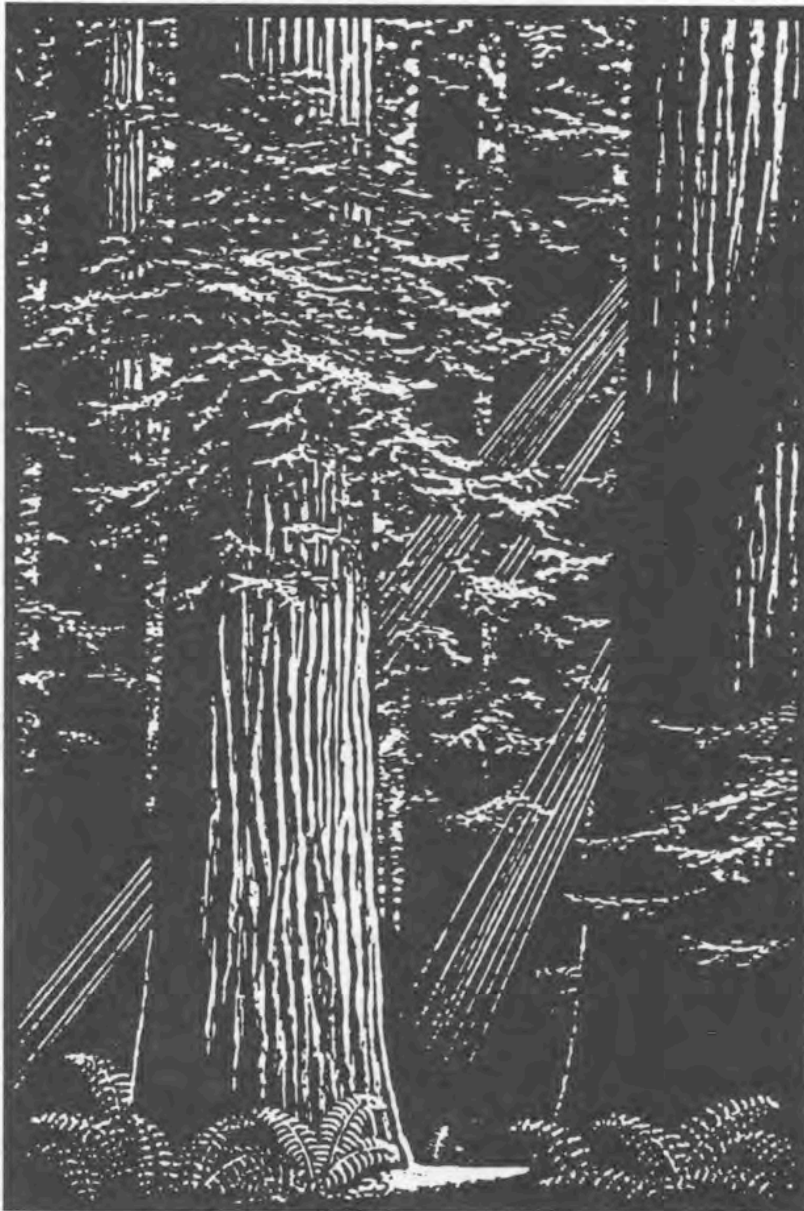


Muir Woods Visitor Study

Golden Gate National Recreation Area



The
Visitor Services
Project

United States Department of the Interior
NATIONAL PARK SERVICE
GOLDEN GATE NATIONAL RECREATION AREA
FORT MASON, SAN FRANCISCO, CALIFORNIA 94123

August 1989

Dear Visitor:

Thank you for taking your time to participate in this study. Our objective is to learn about the expectations, opinions, and interests of visitors to Muir Woods National Monument. This will assist us in our efforts to better manage Muir Woods National Monument, and to serve you, the visitor.

This questionnaire is only being given to a select number of visitors. Your participation is very important! It should only take a few minutes of your time during your visit to Muir Woods National Monument.

When your visit is over, please complete the questionnaire. Then, seal it with the sticker provided on the last page and simply drop it in any U.S. mailbox.

If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

Brian O'Neill
Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

When did you and your group first enter Muir Woods National Monument this visit?

