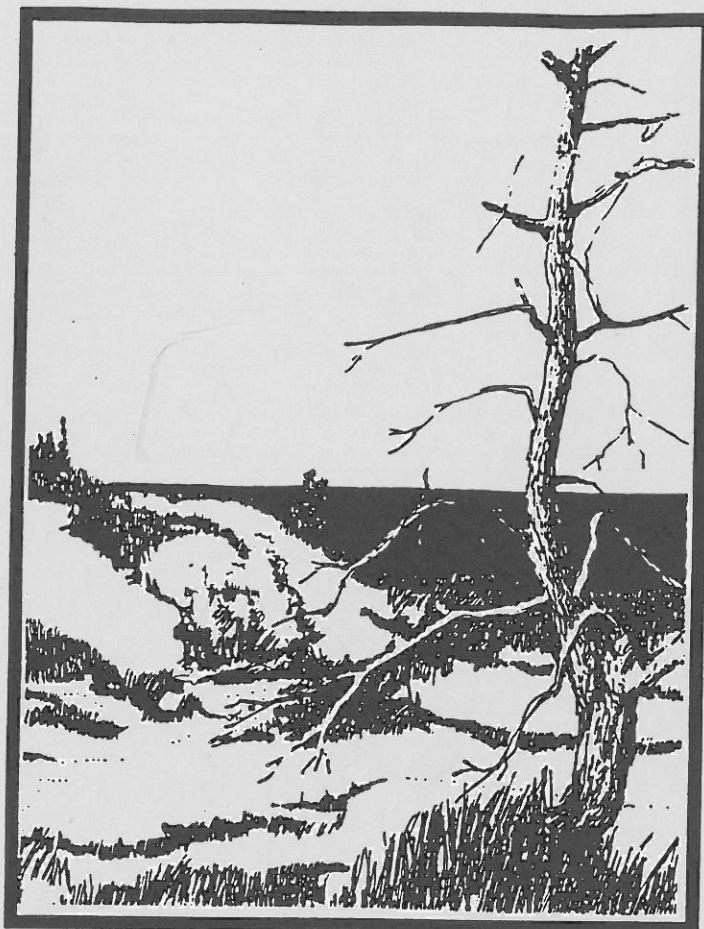

Visitor Services Project

Indiana Dunes National Lakeshore



Visitor Services Project Report 72
Cooperative Park Studies Unit

 University of Idaho



Visitor Services Project Indiana Dunes National Lakeshore

Margaret Littlejohn

Report 72

June 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 planned and conducted this study, Jeannie Harvey, Sue Perin and the staff of Indiana Dunes National Lakeshore 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 Indiana Dunes National Lakeshore Report Summary

- This report describes the results of a visitor study at Indiana Dunes National Lakeshore during September 17-23, 1994. A total of 588 questionnaires were distributed to both "festival" visitors (September 17-18) and to "general" visitors (September 17-23). Visitors returned 456 questionnaires for a 78% response rate.
- This report profiles Indiana Dunes visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.

Festival visitors

- Sixty-six percent of the festival visitors were in family groups. Over one-third (35%) of all festival visitors were fifteen years old or younger. Three-fourths of all visitors (75%) were repeat visitors to Indiana Dunes.
- There were no international visitors among the festival respondents. Ninety-five percent of the visitors came from Indiana and Illinois with smaller proportions from several other states.
- Seventy-five percent of the festival visitors stayed two to four hours at the park. On this visit, the most common activity was attending the festival (94%). On past visits, visitors' activities included walking on beaches, walking on hiking trails, and walking/jogging for exercise.
- Almost three-fourths (72%) of festival visitors learned about Indiana Dunes from previous visits. Some also used newspapers/magazines (53%) and friends/relatives (43%).
- The Duneland Harvest Festival was the most often listed reason (90%) for visiting Indiana Dunes, followed by enjoying nature (59%).
- The most used facilities were parking lots and festival performances. Trails received the best quality rating. The most used services were directional/informational signs and festival staff. The best quality services were festival staff and the park brochure.

General visitors

- Sixty percent of general visitors were in family groups. Over one fourth (26%) of all general visitors were ages 35-45. Over half (58%) of the visitors were repeat visitors to Indiana Dunes.
- International visitors comprised 5% of general visitors. Seventy-nine percent of the visitors came from Indiana and Illinois, with smaller proportions from other states.
- Most general visitors (54%) stayed one to two hours at Indiana Dunes. Most visitors (73%) came to the park to enjoy nature. Common activities on this visit were walking/jogging for exercise and walking on the beach. On past visits, visitors walked trails and walked on beaches.
- Most visitors learned about the park from previous visits (67%) and friends/relatives (35%).
- The most used facilities were restrooms and trails. According to general visitors, the best quality facility was picnic areas. The most used services were directional and informational signs. The best quality services were park brochures and uniformed park staff.
- 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 83844-1133 or call (208) 885-7129.</p>
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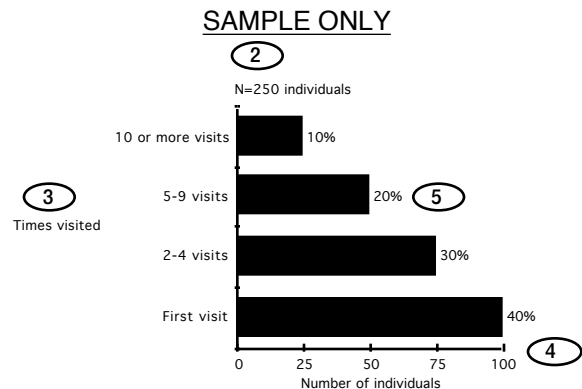
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INTRODUCTION

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 September 17-23, 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 Indiana Dunes visitors are described in this report: first, the "festival" visitors (who attended festivals on September 17-18), followed by "general" visitors (who visited the park between September 19-23).

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 Indiana Dunes during September 17-23, 1994. Two questionnaires were used: one for festival visitors and one for general visitors. 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.

Festival visitors were sampled as they entered at Bailly/Chellberg. General visitors were sampled as they entered Indiana Dunes at the following locations: Bailly/Chellberg, Indiana Dunes State Park, Dorothy Buell Visitor Center and Lake View.

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 251 groups, Figure 7 presents data for 218 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 253 questionnaires were returned by visitors, Figure 1 shows data for only 251 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 September 17-23, 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.

During the week of the study, September 17-23, 1994, the high temperatures ranged from 67°F. to 81°F. and the low temperatures from 52°F. to 61°F. It rained .35 inches on September 23. These weather conditions should not have significantly affected what visitors did or how long they stayed.

**Special
Conditions**

FESTIVAL RESULTS

Visitors contacted

At the festivals, 341 visitor groups were contacted; 97% accepted questionnaires. Two hundred fifty-three visitor groups completed and returned their questionnaires, a 77% 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 insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	328	42.3	251	43.4
Group size	328	4.2	251	5.0

Demographics

Figure 1 shows group sizes, which varied from one person to 48 people. Twenty-three percent of visitors came in groups of four; 41% came in groups of two or three. About two-thirds of the groups (66%) were families; 21% were with family and friends (see Figure 2). "Other" groups included: church group, camping club, halfway house and cub scouts.

The most common ages were 15 or younger (35%), as shown in Figure 3. Twenty-nine percent of visitors were aged 31-45. Most visitors (75%) were repeat visitors (see Figure 4).

There were no international visitors among the festival respondents. United States visitors were from Indiana (75%), Illinois (20%) and 17 other states, as shown in Map 1 and Table 2.

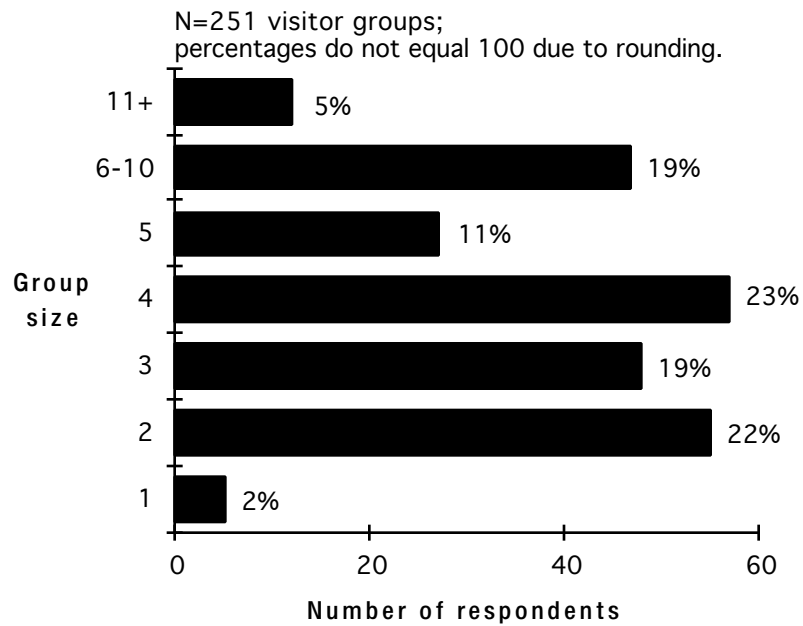


Figure 1: Visitor group sizes (festival visitors)

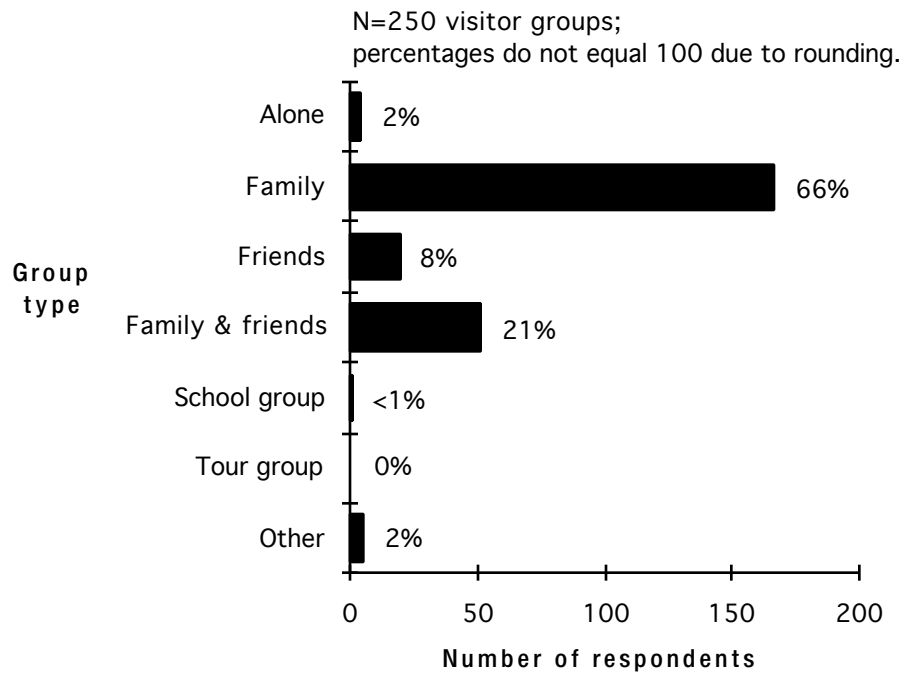


Figure 2: Visitor group types (festival visitors)

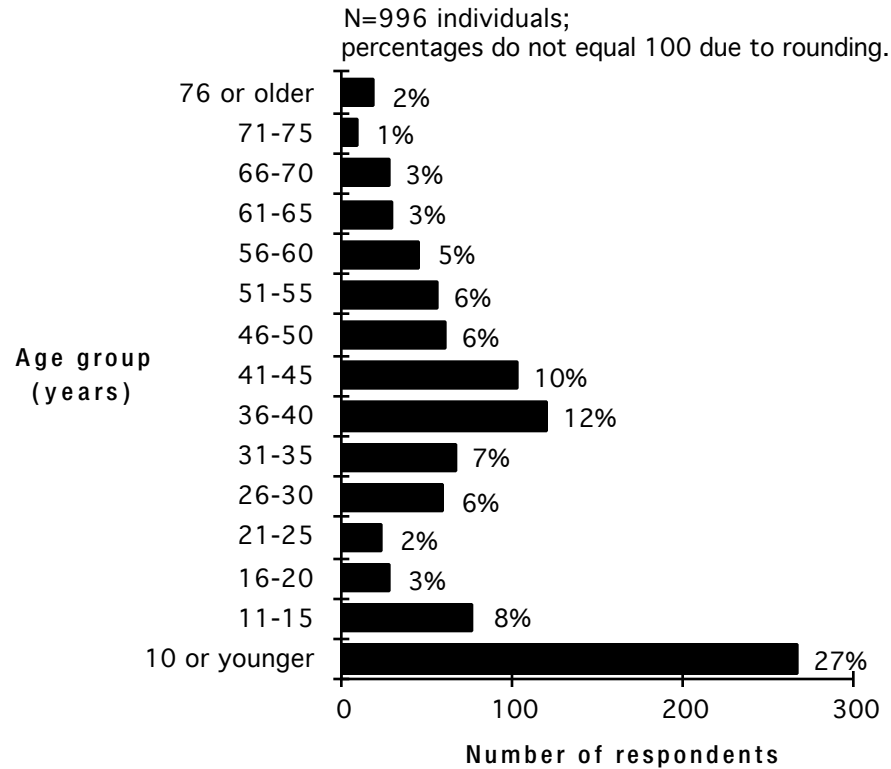


Figure 3: Ages of visitors (festival visitors)

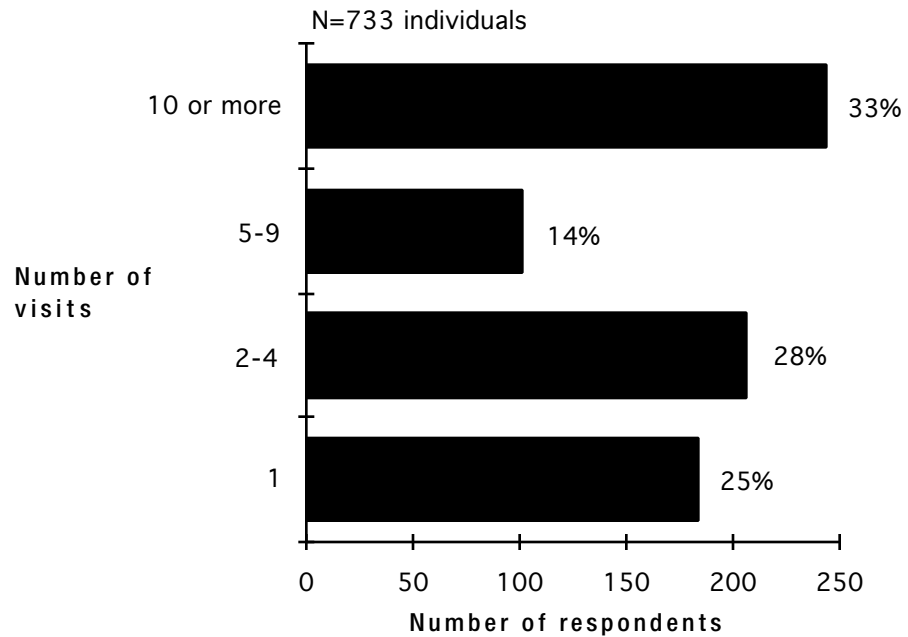
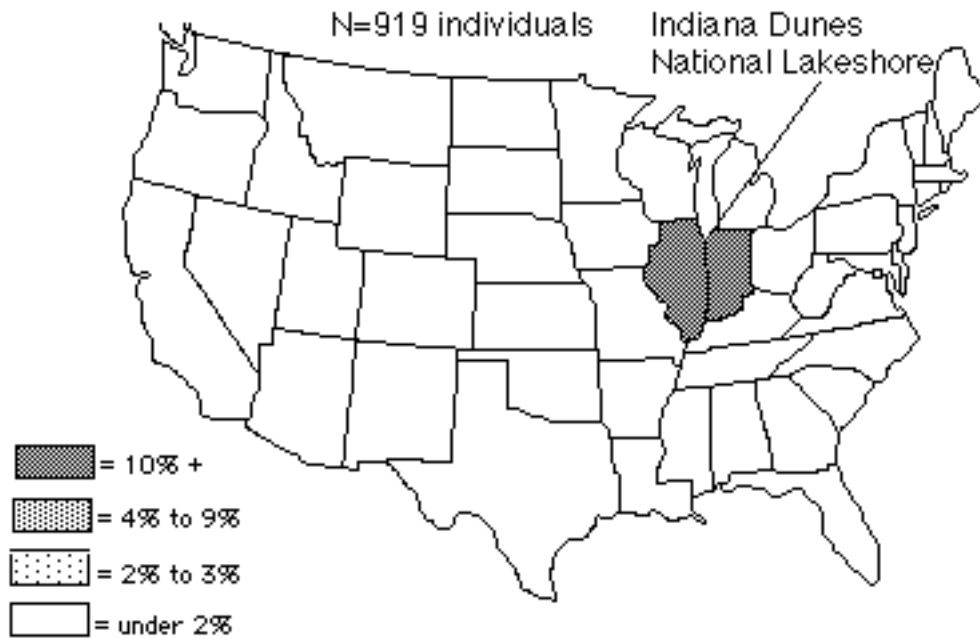


Figure 4: Number of visits (festival visitors)



Map 1: Proportion of visitors from each state (festival visitors)

Table 2: Proportion of visitors from each state (festival visitors)

N=919 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Indiana	688	75
Illinois	184	20
Michigan	10	1
Wisconsin	9	1
Pennsylvania	4	<1
Florida	3	<1
Massachusetts	3	<1
Arizona	2	<1
Kentucky	2	<1
New York	2	<1
Ohio	2	<1
Texas	2	<1
Washington	2	<1
Other states (6)	6	1

Length of stay

Seventy-five percent of the festival visitors to Indiana Dunes stayed two to four hours (see Figure 5). Seven percent of the festival visitors stayed seven hours or more.

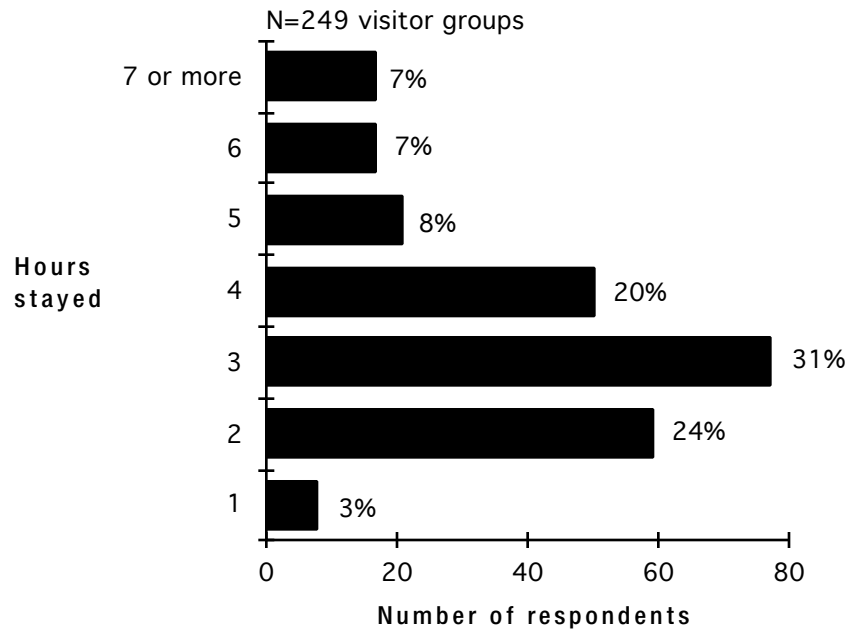


Figure 5: Length of stay (festival visitors)

Common visitor activities on this visit were attending a festival (94%), walking on hiking trails (35%), sightseeing (30%), and walking/jogging for exercise (28%), as shown in Figure 6. The least common activity was sun bathing (2%). On this visit, visitors also mentioned attending a festival, visiting Chellberg Farm, going birdwatching, taking photographs, and taking a school field trip.

Activities on this visit

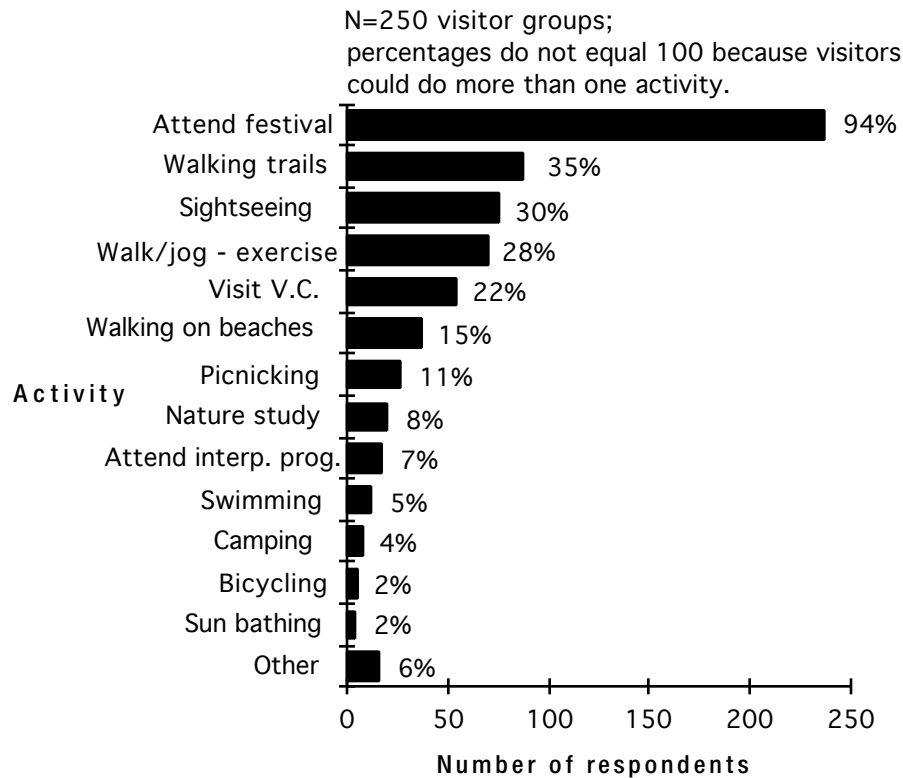


Figure 6: Visitor activities on this visit (festival visitors)

Activities on past visits

The most common activities visitors participated in during past visits to Indiana Dunes were walking on beaches (74%), walking on hiking trails (73%), walking/jogging for exercise (64%), sightseeing (62%), visiting the visitor center (59%), attending a festival (55%) and swimming (55%), as shown in Figure 7. During past visits, visitors also went cross-country skiing, birdwatching, to festivals, on school field trips, sledding, and fishing.

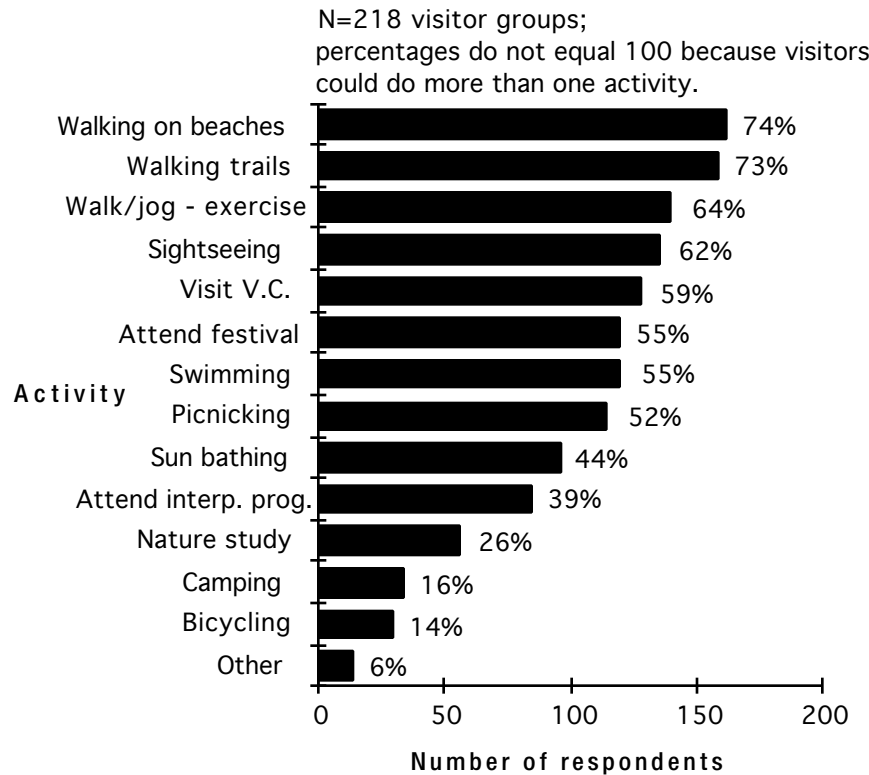


Figure 7: Visitor activities on past visit (festival visitors)

Prior to visiting, the most often used sources of information about Indiana Dunes for festival visitors were previous visits (72%), newspapers and magazines (53%) and friends/relatives (43%), as shown in Figure 8. No visitors wrote to the park for information prior to their visit. Two percent of the visitors received no information prior to their visit. As additional sources of information, visitors mentioned living in the area, friends, road signs, school, and signs advertising the festival.

Sources of park information

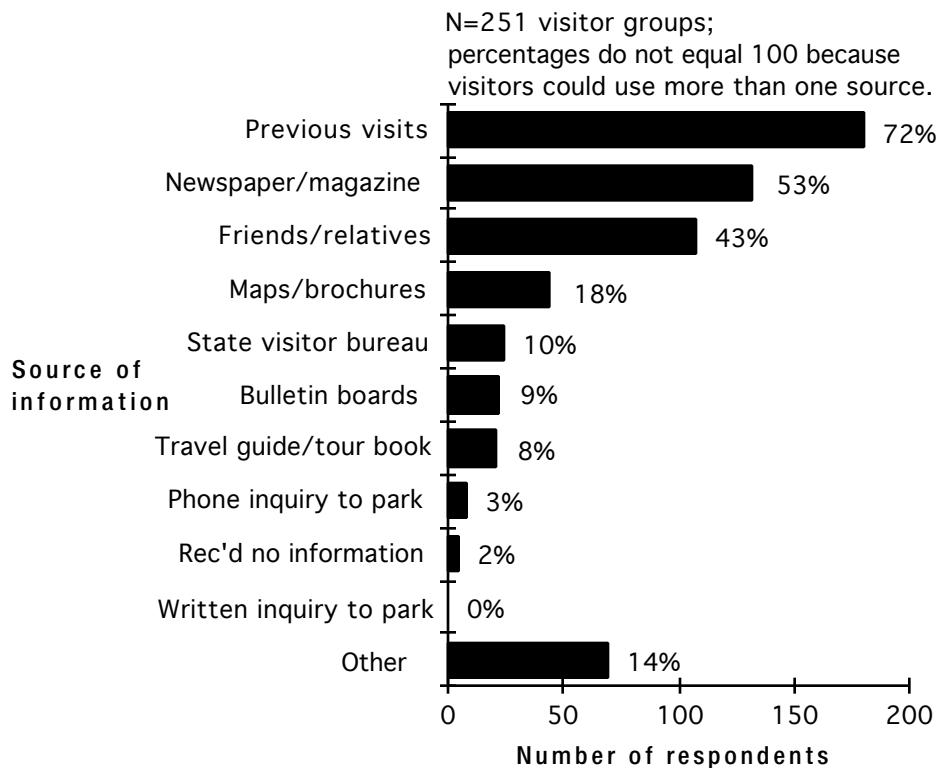


Figure 8: Sources of information (festival visitors)

Reasons for visiting

The most commonly listed reasons for visiting were to attend Duneland Harvest Festival (90%), enjoy nature (59%), and walk/hike trails (43%), as shown in Figure 9. Visitors also mentioned camping, seeing the craft show, letting children see the animals, and taking photographs as reasons for visiting.

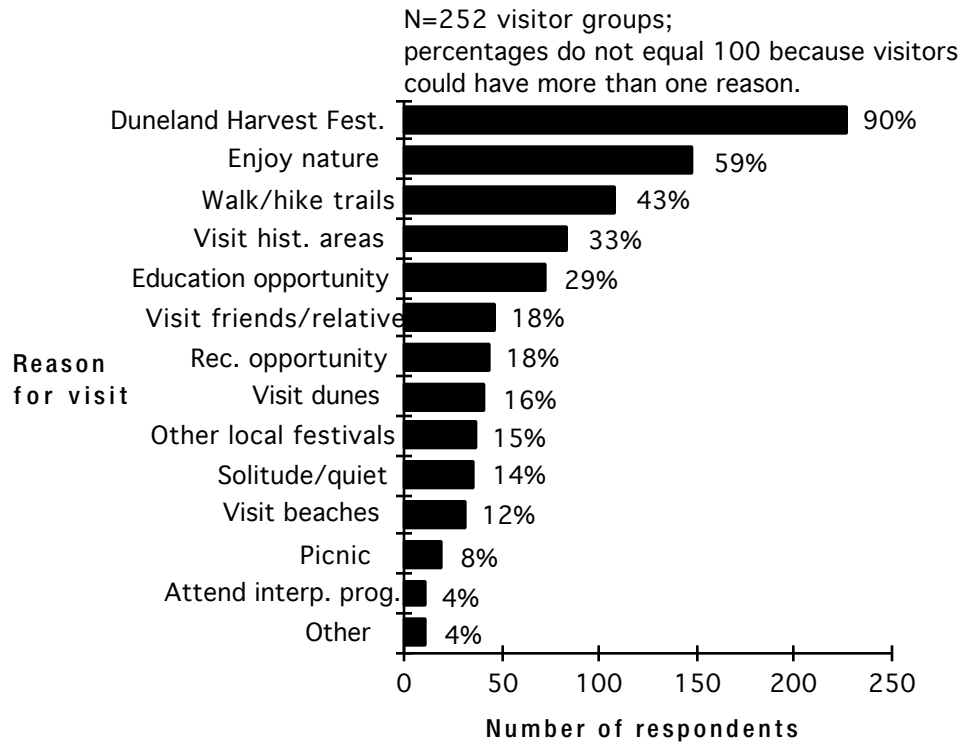
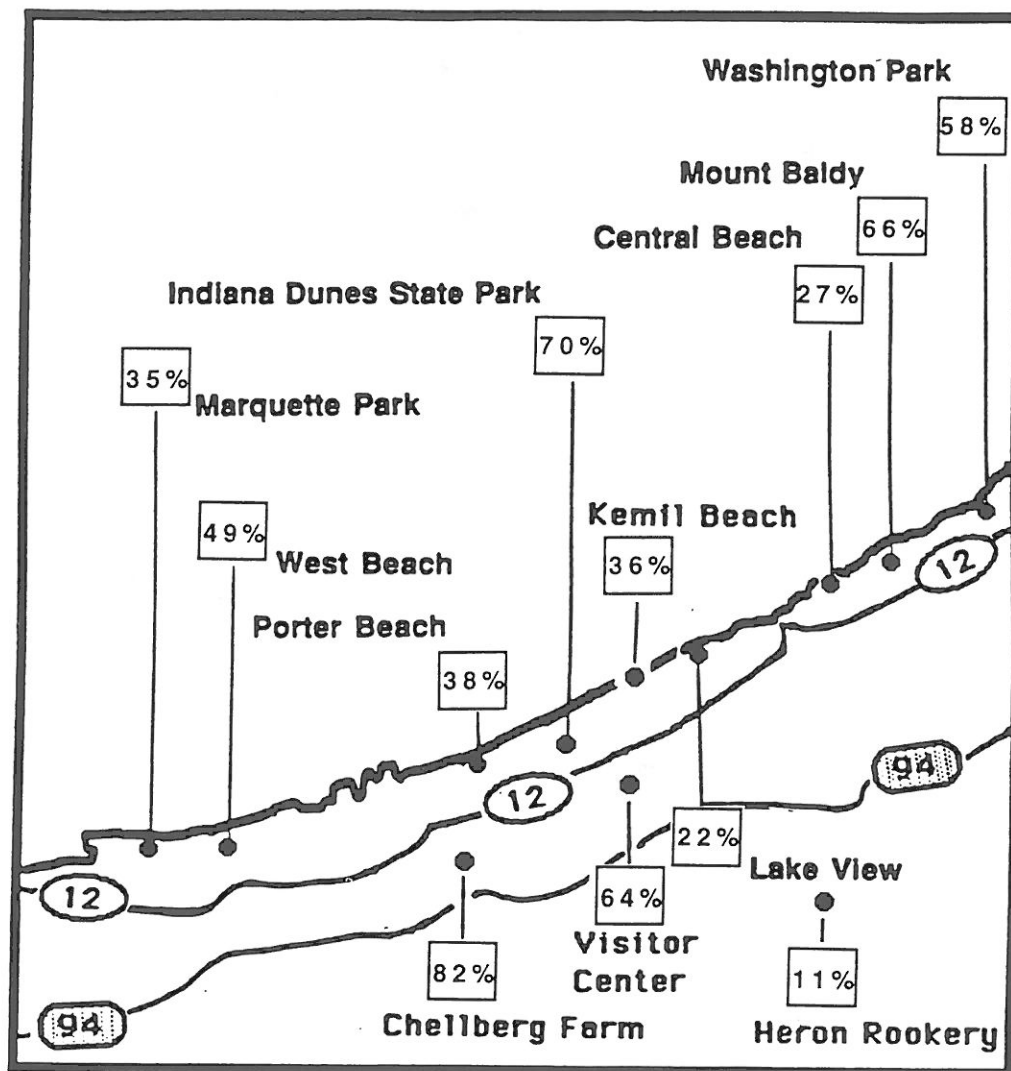


Figure 9: Reasons for visiting (festival visitors)

Visitors were asked what places they visited at Indiana Dunes prior to this trip. The most visited place was Chellberg Farm (82%), followed by Indiana Dunes State Park (70%) and Mount Baldy (66%), as shown in Map 2. The least visited place was the Heron Rookery (11%).

Sites visited

N=238 visitor groups;
percentages do not equal 100 because visitors could visit more than one place.



Map 2: Sites visited (festival visitors)

Other attractions visited

Other attractions visitors went to on this trip included local festivals outside the park (62%), restaurants (41%) and stores (27%), as shown in Figure 10. Among the other attractions, the least visited place was the golf course (1%). "Other" places which visitors mentioned were an apple orchard, the Farmers Market, a bed and breakfast, and Miller Beach.

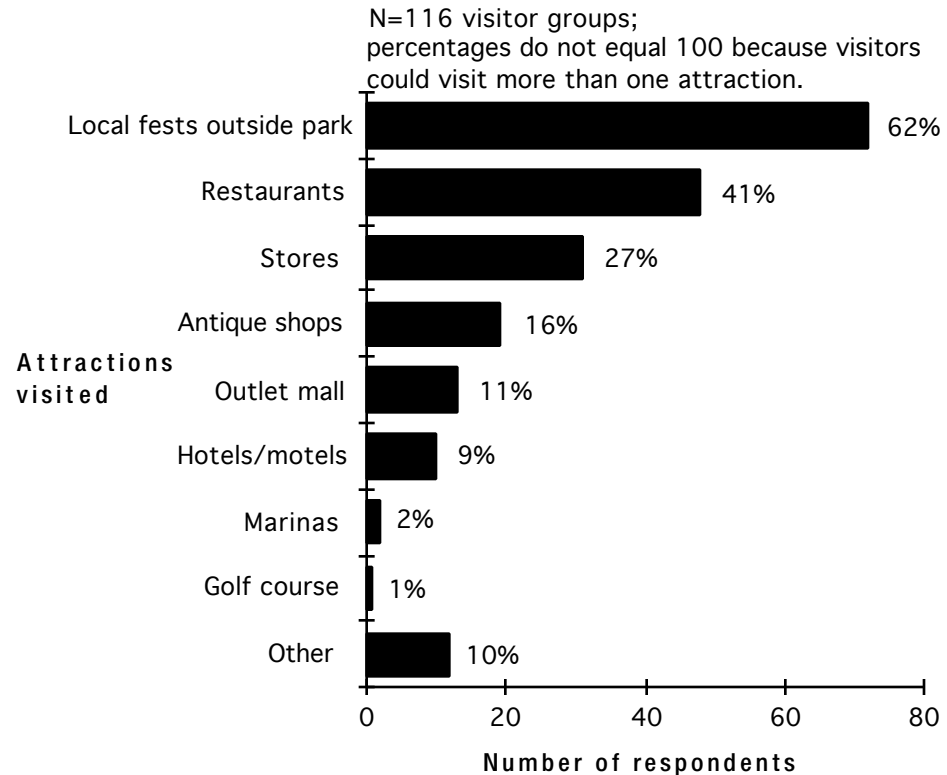


Figure 10: Other attractions visited (festival visitors)

The most commonly used visitor facilities by festival visitors were parking lots (89%), festival performances (87%), festival activity schedule/map (74%), restrooms (71%), crafts displays/sales (70%), trails (68%) and food service (51%), as shown in Figure 11. The least used service was the shuttle system (1%). "Other" facilities that visitors used were the children's play area and climbing bowl.

