



2024 Socioeconomic Research of Petroglyph National Monument

Report on 2024 Data Collection



Rattlesnake and coyote petroglyphs at Petroglyph National Monument.

NPS

2024 Socioeconomic Research of Petroglyph National Monument: Report on 2024 Data Collection

Otak Inc.¹, RRC Associates Inc.², University of Montana³, GAIA Environmental Consulting LLC⁴

¹ Otak, Inc.
Portland, Oregon

² RRC Associates, Inc.
Boulder, Colorado

³ University of Montana
Institute for Tourism & Recreation Research
Missoula, Montana

⁴ GAIA Environmental Consulting, LLC
Fort Collins, Colorado

Please cite this publication as:

Otak Inc., RRC Associates Inc., University of Montana, and GAIA Environmental Consulting LLC.
2026. 2024 Socioeconomic Research of Petroglyph National Monument: Report on 2024 Data
Collection. National Park Service. Fort Collins, Colorado. <https://doi.org/10.36967/2317731>

April 2026

Contents

Figures.....	v
Tables.....	vii
Abstract.....	viii
Introduction.....	1
Methods.....	2
Study Area	2
Sampling Period and Procedure.....	4
Intercept Survey	4
Post-trip Survey	5
Non-Response Bias Analysis	6
Results.....	7
Intercept Survey Results	8
Questions 1–2: Visitor Residency.....	9
Question 3: Trip Purpose	10
Question 4: Length of Stay	11
Questions 5-6: Overnight Visitors	11
Questions 7-9: Party Characteristics.....	14
Questions 12-16: Park Use Characteristics.....	15
Question 17: Transportation	18
Question 19: Previous Visits to Petroglyph National Monument.....	20
Question 20: Previous Visits to Other NPS Units.....	20
Post-trip Survey Results.....	21
Questions 1–2: Information about Petroglyph National Monument.....	22
Question 3: Transportation	23
Question 4: Travel Party Composition.....	24
Questions 11-13: Trip Characteristics.....	24
Questions 14–15: Reasons to Visit	26
Questions 16–18: Programs, Services, and Learning	27
Questions 19–20: Use of Devices	28
Question 21: Physical Difficulties	30

Questions 24-27: Visitor Experience	31
Questions 30-38: Background/Demographics	34
Literature Cited	38
Appendix A: Accessible Tables	39

Figures

Figure 1. Petroglyph National Monument local area map.	3
Figure 2. Respondent residency status and geographic origin of domestic visitors surveyed at Petroglyph National Monument.....	9
Figure 3. Role of Petroglyph National Monument in overall trip purpose.	10
Figure 4. Time spent in the local area around Petroglyph National Monument.	11
Figure 5. Accommodation types used by overnight visitors within Petroglyph National Monument and in the local area surrounding it.	12
Figure 6. Number of nights spent within Petroglyph National Monument and in the local area surrounding it, by accommodation type.....	13
Figure 7. Number of adults and children in respondent’s personal group, and total group size, while visiting Petroglyph National Monument.....	14
Figure 8. Age distribution of all members of respondent’s personal group while visiting Petroglyph National Monument.	15
Figure 9. Length of time spent within Petroglyph National Monument on this trip.	15
Figure 10. Most recent entrance used to enter Petroglyph National Monument.....	17
Figure 11. Park locations visited during the most recent trip to Petroglyph National Monument.....	18
Figure 12. Form of transportation used to enter Petroglyph National Monument on the day of the survey.....	19
Figure 13. Number of people in or on respondent’s vehicle when entering Petroglyph National Monument.	19
Figure 14. Previous visits to Petroglyph National Monument.	20
Figure 15. Visits made to other NPS sites within the past year.	21
Figure 16. Sources used to obtain information about Petroglyph National Monument prior to the trip.	22
Figure 17. Forms of transportation used to travel from home to Petroglyph National Monument on the recent trip.	23
Figure 18. Travel party composition during Petroglyph National Monument visit.....	24
Figure 19. NPS sites visited on trip away from home.....	24
Figure 20. Participation in activities at Petroglyph National Monument.....	25
Figure 21. Reasons or motivations to visit Petroglyph National Monument.	26
Figure 22. Participation in programs at Petroglyph National Monument.....	27
Figure 23. Learning outcomes while visiting Petroglyph National Monument.....	28

Figure 24. Use of personal electronic devices while visiting Petroglyph National Monument.	28
Figure 25. The importance of the use of personal electronic devices while visiting Petroglyph National Monument.	29
Figure 26. Quality of service for personal electronic devices while visiting Petroglyph National Monument.	30
Figure 27. Physical difficulties while visiting Petroglyph National Monument.	30
Figure 28. Meeting Petroglyph National Monument expectations.	31
Figure 29. Rating Petroglyph National Monument experience.	32
Figure 30. Rating the quality of specific Petroglyph National Monument facilities, visitor services, and recreational opportunities.	33
Figure 31. Rating overall quality of Petroglyph National Monument facilities, visitor services, and recreational opportunities.	34
Figure 32. Respondent demographics: age and level of education.	35
Figure 33. Respondent demographics: race and ethnicity.	36
Figure 34. Household demographics: annual household income and household size.	36
Figure 35. Respondent’s language preference.	37

Tables

Table 1. Intercept surveys conducted within Petroglyph National Monument.	3
Table 2. Response outcomes—Petroglyph National Monument intercept survey.	5
Table 3. Response outcomes—Petroglyph National Monument post-trip survey.	5
Table 4. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Petroglyph National Monument?”.	6
Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?”. 6	
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 Petroglyph National Monument and/or within the local area?”.	7
Table 7. Length of time spent within Petroglyph National Monument on this trip.	16
Table 8. Data from Figure 6. Number of nights spent in the local area around Petroglyph National Monument, by accommodation type.	39
Table 9. Data from Figure 7. Number of adults and children in respondent’s personal group, and total group size, while visiting Petroglyph National Monument.	39
Table 10. Data from Figure 13. Number of people in respondent’s vehicle when entering Petroglyph National Monument.	39
Table 11. Data from Figure 14. Previous visits to Petroglyph National Monument.	39
Table 12. Data from Figure 15. Visits made to other NPS sites within the past year.	39
Table 13. Data from Figure 21. Reasons or motivations to visit Petroglyph National Monument.	40
Table 14. Data from Figure 24. Use of personal electronic devices while visiting Petroglyph National Monument.	40
Table 15. Data from Figure 25. The importance of the use of personal electronic devices while visiting Petroglyph National Monument.	40
Table 16. Data from Figure 26. Quality of service for personal electronic devices while visiting Petroglyph National Monument.	41
Table 17. Data from Figure 29. Rating Petroglyph National Monument experience.	41
Table 18. Data from Figure 30. Rating the quality of Petroglyph National Monument facilities, visitor services, and recreational opportunities.	41
Table 19. Data from Figure 34. Household demographics: annual household income and household size.	41

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 more than 24 parks per year across the United States and associated territories. Petroglyph National Monument joined this effort by electing to survey its visitors in 2024. This report can be used to develop a deeper, contemporary understanding of who visits Petroglyph National Monument and what they do during their visits.

This socioeconomic monitoring at Petroglyph National Monument uses a two-step survey methodology to capture a representative sample of visitor information, characteristics, and behavior during the park's peak season. 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.

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 over 24 NPS units per year across the country and associated territories. While not selected in 2024 for the nationally representative SEM through the systematic stratified random sampling plan, Petroglyph National Monument opted in to the study. The research aims to deepen understanding of visitor demographics and characteristics at Petroglyph National Monument.

This report contains the data and findings collected from the SEM Visitor Survey conducted at Petroglyph National Monument in early spring 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 at Petroglyph National Monument with data-supported insights into their peak-season visitors while using survey instruments and methods that enable robust 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 Petroglyph National Monument, 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.



NPS / DANIEL LEIFHEIT

Study Area

The Petroglyph National Monument local area map is shown in Figure 1. The local area around Petroglyph National Monument consists of Bernalillo, Sandoval, Valencia, and Santa Fe counties in New Mexico. Within Petroglyph National Monument, the study area was comprised of eleven locations. Table 1 lists those sites, and the number of onsite intercept surveys completed at each. The distribution of surveyor effort across sites was determined based on historical visitor volumes and spatial distribution across the park's key areas. Where available, Visitor Use Statistics estimates for monthly visitation at each site were used to assign surveyors proportionally to reflect visitor use

patterns. Park staff were consulted prior to the study launch to confirm that these metrics accurately captured visitor flows, ensuring that sampling efforts were focused on the most popular and representative locations.

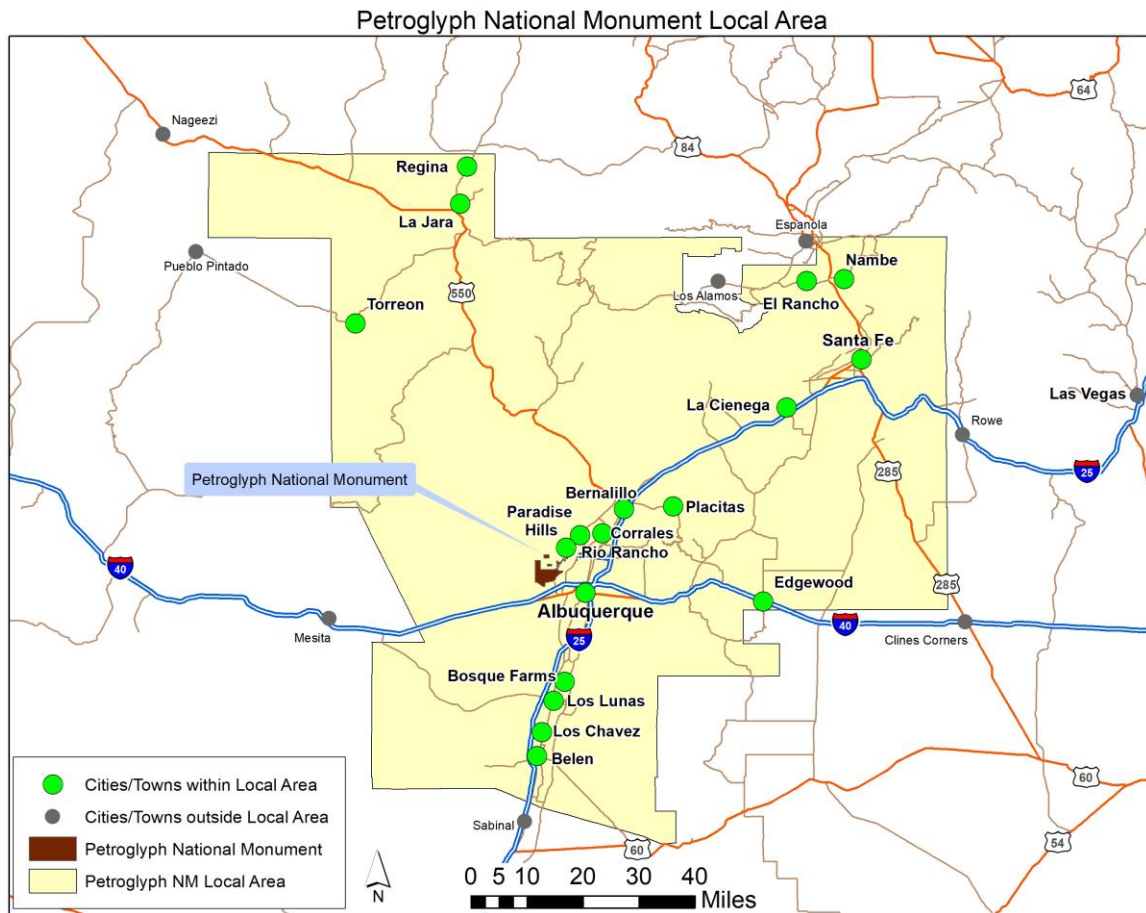


Figure 1. Petroglyph National Monument local area map.

Table 1. Intercept surveys conducted within Petroglyph National Monument.

Intercept Site	Completed Intercept Surveys	
	Number of Surveys	Percent of Surveys
Visitor Information Center	187	38.3%
Boca Negra Canyon	98	20.1%
Rinconada Canyon	75	15.4%
Piedras Marcadas Canyon Primary Access	44	9.0%
Volcanoes Day Use Area	34	7.0%
Piedras Marcadas Canyon - Lyons/Cold Creek	17	3.5%
Piedras Marcadas Canyon - Las Marcadas Park	14	2.9%
Mirehaven Trailhead	7	1.4%
South Point Primary Access	7	1.4%

Santa Fe Village West - Vulcan at Unser	3	0.6%
Calle Norteña Trail Access	2	0.4%

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 May 3rd through 14th, 2024. A sample of visitors were intercepted while visiting Petroglyph National Monument across the designated locations listed in Table 1, above. Most 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 Petroglyph National Monument (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 Petroglyph National Monument 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, the surveyor 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.

During the sampling period, three surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Petroglyph National Monument. Each surveyor worked 10 seven-hour days (approximately six hours of data collection and a one-hour lunch break) and rotated among several sites. Each surveyor had two days off during the 12-day sampling window.

Table 2. Response outcomes—Petroglyph National Monument intercept survey.

Outcome	Total
Eligible visitors contacted	588
Complete refusals	26
Partial refusals (non-response bias questions completed)	74
Intercept surveys completed	488
Post-trip surveys distributed	463
Intercept response rate	83.0%
Post-trip acceptance rate	94.9%

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 Petroglyph National Monument. 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. 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 enabled the research team to send a reminder postcard or email to all respondents who provided contact information about a week following the end of the 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—Petroglyph National Monument post-trip survey.

