



2024 Socioeconomic Research of Casa Grande Ruins National Monument

Report on 2024 Data Collection



A volunteer points out the special features of the Great House to school students learning about Casa Grande Ruins.

NPS

2024 Socioeconomic Research of Casa Grande Ruins National Monument: Report on 2024 Data Collection

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Abstract

A strong mandate and need for socioeconomic monitoring have been expressed in the National Park Service (NPS) strategic goals for science, in statements by NPS leadership, and in various official reports. Since such monitoring began in 2022, the NPS has conducted visitor surveys at 24 parks per year across the United States and associated territories. Casa Grande Ruins National Monument (Casa Grande Ruins) was selected as one of these units for 2024 implementation. This socioeconomic monitoring at Casa Grande Ruins uses a two-step survey methodology to capture a representative sample of park visitors during the peak season of each respective park unit. This process includes (1) an on-site intercept survey conducted via tablet, and (2) a post-trip survey (completed either by mail-back or online) for more in-depth trip details. The types of data collected include visitor demographics, trip characteristics/planning, and experience evaluations. Results are organized by these two survey instruments and are aimed at assisting park managers in understanding current utilization and perception of park resources, assessing operations and potential issues, and facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders. Results of this and studies at the 23 other park units sampled for 2024 contribute to a technical report on national-level findings.

Introduction

Social science research has become increasingly recognized as a crucial component of park planning, amplifying its significance for the National Park Service (NPS). With the ever-changing landscape of visitation and a desire to provide transformative visitor experiences, understanding the needs and expectations of the visiting public has become more important than ever. The agency seeks to provide the highest quality visitor experience while also protecting the important natural and cultural resources that make these sites special.

A pilot visitor study was conducted in 2015/2016 across selected park units throughout the United States. Building upon the insights gleaned from the pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey has been carried out each year starting in 2022 at 24 NPS units across the country per year. Casa Grande Ruins National Monument (Casa Grande Ruins) was selected as one of these 24 units in 2024. The study aims to deepen understanding of visitor demographics and characteristics at Casa Grande Ruins.

This report contains the data and findings collected from the SEM Visitor Survey in 2024. The study gathers data at a comprehensive agency level, addressing the informational needs of park managers throughout the National Park System. The data collected during the 2024 SEM Visitor Survey sampling period are intended to provide park managers with data-supported insights into their visitors while enabling data analysis at the agency level and beyond for future applications.

This study collects information about visitor use, aids in finding effective management solutions, and offers insights into the visitors who experience NPS sites. The findings empower NPS managers to better comprehend visitor behaviors, inform park operations, and identify areas for enhancing the visitor experience. Moreover, these results are intended to facilitate communication and foster informed decision-making processes, both within the NPS unit and in collaboration with local partners and stakeholders.

This report does not include spending data, despite it being collected as part of the study. For detailed information regarding visitor spending at Casa Grande Ruins, please refer to the 2024 Visitor Spending Effects report.

The research was carried out by a team including Otak, Inc., RRC Associates, Inc., the Institute for Tourism and Recreation Research at the University of Montana, and GAIA Environmental Consulting.

Methods

The SEM Visitor Survey methodology is designed to capture a representative sample of visitor information, characteristics, and behavior at each sampled park unit through:

1. An onsite intercept survey conducted via tablet, and
2. A post-trip follow-up survey (mail-back or online) for full trip details.

This comprehensive approach provides the necessary information to make on-the-ground decisions in park units using the intercept survey to capture visitor responses on higher priority information, while also capturing key in-depth information on visitor spending and trip characteristics for long-term planning from the post-trip survey. Additionally, the intercept survey is designed to be brief so as not to fundamentally affect visitors' experiences. The methods also permit a larger sample to be collected on key questions of interest by asking these high priority questions during the intercept survey.

Study Area

The Casa Grande Ruins local area map is shown in Figure 1. The local area around Casa Grande Ruins consists of Pima County, Pinal County, and Maricopa County in the state of Arizona. Within Casa Grande Ruins, the study area was comprised of two locations. Table 1 lists those sites, and the number of onsite intercept surveys completed at each. Visitor Use Statistics estimates and consultation with park staff guided the selection of these two study locations. However, after the scoping visit and further discussions with onsite staff, it became apparent that it was highly unlikely that someone would visit only the picnic area without also going to the visitor center. As such, the majority of surveyor effort was concentrated at the visitor center, allowing for a representative sample that reflects the broader park visitor population. Table 1 lists the study locations and the number of onsite intercept surveys completed at each site.

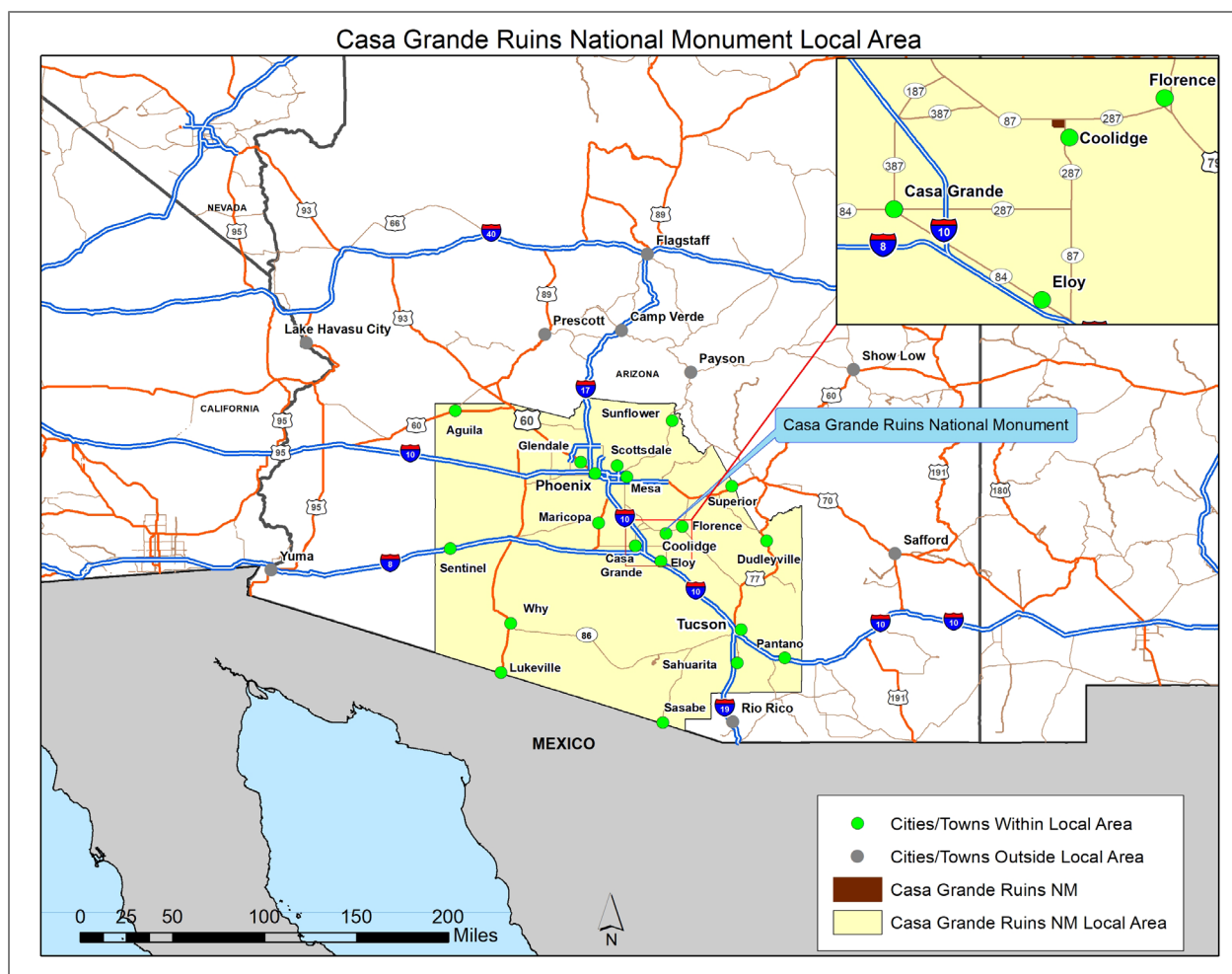


Table 1. Intercept surveys conducted within Casa Grande Ruins.

Intercept Site	Completed Intercept Surveys	
	Number of Surveys	Percent of Surveys
Visitor Center	713	99.9%
Picnic Area	1	0.1%

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey is designed to rapidly collect visitor information as tablet-based responses, reaching the largest possible sample for the highest priority visitor information. The intercept sampling was conducted during the period of March 15th through 25th, 2024. A sample of visitors were intercepted while visiting Casa Grande Ruins across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondent groups at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Casa Grande Ruins (NPS 2024). Within the group, the adult with the next upcoming birthday was asked to participate. If the visitor was eligible (at least 18 years of age, not a Casa Grande Ruins employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see the Non-Response Bias Analysis section, below). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, and approach the next visitor group.

At the end of the intercept survey, respondents were invited to participate in a post-trip survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the post-trip survey with a postage paid envelope for mailing it back, as well as a hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the post-trip survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

1. Complete refusal, refused to answer any questions, including non-response bias questions;
2. Partial refusal, answered non-response bias questions but nothing further;
3. Completed intercept, but refused to take post-trip survey; or
4. Completed intercept and took post-trip survey.

Table 2. Response outcomes—Casa Grande Ruins intercept survey.

Outcome	Total
Eligible visitors contacted	805
Complete refusals	68
Partial refusals (non-response bias questions completed)	23
Intercept surveys completed	714
Post-trip surveys distributed	697
Intercept response rate	88.7%
Post-trip acceptance rate	97.6%

During the sampling period, surveyors were stationed at the Visitor Center for morning shifts from 9:00 AM to 12:00 PM, and afternoon shifts from 1:00 to 4:00 PM. Each surveyor worked eight and a half days, and had two and a half days off, during the 11-day sampling window.

Post-Trip Survey

The post-trip survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to the NPS unit. This method extended data collection and asked participants to complete the survey after their visit, either through a provided postage-paid envelope, or online via a provided survey link. The post-trip survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2024). Both the intercept survey and the post-trip survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite intercept responses could be paired with their post-trip responses. Numbers were assigned at random to the individual. The use of this code allows the data to be joined, while keeping all surveys confidential and removing respondents' identifying information. Joining the two datasets provides a more complete picture of in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all respondents who provided contact information about a week following the end of each onsite data collection period. This postcard or email thanked respondents for their original participation and encouraged them to complete the post-trip survey if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rates for the post-trip survey.

Table 3. Response outcomes—Casa Grande Ruins post-trip survey.

Outcome	Total
Post-trip surveys distributed	697
Valid post-trip surveys completed	318
Response rate	45.6%

Non-Response Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the survey. The responses to these three questions can then be compared to both the larger group of respondents who completed the intercept survey, and the smaller group who completed both the intercept and post-trip surveys.

The Office of Management and Budget recommends testing for non-response bias when a response rate is less than 80%. With an intercept survey response rate of 88.7%, concern over intercept non-response is muted. However, because the post-trip survey response rate (45.6%) did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and post-trip), and those who only completed the intercept portion.

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. Chi-square test for homogeneity is a statistical test used to determine whether there is a significant association between categorical variables. It compares observed data with expected frequencies to assess if any deviations are due to chance. A p-value of 0.05 is used as the indicated threshold of this significance; p-values of 0.05 or lower indicate significant difference between groups.

The p-values for all three questions are above the threshold of 0.05, indicating no significant differences between those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys on these measures. Based on the variables measured, this section of the study does not have a bias due to non-response. Results of the bias testing are shown in Tables 4 through 6.

Table 4. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Casa Grande Ruins?” Note: p-value = 0.34.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	130	40.9%	176	44.4%
No	188	59.1%	220	55.6%

Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?” Note: p-value = 0.73.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	306	96.2%	379	95.7%
No	12	3.8%	17	4.3%

Table 6. Post-trip survey non-response bias question: “On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence either in Casa Grande Ruins and/or within the local area?” Note: p-value = 0.23.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	195	61.5%	226	57.1%
No	122	38.5%	170	42.9%

Results

Results are presented separately for both the intercept and post-trip surveys throughout the following section. To preserve the data for additional analyses, outliers for open-ended numeric questions (e.g., nights spent, days in local area, etc.) have not been removed. Given these outliers, medians are shown instead of means throughout the report, in order to better represent the central tendency. Some questions were omitted because they were not applicable to this report.