Please circle the appropriate day of the week:

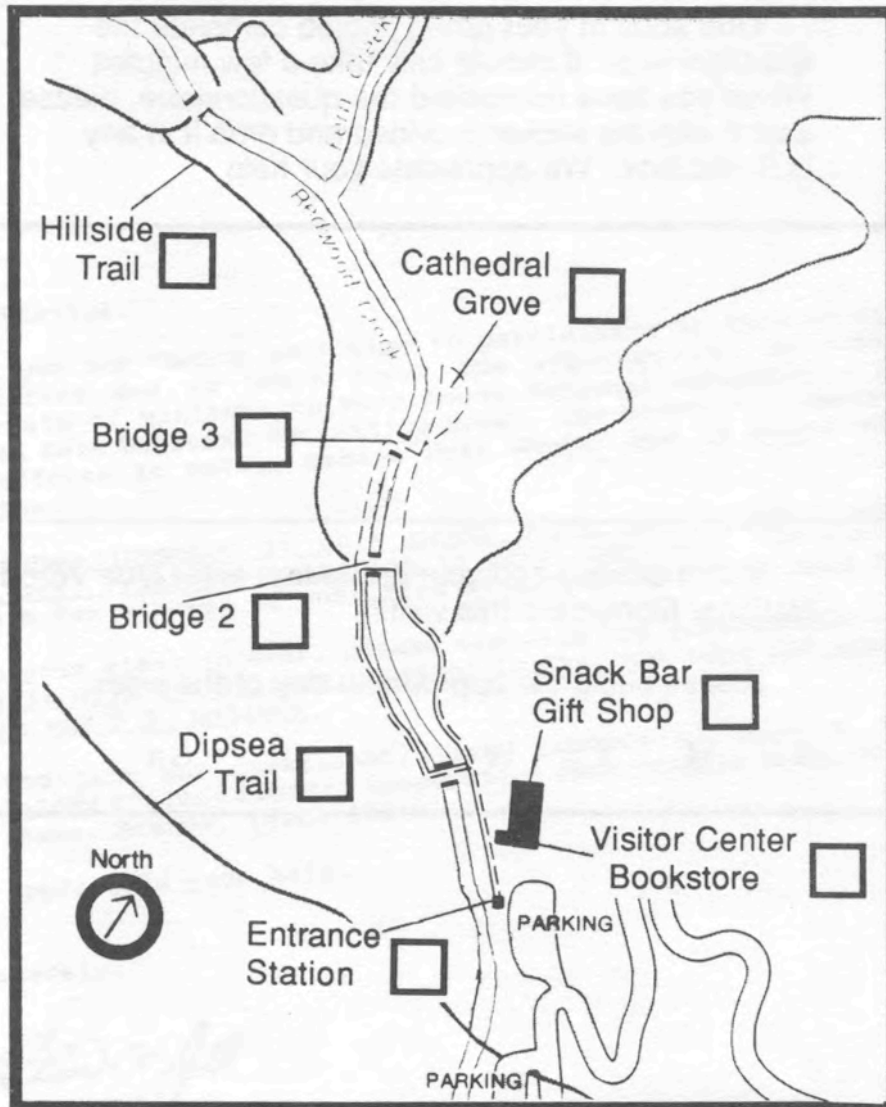
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PLACES YOU VISITED

1. On the map below, please indicate the places you and your group visited in Muir Woods National Monument. Simply check (✓) the box beside each place you visited.

Muir Woods National Monument



YOUR ACTIVITIES

2. On the list below, please check all of the activities that you and your group did in Muir Woods National Monument. Please check (✓) all that apply.

- SIGHTSEEING TRIP TO FAMOUS REDWOODS
- NATURE STUDY
- RANGER-LED PROGRAMS
- SCHOOL PROGRAM
- PHOTOGRAPHY OR OTHER ARTISTIC ACTIVITY
- HIKE MORE THAN 2 HOURS
- HIKE LESS THAN 2 HOURS
- DAILY EXERCISE
- OTHER (Please describe: _____)

3. During this visit, where did you go in Golden Gate National Recreation Area? Please check (✓) all that apply.

- MUIR BEACH
- STINSON BEACH
- MARIN HEADLANDS
- ALCATRAZ
- CLIFF HOUSE
- FORT POINT
- POINT REYES

PLEASE GO ON TO NEXT PAGE



4. a) During this visit did you and your group use any of the following interpretive or visitor services at Muir Woods National Monument. Please mark each service from 1 to 5 (1= EXTREMELY IMPORTANT, 2= VERY IMPORTANT, 3= MODERATELY IMPORTANT, 4= SOMEWHAT IMPORTANT, 5= NOT IMPORTANT).
- b) Next, rate the quality of each service you or your group used during this visit to Muir Woods National Monument. Please mark each service used from 1 to 5 (1= VERY GOOD, 2= GOOD, 3= AVERAGE, 4= POOR, 5= VERY POOR).

