George Washington Carver National Monument Visitor Study
June 2010

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to George Washington Carver National Monument. 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 with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

James R. Heaney

James Heaney
Superintendent

This visitor study is partially funded by Recreation Fee Program funding.
DIRECTIONS

At the end of your visit:

1) Please have the selected individual complete this questionnaire.
2) Answer the questions carefully since each question is different.
3) For questions that use circles (●), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ● Not like this: ✓ × /

4) Seal it with the stickers provided.
5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your personal group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.
Your Visit To George Washington Carver National Monument

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

1. a) Prior to this visit, how did you and your personal group obtain information about George Washington Carver National Monument (NM)? Please mark (●) all that apply in column (a).

   b) If you were to visit George Washington Carver NM in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) all that apply in column (b).

   a) Prior to this visit

   b) Prior to future visits

   O Did not obtain information prior to visit  ➔ Go to part b of this question

   O Chamber of commerce/visitors bureau/state welcome center

   O George Washington Carver NM website: www.nps.gov/gwca

   O Carver Birthplace Association including its website: www.carversfriends.org

   O Other websites

   O Friends/relatives/word of mouth

   O Inquiry to park via phone, mail, or email

   O Local businesses (hotels, motels, restaurants, etc.)

   O Newspaper/magazine articles

   O Other National Park Service sites/units

   O Previous visits

   O Social media (such as Facebook, Twitter, etc.)

   O Television/radio programs/videos/DVDs

   O Travel guides/tour books (such as AAA, etc.)

   O Other (Please specify below)

Prior to this visit ____________________________  Prior to future visit ____________________________

   c) From the sources marked in column (a), did you and your personal group receive the type of information about the park that you needed?

   O No  ➔ Go to Question 2

   O Yes
d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

2. a) Prior to this visit to George Washington Carver NM, were you and your personal group aware of the following tourist attractions? Please mark (●) all that apply in column (a).

b) Which of the following sites did you and your personal group visit on this trip to George Washington Carver NM? Please mark (●) all that apply in column (b).

<table>
<thead>
<tr>
<th>a) Aware of site prior to this visit?</th>
<th>b) Visited on this trip?</th>
</tr>
</thead>
<tbody>
<tr>
<td>O Battle of Carthage Civil War Museum in Carthage, MO</td>
<td>O</td>
</tr>
<tr>
<td>O Joplin Museum Complex in Joplin, MO</td>
<td>O</td>
</tr>
<tr>
<td>O Neosho National Fish Hatchery in Neosho, MO</td>
<td>O</td>
</tr>
<tr>
<td>O Precious Moments in Carthage, MO</td>
<td>O</td>
</tr>
<tr>
<td>O Wildcat Glades Conservation &amp; Audubon Center in Joplin, MO</td>
<td>O</td>
</tr>
<tr>
<td>O Wilson’s Creek National Battlefield in Republic, MO</td>
<td>O</td>
</tr>
<tr>
<td>O Other sites within 200 miles of the monument (Please specify below)</td>
<td>O</td>
</tr>
</tbody>
</table>

Aware prior to this visit ______________________ Visited this trip ______________________

3. On this trip, what was the primary reason that you and your personal group came to the George Washington Carver NM area (within 30 miles of the park)? Please mark (●) one.

| O Resident of the area |
| O Visit George Washington Carver NM |
| O Visit other attractions in the area |
| O Traveling through - unplanned visit |
| O Visit friends/relatives in the area |
| O Business |
| O Other (Please specify) ______________________ |

4. a) Prior to your visit, were you and your personal group aware of the “Carver Birthplace Association,” a non-profit group providing support for activities at George Washington Carver NM?

| O Yes | O No | O Not sure |
b) Would you or anyone in your personal group be interested in receiving information about becoming a member of the Carver Birthplace Association?

- Yourself  
  - Yes  
  - No  
  - Already a member
- Group  
  - Yes  
  - No  
  - Already a member

5. On this visit, were the signs directing you and your personal group to George Washington Carver NM and within the park adequate? Please mark (●) one answer for each.

a) Interstate signs  
  - Yes  
  - No  
  - Did not use

b) State highway signs  
  - Yes  
  - No  
  - Did not use

c) Road signs in local communities  
  - Yes  
  - No  
  - Did not use

d) Signs within the park  
  - Yes  
  - No  
  - Did not use

e) If you answered NO for any of the above, please explain.

