



**National Park Service
U.S. Department of the Interior**

Visitor Services Project



Outer Banks Group Parks Visitor Study

Cape Hatteras National Seashore Visitors

Summer 2002

Report 136a



University of Idaho

Park Studies Unit



**National Park Service
U.S. Department of the Interior**

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Cape Hatteras National Seashore

Visitor Study Summer 2002

Jason R. Reed
Yen Le
Margaret Littlejohn

**Visitor Services Project
Report 136a**

December 2003

Jason R. Reed and Yen Le were VSP Research Assistants with the Park Studies Unit at the University of Idaho. Margaret Littlejohn is National Park Service VSP Coordinator, based at the Park Studies Unit. We thank Kristina Cudney, Jennifer Hoger and the staff of Cape Hatteras 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 Cape Hatteras National Seashore Report Summary

- This report describes the results of a visitor study at Cape Hatteras National Seashore (NS) during July 12-18, 2002. A total of 356 questionnaires were distributed to visitors. Visitors returned 263 questionnaires for a 73.8% response rate.
- This report profiles Cape Hatteras NS visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Twenty-eight percent of visitor groups were groups of two, 33% were in groups of six people or more. Sixty-one percent of the visitor groups were family groups. Fifty-five percent of visitors were aged 31-60 years and 25% were aged 15 or younger.
- United States visitors were from Virginia (24%), North Carolina (20%), Ohio (10%) and 29 other states and Washington, D.C. There were too few international visitors to provide reliable data.
- Most visitors (67%) had visited one or more of the Outer Banks Group parks in the past. The most used sources of information about the park were previous visits (58%) and friends/relatives/word of mouth (39%).
- The most popular activities on this visit and past visits were sunbathing/swimming and visiting historic sites. The three most important reasons for visiting Cape Hatteras NS were 1) lighthouses, 2) swimming and 3) uncrowded/solitude/low population.
- With regard to use, importance and quality of services and facilities, it is important to note both the number and percentage of visitor groups that responded to each question.

Service/facility	Most used	Most important	Best quality
Bodie Island visitor services/ facilities, N=115	Bodie Island Lighthouse—77% Restrooms—65%	Restrooms—95%, N=74 Bodie Island Lighthouse—88%, N=87	Assistance from park staff—97%, N=33 Coquina Beach bathhouse—94%, N=32
Hatteras Island visitor services/facilities, N=166	Cape Hatteras Lighthouse—74% Restrooms—66%	Restrooms—97%, N=106 Assistance from park staff 87%, N=47	Assistance from park staff—93%, N=44 Park brochure/map—88%, N=76
Ocracoke Island visitor services/facilities, N=108	Ocracoke Lighthouse—73% Parking—61%	Restrooms—95%, N=61 Parking—91%, N=66	Assistance from park staff—97%, N=32 Ocracoke Island Visitor Center—89%, N=47

- When asked about crowding, 27% of visitors said they felt "crowded" to "extremely crowded," while 43% of visitors felt "somewhat crowded." Many visitor groups (49%) reported that crowding "detracted from" their park experience. Most (84%) of visitor groups reported that they felt most crowded in the afternoon.
- Most visitors (91%) felt prepared for common safety situations that they encountered in the parks.
- Most visitor groups (94%) rated the overall quality of visitor services at Outer Banks Group parks as "very good" or "good." One visitor group rated the overall quality of visitor services as "very poor."

<p>For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or visit the following website: http://www.psu.uidaho.edu/</p>
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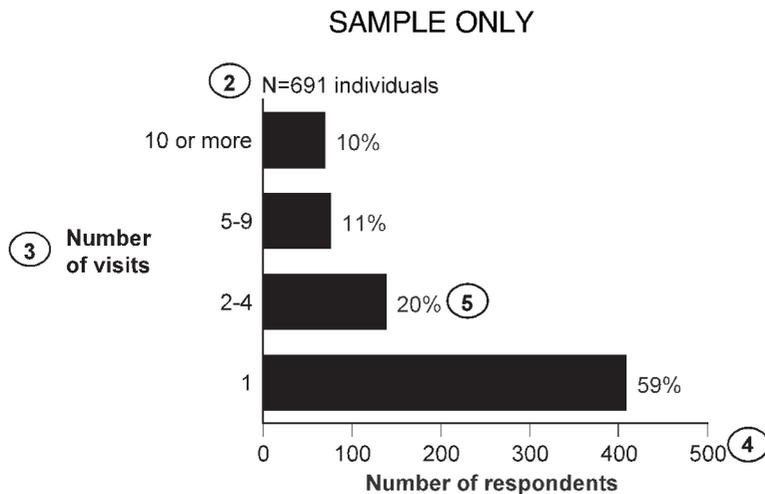
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INTRODUCTION

This report describes the results of a study of visitors at Cape Hatteras National Seashore, also referred to as "Cape Hatteras NS." This visitor study was conducted July 12-18, 2002 at the Outer Banks Group parks by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most 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

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. Some of the questions were comparable with VSP studies conducted at other parks. Other questions were customized for the Outer Banks Group parks' questionnaire.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at Cape Hatteras NS during the period from July 12-18, 2002. Visitors were sampled as they arrived at eight locations (see Table 1).

Table 1: Questionnaire distribution locations

Location	Questionnaires distributed	
	Number	%
Coquina Beach	80	23
Cape Point 4 x 4 ramp #43	30	8
Cape Hatteras Lighthouse and Visitor Center	60	17
Ocracoke Lighthouse and Visitor Center	59	17
Cape Hatteras 4 x 4 ramp #4 (Oregon Inlet)	49	14
Whalebone Information Center	30	8
Haulover day use area	30	8
Cape Point/Frisco Campground	18	5
GRAND TOTAL	356	100

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then given a questionnaire and asked for their names, addresses and telephone numbers in order to mail them a reminder/thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

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. Seven weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Questionnaire design and administration (continued)

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Data analysis

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 258 visitor groups, Figure 4 presents data for 1,033 individuals. A note above each 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 result in missing data and cause the number in the sample to vary from figure to figure. For example, although Cape Hatteras NS visitors returned 263 questionnaires, Figure 1 shows data for only 258 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.

Limitations

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

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 July 12–18, 2002. 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.

Special conditions

Weather conditions during the visitor study were typical of July in the Cape Hatteras NS area, with warm to hot, sunny days, and an occasional thunderstorm/rain shower or fog. There were no hurricanes during the 2002 hurricane season.

The Cape Hatteras Lighthouse, which was moved inland in 1999, was closed to visitors for repairs throughout the survey period.

RESULTS

At Cape Hatteras NS, 376 visitor groups were contacted and 356 of these groups (95%) accepted questionnaires. Questionnaires were completed and returned by 263 visitor groups, resulting in a 73.8% response rate for this study.

Visitors contacted

Table 2 compares age and group size information collected from the total sample of visitors who participated, with age and group size of visitors who returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	356	45.6	252	45.1
Group size	353	4.4	258	5.2

Figure 1 shows visitor group sizes, which ranged from one person to 38 people. Twenty-eight percent of visitor groups consisted of two people, while another 38% consisted of five or more people.

Demographics

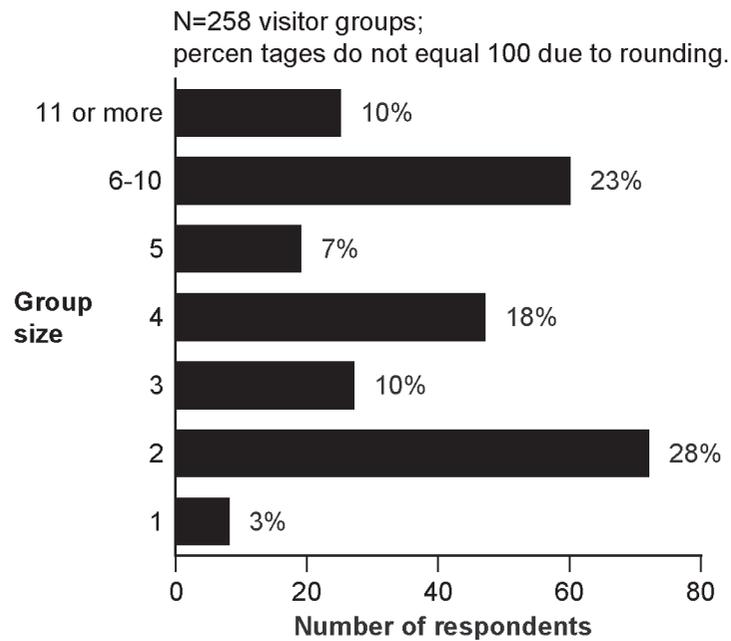
Sixty-one percent of visitor groups were made up of family members and 22% were people traveling with family and friends (see Figure 2). "Other" group types included those traveling with "girlfriend." One percent of visitor groups were traveling with guided tour groups (see Figure 3).

Fifty-five percent of visitors were aged 31-60 years and another 25% of visitors were aged 15 years or younger, as shown in Figure 4.

Visitor groups were asked how many times each member in the group had visited Cape Hatteras NS, including this visit. About one-third of visitors (32%) reported that this was their first visit to Cape Hatteras NS. Another 27% indicated that they had visited the park two to four times, as shown in Figure 5. Forty percent visited five or more times.

**Demographics
(continued)**

There were not enough international visitors to provide reliable data (see Table 3). The largest proportions of United States visitors were from Virginia (24%), North Carolina (20%) and Ohio (10%). Smaller proportions of U.S. visitors came from another 29 states and Washington, D.C. (see Map 1 and Table 4).

