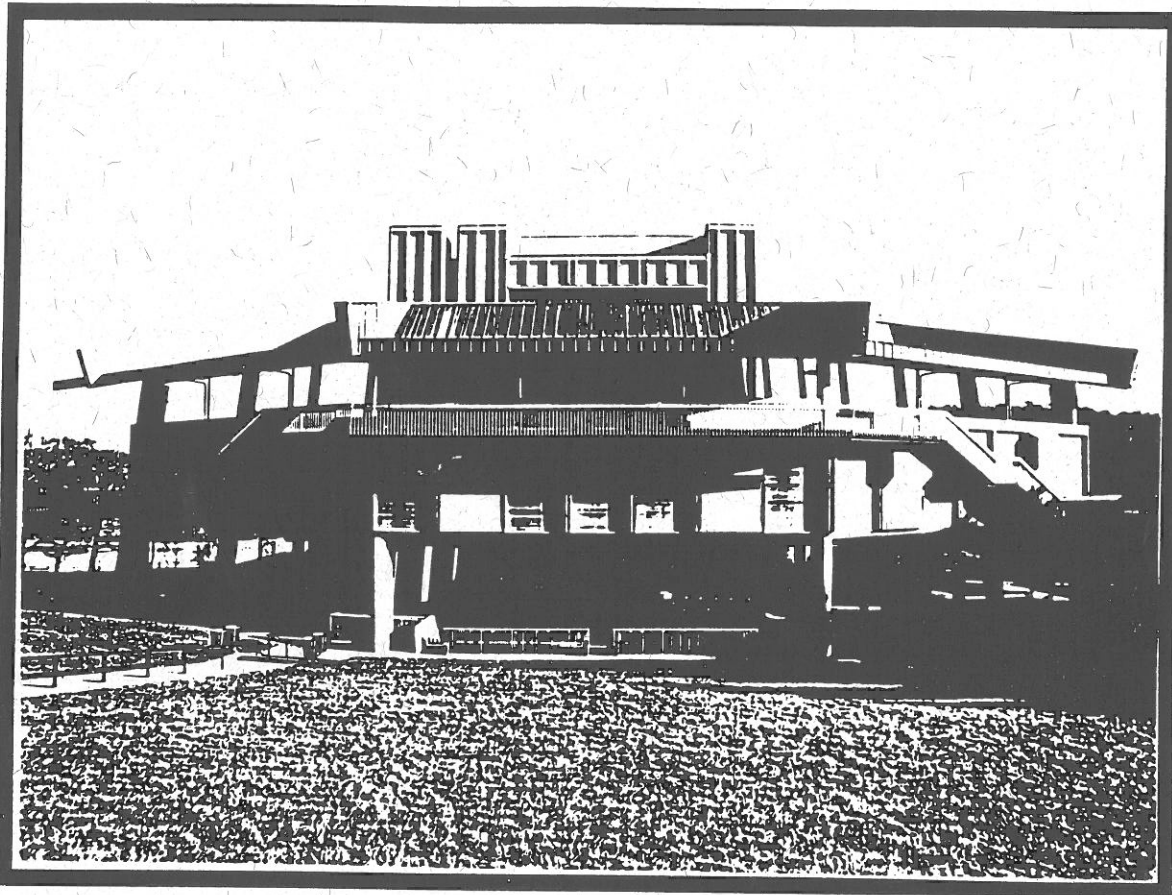

Visitor Services Project Wolf Trap Farm Park for the Performing Arts



Visitor Services Project Report 67
Cooperative Park Studies Unit



University of Idaho



Visitor Services Project Wolf Trap Farm Park for the Performing Arts

Margaret Littlejohn

Report 67

March 1995

Margaret Littlejohn is VSP Western Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank Dwight Madison who conducted this study, and the staff of Wolf Trap Farm Park for the Performing Arts for their assistance. 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 Wolf Trap Farm Park for the Performing Arts Report Summary

- This report describes the results of a visitor study at Wolf Trap Farm Park for the Performing Arts during July 16-25, 1994. A total of 775 questionnaires were distributed at the Children's Theatre-in-the-Woods and Filene Center and 551 were returned, a 71% response rate.
- This report profiles Wolf Trap Farm Park visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.

Children's Theatre-in-the-Woods Visitors

- Forty-eight percent of the Children's Theatre-in-the-Woods visitors were in family groups. Fifty-seven percent of all Children's Theatre-in-the-Woods visitors were ten years old or younger. Approximately three-quarters of all visitors (78%) were repeat visitors to Wolf Trap Farm Park. One-fourth of adults (25%) were accompanying organized groups of children. Forty-eight percent of organized children's groups were in groups of ten to twenty people.
- Only one international visitor (from Italy) attended the Children's Theatre-in-the-Woods performances. Ninety-six percent of the visitors came from Virginia, Maryland and Washington D.C., with smaller proportions from several other states.
- Eighty percent of the visitors stayed two to three hours at the Children's Theatre-in-the-Woods. Most learned about Wolf Trap Farm Park from friends or relatives or previous visits.
- Ninety-four percent of the Children's Theatre-in-the-Woods visitors arrived at Wolf Trap by private vehicle. Most (68%) brought one vehicle to the park.
- The most used services were parking and Children's Theatre-in-the-Woods benches (94% each). The best quality services according to visitors were paths/trails and picnic areas.

Filene Center Visitors

- Forty-two percent of Filene Center visitors were in family groups. Sixty-one percent of all Filene Center visitors were ages 31-50. Approximately three-quarters (73%) of the visitors were repeat visitors to Wolf Trap.
- International visitors comprised 3% of those attending Filene Center performances. Ninety-two percent of the visitors came from Virginia, Maryland and Washington D.C., with smaller proportions from many other states.
- Most visitors (73%) stayed four to five hours at Filene Center. Most learned about Wolf Trap from newspapers/magazines, previous visits or the Wolf Trap Foundation calendar.
- Most Filene Center visitors (98%) arrived at Wolf Trap by private vehicle. Most (67%) brought one vehicle to the park. Most visitors (58%) parked on paved/gravel parking lots in the park.
- Visitors evaluated seating locations; lawn and front orchestra received the best sound quality ratings. The best sound volume was in lawn and rear orchestra seating. The best stage view was from front and rear orchestra seating.
- Visitors made many additional comments.

<p style="text-align: center;">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 83844-1133 or call (208) 885-7129.</p>
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FILENE CENTER VISITOR RESULTS (continued)

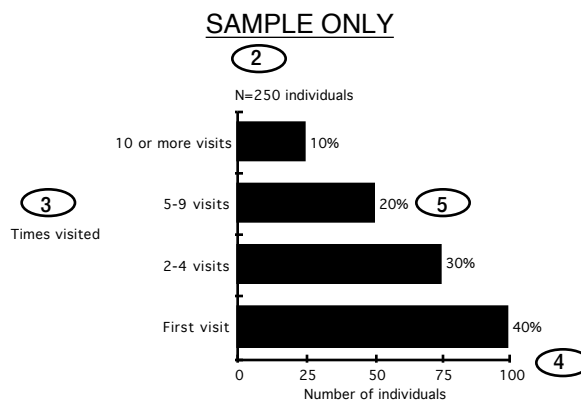
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INTRODUCTION

This report describes the results of a study of visitors at Wolf Trap Farm Park for the Performing Arts (referred to as "Wolf Trap Farm"). This visitor study was conducted July 16-25, 1994 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho. Two groups of Wolf Trap visitors are described in this report: first, the Children's Theatre-in-the-Woods visitors, followed by Filene Center visitors. Visitors to Children's Theatre-in-the-Woods attended performances for children on Monday through Friday mornings. Filene Center visitors attended various adult musical performances in the evenings.

A Methods section discusses the procedures and limitations of the study. Two Results sections follow, each including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has copies of the Questionnaires. The separate appendix includes comment summaries and 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

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Wolf Trap Farm Park during July 16-25, 1994. Visitors completed the questionnaire after their visit and then returned it by mail.

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

Visitors were sampled as they entered Wolf Trap Farm Park. 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 weeks after the survey. Eight weeks after the survey, second replacement questionnaires were mailed to a random sample of the visitors who had not returned their questionnaires.

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 123 groups, Figure 7 presents data for 422 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 124 questionnaires were returned by Children's Theatre-in-the-Woods visitors, Figure 1 shows data for only 123 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 16-25, 1994. 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.

CHILDREN'S THEATRE-IN-THE-WOODS RESULTS

Visitors contacted

At Children's Theatre-in-the-Woods, 151 visitor groups were contacted; 99% accepted questionnaires. A total of 124 visitor groups completed and returned their questionnaires, an 83% 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 for age was insignificant. Non-response bias for group size was slightly significant: visitors who accepted questionnaires reported slightly larger group sizes than visitors who returned their questionnaires.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	150	36.6	93	36.9
Group size	150	12.8	123	10.9

Demographics

Figure 1 shows group sizes, which varied from one person to 80 people. Twenty-three percent of Children's Theatre-in-the-Woods Wolf visitors came in groups of eleven people or more. Over one-third (34%) came in groups of three or four people. Almost half of the groups (48%) were in families, 27% were in groups of family and friends and 20% in "other" groups such as day care, school, or camp, as shown in Figure 2.

Figure 3 shows that most respondents (75%) were not accompanying an organized group of children. Among organized groups of children, the children's group size was most often 10-20 (48%) or 21-30 (26%), as shown in Figure 4. In organized groups, children's ages were 5-8 years (55%) or 4 or younger (48%), as shown in Figure 5.

The most common ages of adults accompanying an organized group of children were 26-45 (59%), as shown in Figure 6. The most common ages of all visitors were 10 or younger (57%), followed by 31-40 years old (24%), as shown in Figure 7. Most visitors (78%) were repeat visitors (see Figure 8).

Only one international visitor (from Italy) attended Children's Theatre-in-the-Woods performances. Map 1 and Table 2 show that the many of the United States visitors came from Maryland, Virginia and Washington D.C.

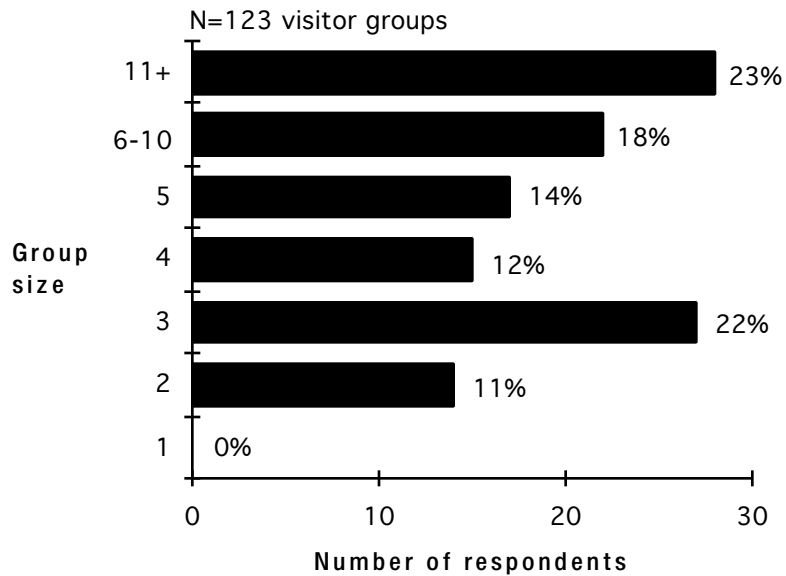


Figure 1: Visitor group sizes (Children's Theatre-in-the-Woods visitors)

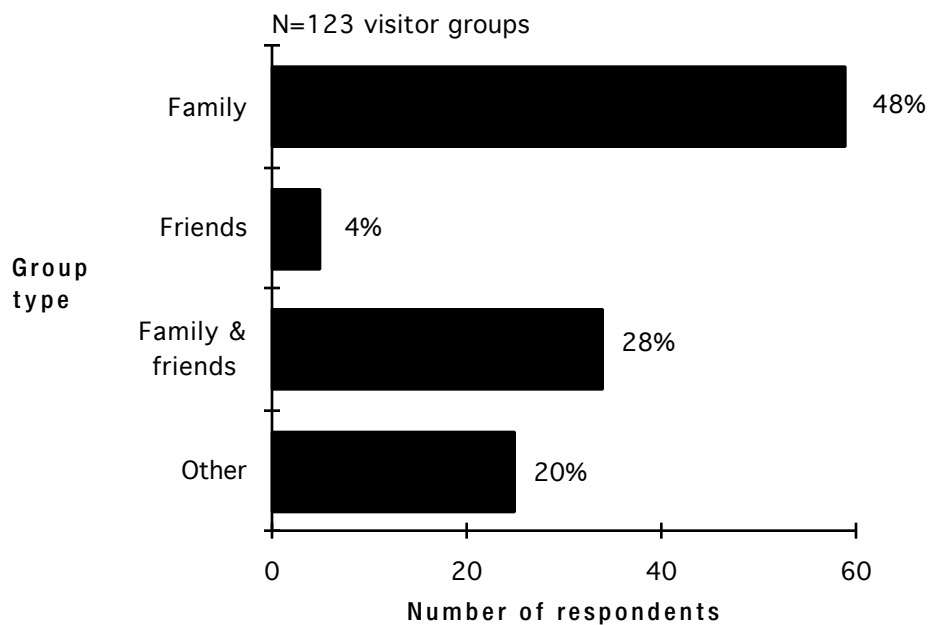


Figure 2: Visitor group types (Children's Theatre-in-the-Woods visitors)

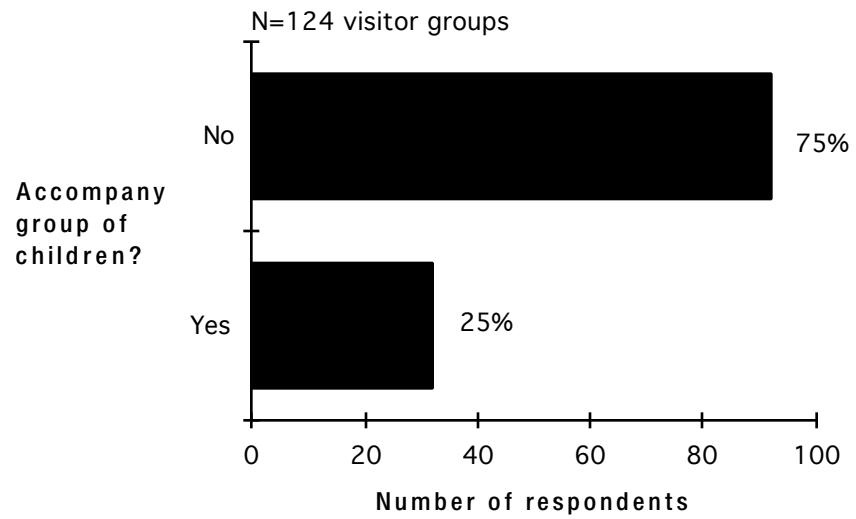


Figure 3: Adults accompanying organized groups of children (Children's Theatre-in-the-Woods visitors)

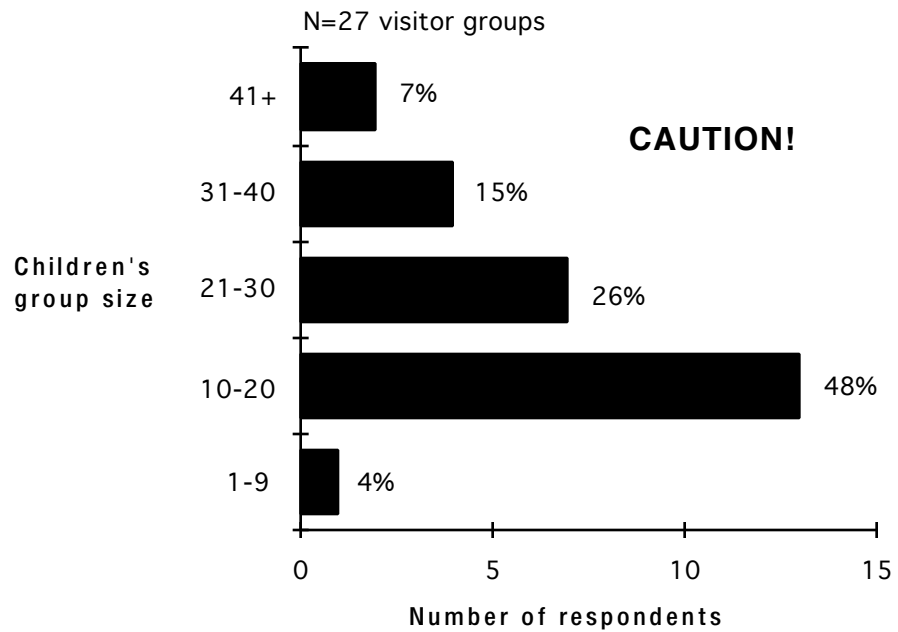
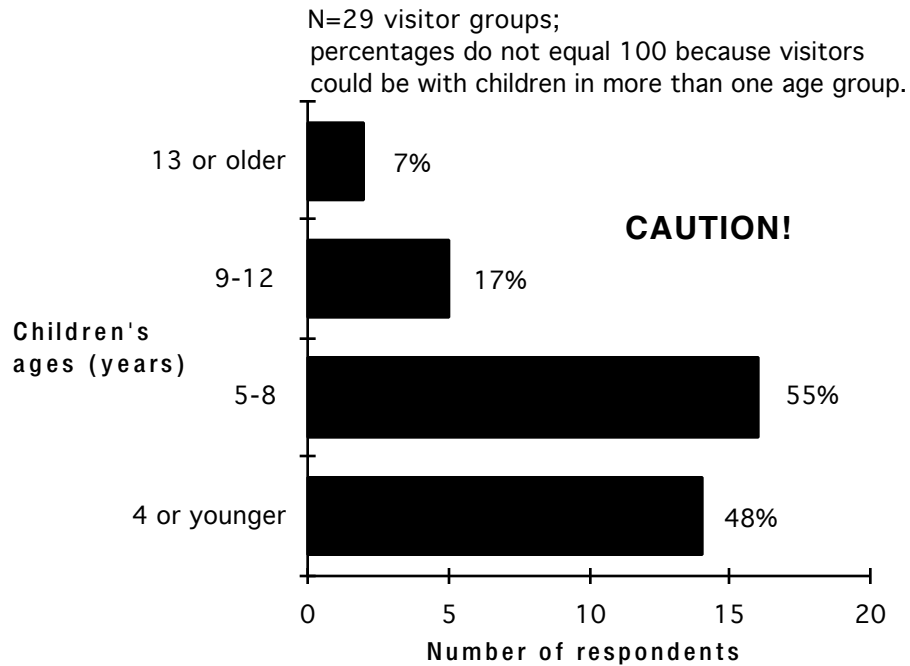
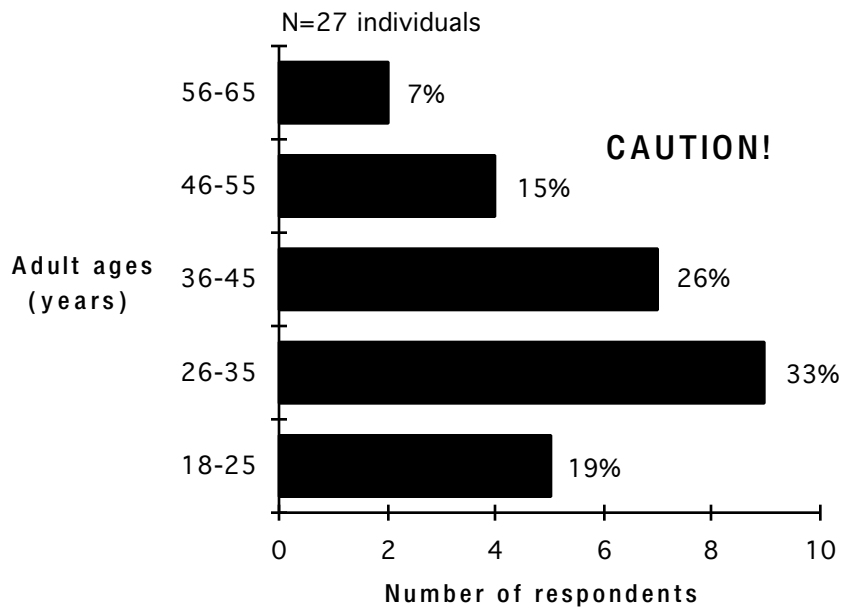


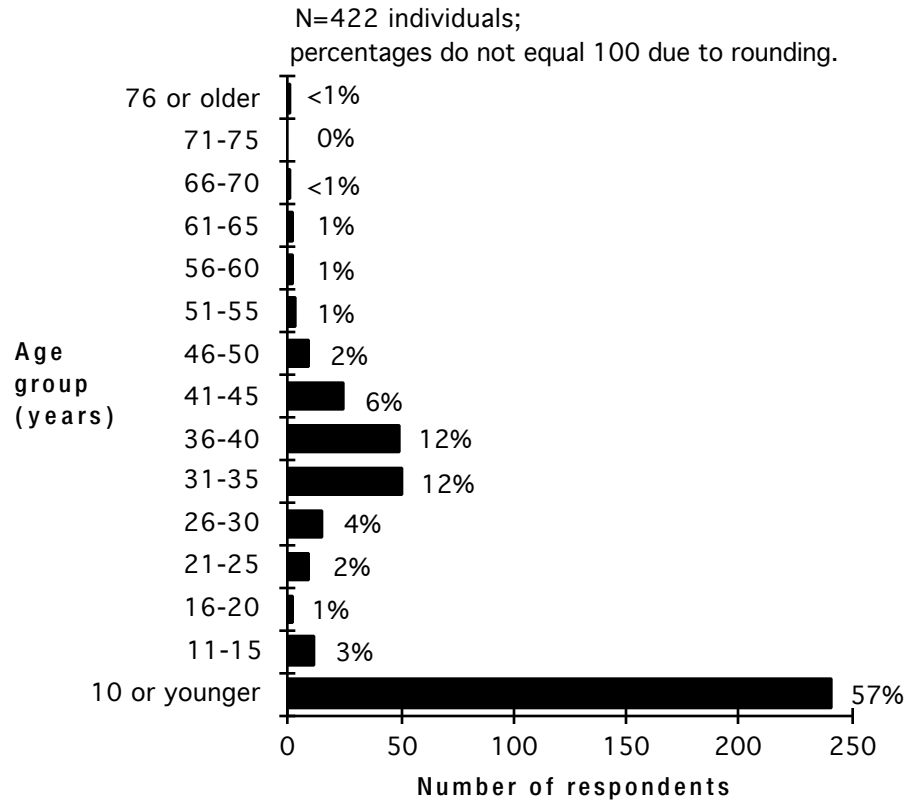
Figure 4: Children's group size for children in organized groups (Children's Theatre-in-the-Woods visitors)



