

Yellowstone Visitor Study



**The
Visitor Services
Project**

United States Department of the Interior
NATIONAL PARK SERVICE
YELLOWSTONE NATIONAL PARK
WYOMING 82190

A54(YELL)

July 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 Yellowstone National Park. This will assist us in our efforts to better manage Yellowstone and 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 Yellowstone National Park.

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,

Robert D. Barbee
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 Yellowstone National Park on this visit?

Please circle the appropriate day of the week:

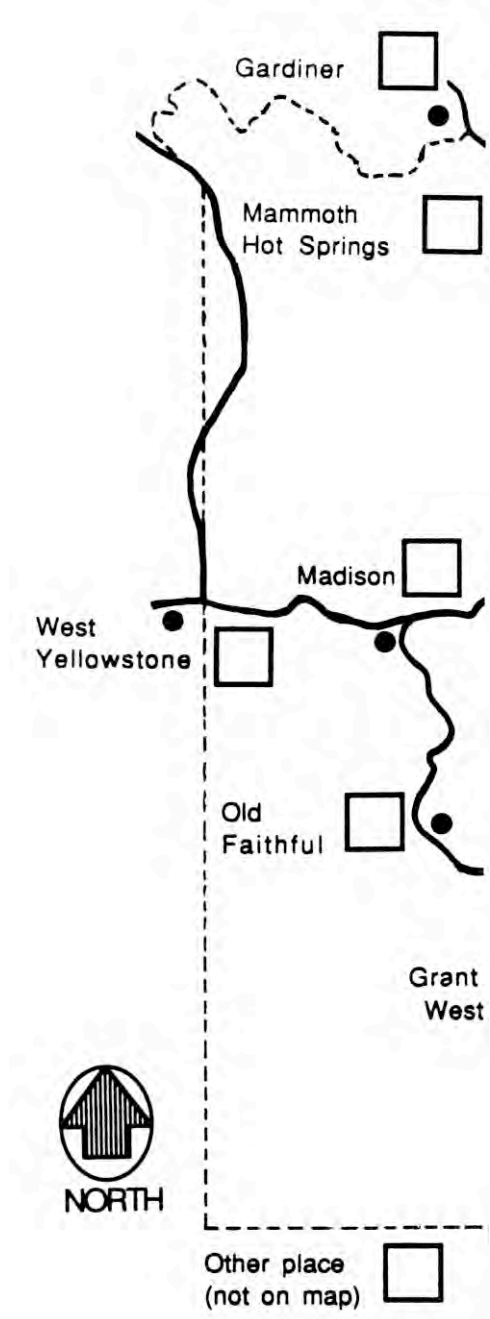
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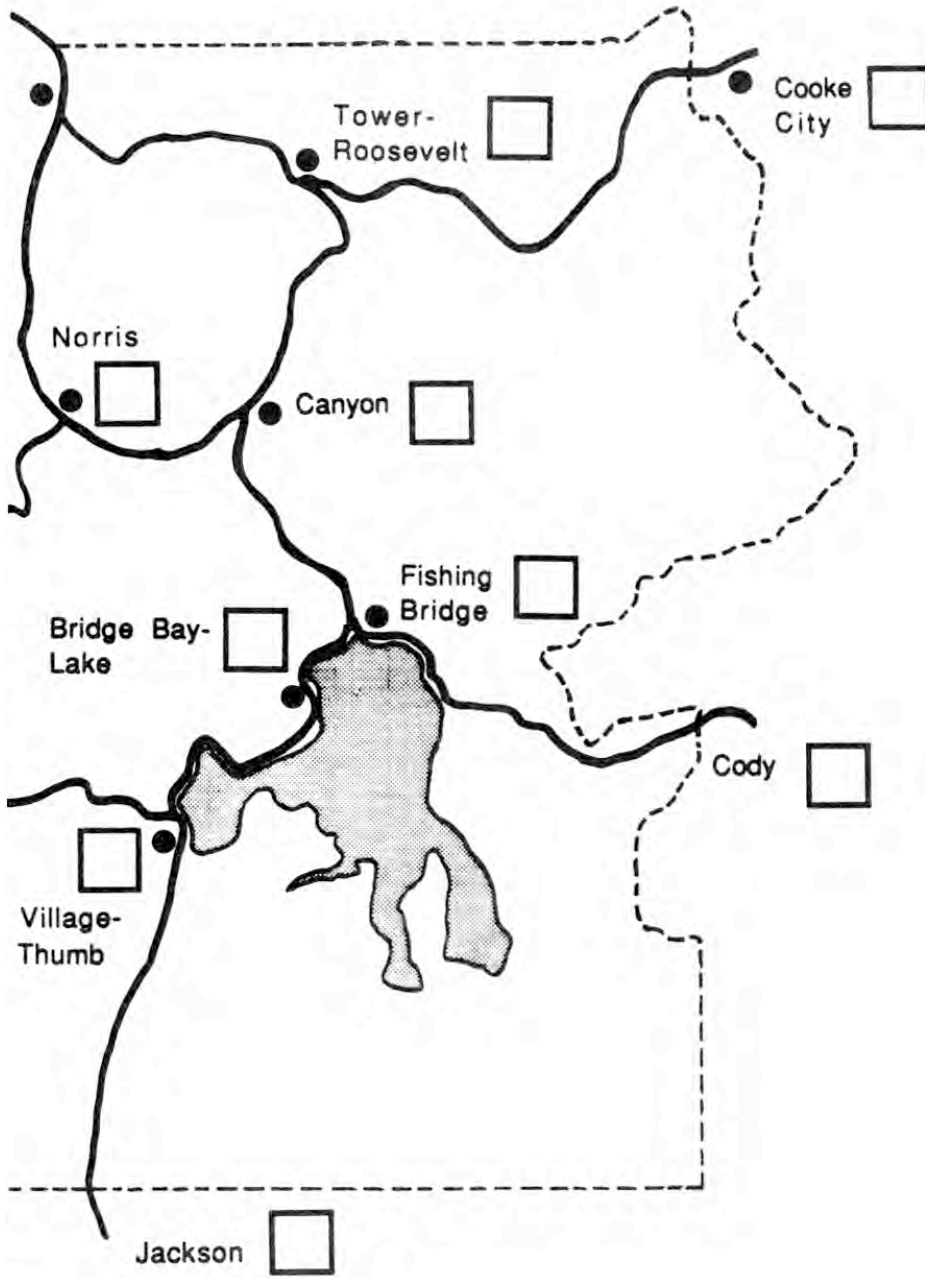


