

# Mesa Verde Visitor Study



## The Visitor Services Project

## IMPORTANT



United States Department of the Interior  
NATIONAL PARK SERVICE  
Mesa Verde National Park  
Colorado 81390

IN REPLY REFER TO:

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.

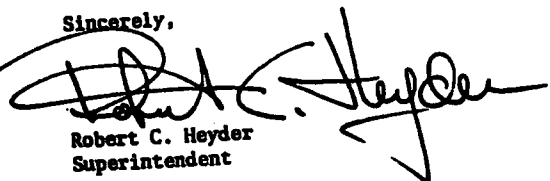
This questionnaire is only being given to a select number of visitors.  
Your participation is very important! It should only take a few minutes of your time during your visit to Mesa Verde.

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

When did you first enter Mesa Verde National Park this visit?

\_\_\_\_\_ DAY OF THE WEEK (M,T,W,Th,F,S,Su)

\_\_\_\_\_ TIME OF DAY \_\_\_\_\_ am. \_\_\_\_\_ pm.

## DIRECTIONS

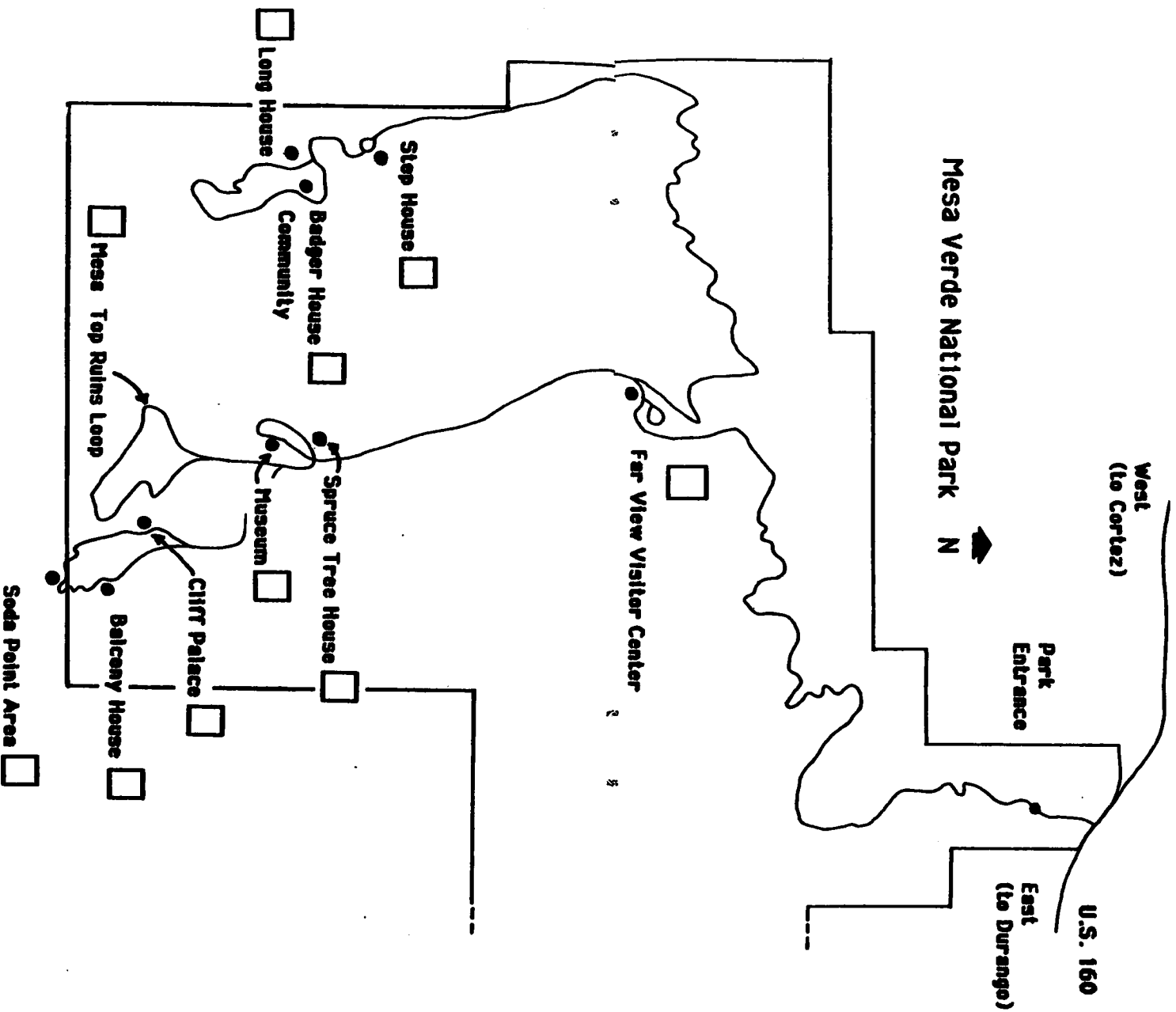
One person in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. No postage is needed.

PLEASE GO ON TO NEXT PAGE

## PLACES YOU VISITED

On the map below, please indicate the order of the places you visited in Mesa Verde National Park. Simply write 1st, 2nd, 3rd, and so forth, in the box beside each place you visited.

If you did not visit any of these places, please go on to page 6.



**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 your self 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<br>(country) | # TIMES VISITED |
|---------------------------|-------|-----------------------|-----------------|
| 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.