**Figure 5: Ages of children in organized groups
(Children's Theatre-in-the-Woods visitors)**



**Figure 6: Ages of adults accompanying organized
children's groups (Children's Theatre-in-the-Woods visitors)**



**Figure 7: Ages of all visitors
(Children's Theatre-in-the-Woods visitors)**

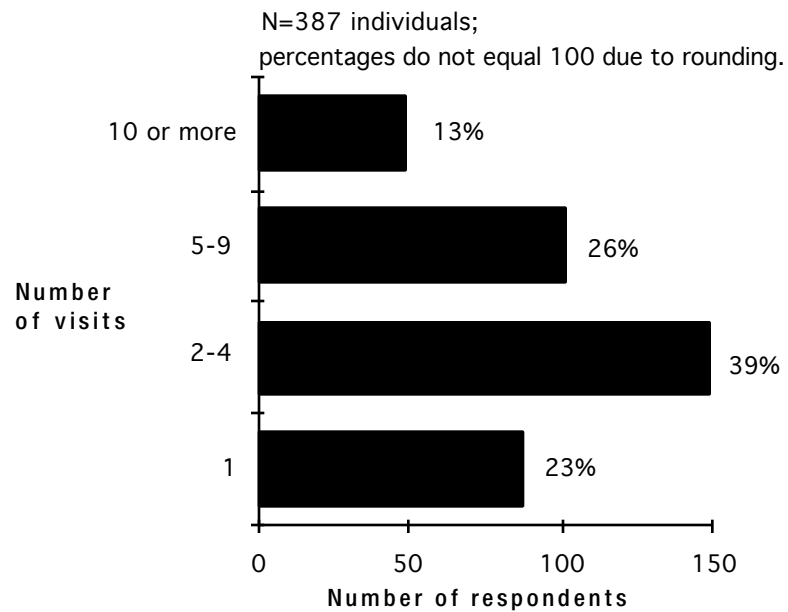
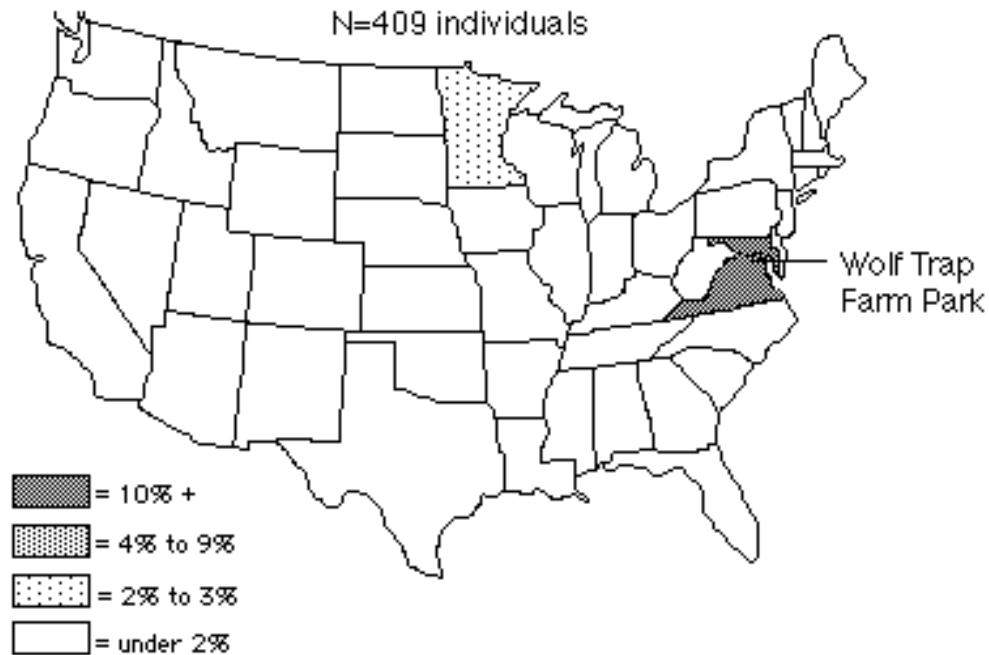


Figure 8: Number of visits (Children's Theatre-in-the-Woods visitors)



**Map 1: Proportion of visitors from each state
(Children's Theatre-in-the-Woods visitors)**

**Table 2: Proportion of visitors from each state
(Children's Theatre-in-the-Woods visitors)**

N=409 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Virginia	311	76
Washington, D.C.	41	10
Maryland	40	10
Minnesota	7	2
Michigan	3	1
California	2	1
New York	2	1
North Carolina	1	<1
Oregon	1	<1
Unspecified state	1	<1

Length of stay

Eighty percent of the Children's Theatre-in-the-Woods visitors to Wolf Trap stayed two to three hours (see Figure 9). Two percent of the Children's Theatre-in-the-Woods visitors spent five hours or more.

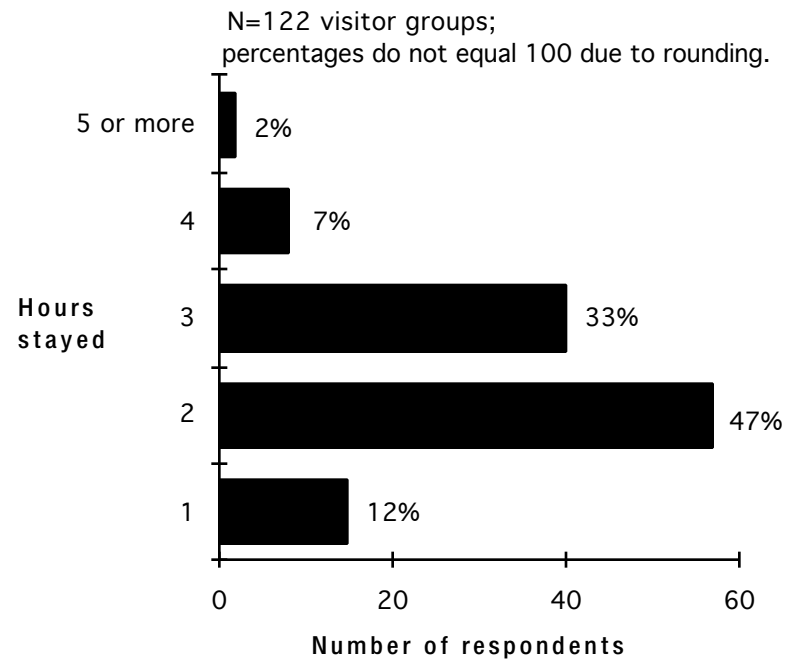


Figure 9: Length of stay (Children's Theatre-in-the-Woods visitors)

Visitors were asked what form of transportation they used to arrive at Children's Theatre-in-the-Woods. Most visitors arrived by private vehicle (94%), as shown in Figure 10. "Other" forms of transportation included school buses. Visitors were also asked how many vehicles their group brought to the park. Most (68%) brought one vehicle, although 24% brought two or three vehicles and 8% brought four or more vehicles (see Figure 11).

Forms of transportation used; number of vehicles used

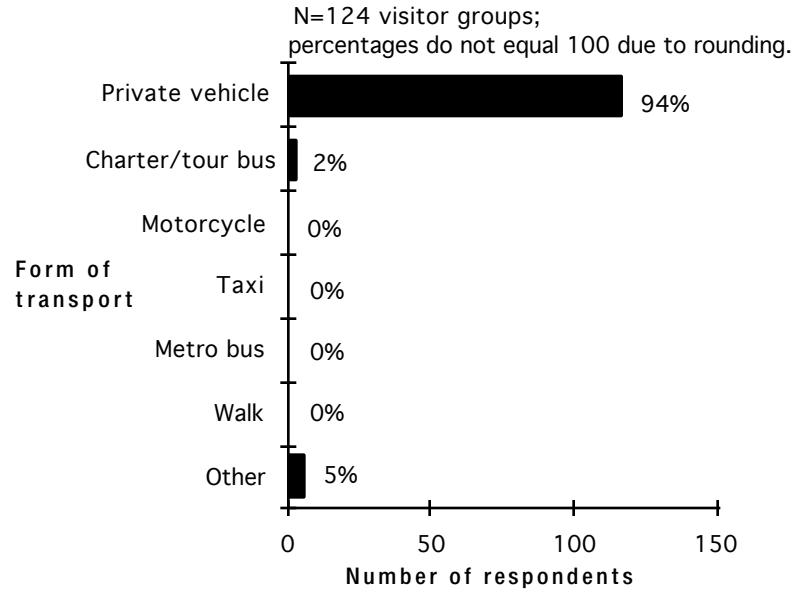


Figure 10: Proportion of visitor groups using each transport type (Children's Theatre-in-the-Woods visitors)

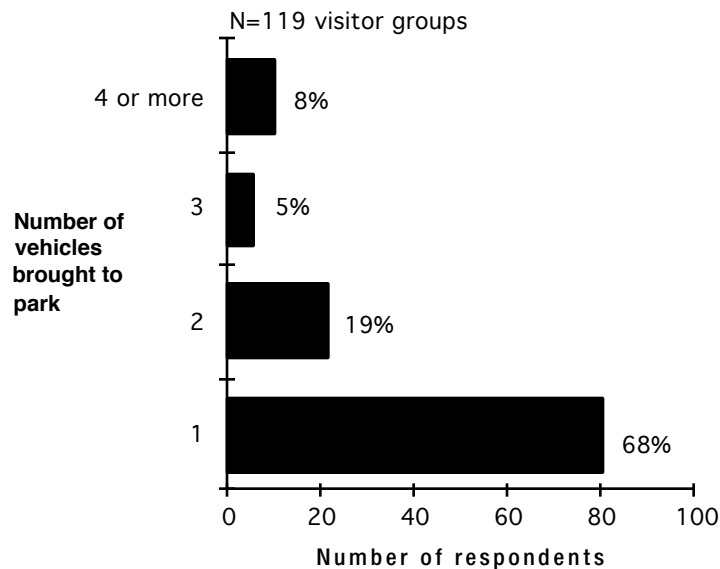


Figure 11: Number of vehicles brought to park (Children's Theatre-in-the-Woods visitors)

**Sources of
park
information**

Prior to visiting, the most often used sources of information about Wolf Trap were friends and relatives (58%), previous visits (58%), newspapers and magazines (38%) and the Wolf Trap Foundation calendar (37%), as shown in Figure 12. The least-used source of information was the Wolf Trap Foundation Associates (4%). "Other" sources of information included: telephoned the park, friends, neighbors, and other people.

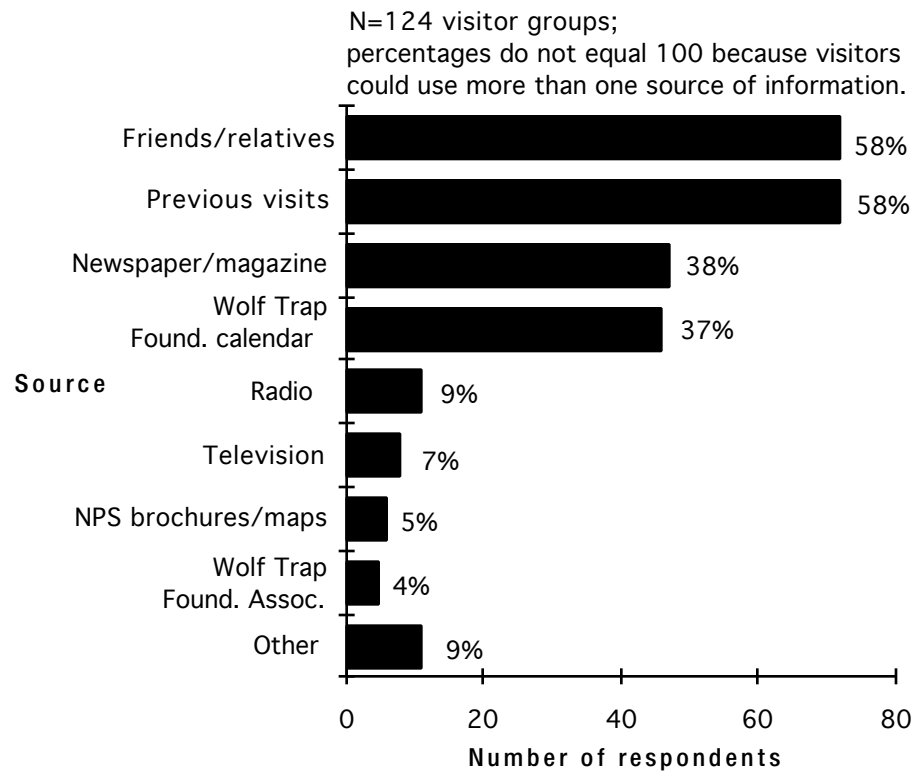
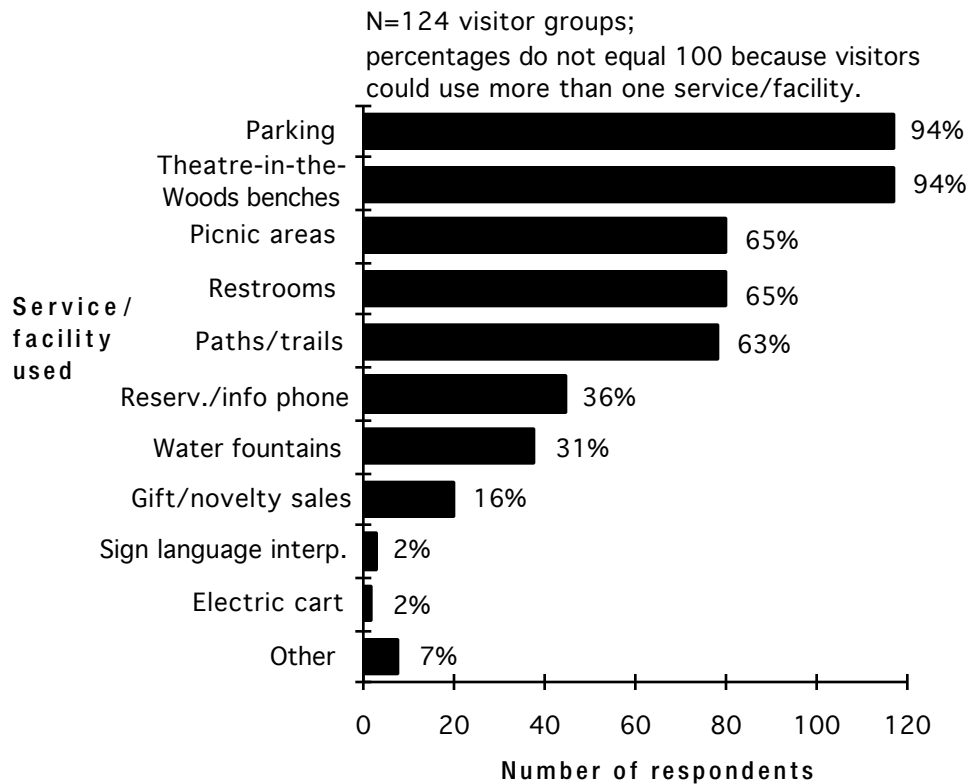


Figure 12: Sources of information (Children's Theatre-in-the-Woods visitors)

The most commonly used visitor services and facilities by Children's Theatre-in-the-Woods visitors were parking (94%), Children's Theatre-in-the-Woods benches (94%), picnic areas (65%), restrooms (65%) and paths/trails (63%), as shown in Figure 13. The least used service was the electric cart (2%). "Other" services and facilities included: wading in creeks or streams, rangers and reservations.

**Visitor
services and
facilities:
use and
quality**

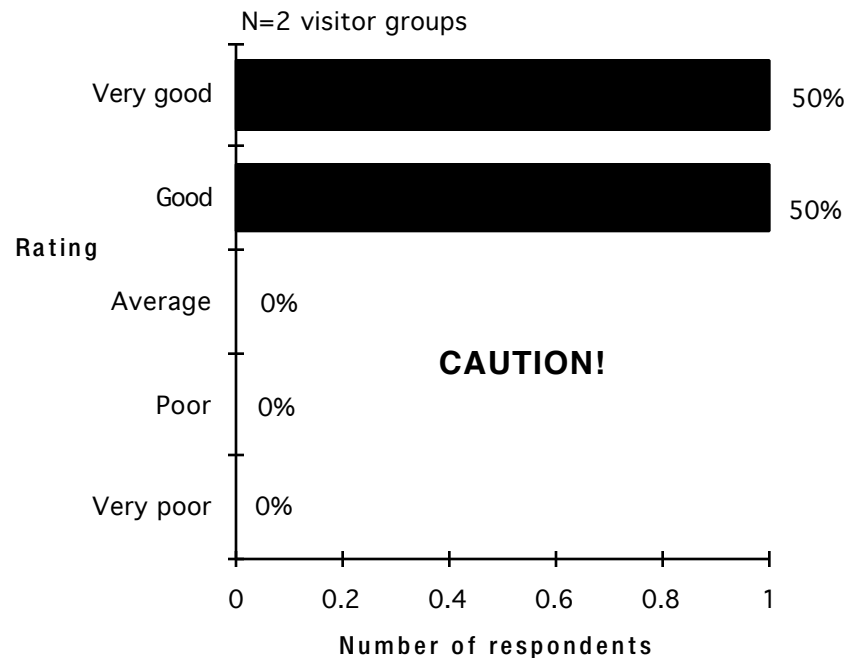


**Figure 13: Use of visitor services/facilities
(Children's Theatre-in-the-Woods visitors)**

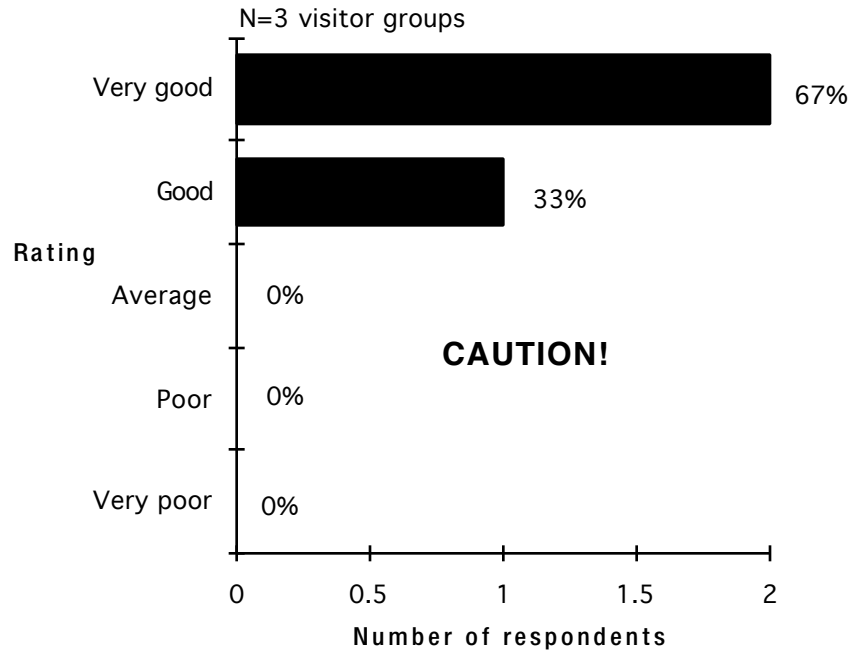
Children's Theatre-in-the-Woods visitors rated the quality of visitor services they used. They used a five point scale (see the box below).

QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

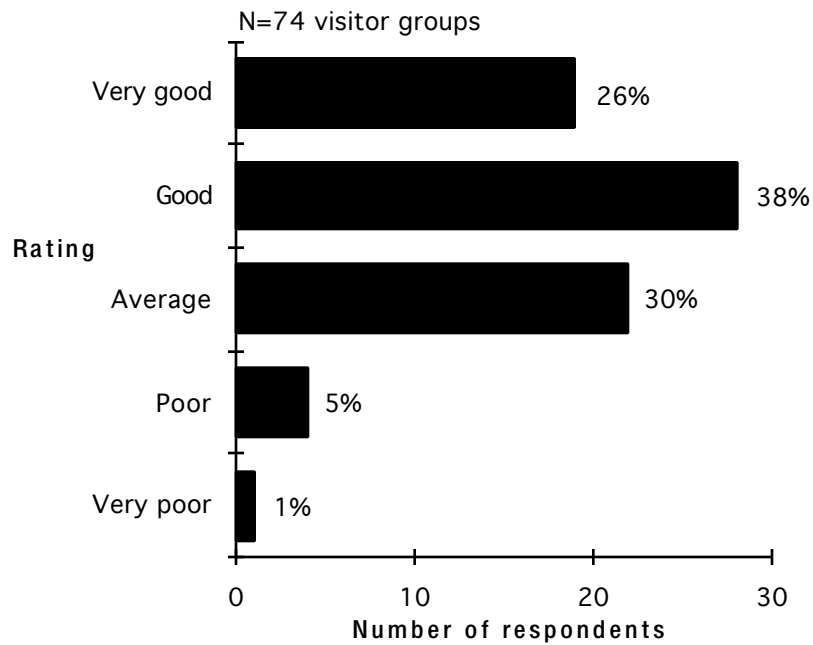
Figures 14-24 show that several services and facilities were given high "good" to "very good" ratings: paths/trails (90%), picnic areas (85%), water fountains (78%) and parking (77%). The service receiving the highest proportion of "very poor" ratings was reservations (10%).



