



Fort Bowie National Historic Site Visitor Study

Spring 2011



ON THE COVER

Fort Bowie ruins

Courtesy of Fort Bowie National Historic Site

Fort Bowie National Historic Site Visitor Study

Spring 2011

Mystera Samuelson, Yen Le, Steven J. Hollenhorst

Visitor Services Project
Park Studies Unit
University of Idaho
Moscow, ID 83844-1139

December 2011

U.S. Department of the Interior
National Park Service
Natural Resource Stewardship and Science
Fort Collins, Colorado

The National Park Service Natural Resource Stewardship and Science publishes a range of reports that address natural resource topics and applicability to a broad audience in the National Park Service and others in natural resource management, including scientists, conservation and environmental constituencies, and the public.

Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

Views, statements, findings, conclusions, recommendations, and data in this report do not necessarily reflect views and policies of the National Park Service, U.S. Department of the Interior. Mention of trade names or commercial products does not constitute endorsement or recommendation for use by the U.S. Government.

Please cite this publication as:

Samuelson, M., Y. Le, S.J. Hollenhorst. 2011. Fort Bowie National Historic Site Visitor Study Spring 2011. National Park Service, Fort Collins, Colorado.

This report is available from the Park Studies Unit website (<http://psu.uidaho.edu>).

Visitor Services Project Publications:

A complete list of in-depth visitor studies conducted by the VSP can be obtained by visiting the website: www.psu.uidaho.edu/reports.htm or by contacting the VSP office at (208) 885-2269.

Contents

Executive Summary	v
Acknowledgements	vii
About the Authors	vii
Introduction	1
Organization of the Report	1
Presentation of the Results	2
Methods.....	3
Survey Design and Procedures.....	3
Sample size and sampling plan	3
Questionnaire design	3
Survey procedure.....	4
Data Analysis	5
Limitations	6
Special conditions	6
Checking Non-response Bias.....	7
Results	9
Group and Visitor Characteristics	9
Visitor group size.....	9
Visitor group type	9
Visitors with organized groups	10
United States visitors by state of residence	12
Visitors from Arizona and adjacent states by county of residence.....	13
International visitors by country of residence	14
Number of visits in past 5 years	15
Number of lifetime visits	15
Visitor age	16
Preferred language to receive information	17
Visitors with physical conditions.....	18
Household income	19
Household size.....	19
Trip/Visit Characteristics and Preferences	20
Information sources prior to visit	20
Information sources for future visit.....	22
Primary reason for visiting the park area	23
Alternative recreational site.....	24
Adequacy of directional signs	25
Number of vehicles	27
Use of recreational vehicles.....	27
Number of park entries.....	28
Overnight stays	29
Accommodations.....	30
Length of park visit.....	31
Length of stay in the park area.....	32
Sites visited in the park	33
Activities on this visit	34
Most important activities.....	35
Activities on future visit.....	36
Use of trail to the fort.....	37
Ranger-led programs/activities	38
Ranger-led programs on future visit.....	39
Interpretive topics.....	41

Contents (continued)

Ratings of Services, Facilities, Attributes, Resources and Elements 44
 Information services and facilities used 44
 Importance ratings of information services and facilities 45
 Quality ratings of information services and facilities 47
 Mean scores of importance and quality ratings of information services and facilities 49
 Interpretive exhibits along trail/ruins 50
 Opinions about safety 51
Expenditures 53
 Total expenditures inside and outside the park 53
 Number of adults covered by expenditures 54
 Number of children covered by expenditures 54
 Expenditures inside the park 55
 Expenditures outside the park 57
 Total cost of trip 63
 Amount of unpaid vacation/unpaid time off 63
 Income foregone to make this trip 63
Preferences for Future Visits 64
 Preferred topics to learn on future visit 64
 Additional trail 65
Overall quality 66
Visitor Comment Summaries 67
 Stories requiring emphasis/strengthening 67
 What visitors liked most 69
 What visitors liked least 71
 Planning for the future 73
 Additional comments 75
Visitor Comments 77
Appendix 1: The Questionnaire 79
Appendix 2: Additional Analysis 81
Appendix 3: Decision Rules for Checking Non-response Bias 82
References 83

Executive Summary

This visitor study report profiles a systematic random sample of Fort Bowie National Historic Site (NHS) visitors during March 1 – May 2, 2011. A total of 336 questionnaires were distributed to visitor groups. Of those, 286 questionnaires were returned, resulting in an 85.1% response rate.

Group size and type	Fifty-eight percent of visitor groups were comprised of two people and 20% were in groups of four or more. Fifty-eight percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 42 states and comprised 96% of total visitation during the survey period, with 36% from Arizona and smaller portions from 41 other states. International visitors were from 7 countries and comprised 4% of total visitation.
Frequency of visits	Eighty-five percent of visitors had visited the park once in the last 5 years. Eighty-one percent of visitors were visiting the park for the first time in their lifetime.
Age and household income	Fifty-three percent of visitors were ages 56-70 years, 14% were ages 15 years or younger, and 6% were 71 or older. Twenty-three percent of respondents reported a household income of \$50,000-\$74,999.
Physical conditions	Fourteen percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities and services.
Information sources	Most visitors (93%) obtained information about the park prior to their visit, through maps and brochures (41%), the park website (33%), and friends/relatives/word of mouth (31%); and most (89%) received the information they needed. Sixty-nine percent of visitor groups would use the park website to obtain information for a future visit.
Primary reason for visiting the area	Nine percent of visitor groups were residents of the area (within 75 miles of the park). The most common primary reasons for visiting the park area among non-resident visitor groups were to visit the park (44%) and visit other attractions in the area (35%).
Transportation	Seven percent of visitor groups drove a recreational vehicle to the park, and 5% were pulling a trailer or another vehicle.
Overnight stays	Sixty-three percent of visitor groups stayed overnight in the area within 75 miles of the park, of which 35% stayed two nights and 31% spent four or more nights. Fifty-six percent of visitor groups stayed in lodges, hotels, motels, vacation rentals, bed and breakfasts, etc., while 25% were RV/trailer camping.
Length of stay	Forty percent of visitor groups spent three hours visiting the park. The average length of visit in the park was 3.3 hours. Of those visitor groups that spent less than 24 hours visiting the area within 75 miles of the park, 33% spent four to five hours. Of those that spent 24 hours or more, 54% spent two to three days. The average length of stay to the park area for all visitor groups was 3.6 days.

Executive Summary (continued)

Activities on this visit	The most common park activities were visiting the visitor center (96%), general sightseeing (90%), and walking/day hiking (89%). Visitor groups' most important activities were studying history (98%) and walking/day hiking.
Ranger-led programs	Four percent of visitor groups attended ranger-led programs. Seventy percent were not aware of any ranger-led programs, and 67% would likely attend a program on a future visit. The interpretive topics that most interested visitors on a future visit were events of the Battle of Apache Pass (90%) and natural setting where the events occurred (89%).
Information services and facilities	The information services and facilities most commonly used by visitor groups were the visitor center exhibits (92%), the trailside exhibits (84%), and the park brochure/map (76%).
Interpretive exhibits along the trail	Visitor groups (95%) viewed interpretive exhibits along trails and ruins. Of those who viewed the trailside exhibits, 93% of visitor groups felt the number of exhibits was "about right" and 92% felt the amount of information was "about right".
Expenditures	The average visitor group expenditure (inside and outside the park within 75 miles) was \$334. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$135, and the average total expenditure per person (per capita) was \$154.
Learning about the park	Ninety percent of visitor groups were interested in ranger-led hikes on a future visit. The most common topic of interest were Apache (84%) and Army/Buffalo Soldiers (%).
Overall quality	Most visitor groups (92%) rated the overall quality of facilities, services, and recreational opportunities at Fort Bowie NHS as "very good" or "good". Two percent of groups rated the overall quality as "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Mystera Samuelson for compiling the report, Yen Le for overseeing the fieldwork, the staff and volunteers of Fort Bowie National Historic Site for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

About the Authors

Mystera Samuelson is a research assistant with the Visitor Services Project. Dr. Yen Le is Assistant Director of the Visitor Services Project at the University of Idaho, and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho.

Introduction

This report describes the results of a visitor study at Fort Bowie National Historic Site (NHS) in Bowie, AZ, conducted March 1 – May 2, 2011 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Fort Bowie NHS, “Fort Bowie commemorates the bitter conflict between Chiricahua Apaches and the U.S. military - a lasting monument to the bravery and endurance of U.S. soldiers in paving the way for settlement and the taming of the western frontier.” (www.nps.gov/fobo, retrieved September 2011).

Organization of the Report

This report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: **Results**. This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: **Appendices**

Appendix 1: *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3: *Decision rules for checking non-response bias*. An explanation of how the non-response bias was determined.

Presentation of the Results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables or text.

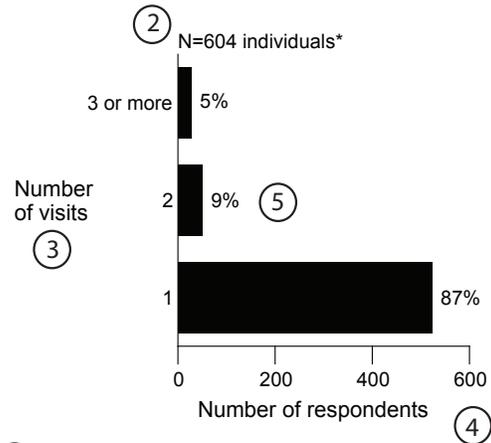
SAMPLE

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

* appears when the total percentages do not equal 100 due to rounding.

** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.
4. Horizontal information shows the number or proportions of responses in each category.
5. In most graphs, percentages provide additional information.



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Fort Bowie NHS during March 1 – May 2, 2011. Visitors were surveyed between the hours of 8:00 a.m. and 4:30 p.m. Surveys were distributed at the visitor center. During this survey, 354 visitor groups were contacted and 336 of these groups (95%) accepted questionnaires. (The average acceptance rate for 286 VSP visitor studies conducted from 1988 through 2010 is 91.5%.) Questionnaires were completed and returned by 286 visitor groups, resulting in an 85.1% response rate for this study. (The average response rate for the 228 VSP visitor studies is 72.6%.)

Questionnaire design

The Fort Bowie NHS questionnaire was developed at a workshop held with park staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Fort Bowie NHS. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Fort Bowie NHS questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked their names and addresses, and telephone numbers or email addresses in order to mail a reminder/thank-you postcard and follow-ups. Visitors were asked to complete this questionnaire after their visit, and return it by mail. The questionnaires were pre-addressed and affixed with a U.S. first-class postage stamp.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 1). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Table 1. Follow-up mailing distribution

Round 1 Mailing	Date	U.S.	International	Total
Postcards	March 22, 2011	57	3	60
1 st Replacement	April 5, 2011	15	0	15
2 nd Replacement	April 25, 2011	9	0	9

Round 2 Mailing	Date	U.S.	International	Total
Postcards	April 5, 2011	109	2	111
1 st Replacement	April 19, 2011	38	1	39
2 nd Replacement	May 9, 2011	22	0	22

Round 3 Mailing	Date	U.S.	International	Total
Postcards	April 19, 2011	62	3	65
1 st Replacement	May 3, 2011	12	2	14
2 nd Replacement	May 23, 2011	7	0	7

Round 4 Mailing	Date	U.S.	International	Total
Postcards	May 3, 2011	46	2	48
1 st Replacement	May 17, 2011	18	1	19
2 nd Replacement	June 7, 2011	15	0	15

Round 5 Mailing	Date	U.S.	International	Total
Postcards	May 18, 2011	40	2	42
1 st Replacement	June 2, 2011	14	0	14
2 nd Replacement	June 22, 2011	8	0	8

The 2-minute interview was conducted with 336 visitors to Fort Bowie NHS. This resulted in 11.2 hours of visitor time dedicated to the interviews. A total of 286 visitors completed and returned their questionnaire. It is estimated that each questionnaire takes an average of 20 minutes to complete. This resulted in a total of 95.33 hours of visitor time dedicated to completing the questionnaire. Visitors dedicated a total of approximately 107 hours of time to provide the data in this report.

Data Analysis

Returned questionnaires were coded and the visitor responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data; responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

Limitations

Like all surveys, this study has limitations that could be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of March 1 – May 2, 2011. The results present a ‘snapshot in time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word “**CAUTION!**” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period ranged from cool and sunny to warm with occasional high winds. No special events occurred in the area, which would have affected the type and amount of visitation to the park. Surveys were not distributed on 4/21/11 due to a lack of trained interviewers.

Checking Non-response Bias

Three variables were used to check non-response bias: respondents' age, group size, and group type. Participants at higher age ranges were more responsive to the survey. As shown in Table 2, the average respondent age was significantly higher than average nonrespondent age. No significant differences were found in group sizes and group types (see Tables 2 and 3). There may be a potential bias toward visitors at higher age ranges (55 and higher). See Appendix 3 for more details of the non-response bias checking procedures.

Table 2. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Nonrespondents	p-value (t-test)
Age (years)	59.78 (N=286)	50.25 (N=48)	<0.001
Group size	2.55 (N=276)	3.29 (N=51)	0.110

Table 3. Comparison of respondents and non-respondents by group type

Group type	Respondents	Nonrespondents	p-value (chi-square)
Alone	44	7	0.338
Family	161	31	
Friends	21	3	
Family and friends	4	3	

Results

Group and Visitor Characteristics

Visitor group size

Question 23b

On this visit, how many people were in your personal group, including yourself?

Results

- 58% of visitor groups consisted of two people (see Figure 1).
- 22% were in groups of three or four.

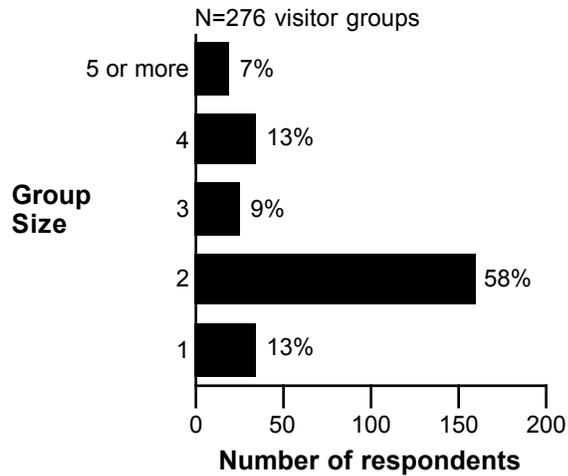


Figure 1. Visitor group size

Visitor group type

Question 23a

On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results

- 58% of visitor groups consisted of family members (see Figure 2).
- “Other” group types (1%) were:
 - Colleagues
 - RV singles group

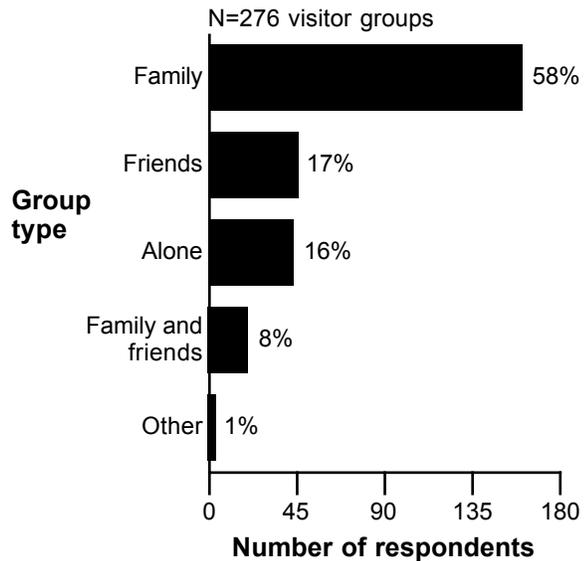


Figure 2. Visitor group type

Visitors with organized groups

Question 22a

On this visit, were you and your personal group with a commercial guided tour group?

Results

- Less than 1% of visitor groups were with a commercial guided tour group (see Figure 3).

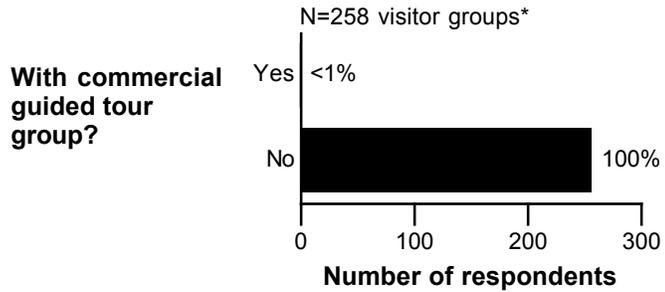


Figure 3. Visitors with a commercial guided tour group

Question 22b

On this visit, were you and your personal group with a school/educational group?

Results

- 2% of visitor groups were with a school/educational group (see Figure 4).

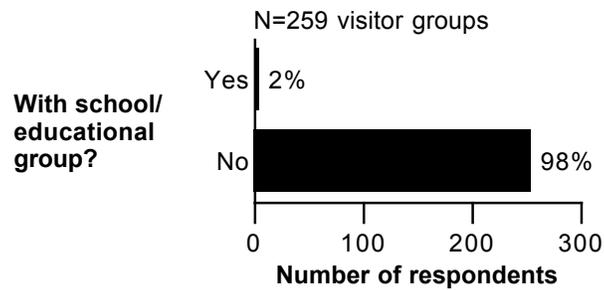


Figure 4. Visitors with a school/educational group

Question 22c

On this visit, were you and your personal group with an “other” organized group (scouts, work, church, etc.)?

Results

- 6% of visitor groups were with an “other” organized group (see Figure 5).

