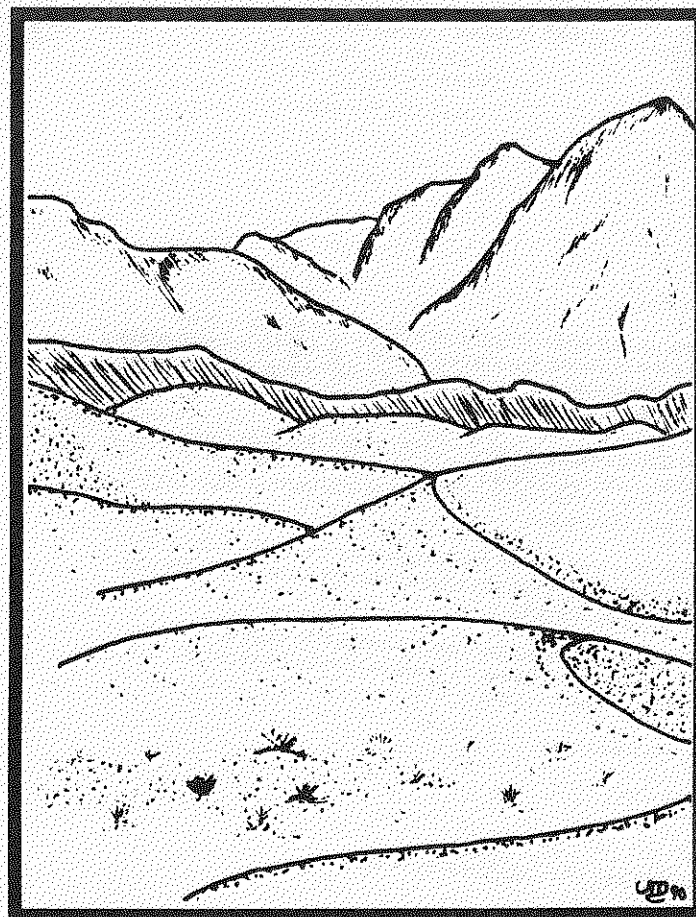


Summer 1990

#29

White Sands National Monument Visitor Study



UDN

The
Visitor Services
Project



STAMP

OFFICIAL BUSINESS

Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho 83843



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
WHITE SANDS NATIONAL MONUMENT
P.O. BOX 468
ALAMOGORDO, NEW MEXICO 88310



May, 1990

Dear Visitor:

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

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.

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,

Dennis L. Ditmanson
Superintendent

DIRECTIONS

One adult 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. We appreciate your help.

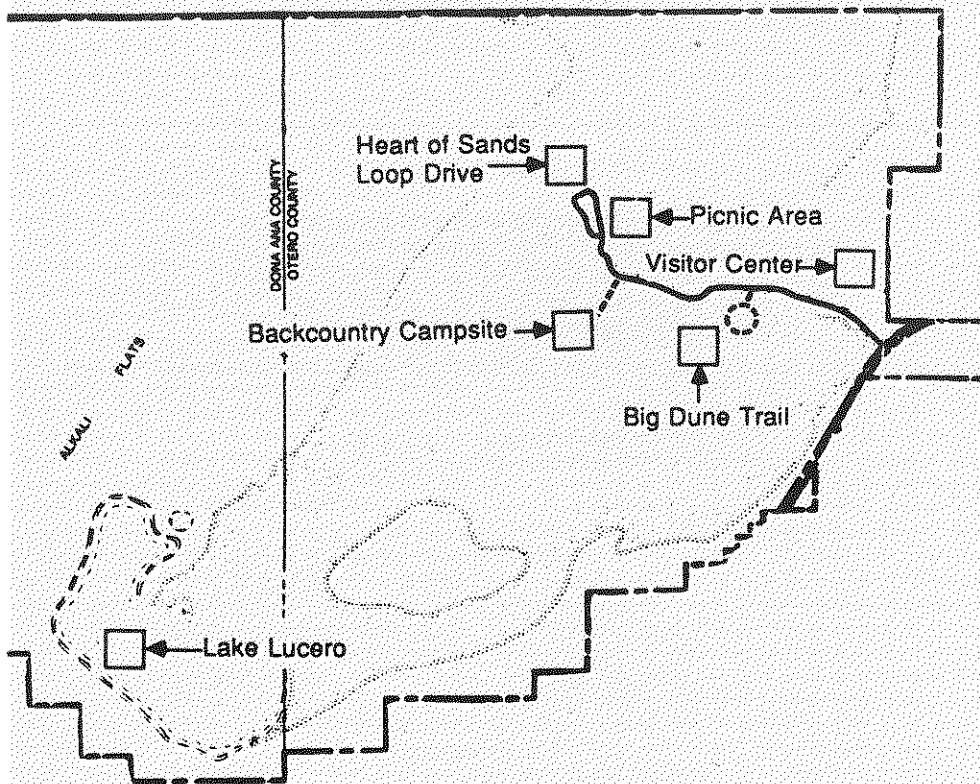
PLEASE GO ON TO NEXT PAGE



PLACES YOU VISITED

1. On the map below, please indicate the places you and your group visited at White Sands National Monument. Simply check (✓) the box beside each place you visited. If you did not visit any of these places, please go on to page 5.

White Sands National Monument



YOUR ACTIVITIES

2. On the list below, please check the activities that you and your group did at White Sands National Monument. Please check (✓) all that apply.

