



Fort Monroe National Monument Visitor Study

Summer 2014



Photo: U.S. Army

ON THE COVER

Aerial view of Fort Monroe National Monument

Photograph courtesy of Fort Monroe National Monument

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Summer 2014

SESRC Technical Report 15-010

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Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

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Please cite this publication as:

Strawn, M. and Y. Le. 2015. Fort Monroe National Monument visitor study: Summer 2014. Social and Economic Sciences Research Center, Washington State University, Pullman, WA.

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Executive Summary

This visitor study report profiles a systematic random sample of Fort Monroe National Monument visitors from July 9 to August 23, 2014. A total of 464 questionnaires were distributed to visitor groups. Of those, 206 questionnaires were returned, resulting in a 44.4% response rate.

Group size and type	Thirty-two percent of visitor groups consisted of two people and 27% were in groups of three or four. Fifty percent of visitor groups consisted of family groups and 21% were with family and friends. One percent were with a commercial guided tour group and 18% were in military service.
State or country of residence	United States visitors were from 24 states and comprised 99% of total visitation during the survey period, with 78% from Virginia and 22% from outside Virginia. Sixty-two percent of visitor groups were residents of the area (within 30 miles) and 19% lived on the Fort Monroe NM peninsula. International visitors were from 3 countries and comprised 1% of total visitation during the survey period.
Frequency of visits	Thirty-nine percent of visitors were visiting the park for the first time in their lifetime, while 34% visited eight or more times.
Age and income level	Thirty-four percent of visitors were ages 51 to 70 years old, 21% were ages 15 years or younger, 19% were 36 to 50 years old, and 19% were 16 to 35 years old. Fifty-seven percent of respondents reported an annual household income level between \$50,000 and \$149,999.
Language used for speaking and reading	Ninety-five percent of visitor groups preferred English for speaking and 98% preferred English for reading. Five percent of visitor groups felt services need to be provided in languages other than English.
Physical conditions	Eight percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Information sources	Most visitor groups (63%) obtained information about the park prior to their visit most often through friends/relatives/word of mouth (60%), previous visits (48%), and Fort Monroe NM website (29%). Most visitor groups (83%) received the information they needed. Fifty-one percent of visitor groups prefer to use the park website to obtain information for a future visit and 49% prefer to use previous visits.
Mapping devices used to locate the park	Thirty-seven percent of visitor groups used mapping devices to locate the park. Fifty-one percent of visitor groups used GPS devices and 38% used online mapping tools.
Travel plans	During the on-site interview, 81% of visitor groups said the park was their primary destination, while 17% said the park was one of several destinations. For 10% of visitor groups, the park was not a planned destination.
Primary reason for visiting the park	Thirty-seven percent of visitor groups said visiting the park was the primary reason nonresident members visited the area.

Executive Summary (continued)

Access to the peninsula and transportation	Ninety-one percent of visitor groups used a car, pickup, van, SUV, or motorcycle to access the peninsula and 11% accessed the park on foot. Of those visitor groups who used a vehicle to access the park, seventy-eight percent used one vehicle to arrive at Fort Monroe NM and 15% used two vehicles.
Overnight stays	Twenty-seven percent of visitor groups stayed overnight on the Fort Monroe peninsula or in the area (within 30 miles). Forty percent of visitor groups stayed five or more nights in the Fort Monroe area within 30 miles. Not enough visitor groups (N=20) responded to the question about staying on the Fort Monroe peninsula for a reliable result.
Accommodations used in the park and area	Not enough visitor groups stayed overnight on the peninsula (N=19) for a reliable result. Of the visitor groups who stayed overnight in the area, the most common accommodations used were residence of friends or relatives (54%) and lodge, hotel, motel, cabin, B&B, etc. (34%).
Length of stay	Of the visitor groups who spent less than 24 hours in the park, the average length of stay was 4 hours. Of the visitor groups who spent 24 hours or more, the average length of stay was 4 days. The average length of stay for all visitor groups was 61 hours, or 2.5 days.
Time spent visiting the park	Fifty percent of visitor groups spent 2-4 hours visiting the park and 23% spent more than 4 hours. Forty percent of visitor groups visited the park on more than one day. Of those who spent more than one day, 30% visited for two days.
Number of entries into the park	Seventy-seven percent of visitor groups entered the park once on this visit, while 11% entered twice.
Places visited in local area	Fifty-six percent of visitor groups visited Fort Monroe NM only. Of the visitor groups who visited other places in the local area, 49% visited Buckroe Beach and 35% visited Virginia Beach.
Services used in nearby communities	Thirty-seven percent of visitor groups obtained support services from area communities. The nearby communities visitor groups most often obtained support services from were Hampton, VA (61%), Newport News, VA (22%), and Colonial Williamsburg, VA (16%).
Activities on this visit	The most common activities were walking along Outlook Beach (44%), visiting the Casemate Museum (34%), and visiting the Fort Monroe NM grounds (33%).
Activities on a future visit	The most common activities in which to participate on a future visit walking along Outlook Beach (64%), visiting the Casemate Museum (55%). And exploring the North Beach area and trails (51%).
Topics learned this visit	Forty-six percent of visitor groups learned (or learned more about) specific topics on this visit. Among those visitor groups who learned about topics on this visit, the most common topics learned about were “400-year history of coastal defense and training” (79%) and “Events significant to ending slavery in the U.S.” (74%).

Executive Summary (continued)

Visitor services and facilities	The visitor services and facilities most often used by visitor groups were restrooms (63%) and Casemate Museum (42%).
Elements affecting visitor experience	Eighty-six percent of visitor groups did not experience anything that detracted from their park experience.
Expenditures	The average visitor group expenditure (inside and outside the park within a 60-miles radius) was \$226. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$31. The average total expenditure per person (per capita) was \$72.
Methods of learning on a future visit	Eighty-nine percent of visitor groups were interested in learning about the park's cultural and natural history on a future visit. Of those visitor groups interested in learning about park history, 61% preferred self-guided tours, 55% trailside exhibits, and 51% printed materials.
Proposed fees and rentals	Eighty-one percent of respondents said "No" or "Not sure" they would pay \$10/hour to rent a bicycle. Sixty-eight percent of respondents said "No" or "Not sure" they would be willing to pay \$5/person for a 1-day pass for access to the historic fort, Casemate Museum, beach, trails, and wildlife observation deck. Ninety percent of respondents said "No" or "Not sure" they would be willing to pay \$14 for a 7-day pass. Seventy-eight percent of respondents said "No" or "Not sure" they would be willing to pay \$1/hour to park. Sixty-six percent said \$1/hour parking fee is "Too high".
Access to the park in the future	Eighty-five percent of visitor groups would prefer to have cars, pickups, vans, SUVs, and motorcycles allowed to access the peninsula in the future. Fifty-eight percent of visitor groups would not prefer to have only foot traffic allowed inside the stone fort.
Recommend visiting park to others	Ninety-seven percent of personal groups would recommend visiting Fort Monroe NM to others.
Overall quality	Most visitor groups (80%) rated the overall quality of facilities, services, and recreational opportunities at Fort Monroe National Monument as "very good" or "good." Two percent of groups rated the overall quality as "poor." Two percent of visitor groups rated the overall quality as "very poor."

For more information about the Social and Economic Sciences Research Center (SESRC), please contact the SESRC at Washington State University at 509.335.1511 or the following website <http://www.sesrc.wsu.edu/>

Acknowledgements

We thank Cynthia Jette for assisting with compiling the report, Tim Lessing for overseeing the fieldwork, and the staff and volunteers of Fort Monroe National Monument for assisting with the survey.

About the Authors

Matt Strawn is a Study Director at the Social and Economic Sciences Research Center, at Washington State University. Yen Le, Ph.D., is Director of the Social and Economic Sciences Research Center, at Washington State University.

Introduction

This report describes the results of a visitor study at Fort Monroe National Monument in Virginia, conducted July 9 through August 23, 2014 by the National Park Service (NPS) and the Social and Economic Sciences Research Center at Washington State University.

“Fort Monroe National Monument in Hampton, Virginia is one of America’s newest national parks. Strategically located at the mouth of the Chesapeake Bay on a 565-acre peninsula known as Old Point Comfort, Fort Monroe is a place of astounding beauty and inspiration. The northern stretch of the peninsula is largely open, with over three miles of Chesapeake Bay beachfront. At the southern end of the peninsula, an imposing 63-acre stone fort is the focal point of the park.

Within the moated walls of the fort, a large parade ground is bordered by historic buildings and a striking collection of mature live oak trees (*Quercus virginiana*). One particularly majestic specimen, known as the Algernourne Oak, is estimated to be nearly 500 years old—Algernourne being the name of the first fort on Old Point Comfort (1609–1612). These trees are living witnesses to events that shaped both our nation and millions of individuals’ lives: Old Point Comfort saw critical events that led to both the beginning of slavery in England’s American Colonies and the end of slavery in the United States.

Today, Fort Monroe is being preserved and adaptively used. The peninsula is managed cooperatively by the Commonwealth of Virginia, through the Fort Monroe Authority, the City of Hampton, and the National Park Service. Live oak trees remain within the fort and, like the fort itself, are powerful and tangible links to our past. When you visit Fort Monroe National Monument, spend a moment with the Algernourne Oak. Imagine all it has seen in the past 500 years.” (Retrieved March 2015, www.nps.gov/fomr).

Organization of the Report

This report is organized into three sections.

Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results

This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

Appendix 1. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2. *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision rules for Checking Non-response Bias*. An explanation of how the non-response bias was determined.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

1. The figure title describes the graph's information.

2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question.

* appears when the total percentages do not equal 100 due to rounding.

** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the proportion of responses in each category.

5. In most graphs, percentages provide additional information. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

Example 1

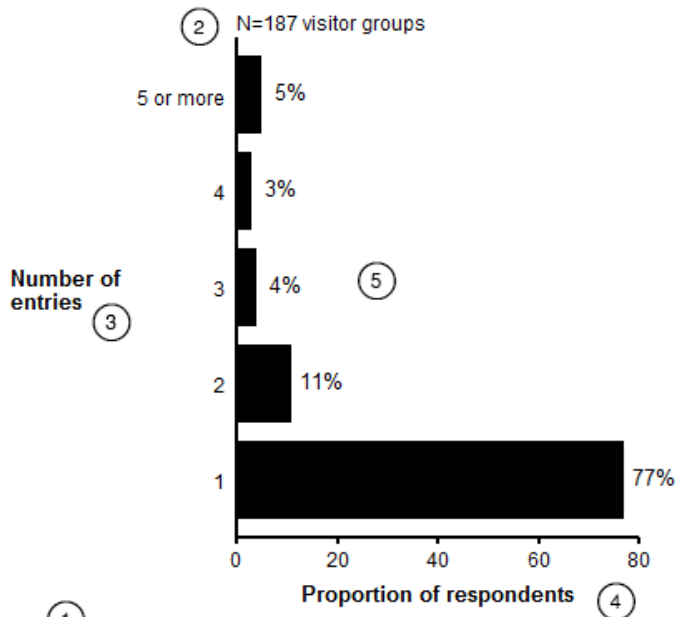


Figure 42. Number of entries into the park

Methods

Survey Design and Procedures

Sample size and sampling plan

All questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park's visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at four locations from July 9 to July 15, 2014 and at one location (the RV Park) from August 8 – August 23, 2014. Visitors were surveyed between the hours of 6:00 a.m. and 8:00 p.m. Table 1 shows the four locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 484 visitor groups were contacted and 464 of these groups (95%) accepted questionnaires. Questionnaires were completed and returned by 206 respondents, resulting in a 44% response rate for this study.

Table 1. Questionnaire distribution

Sampling site	Distributed		Returned		Returned % of total
	N	%	N	% by site	
CaseMate Museum	114	25	54	47	26
Engineer Wharf	109	23	55	50	27
Paradise Ocean Club	108	23	31	29	15
Outlook Beach	98	21	48	49	23
RV Park	35	8	18	51	9
Total	464	100	206		100

Questionnaire design

The Fort Monroe National Monument questionnaire was developed through conference calls between the park and SESRC staff to design and prioritize questions. Some of the questions were comparable with studies conducted at other parks while others were customized for Fort Monroe National Monument. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Fort Monroe National Monument questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second replacement questionnaire was mailed to participants who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

Mailing	Date mailed	U.S.	International	Total
Postcards	July 29, 2014	355	2	357
1 st replacement	August 12, 2014	253	2	255
2 nd replacement	August 26, 2014	220	2	222

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and statistics were calculated using Statistical Analysis Software® (SAS), R, and IBM SPSS Statistics.

Limitations

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of July 9 to August 23, 2014. The results present a 'snapshot in time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. When the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period ranged from hot and humid, warm and sunny, to rain and thunderstorms. Temperatures ranged from 77F to 94F.

No special events occurred in the area that would have affected the type and amount of visitation to the park.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and distance of participant's home to Fort Monroe, VA. Respondents and non-respondents were found to be significantly different except for group size, group type, and distance from home to Fort Monroe, VA (see Table 3 - Table 6). Respondents visited the park as an unplanned destination may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	52.32 (N=201)	44.15 (N=247)	<0.001
Group size	3.49 (N=176)	3.37 (N=228)	0.614

Table 4. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	41 (21%)	50 (20%)	0.345
Family	104 (53%)	121 (49%)	
Friends	23 (12%)	44 (18%)	
Family and friends	29 (15%)	32 (13%)	

Table 5. Comparison of respondents and non-respondents by how park fit into travel plans

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	159 (82%)	196 (80%)	0.636
Park as one of several destinations	31 (16%)	41 (17%)	
Park was not a planned destination	3 (2%)	7 (3%)	

Table 6. Comparison of respondents and non-respondents by distance from home to Fort Monroe, VA

Distance	Respondents	Non-respondents	p-value (chi-square)
200 miles or less	160 (86%)	153 (84%)	0.518
201 miles or more (domestic and international visitors)	26 (14%)	30 (16%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 19b

On this visit, how many people were in your personal group, including yourself?

Results

- 32% of visitor groups consisted of two people (see Figure 1).
- 27% were in groups of three or four.
- 25% were in groups of five or more.

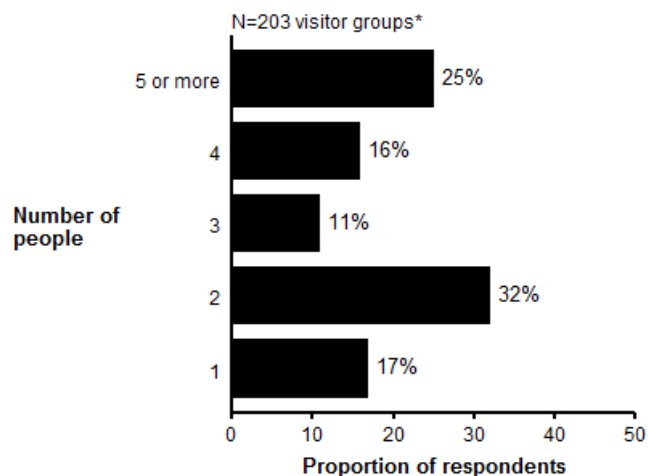


Figure 1. Visitor group size

Visitor group type

Question 19a

On this visit, which type of personal group (not guided tour/school/professional/military/other organized group) were you with?

Results

- 50% of visitor groups consisted of family (see Figure 2).
- 21% were with family and friends.
- 17% were alone.
- "Other" group types listed were:

Band
Gamefish Tagging Program

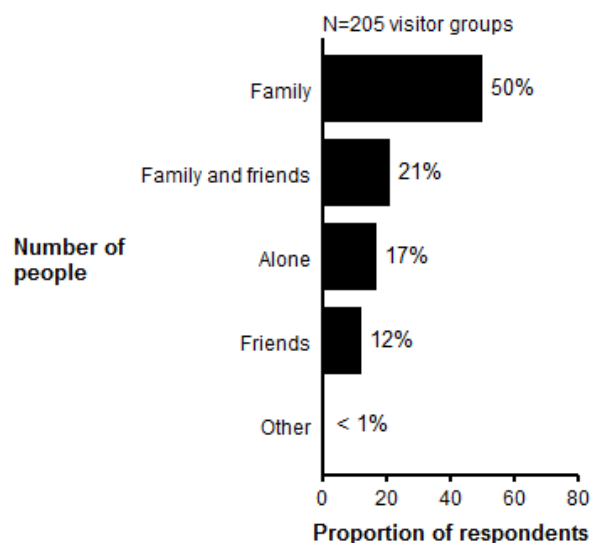


Figure 2. Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 18a

On this visit, was your personal group with a commercial guided tour group?

Results

- 1% of visitor groups were with a commercial guided tour group (see Figure 3).

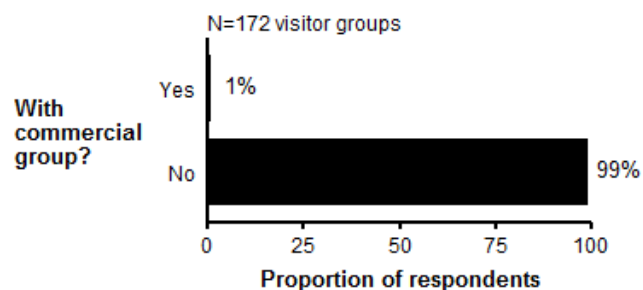


Figure 3. Visitors with a commercial guided tour group

Question 18b

On this visit, was your personal group part of a school/educational group?

Results

- 1% of visitor groups were with a school/educational group (see Figure 4).

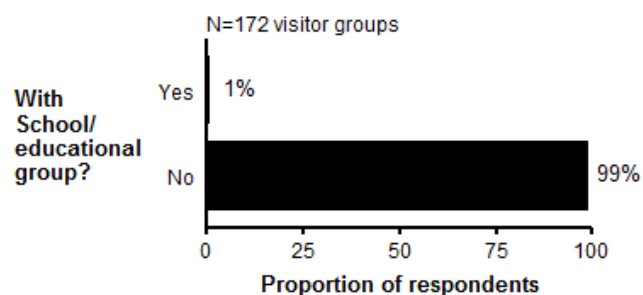


Figure 4. Visitors with a school/educational group

Question 18c

On this visit, was your personal group part of a professional conference?

Results

- 1% of visitor groups were with a professional conference (see Figure 5).

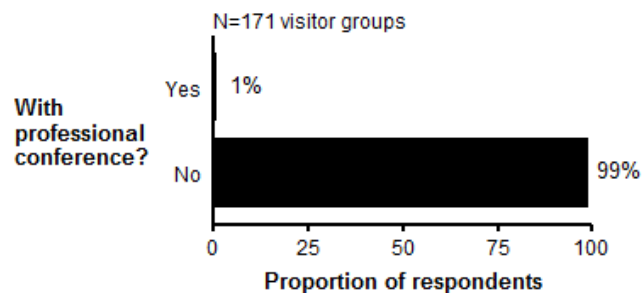


Figure 5. Visitors with a professional conference

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 18d

On this visit, was your personal group in military service (individual or family member)?

Results

- 18% of visitor groups were in military service (see Figure 6).

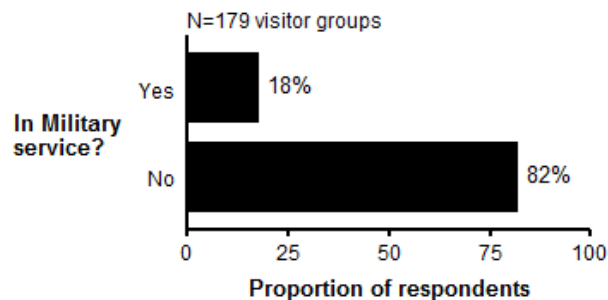


Figure 6. Visitors in military service

Question 18e

On this visit, was your personal group part of an “other” organized group?

Results

- 7% of visitors were in an “other” organized group (see Figure 7).

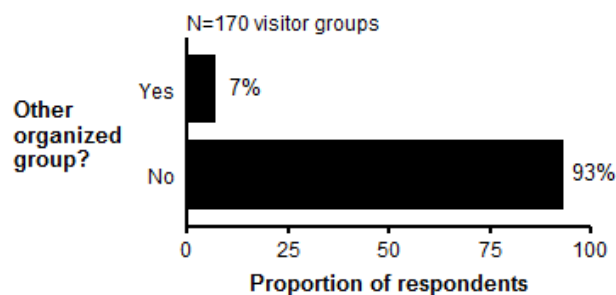


Figure 7. Visitors with an “other” organized group

Question 18f

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results — Interpret with CAUTION!

Not enough visitor groups responded to this question to provide reliable results (see

- Figure 8).

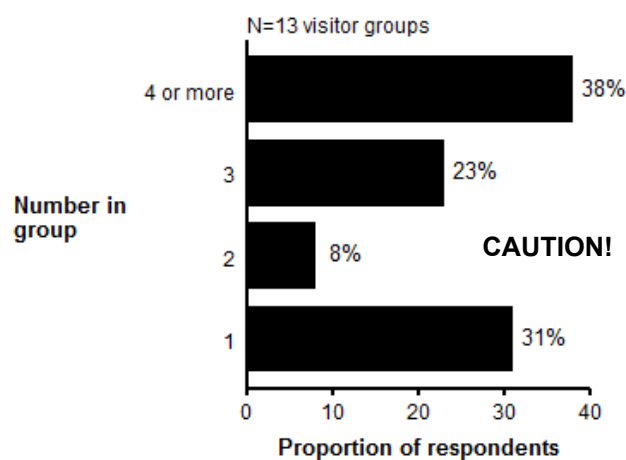


Figure 8. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence**Question 21b**

For your personal group on this visit, what is each member's state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 24 states and comprised 99% of total visitation to the park during the survey period. (see Table 7).
- 78% of U.S. visitors came from Virginia
- 22% of U.S. visitors came from outside of Virginia
- 10% came from either Pennsylvania, Ohio, North Carolina, or South Carolina.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=524 individuals*	Percent of total visitors N=530 individuals
Virginia	411	78	78
Pennsylvania	14	3	3
Ohio	13	2	2
North Carolina	12	2	2
South Carolina	11	2	2
New York	9	2	2
Texas	9	2	2
Maryland	6	1	1
Kentucky	5	1	1
West Virginia	5	1	1
14 other states	29	6	6

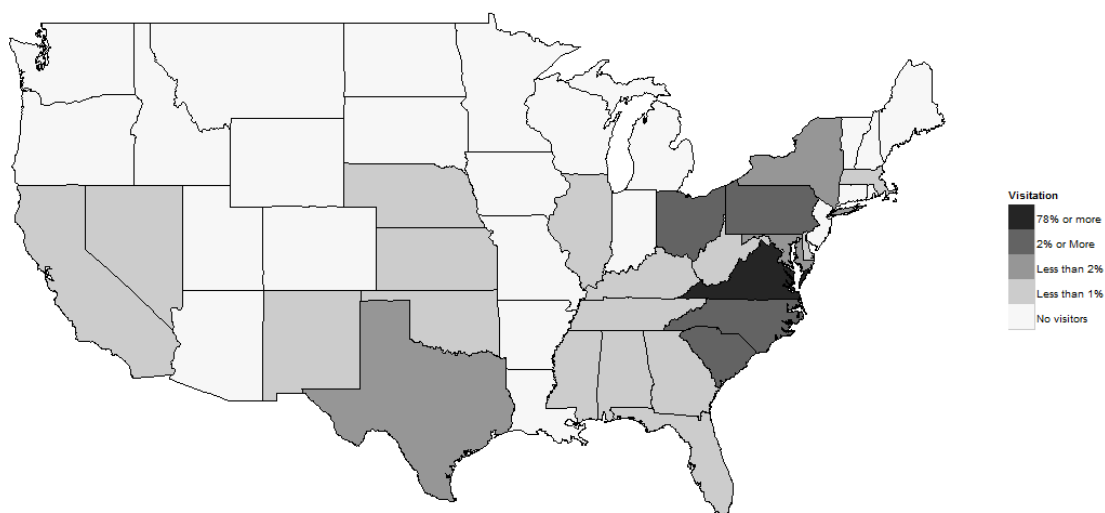


Figure 9. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors from Virginia by county of residence

Note: Response was limited to seven members from each visitor group.

Results

- Visitors from Virginia were from 28 counties and comprised 97% of the total U.S. visitation to the park during the survey period.
- 43% were from Hampton, VA (see Table 8).
- 16% were from Newport News, VA.
- 10% were from York, VA.
- Smaller proportions of visitors came from 25 other counties in Virginia.

Table 8. Visitors from Virginia by county of residence

County, State	Number of visitors N=424	
	individuals	Percent*
Hampton, VA	176	43
Newport News, VA	64	16
York, VA	40	10
Virginia Beach, VA	29	7
Norfolk, VA	14	3
Chesapeake, VA	12	3
James, VA	12	3
Portsmouth, VA	9	2
Suffolk, VA	9	2
19 other counties in VA	45	11

Residents of the area

Question 3a

Was every member in your personal group a resident of the Fort Monroe NM area (within 30 miles)?

Results

- For 62% of visitor groups, all members were area residents (see Figure 10).

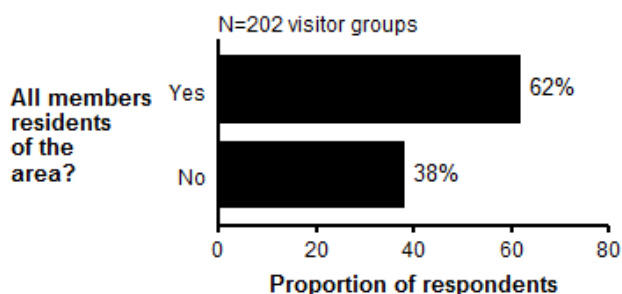


Figure 10. Visitor groups that were comprised of area residents only

Question 11a

Do you live on the Fort Monroe NM peninsula?

