



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

**Visitor Services Project**

# **Cuyahoga Valley National Park Visitor Study**



OMB Approval 1024-0224 (NPS #05-044)  
Expiration Date: 01/31/2006



## United States Department of the Interior

### NATIONAL PARK SERVICE

Cuyahoga Valley National Park  
15610 Vaughn Road  
Brecksville, OH 44141-3018

IN REPLY REFER TO:

July, 2005

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Cuyahoga Valley National Park. This information will help us improve our management of this park and better serve you, our visitors.

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

After your visit, please fill out the questionnaire, seal it with the stickers provided on the last page, and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP 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](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

John P. Debo, Jr.  
Superintendent

### DIRECTIONS

One person, at least 16 years of age, in your personal group should complete the questionnaire. It should take about 20 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.

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

#### **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. 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 →

## Your Visit to Cuyahoga Valley National Park

1. a) Prior to this visit, how did you and your group obtain information about Cuyahoga Valley National Park (NP)? Please check ( ) **all** that apply.

- \_\_\_\_\_ Obtained no information prior to visit → **Go on to Question 2**
- \_\_\_\_\_ Previous visits
- \_\_\_\_\_ Friends/relatives/word of mouth
- \_\_\_\_\_ Walking/driving by and saw park signs
- \_\_\_\_\_ Travel guides/tour books
- \_\_\_\_\_ Maps/brochures/calendar of events
- \_\_\_\_\_ Television/radio programs
- \_\_\_\_\_ Major newspapers or magazines
- \_\_\_\_\_ Community newspapers
- \_\_\_\_\_ Telephone/e-mail/written inquiry to park
- \_\_\_\_\_ Park website: [www.nps.gov/cuva/](http://www.nps.gov/cuva/)
- \_\_\_\_\_ Park website: [www.dayinthevalley.com](http://www.dayinthevalley.com)
- \_\_\_\_\_ Cuyahoga Valley National Park Association (CVNPA) website:  
[www.cvnpa.org](http://www.cvnpa.org)
- \_\_\_\_\_ Other websites
- \_\_\_\_\_ School class or program
- \_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

- b) From the sources checked above, did you and your group receive the type of information about the park that you needed?

- \_\_\_\_\_ No                      \_\_\_\_\_ Yes                      \_\_\_\_\_ Not sure
- ↓                                      ↓                                      ↓
- ↓                                      **Go on to Question 2**                                      ↓

- c) If NO, what type of park information did you and your group need that was not available? Please be specific.

\_\_\_\_\_

\_\_\_\_\_

2. a) Prior to this visit, were you and your group aware that the National Park Service (NPS) manages Cuyahoga Valley NP?

- \_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Not sure

b) On this visit, did you visit Cuyahoga Valley NP because it is a national park?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Not sure

c) Prior to this visit to Cuyahoga Valley NP, were you and your group aware that Cuyahoga Valley NP is part of a national heritage area, the Ohio & Erie Canalway?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Not sure

3. On this trip, what was the **primary** reason that you and your group visited the Cuyahoga Valley NP area (Cleveland/Akron Metropolitan areas)? Please check (✓) **only one**.

\_\_\_\_\_ Resident of Cuyahoga Valley NP area → **Go on to Question 4**  
(Cleveland/Akron Metropolitan area)

\_\_\_\_\_ Visit Cuyahoga Valley NP

\_\_\_\_\_ Visit other attractions in the area

\_\_\_\_\_ Visit friends/relatives in the area

\_\_\_\_\_ Business

\_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

4. a) On this visit, were the signs directing you to Cuyahoga Valley NP adequate?

Signs on interstates                      \_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Not sure

Signs on local roadways                      \_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Not sure

b) On this visit, did you and your group have any difficulty locating the park?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No → **Go on to Question 4d**



c) If YES, please explain the problem. \_\_\_\_\_

d) On this visit, were the signs **inside** the park adequate for finding your way?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Not sure

e) If NO, please explain the problem. \_\_\_\_\_

5. On this visit, how long did you and your group stay at Cuyahoga Valley NP? Please list partial hours or days as 1/4, 1/2, 3/4.

\_\_\_\_\_ Number of hours, if **less than 24 hours**

\_\_\_\_\_ Number of days, if **24 hours or more**

**Please go on to the next page →**

6. a) Have you or any of your group members ridden the Cuyahoga Valley Scenic Railroad (CVSR) train?

\_\_\_\_\_ Yes,                      \_\_\_\_\_ No → b) If NO, why not? \_\_\_\_\_



- c) If YES, when did you and your group ride the train? Please check (✓) **only one**.

\_\_\_\_\_ On past visits **only** → **Go on to Question 7**

\_\_\_\_\_ On this visit **only**

\_\_\_\_\_ On this visit and past visits



- d) If you and your group rode the train on **this visit**, did the train/train ride meet your expectations?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No → e) If NO, please explain.

