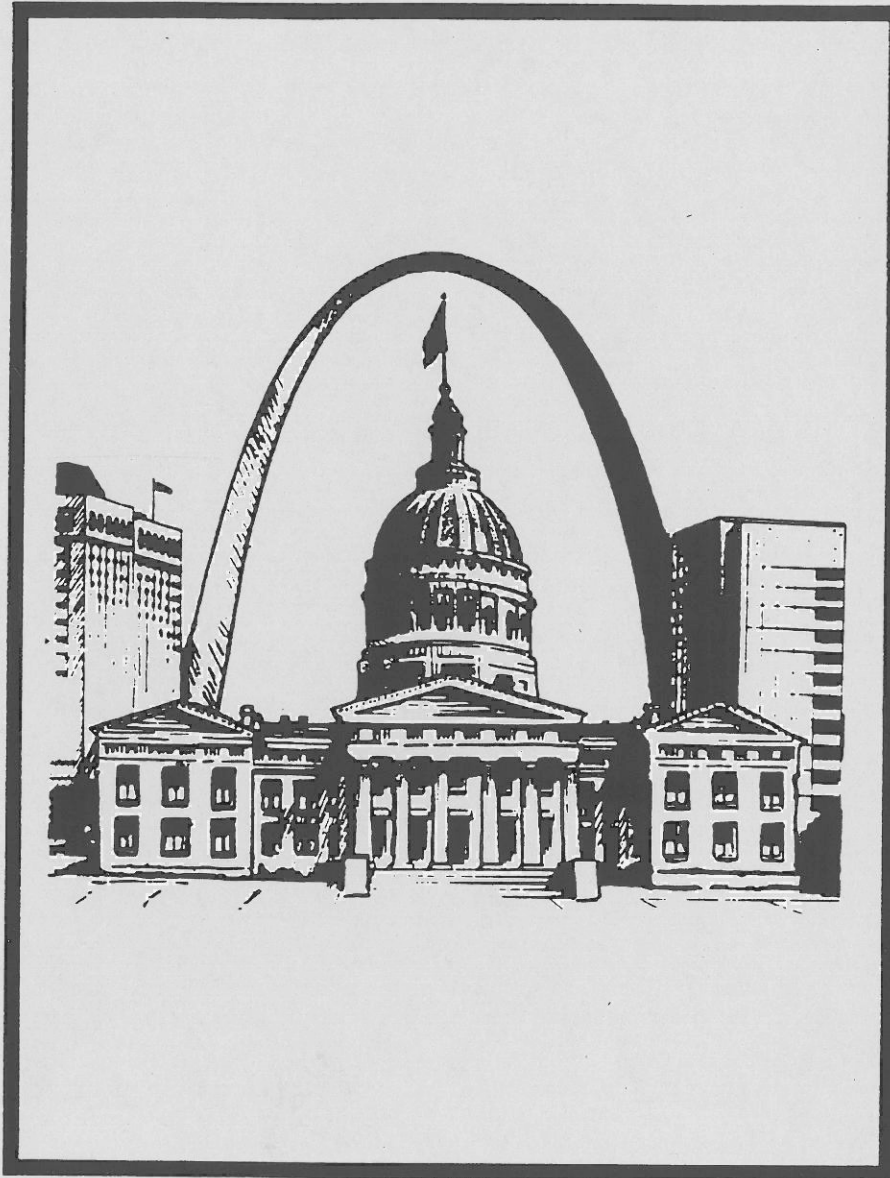

Visitor Services Project Jefferson National Expansion Memorial



Visitor Services Project Report 49
Cooperative Park Studies Unit



Visitor Services Project Jefferson National Expansion Memorial

Dwight L. Madison

Report 49

March 1993

Dwight Madison is VSP Eastern Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Jefferson National Expansion Memorial for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Jefferson National Expansion Memorial

Report Summary

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

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

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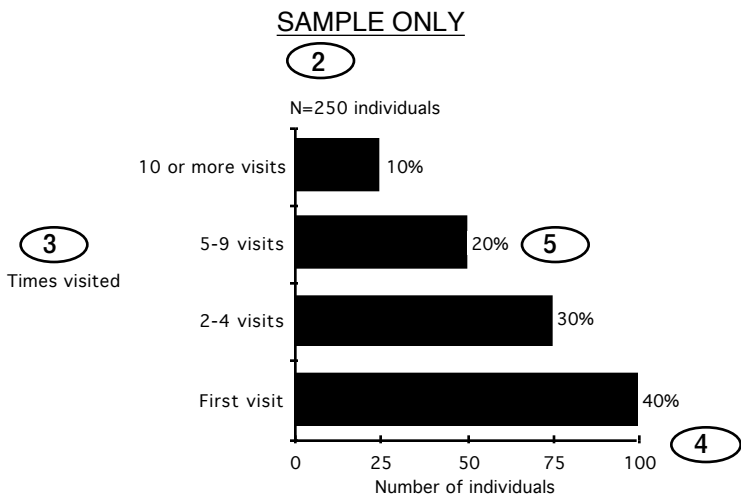
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INTRODUCTION

This report describes the results of a study of visitors at Jefferson National Expansion Memorial (referred to as "JNEM"). This visitor study was conducted June 23-29, 1992 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) Figure 4: Number of visits

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Jefferson National Expansion Memorial during June 23-29, 1992. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design and administration

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they exited the Gateway Arch. Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four and six weeks after the survey.

Data analysis

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 401 groups, Figure 3 presents data for 1448 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,
missing data
and reporting
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 415 questionnaires were returned, Figure 1 shows data for only 401 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

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

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of June 23-29, 1992. The results do not necessarily apply to visitors during other times of the year.

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

RESULTS

Visitors contacted

Five hundred thirty-one visitor groups were contacted; 97% accepted questionnaires. Four hundred fifteen visitor groups completed and returned their questionnaires, an 80% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias was insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	518	41.3	405	42.6
Group size	518	6.0	401	5.6

Demographics

Figure 1 shows group sizes, which varied from one person to 65 people. Seventy percent of JNEM visitors came in groups of four people or less. Seventy-two percent of visitors came in groups identified as family, as shown in Figure 2.

Figure 3 shows varied age groups; the most common were visitors aged 15 or younger (28%). Most visitors (62%) were first-time visitors (see Figure 4).

Visitors from foreign countries comprised 3% of all visitation. Map 2 and Table 3 show that the many of the United States visitors came from Missouri and Illinois.

