



2022 Socioeconomic Research of Cape Hatteras National Seashore

Report on 2022 Data Collection

Natural Resource Report NPS/CAHA/NRR—2023/2554





ON THIS PAGE

Semipalmated plover (*Charadrius semipalmatus*) along the beach.

NPS

ON THE COVER

Bodie Island Light Station.

NPS

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Natural Resource Report NPS/CAHA/NRR—2023/2554

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Abstract

A strong mandate and need for socioeconomic monitoring are expressed in the NPS strategic goals for science, in statements by the NPS leadership, and the report of the Second Century Commission. This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S; the current study uses outcomes from the first stage of the pilot program and progresses into a second stage of the pilot process at 24 NPS units across the United States. Cape Hatteras National Seashore (Cape Hatteras) was selected as one of these units. This report informs core issues of visitor use management and develops a deeper, contemporary understanding of who visits Cape Hatteras and what they do during their visit. It uses a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior: (1) an on-site intercept survey conducted via tablet, and (2) a follow up (mail-back and/or online survey) for full trip details. The results are organized by these two phases and are aimed to assist park managers in understanding current utilization and perception of park resources, operations and potential issues, as well as facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders.

Introduction

The National Park Service (NPS) has both a strong mandate and need for socioeconomic research. This is expressed in the NPS strategic goals for science, in statements by the NPS leadership, in the report of the Second Century Commission, and through the Department of the Interior priorities for 2018–2022. Additionally, a recent U.S. Government Accountability Office (GAO) report identified the needs to better understand and monitor customer experience dimensions where results more directly link to investments made. The need for socioeconomic research and monitoring also was identified in an external review of the NPS Social Science Program and supported in the 2008 Interior Appropriations Bill Joint Explanatory Statement.

This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S., previously described as “Phase One.” The current study uses outcomes from the 2015/16 pilot program and progresses into “Phase Two” of the pilot process at 24 NPS units across the United States. Cape Hatteras National Seashore (Cape Hatteras) was selected as one of these units. Phase Two seeks to further explore visitor demographics and characteristics, applying recommendations from the 2015/16 Phase One pilot program and validating instrument and method refinements. It is part of the program aimed to collect data from in-park visitors at a broad agency level in order to best represent information needs regarding visitors across the National Park System. Data collected during the 2022 Phase Two sampling period¹ is aimed to inform individual park managers of key information about their visitors and allow for analysis of data at the agency level for future implementation.

The purpose of this study is to inform core issues of visitor use management, management solutions, and to develop a current and deeper understanding of who visits Cape Hatteras National Seashore, what they do during their visit, and their spending profile. The results of the study are aimed to assist Cape Hatteras National Seashore managers in understanding current utilization and perception of park resources, operations, and issues that may exist due to increasing visitation, and facilitating communication and decision processes within the park and between the park and its local partners and stakeholders.

The study was conducted by a large-scale research team from Otak, Inc., RRC Associates, and the Institute for Tourism and Recreation Research at the University of Montana.

¹ It is important to note that during the 2022 Phase Two sampling period, some aspects of the visitor profiles (e.g., perceptions and behavior) may have been impacted, to varying degrees, by the COVID-19 pandemic.

Methods

The study used a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior:

- 1) an on-site intercept survey conducted via tablet, and
- 2) a follow-up (mail-back and/or online) survey for full trip details.

This comprehensive two-phase approach provides the necessary information to make on-the-ground decisions using immediate feedback from the intercept survey while also capturing key in-depth information on visitor spending profiles and trip characteristics for long-term planning. Additionally, the tablet survey was kept brief to ensure the visitor's experience was not altered. The methods also permit a larger sample to be collected on key questions of interest.

Study Area

The Cape Hatteras local area map is shown in Figure 1. The local area around Cape Hatteras consists of Dare, Hyde, Carteret, Currituck, and Tyrell counties in North Carolina. Within Cape Hatteras, the study area was comprised of 11 locations. Table 1 shows more details about sampling locations. The locations and volumes of surveyor effort were determined based on historic visitor volumes and distribution across the park's main areas.

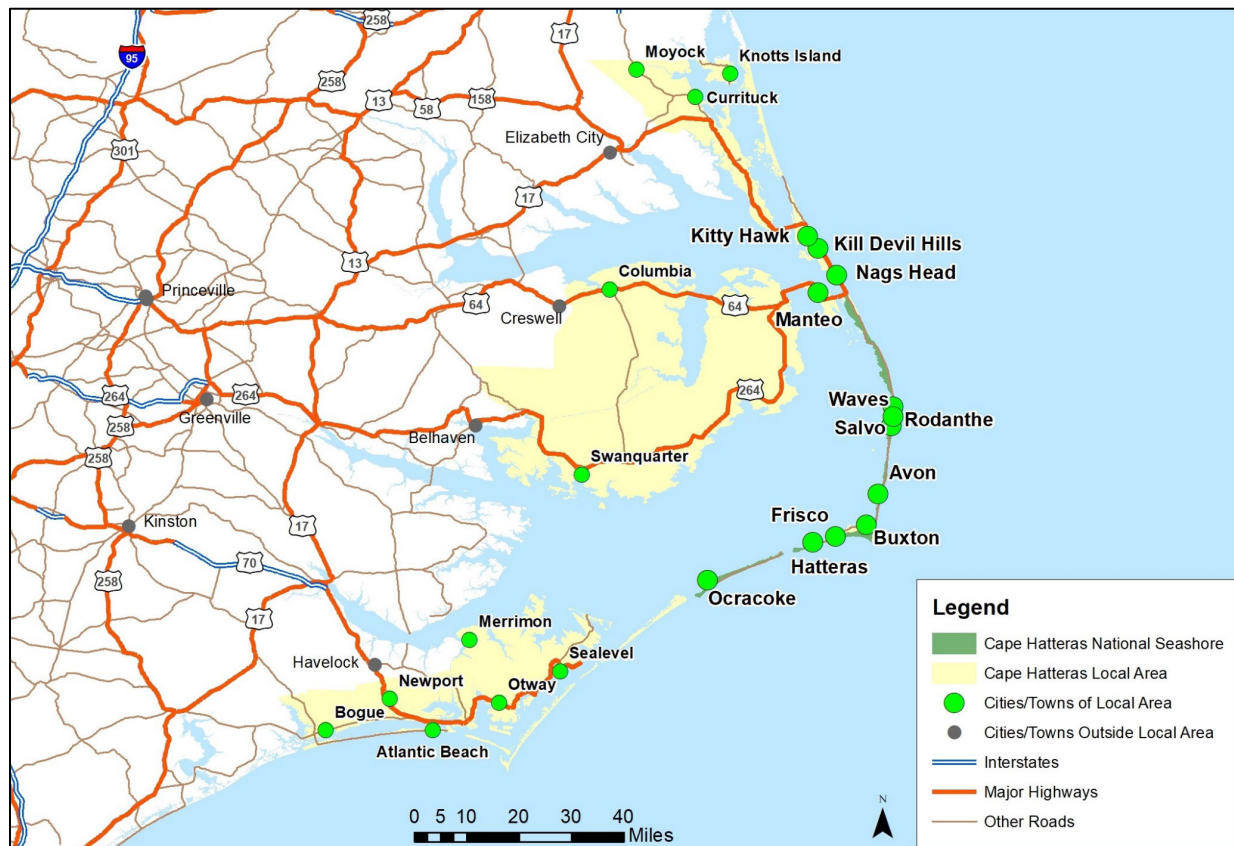


Figure 1. Cape Hatteras National Seashore local area map.

Table 1. Information about sampling locations in Cape Hatteras.

Intercept Site	Number of Completed Intercept Surveys	Percent of Completed Intercept Surveys
Whalebone Junction Information Center	51	3.2%
Coquina Beach	265	16.4%
Bodie Island Lighthouse	258	16.0%
Oregon Marina	150	9.3%
Hatteras Island Visitor Center	212	13.1%
Hatteras Island Lighthouse	7	0.4%
Salvo Day Use Area	255	15.8%
Frisco Day Use Area	153	9.5%
Haulover Day Use Area	96	5.9%
Cape Point	8	0.5%
Ferry from Hatteras Island to Ocracoke Island	162	10.0%

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey was developed to collect rapid visitor information via tablet-based responses, which were then analyzed and provided for park managers within several weeks of conclusion of data collection. This effort allowed for immediate management action if needed.

The intercept sampling was conducted during the period of July 23rd to August 1st, 2022. A sample of visitors were intercepted while visiting Cape Hatteras across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondents at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Cape Hatteras. If the visitor was eligible (at least 18 years of age, not a Cape Hatteras employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see [Nonresponse Bias Analysis](#)). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the nonresponse, and approach the next visitor group.

At the end of the intercept survey, visitors were invited to participate in a follow-up survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the follow-up survey and hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the follow-up survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

- 1) Complete refusal, refusing to answer any questions, including non-response bias questions;
- 2) Partial refusal, answering non-response questions but nothing further;
- 3) Complete intercept, but refuse to take follow-up;
- 4) Complete intercept and take follow-up.

During the sampling period, 7 surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Cape Hatteras. Each surveyor worked nine 7-hour days (six hours data collection and one-hour lunch break) and rotated between several sites. Each surveyor had one day off during the 10-day sampling window.

Table 2. Response outcomes — Cape Hatteras intercept Survey.

Outcome	Total
Eligible visitors contacted	2,015
Complete refusals	214
Partial refusals (non-response questions completed)	183
Intercept surveys completed	1,618
Follow-up surveys distributed	1,557
Intercept response rate	80.3%
Follow-up acceptance rate	96.2%

Mail-back/Online Survey

The follow-up mail-back/online survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to Cape Hatteras. This method extended data collection and asked participants to complete the survey after their visit either through a postage-paid envelope provided to them, or online via a provided survey link. The follow-up survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit. Both the intercept survey and the follow-up survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite tablet responses could be paired with their follow-up responses. Joining the two datasets provides a more complete picture of connecting in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all contacts about a week following the end of each data collection period. This postcard or email thanked them for their original participation and encouraged them to complete the follow-up if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rate for the follow-up mail-back/online survey.

Table 3. Response rate — Cape Hatteras follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	1,557
Valid follow-up surveys completed	361
Response rate	23.2%

Nonresponse Bias Analysis

To account for potential biases between respondents and nonrespondents, three questions were asked of eligible visitors contacted who did not wish to participate in the onsite intercept survey. These three questions can then be compared to both those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys. With an intercept survey response rate of 80.3%, concern over *intercept* nonresponse is muted. Tables 4 through 6 below show results of bias testing between intercept-only and full survey respondents.

Using a p-value of .05, the distribution of responses among full survey respondents and intercept-only respondents differed significantly for one question: 1) United States residency. Therefore, international residents are not as well represented in the full responses as desired.

Table 4. Non-Response bias question: “Are you a permanent or seasonal/second home resident of the local area around Cape Hatteras?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	46	12.9%	173	13.7%
No	311	87.1%	1088	86.3%

* p-value: 0.68

Table 5. Non-Response bias question: “Do you currently live in the United States?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	354	99.2%	1213	96.2%
No	3	0.8%	48	3.8%

* p-value: 0.01

Table 6. Non-Response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Cape Hatteras and/or within the local area?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept- only respondents	Percent: Intercept- only respondents
Yes	305	85.4%	1064	84.4%
No	52	14.6%	196	15.6%

* p-value: 0.65

Results

Intercept Survey Results

The following section provides results of the 1,618 visitor intercept surveys conducted in Cape Hatteras National Seashore from July 23rd to August 1st, 2022. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than n=30. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around Cape Hatteras. If they did not reside permanently or seasonally in the local area, they were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

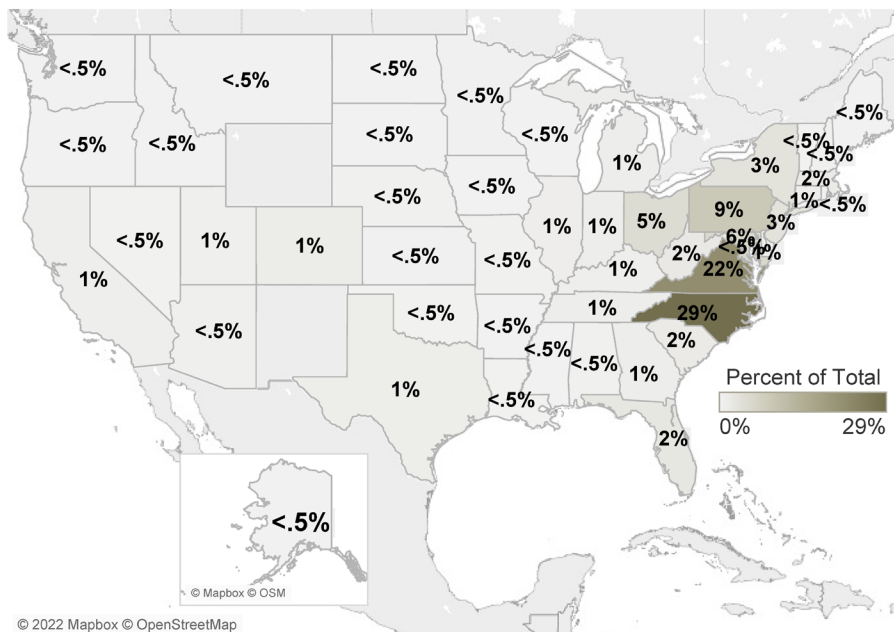
Are you a permanent or seasonal/second home resident of the local area around Cape Hatteras National Seashore?



Do you currently live in the United States?



Respondent States (Percentage of U.S. respondents only)



Top 10 States

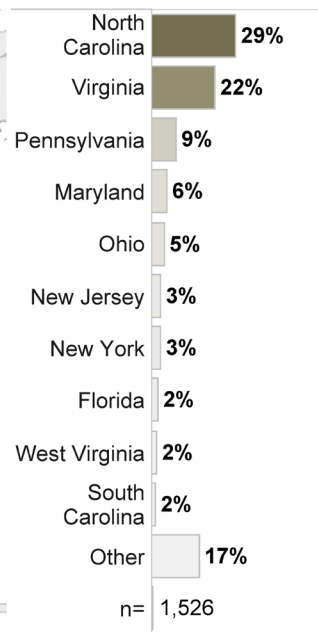


Figure 2. Visitor local residency status and geographic origin of domestic visitors to Cape Hatteras.

- A small percentage of respondents (a combined 14%) stated that they were either permanent or seasonal residents of the local area around Cape Hatteras.
- There was a large geographic concentration of visitors from North Carolina (where Cape Hatteras is located).
- Among the 97% of respondents currently residing in the U.S., 29% reside in North Carolina, followed by 22% in Virginia.

Question 3: Trip Purpose

If respondents indicated that they were not permanent or seasonal residents of the local area, they were asked about the overall purpose for their trip away from home (Figure 3).

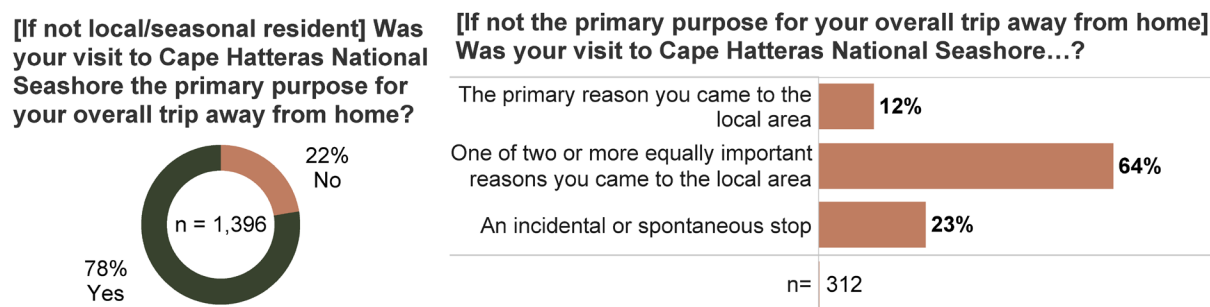


Figure 3. Role of Cape Hatteras in overall trip purpose.

- For over three quarters of non-local respondents (78%), visiting Cape Hatteras was the primary purpose for their overall trip away from home.
- Among those respondents for whom Cape Hatteras was not their primary trip purpose, 64% stated that their visit to Cape Hatteras was one of two or more equally important reasons they came to the local area, while another 23% indicated that it was an incidental or spontaneous stop.

Question 4: Length of Stay

If respondents indicated that they were not permanent or seasonal residents of the local area around Cape Hatteras, they were asked how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area. Responses to both of these questions are depicted in Figure 4.

[If not local/seasonal resident] How many days are you planning to spend in the local area (including the days you spend in Cape Hatteras National Seashore) on this trip away from home?

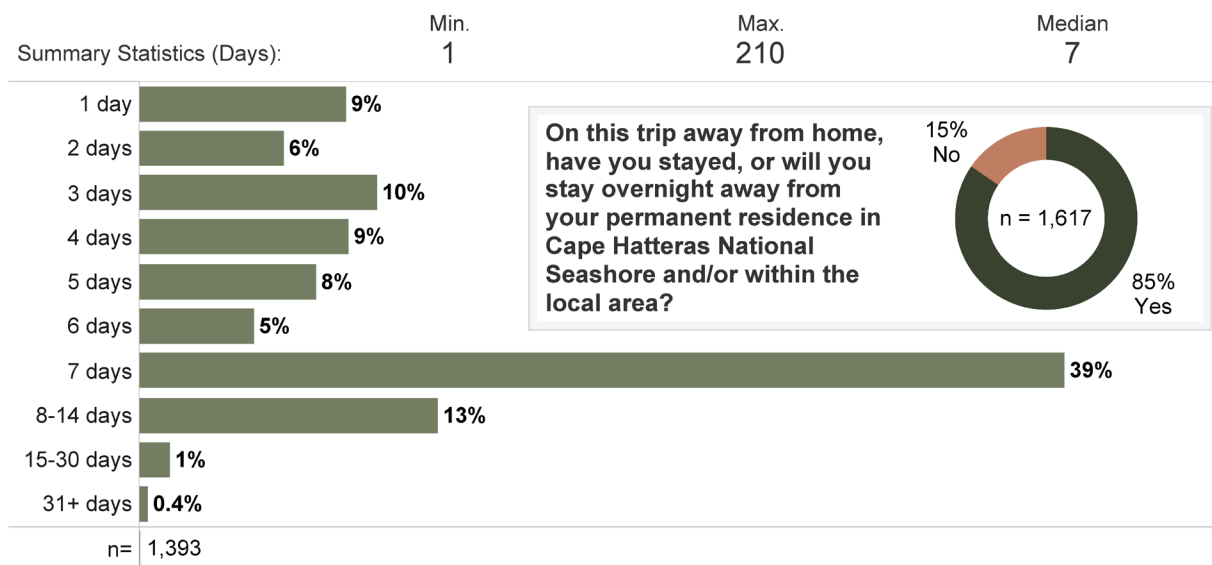


Figure 4. Time spent in the local area around Cape Hatteras.

