



# Jefferson National Expansion Memorial Visitor Study

*Summer 2012*

Natural Resource Report NPS/NRSS/EQD/NRR—2013/661



**ON THE COVER**

The Gateway Arch and Old Courthouse in St. Louis, MO  
Photograph courtesy of Sue Ford

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# **Jefferson National Expansion Memorial Visitor Study**

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## Executive Summary

This visitor study report profiles a systematic random sample of Jefferson National Expansion Memorial visitors during July 23-29, 2012. A total of 1145 questionnaires were distributed to visitor groups. Of those, 547 questionnaires were returned, resulting in a 47.8% response rate.

<b>Group size and type</b>	Twenty-nine percent of visitor groups consisted of two people and 24% consisted of four people. Seventy-nine percent of visitor groups consisted of family groups.
<b>State or country of residence</b>	United States visitors were from 44 states and Washington, DC and comprised 97% of total visitation during the survey period, with 15% from Missouri. Twelve percent of visitor groups were residents of the area (within 30 miles of the park). International visitors were from 18 countries and comprised 3% of total visitation during the survey period with 22% from Canada and 16% from the United Kingdom.
<b>Frequency of visits</b>	Ninety-two percent of visitors visited the park once in the past 12 months. In their lifetime, 57% were visiting for the first time, while 33% had visited two or three times.
<b>Age, ethnicity, race, and income level</b>	Forty-five percent of visitors were ages 31-60 years, 29% were ages 15 years or younger, and 7% were 66 years or older. Five percent were Hispanic or Latino. Ninety percent of visitors were White, 4% were Black or African American, and 4% were Asian. Twenty-three percent of respondents reported a household income of \$100,000-\$149,999.
<b>Physical conditions</b>	Five percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
<b>Awareness of park prior to visit</b>	Forty-four percent of visitor groups were aware that Jefferson National Expansion Memorial is a unit of the National Park Service. Thirty-six percent were aware of the reason for the park's establishment.
<b>Park as destination</b>	During the on-site interview, 50% of visitor groups said the park was one of several destinations, and 36% said the park was their primary destination.
<b>Decision to visit the park, primary reason for visiting the area, and reasons for visiting the park</b>	Thirty percent of visitor groups made the decision to visit the park more than a week to a month before the visit. Thirty-five percent of visitor groups indicated visiting the park was the primary reason they came to the St. Louis area (within 30 miles of the park). The most common reasons for visiting the park were to travel to top of the Gateway Arch (77%) and to learn history (45%).
<b>Transportation and parking</b>	Sixty-four percent of non-resident visitor groups used a car to travel most of the distance from their home to the park area (within 30 miles of the park), and 17% used a SUV/truck/van. Most visitor groups (92%) used one vehicle to arrive at the park, and 5% used two vehicles. Sixty-nine percent of visitor groups parked at the Memorial parking, 22% walked/bicycled/used public transportation, and 10% parked somewhere else. Ninety-two percent of visitor groups found the parking location convenient and 98% felt safe parking at the Memorial parking.

## Executive Summary (continued)

<b>Overnight stays</b>	Seventy-five percent of visitor groups stayed overnight in the area within 30 miles of the park, of which 47% stayed two or three nights and 33% stayed one night. Eighty-six percent of visitor groups stayed in lodges, hotels, motels, vacation rentals, B&Bs, etc., and 11% stayed with friends or relatives.
<b>Length of visit</b>	Fifty-eight percent of visitor groups spent two or three hours in the park, and 28% spent four or more hours. The average length of stay was 2.7 hours. Fourteen percent of visitor groups visited the park on more than one day. Of those, 88% visited on two days.
<b>Local attractions visited</b>	The most common local attractions visited were a St. Louis Cardinals game (43%), Forest Park (43%), and City Museum (25%).
<b>Local attractions to visit in the future</b>	The most common local attractions that visitor groups would visit in the future were Forest Park (67%) and a St. Louis Cardinals game (53%).
<b>Sites visited</b>	Twenty-eight percent of visitor groups visited the Old Courthouse. Ninety-five percent visited the Gateway Arch. Ninety percent of visitor groups visited the Gateway Arch first.
<b>Activities on this visit</b>	The most common activities were visiting the Museum of Westward Expansion at the Arch (79%), the tram ride to the top of the Arch (74%), and walking the park grounds (63%).
<b>Activities on future visits</b>	The most common activities in which visitor groups would prefer to participate on a future visit were tram ride to the top of the Arch (55%) and visiting the Old Courthouse (53%).
<b>Opinions about safety</b>	Eight-eight percent of visitor groups felt “very safe” or “safe” from crime, 83% felt their personal property was “very safe” or “safe” from crime, and 89% felt “very safe” or “safe” from accidents.
<b>Expenditures</b>	The average visitor group expenditure (inside and outside the park within 30 miles of the park) was \$505. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$323, and the average total expenditure per person (per capita) was \$167.
<b>Opinions about fees</b>	Most visitor groups (87%) felt the parking fee was “about right,” 84% felt the fee for the Arch tram was “about right,” 53% felt the fee for the Lewis and Clark movie was “about right,” and 54% felt the fee for the <i>Monument to the Dream</i> movie was “too high.”
<b>Activities and programs on a future visit</b>	Eighty-three percent of visitor groups were interested in using/participating in activities and programs on a future visit. Of those, the most common activities/programs were indoor exhibits (68%), outdoor exhibits (54%), and self-guided tours (50%).
<b>Outdoor activities and programs on a future visit</b>	Eighty-one percent of visitor groups were interested in outdoor activities and programs on a future visit. Of those, the most common activities/programs were walking tours (55%), self-guided tours (53%), and picnicking (40%).

**Executive Summary (continued)**

<b>Activities/programs along the riverfront on a future visit</b>	Most visitor groups (91%) were interested in activities and programs along the riverfront on a future visit. Of those, the most common activities/programs were riverboat cruise (65%), dining (64%), and watching the river (55%).
<b>Park expansion</b>	Forty-nine percent of visitor groups were interested in visiting a new addition to the park in the future. The most common methods of transportation to the new addition were private vehicle (31%) and walking (28%).
<b>Overall quality</b>	Most visitor groups (94%) rated the overall quality of facilities, services, and recreational opportunities at Jefferson National Expansion Memorial as “very good” or “good.” Less than 2% 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) 885-2585 or the following website <http://www.psu.uidaho.edu>.

## **Acknowledgements**

We thank Marc Manni for compiling the report, James Gramann for overseeing the fieldwork, Debbie McLaughlin, Mystera Samuelson, Azu Dominquez Urruzola, and the staff and volunteers of Jefferson National Expansion Memorial for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

## **About the Authors**

Marc Manni is the Research Team Supervisor for the Visitor Services Project at the University of Idaho. James Gramann, Ph.D is a professor of Recreation, Park, and Tourism Sciences at Texas A&M University. Yen Le, Ph.D., is Director of the Visitor Services Project at the University of Idaho, and Steven Hollenhorst, Ph.D., was the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho

## Introduction

This report describes the results of a visitor study at Jefferson National Expansion Memorial in St. Louis, Missouri conducted July 23-29, 2012 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Jefferson National Expansion Memorial, “The Gateway Arch reflects St. Louis' role in the Westward Expansion of the United States during the nineteenth century. The park is a memorial to Thomas Jefferson's role in opening the West, to the pioneers who helped shape its history, and to Dred Scott who sued for his freedom in the Old Courthouse.” ([www.nps.gov/jeff](http://www.nps.gov/jeff), retrieved March 2013).

## Organization of the Report

This 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 a summary 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 a 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.

## Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

### Key

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 the total percentages do not equal 100 due to rounding.

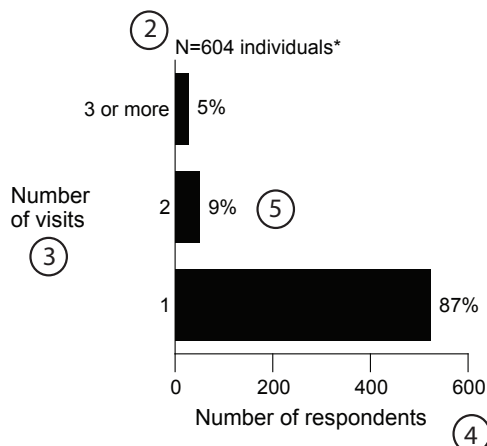
\*\* appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

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

5. In most graphs, percentages provide additional information.

### Example 1



① **Figure 14.** Number of visits to the park in past 12 months



## Methods

### Survey Design and Procedures

#### *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 method, 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 as they departed from four sites during July 23-29, 2012. Visitors were surveyed between the hours of 8:45 a.m. and 8:40 p.m. Table 1 shows the four locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 1572 visitor groups were contacted and 1145 of these groups (72.8%) accepted questionnaires. (The average acceptance rate for 277 VSP visitor studies conducted from 1988 through 2012 is 91.3%.) Questionnaires were completed and returned by 547 respondents, resulting in a 47.8% response rate for this study. (The average response rate for the 277 VSP visitor studies is 71.6%.)

Table 1. Questionnaire distribution

Sampling site	Distributed		Returned		Returned
	N	%	N	% by site	% of total
Arch North	635	55	266	41.9	48.6
Arch South	307	27	151	49.2	27.6
Arch Grounds	52	5	30	57.7	5.5
Old Court House	151	13	100	66.2	18.3
Total	1,145	100	547	47.8	100

\* total percentages do not equal 100 due to rounding

#### *Questionnaire design*

The Jefferson National Expansion Memorial questionnaire was developed at a workshop held with park staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Jefferson National Expansion Memorial. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Jefferson National Expansion Memorial questionnaire. However, all questions followed Office 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***

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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, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). 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 participants who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

<b>Mailing</b>	<b>Date</b>	<b>U.S.</b>	<b>International</b>	<b>Total</b>
Postcards	August 13, 2012	930	31	961
1 <sup>st</sup> replacement	August 27, 2012	656	16	672
2 <sup>nd</sup> replacement	September 17, 2012	573	0	573

## ***Data analysis***

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Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and descriptive statistics were calculated using Statistical Analysis Software® (SAS).

## ***Limitations***

---

As with 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 their 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 at the selected sites during the study period of July 23-29, 2012. 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. When 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***

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The weather during the survey period ranged from hot, sunny, and humid, with temperatures in the 90s and low 100s, to cool, overcast, and raining.

A St. Louis Cardinals home stand against the Los Angeles Dodgers seemed to increase visitation, especially in the evening before night games. The park reported this as a common occurrence.

### ***Checking non-response bias***

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and participant travel distance to the park. Respondents and non-respondents were significantly different in terms of average age, group size and distance from home to the park (see Tables 3 to 6). Other variables were not significantly different. The results indicate some biases occurred due to non-response. Visitors at younger age ranges (especially 40 and younger), visitors who traveled in a larger group size (more than 4 people), and visitors who live within a 200-mile radius of the park were under-represented in the survey results. See Appendix 3 for more details on the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

<b>Variable</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (t-test)</b>
Age (years)	46.52 (N=545)	40.62 (N=578)	<0.001
Group size	3.77 (N=541)	4.17 (N=568)	0.014

Table 4. Comparison of respondents and non-respondents by group type

<b>Group type</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (chi-square)</b>
Alone	27 (5%)	12 (8%)	0.153
Family	424 (79%)	445 (76%)	
Friends	41 (8%)	69 (12%)	
Family and friends	46 (9%)	46 (8%)	
Other	1 (<1%)	0 (0%)	

Table 5. Comparison of respondents and non-respondents by primary destination

<b>Destination</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (chi-square)</b>
Park as primary destination	208 (39%)	195 (33%)	0.102
Park as one of several destinations	264 (49%)	299 (51%)	
Unplanned visit	67 (12%)	92 (16%)	

Table 6. Comparison of respondents and non-respondents by distance from home to park

<b>Destination</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (chi-square)</b>
Within 100 miles	57 (12%)	74 (16%)	0.002
101-200 miles	41 (8%)	60 (13%)	
201-300 miles	110 (22%)	120 (26%)	
301 miles or more	268 (54%)	201 (43%)	
International visitors	20 (4%)	12 (3%)	

## Results

### Group and Visitor Characteristics

#### *Visitor group size*

##### **Question 22b**

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

##### **Results**

- 40% of visitor groups consisted of three or four people (see Figure 1).
- 35% were in groups of one or two.
- 25% were in groups of 5 or more.

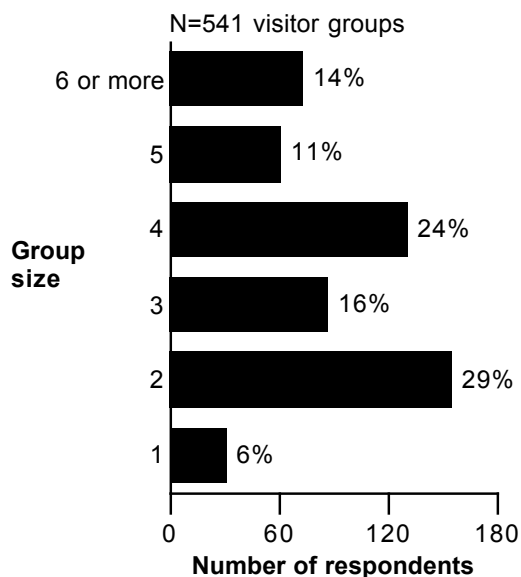


Figure 1. Visitor group size

#### *Visitor group type*

##### **Question 22a**

On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

##### **Results**

- 79% of visitor groups consisted of family groups (see Figure 2).
- 9% were with family and friends.
- 9% were with family and friends.
- “Other” group type (<1%) was:  
Conference with other professionals

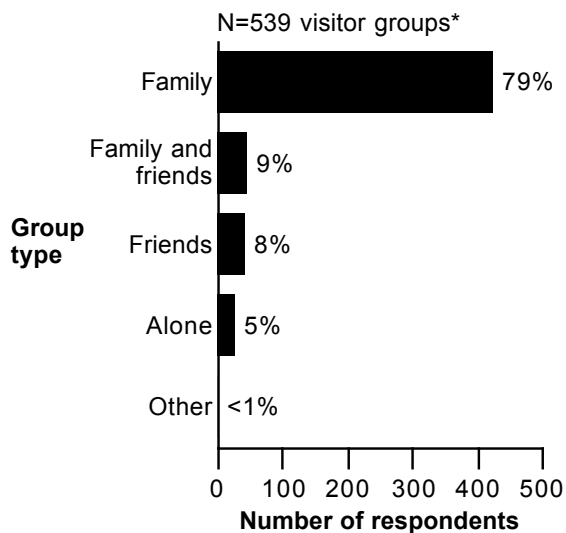


Figure 2. Visitor group type

\*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 21a

On this visit, was your personal group with a commercial guided tour group?

#### Results

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

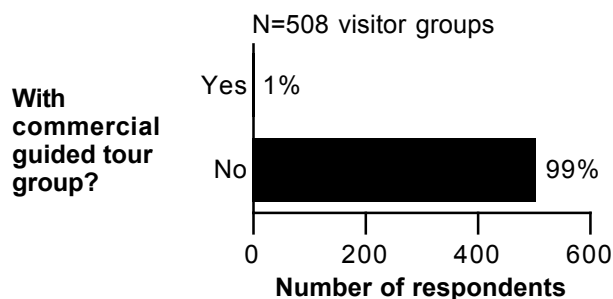


Figure 3. Visitors with a commercial guided tour group

### Question 21b

On this visit, was your personal group with a school/educational group?

#### Results

- 1% of visitor groups were with a school/educational group (see Figure 4).

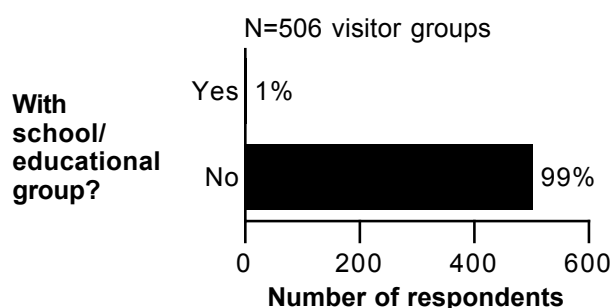


Figure 4. Visitors with a school/educational group

### Question 21c

On this visit, was your personal group with an "other" organized group (scouts, work, church, etc.)?

#### Results

- 2% of visitor groups were with an "other" organized group (see Figure 5).

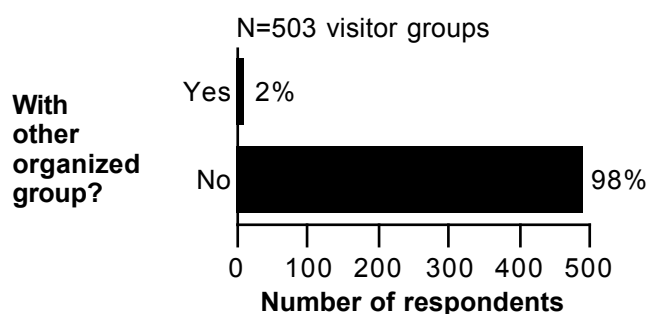


Figure 5. Visitors with an "other" organized group

\*total percentages do not equal 100 due to rounding

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

**Question 21d**

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).

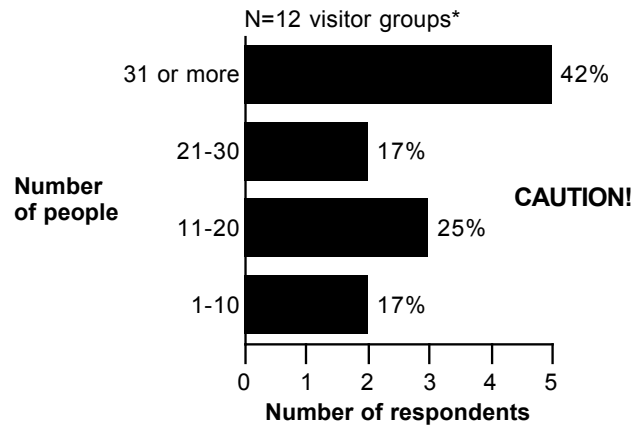


Figure 6. Organized group size

\*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 24b**

For 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 44 states and Washington, DC, and comprised 97% of total visitation to the park during the survey period.
- 15% of U.S. visitors came from Missouri (see Table 7 and Figure 7).
- 11% came from Illinois, 6% were from Kansas, and 6% were from Indiana.
- Smaller proportions came from 40 other states and Washington, DC.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=1604 individuals*	Percent of total visitors N=1659 individuals
Missouri	246	15	15
Illinois	175	11	11
Kansas	101	6	6
Indiana	100	6	6
Iowa	79	5	5
Texas	79	5	5
Minnesota	61	4	4
Arkansas	54	3	3
Tennessee	53	3	3
California	52	3	3
Ohio	52	3	3
Virginia	40	2	2
Georgia	36	2	2
Kentucky	35	2	2
Wisconsin	34	2	2
Pennsylvania	32	2	2
Michigan	31	2	2
Florida	28	2	2
Nebraska	27	2	2
Oklahoma	26	2	2
24 other states and Washington, DC	263	16	16

\*total percentages do not equal 100 due to rounding

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



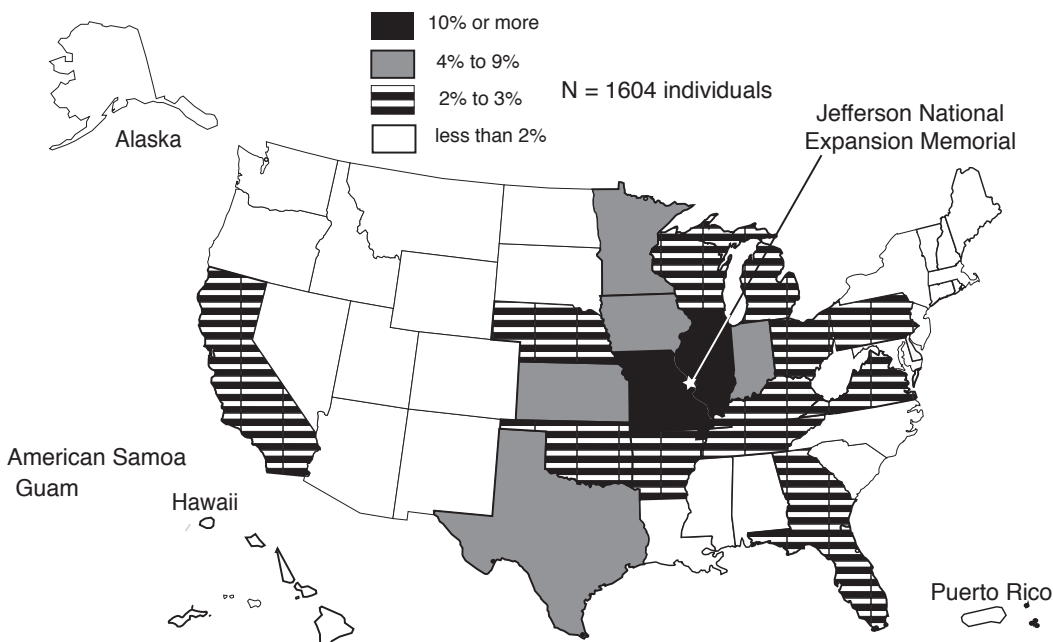


Figure 7. United States visitors by state of residence

### ***Visitors from Missouri and adjacent states by county of residence***

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

Table 8. Visitors from Missouri and adjacent states by county of residence

#### **Results**

- Visitors from Missouri and adjacent states were from 160 counties and comprised 56% of the total U.S. visitation to the park during the survey period.
- 10% came from Saint Louis County, MO (see Table 8).
- 3% came from Johnson County, KS.
- 3% came from Saint Louis City, MO.
- 3% came from Cook County, IL.
- Small proportions of visitors came from 156 other counties in Missouri and adjacent states.

<b>County, State</b>	<b>Number of visitors N=895 individuals</b>	<b>Percent*</b>
Saint Louis, MO	93	10
Johnson, KS	26	3
Saint Louis City, MO	25	3
Cook, IL	23	3
Shelby, TN	22	2
Marion, IN	16	2
Boone, MO	15	2
Cass, MO	15	2
Peoria, IL	15	2
Sangamon, IL	15	2
Douglas, NE	14	2
Polk, IA	14	2
Saint Charles, MO	14	2
147 other counties in Missouri and adjacent states	588	66

\*total percentages do not equal 100 due to rounding

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

## Resident of area

### Question 2a

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

#### Results

- 12% of visitor groups were residents of the area (see Figure 8).

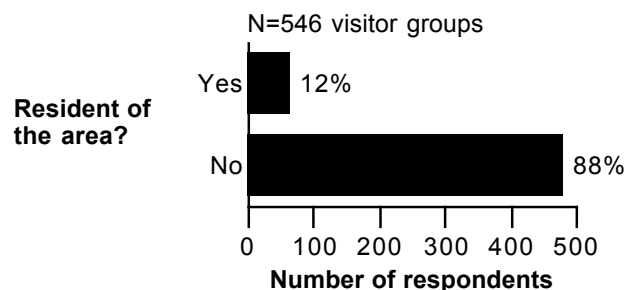


Figure 8. Residents of the area (within 30 miles of the park)

## International visitors by country of residence

### Question 24b

For your personal group on this visit, what is your country of residence?

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

#### Results

- International visitors were from 18 countries and comprised 3% of total visitation to the park during the survey period.
- 22% of international visitors came from Canada (see Table 9).
- 16% came from the United Kingdom.
- 11% came from Australia.
- Smaller proportions of international visitors came from 15 other countries.

Table 9. International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=55 individuals*	Percent of total visitors N=1659 individuals
Canada	12	22	1
United Kingdom	9	16	1
Australia	6	11	<1
Germany	4	7	<1
India	4	7	<1
Kuwait	3	5	<1
Austria	2	4	<1
China	2	4	<1
Haiti	2	4	<1
Netherlands	2	4	<1
New Zealand	2	4	<1
Colombia	1	2	<1
France	1	2	<1
Italy	1	2	<1
Korea	1	2	<1
Spain	1	2	<1
Switzerland	1	2	<1
Thailand	1	2	<1

\*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 to park in past 12 months***

#### **Question 24c**

For your personal group on this visit, how many times have you visited Jefferson National Expansion Memorial in the past 12 months (including this visit)?

