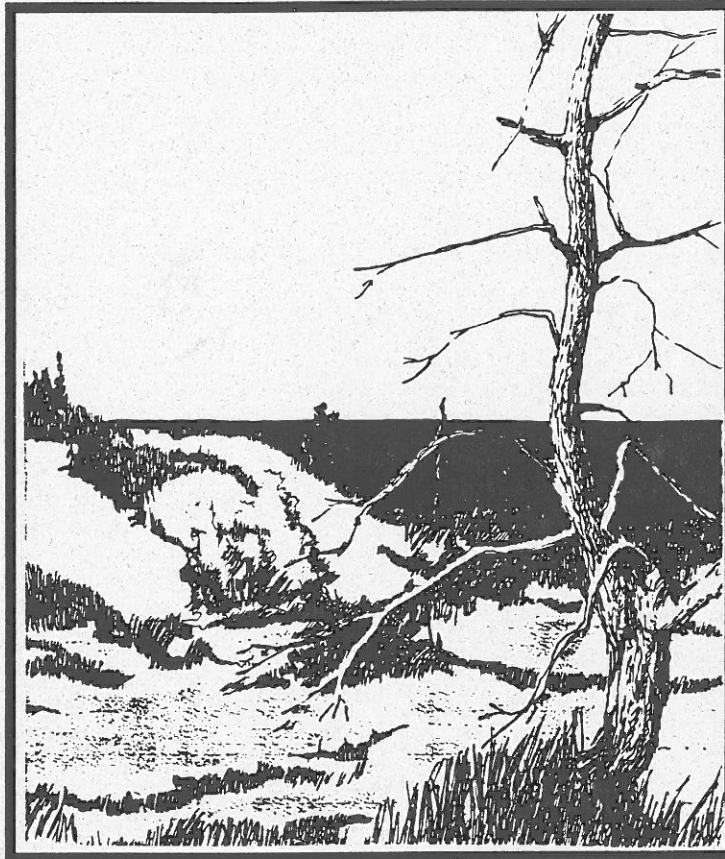

Visitor Services Project Indiana Dunes National Lakeshore



Visitor Services Project Report 58
Cooperative Park Studies Unit



University of Idaho



Visitor Services Project Indiana Dunes National Lakeshore

Dwight L. Madison

Report 58

February 1994

Dwight Madison is VSP Eastern Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Indiana Dunes National Lakeshore for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Indiana Dunes National Lakeshore

Report Summary

- This report describes the results of a visitor study at Indiana Dunes National Lakeshore during July 12-18, 1993. A total of 510 questionnaires were distributed and 360 returned, a 70% response rate.
- This report profiles Indiana Dunes National Lakeshore visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (55%). Thirty-five percent of visitors were 15 years old or younger; forty-two percent were 21-50 years old. Most (60%) had visited Indiana Dunes previously.
- Visitors from foreign countries comprised 4% of the visitation. Sixty-eight percent of the U.S. visitors came from Indiana and Illinois, with smaller proportions from many other states.
- Most visitors (56%) spent between two to four hours at Indiana Dunes National Lakeshore. Walking on the beach (61%), sun bathing (52%), and swimming (51%) were the most popular activities during their visit. Swimming (72%), walking on the beach (70%) and sun bathing (64%) were the most common activities the visitors listed as activities they participated in during past visits to the park.
- Mount Baldy was the most visited park site (62%). Fifty-six percent of the visitors visited Indiana Dunes State Park. Half of the visitors (50%) visited West Beach and forty-three percent of the visitors visited the visitor center.
- Visitors most often used previous visits (57%) and advice from friends and relatives (45%) as sources of information about the park.
- The most used facilities were the parking lots (87%), restrooms (76%) and the trails (54%). The trails, picnic areas/shelter houses, parking lots and campgrounds received the highest quality ratings.
- Directional signs (71%), informational signs (60%) and uniformed park staff (51%) were the most used interpretive/informational services at Indiana Dunes. The trail maps, the visitor nature center, and regulation signs received the highest quality ratings.
- Visitors made many additional comments.

<p>For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844 or call (208) 885-7129.</p>

TABLE OF CONTENTS

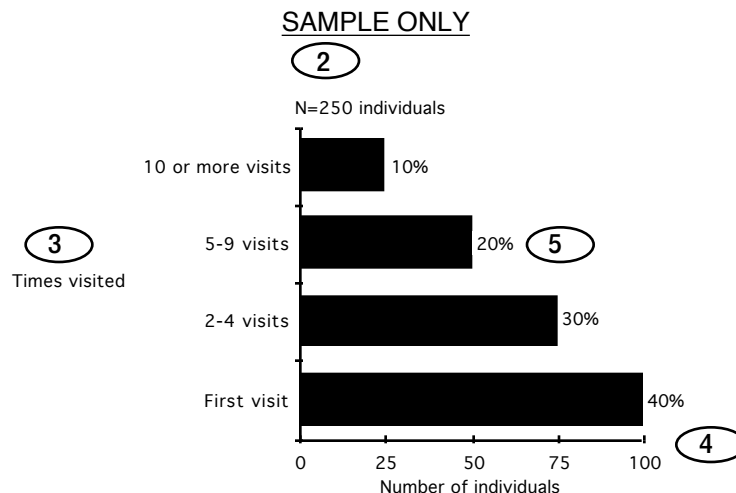
	Page
INTRODUCTION	1
METHODS	2
RESULTS	4
Visitors contacted	4
Demographics	4
Length of stay	9
Sites visited	10
Sources of park information	11
Activities this visit	12
Activities past visits	13
Starting location day of visit	14
Destination on day of visit	15
Facilities use, importance and quality	16
Interpretive/visitor services use, importance and quality	27
Reasons for visiting	47
Other attractions visited in the area	48
Proposals for future planning	49
Comment summary	51
MENU FOR FURTHER ANALYSIS	53
QUESTIONNAIRE	55

INTRODUCTION

This report describes the results of a study of visitors at Indiana Dunes National Lakeshore (referred to as "Indiana Dunes"). This visitor study was conducted July 12-18, 1993 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) **Figure 4: Number of visits**

- 1: The figure title describes the graph's information.
 - 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
 - 3: Vertical information describes categories.
 - 4: Horizontal information shows the number or proportions in each category.
 - 5: In most graphs, percentages provide additional information.
-

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Indiana Dunes National Lakeshore during July 12-18, 1993. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design and administration

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they left Mt. Baldy, Lake View, Dorothy Buell Memorial Visitor Center, West Beach, Indiana Dunes State Park and the Bailly/Chellberg farm within Indiana Dunes National Lakeshore. Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four and six weeks after the survey.

Data analysis

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 355 groups, Figure 3 presents data for 1327 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,
missing data
and reporting
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 360 questionnaires were returned, Figure 1 shows data for only 355 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Like all surveys, this study has limitations which should be considered when interpreting the results.

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 12-18, 1993. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

RESULTS

Visitors contacted

Five hundred fifty-two visitor groups were contacted; 92% accepted questionnaires. Three hundred sixty visitor groups completed and returned their questionnaires, a 70% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias was moderate; younger respondents may be slightly under-represented.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	510	37.0	358	40.2
Group size	510	4.5	355	4.9

Demographics

Figure 1 shows group sizes, which varied from one person to 135 people. Eighty-nine percent of Indiana Dunes visitors came in groups of two to ten. Fifty-five percent of visitors came in groups identified as family, as shown in Figure 2.

Figure 3 shows varied age groups; the most common were visitors aged 21-50 years old (42%) and 15 or younger (35%). Most visitors (60%) had visited Indiana Dunes previously (see Figure 4).

Visitors from foreign countries comprised 4% of all visitation. Map 2 and Table 3 show that the many of the U.S. visitors came from Indiana and Illinois.

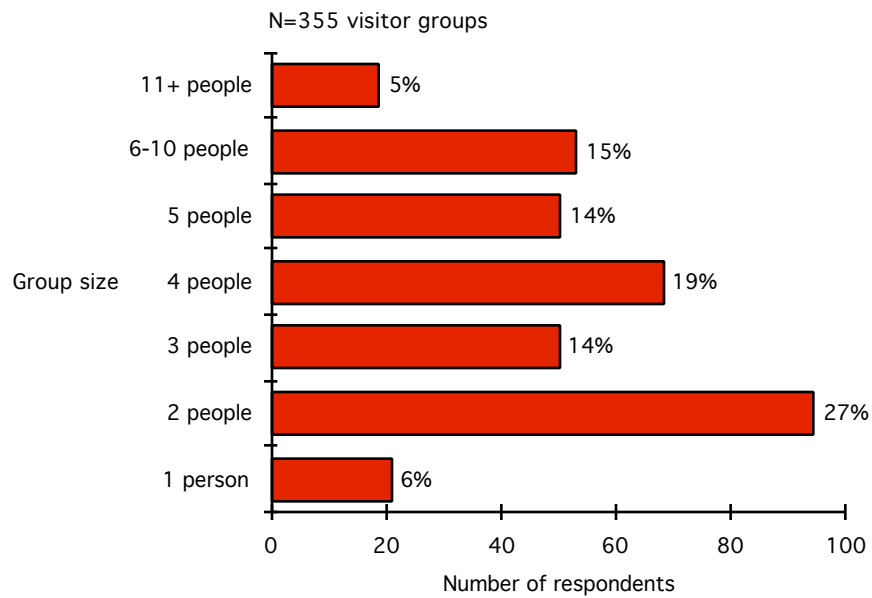


Figure 1: Visitor group sizes

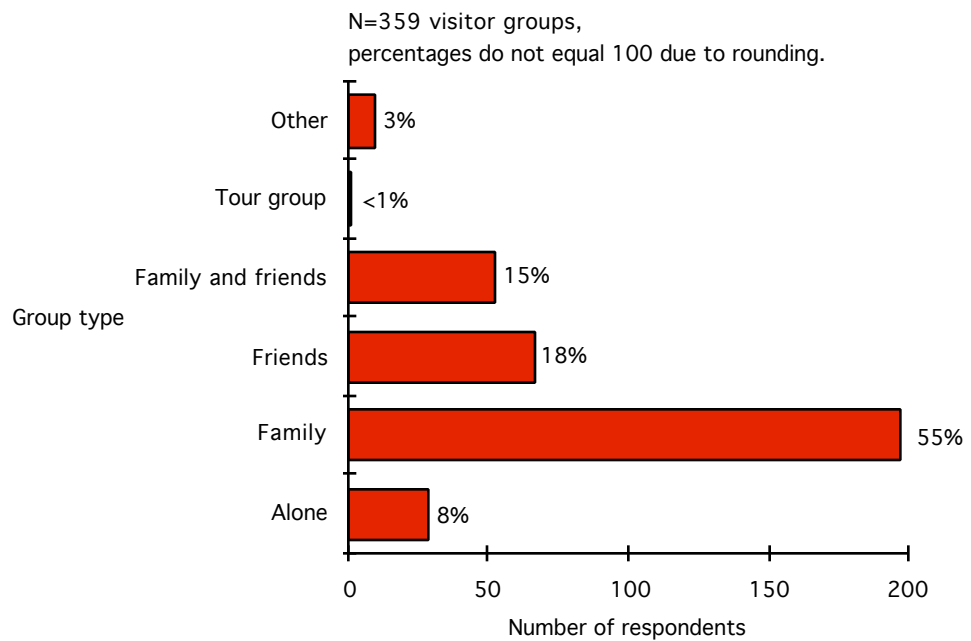


Figure 2: Visitor group types

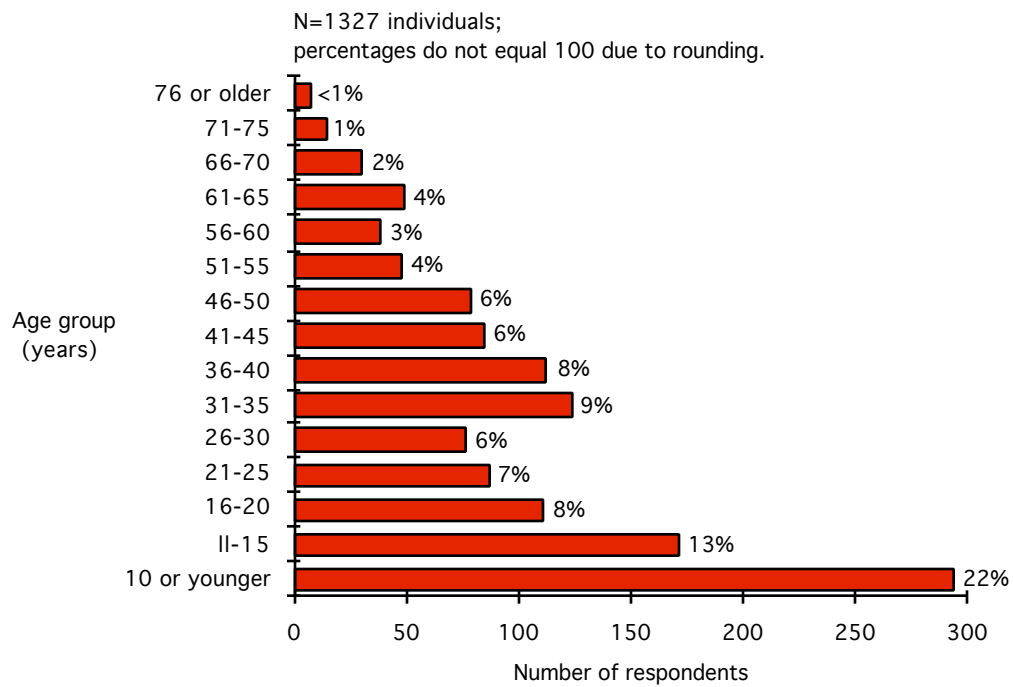


Figure 3: Visitor ages

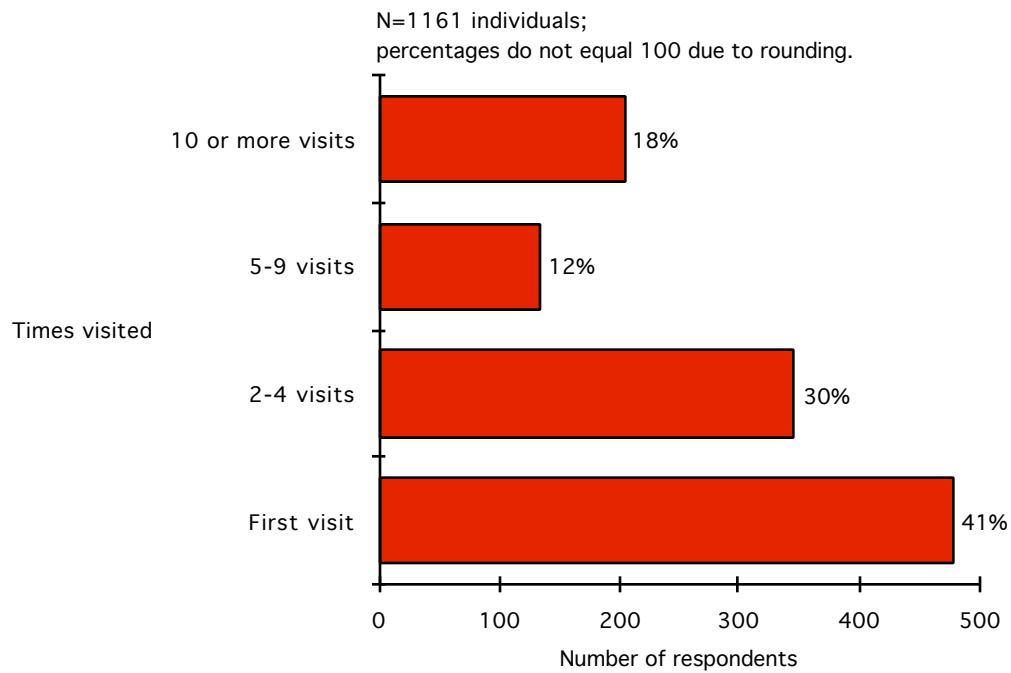
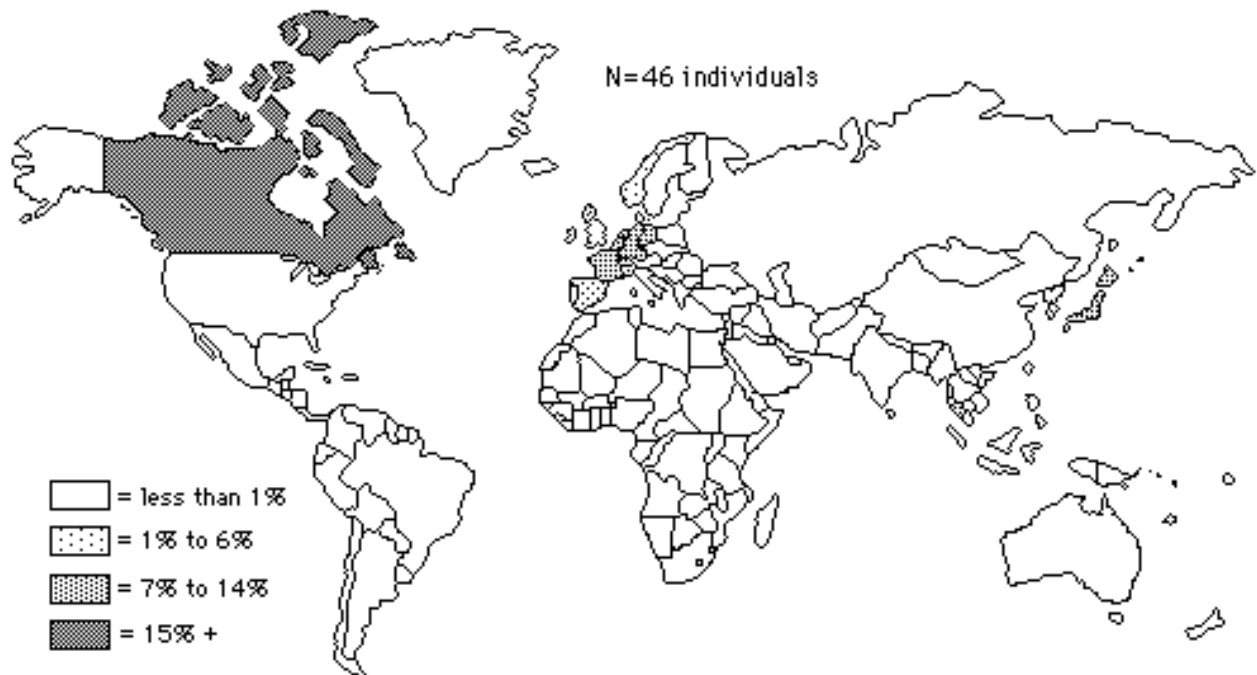


Figure 4: Number of visits

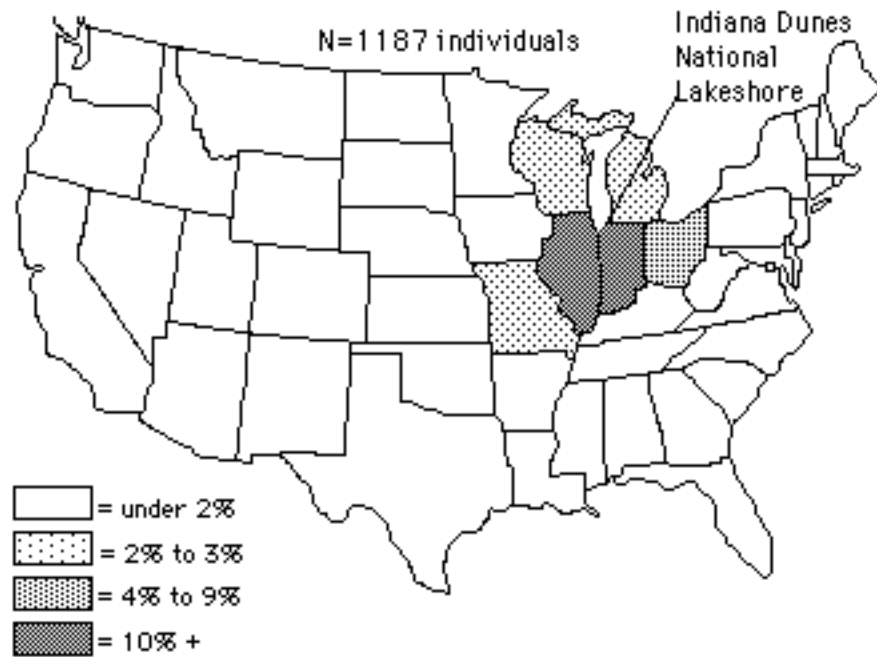


Map 1: Proportion of international visitors by country

Table 2: Foreign visitors by country of residence

N=46 individuals

Country	Number of individuals	% of international visitors
Canada	13	28
Germany	6	13
Japan	4	9
Belgium	3	7
Korea	3	7
France	3	7
Thailand	3	7
Spain	2	4
Holland	2	4
Scotland	2	4
Sweden	2	4
Switzerland	2	4
Norway	1	2



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=1187 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Indiana	516	44
Illinois	398	34
Ohio	49	4
Wisconsin	30	3
Michigan	24	2
Missouri	24	2
Other states (35)	146	12

Fifty-six percent of visitors reported spending two to four hours at Indiana Dunes National Lakeshore. Twenty-one percent of the visitors reported staying six hours or more (see Figure 5).

