



Flagstaff Omnibus Survey Spring 2005

Riordan Mansion State Historic Park Question Module Report

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I. Methodology

The City of Flagstaff and Arizona State Parks added a module of questions to the annual *Flagstaff Omnibus Survey* conducted by the Social Research Laboratory at Northern Arizona University between April 7th and 10th, 2005. The survey was conducted with 611 randomly-selected residents of the Flagstaff area. Calling took place Thursday to Sunday, with morning, afternoon and evening shifts in operation. Thirty trained interviewers were employed to conduct the calling.

A random-digit dialing (RDD) sampling technique was used to generate a representative sample of households in the Flagstaff area. RDD produces a more representative sample of the population than most other sampling methods because all households with working telephones have an equal chance of being contacted. Listed and unlisted residential households have similar probabilities of being included in the RDD study.

The survey was conducted using Computer Assisted Telephone Interviewing (CATI) technology. CATI is a system in which computers are employed to increase the accuracy, flexibility, and efficiency of telephone surveys. The computer system maintains a database of phone numbers, engages the sampling process, schedules call-backs, and records the disposition of each call. The computer also contains a copy of the survey. Interviewers are trained on interviewing protocol and use of the CATI system prior to fielding of the survey. Interviewers view the questions on the computer screen in a programmed sequence and record respondents' answers with the use of a keyboard. Data entry and human error is decreased using this system.

The "sampling error" associated with a 611-person sample drawn from a population of more than 10,000 people is +/- 3.9 percent at a 95 percent confidence level. "Sampling error" is a social science term that describes the probable difference between interviewing everyone in a given population and interviewing a sample drawn from that population. The percentages obtained in telephone surveys such as these are estimates of what the percentage would be if the entire population had been surveyed.

Thus, if 50 percent of those in the sample are found to agree with a particular statement, the actual percentage of agreement in the population from which the sample is drawn would be between 46.1 percent and 53.9 percent (50% +/- 3.9%). The 95 percent confidence level means that this +/- 3.9 percent would occur in 95 out of 100 samples of this size drawn from the Flagstaff area. Sampling error increases as the sample size is reduced. This must be kept in mind when comparing the responses of different groups within the sample (e.g., men versus women). Smaller numbers of respondents on any question translate into higher margins of error.

The total number of respondents (N) may vary across questions due to consideration of some "refused" responses as missing information to allow for easier comparison of valid responses. Statistical weighting by gender was performed on the dataset in order to correct for bias due to differential response by gender.

II. Question Module and Responses

A module of questions was added to the Spring 2005 *Flagstaff Omnibus Survey* by Arizona State Parks. Responses to these questions, as well as the demographic characteristics of respondents, are detailed in the table on the following pages. The Riordan Mansion questions were worded as follows:

Q1. Have you ever taken a tour of Riordan Mansion State Historic Park?

1. Yes → Go to Q2
2. No → Go to Q3
3. Don't know → Skip out
4. Refused → Skip out

Q2. [If yes] Why did you visit Riordan Mansion State Historic Park?

[Interviewers were instructed to not read the list and select only the top choice of the respondent]

1. I had out of town visitors
2. I attended a special event/s (Halloween tours, lectures, Christmas events, Arizona Rough Riders)
3. I have historical interest (history, Arts and Crafts Movement)
4. I saw the website
5. I saw an advertisement (T.V., newspaper, magazine)
6. I had a coupon
7. It is a local attraction
8. I saw it in Arizona State Parks literature (brochure, Calendar of Events)
9. I was on an educational outing (w/schools, university?)
10. Other-Specify (See Appendix B)
11. Don't know
12. Refused

Q3. [If no] Why haven't you visited Riordan Mansion State Historic Park?

[Interviewers were instructed to not read the list and select only the top choice of the respondent]

1. I've never heard of it
2. I'm not interested
3. It's too expensive
4. I've been too busy
5. I plan to in the future
6. I have health reasons
7. No visitors to take
8. Other-Specify (See Appendix B)
9. Don't know
10. Refused

Q1. Have you ever taken a tour of Riordan Mansion State Historic Park?

Yes, have visited Riordan Mansion	49%
No, never visited Riordan Mansion	51%
Total	100%
	N = 610

Q2. [If yes] Why did you visit Riordan Mansion State Historic Park?

Q3. [If no] Why haven't you visited Riordan Mansion State Historic Park?

