George Washington Carver National Monument Visitor Study

Summer 2010

Natural Resource Report NPS/NRPC/SSD/NRR—2010/397/106048
ON THE COVER
Statue of George Washington Carver
Photograph courtesy of George Washington Carver National Monument
George Washington Carver National Monument Visitor Study

Summer 2010

Natural Resource Report NPS/NRPC/SSD/NRR—2010/397/106048

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November 2010

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Executive Summary

- This report describes the results of a visitor study at George Washington Carver National Monument (NM) during June 12 – July 3, 2010. A total of 350 questionnaires were distributed to visitor groups. Of those, 224 questionnaires were returned resulting in a 64% response rate.

- This report profiles a systematic random sample of George Washington Carver NM visitors. Most results are presented in graphs and frequency tables.

- Thirty-eight percent of visitor groups were in groups of two and 21% were in groups of five or more. Seventy-nine percent of visitor groups were in family groups.

- United States visitors comprised 98% of total visitation during the survey period, with 47% from Missouri and smaller proportions from 29 other states. There were too few international visitors to provide reliable results.

- Seventy-nine percent of visitors were visiting the park for the first time in their lifetime and 69% were visiting for the first time in the past 12 months.

- Thirty-six percent of visitors were ages 31-55 years, 23% were ages 10 years or younger, and 7% were ages 71 or older. Thirty-three percent of respondents had completed some college.

- Few visitor groups (23%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through previous visits (43%), and most (96%) received the information they needed. To obtain information for a future visit, 40% of visitor groups would use friends/relatives/word of mouth.

- For 43% of non-resident visitor groups, the primary reason for visiting the park area (within 30 miles) was to visit George Washington Carver NM.

- Twenty-eight percent of visitor groups stayed overnight in the area within 30 miles of the park, of which 37% percent stayed just one night.

- Thirty-eight percent of visitor groups spent two hours visiting the park, and the average length of visit was 2.2 hours.

- The most common activity was viewing visitor center museum exhibits (88%) and the most important activity was walking the Carver Trail (28%).

- Prior to their visit, the most common information service that visitors groups were aware of was the park gift shop/bookstore (69%) and the most common information service that visitor groups became aware of during their visit was guided tours of the Carver Trail (53%).

- The most common topic that visitors learned about on this visit was Carver’s childhood (91%). On future visits, visitor groups would most like to learn about Carver’s humanitarian work (88%).

- Most visitor groups (98%) rated the overall quality of facilities, services, and recreational opportunities at George Washington Carver NM as “very good” or “good.” One percent of groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website http://www.psu.uidaho.edu.
Acknowledgements

We thank Steve Illum for overseeing the field work, the staff and volunteers of George Washington Carver National Monument for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

About the Authors

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Introduction

This report describes the results of a visitor study at George Washington Carver National Monument (NM) in Diamond, Missouri conducted June 12 – July 3, 2010 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The National Park Service website for George Washington Carver NM describes it: “The young boy known as the ‘Plant Doctor’ tended his secret garden while observing the day to day operations of a successful 19th century farm. Nature and nurture ultimately influenced George on his journey to becoming a renowned scientist of agriculture” (www.nps.gov/gwca, retrieved September, 2010).

Organization of the Report

The report is organized into three sections.

Section 1: Methods. This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results. This section provides summary information for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

Appendix 1: The Questionnaire. A copy of the questionnaire distributed to visitor groups.

Appendix 2: Additional Analysis. A list of sample questions for cross-references and cross-comparisons. Comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report.

Appendix 3: Decision rules for checking non-response bias. An explanation of how the non-response bias was determined.

Appendix 4: Visitor Services Project Publications. A complete list of publications by the VSP. Copies of these reports can be obtained by visiting the website: www.psu.uidaho.edu/vsp/reports.htm or by contacting the VSP office at (208) 885-7863.

Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.
Presentation of the Results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE

1. The figure title describes the graph's information.

2. Listed above the graph, the “N” shows the number of individuals or visitor groups responding to the question. If “N” is less than 30, “CAUTION!” is shown on the graph to indicate the results may be unreliable.

   * appears when total percentages do not equal 100 due to rounding.
   **appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportions of responses in each category.

5. In most graphs, percentages provide additional information.

FIGURE 14: Number of visits to the park in past 12 months
Methods

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at the visitor center during June 12 – July 3, 2010. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. During this survey, 350 visitor groups were contacted and 350 of these groups (100%) accepted questionnaires (average acceptance rate for 211 VSP visitor studies conducted from 1988 through 2009 is 91.3%). Questionnaires were completed and returned by 224 visitor groups resulting in a 64% response rate for this study. The average response rate for the 211 VSP visitor studies is 73.7%.

Questionnaire design

The George Washington Carver NM questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for George Washington Carver NM. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the George Washington Carver NM questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys, thus the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first-class postage stamp.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 1). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned...
their questionnaires. In order to distribute all 350 questionnaires, the survey period was extended. This resulted in a second round of follow-up mailings.

**Table 1. Follow-up mailing distribution**

<table>
<thead>
<tr>
<th>Round 1 mailing</th>
<th>Date</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcards</td>
<td>6 July 2010</td>
<td>255</td>
<td>1</td>
<td>256</td>
</tr>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; Replacement</td>
<td>20 July 2010</td>
<td>141</td>
<td>0</td>
<td>141</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Replacement</td>
<td>9 August 2010</td>
<td>117</td>
<td>0</td>
<td>117</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Round 2 mailing</th>
<th>Date</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcards</td>
<td>20 July 2010</td>
<td>123</td>
<td>1</td>
<td>124</td>
</tr>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; Replacement</td>
<td>3 August 2010</td>
<td>71</td>
<td>0</td>
<td>71</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Replacement</td>
<td>23 August 2010</td>
<td>60</td>
<td>0</td>
<td>60</td>
</tr>
</tbody>
</table>

**Data analysis**

Returned questionnaires were coded and the visitor responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.
Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.

2. The data reflect visitor use patterns to the selected sites during the study period of June 12 – July 3, 2010. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period was partly cloudy, with occasional breezy periods. No special events occurred in the area that would have affected the type and the amount of visitation to the park.

Checking non-response bias

Four variables were used to check non-response bias: respondents’ age, group size, overall quality rating score, and level of education. Participants at higher age range may be more responsive to the survey but there was no significant difference in group size (see Table 2). There were no significant differences between early and late responders in term of level of education and overall quality rating (see Tables 3). See Appendix 3 for more details of the non-response bias checking procedures.

Table 2. Comparison of respondents and nonrespondents

<table>
<thead>
<tr>
<th>Variable</th>
<th>Respondents</th>
<th>Nonrespondents</th>
<th>p-value (t-test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (years)</td>
<td>51.05 (N=224)</td>
<td>43.34 (N=125)</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Group size</td>
<td>3.52 (N=220)</td>
<td>3.92 (N=119)</td>
<td>0.238</td>
</tr>
</tbody>
</table>

Table 3. Comparison of respondents at different mailing waves

<table>
<thead>
<tr>
<th>Education level (number of respondents in each category – Chi-square test)</th>
<th>Before postcard</th>
<th>Between postcard and 2nd replacement</th>
<th>After 2nd replacement</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some high school</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>High school diploma/GED</td>
<td>15</td>
<td>1</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Some college</td>
<td>39</td>
<td>9</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>36</td>
<td>12</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Graduate degree</td>
<td>37</td>
<td>8</td>
<td>12</td>
<td>0.317</td>
</tr>
<tr>
<td>Overall quality (Average rating within each mailing wave – ANOVA)</td>
<td>4.79</td>
<td>4.9</td>
<td>4.7</td>
<td>0.218</td>
</tr>
</tbody>
</table>
Results

Group and Visitor Characteristics

Visitor group size

Question 20b
On this visit, how many people were in your personal group, including yourself?

Results
- 38% of visitors were in groups of two (see Figure 1).
- 21% were in groups of five or more.
- 19% were in groups of three.

![Figure 1. Visitor group size](chart)

Visitor group type

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

Results
- 79% of visitor groups were made up of family members (see Figure 2).
- 9% were alone.

![Figure 2. Visitor group type](chart)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitors with organized groups

Question 19a
On this visit, were you and your personal group part of a commercial guided tour group?

Results
- 1% of visitor groups were part of a commercial guided tour group (see Figure 3).

Question 19b
On this visit, were you and your personal group part of a school/educational group?

Results
- 2% of visitor groups were part of a school/educational group (see Figure 4).

Question 19c
On this visit, were you and your personal group part of an "other" organized group (scouts, work, church, etc.)?

Results
- 5% of visitor groups were part of an "other" organized group (see Figure 5).

Figure 3. Visitors with a commercial guided tour group

Figure 4. Visitors with a school/educational group

Figure 5. Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 19d
If you were with one of these organized groups, how many people, including yourself, were in this group?

