



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

Social Science Program

Visitor Services Project



Cape Lookout National Seashore

Visitor Study

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Number: _____

Time: _____

Location: _____

OMB Control Number: 1024-XXXX
Current Expiration Date: XX-XX-XXXX



United States Department of the Interior



NATIONAL PARK SERVICE

Cape Lookout National Seashore
131 Charles Street
Harkers Island, NC 28531

Dear Park Visitor,

We would like to thank you for agreeing to participate in this study. We are interested to hear about your experience at Cape Lookout National Seashore. As we plan for our future, this information will be used to improve the quality of the services to allow us to better serve our visitors.

This questionnaire is being given to a select number of visitors, so it is important that we receive your input. Your responses are completely voluntary and will remain anonymous. Your name will never be associated with any part of this collection; therefore, we ask that you not put your name or any contact information on this questionnaire. It should only take about 20 minutes to complete.

When your visit is over, please complete this questionnaire. You can return it to us by sealing it in the postage-paid envelope provided and dropping it in any U.S. mailbox.

If you have any questions, please contact Lena Le, NPS VSP Director, Park Studies Unit, College of Natural Resources, 875 Perimeter Drive MS1139, University of Idaho, Moscow, Idaho 83844-1139, 208-885-2585 (phone) or lenale@uidaho.edu (email).

We appreciate your help and are looking forward to hearing from you very soon.





Sincerely,

[insert signature]

Pat Kenney
Superintendent

DIRECTIONS

1. Please have the selected individual (at least 18 years old) complete this questionnaire.
2. 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:    

3. Seal it in the postage-paid envelope provided.
4. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The National Park Service is authorized by 16 U.S.C. 1a-7 to collect this information. We will use this information to evaluate the ecosystem services and resource management of Cape Lookout National Seashore. Your response is voluntary and anonymous. Your name will never be associated with your responses. Please do not put your name or contact information on this questionnaire. 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.

We estimate that it will take 20 minutes to complete this questionnaire. You may send comments concerning the burden estimate 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; lenale@uidaho.edu (email).

Note: The shaded boxes throughout the questionnaire are used to provide annotations for the questions as required by Question 2 in Part A of the PRA Supporting Statement. The text within the shaded boxes will not be included in the final version of the survey instrument.

Section 1: Familiarity with the park and management practices

Questions 1 and 2 will be used to establish the level of residents' familiarity with the park. Because there are residents of Carteret County that may have not visited CALO prior to receiving this questionnaire, the following questions will be used to understand how familiar the residents are with the National Park Service in general and with the services offered at Cape Lookout. The familiarity scale index was developed and tested in studies by Spotts and Stynes (1985), Baloglu (2001), and Prentice (2004).

The familiarity variables will be used in conjunction with variables from section 3 to determine if residents at different levels of familiarity would perceive different values of the park ecosystem services. In addition, this section will be correlated with variables from section 2 to determine if the level of familiarity with the park has an effect on the level of awareness and support of park management actions.

1. How familiar are you with each of the following aspects of Cape Lookout National Seashore? Please mark (●) **one** answer for each.

How familiar are you with:	Not at all familiar	Slightly familiar	Somewhat familiar	Very familiar	Extremely familiar
Cape Lookout National Seashore (NS) in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The geographic layout of Cape Lookout National Seashore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation activities available at Cape Lookout National Seashore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rules/regulations at Cape Lookout National Seashore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park purpose and mission of Cape Lookout National Seashore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. a) Prior to receiving this questionnaire, were you aware that Cape Lookout National Seashore is a unit of the National Park System?

Yes No

b) Are you aware that Cape Lookout is home to several bird species protected by the Endangered Species Act?

Yes No

c) From the list below, please tell us if you know whether the animals listed are threatened or endangered at Cape Lookout National Seashore.

	Threatened or Endangered		
	YES	NO	Don't Know
Loggerhead Sea Turtle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raccoon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Piping Plover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sea Beach Amaranth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bottlenose Dolphin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Common Tern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 2: Trip characteristics and visit experiences

The questions in this section will be used to access visitors' recreation behaviors (how they access the park, what they do while at the park, with whom they recreate, etc.). The information will be used to identify different user groups. The responses will be compared with the questions concerning the perceived value of the park, attitude on climate change and level of trust on park management. We will also compare the value (question 7 and 8) that visitors place in different locations of the park to determine how different user groups associate park values with their preferred activities.

3. On this visit, what form of transportation did you use to arrive to the islands at Cape Lookout National Seashore? Please mark only one

- Vehicle ferry
- Private boat
- Kayak/canoe
- Other _____
- Passenger only ferry

4. a) In which of the following activities did you participate while visiting Cape Lookout National Seashore? Please mark all that apply.

