



**U.S. Department of the Interior
National Park Service**

**Social Science Division
Visitor Services Project**



Yellowstone National Park

Visitor Study



**United States Department of the Interior****NATIONAL PARK SERVICE**

Yellowstone National Park
Yellowstone NP, WY 82190



In reply refer to:

February 2012

Dear Visitor:

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

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

Please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.





Sincerely,

Daniel N. Wenk
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (○), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed at Yellowstone National Park. Your responses are voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Yellowstone National Park

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

1. a) Prior to this visit, how did your personal group obtain information about Yellowstone National Park (NP)? Please mark (●) **all** that apply in column (a).
- ☐ Did not obtain information prior to visit → **Go to part (b) below**
- b) If you were to visit Yellowstone NP in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (airport, hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (e.g., Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	<input type="radio"/>	Yellowstone NP website: www.nps.gov/yell
<input type="radio"/>	<input type="radio"/>	Xanterra concession website: www.travelyellowstone.com
<input type="radio"/>	<input type="radio"/>	Delaware North concession website: www.delawarenorth.com
<input type="radio"/>	<input type="radio"/>	Other websites
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

- c) From the sources marked in column (a), did your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

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

2. For this trip, what are the reasons that your personal group visited the Yellowstone NP **area** (within 150 miles of the park)? Please mark (●) **all** that apply.

- | | |
|---|--|
| <input type="radio"/> Visit Yellowstone NP | <input type="radio"/> Business |
| <input type="radio"/> Visit Grand Teton NP | <input type="radio"/> Snowshoeing/skiing |
| <input type="radio"/> Visit friends/relatives in the area | <input type="radio"/> Snowmobiling/snowcoach |
| <input type="radio"/> Visit other attractions in the area | <input type="radio"/> Study natural history |
| <input type="radio"/> Traveling through - unplanned visit | <input type="radio"/> Watch wildlife |
| <input type="radio"/> Other (Please specify) _____ | |

3. On this visit, were the signs directing your personal group to and within Yellowstone NP adequate? Please mark (●) **one** answer for each of the following.

- | | | | |
|---|---------------------------|--------------------------|-----------------------------------|
| a) Interstate signs | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| b) State highway signs | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| c) National Park Service signs
in developed areas of the park
such as Old Faithful, Tower, Lake Village, etc. | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |

4. a) In Yellowstone NP, did your personal group have any problem finding commercial services (such as lodging, food, gas, gift shops, etc.)?

- ☐ Yes ☐ No → **Go to Question 5**

b) If YES, which of the following reasons contributed to the problem? Please mark (●) **all** that apply.

- | | |
|--|---|
| <input type="radio"/> Signs | <input type="radio"/> Traffic circulation |
| <input type="radio"/> Service was closed | <input type="radio"/> Other (Specify) _____ |

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

_____ Number of entries

b) Which entrances did your personal group use to enter the park? Please mark (●) **all** that apply (see map on page 7).

- ☐ West Entrance (West Yellowstone) ☐ North Entrance (Gardiner)
☐ South Entrance (Flagg Ranch) ☐ Northeast Entrance (Cooke City)
☐ East Entrance (Cody)

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

_____ Number of vehicles

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

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

a) Visited park location (●)	b) Hours spent—if less than 24 hours	c) Days spent—if 24 hours or more
<input type="radio"/> Mammoth Hot Springs	_____	_____
<input type="radio"/> Madison	_____	_____
<input type="radio"/> Old Faithful	_____	_____
<input type="radio"/> West Thumb/Grant Village	_____	_____
<input type="radio"/> Fishing Bridge/Lake Village/ Bridge Bay	_____	_____
<input type="radio"/> Tower-Roosevelt	_____	_____
<input type="radio"/> Canyon Village	_____	_____
Total time spent in Yellowstone NP on this visit	_____	_____

d) Was your personal group able to visit all the locations in Yellowstone NP that you had planned to visit?

- ☐ No ☐ Yes → **Go to Question 7**

e) If NO, why not? _____

f) Which locations were your personal group unable to visit?



7. a) On this trip, did your personal group stay **overnight away from home** in Yellowstone NP or in the area within 150 miles of the park?

☐ Yes

☐ No → **Go to Question 8**

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

_____ Number of nights inside Yellowstone NP

_____ Number of nights outside Yellowstone NP (within 150 miles of the park)

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

c) Inside park

**d) Outside park
within 150 miles**

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

Inside _____ Outside _____

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

a) BEFORE visit: Town/city _____ State _____

b) AFTER visit: Town/city _____ State _____

9. a) On this visit, did your personal group visit the Old Faithful Snow Lodge or the Mammoth Hotel?

b) On this visit, did your personal group stay overnight at the Old Faithful Snow Lodge or Mammoth Hotel?

a) Visited?			b) Stayed overnight?	
Yes	No		Yes	No
<input type="radio"/>	<input type="radio"/>	Old Faithful Snow Lodge	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Mammoth Hotel	<input type="radio"/>	<input type="radio"/>

10. a) Were all members of your personal group residents of the Yellowstone NP area (within 150 miles of the park)?

☐ Yes ☐ No

b) For this trip, was visiting Yellowstone NP the **primary** reason that your personal group visited the **area** (within 150 miles of the park)?

