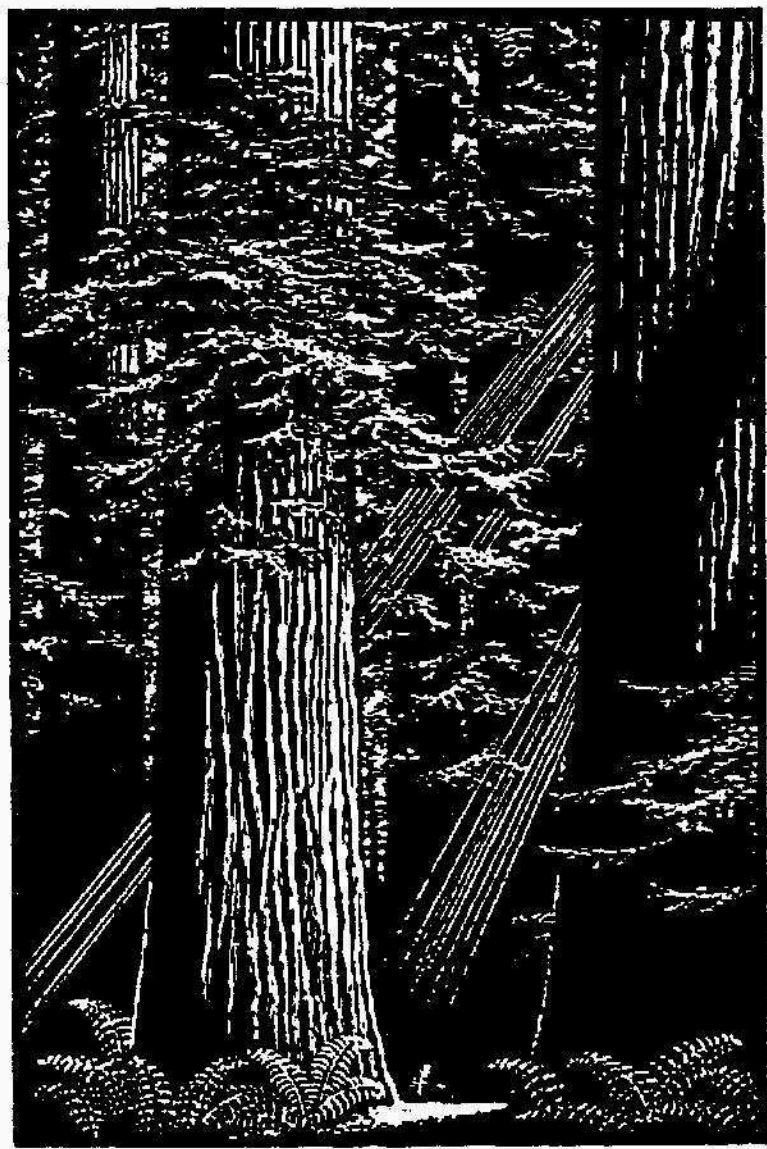


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File: Muir Woods
Also code:
Golden Gate
Vol. 1 of 2

Visitor Services Project Muir Woods National Monument

Golden Gate National Recreation Area



Visitor Services Project Report 27
Cooperative Park Studies Unit



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Visitor Services Project

Muir Woods National Monument

Golden Gate National Recreation Area

Margaret Littlejohn

Gary E. Machlis

Report 27

March 1990

Ms. Margaret Littlejohn, VSP Western Coordinator, National Park Service, and Dr. Machlis, Sociology Project Leader are with the Cooperative Park Studies Unit, University of Idaho. We thank Dwight Madison, VSP Eastern Coordinator, National Park Service; Marti Leicester, Chief of Interpretation, GGNRA; and the staff at Muir Woods National Monument for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance. We would also like to thank the Golden Gate National Park Association for providing the funding for this study.

Visitor Services Project
Muir Woods National Monument
Golden Gate National Recreation Area
Report Summary

- This report describes the results of a study of visitors to Muir Woods National Monument during August 2-8, 1989. Four hundred and forty-three questionnaires were distributed and 341 returned, a 77% response rate.
- This report profiles Muir Woods visitors. The separate Appendix has their comments about the park and their visit. A summary of these comments is included in this report and the Appendix.
- Visitors were commonly families (69%); often in groups of four (29%) or two (28%). Thirty-six percent of visitors were 36-50 years old and 21% were under fifteen years of age. Most (72%) were on their first Muir Woods visit.
- Foreign visitors comprised 20% of the total visitation and commonly came from Germany and the United Kingdom. U.S. visitors came from California (30%), Florida (6%) and New York (5%).
- Forty-six percent of the visitors spent approximately two hours in the park. Most visitors went sightseeing in the redwoods (91%), hiking less than two hours (53%), and enjoyed photography or art (52%).
- Muir Beach and Alcatraz were the other Golden Gate NRA sites most visited (each 27%). At Muir Woods, most visitors went to Bridge 2 (89%), the entrance station (86%), and Bridge 3 (82%).
- On the day they visited, the average visitor group spent about \$155.00; the average per capita expenditure was about \$43.00. Most visitor groups (90%) had members who did not reside in the San Francisco area. Most visitors spent from \$1-50.00 (59%). Visitors spent the greater proportions of their money for lodging (38%) and food (30%).
- Visitors felt that the most important interpretive services were interpretive trail signs, trail maps and the park brochure. Of the services they used, visitors rated ranger tours, the park brochure, and trail maps as highest quality.
- Many visitors (43%) want more publications as a future interpretive service. Most visitors (61%) favor a shuttle system to Muir Woods during heavy visitation periods. Most visitors (76%) prefer no reservation system. Most who want a reservation system (54%) prefer telephone reservations.
- In planning their visits, visitors often relied on personal advice (49%), travel guides and tour books (46%), and previous visits (40%).

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

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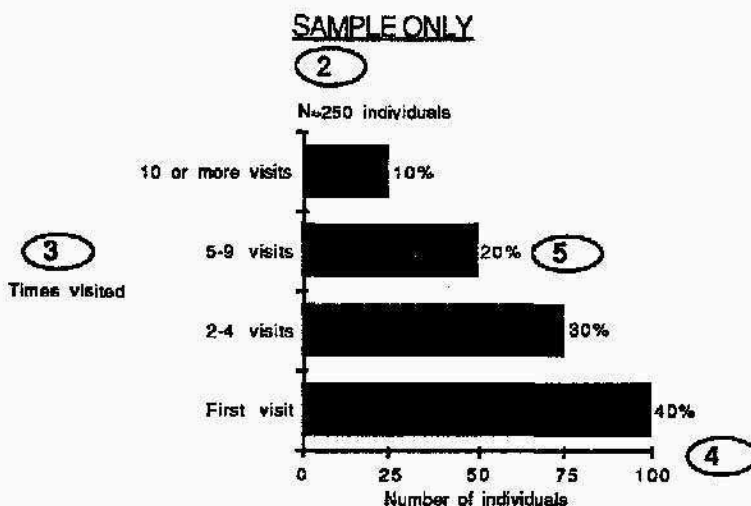
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INTRODUCTION

This report describes the results of a study of visitors at Muir Woods National Monument (referred to as "Muir Woods"), a unit of Golden Gate National Recreation Area. This visitor study was conducted August 2-8, 1989 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate Appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① Figure 4: Number of visits

- 1: The figure title is a general description of the graph's information.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use **CAUTION** when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the item number in each category; proportions may be shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors entering Muir Woods during August 2-8, 1989. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Sampling

Visitors were sampled using a selected interval as they walked through the main entrance.

Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Data analysis

Two weeks following the survey, a postcard reminder was mailed to all participants. Questionnaires returned within ten weeks were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 339 groups, Figure 3 presents data for 1117 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause

the number in the sample to vary from figure to figure. For example, although 341 questionnaires were returned, Figure 1 shows data for only 339 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations which should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.

2. The data reflect visitor use patterns during the study period of August 2-8, 1989. The results do not necessarily apply to visitors using the park during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION**" is included in the graph, figure or table.

RESULTS

A. Visitors contacted

Four hundred eighty-eight visitor groups were contacted; 91% accepted questionnaires. Three hundred forty-one visitor groups completed and returned their questionnaires, a 77% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias is insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	442	40.5	339	41.1
Group size	443	5.1	339	5.4

B. Characteristics

Figure 1 shows group sizes, which varied from one person to 213 people. Twenty-nine percent of Muir Woods visitors came in groups of four people, 28% came in groups of two. Sixty-nine percent of visitors came in family groups, as shown in Figure 2.

Figure 3 shows a wide range of age groups; the most common were visitors aged 36-50 (36%), followed by children aged 15 or younger (21%). Seventy-two percent of visitors were at Muir Woods for the first time (Figure 4).

Foreign visitors comprised 20% of all visitation. The visitors contacted who could not speak English may be underrepresented in this study; more than 50% of the refusals were because of language. Map 1 and Table 2 show that most foreign visitors came from Germany (20%) and the United Kingdom (20%), followed by Canada (12%). Map 2 and Table 3 show that most U.S. visitors came from California (30%), Florida (6%) and New York (6%), as well as many other eastern and midwestern states.