Length of stay

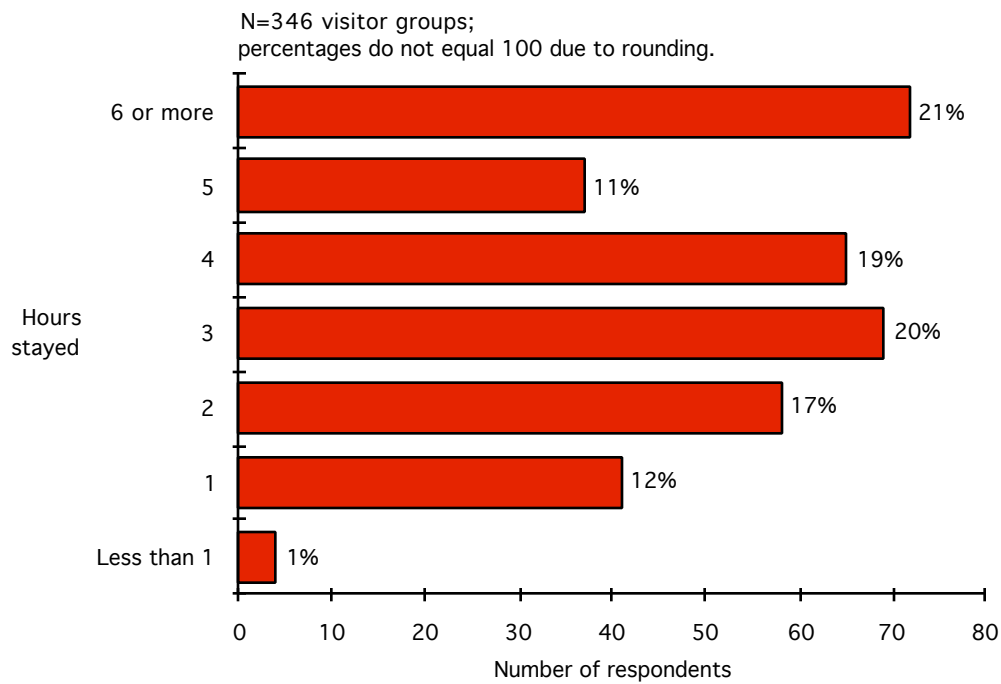
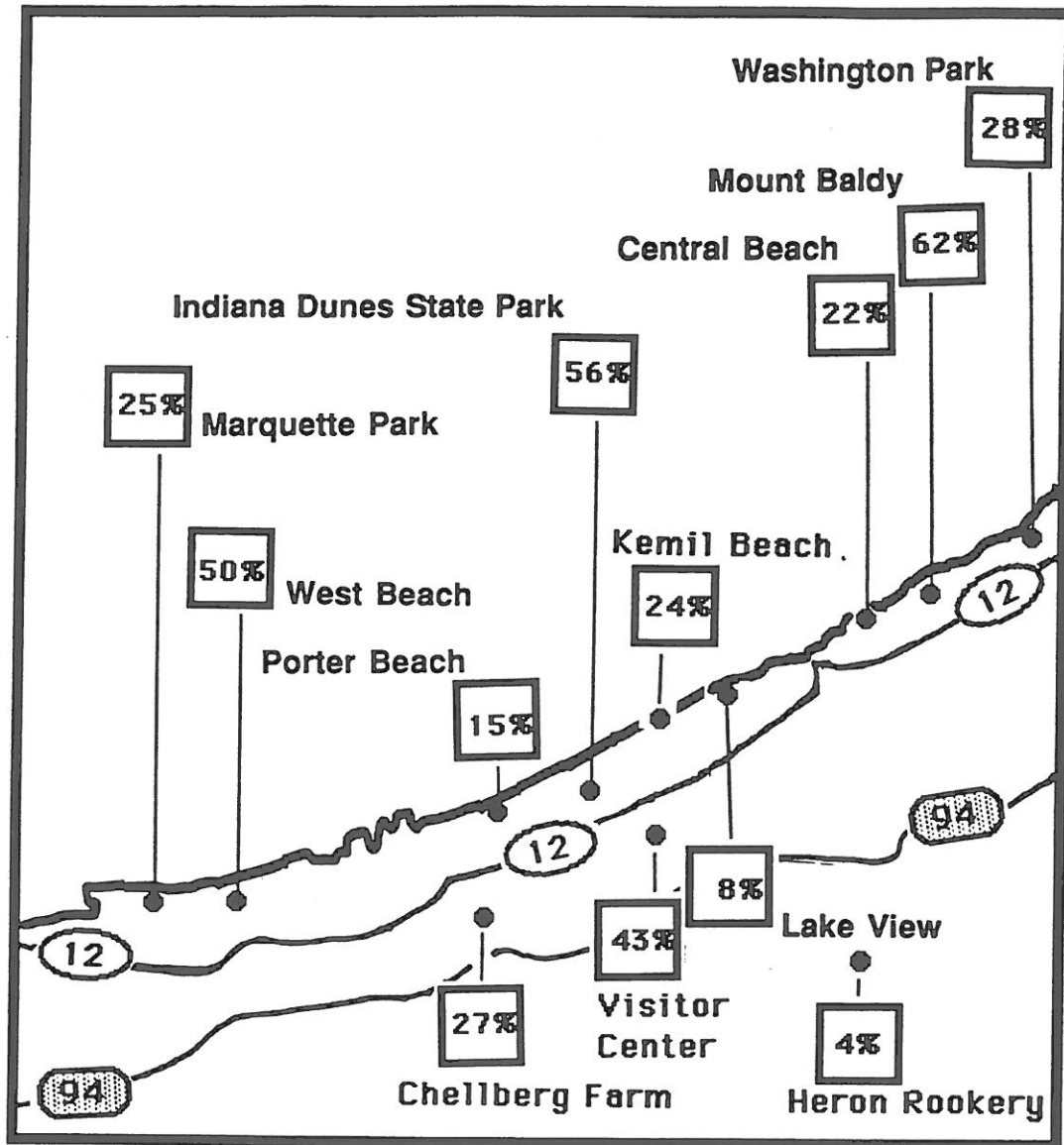


Figure 5: Length of stay

**Sites
visited**

Visitors indicated the sites they have visited at Indiana Dunes National Lakeshore prior to this trip. Map 3 shows the proportion of visitors who have visited each site. Mount Baldy, Indiana Dunes State Park and West Beach were the sites most visited.

N=268
percentages do not equal 100 due to rounding.



Map 3: Sites visited

The most often used sources of information about the park were previous visit(s) (57%) and advice from friends and relatives (45%), as shown in Figure 6. "Other" sources included area residents, road signs and previous residents.

Sources of park information

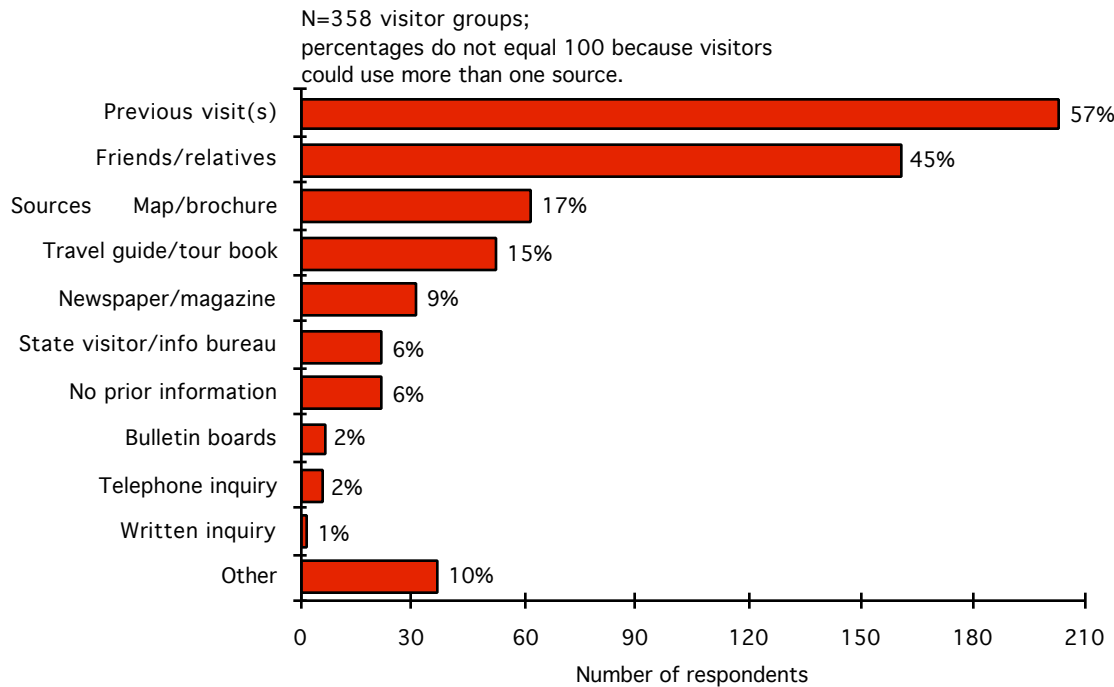


Figure 6: Sources of park information

**Activities
this visit**

Figure 7 shows the proportion of visitor groups who participated in various activities during their visit. Common activities were walking on the beach (61%), sun bathing (52%) and swimming (51%).

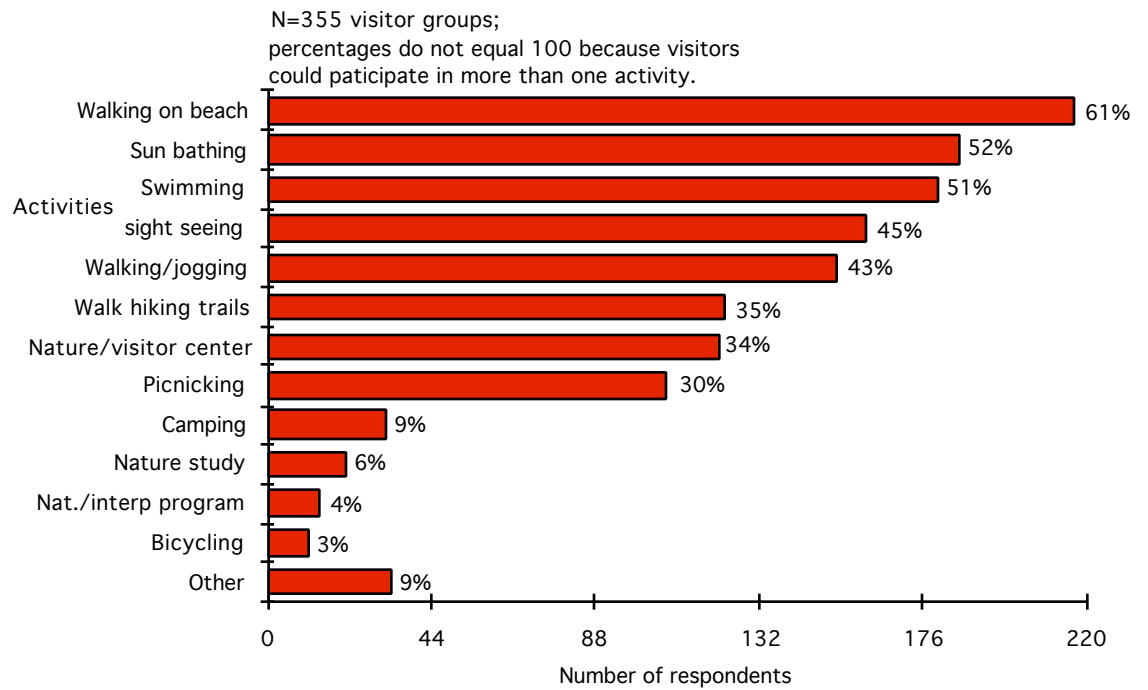


Figure 7: Activities this visit

Figure 8 shows the proportion of visitor groups who participated in various activities during past visits. Common activities were swimming (72%), walking on the beach (70%) and sun bathing (64%).

Activities during past visits

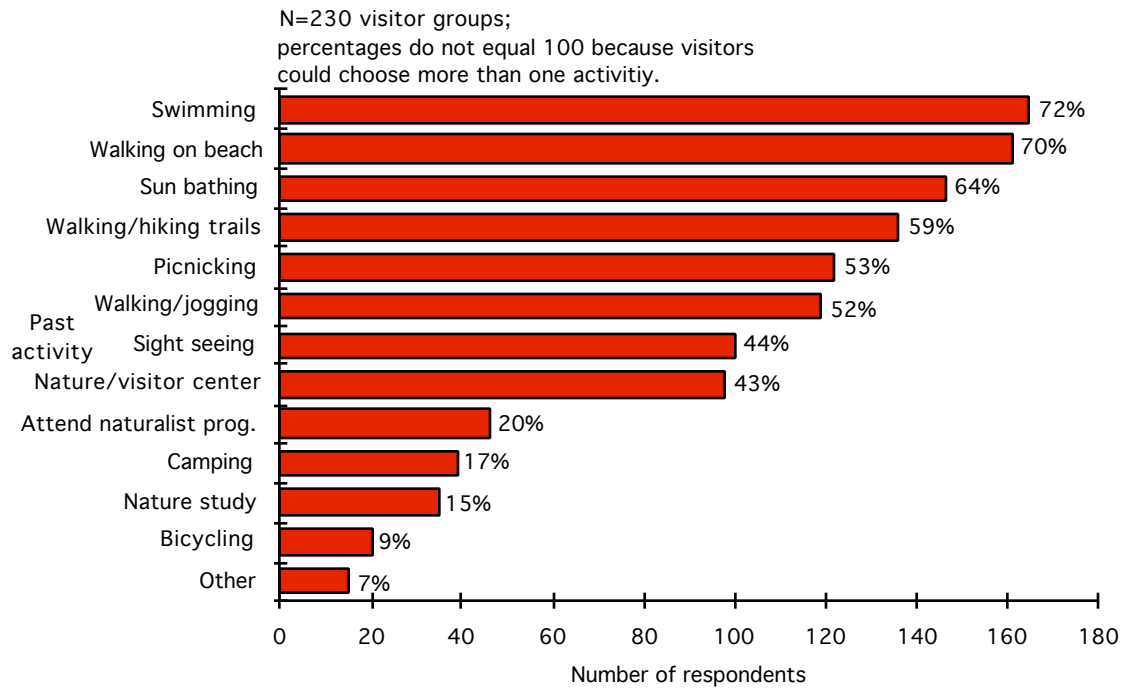


Figure 8: Activities past visits

Starting location on day of visit Visitors were asked to identify where they began their trip on the day they visited Indiana Dunes National Lakeshore. The most common starting points were Michigan City (8%), Valparaiso (7%), and Chicago (7%), as Table 4 shows.

Table 4: Starting location on day of visit

N=332 comments

Nearest town/state	Number of respondents	% of respondents
Michigan City, Indiana	26	8%
Valparaiso, Indiana	23	7%
Chicago, Illinois	23	7%
Chesterton, Indiana	16	5%
Portage, Indiana	10	3%
South Bend, Indiana	10	3%
Lansing, Illinois	7	2%
Hobart, Indiana	6	2%
Indianapolis, Indiana	5	2%
Munster, Indiana	5	2%
Other locations (each listed <5 times)	(201)	59%

Visitors were asked to identify their planned destination on the day they left Indiana Dunes National Lakeshore. The most common destinations were Michigan City (8%), Chicago (7%) and Valparaiso (6%) as Table 5 shows.

Destination on day of visit

Table 5: Destination on day of visit
N=325 comments
percentages do not equal 100 due to rounding

Destination	Number of respondents	% of respondents
Michigan City, Indiana	26	8%
Chicago, Illinois	23	7%
Valparaiso, Indiana	19	6%
Chesterton, Indiana	10	3%
Lansing, Illinois	8	3%
Portage, Indiana	8	3%
Hobart, Indiana	7	2%
South Bend, Indiana	5	2%
Other locations (each listed <5 times)	(219)	67%

**Facilities
use,
importance
and
quality**

The most commonly used facilities at Indiana Dunes National Lakeshore were the parking lots (87%), restrooms (76%) and the trails (54%), as shown in Figure 9. The least used service was the campgrounds (10%). "Other" was identified as the beach, Chellberg farm and the visitor center.

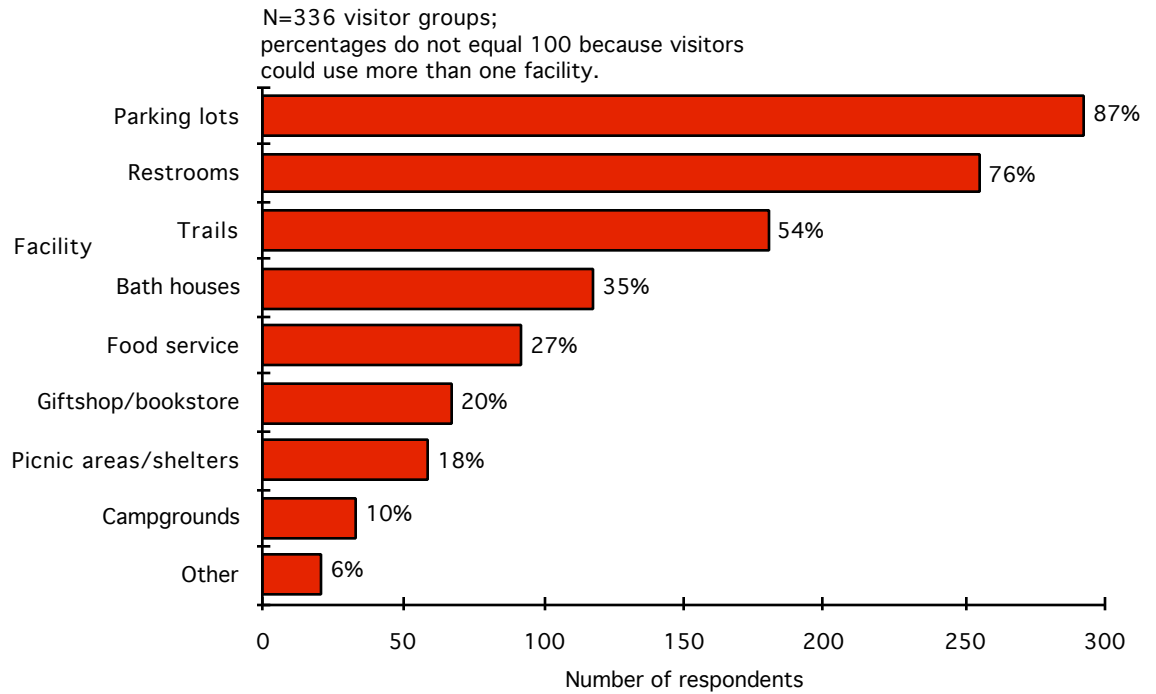


Figure 9: Use of facilities

Visitors rated the importance and quality of the facilities they used. They used a five point scale (see the boxes below).

IMPORTANCE	QUALITY
1=very important	1=very good
2=Important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

Figure 10 shows the average importance and quality ratings for each facility. An average score was determined for each service based on ratings by visitors who used that facility. This was done for both importance and quality. The results were plotted on the grid shown in shown in Figure 10.

Figures 11-19 show that the facilities which received the highest "very important" to "important" ratings were campgrounds (92%) and restrooms (91%).

Figures 20-28 show that the services which were given the highest "good" to "very good" ratings were the trails (87%) and picnic areas/shelter houses (85%)

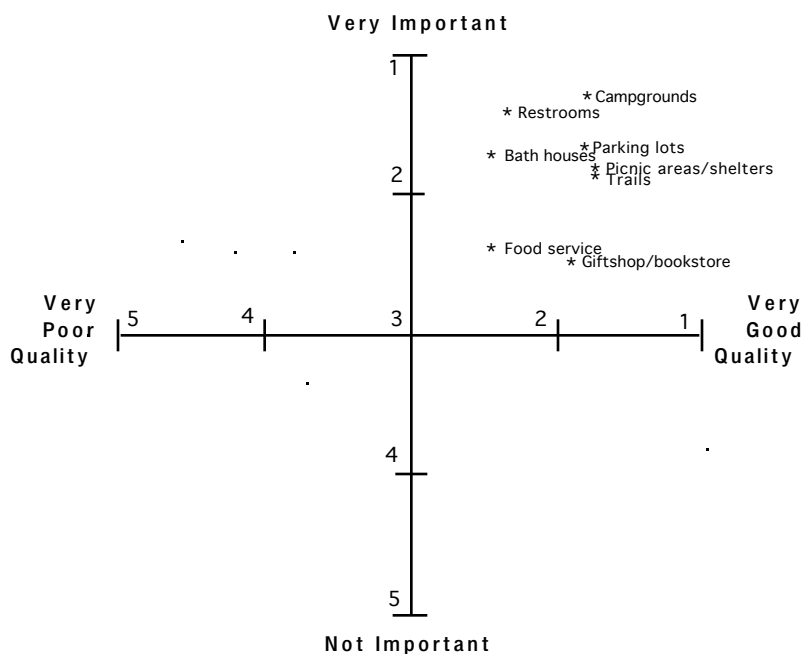


Figure 10: Average importance and quality ratings of facilities

Caution: The facilities not included in the above graph were rated by too few visitors to provide reliable information.

