



National Park Service
U.S. Department of the Interior

Visitor Services Project

Sequoia & Kings Canyon National Parks and Sequoia National Forest

Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Sequoia & Kings Canyon National Parks
47050 Generals Highway
Three Rivers, California 93271

IN REPLY REFER TO:

July/August, 2002

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Sequoia & Kings Canyon National Parks (NPs) and Sequoia National Forest (NF), including Giant Sequoia National Monument. This information will assist us in our efforts to better manage these sites and to serve you, the visitor.

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

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

If you have any questions, please contact Margaret Littlejohn, VSP Coordinator, Cooperative Park Studies Unit, College of Natural Resources, P.O. Box 441133, University of Idaho, Moscow, Idaho 83844-1133, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Richard H. Martin
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 stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement : 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement : Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Monument Service, 1849 C Street, N.W., Washington, D.C. 20240.

Please go on to the next page ➡

YOUR VISIT TO SEQUOIA & KINGS CANYON NATIONAL PARKS and SEQUOIA NATIONAL FOREST (U.S. Forest Service)

Throughout this questionnaire, the above names will be abbreviated as follows: Sequoia & Kings Canyon NPs and Sequoia NF (USFS). Sequoia NF includes Giant Sequoia National Monument.

1. Prior to your visit to Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS), were you aware that these sites are managed by different agencies of the U.S. government, each with different rules and regulations?

_____ NO _____ YES _____ NOT SURE

- 2 a) Prior to your visit, how did you and your group get information about Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS)? Please check (✓) **all** that apply.

_____ RECEIVED NO INFORMATION PRIOR TO VISIT → **Go on to part b of this question**

- b) Prior to future visits to Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS), what sources would you and your group prefer to use to obtain information in planning your visit?

Prior to this visit? (✓) _____ Prior to future visits? (✓) _____

_____ LIVE IN THE LOCAL AREA _____

_____ PREVIOUS VISIT(S) _____

_____ WORD OF MOUTH/FRIENDS/RELATIVES _____

_____ TRAVEL GUIDE/TOUR BOOK _____

_____ VIDEO/TELEVISION/RADIO PROGRAMS _____

_____ NEWSPAPER/MAGAZINE ARTICLES _____

_____ CHAMBER OF COMMERCE/VISITOR BUREAU _____

_____ HIGHWAY SIGNS _____

_____ NATIONAL PARK SERVICE (NPS) INTERNET/WEB SITE:
www.nps.gov/seki/ _____

_____ U.S. FOREST SERVICE (USFS) INTERNET/WEB SITE:
www.r5.fs.fed.us/sequoia/ _____

_____ OTHER WEB SITE _____

_____ TELEPHONE/WRITTEN/E-MAIL INQUIRY TO PARKS/FOREST _____

_____ OTHER _____

(Please specify: _____)

5. On this trip, what was the **primary** reason that you and your group visited the Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS) area? Please check (✓) **only one**.

_____ VISIT SEQUOIA & KINGS CANYON NPs

_____ VISIT SEQUOIA NF (USFS), including Hume Lake

_____ VISIT OTHER ATTRACTIONS IN THE AREA (besides Sequoia & Kings Canyon NPs/Sequoia NF (USFS) and Hume Lake)

_____ VISIT FRIENDS/RELATIVES IN THE AREA

_____ BUSINESS OR OTHER REASONS

6. a) On this visit, in what activities did you and your group participate at Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS)? Please check (✓) **all** that apply.

- b) On past visits to the parks and/or forest, in what activities did you and your group participate? Please check (✓) **all** that apply. If you have not visited in the past, go on to Question 7.

On this visit (✓)

On past visit(s) (✓)

_____ SIGHTSEEING/SCENIC DRIVE

_____ DAY HIKING

_____ CAMPING IN DEVELOPED CAMPGROUND

_____ DISPERSED CAMPING IN ROADSIDE CAMPS (undeveloped)

_____ OVERNIGHT BACKPACKING

_____ PICNICKING

_____ WILDLIFE VIEWING/BIRDWATCHING

_____ CAVE TOUR

_____ ATTENDING RANGER-LED WALKS

_____ ATTENDING EVENING/CAMPFIRE PROGRAMS

_____ FISHING

_____ SWIMMING AND OTHER WATER ACTIVITIES

_____ PAINTING/DRAWING/PHOTOGRAPHY

_____ DAY TRIP HORSEBACK RIDING

_____ OVERNIGHT HORSE TRIP

_____ OTHER (Please describe: _____)

7. a) On this visit to Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS), did you and your group receive information about proper food storage?

_____ YES



_____ NO



_____ NOT SURE



Go on to Question 8

- b) If YES, did you and your group have problems following the directions you received?

_____ YES



_____ NO



_____ NOT SURE



- c) Did you and your group have adequate facilities to store your food properly?

