

**Point Reyes National Seashore
Visitor Use Satisfaction Survey**

A compilation of four seasons of data

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Introduction

John Dell 'Osso, Acting Chief of Interpretation for Point Reyes National Seashore, approached Dr. Susan Herring's Statistical Consulting Class at Sonoma State University in the Fall of 1996, with an idea for a project. He was interested in creating a visitor satisfaction survey, to see just how satisfied the estimated 2.5 million people who visit Point Reyes National Seashore are with the park, services, and accommodations. Besides looking at visitor satisfaction, the goals of the survey were to determine:

- ◆ the amount of revenue generated by park visitors for the local economy
- ◆ the percentage of day use by park visitors
- ◆ the percentage of first-time visitors to the park
- ◆ the difference in visitor use and satisfaction between different sites in the park.

During the Fall of 1996, students Alyson Clark and Dana Ferry created the Point Reyes Visitor Use Survey. This survey was implemented at the Bear Valley Visitor Center, Limantour Beach, Bear Valley Trail Head, Five Brooks, Chimney Rock, Lighthouse, Backcountry Sites, and Ken Patrick Visitor's Center during Spring 1997, Summer 1997, Fall 1997, and Winter 1998.

The sample surveyed for this project was not a random sample. The sites that were chosen to survey were done so because they were high usage areas.. Also, during the El Nino Winter of 1998, many areas in the park were closed because of weather (the beach was not surveyed at all for this season.).

Our sample sizes varied from season to season. We had the most responses in the Spring, and the least in the Winter.

This report is a summary of the implementation of the survey, as well as a statistical comparison of the four seasons.

Question by Question Interpretation

This section is a question by question interpretation of the statistical tests performed. For hypothesis tests, the significance level was set at $\alpha = 0.05$.

Question by Question Interpretation

1. What is the main reason you came to PRNS?

a. passing through b. touring area parks c. visiting park d. visiting West Marin d. other

- ◆ The reason for coming to PRNS is dependent upon the season ($P=0.0075$). This is what would be expected. There are certain seasons when people are more likely to be touring parks than others, for example, during the spring and summer. (see graph).

2. What are you planning to do while here at PRNS? Check all that apply.

whale watch kayaking visitor center horsebackriding swim hiking sightsee
fish camp picnic photography beach other backpack
bird watch ranger program

- ◆ The activity being done in the park is dependent upon the season ($P<0.0001$). This is what would be expected. A visitor is more likely to swim and camp in the Summer and Spring, for example. (see graph)

3. How much time will you spend visiting PRNS during this visit?

1 night 2 nights more than 2 nights 2-4 hours 4-6 hours 6-8 hours under 2 hours

- ◆ The amount of time spent in the park is dependent upon the season ($P=0.037$). This is what would be expected. A visitor is more likely to spend more time in the park when the weather is warmer (see graph).

4. If you are remaining in the area overnight, where will you be staying?

bed and breakfast campground within park other campground motel/lodge
youth hostel other

- ◆ Where visitors stay is dependent upon the season ($P=0.0205$). This is what would be expected. A visitor should be more likely to camp in the park, or at another campground, during the spring and summer, for example. (see graph)

5. Which category best describes the make-up of the group you are traveling with?

family friends school single tour other

- ◆ The make-up of the group is dependent upon the season ($P=0.0056$). This would be expected for seasons like summer; you would expect a lot of families to be visiting the park. (see graph)

6. How many people are traveling in the vehicle you came in?

2 people 3 people 4 people 5 people 6 people more than 6 1 (myself)

- ♦ The number of visitors traveling in the vehicle is dependent upon the season ($P < 0.0001$).
- ♦ During Spring, Summer, and Fall, most people came in a vehicle with 2 people (see graph). Maybe PRNS is a great place to go on a date!!

7. Which route did you use to get to the park today?

highway 1, from the north highway 1, from the south Lucas Valley Road Local
Novato Boulevard Point Reyes / Petaluma Rd. Sir Francis Drake Highway

- ♦ The route a visitor takes to the park is dependent upon the season ($P < 0.0001$).
- ♦ No visitors used local route during Winter or Spring, suggesting that many visitors to PRNS are not local in those seasons. Local route was used only in Summer and Fall. (see graph)

8. Which county do you currently live in?

Alameda Contra Costa Marin Mendocino Monterey Napa Sacramento
San Benito San Francisco San Joaquin San Mateo Santa Clara Santa Cruz
Solano Sonoma other CA county out of state out of country

- ♦ The county the visitor lives in is dependent upon the season ($P < 0.001$). This could be expected for counties that are further distance to PRNS; at certain times of the year, traveling to PRNS may be easier than others.
- ♦ This also shows that the people visiting PRNS are not just local, or even from California; for Spring and Summer there are a large number of visitors from out of state, and even some from out of the country (as seen in the graph).

9. How would you rate the different areas of the park that you visited?
(excellent, good, fair, needs improvement)

trails road signs restrooms ranger program Pierce Point Ranch picnic areas
Palomarin outdoor exhibits Morgan Horse Ranch lighthouse area campgrounds
Ken Patrick Visitor Center beach Bear Valley Visitor Center

- ♦ "Excellent": the rating of "excellent" is dependent upon the season ($P = 0.0112$).
- ♦ "Good": the rating of "good" is dependent upon the season ($P = 0.0339$).
- ♦ "Fair": the rating of "fair" is independent of the season ($P = 0.6197$).
- ♦ "Needs Improvement": the rating of "needs improvement" is independent of the season ($P = 0.9744$).
- ♦ It would be expected that different areas in the park would get higher ratings at

different times of the year; for example, trails and campgrounds should be in better condition during the Spring and Summer (see graph).

10. During your visit, did you / your group spend money on any of the following within a 60 mile radius of the park? (lodging, gifts, gas/oil, groceries, dining out, other)

\$1 to \$50 \$51 to \$100 more than \$101

- ◆ Lodging: the amount of money spent on lodging is independent of the season ($P=0.3937$). The average amount of money spent on lodging is \$21.
- ◆ Groceries: the amount of money spent on buying groceries is independent of the season ($P=0.4014$). The average amount of money spent on groceries is \$12.
- ◆ Gas/Oil: the amount of money spent on gas/oil is independent of the season ($P=0.4718$). The average amount of money spent on gas/oil is \$10.
- ◆ Dining out: the amount of money spent on dining out is independent of the season ($P=0.076$). The average amount of money spent dining out is \$ 22.
- ◆ Buying gifts: the amount of money spent on buying gifts is independent of the season ($P=0.4627$). The average amount of money spent on buying gifts is \$8.
- ◆ Other: the amount of money on "other" is independent of the season ($P=0.1084$). The average amount of money spent on other is \$3.

The averages are an estimated average (between \$1 and \$50 was considered \$25; between \$51 and \$100 was considered \$75; and more than \$101 was considered \$125).

11. In the last 12 months, how many times have you visited PRNS?

first time 1-2 times 3-4 times 5-6 times 7 or more

- ◆ The number of times visited and the season are independent ($P=0.3133$).
- ◆ First time visitors are equally likely to visit any season.

12. What keeps you from using the park more often?

distance to park lack of services lack of transportation weather other

- ◆ What keeps people from using the park is dependent upon the season ($P<0.0001$).
- ◆ For the response "lack of services", in the Fall observed almost 3 times more than what was expected. Further research as to which services are lacking is

needed.

13. What is your gender?

male female

- ◆ The gender of the visitor and the season are independent ($P=0.5825$)
- ◆ Men and women are equally likely to be at the park during any season.

14. Which category contains your age?

15-19 20-24 25-29 30-34 35-39 40-44 45-49 50-54 55-59 60-64 65+

- ◆ The age of the visitor is dependent upon the season ($P<0.0001$).
- ◆ Visitors between the ages of 20 and 54 responded for each season; no one responded for Fall for 15-19, for Spring for 55-59, 60-64, and 65+.

Survey and Results

A copy of the original survey as well as the results of the implementation of the Point Reye's Visitor Use Survey for each season follow in this section. The number in parentheses to the right of each choice is the frequency of a given answer chosen by visitors. The percentage of those frequencies is also given.

Point Reyes National Seashore Survey



1. What is the main reason you came to Point Reyes National Seashore?

- ☐ Passing through ☐ Visiting park ☐ Touring area parks ☐ Visiting West Marin ☐ Other

2. What are you planning to do while here at Point Reyes National Seashore? (Mark all that apply)

- | | | |
|--|---|--|
| ☐ Backpack | ☐ Go to beach | ☐ Photography |
| ☐ Bike ride | ☐ Go to Visitor Center | ☐ Ranger programs |
| ☐ Birdwatch | ☐ Hike | ☐ Sightsee |
| ☐ Camp | ☐ Horseback ride | ☐ Swim |
| ☐ Field Seminar | ☐ Kayak | ☐ Whale watch |
| ☐ Fish | ☐ Picnic | ☐ other _____ |

3. How much time will you spend visiting Point Reyes National Seashore during this visit?

- ☐ Under 2 hrs ☐ 2-4 hours ☐ 4-6 hours ☐ 6-8 hours ☐ 1 night ☐ 2 nights ☐ 2 or more

4. If you are remaining in the area overnight, where will you be staying?

- | | |
|---|---|
| ☐ Bed and Breakfast | ☐ Youth hostel |
| ☐ Campground (within the park) | ☐ Other _____ |
| ☐ Other campground | ☐ Not Applicable |
| ☐ Motel / Lodge | |

5. Which category best describes the make-up of the group you are traveling with?

- ☐ Single ☐ Family ☐ Friends ☐ School ☐ Tour ☐ Other _____

6. How many people are traveling in the vehicle you came in?

- ☐ 1 (myself) ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ > 6

7. Which route did you use get to the park today?

- | | |
|--|---|
| ☐ Highway 1, from the north | ☐ Novato Boulevard |
| ☐ Highway 1, from the south | ☐ Point Reyes / Petaluma Rd. |
| ☐ Lucas Valley Road | ☐ Sir Francis Drake Highway |
| | ☐ Local |

8. Which county do you currently live in?

- | | | |
|---------------------------------------|--|--|
| ☐ Alameda | ☐ Sacramento | ☐ Santa Cruz |
| ☐ Contra Costa | ☐ San Benito | ☐ Solano |
| ☐ Marin | ☐ San Francisco | ☐ Sonoma |
| ☐ Mendocino | ☐ San Joaquin | ☐ Other CA county |
| ☐ Monterey | ☐ San Mateo | ☐ Out of state |
| ☐ Napa | ☐ Santa Clara | ☐ Out of Country |

9. How would you rate the different areas of the park that you visited?

(1=Excellent, 2=Good, 3=Fair, 4=Needs Improvement)

- | | | | |
|---|----------------------------|---|--------------------|
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Beaches | ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Palomarin |
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Bear Valley Visitor Center | ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Picnic Areas |
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Campgrounds | ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Pierce Point Ranch |
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Ken Patrick Visitor Center | ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Ranger Programs |
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Lighthouse Area | ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Rest Rooms |
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Morgan Horse Ranch | ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Road Signs |
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Outdoor Exhibits | ☐ 1 ☐ 2 ☐ 3 ☐ 4 | Trails |

10. During your visit, did you / your group spend money on any of the following within a 60 mile radius of the park? (1 = Between \$1 - \$50, 2 = Between \$51 - \$100, 3 = More Than \$101)

Dining Out	(1)	(2)	(3)
Gas / Oil	(1)	(2)	(3)
Gifts	(1)	(2)	(3)
Groceries	(1)	(2)	(3)
Lodging	(1)	(2)	(3)
Other _____	(1)	(2)	(3)

11. In the last 12 months, how many times have you visited Point Reyes National Seashore?

☐ First time ☐ 1-2 times ☐ 3-4 times ☐ 5-6 times ☐ 7 or more

12. What keeps you from using the park more often? (Mark all that apply)

- ☐ Distance to park
- ☐ Lack of services (Which? _____)
- ☐ Lack of transportation to park
- ☐ Weather
- ☐ Other _____

13. What is your Gender?

- ☐ Female
- ☐ Male

14. Which category contains your age?

- | | |
|--|--|
| ☐ 15 - 19 years | ☐ 45 - 49 years |
| ☐ 20 - 24 years | ☐ 50 - 54 years |
| ☐ 25 - 29 years | ☐ 55 - 59 years |
| ☐ 30 - 34 years | ☐ 60 - 64 years |
| ☐ 35 - 39 years | ☐ 65 and older |
| ☐ 40 - 44 years | |

15. Please mark the category that best describes your heritage.

- ☐ African American ☐ Asian / Pacific Islander ☐ Caucasian ☐ Latino
☐ Middle Eastern ☐ Native American ☐ Other _____

16. What day of the week is it?

- ☐ Sunday
- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday

17. Where did you fill out this survey?

- ☐ Bear Valley Visitor Center
- ☐ Ken Patrick Visitor Center
- ☐ Lighthouse
- ☐ Limantour Beach
- ☐ Other (specify) _____

Please use the following space to add comments on these questions or to relate your park experience to our staff.

