



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

**Visitor Services Project**

# **Yosemite National Park**

## **Visitor Study**



**2015**





**United States Department of the Interior**

**NATIONAL PARK SERVICE**

Yosemite National Park

P.O. Box 700

El Portal, CA 95318

June 2015

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 to complete after your visit.

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 Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps\_nrss\_social\_science@nps.gov (email).

We appreciate your help.





Sincerely,

Don Neubacher  
Superintendent

### DIRECTIONS

At the end of your visit:

1. Please have the adult in your group (at least 18 years old) who has the next birthday complete this questionnaire. That will help give us a statistically reliable sample.
2. 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. Postal mailbox.

**Paperwork Reduction and Privacy Act Statements:** 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 USC 5931 §201. We will use this information to evaluate visitor services and facilities managed by Yosemite National Park. Your responses are voluntary and anonymous. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and 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.

**Burden Estimate:** We estimate that it will take an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps\_nrss\_social\_science@nps.gov (email).

**SPECIAL INSTRUCTIONS**

**Personal group** - anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include a larger group that you might be traveling with, such as school, church, scouts, or tour group

**You** - your personal or individual experience while visiting the park

**A. Trip Description**

Please have the adult in your group (at least 18 years old) who has the next birthday complete this questionnaire.

**TOPIC AREA 1 - GR3**

1. Including yourself, how many people were in your **personal group** on this trip to Yosemite National Park?

\_\_\_\_\_ Number of adults (18 years or over)

\_\_\_\_\_ Number of children (under 18 years)

**TOPIC AREA 1 - GR1**

2. On this trip to Yosemite National Park, what type of group were **you** with? Please mark (●) **one**.

Alone

Friends

Family

Family and friends

Other (Please specify):

\_\_\_\_\_

**TOPIC AREA 3 - TRANS1**

3. Please indicate all of the forms of transportation **you** used to travel from your home to Yosemite National Park, on this trip. Please mark (●) **all that apply**.

Car, truck, or SUV (Number of people in vehicle, including you) \_\_\_\_\_

Recreational Vehicle or motorhome

Airplane

Tour bus or tour van

City bus or subway

Train or long-distance passenger bus

Cruise ship or other water transportation

Bicycle

Walk/hike

Other (Please specify)

**TOPIC AREA 7 - ECON7**

4. a) On this visit, which one of the following entrance fees/passes applied to **you**? Please mark (●) **one**.
- \$30 per car (valid for 7 days)
  - \$15 per motorcycle (valid for 7 days)
  - \$15 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)
  - As part of a commercial tour package or school/educational permit
  - Annual passes (Yosemite Annual Pass, Interagency Pass)
  - Other passes (e.g. Interagency Access Pass, Interagency Senior Pass)

**TOPIC AREA 6 - EVALFEE4**

- b) On this visit, how would you rate the value **you** received for the entrance fee **you** paid or the pass **you** used to enter Yosemite National Park? Please mark (●) **one**.
- Very good
  - Good
  - Average
  - Poor
  - Very poor

**TOPIC AREA 2 - TPLAN12**

5. When did **you** 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

**TOPIC AREA 2 - TRIPC17**

6. On this visit, at what time did **you** first enter Yosemite National Park? Please mark (●) **one**.
- 2 am to 6 am
  - 6 am to 10 am
  - 10 am to 2 pm
  - 2 pm to 6 pm

- 6 pm to 10 pm
- 10 pm to 2 am

**TOPIC AREA 3 - TRIPC7**

7. On how many days during this trip did **you** enter or re-enter Yosemite National Park? If you were on a day trip or if you camped or lodged inside the park and did not leave the park boundaries for the entire length of your stay, then answer 1 day.

\_\_\_\_\_ Number of days entering or re-entering Yosemite National Park

**OR**

- Don't Know/Not sure

**TOPIC AREA 3 - TRIPC8**

8. On this trip, how much total time did **you** spend within Yosemite National Park?

\_\_\_\_\_ Number of hours, if a day trip

\_\_\_\_\_ Number of days, if greater than 1 day

**B. Trip Planning****TOPIC AREA 2 - TPLAN1**

9. Prior to this trip, how did **you** obtain information about Yosemite National Park? Please mark (●) **all that apply**.

