



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

Visitor Services Project

# White Sands National Monument

## Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE  
White Sands National Monument  
P.O. Box 1086  
Holloman AFB, NM 88330

IN REPLY REFER TO:

Summer 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to White Sands 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 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 Lena Le, VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu).

We appreciate your help.





Sincerely,

Robert Sandlin  
Acting Superintendent

### DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) 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**. Please do not use pencil.

Like this: ● Not like this:    

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

**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 managed at White Sands National Monument. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will 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 about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: lenale@uidaho.edu.

## Your Visit To White Sands National Monument

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

1. a) Prior to this visit, how did your personal group obtain information about White Sands National Monument? Please mark (●) **all** that apply in column (a).

Did not obtain information prior to visit → **Go to part (b) of this question**

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

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (airport, 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 tourist sites (non-National Park Service)
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<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 (e.g., Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	<input type="radio"/>	White Sands National Monument website: <a href="http://www.nps.gov/whsa">www.nps.gov/whsa</a>
<input type="radio"/>	<input type="radio"/>	Other websites
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

- c) From the sources you used prior to this visit, did 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 your personal group need that was not available? Please be specific.
- 
2. Prior to this visit, was your personal group aware that White Sands National Monument is part of the National Park System?
- Yes                       No
3. a) Was every member in your personal group a resident of the White Sands National Monument **area** (Alamogordo, Tularosa, Las Cruces)?
- No                       Yes → **Go Question 4**
- b) Was visiting White Sands National Monument the primary reason that the nonresident members in your personal group came to the **area** (Alamogordo, Tularosa, Las Cruces)?
- Yes                       No
- c) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the White Sands National Monument **area**? Please mark (●) **one**.
- Car                       Motorcycle                       SUV/truck/van
- Motorhome                       Airplane                       Other (Specify) \_\_\_\_\_
4. Which other attractions in the local area did your personal group visit? Please mark (●) all that apply or "None."
- None → **Go to Question 5**                       Oliver Lee State Park
- Aguirre Springs Recreation Area                       Ruidoso, Sacramento Mts.
- Cloudcroft, Sacramento Mts.                       Sunspot Solar Observatory
- Lincoln National Forest                       Three Rivers Petroglyph Site
- New Mexico Museum of Space History                       White Sands Missile Park
- Old Mesilla (Las Cruces)
- Other (Please specify) \_\_\_\_\_
-

5. a) For you only, if you had not chosen to visit White Sands National Monument on this trip, what other recreation site would you have visited instead? Please mark (●) "None" or specify below.

None (Specify) \_\_\_\_\_

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

6. a) On this trip, did anyone in your personal group stay overnight, **away from their permanent residence**, in the White Sands National Monument area (Alamogordo, Tularosa, Las Cruces)?

Yes  No → **Go to Question 7**

b) If YES, how many nights were spent in White Sands National Monument and in the local **area** (Alamogordo, Tularosa, Las Cruces).

\_\_\_\_\_ Number of nights inside White Sands National Monument

\_\_\_\_\_ Number of nights in the park **area** (Alamogordo, Tularosa, Las Cruces)

c & d) Please list the number of nights your personal group spent in each type of accommodation inside the park and in the local area (Alamogordo, Tularosa, Las Cruces). Please mark (●) **all** that apply.

<b>Accommodation</b>	<b>Number of nights</b>	
	<b>c) Inside park</b>	<b>d) Outside park</b>
Lodge, motel, rented condo/home, cabin, B&B, etc.	n/a	_____
Residence of friends or relatives	n/a	_____
RV camping in developed campground	n/a	_____
Backcountry camping	_____	_____
Tent camping in developed campground	n/a	_____
Other (Please specify below)	_____	_____

c) Inside park \_\_\_\_\_ d) Outside park \_\_\_\_\_

7. a) On this visit, how many hours **in total** did your personal group spend visiting White Sands National Monument? Please list partial hours as 1/4, 1/2, or 3/4.

\_\_\_\_\_ Number of hours

b) Did your personal group visit the park on more than one day?

