

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Summer 2015

Dear Yellowstone Visitor:

Thank you for participating in this study.

As you may recall you agreed to complete a second survey as you were leaving Yellowstone National Park earlier this summer. Only a few visitors were selected to complete this survey, so it is important that we hear from you soon. The survey should take about 15 minutes to complete and we have provided a postage paid envelope for your convenience.

Your participation is completely voluntary and your responses are anonymous. All responses will be reported in a summary form and will be used to improve future management plans concerning visitor experiences.

We appreciate your help.



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Paperwork Reduction Act Statement: The National Park Service is authorized by 16 U.S.C. 1a-7 to collect this information. We will use this information to evaluate visitor experiences at Yellowstone National Park. Your response is completely voluntary. Your name and contact information may have been requested and will be used for follow-up purposes only. When analysis of the questionnaire is completed, all names and contact information 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 15 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Jake Jorgenson, Ph.D. candidate, jacob.jorgenson@umontana.edu (email), or Norma Nickerson, Principal Investigator, norma.nickerson@umontana.edu (email).



2015 Yellowstone National Park Visitor Mail back Survey

The purpose of this study is to understand the experience of visitors at Yellowstone National Park and their level of park support. Please read the instructions carefully. We thank you for your participation and hope you enjoyed your visit to Yellowstone National Park. Please respond for yourself only, not your household.

Topic Area 1: VISITHIS1

1. Prior to your most recent trip, how many times have you visited Yellowstone National Park in your lifetime?

Topic Area 4: VISITHIS (variation) Questions 2-6 are not in the current pool of known questions. The questions will be used to provide a Geotourism respondent score to assess the respondent's geotraveler tendencies and as a segmentation variable for park support.

2. When you travel, how likely are you to visit the following? (Please "x" only one response per line)

	Not at all likely	Unlikely	Somewhat unlikely	Neither likely or unlikely	Somewhat likely	Likely	Very likely
A national park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. When you travel, how likely are you to do the following? (Please "x" only one response per line)

	Not at all likely	Unlikely	Somewhat unlikely	Neither likely or unlikely	Somewhat likely	Likely	Very likely
Travel to a specific area for its scenic beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stop at scenic overlooks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search for scenic driving routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plan a vacation around the opportunity to enjoy scenic beauty	<input type="checkbox"/>						

4. When you travel, how likely are you to seek out... (Please "x" only one response per line)

	Not at all likely	Unlikely	Somewhat unlikely	Neither likely or unlikely	Somewhat likely	Likely	Very likely
Locally owned Accommodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Locally grown food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Locally made arts and crafts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. In daily living, how likely are you to regularly... (Please "x" only one response per line)

	Not at all likely	Unlikely	Somewhat unlikely	Neither likely or unlikely	Somewhat likely	Likely	Very likely
Conserve energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conserve water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchase environmentally friendly products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Topic Area 1: PART1 (Variation)

6. Have you contributed to the Yellowstone Park Foundation in your lifetime? (Please "x" only one)

Yes..... No I don't know

Topic Area 1: PART1

7. Are you currently a member of the Yellowstone Association? (Please "x" only one)

Yes..... No I don't know

Topic Area 3: ACT2

8. Please select one primary activity you prefer to do while in Yellowstone National Park. (Please "x" only one activity)

Scenic driving	<input type="checkbox"/>	Other wildlife watching	<input type="checkbox"/>	Car/RV camping	<input type="checkbox"/>	Interpretive programs	<input type="checkbox"/>
Viewing geysers/geothermal	<input type="checkbox"/>	Fishing	<input type="checkbox"/>	XC skiing/snowshoeing	<input type="checkbox"/>	Birding	<input type="checkbox"/>
Hiking.....	<input type="checkbox"/>	Nature study (e.g. geology, history, etc.).....	<input type="checkbox"/>	Canoeing/kayaking.	<input type="checkbox"/>	Taking guided tours	<input type="checkbox"/>
Nature photography	<input type="checkbox"/>	Backcountry camping	<input type="checkbox"/>	Motorboating.....	<input type="checkbox"/>	Snowmobiling	<input type="checkbox"/>
Wolf watching	<input type="checkbox"/>			Night sky viewing....	<input type="checkbox"/>	Road bicycling	<input type="checkbox"/>
Bear watching.....	<input type="checkbox"/>			Visiting visitor centers	<input type="checkbox"/>	Snowcoach riding ...	<input type="checkbox"/>

Topic Area 4: PREF (variation) These questions will allow for assessment of the importance of a recreational activity in one's life and will be used as a segmentation variable for park support.

