



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

Visitor Services Project



Yosemite National Park Visitor Study

Summer 2005



University of Idaho

**Park Studies Unit
Visitor Services Project
Report 168**



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Yosemite National Park

Visitor Study Summer 2005

Visitor Services Project Report 168

March 2006

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**Visitor Services Project
Yosemite National Park
Report Summary**

- This report describes the results of a visitor study at Yosemite National Park (NP) during July 8-17, 2005. A total of 1,204 questionnaires were distributed to visitor groups. Of those, 781 questionnaires were returned resulting in a 65% response rate.
- Yosemite NP visitors are profiled in graphs and frequency tables in this report. Summaries of visitor comments are included in this report and complete comments are included in an appendix.
- Thirty-six percent of visitor groups were in groups of two, 32% were in groups of three or four, and 27% were groups of five or more. Sixty-three percent of the visitor groups were family groups. Forty-six percent of visitors were ages 36-60 years and 17% were ages 15 or younger.
- United States visitors were from California (69%), Texas (4%), and 39 other states, Washington, D.C., and Puerto Rico. International visitors, comprising 18% of the total visitation, were from England (23%), France (11%), and 35 other countries.
- Forty-eight percent of visitors visited Yosemite NP for the first time in their lifetime and 81% visited once in the past 12 months. Thirty percent of visitors (16 years or older) had a bachelor's degree, 25% had a graduate degree, and 24% had some college.
- Prior to this visit, visitor groups most often obtained information about Yosemite NP through previous visits (57%), friends/relatives/word of mouth (45%), and the NPS park website (40%). Five percent of visitor groups did not obtain any information about the park before their visit.
- Visiting Yosemite NP was the primary reason that brought 75% of visitor groups to the area (within 50 miles of the park). On this visit, the most common activities were sightseeing/taking a scenic drive (87%), visiting visitor center (55%), and eating in park restaurant (49%).
- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups who responded to each question. The most used information service/facility by 708 visitor groups was the park brochure/map (90%). The information service/facility that received the highest combined proportions of "extremely important" and "very important" ratings was the shuttle bus service (81%, N=333). The information service/facility that received the highest combined proportions of "very good" and "good" quality ratings was ranger-led walks/talks (91%, N=51).
- The most used visitor and concession service/facility by 726 visitor groups was directional signs in park (91%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings were campgrounds (95%, N=111), in-park lodging (95%, N=104), and roads (95%, N=610). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were roads (87%, N=596) and trails (86%, N=430).
- The average total expenditures in and outside the park (within 50 miles of the park) per visitor group was \$681. The median visitor group expenditure (50% of groups spent more, 50% of group spent less) was \$370. The average per capita (per person) expenditure was \$187.
- Most visitor groups (88%) rated the overall quality of services, facilities, and recreational opportunities at Yosemite NP as "very good" or "good." Less than one percent of groups rated the overall quality as "very poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho or at the following website <http://www.psu.uidaho.edu>

**Proyecto de Servicios al Visitante
Parque Nacional Yosemite
Informe—Resumen de Resultados**

- Este informe describe los resultados de un estudio de visitantes llevado a cabo en el Parque Nacional Yosemite (PN), del 8-17 de julio de 2005. Un total de 1,204 cuestionarios fueron distribuidos a grupos de visitantes. Setecientos ochenta y un (781) cuestionarios fueron completados y enviados para un nivel de respuesta del 65%.
 - Este informe incluye una serie de gráficas y cuadros que ilustran el perfil de los visitantes al PN Yosemite. Resúmenes de comentarios proveídos por visitantes han sido incluidos en este informe; los comentarios completos están incluidos en un apéndice.
 - De los grupos de visitantes al PN Yosemite, 36% eran grupos compuestos por dos (2) personas, 32% fueron grupos de tres (3) o cuatro (4) personas, y 27% eran grupos de cinco personas (5) o más. Sesenta y tres por ciento (63%) de los grupos de visitantes iban en grupos de familia. Cuarenta y seis por ciento (46%) de los visitantes estaban entre las edades de 36-60 años, y 17% eran personas de 15 años o menores.
 - Visitantes de los Estados Unidos de América provinieron de California (69%), Texas (4%), y 39 otros estados, Washington D.C. y Puerto Rico. Visitantes internacionales representaron un 18% del total de visitantes al parque; estos visitantes provinieron de Inglaterra (23%), Francia (11%), y otros 35 países.
 - Cuarenta y ocho por ciento (48%) de los visitantes al PN Yosemite estaban visitando el sitio por la primera vez, y 81% comentaron haber visitado una vez el PN Yosemite durante los doce meses previos. Los visitantes (16 años o mayores), en cuanto a educación, mencionaron lo siguiente: 30% tenían un título de pre-grado, 25% tenían un título de post-grado, y 24% recibieron algún tipo de educación de pre-grado.
 - Previo a su visita, los grupos de visitantes obtuvieron información sobre el PN Yosemite a través de los siguientes medios: visitas previas (57%), amigos/familiares/persona a persona (45%), y el sitio de Internet del Servicio de Parques Nacionales (40%). Cinco por ciento (5%) de los grupos de visitantes no obtuvieron información sobre el parque previo a su visita.
 - El 75% de los grupos de visitantes comentaron que la razón primordial para visitar el área aledaña (hasta 50 millas de distancia del parque) fue la de visitar el PN Yosemite. Durante su visita, las actividades más comunes a realizar fueron las de manejar en carreteras escénicas/observar paisajes (87%), visitar el centro de visitantes (55%), y comer en restaurantes dentro del parque (49%).
 - Respecto a uso, importancia, y calidad de los servicios y facilidades, es importante notar el número de grupos de visitantes que respondieron a cada una de las preguntas. Los servicios/facilidades de información más utilizados por los 708 grupos de visitantes fue el folleto del parque/mapa del parque (90%). El servicio/facilidad de información que recibió la proporción más alta de los puntajes combinados "extremadamente importante" y "muy importante" fue el servicio de buses—shuttle bus (81%, N=333). El servicio/facilidad de información que obtuvo la proporción más alta de los puntajes combinados en cuanto a calidad "muy buena" y "buena" fue el servicio de caminatas/charlas dirigidas por los guarda parques (91%, N=51).
-

- Las señales/rótulos direccionales dentro del parque fueron el servicio/facilidad bajo concesión mayormente utilizado por los grupos de visitantes (726 grupos, 91%). Los servicios/facilidades que recibieron las proporciones más altas de los puntajes combinados “extremadamente importante” y “muy importante” fueron los campamentos o sitios de acampar (95%, N=111), hospedaje dentro del parque (95%, N=104), y carreteras (95%, N=610). Los servicios/facilidades que recibieron las proporciones más altas de los puntajes combinados en cuanto a calidad “muy buena” y “buena” fueron las carreteras (87%, N=596) y los senderos (86%, N=430).
- El promedio de gastos totales incurridos dentro y fuera del parque (hasta 50 millas de distancia del parque) por grupo de visitantes fue de \$681. La mediana de los gastos por grupo de visitantes (50% de los grupos gastaron más, y 50% de grupos gastaron menos) fue de \$370. El promedio de gastos per capita (por persona) fue de \$187.
- La mayoría de los grupos de visitantes (88%) calificaron la calidad en general de los servicios, facilidades, oportunidades recreativas del PN Yosemite como “muy buena” y “buena”. Menos del uno por ciento (1%) de los grupos calificaron la calidad en general como “muy mala”.

Para mayor información sobre el Proyecto de Servicios al Visitante, por favor sírvase contactar al Park Studies Unit (Unidad de Estudios en los Parques), University of Idaho o visite el sitio de Internet <http://www.psu.uidaho.edu>

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INTRODUCTION

This report describes the results of a visitor study conducted at Yosemite National Park (NP) from July 8-17, 2005 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit (PSU) at the University of Idaho.

Organization of the report

The report is organized into three sections.

Section 1: Methods. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: Results. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire. Instead, the results are presented in the following order:

- *Demographics*
- *Information Prior To Visit*
- *Information During Visit*
- *Ratings of Park Services, Facilities, Elements, Attributes, Resources, Qualities, and Value for Fee Paid*
- *Expenditures (only presented if the questionnaire included expenditure questions)*
- *Information about Future Preferences*
- *Overall Quality*
- *Visitor Comments*

Section 3: The Appendices

Appendix 1: The *Questionnaire* contains a copy of the original questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis* contains a list of options for cross references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after this study is published.

Appendix 3: Decision rules for checking non-response bias

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the VSP-PSU. Copies of these reports can be obtained by contacting PSU office or visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>

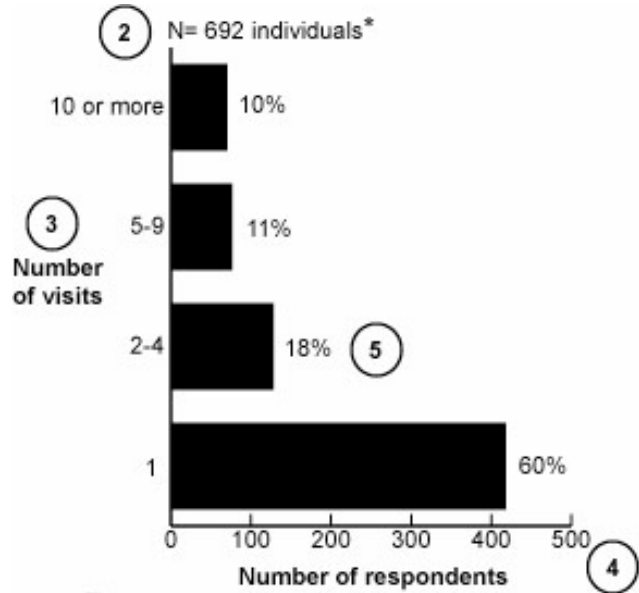
Visitor Comments Appendix: A separate appendix contains visitor responses for open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below) scatter plots, pie charts, tables and text.

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, **CAUTION!** on the graph shows the results may be unreliable.
 - * appears when total percentages do not equal 100 due to rounding.
 - ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on park visitation statistics of previous years. To minimize coverage error, the sample size was also determined to provide adequate information about specific park sites if requested.

Brief interviews were conducted with visitor groups, and 1,204 questionnaires were distributed to a random sample of visitor groups who arrived at Yosemite NP during the period from July 8-17, 2005. Table 1 presents the locations and numbers of questionnaires distributed at each location. These locations were selected based on park visitation statistics and advice from park staff.

Table 1: Questionnaire distribution location

N=number of questionnaires distributed;
percentage does not equal 100 due to rounding.

Sampling site	N	Percent
South entrance	439	36
Big Oak Flat entrance	370	31
Arch Rock entrance	349	29
Tioga Pass entrance	31	3
Hetch Hetchy	15	1
Total	1204	101

Questionnaire design

The Yosemite NP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Yosemite NP. Many questions asked visitors to choose answers from a list that was provided, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Yosemite NP questionnaire. However, all questions followed the OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and proven.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two-minutes was used to determine group size, group type, and the age of the group member (at least 16 years of age) who would complete the questionnaire. These individuals were asked for their names, addresses, and telephone numbers to mail them a reminder/thank you postcard and follow-ups. Visitor groups were given a questionnaire, asked to complete it after their visit, and then return it by mail. The questionnaires were pre-addressed and affixed with a U.S. First Class postage stamp. Seventeen of the distributed questionnaires were Spanish translations.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires were sent to visitors who had not returned their questionnaires.

<h2>Data Analysis</h2>

Returned questionnaires were coded and the information was entered into a computer using standard statistical software packages—Statistical Analysis System (SAS) or Statistical Package for the Social Sciences (SPSS). Descriptive statistics and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Limitations

This study has some limitations that should be considered when interpreting the results.

1. This study used a self-administered questionnaire. In addition, respondents completed the questionnaire after the visit, which may have resulted in poor recall of the visit details. Thus, it is not possible to know whether visitor responses reflect actual behavior.
2. The data reflected use patterns of visitors to selected sites during the study period of July 8-17, 2005. The results present a 'snap-shot-in-time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever this occurs, the word **"CAUTION!"** is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

During the survey distribution the weather was sunny with extremely high temperatures in the 100s during the day.

Checking Non-response Bias

At Yosemite NP, 1326 visitor groups were contacted and 1204 of these groups (91%) accepted the questionnaire. Questionnaires were completed and returned by 781 visitor groups, resulting in a 65% response rate for this study. Age of the group member who actually filled out the questionnaire and group size were the two variables used for checking non-response bias.

The results show that there is no significant difference between respondent and non-respondent ages and insignificant differences in group sizes. Therefore, the non-response bias was judged to be insignificant and the data of this study is a good representation of a larger population of visitors to Yosemite NP. See Appendix 3 for more details of the non-response bias checking procedure.

Table 2: Comparison of respondents and non-respondents

Variable	Respondent		Non-respondent		p-value (t-test)
	Average	N	Average	N	
Age	767	47.2	419	41.7	0.483
Group size	774	4.6	421	5.0	0.270

RESULTS

Demographics

Visitor group size

Question 18a

How many people in your personal group?

Results

- Visitor group sizes ranged from one person to 89 people.
- 36% of visitor groups had two people (see Figure 1).
- 32% had three or four people.
- 27% had five or more people.

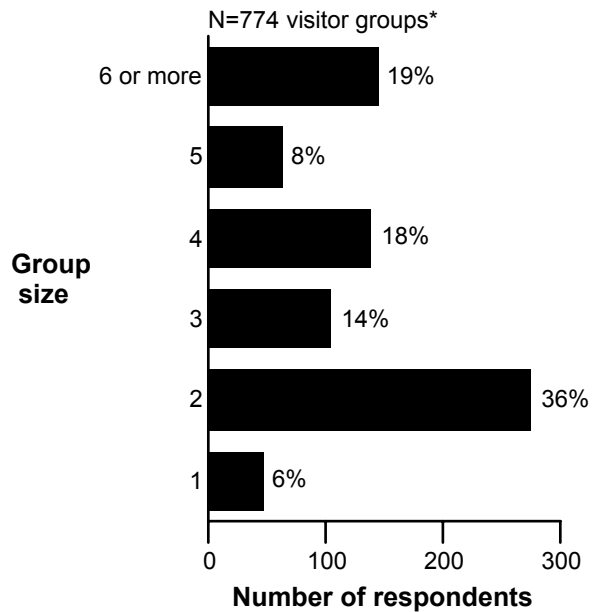


Figure 1: Visitor group size

Visitor group type

Question 17

What kind of personal group (not tour/school/business group) were you with?

Results

- 63% of visitor groups were made up of family members (see Figure 2).
- 15% were with friends.
- 13% were with family & friends.
- “Other” (3%) groups included:

Boyfriend/girlfriend
 Fiancé
 Wedding party
 International visitors

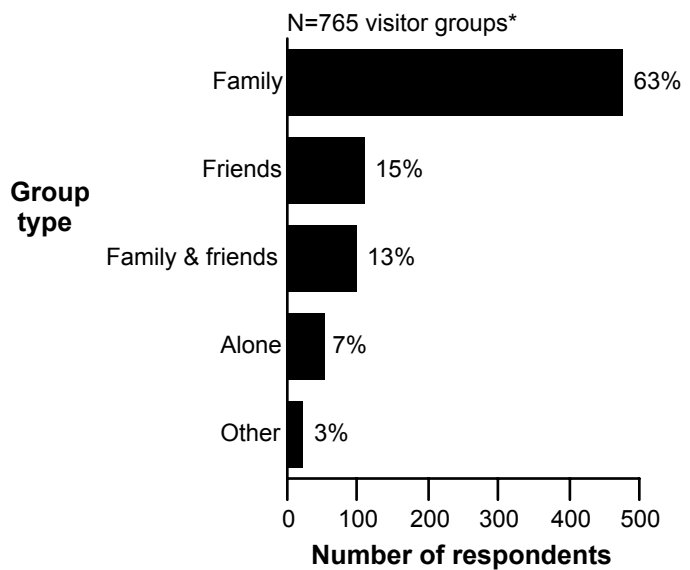


Figure 2: Visitor group type

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 16a

Were you with a guided tour group?

Results

- 5% of visitor groups were traveling with a guided tour group (see Figure 3).

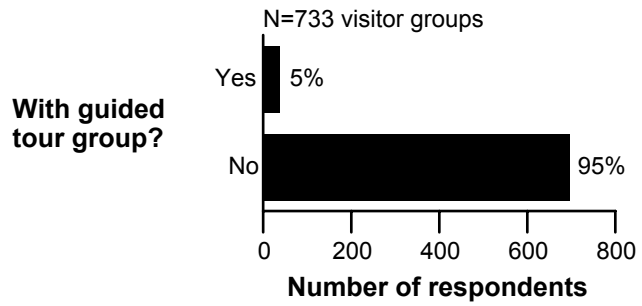


Figure 3: Visitors traveling with a guided tour group

Question 16b

Were you with a school/educational group?

Results

- 1% of visitor groups were traveling with a school/educational group (see Figure 4).

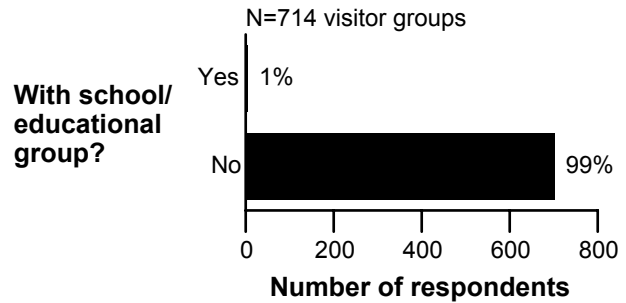


Figure 4: Visitors traveling with a school/educational group

Question 16c

Were you with a family reunion group?

Results

- 4% of visitor groups were traveling with a wedding/reunion group (see Figure 5).

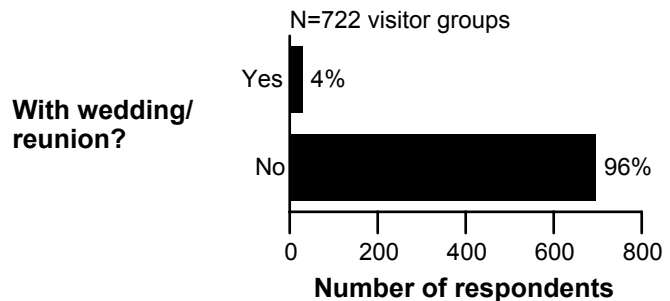


Figure 5: Visitors traveling with a wedding/reunion group

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 19b

What is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 91 years old
- 17% of visitors were 15 years or younger (see Figure 6).
- 46% were ages 36-60 years.
- 7% were 66 years or older.

Age group (years)

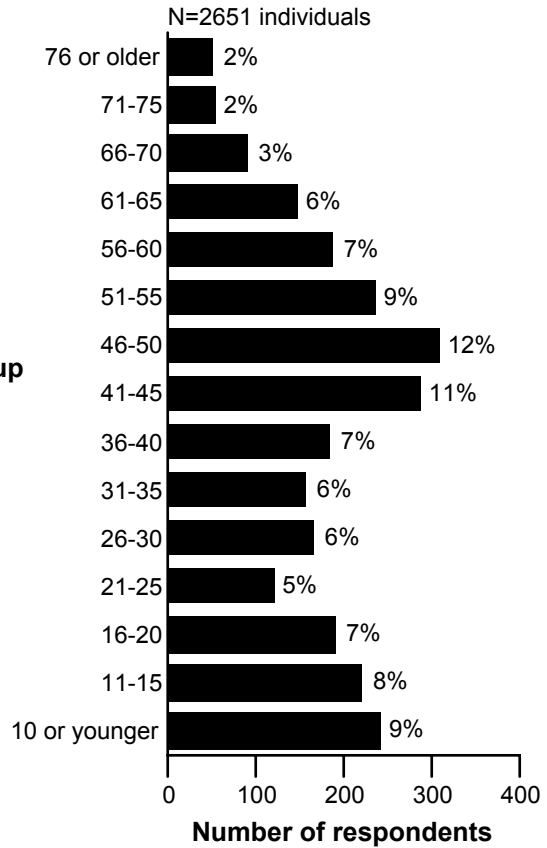


Figure 6: Visitor age

Visitor gender

Question 19a

What is your gender?

Note: Response was limited to seven members from each visitor group.

Results

- 50% of visitors were male (see Figure 7).
- 50% were female.

Gender

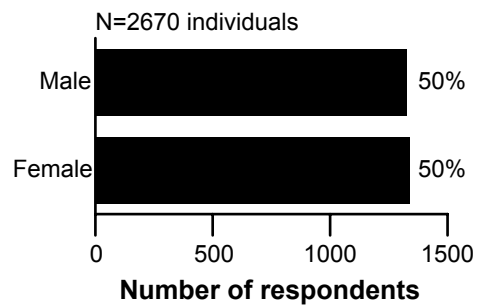


Figure 7: Visitor gender

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitor level of education

Question 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.

Note: Response was limited to seven members from each visitor group.

Results

- 30% of visitors had a bachelor's degree (see Figure 8).
- 25% had a graduate degree.
- 24% had some college.

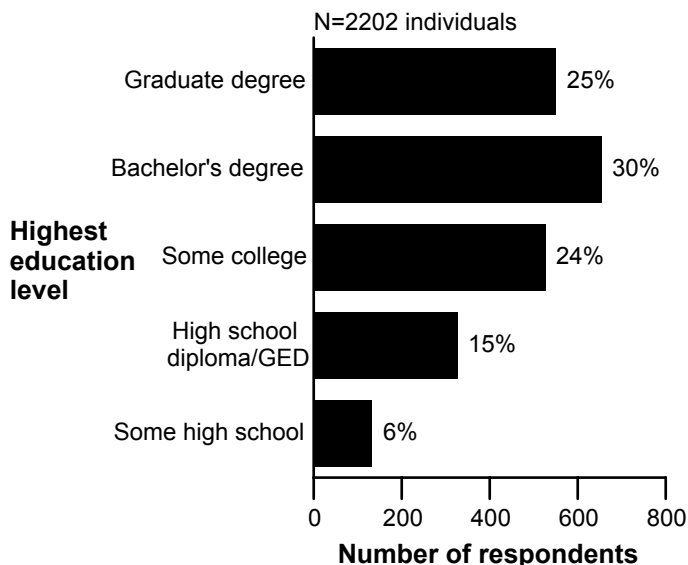


Figure 8: Visitor level of education

Visitor ethnicity

Question 20a

For you only, are you Hispanic or Latino?

Results

- 8% of respondents were of Hispanic or Latino ethnicity (see Figure 9).

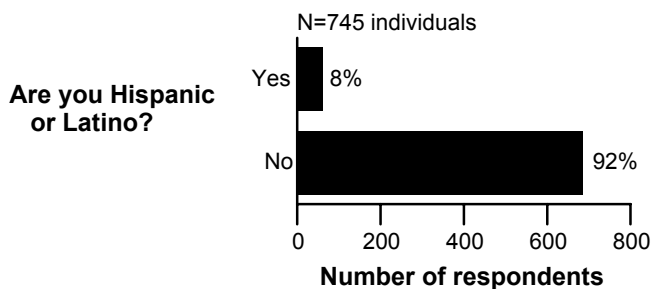


Figure 9: Respondent ethnicity

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitor race

Question 20b

For you only, which of these categories best describes your race?

Results

- 88% of respondents were White (see Figure 10).
- 10% were Asian.

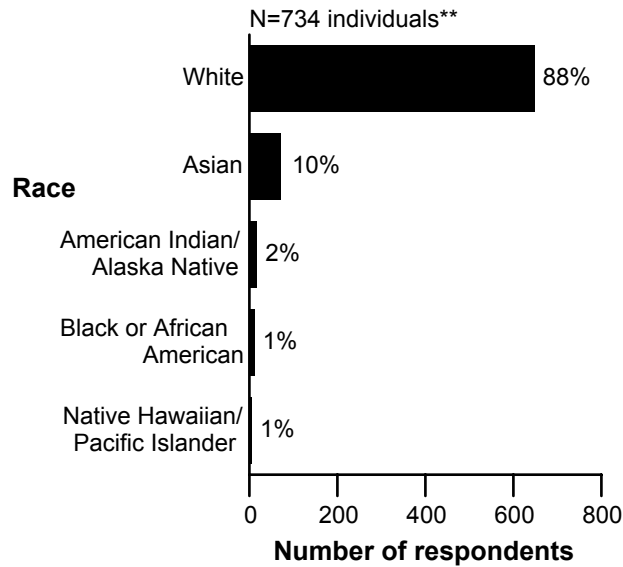


Figure 10: Respondent race

Question 20c

If you are of Asian race, please check which of these categories best describes your race.

Results

- 34% of respondents of Asian race were Chinese (see Figure 11).
- 22% were Japanese.
- 16% were Filipino.
- "Other" (7%) Asian races listed were:

Japanese/Russian
Hawaiian/Nepali
Taiwanese
Bangladeshi

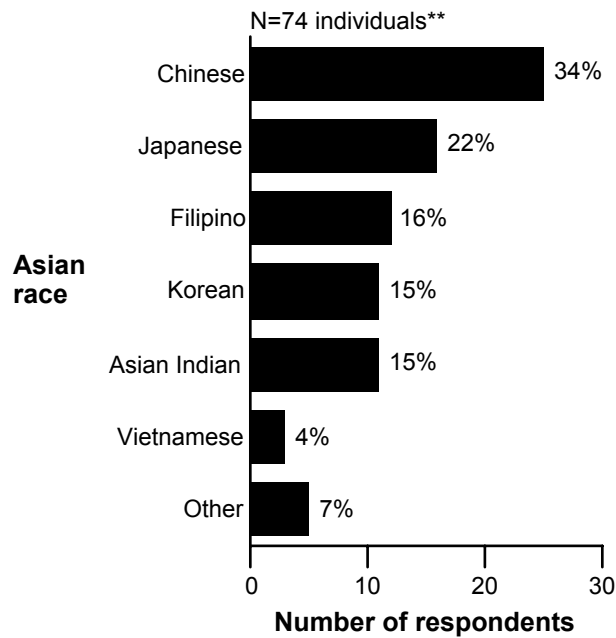


Figure 11: Respondents of Asian race

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Preferred languages for speaking and writing

Question 22a What is the one language you and/or members of your group prefer to use for speaking and reading? (open-ended)	Table 3: Preferred language for speaking	
	N=767 visitor groups; some visitor groups listed more than one language.	
	Language	Number of times mentioned
Results	One language	
<ul style="list-style-type: none"> Most visitor groups preferred to speak English (see Table 3). 	English	669
	Spanish	16
	French	12
	German	9
	Japanese	8
	Chinese	7
	Korean	6
	Dutch	5
	Danish	3
	Portuguese	2
	Tagalog	2
	Cantonese	1
	Finnish	1
	Hindi	1
	Italian	1
	Polish	1
	Punjabi	1
	Turkish	1
	Multiple languages	
	English/German	3
	Spanish/English	3
	Dutch/English	2
	English/Japanese	2
	English/Spanish	2
	English/French	1
	English/Gujarati	1
	English/Polish	1
	French/English	1
	French/Spanish	1
	German/English/Spanish	1
	German/French	1
	Kickapoo/English	1
	Swiss/German	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Results

- Most visitor groups preferred to read English (see Table 4).

Table 4: Preferred language for reading

N=747 visitor groups;
some visitor groups listed more than one language.

Language	Number of times mentioned
One language	
English	657
French	12
Spanish	12
German	9
Japanese	8
Korean	6
Dutch	5
Chinese	3
Danish	3
Portuguese	2
Finnish	1
Italian	1
Polish	1
Punjabi	1
Turkish	1
Multiple languages	
English/German	4
Spanish/English	4
Dutch/English	2
English/Japanese	2
English/Spanish	2
Chinese/English	1
English/Danish	1
English/French	1
English/Gujarati	1
English/Polish	1
French/English	1
French/Spanish	1
German/English/Spanish	1
German/French	1
Kickapoo/English	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Services visitors would like translated into languages other than English

Question 22b

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

Results

- 80% of visitors said no services were needed in languages other than English (see Figure 12).
- Park services that visitor groups (20%) would like provided in languages other than English were:

- Yosemite Guide
- Museum exhibits
- Roadside exhibits
- Maps
- Brochures
- Trail guides

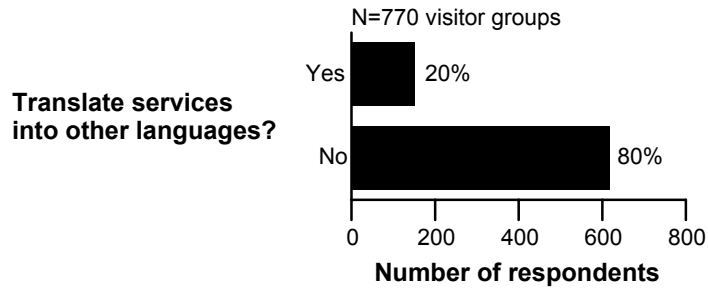


Figure 12: Translate services into other languages?