**Figure 1: Visitor group sizes**

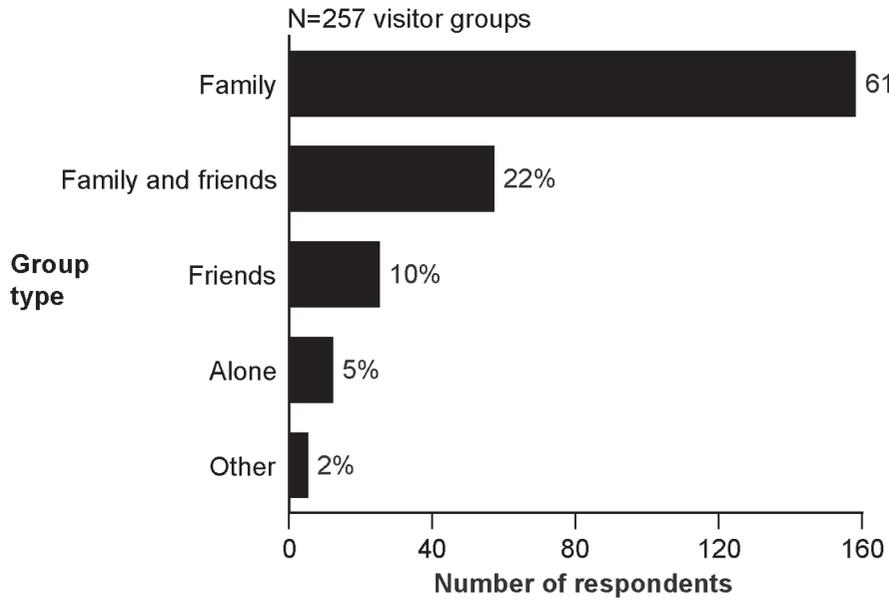


Figure 2: Visitor group types

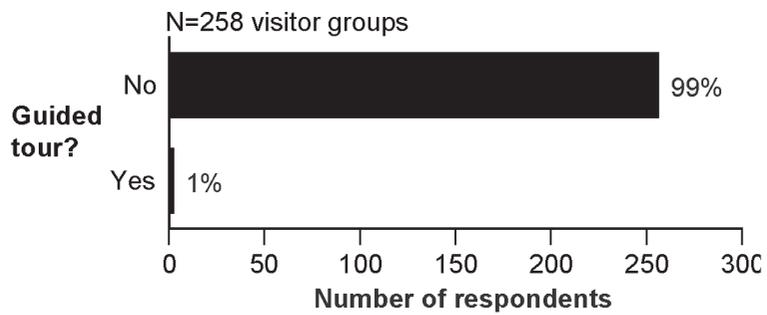


Figure 3: Visitors with guided tour group

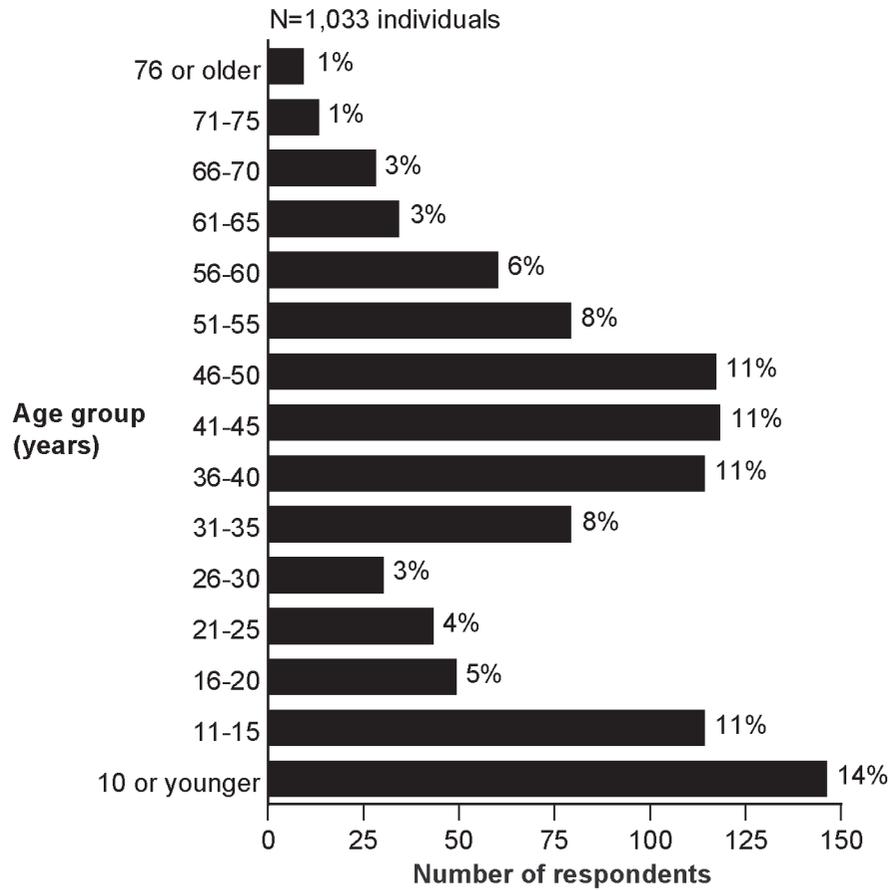


Figure 4: Visitor ages

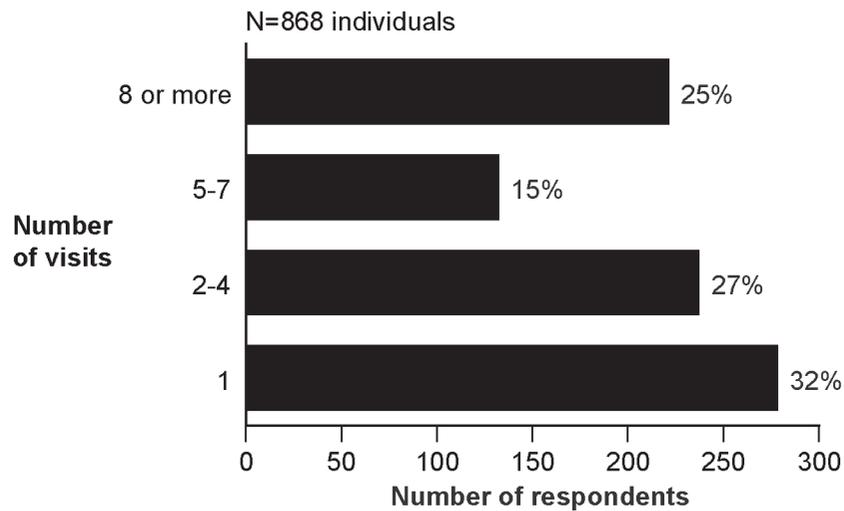


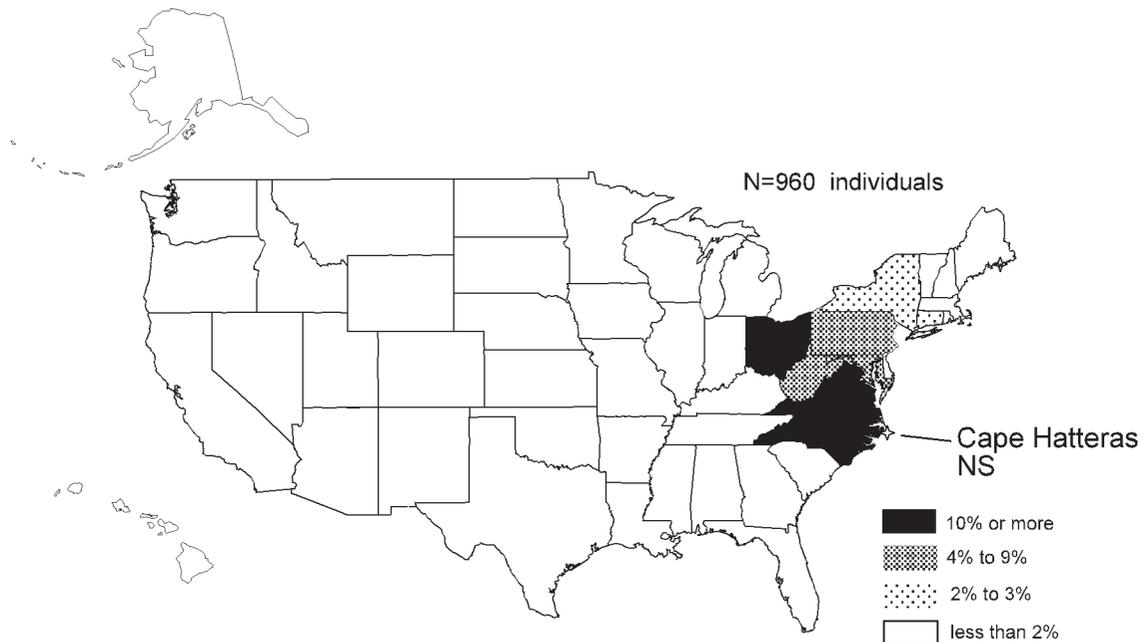
Figure 5: Number of visits to Cape Hatteras NS

Table 3: International visitors by country of residence

percentages do not equal 100 due to rounding.

CAUTION!

Country	Number of individuals	Percent of international visitors N=12 individuals	Percent of total visitors N=972 individuals
Canada	11	92	1
Germany	1	8	<1



Map 1: Proportion of United States visitors by state of residence

Table 4: United States visitors by state of residence

percentages do not equal 100 due to rounding

State	Number of individuals	Percent of U.S. visitors N=960 individuals	Percent of total visitors N=972 individuals
Virginia	226	24	23
North Carolina	192	20	20
Ohio	95	10	10
Pennsylvania	75	8	8
Maryland	66	7	7
New Jersey	59	6	6
West Virginia	44	5	5
New York	33	3	3
Connecticut	25	3	3
Michigan	14	1	1
Colorado	11	1	1
Illinois	11	1	1
Kentucky	11	1	1
Texas	11	1	1
Georgia	10	1	1
Washington, D.C.	10	1	1
Florida	8	1	1
Delaware	7	1	1
Minnesota	7	1	1
Kansas	6	1	1
Oklahoma	6	1	1
Missouri	5	1	1
11 other states	28	3	3

Visitor groups were asked how long they spent visiting Cape Hatteras NS on each day of the week during this visit (see Table 5). The most common lengths of visit were between 1-4 hours, 5-8 hours, and 21-24 hours.

Length of visit

Table 5: Time spent at Cape Hatteras NS

Number of hours	Number of times mentioned
Sunday N=98	
21-24 hours	27
17-20 hours	1
13-16 hours	2
9-12 hours	10
5-8 hours	31
1-4 hours	26
<1 hour	1
Monday N=107	
21-24 hours	29
17-20 hours	3
13-16 hours	2
9-12 hours	8
5-8 hours	28
1-4 hours	37
Tuesday N=110	
21-24 hours	31
17-20 hours	3
13-16 hours	1
9-12 hours	8
5-8 hours	30
1-4 hours	37
Wednesday N=126	
21-24 hours	34
17-20 hours	1
13-16 hours	2
9-12 hours	14
5-8 hours	35
1-4 hours	40
Thursday N=111	
21-24 hours	37
17-20 hours	1
13-16 hours	2
9-12 hours	7
5-8 hours	26
1-4 hours	38

Table 5: (continued)

Number of hours	Number of times mentioned
Friday N=100	
21-24 hours	36
17-20 hours	0
13-16 hours	3
9-12 hours	10
5-8 hours	30
1-4 hours	21
Saturday N=95	
21-24 hours	35
17-20 hours	1
13-16 hours	2
9-12 hours	7
5-8 hours	18
1-4 hours	32

Visitor groups were asked to indicate the sources from which they had received information about Cape Hatteras prior to their visit.

Sources of information

Seventeen percent of visitor groups received no information prior to their visit. Of those groups who received information, the most common sources were previous visits (58%), friends, relatives or word of mouth (39%) and travel guides/tour books (19%), as shown in Figure 6.

“Other” sources of information used by visitor groups included being a local resident, North Carolina visitor centers, and local tourist publications.

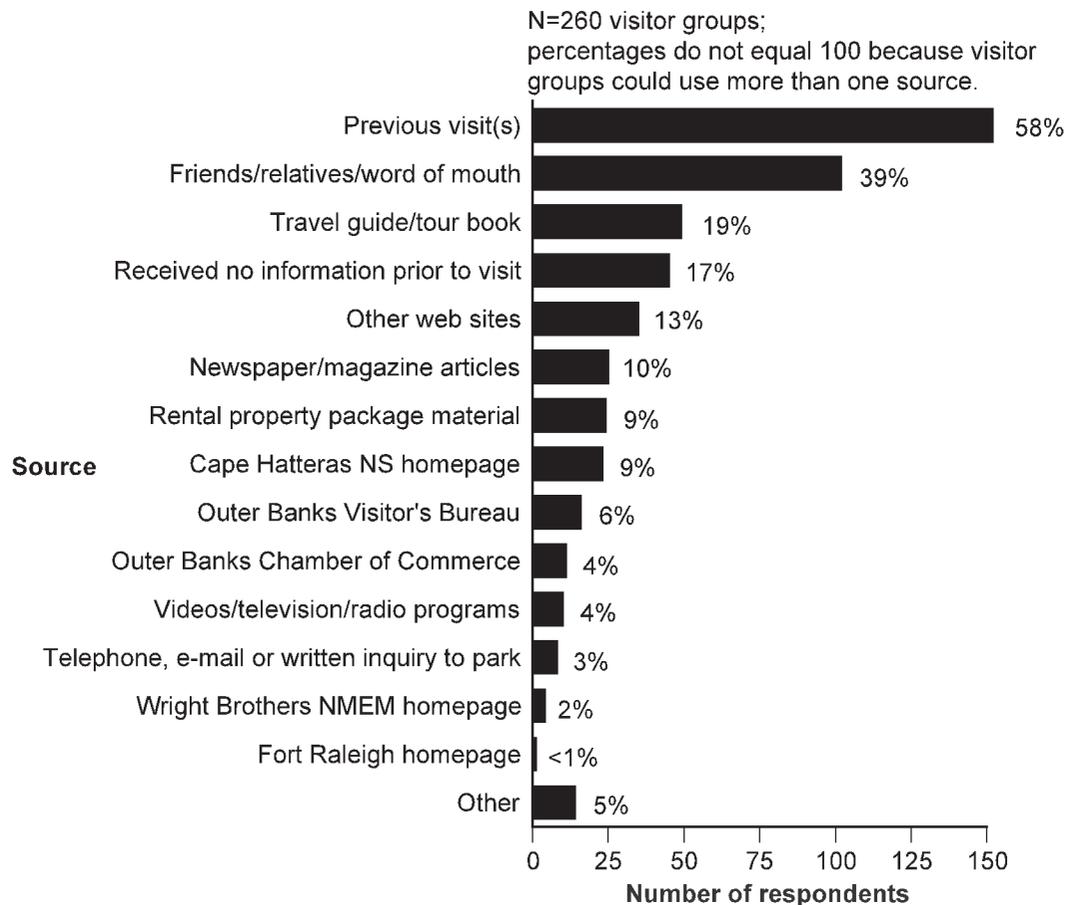


Figure 6: Sources of information used by visitors prior to arriving

Importance of visiting Outer Banks Group parks in decision to visit the Outer Banks

Visitors were asked, "Prior to your trip, how important a role did visiting the National Park Service Outer Banks parks have in your decision to visit the Outer Banks?" Cape Hatteras NS played the most important role in deciding to visit the Outer Banks for 58% of visitors, who rated it as "extremely" to "very" important, as shown in Table 6. For both Fort Raleigh and Wright Brothers NMEM, 30% of the visitors said these parks were "somewhat" to "not" important in their decision to visit the Outer Banks.

Table 6: Importance of visiting Outer Banks Group parks in decision to visit the Outer Banks

percentages may not equal 100 due to rounding.

Park	Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know/did not visit
Cape Hatteras NS N=253	45%	13%	20%	6%	14%	2%
Ft. Raleigh NHS N=206	9%	4%	8%	7%	23%	49%
Wright Brothers NMEM N=212	15%	7%	17%	7%	23%	33%

Visitors were asked to list their three most important reasons for visiting Cape Hatteras NS. Tables 7-9 list the most important, second most important and third most important reasons for visiting Cape Hatteras NS. Visiting a lighthouse, swimming, and opportunities for escaping crowds/seeking solitude were the three most common reasons listed.

