

YELLOWSTONE VISITOR SURVEY

ON-SITE SURVEY SCRIPT

NOTE TO OMB REVIEWER:

For the purposes of this review and submission the questions in this survey are consistent with the currently approved pool questions for the NPS Programmatic Review Process (1024-0224) Current Expiration Date: 8-31-2014.

ON-SITE SURVEY SCRIPT

"Hello, my name is []. I am a graduate student at the Univ. of MT conducting a two minute exit survey as part of my dissertation. I am interested in knowing about visitor experiences and their support for Yellowstone National Park. May I ask you a few questions?"

➔ If the visitor says **YES**: [continue by reading the following statement regarding the Paperwork Reduction and Privacy Act.]

Before we begin, I would like to let you know that this survey has been approved by the Office of Management and Budget. It is important to note that a Federal agency may not conduct or sponsor and you are not required to respond to a collection of information unless it has a valid OMB control number. The control number for this collection is 1024-0224 and this number is valid through August 2015. Secondly, your participation is voluntary and your name will never be connected with your individual responses. This survey will only take 2 minutes of your time today.

Can we begin? (Go to Question #1 below)

➔ If **NO** - interviewer will thank the visitor, ask non-response bias question, and wave them through the gate. [Ask non-response bias question of "Prior to this trip, how many times have you visited Yellowstone National Park?" and record observable characteristics (gender, age category, children in group) on the log sheet]

Topic Area 1: RES1

1.

Where do you live? State if US _____
Country (if not US)] _____

Topic Area 1: VISITHIS1

2. Prior to this trip, how many times have you visited Yellowstone National Park in your lifetime?

of visits _____

(NOTE: If the response is 5 or more visits and if the traffic is slow, the interviewer may ask the respondent if they would be willing to participate in follow-up interview regarding their visit history to Yellowstone National Park).

Topic Area 3: TRIPC3

3. On this trip, how many nights are you spending in the gateway communities outside Yellowstone National Park? # of night _____

4. On this trip did you spend the night inside Yellowstone National Park?

___ No ___ Yes ___ # of Nights

a. If No -

- a. Do you recall the name of the town where you spent the night? _____
b. How many nights did you spend there? ___ # of Nights

Topic Area 1: PART1

5. Are you currently a member of the Yellowstone Association?

- Yes
 No
a. If no, have you ever been a member? Yes No Don't know
 Don't Know

Topic Area 1: PART1

6. Have you ever contributed to the Yellowstone Park Foundation?

- Yes
 No
 Don't Know

Topic Area 7: ECON7

7. On this trip, what type of park entrance pass did you purchase? (prompt with the following list).

1. Already had a pass
2. 7-day private, noncommercial vehicle (\$25)
3. 7-day snowmobile/motorcycle (\$20)
4. 7-day bike/walk/snowcoach pass (\$12)
5. Annual Yellowstone/Grand Teton pass (\$50)
6. Annual 'America the Beautiful' Interagency pass (\$80)
7. Lifetime Interagency Senior pass (\$10)
8. Interagency Access pass (\$0)
9. Military Annual pass (\$0)

Topic Area 3: FVIS1 (variation)

8. Thinking into the future, if and when do you think you will return to Yellowstone?

1. Probably never
2. Within one year
3. Between 1-5 years
4. 6 or more years

"Thank you so much for your time. I would like to ask you if you would participate in a separate survey. That survey will ask questions about your overall experience at Yellowstone National Park and your level of support for the park. Inside this package (the interviewer gives the respondent the survey packet) you will find a survey instrument and a postage paid envelope that you can use to mail the survey back to me. Please place the survey into the envelope and simply drop it into any mailbox within the United States. We hope you enjoyed your stay at Yellowstone National Park." Thank you.

The interviewer will record the survey number before handing survey packet to visitor.