Outcome	Total
Post-trip surveys distributed	463
Valid post-trip surveys completed	212
Response rate	45.8%

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 83.0%, concern over intercept non-response is muted. However, because the post-trip survey response rate (45.8%) 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. The 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 distribution of responses among full survey respondents and intercept-only respondents did not differ significantly for any of the three questions. Thus, based on the variables measured, the post-trip survey 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 Petroglyph National Monument?”. Note: p-value = 0.14.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	62	29.2%	98	35.6%
No	150	70.8%	177	64.4%

Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?”. Note: p-value = 0.30.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	204	96.2%	269	97.8%
No	8	3.8%	6	2.2%

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 Petroglyph National Monument and/or within the local area?”. Note: p-value = 0.15.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	143	67.5%	168	61.1%
No	69	32.5%	107	38.9%



NPS / DALE PATE

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 488 visitor intercept surveys conducted in Petroglyph National Monument from May 3rd through 14th, 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.

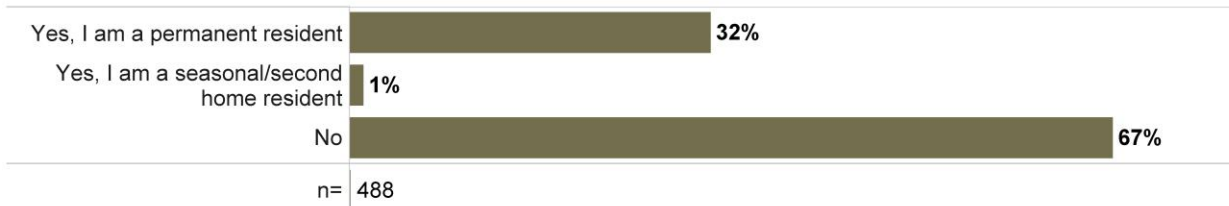


COURTESY SARAH LEVIN

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around Petroglyph National Monument. 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.

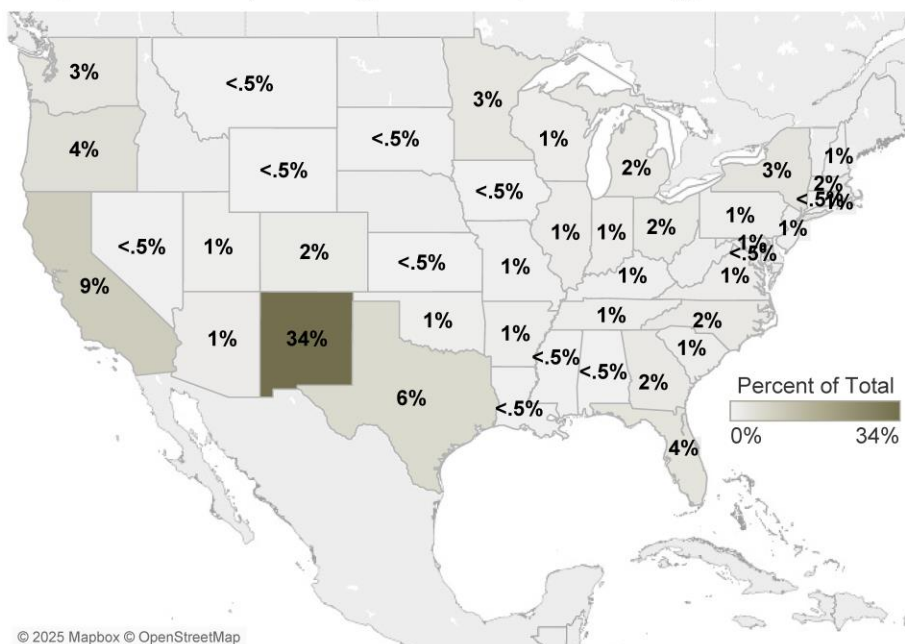
Are you a permanent or seasonal/second home resident of the local area around Petroglyph National Monument?



Do you currently live in the United States?



Respondent States (Percentage of U.S. respondents only)



Top 10 States

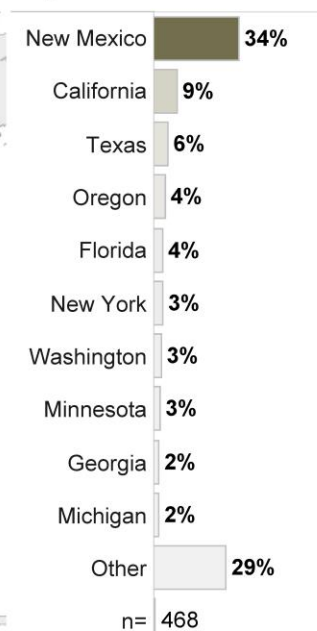


Figure 2. Respondent residency status and geographic origin of domestic visitors surveyed at Petroglyph National Monument.

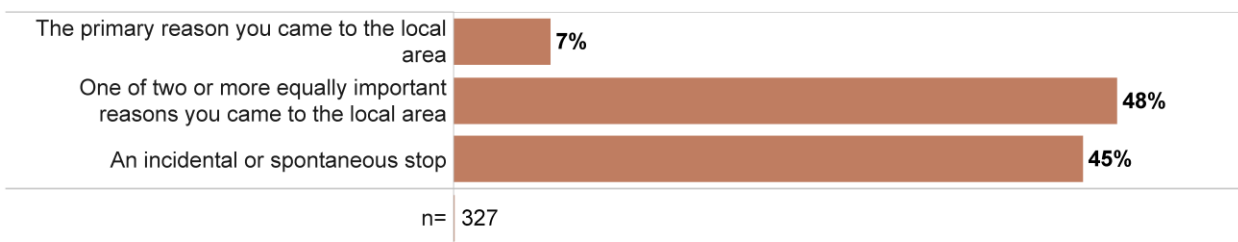
- Around one third of respondents (a combined 33%) stated that they were either permanent or seasonal residents of the local area around Petroglyph National Monument (the area shaded in yellow in Figure 1).

- There was a notable geographic concentration of respondents from New Mexico (where Petroglyph National Monument is located).
- Among the 97% of respondents currently residing in the U.S., 34% reside in New Mexico, followed by 9% in California, and another 6% in Texas.

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.

[If not local/seasonal resident] Was your visit to Petroglyph National Monument...?



[If local/seasonal resident] Was your visit to Petroglyph National Monument...?

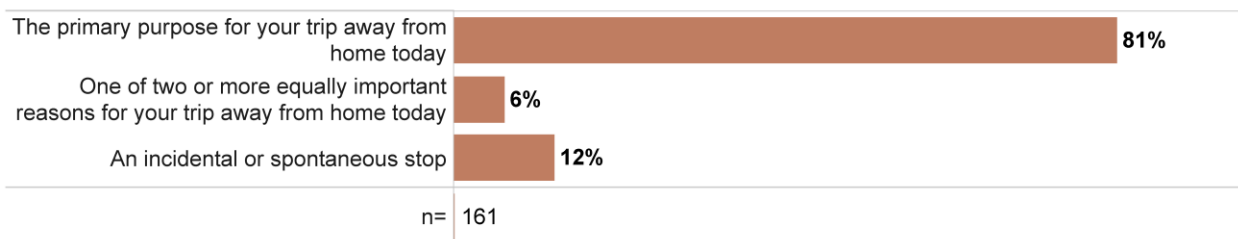


Figure 3. Role of Petroglyph National Monument in overall trip purpose.

- For a minority (7%) of non-local respondents, visiting Petroglyph National Monument was the primary reason for their trip to the area.
- Just under half (48%) of respondents who resided outside the local area stated that their visit to Petroglyph National Monument was one of two or more equally important reasons that brought them to the local area.
- The remaining share (45%) of non-local respondents indicated their visit to Petroglyph National Monument was an incidental or spontaneous stop while they were already in the area.
- Among permanent or seasonal local resident respondents, a majority (81%) stated that visiting Petroglyph National Monument was the primary reason for their trip away from home that day.

Question 4: Length of Stay

Respondents who are not permanent or seasonal residents of the local area around Petroglyph National Monument 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.

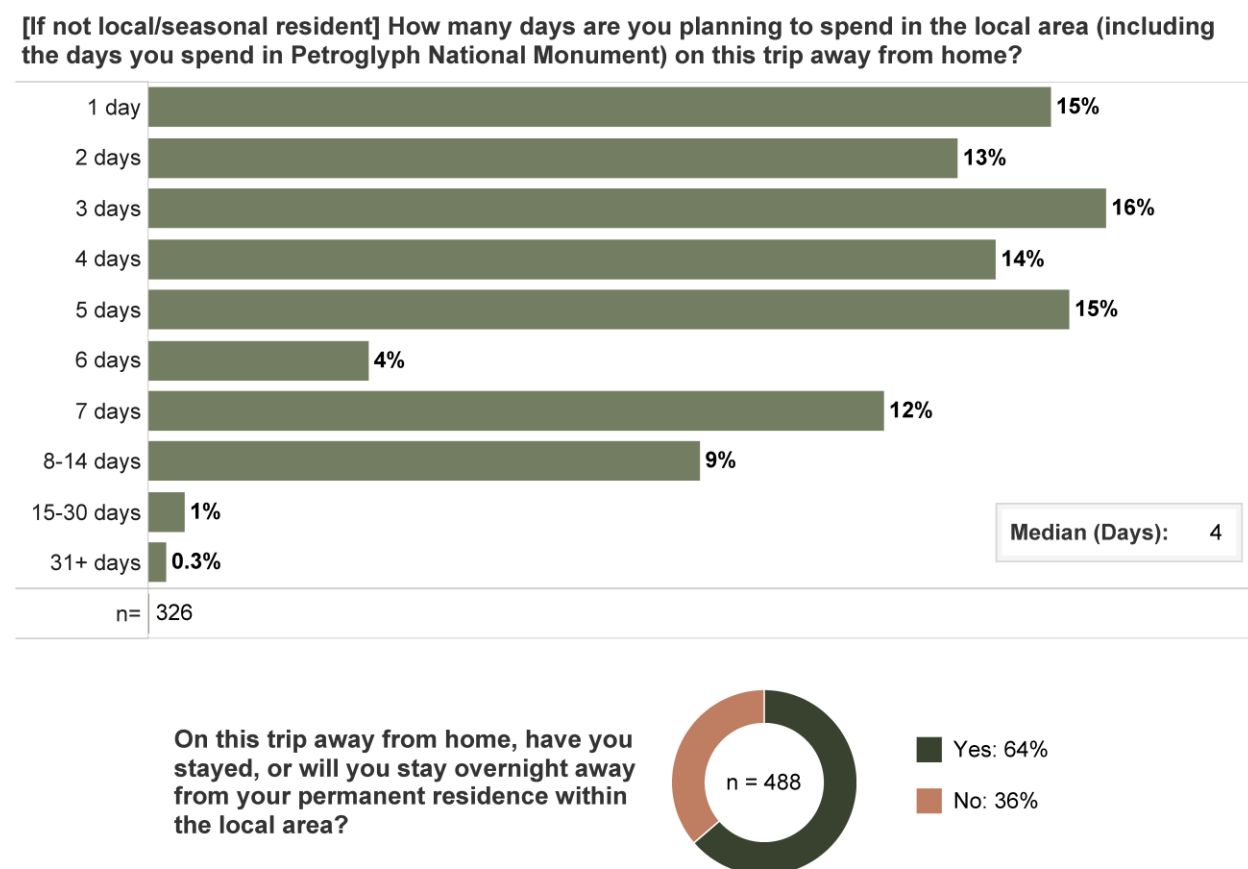


Figure 4. Time spent in the local area around Petroglyph National Monument.

- Among non-local respondents, there was a relatively even distribution (13% to 16%) across the one- to five-day range, with a plurality (16%) spending three days in the local area. The median length of stay was four days.
- Additionally, nearly two thirds of all respondents (64%; including permanent/seasonal residents) stayed overnight in the local area away from their permanent residence.

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 while there (Figure 5).

[If staying overnight in local area] On this trip, what type of accommodations do you expect to use while in the local area? Please mark all that apply

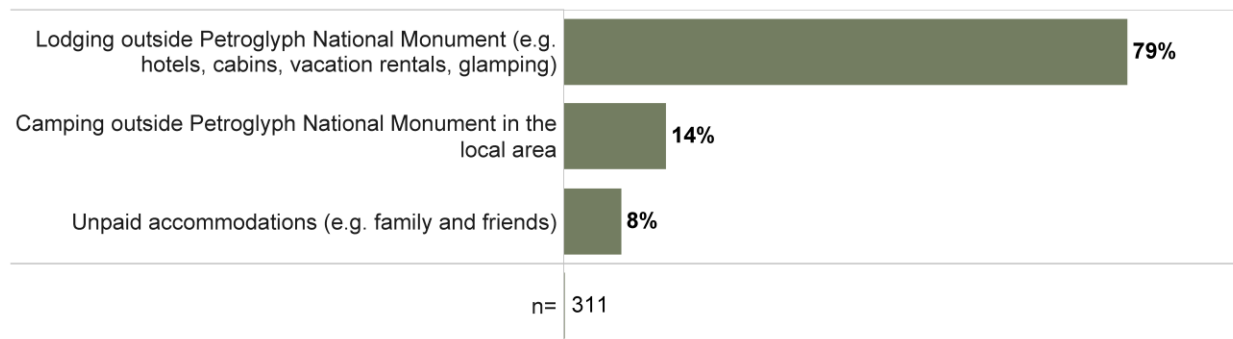


Figure 5. Accommodation types used by overnight visitors within Petroglyph National Monument and in the local area surrounding it.

