

2001 Tourism Customer Survey: Cedar Point/Lake Erie Islands Regions

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2001 Tourism Customer Survey Cedar Point/Lake Erie Islands Region

A sample of visitors to the Cedar Point/Lake Erie Islands region was contacted over the visitor season of 2001 with the goal of updating visitor profiles and visitation and expenditure data collected during 1991. A sample of 1348 visitors was contacted during the months of March through September of 2001; 594 were contacted in Ottawa County and 754 in Erie County. Questionnaires were mailed to the contacted visitors in six different groups over the study period. A total of 742 visitors responded to the survey, 355 contacted in Ottawa County and 387 contacted in Erie County, for a response rate of 55 percent. Table 1 (see page 4) shows respondents by location of contact; Table 2 show responses by month of contact.

Table 2. Respondents by Month	
Month	Number
March	29
April	35
May	100
June	220
July	233
August	112
September	13
Sum	742

Appendix A contains the questionnaire with data compiled for the total sample, to include responses to the “Other” options in questions 3, 7, 9, 13,14, and 15, and comments to questions 16, 17, and 26.

In this narrative, selected comparisons are made between the 2001 and 1991 surveys for Ottawa and Erie Counties, and among the selected subgroups of visitors from the 2001 survey: Ottawa vs Erie Counties, early (March-June) vs late (July-September) visitors, first vs repeat visitors (questions 4), those contacted at hotels and nature areas

(Table 1), and the six primary purposes of trip listed above—Cedar Point, Put-in-Bay, Kelleys Island, fishing, bird or nature watching, and being near Lake Erie to include swimming or sunbathing. Comparisons with the 1991 survey must be interpreted with caution because the 2001 sample was not as representative of all visitors as was the 1991 sample, i.e., the visitors were contacted at a more select set of sites.

Tables 3 to 5 show comparisons of expenditures per year and days visiting per year. In Table 3, expenditures in Ottawa and Erie Counties are reported for the years 2000, 2001, 1990 and 1991, separated into those reporting for themselves, for their families or for their group. Expenditures for 1990 and 1991 are in inflation-adjusted dollars, where expenditures reported for these years in the earlier survey were multiplied by the inflation adjustment factor of 1.317. In each survey, reported expenditures for 2000 and 1990 were the estimated previous year's expenditures for those who visited the Cedar Point/Lake Erie Islands area. For 2001 and 1991, reported expenditures were a combination of expected expenditures and estimated actual expenditures depending on when the visitor was contacted and whether the visitor expected to return to the area after completing the survey.

From the earlier study, 1990 was a high expenditure year for visitors to the area while the recession year of 1991 saw decreased spending. Spending increased slightly between 2000 and 2001, but both years saw lower expenditures than 1990 inflation adjusted expenditures. While not recession years, 2000 and 2001 were both years of slowing economic growth and falling prices in financial markets.

Table 4 shows days visited or expected to visit during 2000 and 2001 for Ottawa and Erie counties broken down by those reporting for themselves, for their families or for their group. The typical visitor spent 8 to 9 days in the region during 2000 and 2001. Individuals and families spent more days than groups.

Table 5 shows expenditures and days per year for the various subgroups during 2000 and 2001. Included are early and late visitors. First time visitors spent fewer days than repeat visitors; those contacted at hotels and those with the primary purpose of visiting Cedar Point or Put-in-Bay spent fewer days in the area than other subgroups. The subgroups contacted at nature areas and with primary purpose of bird or nature watching stand out as spending far less money than other subgroups. Although a special effort was made to contact visitors interested in bird or nature watching (142 respondents were contacted at nature areas), only 30 listed bird or nature watching as the primary purpose of the trip.

