Mesa Verde Visitor Study

The Visitor Services Project
July, 1987

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the activities that visitors to Mesa Verde enjoy, the places they visit within the park, and to more accurately count the visitors.

This questionnaire is only given to a select number of visitors. Your participation is very important! It should only take a few minutes of your time during your visit to Mesa Verde.

When your visit is over, please complete the questionnaire. Then, seal it with the sticker provided on the last page and simply drop it in any U.S. mailbox.

Please be assured that all of the information is confidential. Do not write your name on the questionnaire. If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

Robert C. Heyder
Superintendent
DAY 1 OF YOUR VISIT

1. Please check (✓) the activities that you and your group did in Mesa Verde National Park on day 1 of your visit. (Please check all that apply.)
   _______ MOTORIZED TRAVEL ON PARK ROADS
   _______ PICNICKING
   _______ VIEWING CLIFF DWELLINGS AND RUINS (from a distance)
   _______ VISITING CLIFF DWELLINGS AND RUINS
   _______ HIKING ON TRAILS (other than visiting cliff dwellings and ruins)
   _______ BICYCLING
   _______ SHOPPING
   _______ ATTENDING AN EVENING PROGRAM
   _______ RESTING
   _______ OTHER (please describe: ____________________________ )

2. During this day of your visit, how much money did you and your group spend in the Mesa Verde area? (Please give your best estimates.)

   $ _______ LODGING (hotel, camping, etc.)
   $ _______ TRAVEL (gas, bus fare, etc.)
   $ _______ FOOD
   $ _______ OTHER (film, gifts, etc.)

IF YOU DID NOT STAY IN THE MESA VERDE AREA OVERNIGHT PLEASE GO ON TO PAGE 8

DAY 2 OF YOUR VISIT

1. Please check (✓) the activities that you and your group did in Mesa Verde National Park on day 2 of your visit. (Please check all that apply.)
   _______ MOTORIZED TRAVEL ON PARK ROADS
   _______ PICNICKING
   _______ VIEWING CLIFF DWELLINGS AND RUINS (from a distance)
   _______ VISITING CLIFF DWELLINGS AND RUINS
   _______ HIKING ON TRAILS (other than visiting cliff dwellings and ruins)
   _______ BICYCLING
   _______ SHOPPING
   _______ ATTENDING AN EVENING PROGRAM
   _______ RESTING
   _______ OTHER (please describe: ____________________________ )

2. During this day of your visit, how much money did you and your group spend in the Mesa Verde area? (Please give your best estimates.)

   $ _______ LODGING (hotel, camping, etc.)
   $ _______ TRAVEL (gas, bus fare, etc.)
   $ _______ FOOD
   $ _______ OTHER (film, gifts, etc.)

PLEASE GO ON TO NEXT PAGE
YOU AND YOUR OPINIONS

We hope you enjoyed your visit to Mesa Verde National Park. Below are several questions that will help us learn about the people who participated in the study and their thoughts about the park.

1. How much time did you spend in Mesa Verde National Park this visit?
   _______ NUMBER OF HOURS
   OR
   _______ NUMBER OF DAYS

2. How many people were in your group?
   _______ NUMBER OF PEOPLE

3. What kind of group were you with?
   _______ ALONE
   _______ FAMILY
   _______ FRIENDS
   _______ FAMILY AND FRIENDS
   _______ GUIDED TOUR GROUP
   _______ OTHER GROUP (please describe: ____________________________

4. For yourself and each member of your group, please indicate:
   1) your age on your last birthday
   2) the zip code of your permanent residence (if you are from a country other than the United States, please give the name of that country), and
   3) the number of times you have visited Mesa Verde National Park, including this visit.

   AGE  ZIP CODE  # TIMES VISITED
   (country)
   YOURSELF  _______  ________________  _______
   MEMBER #2  _______  ________________  _______
   MEMBER #3  _______  ________________  _______
   MEMBER #4  _______  ________________  _______
   MEMBER #5  _______  ________________  _______
   additional members: ______________________________________

5. During this visit, did you view the exhibits in the Far View Visitor Center?
   _______ YES
   _______ NO
   If so, how useful were these exhibits for your visit to Mesa Verde? (please circle your answer)
   EXTREMELY USEFUL  VERY USEFUL  MODERATELY USEFUL  SOMewhat USEFUL  NOT USEFUL

PLEASE GO ON TO NEXT PAGE
6. In your opinion, does Mesa Verde National Park need additional information facilities?

____ YES

____ NO OPINION

____ NO

If so, where?

____ IN NEARBY COMMUNITIES

____ IN THE FAR VIEW VISITOR CENTER

____ IN THE CHAPIN MESA MUSEUM

____ AT CONCESSIONS (stores, restaurants, etc.)

____ AT THE PARK ENTRANCE

____ OTHER (Please describe: ____________________________

7. Where did you start your trip on the day you arrived in Mesa Verde National Park?

__________________________________________ NEAREST TOWN

__________________________________________ STATE

8. Where is your planned destination on the day you leave Mesa Verde National Park?

__________________________________________ NEAREST TOWN

__________________________________________ STATE

9. During this visit, did you purchase anything at the park bookstore?

____ YES

____ NO

For which of the following reasons?

____ TO AID WITH THIS VISIT

____ TO USE AT ANOTHER TIME

____ TO GIVE AS A GIFT

____ TO KEEP AS A SOUVENIR

____ OTHER (Please describe: ____________________________

10. Is there anything else you would like to tell us about your visit to Mesa Verde National Park?

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

Thank you for your help. Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox—no postage is needed.