Use of translation methods on a future visit

Question 22c

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?

Results

- 65% of groups said they would be likely to use translation methods (such as brochures, audio, etc.) on a future visit (see Figure 13).
- 27% would not likely use translation methods.

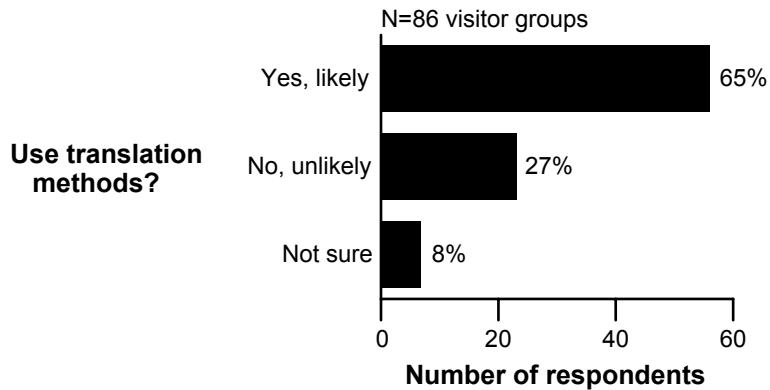


Figure 13: Likelihood of visitor groups using translation methods (brochures, audio, etc.) on future visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Number of visits to Yosemite NP in the past 12 months

Question 19d

For you and your group, please list the number of visits made to the park in the past 12 months (including this visit).

Note: Response was limited to seven members from each visitor group.

Results

- 81% of the visitors had visited once during the past 12 months (see Figure 14).
- 12% had visited twice during the past 12 months.

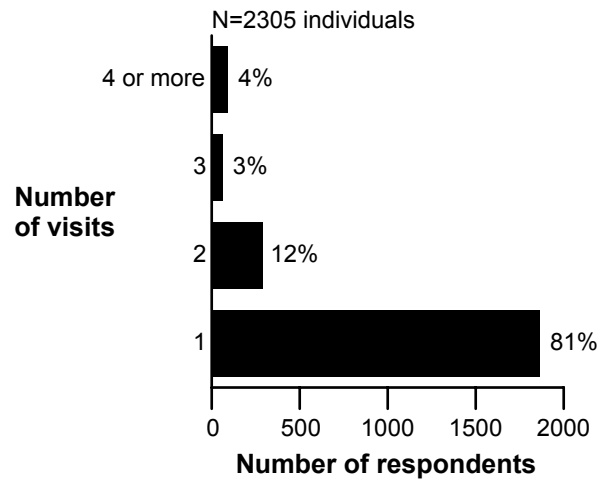


Figure 14: Number of visits to the park in past 12 months

Number of visits to Yosemite NP in lifetime

Question 19e

For you and your group, please list the number of visits made to the park in your lifetime (including this visit)?

Note: Response is limited to seven members from each visitor group.

Results

- 48% of visitors visited Yosemite NP for the first time in their lifetime (see Figure 15).
- 21% visited the park two or three times.
- 30% visited the park four or more times in their lifetime.

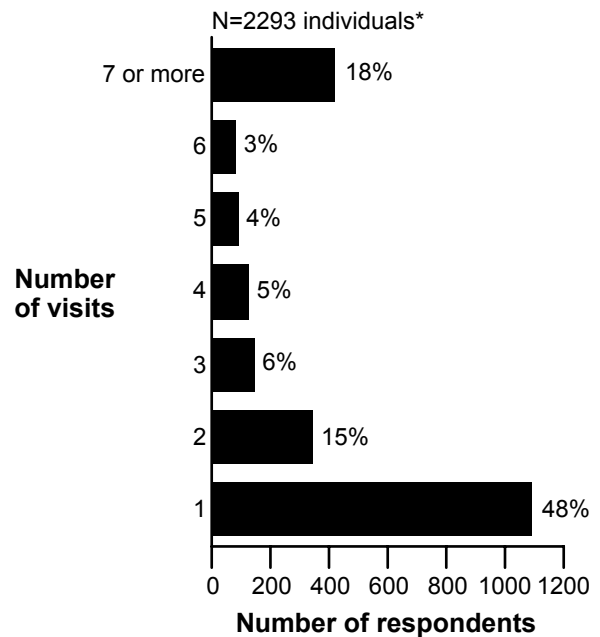


Figure 15: Number of visits to the park in visitor lifetime

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 19c

What is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

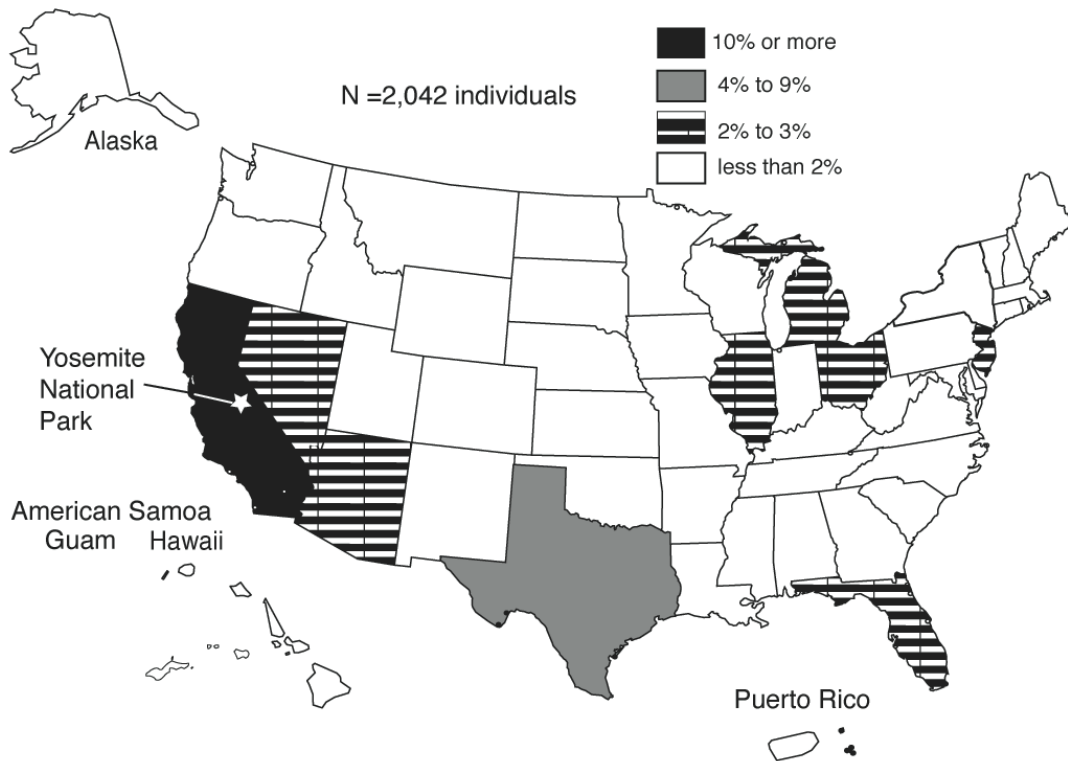
- U.S. visitors comprised 82% of visitors to park (see Table 5 and Map 1).
- 69% of U.S. visitors came from California.
- 4% came from Texas.
- Smaller proportions came from 39 other states, Washington, D.C., and Puerto Rico.

Table 5: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=2,042 individuals	Percent of total visitors N=2,487 individuals
California	1,409	69	57
Texas	72	4	3
Florida	46	2	2
Arizona	34	2	1
Michigan	32	2	1
Nevada	32	2	1
New Jersey	32	2	1
Ohio	31	2	1
Illinois	25	1	1
New York	24	1	1
Pennsylvania	23	1	1
Oregon	22	1	1
Indiana	21	1	1
Kansas	20	1	1
Massachusetts	15	1	1
Washington	15	1	1
Alabama	14	1	1
Maryland	14	1	1
Oklahoma	14	1	1
Colorado	12	1	<1
21 other states, Washington, D.C. and Puerto Rico	135	7	5

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer



Map 1: Proportions of United States visitors by state of residence

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence

Question 19c

What is your country of residence?

Note: Response is limited to seven members from each visitor group.

Table 6: International visitors by country of residence*

Country	Number of visitors	Percent of international visitors N=445 individuals	Percent of total visitors N=2,487 individuals
England	101	23	4
France	49	11	2
Holland	42	9	2
Japan	37	8	1
Germany	33	7	1
Australia	17	4	1
Spain	17	4	1
Ireland	16	4	1
Mexico	15	3	1
Switzerland	14	3	1
Canada	12	3	<1
Denmark	12	3	<1
North Ireland	7	2	<1
New Zealand	6	1	<1
Brazil	5	1	<1
Finland	5	1	<1
Hong Kong	5	1	<1
Italy	5	1	<1
Sweden	5	1	<1
Taiwan	5	1	<1
India	4	1	<1
Singapore	4	1	<1
Argentina	3	1	<1
Belgium	3	1	<1
Guatemala	3	1	<1
Korea	3	1	<1
Poland	3	1	<1
South Africa	3	1	<1
9 other countries	11	2	<1

Results

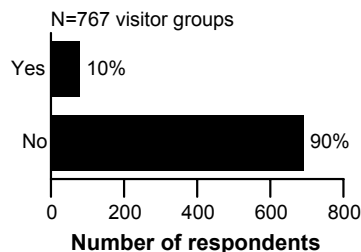
- As shown in Table 6, international visitors comprised 18% of the total visitation to Yosemite NP.
- 23% of international visitors came from England.
- 11% came from France.
- 9% came from Holland.
- 8% came from Japan.
- Smaller proportions came from 33 other countries.

Visitors with disabilities/impairments

Question 23a

On this visit, did anyone in your group have any disabilities/impairments that limited their ability to visit/enjoy Yosemite NP?

Any group member have disability/impairment?



Results

- 10% of visitor groups had members with disabilities or impairments that affected their park experience (see Figure 16).

Figure 16: Visitors with disabilities/impairments

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 23b
If YES, what kind of disability/impairment?

Results

- As shown in Figure 17, the most often mentioned disabilities/impairments were:

- 81% Mobility
- 12% Hearing
- 4% Visual

- "Other" (14%) types of disabilities that visitor groups listed included:

- Altitude problems
- Age
- Baby strollers on buses
- Back problems
- Emotional

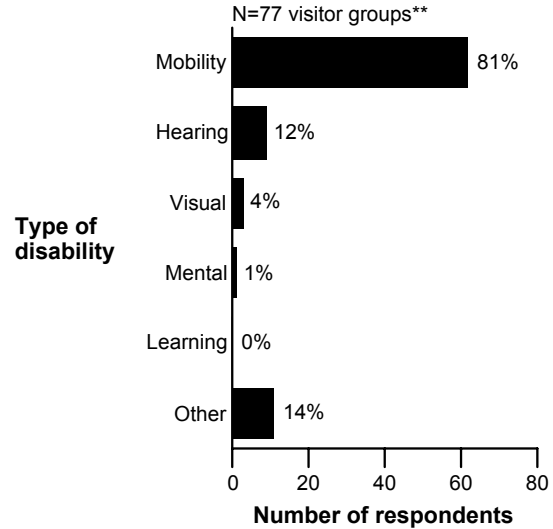


Figure 17: Type of disability

Question 23c
Because of the disability/impairment did you and your group encounter any access or service problems during this visit to Yosemite NP?

Results

- 32% of groups that had members with disabilities/impairments encountered access or service problems (see Figure 18).

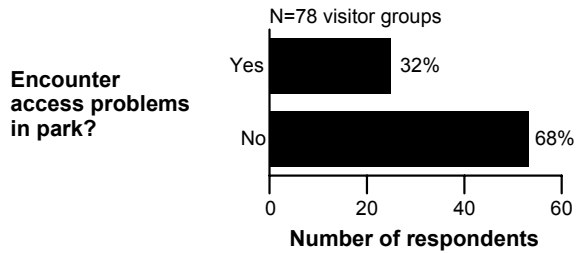


Figure 18: Visitors who encountered access or service problems due to disabilities/ impairments

Question 23d
If YES, what were the problems?

Results

- The access or service problems that visitors with disabilities/impairments encountered were:

- Lack of power in campground for medical equipment
- Not enough handicapped parking
- Difficulty obtaining drinking water
- Not enough shuttle buses
- Too many steps
- Shuttle step was too high

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Information Prior to Visit

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your group obtain information about Yosemite NP?

Results

- 5% of visitor groups did not obtain any information about the park prior to their visit (see Figure 19).

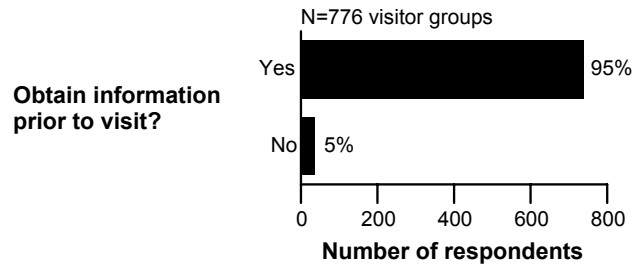


Figure 19: Visitors who obtained information about park prior to this visit

- As shown in Figure 20, of those who obtained some information (95%), the most common sources of information included:

- 57% Previous visits
- 45% Friends/relatives/word of mouth
- 40% NPS park website
- 38% Travel guides/tour books

- “Other” (5%) sources of information included:

- Living in the park in the past
- American Automobile Association (AAA)
- Tour guide
- School
- Ansel Adams photo exhibit
- Forest Service

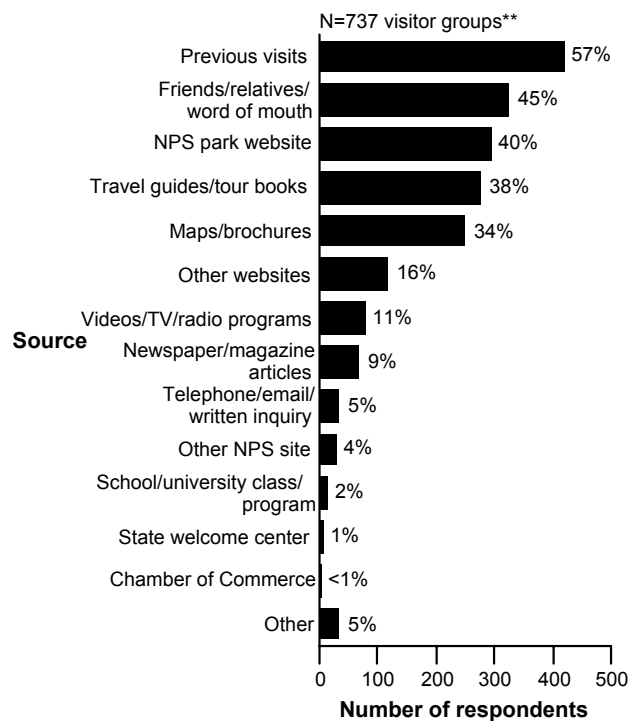


Figure 20: Sources of information used prior to this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 1b

From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

Results

- 90% received information they needed to prepare for this trip to Yosemite NP (see Figure 21).

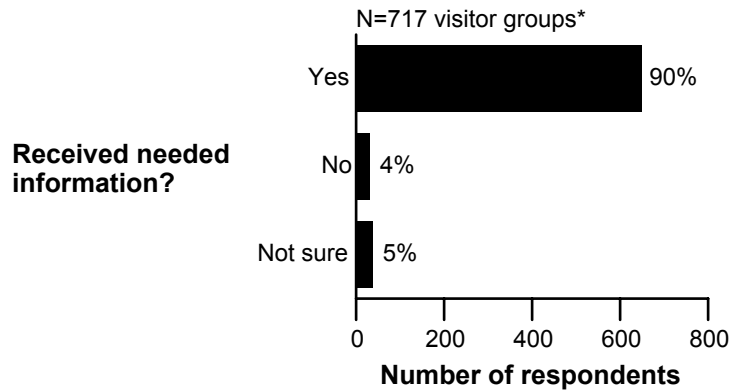


Figure 21: Visitor groups who obtained needed information prior to this visit

Question 1c

If NO, what type information did you and your group need that was not available?

Results

- Additional information that visitor groups needed but was not available through these sources included:

- Hiking maps/distances
- Current road and weather information
- Shuttle bus system
- Backpacking
- Handicapped access
- Camping
- Entrance fees

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Bear safety awareness at Yosemite NP

Question 2a

Prior to this visit, were you and members of your group aware of bear safety issues at Yosemite NP?

Results

- 78% of visitor groups were aware of bear safety issues prior to this visit (see Figure 22).
- 22% were not aware of bear safety issues prior to their visit.

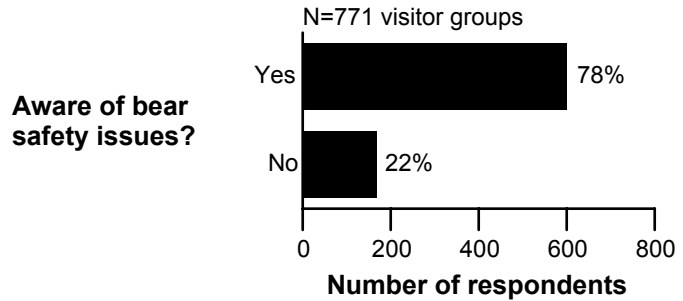


Figure 22: Awareness of bear safety issues prior to visit

Question 2b

During your visit, did you and your group learn about bear safety issues from talking with rangers, brochures, exhibits, or by other means?

Results

- 71% of visitor groups learned about bear safety issues during their visit (see Figure 23).
- 29% of groups did not learn about bear safety issues during their visit.

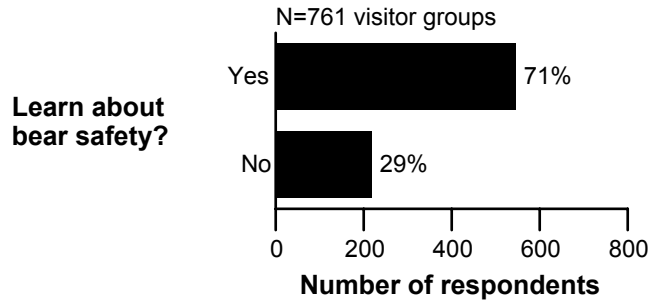


Figure 23: Learn about bear safety issues during visit?

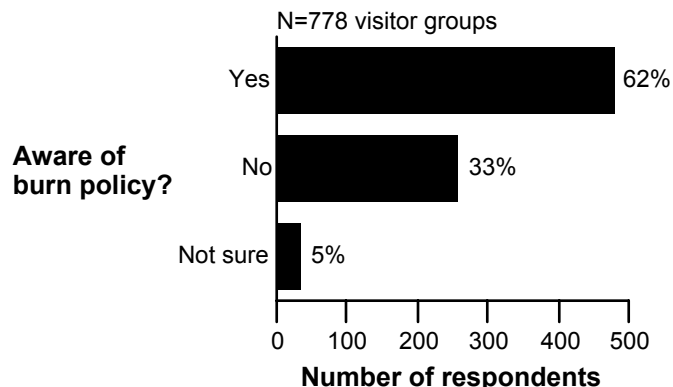
* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Prescribed burn policy awareness and tolerance at Yosemite NP

Question 5a

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?



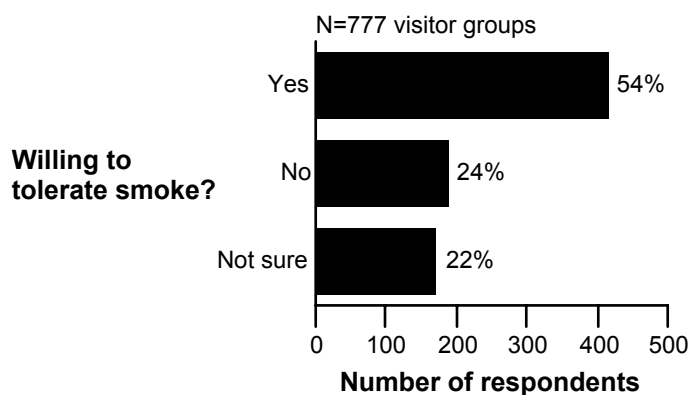
Results

- 62% of visitor groups were aware of the burn policy at Yosemite NP (see Figure 24).
- 38% were either not aware or “not sure” of the policy.

Figure 24: Awareness of NPS burn policy in Yosemite NP

Question 5b

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?



Results

- 54% of visitor groups were willing to tolerate smoke or reduced visibility in the park on a future visit (see Figure 25).
- 46% of groups were either not willing or “not sure.”

Figure 25: Willingness to tolerate short periods of smoke or reduced visibility during a future visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Decision to visit Yosemite NP

Question 3a

Prior to your visit, who in your group made the decision to visit Yosemite NP?

Results

- 62% of decision-makers were male heads of household (see Figure 26).
- 41% of decision-makers were female heads of household.
- "Other" (18%) decision-makers included:
 - Family Group
 - Both group members
 - Friends
 - Son
 - Daughter
 - Sister
 - Grandfather
 - Teacher
 - Cousin

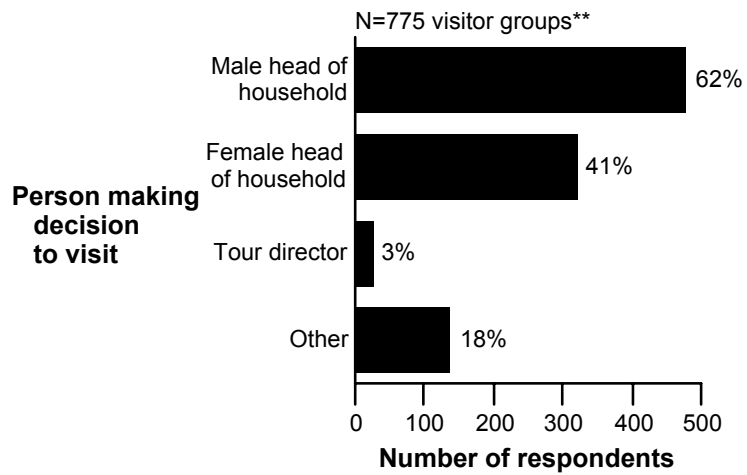


Figure 26: Person making decision to visit park, prior to visit

Question 3b

When did you and your group make the decision to visit Yosemite NP?

Results

- 44% of visitor groups made the decision to visit two to six months ago (see Figure 27).
- 28% made the decision less than one month ago.
- 14% made the decision one year ago or longer.

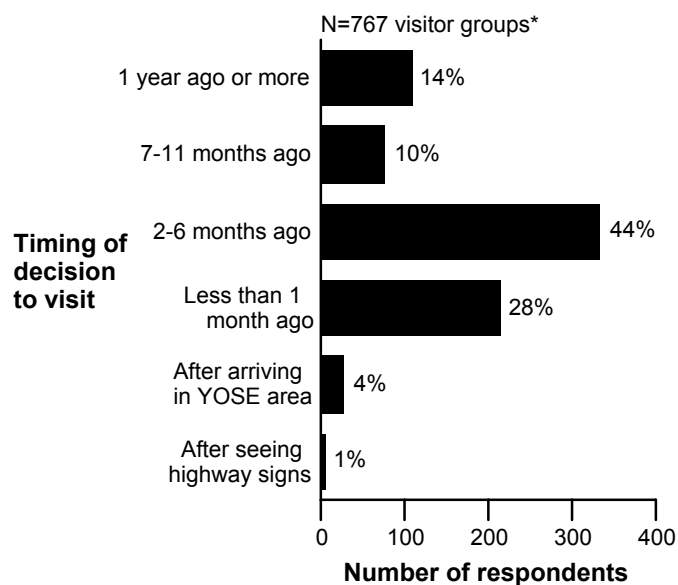


Figure 27: Timing of decision to visit Yosemite NP

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Information During Visit

Primary reason for visiting Yosemite National Park area

Question 4

On this trip, what was your primary reason for visiting the Yosemite NP area (within 50 miles of the park)?

Results

- 75% of visitor groups reported that visiting the park was their primary reason for visiting the area (see Figure 28).
- 8% visited friends/relatives in the area.
- “Other” (9%) primary reasons for visiting included:

- Resident of area
- Traveling through
- Attending wedding
- Family reunion
- Hiking
- Dinner
- Golf
- Afternoon drive
- Art

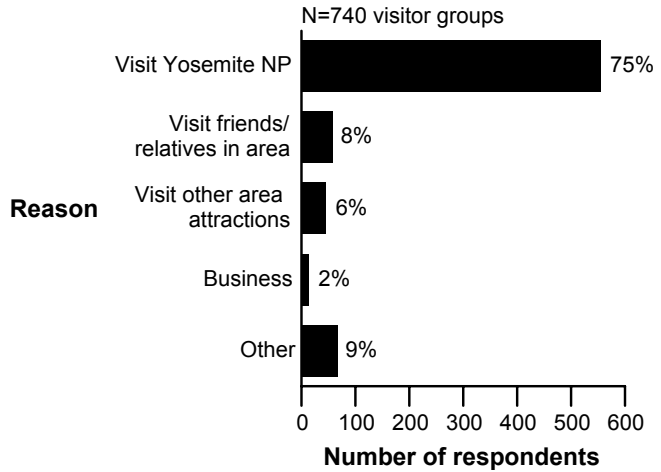


Figure 28: Primary reason for visiting the Yosemite NP area (within 50 miles of park)

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Forms of transportation used

Question 11

On this visit, what forms of transportation did you and your group use to arrive at Yosemite NP?

Results

- 74% of visitor groups arrived in a private vehicle (see Figure 29).
- 23% arrived in a rental vehicle.
- "Other" (3%) forms of transportation used to arrive at the park included:

Private charter tour bus
Train

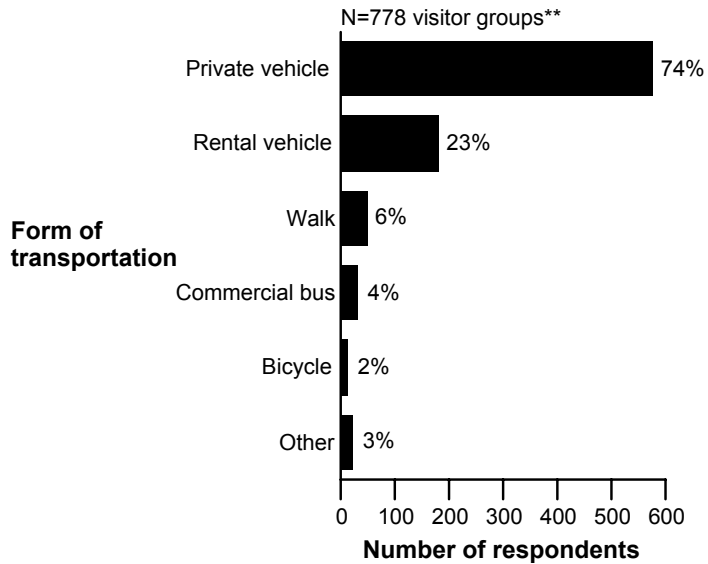


Figure 29: Forms of transportation used to arrive at Yosemite NP

Number of vehicles used

Question 18b

On this visit, please list the number of vehicles that you and your group used to enter the park.

Results

- 81% of visitor groups arrived in one vehicle (see Figure 30).
- 18% arrived in two or more vehicles.

