

## **G1. Visitor Intercept Survey**

### **Out-of town Visitors on an Overnight Trip**

Hi, my name is [name]. I work for Research Triangle Institute, a nonprofit research institute located in Raleigh, North Carolina. We are helping the National Park Service understand how different management decisions affect people's visits to Cape Hatteras National Seashore. The interview should take about 10 minutes. All of your answers are completely voluntary and you can stop at any time. However, since we are only talking to a sample of visitors, each survey is very important.

We do not need your name or any other personal information that could identify you, so your answers will be anonymous. Here is a card with the telephone number for the study manager and the people at RTI's office who protect the rights of people who participate in research studies if you have any questions.

Also, I need to make you aware that the Paperwork Reduction Act requires approval of all federal government surveys by the Office of Management and Budget. This survey has been approved under this Act. The Office of Management and Budget control number and expiration date is available at your request. Additional information about this survey and its approval is available at your request.\*

A. Can we start?

- Yes (skip to #1)
- No (go to B)

B. Even a few questions would help us make sure we have a representative sample. For our records, do you live in the United States?

- Yes (What is your primary residence zip code? \_\_\_\_\_)
- No (What country do you live in? \_\_\_\_\_)
- Refuse → "Thank you for your time and enjoy the rest of your day."

C. And one more question -- have you ever driven a vehicle on the beach here in Cape Hatteras National Seashore? (only ask if it isn't obvious)

- Yes
- No
- Refuse → "Thank you for your time and enjoy the rest of your day."

## Survey

According to my instructions, I need to interview the person in your group who is at least 18 years old and has the next birthday. Who is that?

1. Do you live in the United States?

- Yes → (What is your primary residence zip code? \_\_\_\_\_)
- No → (What country do you live in? \_\_\_\_\_)
- Don't know/Refuse

***[if zip code from the Outer Banks or Manteo, then go to Local Residents survey (#8)]***

2. On this trip, are you and your group staying overnight away from home?

- Yes
- No → [go to Out-of-town Residents on Day Trip survey]

3. Is this your first trip to Cape Hatteras National Seashore?

- Yes (skip to #8)
- No
- Don't know/Refuse

4. How many trips have you made to the whole Outer Banks area so far this year, including parts of the Outer Banks north of Cape Hatteras National Seashore?

- \_\_\_\_\_ # trips
- Don't know/Refuse

5. How many of these trips included a visit to some part of Cape Hatteras National Seashore? Only count visits to the National Seashore, not visits to other beaches on the Outer Banks.

- \_\_\_\_\_ # trips
- Don't know/Refuse

6. How many trips did you make to Cape Hatteras National Seashore in 2008?

- \_\_\_\_\_ # trips
- Don't know/Refuse

7. In the last 10 years, how many years have you made at least one trip to Cape Hatteras National Seashore? Again, only count visits to the National Seashore, not visits to other beaches on the Outer Banks.

- \_\_\_\_\_ # years
- Don't know/Refuse

8. How likely are you to visit the Cape Hatteras National Seashore next year?
- Very likely
  - Somewhat likely
  - Somewhat unlikely
  - Very unlikely
  - Don't know/Refuse

***[Respondents randomly assigned either Version A (#9 - 12) or Version B (#13-14 )]***

**Version A**

Here is a map of Cape Hatteras National Seashore. During different times of the year, parts of the seashore may be closed to protect the nests of endangered shore birds and sea turtles. Suppose that under a new plan to manage beach driving the areas in green were open to beach driving, the areas in yellow were open for pedestrians only, and the areas in red were closed to both vehicles and people. We are here (*point to map*).

***(if location where you are standing is not affected by plan, then ask #9 and #10; if location where you are standing is affected by the plan, then skip to #11/12)***

9. (*if the location is not affected by the plan*) The plan does not affect the area where we are currently standing – it would still be open to (“just pedestrians” or “pedestrians and vehicles” depending on whether the area is pedestrian only or not). But it would potentially affect these areas (*point to affected areas – will vary over season*). If the plan on this map had been in place before you made any plans or reservations for this trip and before you put down any money on deposits, would you still have taken this trip?
- Very likely (skip to question #15)
  - Somewhat likely (skip to question #15)
  - Somewhat unlikely (continue to #10)
  - Very unlikely (continue to #10)
  - Don't know/Refuse (skip to #15)
10. What do you think you most likely would have done instead? (please choose only one response)
- Go to another part of the Outer Banks
  - Go to a different beach in North Carolina
  - Go to a different beach outside North Carolina
  - Go somewhere else, but not an ocean beach
  - Stay home
  - Don't know/Refuse

