



Lincoln Boyhood National Memorial Visitor Study

Summer 2012

Natural Resource Report NPS/NRSS/EQD/NRR—2013/638



ON THE COVER

Lincoln Memorial Visitor Center at Lincoln Boyhood National Memorial designed by Frederick Law Olmstead Jr.
Photograph courtesy of Lincoln Boyhood National Memorial

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Natural Resource Report NPS/NRSS/EQD/NRR—2013/638

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Executive Summary

This visitor study report profiles a systematic random sample of Lincoln Boyhood National Memorial (NMEM) visitors during June 19-25, 2012. A total of 398 questionnaires were distributed to visitor groups. Of those, 254 questionnaires were returned, resulting in a 63.8% response rate.

Group size and type	Thirty percent of visitor groups consisted of two people and 23% consisted of four people. Seventy-seven percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 30 states and comprised 99.6% of total visitation during the survey period, with 46% from Indiana. Twenty-two percent of visitor groups were residents of the area (within 60 miles of the park). International visitors were from two countries and comprised less than 1% of total visitation during the survey period.
Frequency of visits	Most visitors (87%) visited the park once in the past 12 months and for 65%, this was their first visit.
Age, educational level, and income level	Thirty-six percent of visitors were ages 31-60 years, 35% were ages 15 years or younger, and 22% were 61 years or older. Thirty-one percent of respondents had completed a bachelor's degree and 28% had a graduate degree. Fifty-three percent of respondents had an income level between \$50,000 and \$149,999.
Awareness of park management and other nationally significant sites	Thirty-nine percent of visitor groups were aware of the two Lincoln parks in Lincoln City. Ninety-one percent of visitor groups were aware of the Lincoln Memorial, Washington, DC and 65% had visited it in the past. Seventy-six percent of visitor groups were aware of the Lincoln Home NHS, Springfield, IL and 42% had visited it in the past.
Information sources	Most visitor groups (72%) obtained information about the park prior to their visit. Information was most often obtained through previous visits (36%), friends/relatives/word of mouth (34%), maps/brochures (29%), and the park website (24%). To obtain information for a future visit, visitor groups most often preferred to use the park website (55%), previous visits (36%) and maps/brochures (32%).
Park as destination	During the on-site interview, 58% of visitor groups said the park was their primary destination, and 38% indicated the park was one of several destinations.
Primary reason for visiting the area	Twenty-five percent of visitor groups indicated that visiting Lincoln Boyhood NMEM was the primary reason nonresident members visited the area.
Importance of factors influencing decision to visit the park	The highest combined proportions of "extremely important" and "very important" ratings of factors influencing visitor groups' decision to visit the park included that it was a Lincoln related site (72%), a national park site (55%), and something else to do while in the area (43%).
Alternative plans to visiting the park	Most visitor groups (81%) would have visited the park at another time if they had been unable to visit it on this trip. Of those visitor groups unlikely to have visited the park at another time, 55% weren't sure what they would have done on this trip and 36% would have gone somewhere else.

Executive Summary (continued)

Transportation	Sixty percent of nonresident visitor groups used a car to travel most of the distance from their home to the park area (within 60 miles of the park), while 32% used a SUV/truck/van. Eighty-seven percent of nonresident visitor groups used one vehicle to arrive at the park, while 10% used two vehicles.
Number of park entries	Eighty-eight percent of visitor groups entered the park once, while 9% entered twice.
Overnight stays	Fifty-nine percent of visitor groups stayed overnight in the area within 60 miles of the park, of which 38% stayed three or more nights, 32% stayed one night, and 31% stayed two nights. Fifty-one percent of visitor groups stayed in lodges, hotels, motels, vacation rentals, bed and breakfasts, etc., while 25% were RV/trailer camping.
Length of stay at the visitor center and Living Historical Farm	Forty percent of visitor groups spent 46 or more minutes at the visitor center, while 22% spent 16-30 minutes. The average length of stay at the visitor center was 48 minutes. Thirty-five percent of visitor groups spent 46-60 minutes at the Living Historical Farm, while 22% spent 16-30 minutes. The average length of stay at the Living Historical Farm was 58 minutes.
Length of stay at the park	Fifty-nine percent of visitor groups spent 1-2 hours at the park, while 36% spent up to 1 hour. Six percent of visitor groups visited the park on more than one day. The average length of stay at the park was 1.8 hours.
Local attractions visited	Seventy-four percent of visitor groups visited other local attractions on this visit. Of those visitor groups that visited other local attractions, 40% visited Lincoln State Park, 39% visited Holiday World/Splashin' Safari, and 28% visited Lincoln Pioneer Village.
Places visited in the park	The most common places visited in the park were Living Historical Farm (80%), Memorial Visitor Center (78%), and Cabin Site Memorial (75%). Sixty-five percent of visitor groups visited the Memorial Visitor Center area first.
Activities on this visit	The most common activities were visiting the Living Historical Farm (82%), visiting the visitor center (77%), viewing exhibits (74%), and learning history (71%). Most common activities that were the primary reason for visiting the park were learning history (32%) and visiting the Living Historical Farm (28%). Four percent of visitor groups participated in ranger-led programs/talks.
Activities on a future visit	The most common activities in which to participate on a future visit were visiting the Living Historical Farm (76%) and attending pioneer demonstrations at the Living Historical Farm (68%).
Visitor services and facilities	The visitor services and facilities most commonly used by visitor groups were parking (86%), visitor center (76%), and restrooms (76%).
Interaction with park rangers (other than on the tour)	Forty-five percent of visitor groups had a personal interaction with a park ranger. The interaction receiving the highest combined proportions of "very good" and "good" ratings was courteousness (100%).
Expenditures	The average visitor group expenditure (inside and outside the park within 60 miles) was \$268. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$100, and the average total expenditure per person (per capita) was \$81.

Executive Summary (continued)

Entrance fee	Fifty-two percent of visitor groups used cash or check to pay the entrance fee, while 21% used an Interagency Pass/Senior Pass/Access.
Ranger-led programs on a future visit	Sixty-eight percent of visitor groups were interested in attending ranger-led programs on a future visit to the park. Fifty-two percent of visitor groups preferred a program length of 1/2-1 hour, while 43% preferred a program length under 1/2 hour. Fifty-two percent of visitor groups preferred a program time of 10am-noon, while 17% preferred a program time of 8am-10am.
Interpretive programs on a future visit	Sixty-eight percent of visitor groups were interested in attending interpretive programs on a future visit. Of those visitor groups interested in learning about the park, the most common topics included Lincoln family (82%), pioneer skills (74%), and Lincoln's education (70%).
Methods of learning about the park on a future visit	Most visitor groups (95%) were interested in learning about the park through living history demonstrations (72%), hands-on activities (64%), and indoor exhibits (60%).
Items available for purchase at visitor center bookstore on a future visit	Sixty-one percent of visitor groups would like to have souvenir items available for purchase at the visitor center bookstore on a future visit and 45% would like to have convenience items available for purchase.
Overall quality	Most visitor groups (94%) rated the overall quality of facilities, services, and recreational opportunities at Lincoln Boyhood NMEM as "very good" or "good." One percent of groups rated the overall quality as "very poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Marc Manni for compiling the report, Steve Illum, for overseeing the fieldwork, Kendell Thompson, and the staff and volunteers of Lincoln Boyhood NMEM for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

About the Authors

Marc Manni is the Research Team Supervisor for the Visitor Services Project at the University of Idaho. Steve Illum is Tourism Specialist and Professor at Missouri State University, Yen Le, Ph.D., is Director of the Visitor Services Project at the University of Idaho, and Steven Hollenhorst, Ph.D., was the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho.

