

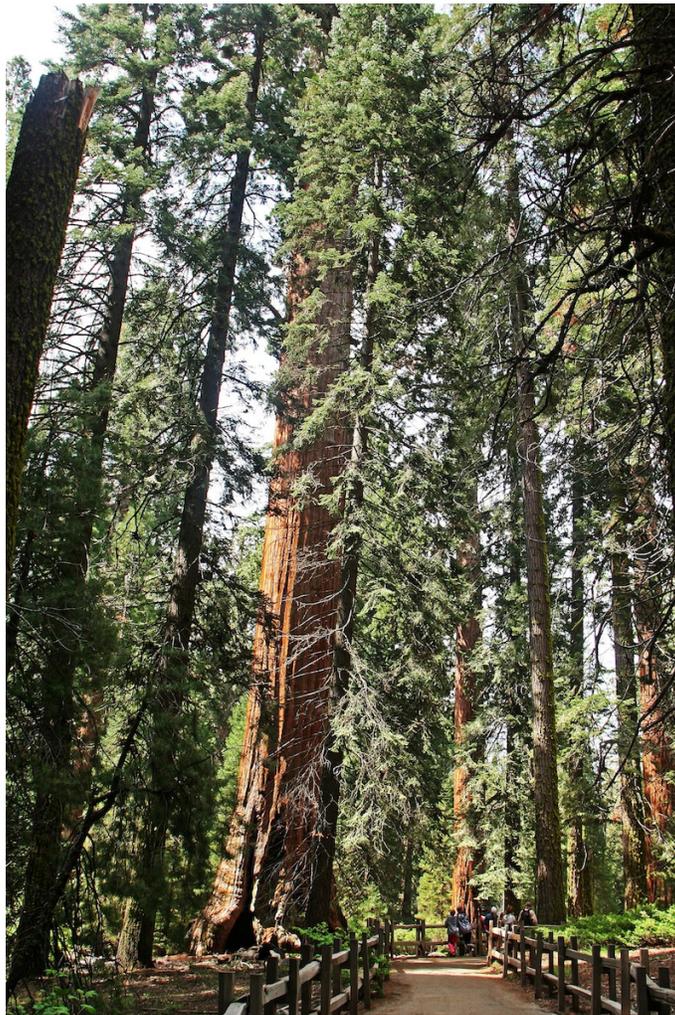


Social Science Division  
National Park Service  
U.S. Department of the Interior

Visitor Services Project

# Sequoia and Kings Canyon National Parks

## Visitor Study



**United States Department of the Interior**

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



IN REPLY REFER TO:

Summer 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Sequoia and Kings Canyon National Parks. This information will assist us in our efforts to better manage these parks, 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 after your visit.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu).

We appreciate your help.

Sincerely,

Karen Taylor-Goodrich  
Superintendent

## DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete the questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), 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 Sequoia and Kings Canyon National Parks. Your response is 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 Office of Management and Budget Control Number. We estimate that it will take about 20 minutes to complete this survey. You may send comments about any concerning the burden estimates or any aspect of this information collection project to: Lena Le, Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu).

## Your Visit To Sequoia and Kings Canyon National Parks

NOTE: In this questionnaire, your **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 a school, church, scout, or tour group.

1. a) Prior to this visit, how did your personal group obtain information about Sequoia and Kings Canyon National Parks (NPs)? Please mark (●) **all** that apply.

### Source of information

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- Did not obtain information prior to visit → **Go to Question 2**
- Chamber of commerce/visitors bureau/state welcome center
- Friends/relatives/word of mouth
- Global Positioning System (GPS), map-related websites/apps
- Inquiry to parks via phone, mail, or email
- Local businesses (hotel/motel, gas station, restaurant, etc.)
- Maps/brochures
- Newspaper/magazine articles
- Previous visits
- School class/program
- Sequoia and Kings Canyon NPs website: [www.nps.gov/seki](http://www.nps.gov/seki)
- Website about privately-owned lodging within the parks
- Other websites — Which one(s)? \_\_\_\_\_
- Social media (Facebook, Twitter, etc.)
- Television/radio programs/videos
- Travel guides/tour books (AAA, etc.)
- Other (Please specify) \_\_\_\_\_

- b) From the sources you used prior to this visit, did your personal group receive the type of information about the parks that you needed?

