Yellowstone Visitor Study

The
Visitor Services
Project
United States Department of the Interior
NATIONAL PARK SERVICE
YELLOWSTONE NATIONAL PARK
WYOMING 82190

IN REPLY REFER TO:

July, 1987

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the activities that visitors to Yellowstone enjoy, the places they visit within the park, and to more accurately count visitors.

This questionnaire is only being given to a select number of visitors. Your participation is very important! It should only take a few minutes of your time during your visit to Yellowstone.

When your visit is over, please complete the questionnaire. Then, seal it with the sticker provided on the last page and simply drop it in any U.S. mailbox.

Please be assured that all of the information is confidential. Do not write your name on the questionnaire. If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

Robert Barbee, Superintendent

IMPORTANT

When did you first enter Yellowstone National Park this visit?

_____ DAY OF THE WEEK (M,T,W,Th,F,S,Su)

_____ TIME OF DAY _____ am. _____ pm.

DIRECTIONS

One person in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. No postage is needed.

PLEASE GO ON TO NEXT PAGE
DAY 1 OF YOUR VISIT

1. For day 1 of your visit, please check (✓) the box on the map below closest to the place where you began the day.

2. Next, indicate the order in which you stopped at places in Yellowstone during this day by writing 1st, 2nd, 3rd, and so forth in the box beside each place you visited. The last number should be the stop where you ended the day.

3. Draw an arrow between each of the sites you stopped at, showing the route you traveled. For example:

   ![Map Diagram]

4. On the list below, please check (✓) the activities that you or your group did in Yellowstone National Park on day 1 of your visit (Please check all that apply).

   - ATTEND WALK OR TALK GIVEN BY RANGER
   - VISIT MUSEUMS OR VISITOR CENTER
   - BICYCLE
   - SHOP
   - FISH
   - RIDE HORSEBACK
   - BOAT
   - WALK FOR PLEASURE
   - SWIM
   - PICNIC
   - HIKE IN BACKCOUNTRY
   - OTHER (Please describe: ____________________________)

5. During day 1 of your visit, how much money did you and your group spend inside and outside Yellowstone National Park? (Please give your best estimates.)

   INSIDE YELLOWSTONE N.P. OUTSIDE YELLOWSTONE N.P.
   $_____ LODGING (hotel, camping, etc.) $_____ 
   $_____ TRAVEL (gas, bus fare, etc.) $_____ 
   $_____ FOOD $_____ 
   $_____ OTHER (film, gifts, etc.) $_____ 

6. Did you spend the night in the Yellowstone area?
   — NO — PLEASE GO ON TO PAGE 10
   — YES —
   ✔ If so, where? (Please check one location, inside or outside the park)
     INSIDE YELLOWSTONE N.P. OUTSIDE YELLOWSTONE N.P.
     — CABIN OR HOTEL —
     — DEVELOPED CAMPGROUND —
     — BACKCOUNTRY CAMPSITE —
     — OTHER (Please describe: ____________________________)

PLEASE GO ON TO DAY 2, NEXT PAGE
DAY 2 OF YOUR VISIT

4. On the list below, please check (✓) the activities that you or your group did in Yellowstone National Park on day 2 of your visit (Please check all that apply):

- ATTEND WALK OR TALK GIVEN BY RANGER
- VISIT MUSEUMS OR VISITOR CENTER
- BICYCLE
- SHOP
- FISH
- RIDE HORSEBACK
- BOAT
- WALK FOR PLEASURE
- SWIM
- PICNIC
- HIKE IN BACKCOUNTRY
- OTHER (Please describe: ____________________________)

5. During day 2 of your visit, how much money did you and your group spend inside and outside Yellowstone National Park? (Please give your best estimates.)

INSIDE YELLOWSTONE N.P. OUTSIDE YELLOWSTONE N.P.
$________ LODGING (hotel, camping, etc.) $________
$________ TRAVEL (gas, bus fare, etc.) $________
$________ FOOD $________
$________ OTHER (film, gifts, etc.) $________

6. Did you spend the night in the Yellowstone area?

- NO ➔ PLEASE GO ON TO PAGE 10
- YES

If so, where? (Please check one location, inside or outside the park)

INSIDE YELLOWSTONE N.P. OUTSIDE YELLOWSTONE N.P.
- CABIN OR HOTEL
- DEVELOPED CAMPGROUND
- BACKCOUNTRY CAMPSITE
- OTHER (Please describe: ____________________________)

PLEASE GO ON TO DAY 3, NEXT PAGE
DAY 3 OF YOUR VISIT

1. For day 3 of your visit, please check (✓) the box on the map below closest to the place where you began the day.

2. Next, indicate the order in which you stopped at places in Yellowstone during this day by writing 1st, 2nd, 3rd, and so forth in the box beside each place you visited. The last number should be the stop where you ended the day.