Introduction

This report describes the results of a visitor study at Lincoln Boyhood National Memorial (NMEM) in Lincoln City, IN, conducted June 19-25, 2012 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Lincoln Boyhood NMEM, “Abraham Lincoln and his family moved to Indiana in 1816 and stayed until 1830 when they moved to Illinois. During this period, Lincoln grew physically and intellectually into a man. The people he knew here and the things he experienced had a profound influence on his life. His sense of honesty, his belief in the importance of education and learning, his respect for hard work, his compassion for his fellow man, and his moral convictions about right and wrong were all born of this place and this time. The time he spent here helped shape the man that went on to lead the country. This site is our most direct tie with that time of his life. Lincoln Boyhood preserves the place where he learned to laugh with his father, cried over the death of his mother, read the books that opened his mind, and triumphed over the adversities of life on the frontier.” (www.nps.gov/libo, retrieved January 2013).

Organization of the Report

This report is organized into three sections.

Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results

This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

Appendix 1. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2. *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision rules for Checking Non-response Bias*. An explanation of how the non-response bias was determined.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

* appears when the total percentages do not equal 100 due to rounding.

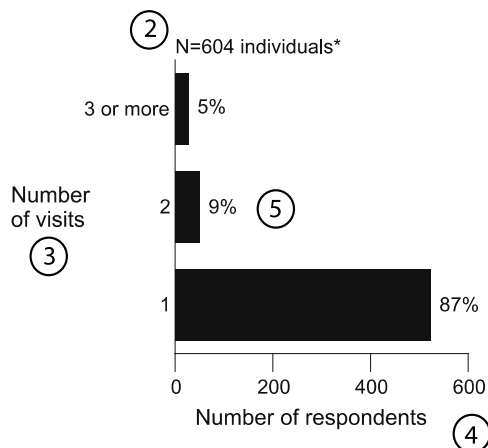
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

Example 1



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at the main entrance during June 19-25, 2012. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. During this survey, 401 visitor groups were contacted and 398 of these groups (99.3%) accepted questionnaires. (The average acceptance rate for 250 VSP visitor studies conducted from 1988 through 2011 is 91.5%.) Questionnaires were completed and returned by 254 respondents, resulting in a 63.8% response rate for this study. (The average response rate for the 250 VSP visitor studies is 72.3%.)

Questionnaire design

The Lincoln Boyhood NMEM questionnaire was developed at a workshop held with park staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Lincoln Boyhood NMEM. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Lincoln Boyhood NMEM questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 1). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to participants who had not returned their questionnaires. Fourteen weeks after the survey, a third round of replacement questionnaires was mailed to participants who had not returned their questionnaires.

Table 1. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	July 10, 2012	388	1	389
1 st replacement	July 24, 2012	218	1	219
2 nd replacement	August 13, 2012	207	0	207
3 rd replacement	October 1, 2012	144	0	144

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and descriptive statistics were calculated using Statistical Analysis Software® (SAS).

Limitations

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of June 19-25, 2012. The results present a 'snapshot in time' and 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. When the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period ranged from cool and breezy to hot, with temperatures ranging from 57° F to 93° F.

No special events occurred in the area that would have affected the type and amount of visitation to the park.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and participant travel distance to the park. Respondents and non-respondents were significantly different in terms of average age and distance from home to the park (see Tables 2 - 5). Other variables were not significantly different. The results indicate some biases occurred due to non-response. Visitors at younger age ranges (especially 45 years and younger), and visitors who live within a 100-mile radius of the park were underrepresented in the survey results. See Appendix 3 for more details on the non-response bias checking procedures.

Table 2. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	51.33 (N=254)	42.31 (N=144)	<0.001
Group size	3.97 (N=253)	3.80 (N=143)	0.532

Table 3. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	19 (8%)	12 (8%)	0.474
Family	196 (78%)	112 (78%)	
Friends	17 (7%)	13 (9%)	
Family and friends	17 (7%)	7 (5%)	
Other	4 (2%)	0 (0%)	

Table 4. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	143 (57%)	89 (62%)	0.261
Park as one of several destinations	97 (38%)	52 (36%)	
Unplanned visit	13 (5%)	2 (2%)	

Table 5. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 100 miles	72 (29%)	56 (40%)	0.008
101-200 miles	100 (40%)	60 (43%)	
201-300 miles	25 (10%)	13 (9%)	
301 miles or more	55 (22%)	12 (9%)	
International visitors	0 (0%)	1 (<1%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 24b

On this visit, how many people were in your personal group, including yourself?

Results

- 42% of visitor groups consisted of two or three people (see Figure 1).
- 32% were in groups of four or five.
- 20% were in groups of six or more.

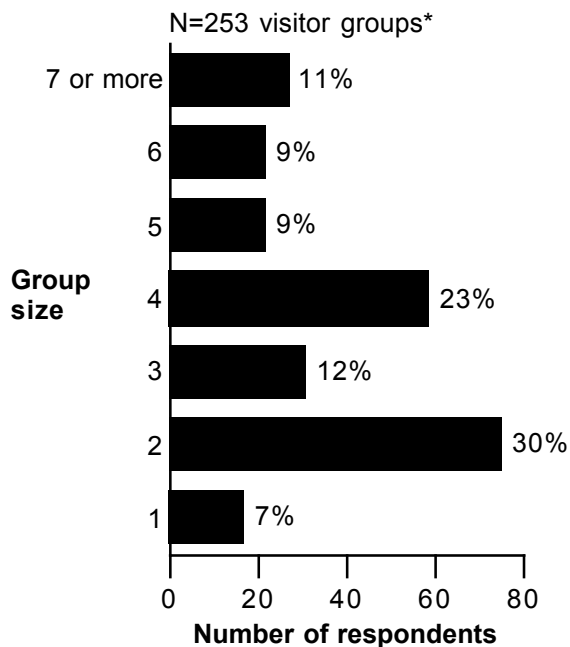


Figure 1. Visitor group size

Visitor group type

Question 24a

On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

Results

- 77% of visitor groups consisted of family groups (see Figure 2).
- “Other” group types (2%) were:

Co-workers
Woodmen of the World, Youth
Lodge 640

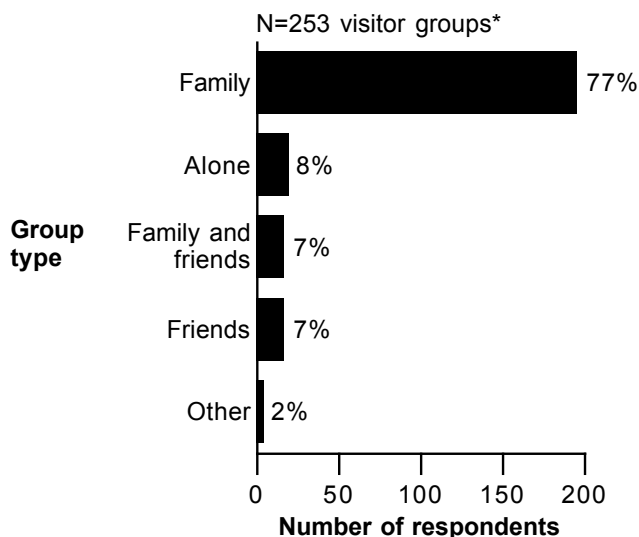


Figure 2. Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 23a

On this visit, was your personal group with a commercial guided tour group?

Results

- No visitor groups were with a commercial guided tour group (see Figure 3).

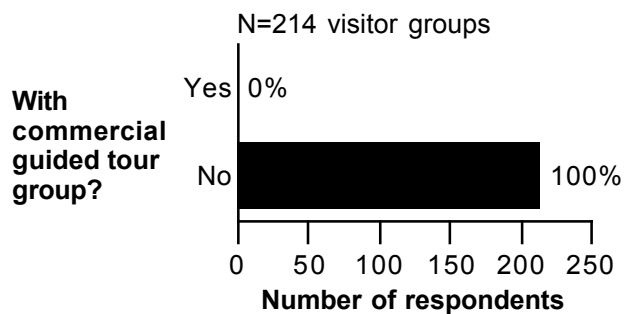


Figure 3. Visitors with a commercial guided tour group

Question 23b

On this visit, was your personal group with a school/educational group?

Results

- Less than one percent of visitor groups were with a school/educational group (see Figure 4).

