



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

Visitor Services Project

Fort Union National Monument

Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Fort Union National Monument
P.O. Box 127
Watrous, NM 87753

IN REPLY REFER TO:

Summer 2010

Dear Visitor:

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

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 after your visit to complete.

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.

Results of this study will be available to the public in 2011 and will be posted on the web at www.psu.uidaho.edu.

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,





A handwritten signature in cursive script that reads "Marie A. Sauter".

Marie A. Frias Sauter
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 personal 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 Fort Union National Monument

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 this, how did you and your personal group obtain information about Fort Union National Monument? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Fort Union 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"/> Obtained no information prior to visit → Go to part b of this question	
<input type="radio"/> Fort Union National Monument website: www.nps.gov/foun	<input type="radio"/>
<input type="radio"/> Other websites	<input type="radio"/>
<input type="radio"/> Friends/relatives/word of mouth	<input type="radio"/>
<input type="radio"/> Genealogy research	<input type="radio"/>
<input type="radio"/> Inquiry to the park via phone, mail, or email	<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"/> Other National Park Service sites/units	<input type="radio"/>
<input type="radio"/> Previous visits	<input type="radio"/>
<input type="radio"/> Social media (such as Facebook, Twitter, etc.)	<input type="radio"/>
<input type="radio"/> Chamber of commerce/visitors bureau/state welcome center	<input type="radio"/>
<input type="radio"/> Television/radio programs/videos	<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"/>

Prior to this visit _____ Prior to future visits _____

c) From the sources marked in part (a), 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) Did you and your personal group obtain information from the park website (www.nps.gov/foun) to plan this visit to Fort Union National Monument?

Yes No → **Go to Question 3**

b) Overall, how would you and your personal group rate the quality of information provided on the park website? Please mark (●) **one**.

Very poor Poor Average Good Very good

c) Did you find the information that your personal group needed on the park website?

No Yes → **Go to Question 3**

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

3. On this trip, what was the **primary** reason that you and your personal group came to the Fort Union National Monument **area**? Please mark (●) **one**.

Resident of the area (within 50 miles of the park)

Visit Fort Union National Monument

Visit other attractions in the area

Visit friends/relatives in the area

Business

Traveling through – unplanned visit

Other (Please specify) _____

4. On this visit, what were your personal group's reasons/motivations for visiting Fort Union National Monument? Please mark (●) **all** that apply.

- Attend a special event in the park or the area
- Obtain stamp in National Park Passport Book
- Passing through to another destination
- Research genealogy
- Saw sign on highway
- Show the park to friends/relatives
- Visit a National Park Service site
- Visit historic site/learn history
- Visit other attractions in the area
- Other (Please specify) _____

5. On this visit, were the signs directing you and your personal group to Fort Union National Monument adequate? Please mark (●) **one** response for each.

- a) Signs on interstates Yes No Did not use
- b) Signs on state highways Yes No Did not use
- c) City street signs in communities Yes No Did not use
- d) If you answered NO to any of the above, please explain.

Interstate _____

State highway _____

In local communities _____

6. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in the area within 50 miles of Fort Union National Monument?

- Yes No → **Go to Question 7**

b) If YES, please list the number of nights you and your personal group stayed in the Fort Union National Monument **area**.

_____ Number of nights within 50 miles of the park

c) In which types of lodging did you and your personal group spend the night(s) in the area within 50 miles of the park? Please mark (●) **all** that apply.

- Lodges, hotels, motels, vacation rentals, B&B, etc.
- RV/trailer camping
- Tent camping in developed campground
- Backcountry camping
- Personal seasonal residence
- Residence of friends or relatives
- Other (Please specify) _____

7. What other local and regional attractions did you and your personal group visit on this trip to Fort Union National Monument? Please mark (●) **all** that apply.

- None visited on this trip → **Go to Question 8**
- Bent’s Old Fort NHS, CO
- Capulin Volcano National Monument, NM
- Enchanted Circle Scenic Byway, NM
- Las Vegas Nat’l Wildlife Refuge, NM
- Storrie Lake State Park, NM
- United World College, Montezuma, NM
- Other (Please specify) _____
- Cimarron, NM
- Las Vegas, NM
- Mora, NM
- Pecos NHP, NM
- Raton, NM
- Santa Fe Trail in New Mexico

8. **On this visit** to Fort Union National Monument, how much time in **total** did you and your personal group spend visiting the park?

_____ Number of hours (Please list partial hours as ¼, ½, ¾.)

9. a) Please mark (●) how safe you and your personal group felt in Fort Union National Monument during this visit. Please mark (●) **one**.

- | | | | | |
|-----------------------|-----------------------|------------------------|-----------------------|-----------------------|
| Very
unsafe | Somewhat
unsafe | Neither
safe/unsafe | Somewhat
safe | Very
safe |
| <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” in the park, please explain **where** and **why**.

Location _____ Reason _____

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

<u>a) This visit</u>	<u>b) Future visits</u>
<input type="radio"/> Attending a special event	<input type="radio"/>
<input type="radio"/> Attending living history demonstrations	<input type="radio"/>
<input type="radio"/> Nature study (birdwatching, viewing wildlife, wildflowers, etc.)	<input type="radio"/>
<input type="radio"/> Participating in Junior Ranger program	<input type="radio"/>
<input type="radio"/> Picnicking	<input type="radio"/>
<input type="radio"/> Researching genealogy/family history	<input type="radio"/>
<input type="radio"/> Shopping at park bookstore	<input type="radio"/>
<input type="radio"/> Taking photographs/painting/drawing	<input type="radio"/>
<input type="radio"/> Taking ranger-led tour of fort	<input type="radio"/>
<input type="radio"/> Taking self-guided tour of fort	<input type="radio"/>
<input type="radio"/> Viewing indoor exhibits	<input type="radio"/>
<input type="radio"/> Viewing outdoor exhibits	<input type="radio"/>
<input type="radio"/> Viewing park video	<input type="radio"/>
<input type="radio"/> Other (Please specify below)	<input type="radio"/>

This visit _____ Future visits _____

- c) Which **one** of the above activities was the primary activity that you and your personal group participated in at Fort Union National Monument on this visit?

