



**Social Science Division
National Park Service
U.S. Department of the Interior**

Visitor Services Project

Mesa Verde National Park Visitor Study





United States Department of the Interior
NATIONAL PARK SERVICE
Mesa Verde National Park
P.O. Box 8
Mesa Verde, CO 81330



IN REPLY REFER TO:

August 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Mesa Verde National Park. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: lenale@uidaho.edu.

We appreciate your help.






Sincerely,

Cliff Spencer
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this:  Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed at Mesa Verde National Park. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: lenale@uidaho.edu

Your Visit To Mesa Verde National Park

NOTE: In this questionnaire, your **personal group** is defined as you and anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. a) Prior to this visit, how did your personal group obtain information about Mesa Verde National Park (NP)? Please mark (●) **all** that apply in column (a).

☐ Did not obtain information prior to visit → **Go to part b of this question**

- b) If you were to visit Mesa Verde NP in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) **This visit** b) **Future visit**

Source of information

<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (airport, hotel/motel, restaurant, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Mesa Verde NP website: www.nps.gov/meve
<input type="radio"/>	<input type="radio"/>	Mesa Verde Country website: www.mesaverdecountry.com
<input type="radio"/>	<input type="radio"/>	Aramark website: Visitmesaverde.com
<input type="radio"/>	<input type="radio"/>	Other websites
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (e.g., Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

- c) From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

- d) If NO, what type of park information did your personal group need that was not available? Please be specific.
-
2. a) Was every member in your personal group a resident of the Mesa Verde NP **area** (within 50 miles of the park)?
- ☐ No ☐ Yes → **Go to part d of this question**
- b) Was visiting Mesa Verde NP the primary reason nonresident members of your personal group came to the area (within 50 miles of the park)?
- ☐ No ☐ Yes
- c) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Mesa Verde NP area (within 50 miles of the park)? Please mark (●) **one**.
- ☐ Car ☐ Motorcycle ☐ SUV/truck/van
- ☐ Motorhome ☐ Airplane
- ☐ Other (Please specify) _____
- d) What other attractions in the local area (within 50 miles of the park) did your personal group visit? Please specify below or mark (●) "None."
- Attraction(s) _____ ☐ None
-
3. When did your personal group make the decision to visit Mesa Verde NP? Please mark (●) **one**.
- ☐ On the day of the visit ☐ The day before the visit
- ☐ 3-7 days before the visit ☐ 8-30 days before the visit
- ☐ 1-6 months before the visit ☐ More than 6 months but less than a year before the visit
- ☐ A year or more before the visit
4. What was your personal group's primary destination on this trip?
- ☐ Mesa Verde NP - **OR** - ☐ Location _____
- (Place, city, & state)
5. a) For you only, if you had been unable to visit Mesa Verde NP on this trip, would you have visited at another time?
- ☐ No, unlikely ☐ Yes, likely → **Go to Question 6**

b) If NO, what would you have done with the time you spent on this trip? Please mark (●) **one**.

☐ Gone somewhere else → Distance from home _____ miles

- OR -

Location _____

☐ Vacationed at home (Place, city, & state)

☐ Gone to work at my regular job

☐ Not sure/none of these

6. a) On this visit, in which activities did your personal group participate within Mesa Verde NP? Please mark (●) **all** that apply in column (a).

b) If you were to visit the park in the future, in which activities would your personal group prefer to participate at the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs (other than cliff dwelling tours)
<input type="radio"/>	<input type="radio"/>	Camping
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	Enjoying solitude/quiet
<input type="radio"/>	<input type="radio"/>	Nature study (birdwatching, wildlife viewing, stargazing, etc.)
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Riding the Wetherill Mesa tram
<input type="radio"/>	<input type="radio"/>	Taking a self-guided cliff dwelling tour
<input type="radio"/>	<input type="radio"/>	Visiting Chapin Mesa Archeological Museum
<input type="radio"/>	<input type="radio"/>	Visiting Far View Visitor center
<input type="radio"/>	<input type="radio"/>	Visiting mesa top archeological sites
<input type="radio"/>	<input type="radio"/>	Walking/hiking
<input type="radio"/>	n/a	Other – this visit (Specify) _____
n/a	<input type="radio"/>	Other – future visit (Specify) _____

c) Which one of the above activities was the **primary** reason your personal group visited Mesa Verde NP on this visit? Please list **one** response.

7. a) On this visit, did any member of your personal group take a ranger-guided tour of a cliff dwelling(s)?

☐ No

☐ Yes → **Go to Question 8**

- b) If NO, what prevented you from participating in a ranger-guided tour of a cliff dwelling? Please be specific.

8. a) Please mark (●) **all** of the topics that your personal group learned about on this visit to Mesa Verde NP after viewing exhibits, movies, talking to rangers, etc.