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

#### **Results**

- 92% of visitors visited the park once in the past 12 months (see Figure 9).
- 6% visited two times.

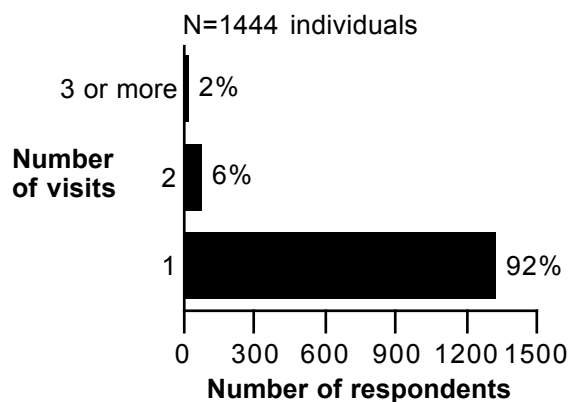


Figure 9. Number of visits to park in past 12 months

### ***Number of visits to park in lifetime***

#### **Question 24d**

For your personal group on this visit, how many times have you visited Jefferson National Expansion Memorial in your lifetime (including this visit)?

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

#### **Results**

- 57% of visitors were visiting the park for the first time (see Figure 10).
- 33% visited two or three times.

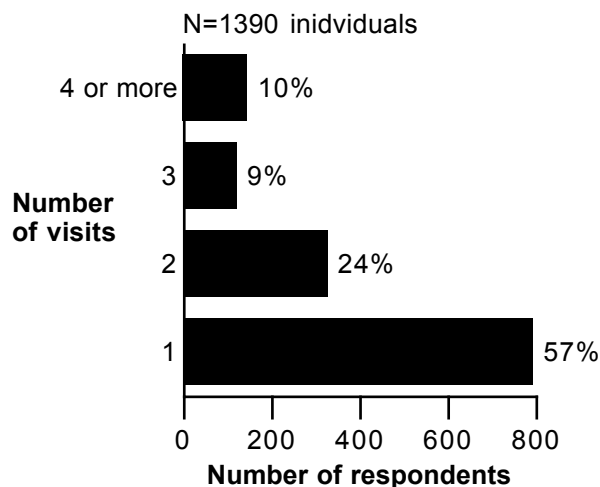


Figure 10. Number of visits to park in lifetime

\*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 24a

For 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 91 years.
- 45% of visitors were 31 to 60 years old (see Figure 11).
- 29% were 15 years or younger.
- 15% were 16-30 years old.
- 12% were 61 years or older.

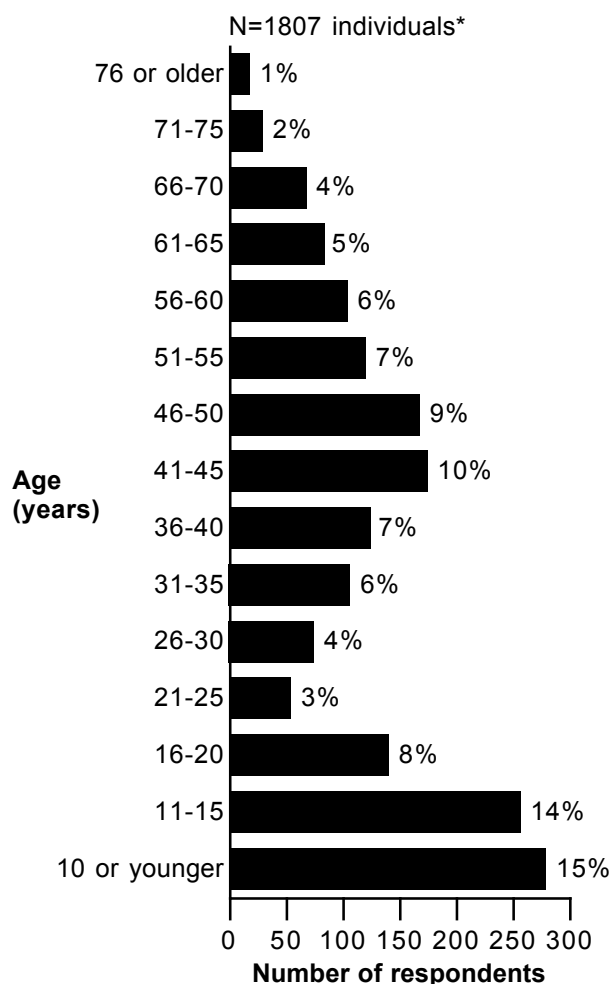


Figure 11. Visitor age

\*total percentages do not equal 100 due to rounding

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

### Visitors of Hispanic or Latino ethnicity

#### Question 25a

Are members of your personal group  
Hispanic or Latino?

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

#### Results

- 5% of visitors were Hispanic or Latino  
(see Figure 12).

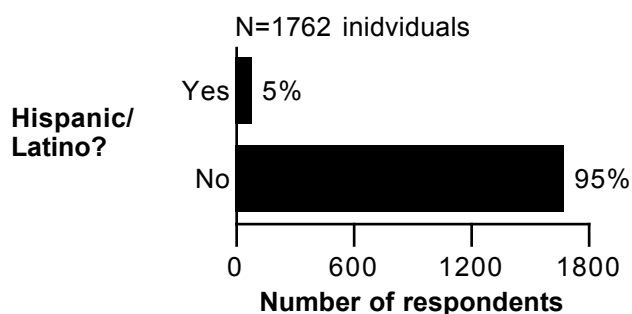


Figure 12. Visitors of Hispanic or Latino ethnicity

### Visitor race

#### Question 25b

What is the race of each member of  
your personal group?

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

#### Results

- 90% of visitors were White (see  
Figure 13).
- 4% were Black or African American.
- 4% were Asian.

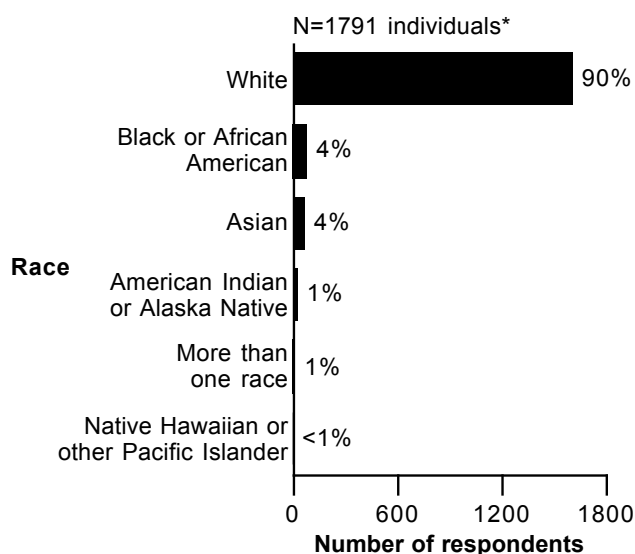


Figure 13. Visitor race

\*total percentages do not equal 100 due to rounding

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

## Language used for speaking and reading

### Question 26a

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

#### Results

- 92% of visitor groups preferred English for speaking (see Figure 14).
- “Other” languages (5%) are listed in Table 10.

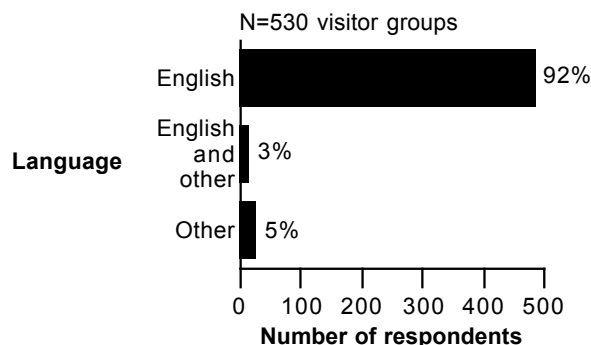


Figure 14. Language preferred for speaking

### Question 26b

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

#### Results

- 94% of visitor groups preferred English for reading (see Figure 15).
- “Other” languages (3%) are listed in Table 11.

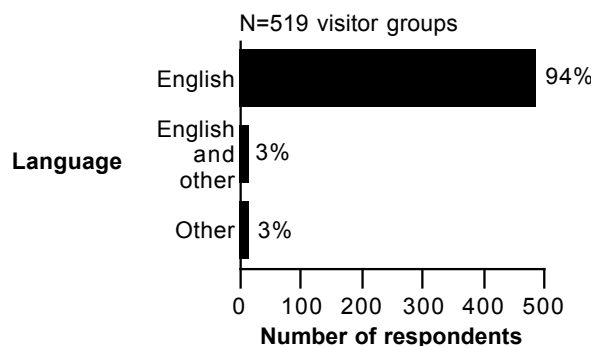


Figure 15. Language preferred for reading

Table 10. Other languages preferred for speaking (N=12 comments) – **CAUTION!**

Language	Number of times mentioned
Spanish	4
French	2
Chinese	1
German	1
Russian	1
Swiss German	1
Telugu	1
Tigrigna	1

Table 11. Other languages preferred for reading (N=6 comments) – **CAUTION!**

Language	Number of times mentioned
German	2
Amharic	1
Chinese	1
French	1
Telugu	1

\*total percentages do not equal 100 due to rounding

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

**Question 26c**

What services in the park need to be provided in languages other than English?

**Results**

- 5% of visitor groups felt there were services that need to be provided in languages other than English (see Figure 16).
- 17 visitor groups listed services that need to be provided in languages other than English (see Table 12).

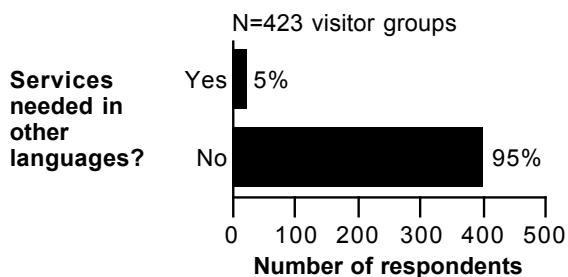


Figure 16. Visitor groups that felt services need to be provided in languages other than English

Table 12. Services need in languages other than English – **CAUTION!**  
(N=20 comments; some visitor groups made more than one comment)

Service	Number of times mentioned
All	6
Movie	3
Sign language interpretation	2
Written material	2
Audio	1
Displays	1
Guide services	1
Information necessary to enjoy visit	1
Restrooms	1
Safety information	1
Translation services	1

\*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 affecting access/participation

#### Question 27a

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

#### Results

- 5% of visitor groups had members with physical conditions affecting access or participation in park activities or services (see Figure 16).

Have difficulty accessing/participating in services/activities?

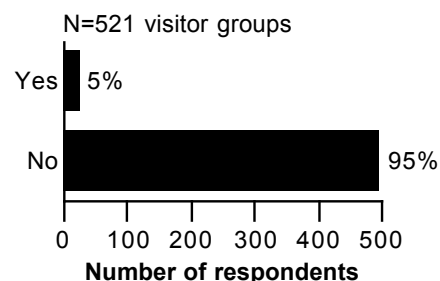


Figure 17. Visitor groups that had members with physical conditions affecting access or participation in park activities or services

#### Question 27b

If YES, what services or activities were difficult to access/participate in? (Open-ended)

#### Results – Interpret results with **CAUTION!**

- 23 visitor groups listed services or activities they had difficulty accessing or participating in (see Table 13).

Table 13. Services or activities in which visitor groups had difficulty accessing or participating – **CAUTION!** (N=25 comments; some visitor groups made more than one comment)

Service/activity	Number of times mentioned
Stairs to tram	6
Tram	4
Stairs to riverboat	3
Access to upper floor of Old Courthouse	2
Stairs to top of Gateway Arch	2
Uneven pathways for wheelchair/walker	2
Walking from parking garage to park	2
Movies and displays	1
Stairs to movie theater in Old Courthouse	1
Understanding "Monument to a Dream" due to lack of open captioning on screen	1
Walking	1

\*total percentages do not equal 100 due to rounding

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



**Question 27c**

Which specific problems did the person(s) have?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 18).

- “Other” problems (12%) were:

Autism--need open captioning  
and auditory information for  
understanding  
Claustrophobia  
Fear of heights

**Disability/  
physical  
challenge**

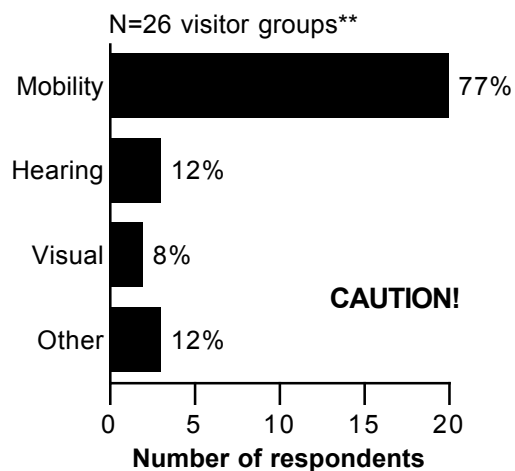


Figure 18. Specific problems experienced by visitors with physical conditions affecting access/participation

\*total percentages do not equal 100 due to rounding

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

### Respondent household income

#### Question 23a

For you only, which category best represents your annual household income?

#### Results

- 23% of respondents reported a household income of \$100,000-\$149,999 (see Figure 19).
- 20% had an income of \$50,000-\$74,999.
- 15% had an income of \$75,000-\$99,999.

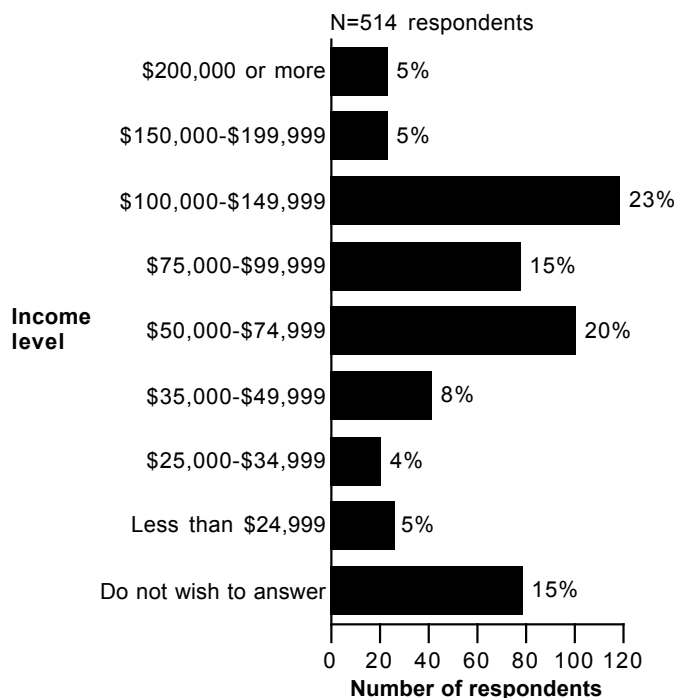


Figure 19. Respondent household income

### Respondent household size

#### Question 23b

How many people are in your household?

#### Results

- 44% of respondents had two or three people in their household (see Figure 20).
- 41% had four or five people.

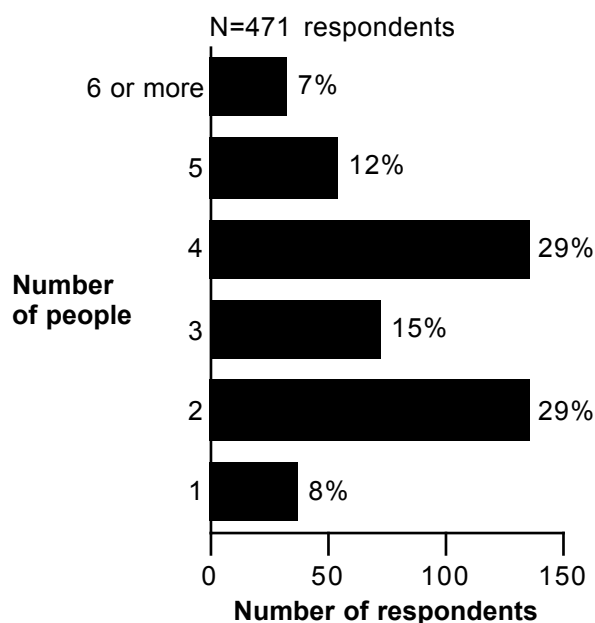


Figure 20. Number of people in respondent household

\*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 park management***

### **Question 1a**

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

#### **Results**

- 44% of visitor groups were aware that Jefferson National Expansion Memorial is a unit of the National Park System (see Figure 21).

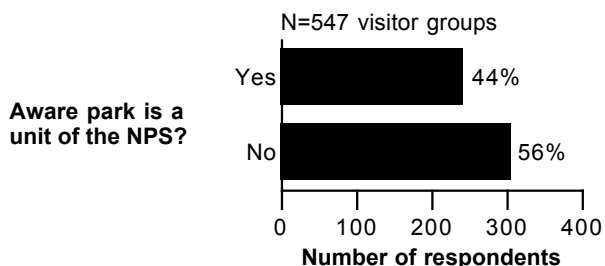


Figure 21. Visitor groups that were aware that Jefferson National Expansion Memorial is a unit of the National Park System

## ***Awareness of reason for establishment of the park***

### **Question 1b**

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?

#### **Results**

- 36% of visitor groups were aware of the reason for Jefferson National Expansion Memorial's establishment (see Figure 22).

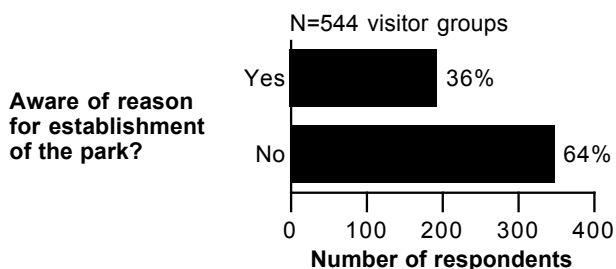


Figure 22. Visitor groups that were aware of the reason for Jefferson National Expansion Memorial's establishment

\*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

### Park as destination

#### Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to Jefferson National Expansion Memorial fit into your personal group’s travel plans?”

#### Results

- 50% of visitor groups said the visit to Jefferson National Expansion Memorial was one of several destinations (see Figure 23).
- 36% said the park was their primary destination.

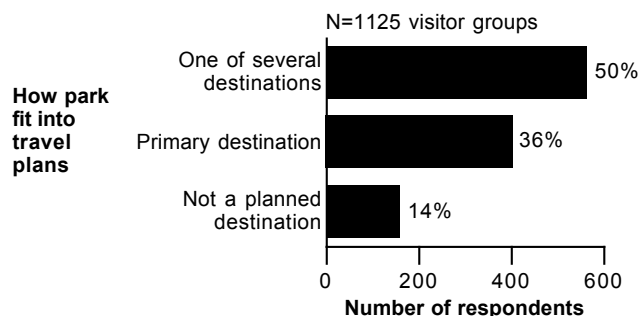


Figure 23. How visit to park fit into visitor groups' travel plans

### Primary destination

#### Question 3

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

#### Results

- 29% of visitor groups indicated that the park was their primary destination (see Figure 24).
- Other locations (71%) that were visitor groups' primary destinations are shown in Table 14.

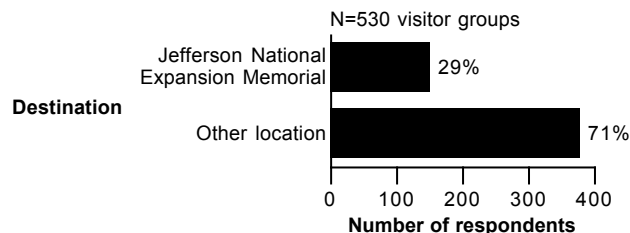


Figure 24. Park as primary destination

Table 14. Visitor groups' primary destination (N=368 comments)

Location	Number of times mentioned
St. Louis, MO	90
Busch Stadium, St. Louis, MO	53
Six Flags, Eureka, MO	12
Gateway Arch, St. Louis, MO	8
Branson, MO	6
Chicago, IL	5
Fort Leonard Wood, MO	5
Nashville, TN	4
St. Charles, MO	4
Washington, DC	4
Yellowstone National Park	4

\*total percentages do not equal 100 due to rounding

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

Table 14. Visitor groups' primary destination (continued)

<b>Location</b>	<b>Number of times mentioned</b>
Zoo, St. Louis, MO	4
Anheuser-Busch Brewery, St. Louis, MO	3
Botanical Gardens, St. Louis, MO	3
City Museum, St. Louis, MO	3
Denver, CO	3
Grand Canyon, AZ	3
Lake of the Ozarks, MO	3
New Orleans, LA	3
Belleville, IL	2
Columbia, MO	2
Harrah's, St. Louis, MO	2
Hyatt, St. Louis, MO	2
Kimberling City, MO	2
Millennial Hotel, St. Louis, MO	2
Milwaukee, WI	2
Mt. Rushmore, SD	2
Peabody Opera House, St. Louis, MO	2
St. Luke's Hospital, Chesterfield, MO	2
Town and Country, MO	2
Airport hotel	1
Airport, St. Louis, MO	1
America's Center, St. Louis, MO	1
Aurora, CO	1
Barnes-Jewish Hospital, St. Louis, MO	1
Beaver Creek, CO	1
Bernard, IA	1
Big Rapids, MI	1
Blacksburg, VA	1
Bloomington, MN	1
Buena Vista, CO	1
Carter, MO	1
Centralia, IL	1
Chesterfield, MO	1
Conroe, TX	1
Convention	1
Corsica, TX	1
Crown Candy, St. Louis, MO	1
Dallas, TX	1
Davenport, IL	1
Dayton, OH	1
Dollywood Amusement Park, Gatlinburg, TN	1
East Lansing, MI	1
Effingham, IL	1
ELCA Gathering, New Orleans, LA	1
Elizabeth, CO	1
Elsevier Computer Training	1
Evansville, IN	1
Fairborn, OH	1
Florida	1

\*total percentages do not equal 100 due to rounding

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

Table 14. Visitor groups' primary destination (continued)

<b>Location</b>	<b>Number of times mentioned</b>
Forest Park	1
Fouke, AR	1
Four Seasons, St. Louis, MO	1
Ft. Lauderdale, FL	1
Gatlinburg, TN	1
Granby, CO	1
Grand Junction, CO	1
Gulf Shores, AL	1
Gulfport, MS	1
Henderson, KY	1
Hilton Frontenac, St. Louis, MO	1
Hunley, IL	1
Illinois	1
Indiana	1
Indianapolis, IN	1
Iowa	1
Iowa City, IA	1
Jacksonville, FL	1
Jefferson City, MO	1
Jelly Stone Campground, Eureka, MO	1
Jerseyville, IL	1
Joplin, MI	1
Kansas City, KS	1
Kauai, HI	1
Keokuk, IA	1
Kirkwood, MO	1
Kissimmee, FL	1
Lake St. Charles, MO	1
Lancaster, PA	1
Langley AFB, VA	1
Lexington, KY	1
Los Angeles, CA	1
Louisville Slugger, Louisville, KY	1
Louisville, KY	1
Malone, NY	1
Marion, IN	1
Minnesota	1
Mission trip	1
MO-IL bridge under construction	1
Monsanto	1
New Hampshire	1
New York	1
New York City, NY	1
Niagara Falls, NY	1
Norman, OK	1
Northeast MO	1
Oakville, MO	1
Omaha, NE	1

\*total percentages do not equal 100 due to rounding

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

Table 14. Visitor groups' primary destination (continued)

<b>Location</b>	<b>Number of times mentioned</b>
Oshkosh Airshow, WI	1
Overland, MO	1
Paducah, KY	1
Palm Beach, FL	1
Peekskill, NY	1
Phoenix, AZ	1
Pontiac, IL	1
Potosi, MO	1
Racine, WI	1
Redondo Beach, CA	1
Relative's residence in area	1
Rich Hill, MO	1
Ritz Carlton, St. Louis, MO	1
Riverboat cruise	1
Royal Christian Music Society	1
Salem, IL	1
San Diego, CA	1
San Francisco, CA	1
Scott AFB, IL	1
Seligman, MO	1
Seminar in Arnold, MO	1
Shiprock, NM	1
Shrine of our Lady of the Snows, Belleville, IL	1
Sikeston, MO	1
South Carolina	1
Springdale, AK	1
Springfield, MO	1
St. Joseph, MO	1
St. Louis Art Museum, St. Louis, MO	1
St. Peters, MO	1
Stroudsburg, PA	1
Sturgis, SD	1
Swansea, IL	1
Sweetie Pie's Restaurant, St. Louis, MO	1
Tahlequah, OK	1
The Sanctuary, Florissant, MO	1
Tulsa, OK	1
Tyler, TX	1
University of Arizona, Tucson, AZ	1
Vacation Villas, Clarksville, MO	1
Verizon Wireless Amphitheater, St. Louis, MO	1
Washington University, St. Louis, MO	1
Washington, MO	1
West Liberty, OH	1
Wildwood, MO	1
William Woods University, Fulton, MO	1
Wire Works, St. Louis, MO	1
World Horseshoe Tournament, Knoxville, TN	1

\*total percentages do not equal 100 due to rounding

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

### ***Timing of decision to visit the park***

#### **Question 6**

When did your personal group make the decision to visit Jefferson National Expansion Memorial?