**Figure 14: Quality of electric passenger cart
(Children's Theatre-in-the-Woods visitors)**



**Figure 15: Quality of sign language interpreters
(Children's Theatre-in-the-Woods visitors)**



**Figure 16: Quality of restrooms
(Children's Theatre-in-the-Woods visitors)**

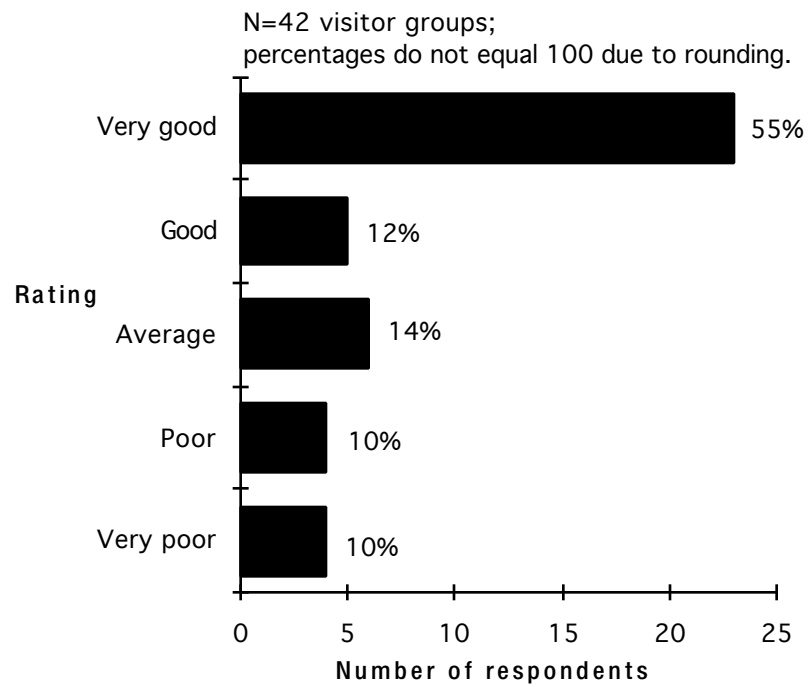


Figure 17: Quality of reservation/information phone line (Children's Theatre-in-the-Woods visitors)

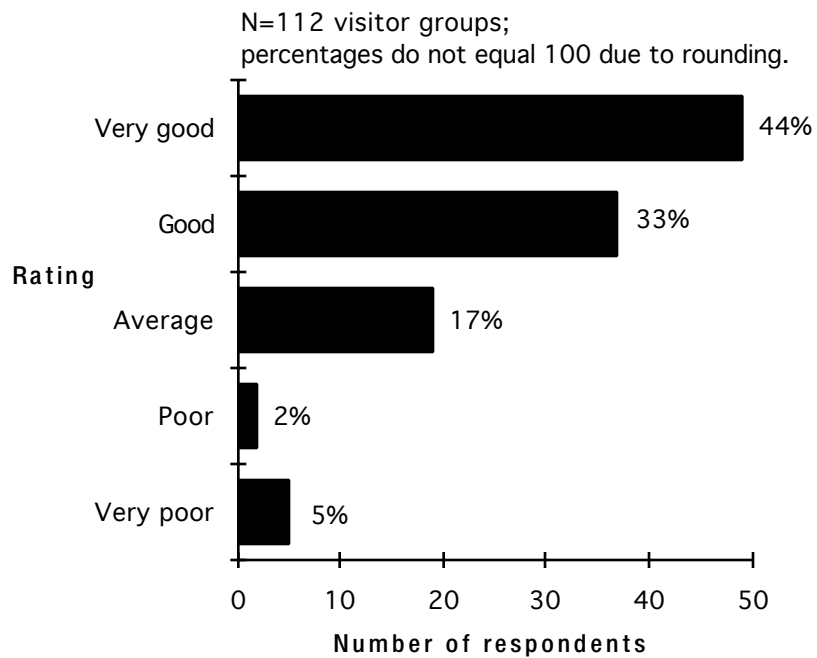
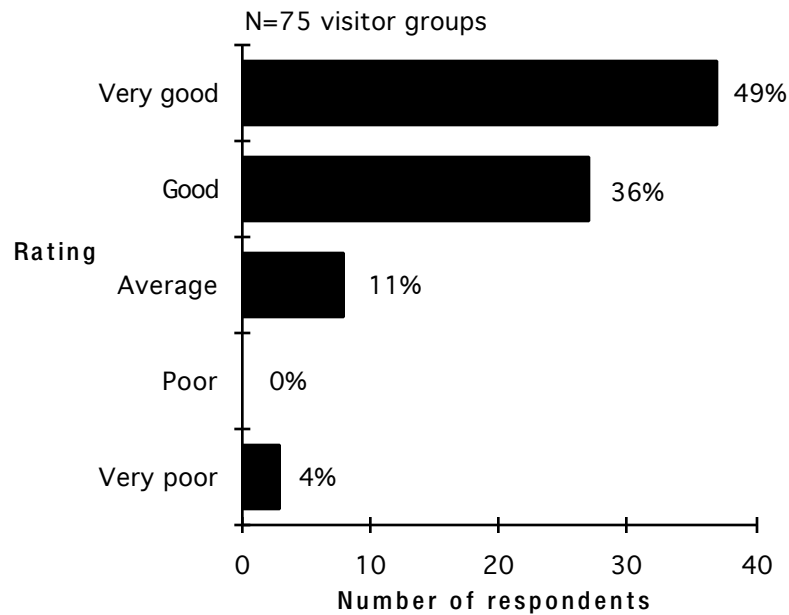
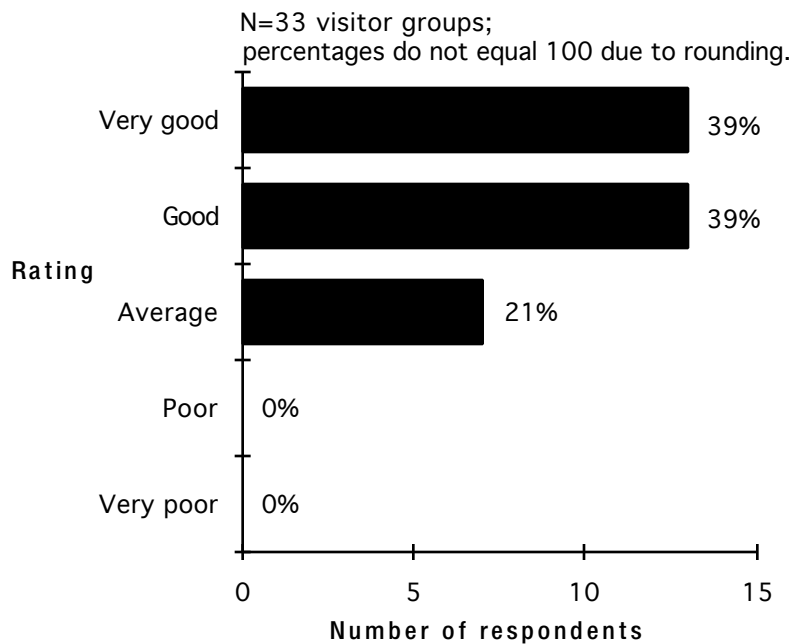


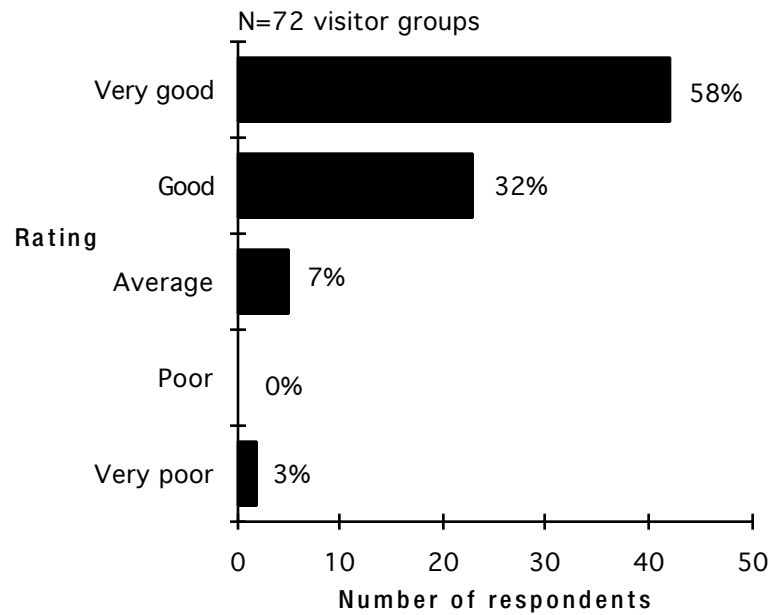
Figure 18: Quality of parking (Children's Theatre-in-the-Woods visitors)



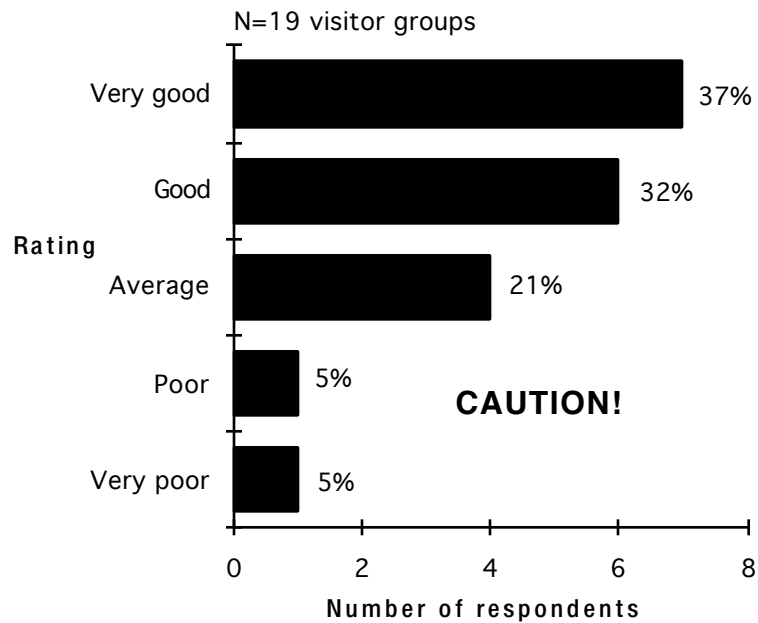
**Figure 19: Quality of picnic areas
(Children's Theatre-in-the-Woods visitors)**



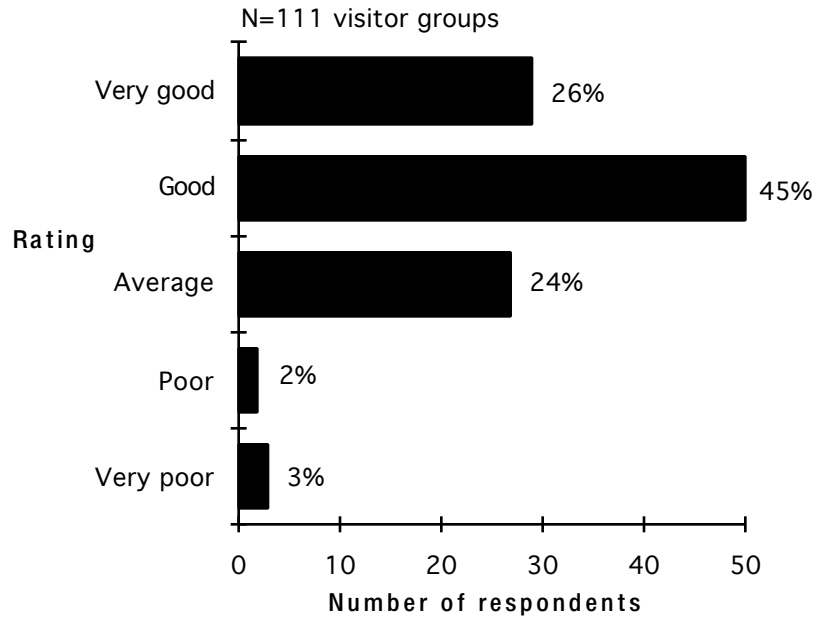
**Figure 20: Quality of water fountains
(Children's Theatre-in-the-Woods visitors)**



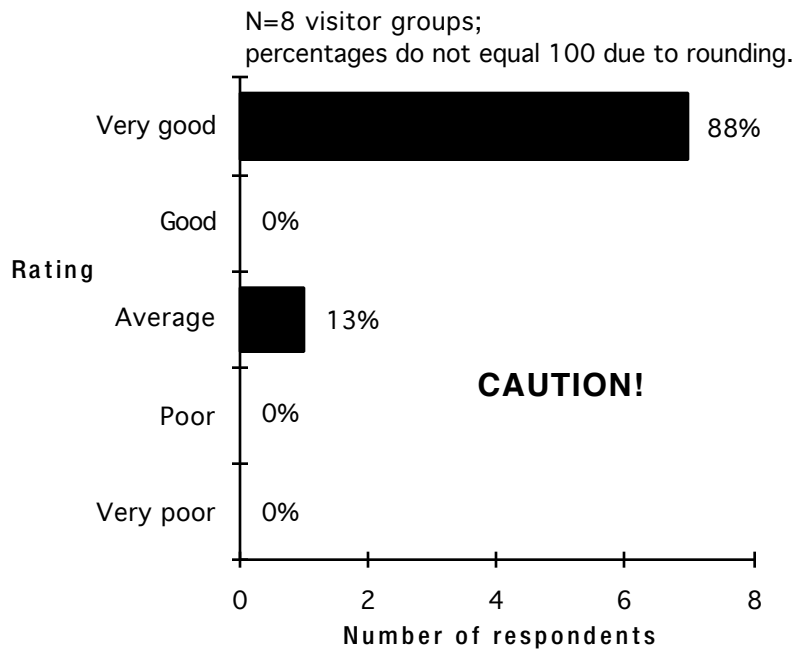
**Figure 21: Quality of paths/trails
(Children's Theatre-in-the-Woods visitors)**



**Figure 22: Quality of gifts/novelty sales
(Children's Theatre-in-the-Woods visitors)**



**Figure 23: Quality of Theatre-in-the-Woods benches
(Children's Theatre-in-the-Woods visitors)**



**Figure 24: Quality of "other" services/facilities
(Children's Theatre-in-the-Woods visitors)**

Children's opinions about programs and performances	Respondents were asked, "In your opinion, what was the general reaction of the children you accompanied to Wolf Trap Farm Park, to the program/performance they attended?" Their comments are summarized in Table 3.
--	--

Table 3: Children's reactions to programs/performances (Children's Theatre-in-the-Woods visitors)

N=39 comments

Comment	Number of times mentioned
Children liked program	21
Program too sophisticated for younger children	7
Program too long for younger children	3
Children liked natural setting	3
Children sat quietly for about 15 minutes	2
Other comments	3

Opinions about shows and performances	Visitors were asked "What was your general opinion of the show/performance you watched today?" Their comments are summarized in Table 4.
--	--

Table 4: Opinions about shows and performances (Children's Theatre-in-the-Woods visitors)

N=157 comments

Comment	Number of times mentioned
Enjoyed show(s)	66
Enjoyed Young Colombians	16
Enjoyed Mark Seigel (story teller)	14
Show better for older kids	12
Liked Flamingo dancers	6
Storytellers' performance was too long	5
Show too long for younger children	4
Mark Seigel better for older kids than younger	4
Enjoyed Mark Jaster (mime)	4
Wolf actor in opera was entertaining	3
Children enjoyed Little Red Riding Hood opera	3
Show was appropriate length for children	3
Show needs improvement/more variety	3
Marc Spiegel was boring	2
Liked Piccolo's Pets	2
Did not like Flamingo dancers	2
Enjoyed audience participation	2
Wolf scary for children - glad wolf dressed in front of audience	2
Other comments	4

Children's Theatre-in-the-Woods visitors were asked, "If you were planning for the future of Wolf Trap Farm Park what would you propose? Please be specific." A summary of their comments appears below and in the appendix.

Proposals for future planning

Proposals for future planning (Children's Theatre-in-the-Woods visitors)

N=100 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
----------------	----------------------------------

SHOWS/PERFORMANCES

Continue as it is	17
More children's programs throughout the year	11
Quicker/better reservation system needed	9
Offer more variety in shows, times and lengths	6
List age levels for each performance	4
Puppet shows	3
Would like to have schedule of programs mailed to home	3
Keep audiences small	2
More programs for toddlers	2
Multi-cultural performances	2
Include programs that reach all ages	2
Offer more opportunities for children to participate in workshops	2
Provide shuttles to & from metro/parking lot	2
Provide entertainment festivals	2
Other comments	6

FACILITIES AND MAINTENANCE

Provide parking closer to Children's Theatre-in-the-Woods	6
Build restrooms closer to Children's Theatre-in-the-Woods	4
Playground area for children	2
Need more shade at picnic areas and along walks	2
Other comments	6

POLICY

Preserve natural setting	3
Offer more low-cost events for families	2
Other comments	2

What visitors liked most Children's Theatre-in-the-Woods visitors were asked, "What did you like most about your visit to Wolf Trap Park"? A summary of their comments appears below and in the appendix.

**Visitors' likes
(Children's Theatre-in-the-Woods visitors)**

N=155 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly rangers	8
Friendly staff	3
SHOWS/PERFORMANCES	
The performance/show	44
The way the shows are run	5
Volunteers with hand puppets	2
The mime	2
FACILITIES AND MAINTENANCE	
Picnic area provided	7
Clean park	4
Paved walkway	2
Good seats	2
Other comments	2
POLICY	
Free shows	12
Park allows children to run freely	2
Other comments	2
GENERAL IMPRESSIONS	
The natural setting	37
The creek	6
Everything	4
Spending quality time with my children/family atmosphere	4
The weather	2
Comfortable setting	2
Relaxed atmosphere	2
Other comment	1

Children's Theatre-in-the-Woods visitors were asked, "What did you like least about your visit to Wolf Trap Park"? A summary of their comments appears below and in the appendix. **What visitors liked least**

**Visitor dislikes
(Children's Theatre-in-the-Woods visitors)**

N=109 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
SHOWS/PERFORMANCES	
Wait to make a reservation	2
Improve sound/stage view	2
Other comments	5
FACILITIES AND MAINTENANCE	
Long walk to the bathroom	5
Lack of shaded picnic tables	2
Trail wet	2
Benches wet	2
Bathrooms need to be cleaner	2
Lack of signs/access from airport area	2
Other comments	5
GENERAL IMPRESSIONS	
Long walk to/from the parking lot	30
Heat & humidity	15
The insects	13
The hill	9
Nothing, enjoyed everything	8
Lack of available drinks for children	2
Other comments	3

Comment summary Many Children's Theatre-in-the-Woods visitors wrote additional comments, which are included in the 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 Children's Theatre-in-the-Woods visitors enjoyed or did not enjoy.

**Visitor comment summary
(Children's Theatre-in-the-Woods visitors)**

N=100 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park rangers friendly/helpful	9
Park staff friendly/helpful	5
SHOWS/PERFORMANCES	
Enjoyed show	8
Continue programs in the future	5
Come to Children's Theatre-in-the-Woods often	4
Better reservation system needed	3
Offer more information about shows	3
Did not like aspect of show	3
Shows top quality	2
More children's programs throughout the year	2
Show too long	2
Provide more ethnic/female characters	2
Other comments	3
FACILITIES AND MAINTENANCE	
Comments	6
POLICY	
Like performance free	10
Other comments	3
GENERAL IMPRESSIONS	
Thank you	9
Keep up the good work	8
Enjoyed the visit	7
Plan to return	3
Like the natural setting	2
Other comment	1

FILENE CENTER VISITORS RESULTS

Six hundred sixty-one visitor groups were contacted; 95% accepted questionnaires. Four hundred and twenty-seven visitor groups completed and returned their questionnaires, a 68% response rate.

Visitors contacted

Table 5 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias for age was slightly significant: age was slightly higher among respondents returning their questionnaires than those who accepted questionnaires. The non-response bias for group size was insignificant.

Table 5: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	625	40.2	421	41.6
Group size	625	4.1	425	4.1

Figure 25 shows group sizes, which varied from one person to 48 people. Almost half of Wolf Trap Filene Center visitors (49%) came in groups of two people. Thirty-one percent came in groups of three or four. Families (42%) made up the largest proportion of group types, followed by friends (36%), as shown in Figure 26. Most visitors (99%) were not in bus or tour groups (see Figure 27).

Demographics

Figure 28 shows varied age groups; the most common were visitors aged 31-50 (61%). Most Filene Center visitors (82%) had visited the park before (see Figure 29).

Filene Center visitors from foreign countries comprised 3% of all visitation (Map 2 and Table 6). Map 3 and Table 7 show that the majority of the United States visitors came from Maryland, Virginia and Washington D.C.

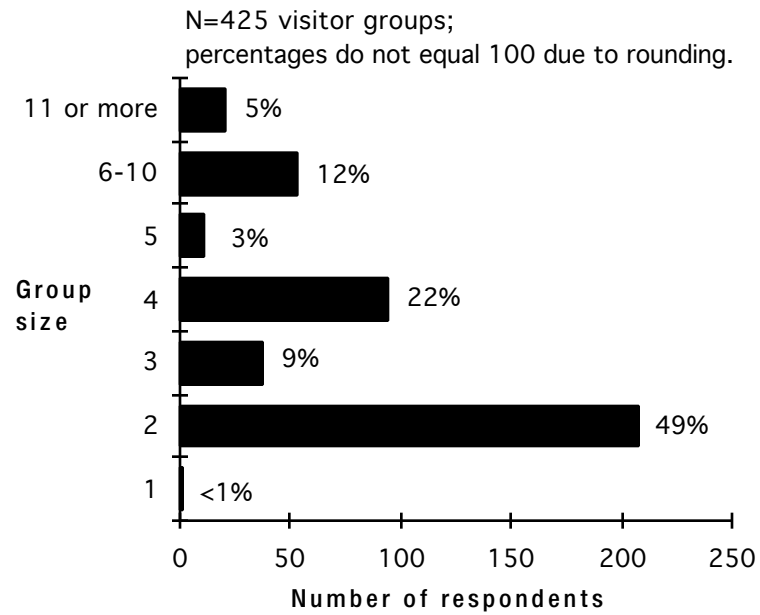


Figure 25: Visitor group sizes (Filene Center visitors)

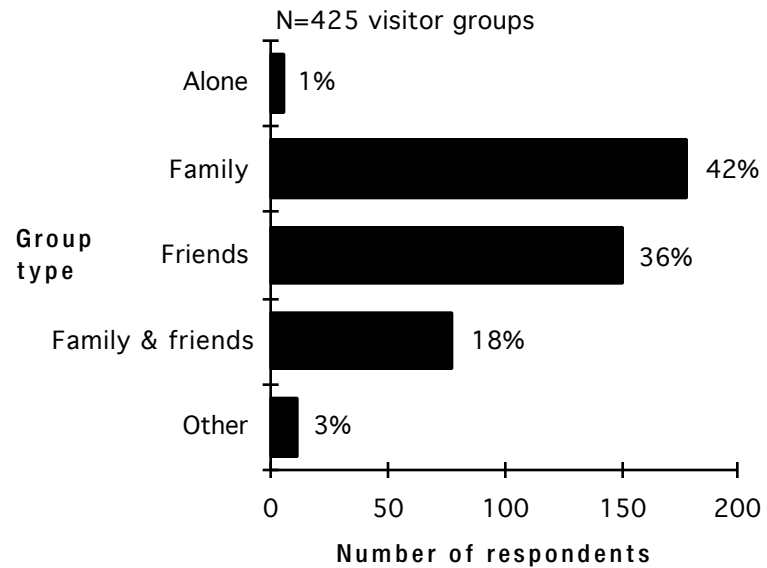


Figure 26: Visitor group types (Filene Center visitors)

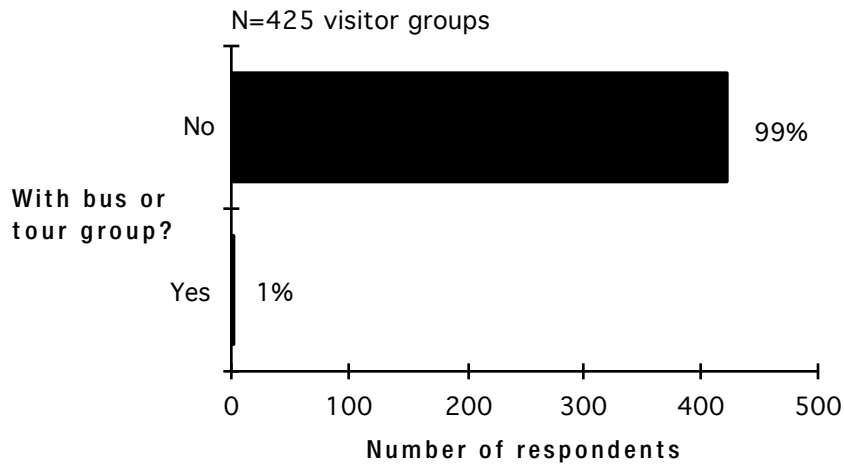


Figure 27: Visitors in bus or tour groups (Filene Center visitors)