- More than one-third of non-local respondents (39%) spent seven days in the local area, while 13% spent 8–14 days. The median length of stay was 7 days.
- Additionally, a majority of all respondents (85%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 5–6: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 5).

[If staying overnight in local area] On this trip, what type of accommodations do you expect to use while in the local area? Please mark all that apply

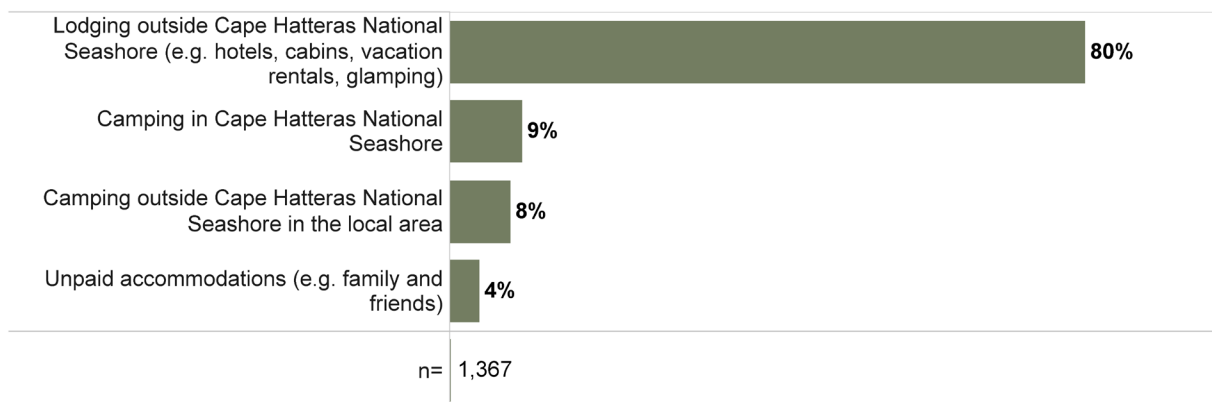


Figure 5. Accommodation types used in the local area around Cape Hatteras.

- Most overnight respondents (80%) stayed in lodging outside Cape Hatteras National Seashore.
- This was followed in prevalence by camping in Cape Hatteras National Seashore (9%), and camping outside Cape Hatteras National Seashore (8%).

Respondents who camped in Cape Hatteras were asked in which campground(s) they had stayed or planned to stay (Figure 6).

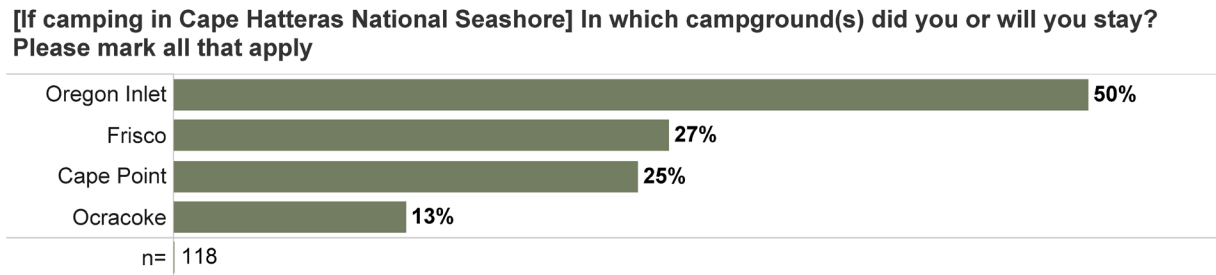


Figure 6. Campground use within Cape Hatteras.

- Half of the respondents who camped in Cape Hatteras National Seashore indicated they camped or would camp at Oregon Inlet.
- Over a quarter of respondents who camped in Cape Hatteras National Seashore (27%) indicated they stayed or would stay at Frisco campground, while 25% indicated they had camped or would camp at Cape Point campground.

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 7).

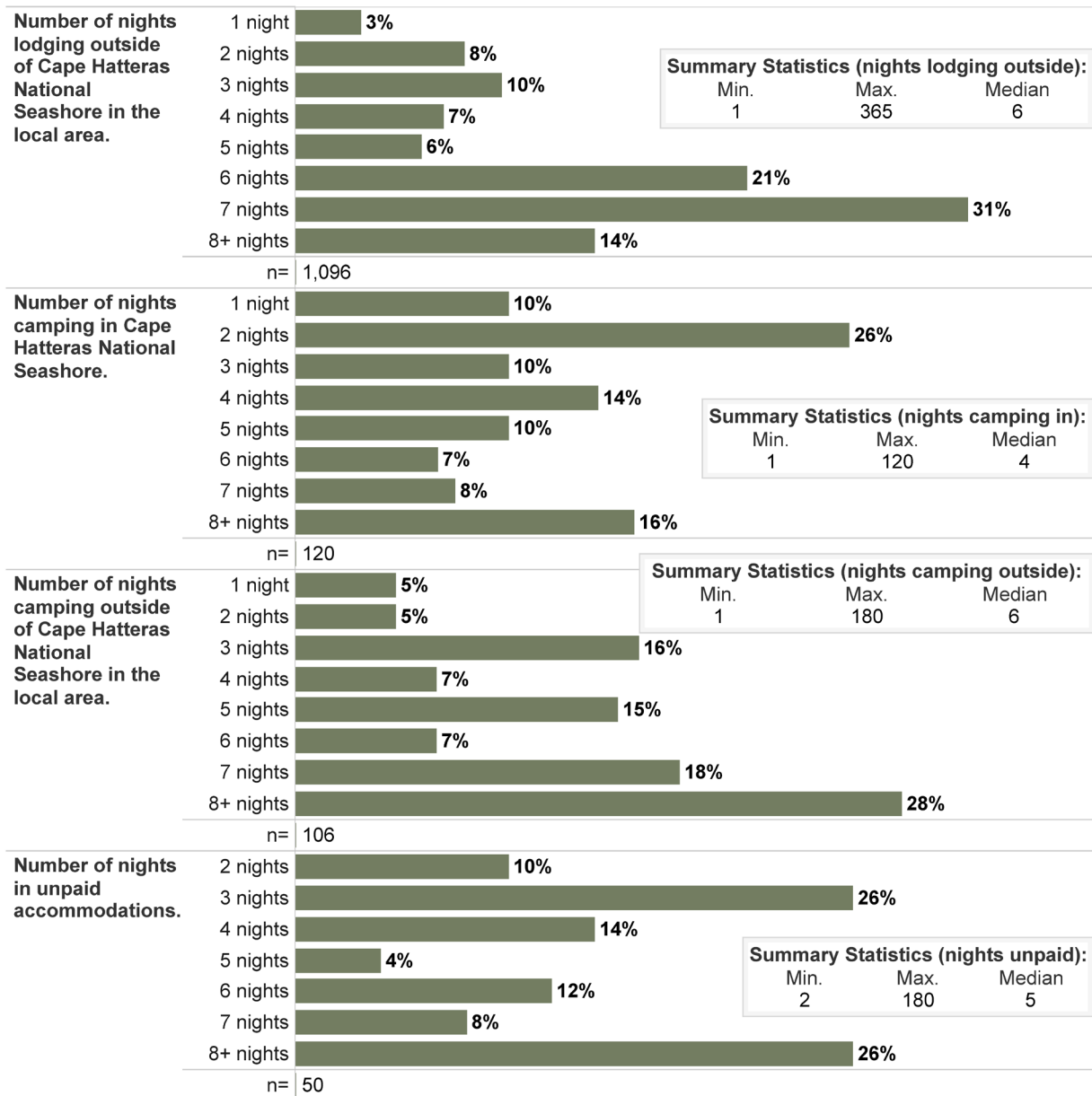


Figure 7. Number of nights spent in the local area around Cape Hatteras, by accommodation type. Tabular data shown in this figure are presented in Appendix A, [Table A-1](#).

- Among the 80% of overnight respondents who lodged outside of Cape Hatteras in the local area (per Figure 5), the median length of stay was 6 nights. Nearly half (45%) lodged 7 nights or more in the local area this trip.
- Among the 9% of overnight respondents who camped in Cape Hatteras (per Figure 5), the median length of stay was 4 nights. More than one-third (36%) of campers were spending 2 nights or fewer camping in the park this trip; 46% spent 3 nights or fewer.
- Among the 8% of overnight respondents who camped outside of Cape Hatteras (per Figure 5), the median length of stay was 6 nights. Nearly half (46%) stayed 7 nights or more.

- Among the 4% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), the median length of stay was 5 nights. There was much broader spread in length of overnight stay among those staying in unpaid accommodations than those in paid options, however over one third (36%) stayed 3 nights or less, while about a quarter (26%) stayed 8 or more nights.

Questions 9–11: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Cape Hatteras (Figure 8). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but visitors were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

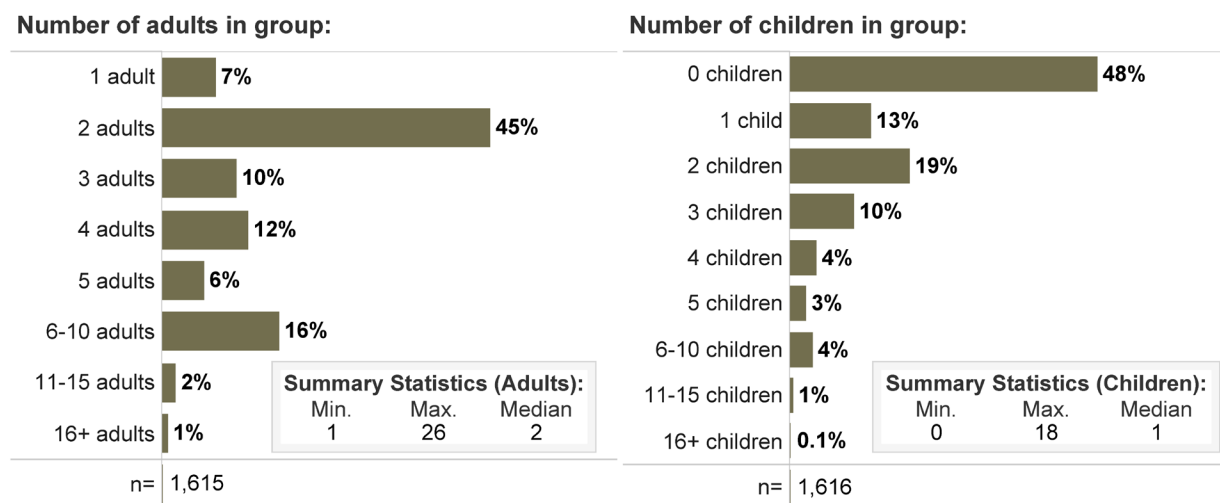


Figure 8. Number of adults and children in respondent's personal group while visiting Cape Hatteras. Tabular data shown in this figure are presented in Appendix A, [Table A-2](#).

- The median number of adults per group was 2. A plurality of groups (45%) included 2 adults.
- Nearly half of groups (48%) did not include any children.

Respondents were then asked to provide the age of each member of their group (Figure 9).

What are the ages of each of the adults and children in your group?

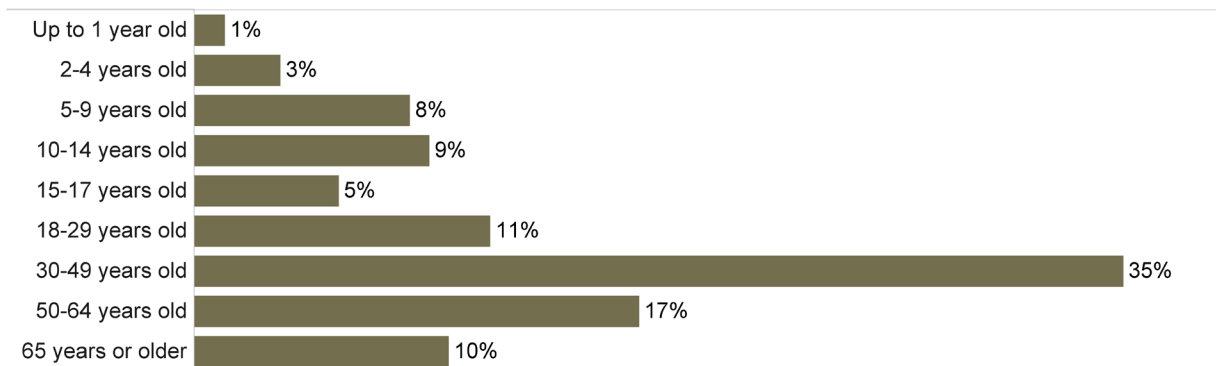


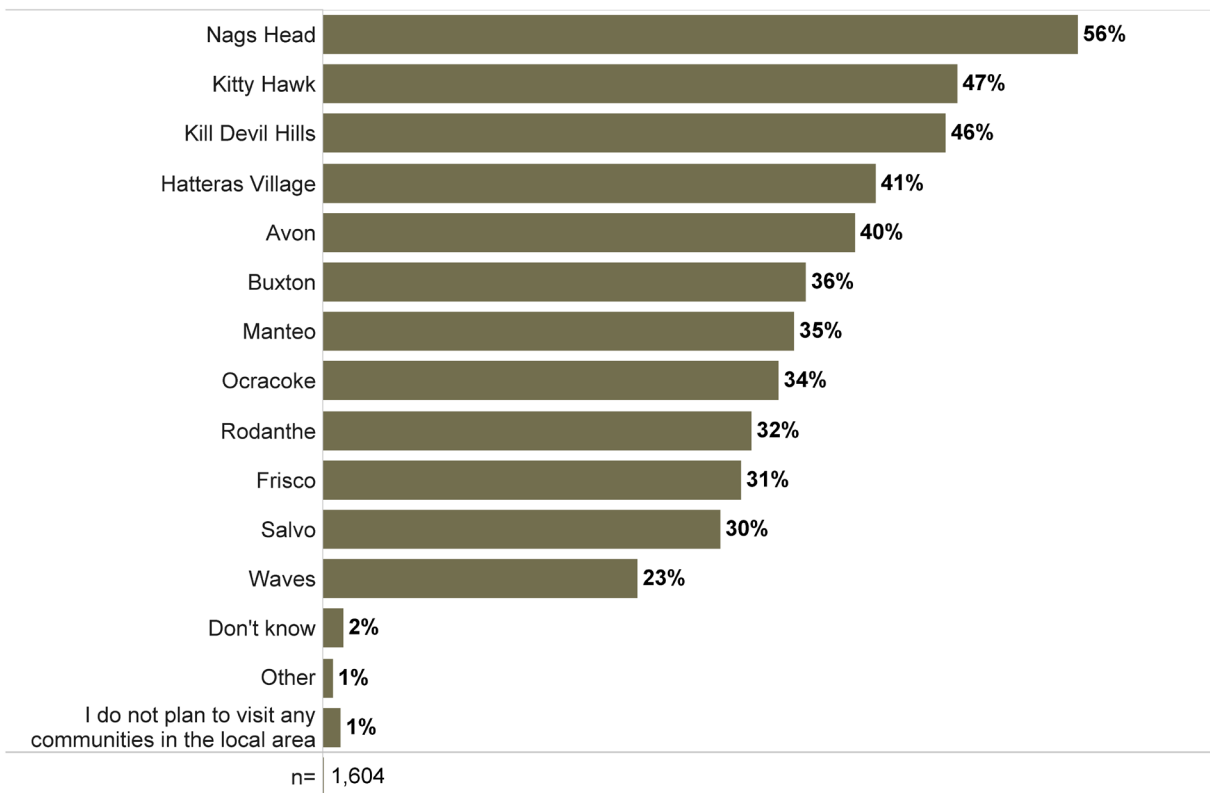
Figure 9. Age distribution of all members of respondent's personal group while visiting Cape Hatteras.

- The most common age of the adults and children in a personal group was 30–49 years old (35%), followed by 50–64 years old (17%), and 18–29 years old (11%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of 26% of group members.

Questions 13–14: Local Communities

To build a more detailed understanding of the impact of Cape Hatteras on the surrounding local area, respondents were given a list of nearby communities and asked which one(s), if any, they had already visited or planned to visit during their trip. Visiting a community was defined as stopping to do or buy anything, such as purchasing gas or groceries or dining. Those respondents who had previously indicated that they were staying overnight in the local area outside Cape Hatteras (i.e., paid lodging outside the park, camping outside the park, or staying in unpaid accommodation outside the park) were then asked which local community (or communities) from that list was (or were) closest to their accommodations. Responses to both of these questions are shown in Figure 10, below.

Which communities have you already visited or do you plan to visit outside Cape Hatteras National Seashore while in the local area? Please mark all that apply



What communities are closest to where you stayed or are staying at your accommodation(s) outside Cape Hatteras National Seashore in the local area? Please mark all that apply

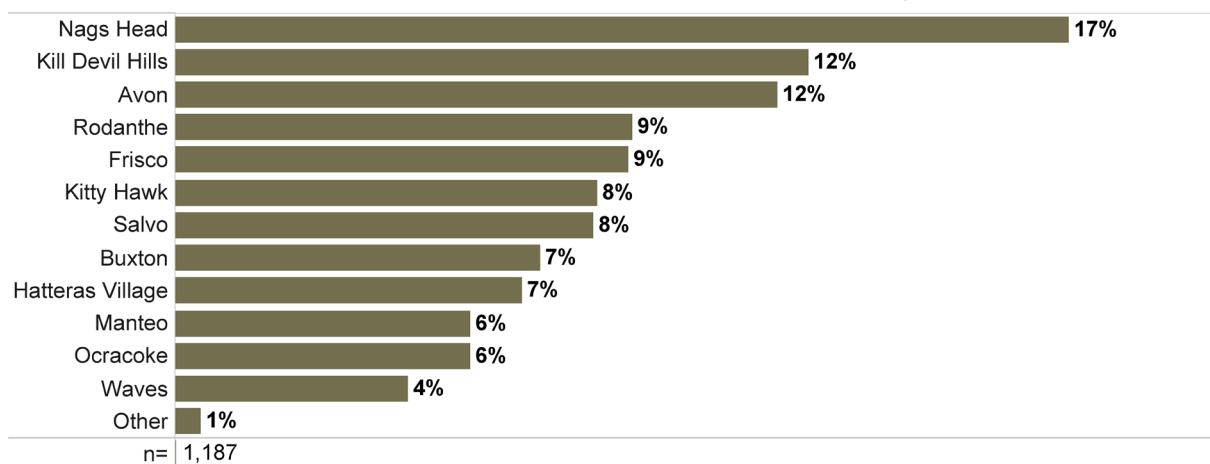


Figure 10. Communities visited outside Cape Hatteras while in the local area.

- A majority of respondents (56%) visited the community of Nags Head. More than one-third of respondents indicated they visited Kitty Hawk (47%), Kill Devil Hills (46%), Hatteras Village (41%), Avon (40%), Buxton (36%), Manteo (35%), and Ocracoke (34%).