Intercept Survey Results

The following section provides results of the 714 visitor intercept surveys conducted in Casa Grande Ruins from March 15th through 25th, 2024. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than $n = 30$. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around Casa Grande Ruins. Permanent and seasonal residents were then asked for their ZIP code within the local area. Respondents who do not reside permanently or seasonally in the local area were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

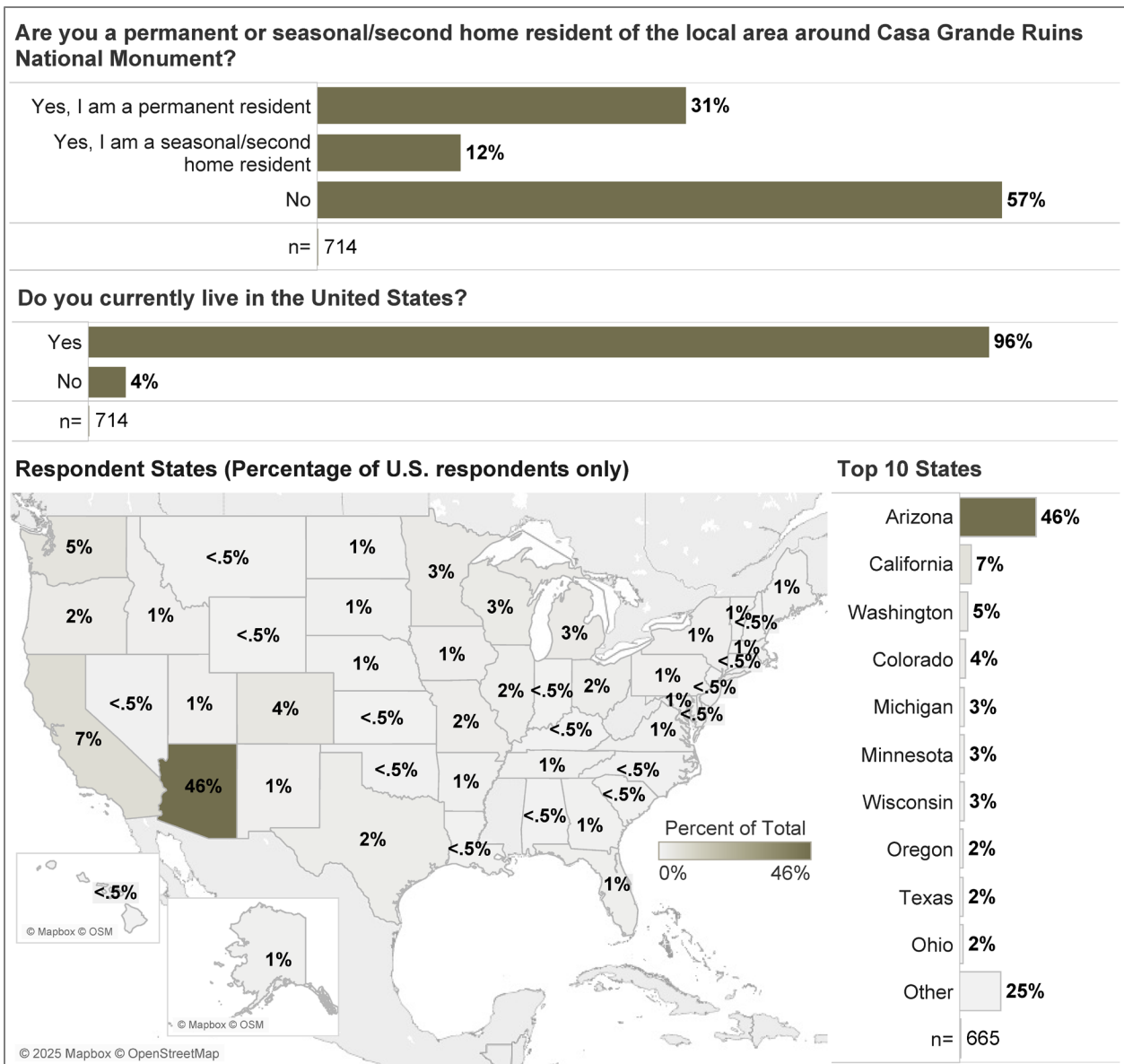


Figure 2. Respondent residency status and geographic origin of domestic visitors surveyed at Casa Grande Ruins.

NPS

- Less than half of respondents (a combined 43%) stated that they were either permanent or seasonal residents of the local area around Casa Grande Ruins.
- There was a large geographic concentration of respondents from Arizona (where Casa Grande Ruins is located).
- Among the 96% of respondents currently residing in the U.S., 46% reside in Arizona, followed by 7% from California, 5% from Washington, and 4% from Colorado.

Question 3: Trip Purpose

Respondents who are not permanent or seasonal residents of the local area were asked about the purpose for their overall trip away from home, while permanent or seasonal residents of the local area were asked about the purpose of their trip away from home “today,” the day they were intercepted in the park. Figure 3 depicts responses to this group of questions.

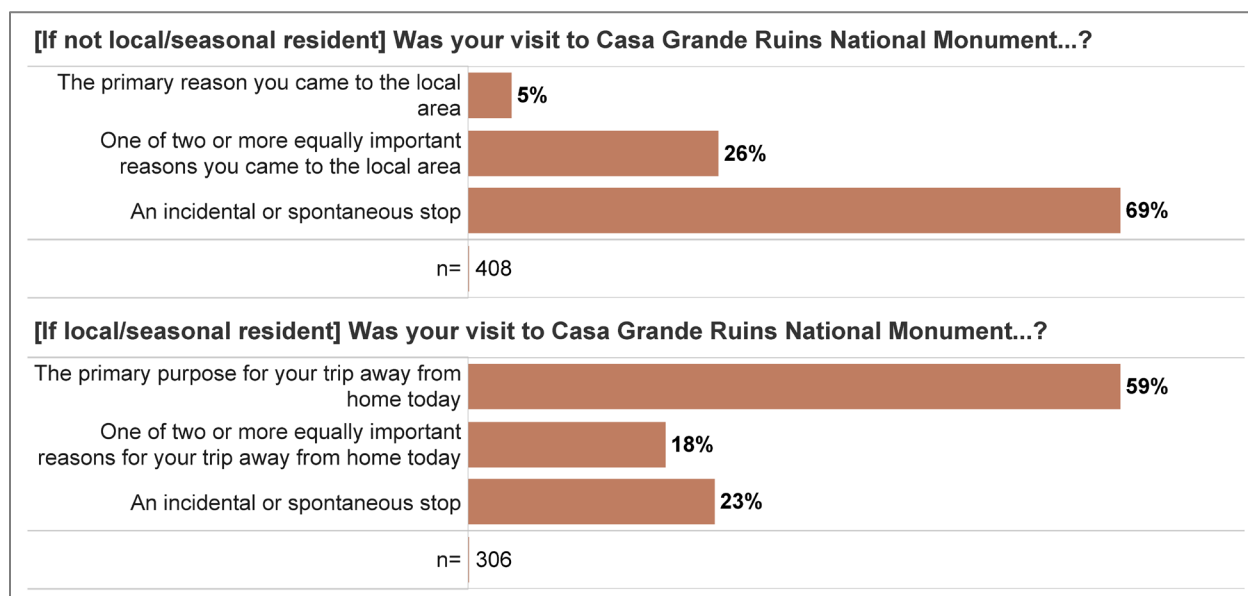


Figure 3. Role of Casa Grande Ruins in overall trip purpose.

NPS

- Roughly a quarter (26%) of respondents who resided outside the local area (i.e., Casa Grande Ruins National Monument local area, as depicted in Figure 1) stated that their visit to Casa Grande Ruins was one of two or more equally important reasons that brought them to the area.
- For a small percentage (5%) of non-local respondents, visiting Casa Grande Ruins was the primary reason for their trip to the area.
- For the roughly two-thirds of remaining non-local respondents (69%), their visit to Casa Grande Ruins was an incidental or spontaneous stop while they were already in the area.
- Among permanent or seasonal local resident respondents, the majority (59%) stated that their visit to Casa Grande Ruins was the primary reason for their trip away from home. Another 23% of permanent or seasonal respondents indicated that their visit to Casa Grande Ruins was an incidental or spontaneous stop while they were already in the area, followed by 18% who said it was one of two or more equally important reasons for their trip away from home.

Question 4: Length of Stay

Respondents who are not permanent or seasonal residents of the local area around Casa Grande Ruins were also asked how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area. Responses to both of these questions are depicted in Figure 4.

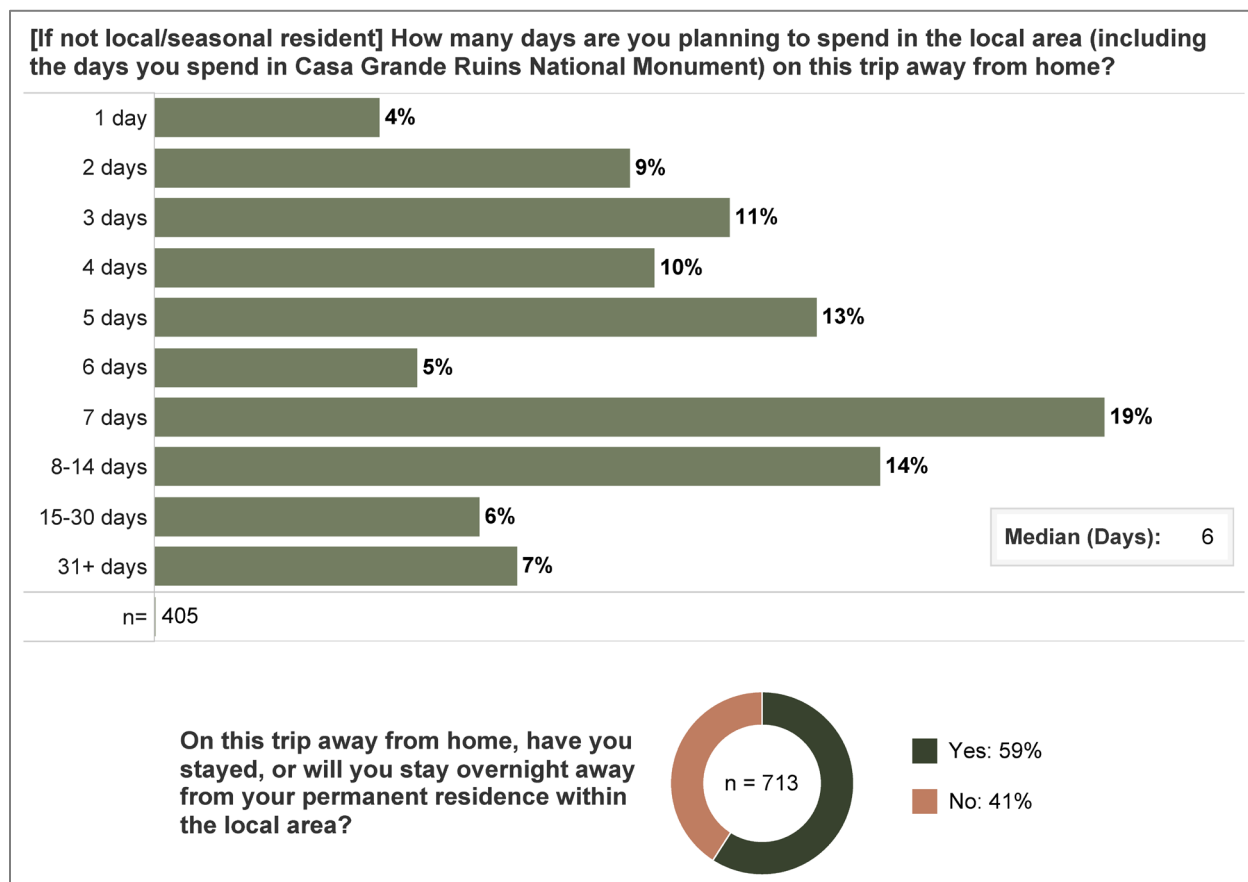


Figure 4. Time spent in the local area around Casa Grande Ruins.

NPS

- The highest proportion of non-local respondents (19%) spent seven days in the local area, while 14% spent eight to 14 days, and 13% spent five days. The median length of stay was six days.
- Additionally, the majority of all respondents (59%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the local area.

Questions 5–6: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 5).

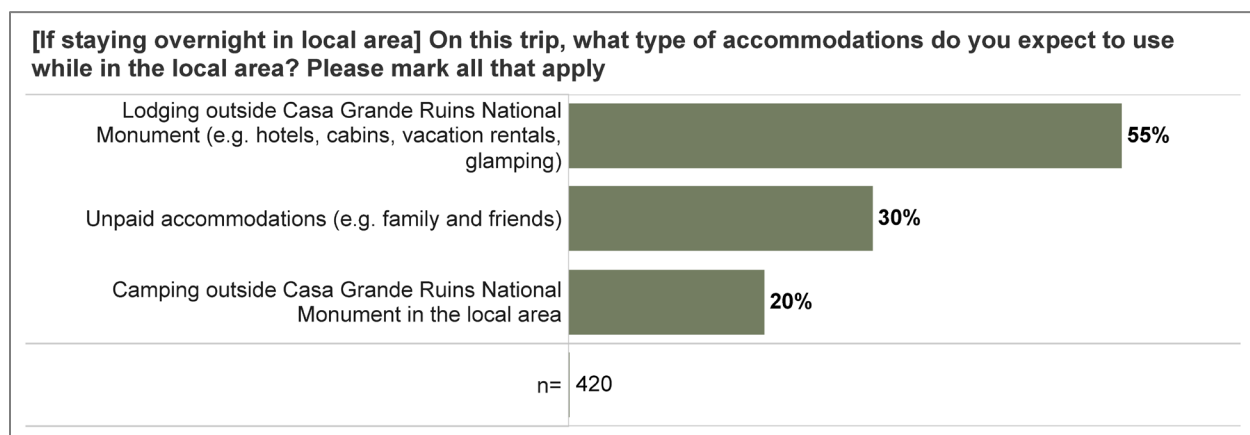


Figure 5. Accommodation types used by overnight visitors in the local area surrounding Casa Grande Ruins.

NPS

- The majority of overnight respondents (55%) used lodging accommodations outside Casa Grande Ruins (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by those who used unpaid accommodations (e.g., family and friends; 30%), and those who camped outside Casa Grande Ruins in the local area (20%).

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 6).