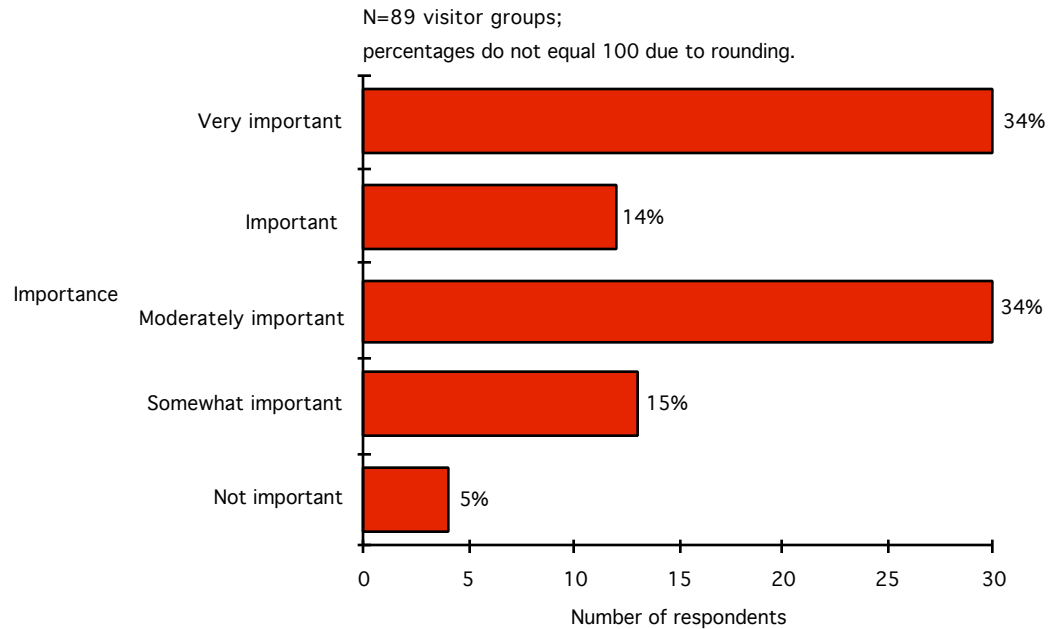


Figure 11: Importance of food service

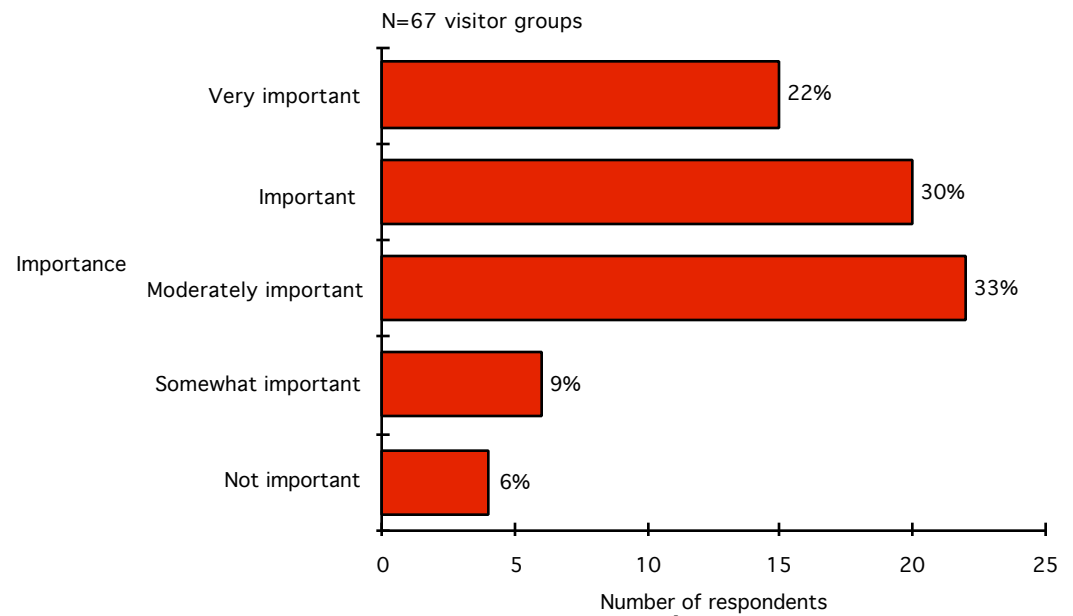


Figure 12: Importance of giftshop/bookstore

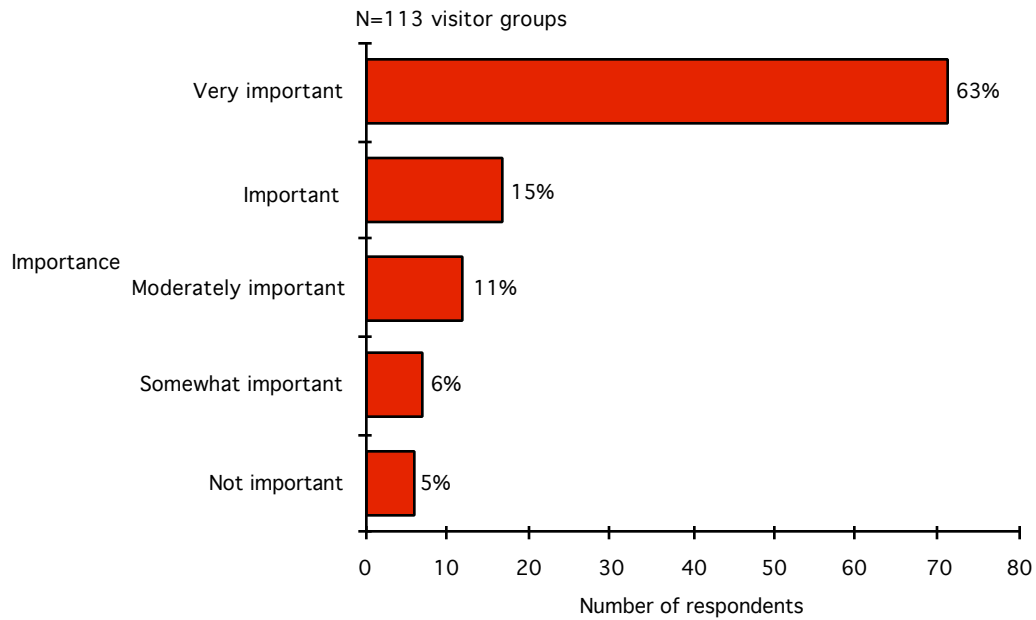


Figure 13: Importance of bath houses

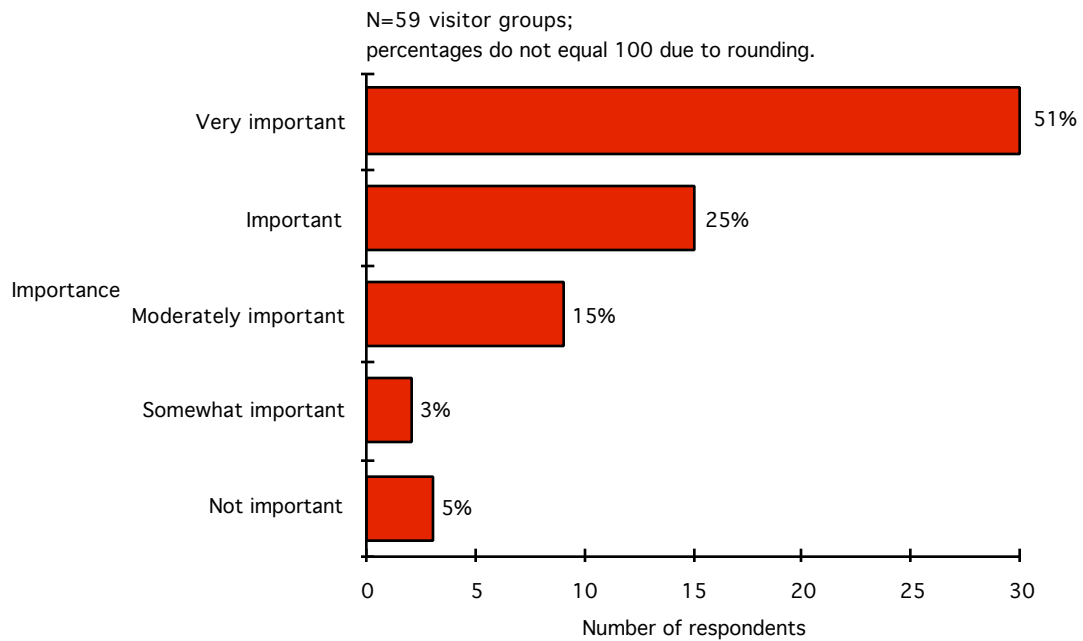


Figure 14: Importance of picnic areas/shelter houses

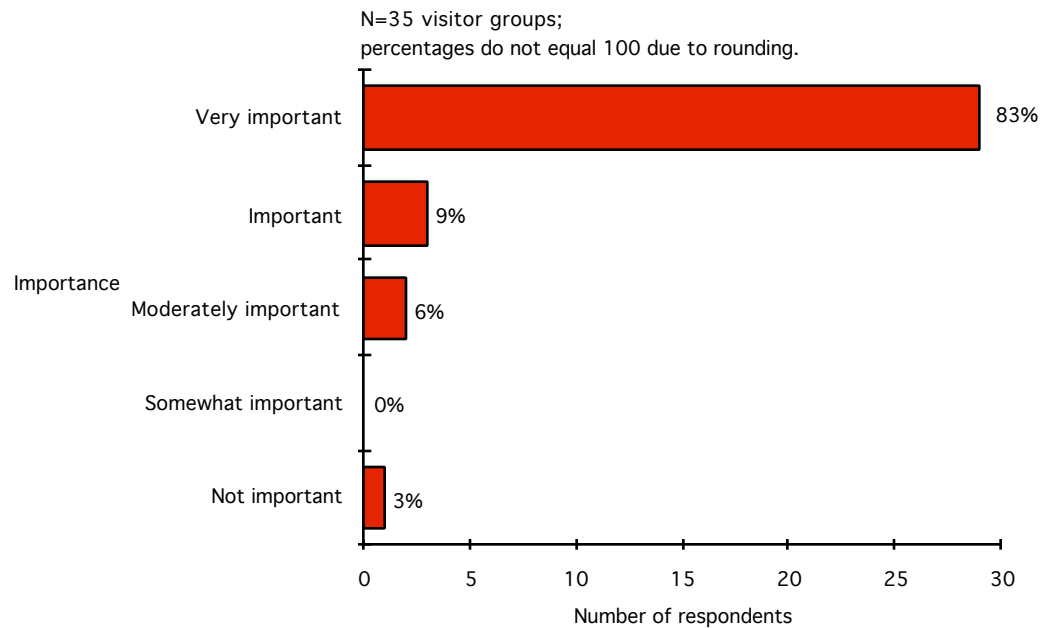


Figure 15: Importance of campgrounds

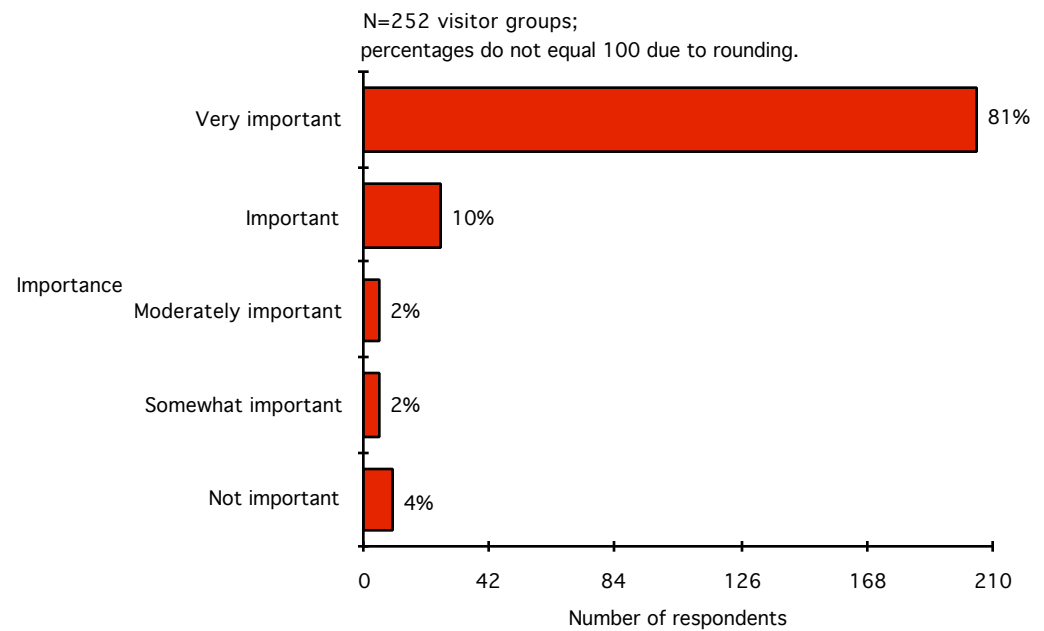


Figure 16: Importance of restrooms

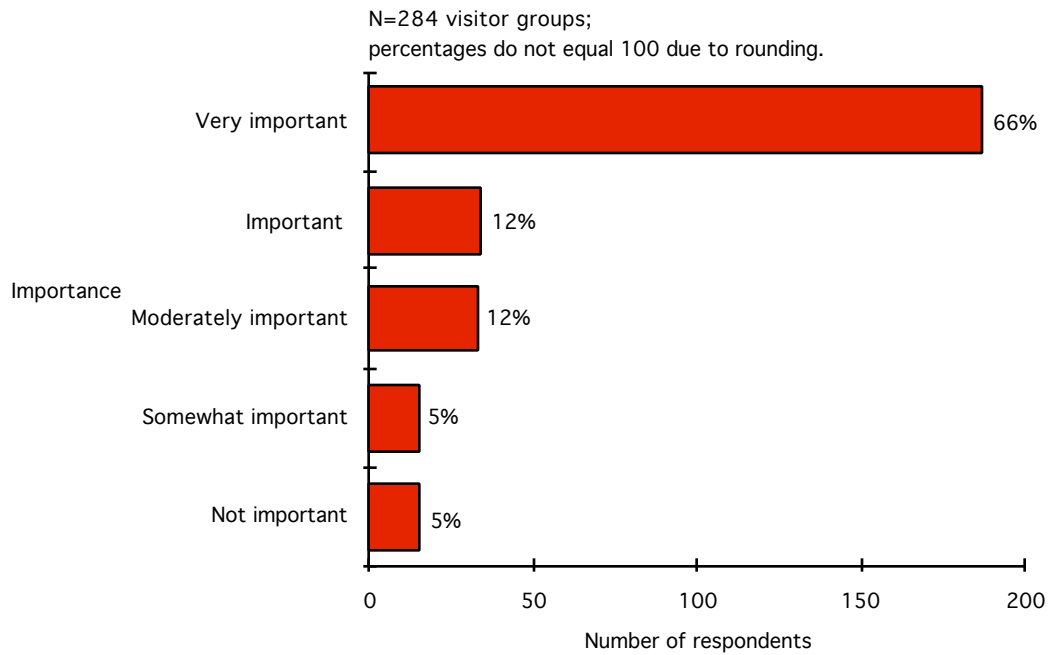


Figure 17: Importance of parking lots

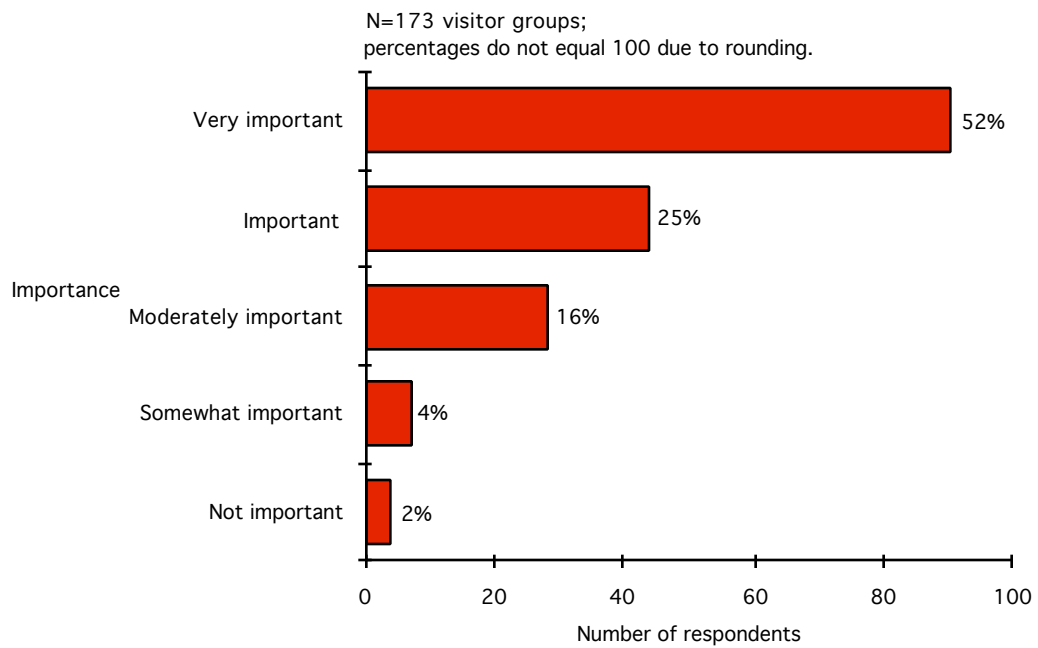


Figure 18: Importance of trails

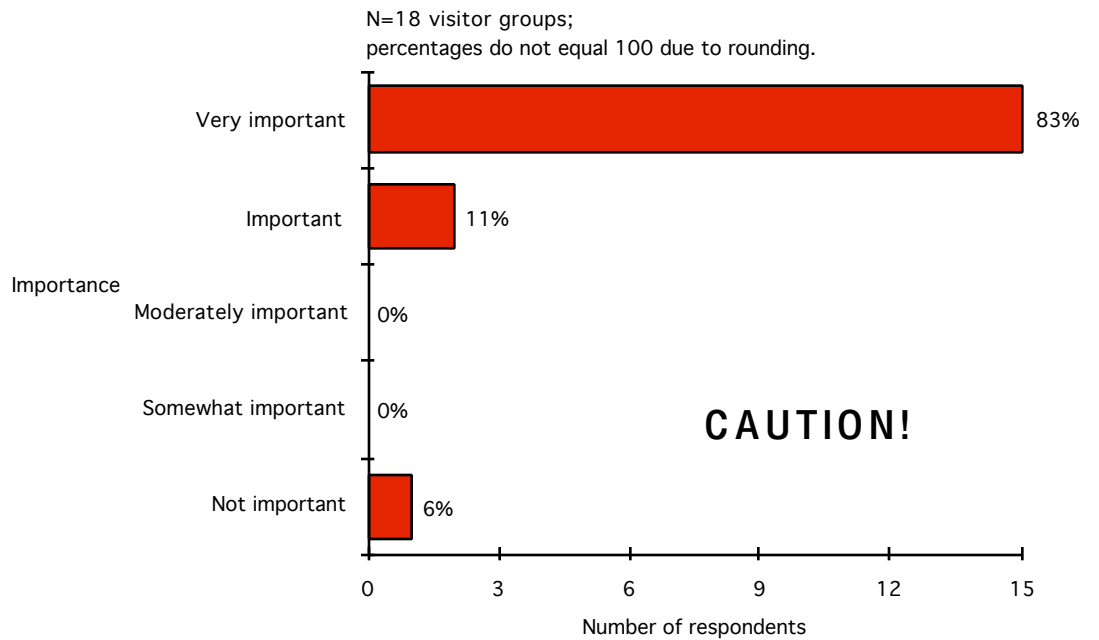


Figure 19: Importance of "other" facilities

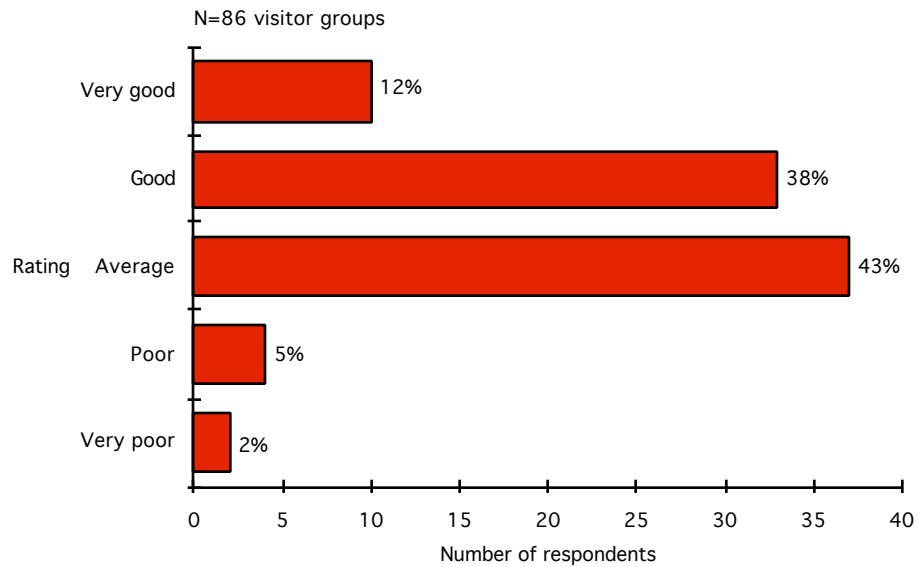


Figure 20: Quality of food service

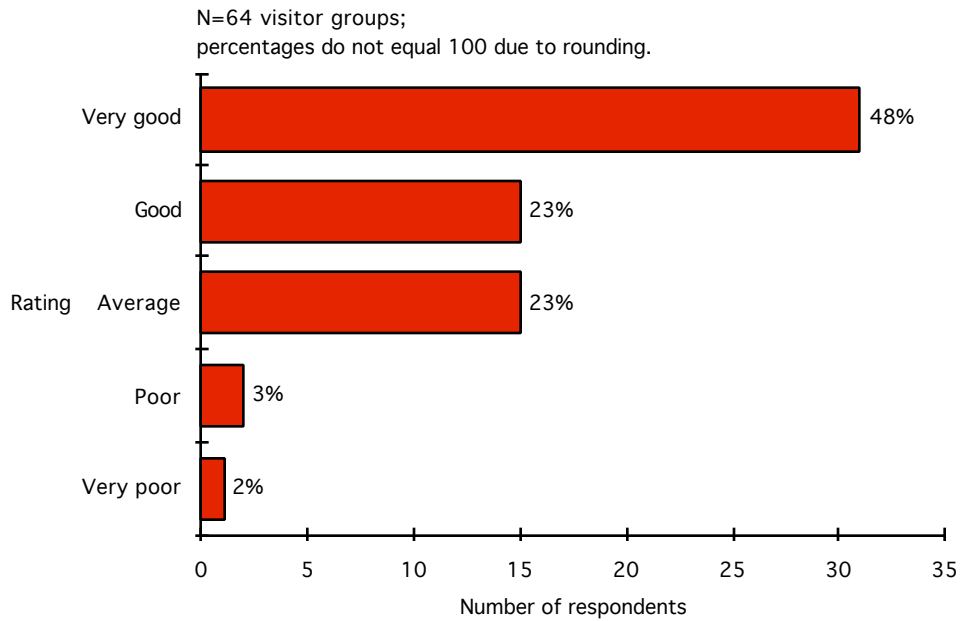


Figure 21: Quality of giftshop/bookstore

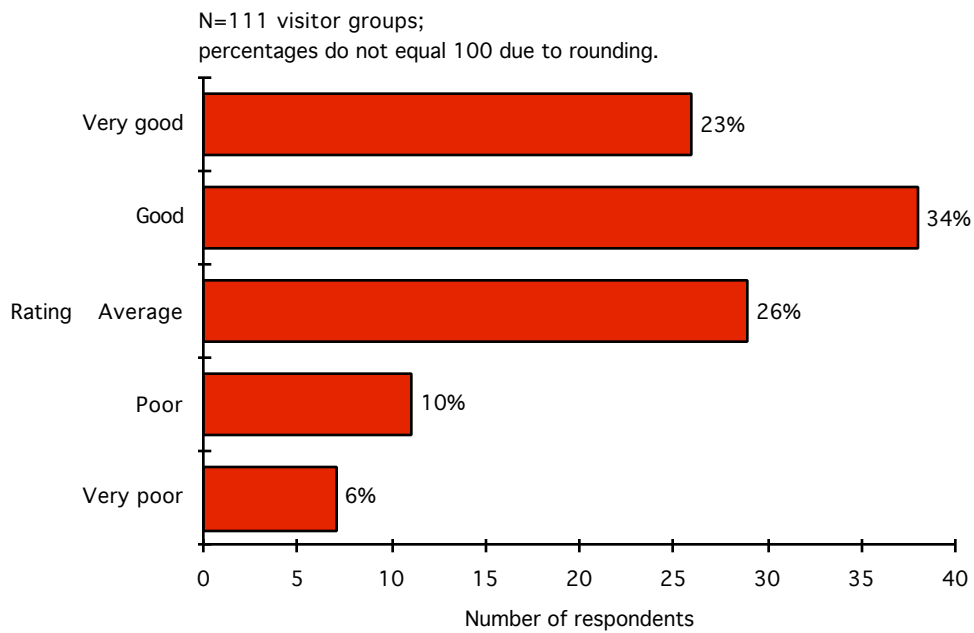


Figure 22 Quality of bath houses

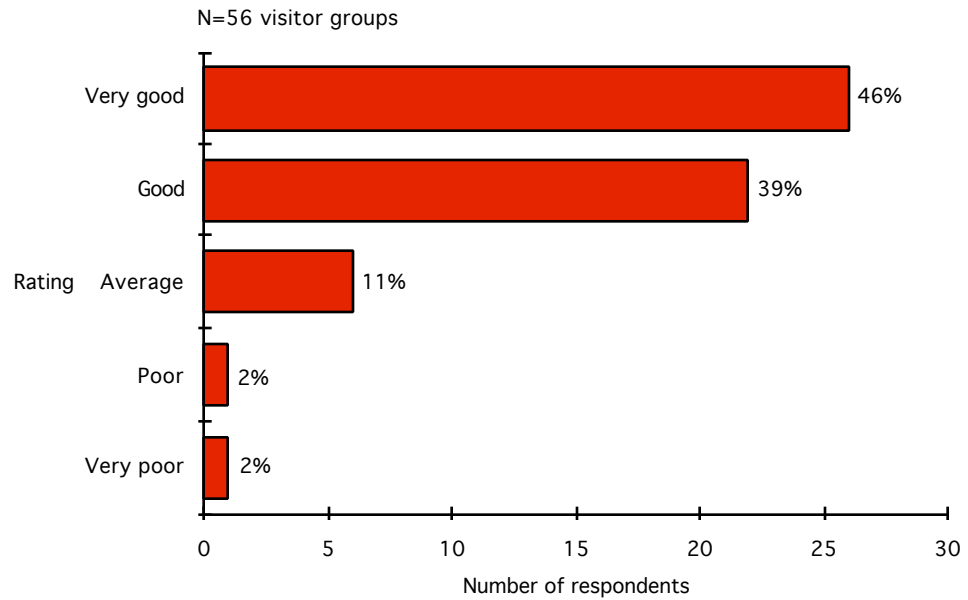


Figure 23: Quality of picnic areas/shelter houses

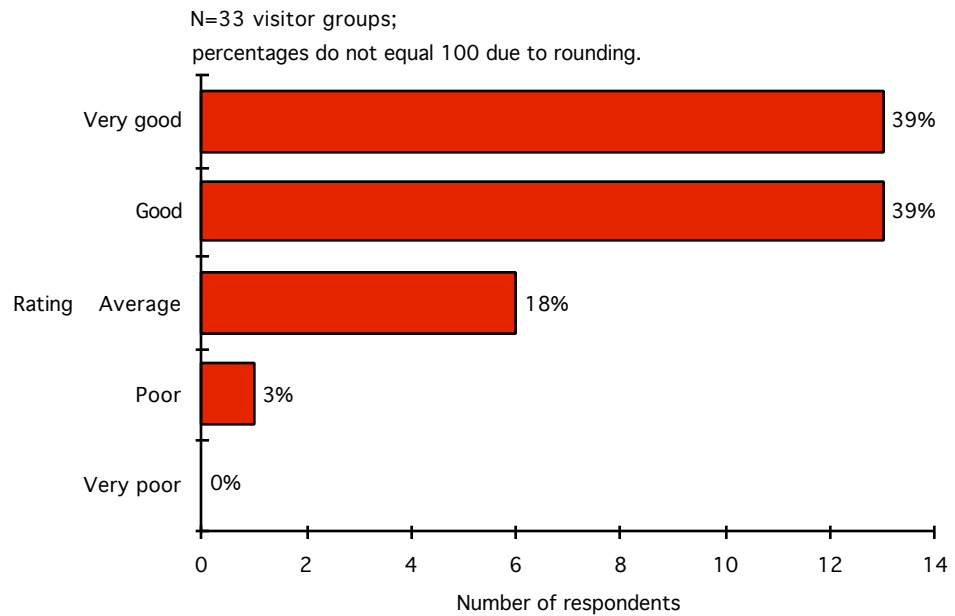


Figure 24: Quality of campgrounds

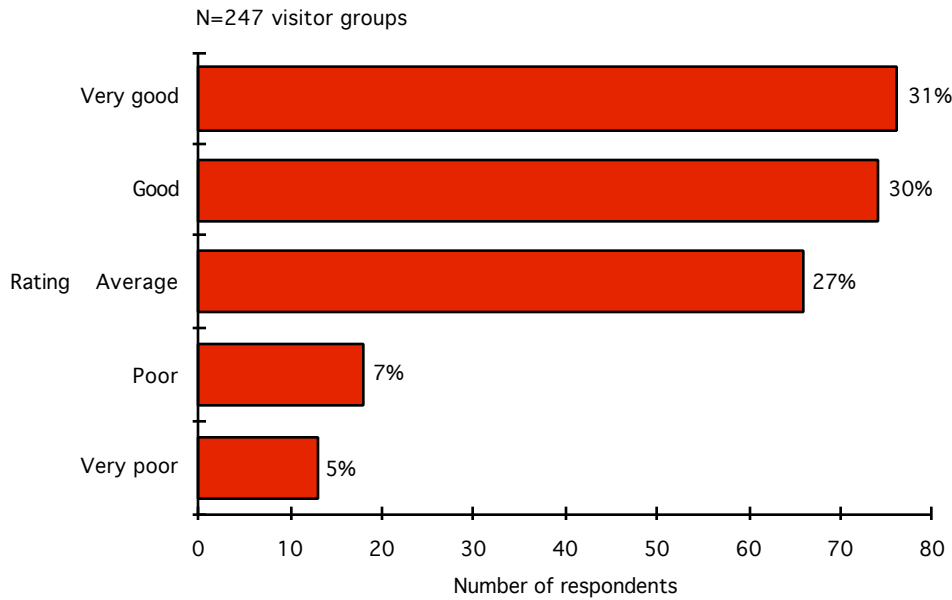


Figure 25: Quality of restrooms

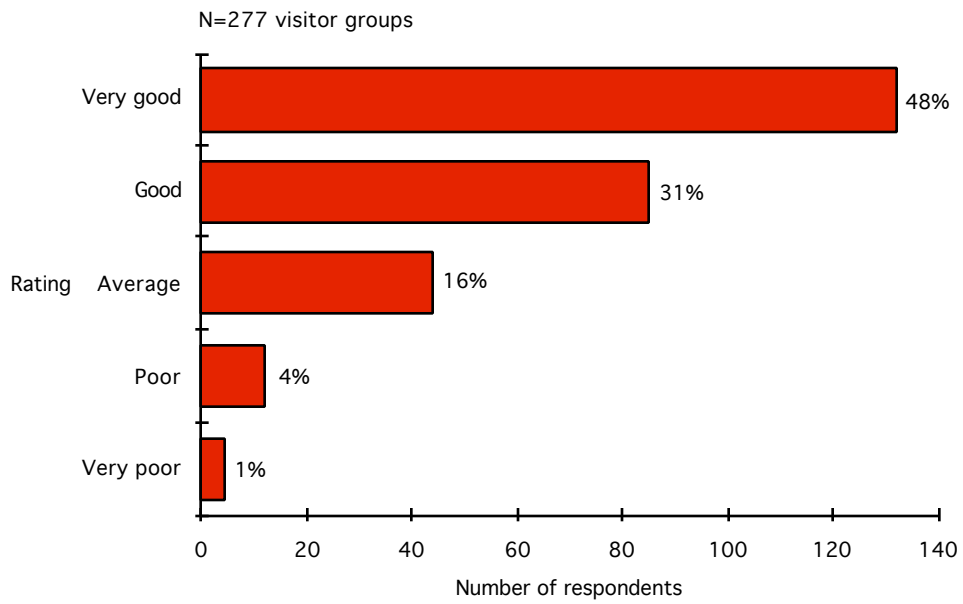


Figure 26: Quality of parking lots

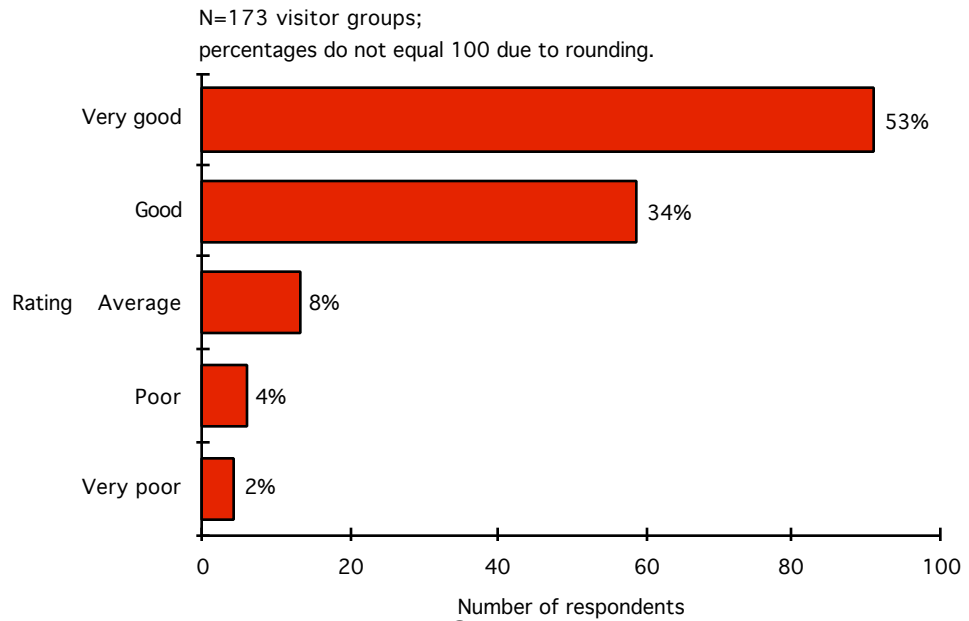


Figure 27: Quality of trails

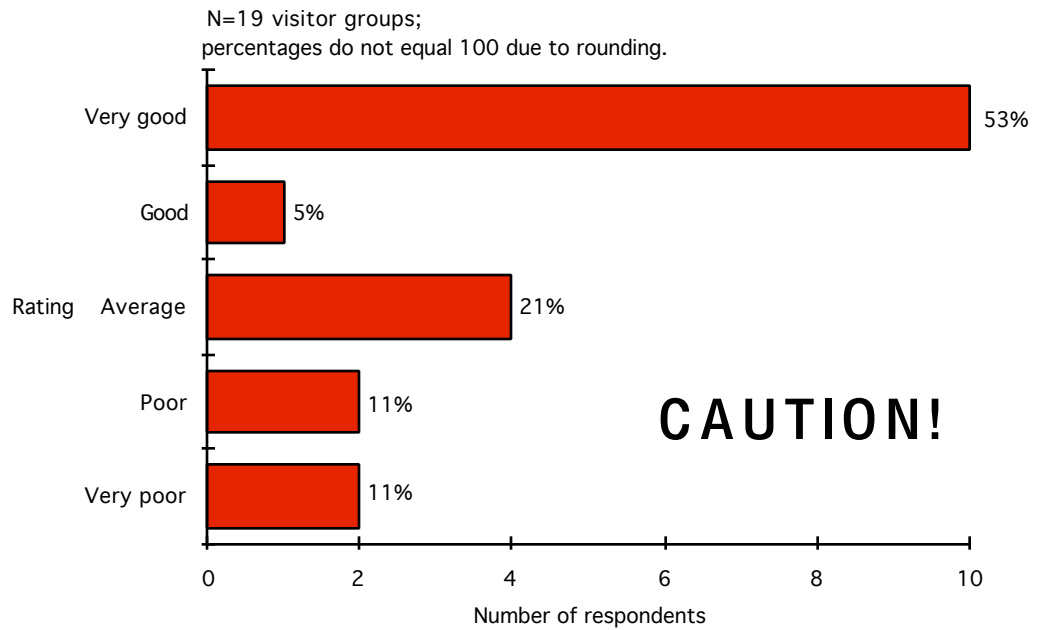


Figure 28: Quality of "other" facilities

