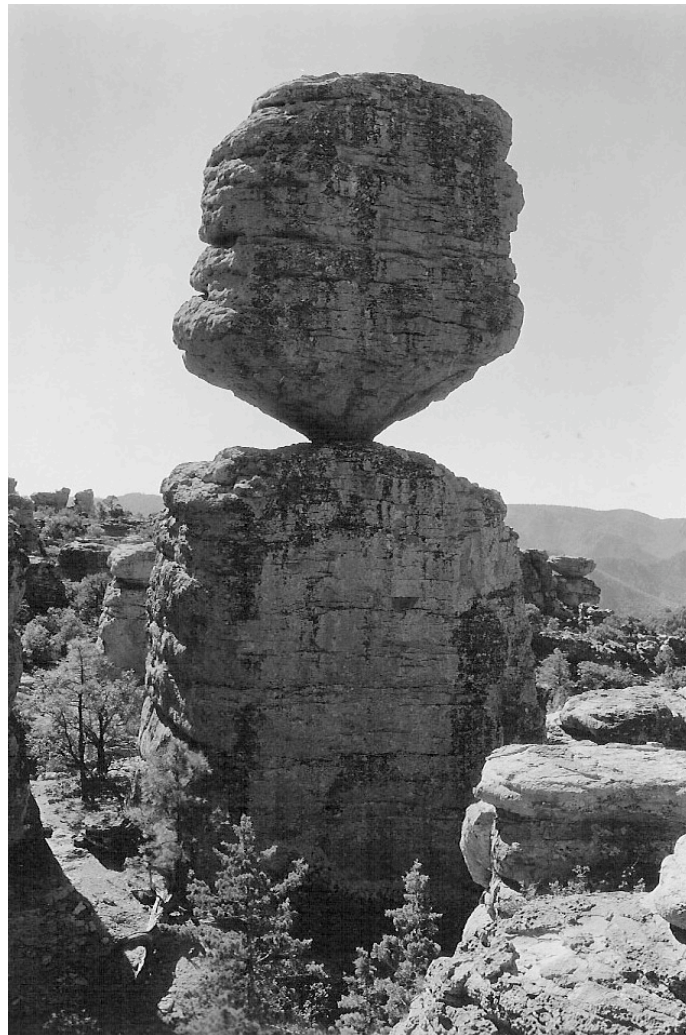




Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

Chiricahua National Monument Visitor Study



OMB Approval 1024-0224

Expiration date: 6/30/2011

**United States Department of the Interior**

NATIONAL PARK SERVICE
Chiricahua National Monument
12856 East Rhyolite Creek Rd
Wilcox, AZ 85643

IN REPLY REFER TO:

March 2011

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Chiricahua National Monument. This information will assist us in our efforts to better manage this park 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 after your visit to complete.

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

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.





Sincerely,

Kym Hall
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this 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, or a #2 pencil.

Like this:  Not like this:   

- 4) Seal it in the postage paid envelope provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

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 cooperatively managed by the Chiricahua National Monument. Your response is voluntary. Your name and e-mail address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and 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 OMB Control Number. We estimate that it will take an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Chiricahua National Monument

NOTE: In this questionnaire, your **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to your visit, how did you and your personal group obtain information about Chiricahua National Monument? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Chiricahua National Monument in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) Prior to this visit

b) Prior to future visits

- | | |
|--|-----------------------|
| <input type="radio"/> Did not obtain information prior to visit → Go to part b of this question | |
| <input type="radio"/> Chamber of Commerce/visitors bureau/state welcome center | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth | <input type="radio"/> |
| <input type="radio"/> Highway signs | <input type="radio"/> |
| <input type="radio"/> Inquiry to park via phone, mail, or e-mail | <input type="radio"/> |
| <input type="radio"/> Chiricahua National Monument website: www.nps.gov/chir | <input type="radio"/> |
| <input type="radio"/> Other websites — Which one(s)? _____ | <input type="radio"/> |
| <input type="radio"/> Local businesses (hotels, motels, restaurants, etc.) | <input type="radio"/> |
| <input type="radio"/> Maps/brochures | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> Previous visits | <input type="radio"/> |
| <input type="radio"/> School class/program | <input type="radio"/> |
| <input type="radio"/> Social media (such as Facebook, Twitter, etc.) | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.) | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

c) From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

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

2. a) Would you or any member of your personal group prefer to receive information about Chiricahua National Monument in languages other than English?