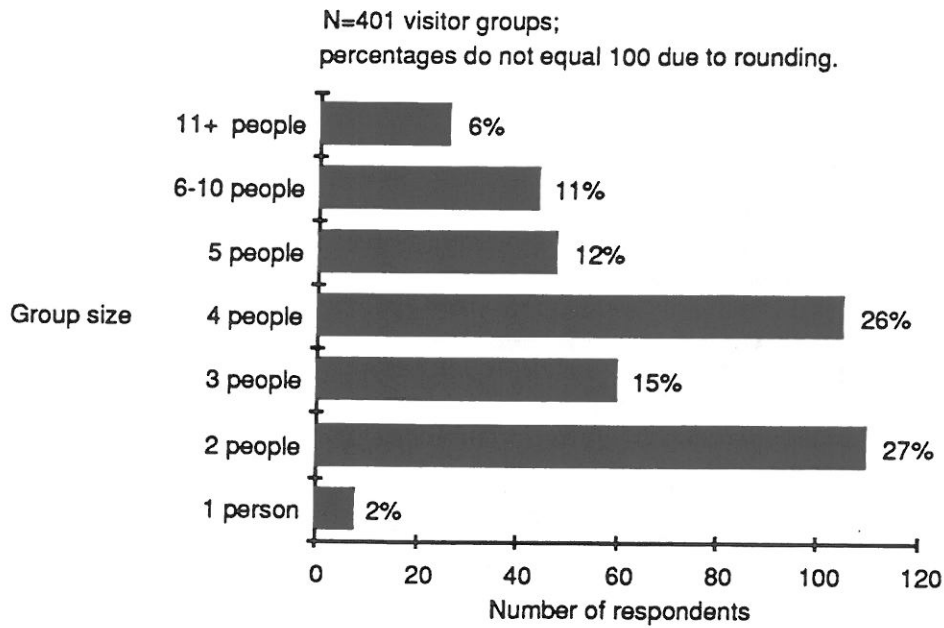


Figure 1: Visitor group sizes

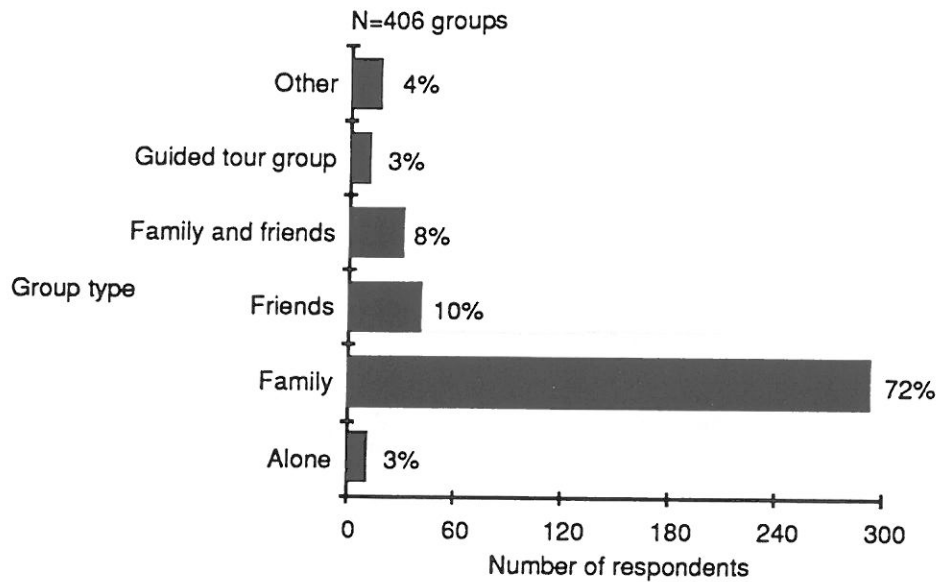


Figure 2: Visitor group types

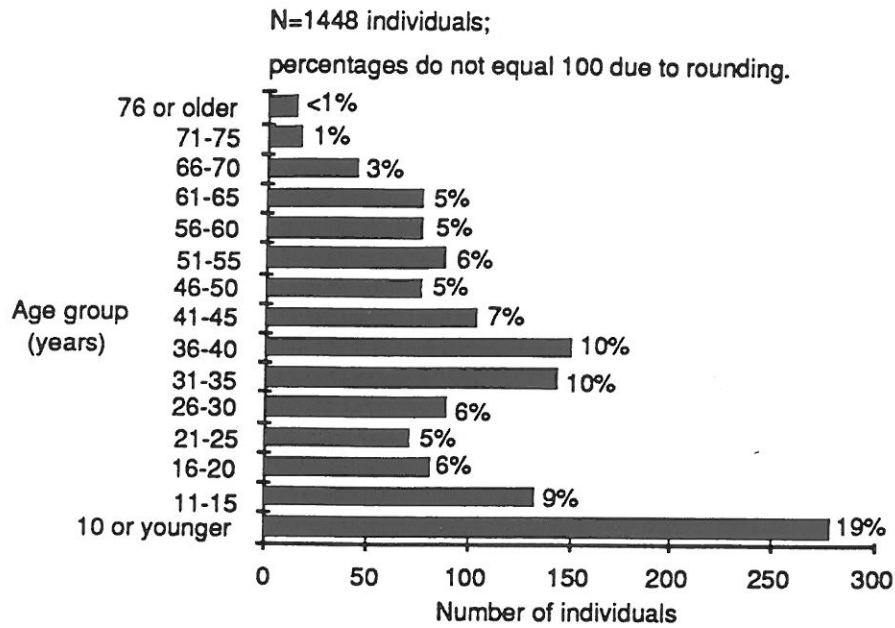


Figure 3: Visitor ages

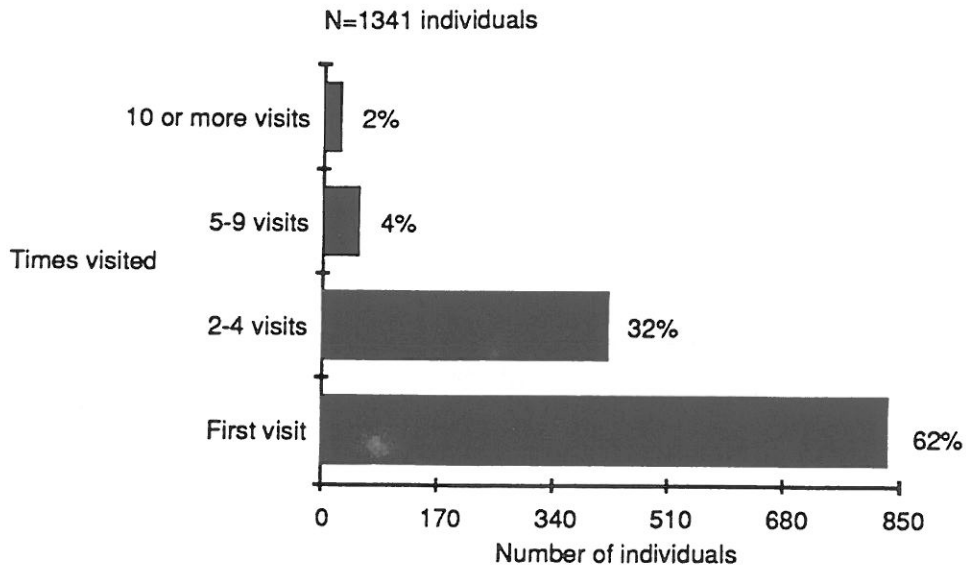
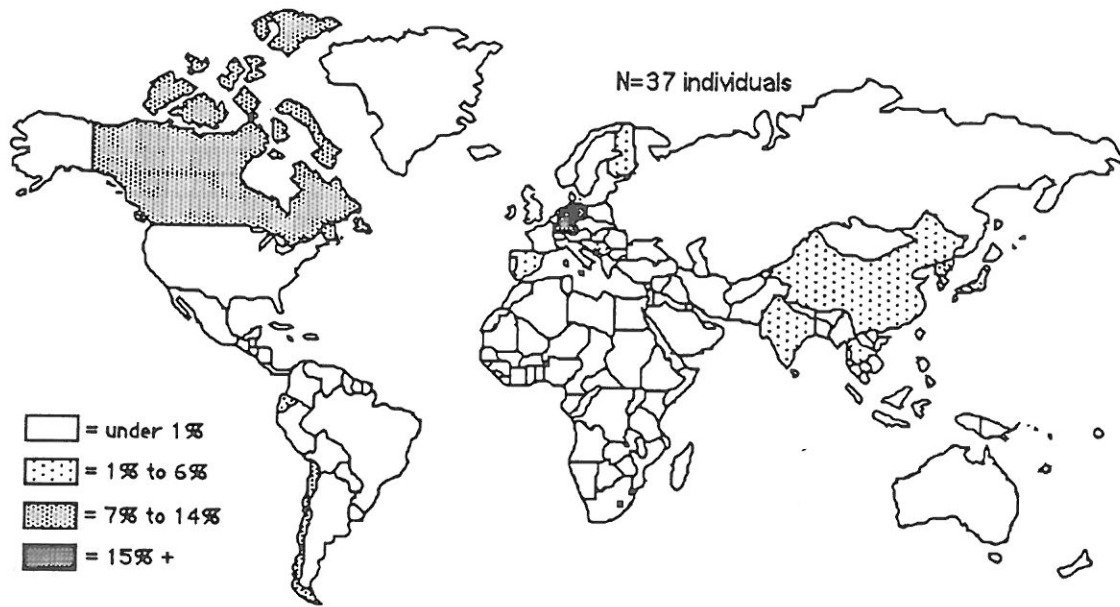


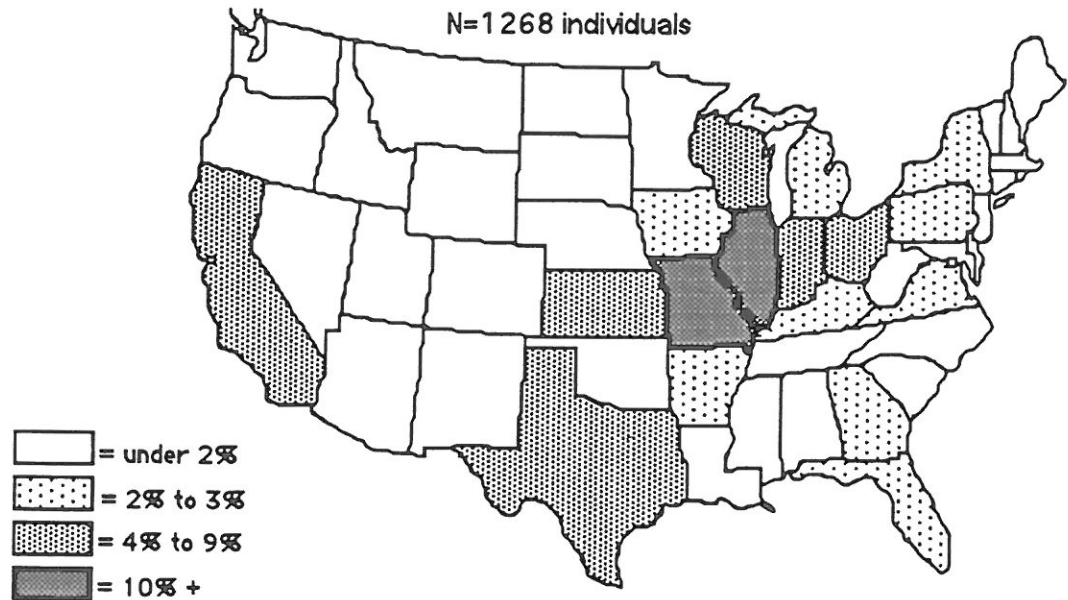
Figure 4: Number of visits



Map 1: Proportion of international visitors by country

Table 2: Foreign visitors by country of residence
N=37 individuals

Country	Number of individuals	% of international visitors
Germany	11	30
Canada	5	14
Holland	4	11
Chile	3	8
Ecuador	2	5
India	2	5
Korea	2	5
Thailand	2	5
Yugoslavia	2	5
China	1	3
Finland	1	3
Japan	1	3
Spain	1	3



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=1268 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Missouri	224	18
Illinois	139	11
Ohio	95	8
Texas	64	5
Wisconsin	57	5
Indiana	55	4
Kansas	50	4
California	44	4
Iowa	37	3
Michigan	37	3
Kentucky	34	3
Pennsylvania	32	3
Arkansas	30	2
New York	30	2
North Carolina	26	2
Virginia	22	2
Florida	21	2
Georgia	20	2
Other states (29)+D.C.	251	20

Visitors to Jefferson National Expansion Memorial were asked what languages they or someone in their group understood or spoke fluently. Eighty-five percent of the visitors identified English as the language they understood or spoke fluently, followed by a variety of other languages as shown in Figure 5. "Other" was identified by visitors as Portuguese, Polish, Latin and a variety of other languages.