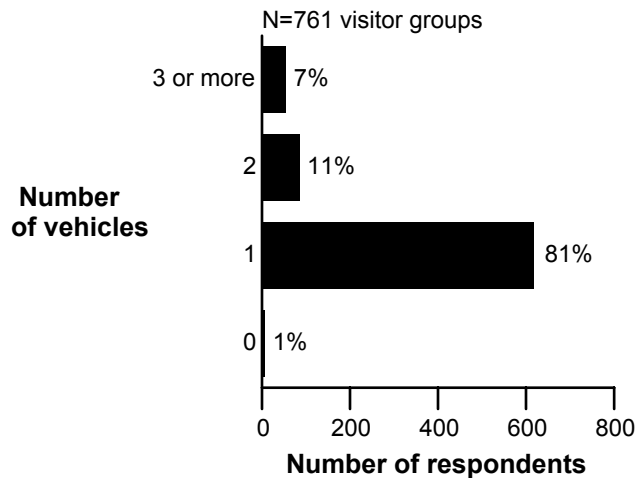


Figure 30: Number of vehicles used by visitor groups on this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Length of visit

Hours in park

Question 8a

How long did you and your group stay at Yosemite NP?

Note: Question was asked to visitor groups that spent less than 24 hours in the park.

Results

- 45% of visitor groups spent eight or more hours in the park (see Figure 31).
- 28% spent up four hours.
- 22% spent five or six hours.

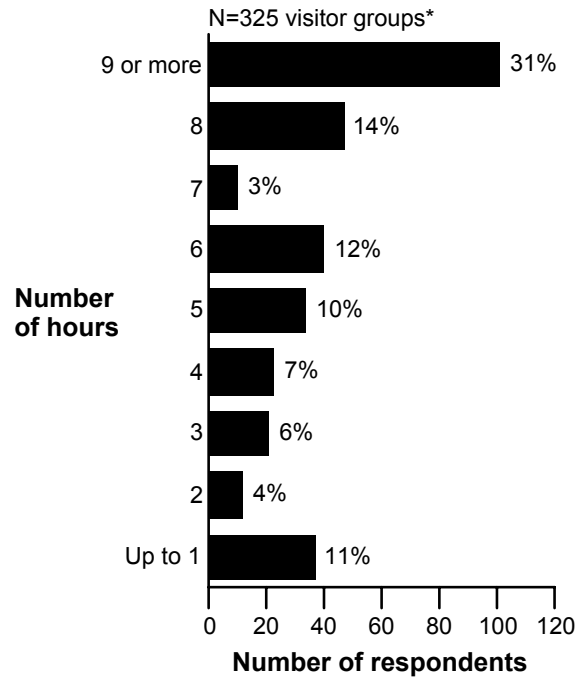


Figure 31: Number of hours spent visiting Yosemite NP

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Days in park

Question 8a

How long did you and your group stay at Yosemite NP?

Note: Question was asked to visitor groups who spent more than 24 hours in the park.

Results

- 59% of visitor groups spent two or three days in the park (see Figure 32).
- 34% spent four or more days.

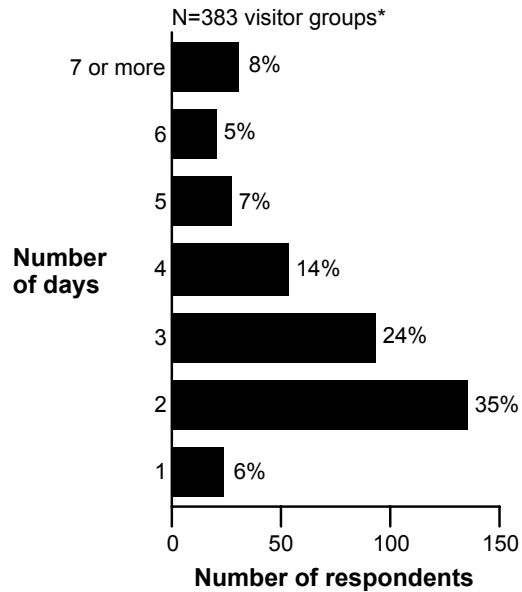


Figure 32: Number of days spent visiting Yosemite NP

Hours in area

Question 8b

How long did you and your group stay in the Yosemite NP area (within 50 miles of the park)?

Note: Question was asked to visitor groups who spent less than 24 hours in the park area.

Results

- 48% of visitor groups stayed eight hours or more (see Figure 33).
- 17% spent up to two hours.
- 16% spent six or seven hours.

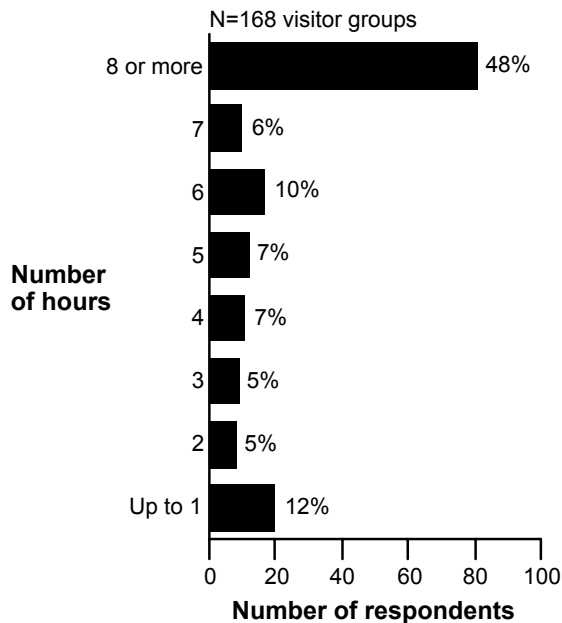


Figure 33: Number of hours spent visiting Yosemite NP area (within 50 miles)

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Days in area

Question 8b

How long did you and your group stay in the Yosemite NP area (within 50 miles of the park)?

Note: Question was asked to visitor groups that spent more than 24 hours in the park area.

Results

- 54% of visitor groups spent two or three days in the area (see Figure 34).
- 19% spent four or five days.
- 17% spent six or more days.

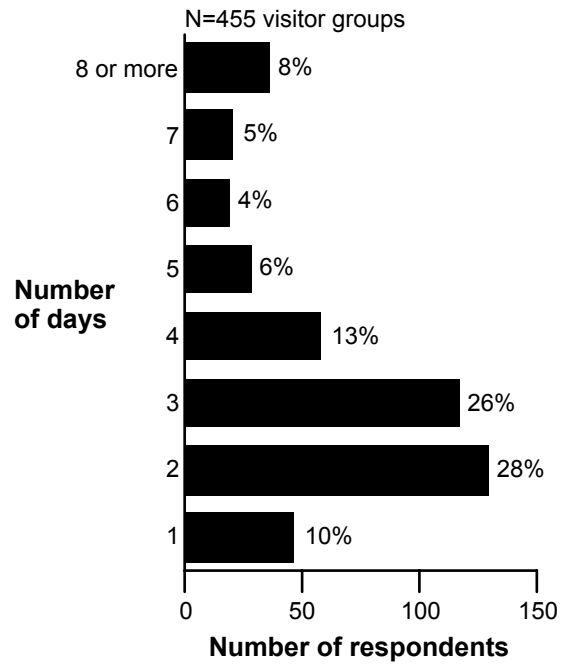


Figure 34: Number of days spent visiting Yosemite NP area (within 50 miles)

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Sites visited

Question 9

For this visit, please list the order in which you and your group visited the following sites in Yosemite NP.

Results

- As shown in Figure 35, the most visited places included:

- 70% Yosemite Falls
- 61% Bridalveil Falls
- 58% Valley Visitor Center

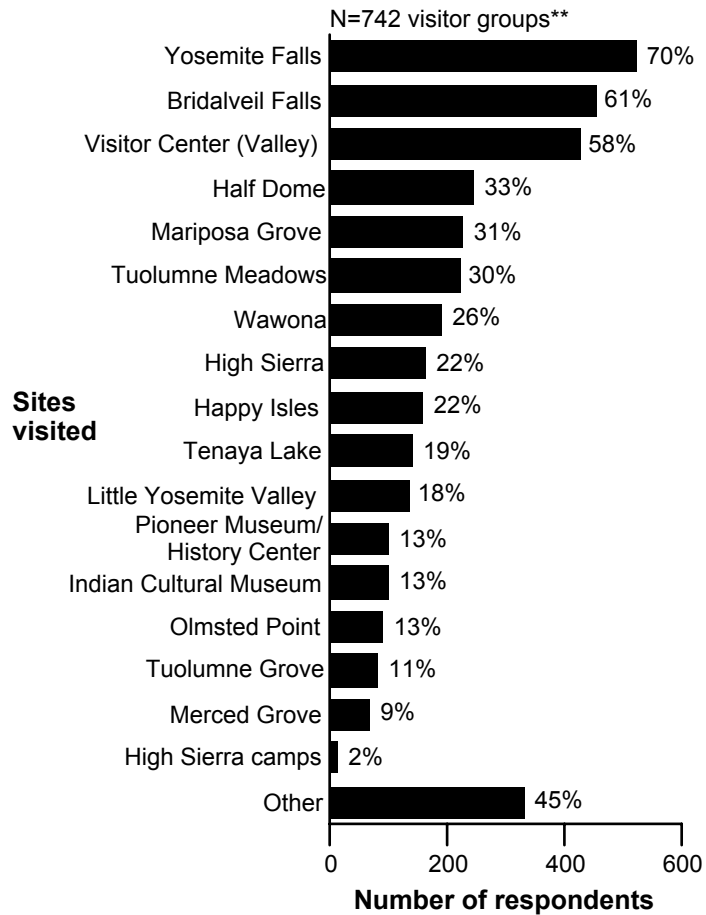


Figure 35: Sites visited

- "Other" (45%) sites visited are shown in Table 7.

Table 7: "Other" sites visited

N=444 sites;

some visitor groups listed more than one site.

Site visited	Number of times mentioned
Glacier Point	169
Vernal Falls	39
Mirror Lake	24
Hetch Hetchy Dam/Reservoir	16
Merced River	15
El Capitan	15
Sentinel Dome	13
Nevada Falls	13
Ahwahnee Hotel	13

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Table 7: "Other" sites visited (continued)

Site visited	Number of times mentioned
Valley	10
Drove through	8
Curry Village	8
Tram tour	6
Taft Point	6
Tioga Pass	5
Tunnel	5
Trails	4
Mist Trail	4
Yosemite Falls	3
Washburn Point	3
Lake Vernon	3
Panorama Trail	3
Lukens Lake	3
Lembert Dome	3
Dog Lake	3
Olmsted Lake	2
North Dome	2
Inspiration Point	2
Horse stables	2
Dana Meadows	2
Clouds Rest	2
Chapel	2
Cascade Creek	2
Campground	2
Bridal Veil Campground	2
Administration building	1
Badger Pass	1
Chilnaulma Lakes	1
Mountain Conness	1
Dewey Point	1
Foresta	1
Glass Lake	1
Indian Rock	1
May Lake	1
Muir Trail	1
Pohono Trail	1
Pot Hole Dome	1
Silhouette Falls	1
Soda Springs	1
Valley View	1
Tuolumne Meadows	1
Tour	1
Tenaya Canyon	1
Swimming Bridge	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Table 7: "Other" sites visited (continued)

Site visited	Number of times mentioned
Visitor Center east	1
Visitor Center tour	1
Visitor Center west	1
Wawona	1
Wawona Golf course	1
White Wolf	1
Yellow Beach	1
Yosemite lakes	1
Yosemite Museum/Indian Village	1
Yosemite Village	1

Sites visited first

Results

- As shown in Figure 36, the sites most often visited first included:

28% Bridalveil Falls

14% Valley Visitor Center

9% Yosemite Falls

- No one visited the High Sierra camps as their first stop on this visit.

- "Other" (10%) sites visited first included:

Glacier Point
 Vernal Falls
 Mirror Lake
 Hetch Hetchy
 Merced River
 El Capitan
 Sentinel
 Nevada Falls
 Ahwahnee Hotel
 Valley

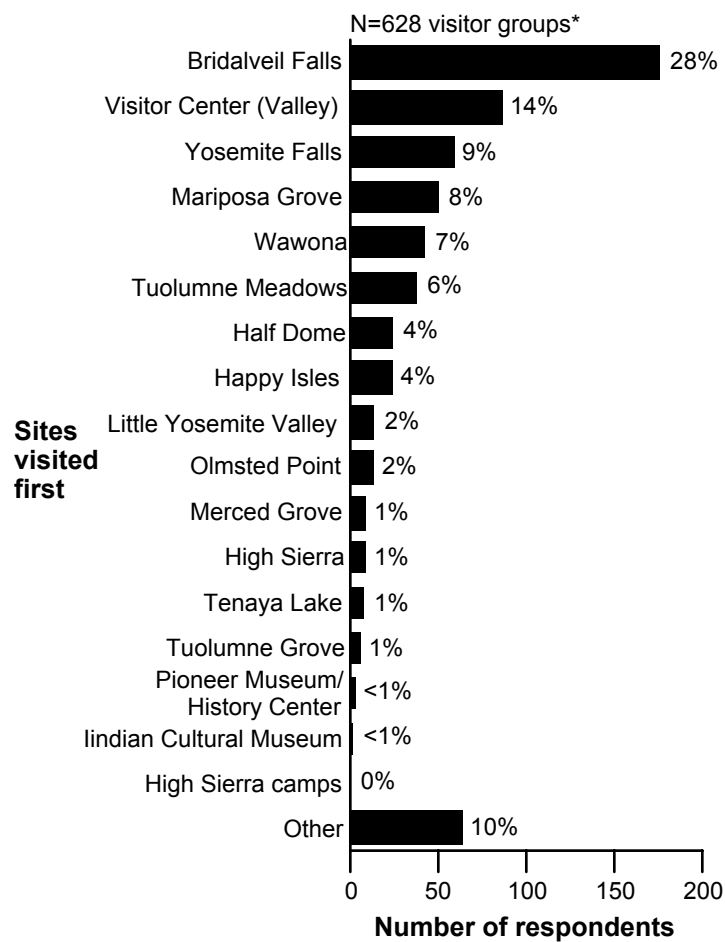


Figure 36: Sites visited first

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Activities

Question 10a
 For this visit, what activities did you and your group participate in at Yosemite NP?

Results

- As shown in Figure 37, the most common activities on this visit included:

87% Sightseeing/taking a scenic drive

55% Visiting visitor center

49% Eating in park restaurant

48% Day hiking

- The least common activity was:

3% Overnight backpacking

- "Other" (16%) activities that visitor groups listed included:

- Rafting
- Swimming
- Driving through
- Fishing
- Riding horses
- Golfing
- Stargazing
- Business

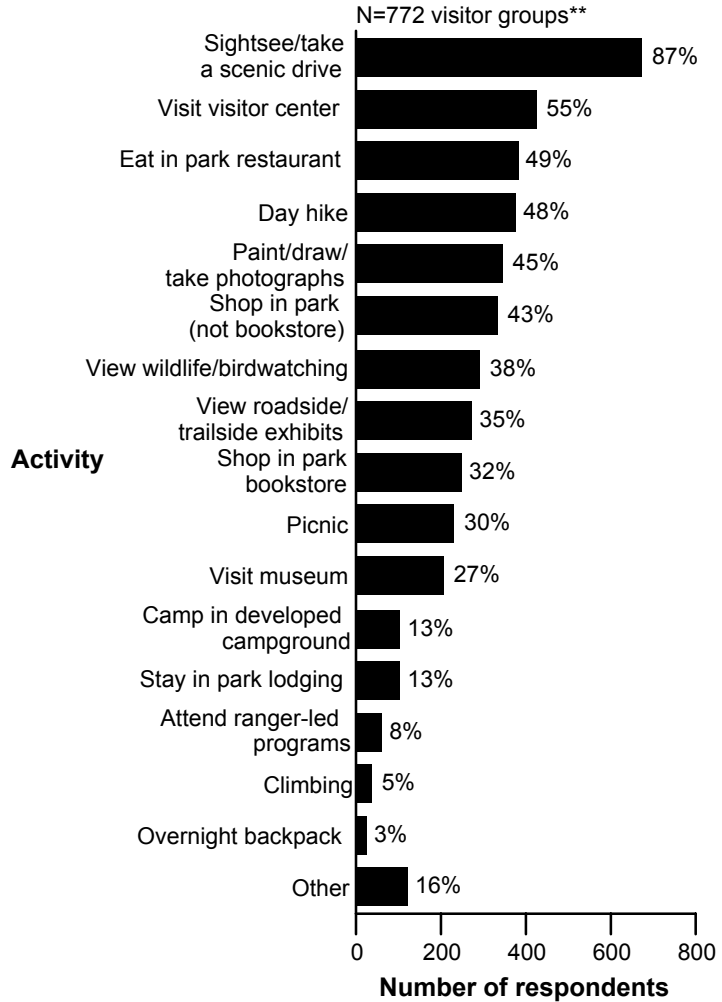


Figure 37: Visitor activities on this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 10b
Which one of the above activities was the primary reason you visited Yosemite NP on this visit?

Results

- As shown in Figure 38, the most common primary reasons included:
 - 60% Sightseeing
 - 20% Day hiking
- The following activities were not primary reasons for visiting:
 - 0% Eating in park restaurant
 - 0% Shopping in park bookstore
 - 0% Shopping in park (not bookstore)
 - 0% Visiting visitor center
- "Other" (4%) primary reasons for visiting included:
 - Photography
 - Taking child to camp
 - Attending wedding
 - Driving through

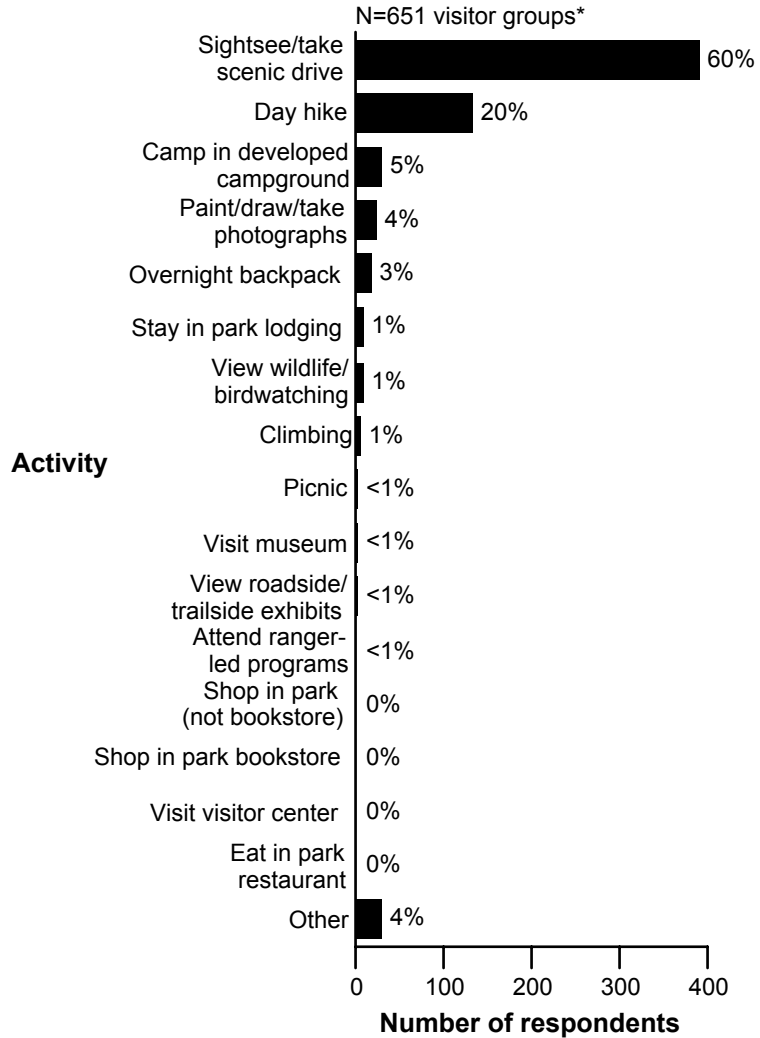


Figure 38: Activity that was primary reason for visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Perceptions of crowding

Question 26a

Please rate from 1 to 5 how crowded you and your group felt during this visit to Yosemite NP?

Crowding of people

Results

- 40% of visitor groups felt "somewhat crowded" by people (see Figure 39).
- 32% felt "neither crowded nor uncrowded."
- 15% felt "very crowded."

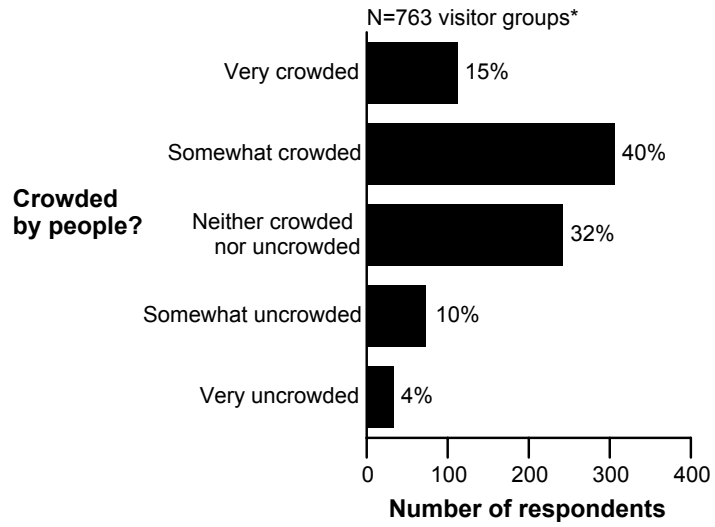


Figure 39: Ratings of crowding by people

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 26b

If you rated people crowding as "very crowded" or "somewhat crowded," please list where you felt crowded.

Table 9: Places visitor groups felt crowded by people

N=593 comments;

some visitor groups made more than one comment.

	Location	Number of times mentioned
<p>Results</p> <ul style="list-style-type: none"> 85% of visitor groups (N=368) provided comments. As shown in Table 9, the most common locations where visitor groups felt crowded by people were: <ul style="list-style-type: none"> Waterfall access & areas Yosemite Valley Shuttle buses Complete comments are included in the Visitor Comments Appendix. 	Waterfall access & areas	96
	Yosemite Valley	64
	Shuttle buses	55
	Yosemite Village	49
	Parking areas	48
	Scenic points	38
	Trails	36
	Concession/restaurant areas	33
	Gift shop	27
	Roads & crosswalks	27
	Numerous/many places	23
	Visitor center	21
	Mariposa Grove	12
	Campgrounds	10
	Shower and restroom facilities	9
	Yosemite Lodge	8
	Entrance stations	5
	Awhahnee	4
	Half Dome cables	3
	Wawona	3
	Alongside river	2
	Lake Vernon	2
	Mirror Lake	2
Picnic sites	2	
River rafting facility areas	2	
Toulumne Meadows	2	
Other comments	10	

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 26c

Please rate from 1 to 5 how crowded you and your group felt during this visit to Yosemite NP?

Crowding of vehicles

Results

- 39% of visitor groups felt "somewhat crowded" by vehicles (see Figure 40).
- 31% felt "neither crowded nor uncrowded."
- 19% felt "very crowded."

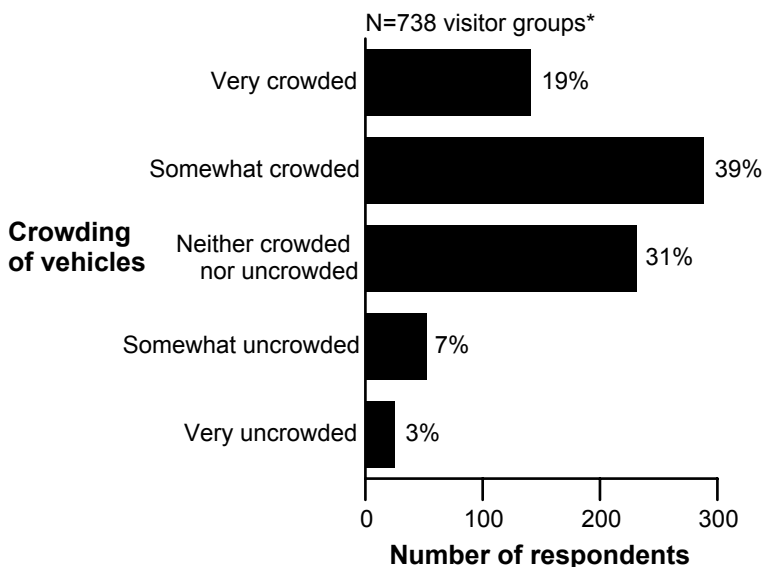


Figure 40: Ratings of crowding by vehicles

Question 26d

If you rated vehicle crowding as "very crowded" or "somewhat crowded," please list where you felt crowded.

Results

- 84% of visitor groups (N=396) provided comments.
- As shown in Table 10, the most common locations where visitor groups felt crowded by vehicles were:
 - Parking areas
 - Yosemite Valley
 - Driving around/road congestion
- Complete comments are included in the Visitor Comments Appendix.

Table 10: Places visitor groups felt crowded by vehicles
N=497 comments;
some visitor groups made more than one comment.

Location	Number of times mentioned
Parking areas	131
Yosemite Valley	66
Driving around/road congestion	62
Curry Village	42
Shuttle bus locations	33
Waterfall access & areas	33
Entrance stations	22
Numerous/many places	21
Valley visitor center	19
Scenic points	15
Lodging areas	12
Gift shops/stores in valley	8
Mariposa Grove	8
Trailhead areas	5
Wawona	5
Concession areas	4
Picnic areas	4
Crosswalks/intersections	3
Tioga Pass	2
Other comments	2

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Park shuttle system

Question 27a

On this visit to Yosemite NP, did you and your group ride the park shuttle bus?

Results

- 49% of visitor groups rode the shuttle bus (see Figure 41).
- 51% did not ride the shuttle bus.

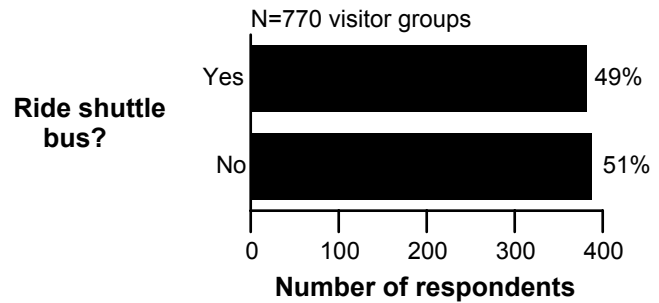


Figure 41: Ride park shuttle bus?

Question 27b

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

Results

- 88% of visitor groups who rode the shuttle bus rated it as "extremely useful" or "very useful" (see Figure 42).
- 1% said the shuttle bus was "not at all useful."

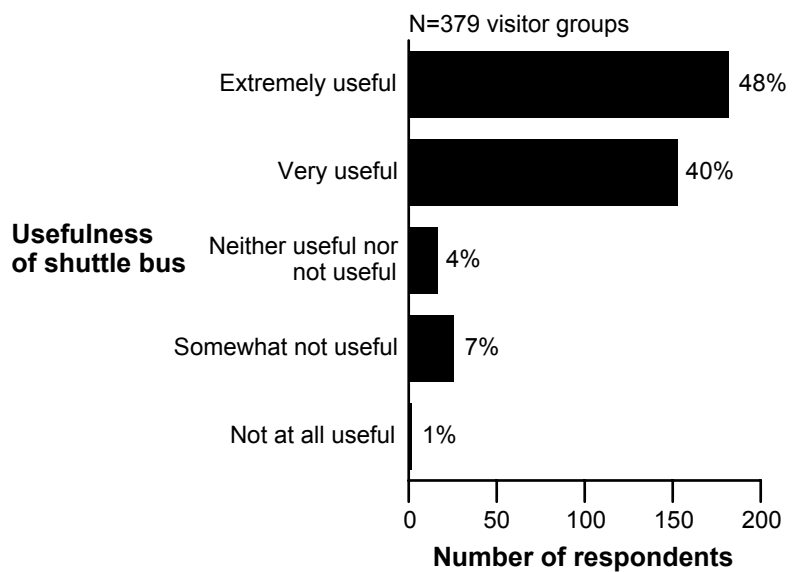


Figure 42: Shuttle bus service usefulness

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 27c

If you rated the shuttle bus system as "not at all useful" or "somewhat not useful," please explain.

Results

- As shown in Table 11, the most common problems that visitor groups had with the shuttle bus were:

Too slow/time consuming
 Too crowded
 Rude bus driver

- Complete comments are included in the Visitor Comments Appendix.

Table 11: Comments on shuttle bus system

N=47 comments;
 some visitor groups made more than one comment.

Topics	Number of times mentioned
Too slow/time consuming	9
Too crowded	7
Rude bus driver	6
Bus route inefficient	5
Confusing	3
Not enough stop locations	2
Other comments	15

Question 27d

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 the shuttle bus to take you between park sites?

