



National Park Service
U.S. Department of the Interior

OMB Control Number: 1024-0224

Jimmy Carter National Historic Site [On-site] Visitor Study

Survey Information and Instructions:

The focus of this study is to better understand visitor preferences and experiences related to visitor motivations, transportation, and travel behaviors within Jimmy Carter National Historic Site (JICA).

Throughout the questions below, Jimmy Carter National Historic Site will be represented through the acronym "JICA". Please respond to each question below, by providing responses to the blank(s) or selecting the box(s). If you do not understand a particular question, please ask the surveyor to assist you. This questionnaire should only take less than 5 minutes to complete. At the end of this questionnaire, please provide your email address in the space provided. You will receive a follow-up survey via email approximately 1-week after this visit. The follow-up questionnaire should take no more than 10-minutes to complete. If you have any questions about the questionnaires please do not hesitate to ask. Once you are done, please return this iPad to the surveyor. Thank you.

Jimmy Carter National Historic Site (JICA) and Pennsylvania State University thank you for your participation in this study

PAPERWORK REDUCTION and PRIVACY 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. We are authorized by the National Park Service Protection Interpretation and research in System (54 USC §100702) to collect this information. The routine uses of this information will be for the benefit of NPS Managers and Planning staff Jimmy Carter National Historic Site (JICA) in future initiatives related to the visitor use and resource management within the site. The data collected will be summarized to evaluate visitor uses and expectations during their visit at JICA. Your responses to this collection are completely voluntary and will remain anonymous. You can end the process at any time and will not be penalized in any way for choosing to do so. All contact information collected for the purpose of the follow-up survey will be destroyed at the end of the collection period and no personal identifiable records will be maintained or stored for any purposes. Data collected will only be reported in aggregates and no individually identifiable responses will be reported. 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 (1024-0224). We estimate that it will take about 5 minutes to complete and return this on-site 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); or Phadrea Ponds NPS Information Collection Coordinator at pponds@nps.gov (email).

PHASE 1: ONSITE QUESTIONNAIRE

TOPIC AREA 4: VISHIS1, VISHIS3

1. Was this your first visit to JICA?

YES NO

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

Times before _____ (approximate)

OR Don't know/not sure

TOPIC AREA 8: PREF1

2. Visitors have different reasons for visiting JICA. Please rate the importance of each of the following reasons for your visit. 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
Experiencing a sense of the South, from the culture to the working landscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about the Carters, their values, and lives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about U.S. Presidents and experience Presidential Historic Sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To come together with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience reflectiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience health and well-being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To see and learn about daily life at the Carter's home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about the Carter's work and	<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
relationships both domestic and international through objects and memorabilia						
To understand the Carters' appreciation for the natural world and how they experience it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To see the residential grounds to learn about the Carters' active lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To commemorate the Carters' legacy through remembrance and reflection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please Provide): _____						

TOPIC AREA 4: VISHIS10

3. 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 (viewpoint on sidewalk)
- The Rosalynn Carter Butterfly Trail
- The Historic District of Plains, Georgia (including churches, Public Housing Unit 9-A, etc.)
- Maranatha 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)
- State of Georgia Visitor's Center
- Others (Please specify) _____

TOPIC AREA 4: VISHIS10 variation

4. For only the locations you selected for question #3, 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 #3.

- _____ Plains High School Museum and Visitor Center
- _____ The Plains Train Depot
- _____ The Carter Boyhood Farm (Boyhood Home, Commissary)
- _____ The Carter Residence (viewpoint on sidewalk)
- _____ The Rosalynn Carter Butterfly Trail
- _____ The Historic District of Plains, Georgia (including churches, Public Housing Unit 9-A, etc.)
- _____ Maranatha 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)
- _____ State of Georgia Visitor's Center
- _____ Others (Please specify) _____

TOPIC AREA 3: TRANSMODE 6

5. During your most recent trip to JICA, what was your primary mode of transportation? Please select only one.

- Personal Vehicle (including rental car)
- SAM Excursion Shortline Train
- School bus
- Organized group tour bus (not including school group bus)

Other (please specify): _____

TOPIC AREA 1: GROUP 1

6. Please select the choice below that best describes your traveling party. (Please select only one choice)

- Individual Family Friends Family plus friends Organized tour group (other than school group) School group

TOPIC AREA 1: AGE 2

7. Please provide the number of people in your group that fits within each age range listed below.

#__ Under 12 years old #__ 12-17 years old #__ 18-24 years old #__ 25-34 years old #__ 35-44 years old #__ 45-54 years old
#__ 55-64 years old #__ 65-74 years old #__ 75 years or older

TOPIC AREA 1: RES 3

8. Do you live in the United States?

- YES (What is your zip code?): _____
- NO (What country do you live in?): _____

TOPIC AREA 1: GROUP 1

9. We are interested in learning more about your visit to JICA and your thoughts on potential future opportunities here through an expanded, online email survey. The survey is voluntary and should take approximately 10 minutes or less to complete. Are you willing to help JICA by providing an email address for future research related to this project?

- No – I am not interested in being contacted for future research related to JICA.
- Yes – I would like to help JICA by providing my email address for future research.

Your email address: _____

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