Yosemite National Park
Visitor Study
July, 2005

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Yosemite National Park. This information will assist us in our efforts to better manage this site and to serve you, our visitors.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes to complete.

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 Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Michael Tollefson
Superintendent
DIRECTIONS

One person, at least 16 years of age, in your personal group should complete the questionnaire. It should take about 20 minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

In this questionnaire, your personal group is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. 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.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

Please go on to the next page ➔
Your Visit to Yosemite National Park

1. a) Prior to your visit, how did you and your group obtain information about Yosemite National Park (NP)? Please check ( ) all that apply.
   _____ Received no information prior to visit ➔ Go on to Question 2
   _____ Previous visits
   _____ Friends/relatives/word of mouth
   _____ Travel guides/tour books
   _____ Maps/brochures
   _____ Videos/television/radio programs
   _____ Newspaper/magazine articles
   _____ Telephone/email/written inquiry to park
   _____ Park website: www.nps.gov/yose/
   _____ Other websites
   _____ Other National Park Service site
   _____ State welcome center
   _____ Chamber of Commerce
   _____ School/college/university class/program
   _____ Other (Please specify:___________________________________________)

   b) From the sources checked above, did you and your group receive the type of information about the park that you needed?
   _____ No        _____ Yes        _____ Not sure ➔ Go on to Question 2

   c) If NO, what type of park information did you and your group need that was not available? Please be specific.
   ________________________________________________________________

2. a) Prior to your visit, were you and members of your group aware of bear safety issues at Yosemite NP?
   _____ Yes        _____ No

   b) During your visit, did you and your group learn about bear safety issues from talking with rangers, brochures, exhibits, or by other means?
   _____ Yes        _____ No
3. a) Prior to your visit, who in your group made the decision to visit Yosemite NP? Please check (✓) all that apply.
   - Male head of household
   - Female head of household
   - Tour director
   - Other (Please specify: ____________________________)

b) When did you and your group make the decision to visit Yosemite NP? Please check (✓) only one.
   - After seeing highway signs
   - After arriving in Yosemite NP area (within 50 miles of the park)
   - Less than 1 month ago
   - 2-6 months ago
   - 7-11 months ago
   - 1 year ago or more

4. On this trip, what was your primary reason for visiting the Yosemite NP area (within 50 miles of the park)? Please check (✓) only one.
   - Visit Yosemite NP
   - Visit other area attractions
   - Visit friends/relatives in the area
   - Business
   - Other (Please specify: ____________________________)

5. a) In some parks such as Yosemite NP, the National Park Service follows a prescribed burn policy. This policy involves setting fires under specific weather and fire conditions to reduce the buildup of undergrowth and help prevent catastrophic fires. Prior to this visit to Yosemite NP, were you aware of this burn policy?
   - Yes
   - No
   - Not sure

b) Would you and your group be willing to tolerate short periods (up to 2 days) of smoke or reduced visibility during a future visit to Yosemite NP?
   - Yes
   - No
   - Not sure

Please go on to the next page ➔
6. a) On this trip, did you and your group stay overnight away from home in Yosemite NP and/or the area (within 50 miles of the park)?
   _____ Yes  _____ No  ➔ Go on to Question 7

b) Please list the number of nights you and your group stayed.
   _____ Number of nights in Yosemite NP
   _____ Number of nights in Yosemite NP area (within 50 miles of the park)

c) In what type of lodging did you and your group spend the night(s)? Please check ( ) all that apply.
   Inside park ( )  Outside park in surrounding area ( )
   _____ Lodge, motel, cabin, rented condo/home, or bed & breakfast
   _____ RV/trailer camping
   _____ Tent camping in developed campground
   _____ Backcountry campsite
   Personal seasonal residence
   _____ Residence of friends or relatives
   _____ Other (Please specify: ____________________________ )

7. a) On this trip, where did you and your group stay on the night prior to visiting Yosemite NP?
   Nearest city/town: ___________________  State: ___________________

b) Where did you stay on the night after leaving Yosemite NP?
   Nearest city/town: ___________________  State: ___________________

8. a) How long did you and your group stay at Yosemite NP? Please list partial hours and days as 1/4, 1/2, or 3/4.
   _____ Number of hours if less than 24 hours
   _____ Number of days if 24 hours or more

b) How long did you and your group stay in the Yosemite NP area (within 50 miles of the park)? Please list partial hours and days as 1/4, 1/2, or 3/4.
   _____ Number of hours if less than 24 hours
   _____ Number of days if 24 hours or more
9. For this visit, please list the order (#1, 2, 3, etc.) in which you and your group visited the following sites at Yosemite NP. If you did not visit a site, please leave that line blank. Use the map below to help you locate the sites you visited.