Results

- 19% of visitors lived on the Fort Monroe NM peninsula (see Figure 11).

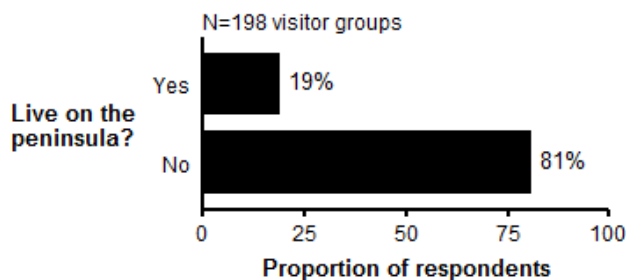


Figure 11. Visitors who live on the Fort Monroe NM peninsula

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence**Question 21b**

For your personal group on this visit, what is each member's country of residence?

Note: Response was limited to seven members from each visitor group.

Results – CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Table 9).

Table 9. International visitors by country of residence – **CAUTION!**

Country	Number of visitors	Percent of international visitors N=6 individuals*	Percent of total visitors N=530 individuals
Canada	4	67	<1
Denmark	1	17	<1
Ukraine	1	17	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to park in lifetime

Question 21c

For your personal group on this visit, how many times has each member visited Fort Monroe NM in their lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 39% of visitors were visiting the park for the first time (see Figure 12).
- 34% visited 8 or more times.

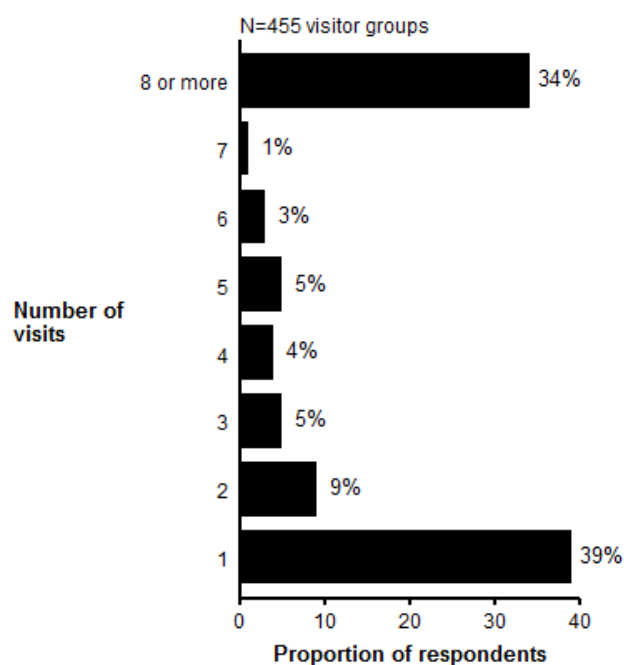


Figure 12. Lifetime visits to the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 21a

For your personal group on this visit, what is each member's current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 90 years.
- 34% of visitors were 51 to 70 years old (see Figure 13).
- 21% were 15 years or younger.
- 19% were 36 to 50 years old.
- 19% were 16 to 35 years old.
- 7% were 71 years or older.

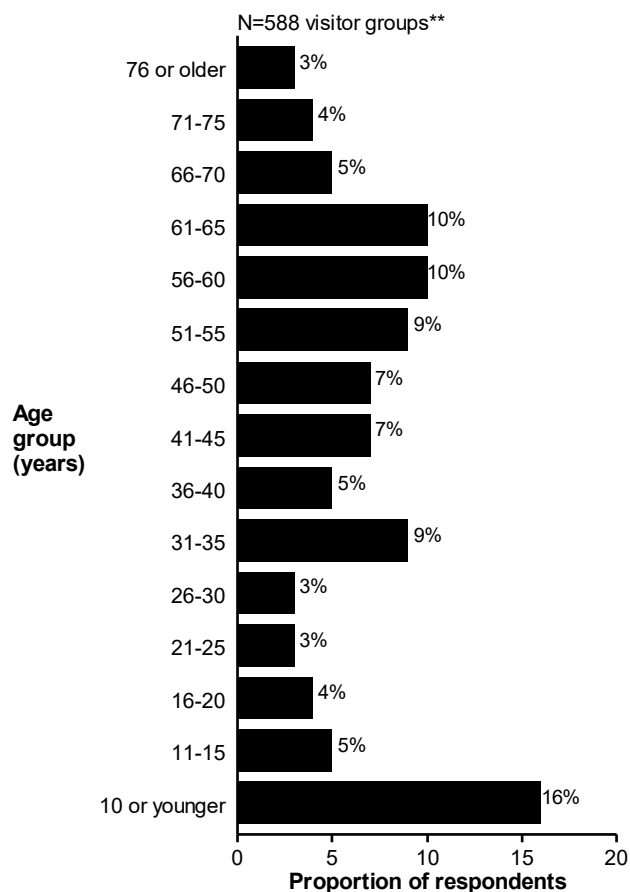


Figure 13. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Language used for speaking and reading

Question 24a

When visiting an area such as Fort Monroe NM, which language(s) do most members of your personal group prefer to use for speaking?

Results

- 95% of visitor groups preferred English for speaking (see Figure 14).
- “Other” languages (1%) are listed in Table 10.

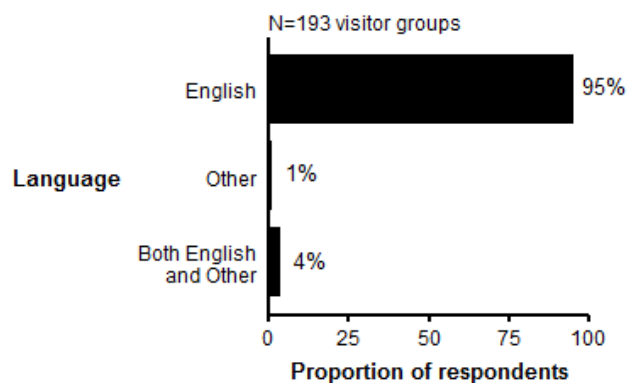


Figure 14. Language preferred for speaking

Question 24b

When visiting an area such as Fort Monroe NM, which language(s) do most members of your personal group prefer to use for reading?

Results

- 98% of visitor groups preferred English for reading (see Figure 15).
- “Other” language (1%) listed was French.

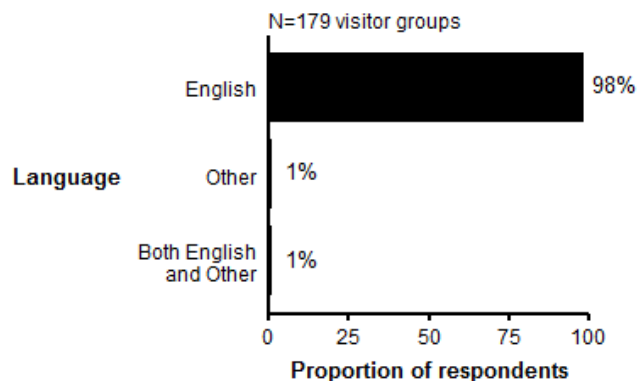


Figure 15. Language preferred for reading

Table 10. Other languages preferred for speaking
(N=5 comments) – **CAUTION!**

Language	Number of times mentioned
Spanish	3
Filipino	1
Thai	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 24c

What services in the park need to be provided in languages other than English?

Results

- 5% of visitor groups felt services in the park need to be provided in languages other than English (see Figure 16).
- 5 visitor groups listed services that need to be provided in languages other than English are listed in Table 11.

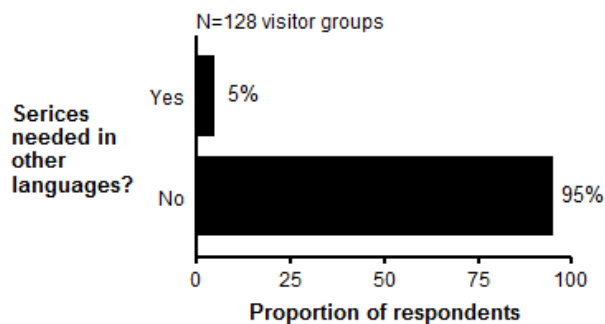


Figure 16. Visitor groups that felt services in the park need to be provided in languages other than English

Table 11. Services needed in languages other than English – **CAUTION!**
(N=7 comments; some visitor groups made more than one comment)

Service	Number of times mentioned
Casemate Museum information	2
Informational signage	1
Material	1
Menus	1
Safety instructions/warnings	1
Workers	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor household income and household size

Question 22a

For you only, which category best represents your annual household income?

Results

- 57% of respondents' annual household income was between \$50,000 and \$149,999 per year (see Figure 17).
- 20% of respondents' annual household income was \$25,000-\$49,999.
- 8% of respondents' annual household income was less than \$24,999.

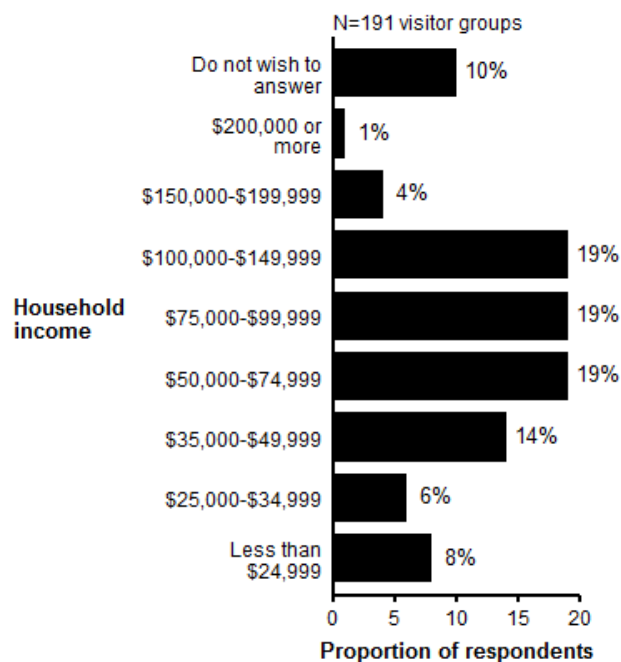


Figure 17. Respondent household income

Question 22b

How many people are in your household?

Results

- 44% of respondents had two people in their household (see Figure 18).
- 39% had three or more people in their household.
- 18% had one person.
- The average size of respondent household was 2.5 people.

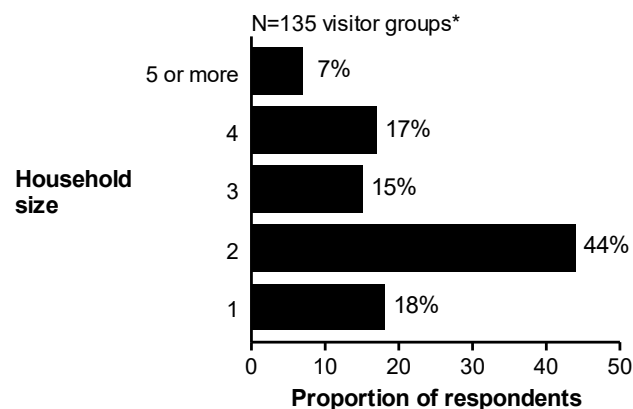


Figure 18. Respondent household size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions affecting access/participation

Question 23a

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

Results

- 8% of visitor groups had members with physical conditions affecting access or participation in park activities or services (see Figure 19).

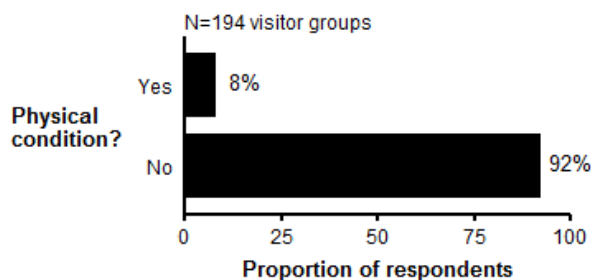


Figure 19. Visitor groups that had members with physical conditions affecting access or participation in park activities or services

Question 23b

If YES, what services or activities were difficult to access/participate in? (Open-ended)

Results – Interpret results with **CAUTION!**

- 14 visitor groups listed services or activities they had difficulty accessing or participating in (see Table 12).

Table 12. Services/activities that were difficult to access/participate in (N=14 comments) – **CAUTION!**

Service/activity	Number of times mentioned
Walking	5
Handicap parking	3
Access to beach	2
Hearing videos	2
Climbing to top of fort	1
Wheelchair access to top of fort	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources used prior to visit

Question 1a

Prior to this visit, how did your personal group obtain information to prepare for your visit to Fort Monroe NM?

Results

63% of visitor groups obtained information about the park prior to their visit (see

- Figure 20).

- As shown in Figure 21, among those visitor groups that obtained information about the park prior to their visit, the most used sources were:

60% Friends/relatives/word of mouth
48% Previous visits
29% Fort Monroe NM website

- Other websites (7%) used to obtain information prior to visit were:

cycleroute.org
facebook.com
google.com
google.com
hampton.gov
hampton.gov
hampton.gov
paradiseoceanclub.com
thecoloniesrvandtravelpark.com
tripadvisor.com

- “Other” sources of information (11%) were:

AAO Basketball Tourney
Boat races
Hampton History Museum
Miss Hampton II Cruise
National Parks App
Read Civil War books
Representative on bay walkway

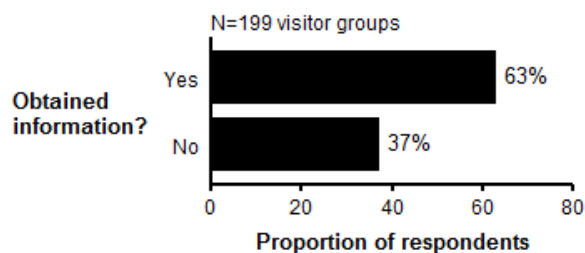


Figure 20. Visitor groups that obtained information about the park prior to visit

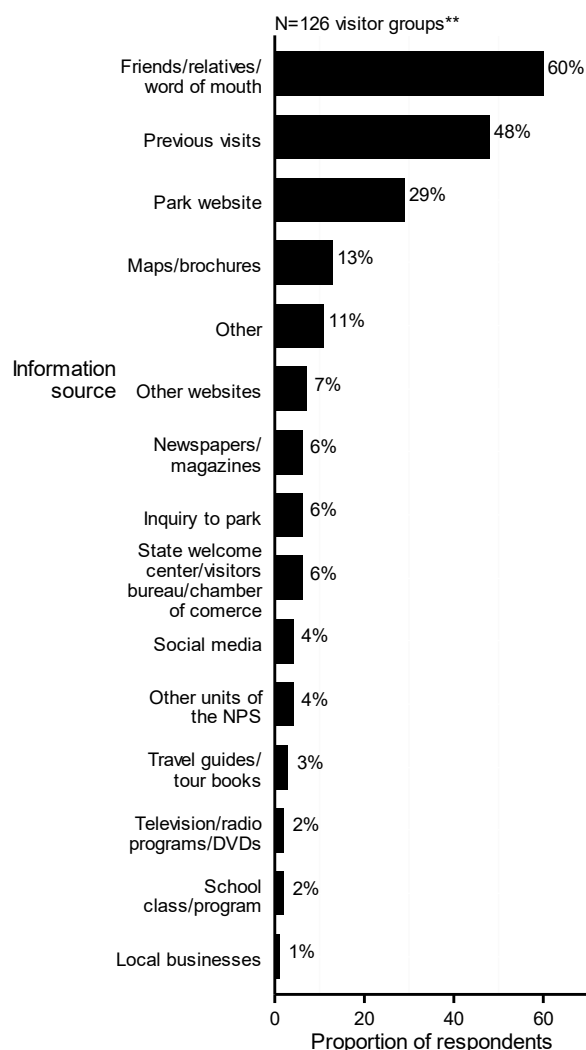


Figure 21. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

Results

- 83% of visitor groups received needed information about the park prior to their visit (Figure 22).

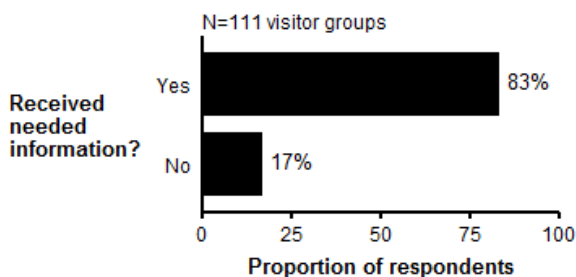


Figure 22. Visitor groups that received needed information about the park prior to their visit

Question 1d

If NO, what type of park information did your personal group need that was not available? (Open-ended)

Results – Interpret results with CAUTION!

- 12 visitor groups listed information they needed but was not available (see Table 13).

Table 13. Needed information about the park that was not available (N=12 comments) – **CAUTION**

Needed information	Number of times mentioned
Brochures	1
Fishing pier	1
Real estate information	1
Restroom and water/wash off information	1
Site doesn't map out fishing areas	1
There should be more public announcements	1
Not aware of other possible attractions, activities at Fort Monroe	1
We did not know where to look	1
We needed a spot to hold a party. There wasn't one.	1
We needed more time - AAA had one hour minimum	1
We really know nothing about the park's details	1
Would like to know about changes to the park and future plans	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources for future visit

Question 1b

If you were to visit Fort Monroe NM in the future, how would your personal group prefer to obtain information about the park?

Results

As shown in

- Figure 23, visitor groups' most preferred sources of information for a future visit were:

51% Fort Monroe NM website
49% Previous visits
42% Friends/relatives/word of mouth

- "Other" websites (7%) were:

paradiseoceanclub.com
tripadvisor.com
Unspecified real estate websites
virginia.org

- "Other" websites where respondents did not specify prior or future use (5%) were:

hampton.gov
nps.gov

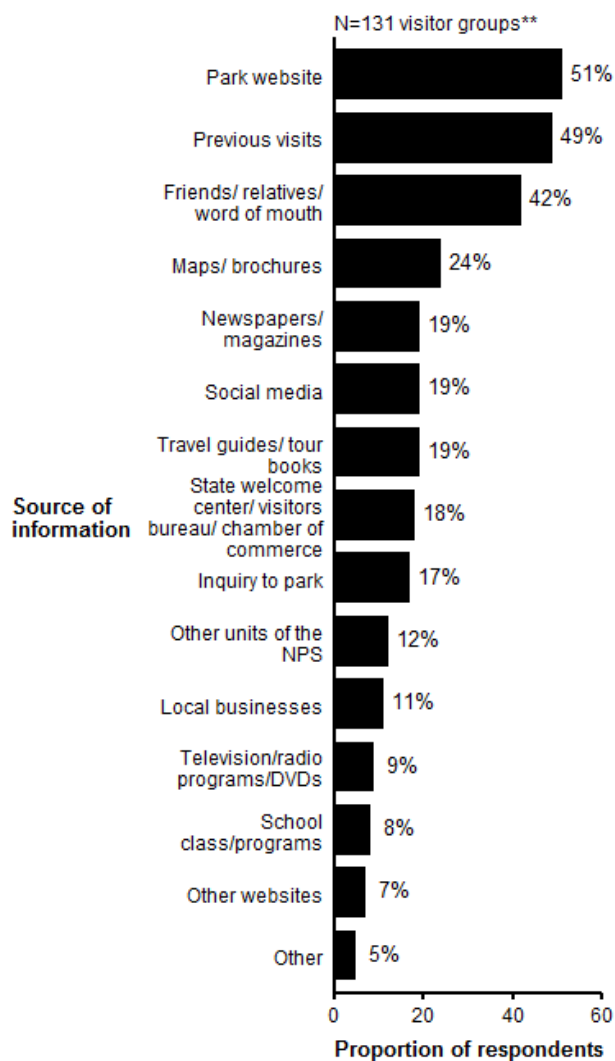


Figure 23. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mapping devices

Question 4a

Please indicate all mapping devices that your personal group used to direct you to Fort Monroe NM on this visit.

Results

- 37% of visitor groups used mapping devices to direct them to the park on this visit (see Figure 24).
- As shown in Figure 25, the mapping devices most commonly used to direct visitors to the park were:
 - 51% GPS devices
 - 38% Online mapping tools
- "Other" devices (12%) were:

AAA
AAA Trip Tik
Microsoft Streets and Trips
National Park Service website
Verizon Navigator

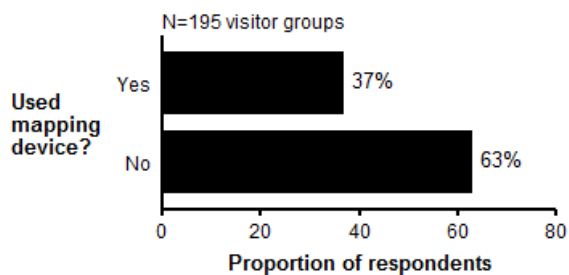


Figure 24. Visitor groups that used mapping devices to direct them to the park on this visit

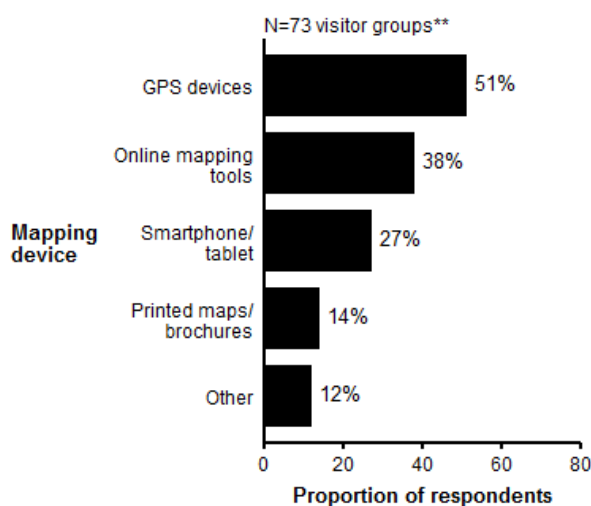


Figure 25. Mapping devices used to locate the park

Question 4b

Did your personal group have any difficulty locating Fort Monroe NM using the above devices?

Results

- 9% of visitor groups had difficulty locating the park using mapping devices (see Figure 26).

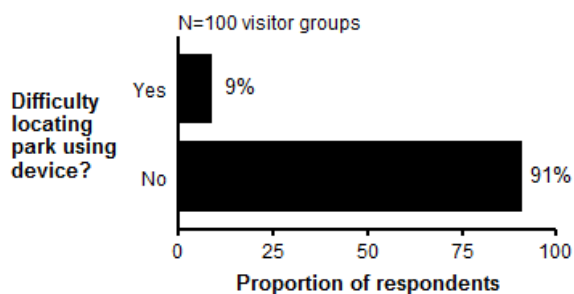


Figure 26. Visitor groups that had difficulty locating the park using mapping devices

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 4c

If YES, what were the problems?
(Open-ended)

Results – Interpret with **CAUTION!**

- 10 visitor groups listed problems using mapping devices to direct them to the park (see Table 14).

Table 14. Problems using mapping devices for directions to the park
(N=10 comments) – **CAUTION!**

Problem	Number of times mentioned
Hard in center within walls to get around	1
Missing road signs - so hard to follow directions	1
No clear directions on how to get to Casemate Museum or beaches	1
Devices worked fine. The signs were very confusing and difficult to follow.	1
No National Park signs on I-64	1
Not the base, but the campground	1
No real address recognized by GPS	1
We didn't get to the fort itself initially	1
Friends didn't know where the beach was	1
Could not locate the location of beach we were at	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting the park

Question 3b

Was visiting Fort Monroe NM the primary reason that non-resident members of your personal group came to the area (within 30 miles)?

Results

- 37% of visitor groups said visiting the park was the primary reason nonresident members visited the area (see Figure 27).

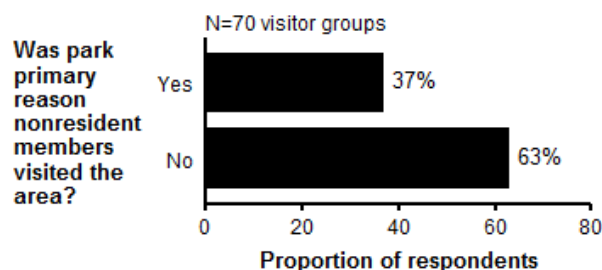


Figure 27. Primary reason non-resident members visited the park area

Awareness of the park

Question 2a

On November 1, 2011, President Obama signed a proclamation designating portions of Fort Monroe as a National Monument. Prior to receiving this questionnaire, was anyone in your personal group aware that Fort Monroe NM is a unit of the National Park System?

Results

- 70% of visitor groups were aware that Fort Monroe was a unit of the National Park System prior to this visit (see Figure 28).

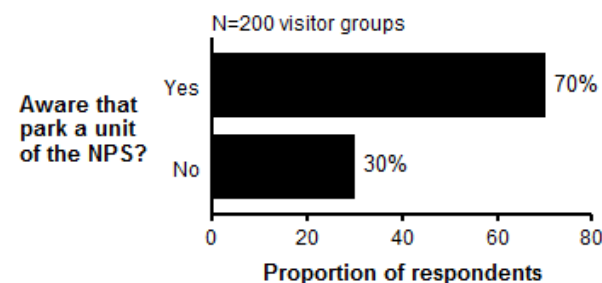


Figure 28. Aware that park was a unit of the NPS

Question 2b

Prior to your visit, was anyone in your personal group aware that Fort Monroe NM is a partnership park with the National Park Service, Commonwealth of Virginia, City of Hampton, Fort Monroe Authority, and United States Army with shared management decisions?