**Visitor
languages
understood
and spoken
fluently**

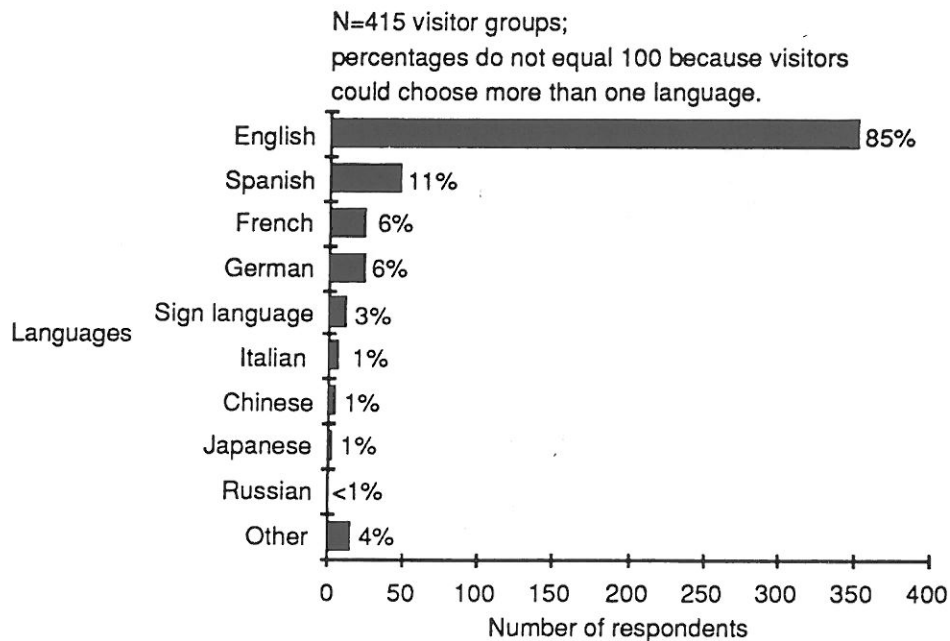


Figure 5: Languages understood and spoken fluently

Length of stay

Eighty-six percent of visitors to the Arch reported staying three hours or less (see Figure 6). Of the visitors who spent time at the old courthouse, 90% reported spending one hour or less, as shown in Figure 7.

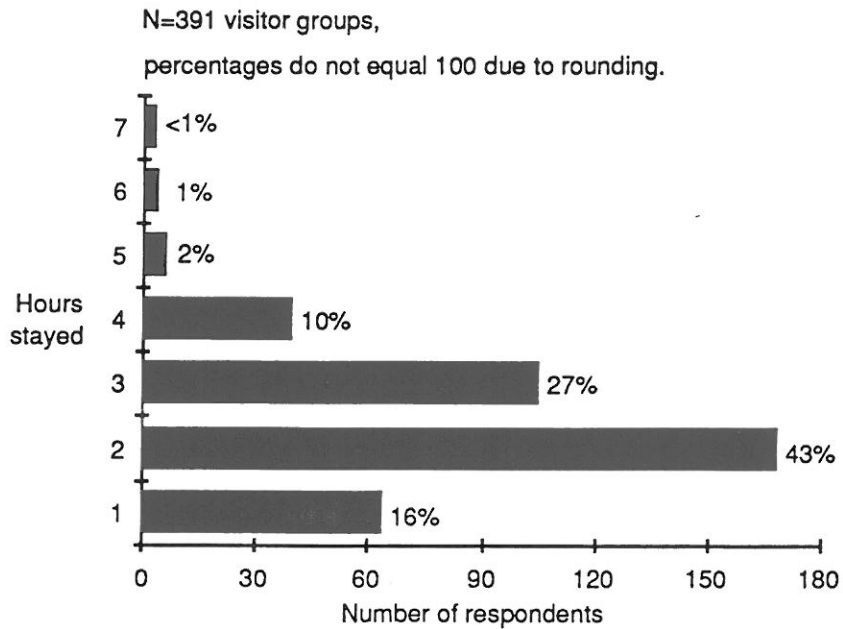


Figure 6: Length of stay at the arch

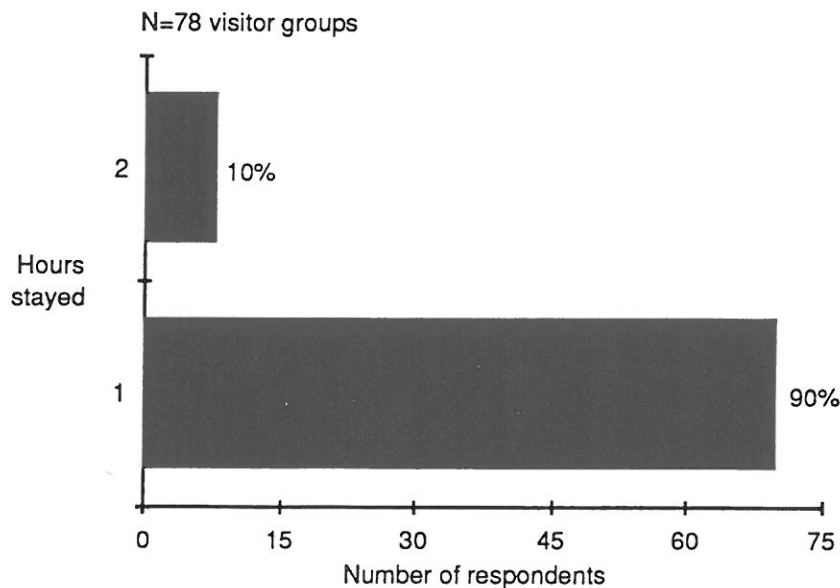


Figure 7: Length of stay at the old courthouse

The most often used sources of information about the park were previous visits (46%), advice from friends and relatives (43%), and travel guide/tour books (30%), as shown in Figure 8. "Other" sources included living in the area, passing by on the way to another destination and television.

Sources of park information

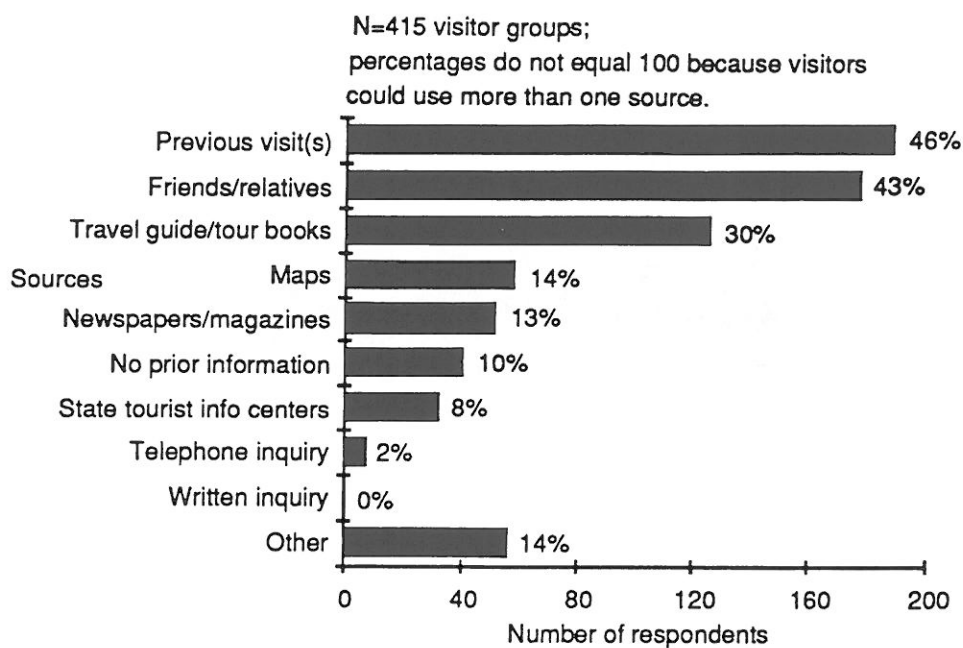


Figure 8: Sources of park information

**Locating
site**

The visitors were asked, "Did you and your group find it difficult to locate Jefferson National Expansion Memorial?" Figure 9 shows that 94% responded no. Those visitors who answered yes were also asked how could locating the park be improved. Most stated that placing more signs on major highways and on the streets that lead to the site would be the best way to improve locating the park.