Reasons for visiting Cape Hatteras NS

**Table 7: Most important reason for visiting
Cape Hatteras NS**

N=237 comments

Comment	Number of times mentioned
Lighthouse	54
Beach/beachcombing/seashells	33
Fishing/charter fishing	18
Historical significance	17
Swimming	14
Beach access	13
Beauty of the area/scenery	12
Camping	9
Uncrowded/solitude/low population	8
Surfing/windsurfing	8
First time visited/seeing different area	3
Live/visit nearby	3
Family beach	3
Sightseeing	3
Unspoiled nature/no development	3
Ocean/seashore	3
Educational purpose (teach/research)	3
Vacation	3
General interest/to see it	2
Enjoy the park	2
Cleanliness	2
Inspiration/atmosphere/emotionally moving	2
Peaceful/quiet/relaxing	2
Birds/birdwatching	2
Other comments	15

**Table 8: Second most important reason for visiting
Cape Hatteras NS**

N=181 comments

Comment	Number of times mentioned
Swimming	20
Lighthouse	11
Uncrowded/solitude/low population	11
Historical significance	10
Peaceful/quiet/relaxing	9
Camping	9
Fishing/charter fishing	9
Beauty of the area/scenery	8
Beach/beachcombing/seashells	8
Beach driving	8
Photography	7
Lighthouse being moved	4
Pets allowed	4
Ocean/seashore	4
Nature study	4
General interest/to see it	3
Enjoy the park	3
Live/visit nearby	3
Shopping at bookstores	3
Cleanliness	3
Surfing/windsurfing	3
Wildlife	3
For the children/grandchildren	2
Ferry ride/boat tour	2
Wind	2
Sun/sunshine/sunbathing	2
Walking/hiking	2
Other comments	24

**Table 9: Third most important reason for visiting
Cape Hatteras NS**

N=129 comments

Comment	Number of times mentioned
Uncrowded/solitude/low population	13
Swimming	10
Photography	6
Beauty of the area/scenery	6
Ocean/seashore	6
Peaceful/quiet/relaxing	5
Camping	5
Beach/beachcombing/seashells	5
Surfing/windsurfing	5
Kayaking/canoeing/boating	5
Lighthouse	4
Walking/hiking	4
Nature study	4
Family time	3
Sun/sunshine/sunbathing	3
Fun/play	3
Beach driving	3
Wildlife	3
Birds/birdwatching	3
Historical significance	3
For the children/grandchildren	2
Unspoiled nature/no development	2
Fishing/charter fishing	2
Other comments	24

Activities

Visitor groups were asked to list the activities in which they participated at Outer Banks Group parks on this visit. The most common activities were swimming/sunbathing (76%), visiting historic sites such as lighthouses, forts, flight site, etc. (68%) and walking (63%), as shown in Figure 7. "Other" activities included viewing "Lost Colony" play, family time/visiting relatives/family reunion, clamming/fishing/ crabbing, shelling, shopping/bookstores, and studying history/learning.

On past visits, the most common activities were swimming/ sunbathing (52%), visiting historic sites (52%) and enjoying solitude (40%), as shown in Figure 8. "Other" activities on past visits included viewing scenery, clamming/fishing/crabbing, shelling, and ferry ride.

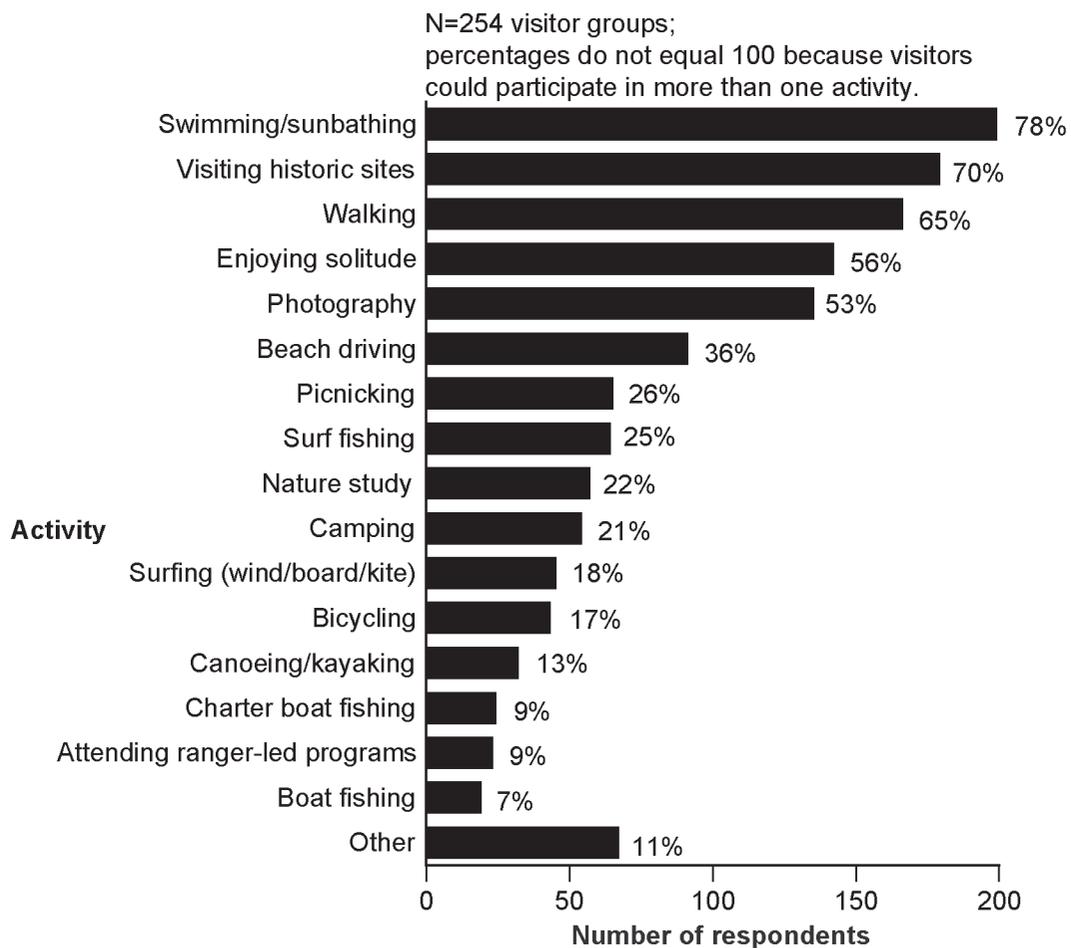


Figure 7: Visitor activities on this visit

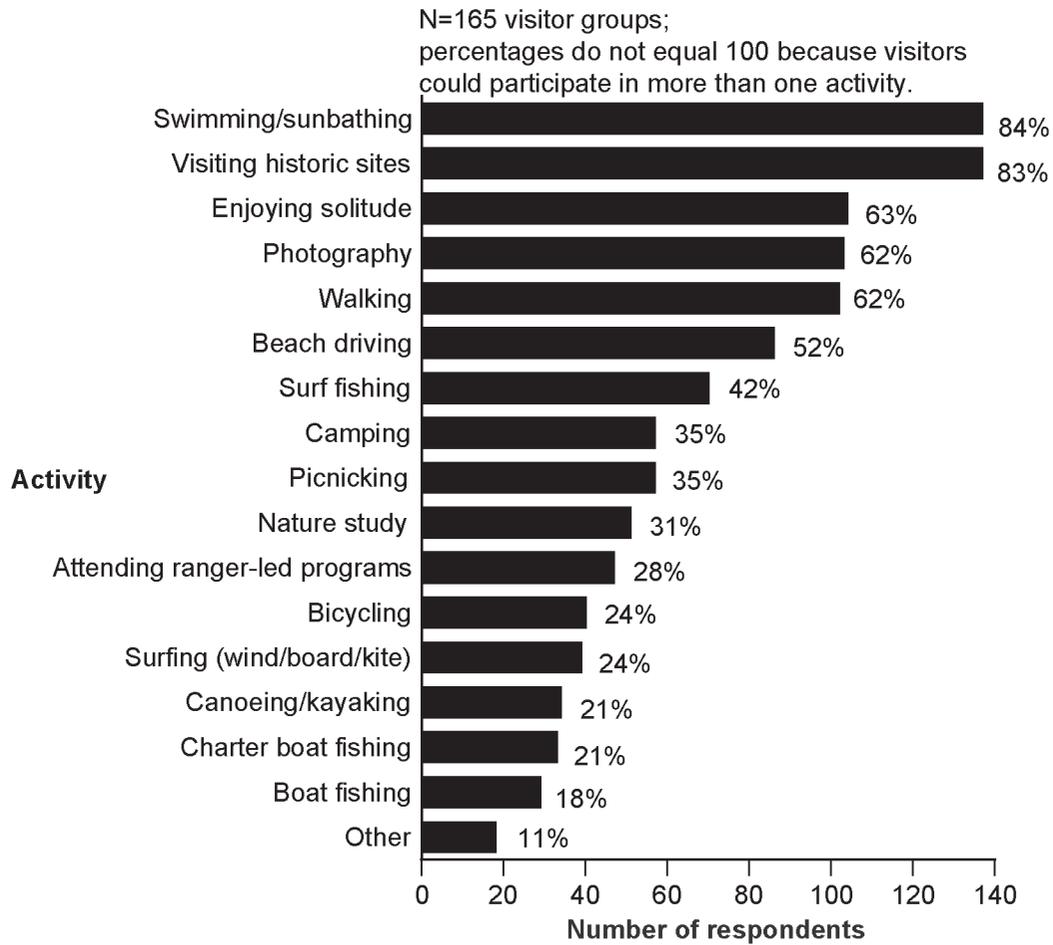


Figure 8: Visitor activities on past visits

Visitor services and facilities at Bodie Island: use, importance and quality

Visitor groups were asked several questions about park services and facilities they used on Bodie Island during this visit to Cape Hatteras NS. First, visitors were asked if they visited Bodie Island at Cape Hatteras NS on this visit. Forty-eight percent of visitor groups visited Bodie Island on this visit, while 52% said they did not visit (see Figure 9).

Visitor groups who visited Bodie Island were then asked which park services and facilities that they used during this visit. As shown in Figure 10, the most commonly used services and facilities were the Bodie Island Lighthouse (77%), restrooms (65%), and Bodie Island Visitor Center (57%). The least used services or facilities were Whalebone Information Station (10%), access for disabled persons (7%), and Oregon Inlet boat ramp (3%).

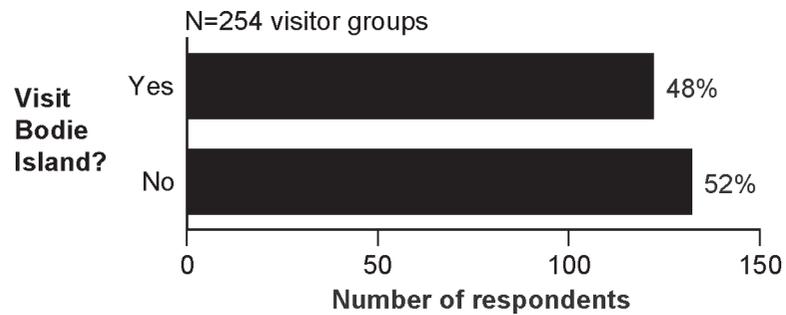


Figure: 9: Visits to Bodie Island at Cape Hatteras NS on this trip

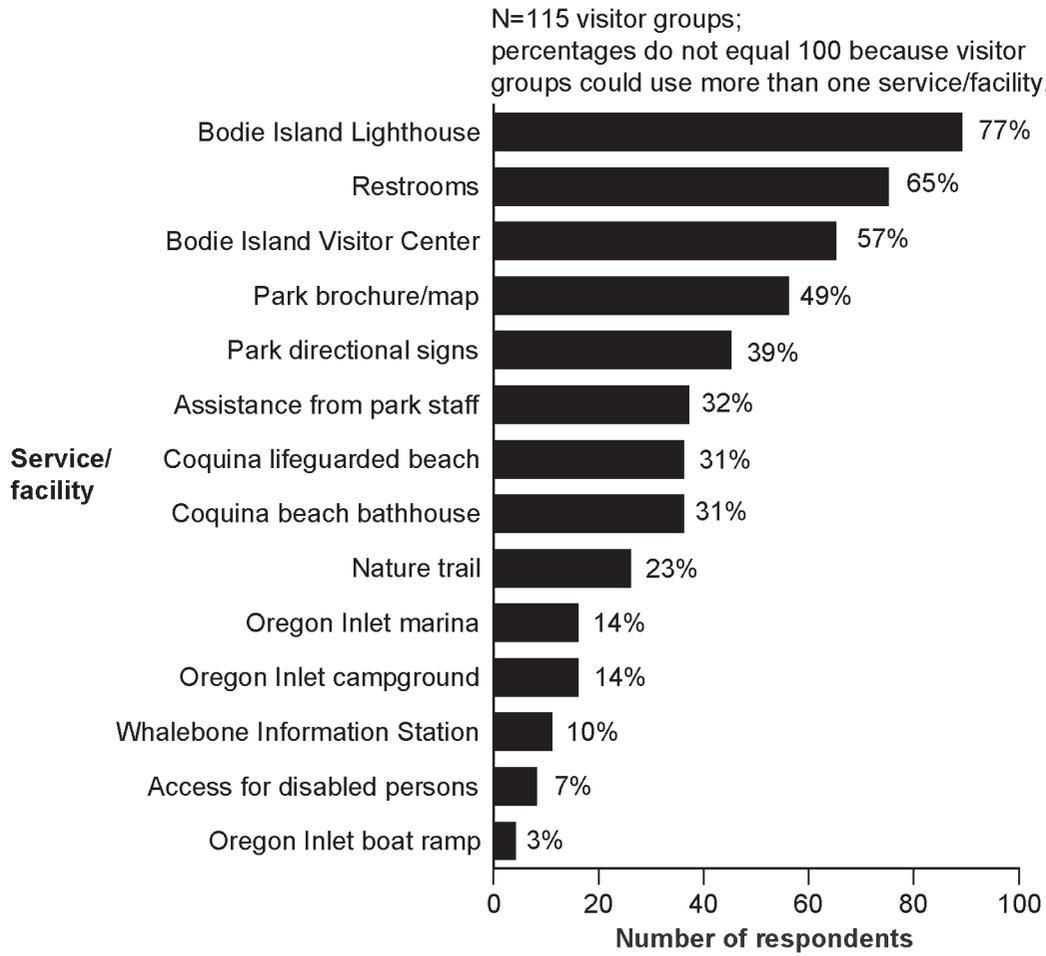


Figure 10: Services and facilities used at Bodie Island

Visitor groups that visited Bodie Island rated the importance and quality of each of the information services and facilities they used. The following five-point scales were used in the questionnaire.

<p>IMPORTANCE 5=extremely important 4=very important 3=moderately important 2=somewhat important 1=not important</p>	<p>QUALITY 5=very good 4=good 3=average 2=poor 1=very poor</p>
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The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 11 and 12 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. NOTE: access for disabled persons, Oregon Inlet boat ramp, Oregon Inlet marina, nature trail, Whalebone Information Station, and the Oregon Inlet Campground were not rated by enough visitors to provide reliable information.