- Interstate 
- State highway
- In local communities
- Within the park

6. a) After this visit, do you feel that you are able to make a personal connection to George Washington Carver (i.e., do his life and legacy have a relevant connection to your life today)?

  - Yes  
  - No  ➔ Go to Question 7

b) If YES, what is the most important way that George Washington Carver’s life has relevance to your life today?


7. There are more than 20 sites within the National Park System that preserve or commemorate African American Heritage. Were you aware that George Washington Carver NM was the first national park unit established to honor an African American?

- Yes  
- No
8. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in the area around George Washington Carver NM (within 30 miles of the park)?

   - O Yes
   - O No → **Go to Question 9**

b) If YES, please list the number of nights you and your personal group stayed in the **surrounding area** of George Washington Carver NM.

   _____ Number of nights in the **surrounding area** (within 30 miles of the park)

c) In which types of lodging did you and your personal group spend the night(s)? Please mark (•) all that apply.

   - O Lodges, hotels, motels, vacation rentals, B&B, etc.
   - O RV/trailer camping
   - O Tent camping in developed campground
   - O Seasonal residence
   - O Residence of friends or relatives
   - O Other (Please specify) __________________________

9. a) **On this visit** to George Washington Carver NM, did you and your personal group visit the park on more than one day?

   - O Yes  
   - O No  

b) If YES, on how many days did you visit George Washington Carver NM?

   _____ Number of days

   c) If NO, how many hours did you visit George Washington Carver NM?

   _____ Number of hours

   Please list partial days/hours as ¼,½, or ¾.

d) On this visit to George Washington Carver NM, how many times did you and your personal group enter the park?

   _____ Number of entries

e) On this trip, how many hours in **total** did you and your personal group spend inside the visitor center (watching film, viewing exhibits, etc.)?

   _____ Total number of hours (Please list partial hours as ¼,½, or ¾.)
b) If you were to visit George Washington Carver NM in the future, in which activities would you and your personal group prefer to participate? Please mark (●) all that apply in column (b).

a) Activities on this visit    b) Activities on future visit

- Attending living history demonstration
- Attending ranger-led talk
- Attending science lab demonstration
- Creative arts (photography, sketching, painting, writing)
- Enjoying solitude/quiet
- Nature study (wildlife, birds, wildflowers, etc.)
- Picnicking
- Shopping at park bookstore/gift shop
- Taking guided tour of the Carver Trail
- Video-conferencing/distance learning with the park from offsite locations
- Viewing visitor center museum exhibits
- Walking the Carver Trail (self-guided)
- Walking the Contemplative Loop Trail (off of Carver Trail)
- Watching film at visitor center
- Other (Please specify below)

This visit _______________________ Future visit _______________________

c) Which one of the above activities in column (a) was most important to you and your personal group on this visit to George Washington Carver NM?


11. a) On this visit, was there anything that you and your personal group wanted to do or see in George Washington Carver NM, but were not able to?

- Yes
- No ➔ Go to Question 12

b) If YES, what was it? _______________________________
12. If you were to visit George Washington Carver NM in the future, how would you and your personal group prefer to learn about the cultural and natural history of the park? Please mark (●) all that apply.

- ☐ Not interested in learning about the park  ➔ Go to Question 13
- ☐ Indoor exhibits
- ☐ As a volunteer in the park
- ☐ Environmental education trail
- ☐ Park website: www.nps.gov/gwca
- ☐ Ranger-led interpretive programs
- ☐ Audiovisual programs (DVD, video, or audio)
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Electronic media/devices available to visitors (downloadable digital files, cell phone tours, podcasts, interactive computer programs/tours, etc.)
- ☐ Other (Please specify) ____________________________

13. a) Please mark (●) all the types of indoor exhibits in column (a) that you and your personal group viewed/used during this visit at George Washington Carver NM.