Results - Interpret with CAUTION!
- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

Figure 6. Organized group size

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**United States visitors by state of residence**

**Question 22b**
For you and your personal group on this visit, what is your state of residence?

**Note:** Response was limited to seven members from each visitor group.

**Results**
- U.S. visitors were from 30 states and comprised 98% of total visitation to the park during the survey period.
- 47% of U.S. visitors came from Missouri (see Table 4 and Figure 7).
- 8% came from Oklahoma.
- Smaller proportions of U.S. visitors came from 28 other states.

**Table 4. United States visitors by state of residence***

<table>
<thead>
<tr>
<th>State</th>
<th>Number of visitors N=638 individuals</th>
<th>Percent of U.S. visitors</th>
<th>Percent of total visitors N=650 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missouri</td>
<td>298</td>
<td>47%</td>
<td>46%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>49</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>41</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Kansas</td>
<td>41</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>California</td>
<td>23</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Texas</td>
<td>23</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Colorado</td>
<td>20</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Iowa</td>
<td>20</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>19</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Illinois</td>
<td>17</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Arizona</td>
<td>11</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>19 other states</td>
<td>76</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Figure 7.** Proportions of United States visitors by state of residence

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Visitors from adjacent states, by county of residence**

- Visitors from adjacent states were from 50 counties and comprised 66% of the total U.S. visitation to the park during the survey period.

- 25% came from Jasper County, MO (see Table 5 and Figure 8).

- 12% came from Newton County, MO.

- 9% came from Greene County, MO.

- Smaller proportions came from 47 other counties.

<table>
<thead>
<tr>
<th>County, State</th>
<th>Number of adjacent state visitors</th>
<th>N=427 individuals</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jasper, MO</td>
<td>105</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Newton, MO</td>
<td>52</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Greene, MO</td>
<td>38</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Jackson, MO</td>
<td>18</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Benton, AR</td>
<td>16</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Lawrence, MO</td>
<td>16</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Delaware, OK</td>
<td>15</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Washington, AR</td>
<td>13</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Crawford, AR</td>
<td>12</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Tulsa, OK</td>
<td>12</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Dallas, MO</td>
<td>11</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Cherokee, OK</td>
<td>9</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Barry, MO</td>
<td>8</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Sedgwick, KS</td>
<td>8</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>St. Louis, MO</td>
<td>8</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Cleveland, OK</td>
<td>7</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Labette, KS</td>
<td>7</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Pulaski, MO</td>
<td>7</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Vernon, MO</td>
<td>7</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>31 other counties</td>
<td>77</td>
<td>17</td>
<td></td>
</tr>
</tbody>
</table>

**Table 5.** Adjacent state visitors by county of residence*

---

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

---

**Figure 8.** Numbers of adjacent state visitors by county of residence
**International visitors by country of residence**

Question 22b
For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results – Interpret with CAUTION!
- Not enough visitor groups responded to this question to provide reliable results (see Table 6).

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of visitors</th>
<th>Percent of international visitors N=12 individuals</th>
<th>Percent of total visitors N=650 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>7</td>
<td>58</td>
<td>1</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4</td>
<td>33</td>
<td>1</td>
</tr>
<tr>
<td>Venezuela</td>
<td>1</td>
<td>8</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Number of visits in lifetime**

**Question 22c**
For you and your personal group on this visit, how many times have you visited George Washington Carver NM in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results
- 79% of visitors were visiting the park for the first time (see Figure 9).
- 14% visited two times.

![Figure 9. Number of visits to park in lifetime](image)

**Number of visits in past 12 months**

**Question 22d**
For you and your personal group on this visit, how many times have you visited George Washington Carver NM in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results
- 69% of visitors were visiting the park for the first time in the past 12 months (see Figure 10).
- 13% visited two times.
- 13% visited four or more times.

![Figure 10. Number of visits to park in past 12 months](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitor age

Question 22a
For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results
- Visitor ages ranged from 1 to 92 years.
- 36% of visitors were 31 to 55 years old (see Figure 11).
- 23% of visitors were in the 10 years or younger age group.
- 7% were 71 or older.

Figure 11. Visitor age

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Visitor ethnicity**

**Question 23a**
Are you or members of your group Hispanic or Latino?

Note: Response was limited to seven members from each visitor group.

Results
- 4% of visitors were Hispanic or Latino (see Figure 12).

**Figure 12. Visitors who were Hispanic or Latino**

**Visitor race**

**Question 23b**
What is your race? What is the race of each member of your personal group?

Note: Response was limited to seven members from each visitor group.

Results
- 93% of visitors were White (see Figure 13).
- 3% were American Indian or Alaska Native.
- 3% were Black or African American.

**Figure 13. Visitor race**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitors with physical conditions

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

Results
- 10% of visitor groups had members with physical conditions that could make it difficult to access or participate in park activities or services (see Figure 14).

Question 21b
If YES, what services or activities were difficult to access/participate in? (open-ended)

Results – Interpret with CAUTION!
- 15 visitor groups commented on the services and activities that were difficult to access or participate in (see Table 7).

Table 7. Services/activities that were difficult to access/participate in (N=15 comments) CAUTION!

<table>
<thead>
<tr>
<th>Service</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>10</td>
</tr>
<tr>
<td>Tours were difficult</td>
<td>2</td>
</tr>
<tr>
<td>Audio presentations</td>
<td>1</td>
</tr>
<tr>
<td>Nut allergies</td>
<td>1</td>
</tr>
<tr>
<td>Stairs</td>
<td>1</td>
</tr>
</tbody>
</table>

Question 21c
Because of the physical condition, what specific difficulties did the person(s) have?

Results – Interpret with CAUTION!
- Not enough visitor groups responded to this question to provide reliable results (see Figure 15).

Figure 14. Visitor groups that had members with physical conditions

Figure 15. Specific difficulties due to physical conditions

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Respondent level of education**

**Question 18**
For you only, what is the highest level of education you have completed?

**Results**
- 33% of respondents had completed some college (see Figure 16).
- 29% had a bachelor’s degree.

![Figure 16. Respondent's level of education](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
**Household income**

**Question 24a**
Which category best represents your annual household income?

Results
- 24% of respondents reported a household income of $50,000-$74,999 (see Figure 17).
- 17% had an income of $75,000-$99,999.
- 15% had an income of $35,000-$49,999.

![Figure 17. Annual household income](chart)

**Household size**

**Question 24b**
How many people are in your household?

Results
- 45% of respondents had two people in their household (see Figure 18).
- 15% had three people and 15% had four people.
- 13% had five or more.

![Figure 18. Number of people in household](chart)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Awareness – commemoration of African American heritage**

**Question 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?

**Results**
- 24% of visitor groups were aware that George Washington Carver NM was the first national park unit established to honor an African American (see Figure 19).

*Figure 19. Visitor groups that were aware that George Washington Carver NM was first NPS unit to honor an African American*

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer*
**Awareness of information services**

**Question 14a**
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.

**Results**
- As shown in Figure 20, the information sources that visitor groups were most commonly aware of were:
  - 69% Gift shop/bookstore
  - 43% Trail guide
  - 41% Educational programs

![Figure 20](image)

*Figure 20. Information services visitor groups were aware of prior to visit*

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer*
**Question 14b**

Please mark all the services that you and your personal group became aware of during this visit.

**Results**

- As shown in Figure 21, the information services that visitor groups most commonly became aware of during their visit were:
  - 53% Guided tours of the Carver Trail
  - 52% Gift shop/bookstore
  - 44% Annual special events
  - 41% Trail guide

![Information services bar chart](image)

*Figure 21. Information services visitor groups became aware of during visit*

---

*total percentages do not equal 100 due to rounding*

**total percentages do not equal 100 because visitors could select more than one answer*
**Interest in Carver Birthplace Association**

**Question 4a**
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?

**Results**
- 14% of visitor groups were aware of the Carver Birthplace Association prior to their visit (see Figure 22).

**Question 4b**
Would you or anyone in your personal group be interested in receiving information about becoming a member of the Carver Birthplace Association?

**Results**
**Respondents**
- 12% of respondents were interested in receiving information about becoming a member of the Carver Birthplace Association (see Figure 23).

**Visitor groups**
- 4% of visitor groups were interested in receiving information about becoming a member of the Carver Birthplace Association (see Figure 24).

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer


**Awareness of local tourist attractions**

**Question 2a**
Prior to this visit to George Washington Carver NM, were you and your personal group aware of the following tourist attractions?

**Results**
- As shown in Figure 25, the tourist attractions that most visitor groups were most commonly aware of were:

  - 84% Precious Moments
  - 57% Wilson’s Creek National Battlefield

- “Other” sites within 200 miles of the monument (18%) were:

  - Buffalo National River
  - Cave tour (unspecified site)
  - Fantastic Caverns
  - Fort Scott
  - Harry Truman Birthplace State Historic Site
  - Laura Ingalls Wilder home sites
  - Oklahoma City National Memorial
  - Pea Ridge National Military Park
  - Prairie State Park
  - Praying Hands Memorial
  - Roaring River State Park

**Figure 25.** Visitor groups’ awareness of nearby tourist attractions

---

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Question 2b**
Which of the following sites did you and your personal group visit on this trip to George Washington Carver NM?

