Booker T. Washington
National Monument
Visitor Study

The
Visitor
Services
Project
August, 1995

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Booker T. Washington National Monument. This will assist us in our efforts to better manage Booker T. Washington NM, and to serve you, the visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take a few minutes of your time during or after your visit.

When your visit is over, please complete the questionnaire. Seal it with the sticker provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83844-1133.

We truly appreciate your help.

Sincerely,

Rebecca Harriett
Superintendent
DIRECTIONS
One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:
16 U.S.C. 1a-7 authorize 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 group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law.

Burden estimate statement: Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Service Information Collection Clearance Officer, National Park Service, P.O. Box 37127, Washington, D.C. 20013-7127; and to the Office of Management and Budget, Paperwork Reduction Project, 1024-0000, Washington, D.C. 20503.
Your Visit to Booker T. Washington NM

1. Before this visit, how did you and your group get information about Booker T. Washington National Monument? Please check (✓) all that apply.

   _____ RECEIVED NO INFORMATION PRIOR TO THIS VISIT → GO ON
   _____ PREVIOUS VISITS
   _____ FRIEND OR RELATIVE
   _____ TEACHER OR INSTRUCTOR AT SCHOOL
   _____ COMMUNITY LEADER (CHURCH, CIVIC GROUP, GOVERNMENT)
   _____ ANOTHER NATIONAL PARK SERVICE SITE
   _____ ROADSIDE SIGNS
   _____ TRAVEL GUIDE / TOUR BOOK
   _____ BROCHURE / MAP
   _____ NEWSPAPER / MAGAZINE
   _____ OTHER (Please describe: ______________________________________)

2. Is this your first visit to a national park site with a focus on African–American history? Please check (✓) only one.

   _____ YES
   _____ NO
   _____ NOT SURE

3. On this visit, how much time did you and your group spend at Booker T. Washington National Monument?

   NUMBER OF HOURS _____ AND / OR MINUTES ____
4. What were your reasons for visiting Booker T. Washington National Monument? Please check (√) all that apply.

- LEARN ABOUT BOOKER T. WASHINGTON
- LEARN ABOUT SLAVERY
- LEARN ABOUT AFRICAN–AMERICAN HISTORY
- SEE A WORKING TOBACCO FARM
- PICNIC OR RECREATE
- ATTEND A RANGER–LED PROGRAM
- VISIT A NATIONAL PARK SERVICE SITE
- PERSONAL REFLECTION
- OTHER (Please describe:________________________________________)

5. Did you have any difficulty locating Booker T. Washington National Monument? Please check (√) only one.

- NO ➔ GO ON TO QUESTION 6
- NOT SURE ➔ GO ON TO QUESTION 6
- YES

If YES, how could locating Booker T. Washington National Monument be made easier?

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

PLEASE GO ON TO NEXT PAGE
Your Activities

6. On the list below, please check all of the activities that you and your group participated in during this visit to Booker T. Washington National Monument. Please check (✓) all that apply.

_____ WATCH SLIDE SHOW
_____ ATTEND RANGER-LED PROGRAM
_____ WATCH LIVING HISTORY PRESENTATION
_____ VISIT FARM AREA
_____ SHOP AT PARK BOOKSTORE
_____ TALK WITH PARK STAFF
_____ EAT IN PICNIC AREA
_____ WALK JACK-O-LANTERN TRAIL LOOP
_____ VIEW ROADSIDE OR TRAIL-SIDE EXHIBITS
_____ OTHER (Please describe: ________________________________)

7. In your own words, what are the main ideas you learned at Booker T. Washington National Monument?

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
About Your Group

8. On this visit, how many people, including yourself, were in your group?

_____ NUMBER OF PEOPLE

9. On this visit, what kind of group were you with? Please check (✓) only one.

_____ ALONE
_____ FAMILY
_____ FRIENDS
_____ FAMILY AND FRIENDS
_____ OTHER (Please describe:______________________________________)