7. a) Prior to this visit, were you and your group aware that you can combine a one-way bicycle ride along the Towpath Trail with a return trip by CVSR train with your bicycle?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Not sure

- b) Would you or your group members consider taking such combined bicycle/train trip in the future?

\_\_\_\_\_ Yes, likely                      \_\_\_\_\_ No, unlikely                      \_\_\_\_\_ Not sure

- c) Would you or your group members be interested in riding the train between the park and Cleveland (either way) if such service existed?

\_\_\_\_\_ Yes, likely                      \_\_\_\_\_ No, unlikely                      \_\_\_\_\_ Not sure

8. a) Cuyahoga Valley National Park Association (CVNPA) is a friends group that supports Cuyahoga Valley National Park through educational programs, awareness, and funding. Prior to this visit, were you and your group aware of the CVNPA?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Not sure

- b) Are you or any members of your personal group a member of the CVNPA?

\_\_\_\_\_ No                      \_\_\_\_\_ Yes → **Go on to Question 9**



- c) If NO, would you be interested in joining or supporting the CVNPA?

\_\_\_\_\_ No, unlikely                      \_\_\_\_\_ Yes, likely                      \_\_\_\_\_ Not sure



→ **Go on to Question 9** ←

- d) If NO, why not? \_\_\_\_\_

9. a) On **this** visit to Cuyahoga Valley NP, what activities did you and/or your group participate in? Please check ( ) **all** that apply.

b) For visits to Cuyahoga Valley NP during the past 12 months, please list the number of times you and/or your group participated in these activities. Check **only one** for each activity. If you have not visited in the past, go on to Part c.

a) This visit? (✓)	Activity	b) Frequency of activities during past 12 months? (✓)				
		Daily	Several times a week	Several times a month	Several times a year	Only once
_____	Take a scenic drive/drive for pleasure	_____	_____	_____	_____	_____
_____	Visit historic houses/sites	_____	_____	_____	_____	_____
_____	Attend special programs/ events/ tours (nature walks, concerts, etc.)	_____	_____	_____	_____	_____
_____	Hiking/walking	_____	_____	_____	_____	_____
_____	Walking dogs	_____	_____	_____	_____	_____
_____	Jogging/running	_____	_____	_____	_____	_____
_____	Bicycling	_____	_____	_____	_____	_____
_____	Horseback riding	_____	_____	_____	_____	_____
_____	Canoeing/kayaking	_____	_____	_____	_____	_____
_____	Fishing	_____	_____	_____	_____	_____
_____	Picnicking	_____	_____	_____	_____	_____
_____	Photography/painting	_____	_____	_____	_____	_____
_____	Birdwatching/nature viewing	_____	_____	_____	_____	_____
_____	Cross-country skiing/ snowshoeing/sledding/skiing (during the season only)	_____	_____	_____	_____	_____
_____	Other (Please specify: _____)	_____	_____	_____	_____	_____

c) On this visit, what was your **primary** reason for visiting Cuyahoga Valley NP? Please list **only one**.

\_\_\_\_\_

10. How important is Cuyahoga Valley NP to you and your group? Please circle **only one** response.

Not important      Somewhat important      Moderately important      Very important      Extremely important

**Please go on to the next page →**

11. a) On **this** visit to Cuyahoga Valley NP, what **other** activities did you and your group participate in within a 15-minute drive of the park (for example: Peninsula, Valley View, northern Akron)? Please check ( ) **all** that apply.
- b) Please list the nearby communities, including communities within the park, where you did these activities.
- c) Please list you and your group's expenditures for each of the activities in each community. Please write "0" if you did not have any expenditures.

a) Activity on this visit? ( )	b) Community name	c) \$ spent
_____ Shopping	_____	_____
	_____	_____
	_____	_____
_____ Dining in a restaurant	_____	_____
	_____	_____
	_____	_____
_____ Buying takeout food and snacks	_____	_____
	_____	_____
	_____	_____
_____ Entertainment, recreation, and general sightseeing	_____	_____
	_____	_____
	_____	_____
_____ Lodging/camping	_____	_____
	_____	_____
	_____	_____
_____ Other—Please specify:	_____	_____
_____	_____	_____
_____	_____	_____

12. a) For the questions below, please rate how safe (from 1 to 5) you and your group felt from crime and accidents during this visit to Cuyahoga Valley NP? Please circle **only one** answer for each category.

Safety issue	Very unsafe	Somewhat unsafe	No opinion	Somewhat safe	Very safe
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**How safe did you feel in Cuyahoga Valley NP?**

Personal property—from crime	1	2	3	4	5
Personal safety—from crime	1	2	3	4	5
Personal safety—from accidents	1	2	3	4	5

- b) If you marked that you felt unsafe (if you circled 1 or 2) on any of the above categories, please explain why.

