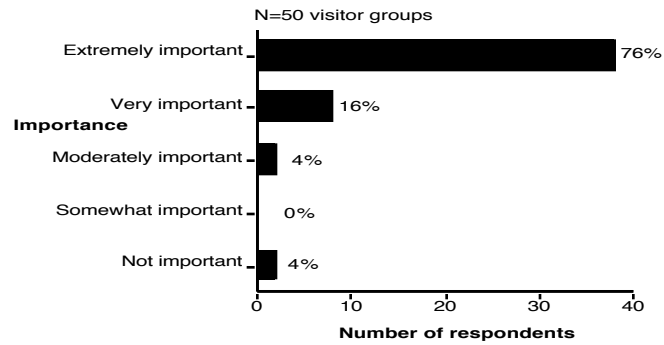


Figure 38: Importance of visitor protection/law enforcement

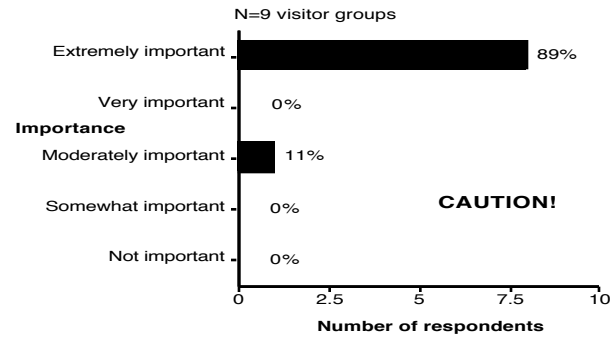


Figure 39: Importance of "other" services

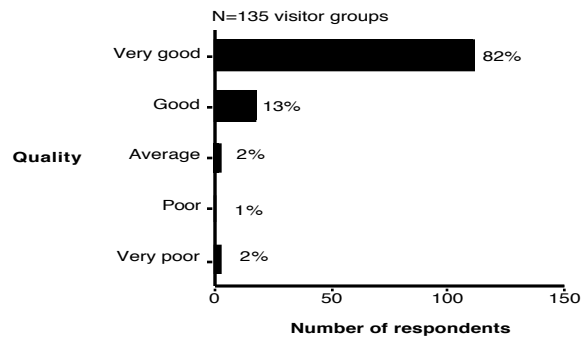


Figure 40: Quality of uniformed park staff

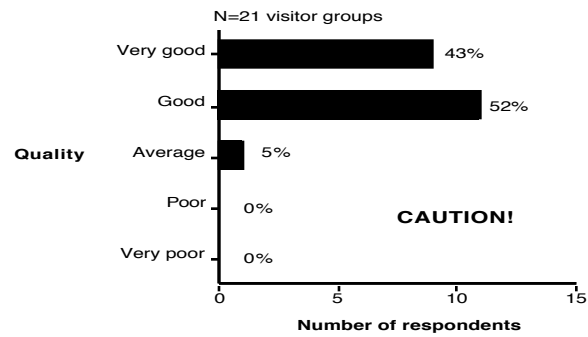


Figure 41: Quality of book sales area

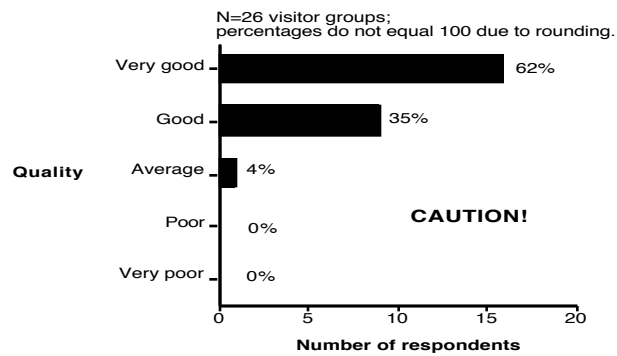


Figure 42: Quality of slide show/video

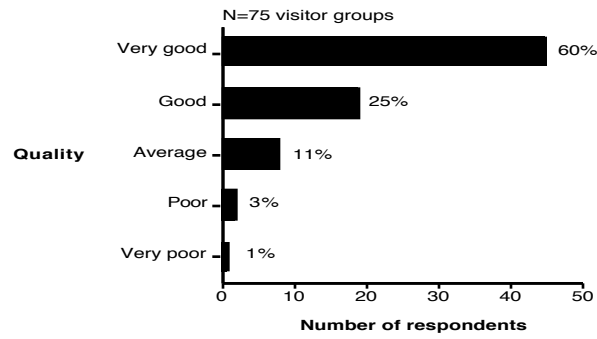


Figure 43: Quality of park map/guide

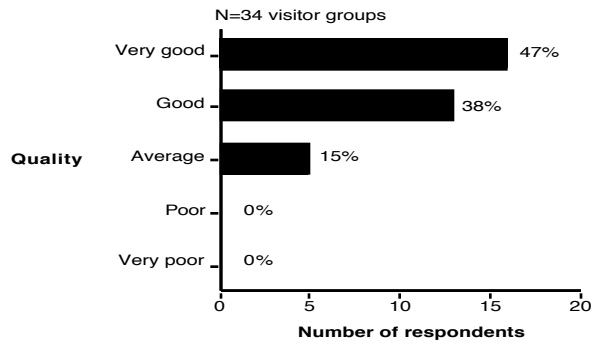


Figure 44: Quality of other brochures

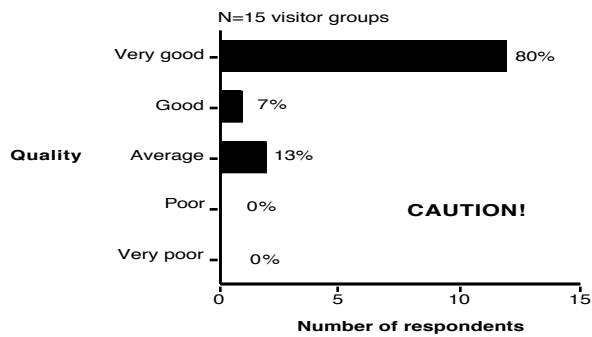


Figure 45: Quality of ranger-led programs

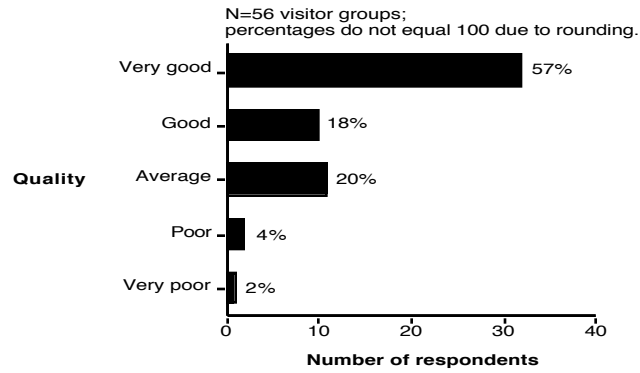


Figure 46: Quality of bulletin boards

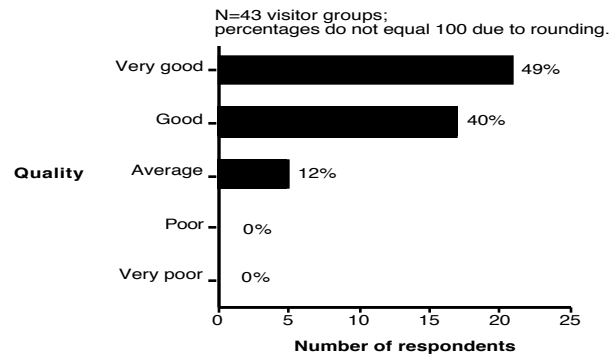


Figure 47: Quality of trail exhibits

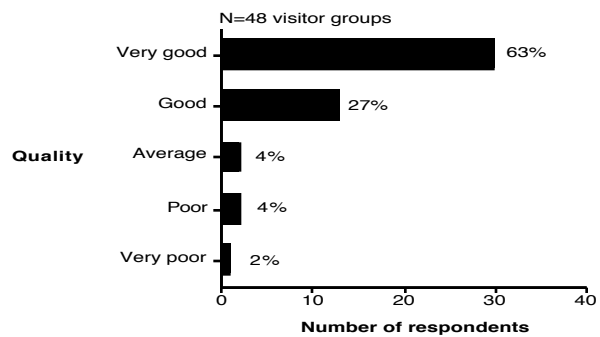