PLACES YOU VISITED

1. On the map, please indicate the order in which you and your group visited the sites in the Yellowstone National Park area. Simply write 1, 2, 3, and so forth, in the box beside each place you visited. If you did not visit a site, leave the box blank.



YELLOWSTONE NATIONAL PARK



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YOUR ACTIVITIES

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

_____ ATTEND WALK OR TALK GIVEN BY RANGER

_____ VISIT MUSEUMS OR VISITOR CENTERS

_____ BICYCLE

_____ SHOP

_____ FISH

_____ RIDE HORSEBACK

_____ BOAT

_____ WALK FOR PLEASURE

_____ SWIM

_____ PICNIC

_____ HIKE IN BACKCOUNTRY

_____ PHOTOGRAPHY

_____ VIEW THERMAL FEATURES

_____ VIEW WILDLIFE

_____ OTHER (Please describe: _____)

_____)

3. a) During this visit did you and your group use any of the following information or interpretive services at Yellowstone National Park? Please check (✓) all that apply.
- b) How useful were the services you used? Please mark each service you used from 1 to 5. (1= EXTREMELY USEFUL, 2= VERY USEFUL, 3= MODERATELY USEFUL, 4= SOMEWHAT USEFUL, 5= NOT USEFUL).

| Use service? (✓) | How useful? (1-5) |
|---|------------------------------|
| _____ PARK FOLDER/MAP | _____ |
| _____ YELLOWSTONE TODAY (park newspaper) | _____ |
| _____ DISCOVER YELLOWSTONE (park activity guide) | _____ |
| _____ RANGER PERSONNEL | _____ |
| _____ EVENING CAMPFIRE PROGRAMS | _____ |
| _____ RANGER-LED WALKS/TALKS | _____ |
| _____ VISITOR CENTER EXHIBITS | _____ |
| _____ VISITOR CENTER MOVIE | _____ |
| _____ SALES PUBLICATIONS | _____ |
| _____ SELF-GUIDED TRAILS/TRAIL GUIDES | _____ |
| _____ ROADSIDE EXHIBITS | _____ |
| _____ FIRE INFORMATION/EXHIBITS | _____ |

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4. If you and your group stayed overnight in the Yellowstone area, please write the number of nights you spent?

INSIDE YELLOWSTONE NP

OUTSIDE YELLOWSTONE NP

| | | |
|-------|-----------------------------------|-------|
| _____ | CABIN OR HOTEL | _____ |
| _____ | DEVELOPED CAMPGROUND | _____ |
| _____ | BACKCOUNTRY CAMPSITE | _____ |
| _____ | OTHER (Please describe: _____) | _____ |

YOU AND YOUR OPINIONS

5. How much time did you and your group spend in Yellowstone National Park this visit?

If less than 24 hours:

_____ NUMBER OF HOURS

If more than 24 hours:

_____ NUMBER OF DAYS

6. How many people were in your group?

_____ NUMBER OF PEOPLE

7. What kind of group were you with?

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

8. 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 Yellowstone National Park including this visit.

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

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THE 1988 FIRES

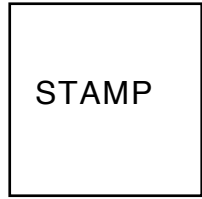
9. What role did the 1988 fires play in your decision to visit Yellowstone National Park this year? Please check (√) one.
- _____ PRIMARY REASON FOR VISITING
- _____ ONE OF SEVERAL REASONS FOR VISITING
- _____ NOT A REASON FOR VISITING
10. After seeing the effects of the 1988 fires at Yellowstone National Park, which of the following would you suggest to your family/friends. Please check (√) one.
- _____ RECOMMEND A VISIT
- _____ RECOMMEND AGAINST A VISIT
- _____ OTHER (Please describe:_____)
11. Do you plan on returning for another visit within the next five years? Please check (√) one.
- _____ YES, LIKELY
- _____ NO, UNLIKELY
- _____ DON'T KNOW
12. Do you think the 1988 fires were beneficial to the natural systems (plants, animals, soil, water, etc.) of Yellowstone National Park? Please check (√) one.
- _____ YES
- _____ NO
- _____ DON'T KNOW

13. How does Yellowstone National Park, after the 1988 fires compare with what you expected?

14. Is there anything else you would like to tell us about the 1988 Yellowstone fires?

15. Is there anything else you would like to tell us about your visit to Yellowstone National Park?

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



OFFICIAL BUSINESS

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