Order visited (#1, 2, 3, etc.)

_____ Bridalveil Fall
_____ Half Dome
_____ Happy Isles
_____ High Sierra
_____ High Sierra camps
_____ Indian Cultural Museum
_____ Little Yosemite Valley
_____ Mariposa Grove
_____ Merced Grove
_____ Olmsted Point
_____ Pioneer Museum/History Center
_____ Tenaya Lake
_____ Tuolumne Grove
_____ Tuolumne Meadows
_____ Visitor Center (Valley)
_____ Wawona
_____ Yosemite Falls
_____ Other (Please specify:)

Please go on to the next page ➔
10. a) For this visit, what activities did you and your group participate in at Yosemite NP? Please check ( ) all that apply.

_____ Sightsee/take a scenic drive
_____ View wildlife/birdwatching
_____ Paint/draw/take photographs
_____ View roadside/trailside exhibits
_____ Day hike
_____ Climbing
_____ Attend ranger-led programs
_____ Visit visitor center
_____ Visit museum
_____ Shop in park bookstore
_____ Shop in park (other than park bookstore)
_____ Eat in park restaurant
_____ Picnic
_____ Camp in developed campground
_____ Stay in park lodging
_____ Overnight backpack
_____ Other (Please specify: ________________________________)

b) Which one of the above activities was the primary reason you visited Yosemite NP on this visit? Please list only one response. ________________________________________________

11. On this visit, what forms of transportation did you and your group use to arrive at Yosemite NP? Please check ( ) all that apply.

_____ Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)
_____ Rental vehicle (any type)  _____ Bicycle
_____ Commercial tour bus  _____ Walk
_____ Other (Please specify: ________________________________)
12. a) Please check ( ) all of the information services and facilities that you and your group used during this visit to Yosemite NP.

b) Next, for **only** those services and facilities that you and your group used, please rate their importance from 1-5.

c) Finally, for **only** those services and facilities that you and your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Used service/facility?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check ( )</td>
<td></td>
<td></td>
</tr>
<tr>
<td>______ Park brochure/map</td>
<td></td>
<td></td>
</tr>
<tr>
<td>______ Yosemite Guide</td>
<td></td>
<td></td>
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<tr>
<td>(booklet distributed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>at park entrance)</td>
<td></td>
<td></td>
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<tr>
<td>______ Trail guides</td>
<td></td>
<td></td>
</tr>
<tr>
<td>______ Sales items at</td>
<td></td>
<td></td>
</tr>
<tr>
<td>park bookstore</td>
<td></td>
<td></td>
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<tr>
<td>______ Assistance from</td>
<td></td>
<td></td>
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<tr>
<td>park staff</td>
<td></td>
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<tr>
<td>______ Ranger-led</td>
<td></td>
<td></td>
</tr>
<tr>
<td>walks/talks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>______ Ranger-led</td>
<td></td>
<td></td>
</tr>
<tr>
<td>campground programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>______ Junior Ranger</td>
<td></td>
<td></td>
</tr>
<tr>
<td>program</td>
<td></td>
<td></td>
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<tr>
<td>______ Museum exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>______ Roadside exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>______ Trailside exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>______ Park website:</td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.nps.gov/yose/">www.nps.gov/yose/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>used before or during</td>
<td></td>
<td></td>
</tr>
<tr>
<td>visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>______ Access for</td>
<td></td>
<td></td>
</tr>
<tr>
<td>disabled persons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>______ Shuttle bus service</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please go on to the next page  ➔
13. a) Please check ( ) all of the visitor and concession services and facilities that you and your group used during this visit to Yosemite NP.

b) Next, for only those services and facilities that you and your group used, please rate their importance from 1-5.

c) Finally, for only those services and facilities that you and your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Use service/facility?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check ( )</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td></td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td></td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td></td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td></td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