#### **Results**

- 30% of visitor groups made the decision to visit the park more than a week to a month before the visit (see Figure 25).
- 23% decided more than a month to six months before the visit.
- 18% decided on the day of the visit.

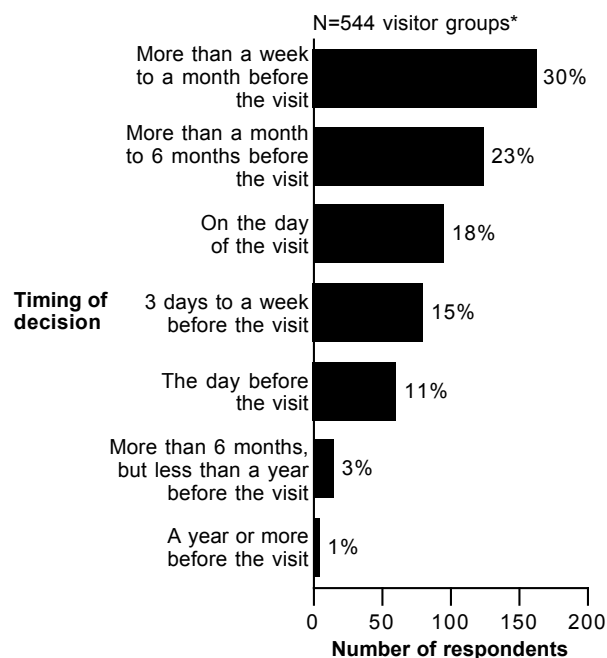


Figure 25. Timing of decision to visit Jefferson National Expansion Memorial

### ***Primary reason for visiting the park area***

#### **Question 2b**

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)?

#### **Results**

- 35% of visitor groups indicated visiting the park was the primary reason they came to the St. Louis area (see Figure 26).

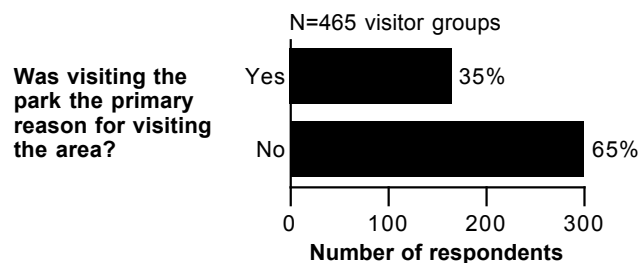


Figure 26. Visitor groups whose primary reason for visiting the St. Louis area was to visit the park

\*total percentages do not equal 100 due to rounding

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



## ***Reason for visiting the park***

### **Question 5**

On this visit, which were the reasons your personal group visited Jefferson National Expansion Memorial?

### **Results**

- As shown in Figure 27, the most common reasons visitor groups visited Jefferson National Expansion Memorial were:

77% Travel to the top of the Gateway Arch  
45% Learn history

- “Other” reasons (10%) are shown in Table 15.

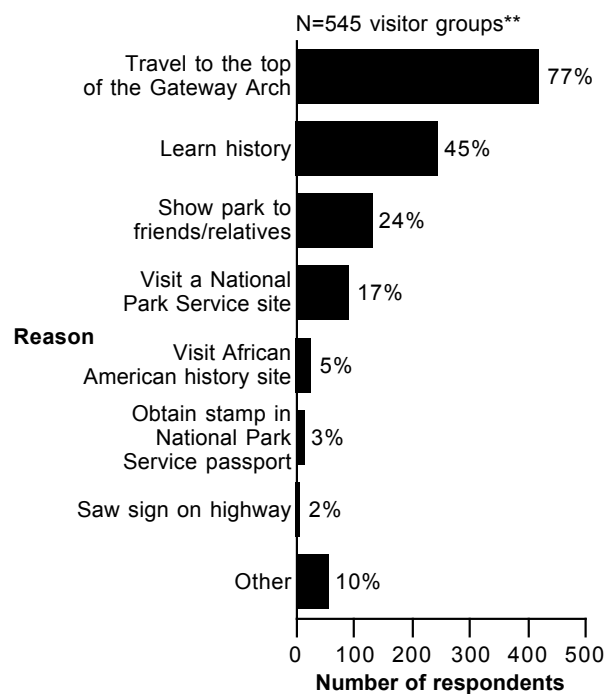


Figure 27. Reason for visiting the Jefferson National Expansion Memorial

\*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. "Other" reasons for visiting the park  
(N=54 comments)

Reason	Number of times mentioned
To see the Gateway Arch	15
Out for a walk	4
Jogging	3
Staying close by	3
To see the Old Courthouse	3
Junior Ranger Program	2
Museum	2
Riverboat cruise	2
Saw it while passing by	2
14-year-old preference as a mid-trip stopover	1
Additional site of interest on bus trip	1
Architectural interest	1
Boy Scout merit badge	1
Buy a lapel pin	1
Civil war tour	1
Geocaching	1
Going to work	1
Included in our family "stay-cation"	1
Interest in landmark	1
Louis and Clark expedition	1
Meeting	1
On a walking tour of St. Louis	1
Picture	1
Restroom	1
Something to do before the baseball game	1
Visit the St. Louis area	1
Worked on a special project	1

---

\*total percentages do not equal 100 due to rounding

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

## Alternative plans to visiting the park

### Question 8a

For you only, if you had been unable to visit Jefferson National Expansion Memorial on this trip, would you have visited at another time?

#### Results

- 77% of respondents would have visited Jefferson National Expansion Memorial at another time if they had been unable to visit the park on this trip (see Figure 28).

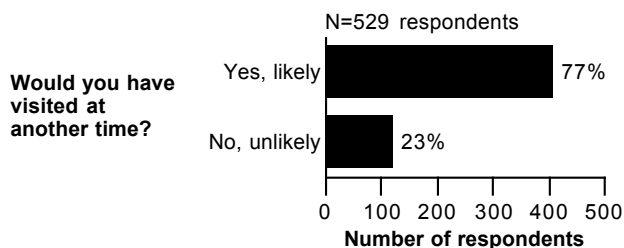


Figure 28. Respondents who would have visited the park at another time

### Question 8b

If NO, what would you have done with the time you spent on this trip?

#### Results

- 43% of respondents would have gone somewhere else (see Figure 29).
- 42% were not sure or had other plans.

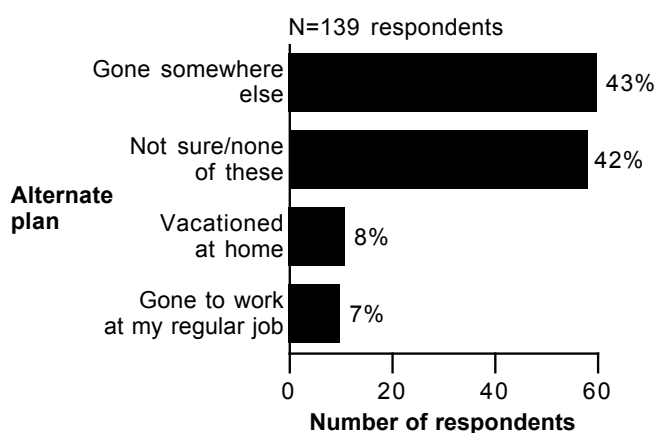


Figure 29. Respondent choice of how to spend time

\*total percentages do not equal 100 due to rounding

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

**Question 8c**

What is the distance from home to alternate site?

**Results – Interpret results with CAUTION!**

- Not enough respondents responded to the question to provide reliable results (see Figure 30).
- 20 respondents listed other locations they would have visited had they not visited the park (see Table 16).

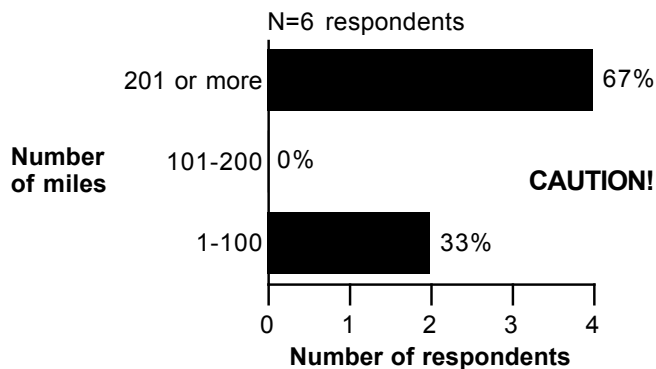


Figure 30. Distance of alternate site from home

Table 16. Other locations respondents would have gone if had they not visited the park (N=20 comments)

Location	Number of times mentioned
Other St. Louis attractions	3
A different park	1
Anchorage, AK	1
Baseball game, St. Louis, MO	1
Cape Cod, MA	1
Chicago, IL	1
Dollywood Amusement Park, Gatlinburg, TN	1
Elizabeth, CO	1
Galveston, TX	1
Graceland, Memphis, TN	1
O'Fallon, St. Louis, MO	1
Pigeon Forge, TN	1
Shopping	1
Straight home	1
Sudbury, MA	1
Texas	1
Visited more quilt shops	1
Washington, DC	1

\*total percentages do not equal 100 due to rounding

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

## Transportation

### Question 2c

For the non-resident 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)?

### Results

- 64% of non-resident visitor group members used a car to travel most of the distance from home to the St. Louis area (see Figure 31).
- 17% used a SUV/truck/van.
- 12% traveled by airplane.
- “Other” methods of transportation (4%) were:

Bicycle  
Bus  
Train  
Truck with travel trailer

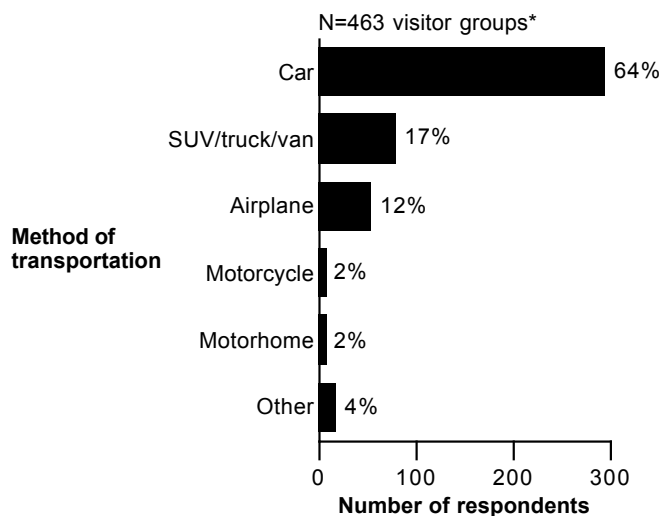


Figure 31. Method of transportation

\*total percentages do not equal 100 due to rounding

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

## Parking

### Question 7a

On this visit, how many vehicles did your personal group use to arrive at the Memorial parking?

#### Results

- 92% of visitor groups used one vehicle to arrive at the Memorial parking (see Figure 32).
- 69% of visitor groups parked at the Memorial parking (see Figure 33).
- 22% walked/bicycled/used public transportation.
- 22% walked/bicycled/used public transportation.

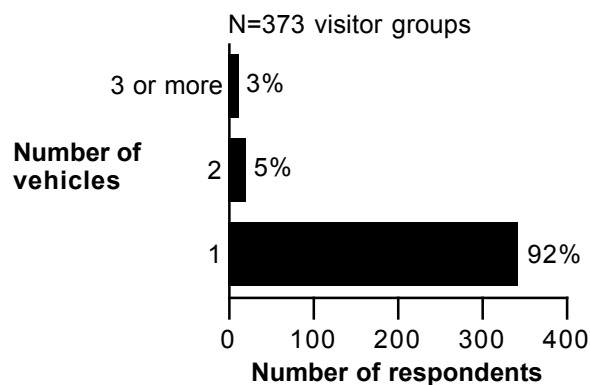


Figure 32. Number of vehicles used to arrive at the Memorial parking

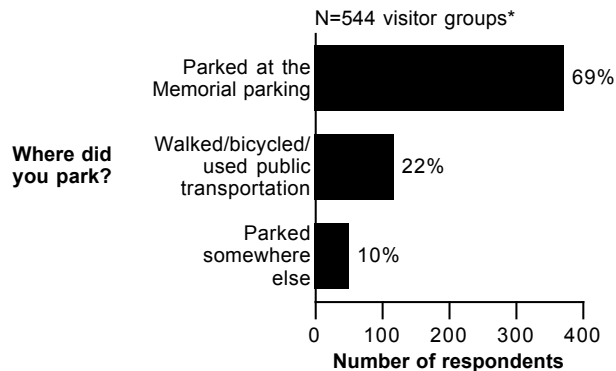


Figure 33. Where visitor groups parked

\*total percentages do not equal 100 due to rounding

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

**Question 7b**

If you parked at the Memorial parking, did your personal group find the parking location convenient?

**Results**

- 92% of visitor groups found the parking location convenient (see Figure 34).

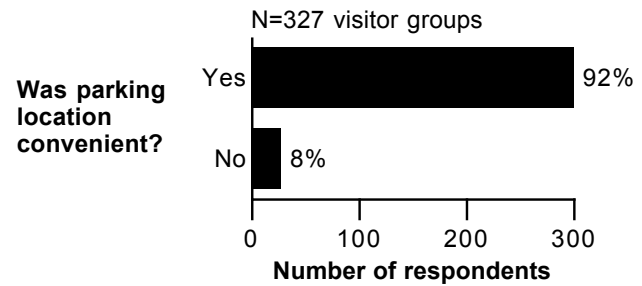


Figure 34. Visitor groups that found the parking location convenient

**Question 7c**

If your personal group parked at the Memorial parking, did you feel safe parking there?

**Results**

- 98% of visitor groups felt safe parking at the Memorial parking (see Figure 35).

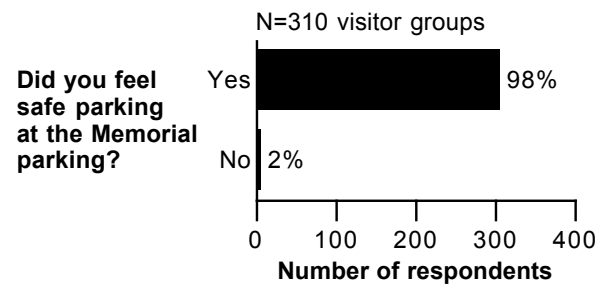


Figure 35. Visitor groups that felt safe parking at the Memorial parking

\*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 9a

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?

#### Results

- 75% of visitor groups stayed overnight away from home in St. Louis or in the area within 30 miles of the park (see Figure 36).

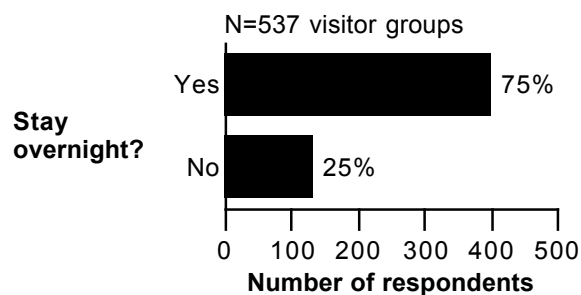


Figure 36. Visitor groups that stayed overnight in St. Louis or in the area within 30 miles of the park

### Question 9b

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?

#### Results

- 47% of visitor groups stayed two or three nights in St. Louis or in the area within 30 miles of the park (see Figure 37).
- 33% stayed one night.
- 20% spent four or more nights.

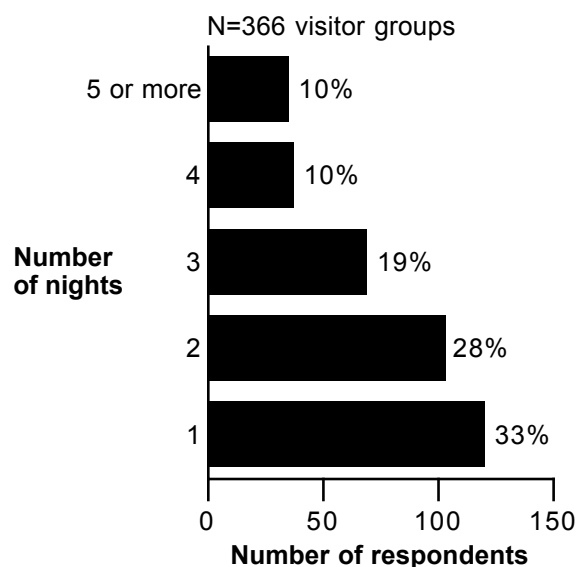


Figure 37. Number of nights spent in St. Louis or in the area within 30 miles of the park

\*total percentages do not equal 100 due to rounding

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



***Accommodations used in St. Louis or in the area within 30 miles of the park*****Question 9b**

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?

**Results**

- 86% of visitor groups stayed in a lodge, hotel, motel, vacation rental, B&B, etc. (see Figure 38).
- 11% stayed in the residence of friends or relatives.
- “Other” type of lodging (<1%) was:

Train station

- Table 17 shows the number of nights spent in accommodations in St. Louis or in the area within 30 miles of the park.

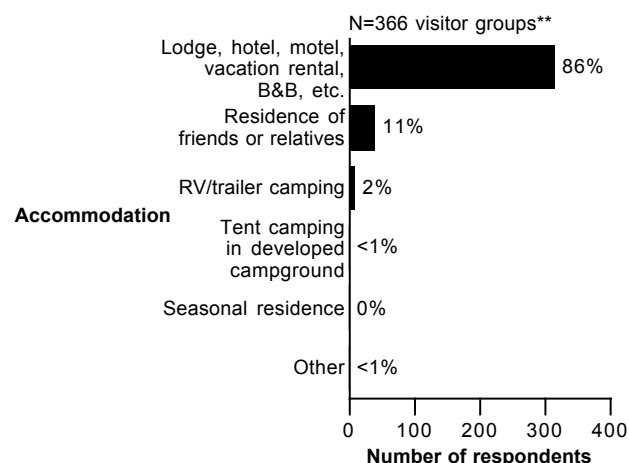


Figure 38. Accommodations used in St. Louis or in the area within 30 miles of the park

Table 17. Number of nights spent in accommodations in St. Louis or in the area within 30 miles of the park (N=number of visitor groups)

Accommodation	N	Number of nights (%)*			
		1	2	3	4 or more
Lodge, hotel, motel, vacation rental, B&B, etc.	315	93	89	86	70
RV/trailer camping – <b>CAUTION!</b>	9	2	2	0	5
Tent camping in developed campground – <b>CAUTION!</b>	1	0	1	0	0
Seasonal residence	0	0	0	0	0
Residence of friends or relatives	40	3	8	14	25
Other – <b>CAUTION!</b>	1	1	0	0	0

\*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 visit***

### **Question 4a**

On this visit, how many hours in total did your personal group spend visiting the Jefferson National Expansion Memorial?

#### **Results**

- 58% of visitor groups spent two or three hours visiting the park (see Figure 39).
- 25% spent four or more hours.
- The average length of visit was 2.7 hours.

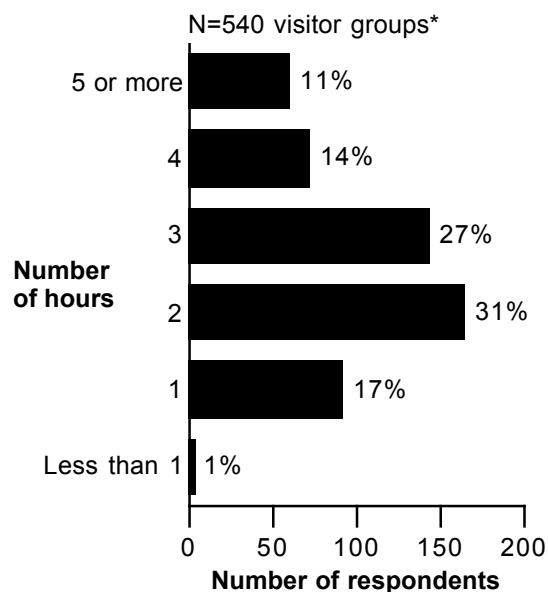


Figure 39. Number of hours spent in the park

## ***Visit the park on more than one day***

### **Question 4b**

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

#### **Results**

- 14% of visitor groups visited the park on more than one day (see Figure 40).

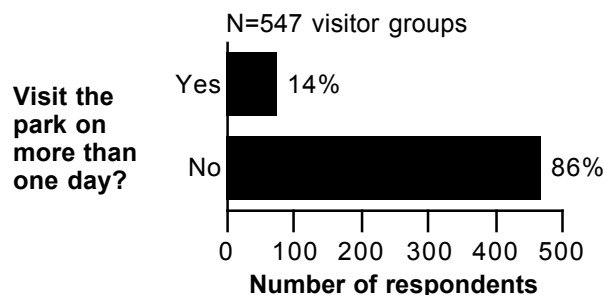


Figure 40. Visitor groups that visited the park on more than one day

### **Question 4c**

If YES, how many days did you visit the park?

#### **Results**

- 88% of visitor groups visited the park on two days (see Figure 41).
- 12% visited on three days.

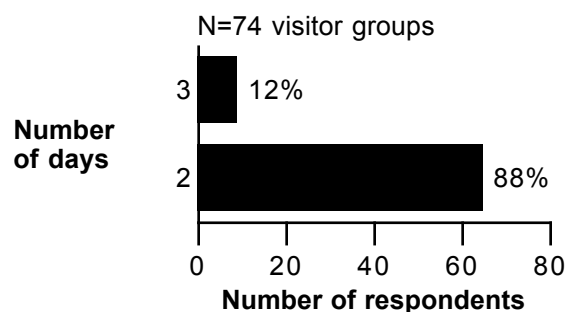


Figure 41. Number of days spent visiting the park

\*total percentages do not equal 100 due to rounding

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

***Locations visited within St. Louis on this visit*****Question 11a**

On this visit, which locations did your personal group visit within St. Louis?

**Results**

- As shown in Figure 42, the most commonly visited locations within St. Louis were:

43% St. Louis Cardinals game  
43% Forest Park  
25% City Museum

- “Other” locations (28%) are shown in Table 18.

