



Chaco Culture National Historical Park

1/4/2008

Management Alternative Survey

Introductory Script for Chaco Visitor Survey

Hello. I am _____ (name) and am working for the University of Montana in cooperation with Chaco Culture National Historical Park. We are doing a survey of visitors to the park this year. Would you be willing to answer some questions?

The Paperwork Reduction Act requires approval of all federal government surveys by the Office of Management and Budget. This survey has been approved under this Act. The Office of Management and Budget control number and expiration date is available at your request. Additional information about this survey and its approval is available at your request.* The questions on this survey will take about **15 minutes** to complete. All of your answers are voluntary and anonymous.

Thank you.

***Additional Information Provided upon Request.**

OMB Approval number:

Expiration Date:

Person Collecting and Analyzing Information:

*Dr. Wayne Freimund
Department of Society and Conservation
College of Forestry and Conservation
University of Montana
Missoula, MT 59812
(406) 243-5184*

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 and anonymous. No action may be taken against you for refusing to supply the information requested. No personal data will be recorded.

You may direct comments on the number of minutes required to respond, or on any other aspect of this survey to:

Barbara West
Chaco Culture National Historical Park

505 786-7014 x 230
Barbara_West@nps.gov

Survey #	
Date	
Time	
Interview Site	

Dear visitor,

Thank you for your assistance with this survey. The Managers of Chaco are currently working on a plan that will define the way visitors will access the park over the next 10-20 years. Your input to this questionnaire will greatly assist them in evaluating some alternatives for the future.

First, we would like to ask you a few questions about your experiences at Chaco Culture NHP.

1. Have you visited Chaco Culture NHP before today? (check one.) [1.VISITTHIS1]

- Yes No (skip to question 2)

1b. If YES, when was your last visit (month/year)? _____/_____

2. When did you and your group make the decision to visit Chaco Culture NHP? (check one.) [2.TPLAN19]

- On the day of the visit
 2-7 days before the visit
 8-30 days before the visit
 1-6 months before the visit
 More than 6 months but less than a year before the visit
 A year or more before the visit

3. On this visit, what kind of personal group (not guided tour/school group) are you with? (check one.) [1.GR5]

- Alone
 Friends
 Family
 Family and Friends
 Other (Specify: _____)

4. How many people are in your personal group? [1.GR3] _____

5. On this visit, are you and your personal group with the following types of groups? (check yes or no for each item.) [1.GR6]

- | | | |
|---|------------------------------|-----------------------------|
| Guided tour group | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| School/educational group | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Other organized group (such as business group, scout group, etc.) | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

6. Did/will you attend a ranger led tour while in Chaco (check one)? [3. ACT8]

- Yes No

7. How long did you stay at Chaco Culture NHP? Please list partial hours as ¼, ½, or ¾. [3. TRIPC11]

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

OR

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

8. Please indicate how your experience of each of the following items during your visit to Chaco Culture NHP has affected your ability to reflect on Chacoan culture. (Circle one number for each statement.) [Topic Area 6: Individual Perceptions of their Park Experiences]

What you experienced	Detracted Greatly	Detracted Somewhat	Had No Effect	Added Somewhat	Added Greatly
The number of visitors you saw while you were visiting sites	1	2	3	4	5
The ability to intimately explore the ancient cultural sites	1	2	3	4	5
The freedom to move about the sites at your desired pace	1	2	3	4	5
Being in a remote setting	1	2	3	4	5
Sounds made by other visitors	1	2	3	4	5
The amount of time during your visit to the sites that you heard sounds from vehicles	1	2	3	4	5
The amount of access allowed within the sites	1	2	3	4	5
The amount of signs and fences that restricted access	1	2	3	4	5
The availability of parking at each site you					

visited	1	2	3	4	5
The number of large groups (12 or more people) you encountered while visiting the sites	1	2	3	4	5

