Perry’s Victory and International Peace Memorial

Visitor Study
Summer 2009

Dear Visitor:

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

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

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

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

We appreciate your help.

Sincerely,

Blanca Alvarez Stransky
Blanca Alvarez Stransky
Superintendent

This visitor study is partially funded by Recreation Fee Program funding.
DIRECTIONS

At the end of your visit:

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

   Like this: ⊙   Not like this: ✓  ✗  ❌

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

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

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

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

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

1. Prior to your visit, how did you and your personal group obtain information about Perry’s Victory and International Peace Memorial? Please mark (●) all that apply.

- O Did not obtain information prior to visit  ➔ Go to Question 2
- O Previous visits
- O Friends/relatives/word of mouth
- O Travel guides/tour books (such as AAA, etc.)
- O Maps/brochures
- O Newspaper/magazine articles
- O Inquiry to park via phone, mail, email
- O Television/radio programs/videos
- O Perry’s Victory and International Peace Memorial website: www.nps.gov/pevi
- O Other websites
- O School class/program
- O Local businesses (hotels, motels, restaurants, etc.)
- O Chamber of commerce/visitors bureau/state welcome center
- O Other (Please specify)

2. Prior to this visit, were you and your personal group aware that Perry’s Victory and International Peace Memorial is a unit of National Park System?

- O Yes
- O No

3. a) Prior to this visit, were you and your personal group aware that Perry’s Victory and International Peace Memorial commemorates those who fought in the Battle of Lake Erie during the War of 1812? Please mark (●) one.

- O Yes, aware that park commemorates the Battle of Lake Erie
- O No, not aware that park commemorates the Battle of Lake Erie
b) Prior to this visit, were you and your personal group aware that Perry’s Victory and International Peace Memorial celebrates the long-lasting peace between Canada, Great Britain, and the United States? Please mark (●) one.

○ Yes, aware that the park celebrates the lasting peace between Canada, Great Britain, and the United States

○ No, not aware that the park celebrates the lasting peace between Canada, Great Britain, and the United States

4. On this trip, what was the primary reason that you and your personal group came to South Bass Island? Please mark (●) one.

○ Resident of South Bass Island ➔ Go to Question 5

○ Visit Perry’s Victory and International Peace Memorial

○ Visit other attractions in the area

○ Visit friends/relatives in the area

○ Business

○ Other (Please specify) ________________________________

5. On this visit, were the signs directing you and your personal group to and around Perry’s Victory and International Peace Memorial adequate? Please mark (●) one answer for each of the following.

a) Interstate signs  ○ Yes  ○ No  ○ Did not use

b) State highway signs  ○ Yes  ○ No  ○ Did not use

c) Signs in local communities  ○ Yes  ○ No  ○ Did not use

d) Signs in the park  ○ Yes  ○ No  ○ Did not use

e) If you answered NO for any of the above, please explain.

Interstate ________________________________________________

State highway ____________________________________________

In local communities _____________________________________

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

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

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

- South Bass Island
- Port Clinton
- Neither of these

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

- Yes
- No ➔ Go to Question 8

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

   ______ Number of nights on South Bass Island
   ______ Number of nights within 10 miles of Port Clinton

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

d) On South Bass Island
- Lodge/motel/hotel/cabin/B&B, etc.
- Campground/trailer park
- On a boat
- Private residence
- Residence of friends or relatives
- Other (Please specify)

South Bass Island __________________________ Port Clinton __________________________

e) Within 10 miles of Port Clinton

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

   ______ Total number of hours (Please list partial hours as ¼, ½, ¾.)
b) Did you and your personal group visit the park on more than one day?

O Yes  O No  ➔ Go to Question 9

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

_____  Number of days

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

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

a) Activities on this visit  b) Activities on future visit

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

This visit ________________________  Future visit ________________________

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

O Yes  O No  ➔ Go on to Question 11

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

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

- [ ] For the scenic view
- [ ] To view the site where the Battle of Lake Erie was fought
- [ ] Other (Please specify) ________________________________

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

<table>
<thead>
<tr>
<th>Resource/attribute</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean air (visibility)</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Clean water</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Historic sites and buildings</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Memorial (repair/maintenance)</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Recreational opportunities (dog walking, kite flying, Frisbee throwing, etc.)</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Scenic views</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

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

- [ ] As a separate event (not in conjunction with current weekend anniversary)
- [ ] As a weeklong event (in conjunction with current weekend anniversary of the Battle of Lake Erie)
- [ ] As an event in a series of War of 1812 commemorations held at other sites such as Ft. McHenry, Horseshoe Bend, Ft. Meigs, etc.
- [ ] Don’t know/no opinion
- [ ] Other (Please specify) ________________________________
13. a) Please mark (●) all of the visitor services and facilities that you or your personal group used at Perry’s Victory and International Peace Memorial during this visit.