**Visitor facilities:
use,
importance
and quality**

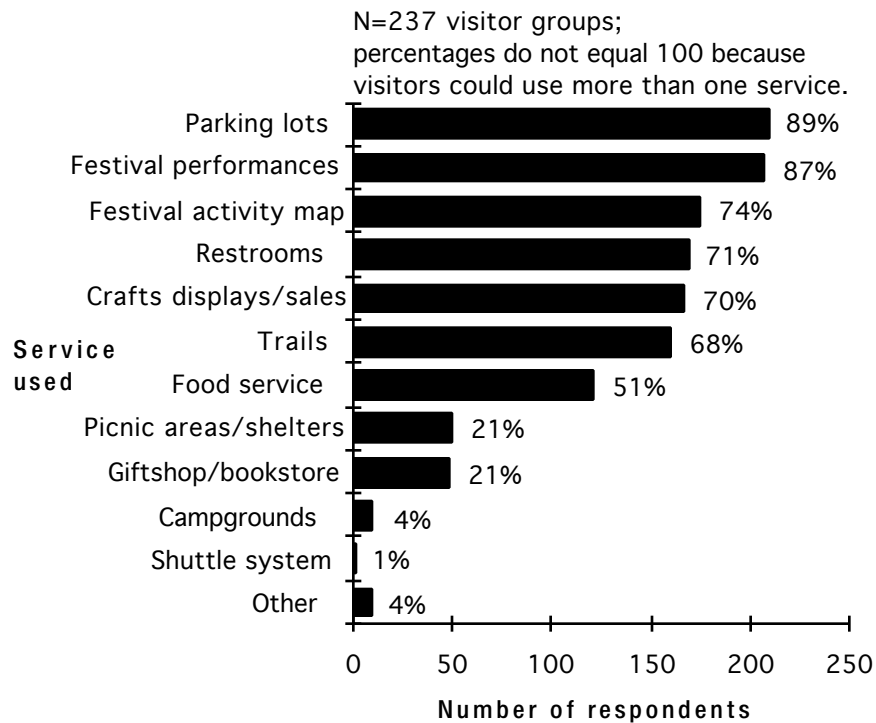


Figure 11: Use of visitor facilities (festival visitors)

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

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

Figure 12 shows the average importance and quality ratings for each facility. An average score was determined for each facility based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 12. All facilities were rated above average in importance and quality.

Figures 13-24 show that several facilities received the highest "very important" to "extremely important" ratings: restrooms (84%), trails (81%) and festival performances (79%). The highest "not important" rating was for restrooms (7%).

Figures 25-36 show that several facilities were given high "good" to "very good" quality ratings: trails (89%), festival performances (86%), and festival activity schedule/map (86%). The facility which received the highest "very poor" quality rating was parking lots (5%).

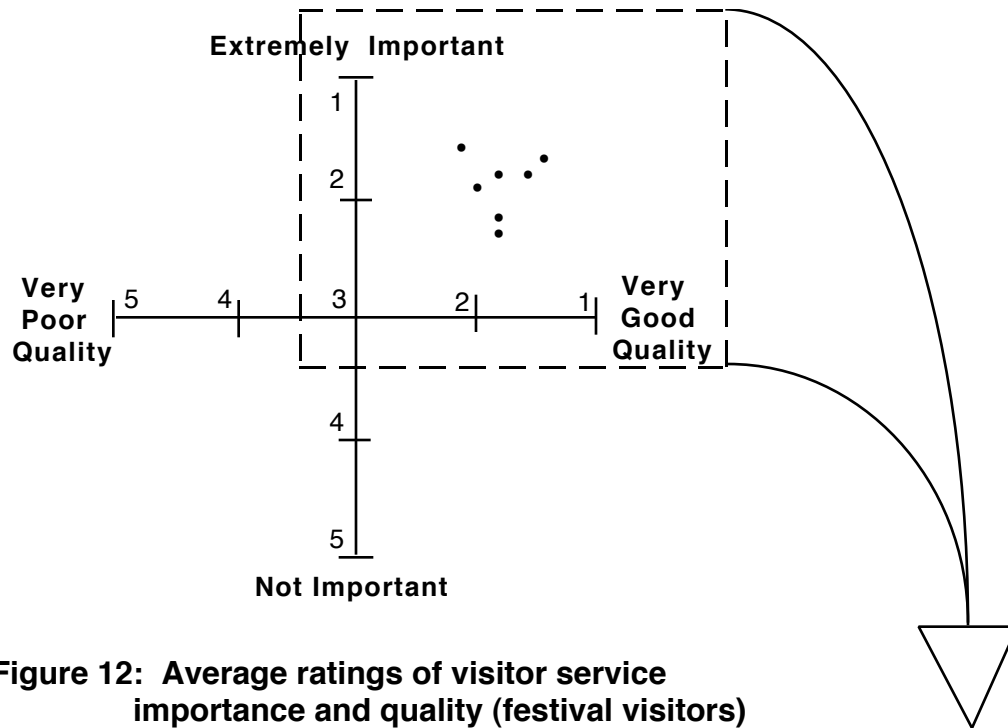


Figure 12: Average ratings of visitor service importance and quality (festival visitors)

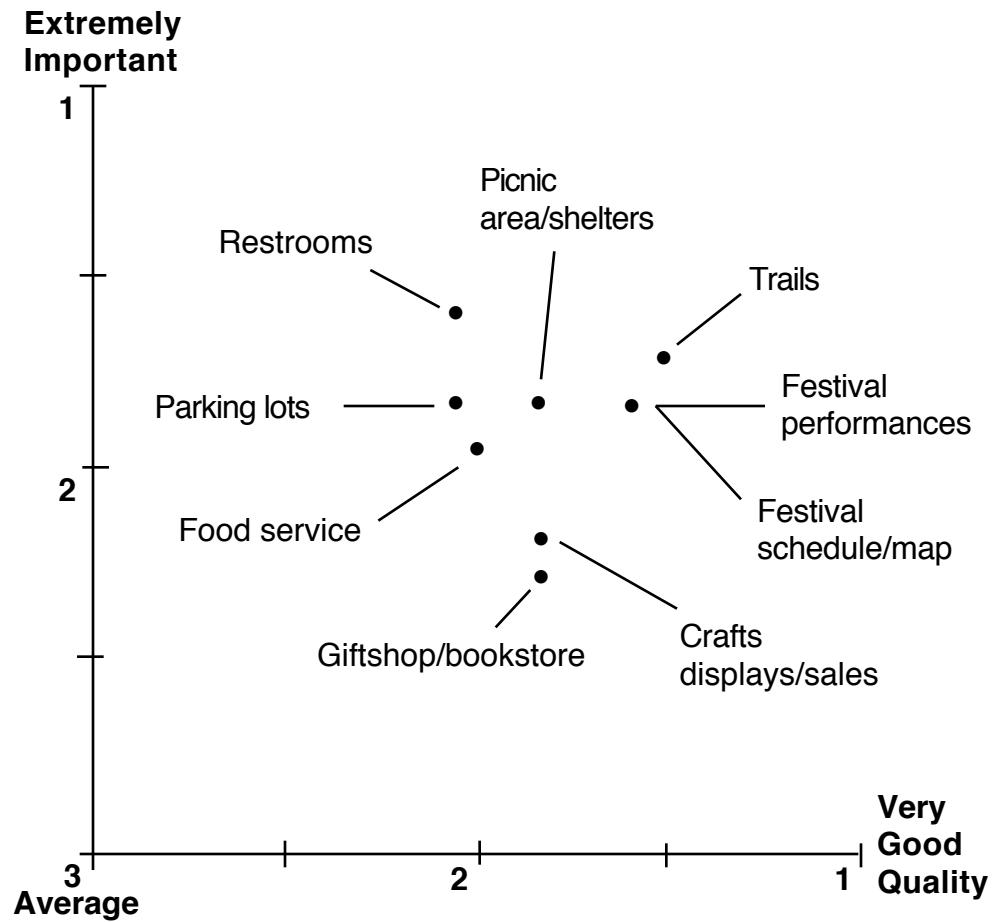


Figure 12 : Detail

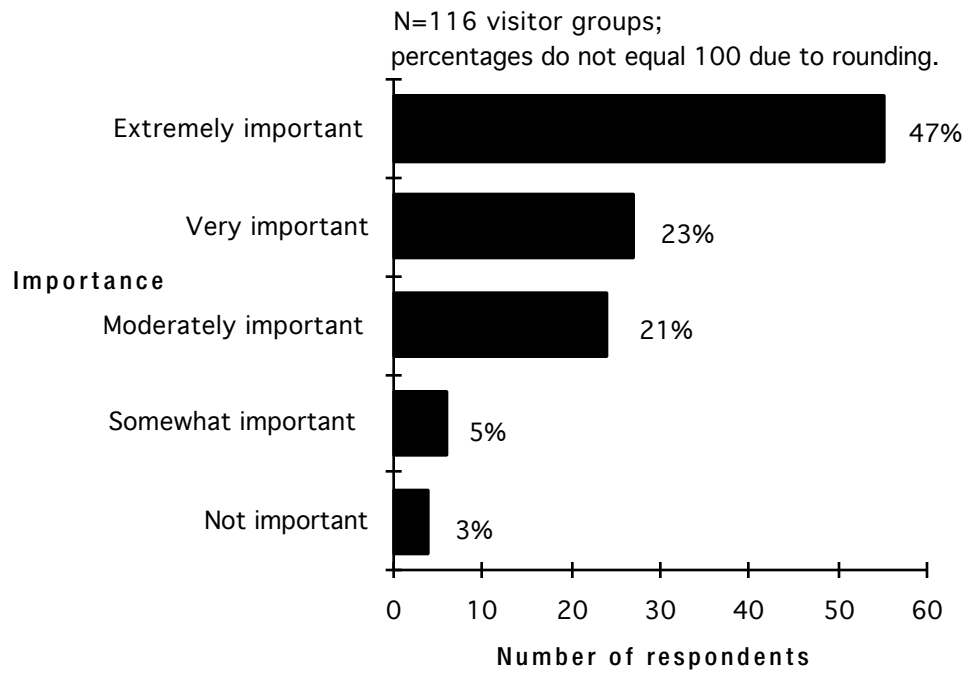


Figure 13: Importance of food service (festival visitors)

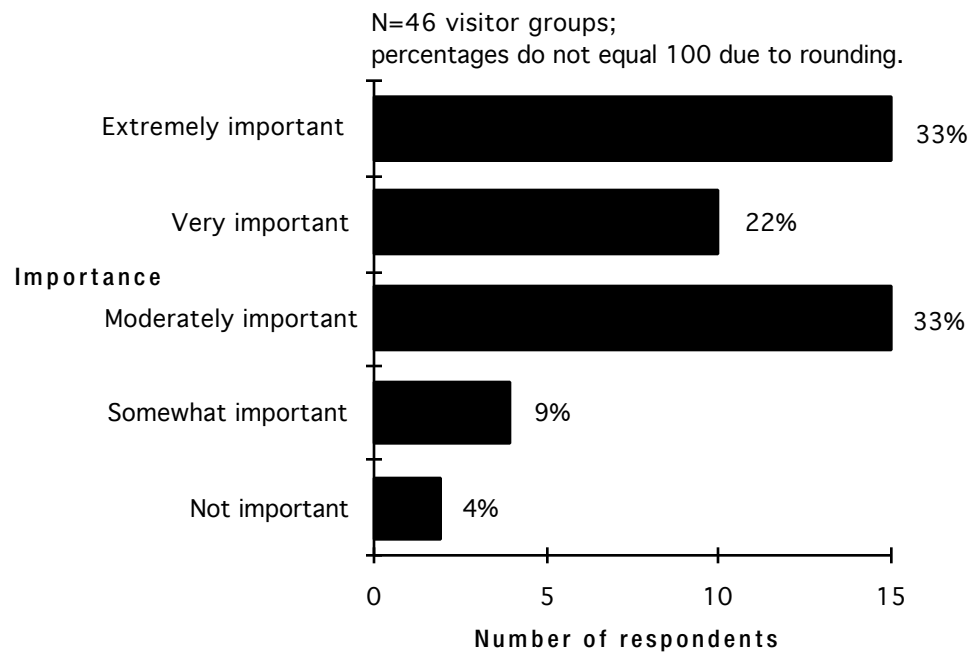


Figure 14: Importance of gift shop/bookstore (festival visitors)

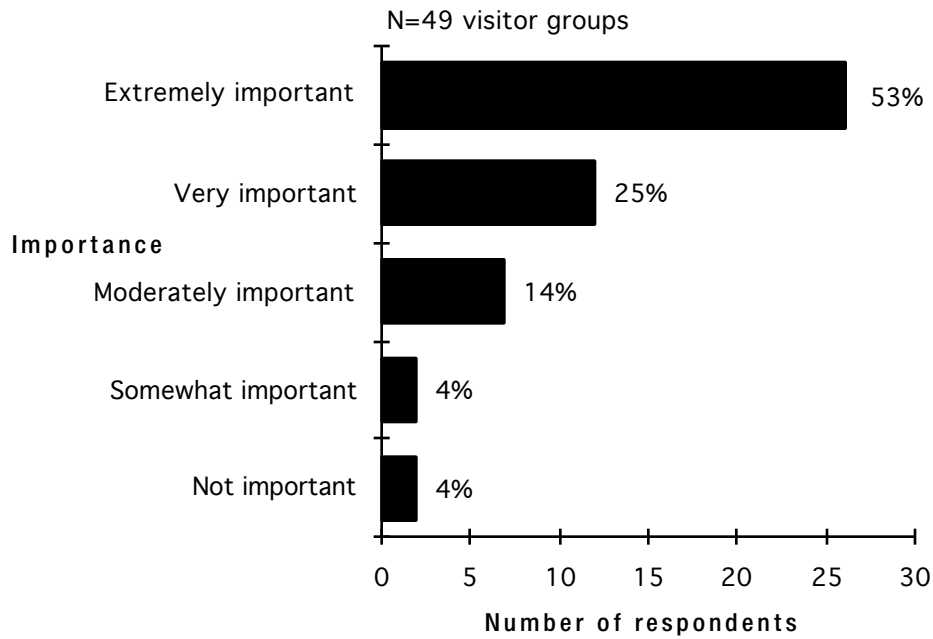


Figure 15: Importance of picnic areas/shelters (festival visitors)

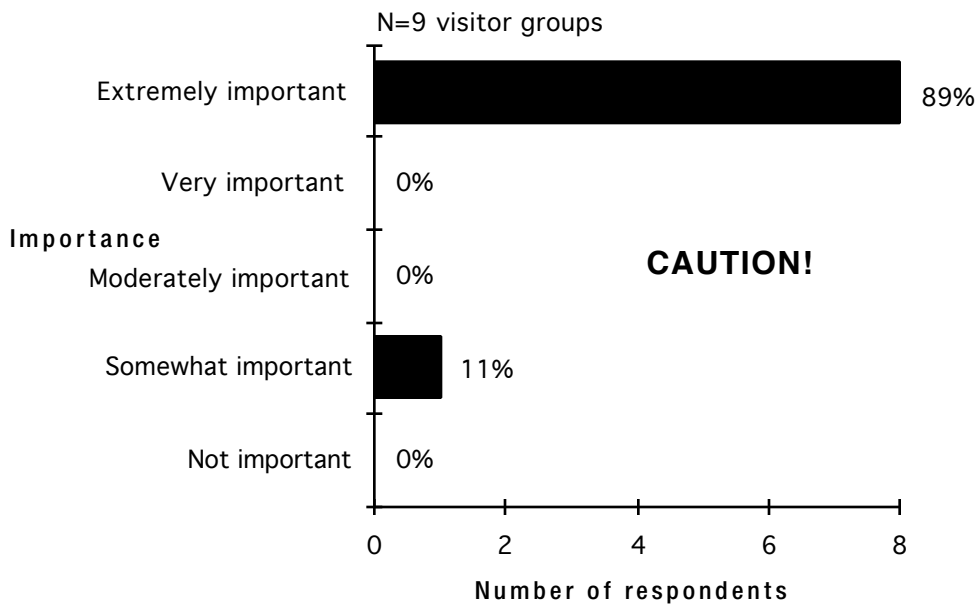


Figure 16: Importance of campgrounds (festival visitors)

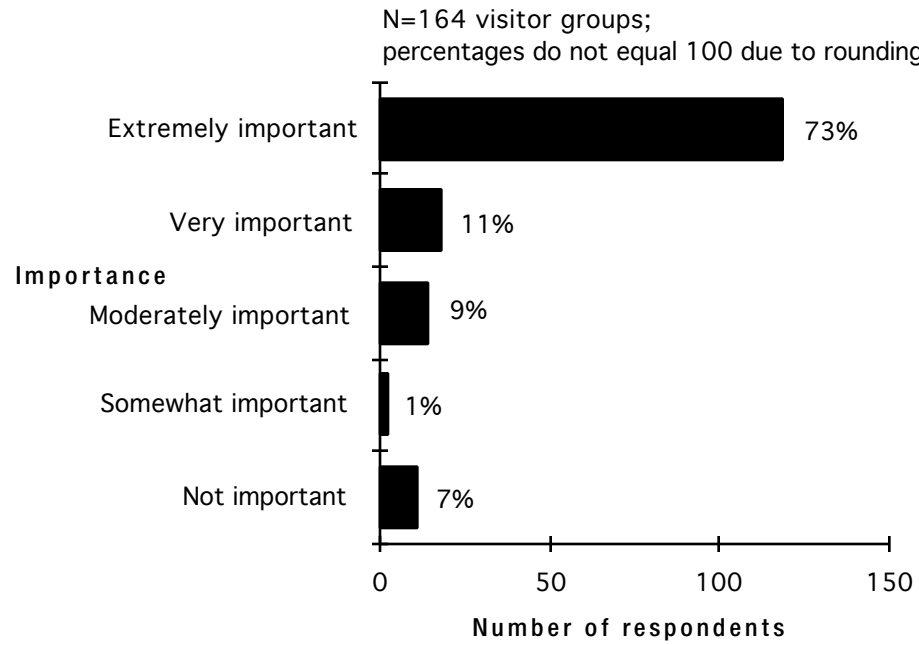


Figure 17: Importance of restrooms (festival visitors)

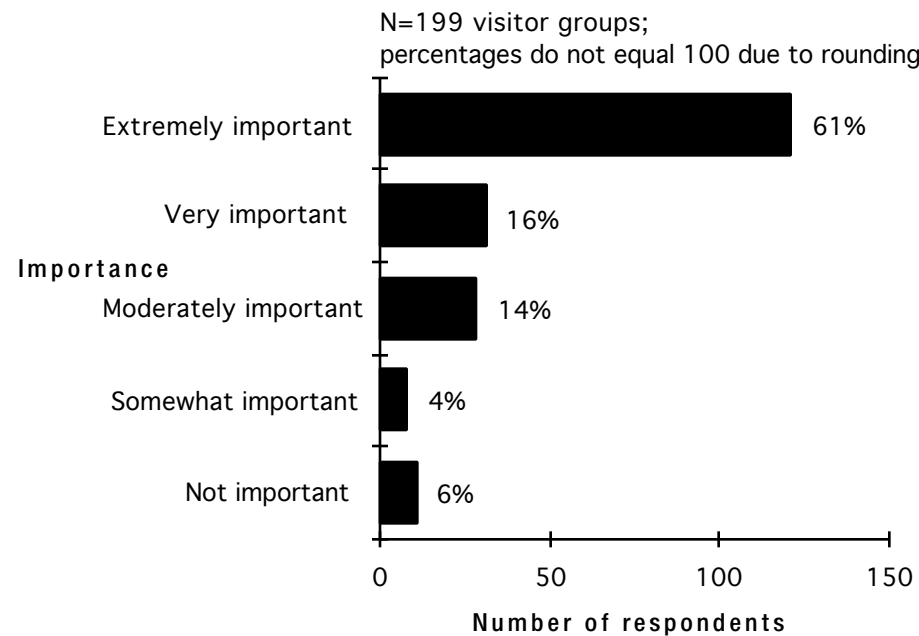


Figure 18: Importance of parking lots (festival visitors)

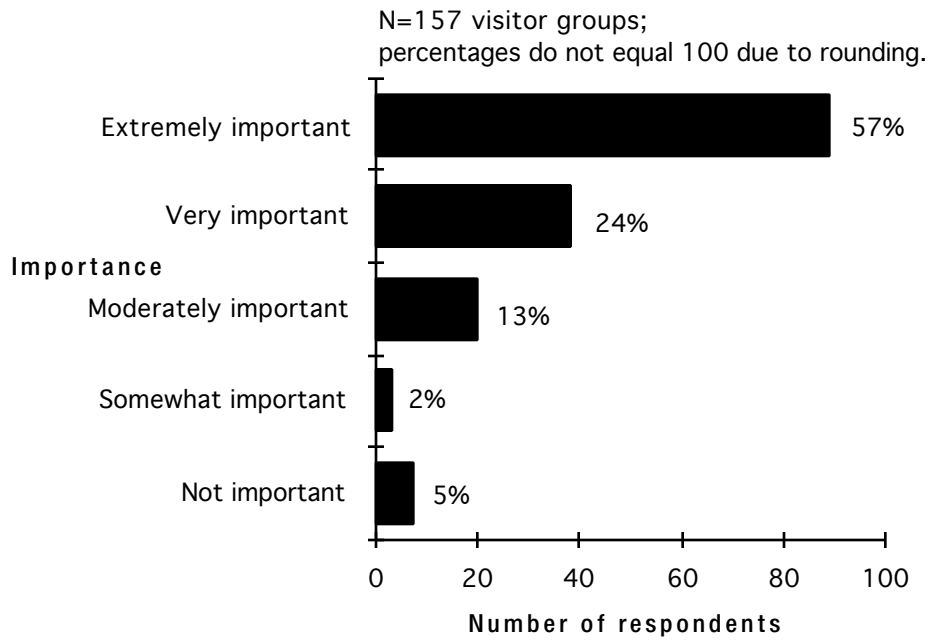


Figure 19: Importance of trails (festival visitors)

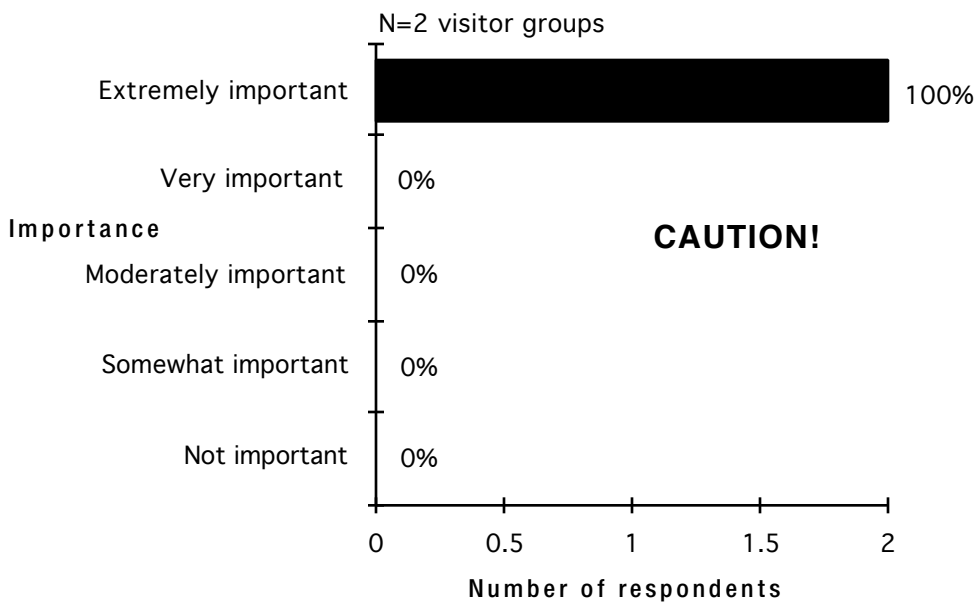


Figure 20: Importance of shuttle system (festival visitors)

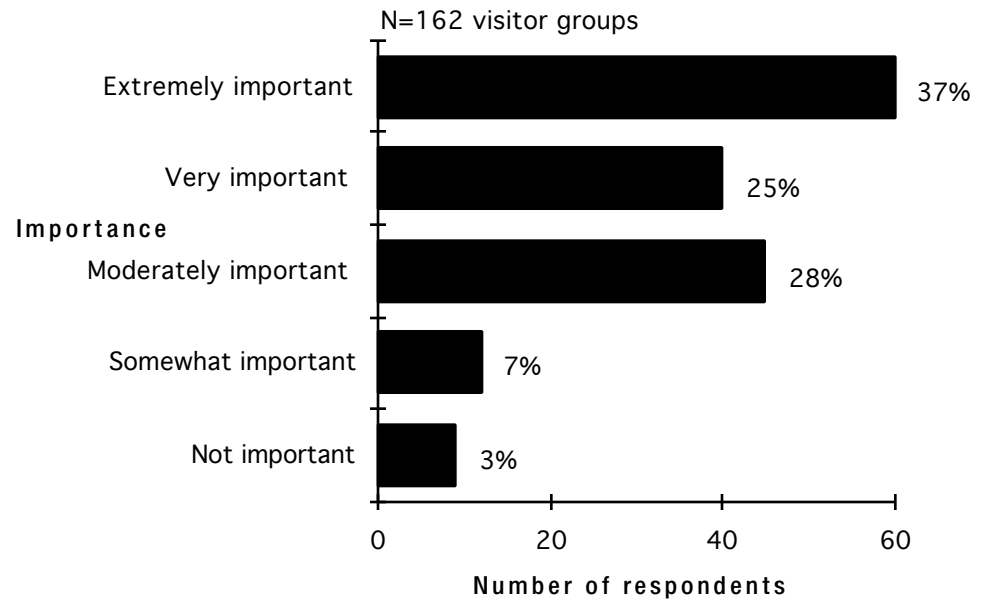


Figure 21: Importance of crafts displays/sales (festival visitors)

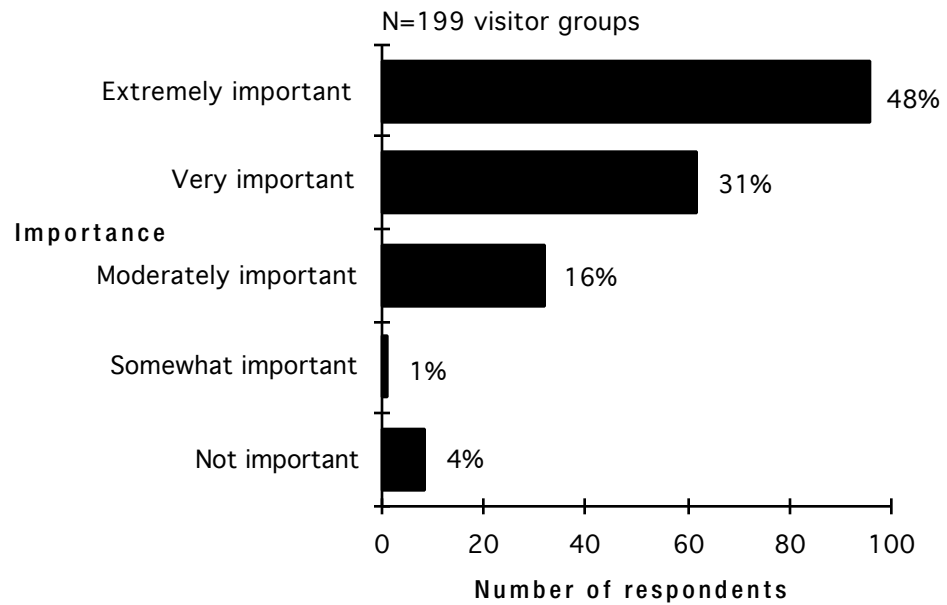


Figure 22: Importance of festival performances (festival visitors)

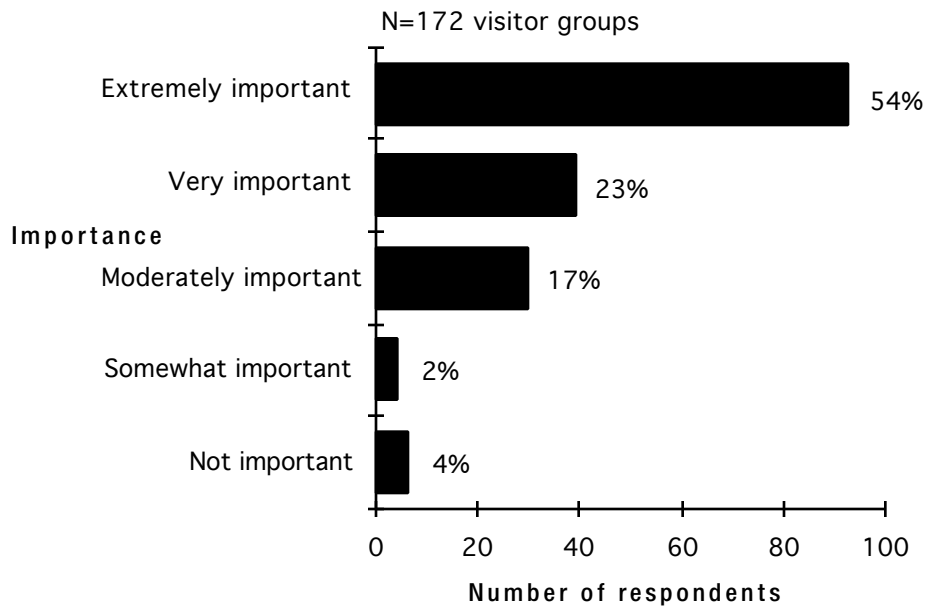


Figure 23: Importance of festival activity schedule/map (festival visitors)

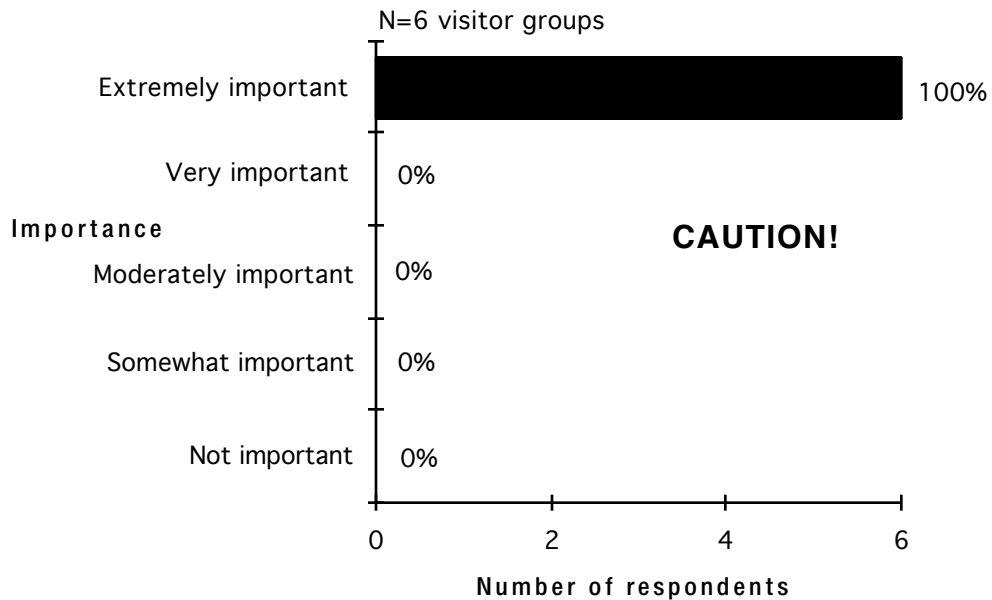


Figure 24: Importance of "other" facilities (festival visitors)

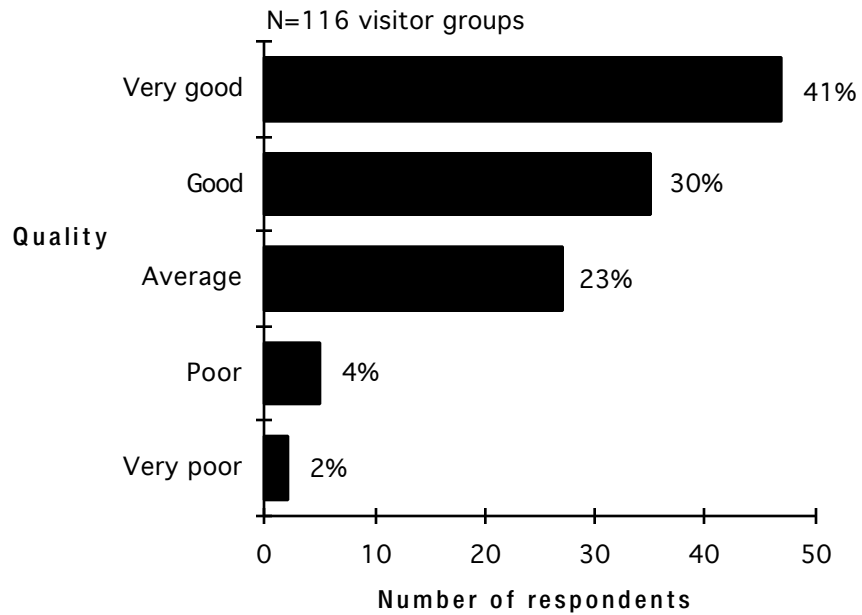


Figure 25: Quality of food service (festival visitors)

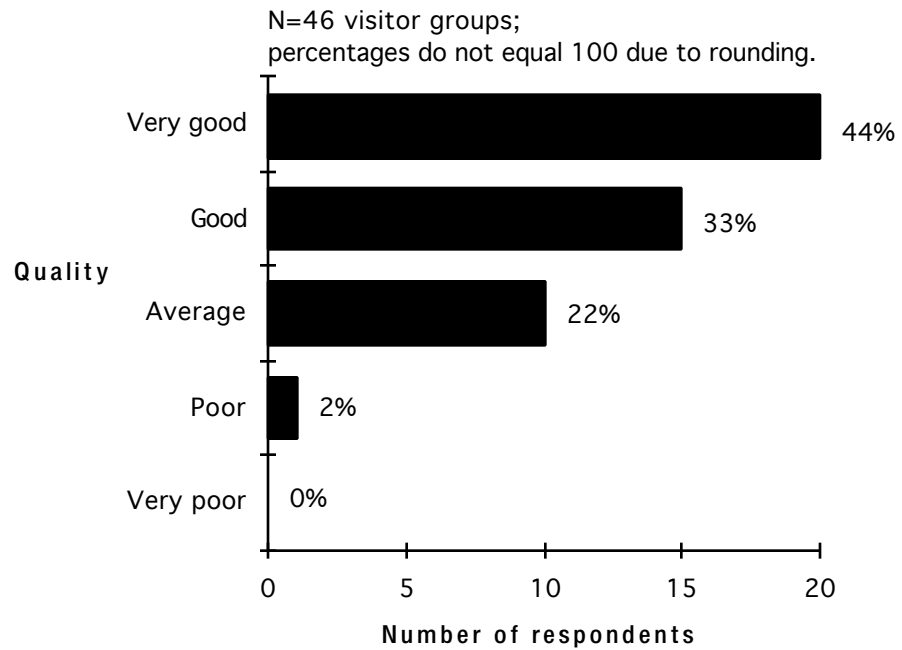
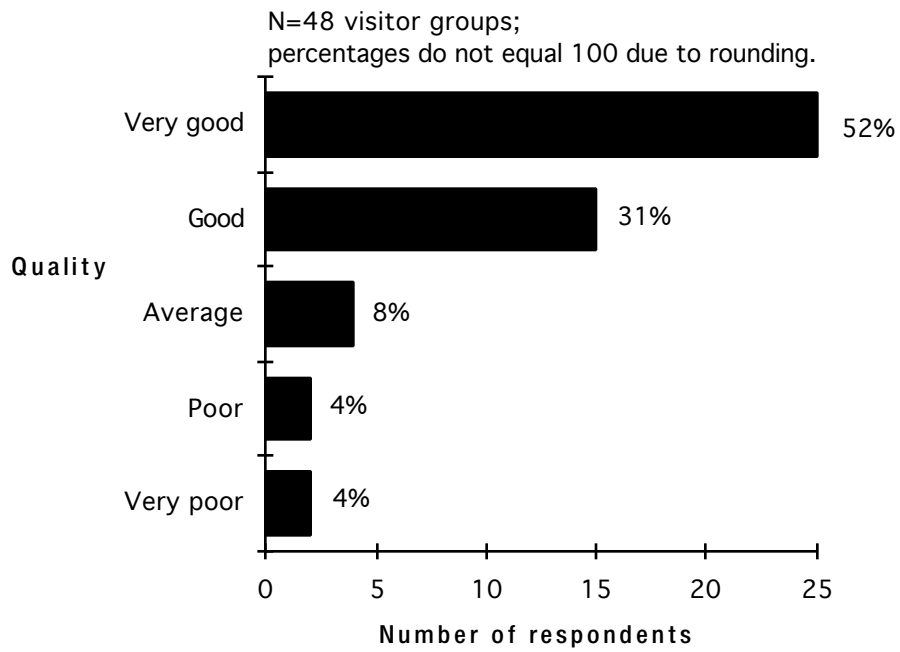