The most commonly used interpretive/visitor services at Indiana Dunes National Lakeshore were the directional signs (71%), informational signs (60%) and the uniformed park staff (51%), as shown in Figure 29. The least used service was the park newspaper (3%). "Other" was identified as the Chellberg farm and park employees.

**Interpretive/
visitor
services
use,
importance
and quality**

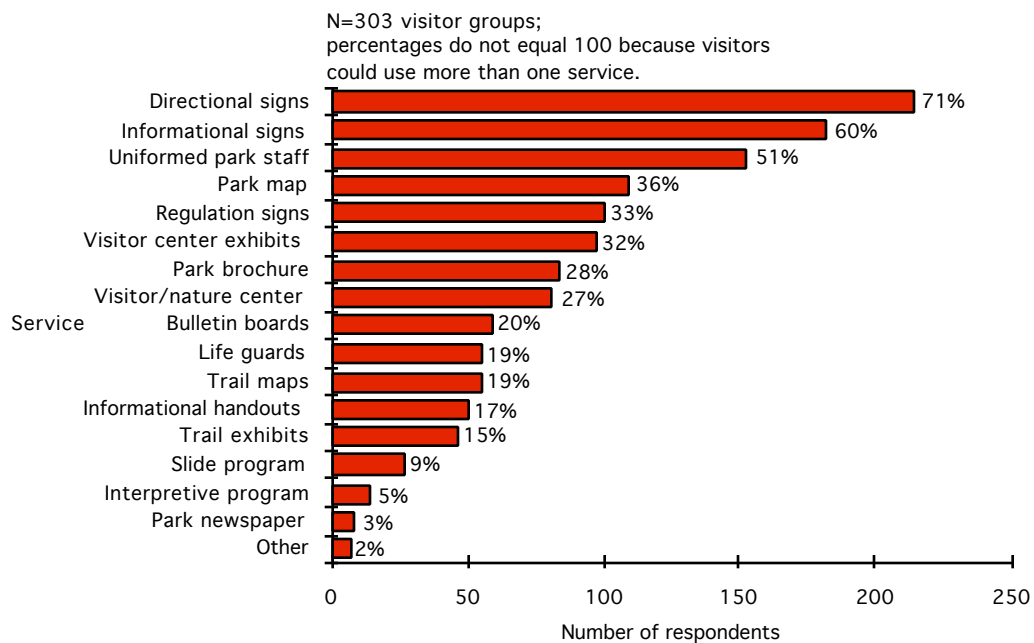


Figure 29: Use of interpretive/visitor services

Visitors rated the importance and quality of the facilities they used. They used a five point scale (see the boxes below).

IMPORTANCE	QUALITY
1=very important	1=very good
2=Important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

Figure 30 shows the average importance and quality ratings for each interpretive or visitor service. An average score was determined for each service based on ratings by visitors who used that facility. This was done for both importance and quality. The results were plotted on the grid shown in shown in Figure 30.

Figures 31-47 show that the interpretive or visitor services which received the highest "very important" to "important" ratings were trail maps (91%) and park map (88%). The highest "somewhat important" to "not important" rating was for the life guards (14%).

Figures 48-64 show that the interpretive or visitor services which were given the highest "good" to "very good" ratings were the uniformed park staff (92%) and trail maps (92 %)

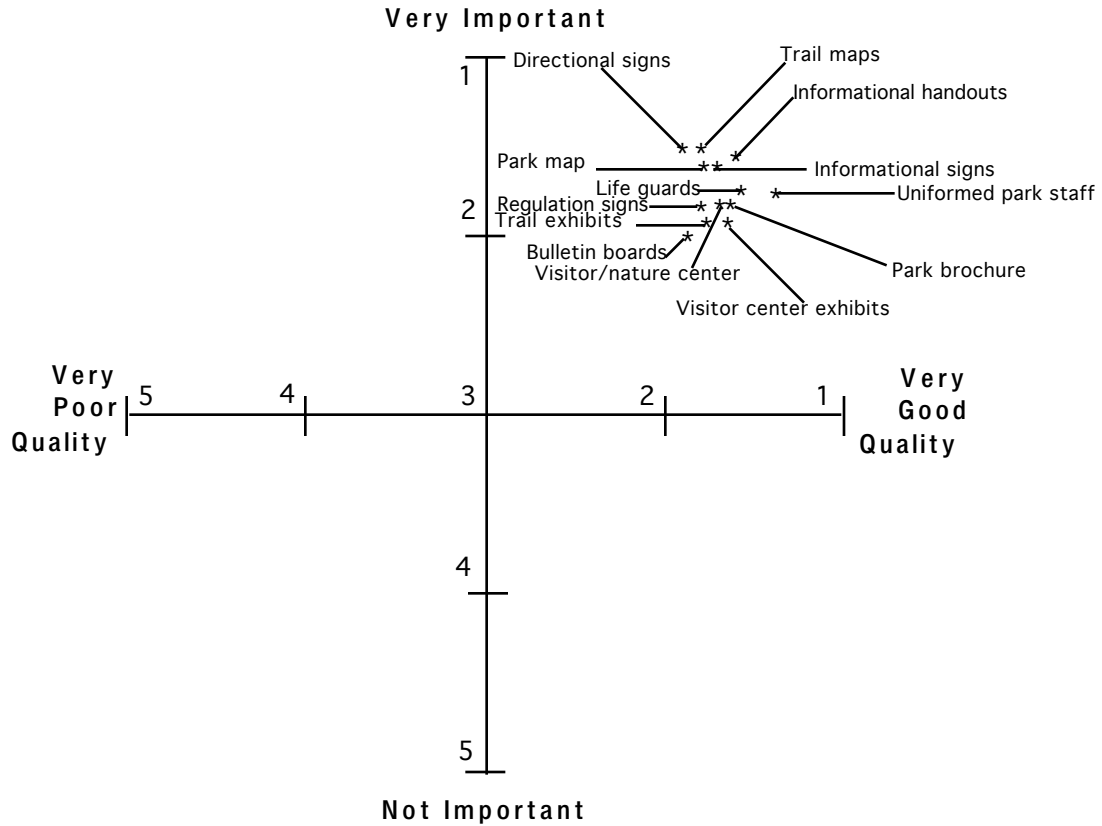


Figure 30: Average importance and quality ratings of facilities

Caution: The services not included in the above graph were rated by too few visitors to provide reliable information.