9. Please indicate how the number of other visitors you encountered in each of the following areas compared to your preferences. If you haven't visited an area, please check "Did not visit." (Check one for each item.) [Topic Area 6: Individual Perceptions of their Park Experiences]

Area	Did not visit	How number of encounters <u>compared with your preferences</u>			
		Fewer than I prefer	About the number I prefer	More than I prefer	I had no preference
The park in general					
Pueblo Bonito					
Backcountry trails					

10. We would like to know what you feel is most important about Chaco Culture NHP. For each of the following, please indicate the extent to which you believe Chaco Culture National Historical Park is important as: (Circle one number for each statement.) [Topic Area 6: Individual Perceptions of their Park Experiences]

	Not Important	Somewhat Important	Moderately Important	Very Important	Extremely Importance	Don't Know
A wildlife sanctuary	1	2	3	4	5	6
A place for education about nature	1	2	3	4	5	6
A place for education about cultural heritage	1	2	3	4	5	6
A place for natural quiet and to hear the sounds of nature	1	2	3	4	5	6
A place with undisturbed cultural landscapes	1	2	3	4	5	6
A sacred place	1	2	3	4	5	6

14. What is the highest level of formal education you have completed? (Check one) [1.ED2]

- | | |
|---|---|
| <input type="checkbox"/> 8 th grade or less | <input type="checkbox"/> 16 years (college/university graduate) |
| <input type="checkbox"/> 9-11 th grade | <input type="checkbox"/> 17+ years (some graduate work) |
| <input type="checkbox"/> 12 th grade (H.S. Graduate) | <input type="checkbox"/> Master, doctorate or professional degree |
| <input type="checkbox"/> 13-15 years (some college, business, trade school) | |

15. Are you Hispanic or Latino? (check one.) [1. RACE/ETH2]

- Yes No

16. What is your race? (check one or more.) [1. RACE/ETH3]

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White

17. Several changes are occurring that affect Chaco and may lead to an increase in park visitation. This includes the paving of the road to Chaco and a prominent exhibit on Chaco at the Smithsonian in Washington D.C. While it is unclear just how many more people may visit, planners are considering the possibility of a doubling of visitation within the next ten years. A doubling of visitors means it will be harder to find parking at the visitor center. Access to Chaco's limited facilities and services, including restrooms, the bookstore, and assistance from park rangers, will become more difficult. During peak periods, 60 or more people may be encountered during stops at popular sites such as Pueblo Bonito. We would like your input on some alternative ways that management could prepare for and respond to this increased demand.

Evaluate three possible options for managing **Chaco if visitation were to double**. Those options include keeping the current entry system, developing a reservation system, and requiring mandatory tours of cultural sites like Pueblo Bonito. First, we would like you to rank your preference for the three following approaches to visitor management, **with a one being your most preferred and a three being your least preferred** alternative. Then we would like you to evaluate how each alternative would affect your experience.

Management Alternative	Ranking
<ul style="list-style-type: none"> • Open access to all visitors. • Mandatory participation in park orientation at the visitor center before entering the park. • Chance of encountering at least 60 people at Pueblo Bonito is ____ %. 	Rank _____
<ul style="list-style-type: none"> • Reservation required to enter the park. • 10% chance of getting a same-day reservation, but advance reservations available by phone or internet. • Chance of encountering at least 60 people at Pueblo Bonito is ____ %. 	Rank _____
<ul style="list-style-type: none"> • Open access to all visitors except at Pueblo Bonito. • On-site reservations required for ranger-guided tours to Pueblo Bonito. • \$3 per person tour fee. • Visitors may need to wait at the visitor center up to two hours for a tour. • Tour group sizes are likely to be 30-40 people. 	Rank _____

If visiting the park would mean:

- Open access to all visitors.
- Mandatory participation in park orientation at the visitor center before entering the park.
- Chance of encountering at least 60 people at Pueblo Bonito is ____ %.