- No                       Yes → **Go to Question 2**

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

\_\_\_\_\_

2. a) On this trip, did anyone in your personal group stay overnight, away from their **permanent residence**, either inside Sequoia and Kings Canyon NPs or the area within 80 miles of either park?

Yes                       No → **Go to Question 3**

b) If YES, please list the number of nights your personal group stayed in Sequoia and Kings Canyon NPs and the area within 80 miles of either park.

\_\_\_\_\_ Number of nights inside the parks

\_\_\_\_\_ Number of nights in the **area** outside the parks

c) & d) How many nights did your personal group spend in the following types of accommodations? Please list the number of nights.

c) Number of nights <b>inside</b> parks	d) Number of nights <b>outside</b> parks (within 80 miles of the parks)
_____ Concessioner lodging: John Muir Lodge, Cedar Grove Lodge, Grant Grove Cabins, Wuksachi Lodge	n/a
n/a Other lodge, hotel, motel, vacation rental, B&B, etc.	_____
_____ RV/trailer camping	_____
_____ Tent camping in developed campgrounds	_____
➤ Which campground in parks? (Specify) _____	
_____ Backcountry/wilderness camping	_____
_____ Residence of friends or relatives	_____
_____ Personal residence	_____
_____ Other (Please specify)	_____

Other inside \_\_\_\_\_ Other outside \_\_\_\_\_

3. On this visit, how long did your personal group spend visiting Sequoia and Kings Canyon NPs? Please list partial hours/days as ¼, ½, ¾.

\_\_\_\_\_ Number of hours **if less than 24 hours**

- OR -

\_\_\_\_\_ Number of days **if 24 hours or more**

4. a) On past visits, in which activities did your personal group participate within Sequoia and Kings Canyon NPs? Please mark (●) **all** that apply in column (a).
- b) On this visit, in which activities did your personal group participate within the parks? Please mark (●) **all** that apply in column (b).
- c) If you were to visit the parks in the future, in which activities would your personal group prefer to participate? Please mark (●) **all** that apply in column (c).

a) Past visits	b) This visit	c) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attending ranger-led daytime talks/programs/walks
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attending ranger-led evening/campfire programs
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Camping in developed campground
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cave tour
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	n/a	<input type="radio"/>	Cross-country skiing
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fishing
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Day hiking or walking
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Overnight backpacking
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Horseback riding
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Scenic driving
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sightseeing
<input type="radio"/>	n/a	<input type="radio"/>	Sledding
<input type="radio"/>	n/a	<input type="radio"/>	Snowshoeing
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Swimming and other water activities
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Wildlife-viewing/birdwatching
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Other (Specify below)

Past visits \_\_\_\_\_ This visit \_\_\_\_\_ Future visits \_\_\_\_\_

5. a) On this visit, where did you first enter Sequoia and Kings Canyon NPs?
- Highway 198 into Sequoia NP       Highway 180 into Kings Canyon NP
- Other (Please specify) \_\_\_\_\_

b) On this visit to Sequoia and Kings Canyon NPs, which places did your personal group visit? On the map below, please mark (●) all the places you visited.



6. a) Was every member in your personal group a resident of the Sequoia and Kings Canyon NPs area within 80 miles of either park?

- No                       Yes → Go to Question 7

b) Was visiting Sequoia and Kings Canyon NPs the primary reason nonresident members in your personal group came to the **area** within 80 miles of either park?

- No                       Yes

c) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the **area**? Please mark (●) only **one**.

- Car                               Motorcycle                       SUV/truck/van
- Motorhome                       Airplane
- Other (Please specify) \_\_\_\_\_

7. a) Please mark (●) **all** the concession (commercial) services and facilities that your personal group **used** at Sequoia and Kings Canyon NPs during this visit.

b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

- |  |   |
|--|---|
| <p><b>b) If used,<br/>how important?</b><br/>1=Not at all important<br/>2=Slightly important<br/>3=Moderately important<br/>4=Very important<br/>5=Extremely important</p> | <p><b>c) If used,<br/>what quality?</b><br/>1=Very poor<br/>2=Poor<br/>3=Average<br/>4=Good<br/>5=Very good</p> |
|--|---|

**a) Commercial services/facilities used**

- |  |  |  |
|--|--|--|
| <p><input type="radio"/> Gift shops</p> <p><input type="radio"/> Horseback riding</p> <p><input type="radio"/> Laundromat</p> <p><input type="radio"/> Lodging<br/>Specify location _____</p> <p><input type="radio"/> Markets (food/supplies/etc.)<br/>Specify location _____</p> <p><input type="radio"/> Restaurants<br/>Specify location _____</p> <p><input type="radio"/> Showers<br/>Specify location _____</p> | <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> | <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> |
|--|--|--|

d) If you were to visit in the future, what commercial services/facilities would you like to see offered?