Again, thank you for your time!

Survey Suggestions

This section contains suggestions for future surveying.

SURVEY REVISIONS AND IMPROVEMENTS

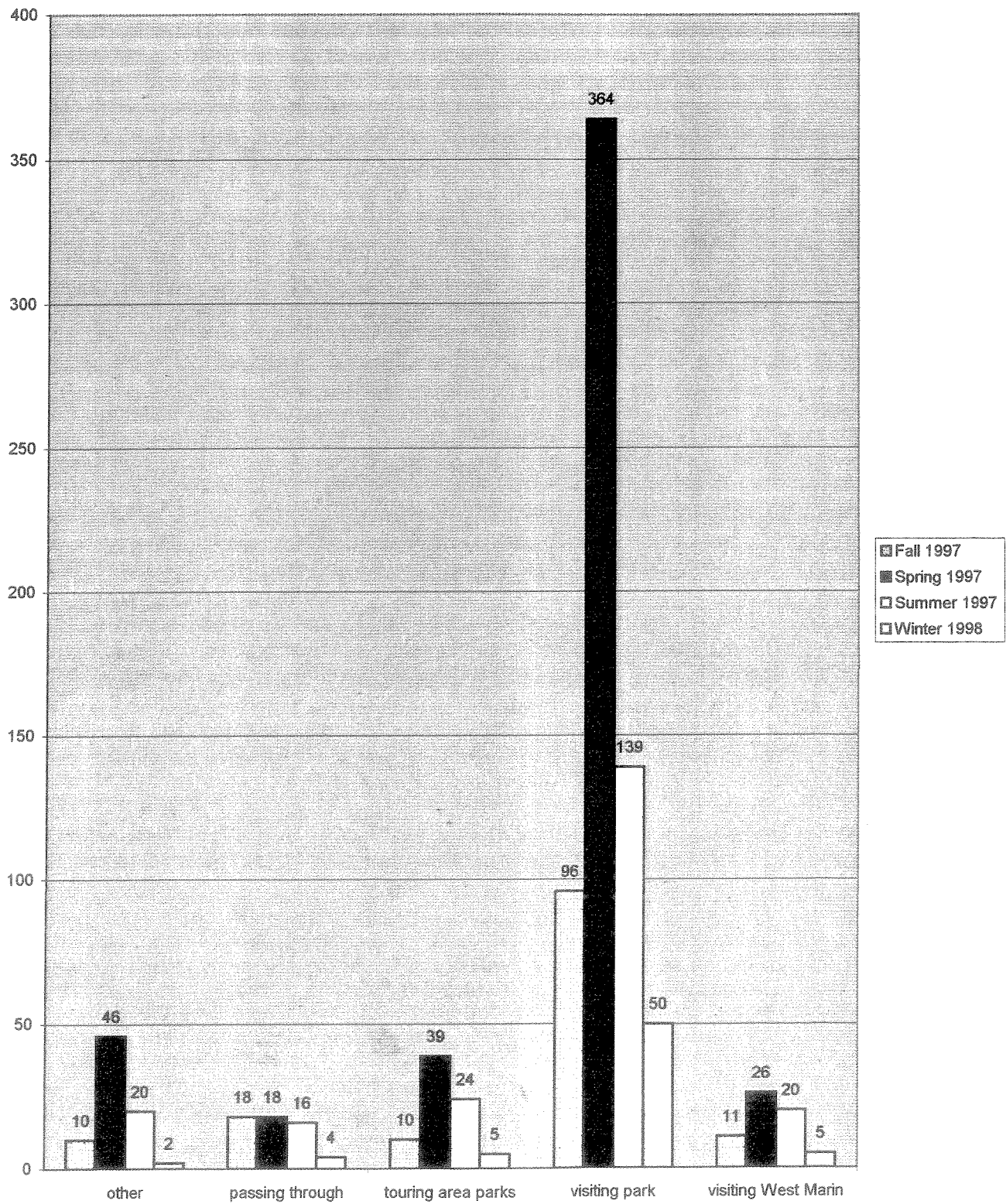
Question 14 asks the visitor to indicate his/her age. The “youngest” category offered was between 15-19. It could be useful to have a child-specific survey.

Question 12 asks what keeps the visitor from using the park more often. Some strange results were seen in the comparison of this question between the four seasons. A suggestion would be to get more specific---if a visitor responds “lack of services”, what services are lacking?

Although there is nothing we can do to control the weather, it is very difficult to get good results from a survey during an El Nino winter! Our sample size for that season is considerably small compared to the other three seasons. Also, several of the areas in the park were closed because of the weather.

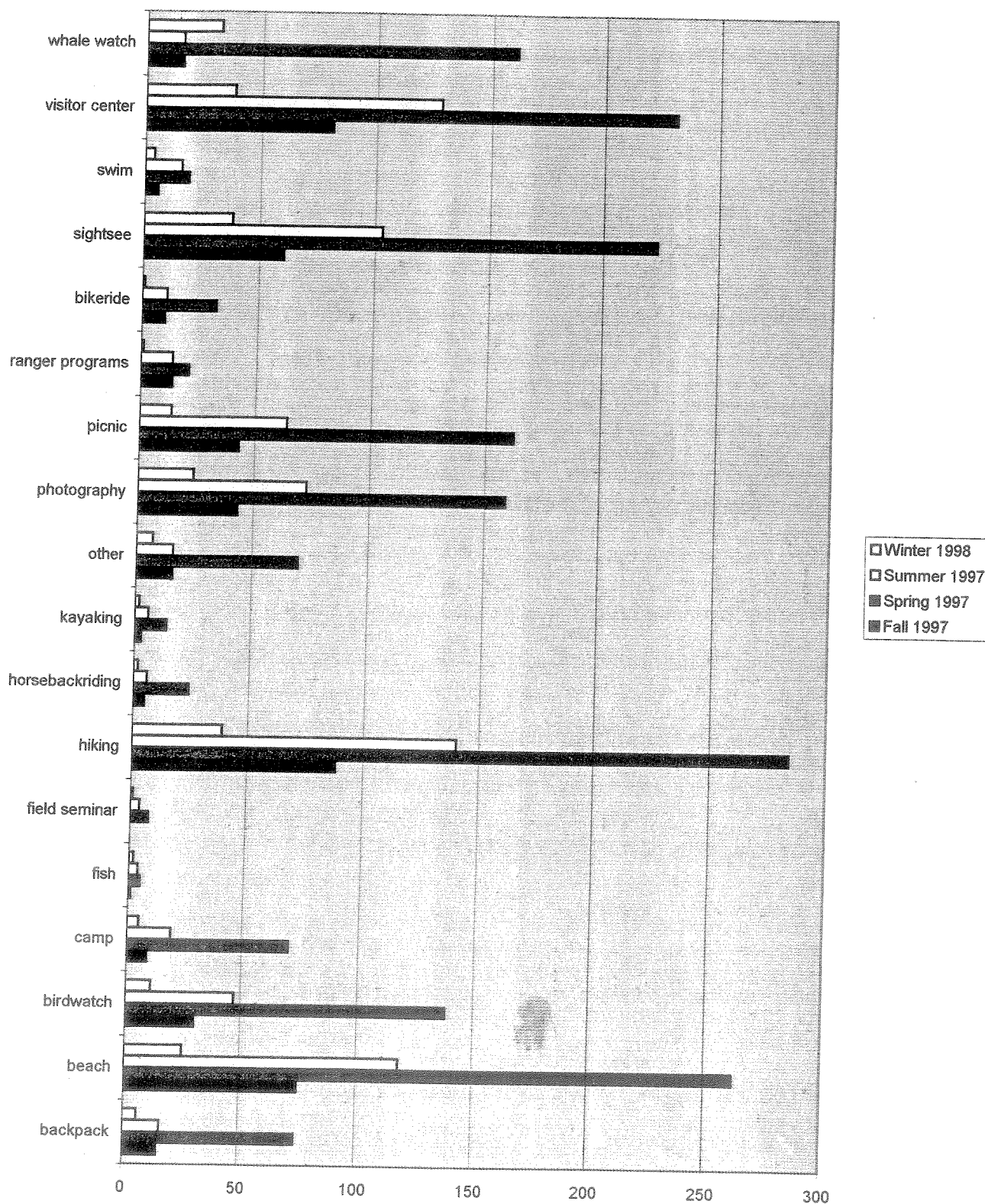
Graphical Representations of Each Question

What is the main reason you came to Point Reyes National Seashore?



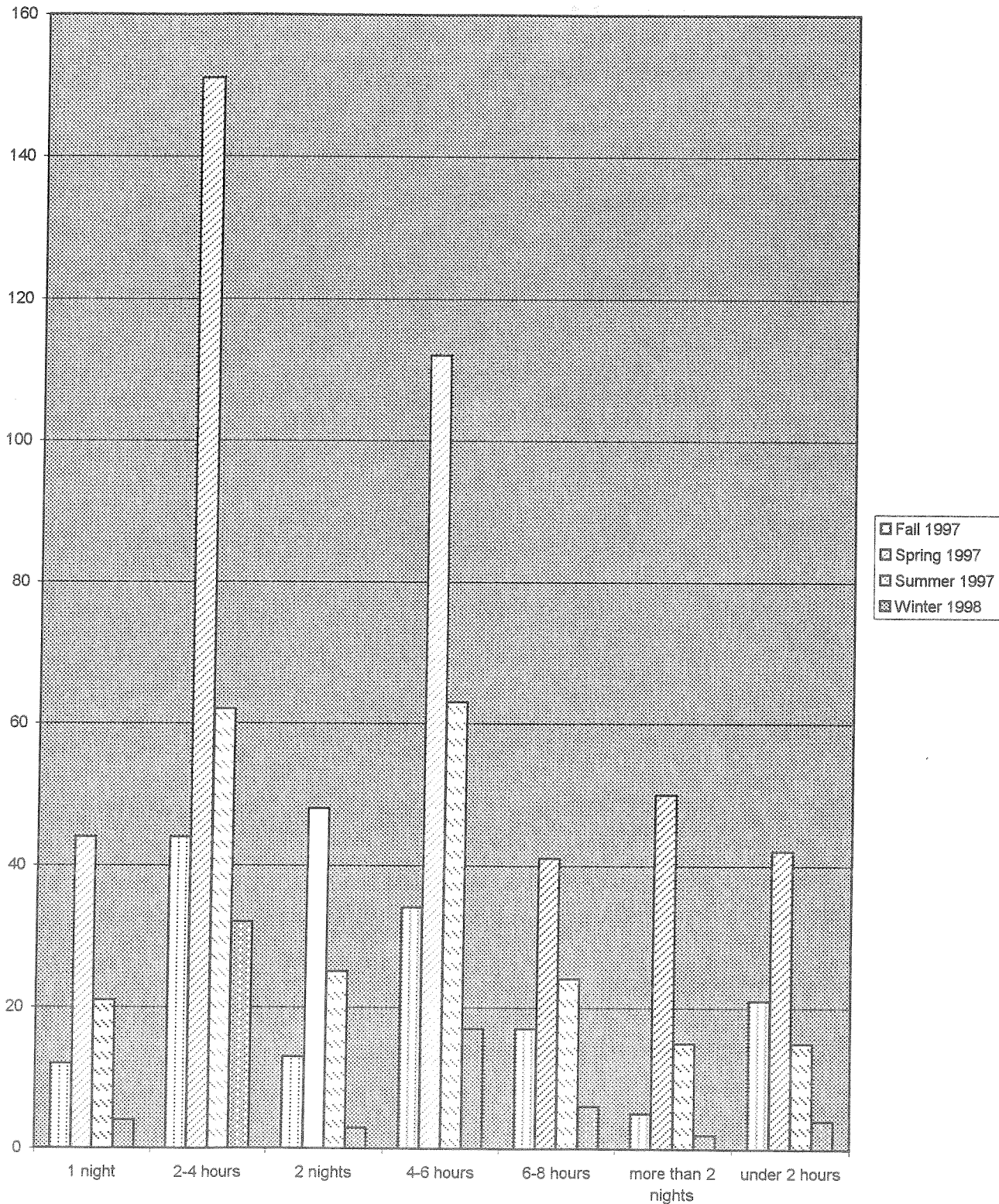
The reason for coming to PRNS is dependent of the season ($p=0.0075$)

What are you planning to do while here at Point Reyes National Seashore?



