

0029358

From: [Mansfield, Carol A.](#)
To: Sandra_Hamilton@nps.gov; lfox@louisberger.com
Cc: [Loomis, Ross](#); [Mansfield, Carol A.](#)
Subject: visitor data on visiting historic sites
Date: 10/20/2010 09:28 AM

Hi Sandy and Lori,

I got Sandy's voicemail from yesterday about the difference between the % visiting historic sites in the U. of ID 2002 study and ours. A couple of comments:

1. The visitor survey project (VSP) surveys, if I am remembering correctly, are a convenience sample. You should probably check the documentation, but I think a lot of times they put the survey cards on car windshields or just stop people who are visiting. They may well have surveyed at the lighthouse, since it is a popular attraction. That would give a higher percent saying they visited historic sites.
2. Our survey intercepted people on the beach, not at the lighthouse. So we did not talk to people who only come down to see the lighthouse and don't go out on the beach.
3. In terms of the percent who visited the lighthouse and historic sites, there is going to be overlap between the 22% who visited lighthouses and the 18% who visited historic sites. You can't add the two percents together, but the combined total will probably be bigger than 22%.

Ross – can you calculate for Lori the percent who visited the lighthouse and/or other historic sites?

I'm in the office until 3:00, so let me know if you have more questions.

Carol

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CAHA #2628

From: [Fox, Lori](#)
To: [Herron, Amanda](#)
Subject: FW: question about intercept survey - visit historic sites
Date: Tuesday, October 19, 2010 8:29:22 AM

For CAHA admin please

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-----Original Message-----

From: Mansfield, Carol A. [<mailto:carolm@rti.org>]
Sent: Tuesday, October 19, 2010 6:50 AM
To: Sandra_Hamilton@nps.gov
Cc: Doug_Wetmore@nps.gov; Fox, Lori; Mansfield, Carol A.
Subject: RE: question about intercept survey - visit historic sites

Hi Sandy,
Good question. In the survey, we ask about specific activities. In the list we (did they) "Visit the Cape Hatteras Lighthouse or Bodie Island Lighthouse?" and then the next question is " Visit historic sites in Cape Hatteras National Seashore?"

I assume they understood that "visit historic sites" was historic sites other than the lighthouses.

Does that sound reasonable?

Carol

-----Original Message-----

From: Sandra_Hamilton@nps.gov [mailto:Sandra_Hamilton@nps.gov]
Sent: Tuesday, October 19, 2010 8:01 AM
To: Mansfield, Carol A.
Cc: Doug_Wetmore@nps.gov; lfox@louisberger.com
Subject: questions about intercept survey - visit historic sites

Hi Carol,

The table showing percent of respondents for activities done so far this trip has 18.4% for "visit historic sites in Cape Hatteras National Seashore" and 22.6% for visit the Cape Hatteras Lighthouse or Bodie Island Lighthouse." The lighthouses are historic sites, so how could 22% visit them but 18% visit historic sites? Is it because some of the people interviewed don't know they're historic sites or what? Thanks for the help understanding the results.

Sandy

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