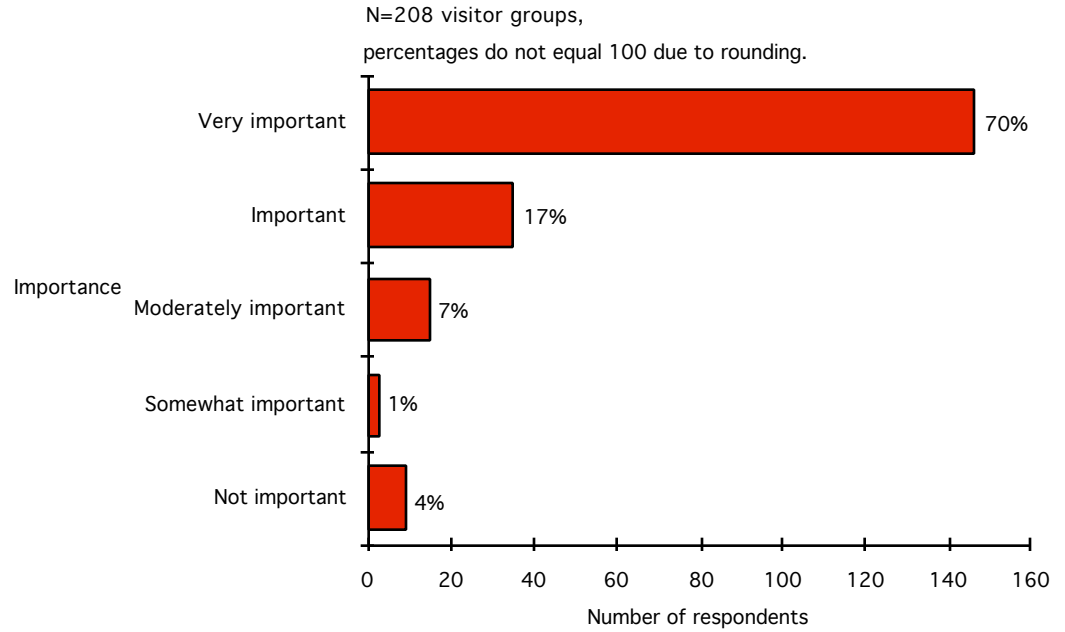


Figure 31: Importance of directional signs

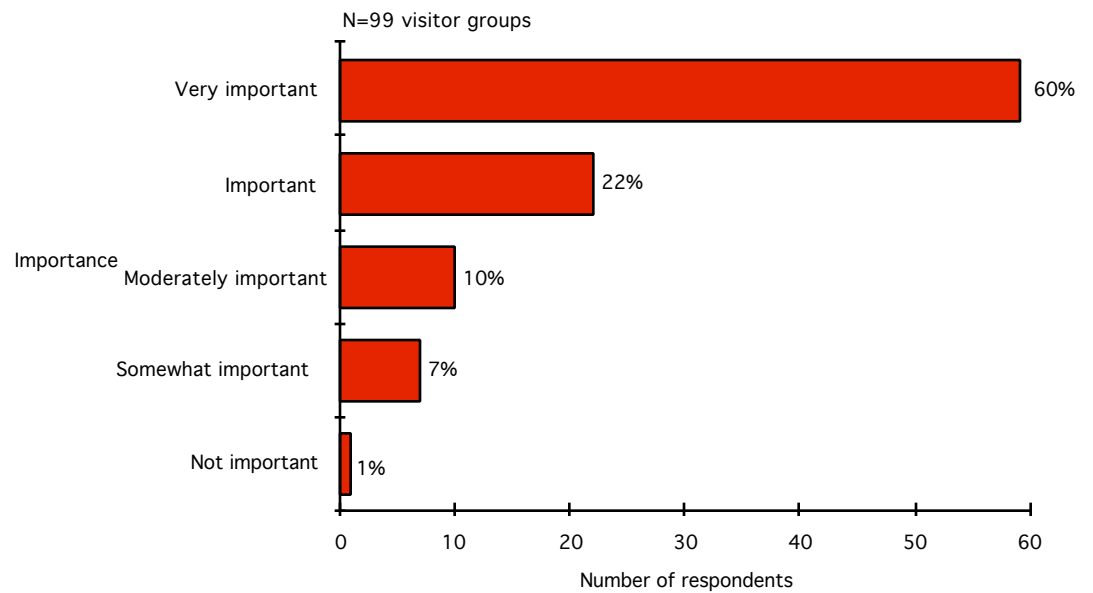


Figure 32: Importance of regulation signs

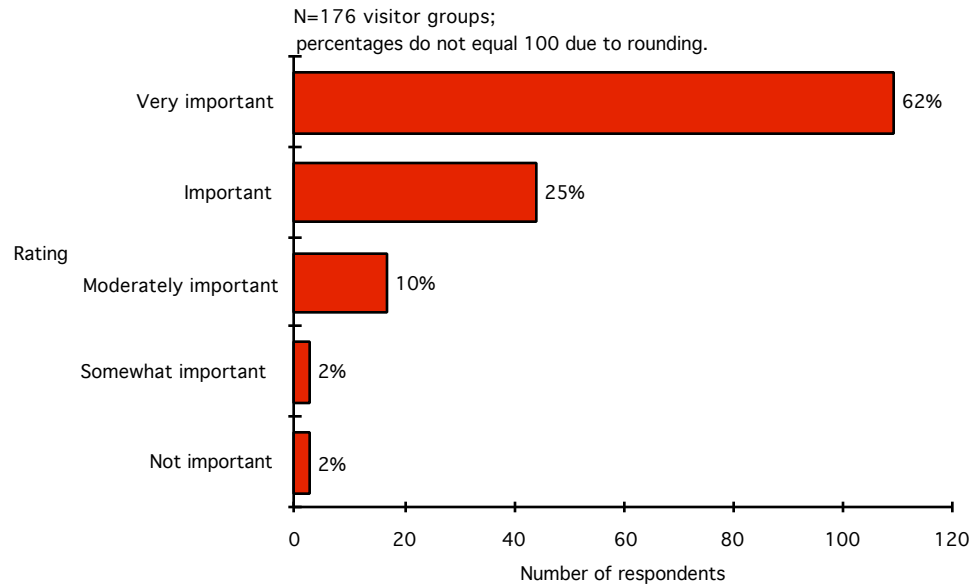


Figure 33: Importance of informational signs

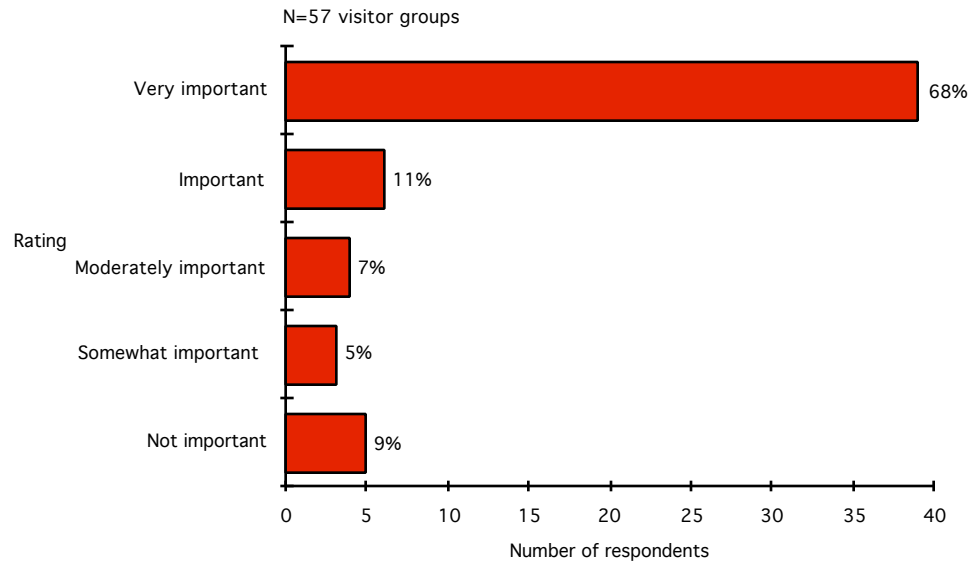


Figure 34: Importance of life guards

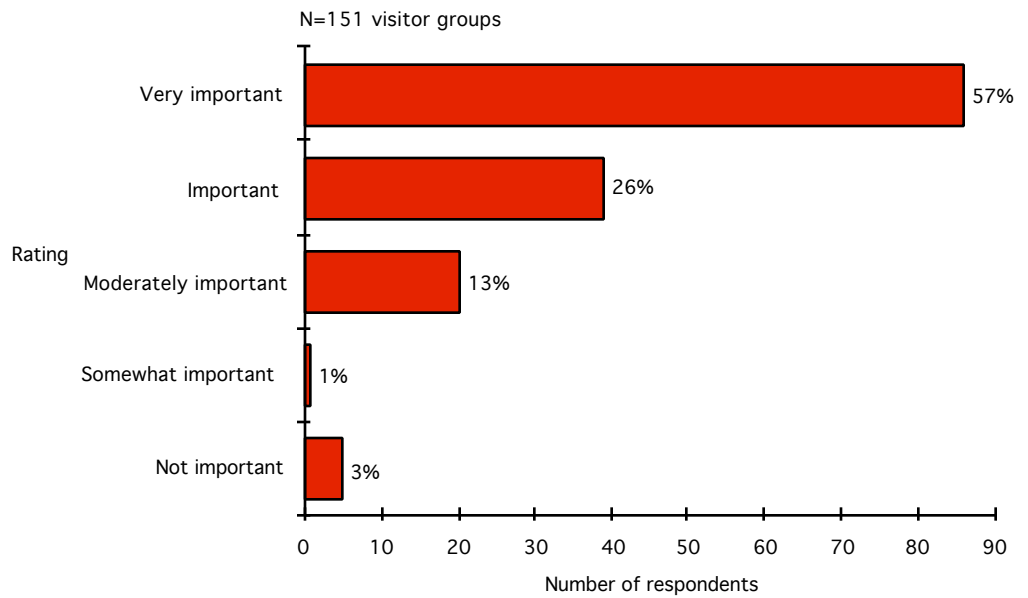


Figure 35: Importance of uniformed park staff

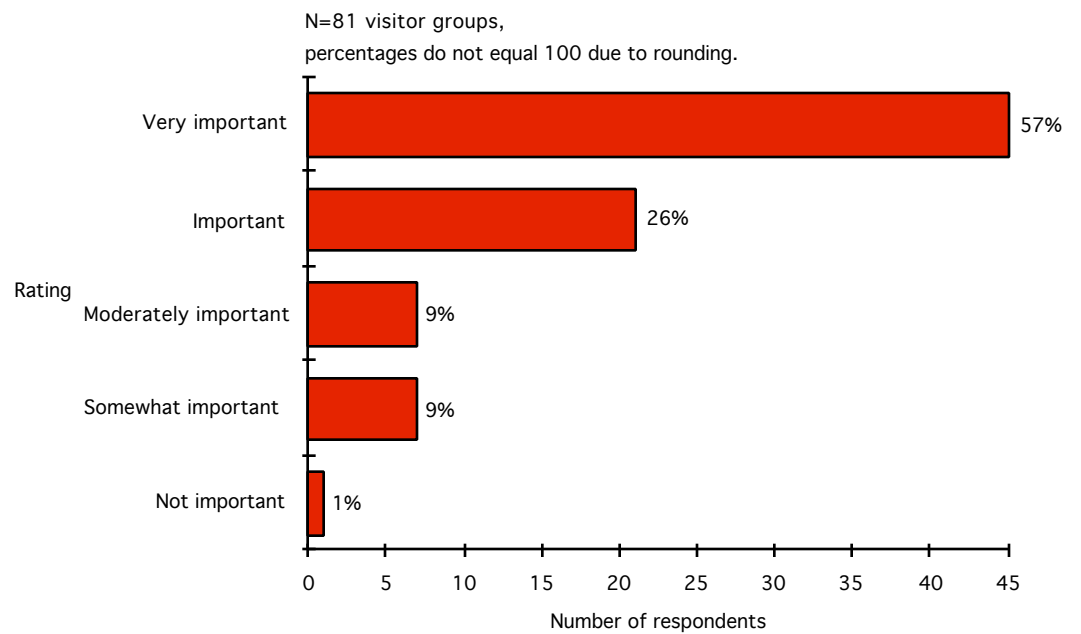


Figure 36: Importance of park brochure

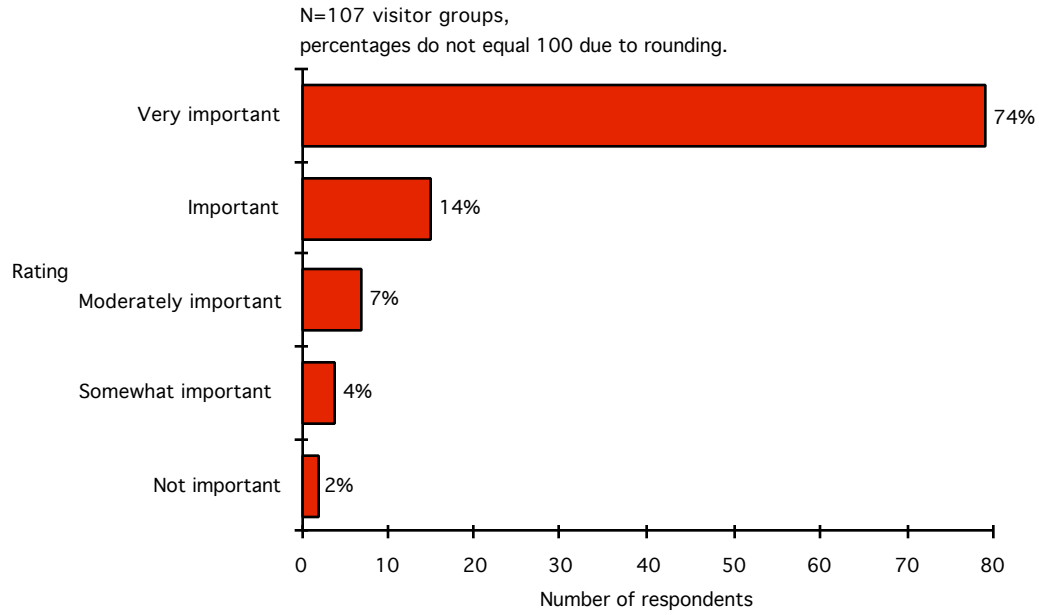


Figure 37: Importance of park map

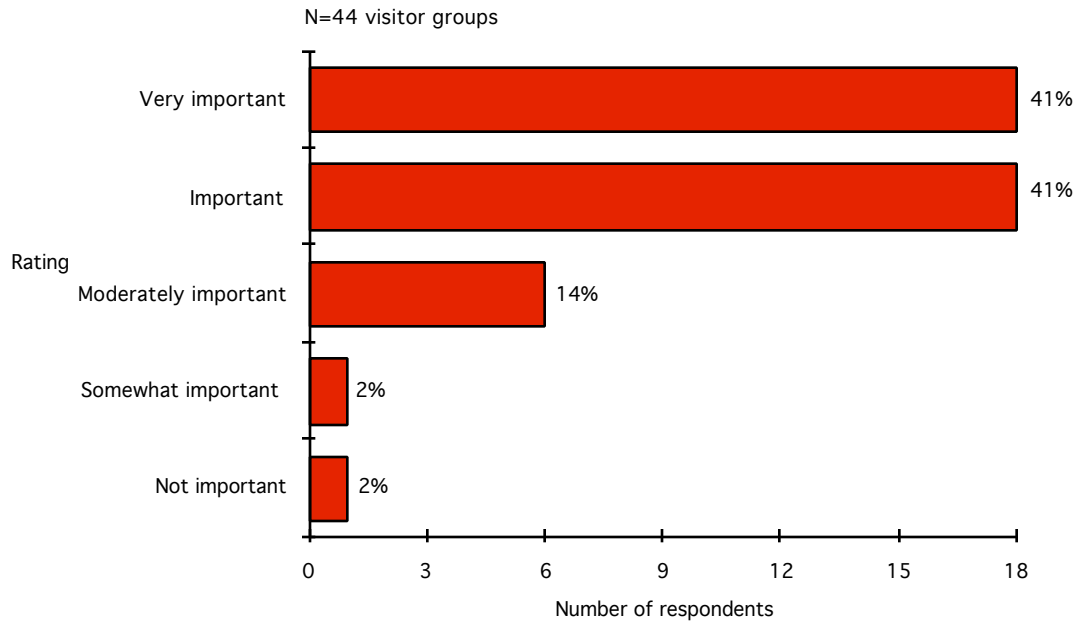


Figure 38: Importance of trail exhibits

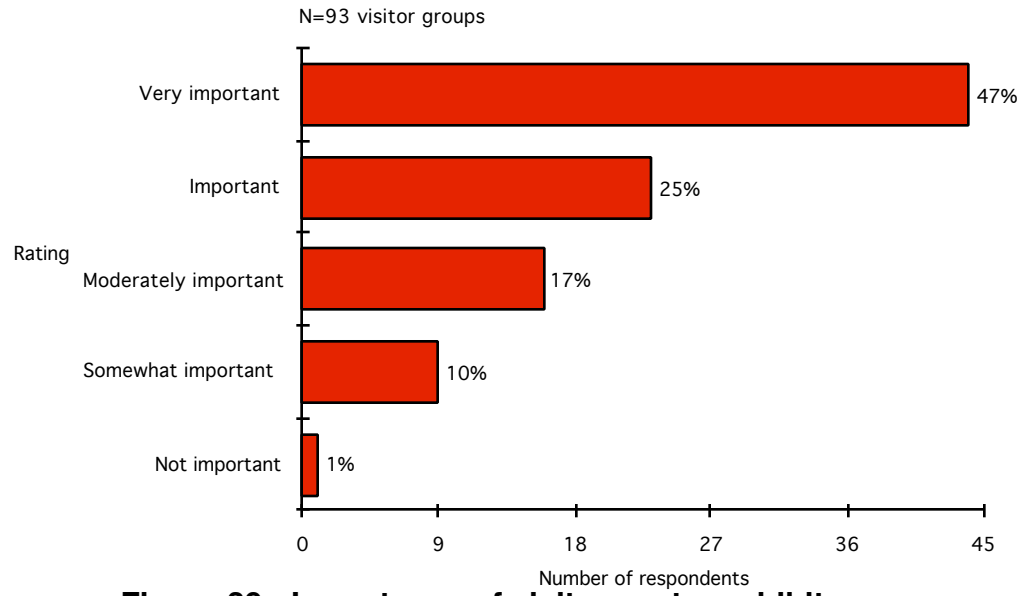


Figure 39: Importance of visitor center exhibits

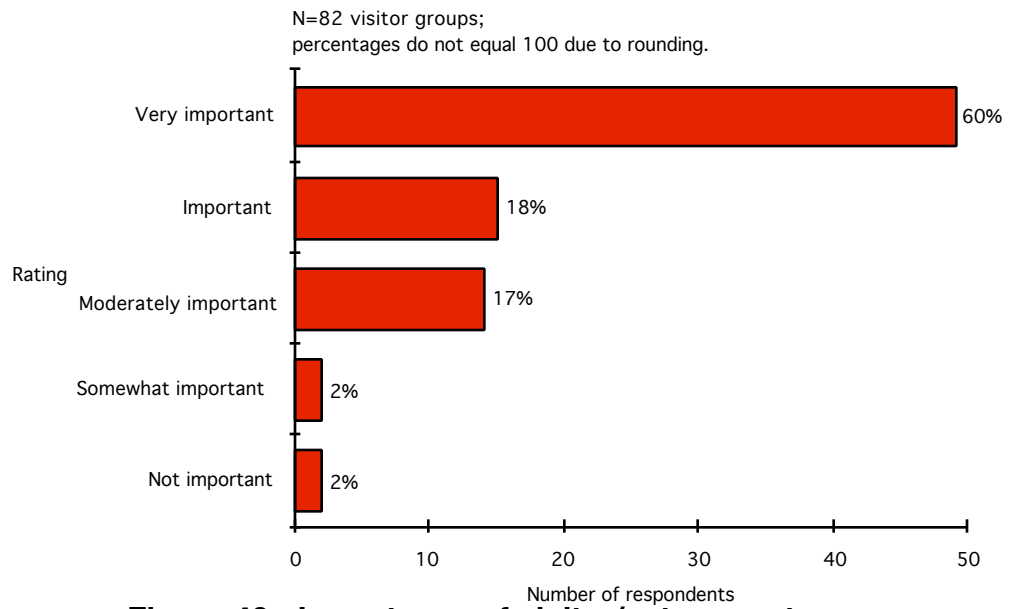


Figure 40: Importance of visitor/nature center

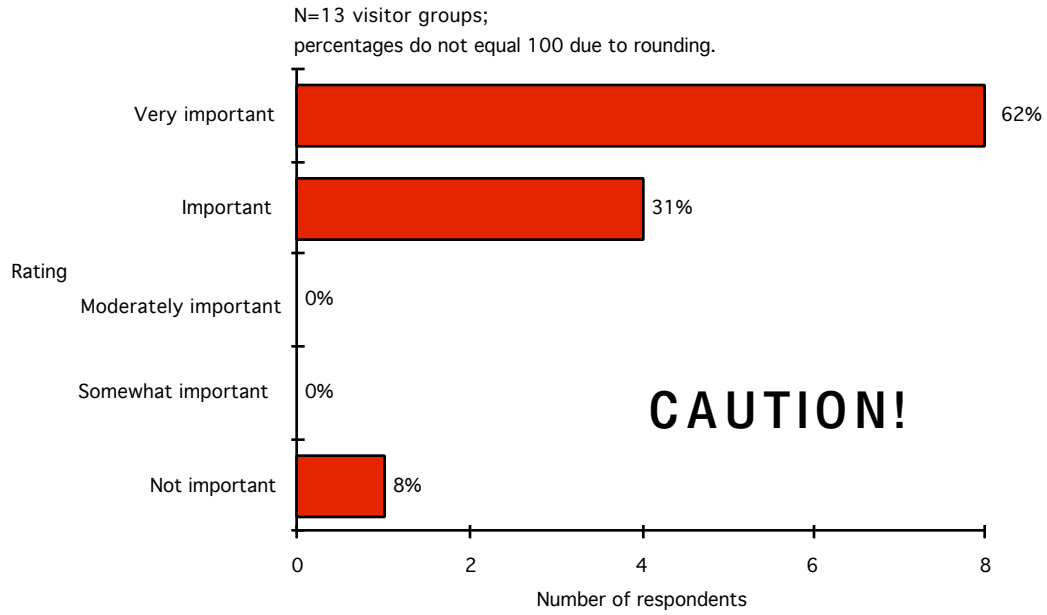


Figure 41: Importance of interpretive/naturalist program

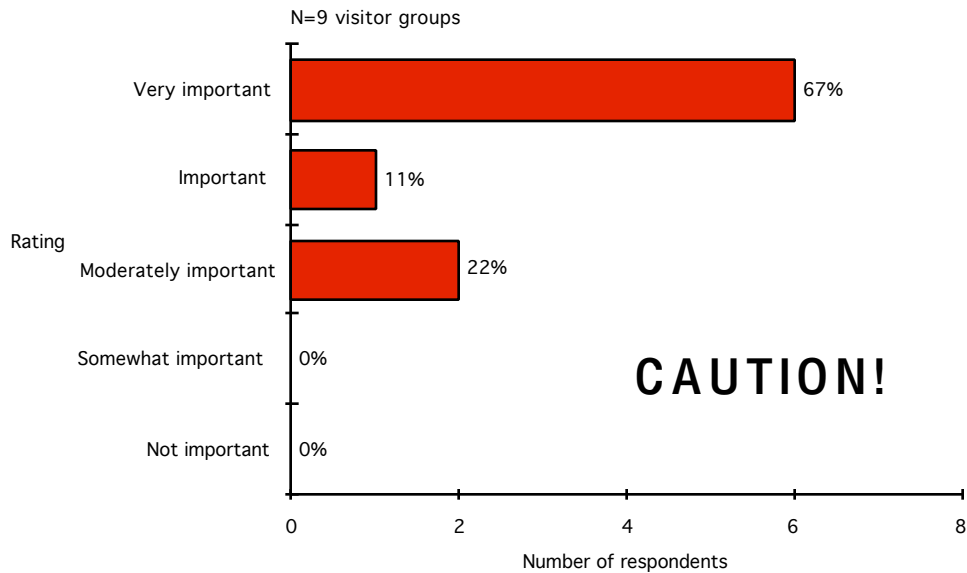


Figure 42: Importance of park newspaper