- A majority of overnight respondents (79%) stayed in lodging outside Petroglyph National Monument (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by camping outside Petroglyph National Monument (14%), and use of unpaid accommodations (8%).



NPS / CHANTEIL WALTER

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

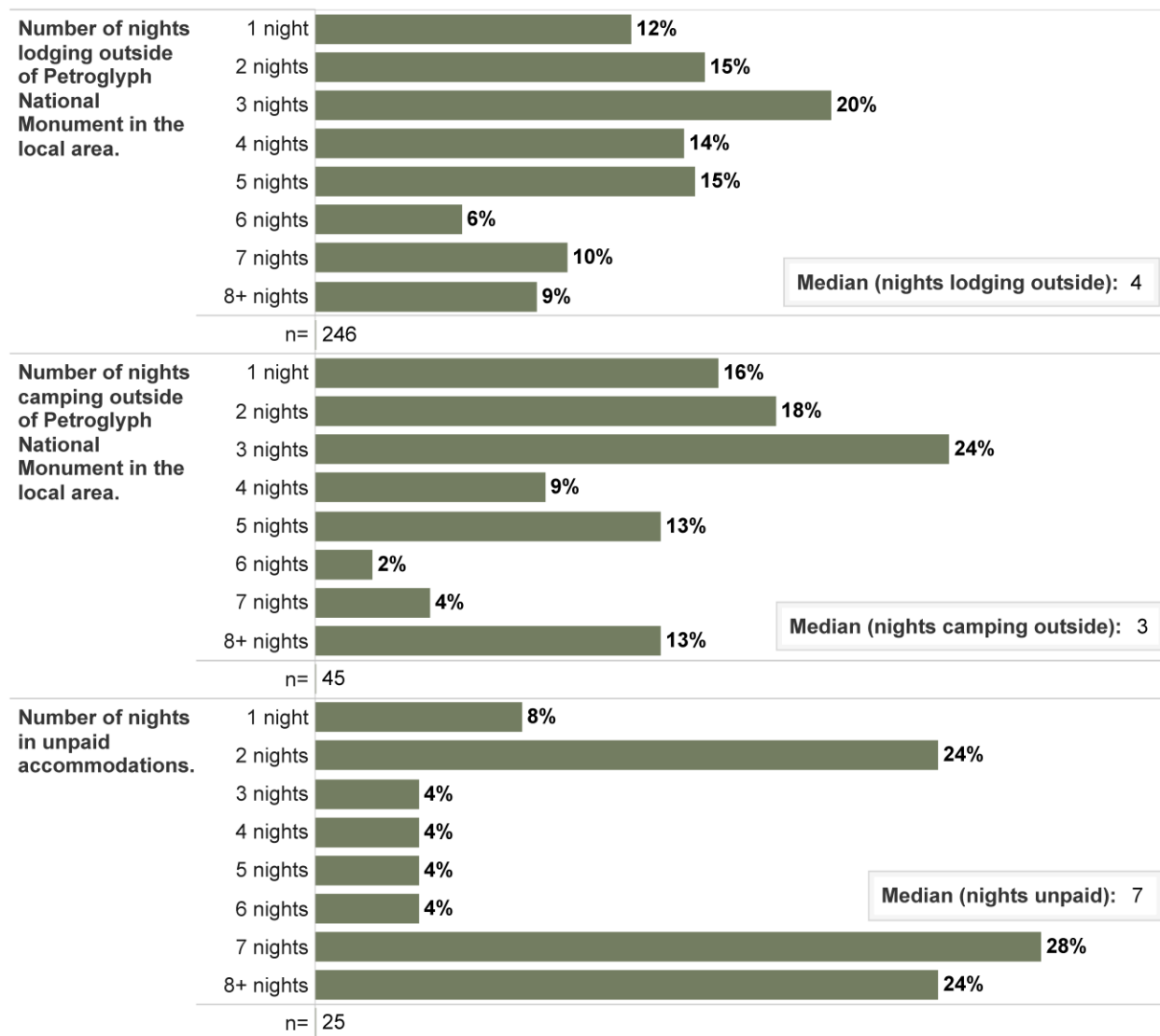


Figure 6. Number of nights spent within Petroglyph National Monument and in the local area surrounding it, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

- Among the 79% of overnight respondents who lodged outside of Petroglyph National Monument in the local area (per Figure 5), median length of stay was four nights. Just over one fourth (27%) lodged two nights or fewer in the local area this trip; 47% spent three nights or fewer.
- Among the 14% of overnight respondents who camped outside of Petroglyph National Monument (per Figure 5), median length of stay was three nights.

- Those staying in unpaid accommodations tended to have longer trips. Among the 8% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay was seven nights (caution: low sample size).

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 Petroglyph National Monument (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.

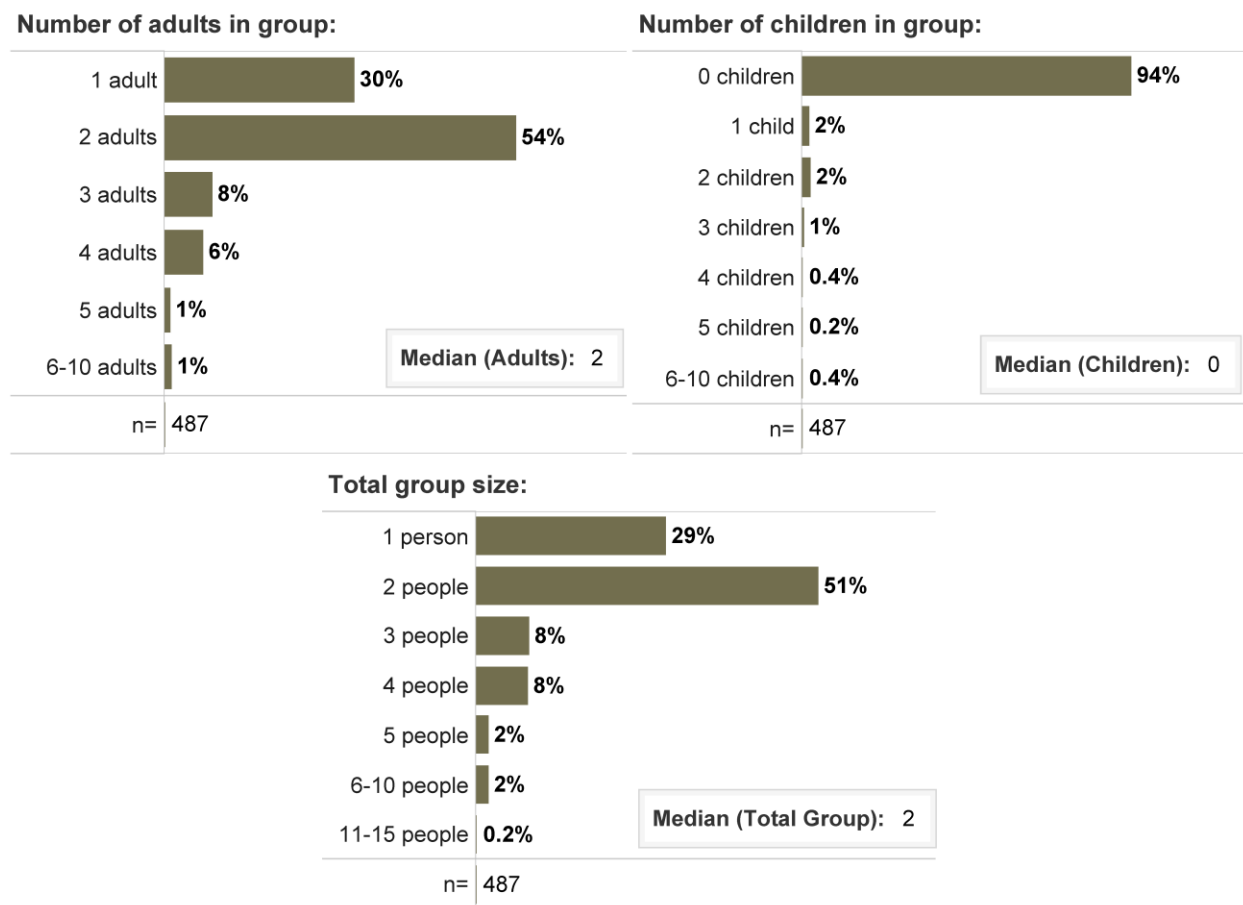


Figure 7. Number of adults and children in respondent's personal group, and total group size, while visiting Petroglyph National Monument. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

- The median number of adults per group was two. Most groups (54%) included two adults.
- A majority of groups (94%) 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 Petroglyph National Monument.

What are the ages of each of the adults and children in your group?

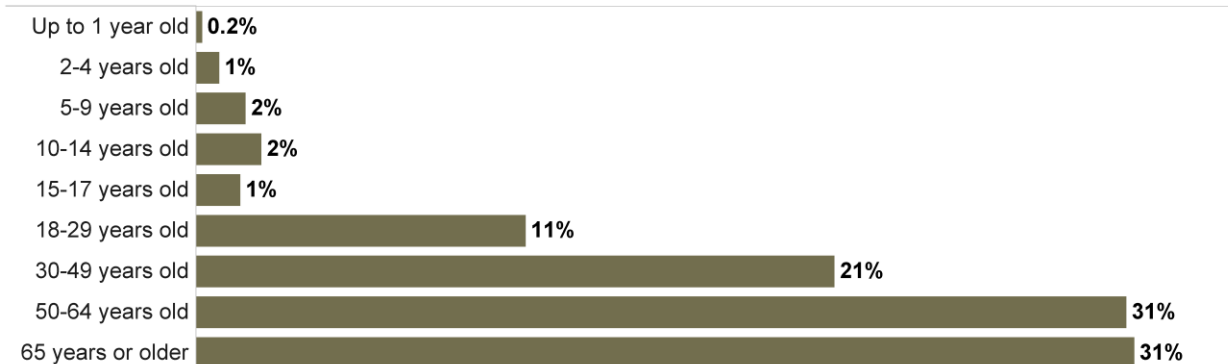


Figure 8. Age distribution of all members of respondent's personal group while visiting Petroglyph National Monument.

- The most common age of all members of personal groups was 65 years or older (31%), followed by 50-64 years old (31%), and 30-49 years old (21%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 6% of group members.

Questions 12-16: Park Use Characteristics

Respondents were asked to indicate if they planned to visit Petroglyph National Monument 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).

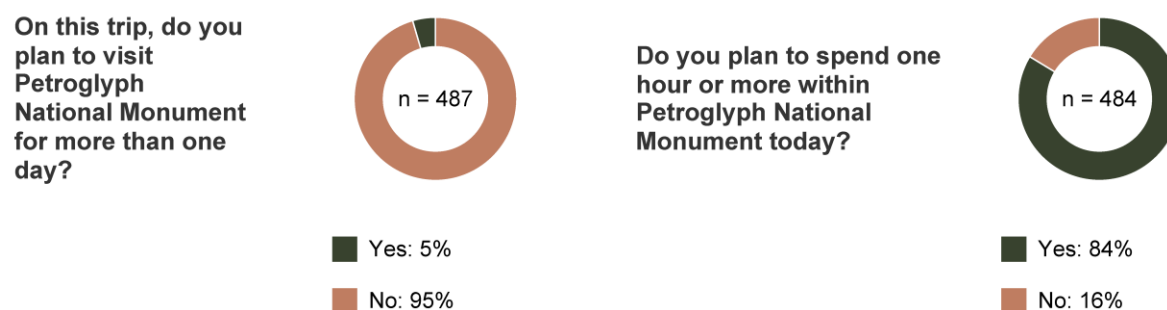


Figure 9. Length of time spent within Petroglyph National Monument on this trip.

Table 7. Length of time spent within Petroglyph National Monument 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 Petroglyph National Monument today?	78	30
[If planning to spend one hour or more] How many hours do you plan to spend within Petroglyph National Monument today?	398	2
[If planning to visit more than one day] How many days do you plan to spend within Petroglyph National Monument on this trip?	22	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	22	2

- Nearly all respondents (95%) were planning to spend just a single day in Petroglyph National Monument on their trip. Among the 5% of respondents who planned to visit for more than one day, the median length of visit was two days (caution: low sample size).
- A majority of respondents (84%) planned to spend one hour or more within Petroglyph National Monument on the day they were surveyed. Among these visitors, median length of time spent in the park “today” was two hours.
- Among the 16% 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.



NPS / DALE KISSNER

Next, respondents were asked to indicate the most recent entrance they used to enter Petroglyph National Monument (Figure 10).