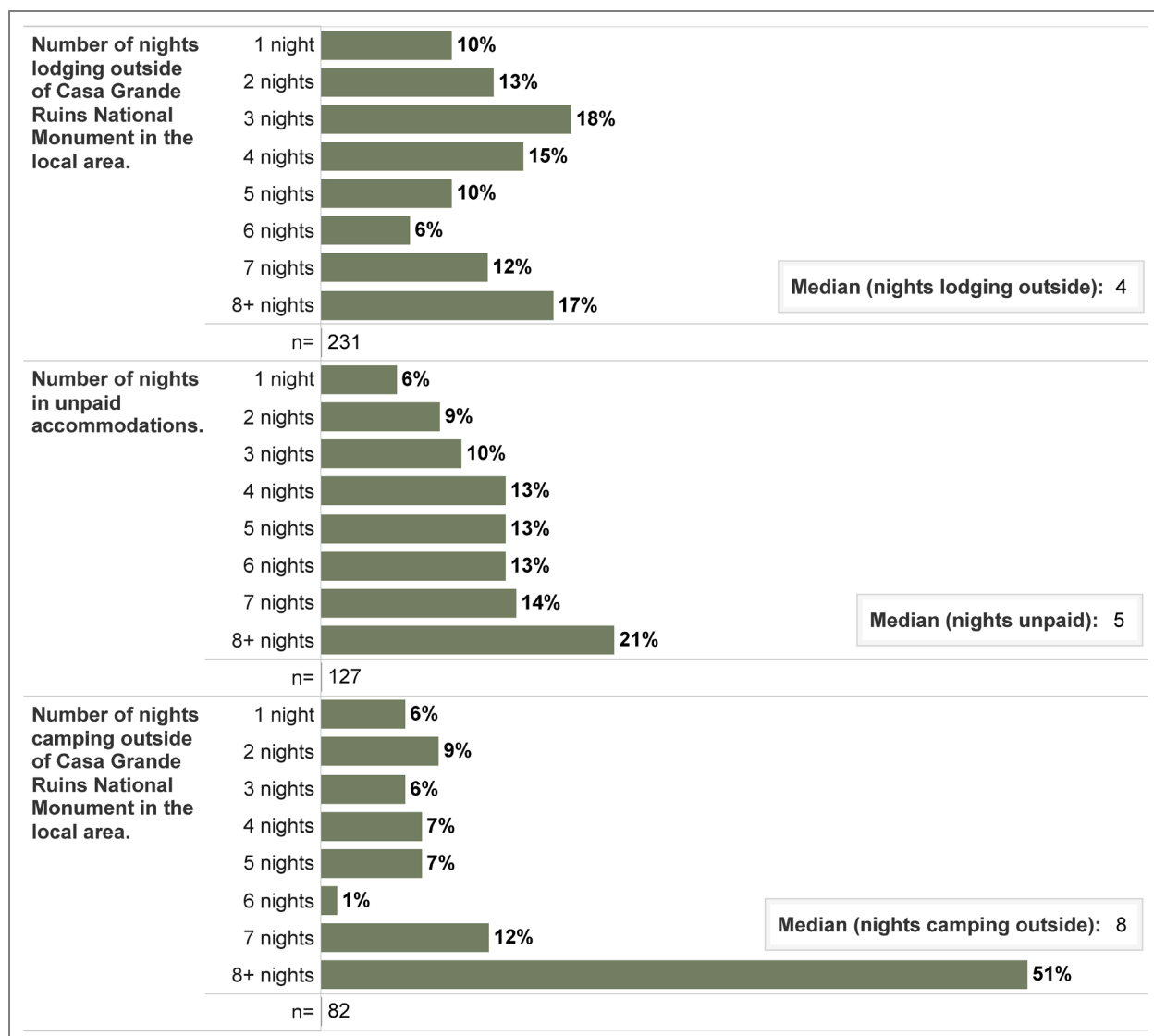


Figure 6. Number of nights spent in the local area surrounding Casa Grande Ruins, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

NPS

- Among the 55% of overnight respondents who lodged outside of Casa Grande Ruins in the local area (per Figure 5), median length of stay was four nights. Roughly one quarter (23%) lodged two nights or fewer in the local area this trip; 41% spent three nights or fewer.
- Among the 30% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), the median length of stay was five nights with the highest proportion (21%) staying eight nights or more.
- Among the 20% of overnight respondents who camped outside of Casa Grande Ruins (per Figure 5), median length of stay was eight nights. The majority of respondents who camped outside Casa Grande Ruins (51%) camped for eight nights or more.

Questions 7–9: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Casa Grande Ruins (Figure 7). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but respondents were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

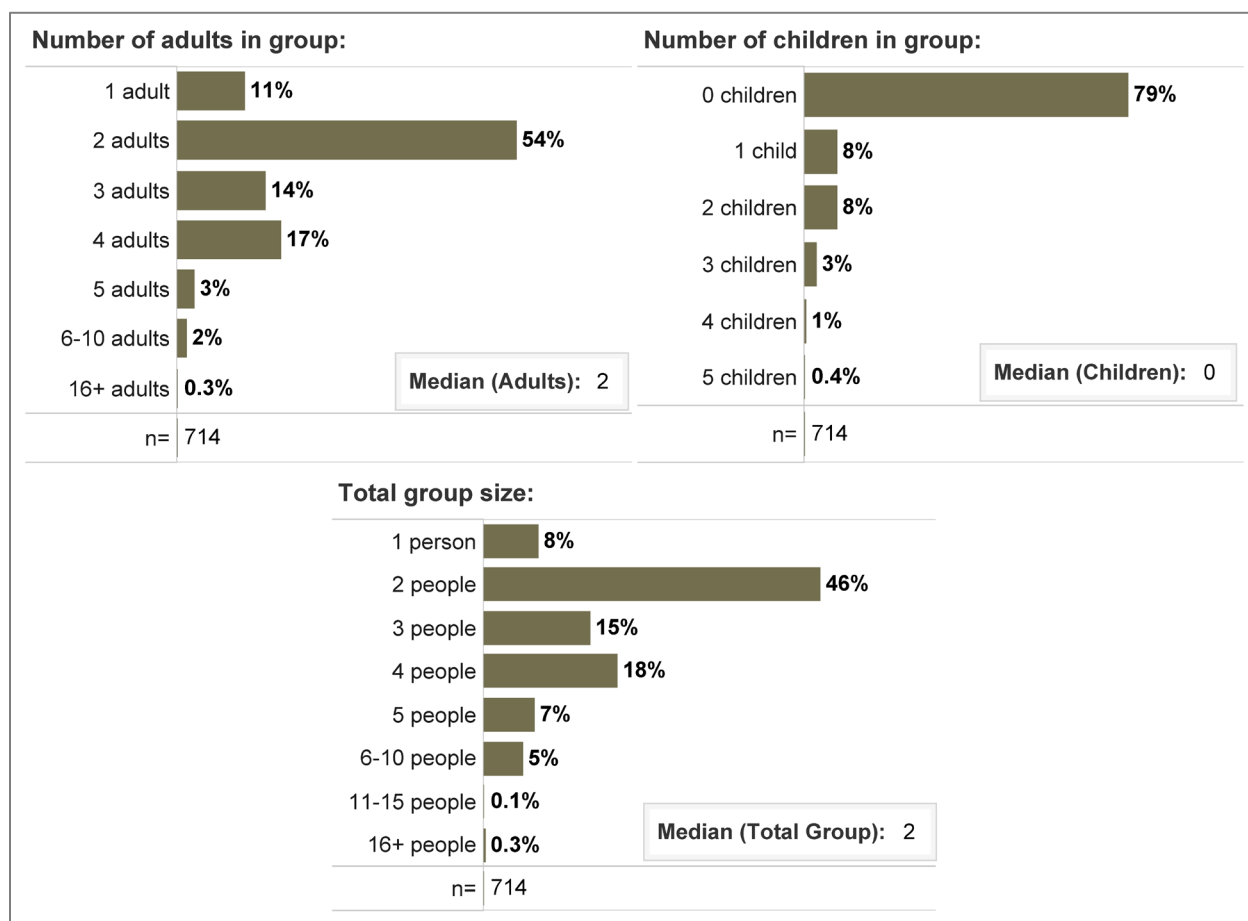


Figure 7. Number of adults and children in respondent's personal group, and total group size, while visiting Casa Grande Ruins. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).
NPS

- The median number of adults per group was two. Most groups (54%) included two adults.
- Most groups (79%) did not include any children.
- The median total number of people (adults and children) per group was two.

Respondents were then asked to provide the age of each member of their group (Figure 8). These data show the true age distribution of respondent groups sampled at Casa Grande Ruins.

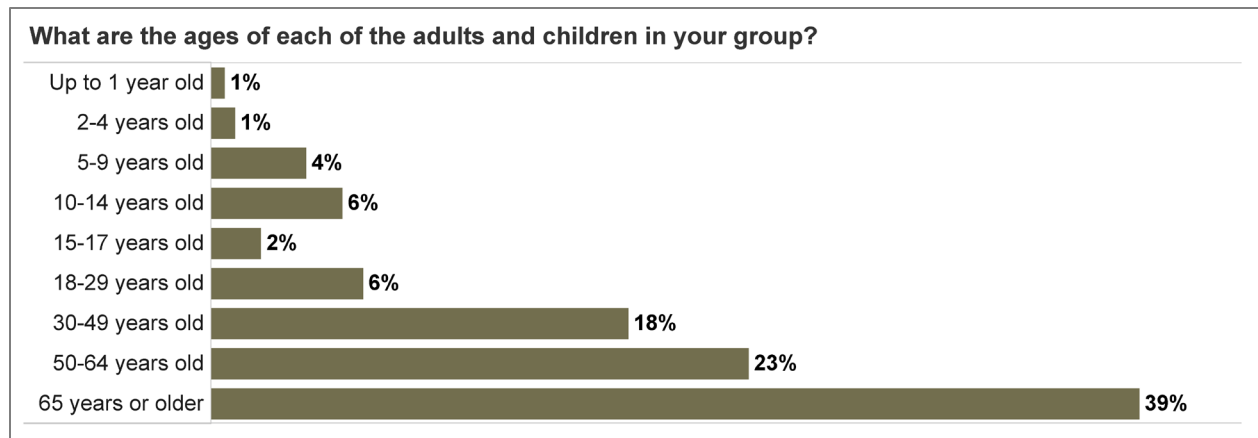


Figure 8. Age distribution of all members of respondent's personal group while visiting Casa Grande Ruins.

NPS

- The most common ages of the adults and children in a personal group was 65 years or older (39%), followed by 50–64 years old (23%), and 30–49 years old (18%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 14% of group members.

Questions 12–16: Park Use Characteristics

Respondents were asked to indicate if they planned to visit Casa Grande Ruins for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 9 and Table 7).

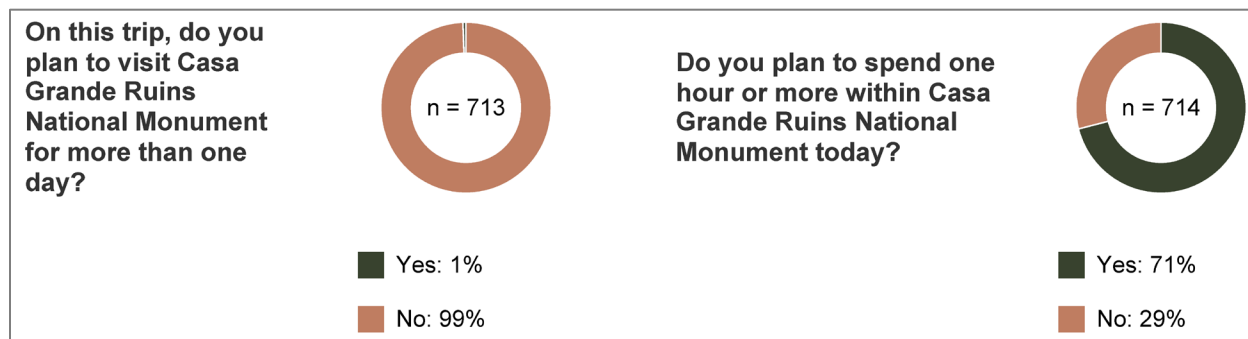


Figure 9. Length of time spent within Casa Grande Ruins on this trip.

NPS

- The majority of respondents (71%) planned to spend one hour or more within Casa Grande Ruins on the day they were surveyed. Among these visitors, median length of time spent in the park “today” was one hour.
- Among the 29% of respondents who planned to spend less than an hour within the park on the day they were surveyed, the median length of anticipated visit was 30 minutes.
- Additionally, nearly all respondents (99%) did not plan on spending more than a single day in Casa Grande Ruins on their trip. Among the 1% of respondents who planned to visit for more than one day, the median length of visit was two days.
- Those respondents who spent more than one day in the park were also asked on how many different days they expected to enter the park; the median answer was two days.

Table 7. Length of time spent within Casa Grande Ruins on this trip.

Question	Sample Size (n)	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Casa Grande Ruins today?	206	30
[If planning to spend one hour or more] How many hours do you plan to spend within Casa Grande Ruins today?	505	1
[If planning to visit more than one day] How many days do you plan to spend within Casa Grande Ruins on this trip?	4	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	4	2

Next, respondents were asked to indicate the most recent entrance they used to enter Casa Grande Ruins (Figure 10).



Figure 10. Most recent entrance used to enter Casa Grande Ruins.

NPS

- All respondents reported using the main entrance via W. Ruins Road to enter Casa Grande Ruins (100%).
- It is worth noting that the entrance via W. Ruins Road is the only entrance available for use by the general public.

Respondents were also presented with a list of locations within Casa Grande Ruins and asked to indicate if they had been to, or planned to visit them, that day (Figure 11).

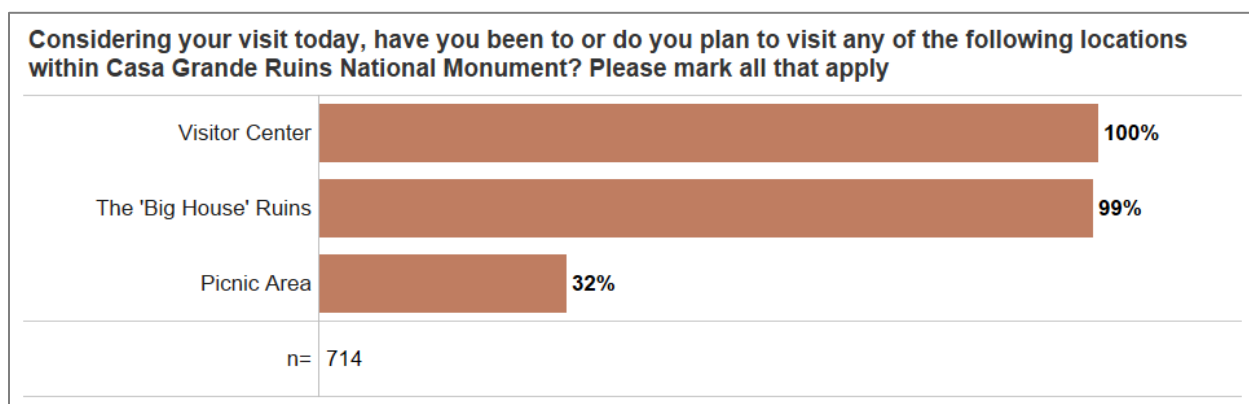


Figure 11. Park locations visited during the most recent trip to Casa Grande Ruins.