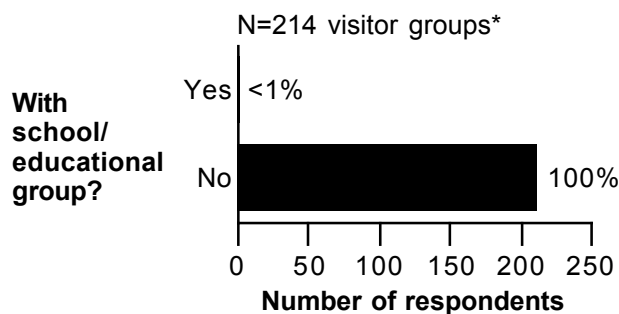


Figure 4. Visitors with a school/educational group

Question 23c

On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

Results

- 2% of visitor groups were with an “other” organized group (see Figure 5).

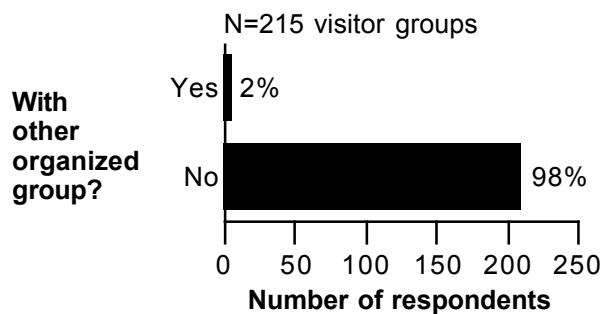


Figure 5. Visitors with an “other” organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 23d

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

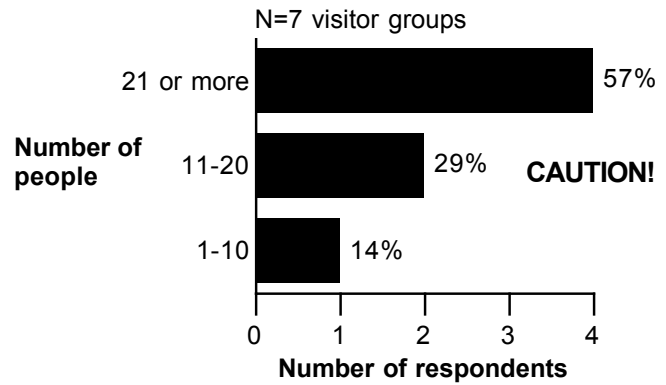


Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence**Question 25b**

For your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 30 states and comprised 99.6% of total visitation to the park during the survey period.
- 46% of U.S. visitors came from Indiana (see Table 6 and Figure 7).
- 12% came from Kentucky and 11% Illinois.
- Smaller proportions came from 27 other states.

Table 6. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=783 individuals*	Percent of total visitors N=786 individuals
Indiana	361	46	46
Kentucky	91	12	12
Illinois	86	11	11
Tennessee	32	4	4
Missouri	31	4	4
Ohio	29	4	4
Texas	20	3	3
California	16	2	2
Wisconsin	12	2	2
21 other states	105	13	13

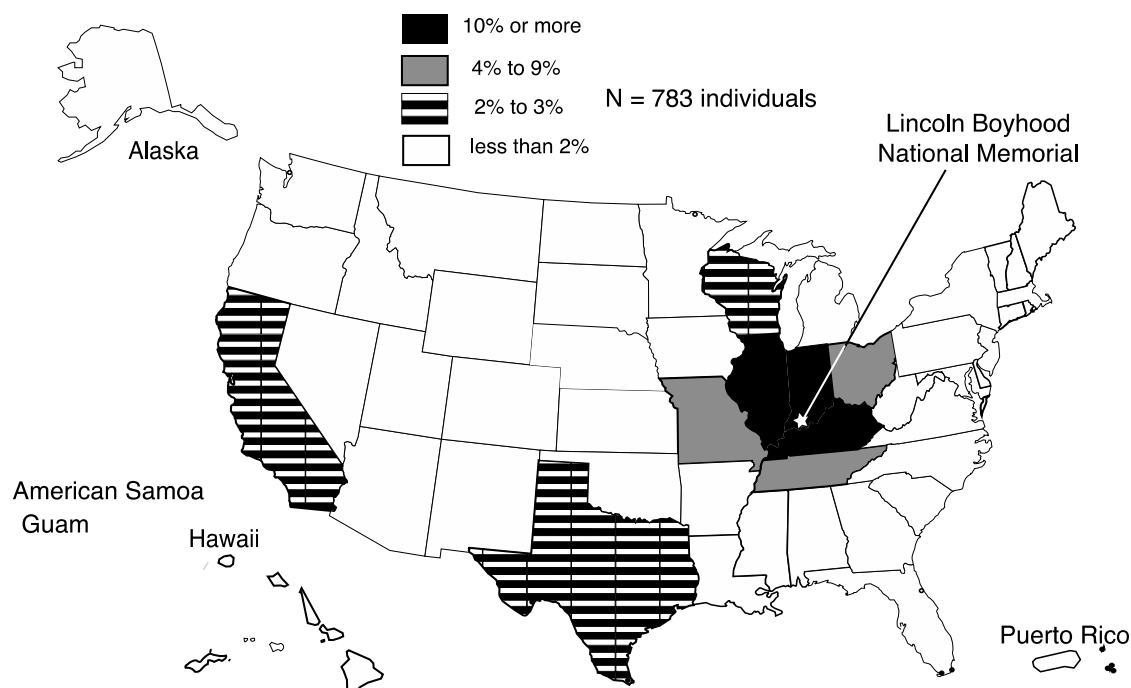


Figure 7. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors from Indiana and adjacent states by county of residence

Note: Response was limited to seven members from each visitor group.

Table 7. Visitors from Indiana and adjacent states by county of residence

County, State	Number of visitors N=574 individuals		Percent*
Dubois, IN	46		8
Vanderburgh, IN	31		5
Spencer, IN	28		5
Warrick, IN	23		4
Madison, IL	22		4
Daviess, KY	18		3
Monroe, IN	18		3
Allen, IN	15		3
Hendricks, IN	15		3
Marion, IN	15		3
Perry, IN	14		2
Jefferson, KY	13		2
Bartholomew, IN	11		2
Hancock, IN	11		2
Decatur, IN	9		2
Hamilton, IL	9		2
80 other counties	276		48

Results

- Visitors from Indiana and adjacent states were from 96 counties and comprised 73% of the total U.S. visitation to the park during the survey period.
- 8% came from Dubois County, IN (see Table 7).
- 5% came from Vanderburgh County, IN and 5% came from Spencer County, IN.
- Small proportions of visitors came from 93 other counties in Indiana and adjacent states.

Resident of the area

Question 3a

Were all members of your personal group residents of the area within 60 miles of Lincoln Boyhood NMEM?

Results

- 22% of visitor groups were residents of the area (see Figure 8).

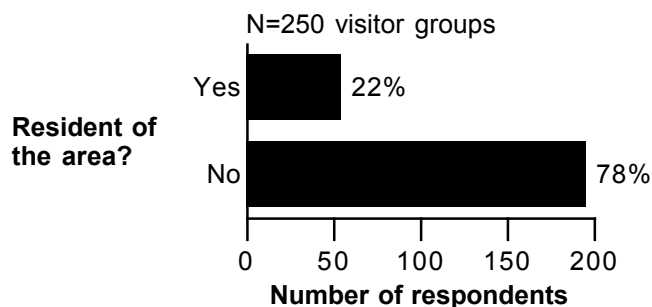


Figure 8. Residents of the area within 60 miles of Lincoln Boyhood NMEM

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence**Question 25b**

For your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results – Interpret with CAUTION!

- International visitors were from two countries and comprised less than 1% of total visitation to the park during the survey period (see Table 8).

Table 8. International visitors by country of residence – **CAUTION!**

Country	Number of visitors	Percent of international visitors N=3 individuals*	Percent of total visitors N=786 individuals
Chile	2	67	<1
United Kingdom	1	33	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to park in past 12 months

Question 25c

For your personal group on this visit, how many times have you visited Lincoln Boyhood NMEM in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 87% of visitors visited the park once in the past 12 months (see Figure 9).
- 9% visited two or three times.