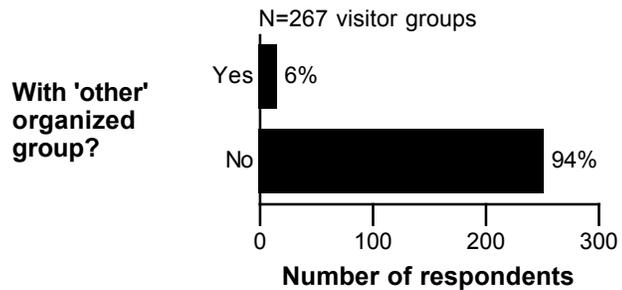


Figure 5. Visitors with an “other” organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 22d

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

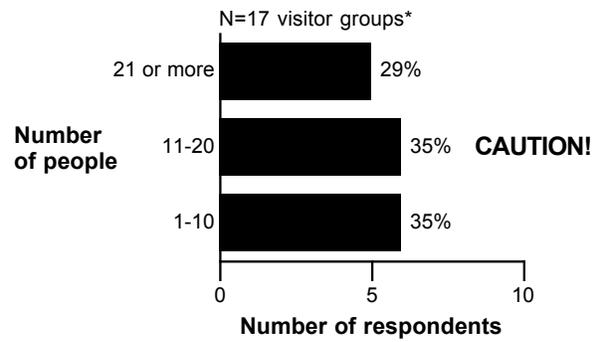


Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 24b

For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 42 states and comprised 96% of total visitation to the park during the survey period.
- 36% of U.S. visitors came from Arizona (see Table 4 and Figure 7).
- 8% came from California, 5% were from Colorado, and 5% were from Washington.
- Smaller proportions came from 38 other states.

Table 4. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=610 individuals	Percent of total visitors N=637 individuals
Arizona	221	36	35
California	51	8	8
Colorado	32	5	5
Washington	32	5	5
Texas	26	4	4
Oregon	24	4	4
Minnesota	18	3	3
Illinois	17	3	3
New Mexico	16	3	3
Ohio	15	2	2
Pennsylvania	13	2	2
Wisconsin	13	2	2
Florida	11	2	2
New York	11	2	2
Michigan	10	2	2
Missouri	10	2	2
26 other states	90	15	14

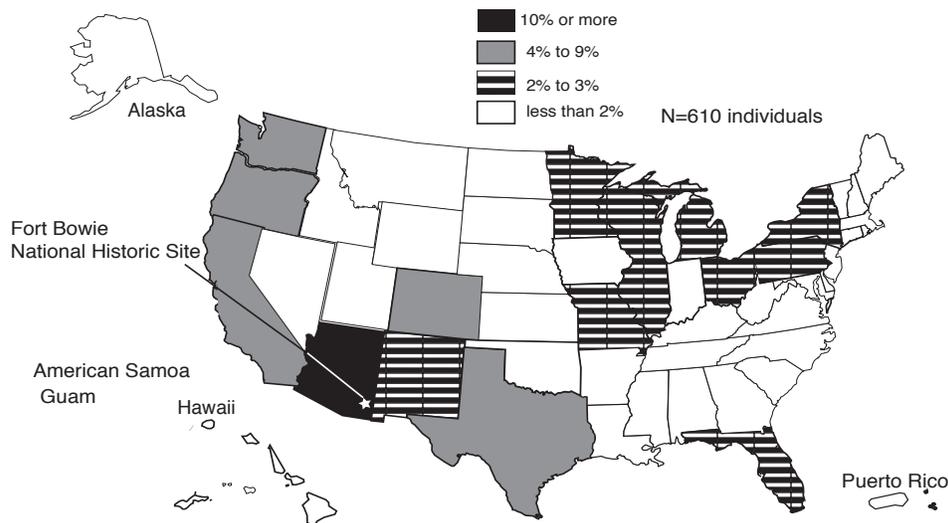


Figure 7. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors from Arizona and adjacent states by county of residence

Note: Response was limited to seven members from each visitor group.

Table 5. Visitors from Arizona and adjacent states by county of residence

Results	County, State	Number of visitors	
		N=323 individuals	Percent*
<ul style="list-style-type: none"> • Visitors from Arizona and adjacent states were from 43 counties and comprised 53% of the total U.S. visitation to the park during the survey period. • 36% came from Pima County (see Table 5). • 15% came from Cochise County and 13% from Maricopa County. • Smaller proportions of visitors came from 40 other counties in Arizona and adjacent states. 	Pima, AZ	117	36
	Cochise, AZ	50	15
	Maricopa, AZ	42	13
	Los Angeles, CA	10	3
	Orange, CA	8	2
	La Plata, CO	6	2
	San Diego, CA	5	2
	Sandoval, NM	5	2
	Clark, NV	4	1
	Denver, CO	4	1
	El Dorado, CA	4	1
	El Paso, TX	4	1
	Montrose, CO	4	1
	Santa Fe, NM	4	1
	Adams, CO	3	1
	Arapahoe, CO	3	1
	Grant, NM	3	1
	La Paz, AZ	3	1
	Nevada, CA	3	1
	Placer, CA	3	1
Siskiyou, CA	3	1	
Ventura, CA	3	1	
Washoe, NV	3	1	
20 other counties in Arizona and adjacent states	29	9	

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence**Question 24b**

For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results – Interpret with **CAUTION!**

- Not enough visitors responded to this question to provide reliable results (see Table 6).

Table 6. International visitors by country of residence – **CAUTION!**

Country	Number of visitors	Percent of international visitors N=27 individuals	Percent of total visitors N=637 individuals
Canada	19	70	11
Germany	2	7	<1
Switzerland	2	7	<1
Czech Republic	1	4	<1
Japan	1	4	<1
Poland	1	4	<1
United Kingdom	1	4	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits in past 5 years

Question 24c

For you and your personal group on this visit, how many times have you visited Fort Bowie NHS in the past 5 years (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 85% of visitors visited the park once in the past 5 years (see Figure 8).

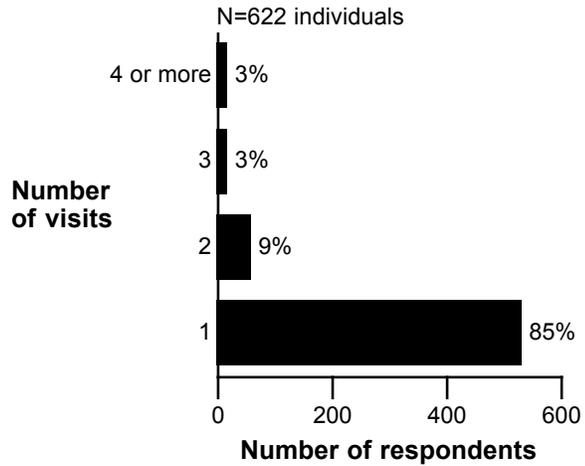


Figure 8. Number of visits to park in past 5 years

Number of lifetime visits

Question 24d

For you and your personal group on this visit, how many times have you visited Fort Bowie NHS in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 81% of visitors visited the park once in their lifetime (see Figure 9).

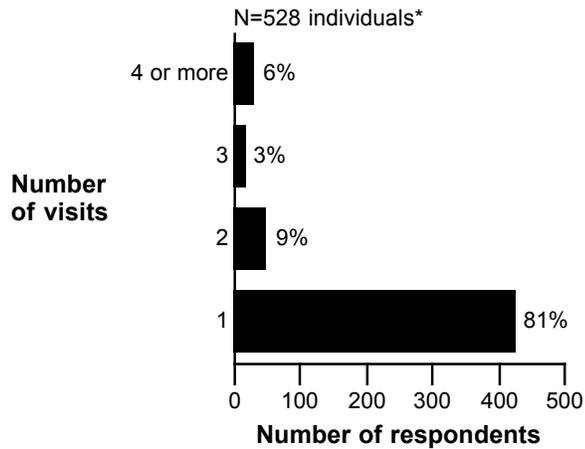


Figure 9. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 24a

For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 6 to 87 years.
- 53% of visitors were 56 to 70 years old (see Figure 10).
- 14% were 71 years or older.
- 6% of visitors were in the 15 years or younger age group.

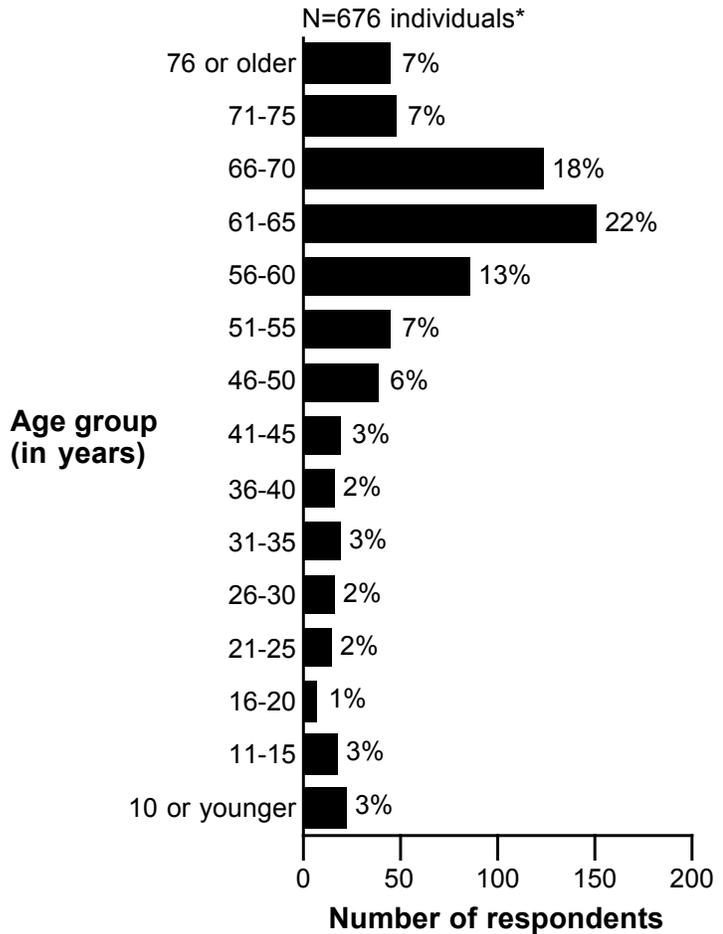


Figure 10. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred language to receive information

Question 2a

Would you or any member of your personal group prefer to receive information about Fort Bowie NHS in languages other than English?

Results

- 2% of visitor groups preferred to receive information in languages other than English (see Figure 11).

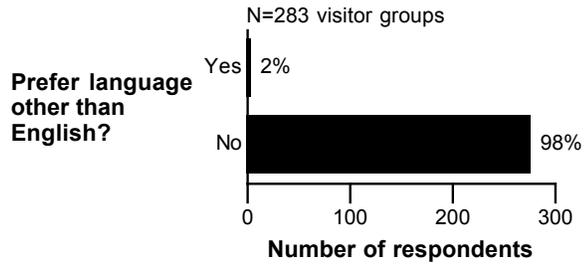


Figure 11. Visitor groups that preferred to receive information in languages other than English

Question 2b

If YES, which language(s)?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Table 7).

Table 7. Languages in which visitor groups preferred to receive information (N=6 comments) – **CAUTION!**

Language	Number of times mentioned
Spanish	3
French	2
Apache	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions

Question 17a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 14% of visitor groups had members with physical conditions (see Figure 12).

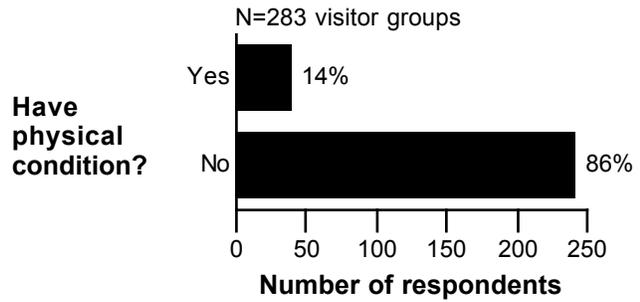


Figure 12. Visitor groups that had members with physical conditions

Question 17b

If YES, which services or activities were difficult to access/participate in? (Open-ended)

Results

- 34 visitor groups commented services or activities that were difficult to access or participate in (see Table 8).

Table 8. Services/activities that were difficult to access/participate in (N=35 comments; one visitor group made more than one comment)

Service/activity	Number of times mentioned
Walking/hiking	25
All services/activities	1
Most services/activities	1
Overlook trail	1
Ruin trail	1
Stair access	1
Trail benches are too low	1
Trail is not suitable for handicap access	1
Viewing the ruins - boardwalks would be nice	1
Walk to the fort	1
Walking uphill	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Household income

Question 25a

Which category best represents your annual household income?

Results

- 23% of respondents reported a household income of \$50,000-\$74,999 (see Figure 13).
- 18% had an income of \$75,000-\$99,999.

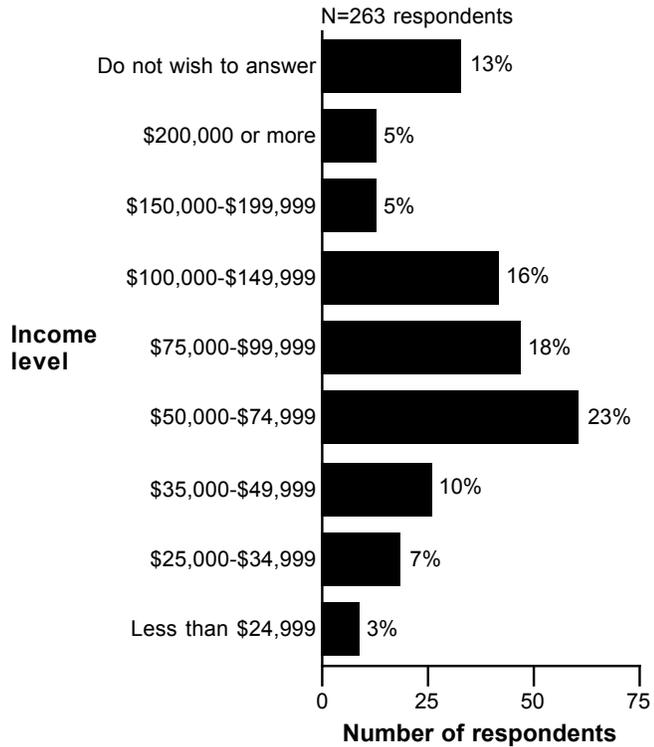


Figure 13. Respondent's level of income

Household size

Question 25b

How many people are in your household?

Results

- 68% of respondents had two people in their household (see Figure 14).
- 16% had one person.

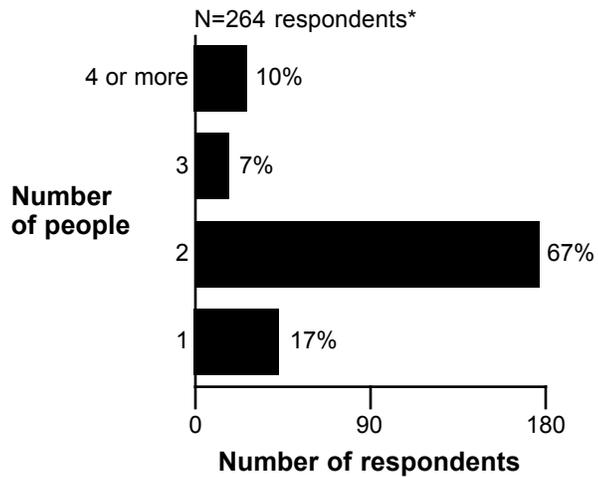


Figure 14. Number of people in household

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your personal group obtain information about Fort Bowie NHS?

Results

- 93% of visitor groups obtained information about Fort Bowie NHS prior to their visit (see Figure 15).
- As shown in Figure 16, among those visitor groups that obtained information about Fort Bowie NHS prior to their visit, the most common sources were:
 - 41% Maps and brochures
 - 33% Fort Bowie NHS website
 - 31% Friends/relatives/word of mouth
- “Other” websites (6%) were:
 - desertusa.com
 - Geocaching.com
 - Google
 - Lonely Planet
 - Southwest
 - Trip Advisor
 - Wikipedia
- “Other” sources of information (10%) were:
 - Books
 - Coronado Memorial Visitors Center
 - Fort Huachuca Historic Center hiking group
 - Chiricahua National Monument
 - Western movies
 - Museum in Willcox
 - National Park passport
 - Portal Ranger Station
 - Roper Lake State Park
 - Television programs
 - Wings Over Willcox (exhibit)

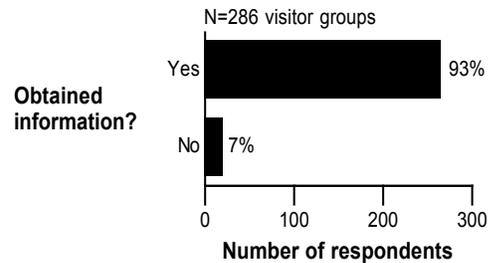


Figure 15. Visitor groups that obtained information prior to visit

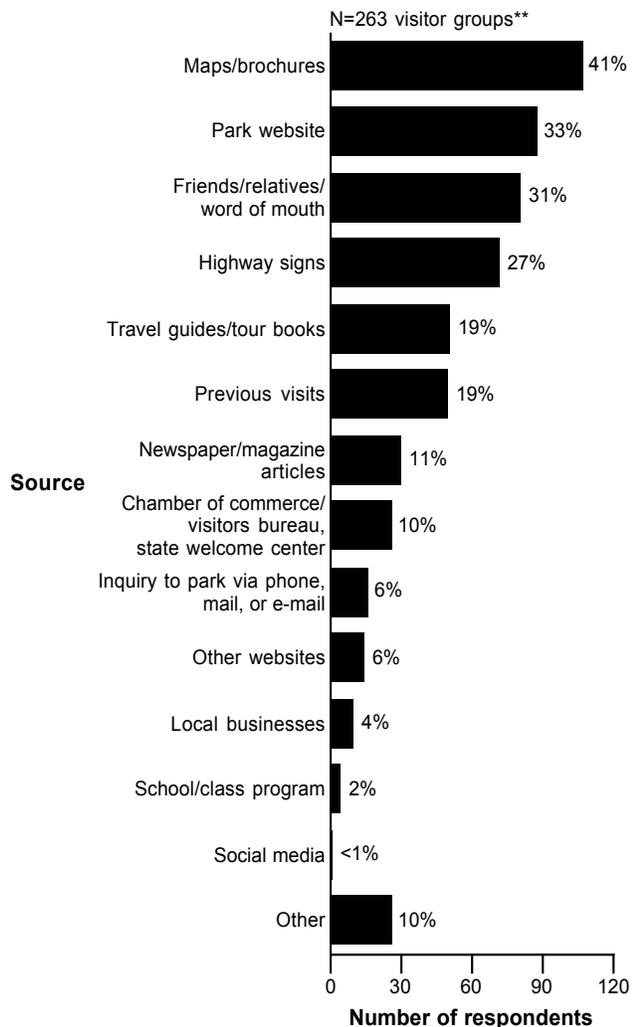


Figure 16. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

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?

