Chiricahua National Monument
Visitor Study
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 (〇), 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!

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**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

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

   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)?

- O Yes
- O 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.

d) Outside Chiricahua National Monument (within 75 miles of park)

- n/a Lodge, hotel, motel, vacation rental, B&B, etc.
- O RV/trailer camping
- O Tent camping in developed campground
- n/a Residence of friends or relatives
- n/a U.S. Forest Service camping
- n/a Personal residence
- O Other (Please specify)

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.

- O Not interested in camping inside the park ➔ Go to Question 8
- O First come, first served until the campground is full
- O Use a reservation system
- O Raise camping fees
- O 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
- Silver Spur Meadow Trail
- Faraway Ranch
- Heart of Rocks Trail
- 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).

<table>
<thead>
<tr>
<th>a) Activities on this visit</th>
<th>b) Activities on future visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>O  Attending ranger-led talks/programs/hikes (other than Faraway Ranch House tour)</td>
<td>O</td>
</tr>
<tr>
<td>O  Birdwatching</td>
<td>O</td>
</tr>
<tr>
<td>O  Creative arts (photography/drawing/painting/writing)</td>
<td>O</td>
</tr>
<tr>
<td>O  Enjoying solitude/quiet</td>
<td>O</td>
</tr>
<tr>
<td>O  General sightseeing</td>
<td>O</td>
</tr>
<tr>
<td>O  Horseback riding</td>
<td>O</td>
</tr>
<tr>
<td>O  Picnicking</td>
<td>O</td>
</tr>
<tr>
<td>O  Purchasing books/sales items</td>
<td>O</td>
</tr>
<tr>
<td>O  Taking Faraway Ranch House tour</td>
<td>O</td>
</tr>
<tr>
<td>O  Visiting visitor center</td>
<td>O</td>
</tr>
<tr>
<td>O  Walking/day hiking</td>
<td>O</td>
</tr>
<tr>
<td>O  Wildlife viewing (other than birds)</td>
<td>O</td>
</tr>
<tr>
<td>O  Other (Please specify below)</td>
<td>O</td>
</tr>
</tbody>
</table>

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?

O  Yes       O  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 ¼, ½, ¾.

_____ 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 ¼, ½, ¾.

☐ 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.

<table>
<thead>
<tr>
<th>Safety issue</th>
<th>Very unsafe</th>
<th>Somewhat unsafe</th>
<th>No opinion</th>
<th>Somewhat safe</th>
<th>Very safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal safety—from crime</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Personal safety—from accidents</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Personal property—from crime</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>a) Information services/facilities used?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance from park staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bookstore sales items (selection, price, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial services (gas station, store, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entrance station</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park brochure/map</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park website: <a href="http://www.nps.gov/chir">www.nps.gov/chir</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>used before or during visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ranger-led talks/programs/tours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roadside exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-guided trail brochures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social networks (Twitter, Facebook, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology (e-hikes, audio tours, podcasts/videocasts, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trailside exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Videos/films</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor center exhibits</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Inside park</th>
<th>b) Outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodges, hotels, motels, cabins, B&amp;B, etc.</td>
<td>na</td>
<td>$_________</td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Guide fees and charges</td>
<td>na</td>
<td>$_________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>na</td>
<td>$_________</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>na</td>
<td>$_________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>na</td>
<td>$_________</td>
</tr>
<tr>
<td>Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)</td>
<td>na</td>
<td>$_________</td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Donations</td>
<td>$_________</td>
<td>$_________</td>
</tr>
</tbody>
</table>

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  O  Yes  O  No
   b) School/educational group  O  Yes  O  No
   c) Other (scouts, work, church, etc.)  O  Yes  O  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?
      O  Alone  O  Friends
      O  Family  O  Family and friends
      O  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).

<table>
<thead>
<tr>
<th>a) Current age</th>
<th>b) U.S. ZIP code or name of country other than U.S.</th>
<th>c &amp; d) Number of visits to Chiricahua National Monument (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #2</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #3</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #4</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #5</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #6</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>Member #7</td>
<td>_____</td>
<td>_____</td>
</tr>
</tbody>
</table>
22. a) Which category best represents your annual household income? Please mark (●) one.

○ Less than $24,999  ○ $50,000-$74,999  ○ $150,000-$199,999

○ $25,000-$34,999  ○ $75,000-$99,999  ○ $200,000 or more

○ $35,000-$49,999  ○ $100,000-$149,999  ○ 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.

○ Not interested in commercial services ➔ Go to Question 24

○ Café/restaurant

○ Horse corrals

○ Convenience store (milk, ice, sodas, etc.)

○ Lodge/bed and breakfast

○ Commercial tours (horseback riding, hiking, etc.)

○ RV park/campground

○ Gas/diesel station

○ 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

O  O  O  O  O

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

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