To what extent do you agree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Adds to the convenience of my trip	1	2	3	4	5
Constrains my independence within the park	1	2	3	4	5
Protects Chaco	1	2	3	4	5
Is fair to all visitors	1	2	3	4	5
Will maintain the quality of my experiences here	1	2	3	4	5

If visiting the park would mean:

- Reservation required to enter the park.
- 10% chance of getting a same-day reservation, but advance reservations available by phone or internet.
- Chance of encountering at least 60 people at Pueblo Bonito is ____ %.

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Adds to the convenience of my trip	1	2	3	4	5
Constrains my independence within the park	1	2	3	4	5
Protects Chaco	1	2	3	4	5
Is fair to all visitors	1	2	3	4	5
Will maintain the quality of my experiences here	1	2	3	4	5

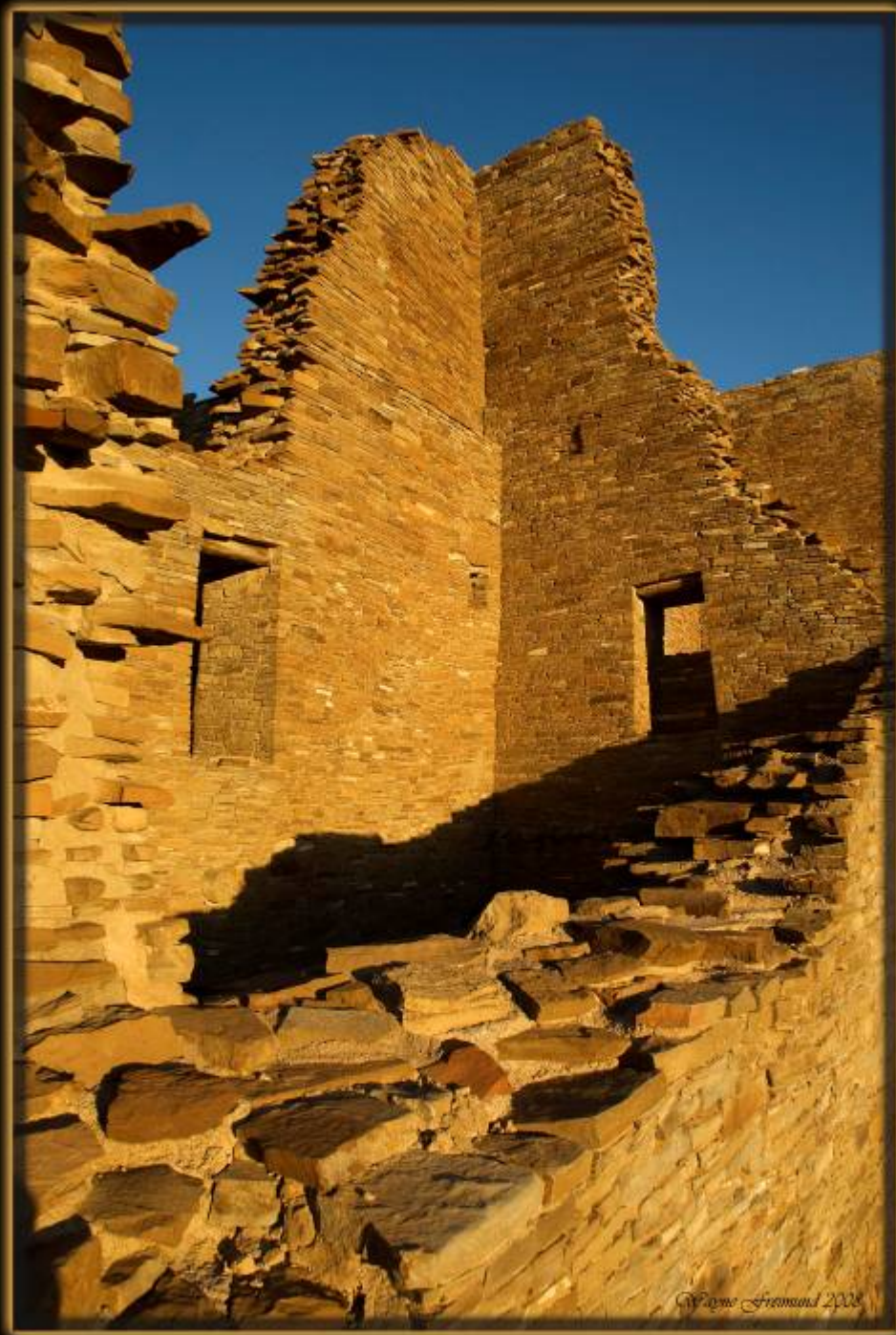
If visiting the park would mean:

