

Visitor Services Project — Sleeping Bear Dunes National Lakeshore

Introductory script used in contacting visitors:

Hello! The National Park Service is conducting a visitor survey at Sleeping Bear Dunes National Lakeshore to gather your opinions about the park's programs and services. Participation is voluntary. If you decide to participate we would like to have the survey mailed back. The mail-back questionnaire takes about 20 minutes to complete during or after your visit. Would you like to participate?

IF NO: Thank you. **IF YES:** Thank you. I have a few quick questions for you. Who in your group (at least 16 years old) has the next birthday?

Questions 1-4: Topic area 2—Trip/visit characteristics Question 5: Topic area 1—Individual Characteristics

- 1) What type of group are you traveling with today?
- 2) (If with an organized group-tours, school, etc.) How many people are in your group?
- 3) How many adults, 18 years and older, are in your personal group?
- 4) How many children, 17 years and younger, are in your personal group?
- 5) How old is the person who will complete the questionnaire?

So we can thank you and remind you to mail back the questionnaire, please write your name, address, and email address/phone number. Thank you. Be sure to mail the questionnaire—your opinions are important!

Training for interviewers: each interviewer receives 1-1/2 hours of training on how to conduct interviews. This training goes over every aspect of interviewing, including conducting the interviews using a sampling interval, avoiding sampling bias, and how to handle all types of interviewing situations, including safety of the visitor and the interviewer. Quality control is ensured by monitoring interviewers in the field, and by checking their paperwork at the end of each day of surveying.

1st follow-up printed on a scenic park postcard (sent to all participants 11 working days after completion of survey)

Dear Visitor:

Thank you for participating in the Sleeping Bear Dunes National Lakeshore visitor study. We look forward to hearing from you.

A select number of people were contacted for this study, so your opinions are very important!

If you have already returned your questionnaire, thank you. If not, please mail it today.

After eight months, look for the survey results at: www.psu.uidaho.edu/vsp.reports.htm.

A handwritten signature in cursive script that reads "Dusty Shultz".

Dusty Shultz, Superintendent
Sleeping Bear Dunes National Lakeshore

2nd follow-up note and letter with replacement questionnaire (sent to non-respondents 21 working days after completion of survey)



United States Department of the Interior

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

IN REPLY REFER TO:

August 26, 2009

Dear Visitor:

The National Park Service would like to thank you for participating in the Sleeping Bear Dunes National Lakeshore visitor study. Only a select number of visitors were contacted, therefore each visitor's opinions are very important.

If you have already returned your questionnaire, thank you. If you have not returned your questionnaire, please mail it today. Unless your questionnaire was mailed in the last few days, we would appreciate you completing the enclosed replacement questionnaire since we have not received yours as of today.

In approximately eight months, the results of the visitor survey will be posted on the Visitor Services Project website at www.psu.uidaho.edu/vsp.reports.htm.

If you have any questions regarding your questionnaire, please contact Margaret Littlejohn, National Park Service Visitor Services Project Director by phone 208-885-7863 or email: littlej@uidaho.edu.

Thank you for sharing your opinions with us.

Sincerely,

A handwritten signature in cursive script that reads "Dusty Shultz".

Dusty Shultz, Superintendent
Sleeping Bear Dunes National Lakeshore

3rd follow-up letter with replacement questionnaire (sent to non-respondents 35 working days after completion of survey)



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE

Visitor Services Project
PSU, College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139

September 16, 2009

I am writing about the visitor study at Sleeping Bear Dunes National Lakeshore, in which you agreed to participate. As of today, we have not received your completed questionnaire.

The waiting period for incoming questionnaires is almost over and we have not yet received yours. I would appreciate you completing another one unless you mailed it within the past few days.

The staff of Sleeping Bear Dunes National Lakeshore is anxiously awaiting the survey results. They want to use your ideas and opinions in making decisions about what services and programs to provide for visitors in the future.

I urge you to complete the enclosed questionnaire and return it by September 30. Your contribution to the success of this study is greatly appreciated.

