Dear Visitor:

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

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 after your visit.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided 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,

Daniel N. Wenk
Superintendent
DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) 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. Please do not use pencil!
   
   Like this:  ● Not like this:  ☐ ☒ ☐ ○
4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Yellowstone National Park. Your response is voluntary. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection 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.

Your Visit To Yellowstone National Park

NOTE: In this questionnaire “personal group” is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scout, or tour group.

1. a) Prior to this visit, how did you and your personal group obtain information about Yellowstone National Park (NP)? Please mark (●) all that apply in column (a).

   ○ Did not obtain information prior to visit ➔ Go to part (b) of this question

b) If you were to visit Yellowstone NP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) all that apply in column (b).

   a) This visit  b) Future visit

<table>
<thead>
<tr>
<th>Source of information</th>
</tr>
</thead>
<tbody>
<tr>
<td>○ Friends/relatives/word of mouth</td>
</tr>
<tr>
<td>○ Inquiry to park via phone, mail, or email</td>
</tr>
<tr>
<td>○ Local businesses (airport, hotels, motels, restaurants, etc.)</td>
</tr>
<tr>
<td>○ Maps/brochures</td>
</tr>
<tr>
<td>○ Newspaper/magazine articles</td>
</tr>
<tr>
<td>○ Previous visits</td>
</tr>
<tr>
<td>○ School class/program</td>
</tr>
<tr>
<td>○ Social media (e.g., Facebook, Twitter, etc.)</td>
</tr>
<tr>
<td>○ State welcome center/visitors bureau/chamber of commerce</td>
</tr>
<tr>
<td>○ Television/radio programs/DVDs</td>
</tr>
<tr>
<td>○ Travel guides/tour books (such as AAA, etc.)</td>
</tr>
<tr>
<td>○ Yellowstone NP website: <a href="http://www.nps.gov/yell">www.nps.gov/yell</a></td>
</tr>
<tr>
<td>○ Xanterra concession website: <a href="http://www.travelyellowstone.com">www.travelyellowstone.com</a></td>
</tr>
<tr>
<td>○ Delaware North concession website: <a href="http://www.delawarenorth.com">www.delawarenorth.com</a></td>
</tr>
<tr>
<td>○ Other websites</td>
</tr>
<tr>
<td>○ n/a Other, this visit (Specify)</td>
</tr>
<tr>
<td>n/a Other, future visit (Specify)</td>
</tr>
</tbody>
</table>
c) From the sources marked in column (a), did you and your personal group receive the type of information about the park that you needed?
   O No   O Yes  ➔ Go to Question 2

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

2. For this trip, what was the **primary** reason that you and your personal group visited the Yellowstone NP **area** (within 150 miles)? Please mark (●) only one.
   O Resident of area
   O Visit Yellowstone NP
   O Visit Grand Teton NP
   O Visit other attractions in the area
   O Traveling through - unplanned visit
   O Visit friends/relatives in the area
   O Other (Please specify)

3. On this visit, were the signs directing you and your personal group to and within Yellowstone NP adequate? Please mark (●) one answer for each of the following.
   a) Interstate signs
      O Yes   O No   O Did not use
   b) State highway signs
      O Yes   O No   O Did not use
   c) National Park Service signs in developed areas of the park
      O Yes   O No   O Did not use

4. a) In the park, did you and your personal group have any problem finding commercial services (such as lodging, food, gas, gift shops, etc.)?
   O Yes   O No  ➔ Go to Question 5

b) If YES, which of the following reasons contributed to the problem? Please mark (●) all that apply.
   O Signs   O Traffic circulation
   O Service was closed   O Other (Specify) ________________________

5. a) On this visit, how many times did you and your personal group enter Yellowstone NP during your stay in the area (within 150 miles)?
   ____ Number of entries

   b) Which entrances did you and your personal group use to enter the park? Please mark (●) all that apply. (See map on page 7.)
      O West Yellowstone
      O North Entrance (Gardiner)
      O South Entrance (Flagg Ranch)
      O Northeast Entrance (Cooke City)
      O East Entrance (Cody)

   c) On this visit, how many vehicles did you and your personal group use to arrive at the park? Please write “0” if you did not arrive by vehicle.
   ____ Number of vehicles

6. a) For this trip, please mark (●) all the park locations that you and your personal group visited in Yellowstone NP. If you did not visit a location, please leave that line blank. Use the map on the next page to help you identify the locations you visited.

