



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

Visitor Services Project

Fort Bowie National Historic Site Visitor Study



OMB Approval 1024-0224

Expiration date: 06-30-2011

**United States Department of the Interior**

NATIONAL PARK SERVICE
Fort Bowie National Historic Site
3327 Old Fort Bowie Rd.
Bowie, AZ 85605

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 Fort Bowie National Historic Site. 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 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, 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 with the stickers 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 Fort Bowie National Historic Site. 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 Fort Bowie National Historic Site

NOTE: In this questionnaire, “**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 Fort Bowie National Historic Site? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Fort Bowie National Historic Site 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"/> Fort Bowie National Historic Site website: www.nps.gov/fobo | <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 Fort Bowie National Historic Site 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 Fort Bowie National Historic Site **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 Fort Bowie National Historic Site

☐ 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? Please write "0" if you did not arrive by vehicle.

_____ Number of vehicles

5. a) On this visit, did you and your personal group drive a recreational vehicle to Fort Bowie National Historic Site?

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

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

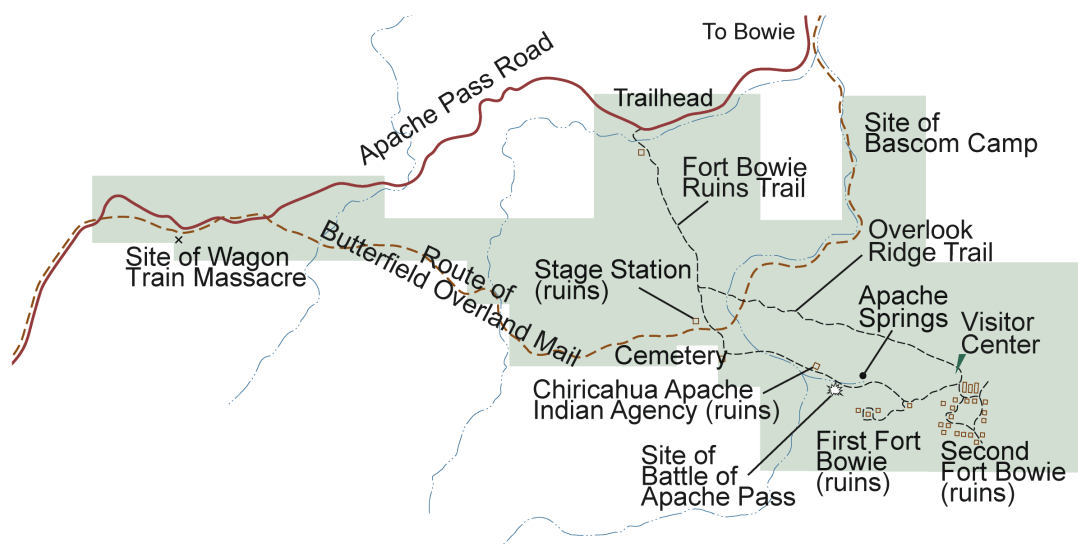
c) On this visit, were you and your personal group in a vehicle or recreational vehicle pulling a trailer or another vehicle?

☐ 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** in the area within 75 miles of Fort Bowie National Historic Site?
- ☐ Yes ☐ No → **Go to Question 7**
- b) If YES, please list the number of nights you and your personal group stayed in the area within 75 miles of the park.
- _____ Number of nights in the **area** outside Fort Bowie National Historic Site
- c) In which types of lodging did you and your personal group spend the night(s) in the Fort Bowie National Historic Site **area** within 75 miles of the park? Please mark (●) **all** that apply.
- ☐ Lodge, hotel, motel, vacation rental, B&B, etc.
- ☐ U.S. Forest Service/Bureau of Land Management (USFS/BLM) camping
- ☐ RV/trailer camping (other than USFS/BLM camping)
- ☐ Tent camping in developed campground (other than USFS/BLM camping)
- ☐ Residence of friends or relatives
- ☐ Personal seasonal residence
- ☐ Other (Please specify) _____
7. On this visit, were the signs directing you and your personal group to and around Fort Bowie National Historic Site adequate? Please mark (●) **one** answer for each of the following.
- | | | | |
|-------------------------------|---------------------------|--------------------------|-----------------------------------|
| a) Interstate signs | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| b) State highway signs | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| c) Signs in local communities | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| d) Signs in the park | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
- e) If you answered NO for any of the above, please explain.
- Interstate _____
- State highway _____
- In local communities _____
- In park _____

8. On this visit to Fort Bowie National Historic Site, which park sites did you and your personal group visit? Please mark (●) **all** that apply. Use the map below to help you locate the sites you visited.

- | | |
|--|---|
| <input type="radio"/> Apache Springs | <input type="radio"/> Overlook Ridge Trail |
| <input type="radio"/> Cemetery | <input type="radio"/> Butterfield Overland Trail |
| <input type="radio"/> First Fort Bowie | <input type="radio"/> Accessible Entrance |
| <input type="radio"/> Fort Bowie Ruins Trail | <input type="radio"/> Ranger Station/Visitor Center |
| <input type="radio"/> Other (Please specify) _____ | |



9. a) On this visit to Fort Bowie National Historic Site, did you and/or anyone in your personal group walk the 1.5 mile trail between the parking area and the fort?

☐ Yes ☐ No

- b) On this visit to Fort Bowie National Historic Site, did you and/or anyone in your personal group walk around the Fort Bowie ruins?

☐ Yes ☐ No

- c) How would you describe the interpretive exhibits that you and your personal group viewed along the trail/ruins? Please mark (●) **one** for each item.

