

**Visitor Services Project  
Lincoln Home National Historic Site  
Report Summary**

- This report describes the results of a visitor study at Lincoln Home National Historic Site (NHS) during May 27–June 5, 2005. A total of 650 questionnaires were distributed to visitor groups. Of those, 462 questionnaires were returned resulting in a 71% response rate.
- This report profiles Lincoln Home NHS visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in an appendix.
- Thirty-two percent of visitor groups were in groups of two, 35% were in groups of three or four, and 23% were groups of 5 or more. Seventy-seven percent of the visitor groups were family groups. Fifty-one percent of visitors were ages 36-65 years and 24% were ages 15 or younger.
- United States visitors were from Illinois (39%), Missouri (12%), and 38 other states. International visitors, comprising 2% of the total visitation, were from England (22%), Germany (19%), and 6 other countries.
- Sixty-six percent of visitors visited Lincoln Home NHS for the first time in their lifetime and 95% visited for the first time in the past 12 months. Twenty-five percent of visitors (16 years or older) have a graduate degree and 29% hold a bachelor's degree.
- Prior to this visit, visitor groups most often obtained information about Lincoln Home NHS through previous visits (43%) and travel guides/books/publications (38%). Nine percent of visitor groups did not obtain any information about the park before their visit. Most groups (88%) received the information they needed about the park.
- Thirty-seven percent of visitor groups' primary reason for traveling to the Springfield, Illinois area (within city limits) was to visit Lincoln Home NHS. On this visit, the most common activities were taking Lincoln Home tour (96%), visiting museum shop (73%), and experiencing exhibits (73%).
- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by the 434 visitor groups included Lincoln Home tour (92%), park brochure (76%), park map (62%), and assistance from park staff (60%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included Lincoln Home tour (94%, N=382), assistance from park staff (79%, N=252), and park website (77%, N=47). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included Lincoln Home tour (92%, N=368), assistance from park staff (92%, N=244), and park map (90%, N=242).
- The average of total expenditures in and outside the park (within 1-hour drive of park) per visitor group was \$323. The median visitor group expenditure (50% of groups spent more, 50% of group spent less) was \$160. The average per capita expenditure was \$83.
- Most visitor groups (97%) rated the overall quality of services, facilities, and recreational opportunities at Lincoln Home NHS as "very good" or "good." Less than one percent of groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho or at the following website <http://www.psu.uidaho.edu>