WHY / WHY NOT VISITED?	Total
Have visited Riordan Mansion	49%
<i>Reasons for visiting:</i>	
Had out of town visitors	10%
Special event	15%
Historical interest	44%
Saw website	2%
Saw advertisement	0%
Had a coupon	0%
It's a local attraction	18%
Saw Arizona State Parks literature	1%
Educational outing	9%
Never visited Riordan Mansion	51%
<i>Reasons for not visiting:</i>	
Never heard of it	11%
Not interested	26%
Too expensive	2%
Too busy	38%
Plan to in the future	9%
Health problems	2%
No visitors to take	1%
Number of respondents	610

APPENDIX A: “Other” responses to Why / Why not visit

“Other” responses to “Why did you visit Riordan Mansion State Historic Park?”:

At the time, I was a tourist
Because of an exhibit
Because of the softball fields, I played softball there
For a date
For fun
For lectures
Go at least once a year
Grew up with the kids from that house
Had nothing else to do
I had just moved here and wanted to check it out
I heard it was very nice
I just wanted to see it
I volunteered there!
I was new in town, wanted to find out about Flagstaff's history
Interested in architecture
It was close to NAU
Just drove by it
See what it was about
The Riordans were good friends of my mother's
To check it out
To give them historical documents
Used to know Bob Chambers and his wife, Mary
Wanted to remember what it looked like...and I knew the people that lived there
We enjoy it
Work-related

“Other” responses to “Why haven't you visited Riordan Mansion State Historic Park?”:

Because it's supposed to be haunted and I'm a wimp
Closed due to a private function
Cultural reasons
Do other things like hiking instead
Had a baby
Have not gotten around to it
I'm new to the area
I really never socialize too much
It's not visible enough as an attraction.
Keep forgetting about it
Kids already had a field trip, so no need to go
Lack of information and mainstream advertising
Laziness
New to the area
Opportunity never arose
Other priorities
Procrastination
Really don't like tours
Recently moved here
Seems boring
They don't really advertise this / Unaware
Wanted to go, but they are always booked
Weekends aren't convenient

Riordan Mansion Visitation Questions Banner Table
 Flagstaff Omnibus 2005, Social Research Laboratory

	Total	Gender		Age			College Degree		Income			Years in Flagstaff		
		Female	Male	18-34	35-59	60+	No	Yes	<\$30K	\$30-75K	>\$75K	0-5	6-20	21+
Have visited Riordan Mansion	49%	53%	45%	32%	53%	72%	31%	51%	31%	49%	58%	24%	53%	72%
<i>Reasons for visiting:</i>														
Had out of town visitors	10%	9%	11%	8%	9%	14%	19%	9%	12%	9%	9%	9%	13%	8%
Special event	15%	15%	15%	26%	16%	6%	4%	16%	15%	14%	15%	11%	15%	18%
Historical interest	44%	45%	43%	33%	44%	51%	37%	45%	27%	47%	49%	55%	43%	41%
Saw website	2%	2%	2%	2%	1%	4%	4%	2%	0%	3%	0%	0%	2%	2%
Saw advertisement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Had a coupon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
It's a local attraction	18%	15%	22%	16%	18%	19%	37%	16%	27%	17%	15%	19%	16%	20%
Saw Arizona State Parks literature	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	2%	0%
Educational outing	9%	12%	6%	12%	10%	4%	0%	10%	19%	7%	10%	6%	8%	10%
Never visited Riordan Mansion	51%	46%	55%	68%	46%	28%	68%	48%	69%	51%	42%	76%	46%	28%
<i>Reasons for not visiting:</i>														
Never heard of it	11%	9%	12%	28%	36%	20%	20%	9%	12%	10%	11%	14%	6%	11%
Not interested	26%	23%	27%	29%	21%	14%	12%	28%	30%	24%	24%	22%	29%	27%
Too expensive	2%	1%	4%	10%	16%	6%	0%	3%	2%	2%	2%	3%	1%	0%
Too busy	38%	41%	35%	11%	3%	0%	38%	38%	35%	40%	38%	36%	40%	39%
Plan to in the future	9%	9%	9%	4%	2%	0%	3%	10%	4%	9%	14%	11%	6%	5%
Health problems	2%	3%	2%	2%	1%	0%	10%	1%	4%	2%	0%	2%	2%	5%
No visitors to take	1%	2%	1%	0%	1%	9%	2%	1%	2%	0%	3%	0%	4%	0%
Number of respondents	610	301	302	191	283	98	86	510	84	274	161	196	240	165