



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

Social Science Division

Visitor Services Project



OMB Control Number: 1024-0224
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**Cumberland Island
National Seashore**

Visitor Study

[INSERT PHOTO]

Number:
Time:
Location:



United States Department of the Interior



NATIONAL PARK SERVICE
Cumberland Island National Seashore
101 Wheeler Street
St. Marys, GA 31558

Summer 2012

Dear Park Visitor,

Thank you for participating in this study. We would like to hear about your experience at Cumberland Island National Seashore, and learn about your opinions on the visitor services and facilities on the island. We are especially interested in your opinions about transportation services on the island. This information will be used in the park transportation planning which aims to improve the quality of the services and to provide better visitor experiences.

This questionnaire is only being given to a select number of visitors, so your participation is important and appreciated. It should only take about 10 minutes to complete. Please return your completed questionnaire to the lock-box by Sea Camp Ranger Station.

We appreciate your help.

Sincerely,

[insert signature]

Fred Boyles
Superintendent

DIRECTIONS

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: Not like this:

4. Return the completed questionnaire to the lock-box by the Sea Camp Ranger Station

Paperwork Reduction Act Statement: This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate the tour services provided by Cumberland Island National Seashore. Your responses are voluntary and anonymous. A Federal agency may not conduct or sponsor, and you are not required to, respond to a collection of information unless it displays a currently valid OMB Control Number and expiration date. We estimate that it will take an average of 10 minutes to complete this questionnaire. You may send any comments concerning the burden estimates or any aspect of this information collection to Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; or lenale@uidaho.edu (email).

Topic Area 2 - TPLAN1

1. a) Prior to this visit, how did you obtain information to prepare for your visit to Cumberland Island National Seashore? Please mark () **all** that apply.

- Previous visits
- Live in the local area
- Friends/relatives/word of mouth
- Inquiry to park via phone, mail, or email
- Cumberland Island National Seashore website: www.nps.gov/cuis
- Other websites — which one(s)? _____
- Ferry companies
- Local businesses (hotels, motels, restaurants, etc.)
- Maps/brochures
- Newspaper/magazine articles
- Other tourist sites (not National Park Service)
- Social media (such as Facebook, Twitter, etc.)
- State welcome center/visitors bureau/chamber of commerce
- Television/radio programs/DVDs
- Travel guides/tour books (such as AAA, etc.)
- Other (Please specify) _____

Topic Area 2 - TPLAN2

b) From the sources you used prior to this visit, did you receive the type of information about the park that you needed?

- No Yes → **Go to Question 2**

Topic Area 2 - TPLAN3

c) If NO, what type of park information did you need that was not available? Please be specific.

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Topic Area 3 - ITIN1

2. For this visit, please list **all the sites** that you visited at Cumberland Island National Seashore. Please mark (•) **all** that apply.

- Park visitor center
- Dungeness Ruins
- Ice House Museum
- Plum Orchard Mansion
- First African American Church
- Other (please be specific) _____
- Beach
- Stafford Cemetery
- Wharf Ruins

Topic Area 3 - TRIPC8

3.a) **On this visit** to Cumberland Island National Seashore, how much time in **total** did you spend on the island? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

_____ Total number of hours

Topic Area 3 - TRIPC6

b) Did you visit the park on more than one day?

- No Yes → c) If YES, how many days? _____

Topic Area 3 - TRANS4

4. a) Cumberland Island National Seashore offers a free, unscheduled shuttle service used to transport visitors along 3-mile loops at the south end of the island from Dungeness Dock to Dungeness Ruins and Sea Camp. On this visit, did you take the South End Shuttle?

- Yes No → **Go on to question 5**

Topic Area 6 - EVALSERV17

b) If Yes, how satisfied were you with the shuttle service? Please mark (•) **one**.

- | | | | | |
|---------------------------------|-------------------------------|-------------------------------|---------------------------|---------------------------------|
| Not at all
satisfied | Slightly
satisfied | Somewhat
satisfied | Very
satisfied | Completely
satisfied |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Topic Area 3 - TRANS4 (Variation)

5. If you did not take the South End Shuttle Service this visit, what prevented you from using the shuttle service? Please mark (•) **all** that apply.