Results

- 89% of visitor groups received needed information prior to their visit (see Figure 17).

Received needed information?

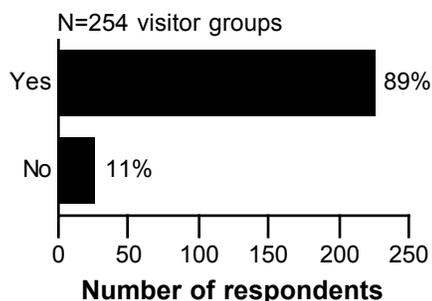


Figure 17. Visitor groups that received needed information prior to their visit

Question 1d

If NO, what type of park information did you and your personal group need that was not available? (Open-ended)

Results

- 20 visitor groups listed information they needed but was not available (see Table 9).

Table 9. Needed information that was not available (N=31 comments; some visitor groups made more than one comment)

Type of information	Number of times mentioned
Information on handicap access	5
Programs/talks/tours	3
Directions/road situation	2
Information on trails	2
Current news on website	1
Distance from highway	1
Guessed it dealt with Apache war	1
History	1
How long is the trail	1
How to avoid driving on dirt roads	1
Information about the return trail hike	1
Information on the 1.5 mile walk-in	1
Maps and brochures	1
Paved roads in the park	1
Photos	1
Restrooms	1
Road map and signs clearly marked	1
Security at parking lot	1
Services at visitor center	1
Size of the property	1
Visitor center hours of operation	1
Water availability	1
Website is not up-to-date	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources for future visit

Question 1b

If you were to visit Fort Bowie NHS in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 18, visitor groups' most preferred sources of information for a future visit were:

69% Park website
 40% Maps/brochures
 29% Travel guides/tour books

- “Other” websites (5%) were:

Google
 Lonely Planet
 Trip Advisor
 Wikipedia

- “Other” sources of information (1%) were:

Hiking group
 Other NPS visitor centers

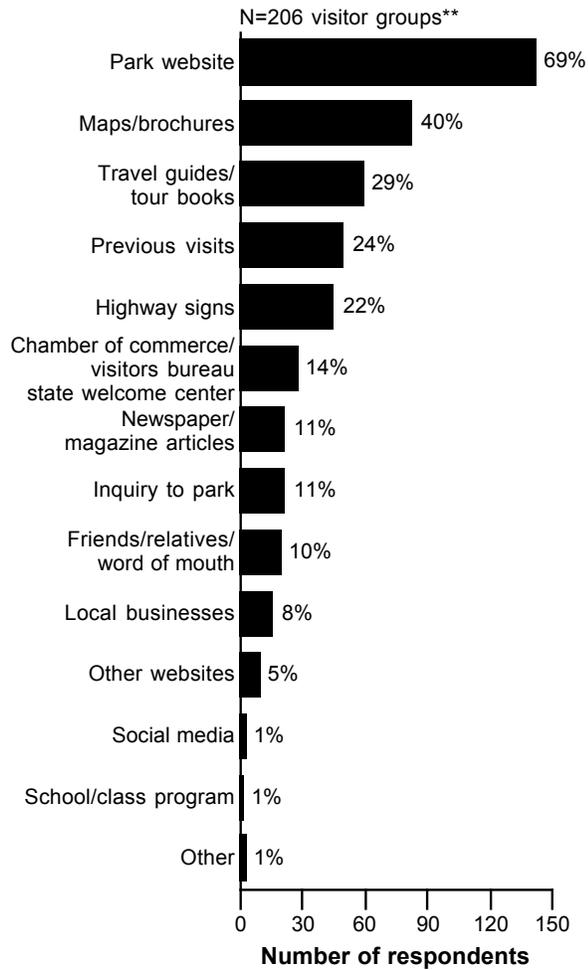


Figure 18. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting the park area

Question 3

On this trip, what was the primary reason that you and your personal group came to the Fort Bowie NHS area (within 75 miles of the park)?

Results

- 9% of visitor groups were residents of the area (see Figure 19).
- As shown in Figure 20, the primary reasons for visiting the area (within 75 miles) of Fort Bowie NHS among non-resident visitor groups were:

44% Visit Fort Bowie NHS
35% Visit other attractions in the area

- “Other” primary reasons (4%) were:
 - Birding
 - Class field trip
 - Hike in parks
 - Interest in Apache wars
 - Military training
 - Obtain Junior Ranger badge
 - Snowbirds
 - Staying in Wilcox
 - To get passport stamped
 - Training from Ft Huachuca,
 - Volunteer work at Kartchner Caverns State Park

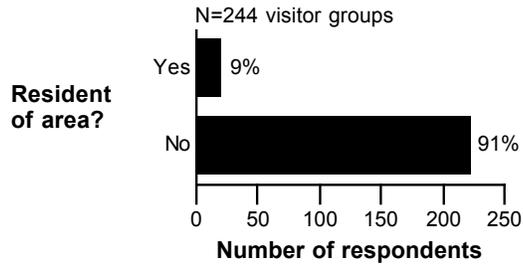


Figure 19. Residents of the area (within 75 miles of Fort Bowie NHS)

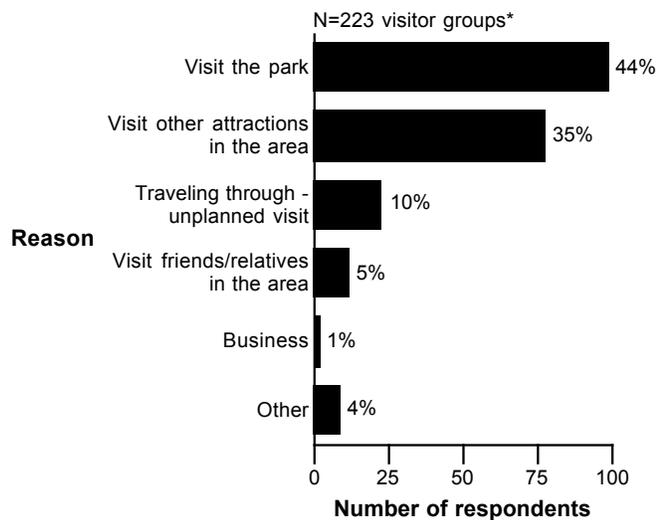


Figure 20. Primary reason for visiting the Fort Bowie NHS area (within 75 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Alternative recreational site

Question 21a

On this trip, if you and your personal group had not chosen to visit Fort Bowie NHS, what other recreation site would you have visited instead?

Results

- 166 visitor groups listed alternative recreational sites they would have visited if they had not visited Fort Bowie NHS (see Table 10).

Table 10. Sites that visitor groups would visit instead of Fort Bowie NHS (N=166 comments)

Site	Number of times mentioned
Chiricahua National Monument	54
None	25
Cochise Stronghold	12
Don't know	11
Other national park sites	8
Kartchner Caverns	5
Tombstone	4
Amerind Museum	3
Saguaro National Park	3
Amerind Foundation	2
Bisbee	2
Grand Canyon National Park	2
White Sands National Monument	2
Willcox	2
Other	31

Question 21b

How far is this alternative site from your home?

Results

- 54% of visitor groups listed an alternative site that was 1-500 miles from home (see Figure 21).
- 26% listed a site that was 1501 miles or more from home.

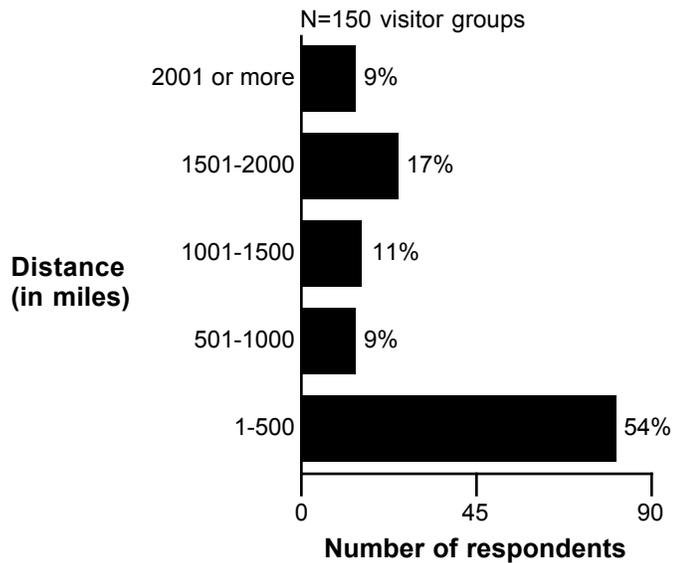


Figure 21. Distance of alternative recreational site from home

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Adequacy of directional signs

Questions 7a-7d

On this visit, were the signs directing you and your personal group to and around Fort Bowie NHS adequate?

Results

- Table 11 shows visitor groups' ratings of the adequacy of signs directing them to and within the park.

Table 11. Adequacy of directional signs

(N=number of visitor groups that rated each type of sign; n=number of visitor groups that did not use signs)

Type of sign	N	Adequate? (%)*		Did not use	
		Yes	No	n	% of total
Interstate signs	209	88	12	60	22
State highway signs	255	94	6	16	6
Signs in local communities	191	80	19	72	27
Signs in the park	271	91	9	5	2

Question 7e

If you answered NO for any of the above, please explain.

Results

- 76 visitor groups commented on problems with directional signs (see Table 12).

Table 12. Comments on directional signs

(N=76 comments)

Sign type	Comment	Number of times mentioned
Interstate signs (N=19)	Did not see any signs	8
	Did not see Fort Bowie sign on I-10	3
	On I-10 there were signs only for Chiricahua National Monument	2
	Did not see any signs until Willcox	1
	Did not see fort at Willcox exit	1
	Extremely difficult to find	1
	Lacking signs	1
	Need better signage	1
	Was looking for Chiricahua and did not notice them	1
State highway signs (N=12)	AZ-186 could be better marked	3
	Need more signs	3
	Signs were misleading	2
	Extremely difficult to find	1
	Lacking signs	1
	Not enough signs to interstate	1
	Signs pointed to Chiricahua only at some points	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 12. Comments on directional signs (continued)

Sign type	Comment	Number of times mentioned
Signs in local communities (N=27)	There were none at Wilcox	9
	Did not see any	6
	Need more signs	3
	No signs in local communities	2
	Sign in Willcox only listed Chiricahua	2
	Confusing signs	1
	Extremely difficult to find	1
	Need more signs at the point that I changed directions on the rural dirt roads	1
	The park sign was green, not the traditional brown/white, which is used for national parks	1
	We were on the right route	1
Signs in the park (N=18)	All were confusing and not exact	2
	Confusing "handicapped access only" implied not used for other access caused missed turn	1
	Hard to find handicap parking and access areas	1
	I did not realize that there is a return loop trail	1
	Instead of a sign that says "Ruins Trail," have "Fort" sign	1
	Need clearer signs for people with disabilities	1
	Need large overall map of buildings	1
	Need more information about trail to visitor center	1
	No directions to road leading to visitor center	1
	No mention of water availability	1
	No signage showing direction to visitor center	1
	One major trail split had no directional sign	1
	Several signs from previous visits were not in evidence on this trip	1
	Signs along the hike could be better	1
	Signs were for hikers and not for car visitors	1
	Too far from main road	1
	We weren't sure that the display area/bathrooms was the actual trailhead	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of vehicles

Question 4

On this visit, how many vehicles did you and your personal group use to arrive at the park?

Results

- 93% of visitor groups used one vehicle to arrive at the park (see Figure 22).

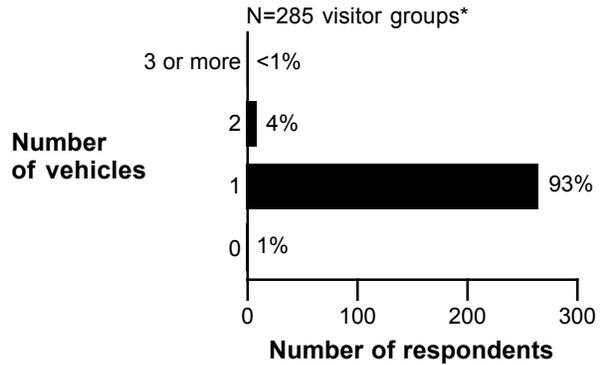


Figure 22. Number of vehicles used to arrive at the park

Use of recreational vehicles

Question 5a

On this visit, did you and your personal group drive a recreational vehicle to Fort Bowie National Historic Site?

Results

- 7% of visitor groups drove a recreational vehicle to the park (see Figure 23).

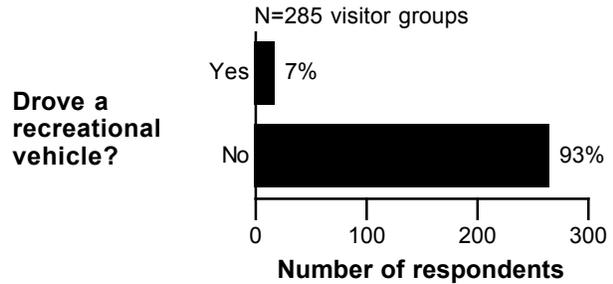


Figure 23. Visitor groups that drove a recreational vehicle to the park

Question 5b

If YES, how long was it?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 24).

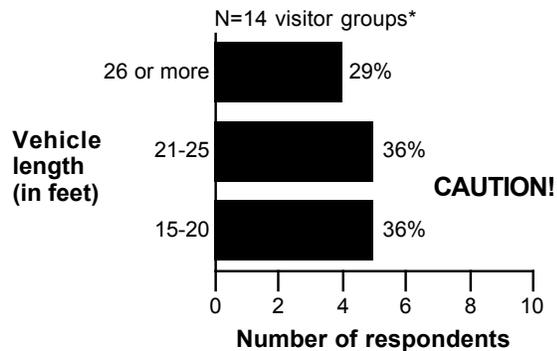


Figure 24. Length of recreational vehicle

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 5c

On this visit, were you and your personal group in a vehicle or recreational vehicle pulling a trailer or another vehicle?

Results

- 5% of visitor groups were in a vehicle or recreational vehicle pulling a trailer or another vehicle (see Figure 25).

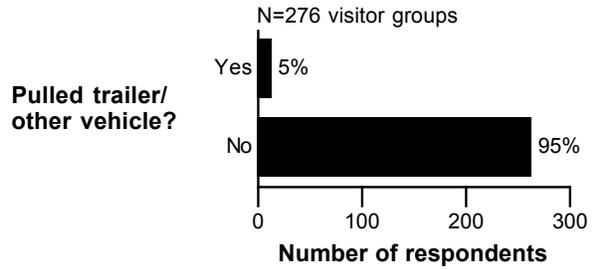


Figure 25. Visitor groups in a vehicle pulling a trailer or another vehicle

Question 5d

If YES, how long was it?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 26).

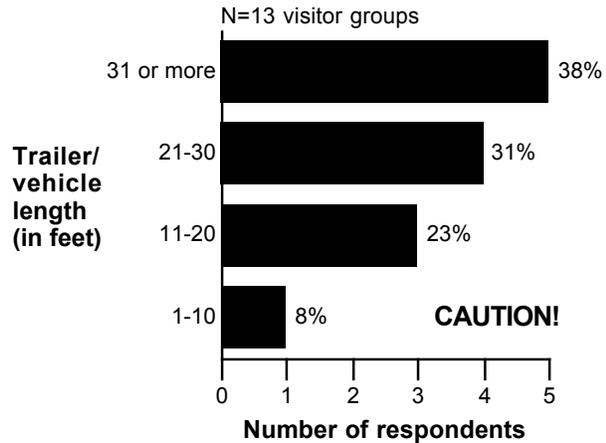


Figure 26. Length of pulled vehicle

Number of park entries

Question 12e

On this trip, how many times did you and your personal group enter the park?

Results

- 96% of visitor groups entered the park one time (see Figure 27).

