



**U.S. Department of the Interior
National Park Service**

**Social Science Division
Visitor Services Project**



Canyon de Chelly National Monument

Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Canyon de Chelly National Monument
PO Box 588
Chinle, AZ 86503



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 Canyon de Chelly 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 Lena Le, Visitor Services Project 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.

We appreciate your help.





Sincerely,

Tom Clark
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 (○), 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 Canyon de Chelly 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 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.

Your Visit To Canyon de Chelly National Monument

NOTE: In this questionnaire, your **personal group** is defined as you and anyone with whom you are visiting the park, such as a 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 Canyon de Chelly National Monument (NM)? 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 Canyon de Chelly NM 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"/>	Canyon de Chelly NM website: www.nps.gov/cach
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<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 (hotel/motel, restaurant, gas station, etc.)
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles/television/radio
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	Social media (Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (AAA, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

2. a) **Prior to this visit**, was your personal group aware that Canyon de Chelly NM is a unit of National Park System?

Yes No

- b) Canyon de Chelly is comprised entirely of Navajo Tribal Trust Land that remains home to the canyon community. **Prior to this visit**, was your personal group aware that Canyon de Chelly also sustains a living community of Navajo people?

Yes No

3. a) Was every member of your personal group a resident of the Canyon de Chelly National Monument **area** (within 10 miles of the park)?

No Yes → **Go to question 4**

7. a) On this trip, did anyone in your personal group stay overnight away from their permanent residence inside Canyon de Chelly NM or in the area (within 10 miles of the park)?

- Yes No → **Go to Question 8**

b) If YES, please list the number of nights your personal group stayed in each of the following accommodations. If you did not stay overnight at a one of the below accommodations, please write "0."

<u>Accommodation</u>	<u>Number of nights</u>
Best Western	_____
Cottonwood Campground	_____
Holiday Inn	_____
Resident of friends/relatives	_____
Spider Rock Campground	_____
Thunderbird Lodge	_____
Other (Please specify) _____	_____

8. a) For the safety issues below, please indicate how safe your personal group felt from crime and accidents during this visit to Canyon de Chelly NM. Please mark (●) **one** answer for each issue.

How safe did you feel in the park?

<u>Safety issue</u>	Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
Personal safety—from crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety—from accidents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal property—from crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) If you marked that you felt "very unsafe" or "unsafe" for any of the above issues, please explain why.

9. On this trip, where did your personal group stay on the **night before** and the **night after** visiting Canyon de Chelly NM? If you stayed at home, please write the name of the town/city and state where you live.

a) BEFORE visit Town/city _____ State _____

b) AFTER visit Town/city _____ State _____

10. On this visit to Canyon de Chelly NM, which places did your personal group visit? Please mark (●) on the map below **all** the places you visited.

11. On this visit, to Canyon de Chelly NM, please rate how crowded your personal group felt at the following locations. Please mark (●) **one** for each location.

Location	How crowded did you feel?				
	Did not use/visit	Not at all crowded	Slightly crowded	Moderately crowded	Extremely crowded
At overlooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At picnic areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On guided tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In campgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On hiking trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On the roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In visitor center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. On this visit to Canyon de Chelly NM, did your personal group attend a ranger-led talk/program?

- Yes No → **Go to Question 14**

13. a) If YES, which program did you attend? _____

For the program that your personal group attended, please mark (●) **one** response for each of the following aspects of the program.

b) Program length Too short About right Too long

c) Program schedule Able to attend at desired time NOT able to attend at desired time

d) Topics discussed in the program Of interest NOT of interest

e) In the program, did you learn something about Canyon de Chelly NM that is relevant or meaningful to your life today?

- Yes No Not sure

f) Is there any aspect of the Canyon de Chelly story that needs to be strengthened?

No → **Go to Question 14**

Yes (Please be specific) _____

14. If your personal group did NOT attend a ranger-led program, what prevented your personal group from attending? Please mark (●) **all** that apply.

- Had other plans
- Have attended in the past
- Lack of time
- Not interested in activities/programs
- Programs were not available at the time of the visit
- Program times not convenient
- Topics discussed were not of interest
- Was not aware of the programs
- Other reasons (Please specify) _____

15. a) On this visit, in which activities did your personal group participate within Canyon de Chelly NM? 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"/>	Attend ranger-led talks/programs/hikes
<input type="radio"/>	<input type="radio"/>	Hike White House Trail
<input type="radio"/>	<input type="radio"/>	Navajo-guided horseback tour
<input type="radio"/>	<input type="radio"/>	Navajo-guided vehicle tour
<input type="radio"/>	<input type="radio"/>	Navajo-guided hike
<input type="radio"/>	<input type="radio"/>	Overnight camping
<input type="radio"/>	<input type="radio"/>	Participate in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Shop for Navajo arts and crafts
<input type="radio"/>	<input type="radio"/>	Shop in park bookstore (at visitor center)
<input type="radio"/>	<input type="radio"/>	Stop at scenic overlooks
<input type="radio"/>	<input type="radio"/>	Visit visitor center
<input type="radio"/>	n/a	Other – this visit (Please specify below)

n/a	<input type="radio"/>	Other – future visit (Please specify below)

