



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

Visitor Services Project

Yosemite National Park

Visitor Study



**United States Department of the Interior****NATIONAL PARK SERVICE**

Yosemite National Park
P.O. Box 700
El Portal, CA 95318

IN REPLY REFER TO:

July 2009

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Yosemite National Park. This information will help us improve our management of this park and better serve you, our visitor.

This questionnaire will be given to only 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 the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

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

We appreciate your help.

Sincerely,

Dave Uberuaga
Acting 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 (○), 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 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

Please go to the next page →

Your Visit To Yosemite National Park

NOTE: In this questionnaire, **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 this visit, how did you and your personal group obtain information to plan your visit to Yosemite National Park? Please mark (●) **all** that apply in the left column.
- b) If you were to visit Yosemite National Park in the future, how would you and your personal group prefer to obtain information about Yosemite National Park? Please mark (●) **all** that apply in the right column.

a) Prior to this visit

b) On future visits

- | | | |
|---|---|--------------------------------------|
| <input type="radio"/> Obtained no information prior to visit | → | Go to part b of this question |
| <input type="radio"/> Previous visits | | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth | | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.) | | <input type="radio"/> |
| <input type="radio"/> Maps/brochures | | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles | | <input type="radio"/> |
| <input type="radio"/> E-mail/telephone/written inquiry to park | | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/videos | | <input type="radio"/> |
| <input type="radio"/> Yosemite National Park website: www.nps.gov/yose/ | | <input type="radio"/> |
| <input type="radio"/> DNC Parks and Resorts website: www.yosemitepark.com | | <input type="radio"/> |
| <input type="radio"/> Yosemite Association website: www.yosemite.org | | <input type="radio"/> |
| <input type="radio"/> Yosemite Institute website: www.yni.org | | <input type="radio"/> |
| <input type="radio"/> Other websites | | <input type="radio"/> |
| <input type="radio"/> Other National Park Service areas | | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | | <input type="radio"/> |

This visit _____ Future visit _____

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

- No Yes → **Go to Question 2**

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

3. a) Prior to your visit, were you and members of your personal group informed about proper food storage regulations in bear country at Yosemite NP?

Yes No

b) During your visit, did you and your group learn about proper food storage regulations in bear country from talking with rangers, brochures, exhibits, or by other means?

Yes No

4. a) In some national park units, the National Park Service policy involves setting fires under prescribed weather and burning conditions to meet specific resource management objectives, such as reduction of non-native plants, restoration of native vegetation, and removal of unnatural levels of woody or grassy materials which could help reduce a potential catastrophic fire. Prior to this visit to Yosemite NP, were you aware of this prescribed fire policy?

Yes No

b) If you and your personal group were to visit Yosemite NP in the future, would you be willing to tolerate short periods of occasional smoke or reduced visibility caused by prescribed burns?

Yes, likely No, unlikely Not sure

c) If you and your personal group were to visit Yosemite NP in the future, would you be willing to tolerate temporarily charred fields or trees resulting from prescribed burns?

Yes, likely No, unlikely Not sure

5. a) On this visit to Yosemite National Park, how long did you and your personal group spend visiting the park? List partial hours or days as 1/4, 1/2, 3/4.

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

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

b) On this visit to Yosemite National Park, how long did you and your personal group stay in the **area** (within 50 miles of any entrance point)? List partial hours or days as 1/4, 1/2, 3/4.

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

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

6. When did you and your group make the decision to visit Yosemite National Park? Please mark (●) **one**.

- On the day of the visit 2-7 days before the visit
 8-30 days before the visit 1-6 months before the visit
 More than 6 months but less than a year before the visit
 A year or more before the visit

7. On this visit, at what time did you and your group **first** enter Yosemite National Park? Please mark (●) **only one**.

- 2:01 am to 6 am 6:01 am to 10 am 10:01 am to 2 pm
 2:01 pm to 6 pm 6:01 pm to 10 pm 10:01 pm to 2 am

8. a) On this visit, which entrance point did you and your group use to **first** enter Yosemite National Park? Please mark (●) **only one**.

b) On this visit, which exit point did you and your group use to last exit Yosemite National Park? Please mark (●) only one.

a) First entry

b) Last exit

- | | | |
|-----------------------|--|-----------------------|
| <input type="radio"/> | South Entrance (Highway 41 Corridor through Fresno, Oakhurst) | <input type="radio"/> |
| <input type="radio"/> | Arch Rock Entrance (Highway 140 Corridor through Merced, El Portal) | <input type="radio"/> |
| <input type="radio"/> | Tioga Pass Entrance (Highway 120 through Lee Vining, Mammoth Lakes) | <input type="radio"/> |
| <input type="radio"/> | Big Oak Flat Entrance (Highway 120 Corridor through Modesto, Stockton) | <input type="radio"/> |
| <input type="radio"/> | Hetch Hetchy Entrance Station | <input type="radio"/> |

c) During your stay in the area (within 50 miles of any entrance point), how many times did you and your personal group enter Yosemite National Park?