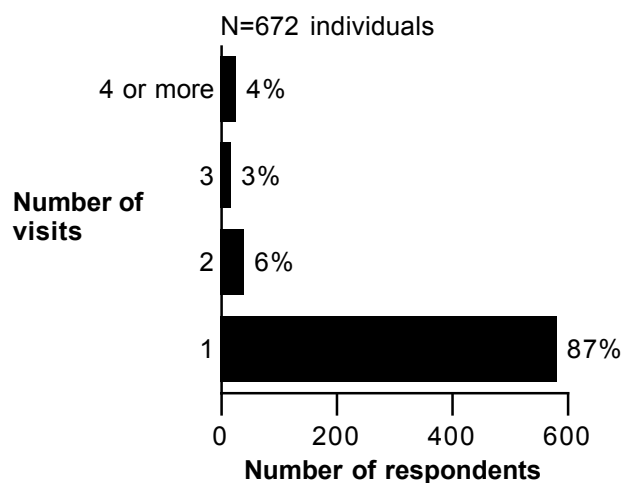


Figure 9. Number of visits to park in past 12 months

Number of visits to park in lifetime

Question 25d

For your personal group on this visit, how many times have you visited Lincoln Boyhood NMEM in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 65% of visitors were visiting the park for the first time (see Figure 10).
- 21% visited two or three times.

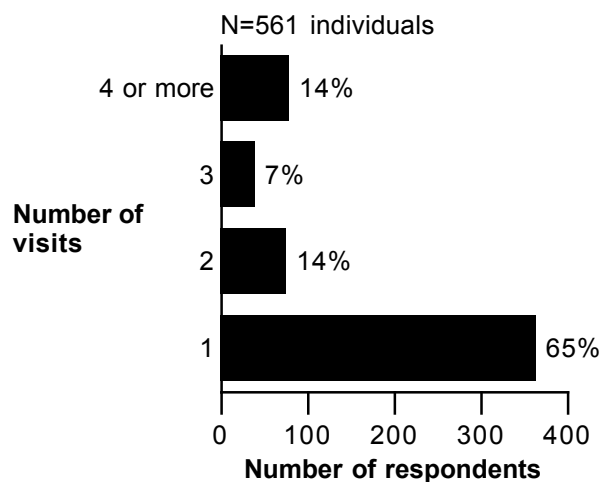


Figure 10. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 25a

For your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 88 years.
- 36% of visitors were 31 to 60 years old (see Figure 11).
- 35% were 15 years or younger.
- 22% were 61 years or older.

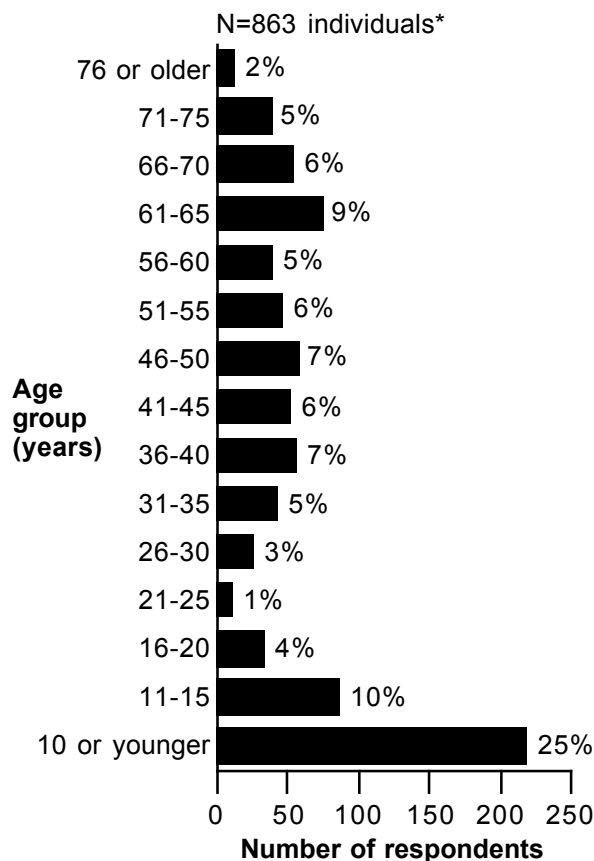


Figure 11. Visitor age

Respondent level of education

Question 26

For you only, what is the highest level of education you have completed?

Results

- 31% of respondents had a bachelor's degree (see Figure 12).
- 28% had a graduate degree.
- 26% had some college.

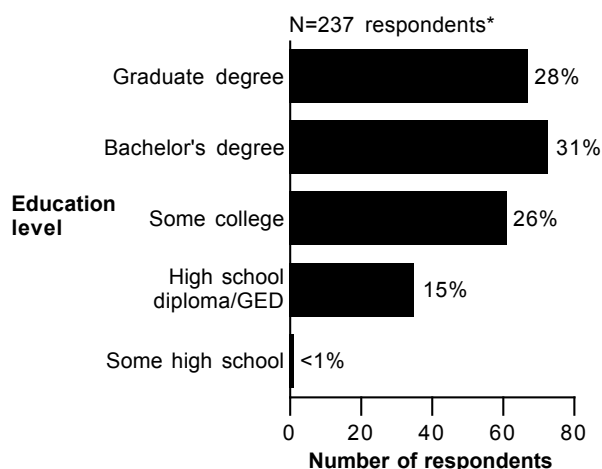


Figure 12. Respondent level of education

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent household income

Question 22a

For you only, which category best represents your annual household income?

Results

- 20% of respondents reported a household income of \$75,000-\$99,999 (see Figure 13).
- 17% had an income of \$50,000-\$74,999.
- 16% had an income of \$100,000-\$149,999.

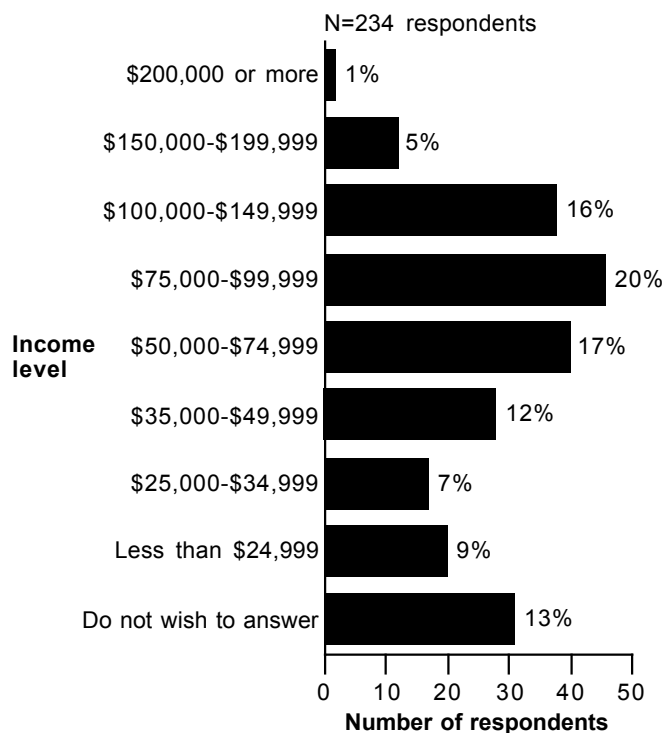


Figure 13. Respondent household income

Respondent household size

Question 22b

How many people are in your household?

Results

- 50% of respondents had one or two people in their household (see Figure 14).
- 34% had three or four people.