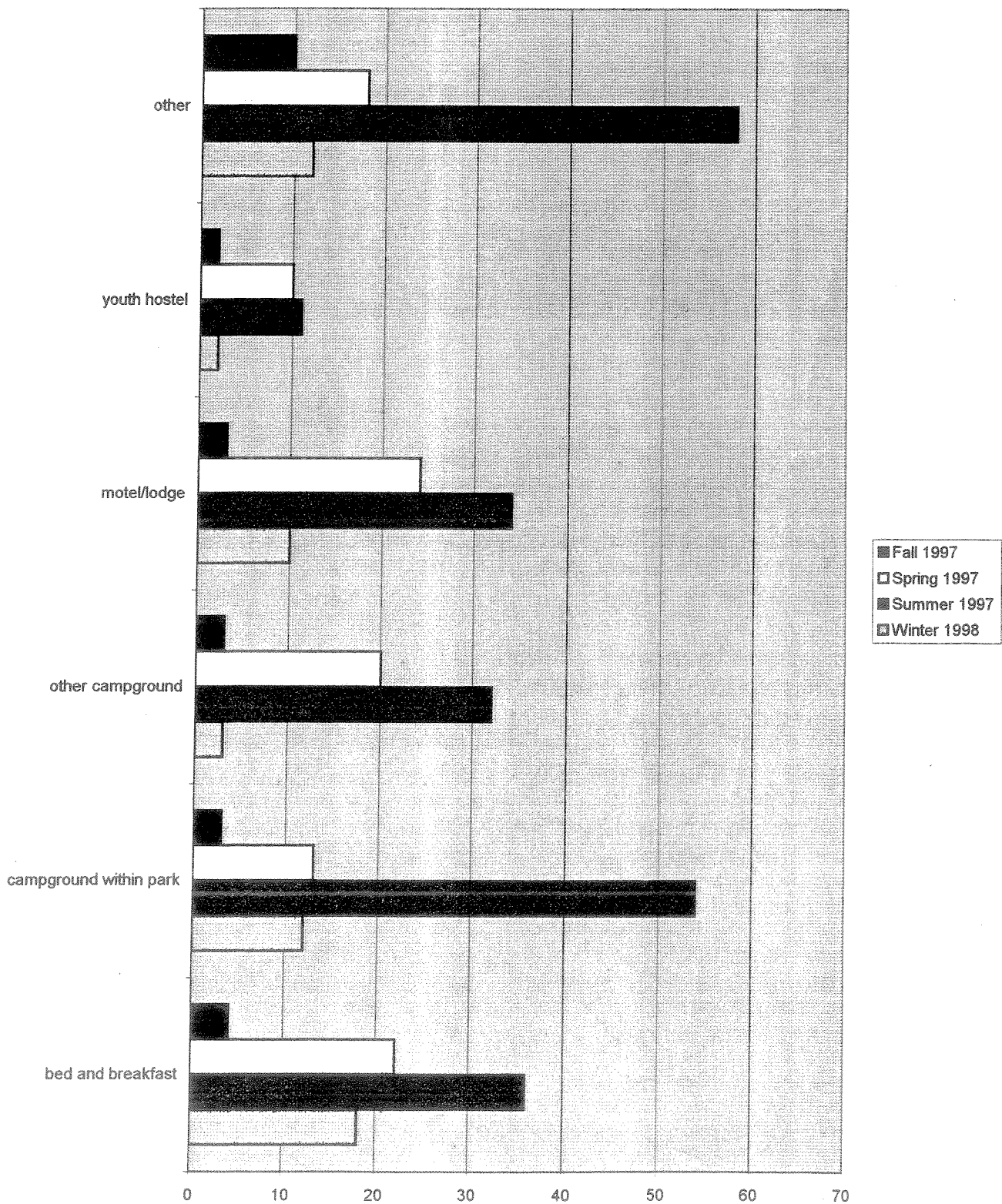
The activity being done in the park is dependent upon the season ($P < 0.0001$). This is what would be expected; there are certain times during the year when one would swim, camp, or whale watch, for example, more often.

How much time will you spend visiting Point Reyes National Seashore during this visit?



How much time spent visiting PRNS is dependent upon the season ($P=0.037$). A visitor is more likely to spend more time in the park when the weather is warmer.

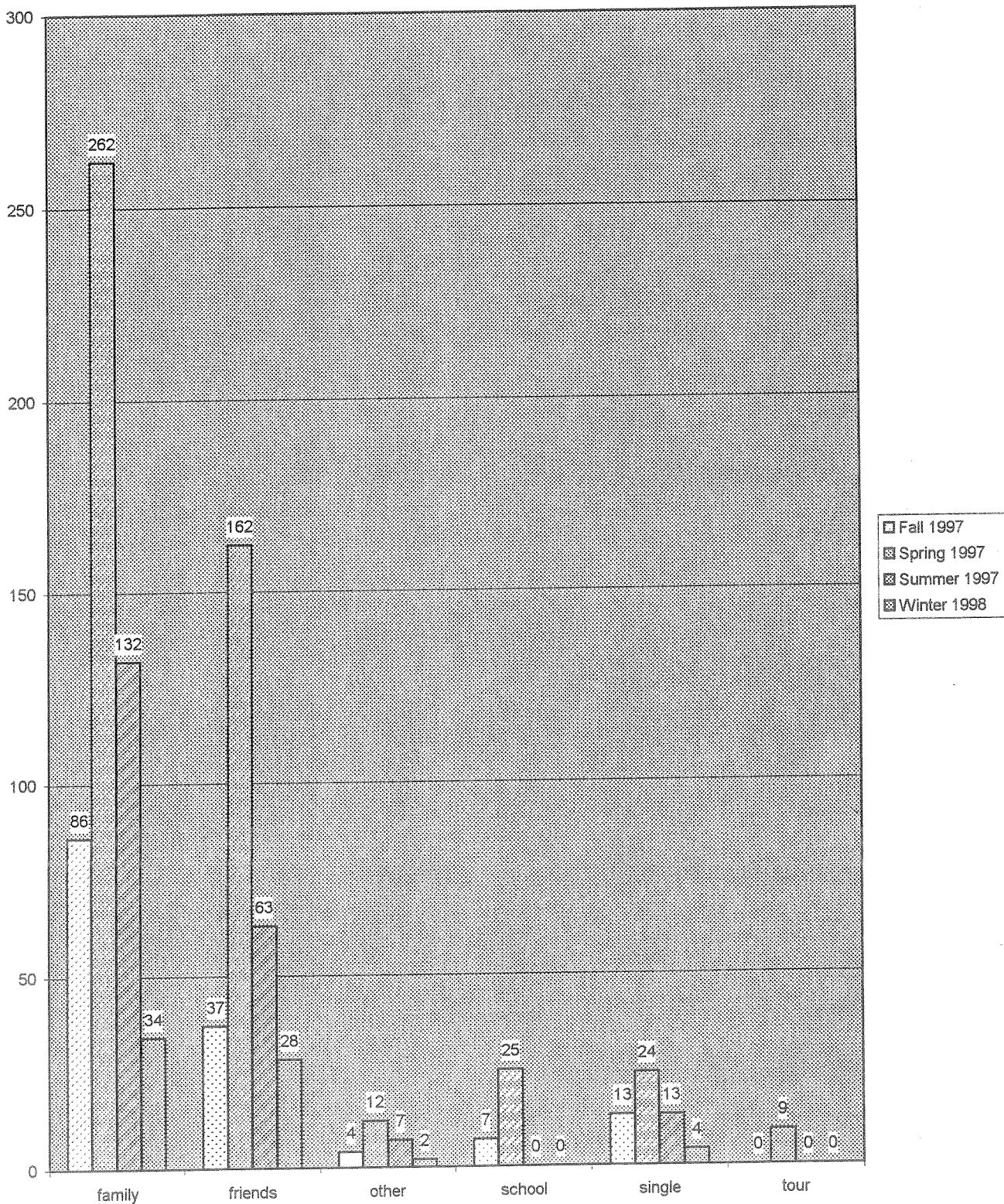
If you are remaining in the area overnight, where will you be staying?



Where overnight visitors stay is dependent upon the season ($P=0.0205$).

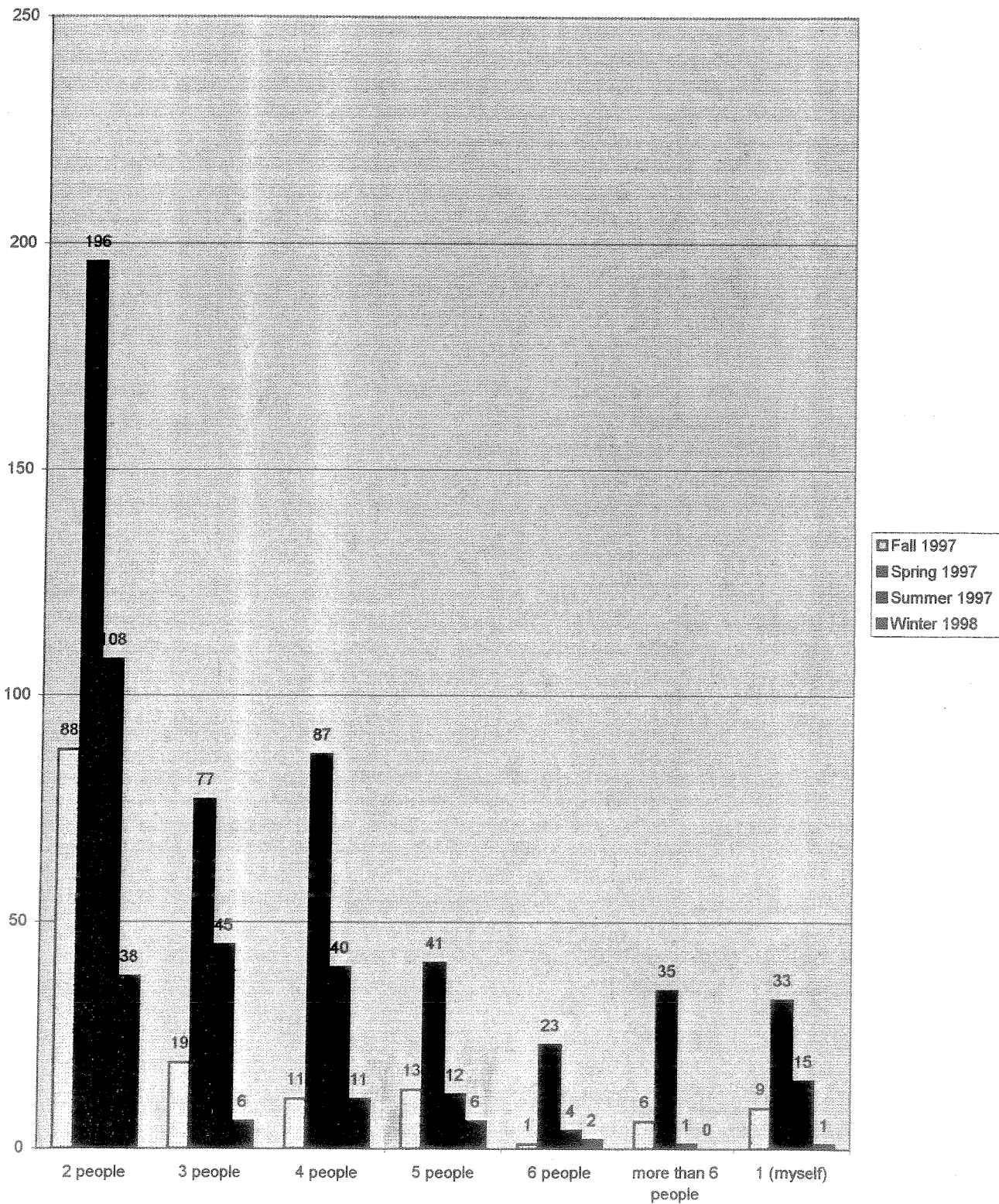
It would be expected that more people would camp, either in the park or nearby campgrounds, during the summer and spring.