_____ Number of entries

9. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in Yosemite National Park or in the area within 50 miles of any entrance point?

- Yes No → **Go to Question 10**

b) If YES, please list the number of nights you and your personal group stayed.

_____ Number of nights inside Yosemite National Park

_____ Number of nights outside park within 50 miles of any entrance point

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

c) Inside park _____ **d) Outside park within 50 miles**

- | | | |
|-----------------------|--|-----------------------|
| <input type="radio"/> | Lodge, motel, cabin, rented condo/home, or bed & breakfast | <input type="radio"/> |
| <input type="radio"/> | RV/trailer camping | <input type="radio"/> |
| <input type="radio"/> | Tent camping in developed campground | <input type="radio"/> |
| <input type="radio"/> | Backcountry campsite | <input type="radio"/> |
| <input type="radio"/> | Backcountry cabin | <input type="radio"/> |
| n/a | 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"/> |

Inside _____ Outside _____

10. For this trip, what was the **primary** reason that you and your personal group visited the Yosemite National Park area (within 50 miles of any entrance point)? Please mark (●) **one**.

- | | | | |
|-----------------------|--|-----------------------|---------------------------------|
| <input type="radio"/> | Resident of area (within 50 miles of any entrance point) | | |
| <input type="radio"/> | Visit Yosemite National Park | <input type="radio"/> | Visit other attractions in area |
| <input type="radio"/> | Visit friends/relatives in area | <input type="radio"/> | Business |
| <input type="radio"/> | Travel through to other destination | | |
| <input type="radio"/> | Other (Please specify) _____ | | |

11. a) On this visit, which one of the following entrance fees applied to you and your group? Please mark (●) **one**.

- | | |
|-----------------------|--|
| <input type="radio"/> | \$20 per car (valid for 7 days) |
| <input type="radio"/> | \$10 per person arriving on foot or bicycle or a bus in a non-commercial group (free for those who are 15 years old and younger) |
| <input type="radio"/> | As a part of a commercial tour package or school/educational permit |
| <input type="radio"/> | Annual passes (Yosemite Annual Pass, Interagency Pass) |
| <input type="radio"/> | Other passes (e.g. Interagency Access Pass, Interagency Senior Pass) |

b) On this visit, how would you and your personal group rate the value you received for the entrance fee paid or pass you used to enter Yosemite National Park? Please mark (●) **one**.

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

12. a) On this visit, what forms of transportation did you and your group use to travel between your overnight accommodations or home and Yosemite National Park? Please mark (●) **all** that apply.

- Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)
- Rental vehicle (any type) Bicycle
- Commercial tour/school bus On foot
- Bus service (Please specify) _____
- Other (Please specify) _____

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

_____ Number of vehicles (not including park shuttle)

13. a) On this visit, what activities did you and your personal group participate in while visiting Yosemite National Park? Please mark (●) **all** that apply.

- | | |
|---|--|
| <input type="radio"/> View scenery (from outside the vehicle) | |
| <input type="radio"/> Take scenic drive | <input type="radio"/> Visit visitor center |
| <input type="radio"/> Shop in visitor center bookstore | <input type="radio"/> Rock climb |
| <input type="radio"/> Eat in park restaurant | <input type="radio"/> Bicycling |
| <input type="radio"/> Take photographs/paint/draw | <input type="radio"/> Day hike |
| <input type="radio"/> Wildlife viewing/birdwatching | <input type="radio"/> Nature study |
| <input type="radio"/> Stay in park lodging | <input type="radio"/> Picnic |
| <input type="radio"/> Attend ranger-led programs | <input type="radio"/> Visit museum |
| <input type="radio"/> Overnight backpacking | |
| <input type="radio"/> Camping in developed campground | |
| <input type="radio"/> Shopping inside park (other than at visitor center bookstore) | |
| <input type="radio"/> Other (Please specify) _____ | |

b) Which **one** of the above activities was the primary activity in which you and your personal group participated while visiting Yosemite National Park? Please list **only one**.