Table 10 compares the importance ratings for selected services and facilities. The services and facilities that received the highest proportion of “extremely important” and “very important” ratings were restrooms (95%), Bodie Island Lighthouse (88%) and park directional signs (87%). Those services and facilities receiving the highest proportion of “not important” ratings included park directional signs (5%) and Coquina lifeguarded beach (3%).

Table 11 compares the quality ratings for selected services and facilities. The services and facilities that received the highest proportion of “very good” and “good” ratings were assistance from park staff (97%), Coquina Beach Bathhouse (94%), Bodie Island Visitor Center (91%) and park directional signs (91%). The service/facility receiving the highest proportion of “very poor” quality ratings was park directional signs (2%).

Figure 13 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

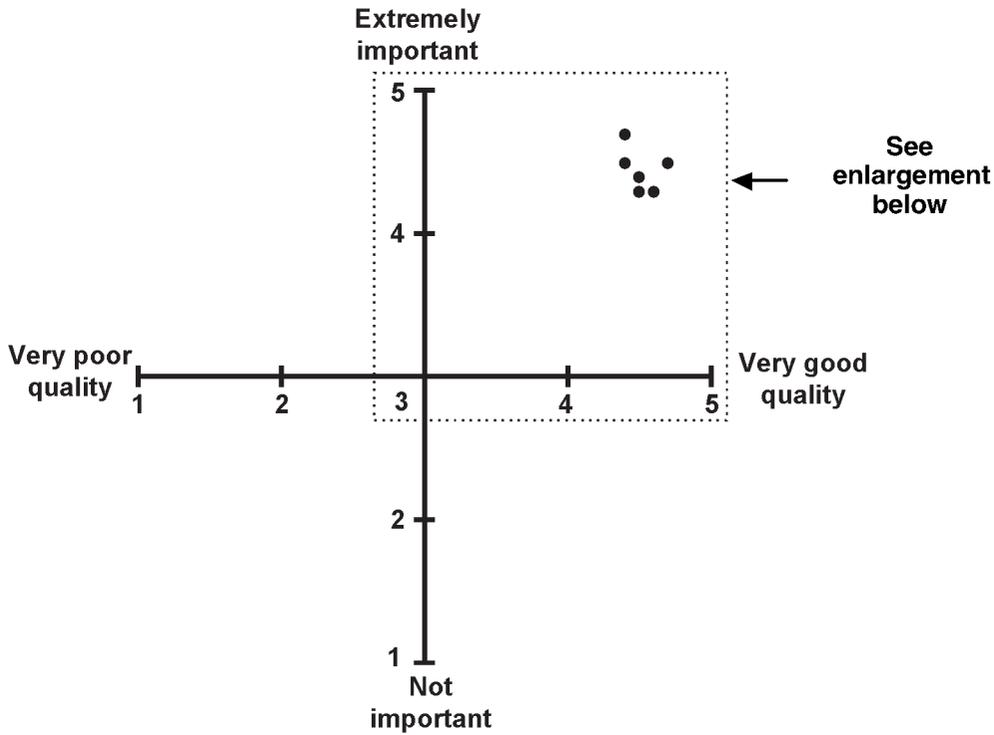


Figure 11: Average importance and quality ratings of Bodie Island visitor services and facilities

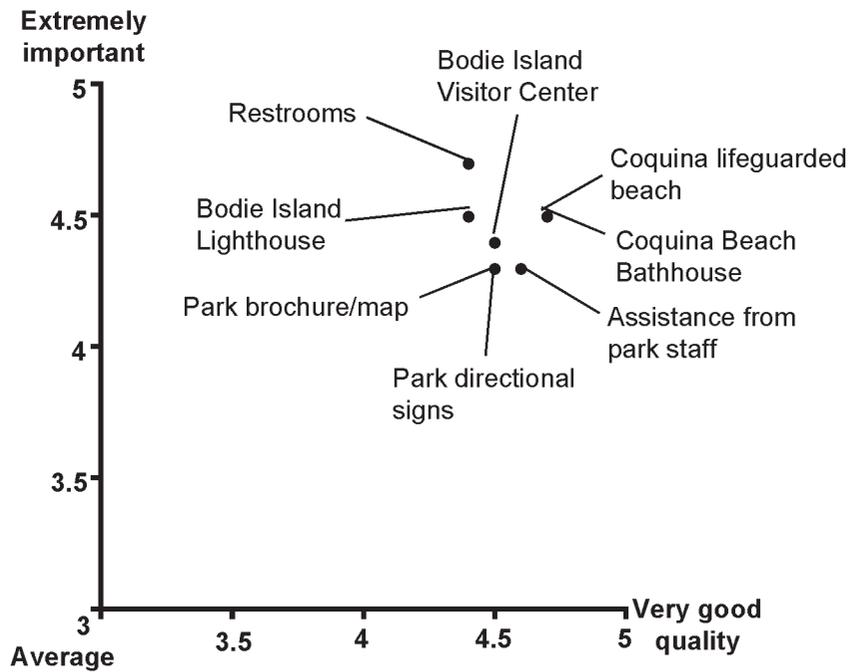


Figure 12: Detail of Figure 11

Table 10: Importance of visitor services and facilities at Bodie Island

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Extremely important	Very important	Moderately important	Somewhat important	Not important
Park brochure/map	N=56	50%	30%	16%	4%	0%
Bodie Island Visitor Center	N=65	54%	31%	12%	3%	0%
Assistance from park staff	N=37	43%	43%	14%	0%	0%
Bodie Island Lighthouse	N=87	64%	24%	8%	2%	1%
Nature trail CAUTION!	N=26	42%	35%	19%	4%	0%
Restrooms	N=74	77%	18%	4%	1%	0%
Access for disabled persons CAUTION!	N=8	75%	13%	13%	0%	0%
Park directional signs	N=44	57%	30%	7%	2%	5%
Whalebone Information Station CAUTION!	N=11	45%	27%	18%	0%	9%
Oregon Inlet Boat Ramp CAUTION!	N=4	50%	50%	0%	0%	0%
Oregon Inlet Marina CAUTION!	N=16	38%	25%	31%	6%	0%
Oregon Inlet Campground CAUTION!	N=16	88%	0%	13%	0%	0%
Coquina Lifeguarded Beach	N=36	69%	14%	14%	0%	3%
Coquina Beach Bathhouse	N=35	69%	14%	14%	3%	0%

Table 11: Quality of visitor services and facilities at Bodie Island

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Very good	Good	Average	Poor	Very poor
Park brochure/map	N=54	61%	28%	9%	2%	0%
Bodie Island Visitor Center	N=63	59%	32%	10%	0%	0%
Assistance from park staff	N=33	67%	30%	3%	0%	0%
Bodie Island Lighthouse	N=81	60%	27%	9%	4%	0%
Nature trail CAUTION!	N=23	48%	39%	4%	4%	4%
Restrooms	N=68	56%	28%	15%	1%	0%
Access for disabled persons CAUTION!	N=7	72%	14%	0%	0%	14%
Park directional signs	N=42	62%	29%	5%	2%	2%
Whalebone Information Station CAUTION!	N=10	60%	10%	20%	0%	10%
Oregon Inlet Boat Ramp CAUTION!	N=4	50%	50%	0%	0%	0%
Oregon Inlet Marina CAUTION!	N=16	38%	50%	13%	0%	0%
Oregon Inlet Campground CAUTION!	N=15	47%	20%	27%	7%	0%
Coquina Lifeguarded Beach	N=32	81%	9%	9%	0%	0%
Coquina Beach Bathhouse	N=32	72%	22%	6%	0%	0%

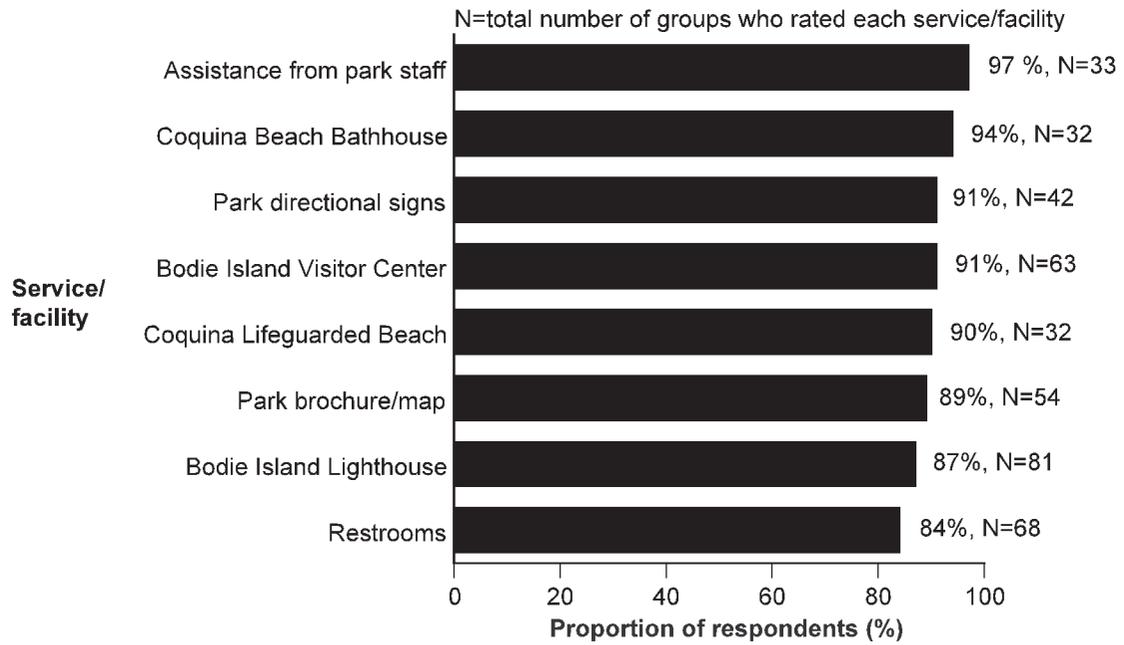


Figure 13: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities at Bodie Island

Visitor groups were asked several questions about Hatteras Island services and facilities. Visitors were asked whether they visited the Hatteras Island part of Cape Hatteras NS. As shown in Figure 14, most visitor groups (75%) visited Hatteras Island on this visit, while 25% had not.

Visitor groups who visited Hatteras Island were then asked which park services and facilities they used there during this visit. As shown in Figure 15, the services and facilities that were most commonly used at Hatteras Island were the Cape Hatteras Lighthouse (74%), restrooms (66%), and park brochure/map (50%). The least used services or facilities were Oregon Inlet boat ramp (6%), and access for disabled persons (4%).

Visitor services and facilities at Hatteras Island: use, importance and quality

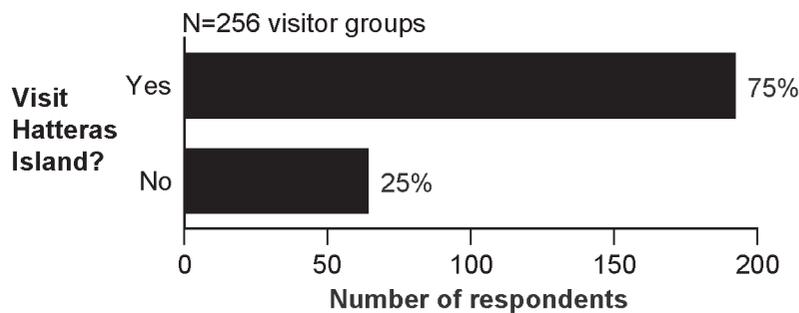


Figure 14: Visits to the Hatteras Island part of Cape Hatteras NS on this trip

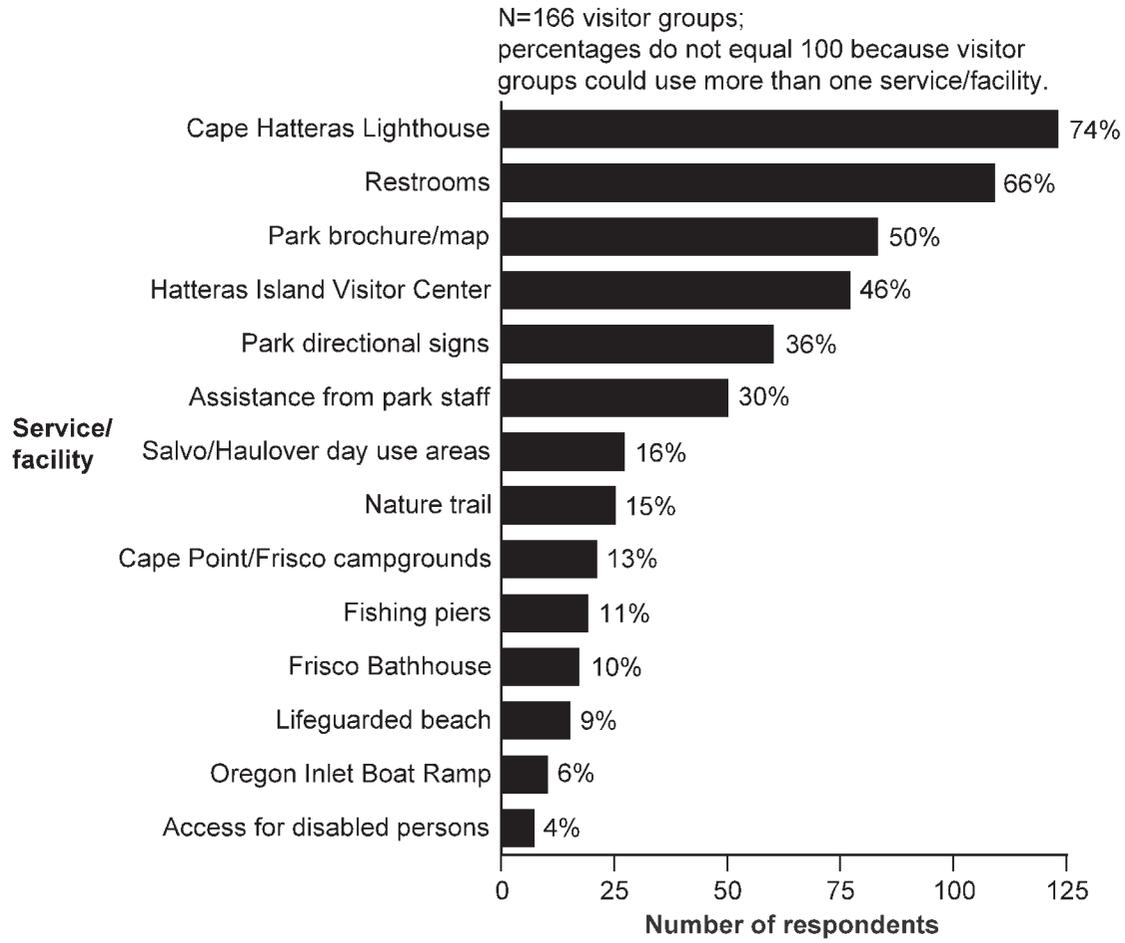


Figure 15: Services and facilities used at Hatteras Island

Visitor groups that visited Hatteras Island rated the importance and quality of each of the services and facilities they used. The following five-point scales were used in the questionnaire.