\_\_\_\_\_



13. a) For this visit, please check (✓) **all** of the Cuyahoga Valley NP sites and partner sites below that you and your group visited. Use the enclosed map to help you locate the sites.
- b) Next, for only those Cuyahoga Valley NP sites and partner sites that you and your group visited **on this visit**, please rate their quality from 1-5.
- c) Finally, please check (✓) **all** of the Cuyahoga Valley NP sites and partner sites below that you and your group visited on past visits.

a) Visited site on this visit?	b) If visited on this visit, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good	c) Visited on past visits?
Check ( ) _____		Check ( ) _____

Cuyahoga Valley NP sites

_____ Canal Visitor Center	_____	_____
_____ Frazee House	_____	_____
_____ Boston Store	_____	_____
_____ Peninsula Depot Visitor Center	_____	_____
_____ Happy Days Visitor Center	_____	_____
_____ Hunt Farm Visitor Information Center	_____	_____
_____ Towpath Trail	_____	_____
_____ Virginia Kendall Park (Ledges, Octagon, Salt Run, Virginia Kendall Lake & Hill, Cross Country)	_____	_____
_____ Other trails	_____	_____
_____ Everett Road Covered Bridge	_____	_____
_____ Brandywine Falls	_____	_____
_____ Other (Specify: _____)	_____	_____
_____ Other (Specify: _____)	_____	_____

Cuyahoga Valley NP partner sites with close park association

_____ Cuyahoga Valley Scenic Railroad	_____	_____
_____ Stanford Hostel	_____	_____
_____ Inn at Brandywine Falls	_____	_____
_____ Countryside Farmers' Market	_____	_____

Please go on to the next page →

14. a) Please check ( ) **all** of the information services that you and your group **used during this visit** to Cuyahoga Valley NP.
- b) For only those information services that you and your group used on this visit, please rate their importance from 1-5.
- c) For only those information services that you and your group used on this visit, please rate their quality from 1-5.
- d) Finally, please check which information services that you and your group have used on past visits.

a) Used service/ facility on this visit?	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good	d) Used service on past visits?
Check ( )			Check ( )
_____ Park brochure/map	_____	_____	_____
_____ Park Schedule of Events	_____	_____	_____
_____ Specialized park brochures (Music & Arts, Great Blue Herons, Frazee House, and other flyers)	_____	_____	_____
_____ Concerts/arts/special events	_____	_____	_____
_____ Ranger-led tours/programs	_____	_____	_____
_____ Assistance from information desk staff	_____	_____	_____
_____ Assistance from hiking/biking rangers/volunteers	_____	_____	_____
_____ Trailhead bulletin boards	_____	_____	_____
_____ Self-guided trail brochure	_____	_____	_____
_____ Educational signs/outside exhibits	_____	_____	_____
_____ Visitor center/museum exhibits	_____	_____	_____
_____ Visitor center/museum bookstore sales items	_____	_____	_____
_____ Cuyahoga Valley Environmental Education Center	_____	_____	_____
Park websites:			
_____ www.nps.gov/cuva	_____	_____	_____
_____ www.dayinthevalley.com	_____	_____	_____

15. a) Please check ( ) **all** of the visitor services/facilities that you and your group **used during this visit** to Cuyahoga Valley NP.
- b) Next, for only those visitor services/facilities that you and your group used on this visit, please rate their importance from 1-5.
- c) Finally, for only those visitor services/facilities that you and your group used on this visit, please rate their quality from 1-5.

<b>a) Used service/ facility on this visit?</b>	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
Check ( ) _____		

_____ Picnic tables	_____	_____
_____ Picnic shelters	_____	_____
_____ Overlooks/pullouts	_____	_____
_____ Towpath Trail	_____	_____
_____ Bicycle connector trails	_____	_____
_____ Hiking trails	_____	_____
_____ Bridle trails	_____	_____
_____ Benches/seating areas	_____	_____
_____ Fishing access	_____	_____
_____ Meeting rooms	_____	_____
_____ Public telephones	_____	_____
_____ Restroom facilities with running water	_____	_____
_____ Restroom facilities without water	_____	_____
_____ Railroad stations	_____	_____
_____ Trash cans	_____	_____
_____ Parking lots	_____	_____

**Please go on to the next page →**

16. a) Cuyahoga Valley NP protects cultural and natural resources while at the same time provides for public enjoyment. How important were the following resources/qualities/attributes in bringing you to the park on this visit? Please circle **only one** response for each resource/quality/attribute.