Figure 26: Quality of gift shop/bookstore (festival visitors)



**Figure 27: Quality of picnic areas/shelters
(festival visitors)**

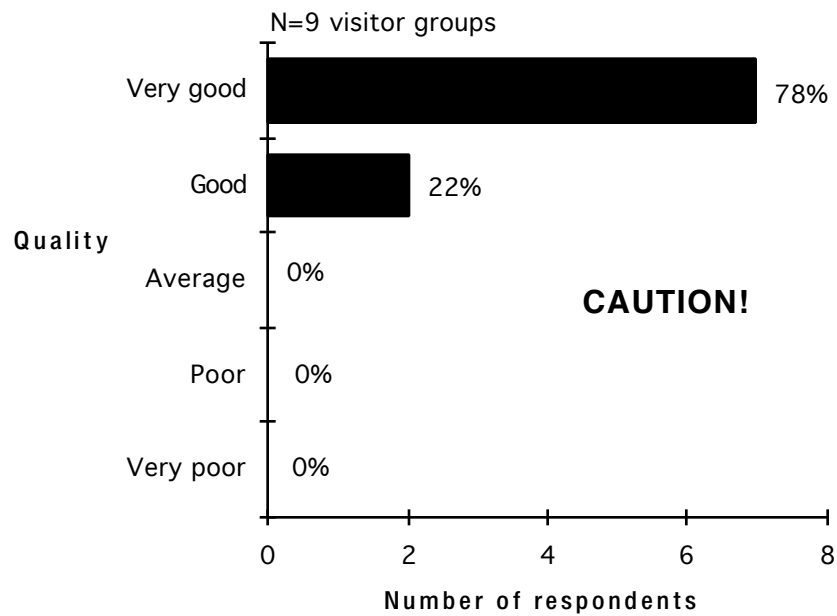


Figure 28: Quality of campgrounds (festival visitors)

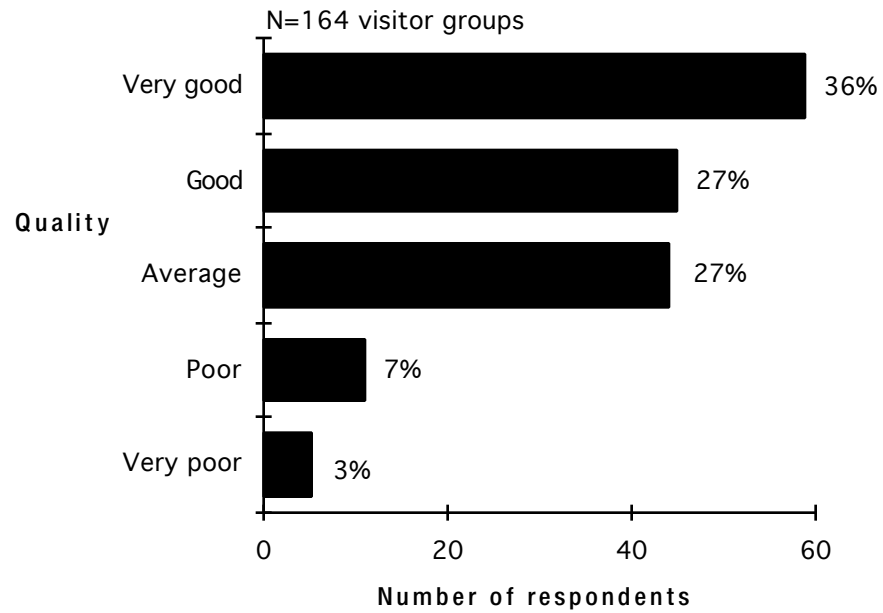


Figure 29: Quality of restrooms (festival visitors)

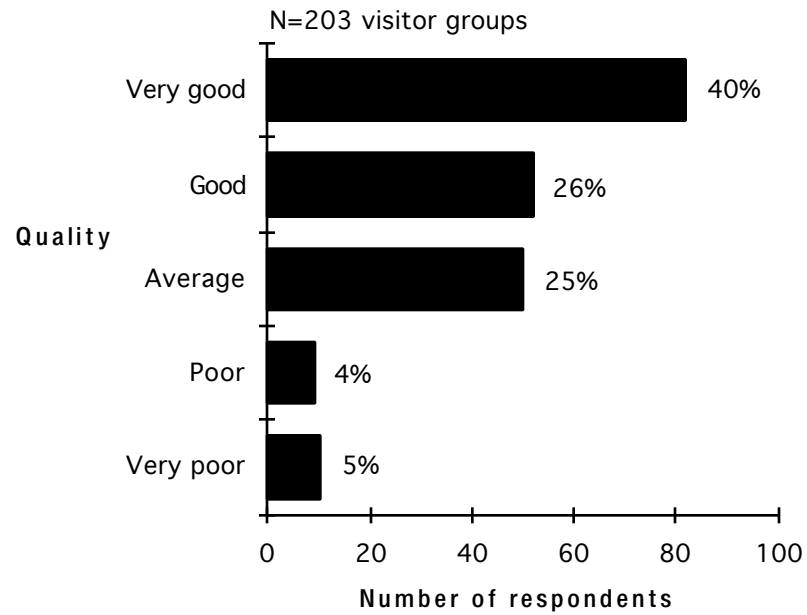


Figure 30: Quality of parking lots (festival visitors)

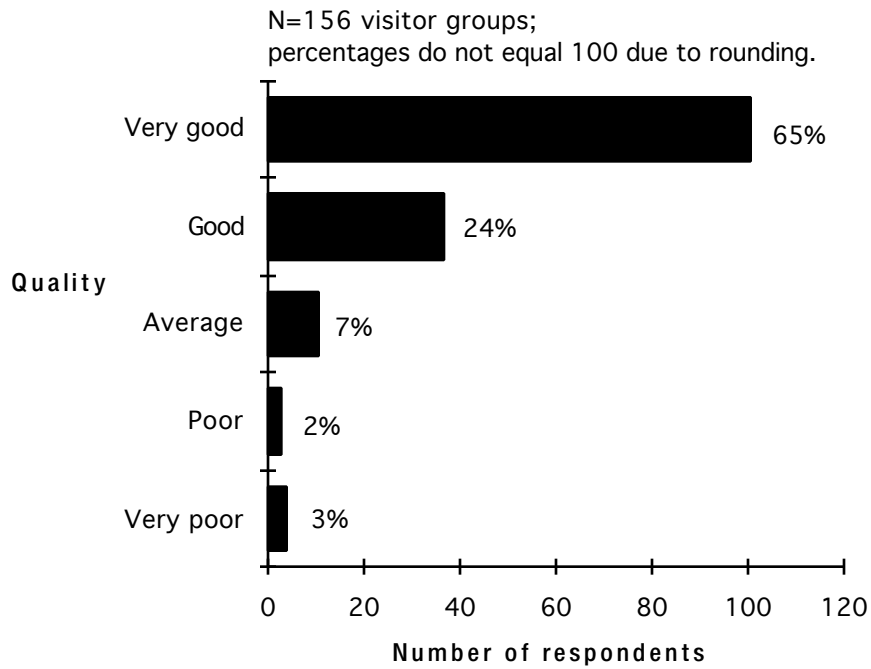


Figure 31: Quality of trails (festival visitors)

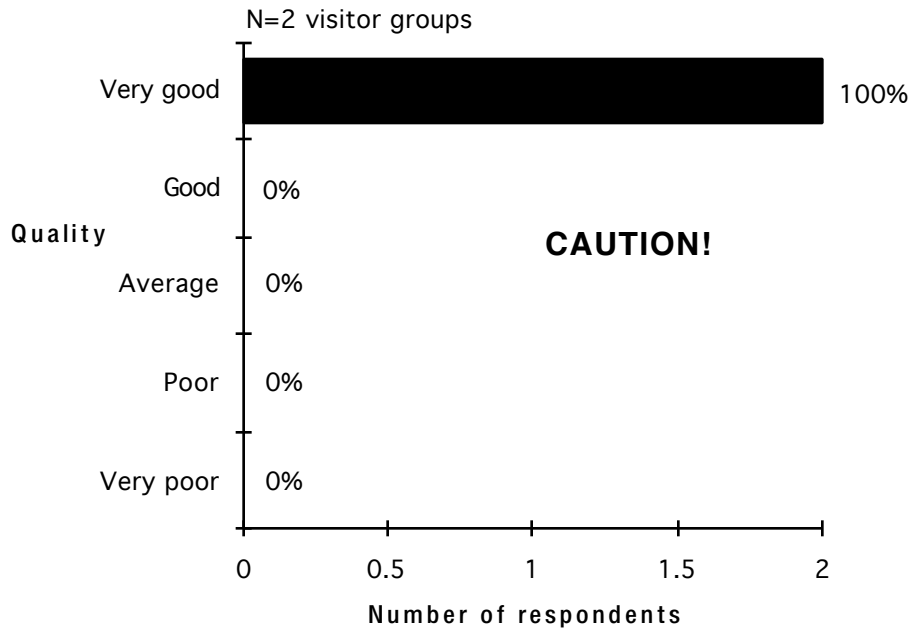
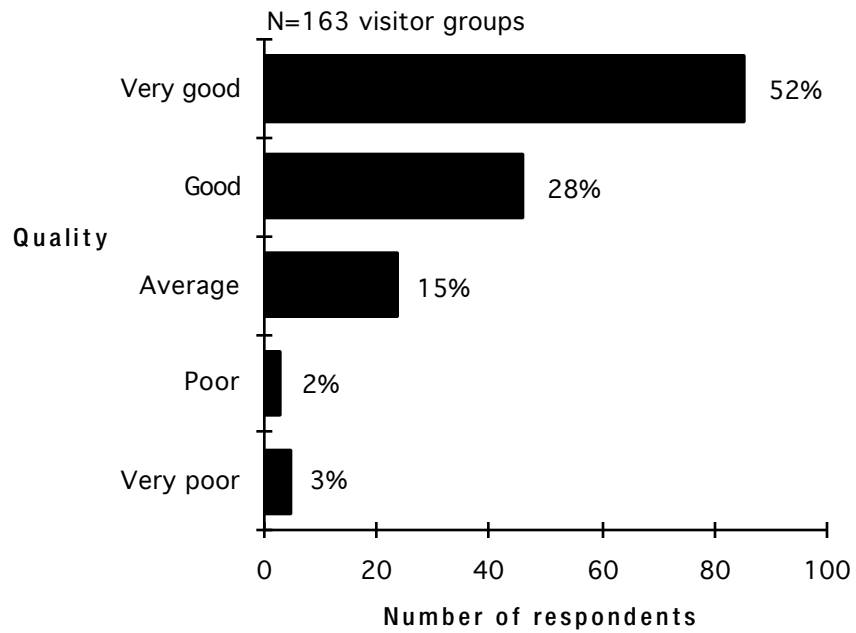
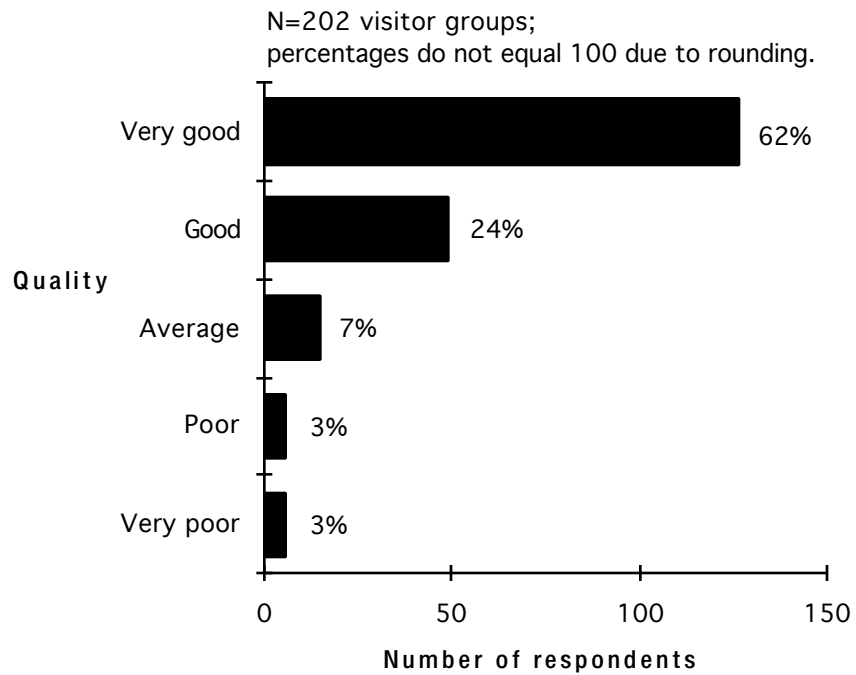


Figure 32: Quality of shuttle system (festival visitors)



**Figure 33: Quality of crafts displays/sales
(festival visitors)**



**Figure 34: Quality of festival performances
(festival visitors)**

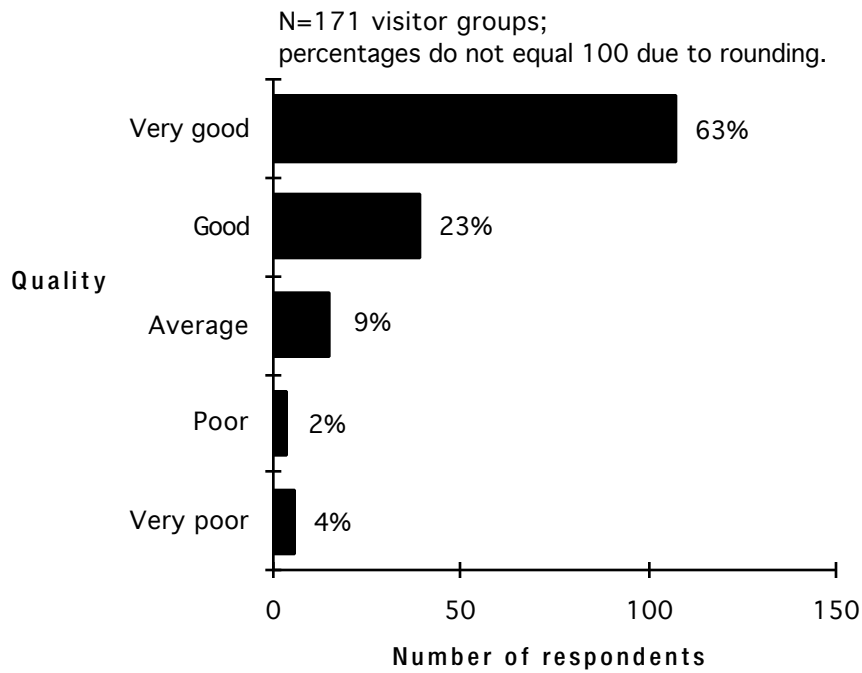


Figure 35: Quality of festival activity schedule/map (festival visitors)

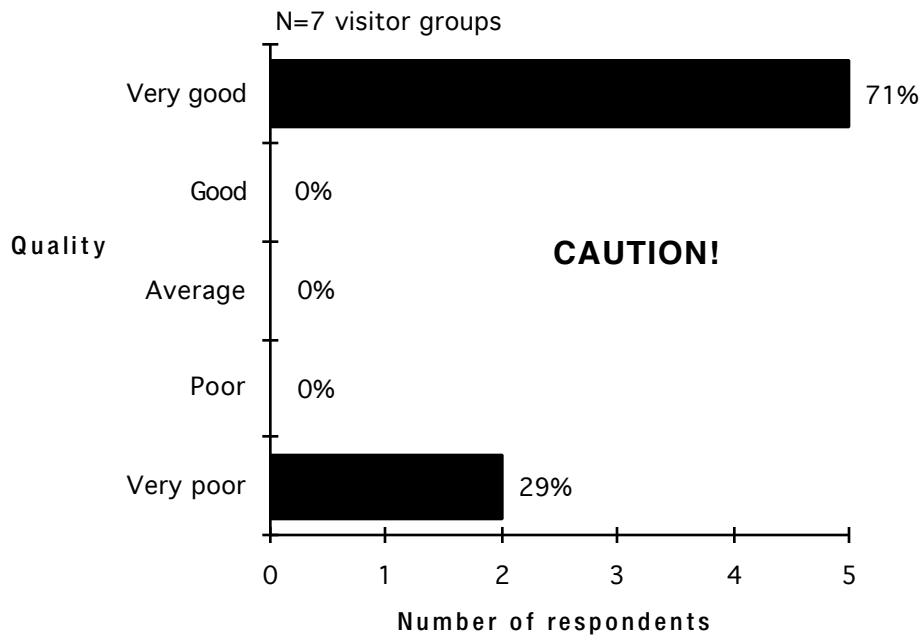
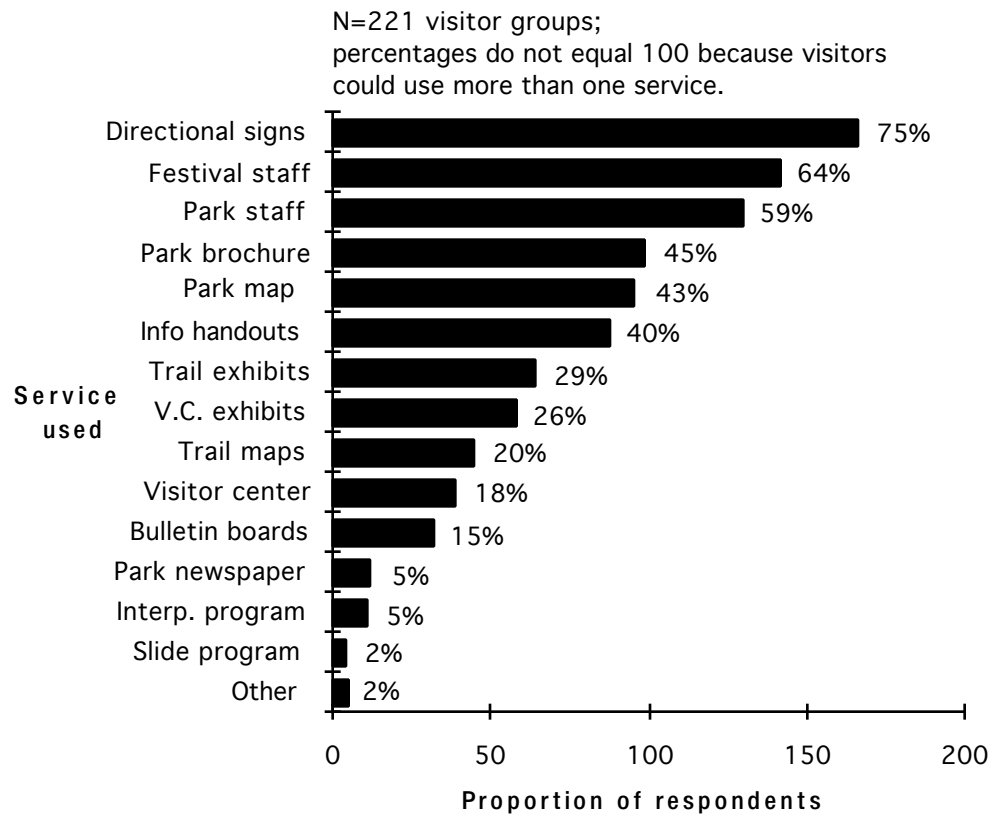


Figure 36: Quality of "other" facilities (festival visitors)

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

The services most commonly used by festival visitors were directional/informational signs (75%), festival staff (64%) and park staff (59%), as shown in Figure 37. The least used service was the slide programs (2%). Visitors also used nature signs and the music program.



**Figure 37: Use of interpretive/visitor services
(festival visitors)**

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

IMPORTANCE
1=extremely important
2=very important
3=moderately important
4=somewhat important
5=not important

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

Figure 38 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 service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 38. All services were rated above average in importance and quality. The services which do not appear in Figure 38 were rated by too few visitors to provide reliable results.

Figures 39-53 show that several services received the highest "very important" to "extremely important" ratings: trail maps (92%), directional/informational signs (91%) and festival staff (89%). The highest "not important" rating was for trail exhibits (5%).

Figures 54-68 show that several services were given high "good" to "very good" quality ratings: festival staff (93%), park brochure (89%), park staff (90%), visitor center (90%) and visitor center exhibits (90%). The services which received the highest "very poor" quality ratings were directional/informational signs and trail maps (each 4%).

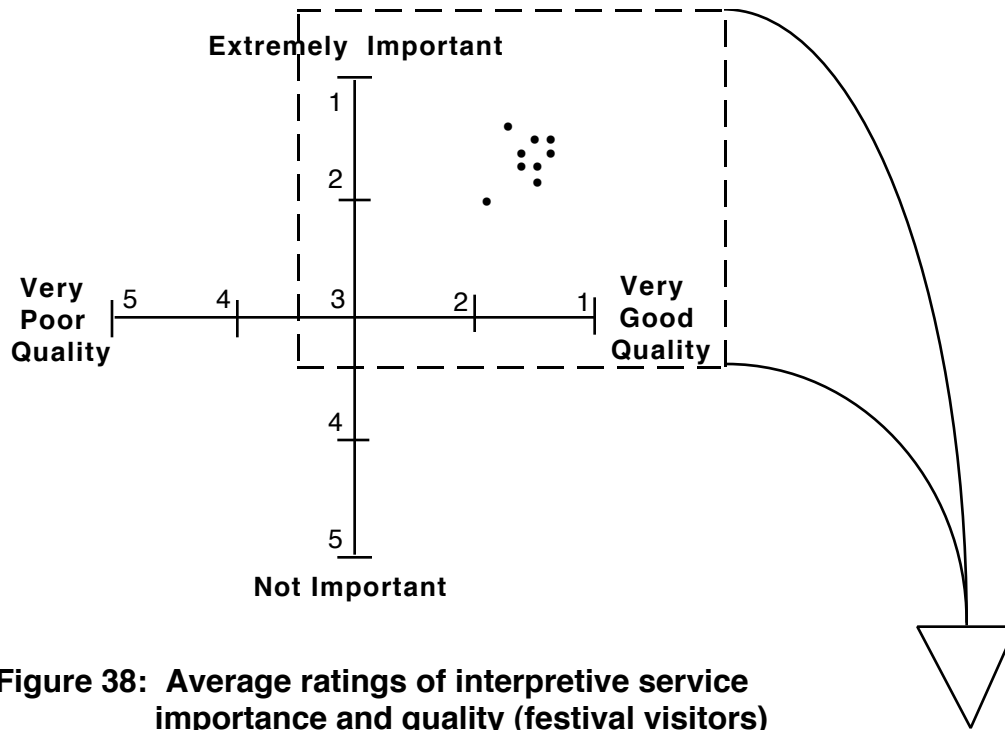


Figure 38: Average ratings of interpretive service importance and quality (festival visitors)

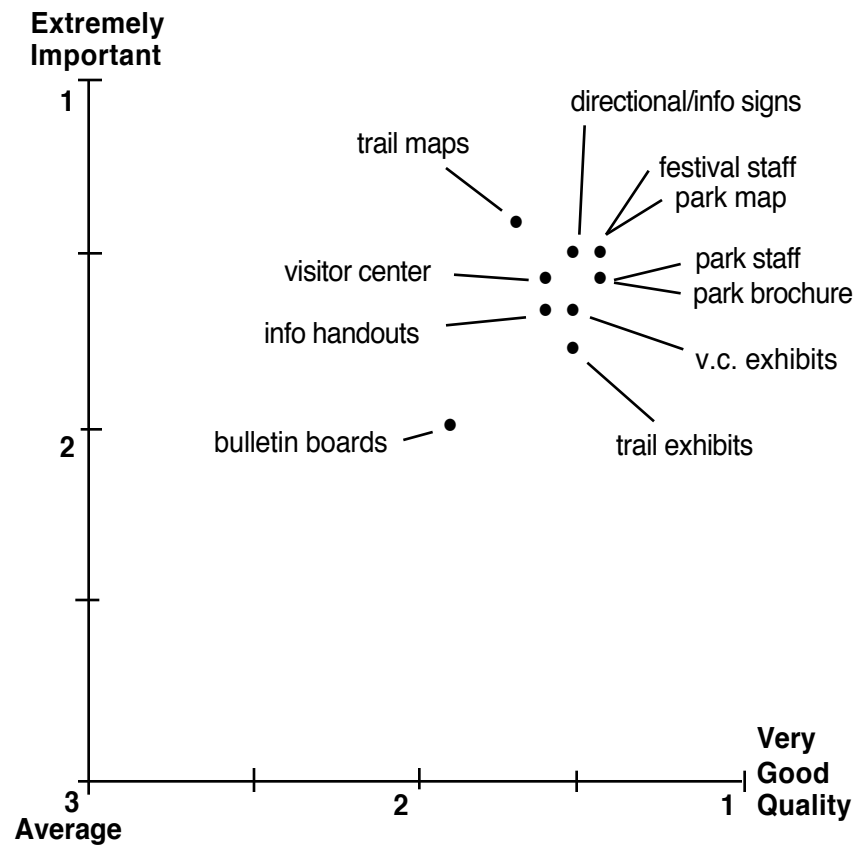


Figure 38: Detail

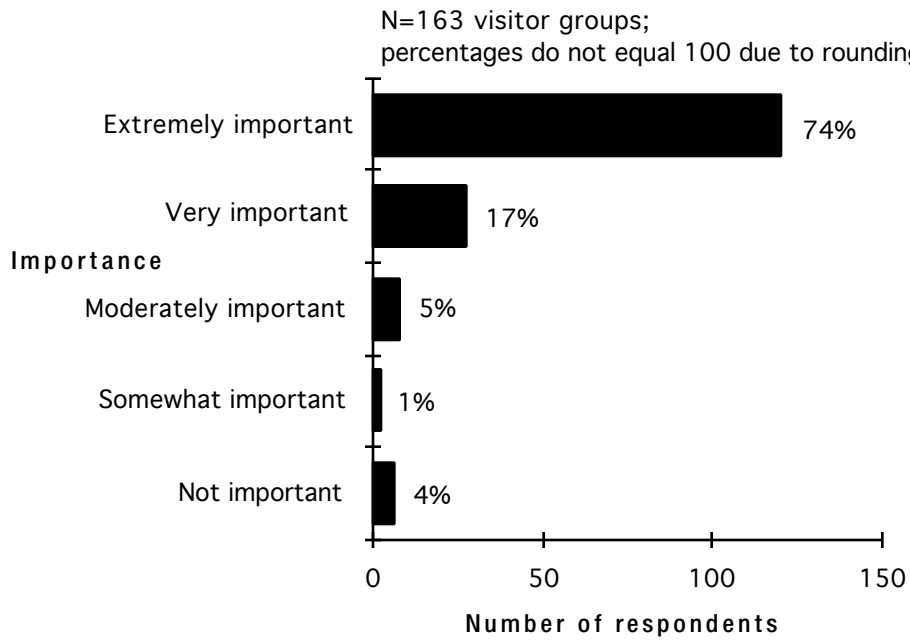


Figure 39: Importance of directional/ informational signs (festival visitors)

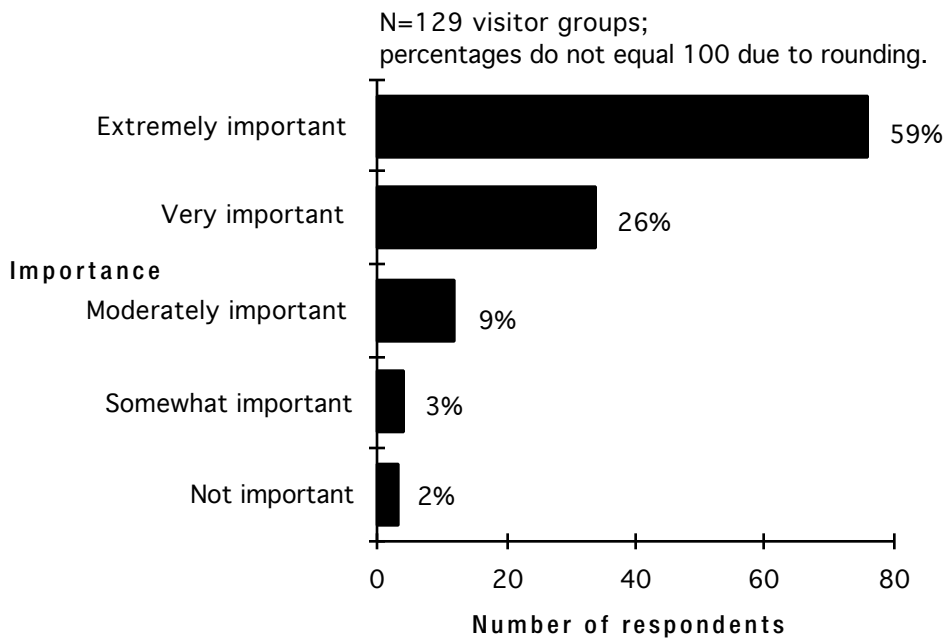
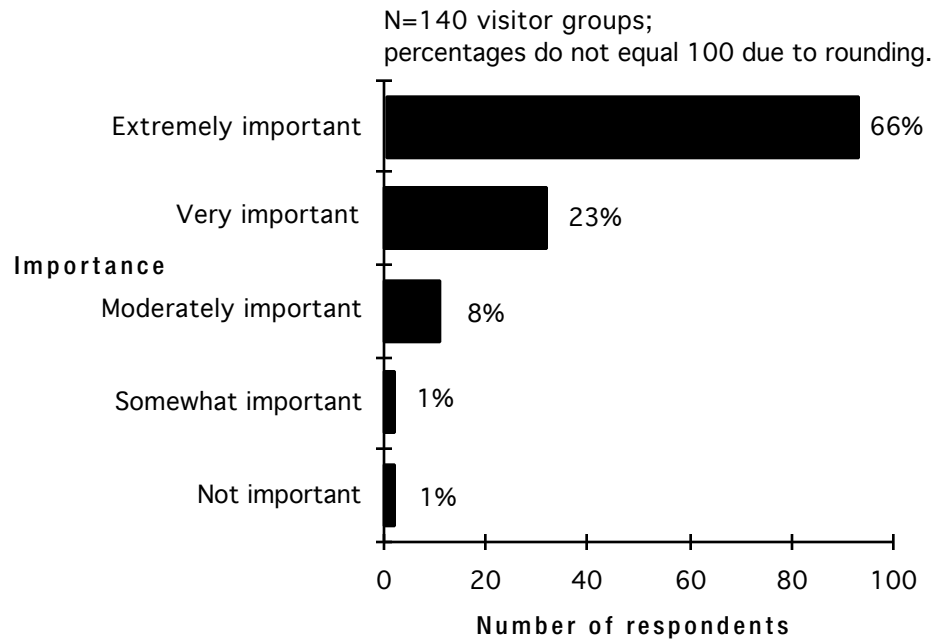


Figure 40: Importance of uniformed park staff (festival visitors)



**Figure 41: Importance of festival staff
(festival visitors)**

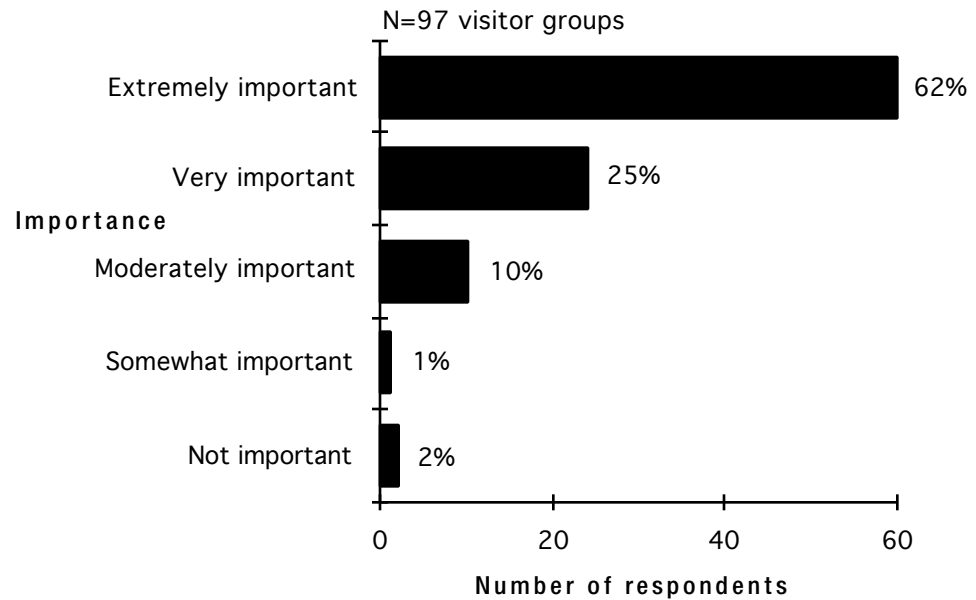


Figure 42: Importance of park brochure (festival visitors)

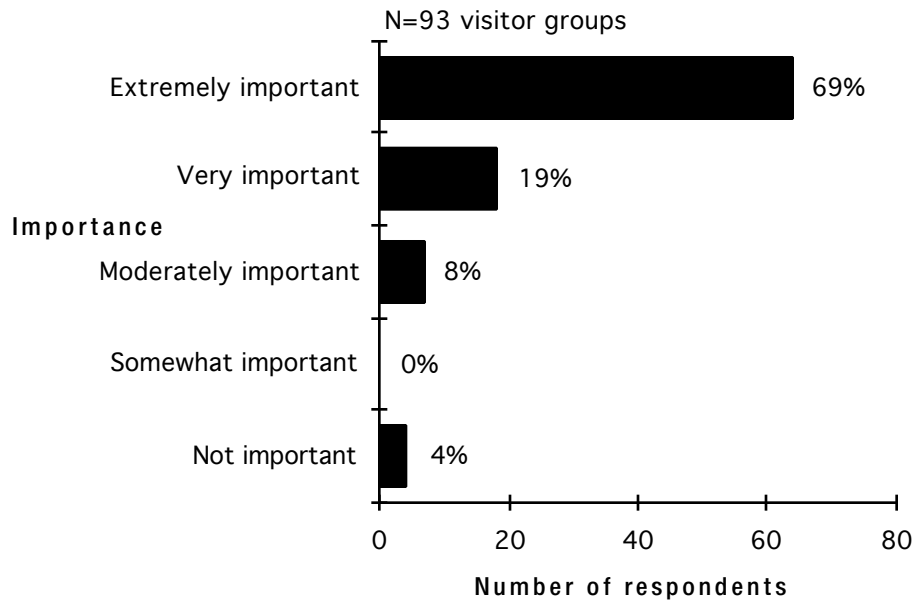


Figure 43: Importance of park map (festival visitors)