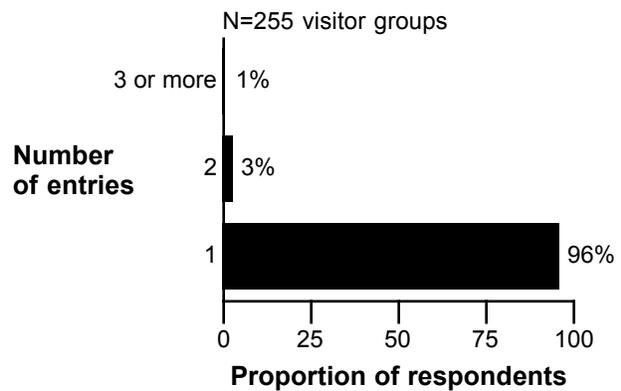


Figure 27. Number of park entries

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overnight stays

Question 6a

On this trip, did you and your personal group stay overnight away from your permanent residence, in the area within 75 miles of Fort Bowie NHS?

Results

- 63% of visitor groups stayed overnight away from their permanent residence, in the area within 75 miles of the park (see Figure 28).

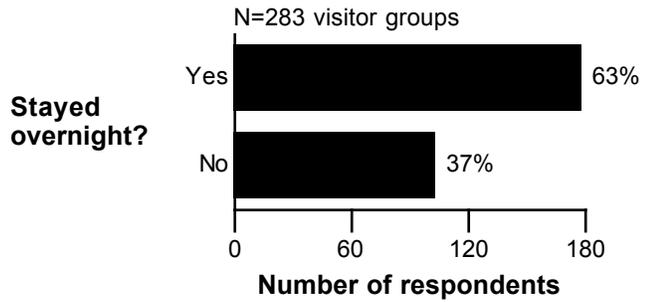


Figure 28. Visitor groups that stayed overnight in the area

Question 6b

If YES, please list the number of nights you and your personal group stayed in the area within 75 miles of the park.

Results

- 35% of visitor groups stayed two nights in the area (see Figure 29).
- 25% stayed five or more nights.

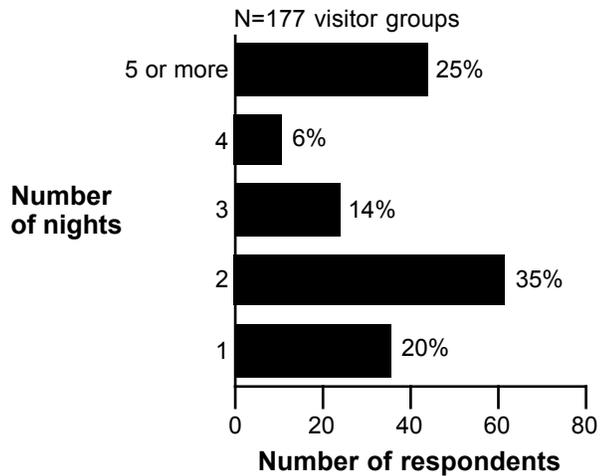


Figure 29. Number of nights spent in the area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Accommodations

Question 6c

In which types of accommodations did you and your personal group spend the night(s) the Fort Bowie NHS area within 75 miles of the park?

Results

- 56% of visitor groups stayed in a lodge, hotel, motel, vacation rental, B&B, etc. (see Figure 30).
- 25% were staying in an RV/trailer camping
- “Other” types of accommodations (2%) were:
 - Amerind Foundation
 - Roadside
 - Southwestern Research Station

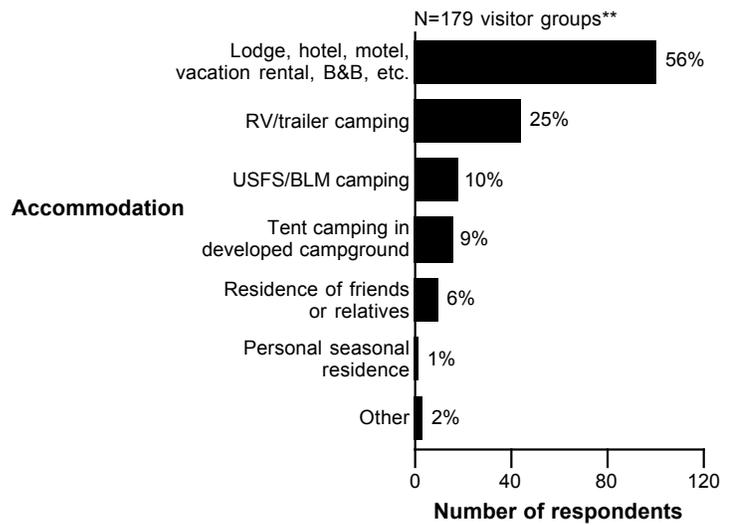


Figure 30. Accommodations used in the area within 75 miles of Fort Bowie NHS

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of park visit

Question 12b

On this visit, did you and your personal group visit Fort Bowie NHS on more than one day?

Results

- 1% of visitor groups visited the park on more than one day (see Figure 31).

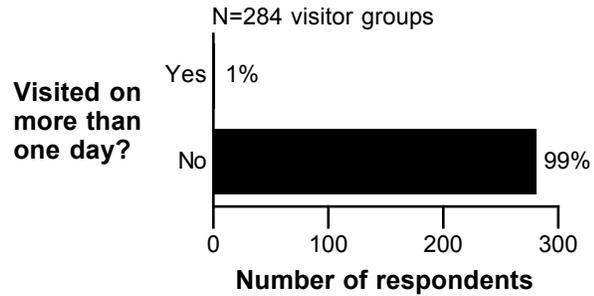


Figure 31. Visitor groups that visited the park on more than one day

Question 12c

If YES, on how many days did you visit the park?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 32).

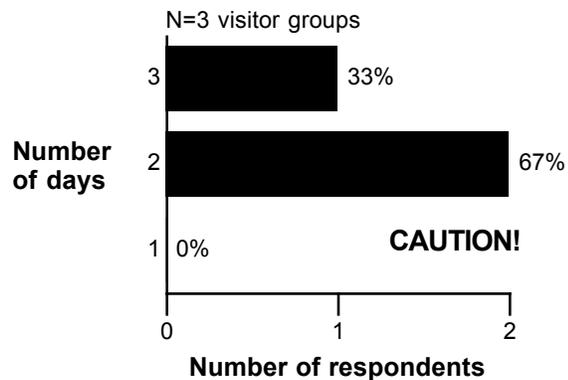


Figure 32. Number of days spent at the park

Question 12a

On this visit, how many hours in total did you and your personal group spend visiting Fort Bowie NHS?

Results

- 40% of visitor groups spent three hours visiting the park (see Figure 33).
- 24% spent four hours.
- The average length of stay in the park for all visitor groups was 3.3 hours.

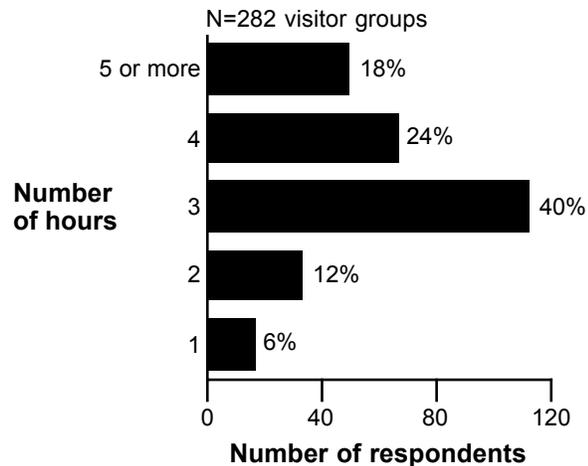


Figure 33. Number of hours spent visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay in the park area

Question 12d

How long did you and your personal group stay in the Fort Bowie NHS area (within 75 miles of the park)?

Results

- 12% of visitor groups were residents of the Fort Bowie NHS area (see Figure 34).

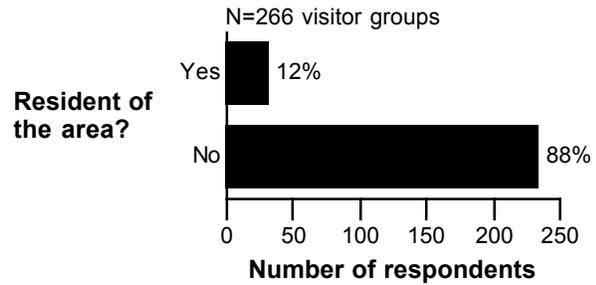


Figure 34. Visitor groups that were residents of the Fort Bowie NHS area (within 75 miles of the park)

Number of hours if less than 24

- 33% of visitor groups spent four to five hours visiting the park area (see Figure 35).
- 25% spent six to seven hours.
- The average length of visit to the park area, for visitor groups who spent less than 24 hours, was 5.8 hours.

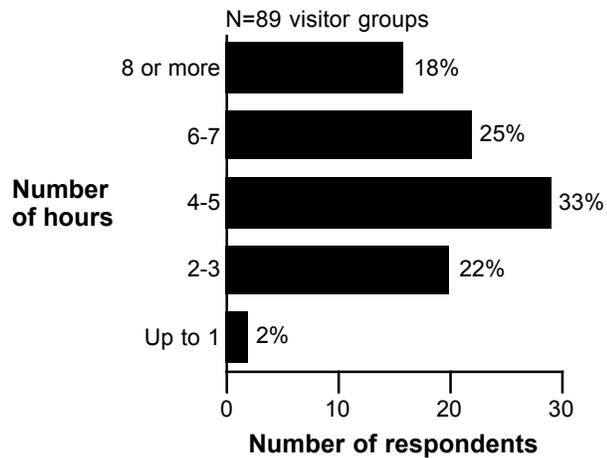


Figure 35. Number of hours spent visiting the area (within 75 miles of the park)

Number of days if 24 hours or more

- 54% of visitor groups spent two to three days visiting the park area (see Figure 36).
- 21% spent six or more days.
- The average length of stay in the area, for visitor groups who spent more than 24 hours, was 5.7 days.

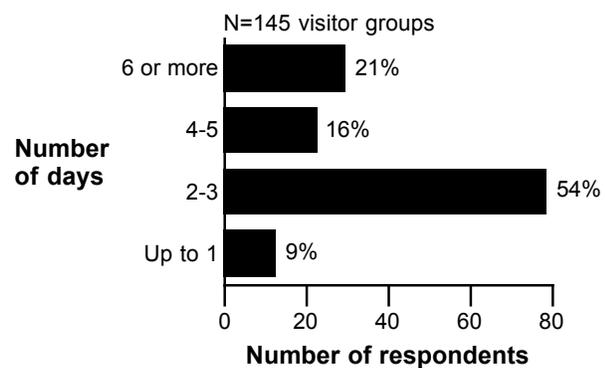


Figure 36. Number of days spent in visiting the area (within 75 miles of the park)

Average length of stay

- The average length of stay in the park area for all visitor groups was 87 hours or 3.6 days.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited in the park

Question 8

On this visit to Fort Bowie NHS, which park sites did you and your personal group visit?

Results

- As shown in Figure 37, the most commonly visited sites by visitor groups at Fort Bowie NHS were:
 - 96% Ranger Station/Visitor Center
 - 86% Cemetery
 - 85% Apache Springs
- The least visited site was:
 - 23% Accessible entrance
- “Other” sites (9%) visited are shown in Table 13.

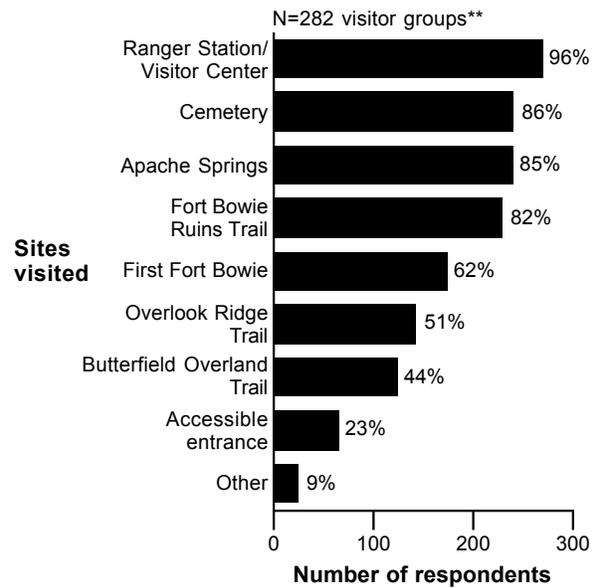


Figure 37. Sites visited

Table 13. “Other” sites visited in the park (N=31 comments)

Site	Number of times mentioned
Second Fort Bowie	6
Site of Wagon Train Massacre	6
Stage Station	5
Chiricahua Apache Agency ruins	5
Apache Pass Battle Site	2
Bascom Affair	1
Butterfield Stage Station Ruins	1
Chiricahua Apache Indian Agency Ruins	1
Explored several sites of dry river beds	1
Howitzer	1
Siphon Canyon	1
Trailhead (unspecified)	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 11a

On this visit, in which activities did you and your personal group participate within Fort Bowie NHS?

Results

- As shown in Figure 38, the most common activities in which visitor groups participated on this visit were:

96% Visiting visitor center
 90% General sightseeing
 89% Walking/day hiking

- “Other” activities (6%) were:

Archaeology
 Book Club visit
 Junior Ranger program
 Military staff officer training
 Obtaining National Park
 passport stamp
 Plant/tree identification
 Studying Apache War
 Talking to ranger

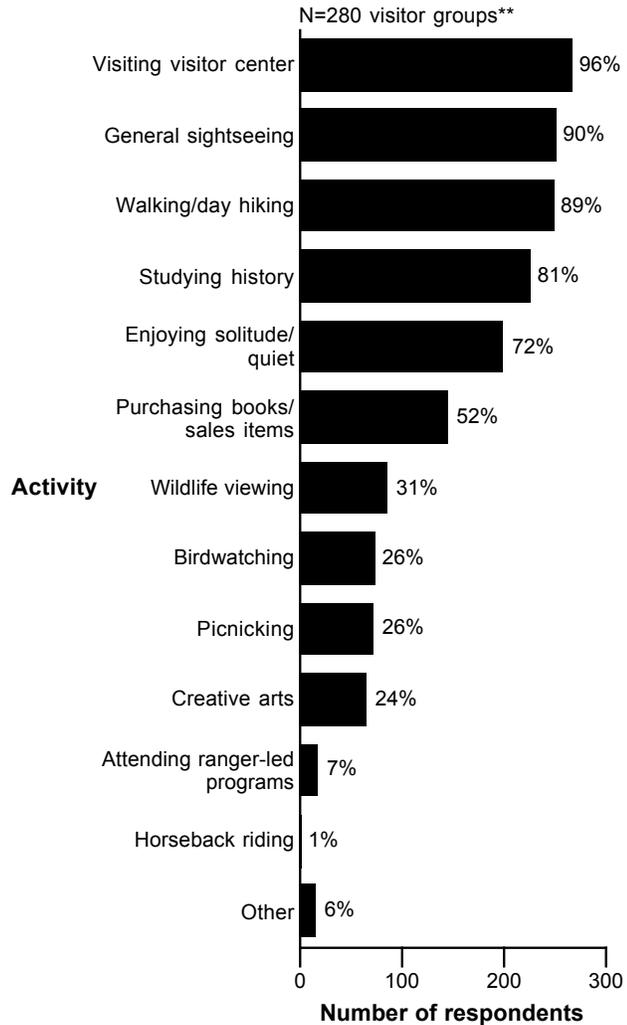


Figure 38. Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Most important activities**Question 11c**

Which three of the above activities were most important to you and your personal group?

Results

- As shown in Table 14, the “most important activities” most commonly listed as first by visitor groups were:

Studying history
Walking/day hiking
General sightseeing

Table 14. Most important activity
(N=number of times mentioned)

Activity	N	Importance (%)*		
		1 st	2 nd	3 rd
Studying history	191	47	36	17
Walking/day hiking	169	43	31	27
General sightseeing	104	31	39	30
Enjoying solitude/quiet	62	37	23	40
Visiting visitor center	96	11	46	43
Attending ranger-led programs	18	50	1	26
Creative arts (photography/drawing/ painting/writing)	19	37	32	32
Birdwatching	16	31	19	50
Picnicking	6	0	67	33
Wildlife viewing (other than birds)	15	0	13	87
Purchasing books/sales items	8	0	13	88
Other	23	35	35	30

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on future visit

Question 11b

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?

Results

- As shown in Figure 39, the most common activities in which visitor groups would prefer to participate on a future visit were:

81% Visiting visitor center
 78% Walking/day hiking
 75% Studying history

- “Other” activities (7%) were:

Archaeology
 Camping
 Geology
 Military staff officer training
 Plant/tree identification
 Program led by Native Americans
 Take an audio-tour of the ruins
 Talking to ranger

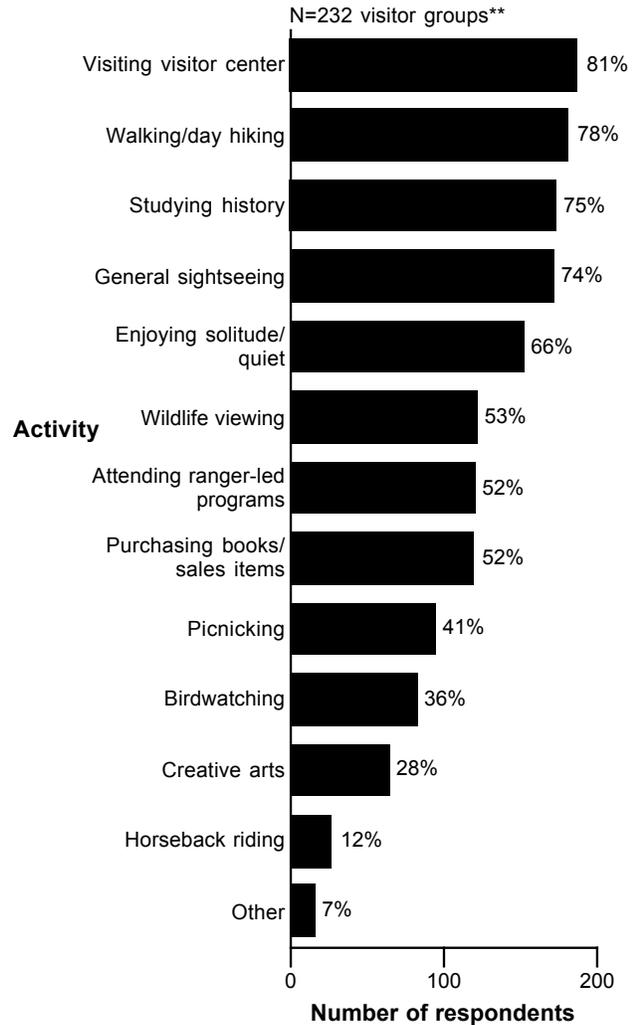


Figure 39. Activities on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Use of trail to the fort

Question 9a

On this visit to Fort Bowie NHS, did you and/or anyone in your personal group walk the 1.5 mile trail between the parking area and the fort?