Next, for only those exhibits that you and your personal group viewed/used during this visit, please provide one response to each of the following questions.

b) Was the exhibit lighting and/or audio adequate for viewing and use?

c) Was the exhibit easy to understand?

d) Was the exhibit easy to use?

<table>
<thead>
<tr>
<th>a) Type of exhibit viewed/used on this visit?</th>
<th>b) Lighting adequate?</th>
<th>c) Easy to understand?</th>
<th>d) Easy to use?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not view/use any exhibits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Static exhibits (exhibits that are read)</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
<tr>
<td>Interactive exhibits (matching items, magnetic boards, touch screens)</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
<tr>
<td>Electronic devices/exhibits (computers, headsets, microphones)</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
<tr>
<td>Films in the theatre</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
<tr>
<td>Other ____________________________</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
<td>☐ ☐</td>
</tr>
</tbody>
</table>
e) Please provide any suggestions to help improve the exhibits/films.

____________________________________________________________________________________________________________________________________________________________

14. a) George Washington Carver NM offers a wide range of information services. Please mark (•) all the services that you and your personal group were aware of prior to your visit in column (a).

b) Please mark (•) all the services that you and your personal group became aware of during this visit in column (b).

<table>
<thead>
<tr>
<th>a) Aware prior to visit</th>
<th>b) Became aware of during visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>O Annual special events (e.g., Carver Day in July, Prairie Day in September)</td>
<td>O</td>
</tr>
<tr>
<td>O Educational programs (field trips to the park)</td>
<td>O</td>
</tr>
<tr>
<td>O George Washington Carver NM website: <a href="http://www.nps.gov/gwca">www.nps.gov/gwca</a></td>
<td>O</td>
</tr>
<tr>
<td>O George Washington Carver NM ‘Teacher Packets’ and curriculum</td>
<td>O</td>
</tr>
<tr>
<td>O Gift shop/bookstore</td>
<td>O</td>
</tr>
<tr>
<td>O Guided tours of the Carver Trail (10 a.m. &amp; 2 p.m. daily)</td>
<td>O</td>
</tr>
<tr>
<td>O Junior Ranger program</td>
<td>O</td>
</tr>
<tr>
<td>O Park publications available in Braille</td>
<td>O</td>
</tr>
<tr>
<td>O Park publications available in Spanish</td>
<td>O</td>
</tr>
<tr>
<td>O Park “ Quarterly Calendar of Activities”</td>
<td>O</td>
</tr>
<tr>
<td>O Research library</td>
<td>O</td>
</tr>
<tr>
<td>O Trail guide (self-guided booklet)</td>
<td>O</td>
</tr>
<tr>
<td>O Traveling trunk loan program</td>
<td>O</td>
</tr>
<tr>
<td>O Video loan library (Carver videos, African American heritage videos)</td>
<td>O</td>
</tr>
<tr>
<td>O Volunteer-In-Park opportunities</td>
<td>O</td>
</tr>
</tbody>
</table>

15. a) Were there any services or facilities (such as indoor seating, outdoor seating, shaded areas along the trail, picnicking, snacks, drinking water, internet access, phone access, recreational opportunities, etc.) your personal group desired but were not available in the park?

O Yes O No ➔ Go to Question 16
b) If YES, what services or facilities did your group desire that were not available?

16. a) George Washington Carver NM interpretive programs and exhibits discuss topics related to the life and accomplishments of George Washington Carver. Please mark (●) all the topics you and your personal group learned about on this visit.

Did not learn about any topics on this visit ➔ Go to part c of this question

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

c) Next, mark (●) the topics you and your personal group would be interested in learning about or learning more about on a future visit.

<table>
<thead>
<tr>
<th>Topic</th>
<th>a) Learned on this visit?</th>
<th>b) Level of understanding improved?</th>
<th>c) Learn/learn more about on future visit?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carver’s childhood</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Carver’s educational pursuits</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Carver’s life’s work</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Carver’s view of God and science</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Carver’s artistic expressions</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Carver’s humanitarian work</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Carver’s work on race relations</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

d) Please list any additional topics you and your personal group are interested in learning about George Washington Carver.

