

Visitor Services Project
Jefferson National Expansion
Memorial

Report Summary

- This report describes the results of a visitor study at Jefferson National Expansion Memorial during June 23-29, 1992. A total of 517 questionnaires were distributed and 415 returned, an 80% response rate.
- This report profiles Jefferson National Expansion Memorial visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (72%). Thirty-eight percent of visitors were 21-45 years old; 28% were aged 15 or younger. Most (62%) were first time visitors to Jefferson National Expansion Memorial.
- Visitors from foreign countries comprised 3% of the visitation. Twenty-nine percent of Americans came from Missouri and Illinois, with smaller numbers from many other states.
- Eighty-five percent of the visitors identified English as the language they understand and speak fluently. Eighty-six percent of visitors spent three hours or less at the Arch, while 90% of the visitors to the old court house stayed an hour.
- Visitors most often used previous visits (46%), advice from friends and relatives (43%) and travelguide/tour books (30%) as sources of information about the site. Ninety-four percent of visitors did not feel that the Jefferson National Expansion Memorial was difficult to locate.
- Seventy-nine percent of visitors reported they had to wait for the ride to the top of the Arch. Ninety-two percent of these visitors reported waiting two hours or less.
- Most visitors (78%) felt that the fees charged by Jefferson National Expansion Memorial were appropriately priced.
- To ride to the top of the Gateway Arch (64%) and to see the Gateway Arch (48%) were the primary reasons visitors mentioned for visiting Jefferson National Expansion Memorial.
- Visiting the Museum of Westward Expansion (83%), riding to the top of the Arch (78%), using the restrooms (78%) and visiting the bookstore (65%) were the activities visitors most often participated in at Jefferson National Expansion Memorial.
- The most used visitor services were the Arch ticket center, tram staff and the Arch museum shop. The park ranger programs at the museum, the theater staff, the Arch information desk and the tram staff received the highest quality ratings.
- Visitors made many additional comments.

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| <p>For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844 or call (208) 885-7129.</p> |
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