- Open access to all visitors except at Pueblo Bonito.
- On-site reservations required for ranger-guided tours to Pueblo Bonito.
- \$3 per person tour fee.
- Visitors may need to wait at the visitor center up to two hours for a tour.
- Tour group sizes are likely to be 30-40 people.

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Adds to the convenience of my trip	1	2	3	4	5
Constrains my independence within the park	1	2	3	4	5
Protects Chaco	1	2	3	4	5
Is fair to all visitors	1	2	3	4	5
Will maintain the quality of my experiences here	1	2	3	4	5

Do you have any other comments about these different options? (Ask the attendant for an additional sheet of paper if you desire.)



Chaco Culture National Historical Park

Visitor Experience Survey

Introductory Script for Visitor Experience Survey

Hello. I am _____ (name) and am working for the University of Montana in cooperation with Chaco Culture National Historical Park. We are doing a survey of visitors to the park this year. To begin, we would like to know which person in your group has the closest birthday to today. Since we only need to interview one person from each group, we would like to interview you. Would you be willing to answer some questions?

The Paperwork Reduction Act requires approval of all federal government surveys by the Office of Management and Budget. This survey has been approved under this Act. The Office of Management and Budget control number and expiration date is available at your request. Additional information about this survey and its approval is available at your request.* The questions on this survey will take about **15 minutes** to complete. All of your answers are voluntary and anonymous.

Thank you.

***Additional Information Provided upon Request.**

OMB Approval number:

Expiration Date:

Person Collecting and Analyzing Information: *Dr. Wayne Freimund
Department of Society and Conservation
College of Forestry and Conservation
University of Montana
Missoula, MT 59812
(406) 243-5184*

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You may direct comments on the number of minutes required to respond, or on any other aspect of this survey to:

Barbara West
Chaco Culture National Historical Park
505 786-7014 x 230
Barbara_West@nps.gov

Survey #	
Date	
Time	
Interview Site	

7a. Please indicate which source(s) of information you have used in the park. [Topic Area 3: Individual Activities and Uses of Park Resources]

Information Source	a. Used? (circle one for each)	
Brochures	Yes	No
Orientation at the visitor center front desk	Yes	No
Movie at the visitor center	Yes	No
Ranger-led tour	Yes	No

7b. Which one of the information sources you used has been the most useful? [Topic Area 5: Individual Evaluation of Park Services]

8a. Please indicate which sites you've visited in the park, leaving the places you did not visit blank. [3. ITIN1]

Site	Sites visited (circle one for each)	
Visitor Center	Yes	No
Campground	Yes	No
Una Vida	Yes	No
Hungo Pavi	Yes	No
Wijiji	Yes	No
Pueblo Bonito	Yes	No
Chetro Ketl	Yes	No
Kin Kletso	Yes	No
Casa Rinconada	Yes	No
Pueblo del Arroyo	Yes	No
Jackson Staircase	Yes	No
Alto Mesa	Yes	No
Casa Chiquita	Yes	No
Petroglyphs (west of Chiquita)	Yes	No
Pueblo Alto	Yes	No
Peñasco Blanco	Yes	No
Tsin Kletsin	Yes	No
West Mesa Overlook	Yes	No

8b. Which one of the sites you've visited did you spend the most time at? [Topic area 3: Individual Activities and Use of Park Resources]

We would next like to ask you about your travel to and from Chaco Culture NHP.