Results

- 64% of visitor groups were aware of park partnerships prior to this visit (see Figure 29).

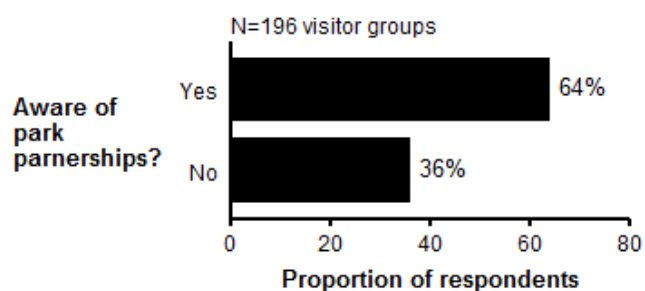


Figure 29. Visitor groups that were aware of park partnerships prior to visit.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Transportation

Question 15a

On this visit, how many vehicles did your personal group use to arrive at Fort Monroe NM?

Results

- 78% of visitor groups arrived in one vehicle (see Figure 30).
- 15% arrived in 2 vehicles.
- 5% arrived in 3 or more vehicles.
- 2% didn't use a vehicle.

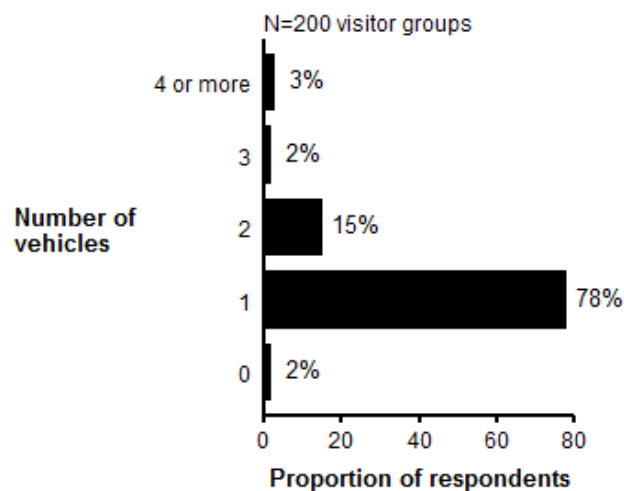


Figure 30. Number of vehicles used to arrive at the park

Access to the peninsula on this visit

Question 11b

Currently, there are one vehicular and two pedestrian routes of access to the Fort Monroe peninsula. How did your personal group access the peninsula on this visit?

Results

- 91% of visitor groups used a car, pickup, van, SUV, or motorcycle to access the peninsula (see Figure 31).
- 11% accessed the peninsula on foot.
- No "other" modes of transportation were listed.

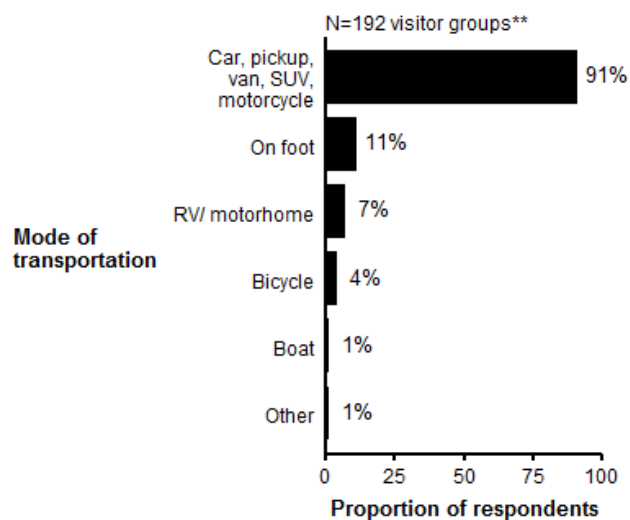


Figure 31. Transportation used to access the peninsula on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overnight stays

Question 5a

On this visit, did any member of your personal group stay overnight away from their permanent residence on the Fort Monroe peninsula or in the area (within 30 miles)?

Results

- 27% of visitor groups stayed overnight away from home on the peninsula or in the area within 30 miles (see Figure 32).

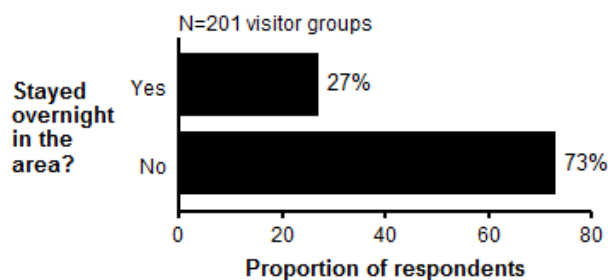


Figure 32. Visitor groups that stayed overnight away from home on the Fort Monroe peninsula or in the area (within 30 miles)

Question 5b

If YES, please list the number of nights your personal group stayed on the Fort Monroe Peninsula?

Results – CAUTION!

- 45% of visitor groups stayed five or more nights on the Fort Monroe peninsula (see Figure 33).
- 35% stayed three or four nights.
- 20% stayed one or two nights.

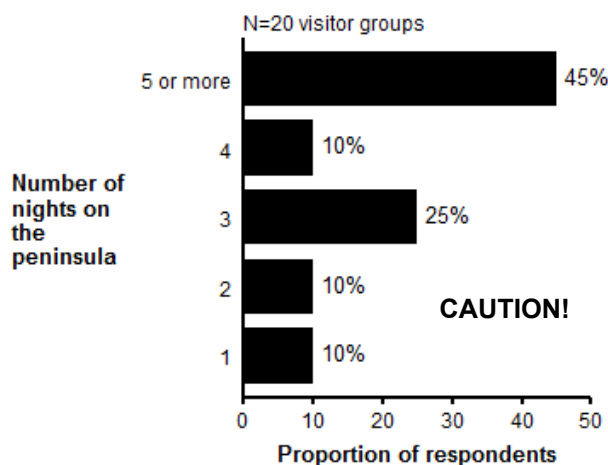


Figure 33. Number of nights spent on the peninsula

Question 5b

If YES, please list the number of nights your personal group stayed in the local area (within 30 miles).

Results

40% stayed five or more nights in the Fort Monroe area within 30 miles (see Figure 34).

- 29% stayed three or four nights.
- 31% stayed one or two nights

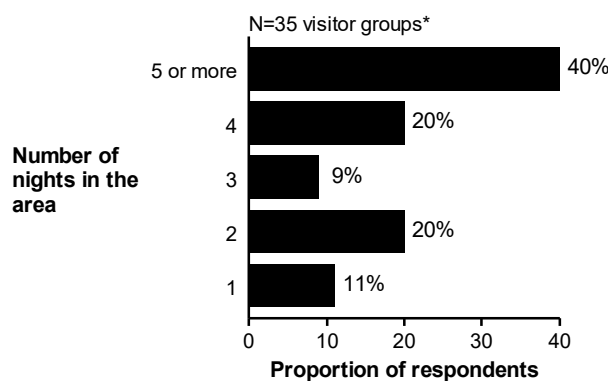


Figure 34. Number of nights spent in the Fort Monroe area (within 30 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Accommodations used on the Fort Monroe peninsula

Question 5c

In which type(s) of accommodation did your personal group spend the night(s) on the Fort Monroe peninsula?

Results – CAUTION!

- As shown in
- Figure 35, among those visitor groups that stayed overnight on the peninsula, the most common types of accommodations used were:

74% RV/trailer camping
16% Residence of friends or relatives

- No “other” types of accommodation (<1%) were specified.

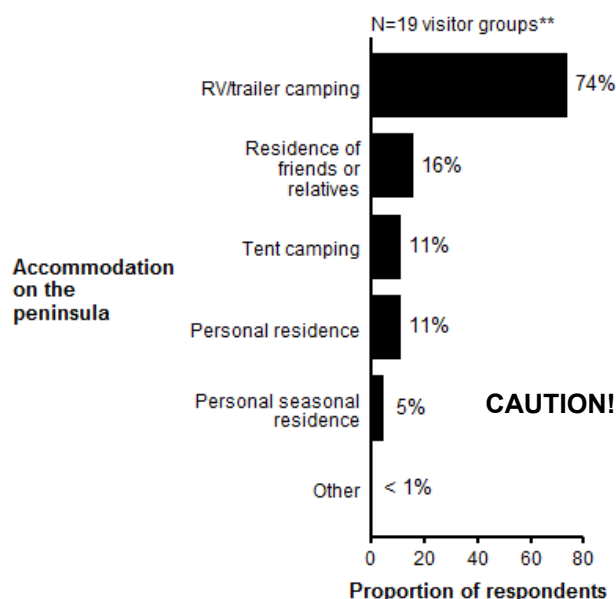


Figure 35. Accommodation used on the Fort Monroe Peninsula

Accommodations used in the area outside the park

Question 5d

In which type(s) of accommodation did your personal group spend the night(s) in the area?

Results

- As shown in Figure 36, among those visitor groups that stayed overnight in the area, the most common types of accommodations were:
- 54% Residence of friends or relatives
34% Lodge, motel, rented condo/home, cabin, B&B
20% Personal seasonal residence
- No “other” types of accommodation (<1%) were specified.

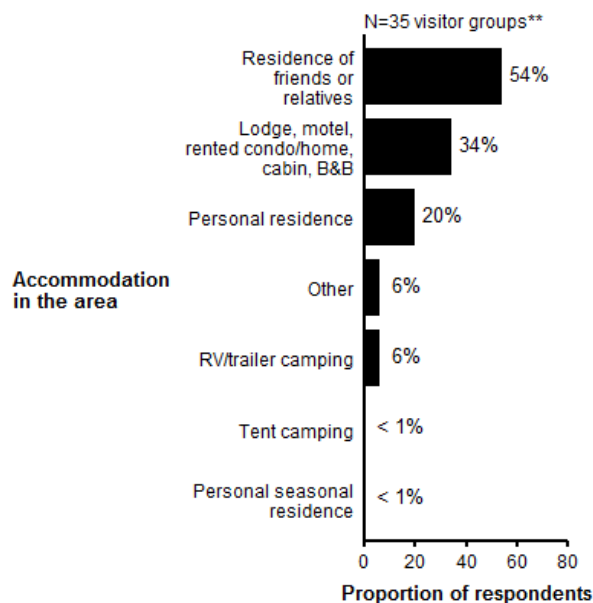


Figure 36. Accommodation used in the area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Places stayed on night prior to visit**Question 6a**

On this trip, where did your personal group stay on the night before visiting Fort Monroe NM? (Open-ended)

Results

- 40 visitor groups listed where they stayed on the night before visiting Fort Monroe NM (see Table 15).

Table 15. Places stayed on the night prior to visit at Fort Monroe NM
(N=177 Places; some visitor groups made more than one comment)

City, State	Number of times mentioned
Hampton, VA	71
Newport News, VA	26
Virginia Beach, VA	16
Williamsburg, VA	10
Yorktown, VA	8
Chesapeake, VA	7
Norfolk, VA	6
Hayes, VA	3
Suffolk, VA	3
Fort Monroe, VA	2
Phoebus, VA	2
Aldie, VA	1
Baltimore, MD	1
Buckroe Beach, VA	1
Emerald Isle, NC	1
Front Royal, VA	1
Gates, NC	1
Grimstead, VA	1
Langley AFB, VA	1
Lottsburg, VA	1
Mechanicsville, VA	1
Midlothian, VA	1
Mt. Sidney, VA	1
Norfolk, VA	1
Petersburg, VA	1
Pittsburg, PA	1
Poquoson, VA	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15. Places stayed on the night prior to visit at Fort Monroe NM (continued)

City, State	Number of times mentioned
Portsmouth, VA	1
Prince George, VA	1
Richmond, VA	1
Smithfield, VA	1
St. Meinrad, IN	1
Staunton, VA	1
WV	1

Places stayed on night after visit**Question 6b**

On this trip, where did your personal group stay on the night after visiting Fort Monroe NM? (Open-ended)

Results

- 41 visitor groups listed where they stayed on the night after visiting Fort Monroe NM (see Table 16).

Table 16. Places stayed on the night after visiting Fort Monroe NM (N=169 places; some visitor groups made more than one comment)

City, State	Number of times mentioned
Hampton, VA	70
Newport News, VA	19
Virginia Beach, VA	16
Williamsburg, VA	10
Yorktown, VA	8
Chesapeake, VA	7
Norfolk, VA	5
Hayes, VA	3
Suffolk, VA	3
Phoebe, VA	2
Annapolis, MD	1
Bridgewater, VA	1
Buckroe Beach, VA	1
Fort Monroe, VA	1
Fredericksburg, VA	1
Front Royal, VA	1
Gates, NC	1
Grimstead, VA	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 16. Places stayed on the night after visiting Fort Monroe NM (continued)

City, State	Number of times mentioned
Hopewell, VA	1
Ithaca, NY	1
Junction City, KS	1
Langley AFB, VA	1
Lincoln, NE	1
Lottsburg, VA	1
Mechanicsville, VA	1
Midlothian, VA	1
NC	1
New York, NY	1
Petersburg, VA	1
Pittsburg, PA	1
Poquoson, VA	1
Portsmouth, VA	1
Prince George, VA	1
Richmond, VA	1
Smithfield, VA	1
Staunton, VA	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay

Question 7

On this visit, how long did your personal group stay in the Fort Monroe NM area (within 30 miles)?

Results

Number of hours if less than 24 – **CAUTION!**

- 47% of visitor groups spent four or five hours on the peninsula (see Figure 37).
- 34% spent two or three hours.
- 17% spent six or more hours.
- No group spent one hour.
- The average length of stay for visitor groups who spent less than 24 hours was 4 hours.

Number of days if 24 hours or more

46% of visitor groups spent two or three days in the area (see Figure 38).

- 49% spent 4 or more days.
- 6% spent one day.
- The average length of stay for visitor groups who spent 24 hours or more was 4 days.
- The average length of stay for all visitor groups was 61 hours or 2.5 days.

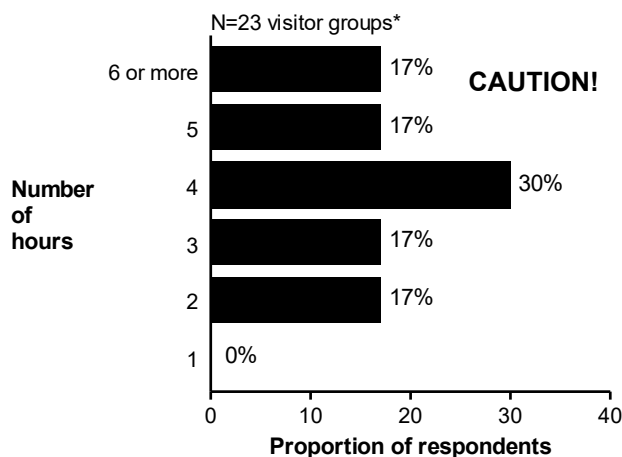


Figure 37. Number of hours spent in the park

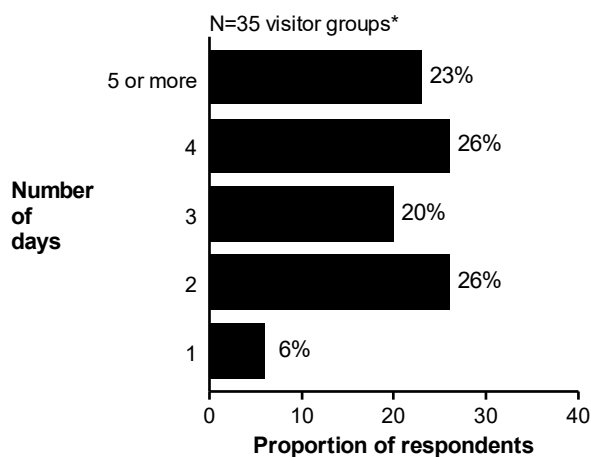


Figure 38. Number of days spent in the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Time spent visiting the park

Question 8a

On this visit, how many hours in total did your personal group spend visiting Fort Monroe NM?

Results

- 50% of visitor groups spent 2-4 hours visiting the park (see Figure 39).
- 23% spent more than 4 hours visiting the park.
- 17% spent an hour or less visiting the park.

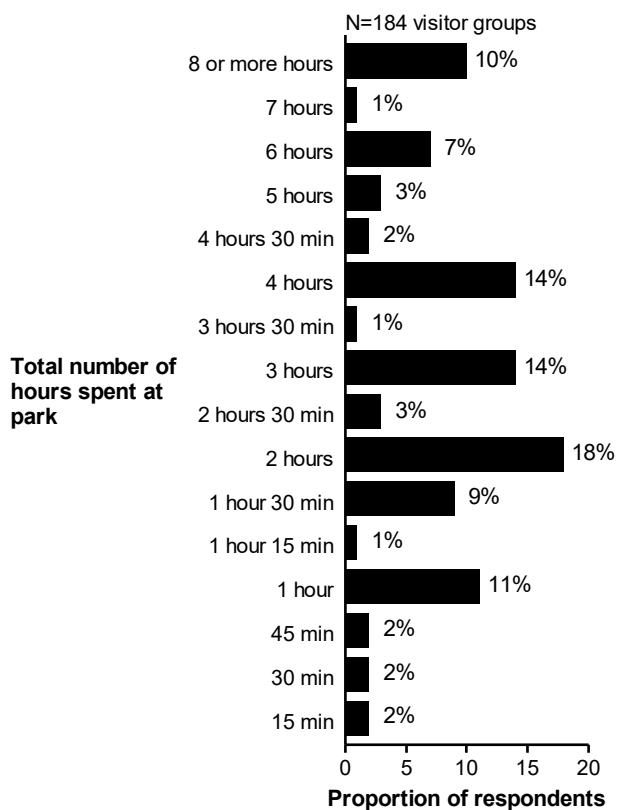


Figure 39. Total hours spent visiting Fort Monroe NM

Question 8b

Did your personal group visit Fort Monroe NM on more than one day?

Results

- 40% of visitor groups visited the park on more than one day (see Figure 40).

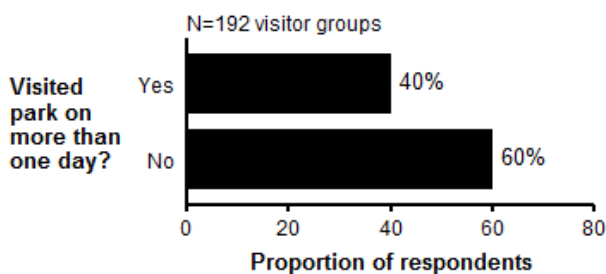


Figure 40. Visited Fort Monroe NM on more than one day

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 8c

If YES, on how many days did your personal group visit Fort Monroe NM?

Results

- 30% of visitor groups visited the park for 2 days (see Figure 41).
- 37% visited the park for three or four days.
- 16% visited the park six or more days.

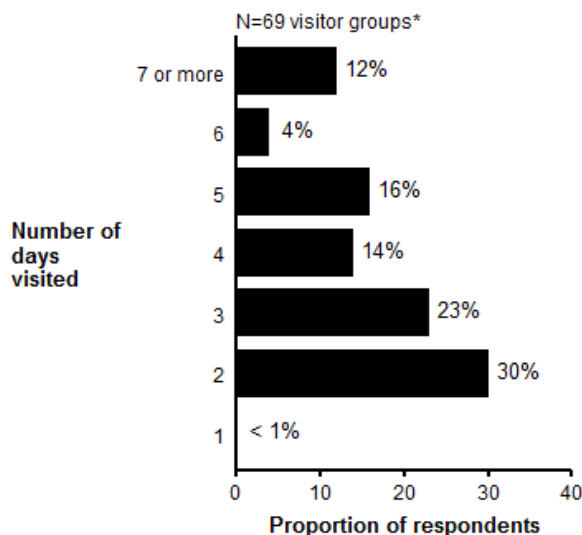


Figure 41. Number of days spent visiting the park for groups who visited more than one day

Times entered the park

Question 15b

On this visit, how many times did your personal group enter the park?

Results

77% of visitor groups entered the park only once (see

- Figure 42).
- 15% entered the park 2 or 3 times
- 8% entered the park 4 or more times

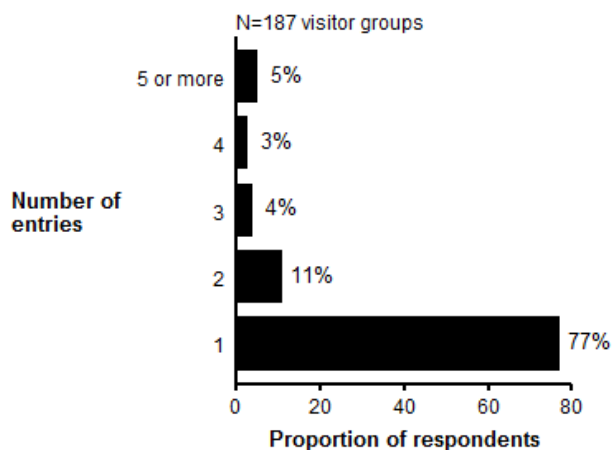


Figure 42. Number of entries into the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Places visited in the local area

Question 10

On this trip to Fort Monroe NM, which other places in the local area did your personal group visit?

Results

- 56% of visitor groups visited Fort Monroe NM only (see Figure 43).

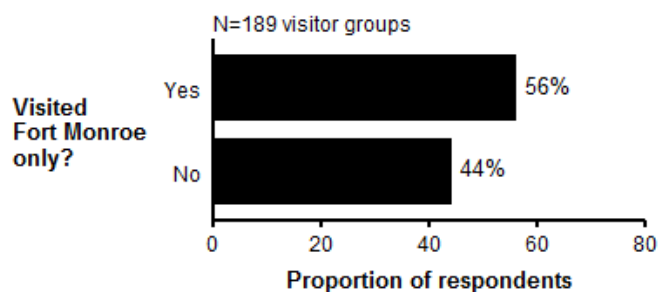


Figure 43. Visitor groups that visited Fort Monroe NM only.

Question 10

On this trip to Fort Monroe NM, which other places in the local area did your personal group visit?

Results

- 49% of visitor groups that visited other places in the local area visited Buckroe Beach (see Figure 44).
- 35% visited Virginia Beach.
- 24% visited Busch Gardens.
- 19% visited Jamestown/Yorktown.
- 19% visited Colonial Williamsburg.
- 14% visited the Virginia Air and Space Center.
- Virginia Welcome Centers visited (7%) were:
Williamsburg
Hampton
Norfolk
- "Other" places visited (24%) see Table 17.

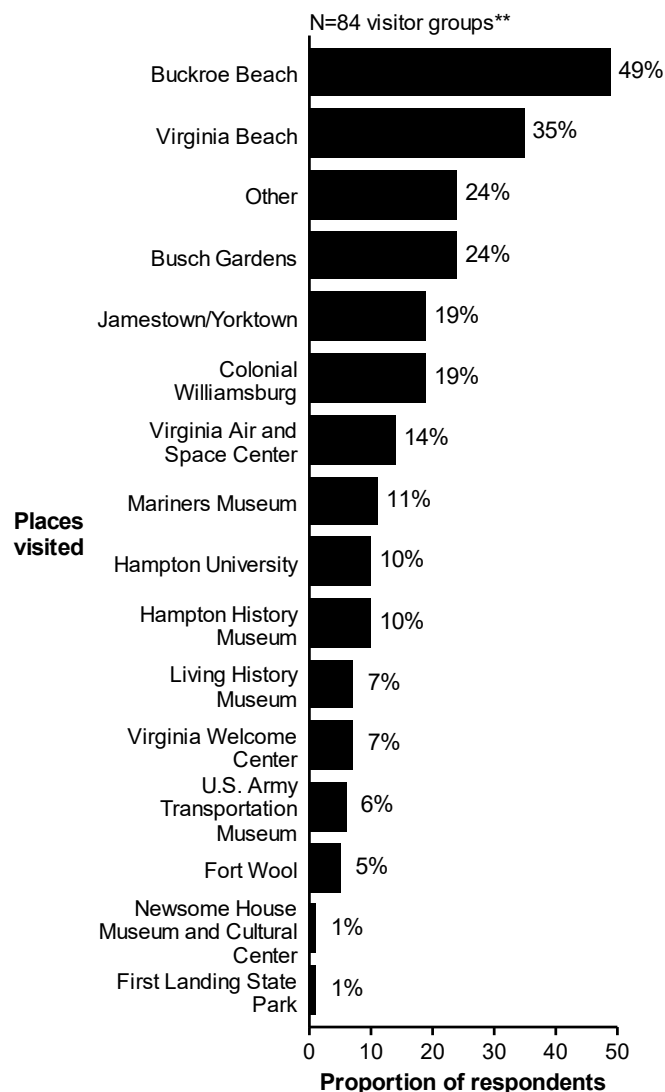


Figure 44. Places visited in the local area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 17. Other places visited in the local area
(N=17 comments; some visitor groups made more than one comment) – **CAUTION!**

Place	Number of times mentioned
Fort Story	2
Portsmouth Children's Museum	2
Beach on Fort Monroe	1
Boo Williams Sports Complex	1
Chamberlin	1
Light tower	1
Miss Hampton II Cruise	1
Mount Vernon	1
Outlook Beach	1
Peninsula Town Center	1
Phoebus	1
Six Pub on Mellen St.	1
Various beaches and city parks	1
Washington, D.C.	1
Williamsburg Farmers Market	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Communities in which support services were obtained

Question 9a

In which area community or communities did your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Fort Monroe NM?

