



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

**Visitor Services Project**

# **Yosemite National Park**

## **Visitor Study**





**United States Department of the Interior**

**NATIONAL PARK SERVICE**

Yosemite National Park  
P.O. Box 700  
El Portal, CA 95318

IN REPLY REFER TO:

February 2008

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 after your visit 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 Director, 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](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

A handwritten signature in black ink that reads "Mike Tollefson".

Michael Tollefson  
Superintendent

### DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ● Not like this: ✓ ✗ /

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

### 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 Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Please go to the next page →

**Your Visit To Yosemite National Park**

**NOTE:** In this questionnaire, **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.

1. a) Prior to this visit, how did you and your personal group obtain information to plan your visit to Yosemite National Park? Please mark (●) **all** that apply in the left column.
- b) If you were to visit Yosemite National Park in the future, how would you and your personal group prefer to obtain information about Yosemite National Park? Please mark (●) **all** that apply in the right column.

**a) Prior to this visit (●)** \_\_\_\_\_ **b) On future visits (●)**

- Obtained no information prior to visit → **Go to part b of this question**
- Previous visits
- Friends/relatives/word of mouth
- Travel guides/tour books (such as AAA, etc.)
- Maps/brochures
- Newspaper/magazine articles
- E-mail/telephone/written inquiry to park
- Television/radio programs/videos
- 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 Institute website: [www.yni.org](http://www.yni.org)
- Other websites
- Other National Park Service sites
- Other (Please specify below)

a) \_\_\_\_\_ b) \_\_\_\_\_

- c) From the sources marked above, did you and your personal group receive the type of information about the park that you needed?

- No  Yes → **Go to Question 2**

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

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2. a) When did you and your group 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

b) Which factors affected you and your group's decision to visit Yosemite National Park on the day that you visited? Please mark (●) **all** that apply.

- Availability of vacation time
- Information received after arriving in the Yosemite National Park area (within 50 miles of any entrance point)
- Snow and favorable weather conditions for winter activities
- Sun and mild weather conditions
- Availability of lodging and other amenities in the area
- Interest in winter activities
- Interest in seeing Yosemite scenery in wintertime
- Expecting lower travel costs
- Expecting fewer crowds in the park
- Other (Please specify) \_\_\_\_\_

3. a) On this visit to Yosemite National Park, how long did you and your personal group spend visiting the park? List partial hours or days as 1/4, 1/2, 3/4.

\_\_\_\_\_ Number of hours **if less than 24 hours**

\_\_\_\_\_ Number of days **if 24 hours or more**

b) On this visit to Yosemite National Park, how long did you and your personal group stay in the **area** (within 50 miles of any entrance point)? List partial hours or days as 1/4, 1/2, 3/4.

\_\_\_\_\_ Number of hours **if less than 24 hours**

\_\_\_\_\_ Number of days **if 24 hours or more**

4. a) On this visit, which entrance point did you and your group use to **first** enter Yosemite National Park? Please mark (●) **only one**.
- b) On this visit, which exit point did you and your group use to **last exit** Yosemite National Park? Please mark (●) **only one**.

**First enter**

**Last exit**

- |                       |  |                       |
|-----------------------|--|-----------------------|
| <input type="radio"/> | South Entrance (Highway 41 Corridor through Fresno, Oakhurst)          | <input type="radio"/> |
| <input type="radio"/> | Arch Rock Entrance (Highway 140 Corridor through Merced, El Portal)    | <input type="radio"/> |
| <input type="radio"/> | Big Oak Flat Entrance (Highway 120 Corridor through Modesto, Stockton) | <input type="radio"/> |
| <input type="radio"/> | Hetch Hetchy Entrance Station  | <input type="radio"/> |

c) During your stay in the area (within 50 miles of any entrance point), how many times did you and your personal group enter Yosemite National Park?

\_\_\_\_\_ Number of entries

5. For this trip, what was the **primary** reason that you and your personal group visited Yosemite National Park area (within 50 miles from any entrance point)? Please mark (●) **one**.

- Resident of area (within 50 miles)
- Visit Yosemite National Park
- Visit other attractions in the area
- Visit friends/relatives in the area
- Travel through to other destination
- Business
- Other (Please specify) \_\_\_\_\_

6. a) On this trip, did you and your personal group stay overnight **away from home** in Yosemite National Park or in the area within 50 miles of any entrance point?