Figure 48: Quality of information center exhibits

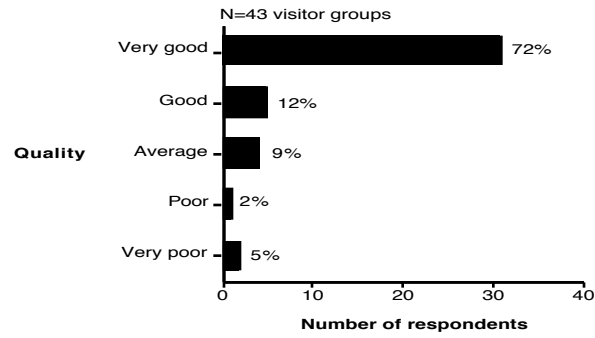


Figure 49: Quality of visitor protection/law enforcement

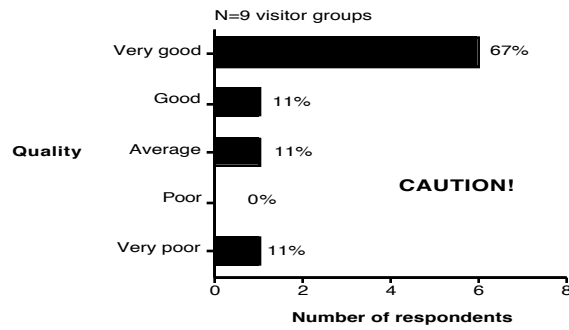


Figure 50: Quality of "other" services

Information
center visits

Twenty-eight percent of the visitor respondents said they visited the Canaveral National Seashore information center (see Figure 51). Ninety-eight percent of those visitors did not find it difficult to locate the information center, as shown in Figure 52. Those visitors who felt the information center was difficult to locate were asked why. A list of their explanations appears in Table 4.

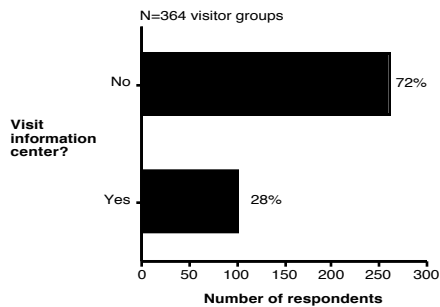


Figure 51: Information center visits

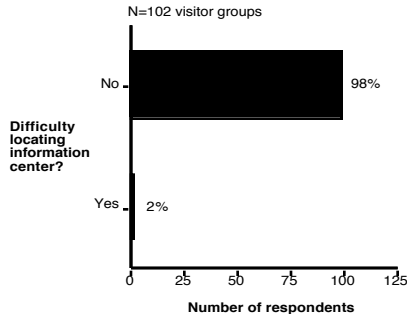


Figure 52: Locating the information center

Table 4: Why it was difficult to locate the information center

N= 2 comments
CAUTION!