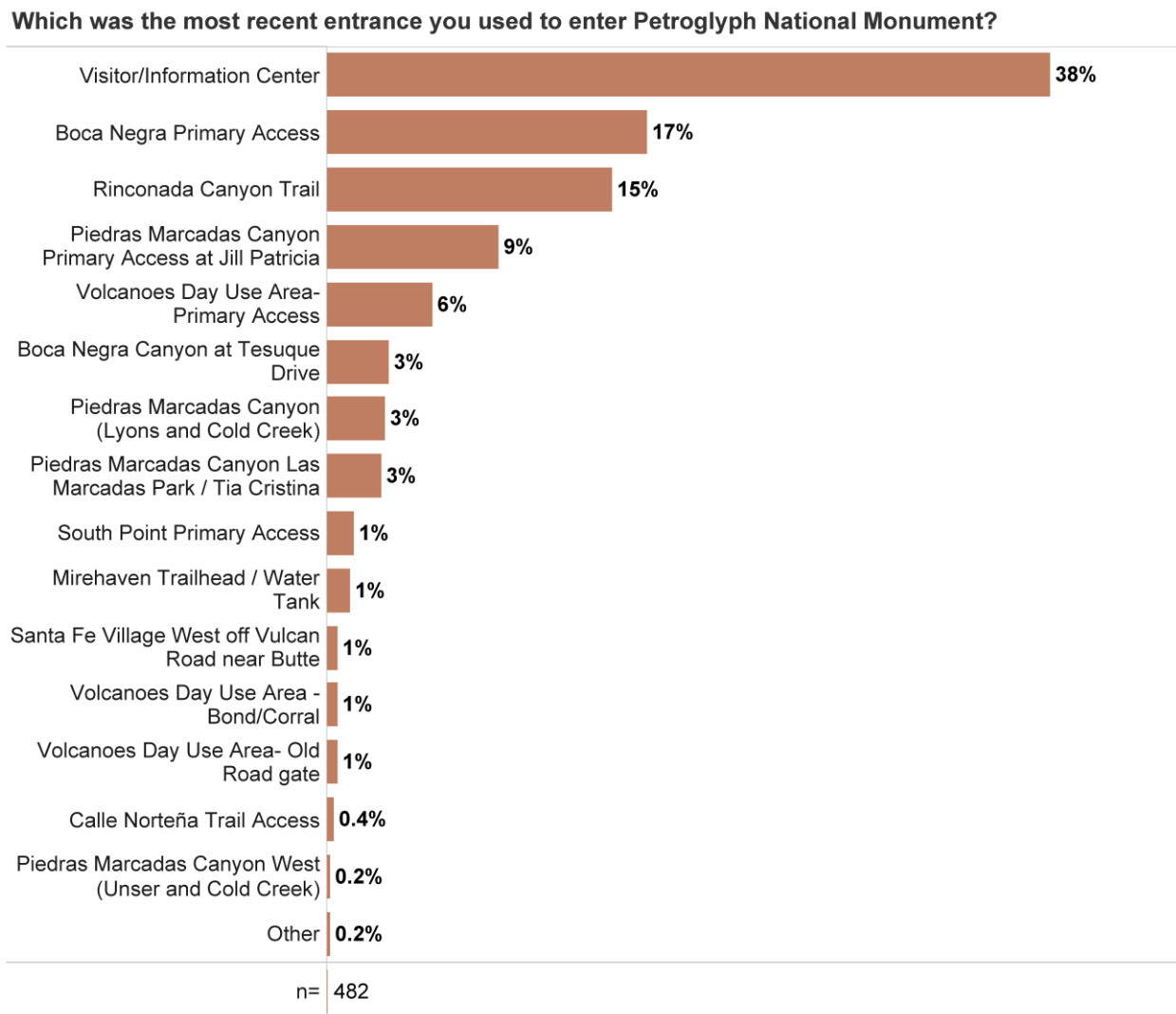


Figure 10. Most recent entrance used to enter Petroglyph National Monument.

- Due to park geography, the results for most recent entrance used were impacted by the volume of visitors intercepted at various sites.
- Among respondents, the Visitor/Information Center was the most commonly used entrance to Petroglyph National Monument (38%). As shown in Table 1, 38% of visitor surveys were conducted at this location.
- The Boca Negra Primary Access (17%) and Rinconada Canyon Trail (15%) were the next most commonly used entrances.

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

Considering your visit today, have you been to or do you plan to visit any of the following locations within Petroglyph National Monument? Please mark all that apply

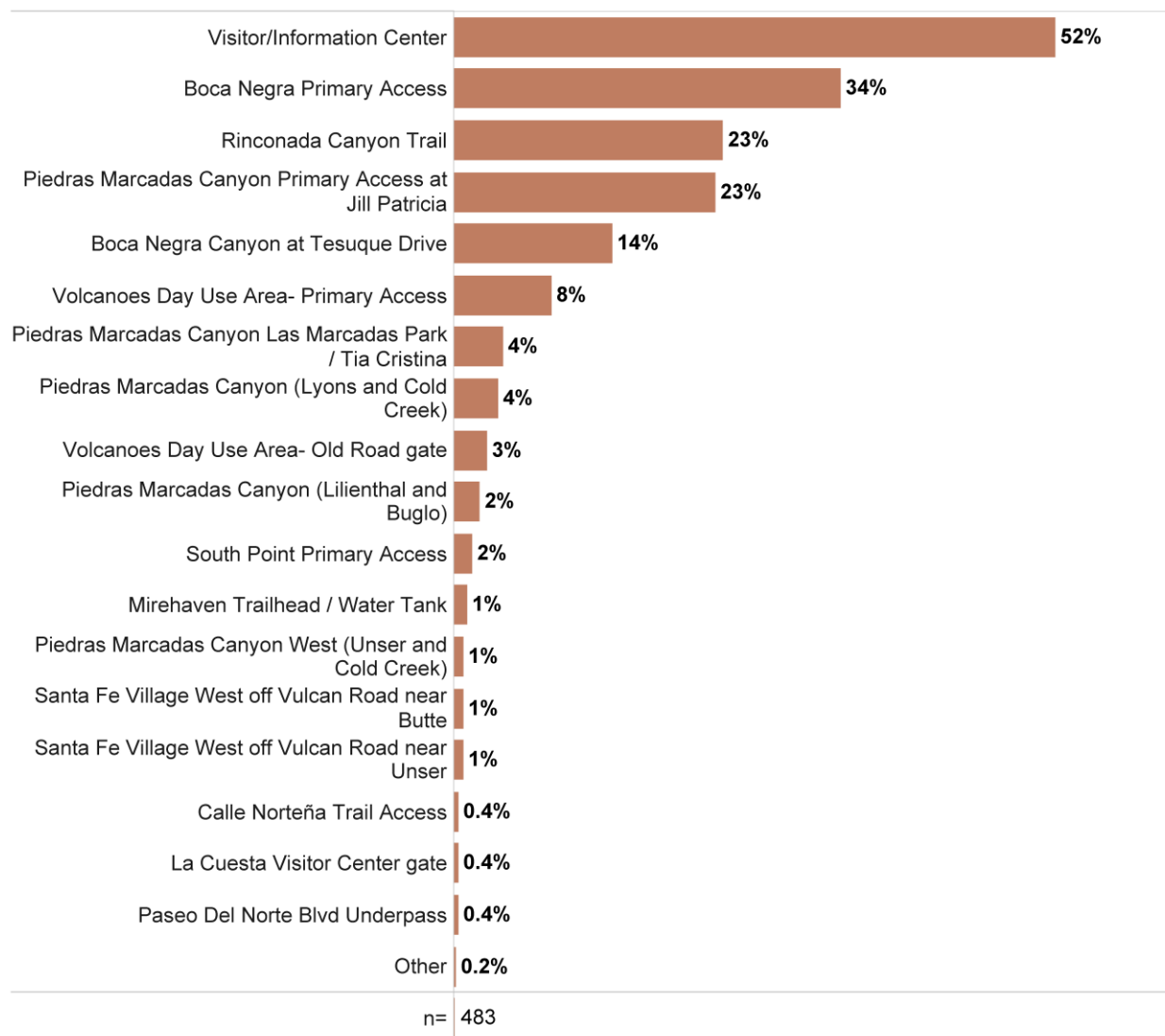


Figure 11. Park locations visited during the most recent trip to Petroglyph National Monument.

- The most commonly visited location in Petroglyph National Monument was the Visitor/Information Center (52% of respondents had either been there or planned to visit it on their trip), followed by Boca Negra Primary Access (34%), Rinconada Canyon Trail (23%) and Piedras Marcadas Canyon Primary Access at Jill Patricia (23%).
- Calle Norteña Trail Access, La Cuesta Visitor Center gate and Paseo Del Norte Blvd Underpass were the least-visited locations from the list provided, with fewer than 1% of respondents reporting having visited or planning to visit each location.

Question 17: Transportation

Respondents were asked about the form of transportation they used to enter Petroglyph National Monument on the day they were surveyed (Figure 12).

Which of the following forms of transportation did you personally use to arrive or enter Petroglyph National Monument today?

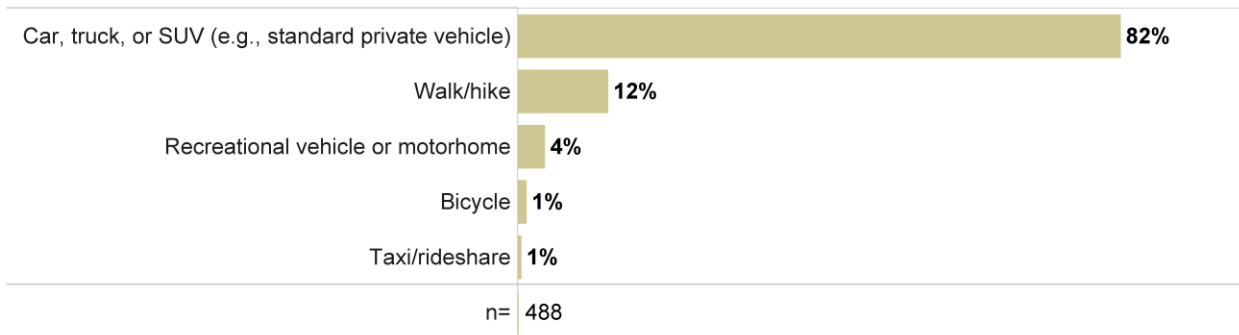
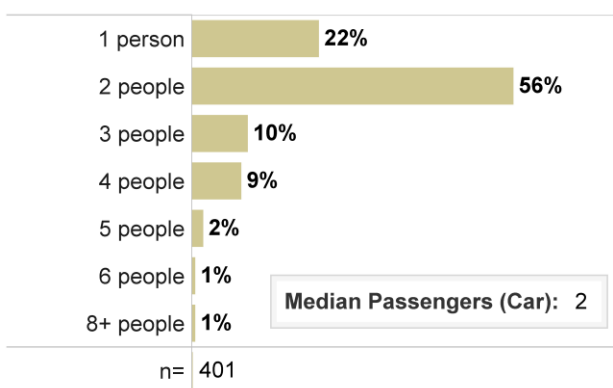


Figure 12. Form of transportation used to enter Petroglyph National Monument on the day of the survey.

- The majority of respondents (82%) reported that they used their car, truck, or SUV to enter Petroglyph National Monument on the day of the survey.
- This was followed distantly by walking/hiking (12%) and the use of a recreational vehicle or motorhome (4%).

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

[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Petroglyph National Monument?



[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Petroglyph National Monument?

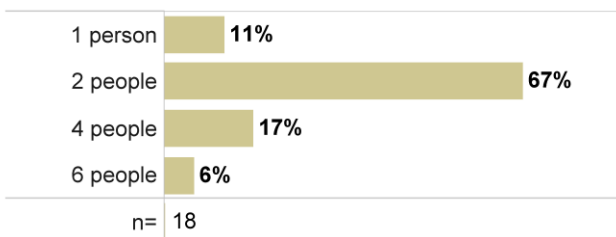


Figure 13. Number of people in or on respondent's vehicle when entering Petroglyph National Monument. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

- Consistent with the group size findings presented above, more than half of respondents traveling by car (56%) reported two people in the vehicle. The next common group size was one person (22%), followed by three people (10%).

- About two thirds (67%) of respondents entering Petroglyph National Monument by RV/motorhome reported traveling in a group of two people (caution: low sample size).