Results

- 42% of visitor groups said it was unlikely that they would be willing to pay a fee to ride the shuttle bus on a future visit (see Figure 43).
- 35% would likely be willing to pay a fee to ride the shuttle bus on a future visit.

Willing to pay fee for shuttle?

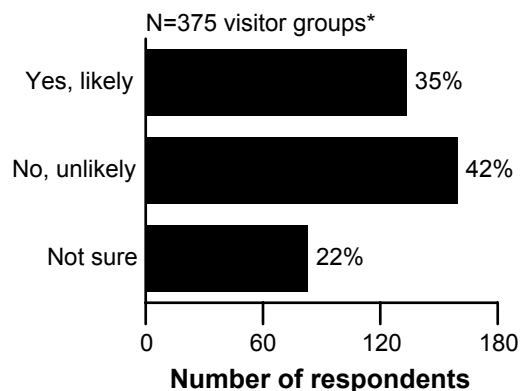


Figure 43: Willingness to pay fee to ride shuttle bus on a future visit

* total percentages do not equal 100 due to rounding

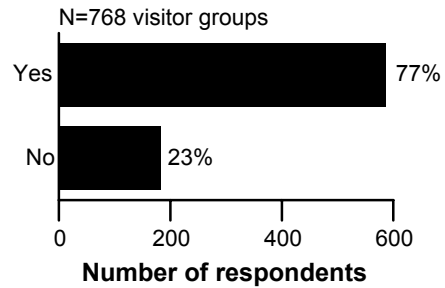
** total percentages do not equal 100 because visitors could select more than one answer

Overnight accommodations

Question 6a

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)?

Stay overnight away from home?



Results

- 77% of visitor groups stayed overnight away from home in the park or the area (see Figure 44).

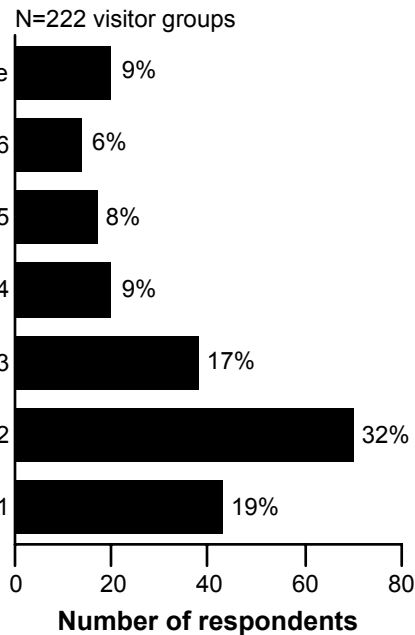
Figure 44: Overnight stay away from home in the park or the area

Nights in the park

Question 6b

Please list the number of nights you and your group stayed in the park.

Number of nights



Results

- 51% of visitor groups stayed overnight for one or two nights in the park (see Figure 45).
- 26% stayed three or four nights.
- 23% stayed five or more nights.

Figure 45: Number of nights in the park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Nights in the area

Question 6b

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

Results

- 58% of visitor groups stayed one or two nights in the area (see Figure 46).
- 27% stayed three or four nights.
- 15% stayed five or more nights.

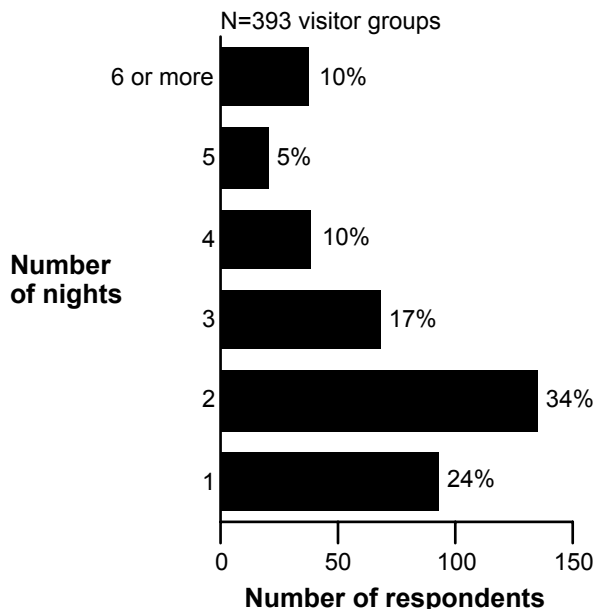


Figure 46: Number of nights in the area

Type of lodging in the park

Question 6c

In what type of lodging did you and your group spend the night(s) in the park?

Results

- 49% of visitor groups stayed in a lodge, motel, cabin, etc. (see Figure 47).
- 29% tent camped in a developed campground.
- 13% stayed in a RV/trailer campground.
- "Other" (5%) accommodations included:

- Tent cabins
- Housekeeping camp
- Time-share

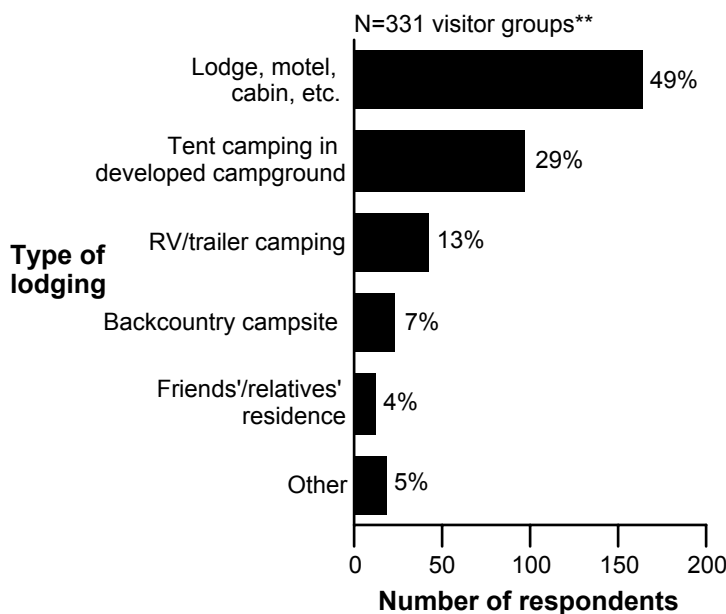


Figure 47: Type of lodging used in the park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Type of lodging in the area

Question 6c

In what type of lodging did you and your group spend the night(s) in the area?

Results

- 78% of visitor groups stayed in a lodge, motel, cabin, etc. (see Figure 48).
- 10% tent camped in a developed campground.
- 6% stayed in a RV/ trailer campground.
- "Other" (3%) accommodations included:

- Hostel
- Yurts
- Rented mobile home
- Undeveloped tent camping

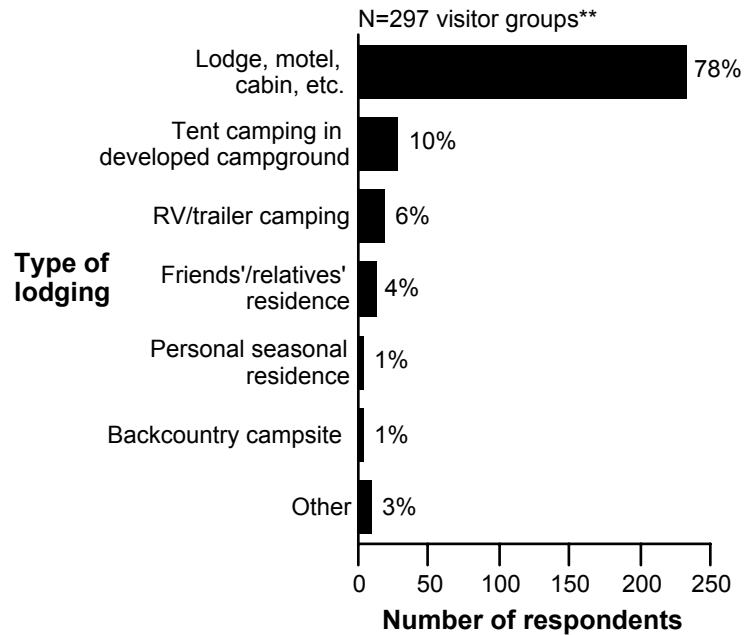


Figure 48: Type of lodging used in the area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Overnight stay locations on night before park visit

Question 7a

On this trip, where did you and your group stay on the night prior to visit Yosemite NP

Table 12: Overnight stay on night before park visit

N= 742 visitor groups;

some visitor groups listed more than one location.

Results	City/Town and State	Number of times mentioned
<ul style="list-style-type: none"> As shown in Table 12, the most common locations were: <ul style="list-style-type: none"> San Francisco Fresno Oakhurst Mariposa Groveland 	San Francisco, CA	93
	Fresno, CA	49
	Oakhurst, CA	41
	Mariposa, CA	32
	Groveland, CA	21
	Bass Lake, CA	13
	Sacramento, CA	13
	Sequoia NP, CA	13
	El Portal, CA	11
	Bakersfield, CA	10
	Fish Camp, CA	10
	Mammoth, CA	10
	Merced, CA	10
	Modesto, CA	10
	Oakland, CA	9
	Sunnyvale, CA	9
	Berkeley, CA	8
	Coarsegold, CA	8
	Monterey, CA	8
	Turlock, CA	8
	Fremont, CA	7
	Lake Tahoe, CA	7
	Las Vegas, NV	6
	Napa Valley, CA	6
	Bishop, CA	5
	Lee Vining, CA	5
	Livermore, CA	5
	Sonora, CA	5
	Carmel, CA	4
	Palo Alto, CA	4
	Reno, NV	4
	San Diego, CA	4
	Santa Cruz, CA	4
	Twain Harte, CA	4
	Visalia, CA	4
	Bridgeport, CA	3
	Danville, CA	3

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

**Table 12: Overnight stay on night before park visit
(continued)**

City/Town and State	Number of times mentioned
Folsom, CA	3
Madera, CA	3
Orinda, CA	3
Petaluma, CA	3
Salinas, CA	3
San Ramon, CA	3
Santa Rosa, CA	3
Three Rivers, CA	3
Tracy, CA	3
Ventura, CA	3
Walnut Creek, CA	3
Windsor, CA	3
Anaheim, CA	2
Antioch, CA	2
Atwater, CA	2
Auburn, CA	2
Benicia, CA	2
Calabasas, CA	2
Chico, CA	2
Concord, CA	2
Covina, CA	2
Delhi, CA	2
Gilroy, CA	2
Harden Flats, CA	2
Hayward, CA	2
King City, CA	2
Kings Canyon NP, CA	2
Kingsburg, CA	2
Laguna Niguel, CA	2
Long Beach, CA	2
Los Gatos, CA	2
Mather, CA	2
Morgan Hill, CA	2
Oakdale, CA	2
Pinecrest, CA	2
Pleasant Hill, CA	2
Rancho Cordova, CA	2
Riverside, CA	2

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

**Table 12: Overnight stay on night before park visit
(continued)**

City/Town and State	Number of times mentioned
San Bruno, CA	2
Sanger, CA	2
Shafter, CA	2
South Lake Tahoe, CA	2
Union City, CA	2
Watsonville, CA	2
Other locations	119

Overnight stay locations on night after park visit

Question 7b

Where did you stay on the night after leaving Yosemite NP?

Results

- As shown in Table 13, the most common locations were:

San Francisco
Fresno
Mammoth

Table 13: Overnight stay on night after park visit
N=710 visitor groups;
some visitor groups listed more than one location.

City/Town and State	Number of times mentioned
San Francisco, CA	75
Fresno, CA	29
Mammoth, CA	22
Groveland, CA	16
San Jose, CA	16
Modesto, CA	16
Bishop, CA	15
Los Angeles, CA	15
Oakhurst, CA	14
Lee Vining, CA	13
Las Vegas, NV	12
Sacramento, CA	12
Bass Lake, CA	11
Lake Tahoe, CA/NV	10
Mariposa, CA	9
Berkeley, CA	8
Fremont, CA	8
Monterey, CA	8
Turlock, CA	8
Carson City, NV	7
Lone Pine, CA	7
Merced, CA	7
Sonora, CA	7

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

**Table 13: Overnight stay on night after park visit
(continued)**

City/Town and State	Number of times mentioned
Sunnyvale, CA	7
Coarsegold, CA	6
Fish Camp, CA	6
Oakland, CA	6
Sequoia NP, CA	6
Bakersfield, CA	5
Bridgeport, CA	5
Reno, NV	5
Salinas, CA	5
Santa Cruz, CA	5
Santa Rosa, CA	5
Clovis, CA	4
Danville, CA	4
Death Valley, CA	4
Gilroy, CA	4
June Lake, CA	4
Livermore, CA	4
Palo Alto, CA	4
San Diego, CA	4
Tonopah, NV	4
Twain Harte, CA	4
Vallejo, CA	4
Anaheim, CA	3
Concord, CA	3
Folsom, CA	3
Furnace Creek (Death Valley NP), CA	3
Hayward, CA	3
Orinda, CA	3
Napa, CA	3
Kings Canyon, CA	3
Riverside, CA	3
Sanger, CA	3
South Lake Tahoe, CA	3
Tahoe City, CA	3
Visalia, CA	3
Atwater, CA	2
Barstow, CA	2
Cambria, CA	2

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

**Table 13: Overnight stay on night after park visit
(continued)**

City/Town and State	Number of times mentioned
Carmel, CA	2
Chico, CA	2
Delhi, CA	2
Dublin, CA	2
El Portal, CA	2
Hanford, CA	2
Huntington Beach, CA	2
Independence, CA	2
Lafayette, CA	2
Los Gatos, CA	2
Manteca, CA	2
Mather, CA	2
Moorpark, CA	2
Morgan Hill, CA	2
Mountain View, CA	2
Petaluma, CA	2
Pismo Beach, CA	2
Pleasanton, CA	2
Portland, OR	2
Ridgecrest, CA	2
San Mateo, CA	2
San Ramon, CA	2
Santa Barbara, CA	2
Shafter, CA	2
Three Rivers, CA	2
Torrance, CA	2
Tracy, CA	2
Tulare, CA	2
Ventura, CA	2
Walnut Creek, CA	2
Windsor, CA	2
Other locations	121

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Most important information learned on this visit

Question 24a

What was the most important information you and your group learned during this visit to Yosemite NP? (open-ended)

Table 14: Most important information learned on this visit

N=620 comments;

some visitor groups made more than one comment.

Results	Topics	Number of times mentioned
<ul style="list-style-type: none"> 73% of visitor groups (N=568) responded to this question. As shown in Table 14, the most important information learned on this visit included: <ul style="list-style-type: none"> Bear safety History Geology Park protection Natural beauty Sequoias 	Bear safety	65
	History	51
	Geology	42
	Park protection	39
	Natural beauty	35
	Sequoias	27
	Crowding	20
	Nature	18
	Way finding information	15
	Size of park	15
	Prescribed burns	13
	Environmental ethics	12
	Trails	12
	Glaciations	11
	Maps	11
	Trees	9
	Hiking safety	8
	Wildlife	8
	Waterfalls	8
	Points of interest	7
	Wildlife protection	7
	Lodging	6
	Information for future visits	6
	Visitor safety	6
	Camping	5
	Ecology	5
	Native Americans	5
	Water	5
	Arrival information	4
	Fire safety	4
	Guidebook and travel information	4
	Heat and weather information	4
	Scenery	4
	Shuttle information	4
	Geography	3
	Hiking information and opportunities	3
	Camping opportunities	3
	Mosquitoes	3
	Passports available	3
	Rockslides	3
	Activities available in park	2
	Camping etiquette	2
	Exploring	2

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Table 14: Most important information learned on this visit (continued)

Topics	Number of times mentioned
Flood history	2
High Sierras	2
High pass conditions	2
Great rangers	2
Ranger talk information	2
Restrooms are poor	2
Trail conditions	2
Wilderness issues	2
N/A responses	34
Other comments	51

Methods of learning on this visit

Question 24b

How did you and your group learn about the information above on this visit?

Results

- As shown in Figure 49, the preferred methods of learning included:
 - 48% Other printed materials (books, brochures, maps, park newspaper, etc.)
 - 43% Travel guides/tour books
 - 36% Internet websites
- “Other” (17%) methods of learning on this visit were:
 - Personal experience
 - Other people
 - Audio tour
 - Entrance station
 - Tour guides

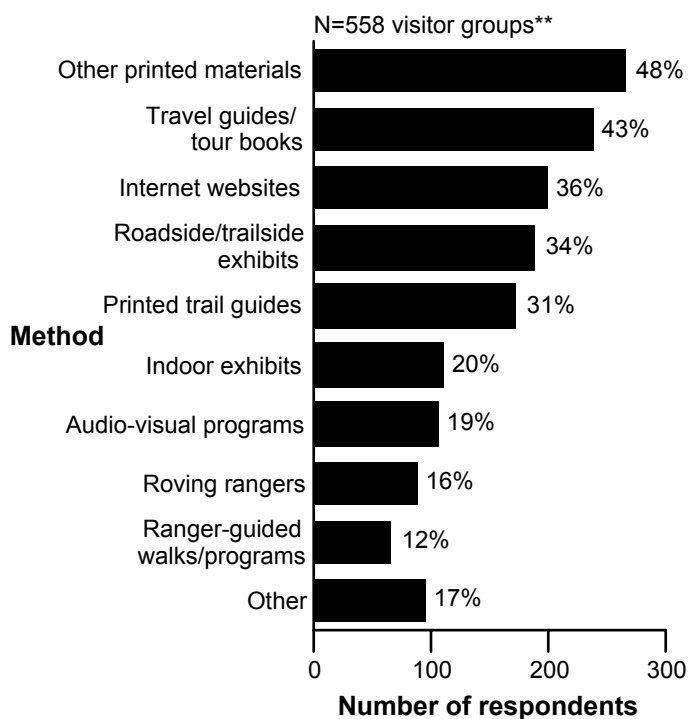


Figure 49: Preferred methods of learning most important park information on this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Preferred methods of learning on a future visit

Question 24c

On a future visit, what methods would you and your group prefer to use to learn about Yosemite NP?

Results

- 92% of visitor groups were interested in learning on a future visit (see Figure 50).
- As shown in Figure 51, the preferred methods of learning on future visits included:

59% Internet websites

57% Other printed materials- books, movies, slide shows, etc.

52% Travel guides/tour books

- The least preferred method of learning was indoor exhibits (24%).
- "Other" (6%) preferred methods of learning included:

Geology guides
 Experiential opportunities
 Climbing guides
 Calling ahead

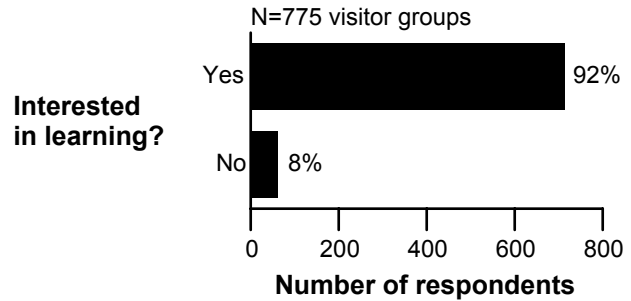


Figure 50: Interest in learning on a future visit

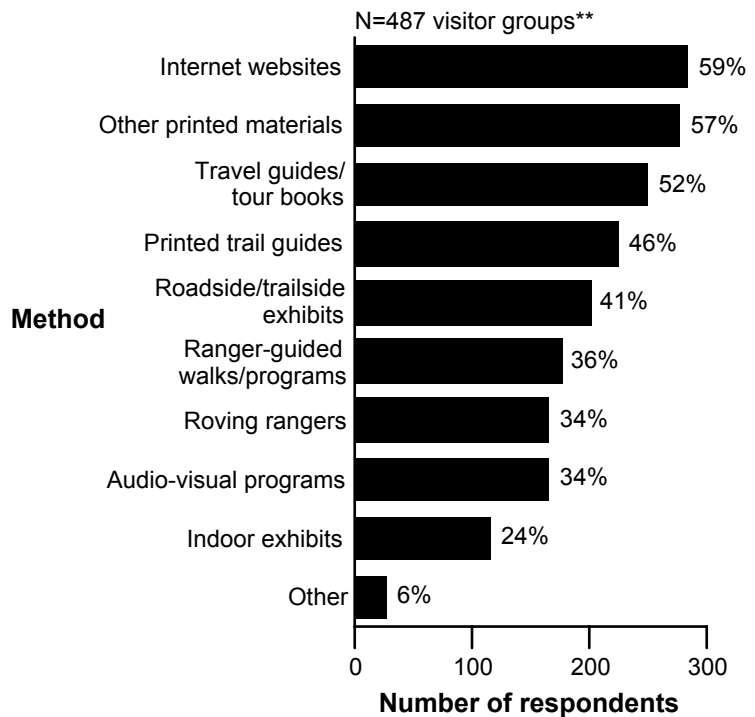


Figure 51: Preferred methods of learning park information on a future visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, and Value for Fee Paid

Information services and facilities used

Question 12a

Please check all of the information services and facilities that you and your group used during this visit to Yosemite NP.

Results

- As shown in Figure 52, the most used information services and facilities included:

90% Park brochure/map

78% Yosemite Guide

48% Shuttle bus service

- The least used services and facilities included:

2% Ranger-led campground programs

1% Junior Ranger program

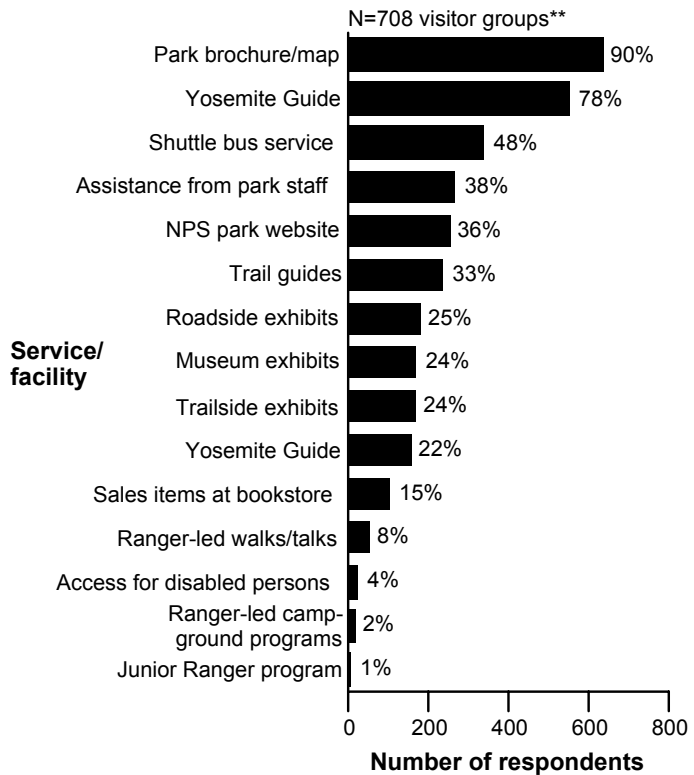


Figure 52: Visitor information services and facilities used

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of information services and facilities

Question 12b

For only those services/facilities that you or your group used, please rate their importance from 1 to 5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 53 shows the combined proportions of “extremely important” and “very important” ratings for all information services and facilities that were rated by enough visitor groups (N≥30).

- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

81% Shuttle bus service

78% Park brochure/map

77% Trail guides

74% NPS park website

74% Assistance from park staff

- Figures 54 to 67 show the importance ratings for each service/facility.

- The service/facility receiving the highest “not important” rating was:

8% sales items at park bookstore

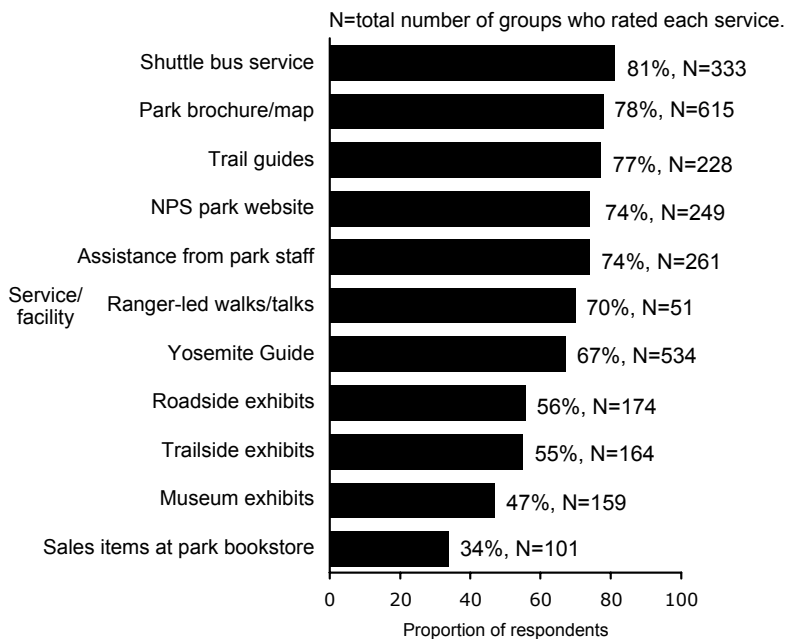


Figure 53: Combined proportions of “extremely important” and “very important” ratings for information services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

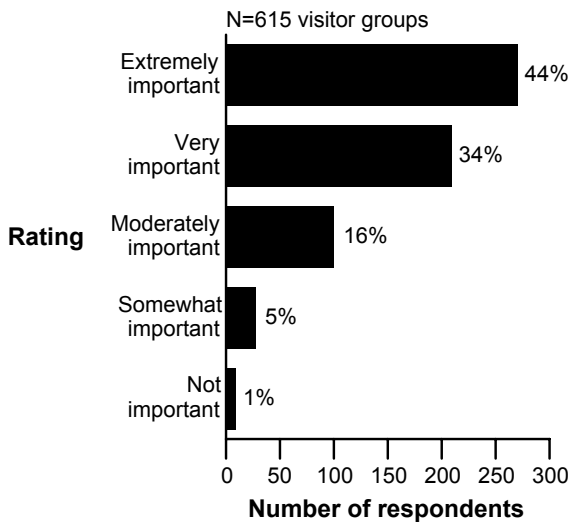


Figure 54: Importance of park brochure/map

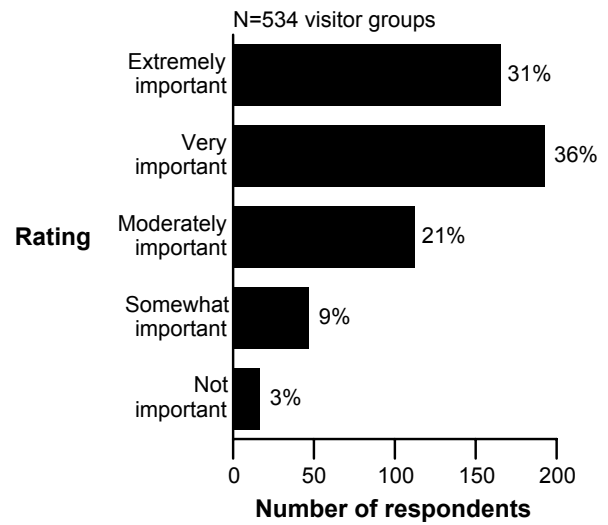


Figure 55: Importance of Yosemite Guide (booklet distributed at park entrance)

