



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

Visitor Services Project

Capitol Reef National Park

Visitor Study





United States Department of the Interior

NATIONAL PARK SERVICE

Capitol Reef National Park
HC 70 Box 15
Torrey, UT 84775-9602

IN REPLY REFER TO:

May-June, 2008

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Capitol Reef National Park. This information will help us improve our management of this park and better serve you, our visitor.

This questionnaire will be given to only 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 the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, 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,

Al Hendricks
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 pencil with dark (e.g. #2) lead.

Like this:  Not like this:   

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to 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 Capitol Reef National Park

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. Prior to your visit, were you and your group aware of the existence of Capitol Reef National Park (NP)?

Yes No

2. a) Prior to your visit, how did you and your personal group obtain information to plan your visit to Capitol Reef NP? Please mark (●) **all** that apply in the left column.

- b) If you were to visit Capitol Reef NP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in the right column.

a) Prior to this visit (●)

b) On future visits (●)

- | | |
|---|-----------------------|
| <input type="radio"/> Obtained no information prior to visit → Go to part b of this question | |
| <input type="radio"/> Friends/relatives/word of mouth | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.) | <input type="radio"/> |
| <input type="radio"/> Maps/brochures | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> E-mail/telephone/written inquiry to park | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/videos | <input type="radio"/> |
| <input type="radio"/> Capitol Reef NP website: www.nps.gov/care/ | <input type="radio"/> |
| <input type="radio"/> Other websites | <input type="radio"/> |
| <input type="radio"/> State welcome center/Chamber of Commerce | <input type="radio"/> |
| <input type="radio"/> Highway signs | <input type="radio"/> |
| <input type="radio"/> School class/program | <input type="radio"/> |
| <input type="radio"/> Information from local motel or other business | <input type="radio"/> |
| <input type="radio"/> Information from another national park | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visits _____

c) From the sources marked above, did you and your personal group receive the type of information about the park that you needed?

- No
 Yes → **Go to Question 3**

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

3. a) If you and your personal group used the park website (www.nps.gov/care/) prior to or during this visit, please rate how helpful the website was in planning your visit, by marking (●) **one** response below.

Did not use website → **Go to part b of this question**

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all helpful | Somewhat helpful | Moderately helpful | Very helpful | Extremely helpful |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

b) If you were to visit Capitol Reef NP in the future, what information on the park website (<http://www.nps.gov/care/>) would you and your personal group like to have available? Please mark (●) **all** that apply.

- Not interested in using the website → **Go to Question 4**
- Information to plan your visit (directions, operating hours, fees, things to do, etc.)
- Information about how to contact the park
- Schedule of events and programs
- Information about the park geology, cultural and natural history, etc.
- Other (Please specify) _____

4. For this trip, what was the **primary** reason that you and your personal group visited the **area** (within 100 miles) of Capitol Reef NP? Please mark (●) **one**.

- | | |
|---|---|
| <input type="radio"/> Resident of area | <input type="radio"/> Business |
| <input type="radio"/> Visit Capitol Reef NP | <input type="radio"/> Travel through to another destination |
| <input type="radio"/> Visit other attractions in the area | |
| <input type="radio"/> Visit friends/relatives in the area | |
| <input type="radio"/> Other (Please specify) _____ | |

5. On this visit, what was the **primary** reason that you and your personal group visited Capitol Reef NP? Please mark (●) **one**.

- Take scenic drive/view scenery
- Participate in recreation (hiking, bicycling, camping, etc.)
- Fruit picking
- Study nature, including birdwatching
- Show park to friends/relatives
- Visit a National Park Service site
- Obtain stamp in National Park Passport book
- Travel through to other destination
- Other (Please specify) _____

6. a) For this visit, please mark all of the sites that you and your personal group visited in Capitol Reef NP. Please mark (●) **all** that apply.

- | | |
|--|--|
| <input type="radio"/> Scenic drive | <input type="radio"/> Behunin Cabin |
| <input type="radio"/> Visitor center | <input type="radio"/> Panorama Point/Goosenecks Overlook |
| <input type="radio"/> Gifford Farmhouse | <input type="radio"/> Notom/Burr Trail Road |
| <input type="radio"/> Cathedral Valley | <input type="radio"/> South Draw |
| <input type="radio"/> Ripple Rock Nature Center | <input type="radio"/> Fruita Historic District |
| <input type="radio"/> Historic Fruita Schoolhouse | <input type="radio"/> Orchards |
| <input type="radio"/> Petroglyph panel (Hwy 24) | <input type="radio"/> Campground |
| <input type="radio"/> Blacksmith shop | <input type="radio"/> Picnic area |
| <input type="radio"/> Other (Please specify) _____ | |

b) Which site did you visit first? _____

7. a) On this trip, how much time did you and your personal group spend outside the park, but in the **area** (within 100 miles)?