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

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

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 16 and 17 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. NOTE: Oregon Inlet Boat Ramp, access for disabled people, lifeguarded beach, nature trail, Frisco Bathhouse, Salvo/Haulover day use areas, Cape Point/Frisco campgrounds, and fishing piers were not rated by enough visitors to provide reliable information.

Table 12 compares the importance ratings for selected services and facilities. The services and facilities that received the highest proportion of “extremely important” and “very important” ratings were restrooms (97%), assistance from park staff (87%), and Cape Hatteras Lighthouse (86%). The facility receiving the highest proportion of “not important” ratings was Cape Hatteras Lighthouse (3%).

Table 13 compares the quality ratings for selected services and facilities. The services and facilities that received the highest proportion of “very good” and “good” ratings were assistance from park staff (93%), park brochure/map (88%), and Hatteras Island Visitor Center (86%). The facility receiving the highest proportion “very poor” ratings was Cape Hatteras Lighthouse (5%).

Figure 18 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

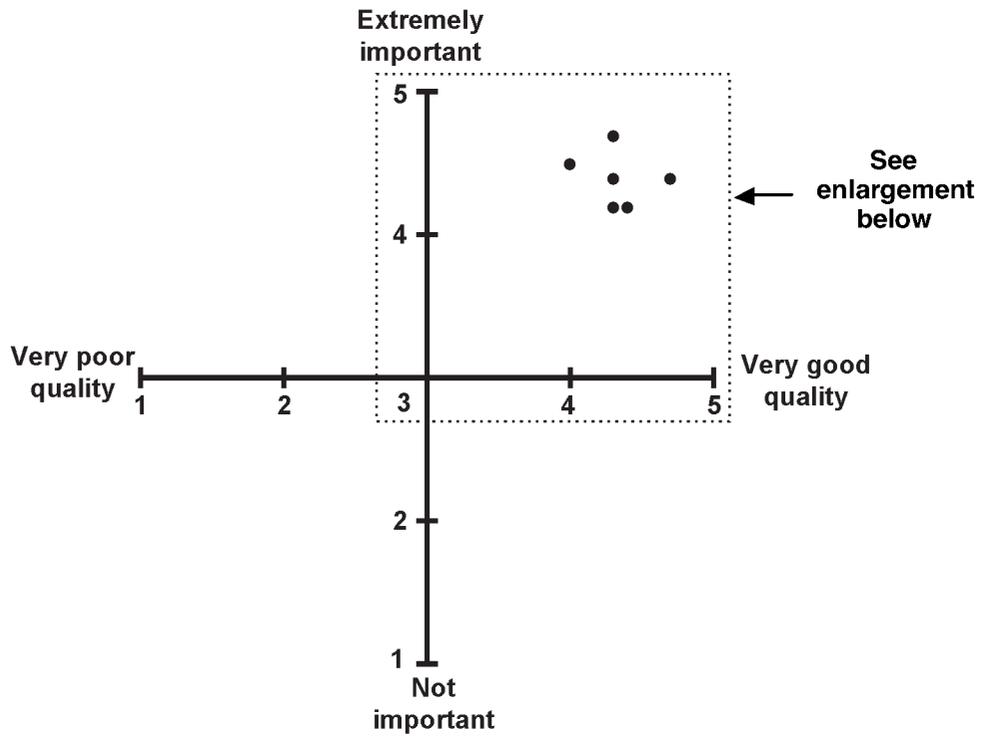


Figure 16: Average importance and quality ratings of Hatteras Island visitor services and facilities

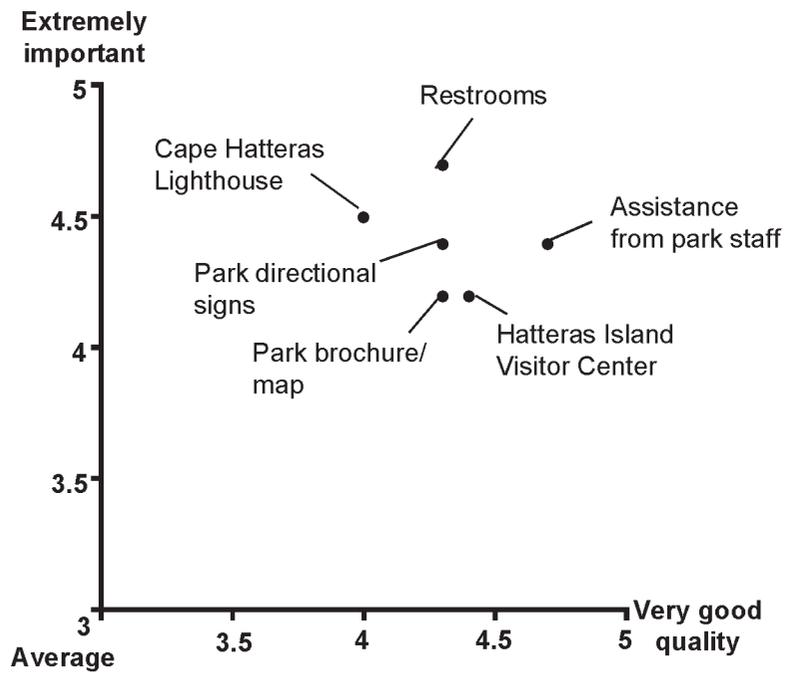


Figure 17: Detail of Figure 16

Table 12: Importance of visitor services and facilities at Hatteras Island

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Extremely important	Very important	Moderately important	Somewhat important	Not important
Park brochure/map	N=83	48%	30%	16%	5%	1%
Hatteras Island Visitor Center	N=77	51%	27%	18%	4%	0%
Assistance from park staff	N=47	51%	36%	11%	2%	0%
Cape Hatteras Lighthouse	N=115	69%	17%	11%	1%	3%
Nature trail CAUTION!	N=24	46%	50%	4%	0%	0%
Restrooms	N=106	73%	24%	2%	2%	0%
Access for disabled persons CAUTION!	N=5	40%	40%	20%	0%	0%
Oregon Inlet Boat Ramp CAUTION!	N=9	78%	22%	0%	0%	0%
Park directional signs	N=59	64%	19%	12%	3%	2%
Lifeguarded beach CAUTION!	N=15	47%	27%	20%	7%	0%
Cape Point/Frisco campgrounds CAUTION!	N=21	95%	5%	0%	0%	0%
Salvo/Haulover day use areas CAUTION!	N=26	69%	12%	15%	4%	0%
Fishing piers CAUTION!	N=18	61%	17%	22%	0%	0%
Frisco Bathhouse CAUTION!	N=17	76%	24%	0%	0%	0%

Table 13: Quality of visitor services and facilities at Hatteras Island

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Very good	Good	Average	Poor	Very poor
Park brochure/map	N=76	50%	38%	9%	1%	1%
Hatteras Island Visitor Center	N=70	57%	29%	11%	3%	0%
Assistance from park staff	N=44	73%	20%	7%	0%	0%
Cape Hatteras Lighthouse	N=107	43%	24%	23%	5%	5%
Nature trail CAUTION!	N=22	41%	50%	9%	0%	0%
Restrooms	N=96	49%	32%	16%	2%	1%
Access for disabled persons CAUTION!	N=4	50%	50%	0%	0%	0%
Oregon Inlet Boat Ramp CAUTION!	N=9	56%	44%	0%	0%	0%
Park directional signs	N=55	49%	33%	15%	2%	2%
Lifeguarded beach CAUTION!	N=15	47%	40%	13%	0%	0%
Cape Point/Frisco campgrounds CAUTION!	N=20	40%	45%	15%	0%	0%
Salvo/Haulover day use areas CAUTION!	N=26	54%	27%	15%	4%	0%
Fishing piers CAUTION!	N=17	35%	41%	18%	0%	6%
Frisco Bathhouse CAUTION!	N=17	47%	41%	12%	0%	0%

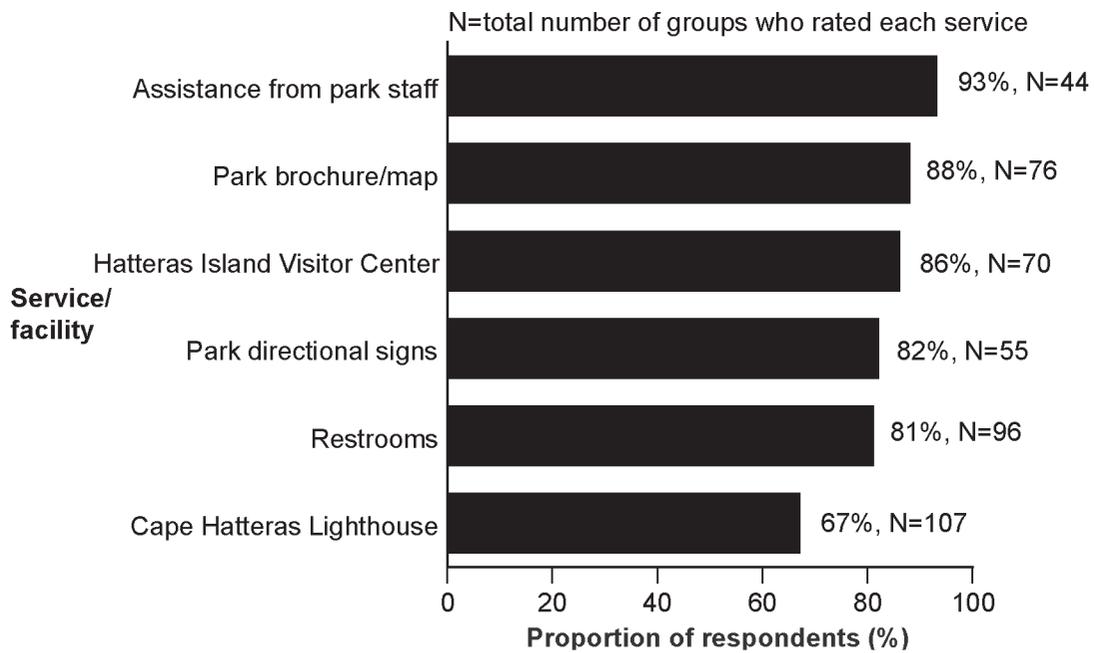


Figure 18: Combined proportions of “very good” and “good” quality ratings for services and facilities at Hatteras Island

Visitor services and facilities at Ocracoke Island: use, importance and quality

Visitor groups were asked several questions about the services and facilities on Ocracoke Island that they used during this visit to Cape Hatteras NS. First, visitors were asked if they visited the Ocracoke Island on this visit. Fifty percent of visitor groups had visited Ocracoke Island, and another 50% had not (see Figure 19).

Visitor groups who visited Ocracoke Island were then asked which services and facilities that they used. As shown in Figure 20, the most commonly used services and facilities were Ocracoke Lighthouse (73%), parking (61%), and restrooms (57%). The least used services or facilities were Ocracoke Campground (5%) and access for disabled persons (2%).