NPS

- The most commonly visited location in Casa Grande Ruins was the Visitor Center (100% of respondents had either been there or planned to visit it on their trip), followed by the 'Big House' Ruins (99%) and Picnic Area (32%).
- The Picnic Area was the least-visited location from the list provided, with only 32% of respondents reporting having visited or planning to visit.

Question 17: Transportation

Respondents were asked about the form of transportation they used to enter Casa Grande Ruins on the day they were surveyed (Figure 12).

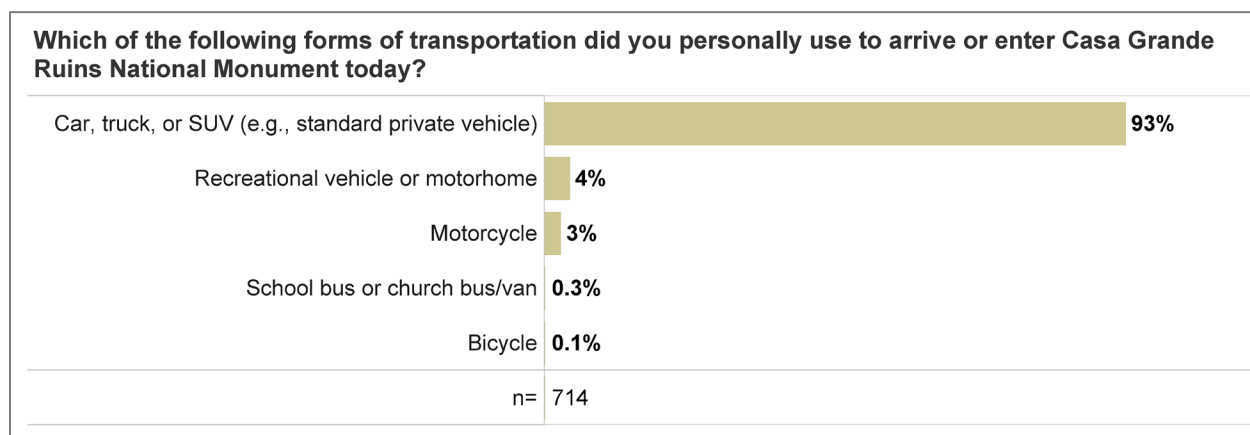


Figure 12. Form of transportation used to enter Casa Grande Ruins on the day of the survey.

NPS

- The majority of respondents (93%) reported that they used their car, truck, or SUV to enter Casa Grande Ruins on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (4%), and motorcycles (3%).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV, recreational vehicle or motorhome, or motorcycle), they were asked to indicate how many people were traveling in or on that vehicle (Figure 13).

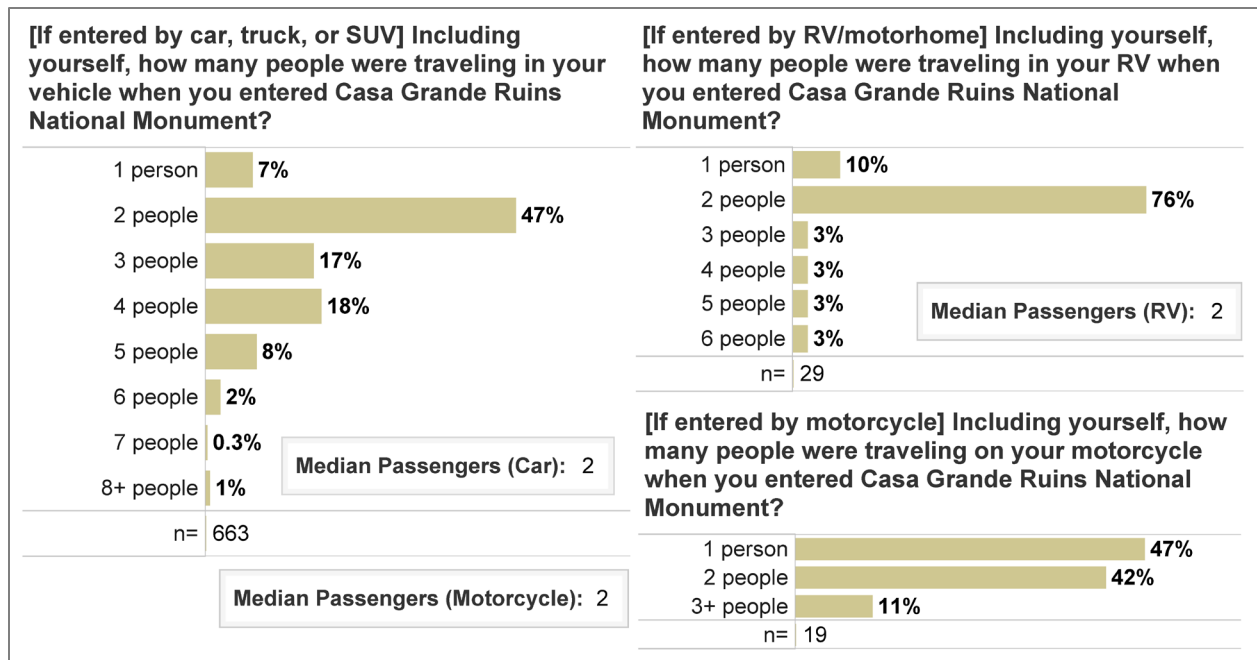


Figure 13. Number of people in or on respondent's vehicle when entering Casa Grande Ruins. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

NPS

- Nearly half of respondents (47%) traveling by car reported two people. The next most common group size was four people (18%), followed by three people (17%).
- Over three quarters of respondents entering Casa Grande Ruins by RV/motorhome reported traveling in a group of two people (76%), followed by those traveling alone (10%).
- Roughly half of motorcyclists (47%) were riding on their own, followed by 42% of motorcyclists who entered Casa Grande Ruins with two people.

Question 19: Previous Visits to Casa Grande Ruins

Respondents were asked if they were first time visitors to Casa Grande Ruins. Repeat visitors were then asked how many visits they have made to Casa Grande Ruins in the last 12 months and the last five years (Figure 14).

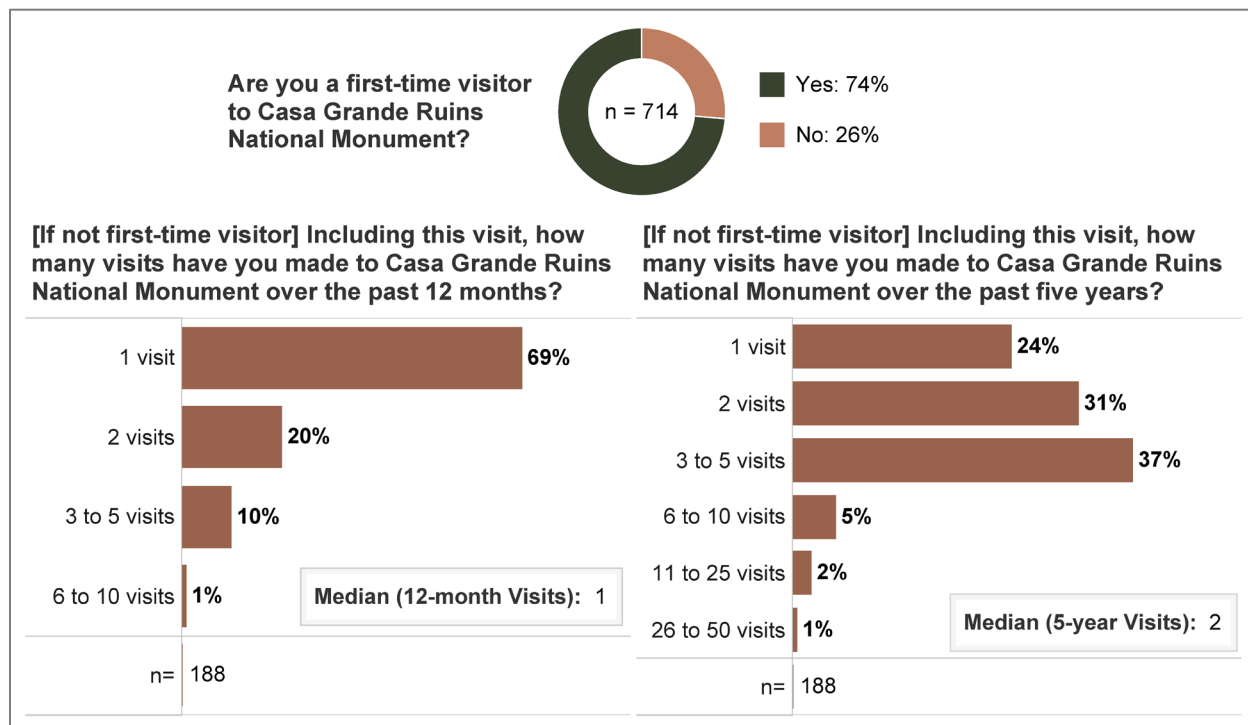


Figure 14. Previous visits to Casa Grande Ruins. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- Nearly three quarters of respondents (74%) were on their first ever trip to Casa Grande Ruins.
- Among the 26% of respondents who were repeat visitors, the majority (69%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, the plurality of repeat visitors (37%) had visited three to five times in the past five years.
- The median number of visits made in the past five years was two, including the current trip; 3% of repeat visitors had made more than 10 visits in the past five years.

Question 20: Previous Visits to Other NPS Units

Finally, respondents were asked how many visits they have made to other NPS sites over the past 12 months (Figure 15).

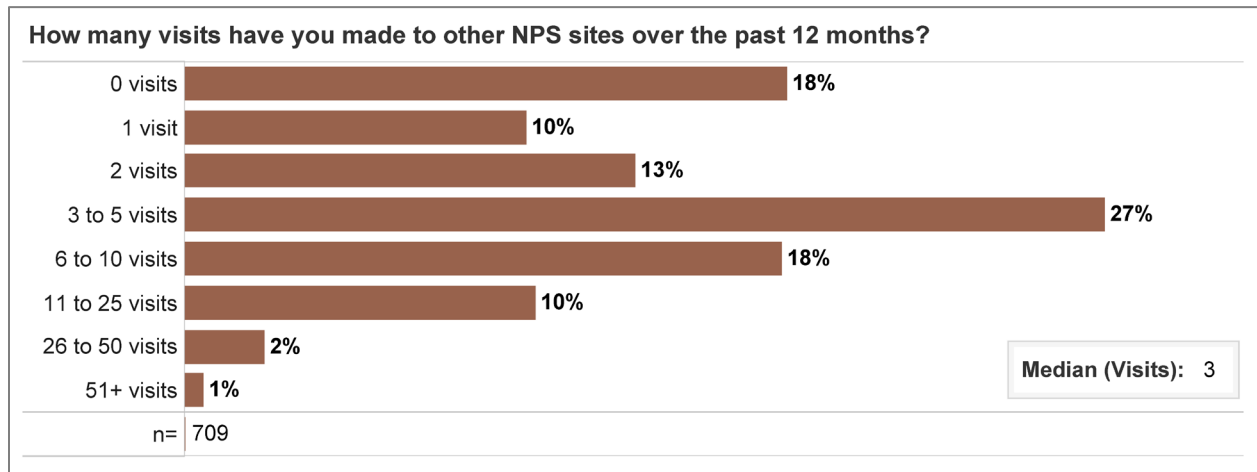


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- The majority of respondents (82%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was three, though a combined 58% had made three or more visits in the past year.

Post-Trip Survey Results

The following section provides results of the 318 post-trip visitor surveys received by mail-back or online following fieldwork conducted in Casa Grande Ruins in spring 2024. Again, caution is recommended in the interpretation of figures with sample size lower than $n = 30$, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information About Casa Grande Ruins

First, respondents were asked what sources they used to obtain information about Casa Grande Ruins prior to their trip, and whether they had the information they needed on their trip (Figure 16).

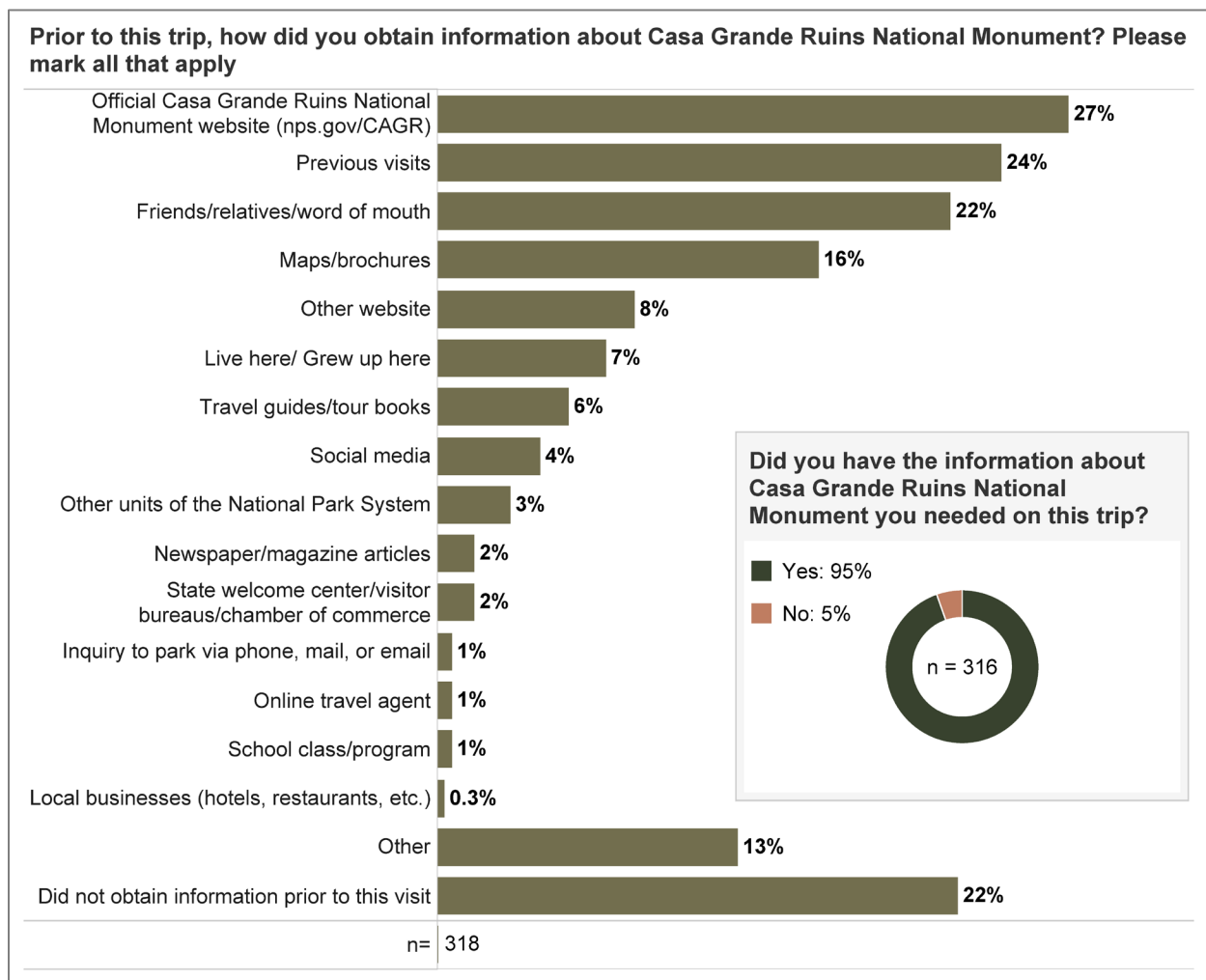


Figure 16. Sources used to obtain information about Casa Grande Ruins prior to the trip.
NPS