9a. Where did you stay the night before you entered Chaco Culture NHP? [variation of 3.TRIPC16]

City_____ State_____

9b. What type of accommodations did you use? [variation of 3.TRIPC15]

- | | |
|--|---|
| <input type="checkbox"/> Hotel/motel | <input type="checkbox"/> Private campground |
| <input type="checkbox"/> With friends or relatives | <input type="checkbox"/> My home |
| <input type="checkbox"/> Public campground | <input type="checkbox"/> Other: _____ |

10a. Where do you plan to stay the night after you leave Chaco Culture NHP? [variation of 3.TRIPC17]

City_____ State_____

10b. What type of accommodations will you use (check one)? [variation 3.TRIPC 15]

- | | |
|--|---|
| <input type="checkbox"/> Hotel/motel | <input type="checkbox"/> Private campground |
| <input type="checkbox"/> With friends or relatives | <input type="checkbox"/> My home |
| <input type="checkbox"/> Public campground | <input type="checkbox"/> Other: _____ |

11a. Did you receive any information about Chaco Culture NHP before arriving (check one)? [Topic Area 2: Trip/Visit Characteristics]

- No (please skip to question 12) Yes

11b. If YES, from which source(s) (check all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Live in the local area | <input type="checkbox"/> Word-of-mouth |
| <input type="checkbox"/> State promotional agency publications | <input type="checkbox"/> Internet (please specify): |
| <input type="checkbox"/> Travel agency publications | <input type="checkbox"/> NPS website |
| <input type="checkbox"/> Radio/TV programming | <input type="checkbox"/> Other non-NPS website |
| <input type="checkbox"/> Archeological or historical organization's publication | <input type="checkbox"/> World Heritage promotional material |
| <input type="checkbox"/> Non-NPS newspaper | <input type="checkbox"/> Material you requested from NPS |
| <input type="checkbox"/> Recreation group publication | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Environmental group publication | |

12. Did you visit any of the following cultural areas as part of this trip to Chaco Culture NHP (check all that apply)? [Topic Area 2: Trip/Visit Characteristics]

- | | |
|---|---|
| <input type="checkbox"/> Mesa Verde National Park | <input type="checkbox"/> Monument Valley/Window Rock |
| <input type="checkbox"/> Aztec Ruins National Monument | <input type="checkbox"/> Hovenweep National Monument |
| <input type="checkbox"/> Canyon de Chelly National Monument | <input type="checkbox"/> El Morro/El Malpais National Monuments |
| <input type="checkbox"/> Bandelier National Monument | <input type="checkbox"/> Salmon Ruins |
| <input type="checkbox"/> Zuni Pueblo | <input type="checkbox"/> Hopi Mesas |
| <input type="checkbox"/> Acoma Pueblo | <input type="checkbox"/> Other _____ |

13. Prior to your visit, were you aware that Chaco Culture NHP was a World Heritage Site (check one)? [Topic Area 6: Individual Perceptions of their Park Experiences]

- No Yes

14. People come to this park for many different reasons. Here is a list of reasons why people might come here. Please rate the importance of these items in your decision to visit Chaco Culture NHP. (Circle the number that best describes how you feel about each statement.) [Topic Area 6: Individual Perceptions of their Park Experiences]

Reason to visit Chaco Culture NHP	Not Important	Somewhat Important	Moderately Important	Very Important	Extremely Importance	I Don't Know
To satisfy my curiosity	1	2	3	4	5	6
To learn and see how people lived back then	1	2	3	4	5	6
To look at the scenery	1	2	3	4	5	6
To grow and develop spiritually	1	2	3	4	5	6
To enjoy the smells and sounds of nature	1	2	3	4	5	6
To do something with the family	1	2	3	4	5	6
To do something such as sketch, paint or photograph	1	2	3	4	5	6
To be away from crowds of people	1	2	3	4	5	6
To be alone	1	2	3	4	5	6
To learn about ancient cultures	1	2	3	4	5	6
To get away from the usual demands of life	1	2	3	4	5	6
To experience a World Heritage Site	1	2	3	4	5	6
To experience dark night skies	1	2	3	4	5	6
Other: _____	1	2	3	4	5	6