Results

- 37% of visitor groups obtained support services from area communities for this visit to Fort Monroe NM (see Figure 46).

61% of visitor groups obtained support services in Hampton (see

- Figure 46).
- 22% obtained support services in Newport News.
- “Other” communities in which services were obtained were:

Virginia Beach
Norfolk
Suffolk
Jamestown

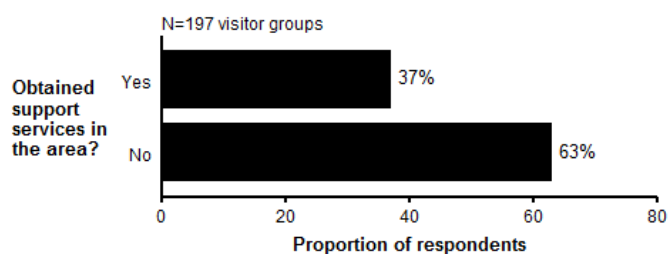


Figure 45. Visitor groups that obtained support services in area communities for this visit to Fort Monroe NM

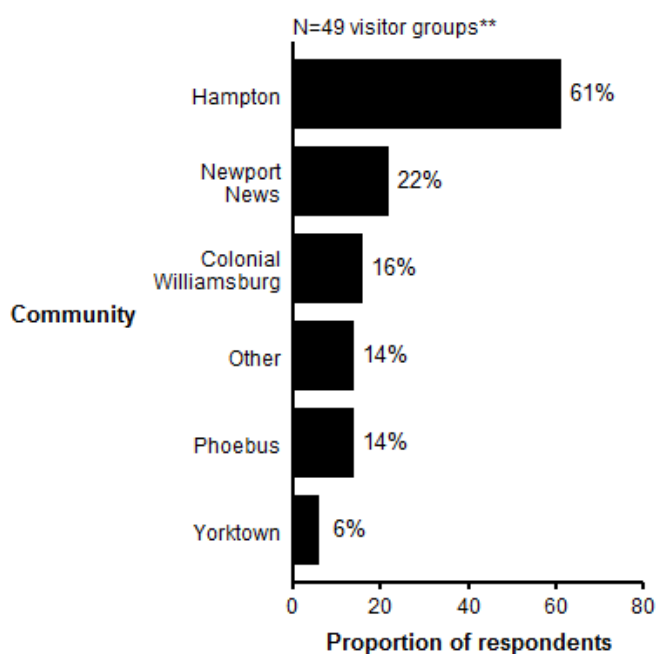


Figure 46. Communities in which support services were obtained

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Services obtained in area communities

Question 9b

Services obtained in area communities:
Colonial Williamsburg

Results – **CAUTION!**

77% of visitor groups obtained food in Colonial Williamsburg (see Figure 47).

- 38% obtained lodging.
- 31% obtained gas.
- 8% obtained information.

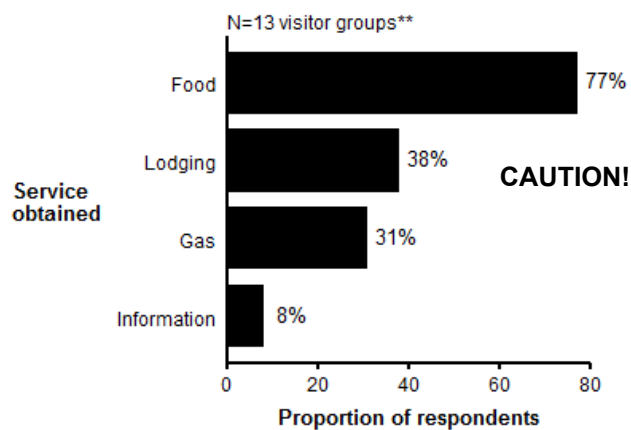


Figure 47. Services used in Colonial Williamsburg

Services obtained in area communities:
Hampton

Results

80% of visitor groups obtained food in Hampton (see Figure 48).

- 68% obtained gas.
- 32% obtained lodging.
- 25% obtained information.

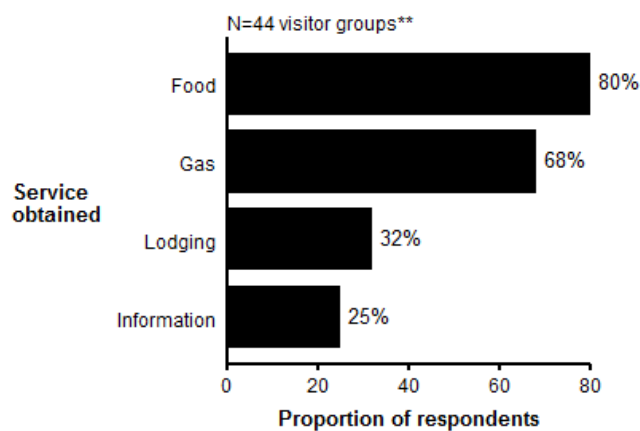


Figure 48. Services used in Hampton

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Services obtained in area communities:
Newport News

Results – **CAUTION!**

39% of visitor groups obtained food in Newport News (see

- Figure 49).
- 36% obtained gas.
- 18% obtained lodging.
- 7% obtained information.

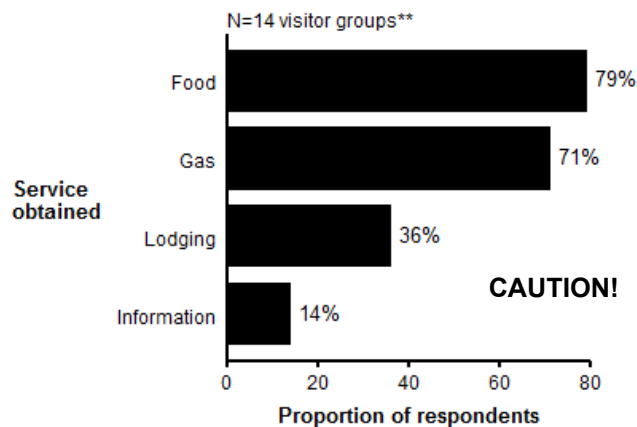


Figure 49. Services used in Newport News

Services obtained in area communities:
Phoebus

Results – **CAUTION!**

- 82% of visitor groups obtained food in Phoebus (see Figure 50).
- 55% obtained gas.
- 18% obtained lodging.
- 9% obtained information.

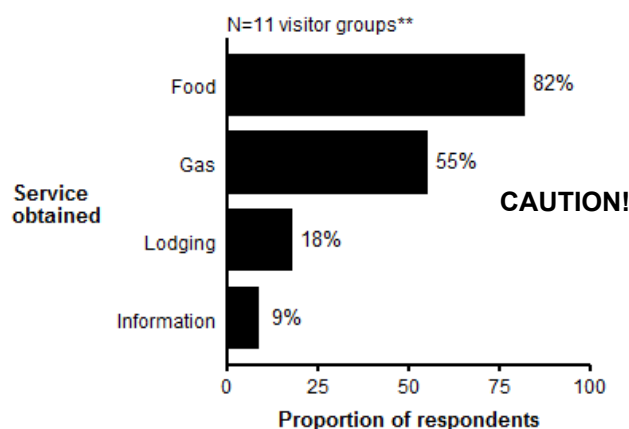


Figure 50. Services used in Phoebus

Services obtained in area communities:
Yorktown

Results – **CAUTION!**

50% of visitor groups obtained lodging in Yorktown (see Figure 51).

- 33% obtained food.
- 33% obtained gas.
- 33% obtained information.

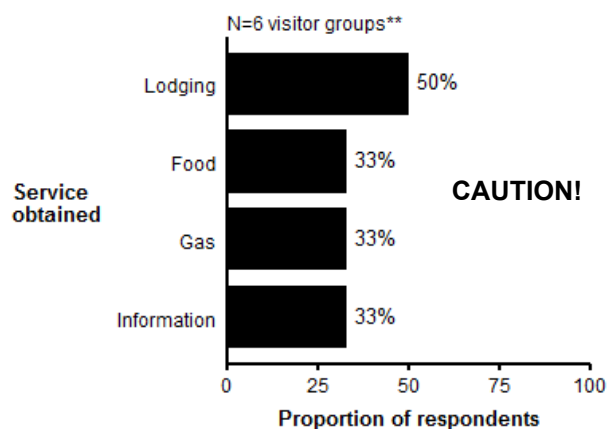


Figure 51. Services used in Yorktown

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Services obtained in area communities:
"Other" communities

Results – **CAUTION!**

83% of visitor groups obtained gas in
"Other" communities (see
Figure 52).

- 50% obtained lodging.
- 50% obtained food.
- 17% obtained information.

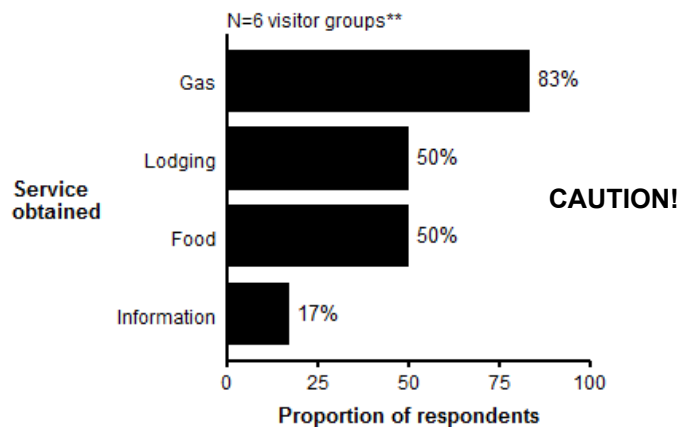


Figure 52. Services used in "Other" communities

Question 9c

Were you able to obtain all of the
services that your personal group
needed in these communities?

Results

- 97% of visitor groups were able to
obtain the services needed in area
communities (see Figure 53).

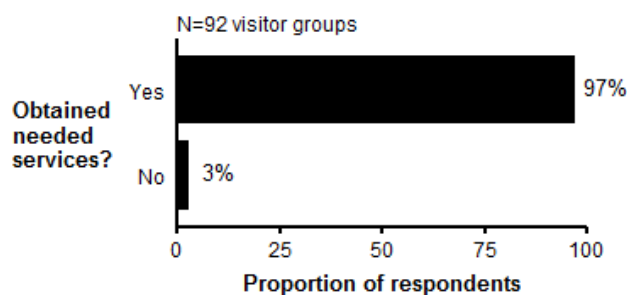


Figure 53. Able to obtain all of the services that their
personal group needed

Question 9d

If NO, what needed services were not
available?

Results

- No visitor group listed needed
services that were not available.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 12a

On this visit, in which activities did your personal group participate within Fort Monroe NM?

Results

- As shown in Figure 54, the most common activities in which visitor groups participated on this visit were:

44% Walking along Outlook Beach
 34% Visiting the Casemate Museum
 33% Visiting Fort Monroe NM grounds
 23% Exploring the North Beach area and trails
 16% Fishing at Engineers Wharf Fishing Pier
 16% Attending scheduled events at Paradise Ocean Club
 15% Picnicking
 13% Taking a walking tour with brochure

- “Other” activities (26%) were:

Attending Chamberlin Sunday brunch
 Beaching
 Biking
 Kite flying
 Relaxing
 Running/jogging
 Sitting at beach
 Swimming
 Swimming in the pool
 Visiting pet cemetery
 Walking
 Walking dog
 Walking/running seawall

(Some respondents entered more than one “Other” activity.)

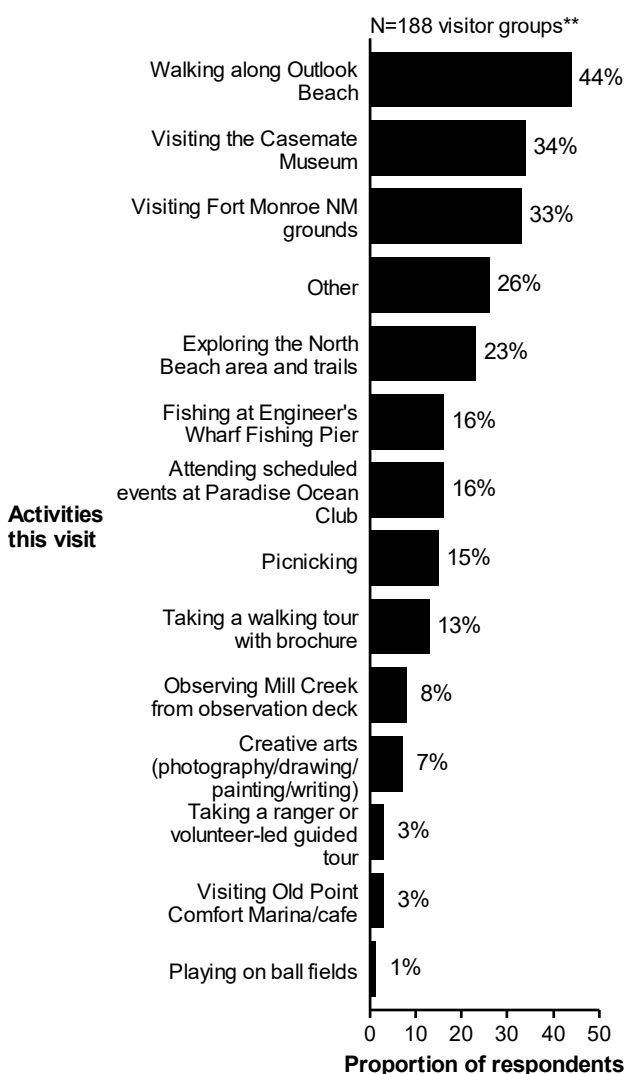


Figure 54. Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on future visits

Question 12b

On future visits, in which activities would your personal group participate within Fort Monroe NM?

Results

- As shown in Figure 55, the most common activities in which visitor groups would prefer to participate on future visits were:

64% Walking along Outlook Beach
 55% Visiting the Casemate Museum
 51% Exploring the North Beach area and trails
 48% Visiting Fort Monroe NM grounds
 48% Picnicking
 44% Attending scheduled events at Paradise Ocean Club
 35% Taking a walking tour with brochure
 33% Visiting Old Point Comfort Marina/cafe
 33% Fishing at Engineers Wharf Fishing Pier

- “Other” activities (18%) were:

Attending concerts
 Beaching
 Biking
 Boating
 Camping
 Kite flying
 Relaxing
 Running/jogging
 Sitting at beach
 Swimming
 Swimming in the pool
 Visiting pet cemetery
 Walking
 Walking dog
 Walking/running seawall

(Some respondents entered more than one “Other” activity.)

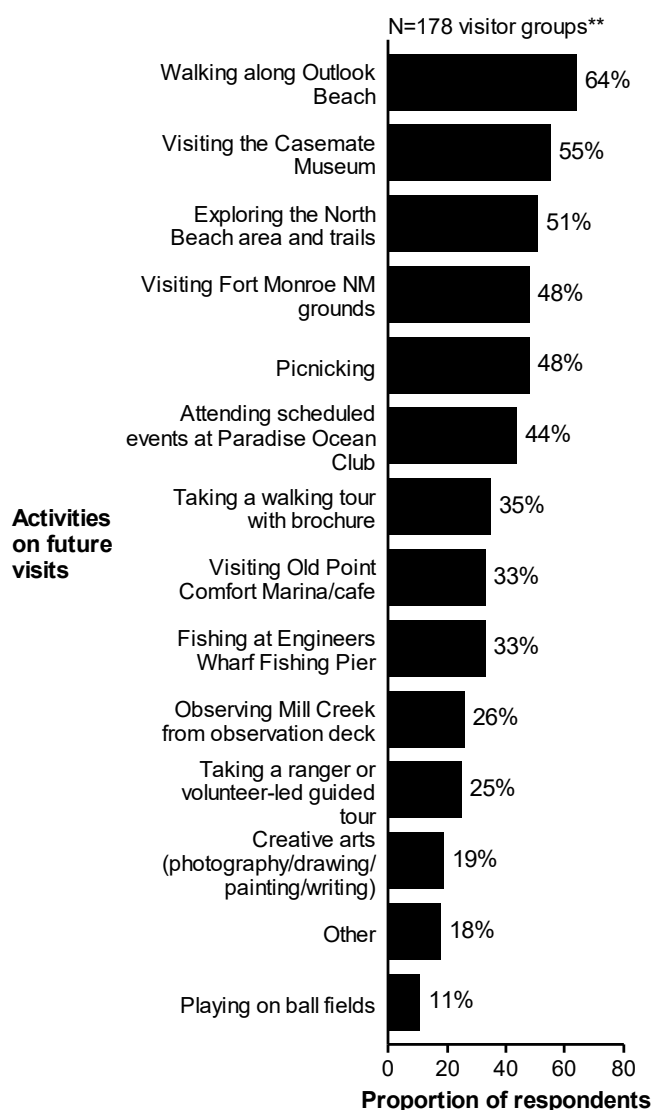


Figure 55. Activities on future visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Topics learned on this visit

Question 17a

Fort Monroe NM interpretive programs and visitor center exhibits discuss topics related to colonial history and defense of the nation along the Chesapeake Bay from 1609 to 2011. Please indicate the topics your personal group learned (or learned more) about on this visit?

Results

46% of visitor groups learned about specific topics on this visit (see Figure 56).

- As shown in Figure 57, among those visitor groups that learned about specific topics on this visit, the most common topics learned about were:

79% 400-year history of coastal defense and training

74% Events significant to ending slavery in the U.S.

71% Life and leisure at Fort Monroe

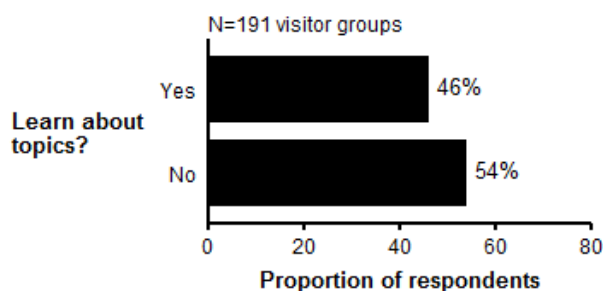


Figure 56. Visitor groups that learned (or learned more) about topics on this visit

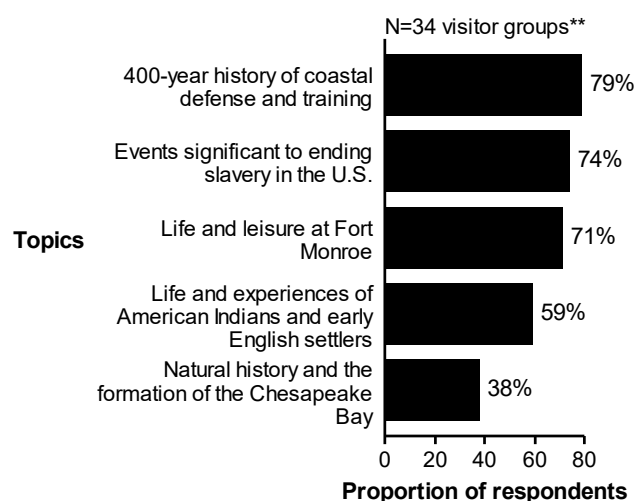


Figure 57. Topics learned (or learned more) about on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Level of understanding improved for specific topics this visit

Question 17b

Please indicate how much your level of understanding of each topic improved during your visit.

Topic: Life and experiences of American Indians and early English settlers

Results:

- 57% of visitor groups indicated that their understanding of “Life and experiences of American Indians and early English settlers” was improved “Somewhat” and “A lot” (see Figure 58).

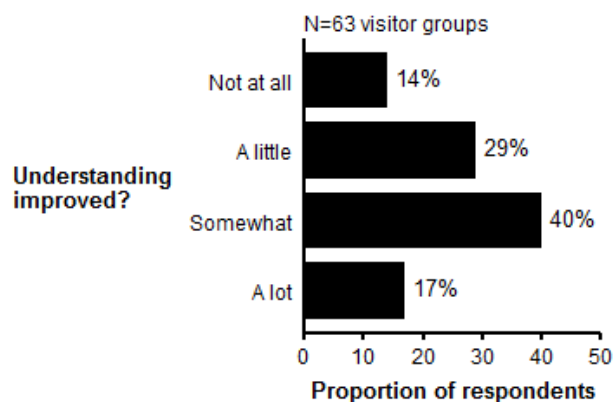


Figure 58. Understanding improved: Life and experiences of American Indians and early English settlers

Topic: 400-year history of coastal defense and training

Results:

- 75% of visitor groups indicated that their understanding of “400-year history of coastal defense and training” was improved “Somewhat” and “A lot” (see Figure 59).

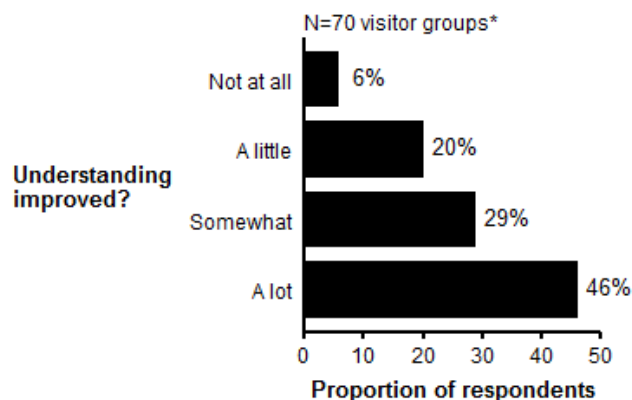


Figure 59. Understanding improved: 400-year history of coastal defense and training

Topic: Life and leisure at Fort Monroe

Results:

- 59% of visitor groups indicated that their understanding of “Life and leisure at Fort Monroe” was improved at least “Somewhat” and “A lot” (see Figure 60).

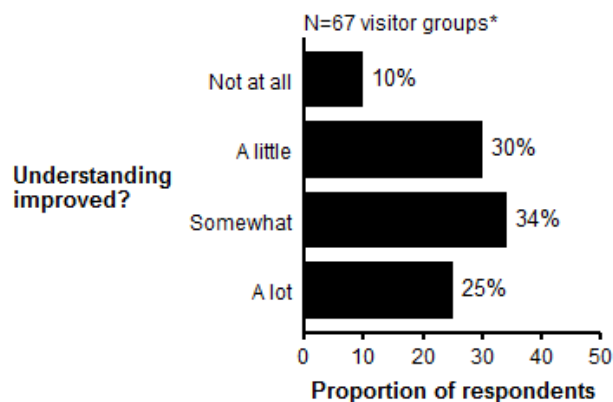


Figure 60. Understanding improved: Life and leisure at Fort Monroe

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Topic: Natural history and the formation of the Chesapeake Bay

Results:

- 48% of visitor groups indicated that their understanding of “Natural history and the formation of the Chesapeake Bay” was improved “Somewhat” and “A lot” (see Figure 61).

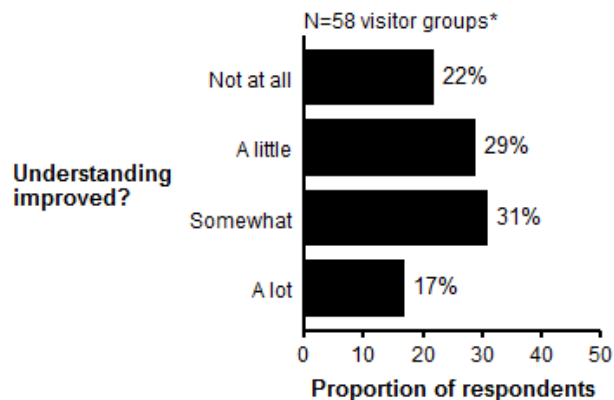


Figure 61. Understanding improved: Natural history and the formation of the Chesapeake Bay

Topic: Events significant to ending slavery in the U.S.

Results:

- 58% of visitor groups indicated that their understanding of “Events significant to ending slavery in the U.S.” was improved “Somewhat” and “A lot” (see Figure 62).

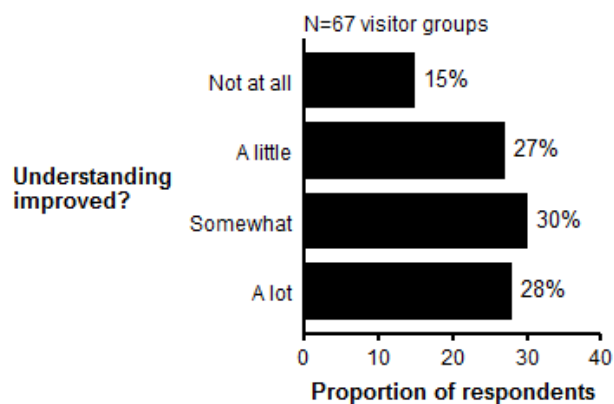


Figure 62. Understanding improved: Events significant to ending slavery in the U.S.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, Resources, and Elements

Visitor services and facilities used

Question 13a

Please indicate all of the visitor services and facilities that your personal group used at Fort Monroe NM during this visit.