Which category best describes the make-up of the group you are traveling with?



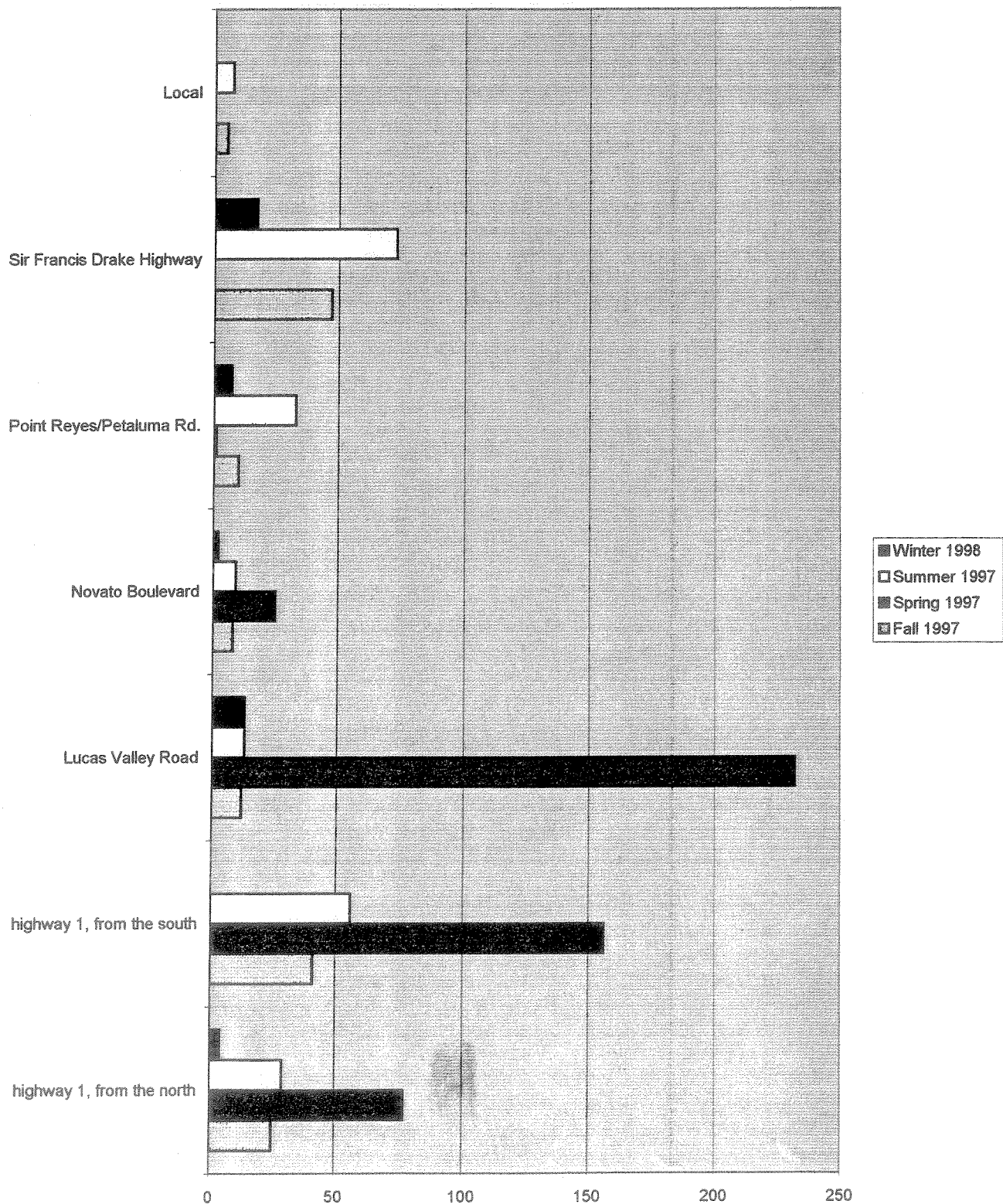
The make-up of the group traveling is dependent of the season ($P=0.0056$). This would be expected for seasons like summer and fall--in the summer, you would expect a lot of families, and in the fall, a lot of school groups.

How many people are traveling in the vehicle you came in?



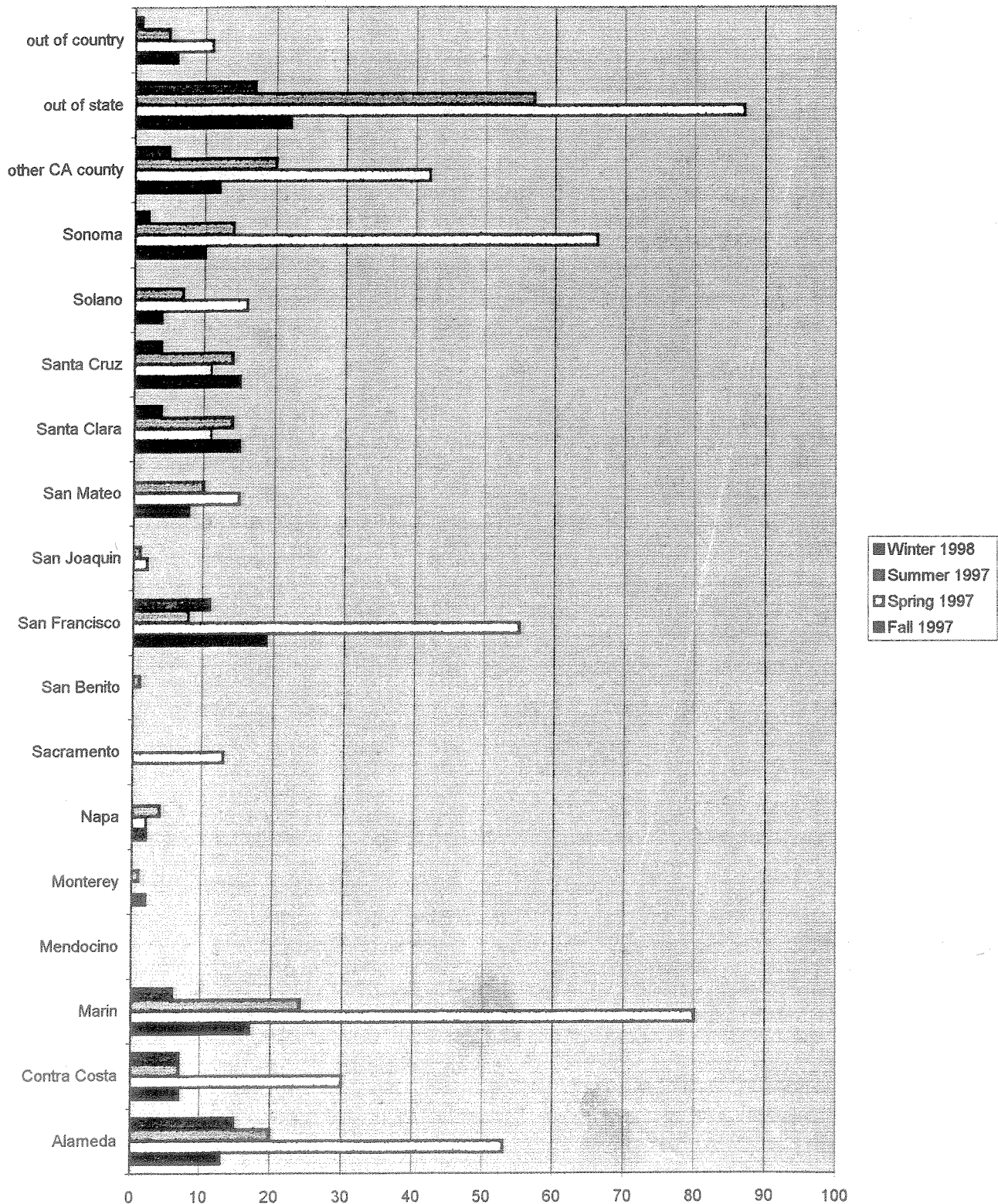
The number of visitors traveling in the vehicle is dependent on the season ($P < 0.0001$).

Which route did you use to get to the park today?



The route a visitor takes to the park is dependent on the season ($P < 0.0001$).

Which county do you currently live in?



The county the visitor lives in is dependent of the season ($P < 0.001$). For counties that are of further distance to PRNS, this is expected; at certain times of the year, traveling to PRNS may be easier than others.

Chart2

How would you rate the different areas of the park that you visited? (Excellent)