15. Managers are interested in your opinions about the road leading to the park. Please indicate the extent to which you agree or disagree with each of the following statements about the road. (Circle the number that best describes how you feel about each statement.)
[5. CRWDATT10]

Statement about the road you used to enter the park	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
The road can damage automobiles	1	2	3	4	5
Road conditions enhance the experience at Chaco	1	2	3	4	5
The threat of rain affecting the road prevented me from enjoying my visit	1	2	3	4	5
Road conditions preserve fragile resources by reducing crowds	1	2	3	4	5
Road conditions deter less serious visitors	1	2	3	4	5
The road is a physically unpleasant driving experience	1	2	3	4	5
Road conditions keep the park from being crowded	1	2	3	4	5
Additional travel time on the road to the park cut down on my time to visit the park	1	2	3	4	5

16. Please indicate how your experience of each of the following items during your visit to Chaco Culture NHP has affected your ability to reflect on Chacoan culture. (Circle one number for each statement.)
[Topic Area 6: Individual Perceptions of their Park Experiences]

What you experienced	Detracted Greatly	Detracted Somewhat	Had No Effect	Added Somewhat	Added Greatly
The number of visitors you saw while you were visiting sites	1	2	3	4	5

The ability to intimately explore the ancient cultural sites	1	2	3	4	5
The freedom to move about the sites at your desired pace	1	2	3	4	5
Being in a remote setting	1	2	3	4	5
Sounds made by other visitors	1	2	3	4	5
The amount of time during your visit to the sites that you heard sounds from vehicles	1	2	3	4	5
The amount of access allowed within the sites	1	2	3	4	5
The amount of signs and fences that restricted access	1	2	3	4	5
The availability of parking at each site you visited	1	2	3	4	5
The number of large groups (12 or more people) you encountered while visiting the sites	1	2	3	4	5

17. Please indicate how the number of other visitors you encountered in each of the following areas compared to your expectations. If you haven't visited an area, please check "Did not visit." (Check one for each item.) [Topic Area 6: Individual Perceptions of their Park Experiences]

Area	Have not visited	How number of encounters <u>compared with your expectations</u>			
		Fewer than I expected	About the number I expected	More than I expected	I had no expectation
The park in general					
Pueblo Bonito					
Backcountry trails					

18. Next we would like to know how the number of other visitors you encountered in each of the following areas relates to your preferences. If you haven't visited an area, please check "Did not visit." (Check one for each item.) [Topic Area 6: Individual Perceptions of their Park Experiences]

Area	Have not visited	How number of encounters <u>compared with your preferences</u>			
		Fewer than I prefer	About the number I prefer	More than I prefer	I had no preference
The park in general					
Pueblo Bonito					
Backcountry trails					

19. There are many kinds of opportunities, services, and facilities that park managers already provide or could provide to make your visit to Chaco Culture NHP more enjoyable. Below is a list of things that might be provided. Please indicate how important you feel each of the following is or could be in making your visit to the park enjoyable. (Circle one number that best describes how you feel about each statement.) [Topic Area 6: Individual Perceptions of their Park Experiences]