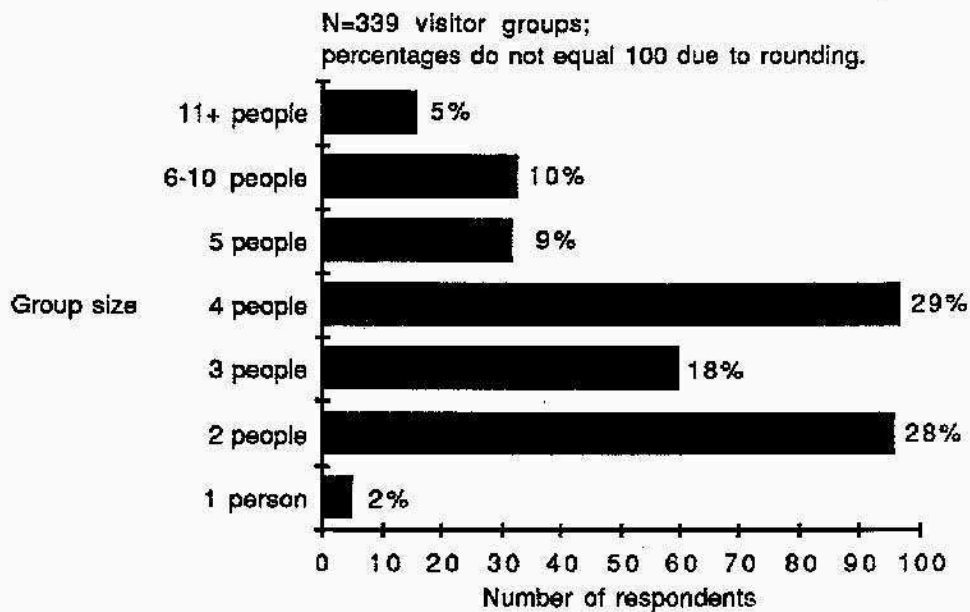


Figure 1: Visitor group sizes

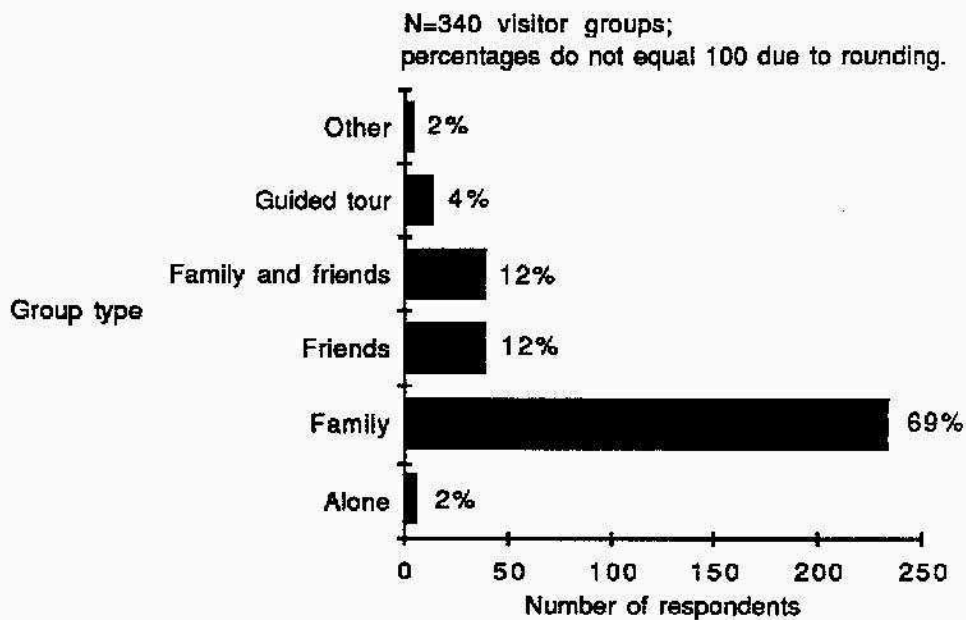


Figure 2: Visitor group types

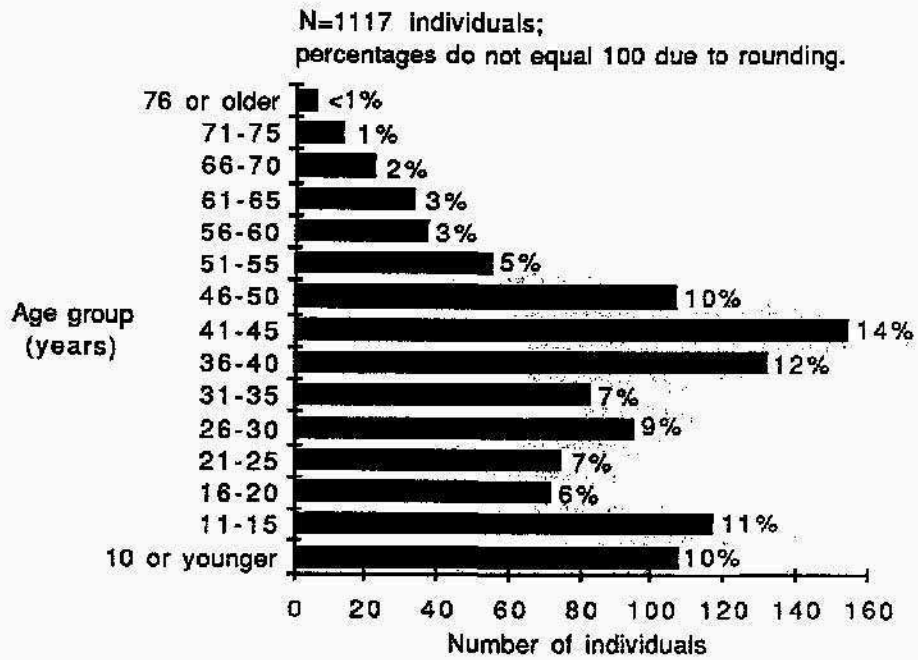


Figure 3: Visitor ages

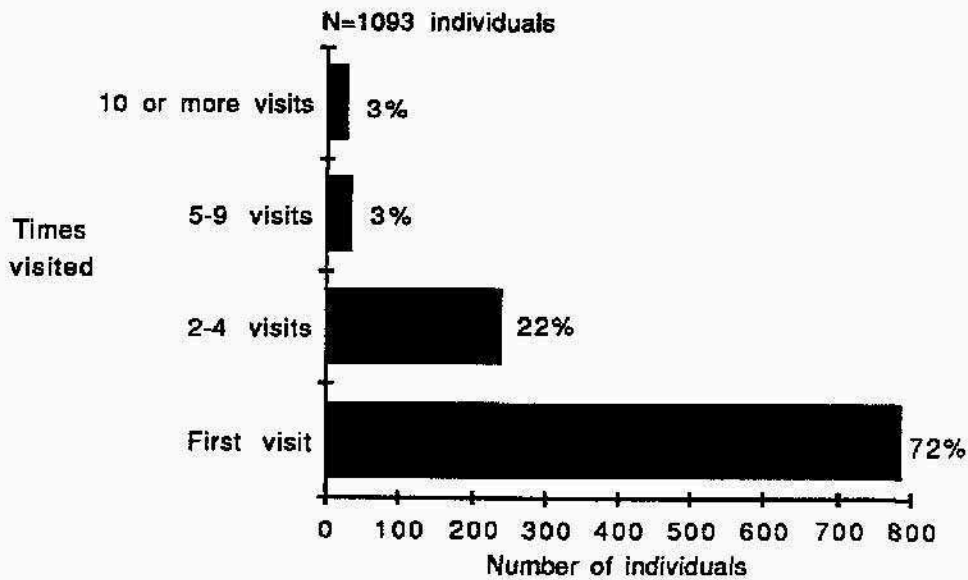


Figure 4: Number of visits

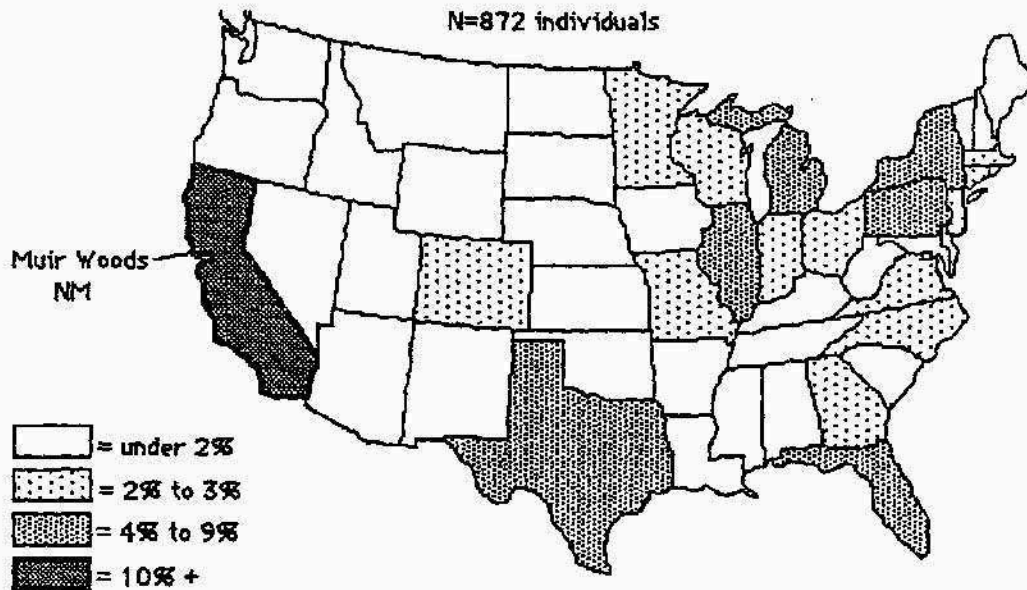


Map 1: Proportion of foreign visitors by country

Table 2: Proportion of visitors from foreign countries

N=217 individuals from foreign countries;
individual country percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
Germany	43	20
United Kingdom (U.K.)	42	20
Canada	26	12
France	19	9
Switzerland	17	8
Italy	14	7
Mexico	11	5
Australia	9	4
Japan	5	2
Venezuela	5	2
Israel	4	2
Belgium	3	1
Hong Kong	3	1
West Indies	3	1
Denmark	2	1
Hungary	2	1
Ireland	2	1
New Zealand	2	1
Sweden	2	1
Other countries (3)	3	1



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=872 individuals;
individual state percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
California	266	30
Florida	52	6
New York	49	6
Michigan	36	4
Illinois	32	4
Texas	32	4
Pennsylvania	31	4
New Jersey	30	3
Connecticut	26	3
Massachusetts	26	3
Missouri	25	3
Virginia	23	3
Colorado	22	3
Minnesota	22	3
North Carolina	21	2
Ohio	20	2
Indiana	18	2
Wisconsin	16	2
Georgia	13	2
Other states (21)	112	13

C. Length of stay

Figure 5 shows that 46% of the visitors stayed two hours at Muir Woods. Twenty-two percent stayed one hour and 23% stayed three hours.

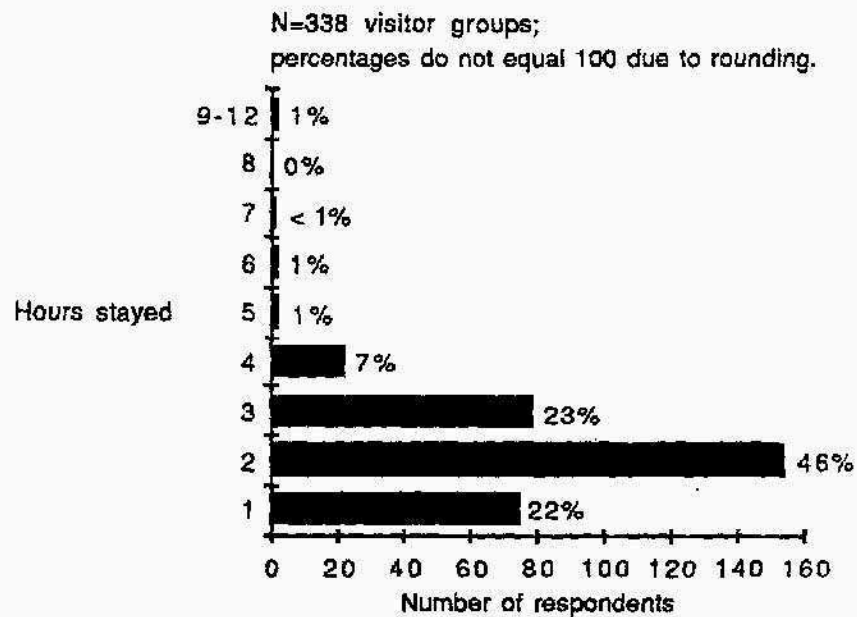


Figure 5: Number of hours visitors spent at Muir Woods

D. Activities

Figure 6 shows the proportion of visitor groups who participated in each activity during their visit. Common activities were a sightseeing trip to redwoods (91%), hiking for less than two hours (53%), and photography or other artistic activity (52%). Among the few "other" activities described, visitors listed shopping, breathing fresh air, and providing an educational tour for their children.

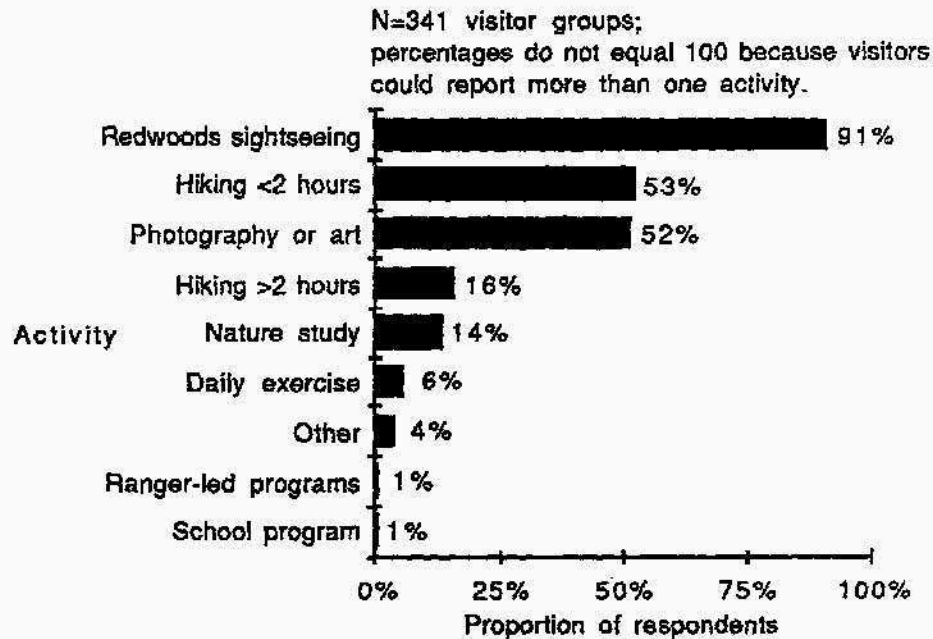


Figure 6: Proportion of visitor groups participating in each activity

E. Other Golden Gate NRA sites visited

Muir Woods visitors also visited other Golden Gate NRA sites, commonly Muir Beach (27%), Alcatraz (27%), Cliff House (20%) and Stinson Beach (19%), as Figure 7 shows.