Comment	Number of times mentioned
Received wrong directions from Kennedy Space Center	1

Confusing signs at park entrance

1

Reasons for visiting

Visitors were asked what were their reasons for visiting Canaveral National Seashore. Figure 53 shows visiting the beach (81%), enjoying solitude and quiet (64%), participating in recreational opportunities (60%) and viewing scenery (57%) were the responses most often chosen by the visitors. "Other" reasons were to sun bath nude and to surf.

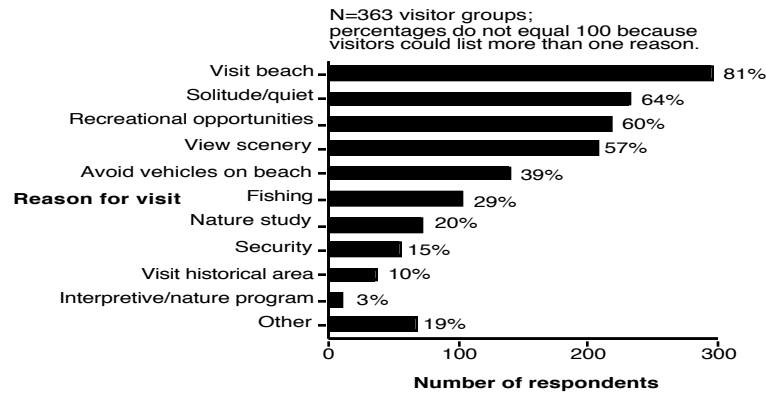


Figure 53:

Reasons for visiting

Visitors were asked what other attractions in addition to Canaveral National Seashore they visited during this trip. Figure 54 shows Daytona Beach (31%), Disney attractions (29%), and Cocoa Beach (26%) were the responses chosen most often by visitors. "Other" attractions visited were New Smyrna Beach, St. Augustine, and the Kennedy Space Center.