☐ Yes ☐ No → **Go to Question 3**

b) If YES, which language(s)? _____

3. On this trip, what was the **primary** reason that you and your personal group came to the Chiricahua National Monument **area** (within 75 miles of the park)? Please mark (●) **one**.

☐ Resident of the area (within 75 miles of the park) → **Go to Question 4**

☐ Visit Chiricahua National Monument

☐ Visit other attractions in the area

☐ Visit friends/relatives in the area

☐ Traveling through – unplanned visit

☐ Business

☐ Other (Please specify) _____

4. On this visit, how many vehicles did you and your personal group use to arrive at the park?

_____ Number of vehicles

5. a) On this visit, did you and your personal group drive a recreational vehicle to Chiricahua National Monument?

☐ Yes ☐ No → **Go to part c of this question**

b) If YES, how long was it? _____ Number of feet

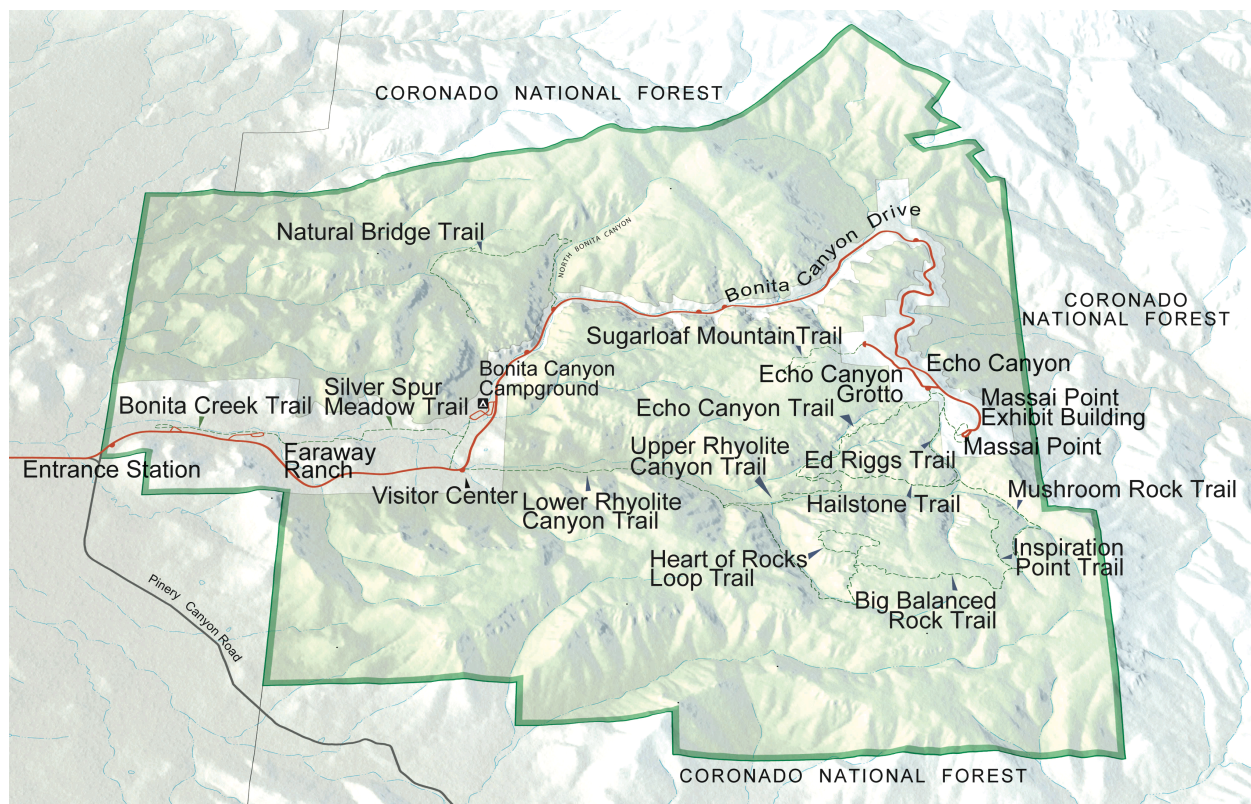
c) On this visit, were you and your personal group in a vehicle or recreational vehicle pulling a trailer or another vehicle?