- Fishing
- Kayaking/canoeing
- Camping
- Swimming
- Birding
- Horse viewing
- Motorized boating
- Taking photographs
- Lighthouse climbing
- Shell collecting
- Sun bathing
- Surfing
- Beach driving
- Visiting historic sites
- Renting cabins
- Attending interpretive tour
- Other _____

b) Which one of the above was your primary activity on this visit to Cape Lookout National Seashore?

5. How long did you spend visiting Cape Lookout National Seashore on this visit?

- Day visit only → Please list total number of hours _____
- Overnight use → Please list total number of days _____

6. How would you rate the quality of the following park services and facilities? Please mark one response for each service/facility

Service/facility	Rating					
	Very poor	Poor	Average	Good	Very good	Don't know/did not
Overall state of facility maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information signage (signs about park history, plants, animals, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulatory signage (signs about park rules and regulations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Directional signage (signs for way-finding)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility of historic structures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of historic structures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Areas are clean and trash free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distribution of facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to the park in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you rated any of the above services/facilities "poor" or "very poor" please explain why.

Service/Facility	Reason
_____	_____
_____	_____

Section 3: Values associated with Cape Lookout National Seashore.

The questions in this section will be used to identify and map the different social values associated with ecosystem services offered at CALO. This information will be used by park managers to understand what people value about the park and where those values exist, so that the values can be protected and/or enhanced. Information obtained in this section will be used to identify and locate the social values of park resources.

The original scale and mapping technique were developed by Brown and Reed (2000). Since then the methods have been widely adapted for use in many other studies (Alessa et al 2008, Beverly et al. 2008, Brown et al. 2004, 2007, 2008, Nielsen-Picus 2011, Zhu et al. 2010). To date this is still the best method to obtain mapping data of social values associated to a place. This information is important to CALO for manager to evaluate how well the park's resource management goals meet public expectations. Furthermore, the mapping data will help to pinpoint the exact location where resource management plan may need adjustment or modification.

7. Imagine that you could allocate 100 preference points to ensure that Cape Lookout National Seashore and the surrounding waters kept their existing values. You might assign 100 points to one value and zero to all the others, or assign 50 to one, 25 to another and 25 to yet another.

Please read through the list below and use the boxes to assign 100 value points any way you would like. The points you assign should total 100 points.

- Aesthetic Value (A).** I value Cape Lookout National Seashore because I enjoy the scenery, sights, sounds, smells, etc.
- Biological Diversity Value (B).** I value Cape Lookout National Seashore because it provides a variety of fish, wildlife, plant life, etc.
- Cultural Value (C).** I value Cape Lookout National Seashore because it is a place for me to continue to pass down the wisdom, knowledge, traditions, and way of life of my ancestors.
- Economic Value (E).** I value Cape Lookout National Seashore because it provides fisheries or tourism opportunities, such as outfitting and guiding.
- Future Value (F).** I value Cape Lookout National Seashore because it allows future generations to know and experience the area as it is now.
- Historic Value (H).** I value Cape Lookout National Seashore because it has places and things of natural and human history that matter to me.
- Intrinsic Value (I).** I value Cape Lookout National Seashore in and of itself for its existence, no matter what I or others think about the Cape Lookout area.
- Learning/Scientific Value (L).** I value Cape Lookout National Seashore because we can learn about the environment through scientific observation or experimentation.
- Life Sustaining Value (LS).** I value Cape Lookout National Seashore because it helps preserve and protect clean air, soil, and water, and it protects lives and property from storms, sea level rise, and saltwater intrusion.
- Recreation Value (R).** I value Cape Lookout National Seashore because it provides a place for my favorite outdoor recreation activities.
- Spiritual Value (S).** I value Cape Lookout National Seashore because it is has sacred, religious, or spiritual meaning to me or because I feel reverence and respect for nature there.
- Subsistence Value (Sub).** I value Cape Lookout National Seashore because it provides necessary food and supplies to sustain my life.
- Therapeutic Value (T).** I value Cape Lookout National Seashore because it makes me feel better physically and/or mentally.
- 100 Points**

8. Next please use the attached map and abbreviations above to identify the locations that best represent the values to which you assigned points.

- Find a location on the map associated with each value you assigned (from question 7) and **draw a dot there.**
- Use the abbreviations listed and write it next to the dot assigned for the value (for example "A" for Aesthetic Value).
- Repeat the steps for additional locations and values. You may select up to **five locations** for each value type.

