



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

Visitor Services Project

Sleeping Bear Dunes National Lakeshore

Visitor Study



OMB Approval 1024-0224 (NPS# 08-044)
Expiration date: 12/31/2009



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Sleeping Bear Dunes National Lakeshore
9922 Front St.
Empire, MI 49630

July 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 Sleeping Bear Dunes National Lakeshore. 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,

Dusty Shultz
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 (O), 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 Sleeping Bear Dunes National Lakeshore

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. a) Prior to your visit, how did you and your personal group obtain information about Sleeping Bear Dunes National Lakeshore (NL)? Please mark (●) **all** that apply in column (a).

- b) If you were to visit Sleeping Bear Dunes NL in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) Prior to this visit

b) Prior to future visits

- | | |
|--|-----------------------|
| <input type="radio"/> Obtained no information prior to visit → Go to part b of this question | |
| <input type="radio"/> Previous visits | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.) | <input type="radio"/> |
| <input type="radio"/> Maps/brochures | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> Inquiry to park via phone, mail, or email | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/videos | <input type="radio"/> |
| <input type="radio"/> Sleeping Bear Dunes NL website: www.nps.gov/slbe | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

- c) From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

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

2. a) **Prior to this visit**, were you and your personal group aware that Sleeping Bear Dunes NL is a unit of the National Park System?

☐ Yes ☐ No

- b) Wilderness areas are proposed within Sleeping Bear Dunes NL in order to provide opportunities for solitude and recreation. **Prior to this visit**, were you and your personal group aware of the proposed wilderness areas?

☐ Yes ☐ No

3. a) **Prior to this visit**, were you and your personal group aware of the following rules/regulations at Sleeping Bear Dunes NL? Please mark (●) **one** answer for each item in column (a).

- b) Did you and your group learn (via publications, signs, talking to park staff, etc.) about these rules/regulations **during this visit** to Sleeping Bear Dunes NL? Please mark (●) **one** answer for each item in column (b).

a) Aware prior to visit?		Rules/regulations	b) Learned during visit?	
Yes	No		Yes	No
<input type="radio"/>	<input type="radio"/>	An entrance fee is required to recreate within Sleeping Bear Dunes NL	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Pets are only permitted in certain areas and must be controlled on a 6-foot or less leash	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Glass containers are not allowed on beaches	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	It is illegal to transport firewood from quarantined areas in Michigan	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Bicycles are not allowed on trails	<input type="radio"/>	<input type="radio"/>

4. a) Sleeping Bear Dunes NL operates year round, although available programs and facilities vary according to season. Prior to this visit, were you and your personal group aware that the park operates year round?

☐ Yes ☐ No

- b) **Including this visit**, in which seasons have you and your personal group visited the park? Please mark (●) **all** that apply.

Spring	Summer	Fall	Winter
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c) Would you and your personal group consider visiting in a season other than summer?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

- d) If YES, in which season(s) would you and your personal group likely visit? Please mark (●) **all** that apply.

Spring	Fall	Winter
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Several non-profit organizations work as partners to protect Sleeping Bear Dunes NL. They provide support to the park through donations/contributions to scientific studies, educational programs, and general operational needs. **Prior to receiving this questionnaire**, were you and your personal group aware of the following groups?

- a) Friends of Sleeping Bear Dunes ☐ Yes ☐ No
- b) Manitou Islands Memorial Society ☐ Yes ☐ No
- c) Preserve Historic Sleeping Bear ☐ Yes ☐ No

6. a) Currently, advance reservations are accepted via the Internet or telephone for selected campgrounds within Sleeping Bear Dunes NL. On this visit, did you and your group use the camping reservation system? Please mark (●) **one**.

- ☐ Did not camp on this visit → **Go to part e of this question**
- ☐ No, we camped in first-come, first-served only campground
- ☐ No, we were aware of the reservation system, but chose not to use it
- ☐ Yes, we used the campground reservation system

- b) If you and your personal group camped in the park on this visit, which campground did you use? Please specify in the table below.

- c) How crowded did you and your personal group feel at the campground that you used? Please mark (●) **one**.