**Results**
- As shown in Figure 26, the tourist attractions that most visitor groups most commonly visited were:
  - 30% Precious Moments
  - 22% Wilson’s Creek National Battlefield
- "Other" sites within 200 miles of the monument (40%) were:
  - Buffalo National River
  - Carthage Courthouse
  - Cave tour (unspecified site)
  - Diamond Grove Prairie
  - Fantastic Caverns
  - Fort Crowder
  - Fort Dodge
  - Fort Scott
  - Harry Truman Birthplace State Historic Site
  - Laura Ingalls Wilder home sites
  - Oklahoma City National Memorial
  - Pea Ridge National Military Park
  - Prairie State Park
  - Praying Hands
  - Route 66
  - Springfield Zoo
  - Wild Animal Safari

*Figure 26. Sites visited on this trip to George Washington Carver NM*

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
Trip/Visit Characteristics and Preferences

**Information sources prior to visit**

Question 1a
Prior to this visit, how did you and your personal group obtain information about George Washington Carver National Monument (NM)?

Results
- 77% of visitor groups obtained information about George Washington Carver NM prior to their visit (see Figure 27).
- As shown in Figure 28, among those visitor groups that obtained information about George Washington Carver NM prior to their visit, the most common sources were:
  - 43% Previous visits
  - 35% Friends/relatives/word of mouth
  - 18% Carver Birthplace Association including its website
- “Other” sources (13%) were:
  - Map
  - National Park book
  - School study
  - Sign on the road
  - Textbook

Figure 27. Visitor groups that obtained information about George Washington Carver NM prior to visit

Figure 28. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Question 1c**
From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

**Results**
- 96% of visitor groups received needed information prior to their visit (see Figure 29).

**Figure 29.** Visitor groups that received needed information prior to their visit

**Question 1d**
If NO, what type of park information did you and your personal group need that was not available? (open-ended)

**Results – Interpret with CAUTION!**
- 2 visitor groups listed information they needed but was not available (see Table 8).

**Table 8. Needed information (N=2 comments) CAUTION!**

<table>
<thead>
<tr>
<th>Type of information</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific directions to park</td>
<td>1</td>
</tr>
<tr>
<td>Hours of operation and cost</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Information sources for future visit**

**Question 1b**
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?

**Results**
- As shown in Figure 30, visitor groups’ most preferred sources of information for a future visit were:
  - **40%** Friends/relatives/word of mouth
  - **38%** Park website
  - **23%** Previous visits
- “Other” sources of information (3%) were:
  - Signs on the interstate

![Figure 30. Sources of information to use for a future visit](image)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer*
Primary reason for visiting park area

Question 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)?

Results
- 28% of visitor groups were residents of the area (see Figure 31).
- As shown in Figure 32, the primary reason for visiting the area (within 30 miles) of George Washington Carver NM among non-resident visitor groups was:
  - 43% Visit the park
- “Other” primary reasons (2%) were:
  - Bike
  - Camp
  - Vacation in Joplin

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Adequacy of directional signs

Question 5
On this visit, were the signs directing you and your personal group to George Washington Carver NM and within the park adequate?

Results
a. Interstate signs
- 75% of visitor groups found the interstate signs directing them to the park adequate (see Figure 33).

b. State highway signs
- 86% of visitor groups found the state highway signs directing them to the park adequate (see Figure 34).

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
c. Road signs in local communities

- 84% of visitor groups found the signs in local communities directing them to the park adequate (see Figure 35).

\[ \text{Figure 35. Visitor groups’ opinions on adequacy of signs in the local communities} \]

\[ \text{N}=209 \text{ visitor groups} \]

- 92% of visitor groups found the signs within the park adequate (see Figure 36).

\[ \text{Figure 36. Visitor groups’ opinions on adequacy of signs in the park} \]

\[ \text{N}=212 \text{ visitor groups} \]

\*total percentages do not equal 100 due to rounding

\**total percentages do not equal 100 because visitors could select more than one answer
Question 5e
If you answered NO for any of the above, please explain.

Results – Interpret with CAUTION!
- 20 visitor groups commented on problems with directional signs (see Table 9).

Table 9. Comments on directional signs
(N=25 comments; some visitor groups made more than one comment.) CAUTION!

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstate</td>
<td>Didn’t see any signs</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Need mileage on signs</td>
<td>1</td>
</tr>
<tr>
<td>State highway</td>
<td>Didn’t see any signs</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Need mileage on signs</td>
<td>1</td>
</tr>
<tr>
<td>Signs in local communities</td>
<td>Didn’t see any signs</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Need more signs</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Need to include distances on signs</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Signs too small</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Writing faded and blocked by plant growth</td>
<td>1</td>
</tr>
<tr>
<td>Signs within the park</td>
<td>Didn’t see signs in the walking path for directions</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Hours should be posted at entrance</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Number of vehicles

Question 20c
On this visit, how many vehicles did you and your personal group use to arrive at the park?

Results
- 91% of visitor groups used one vehicle to arrive at the park (see Figure 37).

Figure 37. Number of vehicles used to arrived at the park

Number of park entries

Question 9d
On this visit to George Washington Carver NM, how many times did you and your personal group enter the park?

Results
- 98% of visitor groups entered the park one time (see Figure 38).

Figure 38. Number of park entries

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Overnight stays**

**Question 8a**
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)?

Results
- 28% of visitor groups stayed overnight away from their permanent residence within 30 miles of the park (see Figure 39).

**Question 8b**
If YES, please list the number of nights you and your personal group stayed in the surrounding area of George Washington Carver NM.

Results
- 37% of visitor groups stayed one night within 30 miles of George Washington Carver NM (see Figure 40).
- 23% stayed four or more nights.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Lodging**

**Question 8c**
In which types of lodging did you and your personal group spend the night(s)?

**Results**
- 52% of visitor groups stayed in a lodge, hotel, motel, vacation rental, B&B, etc. (see Figure 41).
- 29% stayed in a residence of friends or relatives.
- “Other” (3%) types of lodging were:
  - Military barracks
  - Primitive camping at Fort Crowder

![Figure 41. Lodging used in the area within 30 miles of the park](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
Length of stay

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

Results
- 2% of visitor groups visited the park on more than one day (see Figure 42).

![Figure 42. Visitor groups that visited on more than one day](image)

Question 9b
If YES, on how many days did you visit George Washington Carver NM?

Results – Interpret with CAUTION!
- Not enough visitor groups responded to this question to provide reliable results (see Figure 43).

![Figure 43. Days spent at the park](image)

Question 9c
If NO, how many hours did you visit George Washington Carver NM?

Results
- 38% of visitor groups spent two hours (see Figure 44).
- The average length of stay for visitor groups that spent less than one day was 2.2 hours.

![Figure 44. Hours spent at the park](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Activities on this visit

Question 10a
On this visit, in which activities did you and your personal group participate within George Washington Carver NM?

Results
- As shown in Figure 45, the most common activities in which visitor groups participated were:
  - 88% Viewing visitor center museum exhibits
  - 65% Walking the Carver Trail
  - 63% Watching film at visitor center
- “Other” activities (5%) were:
  - All activities
  - Carver Science Discovery Center
  - Children’s exhibit
  - Education
  - Junior Ranger program
  - Spend time with grandkids
  - Walk trails (unspecified)

Figure 45. Activities on this visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Activities on future visit

Question 10b
If you were to visit George Washington Carver NM in the future, in which activities would you and your personal group prefer to participate?

Results
- As shown in Figure 46, the most common activities in which visitor groups would prefer to participate on a future visit were:
  - 69% Walking the Carver Trail
  - 64% Walking the Contemplative Loop Trail
  - 62% Viewing visitor center museum exhibits

- “Other” future activities (3%) were:
  - Children's exhibit
  - Donate a song about George Washington Carver to museum
  - History
  - Walk trail (unspecified)

![Bar chart showing activities preferred on a future visit]

Figure 46. Activities preferred on a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Most important activity**

**Question 10c**
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?

**Results**
- As shown in Figure 47, the most important activities listed by visitor groups were:
  - 28% Walking the Carver Trail
  - 27% Watching film at visitor center
  - 26% Viewing visitor center exhibits
- “Other” reasons (6%) were:
  - Discovery Center area
  - Interactive part for kids
  - Junior Ranger program
  - Learning history and accomplishments
  - Spending time with grandkids
  - Walking trails

*Figure 47. Most important activities at George Washington Carver NM*

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
Factors preventing visitors from seeing features or engaging in activities

Question 11a
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?

Results
• 24% of visitor groups reported they were unable to see features or engage in activities (see Figure 48).

Question 11b
If YES, what was it?

Results
• 48 visitor groups commented on features and activities that visitor groups wanted to see or engage in, but were unable to (see Table 10).

