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

Visitor Services Project

Keweenaw
National Historical Park
Visitor Study
United States Department of the Interior

NATIONAL PARK SERVICE
Keweenaw National Historical Park
P.O. Box 471
Calumet, Michigan 49913

IN REPLY REFER TO:

July-August 2004

Dear Visitor,

Welcome to one of America’s newest and most unique units of the National Park System – Keweenaw National Historical Park. The park is unique in the sense of its broad partnership mandate between government (federal, state, local) and non-governmental entities that - collectively and collaboratively - provide many of the traditional visitor services experienced in other units of the National Park System.

The purpose of this study is to learn more about your expectations, opinions, interests, impressions and experiences from your visit. Because we are just beginning to plan visitor services, your participation in this process is both timely and crucial. Due to the limited number of questionnaires distributed, your completed survey is vital to our planning efforts. The questionnaire is straightforward and should only take a few minutes of your time. Please complete it after your visit, seal it and drop it in any U.S. mailbox.

Please address any questions to Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139. Phone 208-885-7863; email: littlej@uidaho.edu.

Thank you for participating in this survey to help shape the future of Keweenaw National Historical Park.

Sincerely,

Frank C. Fiala
Superintendent

This visitor study is partially funded by Fee Demonstration funding.
DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.
YOUR VISIT TO KEWEENAW NATIONAL HISTORICAL PARK

1. Prior to your visit, were you and your group aware that Keweenaw National Historical Park (NHP) existed?
   
   _____ YES   _____ NO   _____ NOT SURE

2. a) Prior to this trip, how did you and your group obtain information about Keweenaw NHP? Please check (✓) all that apply.
   
   _____ RECEIVED NO INFORMATION PRIOR TO VISIT ➔ Go on to Question 3
   _____ LIVE IN THE LOCAL AREA
   _____ PREVIOUS VISIT(S)
   _____ FRIENDS/RELATIVES/WORD OF MOUTH
   _____ TRAVEL GUIDE/TOUR BOOK
   _____ MAPS/BROCHURES
   _____ WRITTEN, E-MAIL, TELEPHONE INQUIRY TO PARK
   _____ NEWSPAPER/MAGAZINE ARTICLES
   _____ TV/RADIO/VIDEOS
   _____ INTERNET—KEWEENAW NHP HOME PAGE: www.nps.gov/kewe/
   _____ INTERNET—OTHER WEB SITE
   _____ STATE WELCOME CENTER
   _____ CHAMBER OF COMMERCE/VISITOR BUREAU
   _____ HIGHWAY SIGNS
   _____ OTHER NATIONAL PARK
   _____ OTHER (Please specify: ____________________________)

b) From the sources checked above, did you and your group receive the information about Keweenaw NHP that you needed?
   
   _____ NO   _____ YES   _____ NOT SURE
   ➔ Go on to Question 3

c) If NO, what information did you need that was not available?

________________________________________________________________________
________________________________________________________________________
3. a) Prior to your visit, were you and your group aware that Keweenaw NHP is a partnership park of federally-owned land and 17 Cooperating Sites that work together to preserve and tell the history of the copper mining industry?

   ______ YES       ______ NO       ______ NOT SURE

b) Prior to your visit, did you and your group understand what a National Park Service Cooperating Site is?

   ______ YES       ______ NO       ______ NOT SURE

c) Would park boundary signs have helped you and your group understand this partnership park better?

   ______ YES       ______ NO       ______ NOT SURE

d) What is your opinion about visiting a partnership park such as Keweenaw NHP?

4. On this trip, what was the primary reason that you and your group visited the Keweenaw Peninsula? Please check (✓) only one.

