



National Park Service
U.S. Department of the Interior

OMB Control Number: 1024-0224

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

Survey Information and Instructions:

The focus of this study is to better understand visitor use and experience related to travel behaviors, evaluations and impacts of your visit, and communication preferences during your most recent visit at 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). It should only take about 10 minutes after your visit to complete. If you have any questions about the survey please contact Dr. Peter Newman at pbn3@psu.edu.

*You **must** be 18 years of age or older to take this survey. Please click the button below to agree that you are at least 18 years of age or older and proceed to the survey.*

I am 18 years of age or older

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 10 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 2: INTERNET EMAIL QUESTIONAIRRE

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 4: TRIPC 7

2. 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 7: EVALSERV 6

3. 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...	Not Relevant	Extremely poor	Poor	Somewhat poor	Neither poor nor good	Somewhat good	Good	Extremely good
	0	1	2	3	4	5	6	7
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"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>

Quality of opportunities...	Not Relevant	Extremely poor	Poor	Somewhat poor	Neither poor nor good	Somewhat good	Good	Extremely good
To experience historic southern culture	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>

Quality of opportunities...	Not Relevant	Extremely poor	Poor	Somewhat poor	Neither poor nor good	Somewhat good	Good	Extremely good
To think about my personal values	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____								

TOPIC AREA 7: ENVIRONED1

4. We are interested in what you gained from you visit to JICA. Please select the number that best represents your level of agreement with each statement below. Please select only one response for each item.

My visit to JICA...	Not relevant	Completely disagree	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Completely agree
	0	1	2	3	4	5	6	7
Increased my likelihood of returning to JICA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my likelihood of returning to JICA with friends and family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my likelihood of returning to Plains, GA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my likelihood of returning to other Carter-related sites in Plains, GA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my likelihood of visiting other points of interest in Plains, GA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my likelihood of visiting other National Park Service sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my likelihood of visiting other Presidential Historic sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my understanding of the South, from the culture to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

My visit to JICA...	Not relevant	Completely disagree	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Completely agree
	0	1	2	3	4	5	6	7
the working landscape								
Increased my understanding of the Carters, their values, and their lives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my understanding of the U.S. Presidents and Presidential Historic Sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my sense of connection with my family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my sense of contemplativeness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my health and well-being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased my sense of ecological health and well-being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 3: TRANSEVAL 3 and TRANSMODE 9

6. This is a two-part question. Part A. Thinking about your trip, would you have liked to have experienced less of, the same, or more of each of the following transportation-related services? Part B. Please indicate how likely you would be to use each service in JICA, if offered. Please select only one response for each item in Part A and B.

Transportation-related Experiences	Part A. Opinion of Service (Want Less or More)					Part B. Likelihood of Using in Future		
	A lot less 1	Less 2	Same 3	More 4	A lot more 5	Would Not Use	Unsure/Don't Know	Would Use
Paved pedestrian paths for hiking and/or biking between the JICA sites and Plains, GA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shuttle buses between the JICA sites and Plains, GA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A bike share program for use between the JICA sites and Plains, GA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-guided auto tours broadcast via radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-guided audio headset tours for walking or cycling between the JICA sites and Plains, GA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TOPIC AREA 2: ITIN 14

7. 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
- Maranatha Baptist Church website

- SAM Excursion Shortline Train website
- Travel website (please specify): _____
- Commercial or educational organized group
- Previous visit
- Other (please specify): _____

TOPIC AREA 3: ACT35

8. How likely are you to stay connected with JICA through social media (i.e. Facebook, Instagram, etc.)? Please select only one.

Not at all likely	Slightly likely	Moderately likely	Very likely	Completely likely
1	2	3	4	5

TOPIC AREA 8: PREF1

9. Visitors have different reasons for engaging JICA on social media. Please rate how important you find the following reasons for engaging JICA on social media. Please select only one response for each item.

Importance	Not at all important	Slightly important	Moderately important	Very important	Extremely important
To feel like I belong to the JICA community	1	2	3	4	5
To interesting people.	1	2	3	4	5
To talk to others about JICA.	1	2	3	4	5
To let other people know who I am.	1	2	3	4	5
To show other people my values.	1	2	3	4	5
To feel a connection to JICA.	1	2	3	4	5
To reduce the stresses of everyday life.	1	2	3	4	5
To maintain a connection to the Carters and the historic site.	1	2	3	4	5
For entertainment.	1	2	3	4	5
To feel excited.	1	2	3	4	5
To learn something new about the Carters.	1	2	3	4	5
To get useful information about visiting JICA.	1	2	3	4	5
To get information about special events.	1	2	3	4	5

TOPIC AREA 7: EVALSERV2 and EVALSERV15 Variation

10. In the future, if you were given the opportunity to visit the Carters' home (Part A), the surrounding Residential Grounds (Part B), and the Other Nearby Sites (Part C), what would be your most valued experience from the options below? Please rank all of the items that represent your preference for Parts A (1st –4th), and B and C (1st and 2nd).

A. Carter Home

- _____ Experiencing the daily life and work of the Carters through a **scheduled, ranger-led guided tour** of their home
- _____ Experiencing memorabilia from the Carters' life and work on a **self-guided tour** of their home
- _____ Being able to **both** experience areas of the Carters' home **on my own** and on a **scheduled, ranger-led guided tour**
- _____ Experiencing the Carter **on my own** home **through assistance of technology** (e.g., virtual interactions with the Carters, expanded stories via smartphone apps, etc.)

B. Residential Grounds

- _____ **Walking** the residential grounds to learn about the Carters' active lifestyle and their love of the outdoors through interpretive **fishing, painting, and tennis displays**
- _____ **Walking** the residential grounds to commemorate the Carters' legacy at an interpretive **memorial garden and internment site**

C. Other Nearby Sites

- _____ A **driving tour of sites in Plains, GA** that includes a stop at the **Carter home**
- _____ A **walking/biking tour of sites in Plains, GA** that includes a stop at the **Carter home**

TOPIC AREA 4: DEST 9

11. 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

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

YES (If YES, please describe the type of your you were with below) NO

If YES, what type of group: _____

TOPIC AREA 1: GEND 1

13. What is your gender? Female Male

TOPIC AREA 1: EDUC 1

14. 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

15. Are you Hispanic or Latino? YES NO

TOPIC AREA 1: RACE/ETH 2

16. 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 thank you for your assistance.