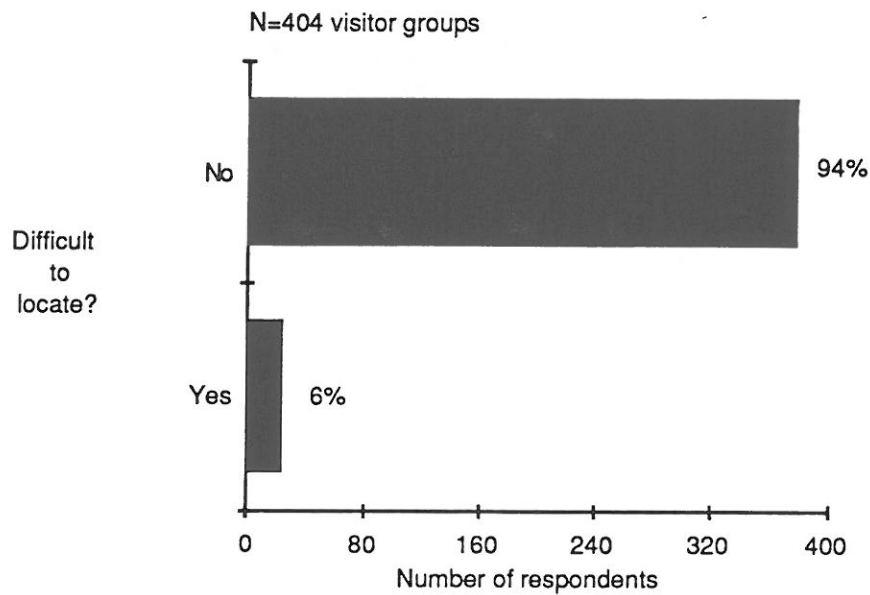


Figure 9: Site difficult to locate

The visitors to Jefferson National Expansion Memorial were asked "Did you wait for the ride to the top of the arch?" Figure 10 shows that 79% responded yes. Those visitors who answered yes were also asked how long was their wait and how they spent their time. Figure 11 shows that 92% waited two hours or less. Most stated they spent their time in the Museum of Westward Expansion, in the bookstore, walking the grounds, or watching the movie.

Waiting for ride to the top of the arch

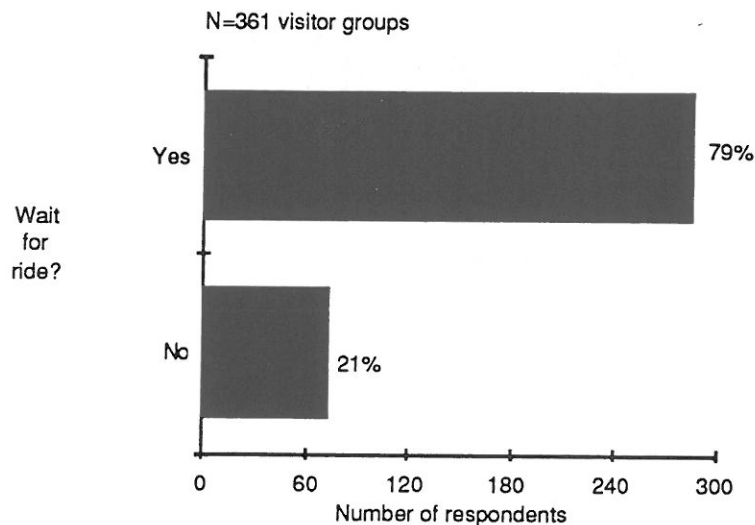


Figure 10: Visitors waiting for ride to the top of the arch

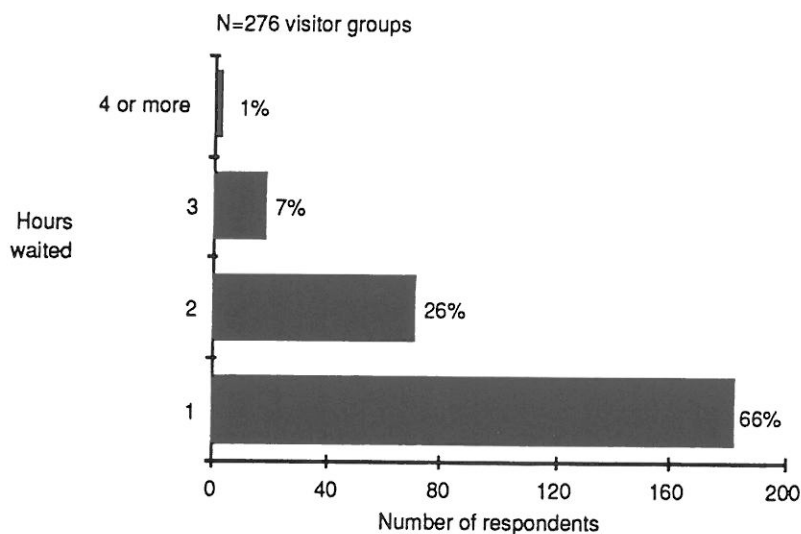


Figure 11: Length of wait for ride to the top of the arch

**Visitor
impressions
of fees**

Visitors were asked their impression of the fees charged at Jefferson National Expansion Memorial for several of the available services. Figure 12 shows that 78% felt that the fees were appropriately priced.

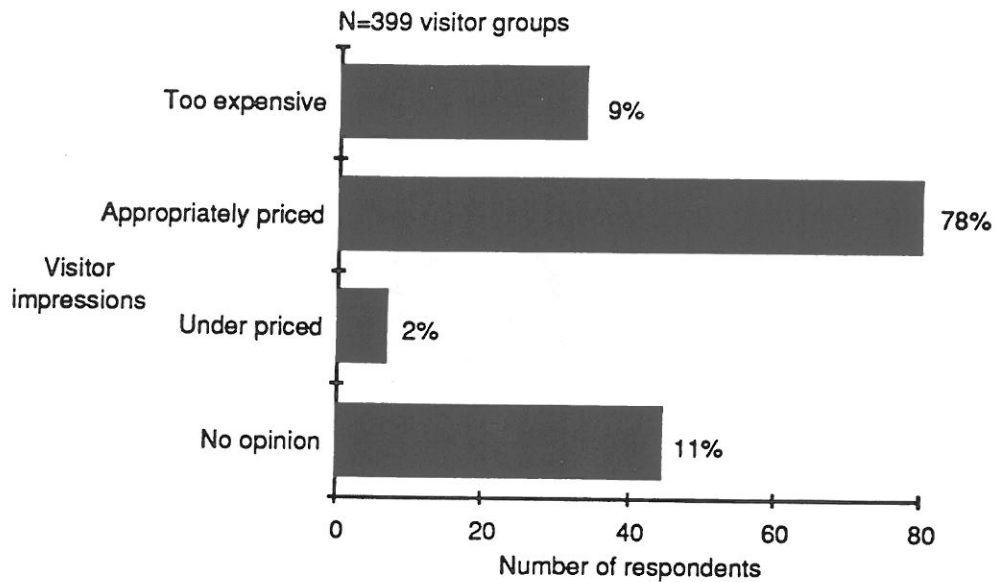


Figure 12: Visitor impressions of fees

Sixty-four percent of visitors to the Jefferson National Expansion Memorial said that to ride to the top of the Gateway Arch (64%) and to see the arch (48%) were the primary reasons for visiting, as shown in Figure 13. "Other" reasons were identified by visitors as a place to take visiting friends or relatives, part of a bus tour and using the arch as a place to meet friends.

**Primary
reason for
visit**

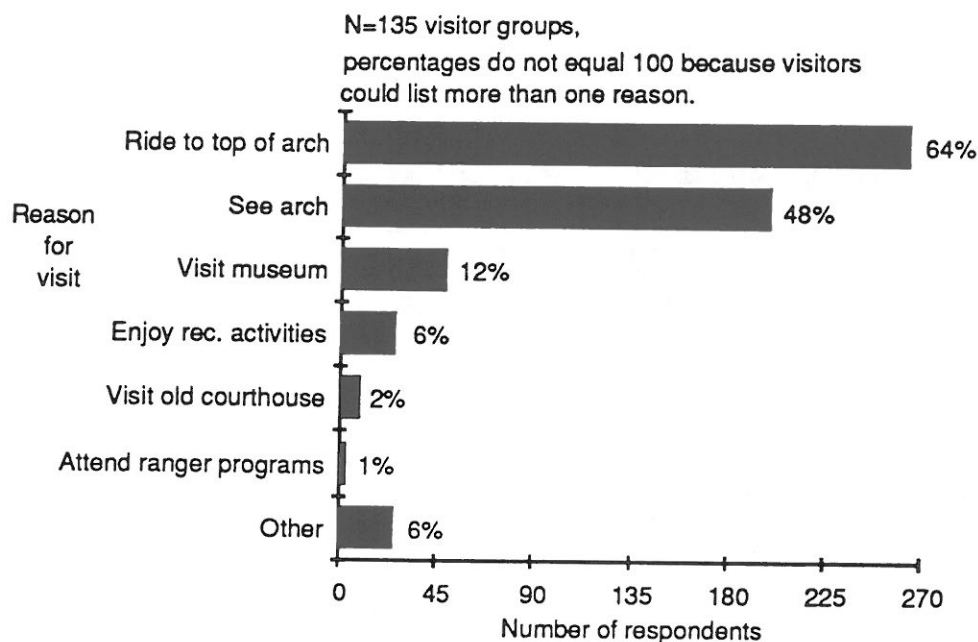


Figure 13: Primary reason for visit

Visitor activities

The most common visitor activities were visiting the Museum of Westward Expansion (83%), riding to the top of the arch (78%), using the restrooms (78%) and visiting the museum bookshop (65%), as shown in Figure 14. The least common activity was visiting the 75th anniversary exhibit. "Other" was identified by visitors as visiting the waterfront, the old cathedral and waiting.