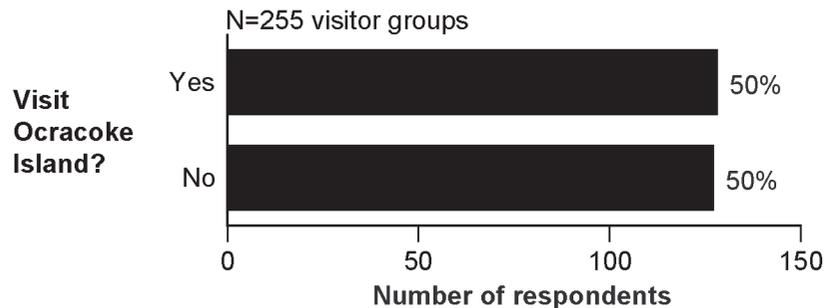


Figure 19: Visits to Ocracoke Island part of Cape Hatteras NS

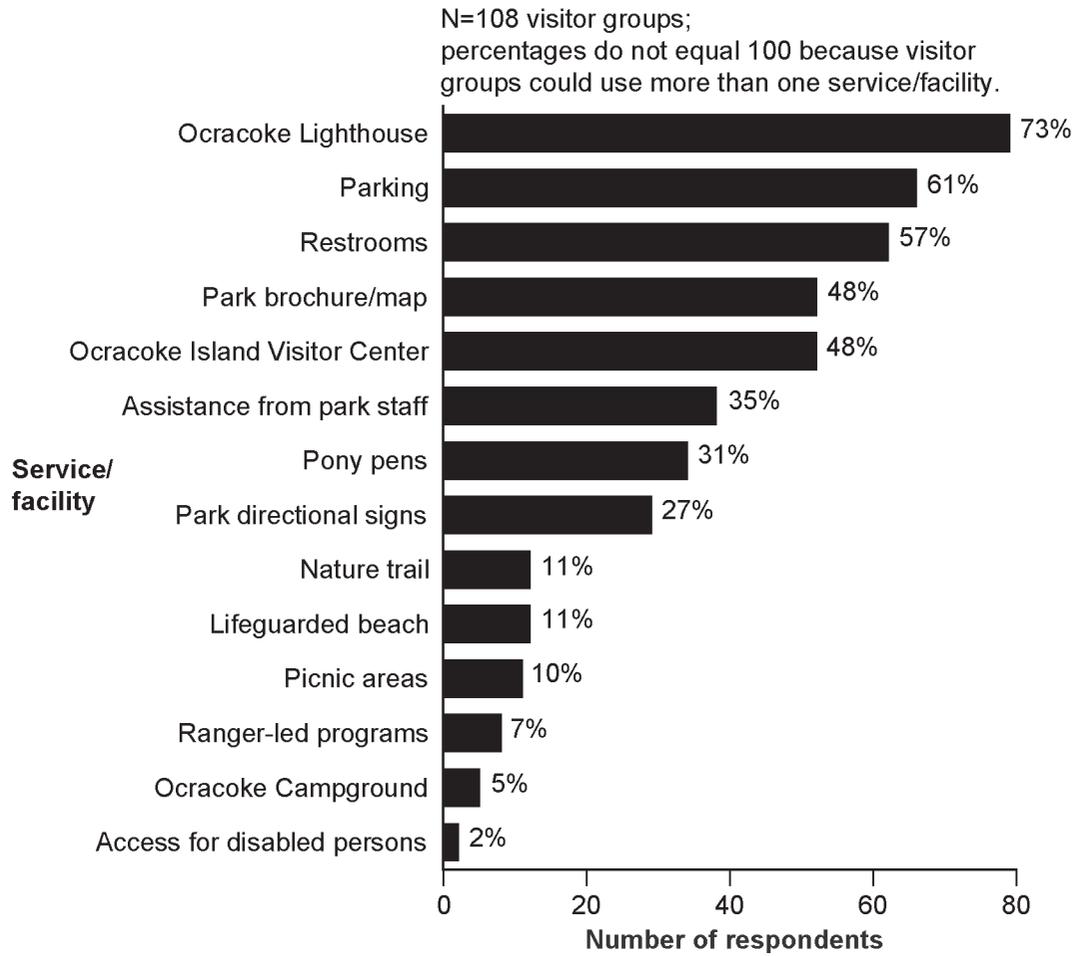


Figure 20: Park service/facility used at Ocracoke Island

Visitor groups that visited Ocracoke Island rated the importance and quality of each of the services and facilities they used. The following five-point scales were used in the questionnaire.

<p>IMPORTANCE 5=extremely important 4=very important 3=moderately important 2=somewhat important 1=not important</p>	<p>QUALITY 5=very good 4=good 3=average 2=poor 1=very poor</p>
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The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 21 and 22 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. NOTE: Ocracoke Campground, ranger-led programs, nature trail, picnic areas, park directional signs, lifeguarded beach, and access for disabled persons were not rated by enough visitors to provide reliable information.

Table 14 compares the importance ratings for selected services and facilities. The services and facilities that received the highest proportion of “extremely important” and “very important” ratings were restrooms (95%), parking (91%), and park brochure/map (89%). The services and facilities receiving the highest proportion of “not important” ratings included pony pens (9%) and Ocracoke Lighthouse (3%).

Table 15 compares the quality ratings for selected services and facilities. The services and facilities that received the highest proportion of “very good” and “good” ratings were assistance from park staff (97%), Ocracoke Island Visitor Center (89%), and park brochure/map (87%). The services and facilities receiving the highest proportion of “very poor” ratings included parking (6%) and restrooms (4%).

Figure 23 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

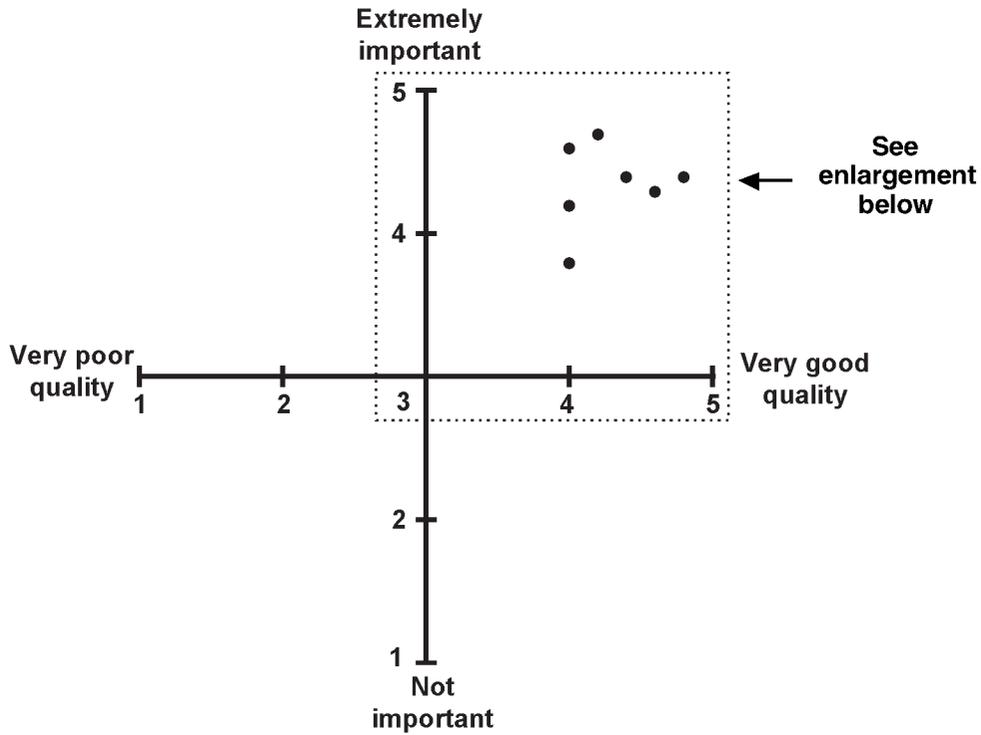


Figure 21: Average importance and quality ratings of Ocracoke Island visitor services and facilities

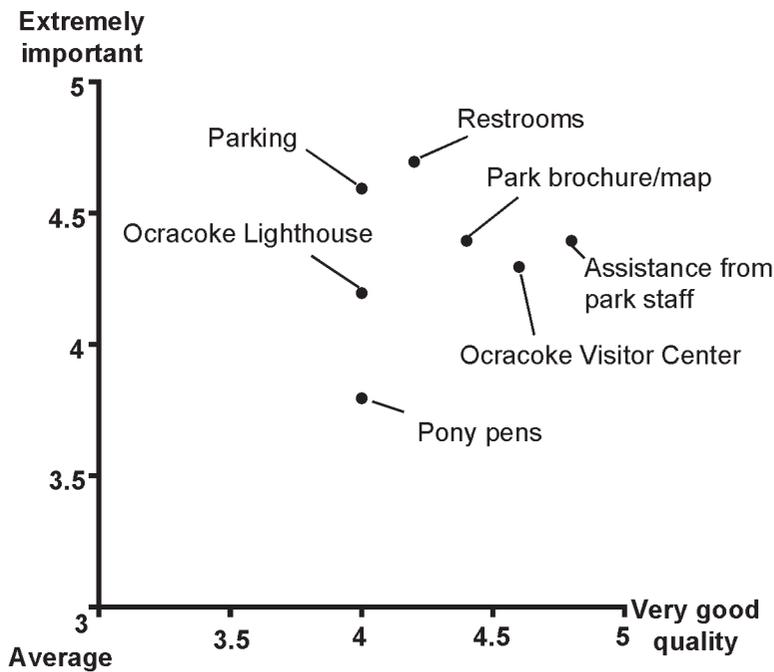


Figure 22: Detail of Figure 21

Table 14: Importance of visitor services and facilities at Ocracoke Island

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Extremely important	Very important	Moderately important	Somewhat important	Not important
Park brochure/map	N=52	54%	35%	10%	2%	0%
Ocracoke Island Visitor Center	N=51	55%	27%	12%	6%	0%
Assistance from park staff	N=35	51%	34%	14%	0%	0%
Ocracoke Lighthouse	N=78	51%	26%	18%	3%	3%
Nature trail CAUTION!	N=12	50%	25%	25%	0%	0%
Restrooms	N=61	70%	25%	5%	0%	0%
Ranger-led programs CAUTION!	N=8	38%	25%	38%	0%	0%
Access for disabled persons CAUTION!	N=2	0%	50%	50%	0%	0%
Picnic areas CAUTION!	N=11	55%	18%	27%	0%	0%
Ocracoke Campground CAUTION!	N=5	60%	20%	20%	0%	0%
Park directional signs CAUTION!	N=29	62%	28%	7%	0%	3%
Lifeguarded beach CAUTION!	N=12	67%	17%	0%	8%	8%
Pony pens	N=34	32%	32%	24%	3%	9%
Parking	N=66	70%	21%	8%	2%	0%

Table 15: Quality of visitor services and facilities at Ocracoke Island

N=number of visitor groups who rate each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Very good	Good	Average	Poor	Very poor
Park brochure/map	N=47	51%	36%	13%	0%	0%
Ocracoke Island Visitor Center	N=47	70%	19%	11%	0%	0%
Assistance from park staff	N=32	78%	19%	3%	0%	0%
Ocracoke Lighthouse	N=73	45%	23%	22%	10%	0%
Nature trail CAUTION!	N=11	73%	27%	0%	0%	0%
Restrooms	N=56	48%	32%	14%	2%	4%
Ranger-led programs CAUTION!	N=7	71%	14%	14%	0%	0%
Access for disabled persons CAUTION!	N=2	0%	50%	50%	0%	0%
Picnic areas CAUTION!	N=10	50%	30%	20%	0%	0%
Ocracoke Campground CAUTION!	N=5	20%	40%	40%	0%	0%
Park directional signs CAUTION!	N=27	48%	37%	7%	7%	0%
Lifeguarded beach CAUTION!	N=11	36%	45%	18%	0%	0%
Pony Pens	N=32	34%	34%	28%	0%	3%
Parking	N=62	50%	21%	10%	13%	6%

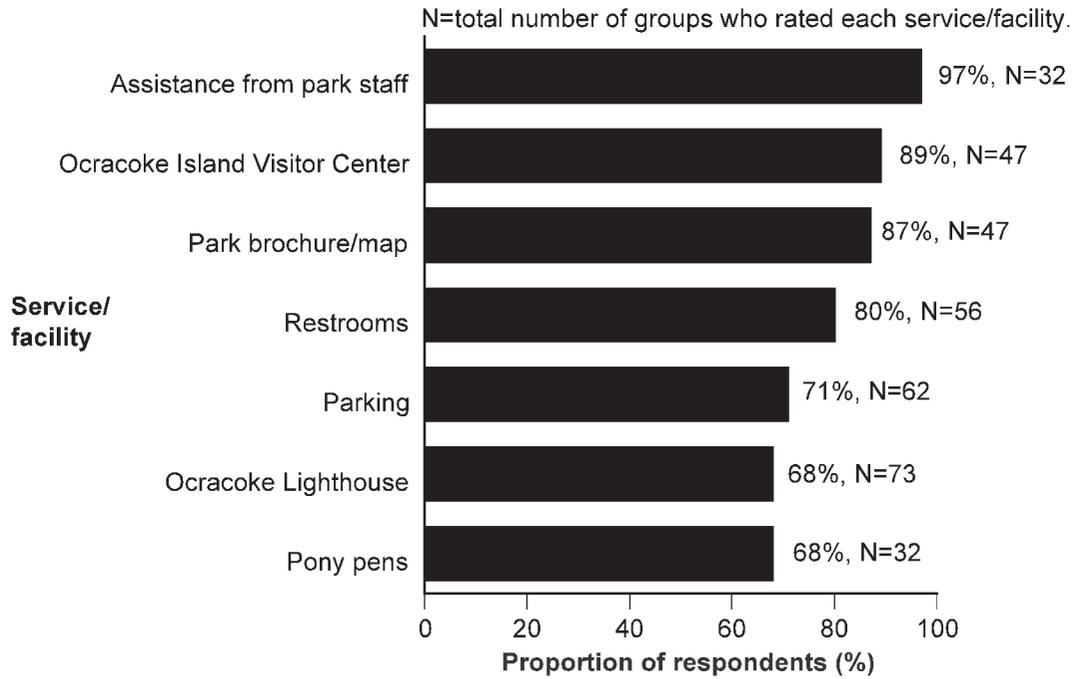


Figure 23: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities at Ocracoke Island

Visitors were asked: "Did you and your group have adequate access to park staff during this visit to Cape Hatteras NS?" As shown in Figure 24, most visitor groups (82%) felt that they had adequate access to park staff, 14% were "not sure," and 4% said that they did not have adequate access to park staff during this visit.