Tables 6 and 7 show the expenditure distribution for all visitors and the selected subgroups of visitors. In Table 6, which shows Ottawa and Erie Counties, early and late visitors, first and repeat visitors, and those contacted at hotels and nature areas, the two subgroups which stand out with a high percent of lodging expenditures are first visitors and those contacted at hotels. In Table 7, those whose primary purpose is to visit Kelleys Island had the highest percent of lodging expenditures while those fishing had the lowest. In addition, Cedar Point visitors had the largest percent of fees and admissions, those

fishing had the highest percent fishing expenditures and those birding and nature viewing had the highest percent of birding and nature equipment expenditures.

Table 8 and 9 show how visitors rank advertising media based on the number N ranking each media; in the case of a tie N, the rank score was used as the tie breaker. With the exception of first time visitors, for whom previous experience is not applicable, previous experience and friends and relatives dominate advertising media among all subgroups. With the exception of Cedar Point, brochures, visitor's guide and internet/website comprise the next three most important media. The internet was the one of the top 5 media for all subgroups in 2001; it was not an alternative in 1991. 1-800-Buckeye also was not on the 1991 questionnaire; it is one of the top 10 media, along with TV, newspaper, visitor's bureau and AAA. Magazines ranked in the top 10 for Ottawa County and for many subgroups.

Tables 10 and 11 show potential needed improvements ranked by visitors based on the number ranking each improvement; in the case of a tie the rank score was used as the tie breaker. In Erie County (Table 10), the same five improvements ranked in the top 5 in 2001 and 1991. In Ottawa County, more variety of lodging and less traffic congestion dropped out of the top 5 and were replaced by more camping facilities and more places to eat. Variety of lodging dropped to ninth in 2001. In Table 11, subgroups ranked needs particular to their subgroup higher than visitors as a whole. For example, first time visitors ranked more advertising and a larger variety of stores in the top 5. Visitors contacted in nature areas ranked more camping facilities and more shoreline fishing access in the top 5. Anglers ranked more shoreline fishing access and more boating facilities in the top 5.

In summary, the 2001 visitor base for the Cedar Point/Lake Erie Islands region appears to be similar to the 1991 base. There is a high proportion of repeat visitors. Expenditure levels, the important advertising media, and needed improvements were ranked similarly in the two surveys. The emergence of the internet as an important advertising media is an opportunity to increase the productivity of advertising expenditures. 1-800-Buckeye, which was started during the 1991 survey, but too late to be on the questionnaire, is also an important media. The reduced rank of more variety of lodging facilities in Ottawa County from first in 1991 to ninth in 2001 is probably the result of new facilities built in response to the need and opportunity.

Table 1. Sample Responses by Location

Abbreviaton	County	Location	Responses
BO	Erie County	Basket Occasion (Store)	10
CP	Erie County	Cedar Point	44
EB	Erie County	Edison Birthplace	27
ECVCB	Erie County	Erie County Convention & Visitors Bureau	106
FW	Erie County	Firelands Winery	12
GBL	Erie County	Great Bear Lodge	7
ICBP	Erie County	Island Café & Brew Pub	12
KIBP	Erie County	Kelleys Island Brew Pub	32
LEWW	Erie County	Lake Erie Wing Watch	9
LDP	Erie County	Lagoon Deer Park	20
Merry GRM	Erie County	Merry-Go-Round Museum	11
MMS	Erie County	Maritime Museum of Sandusky	52
Old woman CK	Erie County	Old woman Creek	2
RHI	Erie County	Radisson Harbour Inn	19
SS	Erie County	Sailor's Sails (Store)	2
MSA	Erie County	Market Street Antiques	10
MHM	Erie County	Milan Historical Museum	6
Motel 6	Erie County	Motel 6	1
SawmillCk	Erie County	Sawmill Creek	5
Erie County Sum			387
EHSP	Ottawa County	East Harbor State Park	87
Fairfield Inn	Ottawa County	Fairfield Inn	1
HIE	Ottawa County	Holiday Inn Express	7
HIEPC	Ottawa County	Holiday Inn Express-PC	85
IHI	Ottawa County	Island House Inn	20
LMCS	Ottawa County	Lakeland Motel & Charter Service	40
Magee M	Ottawa County	Magee Marsh	24
ML	Ottawa County	<i>Marblehead Lighthouse</i>	1
OCVB	Ottawa County	Ottawa County Visitors Bureau	65
OGIC	Ottawa County	Our Guest Inn-Catawba	4
SM	Ottawa County	Surf Motel	20
Port Clinton	Ottawa County	Port Clinton	1
Ottawa County Sum			355
Total Respondents			742