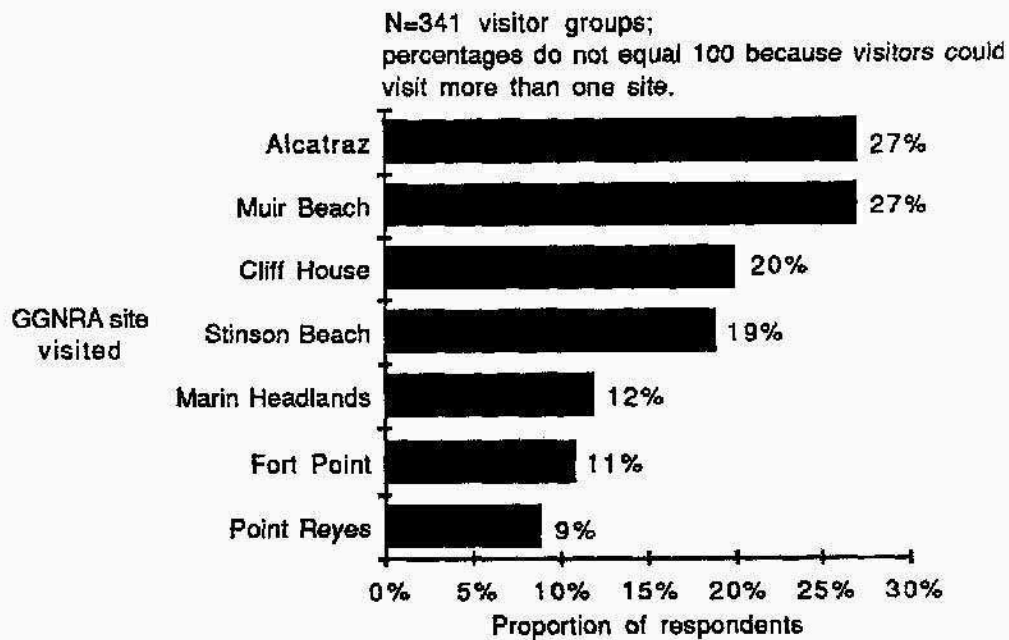


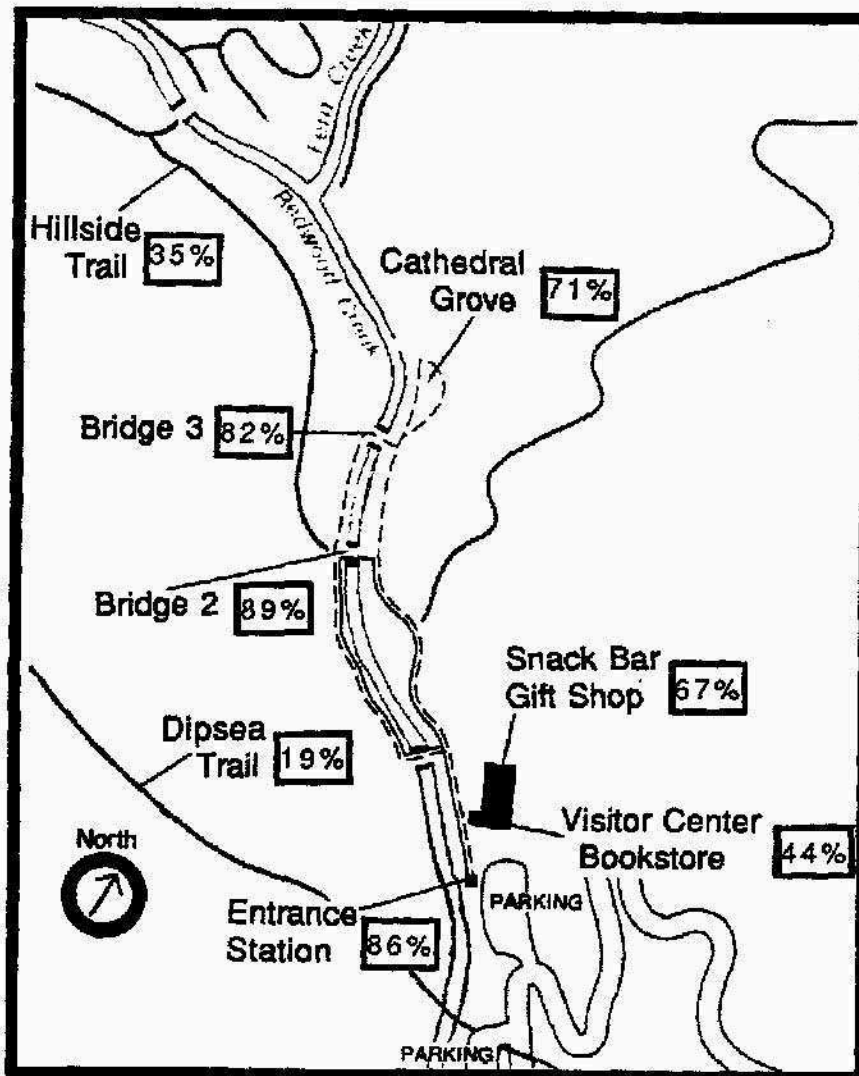
Figure 7: Proportion of visitors stopping at other Golden Gate NRA sites

F. Sites visited

Map 3 shows the proportion of visitor groups that visited selected sites at Muir Woods. Most visitors went to Bridge 2 (89%), the entrance station (86%), and Bridge 3 (82%).

N=341 visitor groups;
percentages do not equal 100 because
visitors could visit more than one site.

Muir Woods National Monument



Map 3: Proportion of visitors who visited each site

G. Expenditures

Fifty-nine percent of visitors spent \$1-50.00 for lodging, food, travel and other expenses in the San Francisco Bay Area on the day they visited Muir Woods (see Figure 8). As Figure 9 shows, the largest proportions of money were spent for lodging (38%) and food (30%).

The average visitor group expenditure for the day was approximately \$155.00; the average per capita amount spent was about \$43.00.

Ninety percent of the visitor groups had members who did not reside in the San Francisco Bay Area. Of the visitor groups who reported lodging expenditures, 37% spent \$51-100.00 for lodging on the night before their Muir Woods visit; 23% spent no money; and 22% spent \$101-150 (see Figure 10). The average lodging expenditure for these visitor groups was \$78.00.

Figures 11 and 13 show that visitor groups commonly spent up to \$25.00 for travel (71%) and "other" items (51%) in the San Francisco Bay Area on the day they visited Muir Woods. In contrast, most visitors (63%) spent up to \$50 for food, as Figure 12 shows.