No  Yes → c) If YES, how many days? \_\_\_\_\_ Number of days

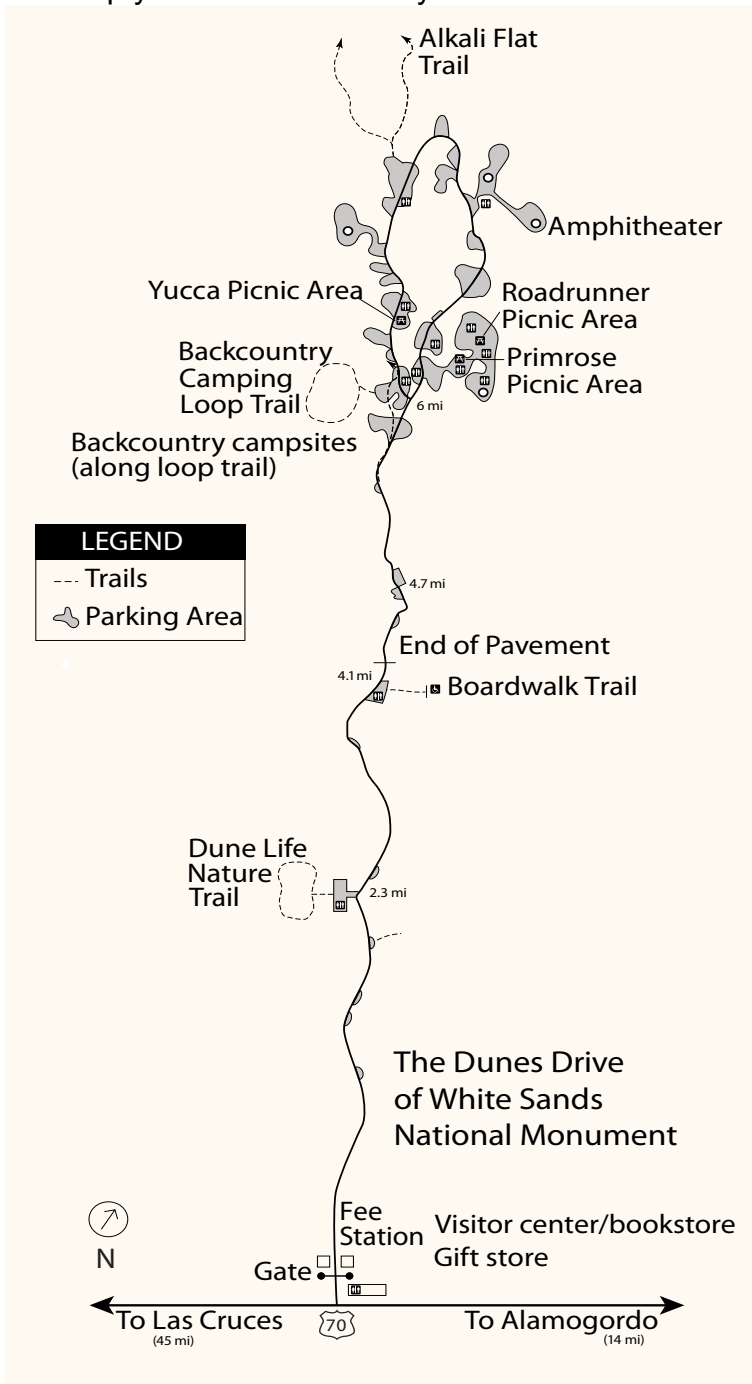
d) On this trip, how many times did your personal group enter the park?

\_\_\_\_\_ Number of entries

e) On this visit, how many vehicles did your personal group use to arrive at the park? Please write "0" if you did not arrive by vehicle.

\_\_\_\_\_ Number of vehicles

8. For this trip, which of the following places in White Sands National Monument did your personal group visit? Please mark (●) all that apply. Use the map below to help you locate the sites you visited.



- Alkali Flat Trail
- Amphitheater
- Backcountry Camping Loop Trail
- Backcountry campsite
- Boardwalk Trail
- Dune Life Nature Trail
- Gift store
- Picnic areas
- The Dunes Drive
- Visitor center/bookstore

9. a) On this visit, in which activities did your personal group participate within White Sands 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 your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Attending full moon event
<input type="radio"/>	<input type="radio"/>	Bicycling
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	General sightseeing
<input type="radio"/>	<input type="radio"/>	Hiking
<input type="radio"/>	<input type="radio"/>	Overnight backpacking
<input type="radio"/>	<input type="radio"/>	Participate in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Shopping in park bookstore (at visitor center)
<input type="radio"/>	<input type="radio"/>	Shopping in park gift store
<input type="radio"/>	<input type="radio"/>	Sledding the dunes
<input type="radio"/>	<input type="radio"/>	Star gazing
<input type="radio"/>	<input type="radio"/>	Stopping at scenic overlooks/pullouts
<input type="radio"/>	<input type="radio"/>	Viewing interpretive exhibits/park film
<input type="radio"/>	n/a	Other – this visit (Specify) _____
n/a	<input type="radio"/>	Other – future visit (Specify) _____

- c) Which **one** of the above activities was the most important to your personal group on this visit? Please list **one**.
- \_\_\_\_\_



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

<b>a) Services/facilities used?</b>	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
Mark (●)	1=Not at all important 2=Slightly 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"/> Backcountry campsites	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Established trails such as Dune Life Nature and Alkali Flats trails	_____	_____
<input type="radio"/> Gift shop (selection, price, etc.)	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park newspaper <i>Footprints</i>	_____	_____
<input type="radio"/> Park website: <a href="http://www.nps.gov/whsa">www.nps.gov/whsa</a> used before or during visit	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Ranger-led talks/programs	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Roadside exhibits	_____	_____
<input type="radio"/> Site bulletins (1-page pamphlets on specific topics such as native plants and animals)	_____	_____
<input type="radio"/> Visitor center exhibits and orientation film	_____	_____
<input type="radio"/> Wheelchair accessible boardwalk	_____	_____

11. a) The park gift store currently sells a number of items including “grab and go” food. On this visit, did your personal group buy any food items?