***[after #10, skip to #15]***

11. (if the location is affected by plan) The plan affects the area where we are currently standing – it would be closed to (“vehicles” or “pedestrians and vehicles” depending on the location of the interview). If the plan on this map had been in place before you made any plans or reservations and before you put down any money on deposits for this trip, would you still have taken this trip?

- Very likely Yes (skip to #15)
- Somewhat likely (skip to #15)
- Somewhat unlikely (continue to #12)
- Very unlikely (continue to #12)
- Don’t know/Refuse (skip to #15)

12. What do you think you most likely would have done instead? (please choose only one response)

- Go to another part of the Outer Banks
- Go to a different beach in North Carolina
- Go to a different beach outside North Carolina
- Go somewhere else, but not an ocean beach
- Stay home
- Don’t know/Refuse

**[after #12, skip to #15]**

### **Version B**

Here is a map of Cape Hatteras National Seashore. During different times of the year, parts of the seashore may be closed to protect nests of endangered shore birds and sea turtles. It is hard to know in advance where the endangered shore birds and sea turtles will nest and when different parts of the beach will be closed. Suppose there is a new plan to manage beach driving. Based on information from past seasons, this map shows how long different parts of the beach that are open to vehicles might be closed to people and vehicles under this plan because of nesting birds and turtles during (*name of this month*).

13. (The following text will differ depending on the time of year) The red areas would be closed to people and vehicles all month, the lighter red areas are likely to be closed (they might be closed between 15 and 30 days of the month), the light red areas are less likely to be closed (1 to 15 days of the month). The green area would not be closed at all. We are here (*point to location on map*). Suppose you had this information before you made any plans or reservations and before you put down any money on deposits for this trip, would you still have taken this trip?

- Very likely (skip to #15)
- Somewhat likely (skip to #15)
- Somewhat unlikely (continue to #14)
- Very unlikely (continue to #14)
- Don’t know/Refuse (skip to #15)

14. What do you think you most likely would have done instead? (please choose only one response)

- Go to another part of the Outer Banks
  - Go to a different beach in North Carolina
  - Go to a different beach outside North Carolina
  - Go somewhere else, but not an ocean beach
  - Stay home
  - Don't know/Refuse
- 

Now we have a few questions about your current trip.

15. How many adults 18 and over and how many children are staying with you in the same house, campsite, or hotel room?

- # Adults
- # Children

16. How many nights will you spend on the Outer Banks during this trip?

- # Nights

17. What village are you staying in? (read list, check only one response)

- Rodanthe
- Waves
- Salvo
- Avon
- Buxton
- Frisco
- Hatteras
- Ocracoke
- Kitty Hawk or Nags Head
- Southern Shores or Duck
- Corolla or areas north of Corolla
- Manteo or Roanoke Island
- Other \_\_\_\_\_

18. What type of lodging are you staying in? (read list, check only one response)

- Hotel/motel/rental condo, or timeshare
- Bed and breakfast
- Your own vacation home
- A house you rented
- Campground
- With friends or family who live here
- In vacation house belonging to friends or family
- Other \_\_\_\_\_

19. On this trip where have you visited so far? Check all that apply. (Show picture of with places labeled including sections of beach, read through list while pointing to map)

- Area north of Oregon Islet (ramp 4)
- Oregon Islet point (south of ramp 4)
- Rodanthe to Buxton
- Bay side north of Cape Hatteras Lighthouse
- Bay side south of Cape Hatteras Lighthouse
- Cape Point area
- South Beach to last ramp (55)
- Hatteras Islet
- North Ocracoke Spit
- Ocracoke from ramp 59 south to ramp 72
- Ramp 72 to South Point
- The Sound side of Cape Hatteras
- Other \_\_\_\_\_