- Visitors who stayed in accommodations outside Cape Hatteras were most likely to stay in Nags Head (17%), Kill Devil Hills (12%), and Avon (12%).

Questions 15–18: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit Cape Hatteras for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 11 and Table 7).

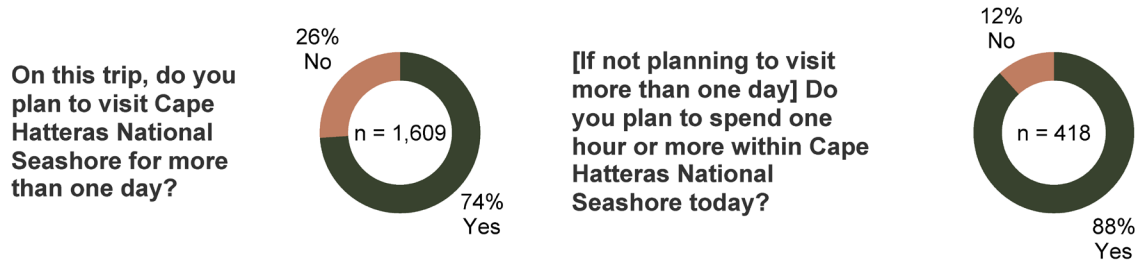


Figure 11. Duration of the respondent's trip to Cape Hatteras.

Table 7. Amount of time spent within Cape Hatteras.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Cape Hatteras today?	44	1	59	30
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Cape Hatteras today?	367	1	18	3
[If planning to visit at least one day] How many days do you plan to spend within Cape Hatteras on this trip?	1192	1	1000	6
[If planning to visit at least one day] On how many different days do you expect to enter the park?	1191	1	1000	2

- While visiting Cape Hatteras, most visitors (74%) planned to spend more than one day in the park.
- Among the 26% of visitors who did not spend more than a day in Cape Hatteras, most (88%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was 3 hours.
- The remaining 74% of visitors planned to visit for more than one day; among those visitors, the median length of stay was 6 days.
- Those respondents who spent at least one day in the park were also asked on how many different days they expected to enter the park; the median answer was 2 days.

Next, respondents were asked to indicate the most recent entrance they used to enter Cape Hatteras (Figure 12).

Which was the most recent entrance you used to enter Cape Hatteras National Seashore?

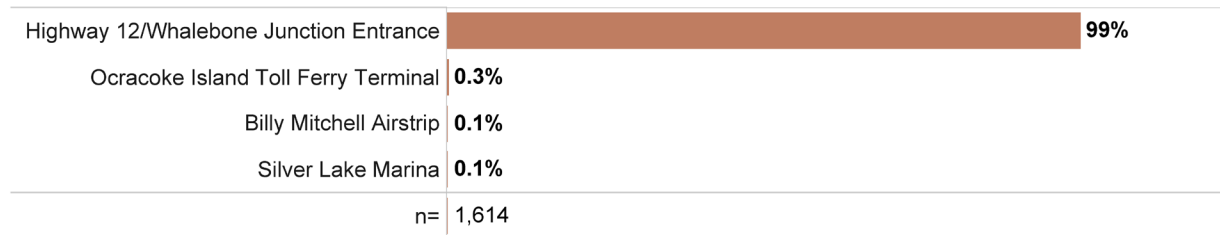


Figure 12. Most recent entrance used to enter Cape Hatteras.

- Highway 12/Whalebone Junction was the most commonly used entrance to Cape Hatteras (99%).
- Only very small percentages of visitors (<1%) used other entrances to Cape Hatteras.

Respondents were also presented with a list of locations within Cape Hatteras and asked to indicate if they had been to, or planned to visit them, that day (Figure 13).

Considering your visit today, have you been to or do you plan to visit any of the following locations within Cape Hatteras National Seashore? Please mark all that apply

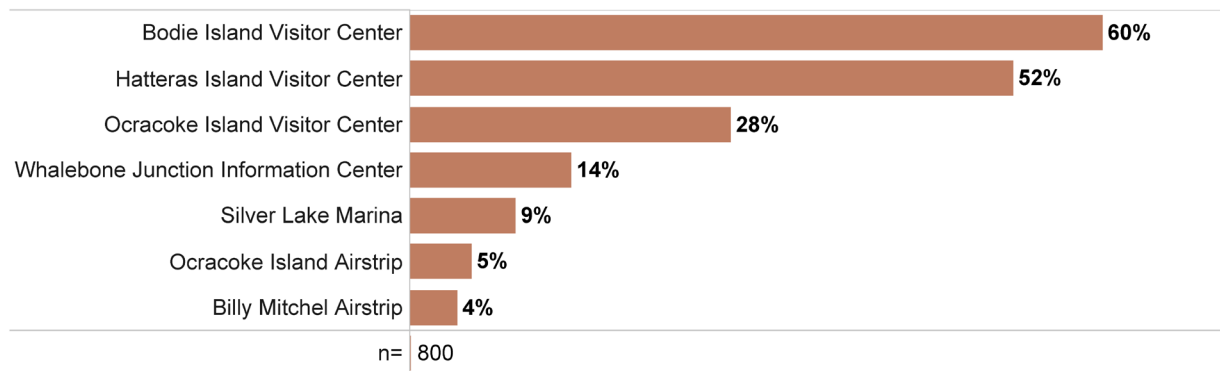


Figure 13. Park locations visited during the most recent trip to Cape Hatteras.

- The most commonly visited location in Cape Hatteras was Bodie Island Visitor Center (60% of respondents had either been there or planned to visit it on their trip), followed by Hatteras Island Visitor Center (52%) and Ocracoke Island Visitor Center (28%).
- Billy Mitchel Airstrip was the least-visited location from the list provided, with only 4% of respondents reporting having visited or planning to visit.

Question 19: Transportation

Visitors were asked about the form of transportation they used to enter Cape Hatteras on the day they were surveyed (Figure 14).

Which of the following forms of transportation did you personally use to arrive or enter Cape Hatteras National Seashore today?

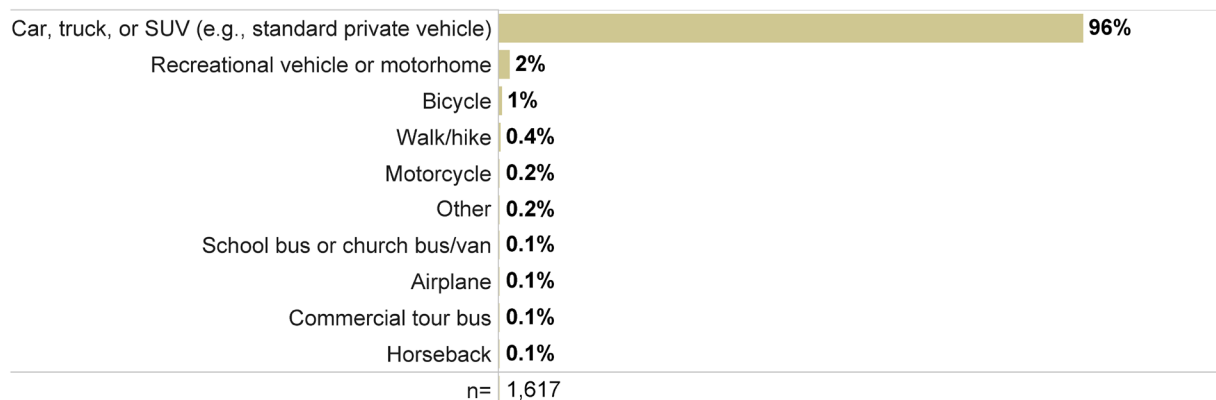
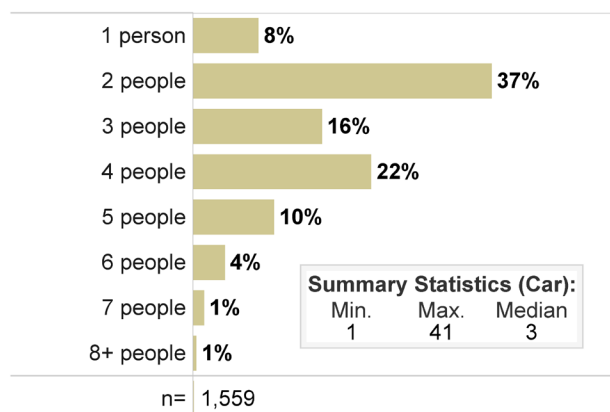


Figure 14. Form of transportation used to enter Cape Hatteras on the day of the survey.

- The vast majority of respondents (96%) reported that they used their car, truck, or SUV to enter Cape Hatteras on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (2%), and bicycles (1%).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV; recreational vehicle or motorhome; or motorcycle), they were asked to indicate how many people were travelling in or on that vehicle (Figure 15).

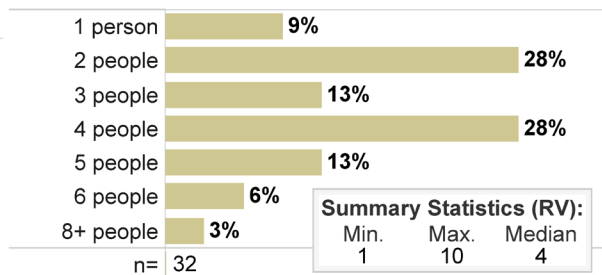
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Cape Hatteras National Seashore?



Summary Statistics (Car):
Min. 1 Max. 41 Median 3

Summary Statistics (Motorcycle):
Min. 1 Max. 1 Median 1

[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Cape Hatteras National Seashore?



Summary Statistics (RV):
Min. 1 Max. 10 Median 4

[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Cape Hatteras National Seashore?



Figure 15. Number of people in or on respondent's vehicle when entering Cape Hatteras. Tabular data shown in this figure are presented in Appendix A, [Table A-3](#).

- More than one-third of respondents (37%) traveling by car reported 2 people. The next common group size was 4 people (22%), followed by 3 people (16%).
- Just over a quarter of respondents entering Cape Hatteras by RV/motorhome reported travelling in a group of 2 or 4 people (28% each), followed by 3 or 5 people (13% each) or 1 person (9%).
- All motorcyclists (100%) were traveling on their own.

Question 21: Previous Visits to Cape Hatteras

Respondents were asked if they were first time visitors to Cape Hatteras. Repeat visitors were then asked how many visits they have made to Cape Hatteras in the last 12 months and the last five years (Figure 16).

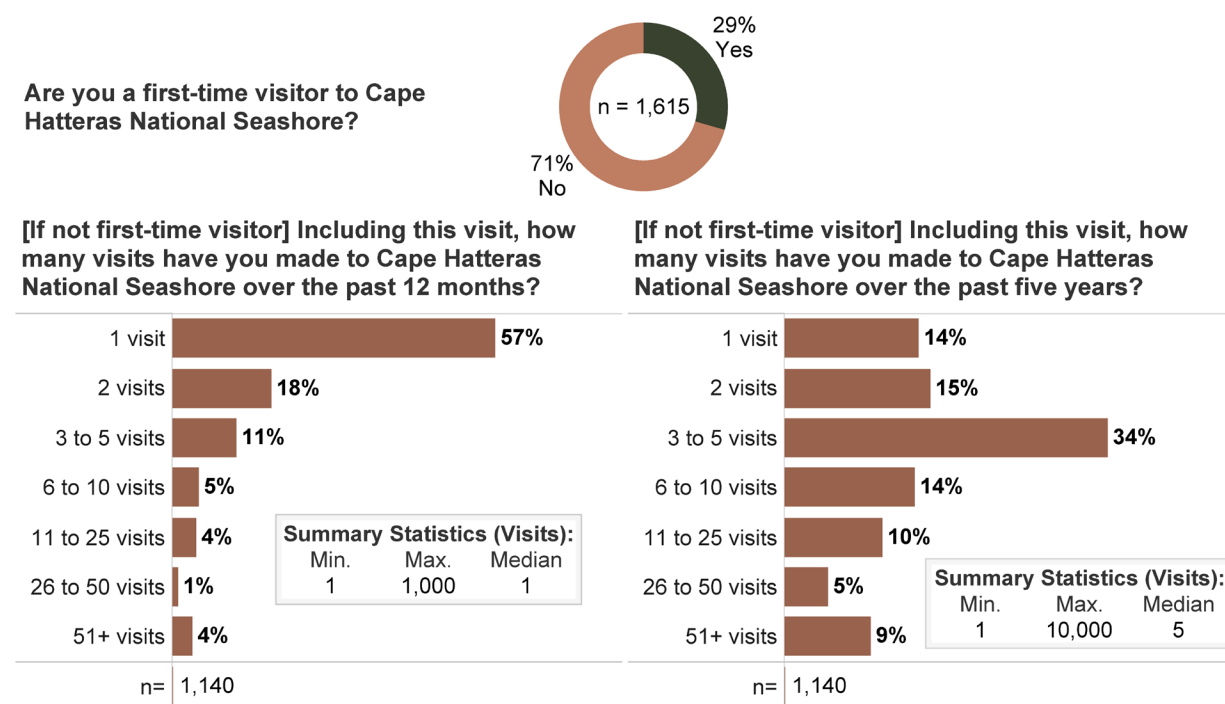


Figure 16. Previous visits to Cape Hatteras. Tabular data shown in this figure are presented in Appendix A, [Table A-4](#).

- About a quarter of respondents (29%) were on their first ever trip to Cape Hatteras.
- Among the 71% of respondents who were repeat visitors, the majority (57%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, most repeat visitors (86%) had visited at least one prior time in the past 5 years.
- The median number of visits made in the past 5 years was 5, including the current trip; 24% of repeat visitors had made more than 10 visits in the past 5 years.

Question 22: Previous Visits to Other NPS Units

Finally, respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 17).

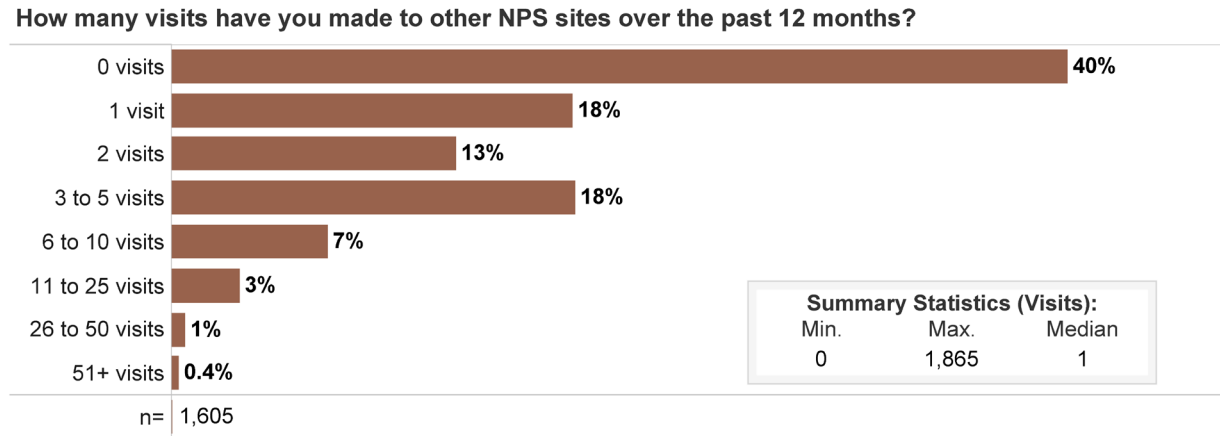


Figure 17. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, [Table A-5](#).

- A majority (60%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was 1, though a combined 29.4% had made 3 or more visits in the past year.

Follow-up Survey Results

The following section provides results of the 361 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Cape Hatteras National Seashore in Summer of 2022.

Again, caution is recommended in the interpretation of figures with sample size lower than n=30, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information about Cape Hatteras

First, respondents were asked what sources they used to obtain information about Cape Hatteras prior to their trip, and whether they had the information they needed on their trip (Figure 18).

Prior to this trip, how did you obtain information about Cape Hatteras National Seashore? Please mark all that apply

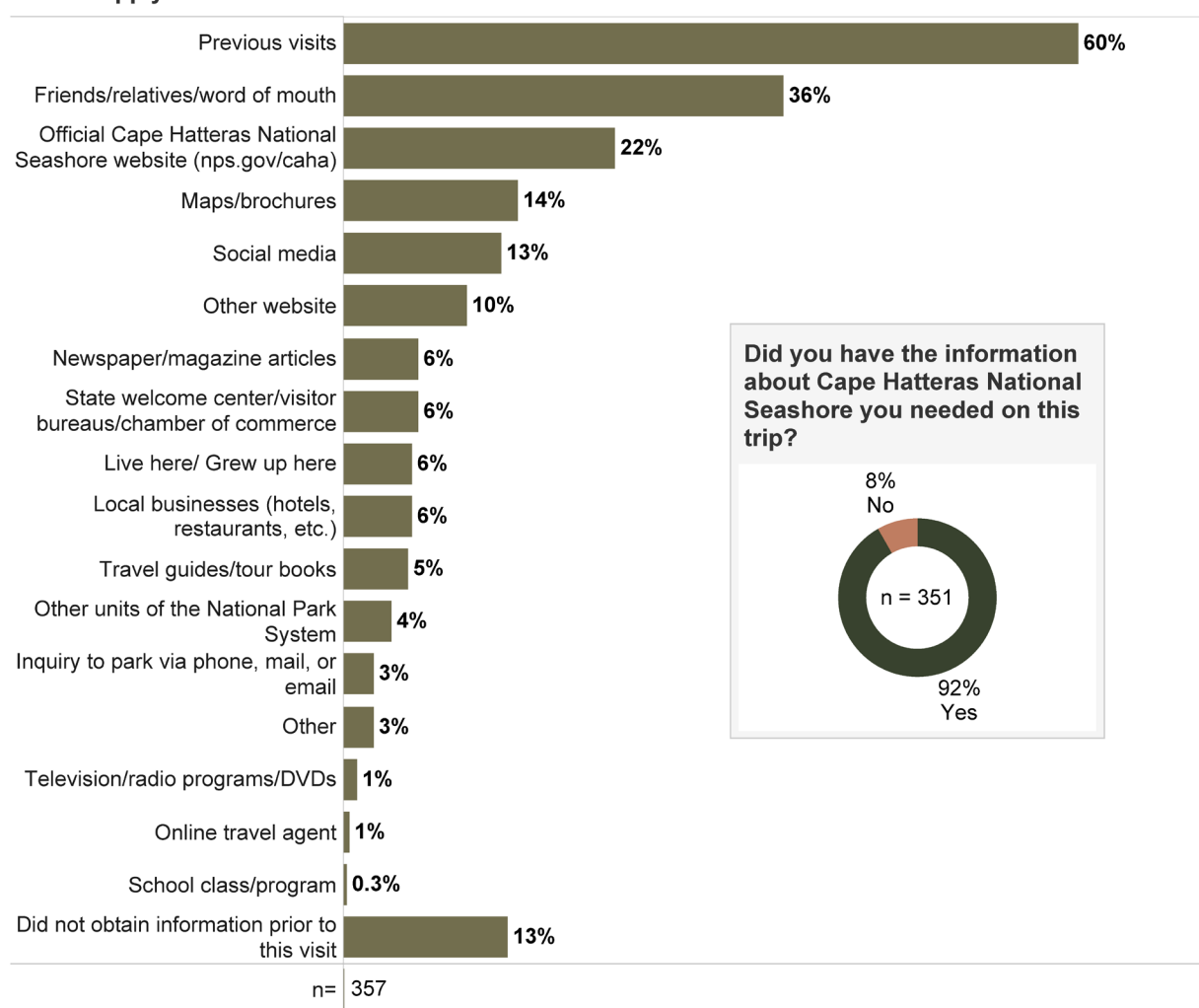


Figure 18. Sources used to obtain information about Cape Hatteras prior to the trip.