Question 19: Previous Visits to Petroglyph National Monument

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

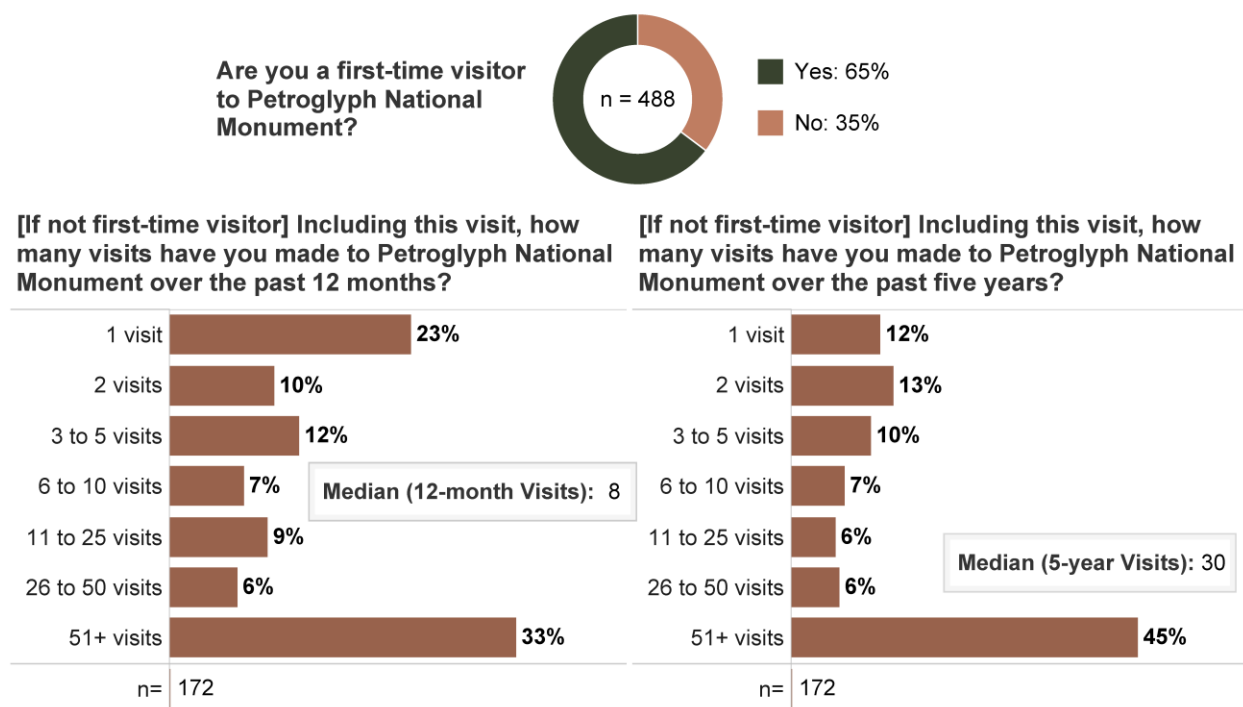


Figure 14. Previous visits to Petroglyph National Monument. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

- Just under two thirds of respondents (65%) were on their first ever trip to Petroglyph National Monument on the day they were surveyed.
- Among the 35% of respondents who were repeat visitors, the median number of visits made in the past year was eight. Around one fourth (23%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago), while one third (33%) had made over 50 visits in the past year.
- Additionally, nearly all repeat visitors (88%) had visited at least one prior time in the past five years, making a median of 30 visits during this period.

Question 20: Previous Visits to Other NPS Units

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

How many visits have you made to other NPS sites over the past 12 months?

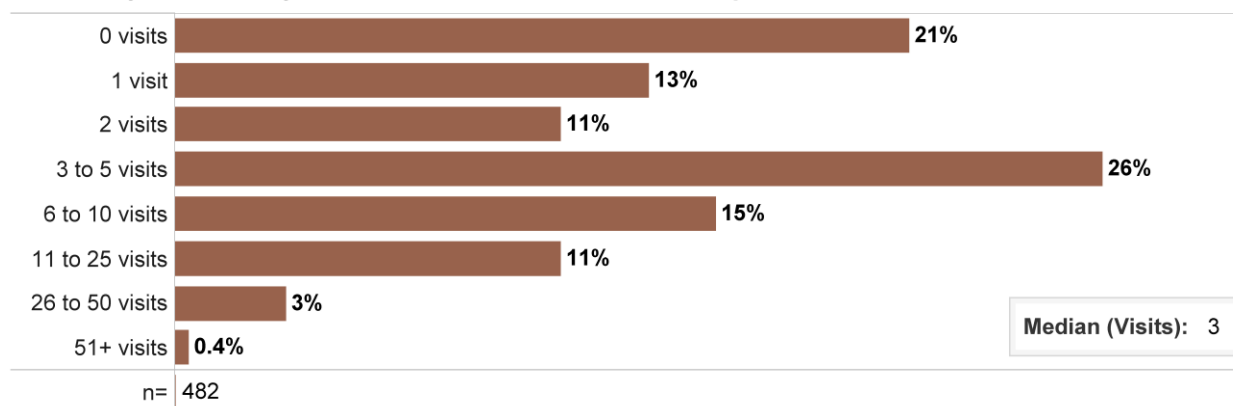


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

- More than three fourths (79%) of respondents had made at least one visit to other NPS site(s) in the past year.
- A plurality (26%) had made three to five visits to other NPS site(s) over the past year, while the median number of visits was three.



NPS

Post-trip Survey Results

The following section provides results of the 212 post-trip visitor surveys received by mail-back or online following fieldwork conducted in Petroglyph National Monument 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 Petroglyph National Monument

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

Prior to this trip, how did you obtain information about Petroglyph National Monument? Please mark all that apply

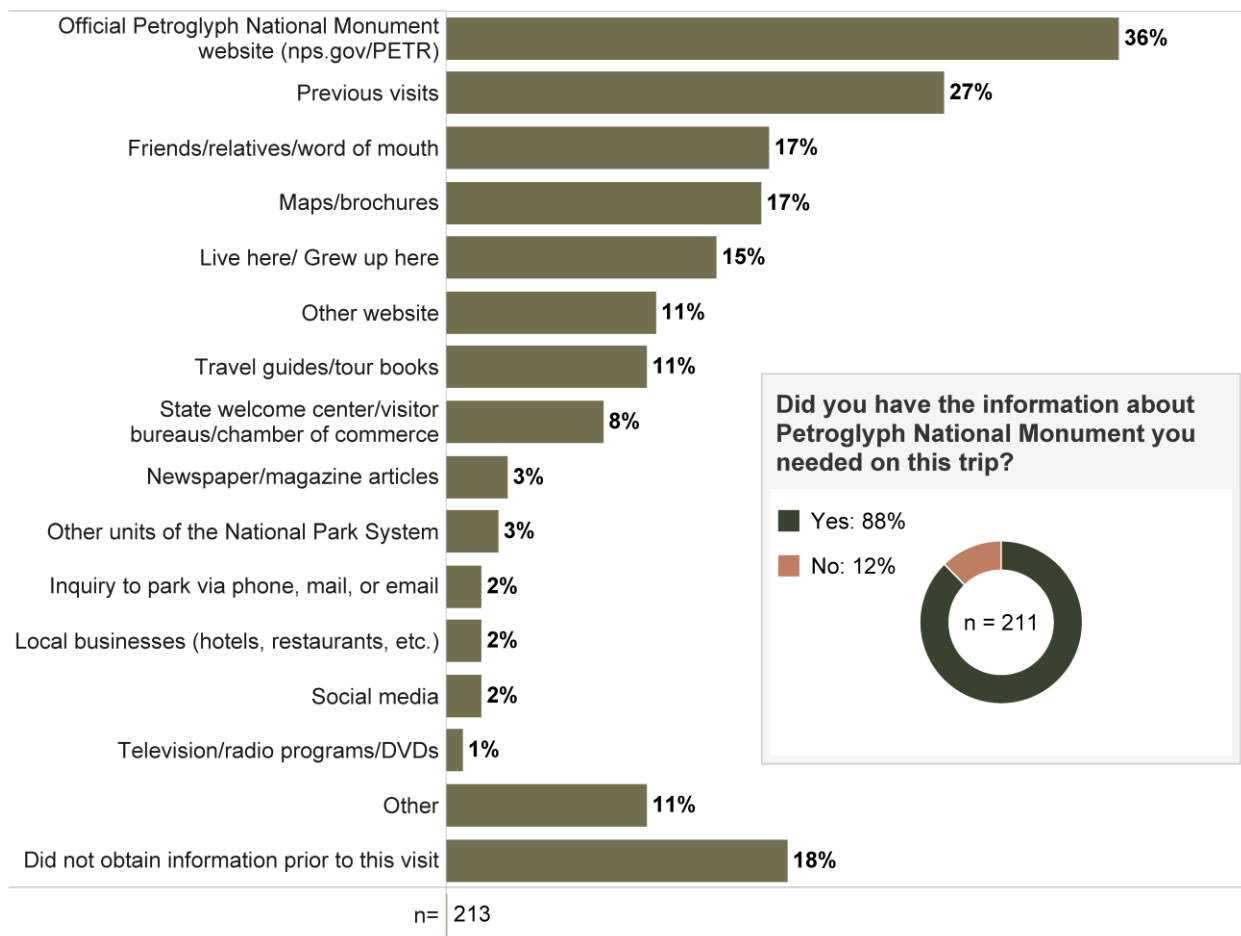


Figure 16. Sources used to obtain information about Petroglyph National Monument prior to the trip.

- The most-used resource was the official Petroglyph National Monument website, with 36% of respondents reportedly using it. The second most common source was previous visits (27%), followed by word of mouth from friends/relatives (17%) and maps/brochures (17%).

- Notably, a full 18% of respondents indicated that they did not obtain any information about Petroglyph National Monument prior to their visit – making it the third-most-common response option.
- In a follow-up question, 88% of respondents said that they had the information about Petroglyph National Monument that they needed on their trip, while 12% indicated that there was information that they needed but did not have.

In an open-ended follow-up question, the 12% of respondents 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 Petroglyph National Monument on their trip (Figure 17).

Please list all forms of transportation you personally used to travel from your home to Petroglyph National Monument on this trip. Please mark all that apply

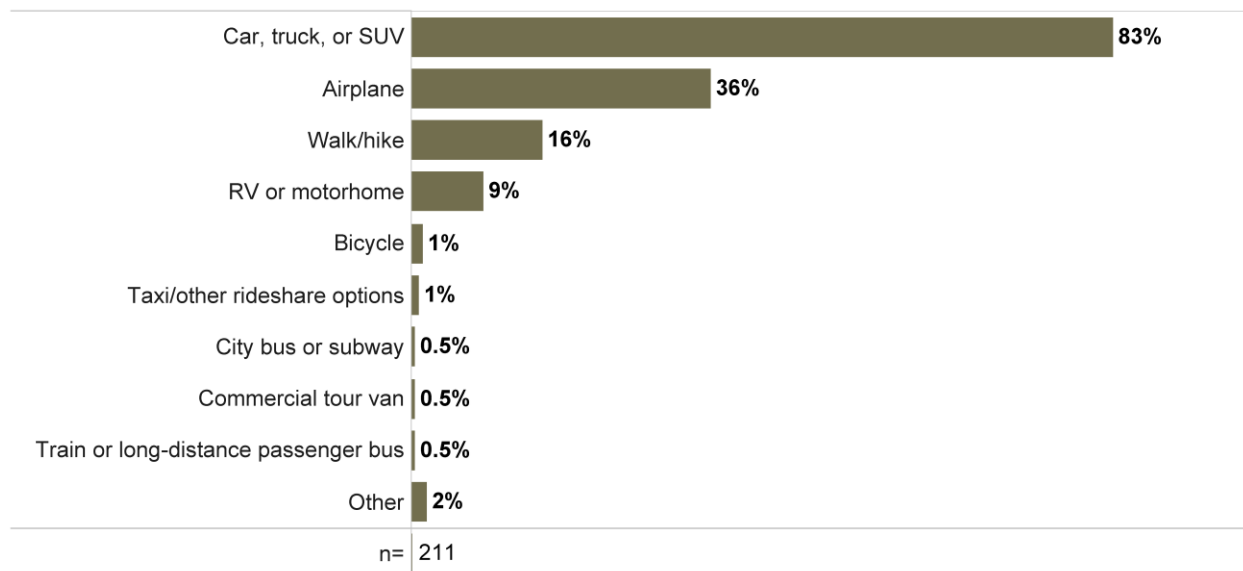


Figure 17. Forms of transportation used to travel from home to Petroglyph National Monument on the recent trip.

- More than four in five respondents (83%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Petroglyph National Monument.
- The second most common mode of travel was an airplane (36%), followed by walking/hiking (16%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Petroglyph National Monument on the day of the survey (Figure 18).

What type of group were you with, during your visit to Petroglyph National Monument on the day you were contacted for this survey?

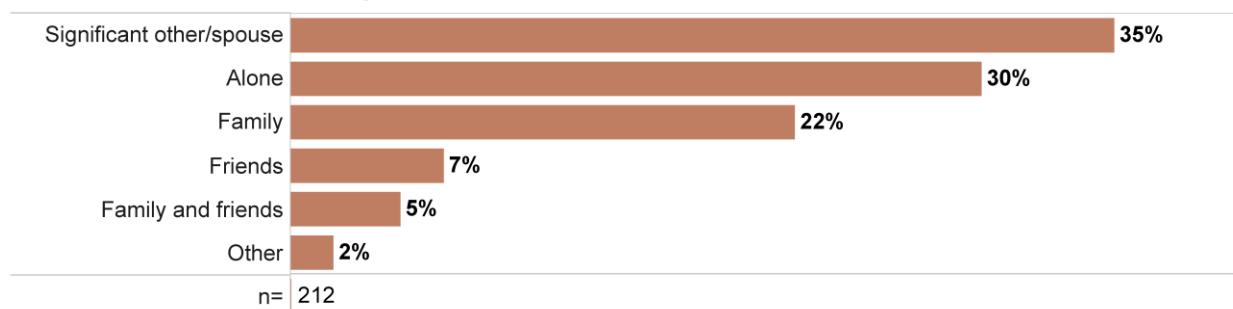


Figure 18. Travel party composition during Petroglyph National Monument visit.

- More than one third of respondents (35%) visited Petroglyph National Monument with their significant other or spouse on the day of the survey.
- Just under one third of respondents (30%) explored Petroglyph National Monument alone, and another 22% visited the park with their family.

Questions 11-13: Trip Characteristics

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

Did you visit any other National Park Service sites on your trip away from home?