20. Have you ever been to...(check all that apply, only ask about places not listed in previous question)

- Area north of Oregon Islet (ramp 4)
- Oregon Islet point (south of ramp 4)
- Rodanthe to Buxton
- Bay side north of Cape Hatteras Lighthouse
- Bay side south of Cape Hatteras Lighthouse
- Cape Point area
- South Beach to last ramp (55)
- Hatteras Islet
- Hatteras Islet on Ocracoke side
- Ocracoke from ramp 59 south to ramp 72
- Ramp 72 to South Point
- The Sound side of Cape Hatteras
- Other \_\_\_\_\_

21. What activities have you done so far on this trip? (check all that apply, read list)

- Pier fishing
- Beach fishing
- Charter (offshore) fishing
- Swimming, sunbathing, or enjoying the beach
- Surfing or kite-surfing
- Birdwatching/wildlife-viewing
- Take a ferry
- Visit the Cape Hatteras Lighthouse or Bodie Island Lighthouse
- Visit historic sites in Cape Hatteras National Seashore
- Canoeing, kayaking, or sailing
- Driving on the beach during the day
- Driving on the beach at night
- Other \_\_\_\_\_

22. Has anyone else in your group driven a vehicle on the beach during this trip?

- Yes
- No
- Don't know/Refuse

23. As part of new proposals for managing beach driving, the park may institute a permit system for beach driving. Drivers could purchase a 12-month permit for (\$10, \$25, \$100, randomly assigned). The money collected from the permits would be used to manage beach driving. If required for beach driving, would you have paid (\$10, \$25, \$100) to buy a 12-month permit for this trip?

- Yes
- No
- Don't know/Refuse

24. Have you made trips to any other ocean beaches anywhere in the U.S. in the last 12 months?

- Yes
- No (skip to #26)
- Don't know/Refuse (skip to #26)

25. Which other states did you visit for beach trips in the last 12 months?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

26. How would you rate this trip so far?

- Very good
- Good
- Average
- Poor
- Very poor

27. Thank you. We're finished with the interview. Is there anything else you would like to add?

\_\_\_\_\_

## 7. Out-of town Residents on a Day Trip

According to my instructions, I need to interview the person in your group who is at least 18 years old and has the next birthday. Who is that?

1. Is this your first trip to Cape Hatteras National Seashore?  
 Yes (skip to #6)  
 No  
 Don't know/Refuse
2. How many trips have you made to the whole Outer Banks area so far this year, including parts of the Outer Banks north of Cape Hatteras National Seashore?  
\_\_\_\_\_ # trips  
 Don't know/Refuse
3. How many of these trips included a visit to some part of Cape Hatteras National Seashore? Only count visits to the National Seashore, not visits to other beaches on the Outer Banks.  
\_\_\_\_\_ # trips  
 Don't know/Refuse
4. How many trips did you make to Cape Hatteras National Seashore in 2008?  
\_\_\_\_\_ # trips  
 Don't know/Refuse
5. In the last 10 years, how many years have you made at least one trip to Cape Hatteras National Seashore? Again, only count visits to the National Seashore, not visits to other beaches on the Outer Banks.  
\_\_\_\_\_ # years  
 Don't know/Refuse
6. How likely are you to visit the Cape Hatteras National Seashore next year?  
 Very likely  
 Somewhat likely  
 Somewhat unlikely`  
 Very unlikely  
 Don't know/Refuse

***[Respondents randomly assigned either Version A (#7-#10) or Version B (#11-#12)]***

### **Version A**

Here is a map of Cape Hatteras National Seashore. During different times of the year, parts of the seashore may be closed to protect the nests of endangered shore birds and sea turtles. Suppose that under a new plan to manage beach driving the areas in green were open to beach driving, the areas in yellow were open for pedestrians only, and the areas in red were closed to both vehicles and people. We are here (*point to map*).



***[If location where you are standing is not affected by plan, then answer #7/8; if location where you are standing is affected by the plan, then skip to #9/10]***

7. (if your location not affected by plan) The plan does not affect the area where we are currently standing – it would still be open to (“just pedestrians” or “pedestrians and vehicles” depending on whether the area is pedestrian only or not). But it would potentially affect these areas (point to affected areas – will vary over season). If the plan on this map had been in place before you made any plans or reservations for this trip and before you put down any money on deposits, would you still have taken this trip?