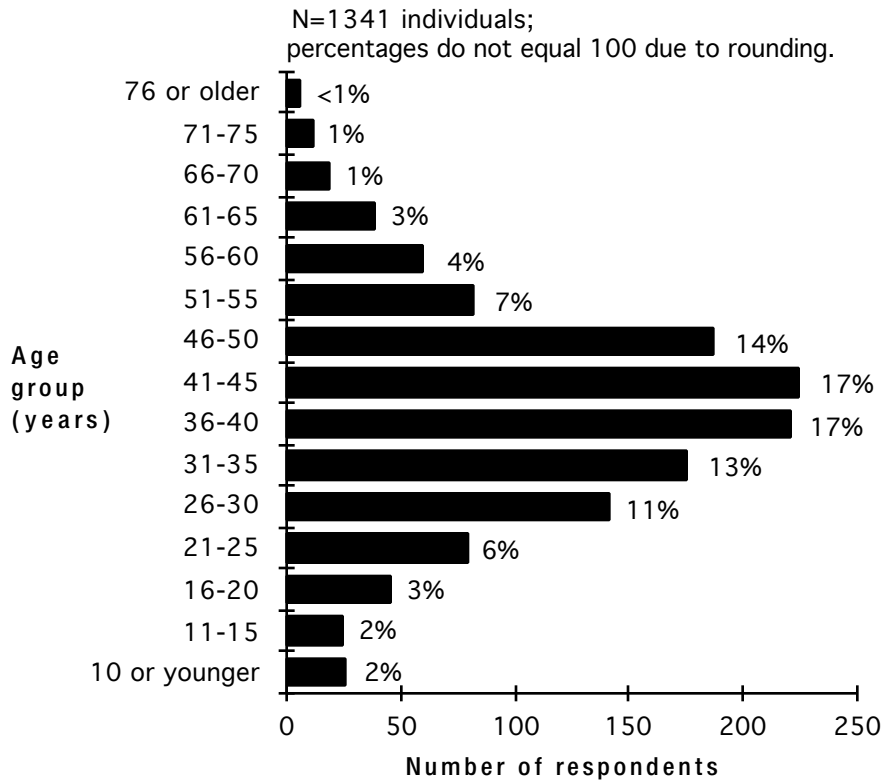


Figure 28: Visitor ages (Filene Center visitors)

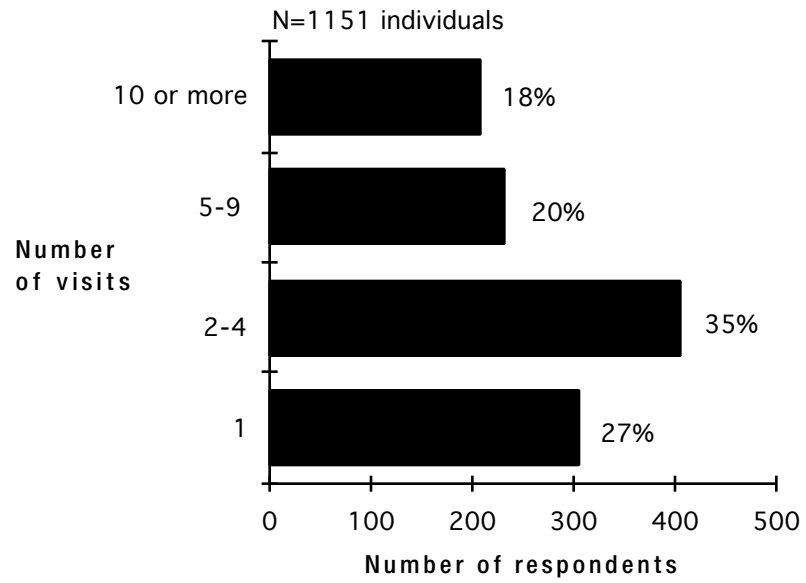
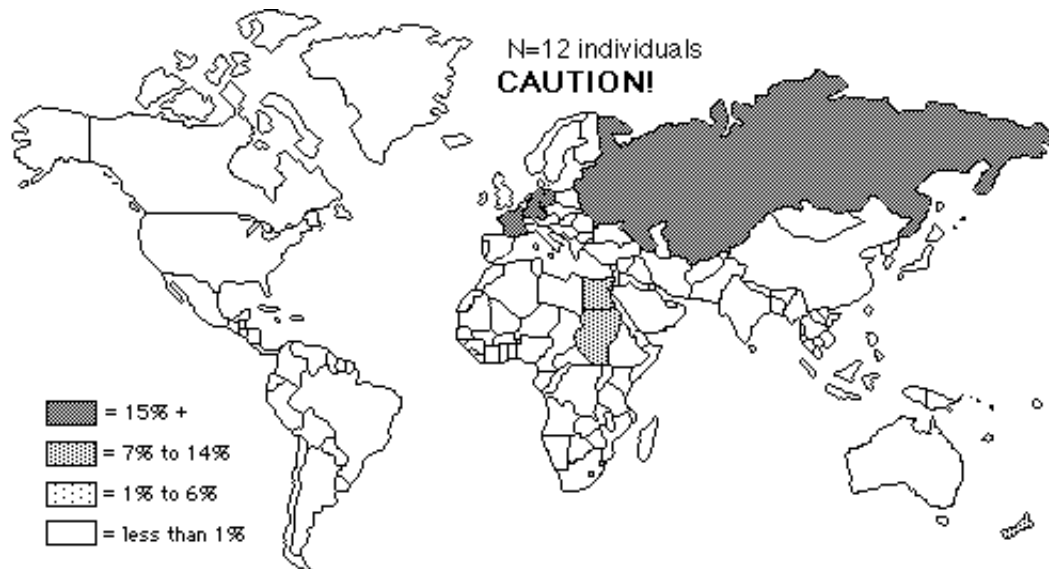


Figure 29: Number of visits (Filene Center visitors)



**Map 2: Proportion of international visitors by country
(Filene Center visitors)**

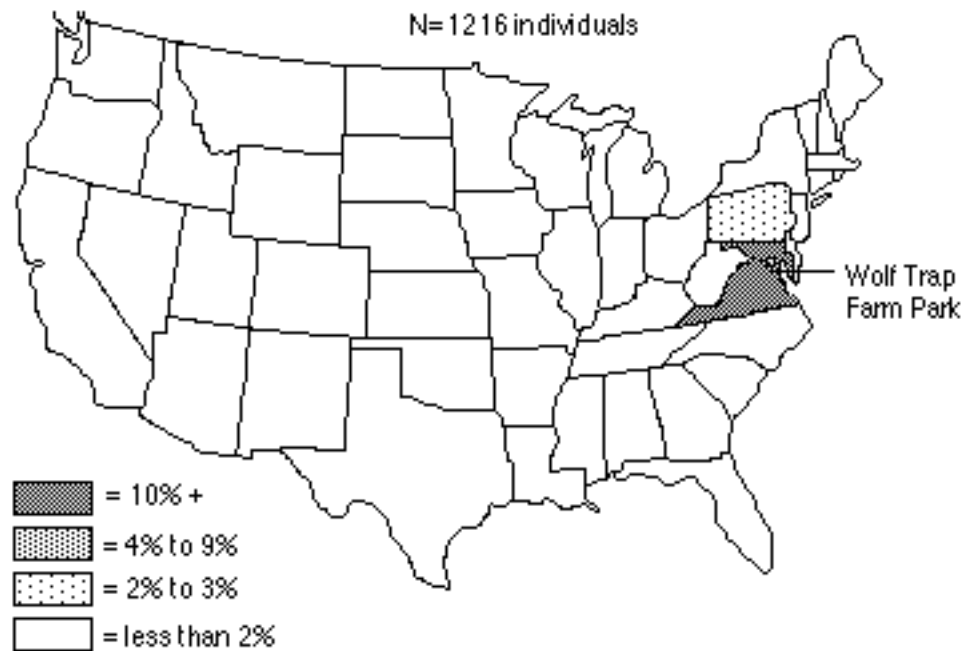
**Table 6: Foreign visitors by country of residence
(Filene Center visitors)**

N=12 individuals

percentages do not equal 100 due to rounding.

CAUTION!

Country	Number of individuals	% of visitors
France	4	33
Germany	2	17
Russia	2	17
Belgium	1	8
Egypt	1	8
New Zealand	1	8
Sudan	1	8



Map 3: Proportion of visitors from each state (Filene Center visitors)

Table 7: Proportion of visitors from each state (Filene Center visitors)

N=1216 individuals

State	Number of individuals	% of visitors
Virginia	740	61
Maryland	297	24
Washington D.C.	87	7
Pennsylvania	27	2
New Jersey	9	1
California	6	1
Other states (19) + Puerto Rico	50	4

Seventy-three percent of Filene Center visitors to Wolf Trap Farm Park stayed four to five hours (see Figure 30). Three percent of the visitors stayed 7 hours or more.

Length of stay

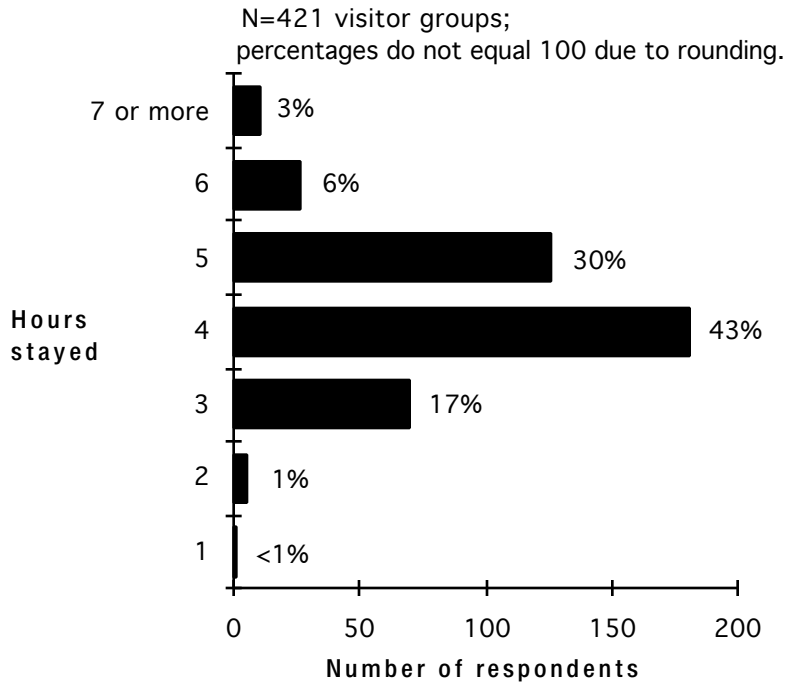


Figure 30: Length of stay (Filene Center visitors)

**Forms of
transportation
used; number
of vehicles
used**

Most (98%) Filene Center visitors arrived by private vehicle (see Figure 31). "Other" forms of transportation included the metro. Visitors were asked how many vehicles their group took to the Filene Center. More than two-thirds (67%) took one vehicle and 22% took two vehicles (see Figure 32).

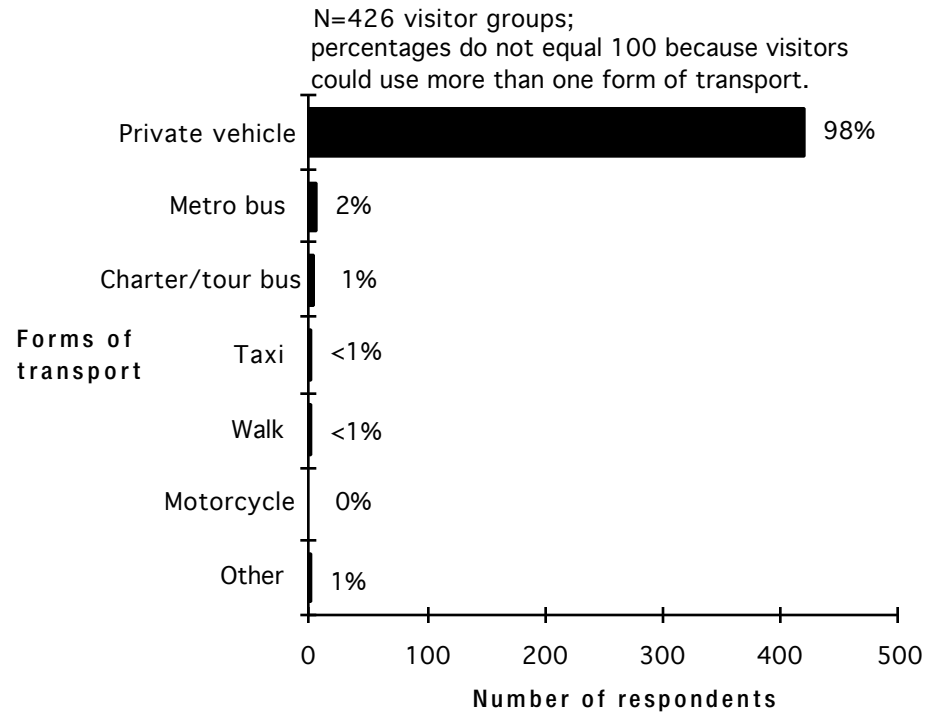
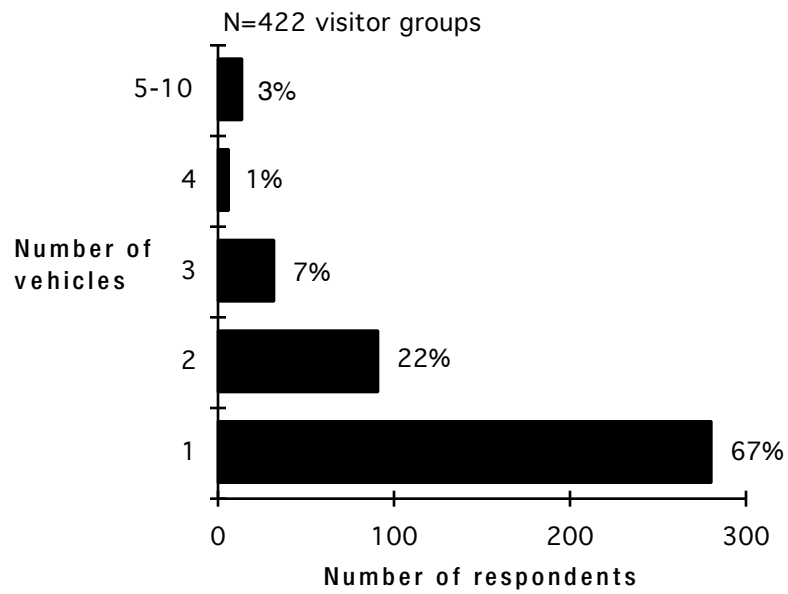


Figure 31: Proportion of visitor groups using each transport type
(Filene Center visitors)



**Figure 32: Number of vehicles brought to park
(Filene Center visitors)**

**Parking
used; future
willingness
to pay**

Visitors were asked if they arrived at Wolf Trap by private vehicle. Most visitors (98%) said yes (see Figure 33). Those who said yes were then asked where they had parked their vehicle(s). Fifty-eight percent said they had parked in a paved/graveled parking lot in the park (see Figure 34). Some (44%) parked on the grass in the park.

Visitors were also asked, "If more parking was available on site at Wolf Trap Farm Park, would you be willing to pay for it?" Slightly more than half (51%) said it was unlikely they would be willing to pay for parking (see Figure 35). Equal proportions of visitors said it was likely they would be willing to pay or said that they didn't know.

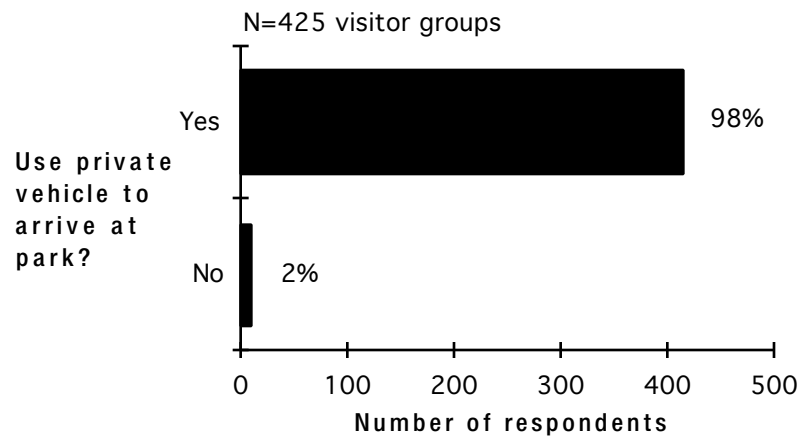
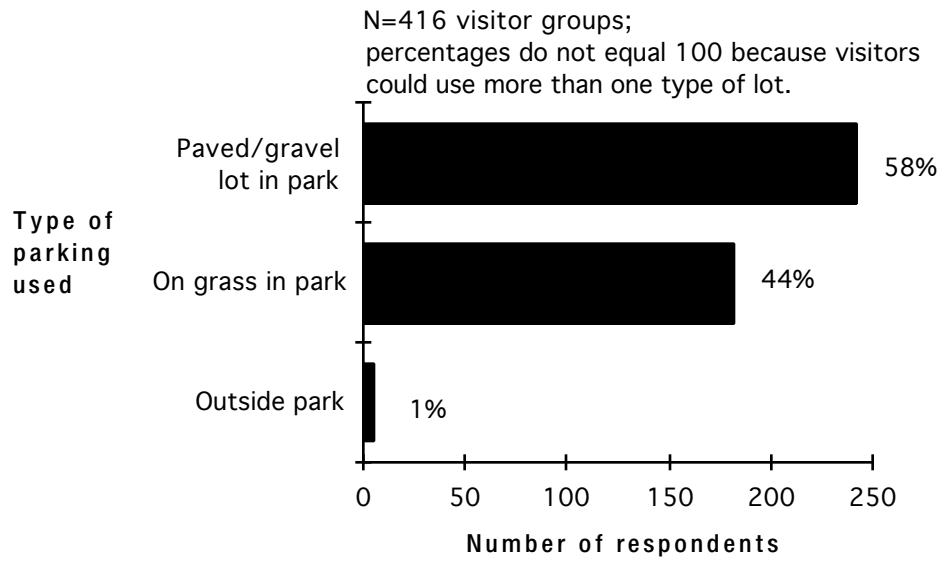
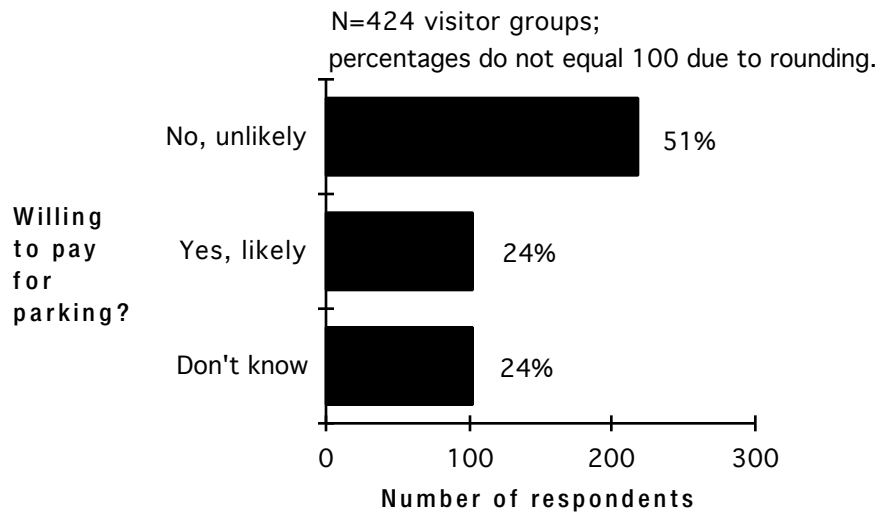


Figure 33: Use of private vehicle to arrive at Wolf Trap (Filene Center visitors)



**Figure 34: Type of parking used
(Filene Center visitors)**



**Figure 35: Willingness to pay for parking
(Filene Center visitors)**

**Sources of
park
information**

Prior to visiting, the most often used sources of information about Filene Center were newspaper/magazines (56%), previous visits (53%), and the Wolf Trap Foundation calendar (51%), as shown in Figure 36. The least used source of information was National Park Service brochures/maps (1%). "Other" sources included mailed information, through winning a radio contest, and an oil corporation flyer.

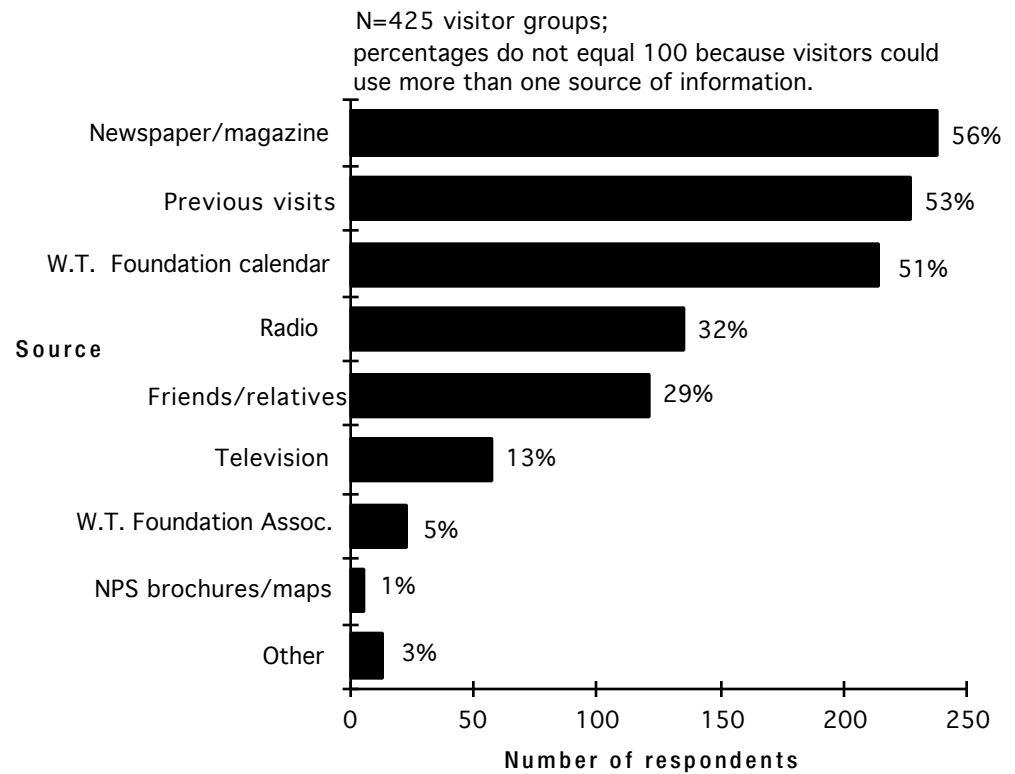


Figure 36: Sources of park information (Filene Center visitors)

Visitors were asked to rate the sound quality, stage view and sound volume from their seats at the Filene Center.

Visitors rated the quality of the sound and the stage view, using the five point scale below.

QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

**Seating
evaluations:
sound quality,
sound volume
and stage view**

Visitors also rated the sound volume using the five point scale below.

SOUND VOLUME
1=too loud
2=loud
3=just right
4=weak
5=too weak

Figures 37-42 show visitors' evaluations of the sound quality from the various seating areas at Filene Center. The seating locations included: lawn, front orchestra, rear orchestra, box, loge, and pit seating. The seating areas with the best sound quality (highest "good" to "very good" ratings) were lawn seating (80%) and front orchestra (80%).