☐ Yes ☐ No → **Go to Question 6**

- d) If YES, how long was it? _____ Number of feet
6. a) On this trip, did you and your personal group stay overnight away from your **permanent residence** either inside Chiricahua National Monument or within the nearby area (within 75 miles of the park)?
- ☐ Yes ☐ No → **Go to Question 7**
- b) If YES, please list the number of nights you and your personal group stayed in Chiricahua National Monument and the area (within 75 miles of the park).
- _____ Number of nights inside Chiricahua National Monument
- _____ Number of nights in the **area** outside Chiricahua National Monument
- c & d) In which types of lodging did you and your personal group spend the night(s) in Chiricahua National Monument or in the area (within 75 miles of the park)? Please mark (●) **all** that apply.
- | c) Inside Chiricahua National Monument | d) Outside
Chiricahua National Monument
(within 75 miles of park) |
|--|--|
| n/a Lodge, hotel, motel, vacation rental, B&B, etc. | <input type="radio"/> |
| <input type="radio"/> RV/trailer camping | <input type="radio"/> |
| <input type="radio"/> Tent camping in developed campground | <input type="radio"/> |
| n/a Residence of friends or relatives | <input type="radio"/> |
| n/a U.S. Forest Service camping | <input type="radio"/> |
| n/a Personal residence | <input type="radio"/> |
| <input type="radio"/> Other (Please specify) | <input type="radio"/> |
- Other inside _____ Other outside _____
7. Several ways to reduce campground congestion at Chiricahua National Monument are being considered. Which option do you and your personal group prefer? Please mark (●) **one**.
- ☐ Not interested in camping inside the park → **Go to Question 8**
- ☐ First come, first served until the campground is full
- ☐ Use a reservation system
- ☐ Raise camping fees
- ☐ Other (Please specify) _____

8. For this trip, please list the order (#1, 2, 3, etc.) in which you and your personal group visited the following sites at Chiricahua National Monument. If you did not visit a site, please leave that line blank. Use the map below to help you locate the sites you visited.

_____ Echo Canyon Trail	_____ Massai Point
_____ Silver Spur Meadow Trail	_____ Natural Bridge Trail
_____ Faraway Ranch	_____ Sugarloaf Mt. Trail
_____ Heart of Rocks Trail	_____ Visitor center
_____ Massai Point Exhibit Building	
_____ Other (Please specify) _____	



9. In your opinion, would a trail connecting the southern border of Chiricahua National Monument and the rest of the Chiricahua Mountains be a valuable addition to your experience?

☐ Yes ☐ No

10. a) On this visit, in which activities did you and your personal group participate within Chiricahua National Monument? Please mark (●) **all** that apply in column (a).
- b) If you were to visit the park in the future, in which activities would you and your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

<u>a) Activities on this visit</u>	<u>b) Activities on future visit</u>
------------------------------------	--------------------------------------