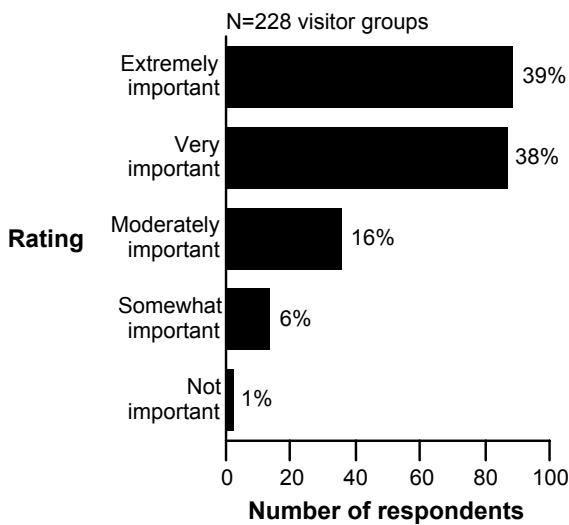


Figure 56: Importance of trail guides

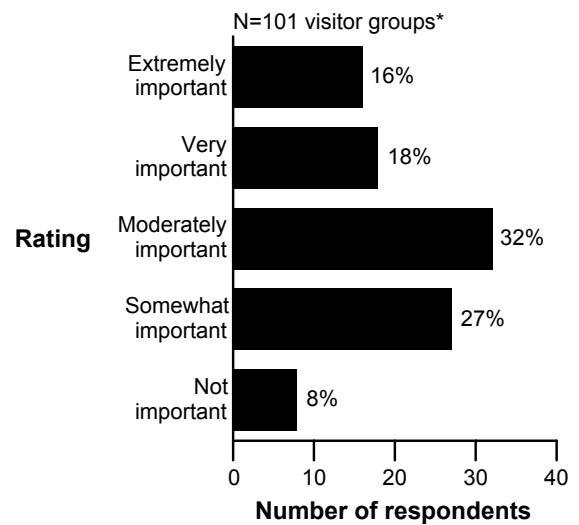


Figure 57: Importance of sales items at park bookstore

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

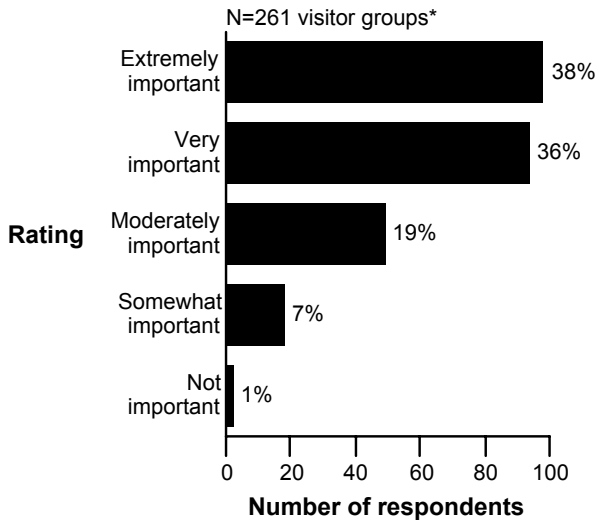


Figure 58: Importance of assistance from park staff

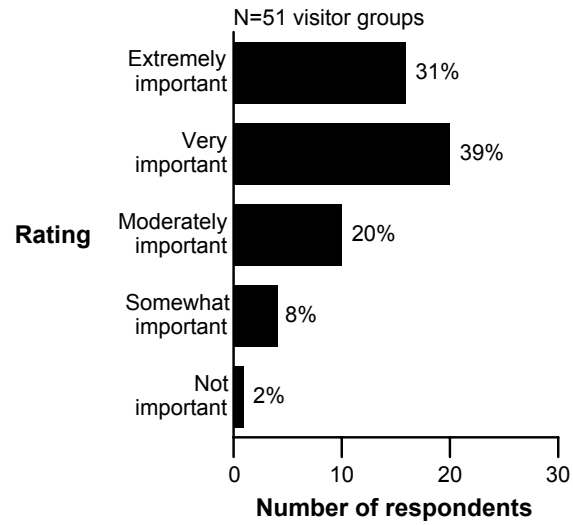


Figure 59: Importance of ranger-led walks/talks

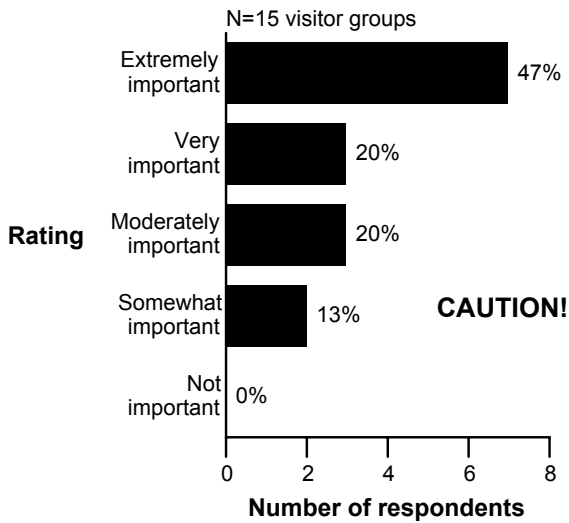


Figure 60: Importance of ranger-led campground programs

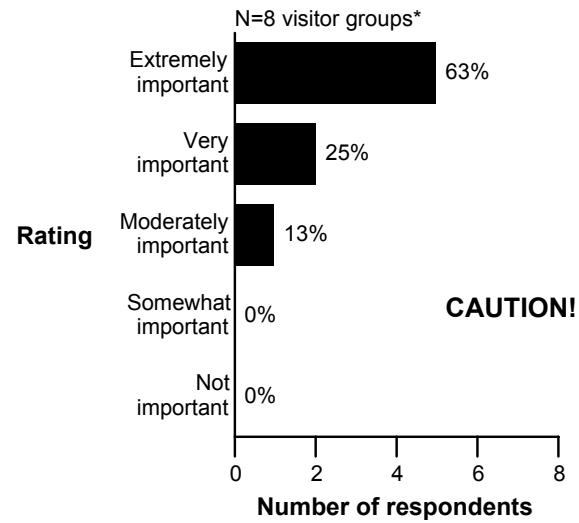


Figure 61: Importance of Junior Ranger program

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

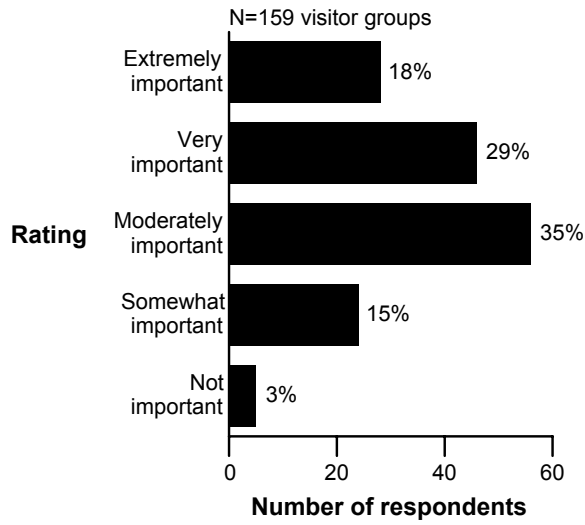


Figure 62: Importance museum exhibits

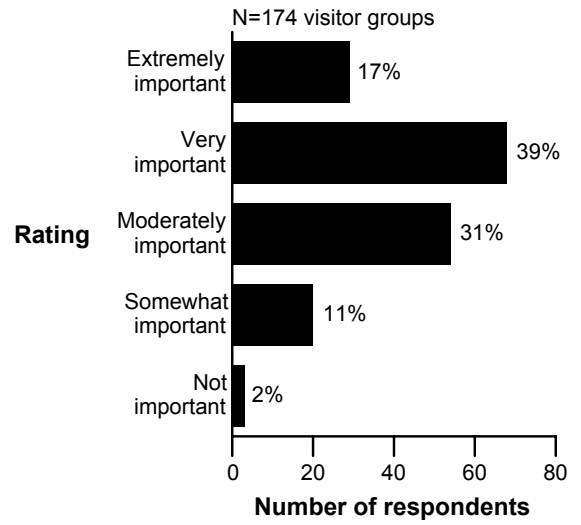


Figure 63: Importance of roadside exhibits

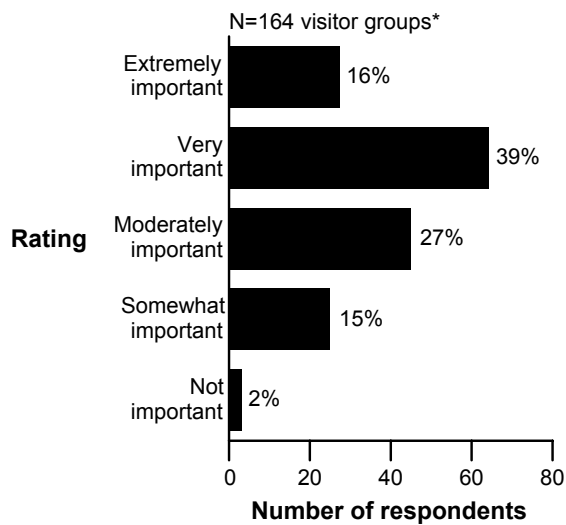


Figure 64: Importance of trailside exhibits

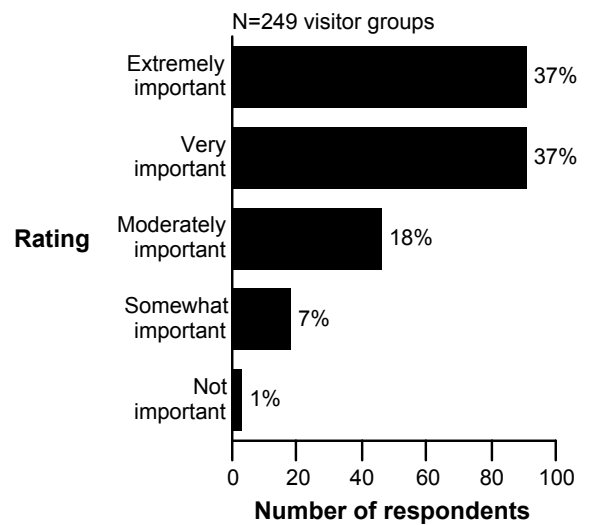


Figure 65: Importance of park website: www.nps.gov/yose/ (used before or during visit)

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

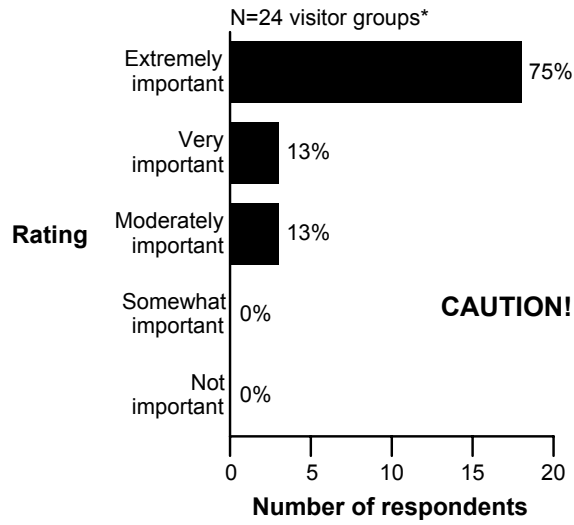


Figure 66: Importance of access for disabled persons

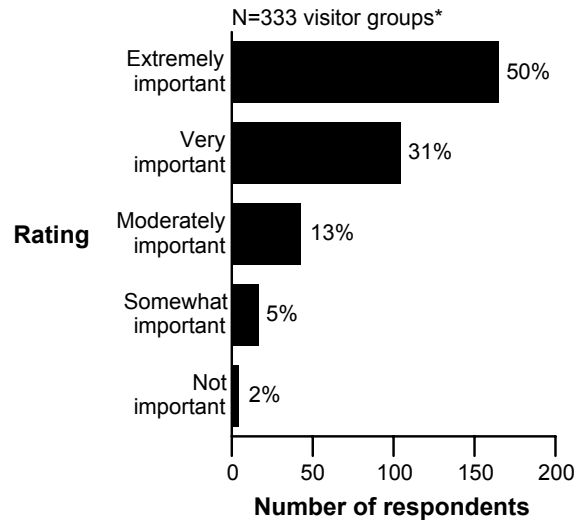


Figure 67: Importance of shuttle bus service

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of information services and facilities

Question 12c

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

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 68 shows the combined proportions of “very good” and “good” quality ratings for information services/facilities that were rated by enough visitor groups (N≥30).
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

91% Ranger-led walks/talks

87% Assistance from park staff

85% Park brochure/map

- Figures 69 to 82 show the quality ratings for each visitor service/facility.
- The service/facility receiving the highest “very poor” quality rating was:

2% Shuttle bus service

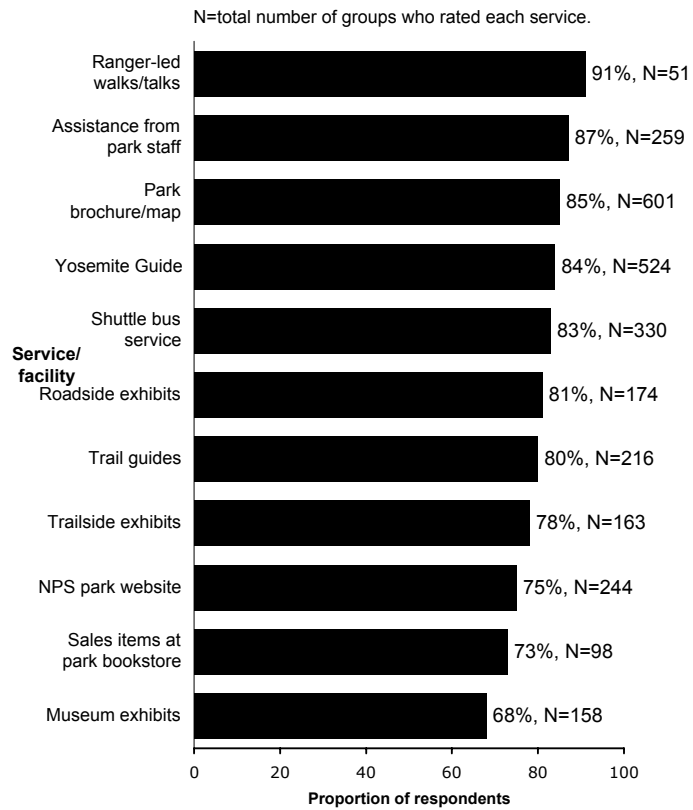


Figure 68: Combined proportions of “very good” and “good” quality ratings for information services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

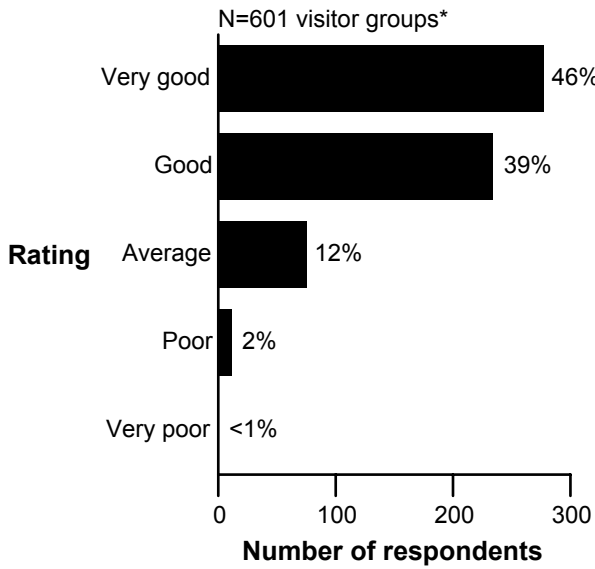


Figure 69: Quality of park brochure/map

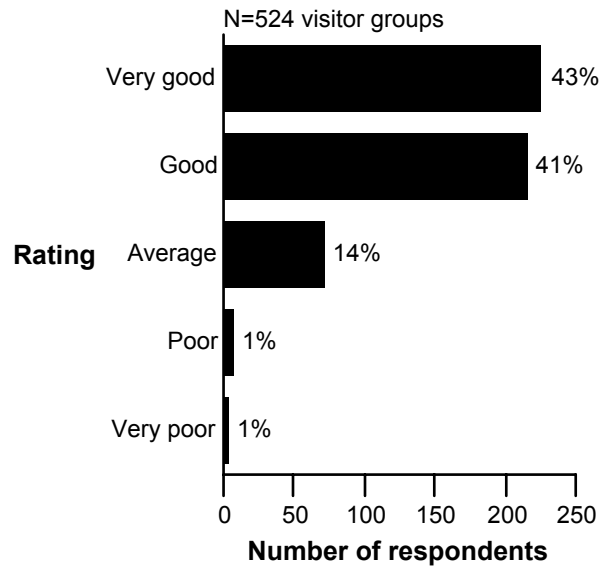


Figure 70: Quality of Yosemite Guide (booklet distributed at park entrance)

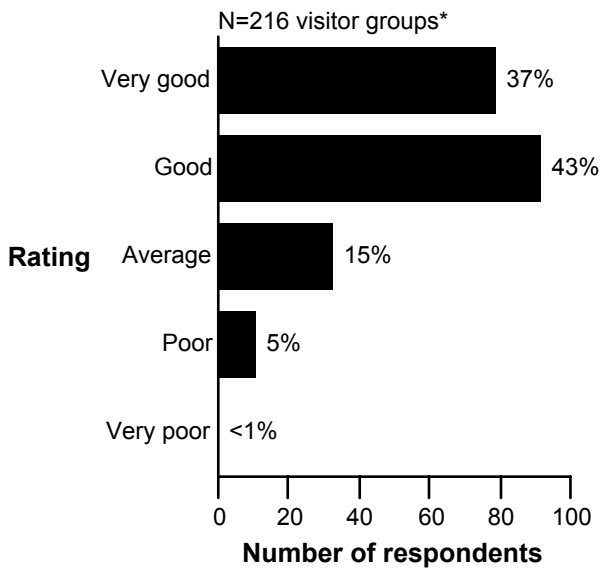


Figure 71: Quality of trail guides

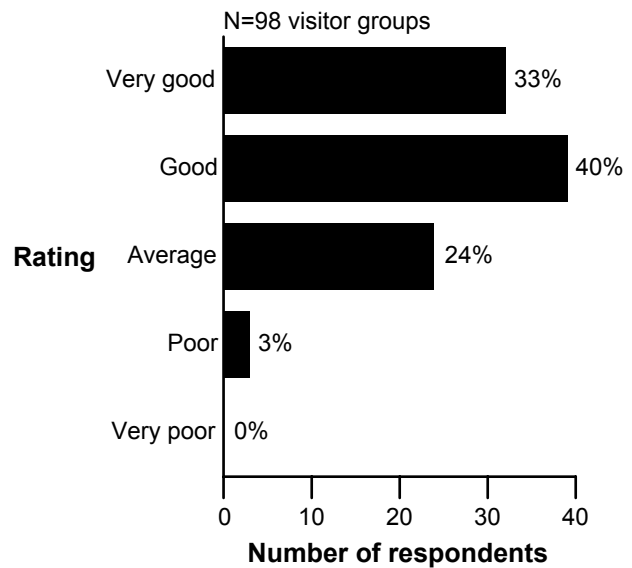


Figure 72: Quality of sales items at park bookstore

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

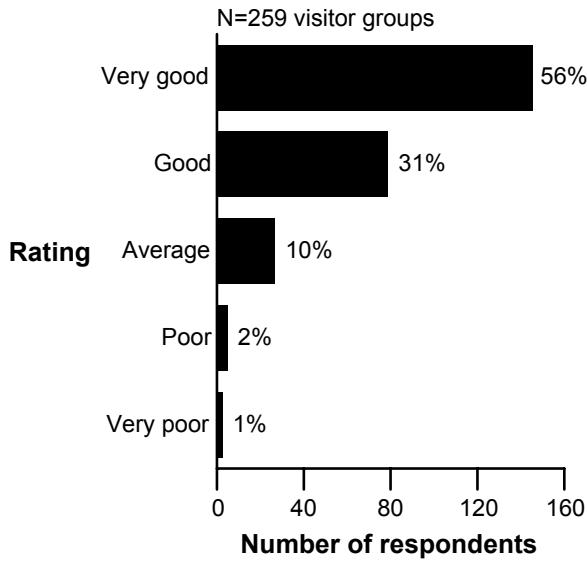


Figure 73: Quality of assistance from park staff

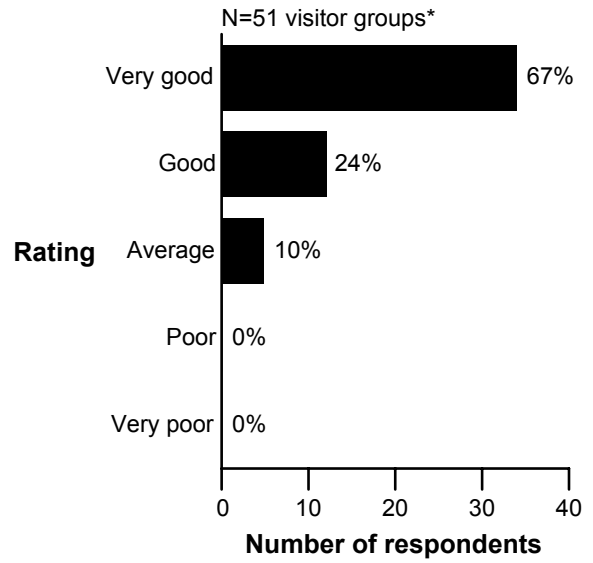


Figure 74: Quality of ranger-led walks/talks



Figure 75: Quality of ranger-led campground programs

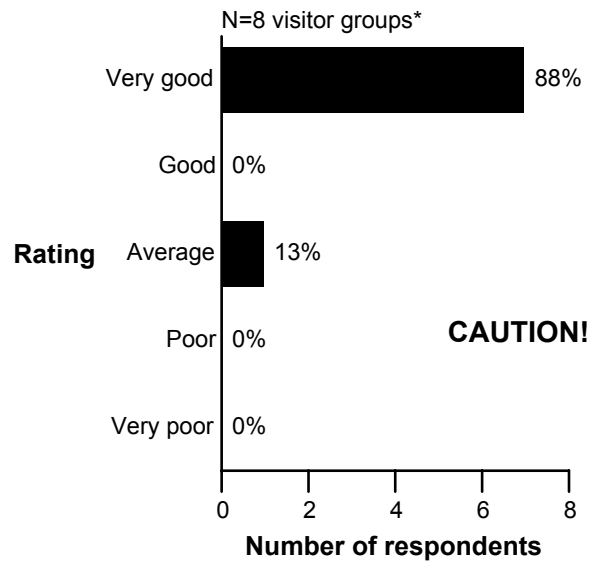


Figure 76: Quality of Junior Ranger program

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

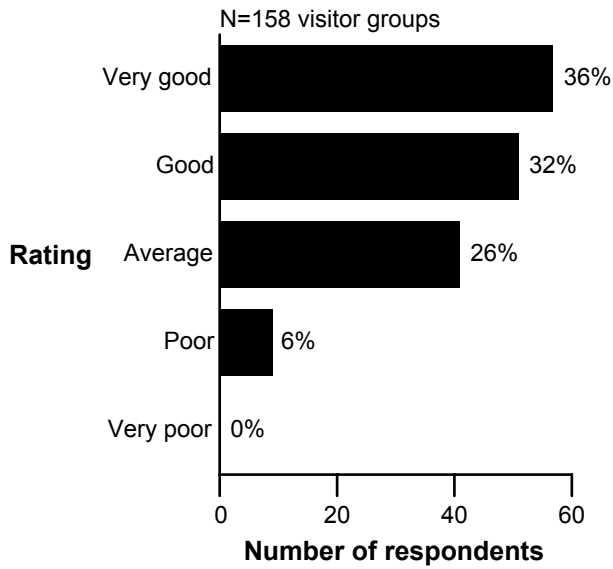


Figure 77: Quality of museum exhibits

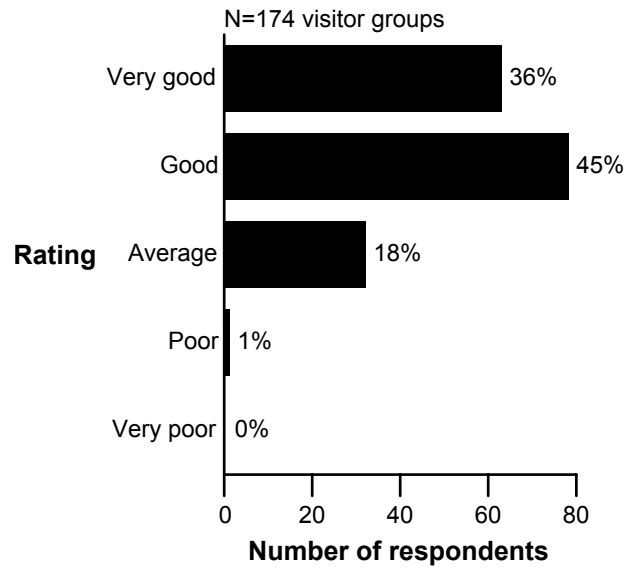


Figure 78: Quality of roadside exhibits

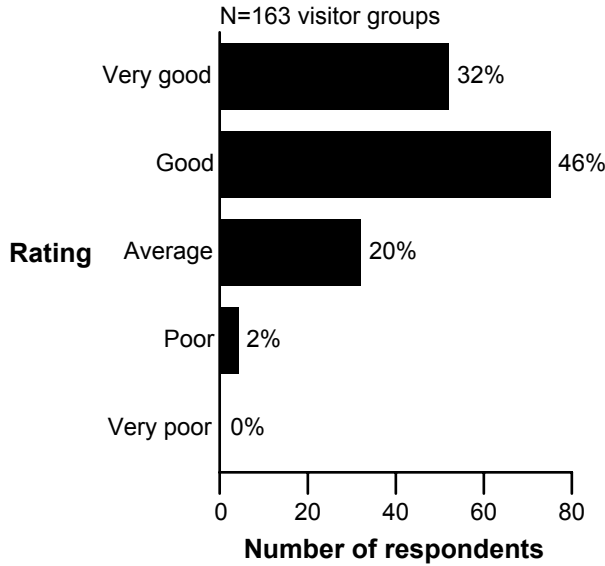


Figure 79: Quality of trailside exhibits

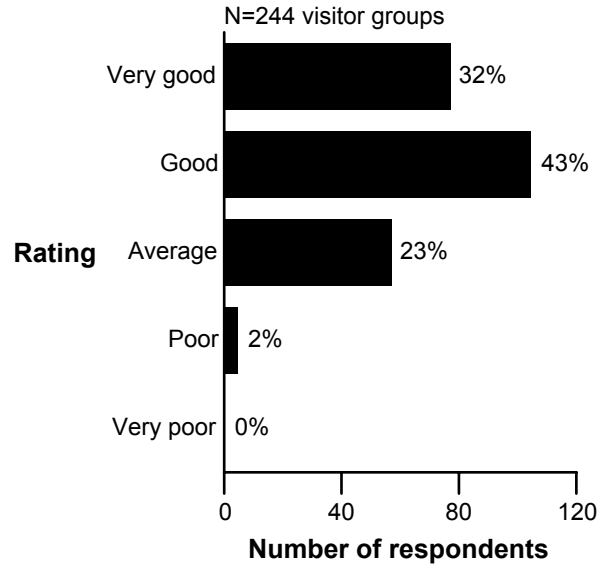


Figure 80: Quality of park website: www.nps.gov/yose/ (used before or during visit)

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

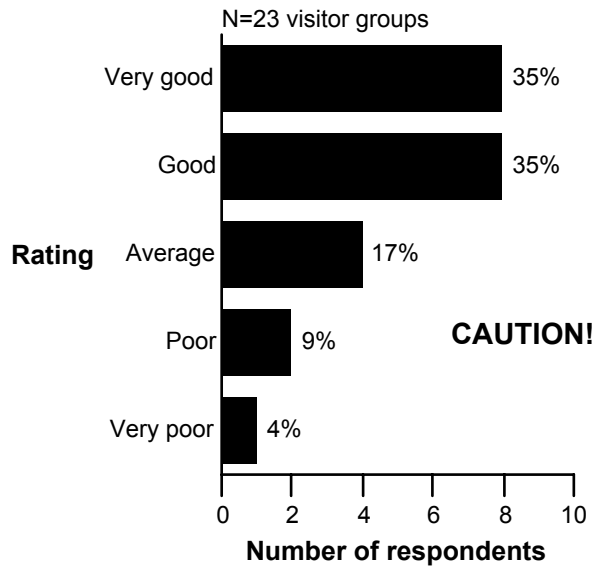


Figure 81: Quality of access for disabled persons

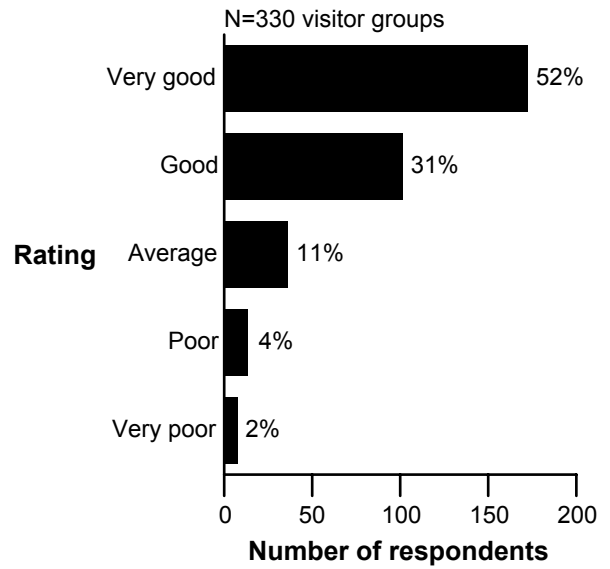


Figure 82: Quality of shuttle bus service

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Means of importance and quality scores

- Figures 83 and 84 show the mean scores of importance and quality ratings for all information services and facilities that were rated by enough visitor groups (N≥30).
- All information services and facilities were rated above average in importance and quality.
- The mean scores of importance and quality that differed the most were for sale items at park bookstore.