11. a) Would you and members of your personal group consider visiting Fort Union National Monument again in the future?

Yes, likely No, unlikely Not sure

- b) What would bring you and your personal group back to visit Fort Union National Monument again in the future?

12. a) Please mark (●) **all** visitor services and facilities that you or your personal group **used** during this visit to the Fort Union National Monument.
- b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance 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"/> Assistance from park staff	_____	_____
<input type="radio"/> Fort Union National Monument website: www.nps.gov/foun (used before or during visit)	_____	_____
<input type="radio"/> Interpretive trail exhibits	_____	_____
<input type="radio"/> Interpretive trails	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Sales items in park bookstore (selection, price, etc.)	_____	_____
<input type="radio"/> Site bulletins (e.g., <i>Sites & Structures</i> , <i>Civil War Earthworks</i>)	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Visitor center restrooms	_____	_____
<input type="radio"/> Visitor center (overall)	_____	_____

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

Very poor Poor Average Good Very good

14. It is the National Park Service's responsibility to protect Fort Union National Monument's natural, scenic, and cultural resources and visitor experiences that depend on these. How important is protection of the following to you and your personal group? Please mark (●) one answer for each attribute/resource/experience.

Attribute/resource/experience	Not important	Somewhat important	Moderately important	Very important	Extremely important
Archeology	<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 (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark, starry night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic structures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native animals (including birds)	<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"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Santa Fe Trail ruts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views without development	<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"/>

15. If you were to visit Fort Union National Monument in the future, how would you and your personal group prefer to learn about cultural and natural history/features of the park? Please mark (●) **all** that apply.

- Not interested in learning about the park → **Go to Question 16**
- Audiovisual programs (DVD, video, or audio) Indoor exhibits
- Children's activities Outdoor exhibits
- Park website: www.nps.gov/foun Self-guided tours
- Printed materials (brochures, books, maps, etc.) Special events
- Ranger-led interpretive programs
- Volunteer opportunities
- Living history demonstrations/costumed interpretive programs
- Electronic media/devices available to visitors (downloadable digital files, podcasts, interactive computer programs/tours, etc.)
- Other (Please specify) _____

16. a) During this visit to Fort Union National Monument, did you and your personal group learn about the following topics? Please mark (●) **one** answer for each topic in column (a).
- b) Would you and your personal group be interested in learning about these topics on a future visit to Fort Union National Monument? Please mark (●) **one** answer for each topic in column (b).
- Not interested in learning about topics in future → **Go to Question 17**

Topic	a) This visit?		b) Future visit?	
	Yes	No	Yes	No
Civil War in the New Mexico Territory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Function of Fort Union as a military outpost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How the National Park Service fulfills mission to preserve resources and provide opportunities for visitor enjoyment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native American history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Mexico history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Mexico Volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Santa Fe Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U.S. military history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Westward expansion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This visit _____ Future visit _____

17. If you were a manager planning for the future of Fort Union National Monument, what would you and your personal group propose? Please be specific.

18. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Fort Union National Monument and the surrounding area (within 50 miles of the park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside the park.
- b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 50 miles of the park).

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

	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	\$ _____	\$ _____
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.

19. On this visit, were you and your personal group with the following types of groups? Please mark (●) **one** for each.

- a) Commercial guided tour group Yes No
- b) School/educational group Yes No
- c) Other organized group
(business, church, scout, 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? Please mark (●) **one**.

- Alone
- Family
- Other (Please specify) _____
- Friends
- Family and friends

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

c) On this visit, how many vehicles did you and your personal group use to arrive at Fort Union National Monument? Please write "0" if you did not arrive by vehicle.
 _____ Number of vehicles

d) On this visit, how many times did you and your personal group enter Fort Union National Monument?
 _____ Number of entries on this visit

21. 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 to Question 22**

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

c) What specific problem did the person have? _____

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

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

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

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

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

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

24. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

- Some high school
- High school diploma/GED
- Some college
- Bachelor's degree
- Graduate degree

25. When visiting an area such as Fort Union National Monument, which language(s) do you and most members of your personal group prefer to use for the following?

- a) Speaking English Other (Specify) _____
- b) Reading English Other (Specify) _____

26. a) In **column (a)**, please mark (●) all the services that you and your personal group used that were specifically related to this park visit in the nearby communities of Santa Fe, Las Vegas, Mora, Cimarron, and Raton.

- Did not use any services on this visit → **Go to part c of this question**

b) In which communities did you and your personal group obtain these support services? Please mark (●) **all** that apply in **column b**.

a) Used on this visit (●)	b) Community (●)				
	Santa Fe	Las Vegas	Mora	Cimarron	Raton
<input type="radio"/> Ate meals in restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Bought gasoline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Bought groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Obtained information about Fort Union National Monument	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Obtained other travel/tourist information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Shopped	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Stayed overnight in a campground/RV park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Stayed overnight in a motel/hotel/B&B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Visited other nature/historic/museum sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other (Please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) If you have any comments about community services, please list them below.

Service (List)	Community (Name)	Comment (Please be specific)
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

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
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