Yosemite National Park

Visitor Study
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.

We appreciate your help.

Sincerely,

Michael Tollefson
Superintendent
Yosemite National Park Visitor Study

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 (○), 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 ➔
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/
   □ DNC Parks and Resorts website: www.yosemitepark.com
   □ Yosemite Association website: www.yosemite.org
   □ Yosemite Institute website: 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
Yosemite National Park Visitor Study

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

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.

<table>
<thead>
<tr>
<th>First enter</th>
<th>Last exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>○ South Entrance (Highway 41 Corridor through Fresno, Oakhurst)</td>
<td>O</td>
</tr>
<tr>
<td>○ Arch Rock Entrance (Highway 140 Corridor through Merced, El Portal)</td>
<td>O</td>
</tr>
<tr>
<td>○ Big Oak Flat Entrance (Highway 120 Corridor through Modesto, Stockton)</td>
<td>O</td>
</tr>
<tr>
<td>○ Hetch Hetchy Entrance Station</td>
<td>O</td>
</tr>
</tbody>
</table>

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.

| O Resident of area (within 50 miles)                        |
| O Visit Yosemite National Park                             |
| O Visit other attractions in the area                      |
| O Visit friends/relatives in the area                       |
| O Travel through to other destination                      |
| O Business                                                 |
| O 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
Yosemite National Park Visitor Study

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

- Lodge, motel, cabin, rented condo/home, or bed & breakfast
- RV/trailer camping
- Tent camping in developed campground
- Backcountry campsite
- Backcountry cabin
- Personal seasonal residence
- Residence of friends or relatives
- Other (Please specify below)

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

- 
- 
- 
- 
- 
- 
- 

O O O O O O
Yosemite National Park Visitor Study

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)
- Commercial tour/school bus
- 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
- Taking photographs/painting/drawing
- Nature study/birdwatching
- Attending ranger-led programs
- Shopping in visitor center bookstore
- Overnight backpacking
- 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 ________________
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.

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.”

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.

<table>
<thead>
<tr>
<th>a) Visitor services and facilities used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark (●)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Directional signs (in park)</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td>O Directional signs (outside park)</td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td>O Roads</td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td>O Badger Pass ski trails</td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td>O Trails (other than Badger Pass)</td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
<tr>
<td>O Restrooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Campgrounds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Picnic areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Trash collection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Recycling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Parking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O In-park lodging</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O In-park restaurants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Items purchased in gift shops (other than visitor center bookstore)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access for disabled persons</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>a) Information services and facilities used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>O Park brochure/map</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td>O Yosemite Guide (booklet distributed at park entrance)</td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td>O Trail guides</td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td>O Items purchased in visitor center bookstore (selection, quality, price, etc.)</td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td>O Assistance from park staff</td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
<tr>
<td>O Ranger-led walks/talks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Ranger-led campground program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Junior Ranger program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Indoor exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Outdoor exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Yosemite Valley loop shuttle bus service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Yosemite National Park website: <a href="http://www.nps.gov/yose/">www.nps.gov/yose/</a> (used before or during visit)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

O Yes  O No  ➔ Go to Question 16

b) If YES, what is it? Please be specific.
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 business group, scout group, etc.)  ○ Yes  ○ No

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.

<table>
<thead>
<tr>
<th>a) Current age</th>
<th>b) U.S. ZIP code or name of country other than U.S.</th>
<th>c&amp;d) Number of visits to Yosemite NP (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Asian</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Black or African American</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>White</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle Eastern/Arab</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Not Middle Eastern/Arab</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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.

- Asian Indian
- Cambodian
- Chinese
- Filipino
- Hmong
- Japanese
- Korean
- Laotian
- Pakistani
- Thai
- Vietnamese
- Other Asian
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

O          O       O       O       O

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.

<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 (rental cars, taxis, auto repairs, but NOT airfare)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Admission fees</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Recreation, entertainment fees (including ski equipment rental)</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)

**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.

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

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

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

27. Is there anything else you and your personal group would like to tell us about your visit to Yosemite National Park?

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

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