Figures 43-48 show visitors' evaluations of the sound volume from the various seating areas. The seating areas with the best sound volume (highest proportions of "just right" comments) were lawn seating (76%) and rear orchestra (75%). The seating area with the highest proportion of negative comments was front orchestra with 27% "too loud" comments.

Figures 49-54 show visitors' evaluations of the view of the stage from the various seating areas. The seating areas with the best stage view (highest proportion of "good" to "very good" comments) were front orchestra (92%) and rear orchestra (88%). The rear orchestra seating had the highest proportion of "poor" ratings (6%).

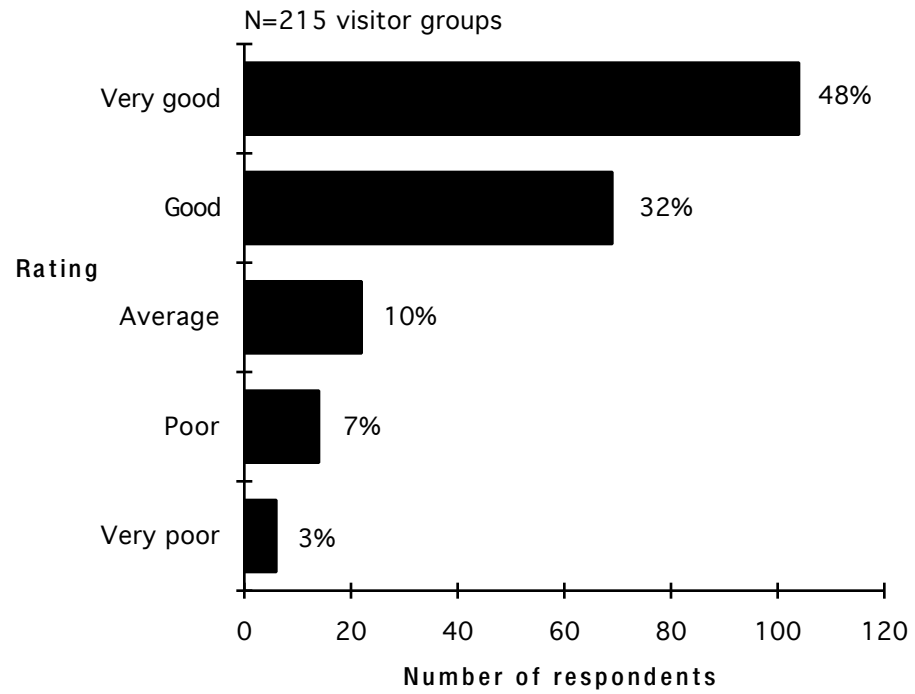


Figure 37: Evaluation of sound quality from lawn seating (Filene Center visitors)

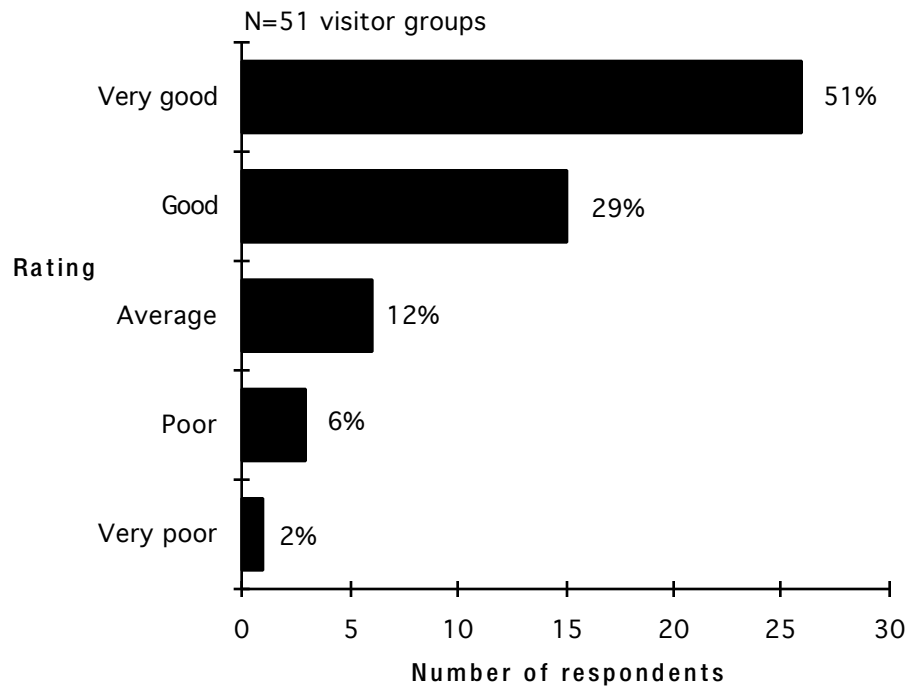


Figure 38: Evaluation of sound quality from front orchestra seating (Filene Center visitors)

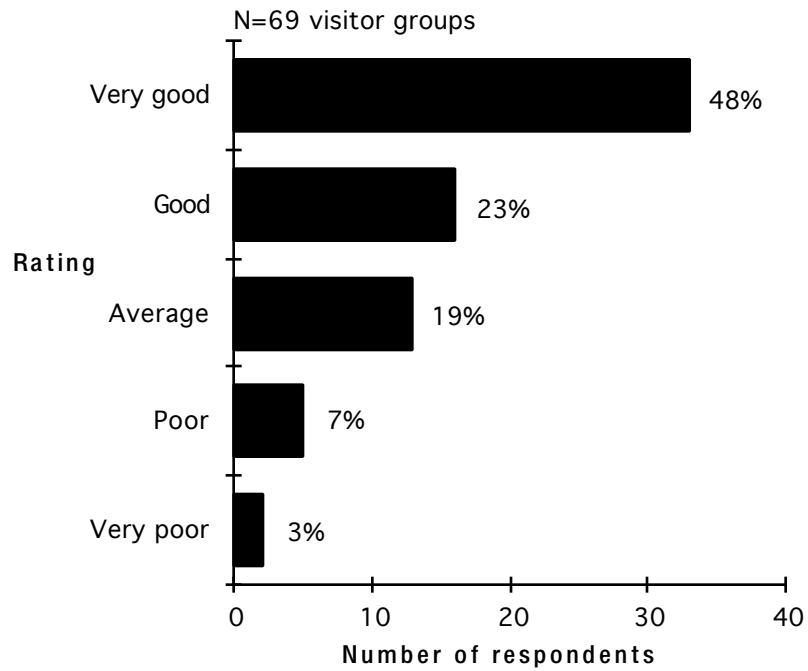


Figure 39: Evaluation of sound quality from rear orchestra seating (Filene Center visitors)

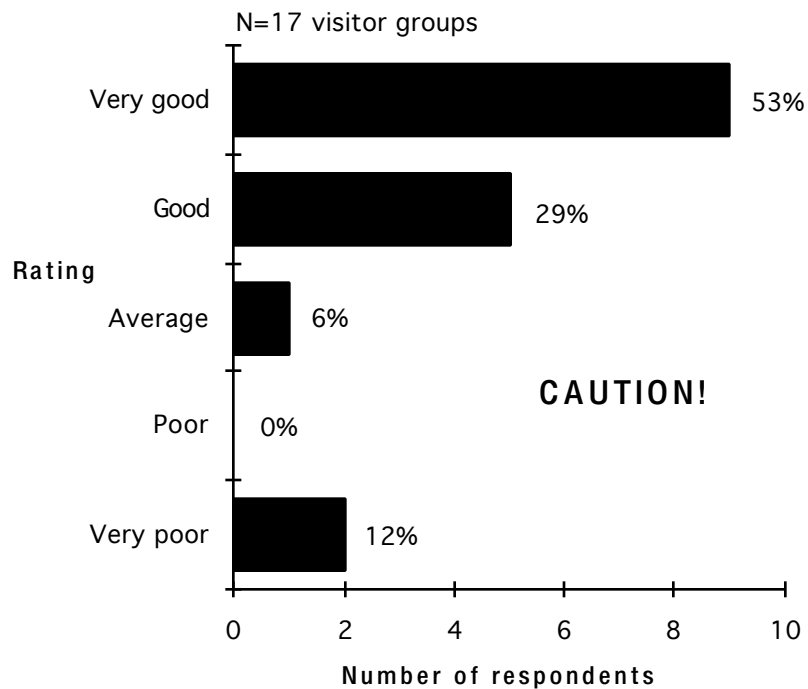


Figure 40: Evaluation of sound quality from box seating (Filene Center visitors)

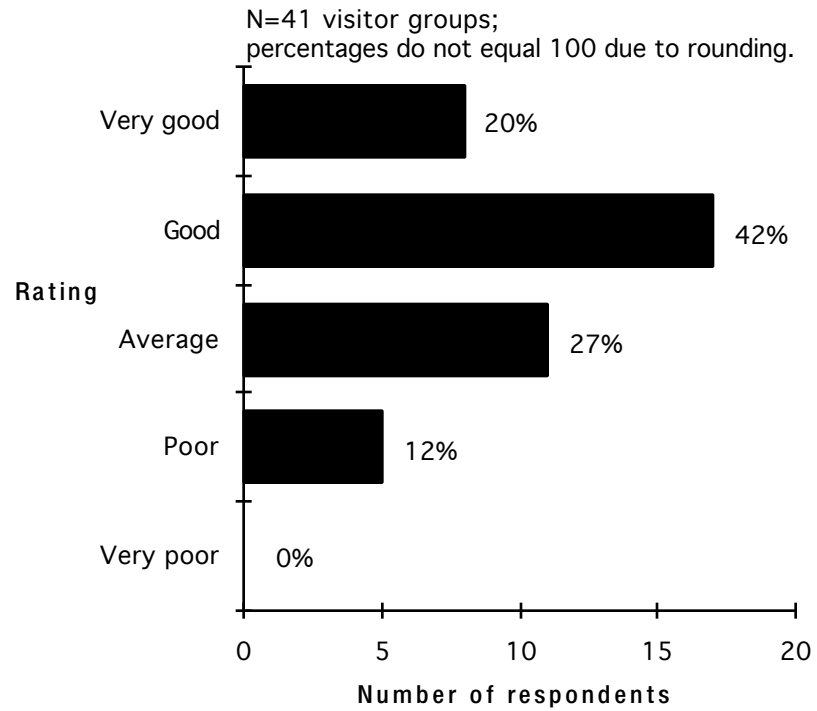


Figure 41: Evaluation of sound quality from loge seating (Filene Center visitors)

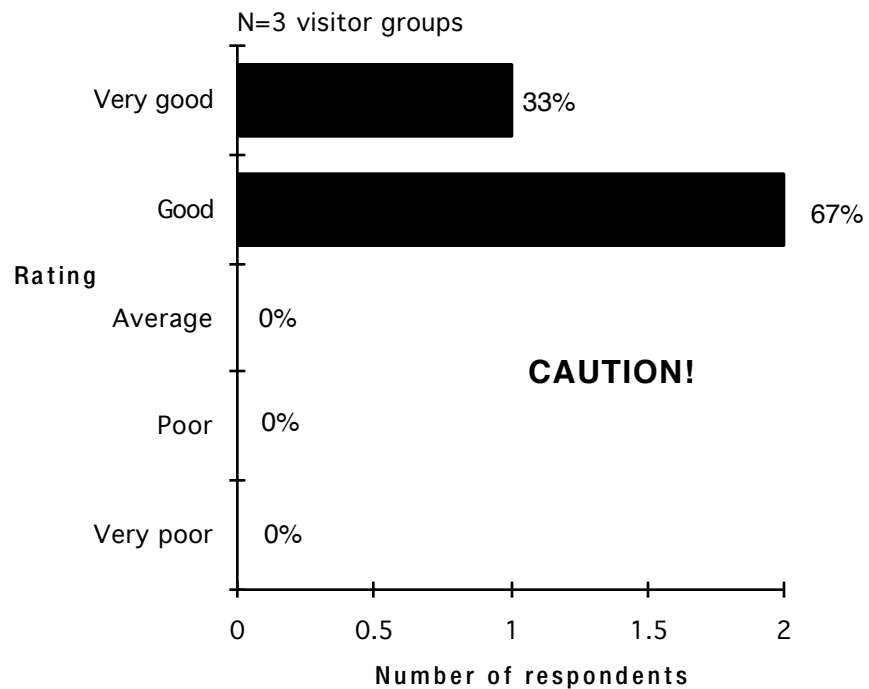


Figure 42: Evaluation of sound quality from pit seating (Filene Center visitors)

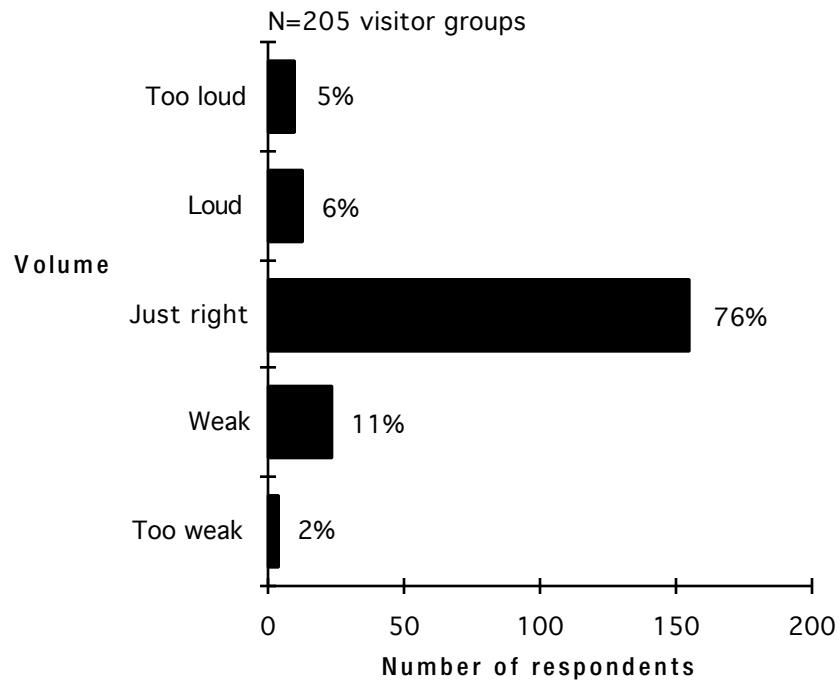


Figure 43: Evaluation of sound volume from lawn seating (Filene Center visitors)

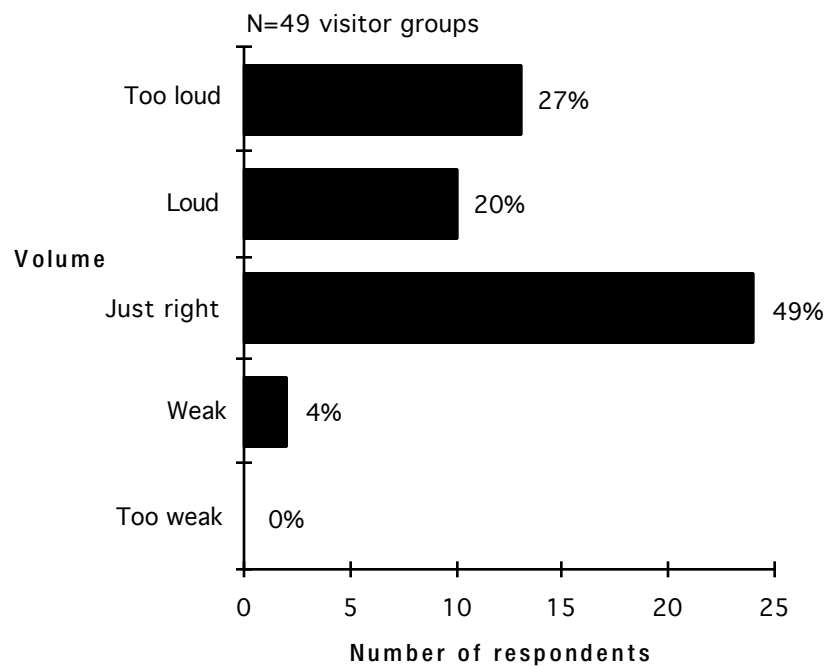


Figure 44: Evaluation of sound volume from front orchestra seating (Filene Center visitors)

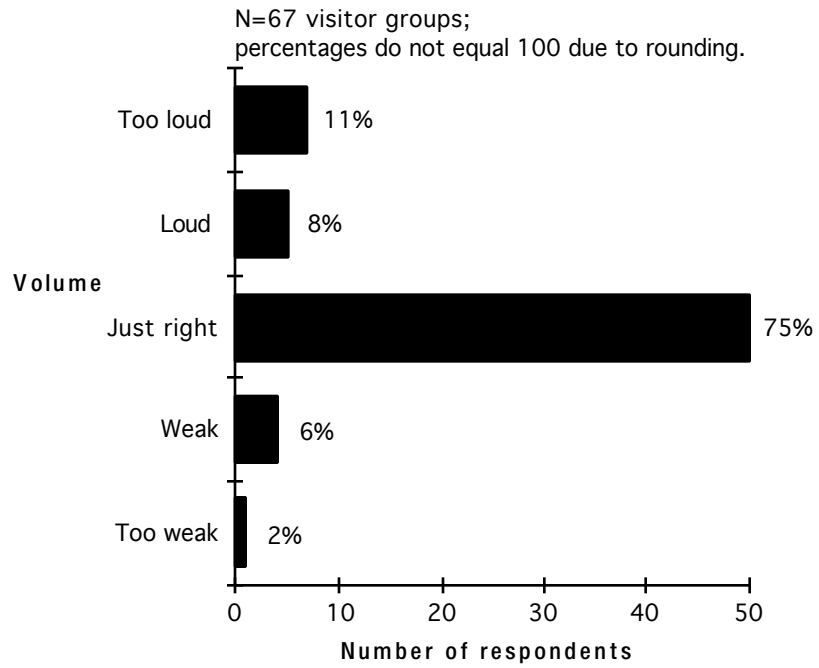


Figure 45: Evaluation of sound volume from rear orchestra seating (Filene Center visitors)

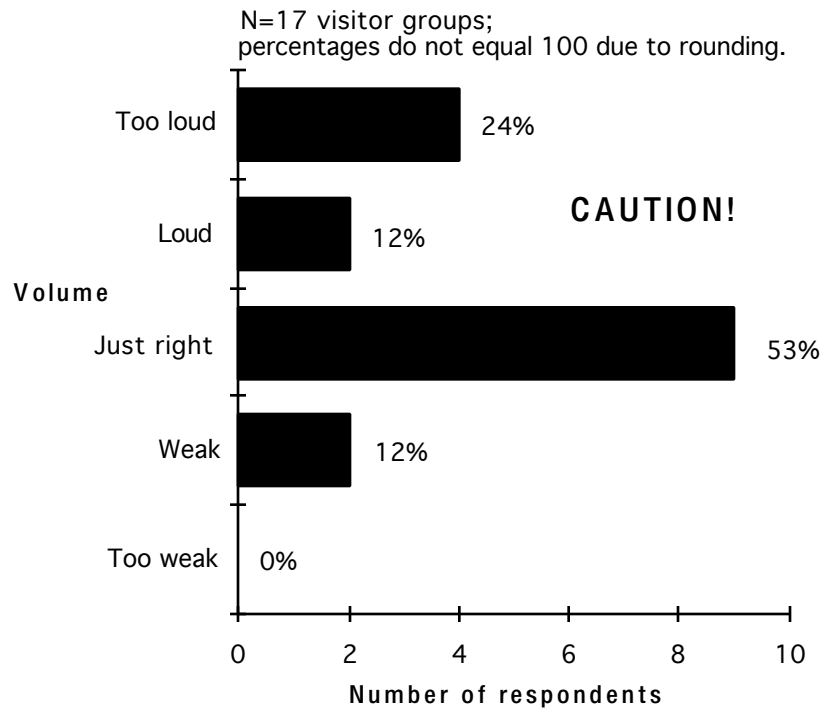


Figure 46: Evaluation of sound volume from box seating (Filene Center visitors)

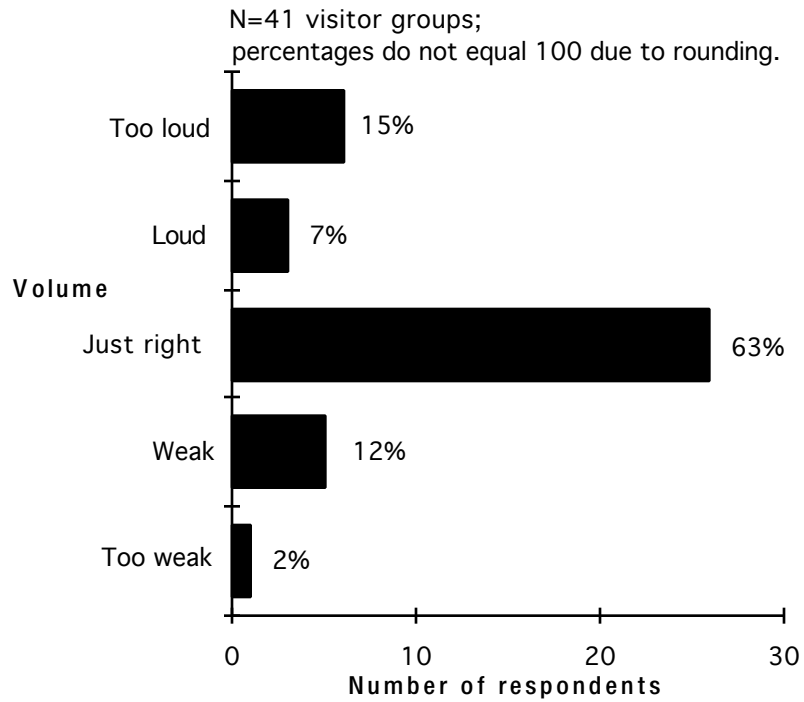


Figure 47: Evaluation of sound volume from loge seating (Filene Center visitors)

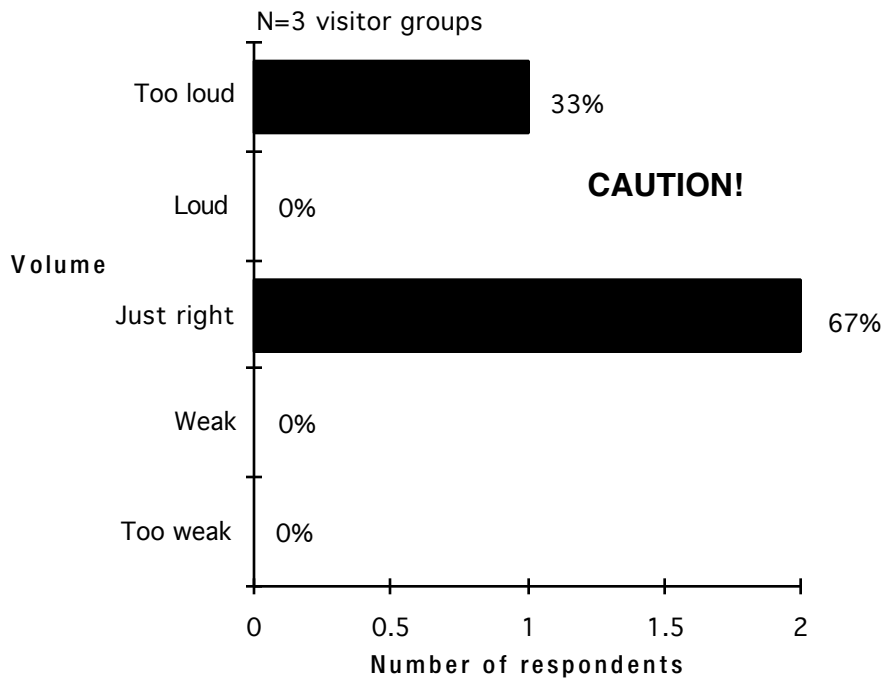


Figure 48: Evaluation of sound volume from pit seating (Filene Center visitors)