_____ Number of hours **if less than 24 hours** (e.g. ¼ hr, 1 ½ hrs, 2 hrs)

_____ Number of days **if 24 hours or more** (e.g. 1 day, 1 ¼ day, 2 ½ days)

b) On this visit to Capitol Reef NP, how long did you and your personal group spend visiting the park?

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

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

8. a) While planning this visit, what activities did you and your personal group expect to do at Capitol Reef NP? Please mark (●) **all** that apply.

b) During this visit to Capitol Reef NP, what activities did you and your personal group participate in? Please mark (●) **all** that apply.

a) Expected activities

b) Activities participated in

- | | |
|--|-----------------------|
| <input type="radio"/> Attending ranger-led programs | <input type="radio"/> |
| <input type="radio"/> Backpacking | <input type="radio"/> |
| <input type="radio"/> Bicycling | <input type="radio"/> |
| <input type="radio"/> Enjoying nature, including birdwatching | <input type="radio"/> |
| <input type="radio"/> Exploring backcountry roads | <input type="radio"/> |
| <input type="radio"/> Hiking | <input type="radio"/> |
| <input type="radio"/> Picking fruit | <input type="radio"/> |
| <input type="radio"/> Picnicking | <input type="radio"/> |
| <input type="radio"/> Star gazing/viewing night skies | <input type="radio"/> |
| <input type="radio"/> Taking photographs/painting/drawing | <input type="radio"/> |
| <input type="radio"/> Visiting historic sites/areas | <input type="radio"/> |
| <input type="radio"/> Viewing scenery | <input type="radio"/> |
| <input type="radio"/> Visiting prehistoric sites (such as petroglyphs) | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

Expected _____ Participated in _____

c) Which **one** of the above activities was the **primary** activity that you and your personal group did in Capitol Reef NP on this visit? Please list **one** answer.

9. a) On this trip, did you and your personal group stay overnight **away from home** within 100 miles of the park?

Yes No → **Go to Question 10**



- b) and c) If YES, how many nights did you and your personal group spend in the following types of accommodations? Please write the number of nights stayed.

**b) Number of nights
inside park**

**c) Number of nights
outside park within 100 miles**

n/a	Lodge, motel, cabin, rented condo/home, or bed & breakfast	_____
_____	Camping in developed campground	_____
↘	(Specify the camping location in the park: _____)	
_____	Backcountry campsite	_____
_____	Personal seasonal residence	_____
_____	Residence of friends or relatives	_____
_____	Other (Please specify below)	_____
Inside	_____	Outside _____

10. a) On this trip, where did you and your personal group stay on the night prior to visiting Capitol Reef NP? If you stayed at home, please write the name of the town and state where you live.

Town/city _____ State _____

- b) On this trip, where did you and your personal group stay on the night after leaving Capitol Reef NP? If you stayed at home please write the name of the town and state where you live.

Town/city _____ State _____

11. Capitol Reef NP interpretive programs and exhibits discuss topics such as: geology, American Indian culture/history, pioneer history, historic orchards, and plants/animals.

- a) On this visit to Capitol Reef NP, did you and your group attend any ranger-led programs/activities?

Yes No → b) If NO, why not? _____

d) Please list any additional topics you and your personal group are interested in learning about Capitol Reef NP.

13. a) On this visit, did you and your personal group visit the park bookstore?

- Yes No → **Go to Question 14**

b) If YES, were you able to find the sales items you and your personal group were interested in?

- Yes No

c) If NO, what sales items would you like to have provided? _____

d) Please rate the quality of books and other sales items in the park bookstore.

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

14. On this visit, how important were the following attributes/resources to you? Please mark (●) one answer for each resource.

Attribute/resource	Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic/natural vistas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic/cultural sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orchards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prehistoric sites, such as petroglyphs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean air	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ecosystems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark, starry night skies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. a) Please mark (●) **all** information services and facilities that you or your personal group **used** in Capitol Reef NP during this visit.
- b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Visitor services and facilities used	b) If used, how important?	c) If used, what quality?
Mark (●)	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good

<input type="radio"/> Official park brochure/map	_____	_____
<input type="radio"/> Exhibits at visitor center	_____	_____
<input type="radio"/> Video program at visitor center	_____	_____
<input type="radio"/> Other park publications/site bulletins	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Exhibits at Ripple Rock Nature Center	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Exhibits at Gifford House	_____	_____
<input type="radio"/> Self-guided nature trails	_____	_____
<input type="radio"/> CD: "A Self-Guided Driving Tour"	_____	_____
<input type="radio"/> Roadside exhibits	_____	_____
<input type="radio"/> Bulletin boards	_____	_____
<input type="radio"/> Telephone inquiries/hotlines used before or during visit	_____	_____

d) If you and your personal group have comments on any of the above services and facilities, please use the lines below.

