



Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

Perry's Victory and International Peace Memorial

Visitor Study





IN REPLY REFER TO:

United States Department of the Interior**NATIONAL PARK SERVICE**

Perry's Victory and International Peace Memorial
93 Delaware Ave, P.O. Box 549
Put-in-Bay, OH 43456-0549

Summer 2009

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Perry's Victory and International Peace Memorial. This information will assist us in our efforts to better manage this park and to serve you, our visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,



Blanca Alvarez Stransky

Blanca Alvarez Stransky
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this:  Not like this:   

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your personal group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Perry's Victory and International Peace Memorial

NOTE: In this questionnaire, your **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. Prior to your visit, how did you and your personal group obtain information about Perry's Victory and International Peace Memorial? Please mark (●) **all** that apply.
 - ☐ Did not obtain information prior to visit → **Go to Question 2**
 - ☐ Previous visits
 - ☐ Friends/relatives/word of mouth
 - ☐ Travel guides/tour books (such as AAA, etc.)
 - ☐ Maps/brochures
 - ☐ Newspaper/magazine articles
 - ☐ Inquiry to park via phone, mail, email
 - ☐ Television/radio programs/videos
 - ☐ Perry's Victory and International Peace Memorial website: www.nps.gov/pevi
 - ☐ Put-in-Bay Visitor Guide website: www.put-in-bay.com/
 - ☐ Other websites
 - ☐ School class/program
 - ☐ Local businesses (hotels, motels, restaurants, etc.)
 - ☐ Chamber of commerce/visitors bureau/state welcome center
 - ☐ Other (Please specify)_____
2. Prior to this visit, were you and your personal group aware that Perry's Victory and International Peace Memorial is a unit of National Park System?
 - ☐ Yes
 - ☐ No
3. a) Prior to this visit, were you and your personal group aware that Perry's Victory and International Peace Memorial commemorates those who fought in the Battle of Lake Erie during the War of 1812? Please mark (●) **one**.
 - ☐ Yes, aware that park commemorates the Battle of Lake Erie
 - ☐ No, not aware that park commemorates the Battle of Lake Erie

- b) Prior to this visit, were you and your personal group aware that Perry's Victory and International Peace Memorial celebrates the long-lasting peace between Canada, Great Britain, and the United States? Please mark (●) **one**.
- ☐ Yes, aware that the park celebrates the lasting peace between Canada, Great Britain, and the United States
- ☐ No, not aware that the park celebrates the lasting peace between Canada, Great Britain, and the United States
4. On this trip, what was the **primary** reason that you and your personal group came to South Bass Island? Please mark (●) **one**.
- ☐ Resident of South Bass Island → **Go to Question 5**
- ☐ Visit Perry's Victory and International Peace Memorial
- ☐ Visit other attractions in the area
- ☐ Visit friends/relatives in the area
- ☐ Business
- ☐ Other (Please specify) _____
5. On this visit, were the signs directing you and your personal group to and around Perry's Victory and International Peace Memorial adequate? Please mark (●) **one** answer for each of the following.
- | | | | | | | |
|-------------------------------|-----------------------|-----|-----------------------|----|-----------------------|-------------|
| a) Interstate signs | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |
| b) State highway signs | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |
| c) Signs in local communities | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |
| d) Signs in the park | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |
- e) If you answered NO for any of the above, please explain.
- Interstate _____
- State highway _____
- In local communities _____
- In park _____

6. On this trip, how did your visit to Perry's Victory and International Peace Memorial fit into you and your personal group's travel plans? Please mark (●) **one**.

- ☐ Perry's Victory and International Peace Memorial was the primary destination
- ☐ Perry's Victory and International Peace Memorial was one of several destinations
- ☐ Perry's Victory and International Peace Memorial was not a planned destination

7. a) Is anyone in your personal group a resident of the following places?

- ☐ South Bass Island ☐ Port Clinton ☐ Neither of these

- b) On this trip, did you and your personal group stay overnight **away from your permanent residence** on South Bass Island or within 10 miles of Port Clinton?

- ☐ Yes ☐ No → **Go to Question 8**

- c) If YES, please list the number of nights you and your personal group stayed on South Bass Island or within 10 miles of Port Clinton?

_____ Number of nights on South Bass Island

_____ Number of nights within 10 miles of Port Clinton

- d & e) In which types of lodging did you and your personal group spend the night(s) outside park on South Bass Island or within 10 miles of Port Clinton? Please mark (●) **all** that apply.

d) On South Bass Island

e) Within 10 miles of Port Clinton

- | | |
|---|-----------------------|
| <input type="radio"/> Lodge/motel/hotel/cabin/B&B, etc. | <input type="radio"/> |
| <input type="radio"/> Campground/trailer park | <input type="radio"/> |
| <input type="radio"/> On a boat | <input type="radio"/> |
| <input type="radio"/> Private residence | <input type="radio"/> |
| <input type="radio"/> Residence of friends or relatives | <input type="radio"/> |
| <input type="radio"/> Other (Please specify) | <input type="radio"/> |

South Bass Island _____ Port Clinton _____

8. a) How many hours in **total** did you and your personal group spend visiting Perry's Victory and International Peace Memorial on this trip?