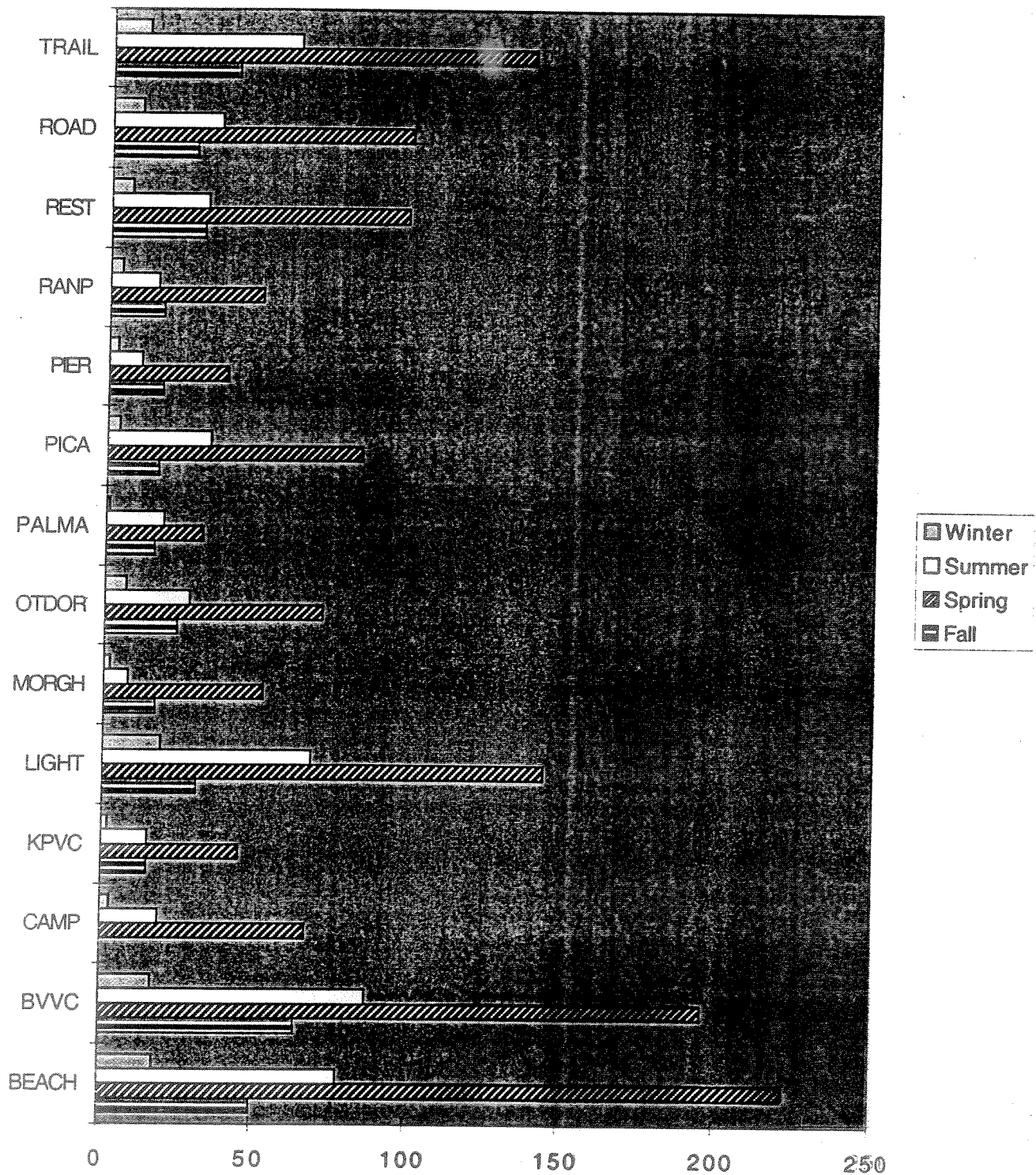
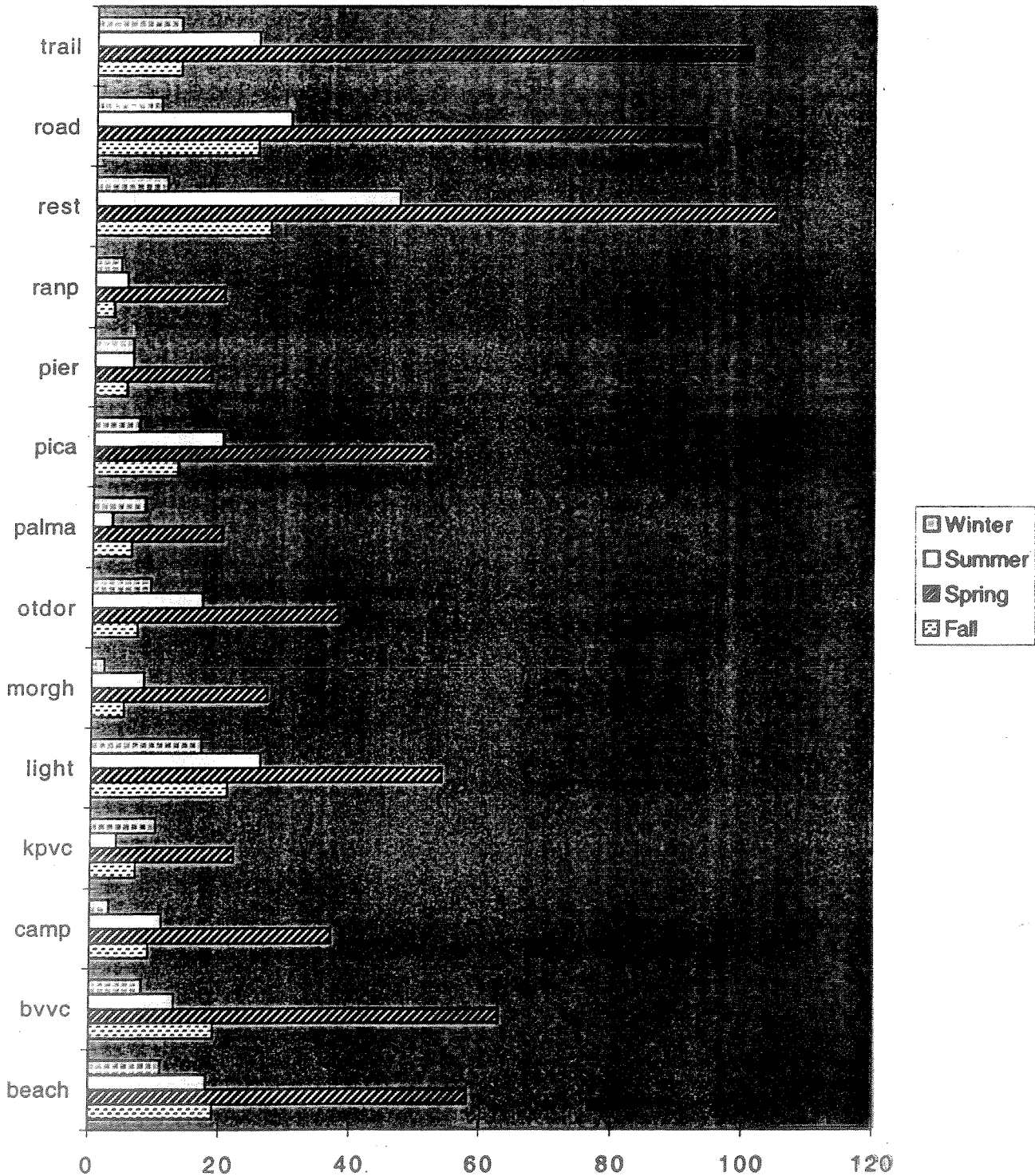


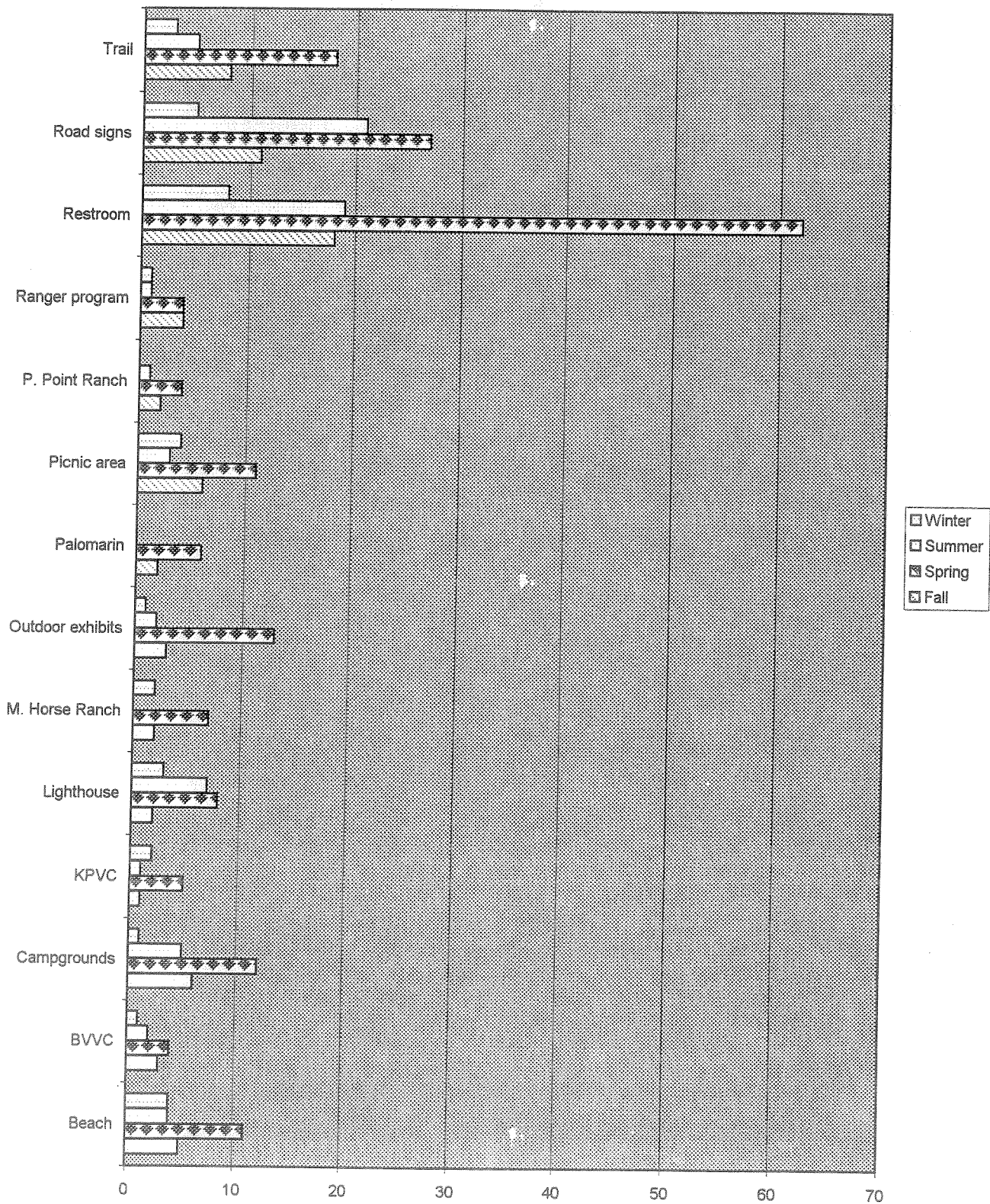
Chart1

How would you rate the different areas in the park that you visited? (Good)