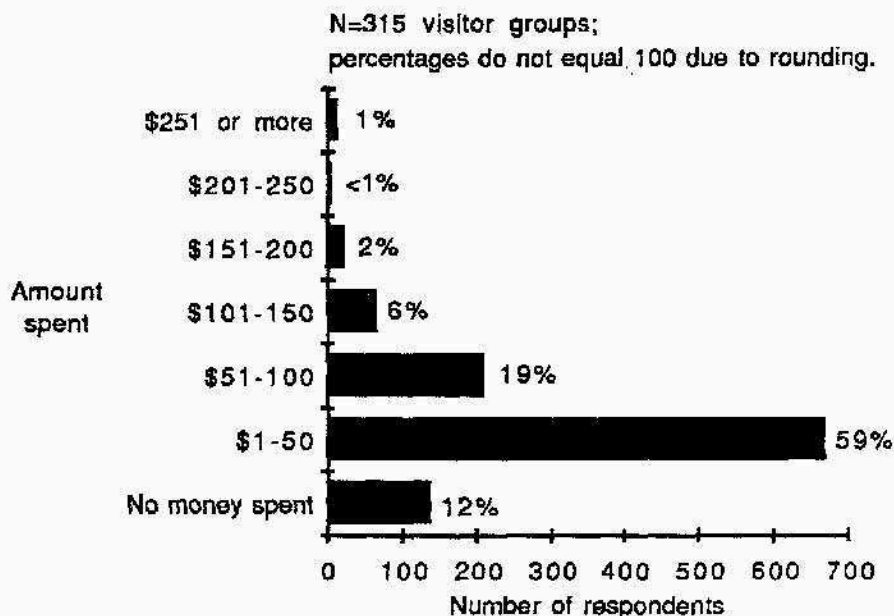


Figure 8: Total visitor expenditures

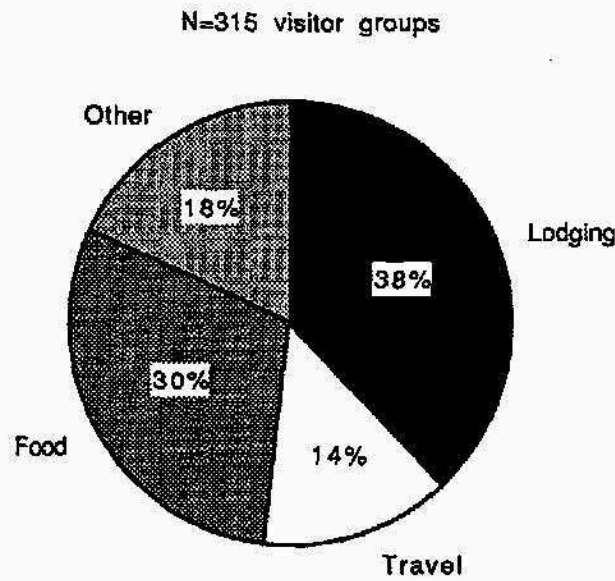


Figure 9: Proportion of visitor expenditures by category

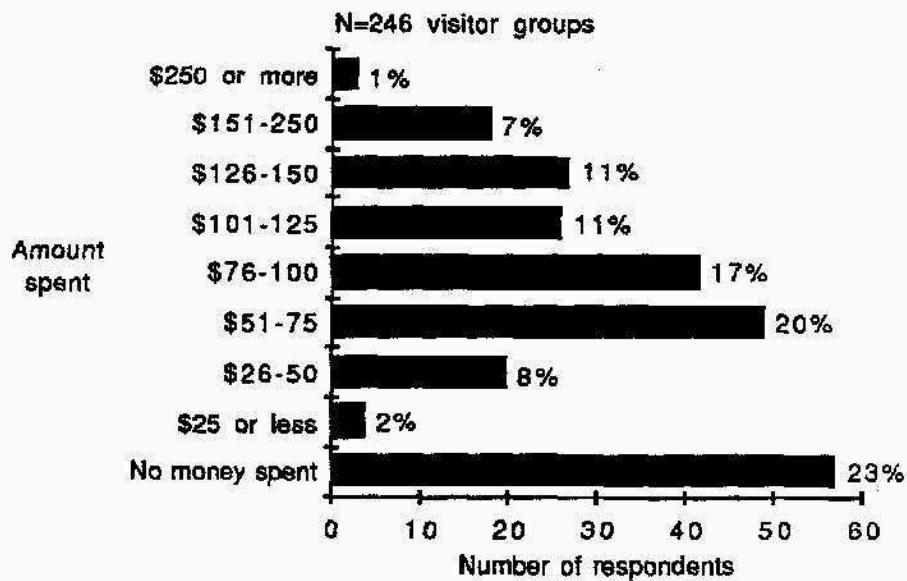


Figure 10: Total visitor expenses for lodging

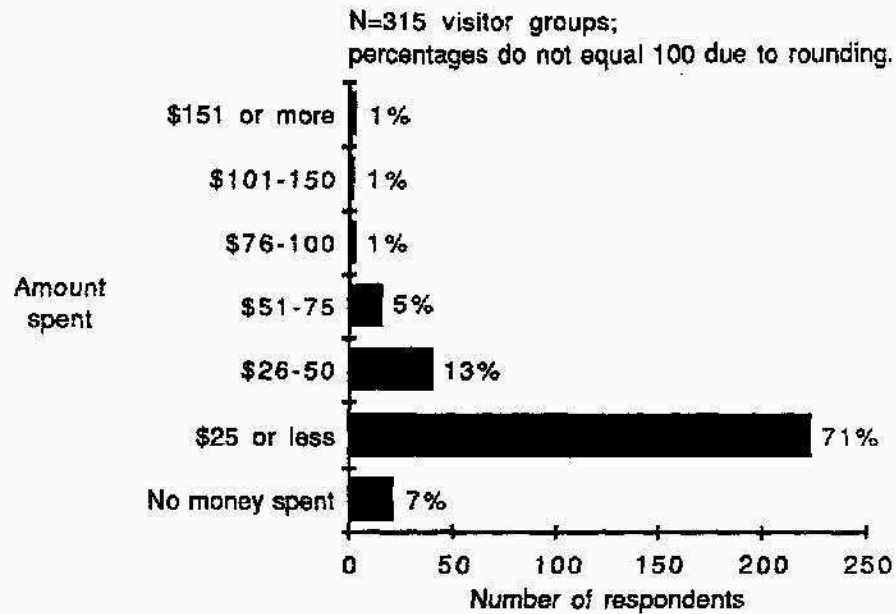


Figure 11: Total visitor expenses for travel

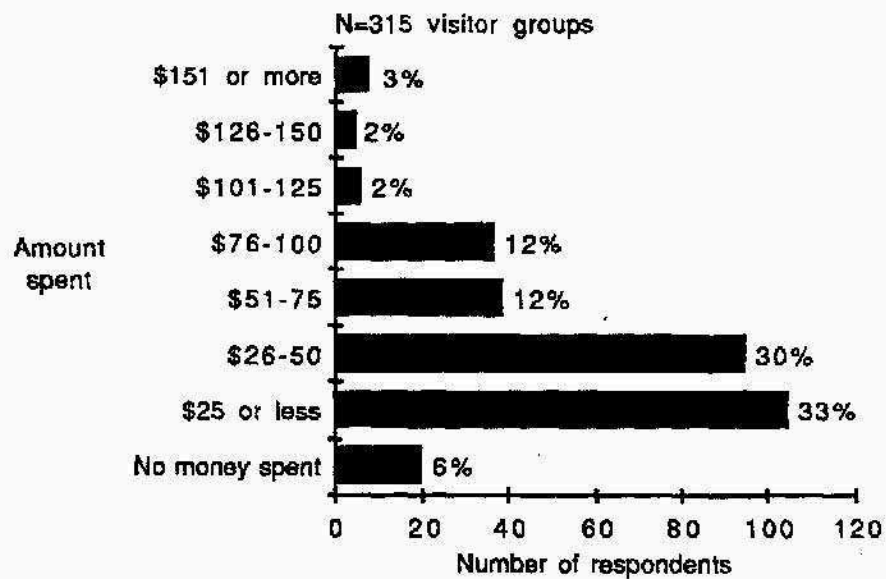


Figure 12: Total visitor expenses for food

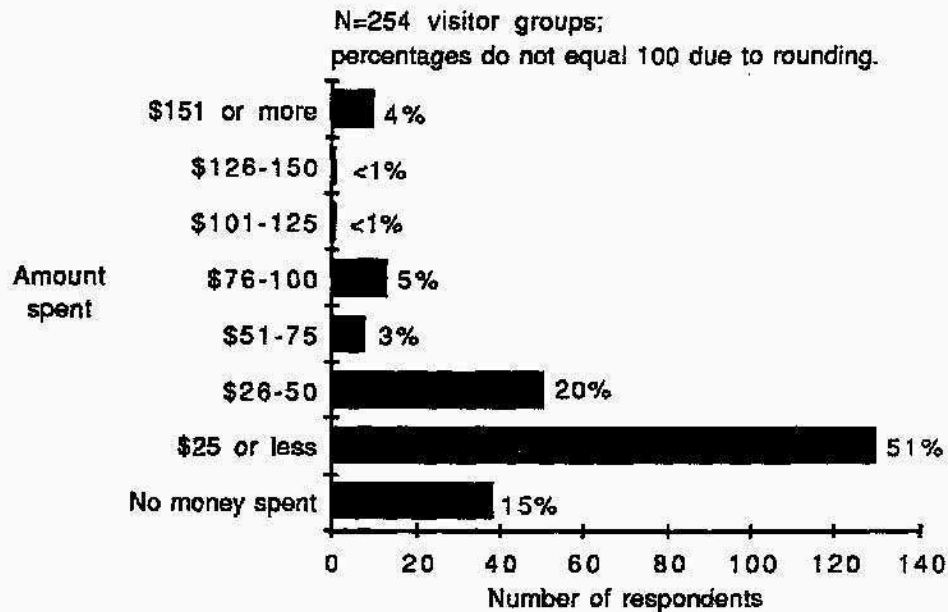


Figure 13: Total visitor expenses for "other" items

H. Interpretive or visitor service importance and quality evaluations

Visitors rated the importance of ten interpretive or visitor services and the quality of the services they used. Figure 14 shows the average importance and quality rating for each service. Services varied in importance, but all were rated above average in quality. Trail maps and interpretive trail signs were the most important services; visitor center exhibits were the highest quality service. On the average, ranger tours and the snack bar/gift shop were considered less important than the other services rated.

Visitors rated the services on a five point scale: 1=extremely important, 2=very important, 3=moderately important, 4=somewhat important, and 5=not important. Figures 15-22 show that several services were considered "very" to "extremely important": interpretive trail signs (74%), trail maps (73%) and the park brochure (68%). Services receiving the highest "somewhat" to "not important" ratings were ranger tours (41%) and the snack bar/gift shop (35%).

Visitors also used a five point scale to rate the quality of the services they used: 1=very good, 2=good, 3=average, 4=poor, 5=very poor. Figures 23-30 show that several services were given high "good" to "very good" ratings: ranger tours (78%), the park brochure (76%), and trail maps (74%). Services receiving highest "poor" to "very poor" quality ratings were visitor center exhibits (12%) and trail maps (11%).