- The most used resource was the official [Casa Grande Ruins National Monument website](https://www.nps.gov/cagr) (nps.gov/cagr), with 27% of respondents reportedly using it. The second most common source was previous visits (24%), followed by friends/relatives/word of mouth (22%), maps/brochures (16%), and other websites (8%).
- In a follow-up question, 95% of respondents said that they had the information about Casa Grande Ruins that they needed on their trip, while 5% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate.

Question 3: Transportation

In the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept. In the post-trip survey, respondents were asked to select all forms of transportation they personally used to travel from their home to Casa Grande Ruins on their trip (Figure 17).

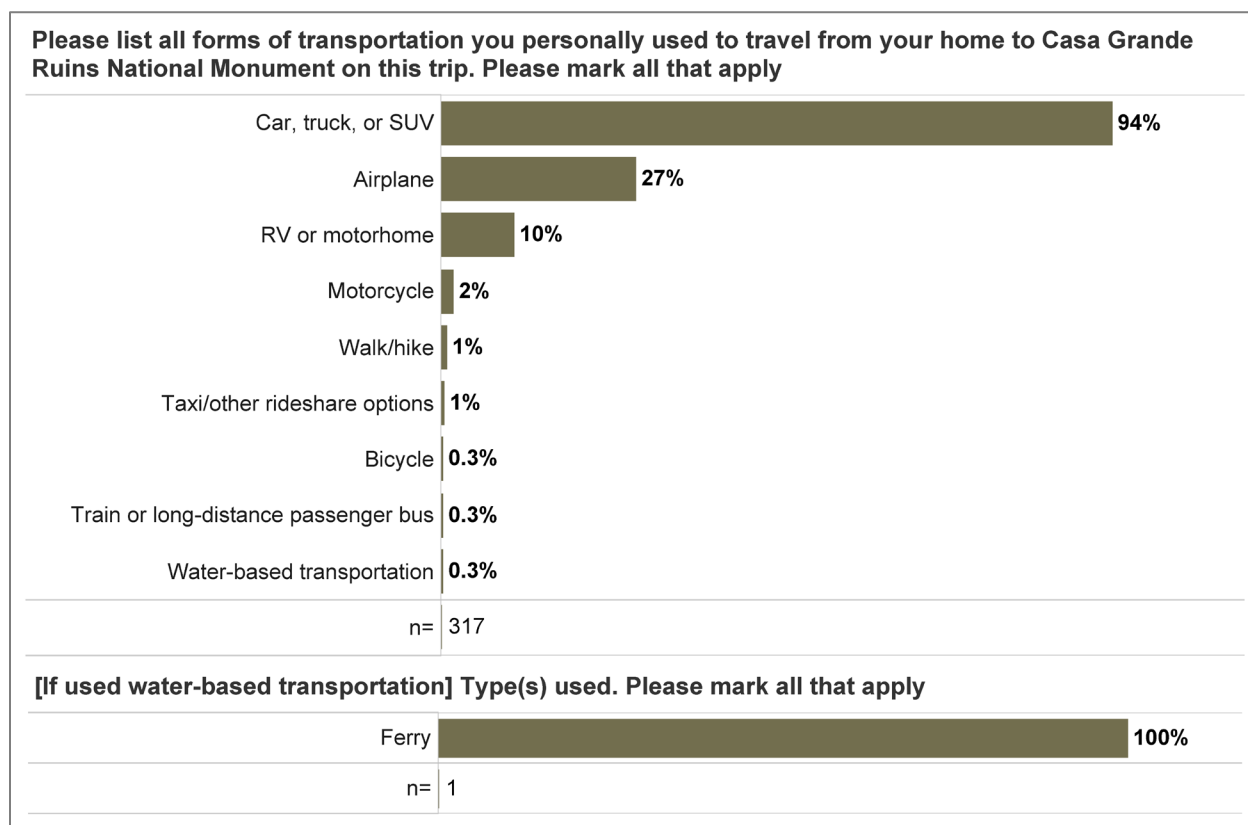


Figure 17. Forms of transportation used to travel from home to Casa Grande Ruins on the recent trip.
NPS

- Nearly all respondents (94%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Casa Grande Ruins.
- The second most common mode of travel was an airplane (27%), followed by RV/motorhome (10%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Casa Grande Ruins on the day of the survey (Figure 18).

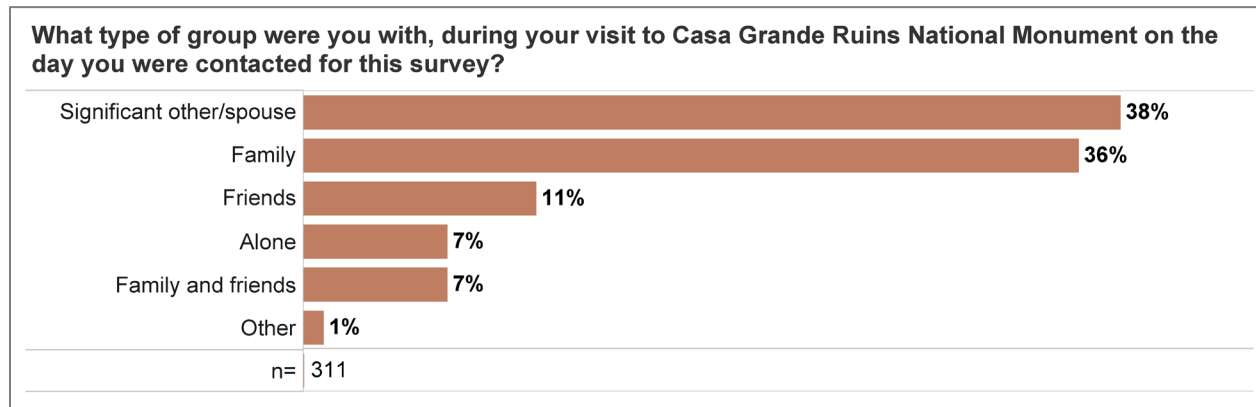


Figure 18. Travel party composition during Casa Grande Ruins visit.

NPS

- The highest proportion of respondents (38%) visited Casa Grande Ruins with their significant other or spouse on the day of the survey.
- Roughly another third of respondents (36%) explored Casa Grande Ruins with their family, and another 11% visited the park with their friends.

Questions 11–13: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 19).

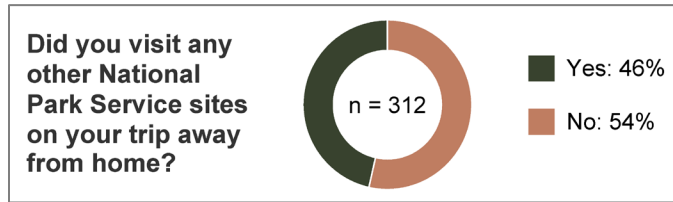


Figure 19. NPS sites visited on trip away from home.

NPS

- Just under half (46%) of all respondents had visited other NPS sites on their trip, while 54% identified Casa Grande Ruins as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s).

Survey respondents were then asked to identify all activities that they participated in while visiting Casa Grande Ruins, and which of those was their primary activity (Figure 20).

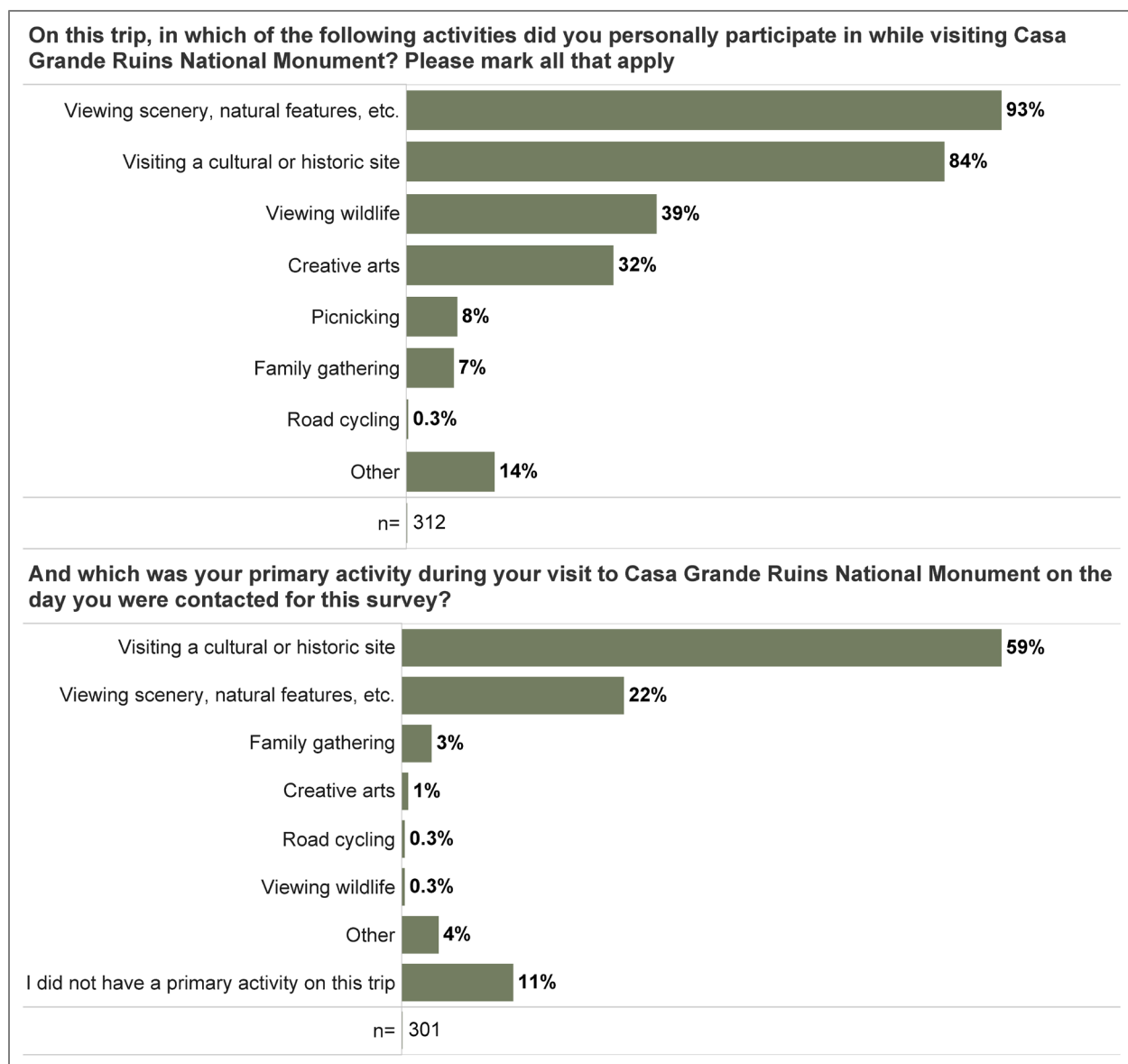


Figure 20. Participation in activities at Casa Grande Ruins.

NPS

- Almost all respondents reported viewing scenery, natural features, etc. (93%), while 84% reported visiting a cultural or historic site.
- Picnicking, family gatherings, and road cycling were all uncommon activities (reported by 8% or fewer respondents).
- The majority of respondents (59%) reported visiting a cultural or historic site as their primary activity, followed by viewing scenery, natural features, etc. (22%).

Questions 14–15: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Casa Grande Ruins on their trip and were then asked which of those was the most important reason for them to visit Casa Grande Ruins (Figure 21).