Other attractions visited

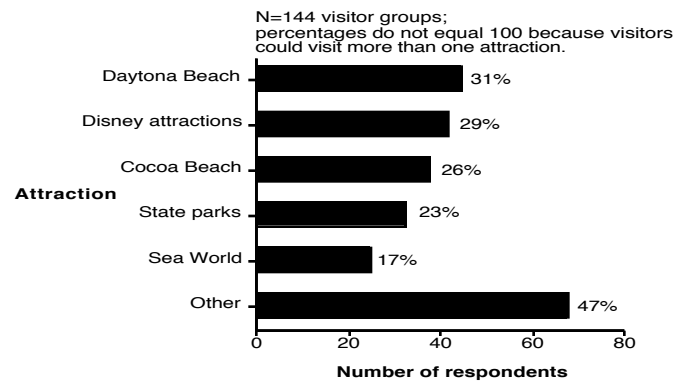


Figure 54: Other attractions visited

**Proposals
for future
planning**

Visitors were asked, "If you were planning for the future of Canaveral National Seashore, what would you propose?" A summary of their comments appear below and in the appendix.

Proposals for future planning

N=477 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More lifeguards	5
INTERPRETIVE SERVICES	
Continue turtle programs	6
Better informational signs	4
Create wildlife exhibits	3
More activities/events on beach	3
Expand visitor center exhibits/programs	3
Publicize more	3
More recreational information at visitor center	3
Ranger-led tours	2
Create Native American exhibits	2
More historical information	2
Other comments	4
FACILITIES AND MAINTENANCE	
Expand parking areas	54
Offer showers at beaches	45
Make water available in restrooms	23
More public telephones	17
Add emergency call boxes	10
More drinking fountains	11
Improve restrooms	13
Improve roads	13
Control mosquitoes	13
More trash receptacles	9
More hiking trails	9
Do not expand parking lots	8
Make Playa Linda Beach more accessible during launches	7
More boat ramps	6
Build bike path	5
Improve boat docks	4
More signs at nudist areas	4
Clean up beaches	4
Restrict visitor access	3
Provide shelter from storms	3
More boardwalks	2
Other comments	8

POLICIES

Separate nude bathing area	18
Increase enforcement on beaches	14
Ban nudity	8
More wildlife management	5
Raise speed limits	5
Charge entrance fee	5
Ban commercial fishermen near beach	3
Offer free admission for residents	2
Lower speed limits	2
Allow night fishing	2
Ban alcohol	2
Other comments	7

GENERAL IMPRESSIONS

Don't change a thing	31
Limit commercialism	20
Preserve the park	15
Offer concession stands	14
Install soda machines	8
Offer boat rentals/tours	4
Other comment	1

**What visitors
liked most**

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

Visitors' likes

N=590 comments;
many visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Rangers/staff helpful or friendly	16
Law enforcement rangers' presence	6
INTERPRETIVE SERVICES	
History	5
Nature center	3
Ranger interpretive programs	2
FACILITIES AND MAINTENANCE	
Clean beaches	53
Parking lots	4
Hiking trails	3
Easy access	3
Roads	2
Other comment	1
POLICIES	
Vehicles not allowed on beach	26
No entrance fee	4
Other comments	3
GENERAL IMPRESSIONS	
Peaceful/quiet	79
Natural setting	56
Not crowded	54
Beautiful	41
Nude beach	36
Beach	35
Wildlife	32
No commercial sites on beach	26
Fishing	25
Scenery	20
Privacy	12
Clean water	9
Turtle Mound	7
Playa Linda Beach	6
Water recreation	6
Everything	4
View of launch pad	2
Black Point Wildlife Drive	2
Other comments	7