_____ Directional signs (in park)          _____          _____
_____ Directional signs (outside park)     _____          _____
_____ Roads                                _____          _____
_____ Trails                                _____          _____
_____ Restrooms                             _____          _____
_____ Campgrounds                           _____          _____
_____ Picnic areas                          _____          _____
_____ Trash collection                      _____          _____
_____ Recycling                             _____          _____
_____ Parking                               _____          _____
_____ In-park lodging                       _____          _____
_____ In-park restaurants                   _____          _____
_____ In-park gift shops                    _____          _____
_____ Showers                               _____          _____
_____ Laundromat                            _____          _____

14. Overall, how would you and your group rate the quality of the facilities, services, and recreational opportunities provided to you and your group at Yosemite NP during this visit? Please circle only one.

   Very poor   Poor   Average   Good   Very good

15. On this visit, how would you and your group rate the value for entrance fee you paid? Please circle only one.

   Very poor   Poor   Average   Good   Very good
16. On this visit, were you and your personal group with the following types of groups?
   a) Guided tour group   _____ Yes   _____ No
   b) School/educational group _____ Yes   _____ No
   c) Wedding/reunion   _____ Yes   _____ No

17. On this visit, what kind of personal group (not guided tour/educational group) were you with? Please check ( ) only one.
   _____ Alone   _____ Friends
   _____ Family   _____ Family and friends
   _____ Other (Please specify: ____________________________________________)

18. a) On this visit, how many people were in your personal group, including yourself?
    _____ Number of people
   b) On this visit, how many vehicles did you and your group use to enter the park?
    _____ Number of vehicles

19. For you and your group, please indicate:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Current age</th>
<th>U.S. Zip Code or name of country other than U.S.</th>
<th>Number of visits made to this park (including this visit) past 12 months</th>
<th>Lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>_____</td>
<td>_____</td>
<td>__________________</td>
<td>_____</td>
</tr>
<tr>
<td>Member #2</td>
<td>_____</td>
<td>_____</td>
<td>__________________</td>
<td>_____</td>
</tr>
<tr>
<td>Member #3</td>
<td>_____</td>
<td>_____</td>
<td>__________________</td>
<td>_____</td>
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<tr>
<td>Member #4</td>
<td>_____</td>
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<td>__________________</td>
<td>_____</td>
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<tr>
<td>Member #5</td>
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<td>__________________</td>
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<tr>
<td>Member #6</td>
<td>_____</td>
<td>_____</td>
<td>__________________</td>
<td>_____</td>
</tr>
<tr>
<td>Member #7</td>
<td>_____</td>
<td>_____</td>
<td>__________________</td>
<td>_____</td>
</tr>
</tbody>
</table>

20. a) For you only, are you Hispanic or Latino?
    _____ Yes   _____ No

*Please go on to the next page ➔*
b) For you only, which of these categories best describes your race? Please check ( ) all that apply.

- American Indian or Alaska Native
- Asian ➔ Go on to Part c of this Question
- Black or African American
- Native Hawaiian or other Pacific Islander
- White

If you are of Asian race, please check ( ) which of these categories best describes your race. Please check ( ) all that apply.

- Asian Indian
- Japanese
- Chinese
- Korean
- Filipino
- Vietnamese
- Other Asian (Please specify: ________________________)

21. For you and each of the members (age 16 or over) in your personal group on this visit, please indicate the highest level of education completed. Please check ( ) only one for each person.

<table>
<thead>
<tr>
<th>Highest level of education</th>
<th>Some High School</th>
<th>High School diploma/GED</th>
<th>Some College</th>
<th>Bachelor's Degree</th>
<th>Graduate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
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<tr>
<td>Member #3</td>
<td></td>
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<tr>
<td>Member #4</td>
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<td>Member #5</td>
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<td>Member #6</td>
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<tr>
<td>Member #7</td>
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<td></td>
</tr>
</tbody>
</table>

22. a) What is the one language you and/or members of your group prefer to use for the following?

- Speaking?
- Reading?

b) What services in the park would you like to have provided in languages other than English?

- None ➔ Go on to Question 23

Services that need translated: ________________________

c) If translation methods (such as brochures, audio, etc.) were provided for translating indoor and outdoor exhibits in the future, would you and your group be likely to use them?