- The most used resource was previous visits, with 60% of respondents reportedly using it. The second most common source was friends/relatives/word of mouth (36%), followed by the

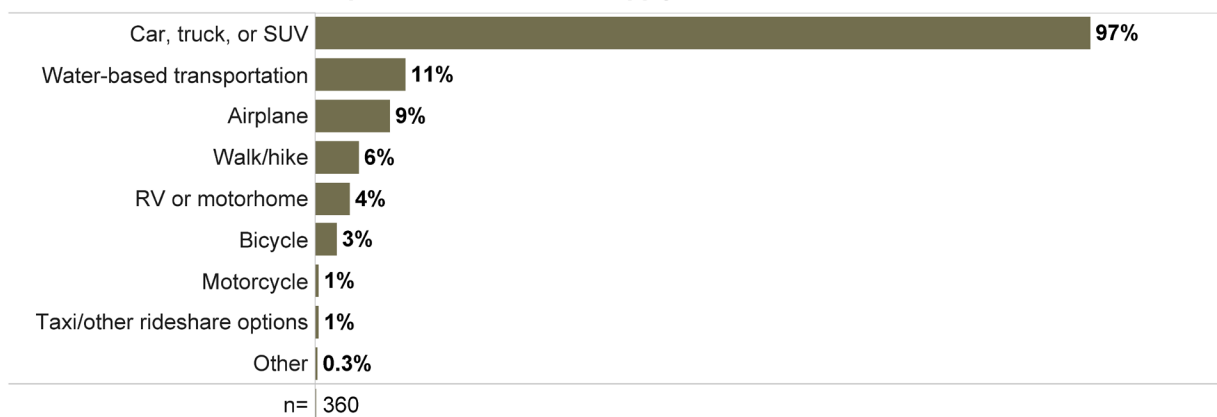
official Cape Hatteras National Seashore website (22%), maps/brochures (14%), and social media (13%).

- In a follow-up question, 92% of respondents said that they had the information about Cape Hatteras that they needed on their trip, while 8% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate. These comments are provided as an accompanying document for review.

Question 3: Transportation

While in the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept, the follow-up survey asked respondents to select all forms of transportation they personally used to travel from their home to Cape Hatteras on their trip (Figure 19).

Please list all forms of transportation you personally used to travel from your home to Cape Hatteras National Seashore on this trip. Please mark all that apply



[If used water-based transportation] Type(s) used. Please mark all that apply



Figure 19. Forms of transportation used to travel from home to Cape Hatteras on the recent trip.

- Nearly all respondents (97%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Cape Hatteras.
- The second most common mode of travel was water-based transportation (11%), followed by airplane (9%).

- Of those visitors who used water-based transportation at some point during their trip from home to Cape Hatteras, 90% used a ferry.

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Cape Hatteras on the day of the survey (Figure 20).

What type of group were you with, during your visit to Cape Hatteras National Seashore on the day you were contacted for this survey?

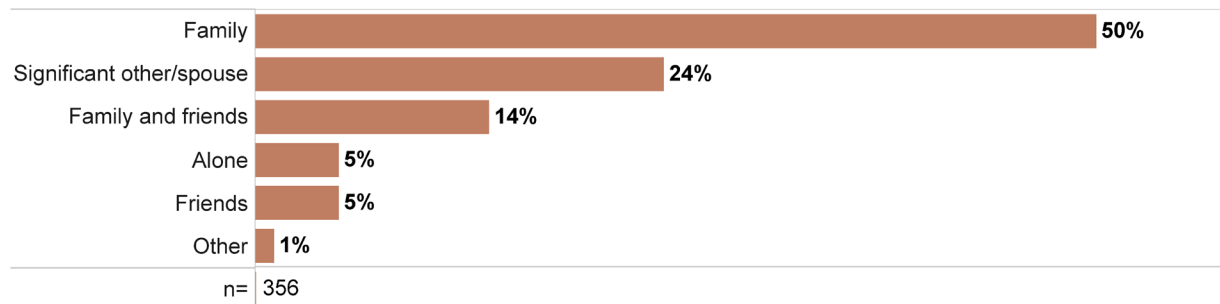


Figure 20. Travel party composition during Cape Hatteras visit.

- Half of respondents (50%) visited Cape Hatteras with their family on the day of the survey.
- Nearly a quarter of respondents (24%) explored Cape Hatteras with their significant other or spouse, and another 14% visited the park with their family and friends.

Question 10: Entrance Fees

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to Cape Hatteras² (Figure 21).

² Cape Hatteras does not charge an entrance fee. However, this question was asked as part of the standard survey fielded at units across the NPS system.

On this trip to Cape Hatteras National Seashore, which one of the following entrance fees applied to you personally?

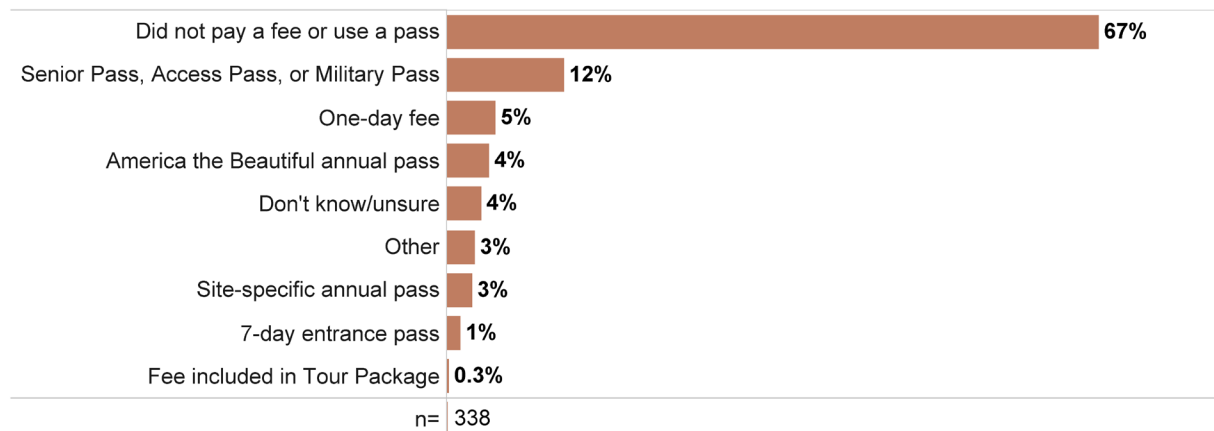


Figure 21. Entrance fees to enter Cape Hatteras on the most recent trip.

- Two-thirds of respondents (67%) reported not paying a fee or using a pass, while 12% entered using a Senior Pass, Access Pass, or Military Pass.
- In contrast, 9% of respondents entered using a Cape Hatteras-specific pass or fee (i.e., annual pass, 7-day, or single-day entrance fee).

Questions 12–14: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 22).

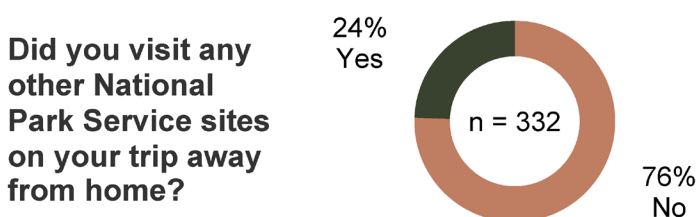
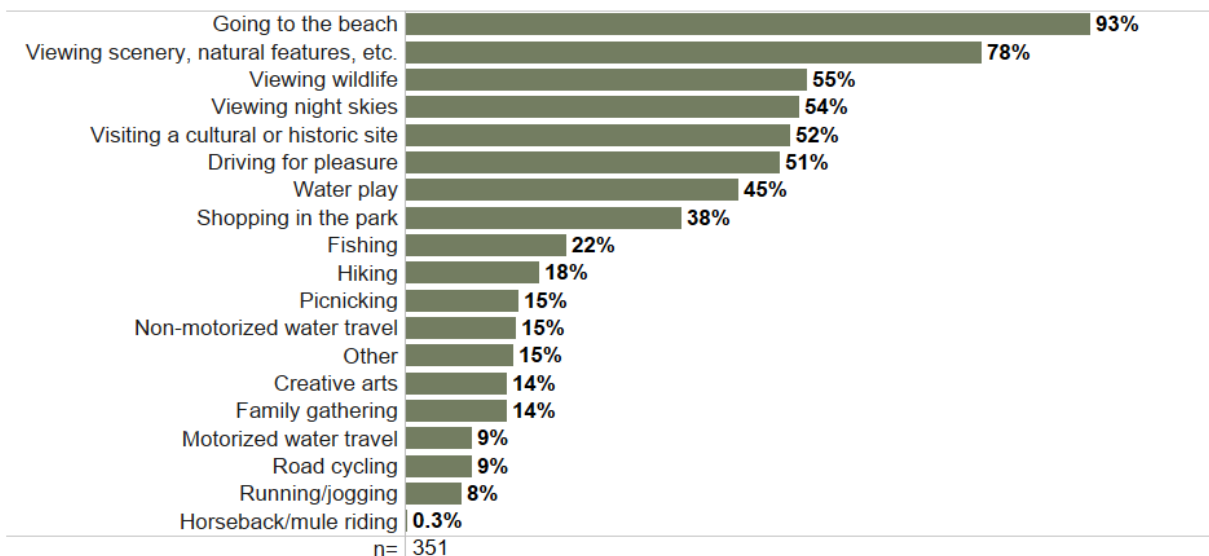


Figure 22. NPS sites visited on trip away from home.

- Nearly a quarter (24%) of all respondents had visited other NPS sites on their trip, while 76% identified Cape Hatteras as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s). These comments are provided in an accompanying document.

Survey respondents were then asked to identify all activities that they participated in while visiting Cape Hatteras, and which of those was their primary activity (Figure 23).

On this trip, in which of the following activities did you personally participate in while visiting Cape Hatteras National Seashore? Please mark all that apply



And which was your primary activity during your visit to Cape Hatteras National Seashore on the day you were contacted for this survey?

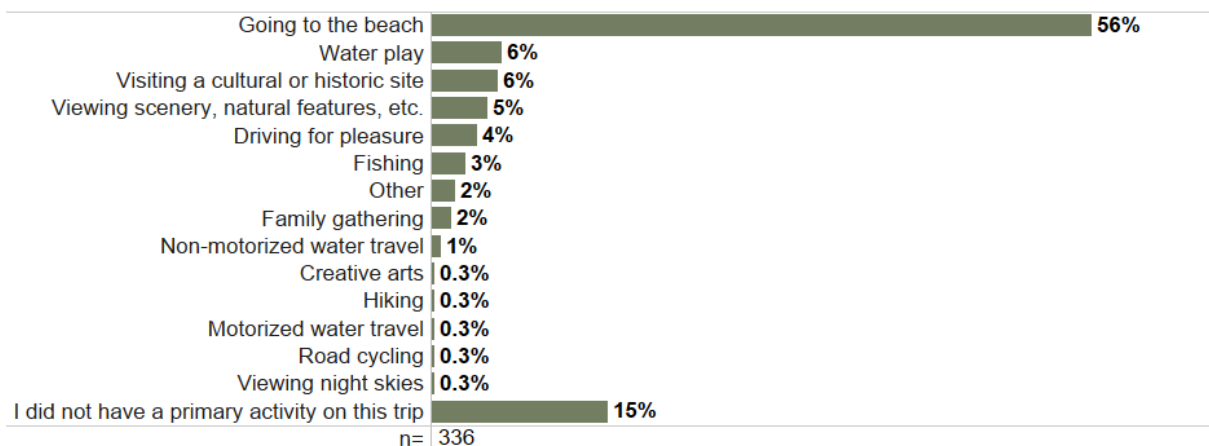


Figure 23. Participation in activities at Cape Hatteras.

- Almost all visitors reported going to the beach (93%), while a majority reported viewing scenery, natural features, etc. (78%), viewing wildlife (55%), viewing night skies (54%), visiting a cultural or historic site (52%) and driving for pleasure (51%).
- Motorized water travel, road cycling, running/jogging, and horseback/mule riding were all uncommon activities (reported by fewer than 10% of respondents).
- The majority of respondents (56%) reported going to the beach as their primary activity, followed by water play and visiting a cultural or historic site (6% each).

Questions 15–16: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Cape Hatteras on their trip, then asked which of those was the most important reason for them to visit Cape Hatteras (Figure 24).

How important to you were each of the following reasons or motivations for visiting Cape Hatteras National Seashore on this trip?

Rating Category	n=	1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To spend time with family/friends	341	4%	3%	9%	20%	64%
To relax	343	3%	2%	8%	30%	57%
To view wildlife or natural scenery	338	6%	5%	25%	34%	30%
To hear the sounds of nature/quiet	340	11%	11%	23%	31%	25%
To view dark night sky/stars	325	19%	18%	21%	22%	21%
To experience solitude	341	21%	12%	22%	25%	19%
To get physical exercise	338	11%	16%	34%	21%	18%
To visit a National Park Service site	335	20%	17%	27%	21%	15%
To learn more about American history and culture	337	19%	18%	28%	21%	14%
To learn more about nature	332	18%	17%	32%	21%	11%
Other (if specified)	33	18%		6%	9%	67%

And which was the most important reason for you to visit Cape Hatteras National Seashore on this trip?

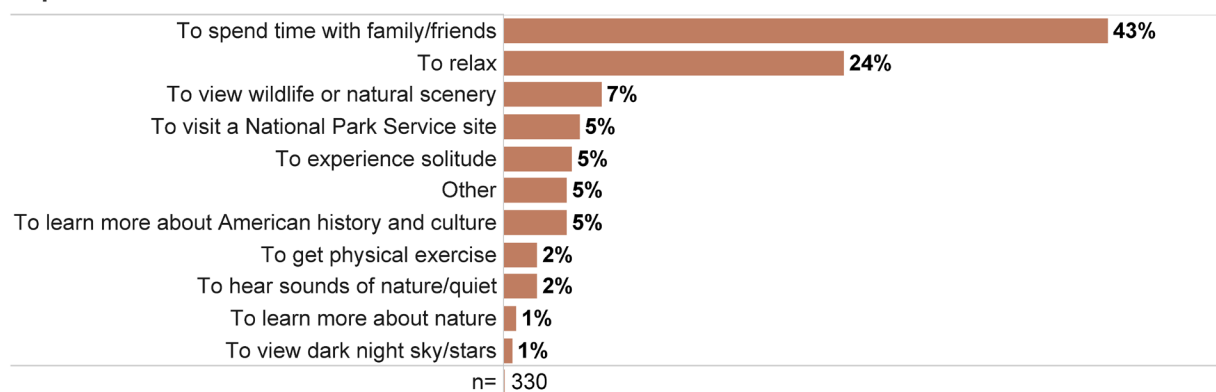


Figure 24. Reasons or motivations to visit Cape Hatteras. Tabular data shown in this figure are presented in Appendix A, [Table A-6](#).

- Most visitors chose to spend time with family/friends (64%) and to relax (57%) as extremely important reasons for their trip to Cape Hatteras.
- Other important reasons were to view wildlife and natural scenery and to hear the sounds of nature/quiet (30% and 25% of respondents, respectively, rated them as extremely important).

- The least important reasons were to learn more about American history and culture and to learn more about nature (only 14% and 11% of respondents, respectively, reported them as extremely important, and 19% and 18% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was to spend time with family/friends (43%), followed by to relax (24%).

Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in in Cape Hatteras during their trip (Figure 25).

On this trip, in which of the following programs and services did you personally participate within Cape Hatteras National Seashore? Please mark all that apply

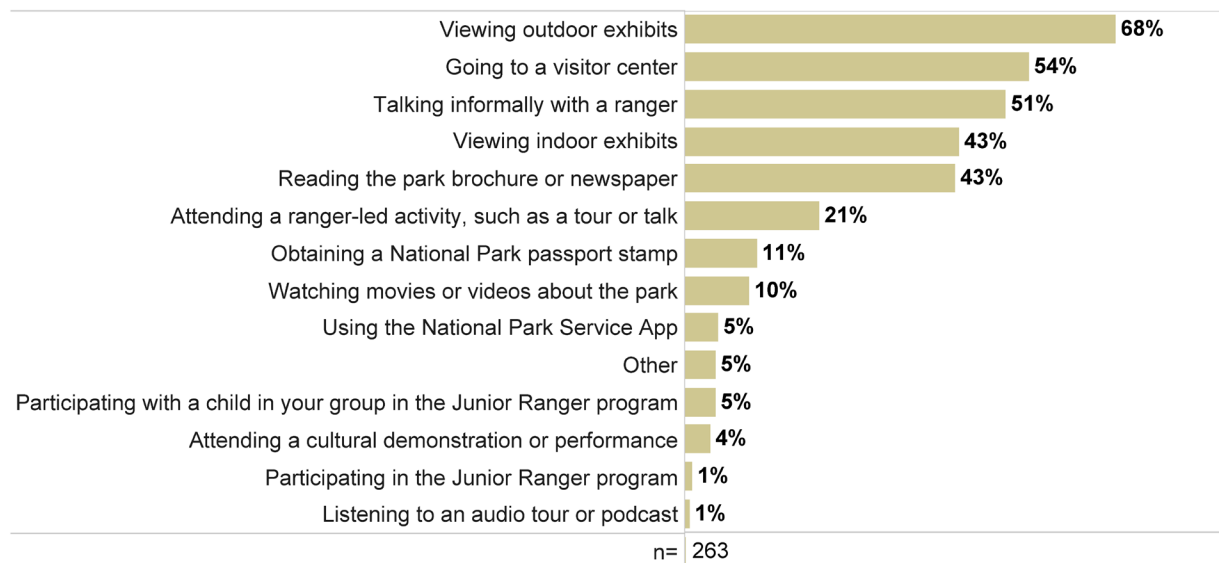


Figure 25. Programs participated while visiting Cape Hatteras.

- The most-used program was viewing outdoor exhibits with 68% of visitors reporting participating in this program.
- Two other programs were engaged in by over half of respondents: going to a visitors center (54%) and talking informally with a ranger (51%).

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 26).