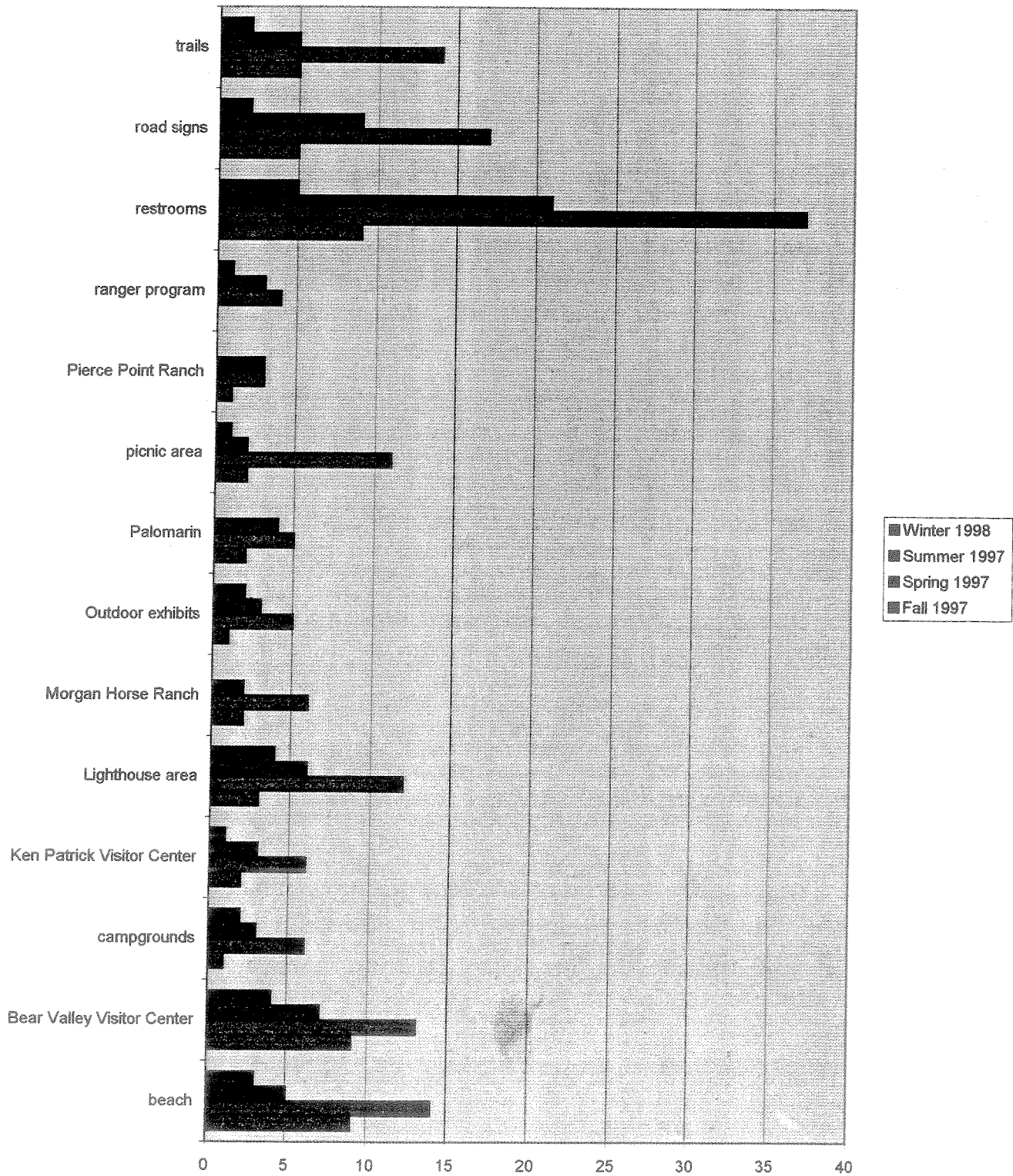
Graph 11

How would you rate the different areas of the park that you visited? (Fair)_



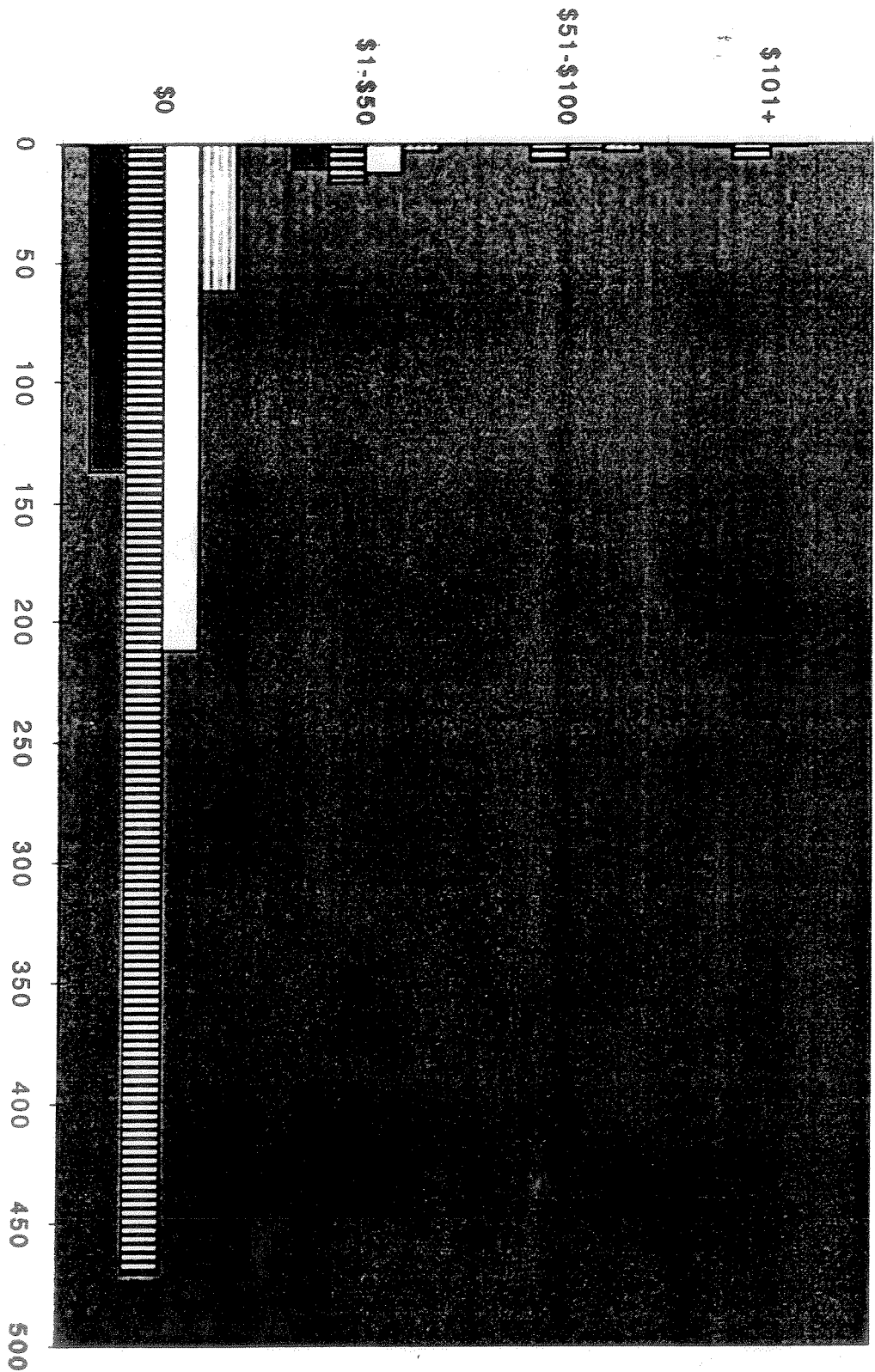
The rating of fair is independent of the season ($P=0.6197$).

How would you rate the different areas of the park that you visited? ("Needs Improvement")



The rating of "needs improvement" is independent of the season ($P=0.9744$).

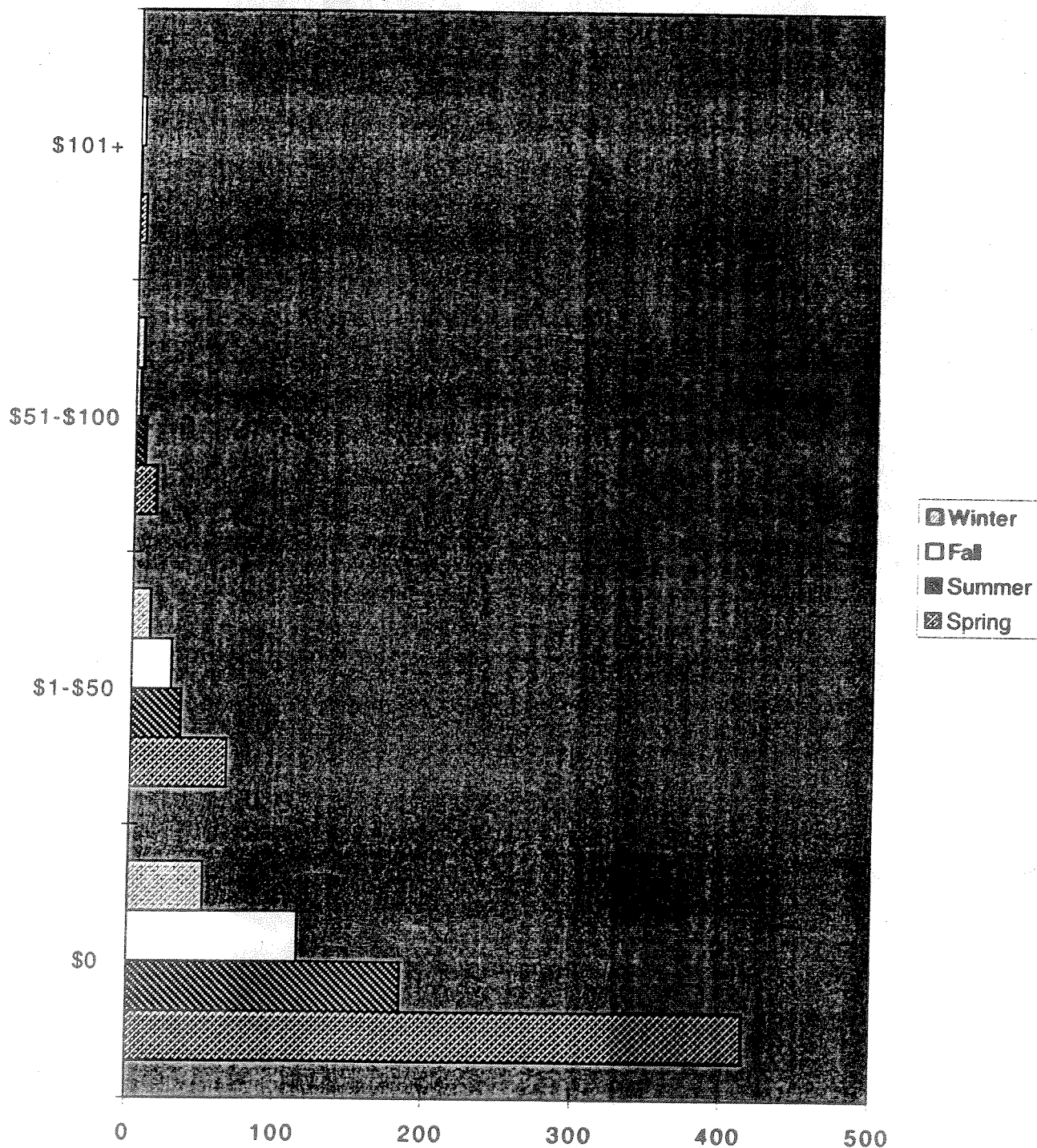
DID YOU / YOUR GROUP SPEND MONEY ON ANY OF THE FOLLOWING WITHIN A 60 MILE RADIUS OF THE PARK? OTHER