Table 10. Features and activities visitor groups were unable to see or engage in (N=57 comments; some visitor groups made more than one comment.)

<table>
<thead>
<tr>
<th>Activity/location</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trails (unspecified)</td>
<td>27</td>
</tr>
<tr>
<td>Science lab demonstration</td>
<td>9</td>
</tr>
<tr>
<td>Guided tours</td>
<td>5</td>
</tr>
<tr>
<td>Film</td>
<td>3</td>
</tr>
<tr>
<td>All activities</td>
<td>2</td>
</tr>
<tr>
<td>Nature study</td>
<td>2</td>
</tr>
<tr>
<td>Ranger-led talk</td>
<td>2</td>
</tr>
<tr>
<td>Store</td>
<td>2</td>
</tr>
<tr>
<td>Entire visitor center</td>
<td>1</td>
</tr>
<tr>
<td>Exhibits</td>
<td>1</td>
</tr>
<tr>
<td>More time outside</td>
<td>1</td>
</tr>
<tr>
<td>Picnic</td>
<td>1</td>
</tr>
<tr>
<td>The Carver Trail</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Facilities and services that were unavailable**

**Question 15a**
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?

**Results**
- 12% of visitor groups desired services and facilities that were unavailable in the park (see Figure 49).

![Figure 49. Visitor groups that desired services/facilities unavailable in the park](image)

**Question 15b**
If YES, what was it?

**Results – Interpret with CAUTION!**
22 visitor groups listed services and facilities that they desired, but were unavailable in the park (see Table 11).

**Table 11. Facilities and services that were unavailable**
(N=23 comments; one visitor group made more than one comment). CAUTION!

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stocked vending machines</td>
<td>4</td>
</tr>
<tr>
<td>Covered picnic areas</td>
<td>2</td>
</tr>
<tr>
<td>Drinking fountains along trail</td>
<td>2</td>
</tr>
<tr>
<td>Easily accessible water fountains</td>
<td>2</td>
</tr>
<tr>
<td>Internet access</td>
<td>2</td>
</tr>
<tr>
<td>More indoor seating</td>
<td>2</td>
</tr>
<tr>
<td>More outdoor seating</td>
<td>2</td>
</tr>
<tr>
<td>Drinks and snacks</td>
<td>1</td>
</tr>
<tr>
<td>Larger Carver Trail</td>
<td>1</td>
</tr>
<tr>
<td>More restroom on trails</td>
<td>1</td>
</tr>
<tr>
<td>Outside water fountain</td>
<td>1</td>
</tr>
<tr>
<td>Seating by the pond</td>
<td>1</td>
</tr>
<tr>
<td>Shaded areas along the trail</td>
<td>1</td>
</tr>
<tr>
<td>Small cafe</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Time spent in visitor center**

**Question 9e**
On this trip, how many hours in total did you and your personal group spend inside the visitor center (watching film, viewing exhibits, etc.)?

**Results**
- 52% of visitor groups spent up to one hour in the visitor center (see Figure 50).
- The average amount of time visitor groups spent in the visitor center was 1.5 hours.

**Figure 50.** Time spent inside the visitor center

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Indoor exhibits

Question 13a
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.

Results
- 83% of visitor groups viewed indoor exhibits during this visit (see Figure 51).
- Of those visitor groups that viewed indoor exhibits, 92% viewed static exhibits (see Figure 52).
- 62% viewed films in the theater.

Figure 51. Visitor groups that viewed indoor exhibits

Figure 52. Types of exhibits visitor groups viewed

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Exhibits - adequacy of lighting**

**Question 13b**
Was the exhibit lighting and/or audio adequate for viewing and use?

**Results**

**Static exhibits** (exhibits that are read)
- 99% of visitor groups found the lighting of static exhibits adequate (see Figure 53).

**Interactive exhibits** (matching items, magnetic boards, touch screens)
- 96% of visitor groups found the lighting of interactive exhibits adequate (see Figure 54).

**Electronic devices/exhibits** (computers, headsets, touch screens)
- 96% of visitor groups found the lighting of computer electronic devices/exhibits adequate (see Figure 55).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Films in the theater

- 99% of visitor groups found the lighting of the films in the theater adequate (see Figure 56).

![Figure 56. Visitor groups that found the lighting of films in the theater adequate]

**Exhibits - ease of understanding**

**Question 13c**

Was the exhibit easy to understand?

**Results**

**Static exhibits** (exhibits that are read)

- 99% of visitor groups found the static exhibits easy to understand (see Figure 57).

![Figure 57. Visitor groups that found the static exhibits easy to understand]

**Interactive exhibits** (matching items, magnetic boards, touch screens)

- 97% of visitor groups found the interactive exhibits easy to understand (see Figure 58).

![Figure 58. Visitor groups that found the interactive exhibits easy to understand]

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Electronic devices/exhibits** (computers, headsets, touch screens)

- 97% of visitor groups found the computer electronic devices/exhibits easy to understand (see Figure 59).

**Films in the theater**

- 100% of visitor groups found the films in the theater easy to understand (see Figure 60).

---

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Exhibits - ease of use

Question 13d
Was the exhibit easy to use?

Results

Static exhibits (exhibits that are read)

- 99% of visitor groups found the static exhibits easy to use (see Figure 61).

Interactive exhibits (matching items, magnetic boards, touch screens)

- 97% of visitor groups found the interactive exhibits easy to use (see Figure 62).

Electronic devices/exhibits (computers, headsets, touch screens)

- 97% of visitor groups found the computer electronic devices/exhibits easy to use (see Figure 63).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Films in the theater

- 100% of visitor groups found the films in the theater easy to use (see Figure 64).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Question 13e**
Please provide any suggestions to help improve the exhibits/films.

**Results**
- 28 visitor groups provided suggestions on how to improve the exhibits/films (see Table 11).

**Table 12. Suggestions for improving the exhibits/films**
(N=29 comments; some visitor groups made more than one comment.)

<table>
<thead>
<tr>
<th>Information</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve quality of film</td>
<td>3</td>
</tr>
<tr>
<td>Provide audio transcripts at auditory exhibits</td>
<td>3</td>
</tr>
<tr>
<td>Everything looked good</td>
<td>2</td>
</tr>
<tr>
<td>Fix buttons on the animal diorama</td>
<td>2</td>
</tr>
<tr>
<td>Improve quality of exhibits (paint, function, etc.)</td>
<td>2</td>
</tr>
<tr>
<td>Add exhibits targeting young children</td>
<td>1</td>
</tr>
<tr>
<td>Add film of how Carver's life impacts our lives today</td>
<td>1</td>
</tr>
<tr>
<td>Add film showing more of Carver's discoveries</td>
<td>1</td>
</tr>
<tr>
<td>Add information about products Carver produced and their byproducts</td>
<td>1</td>
</tr>
<tr>
<td>Add information about the week-long farming course he taught to poor farmers</td>
<td>1</td>
</tr>
<tr>
<td>Add interpretive signs along trails</td>
<td>1</td>
</tr>
<tr>
<td>Add new projector</td>
<td>1</td>
</tr>
<tr>
<td>Add photographs</td>
<td>1</td>
</tr>
<tr>
<td>Darken lettering on exhibits (hard to read)</td>
<td>1</td>
</tr>
<tr>
<td>Don't change anything</td>
<td>1</td>
</tr>
<tr>
<td>Increase volume of phone</td>
<td>1</td>
</tr>
<tr>
<td>Less interactive exhibits (too little information)</td>
<td>1</td>
</tr>
<tr>
<td>Make more relevant to retirees</td>
<td>1</td>
</tr>
<tr>
<td>Make them more colorful</td>
<td>1</td>
</tr>
<tr>
<td>Provide information about the national monument itself</td>
<td>1</td>
</tr>
<tr>
<td>Unsure of purpose of &quot;read and record&quot; exhibit</td>
<td>1</td>
</tr>
<tr>
<td>Update film</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Topics learned on this visit**

**Question 16a**
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.

**Results**
- 91% of visitors learned about park topics on this visit (see Figure 65).
- As shown in Figure 66, the most common topics that visitors learned about on this visit were:
  - 91% Carver’s childhood
  - 86% Carver’s educational pursuits
  - 86% Carver’s life’s work
  - 84% Carver’s view of God and science

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Improved understanding of park topics**

**Question 16b**
Please indicate how much your personal groups’ level of understanding of each topic improved during your visit.

**Results**
- Figures 67-73 show how visitors’ level of understanding of park topics improved during their visit.

---

- **Figure 67.** Understanding of Carver’s childhood
- **Figure 68.** Understanding of Carver’s educational pursuits
- **Figure 69.** Understanding of Carver’s life’s work
- **Figure 70.** Understanding of Carver’s view of God and science

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 71. Understanding of Carver’s artistic expressions

Figure 72. Understanding of Carver’s humanitarian work

Figure 73. Understanding of Carver’s work on race relations

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Topics to learn on future visit**

**Question 16c**

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

**Results**

- As shown in Figure 74, the most common topics that visitors were interested in learning more about on a future visit were:
  
  88% Carver's humanitarian work
  88% Carver's life work
  86% Carver's view of God and science

![Figure 74. Topics visitors were interested in learning more about on a future visit](image)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Personal connection to George Washington Carver**

**Question 6a**

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)?