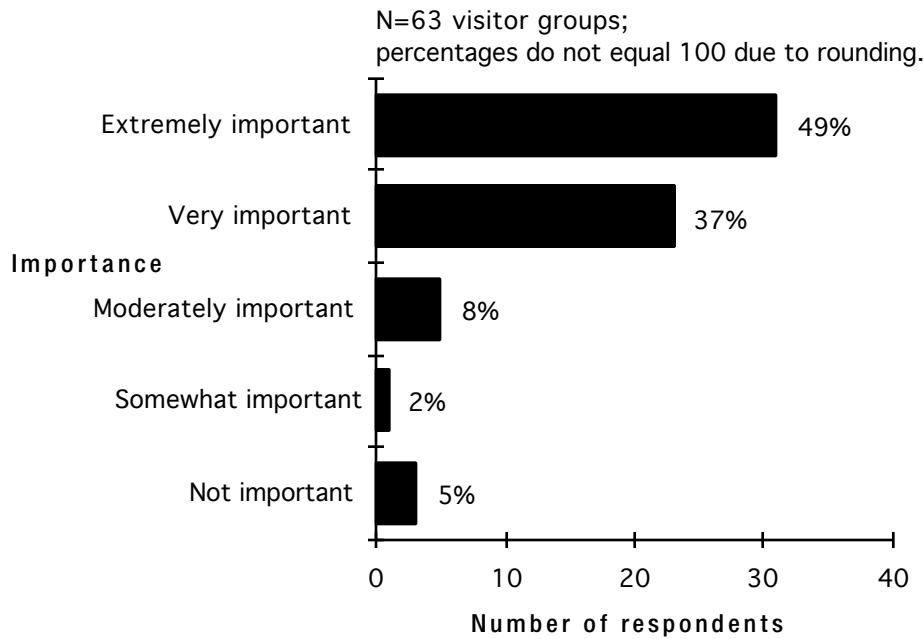
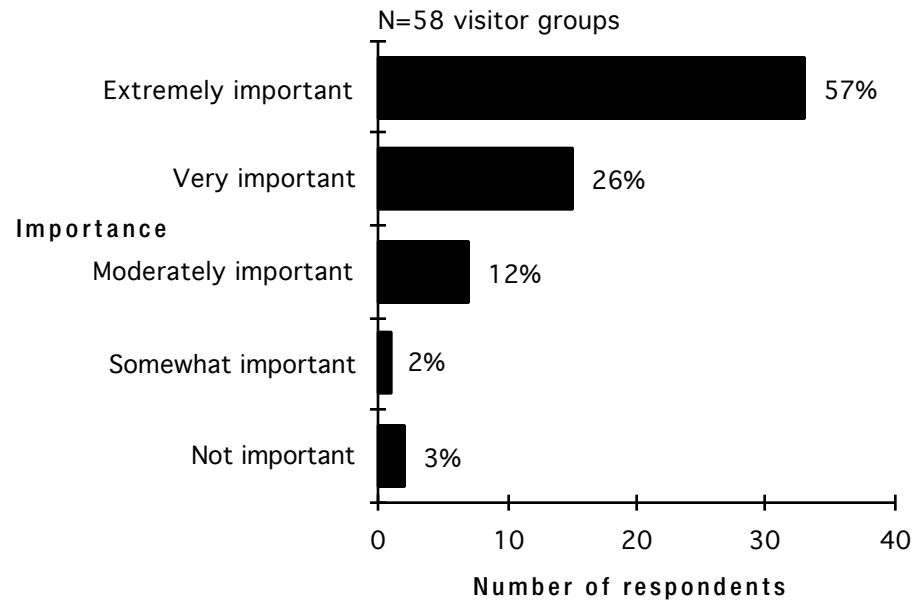
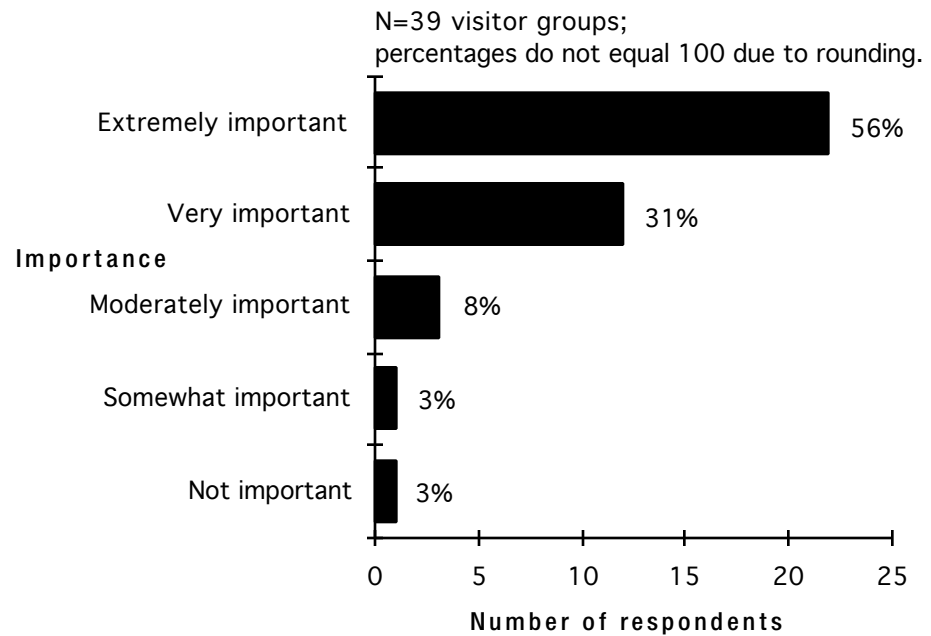


Figure 44: Importance of trail exhibits (festival visitors)



**Figure 45: Importance of visitor center exhibits
(festival visitors)**



**Figure 46: Importance of visitor/ nature center
(festival visitors)**

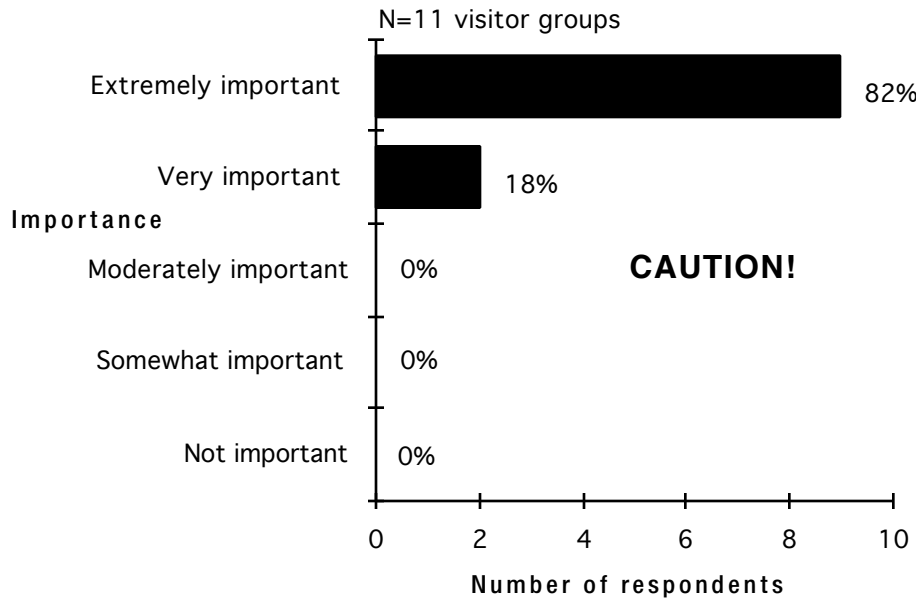


Figure 47: Importance of interpretive/ naturalist program (festival visitors)

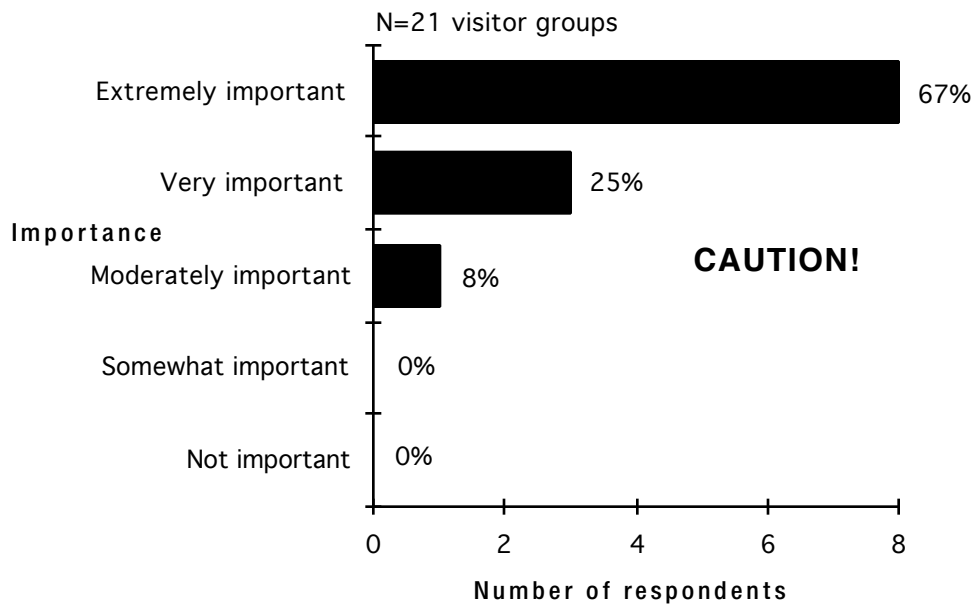


Figure 48: Importance of park newspaper (festival visitors)

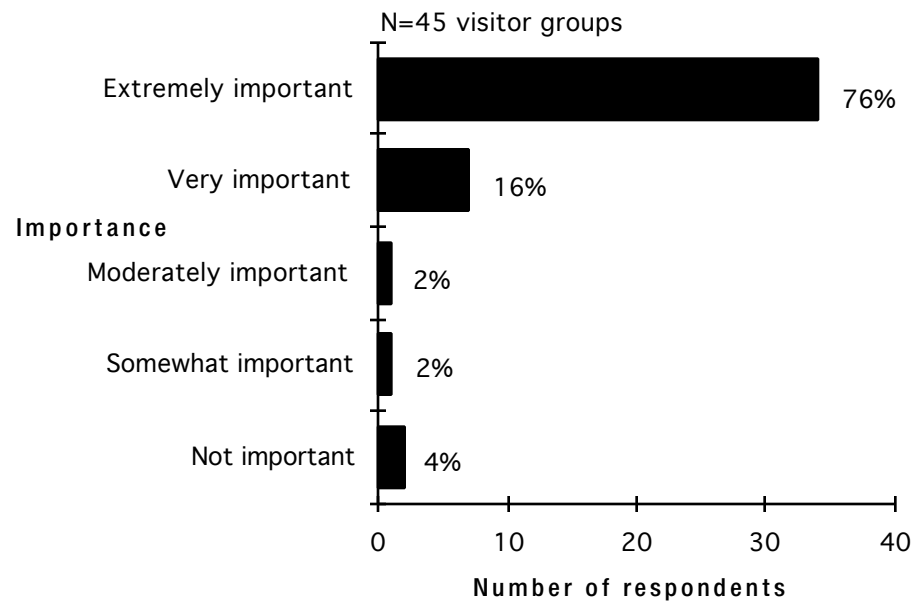


Figure 49: Importance of trail maps (festival visitors)

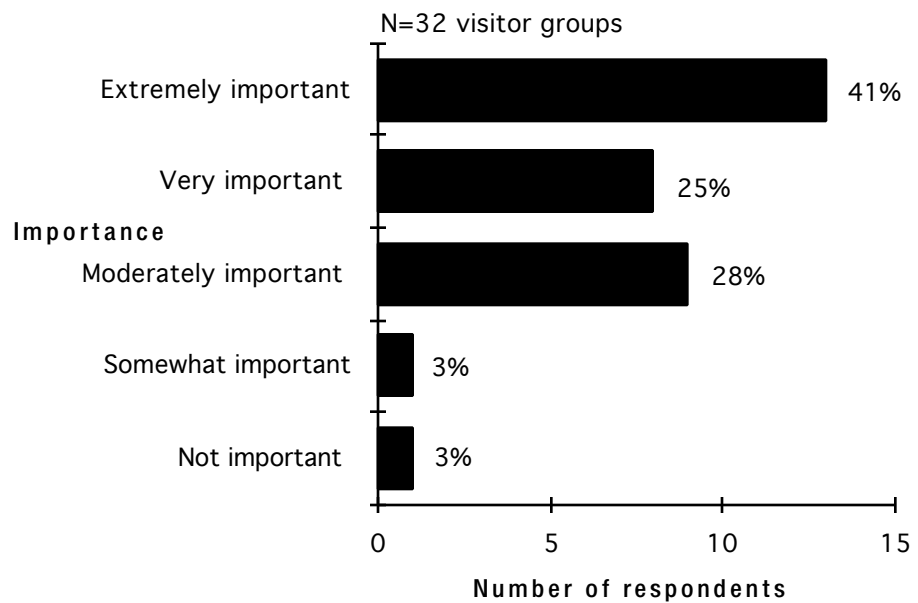


Figure 50: Importance of bulletin boards (festival visitors)

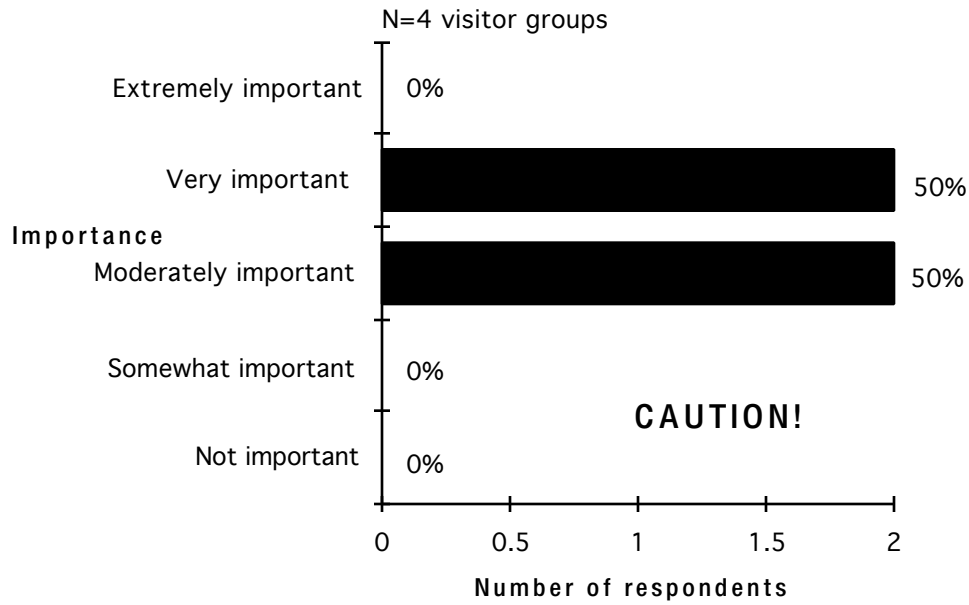


Figure 51: Importance of slide program (festival visitors)

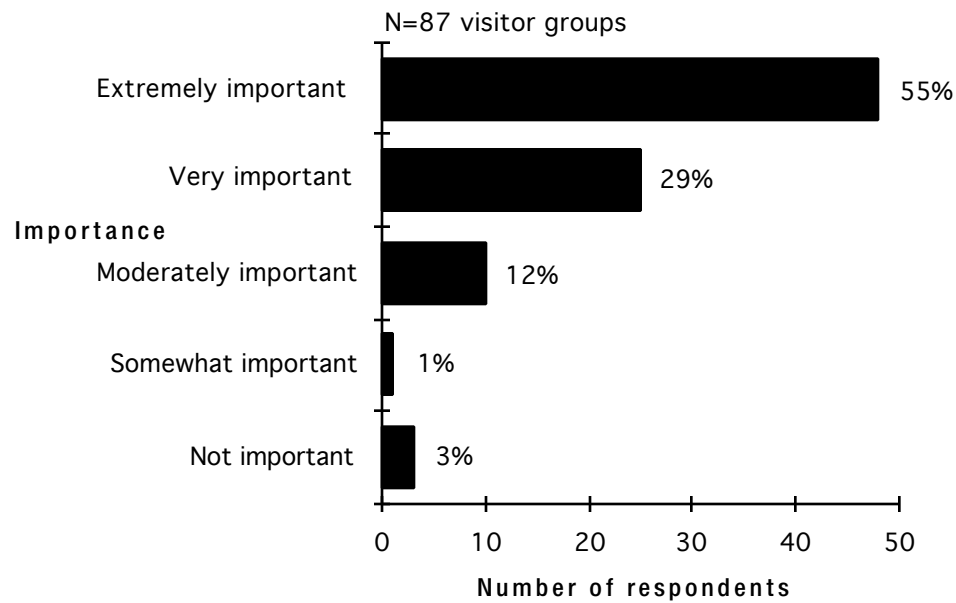


Figure 52: Importance of informational handouts (festival visitors)

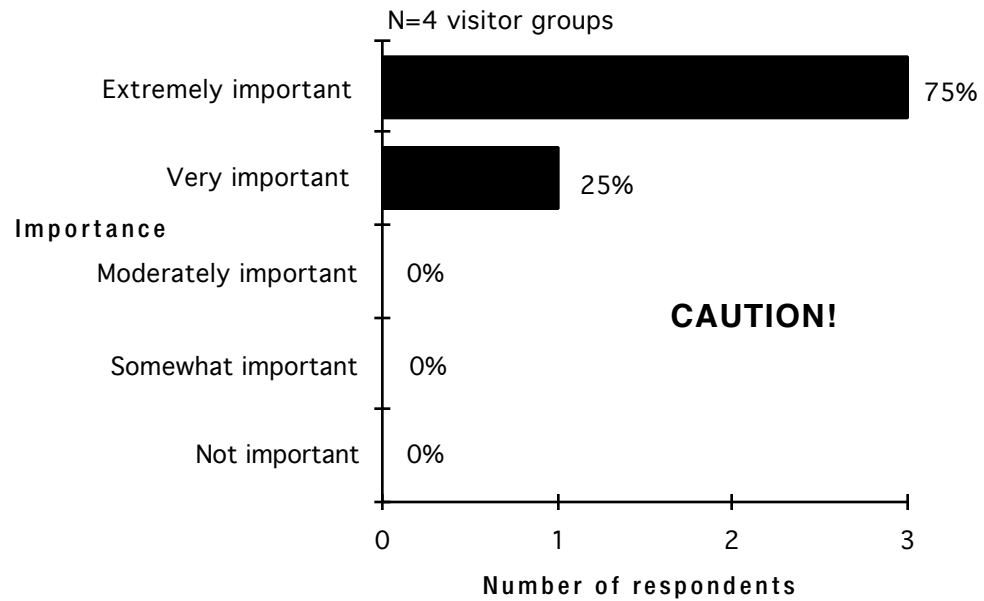


Figure 53: Importance of "other" visitor services (festival visitors)

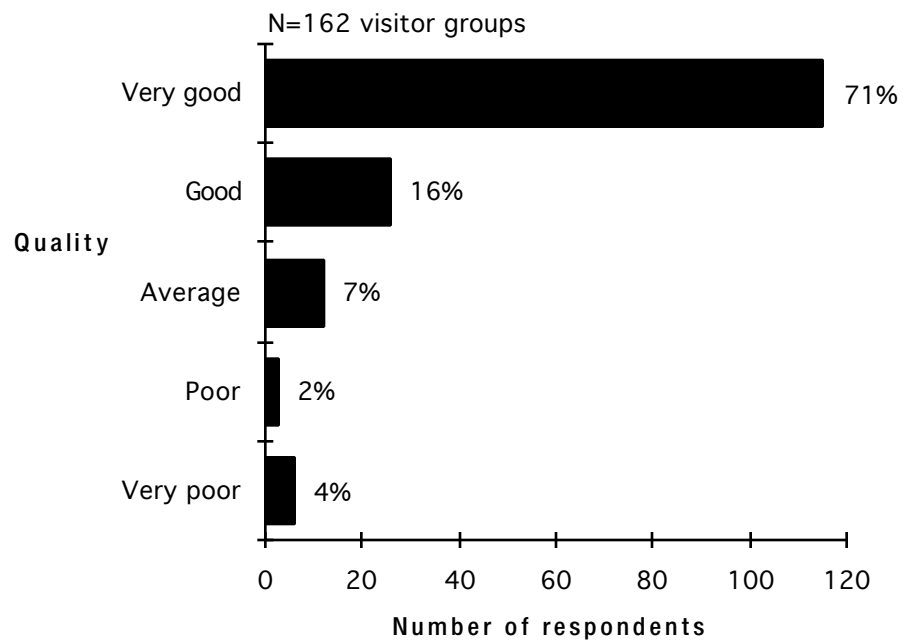


Figure 54: Quality of directional/ informational signs (festival visitors)

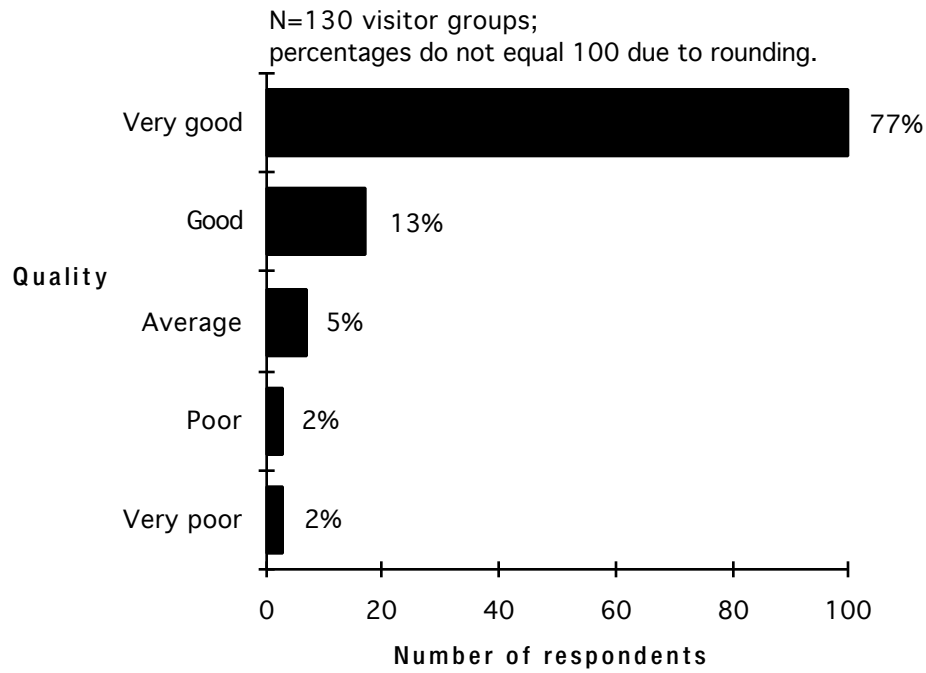


Figure 55: Quality of uniformed park staff (festival visitors)

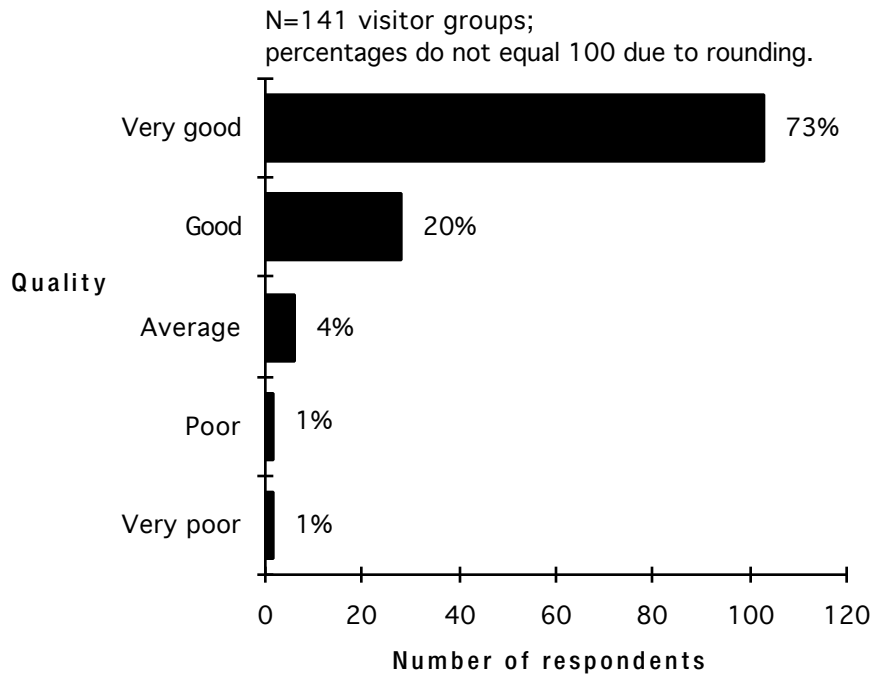


Figure 56: Quality of festival staff (festival visitors)

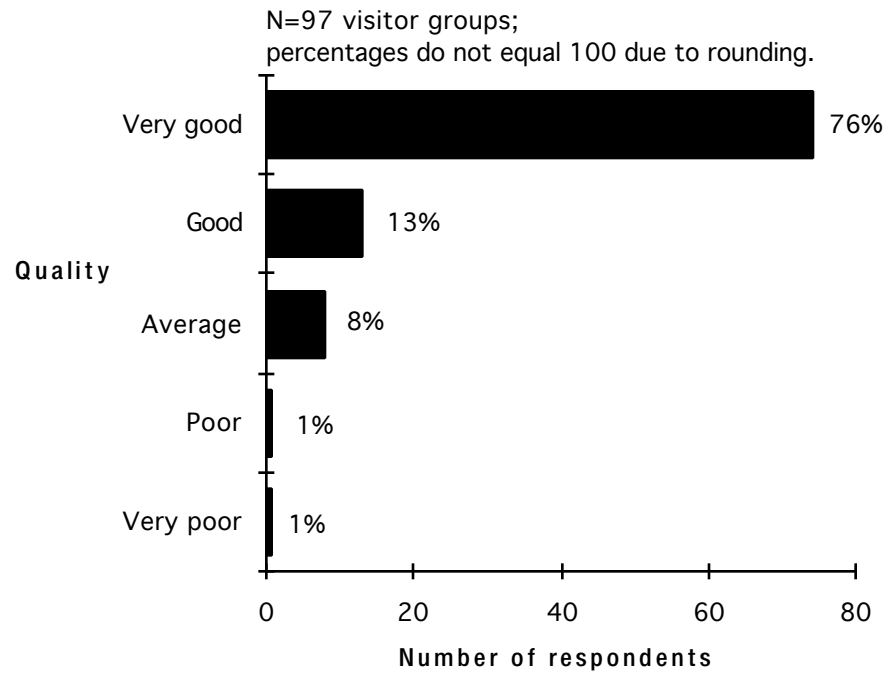


Figure 57: Quality of park brochure (festival visitors)

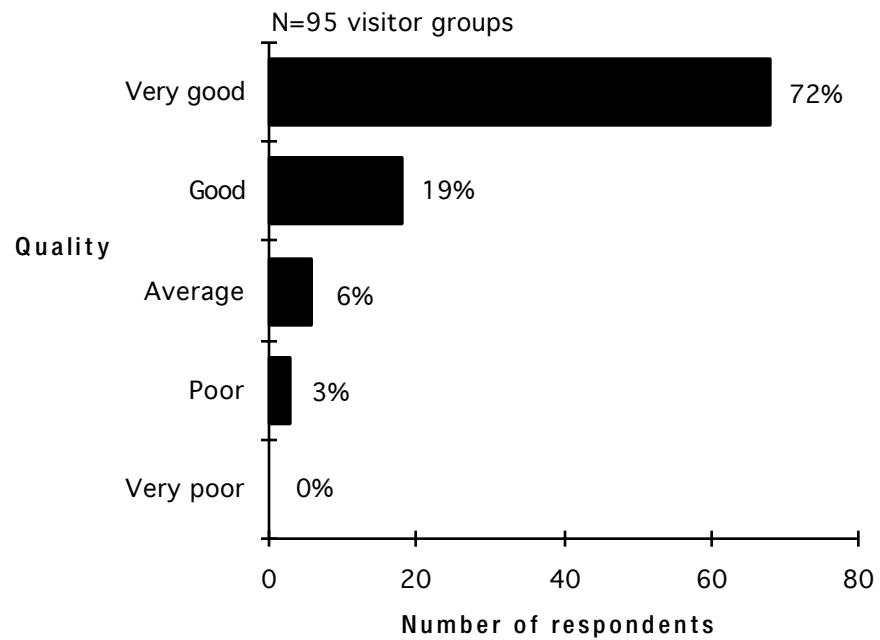


Figure 58: Quality of park map (festival visitors)

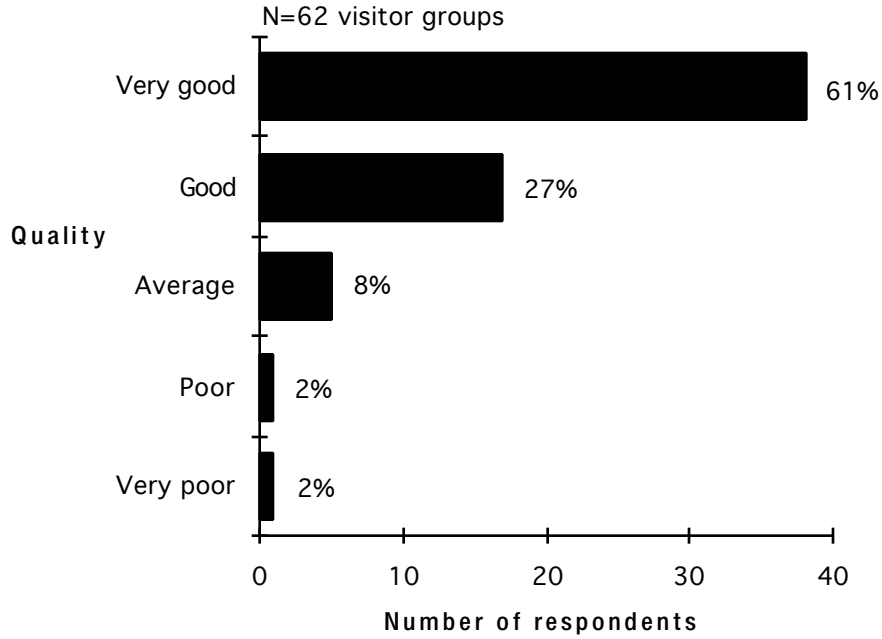


Figure 59: Quality of trail exhibits (festival visitors)

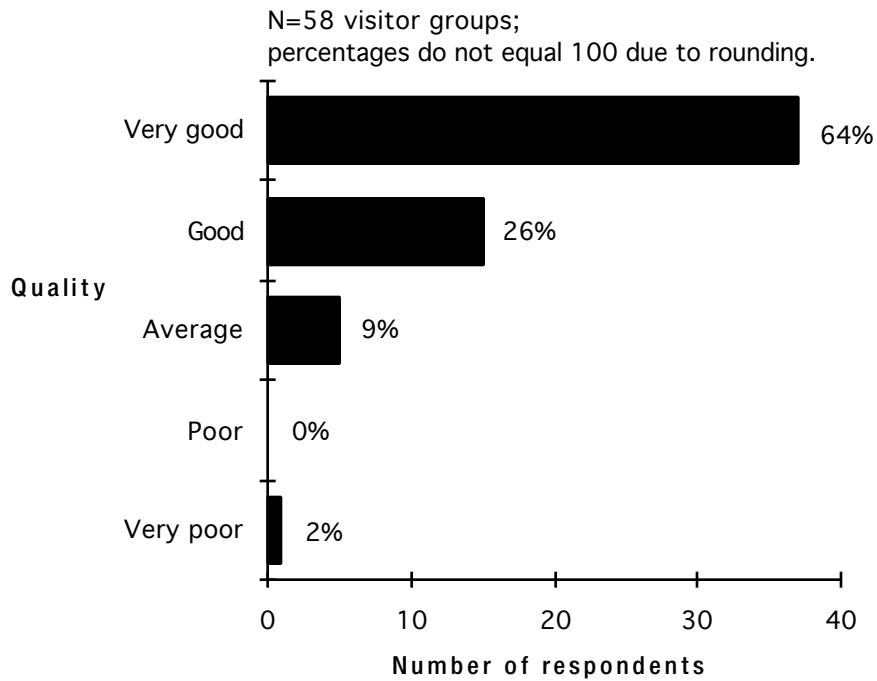


Figure 60: Quality of visitor center exhibits (festival visitors)

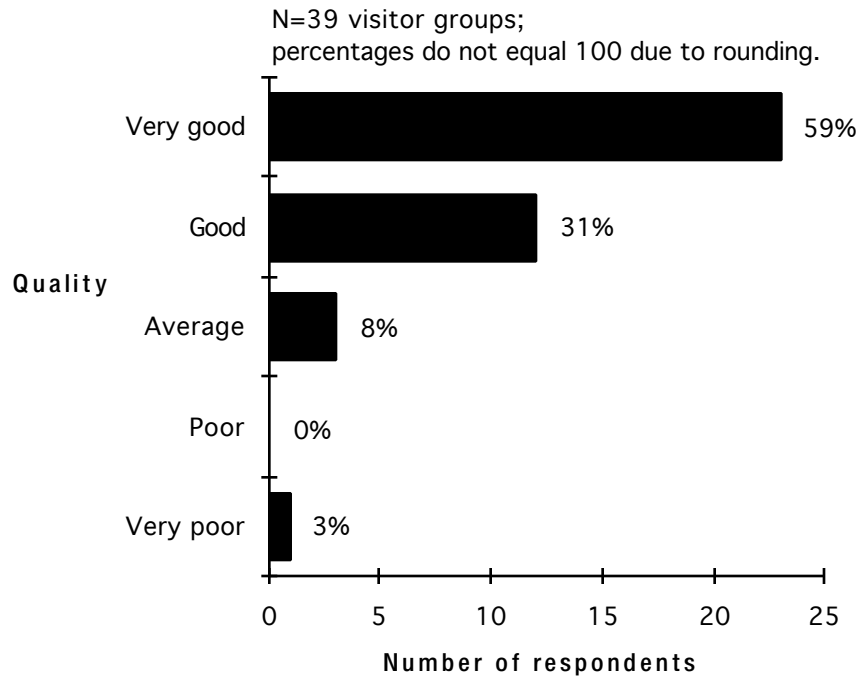


Figure 61: Quality of visitor/ nature center (festival visitors)

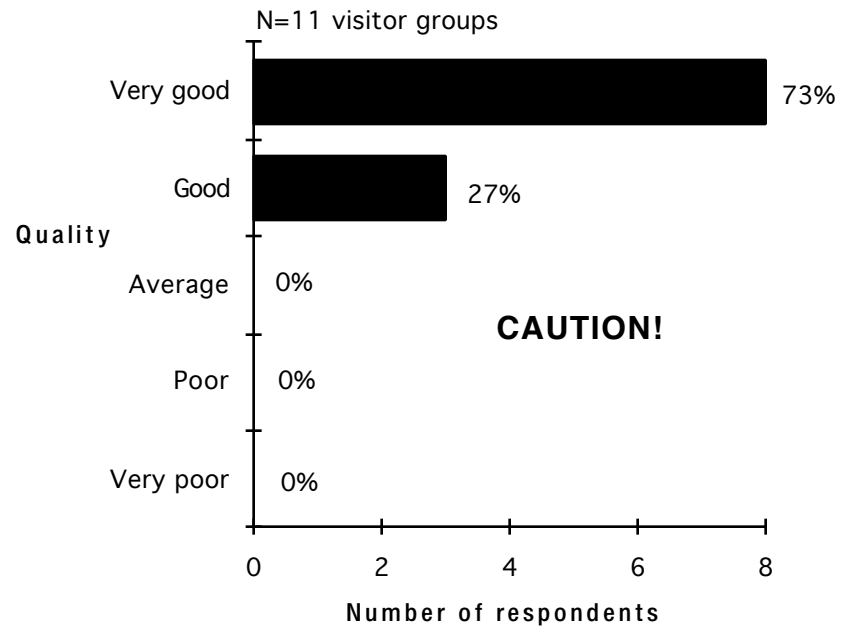


Figure 62: Quality of interpretive/ naturalist program (festival visitors)

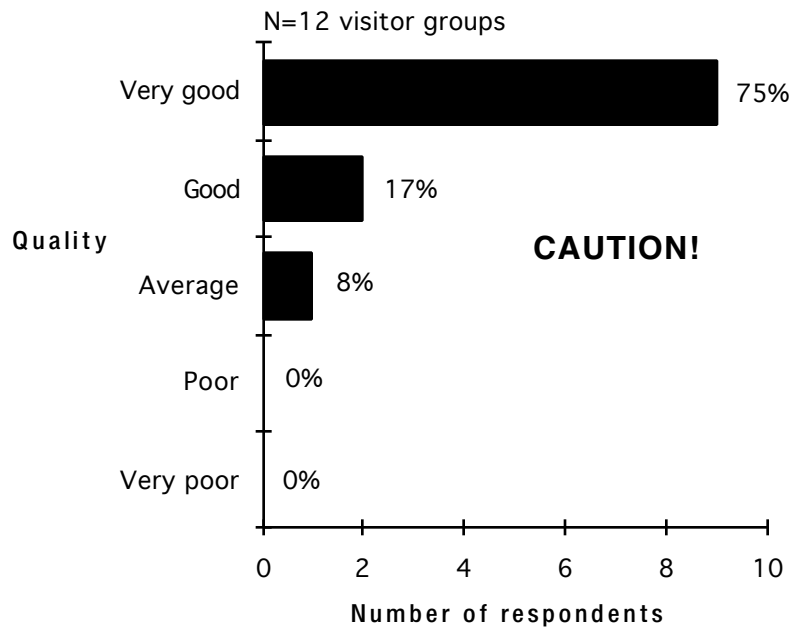


Figure 63: Quality of park newspaper (festival visitors)

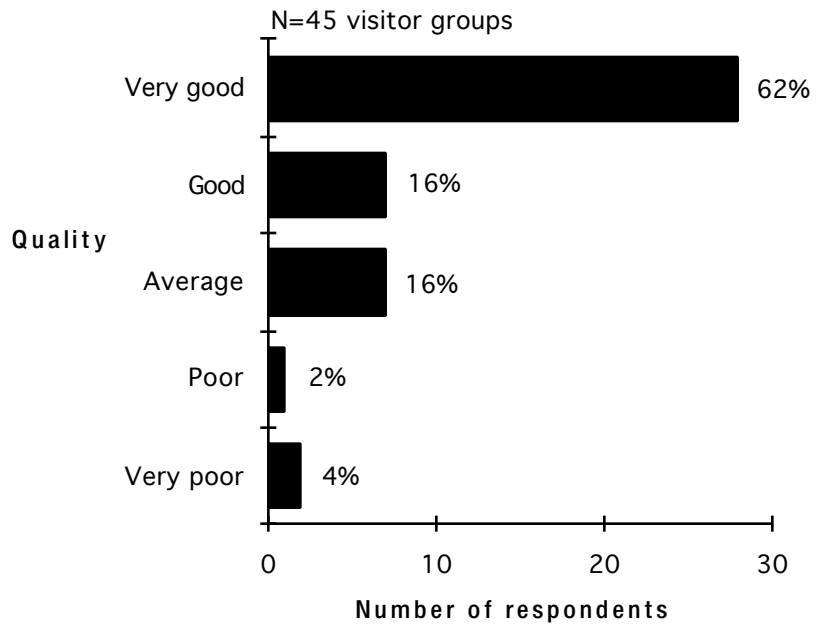


Figure 64: Quality of trail maps (festival visitors)