Yes                       No → **Go to Question 7**

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b) If YES, please list the number of nights you and your personal group stayed.

\_\_\_\_\_ Number of nights inside Yosemite National Park

\_\_\_\_\_ Number of nights outside park within 50 miles of any entrance point

c) and d) In what type of lodging did you and your personal group spend the night(s)? Please mark (●) **all** that apply.

**c) Inside park**

**d) Outside park within 50 miles**

- |                       |  |                       |
|-----------------------|--|-----------------------|
| <input type="radio"/> | Lodge, motel, cabin, rented condo/home, or bed & breakfast | <input type="radio"/> |
| <input type="radio"/> | RV/trailer camping   | <input type="radio"/> |
| <input type="radio"/> | Tent camping in developed campground                       | <input type="radio"/> |
| <input type="radio"/> | Backcountry campsite                                       | <input type="radio"/> |
| <input type="radio"/> | Backcountry cabin  | <input type="radio"/> |
| n/a                   | Personal seasonal residence                                | <input type="radio"/> |
| <input type="radio"/> | Residence of friends or relatives                          | <input type="radio"/> |
| <input type="radio"/> | Other (Please specify below)                               | <input type="radio"/> |

c) \_\_\_\_\_ d) \_\_\_\_\_

7. a) On this visit, which one of the following entrance fees applied to you and your group? Please mark (●) **one**.

- \$20 per car (valid for 7 days)
- \$10 per person arriving on foot or bicycle (free for those who are 15 years old and younger)
- As a part of a commercial tour package or school/educational permit
- Annual passes (Yosemite Annual Pass, National Park Pass, American the Beautiful Pass, Golden Eagle Pass)
- Other passes (such as Golden Access Pass, Golden Age Pass)

b) On this visit, how would you and your personal group rate the value you received for the entrance fee paid or pass you used to enter Yosemite National Park? Please mark (●) **one**.

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very poor             | Poor                  | Average               | Good                  | Very good             |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

8. a) On this visit, what forms of transportation did you and your group use to travel between your overnight accommodations or home and Yosemite National Park? Please mark (●) **all** that apply.

- Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)
- Rental vehicle (any type)                       Bicycle
- Commercial tour/school bus                       On foot (walk/ski/snowshoe)
- Other (Please specify) \_\_\_\_\_

- b) On this visit, how many vehicles did you and your personal group use to arrive at the park?

\_\_\_\_\_ Number of vehicles (not including park shuttle)

9. a) On this visit, what activities did you and your personal group participate in while visiting Yosemite National Park? Please mark (●) **all** that apply.

- Viewing scenery/taking scenic drive                       Bicycling
- Taking photographs/painting/drawing                       Day hiking
- Nature study/birdwatching                       Picnicking
- Attending ranger-led programs                       Skiing
- Shopping in visitor center bookstore                       Skating
- Overnight backpacking                       Snowshoeing
- Camping in developed campground
- Shopping inside park (other than visitor center bookstore)
- Other (Please specify) \_\_\_\_\_

- b) Which **one** of the above activities was the primary activity that you and your personal group participated in while visiting Yosemite National Park?

\_\_\_\_\_

10. a) On this trip, where did you and your personal group stay on the night prior to visiting Yosemite National Park? If you stayed at home please write the name of the town where you live.