In approximately eight months, the results of the visitor survey will be posted on the Visitor Services Project website at www.psu.uidaho.edu/vsp.reports.htm.

If you have questions regarding your questionnaire, please contact me by phone: (208)-885-7863 or email: littlej@uidaho.edu.

Sincerely,

A handwritten signature in cursive script that reads "Margaret Littlejohn".

Margaret Littlejohn
Director, Visitor Services Project



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

Visitor Services Project

Sleeping Bear Dunes National Lakeshore

Visitor Study





United States Department of the Interior

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

IN REPLY REFER TO:

July 2009

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Sleeping Bear Dunes National Lakeshore. This information will assist us in our efforts to better manage this park and to serve you, our visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Dusty Shultz
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this:  Not like this:   

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your personal group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Sleeping Bear Dunes National Lakeshore

NOTE: In this questionnaire, your **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to your visit, how did you and your personal group obtain information about Sleeping Bear Dunes National Lakeshore (NL)? Please mark (●) **all** that apply in column (a). [2.TPLAN11]
- b) If you were to visit Sleeping Bear Dunes NL in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) Prior to this visit? (●) _____ **b) On a future visit? (●)**

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

This visit _____ Future visit _____

- c) From the sources marked above, did you and your personal group receive the type of information about the park that you needed? [2.TPLAN12]

- No Yes → **Go to Question 2**
 ↓

- d) If NO, what type of park information did you and your personal group need that was not available? Please be specific. [2.TPLAN13]
-

Sleeping Bear Dunes National Lakeshore Visitor Study

2. a) **Prior to this visit**, were you and your personal group aware that Sleeping Bear Dunes NL is a unit of National Park System? [1KNOW2]

- Yes No Not sure

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

- Yes No Not sure

3. a) Sleeping Bear Dunes NL operates year-round, although available programs and facilities vary according to season. **Prior to this visit**, were you and your personal group aware of the opportunity to visit the park during other seasons besides summer?

- Yes No

b) If YES, have you and your group visited the park during a season other than summer?

- No Yes → c) If YES, which season(s)? _____

d) How likely is it in the future that you or someone in your personal group will visit Sleeping Bear Dunes NL in a season other than summer? Please mark (●) **one**.

- Likely Unsure Not likely

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

b) On this visit to Sleeping Bear Dunes NL, did you and your group learn (via publications, signs, talking to park staff, etc.) about these rules/regulations? Please mark (●) **one** answer for each item in column b. [3.LEARN5]

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

Sleeping Bear Dunes National Lakeshore Visitor Study

5. Several non-profit organizations work as partners to protect Sleeping Bear Dunes NL. They provide support to the park through educational programs, awareness, and funding. **Prior to receiving this questionnaire**, were you and your personal group aware of the following groups? [1.PART2]

- | | | | | |
|----------------------------------|-----------------------|-----|-----------------------|----|
| Friends of Sleeping Bear Dunes | <input type="radio"/> | Yes | <input type="radio"/> | No |
| Manitou Islands Memorial Society | <input type="radio"/> | Yes | <input type="radio"/> | No |
| Preserve Historic Sleeping Bear | <input type="radio"/> | Yes | <input type="radio"/> | No |

6. a) Currently, advance reservations are accepted at selected campgrounds within Sleeping Bear Dunes NL via the Internet or telephone. Prior to this visit, were you and your group aware of the campground reservation system? [2.TPLAN14]

- Yes No

b) Did you and your group make campground reservations prior to your visit? [2.TPLAN15]

- Did not camp on this visit → **Go to Question 7**
 Yes, made reservation No, did not make reservation

7. a) If you and your personal group camped on this visit, which campground did you use? Please specify in **part a** in the table below.

b) For the campgrounds you used, please rate how crowded you felt. Please mark (●) **one** in **part b** for each campground you used. [5.CROWD2]

c) Finally, for only those campgrounds that you or your personal group **used**, please rate their quality from 1-5 in **part c**. [6.EVALSERV21] **c) What quality?**