- Did not obtain information prior to this visit
- Previous visits
- Friends/relatives/word of mouth
- Travel guides/tour books (such as AAA, etc.)
- Maps/brochures
- Newspaper/magazine articles
- Inquiry to park via phone, mail, or email
- Television/radio programs/videos
- Social media (such as Facebook, Twitter, etc.)
- Yosemite National Park website ([www.nps.gov/yose](http://www.nps.gov/yose))
- DNC Parks and Resorts website ([www.yosemitepark.com](http://www.yosemitepark.com))
- Yosemite Association website ([www.yosemite.org](http://www.yosemite.org))
- Yosemite Conservancy website ([www.yosemiteconservancy.org](http://www.yosemiteconservancy.org))
- Other websites (Please specify)
- Other National Park Service areas (Please specify)

- Other (Please specify)

**TOPIC AREA 2 - TPLAN2 & TPLAN3**

10. Did you have the type of information about Yosemite National Park **you** needed on this trip? Please mark (●) **one**.

- Yes  
 No (Specify information you needed but didn't have on this trip)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TOPIC AREA 1 - KNOW9**

11. a) Prior to your visit, were **you** aware of food storage regulations to protect wildlife at Yosemite National Park? Please mark (●) **one**.

- Yes  
 No  **Go to part d) of this question**

b) Prior to your visit, were you aware that food storage regulations apply to all forms of wildlife (not just bears) at Yosemite National Park? Please mark (●) **one**.

- Yes  
 No

c) Prior to your visit, were you aware that food storage regulations apply to any item with a scent, regardless of packaging (including toiletries, canned goods, trash)? Please mark (●) **one**.

- Yes  
 No

d) During your visit, where did you learn about food storage regulations? Please mark (●) **all that apply**.

- Personal contact with a ranger  
 Brochures, exhibits, or other means

**OR**

- I didn't receive any information about food storage during my visit

**C. Park Activities, Programs, and Services****TOPIC AREA 3 - ACT1**

12. In which of the following activities did **you** participate, on this trip to Yosemite National Park? Please mark (●) **all that apply**.

- Viewing scenery (from outside the vehicle)



- Bicycling
- Wildlife viewing/birdwatching
- Day hiking
- Eating in park restaurant
- Nature study
- Staying in park lodging
- Picnicking
- Attending ranger-led programs
- Rock climbing
- Overnight backpacking
- Taking scenic drive
- Camping in developed campground
- Visiting visitor center
- Shopping in visitor center bookstore
- Visiting museum
- Shopping inside park (other than at visitor center bookstore)
- Creative arts (photography, painting, drawing, writing, etc.)
- Other (Please specify): \_\_\_\_\_