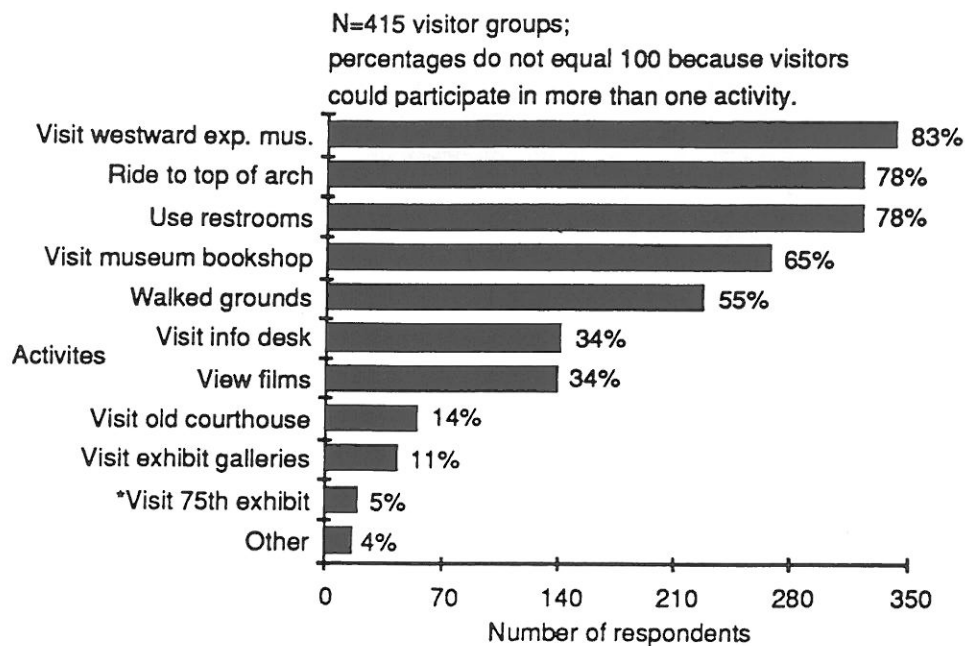


Figure 14: Visitor activities

* The NPS 75th Anniversary Exhibit was closed during the study period.

The most commonly used visitor services were the arch ticket center (79%), the tram staff (68%) and the arch museum shop (67%), as shown in Figure 15. The least used service was the park ranger programs at the old courthouse (7%). "Other" was identified by visitors as restrooms, and various park staff.

Visitor services: use and quality

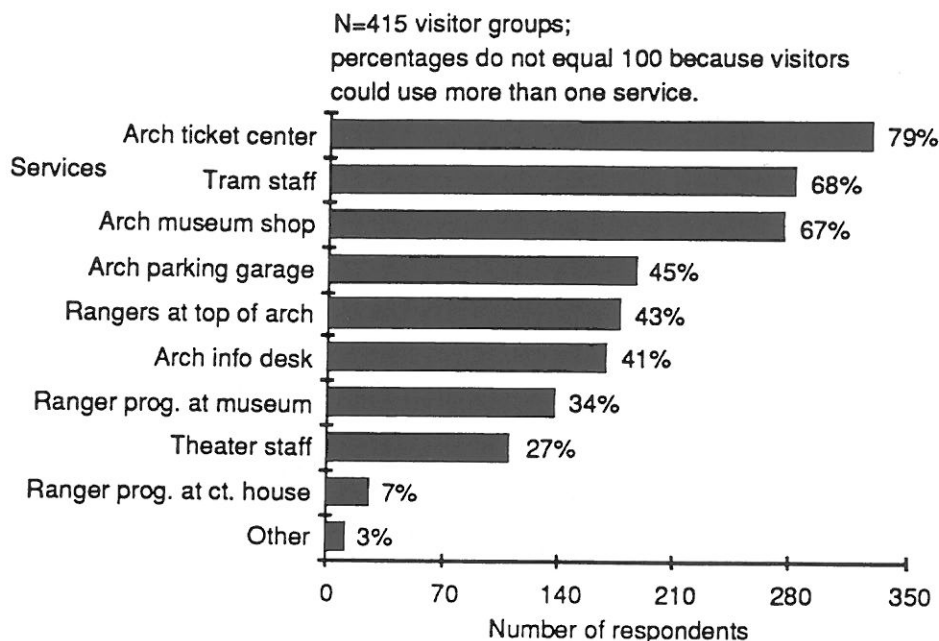


Figure 15: Use of visitor services

Visitors rated the quality of visitor services they used. They used a five point scale (see the box below).

QUALITY	
1	=very good
2	=good
3	=average
4	=poor
5	=very poor

Figures 16-25 show that several services were given high "good" to "very good" ratings: park ranger programs at the museum (89%), the theater staff (88%), the arch information desk (85%), and the tram staff (84%). The service receiving the highest "poor" to "very poor" ratings was the arch parking garage (13%).