Table 3. Expenditures (\$/yr)

	All Visitors		Ottawa County				Erie	
	2000	2001	2000	2001	1990*	1991*	2000	2001
All (\$)	820	854	825	844	970	835	814	864
N	445	711	232	344	137	229	213	367
Myself (\$)	436	505	514	625	888	761	382	429
N	90	148	37	57	40	50	53	91
Family (\$)	874	862	835	790	896	776	924	940
N	296	460	165	240	68	124	131	220
Group (\$)	1511	1801	1475	1429	1357	1144	1571	2236
N	19	39	12	21	23	32	7	18

* In 2000 inflation adjusted dollars. The inflation factor is 31.7%: the 1990 & 1991 expenditures are multiplied by 1.317 to get the values in the table.

County	
1990*	1991*
959	815
236	498
860	579
57	114
986	859
140	272
988	946
22	55

Table 4. Days Visiting/yr

	All Visitors		Ottawa County		Erie County	
	2000	2001	2000	2001	2000	2001
All (Days)	9.4	8.3	8.7	8.6	10.1	8.1
N	409	561	216	278	193	283
Myself (Days)	8.4	8.3	8.1	9.0	8.6	7.8
N	82	115	33	46	49	69
Family (Days)	10.0	8.7	9.4	9.1	10.8	8.3
N	270	355	154	190	116	165
Group (Days)	6.1	5.1	6.4	5.5	5.6	4.6
N	16	32	11	18	5	14

**Table 5. Expenditures (\$) & Days
by class of visitor**

	Expend itures (\$)		Da ys	
	2000	2001	2000	2001
All Visitors (\$)	820	854	9.4	8.3
N	445	711	409	561
Ottawa County (\$)	825	844	8.7	8.6
N	232	344	216	278
Erie County (\$)	814	864	10.1	8.1
N	213	367	193	283
By early & late; First time vs Repeat Visitors				
Early Visitors (\$)	898	900	9.7	8.3
N	232	364	208	283
Late Visitors (\$)	735	806	9.0	8.3
N	213	347	201	278
First Time Visitors (\$)	N/A	868	N/A	4.1
N		148		90
Repeat Visitors (\$)	830	851	9.4	9.2
N	429	563	400	471
By place of contact				
Hotels (\$)	883	826	6.3	6.0
N	133	202	121	166
Nature Area (\$)	417	531	9.7	10.6
N	105	137	99	112
By primary purpose of visit				
Cedar Point (\$)	831	977	5.3	4.8
N	100	212	92	171
Put-in-Bay (\$)	682	730	6.1	6.0
N	69	119	68	97
Kelleys Island (\$)	820	611	10.1	7.9
N	23	31	20	27
Fishing (\$)	897	1017	12.7	11.5
N	33	47	29	40
Bird/Nature Watch (\$)	339	378	10.8	9.0
N	27	29	23	22
Near Lake Erie (\$)	768	798	9.0	11.5
N	54	63	51	45