Results

- As shown in Figure 63, the most common visitor services and facilities used by visitor groups were:

63% Restrooms
 42% Casemate Museum
 27% Directional signage
 22% Park brochure/map
 18% Engineer's Wharf Fishing Pier
 17% Onsite dining and refreshments

- The least used service/facility was:
 3% Ranger/volunteer-led programs

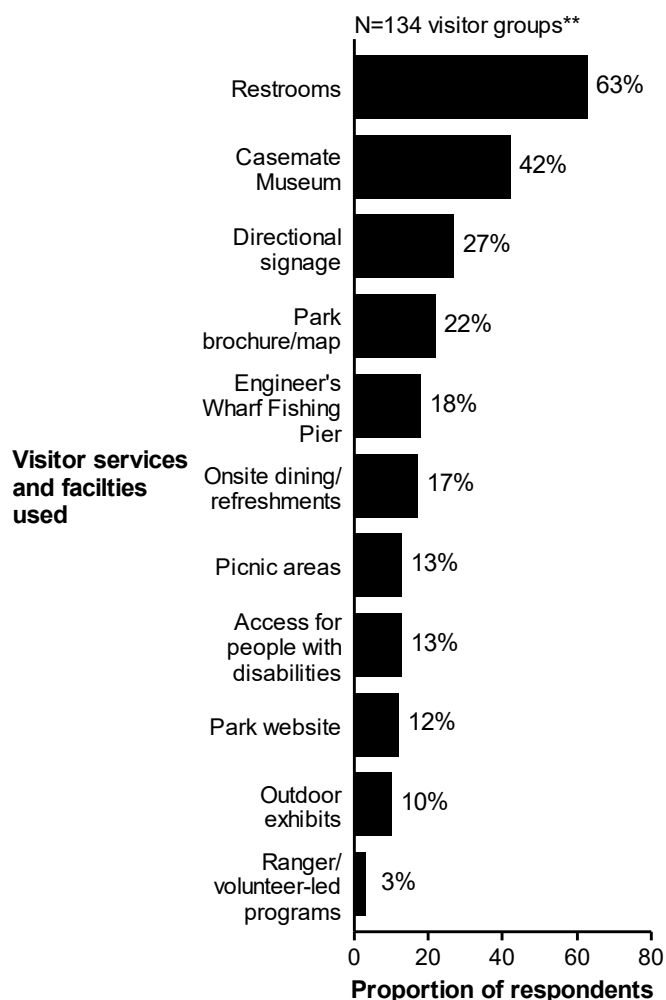


Figure 63. Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 13b

For only those services and facilities that your personal group used on this visit, please rate their importance from 1-5.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 64 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities.
- The visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

93% Park brochure/map
92% Restrooms
90% Engineer's Wharf Fishing Pier
87% Picnic areas
87% Park website

- Table 18 shows the importance ratings of each service and facility.
- The service/facility receiving the highest “not at all important” rating that was:

3% Restrooms

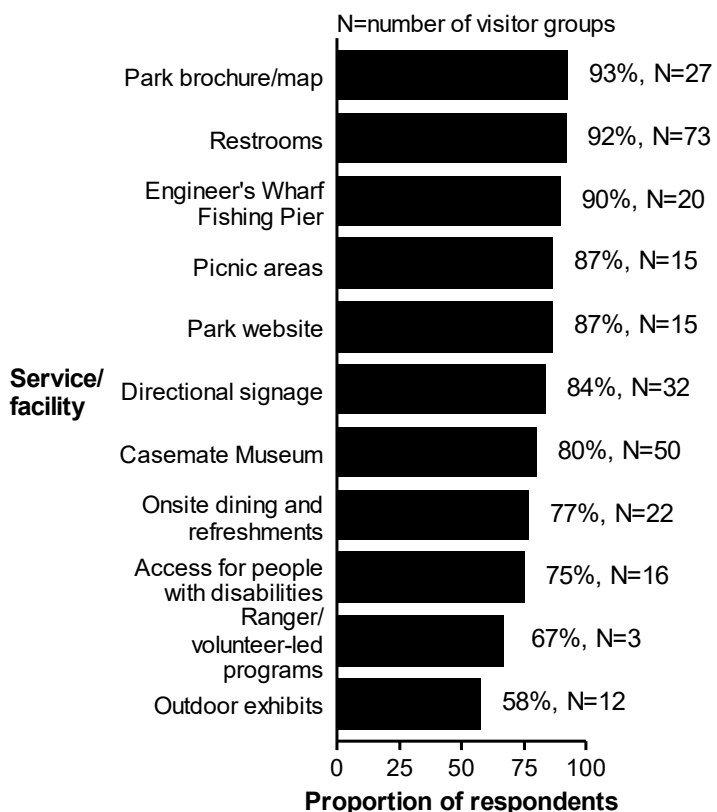


Figure 64. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities (when N < 30, Interpret with **CAUTION!**)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 18. Importance ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Access for people with disabilities – CAUTION!	16	0	0	25	0	75
Casemate Museum	50	0	2	18	18	62
Directional signage	32	0	6	9	44	41
Engineer's Wharf Fishing Pier – CAUTION!	20	0	0	10	30	60
Onsite dining and refreshments -- CAUTION!	22	0	9	14	23	55
Outdoor exhibits – CAUTION!	12	0	17	25	42	17
Park brochure/map – CAUTION!	27	0	0	7	41	52
Park website – CAUTION!	15	0	0	13	40	47
Picnic areas – CAUTION!	15	0	0	13	40	47
Ranger/volunteer-led programs – CAUTION!	3	0	33	0	0	67
Restrooms	73	3	0	5	21	71

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 13c

For only those services and facilities that your personal group used on this visit, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results

- Figure 65 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:

100% Ranger/volunteer-led programs
92% Casemate Museum
89% Park brochure/map
86% Park website
86% Onsite dining and refreshments

- Table 19 shows the quality ratings of each service and facility.
- The service/facility receiving the highest proportion of “very poor” ratings that was rated by 30 or more visitor groups was:

10% Restrooms

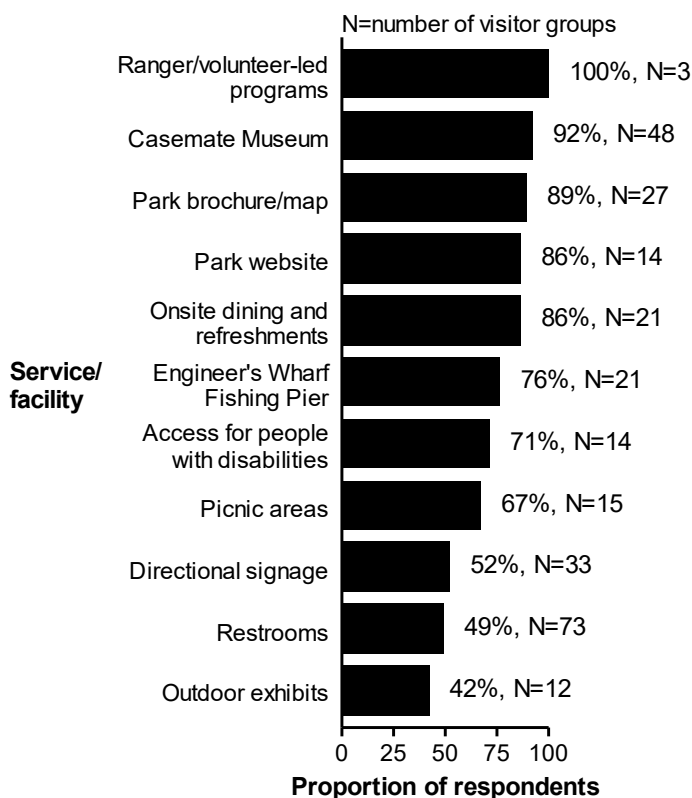


Figure 65. Combined proportions of “very good” and “good” ratings of visitor services and facilities (when N < 30, Interpret with **CAUTION!**)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 19. Quality ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Very poor	Poor	Rating (%)*		
				Average	Good	Very good
Access for people with disabilities – CAUTION!	14	7	0	21	57	14
Casemate Museum	48	0	0	8	21	71
Directional signage	33	6	12	30	30	21
Engineer's Wharf Fishing Pier – CAUTION!	21	5	0	19	48	29
Onsite dining and refreshments – CAUTION!	21	5	10	0	48	38
Outdoor exhibits – CAUTION!	12	0	8	50	33	8
Park brochure/map – CAUTION!	27	4	0	7	41	48
Park website – CAUTION!	14	0	0	14	57	29
Picnic areas – CAUTION!	15	0	13	20	33	33
Ranger/volunteer-led programs – CAUTION!	3	0	0	0	0	100
Restrooms	73	10	21	21	27	22

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figure 66 and Figure 67 show the mean scores of importance and quality ratings of visitor services and facilities.
- All visitor services and facilities were rated above average in importance and quality.

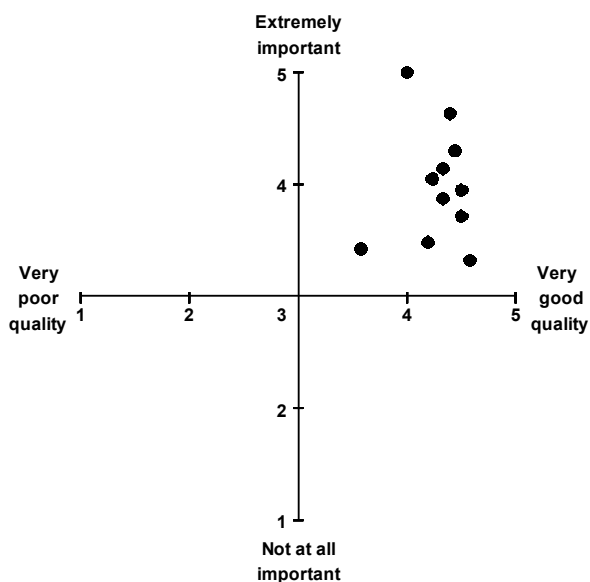


Figure 66. Mean scores of importance and quality ratings of visitor services and facilities

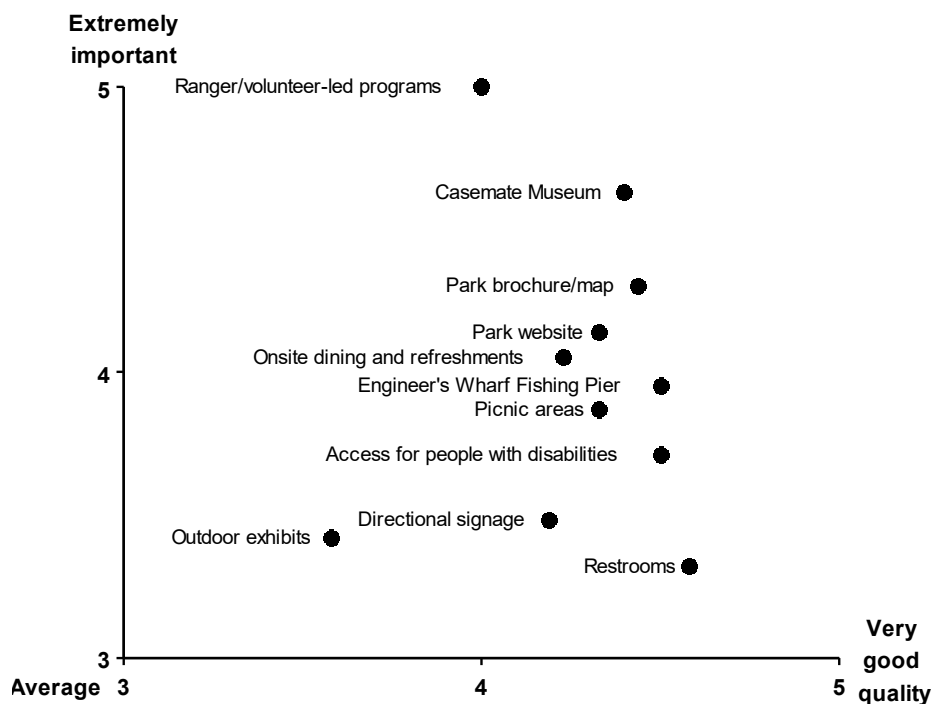


Figure 67. Detail of mean scores of importance and quality ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Elements affecting visitor experience

Question 25a

During this visit to Fort Monroe NM, did anything detract from your personal group's park experience?

Results

- 86% of visitor groups did not experience anything that detracted from their park experience (see Figure 68).

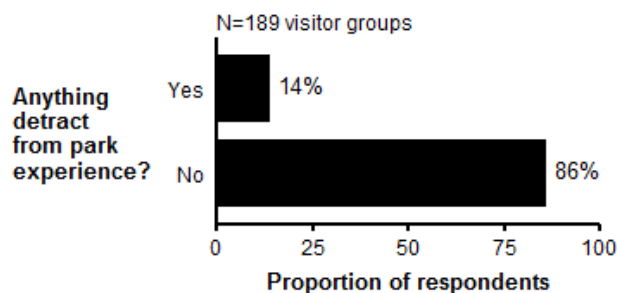


Figure 68. Personal groups who had elements that detracted from their park experience

Question 25b

If YES, please explain. (Open-ended)

Results

- 29 visitor groups responded to this question.
- Table 20 shows elements that detracted from personal groups' experience.

Table 20. Elements that detracted from personal group's park experience (N=28 comments; one visitor group made more than one comment)

Elements	Number of times mentioned
No access to restrooms - only porta potties	4
Stickers in the grass	2
Bad weather	1
Being told that parts of beach was off limits	1
Children running through museum unsupervised	1
Civilian living on historic post	1
Club Paradise is a dishonor to a beautiful place	1
Lack of directional signage	1
Lightning and museum closing early	1
Limited fishing areas	1
Limited signage for the Marina Cafe - missed it first time	1
Need restroom attendants	1
No park ranger tours	1
Not being able to bring our family pet and go to the dog beach	1
Presentation of Casemate was not on	1
Rain	1
Restrooms at Outlook	1
Road construction in fort	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 22. Elements that detracted from personal group's park experience (continued)

Elements	Number of times mentioned
Tents along the Paradise Ocean Club walkway detracted from outside dining	1
The rust and crumbling of several buildings along the Seawall and moat	1
Trailside signage blank/destroyed/unreadable	1
Trash	1
Two women who read everything out loud in the Casemate Museum	1
Unable to pass through Ocean Paradise Club on boardwalk, no bike lane on Fenwick	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures

Total expenditures inside and outside the park

Question 20

For your personal group, please estimate all expenditures for the items listed below for this visit to Fort Monroe NM and the surrounding area (within a 30 miles of the peninsula).

Results

38% of visitor groups spent no money on this visit to Fort Monroe NM and the surrounding area (see

- Figure 69).
- 32% spent \$1-\$100.
- 13% spent \$301 or more.
- The average visitor group expenditure was \$226.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$31.
- The average total expenditure per person (per capita) was \$72.
- As shown in Figure 70, the largest proportions of total expenditures inside and outside the park were:
 - 31% Restaurants and bars
 - 21% Lodge, hotel, motel, cabin, B&B, etc.
 - 13% Groceries and takeout food

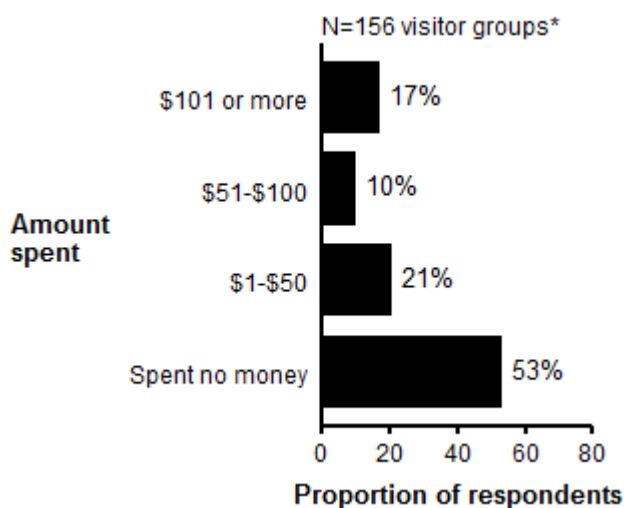


Figure 69. Total expenditures inside and outside the park

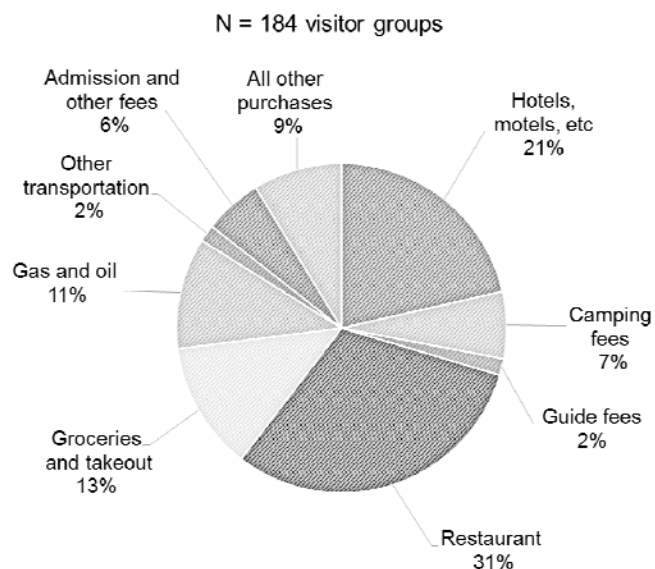


Figure 70. Proportions of total expenditures on the Fort Monroe NM peninsula and within 30 miles of the peninsula

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by expenditures

Question 20c

How many adults (18 years or older) do these expenses cover?

Results

- 36% of visitor groups had two adults covered by expenditures (see Figure 71).
- 23% had one adult covered by expenditures.

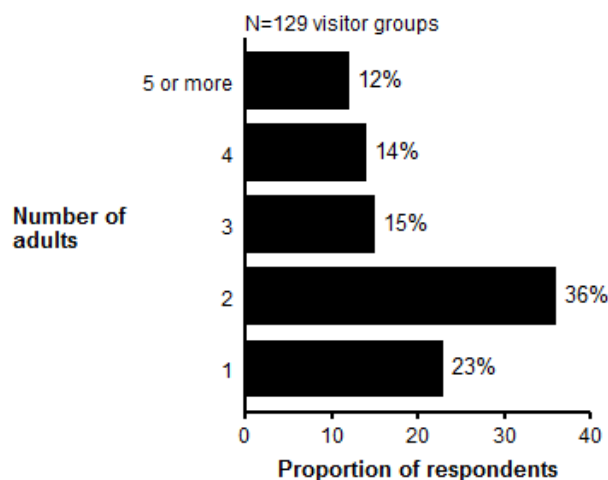


Figure 71. Number of adults covered by expenditures

Number of children covered by expenditures

Question 20c

How many children (under 18 years) do these expenses cover?

Results

- 53% of visitor groups had no children covered by expenditures (see Figure 72).
- 18% had one child covered by expenditures.

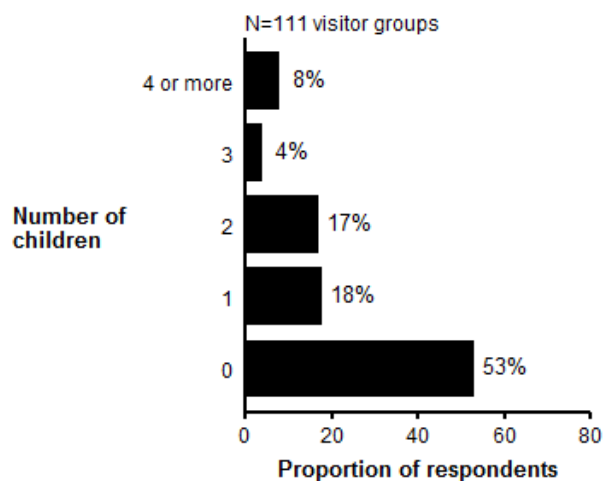


Figure 72. Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures on the Fort Monroe NM peninsula

Question 20a

Please list your personal group's total expenditures on the Fort Monroe peninsula.

Results

- 53% of visitor groups spent no money on the Fort Monroe NM peninsula (see Figure 73).
- 21% spent \$1-\$50.
- 17% spent \$101 or more.
- The average visitor group expenditure on the Fort Monroe NM peninsula was \$57.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$0.
- The average total expenditure per person (per capita) was \$29.
- As shown in Figure 74, the largest proportions of total expenditures inside and outside the park were:
 - 33% Restaurants and bars
 - 31% Camping fees
 - 13% Groceries and takeout food

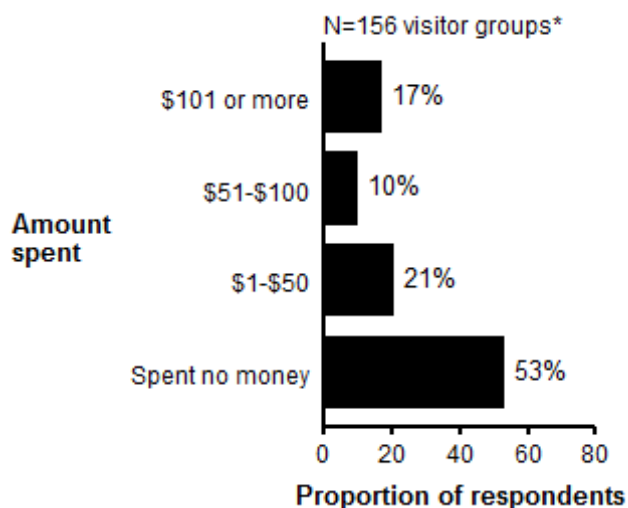


Figure 73. Total expenditures on the Fort Monroe NM peninsula

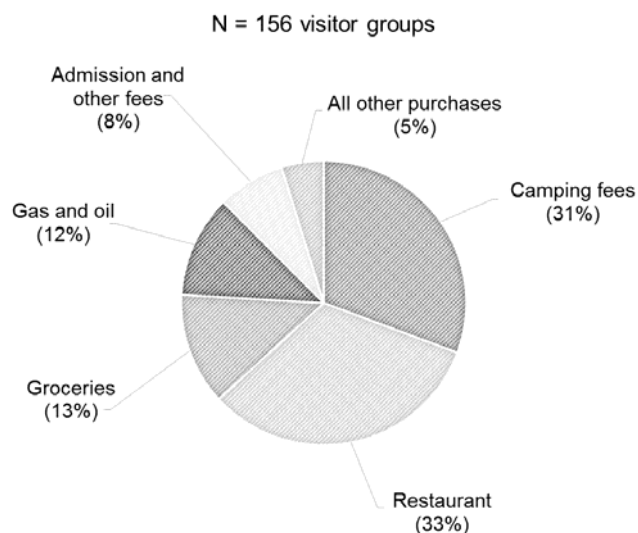


Figure 74. Proportions of total expenditures on the Fort Monroe NM peninsula

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Camping fees and charges

- 84% of visitor groups spent no money on camping fees and charges on the Fort Monroe NM peninsula (see Figure 75).
- 10% spent \$1-\$150.

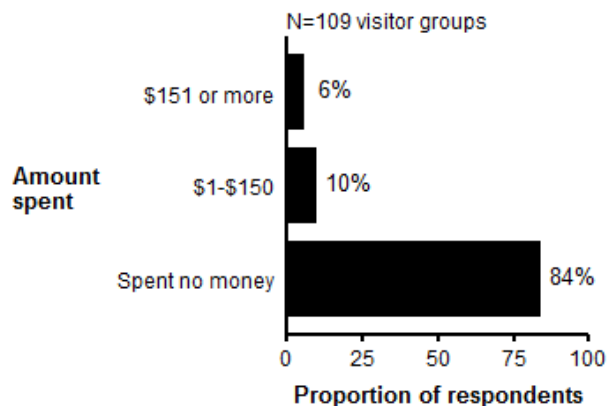


Figure 75. Expenditures for camping fees and charges on the Fort Monroe NM peninsula

Guide fees and charges

- No visitor groups spent money on guide fees or charges on the Fort Monroe NM peninsula (N=96).

Restaurants and bars

- 69% of visitor groups spent no money on restaurants and bars on the Fort Monroe NM peninsula (see Figure 76).
- 25% spent \$1-\$100.

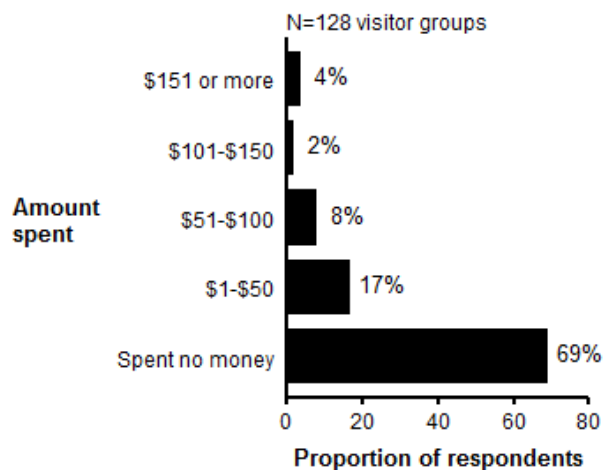


Figure 76. Expenditures for restaurants and bars on the Fort Monroe NM peninsula

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

- 85% of visitor groups spent no money on groceries and takeout food on the Fort Monroe NM peninsula (see Figure 77).
- 9% spent \$1-\$50.

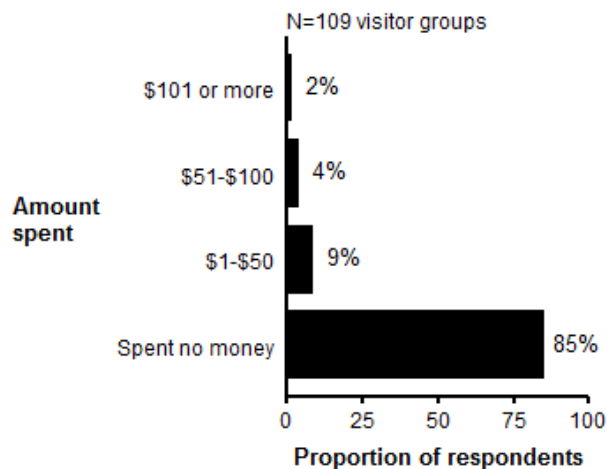


Figure 77. Expenditures for groceries and takeout food on the Fort Monroe NM peninsula

Gas and oil (auto, RV, boat, etc.)