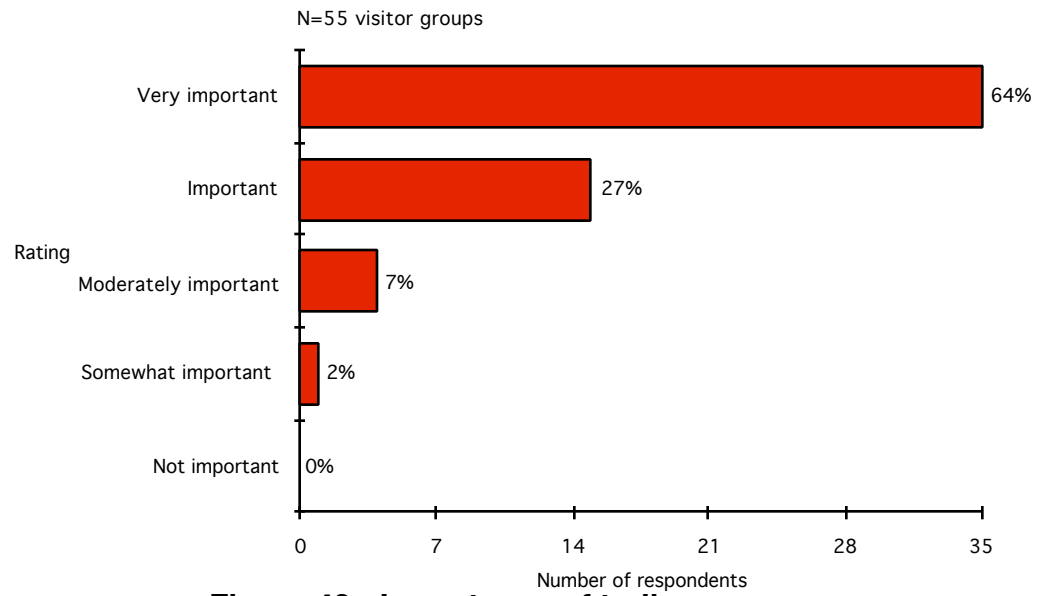


Figure 43: Importance of trail maps

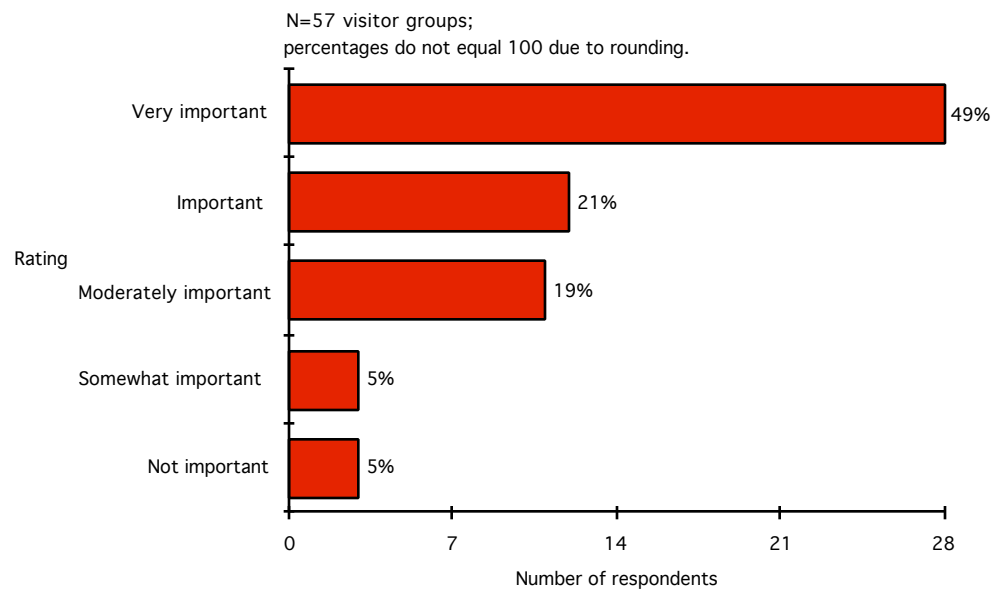


Figure 44: Importance of bulletin boards

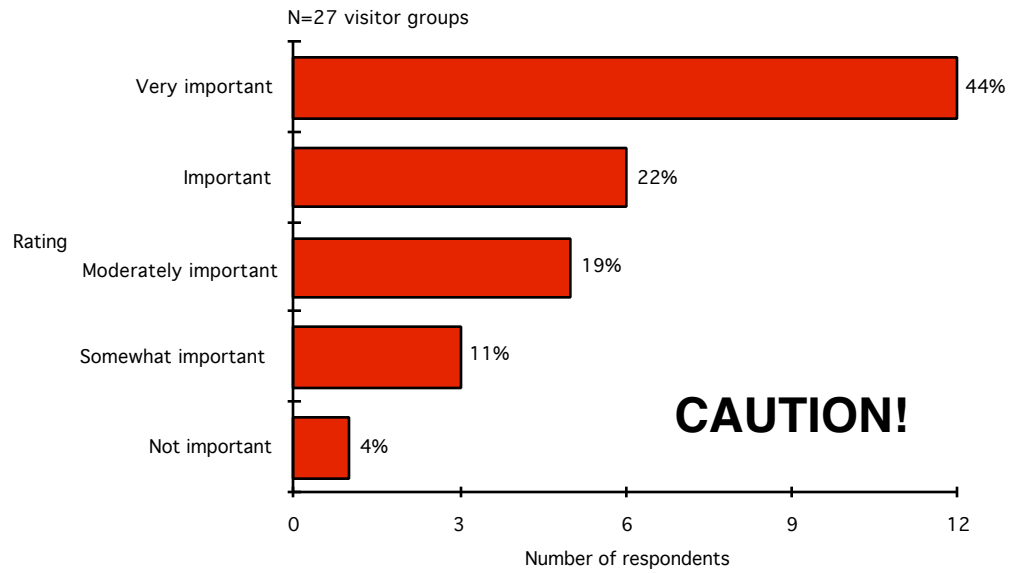


Figure 45: Importance of slide program

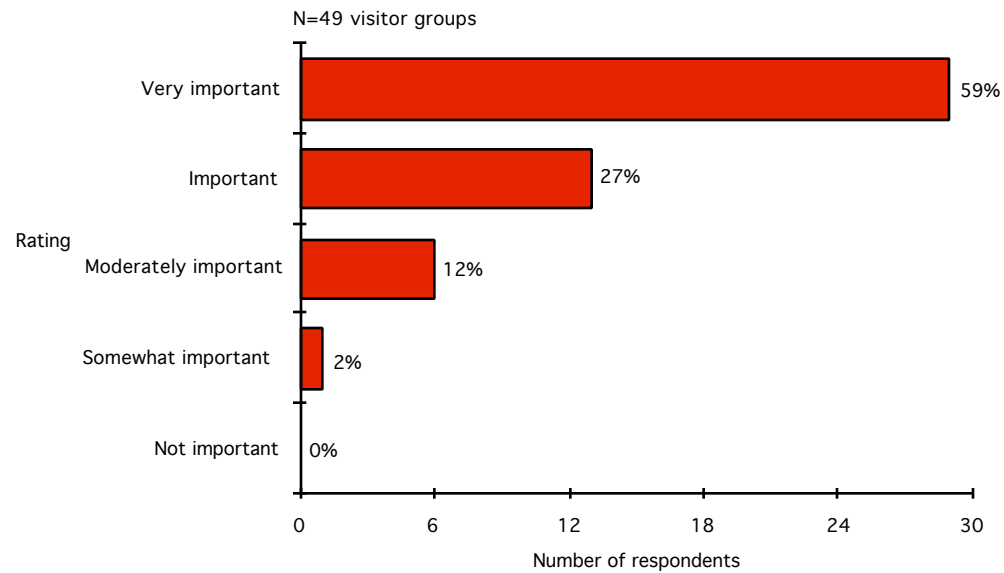


Figure 46: Importance of informational handouts

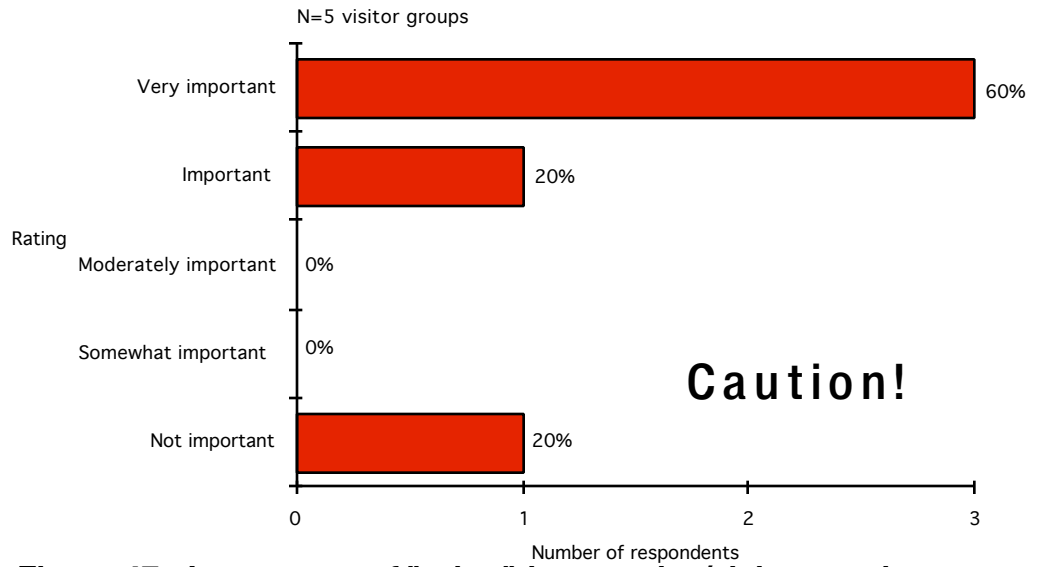


Figure 47: Importance of "other" interpretive/visitor services

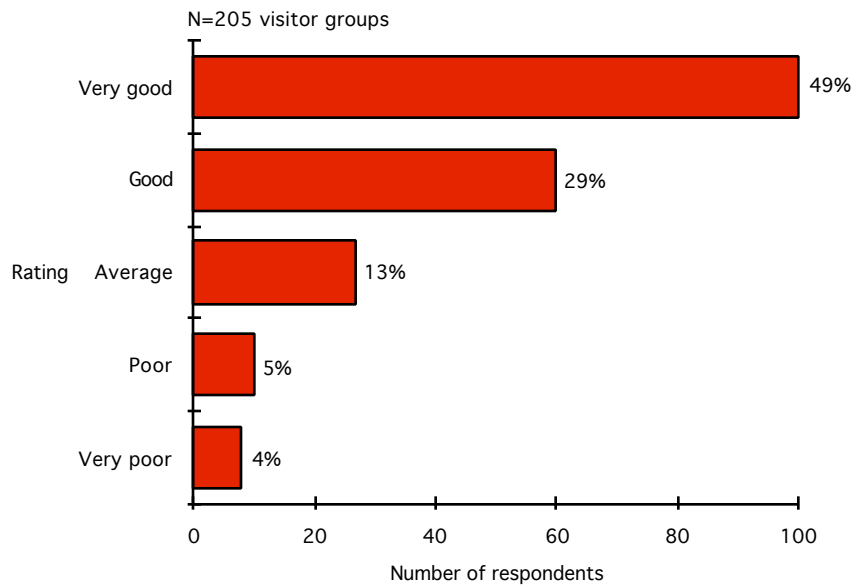


Figure 48: Quality of directional signs

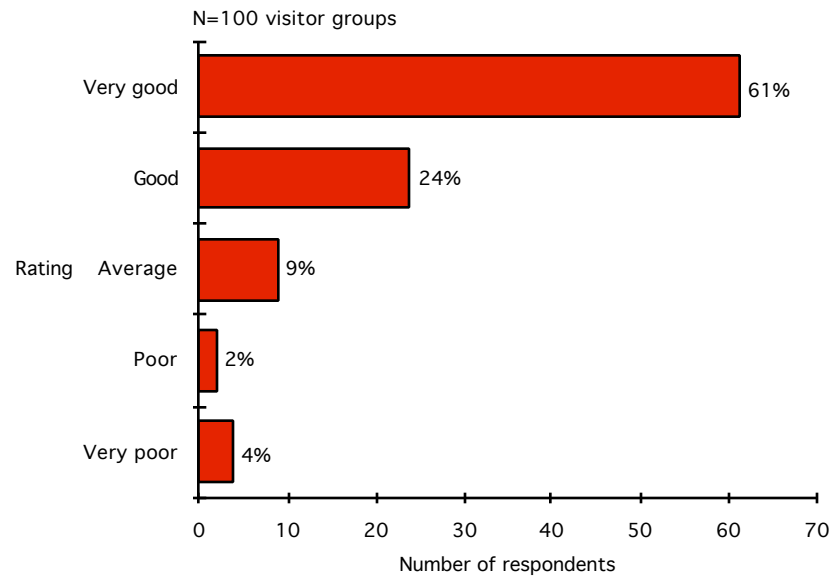


Figure 49: Quality of regulation signs

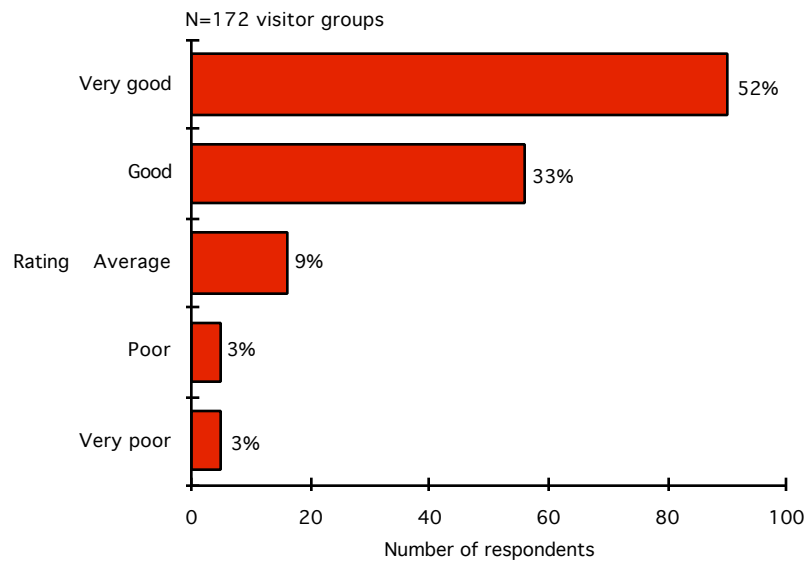


Figure 50 Quality of informational signs

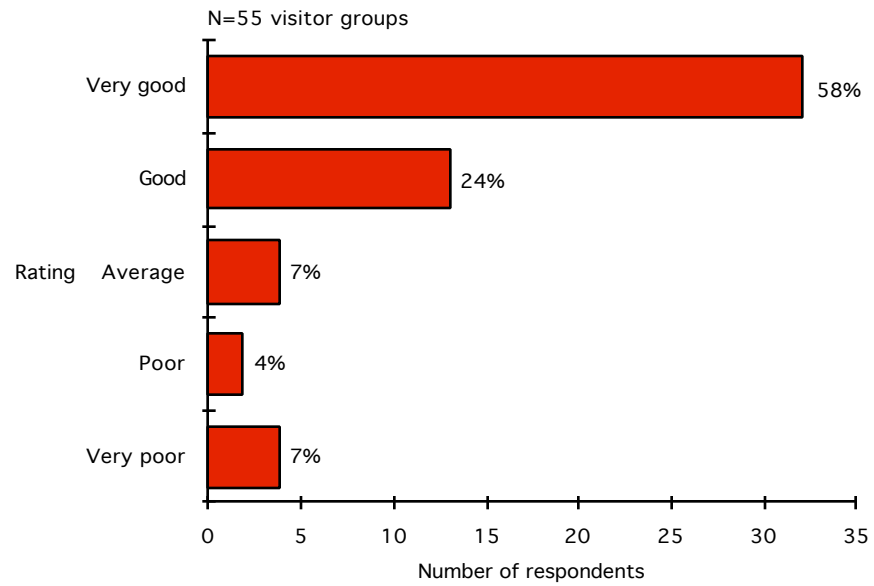


Figure 51: Quality of life guards

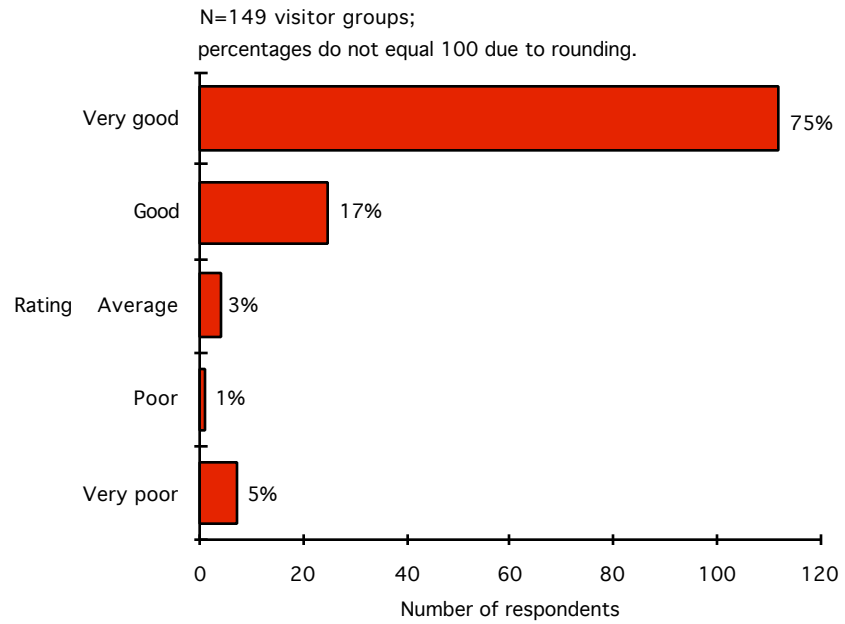


Figure 52: Quality of uniformed park staff

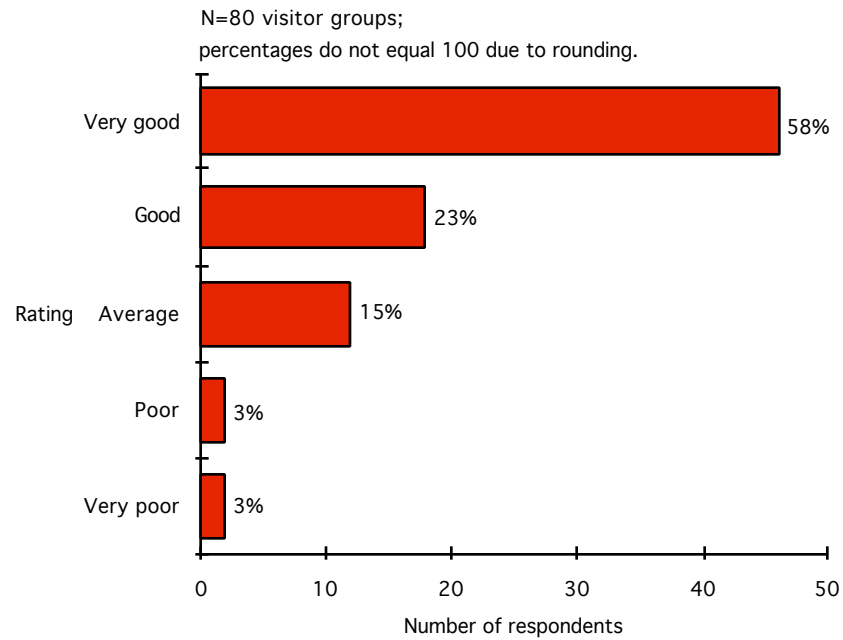


Figure 53: Quality of park brochure

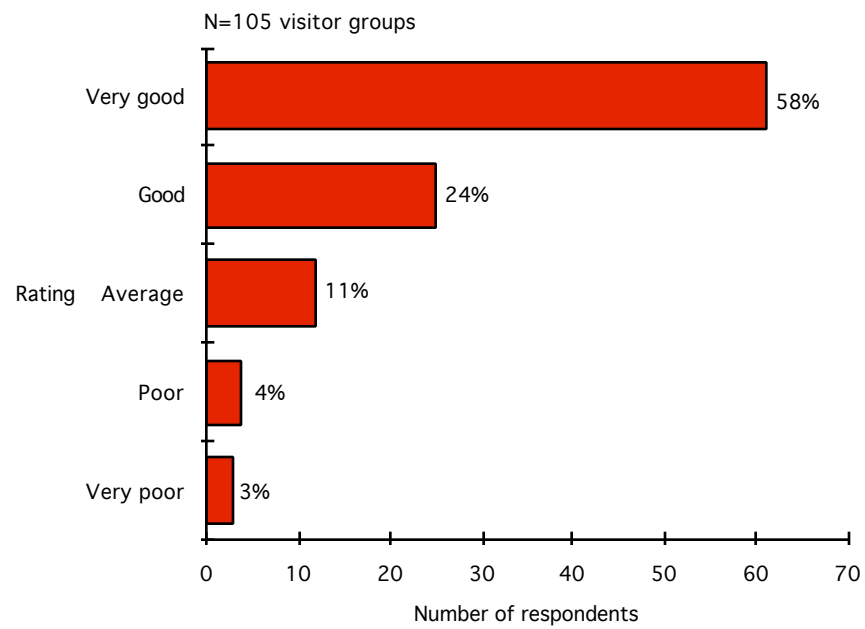


Figure 54: Quality of park map

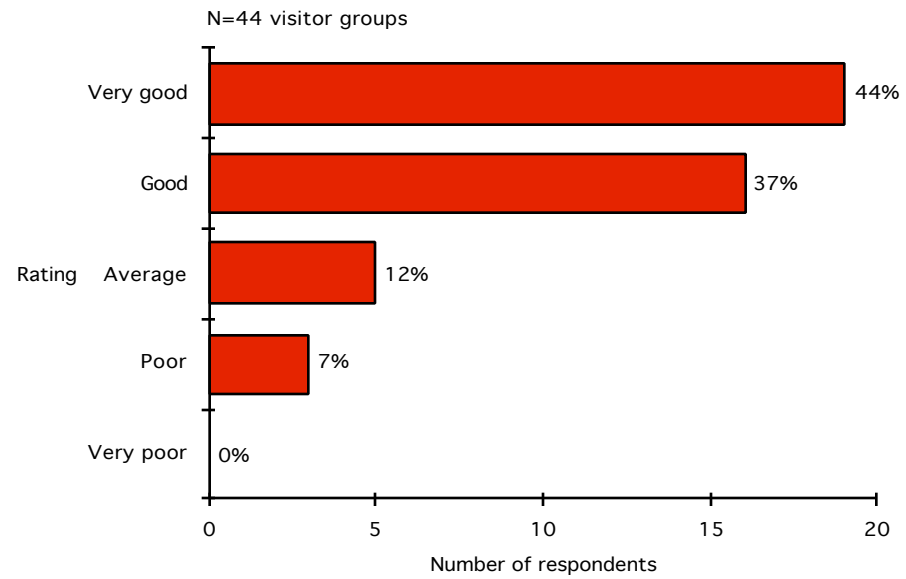