- | | |
|--|-----------------------|
| <input type="radio"/> Attending ranger-led talks/programs/hikes
(other than Faraway Ranch House tour) | <input type="radio"/> |
| <input type="radio"/> Birdwatching | <input type="radio"/> |
| <input type="radio"/> Creative arts (photography/drawing/painting/writing) | <input type="radio"/> |
| <input type="radio"/> Enjoying solitude/quiet | <input type="radio"/> |
| <input type="radio"/> General sightseeing | <input type="radio"/> |
| <input type="radio"/> Horseback riding | <input type="radio"/> |
| <input type="radio"/> Picnicking | <input type="radio"/> |
| <input type="radio"/> Purchasing books/sales items | <input type="radio"/> |
| <input type="radio"/> Taking Faraway Ranch House tour | <input type="radio"/> |
| <input type="radio"/> Visiting visitor center | <input type="radio"/> |
| <input type="radio"/> Walking/day hiking | <input type="radio"/> |
| <input type="radio"/> Wildlife viewing (other than birds) | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

- c) What are the three most important activities to you and your personal group?

First _____

Second _____

Third _____

11. a) On this visit to Chiricahua National Monument, did you and your personal group attend any ranger-led talks/programs/hikes?

☐ Yes ☐ No

- b) If NO, what prevented you and your personal group from participating in ranger-led talks/programs/hikes? Please mark (●) **all** that apply.
- ☐ Not interested. If not, why not? _____
 - ☐ Did not have time for this activity
 - ☐ Not aware of any ranger-led programs offered at park
 - ☐ Not enough programs offered
 - ☐ Other (Please specify) _____
- c) On a future visit, would you and your personal group be interested in attending ranger-led programs in Chiricahua National Monument?
- ☐ Yes, likely ☐ No, unlikely ☐ Not sure
- d) Which of the following programs would you and your personal group like to have available at Chiricahua National Monument? Please mark (●) **all** that apply.
- ☐ Junior Ranger activity book (1-2 hrs)
 - ☐ History/nature day camp with multiple activities (4-5 hrs)
 - ☐ Living history programs with costumes (1 hr)
 - ☐ Ranger-led hikes (1-3 hrs)
12. If you were to visit Chiricahua National Monument in the future, which topics would you and your personal group like to learn about in interpretive programs? Please mark (●) **all** that apply.
- ☐ Not interested in interpretive programs → **Go to Question 13**
 - ☐ Geology
 - ☐ Early inhabitants/prehistoric peoples
 - ☐ Army/Buffalo soldiers
 - ☐ Ranching/European settlement
 - ☐ Climate change
 - ☐ Historic resources/ruins preservation
 - ☐ Other (Please specify) _____
 - ☐ Night sky/astronomy
 - ☐ Civilian Conservation Corp (CCC)
 - ☐ Apache
 - ☐ Threatened and endangered species
 - ☐ Wilderness
 - ☐ Role of fire

13. a) On this visit, how long did you and your personal group spend visiting Chiricahua National Monument? Please list partial hours/days as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

_____ Number of hours **if less than 24 hours**

- OR -

_____ Number of days **if 24 hours or more**

- b) How long did you and your personal group stay in the Chiricahua National Monument **area** (within 75 miles of the park)? Please list partial hours/days as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

☐ Resident of the area → **Go to part c of this question**

_____ Number of hours **if less than 24 hours**

- OR -

_____ Number of days **if 24 hours or more**

- c) On this trip, how many times did you and your personal group enter the park?

_____ Number of times entered

14. a) For the safety issues below, please indicate how safe you and your personal group felt from crime and accidents during this visit to Chiricahua National Monument. Please mark (●) **one** answer for each issue.

Safety issue	How safe did you feel in the park?				
	Very unsafe	Somewhat unsafe	No opinion	Somewhat safe	Very safe
Personal safety—from crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety—from accidents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal property—from crime	<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 “somewhat unsafe” for any of the above issues, please explain why.

15. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

☐ Yes

☐ No

→ **Go on to Question 16**

- b) If YES, what services or activities were difficult to access/participate in?