Table 6. Expenditure Distribution (%), by selected groups

	All visitors	Ottawa Co	Erie Co	Early	Late	First	Repeat	Hotel
Lodging	28	30	25	26	29	32	27	36
Restaurant	21	20	22	22	21	20	22	23
Transporta	10	9	11	12	9	12	10	9
Fees/Adm	14	13	15	13	15	16	14	12
Groceries	8	10	7	8	9	5	9	7
Birding/Nat	1	1	1	1 *	*		1 *	
Marinas	3	2	4	3	3	2	3	2
Fishing	2	3	1	1	3	1	2	2
Oher Sport *	*	*	*	*	*	*	*	
Crafts, art,	2	2	3	2	2	2	3	1
Drugs, toile	1	1	1	1	1 *		1 *	
Clothing, s	6	5	8	7	6	7	6	5
Other	3	2	3	3	2	2	3	3
N	637	307	330	329	308	129	508	182

* less than 0.5 percent

Early respondents were contacted during March-June, Late during July-September

First time visitors as compared to repeat visitors

Contacted at a hotel or a nature area

Nature
21
15
14
15
14
4
2
4
1
2
1
5
2
116

	All visitors	Cedar Pnt	Put-in-Bay	Kelleys Is	Fishing	Bird/Natr	Lake Erie
Lodging	28	28	30	35	22	27	28
Restaurant	21	20	22	21	18	15	23
Transporta	10	10	9	11	14	23	11
Fees/Adm	14	22	13	6	8	4	11
Groceries	8	7	10	9	11	11	10
Birding/Nat	1*	*		1	1	13	1
Marinas	3	2	3	4	6	1	2
Fishing	2	1	1*		15	1	1
Oher Sport*	*	*	*	1	1*	*	*
Crafts, art,	2	1	3	1*		1	4
Drugs, toile	1	1*		1	1*		1
Clothing, s	6	6	7	7	3	2	7
Other	3	2	2	2	2	3	1
N	637	198	100	27	39	25	54
* less than 0.5 percent							
Primary purpose of trip for selected purposes							

Table 8. Top-10 Advertising Media, by number rank
 Ottawa and Erie Counties, 2001 and 1991 Surveys
 Rank/N

	Previous Experience	Friends/ Relatives	Brochures	Visitor's Guide	Internet/ Website	TV	1-800- Buckeye	Newspaper
All visitors	1	2	3	4	5	6	7	8
N = 713	447	416	280	264	226	167	135	121
Ottawa County								
2001 Surv	1	2	4	3	5	7	6	11
N = 345	235	201	134	134	119	64	71	51
1991 Surv	2	1	3	4	N/A	9	N/A	8
N = 252	105	128	110	102		33		44
Erie County								
2001 Surv	2	1	3	4	5	6	8	7
N= 368	212	215	146	107	107	103	64	70
1991 Surv	1	2	3	4	N/A	5	N/A	6
N = 542	272	264	235	201		157		129

king media

Visitor's Bureau	AAA Office	Other Top-10	Other Top-10
9	10		
116	111		
9	8	Magazines	
53	56	52	
6	N/A	Magazines	C of C
60		63	58
9	10		
63	55		
8	N/A	Radio	Magazines
93		94	88

Table 9. Top-10 Advertising Media, by number ranking media

All Visitors, First time & repeat, hotels & nature areas, and primary purpose: 2001 Survey

Rank/N*

Friends/ Relatives	Brochures	Visitor's Guide	Internet/ Website	TV	1-800- Buckeye	Newspaper	Visitor's Bureau	AAA Office
2 416	3 280	4 264	5 226	6 167	7 135	8 121	9 116	10 111
1 90	2 64	4 58	3 59	5 46	8 23		7 27	9 22
2 326	3 216	4 206	5 167	6 121	7 112	8 108	10 89	9 89
2 117	3 85	4 78	5 71	6 50	8 34	9 31	12 21	7 38
2 77	4 45	3 49	5 44	10 18	6 37	7 25	11 15	9 20
1 121	4 86	6 73	5 80	3 92	8 35	9 34	10 30	12 25
2 63	4 51	3 60	5 38	9 18	6 31	11 17	8 20	7 30
1 24	4 13	3 17	5 11	10 4	6 7	7 7	9 5	11 3
2 24	4 14	5 12	3 18	9 8	11 6	10 6	8 9	12 5
1 21		3 9	4 6			5 4		
2 40	4 26	3 27	5 18	9 11	7 17	6 18	8 14	10 11