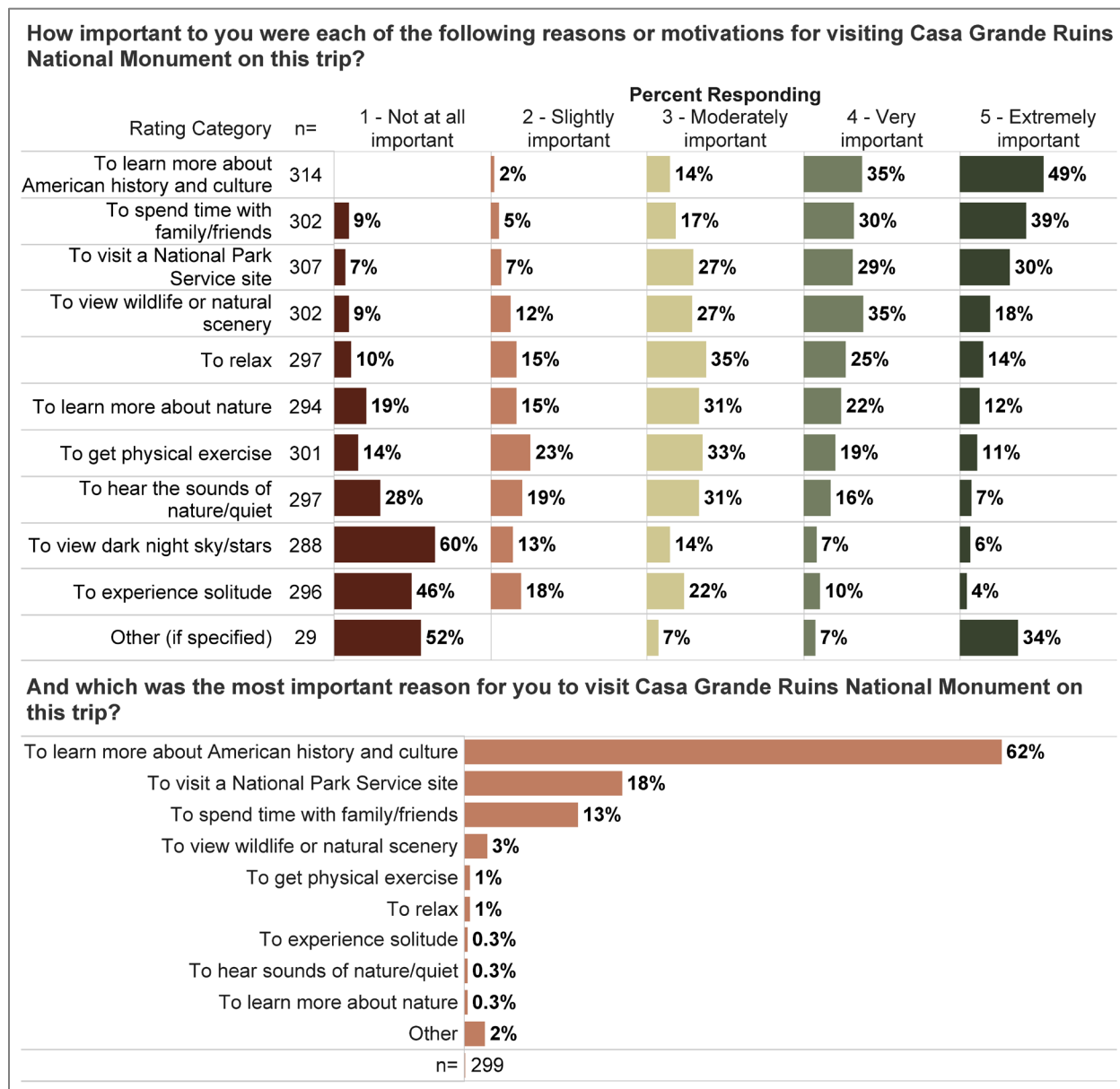


Figure 21. Reasons or motivations to visit Casa Grande Ruins. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- Several respondents chose learning more about American history and culture (49%) and spending time with family/friends (39%) as extremely important reasons for their trip to Casa Grande Ruins.
- Other important reasons were to visit a National Park Service site and to view wildlife or natural scenery (30% and 18% of respondents, respectively, rated them as extremely important).
- The least important reasons were to view dark night sky/stars and to experience solitude (only 6% and 4% of respondents, respectively, reported them as extremely important, and 60% and 46% of respondents, respectively, rated them as not at all important). It is worth noting that Casa Grande Ruins is only open to the general public from 9:00 am to 4:00 pm.
- The most common response for the most important reason was to learn more about American history and culture (62%), followed by visiting a National Park Service site (18%), and spending time with family/friends (13%).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated in Casa Grande Ruins during their trip (Figure 22).

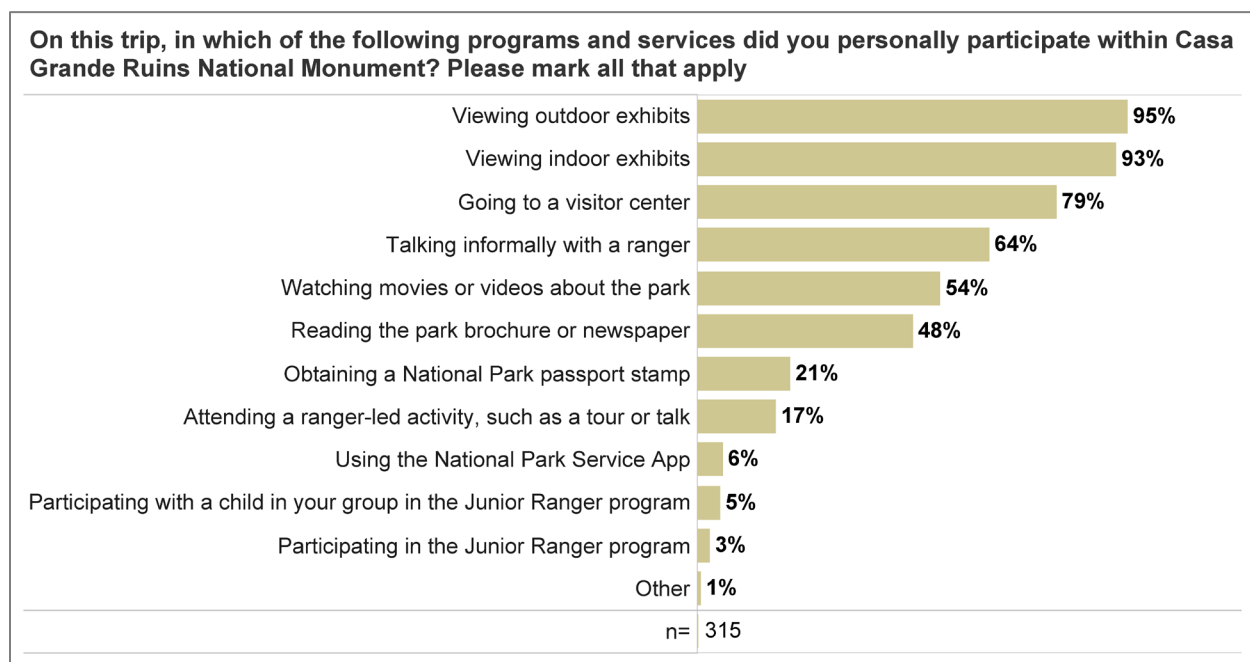


Figure 22. Participation in programs at Casa Grande Ruins.

NPS

- The two most-used programs were viewing outdoor exhibits and viewing indoor exhibits, with nearly all respondents (93%) reporting participating in each of them.
- Several other programs were engaged in by over half of respondents: going to a visitor center (79%), talking with a ranger informally (64%) and watching movies or videos about the park (54%).

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 23).

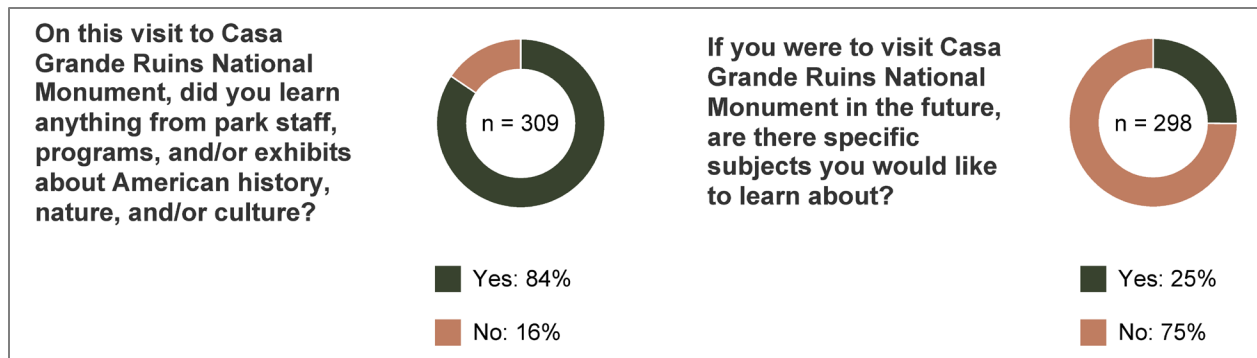


Figure 23. Learning outcomes while visiting Casa Grande Ruins.

NPS

- The majority of respondents (84%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- A quarter of respondents (25%) reported that if they were to visit Casa Grande Ruins in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate.

Questions 19–20: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Casa Grande Ruins (Figure 24).

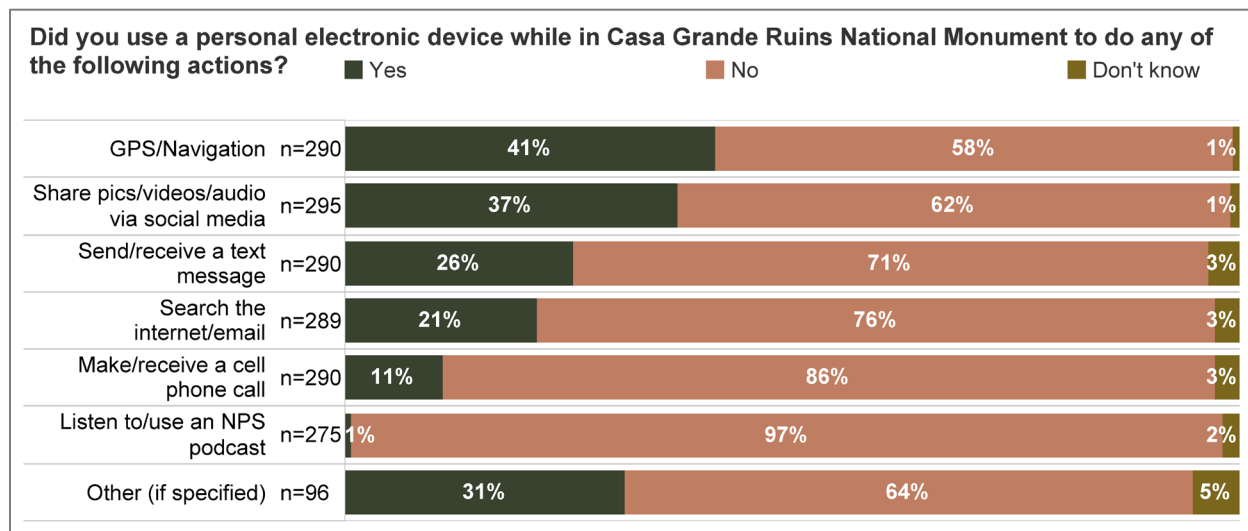


Figure 24. Use of personal electronic devices while visiting Casa Grande Ruins. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

NPS

- A plurality of respondents (41%) reported using GPS/Navigation, and over one third of respondents (37%) reported sharing pics/videos/audio via social media.
- Conversely, only 1% of respondents listened to or used an NPS podcast.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 25), and the quality of their service (Figure 26).

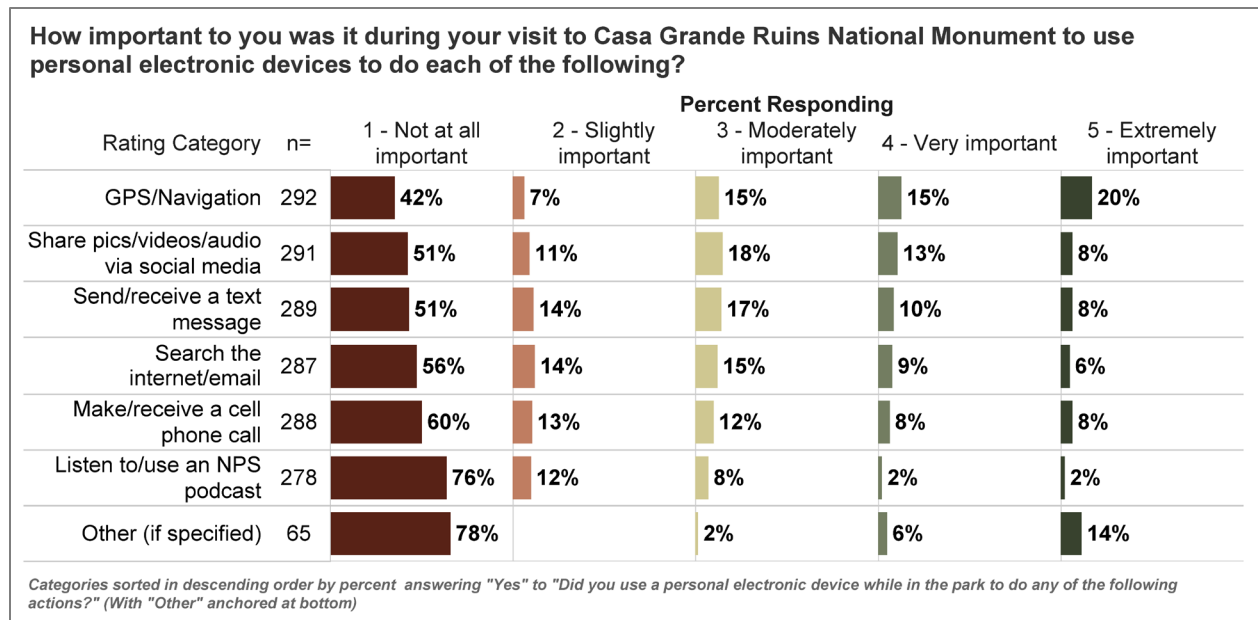


Figure 25. The importance of the use of personal electronic devices while visiting Casa Grande Ruins. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

- The most important device use was GPS/Navigation (20% of respondents rated it as extremely important). Another 8% of respondents stated that each of sharing pics/videos/audio via social media, sending/receiving text messages, and making/receiving a cell phone call were extremely important.
- Listening to and using an NPS podcast was rated as extremely important only by 2% of respondents, and not at all important by 76% of respondents.