- 83% spent no money on gas and oil on the Fort Monroe NM peninsula (see Figure 78).
- 16% of visitor groups spent \$1-\$100

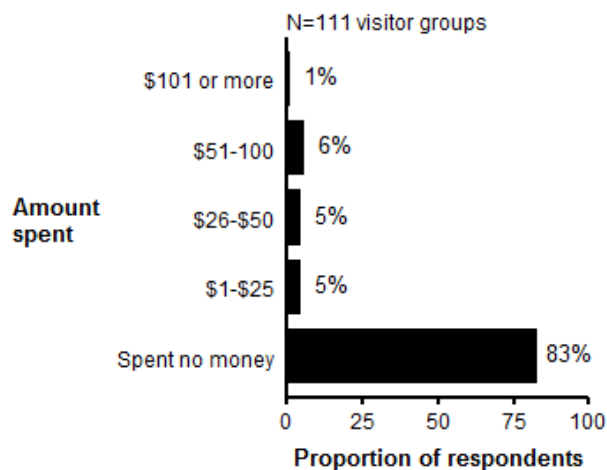


Figure 78. Expenditures for gas and oil on the Fort Monroe NM peninsula

Other transportation (rental cars, taxis, auto repairs, river shuttle service, but NOT airfare)

- No visitor groups spent money on “other” transportation on the Fort Monroe NM peninsula (N=97).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Admission and recreation fees (other than boating/rafting permit fees)

- 84% of visitor groups spent no money on admission and recreation fees on the Fort Monroe NM peninsula (see Figure 79).
- 10% spent \$1-\$40.

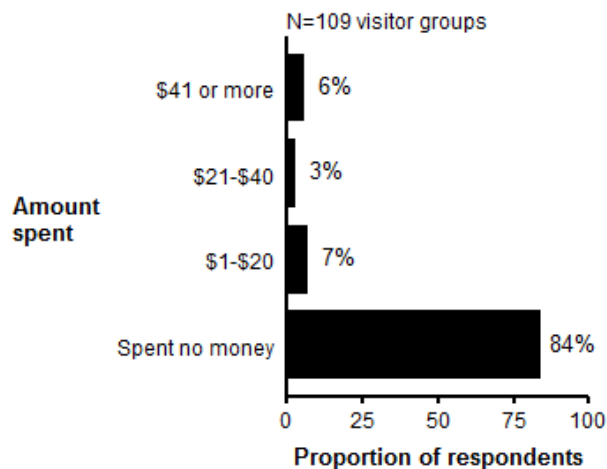


Figure 79. Expenditures for admission and recreation fees on the Fort Monroe NM peninsula

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 83% of visitor groups spent no money on all other expenditures on the Fort Monroe NM peninsula (see Figure 80).
- 11% spent \$1-\$20.
- 6% spent \$21 or more.

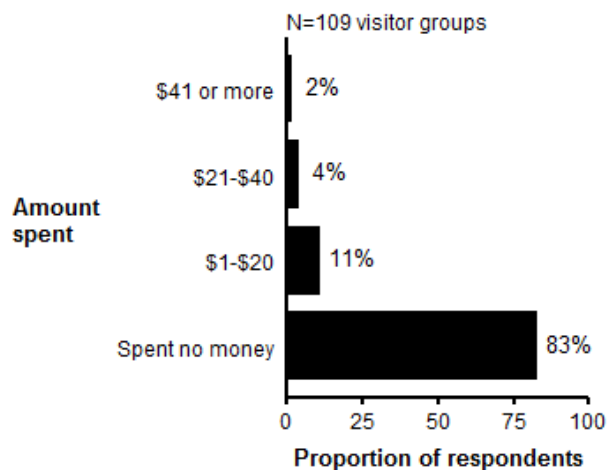


Figure 80. Expenditures for all other purchases on the Fort Monroe NM peninsula

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures outside the park

Question 20b

Please list your personal group's total expenditures in the surrounding area outside the park (within 30 miles of the peninsula).

Results

- 44% of visitor groups spent no money outside the park (see Figure 81).
- 28% spent \$1-\$100.
- 13% spent \$401 or more.
- The average visitor group expenditure outside the park was \$263.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$23.
- The average total expenditure per person (per capita) was \$96.
- As shown in Figure 82, the largest proportions of total expenditures inside and outside the park were:
 - 15% Groceries and takeout food
 - 15% Guide fees and charges
 - 13% Other transportation (rental cars, taxis, auto repairs, river shuttle service, but NOT airfare)
 - 13% Gas and oil

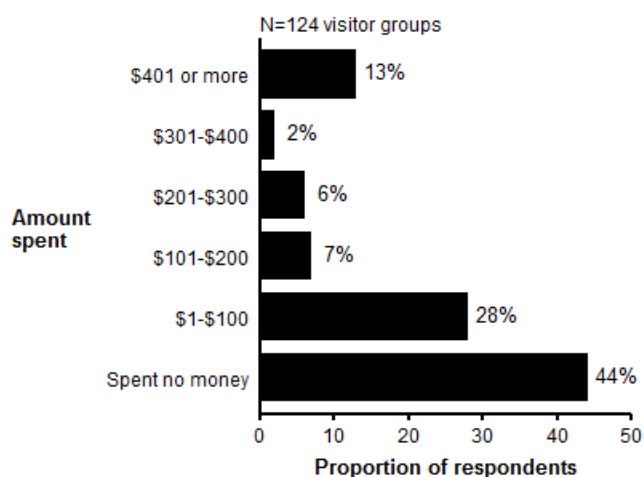


Figure 81. Total expenditures outside the park

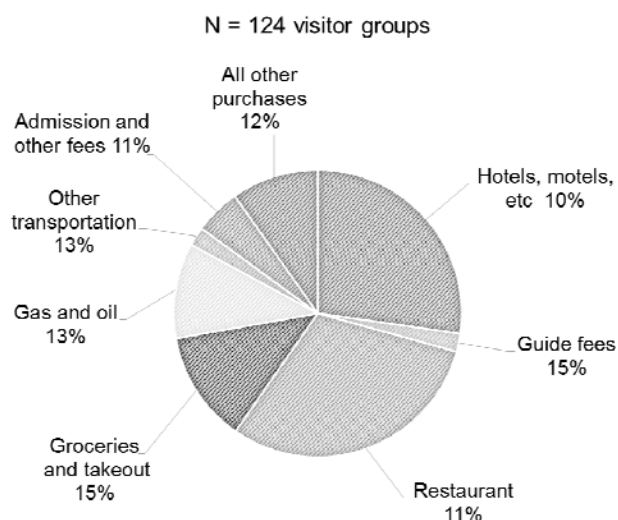


Figure 82. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodge, hotel, motel, cabin, B&B, etc.

- 85% of visitor groups spent no money on lodging outside the park (see Figure 83).
- 8% spent \$1-\$250.
- 7% spent \$251 or more.

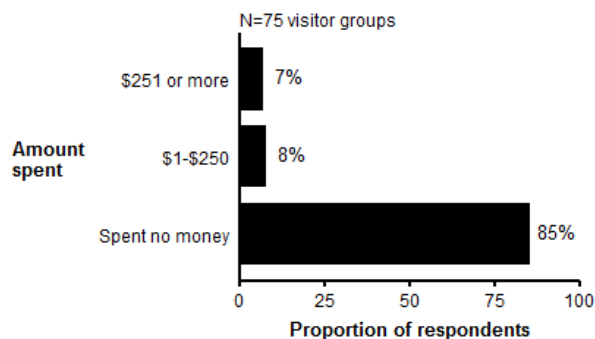


Figure 83. Expenditures for lodging outside the park

Camping fees and charges

- No visitor groups spent money on camping fees and charges outside the park (N=68).

Guide fees and charges

- 97% of visitor groups spent no money on guide fees and charges outside the park (see Figure 84).

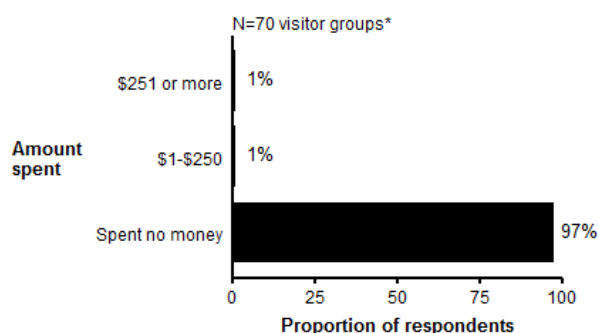


Figure 84. Expenditures for guide fees and charges outside the park

Restaurants and bars

- 58% of visitor groups spent no money on restaurants and bars outside the park (see Figure 85).
- 19% spent \$101 or more.
- 14% spent \$1-\$50.
- 9% spent \$51-\$100.

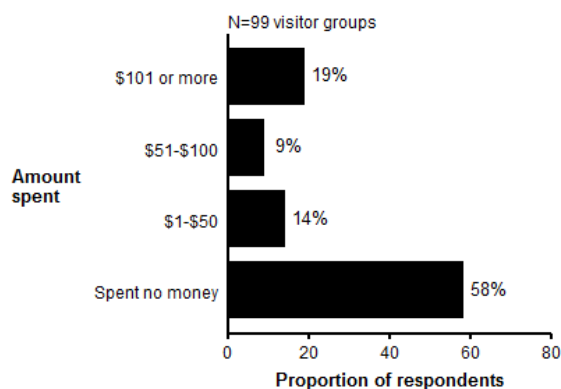


Figure 85. Expenditures for restaurants and bars outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

- 60% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 86).
- 16% spent \$61 or more.
- 12% spent \$1-\$20.

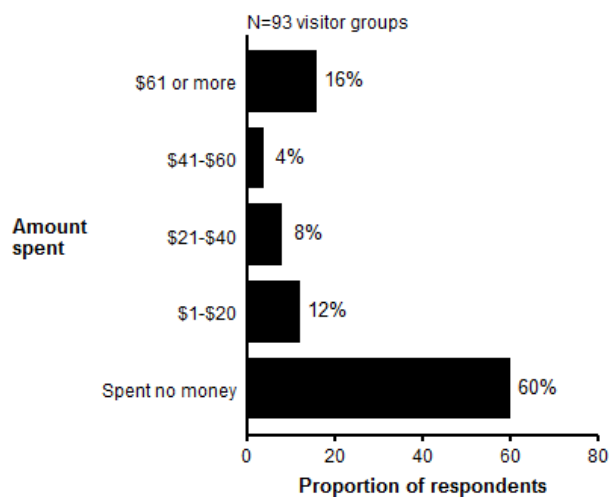


Figure 86. Expenditures for groceries and takeout food outside the park

Gas and oil (auto, RV, boat, etc.)

- 57% of visitor groups spent no money on gas and oil outside the park (see Figure 87).
- 12% spent \$21-\$40.
- 11% spent \$41-\$60.

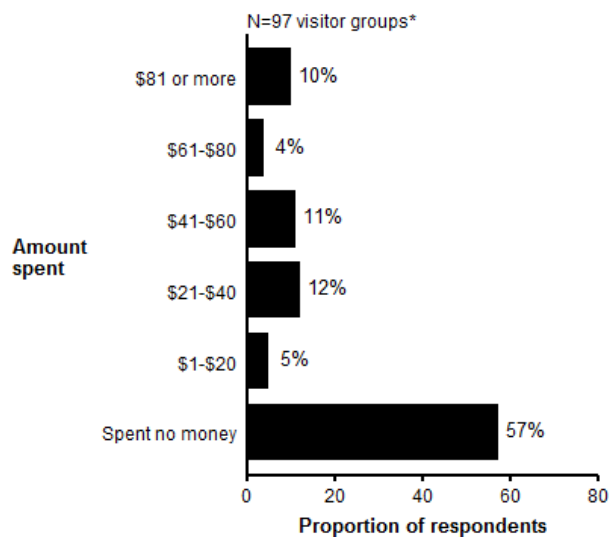


Figure 87. Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Other transportation expenses (rental cars, taxis, boat rental, auto repairs, but NOT airfare)

- 99% of visitor groups spent no money on other transportation outside the park (see Figure 88).
- 1% spent \$700 or more.

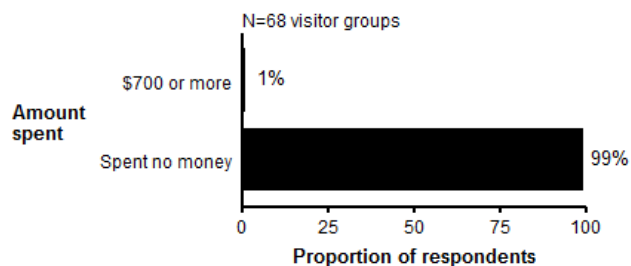


Figure 88. Expenditures for other transportation outside the park

Admission, recreation, entertainment fees

- 81% of visitor groups spent no money on admission, recreation, entertainment fees outside the park (see Figure 89).
- 9% spent \$41 or more.
- 8% spent \$21-\$40.
- 3% spent \$1-\$20.

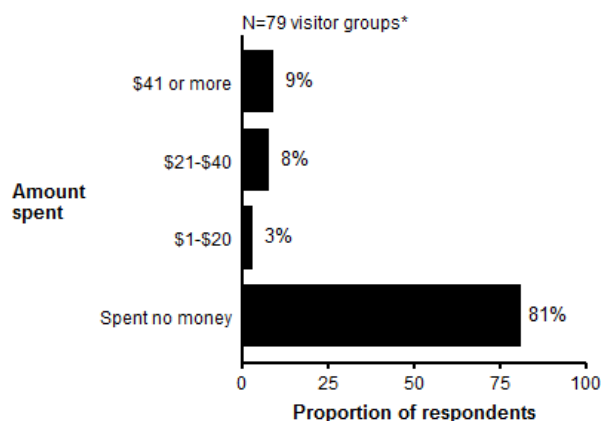


Figure 89. Expenditures for admission, recreation, entertainment fees outside the park

All other expenditures (souvenirs, books, postcards, sporting goods, donations, etc.)

- 73% of visitor groups spent no money on all other expenditures outside the park (see Figure 90).
- 9% spent \$1-\$20.
- 9% spent \$21-\$40.
- 8% spent \$41 or more.

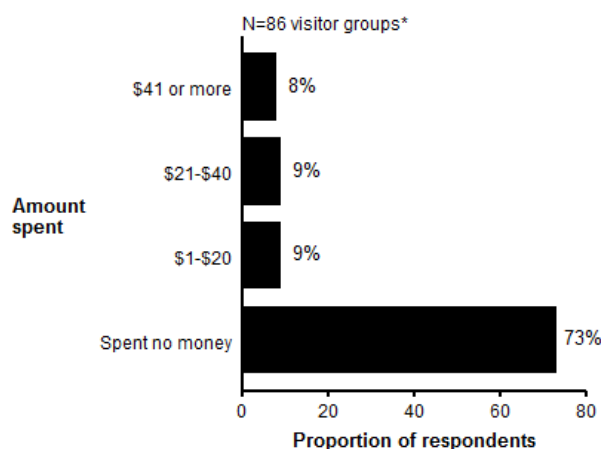


Figure 90. Expenditures for all other expenditures outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Preferred methods to learn about the park

Question 16

If you were to visit Fort Monroe NM in the future, how would your personal group prefer to learn about the park's cultural and natural history?

Results

- 89% of visitor groups were interested in learning about the park's cultural and natural history (see Figure 91).

- As shown in Figure 92, among those visitor groups that were interested in learning about the park, the most common methods were:

61% Self-guided tours
 55% Trailside exhibits
 51% Printed materials
 44% Roadside exhibits
 40% Indoor exhibits
 40% Park website

- "Other" methods (5%) were:

Amusement park children's activities
 Bicycle tours
 Daily walks

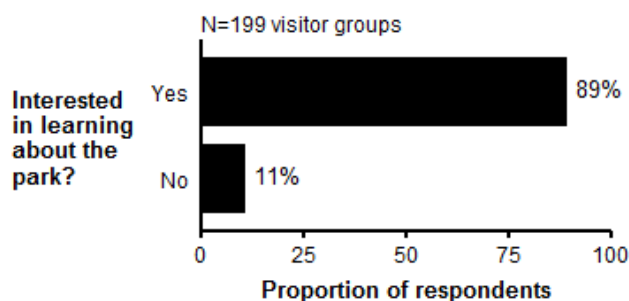


Figure 91. Visitor groups that were interested in learning about the park's cultural and natural history

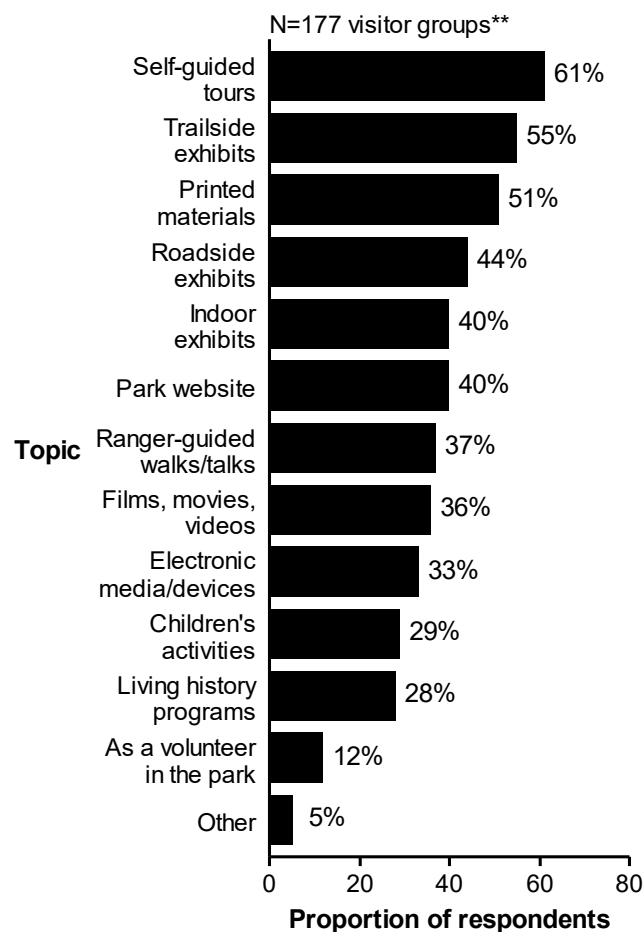


Figure 92. Preferred methods for learning about the cultural and natural history of the park on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Interested in learning (or learning more) about specific topics on a future visit

Question 17c

Please indicate if your personal group would be interested in learning (or learning more) about each topic on a future visit?

Topic: Life and experiences of American Indians and early English settlers

Results:

- 85% of visitor groups were interested in learning about “Life and experiences of American Indians and early English settlers” on a future visit (see Figure 93).

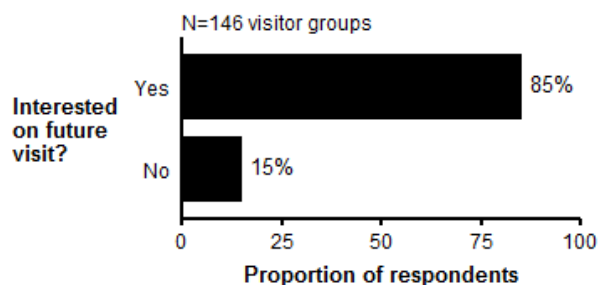


Figure 93. Interested on a future visit: Life and experiences of American Indians and early English settlers

Topic: 400-year history of coastal defense and training

Results:

- 82% of visitor groups were interested in learning about “400-year history of coastal defense and training” on a future visit (see Figure 94).

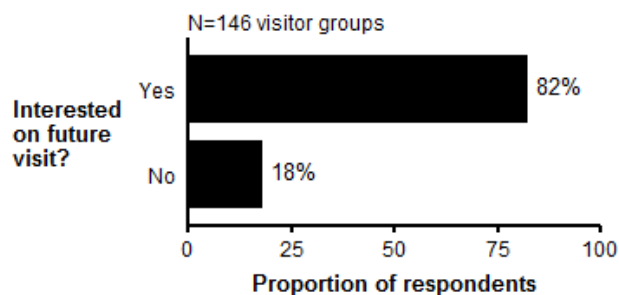


Figure 94. Interested on a future visit: 400-year history of coastal defense and training

Topic: Life and leisure at Fort Monroe

Results:

- 75% of visitor groups were interested in learning about “Life and leisure at Fort Monroe” on a future visit (see Figure 95).

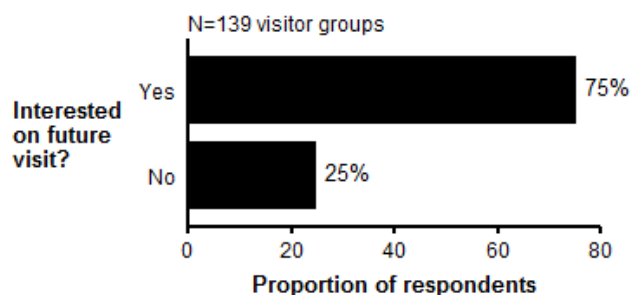


Figure 95. Interested on a future visit: Life and leisure at Fort Monroe

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Topic: Natural history and the formation of the Chesapeake Bay

Results:

- 81% of visitor groups were interested in learning about “Natural history and the formation of the Chesapeake Bay” on a future visit (see Figure 96).

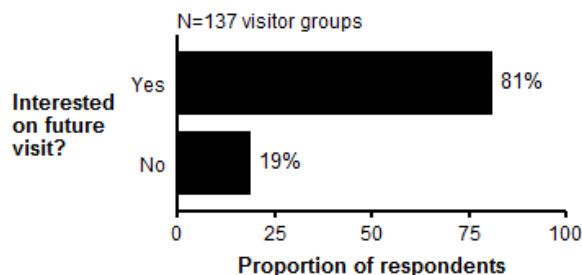


Figure 96. Interested on a future visit: Natural history and the formation of the Chesapeake Bay

Topic: Events significant to ending slavery in the U.S.

Results:

- 77% of visitor groups were interested in learning about “Events significant to ending slavery in the U.S.” on a future visit (see Figure 97).

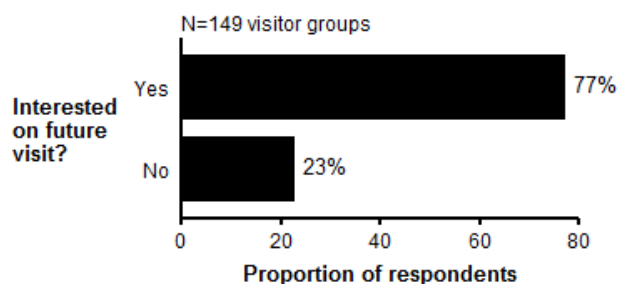


Figure 97. Interested on a future visit: Events significant to ending slavery in the U.S.

Question 17d

Please list any additional topics your personal group is interested in learning about at Fort Monroe NM. (Open-ended)

Results

- 14 visitor groups responded to this question.
- Table 23 shows elements that detracted from personal groups' experience.

Table 21. Additional topics that visitors would like to learn about on a future visit (N=14 comments)

Topic	Number of times mentioned
History during Civil War	3
Building of moat	1
Churches	1
Date established and why	1
Evolution of the fortress from 1609-2014	1
Fishing, boat rentals	1
Fort Wool	1
Historic preservation efforts at the par	1
History of Casemate	1
History of slaves at Fort Monroe	1
History of the mission of Fort Monroe	1
Learn more about everything	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Proposed fees and rentals

Question 14a

If bicycle rentals are provided in the future, would your personal group be willing to pay \$10/hour (maximum \$30 per day) to rent a bicycle to use on the Fort Monroe peninsula?

Results

- 81% of respondents said "No" or "Not sure" (see Figure 98) they would pay \$10/hour to rent a bicycle.
- 18% said they would be willing to pay \$10/hour to rent a bicycle.

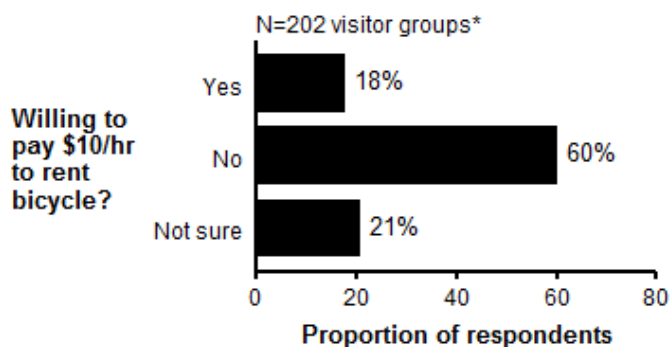


Figure 98. Willing to pay \$10/hour (maximum \$30 per day) to rent a bicycle

Question 14b

If your personal group were to visit in the future, would you be willing to pay \$5 per person for a 1-day pass to have access to the historic fort, Casemate Museum, beach, trails, and wildlife observation deck?

Results

- 68% of respondents said "No" or "Not sure" they would be willing to pay \$5 per person for a 1-day pass (see Figure 99).
- 32% said they would be willing to pay \$5 for a 1-day pass.