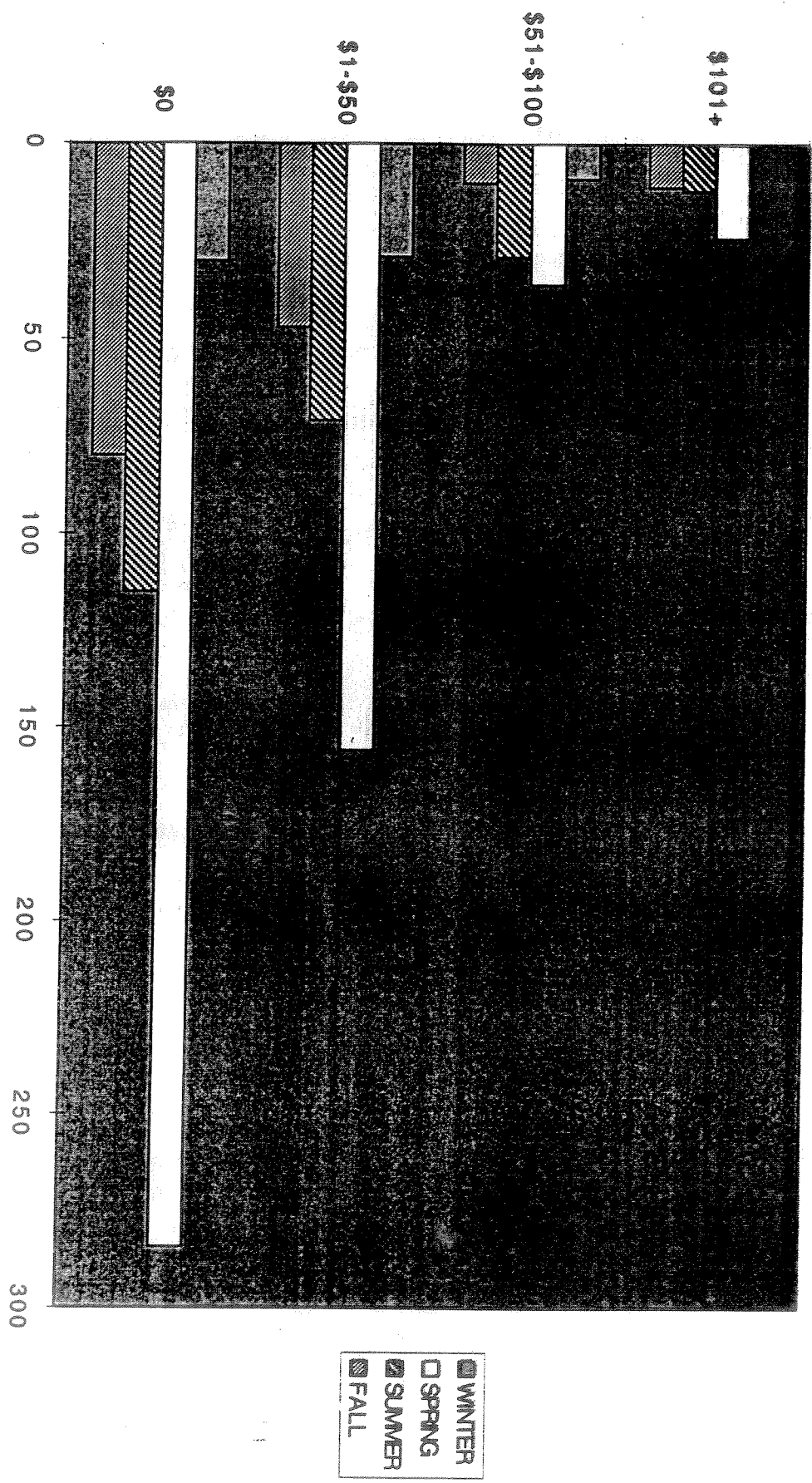
- WINTER
- SUMMER
- SPRING
- FALL

Chart1

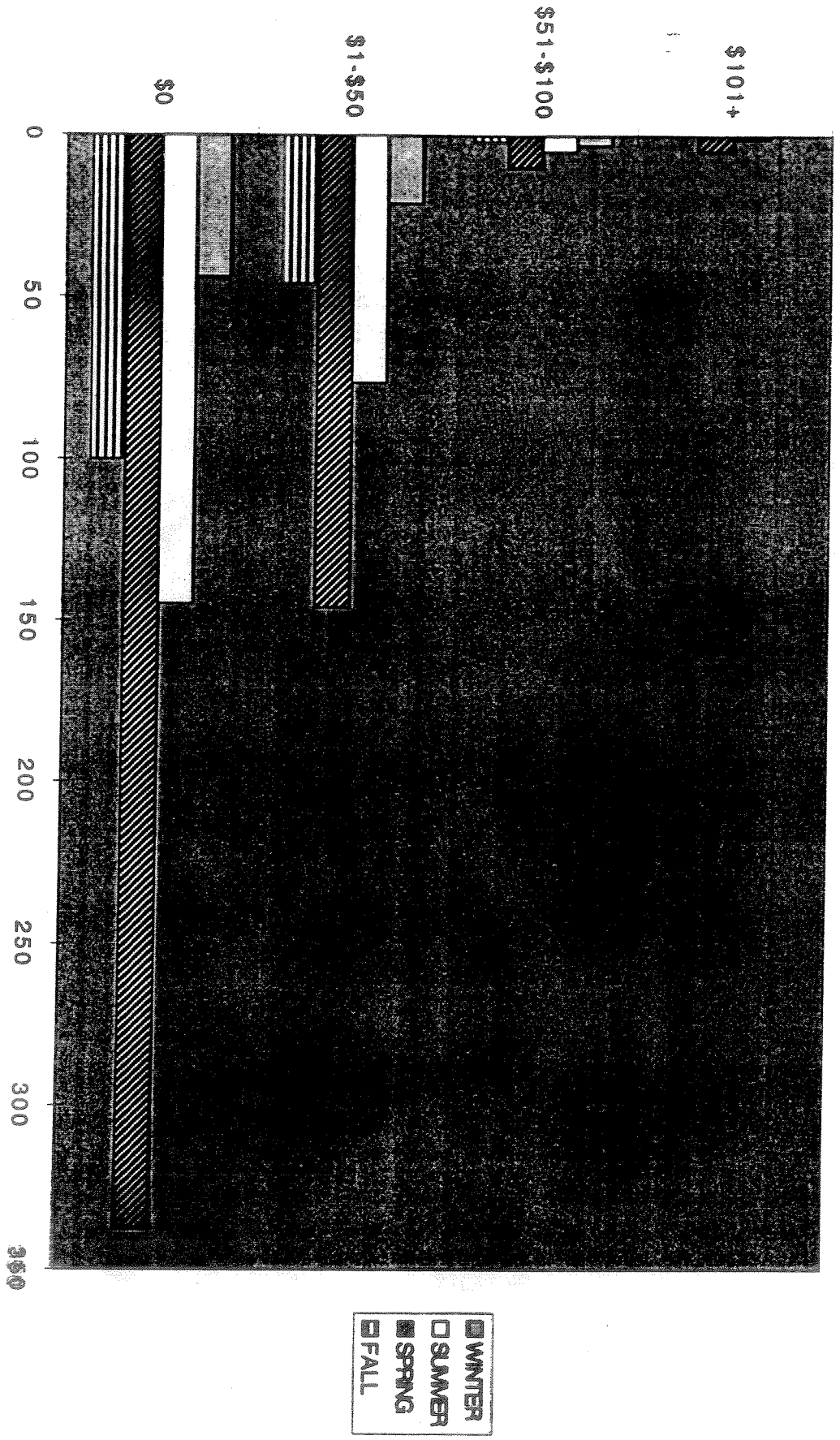
Did you / your group spend money on any of the following within a 60 mile radius of the park? (Gifts)



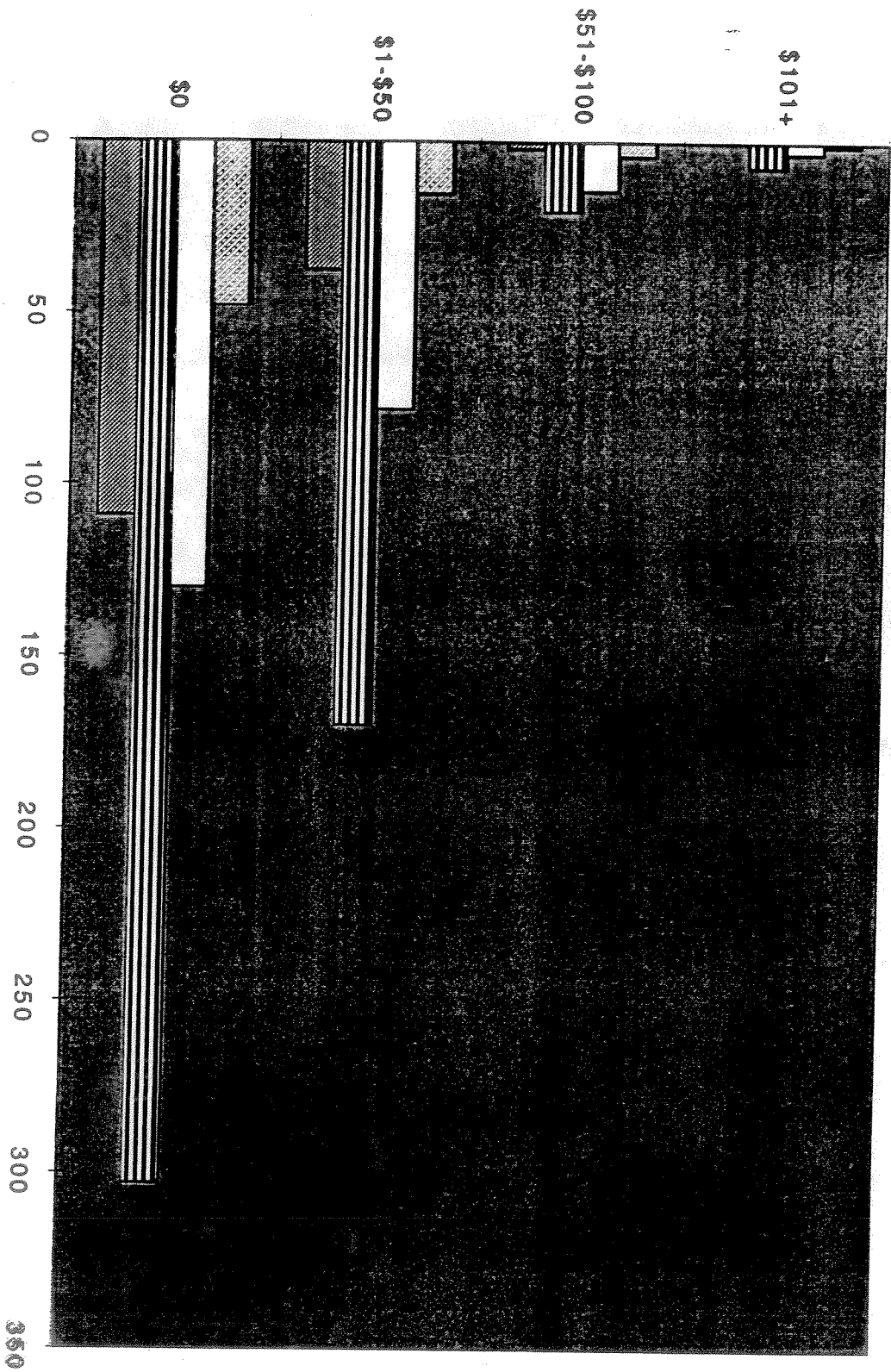
DURING YOUR VISIT TO PRNS, DID YOU / YOUR GROUP SPEND MONEY ON ANY OF THE FOLLOWING WITHIN A 60 MILE RADIUS OF THE PARK? DINING OUT