Results

- 91% of visitor groups walked the 1.5 mile trail to the fort (see Figure 40).

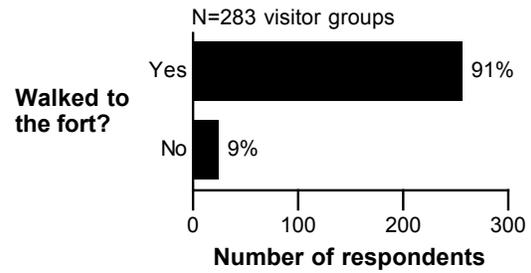


Figure 40. Visitor groups that walked the 1.5 mile trail to the fort

Question 9b

On this visit to Fort Bowie NHS, did you and/or anyone in your personal group walk around the Fort Bowie ruins?

Results

- 85% of visitor groups walked around the Fort Bowie ruins (see Figure 41).

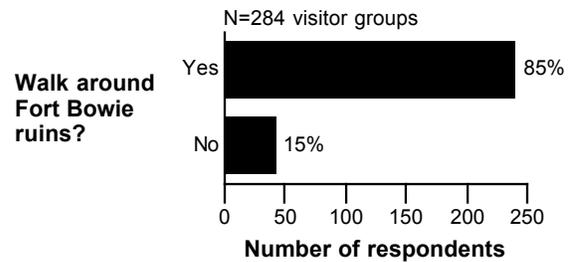


Figure 41. Visitor groups that walked around the ruins

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ranger-led programs/activities

Question 13a

On this visit to Fort Bowie NHS, did you and your personal group attend any ranger-led programs?

Results

- 4% of visitor groups attended ranger-led programs (see Figure 42).

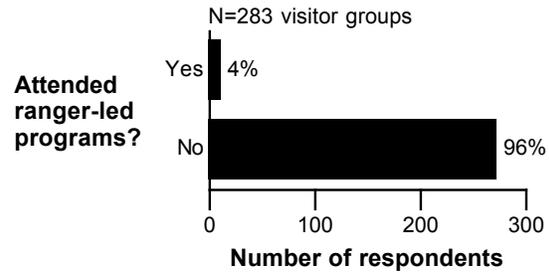


Figure 42. Visitor groups that attended ranger-led programs

Question 13b

If NO, what prevented you and your personal group from attending ranger-led programs?

Results

- 70% of visitor groups did not attend ranger-led programs because they were not aware of any (see Figure 43).
- Of those visitor groups that were “not interested” (6%), reasons for lack of interest were:

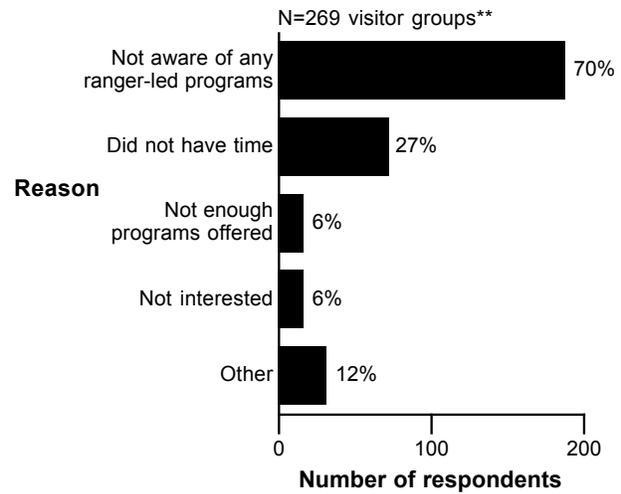


Figure 43. Reasons for not attending ranger-led programs

- Generally do not attend this type of program
- Good signage was available
- Have read a lot about history of area
- Like solitude
- Military war study with specific goals
- Prefer independent visit
- Speaks for itself
- Spoke directly with ranger
- Too slow paced for our taste

- “Other” reasons (12%) were:
 - Did not need any
 - Instructor-led visit
 - Military staff ride
 - No program was offered on Sunday
 - None offered at time of visit
 - Physical incapability
 - Prefer independent visit
 - Talked with ranger
 - Visited too late in day
 - We were on our way to our B&B

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ranger-led programs on future visit

Question 13c

On a future visit, would you and your personal group be interested in attending ranger-led programs in Fort Bowie NHS?

Results

- 67% of visitor groups would be likely to attend ranger-led programs on a future visit (see Figure 44).

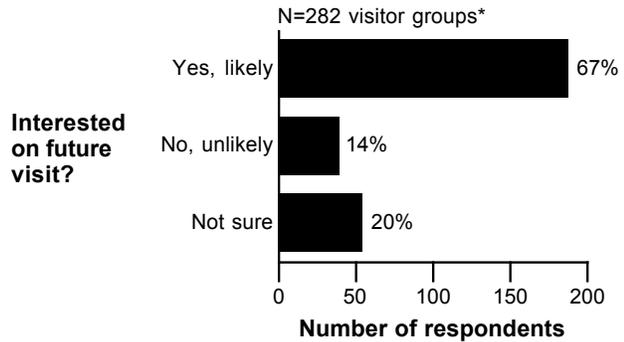


Figure 44. Visitor groups that would attend ranger-led programs on a future visit

Question 13d

Which of the following programs would you and your personal group like to have available at Fort Bowie NHS?

Results

- 68% of visitor groups would be likely to attend a ranger-led hike on a future visit (see Figure 45).
- 7% other programs were:

- Audio tour of ruins and history
- Film/movie
- History interpretation
- Native American-led program
- Overnight camping
- Patio talks
- Reconstruct fort for kids
- Roving interpretation of fort and trails
- Wildlife/birdwatching programs

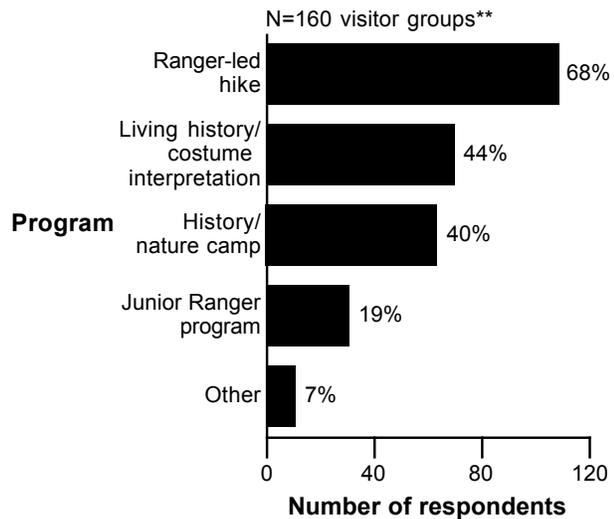


Figure 45. Visitor groups that would attend ranger-led programs on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13e

For the programs that you and your personal group were interested in attending, what length of program would you and your personal group prefer?

Results

- Table 15 shows the program lengths preferred by visitor groups.

Table 15. Preferred program lengths

Program	N	Rating (%)*			
		Under ½ hour	½ – 1 hour	1 – 2 hours	More than one day
Junior Ranger program	46	37	41	20	2
Living history/ costume interpretation	104	13	62	22	3
History/nature camp	96	9	48	33	9
Ranger-led hike	160	5	49	45	1
Other	15	33	40	20	7

“Other” suggested program lengths were:

- Junior Ranger program
None listed
- Living history/costume interpretation
2 times per year
2 – 3 events
2 – 4 hours
- History/nature camp
Overnight
- Ranger-led hike
2 – 4 hours
3 hours
3 – 4 hours

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Interpretive topics

Question 14a

One of the purposes of Fort Bowie NHS is to present multiple viewpoints on the impacts of the Apache Wars on both the Apache and American cultures.

Please indicate all the topics that you and your personal group learned about via park films/exhibits/ranger programs during this visit to Fort Bowie NHS.

Results

- As shown in Figure 46, the most common topics that visitor groups learned about were:

- 90% Events of the Battle of Apache Pass
- 89% Natural setting where events occurred
- 81% Events of the Apache Wars

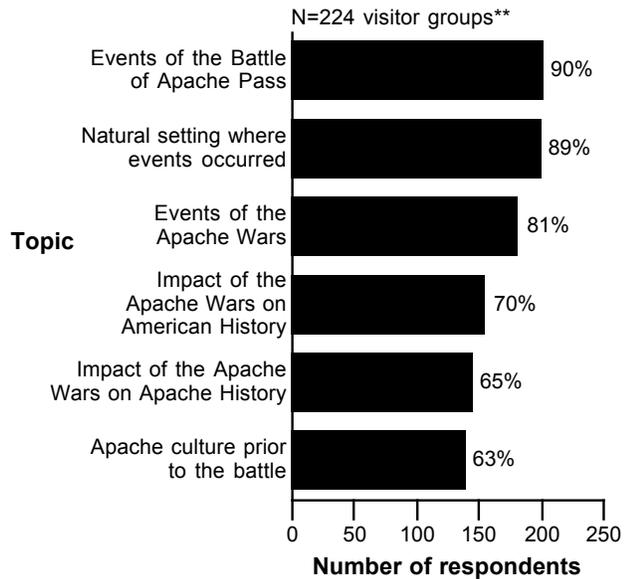


Figure 46. Topics that visitor groups learned about via park films/exhibits/ranger programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 14b

For only those topics that you learned about, please rate their importance in presenting different viewpoints of the Apache Wars.

Results

- Figure 47 shows the combined proportions of “extremely important” and “very important” ratings of topics that were rated by 30 or more visitor groups.
- The topics receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 76% Impact of the Apache Wars on Apache History
- 74% Natural setting where events occurred
- 74% Events of the Apache Wars

- Table 16 shows how visitor groups rated the importance of each topic learned.

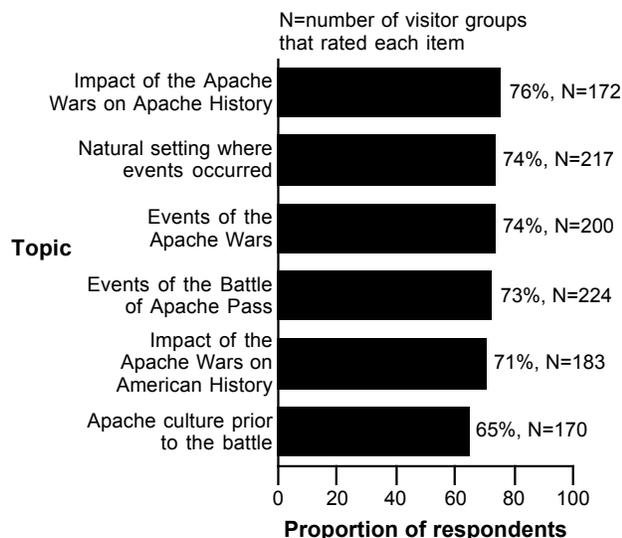


Figure 47. Combined proportions of “extremely important” and “very important” ratings of topics learned

Table 16. Importance ratings of topics learned (N=number of visitor groups that rated each topic)

Topic	N	Rating (%)*				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Events of the Battle of Apache Pass	224	1	4	22	38	35
Apache culture prior to the battle	170	2	10	24	35	30
Events of the Apache Wars	200	1	5	21	46	28
Impact of the Apache Wars on American history	183	1	5	22	37	34
Impact of the Apache Wars on Apache history	172	2	6	16	37	39
Natural setting where events occurred	217	2	4	19	38	36

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 14c

For only those topics that you learned about, please rate the amount of information that you received.

Results

- Table 17 shows how visitor groups rated the quantity of information for each topic

Table 17. Ratings of quantity of information of topics learned (N=number of visitor groups that rated each topic)

Topic	N	Rating (%)*			
		Almost none	Some but not enough	About right	Too much
Events of the Battle of Apache Pass	211	2	21	76	1
Apache culture prior to the battle	162	10	36	52	1
Events of the Apache wars	193	2	26	70	2
Impacts of the Apache Wars on American history	171	6	32	61	1
Impacts of the Apache Wars on Apache history	161	9	35	54	1
Natural setting where events occurred	211	3	20	75	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, Resources and Elements

Information services and facilities used

Question 18a

Please indicate all the information services and facilities that you or your personal group used at Fort Bowie NHS during this visit.

Results

- As shown in Figure 48, the most common information services and facilities used by visitor groups were:

92% Visitor center exhibit
 84% Trailside exhibits
 76% Park brochure/map

- The least used service/facility was:

<1% Technology

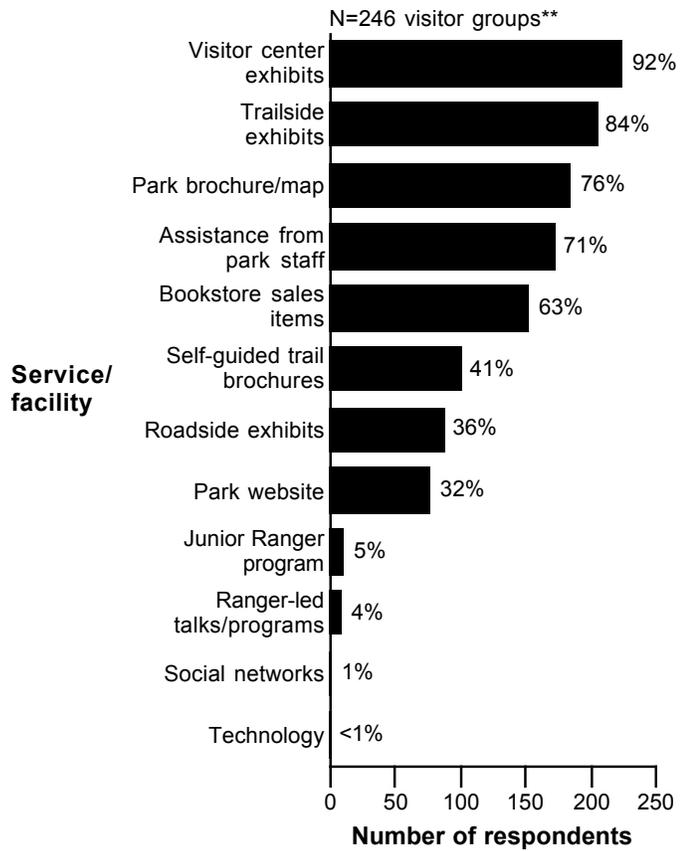


Figure 48. Information services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of information services and facilities

Question 18b

For only those services and facilities that you or your personal group used, please rate their importance to your visit.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 49 shows the combined proportions of “extremely important” and “very important” ratings of information services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 88% Visitor center exhibit
 - 88% Trailside exhibits
 - 83% Park brochure/map
- Table 18 shows the importance ratings of each service and facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:
 - 2% Bookstore sales items

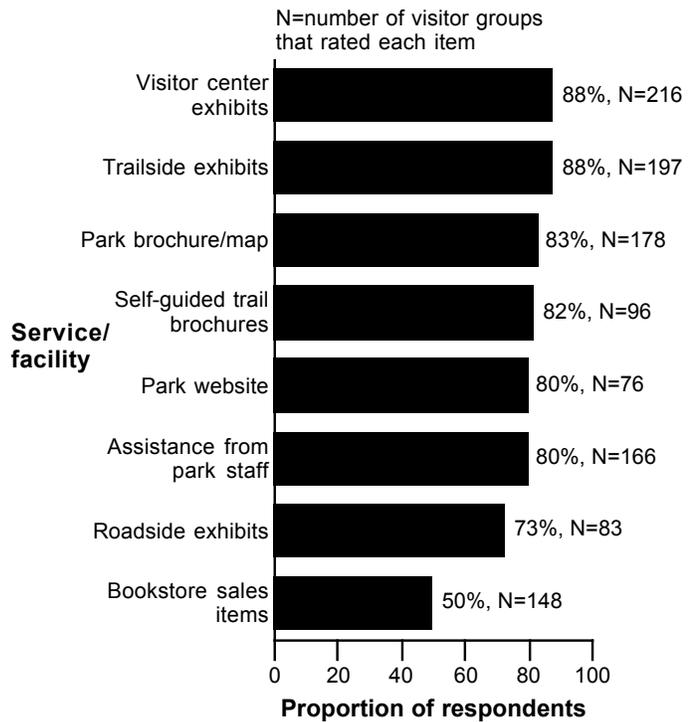


Figure 49. Combined proportions of “extremely important” and “very important” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 18. Importance ratings of information services and facilities
(N=number of visitor groups that rated each service and facility)

