



**Social Science Program  
National Park Service  
U.S. Department of the Interior**

**Visitor Services Project**

# **Jefferson National Expansion Memorial**

## **Visitor Study**



**United States Department of the Interior**

NATIONAL PARK SERVICE  
Jefferson National Expansion Memorial  
11 North 4th Street  
St. Louis, Missouri 63102



IN REPLY REFER TO:

Summer 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Jefferson National Expansion Memorial. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, NPS VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu).

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






Sincerely,

Thomas A. Bradley  
Superintendent

**DIRECTIONS**

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this:  Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed at Jefferson National Expansion Memorial. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu)).

**Your Visit To Jefferson National Expansion Memorial**

NOTE: In this questionnaire, your **personal group** is defined as you and anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. a) **Prior to this visit**, was your personal group aware that Jefferson National Expansion Memorial is a unit of National Park System?

☐ Yes                      ☐ No

- b) **Prior to this visit**, was your personal group aware that Jefferson National Expansion Memorial was established to memorialize Thomas Jefferson's part in westward expansion, the pioneers who explored the west, Dred Scott, and the Old Courthouse?

☐ Yes                      ☐ No

2. a) Was every member in your personal group a resident of the St. Louis **area** (within 30 miles of the park)?

☐ No                      ☐ Yes → **Go to Question 3**

- b) Was visiting Jefferson National Expansion Memorial the primary reason that the nonresident members in your personal group came to the St. Louis **area** (within 30 miles of the park)?

☐ Yes                      ☐ No

- c) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the St. Louis **area** (within 30 miles of the park)? Please mark (●) **one**.

☐ Car                      ☐ Motorcycle                      ☐ SUV/truck/van  
☐ Motorhome                      ☐ Airplane                      ☐ Other (Specify) \_\_\_\_\_

3. What was your personal group's primary destination on this trip?

☐ Jefferson National Expansion Memorial

- OR -

☐ Location \_\_\_\_\_  
(Place, city, & state)

4. a) On this visit, how many hours **in total** did your personal group spend visiting the Jefferson National Expansion Memorial? Please list partial hours as  $\frac{1}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ .

\_\_\_\_\_ Number of hours

- b) On this visit, did your personal group visit Jefferson National Expansion Memorial on more than one day?

☐ Yes                      ☐ No → **Go to Question 5**

- c) If YES, how many days did you visit the park? \_\_\_\_\_ Number of days
5. On this visit, which were the reasons your personal group visited Jefferson National Expansion Memorial? Please mark (●) **all** that apply.
- |  |   |
|--|---|
| <input type="radio"/> Visit a National Park Service site             | <input type="radio"/> Learn history       |
| <input type="radio"/> Show park to friends/relatives                 | <input type="radio"/> Saw sign on highway |
| <input type="radio"/> Obtain stamp in National Park Service passport |   |
| <input type="radio"/> Travel to the top of the Gateway Arch          |   |
| <input type="radio"/> Visit African American history site            |   |
| <input type="radio"/> Other (Please specify) _____                   |   |
6. When did your personal group make the decision to visit Jefferson National Expansion Memorial? Please mark (●) **one**.
- ☐ On the day of the visit
- ☐ The day before the visit
- ☐ 3 days to a week before the visit
- ☐ More than a week to a month before the visit
- ☐ More than a month to 6 months before the visit
- ☐ More than 6 months, but less than a year before the visit
- ☐ A year or more before the visit
7. a) On this visit, how many vehicles did your personal group use to arrive at the Memorial parking?
- \_\_\_\_\_ Number of vehicles
- OR –
- ☐ Walked/bicycled/used public transportation
- ☐ Parked somewhere else
- b) If you parked at the Memorial parking, did your personal group find the parking location convenient?
- ☐ Yes                      ☐ No