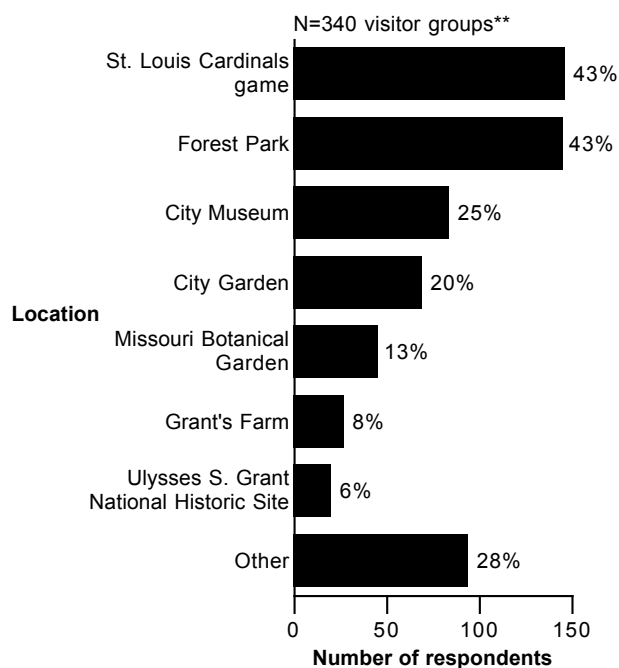


Figure 42. Locations visited within St. Louis on this visit

\*total percentages do not equal 100 due to rounding

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

Table 18. “Other” locations visited within St. Louis on this visit  
(N=94 comments; some visitor groups made more than one comment)

<b>Location</b>	<b>Number of times mentioned</b>
Anheuser-Busch Brewery	26
Six Flags	10
The Magic House	7
Union Station	5
Cathedral Basilica	5
Laclede's Landing	3
Trolley tour of city	3
Casino	2
Delmar Loop	2
Meramec Caverns	2
Schlafly Brewery	2
The Hill	2
Airport	1
Blueberry Hill	1
Cahokia	1
Civil War museums	1
Civil War tour	1
Confluence Tower	1
Downtown St. Louis	1
Edward Jones Dome	1
Elephant Rocks State Park	1
Galleria Mall	1
Jefferson Barracks	1
Johnson's Shut-Ins State Park	1
National Transportation Museum	1
Pappy's Smokehouse	1
Purina Farms	1
River cruise	1
Scott Joplin House	1
St. Louis history	1
Ted Drewe's custard	1
The Muny Theater	1
The Sanctuary	1
Turtle Park	1
War Memorial	1
Wineries on Highway 94	1
World Bird Sanctuary	1

\*total percentages do not equal 100 due to rounding

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

### ***Locations to visit within St. Louis in the future***

#### **Question 11b**

If you were to visit St. Louis in the future, in which locations would your personal group plan to visit?

#### **Results**

- As shown in Figure 43, the most common locations to visit within St. Louis in the future were:

67% Forest Park  
53% St. Louis Cardinals game  
46% Missouri Botanical Garden

- “Other” locations (6%) are shown in Table 19.

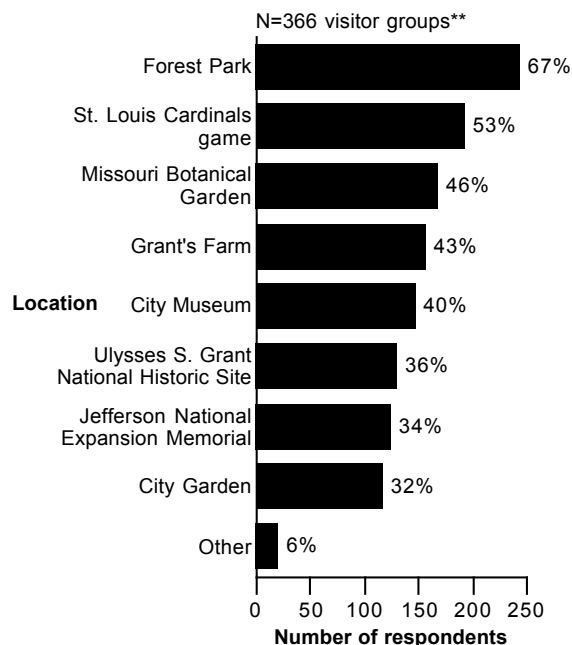


Figure 43. Locations to visit within St. Louis in the future

Table 19. “Other” locations to visit within St. Louis in the future – **CAUTION!**  
(N=22 comments; some visitor groups made more than one comment)

Location	Number of times mentioned
Anheuser-Busch Brewery	3
Blueberry Hill	1
Cahokia Mounds	1
Cathedral	1
Chain of Rocks Bridge	1
Crown Candy	1
Downtown St. Louis	1
Frozen custard establishment	1
Historical homes	1
Jefferson Barracks	1
Laclede's Landing	1
Meramec Caverns	1
Purina Farms	1
Route 66 activities	1
St. Louis Carousel Faust Park	1
The Magic House	1
The Muny Theater	1
Transportation Museum	1
Trolley tour of city	1
Union Station	1

\*total percentages do not equal 100 due to rounding

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

## Visits to the Old Courthouse

### Question 12a

On this visit, did your personal group visit the Old Courthouse?

#### Results

- 28% of visitor groups visited the Old Courthouse (see Figure 44).

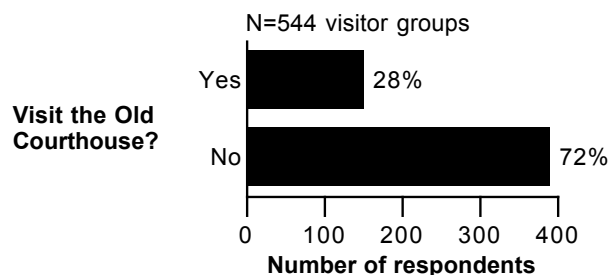


Figure 44. Visitor groups that visited the Old Courthouse

### Question 12b

If YES, why did your personal group choose to visit the Old Courthouse?

#### Results

- As shown in Figure 45, the most common reason for visiting the Old Courthouse was:

76% Historic architecture

- “Other” reasons for visiting the Old Courthouse (15%) are shown in Table 20.

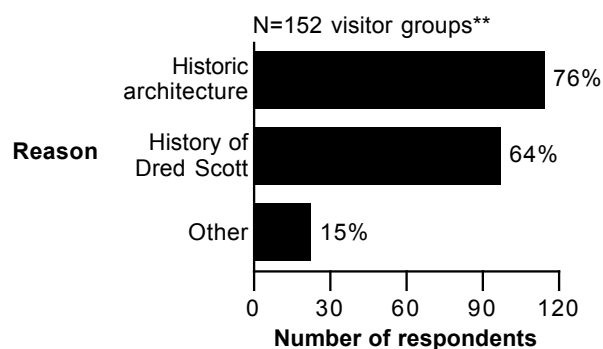


Figure 45. Reasons visitor groups visited the Old Courthouse

\*total percentages do not equal 100 due to rounding

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

Table 20. Other reasons for visiting the Old Courthouse – **CAUTION!**  
(N=22 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
To see the inside	3
Convenient location	2
Legal interest	2
Suggested by ranger	2
City tour	1
Good view of the Arch	1
History	1
It was there	1
Junior Ranger	1
National Park Passport Stamp	1
On walking route	1
Part of the park	1
Part of St. Louis	1
Saw it out our hotel window	1
Scavenger hunt	1
Taking photos	1
Time constraints	1

\*total percentages do not equal 100 due to rounding

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

**Question 12c**

If NO, why not?

**Results**

- 40% of visitor groups did not visit the Old Courthouse because they did not know about it (see Figure 46).
- “Other” reasons for not visiting the Old Courthouse (35%) are shown in Table 21.

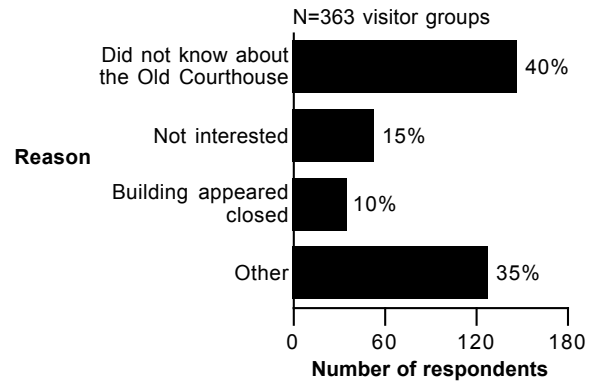


Figure 46. Reasons for not visiting the Old Courthouse

Table 21. Other reasons for not visiting the Old Courthouse (N=137 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Not enough time	99
Construction	11
Too hot	8
Closed	4
Young children in group	4
Disabled visitor in group unable to access site	2
Group was tired	2
Geocaching (on a time limit)	1
Just out for walk	1
Not on the agenda	1
Older visitors in group	1
Saw it last year	1
Started to storm	1
Weather	1

\*total percentages do not equal 100 due to rounding

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



### Visits to the Gateway Arch

#### Question 13a

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

#### Results

- 95% of visitor groups visited the Gateway Arch (see Figure 47).

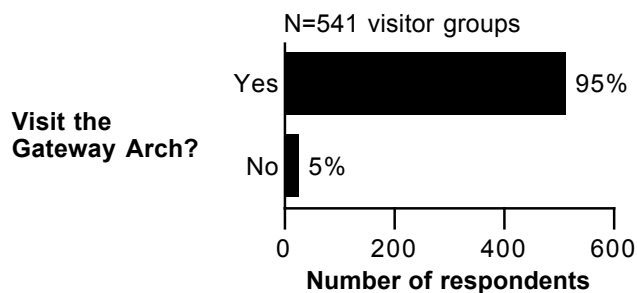


Figure 47. Visitor groups that visited the Gateway Arch

### Order of sites visited in the park

#### Question 13b

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

#### Results

- 90% of visitor groups visited the Gateway Arch first (see Figure 48).

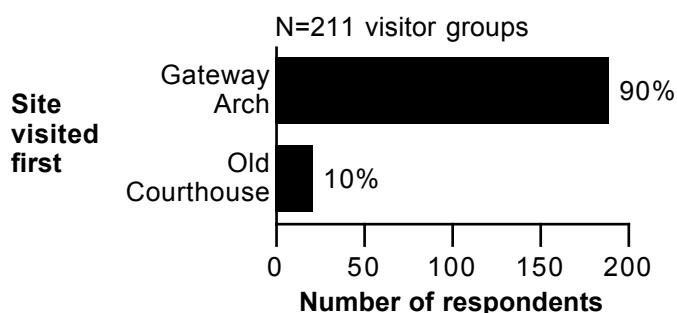


Figure 48. Order of sites visited in the park

\*total percentages do not equal 100 due to rounding

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

## Activities on this visit

### Question 10a

On this visit, in which activities did your personal group participate within Jefferson National Expansion Memorial?

### Results

- As shown in Figure 49, the most common activities in which visitor groups participated on this visit were:

79% Visiting the Museum of Westward Expansion at the Arch  
 74% Tram ride to the top of the Arch  
 63% Walking the park grounds

- “Other” activities (2%) were:

Photography  
 Sitting and enjoying weather  
 Visit the landing

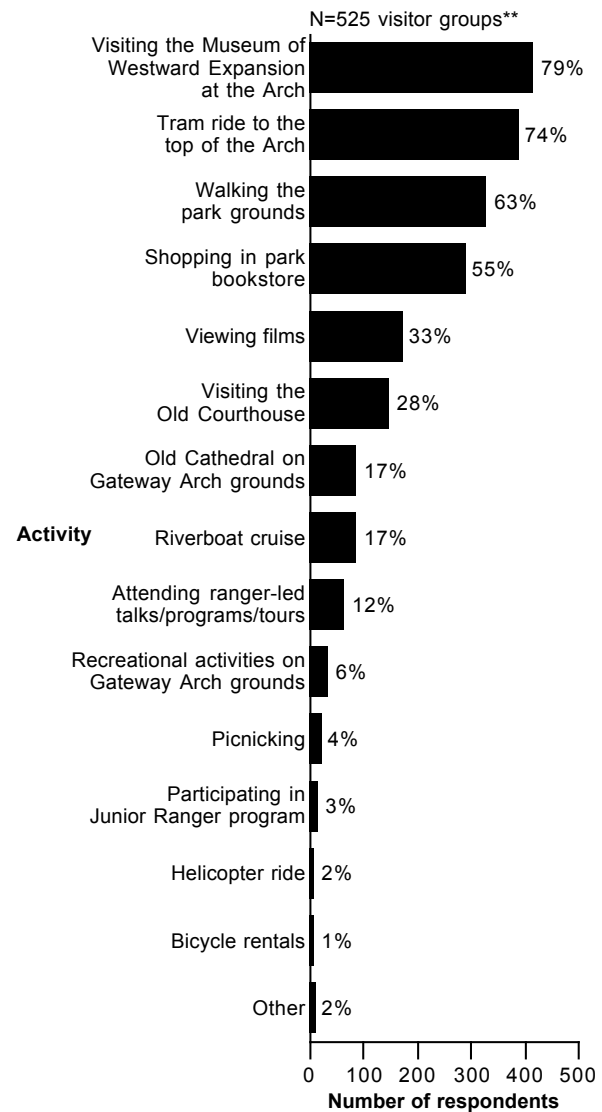


Figure 49. Activities on this visit

\*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 visits

### Question 10b

If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park?

### Results

- As shown in Figure 50, the most common activities in which visitor groups would prefer to participate on future visits were:

55% Tram ride to the top of the Arch  
53% Visiting the Old Courthouse  
50% Old Cathedral on Gateway Arch grounds

- “Other” activities (2%) were:

Photography  
Horse and carriage ride  
Obtain information on other national parks  
See fireworks over the arch  
Use Memorial Parking (difficult to locate, felt unsafe)

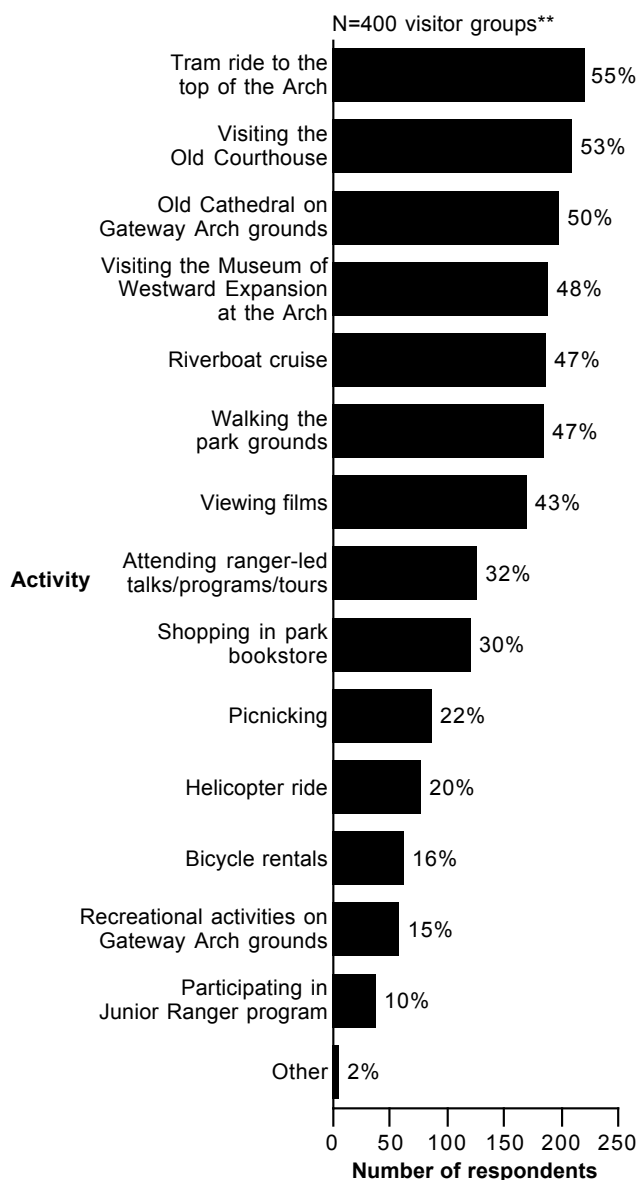


Figure 50. Activities on future visits

\*total percentages do not equal 100 due to rounding

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

## Ratings of Services, Facilities, Attributes, Resources, and Elements

### *Opinions about safety*

#### Question 20a

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.

#### Results

- Table 22 shows visitor groups' ratings of how safe they felt during their visit to Jefferson National Expansion Memorial.

Table 22. Opinions about safety  
(N=number of visitors)

Safety issue	N	Rating (%)*				
		Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
Personal safety — from crime	543	2	1	9	49	39
Personal safety — from accidents	541	1	1	9	52	37
Personal property — from crime	542	1	2	14	51	32

\*total percentages do not equal 100 due to rounding

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

**Question 20b**

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

**Results**

- Interpret with **CAUTION!** Not enough visitor groups responded to the question to provide reliable results (see Table 23).

Table 23. Explanations of “very unsafe” or “unsafe” ratings  
(N=32 comments; some visitor groups made more than one comment) – **CAUTION!**

<b>Safety issue</b>	<b>Number of times mentioned</b>
<b>Personal safety — from crime</b>	
Felt unsafe walking to parking lot at dusk	2
A homeless man was walking and talking to himself along the street	1
Bad neighborhood	1
Could not locate bathroom upon arrival	1
Dark parking lot	1
Did not feel safe at riverfront towards Laclede's Landing	1
Limited police presence	1
Many suspicious people asked for money on road a metro station	1
Nearby areas we drove through seemed abandoned	1
Parking lot felt secluded	1
Pickpockets	1
Saw person begging for money underneath a sign that read "no aggressive begging"	1
Shady/poor people around	1
Someone in train station threw a glass bottle in front of us	1
Surrounding area looks sketchy	1
Too many homeless on the grounds or around it	1
Water park areas had homeless individuals and the stench of urine	1
We were approached by a pan-handler	1
<b>Personal safety — from accidents</b>	
Crossing the road	2
Downtown traffic	2
Area by the river poorly maintained	1
I was driving a U-Haul and the streets can get small	1
Parking lot difficult to locate	1
Riverfront parking lot was slippery due to rain	1
Tram was not working properly and people were still being loaded	1
Unstable tram to top of Gateway Arch	1
Unsure of where we were going	1
<b>Personal property — from crime</b>	
Something was stolen from group in RV parking lot	1
Something was stolen from group outside the park	1

\*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 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).

#### Results

- 46% of visitor groups spent \$1-\$400 (see Figure 51).
- 19% spent \$401 or more.
- The average visitor group expenditure was \$505.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$323.
- The average total expenditure per person (per capita) was \$167.
- As shown in Figure 52, the largest proportions of total expenditures inside and outside the park were:

35% Lodge, hotel, motel, cabin, B&B, etc.  
20% Restaurants and bars  
16% Admission, recreation, and entertainment fees

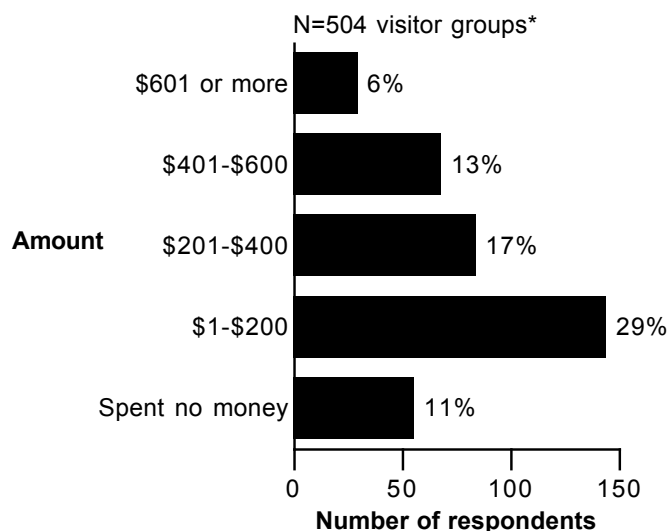


Figure 51. Total expenditures inside and outside the park

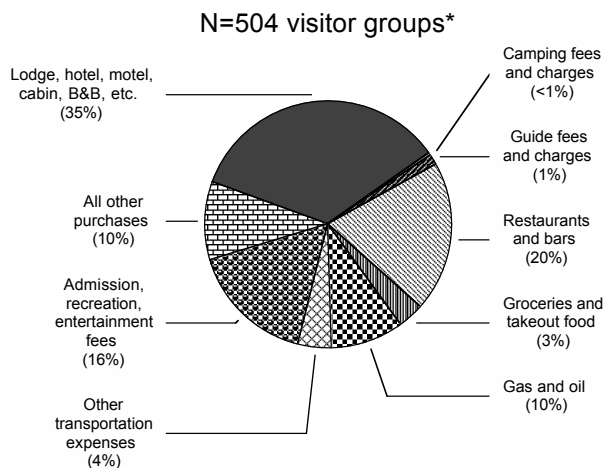


Figure 52. Proportions of total expenditures inside and outside the park

\*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 19c**

How many adults (18 years or older) do these expenses cover?

#### **Results**

- 61% of visitor groups had two adults covered by expenditures (see Figure 53).
- 21% had three or four adults covered by expenditures.
- 14% had one adult covered by expenditures.

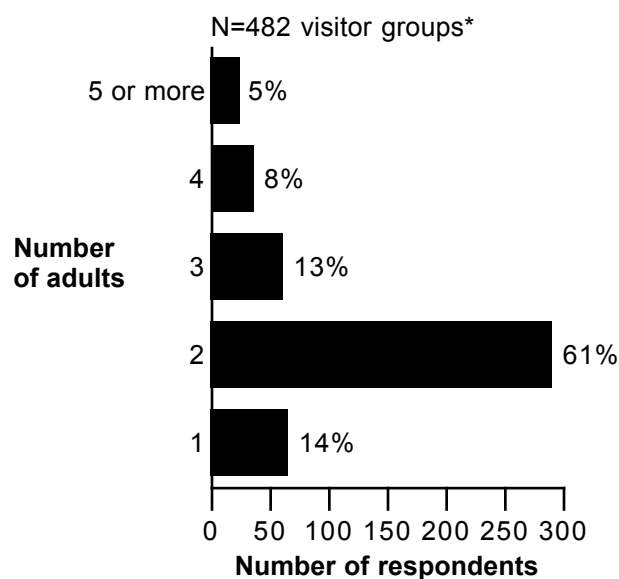


Figure 53. Number of adults covered by expenditures

### ***Number of children covered by expenditures***

#### **Question 19c**

How many children (under 18 years) do these expenses cover?

#### **Results**

- 54% of visitor groups had one or two children covered by expenditures (see Figure 54)
- 23% had no children covered by expenditures.
- 22% had three or more children covered by expenditures.

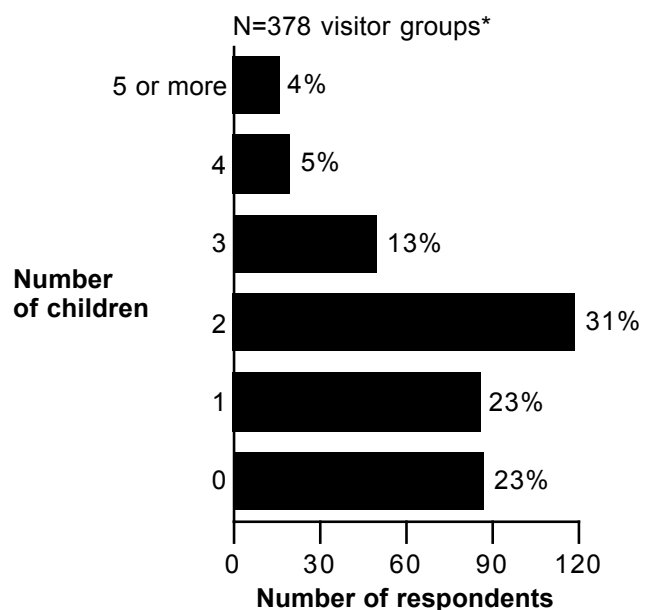


Figure 54. Number of children covered by expenditures

\*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 19a

Please list your personal group's total expenditures inside Jefferson National Expansion Memorial.