- **Results**
  - 84% of visitors felt they were able to make a personal connection to George Washington Carver after this visit (see Figure 75).

**Question 6b**

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

- **Results**
  - 149 visitors listed the ways in which George Washington Carver’s life has relevance to their lives (see Table 13).

**Table 13. Relevance of Carver’s life**

(N=191 comments; some visitors made more than one comment.)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peanut butter/peanuts</td>
<td>12</td>
</tr>
<tr>
<td>Commitment to bettering the world in a selfless manner</td>
<td>11</td>
</tr>
<tr>
<td>Love and preservation of nature</td>
<td>11</td>
</tr>
<tr>
<td>Contributions to society</td>
<td>9</td>
</tr>
<tr>
<td>His faith</td>
<td>8</td>
</tr>
<tr>
<td>Compassion for others</td>
<td>7</td>
</tr>
<tr>
<td>Everyday products he helped develop</td>
<td>6</td>
</tr>
<tr>
<td>His philosophy on life</td>
<td>6</td>
</tr>
<tr>
<td>Perseverance to get an education</td>
<td>6</td>
</tr>
<tr>
<td>Use of information about Carver in the classroom</td>
<td>6</td>
</tr>
<tr>
<td>Agriculture/chemistry/agronomy</td>
<td>5</td>
</tr>
<tr>
<td>Belief in God</td>
<td>5</td>
</tr>
<tr>
<td>Humility</td>
<td>5</td>
</tr>
<tr>
<td>Love/reverence of the creator</td>
<td>5</td>
</tr>
<tr>
<td>Race relations/equality</td>
<td>5</td>
</tr>
<tr>
<td>Dedication to science</td>
<td>4</td>
</tr>
<tr>
<td>Excellent role model for kids</td>
<td>4</td>
</tr>
<tr>
<td>Service to others</td>
<td>4</td>
</tr>
<tr>
<td>Strength to overcome obstacles</td>
<td>4</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
### Table 13. Relevance of Carver’s life (continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspiration for how to live our lives</td>
<td>3</td>
</tr>
<tr>
<td>Anything is possible</td>
<td>2</td>
</tr>
<tr>
<td>Being able to walk where he walked and see where he lived</td>
<td>2</td>
</tr>
<tr>
<td>Connection to God through nature</td>
<td>2</td>
</tr>
<tr>
<td>His connection to a higher power</td>
<td>2</td>
</tr>
<tr>
<td>Inspiration for nature and science</td>
<td>2</td>
</tr>
<tr>
<td>Making use of what we have</td>
<td>2</td>
</tr>
<tr>
<td>Overcoming obstacles</td>
<td>2</td>
</tr>
<tr>
<td>Spirituality</td>
<td>2</td>
</tr>
<tr>
<td>Thirst for knowledge</td>
<td>2</td>
</tr>
<tr>
<td>Work ethic</td>
<td>2</td>
</tr>
<tr>
<td>Art/artistic expression</td>
<td>1</td>
</tr>
<tr>
<td>Childhood hero</td>
<td>1</td>
</tr>
<tr>
<td>Cross-pollination</td>
<td>1</td>
</tr>
<tr>
<td>Curiosity in science and history</td>
<td>1</td>
</tr>
<tr>
<td>Desire to educate</td>
<td>1</td>
</tr>
<tr>
<td>Determination</td>
<td>1</td>
</tr>
<tr>
<td>Difference in lifestyles between then and now</td>
<td>1</td>
</tr>
<tr>
<td>Different uses of soybeans</td>
<td>1</td>
</tr>
<tr>
<td>Doing so much with so little</td>
<td>1</td>
</tr>
<tr>
<td>Eight rules of living</td>
<td>1</td>
</tr>
<tr>
<td>Farm family</td>
<td>1</td>
</tr>
<tr>
<td>Gardening</td>
<td>1</td>
</tr>
<tr>
<td>Giving credit to God</td>
<td>1</td>
</tr>
<tr>
<td>God was the center of his life and mine</td>
<td>1</td>
</tr>
<tr>
<td>Grow closer to God by blocking out &quot;the noise&quot; and listening</td>
<td>1</td>
</tr>
<tr>
<td>Held on to his religious beliefs in spite of his education.</td>
<td>1</td>
</tr>
<tr>
<td>His character</td>
<td>1</td>
</tr>
<tr>
<td>His godly ways as an example</td>
<td>1</td>
</tr>
<tr>
<td>His love and passion</td>
<td>1</td>
</tr>
<tr>
<td>His openness/willingness to follow God's lead for his life and his work</td>
<td>1</td>
</tr>
<tr>
<td>His prayer life</td>
<td>1</td>
</tr>
<tr>
<td>His steadfastness and diligence to pursue God's purpose despite all adversities</td>
<td>1</td>
</tr>
<tr>
<td>How in touch he was with the Creator</td>
<td>1</td>
</tr>
<tr>
<td>I teach at George Washington Carver Middle School in Chester, VA</td>
<td>1</td>
</tr>
<tr>
<td>Individualism</td>
<td>1</td>
</tr>
<tr>
<td>Integrity</td>
<td>1</td>
</tr>
<tr>
<td>Inventions/discoveries</td>
<td>1</td>
</tr>
<tr>
<td>Knowing God created all things</td>
<td>1</td>
</tr>
<tr>
<td>Leadership</td>
<td>1</td>
</tr>
<tr>
<td>Living a Christian life</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many uses of food</td>
<td>1</td>
</tr>
<tr>
<td>No conflict/disconnect between religion and science</td>
<td>1</td>
</tr>
<tr>
<td>None, Mr. Carver was not interested in money or notoriety</td>
<td>1</td>
</tr>
<tr>
<td>Oneness with God</td>
<td>1</td>
</tr>
<tr>
<td>Personal fulfillment has nothing to do with money</td>
<td>1</td>
</tr>
<tr>
<td>Raised in the same area</td>
<td>1</td>
</tr>
<tr>
<td>Relation of science to everyday life</td>
<td>1</td>
</tr>
<tr>
<td>Relationship with God</td>
<td>1</td>
</tr>
<tr>
<td>Remain positive in challenging times</td>
<td>1</td>
</tr>
<tr>
<td>Simple lifestyle</td>
<td>1</td>
</tr>
<tr>
<td>Son studied Carver in school</td>
<td>1</td>
</tr>
<tr>
<td>The inspiration he received from God</td>
<td>1</td>
</tr>
<tr>
<td>Use of God-given talents</td>
<td>1</td>
</tr>
<tr>
<td>Value of building human relationships</td>
<td>1</td>
</tr>
<tr>
<td>What one can do with dedication and hard work</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 16d
Please list any additional topics you and your personal group are interested in learning about George Washington Carver (open-ended).

Results – Interpret with CAUTION!
• 4% of visitor groups (N=13) listed additional topics they were interested in learning about on a future visit (see Table 14).

Table 14. Additional topics to learn about
(N=17 comments; some visitor groups made more than one comment.) CAUTION!

<table>
<thead>
<tr>
<th>Topic</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal information: marriage, family, church, etc.</td>
<td>3</td>
</tr>
<tr>
<td>His &quot;humanitarian work&quot;</td>
<td>1</td>
</tr>
<tr>
<td>His conception</td>
<td>1</td>
</tr>
<tr>
<td>His family after the age of 25</td>
<td>1</td>
</tr>
<tr>
<td>His personal family relations</td>
<td>1</td>
</tr>
<tr>
<td>How he was always learning</td>
<td>1</td>
</tr>
<tr>
<td>More about his legacy/relevance today</td>
<td>1</td>
</tr>
<tr>
<td>More chemurgy examples</td>
<td>1</td>
</tr>
<tr>
<td>More examples of peanut products</td>
<td>1</td>
</tr>
<tr>
<td>More examples of raw materials and finished products</td>
<td>1</td>
</tr>
<tr>
<td>Students that studied under his direction that might have developed something</td>
<td>1</td>
</tr>
<tr>
<td>The Carver family and George's brother</td>
<td>1</td>
</tr>
<tr>
<td>Two week farming program</td>
<td>1</td>
</tr>
<tr>
<td>What changes happened in Ames and what is still being taught</td>
<td>1</td>
</tr>
<tr>
<td>What his students went on to do</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 16e
What is one story about George Washington Carver’s life and legacy that you might share with friends or relatives?

Results
- 35% of visitor groups (N=123) listed a story about George Washington Carver’s life and legacy to share with friends or relatives (see Table 15).

Table 15. One story about Carver’s life and legacy to share (N=132 comments; some visitor groups made more than one comment.)