   ______ VISIT KEWEENAW NATIONAL HISTORICAL PARK
   ______ VISIT FRIENDS/RELATIVES
   ______ BUSINESS
   ______ LEARN ABOUT COPPER MINING HISTORY
   ______ SEE NATURAL RESOURCES/SCENIC BEAUTY
   ______ VISIT MICHIGAN TECHNOLOGICAL UNIVERSITY
   ______ STUDY HISTORY/GENEALOGY
   ______ PARTICIPATE IN RECREATION (camping, hiking, boating, etc.)
   ______ STAMP NATIONAL PARKS PASSPORT BOOK
   ______ VISIT ISLE ROYALE NATIONAL PARK
   ______ OTHER (Please specify: ________________________________)

5. On this trip, which of the following highways did you and your group use to arrive at Keweenaw NHP? Please check (✓) all that apply.

   ______ U.S. HIGHWAY 26
   ______ U.S. HIGHWAY 41
   ______ HIGHWAY 203
   ______ OTHER (Please specify: ________________________________)

Please go on to the next page ➔
6. a) On this trip, did you and your group have any difficulty finding your way to the sites of Keweenaw NHP?

   ____ YES  _____ NO  ➔ Go on to Question 7

b) If YES, where did you have difficulty?

   ___________________________________________________________

c) Why was it difficult to find your way?

   ___________________________________________________________

7. On this trip, please check (√) whether you and your group visited each of the following places before or after your visit to Keweenaw NHP or did not visit.

   ____________________________  Before  After  Did not visit (√)

   ISLE ROYALE NATIONAL PARK  _____  _____  _____

   APOSTLE ISLANDS
   NATIONAL LAKE SHORE  _____  _____  _____

   PICTURED ROCKS
   NATIONAL LAKE SHORE  _____  _____  _____

   COPPER HARBOR  _____  _____  _____

   OTHER PLACES (Please specify: ____________________________ )  _____  _____  _____

8. On the list below, please check (√) all of the activities in which you and your group participated while visiting Keweenaw NHP and the surrounding area during this trip.

   _____ TAKING A QUINCY MINE TOUR
   _____ VISITING HISTORIC SITES/RUINS
   _____ VISITING LIGHTHOUSES
   _____ ATTENDING PERFORMANCE AT CALUMET THEATRE
   _____ VISITING GIFT SHOPS AT NPS COOPERATING SITES
   _____ VISITING PARK HEADQUARTERS IN CALUMET
   _____ HIKING
   _____ CAMPING (in state parks that are NPS Cooperating Sites)
   _____ PICNICKING
   _____ VIEWING WILDLIFE/BIRDING
   _____ OTHER (Please describe: ________________________________)
9. On this visit, how much time did you and your group spend on the Keweenaw Peninsula? Please list partial hours/days, for example 6-1/2 hours or 1-3/4 days.

   ______  LIVE PART-TIME OR FULL-TIME ON KEWEENAW PENINSULA  

                  ➤ Go on to Question 11

   ______  NUMBER OF HOURS

   ______  NUMBER OF DAYS

10. a) On this trip, did you and your group stay overnight (away from home) within a 1-hour drive of Keweenaw NHP? If you live on the Keweenaw Peninsula, check no below and go on to Question 11.

        ______  YES  ______  NO  ➤ Go on to Question 11

    b) Where did you and your group stay on the night before you arrived at Keweenaw NHP?

        TOWN/CITY________________________________________  STATE________

    c) Please list the number of nights you and your group stayed within Keweenaw NHP boundaries or at a Cooperating Site location or outside the park.

<table>
<thead>
<tr>
<th>Within park boundaries</th>
<th># nights</th>
<th>Cooperating Site Location</th>
<th># nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELM STREET HOTEL</td>
<td>______</td>
<td>LAURIUM MANOR INN</td>
<td>______</td>
</tr>
<tr>
<td>OAK STREET INN</td>
<td>______</td>
<td>FORT WILKINS STATE PARK</td>
<td>______</td>
</tr>
<tr>
<td>AMERICINN</td>
<td>______</td>
<td>MCLAIN STATE PARK</td>
<td>______</td>
</tr>
<tr>
<td>PORCUPINE MOUNTAINS WILDERNESS STATE PARK</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Number of nights outside Keweenaw NHP (within 1-hour drive)

| HOUGHTON AREA           | ______ | HANCOCK AREA           | ______ |
| LAKE LINDEN AREA        | ______ | COPPER HARBOR AREA    | ______ |

    d) In what type of lodging did you and your group spend the night(s)? Please check (✓) all that apply for the area within a 1-hour drive of Keweenaw NHP.