- Very likely (skip to #13)
- Somewhat likely (skip to #13)
- Somewhat unlikely (continue to #8)
- Very unlikely (continue to #8)
- Don’t know/Refuse (skip to #13)

8. What do you think you most likely would have done instead? (please choose only one response)

- Go to another part of the Outer Banks
- Go to a different beach in North Carolina
- Go to a different beach outside North Carolina
- Go somewhere else, but not an ocean beach
- Stay home
- Don’t know/Refuse

***[after #8, skip to #13]***

9. (if your location is affected by plan) The plan affects the area where we are currently standing – it would be closed to (vehicles/pedestrians and vehicles). If the plan on this map had been in place before you made any plans or reservations and before you put down any money on deposits for this trip, would you still have taken this trip?

- Very likely (skip to #13)
- Somewhat likely (skip to #13)
- Somewhat unlikely (continue to #10)
- Very unlikely (continue to #10)
- Don’t know/Refuse (skip to #13)

10. What do you think you most likely would have done instead? (please choose only one response)

- Go to another part of the Outer Banks
- Go to a different beach in North Carolina
- Go to a different beach outside North Carolina
- Go somewhere else, but not an ocean beach
- Stay home
- Don’t know/Refuse

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***[after #10, skip to #13]***

## **Version B**

Here is a map of Cape Hatteras National Seashore. During different times of the year, parts of the seashore may be closed to protect nests of endangered shore birds and sea turtles. It is hard to know in advance where the endangered shore birds and sea turtles will nest and when different parts of the beach will be closed. Suppose there is a new plan to manage beach driving. Based on information from past seasons, this map shows how long different parts of the beach that are open to vehicles might be closed to people and vehicles under this plan because of nesting birds and turtles during (*name of this month*).

11. (*The following text will differ depending on the time of year.*) The red areas would be closed to people and vehicles all month, the lighter red areas are likely to be closed (they might be closed between 15 and 30 days of the month), the light red areas are less likely to be closed (1 to 15 days of the month). The green area would not be closed at all. We are here (*point to location on map*). Suppose you had this information before you made any plans or reservations and before you put down any money on deposits for this trip, would you still have taken this trip?
- Very likely (skip to #13)
  - Somewhat likely (skip to #13)
  - Somewhat unlikely (continue to #12)
  - Very unlikely (continue to #12)
  - Don't know/Refuse (skip to #13)
12. What do you think you most likely would have done instead? (please choose only one response)
- Go to another part of the Outer Banks
  - Go to a different beach in North Carolina
  - Go to a different beach outside North Carolina
  - Go somewhere else, but not an ocean beach
  - Stay home
  - Don't know/Refuse

---

Now we have a few questions about your current trip.

13. How many adults 18 and over and children are traveling with you on this trip today?
- # Adults
  - # Children

14. On this trip where have you visited so far? (check all that apply, show picture of with places labeled including sections of beach, read through list while pointing to map)

- Area north of Oregon Islet (ramp 4)
- Oregon Islet point (south of ramp 4)
- Rodanthe to Buxton
- Bay side north of Cape Hatteras Lighthouse
- Bay side south of Cape Hatteras Lighthouse
- Cape Point area
- South Beach to last ramp (55)
- Hatteras Islet
- Hatteras Islet on Ocracoke side
- Ocracoke from ramp 59 south to ramp 72
- Ramp 72 to South Point
- The Sound side of Cape Hatteras
- Other \_\_\_\_\_

15. Have you ever been to...( check all that apply, only ask about places not listed in previous question)

- Area north of Oregon Islet (ramp 4)
- Oregon Islet point (south of ramp 4)
- Rodanthe to Buxton
- Bay side north of Cape Hatteras Lighthouse
- Bay side south of Cape Hatteras Lighthouse
- Cape Point area
- South Beach to last ramp (55)
- Hatteras Islet
- Hatteras Islet on Ocracoke side
- Ocracoke from ramp 59 south to ramp 72
- Ramp 72 to South Point
- The Sound side of Cape Hatteras
- Other \_\_\_\_\_