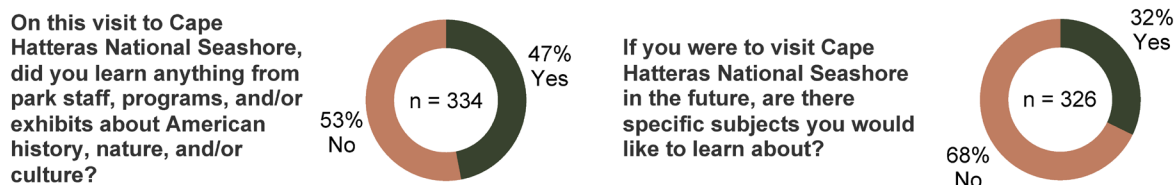


Figure 26. Learning.

- Nearly half of respondents (47%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- About one-third of respondents (32%) reported that if they were to visit Cape Hatteras in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate. These comments are provided as an accompanying document for review.

Questions 20–21: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Cape Hatteras (Figure 27).

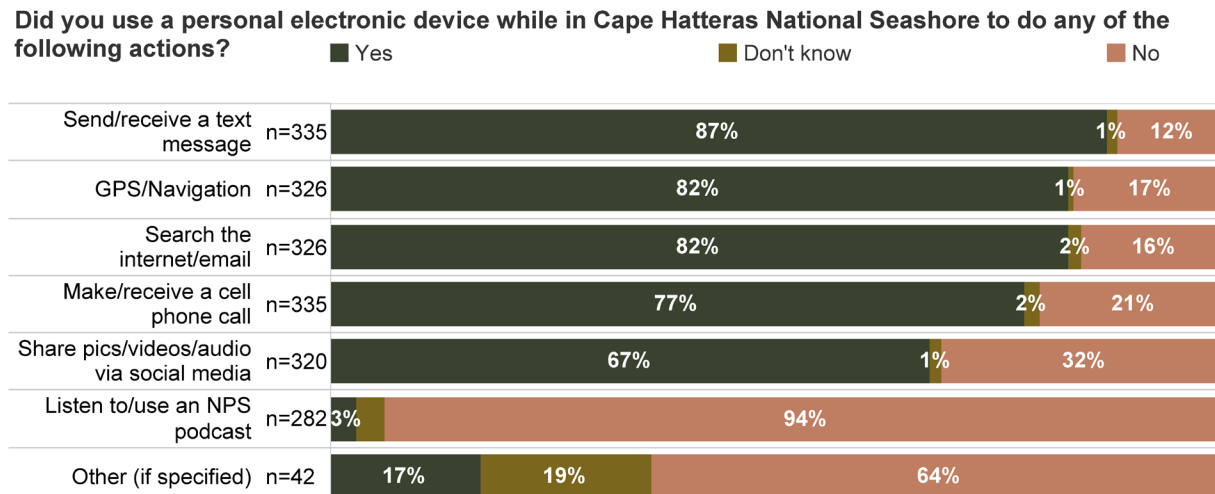


Figure 27. Use of personal electronic devices while visiting Cape Hatteras. Tabular data shown in this figure are presented in Appendix A, [Table A-7](#).

- Most respondents (87%) reported sending or receiving a text message, while 82% of respondents reported using GPS/navigation and searching the internet.
- More than two-thirds of respondents also reported making/receiving a cell phone call (77%) and sharing pictures/videos/audio via social media (67%).

- Conversely, only 3% of respondents listened to or used an NPS podcast.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 28), and the quality of their service (Figure 29).

How important to you was it during your visit to Cape Hatteras National Seashore to use personal electronic devices to do each of the following?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
Send/receive a text message	331	12%	12%	19%	24%	33%
GPS/Navigation	326	11%	7%	16%	25%	41%
Search the internet/email	322	16%	16%	22%	21%	26%
Make/receive a cell phone call	330	16%	16%	16%	19%	32%
Share pics/videos/audio via social media	311	29%	23%	26%	11%	12%
Listen to/use an NPS podcast	285	72%	13%	11%	2%	3%
Other (if specified)	24	58%	8%	17%	4%	13%

Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 28. The importance of use of personal electronic devices while visiting Cape Hatteras. Tabular data shown in this figure are presented in Appendix A, [Table A-8](#).

- The most important device uses were GPS/navigation and sending/receiving a text message (41% and 33% of respondents, respectively, rated them as extremely important).
- Listening to and using an NPS podcast was rated as extremely important only by 3% of respondents, and not at all important by 72% of respondents.

How would you rate the quality of service to do each of the following?

Rating Category	n=	Percent Responding					Not applicable
		1 - No service	2 - Poor	3 - Average	4 - Good	5 - Very good	
Send/receive a text message	285	0.4%	4%	15%	24%	49%	8%
GPS/Navigation	279	0.4%	5%	13%	25%	46%	10%
Search the internet/email	281	1%	7%	18%	24%	39%	11%
Make/receive a cell phone call	286	1%	4%	17%	24%	43%	11%
Share pics/videos/audio via social media	264	1%	6%	14%	18%	36%	25%
Listen to/use an NPS podcast	231	1%	1%	4%	4%	8%	81%
Other (if specified)	66	3%	2%	2%	9%	3%	82%

Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 29. Quality of service of personal electronic devices while visiting Cape Hatteras. Tabular data shown in this figure are presented in Appendix A, [Table A-9](#).

- Send/receive a text message was rated as very good or good by 49% and 24% of respondents, respectively. Only, 0.4% of respondents reported that they had no service for this.
- Sizeable percentages of visitors (ranging from 36% to 46%, depending on the service) rated most services listed as very good.

Question 22: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Cape Hatteras. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 30).

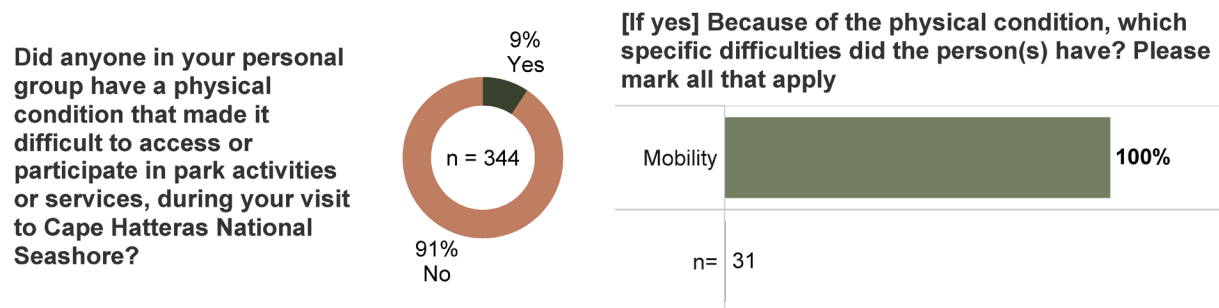


Figure 30. Physical difficulties while visiting Cape Hatteras.

- The majority of respondents (91%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Cape Hatteras.

- Among the 9% of visitors who identified at least one difficulty, 100% reported mobility issues in their group.

Questions 25–28: Visitor Experience

Respondents were asked if their visit to Cape Hatteras met their expectations (Figure 31).

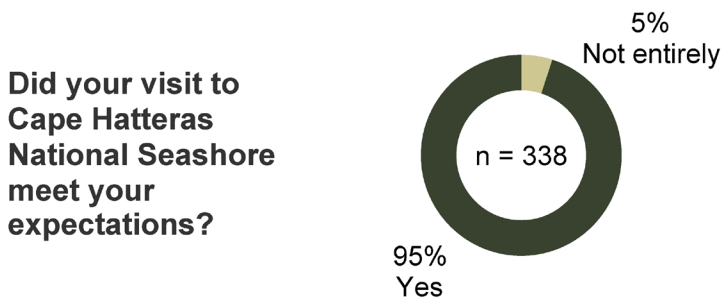


Figure 31. Meeting Cape Hatteras expectations.

- The vast majority of respondents (95%) reported that their visit to Cape Hatteras met their expectations, while 5% of respondents said it did not meet their expectations entirely, and no respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents who indicated that Cape Hatteras did not meet their expectations were asked to elaborate. These comments are provided as an accompanying document for review.

Respondents were then given several statements about Cape Hatteras and asked to indicate their level of agreement or disagreement with each given statement (Figure 32).

To what extent do you agree or disagree with each of the following statements?

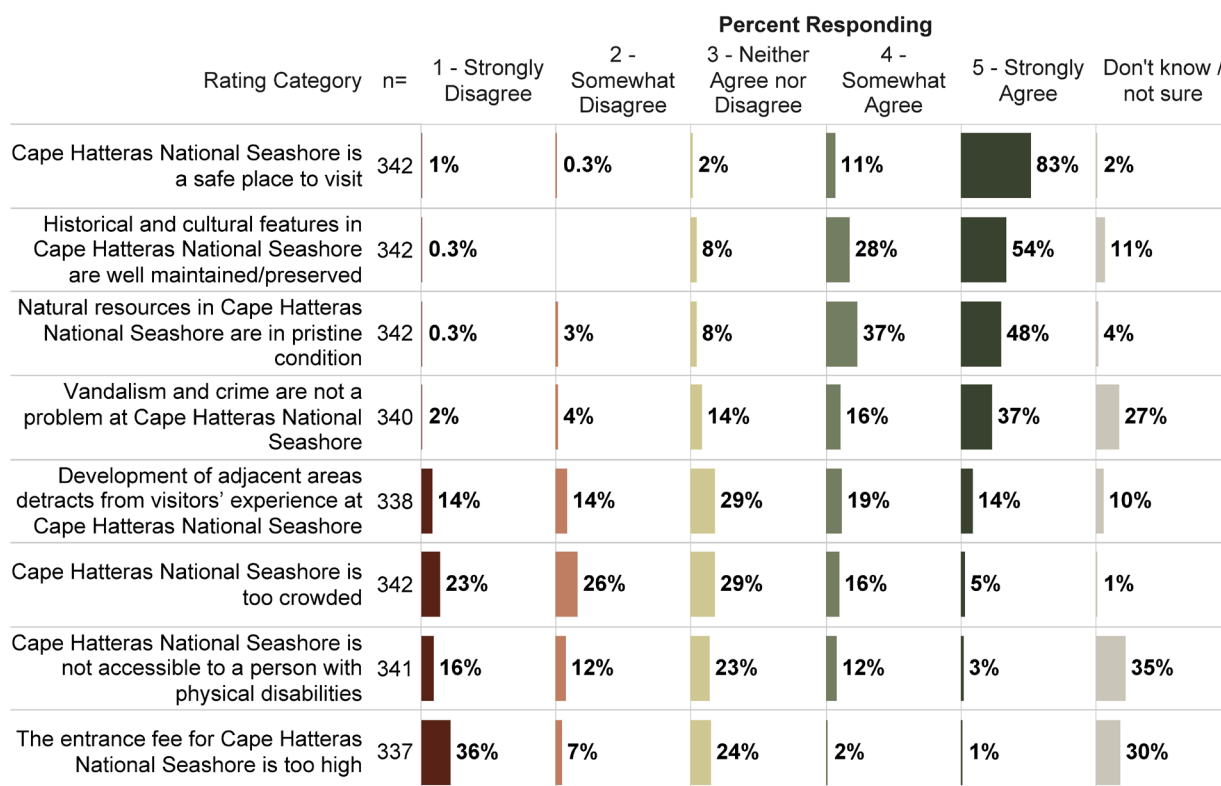


Figure 32. Rating Cape Hatteras experience. Tabular data shown in this figure are presented in Appendix A, [Table A-10](#).

- From all the statements listed, “Cape Hatteras National Seashore is a safe place to visit” received the most consensus with a combined 94% of respondents saying they either strongly or somewhat agree with it. That was followed by “historical and cultural features in Cape Hatteras National Seashore are well maintained/preserved” and “natural resources in Cape Hatteras National Seashore are in pristine condition” (92% and 85% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “the entrance fee for Cape Hatteras National Seashore is too high” received the least support, with only 3% of respondents either somewhat or strongly agreeing with this statement, and over one-third of respondents (36%) strongly disagreeing with it.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Cape Hatteras (Figure 33).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Cape Hatteras National Seashore?

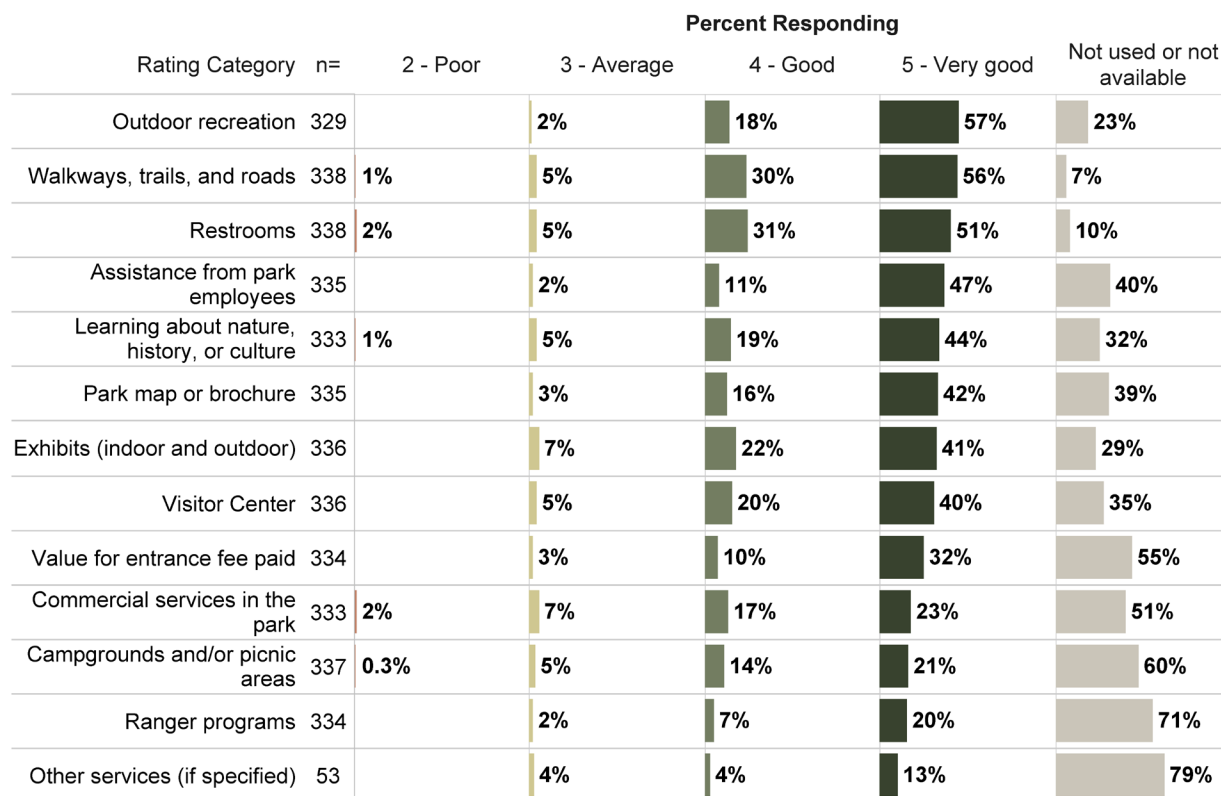


Figure 33. Rating the quality of Cape Hatteras facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, [Table A-11](#).

- Over half of visitors (ranging from 51% to 57%) rated outdoor recreation, walkways, trails, and roads, and restrooms as very good.
- Conversely, fewer than half of visitors rated assistance from park employees, learning about nature, history, or culture, park map or brochure, exhibits (indoor and outdoor), visitor centers, value for entrance fee paid, commercial services in the park, campgrounds and/or picnic areas, and ranger programs as very good. For many of these ratings categories, visitors were most likely to say that they were either not available, or they did not use them.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 34).

Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Cape Hatteras National Seashore?

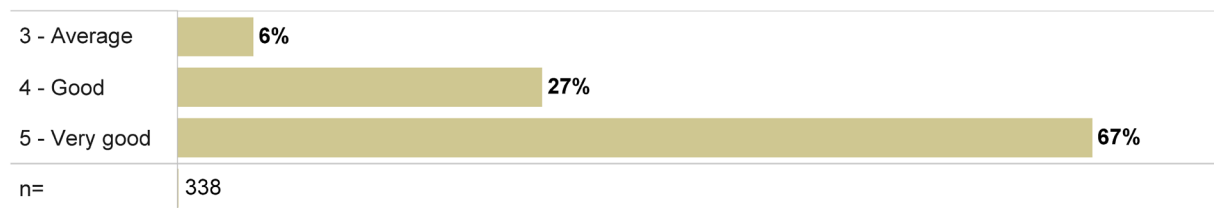


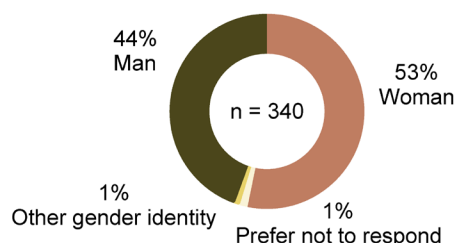
Figure 34. Rating overall quality of Cape Hatteras facilities, visitor services, and recreational opportunities.

- In general, about two-thirds of respondents (67%) rated the quality of the park facilities, visitor services, and recreational opportunities in Cape Hatteras as very good, and another 27% rated them as good.
- Just about 1 in 8 visitors rated the overall quality as average or below.

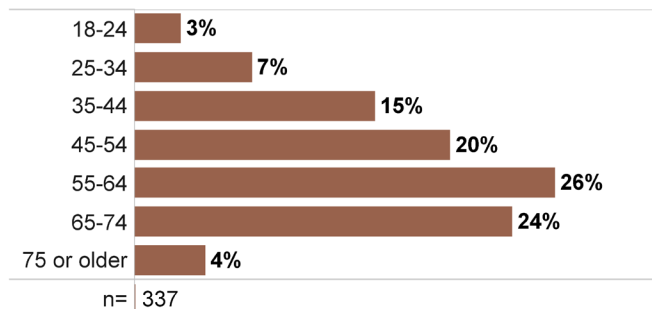
Questions 31–39: Background/Demographics

In the final section of the follow-up survey, respondents were asked various questions about their personal and household demographics. Figure 35 depicts descriptive statistics for respondent gender, age, and education.

What is your gender?



What is your age?



What is the highest degree or level of school you have completed?

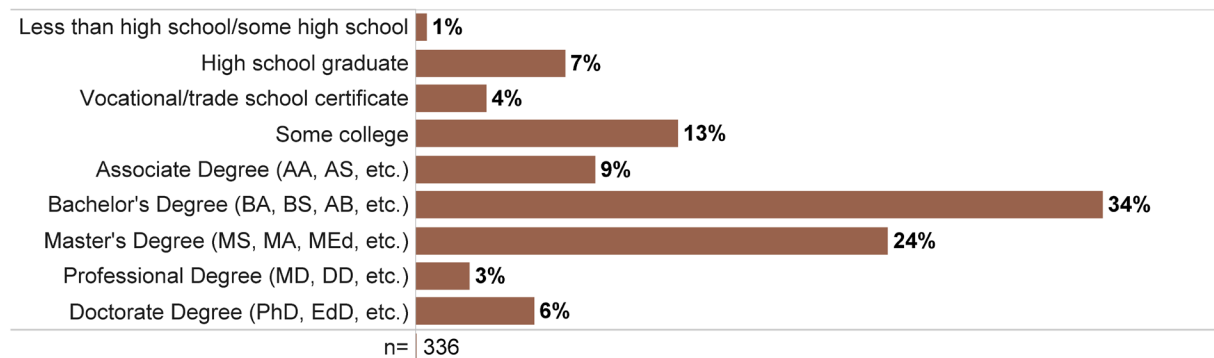


Figure 35. Respondent demographics: gender, age, and level of education.