Opinions about access to park staff

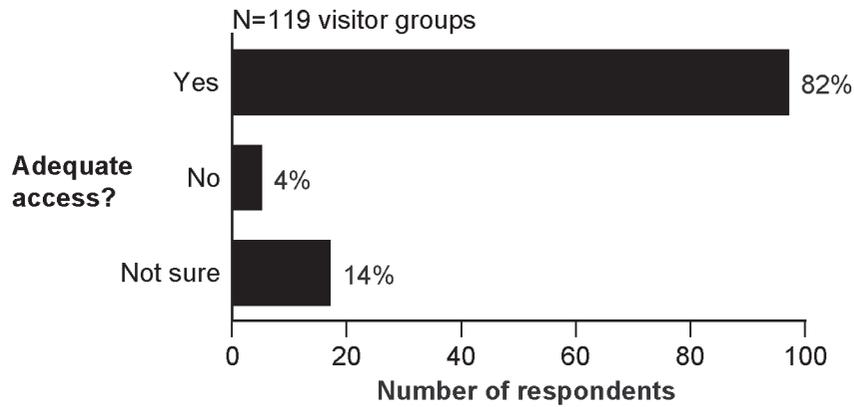


Figure 24: Access to park staff at Cape Hatteras NS

Comparison of current programs/ activities with those on past visit(s)

Visitors were asked several questions about comparing their experience on this visit with past visits. First, visitors were asked: "In the past, have you visited one or more of the Outer Banks Group parks?" As shown in Figure 25, most visitor groups (61%) had visited one or more of the Outer Banks Group parks in the past, while 39% were visiting for the first time.

Visitor groups who had visited the Outer Banks Group parks were then asked to list the similarities/differences in the programs/ activities on this visit compared to their past visit(s). Table 16 lists the similarities/ differences reported by visitors.

Finally, visitors were asked: "Did the differences/similarities have any impact on your visit?" Most visitor groups (61%) said that the similarities/differences had "no effect." One-fourth of visitors (25%) said that the differences "added to" their visit and another 14% indicated that they "detracted from" their park experience (see Figure 26).

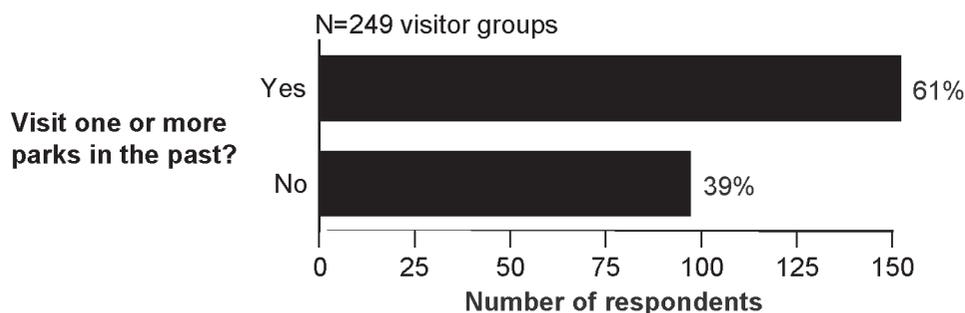


Figure 25: Visits to one or more of Outer Banks Group parks in the past

Table 16: Differences in programs/activities on this visit vs. previous visits

N=78 comments

Comment	Number of times mentioned
None/no change/similar	33
More facilities	6
Lighthouse closed	4
More ranger talks-programs/talks	3
Coquina Beach same/still great	3
Coquina Beach better services/facilities	3
More people/crowded	3
Less education services	3
Less ranger talks	2
More development	2
No museum at Wright Brothers NMEM	2
More tours/interpretive signs	2
Less crowded	2
Other comments	10

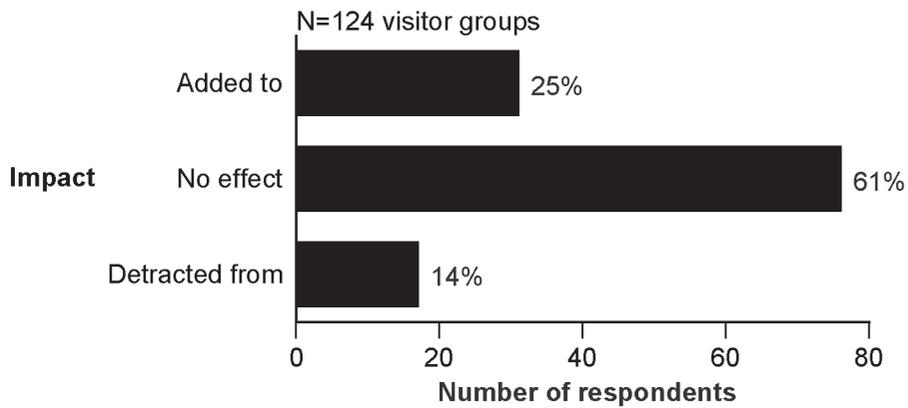


Figure 26: Impact of similarities/differences on this visit

Importance of selected park attributes

Visitors were asked to rate the importance of selected attributes in planning for the preservation of Cape Hatteras NS for future generations. The attributes that received the highest proportion of "extremely important" and "very important" ratings were preserving scenic views (84%), natural open space (84%) and availability of beach access (82%), as shown in Table 17. Those attributes receiving the highest proportion of "not important" ratings included beach driving (24%), campgrounds (21%) and availability of lifeguarded beaches (19%).

Table 17: Importance of attributes in planning for the preservation of Cape Hatteras NS for future generations

N=number of visitor groups who rated each attribute;
percentages may not equal 100 due to rounding.

Attribute		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know
Scenic views	N=252	66%	18%	12%	2%	2%	1%
Wildlife viewing	N=249	35%	22%	22%	8%	8%	4%
Recreational opportunities	N=250	56%	19%	14%	4%	4%	2%
Natural quiet/sounds of nature	N=247	58%	18%	14%	4%	4%	2%
Night sky/stargazing	N=245	36%	23%	18%	5%	11%	8%
Solitude	N=251	53%	21%	15%	4%	6%	2%
Educational opportunities	N=246	30%	26%	22%	8%	9%	5%
Preserving historic sites	N=246	56%	20%	13%	5%	4%	2%
Natural open space	N=248	69%	15%	9%	2%	2%	2%
Availability of beach access	N=250	66%	16%	9%	2%	2%	5%
Availability of lifeguarded beaches	N=247	17%	13%	27%	15%	19%	9%
Beach driving	N=249	37%	7%	14%	10%	24%	8%
Campgrounds	N=245	24%	12%	21%	12%	21%	10%

Table 18 shows visitor opinions about selected factors that may have affected the visitor's experience at the Outer Banks Group parks. The factors receiving the highest proportion of "no effect" ratings were airplane overflights (50%), dogs off leash (35%), vehicles on beach (34%), and visitors drinking alcohol (33%). The factors receiving the highest proportion of "added to" ratings included vehicles on beach (20%) and fires on beach (16%). The factors that received the highest proportion of "detracted from" ratings were litter (40%), vehicles on beach (18%) and dogs off leash (17%).

Selected factors' effect on visitor experience

Table 18: Selected factors' effect on visitor experience					
N=number of visitor groups who rated each factor percentages may not equal 100 due to rounding.					
Factor		Added to	No effect	Detracted from	Did not experience
RV electric generators	N=247	<1%	15%	15%	70%
Airplane overflights	N=246	9%	50%	8%	33%
Fires on beach	N=246	16%	26%	6%	52%
Dogs off leash	N=248	6%	35%	17%	42%
Visitors drinking alcohol	N=248	7%	33%	11%	49%
Litter	N=245	1%	14%	40%	46%
Vehicles on beach	N=249	20%	34%	18%	29%

Perceptions about crowding

Visitors were asked to rate how crowded they felt during this visit to the Outer Banks Group parks. Forty-three percent of visitor groups felt “somewhat crowded,” 30% felt “not at all crowded,” and another 27% felt “crowded,” “very crowded,” or “extremely crowded,” as shown in Figure 27.

Visitor groups who felt crowded were then asked where they felt crowded. The visitor center museum/bookstore/gift shop was the place that most visitor groups felt crowded (see Table 19), followed by Coquina lifeguarded beach.

Visitors were also asked to indicate what time of day they felt crowded. As shown in Figure 28, most visitor groups (84%) felt crowded in the afternoon (noon to 6 p.m.), while smaller proportion (17% each) felt crowded in the morning (6 a.m. to noon) and in the evening (6 p.m. to midnight).

Finally, visitors were asked whether crowding had any impact on their visit. Forty-nine percent of visitor groups said that crowding “detracted from” their park experience, another 47% indicated crowding had “no impact,” and 4% said that crowding “added to” their park experience (see Figure 29).

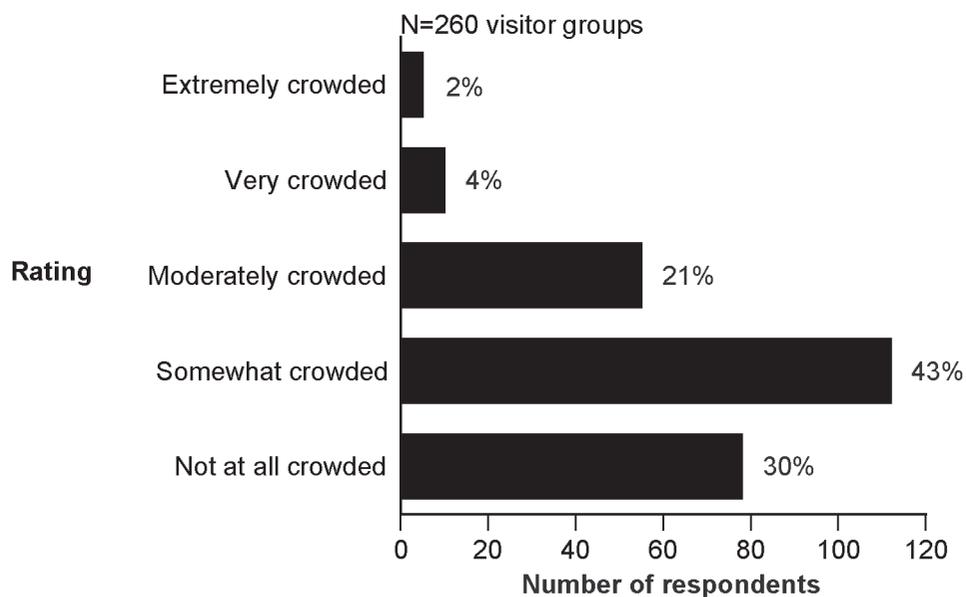


Figure 27: Opinions about crowding

Table 19: Places where visitors felt crowded

N=75 comments;
some visitor groups made more than one comment.

Comments	Number of times mentioned
Visitor center museum/bookstore/gift shop	19
Coquina lifeguarded beach	16
Ocracoke ferry terminal	7
Ocracoke Island	4
Hatteras Island	3
Wright Brothers Monument	3
Oregon Inlet	3
Road	2
Other comments	18

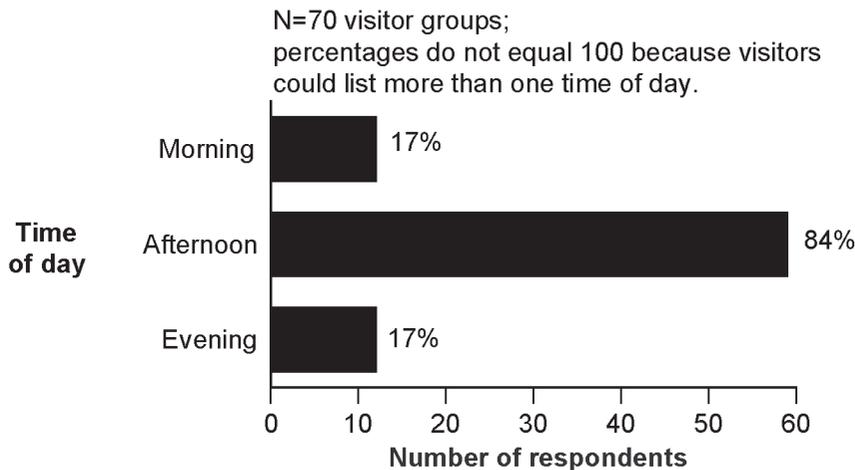


Figure 28: Time of day crowding visitors felt crowded

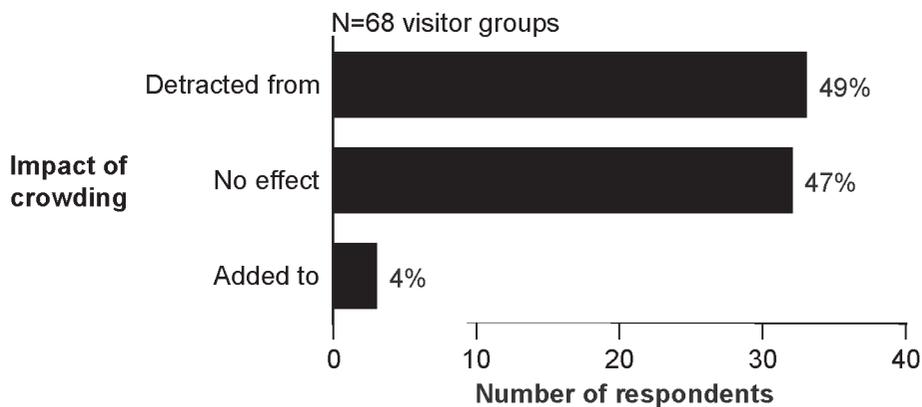


Figure 29: Impact of crowding

Opinions about safety

Visitor groups were asked if they felt prepared for common safety situations encountered at the Outer Banks Group parks. Most (91%) responded that they were prepared for the common safety situations that they encountered, as shown in Figure 30.

Visitor groups who were not prepared were then asked how they would have prepared for a safer visit. Comments included "learn more about tidal currents," "wear hats/sunscreen/less time in sun" and "would have brought/drank more water."

