



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

Visitor Services Project

Keweenaw National Historical Park Visitor Study



OMB Approval 1024-0224 (NPS #04-024)

Expiration Date: 02/28/2005

**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.

Please go on to the next page →

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 LAKESHORE	_____	_____	_____
PICTURED ROCKS NATIONAL LAKESHORE	_____	_____	_____
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: _____)

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.

b) Next, please list the amount of time you spent at each location. Please list partial hours/days, for example 6-1/2 hours or 1-3/4 days, and check if you stayed overnight.

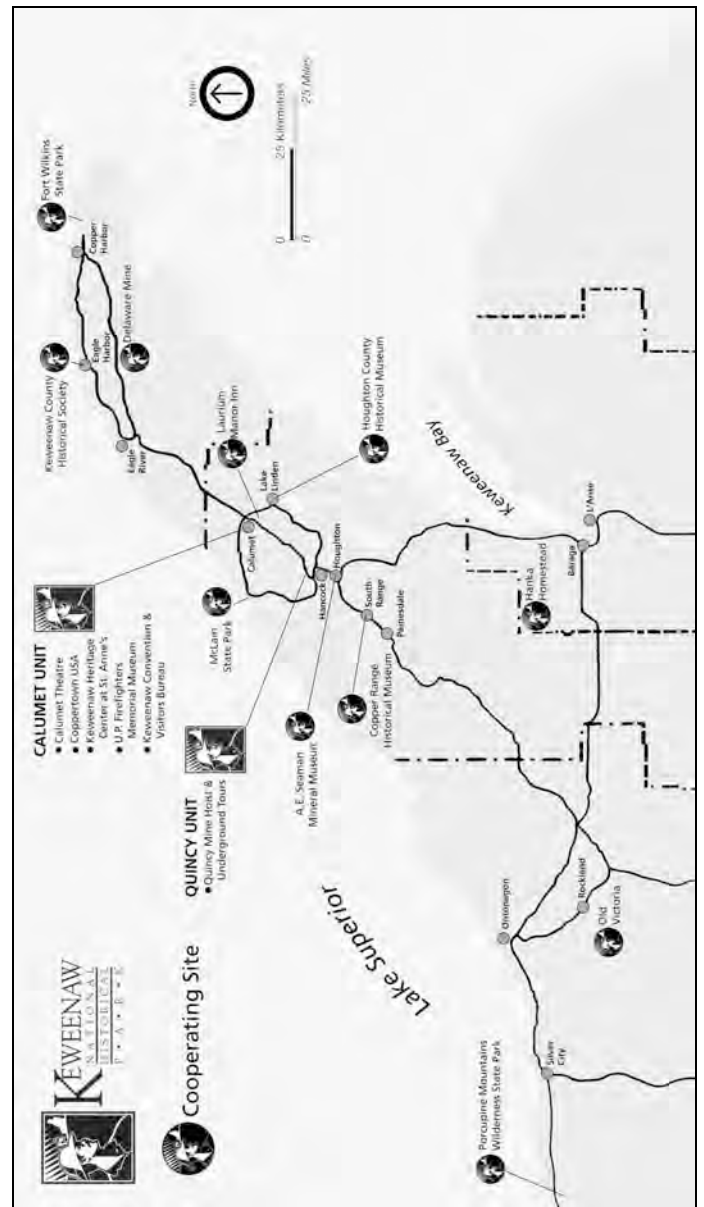
a) Visit? (✓)	b) Length of stay		
	Hours	Days	Overnight (✓)
<u>Calumet Unit</u>			
_____	CALUMET THEATRE	_____	
_____	COPPERTOWN USA	_____	
_____	KEWEENAW HERITAGE CENTER AT ST. ANNE'S	_____	
_____	UPPER PENINSULA FIREFIGHTERS MEMORIAL MUSEUM	_____	
_____	KEWEENAW TOURISM COUNCIL	_____	
<u>Quincy Unit</u>			
_____	QUINCY MINE HOIST AND UNDERGROUND MINE	_____	
<u>Other Cooperating Sites</u>			
_____	A.E. SEAMAN MINERAL MUSEUM (at Michigan Technological University)	_____	
_____	COPPER RANGE HISTORICAL MUSEUM	_____	
_____	DELAWARE COPPER MINE	_____	
_____	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?					d) If visited, what quality?				
Not important				Very important	Very poor				Very good
1	2	3	4	5	1	2	3	4	5

_____	_____
_____	_____
_____	_____
_____	_____
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_____	_____
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_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



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.

How important?	Not Important	Somewhat important	Extremely important	Don't know
HISTORIC BUILDINGS/FEATURES	1	2	3	4 5 DK
HISTORIC PRESERVATION	1	2	3	4 5 DK
VIEWS AND VISTAS	1	2	3	4 5 DK
HISTORIC LANDSCAPES/SETTINGS	1	2	3	4 5 DK
RECREATIONAL OPPORTUNITIES (camping, hiking, etc.)	1	2	3	4 5 DK
INTERPRETIVE OPPORTUNITIES	1	2	3	4 5 DK
RESEARCH OPPORTUNITIES	1	2	3	4 5 DK
SOLITUDE	1	2	3	4 5 DK
NATURAL QUIET/SOUNDS OF NATURE	1	2	3	4 5 DK

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.

a) Use park/Cooperating Site service/facility?	b) If used, how important?					c) If used, what quality?				
	Not important			Very important		Very poor			Very good	
	1	2	3	4	5	1	2	3	4	5
_____ 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										

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.

c) Tour guide aboard? (√)

b) Willing to ride? _____ **YES** _____ **NO** _____ **NOT SURE**

_____ 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.

	EXPENDITURES		
	a) Calumet Unit	b) Other NPS Co-operating Sites	c) Quincy Unit
HOTELS, MOTELS, INNS, B&B, etc.	\$ _____	\$ _____	
CAMPING FEES AND CHARGES		\$ _____	
RESTAURANTS AND BARS	\$ _____	\$ _____	
GROCERIES AND TAKE-OUT FOOD	\$ _____	\$ _____	
GAS AND OIL (auto, RV, boat, etc.)	\$ _____	\$ _____	
OTHER TRANSPORTATION EXPENSES (rental cars, auto repairs, taxies, but NOT including airfare)	\$ _____	\$ _____	
ADMISSION, RECREATION, AND ENTERTAINMENT FEES	\$ _____	\$ _____	\$ _____
ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____	\$ _____
DONATIONS	\$ _____	\$ _____	\$ _____

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
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