                  (✓) Within 1-hour drive of Keweenaw NHP (✓)

                  LODGE, MOTEL, CABIN/ HOME, B&B

                  CAMPGROUND

                  BACKCOUNTRY CAMPSITE

                  PERSONAL SEASONAL RESIDENCE

                  RESIDENCE OF FRIENDS OR RELATIVES

                  OTHER (Please specify:________________________)  ______

Please go on to the next page  ➤
11. a) As a partnership park, Keweenaw NHP works with 17 Cooperating Sites (listed below) that are scattered across 100 miles of the Keweenaw Peninsula. Please check (✓) all of the sites below that you and your group visited on this trip. Use the map on the next page to help you locate the sites.  

            | a) Visit? (✓) | b) Length of stay |
            |              | Hours | Days | Overnight (✓) |
---|------------|--------|------|---------------|
     |     Calumet Unit |        |      |               |
     |     ______ CALUMET THEATRE |        |      |               |
     |     ______ COPPERTOWN USA    |        |      |               |
     |     ______ KEWEENAW HERITAGE CENTER AT ST. ANNE’S | | | |
     |     ______ UPPER PENINSULA FIREFIGHTERS MEMORIAL MUSEUM | | | |
     |     ______ KEWEENAW TOURISM COUNCIL  | | | |
     |     Calumet Unit |        |      |               |
     |     ______ QUINCY MINE HOIST AND UNDERGROUND MINE | | | |
     |     Quincy Unit |        |      |               |
     |     ______ FORT WILKINS STATE PARK |        |      |               |
     |     ______ HANKA HOMESTEAD |        |      |               |
     |     ______ HOUGHTON COUNTY HISTORICAL MUSEUM |        |      |               |
     |     ______ KEWEENAW COUNTY HISTORICAL SOCIETY | | | |
     |     ______ LAURIUM MANOR INN |        |      |               |
     |     ______ MCLAIN STATE PARK |        |      |               |
     |     ______ OLD VICTORIA |        |      |               |
     |     ______ PORCUPINE MOUNTAINS WILDERNESS STATE PARK | | | |
11. c) Next, for only those sites that you and your group visited, please rate the **importance** of the services and facilities provided at that site from 1-5.

   d) Finally, for only those sites that you and your group visited, please rate the **quality** of the services and facilities provided at that site from 1-5.

   c) If visited, **how important?**

<table>
<thead>
<tr>
<th>Not important</th>
<th>Very important</th>
<th>Very poor</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

   d) If visited, **what quality?**

<table>
<thead>
<tr>
<th>Not important</th>
<th>Very important</th>
<th>Very poor</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Please go on to the next page →
12. For each of the following attributes of Keweenaw NHP, please rate its importance (from 1 to 5, or DK for “don’t know”) in planning for the preservation of the park for future generations. Please circle one answer for each attribute.

<table>
<thead>
<tr>
<th>How important?</th>
<th>Not Important</th>
<th>Somewhat Important</th>
<th>Extremely Important</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>HISTORIC BUILDINGS/FEATURES</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>HISTORIC PRESERVATION</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>VIEWS AND VISTAS</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>HISTORIC LANDSCAPES/SETTINGS</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>RECREATIONAL OPPORTUNITIES</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(camping, hiking, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INTERPRETIVE OPPORTUNITIES</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>RESEARCH OPPORTUNITIES</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>SOLITUDE</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>NATURAL QUIET/SOUNDS OF NATURE</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

13. a) Please check (✓) all of the visitor services and facilities that you and your group used during this visit to Keweenaw NHP including the 17 Cooperating Sites.