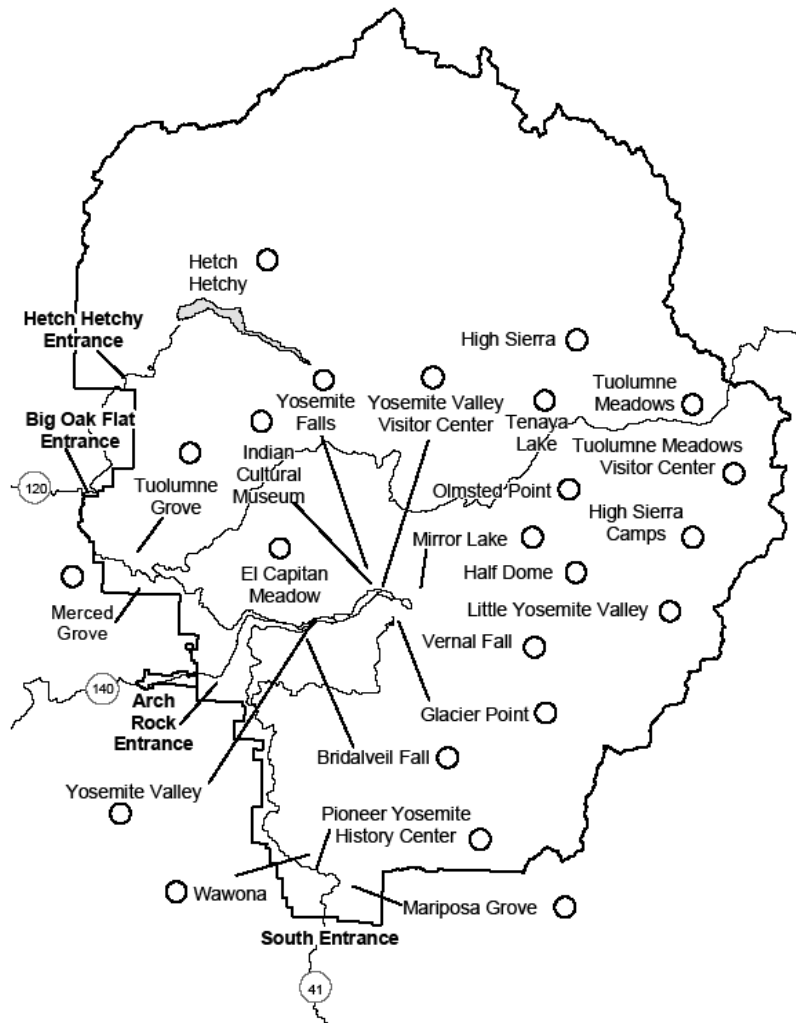
14. a) On this trip, where did you and your personal group stay on the night prior to visiting Yosemite National Park? If you stayed at home, please write the name of the town/city and state where you live.

Town/city _____ State _____

b) On this trip, where did you and your personal group stay on the night after leaving Yosemite National Park? If you stayed at home, please write the name of the town/city and state where you live.

Town/city _____ State _____

15. On this visit, which of the following sites in Yosemite National Park did you and your personal group visit? Please mark (●) **all** that apply on the map below.



Other (Please specify) _____

16. a) Please mark (●) **all** visitor services and facilities that you or your personal group **used** during this visit to Yosemite National Park.
- b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Visitor services and facilities used	b) If used, how important?	c) If used, what quality?
Mark (●)	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good

- | | | |
|--|-------|-------|
| <input type="radio"/> Directional signs (in park) | _____ | _____ |
| <input type="radio"/> Directional signs (outside park) | _____ | _____ |
| <input type="radio"/> Roads | _____ | _____ |
| <input type="radio"/> Trails | _____ | _____ |
| <input type="radio"/> Restrooms | _____ | _____ |
| <input type="radio"/> Campgrounds | _____ | _____ |
| <input type="radio"/> Picnic areas | _____ | _____ |
| <input type="radio"/> Trash collection | _____ | _____ |
| <input type="radio"/> Recycling | _____ | _____ |
| <input type="radio"/> Parking | _____ | _____ |
| <input type="radio"/> In-park lodging | _____ | _____ |
| <input type="radio"/> In-park restaurants | _____ | _____ |
| <input type="radio"/> Items purchased in gift shops
(other than visitor center bookstore) | _____ | _____ |
| <input type="radio"/> Access for disabled persons | _____ | _____ |