Other Top-10	Other Top-10
Magazines 28	
Magazines 29	Radio 22
Magazines 20	Radio Magazines 29
Magazines 17	
Flyers 5	
Magazines 10	C of C 9
Flyers 4	

Table 10. Top-5 Needed Improvements, by number ranking media

Ottawa and Erie Counties, 2001 and 1991 Surveys

Rank/N

	More Competitive Pricing	More Parks and Beaches	Better Public Facilities	Less Traffic Congestion	More Places to Eat	Other Top-5	Other Top-5
All visitors N = 673	1 237	2 205	3 194	4 152	5 150		
Ottawa County							
2001 Survey N = 337	1 110	2 108	3 93	4 54	5 77	6 68	7 68
1991 Survey N = 252	4 41	3 49	2 50	5 40	6 40	5 59	6 59
Erie County							
2001 Survey N = 337	1 127	4 97	2 101	3 98	5 73		
1991 Survey N = 542	1 135	3 109	4 105	2 109	5 87		

Table 11. Top-5 Needed Improvements, by number ranking media

All Visitors, First time & repeat, hotels & nature areas, and primary purpose: 2001 Survey
Rank/N*

	More Competitive Pricing	More Parks and Beaches	Better Public Facilities	Less Traffic Congestion	More Places to Eat	Other Top-5	Other Top-5
All visitors N = 673	1 237	2 205	3 194	4 152	5 150		
First Time N = 129	2 38	3 30	6 25	8 24	1 38	Advertising 27	More Stores 26
Repeat N = 544	1 199	2 175	3 169	24 128	5 112		
Place of Contact:							
Hotels N = 204	1 73	2 60	7 33	6 33	3 50	g Facilities 44	of Lodging 37
Nature Area N = 134	4 36	3 49	1 58	7 22	6 23	g Facilities 53	Shoreline Fish Access 30
Purpose of Trip:							
Cedar Point N = 201	1 80	2 61	3 54	4 46	5 42		
Put-in-Bay N = 115	1 50	2 40	3 26	6 20	4 24	of Lodging 21	
Kelleys Island N = 29	2 9	3 7	1 13	5 7	6 6	y of Stores 7	
Fishing N = 42	9 6	4 13	2 15	8 7	6 9	ish Access 16	g Services 13
Bird/Nature N = 29	5 6	2 12	1 14	4 7	3 11		
Near Lake N = 63	4 17	1 23	2 21	6 13	5 15	g Facilities 18	

* Where the same number of visitors ranked a media, the media with the lower score, indicating greater

r importance, was used as the tie breaker.

APPENDIX A

CEDAR POINT/LAKE ERIE ISLANDS REGION

2001 TOURISM CUSTOMER SURVEY

N = 742 Revised February 13, 2002

Location _____

Dates Contacted: March-June = 384
July-September = 358

Please answer all questions completely. All questions refer to the area designated on the map. Your responses will remain completely confidential and will be reported as a group.

1. When you visited the Cedar Point/Lake Erie Islands Region on the date listed above, who was with you?
(Check all that apply) N = 741
_26__ I was alone _490_ Spouse/Partner _333__ Child(ren) _65__ Parent(s)
_121__ Other Relatives _200__ Friend(s) _19__ Business Associates _16__ Tour group
2. How long before you made this trip to the Cedar Point/Lake Erie Islands Region did you plan to come?
N = 735; Mean = 2.4, i.e., between 1-2 & 3 months