9. In thinking about your PRIMARY Yellowstone National Park activity from question #8, rate your level of agreement to the following statements. (Please "x" only one response per line)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
When I participate in my primary activity, I can really be myself.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can tell a lot about a person by seeing them participate in my primary activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I participate in my primary activity others see me the way I want them to see me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My primary activity is important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participating in my primary activity is one of the most enjoyable things I do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find a lot of my life is organized around my primary activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My primary activity does not have a central role in my life. I find a lot of my life is organized around similar activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Topic Area 1: ECON7

10. On your most recent trip to Yellowstone National Park, what type of park entry pass did you purchase? (Please 'x' only one park pass)

I did not purchase a new pass/Already had pass.....	<input type="checkbox"/>	Bike/foot/snowcoach pass 7-day pass	<input type="checkbox"/>	Interagency Senior pass	<input type="checkbox"/>
Private, noncommercial vehicle 7-day pass	<input type="checkbox"/>	Annual Yellowstone/Grand Teton pass	<input type="checkbox"/>	Interagency Access pass (\$0).....	<input type="checkbox"/>
Snowmobile/motorcycle 7-day pass	<input type="checkbox"/>	<input type="checkbox"/>	Military Annual pass (\$0).....	<input type="checkbox"/>
		Annual "America the Beautiful" Interagency pass	<input type="checkbox"/>		

Topic Area 4: (variation). Questions 11 and 12 will be used to provide a "Park Support Score" that will be used to better understand how people support Yellowstone National Park now and into the future.

11. How often have you done the following? (Please "x" only one response per line)

	Very Infrequently	Infrequently	Neutral	Frequently	Very frequently
Share (talk about) your experiences in Yellowstone with others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bring new visitors to Yellowstone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Become a member of the Yellowstone Association.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit Yellowstone's Facebook page.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volunteer your time with Yellowstone National Park.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spend nights in lodging inside Yellowstone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spend nights camping in Yellowstone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contribute to the Yellowstone Park Foundation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spend nights in the gateway communities around Yellowstone.	<input type="checkbox"/>				<input type="checkbox"/>
Contribute to other conservation organizations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. How likely in the future are you to...? (Please "x" only one response per line)

	Very unlikely	Somewhat unlikely	Neutral	Somewhat likely	Very likely
Share (talk about) your experiences in Yellowstone with others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bring new visitors to Yellowstone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Become a member of the Yellowstone Association.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit Yellowstone's Facebook page.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volunteer your time with Yellowstone National Park.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spend nights in lodging inside Yellowstone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spend nights camping in Yellowstone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contribute to the Yellowstone Park Foundation.	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Spend nights in the gateway communities around Yellowstone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Contribute to other conservation organizations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	Disagree	Mildly disagree	Neutral	Mildly agree	Agree	Strongly agree
As I remember the event, it comes to me as a coherent story or episode and not as an isolated fact, observation, or scene.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This memory is significant in my life because it imparts an important message for me or represents an anchor, critical juncture, or turning point.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This memory has consequences for my life because it influenced my behavior, thoughts, or feelings in noticeable ways.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As I remember the event, I can feel now the emotions I felt then.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Topic Area 1: GEND1

16. What is your gender? Male..... Female ...

Topic Area 1: RES2

17. Are you a permanent resident or citizen of the United States? Yes.... No

Topic Area 1: RES2

18. In what state/province/foreign country do you permanently reside? _____

Topic Area 1: ED2

19. What is the highest level of formal education you have completed? (Please "x" only one.)

Less than high school	<input type="checkbox"/>	Some college.....	<input type="checkbox"/>	Master's degree.....	<input type="checkbox"/>
Some high school.....	<input type="checkbox"/>	Associate's degree	<input type="checkbox"/>	Ph.D., M.D., J.D. or equivalent	<input type="checkbox"/>
High school diploma or equivalent	<input type="checkbox"/>	<input type="checkbox"/>		
		Bachelor's degree			

Topic Area 1: ECON1

20. Which category best describes your annual household income in U.S. dollars?

Less than \$24,999.....	<input type="checkbox"/>	\$75,000 to \$99,999	<input type="checkbox"/>	More than \$200,000.....	<input type="checkbox"/>
\$25,000 to \$49,999	<input type="checkbox"/>	\$100,000 to \$149,999	<input type="checkbox"/>		
\$50,000 to \$74,999	<input type="checkbox"/>	\$150,000 to \$199,999	<input type="checkbox"/>		

Topic Area 1: AGE3

21. What is your age? _____

Topic Area 6: OPMGMT3

Please provide any additional comments that you wish to share in the space below.

Thank you very much for your participation.