**TOPIC AREA 3 - ACT2**

13. Of the activities listed in Question 12, which was **your primary activity** on this trip to Yosemite National Park?

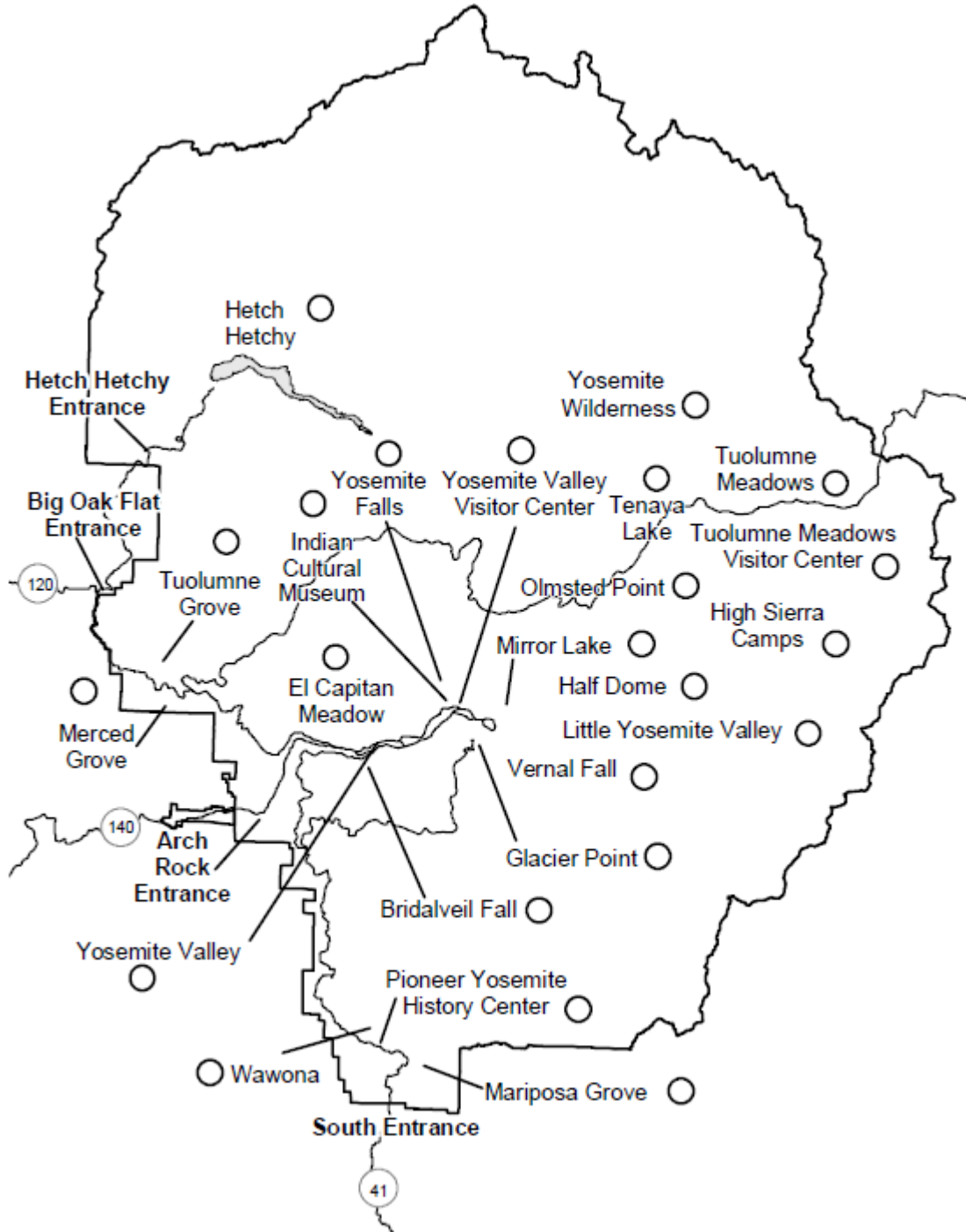
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**OR**

- I did not have a primary activity on this trip to Yosemite National Park

**TOPIC AREA 3 - ITIN1**

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



Other (Please specify): \_\_\_\_\_

**TOPIC AREA 6 - EVALSERV13**

15. This question requires two responses per item listed. Please rate the **IMPORTANCE** and **QUALITY** of the services or facilities for **you** in Yosemite National Park. For each item, please mark (●) **one** for importance and **one** for quality of service.