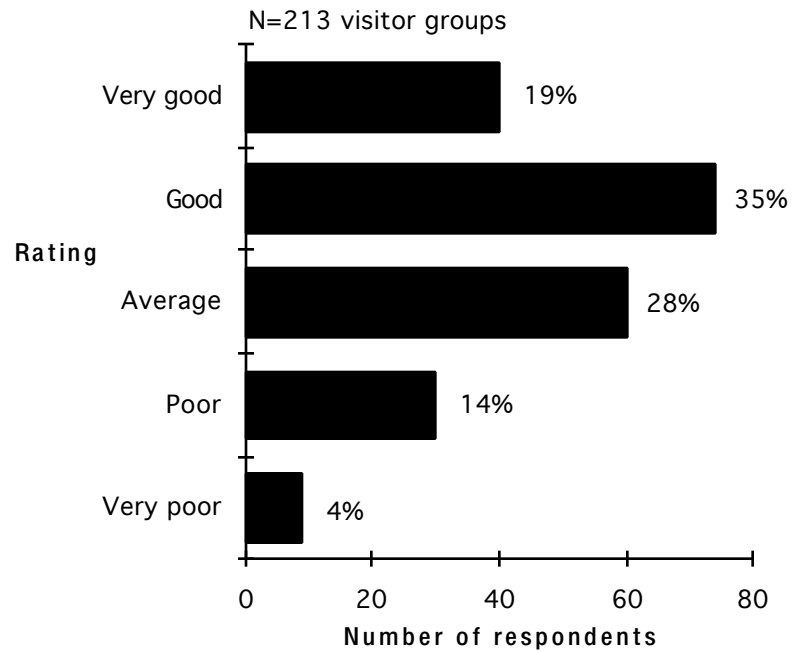


Figure 49: Evaluation of stage view from lawn seating (Filene Center visitors)

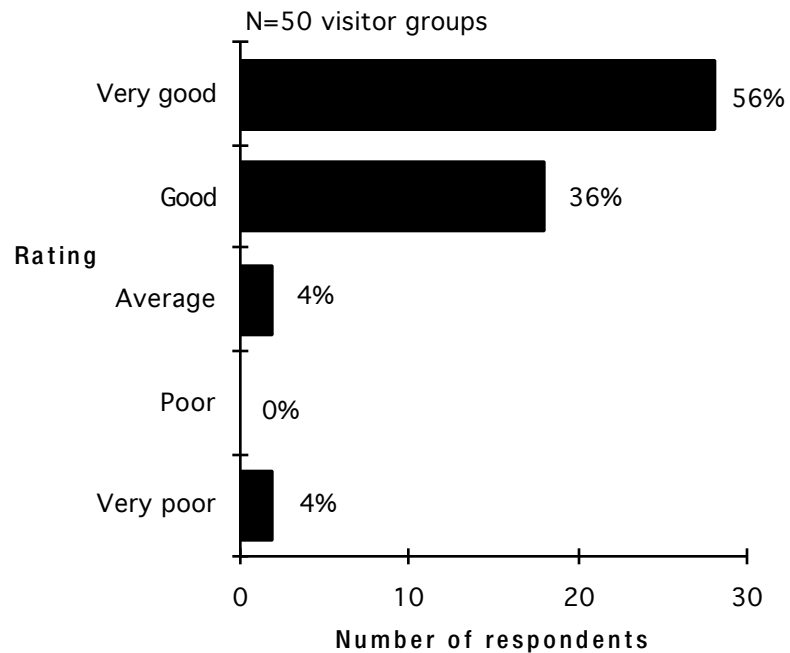


Figure 50: Evaluation of stage view from front orchestra seating (Filene Center visitors)

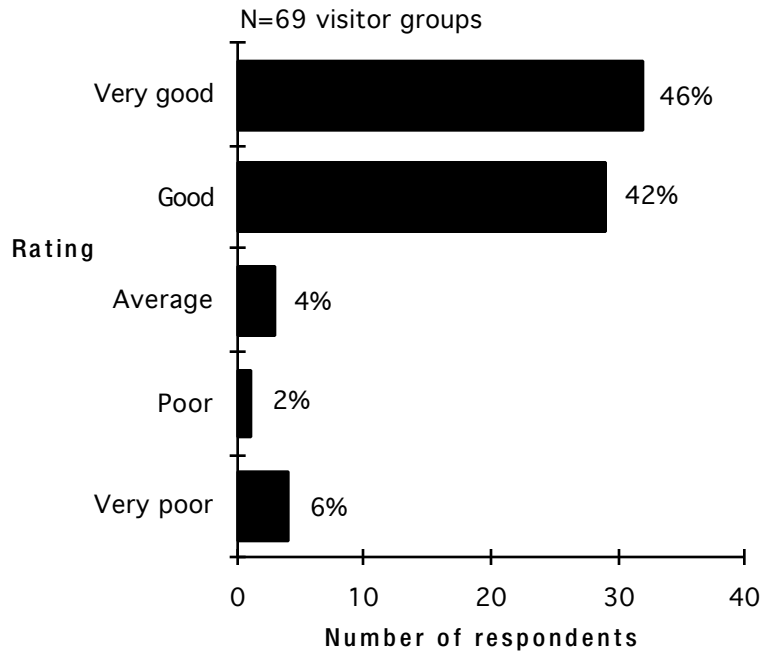


Figure 51: Evaluation of stage view from rear orchestra seating (Filene Center visitors)

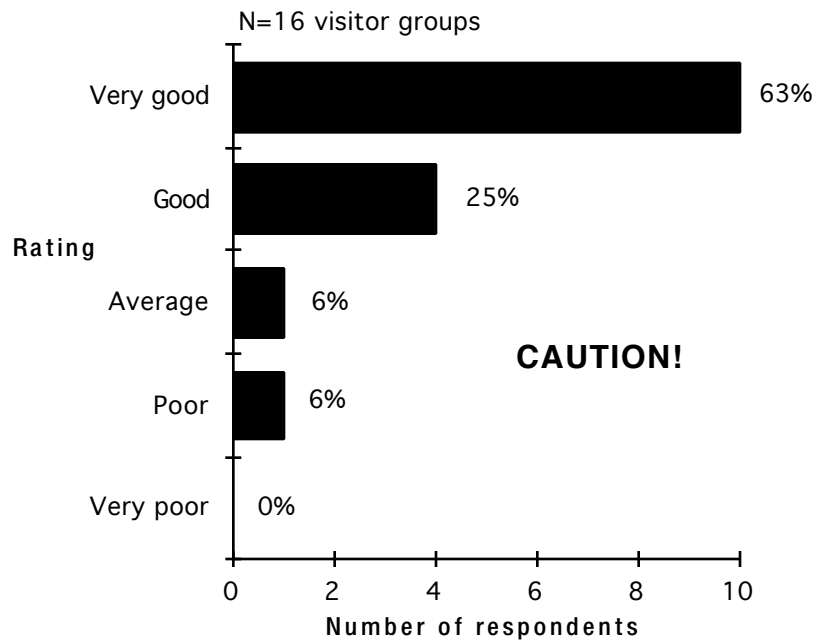


Figure 52: Evaluation of stage view from box seating (Filene Center visitors)

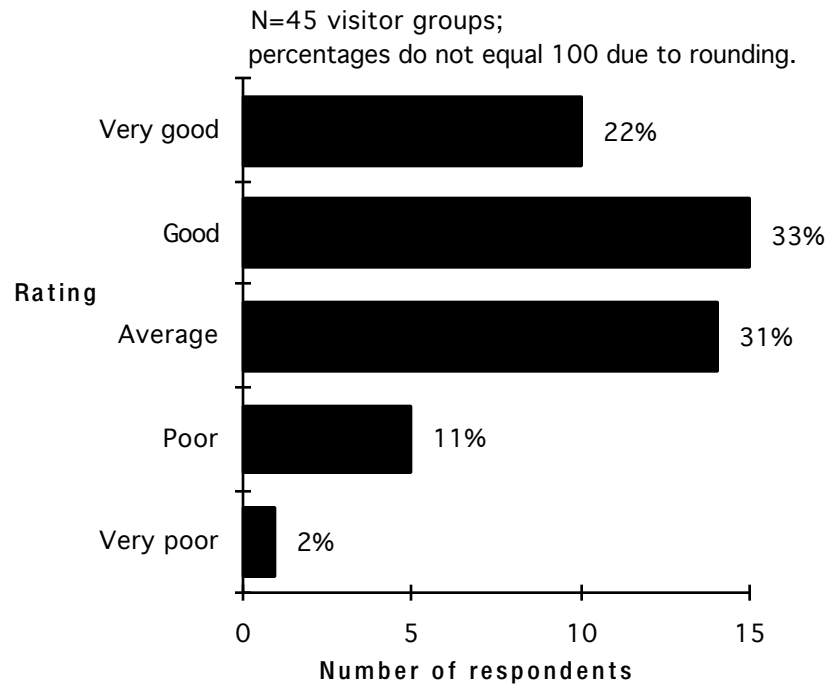


Figure 53: Evaluation of stage view from loge seating (Filene Center visitors)

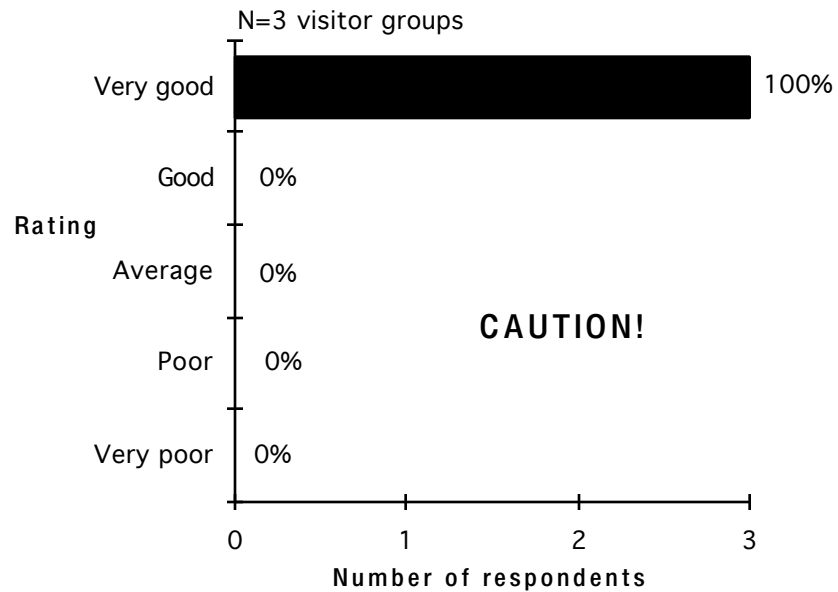


Figure 54: Evaluation of stage view from pit seating (Filene Center visitors)

The most commonly used services were the Filene Center lawn seating (49%), Filene Center seats (32%) and the box office (27%), as shown in Figure 55. The least used service was the listening device/service for hearing impaired (1%). "Other" services included: food services, picnic area, handicapped parking, restrooms, and lawn seating.

**Visitor
services:
use and
quality**

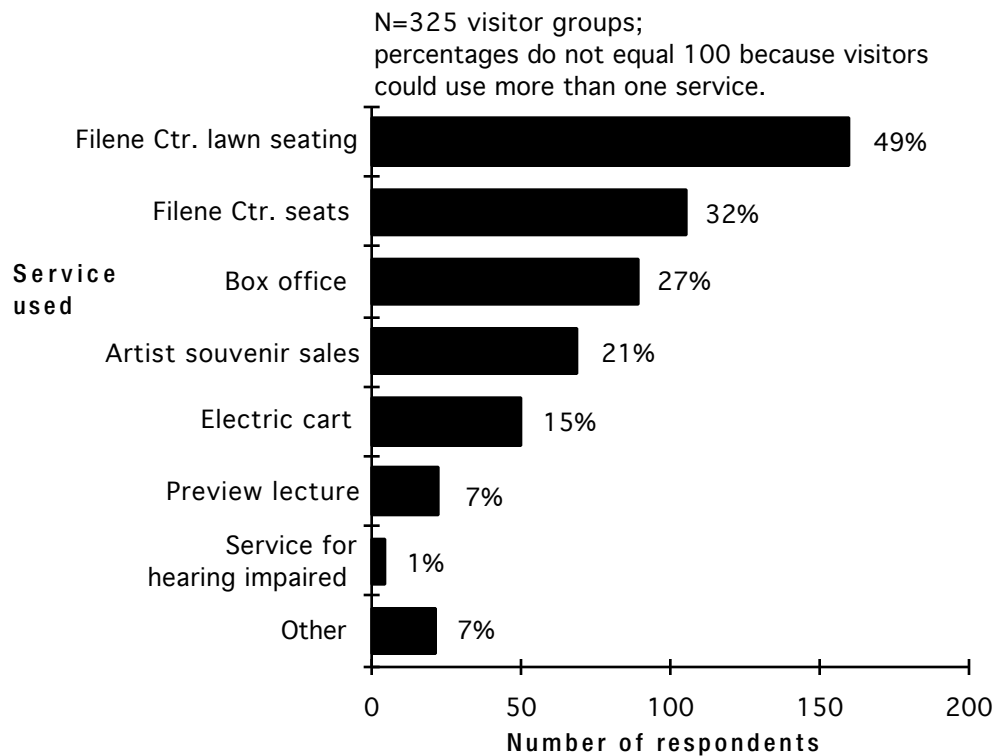


Figure 55: Use of services (Filene Center visitors)

Filene Center visitors rated the quality of visitor services they used at Wolf Trap, using the five point scale below.

QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

Figures 56-63 show that several services were given high "good" to "very good" quality ratings: the information kiosk (92%), picnic areas (83%) and pay telephones (78%). The services receiving the highest "poor" to "very poor" ratings were pay telephones (5%) and the gift shop (4%).

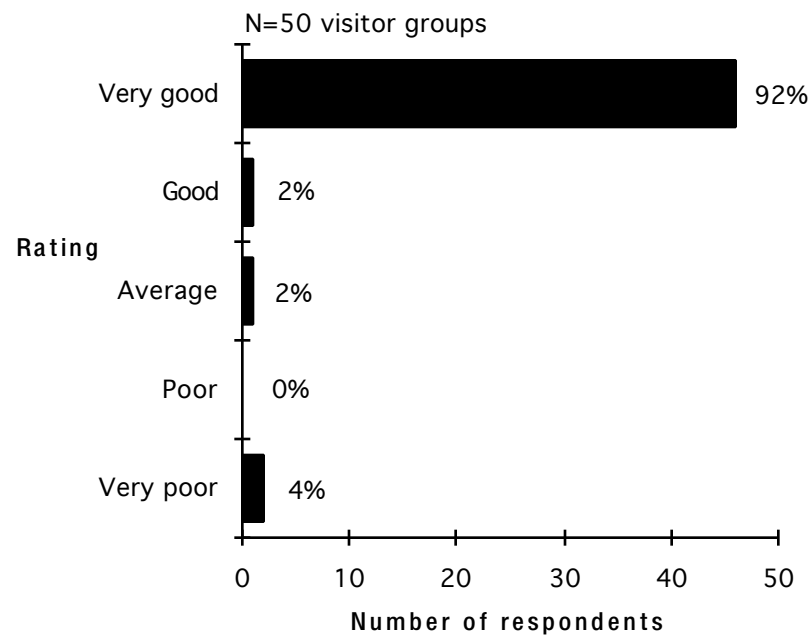
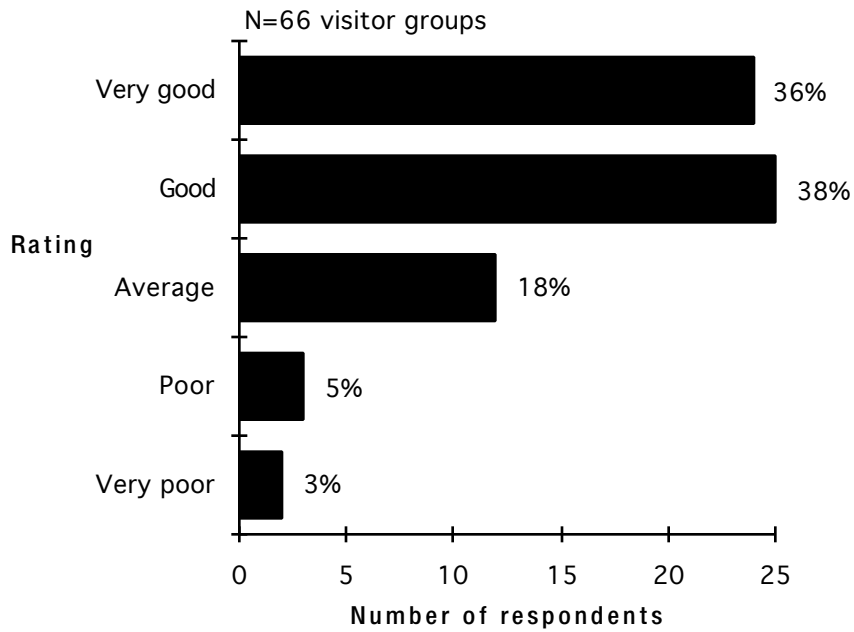
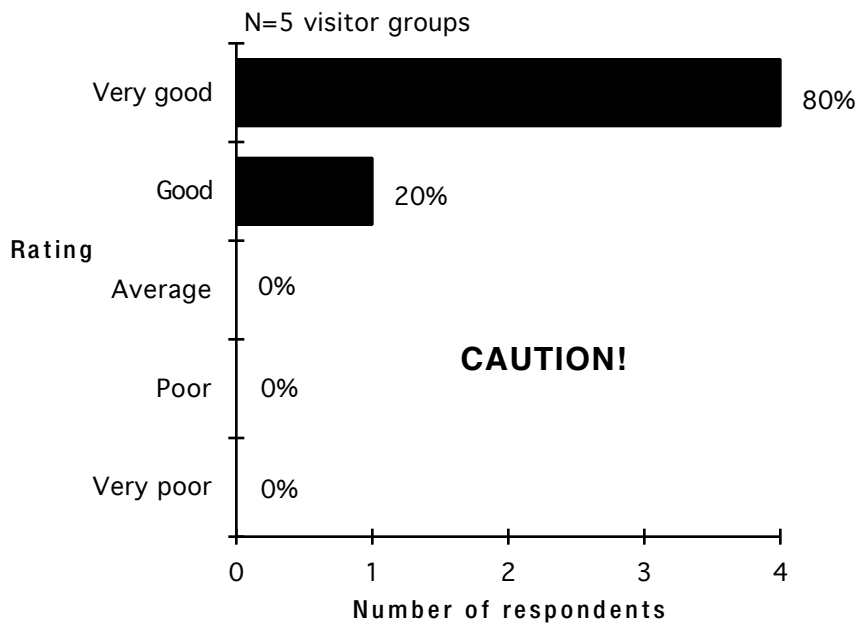


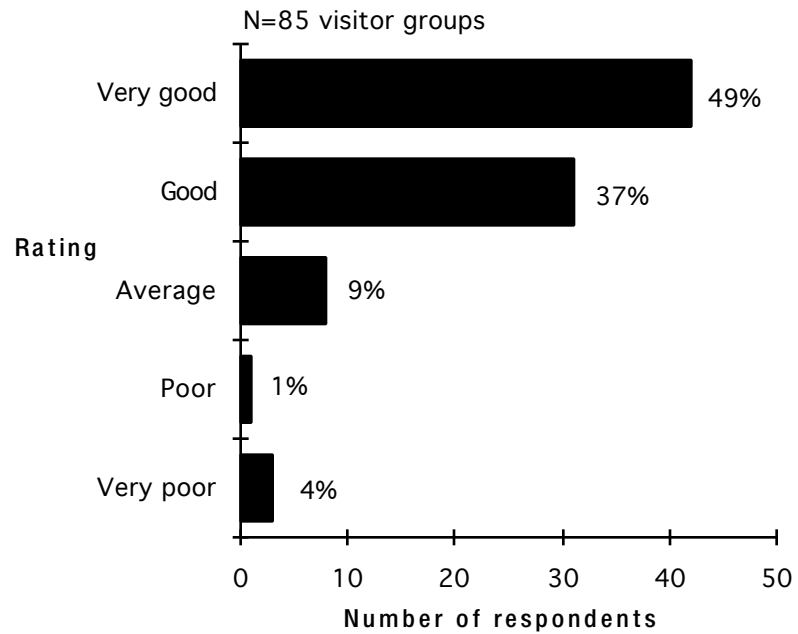
Figure 56: Quality of electric passenger cart (Filene Center visitors)



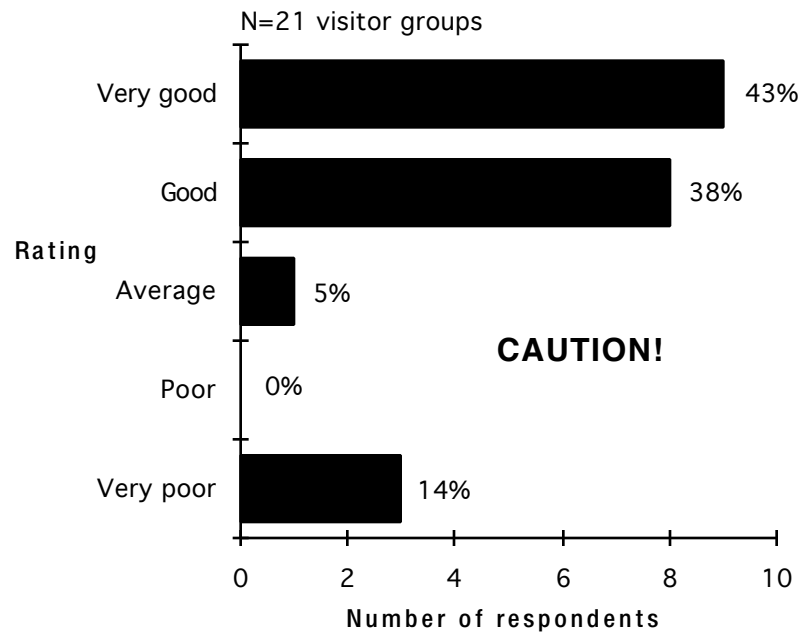
**Figure 57: Quality of artist souvenir sales
(Filene Center visitors)**



