

Media Perceptions and Usage in Yellowstone National Park

OPENING SCRIPT

Hi, my name is _____. Today we are conducting a survey for the Yellowstone National Park to better understand your opinions of and use of Park media. Your participation is voluntary and all responses will be kept anonymous. Would you be willing to participate in 10 minute survey that you would complete electronically after you have returned home?"

If **"No"**: OK. Thank you for your time. Have a good day.

If **"Yes"**: OK. Thank you for agreeing to participate. Your responses are really important because they will help the park managers understand overall impressions visitors have towards future communication efforts about climate change. Once we are done the information collect will be used to evaluate the overall utility and effectiveness the messages we use.

Before we begin, I would like to let you know that this survey has been approved by the Office of Management and Budget. I am also required to tell you that a Federal agency may not conduct or sponsor, and that you are not required to respond to, a collection of information unless it has a currently valid OMB control number. The control number for this collection is 1024-0224. Secondly, your participation is voluntary and your name will never be connected with your individual responses

At the end of the survey you will be asked to provide your email address that will only be used to send you a follow survey in a few weeks. Both are also voluntary.

We will use this computer table to complete the entire survey. Can we begin?

PAPERWORK REDUCTION ACT STATEMENT: The national park service is authorized by 54 USC 100701 to collect this information. This information will be used by park managers to understand the perceptions of Yellowstone National Park visitors concerning park media. Responses to this request are voluntary and anonymous. Your name will never be associated with your answers, and all contact information will be destroyed when the data collection is concluded. No action may be taken against you for refusing to supply the information requested. 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 and expiration date.

BURDEN ESTIMATE STATEMENT: Public reporting burden for this form is estimated to average 10 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to: Tami Blackford, Deputy Chief, Resource Education and Youth Programs at tami_blackford@nps.gov (email)

Media Perceptions and Usage in Yellowstone National Park

1. Overall, how would you and your personal group rate the quality of facilities, services, and recreational opportunities at Yellowstone National Park during your visit? Please mark (•) **only one**.

Very poor

Poor

Average

Good

Very good

2. Did you or any member of your family, read, look at or use the park newspaper during your visit?
 No (Skip to Question 18 below)
 Yes (Go to the next question)

3. How would your visit to the Park have been affected if the Park Newspaper was not provided?
 Very much affected
 Somewhat affected
 Not Affected

4. For this visit, how satisfied or dissatisfied were you and your personal group with the Park Newspaper?

Very
dissatisfied

Somewhat
dissatisfied

Neutral

Somewhat
satisfied

Very
satisfied

If you responded above with "very dissatisfied" or "somewhat dissatisfied," please use the space below to explain.

5. Generally, how effective do you think the Newspaper was in conveying important information about the Park?

- Very Ineffective
- Ineffective
- Neither Ineffective or Effective
- Effective
- Very Effective

6. Did you keep your copy of the Park Newspaper?
 No
 Yes

Newspaper Use Prior to Your Visit:

7. Did you download and read the Park Newspaper from the Yellowstone National Park website prior to your visit?
- No (Skip to question #5)
 - Yes (Go to the next question)
8. Prior to this visit to Yellowstone National Park, approximately what portion of the Park Newspaper did you read?
- 1% to 24%
 - 25% to 49%
 - 50% to 74%
 - 75% to 100%

Newspaper Use During Your Visit:

9. How important is the Park Newspaper to you?
- Very Unimportant
 - Unimportant
 - Neither Unimportant nor Important
 - Important
 - Very Important
10. How useful would you say the Park Newspaper was to you during your visit?
- Not Useful
 - Useful
 - Very Useful
11. Approximately what portion of the Park Newspaper did you read during your trip?
- 1% to 24%
 - 25% to 49%
 - 50% to 74%
 - 75% to 100%

12. In the space below, identify the top three things you remember from the Park newspaper.

13. Did you and a member of your group discuss information in the Park Newspaper?
- No
 - Yes

14. Mark each of the following sections of the Park Newspaper that you read for the FIRST time after you came into the Park this visit. For each section read, indicate the degree to which you found the information to be informative.

Section	Read?	Degree of Usefulness?		
		Not Useful	Useful	Very Useful
Park Map	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interpretive Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bear Spray information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services and Schedules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camping Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor Center Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs for young people information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor ethics information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Science information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Park information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entrance fee information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Did you use the Park newspaper to plan your trip activities?

- No
- Yes

16. During your trip in Yellowstone National Park, about how many times did you look at the Newspaper to find specific information that you were looking for?

- None
- Once
- Twice
- Three
- Four
- Five or more

17. What information would you like to see in the Newspaper, but is not currently in the Newspaper?
Please use the space below to explain your response

Your Input for the Future of the Newspaper:

18. If you could change the Newspaper, what change or changes would you make? Please use the space below to explain your response

19. What type of information would you prefer to have more of in the Park Newspaper? (Mark one or more than one type of information)

- History
- Wildlife
- Plants and trees
- Geology
- People who work in the Park
- Thermal features
- Water features
- Recreation activities
- Visitor centers
- A better visit
- Interpretive programs
- Concessionaire opportunities
- Safety
- Weather
- Other national parks

20. Would it be beneficial for the Park Newspaper to be published in a different language?

- No
- Yes. Which language? _____

21. If the Park Newspaper were available in a CD format so that you could listen to it being read while you drove in the Park in your vehicle, how likely would you be to listen to the Paper?

- Very Unlikely
- Unlikely
- Likely
- Very Likely

About You and Your Park Visits:

22. Have you visited [NPS site] before today?
 Yes No

If **YES**, approximately how many times have you visited Yellowstone National Park in the past three years?

Number of prior visits: _____

23. Where do you prefer to get your National Park trip planning information?
 Yellowstone National Park Official Website (www.nps.gov/yell)
 Other web sites
 Friends and family,
 Television programs
 Yellowstone Association
 Friends and family
 Other (Please specify) _____

24. When did you and your personal group make the decision to visit Yellowstone National Park? Please mark (•) **only 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

24. On this visit, did you and your personal group visit the park on more than one day?
 Yes No

If YES, how many days did you visit Yellowstone National Park?

_____ Number of days

If NO, how many hours did you visit Yellowstone National Park?

_____ Number of hours

(Please list partial days/hours as 1/4, 1/2, or 3/4.)

25. During your visit to Yellowstone National Park how many people were in your [personal, organized, tour] group, including you?

___ Number of people

Finally we would like to know a little about you.

26. What is your age? _____

27. What is your gender? Please mark (•) one.

- Male
- Female

28. What is the highest level of education you have completed? Please mark (•) only one.

- Some high school
- High school diploma/GED
- Some College
- Bachelor's Degree
- Graduate degree

29. For you only, are you Hispanic or Latino?

- Yes
- No

30. What is your race? Please mark (•) one or more.

- American Indian or Alaska Native
- Asian
- Black or African American
- White
- Native Hawaiian or other Pacific Islander

31. Where do you live?

City _____ State: _____ Zip _____

Country (if not US)

Thank you for your responses on this survey concerning Yellowstone National Park media. The answers you provided will be used to improve media in the Park.