_____ Total number of hours (Please list partial hours as ¼, ½, ¾.)

b) Did you and your personal group visit the park on more than one day?

☐ Yes ☐ No → **Go to Question 9**

c) If YES, on how many days did you visit the park?

_____ Number of days

9. a) On this visit, in which activities did you and your personal group participate within Perry's Victory and International Peace Memorial? Please mark (●) **all** that apply in column (a).

b) If you were to visit the park in the future, in which activities would you and your personal group prefer to participate at the park? Please mark (●) **all** that apply in column (b).

a) Activities on this visit

b) Activities on future visit

- | | |
|---|-----------------------|
| <input type="radio"/> Attending living history demonstrations | <input type="radio"/> |
| <input type="radio"/> Attending ranger programs | <input type="radio"/> |
| <input type="radio"/> Creative arts (photography/drawing/painting/writing) | <input type="radio"/> |
| <input type="radio"/> Enjoying solitude/quiet | <input type="radio"/> |
| <input type="radio"/> Picnicking | <input type="radio"/> |
| <input type="radio"/> Enjoying the view from the memorial observation deck | <input type="radio"/> |
| <input type="radio"/> Visiting visitor center | <input type="radio"/> |
| <input type="radio"/> Walking around park grounds | <input type="radio"/> |
| <input type="radio"/> Recreation on park grounds (kite flying, throwing Frisbee, dog walking, etc.) | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

10. a) On this visit, did you and your personal group visit the observation deck at Perry's Victory and International Peace Memorial?

☐ Yes ☐ No → **Go on to Question 11**

b) How much time did you and your personal group spend on the observation deck?

_____ Number of minutes

c) What were your reasons for visiting the observation deck? Please mark (●) **all** that apply.

- ☐ For the scenic view
- ☐ To view the site where the Battle of Lake Erie was fought
- ☐ Other (Please specify) _____

11. It is the National Park Service's responsibility to protect Perry's Victory and International Peace Memorial's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to you and your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Memorial (repair/maintenance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities (dog walking, kite flying, Frisbee throwing, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Perry's Victory and International Peace Memorial is in the process of preparing for the bicentennial anniversary of the War of 1812 and Battle of Lake Erie. In your opinion, what would be the most appropriate way to commemorate these events at Perry's Victory and International Peace Memorial? Please mark (●) **one**.

- ☐ As a separate event (not in conjunction with current weekend anniversary)
- ☐ As a weeklong event (in conjunction with current weekend anniversary of the Battle of Lake Erie)
- ☐ As an event in a series of War of 1812 commemorations held at other sites such as Ft. McHenry, Horseshoe Bend, Ft. Meigs, etc.
- ☐ Don't know/no opinion
- ☐ Other (Please specify) _____

13. a) Please mark (●) **all** of the visitor services and facilities that you or your personal group **used** at Perry's Victory and International Peace Memorial during this visit.
- b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used Mark (●)	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Video/film in visitor center	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Living history demonstrations	_____	_____
<input type="radio"/> Park website: www.nps.gov/pevi/	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Access for people with disabilities	_____	_____

14. If you were to visit Perry's Victory and International Peace Memorial in the future, would you and your personal group like to have picnic tables available in the park?

☐ Yes ☐ No ☐ Not sure

15. a) During this visit to Perry's Victory and International Peace Memorial, did you and your personal group have a personal interaction with a park ranger?

☐ Yes ☐ No → **Go to Question 16**

- b) If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park ranger. Please mark (●) **one** response for each item.

Interaction with park ranger	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Perry's Victory and International Peace Memorial, South Bass Island, and within 10 miles of Port Clinton. **Please write "0" if no money was spent in a particular category.**

- a) Please list your group's total expenditures inside Perry's Victory and International Peace Memorial.
- b) Please list your group's total expenditures on South Bass Island and within 10 miles of Port Clinton.

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Perry's Victory and International Peace Memorial.

EXPENDITURES

	a) Inside park	b) South Bass Island and Port Clinton
Lodges, hotels, motels, cabins, B&B, etc.	n/a	\$ _____
Camping fees and charges	n/a	\$ _____
Guide fees and charges	n/a	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Boat/canoe/kayak rentals	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Donations	\$ _____	\$ _____

c) How many people do the above expenses cover?

_____ Adults (18 years or over) _____ Children (under 18 years)

Please write "0" if no children were covered by the expenditures.