	IMPORTANCE					QUALITY					
	Extremely	Somewhat	Moderately	Somewhat	Not Important	Very Good	Good	Average	Poor	Very Poor	Not Applicable
Directional signs in park	<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"/>	<input type="radio"/>
Directional signs outside park	<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"/>	<input type="radio"/>
Roads	<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"/>	<input type="radio"/>
Trails	<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"/>	<input type="radio"/>
Restrooms	<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"/>	<input type="radio"/>
Campgrounds	<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"/>	<input type="radio"/>
Picnic areas	<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"/>	<input type="radio"/>
Trash collection	<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"/>	<input type="radio"/>
Recycling	<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"/>	<input type="radio"/>
Parking	<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"/>	<input type="radio"/>
In park lodging	<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"/>	<input type="radio"/>
In park restaurants	<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"/>	<input type="radio"/>
Items purchased in gift shops (other than visitor center bookstore)	<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"/>	<input type="radio"/>
Access for disabled persons	<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"/>	<input type="radio"/>

**TOPIC AREA 1 - GR4**

16. a) Does anyone in your **personal group** have a physical condition that made it difficult to access or participate in park activities or services, on this trip to Yosemite National Park? Please mark (●) **one**.

Yes

No  **Go to Question 17**

b) If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing?

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protect visitors from being swept over waterfalls					
If there was a high risk of an accident in an area of the park, I assume visitors wouldn't be allowed to enter the area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are adequate safety measures in place at cliff edges to prevent visitors from falling accidents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**TOPIC AREA 3 - FVIS5**

21. If you were to visit Yosemite National Park in the future, how would **you** prefer to learn about the park? Please mark (●) **all** that apply.
- Not interested in learning about the park  **Go to Question 22**
  - Indoor exhibits
  - Self-guided tours
  - Outdoor exhibits
  - Special events
  - Trailside exhibits
  - Volunteer opportunities
  - Park website: [www.nps.gov/yose](http://www.nps.gov/yose)
  - Living history/costumed interpretive programs
  - Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer tours, audio, etc.)
  - Films, movies, slideshows
  - Printed materials (brochures, books, maps, etc.)
  - Other (Please specify): \_\_\_\_\_

**TOPIC AREA 7 - OPMGMT1**

22. If **you** were a manager planning for the future of Yosemite National Park, what would **you** propose? Please be specific.
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**E. Expenditures on This Trip**

Please refer to the map when answering the questions in this section.

Place holder for map

**TOPIC AREA 1 - RES1 Variation**

23. Do **you** live within the highlighted area shown on the enclosed map? Please mark (●) **one**.

- Yes
- No

**TOPIC AREA 3 - TRIPC3**

24. a) On this trip to Yosemite National Park and the nearby area, did **you** stay overnight away from your permanent residence either inside Yosemite National Park or within the highlighted area of the map? Please mark (●) **one**.

- Yes
- No → **Go to Question 25**

- b) If **YES**, please list the number of nights **you** stayed in Yosemite National Park (NP) and/or anywhere within the highlighted area of the map on this trip.

Accommodation	Number of Nights
Backcountry camping in Yosemite NP	_____
Camping in Yosemite NP	_____
Camping outside Yosemite NP	_____
Lodging in Yosemite NP	_____
Lodging outside Yosemite NP	_____
Other accommodations (e.g. friends/relatives)	_____

**TOPIC AREA 3 - TRIPC4**

25. a) On this trip, where did **you** stay on the night prior to visiting Yosemite National Park? If **you** stayed at home, please write the name of your hometown and state.

Town/city: \_\_\_\_\_ State: \_\_\_\_\_

**TOPIC AREA 3 - TRIPC5**

- b) On this trip, where did **you** stay on the night after leaving Yosemite National Park? If **you** stayed at home, please write the name of your hometown and state.

Town/city: \_\_\_\_\_ State: \_\_\_\_\_

**TOPIC AREA 2 - TPLAN5**

26. Was this trip to Yosemite National Park? Please mark (●) **one**.

- Your** primary or sole purpose of **your** trip away from home?
- One of several equally important destinations on **your** trip away from home?
  - ➔ Was one or more of the other equally important destinations located within the highlighted area of the map? Please mark (●) **one**.
    - Yes
    - No
- Just an incidental or spur of the moment stop on **your** trip away from home?
  - ➔ Was **your** primary destination located within the highlighted area of the map? Please mark (●) **one**.
    - Yes
    - No

**TOPIC AREA 3 - TRIPC8**



27. On this trip, how long did **you** stay within the highlighted area of the map?
- \_\_\_\_\_ Number of hours, if a day trip
- \_\_\_\_\_ Number of days, if greater than 1 day

**TOPIC AREA 3 - TRIPC19 Variation**

28. Did **you** visit any other National Park Service sites on **your** trip away from home? Please mark (●) **one**.

Yes (Please specify) \_\_\_\_\_

\_\_\_\_\_

No

**TOPIC AREA 7 - ECON4**

29. Please estimate how much **you** and your **personal group** with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Yosemite National Park and within the highlighted area of the map during this trip to Yosemite National Park and the nearby area?