☐ Did not view exhibits along the trail/ruins → **Go to Question 10**

Number of exhibits ☐ Not enough ☐ About right ☐ Too much

Amount of information (length, detail, etc.) ☐ Not enough ☐ About right ☐ Too much

10. In your opinion, would a hiking trail/horse trail connection between Fort Bowie National Historic Site and Chiricahua National Monument be a valuable addition to your park experience?

☐ Yes ☐ No

11. a) On this visit, in which activities did you and your personal group participate within Fort Bowie National Historic Site? 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).

a) Activities on this visit

b) Activities on future visit

- | | |
|--|-----------------------|
| <input type="radio"/> Attending ranger-led programs | <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"/> Studying history | <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) Which three of the above activities were most important to you and your personal group?

1. _____

2. _____

3. _____

12. a) On this visit, how many hours in **total** did you and your personal group spend visiting Fort Bowie National Historic Site?

_____ Total number of hours (Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.)

- b) On this visit, did you and your personal group visit Fort Bowie National Historic Site on more than one day?

☐ Yes ☐ No

- c) If YES, on how many days did you visit the park?

_____ Total number of days

- d) How long did you and your personal group stay in the Fort Bowie National Historic Site **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 e of this question**

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

- OR -

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

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

_____ Number of times entered

13. a) On this visit to Fort Bowie National Historic Site, did you and your personal group attend any ranger-led programs?

☐ Yes ☐ No

- b) If NO, what prevented you and your personal group from attending ranger-led programs? 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 Fort Bowie National Historic Site?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

d) Which of the following programs would you and your personal group like to have available at Fort Bowie National Historic Site? Please mark (●) **all** that apply.

e) Next, for the programs that you and your personal group were interested in attending, what length of program would you and your personal group prefer? Please mark (●) **one** for each program.

d)	Program	e) Length				Other (Specify)
		Under ½ hour	½ to 1 hour	1-2 hours	More than one day	
<input type="radio"/>	Junior Ranger Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/>	Living history/ costume interpretation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/>	History/nature camp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/>	Ranger-led hike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/>	Other (Specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____

14. One of the purposes of Fort Bowie National Historic Site is to present multiple viewpoints on the impacts of the Apache Wars on both the Apache and American cultures.

a) Please mark (●) **all** the topics that you and your personal group learned about via park films/exhibits/ranger programs during this visit to Fort Bowie National Historic Site.

b) For only those topics that you learned about, please rate their importance (from 1-5) in presenting different viewpoints of the Apache Wars?

c) For only those topics that you learned about, please rate (from 1-4) the amount of information that you received.

a) Topic	b) 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important		c) 1=Almost none 2=Some but not enough 3=About right 4=Too much	
<input type="radio"/> Events of the Battle of Apache Pass		_____		_____
<input type="radio"/> Apache culture prior to the Battle		_____		_____
<input type="radio"/> Events of the Apache Wars		_____		_____
<input type="radio"/> Impact of the Apache Wars on American history		_____		_____
<input type="radio"/> Impact of the Apache Wars on Apache history		_____		_____
<input type="radio"/> Natural setting where events occurred		_____		_____

d) In your opinion, which stories presented at Fort Bowie National Historic Site need to be emphasized or strengthened?

15. If you were to visit Fort Bowie National Historic Site 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 16**
- | | |
|--|---|
| <input type="radio"/> Geology | <input type="radio"/> Night sky/astronomy |
| <input type="radio"/> Early inhabitants/prehistoric peoples | <input type="radio"/> Ranching/European settlement |
| <input type="radio"/> Apache | <input type="radio"/> Army/Buffalo soldiers |
| <input type="radio"/> Historic resources/preservation of ruins | <input type="radio"/> Threatened and endangered species |
| <input type="radio"/> Climate change | <input type="radio"/> Wilderness |
| <input type="radio"/> Other (Please specify) _____ | |

16. a) For the safety issues below, please indicate how safe you and your personal group felt from crime and accidents during this visit to Fort Bowie National Historic Site. 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.

17. 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 18**

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

18. a) Please mark (●) **all** the information services and facilities that you or your personal group **used** at Fort Bowie National Historic Site 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 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, service etc.)	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park website: www.nps.gov/fobo/ (used before or during visit)	_____	_____
<input type="radio"/> Ranger-led talks/programs	_____	_____
<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"/> Visitor center exhibits	_____	_____

19. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Fort Bowie National Historic Site 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"/>

20. For you and your personal group, please estimate all expenditures for each category listed below for this visit to Fort Bowie National Historic Site 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 Fort Bowie National Historic Site.

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 Fort Bowie National Historic Site.

	EXPENDITURES	
	a) Inside park	b) Outside park
Lodges, hotels, motels, cabins, B&B, etc.	n/a	\$ _____
Camping fees and charges	n/a	\$ _____
Guide fees and charges	n/a	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees	n/a	\$ _____
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 Fort Bowie National Historic Site from when you left home until you returned? \$ _____

21. a) On this trip, if you and your personal group had not chosen to visit Fort Bowie National Historic Site, what other recreation site would you have visited instead?

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

22. 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

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

☐ 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

24. 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 Fort Bowie National Historic Site (including this visit)	
			Past 5 years	Lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

25. 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 26**

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

26. a) What did you and your personal group like **most** about your visit to Fort Bowie National Historic Site?

b) What did you and your personal group like **least** about your visit to Fort Bowie National Historic Site?

27. If you were a manager planning for the future of Fort Bowie National Historic Site what would you and your personal group propose?

28. Is there anything else you and your personal group would like to tell us about your visit to Fort Bowie National Historic Site?

Thank you for your help! Please seal the questionnaire with the stickers 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
Moscow, Idaho 83844-1139**