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



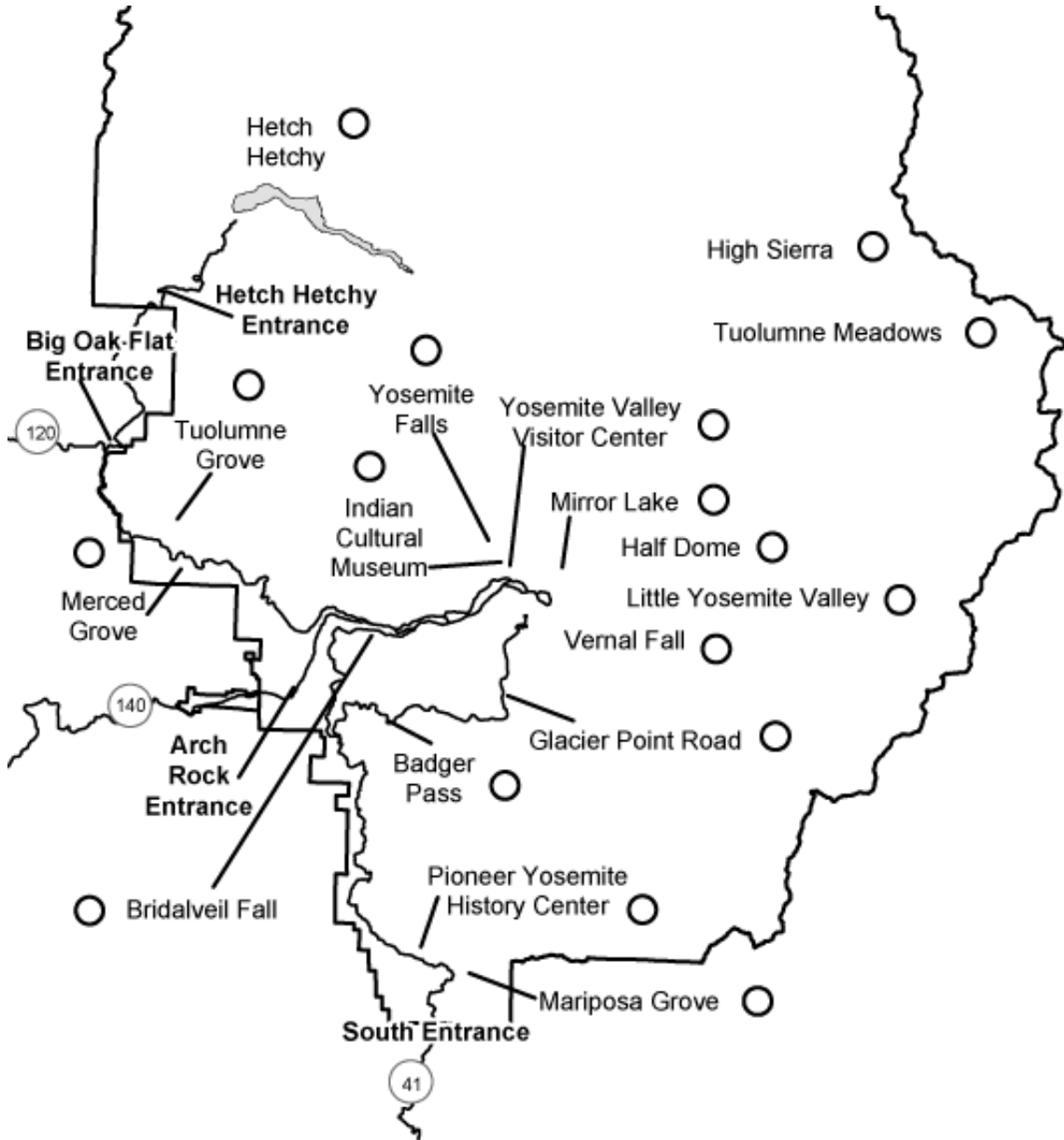
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b) On this trip, where did you and your personal group stay on the night after leaving Yosemite National Park? If you stayed at home please write the name of the town where you live.

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

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



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

12. a) When visiting an area such as Yosemite National Park, what **one** language do you and most members of your personal 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? Please specify or write "None."

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13. a) Please mark (●) **all** visitor services and facilities that you or your personal group **used** during this visit to Yosemite National Park.

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

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

	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
<b>a) Visitor services and facilities used</b>	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
Mark (●)		

<input type="radio"/> Directional signs (in park)	_____	_____
<input type="radio"/> Directional signs (outside park)	_____	_____
<input type="radio"/> Roads	_____	_____
<input type="radio"/> Badger Pass ski trails	_____	_____
<input type="radio"/> Trails (other than Badger Pass)	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Campgrounds	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Trash collection	_____	_____
<input type="radio"/> Recycling	_____	_____
<input type="radio"/> Parking	_____	_____
<input type="radio"/> In-park lodging	_____	_____
<input type="radio"/> In-park restaurants	_____	_____
<input type="radio"/> Items purchased in gift shops (other than visitor center bookstore)	_____	_____

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Access for disabled persons

\_\_\_\_\_

\_\_\_\_\_

14. a) Please mark (●) **all** information services and facilities that you or your personal group **used** during this visit to Yosemite National Park.
- b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
	1=Not important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good
<b>a) Information services and facilities used</b>		
Mark (●)		