- Yes, likely
- No unlikely
- Not sure
23. a) On this visit, did anyone in your group have any disabilities/impairments that limited their ability to visit/enjoy Yosemite NP?

   _____ Yes  _____ No  ➔ Go on to Question 24

b) If YES, what kind of disability/impairment? Please check ( ) all that apply.

   _____ Hearing  _____ Visual
   _____ Mobility  _____ Learning
   _____ Mental  _____ Other (Specify: ______________________)

c) Because of the disability/impairment, did you and your group encounter any access/service problems in the park?

   _____ Yes  _____ No  ➔ Go on to Question 24

d) If YES, what were the problems? ________________________________

24. a) What was the most important information you and your group learned during this visit to Yosemite NP?

b) How did you and your group learn about the information above on this visit? Please check ( ) all that apply in the column on the left.

c) On a future visit, what methods would you and your group prefer to use to learn about Yosemite NP? Please check ( ) all that apply in the column on the right.

b) This visit ( )

   Not interested in learning  ➔ Go on to Question 25  _____
   _____ Audio-visual programs (videos, movies, slide shows, etc.)  _____
   _____ Internet websites  _____
   _____ Travel guides/tour books  _____
   _____ Other printed materials (books, brochures, maps, park newspaper, etc.)  _____
   _____ Printed trail guides  _____
   _____ Ranger-guided walks or programs  _____
   _____ Roving rangers available to answer questions  _____
   _____ Indoor exhibits  _____
   _____ Roadside/trailside exhibits  _____
   _____ Other (Please specify: ______________________)  _____

c) Future visit ( )

Please go on to the next page ➔
25. For you and your group, please report all expenditures for the items listed below for this visit to Yosemite NP and the surrounding area (within 50 miles of the park). Please write "0" if no money was spent in a particular category.

a) Please list your group's total expenditures inside Yosemite NP.

b) Please list your group's total expenditures outside the park (within 50 miles).

NOTE: Surrounding area residents should only include expenditures that were directly related to this visit to Yosemite NP.

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Inside park</th>
<th>b) Outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels, motels, cabins, B&amp;B, etc.</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Guide fees and charges</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Other transportation expenses</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>(rental cars, taxis, auto repairs, but NOT airfare)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Donations</td>
<td>$_________</td>
<td>$_________</td>
</tr>
</tbody>
</table>

C) How many people do the above expenses cover?

_____ Adults (18 years or over) _____ Children (under 18 years)

26. a) Please rate from 1 to 5 how crowded you and your group felt during this visit to Yosemite NP? Please circle only one for each of the following.

Crowding of people

<table>
<thead>
<tr>
<th>Very crowded</th>
<th>Somewhat crowded</th>
<th>Neither crowded nor uncrowded</th>
<th>Somewhat uncrowded</th>
<th>Very uncrowded</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

b) If you rated people crowding as 1 or 2, please list where you felt crowded.

Crowding of vehicles

<table>
<thead>
<tr>
<th>Very crowded</th>
<th>Somewhat crowded</th>
<th>Neither crowded nor uncrowded</th>
<th>Somewhat uncrowded</th>
<th>Very uncrowded</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

b) If you rated vehicle crowding as 1 or 2, please list where you felt crowded.
27. a) On this visit to Yosemite NP, did you and your group ride the park shuttle bus?

   _____ Yes   _____ No  ➔ Go on to Question 28

b) If YES, please rate the usefulness of the shuttle bus service.

<table>
<thead>
<tr>
<th>Not at all useful</th>
<th>Somewhat not useful</th>
<th>Neither not useful nor not useful</th>
<th>Very useful</th>
<th>Extremely useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

c) If you rated the shuttle bus system as 1 or 2, please explain:____________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

d) On a future visit to Yosemite NP, would you and your group be willing to pay a modest fee ($2-4/person in addition to the park entrance fee) to ride a shuttle bus to take you between park sites?

   _____ Yes, likely   _____ No unlikely   _____ Not sure

28. If you were a manager planning for the future of Yosemite NP, what would you propose? Please be specific.

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

29. Is there anything else you and your group would like to tell us about your visit to Yosemite NP?

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

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

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139