   b) & c) Please list the amount of time you spent at each location in hours or days. If you spent **less than 24 hours**, list the number of hours in column (b). If you spent **24 hours or more**, list the number of days in column (c). Also list the **total** time spent in Yellowstone NP. List partial hours or days as 1/4, 1/2, 3/4.

   a) Visited park location (●)  b) Hours spent—if less than 24 hours  c) Days spent—if 24 hours or more
      O Mammoth Hot Springs  _____  _____
      O Madison  _____  _____
      O Old Faithful  _____  _____
      O West Thumb/Grant Village  _____  _____
      O Fishing Bridge/Lake Village/ Bridge Bay  _____  _____
      O Tower-Roosevelt  _____  _____
      O Canyon Village  _____  _____

   Total time spent in Yellowstone NP on this visit  _____  _____

   d) Were you and your personal group able to visit all the locations in Yellowstone NP that you had planned to visit?
      O No   O Yes  ➔ Go to Question 7
7. a) On this trip, did you and your personal group stay **overnight away from home** in Yellowstone NP or in the area within 150 miles of any entrance point?
   - [ ] Yes
   - [ ] No ➔ Go to Question 8

   b) If YES, please list the number of nights you and your personal group stayed.
   - Number of nights inside Yellowstone NP
   - Number of nights outside Yellowstone NP within 150 miles of park

c) & d) In which types of accommodations did you and your personal group spend the night(s)? Please mark (•) all that apply.

c) **Inside park**
   - Lodge, motel, cabin, rented condo/home, or bed & breakfast
   - If you stayed **inside** the park, in what type of lodging?
   - If you stayed **inside** the park, at what location?
   - Camping in developed campground
   - Backcountry campsite
   - Personal seasonal residence
   - Residence of friends or relatives
   - Other (Please specify below)

   d) **Outside park** within 150 miles

8. On this trip, where did you and your personal group stay on the **night before** and the **night after** visiting Yellowstone NP? If you stayed at home, please write the name of the town/city and state where you live.

   a) BEFORE visit:  Town/city ____________________ State ____________

   b) AFTER visit:  Town/city ____________________ State ____________

9. a) On this visit, did you and your personal group visit the Old Faithful Inn?
   - [ ] Yes
   - [ ] No

   b) On this visit, did you and your personal group stay overnight at the Old Faithful Inn?
   - [ ] Yes
   - [ ] No
Yellowstone National Park Visitor Study

10. a) On this visit, in which activities did you and your personal group participate within Yellowstone NP? Please mark (●) all that apply.

- Attending ranger-led programs
- Boardwalk/geyser basin
- Camping in developed campgrounds
- Creative arts (painting/drawing/photography/writing)
- Day hiking
- Eating in park restaurants
- Overnight backpacking (camping in the backcountry)
- Shopping in park bookstores
- Shopping in park stores (gift shops and general stores)
- Sightseeing/taking a scenic drive
- Staying in park lodging
- Viewing roadside/trailside exhibits
- Viewing wildlife/birdwatching
- Visiting park visitor center(s)/museum(s) How many did you visit? _____
- Other (Please specify) ________________________________________________

b) Which one of the above activities was the primary reason you and your personal group visited Yellowstone NP on this visit? Please list only one response.

11. On a future visit, would you and your group like to have the following services available in developed areas in Yellowstone NP?

a) Cell phone
- Yes
- No

b) Internet access
- Yes
- No

c) Other (Please specify) ________________________________________________

NOTE: Commercial services at Yellowstone NP include lodging, food, camping, gas stations, gift shops and medical services that are provided by concessionaires such as Xanterra, Delaware North, etc.

12. a) On this visit to Yellowstone NP, which of the following commercial services did you and your personal group use? Please mark (●) all that apply.

b) If you and your personal group used lodging, campgrounds and/or restaurants/food services, were you able to get your first choice of location?

c) Did the commercial services that you and personal your group used meet your expectations? Please circle one.

d) Please rate the value (from 1 to 5) of the commercial services you and personal your group used, for the money you paid.