17. a) On this visit to Perry's Victory and International Peace Memorial, did anyone in your personal group participate in any of the ranger programs?

☐ No ☐ Yes → **Go to Question 18**

b) If NO, what prevented you and your personal group from participating in ranger programs? Please mark (●) **all** that apply.

- ☐ Not interested
- ☐ Did not have time for this activity
- ☐ Not aware of any ranger programs offered at the memorial
- ☐ Not enough programs offered
- ☐ Other (Please specify) _____

18. If you were to visit Perry's Victory and International Peace Memorial in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Perry's Victory and International Peace Memorial? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 19**
- ☐ Indoor exhibits
- ☐ Self-guided tours
- ☐ Park website: www.nps.gov/pevi
- ☐ Special events
- ☐ Ranger programs
- ☐ Living history demonstrations/costumed interpretive programs
- ☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer tours, audio, etc.)
- ☐ Films, movies, slideshows
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Other (Please specify) _____

19. a) In the future, the park is considering offering ranger-led tours to the observation deck for a maximum of 10 people/tour. Would you and your personal group be willing to participate in such a tour?
- ☐ Yes, likely ☐ No, unlikely ☐ Not sure
- b) If the above proposal to limit number of people per tour is implemented, the wait to visit the observation deck could be longer. Is a longer wait acceptable to you and your personal group?
- ☐ Yes, acceptable ☐ No, unacceptable ☐ Not sure
- c) On a future monument tour at Perry's Victory and International Peace Memorial, would you and your personal group prefer to have a pre-visit reservation system to obtain tickets for the tour in order to eliminate wait time?
- ☐ Yes, likely ☐ No, unlikely ☐ Not sure
20. On this visit, were you and your personal group part of the following types of organized groups?
- a) Commercial guided tour group ☐ Yes ☐ No
- b) School/educational group ☐ Yes ☐ No
- c) Other group (scouts, work, church, etc.) ☐ Yes ☐ No
- d) If YES for any of the above, how many people, including yourself, were in the organized group?
- _____ Number of people in organized group
21. a) On this visit, with what kind of personal group (not guided tour/school/other organized group) were you?
- ☐ Alone ☐ Friends
- ☐ Family ☐ Family and friends
- ☐ Other (Please specify) _____
- b) On this visit, how many people were in your personal group, including yourself?
- _____ Number of people in personal group

- c) On this visit, did you and your personal group use a vehicle brought from the mainland to arrive at the park?

☐ South Bass Island resident → **Go to Question 21e**

☐ Yes ☐ No → **Go to Question 21e**

- d) If YES, how many vehicles did you and your personal group bring to the park?

_____ Number of vehicles

- e) On this visit to South Bass Island, how many times did you and your personal group visit Perry's Victory and International Peace Memorial?

_____ Number of times visiting the observation deck

_____ Number of times entering the visitor center

22. For you and your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of lifetime visits to Perry's Victory and International Peace Memorial (including this visit)
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

23. When visiting a site such as Perry's Victory and International Peace Memorial, which **one** language do you and most members of your personal group prefer to use for the following?

a) Speaking: ☐ English ☐ Other (Specify) _____

b) Reading: ☐ English ☐ Other (Specify) _____

- c) What **services** in the park would you like to have provided in languages other than English? Please specify a **service(s)** or mark "None."

Service(s) _____ ☐ None

24. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

- | | |
|---|---|
| <input type="radio"/> Some high school | <input type="radio"/> Bachelor's degree |
| <input type="radio"/> High school diploma/GED | <input type="radio"/> Graduate degree |
| <input type="radio"/> Some college | |

25. a) Are you or members of your group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is your race? What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

- ☐ Yes ☐ No → **Go on to Question 27**

b) If YES, what services or activities were difficult to access/participate in?

27. a) What did you and your personal group like **most** about your visit to Perry's Victory and International Peace Memorial?

- b) What did you and your personal group like **least** about your visit to Perry's Victory and International Peace Memorial?

28. If you were a manager planning for the future of Perry's Victory and International Peace Memorial what would you and your personal group propose?

29. Is there anything else you and your personal group would like to tell us about your visit to Perry's Victory and International Peace Memorial?

30. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Perry's Victory and International Peace Memorial during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. a) Which category best represents your annual **household** income? Please mark (●) **only one**.

<input type="radio"/> Less than \$24,999	<input type="radio"/> \$50,000-\$74,999	<input type="radio"/> \$150,000-\$199,999
<input type="radio"/> \$25,000-\$34,999	<input type="radio"/> \$75,000-\$99,999	<input type="radio"/> \$200,000 or more
<input type="radio"/> \$35,000-\$49,999	<input type="radio"/> \$100,000-\$149,999	<input type="radio"/> Do not wish to answer

- b) How many people are in your household? _____ Number of people

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139**