- |  |       |       |
|--|-------|-------|
| <input type="radio"/> Park brochure/map  | _____ | _____ |
| <input type="radio"/> Yosemite Guide (booklet distributed at park entrance)                              | _____ | _____ |
| <input type="radio"/> Trail guides   | _____ | _____ |
| <input type="radio"/> Items purchased in visitor center bookstore (selection, quality, price, etc.)      | _____ | _____ |
| <input type="radio"/> Assistance from park staff   | _____ | _____ |
| <input type="radio"/> Ranger-led walks/talks   | _____ | _____ |
| <input type="radio"/> Ranger-led campground program  | _____ | _____ |
| <input type="radio"/> Junior Ranger program  | _____ | _____ |
| <input type="radio"/> Indoor exhibits  | _____ | _____ |
| <input type="radio"/> Outdoor exhibits   | _____ | _____ |
| <input type="radio"/> Yosemite Valley loop shuttle bus service   | _____ | _____ |
| <input type="radio"/> Yosemite National Park website:<br>www.nps.gov/yose/ (used before or during visit) | _____ | _____ |

15. a) Is there any service/facility that you and your personal group needed inside Yosemite National Park, but it was not available?

Yes                       No → **Go to Question 16**

- b) If YES, what is it? Please be specific.
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16. On this visit, were you and your personal group part of the following types of groups? Please mark (●) **one** for each.

- a) Commercial guided tour group             Yes             No
- b) School/educational group             Yes             No
- c) Wedding/reunion             Yes             No
- d) Other organized group (such as             Yes             No  
     business group, scout group, etc.)

17. On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

- Alone     Family
- Friends     Family and friends
- Other (Please specify) \_\_\_\_\_

18. On this visit, how many people were in your personal group, including yourself?  
 \_\_\_\_\_ Number of people

19. For you and your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank.

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c&d) Number of visits to Yosemite NP (including this visit)	
			past 12 months	lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

20. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

- Yes     No → **Go to Question 21**

b) If YES, what services or activities were difficult to access/participate in?

21. a) Are you or members of your group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is your race? What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) Are you or members of your group of Middle Eastern/Arab ancestry/descent? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Middle Eastern/ Arab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not Middle Eastern/Arab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. If you or your personal group members are of Asian race, which of these categories best describe your race? Please mark (●) **all** that apply to your group.

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

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23. Overall, how would you and your group rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Yosemite National Park during this visit? Please mark (●) **one**.

- Very poor                  Poor                  Average                  Good                  Very good
- ○                          ○                          ○                          ○

24. For you and your group, please report all expenditures for the items listed below for this visit to Yosemite National Park and the surrounding area (within 50 miles of any entrance point). **Please write "0" if no money was spent in a particular category.**

- a) Please list your group's total expenditures inside Yosemite National Park.  
 b) Please list your group's total expenditures outside the park (within 50 miles).

NOTE: Surrounding area residents should only include expenditures that were just for this visit to Yosemite National Park

	<b>EXPENDITURES</b>	
	<b>a) Inside park</b>	<b>b) Outside park</b>
Hotels, motels, cabins, B&B, etc.	\$ _____	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	\$ _____	\$ _____
Admission fees	\$ _____	\$ _____
Recreation, entertainment fees (including ski equipment rental)	\$ _____	\$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Donations	\$ _____	\$ _____

c) How many people do the above expenses cover?

\_\_\_\_\_ Adults (18 years or over)                  \_\_\_\_\_ Children (under 18 years)

**Please write 0 if you didn't have any children in the group covered by expenses**

25. If you were to visit Yosemite National Park in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Yosemite NP? Please mark (●) **all** that apply.

- Not interested in learning about the park → **Go to Question 26**
- Indoor exhibits  Outdoor exhibits
- Park website: [www.nps.gov/yose](http://www.nps.gov/yose)  Self-guided tours
- Volunteer opportunities  Special events
- Interactive computer programs tours
- Living history/costumed interpretive programs
- Electronic media/devices available to visitors (downloadable podcasts, MP3, Windows Media™, etc.)
- Audiovisual programs (DVD, video, or movie)
- Printed materials (brochures, books, maps, etc.)
- Other (Please specify) \_\_\_\_\_

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

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27. Is there anything else you and your personal group 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.



**OFFICIAL BUSINESS**

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