How important? (1-5)		What quality? (1-5)
_____	PARK BROCHURE	_____
_____	TRAIL MAPS	_____
_____	INTERPRETIVE TRAIL SIGNS	_____
_____	VISITOR CENTER	_____
_____	VISITOR CENTER EXHIBITS	_____
_____	EDUCATIONAL PUBLICATIONS	_____
_____	RANGER TOURS	_____
_____	SNACK BAR/GIFT SHOP	_____

5. Do any members of your group reside outside the San Francisco area?

_____ YES	_____ NO
↓	↓
a) If they stayed in the San Francisco Bay Area on the night before their visit to Muir Woods, how much did they spend for lodging?	
↓	
\$ _____	
b) On the day of your visit to Muir Woods, how much did you and your group spend for travel, food and other items in the San Francisco Bay Area? Please write "0" if you did not spend any money	

SAN FRANCISCO
BAY AREA

TRAVEL (gas, bus fare, etc.)	\$ _____
FOOD (restaurant or self-prepared)	\$ _____
OTHER (film, gifts, etc.)	\$ _____

PLANNING FOR THE FUTURE

6. There are plans to add additional interpretive services at Muir Woods National Monument. Which of the following would be the most useful to you and your group? Please check (✓) only one.

- _____ PUBLICATIONS (brochures, hiking maps, checklists)
- _____ AUDIO-VISUAL MATERIAL (exhibits, cassettes, videos, car radio park information station)
- _____ RANGER-LED PROGRAMS
- _____ CHILDREN'S ACTIVITIES
- _____ INFORMATION IN NEWSPAPERS, ON TV, RADIO
- _____ OTHER (Please describe: _____)

PLEASE GO ON TO NEXT PAGE



7. Shuttle and reservation systems are being considered to reduce congestion at Muir Woods National Monument.

a) A shuttle system is being considered to transport people to Muir Woods National Monument from a starting point away from the park. Which one of the following alternatives would you and your group prefer? Please check (✓) one.

_____ SHUTTLE TO MUIR WOODS DURING HEAVY VISITATION

_____ SHUTTLE TO MUIR WOODS YEAR ROUND

_____ SHUTTLE SYSTEM TO MUIR WOODS AND OTHER AREA PARK/RECREATION SITES ON WEEKENDS

b) Would you and your group favor the use of a reservation system for Muir Woods National Monument during times of heaviest visitation?

_____ YES _____ NO  GO ON TO QUESTION 8



How would you and your group prefer to reserve tickets? Please check (✓) the one alternative you prefer.

_____ BY TELEPHONE

_____ BY MAIL

_____ THROUGH HOTELS AND TRAVEL AGENTS

_____ COMMERCIAL TICKET SERVICE

_____ OTHER (Please describe: _____)

_____)

YOU AND YOUR OPINIONS

8. When planning for this visit, how did you and your group get information about Muir Woods National Monument? Please check (✓) all that apply.

_____ TRAVEL GUIDE/TOUR BOOK

_____ NEWSPAPER ARTICLES

_____ MAPS OR BROCHURES

_____ ADVICE FROM FRIEND OR RELATIVE

_____ PREVIOUS VISIT(S)

_____ DID NOT GET INFORMATION PRIOR TO VISIT

_____ OTHER (Please describe: _____
_____)

9. How much time did you and your group spend in Muir Woods National Monument this visit?

_____ NUMBER OF HOURS

10. How many people were in your group?

_____ NUMBER OF PEOPLE

PLEASE GO ON TO NEXT PAGE



10

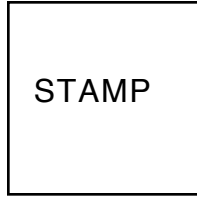
11. What kind of group were you with?

- _____ ALONE
- _____ FAMILY
- _____ FRIENDS
- _____ FAMILY AND FRIENDS
- _____ GUIDED TOUR GROUP
- _____ OTHER (Please describe:_____)

12. For you and your group, please indicate:

- 1) your age on your last birthday,
- 2) the zip code of your permanent residence (if you are from a country other than the United States, please give the name of that country), and
- 3) the number of times you have visited Muir Woods National Monument including this visit.

	AGE	ZIP CODE (country)	# TIMES VISITED
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
additional members	_____		



OFFICIAL BUSINESS

Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho 83843