



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

Visitor Services Project

George Washington Carver National Monument Visitor Study





IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
George Washington Carver National Monument
5646 Carver Road
Diamond, MO 64840-8314

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

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 (O), 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

- | | |
|--|-----------------------|
| <input type="radio"/> Did not obtain information prior to visit → Go to part b of this question | |
| <input type="radio"/> Chamber of commerce/visitors bureau/state welcome center | <input type="radio"/> |
| <input type="radio"/> George Washington Carver NM website: www.nps.gov/gwca | <input type="radio"/> |
| <input type="radio"/> Carver Birthplace Association including its website:
www.carversfriends.org | <input type="radio"/> |
| <input type="radio"/> Other websites | <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 (hotels, motels, restaurants, etc.) | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> Other National Park Service sites/units | <input type="radio"/> |
| <input type="radio"/> Previous visits | <input type="radio"/> |
| <input type="radio"/> Social media (such as Facebook, Twitter, etc.) | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/videos/DVDs | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.) | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

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?

- No Yes → **Go to Question 2**

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).

a) Aware of site prior to this visit?

b) Visited on this trip?

- | | | |
|-----------------------|---|-----------------------|
| <input type="radio"/> | Battle of Carthage Civil War Museum in Carthage, MO | <input type="radio"/> |
| <input type="radio"/> | Joplin Museum Complex in Joplin, MO | <input type="radio"/> |
| <input type="radio"/> | Neosho National Fish Hatchery in Neosho, MO | <input type="radio"/> |
| <input type="radio"/> | Precious Moments in Carthage, MO | <input type="radio"/> |
| <input type="radio"/> | Wildcat Glades Conservation & Audubon Center in Joplin, MO | <input type="radio"/> |
| <input type="radio"/> | Wilson's Creek National Battlefield in Republic, MO | <input type="radio"/> |
| <input type="radio"/> | Other sites within 200 miles of the monument (Please specify below) | <input type="radio"/> |

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**.

- Resident of the area
- Visit George Washington Carver NM
- Visit other attractions in the area
- Traveling through - unplanned visit
- Visit friends/relatives in the area
- Business
- 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?

- Yes No Not sure

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)?

Yes 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.

Lodges, hotels, motels, vacation rentals, B&B, etc.

RV/trailer camping

Tent camping in developed campground

Seasonal residence

Residence of friends or relatives

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?

Yes
↓

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 $\frac{1}{4}$, $\frac{1}{2}$, or $\frac{3}{4}$.

- 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 $\frac{1}{4}$, $\frac{1}{2}$, or $\frac{3}{4}$.)

10. a) On this visit, in which activities did you and your personal group participate within George Washington Carver NM? Please mark (●) **all** that apply in column (a).

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

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

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? _____

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).

a) Aware prior to visit

**b) Became aware
of during visit**

- | | | |
|-----------------------|---|-----------------------|
| <input type="radio"/> | Annual special events (e.g., Carver Day in July, Prairie Day in September) | <input type="radio"/> |
| <input type="radio"/> | Educational programs (field trips to the park) | <input type="radio"/> |
| <input type="radio"/> | George Washington Carver NM website: www.nps.gov/gwca | <input type="radio"/> |
| <input type="radio"/> | George Washington Carver NM 'Teacher Packets' and curriculum | <input type="radio"/> |
| <input type="radio"/> | Gift shop/bookstore | <input type="radio"/> |
| <input type="radio"/> | Guided tours of the Carver Trail (10 a.m. & 2 p.m. daily) | <input type="radio"/> |
| <input type="radio"/> | Junior Ranger program | <input type="radio"/> |
| <input type="radio"/> | Park publications available in Braille | <input type="radio"/> |
| <input type="radio"/> | Park publications available in Spanish | <input type="radio"/> |
| <input type="radio"/> | Park "Quarterly Calendar of Activities" | <input type="radio"/> |
| <input type="radio"/> | Research library | <input type="radio"/> |
| <input type="radio"/> | Trail guide (self-guided booklet) | <input type="radio"/> |
| <input type="radio"/> | Traveling trunk loan program | <input type="radio"/> |
| <input type="radio"/> | Video loan library (Carver videos, African American heritage videos) | <input type="radio"/> |
| <input type="radio"/> | Volunteer-In-Park opportunities | <input type="radio"/> |

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?

- Yes 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.

a) Learned on this visit?	b) Level of understanding improved?				c) Learn/learn more about on future visit?	
	Not at all	A little	Somewhat	A lot	Yes	No
<input type="radio"/> Carver's childhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Carver's educational pursuits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Carver's life's work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Carver's view of God and science	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Carver's artistic expressions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Carver's humanitarian work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Carver's work on race relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.

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

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**.

- | | |
|---|---|
| <input type="radio"/> Some high school | <input type="radio"/> Bachelor's degree |
| <input type="radio"/> High school diploma/GED | <input type="radio"/> Graduate degree |
| <input type="radio"/> 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) _____

24. a) Which category best represents your annual **household** income? Please mark (●) **one**.

- Less than \$24,999
- \$50,000-\$74,999
- \$150,000-\$199,999
- \$25,000-\$34,999
- \$75,000-\$99,999
- \$200,000 or more
- \$35,000-\$49,999
- \$100,000-\$149,999
- 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
- -
 -
 -
 -

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

OFFICIAL BUSINESS

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