- Follow-up survey respondents were slightly more likely to be women than men, though the sample was relatively balanced (53% vs 44%). Another 1% had another gender identity, while 1% preferred not to disclose their gender identity.
- The most common age categories were 55 to 64 (26%), 65 to 74 (24%), and 45 to 54 (20%). The least represented age group was 18 to 24 (only 3% of the participants surveyed).
- Most survey respondents were highly educated, with a combined 75% having some college degree, and a about one-third (33%) holding a master's degree or higher.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish Origin (Figure 36).

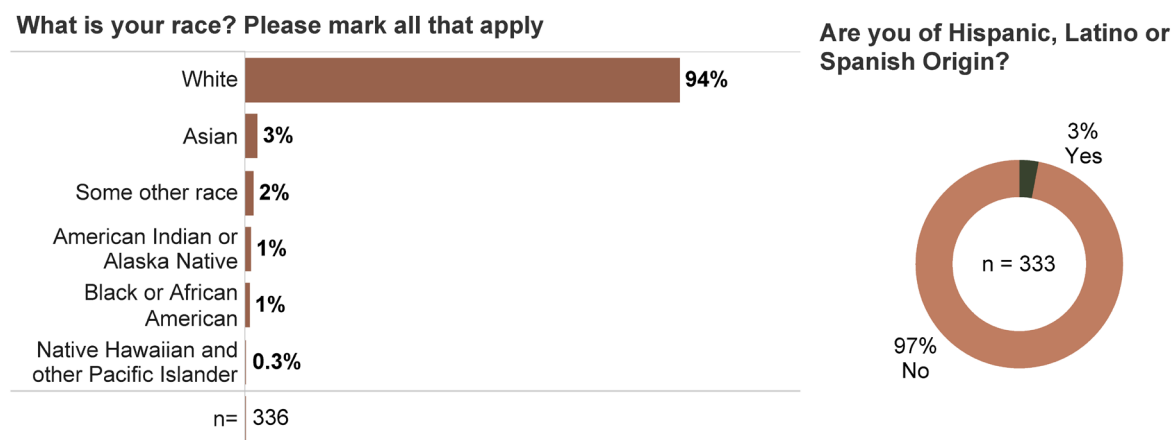


Figure 36. Respondent demographics: race and ethnicity.

- The majority of respondents (94%) were White, while 3% were Asian.
- Most respondents (97%) were not of Hispanic, Latino or Spanish origin.

At a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 37).

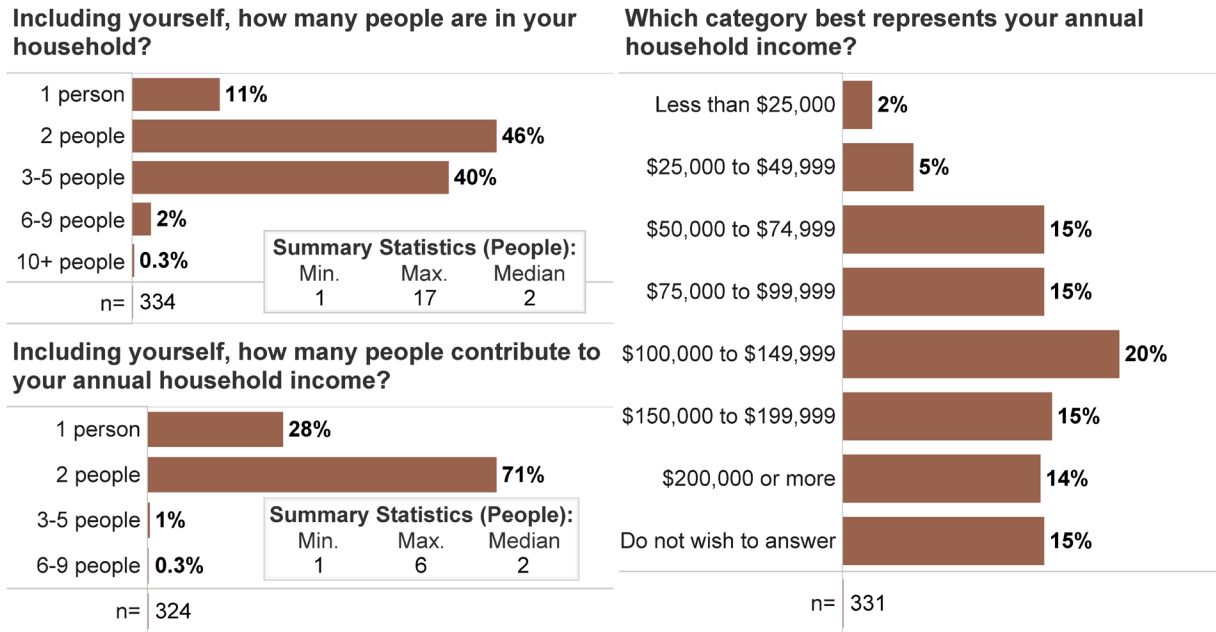


Figure 37. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, [Table A-12](#).

- Nearly half of respondents (46%) had 2 people in their household, followed by 3–5 people (another 40%).
- In addition to being highly educated, Cape Hatteras visitors are also relatively affluent, with nearly half of respondents (49%) reporting that their annual household income was between \$100,000 or higher, while 14% earned \$200,000 or more.
- Most respondents (71%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 38).

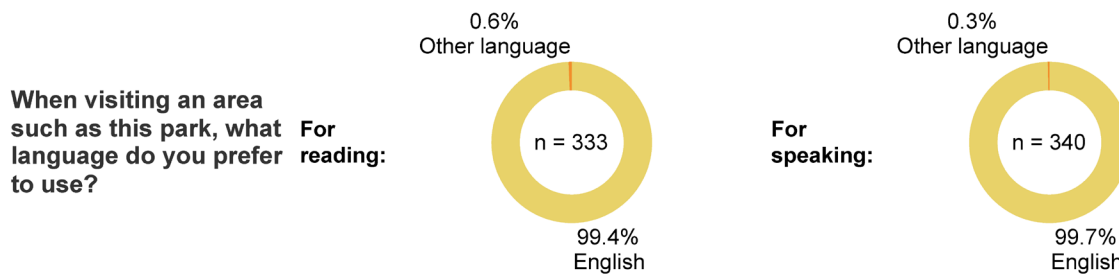


Figure 38. Respondent's language preference.

- While 3% of respondents were of Hispanic, Latino or Spanish origin, the overwhelming majority of respondents (99%) preferred to use English both for reading and speaking when visiting an area such as Cape Hatteras.
- Less than 1% of respondents preferred Spanish for either reading and/or speaking.

Appendix A: Accessible Tables

This appendix contains accessible tables with data from figures found in the body of the report. Table captions include hyperlinks to the corresponding figures.

Table A-1. Data from [Figure 7](#). Number of nights spent in the local area around Cape Hatteras, by accommodation type.

Accommodation Type	n	Min.	Max.	Median
Camping in Cape Hatteras	120	1	120	4
Camping outside Cape Hatteras	106	1	180	6
Lodging outside Cape Hatteras	1096	1	365	6
Unpaid accommodations	50	2	180	5

Table A-2. Data from [Figure 8](#). Number of adults and children in respondent's personal group while visiting Cape Hatteras.

Age Category	n	Min.	Max.	Median
Adults	1615	1	26	2
Children	1616	0	18	1

Table A-3. Data from [Figure 15](#). Number of people in respondent's vehicle when entering Cape Hatteras.

Question	n	Min.	Max.	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Cape Hatteras?	1559	1	41	3
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Cape Hatteras?	32	1	10	4
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Cape Hatteras?	3	1	1	1

Table A-4. Data from [Figure 16](#). Previous visits to Cape Hatteras.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Cape Hatteras over the past 12 months?	1140	1	1000	1
[If not first-time visitor] Including this visit, how many visits have you made to Cape Hatteras over the past five years?	1140	1	10000	5

Table A-5. Data from [Figure 17](#). Visits made to other NPS sites within the past year.

Question	n	Min.	Max.	Median
How many visits have you made to other NPS sites over the past 12 months?	1605	0	1865	1

Table A-6. Data from [Figure 24](#). Reasons or motivations to visit Cape Hatteras.

Rating Category	n
To visit a National Park Service site	335
To experience solitude	341
To hear the sounds of nature/quiet	340
To learn more about nature	332
To learn more about American history and culture	337
To spend time with family/friends	341
To get physical exercise	338
To view wildlife or natural scenery	338
To relax	343
To view dark night sky/stars	325
Other (if specified)	33

Table A-7. Data from [Figure 27](#). Use of personal electronic devices while visiting Cape Hatteras.

Device Use	n
Make/receive a cell phone call	335
Send/receive a text message	335
Search the internet/email	326
GPS/Navigation	326
Share pics/videos/audio via social media	320
Listen to/use an NPS podcast	282
Other (if specified)	42

Table A-8. Data from [Figure 28](#). The importance of use of personal electronic devices while visiting Cape Hatteras.

Device Use	n
Make/receive a cell phone call	330
Send/receive a text message	331
Search the internet/email	322
GPS/Navigation	326
Share pics/videos/audio via social media	311
Listen to/use an NPS podcast	285
Other (if specified)	24

Table A-9. Data from [Figure 29](#). Quality of service of personal electronic devices while visiting Cape Hatteras.

Device Use	n
Make/receive a cell phone call	286
Send/receive a text message	285
Search the internet/email	281
GPS/Navigation	279
Share pics/videos/audio via social media	264
Listen to/use an NPS podcast	231
Other (if specified)	66

Table A-10. Data from [Figure 32](#). Rating Cape Hatteras experience.

Rating Category	n
Cape Hatteras is a safe place to visit	342
Cape Hatteras is too crowded	342
Natural resources in Cape Hatteras are in pristine condition	342
The entrance fee for Cape Hatteras is too high	337
Vandalism and crime are not a problem at Cape Hatteras	340
Cape Hatteras is not accessible to a person with physical disabilities	341
Historical and cultural features in Cape Hatteras are well maintained/preserved	342
Development of adjacent areas detracts from visitors' experience at Cape Hatteras	338

Table A-11. Data from [Figure 33](#). Rating the quality of Cape Hatteras facilities, visitor services, and recreational opportunities.

Rating Category	n
Visitor Center	336
Exhibits (indoor and outdoor)	336
Restrooms	338
Walkways, trails, and roads	338
Campgrounds and/or picnic areas	337
Assistance from park employees	335
Park map or brochure	335
Ranger programs	334
Value for entrance fee paid	334
Commercial services in the park (food, lodging, gifts, rental, etc.)	333
Other services (if specified)	53
Learning about nature, history, or culture	333
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	329

Table A-12. Data from [Figure 37](#). Household demographics: annual household income and household size.

Question	n	Min.	Max.	Median
Including yourself, how many people are in your household?	334	1	17	2
Including yourself, how many people contribute to your annual household income?	324	1	6	2

Appendix B: Intercept Survey

This appendix contains the text version of the intercept survey administered via tablet in Cape Hatteras National Seashore from July 23rd to August 1st, 2022. Visitors were asked questions verbally by an interviewer, and responses were entered in a tablet form.

Intercept Survey — Cape Hatteras National Seashore

Interviewer script: *Hello, I am working with Cape Hatteras National Seashore conducting a 5-minute survey to improve visitor experiences in the park. May I ask you some questions about your Cape Hatteras National Seashore experience?* (Multiple choice, please choose one)

- Yes
- No

(If the visitor answers yes, read the following script):

Before we begin, I would like to let you know that this survey has been approved by the Office of Management and Budget. It is important to note that a Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it has a valid OMB control number. The control number for this collection is 1024-0224 and this number is valid through 5/31/2023. Secondly, your participation is voluntary, and your name will never be connected with your individual responses. This survey will only take about five minutes of your time today.

(If the visitor answers no, read the following script):

Ok, would you please answer just three short questions for us? (Multiple choice, please choose one)

- Yes
- No

(If the visitor answers no, thank them for their time):

(If the visitor answers yes, ask the non-response bias questions):

- Are you a permanent or seasonal resident of the local area around Cape Hatteras National Seashore? (multiple choice, please choose one response)
 - Yes
 - No
- Do you currently live in the United States? (multiple choice, please choose one response)
 - Yes
 - No

- On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Cape Hatteras National Seashore and/or within the local area? (multiple choice, please choose one response)
 - Yes
 - No

(If the visitor agrees to take the full survey, read the following survey questions):

1) Are you a permanent or seasonal/second home resident of the local area around Cape Hatteras National Seashore? (Multiple choice, please choose one response)

- Yes, I am a permanent resident
 - *(If answer is yes)* What is your ZIP Code in the local area? (text field)
- Yes, I am a seasonal/second home resident
 - *(If answer is yes)* What is your ZIP Code in the local area? (text field)
- No, I am not a permanent or seasonal resident of the local area around Cape Hatteras National Seashore

2) *(If respondent is not a permanent or seasonal resident)* Do you currently live in the United States? (Multiple choice, please choose one response)

- No
 - *(If answer is no)* What is your country of origin? (select country from drop-down list)
- Yes
 - *(If answer is yes)* What is the ZIP code of your permanent residence? (text field)

3) *(If respondent is not a permanent or seasonal resident)* Was your visit to Cape Hatteras National Seashore the primary purpose for your overall trip away from home? (Multiple choice, please choose one response)

- Yes
- No
 - *(If answer is no)* Was your visit to Cape Hatteras National Seashore...? (Multiple choice, please choose one response)
 - The primary reason you came to the local area
 - One of two or more equally important reasons you came to the local area
 - An incidental or spontaneous stop

4) *(If respondent is not a permanent or seasonal resident)* How many days are you planning to spend in the local area (including the days you spend in Cape Hatteras National Seashore) on this trip away from home?

- Number of days (text field)

- 5) **On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence in Cape Hatteras National Seashore and/or within the local area?**
(Multiple choice, please choose one response)
- Yes
 - No
- 6) **(If respondent is staying overnight) On this trip, what type of accommodations do you expect to use while in the local area, including any nights spent in Cape Hatteras National Seashore? (Multiple choice, please choose all that apply)**
- Camping in Cape Hatteras National Seashore
 - Number of nights (text field)
 - *(If respondent selects camping in Cape Hatteras National Seashore)* In which campground(s) did you or will you stay? (multiple choice, please choose all that apply)
 - Oregon Inlet
 - Cape Point
 - Frisco
 - Ocracoke
 - Onboard boat in Silver Lake Marina
 - Camping outside Cape Hatteras National Seashore in the local area
 - Number of nights (text field)
 - Lodging outside Cape Hatteras National Seashore in the local area (e.g., hotels, cabins, vacation rentals, glamping)
 - Number of nights (text field)
 - Unpaid accommodations (e.g., family and friends)
 - Number of nights (text field)
- 7) **(If accommodation = staying in Cape Hatteras National Seashore) What time did you arrive in Cape Hatteras National Seashore on the first day of your stay?**
- Time (text field)
- 8) **(If accommodation = staying in Cape Hatteras National Seashore) What time of day do you plan to leave Cape Hatteras National Seashore on the last day of your stay?**
- Time (text field)
- 9) **Including yourself, how many people are in your personal group as you visit Cape Hatteras National Seashore?** Note: Your personal group is you and companions with whom you visited Cape Hatteras National Seashore on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group. (choices below)

- Number of adults (text field)
- Number of children (text field)

10) What are the ages of each of the adults in your group? Note: ages will be collected for a max of 6 adults per group.

- Age of respondent (text field)
- Age of adult 2 (text field)
- Age of adult 3 (text field)
- Age of adult 4 (text field)
- Age of adult 5 (text field)
- Age of adult 6 (text field)

11) (*If at least 1 child is in the group*) What are the ages of each of the children in your group?

Note: ages will be collected for a max of 6 children per group

- Age of child 1 (text field)
- Age of child 2 (text field)
- Age of child 3 (text field)
- Age of child 4 (text field)
- Age of child 5 (text field)
- Age of child 6 (text field)

12) Including yourself, how many people in your personal group split the trip expenses?

- Number of people (text field)

13) Which communities have you already visited or do you plan to visit outside Cape Hatteras National Seashore while in the local area? (Multiple choice, please choose all that apply)

- Kitty Hawk
- Kill Devil Hills
- Nags Head
- Manteo
- Rodanthe
- Waves
- Salvo
- Avon
- Buxton
- Frisco
- Hatteras Village

- Ocracoke
- Other — please specify (text field)
- I do not plan to visit any communities in the local area

14) (If accommodation is outside of Cape Hatteras National Seashore, and if respondents select anything besides “I do not plan to visit any communities in the local area” on Question 17) What communities are closest to where you stayed or are staying at your accommodation(s) outside Cape Hatteras National Seashore in the local area? (Multiple choice, please choose all that apply)

- Kitty Hawk
- Kill Devil Hills
- Nags Head
- Manteo
- Rodanthe
- Waves
- Salvo
- Avon
- Buxton
- Frisco
- Hatteras Village
- Ocracoke
- Other — please specify (text field)

15) On this trip, do you plan to visit Cape Hatteras National Seashore for more than one day? (Multiple choice, please choose one response)

- Yes
 - (If answer is yes) How many days do you plan to spend within Cape Hatteras National Seashore on this trip?
 - Number of days (text field)
 - (If answer is yes) On how many different days do you expect to enter the park?
 - Number of different days entered Cape Hatteras National Seashore (text field)
- No
 - (If answer is no) Do you plan to spend one hour or more within Cape Hatteras National Seashore today? (Multiple choice, please choose one response)
 - Yes
 - (If answer is yes) How many hours do you plan to spend within Cape Hatteras National Seashore today?

