



U.S. Department of the Interior
National Park Service

Social Science Division
Visitor Services Project



Yellowstone National Park

Visitor Study





United States Department of the Interior

NATIONAL PARK SERVICE
Yellowstone National Park
Yellowstone NP, WY 82190



IN REPLY REFER
TO:

February 2012

Dear Visitor:

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

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 to complete

Please complete this questionnaire. Seal it in the postage-paid envelope provided 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,

Daniel N. Wenk
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) 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**. Please do not use pencil!

Like this:  Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed at Yellowstone National Park. Your responses are voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; littlej@uidaho.edu (email).

Your Visit To Yellowstone National Park

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

Topic Area 2 - TPLAN1

1. a) Prior to this visit, how did your personal group obtain information about Yellowstone National Park (NP)? Please mark (•) **all** that apply in column (a).

Did not obtain information prior to visit → **Go to part (b) below.**

b) If you were to visit Yellowstone NP in the future, how would your personal group prefer to obtain information about the park? Please mark (•) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (airport, hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (e.g., Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	<input type="radio"/>	Yellowstone NP website: www.nps.gov/yell
<input type="radio"/>	<input type="radio"/>	Xanterra concession website: www.travelyellowstone.com
<input type="radio"/>	<input type="radio"/>	Delaware North concession website: www.delawarenorth.com
<input type="radio"/>	<input type="radio"/>	Other websites
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

Topic Area 2 – TPLAN2

c) From the sources marked in column (a), did your personal group receive the type of information about the park that you needed?

No Yes → **Go to Question 2**

Topic Area 2 – TPLAN3

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

Topic Area 3 – TRIPC1

2. For this trip, what was the **primary** reason that your personal group visited the Yellowstone NP area (within 150 miles)? Please mark (●) only **one**.
- | | |
|---|---|
| <input type="radio"/> Resident of area | <input type="radio"/> Business |
| <input type="radio"/> Visit Yellowstone NP | <input type="radio"/> Snow shoeing/skiing |
| <input type="radio"/> Visit Grand Teton NP | <input type="radio"/> Snowmobiling/snow coach |
| <input type="radio"/> Visit friends/relatives in the area | <input type="radio"/> Study natural history |
| <input type="radio"/> Visit other attractions in the area | <input type="radio"/> Watch wildlife |
| <input type="radio"/> Traveling through - unplanned visit | |
| <input type="radio"/> Other (Please specify) _____ | |

Topic Area 6 - EVALSERV4

3. On this visit, were the signs directing your personal group to and within Yellowstone NP adequate? Please mark (●) **one** answer for each of the following.
- | | | | |
|---|---------------------------|--------------------------|-----------------------------------|
| a) Interstate signs | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| b) State highway signs | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| c) National Park Service signs in developed areas of the park such as Old Faithful, Tower, Lake Village, etc. | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |

Topic Area 3 – TRIPC25

4. a) In the park, did your personal group have any problem finding commercial services (such as lodging, food, gas, gift shops, etc.)?
- Yes No → **Go to Question 5**

Topic Area 3 – TRIPC26

- b) If YES, which of the following reasons contributed to the problem? Please mark (●) **all** that apply.
- | | |
|--|---|
| <input type="radio"/> Signs | <input type="radio"/> Traffic circulation |
| <input type="radio"/> Service was closed | <input type="radio"/> Other (Specify) _____ |

Topic Area 3 – TRIPC7

5. a) On this visit, how many times did your personal group enter Yellowstone NP during your stay in the area (within 150 miles)?
- _____ Number of entries

Topic Area 3 – TRIPC15

b) Which entrances did your personal group use to enter the park? Please mark (•) **all** that apply. (See map on page 7.)

- | | |
|--|---|
| <input type="radio"/> West Yellowstone | <input type="radio"/> North Entrance (Gardiner) |
| <input type="radio"/> South Entrance (Flagg Ranch) | <input type="radio"/> Northeast Entrance (Cooke City) |
| <input type="radio"/> East Entrance (Cody) | |

Topic Area 3 – TRANS2

c) On this visit, how many vehicles did your personal group use to arrive at the park? Please write "0" if you did not arrive by vehicle.