- d) Finally, for only those campgrounds that you or your personal group **used**, please rate their quality from 1-5.

d) **What quality?**

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

b) Campground (Please specify)	c) How crowded?					
	Over crowded	Crowded	Neither crowded nor uncrowded	Somewhat uncrowded	Not at all crowded	
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____

- e) If you were to camp inside Sleeping Bear Dunes NL on a future visit, which of the following options would you and your personal group prefer? Please mark (●) **one**.

- ☐ All campsites are first-come, first-served
- ☐ Advance reservations for all campsites
- ☐ Advance reservations for some; first-come, first-served for others

7. On this trip, what was the **primary** reason that you and your personal group came to the Sleeping Bear Dunes NL area? Please mark (●) **one**.

- ☐ Resident of the area (within 1-hour drive from park boundary). Use map on page 11 for park boundary.
- ☐ Visit Sleeping Bear Dunes NL
- ☐ Visit other attractions in the area
- ☐ Visit friends/relatives in the area
- ☐ Business
- ☐ Other (Please specify) _____

8. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** inside Sleeping Bear Dunes NL, or in the surrounding area (within 1-hour drive from park boundary)?

☐ Yes ☐ No → **Go to Question 9**

- b) If YES, please list the number of nights you and your personal group stayed in Sleeping Bear Dunes NL and/or in the **surrounding area** (within 1-hour drive).

_____ Number of nights **inside** Sleeping Bear Dunes NL

_____ Number of nights in the **surrounding area** outside the park

- c) & d) In which types of lodging did you and your personal group spend the night(s)? Please mark (●) **all** that apply.

c) Inside park d) Outside park in surrounding area (within 1-hour drive)

- | | | |
|-----------------------|-----------------------|---|
| <input type="radio"/> | <input type="radio"/> | Lodges, hotels, motels, vacation rentals, B&B, etc. |
| <input type="radio"/> | <input type="radio"/> | RV/trailer camping |
| <input type="radio"/> | <input type="radio"/> | Tent camping in developed campground |
| <input type="radio"/> | <input type="radio"/> | Backcountry camping |
| <input type="radio"/> | <input type="radio"/> | Seasonal residence |
| <input type="radio"/> | <input type="radio"/> | Residence of friends or relatives |
| <input type="radio"/> | <input type="radio"/> | Other (Please specify below) |

Inside _____ Outside _____

9. a) As you were planning your trip, what did you and your personal group **expect** to do on this visit? Please mark (●) **all** that apply in column (a).
- b) On this visit, what did you and your personal group **actually** do within Sleeping Bear Dunes NL? Please mark (●) **all** that apply in column (b).

a) Expected activities**b) Activities on this visit**

- | | |
|---|-----------------------|
| <input type="radio"/> Attending ranger-led talks/programs | <input type="radio"/> |
| <input type="radio"/> Attending special events | <input type="radio"/> |
| <input type="radio"/> Backpacking/camping in backcountry campsites | <input type="radio"/> |
| <input type="radio"/> Beach activities (swimming, sunbathing, walking) | <input type="radio"/> |
| <input type="radio"/> Boating/kayaking/canoeing/tubing | <input type="radio"/> |
| <input type="radio"/> Camping in developed campgrounds | <input type="radio"/> |
| <input type="radio"/> Creative arts (photography, drawing, painting, writing) | <input type="radio"/> |
| <input type="radio"/> Enjoying solitude/quiet | <input type="radio"/> |
| <input type="radio"/> Fishing/hunting | <input type="radio"/> |
| <input type="radio"/> General sightseeing | <input type="radio"/> |
| <input type="radio"/> Nature study (birdwatching, wildlife viewing, stargazing) | <input type="radio"/> |
| <input type="radio"/> Visiting historic sites | <input type="radio"/> |
| <input type="radio"/> Walking/hiking/dune climbing | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

Expected: _____ This visit: _____

- c) Which **one** of the above activities was the primary reason you and your personal group visited Sleeping Bear Dunes NL on this visit? Please list only **one** activity.

10. a) On this visit to Sleeping Bear Dunes NL, did anyone in your personal group participate in any of the ranger-led talks/programs?