- Was not aware of the shuttle service
- Wanted to take the shuttle but it wasn't available when we arrived

- Preferred to walk/bike
- Did not need to go that far onto the island
- The vehicle was not large enough for my entire group
- The vehicle looked uncomfortable
- Other (Please specify) _____

Topic Area 3 - ACT1

6. a) On this visit, in which activities did you participate within Cumberland Island National Seashore? Please mark (●) all that apply in column a).
- b) If you were to visit Cumberland Island National Seashore in the future, in which activities would you group prefer to participate? Please mark (●) all that apply in column b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led programs
<input type="radio"/>	<input type="radio"/>	Bicycling
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	Fishing/hunting
<input type="radio"/>	<input type="radio"/>	General sightseeing
<input type="radio"/>	<input type="radio"/>	Camping
<input type="radio"/>	<input type="radio"/>	Jogging/running for exercise
<input type="radio"/>	<input type="radio"/>	Viewing wildlife
<input type="radio"/>	<input type="radio"/>	Stargazing
<input type="radio"/>	<input type="radio"/>	Learning/researching history
<input type="radio"/>	<input type="radio"/>	Obtaining a National Park Passport stamp
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Playing on the beach/swimming
<input type="radio"/>	<input type="radio"/>	Boating
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

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7. Currently Cumberland Island National Seashore offers a guided motorized tour of the North End of the island called the "Lands and Legacies Tour." The tour is guided by park staff, takes five to six hours, and includes both natural and cultural sites.

Topic Area 1 - KNOW9

- a) Prior to receiving this questionnaire, were you aware of the Land and Legacies Tour?
- No → **Go to Question 8**
- Yes

Topic Area 3 - ACT7 (Variation)

- b) On this visit, did you take the Land and Legacies Tour?
- No Yes
- c) If NO, what prevented you from taking the Land and Legacies Tour on this visit? Please mark (•) all that apply.
- Had taken it in the past
- Generally not interested in guided tours
- Wanted to go but could not make a reservation
- The vehicle looked uncomfortable for a long trip
- Tour is too long, did not have time
- Cost of tour is too high
- Other reasons (Please specify) _____

Topic Area 3 - FVIS7

8. If you were to visit Cumberland Island National Seashore in the future, would you be interested in taking the Land and Legacies Tour?
- Yes No Not sure

Topic Area 6 - EVALFEE2

9. a) Currently the charge for the Land and Legacies Tour is \$15/adult, and \$12 for a senior citizen or a child under 12. In your opinion, how appropriate is this amount? Please mark (•) only **one**.
- Too high About right Too low

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Picnic areas

b. For any service that was not satisfactory, please explain the problem.

Topic Area 6 - EVALSERV1

12 Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you at Cumberland Island National Seashore during this visit? Please mark (•) **one**.

Very poor Poor Average Good Very good

Topic Area 6 - OPMGMT1

13. If you were a park manager planning for the future of Cumberland Island National Seashore, what would you propose? Please be specific.

Topic Area 1 - GR2

14. On this visit, were you part of a larger organized group (such as tour group, school, scout, church, etc.)?

Yes No

Topic Area 1 - GR1

15. a) On this visit, what kind of group (not guided tour/school/other organized group) were you with? Please mark (•) **one**.

Alone Friends
 Family Family and friends
 Other (Please specify) _____

Topic Area 1 - GR3

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

_____ Number of people 16 years of age and over

_____ Number of people under 16 years of age

Topic Area 1 - AGE3

16. What is your age? _____

Topic Area 1 - AGE1

17. a) What is your U.S. zip code? _____

b) If you are not from the U.S. please specify name of the country _____

Topic Area 1 - AGE1

18. How many times have you visited Cumberland Island National Seashore (to date, including this visit)? _____ (number of times)

Topic Area 7 - ECON1

19. a) Which category best represents your annual **household** income? Please mark (•) **one**.

- | | | |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999 | <input type="radio"/> \$150,000-\$199,999 |
| <input type="radio"/> \$25,000-\$34,999 | <input type="radio"/> \$75,000-\$99,999 | <input type="radio"/> \$200,000 or more |
| <input type="radio"/> \$35,000-\$49,999 | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

b) How many people are in your household? _____ Number of people

Topic Area 6 - OPMGMT3

20. Is there anything else you would like to tell us about your visit to Cumberland Island National Seashore?