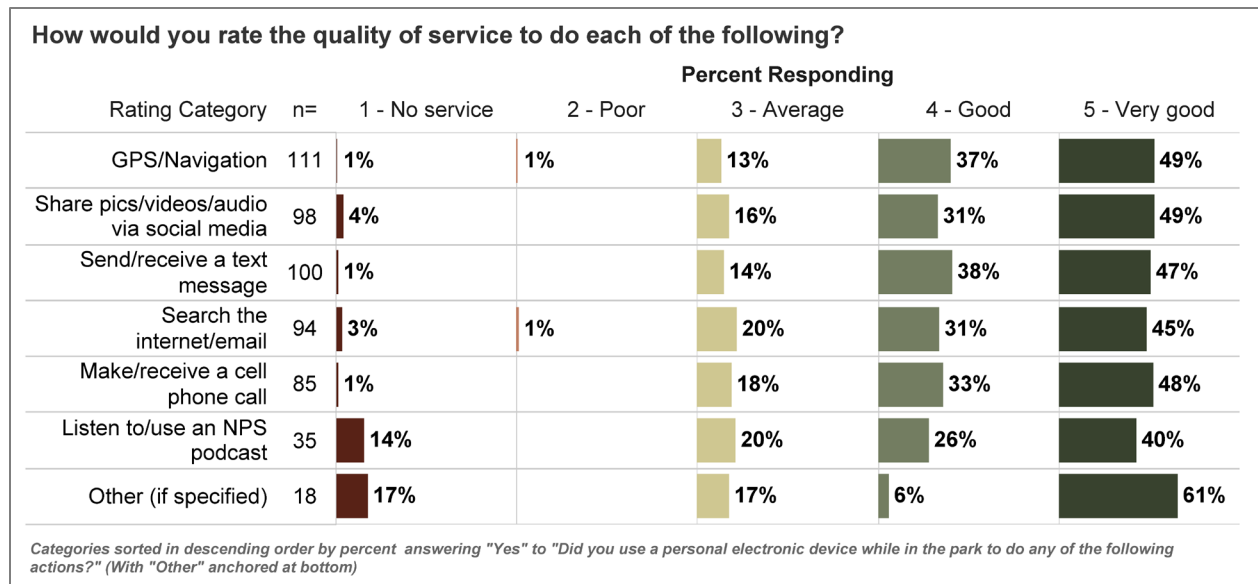


Figure 26. Quality of service for personal electronic devices while visiting Casa Grande Ruins. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- GPS/Navigation was rated as very good or good by 49% and 37% of respondents, respectively. However, 1% of respondents reported that they had no service for this.
- Less than 15% of respondents reported that they also had no service to listen to/use an NPS podcast. For all other uses of personal electronic devices, less than 5% of respondents reported they had no service.
- However, at least 40% of respondents (ranging from 40% to 49%, depending on the service) rated these services as very good.

Question 21: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Casa Grande Ruins. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 27).

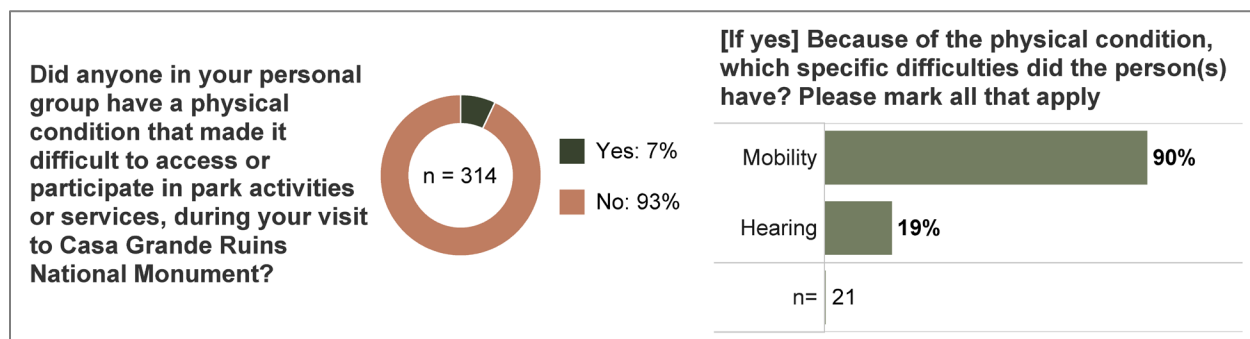


Figure 27. Physical difficulties while visiting Casa Grande Ruins.

NPS

- The majority of respondents (93%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Casa Grande Ruins.
- Among the 7% of respondents who identified at least one difficulty, 90% reported mobility issues in their group, while 19% reported hearing difficulties.

Questions 24–27: Visitor Experience

Respondents were asked if their visit to Casa Grande Ruins met their expectations (Figure 28).

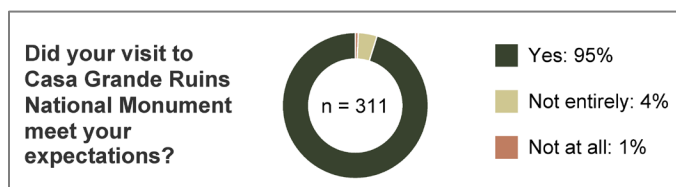


Figure 28. Meeting Casa Grande Ruins expectations.

NPS

- The majority of respondents (95%) reported that their visit to Casa Grande Ruins met their expectations, while 4% of respondents said it did not meet their expectations entirely, and the remaining 1% of respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents were asked to elaborate on their responses.

Respondents were then given several statements about Casa Grande Ruins and asked to indicate their level of agreement or disagreement with each given statement (Figure 29).

To what extent do you agree or disagree with each of the following statements?						
Rating Category	n=	Percent Responding				
		1 - Strongly Disagree	2 - Somewhat Disagree	3 - Neither Agree nor Disagree	4 - Somewhat Agree	5 - Strongly Agree
Casa Grande Ruins National Monument is a safe place to visit	311	2%		2%	3%	92%
Historical and cultural features in Casa Grande Ruins National Monument are well maintained/preserved	311	2%	2%	6%	22%	68%
Vandalism and crime are not a problem at Casa Grande Ruins National Monument	224	5%	8%	22%	17%	48%
Natural resources in Casa Grande Ruins National Monument are in pristine condition	293	2%	9%	24%	32%	33%
Development of adjacent areas detracts from visitors' experience at Casa Grande Ruins National Monument	275	38%	18%	21%	14%	8%
Casa Grande Ruins National Monument is not accessible to a person with physical disabilities	231	49%	24%	20%	4%	3%
Casa Grande Ruins National Monument is too crowded	310	55%	25%	15%	3%	2%

Figure 29. Rating Casa Grande Ruins experience. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

NPS

- From all the statements listed, “Casa Grande Ruins National Monument is a safe place to visit” received the most consensus, with a combined 95% of respondents saying they either strongly or somewhat agree with it. That was followed by “Historical and cultural features in Casa Grande Ruins National Monument are well maintained/preserved,” “Vandalism and crime are not a problem at Casa Grande Ruins National Monument” and “Natural resources in Casa Grande Ruins National Monument are in pristine condition” (90%, 65%, and 65% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “Casa Grande Ruins National Monument is too crowded” and “Casa Grande Ruins National Monument is not accessible to a person with physical disabilities” received the least support, with only a little over 5% of respondents either somewhat or strongly agreeing with these statements, and the majority of respondents strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Casa Grande Ruins (Figure 30).

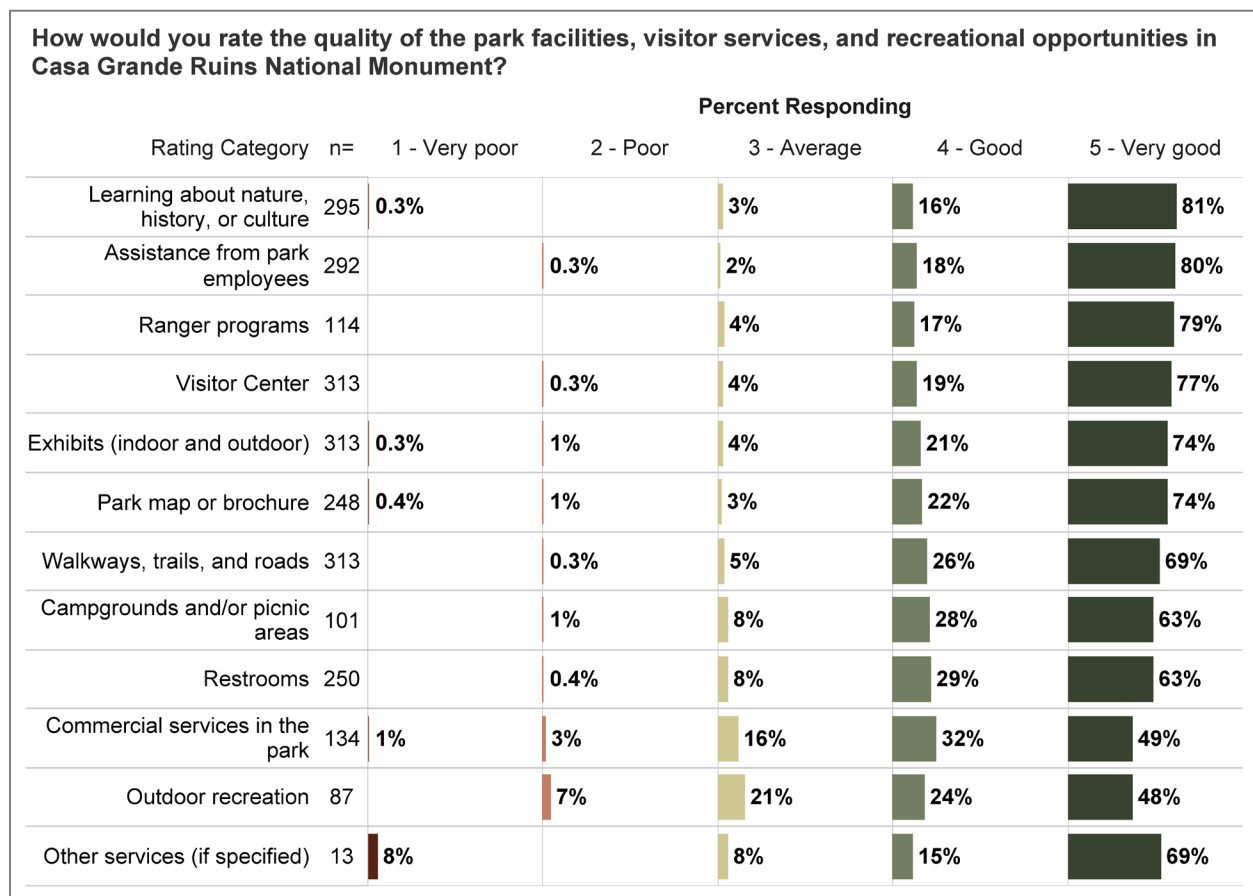


Figure 30. Rating the quality of specific Casa Grande Ruins facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

- Over half of respondents (ranging from 63% to 81%) rated learning about American nature, history, or culture, assistance from park employees, ranger programs, the visitor center, exhibits (indoor and outdoor), park maps or brochures, walkways, trails, and roads, campgrounds and/or picnic areas, and restrooms as very good.
- Conversely, fewer than half of respondents rated commercial services in the park and outdoor recreation as very good. However, for these ratings categories, the plurality of respondents still stated that commercial services (49%) and outdoor recreation (48%) were very good.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 31).

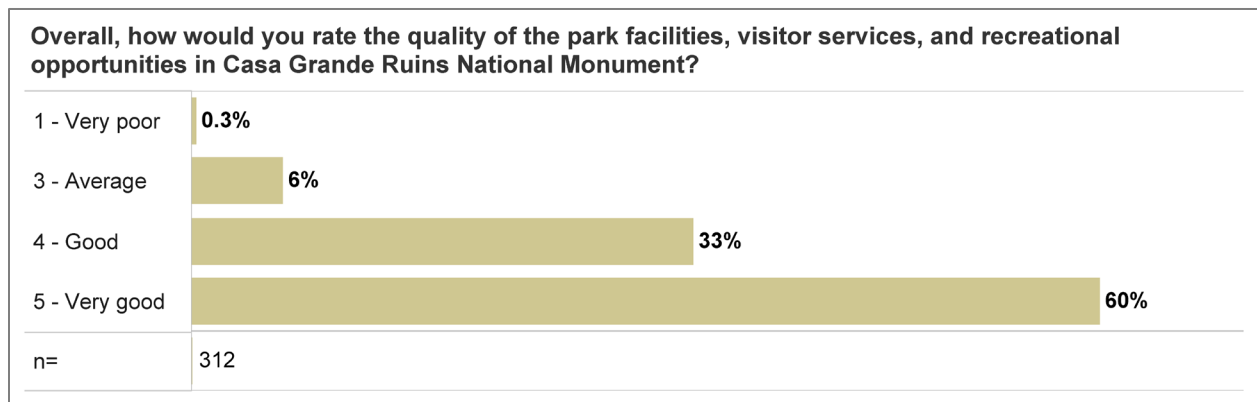


Figure 31. Rating overall quality of Casa Grande Ruins facilities, visitor services, and recreational opportunities.

NPS

- In general, the majority of respondents (60%) rated the quality of the park facilities, visitor services, and recreational opportunities in Casa Grande Ruins as very good, and another 33% rated them as good.
- Just over 6% of respondents rated the overall quality as average or below.

Questions 30–38: Background/Demographics

In the final section of the post-trip survey, respondents were asked various questions about their personal and household demographics. Figure 32 depicts descriptive statistics for respondent age and education.