<table>
<thead>
<tr>
<th>Story</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>His pursuit of education</td>
<td>14</td>
</tr>
<tr>
<td>Love of God</td>
<td>10</td>
</tr>
<tr>
<td>Unimportance of money</td>
<td>9</td>
</tr>
<tr>
<td>Childhood kidnapping</td>
<td>8</td>
</tr>
<tr>
<td>Deep faith</td>
<td>8</td>
</tr>
<tr>
<td>Ability to overcome obstacles</td>
<td>7</td>
</tr>
<tr>
<td>Difficulties in childhood</td>
<td>7</td>
</tr>
<tr>
<td>Artist/artistic expression</td>
<td>6</td>
</tr>
<tr>
<td>Appreciation of nature</td>
<td>5</td>
</tr>
<tr>
<td>Desire to better mankind</td>
<td>5</td>
</tr>
<tr>
<td>Work with peanuts</td>
<td>5</td>
</tr>
<tr>
<td>No pursuit of patents</td>
<td>4</td>
</tr>
<tr>
<td>God and science</td>
<td>3</td>
</tr>
<tr>
<td>How he put himself through school</td>
<td>3</td>
</tr>
<tr>
<td>Different uses of food</td>
<td>2</td>
</tr>
<tr>
<td>His frugal lifestyle</td>
<td>2</td>
</tr>
<tr>
<td>Humanitarian effort, not personal gain</td>
<td>2</td>
</tr>
<tr>
<td>Inventions</td>
<td>2</td>
</tr>
<tr>
<td>Passion for science</td>
<td>2</td>
</tr>
<tr>
<td>Teaching farmers to improve their practices</td>
<td>2</td>
</tr>
<tr>
<td>Travels through Kansas</td>
<td>2</td>
</tr>
<tr>
<td>Accepted to Highland College but denied entry when showed his race</td>
<td>1</td>
</tr>
<tr>
<td>Accomplished so much with so little</td>
<td>1</td>
</tr>
<tr>
<td>After receiving only $1500 a year, he left an endowment of $33,000</td>
<td>1</td>
</tr>
<tr>
<td>Began teaching passions at early age</td>
<td>1</td>
</tr>
<tr>
<td>Brought people to harmony</td>
<td>1</td>
</tr>
<tr>
<td>Did what mattered to him</td>
<td>1</td>
</tr>
<tr>
<td>Discrimination from college</td>
<td>1</td>
</tr>
<tr>
<td>First “Jim Crow” experience on train compared with “New Yorker” hotel experience</td>
<td>1</td>
</tr>
<tr>
<td>Health problems</td>
<td>1</td>
</tr>
<tr>
<td>His dealings with polio patients</td>
<td>1</td>
</tr>
<tr>
<td>His modest lifestyle</td>
<td>1</td>
</tr>
<tr>
<td>His tremendous luck</td>
<td>1</td>
</tr>
<tr>
<td>Initiative and commitment</td>
<td>1</td>
</tr>
<tr>
<td>Interconnectivity of things</td>
<td>1</td>
</tr>
<tr>
<td>Never asked for special treatment</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 15. One story about Carver’s life and legacy to share (continued)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plants as pets</td>
<td>1</td>
</tr>
<tr>
<td>Recycling</td>
<td>1</td>
</tr>
<tr>
<td>Sensitivity to people and nature</td>
<td>1</td>
</tr>
<tr>
<td>Simple life</td>
<td>1</td>
</tr>
<tr>
<td>That his mother's owners lived in such a small cabin with his brother's children</td>
<td>1</td>
</tr>
<tr>
<td>The list of virtues he gave to his students</td>
<td>1</td>
</tr>
<tr>
<td>The speech about learning one thing a day</td>
<td>1</td>
</tr>
<tr>
<td>View of God and science</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Expenditures

Total expenditures inside and outside the park

Question 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 outside the park (within 30 miles of the park).

Results
- 49% of visitor groups spent $1-$50 (see Figure 76).
- 18% spent $151 or more.
- The average visitor group expenditure was $88.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $32.
- Average total expenditure per person (per capita) was $32.
- As shown in Figure 77, the largest proportions of total expenditures inside and outside the park were:
  - 23% Lodges, hotels, motels, cabins, B&B, etc.
  - 21% Restaurants and bars
  - 20% Gas and oil

Figure 76. Total expenditures inside and outside the park

Figure 77. Proportions of total expenditures inside and outside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
### Number of adults covered by expenditures

**Question 17c**
How many adults (18 years or older) do these expenses cover?

**Results**
- 58% of visitor groups had two adults covered by expenditures (see Figure 78).
- 21% had one adult.

*Figure 78. Number of adults covered by expenditures*

### Number of children covered by expenditures

**Question 17c**
How many children (under 18 years) do these expenses cover?

**Results**
- 42% of visitor groups had no children covered by expenditures (see Figure 79).
- 38% had one or two children.

*Figure 79. Number of children covered by expenditures*

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
Expenditures inside the park

Question 17a
Please list your group’s total expenditures inside George Washington Carver NM.

Results
- 44% of visitor groups spent $1-$25 inside the park (see Figure 80).
- 43% spent no money.
- The average visitor group expenditure inside the park was $13.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was $5.
- Average total expenditure per person (per capita) was $10.
- As shown in Figure 81, the largest proportions of total expenditures inside the park were:
  - 82% All other purchases
  - 12% Donations

Figure 80. Total expenditures inside the park

Figure 81. Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Admission, recreation, entertainment fees

- 93% of visitor groups spent no money on admission, recreation, entertainment fees inside the park (see Figure 82).
- 4% spent $1-$10.

![Figure 82. Expenditures for admission, recreation, entertainment fees inside the park](image)

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 45% of visitor groups spent no money on other purchases inside the park (see Figure 83).
- 21% spent $1-$10.

![Figure 83. Expenditures for all other purchases inside the park](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Donations

- 82% of visitor groups spent no money on donations inside the park (see Figure 84).
- 12% spent $1-$5.

Figure 84. Expenditures for donations inside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Expenditures outside the park

Question 17b
Please list your group’s total expenditures in the surrounding area outside the park (within 30 miles of the park).

Results
- 43% of visitor groups spent $1-$50 (see Figure 85).
- 19% spent no money.
- 14% spent $51-$100.
- The average visitor group expenditure outside the park was $87.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was $32.
- Average total expenditure per person (per capita) was $39.
- As shown in Figure 86, the largest proportions of total expenditures outside the park were:
  - 25% Lodges, hotels, motels, cabins, B&B, etc.
  - 23% Restaurants and bars
  - 22% Gas and oil

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Lodges, hotels, motels, cabins, B&B, etc.

- 77% of visitor groups spent no money on lodging outside the park (see Figure 87).
- 11% spent $51-$100.

![Figure 87. Expenditures for lodging outside the park](image1)

Camping fees and charges

- 92% of visitor groups spent no money on camping fees and charges outside the park (see Figure 88).
- 4% spent $1-$50.
- 4% spent $51 or more.

![Figure 88. Expenditures for camping fees and charges outside](image2)

Guide fees and charges

- 99% of visitor groups spent no money on guide fees and charges outside the park (see Figure 89).

![Figure 89. Expenditures for guide fees and charges outside the park](image3)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Restaurants and bars
- 50% of visitor groups spent no money at restaurants and bars outside the park (see Figure 90).
- 23% spent $1-$25.

Groceries and takeout food
- 74% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 91).
- 15% spent $1-$25.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Gas and oil (auto, RV, boat, etc.)

- 38% of visitor groups spent $1-$25 on gas and oil outside the park (see Figure 92).
- 30% spent no money.

![Figure 92. Expenditures for gas and oil outside the park](image)

Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)

- 97% of visitor groups spent no money on other transportation purchases outside the park (see Figure 93).
- 2% spent $51 or more.

![Figure 93. Expenditures for other transportation outside the park](image)

Admission, recreation, entertainment fees

- 87% of visitor groups spent no money on admission, recreation, entertainment fees outside the park (see Figure 94).
- 7% spent $1-$25.

![Figure 94. Expenditures for admission, recreation, entertainment fees outside the park](image)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 79% of visitor groups spent no money on all other purchases outside the park (see Figure 95).
- 10% spent $1-$25.

Donations

- 90% of visitor groups spent no money on donations outside the park (see Figure 96).
- 6% spent $11 or more.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Preferences for Future Visits

Preferred methods to learn about the park

Question 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?

Results
- 93% of visitor groups were interested in learning about the park on a future visit (see Figure 97).
- As shown in Figure 98, among those visitor groups that were interested in learning about the park, the most common methods were:
  - 57% Indoor exhibits
  - 55% Outdoor exhibits
  - 55% Self-guided tours
- “Other” methods (1%) were:
  - Exhibits (unspecified)
  - Time to wander and observe

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Overall Quality

**Question 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?

**Results**

- 98% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 99).

- 1% of visitor groups rated the quality as “very poor” or “poor.”