Figure 55 Quality of trail exhibits

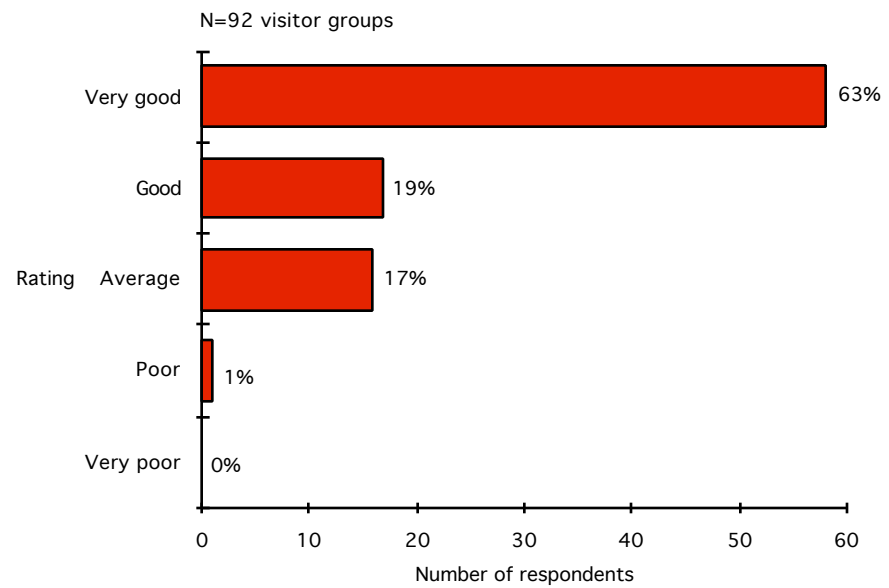


Figure 56: Quality of visitor center exhibits

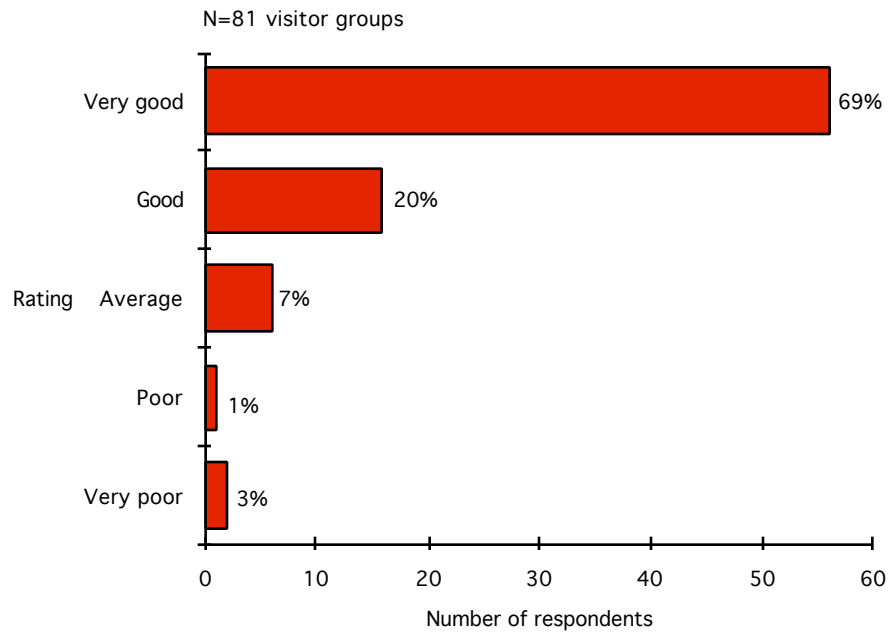


Figure 57: Quality of visitor/nature center

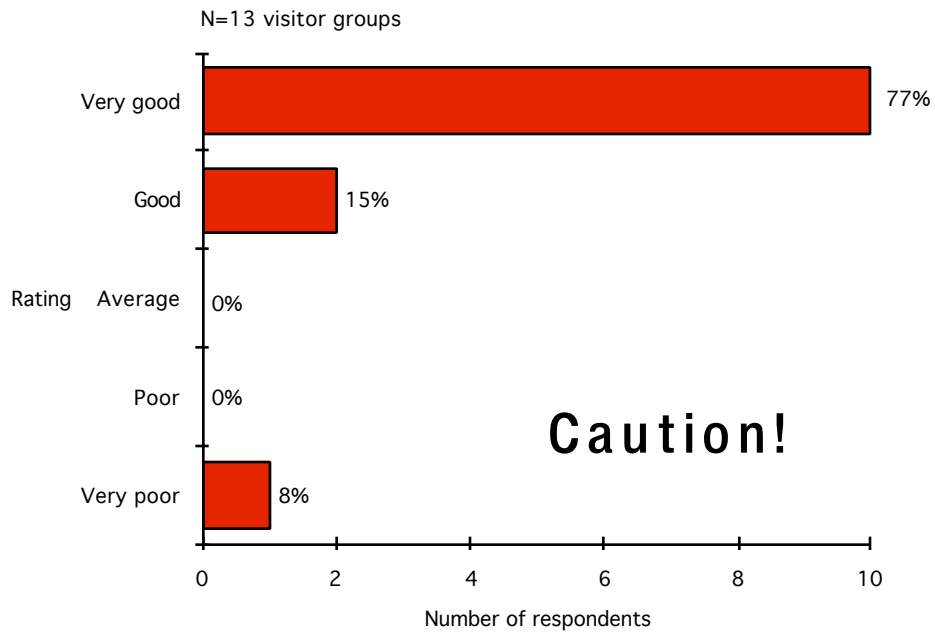


Figure 58: Quality of interpretive/naturalist program

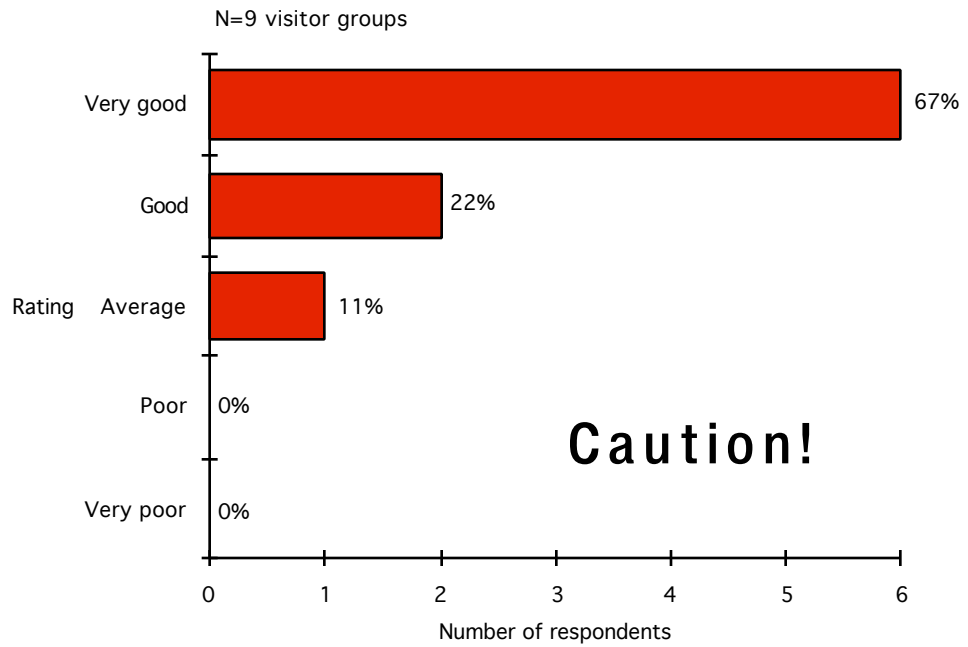


Figure 59: Quality of park newspaper

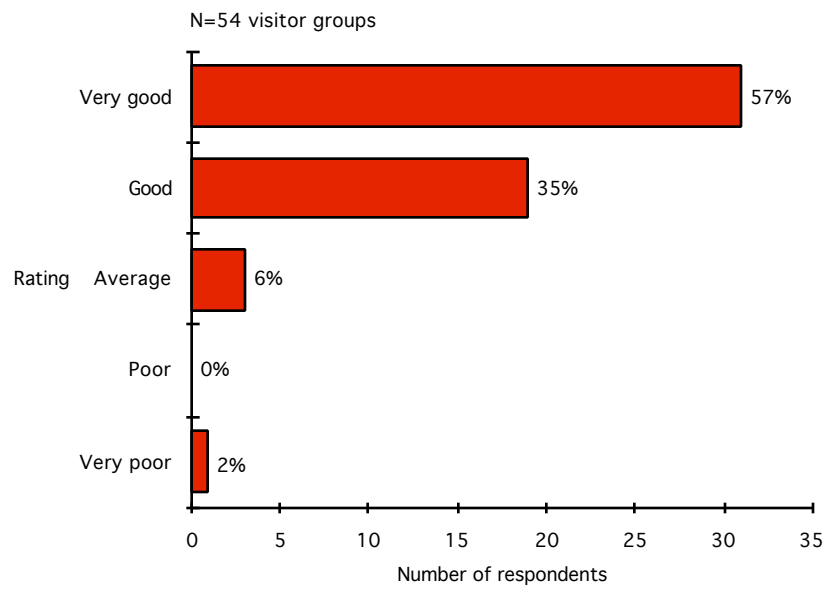


Figure 60: Quality of trail maps

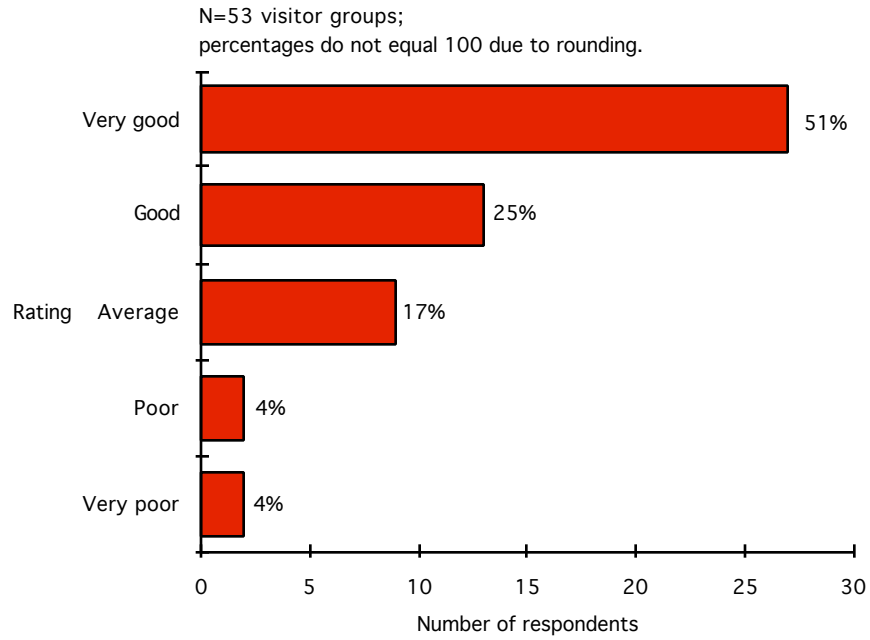


Figure 61: Quality of bulletin boards

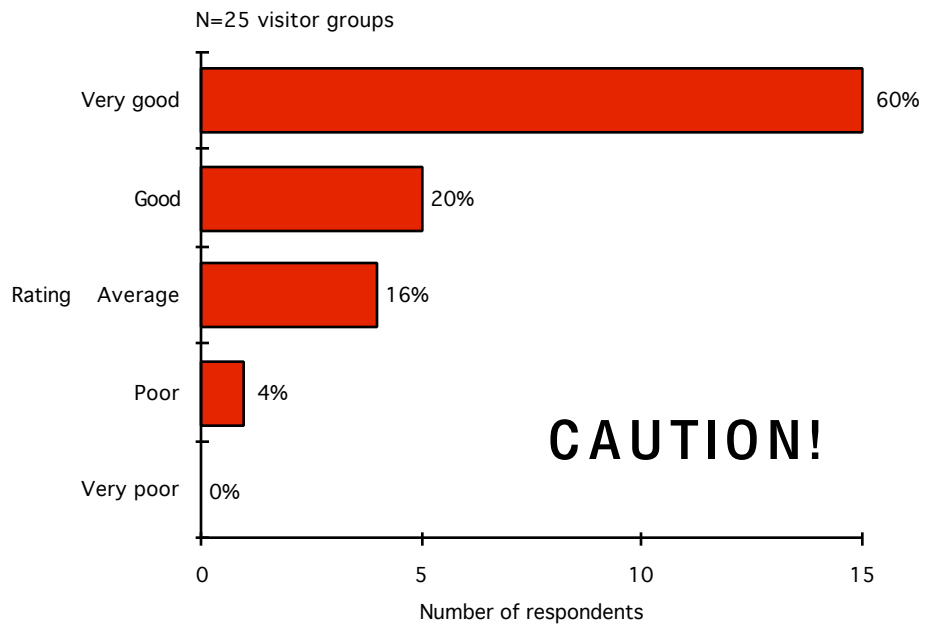


Figure 62: Quality of slide program

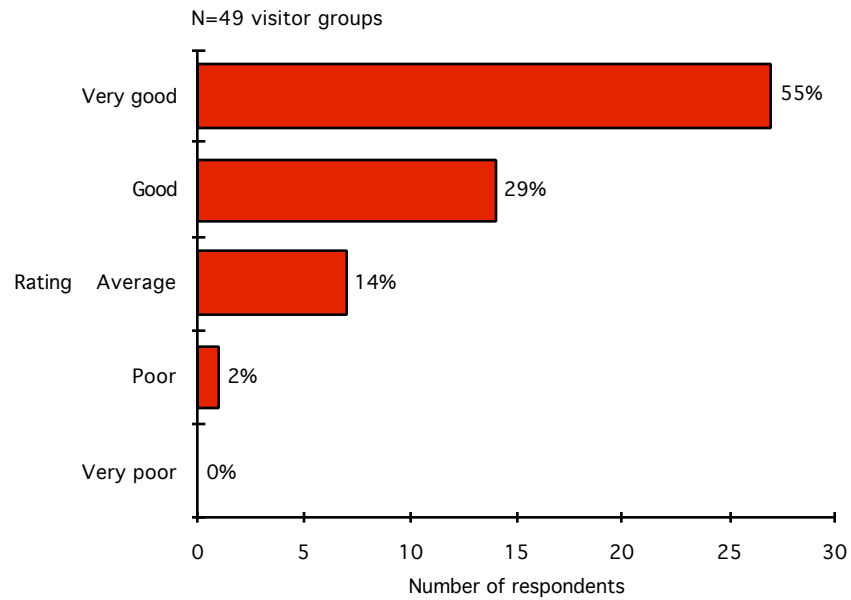


Figure 63: Quality of informational handouts

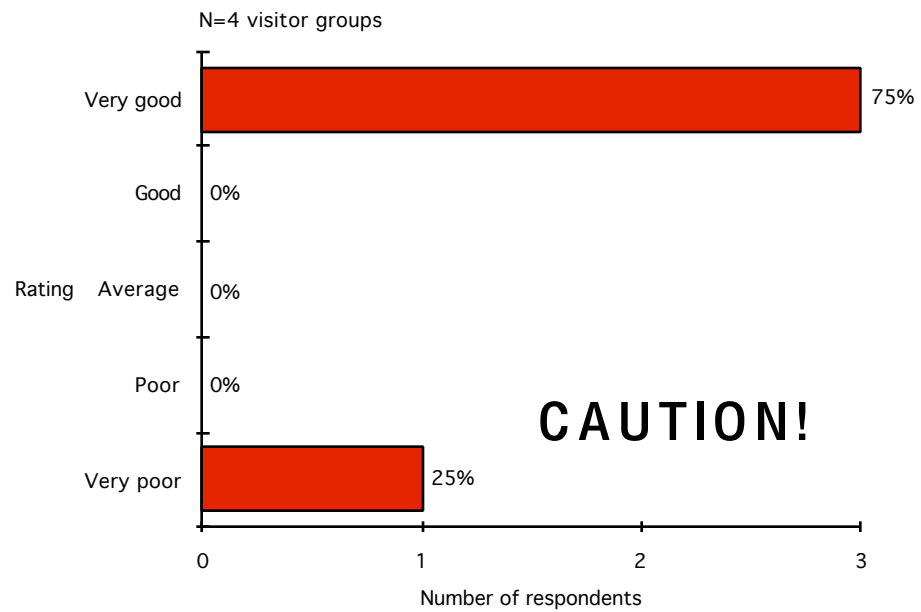


Figure 64: Quality of "other" interpretive/visitor services

Visitors were asked what their reasons were for visiting Indiana Dunes National Lakeshore. Figure 65 shows visit the beaches (79%), visit the dunes (72%) and enjoy nature were the responses chosen the most by the visitors.