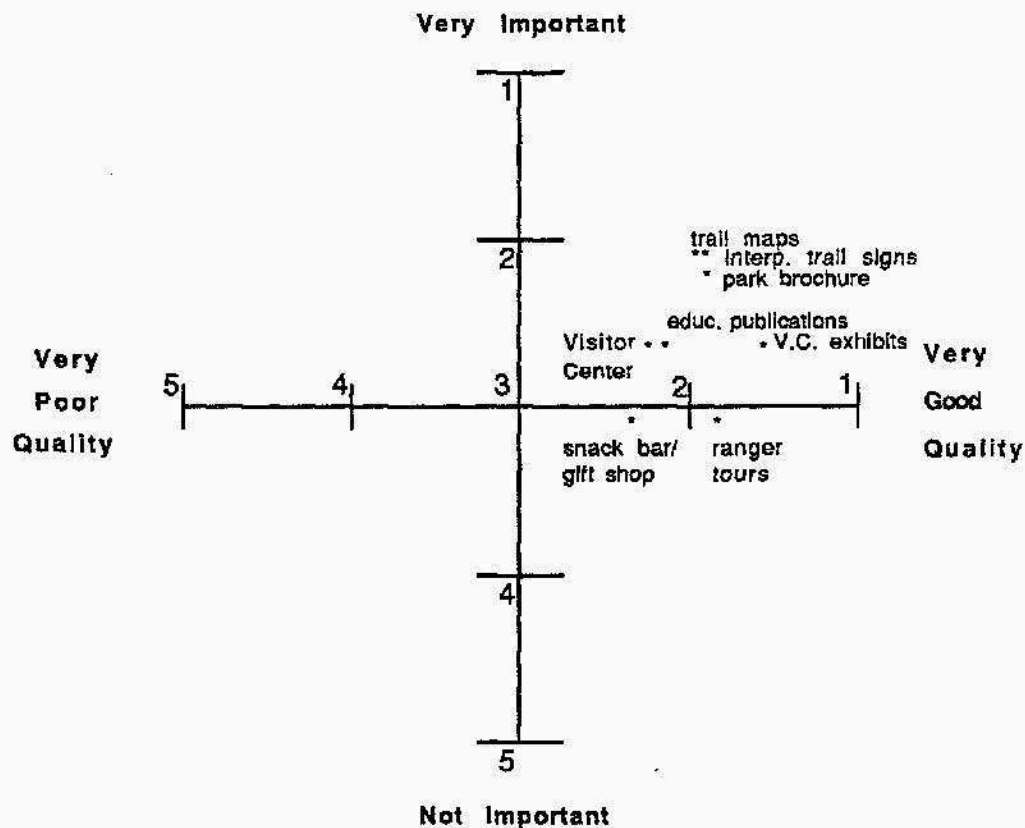


Figure 14: Visitor ratings of service importance and quality

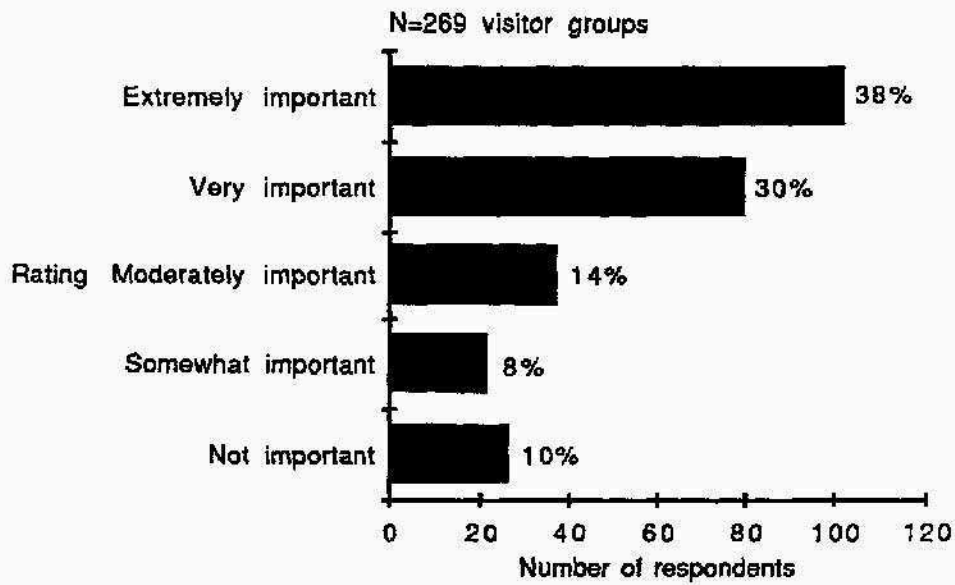


Figure 15: Importance ratings of park brochure

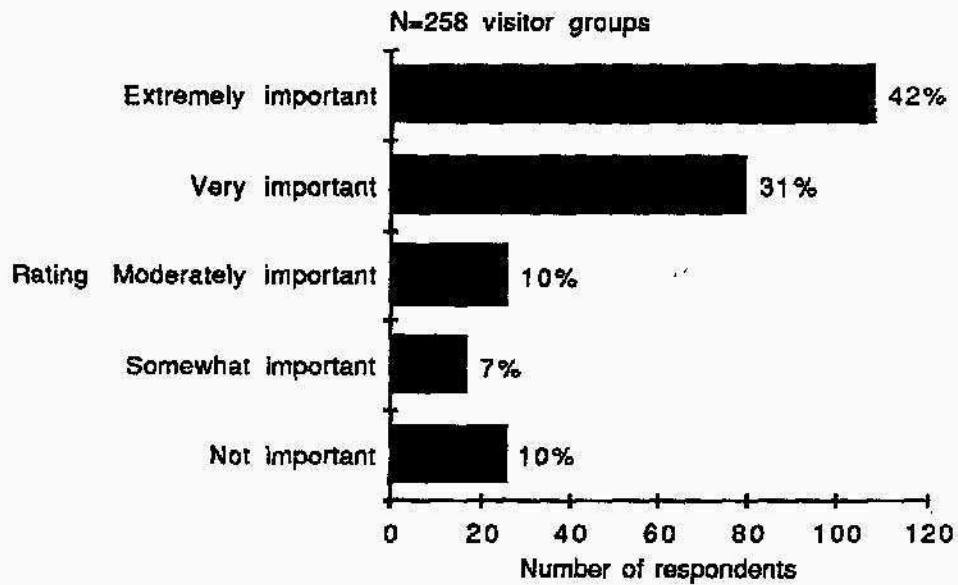


Figure 16: Importance ratings of trail maps

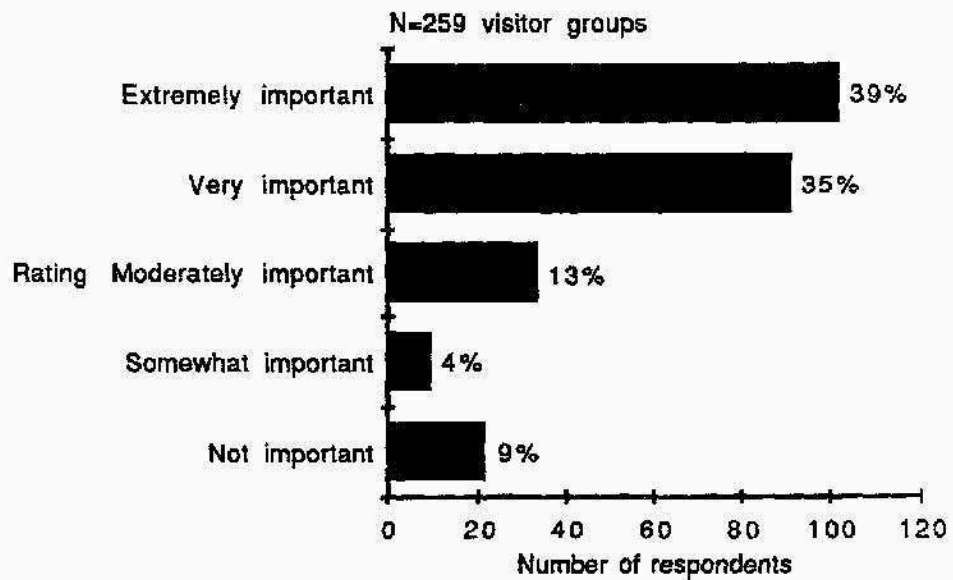


Figure 17: Importance ratings of interpretive trail signs

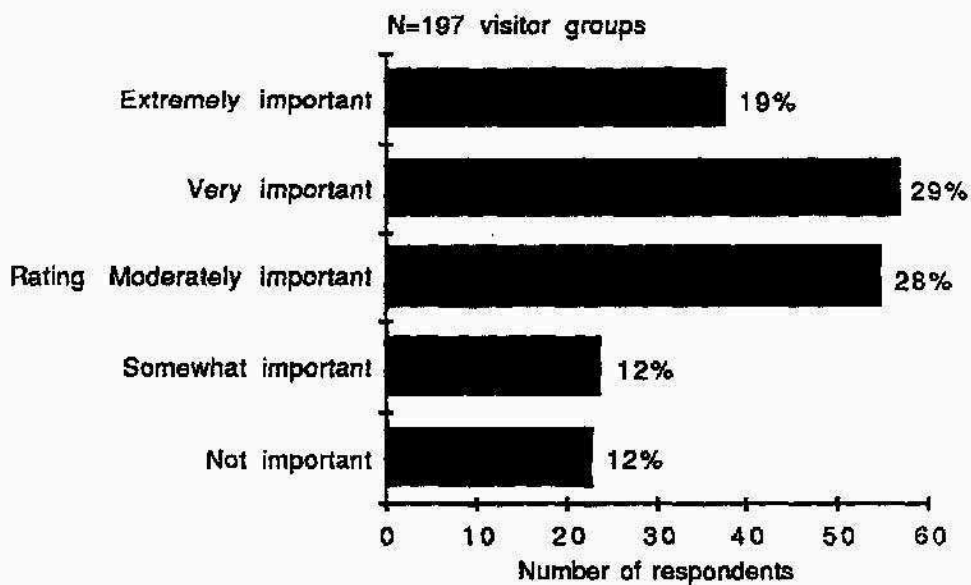


Figure 18: Importance ratings of visitor center

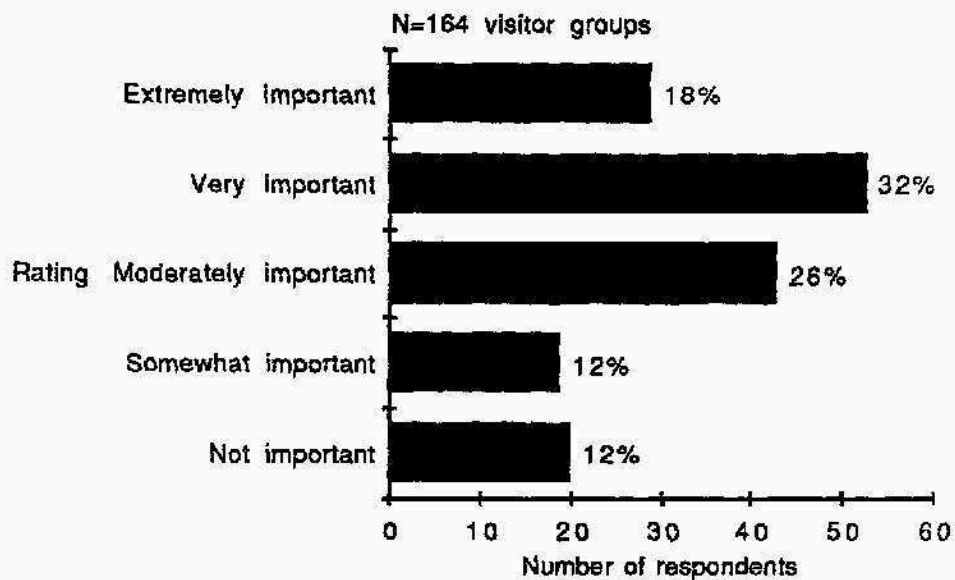


Figure 19: Importance ratings of visitor center exhibits

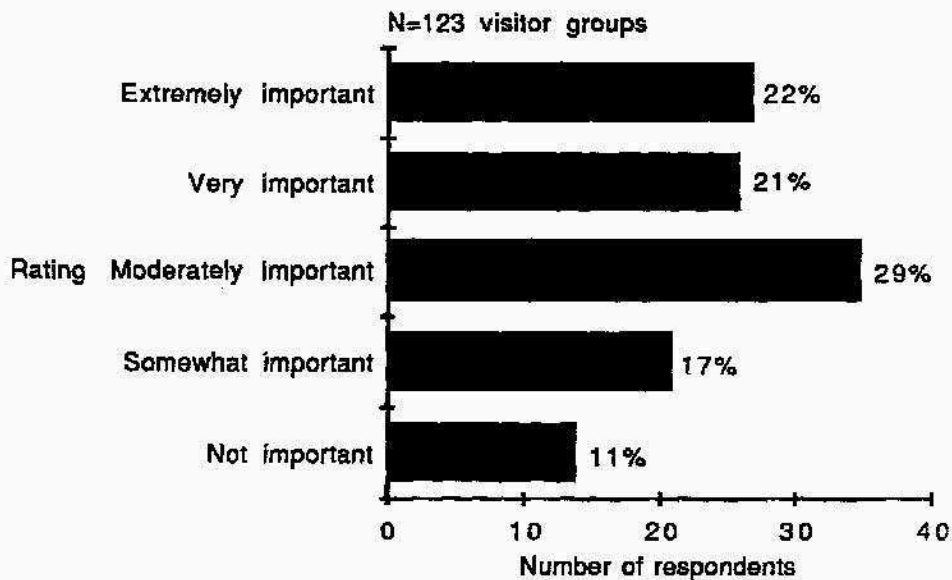


Figure 20: Importance ratings of educational publications

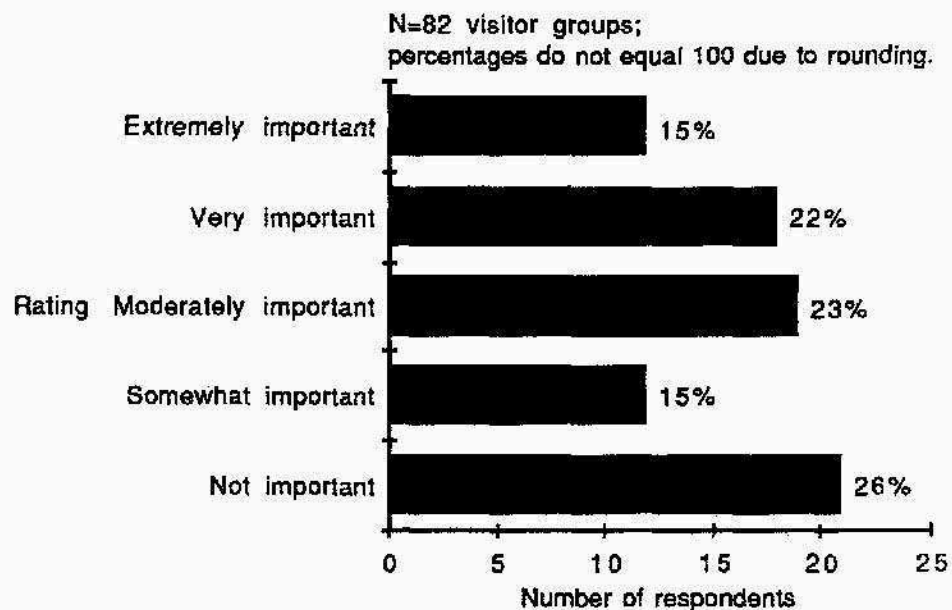


Figure 21: Importance ratings of ranger tours

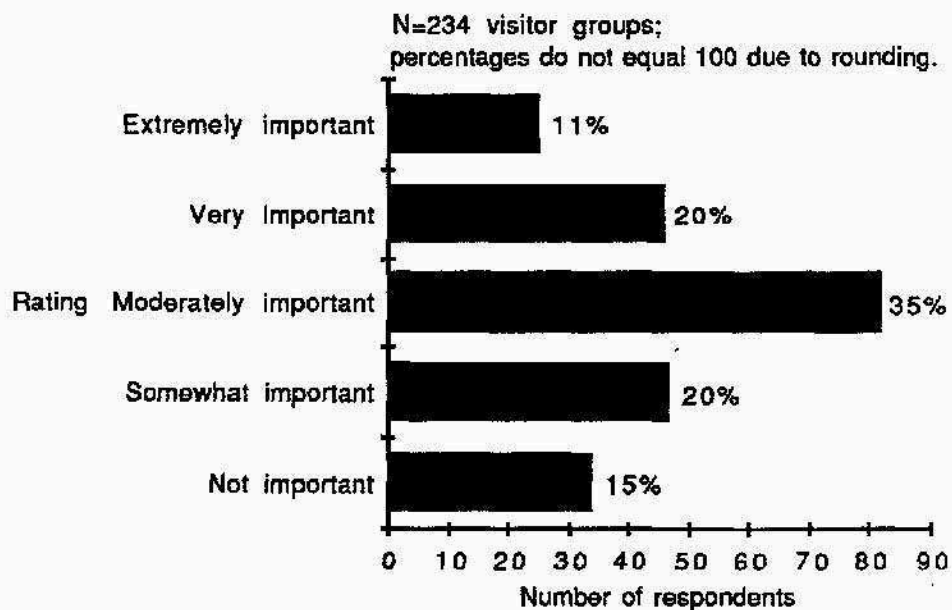


Figure 22: Importance ratings of snack bar/gift shop

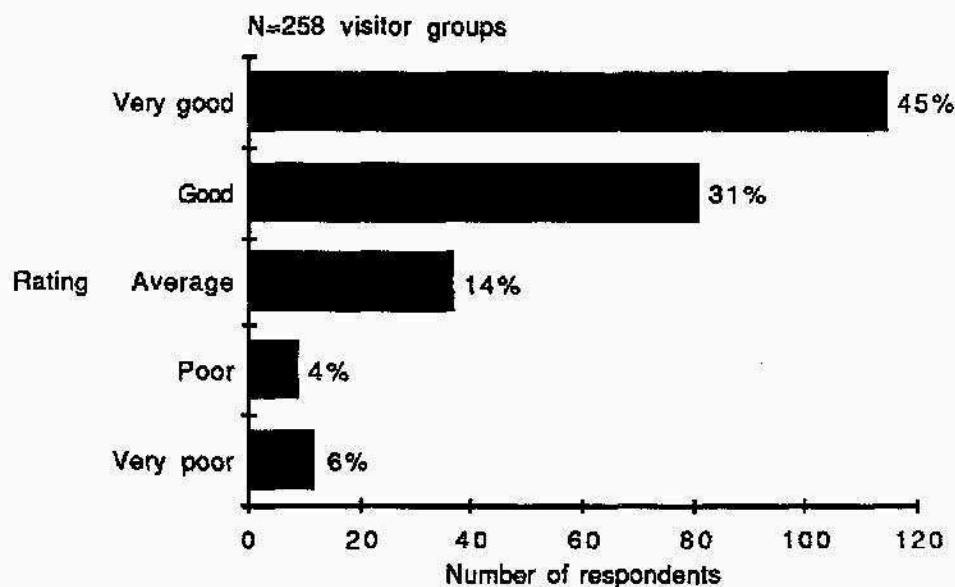


Figure 23: Quality ratings of park brochure

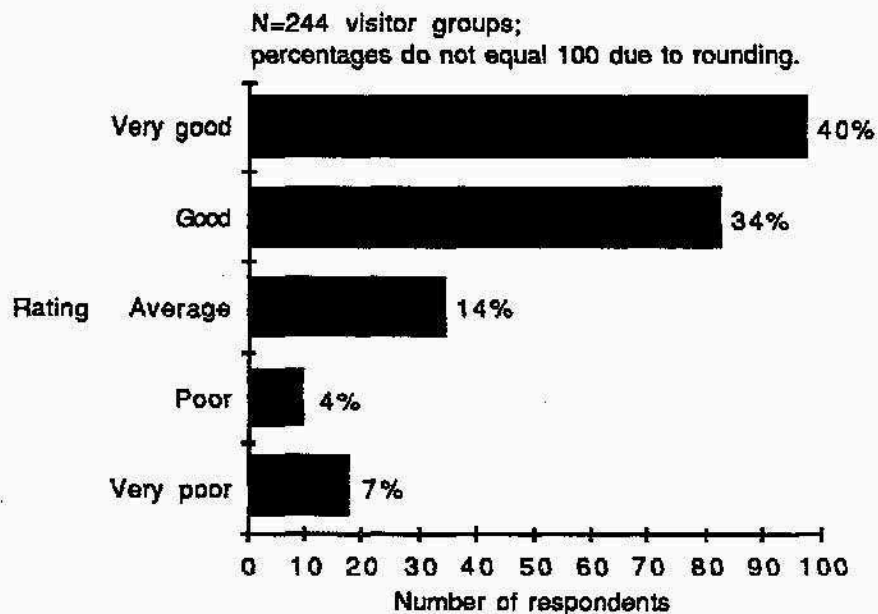


Figure 24: Quality ratings of trail maps

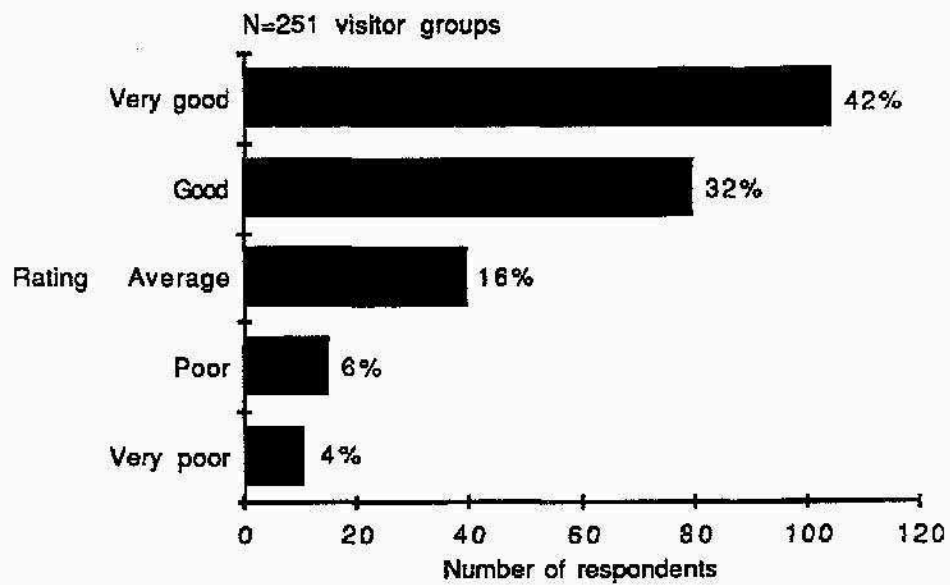


Figure 25: Quality ratings of interpretive trail signs

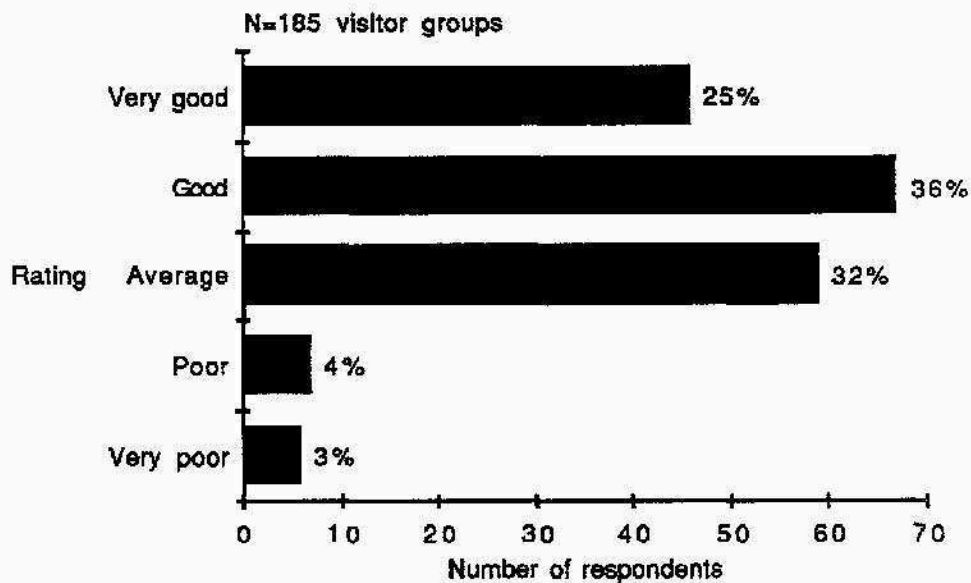


Figure 26: Quality ratings of visitor center