- c) If your personal group parked at the Memorial parking, did you feel safe parking there?
- ☐ Yes                      ☐ No
8. a) For you only, if you had been unable to visit Jefferson National Expansion Memorial on this trip, would you have visited at another time?
- ☐ No, unlikely      ☐ Yes, likely → **Go to Question 9**
- b) If NO, what would you have done with the time you spent on this trip? Please mark (●) **one**.
- ☐ Gone somewhere else → Distance from home \_\_\_\_\_
- OR -
- Location \_\_\_\_\_  
(Place, city, & state)
- ☐ Vacationed at home
- ☐ Gone to work at my regular job
- ☐ Not sure/none of these
9. a) On this trip, did anyone in your personal group stay overnight, away from their permanent residence, in St. Louis or in the area within 30 miles of the park?
- ☐ Yes                      ☐ No → **Go to Question 10**
- b) If YES, how many nights were spent in each of the following types of lodging in St. Louis (or in the area within 30 miles of the park)?
- \_\_\_\_\_ Lodge, hotel, motel, vacation rental, B&B, etc.
- \_\_\_\_\_ RV/trailer camping
- \_\_\_\_\_ Tent camping in developed campground
- \_\_\_\_\_ Seasonal residence
- \_\_\_\_\_ Residence of friends or relatives
- \_\_\_\_\_ Other (Please specify) \_\_\_\_\_

10. a) On this visit, in which activities did your personal group participate within Jefferson National Expansion Memorial? Please mark (●) **all** that apply in column (a).
- b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs/tours
<input type="radio"/>	<input type="radio"/>	Bicycle rentals
<input type="radio"/>	<input type="radio"/>	Helicopter ride
<input type="radio"/>	<input type="radio"/>	Old Cathedral on Gateway Arch grounds
<input type="radio"/>	<input type="radio"/>	Participating in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Recreational activities on Gateway Arch grounds (jogging, bicycling, etc.)
<input type="radio"/>	<input type="radio"/>	Riverboat cruise
<input type="radio"/>	<input type="radio"/>	Shopping in park bookstore (at Gateway Arch or Old Courthouse)
<input type="radio"/>	<input type="radio"/>	Tram ride to the top of the Arch
<input type="radio"/>	<input type="radio"/>	Viewing films
<input type="radio"/>	<input type="radio"/>	Visiting the Museum of Westward Expansion at the Arch
<input type="radio"/>	<input type="radio"/>	Visiting the Old Courthouse
<input type="radio"/>	<input type="radio"/>	Walking the park grounds
<input type="radio"/>	<input type="radio"/>	Other – this visit (Please specify below)
<input type="radio"/>	n/a	_____
n/a	<input type="radio"/>	Other – future visit (Please specify below)
		_____

11. a) On this visit, which locations did your personal group visit within St. Louis?  
Please mark (●) **all** that apply in column (a).
- b) If you were to visit St. Louis in the future, in which locations would your personal group plan to visit? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Location
<input type="radio"/>	<input type="radio"/>	City Garden
<input type="radio"/>	<input type="radio"/>	City Museum
<input type="radio"/>	<input type="radio"/>	Forest Park (includes Art Museum, History Museum, Science Center, and St. Louis Zoo)
<input type="radio"/>	<input type="radio"/>	Grant's Farm
<input checked="" type="radio"/>	<input type="radio"/>	Jefferson National Expansion Memorial
<input type="radio"/>	<input type="radio"/>	Missouri Botanical Garden
<input type="radio"/>	<input type="radio"/>	St. Louis Cardinals game
<input type="radio"/>	<input type="radio"/>	Ulysses S. Grant National Historic Site
<input type="radio"/>	<input type="radio"/>	Other – this visit (Please specify below)
		_____
<input type="radio"/>	<input type="radio"/>	Other – future visit (Please specify below)
		_____

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

☐ Yes                      ☐ No → **Go to part c**

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

☐ Historic Architecture                      ☐ History of Dred Scott

☐ Other (Please specify) \_\_\_\_\_

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

☐ Not interested

☐ Building appeared closed

☐ Did not know about the Old Courthouse

☐ Other (Please specify) \_\_\_\_\_



13. a) On this visit, did your personal group visit any part of the Gateway Arch (grounds, museum, or tram to the top)?

☐ Yes ☐ No → **Go to Question 14**

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

☐ Visited Old Courthouse first ☐ Visited Gateway Arch first

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

Service	Did not use	Too low	About right	Too high
Arch tram (\$10/adult and \$2.50/child)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lewis and Clark movie (\$4/adult and \$2.50/child)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monument to the Dream movie (\$4/adult)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking fee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

☐ Not interested in park activities/programs → **Go to Question 16**

☐ Indoor exhibits ☐ Music programs

☐ Outdoor exhibits ☐ Ranger-led tours

☐ Temporary exhibits that change ☐ Self-guided tours

☐ Children's programs

☐ Audiovisual programs (movies, video, or audio)

☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, interactive computer programs/tours, etc.)