☐ Yes ☐ No

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

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

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

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

a) Cell phone ☐ Yes ☐ No

b) Internet access ☐ Yes ☐ No

c) Other (Please specify) _____

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

13. a) On this visit to Yellowstone NP, which of the following commercial services did your personal group use? Please mark (●) **all** that apply.
- b) If your personal group used lodging, campgrounds and/or restaurants/food service, were you able to get your first choice of location?
- c) Did the commercial services that your personal group used meet your expectations? Please circle one.
- d) Please rate (from 1 to 5) the value of the commercial services your personal group used, for the money you paid.

a) Service used (●)	Commercial service in Yellowstone NP	b) Did you get your first choice? (Circle one)	c) Meet expectations? 1=Worse than expected 2=About what was expected 3=Better than expected (Circle one)	d) Value for money you paid 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/>	Lodging	Yes No	1 2 3	_____
<input type="radio"/>	Restaurants/food service	Yes No	1 2 3	_____
<input type="radio"/>	Purchase gas	n/a	1 2 3	_____
<input type="radio"/>	Purchase gifts/ souvenirs	n/a	1 2 3	_____
<input type="radio"/>	Medical services	n/a	1 2 3	_____
<input type="radio"/>	Snowcoach tour	n/a	1 2 3	_____
<input type="radio"/>	Snowmobile tour	n/a	1 2 3	_____

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

Location

Reason

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

Location

Reason

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

14. a) Prior to your visit to Yellowstone NP, which concession services and activities did your personal group plan to do, or make reservations for, before arrival? Please mark (●) **all** that apply.
- b) Please mark (●) **all** the concession services and activities that your personal group **used** during this visit to Yellowstone NP.
- c) For **only** those services and activities that your personal group **used**, please rate their importance to your visit from 1-5.
- d) For **only** those services and activities that your personal group **used**, please rate their quality from 1-5.

a) Concession service/activity planned or reserved in Yellowstone NP before visit (●)	b) Concession service/activity used in Yellowstone NP on this visit (●)	c) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	d) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good	
<input type="radio"/>	<input type="radio"/>	Cross country ski tour	<input type="text"/>	<input type="text"/>
<input type="radio"/>	<input type="radio"/>	Natural history tour (not ranger-guided)	<input type="text"/>	<input type="text"/>
<input type="radio"/>	<input type="radio"/>	Photography tour	<input type="text"/>	<input type="text"/>
<input type="radio"/>	<input type="radio"/>	Scenic motorized tour (other than snowcoach or snowmobile)	<input type="text"/>	<input type="text"/>
<input type="radio"/>	<input type="radio"/>	Snowcoach tour	<input type="text"/>	<input type="text"/>
<input type="radio"/>	<input type="radio"/>	Snowmobile tour	<input type="text"/>	<input type="text"/>
<input type="radio"/>	<input type="radio"/>	Snowshoe tour	<input type="text"/>	<input type="text"/>
<input type="radio"/>	<input type="radio"/>	Ski equipment rental	<input type="text"/>	<input type="text"/>
<input type="radio"/>	<input type="radio"/>	Snowshoe rental	<input type="text"/>	<input type="text"/>
<input type="radio"/>	<input type="radio"/>	Yellowstone Association Institute class	<input type="text"/>	<input type="text"/>

15. For your personal group, please report all expenditures for the items listed below for this visit to Yellowstone NP and the surrounding area (within 150 miles of the park).

Please write "0" if no money was spent in a particular category.

- a) Please list your personal group's total expenditures inside Yellowstone NP.
b) Please list your personal group's total expenditures outside the park (within 150 miles).

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

EXPENDITURES

	a) Inside park	b) Outside park
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodges, hotels, motels, cabins, B&Bs, etc.	\$ _____	\$ _____
Camping fees and charges		\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, snowmobile, etc.)	\$ _____	\$ _____
Other transportation expenses (including airfare, rental cars, auto repairs, etc.)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Snowmobiles and coaches	\$ _____	\$ _____
Donations	\$ _____	\$ _____

- c) How many people do the above expenses cover? Please write "0" if no children were covered by the expenditures.

_____ Adults (18 years or over)

_____ Children (under 18 years)

16. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for each.

a) Commercial guided tour group ☐ Yes ☐ No

b) School/educational group ☐ Yes ☐ No

c) Other (business, church, scouts, work) ☐ Yes ☐ No

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

_____ Number of people in organized group

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

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

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

_____ Number of people in personal group

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

	a) Gender M=Male F=Female	b) Current age	c) U.S. ZIP code or name of country other than U.S.	Number of visits to Yellowstone NP (including this visit)	
				d) Past 12 months	e) Lifetime
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

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

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

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

- a) Speaking: ☐ English
 ☐ Other (Specify) _____
 b) Reading: ☐ English
 ☐ Other (Specify) _____

23. a) Which category best represents your annual **household** income? Please mark (●) **one**.

- | | | |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999 | <input type="radio"/> \$150,000-\$199,999 |
| <input type="radio"/> \$25,000-\$34,999 | <input type="radio"/> \$75,000-\$99,999 | <input type="radio"/> \$200,000 or more |
| <input type="radio"/> \$35,000-\$49,999 | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

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

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

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

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

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

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

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OFFICIAL BUSINESS

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