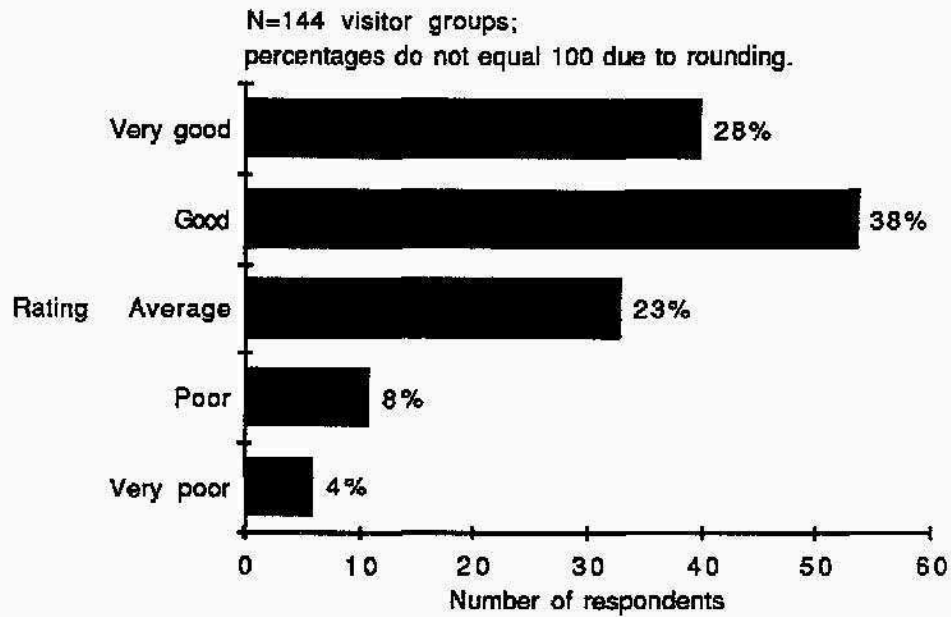


Figure 27: Quality ratings of visitor center exhibits

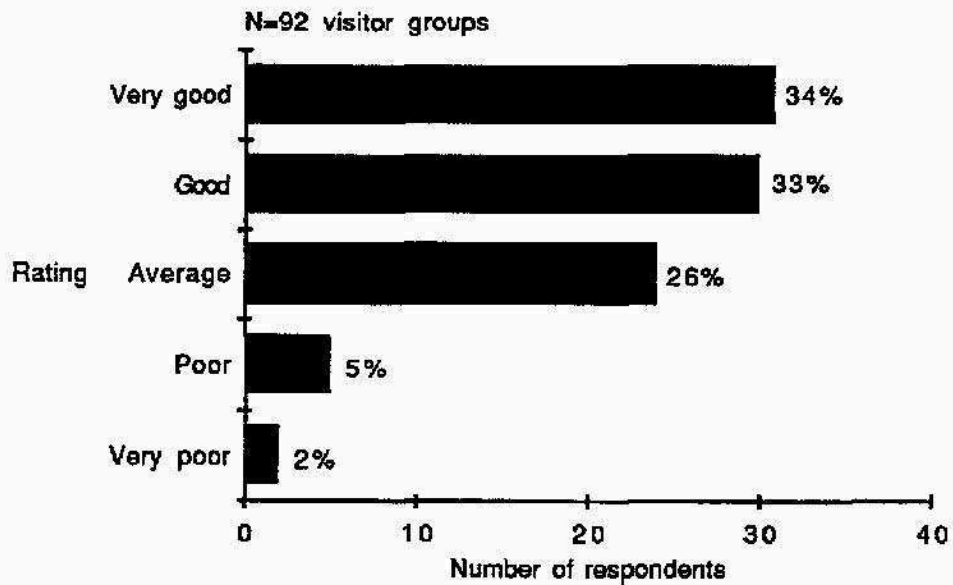


Figure 28: Quality ratings of educational publications

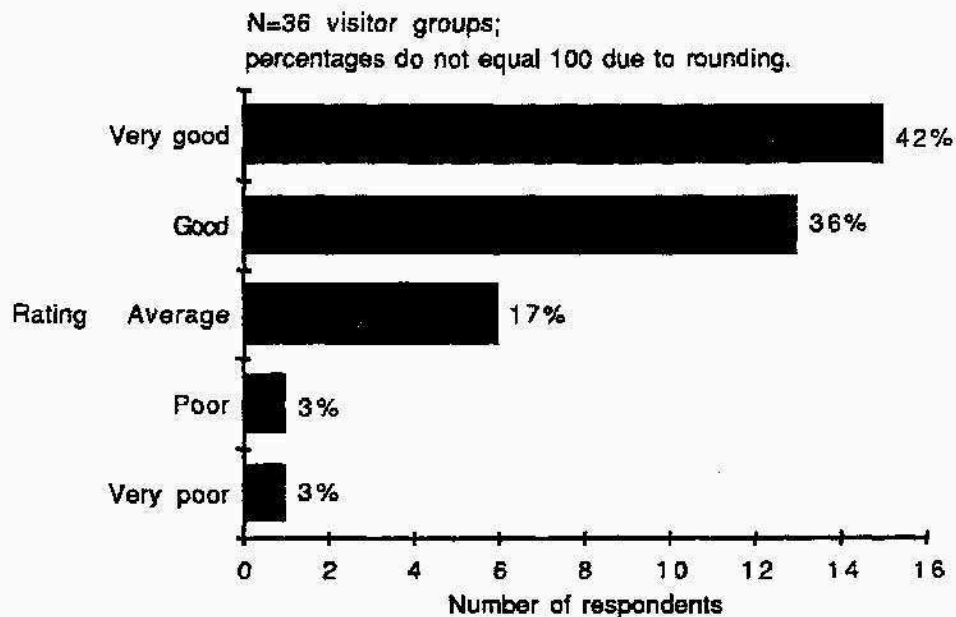


Figure 29: Quality ratings of ranger tours

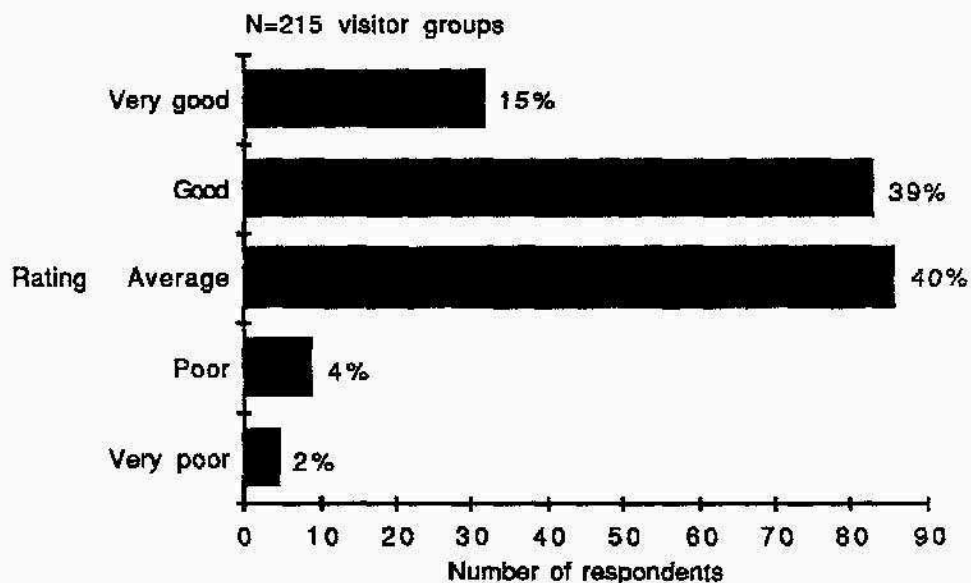


Figure 30: Quality ratings of snack bar/gift shop

I. Usefulness of future interpretive services

Figure 31 shows that a large proportion of visitors (43%) felt that publications (brochures, hiking maps, checklists, etc.) would be the most useful future interpretive service. The next most useful services would be audio-visual services (including exhibits, cassettes, videos, and car radio park information station), and ranger-led programs. The least useful future service would be information in newspapers, on television and radio (2%).

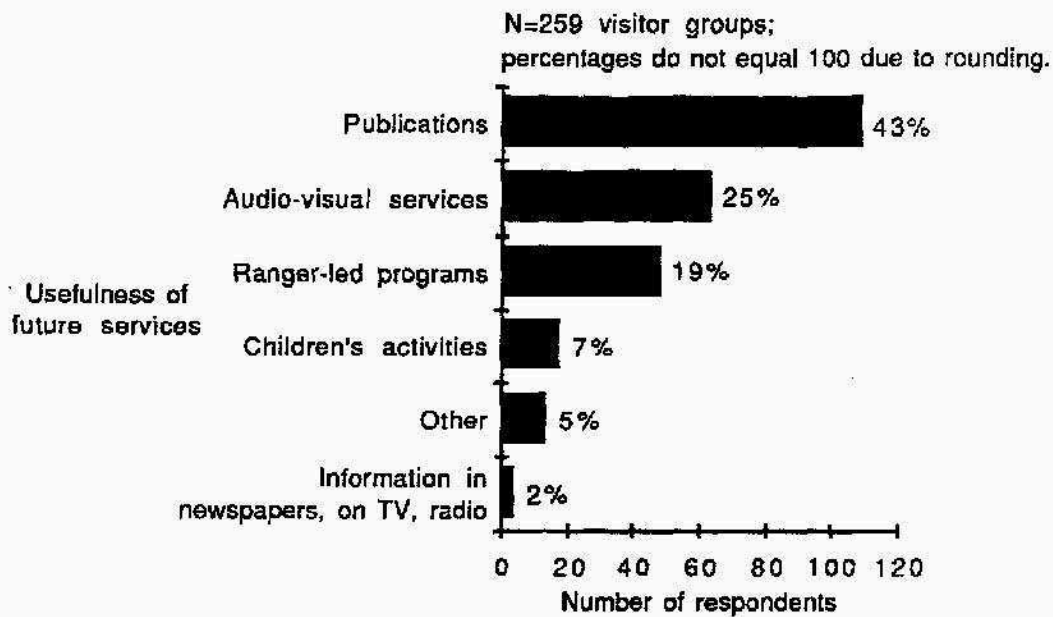


Figure 31: Usefulness of future interpretive services

J. Type of shuttle system preferred

Figure 32 shows that the majority of visitors (61%) preferred a shuttle system to Muir Woods during periods of heavy visitation over a year round shuttle (22%) or a weekend shuttle (17%).

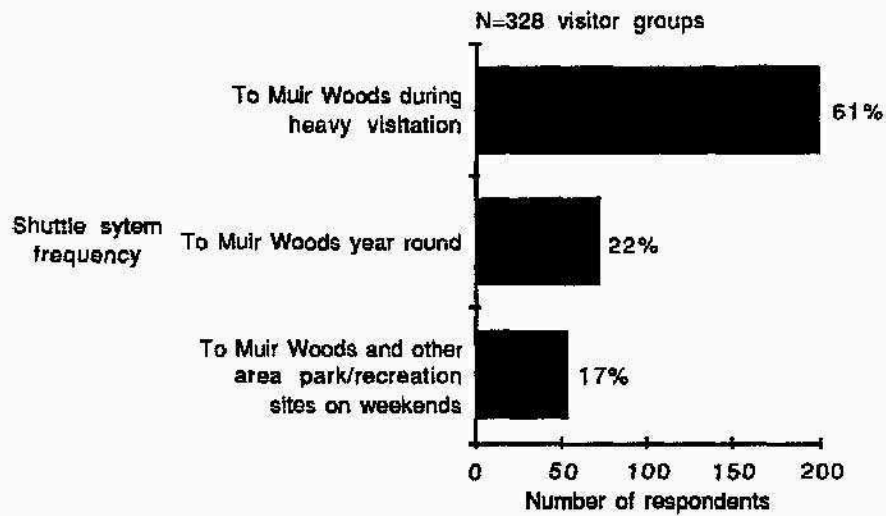