10. For you and your group, please indicate:

<table>
<thead>
<tr>
<th>CURRENT AGE</th>
<th>U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY</th>
<th>NUMBER OF VISITS TO THIS PARK (INCLUDING THIS VISIT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOURSELF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER #2</td>
<td></td>
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<tr>
<td>MEMBER #3</td>
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<td>MEMBER #4</td>
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<td>MEMBER #5</td>
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<td>MEMBER #6</td>
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<tr>
<td>MEMBER #7</td>
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</tbody>
</table>

PLEASE GO ON TO NEXT PAGE
11. Please list the ethnic backgrounds represented by the individuals in your group. Please check (v) all that apply.

_____ DO NOT WISH TO ANSWER  ➞  GO ON TO QUESTION 12

_____ AMERICAN INDIAN, ALASKAN NATIVE
_____ ASIAN OR PACIFIC ISLANDER
_____ HISPANIC
_____ BLACK, NOT OF HISPANIC ORIGIN
_____ WHITE, NOT OF HISPANIC ORIGIN

Your Opinions

12. What did you and your group like most about your visit to Booker T. Washington National Monument?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

13. What did you and your group like least about your visit to Booker T. Washington National Monument?

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________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

________________________________________________________________________
14. a) Please check (√) the visitor services and facilities which you and your group used during this visit to Booker T. Washington National Monument.

b) Next, for only those services and facilities which you and your group used, please rate their importance from 1-5.

c) Finally, for only those services and facilities which you or your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>Use service or facility?</th>
<th>If used, how important?</th>
<th>If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (√)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Very important 1   2   3</td>
<td>Very good 1   2   3   4   5</td>
</tr>
<tr>
<td></td>
<td>Not important 4   5</td>
<td>Very poor 4   5</td>
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<tr>
<td>PARK BROCHURE</td>
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<tr>
<td>BOOK SALES AREA</td>
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<tr>
<td>ASSISTANCE FROM PARK STAFF</td>
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<tr>
<td>LIVING HISTORY PRESENTATIONS</td>
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<td>ROAD AND TRAIL–SIDE EXHIBITS</td>
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<tr>
<td>RANGER–LED PROGRAMS</td>
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<tr>
<td>PICNIC AREA</td>
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<tr>
<td>RESTROOMS</td>
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</tbody>
</table>

15. How important to your visit was the discussion of subjects such as racial discrimination, lynching, and slavery conditions? Please check (√) only one.

|                          |                          |
| EXTREMELY IMPORTANT      |                          |
| VERY IMPORTANT           |                          |
| IMPORTANT                |                          |
| SOMEWHAT IMPORTANT       |                          |
| NOT AT ALL IMPORTANT     |                          |

PLEASE GO ON TO NEXT PAGE
16. On a future visit to Booker T. Washington National Monument, what subjects would you be most interested in learning about? Please check (✓) all that apply.

___ SLAVERY
___ EMANCIPATION (1865, the end of slavery)
___ RECONSTRUCTION (1867 – 1877)
___ TOBACCO AGRICULTURE
___ TUSKEGEE INSTITUTE AND VOCATIONAL EDUCATION
___ JIM CROW ERA AND SEGREGATION
___ AFRICAN–AMERICANS AND EDUCATION
___ OTHER (Please describe: _______________________ )

17. If you were a manager planning for the future of Booker T. Washington National Monument, what would you propose? Please be specific.

__________________________________________________________________________
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__________________________________________________________________________
18. Is there anything else you and your group would like to tell us about your visit to Booker T. Washington National Monument?

____________________________________________________________________________________

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____________________________________________________________________________________

19. Overall, how would you rate the quality of the visitor services provided to you and your group at Booker T. Washington National Monument during this visit? Please circle only one.

VERY GOOD     GOOD     AVERAGE     POOR     VERY POOR

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

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OFFICIAL BUSINESS

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