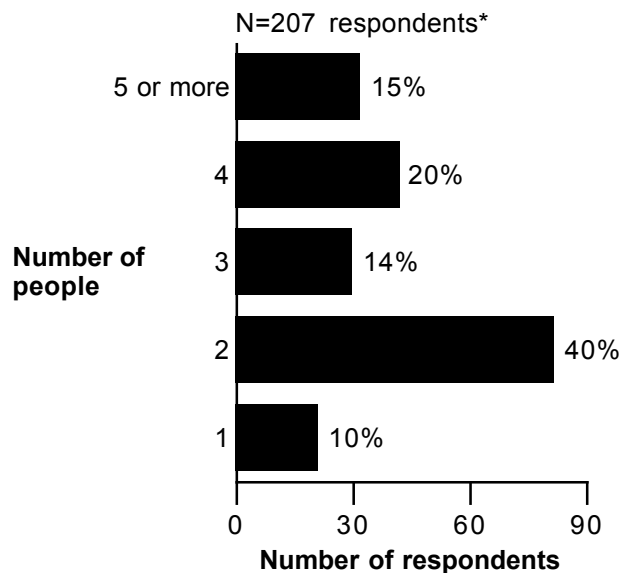


Figure 14. Number of people in respondent household

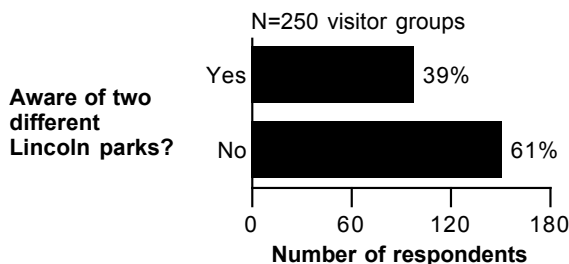
*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Awareness of park management

Question 2

There are two Lincoln parks in Lincoln City: Lincoln Boyhood NMEM is a unit of National Park System and Lincoln State Park is managed by Indiana Department of Natural Resources. Prior to this visit, were you aware of two different Lincoln parks?



Results

- 39% of visitor groups were aware of Lincoln Boyhood NMEM and Lincoln State Park (see Figure 15).

Figure 15. Visitor groups that were aware of Lincoln Boyhood NMEM and Lincoln State Park

Awareness of other nationally significant sites

Question 19a

Prior to receiving this questionnaire, was anyone in your personal group aware of other nationally significant sites that commemorate the life and legacy of Abraham Lincoln?

Results

- 94% of visitor groups were aware of Lincoln Memorial, Washington, DC (see Table 9).
- 76% were aware of Lincoln Home NHS, Springfield, IL.

“Other” nationally significant sites are show in Table 10.

Table 9. Visitor group awareness of other nationally significant sites

Site	N	Awareness of site	
		Yes (%)	No (%)
Lincoln Home National Historic Site, Springfield, IL	224	76	24
Lincoln Tomb, Springfield, IL	216	69	31
Lincoln Birthplace National Historical Park, Hodgenville, KY	216	64	36
Lincoln Memorial, Washington, DC	217	94	6
Other – CAUTION!	25	76	24

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 10. Other nationally significant sites visited or planned to visit – **CAUTION!**
(N=25 sites; one visitor group listed more than one site)

Site	Number of times mentioned
New Salem, IL	7
Ford Theater, Washington, DC	6
Abraham Lincoln Boyhood Home, Knob Creek, KY	3
Lincoln Presidential Library and Museum, Springfield, IL	3
Lincoln Memorial University, Cumberland Gap, TN	1
Lincoln's Indiana Boyhood Home, Spencer County, IA	1
Mary Todd Lincoln House, Lexington, KY	1
President Lincoln's Cottage at the Soldiers' Home, Washington, DC	1
Ratcliff Inn, Carmi, IL	1
Rockport, IN	1

Visited or planned to visit other nationally significant sites

Question 19b

Has anyone in your personal group ever visited these sites or do you have a plan to visit in the future?

Results

- Other nationally significant sites visitor groups visited or planned to visit in the future are shown in Table 11.

Table 11. Other nationally significant sites visited or plan to visit**
(N=number of visitor groups)

Site	N	Not interested in visiting (%)	Visited in the past (%)	Visiting on this trip (%)	Plan to visit in the future (%)
Lincoln Home National Historic Site, Springfield, IL	195	16	42	7	43
Lincoln Tomb, Springfield, IL	185	19	38	5	44
Lincoln Birthplace National Historical Park, Hodgenville, KY	180	24	30	13	37
Lincoln Memorial, Washington, DC	212	5	65	1	38
Other – CAUTION!	19	0	68	21	37

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did your personal group obtain information about Lincoln Boyhood NMEM?

Results

- 72% of visitor groups obtained information about Lincoln Boyhood NMEM prior to their visit (see Figure 16).
- As shown in Figure 17, among those visitor groups that obtained information about Lincoln Boyhood NMEM prior to their visit, the most common sources used were:
 - 36% Previous visits
 - 34% Friends/relatives/word of mouth
 - 29% Maps/brochures
 - 24% Park website (www.nps.gov/libo)
- Other websites (8%) used to obtain information prior to visit were:
 - Abraham Lincoln Trail website
 - dnr.in.gov
 - goodsamclub.com
 - google.com
 - holidayworld.com
 - in.gov
 - nps.gov
 - parkstamps.org
 - santaclausin.com
- “Other” sources (8%) were:
 - History books
 - History classes
 - Live in area
 - Live in Santa Claus
 - Married in chapel
 - National Parks Passport Book
 - Resident of Indiana
 - Road signs
 - School field trip

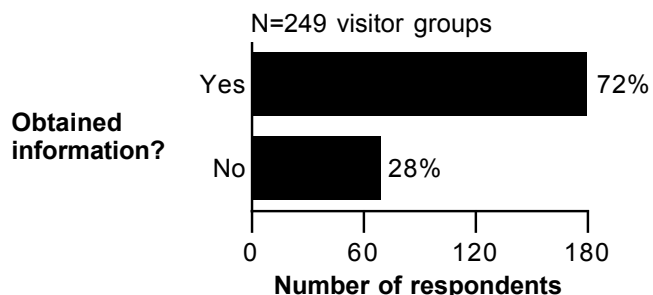


Figure 16. Visitor groups that obtained information prior to visit

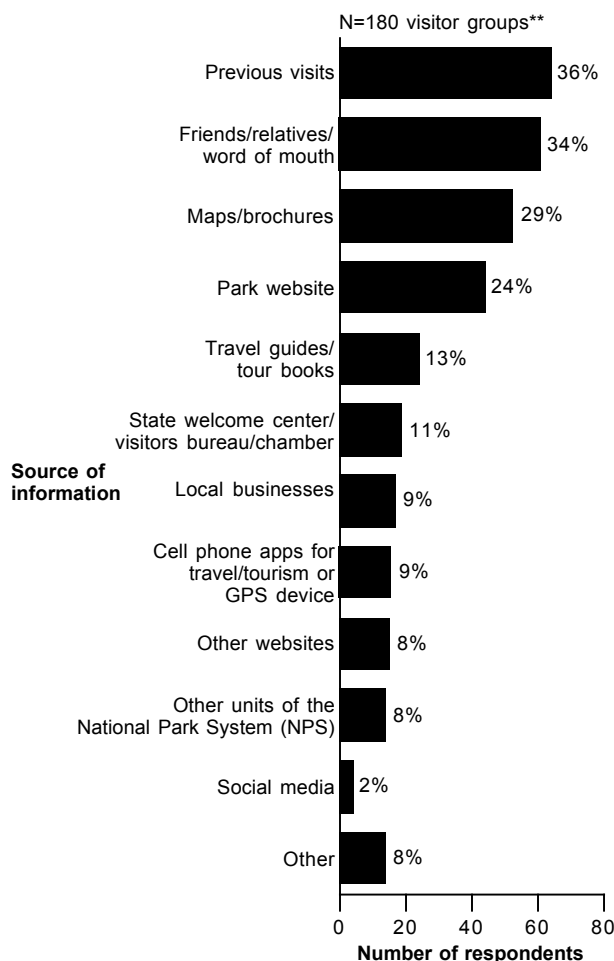


Figure 17. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources for future visit

Question 1b

If you were to visit Lincoln Boyhood NMEM in the future, how would your personal group prefer to obtain information about the park?