287 (39%) Less than one month _175 (24%)_ One to two months _60 (8%)_ Three months
100 (14%) Three to six months _93 (13%)_ Six months to one year _20 (3%)_ More than one year
3. What was the primary purpose of this trip? (Please check only one)
N = 741
_222__ Visit Cedar Point _123__ Visit Put-in-Bay _11__ Shop for antiques and crafts
_49__ Fishing _33__ Visit Kelleys Island _6__ Shop in general
_18__ Boating/Sailing _25__ Visit Islands in general _4__ Stay for the summer
_30__ Bird/nature watching _30__ Visit family or friends _27__ Business
_15__ Swim/sunbath at beach _7__ Festival or event _4__ I am a resident
_51__ Be near Lake Erie _86__ Other (Please specify) _____
4. Was this your first visit to the Cedar Point/Lake Erie Islands Region? _153 (21%)_ Yes _586_ No
N = 739
4a. If you checked Yes, do you plan to return to the area? _135__ Yes _11__ No (please go to question 7).
N = 146
4b. If you checked No to question 4, in what year did you first visit Lake Erie? _1978__ N = 443
Before 1959 = 21; 1950s = 46; 1960s = 63; 1970s = 76; 1980s = 100; 1990-94 = 34; 1995-99 = 62; 2000+ = 41
4c. How often do you visit the Cedar Point/Lake Erie Islands Region? N = 598
366 (61%) Every year _49 (8%)_ Every other year _183 (31%)_ Occasionally
5. Did you visit the Cedar Point/Lake Erie Islands Region during 2000? _430 (63%)_ Yes _252 (37%)_ No
N = 682
5a. If Yes, how many days did you visit during 2000? _9.4_ Days N = 409
6. How many days do you plan to visit the Cedar Point/Lake Erie Islands Region during 2001? _8.3_ Days
N = 561

7. Did you (2000) and do you plan (2001) to visit the following areas and attractions? (Check all that apply)

N:	406 visited	651
	276 not visit	
Areas:	<u>During 2000</u>	<u>During 2001</u>
<i>Did not visit</i>	<u>276</u>	
Downtown Port Clinton	<u>242</u>	<u>360</u>
Downtown Sandusky	<u>196</u>	<u>323</u>
Oak Harbor area	<u>96</u>	<u>126</u>
Milan	<u>62</u>	<u>100</u>
Elmore	<u>44</u>	<u>50</u>
Lakeside	<u>129</u>	<u>154</u>
Marblehead Peninsula	<u>232</u>	<u>333</u>
Johnson Island	<u>83</u>	<u>81</u>
Catawba Island	<u>168</u>	<u>226</u>
Put-in-Bay	<u>200</u>	<u>321</u>
Kelleys Island	<u>160</u>	<u>221</u>
Huron	<u>109</u>	<u>134</u>
Vermilion	<u>103</u>	<u>121</u>
Other (please list)_____	<u>49</u>	<u>61</u>
Mean # of areas visited	4.6	4.0
Range of areas visited:	1-13	1-13
# visiting 6 areas or more	142	163

N:	431	655
Attractions:		
Bird/nature watch area	<u>99</u>	<u>138</u>
Beach	<u>226</u>	<u>333</u>
Marinas/boat ramps	<u>140</u>	<u>203</u>
Cedar Point	<u>215</u>	<u>329</u>
Marblehead Lighthouse	<u>195</u>	<u>299</u>
Sandusky Mall	<u>115</u>	<u>161</u>
Merry-Go-Round Museum	<u>46</u>	<u>79</u>
Schedel Arboretum	<u>26</u>	<u>32</u>
Hayes Presidential Center	<u>44</u>	<u>48</u>
Edison birthplace	<u>41</u>	<u>71</u>
Winery	<u>141</u>	<u>197</u>
Other (please list)_____	<u>49</u>	<u>103</u>
Mean # of attractions visited	3.1	3.0
Range of attractions visited:	1-11	1-12
# visiting 5 attractions or more:	85	115

8. During your visits to the Cedar Point/Lake Erie Islands Region how much in total did you (2000) and do you plan (2001) to spend? N = 667

8a. I am reporting for 154 (23%) Myself, 472 (71%) My spouse/family, 41 (6%) My private group.