<table>
<thead>
<tr>
<th>Service used</th>
<th>Commercial service in Yellowstone NP</th>
<th>b) Did you get your first choice?</th>
<th>c) Meet expectations?</th>
<th>d) Value for money you paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>O Lodging</td>
<td>Yes</td>
<td>No</td>
<td>1=Worse than expected</td>
<td>5=Very good</td>
</tr>
<tr>
<td>O Campgrounds</td>
<td>Yes</td>
<td>No</td>
<td>1=Worse than expected</td>
<td>5=Very good</td>
</tr>
<tr>
<td>O Restaurants/food service</td>
<td>Yes</td>
<td>No</td>
<td>1=Worse than expected</td>
<td>5=Very good</td>
</tr>
<tr>
<td>O Purchase gas</td>
<td>n/a</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Purchase gifts/ souvenirs</td>
<td>n/a</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Medical services</td>
<td>n/a</td>
<td>1 2 3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

e) If you marked "No" or "Worse than expected" to part (b) or (c) of this question, please explain where and why.

Location ___________________________  Reason ___________________________

f) If you marked "Very poor" or "Poor" in part (d) of this question please explain where and why.

Location ___________________________  Reason ___________________________

g) If you marked "Very good" in part (d) of this question, please explain.

______________________________
13. a) Prior to your visit to Yellowstone NP, which concession services and activities did you or your personal group plan to do, or make reservations for, before arrival? Please mark (•) all that apply.

b) Please mark (•) all the concession services and activities that you or personal your group used during this visit to Yellowstone NP.

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

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

### EXPENDITURES

**a) Inside park**

- Lodges, hotels, motels, cabins, B&Bs, 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 (including airfare, rental cars, auto repairs, etc.) $______
- Fishing/boating $______
- Admission, recreation, entertainment fees $______
- All other purchases (souvenirs, film, books, sporting goods, clothing, etc.) $______
- Donations $______

**b) Outside park**

- Lodges, hotels, motels, cabins, B&Bs, 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 (including airfare, rental cars, auto repairs, etc.) $______
- Fishing/boating $______
- Admission, recreation, entertainment fees $______
- 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 no children were covered by the expenditures.

14. For you and your personal group, please report all expenditures for the items listed below for this visit to Yellowstone NP and the surrounding area (within 150 miles of any entrance point). Please write "0" if no money was spent in a particular category.

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

b) Please list your group's total expenditures outside the park (within 150 miles).

Note: Surrounding area residents should only include expenditures that were just for this visit to Yellowstone NP.

15. On this visit, were you and your personal group part of the following types of organized groups? Please mark (•) one for each.

a) Commercial guided tour group

b) School/educational group

c) Other (business, church, scouts, work)

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

- Number of people in organized group ______
16. a) On this visit, what type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) one.

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

b) On this visit, how many people were in your personal group, including yourself?

Number of people in personal group

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

- Gender
  - M=Male
  - F=Female

- Current age

- U.S. ZIP code
  - Current
  - or name of country other than U.S.

- Number of visits to Yellowstone NP
  - (including this visit)

- Past 12 months

- Lifetime

18. For you only, what is the highest level of education you have completed? Please mark (●) one.

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

19. a) & b) When visiting an area such as Yellowstone NP, which language(s) do you and most members of your personal group prefer to use for the following?

a) Speaking:
- English
- Other (Specify)

b) Reading:
- English
- Other (Specify)

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 on to Question 21

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

- Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
- Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses, or due to blindness)
- Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
- Other (Please specify)

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

- Yes, Hispanic or Latino
- No, not Hispanic or Latino

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.

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White
22. a) Which category best represents your annual household income? Please mark (●) one.

- O Less than $24,999
- O $25,000-$34,999
- O $35,000-$49,999
- O $50,000-$74,999
- O $75,000-$99,999
- O $100,000-$149,999
- O $150,000-$199,999
- O $200,000 or more
- O $35,000-$49,999
- O $100,000-$149,999
- O Do not wish to answer

b) How many people are in your household? ______ Number of people

23. a) Commercial services at Yellowstone NP include lodging, restaurants/food service, stores, gift shops, medical clinics, gas stations, etc. On this visit, what did you and your personal group like most about the commercial services?


b) On this visit, what did you and your personal group like least about the commercial services (lodging, restaurants/food service, stores, gift shops, medical clinics, gas stations, etc.) in Yellowstone NP?


24. Is there anything else you and your personal group would like to tell us about your visit to Yellowstone NP?


25. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Yellowstone NP during this visit? Please mark (●) one.

- O Very poor
- O Poor
- O Average
- O Good
- O Very good

Thank you for your help! Please seal the questionnaire in the postage paid-envelope provided and drop it in any U.S. mailbox.