_____ YES

_____ NO

_____ DON'T KNOW

8. On this trip, how many times did you and your group enter Sequoia & Kings Canyon NPs at Ash Mountain and/or Big Stump entrances?

_____ NUMBER OF TIMES YOU ENTERED AT ASH MOUNTAIN/BIG STUMP

_____ DON'T KNOW

9. It is the National Park Service's responsibility to protect Sequoia & Kings Canyon NPs' natural, scenic and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/qualities/opportunities in the park to you? Please circle **one** response for each resource.

Resource/Quality/Opportunity	Not important	Somewhat important	Moderately important	Very important	Extremely important	Don't know
NATIVE PLANTS/ANIMALS	1	2	3	4	5	DK
ENDANGERED SPECIES	1	2	3	4	5	DK
CLEAN WATER	1	2	3	4	5	DK
CLEAN AIR	1	2	3	4	5	DK
NATURAL QUIET/SOUNDS OF NATURE	1	2	3	4	5	DK
SOLITUDE	1	2	3	4	5	DK
RECREATIONAL OPPORTUNITIES (hiking, camping, etc.)	1	2	3	4	5	DK
EDUCATIONAL OPPORTUNITIES	1	2	3	4	5	DK
HISTORIC BUILDINGS/ ARCHEOLOGICAL SITES	1	2	3	4	5	DK
NIGHT SKY/STARGAZING	1	2	3	4	5	DK
DESIGNATED WILDERNESS/ BACKCOUNTRY	1	2	3	4	5	DK

Please go on to the next page →

10. For this visit, please check (✓) **all** of the areas you and your group visited in Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS). If you did not visit an area, please leave that line blank. Use the map below to help you locate the areas you visited.

Sequoia & Kings Canyon NPs

- _____ CEDAR GROVE
- _____ GRANT GROVE
- _____ SEQUOIA FOOTHILLS (visitor center)
- _____ OTHER (Please describe: _____)
- _____ MINERAL KING
- _____ GIANT FOREST/CRYSTAL CAVE
- _____ LODGEPOLE/WUKSACHI/DORST

Sequoia NF (USFS)

- _____ MONTECITO/STONY CREEK (USFS)
- _____ HUME LAKE (USFS)
- _____ OTHER (Please describe: _____)
- _____ BIG MEADOWS (USFS)



11. a) Please check (✓) **all** of the information services and facilities that you or your group used during this visit to Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS).
- b) Next, for only those services and facilities which you or your group used, please rate their importance from 1-5.
- c) Finally, for only those services and facilities which you or your group used, please rate their quality from 1-5.

Use facility/service?	If used, how important?					If used, what quality?				
	Not important		Extremely important			Very poor		Very good		
Check (✓)	1	2	3	4	5	1	2	3	4	5

Sequoia & Kings Canyon NPs

_____	PARK BROCHURE/MAP					_____	_____				
_____	PARK NEWSPAPER - <i>Sequoia and Kings Canyon NPs Guide</i>					_____	_____				
_____	VISITOR CENTER EXHIBITS					_____	_____				
_____	VISITOR CENTER VIDEO/MOVIE					_____	_____				
_____	SALES ITEMS AT NPS VISITOR CENTER/ GIANT FOREST MUSEUM BOOKSTORE					_____	_____				
_____	ASSISTANCE FROM VISITOR CENTER STAFF					_____	_____				
_____	RANGER-LED WALKS/TALKS					_____	_____				
_____	EVENING CAMPGROUND PROGRAMS					_____	_____				
_____	CRYSTAL CAVE TOUR					_____	_____				
_____	TRAILSIDE EXHIBITS					_____	_____				
_____	ROADSIDE EXHIBITS					_____	_____				
_____	SELF-GUIDING TRAIL SIGNS/BROCHURES					_____	_____				
_____	JUNIOR RANGER PROGRAM					_____	_____				

Sequoia NF (USFS)

_____	BOYDEN CAVE TOUR (USFS)					_____	_____				
_____	INFORMATION FROM USFS DISTRICT OFFICE					_____	_____				

Please go on to the next page ➡

17. For you and your personal group, please indicate:

	Gender M=male F=female	Current age	U.S. Zip Code or name of country other than U.S.	Number of visits made to this park (including this visit) past 12 months lifetime	
YOURSELF	_____	_____	_____	_____	_____
MEMBER #2	_____	_____	_____	_____	_____
MEMBER #3	_____	_____	_____	_____	_____
MEMBER #4	_____	_____	_____	_____	_____
MEMBER #5	_____	_____	_____	_____	_____
MEMBER #6	_____	_____	_____	_____	_____
MEMBER #7	_____	_____	_____	_____	_____

18. For you and each of the **adults** (age 18 or over) in your personal group on this visit, please indicate the highest level of education completed. Please check (√) only **one** for each person.