DID YOU / YOUR GROUP SPEND MONEY ON ANY OF THE FOLLOWING WITHIN A 60 MILE RADIUS OF THE PARK? GAS/OIL

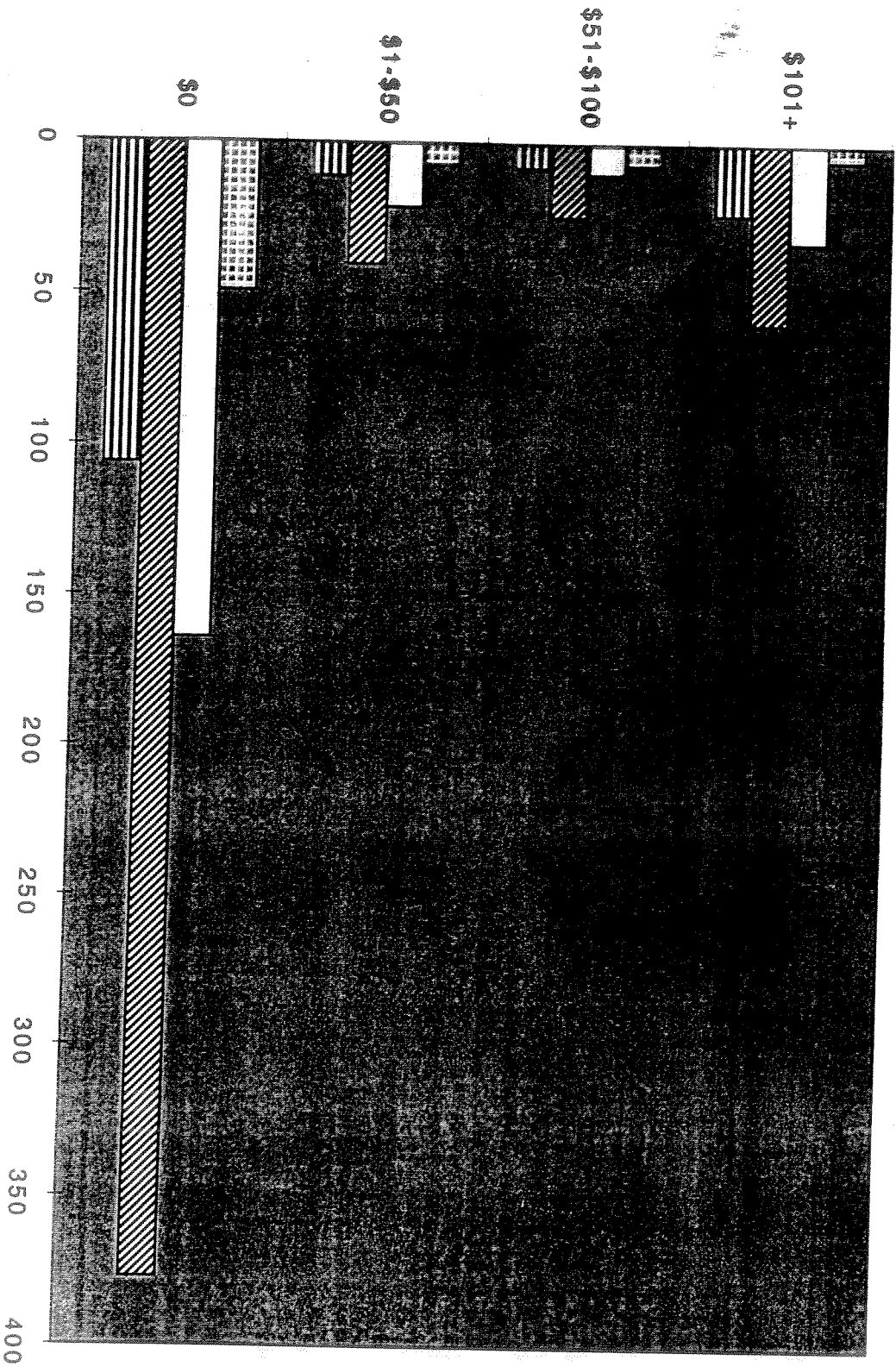


DID YOU/YOUR GROUP SPEND MONEY ON ANY OF THE FOLLOWING WITHIN A 60 MILE RADIUS OF THE PARK? GROCERIES



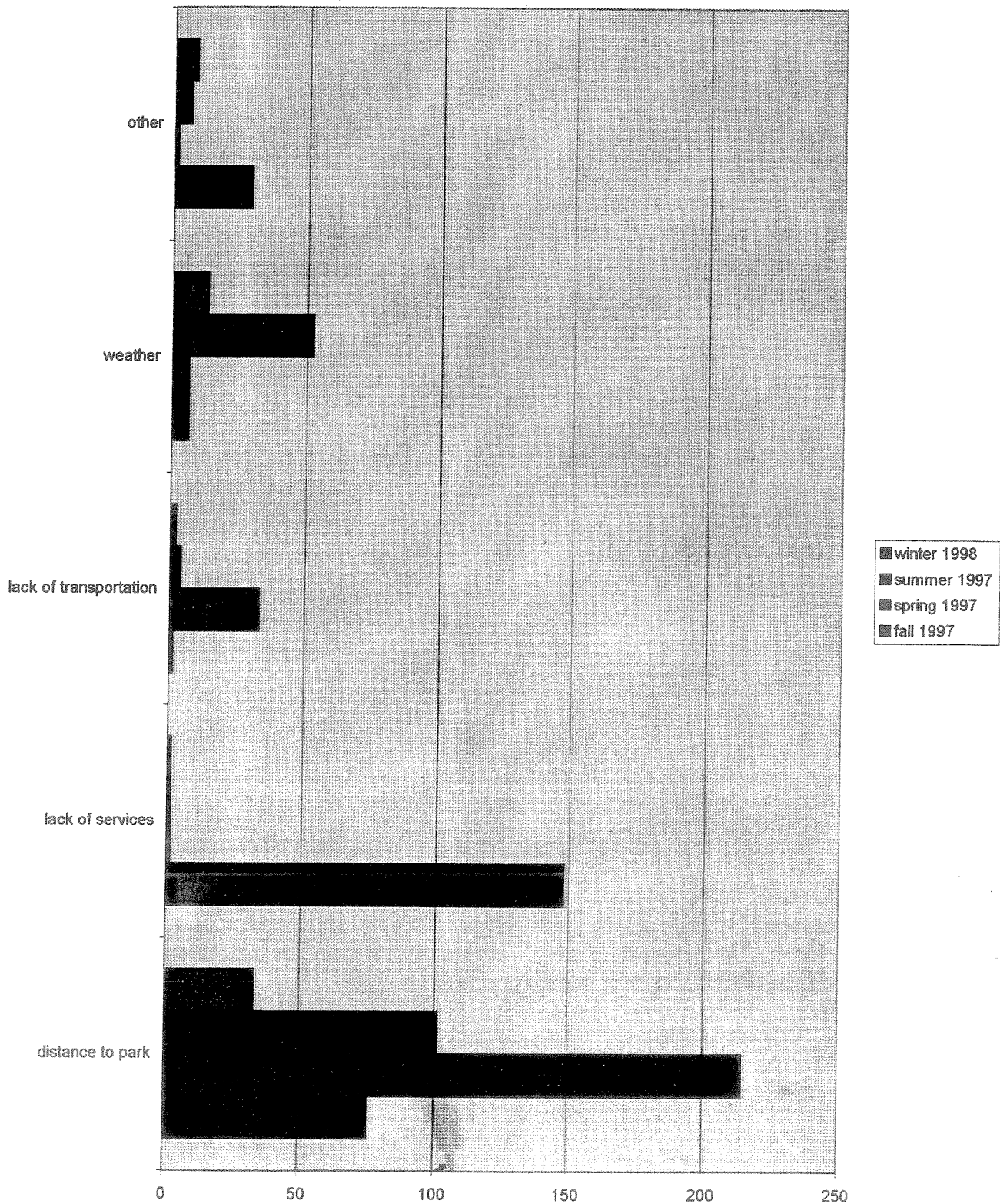
☒ WINTER
☐ SUMMER
☐ SPRING
☐ FALL

DID YOU / YOUR GROUP SPEND MONEY ON ANY OF THE FOLLOWING WITHIN A 60 MILE RADIUS OF THE PARK? LODGING



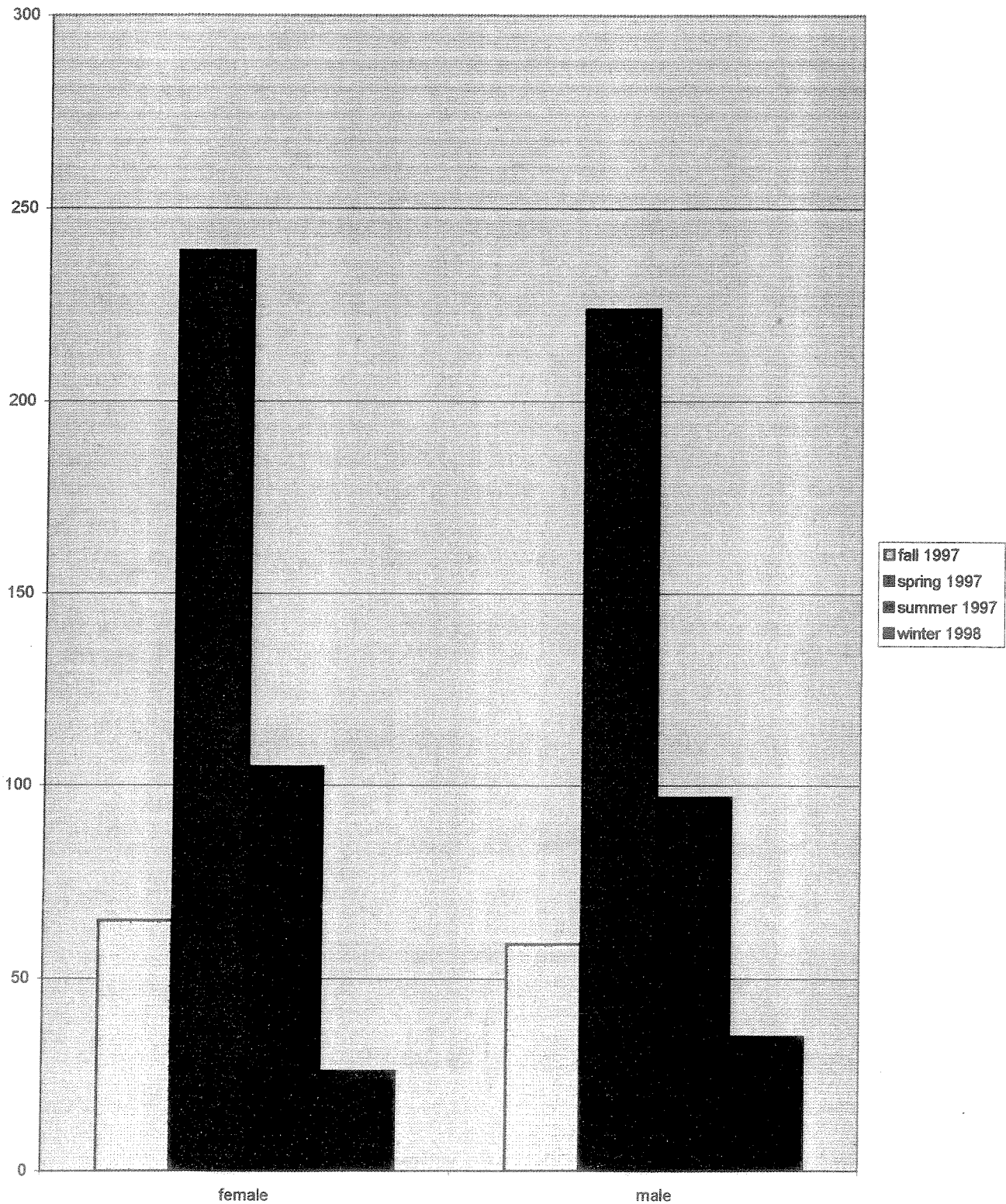
☒ WINTER
☐ SUMMER
☒ SPRING
☐ FALL

What keeps you from using the park more often? (mark all that apply)



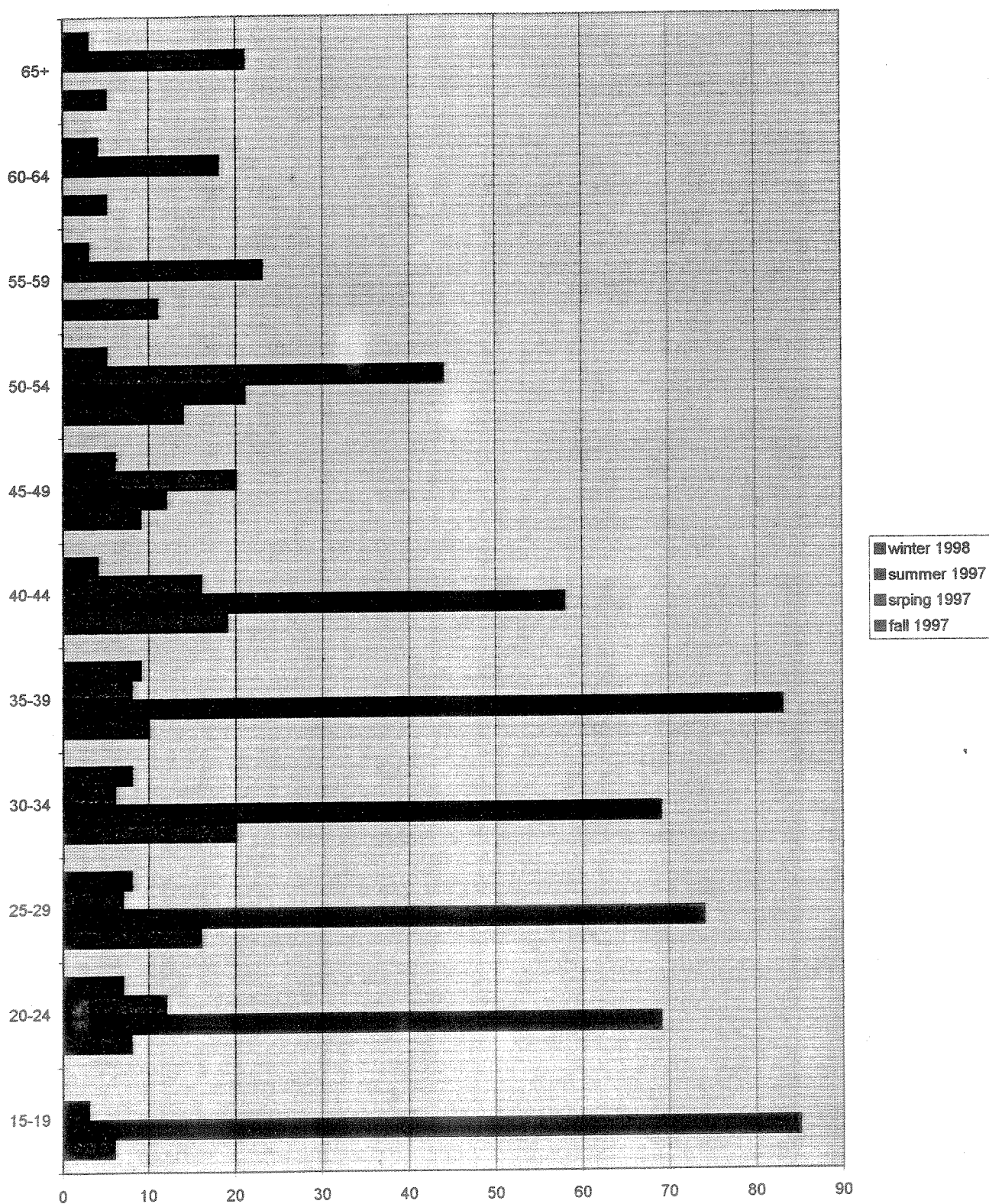
What keeps people from using the park is dependent of the season ($p < 0.0001$). Lack of services does not make much sense--in the fall, observed almost 3 times than what was expected--further research needed.

What is your gender?



Gender of visitors and the season are independent. Men and women are equally likely to be at the park during any season. ($p=0.5825$)

Which category contains your age?



The age of the visitor is dependent upon the season ($p < 0.0001$). Survey problem--this question only addresses the age of the visitor filling out the survey.

Acknowledgements

I would like to thank Dr. Susan Herring for all of her time, patience, and office space, without which, this project would never have been finished.