- ◆ Number of hours (text field)
- No
 - *(If answer is no)* How many minutes do you plan to spend within Cape Hatteras National Seashore today?
 - ◆ Number of minutes (text field)

16) Did you, or do you plan to, leave and re-enter the park today? (Multiple choice, please choose one response)

- Yes
 - *(If answer is yes)* How many times?
 - Number of times (text field)
- No

17) Which was the most recent entrance you used to enter the park? (Multiple choice, please choose one response)

- Highway 12/Whalebone Junction Entrance to Park
- Billy Mitchell Airstrip
- Ocracoke Island Airstrip
- Ocracoke Island Toll Ferry Terminal
- Silver Lake Marina

18) Considering your visit *today*, have you been to or do you plan to visit any of the following locations within Cape Hatteras National Seashore? (Multiple choice, please choose all that apply)

- Whalebone Junction Information Center
- Bodie Island Visitor Center
- Hatteras Island Visitor Center
- Billy Mitchell Airstrip
- Ocracoke Island Visitor Center
- Ocracoke Island Airstrip
- Silver Lake Marina

19) Which of the following forms of transportation did you personally use to enter Cape Hatteras National Seashore today? (Multiple choice, please choose one response)

- Car, truck, or SUV (e.g., standard private vehicle)
 - *(If answer is car, truck or SUV)* Number of people in vehicle (text field)
- Recreational vehicle or motorhome
 - *(If answer is recreational vehicle or motorhome)* Number of people in vehicle (text field)

- Taxi/rideshare
- Airplane
- Commercial tour bus
- Commercial tour van
- Shuttle
- School bus or church bus/van
- Train or long-distance passenger bus
- Bicycle
- Electric bicycle
- Electric scooter
- Water-based transportation
 - Ferry
 - Tour boat
 - Personal boat
 - Sailboat
 - Canoe/kayak
 - Other — please specify (text field)
- Motorcycle
 - *(If answer is motorcycle)* Number of people in vehicle (text field)
- Walk/hike
- Other — Please specify (text field)

20) (If respondent selected commercial tour bus or commercial tour van) Was your commercial tour bus or tour van booked as a package vacation? (Multiple choice, please choose one)

- Yes
 - *(If answer is yes)* What is the total cost of the package vacation for your personal group?
 - Dollar amount (text field)
 - *(If answer is yes)* What is the total length of your package vacation?
 - Number of days (text field)
 - *(If answer is yes)* Did your package vacation include lodging (e.g., hotels, lodges, house)? (Multiple choice, please choose one)
 - Yes
 - No
 - Unsure

- How many people in your personal group were on the package vacation?
 - Number of people (text field)
- No

21) Are you a first-time visitor to Cape Hatteras National Seashore? (Multiple choice, please choose one)

- Yes
- No
 - *(If answer is no)* Including this visit, how many visits have you made to Cape Hatteras National Seashore over the past 12 months?
 - Number of visits (text field)
 - *(If answer is no)* Including this visit, how many visits have you made to Cape Hatteras National Seashore over the past five years?
 - Number of visits (text field)

22) How many visits have you made to other NPS sites over the past 12 months?

- Number of visits (text field)

Interviewer script:

Thank you for your time. To record a more complete picture of your Cape Hatteras National Seashore visit, we ask you to please take this mail-back survey and complete it after your trip. You can participate either by completing the paper form and mailing it in the postage-paid envelope, or online through a password-protected website. The website information is provided on a slip of paper inside the survey packet.

Because your opinion is important to us, we send replacement surveys if you lost your survey and reminders if you forgot to complete it when you returned home. Would you be willing to share your home address or email to send a reminder or replacement survey in the following weeks? Your information is confidential, and your results will be only reported in the aggregate.

- First name (text field)
- Address (text field)
- Email (text field)

Appendix C: Follow-up Survey

This appendix contains the follow-up survey distributed to visitors after fieldwork in Cape Hatteras National Seashore National Park in Summer of 2022. This questionnaire was available as both a paper mail-back survey and as an online format.



ID: XXXX

Cape Hatteras National Seashore Visitor Survey

On your recent visit to Cape Hatteras National Seashore you agreed to participate in a survey from NPS about your trip. **Please have the same individual in your group who completed the onsite survey at the park complete this questionnaire.** In this questionnaire, your personal group is defined as you and anyone with whom you visited Cape Hatteras National Seashore on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A visit is defined as the day in which you were contacted to complete the questionnaire. A trip is defined as the total extent of time away from your personal residence that could include multiple visits to Cape Hatteras National Seashore.

Trip Description

1. Prior to this trip, how did you obtain information about Cape Hatteras National Seashore? (**Please mark all that apply.**)

- | | |
|---|---|
| ☐ Did not obtain information prior to this visit | ☐ Other units of the National Park System (NPS) |
| ☐ Previous visits | ☐ School class/program |
| ☐ Friends/relatives/word of mouth | ☐ Social media (such as Facebook, Twitter, etc.) |
| ☐ Inquiry to park via phone, mail, or email | ☐ State welcome center/visitor bureaus/chamber of commerce |
| ☐ Official Cape Hatteras National Seashore website
(nps.gov/caha) | ☐ Travel guides/tour books (such as AAA, etc.) |
| ☐ Other website (please specify): _____ | ☐ Television/radio programs/DVDs |
| ☐ Local businesses (hotels, restaurants, etc.) | ☐ Online travel agent |
| ☐ Maps/brochures | ☐ Cruise ship |
| ☐ Newspaper/magazine articles | ☐ Live here/grew up here |
| | ☐ Other (please specify): _____ |

2. Did you have the information about Cape Hatteras National Seashore you needed on this trip? (**Mark one.**)

- ☐ Yes
☐ No (Please specify the information you needed but didn't have on this trip:)

3. From the list below, select all forms of transportation you personally used to travel from your home to Cape Hatteras National Seashore on this trip. (**Please mark all that apply.**)

- | | |
|--|---|
| ☐ Car, truck, or SUV | ☐ Water-based transportation (mark all that apply) |
| ☐ RV or motorhome | ☐ Cruise ship |
| ☐ Airplane | ☐ Ferry |
| ☐ Commercial tour bus | ☐ Tour boat |
| ☐ Commercial tour van | ☐ Personal boat |
| ☐ Church, school, or similar group bus/van | ☐ Motorboat |
| ☐ Taxi/other rideshare options (e.g., Uber, Lyft, etc.) | ☐ Sailboat |
| ☐ City bus or subway | ☐ Canoe/kayak |
| ☐ Train or long-distance passenger bus | ☐ Other (please specify): _____ |
| ☐ Bicycle | ☐ Walk/hike |
| ☐ Motorcycle | ☐ Other (please specify): _____ |

4. What type of group were you with during your visit to Cape Hatteras National Seashore on the day you were contacted for this survey? (**Mark one.**)

- | | |
|---|--|
| ☐ Alone | ☐ Family |
| ☐ Significant other/spouse | ☐ Family and friends |
| ☐ Friends | ☐ Other (please specify): _____ |

Figure C-1. Page 1 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Cape Hatteras National Seashore: Text Version](#).

Expenditures

The National Park Service is interested in the relationship between parks and their local economies. In this section, we ask about goods and services that you and your personal group purchased in Cape Hatteras National Seashore's local area and elsewhere in the US (outside Cape Hatteras National Seashore's local area) during this trip away from home.

Throughout this section, please refer to the local area map on the back of the cover letter when asked about the local area around Cape Hatteras National Seashore. The local area includes all communities within the highlighted region.

5. How many days did you spend away from home (or your local/seasonal residence) on this trip that included your visit to Cape Hatteras National Seashore?
_____ number of days
6. Of these days spent away from home, how many days were spent in the local area (including days spent in Cape Hatteras National Seashore) shown on the map?
_____ number of days
7. Please estimate how much money the group you shared expenses with (or covered expenses for) spent in the following areas during your trip away from home: (1) Cape Hatteras National Seashore and the local communities surrounding Cape Hatteras National Seashore, and (2) elsewhere in the U.S. outside Cape Hatteras National Seashore's local area.
(If you did not spend anything in a category, please enter "0".)

Local Area Residents: If you are a permanent or seasonal/second home resident, please only include local area expenditures that were directly related to your trip to Cape Hatteras National Seashore when you received this survey.
Package Vacationers: For this question, don't include any expenditures that were included as part of your package vacation cost (that you reported when interviewed at Cape Hatteras National Seashore).

Expenses	Amount spent in Cape Hatteras National Seashore and nearby communities (\$US) (shown on map)	Amount spent elsewhere in US during your trip to the Cape Hatteras National Seashore area (\$US) (outside local area)
National Park entrance fee or annual parks pass		
Lighthouse climb fees		
Off-road vehicle (ORV) permits		
Pier fees		
Gas and oil (e.g., auto, RV, boat, etc.)		
Electric vehicle charging expenses		
Rental car		
Taxis, rideshares, shuttles, parking, and public transportation (including ferry fees)		
Restaurants and bars		
Groceries and convenience foods		
Hotels, motels, resorts		
Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)		
Camping fees (tent, RV)		
Souvenirs, clothing, supplies, other retail		
Equipment rental (including watersports equipment rental and fishing equipment rental)		
Guides and tour fees		
Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)		
Other expenditures (Please describe below): _____		
Airline tickets from home (Which airport did you fly into?): _____		

Figure C-2. Page 2 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Cape Hatteras National Seashore: Text Version](#).

8. How many people (adults and children), including yourself, were covered by the spending estimates you provided above?

_____ number of people (adults and children)

9. If you did not list any expenditures for local area or elsewhere, please indicate why you did not answer. (Mark one per row.)

	I did not spend any money	I do not know or remember	Prefer not to answer	N/A
A. In the Local Area	☐	☐	☐	☐
B. Elsewhere in the US	☐	☐	☐	☐

10. On this trip to Cape Hatteras National Seashore, which one of the following entrance fees applied to you personally? (Mark one.)

- | | |
|---|---|
| ☐ Did not pay a fee or use a pass to enter the park | ☐ Senior Pass, Access Pass, or Military Pass |
| ☐ 7-day entrance pass | ☐ Fee was included in Tour Package |
| ☐ Annual pass for Cape Hatteras National Seashore | ☐ One-day fee (e.g., single-day entry fee) |
| ☐ America the Beautiful – National Parks and Federal Lands (NPS Annual Pass) | ☐ Don't know/Unsure |
| | ☐ Other (please specify): _____ |

11. On how many *different* days did you enter Cape Hatteras National Seashore on this trip? (Enter 1 if you only were in the site for one day).

Different days entered

Trip Planning and Motivations

12. Did you visit any other National Park Service sites on your trip away from home? (Mark one.)

- ☐ Yes (Please specify which sites, below): **OR** ☐ No

13. On this trip, in which of the following activities did you personally participate while visiting Cape Hatteras National Seashore? (Please mark all that apply.)

- | | |
|--|---|
| ☐ (1) Going to the beach | ☐ (14) Motorized water travel (boating, jet skiing, etc.) (please specify): _____ |
| ☐ (2) Viewing scenery, natural features, etc. | ☐ (15) Family gathering (e.g., reunion, wedding) |
| ☐ (3) Viewing wildlife | ☐ (16) Picnicking |
| ☐ (4) Viewing night skies | ☐ (17) Shopping in the park (e.g., bookstores, gift shops) |
| ☐ (5) Creative arts (photography, drawing, painting, writing) | ☐ (18) Water play (swimming, kite surfing, surfing, foil boarding, wind surfing, scuba diving, etc.) (please specify): _____ |
| ☐ (6) Visiting a cultural or historic site | ☐ (19) Other (please specify): _____ |
| ☐ (7) Driving for pleasure | ☐ (20) Other (please specify): _____ |
| ☐ (8) Hiking | ☐ (21) Other (please specify): _____ |
| ☐ (9) Road cycling | |
| ☐ (10) Running/jogging | |
| ☐ (11) Horseback/mule riding | |
| ☐ (12) Fishing (surf fishing, sound side fishing, boat-based fishing) (please specify): _____ | |
| ☐ (13) Non-motorized water travel (rafting, kayaking, canoeing, etc.) (please specify): _____ | |

14. Of the activities listed in Question 13, which was your *primary activity* during your visit to Cape Hatteras National Seashore this trip on the day you were contacted for the survey?

_____ activity number **OR** ☐ I did not have a primary activity on this trip to Cape Hatteras National Seashore

Figure C-3. Page 3 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Cape Hatteras National Seashore: Text Version](#).

15. People are motivated to visit a National Park Service site for a variety of reasons. How important to you were each of the following reasons or motivations for visiting Cape Hatteras National Seashore on this trip? (Mark one per row.)

	<u>Not at all</u> <u>Important</u>	<u>Slightly</u> <u>Important</u>	<u>Moderately</u> <u>Important</u>	<u>Very</u> <u>Important</u>	<u>Extremely</u> <u>Important</u>
	(1)	(2)	(3)	(4)	(5)
1) To visit a National Park Service site	☐	☐	☐	☐	☐
2) To experience solitude	☐	☐	☐	☐	☐
3) To hear the sounds of nature/quiet	☐	☐	☐	☐	☐
4) To learn more about nature	☐	☐	☐	☐	☐
5) To learn more about American history and culture	☐	☐	☐	☐	☐
6) To spend time with family/friends	☐	☐	☐	☐	☐
7) To get physical exercise	☐	☐	☐	☐	☐
8) To view wildlife or natural scenery	☐	☐	☐	☐	☐
9) To relax	☐	☐	☐	☐	☐
10) To view dark night sky/stars	☐	☐	☐	☐	☐
11) Other (Please specify:) _____	☐	☐	☐	☐	☐

16. Of the reasons listed in Question 15, which was the most important reason for you to visit Cape Hatteras National Seashore on this trip?

_____ number most important reason from Q15

Park Activities, Programs, and Services

17. On this trip, in which of the following programs and services did you personally participate within Cape Hatteras National Seashore? (Please mark all that apply.)

- | | |
|--|--|
| ☐ Attending a ranger-led activity, such as a tour or talk | ☐ Participating with a child in your group in the Junior Ranger program |
| ☐ Talking informally with a ranger | ☐ Participating in the Junior Ranger program |
| ☐ Viewing outdoor exhibits | ☐ Obtaining a National Park passport stamp |
| ☐ Viewing indoor exhibits | ☐ Listening to an audio tour or podcast |
| ☐ Attending a cultural demonstration or performance | ☐ Using the National Park Service App |
| ☐ Reading the park brochure or newspaper | ☐ Other (please specify): _____ |
| ☐ Going to a visitor center | |
| ☐ Watching movies or videos about the park | |

18. On this visit to Cape Hatteras National Seashore, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? (Mark one.)

- ☐ Yes (Please specify subjects you learned about:) **OR** ☐ No

19. If you were to visit Cape Hatteras National Seashore in the future, are there specific subjects you would like to learn about? (Mark one.)

- ☐ Yes (Please specify subjects you would like to learn about:) **OR** ☐ No

Figure C-4. Page 4 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Cape Hatteras National Seashore: Text Version](#).

20. Did you use a personal electronic device while in Cape Hatteras National Seashore to do any of the following actions? **(Mark one per row.)**

	Yes	No	Don't know
Make/receive a cell phone call	☐	☐	☐
Send/receive a text message	☐	☐	☐
Search the internet/email	☐	☐	☐
GPS/Navigation	☐	☐	☐
Share pics/videos/audio via social media	☐	☐	☐
Listen to/use an NPS podcast	☐	☐	☐
Other (please specify): _____	☐	☐	☐

21. How important to you was it during your visit to Cape Hatteras National Seashore to use personal electronic devices to do each of the following, and how would you rate the quality of the service to do each? **(For each item, please Mark one for importance and one for quality of service.)**

	IMPORTANCE					QUALITY OF SERVICE					
	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	No Service	Poor	Average	Good	Very Good	Not Applicable
	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)	(X)
Make/receive a cell phone call	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Send/receive a text message	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Search the internet/email	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
GPS/Navigation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Share pics / videos / audio via social media	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Listen to/use an NPS podcast	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other (please specify): _____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

22. Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services during your visit to Cape Hatteras National Seashore? **(Mark one.)**

a. ☐ Yes ☐ No [Go to Question 23]

b. What activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific.

c. Because of the physical condition, which specific difficulties did the person(s) have. **(Please mark all that apply.)**

- ☐ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with a hearing aid)
- ☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses due to blindness)
- ☐ Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

Figure C-5. Page 5 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Cape Hatteras National Seashore: Text Version](#).

The following two questions identify the strengths and weaknesses in the site's visitor experience. Cape Hatteras National Seashore managers rely on this information to make decisions that benefit the general public.

23. What did you like the most about your visit to Cape Hatteras National Seashore?

1. _____
 2. _____
 3. _____
- ☐ Not applicable

24. What did you like the least about your visit to Cape Hatteras National Seashore?

1. _____
 2. _____
 3. _____
- ☐ Not applicable

25. Did your visit to Cape Hatteras National Seashore meet your expectations? (Mark one.)

- ☐ Yes
- ☐ Not entirely (please explain below:)
- _____
- _____
- ☐ Not at all (please explain below:)
- _____
- _____

26. To what extent do you agree or disagree with each of the following statements? (Mark one per row.)

	<u>Strongly disagree</u>	<u>Somewhat disagree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat agree</u>	<u>Strongly agree</u>	<u>Don't know/Not Sure</u>
	(1)	(2)	(3)	(4)	(5)	(X)
Cape Hatteras National Seashore is a safe place to visit	☐	☐	☐	☐	☐	☐
Cape Hatteras National Seashore is too crowded	☐	☐	☐	☐	☐	☐
Natural resources in Cape Hatteras National Seashore are in pristine condition	☐	☐	☐	☐	☐	☐
The entrance fee for Cape Hatteras National Seashore is too high	☐	☐	☐	☐	☐	☐
Vandalism and crime are not a problem at Cape Hatteras National Seashore	☐	☐	☐	☐	☐	☐
Cape Hatteras National Seashore is not accessible to a person with physical disabilities	☐	☐	☐	☐	☐	☐
Historical and cultural features in Cape Hatteras National Seashore are well maintained/preserved	☐	☐	☐	☐	☐	☐
Development of adjacent areas detracts from visitors' experience at Cape Hatteras National Seashore	☐	☐	☐	☐	☐	☐

Figure C-6. Page 6 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Cape Hatteras National Seashore: Text Version](#).

27. How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Cape Hatteras National Seashore? (Mark one per row.)

	<u>Very Poor</u>	<u>Poor</u>	<u>Average</u>	<u>Good</u>	<u>Very Good</u>	<u>Not Used or Not Available</u>
	(1)	(2)	(3)	(4)	(5)	(X)
Park Facilities						
Visitor Center	☐	☐	☐	☐	☐	☐
Exhibits (indoor and outdoor)	☐	☐	☐	☐	☐	☐
Restrooms	☐	☐	☐	☐	☐	☐
Walkways, trails, and roads	☐	☐	☐	☐	☐	☐
Campgrounds and/or picnic areas	☐	☐	☐	☐	☐	☐
Visitor Services						
Assistance from park employees	☐	☐	☐	☐	☐	☐
Park map or brochure	☐	☐	☐	☐	☐	☐
Ranger programs	☐	☐	☐	☐	☐	☐
Value for entrance fee paid	☐	☐	☐	☐	☐	☐
Commercial services in the park (food, lodging, gifts, rental, etc.)	☐	☐	☐	☐	☐	☐
Other services (Please specify: _____)	☐	☐	☐	☐	☐	☐
Recreation Opportunities						
Learning about nature, history, or culture	☐	☐	☐	☐	☐	☐
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	☐	☐	☐	☐	☐	☐

28. Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Cape Hatteras National Seashore? (Mark one.)

☐ (1) Very poor ☐ (2) Poor ☐ (3) Average ☐ (4) Good ☐ (5) Very good

29. This park was established because of its significance to the nation. In your opinion, what is that national significance of this park?