### Results

- 32% of visitor groups spent \$1-\$40 (see Figure 55).
- 27% spent \$41-\$80.
- 19% spent \$81 or more.
- The average visitor group expenditure inside the park was \$53.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$40.
- The average total expenditure per person (per capita) was \$21.
- As shown in Figure 56, the largest proportions of total expenditures inside the park were:

51% Admission, recreation, and entertainment fees  
38% All other purchases

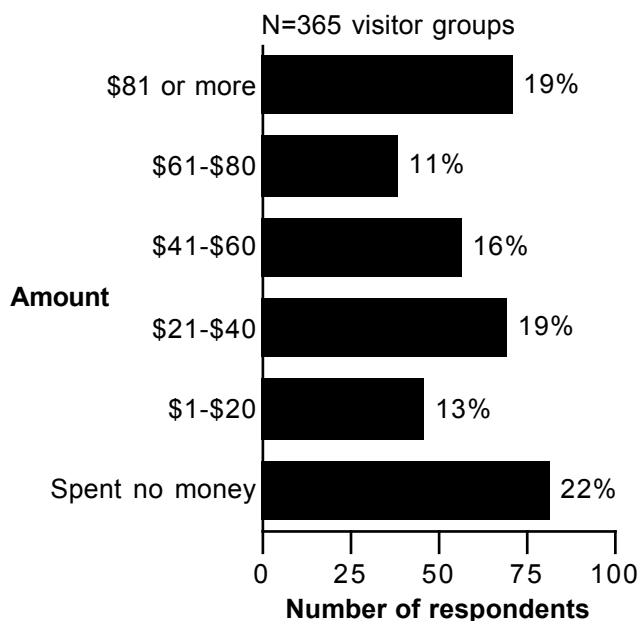


Figure 55. Total expenditures inside the park

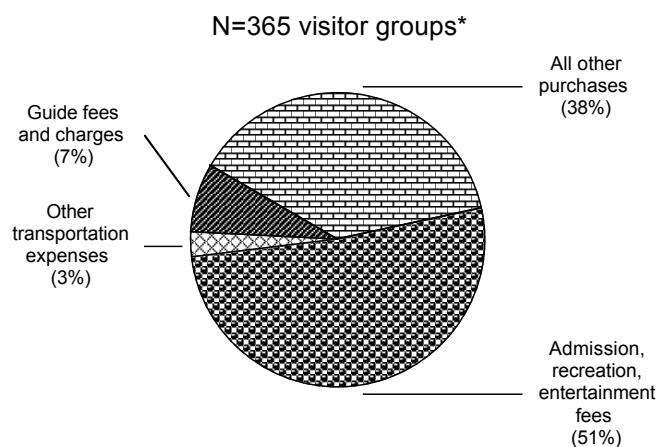


Figure 56. Proportions of total expenditures inside the park

\*total percentages do not equal 100 due to rounding

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



Guide fees and charges

- 81% of visitor groups spent no money on guide fees and charges inside the park (see Figure 57).
- 14% spent \$1-\$40.

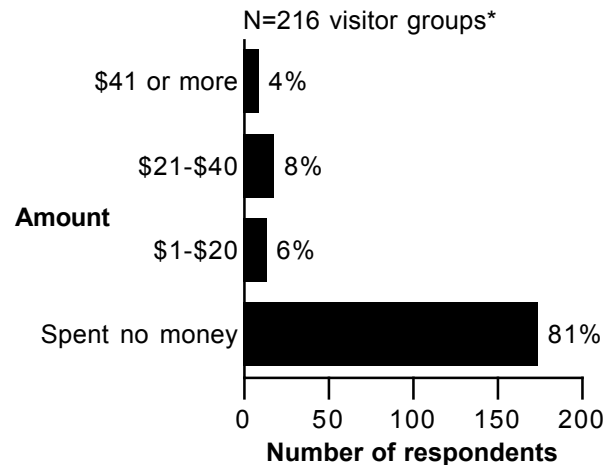


Figure 57. Expenditures for guide fees and charges inside the park

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

- 90% of visitor groups spent no money on other transportation inside the park (see Figure 69).
- 7% spent \$1-\$20.

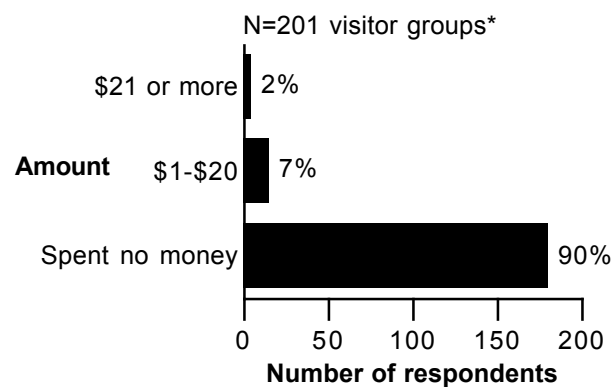


Figure 58. Expenditures for other transportation inside the park

\*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, and entertainment fees

- 50% of visitor groups spent \$21 or more on admission, recreation, and entertainment fees inside the park (see Figure 59).
- 31% spent no money.

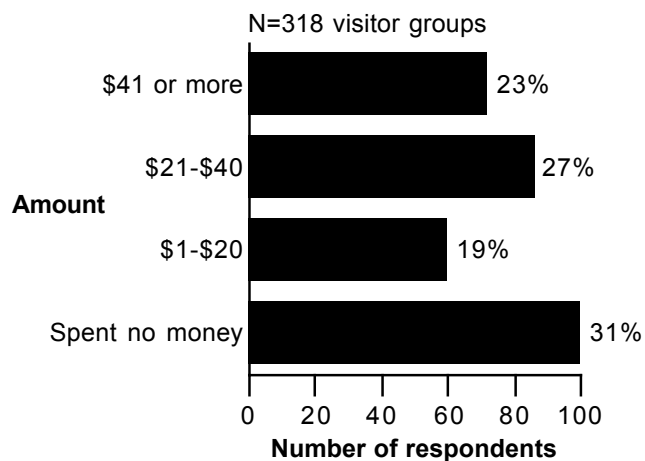


Figure 59. Expenditures for admission, recreation, and entertainment fees inside the park

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

- 48% of visitor groups spent \$1-\$40 on all other purchases inside the park (see Figure 60).
- 35% spent no money.

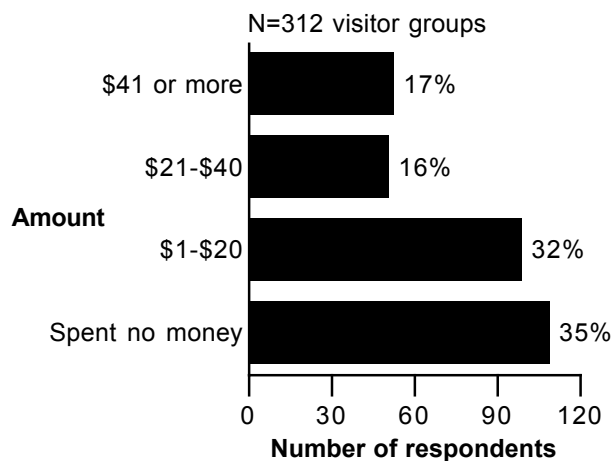


Figure 60. Expenditures for all other purchases inside the park

\*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 19b

Please list your personal group's total expenditures in the surrounding area outside the park (within 30 miles of the park).

### Results

- 38% of visitor groups spent \$1-\$400 (see Figure 61).
- 30% spent \$601 or more.
- 17% spent no money.
- 15% spent \$401-\$600.
- The average visitor group expenditure outside the park was \$510.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$336.
- The average total expenditure per person (per capita) was \$193.
- As shown in Figure 62, the largest proportions of total expenditures outside the park were:

38% Lodge, hotel, motel, cabin, B&B, etc.  
 21% Restaurants and bars  
 13% Admission, recreation, and entertainment fees

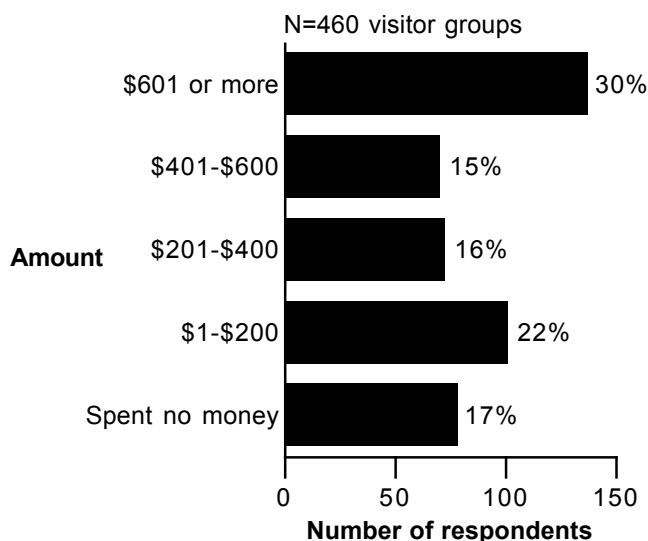


Figure 61. Total expenditures outside the park

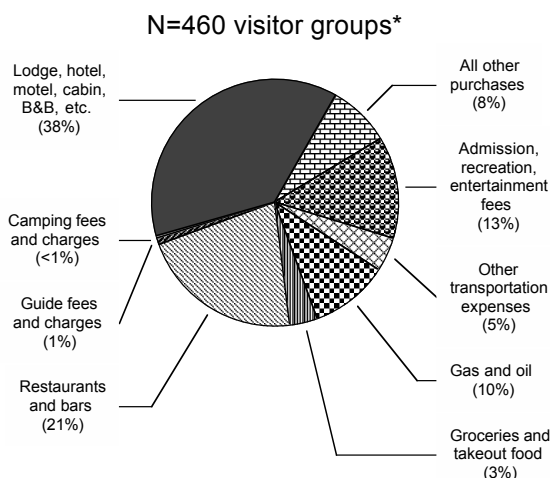


Figure 62. Proportions of total expenditures outside the park

\*total percentages do not equal 100 due to rounding

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

Lodge, hotel, motel, cabin, B&B, etc.

- 34% of visitor groups spent \$1-\$200 on lodging outside the park (see Figure 63).
- 29% spent no money.
- 20% spent \$201-\$400.
- 16% spent \$401 or more.

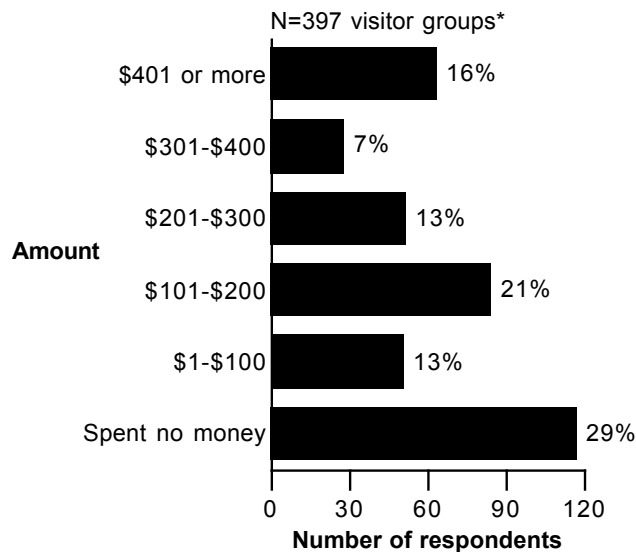


Figure 63. Expenditures for lodging outside the park

Camping fees and charges

- 96% of visitor groups spent no money on camping fees and charges outside the park (see Figure 64).
- 4% spent \$21 or more.

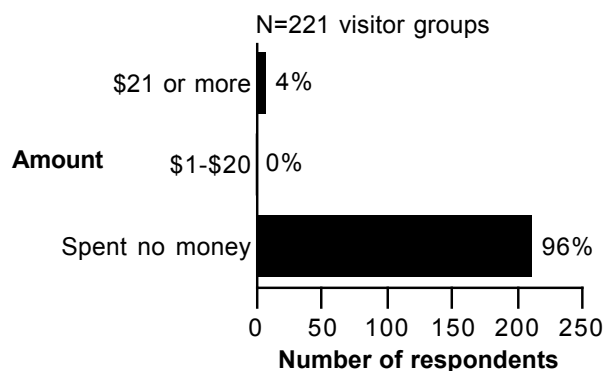


Figure 64. Expenditures for camping fees and charges outside the park

\*total percentages do not equal 100 due to rounding

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

Guide fees and charges

- 92% of visitor groups spent no money on guide fees and charges outside the park (see Figure 65).
- 6% spent \$21 or more.

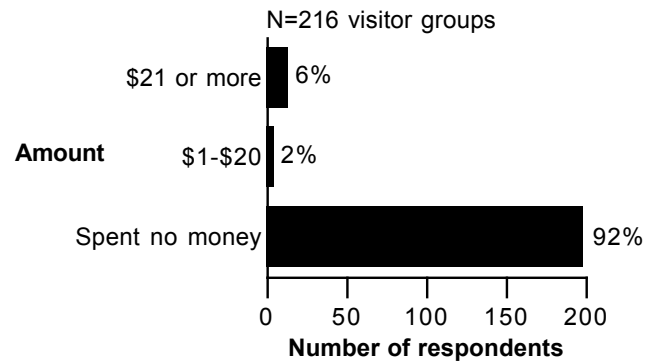


Figure 65. Expenditures for guide fees and charges outside the park

Restaurants and bars

- 30% of visitor groups spent \$1-\$80 on restaurants and bars outside the park (see Figure 66).
- 27% spent \$161 or more.
- 22% spent \$81-\$160.
- 21% spent no money.

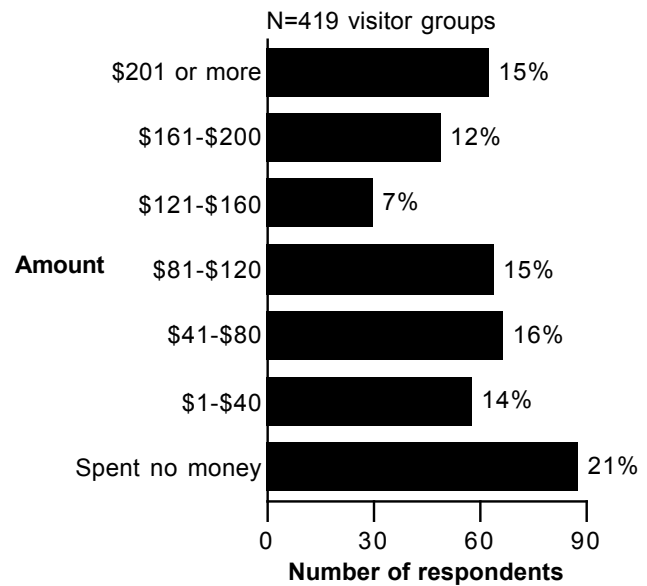


Figure 66. Expenditures for restaurants and bars outside the park

\*total percentages do not equal 100 due to rounding

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

Groceries and takeout food

- 55% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 67).
- 25% spent \$41 or more.
- 20% spent \$1-\$40.

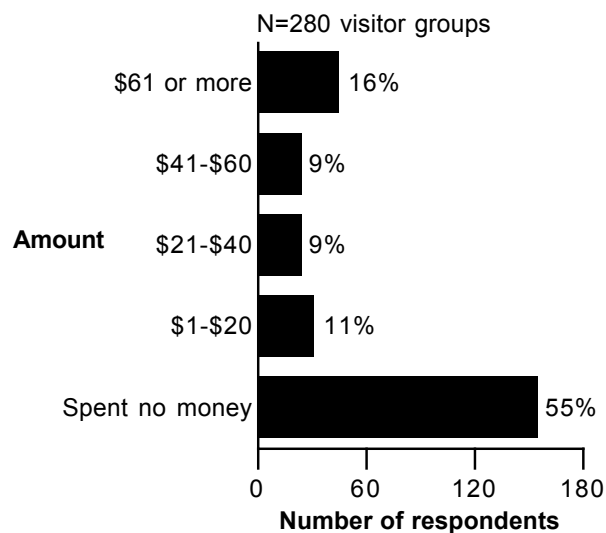


Figure 67. Expenditures for groceries and takeout food outside the park

Gas and oil (auto, RV, boat, etc.)

- 30% of visitor groups spent \$41-\$80 on gas and oil outside the park (see Figure 68).
- 30% spent no money.
- 26% spent \$81 or more.
- 14% spent \$1-\$40.

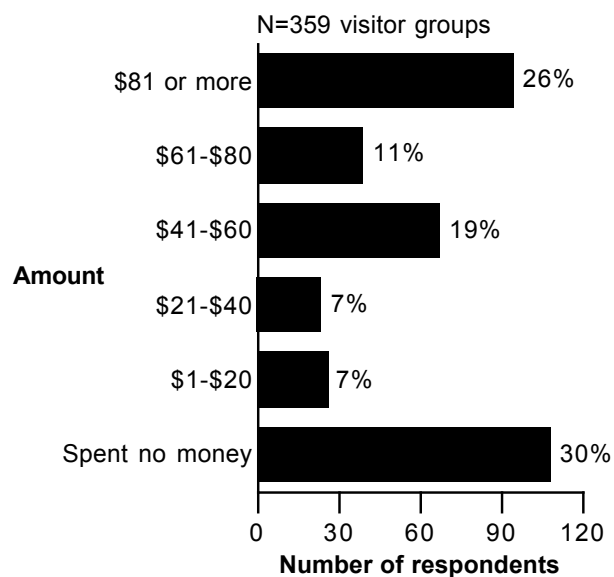


Figure 68. Expenditures for gas and oil outside the park

\*total percentages do not equal 100 due to rounding

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

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

- 73% of visitor groups spent no money on other transportation outside the park (see Figure 69).
- 15% spent \$1-\$40.
- 12% spent \$41 or more.

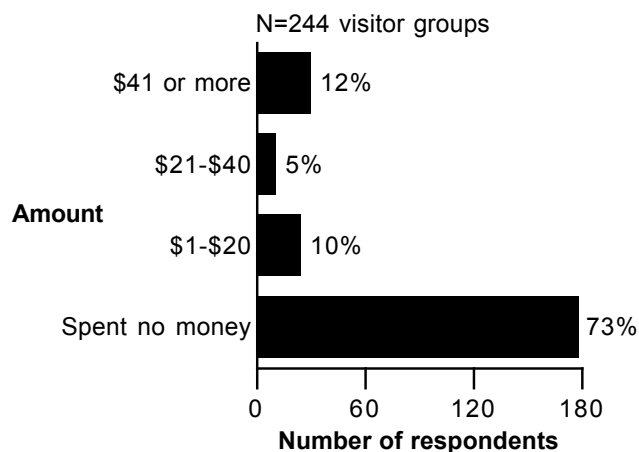


Figure 69. Expenditures for other transportation outside the park

Admission, recreation, and entertainment fees

- 35% of visitor groups spent \$81 or more on admission, recreation, and entertainment fees outside the park (see Figure 70).
- 34% spent no money.
- 16% spent \$41-\$80.
- 15% spent \$1-\$40.

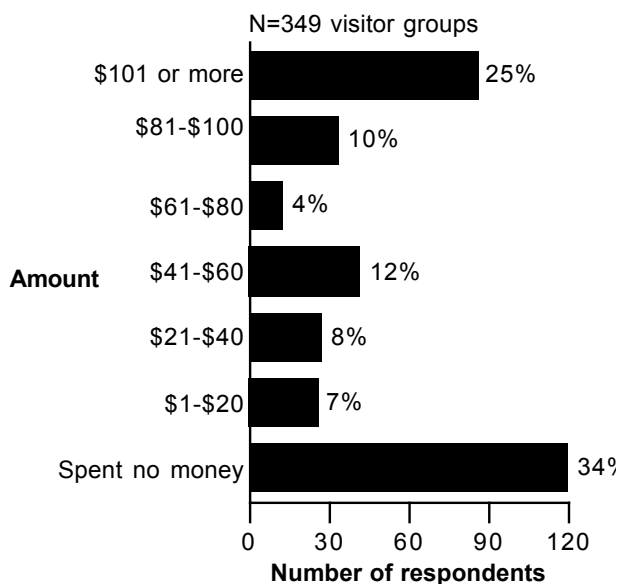


Figure 70. Expenditures for admission, recreation, and entertainment fees outside the park

\*total percentages do not equal 100 due to rounding

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

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

- 39% of visitor groups spent \$41 or more on all other purchases outside the park (see Figure 71).
- 39% spent no money.
- 22% spent \$1-\$40.

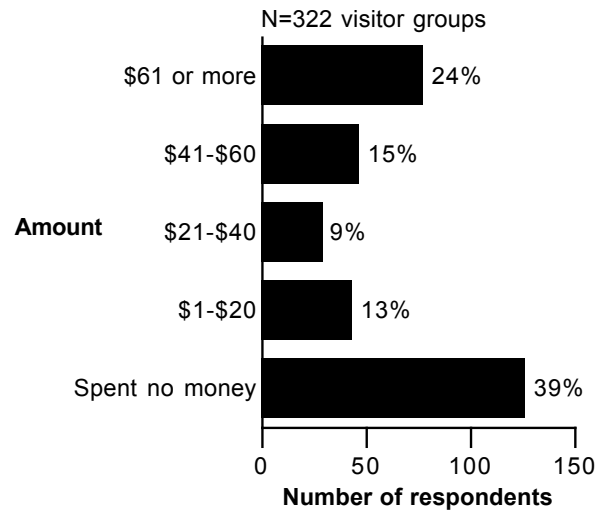


Figure 71. Expenditures for all other purchases outside the park

\*total percentages do not equal 100 due to rounding

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



***Income forgone to make this trip*****Question 23c**

How much income did your household forgo to make this trip (due to taking unpaid time off from work)?

**Results**

- 17% of respondents had forgone income to make this trip (see Figure 72).
- 46% of respondents had forgone \$1-\$500 to make this trip (see Figure 73).
- \$25% had forgone \$501-\$1000.

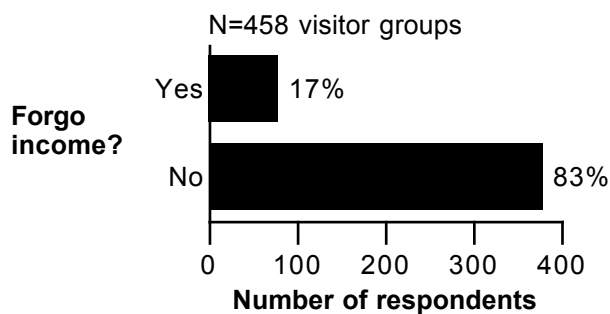


Figure 72. Respondents that had forgone income to make this trip

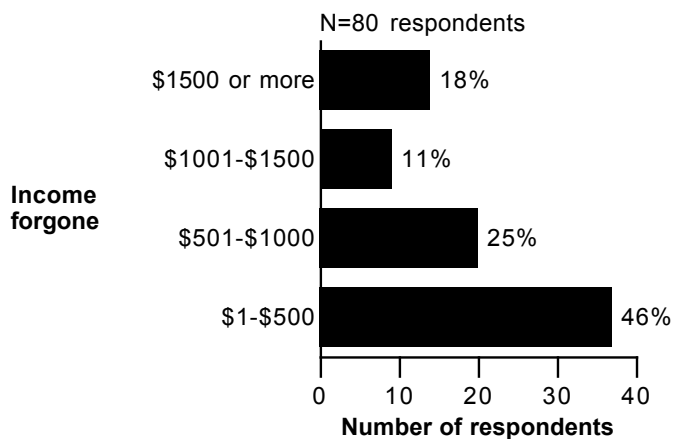


Figure 73. Income forgone to make this trip

\*total percentages do not equal 100 due to rounding

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

## Opinions about fees

### Question 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.

### Results

- Table 24 shows visitor groups' ratings of fees paid for concession services.