Service/facility	N	Rating (%)*				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Assistance from park staff	166	1	9	11	39	41
Bookstore sales items (selection, price, service etc.)	148	2	18	30	32	18
Junior Ranger program CAUTION!	12	0	0	8	42	50
Park brochure/map	178	0	5	12	44	39
Park website: www.nps.gov/fobo/ (used before or during visit)	76	0	3	17	33	47
Ranger-led talks/programs CAUTION!	10	0	10	0	60	30
Roadside exhibits	83	1	10	17	40	33
Self-guided trail brochures	96	1	4	14	39	43
Social networks (Twitter, Facebook, etc.) CAUTION!	2	50	0	0	50	0
Technology (e-hikes, audio tours, podcasts/videocasts, etc.) CAUTION!	1	0	0	0	0	1
Trailside exhibits	197	1	2	9	43	45
Visitor center exhibits	216	1	2	9	44	44

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of information services and facilities

Question 18c

For only those services and facilities that you or your personal group used please rate their quality.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 50 shows the combined proportions of “very good” and “good” ratings of information services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
 - 94% Assistance from park staff/volunteers
 - 92% Park brochure/map
 - 88% Trailside exhibits
- Table 19 shows the quality ratings of each service and facility.
- The services/facilities receiving the highest “very poor” rating that was rated by 30 or more visitor groups were:
 - 1% Assistance from park staff
 - 1% Park website

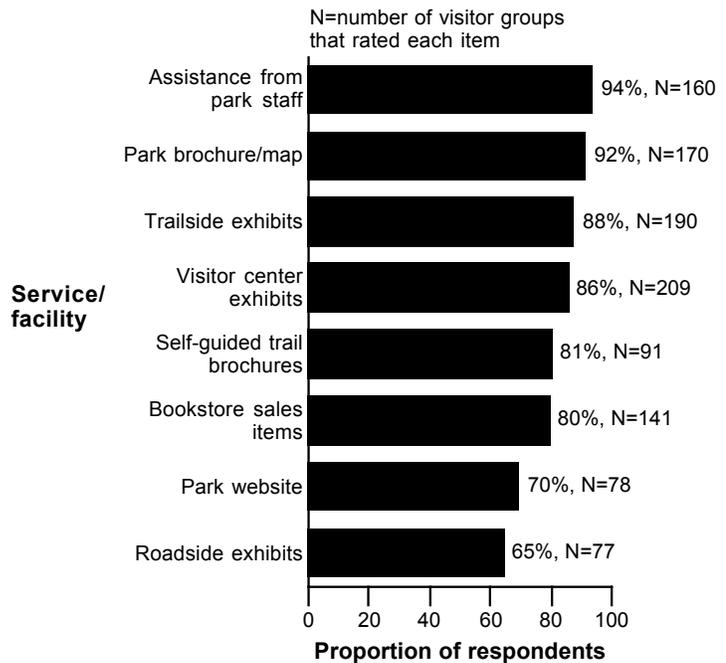


Figure 50. Combined proportions of “very good” and “good” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 19. Quality ratings of information services and facilities
(N=number of visitor groups that rated each service and facility)

Information service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Assistance from park staff	160	1	1	5	18	76
Bookstore sales items (selection, price, service etc.)	141	0	4	17	37	43
Junior Ranger program CAUTION!	11	0	9	27	36	27
Park brochure/map	170	0	1	7	42	50
Park website: www.nps.gov/fobo/ (used before or during visit)	70	1	4	16	34	44
Ranger-led talks/programs CAUTION!	8	0	0	0	75	25
Roadside Exhibits	77	0	6	29	30	35
Self-guided trail brochures	91	0	1	18	37	44
Social networks (Twitter, Facebook, etc.) CAUTION!	2	0	0	50	50	0
Technology (e-hikes, audio tours, podcasts/videocasts, etc.) CAUTION!	0	0	0	0	0	0
Trailside exhibits	190	0	2	11	42	46
Visitor center exhibits	209	0	3	11	32	54

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of information services and facilities

- Figures 51 and 52 show the mean scores of importance and quality ratings of information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average.

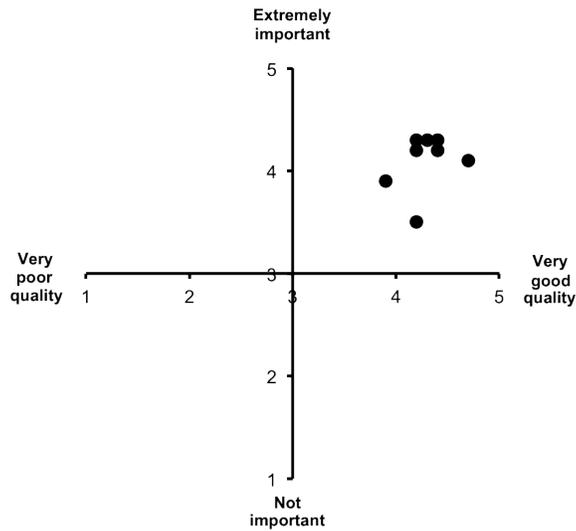


Figure 51. Mean scores of importance and quality of information services and facilities

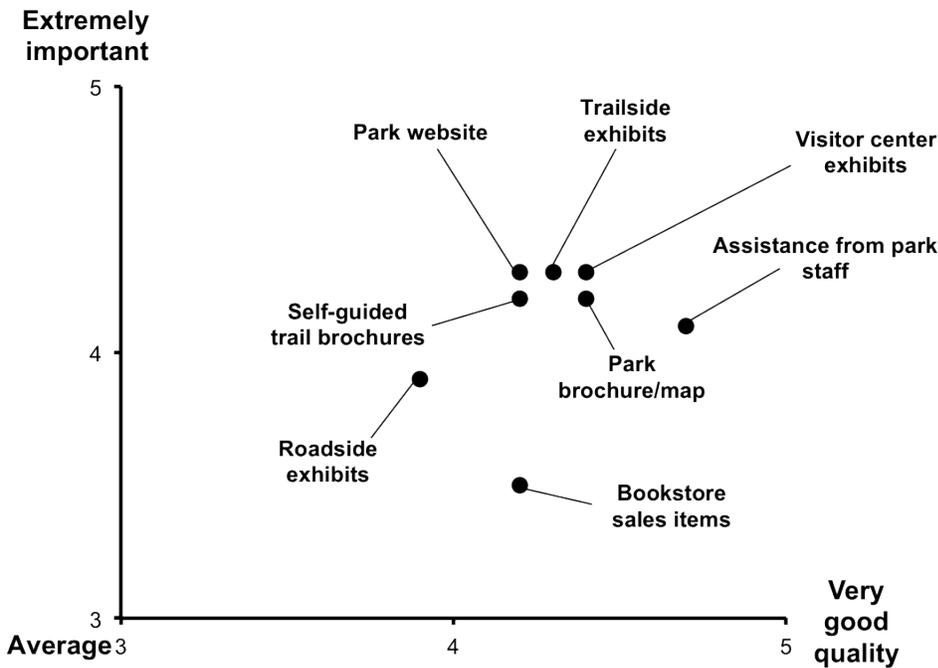


Figure 52. Detail of Figure 51

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Interpretive exhibits along trail/ruins

Question 9c

How would you describe the interpretive exhibits that you and your personal group viewed along the trail/ruins?

Results

- 95% of visitor groups viewed the interpretive exhibits along the trails/ruins (see Figure 53).
- 93% of visitor groups felt the number of exhibits was “about right” (see Figure 54).
- 92% of visitor groups felt that the amount of information was “about right” (see Figure 55).

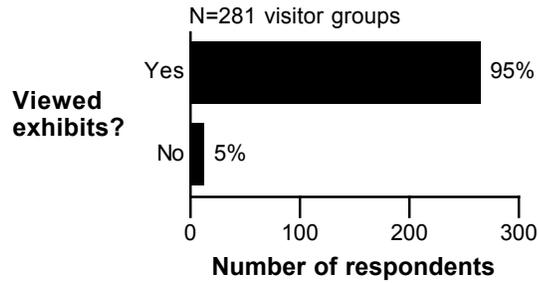


Figure 53. Visitor groups that viewed the exhibits along the trail/ruins

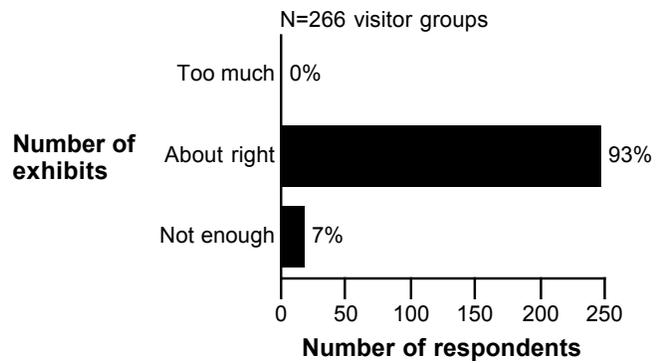


Figure 54. Visitor groups' ratings of the number of exhibits

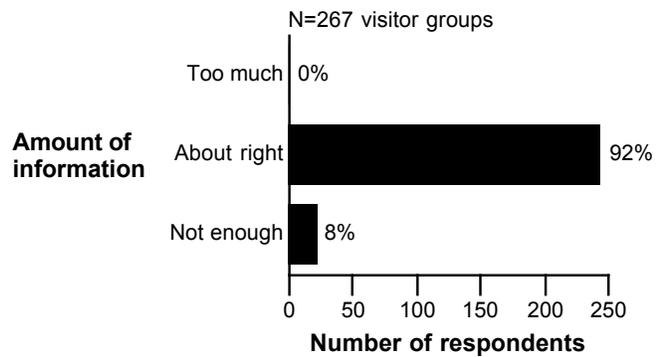


Figure 55. Visitor groups' ratings of the amount of exhibit information

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Opinions about safety

Question 16a

For the safety issues below, please indicate how safe you and your personal group felt from crime and accidents during this visit to Fort Bowie NHS.

Results

- Table 20 shows visitor groups' ratings of how safe they felt during their visit to Fort Bowie NHS.

Table 20. Visitor opinions of safety
(N=number of visitors that rated each item)

Safety issue	N	Rating (%)*				
		Very unsafe	Somewhat unsafe	No opinion	Somewhat safe	Very safe
Personal safety – from crime	282	1	4	2	10	83
Personal safety – from accidents	281	1	3	4	23	69
Personal property – from crime	280	1	9	4	22	64

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 16b

If you indicated that you felt “very unsafe” or “somewhat unsafe” for any safety issues, please explain why.

Results

- 52 visitor groups provided reasons for feeling “very unsafe” or “somewhat unsafe” during their visit to Fort Bowie NHS (see Table 21).

Table 21. Reasons for not feeling safe
(N=56 comments; some visitor groups made more than one comment.)

Safety concern	Comment	Number of times mentioned
Personal safety – from crime	Illegal activity in the area	3
	Border troubles	2
	Isolated areas along the trails	1
	Quite isolated and few others around	1
	The issue of crime was a part of my decision not to hike	1
Personal safety – from accidents	No cell phone reception on trail	2
	Some trail areas were rocky/rustic	2
	Encounters with poisonous snakes	1
	It was not well-traveled that day - I'd just had surgery	1
	Need more rangers present	1
	Need better signage for handicap access	1
	No handrails	1
	Old people could slip	1
	Parking next to the road makes an easy target	1
	The overlook trail could have been marked as steep or rocky	1
Unable to walk on uneven ground	1	
Personal property – from crime	Concerned about leaving the car in an isolated parking lot	24
	Unattended parking lot (no cameras or patrol)	6
	Illegal aliens and drug smugglers were in the area	2
	Always concerned when away from home	1
	Isolated areas along trails would allow attacks	1
	Thief at trailheads	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures

Total expenditures inside and outside the park

Question 20

For you and your personal group, please estimate all expenditures for each category listed below for this visit to Fort Bowie NHS and the surrounding area (within 75 miles of the park).

Results

- 66% of visitor groups spent \$1-\$250 (see Figure 56).
- 17% spent \$251-\$500 or more.
- The average visitor group expenditure was \$334.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was \$135.
- The average expenditure per person (per capita) was \$154.
- As shown in Figure 57 , the largest proportions of total expenditures inside and outside the park were:

- 30% Lodges, hotels, motels, cabins, B&Bs, etc.
- 25% Gas and oil
- 16% Restaurants and bars

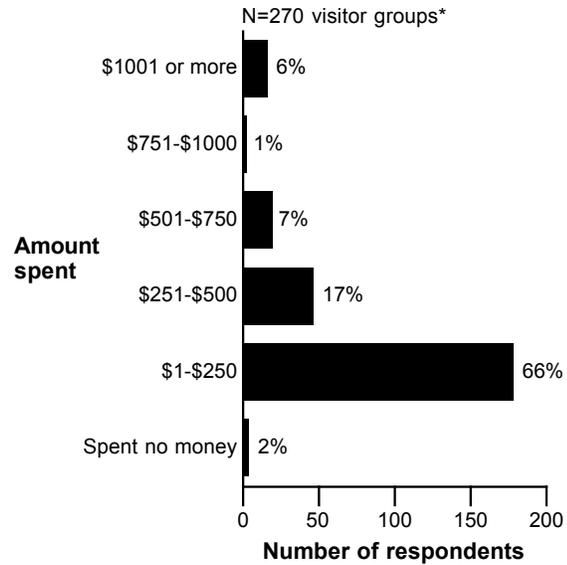


Figure 56. Total expenditures inside and outside the Fort Bowie NHS (within 75 miles of the park)

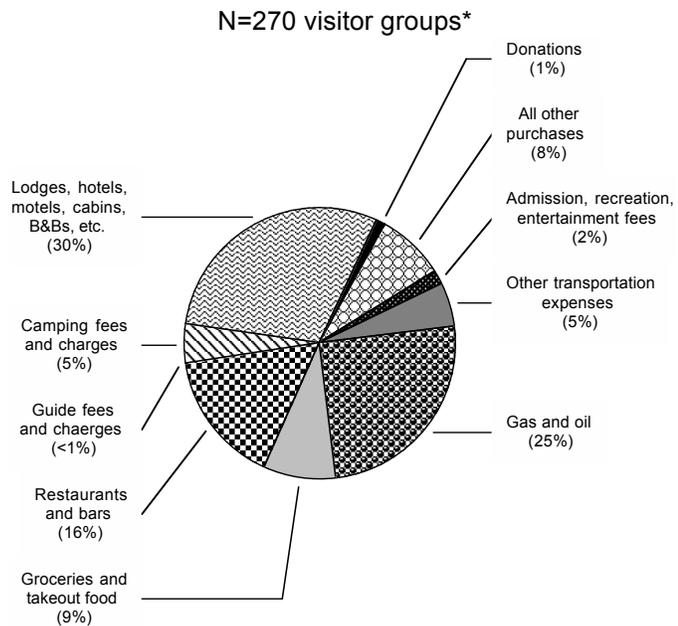


Figure 57. Proportions of total expenditures inside and outside the park (within 75 miles of the park)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by expenditures

Question 20c

How many adults (18 years or older) do these expenses cover?

Results

- 63% of visitor groups had two adults covered by expenditures (see Figure 58).

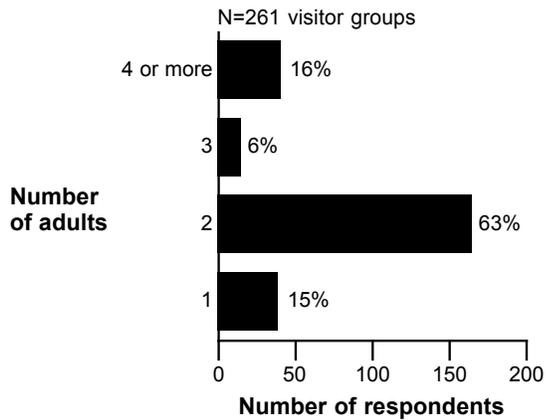


Figure 58. Number of adults covered by expenditures

Number of children covered by expenditures

Question 20c

How many children (under 18 years) do these expenses cover?

Results

- 73% of visitor groups had no children covered by expenditures (see Figure 59).

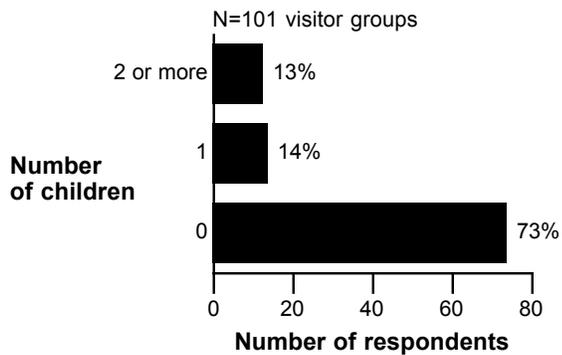


Figure 59. Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures inside the park

Question 20a

Please list your group’s total expenditures inside Fort Bowie NHS.