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

What visitors liked least

Visitor dislikes

N=311 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rude rangers	5
No lifeguards	2
FACILITIES AND MAINTENANCE	
Lack of parking	37
No showers	23
Lack of restrooms	20
Poor quality roads	15
No drinking water	14
Garbage on beach	12
Poor quality restrooms	12
No telephones	3
Lack of handicapped parking	2
No bike paths	2
Other comments	2
POLICIES	
Lack of security/enforcement	6
Park closes too early	3
Other comments	2
GENERAL IMPRESSIONS	
Mosquitoes	49
Nudists	43
Nothing	30
Shallow water	4
Weather	4
Going home	4
Protesters at the gate	3
Crowded	3
Not enough time	2
No emergency services	2
Other comments	7

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

Visitor comment summary

N=256 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers helpful/ friendly	22
Rangers rude	3
Other comments	2
INTERPRETIVE SERVICES	
Comments	7
FACILITIES AND MAINTENANCE	
Trash on the beach	2
Other comments	3
POLICIES	
More enforcement on beaches	7
Park closes too early	2
Other comments	6
GENERAL IMPRESSIONS	
Wonderful place	31
Enjoyed our time	31
Come here often	22
Thank you	16
Will return	15
Preserve the park	15
Offended by nudists	14
Keep up the good work	14
Leave the nudists alone	8
Keep nude beach areas	7
Do not change anything	5
Enjoyed the solitude	5
Loved the turtles	5
Wish we had more time	4
Separate nudists from others	4
Other comments	6

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 information sources a particular age group consulted, request a comparison of information sources by age group; to learn about how the use of information sources varied among group types, request a comparison of information sources by group type.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about what interpretive/information services were used by different visitor group types and sizes, request a comparison of reasons for visiting used by group type by group size; to learn about what reasons for visiting were used by different age groups by group type, request a comparison of reasons for visiting by age groups by group type.

Consult the list of characteristics for Canaveral National Seashore 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
Canaveral National Seashore
Report 71

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 | • Information sources | • Number times visited |
| • Group type | • Interpretive/visitor services used | • Length of stay |
| • Age | • Interpretive/visitor services quality | • Facilities used |
| • State residence | • Interpretive/visitor services importance | • Facilities quality |
| • Country residence | • Information center visits | • Facilities importance |
| • Sites visited | • Locating the information center | • Reason for visiting |
| • Other area attractions | | |

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

information sources by group type

by _____
by _____

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

reasons for visiting by age groups 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
Canaveral National Seashore
Report 71**

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 | • Information sources | • Number times visited |
| • Group type | • Interpretive/visitor services used | • Length of stay |
| • Age | • Interpretive/visitor services quality | • Facilities used |
| • State residence | • Interpretive/visitor services importance | • Facilities quality |
| • Country residence | • Information center visits | • Facilities importance |
| • Sites visited | • Locating the information center | • Reason for visiting |
| • Other area attractions | | |

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.

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 (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

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 (spring)
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 (fall)

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 (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park

1994

64. Death Valley National Monument Backcountry
65. San Antonio Missions National Historical Park
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore

<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>

Visitor Services Project Canaveral National Seashore

Appendix

Visitor Services Project Report 71
Cooperative Park Studies Unit



Visitor Services Project Canaveral National Seashore

Appendix

Kristin M. FitzGerald
Dwight L. Madison

Report 71

May 1995

Kristin FitzGerald is a research associate with the VSP based at the Cooperative Park Studies Unit, University of Idaho. Dwight Madison was the VSP Eastern Coordinator and conducted the planning and field work for this study. We thank the staff at Canaveral National Seashore for the performing arts 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.