If you no longer have your receipts, estimate as closely as you can how much you and your personal group spent. Please enter 0 (zero) if you and your personal group did not spend any money in a particular category.

Note: Residents living within the highlighted area of the map should only include expenditures that were directly related to this trip to Yosemite National Park (NP).

<b>Expenses</b>	<b>Amount spent in Yosemite NP and nearby area</b>
Park entrance fee	\$ _____
Gas and oil (auto, RV, etc.)	\$ _____
Rental cars	\$ _____
Taxis, shuttles, and public transportation	\$ _____
Restaurants and bars	\$ _____
Groceries and convenience foods	\$ _____
Hotels, motels, resorts	\$ _____
Specialty lodging (B&Bs, hostels, cabins, vacation rentals)	\$ _____
Camping fees (tent, RV)	\$ _____
Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)	\$ _____
Souvenirs, clothing, supplies, other retail	\$ _____
Equipment rental	\$ _____
Guides and tour fees	\$ _____
Other (please list) _____	\$ _____

**OR**

Don't know/Not sure

**TOPIC AREA 7 - ECON6 Variation**

30. For **you** and any members of your **personal group** with whom you shared expenses, please estimate any additional money spent outside of the map area during your trip away from home (for example, travel or food expenditures)?

\$ \_\_\_\_\_

**OR**

Don't know/Not sure

**TOPIC AREA 7 - ECON5**

31. a) Including yourself, how many people in your **personal group** were covered by the expenses for this trip away from home?

\_\_\_\_\_ Number of adults (18 years or over)

\_\_\_\_\_ Number of children (under 18 years)

b) Including yourself, how many people in your **personal group** split these trip expenses?

\_\_\_\_\_ Number of people

**F. Background**

**TOPIC AREA 1 - AGE1**

32. For your **personal group** on this trip to Yosemite National Park, please provide the following. (If you do not know the answer, enter "DK." in the space provided)

	<b>a) Current age</b>	<b>b) U.S. ZIP code or name of country other</b>	<b>c) Number of visits to Yosemite NP past 12 months</b>	<b>d) Number of visits to Yosemite NP in lifetime</b>
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____





**TOPIC AREA 1 - RACE/ETH**

34. If you selected Asian as a response to Question 34b for **you** or anyone in your **personal group**, please select from the following list the response to better identify the race. Please mark (●) **one or more** for your group.

No group members of Asian race  **Go to Question 36**

- |                                    |  |
|------------------------------------|--|
| <input type="radio"/> Asian Indian | <input type="radio"/> Pakistani                    |
| <input type="radio"/> Cambodian    | <input type="radio"/> Thai                         |
| <input type="radio"/> Chinese      | <input type="radio"/> Vietnamese                   |
| <input type="radio"/> Filipino     | <input type="radio"/> Japanese                     |
| <input type="radio"/> Korean       | <input type="radio"/> Other Asian (Please specify) |
| <input type="radio"/> Laotian      |  |
- 

**TOPIC AREA 1 - LANG1**

35. a) When visiting an area such as Yosemite National Park, what **one** language do **you** prefer to use for the following?

	<u>Speaking</u>	<u>Reading</u>
English	○	○
Spanish	○	○
Other (Specify)	○	○

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

Service(s): \_\_\_\_\_

None

**TOPIC AREA 6 - OPMGMT3**

36. Is there anything else **you** would like to tell us about your visit to Yosemite National Park?

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