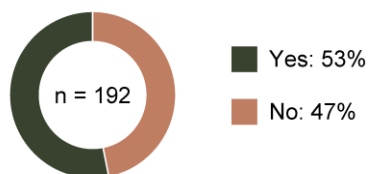
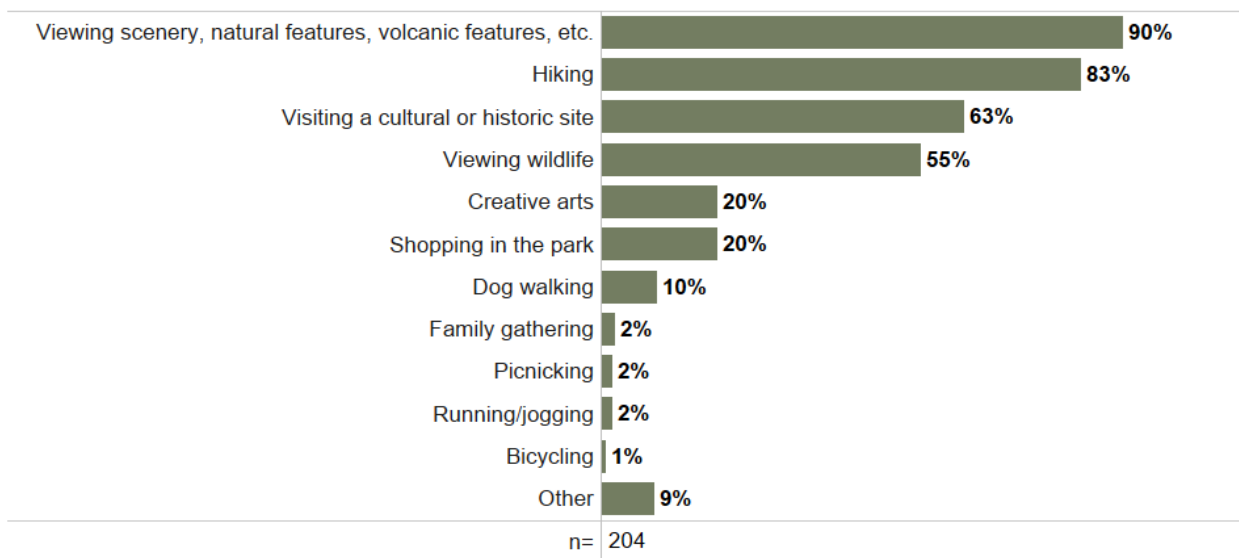


Figure 19. NPS sites visited on trip away from home.

- Just over half (53%) of all respondents had visited other NPS sites on their trip, while 47% identified Petroglyph National Monument 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 Petroglyph National Monument, and which of those was their primary activity (Figure 20).

On this trip, in which of the following activities did you personally participate in while visiting Petroglyph National Monument? Please mark all that apply



And which was your primary activity during your visit to Petroglyph National Monument on the day you were contacted for this survey?

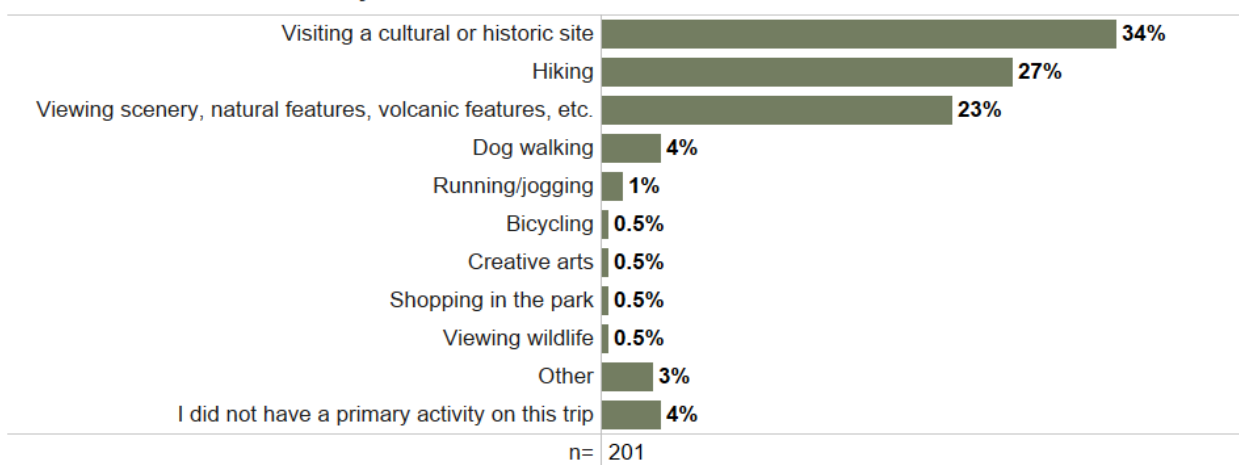


Figure 20. Participation in activities at Petroglyph National Monument.

- Almost all respondents (90%) reported viewing scenery, natural features, volcanic features, etc. This was followed by reported participation in hiking (83%) and visiting a cultural or historic site (63%).
- Bicycling, running/jogging, picnicking, and family gatherings were all uncommon activities (reported by 2% or fewer of respondents).
- Notably, while nearly everyone reported viewing scenery during their trip, only around one-fourth (23%) of respondents identified this as their primary activity.
- A plurality of respondents (34%) reported visiting a cultural or historic site as their primary activity, followed by hiking (27%).

Questions 14–15: Reasons to Visit

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

How important to you were each of the following reasons or motivations for visiting Petroglyph National Monument on this trip?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To view wildlife or natural scenery	201	2%	4%	12%	40%	41%
To learn more about American history and culture	201	6%	6%	16%	34%	37%
To spend time with family/friends	195	24%	7%	13%	28%	28%
To get physical exercise	202	5%	8%	26%	34%	27%
To relax	196	9%	11%	24%	30%	27%
To visit a National Park Service site	198	14%	10%	27%	28%	22%
To learn more about nature	196	8%	15%	27%	29%	21%
To hear the sounds of nature/quiet	197	11%	14%	27%	29%	19%
To experience solitude	192	22%	18%	27%	21%	12%
To view dark night sky/stars	178	56%	15%	11%	8%	10%
Other (if specified)	14	29%		14%	7%	50%

And which was the most important reason for you to visit Petroglyph National Monument on this trip?

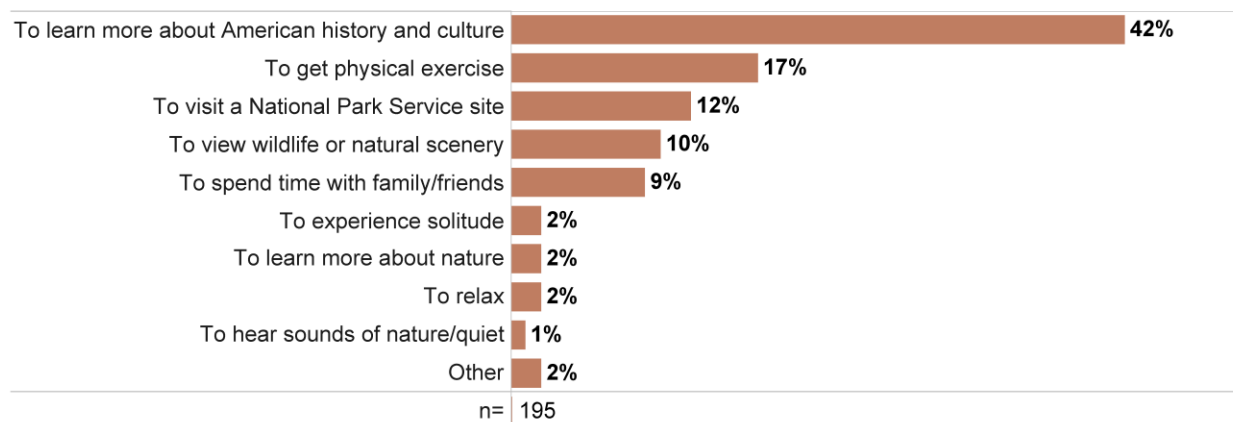


Figure 21. Reasons or motivations to visit Petroglyph National Monument. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

- A plurality of respondents indicated that viewing wildlife or scenery (41%) and learning more about American history and culture (37%) were extremely important reasons for their trip to Petroglyph National Monument.

- Other important reasons for visiting were to spend time with family/friends and to get physical exercise (28% and 27% of respondents, respectively, rated them as extremely important).
- The least important reasons for visiting were to view dark night sky/stars and to experience solitude (only 10% and 12% of respondents, respectively, reported them as extremely important, and 56% and 22% of respondents, respectively, rated them as not at all important).
- The most common response for the most important reason was to learn more about American history and culture (42%), followed by to get physical exercise (17%), and to visit a National Park Service site (12%).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated in Petroglyph National Monument during their trip (Figure 22).

On this trip, in which of the following programs and services did you personally participate within Petroglyph National Monument? Please mark all that apply

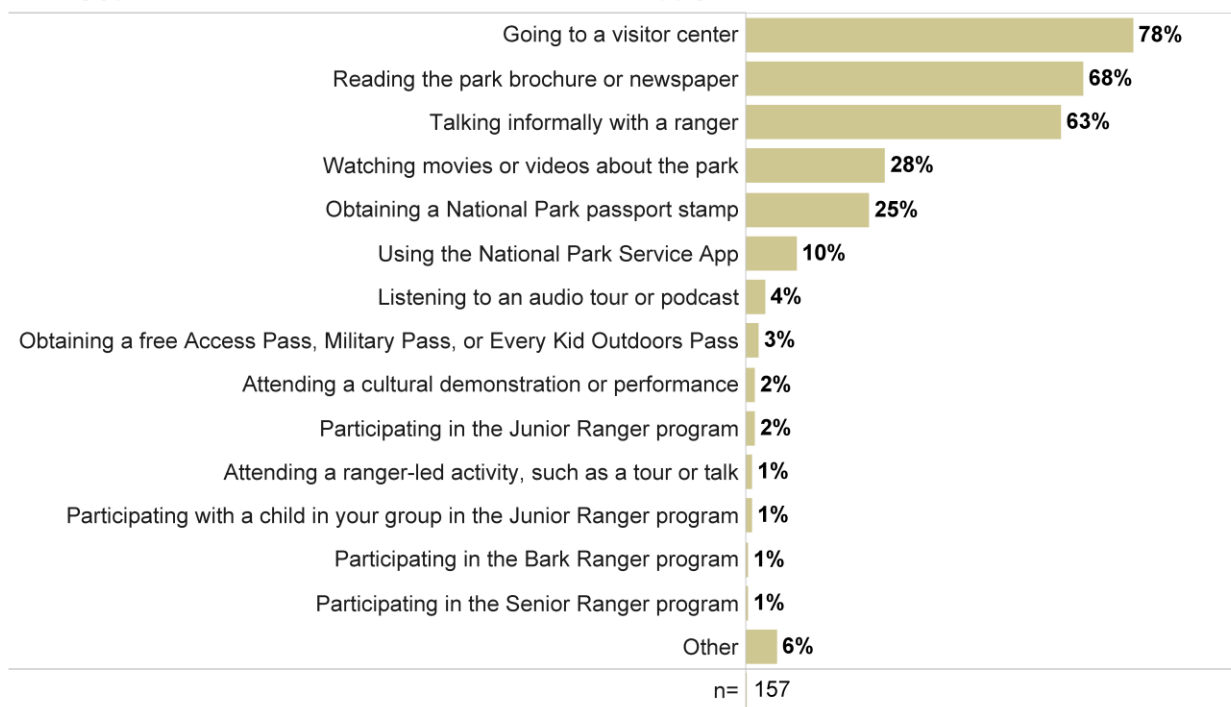


Figure 22. Participation in programs at Petroglyph National Monument.

- The two most-used programs were going to a visitor center and reading the park brochure or newspaper, with more than two thirds of respondents (78% and 68%, respectively) reporting participating in each of them.
- Talking informally with a ranger was also engaged in by over half (63%) of respondents.

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).

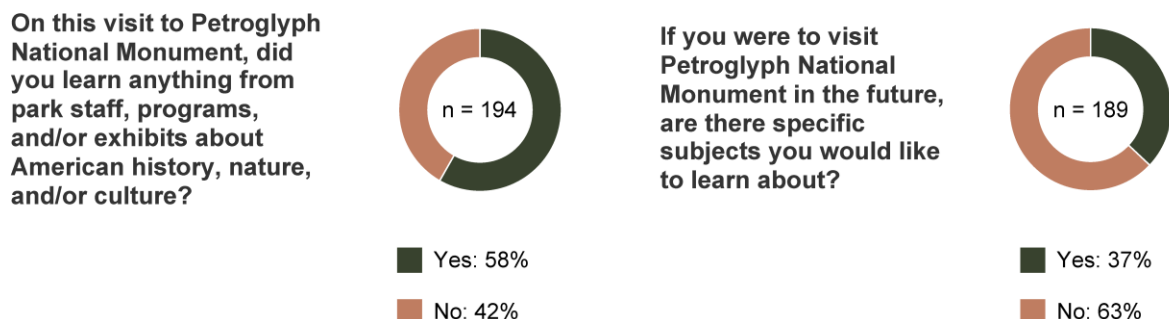


Figure 23. Learning outcomes while visiting Petroglyph National Monument.

- Most respondents (58%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- More than one third of respondents (37%) reported that if they were to visit Petroglyph National Monument 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 Petroglyph National Monument (Figure 24).