16. a) Please mark (●) **all** the information services and facilities that you or your personal group **used** at Chiricahua National Monument during this visit.
- b) For only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) For, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Information services/facilities used?	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Commercial services (gas station, store, etc.)	_____	_____
<input type="radio"/> Entrance station	_____	_____
<input type="radio"/> Evening programs	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park website: www.nps.gov/chir used before or during visit	_____	_____
<input type="radio"/> Ranger-led talks/programs/tours	_____	_____
<input type="radio"/> Roadside exhibits	_____	_____
<input type="radio"/> Self-guided trail brochures	_____	_____
<input type="radio"/> Social networks (Twitter, Facebook, etc.)	_____	_____
<input type="radio"/> Technology (e-hikes, audio tours, podcasts/videocasts, etc.)	_____	_____
<input type="radio"/> Trailside exhibits	_____	_____
<input type="radio"/> Videos/films	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____

17. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Chiricahua National Monument and the surrounding area (within 75 miles of the park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your group's total expenditures inside Chiricahua National Monument.
- b) Please list your group's total expenditures in the **surrounding area** outside the park (within 75 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Chiricahua National Monument.

	EXPENDITURES	
	a) Inside park	b) Outside park
Lodges, hotels, motels, cabins, B&B, etc.	na	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	na	\$ _____
Restaurants and bars	na	\$ _____
Groceries and takeout food	na	\$ _____
Gas and oil (auto, RV, boat, etc.)	na	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	na	\$ _____
Admission, 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)

Please write "0" if no children were covered by the expenditures.

- d) What was the total cost of your trip to Chiricahua National Monument from when you left home until you returned? \$ _____

18. a) On this trip, if you and your personal group had not chosen to visit Chiricahua National Monument, what other recreation site would you have visited instead?

- b) How far is this alternative site from your home? _____ miles

19. On this visit, were you and your personal group part of the following types of organized groups?

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

20. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

☐ Alone ☐ Friends

☐ Family ☐ Family and friends

☐ Other (Please specify) _____

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

_____ Number of people

21. For you and your personal group on this visit, please provide the following. (If you do not know the answer, please leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c & d) Number of visits to Chiricahua National Monument (including this visit)	
			Past 5 years	Lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

22. a) Which category best represents your annual **household** income? Please mark (●) **one**.

- | | | |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999 | <input type="radio"/> \$150,000-\$199,999 |
| <input type="radio"/> \$25,000-\$34,999 | <input type="radio"/> \$75,000-\$99,999 | <input type="radio"/> \$200,000 or more |
| <input type="radio"/> \$35,000-\$49,999 | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

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

c) Did your household take any unpaid vacation or take unpaid time off from work to come on this trip?

- ☐ Yes ☐ No → **Go on to Question 23**

d) How much income did your household forego to make this trip? \$ _____

23. If you were to visit Chiricahua National Monument in the future, which of the following commercial services/amenities would you and your personal group like to have available? Please mark (●) **all** that apply.

- | | |
|--|---|
| <input type="radio"/> Not interested in commercial services → Go to Question 24 | |
| <input type="radio"/> Café/restaurant | <input type="radio"/> Horse corrals |
| <input type="radio"/> Convenience store
(milk, ice, sodas, etc.) | <input type="radio"/> Lodge/bed and breakfast |
| <input type="radio"/> Commercial tours
(horseback riding, hiking, etc.) | <input type="radio"/> RV park/campground |
| <input type="radio"/> Gas/diesel station | |
| <input type="radio"/> Other (Please specify) _____ | |

24. a) What did you and your personal group like **most** about your visit to Chiricahua National Monument?

- b) What did you and your personal group like **least** about your visit to Chiricahua National Monument?

25. If you were a manager planning for the future of Chiricahua National Monument what would you and your personal group propose?

26. Is there anything else you and your personal group would like to tell us about your visit to Chiricahua National Monument?

27. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Chiricahua National Monument during this visit? Please mark (●) **one**.

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

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

♻️ Printed on recycled paper

OFFICIAL BUSINESS

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Park Studies Unit
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University of Idaho
P.O. Box 441139
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