Results

- 39% of visitor groups spent \$1-\$10 (see Figure 60).
- 18% spent \$11-\$20.
- The average visitor group expenditure inside the park was \$17.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was \$10.
- The average total expenditure per person (per capita) was \$11.
- As shown in Figure 61, the proportions of total expenditures inside the park were:

87% All other purchases
13% Donations

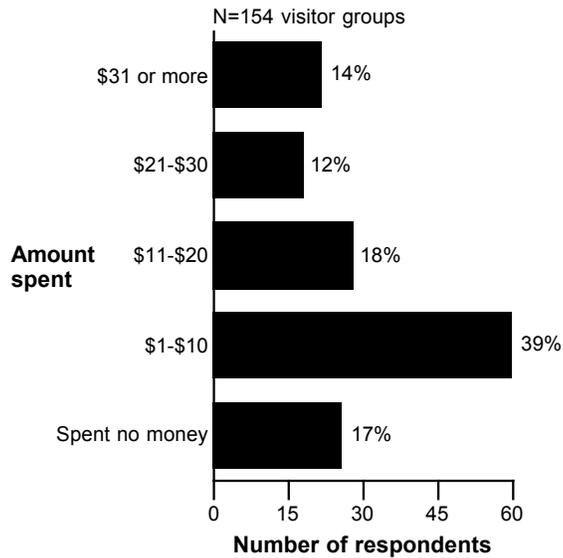


Figure 60. Total expenditures inside the park

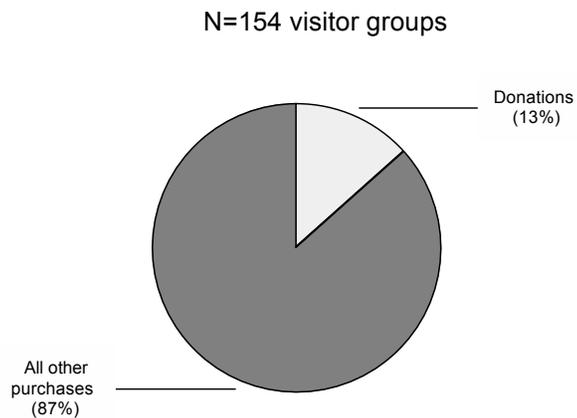


Figure 61. Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 59% of visitor groups \$1-\$25 on all other purchases inside the park (see Figure 62).
- 23% spent no money.

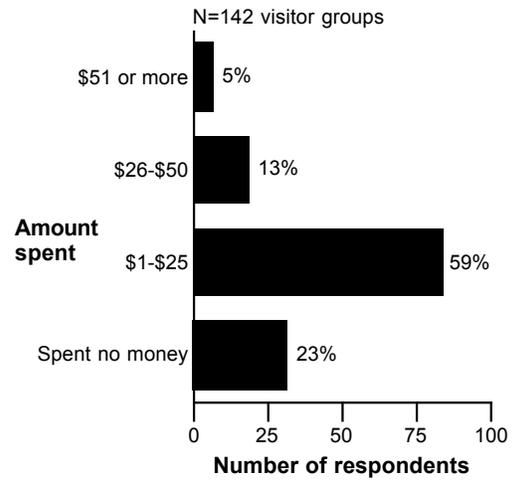


Figure 62. Expenditures for all other purchases inside the park

Donations

- 45% of visitor groups spent no money on donations inside the park (see Figure 63).
- 42% spent \$1-\$5.

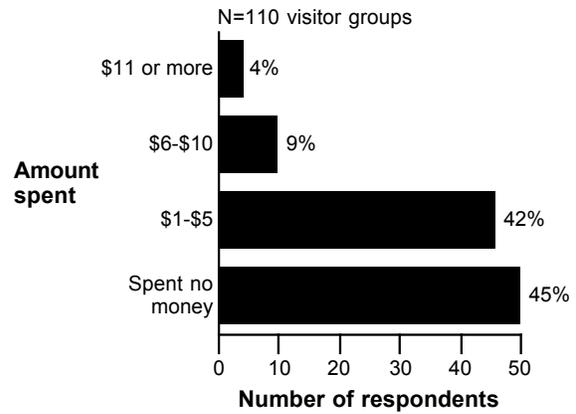


Figure 63. Expenditures for donations inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures outside the park

Question 20b

Please list your group's total expenditures in the surrounding area outside the park (within 75 miles of the park).

Results

- 60% of visitor groups spent \$1-\$250 (see Figure 64).
- 18% spent \$251-\$500.
- The average visitor group expenditure outside the park was \$342.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was \$138.
- The average total expenditure per person (per capita) was \$166.
- As shown in Figure 65, the largest proportions of total expenditures outside the park were:

- 31% Lodges, hotels, motels, cabins, B&B's, etc.
- 26% Gas and oil
- 16% Restaurants and bars

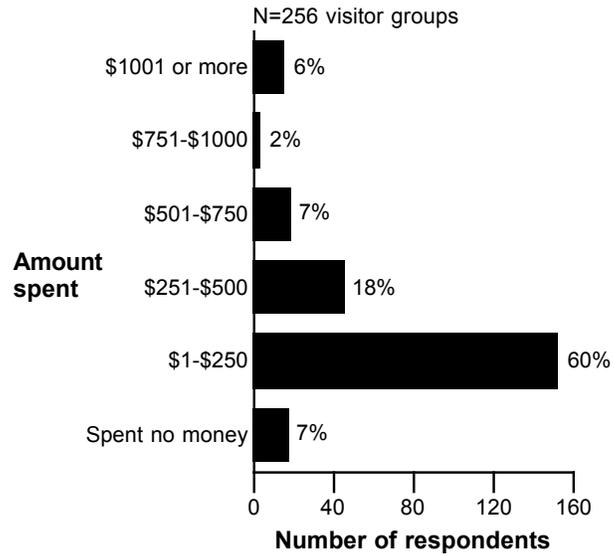


Figure 64. Total expenditures outside the park (within 75 miles of the park)

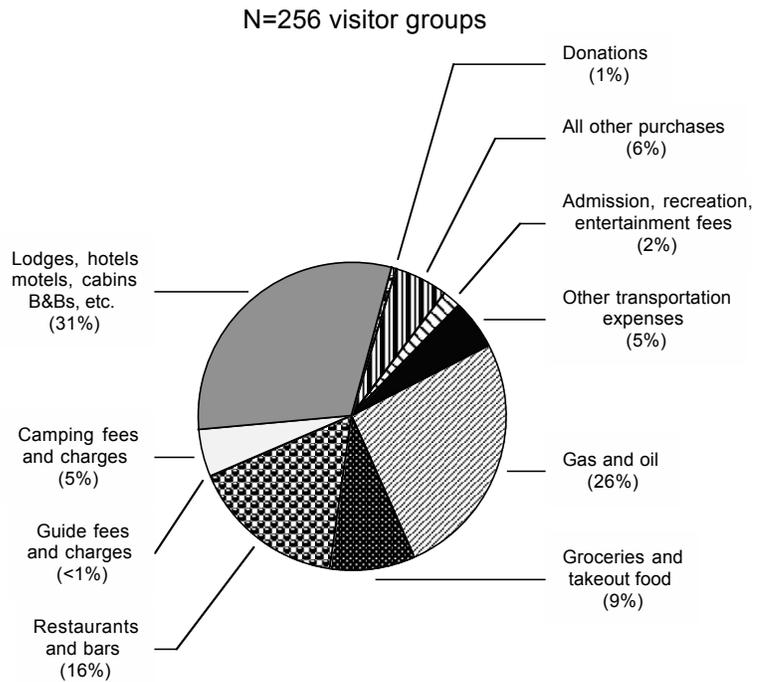


Figure 65. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodges, hotels, motels, cabins, B&Bs, etc.

- 45% of visitor groups spent no money on lodging outside the park (see Figure 66).
- 21% spent \$1-\$100 or more.

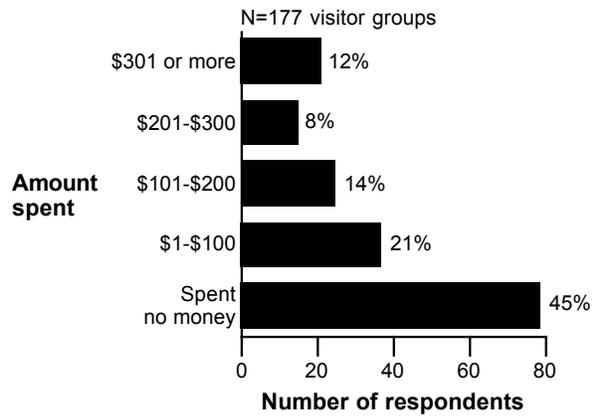


Figure 66. Expenditures for lodging outside the park

Camping fees and charges

- 55% of visitor groups spent no money on camping fees and charges outside the park (see Figure 67).
- 31% spent \$1-\$50.

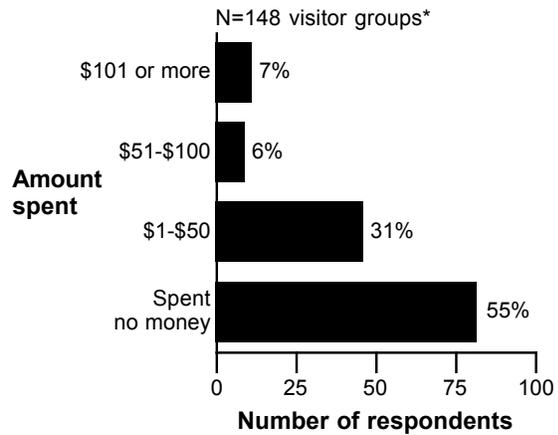


Figure 67. Expenditures for camping fees and charges outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Guide fees and charges

- 98% of visitor groups spent no money on guide fees and charges outside the park (see Figure 68).

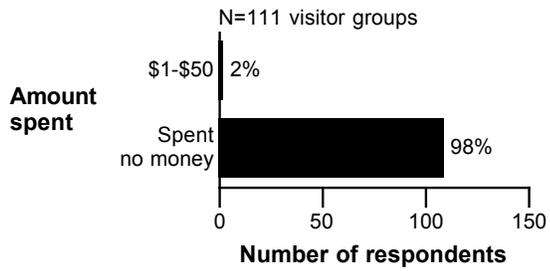


Figure 68. Expenditures for guide fees and charges outside the park

Restaurants and bars

- 42% of visitor groups \$1-\$50 on restaurants and bars outside the park (see Figure 69).
- 31% spent no money.

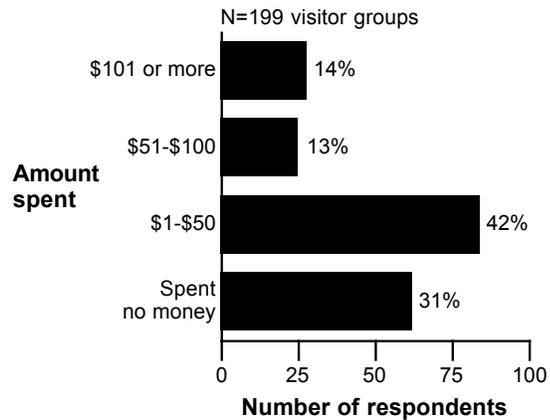


Figure 69. Expenditures for restaurants and bars outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

- 50% of visitor groups spent \$1-\$50 on groceries and takeout food outside the park (see Figure 70).
- 36% spent no money.

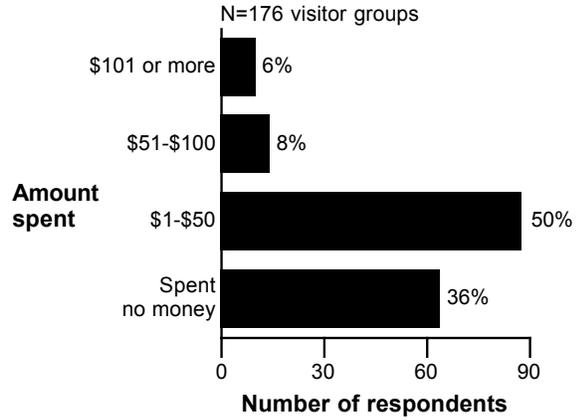


Figure 70. Expenditures for groceries and takeout food outside the park

Gas and oil (auto, RV, boat, etc.)

- 51% of visitor groups spent \$1-\$50 on gas and oil outside the park (see Figure 71).
- 23% spent \$51-\$100.

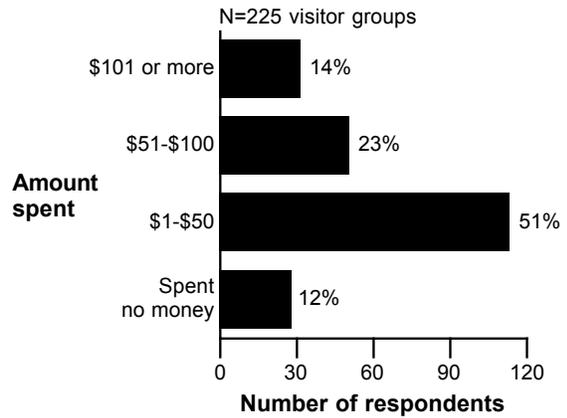


Figure 71. Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 83% of visitor groups spent no money on other transportation outside the park (see Figure 72).
- 10% spent \$51 or more.

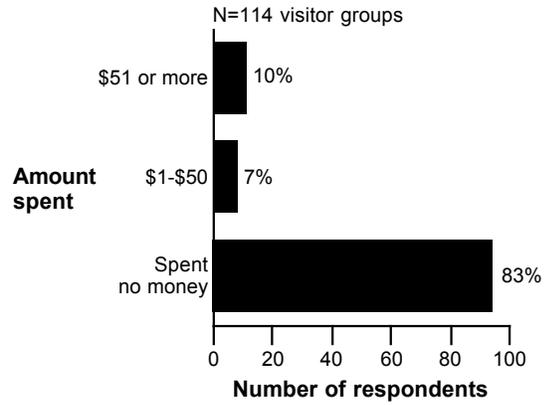


Figure 72. Expenditures for other transportation outside the park

Admission, recreation, and entertainment fees

- 70% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 73).
- 24% spent \$1-\$50.

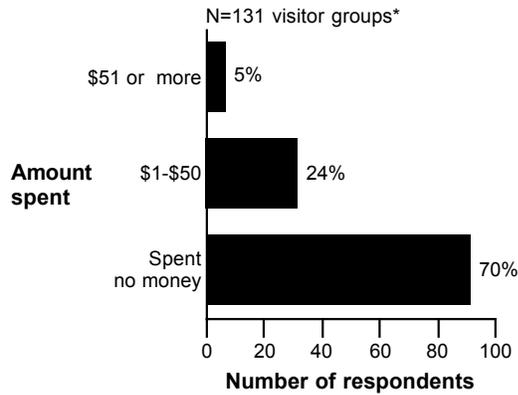


Figure 73. Expenditures for admission, recreation, and entertainment fees outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 45% of visitor groups spent \$1-\$50 on all other purchases outside the park (see Figure 74).
- 41% spent no money.

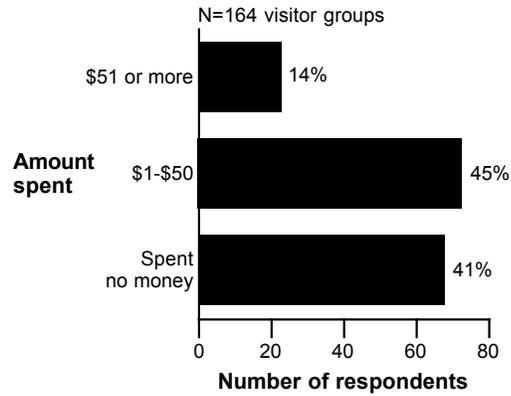


Figure 74. Expenditures for all other purchases outside the park

Donations

- 64% of visitor groups spent no money on donations outside the park (see Figure 75).
- 28% spent \$1-\$10.

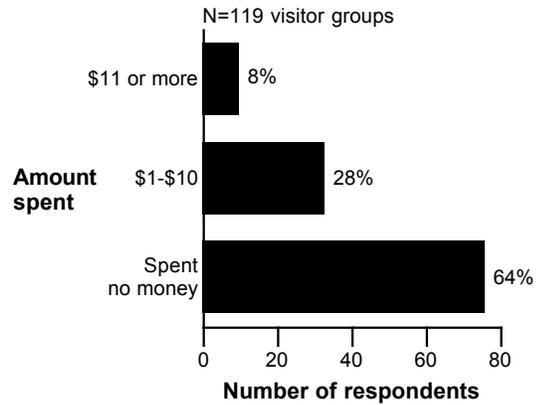


Figure 75. Expenditures for donations outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Total cost of trip

Question 20d

What was the total cost of your trip to Fort Bowie NHS from when you left home until you returned?

Results

- 57% of visitor groups spent \$1-\$300 on this trip (see Figure 76).
- 28% spent \$601 or more.

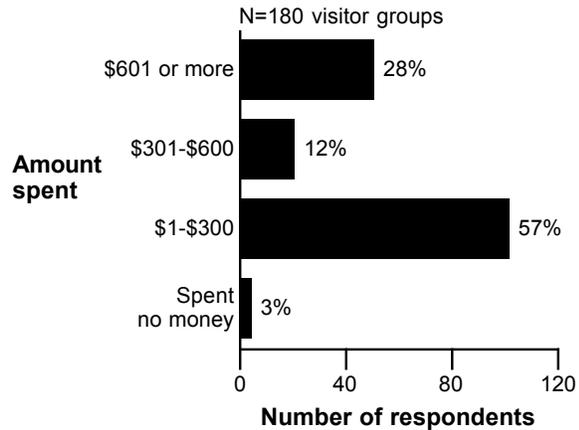


Figure 76. Total cost of trip

Amount of unpaid vacation/unpaid time off

Question 25c

Did your household take any unpaid vacation or take unpaid time off from work to come on this trip?

Results

- 8% of visitor groups took unpaid vacation or time off work to come on this trip (see Figure 77).