- ☐ PICNIC
☐ PLAY IN SAND
☐ SUN BATHE
☐ HIKE UNDER 1 HOUR
☐ HIKE OVER 1 HOUR
☐ PHOTOGRAPHY
☐ BICYCLE
☐ STOP AT NUMBERED PULLOUTS
☐ CLASSROOM STUDY/PROJECT
☐ OTHER (Please describe: _____)

YOU AND YOUR OPINIONS

3. How much time did you and your group stay in the Alamogordo area this visit?

If less than one day (fewer than 24 hours):

_____ NUMBER OF HOURS

If one day or more (24 hours or more):

_____ NUMBER OF DAYS

PLEASE GO ON TO NEXT PAGE ➡

4. How many people were in your group?

_____ NUMBER OF PEOPLE

5. What kind of group were you with?

_____ ALONE

_____ FAMILY

_____ FRIENDS

_____ FAMILY AND FRIENDS

_____ GUIDED TOUR GROUP

_____ OTHER (Please describe: _____)

6. For you and your group, please indicate:

	CURRENT AGE	ZIP CODE OR COUNTRY	# TIMES VISITED (INCLUDING THIS VISIT)
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

7. What was the main purpose of your visit to the Alamogordo area?
Please check (✓) one.

_____ RETIREMENT RELOCATION

_____ TOURISM

_____ MILITARY/GOVERNMENT CONTRACT (TDY)

_____ MILITARY/GOVERNMENT CONTRACT (PCS)

_____ BUSINESS

_____ OTHER (please list: _____)

8. During this visit to the Alamogordo area which other attractions did you and your group visit? Please check (✓) all that apply.

_____ INTERNATIONAL SPACE HALL OF FAME

_____ CLYDE TOMBAUGH PLANETARIUM

_____ OLIVER LEE STATE PARK

_____ ALAMEDA PARK ZOO

_____ SACRAMENTO MOUNTAINS (Cloudcroft/Ruidoso areas)

_____ SUNSPOT SOLAR OBSERVATORY

_____ AGUIRRE SPRINGS RECREATION AREA

_____ WHITE SANDS MISSILE PARK

_____ THREE RIVERS PETROGLYPH SITE

_____ OTHER: (Please list: _____)

PLEASE GO ON TO NEXT PAGE 

9. During your visit to the Alamogordo area, how much did you and your group spend for lodging, travel, food and other items? Please write "0" if you did not spend any money.

Amount Spent

LODGING \$ _____

TRAVEL (gas, bus fare, etc.) \$ _____

FOOD (restaurant or self-prepared) \$ _____

OTHER (film, gifts, etc.) \$ _____

10. Prior to this visit, how did you and your group get information about White Sands National Monument? Please check (✓) all that apply.

_____ TRAVEL GUIDE/ TOUR BOOK

_____ NEWSPAPER/ MAGAZINE ARTICLES

_____ MAPS

_____ ADVICE FROM FRIENDS OR RELATIVES

_____ PREVIOUS VISIT(S)

_____ TELEPHONE INQUIRY TO THE PARK

_____ WRITTEN INQUIRY TO THE PARK

_____ NO INFORMATION PRIOR TO VISIT

_____ OTHER (Please describe: _____)

11. a) Rate the importance of the following interpretive and visitor services to you and your group during your visit to White Sands National Monument. Please mark each service from 1 to 5 (1= EXTREMELY IMPORTANT, 2= VERY IMPORTANT, 3= MODERATELY IMPORTANT, 4= SOMEWHAT IMPORTANT, 5= NOT IMPORTANT).

- b) Next, rate the quality of each service you or your group used during this visit to White Sands National Monument. Please mark each service used from 1 to 5 (1= VERY GOOD, 2= GOOD, 3= AVERAGE, 4= POOR, 5= VERY POOR).

How Important?
(1-5)

What quality?
(1-5)

_____ PARK FOLDER/MAP _____

_____ VISITOR CENTER EXHIBITS _____

_____ RANGER-LED TALKS AND WALKS _____

_____ EVENING CAMPFIRE PROGRAMS _____

_____ BIG DUNE NATURE TRAIL _____

_____ ROADSIDE EXHIBITS AND
NUMBERED TURNOUTS _____

_____ SALES PUBLICATIONS _____

_____ RESTROOM FACILITIES _____

_____ PICNIC FACILITIES _____

_____ GIFT SHOP _____

_____ SNACK BAR _____

_____ OTHER (Please describe: _____)

PLEASE GO ON TO NEXT PAGE



12. How important to you and your group were the following features during your visit to White Sands National Monument? Please mark each item from 1 to 5 (1= EXTREMELY IMPORTANT, 2= VERY IMPORTANT, 3= IMPORTANT, 4= SOMEWHAT IMPORTANT, 5= NOT IMPORTANT).

_____ SCENIC VIEWS/DRIVE

WILDLIFE

PLANT LIFE

_____ SOLITUDE/QUIET

____ VISITOR CENTER

SCIENTIFIC STUDY

_____ RANGER-LED PROGRAMS

13. If you were planning for the future of White Sands National Monument, what would you propose? Please be specific.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slightly textured appearance, typical of standard office paper. There is no handwriting or other markings on the page.

14. Is there anything else you would like to tell us about your visit to White Sands National Monument?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no text or other markings on the paper.

Thank you for your help! Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox.