

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>.