Figure 32: Use of future shuttle system

K. Reservation system preferences

Most visitors (76%) did not favor the potential use of a reservation system for Muir Woods during times of heavy visitation (Figure 33). Of those favoring use of a reservation system, most visitors want to reserve tickets by telephone (57%), or through hotels/travel agents (22%), as shown in Figure 34.

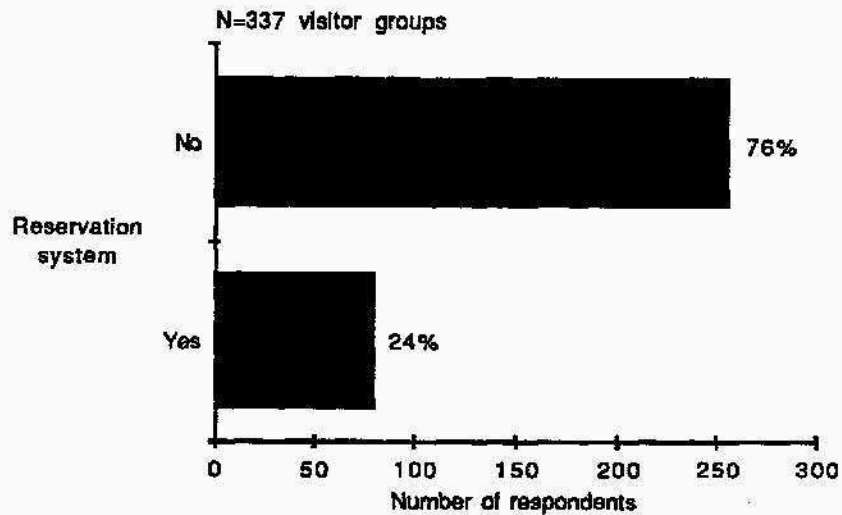


Figure 33: Use of future reservation system

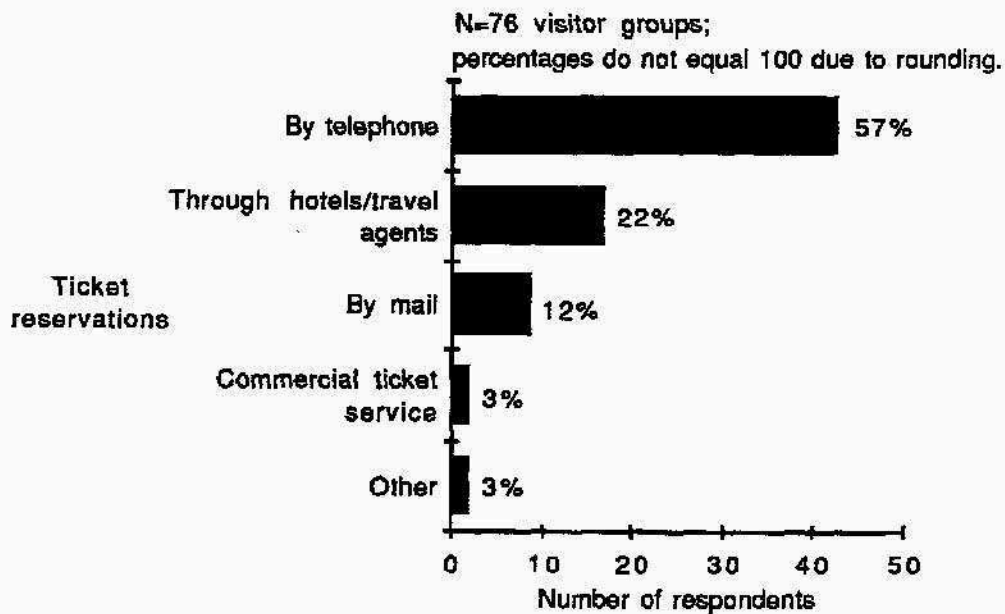


Figure 34: Preferences for reserving tickets

L. Information for planning visit

More visitors planned their visit to Muir Woods using personal advice (49%) than other sources of information, as Figure 35 shows. Others used travel guides and tour books (46%) and previous visits (40%).

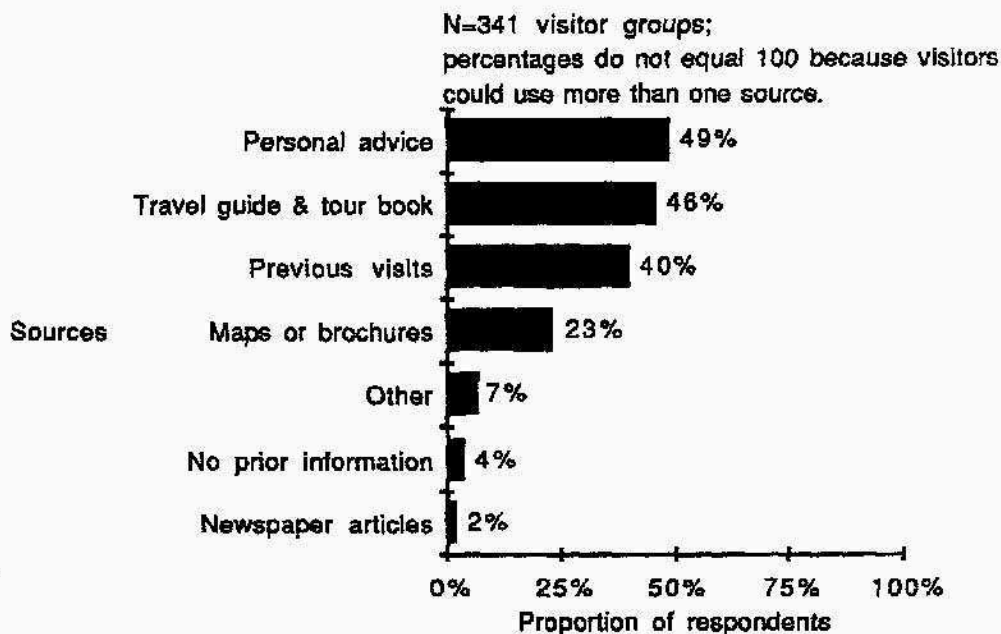


Figure 35: Proportion of visitors using each information source

M. Comment summary - Introduction

The separate Appendix of this report contains unedited visitors' comments. A summary of their comments appears below, and in the Appendix. Some comments offer specific suggestions on how to improve their visits; others describe what they enjoyed or did not enjoy.