- 1=Very poor
 2=Poor
 3=Average
 4=Good
 5=Very good

a) Campground (Please specify)	b) How crowded?					
	Not at all crowded	A little crowded	Moderately crowded	Very crowded	Extremely crowded	
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____

Q. 8: Topic area 7 — Individual opinions on park management

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

- Won't camp on a future visit
 All campsites are first-come, first-served
 Advance reservation for all campsites
 Advance reservations for some and first-come, first-served for others

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9. On this trip, what was the **primary** reason that you and your personal group came to the Sleeping Bear Dunes NL area? Please mark (●) **one**. [3TRIPC1]
- Resident of the area (within 1-hour drive from park boundary; use map on page 12 for park boundary)
 - Visit Sleeping Bear Dunes NL
 - Visit other area attractions
 - Visit friends/relatives in the area
 - Business
 - Other (Please specify) _____

10.a) On this trip, did you and your personal group stay overnight **away from your permanent residence** and within Sleeping Bear Dunes NL, or in the surrounding area (within 1-hour drive from park boundary, use map on page 12 for park boundary)? [3TRIPC13]

- Yes No → **Go to Question 11**

b) If YES, please list the number of nights you and your personal group stayed in Sleeping Bear Dunes NL and/or in the **surrounding area** (within 1-hour drive of the park boundary). [3TRIP14]

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

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

c) In what type of lodging did you and your personal group spend the night(s)? Please mark (●) **all** that apply. [TRIPC15]

Lodging	In park	Outside park in surrounding area
Lodges, hotels, motels, vacation rentals, or bed & breakfast, etc.	<input type="radio"/>	<input type="radio"/>
RV/trailer camping in developed campground	<input type="radio"/>	<input type="radio"/>
Tent camping in developed campground	<input type="radio"/>	<input type="radio"/>
Backcountry campsite	<input type="radio"/>	<input type="radio"/>
Personal seasonal residence	<input type="radio"/>	<input type="radio"/>
Residence of friends or relatives	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>

In park: _____ Outside park: _____

Sleeping Bear Dunes National Lakeshore Visitor Study

11. a) As you were planning your trip, what activities did you and your personal group **expect** to include on this visit? Please mark (●) **all** that apply in column a. [3.ACT21]

b) On this visit, what activities did you and your personal group actually participate in at Sleeping Bear Dunes NL? Please mark (●) **all** that apply in column b.

a) Activities expected (●) _____ **b) Activities on this visit (●)**

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

Expected: _____ Did: _____

c) Which **one** activity that you or your group participated in was your primary reason for visiting Sleeping Bear Dunes NL on this visit? [3.ACT23]

12. a) On this visit to Sleeping Bear Dunes NL, did anyone in your personal group participate in any ranger-led talks/programs? [3.ACT8]

- No Yes → **Go to Question 13**

Sleeping Bear Dunes National Lakeshore Visitor Study

b) If NO, why not? Please mark (●) **all** that apply. [3.ACT9]

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

13. a) For this trip, please mark all the park locations that you and your group visited in Sleeping Bear NL? Please mark (●) **all** that apply in column (a); use the map on the next page to help you locate the sites. [3.ITIN1]

b) For the place that you and your group visited, please rate how crowded you felt Please mark (●) **one** answer for each location you visited. [5.CROWD1]

a) Location	b) How crowded?				
	Not at all crowded	A little crowded	Moderately crowded	Very crowded	Extremely crowded
<input type="radio"/> Crystal River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Platte River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Dune Climb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> North Bar Lake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Pierce Stocking Scenic Drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Port Oneida Rural Historic District	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Visitor Center (in Empire)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> North Manitou Island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> South Manitou Island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Glen Haven/Maritime Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Beach (specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other (specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sleeping Bear Dunes National Lakeshore Visitor Study

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

14. a) Please mark (●) **all** of the visitor services and facilities that you or your personal group **used** at Sleeping Bear Dunes NL during this visit.
- b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5. [3. EVALSERV21]

	b) If used, how important?	c) If used, what quality?
	1=Not important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

a) Visitor services/facilities used?