Results

- As shown in Figure 18, visitor groups' most preferred sources of information for a future visit were:

55% Park website (www.nps.gov/libo)
 36% Previous visits
 32% Maps/brochures
 28% Travel guides/tour books

- No "other" sources of information were specified.

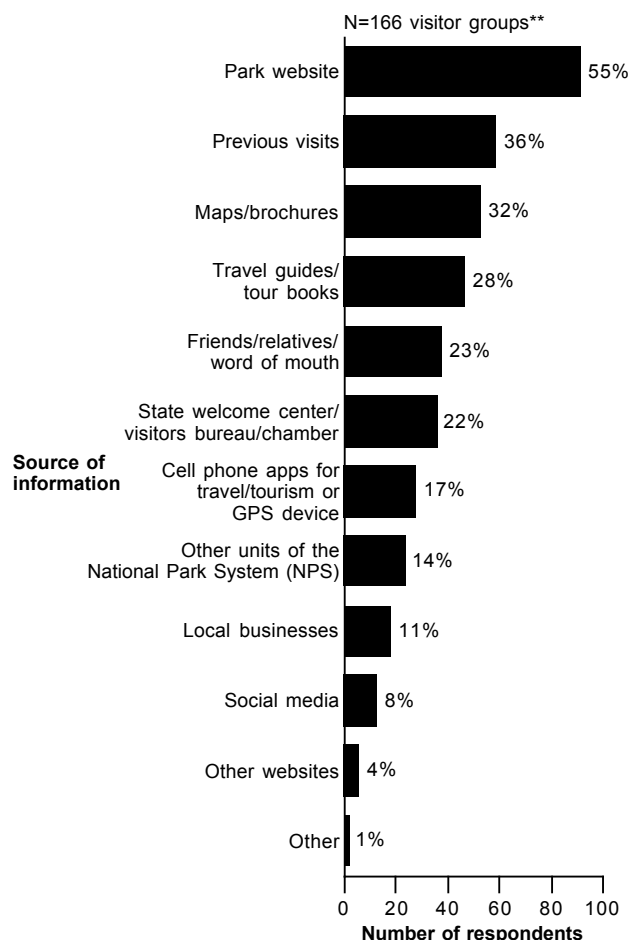


Figure 18. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to Lincoln Boyhood NMEM fit into your personal group’s travel plans?”

Results

- 58% of visitor groups said that the park was their primary destination (see Figure 19).
- 38% said the park was one of several destinations.

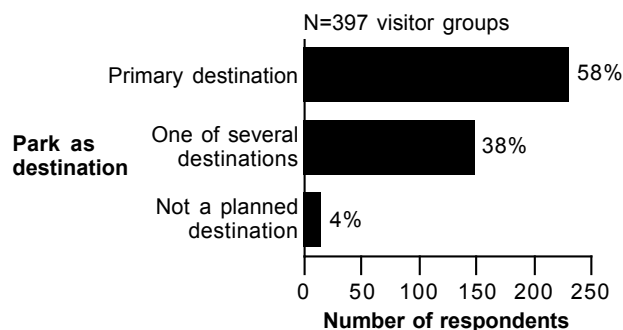


Figure 19. How visit to park fit into visitor groups' travel plans

Primary destination

Question 9b

What was your primary destination on this trip?

Results

- 30% of visitor groups indicated that visiting Lincoln Boyhood NMEM was their primary destination (see Figure 20).
- 126 visitor groups had other primary destinations (see Table 12).

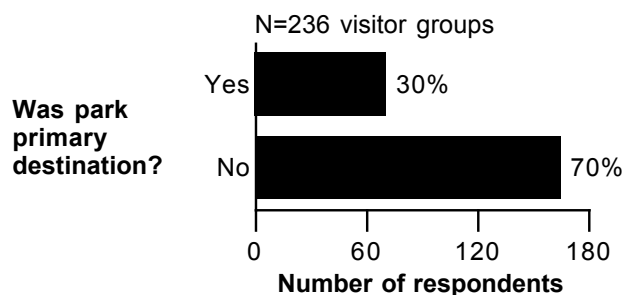


Figure 20. Lincoln Boyhood NMEM as primary destination

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 12. Other primary destinations
(N=126 comments)

Destination	Number of times mentioned
Holiday World	36
Lincoln State Park	28
Santa Claus, IN	6
Evansville, IN	5
Louisville, KY	5
Owensboro, KY	3
Rockport, IN	2
St Louis, MO	2
Area antique shops	1
Barrington, IL	1
Boca Grande, FL	1
Buffalo Run	1
Dayton, OH	1
Effingham, IL	1
Elberfeld, IN	1
Farmingdale, NY	1
Ferdinand, IN	1
French Lick, IN	1
Great Smokey Mountains, TN	1
Hilton Head, SC	1
Holiday World	1
Holland, IN	1
Indianapolis, IN	1
Jasper, IN	1
Kentucky Horse Park	1
Lincoln Amphitheater	1
Lincoln Presidential Library and Museum, Springfield, IL	1
Lincoln sites	1
Maine	1
Mammoth Cave, KY	1
Millville, NJ	1
Nashville, TN	1
New Harmony, IN	1
Newtonville, IN	1
Ohio River Cabins, Derby, IN	1
Omaha, NE	1
Oneida, TN	1
Outdoor theater	1
Phoenix, AZ	1
Pigeon Forge, TN	1
Port Washington, WI	1
Quebec, Canada	1
Returning home	1
Richmond, VA	1
Shullsburg, WI	1
South Central IN	1
Valdosta, GA	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance of factors influencing decision to visit Lincoln Boyhood NMEM

Question 19c

How important were the following factors in your personal group's decision to visit Lincoln Boyhood NMEM?

Results

- Table 13 shows the importance of factors influencing visitor groups' decisions to visit Lincoln Boyhood NMEM.

Table 13. Importance ratings of factors influencing visitor groups' decision to visit Lincoln Boyhood NMEM (N=number of visitor groups)

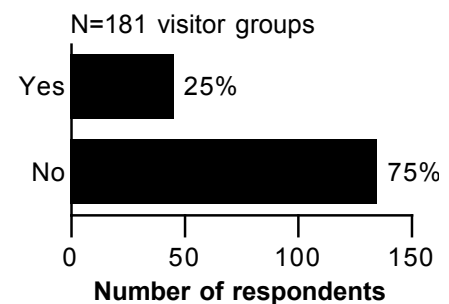
Factor	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
A national park site	225	15	10	20	35	20
A Lincoln related site	231	5	7	15	37	35
A place to get off the highway	202	70	10	10	6	4
Something else to do while we were in the area	221	28	8	22	28	15

Lincoln Boyhood NMEM as primary reason for visiting the area

Question 3b

Was visiting Lincoln Boyhood NMEM the primary reason that nonresident members of your personal group came to the area (within 60 miles)?

Was park primary reason for visiting area?



Results

- 25% of visitor groups indicated that visiting Lincoln Boyhood NMEM was the primary reason nonresident members visited the area (see Figure 21).

Figure 21. Visiting Lincoln Boyhood NMEM was primary reason for visiting the area (within 60 miles) among nonresident visitor group members

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Alternative plans to visiting Lincoln Boyhood NMEM

Question 6a

For you only, if you had been unable to visit Lincoln Boyhood NMEM on this trip, would you have visited at another time?

Results

- 81% of respondents would have visited Lincoln Boyhood NMEM at another time if they had been unable to visit the park on this trip (see Figure 22).

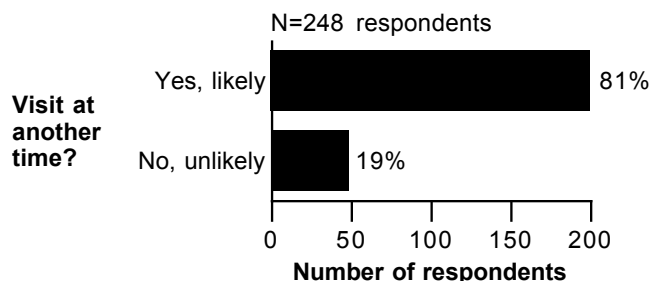


Figure 22. Respondents who would have visited the park at another time

Question 6b

If NO, what would you have done with the time you spent on this trip?