_____ Number of vehicles

Topic Area 3 – ITIN7

6. a) For this trip, please mark (•) **all** the park locations that your personal group visited in Yellowstone NP. If you did not visit a location, please leave that line blank. Use the map on the next page to help you identify the locations you visited.

b) & c) Please list the amount of time you spent at each location in hours or days. If you spent **less than 24 hours**, list the number of hours in column (b). If you spent **24 hours or more**, list the number of days in column (c). Also list the **total** time spent in Yellowstone NP. List partial hours or days as 1/4, 1/2, 3/4.

a) Visited park location (•)	b) Hours spent—if less than 24 hours	c) Days spent—if 24 hours or more
<input type="radio"/> Mammoth Hot Springs	_____	_____
<input type="radio"/> Madison	_____	_____
<input type="radio"/> Old Faithful	_____	_____
<input type="radio"/> West Thumb/Grant Village	_____	_____
<input type="radio"/> Fishing Bridge/Lake Village/ Bridge Bay	_____	_____
<input type="radio"/> Tower-Roosevelt	_____	_____
<input type="radio"/> Canyon Village	_____	_____
Total time spent in Yellowstone NP on this visit	_____	_____

Topic Area 3 – ITIN2

d) Was your personal group able to visit all the locations in Yellowstone NP that you had planned to visit?

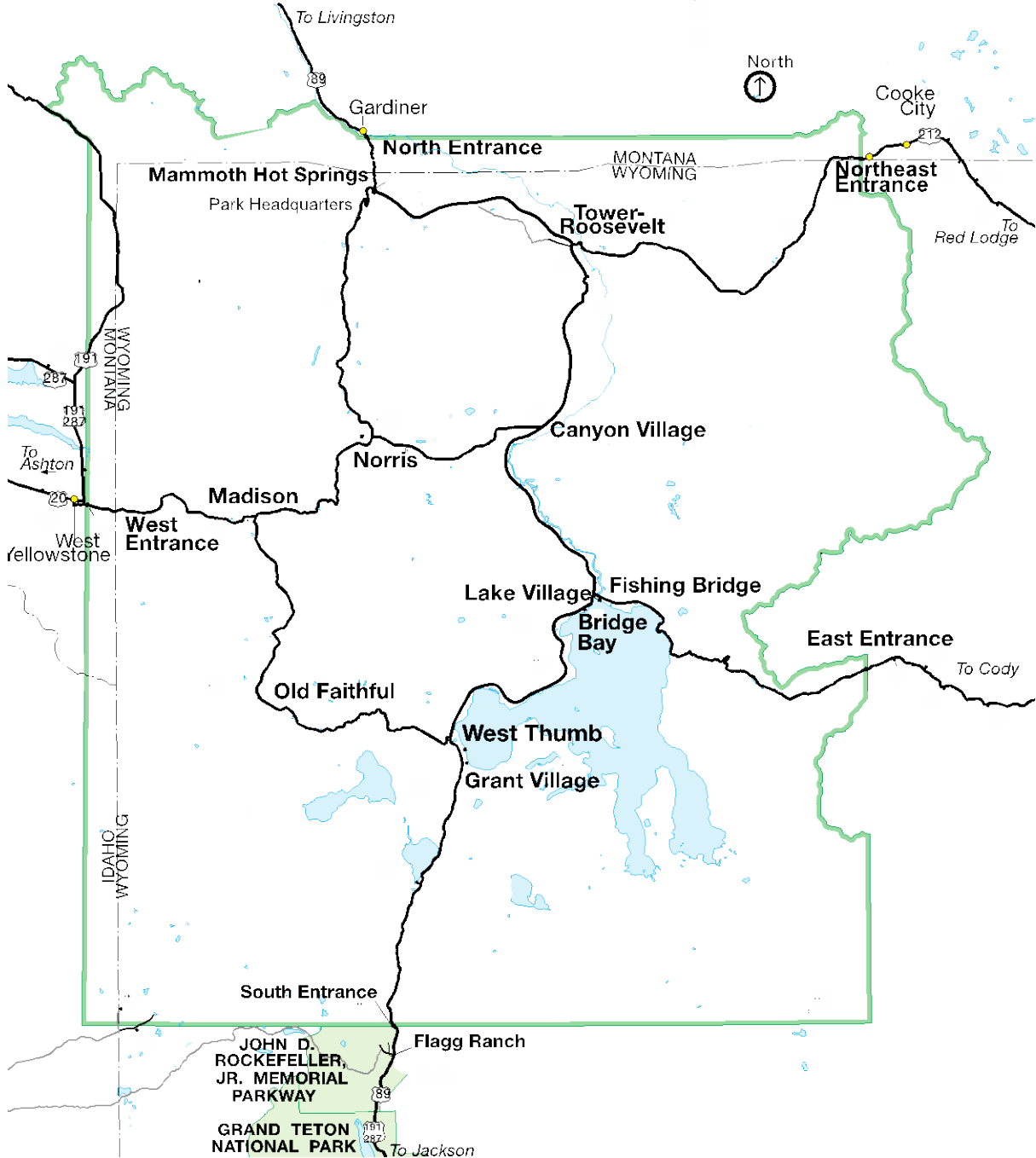
- No Yes → **Go to Question 7**

Topic Area 3 – ITIN3

e) If NO, why not? _____

Topic Area 3 – ITIN4

f) Which locations was your personal group unable to visit? _____



Topic Area 3 – ITIN7

b) On this visit, did your personal group stay overnight at the Old Faithful Lodge or Mammoth Hotel?