Background/Demographics

30. If you live in the US, what is your ZIP code? If not US, what is your country of residence?

ZIP Code OR Country

31. What is your age? Years

Continue to back page

Figure C-7. Page 7 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Cape Hatteras National Seashore: Text Version](#).

32. What is your gender? (Mark one.)

- ☐ Man
☐ Woman
☐ I prefer to self-describe as: _____
☐ Prefer not to respond

33. Are you of Hispanic, Latino, or Spanish origin? (Mark one.)

- ☐ Yes ☐ No

34. What is your race? (Please mark all that apply.)

- ☐ American Indian or Alaska Native ☐ Native Hawaiian and other Pacific Islander
☐ Asian ☐ White
☐ Black or African American ☐ Some other race (please describe): _____

35. What is the highest degree or level of school you have completed? (Mark one.)

- ☐ Less than high school/some high school ☐ Bachelor's Degree (BA, BS, AB, etc.)
☐ High school graduate ☐ Master's Degree (MS, MA, MEd, etc.)
☐ Vocational/trade school certificate ☐ Professional Degree (MD, DD, etc.)
☐ Some college ☐ Doctorate Degree (PhD, EdD, etc.)
☐ Associate Degree (AA, AS, etc.)

36. Which of these categories best represents your annual household income? (Mark one.)

- ☐ Less than \$25,000 ☐ \$100,000 to \$149,999
☐ \$25,000 to \$49,999 ☐ \$150,000 to \$199,999
☐ \$50,000 to \$74,999 ☐ \$200,000 or more
☐ \$75,000 to \$99,999 ☐ Do not wish to answer

37. Including yourself, how many people contribute to your annual household income?

people

38. Including yourself, how many people (adults and children) are in your household?

people

39. When visiting an area such as Cape Hatteras National Seashore, what language do you prefer to use?
(Mark one for speaking and one for reading.)

	ENGLISH	SPANISH	OTHER
Speaking	☐	☐	☐
Reading	☐	☐	☐

If you marked other for speaking and/or reading, please specify which language:

40. Is there anything else you would like to tell us about Cape Hatteras National Seashore's facilities, services, or recreational opportunities?

Thank you for your time and participation in this survey.

Please place this packet into the postage-paid envelope and return it via any US Mail drop box.

Figure C-8. Page 8 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Cape Hatteras National Seashore: Text Version](#).

Follow Up Survey — Cape Hatteras National Seashore: Text Version

The text below contains a full description of the mail-back survey. The survey could either be completed by pencil/pen on the paper version, or online using a Qualtrics web version.

Text version of the mail-back survey ([Figures C-1 to C-8](#)):

On your recent visit to Cape Hatteras National Seashore you agreed to participate in a survey from NPS about your trip. Please have the same individual in your group who completed the onsite survey at the park complete this questionnaire. In this questionnaire, your personal group is defined as you and anyone with whom you visited Cape Hatteras National Seashore on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A visit is defined as the day in which you were contacted to complete the questionnaire. A trip is defined as the total extent of time away from your personal residence that could include multiple visits to Cape Hatteras National Seashore.

Trip Description

1) Prior to this trip, how did you obtain information about Cape Hatteras National Seashore? (Multiple choice, please mark all that apply)

- Did not obtain information prior to this visit
- Previous visits
- Friends/relatives/word of mouth
- Inquiry to park via phone, mail, or email
- Official Cape Hatteras National Seashore website (nps.gov/caha)
- Other website — please specify (text field)
- Local businesses (hotels, restaurants, etc.)
- Maps/brochures
- Newspaper/magazine articles
- Other units of the National Park System (NPS)
- School class/program
- Social media (such as Facebook, Twitter, etc.)
- State welcome center/visitor bureaus/chamber of commerce
- Travel guides/tour books (such as AAA, etc.)
- Television/radio programs/DVDs
- Online travel agent
- Cruise ship
- Live here/ Grew up here
- Other — please specify (text field)

2) Did you have the information about Cape Hatteras National Seashore you needed on this trip? (Multiple choice, please choose one)

- Yes
- No (Please specify the information you needed but didn't have on this trip) (text field)

3) From the list below, select all forms of transportation you personally used to travel from your home to Cape Hatteras National Seashore on this trip. (Multiple choice, please mark all that apply)

- Car, truck, or SUV
- RV or motorhome
- Airplane
- Commercial tour bus
- Commercial tour van
- Church, school, or similar group bus/van
- Taxi/other rideshare options (e.g., Uber, Lyft, etc.)
- City bus or subway
- Train or long-distance passenger bus
- Bicycle
- Motorcycle
- Water-based transportation (choices below)
 - Cruise ship
 - Ferry
 - Tour boat
 - Personal boat
 - Motorboat
 - Sailboat
 - Canoe/kayak
 - Other — please specify (text field)
- Walk/hike
- Other — please specify (text field)

4) What type of group were you with during your visit to Cape Hatteras National Seashore on the day you were contacted for this survey? (Multiple choice, please choose one)

- Alone
- Significant other/spouse
- Friends

- Family
- Family and friends
- Other — please specify (text field)

Expenditures

The National Park Service is interested in the relationship between parks and their local economies. In this section, we ask about goods and services that you and your personal group purchased in Cape Hatteras National Seashore's local area and elsewhere in the US (outside Cape Hatteras National Seashore's local area) during this trip away from home.

Throughout this section, please refer to the local area map on the back of the cover letter when asked about the local area around Cape Hatteras National Seashore. The local area includes all communities within the highlighted region.

5) How many days did you spend away from home (or your local/seasonal residence) on this trip that included your visit to Cape Hatteras National Seashore?

- Number of days (text field)

6) Of these days spent away from home, how many days were spent in the local area (including days spent in Cape Hatteras National Seashore) shown on the map?

- Number of days (text field)

7) Please estimate how much money the group you shared expenses with (or covered expenses for) spent in Cape Hatteras National Seashore and the local communities surrounding Cape Hatteras National Seashore during your trip away from home. (Spending categories with text fields for amount spent)

- National Park entrance fee or annual parks pass
 - Amount spent (text field)
- Lighthouse climb fees
 - Amount spent (text field)
- Off-road vehicle (ORV) permits
 - Amount spent (text field)
- Pier fees
 - Amount spent (text field)
- Gas and oil (e.g., auto, RV, etc.)
 - Amount spent (text field)
- Electric vehicle charging expenses
 - Amount spent (text field)

- Rental car
 - Amount spent (text field)
- Taxis, rideshares, shuttles, parking, and other public transportation (including ferry fees)
 - Amount spent (text field)
- Restaurants and bars
 - Amount spent (text field)
- Groceries and convenience foods
 - Amount spent (text field)
- Hotels, motels, resorts
 - Amount spent (text field)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)
 - Amount spent (text field)
- Camping fees (tent, RV)
 - Amount spent (text field)
- Souvenirs, clothing, supplies, other retail
 - Amount spent (text field)
- Equipment rental (including watersports equipment rental and fishing equipment rental)
 - Amount spent (text field)
- Guides and tour fees
 - Amount spent (text field)
- Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)
 - Amount spent (text field)
- Other expenditures — please describe (text field)
 - Amount spent (text field)

8) Please estimate how much money the group you shared expenses with (or covered expenses for) spent elsewhere in the U.S. outside Cape Hatteras National Seashore' local area during your trip away from home. (Spending categories with text fields for amount spent)

- National Park entrance fee or annual parks pass
 - Amount spent (text field)
- Lighthouse climb fees
 - Amount spent (text field)
- Off-road vehicle (ORV) permits
 - Amount spent (text field)

- Pier fees
 - Amount spent (text field)
- Gas and oil (e.g., auto, RV, etc.)
 - Amount spent (text field)
- Electric vehicle charging expenses
 - Amount spent (text field)
- Rental car
 - Amount spent (text field)
- Taxis, rideshares, shuttles, parking, and other public transportation (including ferry fees)
 - Amount spent (text field)
- Restaurants and bars
 - Amount spent (text field)
- Groceries and convenience foods
 - Amount spent (text field)
- Hotels, motels, resorts
 - Amount spent (text field)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)
 - Amount spent (text field)
- Camping fees (tent, RV)
 - Amount spent (text field)
- Souvenirs, clothing, supplies, other retail
 - Amount spent (text field)
- Equipment rental (including watersports equipment rental and fishing equipment rental)
 - Amount spent (text field)
- Guides and tour fees
 - Amount spent (text field)
- Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)
 - Amount spent (text field)
- Other expenditures — please describe (text field)
 - Amount spent (text field)
- Airline tickets from home (Which airport did you fly into?) (text field)
 - Amount spent (text field)

- 9) **How many people (adults and children), including yourself, were covered by the spending estimates you provided above?**
- Number of people (text field)
- 10) **If you did not list any expenditures for local area, please indicate why you did not answer. (Multiple choice, please choose one)**
- I did not spend any money
 - I do not remember
 - Prefer not to answer
 - N/A
- 11) **If you did not list any expenditures for elsewhere in the US, please indicate why you did not answer. (Multiple choice, please choose one)**
- I did not spend any money
 - I do not remember
 - Prefer not to answer
 - N/A
- 12) **On this trip to Cape Hatteras National Seashore, which one of the following entrance fees applied to you personally? (Multiple choice, please choose one)**
- Did not pay a fee or use a pass to enter the park
 - 7-day entrance pass
 - Annual pass for Cape Hatteras National Seashore National Park
 - America the Beautiful — National Parks and Federal Lands (NPS Annual Pass)
 - Senior Pass, Access Pass, or Military Pass
 - Fee was included in Tour Package
 - One-day fee (e.g., single-day entry fee)
 - Don't know/Unsure
 - Other — please specify (text field)
- 13) **On how many different days did you enter Cape Hatteras National Seashore on this trip? (Enter 1 if you only were in the site for one day).**
- Number of different days entered (text field)

Trip Planning and Motivations

- 14) **Did you visit any other National Park Service sites on your trip away from home? (Multiple choice, please choose one)**
- Yes — please specify (text field)
 - No

15) On this trip, in which of the following activities did you personally participate while visiting Cape Hatteras National Seashore? (Multiple choice, please choose one)

- (1) Going to the beach
- (2) Viewing scenery, natural features, etc.
- (3) Viewing wildlife
- (4) Viewing night skies
- (5) Creative arts (photography, drawing, painting, writing)
- (6) Visiting a cultural or historic site
- (7) Driving for pleasure
- (8) Hiking
- (9) Road cycling
- (10) Running/jogging
- (11) Horseback/mule riding
- (12) Fishing (surf fishing, sound side fishing, boat-based fishing) — please specify (text field)
- (13) Non-motorized water travel (rafting, kayaking, canoeing, etc.) — please specify (text field)
- (14) Motorized water travel (e.g., boating, jet skiing, etc.) — please specify (text field)
- (15) Family gathering (e.g., reunion, wedding)
- (16) Picnicking
- (17) Shopping in the park (e.g., bookstores, gift shops)
- (18) Water play (swimming, kite surfing, surfing, foil boarding, wind surfing, scuba diving, etc.) — please specify (text field)
- (19) Other — please specify (text field)
- (20) Other — please specify (text field)
- (21) Other — please specify (text field)

16) Of the activities listed in Question 15, which was your primary activity during your visit to Cape Hatteras National Seashore this trip on the day you were contacted for the survey? (Multiple choice, please choose one)

- Activity number (text field)
- I did not have a primary activity on this trip to Cape Hatteras National Seashore

17) People are motivated to visit a National Park Service site for a variety of reasons. How important to you were each of the following reasons or motivations for visiting Cape Hatteras National Seashore on this trip? (Multiple choice, please choose one)

- 1) To visit a National Park Service site (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 2) To experience solitude (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 3) To hear the sounds of nature/quiet (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 4) To learn more about nature (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 5) To learn more about American history and culture (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 6) To spend time with family/friends (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important

- Very important
- Extremely important
- 7) To get physical exercise (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 8) To view wildlife or natural scenery (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 9) To relax (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 10) To view dark night sky/stars (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 11) Other — please specify (text field) (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important

18) Of the reasons listed in Question 17, which was the most important reason for you to visit Cape Hatteras National Seashore on this trip?

- Number of most important reason from Question 17 (text field)

Park Activities, Programs, and Services

19) On this trip, in which of the following programs and services did you personally participate within Cape Hatteras National Seashore? (Multiple choice, please choose all that apply)

- Attending a ranger-led activity, such as a tour or talk
- Talking informally with a ranger
- Viewing outdoor exhibits
- Viewing indoor exhibits
- Attending a cultural demonstration or performance
- Reading the park brochure or newspaper
- Going to a visitor center
- Watching movies or videos about the park
- Participating with a child in your group in the Junior Ranger program
- Participating in the Junior Ranger program
- Obtaining a National Park passport stamp
- Listening to an audio tour or podcast
- Using the National Park Service App
- Other — please specify (text field)

20) On this visit to Cape Hatteras National Seashore, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? (Multiple choice, please choose one)

- Yes — please specify subjects you learned about (text field)
- No

21) If you were to visit Cape Hatteras National Seashore in the future, are there specific subjects you would like to learn about? (Multiple choice, please choose one)

- Yes — please specify subjects you would like to learn about (text field)
- No

22) Did you use a personal electronic device while in Cape Hatteras National Seashore to do any of the following actions? (Categories of actions with multiple choices)

- Make/receive a cell phone call (Multiple choice, please choose one)
 - Yes
 - No

- Don't know
- Send/receive a text message (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Search the internet/email (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- GPS/Navigation (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Share pics/videos/audio via social media (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Listen to/use an NPS podcast (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Other — please specify (text field) (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know

23) How important to you was it during your visit to Cape Hatteras National Seashore to use personal electronic devices to do each of the following? (Categories of actions with rankings)

- Make/receive a cell phone call (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important

- Send/receive a text message (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Search the internet/email (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- GPS/Navigation (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Share pics/videos/audio via social media (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Listen to/use an NPS podcast (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Other — Please specify (text field) (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important

- Very important
- Extremely important

24) How would you rate the quality of the service to do each of the following during your visit to Cape Hatteras National Seashore? (Categories of actions with rankings)

- Make/receive a cell phone call (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Send/receive a text message (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Search the internet/email (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- GPS/Navigation (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable

- Share pics/videos/audio via social media (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Listen to/use an NPS podcast (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Other — Please specify (text field) (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable

25) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services during your visit to Cape Hatteras National Seashore? (Multiple choice, please choose one)

- Yes
 - *(If answer is yes)* What activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific. (Text field)
 - Because of the physical conditions, which specific difficulties did the person(s) have? (Multiple choice, please choose all that apply)
 - Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with a hearing aid)
 - Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses due to blindness)
 - Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

- No

The following two questions identify the strengths and weaknesses in the site's visitor experience. Cape Hatteras National Seashore managers rely on this information to make decisions that benefit the general public.

26) What did you like the most about your visit to Cape Hatteras National Seashore?

- 1. (text field)
- 2. (text field)
- 3. (text field)
- Not applicable

27) What did you like the least about your visit to Cape Hatteras National Seashore?

- 1. (text field)
- 2. (text field)
- 3. (text field)
- Not applicable

28) Did your visit to Cape Hatteras National Seashore meet your expectations? (Multiple choice, please choose one)

- Yes
- Not entirely — please explain (text field)
- Not at all — please explain (text field)

29) To what extent do you agree or disagree with each of the following statements? (Statements with rankings)

- Cape Hatteras National Seashore is a safe place to visit (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Cape Hatteras National Seashore is too crowded (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree

- Somewhat agree
- Strongly agree
- Don't know/not sure
- Natural resources in Cape Hatteras National Seashore are in pristine condition (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- The entrance fee for Cape Hatteras National Seashore is too high (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Vandalism and crime are not a problem at Cape Hatteras National Seashore (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Cape Hatteras National Seashore is not accessible to a person with physical disabilities (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

- Don't know/not sure
- Historical and cultural features in Cape Hatteras National Seashore are well maintained/preserved (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Development of adjacent areas detracts from visitors' experience at Cape Hatteras National Seashore (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure

30) How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Cape Hatteras National Seashore? (Categories with rankings)

- Park Facilities (Categories below)
 - Visitor Center (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Exhibits — indoor and outdoor (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available

- Restrooms (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Walkways, trails, and roads (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Campgrounds and/or picnic areas (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Visitor Services (Categories below)
 - Assistance from park employees (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Park map or brochure (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good

- Very Good
 - Not used or not available
- Ranger programs (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Value for entrance fee paid (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Commercial services in the park — food, lodging, gifts, rental, etc. (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Other services — please specify (text field) (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Recreation Opportunities (Categories below)
 - Learning about nature, history, or culture (Ranking question, please choose one)
 - Very poor

- Poor
- Average
- Good
- Very Good
- Not used or not available
- Outdoor recreation — sightseeing, camping, bicycling, boating, hiking, etc. (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available

31) Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Cape Hatteras National Seashore? (Multiple choice, please choose one)

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

32) This park was established because of its significance to the nation. In your opinion, what is that national significance of this park? (text field)

Background/Demographics

33) If you live in the US, what is your ZIP code? If not US, what is your country of residence? (choices below)

- Zip code (text field)
- Country (text field)

34) What is your age?

- Age in years (text field)

35) What is your gender? (Multiple choice, please choose one)

- Man
- Woman

- I prefer to self-describe as (text field)
- Prefer not to respond

36) Are you of Hispanic, Latino, or Spanish origin? (Multiple choice, please choose one)

- Yes
- No

37) What is your race? (Multiple choice, please choose all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian and other Pacific Islander
- White
- Some other race — please describe (text field)

38) What is the highest degree or level of school you have completed? (Multiple choice, please choose one)

- Less than high school/some high school
- High school graduate
- Vocational/trade school certificate
- Some college
- Associate Degree (AA, AS, etc.)
- Bachelor's Degree (BA, BS, AB, etc.)
- Master's Degree (MS, MA, MEd, etc.)
- Professional Degree (MD, DD, etc.)
- Doctorate Degree (PhD, EdD, etc.)

39) Which of these categories best represents your annual household income? (Multiple choice, please choose one)

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- Do not wish to answer

40) Including yourself, how many people contribute to your annual household income?

- Number of people (text field)

41) Including yourself, how many people (adults and children) are in your household?

- Number of people (text field)

42) When visiting an area such as Cape Hatteras National Seashore, what language do you prefer to use for speaking? (Multiple choice, please choose one)

- English
- Spanish
- Other — please specify (text field)

43) When visiting an area such as Cape Hatteras National Seashore, what language do you prefer to use for reading? (Multiple choice, please choose one)

- English
- Spanish
- Other — please specify (text field)

44) Is there anything else you would like to tell us about Cape Hatteras National Seashore's facilities, services, or recreational opportunities? (text field)

Thank you for your time and participation in this survey.

Please place this packet into the postage-paid envelope and return it via any US Mail drop box.

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

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National Park Service
U.S. Department of the Interior



[Natural Resource Stewardship and Science](#)

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