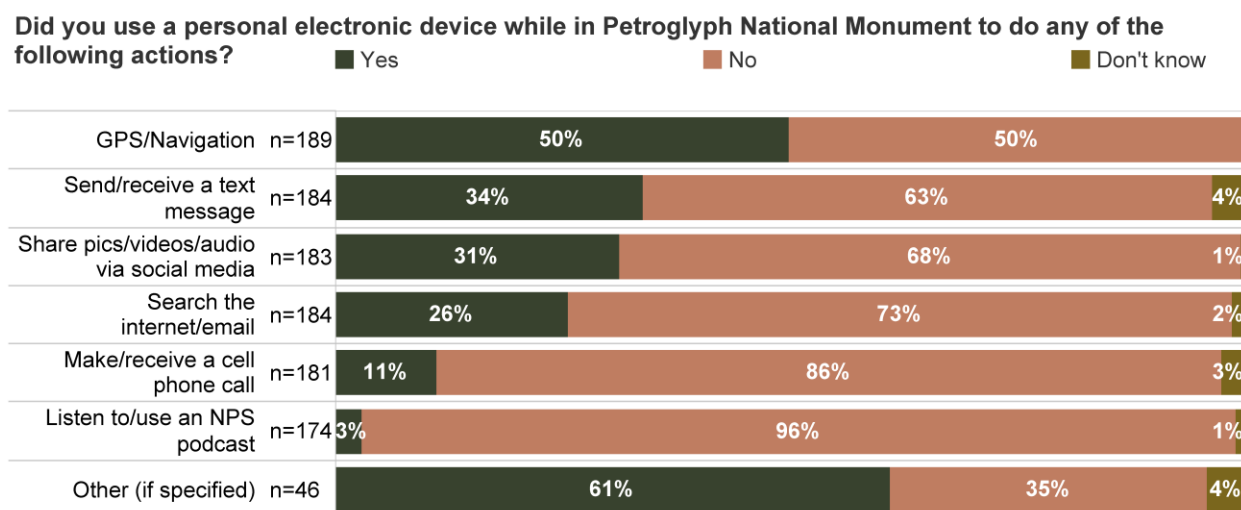


Figure 24. Use of personal electronic devices while visiting Petroglyph National Monument. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

- Half of respondents (50%) reported using GPS/navigation, and around one third of respondents (34%) reported sending/receiving a text message.
- Conversely, only 3% 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).

How important to you was it during your visit to Petroglyph National Monument to use personal electronic devices to do each of the following?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
GPS/Navigation	194	31%	9%	14%	22%	24%
Send/receive a text message	191	42%	18%	16%	14%	10%
Share pics/videos/audio via social media	188	59%	13%	15%	9%	4%
Search the internet/email	189	56%	17%	12%	10%	6%
Make/receive a cell phone call	192	47%	18%	14%	10%	10%
Listen to/use an NPS podcast	184	68%	11%	11%	6%	4%
Other (if specified)	31	48%	6%	6%	10%	29%

Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

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

- Generally, respondents indicated that personal electronic devices were not important during their visit, with a plurality selecting "not at all important" for each possible use.
- Most prominently, over half of respondents stating that searching the internet/email (56%), sharing pics/videos/audio (59%), and listening to or using an NPS podcast (68%) were not at all important during their visit.
- The most important device uses were GPS/Navigation and sending/receiving a text message (46% and 24% of respondents, respectively, rated them as very or extremely important).

How would you rate the quality of service to do each of the following?

Rating Category	n=	Percent Responding				
		1 - No service	2 - Poor	3 - Average	4 - Good	5 - Very good
GPS/Navigation	99	4%	3%	13%	29%	51%
Send/receive a text message	88	5%	3%	18%	31%	43%
Share pics/videos/audio via social media	79	6%	4%	22%	33%	35%
Search the internet/email	79	6%	4%	22%	32%	37%
Make/receive a cell phone call	77	4%	5%	17%	31%	43%
Listen to/use an NPS podcast	50	8%	6%	24%	30%	32%
Other (if specified)	17	24%		12%		65%

Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

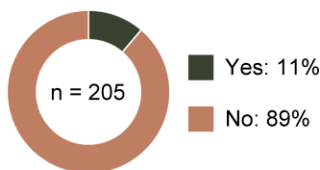
Figure 26. Quality of service for personal electronic devices while visiting Petroglyph National Monument. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

- The quality of service for GPS/Navigation was rated as very good or good by 51% and 29% of respondents, respectively.
- More than half of respondents (ranging from 62% to 80%, depending on the service) rated the quality of service for each of the various uses as good or very good.
- Only a small share of respondents (ranging from 4% to 8% of listed services) reported that they had no service.

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 Petroglyph National Monument. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 27).

Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Petroglyph National Monument?



[If yes] Because of the physical condition, which specific difficulties did the person(s) have? Please mark all that apply

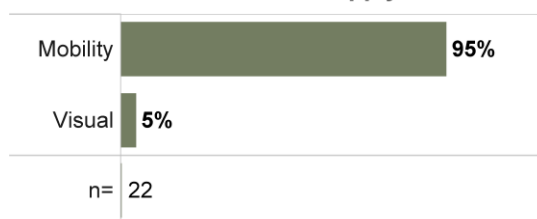


Figure 27. Physical difficulties while visiting Petroglyph National Monument.

- The majority of respondents (89%) 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 Petroglyph National Monument.
- Among the 11% of respondents who identified at least one difficulty, 95% reported mobility issues in their group.

Questions 24-27: Visitor Experience

Respondents were asked if their visit to Petroglyph National Monument met their expectations (Figure 28).



Figure 28. Meeting Petroglyph National Monument expectations.

- The majority of respondents (90%) reported that their visit to Petroglyph National Monument met their expectations, while 9% of respondents said it did not meet their expectations entirely. Only 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.



COURTESY SARAH LEVIN

Respondents were then given several statements about Petroglyph National Monument 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?

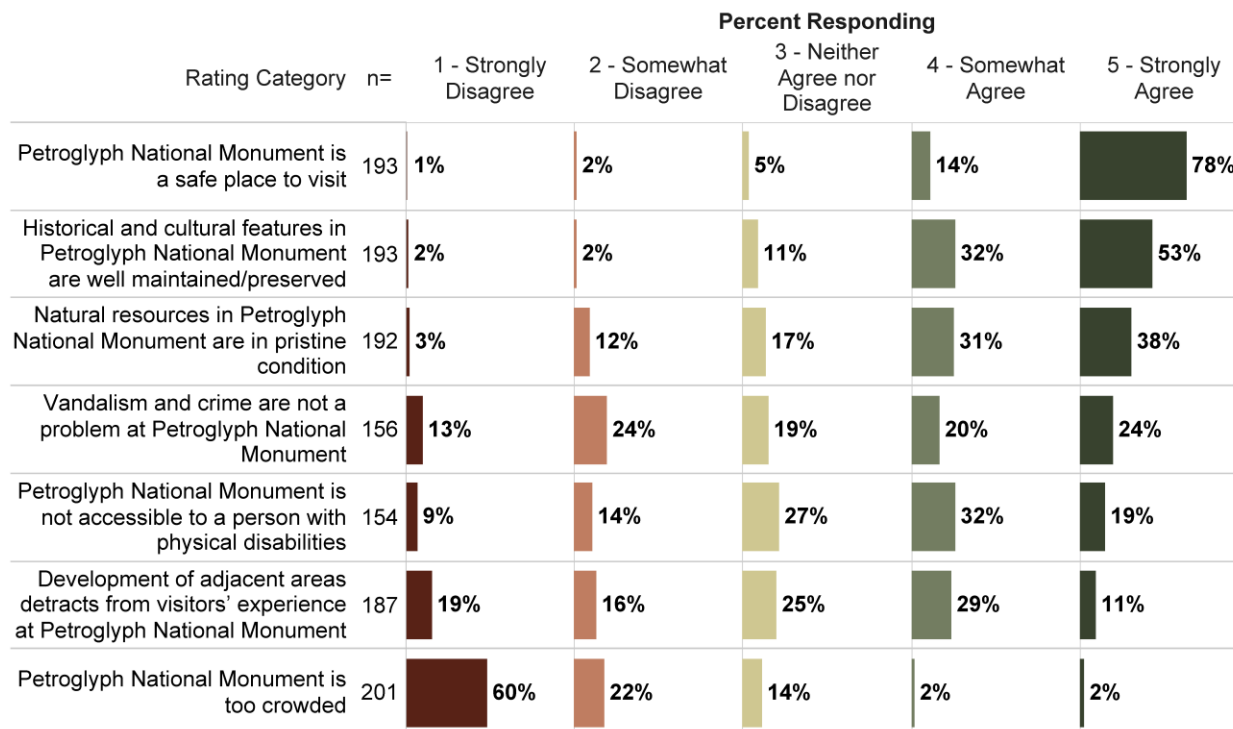


Figure 29. Rating Petroglyph National Monument experience. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

- From all the statements listed, “Petroglyph National Monument is a safe place to visit” received the most consensus with a combined 92% of respondents saying they either strongly or somewhat agree with it. That was followed by “Historical and cultural features in Petroglyph National Monument are well maintained/preserved” and “Natural resources in Petroglyph National Monument are in pristine condition” (85% and 69% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “Petroglyph National Monument is too crowded” received the least support, with only 4% of respondents either somewhat or strongly agreeing with these statements, and more than half (60%) of respondents strongly disagreeing with the statement.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Petroglyph National Monument (Figure 30).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Petroglyph National Monument?

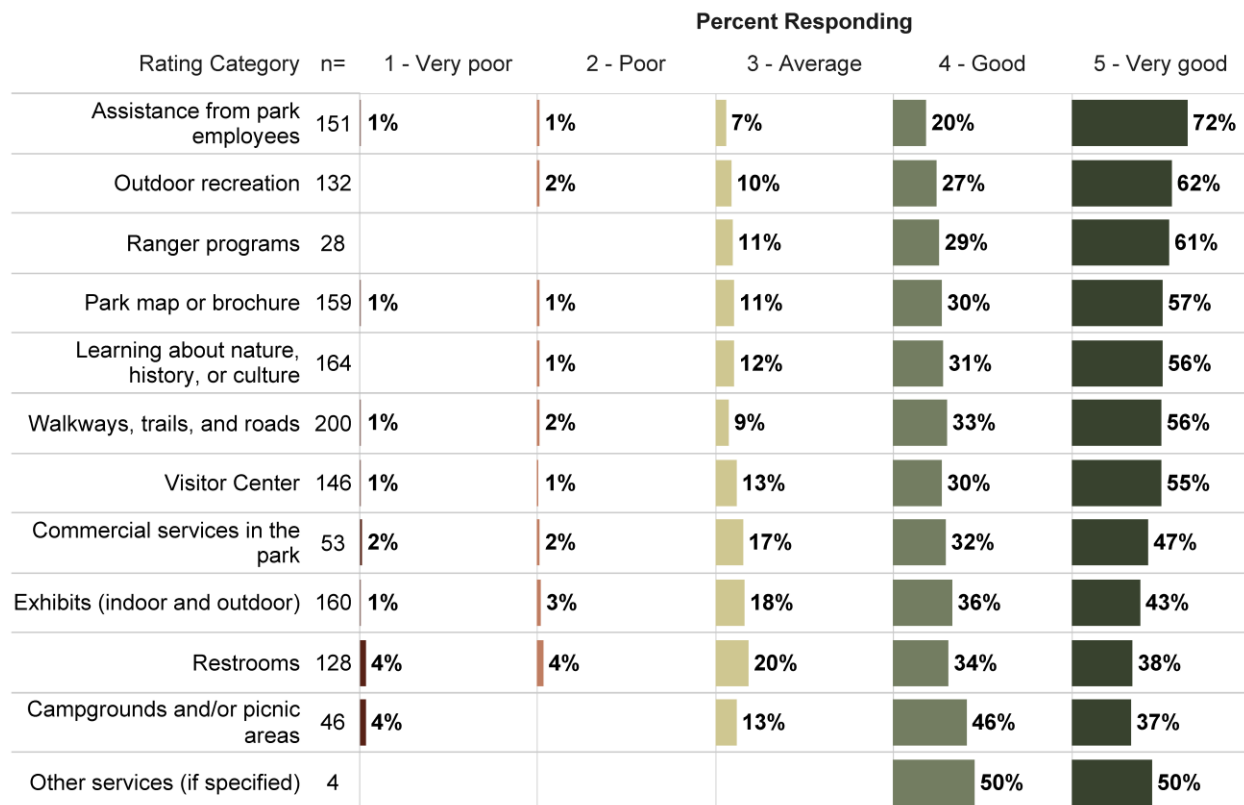


Figure 30. Rating the quality of specific Petroglyph National Monument facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

- Over half of respondents (ranging from 55% to 72%) rated assistance from park employees; outdoor recreation; ranger programs; the park map or brochure; learning about nature, history, or culture; walkways, trails and roads; and the visitor center as very good.
- Fewer than one third of respondents rated any of the listed park facilities, visitor services, and recreational opportunities as average or below.

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

Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Petroglyph National Monument?