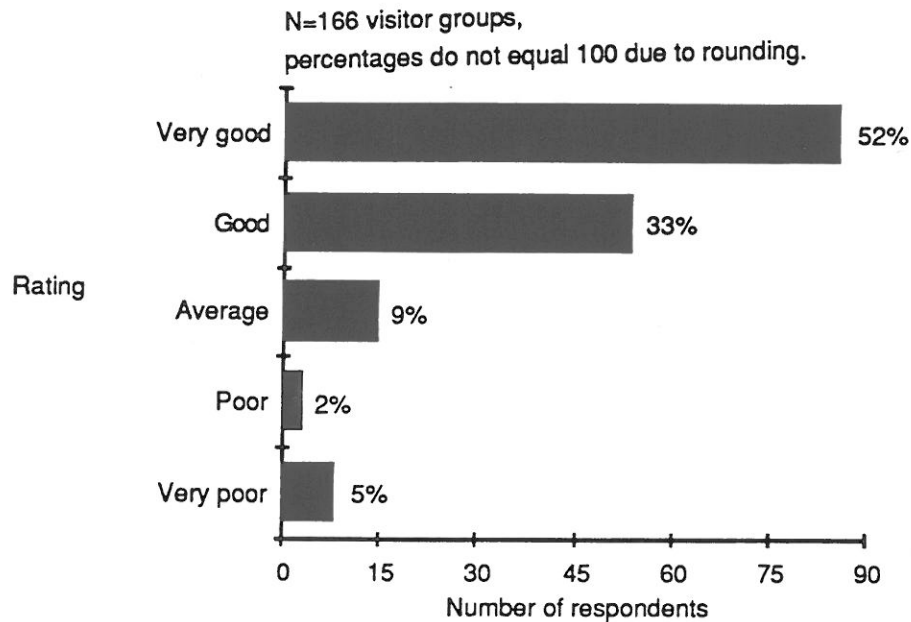


Figure 16: Quality of arch information desk

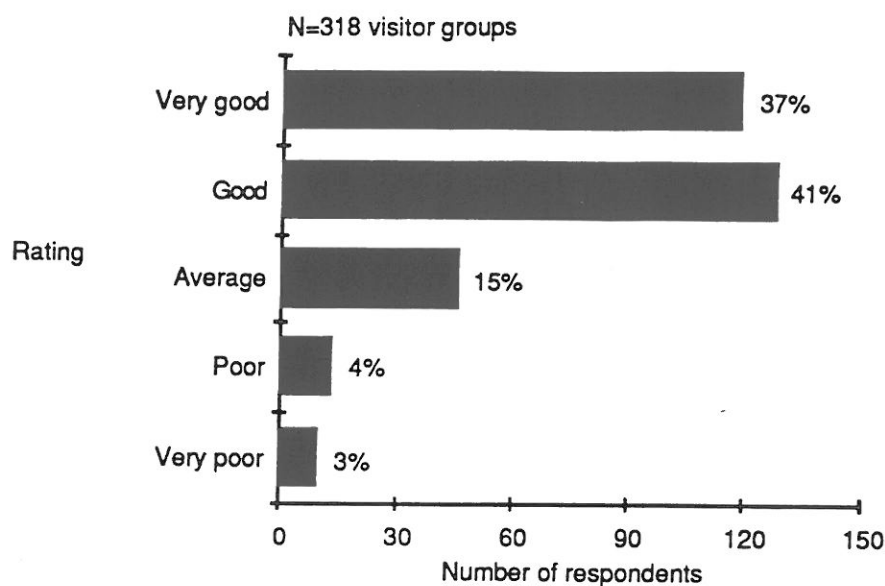


Figure 17: Quality of Gateway Arch ticket center

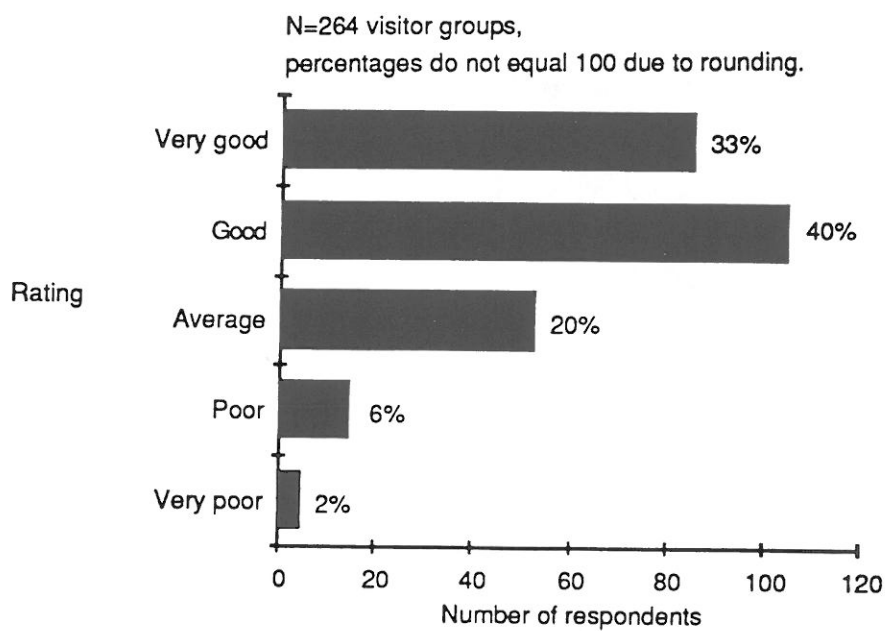


Figure 18: Quality of Gateway Arch museum shop

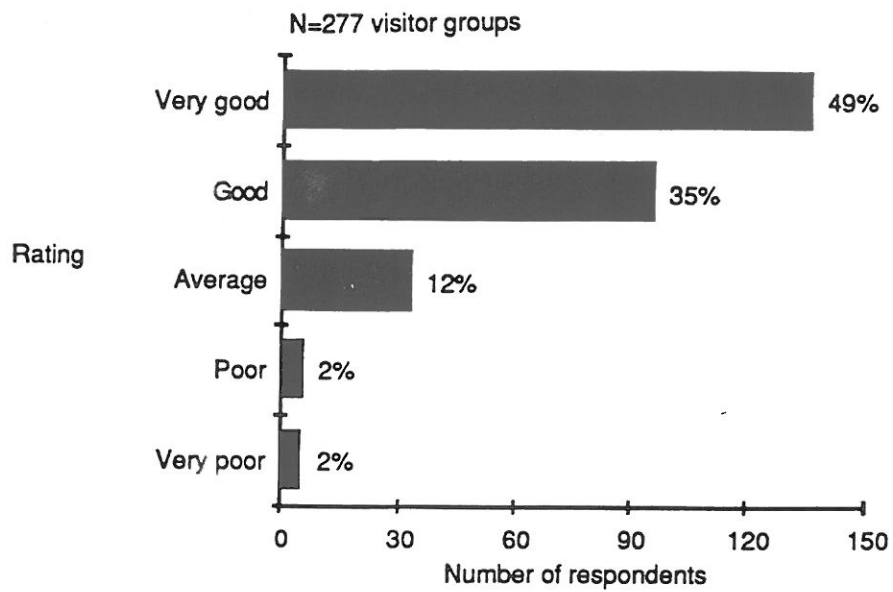


Figure 19: Quality of tram staff

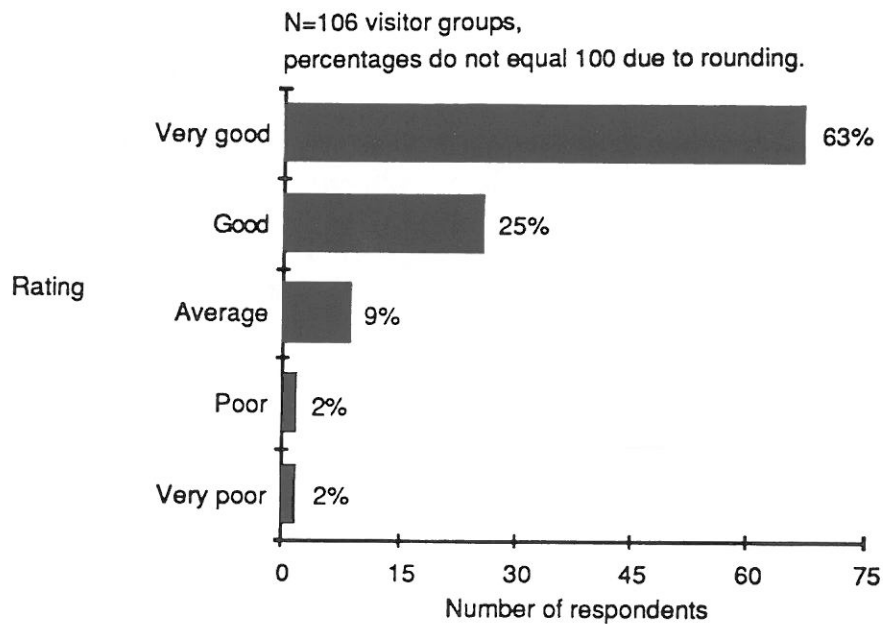


Figure 20: Quality of theater staff

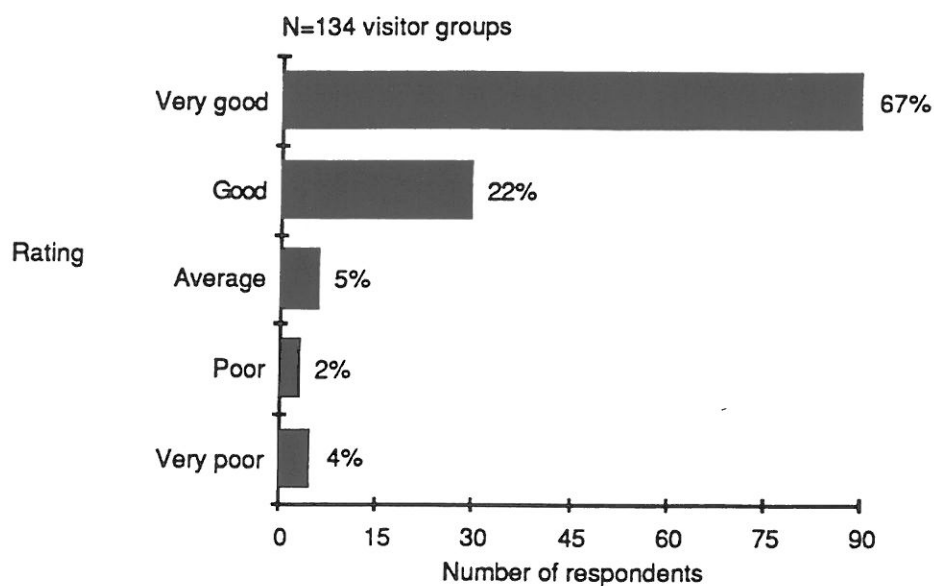


Figure 21: Quality of park ranger programs at the museum

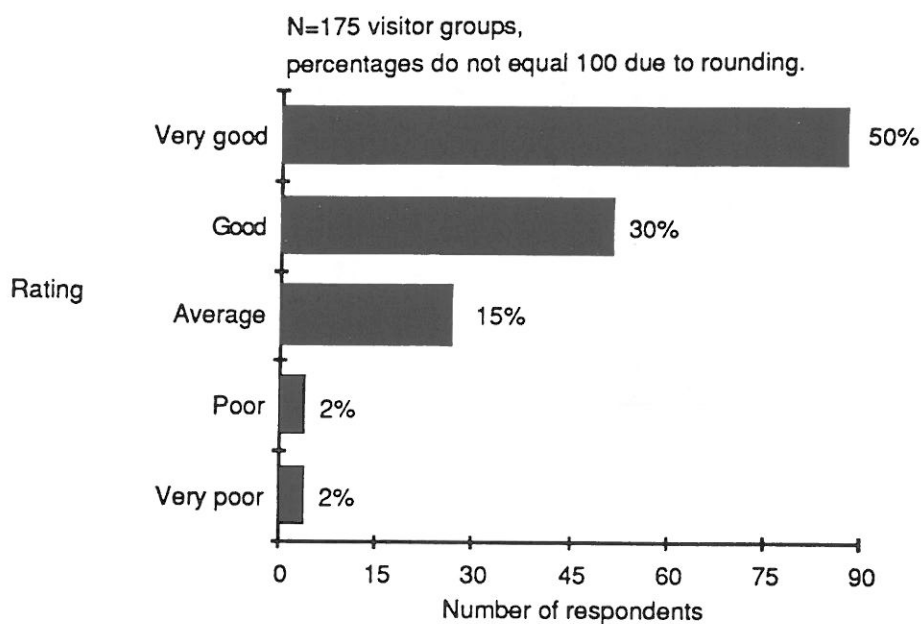


Figure 22: Quality of park rangers at the top of the arch

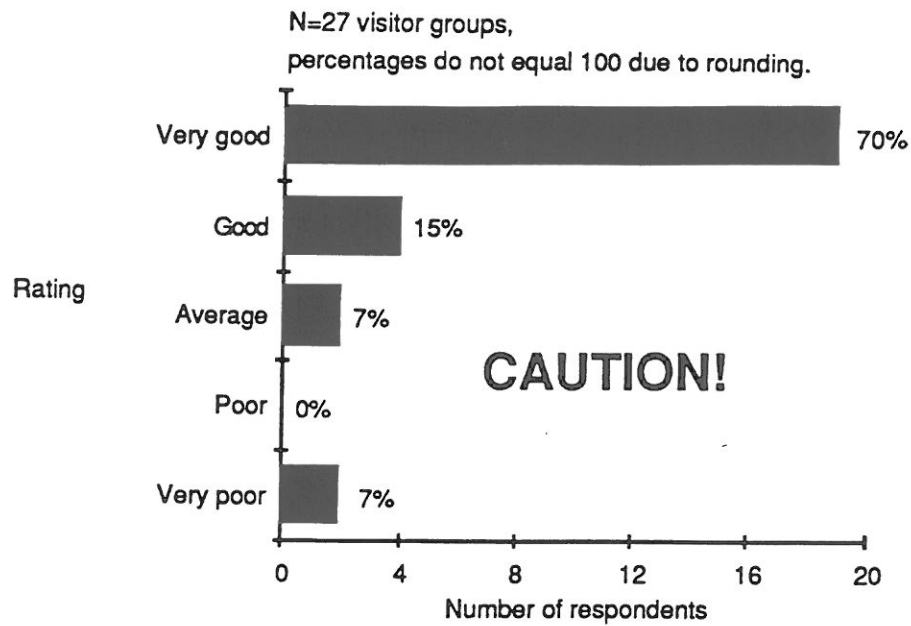


Figure 23: Quality of park ranger programs at the old courthouse

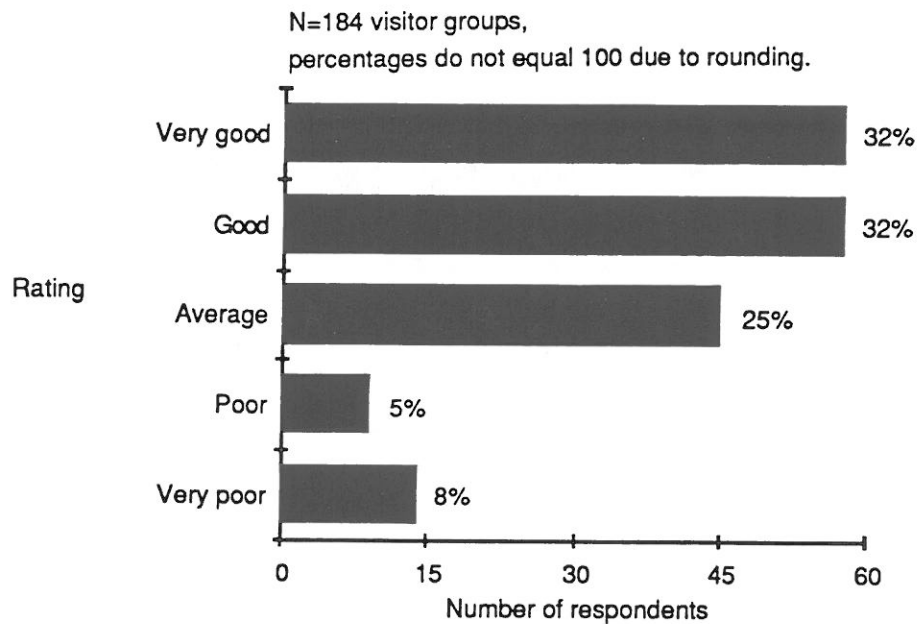


Figure 24: Quality of the arch parking garage

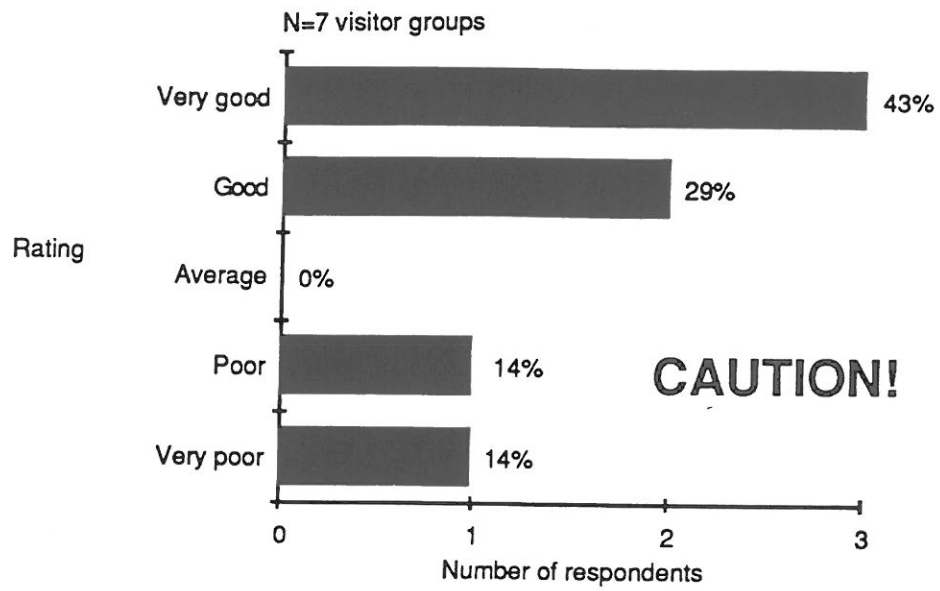


Figure 25: Quality of "other" facilities or services

What visitors liked most

Visitors were asked, "What did you enjoy most about your visit to the Jefferson National Expansion Memorial?" A summary of their comments appears below and in the appendix.

Visitor likes

N=615 comments;
many visitors made more than one comment.

<u>Comment</u>	<u>Number of times mentioned</u>
Personnel	
Staff friendly/helpful	19
Rangers friendly/helpful	12
INTERPRETIVE SERVICES	
Enjoyed museum	106
Film about the construction of the Arch	45
Interpretive talk in museum	12
The old courthouse	4
Other comments	4
FACILITIES AND MAINTENANCE	
General	
Facilities/grounds well maintained	52
Open expanse of the park	3
Parking facility easily accessed	2
Clean restrooms	2
Other comments	3
CONCESSIONS	
Bookstore/Gift shop	7
Other comments	3
GENERAL IMPRESSIONS	
Ride to the top of the Arch	113
View from the top of the Arch	88
The Arch	80
Everything	19
Liked shade trees along walk	7
Did not have to wait in long lines	5
The waterfront	4
Great weather	4
People were able to move around in the museum easily	4
River cruises	3
Sense of history one gets	3
Park offers a lot of variety to visitors	3
Easy to find	2
Visiting the river front	2
Other comments	4

Visitors were asked, "What did you like least about your visit to the Jefferson National Expansion Memorial"? A summary of their comments appears below and in the appendix.

**What
visitors
liked least**

Visitor dislikes
N=402 comments;
many visitors made more than one comment.

<u>Comment</u>	<u>Number of times mentioned</u>
----------------	--------------------------------------

Personnel

National Park Service

Did not appreciate ranger reprimand in museum	4
-----------------------------------------------	---

INTERPRETIVE SERVICES

Lack of specific identification on some of museum exhibits	3
Not enough interpretive signs in museum	2
Unable to see movie due to crowds	2
Movie about Arch boring	2
Other comments	6

FACILITIES AND MAINTENANCE

General