![Figure 99. Overall quality rating of facilities, services, and recreational opportunities](image_url)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer*
Visitor Comments

What visitors liked most

Question 25a
What did you and your personal group like most about your visit to George Washington Carver NM? (open-ended)

Results
- 80% of visitor groups (N=179) responded to this question.
- Table 16 shows a summary of visitor comments followed by the hand-written comments.

Table 16. What visitors liked most
(N=248 comments; some visitor groups made more than one comment.)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERPRETIVE SERVICES (43%)</td>
<td></td>
</tr>
<tr>
<td>Exhibits</td>
<td>25</td>
</tr>
<tr>
<td>Film</td>
<td>20</td>
</tr>
<tr>
<td>Learning about Carver</td>
<td>18</td>
</tr>
<tr>
<td>Education</td>
<td>16</td>
</tr>
<tr>
<td>Interactive displays</td>
<td>6</td>
</tr>
<tr>
<td>Hands-on science activities</td>
<td>4</td>
</tr>
<tr>
<td>Carver Science classroom/lab</td>
<td>3</td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td>2</td>
</tr>
<tr>
<td>Museum</td>
<td>2</td>
</tr>
<tr>
<td>Visitor center</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>9</td>
</tr>
<tr>
<td>FACILITIES/MAINTENANCE (28%)</td>
<td></td>
</tr>
<tr>
<td>Trails (unspecified)</td>
<td>49</td>
</tr>
<tr>
<td>Grounds (clean, well-kept, cool)</td>
<td>8</td>
</tr>
<tr>
<td>Carver Trail</td>
<td>5</td>
</tr>
<tr>
<td>Other comments</td>
<td>7</td>
</tr>
<tr>
<td>POLICIES/MANAGEMENT (&lt;1%)</td>
<td></td>
</tr>
<tr>
<td>Free admission</td>
<td>2</td>
</tr>
<tr>
<td>PERSONNEL (4%)</td>
<td></td>
</tr>
<tr>
<td>Employees</td>
<td>9</td>
</tr>
<tr>
<td>GENERAL (25%)</td>
<td></td>
</tr>
<tr>
<td>Beautiful setting</td>
<td>11</td>
</tr>
<tr>
<td>Nature (peace, beauty, etc.)</td>
<td>11</td>
</tr>
<tr>
<td>Everything</td>
<td>9</td>
</tr>
<tr>
<td>Inspiration</td>
<td>4</td>
</tr>
<tr>
<td>Relaxation</td>
<td>4</td>
</tr>
<tr>
<td>Picnic</td>
<td>3</td>
</tr>
<tr>
<td>Wildlife</td>
<td>3</td>
</tr>
</tbody>
</table>
Table 15. What visitors liked most (continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENERAL (continued)</td>
<td></td>
</tr>
<tr>
<td>Pond</td>
<td>3</td>
</tr>
<tr>
<td>References to God</td>
<td>2</td>
</tr>
<tr>
<td>The people</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>9</td>
</tr>
</tbody>
</table>
What visitors liked least

Question 25b
What did you and your personal group like least about your visit to George Washington Carver NM? (open-ended)

Results
- 45% of visitor groups (N=100) responded to this question.
- Table 17 shows a summary of visitor comments followed by the hand-written comments.

Table 17. What visitors liked least
(N=103 comments; some visitor groups made more than one comment.)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERPRETIVE SERVICES (15%)</td>
<td></td>
</tr>
<tr>
<td>Animal sounds display out-of-order</td>
<td>2</td>
</tr>
<tr>
<td>Lack of things to do for small children</td>
<td>2</td>
</tr>
<tr>
<td>Outdated film</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>9</td>
</tr>
<tr>
<td>FACILITIES/MAINTENANCE (13%)</td>
<td></td>
</tr>
<tr>
<td>Lack of shade</td>
<td>2</td>
</tr>
<tr>
<td>Lack of water fountains</td>
<td>2</td>
</tr>
<tr>
<td>Restrooms</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>7</td>
</tr>
<tr>
<td>POLICIES/MANAGEMENT (5%)</td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>5</td>
</tr>
<tr>
<td>PERSONNEL (4%)</td>
<td></td>
</tr>
<tr>
<td>Ranger was rude</td>
<td>2</td>
</tr>
<tr>
<td>Service at gift/bookstore</td>
<td>2</td>
</tr>
<tr>
<td>GENERAL (64%)</td>
<td></td>
</tr>
<tr>
<td>Inclement weather</td>
<td>23</td>
</tr>
<tr>
<td>Nothing</td>
<td>17</td>
</tr>
<tr>
<td>Lack of time</td>
<td>13</td>
</tr>
<tr>
<td>Insects</td>
<td>5</td>
</tr>
<tr>
<td>Closed too early</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
</tbody>
</table>
Planning for the future

Question 26
If you were a manager planning for the future of George Washington Carver NM, what would you and your personal group propose? (open-ended)

Results
- 35% of visitor groups (N=79) responded to this question.
- Table 18 shows a summary of visitor comments followed by the hand-written comments.

Table 18. Planning for the future
(N=87 comments; some visitor groups made more than one comment.)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTERPRETIVE SERVICES (34%)</strong></td>
<td></td>
</tr>
<tr>
<td>More in-depth information</td>
<td>4</td>
</tr>
<tr>
<td>Update the film</td>
<td>3</td>
</tr>
<tr>
<td>Add interactive exhibits</td>
<td>2</td>
</tr>
<tr>
<td>Add outdoor interactive exhibits</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>19</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE (21%)</strong></td>
<td></td>
</tr>
<tr>
<td>Install snack bar/vending area</td>
<td>6</td>
</tr>
<tr>
<td>Add example of his garden</td>
<td>2</td>
</tr>
<tr>
<td>Add trails</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>8</td>
</tr>
<tr>
<td><strong>POLICIES/MANAGEMENT (24%)</strong></td>
<td></td>
</tr>
<tr>
<td>Advertise</td>
<td>13</td>
</tr>
<tr>
<td>Provide a way for older visitors to get around</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
<tr>
<td><strong>PERSONNEL (&lt;1%)</strong></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td>1</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT (&lt;1%)</strong></td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>2</td>
</tr>
<tr>
<td><strong>GENERAL (17%)</strong></td>
<td></td>
</tr>
<tr>
<td>Keep doing what you're doing</td>
<td>11</td>
</tr>
<tr>
<td>Other comments</td>
<td>4</td>
</tr>
</tbody>
</table>
### Additional comments

#### Question 27
Is there anything else you and your personal group would like to tell us about your visit to George Washington Carver NM? (open-ended)

#### Results
- 39% of visitor groups (N=87) responded to this question.
- Table 19 shows a summary of visitor comments followed by the hand-written comments.

#### Table 19. Additional comments
(N=116 comments; some visitor groups made more than one comment.)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL (10%)</strong></td>
<td></td>
</tr>
<tr>
<td>Friendly staff</td>
<td>5</td>
</tr>
<tr>
<td>Helpful staff</td>
<td>3</td>
</tr>
<tr>
<td>Informative staff</td>
<td>2</td>
</tr>
<tr>
<td>Fabulous staff</td>
<td>2</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES (12%)</strong></td>
<td></td>
</tr>
<tr>
<td>Good exhibits</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>12</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE (5%)</strong></td>
<td></td>
</tr>
<tr>
<td>Well-maintained park</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>3</td>
</tr>
<tr>
<td><strong>POLICIES/MANAGEMENT (3%)</strong></td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>4</td>
</tr>
<tr>
<td><strong>GENERAL COMMENTS (69%)</strong></td>
<td></td>
</tr>
<tr>
<td>Enjoyed visit</td>
<td>30</td>
</tr>
<tr>
<td>Thank you</td>
<td>6</td>
</tr>
<tr>
<td>Will return</td>
<td>6</td>
</tr>
<tr>
<td>Great park/setting</td>
<td>5</td>
</tr>
<tr>
<td>Keep up the good work</td>
<td>5</td>
</tr>
<tr>
<td>Much improved since last visit</td>
<td>4</td>
</tr>
<tr>
<td>Pleasant surprise</td>
<td>4</td>
</tr>
<tr>
<td>Ran out of time</td>
<td>4</td>
</tr>
<tr>
<td>Children loved it</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>13</td>
</tr>
</tbody>
</table>
Appendix 1: The Questionnaire
Dear Visitor,

Thank you for participating in this important study. Our goal is to learn more about your preferences and interests and to help us better manage George Washington Carver National Monument. Your feedback is very important.

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.

We appreciate your help.

Sincerely,

James Heaney
Superintendent
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
   - Did not obtain information prior to visit
   - Chamber of commerce/visitors bureau/state welcome center
   - George Washington Carver NM website: www.nps.gov/gwca
   - Carver Birthplace Association including its website: www.carversfriends.org
   - Other websites
   - Friends/relatives/word of mouth
   - Inquiry to park via phone, mail, or email
   - Local businesses (hotels, motels, restaurants, etc.)
   - Newspaper/magazine articles
   - Other National Park Service sites/units
   - Previous visits
   - Social media (such as Facebook, Twitter, etc.)
   - Television/radio programs/videos/DVDs
   - Travel guides/tour books (such as AAA, etc.)
   - Other (Please specify below)

Prior to this visit ___________________________ Prior to future visits ___________________________

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
George Washington Carver National Monument Visitor Study

6. Would you or anyone in your personal group be interested in receiving information about becoming a member of the Carver Birthplace Association?