☐ Did not learn about any topics on this visit → **Go to part c of this question**

- b) Please indicate how much your level of understanding of each topic improved during your visit. Please mark (●) **one** answer for each topic.

- c) Please mark (●) the topics your personal group would be interested in learning (or learning more) about on a future visit.

a) Learned about topic?		Topic	b) Level of understanding improved?				c) Interested on future visit?	
Yes	No		Not at all	A little	Somewhat	A lot	Yes	No
<input type="radio"/>	<input type="radio"/>	Culture of the Ancestral Pueblo people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Contemporary American Indian connections to Mesa Verde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Topics about the environment (plants, animals, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Preservation and study of archeological sites at Mesa Verde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. How long did your personal group spend visiting Mesa Verde NP? Please list partial hours/days as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

_____ Number of hours **if less than 24 hours**

- OR -

_____ Number of days **if 24 hours or more**

10. What were the reasons that prevented your personal group from spending more time visiting Mesa Verde NP on this visit? Please be specific.

11. a) On this trip, did anyone in your personal group stay overnight away from their **permanent residence** either inside Mesa Verde NP or in the area (within 50 miles of the park)?

☐ Yes ☐ No → **Go to Question 12**

- b) If YES, please list the number of nights your personal group stayed in Mesa Verde NP and the area within 50 miles of the park. If you did not stay overnight in the park or area, please write "0."

_____ Number of nights inside Mesa Verde NP

_____ Number of nights outside the park in the area (within 50 miles of the park)

- c) & d) In which types of accommodations did your personal group spend the night(s) in Mesa Verde NP and in the area within 50 miles of the park? Please mark (●) **all** that apply.

c) Inside park	d) Outside park (within 50 miles)	Accommodation
<input type="radio"/>	<input type="radio"/>	Lodge, hotel, motel, vacation rental, B&B, etc.
<input type="radio"/>	<input type="radio"/>	RV/trailer camping
<input type="radio"/>	<input type="radio"/>	Tent camping in developed campground
n/a	<input type="radio"/>	Backcountry camping
n/a	<input type="radio"/>	Residence of friends or relatives
<input type="radio"/>	n/a	Other (Specify) _____
n/a	<input type="radio"/>	Other (Specify) _____

12. a) In which communities did your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Mesa Verde NP? Please mark (●) **all** that apply.

☐ Did not need any support services → **Go to Question 13**

☐ Cortez ☐ Dolores ☐ Durango

☐ Mancos ☐ Other (Please specify) _____

- b) Was your personal group able to obtain all of the services that you needed in these communities?

☐ No ☐ Yes → **Go to Question 13**

c) If NO, what needed services were not available?

Service (List)	Comments (Please be specific)
_____	_____
_____	_____
_____	_____

13. It is the National Park Service's responsibility to protect Mesa Verde NP's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water (springs & streams)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark starry night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation of cliff dwellings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. When visiting an area such as Mesa Verde NP, what language(s) do most members of your personal group prefer to use for speaking and reading?

a) Speaking ☐ English ☐ Other (Specify) _____

b) Reading ☐ English ☐ Other (Specify) _____

c) In your opinion, what **services** in the park need to be provided in languages other than English? Please specify a service or mark (●) "None."

☐ Service (Specify) _____ - OR- ☐ None

15. Please list any other archeological sites that your personal group has visited in the Four Corners Region, (Colorado, Utah, Arizona, and New Mexico). Please mark (●) **one**.

- ☐ Have not visited any other archeological site
- ☐ Have visited other archeological sites, but not in this region
- ☐ Visited the following other archeological sites in this region (Specify below)

16. a) On this visit to Mesa Verde NP, please mark (●) all the sites within the park that your personal group visited.

- | | |
|---|--|
| <input type="radio"/> Balcony House | <input type="radio"/> Spruce Tree House |
| <input type="radio"/> Cliff Palace | <input type="radio"/> Cliff Palace Picnic Area |
| <input type="radio"/> Chapin Mesa Archeological Museum | <input type="radio"/> Chapin Mesa Picnic Area |
| <input type="radio"/> Far View Terrace | <input type="radio"/> Far View Visitor Center |
| <input type="radio"/> Far View Sites (Far View House, Far View Tower, Coyote Village, Megalitic House, Pipe Shrine House, Mummy Lake, etc.) | |
| <input type="radio"/> Half-day guided bus tour provided by the park concessioner, ARAMARK | |
| <input type="radio"/> Sites on the Mesa Top Loop road (Pithouse to Pueblo, Sun Temple, etc.) | |
| <input type="radio"/> Sites on Wetherill Mesa (Long House, Step House, Badger, House, etc.) | |

b) On this visit, which trails did you personal group hike? Please mark (●) **all** that apply or "None."