(This is an example of the map that will be attached as a fold-out. The actual map will be 11x17)

Section 4: Opinions and level of support concerning management of endangered species.

CALO is home to several endangered and protected species and notable cultural resources. Question 9 is needed to measure local resident opinion on the importance of resource protections. Variables generated in Question 10 will be used in a multivariate analysis to determine if the level of support for protection of these resources correlates with the level of trust in federal agency and park managers to manage protected species and cultural resources. The result of multivariate analysis will help CALO managers determine appropriate actions required for communication and public relations with the local communities to build trust and increase public awareness of park management actions concerning the management of cultural and natural resources. Question 9 is from Poortinga and Pidgeon (2003). The information will be used by park managers to determine appropriate communications needed to gain public confidence and support regarding park resource management decisions.

9. a) In your opinion, how important is it to protect each of the following at Cape Lookout National Seashore? Please mark (•) **one** answer for each.

b) Would you be interested in learning more about these resources during your visit at Cape Lookout National Seashore? Please check Yes or No for each topic.

How important?					Resources	Interested in learning?	
Not at all	Slightly	Moderately	Very	Extremely		Yes	No
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nesting shorebirds and their habitats	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nesting sea turtles and their eggs	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Wild horses	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	The Cape Lookout Lighthouse	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Other historic structures	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dunes vegetation	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Undeveloped Natural condition	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Natural viewscape without development	<input type="radio"/>	<input type="radio"/>

c) Please list any additional topic that you would like to learn more about during your visit at Cape Lookout National Seashore.

10. We would like to know which of the following management actions you support concerning the protection of nesting species at Cape Lookout National Seashore. Please rate your level of support for each management action.

Management actions at Cape Lookout	Strongly oppose	Oppose	Neither oppose nor support	Support	Strongly support
Creation of pedestrian only areas on the beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Temporary closures of beaches and/or rerouting of Off Road Vehicles for bird and turtle nesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Full visitor access closures, including prohibiting pedestrians, for bird nesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requiring pets to be leashed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prohibiting camping and beach fires in areas close to protected turtle nests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. How important is each of these items to your acceptance of Cape Lookout National Seashore management decisions? Please mark (●) one response for each item.

In order for me to accept a management decision, it is important that:	Level of importance				
	Not important	Slightly	Somewhat important	Very	Extremely important
I trust in the decision-maker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The decision is based on environmental consequences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the objectives of a proposed management action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Science plays a role in management decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Actions will protect natural resources at Cape Lookout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The decision protects natural resources over human use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The decision maintains access for recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Actions help support the local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The decision is based on economic consequences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Please rate the level of your agreement with each of the following statements. Please mark (●) one response for each statement

When it comes to issues concerning natural resource management:	Strongly	Disagree	Neither disagree nor agree	Agree	Strongly
Park managers are doing a good job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park managers change policies without good reasons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park managers are too influenced by special interest groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park managers listen to ordinary people's opinions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park managers provide all relevant information about decisions to the public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park managers have the same ideas about management as I do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that no additional rules and regulations are needed at Cape Lookout National Seashore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 5: Communications regarding environmental challenges at the park

CALO functions as a barrier island that helps to reduce the impact of severe weather and invasion of salt water on the Outer Bank shore. In recent years, the park has faced the challenges of rising sea levels and frequently more severe storms that have directly affected the local communities. Questions 13 and 14 are needed to help the park to frame the communications about effect of climate change at the park to the contexts that are most relevant to visitors. The original scale was developed from situational theory (Sriamesch 2007, Voss 2009). This information will help Cape Lookout to address challenges at the park in a framework that is most relevant to visitors.

13. How does each of these following statements describe your position on climate change? Please mark (●) one response for each of the following statements.

	Level of agreement				
	Strongly	Disagree	Neither disagree nor agree	Agree	Strongly
I am personally concerned about the effects of climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I stay well-informed about the effects of climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the face of sea level rise, I believe that Cape Lookout National Seashore should protect cultural resources in the park.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. How many times have you visited Cape Lookout National Seashore (including this visit)?

- (a) In last two years: _____ times
(b) In your lifetime: _____ times

20. 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

21. a) Are you Hispanic or Latino?

- Yes No

b) What is your race? Please mark one or more that apply

- American Indian or Alaskan Native
 Asian
 Black or African American
 Native Hawaiian or other Pacific Islander
 White

This question provides an opportunity for survey respondent to address any other issues, concerns, or problems that have not been addressed elsewhere.

22. Is there anything else you would like to tell us about management of Cape Lookout National Seashore?