16. What activities have you done so far on this trip? (check all that apply, read list)

- Pier fishing
- Beach fishing
- Charter (offshore) fishing
- Swimming, sunbathing, or enjoying the beach
- Surfing or kite-surfing
- Birdwatching/wildlife-viewing
- Take a ferry
- Visit the Cape Hatteras Lighthouse or Bodie Island Lighthouse
- Visit historic sites in Cape Hatteras National Seashore
- Canoeing, kayaking, or sailing
- Driving on the beach during the day
- Driving on the beach at night
- Other \_\_\_\_\_

17. Has anyone else in your group driven a vehicle on the beach during this trip?

- Yes
- No
- Don't know/Refuse

18. As part of new proposals for managing beach driving, the park may institute a permit system for beach driving. Drivers could purchase a 12-month permit for (\$10, \$25, \$100, randomly assigned). The money collected from the permits would be used to manage beach driving. If required for beach driving, would you have paid (\$10, \$25, \$100) to buy a 12-month permit for this trip?

- Yes
- No
- Don't know/Refuse

19. Have you made trips to any other ocean beaches anywhere in the U.S. in the last 12 months?

- Yes
- No (skip to #21)
- Don't know/Refuse

20. Which other states did you visit for beach trips in the last 12 months?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

21. How would you rate this trip so far?

- Very good
- Good
- Average
- Poor
- Very poor

22. Thank you. We're finished with the interview. Is there anything else you would like to add?

\_\_\_\_\_

## **8. Local Residents of the Outer Banks and Manteo on Day Trips**

According to my instructions, I need to interview the person in your group who is at least 18 years old and has the next birthday. Who is that?

1. How long have you lived at the Outer Banks? \_\_\_\_\_years and \_\_\_\_\_months
2. How many days did you visit the National Seashore in the months of January and February? Only count visits to the National Seashore, not visits to other beaches on the Outer Banks. Please give us your best estimate.
  - \_\_\_ 1 time a week or more
  - \_\_\_ 2-3 times a month
  - \_\_\_ Once a month
  - \_\_\_ Less than once a month
  - \_\_\_ Don't know/Refuse
3. How many days did you visit the National Seashore in the months of March, April, and May?
  - \_\_\_ 1 time a week or more
  - \_\_\_ 2-3 times a month
  - \_\_\_ Once a month
  - \_\_\_ Less than once a month
  - \_\_\_ Don't know/Refuse
4. How many days have you visited ["did you visit" if past August 31] the National Seashore in the months of June, July, and August [*only mention months that have passed, plus the month of the interview. Do not mention future months*]?
  - \_\_\_ 1 time a week or more
  - \_\_\_ 2-3 times a month
  - \_\_\_ Once a month
  - \_\_\_ Less than once a month
  - \_\_\_ Don't know/Refuse
5. How many days have you visited ["did you visit" if past December 31] the National Seashore in the months of September and October? [*only mention months that have passed, plus the month of the interview. Do not mention future months*]
  - \_\_\_ 1 time a week or more
  - \_\_\_ 2-3 times a month
  - \_\_\_ Once a month
  - \_\_\_ Less than once a month
  - \_\_\_ Don't know/Refuse

6. How many days have you visited ["did you visit" if past December 31] the National Seashore in the months of November and December? *[only mention months that have passed, plus the month of the interview. Do not mention future months]*
- 1 time a week or more
  - 2-3 times a month
  - Once a month
  - Less than once a month
  - Don't know/Refuse
7. Thinking back to 2008, on average over the whole year how often did you use the beach in Cape Hatteras National Seashore in 2008? Only count visits to the National Seashore, not visits to other beaches on the Outer Banks.
- 1 time a week or more
  - 2-3 times a month
  - Once a month
  - Less than once a month
  - Don't know/Refuse
8. Comparing 2008 and 2009, would you say you will probably spend more days in the National Seashore in 2009, about the same number days in the National Seashore in 2009, or fewer days in the National Seashore in 2009 than in 2008?
- More
  - About the same
  - Less
  - Don't know/Refuse
9. How likely are you to permanently move away from the Outer Banks in the next 12 months?
- Very Likely
  - Somewhat likely
  - Somewhat unlikely
  - Very unlikely
  - Don't know

Here is a map of Cape Hatteras National Seashore. During different times of the year, parts of the seashore may be closed to protect the nests of endangered shore birds and sea turtles. Suppose that under a new plan to manage beach driving the areas in green were open to beach driving, the areas in yellow were open for pedestrians only, and the areas in red were closed to both vehicles and people. We are standing here (*point to map*).