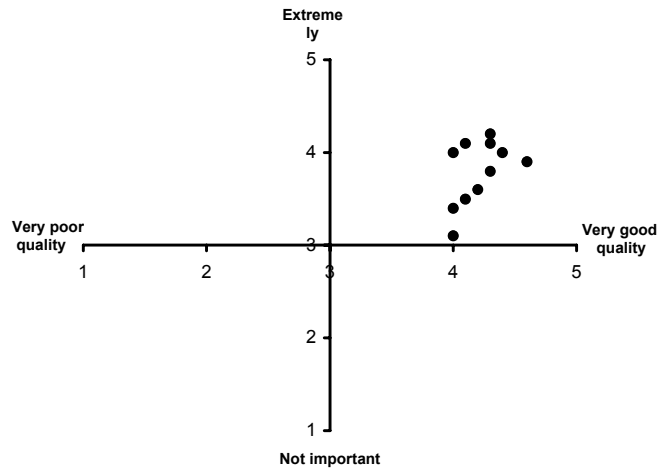


Figure 83: Mean scores of importance and quality ratings for information services and facilities

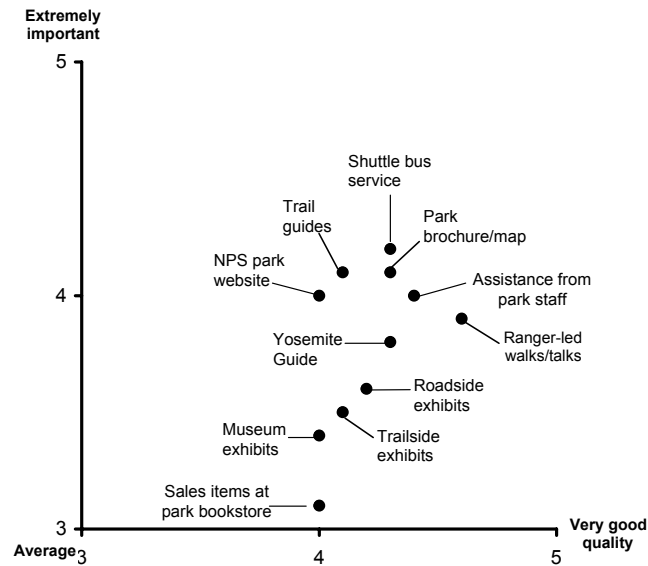


Figure 84: Detail of Figure 83

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitor and concession services and facilities used

Question 13a

Please check all of the visitor and concession services and facilities that you and your group used during this visit to Yosemite NP.

Results

- As shown in Figure 85, the most used visitor and concession services and facilities included:

- 91% Directional signs (in park)
- 90% Restrooms
- 88% Roads
- 83% Parking

- The least used service or facility was:

- 2% Laundromat

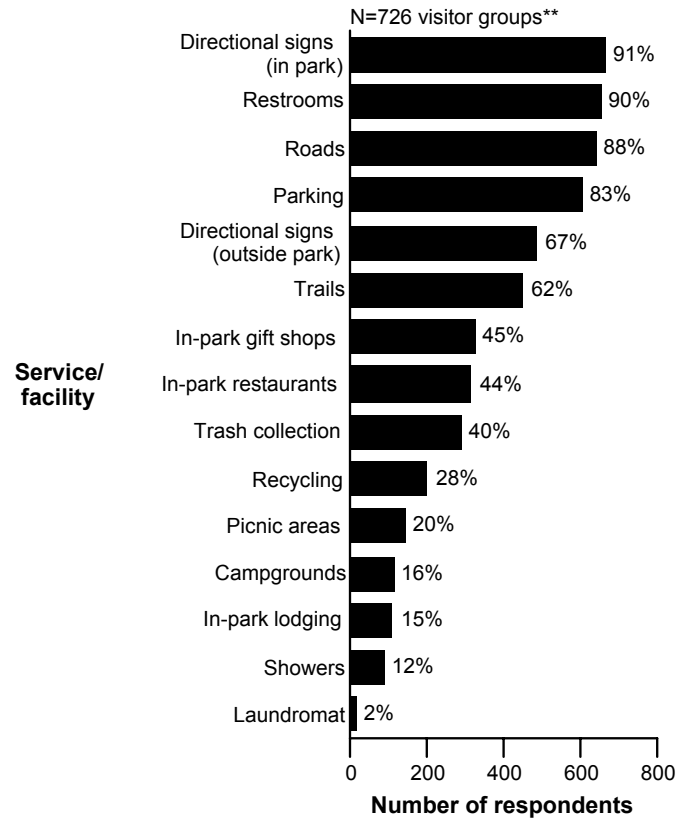


Figure 85: Visitor and concession services and facilities used

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor and concession services and facilities

Question 13b

For only those services and facilities that you or your group used, please rate their importance from 1 to 5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 86 shows the combined proportions of “extremely important” and “very important” ratings for all visitor and concession services and facilities that were rated by enough visitor groups (N≥30).
- The visitor and concession services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 95% In-park lodging
- 95% Roads
- 95% Campgrounds
- 92% Trails

- Figures 87 to 101 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating was:

- 5% In-park gift shops

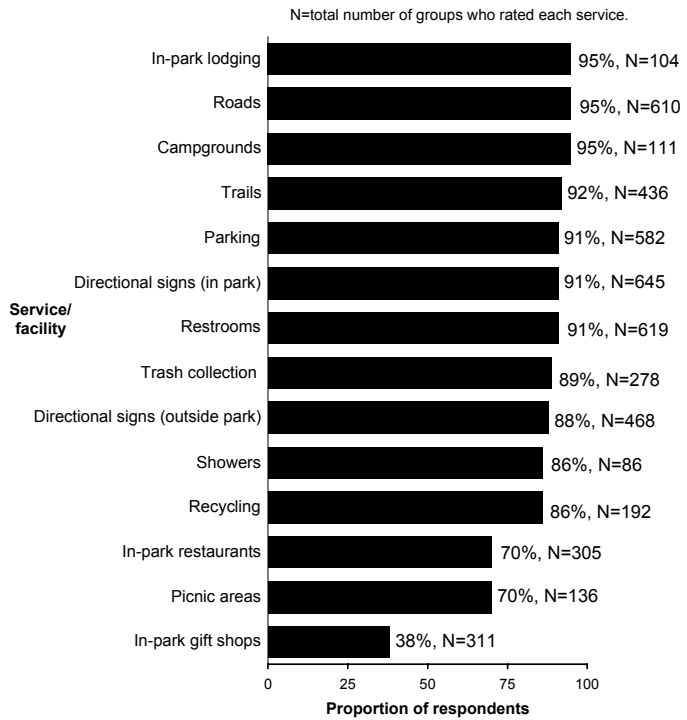


Figure 86: Combined proportions of “extremely important” and “very important” ratings for visitor and concession services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

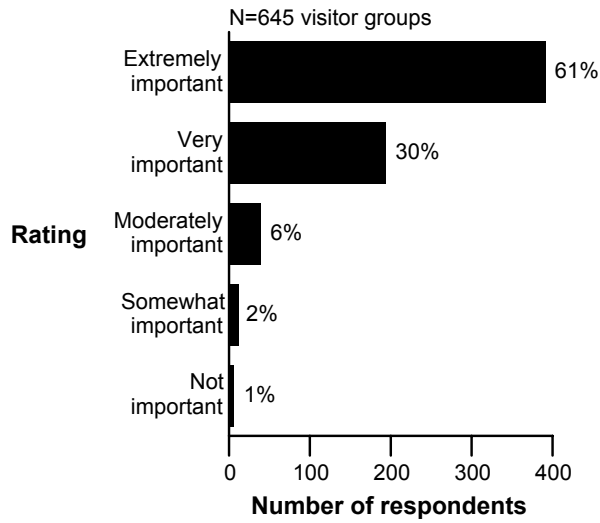


Figure 87: Importance of directional signs (in park)

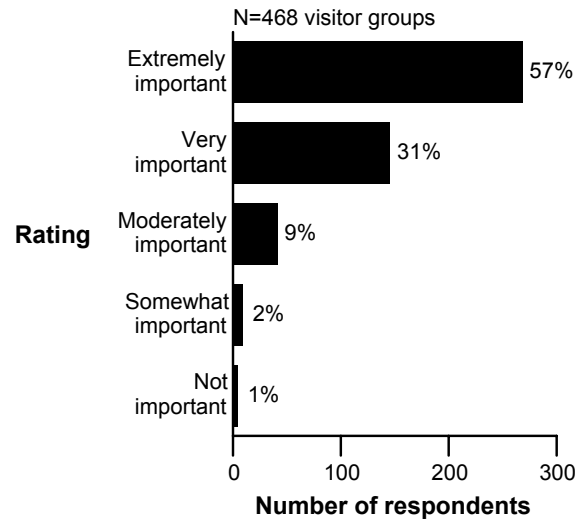


Figure 88: Importance of directional signs (outside park)

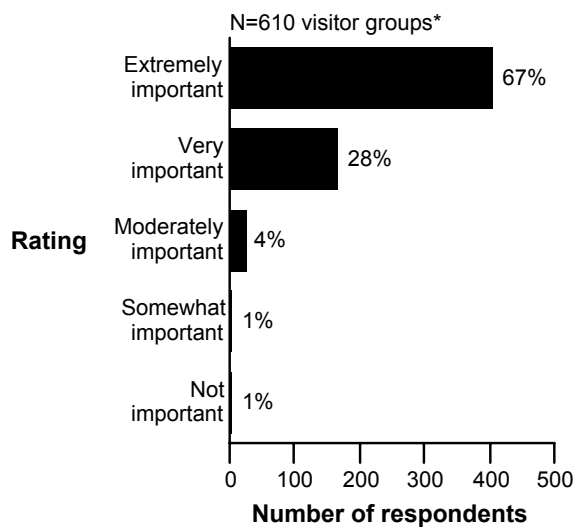


Figure 89: Importance of roads

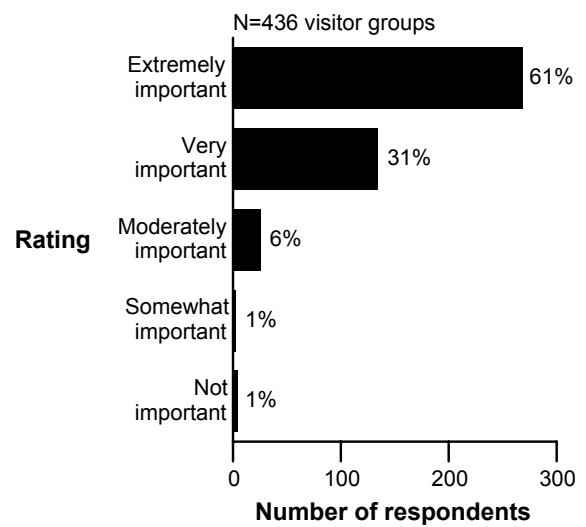


Figure 90: Importance of trails

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

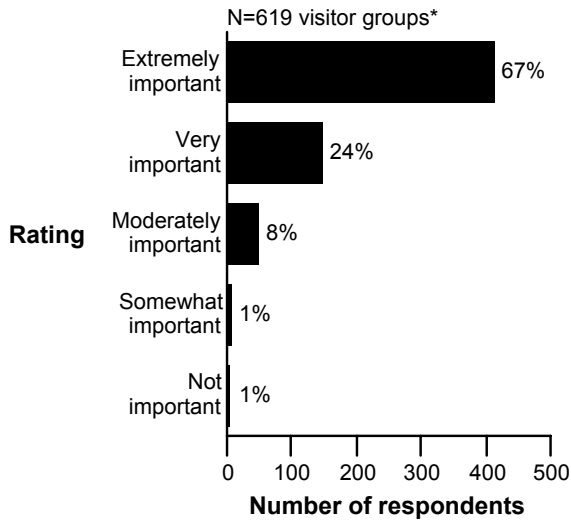


Figure 91: Importance of restrooms

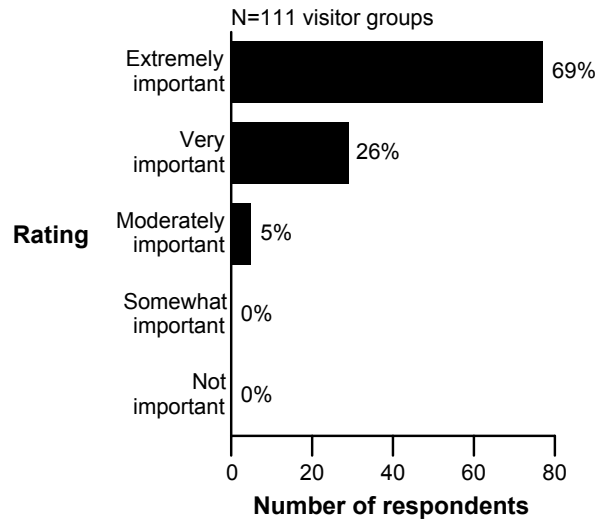


Figure 92: Importance of campgrounds

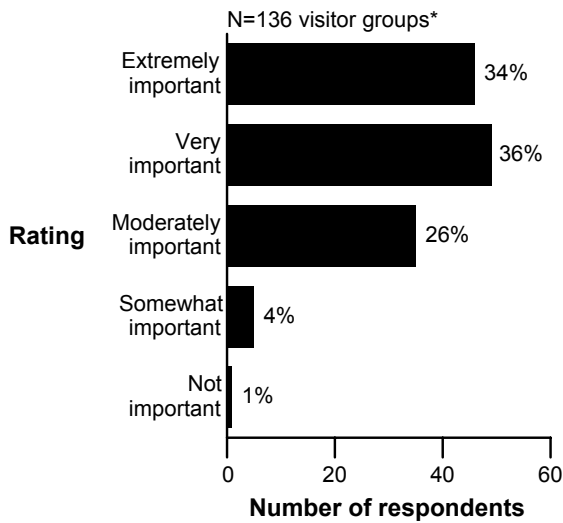


Figure 93: Importance of picnic areas

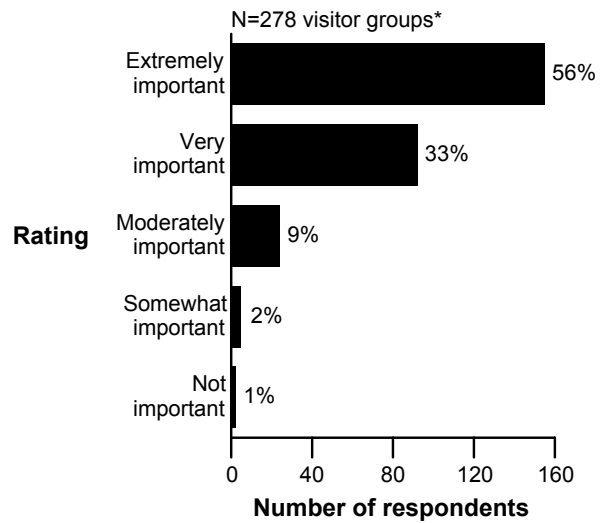


Figure 94: Importance of trash collection

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

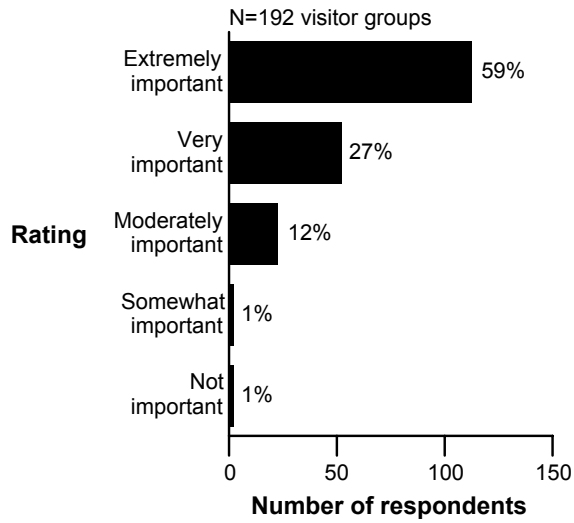


Figure 95: Importance of recycling

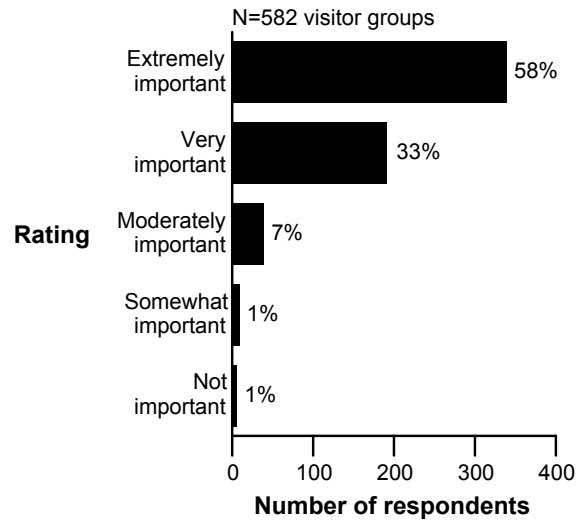


Figure 96: Importance of parking

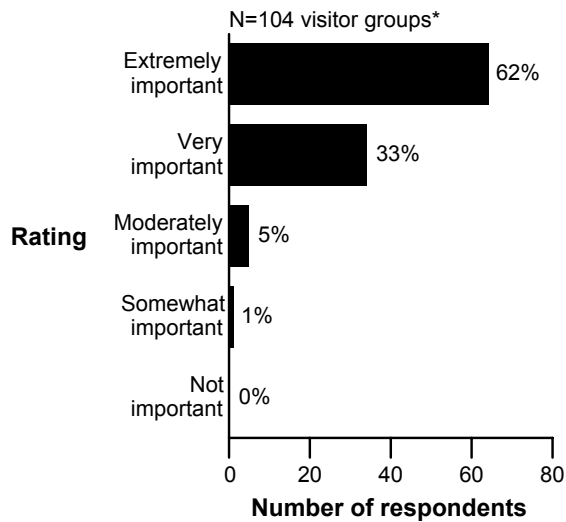


Figure 97: Importance of in-park lodging

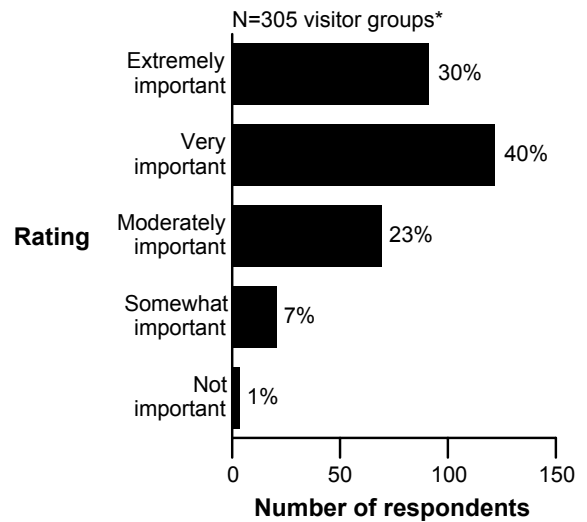


Figure 98: Importance of in-park restaurants

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

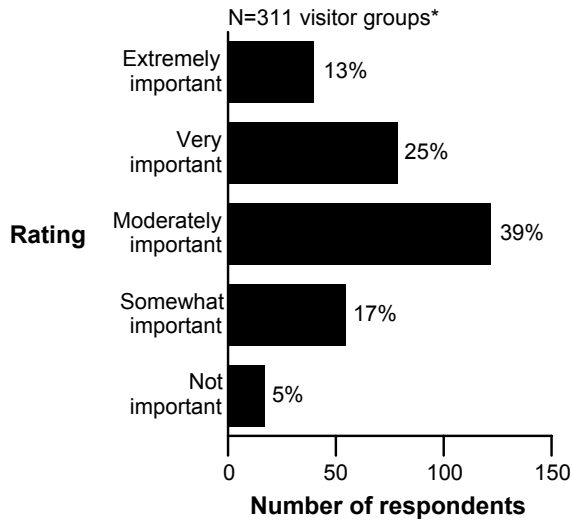


Figure 99: Importance of in-park gift shops

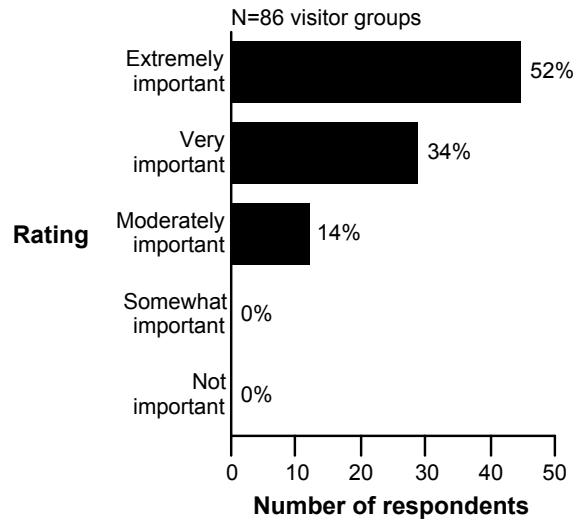


Figure 100: Importance of showers

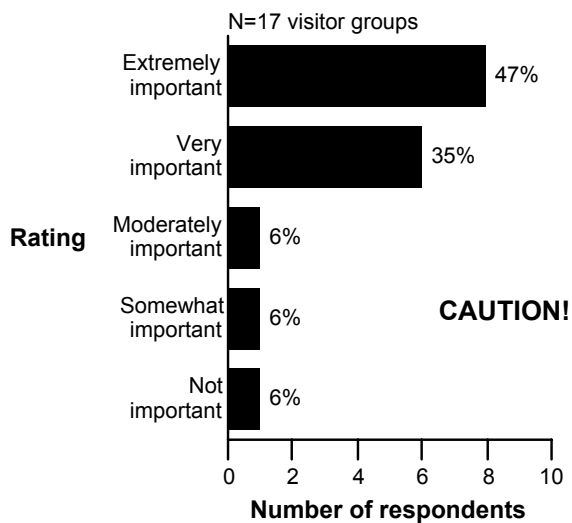


Figure 101: Importance of laundromat

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor and concession services and facilities

Question 13c

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

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 102 shows the combined proportions of “very good” and “good” quality ratings for visitor and concession services and facilities that were rated by enough visitor groups (N≥30).
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

- 87% Roads
- 87% Trails
- 82% Directional signs (in park)
- 80% Trash collection

- Figures 103 to 117 show the quality ratings for each visitor service/facility.
- The service/facility receiving the highest “very poor” rating was:

- 22% Showers

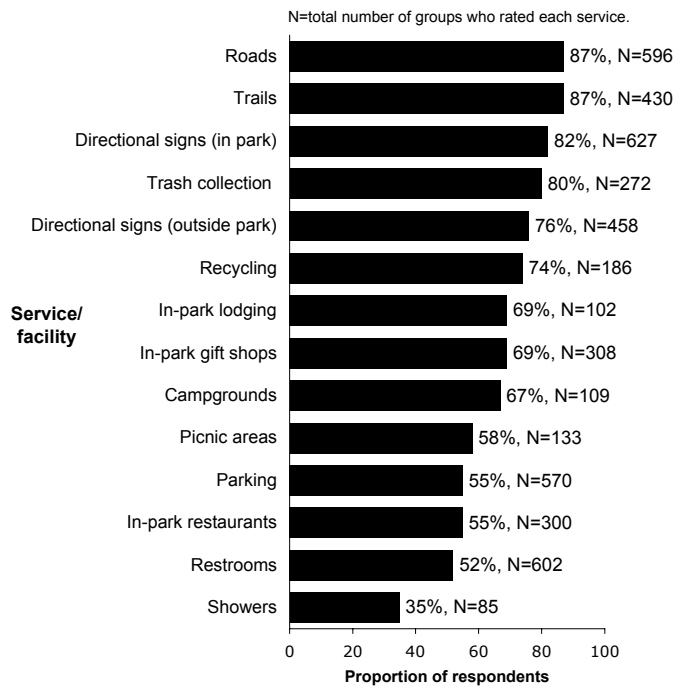


Figure 102: Combined proportions of “very good” and “good” quality ratings for visitor and concession services/facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

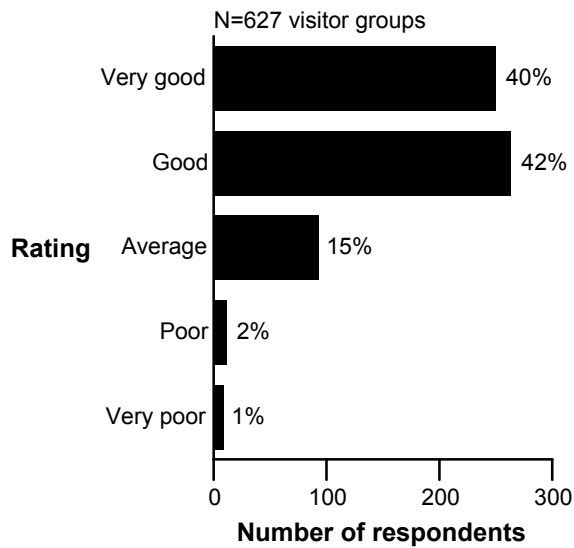


Figure 103: Quality of directional signs (in park)

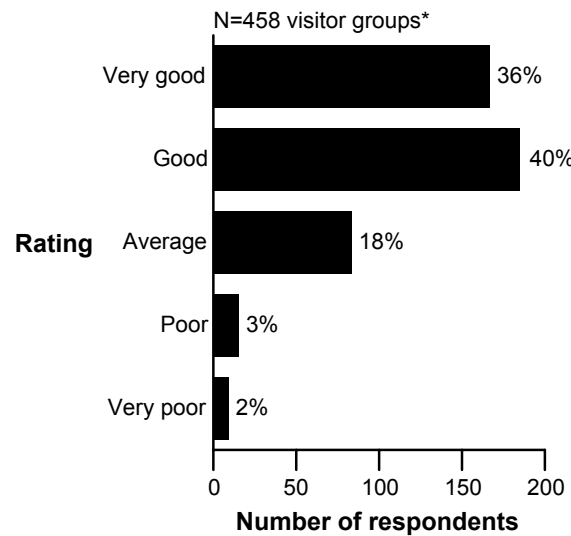


Figure 104: Quality of directional signs (outside park)