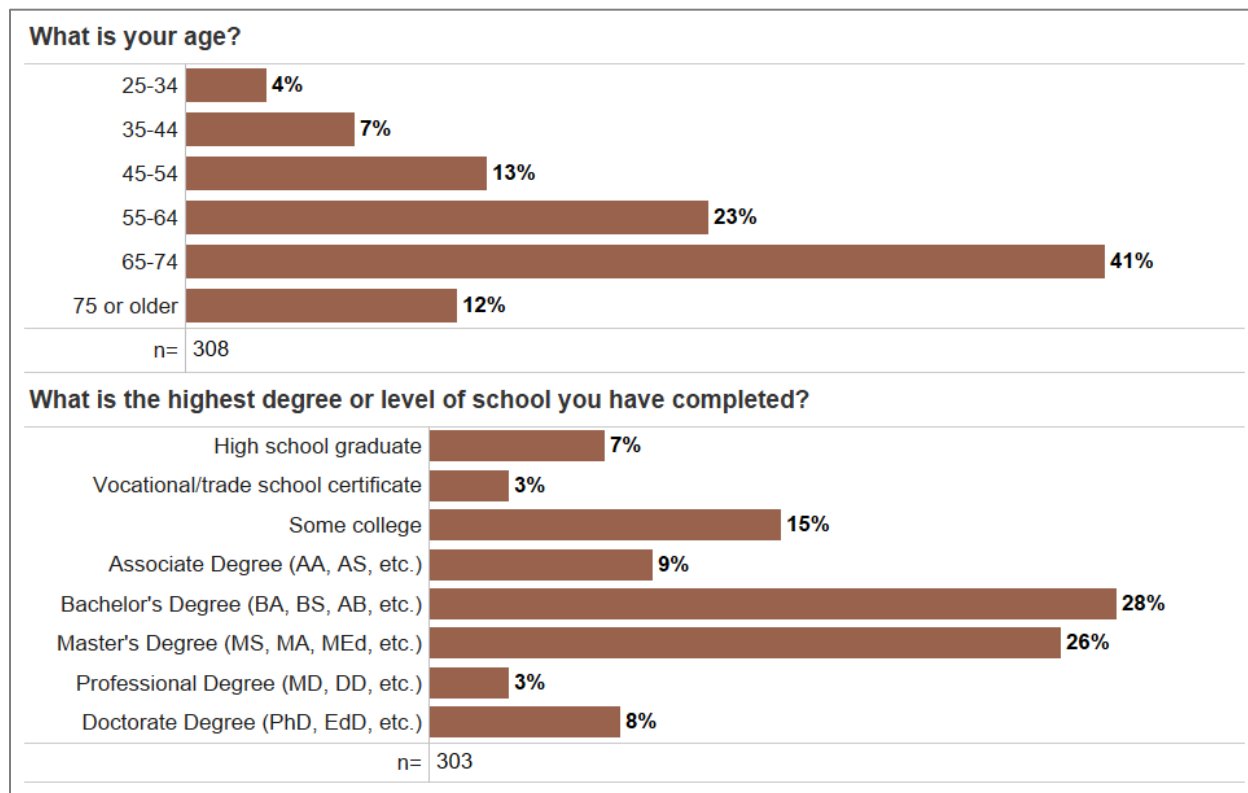


Figure 32. Respondent demographics: age and level of education.

NPS

- The most common age categories were 65–74 years old (41%), 55–64 years old (23%), and 45–54 years old (13%). The least represented age group was 25–34 years old (only 4% of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 74% having some college degree, and roughly one quarter (28%) holding a bachelor's degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 33).

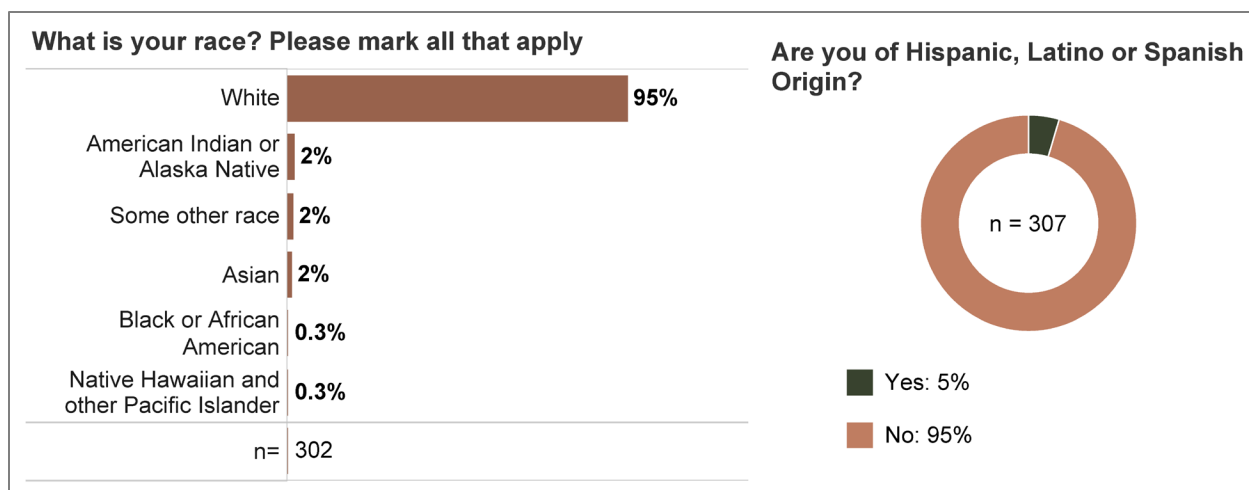


Figure 33. Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (95%) were White, while 2% were each of American Indian or Alaska Native, some other race, or Asian.
- Most respondents (95%) were not of Hispanic, Latino or Spanish origin.

At a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 34).

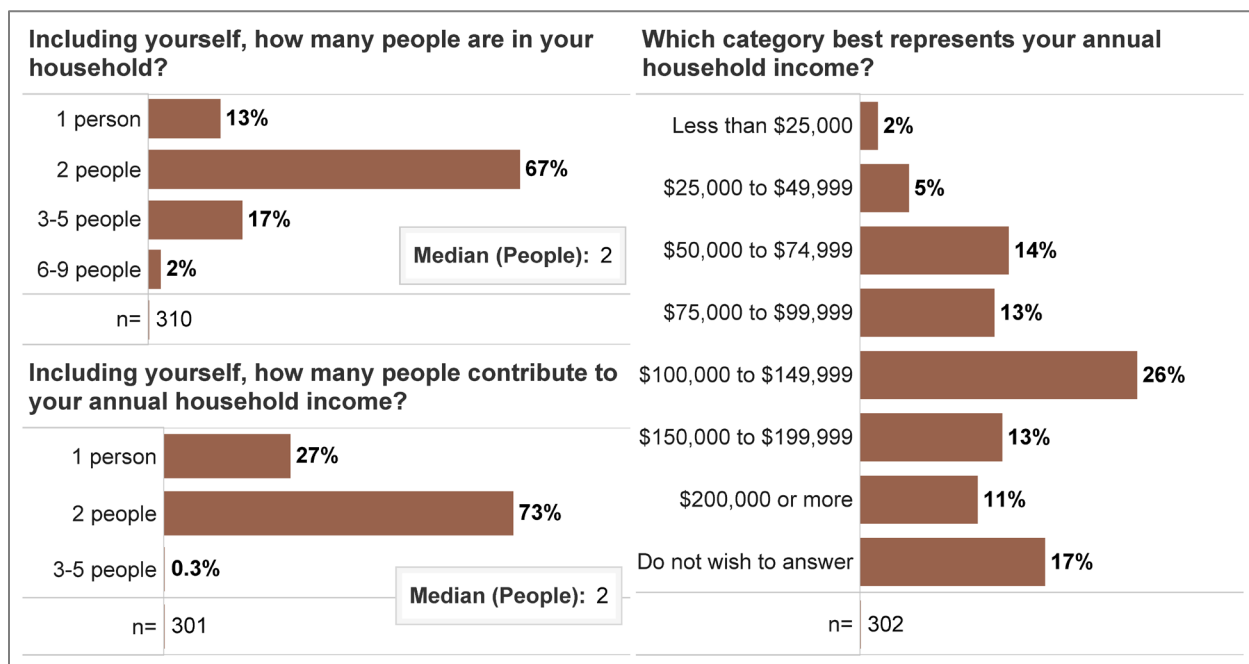


Figure 34. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- The majority of respondents (67%) had two people in their household, followed by three to five people (another 17%).
- In addition to obtaining higher education, visitors surveyed at Casa Grande Ruins also reported relatively high income levels. Over one quarter of respondents (26%) reported that their annual household income was between \$100,000 and \$149,999, and another 11% earned \$200,000 or more.
- Most respondents (73%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 35).

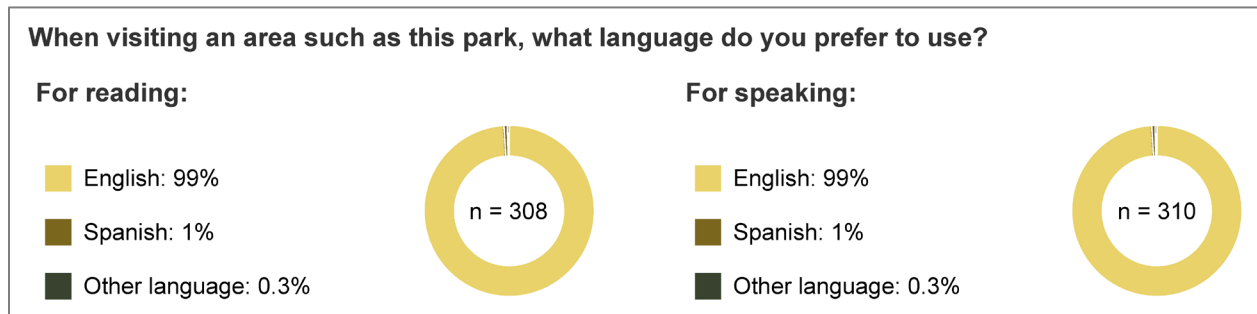


Figure 35. Respondent's language preference.

NPS

- While 5% of respondents were of Hispanic, Latino or Spanish origin, the overwhelming majority of respondents (99%) preferred to use English both for reading and speaking when visiting an area such as Casa Grande Ruins.
- Only 1% of respondents preferred Spanish for either reading and/or speaking.

Literature Cited

National Park Service (NPS). 2024. 2024 Socioeconomic Monitoring of Casa Grande Ruins National Monument: Visitor intercept and post-trip surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2317391>

Appendix A: Accessible Tables

Tables 8 through 19 contain tabular data from figures found in the body of the report.

Table 8. Data from [Figure 6](#). Number of nights spent in the local area around Casa Grande Ruins, by accommodation type.

Accommodation Type	Sample Size (n)	Median
Camping outside Casa Grande Ruins	82	8
Lodging outside Casa Grande Ruins	231	4
Unpaid accommodations	127	5

Table 9. Data from [Figure 7](#). Number of adults and children in respondent's personal group, and total group size, while visiting Casa Grande Ruins.

Group Composition	Sample Size (n)	Median
Adults	714	2
Children	714	0
Total group size	714	2

Table 10. Data from [Figure 13](#). Number of people in or on respondent's vehicle when entering Casa Grande Ruins.

Question	Sample Size (n)	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Casa Grande Ruins?	663	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Casa Grande Ruins?	29	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Casa Grande Ruins?	19	2

Table 11. Data from [Figure 14](#). Previous visits to Casa Grande Ruins.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to Casa Grande Ruins over the past 12 months?	188	1
[If not first-time visitor] Including this visit, how many visits have you made to Casa Grande Ruins over the past five years?	188	2

Table 12. Data from [Figure 15](#). Visits made to other NPS sites within the past year.

Question	Sample Size (n)	Median
How many visits have you made to other NPS sites over the past 12 months?	709	3

Table 13. Data from [Figure 21](#). Reasons or motivations to visit Casa Grande Ruins.

Rating Category	Sample Size (n)
To visit a National Park Service site	307
To experience solitude	296
To hear the sounds of nature/quiet	297
To learn more about nature	294
To learn more about American history and culture	314
To spend time with family/friends	302
To get physical exercise	301
To view wildlife or natural scenery	302
To relax	297
To view dark night sky/stars	288
Other (if specified)	29

Table 14. Data from [Figure 24](#). Use of personal electronic devices while visiting Casa Grande Ruins.

Device Use	Sample Size (n)
Make/receive a cell phone call	290
Send/receive a text message	290
Search the internet/email	289
GPS/Navigation	290
Share pics/videos/audio via social media	295
Listen to/use an NPS podcast	275
Other (if specified)	96

Table 15. Data from [Figure 25](#). The importance of the use of personal electronic devices while visiting Casa Grande Ruins.

Device Use	Sample Size (n)
Make/receive a cell phone call	288
Send/receive a text message	289
Search the internet/email	287
GPS/Navigation	292
Share pics/videos/audio via social media	291
Listen to/use an NPS podcast	278
Other (if specified)	65

Table 16. Data from [Figure 26](#). Quality of service for personal electronic devices while visiting Casa Grande Ruins.

Device Use	Sample Size (n)
Make/receive a cell phone call	85
Send/receive a text message	100
Search the internet/email	94
GPS/Navigation	111
Share pics/videos/audio via social media	98
Listen to/use an NPS podcast	35
Other (if specified)	18

Table 17. Data from [Figure 29](#). Rating Casa Grande Ruins experience.

Rating Category	Sample Size (n)
Casa Grande Ruins is a safe place to visit	311
Casa Grande Ruins is too crowded	310
Natural resources in Casa Grande Ruins are in pristine condition	293
Vandalism and crime are not a problem at Casa Grande Ruins	224
Casa Grande Ruins is not accessible to a person with physical disabilities	231
Historical and cultural features in Casa Grande Ruins are well maintained/preserved	311
Development of adjacent areas detracts from visitors' experience at Casa Grande Ruins	275

Table 18. Data from [Figure 30](#). Rating the quality of Casa Grande Ruins facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n)
Visitor Center	313
Exhibits (indoor and outdoor)	313
Restrooms	250
Walkways, trails, and roads	313
Campgrounds and/or picnic areas	101
Assistance from park employees	292
Park map or brochure	248
Ranger programs	114
Commercial services in the park (food, lodging, gifts, rental, etc.)	134
Other services (if specified)	13
Learning about nature, history, or culture	295
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	87

Table 19. Data from [Figure 34](#). Household demographics: annual household income and household size.

Question	Sample Size (n)	Median
Including yourself, how many people are in your household?	310	2
Including yourself, how many people contribute to your annual household income?	301	2

National Park Service
U.S. Department of the Interior



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Natural Resource Stewardship and Science

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