Visitor Comment Summary

N=526 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
National Park Service	
Rangers friendly and helpful	14
Rangers informative	3
Other comments	4
INTERPRETIVE SERVICES	
Nonpersonal	
Provide tree statistics	14
Provide more information about woods	9
Brochure trail map confusing--needs improved	7
Provide information on plants and wildlife	5
Explain ecology to encourage visitors to stay on trails	4
Need information on history	3
A spiritual experience	3
Use park as a trailhead to Mt. Tamalpais	3
Enjoyed interpretive signs	3
Provide information on people important in park's history	3
Need short video before entering park	2
Wanted more fire information	2
Enjoyed tree cross section	2
Want to know redwoods' growth conditions	2
Emphasize park's value to visitors	2
Provide advance information on hiking	2
Other comments	25
Personal	
Would have liked guided tour	7
Buildings should be open longer	2
Other comments	4

FACILITIES AND MAINTENANCE**General**

Well kept and clean	17
Need more parking	13
Improve toilets	10
Glad of easy handicapped access	3
Need picnic areas near park	3
Park well designed	2
Other comments	3

Roads and Trails

Need better trail directional signs	8
Access road too dangerous	6
Need signs requesting quiet	3
Trail should not be paved	2
Trails need mileages indicated	2
Provide more benches along trail	2
Need faster clearing of downed trees on trails	2
Need more trails	2
Other comments	8

POLICIES

Glad no fee	4
Could charge entrance fee	2
Other comments	7

RESOURCE MANAGEMENT

Keep it natural and thanks for preserving	16
Too crowded	5
Woods not crowded or noisy	4
Restrict number of visitors--don't overcrowd	5
Glad reservations not required	2
Other comments	4

Shuttle System

Need shuttle	3
Need shuttle during heavy visitation	3
Other comments	3

CONCESSIONS

Need larger gift shop/snack bar	2
Other comments	6

VISITOR SERVICES PROJECT

Thanks for survey	2
Thanks for reminder postcard	2

GENERAL IMPRESSIONS

Enjoyed visit	70
Beautiful	42
Quiet, peaceful and relaxing	20
Thanks--keep up good work	16
Awe inspiring	13
Hope or plan return visit	10
Not enough time	10
Enjoyed seeing animals	10
Park well managed	8
Children impressed by trees	6
Enjoyed hiking	5
Not enough time allowed on bus tour	5
Return visit	5
Enjoyed peaceful early morning visit before crowds	4
Recommend visit to others	3
Always bring our visitors here	3
Children learned from visit	3
Like site availability--proximity to city	3
Learned about redwoods	2
Other comments	7

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics. For example, to learn about the activities of a particular age group, request a comparison of activity by age group; to learn how total expenditures varied among group types, request a comparison of total expenses by group type.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the site activities of visitor group types, request a comparison of (activity by site visited) by group type; to learn about age group participation in a site activity, request a comparison of (age group by activity) by site visited.

Consult the complete list of characteristics from Muir Woods visitors; then write those desired in the appropriate blanks on the order form. Two order forms follow the example below.

SAMPLE

Analysis Order Form
Visitor Services Project
Report 27 (Muir Woods)

Date of request: _____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

<ul style="list-style-type: none"> • Group size • Group type • Age • State residence • Number of visits • Entry day • Length of stay 	<ul style="list-style-type: none"> • Activity • Site visited • Other place visited • Total expenses • Lodging expenses • Food expenses • Other expenses 	<ul style="list-style-type: none"> • Future interpretive service • Service/facility importance • Service/facility quality • Shuttle system • Reservation system • Source of information
---	--	---

Two-way comparisons (please write in the appropriate variables from the above list):
group size by number of visits
 _____ by _____

Three-way comparisons (please write in the appropriate variables from the above list):
group type by number of visits by shuttle system
 _____ by _____ by _____

Special instructions
I will use the format you need, the purpose of the information and so forth.

Mail to:
 Cooperative Park Studies Unit
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Moscow, Idaho 83843

**Analysis Order Form
Visitor Services Project
Report 27 (Muir Woods)**

Date of request: _____/_____/_____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- | | | |
|--------------------|-----------------------|-------------------------------|
| • Group size | • Activity | • Future interpretive service |
| • Group type | • Site visited | • Service/facility importance |
| • Age | • Other sites visited | • Service/facility quality |
| • State residence | • Total expenses | • Shuttle system |
| • Number of visits | • Lodging expenses | • Reservation system |
| • Entry day | • Food expenses | • Source of information |
| • Length of stay | • Other expenses | |

Two-way comparisons (please write in the appropriate variables from the above list)

_____ by _____
_____ by _____
_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

**Analysis Order Form
Visitor Services Project
Report 27 (Muir Woods)**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- | | | |
|--------------------|-----------------------|-------------------------------|
| • Group size | • Activity | • Future Interpretive service |
| • Group type | • Site visited | • Service/facility importance |
| • Age | • Other sites visited | • Service/facility quality |
| • State residence | • Total expenses | • Shuttle system |
| • Number of visits | • Lodging expenses | • Reservation system |
| • Entry day | • Food expenses | • Source of Information |
| • Length of stay | • Other expenses | |

Two-way comparisons (please write in the appropriate variables from the above list)

_____ by _____
_____ by _____
_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

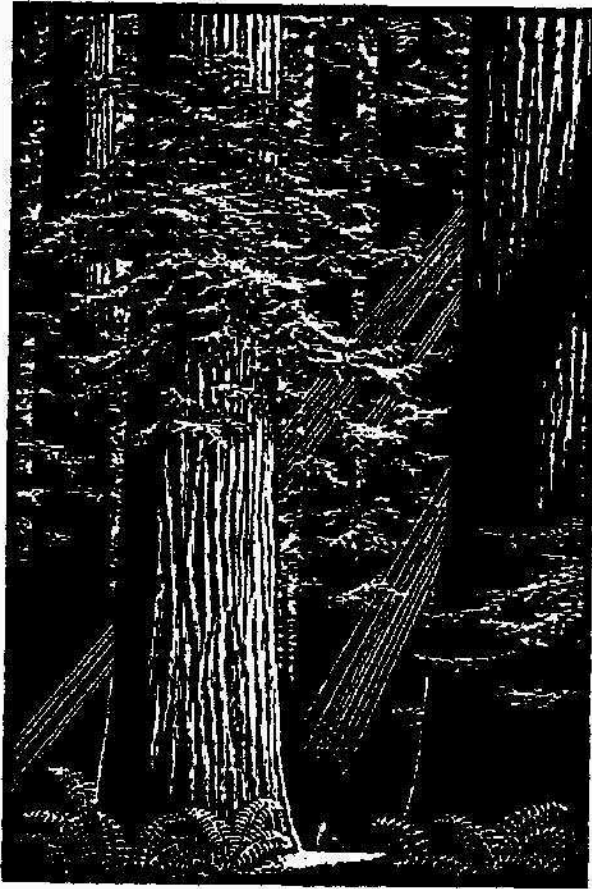
Special instructions

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

QUESTIONNAIRE

Muir Woods Visitor Study

Golden Gate National Recreation Area



The
Visitor Services
Project



IN REPLY REFER TO:

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 objectives are to learn about the expectations, opinions, and interests of visitors to Muir Woods National Monument, a part of Golden Gate National Recreation Area. The study will assist us in our efforts to better manage Muir Woods, 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 after your visit to Muir Woods.

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'Neil
General 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:

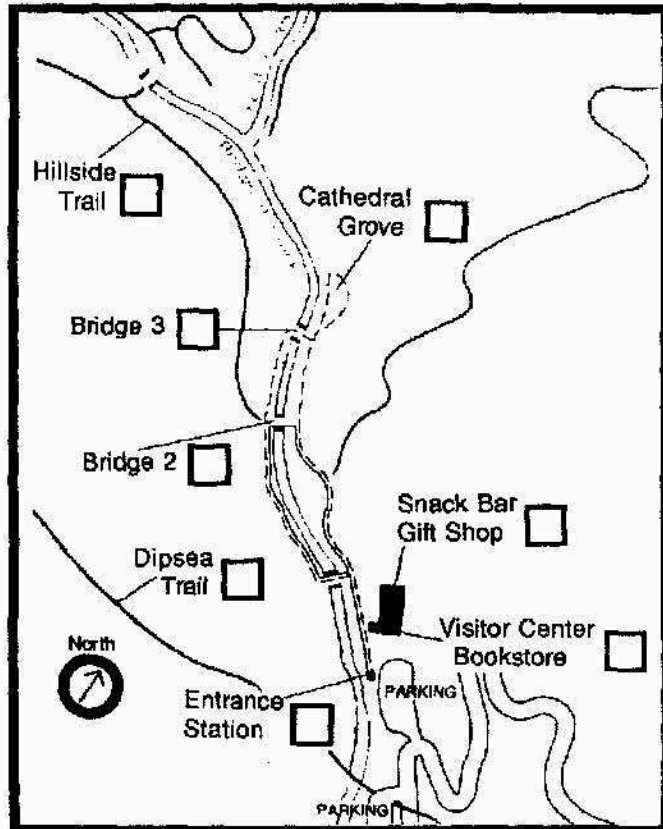
S M T W Th F Sa

PLEASE GO ON TO NEXT PAGE

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 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 most useful to you and your group? Please check (/) only one.

- _____ PUBLICATIONS (brochures, hiking maps, checklists)
- _____ AUDIO-VISUAL SERVICES (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 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 (/) one alternative.

___ 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 →

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	_____	_____	_____

13. Is there anything else you would like to tell us about your visit to Muir Woods National Monument?

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

STAMP

OFFICIAL BUSINESS

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

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

<u>Report #</u>	<u>Title</u>	<u>Report #</u>	<u>Title</u>
1.	Mapping interpretive services: A pilot study at Grand Teton National Park, 1983.	13.	Mesa Verde National Park, 1988.
2.	Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984.	14.	Shenandoah National Park, 1988.
3.	Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984.	15.	Yellowstone National Park, 1988.
4.	Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.	16.	Independence National Historical Park: Four Seasons Study, 1988.
5.	North Cascades National Park Service Complex, 1985.	17.	Glen Canyon National Recreation Area, 1989.
6.	Crater Lake National Park, 1986.	18.	Denali National Park and Preserve, 1989.
7.	Gettysburg National Military Park, 1987.	19.	Bryce Canyon National Park, 1989.
8.	Independence National Historical Park, 1987.	20.	Craters of the Moon National Monument, 1989.
9.	Valley Forge National Historical Park, 1987.	21.	Everglades National Park, 1989.
10.	Colonial National Historical Park, 1988.	22.	Statue of Liberty National Monument, 1990.
11.	Grand Teton National Park, 1988.	23.	The White House Tours, President's Park, 1990.
12.	Harpers Ferry National Historical Park, 1988.	24.	Lincoln Home National Historic Site, 1990.
		25.	Yellowstone National Park, 1990.
		26.	Delaware Water Gap National Recreation Area, 1990.
		27.	Muir Woods National Monument, 1990.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.