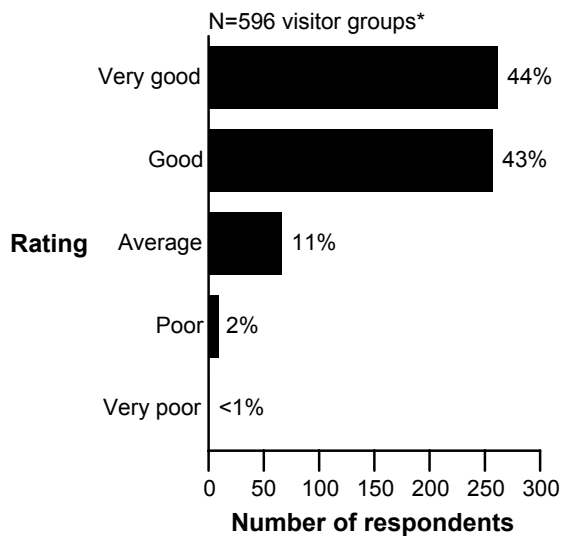


Figure 105: Quality of roads

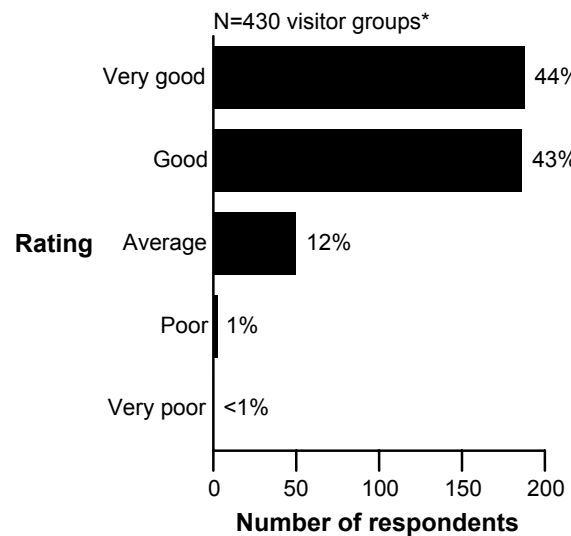


Figure 106: Quality of trails

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

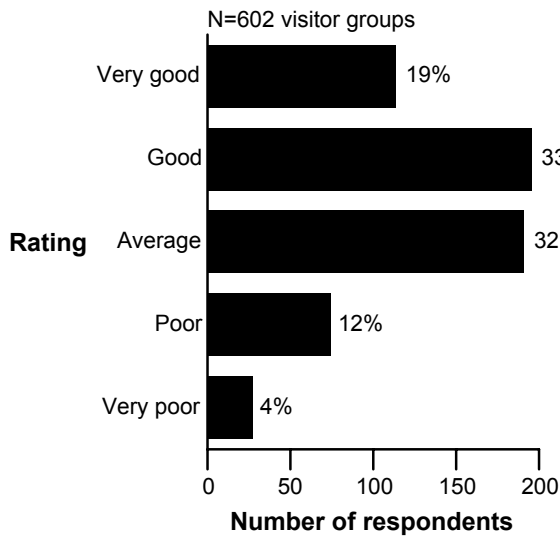


Figure 107: Quality of restrooms

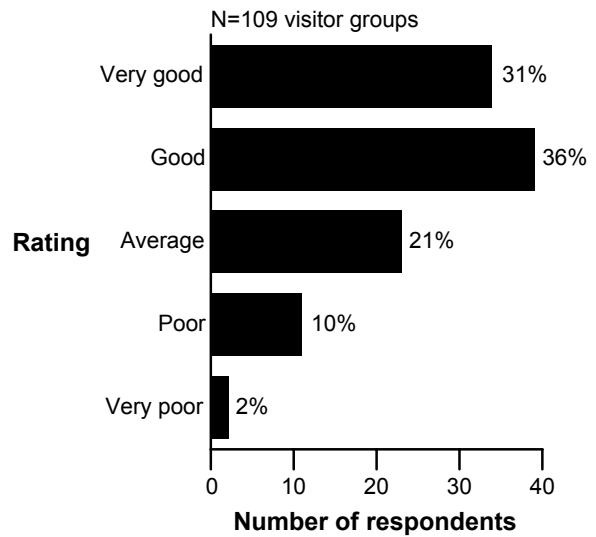


Figure 108: Quality of campgrounds

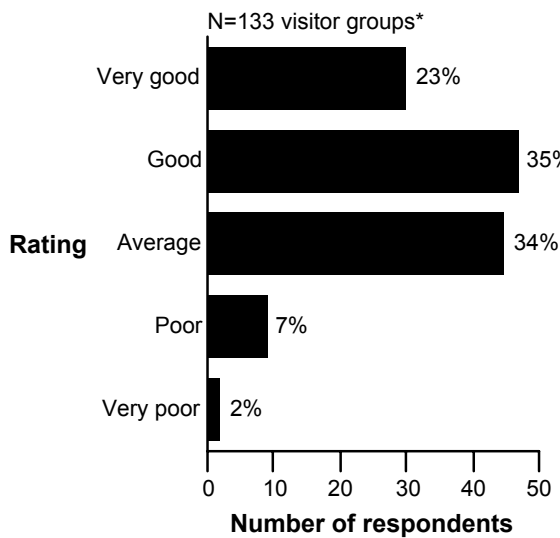


Figure 109: Quality of picnic areas

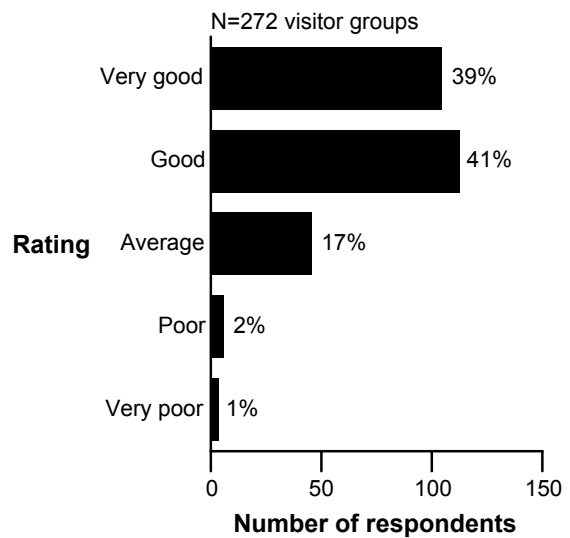


Figure 110: Quality of trash collection

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

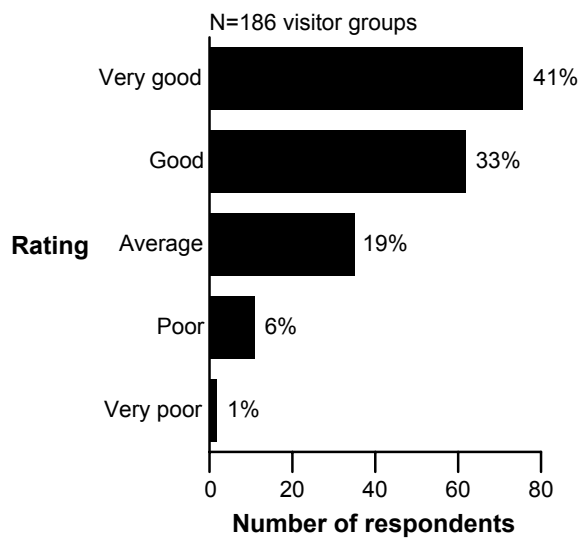


Figure 111: Quality of recycling

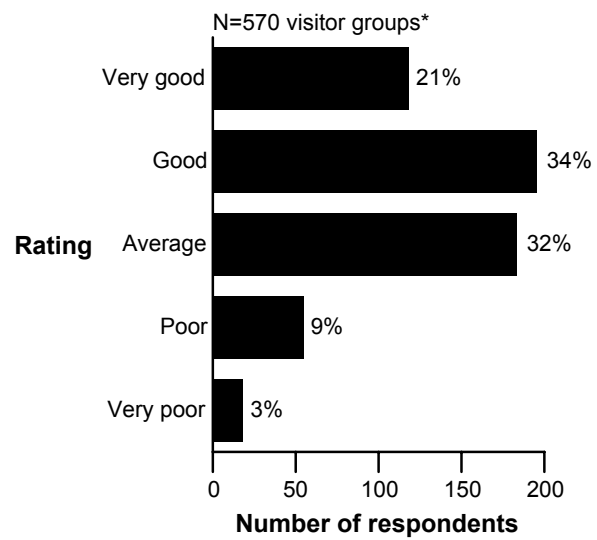


Figure 112: Quality of parking

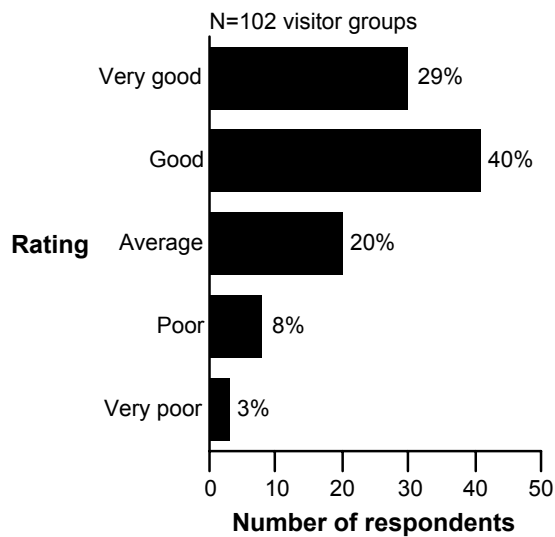


Figure 113: Quality of in-park lodging

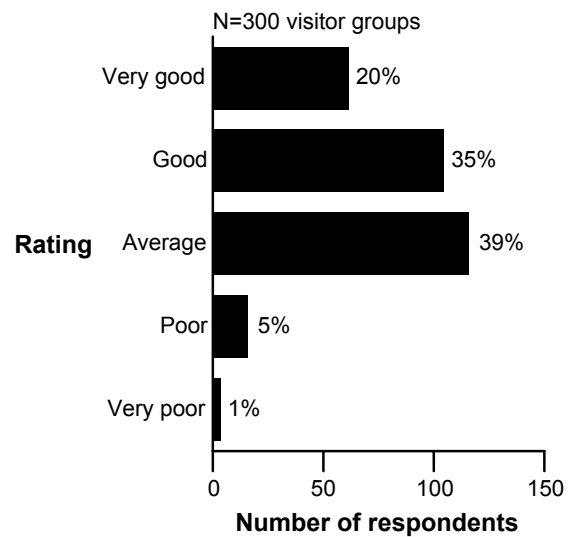


Figure 114: Quality of in-park restaurants

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

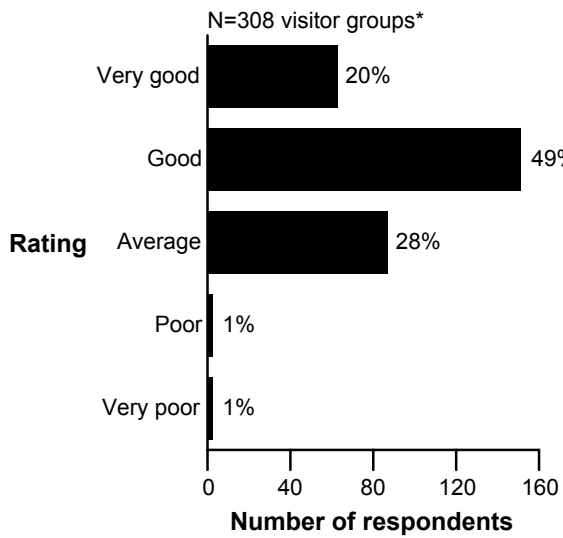


Figure 115: Quality of in-park gift shops

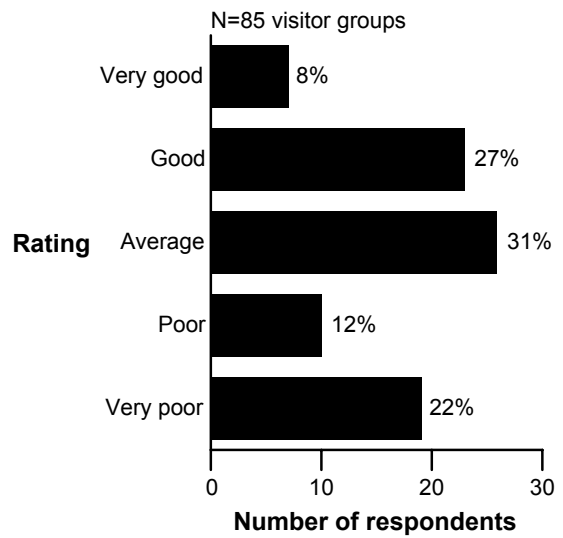


Figure 116: Quality of showers



Figure 117: Quality of laundromat

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings

- Figures 118 and 119 show the mean scores of importance and quality ratings for all visitor and concession services and facilities that were rated by enough visitor groups (N≥30).
- All visitor and concession services and facilities except “showers” were rated above average in importance and quality.

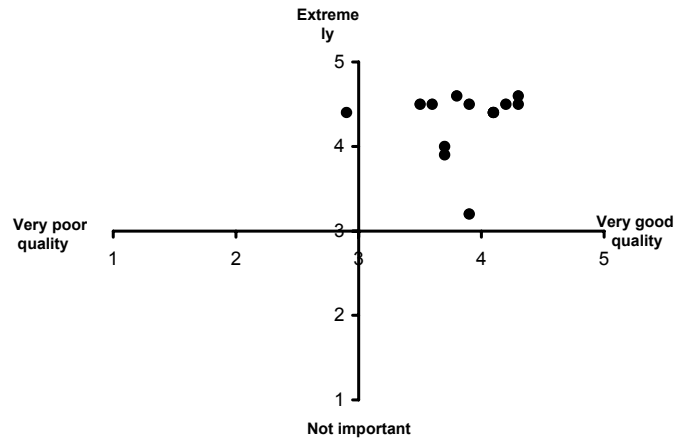


Figure 118: Mean scores of importance and quality ratings for visitor and concession services and facilities

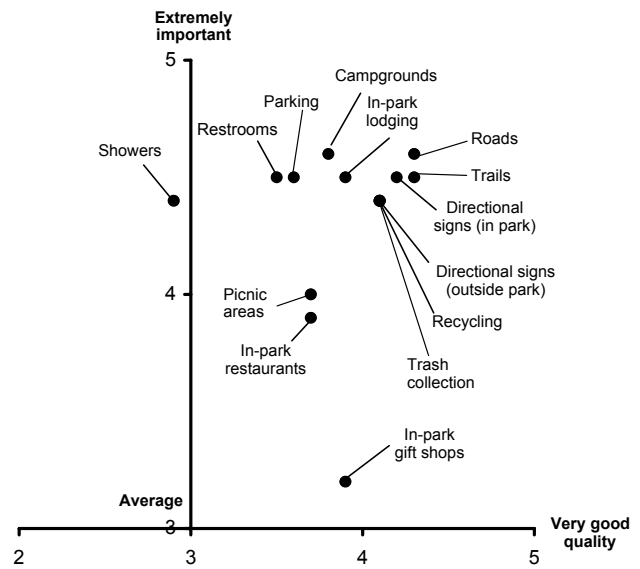


Figure 119: Detail of Figure 118

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Value for fee paid

Question 15

On this visit, how would you and your group rate the value for the entrance fee you paid?

Results

- 81% of visitor groups rated the value for the entrance fee they paid as “very good” or “good” (see Figure 120).
- 3% rated the value for the fee paid as “very poor” or “poor.”

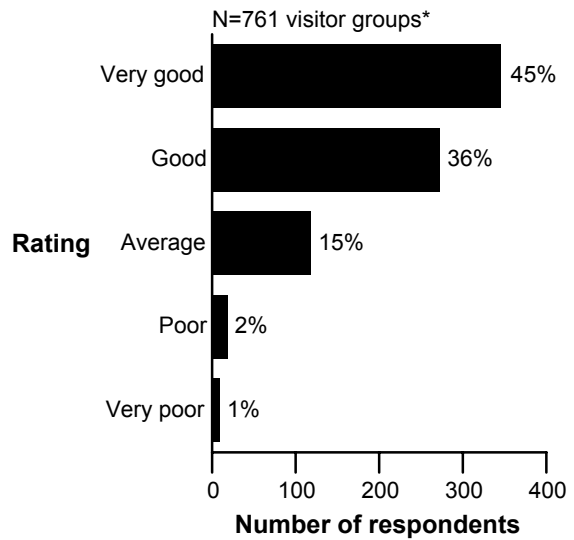


Figure 120: Value for entrance fee paid

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Expenditures

Total expenditures inside and outside of park

Question 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.

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

Results

- 59% of visitor groups spent up to \$500 (see Figure 121).
- 26% spent \$751 or more.
- 2% did not spend any money.
- The average visitor group expenditure was \$681 in the park and the area.
- The median (50% of groups spent more and 50% of groups spent less) expenditure was \$370.
- Average total expenditure per person (per capita) was \$187.
- As shown in Figure 122, the largest proportions of total expenditures in and outside the park were:

48% Hotels, motels, cabins, B&B, etc.

16% Restaurants and bars

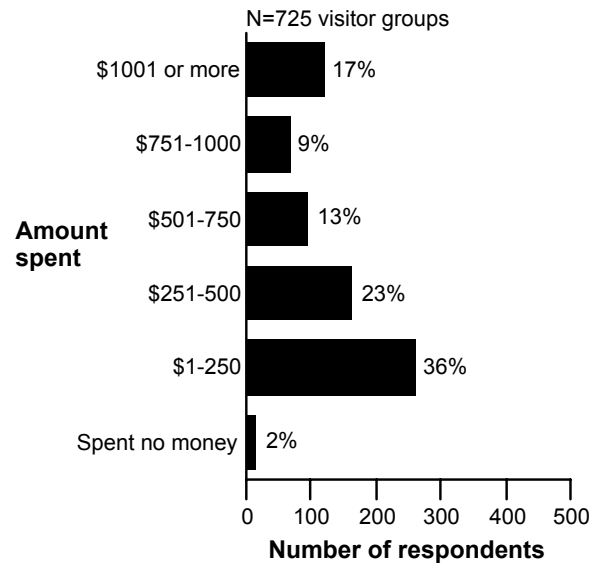


Figure 121: Total expenditures in and outside of the park

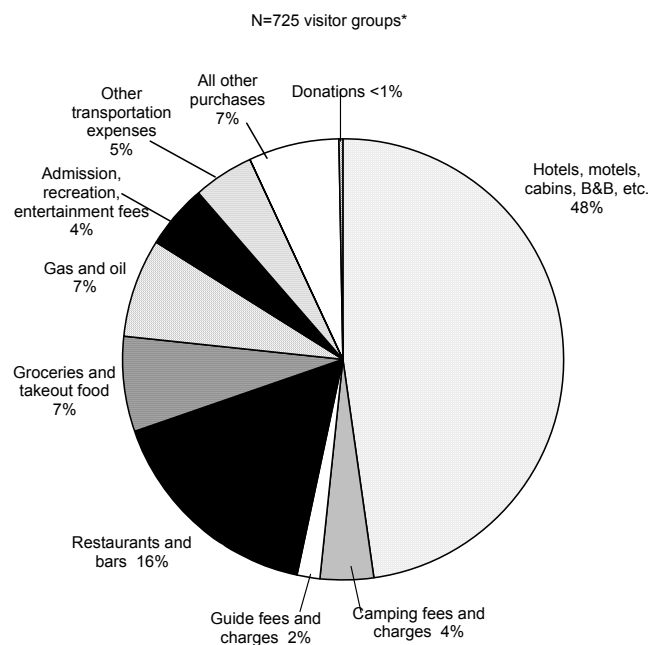


Figure 122: Proportions of total expenditures inside and outside of the park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by the expenditures

Question 25c

How many adults do these expenses cover?

Results

- 56% of visitor groups had two adults covered by expenditures (see Figure 123).
- 35% had three or more adults covered by expenditures.

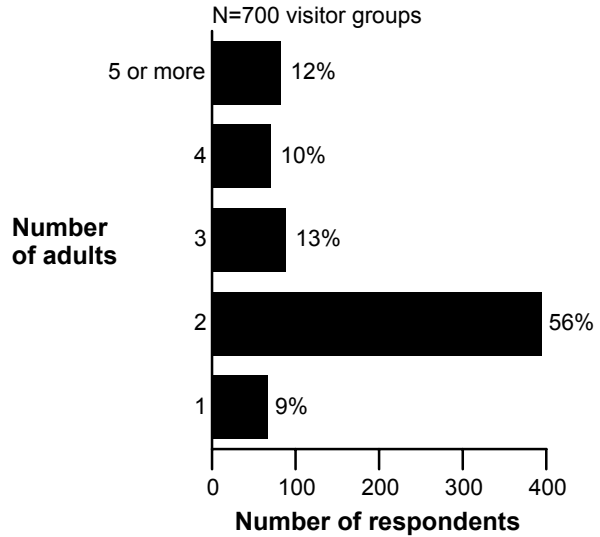


Figure 123: Number of adults covered by the expenditures

Number of children covered by the expenditures

Question 25c

How many children do these expenses cover?

Results

- 60% had one or two children covered by the expenditures (see Figure 124).
- 24% had three or more children covered by expenditures.
- 15% of visitor groups had no children covered by expenditures.

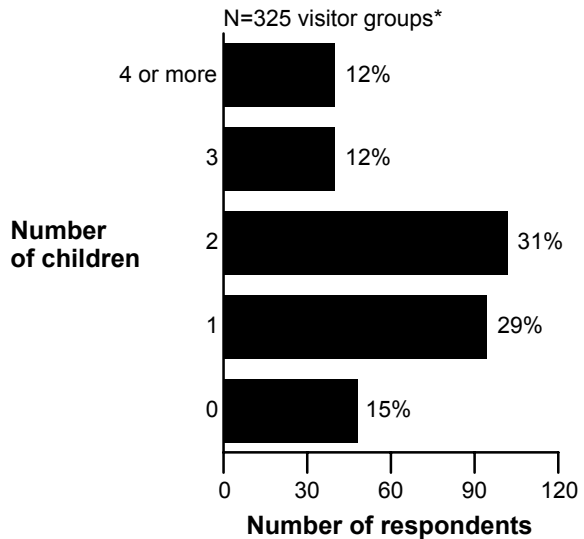


Figure 124: Number of children covered by the expenditures

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Expenditures inside park

Question 25a

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

Results

- 44% of visitor groups spent up to \$100 inside Yosemite NP (see Figure 125).
- 27% spent \$251 or more.
- The average visitor group expenditure inside park was \$355.
- The median (50% of visitor groups spent more and 50% of visitor groups spent less) expenditure inside park was \$100.
- Average total expenditure per person (per capita) was \$88.

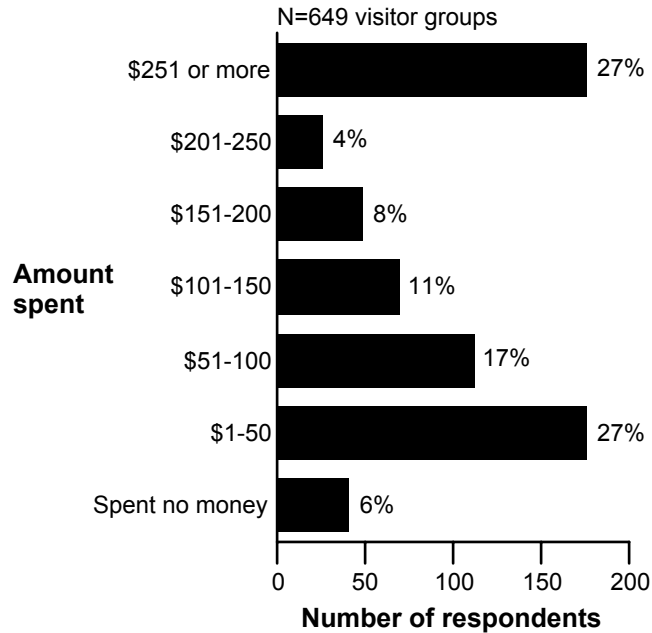


Figure 125: Total expenditures inside Yosemite NP

- As shown in Figure 126, the largest proportions of total expenditures inside the park were:

- 46% hotels, motels, cabins, B&B, etc.
- 19% restaurants & bars
- 11% all other purchases

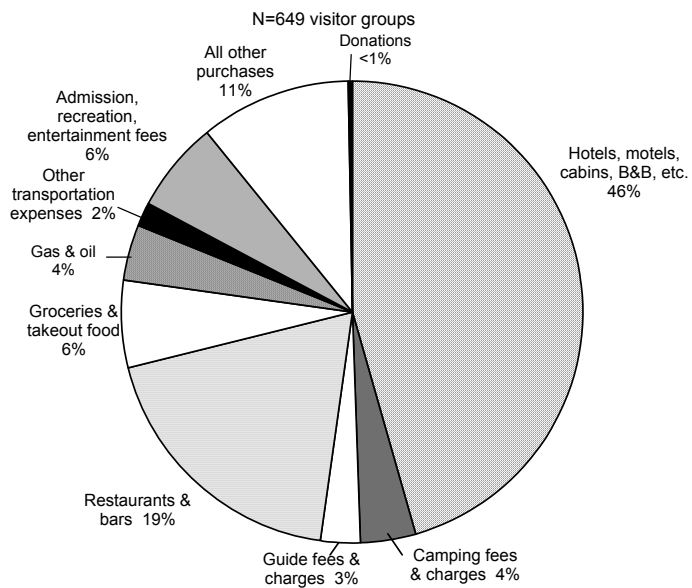


Figure 126: Proportions of total expenditures inside park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Hotels, motels, cabins, B&B, etc.

- 70% of visitor groups did not spend any money (see Figure 127).
- 17% spent \$301 or more.

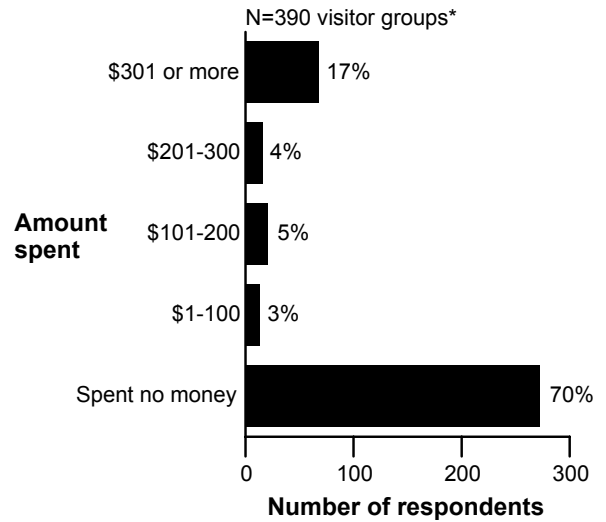


Figure 127: Expenditures for hotels, motels, cabins, B&B, etc. inside park

Camping fees and charges

- 71% of visitor groups did not spend any money (see Figure 128).
- 17% spent up to \$50.

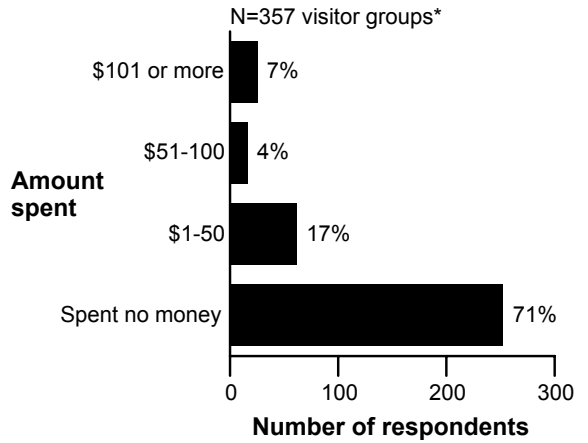


Figure 128: Expenditures for camping fees and charges inside park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Guide fees and charges

- 83% of visitor groups did not spend any money (see Figure 129).

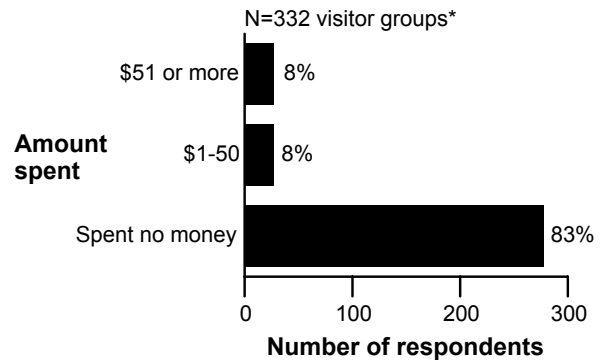


Figure 129: Expenditures for guide fees and charges inside park

Restaurants and bars

- 53% of visitor groups spent up to \$100 (see Figure 130).
- 30% did not spend any money.

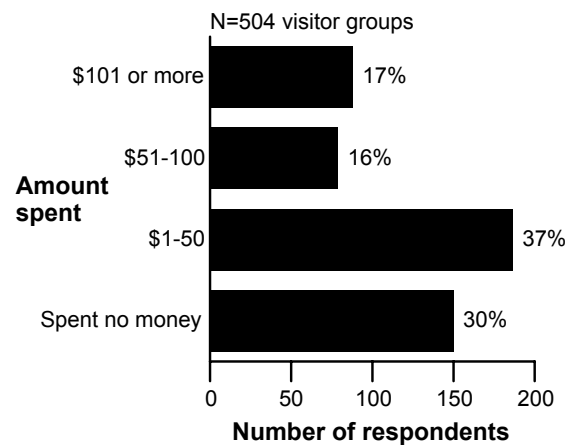


Figure 130: Expenditures for restaurants and bars inside park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

- 45% of visitor groups spent up to \$50 (see Figure 131).
- 38% did not spend any money.