	Highest level of education				
	SOME HIGH SCHOOL	HIGH SCHOOL GRADUATE/GED	SOME COLLEGE	BACHELOR'S DEGREE	GRADUATE DEGREE
YOURSELF	_____	_____	_____	_____	_____
ADULT #2	_____	_____	_____	_____	_____
ADULT #3	_____	_____	_____	_____	_____
ADULT #4	_____	_____	_____	_____	_____
ADULT #5	_____	_____	_____	_____	_____
ADULT #6	_____	_____	_____	_____	_____
ADULT #7	_____	_____	_____	_____	_____

19. a) Is English the **primary** language you your group prefer to speak and write?

_____ NO _____ YES → **Go on to Question 20**

b) If NO, what language do you and your group prefer to speak and write?

c) What services in the parks/forest would you like to have provided in languages other than English?

20. a) Are you Spanish, Hispanic or Latino?

YES NO ➔ **Go on to Question 23**



b) If YES, please check (✓) one or more of the following which apply to you.

MEXICAN, MEXICAN AMERICAN, CHICANO

PUERTO RICAN

CUBAN

OTHER SPANISH/HISPANIC/LATINO

(Please specify: _____)

21. Which of these categories best indicates your race? Please check (✓) **all** that apply.

AMERICAN INDIAN OR ALASKA NATIVE

ASIAN

BLACK OR AFRICAN AMERICAN

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER

WHITE

22. a) In some national parks, 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 shrubs/brush and help prevent catastrophic fires. Prior to this visit to Sequoia & Kings Canyon NPs, were you aware of this burn policy?

YES NO NOT SURE

b) Are you and your group willing to tolerate short periods (up to 2 days) of smoke or reduced visibility during a future visit to Sequoia & Kings Canyon NPs?

YES, LIKELY NO, UNLIKELY NOT SURE

23. Entrance fees of \$10/vehicle are charged at Sequoia & Kings Canyon NPs. Most of these funds remain at the parks to be used for resource protection and visitor services. In your opinion, how appropriate is the amount of the entrance fee? Please circle **one** answer.

TOO LOW ABOUT RIGHT TOO HIGH

1

2

3

4

5

Please go on to the next page ➔

24. For you and your group, please estimate all expenditures for the items listed below for this visit to Sequoia & Kings Canyon NPs, Sequoia NF (USFS) and the **surrounding area** (Three Rivers, Fresno, Visalia, etc.). Please write "0" if no money was spent in a particular category.

a) Please list your group's total expenditures inside Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS).

b) Please list your group's total expenditures in the **surrounding area** outside the park/forest (Three Rivers, Fresno, Visalia, etc.).

Surrounding area residents should only include expenditures that were **directly related** to this visit to the park.

	EXPENDITURES	
	Inside park/forest	In surrounding area outside park/forest
HOTELS, MOTELS, CABINS, B&B, etc.	\$ _____	\$ _____
CAMPING FEES AND CHARGES	\$ _____	\$ _____
GUIDE FEES AND CHARGES	\$ _____	\$ _____
RESTAURANTS AND BARS	\$ _____	\$ _____
GROCERIES AND TAKE OUT FOOD	\$ _____	\$ _____
GAS AND OIL (auto, RV, boat, etc.)	\$ _____	\$ _____
OTHER TRANSPORTATION EXPENSES (rental cars, auto repairs, taxies, but not including airfare)	(Sequoia NF (USFS) only)	\$ _____
ADMISSIONS, RECREATION, ENTERTAINMENT FEES	\$ _____	\$ _____
ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
DONATIONS	\$ _____	\$ _____

c) How many people do the above expenses cover?

ADULTS (18 years or over) _____ CHILDREN (under 18 years) _____

25. On a future visit to Sequoia & Kings Canyon NPs, and/or Sequoia NF (USFS), what types of items would you and your group like to have available for purchase in the visitor center/museum bookstore sales areas? Please check (✓) **all** that apply.

_____ NOT INTERESTED IN SALES ITEMS → **Go on to Question 26**

_____ MAPS _____ GIFTS/SOUVENIR ITEMS

_____ CHILDREN'S/EDUCATION ITEMS _____ PUBLICATIONS

_____ VIDEOS, AUDIOCASSETTES, CDs, DVDs

_____ OTHER (Please specify: _____)

26. On a future visit to Sequoia & Kings Canyon NPs, what subjects would you and your group be most interested in learning about? Please be specific.

27. If you were a manager planning for the future of Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS), what would you propose? Please be specific.

28. Is there anything else you and your group would like to tell us about your visit to Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS)?

29. Overall, how would you rate the quality of the **visitor services** provided to you and your group at Sequoia & Kings Canyon NPs and/or Sequoia NF (USFS) during this visit? Please circle only **one**.

VERY GOOD GOOD AVERAGE POOR VERY POOR

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

OFFICIAL BUSINESS

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Cooperative Park Studies Unit
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