☐ No ☐ Yes → **Go to Question 11**

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

- ☐ Not interested
- ☐ Did not have time for this activity
- ☐ Not aware of any ranger-led talks/programs offered at park
- ☐ Not enough programs offered
- ☐ Other (Please specify) _____

11. a) On this visit to Sleeping Bear Dunes NL, which park sites did you and your personal group visit? Please mark (●) **all** that apply in column (a). Use the map on the page 11 to help you locate the sites.

b) For the sites that you and your personal group visited, how crowded did you feel? Please mark (●) **one** answer for each location.

		b) How crowded?				
		Over crowded	Neither crowded nor uncrowded	Somewhat uncrowded	Not at all crowded	
a) Location						
<input type="radio"/>	Crystal River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Platte River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Dune Climb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	North Bar Lake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Pierce Stocking Scenic Drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Port Oneida Rural Historic District	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Visitor Center (in Empire)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	North Manitou Island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	South Manitou Island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Glen Haven/Maritime Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Beach (specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Other (specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) If you and your personal group **did not** visit either of the Manitou Islands, why not? Please be specific.

12. a) Please mark (●) **all** the visitor services and facilities that you or your personal group **used** at Sleeping Bear Dunes NL 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.

a) Visitor services/facilities used Mark (●)	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
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Indoor exhibits/museums	_____	_____
<input type="radio"/> Outdoor exhibits	_____	_____
<input type="radio"/> Park orientation slideshow	_____	_____
<input type="radio"/> Ranger-led talks/programs	_____	_____
<input type="radio"/> Ferry service to Manitou Islands	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park website: www.nps.gov/slbe used before or during visit	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____

13. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Sleeping Bear Dunes NL 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"/>

b) How crowded?						1=Very poor
						2=Poor
						3=Average
						4=Good
						5=Very good
a) Trail (specify)	Over crowded	Crowded	Neither crowded nor uncrowded	Somewhat uncrowded	Not at all crowded	
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

15. In which communities, within a 1-hour drive from park boundary, did you and your personal group purchase support services (such as hotels, restaurants, groceries, gas, recreational equipment rentals, etc.) that were specifically related to this visit to Sleeping Bear Dunes NL? Please mark (●) **all** that apply.

☐ None → **Go to Question 16**

☐ Empire

☐ Traverse City

☐ Leland

☐ Glen Arbor

☐ Frankfort

☐ Beulah/Benzonia

☐ Other (Please specify) _____

16. It is the National Park Service's responsibility to protect Sleeping Bear Dunes NL's natural, scenic, and cultural resources while providing for public enjoyment. How important is protection of the following park resources/attributes to you? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
Recreational opportunities	<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"/>
Dark, starry night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sand dunes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. On this visit to Sleeping Bear Dunes NL, how long did you and your personal group spend visiting the **park**? 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**

18. 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 you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

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

☐ Alone

☐ Family

☐ Friends

☐ Family and friends

☐ Other (Please specify) _____

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

_____ Number of people

b) On this visit, how many vehicles did you and your personal group use to arrive at the park?

_____ Number of vehicles

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

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c & d) Number of visits to Sleeping Bear Dunes NL (including this visit)	
			past 12 months	lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

22. 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 23**

- b) If YES, what services or activities were difficult to access/participate in?

- c) What specific problems did the person have?

23. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Sleeping Bear Dunes NL and the surrounding **area** (within a 1-hour drive from park boundary). **Please write "0" if no money was spent in a particular category.**

- a) Please list your group's total expenditures inside Sleeping Bear Dunes NL.

- b) Please list your group's total expenditures in the **surrounding area** outside the park (within a 1-hour drive from park boundary).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Sleeping Bear Dunes NL.

Expenditures

a) Inside park

b) Outside park in surrounding area

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

24. If you were to visit Sleeping Bear Dunes NL in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Sleeping Bear Dunes NL? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 25**
- ☐ Indoor exhibits ☐ Outdoor exhibits
- ☐ Park website: www.nps.gov/slbe ☐ Self-guided tours
- ☐ Ranger-led interpretive programs ☐ Special events
- ☐ Films, movies, slideshows
- ☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer tours, audio, etc.)
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Volunteer opportunities
- ☐ Other (Please specify) _____

25. a) What did you and your personal group like **most** about your visit to Sleeping Bear Dunes NL?

b) What did you and your personal group like **least** about your visit to Sleeping Bear Dunes NL?

26. Is there anything else you and your personal group would like to tell us about your visit to Sleeping Bear Dunes NL?

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
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University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139**