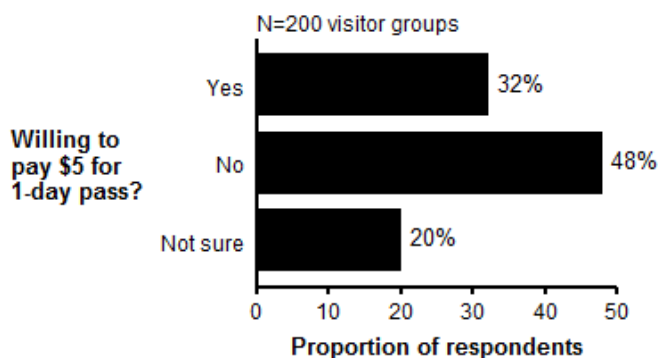


Figure 99. Willing to pay \$5 per person for a 1-day pass

Question 14c

If your personal group were to visit in the future, would you be willing to pay \$14 per person for a 7-day pass to have access to the historic fort, Casemate Museum, beach, trails, and wildlife observation deck?

Results

- 90% of respondents said "No" or "Not sure" they would be willing to pay \$14 for a 7-day pass (see Figure 100).
- 10% said they would be willing to pay \$14 for a 7-day pass.

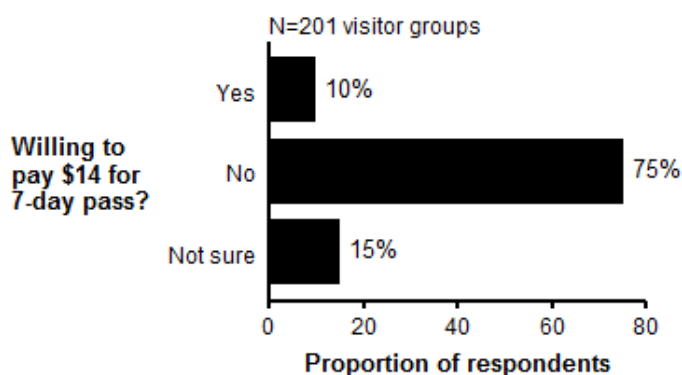


Figure 100. Willing to pay \$14 per person for a 7-day pass

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 15c

If onsite parking is provided in the future, would your personal group be willing to pay \$1/hour to park in Fort Monroe NM parking lots?

Results

- 78% of respondents said “No” or “Not sure” they would be willing to pay \$1/hour to park (see Figure 101).
- 22% said they would be willing to pay \$1/hour to park.

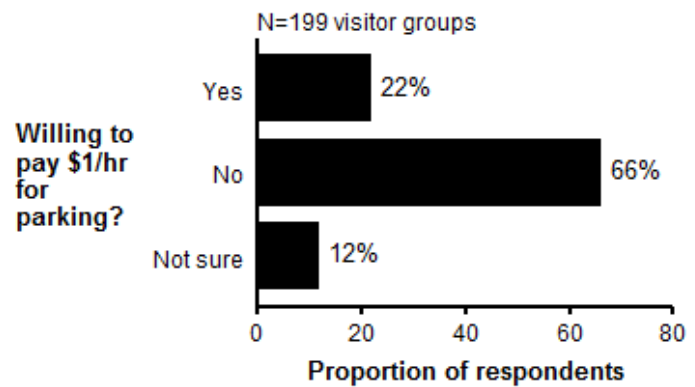


Figure 101. Willing to pay \$1/hour to park

Question 15d

In your opinion, how reasonable would a \$1/hour fee to park in Fort Monroe NM parking lots be?

Results

- 66% of respondents said \$1/hour parking fee is “Too high” (see Figure 102).
- 34% said \$1/hour for parking was “About right”.
- No visitor group said \$1/hour for parking was “Too low”.

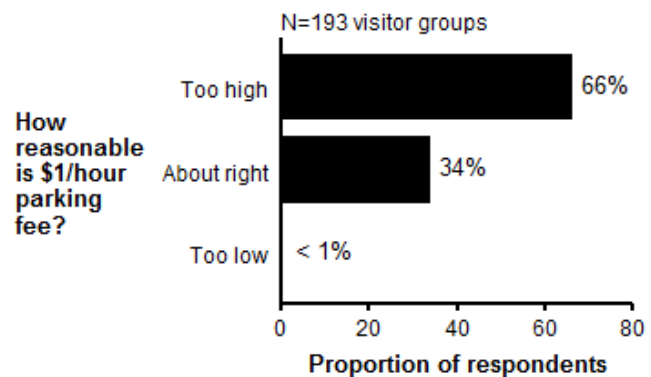


Figure 102. How reasonable a \$1/hour fee is for parking

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Access to the peninsula in the future

Question 11c

If your personal group were to visit in the future, which types of transportation would you prefer be allowed to access the Fort Monroe peninsula?

Results

- 85% of visitor groups would prefer to have cars, pickups, vans, SUVs, and motorcycles allowed to access the peninsula on a future visit (see Figure 103).
- 27% prefer bicycles be allowed.
- 22% prefer on-foot access be allowed.
- "Other" modes of transportation listed were:
 - Public transportation/shuttle
 - Skateboard

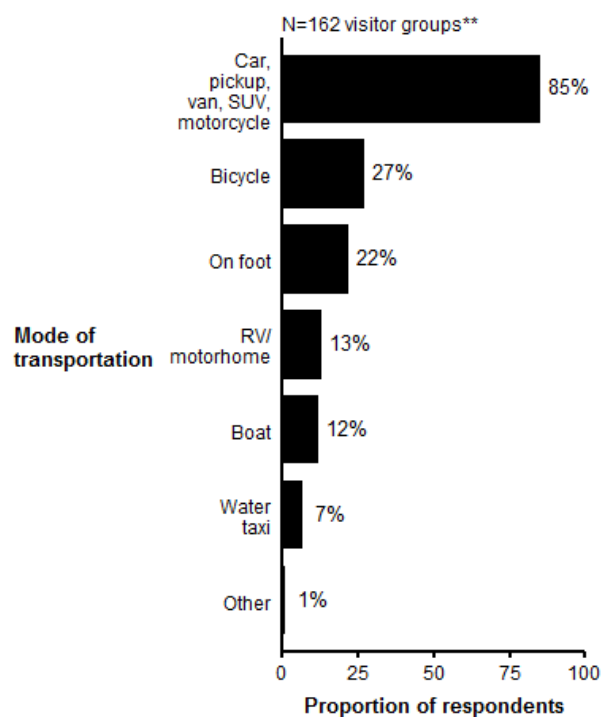


Figure 103. Preferred types of transportation allowed on a future visit.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Pedestrian access in the future

Question 11d

If your group was to visit by bicycle or foot in the future, which pedestrian access would you be most likely to use as a first entry point to the Fort Monroe peninsula?

Results

- 41% of respondents said they would use Mercury Boulevard as a first entry point to the Fort Monroe peninsula (see Figure 104).
- 34% said they would use Mugler Bridge.

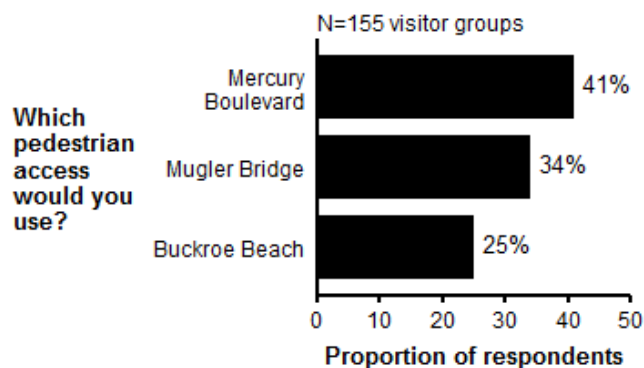


Figure 104. Pedestrian access used to enter Fort Monroe peninsula

Question 11e

If your personal group were to visit Fort Monroe in the future, would you prefer to have only foot traffic allowed inside the historic stone fort?

Results

- 86% of respondents “No” or “Not sure” they would prefer to have only foot traffic allowed inside the historic stone fort (see Figure 105).

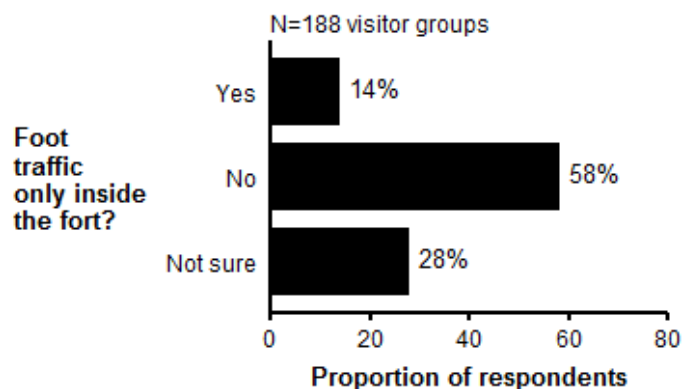


Figure 105. Prefer to have only foot traffic allowed inside the historic stone fort

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Recommend visiting Fort Monroe NM to others

Question 26a

Would your personal group recommend visiting Fort Monroe NM to others?

Results

- 97% of personal groups would recommend visiting Fort Monroe to others (see Figure 106).

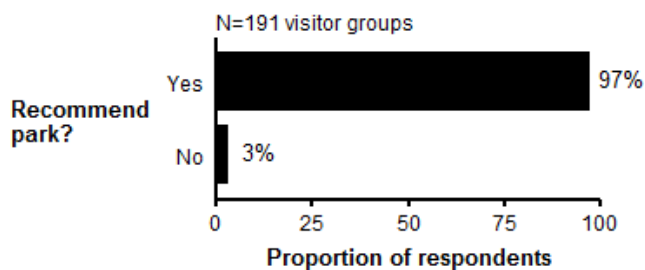


Figure 106. Personal groups would recommend visiting the park to others

Question 26b

If YES, please explain why.
(Open-ended)

Results

- 165 visitor groups responded to this question.
- Table 22. Reasons personal group would recommend the park to others

Table 22. Reasons personal group would recommend the park
(N=280 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
History/historically important	66
Beautiful area	31
Beach/beach access	21
Interesting area	10
Inexpensive/free	8
Not crowded	8
Clean area	7
Fishing	7
Camping/campground	6
Quiet area	6
Relaxing	6
Safe	6
Bicycling	5
Casemate Museum is great	5
Exercise (Walking/running/biking)	5
Nice place	5
Scenic/views	5

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 24. Reasons personal group would recommend the park (continued)

Reason	Number of times mentioned
Amazing/wonderful place	4
Architecture/buildings	4
Children's activities	4
Educational/informative	4
Great place to walk	4
Peaceful	4
Plenty of things to do	4
Concerts	3
Paradise Ocean Club	3
Picnicking	3
Accessibility	2
Convenient	2
Fun experience	2
Lifeguards	2
Restroom access	2
Unique experience	2
View of Hudson River/boats	2
Access to food	1
Activities	1
African-American history	1
Boardwalk	1
Cultural reasons	1
Currently an operational base	1
Enjoyed the visit	1
Experience	1
Family oriented historical exchange	1
Free pier	1
Friendly	1
Great area to visit	1
Great experience	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 24. Reasons personal group would recommend the park (continued)

Reason	Number of times mentioned
Great way to spend time	1
Important to country	1
Indoor pool	1
Learn about war	1
Love Fort Monroe area	1
Outstanding exhibits	1
Recreational opportunities	1
Robert E. Lee quarters	1
Trails	1

Question 26c

If NO, please explain why. (Open-ended)

Results

- 1 visitor group responded to this question:

Except for Casemate, items are very limited for children to enjoy

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 29

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Fort Monroe NM during this visit?

Results

- 80% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 107).
- 2% of visitor groups rated the overall quality as “poor.”
- 2% of visitor groups rated the overall quality as “very poor.”

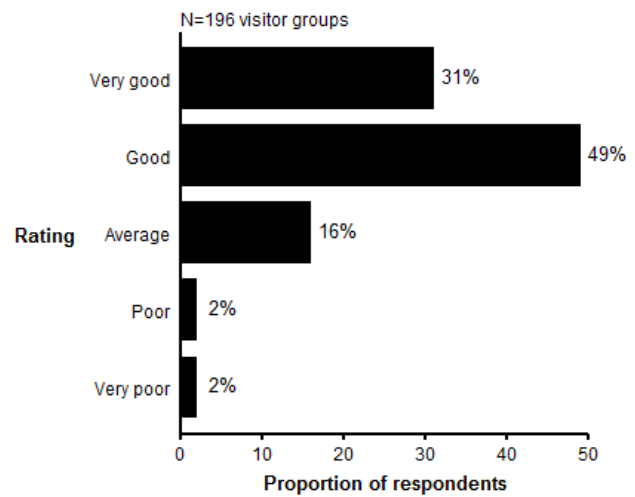


Figure 107. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comment Summaries

What visitors liked most

Question 27a

What did your personal group like most about your visit to Fort Monroe NM?
(Open-ended)

Results

- 33% of visitor groups (N=175) responded to this question.
- Table 23 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 23. What visitor groups liked most
(N=293 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (0%)	
INTERPRETIVE SERVICES (12%)	
History	19
Exhibits	4
Architecture	2
History of Civil War	2
Information	2
Other comments	6
FACILITIES/MAINTENANCE (34%)	
Casemate Museum	29
Paradise Ocean Club	7
Camping/campground	6
Cleanliness	6
Fort	5
Historical buildings	4
Security/safety	4
Walking beach area	3
Amenities	2
Boardwalk	2
Easy access	2
Moat	2
Parking	2
Pool	2
Seawall	2
Walking boardwalk	2
Walking fort walls	2
Other comments	18

Table 23. What visitor groups liked most (continued)

Comment	Number of times mentioned
POLICY/MANAGEMENT (3%)	
Inexpensive/free	6
Free fishing on pier	2
Comment	1
RESOURCE MANAGEMENT (19%)	
Beach/beach access	33
Fishing	13
Dolphins	2
Outlook beach	2
Other comments	5
GENERAL (32%)	
Beauty	12
Not crowded	9
Quiet	8
Bicycling	5
Peaceful at campground	5
Close to home	4
Everything	4
Scenery	4
Running	3
Ships/ship watching	3
View of waterfront	3
Family friendly	2
Landscape	2
Meet with friends/family	2
Memories	2
Unique sights	2
Views	2
Walking	2
Wind/ocean breeze	2
Other comments	18

What visitors liked least**Question 27b**

What did your personal group like least about your visit to Fort Monroe NM?
(Open-ended)

Results

- 25% of visitor groups (N=135) responded to this question.
- Table 24 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 24. What visitor groups liked least
(N=151 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (<1%)	
Comment	1
INTERPRETIVE SERVICES (8%)	
Lack of information	3
Limited children's activities/exhibits	2
Too few concerts	2
Other comments	5
FACILITIES/MAINTENANCE (34%)	
Lack of restrooms	9
Directional signage	5
Grass spurs/stickers	4
Upkeep/run down appearance	4
Lack of cleanliness of porta potties/restrooms	3
Lack of porta potties	3
Litter	3
Restroom access	3
Lack of showers	2
Lack of trash cans	2
Porta potties	2
Restroom facilities	2
Road construction	2
Other comments	8
POLICY/MANAGEMENT (15%)	
Need more restaurants/food vendors	6
Pier closes at sunset	2
This survey	2
Other comments	13

Table 23. What visitor groups liked least (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT (3%)	
Limited fishing areas/access	3
Comment	1
CONCESSIONS (4%)	
Prices at Paradise Ocean Club	3
Other comments	3
GENERAL (35%)	
N/A or nothing	37
Weather/heat/humidity	5
Emptiness	2
It's a good time/fun	2
Jellyfish	2
Not enough time allowed to see everything	2
Other comments	3

Additional comments**Question 26**

Is there anything else your personal group would like to tell us about your visit to Fort Monroe National Monument? (Open-ended)

Results

- 19% of visitor groups (N=102) responded to this question.
- Table 25 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 25. Additional comments
(N=125 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (2%)	
Other comments	2
INTERPRETIVE SERVICES (9%)	
Learned a lot of history	4
Other comments	7
FACILITIES/MAINTENANCE (25%)	
Improve/increase directional signage	6
More informational signage	3
Please continue to keep park well-maintained	3
Expand recreation facilities	2
Expand campground/sites	2
Provide outdoor showers	2
Well-maintained	2
Other comments	11
POLICY/MANAGEMENT (25%)	
Continue no fee policy	6
Continue to preserve the park	3
Offer reasonable annual pass	3
Preserve history and natural resources	3
Would like to walk dogs on the beach	3
Offer parking pass	2
Paradise Ocean Club not family appropriate	2
Other comments	9

Table 25. Additional comments (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT (0%)	
CONCESSION SERVICES (2%)	
Upgrade quality of dining	2
Comment	1
GENERAL (38%)	
Love to visit Fort Monroe	9
Enjoyed the experience	6
Great place	4
Beautiful place	3
Peaceful environment	3
Great place for running/exercise	2
Lifetime visitor	2
Visit park 6 or more days a week	2
Other comments	16

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 27A

What did your personal group like most about your visit to Fort Monroe? (Open-ended)

- Access to beach
- Access to the fort was open and free
- Architectural history
- Authenticity
- Beach
- Beach
- Beach
- Beach
- Beach
- Beach access, campsites, amenities, family friendly
- Beach, boardwalk, peaceful surroundings
- Beach, historic areas
- Beach, pool, music
- Beaches
- Beaches
- Beaches, benches on seawall, Casemate Museum, Chamberlin, fishing pier, scenery, homes
- Beautiful environment for recreational activities
- Beautiful historic military and water scenery
- Beautiful location, fun restaurant on the beach
- Beautiful surroundings
- Beauty, cleanliness, fishing
- Bike ride by seawall and fort. No crowds.
- Biking, beach, people
- Boardwalk, beach
- Camping
- Camping - the people running the camp are great
- Camping, Beach Club, Casemate Museum, riding bikes
- Can't pin it down to one or two things. We loved everything! We recommend it to everyone.
- Casemate
- Casemate
- Casemate - just everything that we were able to see
- Casemate Museum
- Casemate Museum
- Casemate Museum
- Casemate Museum
- Casemate Museum
- Casemate Museum
- Casemate Museum

- Casemate museum
- Casemate museum and view, history
- Casemate Museum, buildings, beach
- Casemate Museum, walking the top of the fort and beach area
- Casemate. Wish we had more time to visit more of the park.
- Casement Museum
- Casement Museum
- Chamberlain (wedding planning)
- Chance to see post after changeover from military
- Civil War history
- Clean beaches and boardwalk. Visible security, beautiful landscape.
- Clean, informative
- Close to water
- Coolness of museum, restroom, exhibits
- Dolphin sighting and horseshoe crab sighting
- Easy access and parking
- Everything - beach, sea wall, fields, playgrounds, campground, Fort and museum
- Everything about it
- Family atmosphere, easy access to the beach, diversity, volleyball nets, organized parking
- Fishing
- Fishing
- Fishing
- Fishing
- Fishing
- Fishing
- Fishing
- Fishing and the historical factor
- Fishing and the water front view
- Fort, inside a fort, pools, trails
- Free fishing pier, easy access, close to home, pretty view
- Free, very informative, facility and grounds in great shape for age
- Great beaches (not crowded)
- Had beach chairs, pool, and restrooms available at the beach
- Historical buildings/fortification
- Historical exhibits and information
- Historical information and displays
- History
- History and fort
- History and water access
- History of the fort and Casemate
- History, architect, environment
- History, beach, ocean paradise Casemate, old artillery stations
- I love the beauty, the history, the closeness to my home, and the memories
- I only go there to run / ride bikes with my son. I have taken out of town relatives to tour, but not this time.

- Information on the history of the fort
- It's free and it's a great place to see history
- It's free and not crowded. It's clean and feels safe. Great place to run. So unique!
- Jefferson Park, seawall, Casemate, old buildings, moat
- Landscape
- Learning about US history
- Learning history, view of water
- Living locally, Outlook Beach is by far the best beach in Newport News / Hampton
- Location
- Looks like a place to retire and live
- Lovely place - beautiful - almost natural
- Moat around fort / entrance drive
- Museum and scenery
- N/A
- N/A
- Nature
- Nearby our residence
- No crowds
- No fee for fishing pier. Easy access to fort from my home. Pleasant surroundings.
- No fees
- Not crowded
- Not crowded
- Open air, view of the bay
- Open beach, quiet, not crowded and clean for playing and swimming
- Open spaces. Great place to walk your dog.
- Our visit with each other at the beach
- Outlook Beach
- Paradise Ocean Club
- Paradise Ocean Club is a well-run site
- Paradise Ocean Club, especially restaurant, beach and historical context
- Paradise Ocean Club, location
- Peaceful at campground, unique sights (ships, batteries, old houses, lighthouse)
- Peaceful atmosphere and no cost
- Peaceful, quiet, friendly
- Pier, beach, marina, and the kids loved the tire swing
- Possibility of dining al fresco
- Quiet - peaceful camping experience
- Quiet beaches - no one seems to know about it - not overcrowded
- Quiet, not crowded; Casemate Museum is excellent
- Quiet, peaceful, and beautiful
- Quiet. Dolphins.
- Running on Boardwalk / Seawall. The beach.
- Scenery, good security (police visible), fishing access
- Seeing it now and remembering the way it was when stationed here

- Ships coming into naval station
- That it's not commercialized
- The beach
- The beach
- The beach
- The beach
- The beach
- The beach
- The beach and Paradise Ocean Club, also beautiful real estate and history
- The beach was quiet and well-kept. The water was clean.
- The beauty of the NM
- The beauty. Learning about the Himalayan Cedar.
- The campground, the nice beaches
- The Casemate
- The Casemate Museum
- The construction of the fort
- The display of soldiers
- The exhibits
- The fact that it kept our interest. The fact that you can visualize and put yourself in their places.
- The fishing
- The fishing and the view
- The fort
- The fort itself
- The historical building
- The kids loved the Casemate Museum. They thought being in an old fort was cool.
- The less people, enjoy walking on the boardwalk, sitting and watching ships come in and out
- The museum
- The overall beauty of the area
- The peaceful, quiet, early morning walk along beach. The serenity and atmosphere.
- The scenery
- The total (400 year) history, Civil War history mainly
- The water view and access to walk the boardwalk
- The wind and ships
- Tis a place to get together with friends
- Variety of beach and fort and history
- Viewing Hampton roads and seawall
- Walking
- Walking
- Walking on moat - pet cemetery
- Walking on the fort's walls, the protected beach, safe to ride bikes
- Walking the seawall and beach
- Walking tours, ocean breeze
- Water
- Way arranged, set up

- We enjoyed visiting the Casemate Museum. We have been visiting Fort Monroe since 2009 - this was our first time at Casemate.
- We like the access to the pool and beach right next to each other
- We love everything - beach, the fort itself, the open access to walking and exploring
- Wide open and different than Virginia Beach area
- With small kids, I feel safest at this beach

Question 27A

What did your personal group like least about your visit to Fort Monroe? (Open-ended)

- Bathroom - none on pier area
- Bathroom facilities not close
- Bathrooms - nearby
- Can't think of anything
- Casemate
- Changes to original structures
- Cleanliness of bathhouse
- Closing of Engineer's Wharf at 8:00 p.m.
- Club Paradise
- Concerned about the upkeep of the historical batteries and not-in-use buildings
- Could not find doggie beach and only one way to drive in which circled a long way around
- Debris on the beach.
- Did not have restaurants in the park, did not have hotels at Fort Monroe NM did not have amphitheater/outdoor entertainment
- Dirty beaches, overgrown vegetation
- Finding entrance to Casemate Museum
- Fishing boats come close to where you swim
- Gift shop
- Had to go all the way through museum to get National Park stamp
- Heat
- Hot weather
- How empty it seems
- Humidity
- I feel that activities should cease at sundown because of safety. Drink prices (cocktail) are sort of high.
- Information of what to see
- It being off limits
- It's a shame the administrative blogs are not in use
- It's very run down looking overall
- Just one place to fish and a million people trying to get a good spot
- Lack of access to other fishing areas on the fort
- Lack of bathrooms
- Lack of clean Porta Potty
- Lack of food services - Paradise Ocean Club was closed to public
- Lack of National Park services
- Lack of parking later in the day
- Lack of public restrooms
- Lack of restroom facilities
- Lack of signage directing us to Fort entrance
- Leaving
- Limited fishing areas
- Litter and dog waste

- Lots of seaweed ashore
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- Need bathrooms and outdoor showers to rinse off in
- Need more restaurants. Need outdoor portable toilets. Need music events.
- Need restrooms - potty pots are so clean, especially with COPD4
- Need to have more concerts (outdoors) while weather is nice
- No dislikes
- No good eateries
- No houses for sale
- No indoor bathroom near pier
- No or limited children's activities - need to have rides, food vendors, shops, waterslide for all to enjoy
- No public restrooms
- No ramp or steps from parking lot to beach entrance
- No vendors selling food/drink
- No water fountains. No public restrooms, only portables.
- None
- Not enough places to eat
- Not enough time allowed to see everything
- Not enough time to enjoy the whole museum or see other parts of peninsula
- Not enough trash cans
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing

- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing - maybe grass spurs and jellyfish
- Nothing! It was a good time.
- Nowhere to fish other than pier
- Overly chatty, self-centered volunteer
- Paradise - the restaurant was terrible. "Food cold" and "service awful" but priced high. Very disappointed.
- Parking, restroom facilities
- Pier closes at sunset
- Portable restrooms
- Private housing on the fort in historic homes
- Restroom access
- Revisionist history that had to mention Black and Native American history
- Road construction, interpretation information outside of Casemate (need more)
- Road was blocked due to construction
- Run-down looks of Northern End
- Speed limit too slow
- Stickers (abundance of) in the grass
- Stickers in the grass at campground, only one restroom at campground
- The bathrooms were not very clean and there were no outdoor showers to wash off sand
- The day we went, there weren't any interactive exhibits for kids
- The dogs walking along boardwalk, even though they were leashed
- The heat of the that day - visited in July
- The obstructed view of the waterfront
- The porta bathrooms
- The price of the cabana
- The restaurant; it was short staffed and not clean
- The restroom
- The signs to the Casemate Museum
- The stickers in the grass
- The survey
- The threat of commercialization
- There was nothing we didn't like. Could use more trash cans along beach area often running over on Monday a.m.
- There's some run down looking buildings on one end inside the fort
- They like everything about it
- This survey
- Too many empty places, areas
- Too many jellyfish, kids got stung
- Took away port a potty from beach access by baseball fields
- We always have fun at the fort

- We didn't know where to go for information. We were sorta' lost.
- We loved it. No complaints.
- Weather
- Wish we had information about building along the water and the entire park. Need information in camp store
- Would love more camping sites

Question 28

Is there anything else your personal group would like to tell us about your visit to Fort Monroe National Monument? (Open-ended)

- Absolutely great set up
- As a longtime resident of the area and student of history, I want to see history and natural resources preserved. Should have reasonable annual access fee.
- As a resident I would like to continue to run/exercise at Fort Monroe and enjoy the beauty without paying. I would be willing to pay a small fee for the museums, but the beach should be free.
- Beautiful and well-maintained beach! Outlook Beach is by far the best kept secret in the Hamptons. Please keep it that way!
- Better directions to the park and explain entrance procedure at the park
- Better signs for Paradise Ocean Club parking, updated inside dining at Ocean Club, outside TV's at Ocean Club bar
- Devise a system that includes all night fishing or at least 11:00 o'clock p.m.
- Flat rates for parking would be nice and reasonable yearly passes for residents
- Fort Monroe needs a mix of park space, houses, business and entertainment
- Found it enjoyable - would like to be able to walk dog on beach - loved the quiet and natural surroundings. Please don't overdevelop area!
- Great
- Great campground and beautiful place and Paradise Beach Club nearby
- Have reenactors
- I been going to Fort Monroe beginning at nine years old, played baseball on their field, went up in airplane when I was 13 with Boy Scouts
- I enjoy my trips to Fort Monroe whether I'm fishing, visiting the museum, biking, walking along the Seawall or picnicking at the beach. Nice, peaceful environment.
- I like that it's free and open to public, simple and convenient
- I love Fort Monroe. I have been going there my entire life, even lived there when younger. Would love to see it be used better than having the feeling the local people running it are looking to help themselves and not the fort.
- I love going to Fort Monroe - it is a beautiful place and historic 500+ acre piece of land - well-run
- I love taking our visitors to Fort Monroe. I think it's a great place for all ages.
- I understand you need to think of tourism when making future plans, but I hope these plans can also reflect those of us who live nearby and visit to walk / boat / bike all the time. We love Fort Monroe! Thank you.
- I use Fort Monroe up to six days per week for the beach, running and biking, as well as tourism
- I walk every day at Fort Monroe (I live in Norfolk). It is a great place to exercise and I feel safe in doing so. So please keep it in good condition.
- I will love to live in Fort Monroe
- I won't be back on Sundays. I (and friends) have attended Sunday band events one time. I paid \$10 to use pool but didn't use - too cold. So I spent \$10 for an hour to sit on beach. Too much! People scantily dressed - not very family-appropriate!
- I would have liked to complete this survey more fully. I am an individual who worked on Fort Monroe for four years. I visited Fort Monroe at least once a week.
- If you start charging, it will ruin it! I want to be able to continue to walk on the boardwalk for free.
- Improve fishing areas and beaches
- In reference to questions 14 and 15: we would prefer to give an annual or semi-annual donation instead of paying for parking, etc.