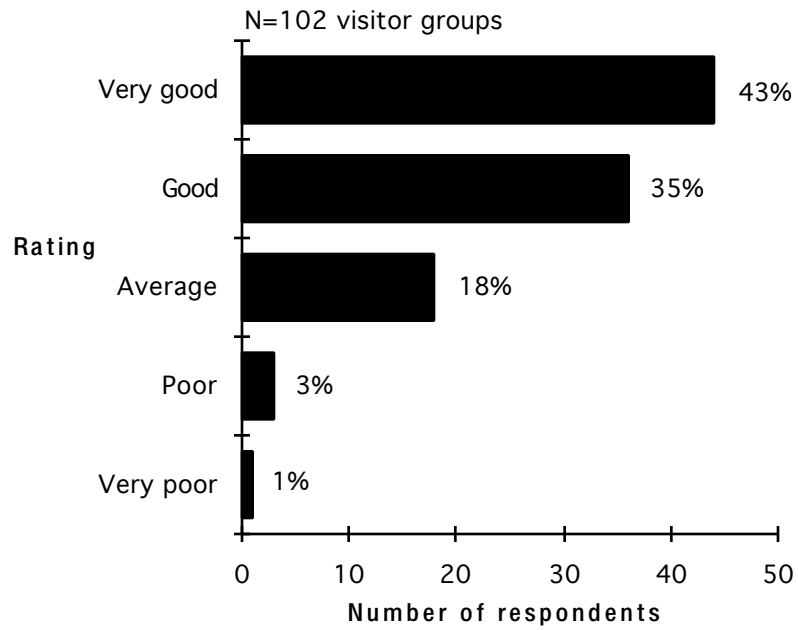
**Figure 58: Quality of listening device/service for hearing
impaired (Filene Center visitors)**



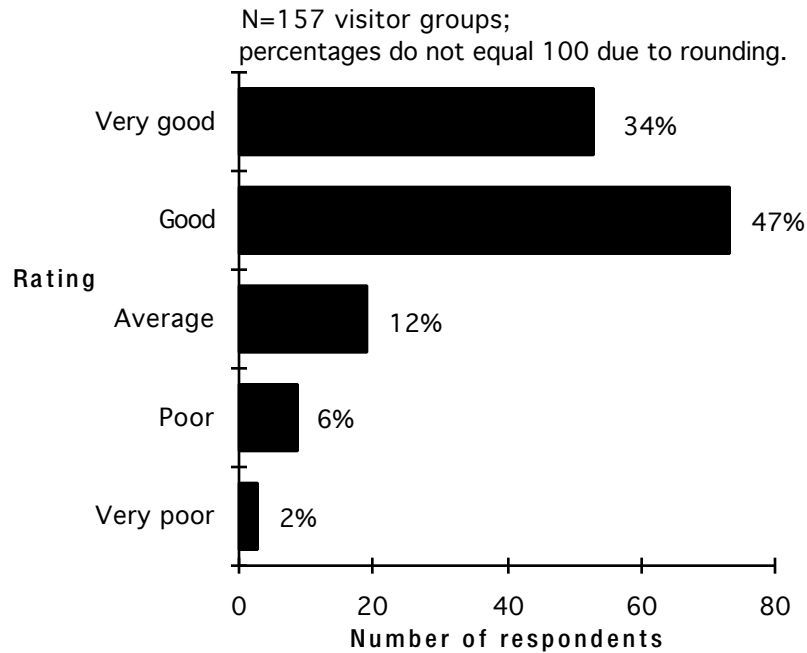
**Figure 59: Quality of box office
(Filene Center visitors)**



**Figure 60: Quality of pre-performance preview/lecture
(Filene Center visitors)**



**Figure 61: Quality of Filene Center seats
(Filene Center visitors)**



**Figure 62: Quality of Filene Center lawn seating
(Filene Center visitors)**

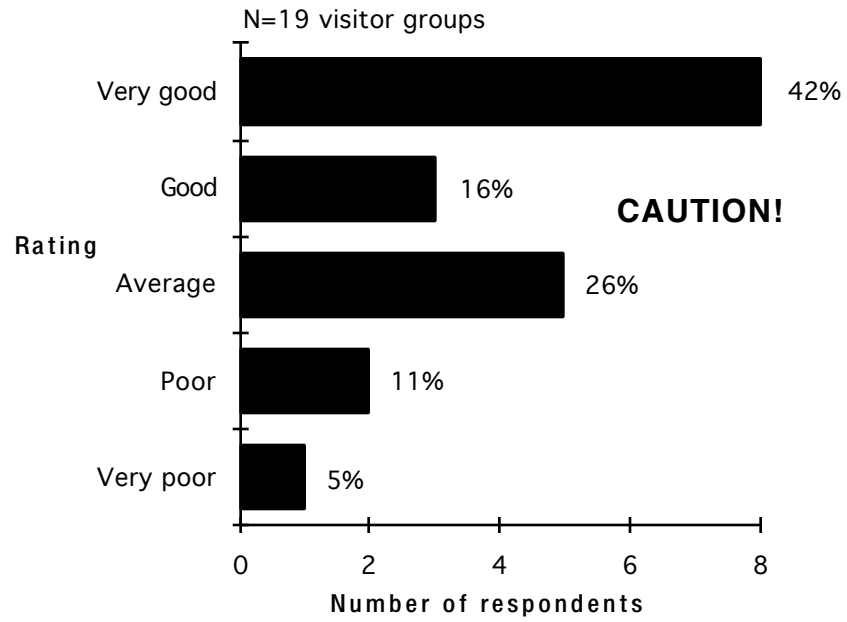


Figure 63: Quality of other services (Filene Center visitors)

The most commonly used facilities at Filene Center were the restrooms (88%), parking (82%) and refreshment stands (45%), as shown in Figure 64. The least used facility was the Meadows Restaurant and Lounge (5%).

**Visitor
facilities:
use and
quality**

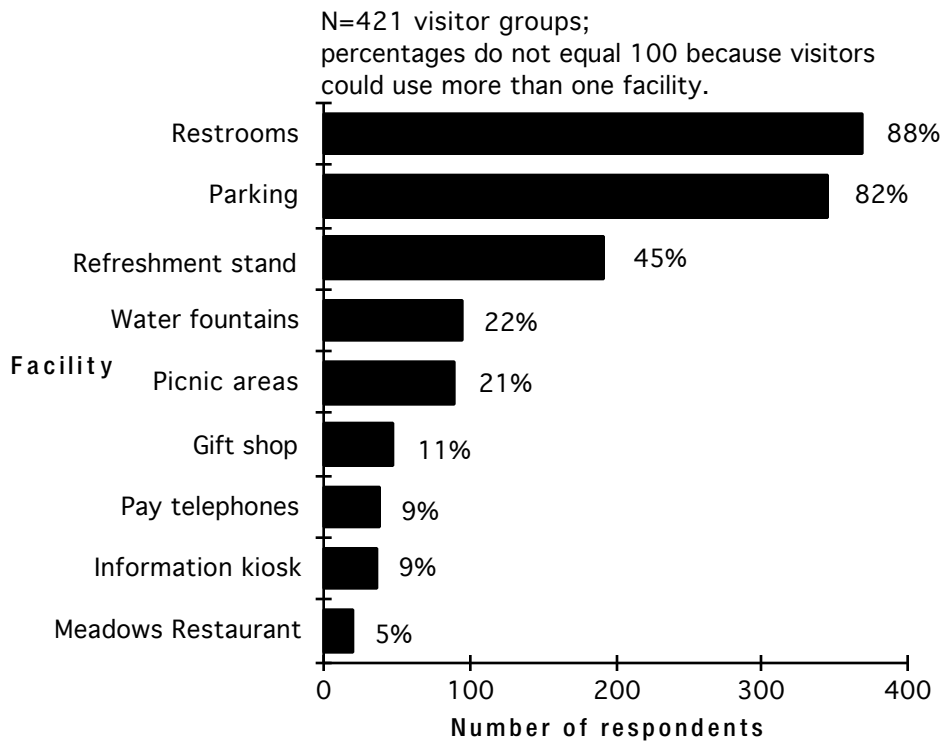


Figure 64: Use of facilities (Filene Center visitors)

Visitors rated the quality of visitor facilities they used at Filene Center. They used a five point scale (see the box below).

QUALITY	
1=	very good
2=	good
3=	average
4=	poor
5=	very poor

Figures 65-73 show that several facilities were given high "good" to "very good" ratings: information kiosk (92%), picnic areas (82%), and pay telephones (78%). The facilities receiving the highest "very poor" ratings were the pay telephones (5%) and the gift shop (4%).

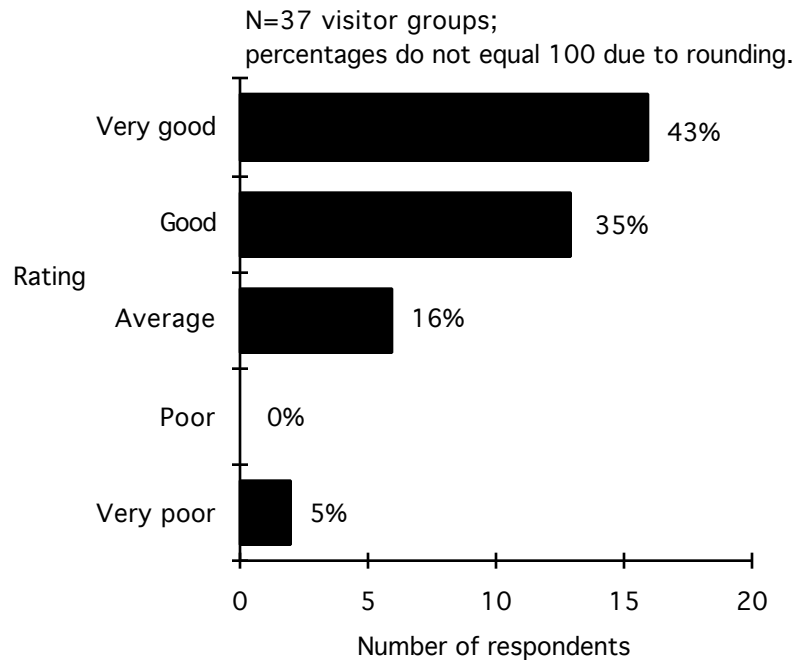


Figure 65: Quality of pay telephones (Filene Center visitors)

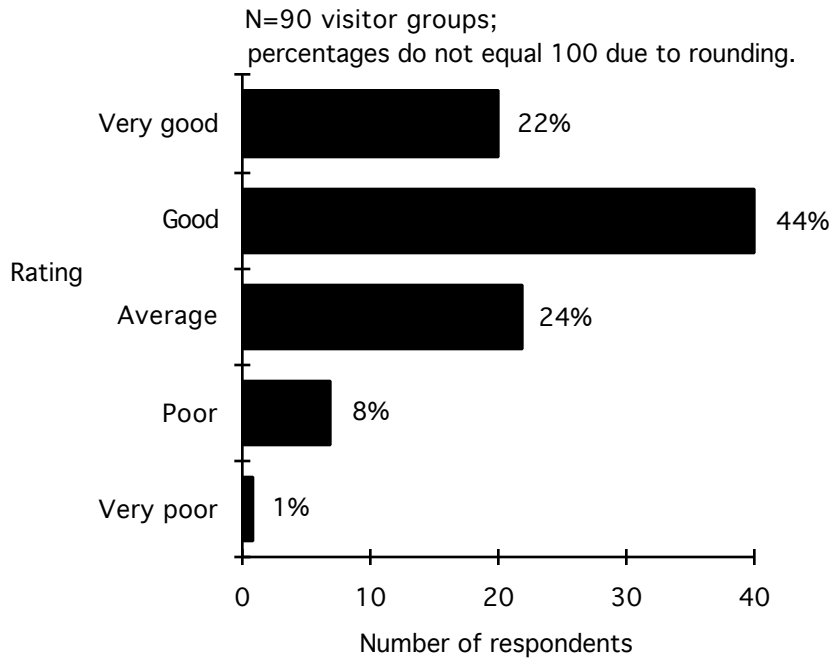


Figure 66: Quality of water fountains (Filene Center visitors)

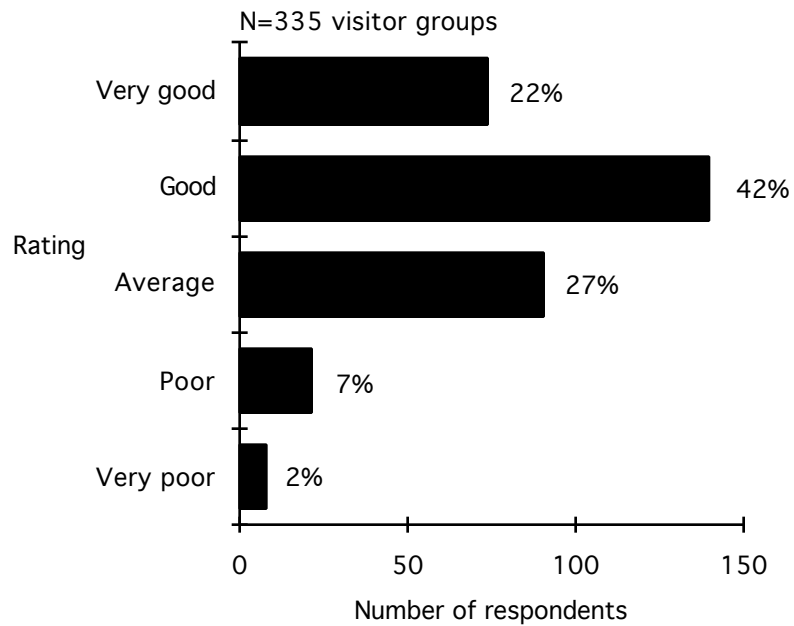
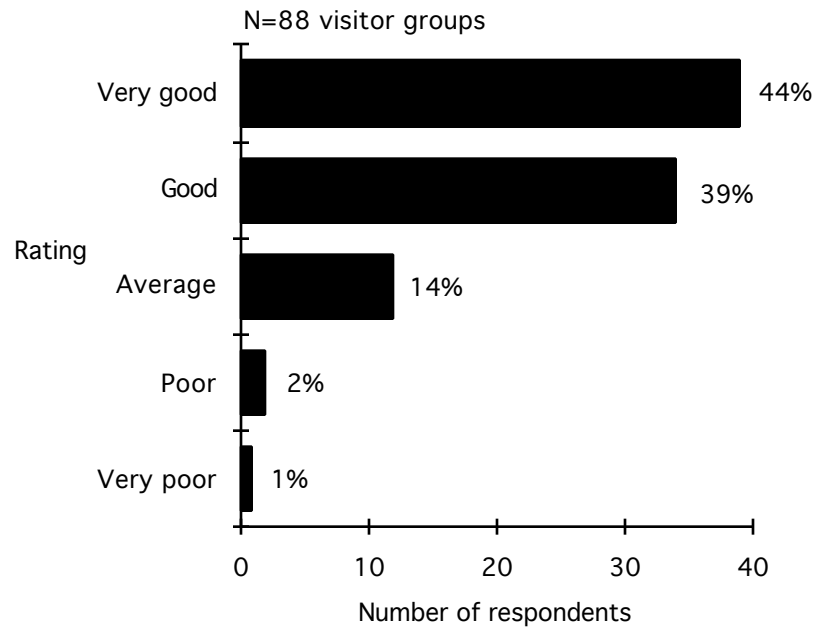
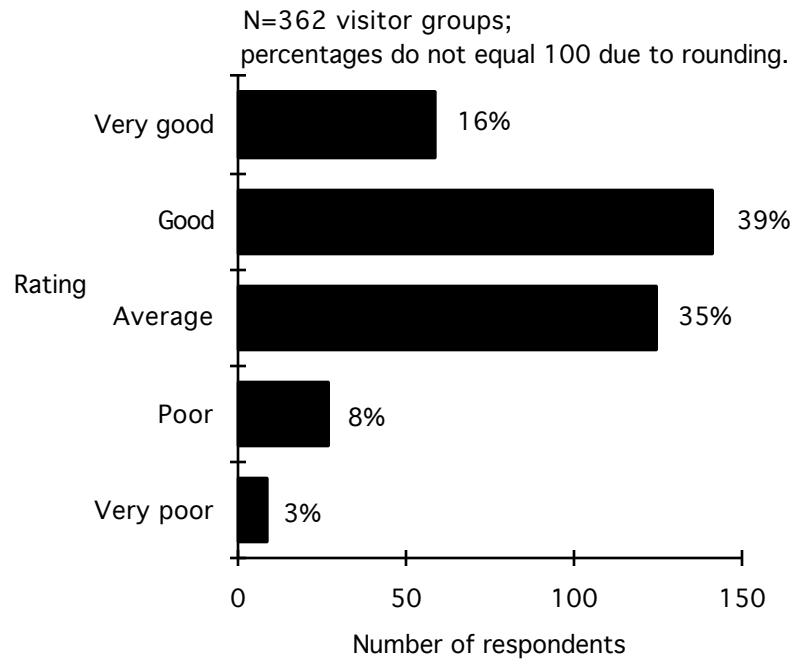


Figure 67: Quality of parking (Filene Center visitors)



**Figure 68: Quality of picnic areas
(Filene Center visitors)**



**Figure 69: Quality of restrooms
(Filene Center visitors)**

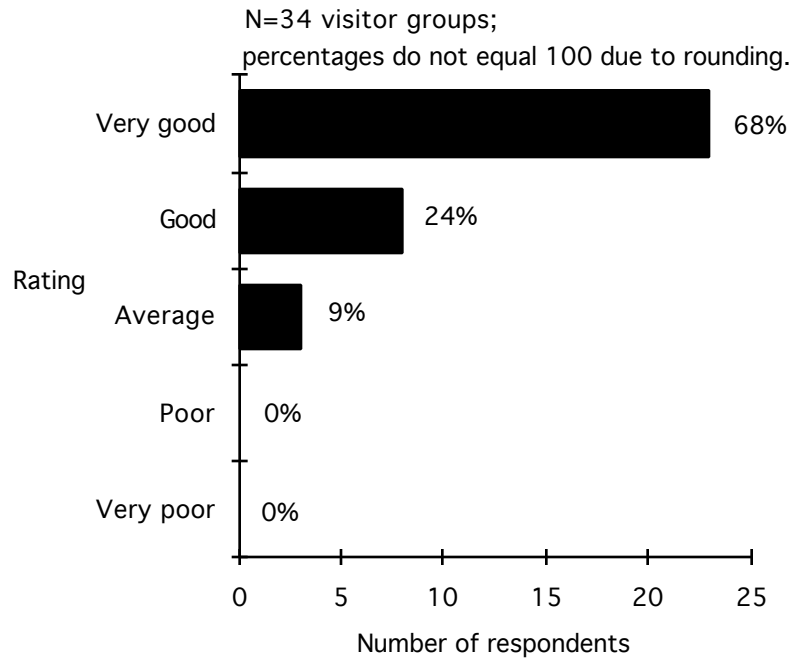
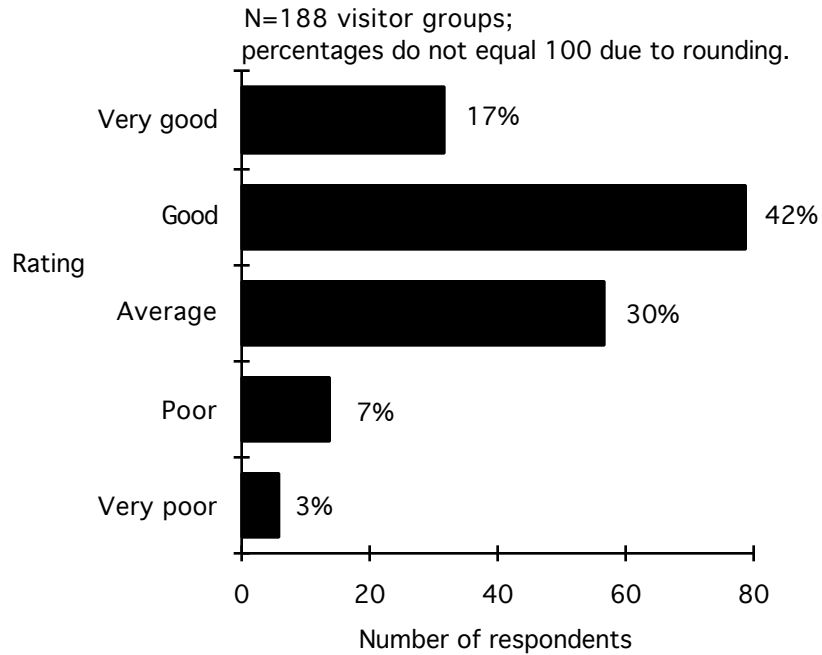
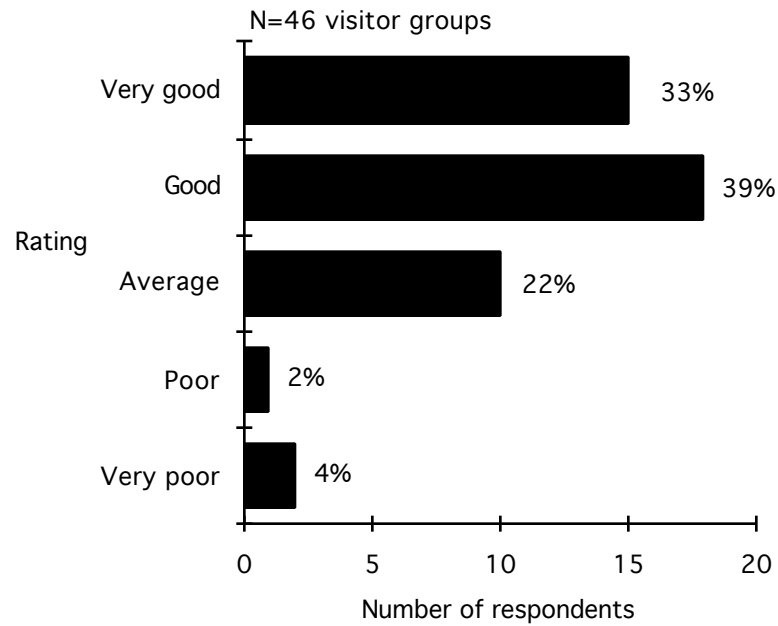


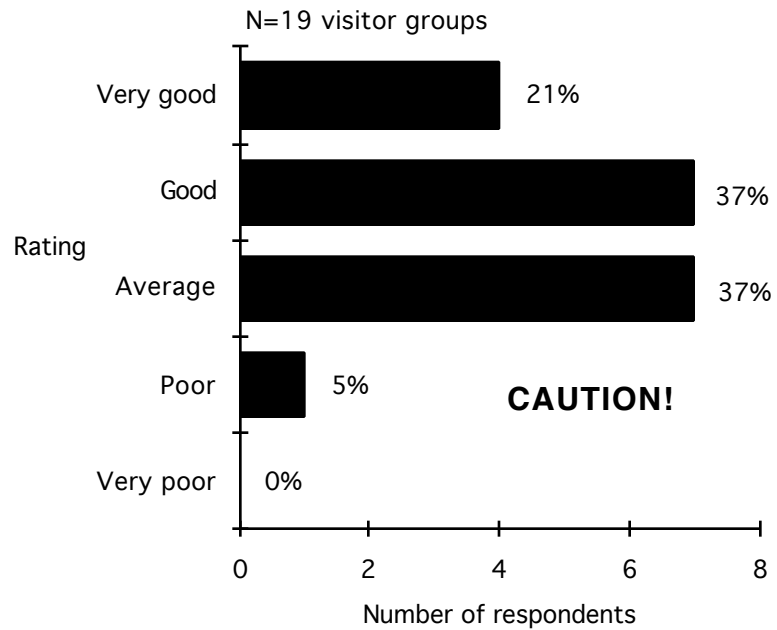
Figure 70: Quality of information kiosk (Filene Center visitors)



**Figure 71: Quality of refreshment stands
(Filene Center visitors)**



**Figure 72: Quality of gift shop
(Filene Center visitors)**



**Figure 73: Quality of Meadows restaurant and lounge
(Filene Center visitors)**

Visitors were asked to rate the importance of the following park features: the natural setting, variety of performances and picnicking. They used a five point scale (see box below).