Visited?			Stayed overnight?	
Yes	No		Yes	No
<input type="radio"/>	<input type="radio"/>	Old Faithful Lodge	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Mammoth Hotel	<input type="radio"/>	<input type="radio"/>

Topic Area 3 – ACT1

10. a) On this visit, in which activities did your personal group participate within Yellowstone NP? Please mark (•) **all** that apply.

- Attending ranger-led programs
- Boardwalk/geyser basin
- Creative arts (painting/drawing/photography/writing)
- Snowshoeing
- Snowmobiling
- Skiing
- Snow playing
- Eating in park restaurants
- Overnight backpacking (camping in the backcountry)
- Shopping in park bookstores
- Shopping in park stores (gift shops and general stores)
- Sightseeing/taking a scenic drive
- Staying in park lodging
- Viewing roadside/trailside exhibits
- Viewing wildlife/birdwatching
- Visiting park visitor center(s)/museum(s) How many did you visit? _____
- Other (Please specify) _____

Topic Area 3 – ACT2

b) Which **one** of the above activities was the primary reason your personal group visited Yellowstone NP on this visit? Please list **only one** response.

Topic Area 3 – FVIS17

11. On a future visit, would your personal group like to have the following services available in developed areas in Yellowstone NP?

- a) Cell phone Yes No
- b) Internet access Yes No
- c) Other (Please specify) _____

NOTE: Commercial services at Yellowstone NP include lodging, food, camping, gas stations, gift shops and medical services that are provided by concessionaires such as Xanterra, Delaware North, etc.

Topic Area 6 – EVALSERV13

- 12. a) On this visit to Yellowstone NP, which of the following commercial services did you and personal your group use? Please mark (•) all that apply.
- b) If your personal group used lodging, campgrounds and/or restaurants/food services, were you able to get your first choice of location?
- c) Did the commercial services that your personal group used meet your expectations? Please circle one.
- d) Please rate the value (from 1 to 5) of the commercial services your personal group used, for the money you paid.

a) Service used (•)	b) Did you get your first choice? (Circle one)	c) Meet expectations? 1=Worse than expected 2=About what was expected 3=Better than expected (Circle one)	d) Value for money you paid 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Lodging	Yes No	1 2 3	_____
<input type="radio"/> Restaurants/food service	Yes No	1 2 3	_____
<input type="radio"/> Purchase gas	n/a	1 2 3	_____
<input type="radio"/> Purchase gifts/ souvenirs	n/a	1 2 3	_____
<input type="radio"/> Medical services	n/a	1 2 3	_____

Topic Area 6 – EVALSERV19

e) If you marked "No" or "Worse than expected" to part (b) or (c) of this question, please explain where and why.

Location	Reason
_____	_____
_____	_____

Topic Area 6 – EVALSERV14

f) If you marked "Very poor" or "Poor" in part (d) of this question please explain where and why.

Location

Reason

Topic Area 6 – EVALSERV15

g) If you marked "Very good" in part (d) of this question, please explain.

Topic Area 6 – EVALSERV13

13. a) Prior to your visit to Yellowstone NP, which concession services and activities did your personal group plan to do, or make reservations for, before arrival? Please mark (•) **all** that apply.
- b) Please mark (•) **all** the concession services and activities that your personal group **used** during this visit to Yellowstone NP.
- c) For **only** those services and activities that your personal group **used**, please rate their importance to your visit from 1-5.
- d) For **only** those services and activities that your personal group **used**, please rate their quality from 1-5.

a) Concession service/ activity planned or reserved in Yellowstone NP before visit?	b) Concession service/ activity used in Yellowstone NP on this visit	c) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	d) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
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<input type="radio"/>	<input type="radio"/>	Snowcoach tour	_____	_____
<input type="radio"/>	<input type="radio"/>	Snowmobile tour	_____	_____
<input type="radio"/>	<input type="radio"/>	Cross country skiing tour	_____	_____
<input type="radio"/>	<input type="radio"/>	Snowshoe tour	_____	_____
<input type="radio"/>	<input type="radio"/>	Skiing equipment rental	_____	_____
<input type="radio"/>	<input type="radio"/>	Snowshoe rental	_____	_____
<input type="radio"/>	<input type="radio"/>	Natural history tour (not ranger-guided)	_____	_____
<input type="radio"/>	<input type="radio"/>	Photography tour	_____	_____
<input type="radio"/>	<input type="radio"/>	Scenic motorized tour (other than snowcoach or snowmobile)	_____	_____
<input type="radio"/>	<input type="radio"/>	Yellowstone Association Institute class	_____	_____

Topic Area 7 – ECON4

14. For your personal group, please report all expenditures for the items listed below for this visit to Yellowstone NP and the surrounding area (within 150 miles of any entrance point). **Please write "0" if no money was spent in a particular category.**

a) Please list your personal group's total expenditures inside Yellowstone NP.

b) Please list your group's total expenditures outside the park (within 150 miles).