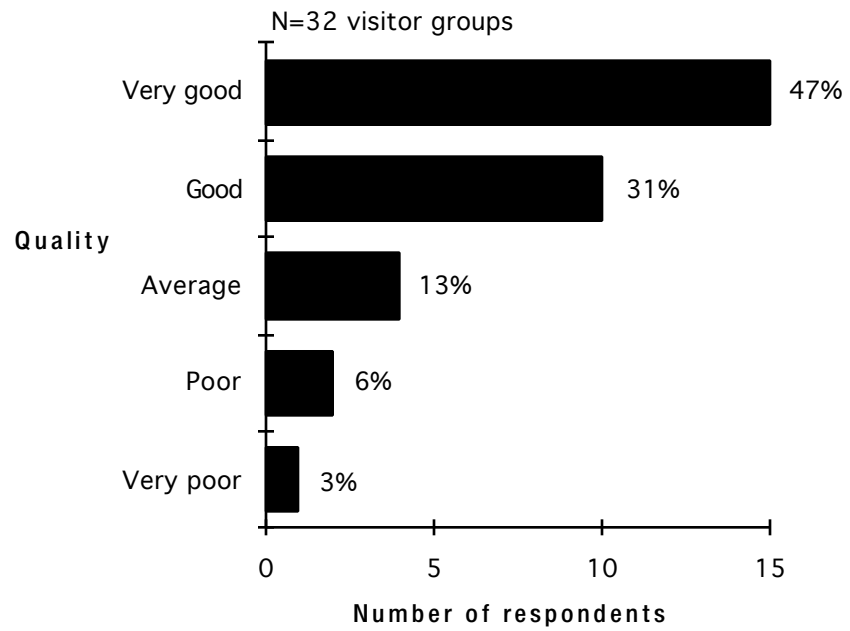


Figure 65: Quality of bulletin boards (festival visitors)

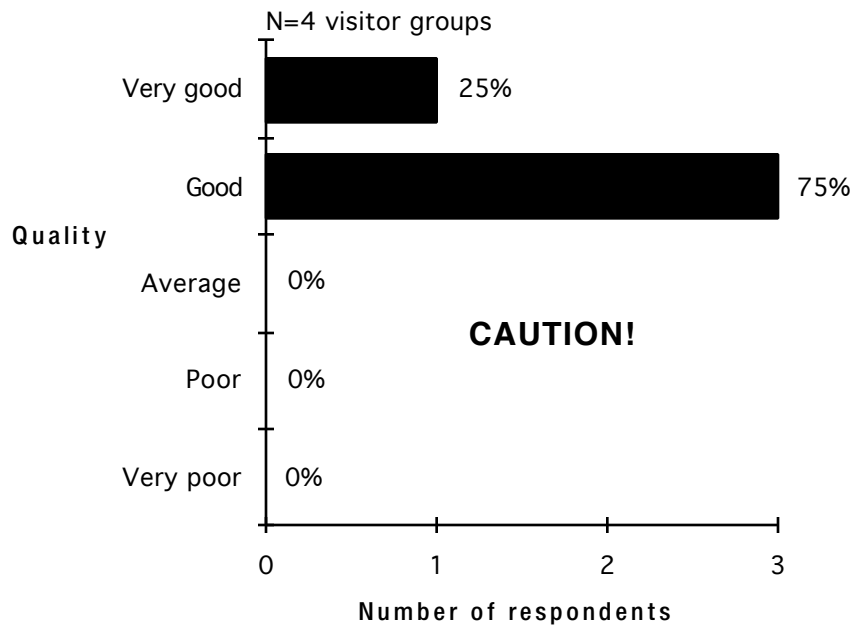
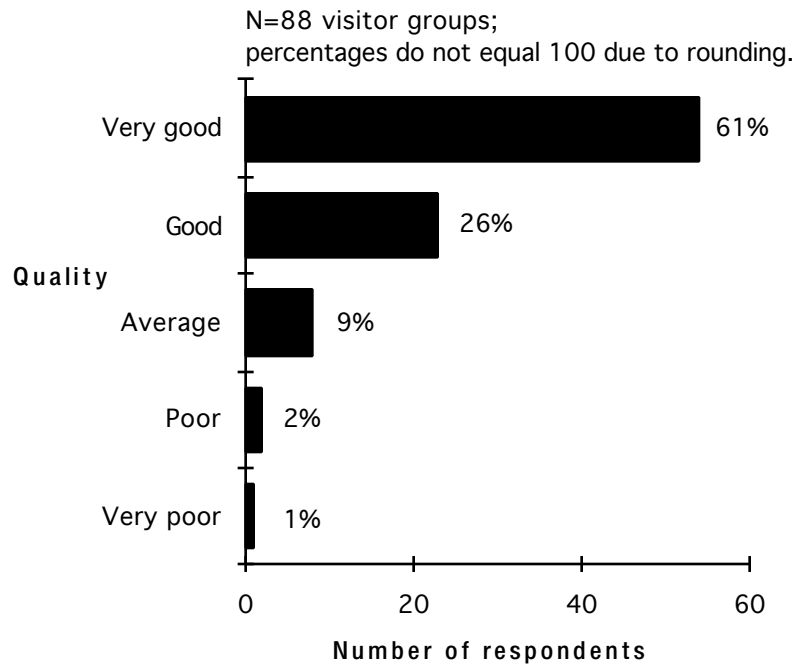
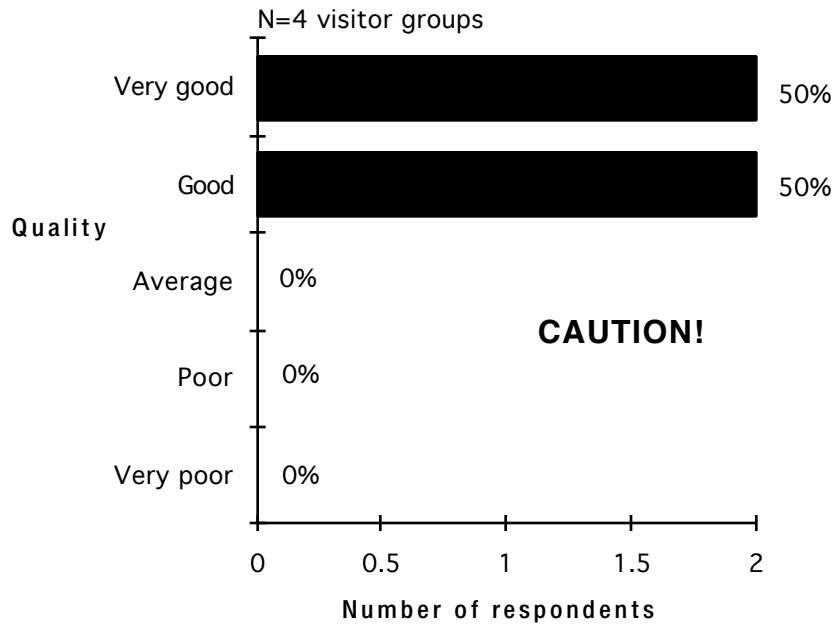


Figure 66: Quality of slide program (festival visitors)



**Figure 67: Quality of informational handouts
(festival visitors)**



**Figure 68: Quality of "other" visitor services
(festival visitors)**

Starting points Festival respondents were asked to list the town and state where
on day of visit; they began their trip on the day of their Indiana Dunes visit. The places are
planned listed in Table 3.
destinations Visitors were also asked their planned destination on the day they
left Indiana Dunes. The destinations are listed in Table 4.

**Table 3: Starting points on day of visit
(festival visitors)**

N=244 responses

Town and State	Number of times mentioned
Chesterton, IN	36
Valparaiso, IN	33
Michigan City, IN	24
Porter, IN	22
Portage, IN	21
Chicago, IL	17
La Porte, IN	11
Gary, IN	7
Beverly Shores, IN	6
South Bend, IN	5
Crown Point, IN	4
Hammond, IN	3
Hobart, IN	3
Merrillville, IN	3
New Buffalo, MI	3
Tinley Park, IL	3
Elmhurst, IL	2
Homewood, IL	2
Lynwood, IL	2
Ogden Dunes, IN	2
South Haven, IN	2
Wanatah, IN	2
Western Springs, IL	2
Westville, IL	2
Ashton, IL	1
Blue Island, IL	1
Demotte, IN	1
Dyer, IN	1
Evanston, IL	1
Flossmoor, IL	1
Francesville, IN	1
Fremont, IN	1
Kouts, IN	1
Lake Station, IN	1
Lansing, IL	1
Lowell, IN	1
Miller Beach, IN	1
Mishawaka, IN	1
Mokena, IL	1
Munster, IN	1
Naperville, IL	1

Oaklandon, IN	1
Peru, IN	1
Posen, IL	1
St. John, IN	1
Schererville, IN	1
Skokie, IL	1
Three Oaks, MI	1
Wabash, IN	1
Walkerton, IN	1
Whiting, IN	1

**Table 4: Planned destinations on day of visit
(festival visitors)**

N=234 responses

Town and State	Number of times mentioned
Valparaiso, IN	37
Chesterton, IN	30
Michigan City, IN	23
Portage, IN	22
Chicago, IL	19
Porter, IN	14
Gary, IN	7
Hobart, IN	7
La Porte, IN	7
Beverly Shores, IN	5
South Bend, IN	5
Hammond, IN	4
Crown Point, IN	3
New Buffalo, MI	3
Tinley Park, IL	3
Westville, IL	3
Elmhurst, IL	2
Homewood, IL	2
Lansing, IL	2
Lynwood, IL	2
South Haven, IN	2
Wanatah, IN	2
Appleton, WI	1
Ashton, IL	1
Blue Island, IL	1
Cincinnati, OH	1
Darien, IL	1
Demotte, IN	1
Evanston, IL	1
Flossmoor, IL	1
Francesville, IN	1
Fremont, IN	1
Hinsdale, IL	1
Indianapolis, IN	1
Kouts, IN	1
Lake Station, IN	1
Merrillville, IN	1
Miller Beach, IN	1
Mishawaka, IN	1
Mokena, IL	1
Mundelein, IL	1

Munster, IN	1
Oaklondon, IN	1
Ogden Dunes, IN	1
Peru, IN	1
Posen, IL	1
Rolling Prairie, IN	1
St. John, IN	1
Schererville, IN	1
Three Oaks, MI	1
Wabash, IN	1
Western Springs, IL	1

Festival visitors were asked, "If you were planning for the future of Indiana Dunes National Lakeshore 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
(festival visitors)**

N=183 comments;
many visitors made more than one comment.

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

INTERPRETIVE SERVICES

Emphasize conservation	15
Hold more festivals	12
More publicity	11
Provide more children's activities	7
Provide more information on history	5
Have more crafts/demonstrations	5
Provide more environmental education for visitors	4
Provide more children's education	3
Need more maps	2
Other comments	2

FACILITIES AND MAINTENANCE

Provide more trash cans/pick up trash more often	8
Improve restrooms	7
Need more restrooms	5
Provide electrical hookups at campgrounds	5
Expand and improve campgrounds	5
Maintain trails	5
Provide more parking	5
Need more signs on trails	4
Improve bike trail	4
Improve recycling efforts	4
Provide more bike trails	3
Continue restoration of Bailly-Chellberg Farm	3
Clean up beaches/water	3
Provide benches along trails	2
Need more hiking trails	2
Improve road signs	2
Other comments	2

POLICY

Preserve the lakeshore	5
Control power boats on lake	3
Keep campground open year round	2
Other comments	2

RESOURCE MANAGEMENT

Leave it as it is	18
Expand park boundaries	7
Provide more wildlife management	3
Other comment	1

GENERAL IMPRESSIONS

Offer cabins to rent	3
Sell T-shirts at festival	2
Provide shuttle buses	2

Many Festival 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 festival visitors enjoyed or did not enjoy.

Comment summary

Visitor comment summary (festival visitors)

N=250 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff/volunteers friendly/helpful	17
INTERPRETIVE SERVICES	
Exhibits well done	2
Enjoy area history	2
Other comment	1
FACILITIES AND MAINTENANCE	
Facilities well maintained	4
Trails well maintained	2
Comments	5
RESOURCE MANAGEMENT	
Preserve it	8
POLICY	
Organize parking lots	2
Other comments	2
GENERAL IMPRESSIONS	
Enjoyed visit	60
Enjoyed festival	37
Thank you	19
Great place for children	16
Visit often	16
Plan to return	14
Beautiful area	15
Keep up the good work	8
Festival well organized	6
Enjoyed music	5
Liked Chellberg Farm	3
Trip too short	3
Other comments	3

GENERAL VISITORS RESULTS

Visitors contacted

Two hundred sixty-three general visitor groups were contacted; 99% accepted questionnaires. Two hundred and three visitor groups completed and returned their questionnaires, a 78% response rate.

Table 5 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias was insignificant.

Table 5: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	259	46.3	202	47.5
Group size	259	4.4	200	4.0

Demographics

Figure 69 shows group sizes, which varied from one person to 48 people. Almost half of Indiana Dunes general visitors (46%) came in groups of two people. Twenty-two percent came in groups of three or four. Fifteen percent of visitors were alone. Families (60%) made up the largest proportion of group types, followed by visitors who were alone (16%), as shown in Figure 70. Visitors also mentioned being with a camping club and cub scouts groups.

Figure 71 shows varied age groups; the most common were visitors aged 35-45 (26%), followed by children 15 or younger (19%). Most general visitors (58%) had visited the park before (see Figure 72).

General visitors from foreign countries comprised 5% of all visitation (Map 3 and Table 6). They came from Belgium, England and Germany. Map 4 and Table 7 show that United States visitors came from Indiana, Illinois and 22 other states.

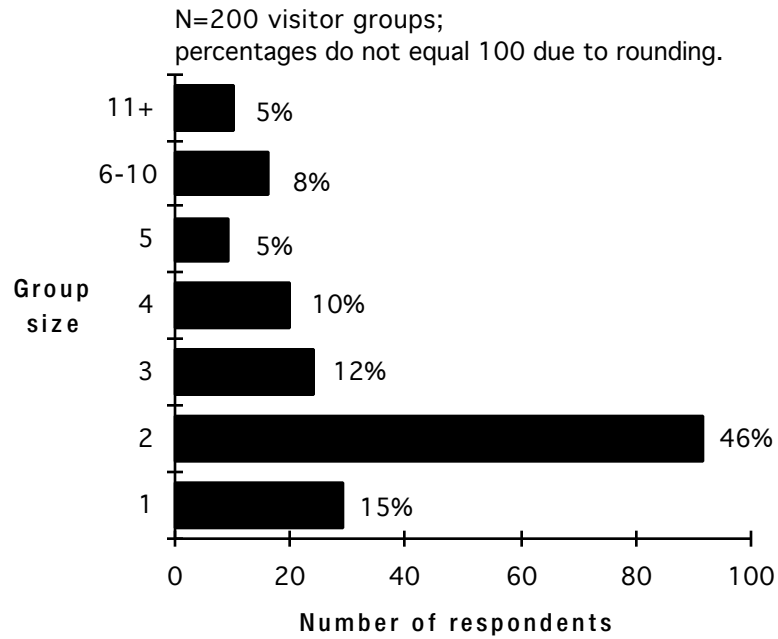


Figure 69: Visitor group sizes (general visitors)

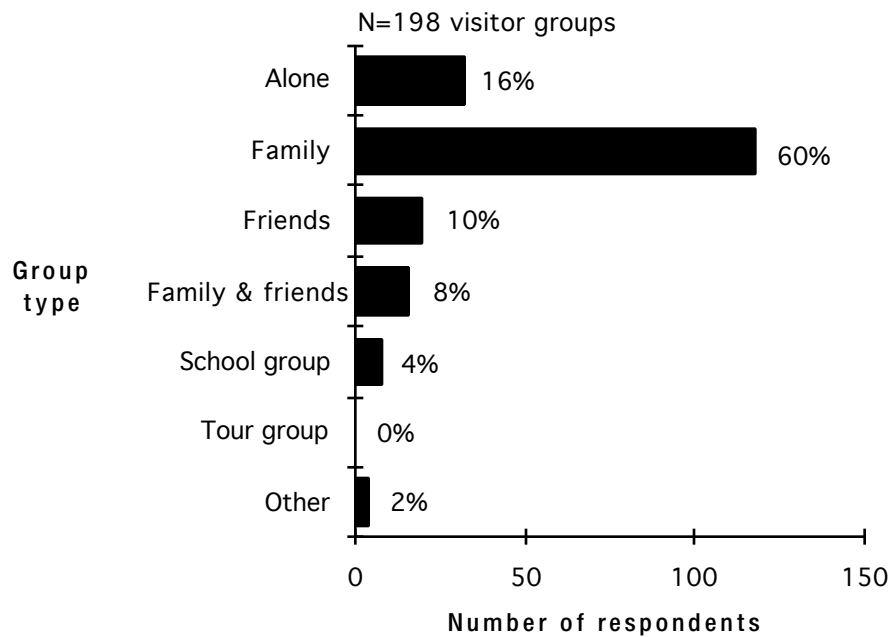


Figure 70: Visitor group types (general visitors)

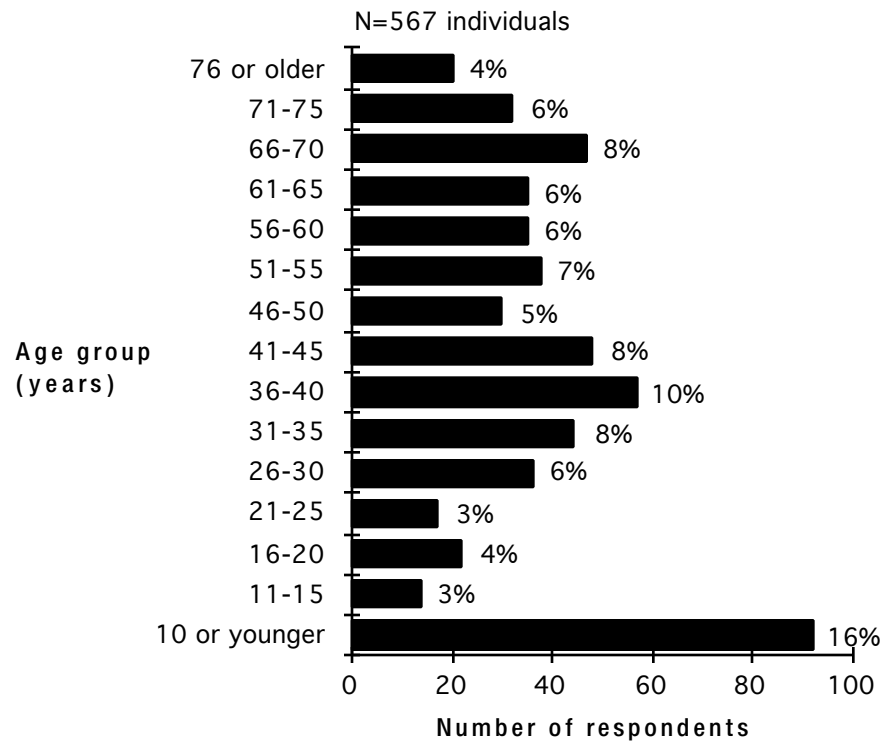


Figure 71: Visitor ages (general visitors)

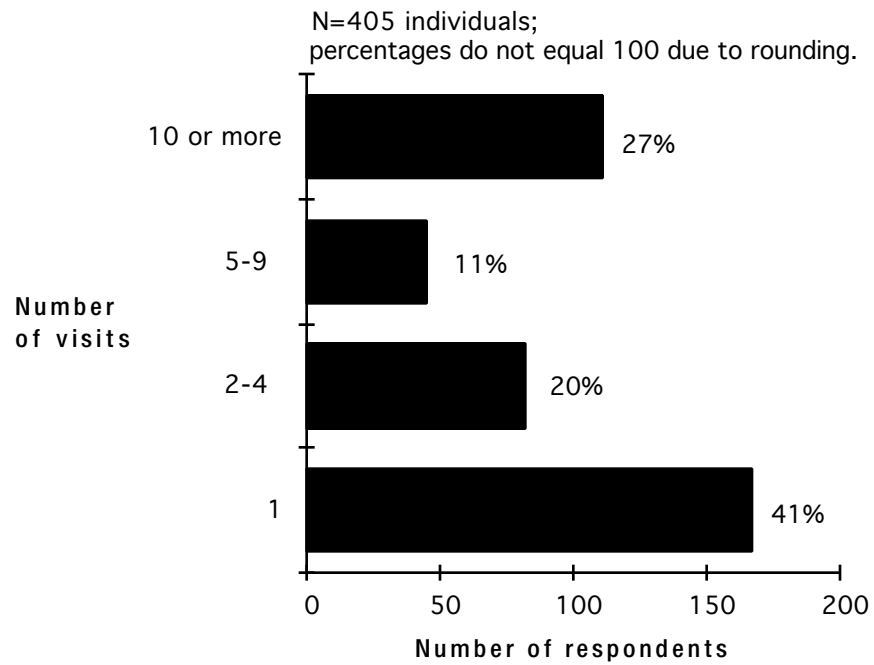


Figure 72: Number of visits (general visitors)

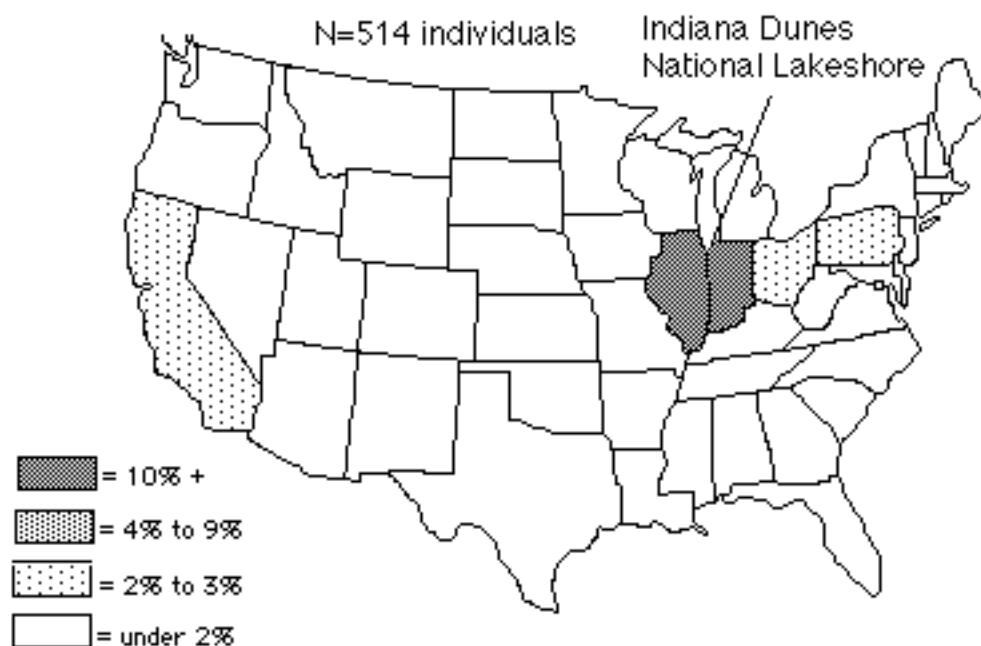


**Map 3: Proportion of international visitors by country
(general visitors)**

**Table 6: Visitors by country of residence
(general visitors)**

N=10 individuals
CAUTION!

Country	Number of individuals	% of international visitors
Belgium	4	40
England	4	40
Germany	2	20



Map 4: Proportion of visitors from each state (general visitors)

**Table 7: Proportion of visitors from each state
(general visitors)**

N=514 individuals

State	Number of individuals	% of visitors
Indiana	284	55
Illinois	122	24
Ohio	17	3
California	11	2
Pennsylvania	10	2
Florida	7	1
Wisconsin	7	1
Michigan	6	1
Missouri	6	1
Washington	5	1
Colorado	4	1
Kentucky	4	1
Massachusetts	4	1
New York	4	1
Oregon	4	1
Texas	4	1
Alaska	3	1
Connecticut	3	1
Other states (5) + Washington, D.C.	9	2

Fifty-four percent of general visitors to Indiana Dunes stayed one to two hours (see Figure 73). Twenty-four percent stayed three to four hours. Twelve percent of the visitors stayed 7 hours or more.

Length of stay

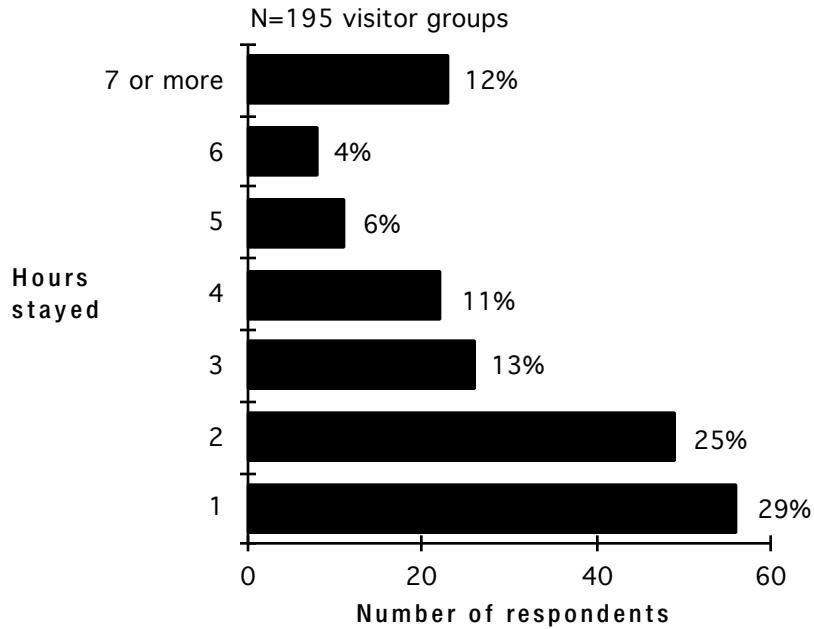


Figure 73: Length of stay (general visitors)

Activities on this visit

Common visitor activities on this visit were walking/jogging for exercise (58%), walking on the beach (51%), walking/hiking trails (49%) and sightseeing (45%), as shown in Figure 74. The least common activity was attending interpretive programs (5%). On this visit, visitors also mentioned going to the Bailly Homestead, Chellberg Farm, birdwatching, playing with farm animals, taking photographs, viewing wildlife, visiting the nature center and relaxing.

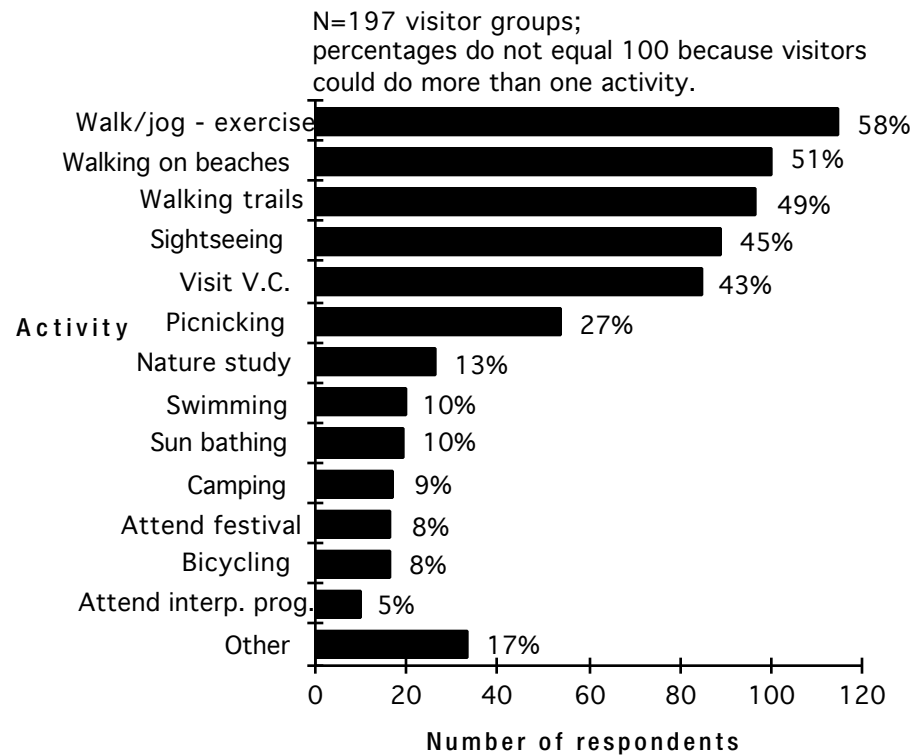


Figure 74: Activities on this visit (general visitors)

The most common activities that general visitors participated in during past visits to Indiana Dunes were walking on hiking trails (73%), walking on beaches (72%), walking/jogging for exercise (69%), picnicking (60%), visiting the visitor center (60%), sightseeing (52%), and swimming (50%), as shown in Figure 75. On past visits, visitors also went bicycling, birdwatching, visiting the nature center, viewing wildlife, playing with children, watching the sunset, and taking photographs.

Activities on past visits

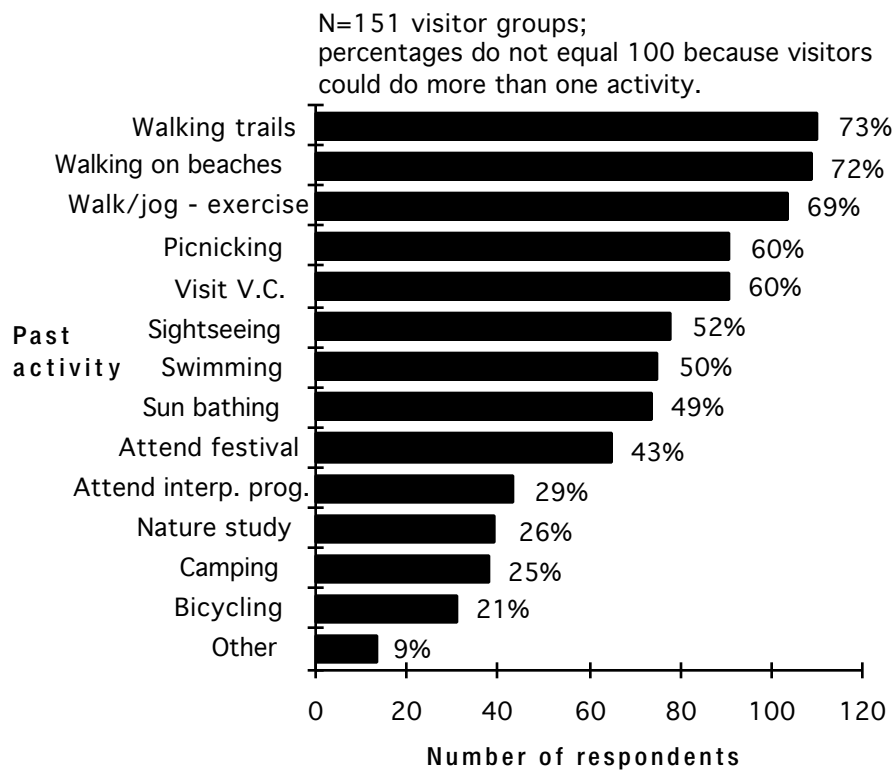


Figure 75: Activities on past visits (general visitors)

Sources of park information

Prior to visiting, the most often used sources of information about the park were previous visits (67%) and friends and relatives (35%), as shown in Figure 76. No visitors wrote to the park for information. Four percent of the visitors received no information prior to their visit. Visitors also used their knowledge as a resident of the area, highway signs, school group/club, co-workers and historic landmark foundation as sources of information about Indiana Dunes.

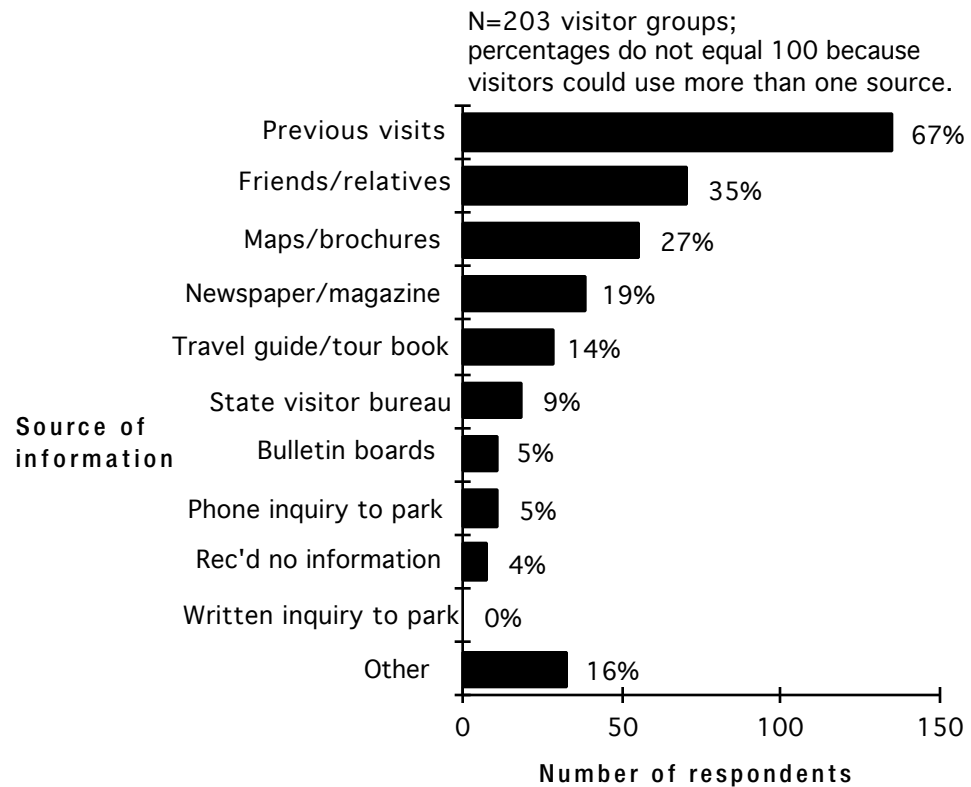


Figure 76: Sources of park information (general visitors)

General visitors most often listed reasons for visiting were to enjoy nature (73%), walk/hike trails (62%), enjoy solitude/quiet (55%), visit dunes (53%), and visit beaches (52%), as shown in Figure 77. Visitors cited other reasons for visiting Indiana Dunes such as to exercise, camp, see the lakes, ride bicycles, see the animals, birdwatch, exercise dogs, take photographs and see the lighthouse.