- | | |
|---|--|
| <input type="radio"/> None → Go to Question 17 | |
| <input type="radio"/> Knife Edge Trail | <input type="radio"/> Petroglyph Point Trail |
| <input type="radio"/> Prater Ridge Trail | <input type="radio"/> Point Lookout Trail |
| <input type="radio"/> Soda Canyon Overlook Trail | <input type="radio"/> Spruce Canyon Trail |
| <input type="radio"/> Other (Please specify) _____ | |

17. a) Please mark (●) **all** the information services and facilities that your personal group **used** at Mesa Verde NP during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Information service/facility used	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff (other than ticket sales staff)	_____	_____
<input type="radio"/> Assistance from park staff in purchasing tour tickets	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Chapin Mesa Archeological Museum	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Roadside exhibits	_____	_____
<input type="radio"/> Trailside interpretive exhibits	_____	_____
<input type="radio"/> Park brochure/map or newspaper	_____	_____
<input type="radio"/> Park website: www.nps.gov/meve (used before or during visit)	_____	_____
<input type="radio"/> Aramark website: Visitmesaverde.com (used before or during visit)	_____	_____
<input type="radio"/> Ranger-guided cliff dwelling tours	_____	_____
<input type="radio"/> Other ranger-guided programs	_____	_____
<input type="radio"/> Self-guided trail brochures/booklets	_____	_____
<input type="radio"/> Videos/films	_____	_____
<input type="radio"/> Far View Visitor Center exhibits	_____	_____

- d) If you used the park website: www.nps.gov/meve, did your personal group find the information that you needed on the park website?

☐ No ☐ Yes → **Go to Question 18**

- e) If NO, what type of information did your personal group need that was not available on the park website? Please be specific.

18. a) Would your personal group like to have additional items available for purchase in park stores?

☐ Yes ☐ No → **Go to Question 19**

- b) If YES, please list the items that you would like to have available.

19. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

- | | | |
|---------------------------------|---------------------------|--------------------------|
| a) Commercial guided tour group | <input type="radio"/> Yes | <input type="radio"/> No |
| b) School/educational group | <input type="radio"/> Yes | <input type="radio"/> No |
| c) Other (Please specify below) | <input type="radio"/> Yes | <input type="radio"/> No |

- d) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

20. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

- | | |
|--|--|
| <input type="radio"/> Alone | <input type="radio"/> Friends |
| <input type="radio"/> Family | <input type="radio"/> Family and friends |
| <input type="radio"/> Other (Please specify) _____ | |

- b) On this visit, how many people were in your personal group, including yourself?

_____ Number of people in personal group

- c) On this visit, how many vehicles did your personal group use to arrive at Mesa Verde NP? Please write "0" if you did not arrive by vehicle.

_____ Number of vehicles

- d) On this visit, how many times did your personal group enter Mesa Verde NP during your stay in the area (within 50 miles of the park)?

_____ Number of times entered

21. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

☐ Yes ☐ No → **Go to Question 22**

- b) If YES, what services or activities were difficult to access/participate in?

22. For your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank.

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	Number of visits to Mesa Verde NP (including this visit)	
			c) Past 3 years	d) Lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

23. a) For you only, which category best represents your annual **household** income? Please mark (●) **one**.

<input type="radio"/> Less than \$24,999	<input type="radio"/> \$50,000-\$74,999	<input type="radio"/> \$150,000-\$199,999
<input type="radio"/> \$25,000-\$34,999	<input type="radio"/> \$75,000-\$99,999	<input type="radio"/> \$200,000 or more
<input type="radio"/> \$35,000-\$49,999	<input type="radio"/> \$100,000-\$149,999	<input type="radio"/> Do not wish to answer

- b) How many people are in your household? _____ Number of people
- c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) "None" or specify the amount forgone.

☐ None - **OR** - Amount forgone \$ _____

24. For your personal group, please estimate expenditures for the items listed below for this visit to Mesa Verde NP and the surrounding **area** (within 50 miles of the park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Mesa Verde NP.
- b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 50 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were just for this trip to Mesa Verde NP.

	EXPENDITURES	
	a) Inside park	b) Outside park
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, hotel, motel, cabin, B&B, etc.	\$ _____	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other purchases (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$ _____	\$ _____

- c) How many people do the above expenditures cover? Please write "0" if no children were covered by the expenditures.

_____ Adults (18 years or over)

_____ Children (under 18 years)

25. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. a) What did your personal group like **most** about your visit to Mesa Verde NP?

- b) What did your personal group like **least** about your visit to Mesa Verde NP?

27. Is there anything else your personal group would like to tell us about your visit to Mesa Verde NP?

28. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Mesa Verde NP during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

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