\_\_\_\_\_

8. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Sequoia and Kings Canyon NPs during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

<p><b>b) If used, how important?</b></p> <p>1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important</p>	<p><b>c) If used, what quality?</b></p> <p>1=Very poor 2=Poor 3=Average 4=Good 5=Very good</p>
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**a) Visitor services/facilities used**

- |                       |                                     |       |       |
|-----------------------|-------------------------------------|-------|-------|
| <input type="radio"/> | Access for people with disabilities | _____ | _____ |
| <input type="radio"/> | Backcountry campsites               | _____ | _____ |
| <input type="radio"/> | Developed campgrounds               | _____ | _____ |
| <input type="radio"/> | Parking areas                       | _____ | _____ |
| <input type="radio"/> | Park directional signs              | _____ | _____ |
| <input type="radio"/> | Picnic areas                        | _____ | _____ |
| <input type="radio"/> | Pullouts                            | _____ | _____ |
| <input type="radio"/> | Recycling                           | _____ | _____ |
| <input type="radio"/> | Restrooms                           | _____ | _____ |
| <input type="radio"/> | Roads                               | _____ | _____ |
| <input type="radio"/> | Trails                              | _____ | _____ |
| <input type="radio"/> | Trail signs                         | _____ | _____ |
| <input type="radio"/> | Trash collection                    | _____ | _____ |

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

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

10. While you were in the parks on this visit, did your personal group use or wish to use any of the following electronic devices to obtain park information? Please mark (●) **all** that apply.

- None → **Go to Question 11**
- Cell phone (not smart phone)       MP3/MP4 player
- Handheld Global Positioning System (GPS) receiver       Other portable electronic device (iPad, iPhone, Blackberry, etc.)
- Laptop computer
- Other (Please specify) \_\_\_\_\_

11. If you were to visit Sequoia and Kings Canyon NPs in the future, which subjects would your personal group prefer to learn about? Please mark (●) **all** that apply.

- Not interested in learning about these subjects → **Go to Question 12**
- Air quality       History/archeology
- Animals       Planning a safe visit
- Astronomy/stargazing       Role of fire in ecosystems
- Climate change       Threatened and endangered species
- Decline of frogs/amphibians       Wilderness
- Other (Please specify) \_\_\_\_\_

12. If you were to visit in the future, how would your personal group prefer to learn about the natural and cultural history of Sequoia and Kings Canyon NPs? Please mark (●) **all** that apply.

- Not interested in learning about the parks → **Go to Question 13**
- Brochures/other printed materials       Park website: [www.nps.gov/seki](http://www.nps.gov/seki)
- Films/movies/videos       Ranger-led programs
- Outdoor exhibits       Visitor centers/exhibits
- Electronic media/devices for visitors to download digital files      Social media:
- Facebook       Twitter
- Other (Please specify) \_\_\_\_\_

13. a) Please indicate how safe your personal group felt during this visit to Sequoia and Kings Canyon NPs. Please mark (●) **one** answer for each issue.

Safety issue	How safe did you feel in the parks?				
	Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
Person-on-person crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road/traffic safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- b) If you marked that you felt “very unsafe” or “unsafe” for any of the above issues, please explain why.
- 

14. Your safety is important. Information about safety is available in many forms throughout both parks. Through which sources did your personal group get safety information about potential park hazards and other hazards? Please mark (●) **all** that apply.

- None → **Go to Question 15**
- Local radio/TV  Signs
- Park newspaper/map  Staff at visitor centers/museums
- Park website: [www.nps.gov/seki](http://www.nps.gov/seki)
- Other (Please specify) \_\_\_\_\_

15. If you were to camp at Sequoia and Kings Canyon NPs in the future, which amenities would your personal group use in a developed campground? Please mark (●) **all** that apply.