☐ Living history demonstrations/costumed interpretive programs

☐ Printed materials (brochures, books, maps, etc.)

☐ Other (Please specify) \_\_\_\_\_

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

- ☐ Not interested in park activities/programs → **Go to Question 17**
- |  |   |
|--|---|
| <input type="radio"/> Bicycling  | <input type="radio"/> Picnicking        |
| <input type="radio"/> Bird watching  | <input type="radio"/> Self-guided tours |
| <input type="radio"/> Children's educational play area                             | <input type="radio"/> Stargazing        |
| <input type="radio"/> Children's programs  | <input type="radio"/> Train watching    |
| <input type="radio"/> Jogging  | <input type="radio"/> Walking tours     |
| <input type="radio"/> Living history demonstrations/costumed interpretive programs |   |
| <input type="radio"/> Other (Please specify) _____                                 |   |

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

- ☐ Yes, likely      ☐ No, unlikely      ☐ Not sure  
→ **Go to Question 18** ↩

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

- |   |                                      |
|---|--------------------------------------|
| <input type="radio"/> Bicycle                                 | <input type="radio"/> Walk           |
| <input type="radio"/> Public transportation                   | <input type="radio"/> Tour bus       |
| <input type="radio"/> Private vehicle (car, motorcycle, etc.) | <input type="radio"/> Rental vehicle |
| <input type="radio"/> Other (Please specify) _____            |                                      |

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

- ☐ Not interested in park activities/programs → **Go to Question 19**
- |  |  |
|--|--|
| <input type="radio"/> Bicycle rentals              | <input type="radio"/> Riverboat cruise       |
| <input type="radio"/> Dining                       | <input type="radio"/> Small musical concerts |
| <input type="radio"/> Interpretive programs        | <input type="radio"/> Watching the river     |
| <input type="radio"/> Other (Please specify) _____ |  |

19. For your personal group, please estimate expenditures for the items listed below for this visit to Jefferson National Expansion Memorial and the surrounding area (within 30 miles of the park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Jefferson National Expansion Memorial.
- b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 30 miles of the park).

**NOTE:** Surrounding area residents should only include expenditures that were **just for this visit** to Jefferson National Expansion Memorial.

	<b>EXPENDITURES</b>	
	<b>a) Inside park</b>	<b>b) Outside park</b>
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, hotel, motel, cabin, B&B, etc.	n/a	\$ _____
Camping fees and charges	n/a	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other purchases (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$ _____	\$ _____

c) How many people do the above expenditures cover? Please write "0" if no children were covered by the expenditures.

\_\_\_\_\_ Adults (18 years or over)

\_\_\_\_\_ Children (under 18 years)

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

**How safe did you feel in the park?**

<b>Safety issue</b>	Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
Personal safety—from crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety—from accidents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal property—from crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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21. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

- a) Commercial guided tour group ☐ Yes ☐ No
- b) School/educational group ☐ Yes ☐ No
- c) Other (scouts, work, church, etc.) ☐ Yes ☐ No

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

\_\_\_\_\_ Number of people in organized group

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

- ☐ Alone ☐ Friends
- ☐ Family ☐ Family and friends
- ☐ Other (Please specify) \_\_\_\_\_

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

\_\_\_\_\_ Number of people in personal group

- ☐ Less than \$24,999     ☐ \$50,000-\$74,999     ☐ \$150,000-\$199,999  
☐ \$25,000-\$34,999     ☐ \$75,000-\$99,999     ☐ \$200,000 or more  
☐ \$35,000-\$49,999     ☐ \$100,000-\$149,999     ☐ Do not wish to answer

c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) "None" or specify the amount forgone.

24. For your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank.

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	Number of visits to Jefferson National Expansion Memorial (including this visit)	
			c) Past 12 months	d) Lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

- [illegible]

b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

	Youself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

a) Speaking ☐ English ☐ Other (Specify) \_\_\_\_\_

b) Reading ☐ English ☐ Other (Specify) \_\_\_\_\_

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

☐ Service (Specify) \_\_\_\_\_ - OR - ☐ None

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

☐ Yes ☐ No → **Go on to Question 28**

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

\_\_\_\_\_

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

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

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

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

☐ Other (Please specify) \_\_\_\_\_

28. a) What did your personal group like **most** about your visit to Jefferson National Expansion Memorial?

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

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

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

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

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.





**OFFICIAL BUSINESS**

**Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
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