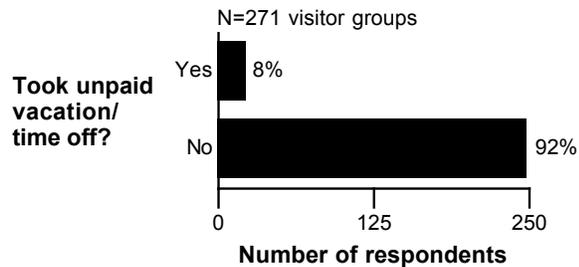


Figure 77. Visitor groups that took unpaid vacation/time off work to come on this trip

Income foregone to make this trip

Question 25d

How much income did your household forego to make this trip?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 78).

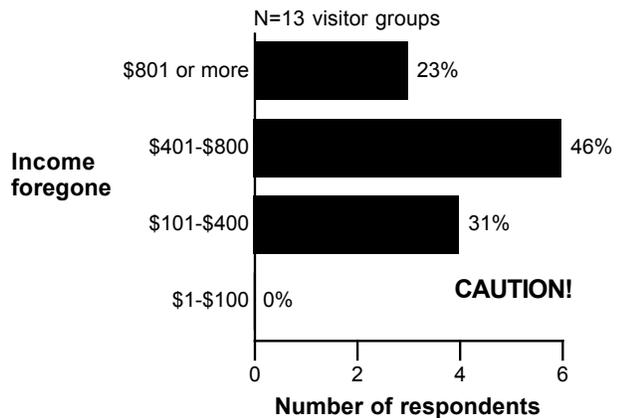


Figure 78. Income foregone to make the trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Preferred topics to learn on future visit

Question 15

If you were to visit Fort Bowie NHS in the future, which topics would you and your personal group like to learn about in interpretive programs?

Results

- 90% of visitor groups were interested in interpretive programs (see Figure 79).
- As shown in Figure 80, of those visitor groups that were interested in interpretive programs, the most common topics were:

- 84% Apache
- 61% Army/Buffalo soldiers
- 59% Historic resources/preservation of the ruins

- “Other” topics (3%) were:

- History
- More on the Apache viewpoints
- Plants and trees

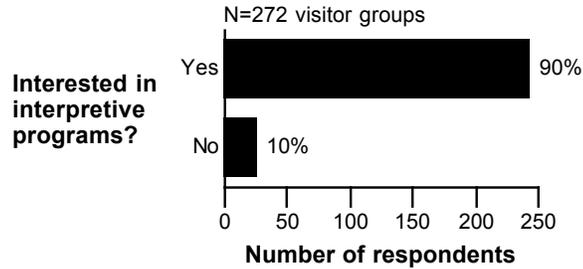


Figure 79. Visitor groups that were interested in interpretive programs

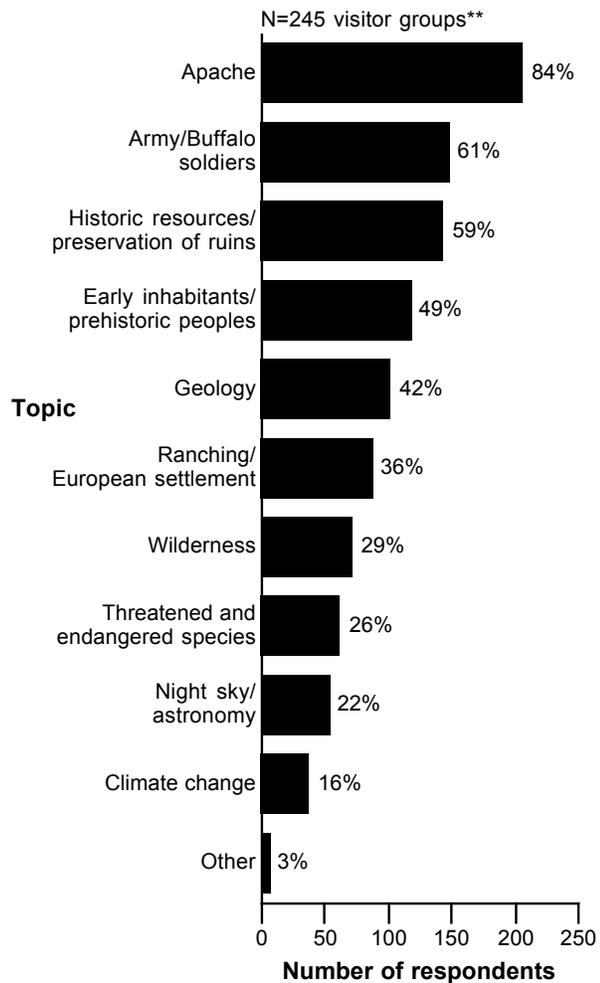


Figure 80. Topics to learn on future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Additional trail

Question 10

In your opinion, would a hiking trail/horse trail connection between Fort Bowie NHS and Chiricahua National Monument be a valuable addition to your park experience?

Results

- 55% of visitor groups felt that a hiking trail/horse trail connection between Fort Bowie NHS and Chiricahua National Monument would be a valuable addition (see Figure 81).

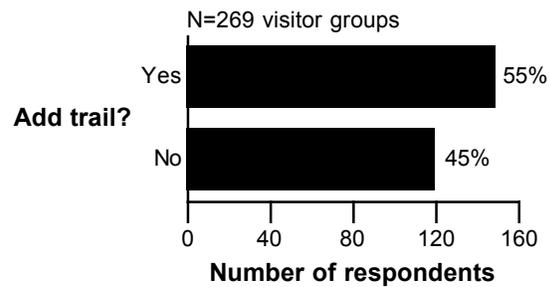


Figure 81. Visitor groups' opinions about a new hiking trail

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall quality

Question 19

Overall, how would you rate the quality of facilities, services, and recreational opportunities provided to you and your personal group at Fort Bowie National Historic Site during this visit?

Results

- 92% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 89).
- 2% of visitor groups rated the quality as “poor.”

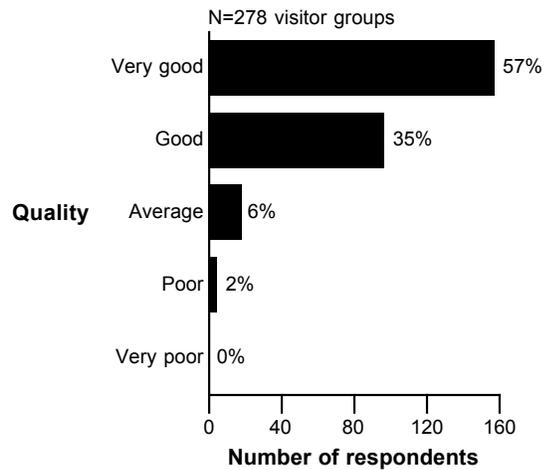


Figure 82. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comment Summaries

Stories requiring emphasis/strengthening

Question 14d

In your opinion, which stories presented at Fort Bowie NHS need to be emphasized or strengthened? (Open-ended)

Results

- 44% of visitor groups (N=127) responded to this question.
- Table 22 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section.

Table 22. Stories requiring emphasis/strengthening (N=138 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
Apache culture and history	11
Apache viewpoint	10
Daily life in the fort	10
Fine as is	10
Impact of Apache wars on Apache history	8
All	6
Apache culture pre- and post-wars	3
Apache wars	3
Butterfield Trail	3
Women's role/history	3
Impact on history	2
What happened to the kidnapped boy	2
Bascom affair	2
About Apache interface with settlers	1
African Americans	1
After fort	1
American role in ending Apache culture	1
Apache culture before/after white man	1
Apache/Geronimo presence there	1
Background of participants	1
Battle of Apache Pass	1
Battles; history leading up to	1
Chiricahua	1
Civil War connection	1
Cochise	1
Cochise desire to assimilate. Indian side - culture, language	1
Connections to larger landscape, Civil War	1
Culture	1
Details of Bascom Indians	1
Effect on American history	1
Events of war prior to and after surrender	1
Geology	1
Geronimo at Fort Bowie	1
Get to the real truth of battle	1

Table 22. Stories requiring emphasis/strengthening (continued)

Comment	Number of times mentioned
Hard to follow chronology from 1860-1894	1
History of the Apache and impact of settlement on Americans and Apache	1
History of the fort - before built and after it was abandoned	1
How stressful constant Indian presence was for stage, soldiers, etc.	1
How the fort supported local people	1
How the result of the Apache wars helped establish the US as we know it today	1
Impact	1
Impact of "manifest destiny" on Native Americans	1
Impact of Apache Wars	1
Importance of fort in the developing area	1
Importance of the spring	1
Indian Agency history; Cochise/Howard/Jeffords	1
Initial cause of conflict	1
Interaction between settlers and Apaches	1
Learned by reading Fort Bowie book after left park	1
Life of Apaches during and prior to war	1
Like to know more about Apache desert living/survival	1
Maybe a timeline, in context	1
Medical history	1
Mickey Free and more geology	1
More about the war's place in history	1
More balanced history	1
More detail on Apache's loss of access to spring	1
More detailed war events	1
More information about families and civilians at fort	1
Natural setting/impact on American history	1
No political correctness. Apaches were the enemy	1
Possibly expand the Apache camp	1
Post-conflict interaction	1
Protection of the adobe wall ruins	1
Reason Fort Bowie was located in hills	1
Relation of the 1862 battle to Civil War	1
Relationship of soldiers and Indians	1
Role of Cochise	1
Route through passes	1
Sequence of battle	1
That the Army started the war for unjust reasons	1
The impact on culture - both US and Apache	1
Too much told about US military - more Native American stories, in general	1
US Army Apache Scouts could have some more history	1
US government's failure to honor its commitments	1
Where are Apache people now?	1
Why the fort was established and the impact on the area	1
Why were Apache children buried in the graveyard?	1

What visitors liked most

Question 26a

What did you and your personal group like most about your visit to Fort Bowie NHS? (Open-ended)

Results

- 93% of visitor groups (N=265) responded to this question.
- Table 23 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section.

Table 23. What visitors liked most (N=465 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (7%)	
The park rangers	7
Rangers were helpful	4
Rangers were knowledgeable	3
Rangers were friendly	2
Other comments	3
INTERPRETIVE SERVICES (55%)	
Experiencing history on site	15
Interpretive signs	14
Learning about history	14
The visitor center	13
Trailside exhibits/signs	13
The historical information	12
The exhibits	10
Talking with rangers	10
Apache history/information	9
The interpretive trail	7
Learning about the site	4
Ranger-led talks/tours	3
Living history	3
Information	2
Junior Ranger program	2
The sites along the trails	2
Old photos	2
The historical stops	2
The museum	2
The unrestored presentation	2
Touring the fort	2
Other comments	4

Table 23. What visitors liked most (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (18%)	
The ruins	22
The springs	8
Trails	7
Handicap access/parking	2
The cemetery	2
Trail maintenance	2
Other comments	5
POLICIES/MANAGEMENT (3%)	
Historical preservation	3
Other comments	4
RESOURCE MANAGEMENT (1%)	
Opportunities for wildlife watching	2
GENERAL COMMENTS (67%)	
History	77
Hike in to the fort	36
Scenery/landscape	22
Walking/hiking	21
Remoteness/solitude	16
Other comments	13
The historical ambience	8
Everything	7
Nature	7
The setting	7
Historical significance	6
Historical sites	6
Quiet	4
Walking around the park	4
Being able to take the dog along	2
Walking in footsteps of soldiers and Apaches	2
Being outdoors	2
The adventure	2
Other comments	2

What visitors liked least

Question 26b

What did you and your personal group like least about your visit to Fort Bowie NHS? (Open-ended)

Results

- 64% of visitor groups (N=183) responded to this question.
- Table 24 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section.

Table 24. What visitors liked least (N=201 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (1%)	
Comments	2
INTERPRETIVE SERVICES	
Lack of information on Apache story/culture	7
Apache perspective not adequately addressed	3
Heavy emphasis on military	3
Lack of ranger programs	3
More signs/displays on trail/at ruins	3
Brochures at trailhead	2
Lack of exhibits	2
Other comments	15
FACILITIES/MAINTENANCE (28%)	
Unpaved/rough access road	15
Hike in to the fort is too long/hot	11
Access to the area	3
Handicap access is lacking	2
More information/directions on handicap access	2
Parking lot	2
Shaded picnic tables	2
Other comments	19
POLICIES/MANAGEMENT (3%)	
Better security in parking lot	3
Other comments	4
RESOURCE MANAGEMENT (5%)	
Lack of historic/restored buildings	7
Restorations were visually detracting	2
Other comments	2

Table 24. What visitors liked least (continued)

Comment	Number of times mentioned
GENERAL (43%)	
Flies	25
Nothing to dislike	22
High wind	11
Heat	7
Lack of food/beverages	4
Hike in to the fort	4
Not enough time	2
Other comments	14

Planning for the future

Question 27

If you were a manager planning for the future of Fort Bowie NHS, what would you and personal group propose?
(Open-ended)

Results

- 68% of visitor groups (N=195) responded to this question.
- Table 25 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section.

Table 25. Planning for the future
(N= 275 comments; some visitor groups made more than one comment.)

Comments	Number of times mentioned
PERSONNEL (5%)	
Need more interpreters, staff	4
Provide opportunities for volunteers	2
Other comments	7
INTERPRETIVE SERVICES (39%)	
Provide more information, programs, and exhibits about the Apache	12
Provide more interpretive/ranger programs	12
Show historical videos	11
Provide more signs along trail and around ruins	10
Provide living history demonstrations	6
Do reenactments	3
Provide a more balanced coverage of events	3
Provide map at trailhead	3
Provide more information on local plants/natural history	3
More information along trail about wildlife	2
More information and exhibits in visitor center	2
More information on geology	2
Provide a guided tour	2
Provide a non-biased historical film	2
Provide audio-guided tours	2
Update trail side exhibits	2
Provide Junior Ranger program	2
Other comments	27
FACILITIES/MAINTENANCE (23%)	
Improve accessibility to site for disabled and elderly	22
Improve the road	17
Improve road signs	5
Improvement suggestions for trails	4
Provide a visitor center at the parking site	3
Provide restrooms along trail	3
Expand visitors center	2
Improve picnic facilities	2
Provide benches at halfway point	2
Other comments	4

Table 25. Planning for the future (continued)

Comments	Number of times mentioned
POLICY/MANAGEMENT (24%)	
Restore or reconstruct some of the forts/ruins	9
Rebuild or improve at least one structure or exhibit	7
Retain limited access	5
Provide camping in area	4
Provide security	4
Provide information about disability accommodations at parking lot	3
Needs more publicity	3
Allow driving to site for everyone	3
Open disability entrance to all	3
Keep the site from being too commercial	2
Provide additional hikes	2
Provide trail rides	2
Link up to Chiricahua Monument by road from one to the other	2
Provide an easy way to contact rangers from parking area	2
Provide hiking trails to some of the nearby areas	2
Other comments	12
CONCESSION SERVICES (2%)	
Provide a food/beverage service	5
GENERAL COMMENTS (8%)	
No changes needed	17
Other comments	6

Additional comments

Question 28

Is there anything else you and your personal group would like to tell us about your visit to Fort Bowie NHS?
(Open-ended)

Results

- 50% of visitor groups (N=143) responded to this question.
- Table 26 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section.

Table 26. Additional comments
(N=186 comments; some visitor groups made more than one comment.)

Comments	Number of times mentioned
PERSONNEL (20%)	
Ranger was very friendly	14
Ranger was very knowledgeable	12
Great staff	4
Ranger was helpful	4
Rangers should engage visitors more	2
Other comment	1
INTERPRETIVE SERVICES (8%)	
Provide more information	2
Would like Native American living history demonstrations	2
Improve interpretive displays	2
Other comments	9
FACILITIES/MAINTENANCE (11%)	
More benches along trail	3
Good restrooms	2
Improve access for disabled visitors	2
Improve road	2
Improve signs along road	2
Other comments	9
POLICY/MANAGEMENT (10%)	
Appreciated site preservation	5
Did not enjoy survey	2
Do not commercialize the park	2
Please support site/keep site open	2
Other comments	7
RESOURCE MANAGEMENT (2%)	
Comments	4
CONCESSION SERVICES (1%)	
Thank you for the refrigerated bottled water	1

Table 26. Additional comments (continued)

Comments	Number of times mentioned
GENERAL COMMENTS (49%)	
Enjoyed visit	65
Plan to return	7
Enjoyed historical significance	4
Thank you	4
Enjoyed the hike to the site	3
Site was interesting	2
Other comments	6

Visitor Comments

This section contains visitor responses to open-ended questions.

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience, and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g. four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83843-1139

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 2, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Table 3 shows no significant difference in group type. Thus, non-response bias for group structure is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. The different in ages indicate demographic data may need to be interpreted with caution.

References

- Dey, E. L. (1997). Working with Low Survey Response Rates: The Efficacy of Weighting Adjustment. *Research in Higher Education*, 38(2): 215-227.
- Dillman, D. A. (2007). *Mail and Internet Surveys: The Tailored Design Method, Updated version with New Internet, Visual, and Mixed-Mode Guide*, 2nd Edition, New York: John Wiley and Sons, Inc.
- Dillman, D. A. and Carley-Baxter, L. R. (2000). *Structural determinants of survey response rate over a 12-year period, 1988-1999*, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.
- Filion, F. L. (Winter 1975-Winter 1976). Estimating Bias due to Non-response in Mail Surveys. *Public Opinion Quarterly*, Vol 39 (4): 482-492.
- Goudy, W. J. (1976). Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
- Mayer, C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967). A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
- Salant, P. and Dillman, D. A. (1994). *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004). Surveying Non-respondents. *Field Methods*, 16 (1): 23.

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 424/111376, December 2011

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



Natural Resource Stewardship and Science

**Natural Resource Stewardship and Science
1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525**

www.nature.nps.gov