Table 24. Opinions about fees

(n<sub>1</sub>=number of visitor groups that rated fees for concession services; n<sub>2</sub>=number of visitor groups that did not use concession services)

Service	Total N	Rating (%)*				Did not use	
		n <sub>1</sub>	Too low	About right	Too high	n <sub>2</sub>	% of total
Arch tram (\$10/adult and \$5/child)	531	418	1	84	15	113	21
Lewis and Clark movie (\$7/adult and \$2.50/child)	475	143	0	53	47	332	70
<i>Monument to the Dream</i> movie (\$7/adult and \$2.50/child)	466	145	1	46	54	321	69
Parking fee	491	291	1	87	12	200	41

\*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 activities/programs on future visit*

#### Question 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?

#### Results

- 83% of visitor groups were interested in using/participating in activities and programs on a future visit (see Figure 74).

- As shown in Figure 75, of those visitor groups that were interested in using/participating in activities and programs on a future visit, the most common activities/programs were:

68% Indoor exhibits  
54% Outdoor exhibits  
50% Self-guided tours

- “Other” activities/programs (1%) were:  
Arch tram to top  
CDs  
Going to the garden  
Hands-on exhibits  
Scavenger hunts

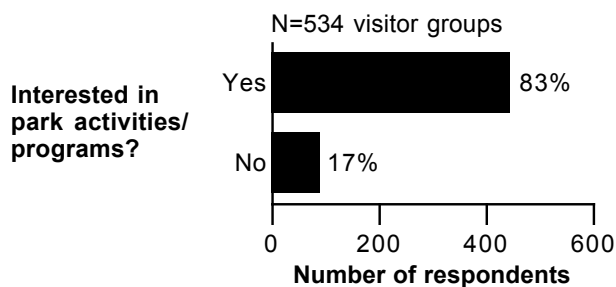


Figure 74. Visitor groups that were interested in activities/programs on future visit

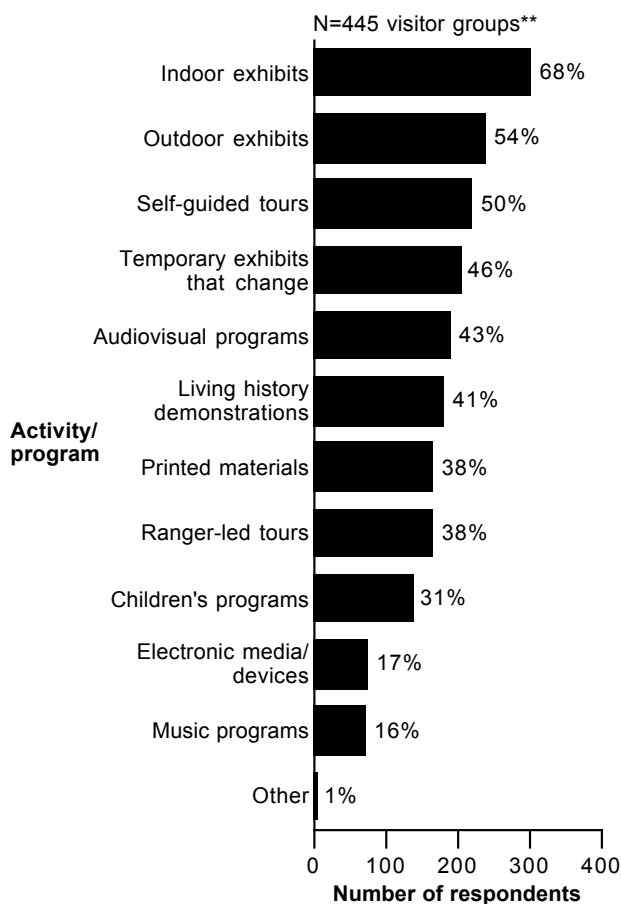


Figure 75. Activities/programs on future visit

\*total percentages do not equal 100 due to rounding

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

### ***Preferred outdoor activities/programs on future visit***

#### **Question 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?

#### **Results**

- 81% of visitor groups were interested in participating in outdoor activities and programs on a future visit (see Figure 76).

- As shown in Figure 77, of those visitor groups that were interested in participating in outdoor activities and programs on a future visit, the most common activities/programs were:

55% Walking tours  
53% Self-guided tours  
40% Picnicking

- “Other” activities/programs (1%) were:

Concerts  
Movies in the park  
Professional photos with the Gateway Arch  
Walking

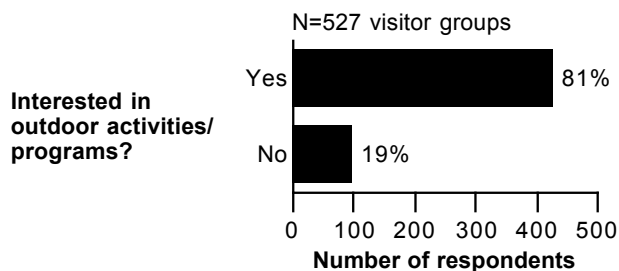


Figure 76. Visitor groups that were interested in outdoor activities/programs on future visit

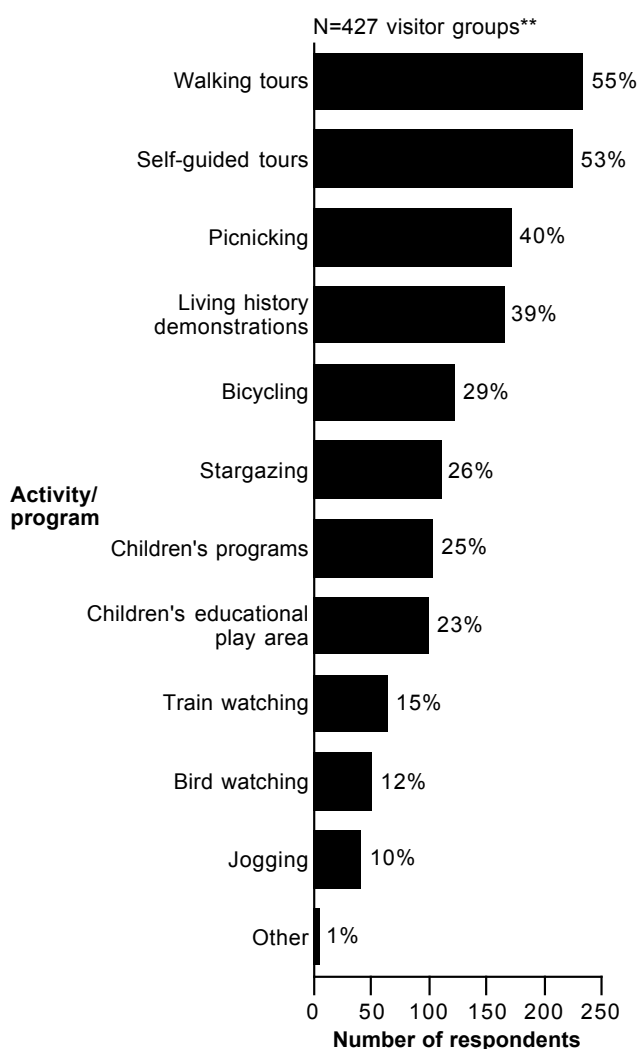


Figure 77. Outdoor activities/programs on future visit

\*total percentages do not equal 100 due to rounding

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

### ***Preferred activities/programs along the riverfront on future visit***

#### **Question 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?

#### **Results**

- 91% of visitor groups were interested in participating in activities and programs along the riverfront on a future visit (see Figure 78).

- As shown in Figure 79, of those visitor groups that were interested in participating in activities and programs along the riverfront on a future visit, the most common activities/programs were:

65% Riverboat cruise  
64% Dining  
55% Watching the river

- “Other” activities/programs (2%) were:

Fireworks  
Fishing  
Ranger-led programs  
Riverboat dining  
Segway  
Shows in the river

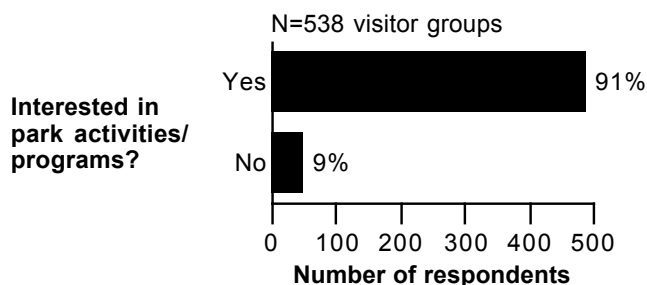


Figure 78. Visitor groups that were interested in activities/programs along the riverfront on future visit

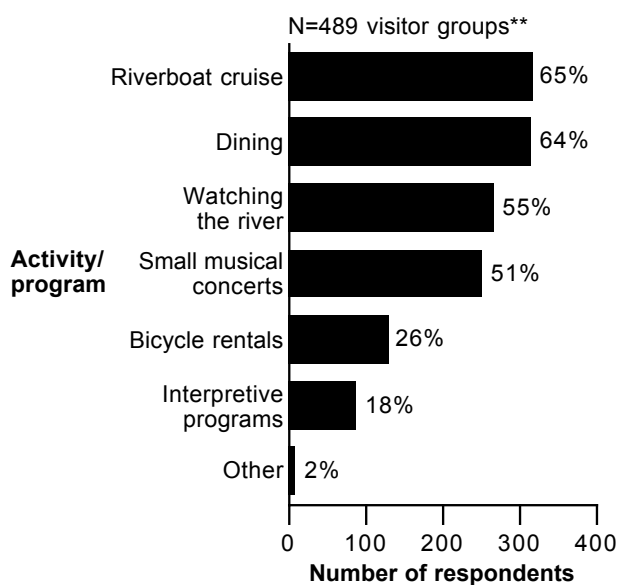


Figure 79. Activities/programs along the riverfront on future visit

\*total percentages do not equal 100 due to rounding

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

## Park expansion

### Question 17

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?

#### Results

- 49% of visitor groups would be interested in visiting a new addition to the park (see Figure 80).

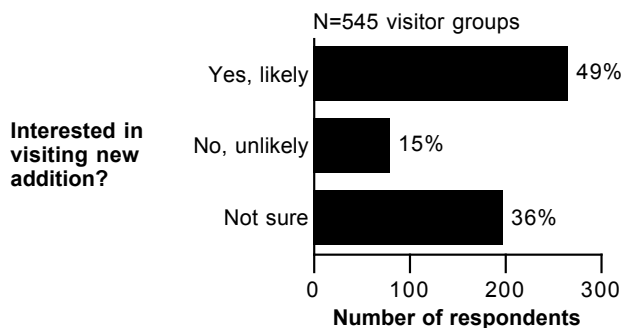


Figure 80. Visitor groups that would be interested in visiting a new addition to the park

### Question 17

If YES, how would you prefer to travel to the new site?

#### Results

- As shown in Figure 81, of those visitor groups that were interested in visiting a new addition to the park, the most common methods of travel were:

31% Private vehicle (car, motorcycle, etc.)  
28% Walk  
17% Public transportation

- “Other” methods of transportation (8%) were:

Boat  
Tram  
Walking bridge

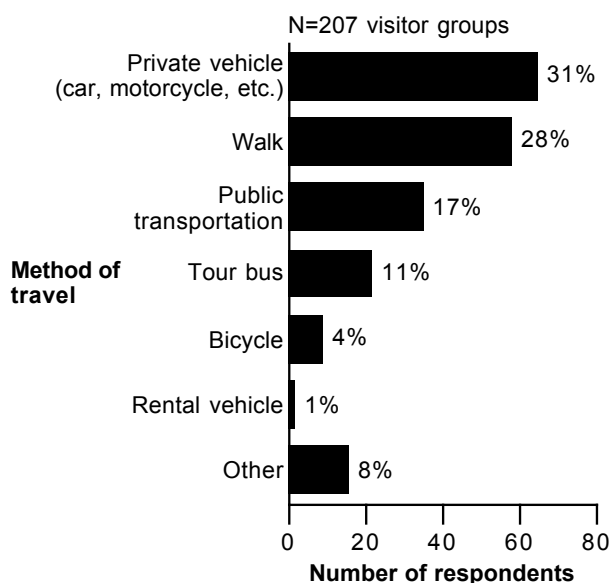


Figure 81. Preferred method to travel to new addition to the park

\*total percentages do not equal 100 due to rounding

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

## Overall Quality

### Question 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?

#### Results

- 94% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 82).
- Less than 2% rated the quality as “very poor” or “poor.”

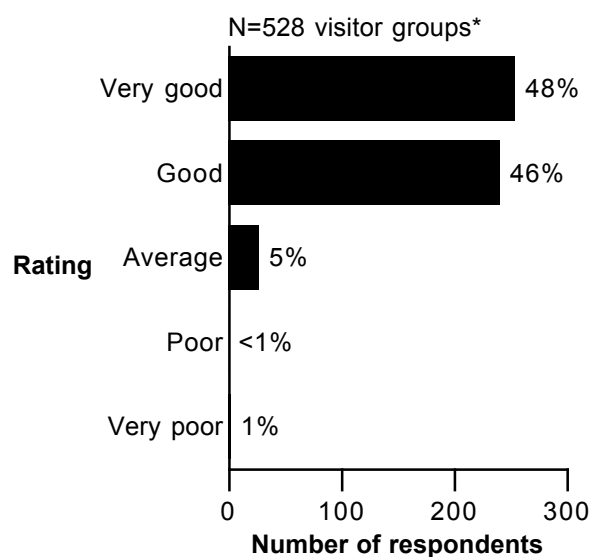


Figure 82. Overall quality rating of facilities, services, and recreational opportunities

\*total percentages do not equal 100 due to rounding

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

## Visitor Comment Summaries

### *What visitors liked most*

#### Question 28a

What did your personal group like most about your visit to Jefferson National Expansion Memorial? (Open-ended)

#### Results

- 86% of visitor groups (N=468) responded to this question.
- Table 25 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 25. What visitors liked most  
(N=634 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
<b>PERSONNEL (2%)</b>	
Friendly staff	6
Helpful staff	3
Knowledgeable staff	2
Other comments	4
<b>INTERPRETIVE SERVICES (13%)</b>	
Exhibits	18
Movies	14
Lewis and Clark movie	10
Gateway Arch movie	8
Riverboat cruise	8
Gift shop	5
Helicopter ride	4
Old Courthouse exhibits	3
Dred Scott movie	2
Ranger programs	2
Other comments	8
<b>FACILITIES/MAINTENANCE (36%)</b>	
Gateway Arch	85
Museum	62
The top of the Gateway Arch	42
Old Courthouse	15
Cleanliness	10
Grounds	7
Well-maintained	2
Other comments	3
<b>POLICY/MANAGEMENT (3%)</b>	
Affordable fees	4
Accessibility	3
Short wait	3
Accessibility of the Gateway Arch	2
Free admission to museum	2
Other comments	2



Table 25. What visitors liked most (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>GENERAL (47%)</b>	
Gateway Arch tram ride	125
View from the top of the Gateway Arch	46
History	25
Everything	10
History of Gateway Arch	8
Beauty	6
A/C	5
Architecture	5
Old Courthouse architecture	4
Shade	4
Interesting	3
Photography opportunities	3
Architectural history	2
Gateway Arch architecture	2
Many activities	2
More than expected	2
Not very crowded	2
Peace	2
Photography of Gateway Arch	2
Riverfront	2
Spending time with family	2
View from the top of Gateway Arch	2
Walking	2
Other comments	29

***What visitors liked least*****Question 28b**

What did your personal group like least about your visit to Jefferson National Expansion Memorial? (Open-ended)

**Results**

- 66% of visitor groups (N=360) responded to this question.
- Table 26 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 26. What visitors liked least  
(N=424 comments; some visitor groups made more than one comment.)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (1%)</b>	
Rude staff	2
Other comments	2
<b>INTERPRETIVE SERVICES (7%)</b>	
Museum	7
Exhibits in museum	2
Interpretive information at museum	2
No tours available	2
Unable to understand tour guide	2
Other comments	14
<b>FACILITIES/MAINTENANCE (12%)</b>	
Tram broke down	4
A/C poor in Old Courthouse	3
Confusing signage to park	3
Grounds dry and dead	3
Small tram	3
Restrooms were dirty	2
Scaffolding around Old Courthouse	2
Small confines of arch	2
Stairs	2
Stairs to the river	2
Tram delays	2
Other comments	21
<b>POLICY/MANAGEMENT (6%)</b>	
Expensive	7
Tram tickets too expensive	4
Fees for movies	3
Photographs forced	2
Price of the pictures	2
Other comments	6

Table 26. What visitors liked least (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>CONCESSIONS (4%)</b>	
Lack of food options	15
<b>GENERAL (71%)</b>	
Long lines	58
Heat	47
Nothing	38
Waiting for tram	32
Crowded	15
Waiting at the security check	13
Tram ride	10
Crowded at top of Gateway Arch	9
Not enough time	6
Walking	6
Rain	4
Waiting in the heat	4
Lack of additional activities	3
Parking	3
Riverboat cruise	3
Crossing highway	2
Issues with I-70	2
Smell from fertilizer	2
Survey	2
Walk from parking area	2
Other comments	41

***Planning for the future*****Question 29**

Please provide any suggestions you may have to improve your personal group's experience at Jefferson National Expansion Memorial. (Open-ended)

**Results**

- 35% of visitor groups (N=190) responded to this question.
- Table 27 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 27. Planning for the future  
(N=218 comments; some visitor groups made more than one comment.)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (2%)</b>	
Increased security presence	3
Other comments	2
<b>INTERPRETIVE SERVICES (15%)</b>	
Better interpretive signage on exhibits	3
Have a greeter at the entrance	2
Have interpretive information in foreign languages	2
Improve museum	2
More hands-on exhibits	2
More information on riverboat cruise	2
Other comments	19
<b>FACILITIES/MAINTENANCE (15%)</b>	
Covered entranceways	6
Improve grounds	4
Better parking	3
Better A/C on top of arch	2
Better signage for parking	2
More ramps in museum	2
Other comments	14
<b>POLICY/MANAGEMENT (21%)</b>	
Eliminate wait times	13
Better communication about tram ticketing	6
Decrease movie fees	6
Improve traffic flow in arch	5
Keep to tram schedule	3
Encourage online purchasing of tram tickets	2
Other comments	11
<b>CONCESSIONS (9%)</b>	
Create more food options	19

Table 27. Planning for the future (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>GENERAL (38%)</b>	
None	26
More benches	4
More kid-friendly	4
Bigger tram cars	2
Have more information at local hotels	2
More A/C	2
More A/C on trams	2
More activities	2
More areas with shade	2
More misters	2
Shuttle between park sites	2
Shuttle from parking lot	2
Other comments	31

**Additional comments****Question 30**

Is there anything else your personal group would like to tell us about your visit to Jefferson National Expansion Memorial? (Open-ended)

**Results**

- 30% of visitor groups (N=163) responded to this question.
- Table 28 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 28. Additional comments

(N=243 comments; some visitor groups made more than one comment.)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (11%)</b>	
Park staff was helpful	8
Park staff was friendly	6
Increase ranger presence	3
Park staff was knowledgeable	3
Park staff was rude	2
Other comments	5
<b>INTERPRETIVE SERVICES (6%)</b>	
Enjoyed exhibits	4
Other comments	10
<b>FACILITIES/MAINTENANCE (9%)</b>	
Enjoyed museum	7
Enjoyed Old Courthouse	2
Park was clean	2
Other comments	11
<b>POLICY/MANAGEMENT (10%)</b>	
Survey was too long	4
Don't include question on race	2
Long lines	2
Reasonable prices	2
Other comments	15
<b>CONCESSIONS (1%)</b>	
Comments	2

Table 28. Additional comments (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>GENERAL (63%)</b>	
Enjoyed visit	47
Educational	10
Thank you	10
Would have liked to stay longer	9
Great park	8
Keep up the good work	8
Will return	6
It was hot!	3
Fun environment	2
Interesting	2
Safe environment	2
Other comments	46

## Visitor Comments

**This section contains visitor responses to open-ended questions.**

### Question 28a

What did your personal group like most about your visit to Jefferson National Expansion Memorial?

(Open-ended)

- 1. Lewis and Clark movie. 2. Pod trip to top of Arch.
- A/C, shade, neat free museum
- Accessibility of the Arch - actually getting to touch the Arch
- Air-conditioned. One person had never done the Arch tour before.
- All
- All of it. Very clean, organized.
- All the exposition
- An affordable access to history
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch
- Arch - top
- Arch and Court House
- Arch and exhibits
- Arch and grounds, river boat
- Arch and movies - museum
- Arch and museum
- Arch and Old Courthouse
- Arch and riverboat ride
- Arch and Riverwalk
- Arch and view from the top
- Arch the top
- Arch tram
- Arch tram



- Arch tram and Louis and Clark Expedition
- Arch tram ride and presentation
- Arch visit
- Arch, architecture of Courthouse, museum
- Arch, Lewis and Clark film, museum
- Arches - took beautiful pictures
- Architecture information
- Architecture, film on Dred Scott and his legal case
- Artwork
- Awesome view from the top
- Beauty and cleanliness of park
- Beauty of grounds; top of Arch. Westward Expansion Museum.
- Being able to go up in the Arch. The area underground the Arch was air-conditioned.
- Being at the top of the Arch
- Being at the top of the Arch
- Being together as a family and doing things.
- Build details
- Capsule ride to the top
- Clean
- Clean and pretty scenery
- Clean and professional service
- Cleanliness of park outside; there were plenty of trash cans available. Park also felt very safe.
- Cleanliness; well-maintained
- Construction history and challenges of building the Arch
- Cool air
- Cool history, architecture, and 4th of July decorations in Old Courthouse
- Courthouse
- Did not know role of St. Louis in Dred Scott Case - learned something. View from Arch.
- Dred Scott Case Movie. Rangers answered questions.
- Ease of going up on the Arch. Price of the Arch/riverboat trip.
- Easy to access
- Enjoyed all aspects of the visit
- Everything
- Everything
- Everything
- Everything
- Exhibits
- Exhibits
- Exhibits, history
- Exhibits, tram ride
- Expansion Museum, thrill of visiting 192 high top
- Family
- Films
- Films and tram to the top

- Free entrance, lots of pictures, interesting
- Free exhibits, museum, gift shop
- Friendliness of the staff - especially Jr. Ranger staff members
- Friendliness, easy of access when staying downtown/walking
- Friendly staff
- Gateway Arch
- Gateway Arch
- Gateway Arch
- Gateway Arch
- Gateway Arch
- Gateway Arch and Old Courthouse
- Gateway Arch tram
- Gateway Arch
- Going on the tram to the Arch
- Going to the top of the Arch.
- Going to the top of the Arch
- Going to the top of the Arch
- Going to the top of the Arch
- Going to the top of the Arch
- Going to the top of the Arch
- Going to the top of the Arch
- Going to the top of the Arch
- Going to the top of the Arch
- Going to the top
- Going to top of Arch
- Going to top of Arch
- Going to top of Arch and both movies
- Going to top of the Arch
- Going to top
- Going up in the Arch
- Going up in the Arch
- Going up in the Arch and the view
- Going up in the Arch. Also views of Arch from outside.
- Going up the Arch
- Going up the Arch
- Going up the Gateway Arch and film on its construction
- Going up to the top of Gateway Arch
- Going up to the top of the St Louis Arch
- Great displays
- Grounds and museum
- Grounds around Arch and Old Courthouse and the Mississippi River
- The Arch
- Helicopter ride
- Helicopter tour!