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

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

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

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

- O Yes
- O No
- O Not sure

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

- O Yes
- O No → Go to Question 16
b) If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park ranger. Please mark (●) one response for each item.

<table>
<thead>
<tr>
<th>Interaction with park ranger</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpfulness</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Courteousness</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Quality of information provided</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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

a) Please list your group's total expenditures inside Perry’s Victory and International Peace Memorial.

b) Please list your group's total expenditures on South Bass Island and within 10 miles of Port Clinton.

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

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Inside park</th>
<th>b) South Bass Island and Port Clinton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodges, hotels, motels, cabins, B&amp;B, etc.</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Guide fees and charges</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Boat/canoe/kayak rentals</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Other transportation expenses</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>(rental cars, taxis, auto repairs, but NOT airfare)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>All other purchases (souvenirs, film, books,</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>sporting goods, clothing, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td>$__________</td>
<td>$__________</td>
</tr>
</tbody>
</table>
c) How many people do the above expenses cover?

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

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

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

O No          O Yes  ➤ Go to Question 18

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

O Not interested

O Did not have time for this activity

O Not aware of any ranger programs offered at the memorial

O Not enough programs offered

O Other (Please specify) _______________________________________

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

O Not interested in learning about the park  ➤ Go to Question 19

O Indoor exhibits

O Self-guided tours

O Park website: www.nps.gov/pevi

O Special events

O Ranger programs

O Living history demonstrations/costumed interpretive programs

O Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer tours, audio, etc.)

O Films, movies, slideshows

O Printed materials (brochures, books, maps, etc.)

O Other (Please specify) _______________________________________
19. a) In the future, the park is considering offering ranger-led tours to the observation deck for a maximum of 10 people/tour. Would you and your personal group be willing to participate in such a tour?

- Yes, likely
- No, unlikely
- Not sure

b) If the above proposal to limit number of people per tour is implemented, the wait to visit the observation deck could be longer. Is a longer wait acceptable to you and your personal group?

- Yes, acceptable
- No, unacceptable
- Not sure

c) On a future monument tour at Perry’s Victory and International Peace Memorial, would you and your personal group prefer to have a pre-visit reservation system to obtain tickets for the tour in order to eliminate wait time?

- Yes, likely
- No, unlikely
- Not sure

20. On this visit, were you and your personal group part of the following types of organized groups?

a) Commercial guided tour group

- Yes
- No

b) School/educational group

- Yes
- No

c) Other group (scouts, work, church, etc.)

- Yes
- No

d) If YES for any of the above, how many people, including yourself, were in the organized group?

_______ Number of people in organized group

21. a) On this visit, with what kind of personal group (not guided tour/school/other organized group) were you?

- Alone
- Friends
- Family
- Family and friends
- Other (Please specify) ____________________________

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

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

- South Bass Island resident  ➔ Go to Question 21e
- Yes  ➔ Go to Question 21e
- No  ➔ Go to Question 21e

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

   _______ Number of vehicles

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

   _______ Number of times visiting the observation deck
   _______ Number of times entering the visitor center

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

<table>
<thead>
<tr>
<th>a) Current age</th>
<th>b) U.S. ZIP code or name of country other than U.S.</th>
<th>c) Number of lifetime visits to Perry’s Victory and International Peace Memorial (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>
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<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>

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

   a) Speaking:  O  English  O  Other (Specify)__________________________
   b) Reading:   O  English  O  Other (Specify)__________________________

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

   Service(s) _________________________________  O  None
24. For you only, what is the highest level of education you have completed? Please mark (•) one.

- Some high school
- Bachelor's degree
- High school diploma/GED
- Graduate degree
- Some college

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

<table>
<thead>
<tr>
<th></th>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Hispanic</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>or Latino</td>
<td></td>
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<tr>
<td>No, not</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
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<tr>
<td>Hispanic or</td>
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<tr>
<td>Latino</td>
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</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Race</th>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Asian</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Black or African American</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>White</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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

- Yes
- No ➔ Go on to Question 27

b) If YES, what services or activities were difficult to access/participate in?
27. a) What did you and your personal group like **most** about your visit to Perry’s Victory and International Peace Memorial?


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


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


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


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


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


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

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