10. The plan affects the area where we are currently standing – it would be closed to *(vehicles/pedestrians and vehicles depending on whether area is closed to both vehicles and pedestrians or just closed to vehicles)*. If the plan on this map had been in place today, would you still have made a trip to the National Seashore today?

- Very likely (skip to #12)
- Somewhat likely (skip to #12)
- Somewhat unlikely (continue to #11)
- Very unlikely (continue to #11)
- Don't know/Refuse (skip to #12)

11. What do you think you would have done instead? (Choose only one response)

- Go to another part of the Outer Banks
- Go to a different beach in North Carolina
- Go to a different beach outside North Carolina
- Go somewhere else, but not an ocean beach
- Stay home
- Don't know/Refuse

12. If this plan had been in effect this whole year, do you think you would have made more trips to the National Seashore so far this year, about the same number of trips, or fewer trips?

- More trips
- The same number
- Fewer trips
- Don't know/Refuse

Now we have a few questions about your and your current trip.

13. How many adults 18 and over and children live in your house with you?

- # Adults
- # Children

14. What other parts of the National Seashore have you visited in the last 12 months?

- Area north of Oregon Islet (ramp 4)
- Oregon Islet point (south of ramp 4)
- Rodanthe to Buxton
- Bay side north of Cape Hatteras Lighthouse
- Bay side south of Cape Hatteras Lighthouse
- Cape Point area
- South Beach to last ramp (55)
- Hatteras Islet
- Hatteras Islet on Ocracoke side
- Ocracoke from ramp 59 south to ramp 72
- Ramp 72 to South Point
- The Sound side of Cape Hatteras
- Other \_\_\_\_\_

15. What activities have you done today? (check all that apply, read list)

- Pier fishing
- Beach fishing
- Charter (offshore) fishing
- Swimming, sunbathing, or enjoying the beach
- Surfing or kite-surfing
- Birdwatching/wildlife-viewing
- Take a ferry
- Visit the Cape Hatteras Lighthouse or Bodie Island Lighthouse
- Visit historic sites in Cape Hatteras National Seashore
- Canoeing, kayaking, or sailing
- Driving on the beach during the day
- Driving on the beach at night
- Other \_\_\_\_\_

16. As part of new proposals for managing beach driving, the park may institute a permit system for beach driving. Drivers could purchase a 12- month permit for (\$10, \$25, \$100, *randomly assigned*). The money collected would be used to manage beach driving. If required for beach driving, would you have paid (\$10, \$25, \$100) to buy a 12-month permit for on this trip?

- Yes
- No
- Don't know/Refuse

17. Have you made trips to any other ocean beaches anywhere in the U.S. in the last 12 months?

- Yes
- No (skip to #19)
- Don't know (skip to #19)

18. Which other states did you visit for beach trips in the last 12 months?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

19. Do you own a business on the Outer Banks?

- Yes
- No (skip to #21)
- Don't know/Refuse (skip to #21)

20. What type of business? \_\_\_\_\_ (skip to #23)

21. Do you currently work full- or part-time?

- Yes
- No (skip to #23)
- Don't know/Refuse (skip to #23)



22. What type of business(es) do you work for? \_\_\_\_\_

23. How would you rate this trip so far?

Very good

Good

Average

Poor

Very poor

24. Thank you. We're finished with the interview. Is there anything else you would like to add?

\_\_\_\_\_

## **G6. Visitor Survey Log**

Beach: \_\_\_\_\_ Date: \_\_\_\_\_  
Start time: \_\_\_\_\_ End time: \_\_\_\_\_

Weather:  Sunny  Partly Cloudy  Overcast  Rainy  T'storm  Windy

Temp:  30-40  40-50  50-60  60-70  70-80  80-90  90-100

Previously sampled or NPS employee: \_\_\_\_\_ (ineligible for this interview)

Refused interview : \_\_\_\_\_ (reason, if given) \_\_\_\_\_

Observe the following for all groups contacted:

1. Number in group: \_\_\_\_\_ (enter number)
2. Children present?  Yes  No
3. Fishing?  Yes  No
4. Near a vehicle?  Yes  No

***[Start survey script]***