Opportunity, service, or facility	Not Important	Slightly Important	Moderately Important	Very Important	Of Utmost Importance	I Don't Know
Being able to walk inside the sites	1	2	3	4	5	6
Being in a remote, wilderness-like setting	1	2	3	4	5	6
Ranger-led talks, walks, or presentations	1	2	3	4	5	6
Picnic areas available	1	2	3	4	5	6
A place to buy souvenirs	1	2	3	4	5	6
Access for the disabled	1	2	3	4	5	6
A snack bar or restaurant	1	2	3	4	5	6
Shady places near the sites	1	2	3	4	5	6
Access to the backcountry	1	2	3	4	5	6
Being able to look around on my own	1	2	3	4	5	6
Museum displays	1	2	3	4	5	6
Booklets explaining what is seen in the sites	1	2	3	4	5	6
Information exhibits and signs	1	2	3	4	5	6
Programs and activities especially for kids	1	2	3	4	5	6
Information available at the visitor center	1	2	3	4	5	6
Other: _____	1	2	3	4	5	6

The management of group sizes is important at Chaco and we are interested in your opinion of the size of the groups you encountered today.

20a. Have you encountered a group of 12 or larger on this visit? [Topic area 6: Individual Perceptions of their Park Experiences]

- No (skip to question 23) Yes

20b. If YES, please estimate the number of individuals in the largest group that you saw today.
_____ (number of people) OR I can't remember

20c. Please indicate how acceptable it was to encounter that group (circle a single number):

Very Unacceptable				Very Acceptable				
-4	-3	-2	-1	0	1	2	3	4

20d. If your rating of the encounter was unacceptable (-1 to -4), please explain (check one):

- The number of people
 The behavior of people within the group
 Both the number and behavior

Next we would like to know how you feel about a range of management policies that are currently in place, as well as actions that could be implemented if visitation to Chaco Culture NHP increased.

21. If visitation to Chaco Culture NHP continues to increase, the National Park Service may consider one or more of the following actions to protect the quality of visitor experiences and preserve park resources. Considering that you may be affected by these actions, please indicate how much you agree or disagree that the NPS should do the following (circle one number for each statement): [Topic Area 7: Individual Opinions on Park Management]

To maintain high quality experiences, during times of peak use, the NPS should:	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
Require a compulsory park orientation at the visitor center	1	2	3	4	5
Close the gate to additional visitors when available parking spaces are filled	1	2	3	4	5
Limit the size of groups to 12 people	1	2	3	4	5
Restrict access at Pueblo Bonito to the plazas and a few sample rooms	1	2	3	4	5
Require visitors to wait at the visitor center up to one hour (or until a group leaves) before beginning to travel to the sites in the park	1	2	3	4	5
Require a reservation to visit the park	1	2	3	4	5
Require visitors to join guided tours of the site	1	2	3	4	5
Limit the number of daily permits available to sites such as Pueblo Bonito, Pueblo de Arroyo and Casa Rinconada.	1	2	3	4	5

These last questions will help managers learn about the people who participated in the study.

22. Do you live in the United States? [1.RES3]

- Yes (What is your zip code? _____)
- No (what country do you live in? _____)

23. Which of the following describes your present situation (check one)? [Topic Area 1: Individual Characteristics]

- Single, no children
- Married, no children
- Other
- Married with children
- Single parent with children

24. What is the year of your birth? [1. AGE 1]_____

25. What is the highest level of formal education you have completed (check one)? [1.ED2]

- 8th grade or less
- 9-11th grade
- 12th grade (H.S. Graduate)
- 13-15 years (some college, business, trade school)
- 16 years (college/university graduate)
- 17+ years (some graduate work)
- Master, doctorate or professional degree

26. Are you Hispanic or Latino? (check one.) [1.RACE/ETH2]

- Yes
- No

27. What is your race? (check one or more.) [1.RACE/ETH3]

- American Indian or Alaskan Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White

28. Which category best represents your annual household income (check one)? [1.INCOME1]

- Less than \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- Do not wish to answer

29. What did you **most** enjoy about your visit to Chaco Culture NHP? [6.EVALSERV25]

30. What did you like **least** about your visit to Chaco Culture NHP? [6.EVALSERV24]

THANK YOU FOR YOUR TIME
AND OPINIONS!!!