- ☐ It would be nice to have more historical information outside as people walk around (signage)
- ☐ It's a nice quiet place for people 55+ to enjoy - there's plenty of beaches, etc. for the young folks - the older need something for them to enjoy. Just need restrooms.
- ☐ Just loved the visit. Learned a lot of history. Loved the beaches and scenery. Peaceful and quiet.
- ☐ Keep it pretty and clean
- ☐ Keep up the park. Expand the campground.
- ☐ Liked the dining which could be upgraded. Would like to see recreation facilities expanded: camping, volleyball, soccer, B.B., etc. Would not like to see hotels, motels, high rise apartments, casinos, or fast food establishments.
- ☐ Local residents have had access to Fort Monroe for years without cost. I asked my wife to marry me there. My mother and father worked there. It would be disappointing to have to pay to access a place so important to my life, family, and memories.
- ☐ Local residents visiting the beach. If entry or parking fees are added in the future, will likely not come; instead would go to Buckroe. A section of beach permitting dogs would be popular.
- ☐ Loved it
- ☐ Missed seeing the pipe that belonged to Davis
- ☐ More beach access from parking lot
- ☐ More guided tours of Casemate Museum (could use cassettes)
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A thanks
- ☐ Near fishing piers and beach areas
- ☐ Need better signage to restroom. More facilities for bikes like racks, preferred routes, benches.
- ☐ Need more campsites for bigger group camping clubs
- ☐ Need road signs and information boards
- ☐ No
- ☐ No
- ☐ No
- ☐ No
- ☐ No
- ☐ No
- ☐ No
- ☐ No
- ☐ No
- ☐ No
- ☐ No
- ☐ No
- ☐ No recreational activities except Paradise Club which you must join

- Not enough attractions and activities
- Overall enjoyed the trip. Learning experience for the 10, 16, 15,12 and 17 year olds. Back in time, beautiful environment. Peaceful.
- Please don't make this a commercial area at all! We love visiting this park.
- Please provide camp experience for children. Please provide elegant dining facilities. Please provide outdoor entertainment facilities.
- Regular bathrooms (not port-o-potties) and outdoor showers/hoses would be great
- Retail services limited. Wash/water services at beach.
- Thank you.
- The grass and grounds keeping was looking pretty good! We hope any development will be in synch with the historical nature of Fort Monroe NM.
- The grounds at Fort Monroe and the historic significance as well as the walk from the Chamberlain to the Paradise Ocean Club is the highlight of my day. I am there seven days of the week.
- The owners of the campground were fantastic
- The signs to the museum are hard to find then follow. Better signs are needed and closer together. It was very difficult to follow. N.P. employees agreed about the difficulty.
- There are many open areas that can convert to extra parking
- There is a cable (or something) near the pier that snags fishing lines. It needs to be removed or marked.
- There is a vast amount of history and displays of the use of the fort
- There needs to be steps to access the beach area and boardwalk
- This is such a great place to visit and run at. A monument like this is so rare and I feel so lucky to live near it and have free access. With the right management, this place can grow to be spectacular!
- This visit made me tell others about Fort Monroe. I will recommend it to others.
- Very enjoyable, will return, would like (light/small) snack/refreshments booths
- Very nice historical place to visit
- Very proud Fort Monroe is a NM! Lots of history!
- Volunteer led guide was very friendly and knowledgeable about the fort
- We all loved our experience! An annual pass should be offered as in other National Parks - a daily pass that would include parking fees would be okay.
- We didn't know where to go to see the attractions, didn't know where to get anything to eat on Fort
- We enjoyed it and learned a lot. There should be more signage, including the Interstate (to find you easier). The federal government should provide more funding.
- We held my daughter's birthday party on the beach. It was great. We did it all very green and made sure to leave no trash.
- We love Fort Monroe and used to visit the dog beach all the time until the closed it. Please open it again! There are so many families with dogs that benefit from it!
- We love Fort Monroe!
- We love to utilize junior ranger programs. This one seemed a bit more difficult for the age range.
- We loved the place. The museum was really organized by dates and eras - being very informative.
- We wanted to spend a few hours at the beach. A waitress at one of the restaurants told us about the beach there.
- We were so appalled at the goings-on at the Club Paradise. It is an insult to such a rich historical landmark.

- We're glad to have it
- Would like mile/quarter mile markings along the seawall walk or on road along beach - or renew current markings
- Would love to see archaeological digs/metal detector hunts/get rid of civilians

Appendix 1: The Questionnaire





National Park Service
U.S Department of the Interior

Social & Economic Sciences Research Center
Washington State University



Fort Monroe National Monument Visitor Study



	United States Department of the Interior	
	NATIONAL PARK SERVICE	
	Fort Monroe National Monument	
	41 Bernard Road	
	Fort Monroe, VA 23651	

IN REPLY REFER TO:

Summer 2014

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Fort Monroe National Monument. This information will assist us in our efforts to better manage this park and to serve you.


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 in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

We appreciate your help.

Sincerely,







Kirsten Talken-Spaulding
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (○), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Fort Monroe National Monument. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

Your Visit To Fort Monroe National Monument

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

1. a) Prior to this visit, how did your personal group obtain information to prepare for your visit to Fort Monroe National Monument (NM)? *Please mark (●) all that apply in column (a).*

☐ Did not obtain information prior to visit → **Go to part (b) of this question**

- b) If you were to visit Fort Monroe NM in the future, which sources of information would your personal group prefer to use to prepare for your visit? *Please mark (●) all that apply in column (b).*

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Fort Monroe NM website: www.nps.gov/fomr
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (e.g., Facebook, Twitter, Constant Contact, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	n/a	Other, this visit (<i>Please specify</i>) _____
n/a	<input type="radio"/>	Other, future visit (<i>Please specify</i>) _____

- c) Did your personal group receive the type of information needed to prepare for your visit from the sources above?

☐ No ☐ Yes → **Go to Question 2**

d) If **NO**, what type of information did your personal group need that was not available? *Please be specific.*

2. a) On November 1, 2011, President Obama signed a proclamation designating portions of Fort Monroe as a National Monument. Prior to receiving this questionnaire, was anyone in your personal group aware that Fort Monroe NM is a unit of the National Park System?

☐ Yes ☐ No

- b) Prior to your visit, was anyone in your personal group aware that Fort Monroe NM is a partnership park with the National Park Service, Commonwealth of Virginia, City of Hampton, Fort Monroe Authority, and United States Army with shared management decisions?

☐ Yes ☐ No

3. a) Was every member in your personal group a resident of the Fort Monroe NM **area** (within 30 miles)?

☐ No ☐ Yes → **Go to Question 4**

- b) Was visiting Fort Monroe NM the primary reason that non-resident members of your personal group came to the **area** (within 30 miles)?

☐ Yes ☐ No

4. a) Please mark (●) **all** mapping devices that your personal group used to arrive at Fort Monroe NM on this visit.

☐ None → **Go to Question 5**

☐ GPS devices

☐ Online mapping tools (Google Maps, Yahoo Maps, MapQuest, etc.)

☐ Printed maps/brochures

☐ Smartphone/tablet (such as an iPad) mapping apps

☐ Other (*Please specify*) _____

- b) Did your personal group have any difficulty locating Fort Monroe NM using the above devices?

☐ Yes ☐ No → **Go to Question 5**

- c) If **YES**, what were the problems?
-

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Fort Monroe National Monument Visitor Study

5. a) On this visit, did any member of your personal group stay overnight **away from their permanent residence** on the Fort Monroe peninsula or in the area (within 30 miles)?

☐ Yes ☐ No → **Go to Question 6**

- b) If **YES**, please list the number of nights your personal group stayed on the Fort Monroe peninsula or in the surrounding **area** (within 30 miles).

Number of nights on Fort Monroe **peninsula** _____

Number of nights in Fort Monroe **area** (within 30 miles) _____

- c & d) In which type(s) of accommodation did your personal group spend the night(s) on the Fort Monroe peninsula and in the area? *Please mark (●) all that apply in columns (c) and (d).*

Accommodation	c) On the peninsula	d) Within 30 miles
Lodge, motel, rented condo/home, cabin, B&B	n/a	<input type="radio"/>
Residence of friends or relatives	<input type="radio"/>	<input type="radio"/>
RV/trailer camping	<input type="radio"/>	<input type="radio"/>
Tent camping in a developed campground	<input type="radio"/>	<input type="radio"/>
Personal residence	<input type="radio"/>	<input type="radio"/>
Personal seasonal residence	<input type="radio"/>	<input type="radio"/>
Other (<i>Please specify below</i>)	<input type="radio"/>	<input type="radio"/>

On the peninsula _____ OR Within 30 miles _____

6. On this trip, where did your personal group stay on the **night before and the night after** visiting the Fort Monroe NM area (within 30 miles)? *If you stayed at home, please write the name of the town/city and state where you live.*

a) BEFORE visit: City/Town _____ State _____

b) AFTER visit: City/Town _____ State _____

7. On this visit, how long did your personal group stay in the Fort Monroe NM **area** (within 30 miles)? *Please list partial hours or days as ¼, ½, ¾.*

☐ Resident of the area → **Go to Question 8**

_____ Number of hours, if **less than 24 hours**

_____ Number of days, if **24 hours or more**

Fort Monroe National Monument Visitor Study

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8. a) On this visit, how many hours **in total** did your personal group spend visiting Fort Monroe NM? *Please list partial hours as ¼, ½, ¾.*

_____ Total number of hours visiting the park

- b) Did your personal group visit Fort Monroe NM on more than one day?

☐ Yes ☐ No

- c) **If YES**, on how many days did your personal group visit Fort Monroe NM?

_____ Number of days

9. a & b) In which area community or communities did your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Fort Monroe NM? *Please mark (●) all that apply.*

☐ Did not need support services → **Go to Question 10**

a) Community	b) Services used			
	Information	Gas	Food	Lodging
<input type="radio"/> Colonial Williamsburg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Hampton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Newport News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Phoebus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Yorktown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other (<i>Specify below</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c) Were you able to obtain all of the services that your personal group needed in these communities?

☐ No ☐ Yes → **Go to Question 10**

- d) **If NO**, what needed services were not available?

Service (*Please list*)

Comments (*Please be specific*)

_____	_____
_____	_____
_____	_____

10. On this trip to Fort Monroe NM, which other places in the local area did your personal group visit? *Please mark (●) all that apply.*

- ☐ Visited Fort Monroe NM **only** → **Go to Question 11**
- | | |
|---|---|
| <input type="radio"/> Buckroe Beach | <input type="radio"/> Jamestown/Yorktown |
| <input type="radio"/> Busch Gardens | <input type="radio"/> Living History Museum |
| <input type="radio"/> Colonial Williamsburg | <input type="radio"/> Mariners' Museum |
| <input type="radio"/> First Landing State Park | <input type="radio"/> U.S. Army Transportation Museum |
| <input type="radio"/> Fort Wool | <input type="radio"/> Virginia Beach |
| <input type="radio"/> Hampton History Museum | <input type="radio"/> Virginia Air and Space Center |
| <input type="radio"/> Hampton University | |
| <input type="radio"/> Newsome House Museum and Cultural Center | |
| <input type="radio"/> Virginia Welcome Center (<i>Please specify</i>) _____ | |
| <input type="radio"/> Other (<i>Please specify</i>) _____ | |

11. a) Do you live on the Fort Monroe peninsula? ☐ Yes ☐ No

b) Currently, there are one vehicular and two pedestrian routes of access to the Fort Monroe peninsula. How did your personal group access the peninsula on this visit? *Please mark (●) all that apply in column (b).*

c) If your personal group were to visit in the future, which types of transportation would you prefer be allowed to access the Fort Monroe peninsula? *Please mark (●) all that apply in column (c).*

b) Used on this visit?	c) Preferred on future visit?	Mode of transportation
<input type="radio"/>	<input type="radio"/>	Bicycle
<input type="radio"/>	<input type="radio"/>	Boat
<input type="radio"/>	<input type="radio"/>	Car, pickup, van, SUV, motorcycle
<input type="radio"/>	<input type="radio"/>	On foot
<input type="radio"/>	<input type="radio"/>	RV/motorhome
n/a	<input type="radio"/>	Water taxi
<input type="radio"/>	<input type="radio"/>	Other (<i>Specify</i>) _____

Fort Monroe National Monument Visitor Study

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d) If your group was to visit by bicycle or foot in the future, which pedestrian access would you be most likely to use as a first entry point to the Fort Monroe Peninsula? *Please mark (●) only one.*

☐ Mugler Bridge ☐ Mercury Boulevard ☐ Buckroe Beach

e) If your personal group were to visit Fort Monroe NM in the future, would you prefer to have only foot traffic allowed inside the historic stone fort?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

12. a) On this visit, in which activities did your personal group participate within Fort Monroe NM? *Please mark (●) all that apply in column (a).*

b) On future visits, in which activities would your personal group participate within Fort Monroe NM? *Please mark (●) all that apply in column (b).*

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending scheduled events at Paradise Ocean Club
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	Exploring the North Beach area and trails
<input type="radio"/>	<input type="radio"/>	Fishing at Engineer's Wharf Fishing Pier
<input type="radio"/>	<input type="radio"/>	Observing Mill Creek from observation deck
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Playing on ball fields
<input type="radio"/>	<input type="radio"/>	Taking a walking tour with brochure
<input type="radio"/>	<input type="radio"/>	Taking a ranger or volunteer-led guided tour
<input type="radio"/>	<input type="radio"/>	Visiting Fort Monroe NM grounds
<input type="radio"/>	<input type="radio"/>	Visiting Old Point Comfort Marina/cafe
<input type="radio"/>	<input type="radio"/>	Visiting the Casemate Museum (operated by the Commonwealth of Virginia)
<input type="radio"/>	<input type="radio"/>	Walking along Outlook Beach
<input type="radio"/>	<input type="radio"/>	Other (<i>Please specify</i>) _____

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13. a) Please mark (●) **all** of the visitor services and facilities that your personal group **used** at Fort Monroe NM during this visit in column (a).

b) For only those services and facilities that your personal group **used** on this visit, please rate their **importance** from 1-5 in column (b).

c) For only those services and facilities that your personal group **used** on this visit, please rate their **quality** from 1-5 in column (c).

a) Visitor services/facilities used?	b) If used, how important? 1=Not at all important 2=Slightly 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"/> Access for people with disabilities	_____	_____
<input type="radio"/> Casemate Museum	_____	_____
<input type="radio"/> Directional signage (on the peninsula)	_____	_____
<input type="radio"/> Engineer's Wharf Fishing Pier	_____	_____
<input type="radio"/> Onsite dining and refreshments	_____	_____
<input type="radio"/> Outdoor exhibits (waysides)	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park website: www.nps.gov/fomr used before or during visit	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Ranger/volunteer-led programs	_____	_____
<input type="radio"/> Restrooms	_____	_____

14. a) If bicycle rentals are provided in the future, would your personal group be willing to pay \$10/hour (maximum \$30 per day) to rent a bicycle to use on the Fort Monroe peninsula?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

b) If your personal group were to visit in the future, would you be willing to pay \$5 per person for a 1-day pass to have access to the historic fort, Casemate Museum, beach, trails, and wildlife observation deck?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

Fort Monroe National Monument Visitor Study

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- c) If your personal group were to visit in the future, would you be willing to pay \$14 per person for a 7-day pass to have access to the historic fort, Casemate Museum, beach, trails, and wildlife observation deck?
- ☐ Yes, likely ☐ No, unlikely ☐ Not sure
15. a) On this visit, how many vehicles did your personal group use to arrive at Fort Monroe NM? *If you did not arrive by vehicle please write "0".*
- _____ Number of vehicles
- b) On this visit, how many times did your personal group enter the park?
- _____ Number of entries
- c) If onsite parking is provided in the future, would your personal group be willing to pay \$1/hour to park in Fort Monroe NM parking lots?
- ☐ Yes, likely ☐ No, unlikely ☐ Not sure
- d) In your opinion, how reasonable would a \$1/hour fee to park in Fort Monroe NM parking lots be?
- ☐ Too low ☐ About right ☐ Too high
16. If you were to visit Fort Monroe NM in the future, how would your personal group prefer to learn about the park's cultural and natural history? *Please mark (•) all that apply.*
- ☐ Not interested in learning about the park → **Go to Question 17**
- ☐ As a volunteer in the park ☐ Children's activities
- ☐ Films, movies, videos ☐ Indoor exhibits
- ☐ Roadside exhibits
- ☐ Trailside exhibits
- ☐ Living history/costumed interpretive programs
- ☐ Park website: www.nps.gov/fomr
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Ranger-guided walks/talks
- ☐ Self-guided tours
- ☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours/apps, interactive computer tours, audio, etc.)
- ☐ Other (*Please specify*) _____

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Fort Monroe National Monument Visitor Study

17. a) Fort Monroe NM interpretive programs and visitor center exhibits discuss topics related to colonial history and defense of the nation along the Chesapeake Bay from 1609 to 2011. *Please mark (●) all the topics your personal group learned (or learned more) about on this visit in column (a).*

☐ Did not learn about any topics on this visit → **Go to part (c) of this question**

b) Please indicate how much your level of understanding of each topic improved during your visit. *Please mark (●) one answer for each topic in column (b).*

c) Please indicate if your personal group would be interested in learning (or learning more) about each topic on a future visit. *Please mark (●) one answer for each topic in column (c).*

a) Learned on this visit?	b) Level of understanding improved?				c) Interested on future visit?	
	Not at all	A little	Somewhat	A lot	Yes	No
<input type="radio"/> Life and experiences of American Indians and early English settlers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> 400-year history of coastal defense and training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Life and leisure at Fort Monroe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Natural history and the formation of the Chesapeake Bay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> The first arrival of captured Africans in the English colonies and people and events significant to ending slavery in the U.S.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d) Please list any additional topics your personal group is interested in learning about at Fort Monroe NM.

18. On this visit, was your personal group part of any of the following types of organized groups? *Please mark (●) one for each.*

- | | | | | |
|---|-----------------------|-----|-----------------------|----|
| a) Commercial guided tour group | <input type="radio"/> | Yes | <input type="radio"/> | No |
| b) School/educational group | <input type="radio"/> | Yes | <input type="radio"/> | No |
| c) Professional conference | <input type="radio"/> | Yes | <input type="radio"/> | No |
| d) Military service (individual or family member) | <input type="radio"/> | Yes | <input type="radio"/> | No |
| e) Other (scouts, work, church, etc.) | <input type="radio"/> | Yes | <input type="radio"/> | No |

f) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

Fort Monroe National Monument Visitor Study

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19. a) On this visit, which type of personal group (not guided tour/school/professional/military/other organized group) were you with? *Please mark (●) only one.*

- ☐ 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

20. For your personal group, please estimate all expenditures for the items below for this visit to Fort Monroe NM and the surrounding area (within 30 miles of the peninsula). *Please write "0" if no money was spent in a particular category.*

a) Please list your personal group's total expenditures on the Fort Monroe peninsula in column (a).

b) Please list your personal group's total expenditures in the surrounding area outside the park (within 30 miles) in column (b).

NOTE: Surrounding area residents should only include expenditures for this visit to Fort Monroe NM.

	EXPENDITURES	
	a) On peninsula	b) Within 30 miles
Spent no money	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, hotel, motel, cabin, B&B, etc.	n/a	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____	\$ _____
Other transportation expenses (rental cars, taxis, boat rental, auto repairs, but NOT airfare)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other expenditures (souvenirs, books, postcards, sporting goods, donations, etc.)	\$ _____	\$ _____

c) How many people did the above expenses cover? *Please write "0" if no children were covered by the expenditures.*

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

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Fort Monroe National Monument Visitor Study

21. For your personal group on this visit, please provide the following. *If you do not know the answer, please leave it blank.*

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Fort Monroe NM (including this visit) Lifetime
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

22. a) For you only, 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

23. 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 24**

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

24. When visiting an area such as Fort Monroe NM, what language(s) do most members of your personal group prefer to use for speaking and reading?

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

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

c) What **services** in the parks need to be provided in languages other than English? *Please specify any services needed or mark (●) "None."*

☐ Service (*Please specify*) _____ - OR - ☐ None

Fort Monroe National Monument Visitor Study

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25. a) During this visit to Fort Monroe NM, did anything detract from your personal group's park experience?

☐ Yes ☐ No → **Go to Question 26**

b) If **YES**, please explain. _____

26. a) Would your personal group recommend visiting Fort Monroe NM to others?

☐ Yes



b) If **YES**, please explain why. _____

☐ No



c) If **NO**, please explain why not. _____

27. a) What did your personal group like **most** about your visit to Fort Monroe NM?

b) What did your personal group like **least** about your visit to Fort Monroe NM?

28. Is there anything else your personal group would like to tell us about your visit to Fort Monroe NM?

29. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Fort Monroe NM during this visit? Please mark (●) only **one**.

Very poor

Poor

Average

Good

Very good

☐

☐

☐

☐

☐

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

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Appendix 2: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey, 1997; Salant and Dillman, 1994; Dillman and Carley-Baxter, 2000; Dillman, 2007; Stoop 2004). In this study, we used five variable group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and distance from visitor's place of residence to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and distance from visitor's place of residence to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and non-respondent's average age and group size. The p-values represent the significance levels of these tests. If the p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Respondents and non-respondents are not significantly different in terms of distance from their home to Fort Monroe, VA
3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park
4. Average age of respondents – average age of non-respondents = 0
5. Average group size of respondents – average group size of non-respondents = 0

As shown in Tables 3 to 6, the p-values for respondent/non-respondent comparisons for age and distance from home to Fort Monroe, VA are less than 0.05, indicating significant differences between respondents and non-respondents. The results indicate some biases occurred due to non-response. Visitors at younger age ranges (especially 40 and younger) and visitors traveling with friends were underrepresented in the survey results. The differences, however, were not found in other variables. Results of the study in this report only reflect the simple frequencies. Inferences of the survey results should be weighted to counterbalance the effects of nonresponse bias.

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The SESRC database website (<http://psu.sesrc.wsu.edu/reports/>) allows data searches for comparisons of data from one or more parks.

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