Reasons for visiting

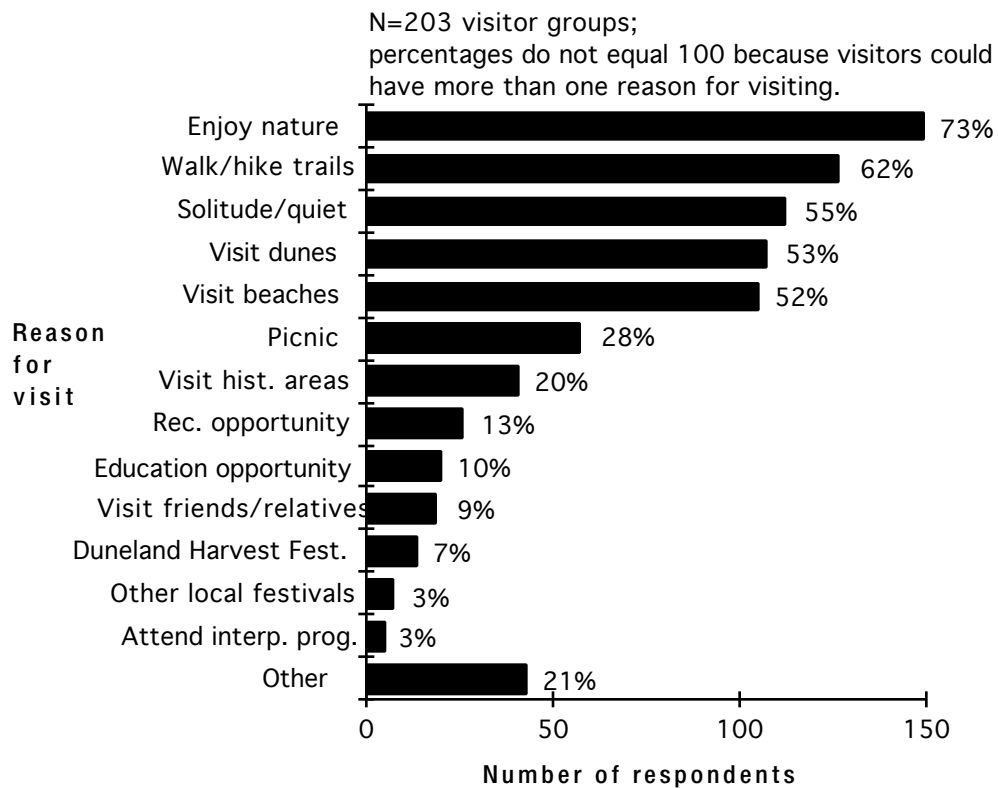
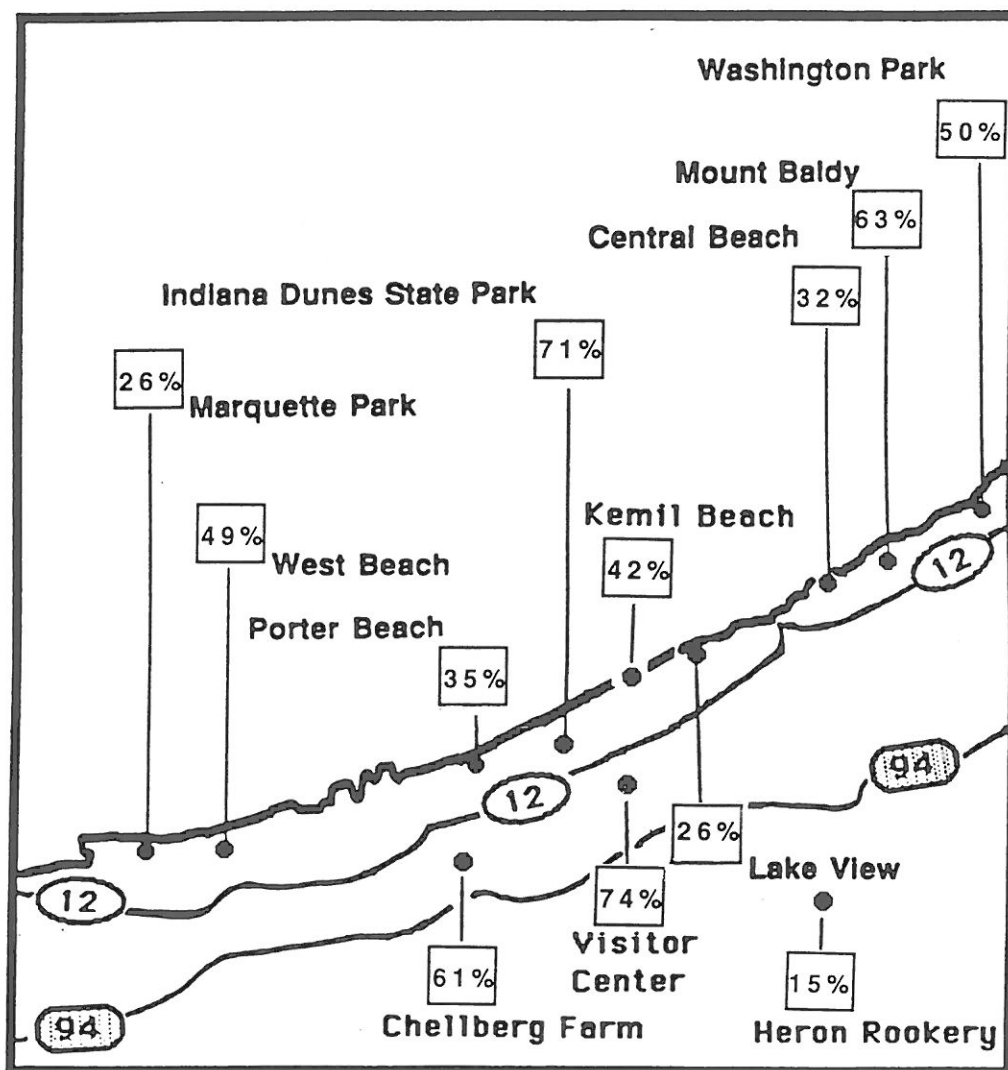


Figure 77: Reasons for visiting (general visitors)

Sites visited

Visitors were asked what places they visited at Indiana Dunes prior to this trip. The most visited place was the visitor center (74%), followed by Indiana Dunes State Park (71%) and Mount Baldy (63%), Chellberg Farm (61%), Washington Park (50%), as shown in Map 5. The least visited place was the Heron Rookery (15%).

N=171 visitor groups;
percentages do not equal 100 because visitors could visit more than one place.



Map 5: Sites visited (general visitors)

Other attractions visitors went to on this trip included restaurants (65%), stores (40%), and the outlet mall (28%), as shown in Figure 78. No one visited the golf course. Visitors also mentioned visiting a bed and breakfast, farms, historic areas, piers and fishing sites.

**Other
attractions
visited**

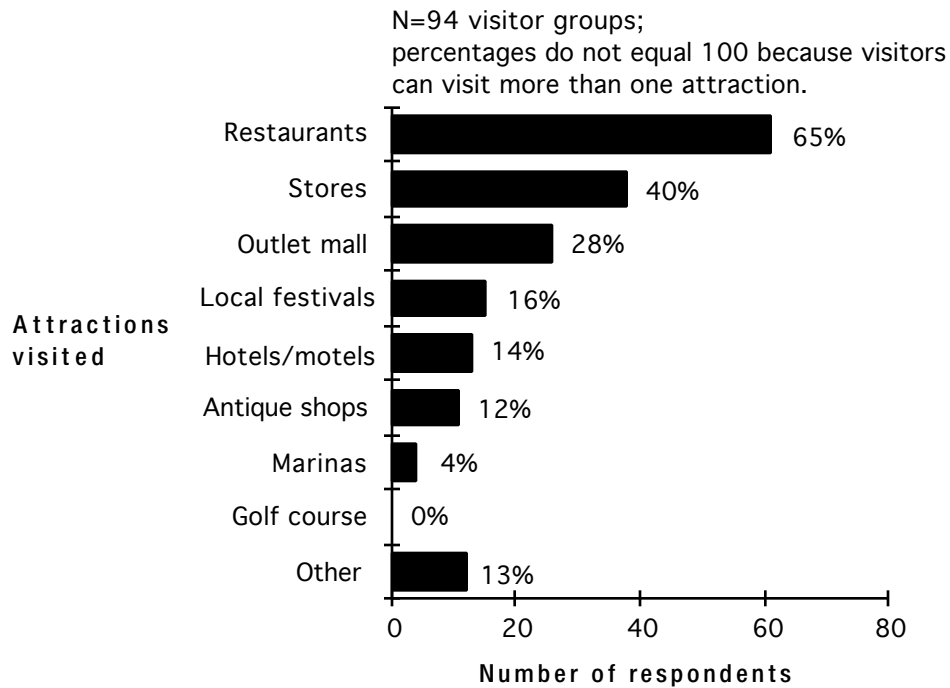


Figure 78: Other attractions visited (general visitors)

**Visitor
facilities:
use,
importance
and quality**

The most used facilities by general visitors were restrooms (70%) and trails (68%), as shown in Figure 79. Campgrounds were the least used facility (13%). Visitors also used the beach and dunes, nature center, lookouts on the lake, parking lots, restrooms, bicycle paths, Chellberg Farm and hiking trails during this Indiana Dunes visit.

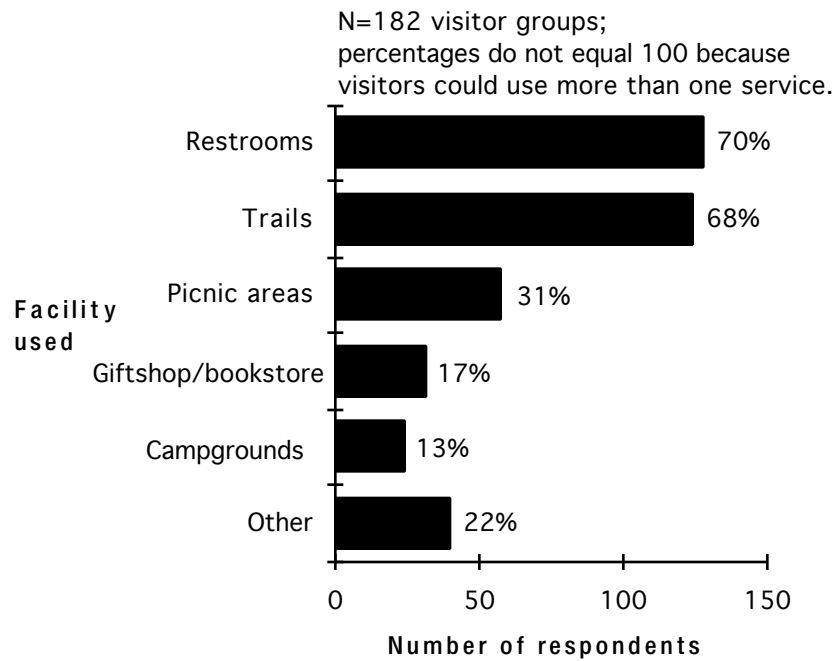


Figure 79: Use of facilities (general visitors)

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

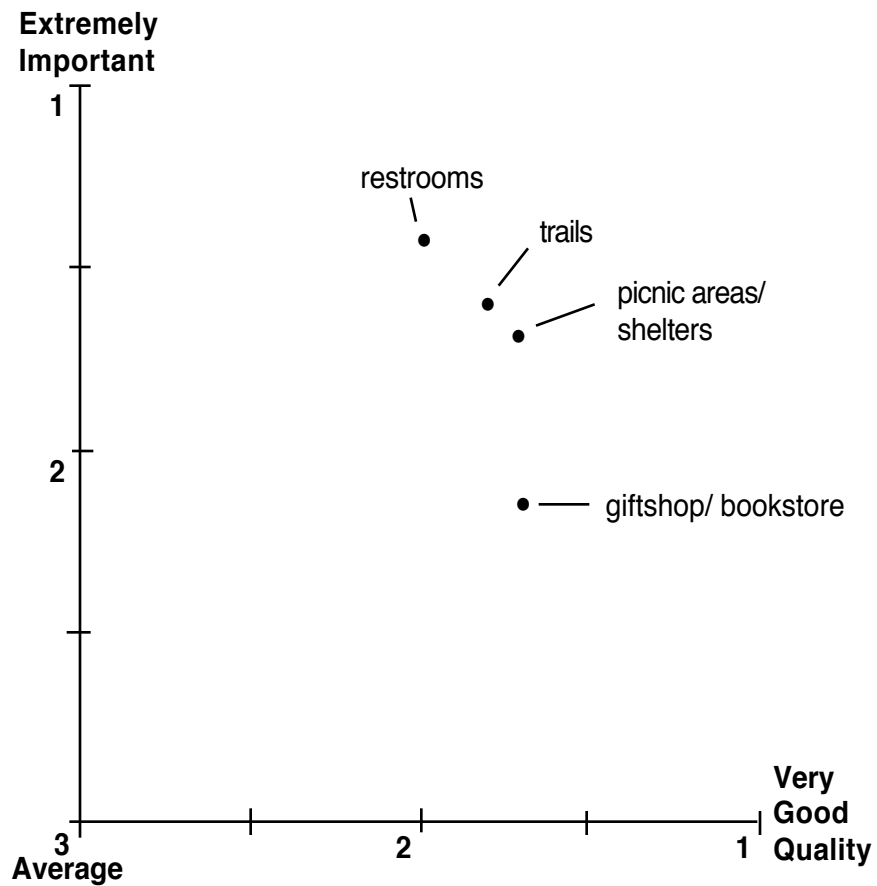
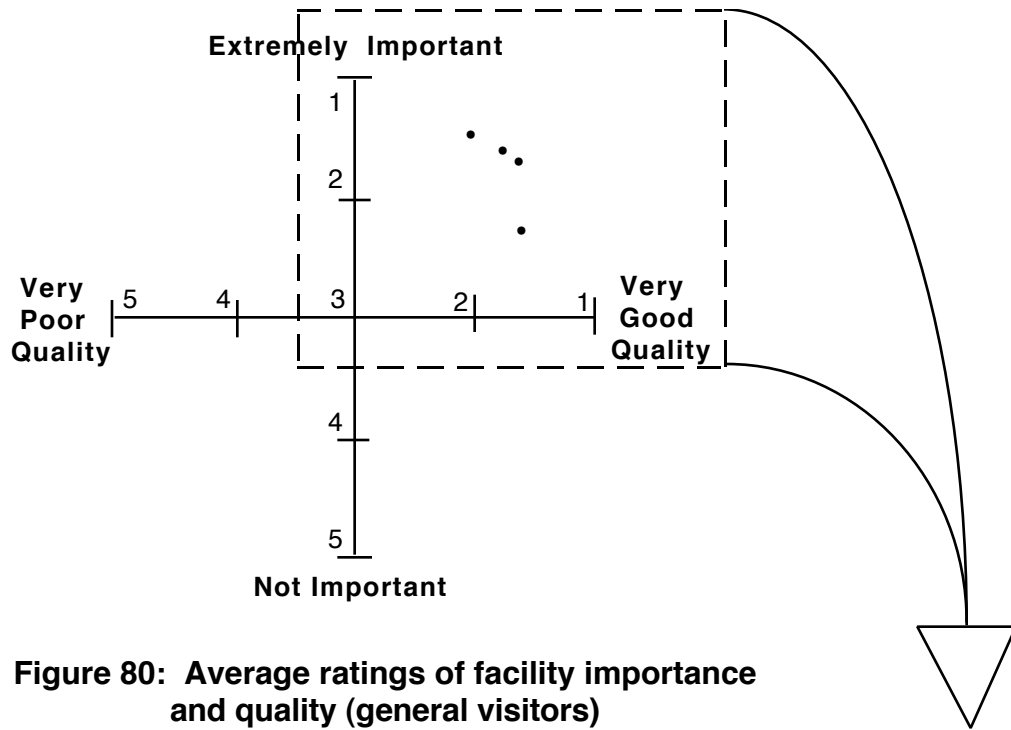
IMPORTANCE
1=extremely important
2=very important
3=moderately important
4=somewhat important
5=not important

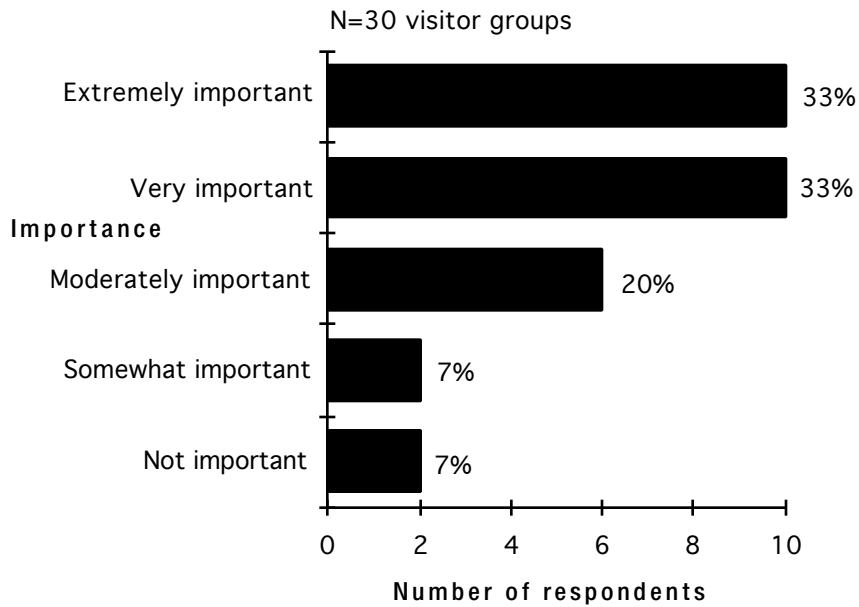
QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

Figure 80 shows the average importance and quality ratings for each facility. An average score was determined for each facility 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 Figure 80. All facilities were rated above average in importance and quality.

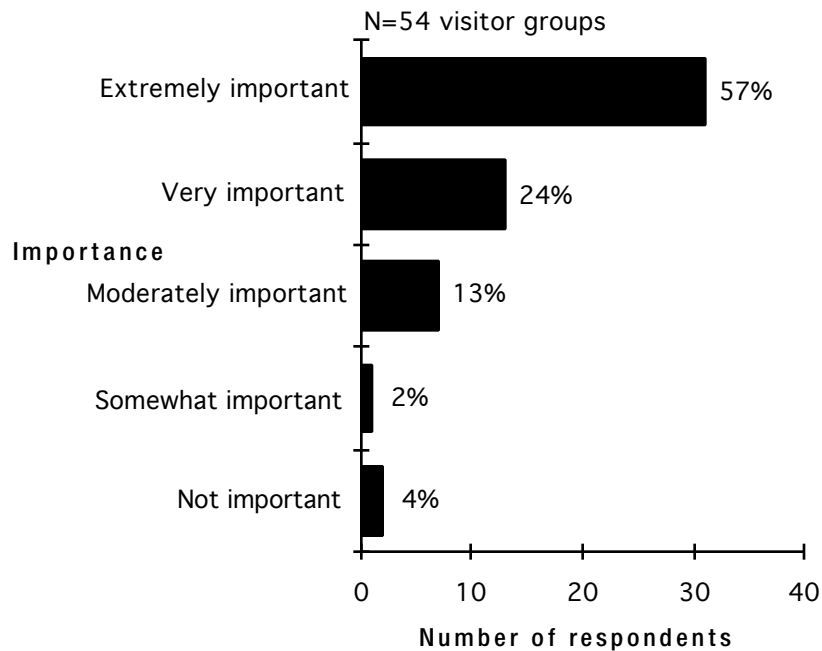
Figures 81-86 show that several facilities received the highest "very important" to "extremely important" ratings: restrooms (89%) and trails (87%). The highest "not important" rating was for the giftshop/bookstore (7%).

Figures 87-92 show that several facilities were given high "good" to "very good" quality ratings: picnic areas (86%) and trails (82%). The facility which received the highest "very poor" quality rating was trails (8%).





**Figure 81: Importance of giftshop/ bookstore
(general visitors)**



**Figure 82: Importance of picnic areas/ shelters
(general visitors)**

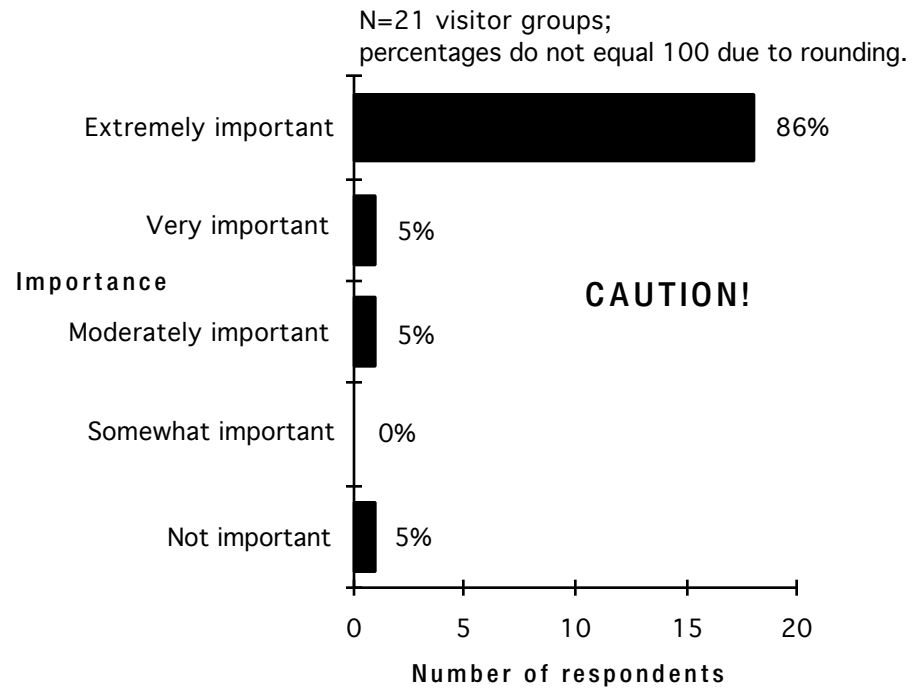


Figure 83: Importance of campgrounds (general visitors)

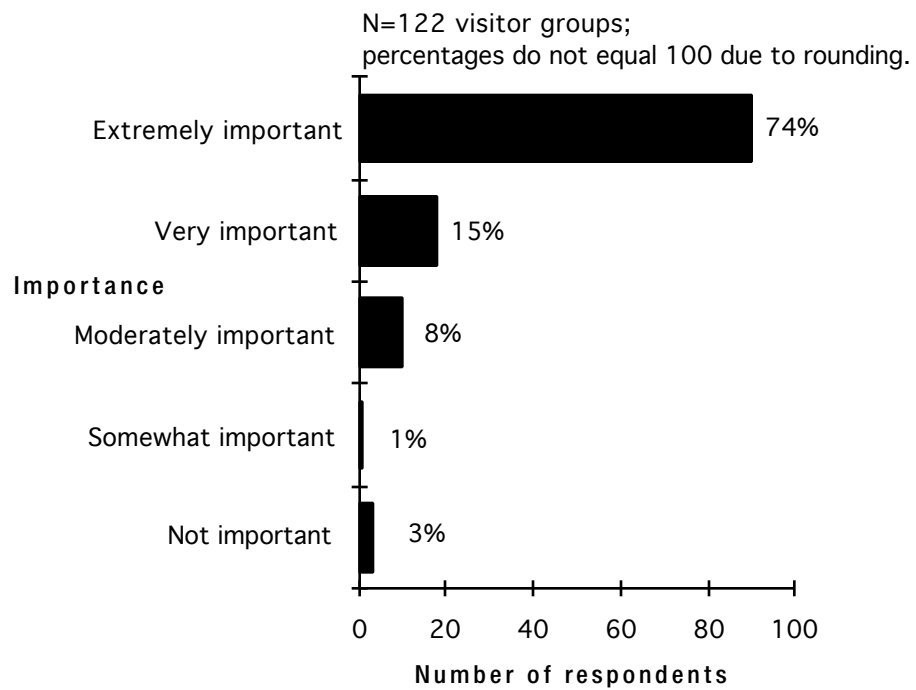


Figure 84: Importance of restrooms (general visitors)

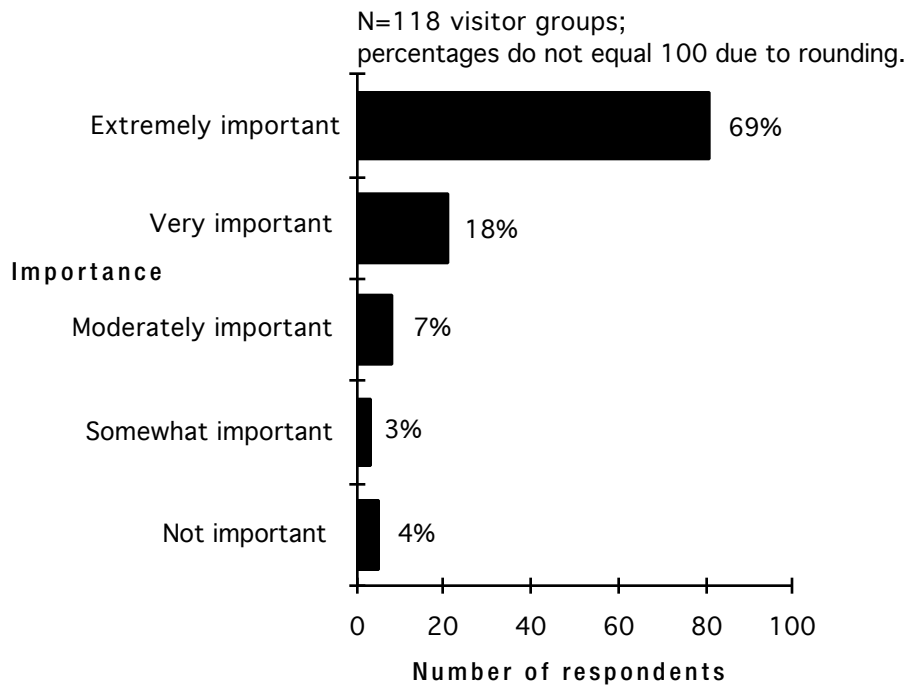


Figure 85: Importance of trails (general visitors)

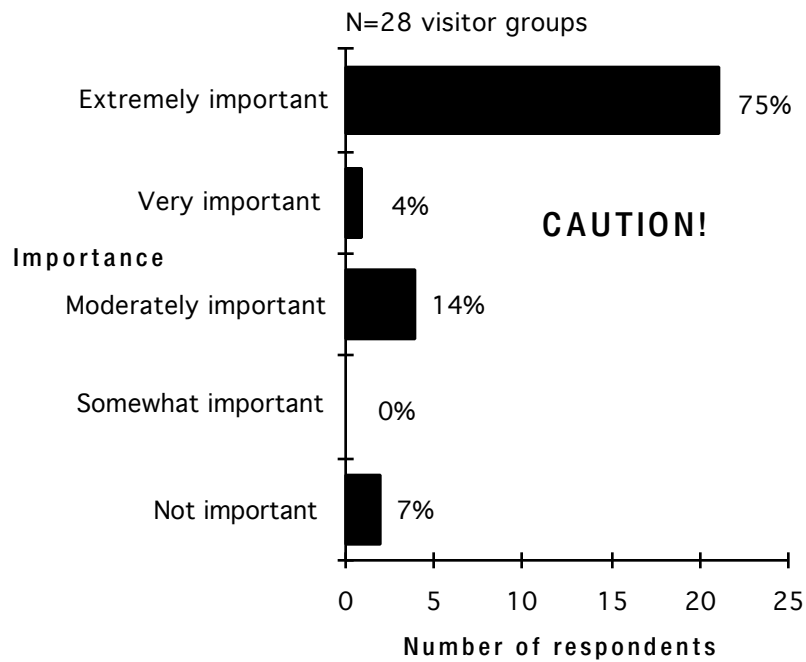
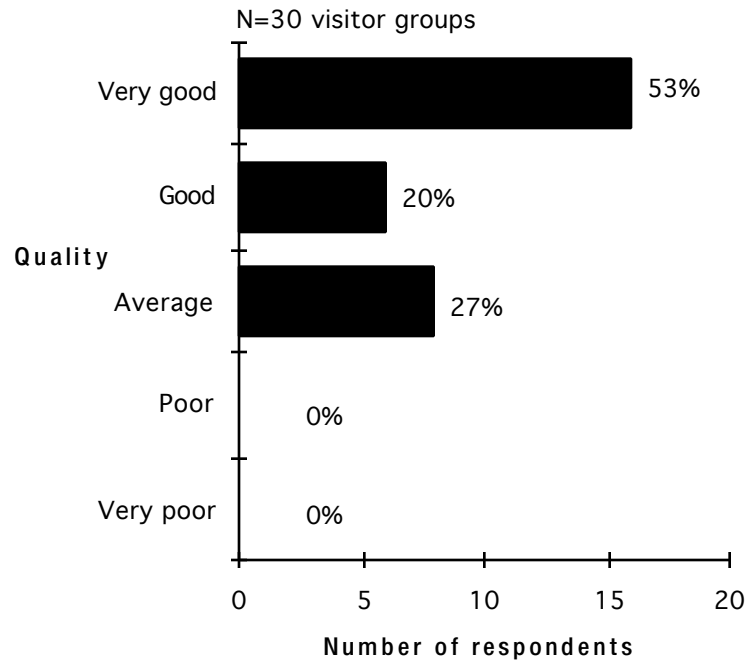
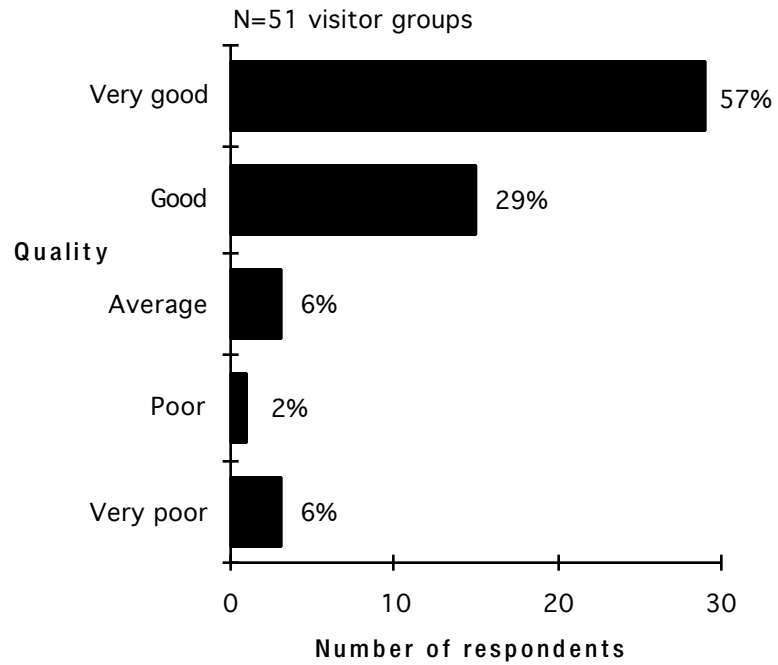


Figure 86: Importance of "other" facilities (general visitors)



**Figure 87: Quality of giftshop/ bookstore
(general visitors)**



**Figure 88: Quality of picnic areas/ shelters
(general visitors)**

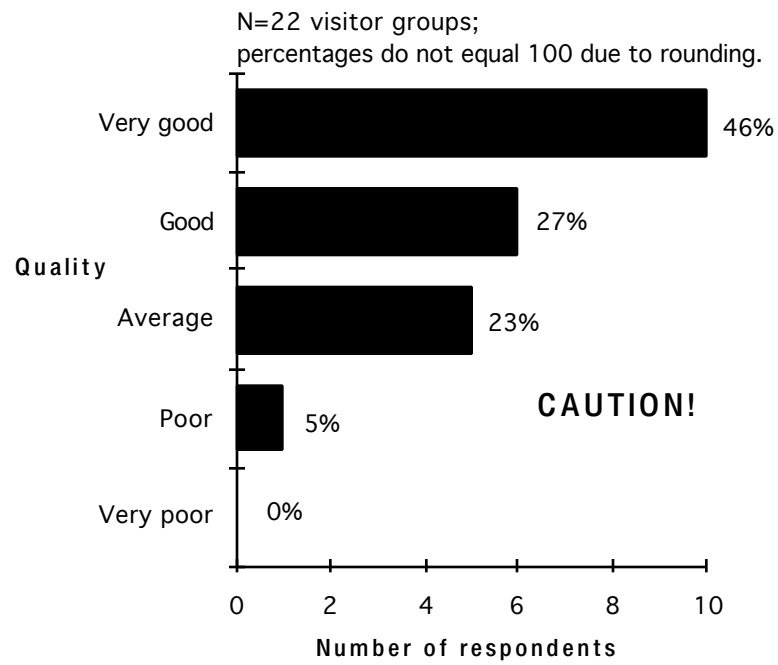


Figure 89: Quality of campgrounds (general visitors)

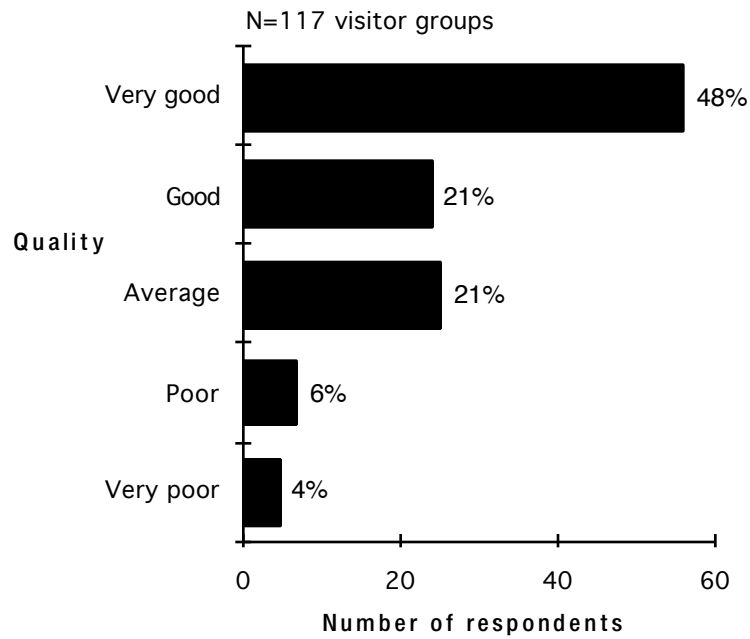


Figure 90: Quality of restrooms (general visitors)

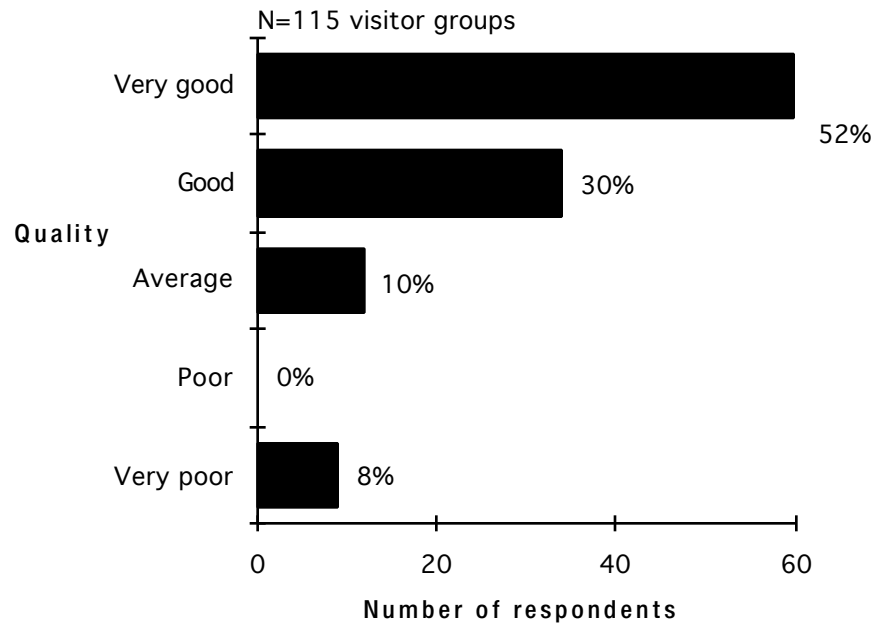


Figure 91: Quality of trails (general visitors)

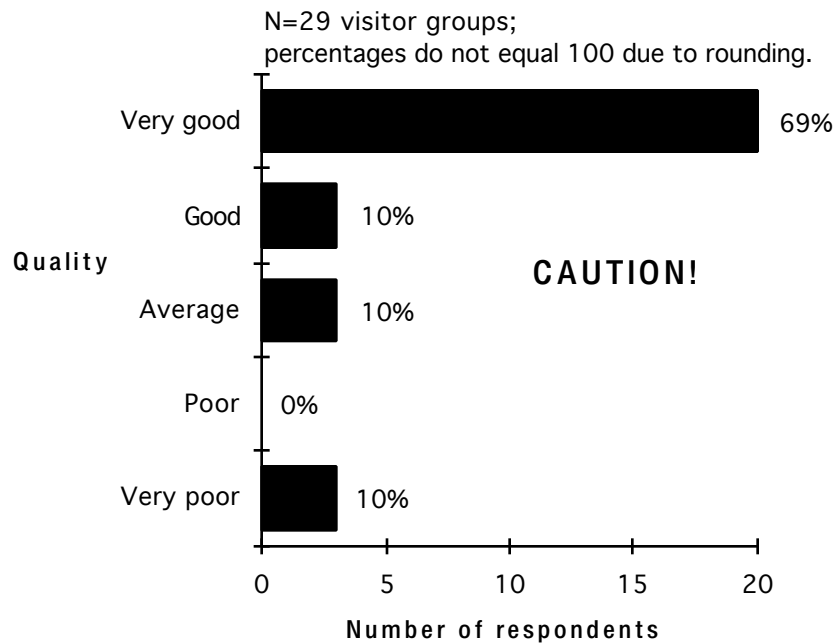


Figure 92: Quality of "other" facilities (general visitors)

General visitors most commonly used the following interpretive or visitor services: directional signs (74%), informational signs (63%), the park map (55%), and park staff (48%), as shown in Figure 93. The least used service was the interpretive/naturalist program (6%). Visitors also mentioned using hiking trails, trash and recycling containers and bike trails.