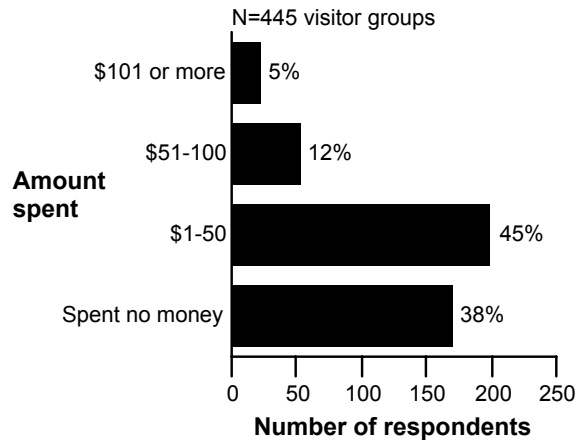


Figure 131: Expenditures for groceries and takeout food inside park

Gas and oil

- 57% of visitor groups did not spend any money (see Figure 132).
- 30% spent up to \$50.

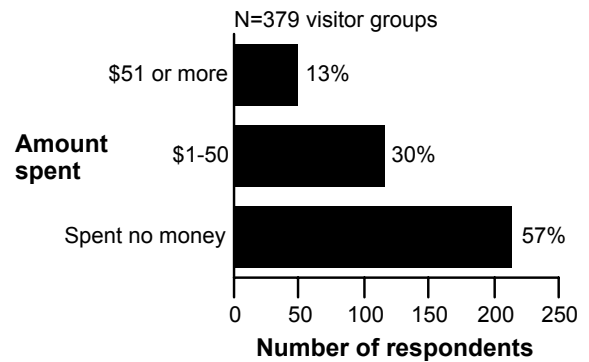


Figure 132: Expenditures for gas and oil inside park

Other transportation expenses

- 90% of visitor groups did not spend any money (see Figure 133).
- 9% spent \$51 or more.

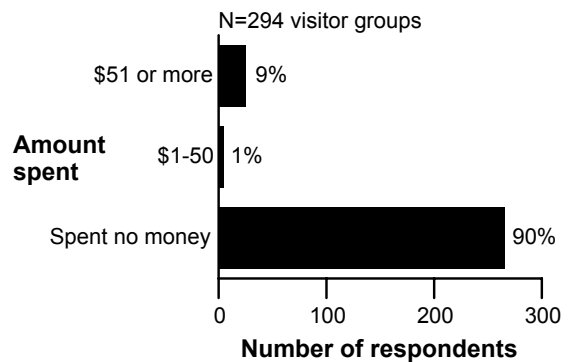


Figure 133: Expenditures for other transportation expenses

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Admission, recreation, and entertainment fees

- 69% of visitor groups spent up to \$50 (see Figure 134).
- 20% did not spend any money.

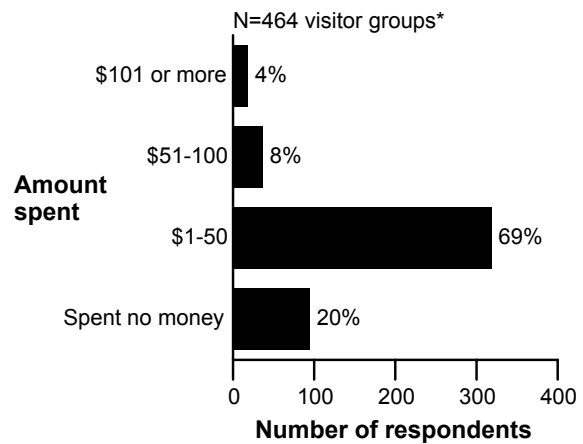


Figure 134: Expenditures for admission, recreation, and entertainment fees inside park

All other purchases

- 47% of visitor groups spent up to \$50 (see Figure 135).
- 28% did not spend any money.

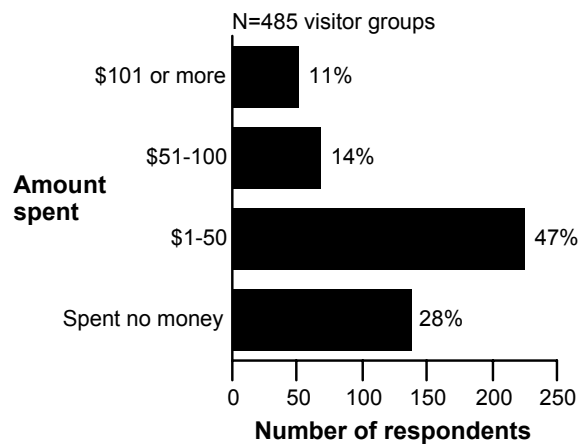


Figure 135: Expenditures for all other purchases inside park

Donations

- 84% of visitor groups did not spend any money (see Figure 136).
- 16% spent up to \$50.

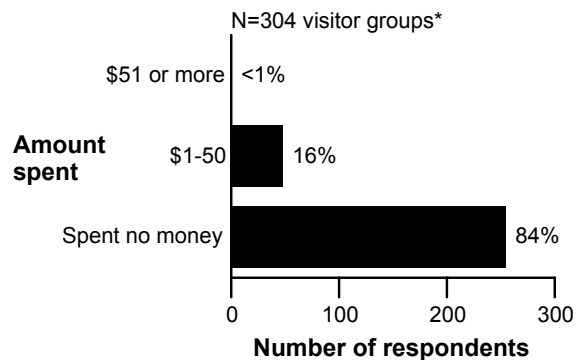


Figure 136: Expenditures for donations inside park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Expenditures in the area

Question 25b

Please list your group's total expenditures in the area (within 50 miles of the park).

Results

- 38% of visitor groups spent up to \$200 (see Figure 137).
- 22% spent \$601 or more.
- 30% spent \$201-600.
- The average visitor group expenditure outside park was \$443.
- The median (50% of groups spent more and 50% spent less) expenditure outside the park was \$225.
- The average expenditure per visitor (per capita) was \$154.
- As shown in Figure 138, the largest proportions of total expenditures in the area were:

50% hotels, motels, cabins, B&B, etc.

14% restaurants and bars

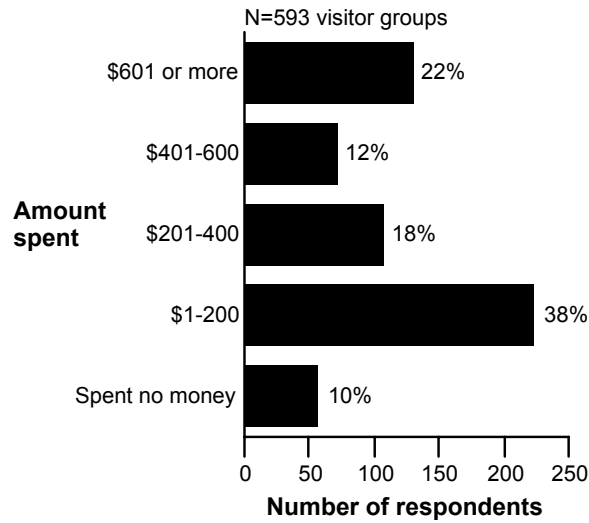


Figure 137: Expenditures in Yosemite NP area (within 50 miles)

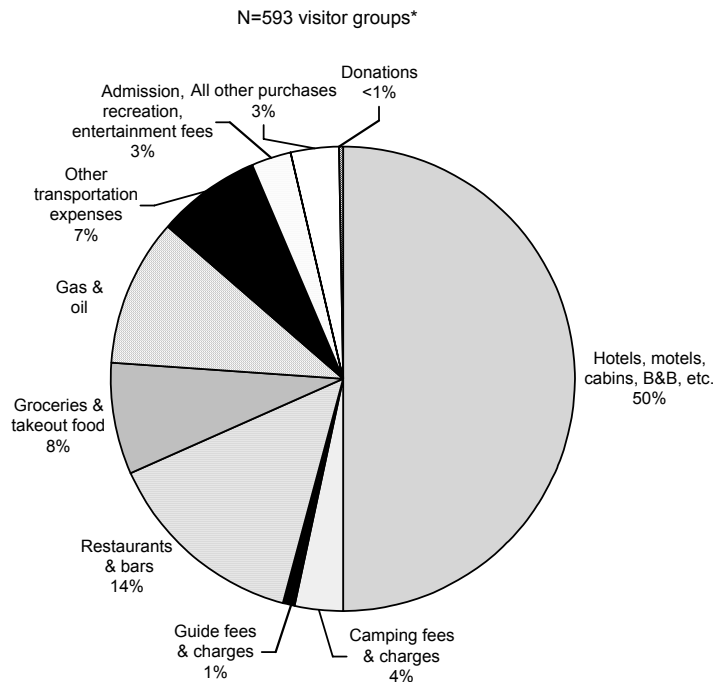


Figure 138: Proportions of expenditures in the area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Hotels, motels, cabins, B&B, etc.

- 36% of visitor groups did not spend any money (see Figure 139).
- 25% spent up to \$200.
- 18% spent \$401 or more.

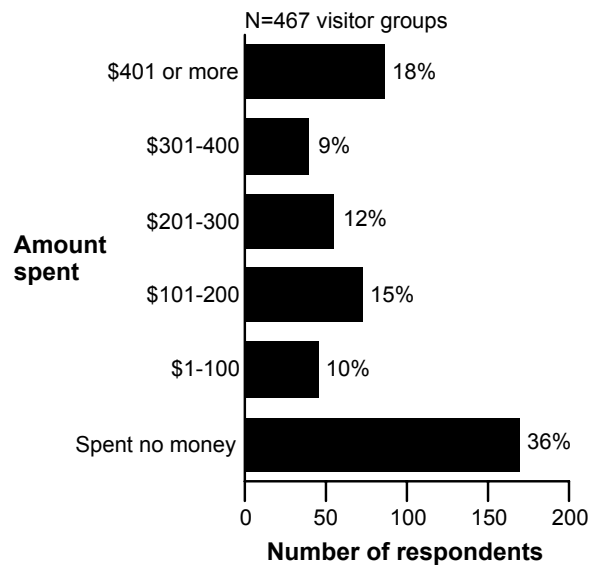


Figure 139: Expenditures for hotels, motels, cabins, B&B, etc. in the area

Camping fees and charges

- 77% of visitor groups did not spend any money (see Figure 140).
- 9% spent up to \$50.

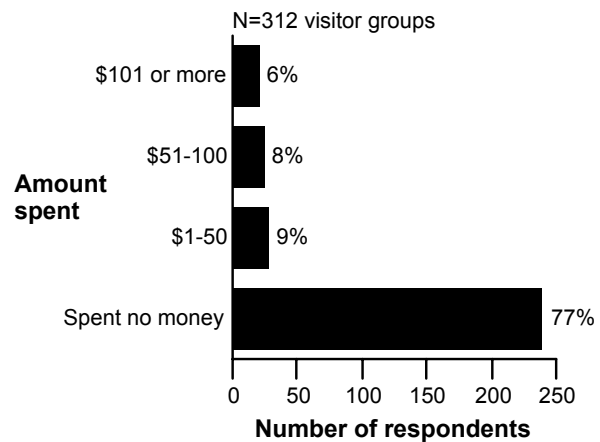


Figure 140: Expenditures for camping fees and charges in the area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Guide fees and charges

- 96% of visitor groups did not spend any money (see Figure 141).
- 4% spent \$51 or more.

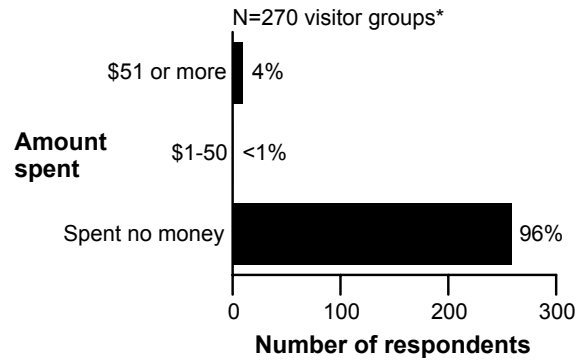


Figure 141: Expenditures for guide fees and charges in the area

Restaurants and bars

- 30% of visitor groups spent no money (see Figure 142).
- 45% spent up to \$100.

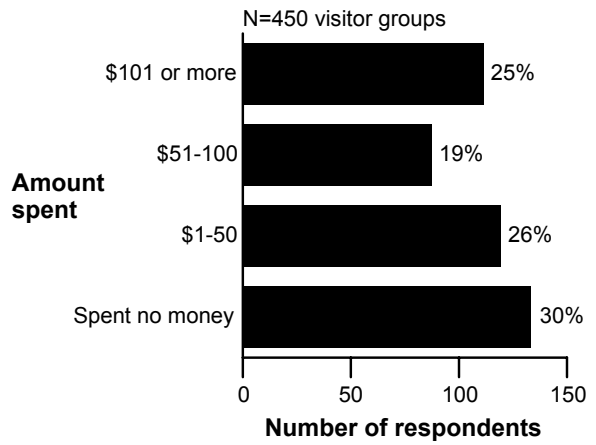


Figure 142: Expenditures for restaurants and bars in the area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

- 40% of visitor groups spent up to \$50 (see Figure 143).
- 36% did not spend any money.

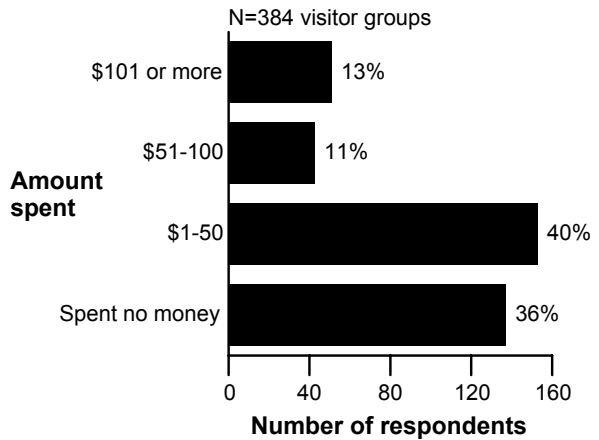


Figure 143: Expenditures for groceries and takeout food in the area

Gas and oil

- 73% of visitor groups spent up to \$100 (see Figure 144).
- 18% did not spend any money.

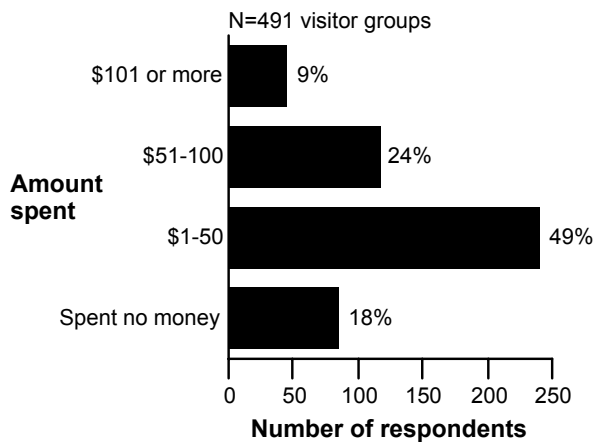


Figure 144: Expenditures for gas and oil in the area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Other transportations expenses

- 74% of visitor groups did not spend any money (see Figure 145).
- 19% spent \$101 or more.

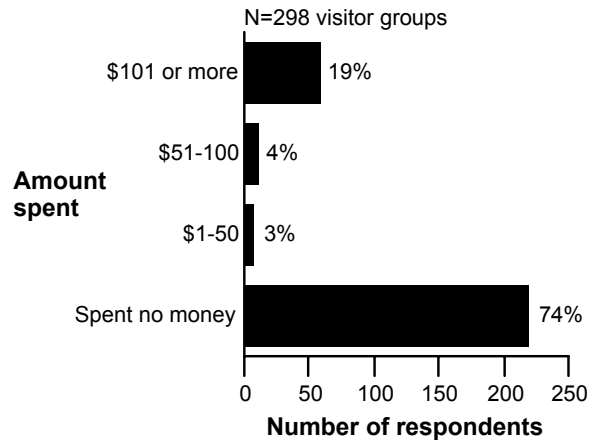


Figure 145: Expenditures for other transportation expenses in the area

Admission, recreation, and entertainment fees

- 74% of visitor groups did not spend any money (see Figure 146).
- 19% spent up to \$50.

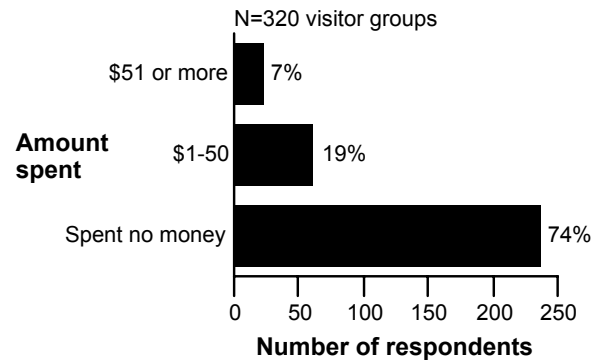


Figure 146: Expenditures for admission, recreation, and entertainment fees in the area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

All other purchases

- 63% of visitor groups did not spend any money (see Figure 147).
- 22% spent up to \$50.

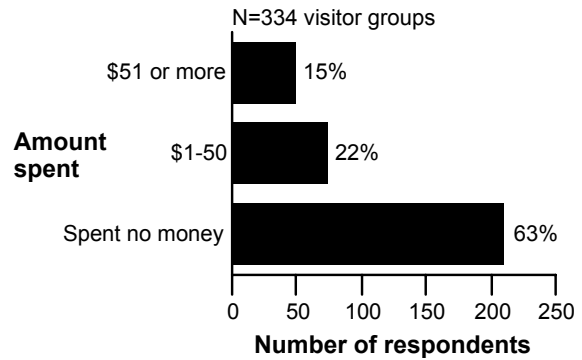


Figure 147: Expenditures for all other purchases in the area

Donations

- 94% of visitor groups did not spend any money (see Figure 148).
- 5% spent up to \$50.

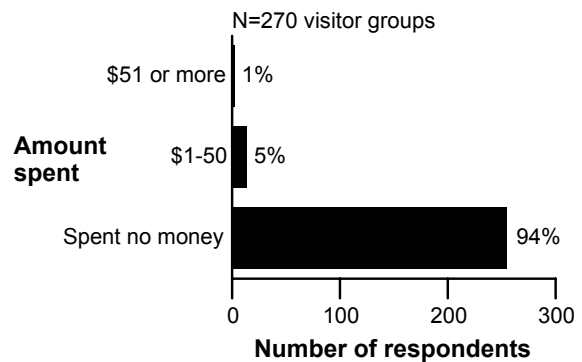


Figure 148: Expenditures for donations in the area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 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?

Results

- 88% of visitor groups rated the overall quality as “very good” or “good” (see Figure 149).
- Less than 2% rated the overall quality as “very poor” or “poor.”

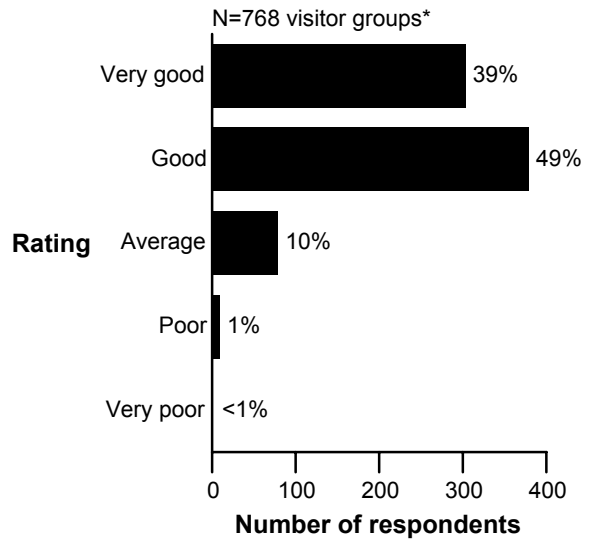


Figure 149: Overall quality of visitor facilities, services, and recreational opportunities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

Planning for the future

Question 28

If you were a manager planning for the future of Yosemite NP, what would you and your group propose?

Results

- 68% of visitor groups (N=533) provided comments about the future management of Yosemite NP.
- Table 15 shows a summary of the comments. Complete comments are included in the Visitor Comments Appendix.

Table 15: Planning for the future

N=824 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Improve staff quality	7
Increase staff size	5
INTERPRETIVE SERVICES	
Integrate more interpretive programs/activities	27
Offer more interpretive materials	18
More information on park activities	14
Offer information in other languages	6
Promote environmental education	6
Add rules and regulations signage	5
Offer children's programs/activities	3
Webpage improvements	3
FACILITIES/MAINTENANCE	
Facilities improvement/upgrade	62
Develop mass transit system into park/prohibit personal vehicles in park	58
Improve/alter the current mass transit system	41
Better directional information/signage	36
Concessionaire service improvement	26
Offer affordable and numerous accommodations	20
Increase maintenance	20
Access improvements within park	19
More campground facilities	14
Improve restroom/shower maintenance	12
Trail improvements	10
Add/improve roadside parking	6
Develop campsites	3
Implement efficient entrance gate functions	3
Other comment	1

**Table 15: Planning for the future
(continued)**

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Traffic recommendation	83
Limit use in park	44
Promote mass transit	26
Crowding suggestions	25
Natural resource protection	19
Better enforcement of rules and regulations	14
Continue restoration work	14
Policy changes	13
Fee changes	11
Reservation system recommendation	10
Improve traffic problems	9
Wildlife management recommendation	9
Do not commercialize	7
Further building/facility construction	6
Add special interest facilities	6
Continue prescribed burn policy/alter the times and structure	5
Extend facility hours	5
Improve safety concerns	4
Disperse use strategies for crowding	4
Continue allowing private vehicles in the park	3
Marketing recommendation	3
Improve user conflict situation	2
Management change	2
Reestablish fire fall display	2
Other comment	1
GENERAL COMMENTS	
Continue as is	29
Not enough time	2
Other comments	41

Additional comments

Question 29

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

Results

- 59% of visitor groups (N=461) responded with additional comments.
- Table 16 shows a summary of the comments. Complete comments are included in the Visitor Comments Appendix.

Table 16: Additional comments

N=722 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff was friendly/informative	19
Ranger was helpful/informative	12
Staff was poor/uninformed	8
Other comments	2
INTERPRETIVE SERVICES	
Improve interpretive signage/information	15
Adequate and helpful signage	2
Interpretation information was valuable	2
Other comment	1
FACILITIES/MAINTENANCE	
Well maintained/Good upkeep	33
Facility improvements needed	27
Accommodations were non-existent/prohibitive	16
Improve directional signage	16
Restrooms in poor shape	16
Enjoyed shuttle system	13
Park was clean	9
Dislike current shuttle system	6
Cost of concession too high	5
Poor concession services	5
Improve road conditions/barriers	2
Widen roads for bike use	2
Other comments	3

**Table 16: Additional comments
(continued)**

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Crowded/Too many people	38
Policy changes needed	19
Restoration effort is being well done	6
Bad management practices	5
Great value for fee paid	5
Traffic was a problem in the park	5
Do not commercialize park	4
Transportation conflicts	4
Fee policy changes	3
Reservation system problematic	3
Bring back the fire fall	2
Restrict vehicle access	2
Other comments	6
RESOURCE MANAGEMENT	
Scenic qualities in the park	15
Enjoyed the trails	5
Importance of natural resource protection	5
Animal droppings on the trail	2
Enjoyed seeing wildlife	2
GENERAL COMMENTS	
Great time/enjoyed visit	107
Natural beauty/Beautiful park	68
Wonderful, fantastic area	47
Will return in the future	41
Thank you	31
Keep up the good work	18
Not enough time	7
Weather was hot/hard to handle	3
Expectation was different than what was experienced	3
Other comments	52

APPENDICES

<p>Appendix 1: The Questionnaire</p>

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single programs/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Sources of information prior to visit
- Received needed information
- Awareness of bear safety issues prior to visit
- Learned about bear safety issues while at park
- Individual in the group who made decision to visit park
- When decision to visit was made
- Primary reason for visiting park
- Awareness of prescribed burn policy in park
- Willingness to tolerate smoke and reduced visibility
- Overnight stay away from home on this visit
- Number of nights in park
- Number of nights in Yosemite NP area
- Lodging accommodations inside/outside park
- Town/city stayed in night before arrival to park
- Town/city stayed in night after your departure from park
- Length of visit
- Sites visited in park
- Activities participated in
- Transportation used to arrive at park
- Visitor information services and facilities used
- Importance of visitor information services and facilities
- Quality of visitor information services and facilities
- Visitor & concession services/facilities used
- Importance of visitor & concession services/facilities
- Quality of visitor & concession services/facilities
- Overall quality of visitor facilities, services, and recreational opportunities
- Value for entrance fee paid
- Guided tour group
- School/educational tour
- Wedding/reunion tour
- Group type
- Group size
- Number of vehicles used
- Visitor gender
- Visitor age
- Zip code/state of residence
- Country of residence
- Number of times visited the park in the past 12 months
- Number of lifetime visits to the park
- Hispanic/Latino ethnicity
- Visitor race
- Visitors of Asian race
- Visitor level of education
- Visitor groups' preference of language
- Service translations preferred
- Use of translated information in future
- Visitors with disabilities/ impairments
- Types of disabilities/ impairments
- Access/service problems encountered in the park
- Most important information learned on this visit
- Methods of learning on this visit
- Preferred ways to learn on a future visit
- Total expenditures in and outside of park
- Expenditures within park
- Expenditures outside park
- Number of adults covered by the expenses
- Number of children covered by the expenses
- Ratings of crowding of people
- Ratings of crowding of vehicles
- Use and usefulness of park shuttle
- Willingness to pay an additional fee to ride a shuttle bus

For more information please contact:
 Visitor Services Project, PSU
 College of Natural Resources
 P.O. Box 441139
 University of Idaho
 Moscow, ID 83844-1139

Phone: 208-885-7863
 Fax: 208-885-4261
 Email: littlej@uidaho.edu
 Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Stoop 2004). In this study, group size and age of the group member (at least 16 years old) completing the survey were two variables that were used to check for non-response bias.

Two-independent sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05 the two groups are judged to be insignificantly different. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Fillion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion survey average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. In some occasions, the age of actual respondent is higher than the age of the group member who accepted the questionnaire at the park. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification.

Therefore, the hypotheses for checking non-response bias are:

1. Average age of respondents – average age of non-respondents ≤ 5
2. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 2, the p-values for both of these tests are greater than 0.05 indicating insignificant difference between respondents and non-respondents. Thus, non-response bias is judged to be insignificant.

References

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- Dillman D. A. (2000) *Mail and Internet Surveys: The Tailored Design Method*, 2nd Edition, New York: John Wiley and Sons, Inc.
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- Goudy, W. J. (1976) Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
- Mayer C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967) A Note on Nonresponse in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
- Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S: John Wiley and Sons, Inc.
- Stoop, I. A.L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Park

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Park
23. The White House Tours, President's Park

1989 (continued)

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Park

1990

28. Canyonlands National Park (spring)
29. White Sands National Park
30. National Parks & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Park
35. Glacier National Park
36. Scott's Bluff National Park
37. John Day Fossil Beds National Park

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Park (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)

Visitor Services Project Publications (continued)

1993 (continued)

- 56. Whitman Mission National Historic Site
- 57. Sitka National Historical Park
- 58. Indiana Dunes National Lakeshore
- 59. Redwood National Park
- 60. Channel Islands National Park
- 61. Pecos National Historical Park
- 62. Canyon de Chelly National Park
- 63. Bryce Canyon National Park (fall)

1994

- 64. Death Valley National Park Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Park
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Park
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Park
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Park (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Parks & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

Visitor Services Project Publications (continued)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park
- 132. Dry Tortugas National Park
- 133. Pinnacles National Park
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Park
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)

2003 (continued)

- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Park
- 147. Oregon Caves National Park
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Park
- 150. Arches National Park
- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Park
- 155. Craters of the Moon National Park & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Park
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Park

2005

- 163. Congaree National Park
- 164. San Francisco Maritime National Historical Park
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park

For more information about the Visitor Services Project, please contact
University of Idaho Park Studies Unit at <http://www.psu.uidaho.edu>

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

NPS-D 1247

March 2006



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