Jefferson National Expansion Memorial

Visitor Study
Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Jefferson National Expansion Memorial. 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 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, NPS VSP 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.

Thank you in advance for providing important feedback regarding your visit.

Sincerely,

Thomas A. Bradley
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 (○), 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.

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**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 Jefferson National Expansion Memorial. 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 Jefferson National Expansion Memorial

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, was your personal group aware that Jefferson National Expansion Memorial is a unit of National Park System?
   - Yes
   - No

   b) Prior to this visit, was your personal group aware that Jefferson National Expansion Memorial was established to memorialize Thomas Jefferson’s part in westward expansion, the pioneers who explored the west, Dred Scott, and the Old Courthouse?
   - Yes
   - No

2. a) Was every member in your personal group a resident of the St. Louis area (within 30 miles of the park)?
   - No
   - Yes ➔ Go to Question 3

   b) Was visiting Jefferson National Expansion Memorial the primary reason that the nonresident members in your personal group came to the St. Louis area (within 30 miles of the park)?
   - Yes
   - No

   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 St. Louis area (within 30 miles of the park)? Please mark (●) one.
   - Car
   - Motorcycle
   - SUV/truck/van
   - Motorhome
   - Airplane
   - Other (Specify) __________

3. What was your personal group’s primary destination on this trip?
   - Jefferson National Expansion Memorial
   - OR -
   - Location ________________________________ (Place, city, & state)

4. a) On this visit, how many hours in total did your personal group spend visiting the Jefferson National Expansion Memorial? Please list partial hours as ¼, ½, ¾.
   - Number of hours

   b) On this visit, did your personal group visit Jefferson National Expansion Memorial on more than one day?
   - Yes
   - No ➔ Go to Question 5
c) If YES, how many days did you visit the park? ______ Number of days

5. On this visit, which were the reasons your personal group visited Jefferson National Expansion Memorial? Please mark (●) all that apply.

☐ Visit a National Park Service site  ☐ Learn history
☐ Show park to friends/relatives  ☐ Saw sign on highway
☐ Obtain stamp in National Park Service passport
☐ Travel to the top of the Gateway Arch
☐ Visit African American history site
☐ Other (Please specify) ________________________________

6. When did your personal group make the decision to visit Jefferson National Expansion Memorial? Please mark (●) one.

☐ On the day of the visit
☐ The day before the visit
☐ 3 days to a week before the visit
☐ More than a week to a month before the visit
☐ More than a month to 6 months before the visit
☐ More than 6 months, but less than a year before the visit
☐ A year or more before the visit

7. a) On this visit, how many vehicles did your personal group use to arrive at the Memorial parking?
   ______ Number of vehicles
   – OR –
   ☐ Walked/bicycled/used public transportation
   ☐ Parked somewhere else

b) If you parked at the Memorial parking, did your personal group find the parking location convenient?
   ☐ Yes  ☐ No
c) If your personal group parked at the Memorial parking, did you feel safe parking there?

O Yes  O No

8. a) For you only, if you had been unable to visit Jefferson National Expansion Memorial on this trip, would you have visited at another time?

O No, unlikely  O Yes, likely ➔ Go to Question 9

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

O Gone somewhere else ➔ Distance from home __________________________
   - OR -
   Location __________________________
   (Place, city, & state)

O Vacationed at home

O Gone to work at my regular job

O Not sure/none of these

9. a) On this trip, did anyone in your personal group stay overnight, away from their permanent residence, in St. Louis or in the area within 30 miles of the park?

O Yes  O No ➔ Go to Question 10

b) If YES, how many nights were spent in each of the following types of lodging in St. Louis (or in the area within 30 miles of the park)?

_____ Lodge, hotel, motel, vacation rental, B&B, etc.

_____ RV/trailer camping

_____ Tent camping in developed campground

_____ Seasonal residence

_____ Residence of friends or relatives

_____ Other (Please specify) __________________________
10. a) On this visit, in which activities did your personal group participate within Jefferson National Expansion Memorial? 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 within the park? Please mark (●) all that apply in column (b).