Visitor groups were asked what common safety situations they encountered in the parks. Common visitor group responses included "sun," "heat," and "tide/tidal currents," as shown in Table 20.

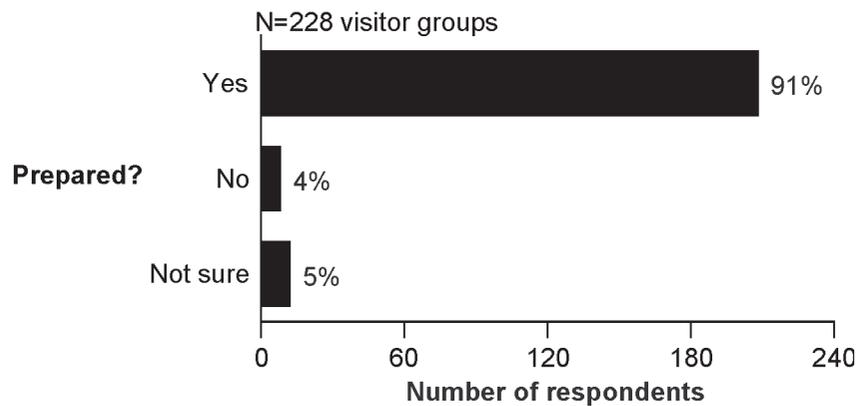


Figure 30: Visitor preparedness for common safety situations

Table 20: Common safety situations encountered at Cape Hatteras NS

Comment	Number of times mentioned
First safety situation N=92	
Sun	64
Tide/tidal currents	9
Heat	5
Ocean	3
None	2
Rain	2
Other comments	7
Second safety situation N=52	
Heat	34
Tide/tidal currents	8
Sun	4
Ocean	3
Other comments	3
Third safety situation N=30	
Tide/tidal currents	10
Ocean	7
Heat	5
Insects/mosquitoes	3
Other comments	5

**Future use of
NPS Cape
Hatteras NS
campgrounds**

Visitors were asked if they would camp in a NPS campground on a future visit(s) to Cape Hatteras NS. As shown in Figure 31, many visitor groups (48%) would not consider camping in a NPS campground, another 41% said they would, and 11% were “not sure.”

Visitor groups who answered “no” were then asked why they would not consider camping in a NPS campground on a future visit to Cape Hatteras NS. The reasons included: that they do not camp—prefer hotels/cottages/condos, they were a local property owner/renter, the heat and insects/bugs.

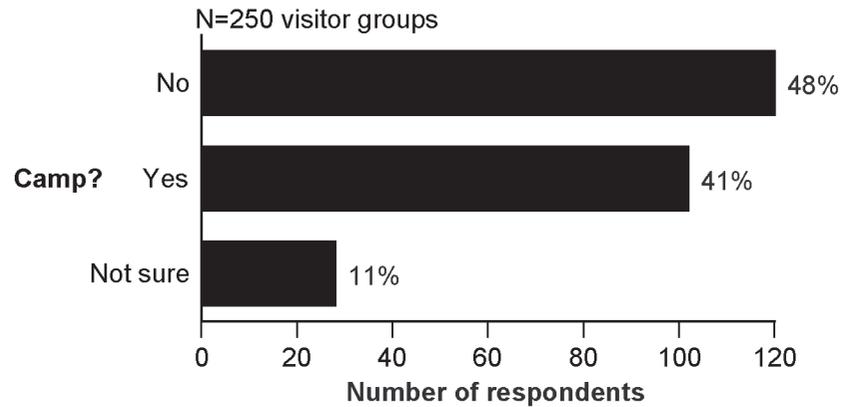


Figure 31: Camp in NPS campground on a future visit?

Visitor groups were asked "Overall, how would you rate the quality of the visitor services provided to you and your group at the Outer Banks Group parks during this visit?" Most visitor groups (94%) rated the overall quality as "very good" or "good" and less than one percent rated the overall quality as "poor" or "very poor" (see Figure 32).

Overall quality

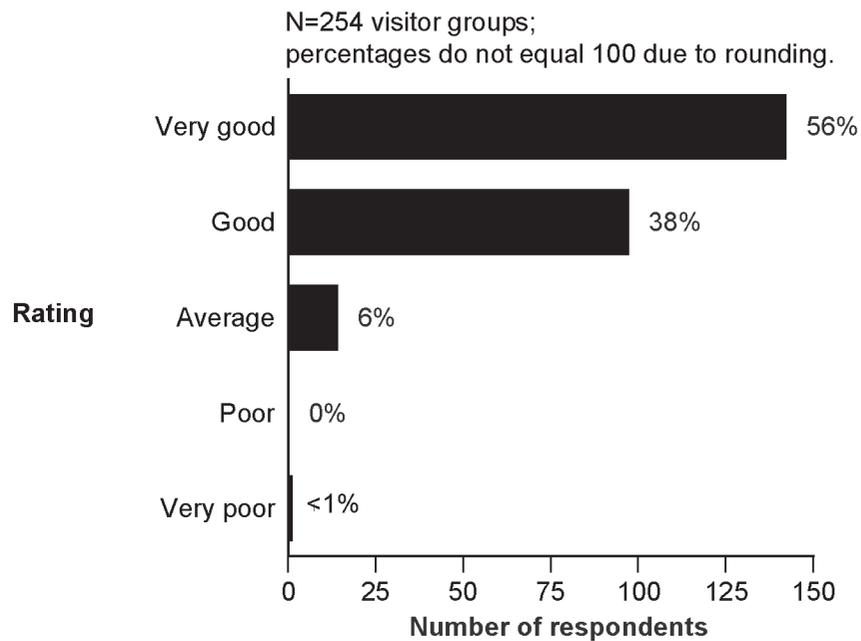


Figure 32: Overall quality of visitor services on this visit

What visitors liked most

Visitor groups were asked, "What did you like most about your visit to the Outer Bank Group parks?" Most visitor groups (229 groups or 87%) responded to this question. A summary of their responses is listed below in Table 21 and complete copies of visitor responses are contained in the appendix.

Table 21: What visitors liked most

N=370 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers friendly/helpful/knowledgeable	12
Other comment	1
INTERPRETIVE SERVICES	
History/historic sites	12
"Lost Colony" play	2
Other comments	4
FACILITIES & MAINTENANCE	
Lighthouse(s)	24
Cleanliness	23
Campground/camping	9
Cape Hatteras NS	7
Bathhouse/showers	7
Coquina Beach	6
Ocracoke Island	6
Wright Brothers NMEM	4
Elizabethan Gardens	2
Parking	2
Other comments	8
POLICY	
Driving on beach	25
Naturalness/lack of development	21
Beach access allowed	10
Pets allowed	2
Other comments	2
RESOURCE MANAGEMENT	
Beach/seashore	49
Naturalness/lack of development	21
Fishing	14
Ocean activities/swimming/surfing/biking/sunbathing	12
Beaches not crowded	10
Ocean	7
Bird/wildlife watching	7

Table 21: What visitors liked most (continued)

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Beauty/scenery	21
Solitude/quiet/spiritual	15
Everything/all/all locations	6
Convenience	5
Relaxing	5
Safety	4
Ferry ride	3
Weather	2

What visitors liked least

Visitor groups were asked, "What did you like least about your visit to the Outer Bank Group parks?" Sixty-two percent of visitor groups (163 groups) responded to this question. A summary of their responses is listed below in Table 22 and complete copies of visitor responses are contained in the appendix.

Table 22: What visitors liked least

N=172 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
INTERPRETIVE SERVICES	
Not enough interpretive signs/signage	5
Visitor center closed too early	3
Other comments	5
FACILITIES & MAINTENANCE	
Lighthouse closed	19
No hot showers at beaches/campgrounds/trails	5
Lack of beach access for vehicles	5
Construction messy	4
Lack of parking at Ocracoke	3
Lack of facilities at Oregon Inlet Campground	2
Dirty showers/restrooms at Oregon Inlet	2
Other comments	16
POLICY	
Crowding	16
Litter	8
Vehicles on beach	7
Unleashed dogs	4
Paying fees	4
RV generators	3
Beach fires/parties	2
Too much development	2
Camping fees	2
Other comments	8
RESOURCE MANAGEMENT	
Prickly pear/sand burs/cactus	3
Bird sanctuary takes up beach	3
Other comments	3
GENERAL IMPRESSIONS	
Traffic	9
Insects	5
Long drive	4
Weather	4
Other visitors' attitudes	4
Wait at ferry terminal	3
Leaving	2
Other comments	6

Visitor groups were asked, "If you were a manager planning for the future of Cape Hatteras NS, what would you propose?" Sixty-one percent of visitor groups (160 groups) responded to this question. A summary of their responses is listed below in Table 23 and complete copies of visitor responses are in the appendix.

Planning for the future

Table 23: Planning for the future

N=230 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need interpretive staff available to answer questions	2
Comments	2
INTERPRETIVE SERVICES	
Provide more historical information about area	5
Provide extensive ranger-led nature tour	5
More hands-on activities for children	3
Add more interpretive trails	3
Add evening activities/campfire programs	3
Advertise (local newspaper/radio/TV) when lighthouse is closed	3
Advertise Junior Ranger program/children's programs	2
Provide warnings for visitors about common safety situations	2
Provide detailed maps of facilities/trails/programs	2
Other comments	5
FACILITIES & MAINTENANCE	
Plant more trees or put up sun shelters	8
Keep maintaining park facilities	8
More beach access	7
Construct more bathhouses	6
Build boardwalk access to beach	6
Provide more shaded picnic areas	5
Provide more trash cans	4
Need more water fountains	4
Add hot showers	4
Upgrade bathroom facilities	4
Provide more parking	3
Need full hook-up campground	3
Add a shower at dock	2
Need more fishing piers	2
Other comments	9

Table 23: Planning for the future (continued)

Comment	Number of times mentioned
POLICY	
Limit number of vehicles on beach/eliminate	12
Prevent surrounding development from approaching park	9
Enforce law/fine for litter on beach	8
Enforce park rules on visitor behavior	8
Open lighthouse and allow people to climb	8
Allow beach driving	6
Limit number of visitors to avoid overcrowding	4
Continue to protect seashore/dunes	3
Keep campground open all year round	3
Reduce traffic	2
Prohibit all water jet skis	2
Other comments	5
RESOURCE MANAGEMENT	
No more commercial development in park	18
Leave it as natural as possible	13
Provide more sanctuary area for bird and wildlife	3
Other comment	1
GENERAL IMPRESSION	
Good job—do not change anything	12
Other comment	1

Forty-two percent of visitor groups (111 groups) wrote additional comments. A summary of their responses is listed below in Table 24 and complete copies of visitor responses are contained in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Additional comments

Table 24: Additional comments

N=148 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff/ranger friendly and helpful	7
Provide more rangers to enforce park rules	4
Rude park staff	3
INTERPRETIVE SERVICES	
Very informative/educational	4
Provide more history of Outer Banks and people	3
Ranger programs insightful and professional	2
Junior Ranger program well done	2
Other comment	1
FACILITIES & MAINTENANCE	
Well-kept facilities	14
Excellent campground	6
Disappointed that lighthouse was closed	4
Clean beach	4
Continue to protect/maintain lighthouse	2
Other comments	6
POLICY	
Preserve park in its natural state	11
Do not allow any more development in park area	6
Do not limit beach access	5
Glad everything is free	3
Limit beach driving	2
Other comment	1
GENERAL IMPRESSIONS	
Enjoyed visit	18
Our regular destination for family vacation	12
Beautiful	9
Would return again	5
Local people very friendly and hospitable	4
Wish we had more time	2
Too hot	2
Great place to relax	2
Other comments	4

**Cape Hatteras NS Visitor Study
Additional Analysis
VSP Report 136a**

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

Additional Analysis

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Sources of information prior to visit
- Hatteras Island services/facilities used
- Country of residence (other than U.S.)
- Importance Cape Hatteras NS had in decision to visit the Outer Banks
- Importance of Hatteras Island services/facilities
- Number of visits to Cape Hatteras NS
- Activities on this trip
- Quality of Hatteras Island services/facilities
- Hours spent on days of week
- Activities on past trips
- Visit Ocracoke Island?
- Crowded?
- Three most important reasons for visiting Cape Hatteras NS
- Ocracoke Island services/facilities used
- Time of day crowded
- Location questionnaire was received
- Importance of Ocracoke Island services/facilities
- Effects of crowding
- Importance of attributes in planning for park preservation
- Quality of Ocracoke Island services/facilities
- Past visits to Outer Banks Group parks?
- Factors' effect on visitor experience
- Adequate access to park staff
- Impact of differences/similarities
- Visit Bodie Island?
- Group type
- Feel prepared for common safety situations?
- Bodie Island services/facilities used
- Group size
- Common safety situations encountered at parks
- Importance of Bodie Island services/facilities
- Guided tour group
- Camp in future at Cape Hatteras NS campgrounds
- Quality of Bodie Island services/facilities
- Age
- Overall quality of services
- Visit Hatteras Island?
- Zip code/state of residence

Phone/send requests to:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, Idaho 83844-1139

Phone: 208-885-7863
FAX: 208-885-4261
Email: littlej@uidaho.edu

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI CPSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
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 (winter)
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 (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
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 (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan National Recreation Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
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 (AK)
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
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 (fall)

1994

64. Death Valley National Monument Backcountry (winter)

Visitor Services Project Publications (continued)

1994 (continued)

- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)

1997

- 92. Great Smoky Mountains National Park (summer & fall)
- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)

- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park (AK)
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site (Puerto Rico)
- 111. Saint Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park & Preserve
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historic Park (fall)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument and Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Fort Raleigh National Historic Site and Wright Brother National Monument)

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863.

NPS D-186

December 2003



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