b) Next, for only those services and facilities that you and your group used, please rate their importance from 1-5.

c) Finally, for only those services and facilities that you and your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Use park/Cooperating Site service/facility?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td>Not important</td>
<td>Very important</td>
</tr>
<tr>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

- PARK BROCHURE/MAP
- PARK DIRECTIONAL ROAD SIGNS (outside of park)
- TRAVELERS INFORMATION RADIO STATION (AM 1610)
- PARK WEB SITE (used before or during visit) [www.nps.gov/kewe/]
- ACCESS FOR DISABLED PERSONS
- PARKING AREAS
- TRAILS
14. On this visit, what kind of personal group (not tour/school group) were you with? Please check (✓) only one.

- ALONE
- FAMILY
- FRIENDS
- FAMILY AND FRIENDS
- OTHER (Please describe: ____________________________)

15. On this visit, were you and your personal group with the following types of groups?

- Tour group
  - YES
  - NO

- School/educational group
  - YES
  - NO

16. a) On this visit, how many people were in your personal group, including yourself?

- NUMBER OF PEOPLE

b) For this visit, please list the number of vehicles in which you and your group arrived at the first Cooperating Site that you visited in Keweenaw NHP.

- NUMBER OF VEHICLES

17. For you and your personal group on this visit, please answer the questions below.

<table>
<thead>
<tr>
<th>Current age</th>
<th>U.S. Zip Code or name of country other than U.S.</th>
<th>Number of visits made to this park in lifetime (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOURSELF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please go on to the next page ➨
18. a) Does anyone in your group have any disabilities/impairments that limited their ability to visit Keweenaw NHP?

   ______ YES  ______ NO  ➜ Go on to Question 19

b) If YES, what kind of disability/impairment? Please check (✓) all that apply.

   ______ HEARING  ______ VISUAL
   ______ MOBILITY  ______ LEARNING
   ______ MENTAL  ______ OTHER (Specify: ____________________________)

c) Because of the disability/impairment, did you and your group encounter any access/service problems in the park?

   ______ YES  ______ NO  ➜ Go on to Question 19

d) If YES, what were the problems?

   ____________________________________________________________________

________________________________________________________________________

19. a) On a future visit, would you and your group be likely to use public transportation to tour Keweenaw NHP if it were provided?

   ______ YES, LIKELY  ______ NO, UNLIKELY  ______ NOT SURE  ➜ Go on to Question 20

b) If YES, what type of public transportation would you and your group prefer to ride? Please check (✓) all that apply in the column on the left.

   c) For the types of transportation that you would be willing to ride, would you want to have a tour guide aboard to provide information? Please check (✓) below.

   __________ Tour guide aboard? (✓)

   b) Willing to ride?

      ______ TROLLEY BUS
      ______ BUS (other than trolley bus)
      ______ STEAM LOCOMOTIVE
      ______ COG RAILROAD (between Calumet Welcome Center and Quincy Mine Hoist
      ______ OTHER (Please specify: ____________________________)

   d) To which of the Cooperating Sites would you want this transportation to take you?

      ____________________________________________________________________

      ____________________________________________________________________
e) If alternative transportation were offered to outlying sites, such as Fort Wilkins State Park, Old Victoria, and Porcupine Mountains Wilderness State Park, would you be likely to ride it on a future visit?

_____ YES, LIKELY  _____ NO, UNLIKELY  _____ NOT SURE

20. On a future visit to Keweenaw NHP, what types of interpretive programs/services would you like to have available? Please check (✓) all that apply.

_____ CHILDREN’S PROGRAMS
_____ MUSEUM TOURS
_____ RANGER-LED PROGRAMS
_____ AUDIO TOURS
_____ SELF-GUIDED TOURS
_____ INDOOR EXHIBITS
_____ INTERACTIVE COMPUTER/EXHIBITS
_____ HANDS-ON WORKSHOPS
_____ TRAVEL GUIDES/GUIDEBOOKS
_____ PROGRAMS ABOUT HISTORIC PRESERVATION
_____ LIVING HISTORY (costume programs)
_____ ROADSIDE/TRAILSIDE EXHIBITS
_____ OTHER (Please specify: ________________________________)

21. a) On a future visit, would you and your group be interested in purchasing a combined ticket to enter up to 5 of the Cooperating Sites located in the Quincy or Calumet units? This would eliminate having to pay entrance fees at each location.