16. 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 17**

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

17. a) Please mark (●) **all** the services that your personal group **used** at Canyon de Chelly NM during this visit.
- b) For only those services that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services that your personal group **used**, please rate their quality from 1-5.

b) If used, how important?	c) If used, what quality?
1=Not at all important	1=Very poor
2=Slightly important	2=Poor
3=Moderately important	3=Average
4=Very important	4=Good
5=Extremely important	5=Very good

a) Services used		
<input type="radio"/> Arts & crafts vendors (other than in visitor center area)	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Emergency services	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Roadside overlook exhibits	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park website: www.nps.gov/cach used before or during visit	_____	_____
<input type="radio"/> Private guides (other than Thunderbird Truck tours)	_____	_____
<input type="radio"/> Ranger-led talks/programs	_____	_____
<input type="radio"/> Self-guided trails/rim drives	_____	_____
<input type="radio"/> Thunderbird Truck tours	_____	_____
<input type="radio"/> Videos/films	_____	_____
<input type="radio"/> Visitor center arts & crafts demonstrations	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Visitor center (overall)	_____	_____

18. a) Please mark (●) **all** the visitor facilities that your personal group **used** at Canyon de Chelly NM during this visit.
- b) For only those facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those facilities that your personal group **used**, please rate their quality from 1-5.

<p>b) If used, how important?</p> <p>1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important</p>	<p>c) If used, what quality?</p> <p>1=Very poor 2=Poor 3=Average 4=Good 5=Very good</p>
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a) Facilities used	b) If used, how important?	c) If used, what quality?
<input type="radio"/> Access for people with disabilities	_____	_____
<input type="radio"/> Backcountry trails	_____	_____
<input type="radio"/> Campground/picnic areas	_____	_____
<input type="radio"/> Dump station	_____	_____
<input type="radio"/> Garbage disposal/recycling	_____	_____
<input type="radio"/> Highway directional signs	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Thunderbird Cafeteria	_____	_____
<input type="radio"/> Thunderbird Gift Shop	_____	_____
<input type="radio"/> Thunderbird Lodge	_____	_____

19. If you were to visit Canyon de Chelly NM in the future, what additional facilities would your personal group like to have available? Please be specific.

20. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Canyon de Chelly NM 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"/>

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"/>

23. Currently, the National Park Service and the Navajo Nation are working to develop a cooperative management plan that will help to better manage resources, clearly define agency responsibilities, and involve local people in management decisions. With this development, some modifications may occur that will affect the way the park operates. The park does not currently charge fees; however, the Navajo Nation Parks and Recreation Department (NPRD) is considering tribal management of the Cottonwood Campground, fee collection for the campground, and fee collection for backcountry permits.

If you were to visit Canyon de Chelly NM in the future, how would the new management affect your personal group's decision to visit the park or to use park facilities? Please mark (●) **one** for each.

	Less likely	No effect	More likely	Not sure
Visiting the park again in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backcountry camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camping in campground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking guided tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- a) Commercial bus tour 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

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

26. 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 Canyon De Chelly NM (including this visit)	
			c) Past 12 months	d) Lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

27. a) For you only, which category best represents your annual **household** income? Please mark (●) **one**.

- Less than \$24,999
- \$25,000-\$34,999
- \$35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- \$200,000 or more
- 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 \$ _____

28. On this visit to Canyon de Chelly NM, please indicate how the following items affected your personal group’s park experience. Please mark (●) **one** answer for each item.

Item/activity	Did not experience	Added to	No effect	Detracted from
Arts and crafts vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park’s removal of invasive species	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stray livestock/pets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Specify) _____	n/a	<input type="radio"/>	n/a	<input type="radio"/>

29. If you were to visit Canyon de Chelly NM in the future, how would your personal group prefer to learn about cultural and natural history/features of Canyon de Chelly NM? Please mark (●) **all** that apply.

- Not interested in learning about the park → **Go to Question 30**
- Arts & crafts demonstrations Special events
- Indoor exhibits Volunteer opportunities
- Outdoor exhibits Ranger-led interpretive programs
- Audiovisual programs (DVD, video, or audio)
- Electronic media/devices available to visitors (downloadable digital files, podcasts, interactive computer programs/tours, etc.)
- Printed materials (brochures, books, maps, etc.)
- Other (Please specify) _____

30. Is there anything else your personal group would like to tell us about your visit to Canyon de Chelly NM?

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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