Results

- 55% of respondents were not sure or would have chosen other options if they had been unable to visit the park on this trip (see Figure 23).
- 36% would have gone somewhere else.

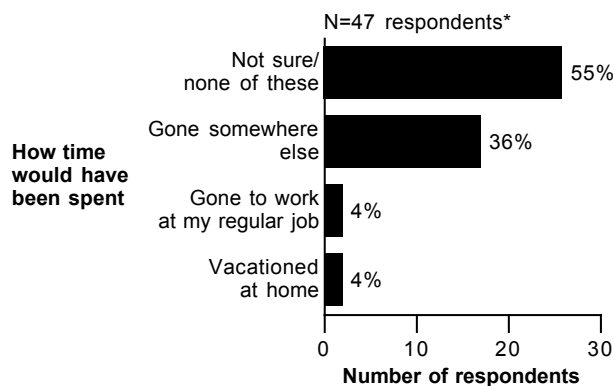


Figure 23. Respondent choice of how to spend time

Question 6b

What is the distance from home to alternate site?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 24).

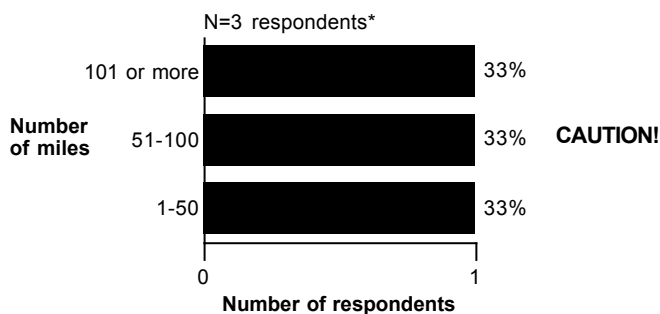


Figure 24. Distance of alternate site from home

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Difficulty locating the park**Question 7a**

On this visit, did your personal group have any trouble locating Lincoln Boyhood NMEM?

Results

- 1% of visitor groups had difficulty locating the park (see Figure 25).

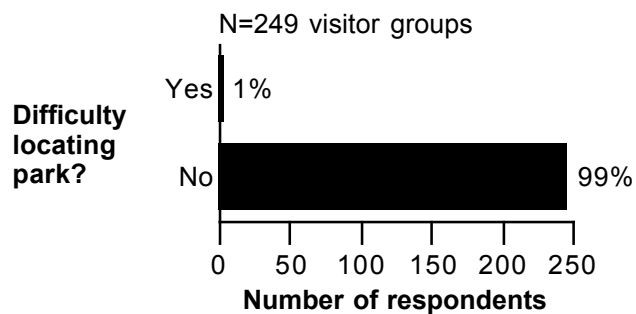


Figure 25. Visitor groups that had difficulty locating the park

Question 7b

If YES, what was the difficulty?
(Open-ended)

Results – Interpret with CAUTION!

- 3 visitor groups listed difficulties locating the park (see Table 14).

Table 14. Difficulties locating the park
(N=3 comments) – **CAUTION!**

Difficulty	Number of times mentioned
More road signs needed	1
No address to put in GPS	1
The new highway was not in my GPS	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Forms of transportation

Question 9a

For nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Lincoln Boyhood NMEM area (within 60 miles of the park)?

Results

- 60% of visitor groups used a car to travel most of the distance from their home to the park area (see Figure 26).
- 32% used a SUV/truck/van.
- No “other” forms of transportation were specified.

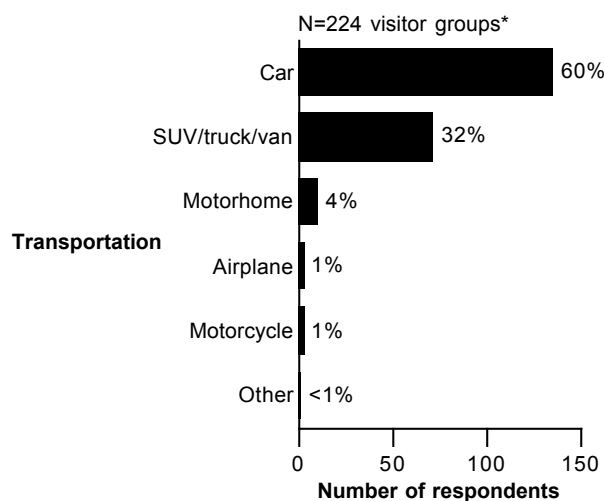


Figure 26. Forms of transportation used to travel most of the distance from home to the park area

Number of vehicles

Question 8d

On this visit, how many vehicles did your personal group use to arrive at the memorial?

Results

- 87% of non-resident visitor groups used one vehicle to arrive at the memorial (see Figure 27).
- 10% used two vehicles.

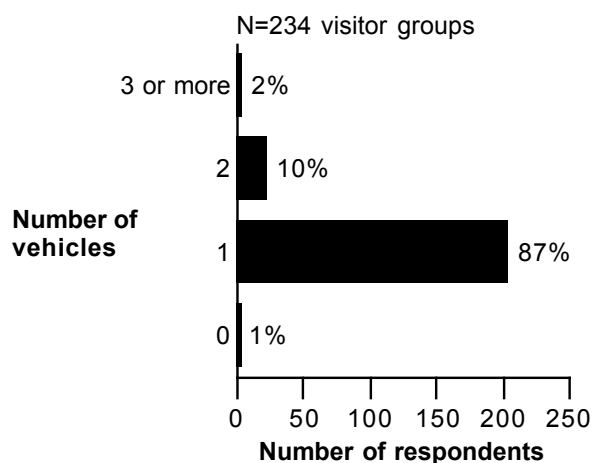


Figure 27. Number of vehicles used to arrive at the memorial

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of park entries

Question 24c

On this visit, how many times did your personal group enter Lincoln Boyhood NMEM during your stay in the area (within 60 miles of the park)?

Results

- 88% of visitor groups entered the park one time (see Figure 28).
- 9% entered twice.

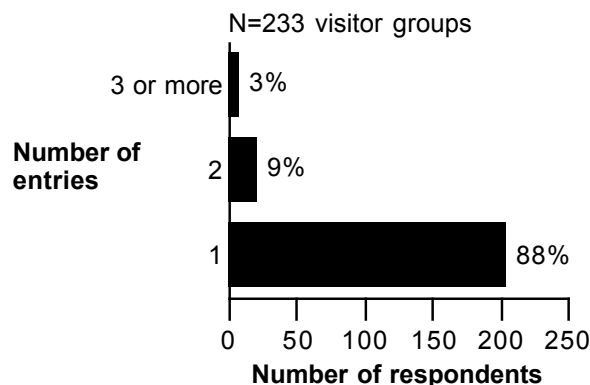


Figure 28. Number of park entries

Overnight stays

Question 5a

On this trip, did anyone in your personal group stay overnight away from their permanent residence in the Lincoln Boyhood NMEM area (within 60 miles of the park)?

Results

- 59% of visitor groups stayed overnight away from home in the area within 60 miles of the park (see Figure 29).

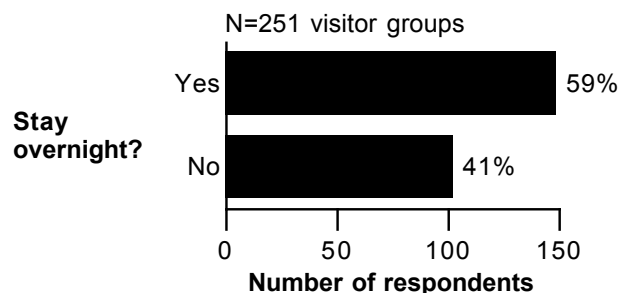


Figure 29. Visitor groups that stayed overnight in the area within 60 miles of the park

Question 5b

If YES, how many nights were spent in the Lincoln Boyhood NMEM area (within 60 miles of the park)?