	<u>During 2000</u>	<u>During 2001</u>
	N = 445	N = 711
Under \$100	<u>60</u>	<u>69</u>
\$100 to \$299	<u>109</u>	<u>153</u>
\$300 to \$499	<u>107</u>	<u>175</u>
\$500 to \$999	<u>85</u>	<u>181</u>
\$1,000 to 2,999	<u>68</u>	<u>105</u>
\$3,000 to 4,999	<u>7</u>	<u>15</u>
\$5,000 or more	<u>9</u>	<u>13</u>
Mean expenditure	\$820	\$854

8b. If you spent \$3,000 or more, did you purchase a boat or other large item? 6 Yes 8 No

Mean Expenditure [Days] by reporting stance:	N = 14	
	<u>During 2000</u>	<u>During 2001</u>
(N) (N)		
Myself	\$436 [8.4] (90) (82)	\$505 [8.3] (148) (115)
Family	\$874 [10.0] (296) (270)	\$862 [8.7] (460) (355)
Group	\$1,511 [6.1] (19) (16)	\$1,801 [5.1] (39) (32)

9. When you stay overnight at the Cedar Point/Lake Erie Islands Region, what type of lodging do you use?
(Check all that apply) N = 733; 36 used 3 or more types

81 Do not stay overnight 20 Own cottage/home 21 Condominium
 435 Hotel/motel 55 Rental cottage/home 173 Campground
 43 Bed & breakfast 54 Boat 63 Friend/relative's home
 6 Other (Please specify) _____

10. Please estimate the percent of your total planned expenditures during 2001 on each item listed below.
(Sum = 100) N = 637

28 % Lodging
 21 % Restaurants
 10 % Transportation (including gas, car rental, air fares, etc.)
 14 % Fees or admissions (Cedar Point, ferryboats, entertainment, etc.)
 8 % Groceries, drinks, etc.
 1 % Birding/nature/hiking equipment (binoculars, hiking shoes, etc.)
 3 % Marinas/boating (Slip rental, fuel, rentals, personal watercraft, etc.)
 2 % Fishing (Bait, tackle, charter fees, etc.)
 under .5 % Other sports equipment (water skis, tennis rackets, hunting, etc.)
 2 % Crafts/arts/antiques
 1 % Drugs, toiletries, etc.
 6 % Clothing, souvenirs, etc.
 3 % Other

11. Please rate the **prices** of the goods and services you purchased while visiting the Cedar Point/Lake Erie Islands Region. N = 731; Mean = 2.4

40 Very competitive 384 Competitive 277 Slightly expensive 30 Very expensive

12. Please rank the **quality** of the goods and services you purchased while visiting the Cedar Point/Lake Erie Islands Region. N = 731; Mean = 2.5

5 Below Average 441 Average 225 Above average 60 Excellent

13. To what extent did the following media attract you to the Cedar Point/Lake Erie Islands Region?

Please choose the five most important. Use "1" to indicate the most important, then continue through 5 to indicate your fifth choice. N = 713 [Mean(N)]

3.7 (121) Newspaper 3.1 (264) Visitor's guide 3.8 (11) Yellow pages 1.9 (447) Previous experience
 3.9 (36) Billboards 3.4 (116) Visitors bureau 2.9 (226) Internet/website 2.2 (416) Friends/Relatives
 3.7 (74) Radio 3.4 (280) Brochures 2.9 (111) AAA Office 3.7 (47) Outdoor displays
 2.9 (167) TV 3.5 (69) Flyers 3.8 (N) Travel shows 3.3 (49) Chamber of Commerce
 3.3 (103) Magazines 3.2 (135) 1-800-Buckeye 2.6 (88) Other (Please specify) _____