NPS D-26

MAY 1995



Printed on recycled paper

Proposals for future planning

N=477 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More lifeguards	5
INTERPRETIVE SERVICES	
Continue turtle programs	6
Better informational signs	4
Create wildlife exhibits	3
More activities/events on beach	3
Expand visitor center exhibits/programs	3
Publicize more	3
More recreational information at visitor center	3
Ranger-led tours	2
Create Native American exhibits	2
More historical information	2
Other comments	4
FACILITIES AND MAINTENANCE	
Expand parking areas	54
Offer showers at beaches	45
Make water available in restrooms	23
More public telephones	17
Add emergency call boxes	10
More drinking fountains	11
Improve restrooms	13
Improve roads	13
Control mosquitoes	13
More trash receptacles	9
More hiking trails	9
Do not expand parking lots	8
Make Playa Linda Beach more accessible during launches	7
More boat ramps	6
Build bike path	5
Improve boat docks	4
More signs at nudist areas	4
Clean up beaches	4
Restrict visitor access	3
Provide shelter from storms	3
More boardwalks	2
Other comments	8

POLICIES

Separate nude bathing area	18
Increase enforcement on beaches	14
Ban nudity	8
More wildlife management	5
Raise speed limits	5
Charge entrance fee	5
Ban commercial fishermen near beach	3
Offer free admission for residents	2
Lower speed limits	2
Allow night fishing	2
Ban alcohol	2
Other comments	7

GENERAL IMPRESSIONS

Don't change a thing	31
Limit commercialism	20
Preserve the park	15
Offer concession stands	14
Install soda machines	8
Offer boat rentals/tours	4
Other comment	1

Visitors' likes

N=590 comments;
many visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Rangers/staff helpful or friendly	16
Law enforcement rangers' presence	6
INTERPRETIVE SERVICES	
History	5
Nature center	3
Ranger interpretive programs	2
FACILITIES AND MAINTENANCE	
Clean beaches	53
Parking lots	4
Hiking trails	3
Easy access	3
Roads	2
Other comment	1
POLICIES	
Vehicles not allowed on beach	26
No entrance fee	4
Other comments	3
GENERAL IMPRESSIONS	
Peaceful/quiet	79
Natural setting	56
Not crowded	54
Beautiful	41
Nude beach	36
Beach	35
Wildlife	32
No commercial sites on beach	26
Fishing	25
Scenery	20
Privacy	12
Clean water	9
Turtle Mound	7
Playa Linda Beach	6
Water recreation	6
Everything	4
View of launch pad	2
Black Point Wildlife Drive	2
Other comments	7

Visitor dislikes

N=311 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rude rangers	5
No lifeguards	2
FACILITIES AND MAINTENANCE	
Lack of parking	37
No showers	23
Lack of restrooms	20
Poor quality roads	15
No drinking water	14
Garbage on beach	12
Poor quality restrooms	12
No telephones	3
Lack of handicapped parking	2
No bike paths	2
Other comments	2
POLICIES	
Lack of security/enforcement	6
Park closes too early	3
Other comments	2
GENERAL IMPRESSIONS	
Mosquitoes	49
Nudists	43
Nothing	30
Shallow water	4
Weather	4
Going home	4
Protesters at the gate	3
Crowded	3
Not enough time	2
No emergency services	2
Other comments	7

Visitor comment summary

N=256 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers helpful/ friendly	22
Rangers rude	3
Other comments	2
INTERPRETIVE SERVICES	
Comments	7
FACILITIES AND MAINTENANCE	
Trash on the beach	2
Other comments	3
POLICIES	
More enforcement on beaches	7
Park closes too early	2
Other comments	6
GENERAL IMPRESSIONS	
Wonderful place	31
Enjoyed our time	31
Come here often	22
Thank you	16
Will return	15
Preserve the park	15
Offended by nudists	14
Keep up the good work	14
Leave the nudists alone	8
Keep nude beach areas	7
Do not change anything	5
Enjoyed the solitude	5
Loved the turtles	5
Wish we had more time	4
Separate nudists from others	4
Other comments	6

**Printing Instructions for
Canaveral National Seashore
Report & Appendix**

Canaveral National Seashore 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 1-63 should be duplexed on white paper.

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

Page 65 (Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

*** NPS D 94 March 1993 page** should be facing inside back cover page

Inside back cover page is the one that has the VSP publications listed.

Canaveral National Seashore 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 1-10 (Visitor likes, dislikes & comment summary) duplex on blue paper.

Visitor comment pages duplex on white paper.

Separate the regular visitor comment section with a blank piece of white paper.

Separate the regular visitor comment section from the Filene Center visitor comment sections with a blank piece of blue paper.

Inside back cover page is the one that has the VSP publications listed.