- Yourself: O Yes O No O Already a member
- Group: O Yes O No O 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 (O) one answer for each.

- Interstate signs: O Yes O No O Did not use
- State highway signs: O Yes O No O Did not use
- Road signs in local communities: O Yes O No O Did not use
- Signs within the park: O Yes O No O Did not use

4. 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 (O) 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)

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 (O) 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)

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

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

3. 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
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

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

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

   _______ Number of hours

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).

   a) Activities on this visit

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

   b) Activities on future visit

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

   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?

   O Yes  O No → Go to Question 12

b) If YES, what was it?

   ____________________________

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?

   ____________________________
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
- Outdoor exhibits
- As a volunteer in the park
- Self-guided tours
- Environmental education trail
- Special events
- 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 ➔ Go to Question 14</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Static exhibits (exhibits that are read)</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Interactive exhibits (matching items, magnetic boards, touch screens)</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Electronic devices/exhibits (computers, headsets, microphones)</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Films in the theatre</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Other ____________________</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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

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

b) Became aware of during visit

15. a) Were there any services or facilities (such as indoor seating, outdoor seating, shaded areas along the trail, picnic area, drinking/smoking, 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 interpretative 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 group's level of understanding of each topic improved during your visit. Please mark (*) one answer for each topic.

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?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Not at all</th>
<th>A little</th>
<th>Somewhat</th>
<th>A lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carver's childhood</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carver's educational pursuits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carver’s life’s work</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carver's view of God and science</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carver's artistic expressions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carver’s humanitarian work</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carver’s work on race relations</td>
<td></td>
<td></td>
<td></td>
<td></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.

☐ Some high school
☐ High school diploma/GED
☐ Bachelor's degree
☐ Graduate degree
☐ 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  O Yes O No
   b) School/educational group O Yes O No
   c) Other organized group (scouts, work, church, etc.) O Yes O 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.
   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

   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?
   O Yes O 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.
   O Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
   O Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)
   O Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
   O 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>Member #2</td>
<td>Member #3</td>
</tr>
<tr>
<td>Member #4</td>
<td>Member #5</td>
<td>Member #6</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</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 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</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>
</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>
</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>
</tr>
<tr>
<td>White</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>
24. a) Which category best represents your annual **household** income? Please mark (●) one.

- O Less than $24,999
- O $25,000-$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

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.

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

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

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Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors’ ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups’ rating of the overall quality of their park experience, and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

For more information please contact:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83844-1139

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidaho.edu
Website: http://www.psu.uidaho.edu
Appendix 3: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to the general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Filion 1976; Dey 1997). Since non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002) and Groves (2000) also suggest that saliency of topic has an effect on response rate. In this visitor study, visitor satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

Respondents and nonrespondents were compared using age and group size. Independent sample T-test was used to test the different between respondents and nonrespondents. Respondents were then categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the postcards was mailed, the second wave is between postcard and 1st replacement, and the third wave contains surveys received after the 1st replacement. A Chi-square test was used to detect the difference in education levels at different mailing waves and an ANOVA was used to test the difference in overall rating score. The hypothesis was that group types are equally represented. If the p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Therefore, the hypotheses for checking non-response bias are:

1. There was no significant difference between respondents’ and nonrespondents’ average age.
2. There was no significant difference between respondents’ and nonrespondents’ average group size.
3. Respondents of different education levels are equally represented in different mailing waves.

Tables 2 and 3 show no significant difference in group size, overall quality rating, and level of education. However, there was a significant difference in average age between respondents and nonrespondents. Sometimes, a younger person in the group accepted the questionnaire but an older person in the group actually completed it. This may cause discrepancy in age. While it is necessary to exercise some caution in interpreting visitor demographic, there is no evidence of potential bias in visitors’ opinions about park operation.
References


## Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu.vsp.reports.htm. All studies were conducted in summer unless otherwise noted.

### 1982

### 1983
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.

### 1985
5. North Cascades National Park Service Complex
6. Crater Lake National Park

### 1986
7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

### 1987
10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

### 1988
17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
20. Craters of the Moon National Monument

### 1989 (continued)
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

### 1989 (continued)
24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

### 1990
28. Canyonlands National Park (spring)
29. White Sands National Monument
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

### 1991
38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

### 1992
45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial
Visitor Services Project Publications (continued)

1993
54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

1994
64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995
74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996
84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)

1996 (continued)
86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park (fall)

1997
93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998
101. Jean Lafitte National Historical Park & Park (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999
109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park (fall)
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park
Visitor Services Project Publications (continued)

2000
118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

2001
125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Valley Lake National Park
130. Valley Forge National Historical Park

2002
131. Everglades National Park (spring)
132. Dry Tortugas National Park (spring)
133. Pinnacles National Monument (spring)
134. Great Sand Dunes National Park & Preserve
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
138. Catoctin Mountain Park
139. Hopewell Furnace National Historic Site
140. Stones River National Battlefield (fall)

2003
141. Gateway National Recreation Area: Floyd Bennett Field (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages National Historic Site
149. Fort Stanwix National Monument
150. Arches National Park

2003 continued
151. Mojave National Preserve (fall)

2004
152. Joshua Tree National Park (spring)
153. New River Gorge National River
154. George Washington Birthplace National Monument
155. Craters of the Moon National Monument & Preserve
156. Dayton Aviation Heritage National Historical Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument
160. Saint-Gaudens National Historic Site
161. Manzanar National Historic Site
162. John Day Fossil Beds National Monument

2005
163. Congaree National Park (spring)
164. San Francisco Maritime National Historical Park (spring)
165. Lincoln Home National Historic Site
166. Chickasaw National Recreation Area
167. Timpanogos Cave National Monument
168. Yosemite National Park
169. Fort Sumter National Monument
170. Harpers Ferry National Historical Park
171. Cuyahoga Valley National Park
172. Johnstown Flood National Memorial
173. Nicodemus National Historic Site

2006
174. Kings Mountain National Military Park (spring)
175. John Fitzgerald Kennedy National Historic Site
176. Devils Postpile National Monument
177. Mammoth Cave National Park
178. Yellowstone National Park
179. Monocacy National Battlefield
180. Denali National Park & Preserve
181. Golden Spike National Historic Site
182. Katmai National Park and Preserve
183. Zion National Park (spring and fall)
Visitor Services Project Publications (continued)

2007
184.1. Big Cypress National Preserve (spring)
184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
185. Hawaii Volcanoes National Park (spring)
186. Glen Canyon National Recreation Area (spring and summer)
187. Lava Beds National Monument
188. John Muir National Historic Site
189. Fort Union Trading Post NHS
190. Fort Donelson National Battlefield
191. Agate Fossil Beds National Monument
192. Mount Rushmore National Memorial
193. Ebey's Landing National Historical Reserve
194. Rainbow Bridge National Monument
195. Independence National Historical Park
196. Minute Man National Historical Park

2008
197. Blue Ridge Parkway (fall and summer)
198. Yosemite National Park (winter)
199. Everglades National Park (winter and spring)
200. Horseshoe Bend National Military Park (spring)
201. Carl Sandburg Home National Historic Site (spring)
202. Fire Island National Seashore resident (spring)
203. Fire Island National Seashore visitor
204. Capitol Reef National Park
205.1 Great Smoky Mountains National Park (summer)
205.2 Great Smoky Mountains National Park (fall)
206. Grand Teton National Park
207. Herbert Hoover National Historic Site
208. City of Rocks National Reserve

2009
209. Fort Larned National Historic Site
210. Homestead National Monument of America
211. Minuteman Missile National Historic Site

2009 (continued)
212. Perry's Victory & International Peace Memorial
213. Women's Rights National Historical Park
214. Klondike Gold Rush National Historical Park Unit -Seattle
215. Yosemite National Park
216. Sleeping Bear Dunes National Lakeshore
217. James A. Garfield National Historic Site
218. Boston National Historical Park
219. Bryce Canyon National Park
220. Indiana Dunes National Lakeshore
221. Acadia National Park
222. Laurance S. Rockefeller Preserve
223. Martin Van Buren National Historic Site

2010
224.1 Death Valley National Park (fall)
224.2 Death Valley National Park (spring)
225. San Juan National Historic Site (spring)
226. Ninety Six National Historic Site (spring)
227. Kalaupapa National Historical Park
228. Little River Canyon National Preserve
229. George Washington Carver National Monument

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.
The Department of the Interior protects and manages the nation’s natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

Natural Resource Report NPS/NRPC/SSD/NRR—2010/397/106048, November 2010