<table>
<thead>
<tr>
<th>a) This visit</th>
<th>b) Future visit</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>O</td>
<td>Attending ranger-led talks/programs/tours</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Bicycle rentals</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Helicopter ride</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Old Cathedral on Gateway Arch grounds</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Participating in Junior Ranger program</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Picnicking</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Recreational activities on Gateway Arch grounds (jogging, bicycling, etc.)</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Riverboat cruise</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Shopping in park bookstore (at Gateway Arch or Old Courthouse)</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Tram ride to the top of the Arch</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Viewing films</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Visiting the Museum of Westward Expansion at the Arch</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Visiting the Old Courthouse</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Walking the park grounds</td>
</tr>
<tr>
<td>O</td>
<td>n/a</td>
<td>Other – this visit (Please specify below)</td>
</tr>
<tr>
<td>n/a</td>
<td>O</td>
<td>Other – future visit (Please specify below)</td>
</tr>
</tbody>
</table>
11. a) On this visit, which locations did your personal group visit within St. Louis? Please mark (●) all that apply in column (a).

b) If you were to visit St. Louis in the future, in which locations would your personal group plan to visit? Please mark (●) all that apply in column (b).

<table>
<thead>
<tr>
<th>a) This visit</th>
<th>b) Future visit</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>O</td>
<td>City Garden</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>City Museum</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Forest Park (includes Art Museum, History Museum, Science Center, and St. Louis Zoo)</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Grant’s Farm</td>
</tr>
<tr>
<td>●</td>
<td>O</td>
<td>Jefferson National Expansion Memorial</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Missouri Botanical Garden</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>St. Louis Cardinals game</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Ulysses S. Grant National Historic Site</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Other – this visit (Please specify below)</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Other – future visit (Please specify below)</td>
</tr>
</tbody>
</table>

12. a) On this visit, did your personal group visit the Old Courthouse?

| O | Yes | O | No ➔ Go to part c |

b) If YES, why did your personal group choose to visit the Old Courthouse? Please mark (●) all that apply.

| O | Historic Architecture | O | History of Dred Scott |
| O | Other (Please specify) |                                           |

c) If NO, why not? Please mark (●) one.

| O | Not interested |
| O | Building appeared closed |
| O | Did not know about the Old Courthouse |
| O | Other (Please specify) |
13. a) On this visit, did your personal group visit any part of the Gateway Arch (grounds, museum, or tram to the top)?

- [ ] Yes
- [ ] No  ➔ Go to Question 14

b) If you visited both Old Courthouse and Gateway Arch, where did your personal group visit first?

- [ ] Visited Old Courthouse first
- [ ] Visited Gateway Arch first

14. Currently, several concession fees are charged at Jefferson National Expansion Memorial for different services including parking, tram ride in the arch and movies in the museum. (Some fees include the $3 park entrance fee and thus are discounted for pass holders and combined ticket.) On this visit, please rate the fees paid for each of the concession services below.

<table>
<thead>
<tr>
<th>Service</th>
<th>Did not use</th>
<th>Too low</th>
<th>About right</th>
<th>Too high</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arch tram ($10/adult and $2.50/child)</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Lewis and Clark movie ($4/adult and $2.50/child)</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Monument to the Dream movie ($4/adult)</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Parking fee</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

15. If you were to visit Jefferson National Expansion Memorial in the future, in which activities/programs would your personal group be interested in using/participating? Please mark (●) all that apply.

- [ ] Not interested in park activities/programs  ➔ Go to Question 16
- [ ] Indoor exhibits
- [ ] Outdoor exhibits
- [ ] Temporary exhibits that change
- [ ] Children’s programs
- [ ] Audiovisual programs (movies, video, or audio)
- [ ] Electronic media/devices available to visitors (downloadable digital files, podcasts, interactive computer programs/tours, etc.)
- [ ] Living history demonstrations/costumed interpretive programs
- [ ] Printed materials (brochures, books, maps, etc.)
- [ ] Other (Please specify) _________________________________
16. If you were to visit Jefferson National Expansion Memorial in the future, in which outdoor activities/programs would your personal group be interested in participating? Please mark (●) all that apply.

- Not interested in park activities/programs  ➔ Go to Question 17
- Bicycling
- Bird watching
- Children’s educational play area
- Children’s programs
- Jogging
- Living history demonstrations/costumed interpretive programs
- Other (Please specify) ________________________________

17. a) If the park were expanded to the Illinois side of the river, and it was convenient to access, would your personal group visit this new addition to the park?

- Yes, likely
- No, unlikely
- Not sure  ➔ Go to Question 18

b) If YES, how would you prefer to travel to the new site? Please mark (●) one.