- Historic info (Dred Scott)
- Historical information
- History
- History
- History
- History
- History
- History - exhibits - view
- History of the place, very clean, very nice
- History, architecture, exhibits
- How impressive the Arch and its design was
- I walked for exercise. The trees provided welcomed shade. Sprinklers provided relief.
- Interesting tourist location and very educational
- It is a great place to jog
- It was interesting to see the Arch
- It was nice to get out of the heat inside the memorial. Did not expect all the exhibits and services offered, quite a pleasant surprise.
- It was peaceful and beautiful
- It's a nice tranquil walk downtown which is a nice mid workday break
- Journey to the top
- Journey to the top of the Arch
- Journey to the top, Monument to the Dream movie, and Old Courthouse
- Journey to top of Arch
- Just seeing the shiny Arch structure
- Kids enjoyed tram ride to the top - would like to see more kid centered activities
- Learning the history of the Arch
- Learning the history of the building of the Arch
- Learning the history, the view from the top of the Arch
- Lewis and Clark display
- Lewis and Clark movie, museum
- Lewis and Clark movie, ranger program
- Lewis and Clark movie
- Location off the highway. Easy to find.
- Looking out of the top of the Arch
- Looking out the windows at the top of the Arch
- Looking out the windows of the Arch
- Louisiana Purchase history, Dred Scott information
- Low cost
- Many free activities
- Memorial itself "The Arch"
- More than just the Gateway Arch
- Movie about building the memorial
- Movie and tram ride
- Movie on Lewis and Clark - "Well Done"
- Museum

- Museum
- Museum
- Museum
- Museum
- Museum
- Museum
- Museum
- Museum and view
- Museum and ride up to the top
- Museum displays - guide showed us fox pelt
- Museum of Westward Expansion
- Museum very interesting
- Museum was fabulous
- Museum was great
- Museum, Arch
- Museum, Arch ride
- Museum, history displays
- My mom and I love visiting the museum
- New experiences, very interesting
- Not very crowded
- Old Courthouse architecture and written exhibit
- Old Courthouse
- Old Courthouse
- Old Courthouse
- Old Courthouse
- Old Courthouse architecture
- Old Courthouse exhibits
- Old Courthouse very interesting. Enjoyed exhibits, movie, and walking around
- Old Courtrooms
- Opportunity to even make a short visit
- Our family enjoyed the educational movies and clean park environment
- Overall visit, grounds
- Park grounds
- Peace medals and wax figures and historical artifacts in museum
- Photo opportunities
- Pictures and artifacts showing the history and construction of Gateway Arch and views from the top
- Quality restoration of Old Courthouse, especially courtrooms
- Ranger-led explanation of fur trade and hats
- Rangers were friendly and helpful
- Ride in tram
- Ride to the top of the Arch
- Ride to top of Arch
- Ride to top of Arch
- Ride to top of Arch

- Riding on the tram
- Riding to the top of the Arch.
- Riding up in the Arch and watching the movie on how it was built
- River cruise and narrator
- Riverboat cruise at night. Tram to top of Arch.
- Riverboat tour, Westward Expansion Museum, tram to Arch, and top of Arch
- Running/walking path
- Seeing the Arch
- Seeing the Arch
- Seeing the Arch (from outside)
- Seeing the Arch in person and learning the history
- Seeing the Arch
- Shade, quiet
- Shaded walkways, beauty of Arch
- Shop
- Short lines
- St. Louis Arch!
- St. Louis history
- Taking pictures of Arch
- Taking the tram to the top of the Arch
- That we got to leave
- The ability to visit bookstore, restrooms, and most of all the free museum while waiting to take tram to top
- The Arch
- The Arch
- The Arch
- The Arch
- The Arch
- The Arch
- The Arch
- The Arch
- The Arch
- The Arch
- The Arch
- The Arch
- The Arch and constructions. Also museum.
- The Arch and everything about it
- The Arch and museum
- The Arch and Old Courthouse
- The Arch at top and Junior Ranger program
- The Arch experience/architecture
- The Arch itself
- The Arch itself and the museum
- The Arch itself
- The Arch ride

- The Arch tram
- The Arch, learning its history and how it was built
- The Arch
- The Arch
- The beautiful cathedral and amazing Arch
- The company
- The dioramas on the founding of St. Louis
- The displays were very well done and the staff is very friendly
- The Gateway Arch
- The Gateway Arch
- The Gateway Arch
- The grounds, variety of activities
- The grounds, the Museum of Western Expansion
- The height and the engineering
- The historic and architectural subject matter
- The history
- The history and information provided
- The history displays were very nice
- The history of African America and building of the Arch
- The history of it and what it memorializes
- The history of St. Louis
- The history of the Arch. The pictures I got.
- The history of the Old Historic Courthouse, video of Lewis and Clark expedition
- The history of the place
- The history provided
- The history, tram
- The history, the Arch
- The kids liked going inside the Arch
- The Lewis and Clark exhibit and the Native American exhibit
- The magnificent Arch
- The Monument to the Dream movie and going up the Arch
- The movie
- The museum
- The museum
- The museum
- The museum and Old Courthouse
- The museum and the top of the Arch
- The museum at the base of the Arch
- The museum below the Arch and the Arch itself
- The Museum of Westward Expansion
- The museum under the Arch and going up in the Arch
- The museum was easy to navigate - everything was well organized
- The museum was quite nice
- The open area not crowded

- The overall atmosphere
- The park and riverfront and history
- The park area is beautiful. Loved the museum/display area.
- The reflection of the Gateway Arch in the pool to the south
- The ride in the Arch
- The ride to the top of the Arch and the museum
- The ride to the top, the view
- The ride up; great museum in base of Arch
- The security at the entrance and the help of the park rangers
- The small windows
- The souvenir shop
- The top of Arch
- The top of the Arch and the tram ride. Everyone working was friendly.
- The tour
- The tram
- The tram ride to the top of the Arch
- The tram ride to top of Arch
- The trip to the top of the Arch
- The trip to the top of the Arch and the museum
- The trip to the top of the Arch
- The two movies and going up in the Arch - good system for going up in the Arch (efficient)
- The two movies - documentary and Lewis and Clark
- The underground museum and shops
- The updated museum
- The view
- The view at the top!
- The view from atop the Arch
- The view from the Arch
- The view from the Arch
- The view from the top of the Arch
- The view from the top of the Arch was awesome! Great history museum.
- The view from the top of the Arch
- The view from the top of the Arch
- The view from the top, tram ride
- The view!
- The view
- The way all was exhibited and explained
- The whole city
- The wonderful staff
- There was so much more to the Arch than we knew about. View from the top was awesome!
- There were so many things to do. Beautiful landscape.
- This Arch
- Top of Arch
- Top of Arch

- Top of Arch
- Top of Arch
- Top of Arch
- Top of the Arch
- Top of the Arch
- Top of the Arch
- Top of the Arch
- Top of the Arch
- Top of the Arch
- Top of the Arch
- Top of the Arch
- Top of the Arch
- Tour given by employees
- Train ride and the view
- Tram
- Tram and viewing from the top of the Arch
- Tram ride
- Tram ride
- Tram ride
- Tram ride
- Tram ride
- Tram ride
- Tram ride
- Tram ride
- Tram ride
- Tram ride
- Tram ride and riverboat
- Tram ride to the Arch and museum
- Tram ride to the top
- Tram ride to the top of the Arch
- Tram ride to the top of the Arch
- Tram ride to the top of the Arch
- Tram ride to the top, movies
- Tram ride to top of Arch
- Tram ride up Arch and view from Arch
- Tram ride, helicopter ride
- Tram ride, Lewis and Clark movie
- Tram ride!
- Tram to Arch and the two movies
- Tram to the Arch and the museum
- Tram to the top
- Tram to the top



- Tram to the top and the Westward Expansion Museum (loved that the museum was for free)
- Tram to the top of Arch, museum, Building the Dream
- Tram to the top of the Arch
- Tram to the top of the Arch
- Tram to the top of the Arch
- Tram to the top of the Arch
- Tram to top
- Tram to top
- Tram to top
- Tram to top of Arch
- Tram to top of Arch
- Tram to top of Arch
- Tram to top of Arch
- Tram to top of Arch. Riverboat cruise. Living history demonstration.
- Tram to top of the Arch
- Tram to top, helicopter ride
- Tram to top, movie about memorial
- Trams and exhibits
- Travel to top of Arch
- Traveling in the tram to the top
- Trip in Arch, Lewis/Clark IMAC
- Trip in tram to top
- Trip to the top
- Trip to the top
- Trip to the top
- Trip to the top of the Arch
- Trip to the top of the Arch
- Trip to the top of the Arch, museum visit
- Trip to the top of the Gateway Arch (view). My daughter with autism LOVED the animatronic exhibits in the museum and especially liked reading the text on the plaque as the animatron spoke the words.
- Trip to the top, river cruise, museum
- Trip to top of Arch
- Trip to top of Arch
- Trip to top of Arch
- Trip to top of Arch and film about constructing Arch
- Trip to top of Arch and museum
- Trip to top of gateway Arch
- Trip up to the top of the Arch
- Very good ranger guide
- Very interesting and clean, staff was very helpful
- Very nice museum
- Video - Lewis and Clark museum
- View
- View from Arch

- View from Arch
- View from the Arch
- View from the top of the Arch
- View from the top of the Gateway Arch
- View from top
- View from top
- View from top of Arch
- View from top of Arch
- View from top of Arch
- View from top of Arch
- View from top of the Arch
- View from top of the Arch
- View from top. Ability to try out capsule.
- View of Busch stadium from top of Arch
- Viewing the Lewis and Clark movie
- Viewing Arch from outside and inside, amazing!
- Views, history
- Views of St Louis from top of Arch
- Views, easy to access/park, prices, short wait
- Visit to the top of the Arch
- Visited early in the morning so didn't have to wait in line. Liked it all.
- Visiting the Arch and riding to the top, museums, and films
- Visiting the courthouse
- Visiting the expansion museum and the top of the Arch
- Visiting the Gateway Arch, walking down to the Mississippi River
- Visiting the top
- Visiting the top of the Arch
- Visiting the top of the Arch
- Walking the riverfront
- Wall narratives and pictures
- We all like the tram ride to the top of Arch and to be able to look out of the windows
- We had a very enjoyable visit
- Well maintained and staffed
- Westward Expansion Museum and the City Park
- You could see Busch stadium
- You had a museum and other activities if you didn't want to go up to the Arch

**Question 28b**

What did your personal group like least about your visit to Jefferson National Expansion Memorial?  
(Open-ended)

- 2.5 hours behind schedule; cost too high when traveling with 12 people; overly crowded at the top of the Arch; only one tram working; very rude personnel.
- A little crowded at the top of the Arch but what to do? Wouldn't want to wait longer.
- A lot of people
- All was good
- At the time of visit, water was low so the smells were very bad
- At the time we were there the main bathrooms were out of order. Long line in bathroom at museum.
- Bookstore not very big and not enough items to choose from
- Construction on/around Old Courthouse
- Cost and location
- Cost of rides to the top
- Courthouse was hot
- Cramp space on the way up
- Crime - stolen property and broken down windows
- Crossing highway, crowded areas at museum
- Crossing the busy highways
- Crowd
- Crowd
- Crowd
- Crowded
- Crowds
- Crowds, it wasn't possible for us to do any tours. Too commercialized.
- Daughter was afraid to go up. It was hot the day we visited.
- Did not realize the long wait time - we left on Saturday (3 hour wait) and returned early Sunday AM
- Didn't get to take tram due to money and time constraints
- Difficulty navigating stairs
- Dinner cruise
- Directions leaving parking area
- Displays in the museum that have not changed for years
- Distance from parking lot and \$6 fee for 1 hour parking
- Driving through construction on the way to museum parking. Congested and poorly labeled roads.
- Due to an issue with the tram we had an unusually long wait and got stuck on the way up
- Everything has a price
- Extreme heat - Arch doesn't have shade close (all concrete)
- Fees for films; wait time
- Finding RV parking was difficult. There is a sign pointing to RV parking but you can't fit under the bridge to get there!
- Finding the parking and how crowded it was at the top
- First day was very crowded
- Food choices
- For such an innovative design icon found postcards in shop very staid
- Getting out of the parking lot

- Getting strollers through security
- Going up to Arch
- Grass looked dead in surrounding area and on location in some spots
- Grounds dry and brown (dead)
- Had a hard time understanding tour guides - too much slang
- Had to wait outside of the Arch in 95 degree weather for a while
- Hard to get to, confusing street signs
- Having to get there early/before 9 AM in order to avoid waiting outside in the heat in long lines
- Having to go through a security check. Our country has gone overboard on this - big time and money waste
- Having to stand in line in the heat to get in the memorial
- Heat
- Heat
- Heat
- Heat
- Heat - weather was over 100°
- Heat (106)
- Heat and humidity
- Heat outside
- Heat, it was 104 degrees. We did not have enough time to stay to see everything.
- Heat!
- Heat! (Not that it can be handled.) No dislikes about the memorial.
- Heat (extreme weather) 105 + all 3 days
- High ticket prices
- Homeless sleeping, sitting and sleeping in area
- Hot outside
- Hot weather
- Hot weather - over 100°
- How small it was at the top of the Arch
- Humidity
- It was all great!
- It was all OK
- It was great! No problems.
- It would be nice to have descent in and throughout museum
- Just the heat! (July 21-25)
- Lack of additional park outdoor activities. Looks very bare around the Arch.
- Lack of concessions
- Lack of explanation of traffic flow at exiting of tram at the top of the Arch, plus the elbow-to-elbow crowd at the top of the Arch
- Lack of food
- Lack of labeling on exhibited items
- Lack of local food vendors
- Lack of picnic benches with shade
- Lack of time to be there!
- Liked everything

- Liked everything
- Line for Arch
- Line for tram to Archway was too long for us to do which was why we stopped
- Line to enter Arch with security check, it was long and very hot outside
- Line ups
- Lines/wait time
- Long line
- Long line for tram
- Long lines
- Long lines
- Long lines
- Long lines and multiple delays for tram ride to top of the Arch
- Long lines at the Arch in the heat
- Long lines for the Arch
- Long lines to enter, long lines for tickets
- Long lines to go up in the Arch
- Long lines, very crowded
- Long ticket lines while employees seemed to stand around with no sense of urgency
- Long wait - especially after our ticket time, waiting to get to tram
- Long wait before the show, then long wait to go up
- Long wait for tram ride even with timed tickets
- Long wait in lines
- Long wait in security outside in 100° F. Suggest moving security to bottom of ramp.
- Long wait to get on the tram to go up in the Arch
- Long walk for older people and very hard to access from riverside for older
- Long walk to parking, lack of signs to park
- Mercantile
- Mother Nature (heat) and lawn (not well-maintained)
- Movies - Monument to the Dream
- Museum
- Museum
- Museum of Westward Expansion
- Museum was not impressive
- N/A
- N/A
- N/A
- No access for disabled
- No bathroom access in the park, 5-6 blocks unsafe environment walking to find one
- No complaints
- No guided tours at Old Courthouse
- No lunch on site
- No negative comments!
- No photo/must buy photo
- No place to eat inside while we waited. Stinky restrooms need updating.

- No place to get food
- No place to purchase food/beverage
- No real food for sale inside - only junk food. Price for can of soda (\$1.25) is way too high!
- No tours
- No wait
- No working bicycles available for rent. Lots of bikes need more maintenance.
- None
- None
- None
- None
- Not being able to go on the tram on our first day (2 hours before closing) so had to come back
- Not being able to go to the top of the Arch
- Not enough food options. Once we were inside we had to wait 1.5 hours for tram and only food was vending machine and candy store.
- Not enough time to take it all in! Standing in line to enter!
- Not having enough time to stay longer
- Not much to do around it
- Not sticking to specified time, hence had to come next day after waiting for 2.5 hours
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing - except tram boarding arrangement
- Nothing - hot day though!
- Nothing particular
- Nothing really, although it was very hot day and the riverboat ride was very warm
- Nothing specific
- Nothing to eat but expensive snacks they didn't want while waiting
- Nothing, enjoyed it all
- Nothing!
- Old Cathedral
- Old Courthouse A/C not very good
- Old Courthouse and Cathedral closed later in evenings
- Other people/crowd
- Other than the museum there is little to do in the area
- Out of their control/visit made during high heat time limiting outdoor activities

- Overcrowding - in Arch tour - activity to place last piece of Arch was "out of order"
- Picture opportunity at the Arch didn't have a great background. Didn't buy picture.
- Price
- Price of the pictures then by your stuff
- Price, wait
- Prolonged ranger tour
- Rangers not very welcoming
- Riding to the top
- Riverboat
- Riverboat cruise
- Scaffolding on the outside of Courthouse, dusty inside, but no big deal - it's old
- Security check
- Security check point
- Security line to get in
- Security personnel were snotty and full of themselves – “Mall Cop” mentality
- Security, the long line at the checkpoint wait
- Seemed to be getting a little "old" looking at the top, may need update
- Small confines of tram and Arch
- Small size
- Smell from fertilizer
- Smell of fertilizer being spread on the grounds
- So much African-American history not American history
- Sold out tickets to Arch tram. Online reservations took walk-in space - need better information.
- Some activities not operating: food, vendor, helicopter
- Standing in the rain to go through security
- Standing outside for over 30 minutes because there was only one security checkpoint
- Steps
- Steps to the river
- Survey
- Take a tour
- Temperature at top of Arch
- Temperature control- it was extremely hot and uncomfortable in the Old Courthouse
- That we did not have enough time
- The 45 minute wait from our ticket entrance time until actually boarding the train
- The amount of time we had to wait for the ride
- The charge for the film
- The dollar bill changer by the souvenir penny machine was not working
- The fact that it is not privatized and taxpayer money is spent on it
- The guided tour of the Western Expansion Museum. Guide hard to hear, needs some sort of mic. The ramps for handicapped too few and far apart. We missed a lot of the lecture because we had to walk a distance to use the ramp.
- The heat
- The heat
- The heat
- The heat on the riverboat cruise

- The heat outside
- The heat!
- The heat!
- The heat!
- The heat! Over 100 degrees in July.
- The hot little cars going up/back to Arch
- The hot temperatures - not the park's fault
- The hot weather
- The hot weather. It was 108 the day we visited.
- The imposed pictures on the tram, riverboat, etc. You should be asked politely.
- The lack of small windows on tram
- The length of security check-in
- The line - we did not have time to go to the top
- The little car you ride up in the Arch
- The long line for tickets to get on the tram to the top
- The long lines at the ticket counter
- The long lines to come through metal detectors and the long wait to go up in the Arch
- The long lines to get onto the tram to get to the top of the Arch
- The long wait at security
- The long wait for tram ride
- The long wait in lines to ride up in the Arch
- The long wait to get through security
- The long wait, the crowds
- The museum
- The museum. We had trouble following what it was teaching us.
- The northern riverfront stairs are a little on the dilapidated side
- The parking
- The people beside us waiting for the tram were loud, rude, and vulgar!
- The prices
- The rain
- The rain
- The rain
- The rain that day
- The rickety tram cars
- The riverboat cruise was little depressing - the riverfront needs beautification (less industrial)
- The small compartments/pods. But they were well lit and ride quick.
- The steps from the tram car to the observation area atop the Arch
- The steps going up to the Arch from river parking area
- The talking Indian robot seemed a bit awkward
- The terrible food at the riverboat. Lack of outdoor cafes. Generally nothing much to eat.
- The top of the Arch - hot, crowded, scary
- The top was extremely packed, I would have rather waited longer
- The tram was not working properly and we waited too long
- The trash cans were very dirty and had filthy flaps that had to be touched to be used



- The video documentaries in the Arch were too expensive and there was scaffolding all around the courthouse
- The wait
- The wait
- The wait for the tram
- The wait time to get to the top of the Arch
- The wait to go up in the Arch
- The waiting in line
- The waiting time
- The waiting time
- The walk to get there from the hotel
- There was an hour wait to go to the top on a Sunday morning
- There wasn't anything we least liked about our visit
- There were less living history programs actually none compared to our visit 9 years ago
- This survey
- Ticket line
- Time spent for the tram ride
- Too crowded
- Too expensive for adults to take part in events; children's prices okay
- Too hot
- Too hot outside!
- Too hot, long waits, cars broke down
- Too long of a line to access the museum/ tram
- Too long of wait for tram to top
- Too many people allowed at the top of the Arch at the same time!
- Too much security to annoyance
- Tram experience. It was a very hot day.
- Tram ride
- Tram ride carrier
- Tram ride to the top of the Arch
- Tram size
- Trip up scared the kids
- Trying to find safe parking
- Unavoidable - but tram difficulties caused delay in departure time
- Very cramped ride
- Very crowded - because it is a popular spot!
- Very hot... no one's fault
- Very long lines for tram
- View from top of Arch was restrictive/disappointing
- Wait
- Wait for the tram
- Wait for tram tickets
- Wait lines - unable to view movie prior to tram ride to top
- Wait time between getting there and riding to the top of the Arch
- Wait time for Arch tour, women's restrooms congestion and wait

- Wait time for tram was 2+ hours so we did not have the opportunity
- Wait times for tram
- Wait to get on tram - crowded at top
- Wait to ride the tram
- Wait, and especially the 2nd wait inside the base
- Waiting
- Waiting
- Waiting
- Waiting
- Waiting 1.5 hours to ride tram
- Waiting for tickets
- Waiting for tram
- Waiting in line - security and ticket sales
- Waiting in line 45-60 min despite reservation. Photographs forced.
- Waiting in line for so long and the crowd at the top
- Waiting in line on a 100° day
- Waiting in line to get in. Long wait/sold out to go in the Arch.
- Waiting in line to get through security to get into the Arch
- Waiting in line to go up
- Waiting in line
- Waiting in line
- Waiting in lines and the odor of the women's restroom
- Waiting in long lines
- Waiting in the sun
- Waiting lines, crowds
- Waiting outside in the rain to get in
- Waiting time
- Waiting time to go up to the Arch. Our ticket said 6:15 we didn't get on until 7:00.
- Waits in line
- Walk
- Walk from parking garage to the Arch - was hot when we were there
- Walk from parking lot
- Walking
- Walking - personal illness
- Walking between Arch and Old Courthouse
- Walking between Arch. Old Courthouse and Old Cathedral.
- Walking in the heat
- Warm water in most of the fountains
- We could not understand the person who was talking to us about the St. Louis Arch
- We felt \$15 was too much for tram ride. I feel \$10 would be appropriate.
- We had to wait over 3 hours to ride the tram to the top of the Arch
- We liked it all
- We liked the whole experience!
- We thought there would be somewhere to eat

- We were there when the temp was 107°, so our activity was limited
- We were unaware of wait time for Arch tram and unavailability of reservation times
- We were waiting too long to go to the top (2 hours). We had a 14-hour drive ahead.
- We would have liked a food court or something similar near by
- Weather - very hot. Totally out of your control.
- Weather (not your fault)
- Weather 110
- Western Expansion Museum, gift shop, church, and tram to Arch
- Westward Expansion Museum - it was not set up in a way that was easy to follow
- When is I-70 going to be capped?
- When the Arch was having technical difficulties
- Wish it was more connected to city. I-70 should be removed.
- With no air conditioning on a 100-degree day the Old Courthouse was very hot
- Would have liked the museum to be more interactive, and it was hard for the mobility impaired to watch or to access the steps

**Question 29**

Please provide any suggestions you may have to improve your personal group's experience at Jefferson National Expansion Memorial. (Open-ended)

- A guide providing information about the memorial (provided at entrance)
- Activities in waiting lobby for young and old people
- Add more benches/picnic with shade
- Additional coverage for waiting outside in the rain to go through security
- Advance reservation facility online was extremely helpful
- After movie, have one of the actual workers answer questions about his experience about building the Arch
- Allow more time for visit
- Alternative methods for crowd control and lines at entrance to the museum
- Am eager to see new project expansion get underway
- Announce at top of Arch when another group will be arriving so we can plan our exit/descent plan
- Any sort of hourly drive through by any type of security of RV bus area
- Audio could help
- Availability of some Indian food. Better guidance for St. Louis visit.
- Bathroom was too small
- Be sure to have a greeter - we wandered around confused for about 10 minutes before someone helped us
- Beautiful the river area, edge, at least the parts that aren't industry
- Better air conditioning in Arch top
- Better communication about wait times and delays. We lost drive time and did not get to the top after 2 hours.
- Better food - suggest food carts with places to sit. Even a glass of wine. Better shop features, original arts and crafts.
- Better highway signs leading to parking. RV parking for the big travel trailers passing through close by RV camping in national park.
- Better signage at Courthouse - context was hard to grasp
- Better signage for parking
- Better traffic flow management within Arch. Lines were very long on a Monday.
- Better/safer parking
- Bigger windows, bigger elevator, it's a little claustrophobic
- Bigger tram car for claustrophobic people
- Biography on top of the Arch
- Bus or trolley shuttle between Arch, Old Courthouse, Cathedral, and riverboat cruise
- Can't think of anything
- Can't think of anything
- Cannot think of any
- Change the movie on the building of the Arch
- Clean up Arch area of debris and garbage more police presence - get people that are just loitering out there
- Closer parking - we parked on riverfront and steps to Arch are quite daunting!
- Could the top and tram ride be cooler?
- Cover the walkway leading into the Arch

