



National Park Service
U.S. Department of the Interior

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Jimmy Carter National Historic Site Visitor Study

Survey Information and Instructions:

The focus of this study is to better understand visitor preferences and experiences within Jimmy Carter National Historic Site (JICA).

Your participation in the study is voluntary. There are no penalties for not answering some or all questions, but because each participant will represent many others who will not be included in the study, your input is extremely important. The answers you provide will remain anonymous. Our results will be summarized so that the answers you provide cannot be associated with you or anyone in your group or household. Throughout the questions below, Jimmy Carter National Historic Site will be represented through the acronym “JICA”. Please respond to each question below, by filling in the blank, or selecting the box(s). If you do not understand a particular question, please ask the surveyor to assist you. This questionnaire will be given to only a few visitors, so your participation is very important. It should only take about 10 minutes after your visit to complete. If you have any questions about the survey please do not hesitate to ask. Once you are done, please return the survey to the surveyor. Thank you.

Jimmy Carter National Historic Site (JICA) and Pennsylvania State University thank you for your assistance.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information collection is authorized by 54 USC 100702. We will use this information to evaluate visitor experiences and expectations in the Jimmy Carter National Historic Site. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

Burden Estimate: We estimate that it will take about 10 minutes to complete and return this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: **Dr. Peter Newman, Department Head & Professor, Recreation, Park and Tourism Management, 801 Ford Building, University Park, PA 16802, Penn State University** (address) or **pbn3@psu.edu** (email).

TOPIC AREA 2: PURPOSE 1

1. What is the most important reason for your visit to Jimmy Carter National Historic Site (JICA)?

TOPIC AREA 8: PREF1

2. Please describe the experiences you are seeking while at JICA:

TOPIC AREA 2: ITIN 4 variation

3. How did your visit to JICA fit into your travel plans? Please select one.

- This Historic Site is my primary destination
- This Historic Site is one of several destinations
- I am passing through the Historic Site to my primary destination, which is (If selected please describe): _____
- I did not plan to visit this Historic Site

TOPIC AREA 4: TRIPC 7

4. In what town/city did you and your personal group stay on the night before your arrival at JICA? If you stayed overnight at home, please select 'Stayed at home' and write the name of your hometown and state.

Stayed at home (If selected, please provide): CITY _____ STATE _____

or

Stayed away from home (If selected, please provide): CITY _____ STATE _____

TOPIC AREA 3: TRANSMODE 6

5. During your most recent trip to JICA, which mode(s) of transportation did you use? *Please check all that apply.*

- Personal Vehicle
- SAM Excursion Shortline Train
- Bicycle
- Walking
- Group tour bus
- Other (please specify): _____

TOPIC AREA 1 & 7: GROUP and EVALSERV variation

6. Does anyone in your personal group have a physical condition that made it difficult to access or participate in JICA activities or services?

- YES NO

If yes, please explain:.

- a) Where you found difficulties: _____
- b) How could the difficulties could be alleviated: _____

TOPIC AREA 3: TRANSMODE 10

7. What transportation related issues, if any, have you faced when traveling in or through JICA?

TOPIC AREA 3: TRANSMODE 10

8. What transportation related issues, if any, have you faced when traveling in or through Plains, GA, as it relates to your visit to JICA?

TOPIC AREA 2: ITIN 14

9. What was the primary source that you used for planning your trip JICA? *Please select only one.*

- JICA, National Park Service website
- JICA Facebook page
- Travel website (please specify): _____
- Commercial or educational organized group
- Travel agent
- Hotel concierge
- Word-of-mouth
- Previous visit
- Other (please specify): _____

TOPIC AREA 2: ITIN 14

10. What information source would be most useful, if you were planning on visiting JICA in the future?

TOPIC AREA 8: PREF1

11. Visitors have different reasons for visiting JICA. Please rate the importance of each of the following reasons for your visit today. Please mark only one response for each item.

Importance...	Importance					
	Not Relevant 0	Not at all Important 1	Slightly Important 2	Moderately Important 3	Very Important 4	Extremely Important 5
To learn about the history and cultural significance of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about the community and environment of Plains, GA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about Jimmy Carter's military service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about the Civil Rights Movement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn how Southern education shaped history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about the life and presidency of Jimmy Carter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about Jimmy Carter's values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about historic agricultural practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about past presidents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To visit all presidential historic sites (including this site)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To potentially see or meet Jimmy Carter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience historic southern culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience historic farm life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a special event at a historic site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To view the scenic beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Importance...	Importance					
	Not Relevant 0	Not at all Important 1	Slightly Important 2	Moderately Important 3	Very Important 4	Extremely Important 5
To experience tranquility and contemplativeness in nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience the diversity of the natural world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience solitude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a feeling of calmness or peace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a positive change in mood and emotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To think about my personal values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To give my mind a rest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get away from the usual demands of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get away from the noise back home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To escape from answering emails, texts, or phone calls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get some exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To improve my physical health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a sense of adventure or challenge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To spend time with family/friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To bring my family closer together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To share this place with my family/friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____						

TOPIC AREA 7: EVALSERV 6

12. Earlier we asked you how important each item was to your visit today. Please rate the quality of your experience for each item (these are the exact same items from the previous question) based on today's visit. Please select only one response for each item.