- Do not camp/unlikely to camp on a future visit → **Go to Question 16**
- Ability to make advance reservations  Standard campsites (1-6 people)
- Dump station  Mid-size group sites (7-15 people)
- Showers  Large group sites (16+ people)
- Utilities (water, sewer, electric) hookups for RVs
- Other (Please specify) \_\_\_\_\_

16. For your personal group, please estimate all expenditures for the items listed below for this visit to Sequoia and Kings Canyon NPs and the surrounding area (within 80 miles of either park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside the parks.
- b) Please list your personal group's total expenditures in the **surrounding area** outside the parks (within 80 miles of either park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Sequoia and Kings Canyon NPs.

	<b>EXPENDITURES</b>	
	<b>a) Inside parks</b>	<b>b) Outside parks</b>
Lodge, hotel, motel, cabin, B&B, etc.	\$ _____	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, shuttle, but NOT airfare)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$ _____	\$ _____

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

\_\_\_\_\_ Adults (18 years or over)      \_\_\_\_\_ Children (under 18 years)

17. a) When visiting an area such as Sequoia and Kings Canyon NPs, what language(s) do most members of your personal group prefer to use for speaking and reading?

- Speaking     English       Other (Specify) \_\_\_\_\_
- Reading      English       Other (Specify) \_\_\_\_\_

b) Some information about Sequoia and Kings Canyon NPs is available in Spanish. On this visit, which of the following information in Spanish did your personal group use? Please mark (●) **all** that apply.

None → **Go to part c of this question**

Exhibits  Park website: [www.nps.gov/seki](http://www.nps.gov/seki)

Food storage information  Other (Specify) \_\_\_\_\_

c) If park information were not available in Spanish, could your personal group have read it in English?

Yes  No

d) What **services** in the parks need to be provided in languages other than English? Please specify a service or mark (●) "None."

Service (Specify) \_\_\_\_\_ - OR -  None

18. a) Wildfires are part of the Sierra Nevada ecosystem. Park managers use prescribed fire or manage lightning-caused fires to achieve ecological benefits, and reduce hazardous fuels to prevent destructive fires. Fires that threaten life or property are suppressed. Prior to your visit to Sequoia and Kings Canyon NPs, was anyone in your personal group aware of this fire policy?

Yes  No  Not sure

b) Prior to your visit, were you aware that your personal group might experience smoke from prescribed fires, managed wildfires, or suppression fires during your visit to Sequoia and Kings Canyon NPs?

Yes  No  Not sure

19. How concerned are you about the effects of climate change on national parks, such as Sequoia and Kings Canyon NPs? Please mark (●) **only one**.

Not concerned	Slightly concerned	Somewhat concerned	Very concerned	Extremely concerned
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Do not believe in climate change

Not aware of climate change effects in national parks

20. a) How many vehicles, personal and/or rental, did your personal group use to arrive at the parks? For both vehicle types, please write "0" if you did not use them.

\_\_\_\_\_ Number of personal vehicles      \_\_\_\_\_ Number of rental vehicles

b) On this trip, how many times did your personal group enter the parks?  
 \_\_\_\_\_ Number of times entered

21. 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 (scouts, work, church, etc.)             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

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

Alone                                     Friends                                     Other (Specify below)

Family                                     Family and friends                                    \_\_\_\_\_

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

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

	a) <b>Current age</b>	b) <b>U.S. ZIP code or name of country other than U.S.</b>	<b>Number of visits to Sequoia and Kings Canyon NPs (including this visit)</b>	
			c) <b>Past 12 months</b>	d) <b>Lifetime</b>
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

24. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>						
No, not Hispanic or Latino	<input type="radio"/>						

b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>						
Asian	<input type="radio"/>						
Black or African American	<input type="radio"/>						
Native Hawaiian or other Pacific Islander	<input type="radio"/>						
White	<input type="radio"/>						

25. a) For you only, which category best represents your annual **household** income? Please mark (●) **only one**.

- Less than \$24,999       \$50,000-\$74,999       \$150,000-\$199,999
- \$25,000-\$34,999       \$75,000-\$99,999       \$200,000 or more
- \$35,000-\$49,999       \$100,000-\$149,999       Do not wish to answer

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

26. Is there anything else your personal group would like to tell us about your visit to Sequoia and Kings Canyon NPs?

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Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

**OFFICIAL BUSINESS**

**Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
University of Idaho  
P.O. Box 441139  
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