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

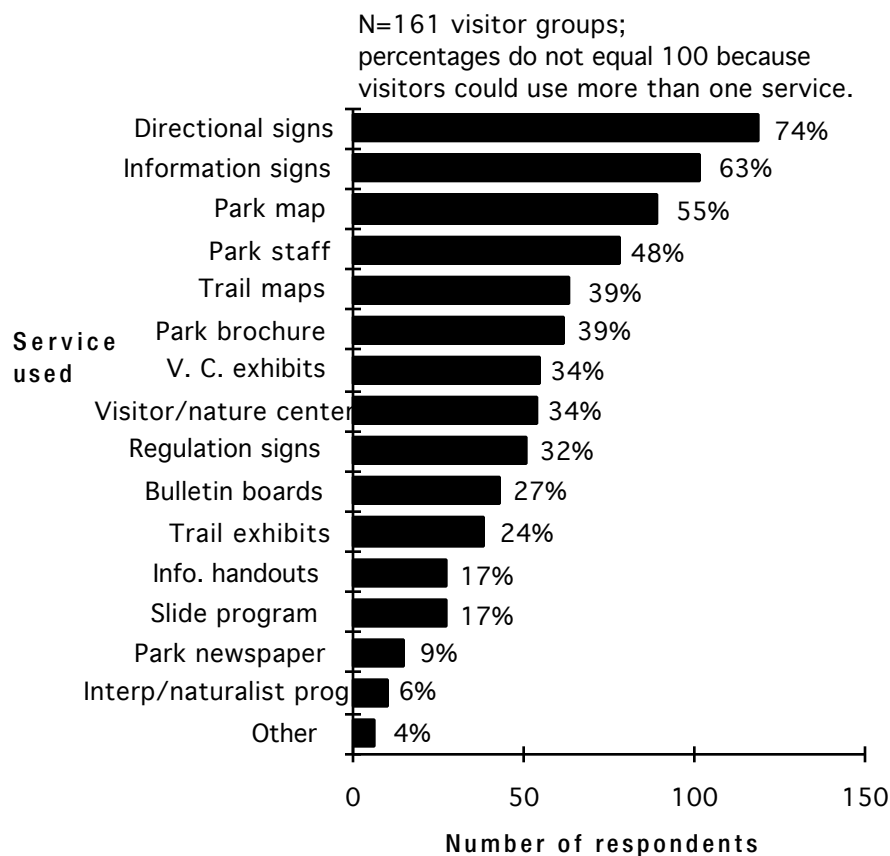


Figure 93: Use of services (general visitors)

General visitors rated the quality of the interpretive/visitor services they used at Indiana Dunes, using the five point scale below.

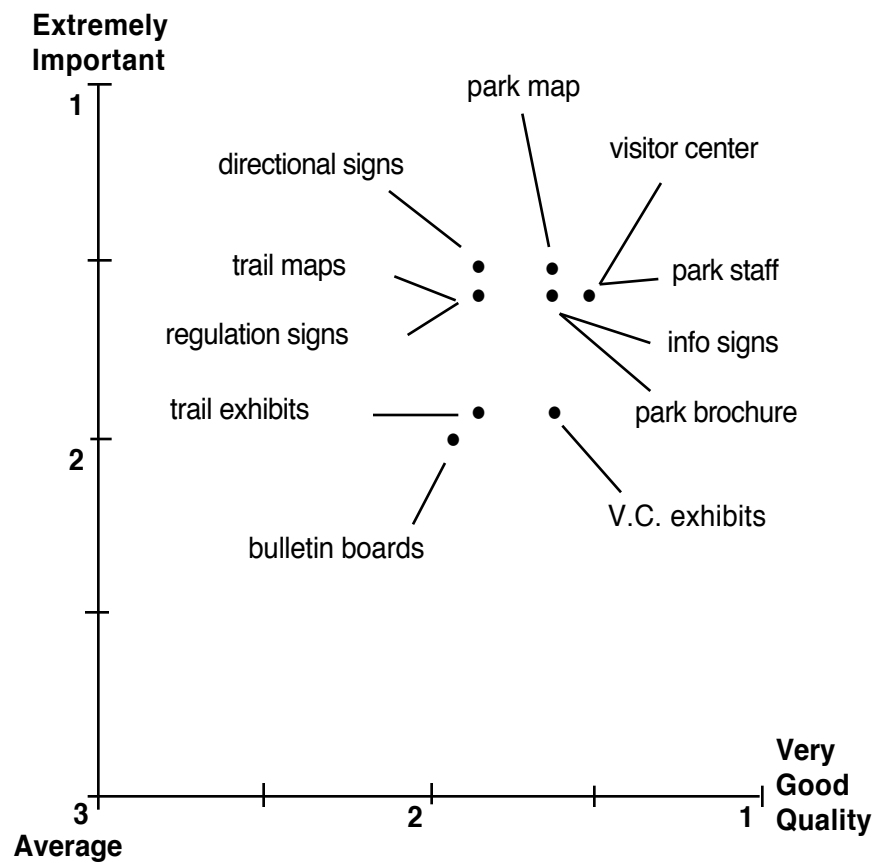
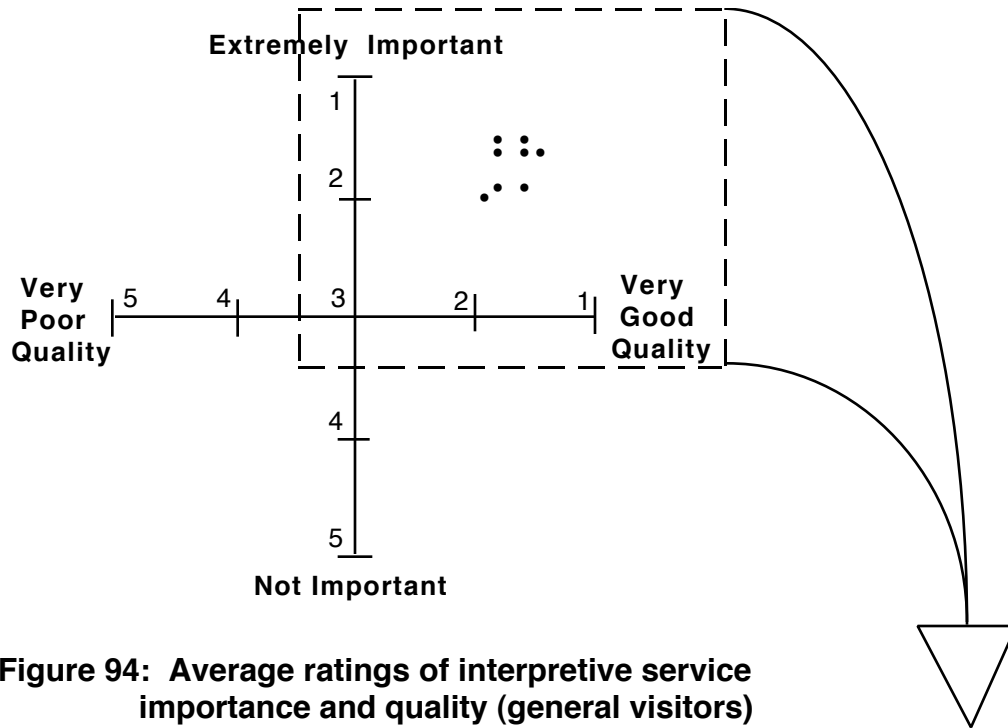
IMPORTANCE
1=extremely important
2=very important
3=moderately important
4=somewhat important
5=not important

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

Figure 94 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 94. All services were rated above average in importance and quality. The services which do not appear in Figure 94 were rated by too few visitors to provide reliable results.

Figures 95-109 show that several services received the highest "very important" to "extremely important" ratings: park brochure (90%), park map (90%) and directional signs (89%). The service which received the highest "not important" rating was the park newspaper (8%).

Figures 110-125 show that several services were given high "good" to "very good" quality ratings: park brochure (92%), uniformed park staff (90%), and visitor/nature center (88%). The service which received the highest "very poor" quality rating was regulation signs (7%).



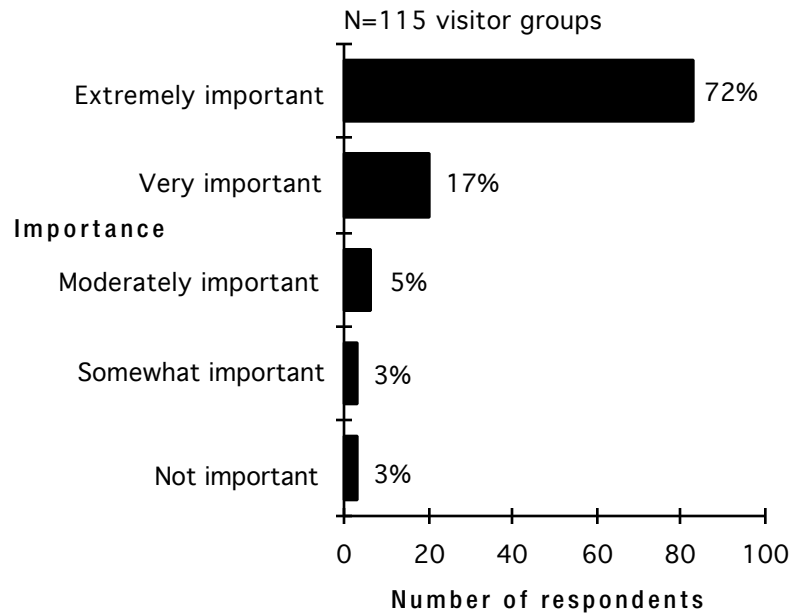


Figure 95: Importance of directional signs (general visitors)

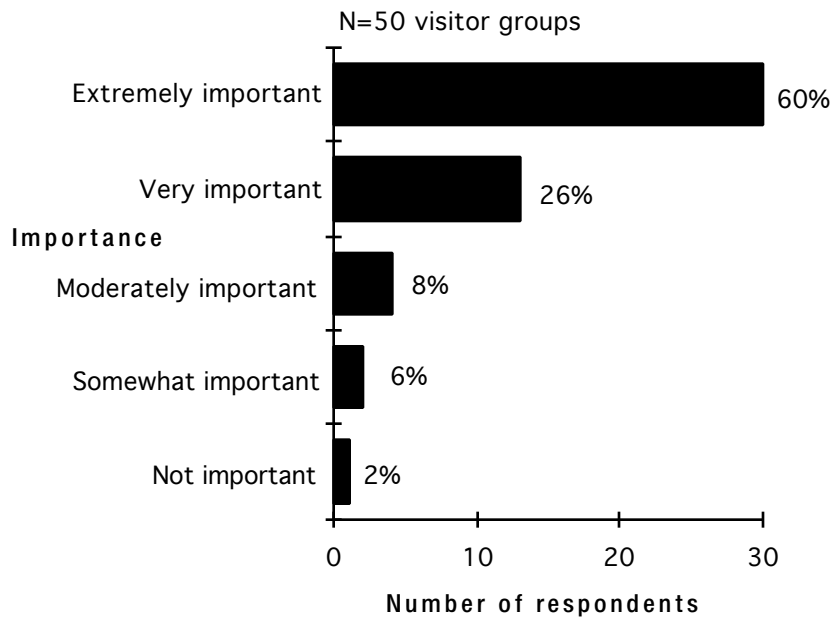
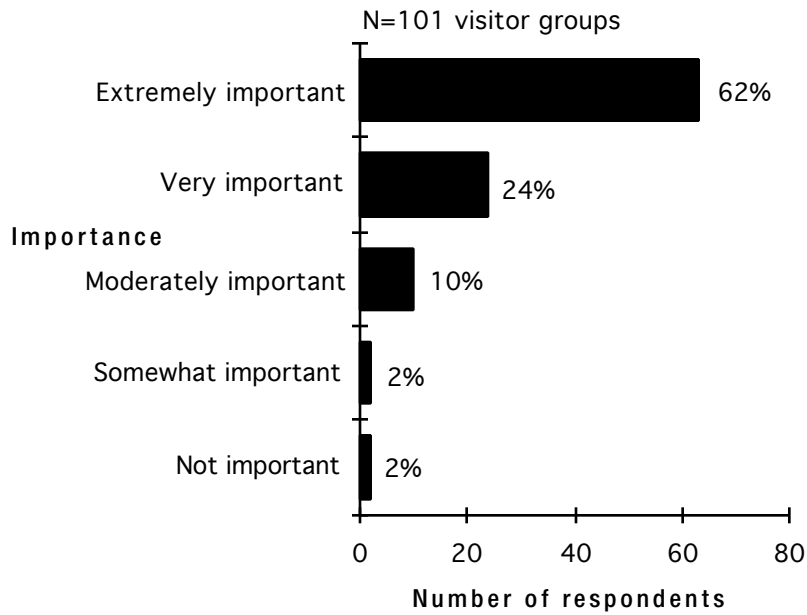
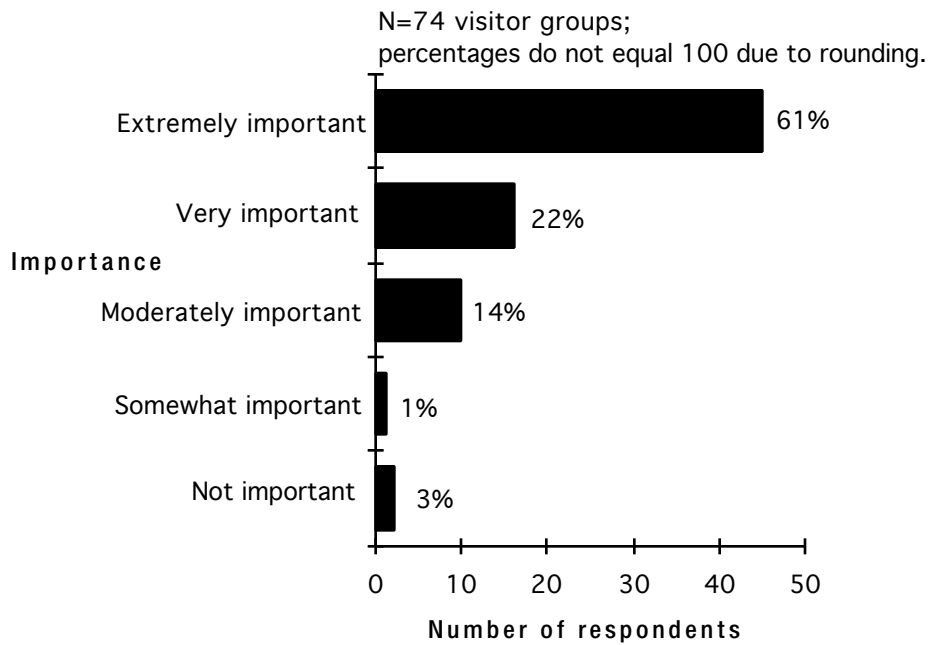


Figure 96: Importance of regulation signs (general visitors)



**Figure 97: Importance of informational signs
(general visitors)**



**Figure 98: Importance of uniformed park staff
(general visitors)**

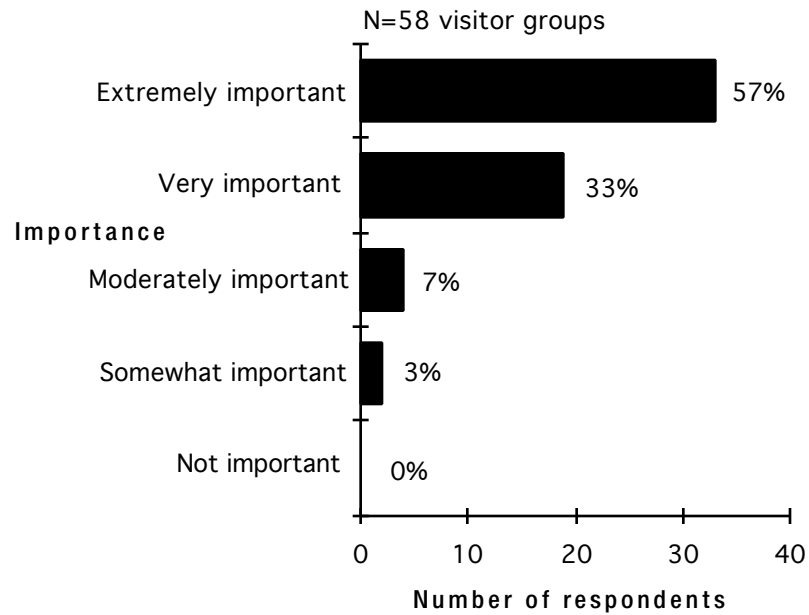


Figure 99: Importance of park brochure (general visitors)

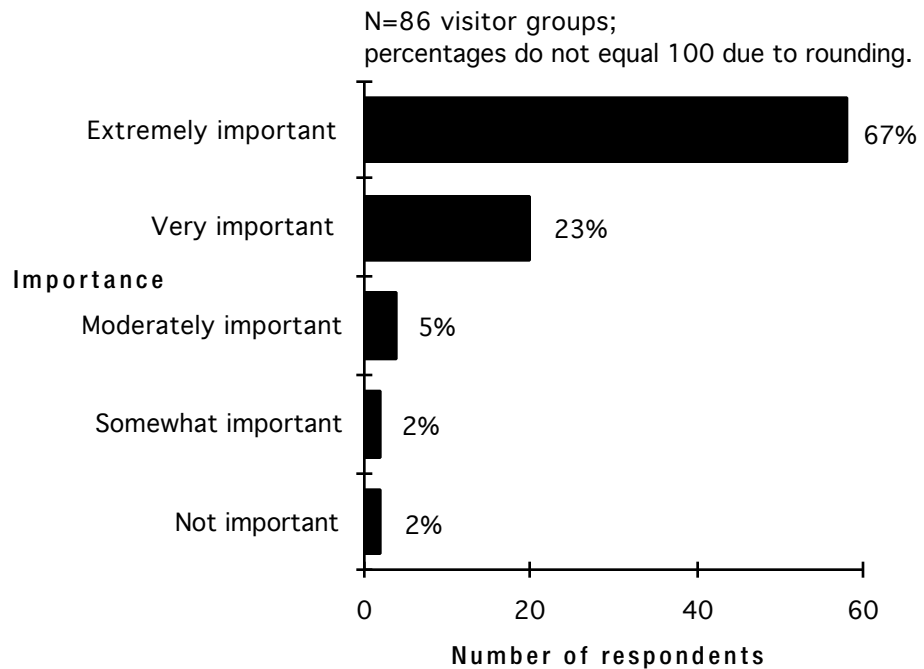


Figure 100: Importance of park map (general visitors)

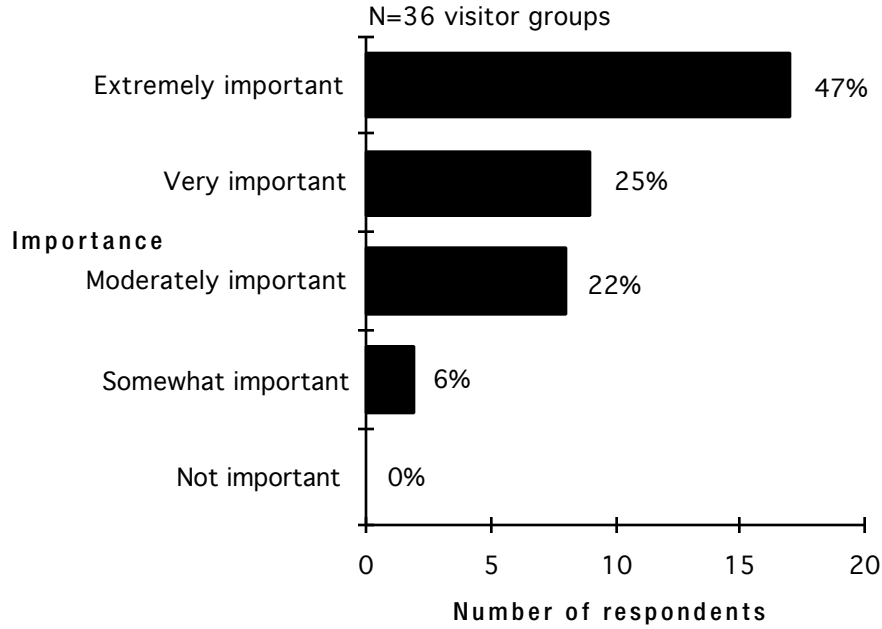


Figure 101: Importance of trail exhibits (general visitors)

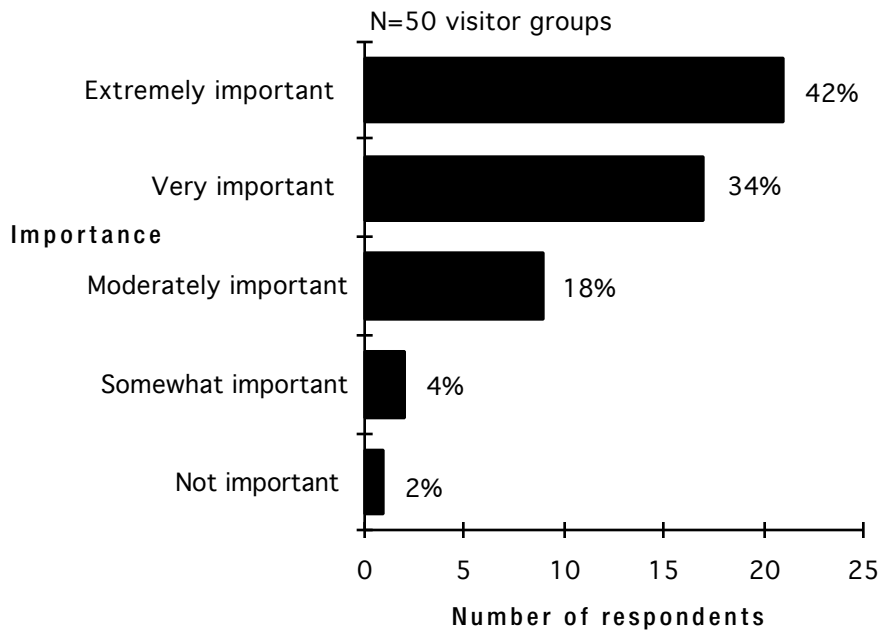
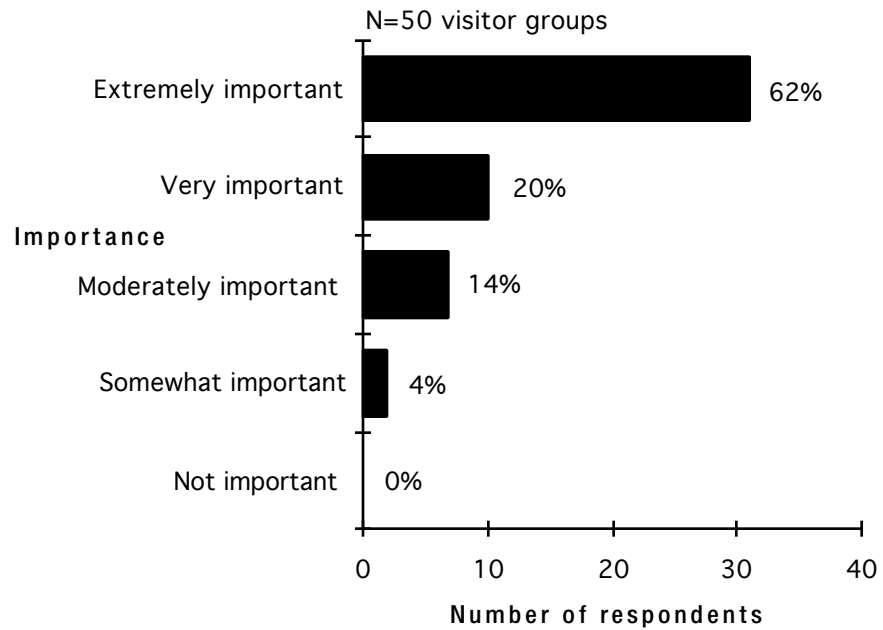
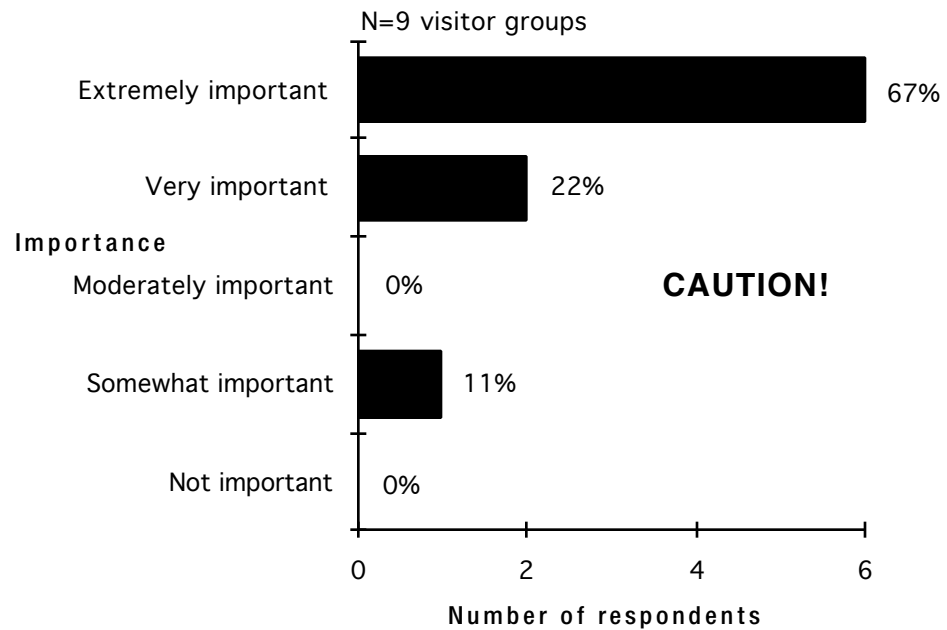


Figure 102: Importance of visitor center exhibits (general visitors)



**Figure 103: Importance of visitor/ nature center
(general visitors)**



**Figure 104: Importance of interpretive/ naturalist program
(general visitors)**

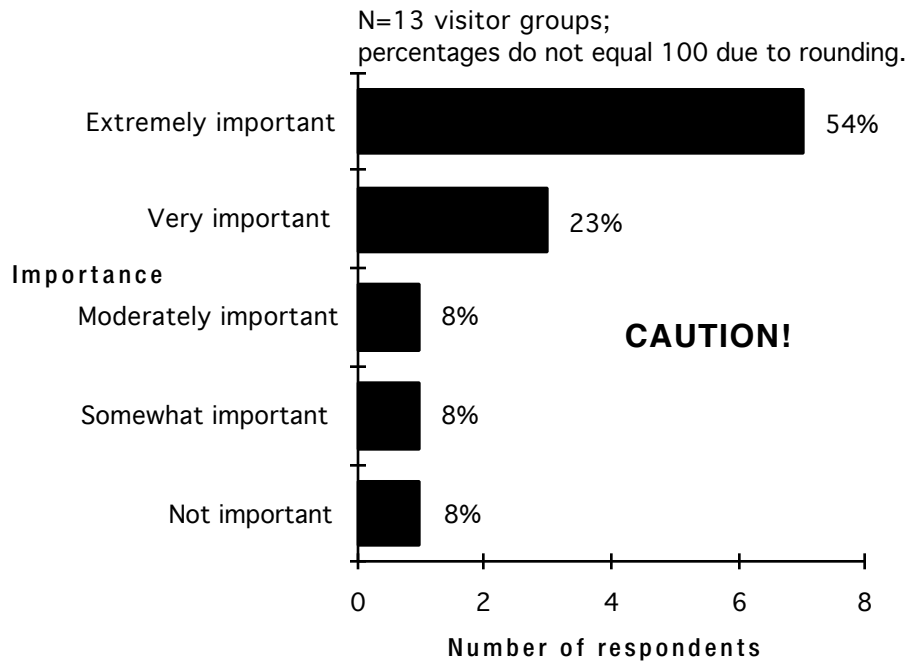


Figure 105: Importance of park newspaper (general visitors)

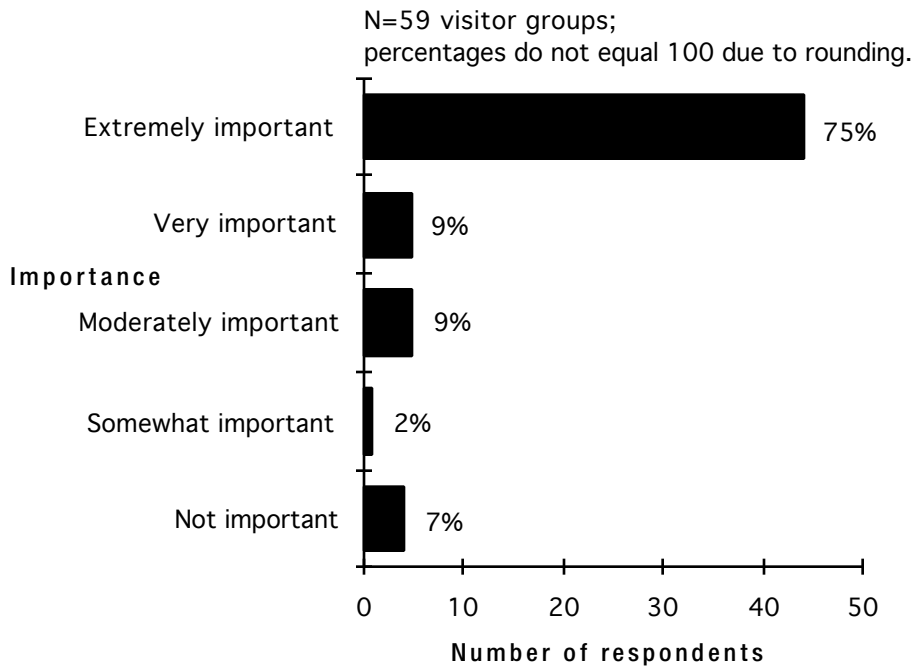


Figure 106: Importance of trail maps (general visitors)

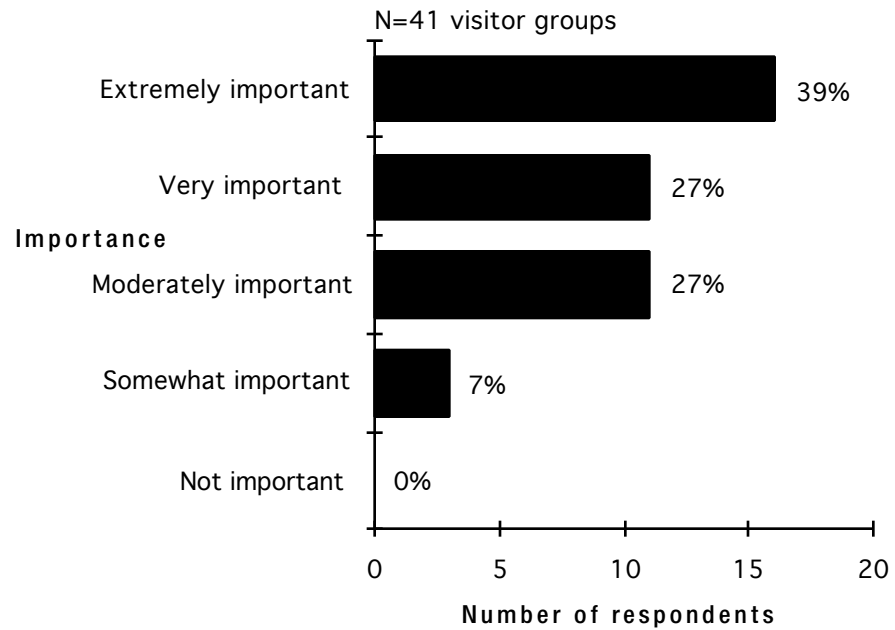


Figure 107: Importance of bulletin boards (general visitors)

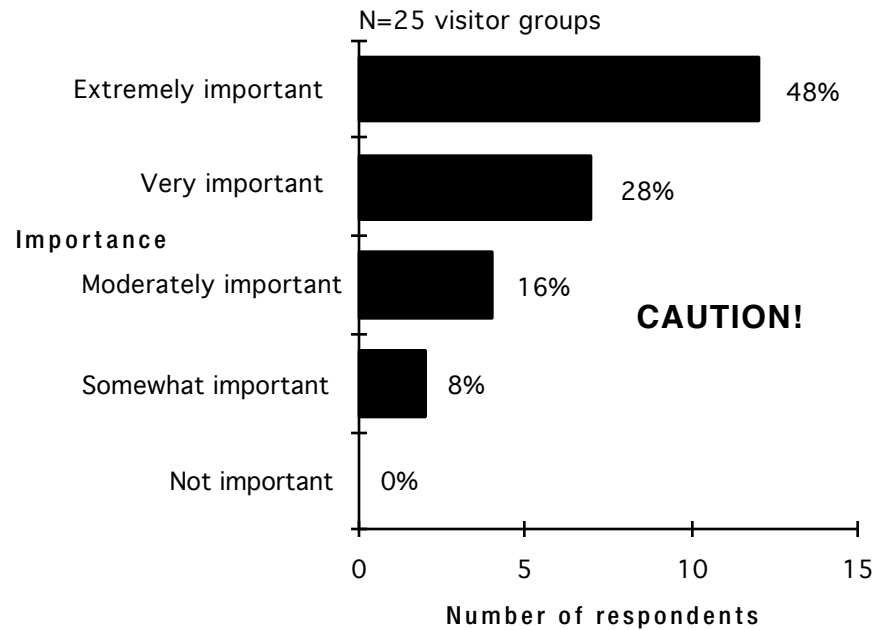


Figure 108: Importance of slide programs (general visitors)

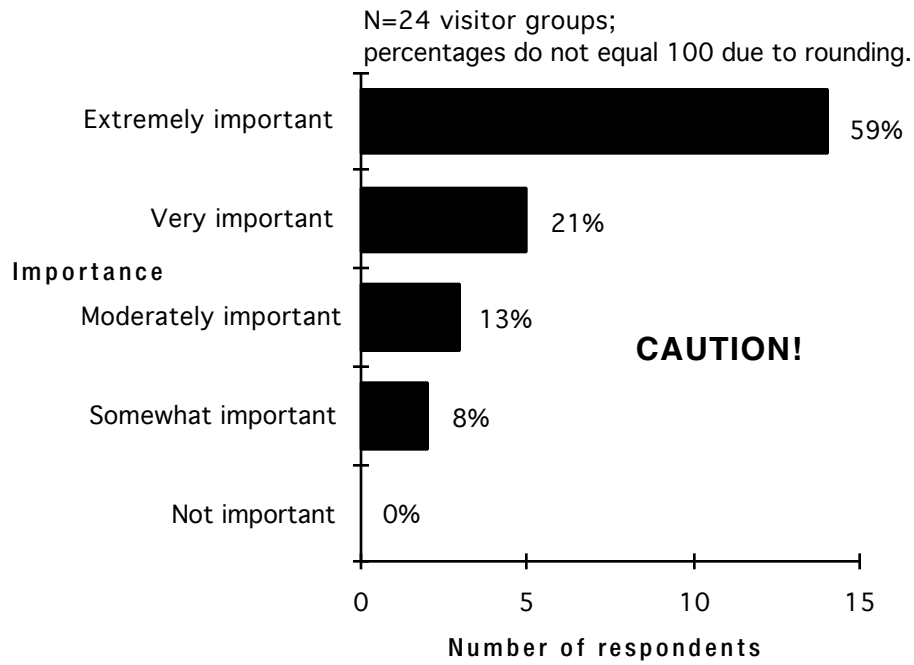


Figure 109: Importance of informational handouts (general visitors)

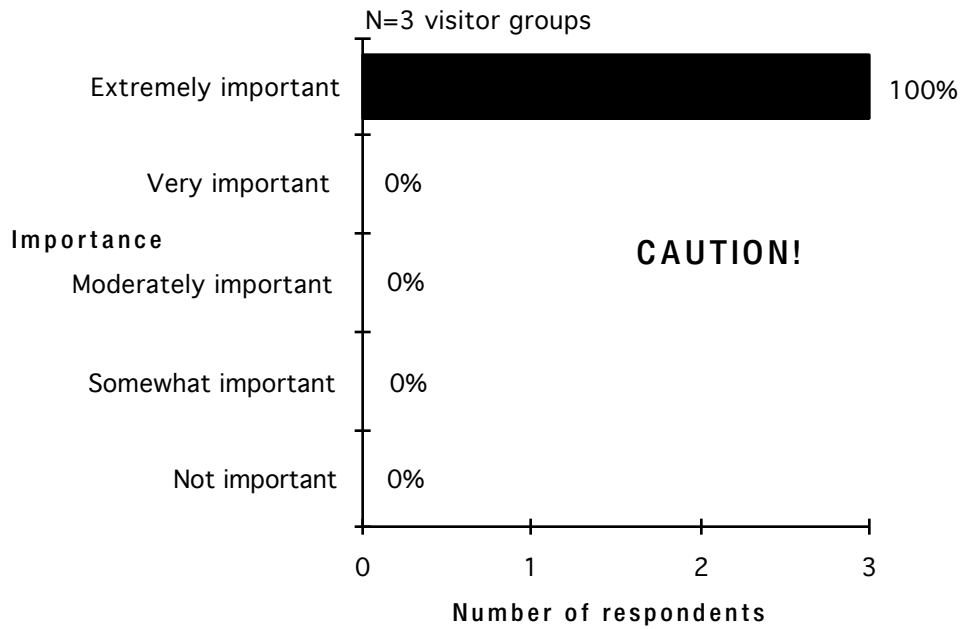


Figure 110: Importance of "other" services (general visitors)