_____ YES, LIKELY  _____ NO, UNLIKELY  _____ NOT SURE

Go on to Question 22

b) Currently, the total entrance fee to visit the 5 Cooperating Sites in the Quincy and Calumet units is approximately $23/adult. Would you be willing to pay $20/adult for the combined ticket?

_____ YES, LIKELY  _____ NO, UNLIKELY  _____ NOT SURE

c) Would you and your group be interested in buying a combined ticket to admit you to all of the 17 Cooperating Sites?

_____ YES, LIKELY  _____ NO, UNLIKELY  _____ NOT SURE

Please go on to the next page ➔
22. For you and your group, please report all expenditures for the items listed below for this visit to Keweenaw NHP and 17 Cooperating Sites. Please write “0” if no money was spent in a particular category.

   a) Please list your group’s total expenditures inside Keweenaw NHP in the Calumet Unit (see page 8 for list of sites).
   
   b) Please list your group’s total expenditures at other Cooperating Sites that are part of Keweenaw NHP (see page 8 for list of sites).
   
   c) Please list your group’s total expenditures at the Quincy Unit of Keweenaw NHP (see page 8 for list of sites).

   **NOTE:** Surrounding area residents should only include expenditures that were **directly related** to this visit to Keweenaw NHP and Cooperating Sites.

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Calumet Unit</th>
<th>b) Other NPS Cooperating Sites</th>
<th>c) Quincy Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOTELS, MOTELS, INNS, B&amp;B, etc.</td>
<td>$__________</td>
<td>$__________</td>
<td></td>
</tr>
<tr>
<td>CAMPING FEES AND CHARGES</td>
<td>$__________</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RESTAURANTS AND BARS</td>
<td>$__________</td>
<td>$__________</td>
<td></td>
</tr>
<tr>
<td>GROCERIES AND TAKE-OUT FOOD</td>
<td>$__________</td>
<td>$__________</td>
<td></td>
</tr>
<tr>
<td>GAS AND OIL (auto, RV, boat, etc.)</td>
<td>$__________</td>
<td>$__________</td>
<td></td>
</tr>
<tr>
<td>OTHER TRANSPORTATION EXPENSES</td>
<td>$__________</td>
<td>$__________</td>
<td></td>
</tr>
<tr>
<td>(rental cars, auto repairs, taxies, but NOT including airfare)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADMISSION, RECREATION, AND ENTERTAINMENT FEES</td>
<td>$__________</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing, etc.)</td>
<td>$__________</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>DONATIONS</td>
<td>$__________</td>
<td>$__________</td>
<td>$__________</td>
</tr>
</tbody>
</table>

d) How many people do the above expenses cover?

   ADULTS (18 years or over) _______    CHILDREN (under 18 years)    

23. The National Park Service’s mission at Keweenaw NHP is to preserve the history of copper mining and the immigrants who worked in the mines. Since your visit, do you think you have a better understanding of why this site is of national significance?

   _____ YES    _____ NO    _____ NOT SURE
24. a) What did you and your group like most about your visit to Keweenaw NHP?

________________________________________________________________________

b) What did you and your group like least about your visit to Keweenaw NHP?

________________________________________________________________________

25. If you were a manager planning for the future of Keweenaw NHP, what would you propose? Please be specific.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

26. Is there anything else you and your group would like to tell us about your visit to Keweenaw NHP?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

27. Overall, how would you rate the quality of the visitor services provided to you and your group at Keweenaw NHP on this visit? Please circle only one.

VERY GOOD  GOOD  AVERAGE  POOR  VERY POOR

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

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