Waiting for the ladies room	11
Not enough places to sit down	7
Parking	5
Limited access on grounds for strollers & wheelchairs	5
Lobby was stuffy	5
Long walk from parking to Arch	4
Steps from the river front	3
Not enough parking	2
Visitor center too warm	2
Top of the arch	2
Other comments	11

POLICY

Parking too expensive	22
Cost for everything was too high	4
Tram not accessible to handicapped	2
Other comments	7

CONCESSIONS

Line for tickets	21
Trams too small for five people	18
Tram ride not air conditioned	15
Gift shop too crowded	5
Prices in gift shop	3
The museum	2
Gift shop	2
Pre-ticket coordinator is an unneeded function	2
Other comments	8

GENERAL IMPRESSIONS

Waiting to go to the top of the Arch	62
Nothing, liked everything	59
Waiting	28
The crowds	26
Lines	8
Not being able to ride to the top of the arch	8
Not enough time to see everything	7
People begging money in the park	3
Top of the arch too crowded	2
City traffic	2
Other comments	10

Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

Comment Summary

Visitor comment summary

N=328 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Personnel	
National Park Service	
Staff friendly/helpful	19
Rangers friendly/helpful	11
INTERPRETIVE SERVICES	
Enjoyed museum	12
More museum talks needed	4
Museum needs hands on exhibits	3
Enjoyed film	2
More historic information	2
Information desk needs more westward expansion information	2
Did not know old courthouse was part of JNEM	2
Other comments	11
FACILITIES AND MAINTENANCE	
General	
Grounds/facilities well maintained	19
Access seems very limited for the disabled	3
Don't like how the museum is laid out	2
Need more benches for people waiting for the tram	2
Stairs too steep need a ramp down to the river	2
Graffiti is scratched on Arch	2
Access is satisfactory	2
Signs on highways need to be clearer	2
Better directions needed on where to park RV's	2
Other comments	9
POLICY	
Parking too expensive	5
Surprised one could ride to the top of the Arch	2
Should advertise that you raised entrance fee	2
Other comments	9

CONCESSIONS

Gift shop prices too high	3
Enjoyed bookstore	2
Other comments	6

Visitor Services Project

Sorry to take so long to mail questionnaire back	2
VSP ranger/volunteer friendly/helpful	2
Other comments	3

GENERAL IMPRESSIONS

Enjoyed visit	69
Hope to return	25
No	18
We will be recommending the arch to friends/family	9
Needed more time	8
Keep up the good work	6
Not enough time to ride to the top	6
Well run/organized	4
Needed more time to visit museum	3
NPS is doing a good job	3
Enjoyed boat ride	2
Like free bus ride from hotel to Arch	2
Park visit very affordable	2
Like bringing family/friends here from out of town	2
Other comments	18

**Visitor Services Project
Analysis Order Form
Jefferson National Expansion Memorial
Report 49**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all that were listed in the questionnaire.

