



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

Visitor Services Project

# Perry's Victory and International Peace Memorial

## Visitor Study





IN REPLY REFER TO:

**United States Department of the Interior**

NATIONAL PARK SERVICE  
Perry's Victory and International Peace Memorial  
93 Delaware Ave, P.O. Box 549  
Put-in-Bay, OH 43456-0549

June 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 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,

**Blanca Alvarez Stransky**

Blanca Alvarez Stransky  
Superintendent

**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: (✓) (X) ( / )

- 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.
  - Did not obtain information prior to visit → **Go to Question 2**
  - Previous visits
  - Friends/relatives/word of mouth
  - Travel guides/tour books (such as AAA, etc.)
  - Maps/brochures
  - Newspaper/magazine articles
  - E-mail/telephone/written inquiry to park
  - Television/radio programs/videos
  - Perry's Victory and International Peace Memorial website: [www.nps.gov/pevi](http://www.nps.gov/pevi)
  - Put-in-Bay Visitor Guide website: [www.put-in-bay.com/](http://www.put-in-bay.com/)
  - Other websites
  - School class/program
  - Local businesses (hotels, motels, restaurants, etc.)
  - Chamber of Commerce/visitors bureau/state welcome center
  - 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?
  - Yes
  - 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**.
  - Yes, aware that park commemorates the Battle of Lake Erie

- 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 in Port Clinton (within 10 miles)?
- 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 in Port Clinton (within 10 miles)
- d & e) In what type of lodging did you and your personal group spend the night(s) outside park on South Bass Island or the Port Clinton area? Please mark (●) **all** that apply.
- | d) <b>On South Bass Island</b>                          | e) <b>Port Clinton</b> (within 10 miles) |
|---|--|
| <input type="radio"/> Lodge/motel/hotel/cabin/B&B, etc. | <input type="radio"/>                    |
| <input type="radio"/> Campground/trailer park           | <input type="radio"/>                    |
| <input type="radio"/> On a boat                         | <input type="radio"/>                    |
| <input type="radio"/> Private residence                 | <input type="radio"/>                    |
| <input type="radio"/> Residence of friends or relatives | <input type="radio"/>                    |
| <input type="radio"/> Other (Please specify)            | <input type="radio"/>                    |
- South Bass Island \_\_\_\_\_ 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, etc.)



c) What were your reasons for visiting the top of the monument? 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.

<b>Resource/attribute</b>	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monument (repair/maintenance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities (dog walking, kite flying, Frisbee throwing, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.

<b>a) Information services/facilities used?</b>	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
Mark (●)	1=Not important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

- |  |       |       |
|--|-------|-------|
| <input type="radio"/> Park brochure/map  | _____ | _____ |
| <input type="radio"/> Assistance from park staff   | _____ | _____ |
| <input type="radio"/> Visitor Center exhibits  | _____ | _____ |
| <input type="radio"/> Restrooms  | _____ | _____ |
| <input type="radio"/> Video/film in visitor center   | _____ | _____ |
| <input type="radio"/> Ranger programs  | _____ | _____ |
| <input type="radio"/> Junior Ranger program  | _____ | _____ |
| <input type="radio"/> Living history demonstrations  | _____ | _____ |
| <input type="radio"/> Park website: <a href="http://www.nps.gov/pevi/">www.nps.gov/pevi/</a> | _____ | _____ |
| <input type="radio"/> Bookstore sales items<br>(selection, price, etc.)                      | _____ | _____ |
| <input type="radio"/> Access for people with disabilities                                    | _____ | _____ |

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?

- Yes                       No                       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?

Yes                       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.

Interaction with park ranger	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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 Port Clinton (within 10 miles). **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 Port Clinton (within 10 miles).

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

**EXPENDITURES**  
**a) Inside park    b) South Bass Island and Port Clinton**

Lodges, hotels, motels, cabins, B&B, etc.	n/a	\$_____
Camping fees and charges	n/a	\$_____
Restaurants and bars	n/a	\$_____
Groceries and takeout food	n/a	\$_____
Gas and oil (auto, RV, boat, etc.)	n/a	\$_____
Boat/canoe/kayak rentals	n/a	\$_____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	\$_____
Admission, recreation, entertainment fees	\$_____	\$_____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$_____	\$_____

Donations \$ \_\_\_\_\_ \$ \_\_\_\_\_

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?

No  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.

- Not interested
- Did not have time for this activity
- Not aware of any ranger programs offered at the monument
- Not enough programs offered
- 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.

- Not interested in learning about the park → **Go to Question 19**
- Indoor exhibits
- Self-guided tours
- Park website: [www.nps.gov/pevi](http://www.nps.gov/pevi)
- Special events
- Ranger programs
- Living history demonstrations/costumed interpretive programs
- Electronic media/devices available to visitors (downloadable digital files, cell phone tours, podcasts, interactive computer tours, etc.)
- Audiovisual programs (DVD, video, or audio)
- Printed materials (brochures, books, maps, etc.)

- Other (Please specify) \_\_\_\_\_
19. a) In the future, the park is considering offering ranger-led tours to the top of the monument 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 top of the monument could be longer. Is this acceptable to you and your personal group?
- Yes, acceptable                       No, unacceptable                       Don't know
- c) On a future 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 (scouts, work, church)                       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



24. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

- Some high school
- High School Diploma/GED
- Some college
- Bachelor's Degree
- Graduate Degree

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

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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?

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27. a) What did you and your personal group like **most** about your visit to Perry's Victory and International Peace Memorial?

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

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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?

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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?

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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**.

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very poor             | Poor                  | Average               | Good                  | Very good             |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

31. a) 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

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

**OFFICIAL BUSINESS**

**Services Project  
Unit  
Natural Resources  
Idaho  
441139  
83844-1139**

**Visitor  
Park Studies  
College of  
University of  
P.O. Box  
Moscow, Idaho**