- Bicycle
- Public transportation
- Private vehicle (car, motorcycle, etc.)
- Other (Please specify) ________________________________

18. If you were to visit Jefferson National Expansion Memorial in the future, in which types of activities/programs along the riverfront would your personal group be interested in participating? Please mark (●) all that apply.

- Not interested in park activities/programs  ➔ Go to Question 19
- Bicycle rentals
- Dining
- Interpretive programs
- Other (Please specify) ________________________________
19. For your personal group, please estimate expenditures for the items listed below for this visit to Jefferson National Expansion Memorial 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 personal group's total expenditures inside Jefferson National Expansion Memorial.

b) Please list your personal 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 visit to Jefferson National Expansion Memorial.

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Inside park</th>
<th>b) Outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spent no money (●)</td>
<td>○ ➔ Go to (b)</td>
<td>○ ➔ Go to (c)</td>
</tr>
<tr>
<td>Lodge, hotel, motel, cabin, 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>$__________</td>
<td>$__________</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>$__________</td>
</tr>
<tr>
<td>Other transportation expenses</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>(rental cars, taxis, auto repairs, but NOT airfare)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>All other purchases (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)</td>
<td>$__________</td>
<td>$__________</td>
</tr>
</tbody>
</table>

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)
20. a) For the safety issues below, please indicate how safe your personal group felt from crime and accidents during this visit to Jefferson National Expansion Memorial. Please mark (●) one answer for each issue.

<table>
<thead>
<tr>
<th>Safety issue</th>
<th>Very unsafe</th>
<th>Unsafe</th>
<th>Neither safe nor unsafe</th>
<th>Safe</th>
<th>Very safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal safety—from crime</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Personal safety—from accidents</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Personal property—from crime</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

   b) If you marked that you felt “very unsafe” or “unsafe” for any of the above issues, please explain why.

21. 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
   O Yes O No
   b) School/educational group
   O Yes O No
   c) Other (scouts, work, church, etc.)
   O Yes O No

   d) If you were with an organized group, how many people, including yourself, were in this group?

       ______ Number of people in organized group

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

   O Alone
   O Friends
   O Family
   O Family and friends

   O Other (Please specify) ________________________________

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

       ______ Number of people in personal group
23. a) For you only, which category best represents your annual household income? Please mark (●) one.

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

- [O] None - OR - Amount forgone $ __________

24. For your personal group on this visit, please provide the following. If you do not know the answer, please leave it 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) Past 12 months</th>
<th>d) Lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

25. a) Are 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</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>No, not Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>
b) What is the race of each member of your personal group? Please mark (●) one or more for each group member.

<table>
<thead>
<tr>
<th></th>
<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</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Asian</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Black or African American</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>White</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

26. When visiting an area such as Jefferson Expansion National Memorial, which language(s) do most members of your personal group prefer to use for the following?

   a) Speaking  O   English  O   Other (Specify) ____________________________

   b) Reading   O   English  O   Other (Specify) ____________________________

   c) What services in the park need to be provided in languages other than English? Please specify a service or mark (●) “None.”

   O   Service (Specify) ____________________________ - OR - O   None

27. a) Did anyone in your personal group have difficulty accessing or participating in park activities or services due to a disability or physical challenge?

   O   Yes  O   No ⇒ Go on to Question 28

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

   ____________________________

   c) Which specific problems did the person(s) have? Please mark (●) all that apply.

   O   Hearing (difficulty hearing ranger programs, films, audio-visual exhibits or programs, or information desk staff)

   O   Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs)

   O   Mobility (difficulty accessing facilities, services, or programs)

   O   Other (Please specify) ____________________________
28. a) What did your personal group like **most** about your visit to Jefferson National Expansion Memorial?

_____________________________________________________________________________________

b) What did your personal group like **least** about your visit to Jefferson National Expansion Memorial?

_____________________________________________________________________________________

29. Please provide any suggestions you may have to improve your personal group’s experience at Jefferson National Expansion Memorial.

_____________________________________________________________________________________

_____________________________________________________________________________________

30. Is there anything else your personal group would like to tell us about your visit to Jefferson National Expansion Memorial?

_____________________________________________________________________________________

_____________________________________________________________________________________

31. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Jefferson National Expansion Memorial during this visit? Please mark (●) **one**.

<table>
<thead>
<tr>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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

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