"Other" was identified by visitors as camping, tanning and photography.

Reasons for visiting

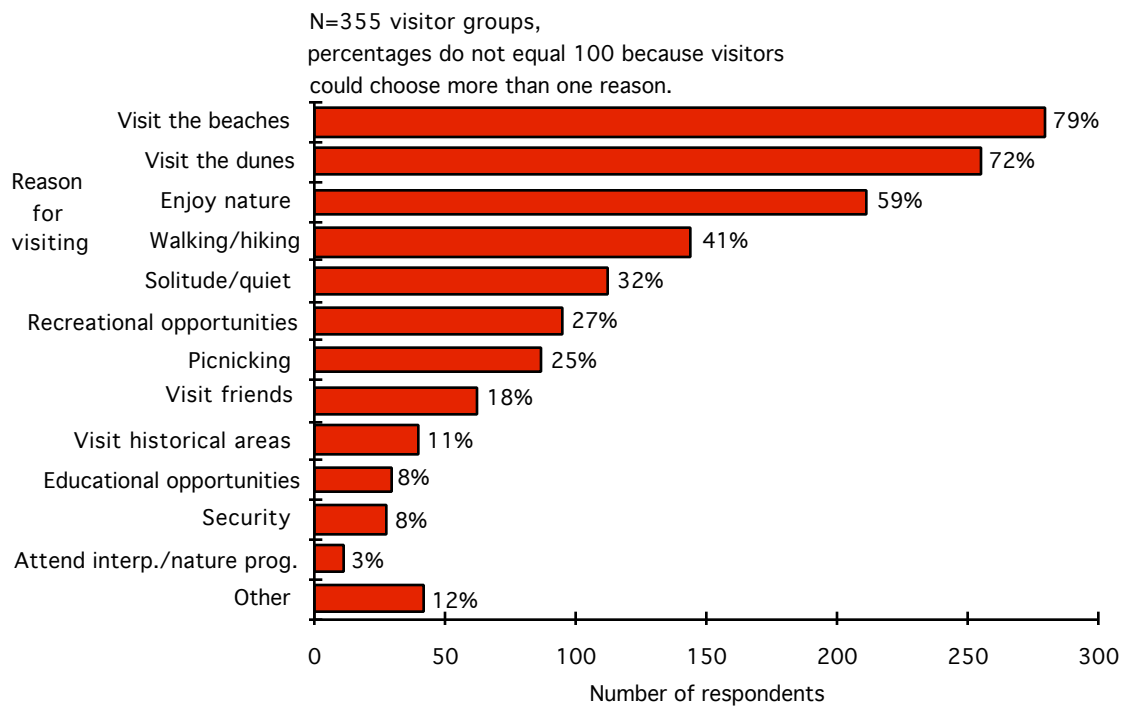


Figure 65: Reasons for visiting

Other attractions visited in the area

Visitors were asked, "During this visit to the Indiana Dunes National Lakeshore area what other attractions did you and your group visit?" Figure 66 shows restaurants (65%), stores (52%) and the outlet mall (32%) were the most popular responses. "Other" was identified by visitors as campgrounds, gas stations and Chicago museums.

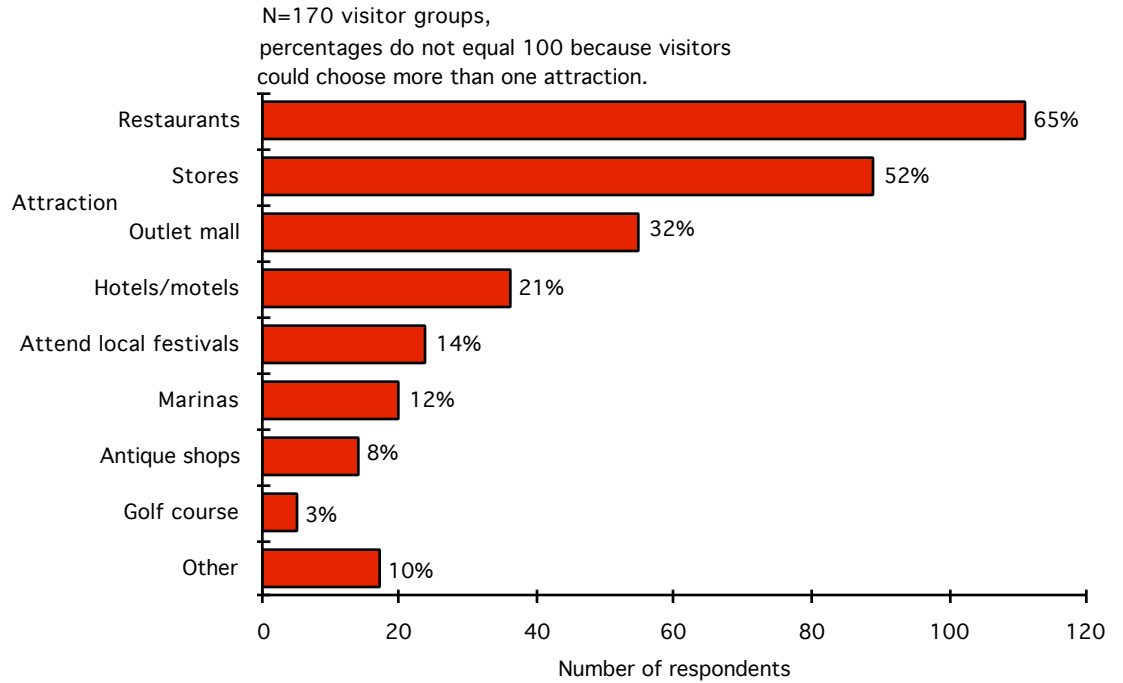


Figure 66: Other attractions visited in the area

Visitors were asked, "if you were planning for the future of Indiana Dunes National Lakeshore what would you propose?" A summary of their comments appear below and in the appendix.

Proposals for future planning

Proposals for future planning

N=341 comments;
many visitors made more than one comment.

<u>Comment</u>	<u>Number of times mentioned</u>
PERSONNEL	
Hire more rangers	9
More life guards	8
Other comments	4
INTERPRETIVE SERVICES	
More nature programs	7
More musical programs	3
Other comments	23
FACILITIES AND MAINTENANCE	
Clean up litter	27
Make walk from parking lot to beach easier/shorter	11
Add more bathrooms on beach	9
More bike trails	9
Enlarge parking area at beaches	9
Clean litter out of water	8
Control water pollution	8
Cleaner restrooms at beach	8
More trash cans on beach	6
More nature trails	4
More electrical hookups needed in campground	4
Cleaner water	3
Install more showers	3
Get rid of rocks by the water	2
More water needed in campground	2
Benches needed along walkway from parking lot	2
Signs in parking lot informing of length of trip to the beach	2
Playground for kids	2
Construct a water theme park	2
Better directional signs	2
Diving dock in the water	2
Other comments	37

POLICIES

Keep the area as natural as possible	21
Make park area larger	9
Control insects	7
Enforce stronger anti-littering laws	6
No alcohol	5
Make water safe from bacteria	4
Advertise park better	3
Sell park passes	3
Allow personal water craft on the beaches	2
Stop mill pollution	2
Limit loud radios	2
Restrict number of visitors to the park	2
Keep the area safe for families	2
Charge out of state visitors more	2
No smoking	2
Other comments	25

CONCESSIONS

More restaurants	3
Better food service	3
Need a restaurant with a view of the beach	2
Other comments	14

GENERAL IMPRESSIONS

Don't know	4
Not here long enough to reply intelligently	2

Many visitors wrote additional comments, which are included in the **Comment summary** separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

Visitor comment summary

N=352 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff friendly/helpful	19
Other comments	1
INTERPRETIVE SERVICES	
Post more directional maps	2
Other comments	10
FACILITIES AND MAINTENANCE	
Area clean/well maintained	25
Clean the restrooms	7
Pick up litter	4
Not enough directional signs to the beaches	3
Remove sharp items in sand of beach areas	2
Too many mosquitoes	2
Park offers a lot of facilities I was not aware of	2
Directional signs to beaches confusing	2
Change shower heads so water pressure is less	2
Enjoyed trails	2
Like wooden walkways on dunes	2
Other comments	26
POLICIES	
Lakeshore area well managed	9
Beach closed due to bacteria	6
Area needs to be advertised better	3
State park is doing a good job	2
Warn visitors of poison ivy on Mount Baldy Trail	2
Area is secure for families	2
Glad area is non-alcoholic	2
Did not like having to pay to see dunes & lakeshore	2
Beach area getting too crowded	2
Other comments	9

CONCESSIONS

Rent umbrellas	2
Rent rafts	2
Rent boats	2
Other comments	4

VISITOR SERVICES PROJECT

Thank you for asking our opinion	2
----------------------------------	---

GENERAL IMPRESSIONS

Enjoyed visit	90
Will return	28
Have visited here before	21
Glad park is so close	8
Enjoy climbing the dunes	5
Thank you for keeping it a national park	5
Needed more time	4
Liked hiking trails	3
Enjoyed Mount Baldy	2
Like West Beach	2
Weather was hot/humid	2
Like peace & quiet	2
Enjoyed Chellberg farm	2
Other comments	16

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics. For example, to learn about which facility this visit a particular age group used request a comparison of facilities used by age group, to learn how the facilities visitor used this visit varied among group types, request a comparison of facilities used by group type.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about what interpretive/visitor services were used by different visitor group types and sizes, request a comparison of interpretive/visitor services used by group type by group size; to learn about what interpretive/information services were used by different age groups by group type, request a comparison of interpretive/information services by age groups by group type.

Consult the list of characteristics for Indiana Dunes National Lakeshore visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

**Visitor Services Project
Analysis Order Form
Indiana Dunes National Lakeshore
Report 58**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible—
you may select a single program/service/facility instead of all that were listed in the questionnaire.

- | | | |
|---------------------|-----------------------------------------------|-----------------------------|
| • Group size | • Facilities use | • Number times visited |
| • Group type | • Importance of facilities | • Activities |
| • Age | • Quality of facilities | • Sources of park info |
| • State residence | • Interpretive/visitor services use | • Starting location |
| • Country residence | • Importance of interpretive/visitor services | • Destination |
| • Length of stay | • Quality of interpretive/visitor services | • Other attractions visited |
| • Sites visited | • Reasons for visiting | |

Two-way comparisons (write in the appropriate variables from the above list)

FACILITIES USED by AGE GROUP

by _____
_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

INTERPRETIVE SERVICES by GROUP TYPE by GROUP SIZE

by _____ by _____
_____ by _____ by _____

Special instructions IT MAY BE HELPFUL TO KNOW
WHAT FORMAT YOU NEED, THE PURPOSE OF
THE INFORMATION, AND SO FORTH.

Mail to:
Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843-4199

**Visitor Services Project
Analysis Order Form
Indiana Dunes National Lakeshore
Report 58**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible-- you may select a single program/service/facility instead of all that were listed in the questionnaire.

- | | | |
|---------------------|-----------------------------------------------|-----------------------------|
| • Group size | • Facilities use | • Number times visited |
| • Group type | • Importance of facilities | • Activities |
| • Age | • Quality of facilities | • Sources of park info |
| • State residence | • Interpretive/visitor services use | • Starting location |
| • Country residence | • Importance of interpretive/visitor services | • Destination |
| • Length of stay | • Quality of interpretive/visitor services | • Other attractions visited |
| • Sites visited | • Reasons for visiting | |

Two-way comparisons (write in the appropriate variables from the above list)

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions _____

Mail to:
**Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843-4199**

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

Moscow, Idaho 83843-4199 or call (208) 885-5555

1985

5. North Cascades National Park Service Complex

1986

6. Crater Lake National Park

1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

For more information about the Visitor Services Project, please contact
Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative
Park Studies Unit, College of Forestry, Wildlife and Range Sciences,

1990

- 28. Canyonlands National Park
- 29. White Sands National Monument
- 30. National Monuments
- 31. Kenai Fjords National Park
- 32. Gateway National Recreation Area
- 33. Petersburg National Battlefield
- 34. Death Valley National Monument
- 35. Glacier National Park
- 36. Scott's Bluff National Monument
- 37. John Day Fossil Beds National Monument

1991

- 38. Jean Lafitte National Historical Park
- 39. Joshua Tree National Monument
- 40. The White House Tours, President's Park
- 41. Natchez Trace Parkway
- 42. Stehekin-North Cascades National Park/Lake Chelan National Rec. Area
- 43. City of Rocks National Reserve
- 44. The White House Tours, President's Park

1992

- 45. Big Bend National Park
- 46. Frederick Douglass National Historic Site
- 47. Glen Echo Park
- 48. Bent's Old Fort National Historic Site
- 49. Jefferson National Expansion Memorial
- 50. Zion National park
- 51. New River Gorge National River
- 52. Klondike Gold Rush National Historical Park
- 53. Arlington House The Robert E. Lee Memorial

1993

- 54. Belle Haven Park/Dyke Marsh Wildlife Preserve
 - 55. Santa Monica Mountains National Recreation Area
 - 56. Whitman Mission National Historic Site
 - 57. Sitka National Historical Park
 - 58. Indiana Dunes National Lakeshore
-

NPS D 128

February 1994



Visitor Services Project
Indiana Dunes
National Lakeshore
Appendix

Visitor Services Project
Indiana Dunes
National Lakeshore
Appendix

Dwight L. Madison

Report 58

February 1994

Dwight Madison is VSP Eastern Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Indiana Dunes National Lakeshore for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Proposals for future planning

N=341 comments;
many visitors made more than one comment.

<u>Comment</u>	<u>Number of times mentioned</u>
PERSONNEL	
Hire more rangers	9
More life guards	8
Other comments	4
INTERPRETIVE SERVICES	
More nature programs	7
More musical programs	3
Other comments	23
FACILITIES AND MAINTENANCE	
Clean up litter	27
Make walk from parking lot to beach easier/shorter	11
Add more bathrooms on beach	9
More bike trails	9
Enlarge parking area at beaches	9
Clean litter out of water	8
Control water pollution	8
Cleaner restrooms at beach	8
More trash cans on beach	6
More nature trails	4
More electrical hookups needed in campground	4
Cleaner water	3
Install more showers	3
Get rid of rocks by the water	2
More water needed in campground	2
Benches needed along walkway from parking lot	2
Signs in parking lot informing of length of trip to the beach	2
Playground for kids	2
Construct a water theme park	2
Better directional signs	2
Diving dock in the water	2
Other comments	37
POLICIES	
Keep the area as natural as possible	21
Make park area larger	9
Control insects	7
Enforce stronger anti-littering laws	6
No alcohol	5
Make water safe from bacteria	4
Advertise park better	3
Sell park passes	3
Allow personal water craft on the beaches	2
Stop mill pollution	2

Limit loud radios	2
Restrict number of visitors to the park	2
Keep the area safe for families	2
Charge out of state visitors more	2
No smoking	2
Other comments	25

CONCESSIONS

More restaurants	3
Better food service	3
Need a restaurant with a view of the beach	2
Other comments	14

GENERAL IMPRESSIONS

Don't know	4
Not here long enough to reply intelligently	2

Visitor comment summary

N=352 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff friendly/helpful	19
Other comments	1
INTERPRETIVE SERVICES	
Post more directional maps	2
Other comments	10
FACILITIES AND MAINTENANCE	
Area clean/well maintained	25
Clean the restrooms	7
Pick up litter	4
Not enough directional signs to the beaches	3
Remove sharp items in sand of beach areas	2
Too many mosquitoes	2
Park offers a lot of facilities I was not aware of	2
Directional signs to beaches confusing	2
Change shower heads so water pressure is less	2
Enjoyed trails	2
Like wooden walkways on dunes	2
Other comments	26
POLICIES	
Lakeshore area well managed	9
Beach closed due to bacteria	6
Area needs to be advertised better	3
State park is doing a good job	2
Warn visitors of poison ivy on Mount Baldy Trail	2
Area is secure for families	2
Glad area is non-alcoholic	2
Did not like having to pay to see dunes & lakeshore	2
Beach area getting too crowded	2
Other comments	9
CONCESSIONS	
Rent umbrellas	2
Rent rafts	2
Rent boats	2
Other comments	4

VISITOR SERVICES PROJECT

Thank you for asking our opinion	2
----------------------------------	---

GENERAL IMPRESSIONS

Enjoyed visit	90
Will return	28
Have visited here before	21
Glad park is so close	8
Enjoy climbing the dunes	5
Thank you for keeping it a national park	5
Needed more time	4
Liked hiking trails	3
Enjoyed Mount Baldy	2
Like West Beach	2
Weather was hot/humid	2
Like peace & quiet	2
Enjoyed Chellberg farm	2
Other comments	16

**Printing Instructions for
Indiana Dunes National Lakeshore
Draft Report**

Indiana Dunes National Lakeshore Draft Report

I need 2 bound copies

Both copies should have a **gray front & back cover**

Inside Title page should be Xeroxed on white paper (single page).

Report Summary page should be Xeroxed on blue paper (single page).

Table of contents page should be Xeroxed on white paper (single page).

Pages 1-52 should be duplexed on white paper.

Analysis order form should be Xeroxed on white paper (single page)

Page 55 (Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

Publications page on inside back cover page.

**Printing Instructions for
Indiana Dunes National Lakeshore
Report & Appendix**

Indiana Dunes National Lakeshore Report

I need 27 copies : 26 bound copies and 1 copy unbound.

All copies should have a **gray front & back cover**

Inside Title page should be on white paper (single page).

Report Summary page should be Xeroxed on blue paper (single page).

Table of contents page should be Xeroxed on white paper (single page).

Pages 1-52 should be duplexed on white paper.

Analysis order form should be on white paper (single page)

Page 55(Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

**** NPS D 128 February 1994 page** should be facing back cover page
(the one that has the publications listed)

Indiana Dunes National Lakeshore Appendix Section

I need 9 copies : 8 bound copies and 1 copy unbound.

All copies should have a **gray front & back cover .**

Inside Title page should be Xeroxed on white paper (single page).

Pages 1-4 (future planning & comment summary) duplex on blue paper.

Visitor comment pages duplex on white paper.

Sheet number	Group size	Respondent Age
1	26	635
2	35	558
3	33	601
4	30	763
5	22	657
6	23	629
7	22	710
8	18	544
9	18	514
10	26	688
11	19	650
12	12	423
13	21	814
14	25	725
15	112	797
16	22	728
17	25	633
18	23	712
19	27	494
20	28	681
21	36	427
22	73	698
23	6	75
24	107	635
25	39	695
26	36	676
27	78	691
28	28	640
29	38	675
30	49	556
31	299	660
32	113	538
33	3	26
TOTAL (500)	1472 (2.94)	19948 (39.8)

Location	Q - # s	Amount given out	% given out	Amount returned	% Returned of site / total
Mount Baldy	325-499	174	34%	131	75% / 36%
Lake View	501-512	12	2%	9	75% / 3%
Dorothy Buell Visitor Center	270-324	54	11%	46	85% / 13%
West Beach	1-159	159	31%	91	57% / 25%
Indiana Dunes State Park	173-175 201-269	72	14%	55	76% / 15%
Bailly / Chellberg farm	160-172 176-200	38	7%	27	71% / 8%
Total		509	99%	359	