Importance of park features

The features receiving the highest “very important” to “extremely important” ratings were: the variety of performances (89%), the natural setting (79%) and picnicking (54%), as shown in Figures 74-76. The feature which received the highest “not important” rating was picnicking (8%).

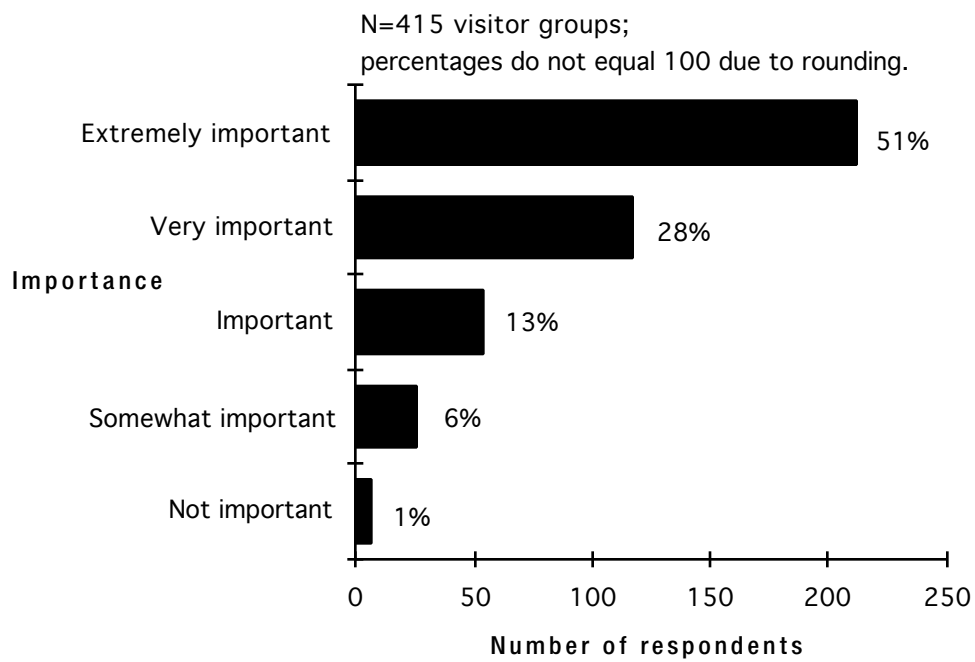
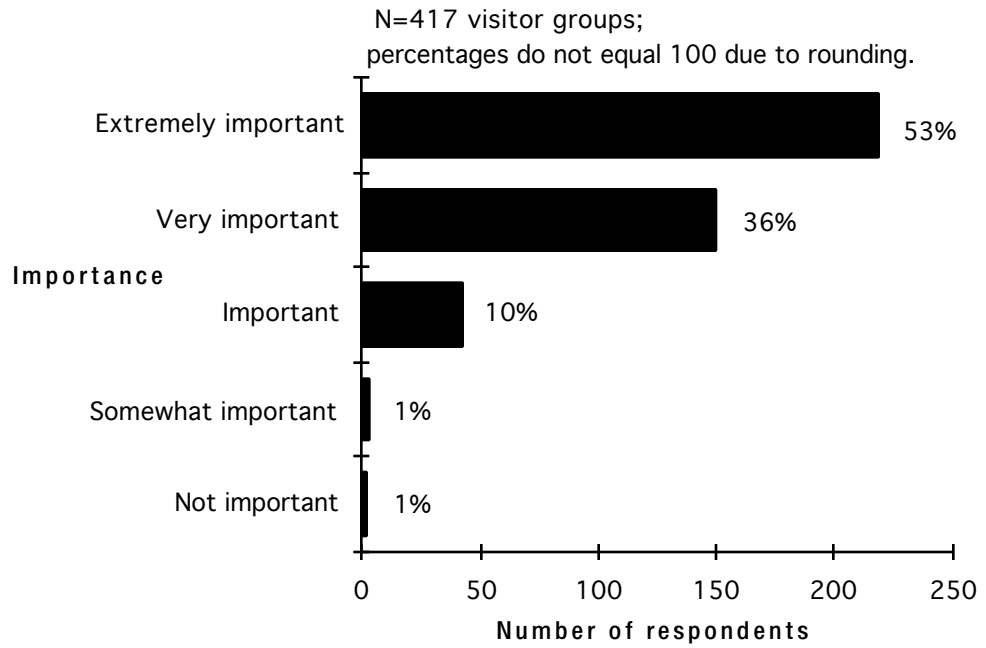
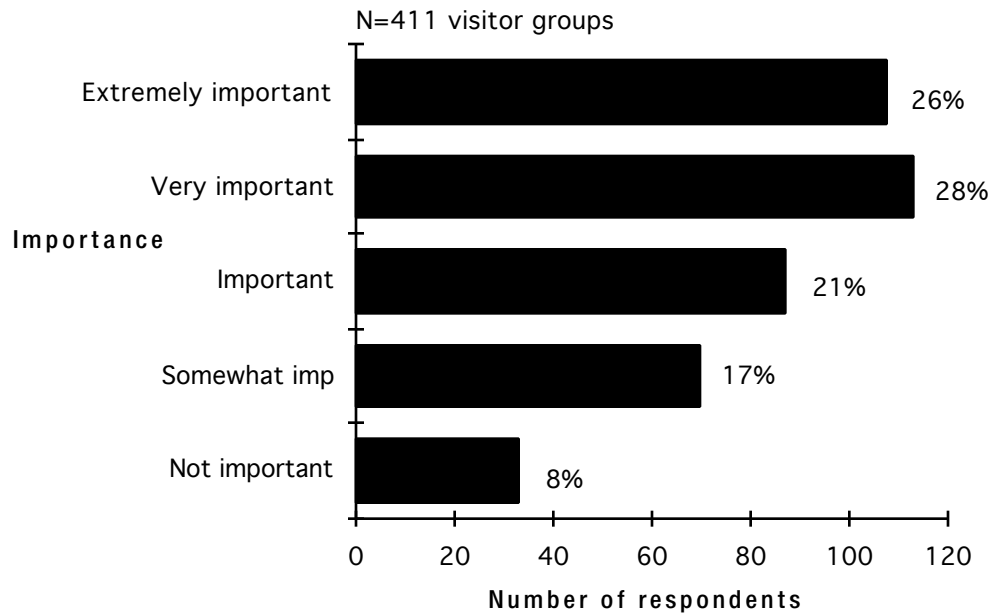


Figure 74: Importance of natural setting (Filene Center visitors)



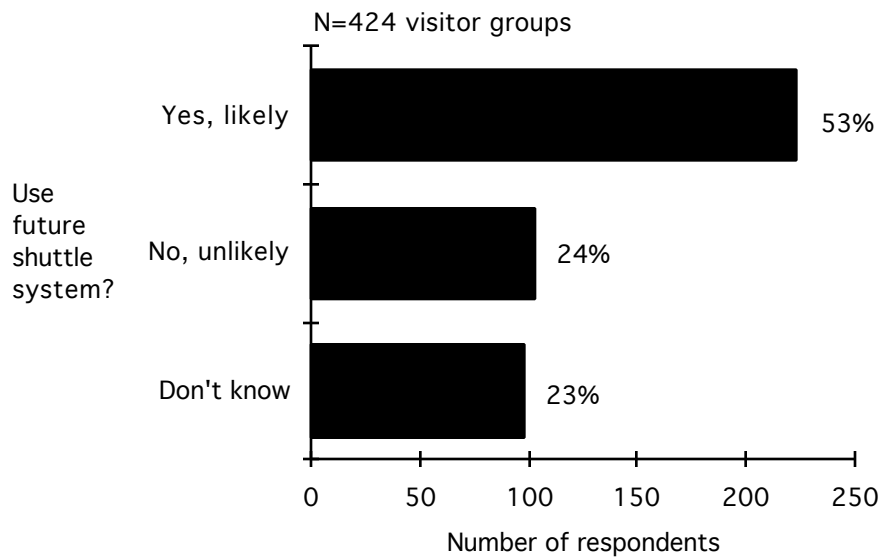
**Figure 75: Importance of variety of performances
(Filene Center visitors)**



**Figure 76: Importance of picnicking
(Filene Center visitors)**

The National Park Service is considering development of a future shuttle system from off-site parking areas to the park entrance and back. Visitors were asked if they would use the shuttle during a future visit. Over half of the Filene Center visitors (53%) said it is likely that they would use a shuttle (see Figure 77). Twenty-four percent said it was unlikely they would use a future shuttle, and 23% said they didn't know.

Future shuttle system use



**Figure 77: Likely use of future shuttle system
(Filene Center visitors)**

**Proposals
for future
planning**

Filene Center visitors were asked, "If you were planning for the future of Wolf Trap Farm Park what would you propose? Please be specific." A summary of their comments appears below.

**Proposals for future planning
(Filene Center visitors)**

N=59 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
INTERPRETIVE SERVICES	
More performances	7
More opera	2
More classical music	2
Other comments	3
FACILITIES AND MAINTENANCE	
Control traffic when exiting	7
Better parking	6
Do not expand facility	3
Do not commercialize	2
Modernize sound system	2
Offer shuttle to parking lots	2
Improve restrooms	2
Add ventilation fans	2
More picnic tables	2
Have rain cover on lawn areas	2
Other comments	4
POLICY	
Better enforcement	3
Expand season	2
Other comments	3
CONCESSIONS	
More variety at food stands	3
Provide cheaper food concessions	2

Filene Center visitors were asked, "What did you like most about your visit to Wolf Trap Farm Park?" A summary of their comments appears below and in the appendix.

**What
visitors
liked most**

**Visitors' likes
(Filene Center visitors)**

N=135 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff friendly/helpful	6
INTERPRETIVE SERVICES	
Performances	27
National Symphony	2
The Four Tops/Temptations	2
Diversity of performances	2
FACILITIES AND MAINTENANCE	
Good seats	4
Grounds well-maintained	4
Sound system	2
Lawn seats	2
Other comments	3
POLICY	
Traffic/crowd control	4
Reasonable ticket prices	2
Other comment	1
GENERAL IMPRESSIONS	
Natural setting	33
Picnicking	10
Atmosphere	9
Friendly audience	6
Being with family/friends	5
Easy access	4
Close to home	3
Other comments	4

**What visitors
liked least**

Filene Center visitors were asked, "What did you like least about your visit to Wolf Trap Farm Park"? A summary of their comments appears below and in the appendix.

**Visitor dislikes
(Filene Center visitors)**

N=77 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
INTERPRETIVE SERVICES	
Comments	2
FACILITIES AND MAINTENANCE	
Sound quality	4
Parking	3
Restrooms	3
Lawn seating	3
Other comments	5
POLICY	
Poor enforcement of rules	6
Smoking on lawn not enforced	3
Other comment	1
GENERAL IMPRESSIONS	
Crowds	19
Weather	16
Prices too expensive	3
Nothing	3
Rude visitors	2
Other comments	3

Many Filene Center visitors wrote additional comments, which are included in the 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.

Comment summary

Comment summary (Filene Center visitors)

N=62 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly/helpful park staff	4
Park staff was rude	2
INTERPRETIVE SERVICES	
Enjoyed performance	5
Other comment	1
FACILITIES AND MAINTENANCE	
Grounds well-maintained	2
Other comments	4
POLICIES	
Need better traffic/crowd control	7
Rules not enforced	3
Other comments	3
GENERAL IMPRESSIONS	
Enjoyed visit	10
Have visited many times	5
Will return	3
Well managed	3
Beautiful setting	2
Thank you	2
Other comments	6

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 information sources a particular age group consulted, request a comparison of information sources by age group, to learn about how the use of information sources varied among group types, request a comparison of information sources by group type.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about what interpretive/information services were used by different visitor group types and sizes, request a comparison of interpretation/information 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 Wolf Trap 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
Wolf Trap Farm Park - Filene Center
Report 67

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.

• Source of information	• Parking location	• Seating sound volume
• Length of stay	• Age	• Service used
• Group size	• State residence	• Service quality
• Group type	• Country residence	• Future shuttle use
• Bus/tour group	• Number of visits	• Facilities used
• Forms of transportation	• Willingness to pay for parking	• Facilities quality
• Number of vehicles	• Seating sound quality	• Importance of park features
• Private vehicle use	• Seating stage view	

Two-way comparisons (write in the appropriate variables from the above list). Be sure to designate Theater in the Woods or Filene Center visitors.

information source by age group
 _____ by _____
 _____ by _____

Three-way comparisons (write in the appropriate variables from the above list). Be sure to designate Theater in the Woods or Filene Center visitors.

interp. service by age group by group type
 _____ by _____ by _____
 _____ by _____ by _____

Special instructions: Tell us the reason you need the
information, what you are trying to find
out, etc.

Mail to:
 Visitor Services Project, CPSU
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Moscow, Idaho 83844-1133

Visitor Services Project Analysis Order Form
Wolf Trap Farm Park - Filene Center
Report 67

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.

- | | | |
|---------------------------|----------------------------------|-------------------------------|
| • Source of information | • Parking location | • Seating sound volume |
| • Length of stay | • Age | • Service used |
| • Group size | • State residence | • Service quality |
| • Group type | • Country residence | • Future shuttle use |
| • Bus/tour group | • Number of visits | • Facilities used |
| • Forms of transportation | • Willingness to pay for parking | • Facilities quality |
| • Number of vehicles used | • Seating sound quality | • Importance of park features |
| • Private vehicle use | • Seating stage view | |

Two-way comparisons (write in the appropriate variables from the above list). Be sure to designate Children's Theatre-in-the-Woods or Filene Center visitors.

_____ by _____
_____ by _____
_____ by _____

Three-way comparisons (write in the appropriate variables from the above list). Be sure to designate Children's Theatre-in-the-Woods or Filene Center visitors.

_____ 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 83844-1133

**Visitor Services Project Analysis Order Form
Wolf Trap Farm Park - Children's Theatre-in-the-Woods
Report 67**

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.

- | | | |
|---|--|----------------------------|
| • Source of information | • Ages of children in organized group | • Number of visits |
| • Length of stay | • Ages of adults with organized children's group | • Forms of transportation |
| • Group size | • Age | • Number of vehicles used |
| • Group type | • State residence | • Service/facility used |
| • With organized group | • Country residence | • Service/facility quality |
| • Number of children in organized group | | |

Two-way comparisons (write in the appropriate variables from the above list). Be sure to designate Filene Center or Children's Theatre-in-the-Woods visitors.

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (write in the appropriate variables from the above list). Be sure to designate Filene Center or Children's Theatre-in-the-Woods visitors.

_____ 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 83844-1133**

QUESTIONNAIRES

Of the 775 questionnaires distributed at Wolf Trap Farm Park, 150 were distributed at Theatre-in-the-Woods performances and 625 at Filene Center performances (see Tables A and B). Each table shows the number of questionnaires distributed, the number and proportion of questionnaires returned and the overall proportion of questionnaires returned for each performance.

Questionnaire distribution

Table A: Number and proportion of questionnaires distributed and returned at each Theatre-in-the-Woods performance

Date/performance		Number of questionnaires distributed	Questionnaires returned Number	%	Overall response rate %
July 16	Creative Opera Ensemble: Little Red Riding Hood	25	22	18	88
July 18	The Young Columbians 10 a.m. Marc Spiegel 11 a.m.	20	18	14	90
July 19	The Young Columbians 10 a.m. Marc Spiegel 11 a.m.	20	16	13	80
July 20	The Young Columbians 10 a.m. Marc Spiegel 11 a.m.	20	16	13	80
July 21	The Young Columbians 10 a.m. Marc Spiegel 11 a.m.	21	18	14	86
July 22	The Young Columbians 10 a.m. Marc Spiegel 11 a.m.	22	16	13	73
July 25	Mark Jaster 10 a.m. Ana Martinez Flamenco Dance Co.	22	19	15	86
TOTAL		150	125	100%	83%

Table B. Number and proportion of questionnaires distributed and returned at each Filene Center performance

Date/performance		Number of questionnaires distributed	Questionnaires returned Number	%	Overall response rate %
July 16	National Symphony	105	75	18	71
July 17	Temptations/Four Tops	105	67	16	64
July 19	Santana	105	67	16	64
July 21	Kenny Loggins	105	70	16	67
July 22	Peter, Paul and Mary	109	85	20	78
July 25	Vince Gill	96	62	15	65
TOTAL		625	426	101%	68%
GRAND TOTAL		775	551		71%

NPS D-10

March 1995



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Visitor Services Project Wolf Trap Farm Park for the Performing Arts

Appendix

Visitor Services Project Report 67
Cooperative Park Studies Unit



Visitor Services Project Wolf Trap Farm Park for the Performing Arts

Appendix

Margaret Littlejohn

Report 67

March 1995

Margaret Littlejohn is VSP Western Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank Dwight Madison who conducted this study, and the staff of Wolf Trap Farm Park for the Performing Arts for their assistance. 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 (Children's Theatre-in-the-Woods visitors)

N=100 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
----------------	--------------------------------------

SHOWS/PERFORMANCES

Continue as it is	17
More children's programs throughout the year	11
Quicker/better reservation system needed	9
Offer more variety in shows, times and lengths	6
List age levels for each performance	4
Puppet shows	3
Would like to have schedule of programs mailed to home	3
Keep audiences small	2
More programs for toddlers	2
Multi-cultural performances	2
Include programs that reach all ages	2
Offer more opportunities for children to join in workshops	2
Provide shuttles to & from metro/parking lot	2
Provide entertainment festivals	2
Other comments	6

FACILITIES AND MAINTENANCE

Provide parking closer to Children's Theatre-in-the-Woods	6
Build restrooms closer to Children's Theatre-in-the-Woods	4
Playground area for children	2
Need more shade at picnic areas and along walks	2
Other comments	6

POLICY

Preserve natural setting	3
Offer more low-cost events for families	2
Other comments	2

Visitors' likes
(Children's Theatre-in-the-Woods visitors)

N=155 comments;
 many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly rangers	8
Friendly staff	3
SHOWS/PERFORMANCES	
The performance/show	44
The way the shows are run	5
Volunteers with hand puppets	2
The mime	2
FACILITIES AND MAINTENANCE	
Picnic area provided	7
Clean park	4
Paved walkway	2
Good seats	2
Other comments	2
POLICY	
Free shows	12
Park allows children to run freely	2
Other comments	2
GENERAL IMPRESSIONS	
The natural setting	37
The creek	6
Everything	4
Spending quality time with my children/family atmosphere	4
The weather	2
Comfortable setting	2
Relaxed atmosphere	2
Other comment	1

Visitor dislikes
(Children's Theatre-in-the-Woods visitors)

N=109 comments;
 many visitors made more than one comment.

Comment	Number of times mentioned
SHOWS/PERFORMANCES	
Wait to make a reservation	2
Improve sound/stage view	2
Other comments	5
FACILITIES AND MAINTENANCE	
Long walk to the bathroom	5
Lack of shaded picnic tables	2
Trail wet	2
Benches wet	2
Bathrooms need to be cleaner	2
Lack of signs/access from airport area	2
Other comments	5
GENERAL IMPRESSIONS	
Long walk to/from the parking lot	30
Heat & humidity	15
The insects	13
The hill	9
Nothing, enjoyed everything	8
Lack of available drinks for children	2
Other comments	3

Visitor comment summary
(Children's Theatre-in-the-Woods visitors)

N=100 comments;
 many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park rangers friendly/helpful	9
Park staff friendly/helpful	5
SHOWS/PERFORMANCES	
Enjoyed show	8
Continue programs in the future	5
Come to Children's Theatre-in-the-Woods often	4
Better reservation system needed	3
Offer more information about shows	3
Did not like aspect of show	3
Shows top quality	2
More children's programs throughout the year	2
Show too long	2
Provide more ethnic/female characters	2
Other comments	3
FACILITIES AND MAINTENANCE	
Comments	6
POLICY	
Like performance free	10
Other comments	3
GENERAL IMPRESSIONS	
Thank you	9
Keep up the good work	8
Enjoyed the visit	7
Plan to return	3
Like the natural setting	2
Other comment	1

Proposals for future planning (Filene Center visitors)

N=59 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
INTERPRETIVE SERVICES	
More performances	7
More opera	2
More classical music	2
Other comments	3
FACILITIES AND MAINTENANCE	
Control traffic when exiting	7
Better parking	6
Do not expand facility	3
Do not commercialize	2
Modernize sound system	2
Offer shuttle to parking lots	2
Improve restrooms	2
Add ventilation fans	2
More picnic tables	2
Have rain cover on lawn areas	2
Other comments	4
POLICY	
Better enforcement	3
Expand season	2
Other comments	3
CONCESSIONS	
More variety at food stands	3
Provide cheaper food concessions	2

Visitors' likes (Filene Center visitors)

N=135 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff friendly/helpful	6
INTERPRETIVE SERVICES	
Performances	27
National Symphony	2
The Four Tops/Temptations	2
Diversity of performances	2
FACILITIES AND MAINTENANCE	
Good seats	4
Grounds well-maintained	4
Sound system	2
Lawn seats	2
Other comments	3
POLICY	
Traffic/crowd control	4
Reasonable ticket prices	2
Other comment	1
GENERAL IMPRESSIONS	
Natural setting	33
Picnicking	10
Atmosphere	9
Friendly audience	6
Being with family/friends	5
Easy access	4
Close to home	3
Other comments	4

**Visitor dislikes
(Filene Center visitors)**

N=77 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
INTERPRETIVE SERVICES	
Comments	2
FACILITIES AND MAINTENANCE	
Sound quality	4
Parking	3
Restrooms	3
Lawn seating	3
Other comments	5
POLICY	
Poor enforcement of rules	6
Smoking on lawn not enforced	3
Other comment	1
GENERAL IMPRESSIONS	
Crowds	19
Weather	16
Prices too expensive	3
Nothing	3
Rude visitors	2
Other comments	3

**Comment summary
(Filene Center visitors)**

N=62 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly/helpful park staff	4
Park staff was rude	2
INTERPRETIVE SERVICES	
Enjoyed performance	5
Other comment	1
FACILITIES AND MAINTENANCE	
Grounds well-maintained	2
Other comments	4
POLICIES	
Need better traffic/crowd control	7
Rules not enforced	3
Other comments	3
GENERAL IMPRESSIONS	
Enjoyed visit	10
Have visited many times	5
Will return	3
Well managed	3
Beautiful setting	2
Thank you	2
Other comments	6