<b>Resource/quality/attribute</b>	Not important	Somewhat important	Moderately important	Very important	Extremely important
Escape from urban setting	1	2	3	4	5
Scenery	1	2	3	4	5
Natural quiet/sounds of nature	1	2	3	4	5
Clean air	1	2	3	4	5
Clean water	1	2	3	4	5
Recreational opportunities, such as hiking, biking, jogging, etc.	1	2	3	4	5
Historical sites	1	2	3	4	5
Solitude	1	2	3	4	5
Native plants/wildlife	1	2	3	4	5
Educational opportunities, such as exhibits, ranger programs, nature study, etc.	1	2	4	4	5

- b) Prior to this visit to Cuyahoga Valley NP, were you aware of the availability of information about river hazards and water quality (official health warnings about water quality or eating fish caught in the park)?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Not sure

17. On this visit, what kind of personal group (not guided tour/school group) were you with? Please check ( ) **only one**.

\_\_\_\_\_ Alone    \_\_\_\_\_ Family  
 \_\_\_\_\_ Friends    \_\_\_\_\_ Family and friends  
 \_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

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

\_\_\_\_\_ Number of people

- b) For this visit to Cuyahoga Valley NP, please list the number of vehicles in which you and your group arrived.

\_\_\_\_\_ Number of vehicles

19. For you and your group, please indicate:

**Frequency of visits to park**

- 1=First visit
- 2=Less than 1 time/year
- 3=From 1 to 11 times/year
- 4=From 12 to 51 times/year
- 5=From 52 to 360 times/year
- 6=Daily

	<b>Gender</b> M=male F=female	<b>Current age</b>	<b>U.S. Zip Code or name of country other than U.S.</b>	
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

20. a) For you only, are you Hispanic or Latino?

\_\_\_\_\_ Yes          \_\_\_\_\_ No

b) For you only, which of these categories best indicates your race? Please check ( ) **all** that apply.

- \_\_\_\_\_ American Indian or Alaska Native
- \_\_\_\_\_ Asian
- \_\_\_\_\_ Black or African American
- \_\_\_\_\_ Native Hawaiian or other Pacific Islander
- \_\_\_\_\_ White

21. a) Does anyone in your group have any disabilities/impairments that affected their visit to Cuyahoga Valley NP?

\_\_\_\_\_ Yes          \_\_\_\_\_ No → **Go on to Question 22**



b) If YES, because of the disability/impairment, did you and your group encounter any access and/or service problems during this visit to Cuyahoga Valley NP?

\_\_\_\_\_ Yes          \_\_\_\_\_ No → **Go on to Question 22**



c) If YES, please offer suggestions for improvement.

\_\_\_\_\_

\_\_\_\_\_

**Please go on to the next page →**

22. For you and each of the members (age 16 or over) in your group on this visit, please indicate the highest level of education completed. Please check ( ) **only one** for each person.

	<b>Highest level of education</b>				
	Some high school	High school diploma/GED	Some college	Bachelor's degree	Graduate degree
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

23. If it would increase funds to operate and maintain Cuyahoga Valley NP, would you be willing to pay modest fees for the following services on a future visit?

Fee	Yes, likely	No, unlikely	Not sure
Daily private vehicle parking fee (\$4-6/day)	_____	_____	_____
Annual private vehicle parking fee (\$15-20/year)	_____	_____	_____
Daily Towpath Trail user fee (\$2-3/person/day)	_____	_____	_____
Annual Towpath Trail user fee (\$15-20/year)	_____	_____	_____

24. a) Have you and/or your group visited other parks in the region (such as Cleveland Metroparks or Metro Parks, Serving Summit County) in the past?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No → **Go on to Question 25**



b) If YES, how are your experiences in Cuyahoga Valley NP different from experiences in other parks in the region that you have visited? Please explain.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

25. If you were a manager planning for the future of Cuyahoga Valley NP, what would you and your group propose? Please be specific.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

26. On a future visit, how would you and your group prefer to learn about the natural and cultural history of Cuyahoga Valley NP? Please check ( ) all that apply.

- Not interested in learning → **Go on to Question 27**
- Concerts/cultural arts events
- Festivals/special events
- Special programs on board the Cuyahoga Valley Scenic Railroad train
- Audio tour on board the Cuyahoga Valley Scenic Railroad train
- Printed materials (books, brochures, maps, park newspaper, etc.)
- Printed trail guides
- Park websites
- Interactive computers
- Audio-visual programs (videos, movies, slide shows, etc.)
- Workshops to improve skills such as birdwatching, photography, etc.
- Ranger-guided walks/programs
- Roving rangers available to answer questions
- Guest lectures
- Indoor exhibits
- Road/trailside exhibits
- Other (Please specify: \_\_\_\_\_)

27. Is there anything else you and your group would like to tell us about your visit to Cuyahoga Valley NP?

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28. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Cuyahoga Valley NP during this visit? Please circle **only one**.

Very poor                  Poor                  Average                  Good                  Very good

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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