

CAHA # 2866



"Mansfield, Carol A."  
 <carolm@rti.org>  
 08/17/2010 06:35 PM

To "Loomis, Ross" <rloomis@rti.org>,  
 <Sandra\_Hamilton@nps.gov>, "Wetmore, Doug"  
 <dwetmore@louisberger.com>, "Fox, Lori"  
 cc "Mansfield, Carol A." <carolm@rti.org>

bcc

Subject FW: preliminary out-of-town intercept survey results

History: This message has been forwarded.

From the completed visitor intercept survey.

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**From:** Loomis, Ross  
**Sent:** Friday, August 06, 2010 12:38 PM  
**To:** Mansfield, Carol A.  
**Subject:** preliminary out-of-town intercept survey results

These numbers may change slightly (less than +/-1%) as we make final adjustments to the survey weights. Under Alternative F (that we presented, similar to the old Alternative F), 6.3% of beach goers would not have made their current trip. Under Alternative D, 32.7% report that they would not have taken their current trip. These numbers are within the range of impacts in the DEIS, however they point towards impacts in the higher range for Alternative D.

91.6% of beach goers were aware of that beach driving was allowed in CAHA, and 58.7% were aware of beach closures.

Additionally, 23% reported beach fishing as the primary purpose of their trip (63% reported the primary purpose as swimming, sunbathing, or enjoying the beach, 41% had driven on the beach on this trip, 38% had gone beach fishing on this trip, 71% reported going birdwatching/wildlife-viewing). 98% rated their trip as very good or good (84% very good).

Version	Variable	Level	N	Mean
Alternative D			117	
	Response	Don't Know	0	.
		Very Likely	77	66.4%
		Somewhat Likely	10	0.9%
		Somewhat Unlikely	6	7.7%
		Very Unlikely	24	25.0%
Alternative F			111	
	Response	Don't Know	2	0.2%

	<b>Very Likely</b>	89	85.9%
	<b>Somewhat Likely</b>	7	7.6%
	<b>Somewhat Unlikely</b>	5	1.6%
	<b>Very Unlikely</b>	8	4.73%

<b>Variable</b>	<b>Level</b>	<b>N</b>	<b>Mean</b>
<b>Before you arrived at Cape Hatteras National Seashore for this trip, did you know that some beaches at Cape Hatteras National Seashore were open to vehicles?</b>	<b>Yes</b>	200	91.6%
	<b>No</b>	26	8.1%
	<b>Don't Know</b>	2	0.2%
<b>Before you arrived at Cape Hatteras National Seashore for this trip, did you know that certain parts of the seashore that have been open to vehicles in the past are now closed to vehicles during parts of the spring, summer and fall?</b>	<b>Yes</b>	128	58.7%
	<b>No</b>	97	40.1%
	<b>Don't Know</b>	3	1.2%

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