Yes                       No → **Go to part 11c**

b) Please rate the quality of any food items that your personal group bought in the park gift store. Please mark (●) **one**.

Very poor                  Poor                  Average                  Good                  Very good

c) If your personal group were to visit White Sands National Monument in the future, would you prefer to have more picnic items available such as fresh sandwiches, chips, sodas, etc.?

Yes                       No                       Not sure

12. It is the National Park Service’s responsibility to protect White Sands National Monument’s natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to your personal group? Please mark (●) **one** answer for each resource/attribute.

<b>Resource/attribute</b>	<b>Not at all important</b>	<b>Slightly important</b>	<b>Moderately important</b>	<b>Very important</b>	<b>Extremely important</b>
Clean air (visibility)	<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"/>
Dark, starry night sky/ stargazing	<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"/>
Geologic features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plant life	<input type="radio"/>	<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"/>	<input type="radio"/>
Native American culture/ history	<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"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<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"/>

13. a) On this visit, did your personal group attend any ranger-led activities/programs at White Sands National Monument?

- No  Yes → **Go to Question 14**

b) If NO, why not? Please mark (●) **all** that apply.

- Not interested in activities/programs  Have attended in the past  
 Talk/program times not convenient  Lack of time  
 Other reasons (Please specify) \_\_\_\_\_

14. a) If you were to visit White Sands National Monument in the future, would your personal group be interested in attending ranger-led programs?

- Yes, likely  No, unlikely  Not sure

b) If YES, which length of program would your personal group prefer to attend? Please mark (●) **one**.

- Under 1/2 hour  1/2 - 1 hour  
 1 - 2 hours  Other (Specify) \_\_\_\_\_

15. If you were to visit White Sands National Monument in the future, what types of interpretive services/programs would your personal group like to have available? Please list desired services/programs OR mark (●) "Not interested."

- Not interested in interpretive services/programs → **Go to Question 16**

Services/programs: \_\_\_\_\_

16. a) Did your personal group obtain information from the park website (<http://www.nps.gov/whsa>) to plan your trip to White Sands National Monument?

- Yes  No → **Go to Question 17**

b) How would you rate the quality of information provided on the park website to plan your 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"/> |

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

- No  Yes → **Go to Question 17**

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

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e) What type of information on the park website was most valuable to your personal group? Please be specific.

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17. For your personal group, please estimate expenditures for the items listed below for this visit to White Sands National Monument and the surrounding area (Alamogordo, Tularosa, Las Cruces). **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 (Alamogordo, Tularosa, Las Cruces).

NOTE: Surrounding area residents should only include expenditures that were **just for this visit** to White Sands National Monument.

	<b>EXPENDITURES</b>	
	<b>a) Inside park</b>	<b>b) Outside park</b>
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, hotel, motel, cabin, 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	\$ _____	\$ _____
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 expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$ _____	\$ _____

c) How many people do the above expenditures cover? Please write "0" if no children were covered by the expenditures.

\_\_\_\_\_ Adults (18 years or over)

\_\_\_\_\_ Children (under 18 years)

18. In which communities did your personal group obtain support services (e.g. gas, food, lodging, information) for this visit to White Sands National Monument? Please mark (●) **all** that apply.

None → **Go to Question 19**

Alamogordo                       Las Cruces                       Tularosa

Cloudcroft                       El Paso                       Ruidoso

Other (Please specify) \_\_\_\_\_

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

a) Commercial guided tour group                       Yes                       No

b) School/educational group                       Yes                       No

c) Other (scouts, work, church, etc.)                       Yes                       No

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

\_\_\_\_\_ Number of people in organized group

20. a) On this visit, which type 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 in personal group

21. For you only, please indicate the highest level of education you have completed. Please mark (●) **only one**.

Some high school                       Bachelor's degree

High school diploma/GED                       Graduate degree

Some college

22. a) When visiting an area such as White Sands National Monument what language(s) do most members of your personal group prefer to use for the following?

Speaking  English  Spanish  Other (Specify) \_\_\_\_\_

Reading  English  Spanish  Other (Specify) \_\_\_\_\_

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

Service (Specify) \_\_\_\_\_ - OR -  None

23. a) For you only, which category best represents your annual **household** income? Please mark (●) only **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) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) "None" or specify the amount forgone.

None - OR - Amount forgone \$ \_\_\_\_\_

24. For 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.	Number of visits to White Sands National Monument (including this visit)	
			c) Past 12 months	d) Lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

25. a) Are 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 the race of each member of your personal group? Please mark (●) **one or more** for 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"/>

26. If you were a manager planning for the future of White Sands National Monument, what would your personal group propose?

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27. Is there anything else your personal group would like to tell us about your visit to White Sands National Monument?

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

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

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

**OFFICIAL BUSINESS**

**Visitor Services Project  
Park Studies Unit  
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