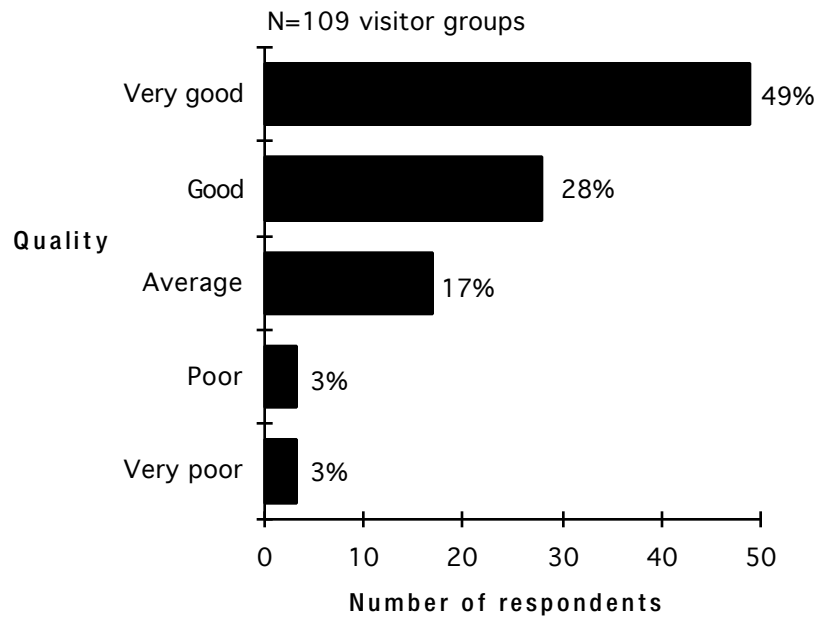


Figure 111: Quality of directional signs (general visitors)

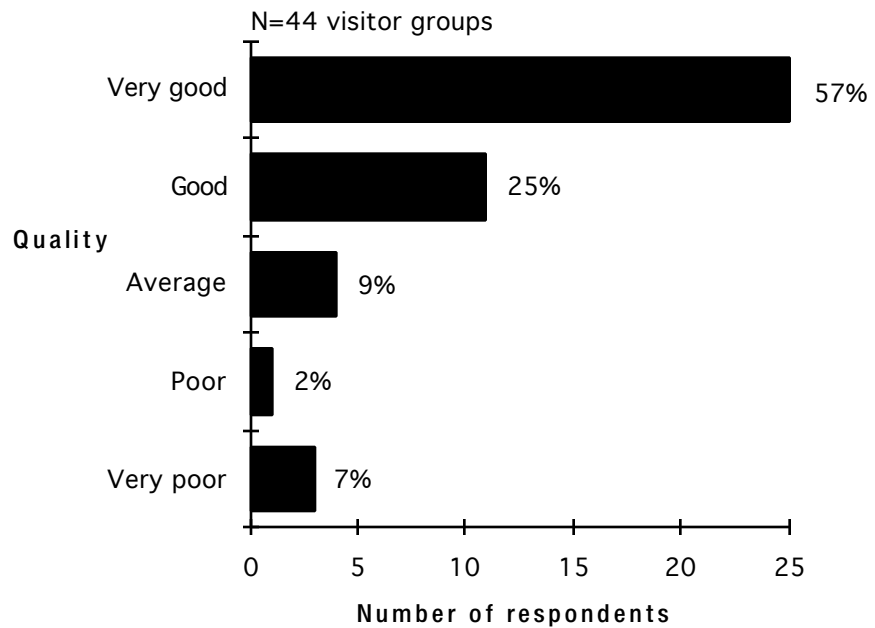
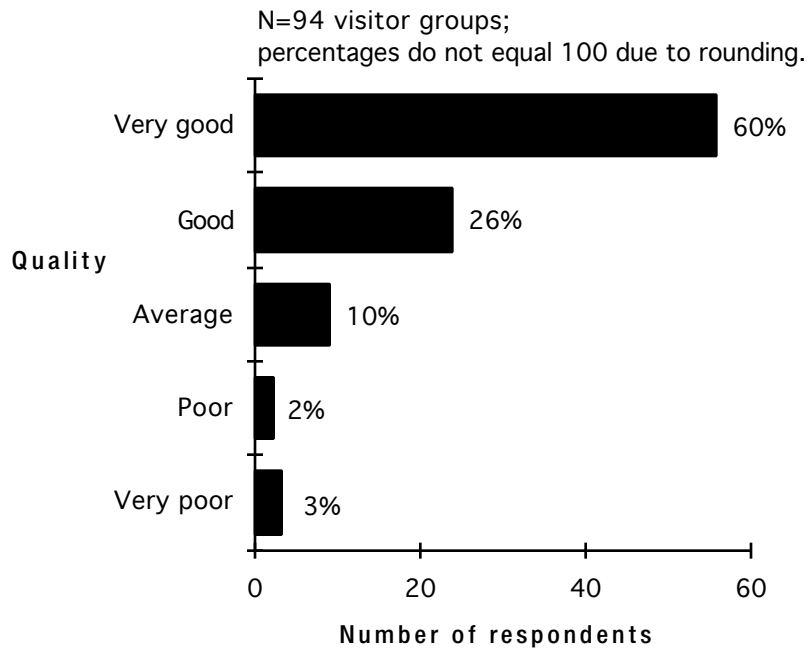
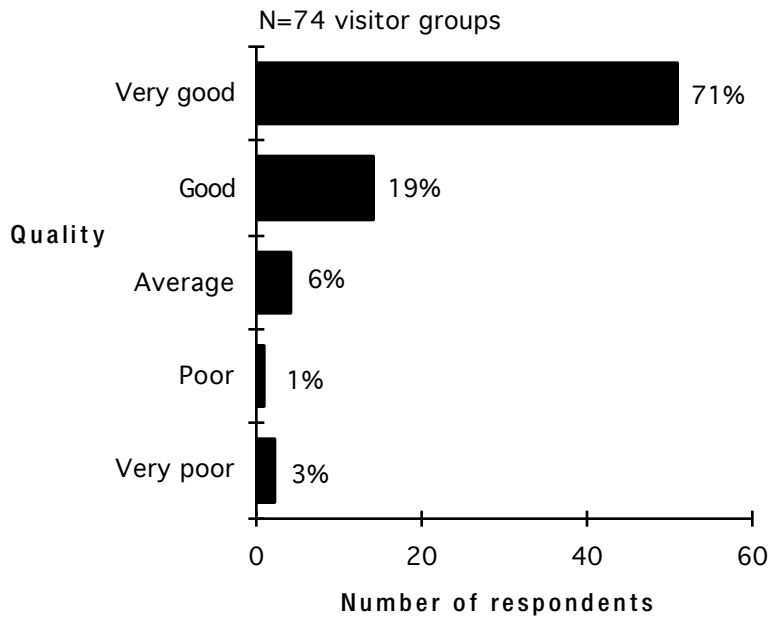


Figure 112: Quality of regulation signs (general visitors)



**Figure 113: Quality of informational signs
(general visitors)**



**Figure 114: Quality of uniformed park staff
(general visitors)**

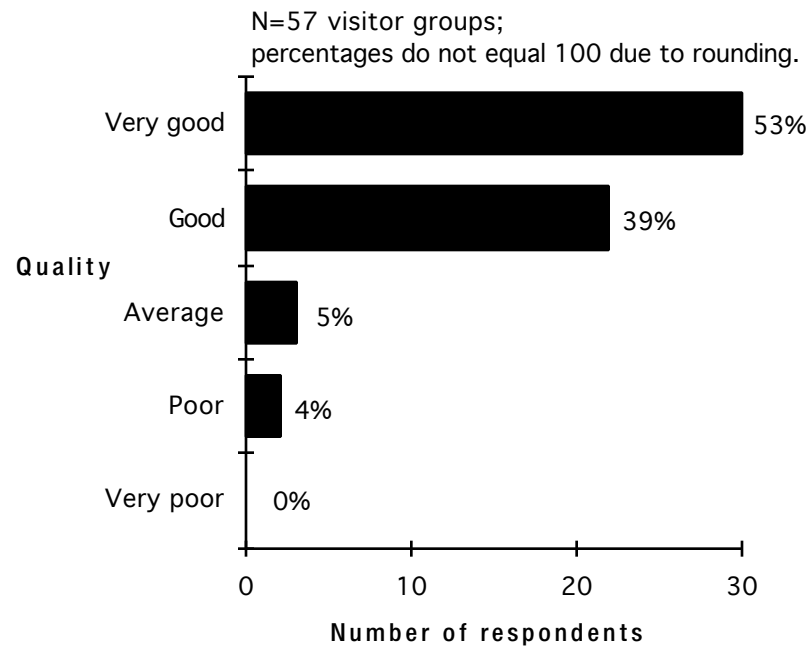


Figure 115: Quality of park brochure (general visitors)

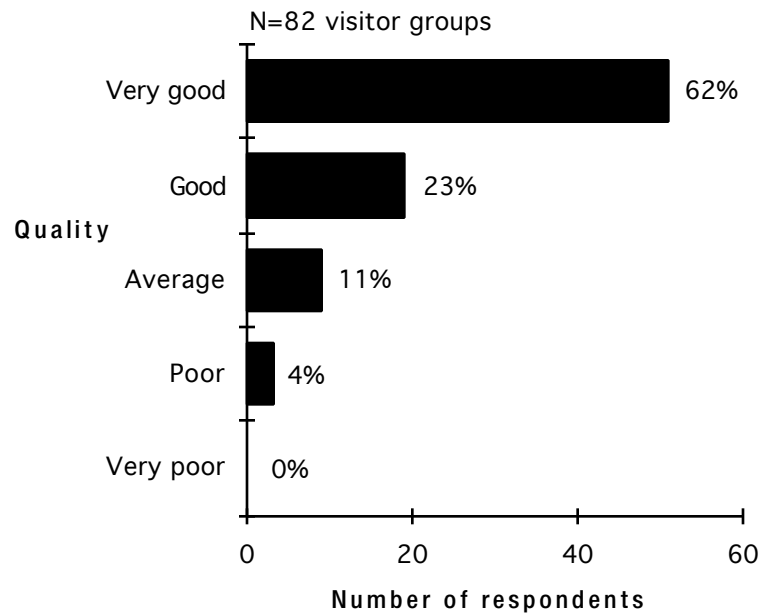


Figure 116: Quality of park map (general visitors)

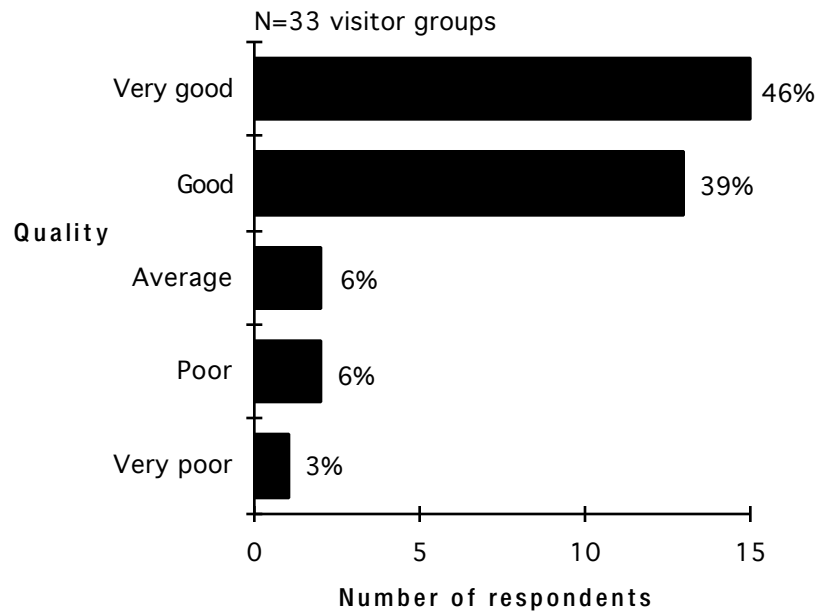


Figure 117: Quality of trail exhibits (general visitors)

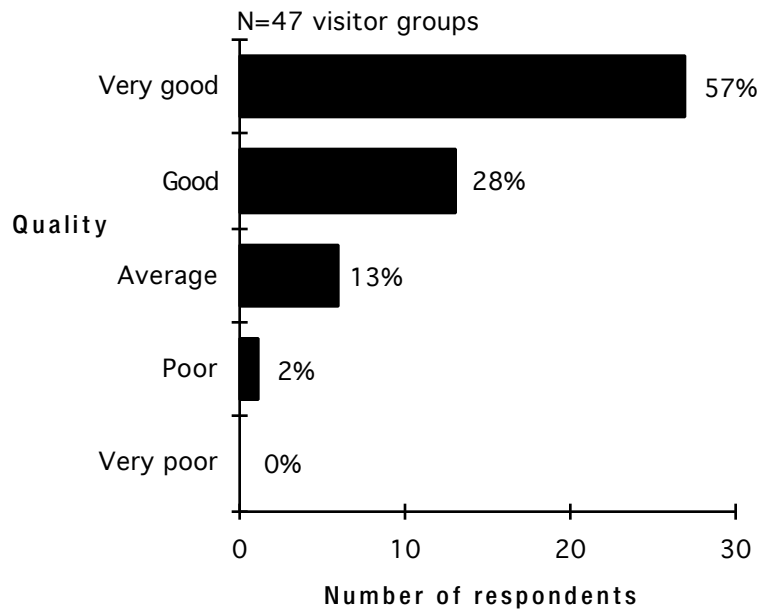
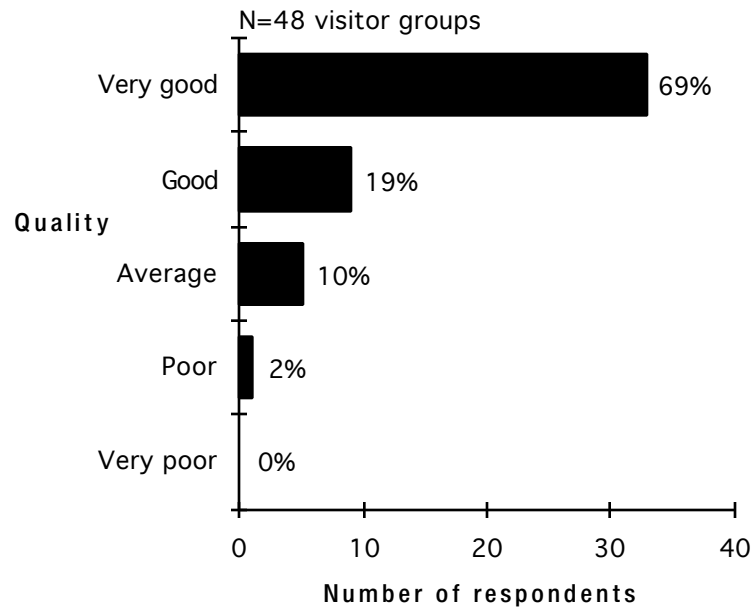
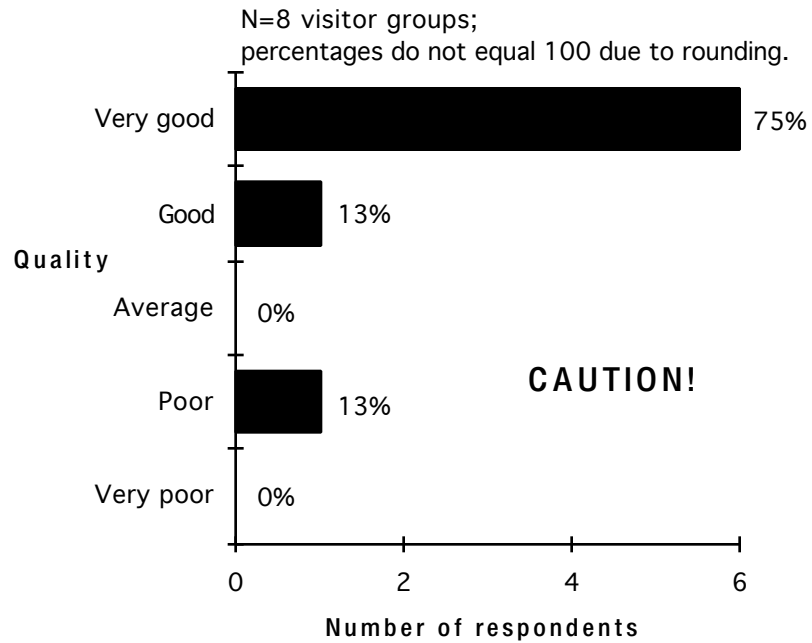


Figure 118: Quality of visitor center exhibits (general visitors)



**Figure 119: Quality of visitor/ nature center
(general visitors)**



**Figure 120: Quality of interpretive/ naturalist program
(general visitors)**

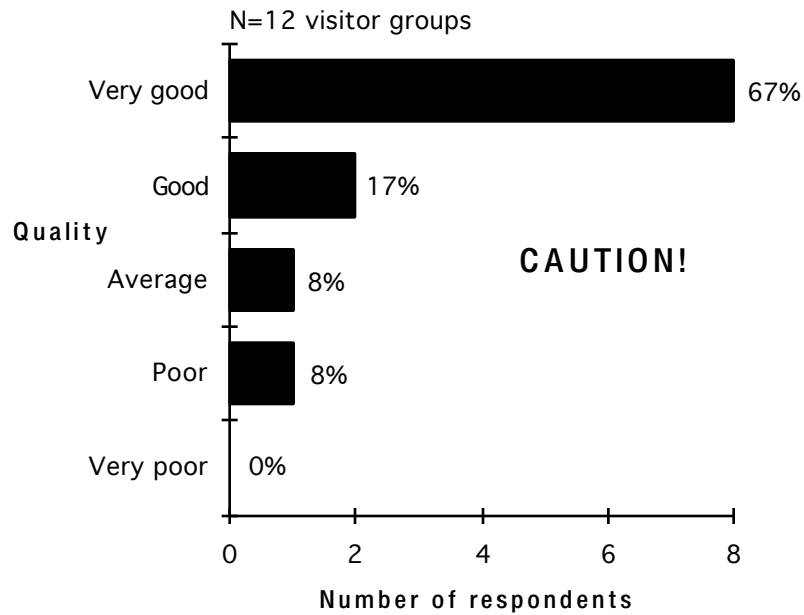


Figure 121: Quality of park newspaper (general visitors)

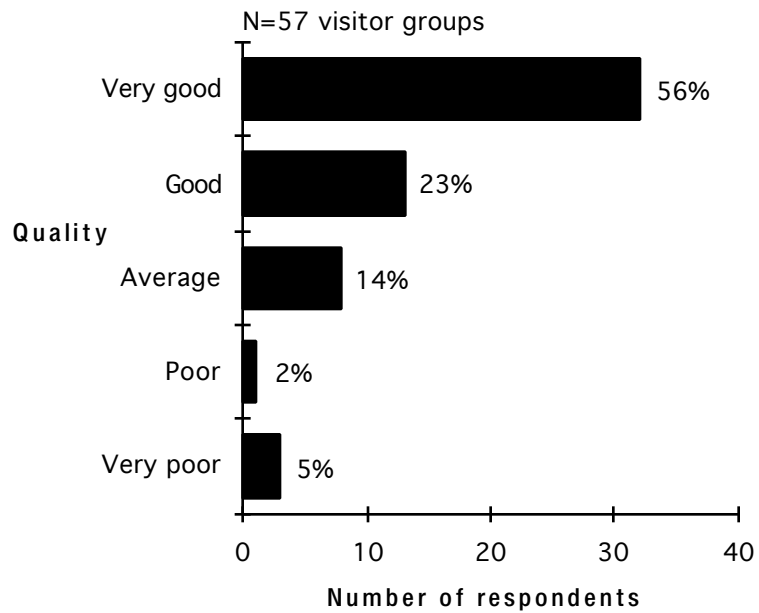


Figure 122: Quality of trail maps (general visitors)

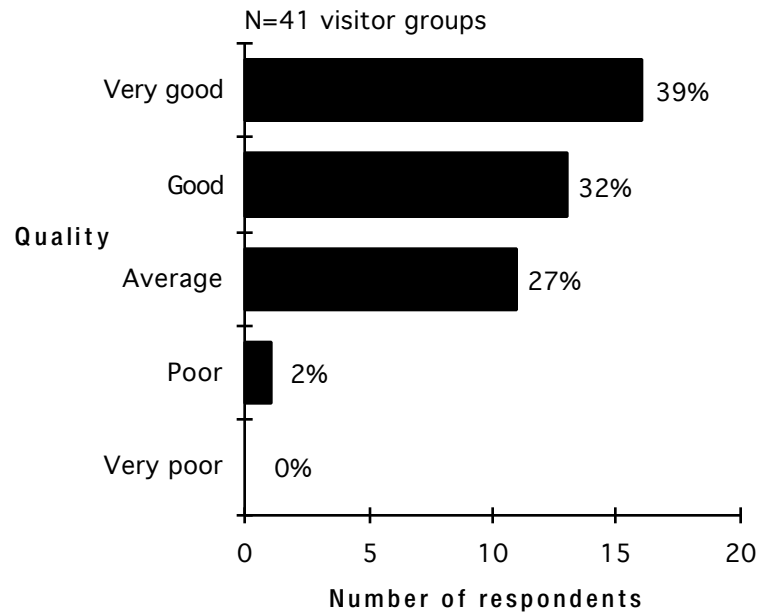


Figure 123: Quality of bulletin boards (general visitors)

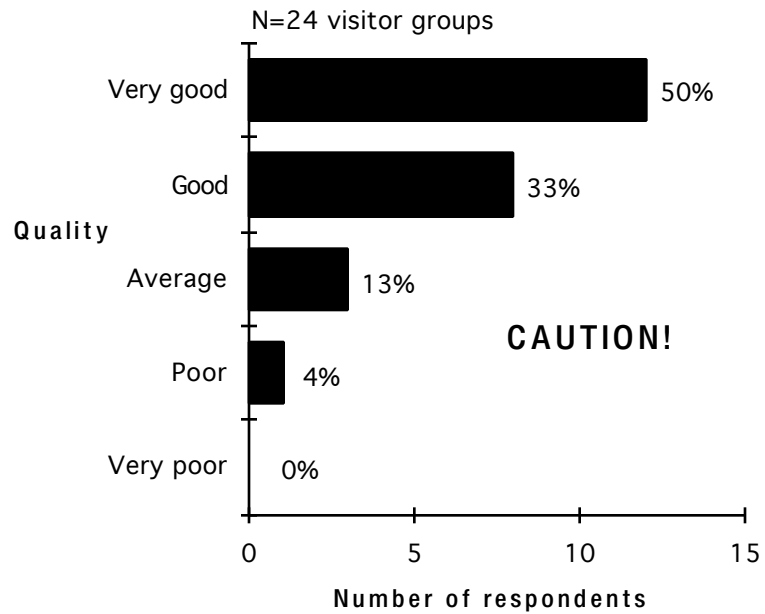


Figure 124: Quality of slide program (general visitors)

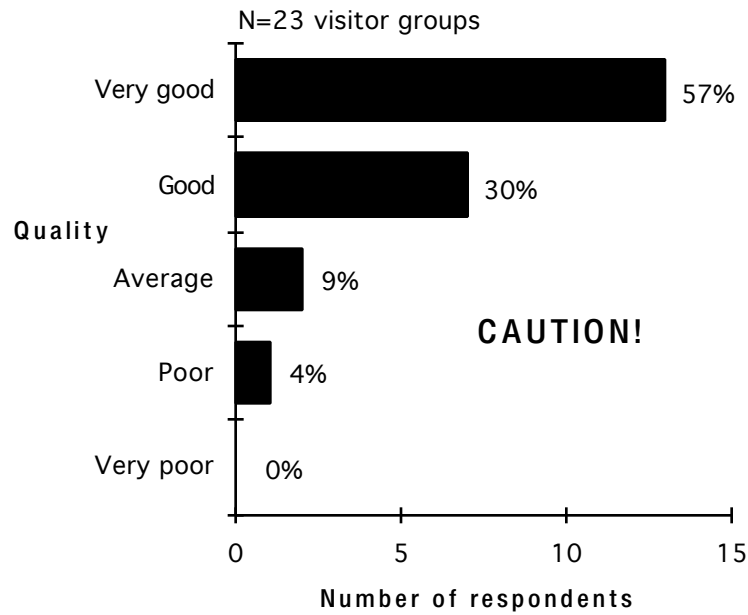


Figure 125: Quality of informational handouts (general visitors)



Figure 126: Quality of "other" services (general visitors)

Starting points on day of visit; planned destinations Respondents were asked to list the town and state where they began their trip on the day of their Indiana Dunes visit. The places are listed in Table 8.

Visitors were also asked their planned destination on the day they left Indiana Dunes. The destinations are listed in Table 9.

**Table 8: Starting points on day of visit
(general visitors)**

N=179 responses

Town and State	Number of times mentioned
Chesterton, IN	30
Valparaiso, IN	19
Chicago, IL	13
Portage, IN	12
Michigan City, IN	10
Porter, IN	8
Griffith, IN	4
Highland, IN	4
Beverly Shores, IN	3
Crown Point, IN	3
Hammond, IN	3
Merrillville, IN	3
Schererville, IN	3
South Bend, IN	3
Hobart, IN	2
La Porte, IN	2
Orland Park, IL	2
Richton Park, IL	2
Warsaw, IN	2
Whiting, IN	2
Akron, OH	1
Calumet City, IL	1
Cedar Lake, IN	1
Cincinnati, OH	1
Danville, IL	1
Davenport, IA	1
Donaldson, IN	1
Eau Claire, WI	1
Elmhurst, IL	1
Evanston, IL	1
Florence, KY	1
Grand Haven, MI	1
Hebron, IN	1
Hessville, IN	1
Holland, MI	1
Indianapolis, IN	1
Joliet, IL	1
Kenilworth, IL	1
La Grange, IL	1
Lake Village, IN	1
Lansing, IL	1

Lockport, IL	1
Markham, IL	1
Melrose Park, IL	1
Midlothian, IL	1
Mishawaka, IN	1
Mokena, IL	1
Mount Maris, IL	1
Munster, IN	1
Nappanee, IN	1
Newtown Square, PA	1
Oak Lawn, IL	1
Oak Park, IL	1
Ogden Dunes, IN	1
Park Forest, IL	1
Peotone, IL	1
Remington, IN	1
Royal Center, IN	1
Sanborn, IN	1
Sheboygan, WI	1
Shipshewana, IN	1
Skokie, IL	1
South Haven, IN	1
Stanford, IL	1
Sterling, IL	1
Troy, OH	1
Union Mills, IN	1
Westville, IL	1
Zionsville, IN	1

**Table 9: Planned destinations on day of visit
(general visitors)**

N=171 responses

<u>Town and State</u>	<u>Number of times mentioned</u>
Chesterton, IN	21
Valparaiso, IN	20
Chicago, IL	14
Michigan City, IN	11
Portage, IN	9
Highland, IN	5
La Porte, IN	5
Porter, IN	5
South Bend, IN	5
Griffith, IN	4
Merrillville, IN	4
Beverly Shores, IN	3
Crown Point, IN	3
Grand Haven, MI	3
Hammond, IN	3
Schererville, IN	3
Ann Arbor, MI	2
Hobart, IN	2
Madison, WI	2
Orland Park, IL	2
Aurora, IL	1
Beaver Dam, WI	1
Bedford, IN	1

Cedar Lake, IN	1
Danville, IL	1
Deerfield, IL	1
Donaldson, IN	1
Elmhurst, IL	1
Elyria, OH	1
Evanston, IL	1
Hebron, IN	1
Hessville, IN	1
Holland, MI	1
Indianapolis, IN	1
Kalamazoo, MI	1
La Grange, IL	1
Lafayette, IN	1
Lake Station, IN	1
Lake Village, IN	1
Lockport, IL	1
Marathon, WI	1
Markham, IL	1
Melrose Park, IL	1
Midlothian, IL	1
Milwaukee, WI	1
Mishawaka, IN	1
Mokena, IL	1
Munster, IN	1
Nappanee, IN	1
Naperville, IL	1
New Buffalo, MI	1
Oak Park, IL	1
Park Forest, IL	1
Peotone, IL	1
Plantation, FL	1
Remington, IN	1
Richton Park, IL	1
Springfield, IL	1
Thorntown, IN	1
Traverse City, MI	1
Walled Lake, MI	1
Warsaw, IN	1
Westville, IL	1
Williamsport, PA	1
Zionsville, IN	1

General visitors were asked, "If you were planning for the future of Indiana Dunes National Lakeshore, what would you propose? Please be specific." A summary of their comments appears below.

Proposals for future planning

Proposals for future planning (general visitors)

N=191 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide knowledgeable staff at all times	11
INTERPRETIVE SERVICES	
Publicize park more	3
Provide more information about dunes	3
Provide more information about Chellberg and Bailly families	3
Provide more children/youth activities	3
Offer more festivals	3
Provide better maps of area	2
Continue programs at park	2
Other comments	4
FACILITIES AND MAINTENANCE	
Provide more hiking trails	16
Provide cleaner beach areas	8
Improve camping areas	7
Improve restorations	6
Maintain park cleanliness	5
Add bike trails	5
Provide more garbage receptacles	4
Provide more primitive campgrounds	4
Make park more accessible for elderly/handicapped	3
Pave all paths	3
Provide swimming areas	3
Provide more picnic areas	2
Keep restrooms open year round	2
Improve Calumet Trail	2
Provide trail difficulty and mileage information at trailheads	2
Continue restoration of houses	2
Other comments	12

RESOURCE MANAGEMENT

Protect the environment	18
Buy land to expand park	10
Do not commercialize park	7
Post signs to protect dunes	6

POLICY

Ensure visitor safety	2
Other comments	4

GENERAL IMPRESSIONS

Keep it as it is	14
Stock local store better	2
Need better cafes/restaurants	2
Keep it as a family park	2
Provide lodging/cabins	2
Other comments	2

Many general 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 (general visitors)

N=157 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly/helpful park staff	16
INTERPRETIVE SERVICES	
Comments	2
FACILITIES AND MAINTENANCE	
Park well maintained	8
Mills unsightly	3
Clean up beach and parking areas	3
Pave all paths	2
Need more highway directional signs	2
Eliminate <i>e. coli</i> threat	2
Other comments	10
RESOURCE MANAGEMENT	
Preserve the dunes	4
Other comment	1
POLICIES	
Allow only hikers on trails, not bikers	2
Other comments	4
GENERAL IMPRESSIONS	
Enjoyed visit	62
Well managed park	22
Have nostalgic memories of park	2
Will return	2
Peaceful place	2
Enjoyed quieter fall season	2
Too many taverns	2
Other comments	4

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 the ages of various activity participants, request a comparison of age group by activity.

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 interpretation/visitor services used by group type by group size; to learn about what interpretive/visitor services were used by different age groups by group type, request a comparison of interpretive/visitor services by age groups by group type.

Consult the list of characteristics for Indiana Dunes festival or general 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 - festival visitors
Report 72

Date of request: ____/____/____

Person requesting analysis/title: _____

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 | • Group type | • Facility importance |
| • Activities this visit | • Age | • Facility quality |
| • Activities past visits | • State residence | • Interp. service used |
| • Places visited | • Country residence | • Interp. service importance |
| • Length of stay | • Number of visits | • Interp. service quality |
| • Group size | • Facilities used | • Reasons for visit |
| | | • Other attractions visited |

Two-way comparisons (write in the appropriate variables from the above list). Be sure to designate General or Festival visitors

age group by activity
by _____
by _____

Three-way comparisons (write in the appropriate variables from the above list). Be sure to designate General or Festival visitors

interp service by group type by group size
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
Indiana Dunes - festival visitors
Report 72**

Date of request: ____ / ____ / ____

Person requesting analysis/title: _____

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 | • Group type | • Facility importance |
| • Activities this visit | • Age | • Facility quality |
| • Activities past visits | • State residence | • Interp. service used |
| • Places visited | • Country residence | • Interp. service importance |
| • Length of stay | • Number of visits | • Interp. service quality |
| • Group size | • Facilities used | • Reasons for visit |
| | | • Other attractions visited |

Two-way comparisons (write in the appropriate variables from the above list). Be sure to designate general or festival visitors.

_____ by _____
_____ by _____
_____ by _____

Three-way comparisons (write in the appropriate variables from the above list). Be sure to designate general or festival 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

Visitor Services Project Analysis Order Form
Indiana Dunes - general visitors
Report 72

Date of request: ____ / ____ / ____

Person requesting analysis/title: _____

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 | • Age | • Interp. service used |
| • Activities this visit | • State residence | • Interp. service importance |
| • Activities past visits | • Country residence | • Interp. service quality |
| • Places visited | • Number of visits | • Reason for visit |
| • Length of stay | • Facilities used | • Other attractions visited |
| • Group size | • Facility importance | |
| • Group type | • Facility quality | |

Two-way comparisons (write in the appropriate variables from the above list). Be sure to designate festival or general visitors.

_____ by _____
_____ by _____
_____ by _____

Three-way comparisons (write in the appropriate variables from the above list). Be sure to designate festival or general 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

NPS D-135

June 1995



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Visitor Services Project Indiana Dunes National Lakeshore

Appendix

**Visitor Services Project Report 72
Cooperative Park Studies Unit**

Visitor Services Project Indiana Dunes National Lakeshore

Appendix

Margaret Littlejohn

Report 72

June 1995

This volume contains summaries of festival and general visitors' comments for Questions 14 and 15. Each summary is followed by their unedited comments.

Margaret Littlejohn is VSP Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank Dwight Madison who planned and conducted this study, Jeannie Harvey, Sue Perin and the staff of Indiana Dunes National Lakeshore 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 (festival visitors)

N=183 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
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INTERPRETIVE SERVICES

Emphasize conservation	15
Hold more festivals	12
More publicity	11
Provide more children's activities	7
Provide more information on history	5
Have more crafts/demonstrations	5
Provide more environmental education for visitors	4
Provide more children's education	3
Need more maps	2
Other comments	2

FACILITIES AND MAINTENANCE

Provide more trash cans/pick up trash more often	8
Improve restrooms	7
Need more restrooms	5
Provide electrical hookups at campgrounds	5
Expand and improve campgrounds	5
Maintain trails	5
Provide more parking	5
Need more signs on trails	4
Improve bike trail	4
Improve recycling efforts	4
Provide more bike trails	3
Continue restoration of Bailly-Chellberg Farm	3
Clean up beaches/water	3
Provide benches along trails	2
Need more hiking trails	2
Improve road signs	2
Other comments	2

POLICY

Preserve the lakeshore	5
Control power boats on lake	3
Keep campground open year round	2
Other comments	2

RESOURCE MANAGEMENT

Leave it as it is	18
Expand park boundaries	7
Provide more wildlife management	3
Other comment	1

GENERAL IMPRESSIONS

Offer cabins to rent	3
Sell T-shirts at festival	2
Provide shuttle buses	2

**Visitor comment summary
(festival visitors)**

N=250 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff/volunteers friendly/helpful	17
INTERPRETIVE SERVICES	
Exhibits well done	2
Enjoy area history	2
Other comment	1
FACILITIES AND MAINTENANCE	
Facilities well maintained	4
Trails well maintained	2
Comments	5
RESOURCE MANAGEMENT	
Preserve it	8
POLICY	
Organize parking lots	2
Other comments	2
GENERAL IMPRESSIONS	
Enjoyed visit	60
Enjoyed festival	37
Thank you	19
Great place for children	16
Visit often	16
Plan to return	14
Beautiful area	15
Keep up the good work	8
Festival well organized	6
Enjoyed music	5
Liked Chellberg Farm	3
Trip too short	3
Other comments	3

Proposals for future planning (general visitors)

N=191 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
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PERSONNEL

Provide knowledgeable staff at all times	11
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INTERPRETIVE SERVICES

Publicize park more	3
Provide more information about dunes	3
Provide more information about Chellberg and Bailly families	3
Provide more children/youth activities	3
Offer more festivals	3
Provide better maps of area	2
Continue programs at park	2
Other comments	4

FACILITIES AND MAINTENANCE

Provide more hiking trails	16
Provide cleaner beach areas	8
Improve camping areas	7
Improve restorations	6
Maintain park cleanliness	5
Add bike trails	5
Provide more garbage receptacles	4
Provide more primitive campgrounds	4
Make park more accessible for elderly/handicapped	3
Pave all paths	3
Provide swimming areas	3
Provide more picnic areas	2
Keep restrooms open year round	2
Improve Calumet Trail	2
Provide trail difficulty and mileage information at trailheads	2
Continue restoration of houses	2
Other comments	12

RESOURCE MANAGEMENT

Protect the environment	18
Buy land to expand park	10
Do not commercialize park	7
Post signs to protect dunes	6

POLICY

Ensure visitor safety	2
Other comments	4

GENERAL IMPRESSIONS

Keep it as it is	14
Stock local store better	2
Need better cafes/restaurants	2
Keep it as a family park	2
Provide lodging/cabins	2
Other comments	2

**Comment summary
(general visitors)**

N=157 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly/helpful park staff	16
INTERPRETIVE SERVICES	
Comments	2
FACILITIES AND MAINTENANCE	
Park well maintained	8
Mills unsightly	3
Clean up beach and parking areas	3
Pave all paths	2
Need more highway directional signs	2
Eliminate <i>e. coli</i> threat	2
Other comments	10
RESOURCE MANAGEMENT	
Preserve the dunes	4
Other comment	1
POLICIES	
Allow only hikers on trails, not bikers	2
Other comments	4
GENERAL IMPRESSIONS	
Enjoyed visit	62
Well managed park	22
Have nostalgic memories of park	2
Will return	2
Peaceful place	2
Enjoyed quieter fall season	2
Too many taverns	2
Other comments	4