3. Draw an arrow between each of the sites you stopped at, showing the route you traveled. For example:

   ![Map of Yellowstone National Park with arrows showing the route taken]

   🔵 1
   🔵 2

   - Gardiner
   - Tower-Roosevelt
   - Cooke City
   - Canyon
   - Fishing Bridge
   - Old Faithful
   - Bridge Bay-Lake
   - Grant Village-West Thumb
   - Jackson

   West Yellowstone

4. On the list below, please check (✓) the activities that you or your group did in Yellowstone National Park on day 3 of your visit (Please check all that apply):

   - ATTEND WALK OR TALK GIVEN BY RANGER
   - VISIT MUSEUMS OR VISITOR CENTER
   - BICYCLE
   - SHOP
   - FISH
   - RIDE HORSEBACK
   - BOAT
   - WALK FOR PLEASURE
   - SWIM
   - PICNIC
   - HIKE IN BACKCOUNTRY
   - OTHER (Please describe):

5. During day 3 of your visit, how much money did you and your group spend inside and outside Yellowstone National Park? (Please give your best estimates.)

   INSIDE YELLOWSTONE N.P.   OUTSIDE YELLOWSTONE N.P.
   $                 LODGING (hotel, camping, etc.) $
   $                 TRAVEL (gas, bus fare, etc.) $
   $                 FOOD $
   $                 OTHER (film, gifts, etc.) $

6. Did you spend the night in the Yellowstone area?

   - NO ➔ PLEASE GO ON TO PAGE 10
   - YES

   If so, where? (Please check one location, inside or outside the park)

   INSIDE YELLOWSTONE N.P.   OUTSIDE YELLOWSTONE N.P.
   _____ CABIN OR HOTEL
   _____ DEVELOPED CAMPGROUND
   _____ BACKCOUNTRY CAMPSITE
   _____ OTHER (Please describe):

   PLEASE GO ON TO NEXT PAGE
YOU AND YOUR OPINIONS

We hope you enjoyed your visit to Yellowstone National Park. Below are several questions that will help us learn about the people who participated in the study and their thoughts about the park.

1. How much time did you spend in Yellowstone National Park this visit?
   _______ NUMBER OF DAYS _______ NUMBER OF HOURS

2. How many people were in your group?
   _______ NUMBER OF PEOPLE

3. What kind of group were you with?
   _______ ALONE
   _______ FAMILY
   _______ FRIENDS
   _______ FAMILY AND FRIENDS
   _______ GUIDED TOUR GROUP
   _______ OTHER GROUP (please describe: _______________________

4. For yourself and each member of your group, please indicate:
   1) each person's age on their last birthday
   2) the zip code of their permanent residence (if you are from a country other than the United States, please give the name of that country), and
   3) the number of times they have visited Yellowstone National Park, including this visit.

   AGE     ZIP CODE     # TIMES VISITED (country)

   YOURSELF     _______     _______     _______
   MEMBER #2     _______     _______     _______
   MEMBER #3     _______     _______     _______
   MEMBER #4     _______     _______     _______
   MEMBER #5     _______     _______     _______
   additional members: _______________________

   _______     _______     _______
5. Where did you start your trip on the day you arrived in Yellowstone National Park?

| NEAREST TOWN | STATE |

6. Where is your planned destination on the day you leave Yellowstone National Park?

| NEAREST TOWN | STATE |

7. The roads in the Yellowstone region provide many different routes to and from the park. When did you and your group decide which entrance to use when arriving at the park? (Check one.)

- [ ] BEFORE LEAVING HOME
- [ ] WHILE TRAVELING TO YELLOWSTONE
- [ ] A COMBINATION OF THE ABOVE

8. When did you and your group decide which exit to use when leaving the park? (Check one.)

- [ ] BEFORE LEAVING HOME
- [ ] WHILE TRAVELING TO YELLOWSTONE
- [ ] DURING YOUR VISIT IN YELLOWSTONE
- [ ] A COMBINATION OF THE ABOVE

9. Many things contribute to an enjoyable visit to Yellowstone. Please do the following:

   a) First, indicate the importance of the following items to you and your group (1=EXTREMELY IMPORTANT, 2=VERY IMPORTANT, 3=Moderately IMPORTANT, 4=Somewhat IMPORTANT, 5=NOT IMPORTANT).

   b) Then, rate the quality of each item you or your group used during this visit to Yellowstone (1=VERY GOOD, 2=GOOD, 3=AVERAGE, 4=POOR, 5=VERY POOR).

<table>
<thead>
<tr>
<th>How important?</th>
<th>What quality?</th>
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<tbody>
<tr>
<td>INFORMATION AND DIRECTION SIGNS</td>
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<td>DRIVING CONDITIONS</td>
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<td>NUMBER AND VARIETY OF STORES</td>
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<td>MEDICAL SERVICES</td>
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<td>RESTROOMS</td>
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<td>HANDICAPPED ACCESS</td>
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<td>INFORMATION ABOUT THE PARK</td>
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<tr>
<td>ROADSIDE PULLOUTS &amp; TURNAROUNDS</td>
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<tr>
<td>RANGER-LED WALKS AND TALKS</td>
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<tr>
<td>BOATING FACILITIES</td>
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</tbody>
</table>
10. Is there anything else you would like to tell us about your visit to Yellowstone National Park?

Did you.

... indicate the order in which you visited different places each day?
... draw arrows to indicate the routes you traveled between places?
... check your activities, indicate how much you spent, and where you spent the night?
... complete the information about you, your group, and your opinions about the park?

Thank you for your help! Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox—no postage is needed.