Service/facility (List)	Comment (Please be specific)
_____	_____
_____	_____

16. a) Please mark (●) **all** visitor services and facilities that you or your personal group **used** in Capitol Reef NP during this visit.

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

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

a) Visitor services and facilities used	b) If used, how important?	c) If used, what quality?
Mark (●)	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good

- | | | |
|---|-------|-------|
| <input type="radio"/> Trails | _____ | _____ |
| <input type="radio"/> Roads | _____ | _____ |
| <input type="radio"/> Restrooms | _____ | _____ |
| <input type="radio"/> Campgrounds | _____ | _____ |
| <input type="radio"/> Picnic areas | _____ | _____ |
| <input type="radio"/> Parking areas | _____ | _____ |
| <input type="radio"/> Access for disabled persons | _____ | _____ |
| <input type="radio"/> Recycling | _____ | _____ |
| <input type="radio"/> Trash cans/dumpsters | _____ | _____ |
| <input type="radio"/> Drinking water | _____ | _____ |
| <input type="radio"/> RV dump station | _____ | _____ |
| <input type="radio"/> Park directional signs | _____ | _____ |

d) If you and your personal group have comments about any of the above services and facilities, please use the lines below.

Service/facility (List)	Comment (Please be specific)
_____	_____
_____	_____

17. For you and your personal group, please list all expenditures for the items listed below during this visit to Capitol Reef NP and the surrounding area (within 100 miles). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Capitol Reef NP.
- b) Please list your personal group's total expenditures in the **area outside** the park (within 100 miles).

NOTE: Area residents should only include expenditures that were **directly related** to this visit to Capitol Reef NP.

	EXPENDITURES	
	a) Inside Capitol Reef NP	b) In surrounding area outside park
Lodge/hotel/motel/bed & breakfast/cabins	n/a	\$ _____
Camping fees and charges	\$ _____	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Fishing/boating/kayaking	\$ _____	\$ _____
Trail rides/guided tours	\$ _____	\$ _____
Other transportation expenses (rental cars, auto repair, etc.)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other purchases (souvenirs, books, sporting goods, clothing, etc.)	\$ _____	\$ _____

c) How many people do the above expenses cover?
 _____ Adults (18 years or over) _____ Children (under 18 years)

Please write "0" if the expenditures did not include any children.

18. Units of the National Park System are established to preserve places with outstanding natural and cultural resources and to provide ways for visitors to enjoy these resources.

a) In your opinion, how important is conducting scientific research about natural and cultural resources in national parks?

	Not important	Somewhat important	Moderately important	Very important	Extremely important
Science/research—scientific study of park resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) Do you think conducting scientific research about natural and cultural resources is a valuable use of public land?

Yes No

c) Are you and your personal group interested in learning about the latest research that is being conducted in national park units?

Yes No → **Go to Question 19**



d) If YES, how would you like to learn this information? For example, website, brochure, exhibit, etc.

19. On this trip were you and your personal group with the following groups?

a) Commercial guided tour group Yes No

b) School/educational group Yes No

c) Other organized group (such as business group, scout group, etc.) Yes No

20. On this visit, what kind of personal group were you with? Please mark (●) **one**.

Alone Friends

Family Family and friends

Other (Please specify) _____

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

_____ Number of people

b) On this visit, please list the number of vehicles in which you and your personal group arrived at the park.

_____ Number of vehicles

c) On this trip, how many times did you and your personal group enter Capitol Reef NP?

_____ Number of times entered

22. a) When visiting an area such as Capitol Reef NP, what **one** language do you and most members of your personal group prefer to use for the following?

Speaking

Reading

b) What **services** in the park would you like to have provided in languages other than English? Please specify a **service** or mark (●) "None."

Services: _____ None

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

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Capitol Reef NP (including this visit) lifetime
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

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

- Yes No → **Go to Question 25**
- ↓

b) If YES, were there services or activities that were difficult to access/participate in? Please be specific.

25. Is there anything else you and your personal group would like to tell us about your visit to Capitol Reef NP?

26. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Capitol Reef NP during this visit? Please mark (●) **one**.

- Very poor Poor Average Good Very good
-

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
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