- | | | |
|------------------------------------|------------------------------------------|----------------------------|
| • Group size | • Information sources | • Number times visited |
| • Group type | • Facilities or services used | • Length of stay at arch |
| • Age | • Facilities or services quality | • Visitor activities |
| • State residence | • Visitors impressions of fees | • Difficult to locate site |
| • Country residence | • Reasons for visit | • Routes traveled |
| • Wait for ride to top of arch | • Length of wait for ride to top of arch | • Languages spoken |
| • Length of stay at old courthouse | | |

Two-way comparisons (write in the appropriate variables from the above list)

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions _____

Mail to:
Visitor Services Project, CPSU

QUESTIONNAIRE

**College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843-4199**

Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

1985

5. North Cascades National Park Service Complex

1986

6. Crater Lake National Park

1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

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

1989

21. Everglades National Park
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

For more information about the Visitor Services Dr. Gary E. Machlis, Sociology Project Leader, Univ Park Studies Unit, College of Forestry, Wildlife Moscow, Idaho 83843-4199 or call (208) 885-4199

1990

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

1991

- 38. Jean Lafitte National Historical Park
- 39. Joshua Tree National Monument
- 40. The White House Tours, President's Park
- 41. Natchez Trace Parkway
- 42. Stehekin-North Cascades National Park/Lake Chelan National Rec. Area
- 43. City of Rocks National Reserve
- 44. The White House Tours, President's Park

1992

- 45. Big Bend National Park
 - 46. Frederick Douglass National Historic Site
 - 47. Glen Echo Park
 - 48. Bent's Old Fort National Historic Site
 - 49. Jefferson National Expansion Memorial
-

Visitor Services Project
Jefferson National Expansion
Memorial
Appendix

Visitor Services Project
Jefferson National Expansion
Memorial
Appendix

Dwight L. Madison

Report 49

March 1993

Dwight Madison is VSP Eastern Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Jefferson National Expansion Memorial for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor likes

N=615 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
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Personnel

Staff friendly/helpful	19
Rangers friendly/helpful	12

INTERPRETIVE SERVICES

Enjoyed museum	106
Film about the construction of the Arch	45
Interpretive talk in museum	12
The old courthouse	4
Other comments	4

FACILITIES AND MAINTENANCE

General

Facilities/grounds well maintained	52
Open expanse of the park	3
Parking facility easily accessed	2
Clean restrooms	2
Other comments	3

CONCESSIONS

Bookstore/Gift shop	7
Other comments	3

GENERAL IMPRESSIONS

Ride to the top of the Arch	113
View from the top of the Arch	88
The Arch	80
Everything	19
Liked shade trees along walk	7
Did not have to wait in long lines	5
The waterfront	4
Great weather	4
People were able to move around in the museum easily	4
River cruises	3
Sense of history one gets	3
Park offers a lot of variety to visitors	3
Easy to find	2
Visiting the river front	2
Other comments	4

Visitor dislikes

N=402 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

Personnel

National Park Service

Did not appreciate ranger reprimand in museum	4
-----------------------------------------------	---

INTERPRETIVE SERVICES

Lack of specific identification on some of museum exhibits	3
Not enough interpretive signs in museum	2
Unable to see movie due to crowds	2
Movie about Arch boring	2
Other comments	6

FACILITIES AND MAINTENANCE

General

Waiting for the ladies room	11
Not enough places to sit down	7
Parking	5
Limited access on grounds for strollers & wheelchairs	5
Lobby was stuffy	5
Long walk from parking to Arch	4
Steps from the river front	3
Not enough parking	2
Visitor center too warm	2
Top of the arch	2
Other comments	11

POLICY

Parking too expensive	22
Cost for everything was too high	4
Tram not accessible to handicapped	2
Other comments	7

CONCESSIONS

Line for tickets	21
Trams too small for five people	18
Tram ride not air conditioned	15
Gift shop too crowded	5
Prices in gift shop	3
The museum	2
Gift shop	2
Pre-ticket coordinator is an unneeded function	2
Other comments	8

GENERAL IMPRESSIONS

Waiting to go to the top of the Arch		62
Nothing, liked everything		59
Waiting	28	
The crowds		26
Lines		8
Not being able to ride to the top of the arch		8
Not enough time to see everything		7
People begging money in the park		3
Top of the arch too crowded		2
City traffic		2
Other comments		10

Visitor comment summary

N=328 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

Personnel

National Park Service

Staff friendly/helpful	19
Rangers friendly/helpful	11

INTERPRETIVE SERVICES

Enjoyed museum	12
More museum talks needed	4
Museum needs hands on exhibits	3
Enjoyed film	2
More historic information	2
Information desk needs more westward expansion information	2
Did not know old courthouse was part of JNEM	2
Other comments	11

FACILITIES AND MAINTENANCE

General

Grounds/facilities well maintained	19
Access seems very limited for the disabled	3
Don't like how the museum is laid out	2
Need more benches for people waiting for the tram	2
Stairs too steep need a ramp down to the river	2
Graffiti is scratched on Arch	2
Access is satisfactory	2
Signs on highways need to be clearer	2
Better directions needed on where to park RV's	2
Other comments	9

POLICY

Parking too expensive	5
Surprised one could ride to the top of the Arch	2
Should advertise that you raised entrance fee	2
Other comments	9

CONCESSIONS

Gift shop prices too high	3
Enjoyed bookstore	2
Other comments	6

Visitor Services Project

Sorry to take so long to mail questionnaire back	2
VSP ranger/volunteer friendly/helpful	2
Other comments	3

GENERAL IMPRESSIONS

Enjoyed visit		69
Hope to return		25
No		18
We will be recommending the arch to friends/family		9
Needed more time		8
Keep up the good work		6
Not enough time to ride to the top		6
Well run/organized		4
Needed more time to visit museum		3
NPS is doing a good job	3	
Enjoyed boat ride		2
Like free bus ride from hotel to Arch		2
Park visit very affordable		2
Like bringing family/friends here from out of town	2	
Other comments		18



Carnell Poole
Site Manager
Frederick Douglass Home NHS
1411 "W" Street S.E.
Washington DC, 20020

**JEFFERSON NATIONAL EXPANSION MEMORIAL
(DRAFT)**

JEFFERSON NATIONAL EXPANSION MEMORIAL Report Volume I

I need 2 bound copies

Both copies should have a gray front & back cover

Inside Title page should be xeroxed on white paper (single page).

Report Summary page should be xeroxed on blue paper (single page).

Table of contents page should be xeroxed on white paper (single page).

Pages 1-28 should be duplexed on white paper.

Analysis order form should be xeroxed on white paper (single page each)

Page 30 (Questionnaire title page) should be xeroxed on white paper (single page).

Questionnaire section duplex on white paper

United States Department of the Interior
National Park Service
Visitor Services Project
University of Idaho CPSU
College of Forestry
Moscow, Idaho 83843

(208) 885-7863

February 2, 1993

Mark Engler
Chief of Museum Services & Interpretation
Jefferson National Expansion Memorial
11 North Fourth Street
St. Louis, Missouri 63102

Dear Mark

I am pleased to submit the draft report of Jefferson National Expansion National Memorial visitor study to you and your staff. Enclosed is a draft copy of Volume 1. Please feel free to circulate as many photocopies of this draft as you wish among the appropriate park personnel and then compile all the comments directly into one master copy. I would appreciate receiving this master copy back by February 22, 1993 so that I may then revise accordingly and prepare the final report.

Currently, the Appendix is being prepared; it will include photocopies of the visitors' comments and the revised Comment Summary.

The greater the care and attention given to reviewing this draft report by you and all the appropriate park staff, the better the quality of the final report. Please review this draft for the following:

- 1) accuracy of content (e.g. does the text match the data in the graphs?),
- 2) comprehension and completeness (is everything explained thoroughly enough?; has something been omitted?);

We need to schedule the final workshop; please contact me at your earliest convenience so that arrangements can be made.

Do not hesitate to contact me if you have particular questions about this draft.

Sincerely,

Dwight Madison
Eastern Coordinator
Visitor Services Project

National Park Service

**Printing Instructions for
Jefferson National Expansion Memorial
Report & Appendix**

Jefferson National Expansion Memorial Report

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Page 30 (Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

**** NPS D 51 March 1993 page** should be facing inside back cover page

Inside back cover page is the one that has the VSP publications listed.

Jefferson National Expansion Memorial Appendix Section

I need 9 copies : 8 bound copies and 1 copy unbound.

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Inside Title page should be Xeroxed on white paper (single page).

Pages 1-5 (Visitor likes, dislikes & comment summary) duplex on blue paper.

Visitor comment pages duplex on white paper.

Inside back cover page is the one that has the VSP publications listed.

NPS D 51

March 1993