Quality of opportunities...	Quality of Experience					
	Not Relevant 0	Very Poor 1	Poor 2	Average 3	Good 4	Very Good 5
To learn about the history and cultural significance of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about the environment and community of Plains, GA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about Jimmy Carter's military service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about the Civil Rights Movement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn how Southern education shaped history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about the life and presidency of Jimmy Carter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about Jimmy Carter's values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about historic agricultural practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about past presidents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To visit all Presidential sites (including this site)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To potentially see or meet Jimmy Carter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience historic Southern culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience historic farm life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a special event at the Historic Site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To view the scenic beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience tranquility and contemplativeness in nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience the diversity of the natural world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience solitude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a feeling of calmness or peace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a positive change in mood and emotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To think about my personal values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Quality of opportunities...	Quality of Experience					
	Not Relevant 0	Very Poor 1	Poor 2	Average 3	Good 4	Very Good 5
To give my mind a rest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get away from the usual demands of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get away from the noise back home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To escape from answering emails, texts, or phone calls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get some exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To improve my physical health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a sense of adventure or challenge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To spend time with family/friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To bring my family closer together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To share this place with my family/friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____						

TOPIC AREA 4: VISHIS1, VISHIS3

13. Is this your first visit to JICA?

YES (If YES, move on to #14) NO

If NO, Approximately how many times have you visited JICA?

Times before _____ (approximate)

OR Don't know/not sure

TOPIC AREA 4: VISHIS10

14. On this visit to JICA, which of the following locations did you (and your personal group) visit? Please select all that apply.

- Plains High School Museum and Visitor Center
- The Plains Train Depot
- The Carter Boyhood Farm (Boyhood Home, Commissary)
- The Carter Residence
- The Rosalynn Carter Butterfly Trail
- The Historic District of Plains, Georgia (including churches, Public Housing Unit 9-A, etc.)
- Marantha Baptist Church
- The Smiling Peanut
- The Business District (including restaurants)
- Billy Carter's Service Station
- Maxine Reese City Park
- Lebanon Cemetery
- Andersonville National Historic Site
- Georgia State Parks (Veterans, Florence Marina, Providence Canyon, Roosevelt Little White House)
- Habitat for Humanity (Koinonia Farm, International Village)
- Others (Please specify) _____

TOPIC AREA 4: VISHIS10 variation

15. For only the locations you selected for question #14, provide the order in which you visited these locations. For example, if you visited the “Carter Boyhood Farm” first, then you would place a “1” beside that location. Please rank only the sites you visited and selected in #13.

- _____ Plains High School Museum and Visitor Center
- _____ The Plains Train Depot
- _____ The Carter Boyhood Farm (Boyhood Home, Commissary)
- _____ The Carter Residence
- _____ The Rosalynn Carter Butterfly Trail
- _____ The Historic District of Plains, Georgia (including churches, Public Housing Unit 9-A, etc.)
- _____ Marantha Baptist Church
- _____ The Smiling Peanut
- _____ The Business District (including restaurants)
- _____ Billy Carter's Service Station
- _____ Maxine Reese City Park
- _____ Lebanon Cemetery
- _____ Andersonville National Historic Site
- _____ Georgia State Parks (Veterans, Florence Marina, Providence Canyon, Roosevelt Little White House)
- _____ Habitat for Humanity (Koinonia Farm, International Village)
- _____ Others (Please specify) _____

TOPIC AREA 4: DEST 9

16. On this visit, how long did you [and your personal group] stay at JICA? Please list hours below.

Number of hours: _____

TOPIC AREA 1: GROUP 1

17. How many adults and how many children were in your personal group (spouse, family, friends) during this visit to JiCA? Please provide a number.

Number of Adults (Age 18 or Older) _____

Number of Children (Age 17 or Younger) _____

TOPIC AREA 1: GROUP 1

18. Were you or your personal group part of some larger commercial, educational, or other organized group of visitors?

YES NO

TOPIC AREA 1: GEND 1

19. What is your gender? Female Male

TOPIC AREA 1: AGE 1

20. In what year were you born?

Year born: _____

TOPIC AREA 1: RES 3

21. Do you live in the United States?

YES (What is your zip code?): _____

NO (What country do you live in?): _____

TOPIC AREA 1: EDUC 1

22. What is the highest level of formal education you have completed? (Check one.)

- Some high school
- High school graduate or GED
- Some college, business or trade school
- College, business or trade school graduate
- Some graduate school
- Master's, doctoral or professional degree

TOPIC AREA 1: RACE/ETH 1

23. Are you Hispanic or Latino? YES NO

TOPIC AREA 1: RACE/ETH 2

24. What is your race? (Check all that apply.)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian
- Pacific Islander other than Native Hawaiian
- White

Jimmy Carter National Historic Site and Penn State University thanks you for your assistance.