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

Yes No → **Go to Question 18**

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

18. a) Please mark (●) **all** information services and facilities that you or your personal group **used** during this visit to Yosemite National Park.
- b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Information services and facilities used	b) If used, how important?	c) If used, what quality?
	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
Mark (●)		
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Yosemite Guide (booklet distributed at park entrance)	_____	_____
<input type="radio"/> Trail guides	_____	_____
<input type="radio"/> Items purchased in visitor center bookstore (selection, quality, price, etc.)	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Ranger-led walks/talks	_____	_____
<input type="radio"/> Ranger-led campground program	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Indoor exhibits	_____	_____
<input type="radio"/> Outdoor exhibits (outside visitor centers, museums or in campgrounds, parking lots, etc.)	_____	_____
<input type="radio"/> Trailside exhibits (along walking/hiking trails)	_____	_____
<input type="radio"/> Yosemite Valley loop shuttle bus service	_____	_____
<input type="radio"/> Yosemite National Park website: www.nps.gov/yose/ (used before or during visit)	_____	_____

19. a) Is there any service/facility that you and your personal group needed inside Yosemite National Park that was not available?

Yes No → **Go to Question 20**

b) If YES, what is it? Please be specific.

20. On this visit, were you and your personal group part of the following types of groups? Please mark (●) **one** for each.

a) Commercial guided tour group Yes No

b) School/educational group Yes No

c) Wedding/reunion Yes No

d) Other organized group (such as business group, scout group, etc.) Yes No

e) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

21. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

Alone

Family

Friends

Family and friends

Other (Please specify) _____

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

_____ Number of people in your personal group

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

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

23. a) Are you or members of your group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is your race? What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) Are you or members of your group of Middle Eastern/Arab ancestry/descent? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Middle Eastern/Arab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not Middle Eastern/Arab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. If you or your personal group members are of Asian race, which of these best describe your race? Please mark (●) **one or more** for your group.

- No group members of Asian race → **Go to Question 25**
- Asian Indian Cambodian Chinese
- Filipino Hmong Japanese
- Korean Laotian Pakistani
- Thai Vietnamese Other Asian

25. When visiting an area such as Yosemite NP, what **one** language do you and most members of your personal group prefer to use for the following?

a) Speaking : English Other (Specify)_____

b) Reading : English Other (Specify)_____

c) What **services** in the park need to be provided in languages other than English? Please specify a **service(s)** or write "None."

26. Overall, how would you and your group rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Yosemite National Park during this visit? Please mark (●) **one**.

Very poor Poor Average Good Very good

○ ○ ○ ○ ○

27. For you and your group, please report all expenditures for the items listed below for this visit to Yosemite National Park and the surrounding area (within 50 miles of any entrance point). **Please write "0" if no money was spent in a particular category.**

- a) Please list your group's total expenditures inside Yosemite National Park.
- b) Please list your group's total expenditures outside the park (within 50 miles).

NOTE: Surrounding area residents should only include expenditures that were just for this visit to Yosemite National Park

	EXPENDITURES	
	a) Inside park	b) Outside park
Hotels, motels, cabins, B&B, etc.	\$ _____	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	\$ _____	\$ _____
Admission fees	\$ _____	\$ _____
Recreation, entertainment fees (including equipment rental)	\$ _____	\$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Donations	\$ _____	\$ _____

c) How many people do the above expenses cover?

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


28. If you were to visit Yosemite National Park in the future, how would you and your personal group prefer to learn about Yosemite NP? Please mark (●) **all** that apply.

- Not interested in learning about the park → **Go to Question 29**
- Indoor exhibits Outdoor exhibits
- Park website: www.nps.gov/yose Trailside exhibits
- Volunteer opportunities Self-guided tours
- Interactive computer programs tours Special events
- Living history/costumed interpretive programs
- Electronic media/devices available to visitors (downloadable podcasts, MP3/MP4, Windows Media™, etc.)
- Audiovisual programs (DVD, video, or movie)
- Printed materials (brochures, books, maps, etc.)
- Other (Please specify)

29. If you were a manager planning for the future of Yosemite National Park, what would you propose? Please be specific.

30. Is there anything else you and your personal group would like to tell us about your visit to Yosemite National Park?

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

 Printed on recycled paper

OFFICIAL BUSINESS

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