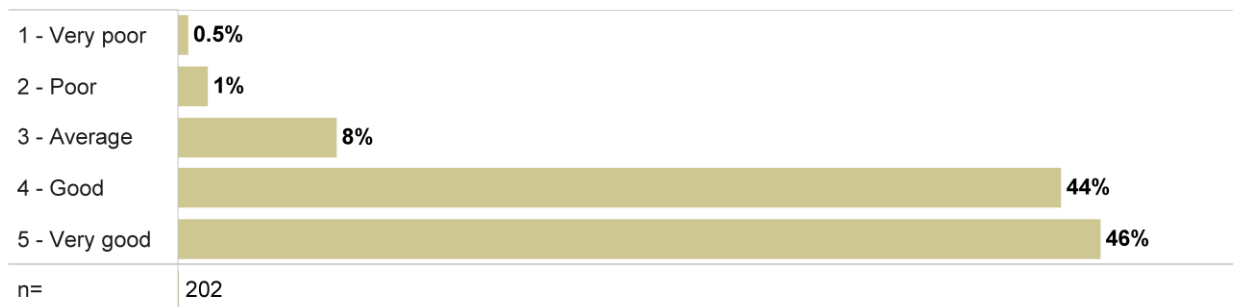


Figure 31. Rating overall quality of Petroglyph National Monument facilities, visitor services, and recreational opportunities.

- Just under half of respondents (46%) rated the overall quality of the park facilities, visitor services, and recreational opportunities in Petroglyph National Monument as very good, and another 44% rated them as good.
- Just one in ten respondents rated the overall quality as average or below.

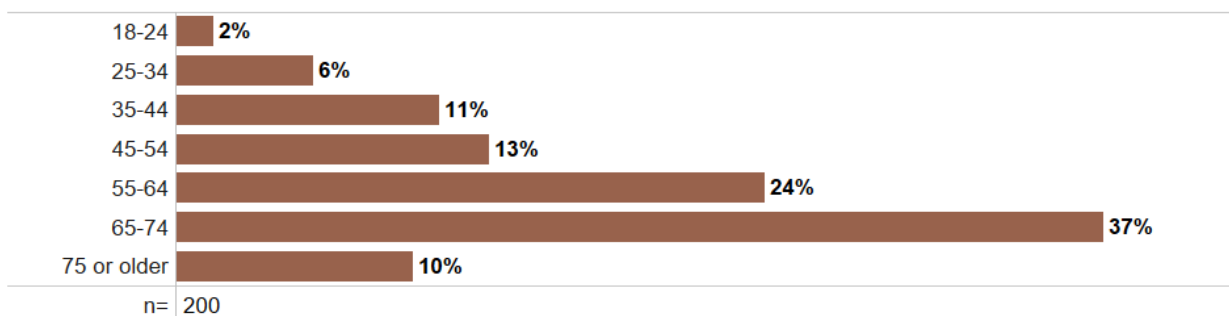


NPS

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.

What is your age?



What is the highest degree or level of school you have completed?

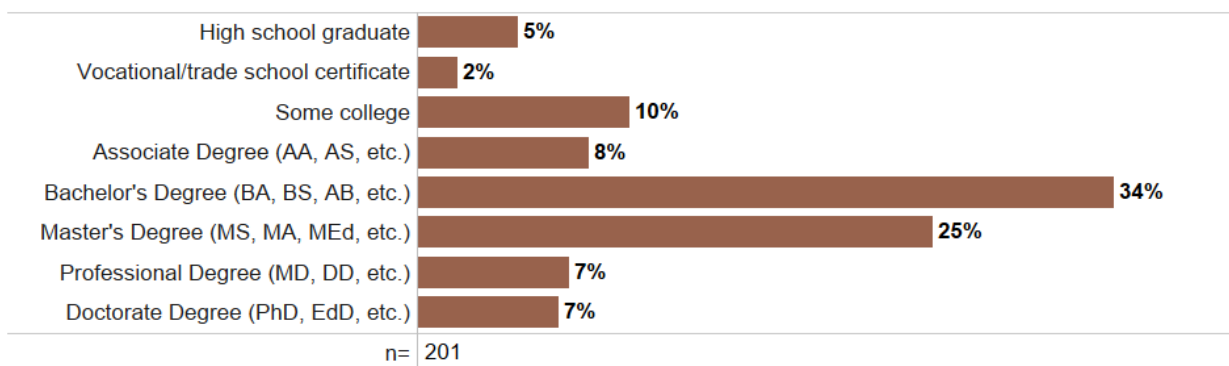


Figure 32. Respondent demographics: age and level of education.

- The most common age categories were 65-74 (37%), 55-64 (24%), and 45-54 (13%). The least represented age group were 18-24 (only 2% of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 95% pursuing postsecondary education, and a plurality (34%) 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).

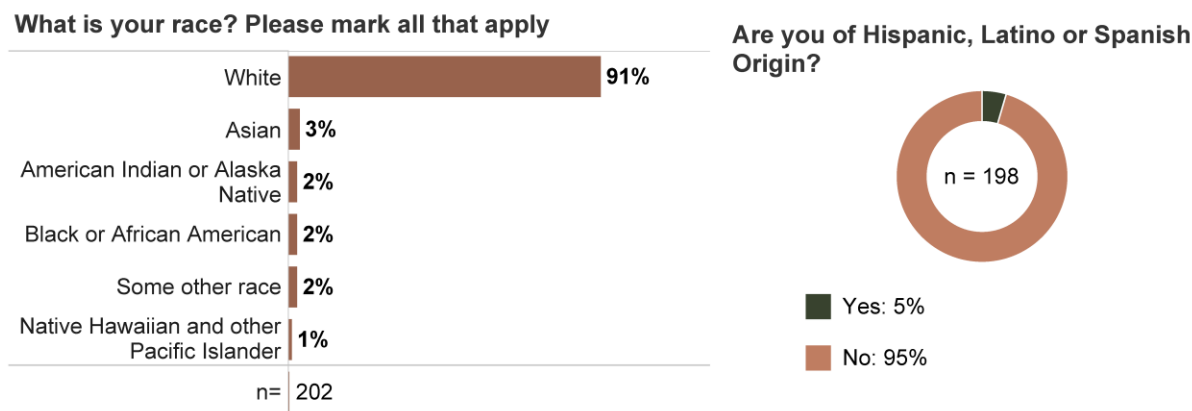


Figure 33. Respondent demographics: race and ethnicity.

- The majority of respondents (91%) were White, while 3% were 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).

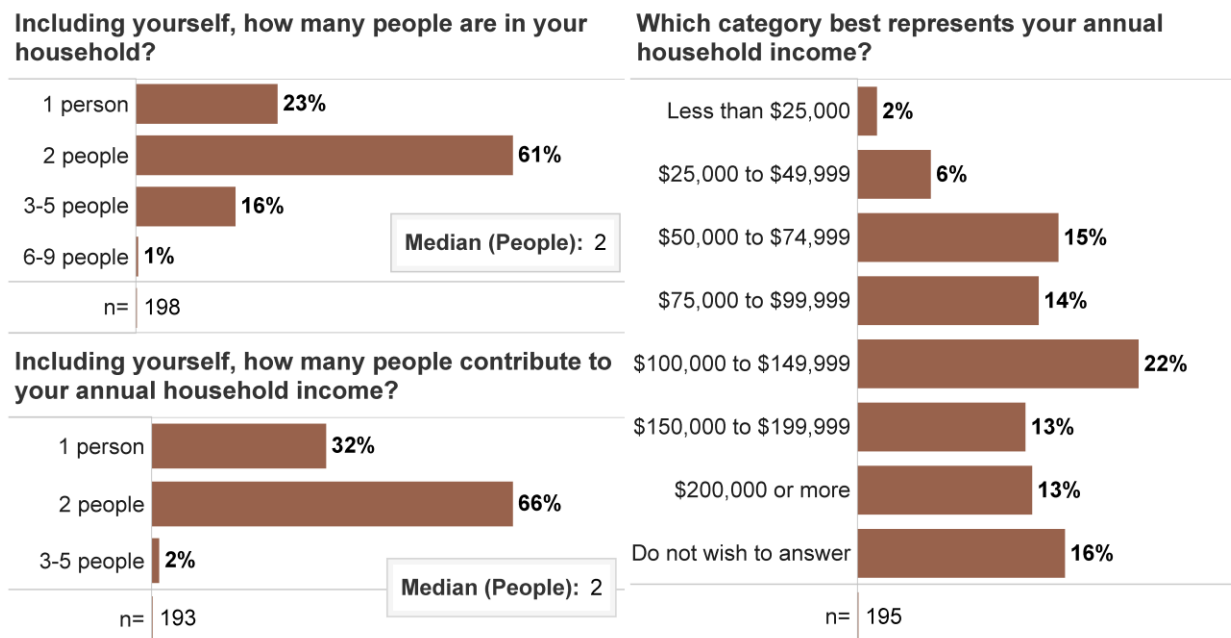


Figure 34. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

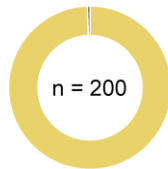
- The majority of respondents (61%) had two people in their household, followed by one person (another 23%).
- In addition to obtaining higher education, visitors surveyed at Petroglyph National Monument also reported relatively high income levels. A plurality of respondents (22%) reported that their annual household income was between \$100,000 and \$149,999, and another 26% earned \$150,000 or more.
- Two thirds of respondents (66%) came from a dual-income household.

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

When visiting an area such as this park, what language do you prefer to use?

For reading:

English: 100%
Other language: 1%



For speaking:

English: 99%
Other language: 1%

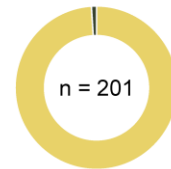


Figure 35. Respondent's language preference.

- While 5% of respondents were of Hispanic, Latino or Spanish origin, no respondents indicated that Spanish was their preferred language for either reading or speaking when visiting an area such as Petroglyph National Monument.
- The overwhelming majority of respondents (99%) preferred to use English both for reading and speaking, while 1% of respondents preferred some other language (other than English or Spanish) for either reading and/or speaking.



NPS / CHANTEIL WALTER

Literature Cited

National Park Service (NPS). 2024. 2024 Socioeconomic Monitoring of Petroglyph National Monument: Visitor intercept and post-trip surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2317726>

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 Petroglyph National Monument, by accommodation type.

Accommodation Type	Sample Size (n)	Median
Camping outside Petroglyph National Monument	45	3
Lodging outside Petroglyph National Monument	246	4
Unpaid accommodations	25	7

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

Group Composition	Sample Size (n)	Median
Adults	487	2
Children	487	0
Total group size	487	2

Table 10. Data from [Figure 13](#). Number of people in respondent's vehicle when entering Petroglyph National Monument.

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 Petroglyph National Monument?	401	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Petroglyph National Monument?	18	2

Table 11. Data from [Figure 14](#). Previous visits to Petroglyph National Monument.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to Petroglyph National Monument over the past 12 months?	172	8
[If not first-time visitor] Including this visit, how many visits have you made to Petroglyph National Monument over the past five years?	172	30

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?	482	3

Table 13. Data from [Figure 21](#). Reasons or motivations to visit Petroglyph National Monument.

Rating Category	Sample Size (n)
To visit a National Park Service site	198
To experience solitude	192
To hear the sounds of nature/quiet	197
To learn more about nature	196
To learn more about American history and culture	201
To spend time with family/friends	195
To get physical exercise	202
To view wildlife or natural scenery	201
To relax	196
To view dark night sky/stars	178
Other (if specified)	14

Table 14. Data from [Figure 24](#). Use of personal electronic devices while visiting Petroglyph National Monument.

Device Use	Sample Size (n)
Make/receive a cell phone call	181
Send/receive a text message	184
Search the internet/email	184
GPS/Navigation	189
Share pics/videos/audio via social media	183
Listen to/use an NPS podcast	174
Other (if specified)	46

Table 15. Data from [Figure 25](#). The importance of the use of personal electronic devices while visiting Petroglyph National Monument.

Device Use	Sample Size (n)
Make/receive a cell phone call	192
Send/receive a text message	191
Search the internet/email	189
GPS/Navigation	194
Share pics/videos/audio via social media	188
Listen to/use an NPS podcast	184
Other (if specified)	31

Table 16. Data from [Figure 26](#). Quality of service for personal electronic devices while visiting Petroglyph National Monument.

Device Use	Sample Size (n)
Make/receive a cell phone call	77
Send/receive a text message	88
Search the internet/email	79
GPS/Navigation	99
Share pics/videos/audio via social media	79
Listen to/use an NPS podcast	50
Other (if specified)	17

Table 17. Data from [Figure 29](#). Rating Petroglyph National Monument experience.

Rating Category	Sample Size (n)
Petroglyph National Monument is a safe place to visit	193
Petroglyph National Monument is too crowded	201
Natural resources in Petroglyph National Monument are in pristine condition	192
Vandalism and crime are not a problem at Petroglyph National Monument	156
Petroglyph National Monument is not accessible to a person with physical disabilities	154
Historical and cultural features in Petroglyph National Monument are well maintained/preserved	193
Development of adjacent areas detracts from visitors' experience at Petroglyph National Monument	187

Table 18. Data from [Figure 30](#). Rating the quality of Petroglyph National Monument facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n)
Visitor Center	146
Exhibits (indoor and outdoor)	160
Restrooms	128
Walkways, trails, and roads	200
Campgrounds and/or picnic areas	46
Assistance from park employees	151
Park map or brochure	159
Ranger programs	28
Commercial services in the park (food, lodging, gifts, rental, etc.)	53
Other services (if specified)	4
Learning about nature, history, or culture	164
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	132

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?	198	2
Including yourself, how many people contribute to your annual household income?	193	2