- Covered entrance ways to keep people out of the sun and weather
- Covered path and crossing to prevent visitors from being at the mercy of the weather's caprices (heat, snow)
- Create more of a boardwalk atmosphere along river. More restaurants.
- Decrease the movie price, saw one with all access pass, I would have skipped if not included. Theater was empty.
- Decrease waiting time
- Diner on river
- Dining and need picnic area
- Don't charge for viewing the film
- Drink vendors and rickshaw drivers to memorial
- Drop-off driveway for people (elderly) that can't walk far
- Encourage online purchase of tickets so not to wait in long lines. Specify bringing Golden Age Pass.
- Everyone was helpful and friendly! Clean too!
- Exhibits (i.e. bear and statue of Thomas Jefferson) need to be plainly identifiable. Marked for easy identity.
- Express line for people with tram tour time reservations
- Find a way some people don't wait at so many points for tram
- Food area - even if only food carts outside.
- Food vendors
- Get better body scanners to speed entry without dumping everything
- Get people in and out of the building faster! The wait to get in was silly.
- Get some bathrooms that are accessible to people using the park if the Arch is not open
- Get the homeless a place to stay. Also more guided tours.
- Great job, we enjoyed it as is
- Green up the grass more
- Hands on - science/history discovery center
- Have a food court inside
- Have a long cover over entrance for either hot sun or rain while people are waiting to get through security
- Have lockers available to store personal property - had to throw away mace I had in purse. Lower prices of movie and Arch tram.
- Have more family oriented activities around the Arch
- Honor ticket time
- I can't think of anything at this time
- I suggested to explain the story of the museum by other languages too
- I think the film at the Old Courthouse needs to be updated with input from lawyers or law professors
- I would like to have heard a brief description of the skyline on the riverboat
- I would've liked to know what to expect from the tram ride. If we'd known it would be so small and shaky we probably wouldn't have done it. As a parent, having the ability to make decisions with as much info as possible is appreciated.
- If online reservations are going to take precedence over walk-in visitors more information would be appreciated
- If tram is not working do not continue to sell tickets
- If we had known at our hotel (Holiday Inn) that we could see the two films at the Arch, we would have allowed more time to do it

- Improve wait times
- Information in other languages
- Introduce paper work at local hotels for guests
- It was great having the museum to look at while waiting for Arch tram
- It was incredibly hot when we were there. Maybe a couple of misters strategically placed along the river.
- It was nice
- It would be nice if there were more benches both indoor and out
- Keeping both trams running
- Labels
- Lack of communication between and tickets sold. We had tickets to 5:05 and didn't go until next because no seats together.
- Less confusing interstate signs
- Let people know they can order tickets online to go up in the Arch
- Longer awning for entrance line
- Loved the Lewis/Clark diary - if there had been an arrow, or numbering system I may have started at the beginning rather than at the end. A small handout with map of this area may have been helpful.
- Lower adult prices
- Make clientele aware of the tram carriers before the purchasing of tickets to ride
- Make more dining options available
- Make the Arch ride to the top have the ability to see out
- Make the museum more kid friendly with interactive/hands on exhibits
- Make the Westward Expansion Museum easier to follow
- Make tram roomier
- More affordable family eating establishments
- More air conditioning on tram cars or fans
- More explanations on exhibits - less quotes from famous persons. It was confusing when looking at displays.
- More food options
- More food options after you clear security at the Arch
- More friendly ranger staff
- More handicapped accessible ramps in the museum. Shuttles for people with walkers, crutches, canes, etc. to take them up to the Arch. Toilets needs to be higher. It was quite difficult to use them being older and knees not bending too well.
- More info on Lewis and Clark or other members of their party
- More kid friendly. Give to kids to answer questions, scavenger hunt, ideas for them to do while they are there, fun facts.
- More museum
- More park benches
- More ramps throughout the museum for wheelchairs and strollers
- More refreshment areas, more activities like Pier Park in Chicago
- More seating would be nice
- More security in the parking area
- More shade provided, i.e. sails for tourists waiting in long lines. Extreme heat 109+ temperatures.
- More things along river itself

- More ticket tellers for trams
- Move trashcans away from the benches outside of the Arch. (Not good for picture taking.)
- Museum of Westward Expansion. If you want to know how to make this more interesting take a look at the Lincoln Museum in Springfield: this was the best museum experience in my life! Especially the two films with special effects: Lincoln's eyes, etc.
- N/A
- N/A
- N/A
- N/A
- Narrated tour as part of dinner cruise
- Need some type of ramp on transportation from the Arch to the water. Very hard climb for those who have trouble with steps.
- Need to display prices on one of the TV screens while standing in line
- No - it's nice
- No suggestions
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None - it was a great experience
- None at this time
- Not so hot! Possibly water misters on walks.
- Not sure. Information or signs in the area to tell what is going on. Maybe some weekend activities.
- Nothing - enjoyed it!
- Nothing, it was great!!! We can't wait to come back next year.
- Online booking same day. Maybe an app for booking tickets.
- Patriotic concert under the stars would be fabulous
- Please bring back the free movies or lower the price. Some members of the family had to sit out and miss it.
- Please put somewhere decent to eat inside, maybe a small food court for variety
- Podcast/digital download with history and/or factoids about the construction of the Arch would be great
- Provide cigarette disposal container butts lying beside benches
- Provide food facilities at Arch
- Provide more of a limit on the number of people able to be at the top at a time so people can enjoy it more
- Publicize timed children's programs and offer more frequently. We waited for my daughter to participate and walked away and came back, only to find out was over. Wouldn't be repeated that day.
- Ranger giving guided tour need to speak much louder! The no eating in museum area needs to be enforced.
- Reduce cost of parking

- Riverfront could use improvement (landscaping at the least)
- See if ticket line can be 10 min or less before boarding tram
- Self kiosks for tickets
- Shorten wait, let National Parks Pass cover cost of activities
- Shorter lines so you don't have to stand in line outside
- Snack Bar? Outside.
- Some cafe for drinks could be available as it can be a long wait for the ride to the top of the Arch
- Some type of conveyance to and from parking
- Something in summer to assist with the heat
- Specific kids tours
- The cathedral and courthouse didn't seem open or welcoming. Give more information on touring them.
- The current system used in the theater for hearing impaired (captioning) will only work for certain kinds of individuals. You really need on-screen-open-captioning. People with physical disabilities and some developmental disabilities cannot hold the reflective screen correctly so that you can "catch" the scrolling text to understand what's being said in the movie "Monument to a Dream". We were happy that the TV in the museum had a display of an excerpt from a documentary that DID have open captioning. The park should strive to improve understandability of exhibits (written and spoken materials) for people with intellectual disabilities. This could be in the form of simpler language reading materials for folks with low literacy skills use pictures with text.
- The Memorial is great, the downtown is lame
- The museum seemed less exciting this time
- The process of getting on and off the tram at the top was rather inefficient as the people waiting to get on were instructed to wait where the others got off. Also an indoor cafeteria would have been nice.
- There is a strong urine odor at the bottom of the steps. Very unpleasant!
- There should be a time sign informing visitors of the wait time to enter the Arch tram and suggest evenings and early morning as less wait time. One of your guides suggested us return Saturday evening after 7:30-8:00 PM or Sunday morning from 8:30 AM - 10:00 AM. We decided to return Sunday morning with the grandchildren as Saturday's 3-hour wait was not an option with grandchildren. Thank you.
- There should be also a free movie to watch
- There should be more seating inside for people waiting for the trams
- There should be two entrances so people can enter the park from both sides of the Arch
- There were multiple delays for the tram ride that were not announced to the people waiting in line. The young people working the train lines were disappointed and did not provide updates on what was happening with the tram. When the tram started up they did not take people with earlier tickets first. It was very disappointing and I hope this problem gets fixed.
- Things to do with anyone including kids that don't use tram
- Too expensive to view the movie, the historical story should be free
- Too long waiting for ride
- Too many people allowed at the top of the Arch at a time
- Tram from parking lot
- Turn the furnace down! 105° the day we were there!
- Turn up air
- Water grass more
- Water more easily available (not sold in gift shops)- vending machine for water was empty



- We called ahead and they said we could make reservations but there was no need to. We got in line at 2:30 and the next tram to the top was at 3:45. I think reservations were needed; wish they would have told us that instead because we didn't get to do it.
- We enjoyed our visit. It was unclear if the riverfront/boat area was part of the park.
- We liked it and there is nothing we think should be done
- We parked by the riverboat place, and had to cross the street, which I didn't like with children. I didn't see signs for any other parking.
- We should have arrived earlier - lines were long for time we had. Cost prohibitive to stay for a night in St. Louis to come back the next day.
- We visited on a very hot day. Courthouse could have been cooler although it is an old building and this would be hard to achieve.
- With two small kids, it would have been nice to have more play areas along the way instead of just listening. Or it would be good to have an option just to go up into the Arch without having to wait in line - like waiting in a room or a more open area instead. Everything felt so cramped which it's going to be going up in a little car, but it wouldn't have to be while waiting.
- Would go to the movies rather than the riverboat cruise, interesting facts but not very scenic
- Would have been awesome to watch them recreate an old court case, and make it easier to access things like the river boats
- Would like to see plans for City Arch River at Old Courthouse in room with plans for Arch competition
- Would love to do an overnight cruise on Mississippi
- You are doing a phenomenal job! Keep it up!

**Question 30**

Is there anything else your personal group would like to tell us about your visit to Jefferson National Expansion Memorial? (Open-ended)

- Although strapped for time, the quality of the operation and exhibits made our time there worth every second
- Always love to see the Arch
- Amazed with the Court House. Courthouse lady in gift shop very knowledgeable and helpful.
- Appreciated the tips on the website about when to visit to avoid crowds. This really helped us to enjoy our time at the park as well as the ability to book tickets in advance.
- As a nursing mother, knowing the wait time is pretty important.
- At Q7B: "We parked there and I thought it was a little too far away"
- Audio devices would have been a nice option as our children prefer to listen instead of read about exhibits. Glad to see service people get discounts!
- Did not know it was called "Jefferson National Expansion Memorial" just called it Gateway, or St Louis Arch.
- Didn't know Arch was part of National Park we would've allotted more time
- Do not ever expand to IL; the Arch is to MO as the Statue of Liberty is to NY. It's ours.
- Educational
- Enjoyed book selection at Old Courthouse gift shop
- Enjoyed it
- Enjoyed the museum, learned about peace coins/medals. Told friend who teaches history she will use info in the future.
- Enjoyed very much the movie - Arch in progress
- Enjoyed
- Everyone was very friendly and helpful, the sites were well kept and the environment was fun and safe
- Everyone we spoke with was very helpful and friendly
- Everything was so clean
- Excellent facility. Great planning of the park. Keep up the good work.
- Excellent job! Thank you.
- Explains a very important part of American history kids don't get much of in school
- First time as a family. Thoroughly enjoyed the St. Louis area and will be back for a Missouri baseball tour.
- First visit - only movie - museum and facility was wonderful. Enjoyed the surrounding park area and river view activity
- For never knowing it was there, it was very informative. The museum is spectacular.
- From Q15, does not want living history
- Get door stops to hold open doors at security check
- Glad we made the trip
- Good job
- Good visit overall, will be back
- Great experience
- Great experience
- Great price overall. Glad we came in.
- Great time
- Had a great time, thank you

- Had been by the Arch many times but never stopped. Did not know the museum existed below ground. Need to advertise or show on billboard there is more than just the Arch.
- I asked one of the ranger staff for a Junior Ranger pin for my 8-year-old nephew who was outside in the parking lot already. She gave me the hardest time to the point of begging just because he was not there with me. She finally relented but nobody should be denied the ranger pin when asked for. It's only plastic but she played it out like it's an OLYMPIC Medal. I felt that she is racist because I looked Asian.
- I did not get a brochure that should inform me of what the National Expansion Memorial has to offer or things to do and see
- I had prepaid the parking and the lot made it hard to find - it didn't really say this is where you paid - the address on information was wrong. Also, I was unable to print park pass from my hotel. A problem.
- I loved it. I wish I had brought the rest of my family. I was here for work and took a break to visit the park.
- I really enjoyed my visit as well as my friend did. I am proud to live in St. Louis so that I know where my history comes from.
- I saw the sprinklers turn on suddenly and get an infant in a stroller very wet. They need to have a sound warning or signs posted.
- I think the riverfront needs to be cleaned up and less industrial in order to want to cruise it again or do anything there
- I'll never come back when the weather outside was bad
- If I didn't have time to kill because of car trouble I would not have taken time to fill this out, much too long! On p. 7 "I've done most of this on past visit and it is too damn hot - 107 degrees."
- In late evening a more police presence on waterfront area
- Interesting historic presentations and exhibits pertaining to westward expansion were great!
- It is a great place to bring your family
- It seems interesting except the barrier of English language
- It was great, great summer trip to an unsorted number of national parks!
- It was hot!
- It was lovely!
- It was too far away. One of our group need a walker and it was quite difficult for her to go the long distance from the parking area to the Arch. The rocky pathway was hard to walk on. For those of us on a fixed income it is difficult to pay anything extra on food and lodging.
- It was too hot outside 108 F!!!
- It wasn't until we were ready to board the tram that I realized they split my family into two trams and put 3 young girls in with 2 men. The girl handing out tickets could have made some changes and put us together - next time I'll be sure and ask to be moved. Thank you.
- It's a great facility; we just wish we could have enjoyed it more. Time limited our visit so we had no possibility of going on the tram ride.
- Keep up the good work!
- Keeping up the great job and service that was provided
- Lack of courtesy of one of the rangers at the top of the Arch
- Long lines. Difficulty getting to correct lines.
- Lots of fun and thanks for letting us geocache!
- Love it
- Loved it and we had a great time sharing it with our grandson. It was his choice to come here! It's a great place - thank you.
- More explanation printed about lining up for the tram ride. It was confusing. We weren't sure about procedure. Also one tram wasn't working.

- More ranger accessibility. Help would be nice. Publicizing programs (especially timed ones) is crucial.
- More signs are needed in local area directing you to memorial parking. Would like to one-day return with other family members to experience the Jefferson Memorial, had a memorable time!
- More ticket cashiers for ride to top. More park rangers patrolling the grounds. I only saw one.
- My 3 year old son was frightened by the mounted animals, but it was more entertaining than bothersome
- My family and I had a great time. Keep up the good work. TSA type security sucks but it is understandable.
- My kids' first trip up the Arch
- My truck did not fit in the park building. I had to park by the river. My children were very disappointed.
- Need to inform visitors of the crime in the area. Even one of the rangers told us to suggest this - that's bad.
- Next time we will allow time for the Courthouse, grounds and maybe the Lewis and Clark expedition film.
- No - just don't close it!!!
- No - keep up the good work
- No, thanks
- No, thanks
- No, we enjoyed our visit
- Not at this time.
- Not at this time. I had a wonderful experience at the park.
- One sign said a wrong date in the museum; the date didn't match with the weekday!
- Our experience was truly memorable!
- Outside in the heat waiting was a double amputee, we felt he should have been expedited inside, he was older
- Over all a great experience. Enjoyed the history museum inside.
- Overall, it was fine.
- Parking at riverfront was excellent. City seemed cleaner and safer than it has in the past. Employees at the park were helpful and efficient given the heat and the crowds.
- Places to eat or hang out. Cool history spots.
- Please don't send this to me again! This is the 2nd time I have completed and sent in. I won't do it again.
- Provide information in hotels regarding how to visit the memorial
- Questions about race perpetuate prejudice
- St Louis is a great destination - the many theaters, super zoo. Also, great food – St. Louis ribs and BBQ and local beer. Feature STL specialties such as St. Louis ribs and BBQ and fried raviolis. Hire local vendors, you mention picnicking. What about a cart that sells really great sandwiches - custom made - cookies, pastries to make a picnic. The Arch is magnificent.
- Staff at Arch very accommodating to allow wheelchair for us to carry our daughter to tram
- Staff was great, prices reasonable, overall great experience
- Temperature inside museum could be a little high
- Thank you
- Thanks, we really enjoyed our visit
- The children enjoyed interacting at the buffalo area
- The Courthouse does look closed - need better signage
- The lack of bathroom access almost made us continue trip home and not stay until Arch opened. No one around for help. Patrol ranger sent us to three closed locations, no one knew area.

- The land on which this now stands originally belonged to indigenous people. As did all the land now called USA. Native American Indians should not be charged to visit natural parks, etc.
- The Old Courthouse was more impressive than we expected.
- The park was clean and nice museum was good.
- The process of getting on the tram at the bottom was very well done. Keep up the good work! :)
- The security check to go into the museum treated me very badly
- The tram cars seemed tight to fit tall people
- The tram ride to the top was fun. Maybe more things to read as we waited.
- The women's restroom smelled like urine. It needs to be remodeled. Overall, our visit provided a great family memory.
- This is too long!
- This survey was way too long (and a little repetitive). If you want more people to respond, you need to shorten this significantly.
- This was my 3rd visit and I am looking forward to my 4th!
- Ticket sellers and guides were very helpful and friendly
- Very educational, good experience
- Very enjoyable
- Very enjoyable, a pleasant surprise
- Very good about answering questions, very knowledgeable
- Very informative, educational. Educational museum was excellent.
- Very informative! A historical treasure!
- Very interesting - as always
- Very relaxed environment - did not feel hurried, liked independence
- Visited in 1976 this trip was visitor friendly. Greatly improved, more interesting and very educational.
- We all had a good time. Gift shop prices were too high.
- We all learned a great deal about the opening of the west but the children were particularly fascinated
- We all learned a lot from the museum and the rangers keep up the good job.
- We bought our tickets online to be paired with Riverboat Ride
- We can't wait to see the finished renovations currently being done to the exterior of the Old Courthouse
- We did not allow ourselves enough time to see the memorial. Hopefully, we will be able to return someday with more time.
- We didn't know Old Cathedral was open to the public for viewing so we missed out on that
- We enjoyed everything but the heat! Staff and people all very nice and helpful.
- We enjoyed it very much and would recommend others to go see it
- We enjoyed it very much. We learned a lot about this history of this area. In response to Q19, "I was unclear if this meant expenses for today or our whole trip. \$500 for hotel for 3 nights. \$420 for 3 baseball tickets (we brought a friend). Other expenses today only."
- We enjoyed our visit
- We enjoyed ourselves. The people who work there were very nice.
- We enjoyed the snacks offered at the shop (we had kettle corn, pretzel bread, and cheese). We were thankful for the healthier options.
- We had a great time and learned a lot
- We had a great time and our family found the displays to be very educational and engaging at the museum
- We had a great time!

- We had a great time. It was all very interesting.
- We had a very enjoyable time while we were there, just wished we had been able to stay longer. It was a stop during our trip.
- We had fun
- We have traveled to many foreign countries and have always been able to find souvenir books, exhibit descriptions, films etc. in English. If someone does not speak English, they should get nothing out of this park except the view from the Arch.
- We hope to come back and see more next time
- We just did not have enough time to do it right. Will be back.
- We love it, thank you
- We loved it and will return someday
- We really enjoyed our trip and will suggest St. Louis to anyone who is looking for a vacation spot
- We thought the process was well organized and that is appreciated! I wish you would leave out income and race in your survey.
- We visited 40 years ago - I thought at that time the windows were much larger as I recall my nephew climbing up on a ledge! In response to Q16 wrote, "Too old for these!"
- We were also very impressed with the museum! Only 3 of us saw it, but it was great! Nice photos, quotes and talking robots.
- We were disappointed. We waited almost two hours to not be able to travel to the top.
- We were on a road trip from NY to KS and stopped for lunch at the Arch so that we would have a safe place to picnic and let the kids out of the car for a while - the stop was not originally planned but we had a good time.
- We were traveling through to airport stopped in to see Arch - did not have time to go top because lines were too long to get tickets
- We will probably never come back. Our plan was to visit the city museum but since you were running 2.5 hours behind we missed out on that. They refused our refund request.
- Well done. I only had a short time to wait, many things are free or at a reasonable price, people are helpful and friendly.
- What happened in the world during this age
- Wish we had more time for exploring the grounds
- Wonderful exhibits and movie. Wish I had arrived earlier in day to enjoy all Lewis and Clark exhibits
- Would be great if you could easily and safely access downtown area from park with walkways (not across busy streets like now)!
- Would have liked to see the history and construction of the Arch in a museum display rather than in a film
- You are doing GREAT! Thanks.
- You could raise admission and people would still attend

## **Appendix 1: The Questionnaire**







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,

*Tom Bradley*

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.

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 ¼, ½, ¾.  
\_\_\_\_\_ 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.
- ☐ Visit a National Park Service site ☐ Learn history
- ☐ Show park to friends/relatives ☐ Saw sign on highway
- ☐ Obtain stamp in National Park Service passport
- ☐ Travel to the top of the Gateway Arch
- ☐ Visit African American history site
- ☐ 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"/>	n/a	Other – this visit (Please specify below)
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 \$5/child)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lewis and Clark movie (\$7/adult and \$2.50/child)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monument to the Dream movie (\$7/adult and \$2.50/child)	<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**
- ☐ Bicycling ☐ Picnicking
- ☐ Bird watching ☐ Self-guided tours
- ☐ Children's educational play area ☐ Stargazing
- ☐ Children's programs ☐ Train watching
- ☐ Jogging ☐ Walking tours
- ☐ Living history demonstrations/costumed interpretive programs
- ☐ 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**.

- ☐ Bicycle ☐ Walk
- ☐ Public transportation ☐ Tour bus
- ☐ Private vehicle (car, motorcycle, etc.) ☐ Rental vehicle
- ☐ 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**
- ☐ Bicycle rentals ☐ Riverboat cruise
- ☐ Dining ☐ Small musical concerts
- ☐ Interpretive programs ☐ Watching the river
- ☐ 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.

EXPENDITURES

	a) Inside park	→ Go to (b)	→ Go to (c)
Spent no money (●)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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?

Safety issue	Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
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- Personal safety—from crime ☐ ☐ ☐ ☐ ☐
- Personal safety—from accidents ☐ ☐ ☐ ☐ ☐
- Personal property—from crime ☐ ☐ ☐ ☐ ☐

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

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

23. a) For you only, which category best represents your annual **household** income? Please mark (●) **one**.

- ☐ 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

b) How many people are in your household? \_\_\_\_\_ Number of people

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.

☐ None - OR - 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	_____	_____	_____	_____	_____	_____

25. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Yourself	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.

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## Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn 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?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
University of Idaho  
875 Perimeter Drive MS 1139  
Moscow, ID 83843-1139

Phone: 208-885-2585  
Fax: 208-885-4261  
Email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu)  
Website: <http://www.psu.uidaho.edu>



## Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, we used five variable group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and visitor's place of residence proximity to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor's place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and non-respondent's average age and group size. The p-values represent the significance levels of these tests. If the p-value is greater than 0.05, the two groups are judged to be insignificantly different.

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

1. Respondents from different group types are equally represented.
2. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park.
3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park.
4. Average age of respondents – average age of non-respondents = 0.
5. Average group size of respondents – average group size of non-respondents = 0.

As shown in Tables 3 to 6, the p-values for respondent/non-respondent comparisons for age, group size and distance from home to the park are less than 0.05, indicating significant differences between respondents and non-respondents. The results indicate some biases occurred due to nonresponse. Visitors at younger age ranges (especially 40 and younger), visitors who traveled in a larger group size (more than 4 people), and visitors who lived within a 200-mile radius of the park were underrepresented in the survey results. The differences, however, were not found in other variables. Results of the study in this report only reflect the simple frequencies. Inferences of the survey results should be weighted to counterbalance the effects of non-response bias.

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