14. Which of the following best describes where you recreate most often: N = 735

377 The Cedar Point/Lake Erie Islands Region
 61 Other areas of Lake Erie in Ohio
 87 Other areas of Ohio (Please specify) _____
 193 Areas outside of Ohio (Please specify) _____

15. What do you think are the most important needs for improved tourism recreation at the Cedar Point/Lake Erie Islands Region? Check the three most important. Use "1" to indicate top priority, "2" second, and "3" third priority. N = 673 [Mean(N)]

- | | |
|---------------------------------------------------------------------|-------------------------------------------|
| 1.9 (194)_ Better public facilities (toilets, drinking water, etc.) | |
| 2.1 (54)_ Better weather information | 2.2 (62)_ Better customer service |
| 1.9 (74)_ Better and/or more boating services | 1.8 (237)_ More competitive pricing |
| 2.0 (91)_ Larger variety of lodging services | 2.1 (77)_ More lodging facilities |
| 1.8 (113)_ More camping facilities | 1.9 (205)_ More public parks and beaches |
| 2.2 (89)_ More shoreline fishing access | 2.3 (86)_ Larger variety of stores |
| 2.0 (150)_ More places to eat | 2.3 (23)_ Better selection of merchandise |
| 2.3 (25)_ Better quality of merchandise | 2.2 (94)_ Longer evening store hours |
| 1.9 (152)_ Less traffic congestion | 1.9 (73)_ More advertising |
| 2.0 (81)_ Other (Please specify) _____ | |

16. What do you like best about the Cedar Point/Lake Erie Islands Region recreational areas? In WORD file

17. What changes need to be made, if any, by tourism merchants in the Cedar Point/Lake Erie Islands Region? In WORD file

Please indicate the following about yourself:

18. What is your gender? N = 737

238 (32%) Male _498 (68%)_ Female

19. What is your marital status: N = 737

_ 76__ Single, NO children _ 48__ Single, children less than 18 _ 28__ Single, children 18 & over
 _ 71__ Couple, NO children _284__ Couple, children less than 18 _228__ Couple, children 18 & over

20. What is your age? N = 737

_ 8__ 17 and under _ 32__ 18 to 25 _125__ 26 to 35 _224__ 36 to 45
 _209__ 46 to 55 _ 83__ 56 to 64 _ 47__ 65 to 74 _ 9__ 75 and over

21. What is your highest level of schooling attained? N = 737

_ 14__ Less than high school _269__ High school diploma _160__ Associate degree
 _173__ Bachelor's degree _121__ Master's degree or higher

22. What is your occupation? (Please check all that apply.) N = 733

_113__ Executive, managerial, or administrative _ 14__ Public administration _220__ Professional
 _ 60__ Technical _ 46__ Sales _ 40__ Laborer _ 35__ Clerical
 _ 0__ Military _ 60__ Homemaker _ 13__ Student _ 6__ Unemployed
 _ 66__ Retired _ 60__ Other

2nd (N=94):PA=4;Prof=8;Tech=7;Sales=5;Labr=4;Cler=5;Mil=5;Home=25;Stu = 5;Unem=2;Ret=12; Oth=12

23. Including you, how many people live in your household? _3.2__ Range: 1-9__ N = 711

24. Please check the yearly before tax income of your household. N = 660; Mean = \$64,970

_ 4__ Less than \$10,000 _ 40__ \$10,001 to \$25,000 _111__ \$25,001 to \$40,000
 _106__ \$40,001 to \$55,000 _167__ \$55,001 to \$70,000 _101__ \$70,001 to \$90,000
 _ 75__ \$90,001 to "\$110,000 _ 30__ \$110,001 to \$130,000 _ 26__ More than \$130,000

25. Where do you live: N = 741

City: _____ State/Province: 36states/provinces-- OH = 459; MI = 64; IN = 46; PA = 31; Other = 141
 Zip Code: _____ Country: _730__ USA _5__ Other (Please list)_Canada__

26. Additional Comments: See WORD file