Mark (●)

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

15. Overall, how would you rate the quality of the facilities, services, and recreational opportunities at Sleeping Bear Dunes NL during this visit? Please mark (●) **one**. [6.EVALSERV1]

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sleeping Bear Dunes National Lakeshore Visitor Study

17. In which communities, within a 1-hour drive from park boundary, did you and your personal group purchase support services (such as hotels, restaurants, groceries, gas, recreational equipment rentals, etc.) specifically for this visit to Sleeping Bear Dunes NL? Please mark (●) **all** that apply. [3.TRIPC18]

- None → **Go to Question 18**
- Empire Traverse City Leland
- Glen Arbor Frankfort Beulah/Benzonia
- Other (Please specify) _____

18. It is the National Park Service's responsibility to protect Sleeping Bear Dunes NL's natural, scenic, and cultural resources and visitor experiences that depend on these. How important is protection of the following resources/attributes in the park to you? Please mark (●) **one** answer for each resource/attribute. [6.OPMGMT4]

Resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sand dunes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. On this visit to Sleeping Bear Dunes NL, how long did you and your personal group spend visiting the park? List partial hours or days as 1/4, 1/2, 3/4.[3TRIPC11]

_____ Number of hours **if less than 24 hours, OR**

_____ Number of days **if 24 hours or more**

Sleeping Bear Dunes National Lakeshore Visitor Study

20. On this visit, were you and your personal group part of the following types of organized groups? [1.GR6]

- a) Commercial guided tour group Yes No
- b) School/educational group Yes No
- c) Other organized group Yes No
 (scouts, work, church, etc.)

21. On this visit, with what kind of personal group (not guided tour/school/other organized group) were you? [1.GR5]

- Alone Friends
- Family Family and friends
- Other (Please specify) _____

22. a) On this visit, how many people were in your personal group, including yourself? [1.GR3]

_____ Number of people

b) On this visit, how many vehicles did you and your personal group use to arrive at the park? [1.GR4]

_____ Number of vehicles

23. For you and your personal group on this visit, please provide the following. (If you do not know the answer, leave blank). [1.AGE3]

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

24. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services? [1.GR2]

- Yes No → **Go on to Question 25**

Sleeping Bear Dunes National Lakeshore Visitor Study

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

c) What specific problems did the person have?

25. For you and your personal group, please report all expenditures for the items listed below for this visit to Sleeping Bear Dunes NL and the surrounding **area** (within a 1-hour drive from any entrance point). **Please write "0" if no money was spent in a particular category.** [3.TRIPC26]

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

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

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

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

c) How many people do the above expenses cover?

_____ Adults (18 years or over) _____ Children (under 18 years)

Please write 0 if no children were covered by the expenditures.

Sleeping Bear Dunes National Lakeshore Visitor Study

26. On a future visit to Sleeping Bear Dunes NL, how would you and your personal group prefer to learn about cultural and natural history/features of Sleeping Bear Dunes NL? Please mark (●) **all** that apply. [3.FVIS3]

- Not interested in learning about the park → **Go to Question 27**
- Indoor exhibits
- Outdoor exhibits
- Park website: www.nps.gov/slbe
- Self-guided tours
- Volunteer opportunities
- Special events
- Ranger-led interpretive programs
- Electronic media/devices available to visitors (downloadable digital files, podcasts, interactive computer programs/tours, etc.)
- Audiovisual programs (DVD, video, or audio)
- Printed materials (brochures, books, maps, etc.)
- Other (Please specify) _____

27. a) What did you and your personal group like **most** about your visit to Sleeping Bear Dunes NL? [6.EVALSERV25]

b) What did you and your personal group like **least** about your visit to Sleeping Bear Dunes NL? [6.EVALSERV24]

28. Is there anything else you and your personal group would like to tell us about your visit to Sleeping Bear Dunes NL? [6.OPMGMT7]

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

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