________________________________________

e) What is one story about George Washington Carver’s life and legacy that you might share with friends or relatives?

________________________________________

________________________________________
17. For you and your personal group, please estimate all expenditures for the items listed below for this visit to George Washington Carver NM and the surrounding area (within 30 miles of the park). **Please write "0" if no money was spent in a particular category.**

   a) Please list your group’s total expenditures inside George Washington Carver NM.

   b) Please list your group’s total expenditures in the **surrounding area** outside the park (within 30 miles of the park).

   **NOTE:** Surrounding area residents should only include expenditures that were **just for this trip** to George Washington Carver NM.

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Inside park</th>
<th>b) Outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodges, hotels, motels, cabins, B&amp;B, etc.</td>
<td>N/A</td>
<td>$_________</td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>N/A</td>
<td>$_________</td>
</tr>
<tr>
<td>Guide fees and charges</td>
<td>N/A</td>
<td>$_________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>N/A</td>
<td>$_________</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>N/A</td>
<td>$_________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>N/A</td>
<td>$_________</td>
</tr>
<tr>
<td>Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)</td>
<td>N/A</td>
<td>$_________</td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Donations</td>
<td>$_________</td>
<td>$_________</td>
</tr>
</tbody>
</table>

   c) How many people do the above expenses cover?

   _____ Adults (18 years or over)       _____ Children (under 18 years)

   Please write “0” if no children were covered by the expenditures.

18. For you only, what is the highest level of education you have completed? Please mark (●) one.

   O Some high school
   O Bachelor’s degree
   O High school diploma/GED
   O Graduate degree
   O Some college
19. On this visit, were you and your personal group part of the following types of organized groups? Please mark (●) one.

a) Commercial guided tour group
   ○ Yes  ○ No

b) School/educational group
   ○ Yes  ○ No

c) Other organized group (scouts, work, church, etc.)
   ○ Yes  ○ No

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

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

   ○ Alone  ○ Friends
   ○ Family  ○ Family and friends
   ○ 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 you and your personal group use to arrive at the park? Please write “0” if you did not arrive by vehicle.
   _______ Number of vehicles

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 on to Question 22

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

________________________________________________________________________

c) Because of the physical condition, what specific difficulties did the person(s) have? Please mark (●) all that apply.

   ○ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)

   ○ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)

   ○ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)

   ○ Other (Please specify) _____________________________________________
22. For you and your personal group on this visit, please provide the following. If you do not know the answer, leave blank.

<table>
<thead>
<tr>
<th>a) Current age</th>
<th>b) U.S. ZIP code or name of country other than U.S.</th>
<th>c &amp; d) Number of visits to George Washington Carver NM (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td>Lifetime Last 12 months</td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td></td>
<td></td>
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<tr>
<td>Member #5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Hispanic or Latino</td>
<td>O  O  O  O  O  O  O</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No, not Hispanic or Latino</td>
<td>O  O  O  O  O  O  O</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>O  O  O  O  O  O  O</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td>O  O  O  O  O  O  O</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black or African American</td>
<td>O  O  O  O  O  O  O</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>O  O  O  O  O  O  O</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>O  O  O  O  O  O  O</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
24. a) Which category best represents your annual household income? Please mark (●) one.

- Less than $24,999
- $25,000-$34,999
- $35,000-$49,999
- $50,000-$74,999
- $75,000-$99,999
- $100,000-$149,999
- $150,000-$199,999
- $200,000 or more
- Do not wish to answer

b) How many people are in your household? _______ Number of people

25. a) What did you and your personal group like most about your visit to George Washington Carver NM?

__________________________________________________________________________

b) What did you and your personal group like least about your visit to George Washington Carver NM?

__________________________________________________________________________

26. If you were a manager planning for the future of George Washington Carver NM, what would you and your personal group propose?

__________________________________________________________________________

__________________________________________________________________________

27. Is there anything else you and your personal group would like to tell us about your visit to George Washington Carver NM?

__________________________________________________________________________

__________________________________________________________________________

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

Very poor Poor Average Good Very good

- Very poor
- Poor
- Average
- Good
- Very good

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

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139