NOTE: Surrounding area residents should only include expenditures that were just for this visit to Yellowstone NP.

	EXPENDITURES	
	a) Inside park	b) Outside park
Spent no money (.) <input type="radio"/> Go to (b)	<input type="radio"/> Go to (c)	Lodges, hotels, motels, cabins, B&Bs, etc.
\$ _____	\$ _____	\$ _____
Camping fees and charges		\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, snowmobile, etc.)	\$ _____	\$ _____
Other transportation expenses (including airfare, rental cars, auto repairs, etc.)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Snowmobiles and coaches	\$ _____	\$ _____
Donations	\$ _____	\$ _____

Topic Area 7 – ECON5

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.

Topic Area 1 – GR2

15. On this visit, was your personal group part of the following types of organized groups? Please mark (.) **one** for each.

- | | | | | |
|---|-----------------------|-----|-----------------------|----|
| a) Commercial guided tour group | <input type="radio"/> | Yes | <input type="radio"/> | No |
| b) School/educational group | <input type="radio"/> | Yes | <input type="radio"/> | No |
| c) Other (business, church, scouts, work) | <input type="radio"/> | Yes | <input type="radio"/> | No |

Topic Area 1 – GR3

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

_____ Number of people in organized group

Topic Area 1 – GR2

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

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

Topic Area 1 – GR3

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

_____ Number of people in personal group

Topic Area 1 – AGE1

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

	a) Gender M=Male F=Female	b) Current age	c) U.S. ZIP code or name of country other than U.S.	Number of visits to Yellowstone NP (including this visit)	
				d) Past 12 months	e) Lifetime
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

Topic Area 1 – ED1

18. For you only, what is the highest level of education you have completed? Please mark (•) **one**.

- | | |
|---|---|
| <input type="radio"/> Some high school | <input type="radio"/> Bachelor's degree |
| <input type="radio"/> High school diploma/GED | <input type="radio"/> Graduate degree |
| <input type="radio"/> Some college | |

Topic Area 1 – LANG1

19. When visiting an area such as Yellowstone NP, which language(s) do 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 mark (•) "None."

None Service(s) _____

Topic Area 1 – GR4

20. 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 on to Question 21**

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

c) Because of the physical condition, which specific difficulties did the person(s) have? Please mark (•) **all** that apply.

- Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
- Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses, or due to blindness)
- Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
- Other (Please specify) _____

Topic Area 1 – RACE/ETH1

21. a) Are members of your personal group Hispanic or Latino? Please mark (•) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, 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"/>

Topic Area 1 – RACE/ETH3

b) 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 Native	<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"/>

Topic Area 7 – ECON1

22. a) Which category best represents your annual **household** income? Please mark (•) **one**.

- | | | |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999 | <input type="radio"/> \$150,000-\$199,999 |
| <input type="radio"/> \$25,000-\$34,999 | <input type="radio"/> \$75,000-\$99,999 | <input type="radio"/> \$200,000 or more |
| <input type="radio"/> \$35,000-\$49,999 | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

b) How many people are in your household? _____ Number of people

Topic Area 6 – EVALSERV3

23. a) Commercial services at Yellowstone NP include lodging, restaurants/food service, stores, gift shops, medical clinics, gas stations, etc. On this visit, what did your personal group like **most** about the commercial services?

Topic Area 6 – EVALSERV2

- b) On this visit, what did your personal group like **least** about the commercial services (lodging, restaurants/food service, stores, gift shops, medical clinics, gas stations, etc.) in Yellowstone NP?

Topic Area 6 – OPMGMT3


24. Is there anything else your personal group would like to tell us about your visit to Yellowstone NP?

Topic Area 6 – EVALSERV1

25. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Yellowstone NP during this visit? Please mark (•) **one**.

Very poor	Poor	Average	Good	Very good
○	○	○	○	○

Thank you for your help! Please seal the questionnaire in the postage paid-envelope provided and drop it in any U.S. mailbox.

 Printed on recycled paper

OFFICIAL BUSINESS

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