Results

- 48% of visitor groups stayed two or three nights in the area within 60 miles of the park (see Figure 30).
- 32% stayed one night.

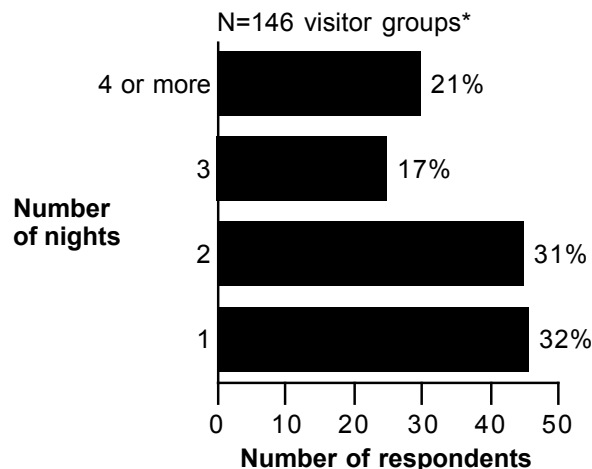


Figure 30. Number of nights spent in the area within 60 miles of the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Accommodations used outside the park

Question 5c

Where and in which type(s) of accommodations did your personal group spend the night(s) in the area?

Results

- As shown in Figure 31, among those visitor groups that stayed overnight in the area outside the park, the most common types of accommodations included:

52% Lodge, hotel, motel, vacation rental, B&B etc.

26% RV/trailer camping

- “Other” types (8%) of accommodations were:

Church camp

Methodist camp

- Table 15 shows the locations of accommodations used in the area within 60 miles of the park. Because of too few respondents, locations with an N of less than 30 should be interpreted with **CAUTION!**

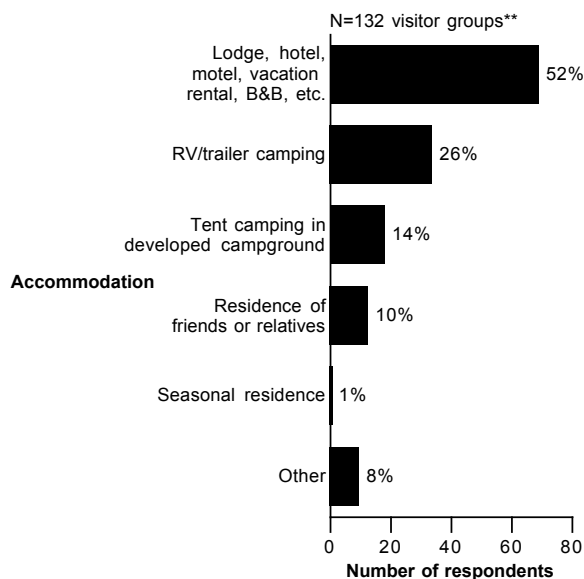


Figure 31. Accommodations used in the area within 60 miles of the park

Table 15. Location of accommodations in the area within 60 miles of the park (N=number of visitor groups) – **CAUTION!**

Accommodation	Location (%)*			
	Rockport/ Owensboro (N=15)	Santa Claus/ Dale (N=88)	Evansville (N=19)	Jasper (N=15)
Lodge, hotel, motel, cabin, vacation rental, B&B, etc.	47	42	79	73
RV/trailer camping	13	34	4	6
Tent camping in a developed campground	13	18	0	0
Seasonal residence	7	0	0	0
Residence of friends or relatives	40	2	16	20
Other	13	9	0	0

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay in the park

Question 8a

On this visit, how much time did your personal group spend visiting Lincoln Boyhood NMEM?

Results

Length of time at Visitor Center

- 49% of visitor groups spent 46 or more minutes (see Figure 32).
- 34% spent 16 to 45 minutes.
- The average length of stay at the Visitor Center was 48 minutes.

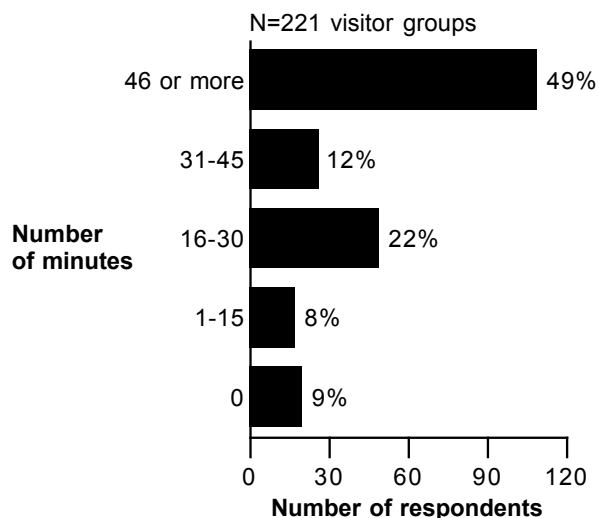


Figure 32. Length of time spent at the Visitor Center

Length of time at the Living Historical Farm

- 54% of visitor groups spent 46 or more minutes (see Figure 33).
- 33% spent two 16-45 minutes.
- The average length of stay at the Living Historical Farm was 58 minutes.

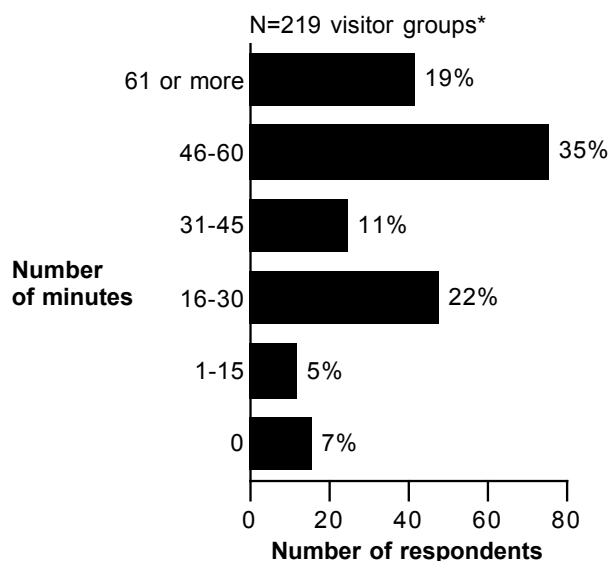


Figure 33. Length of time spent at the Living Historical Farm

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Total length of time at Lincoln Boyhood NMEM

- 78% of visitor groups spent one or two hours (see Figure 34).
- 21% spent up three or more hours.

Average length of stay at the park

- The average length of stay for all visitor groups was 1.8 hours.

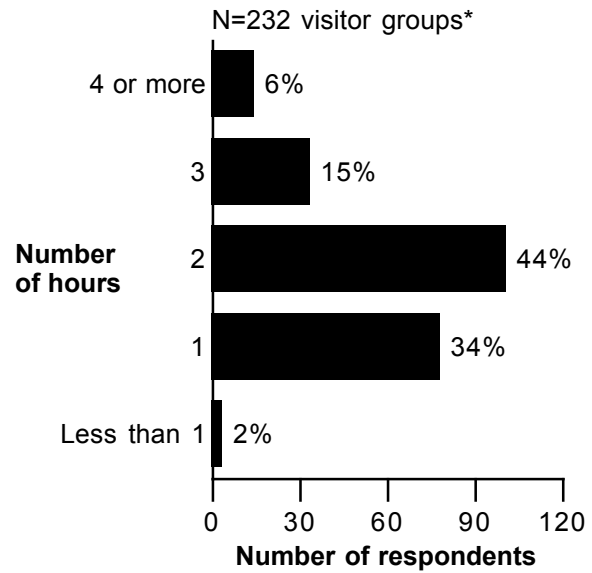


Figure 34. Total number of hours spent at Lincoln Boyhood NMEM

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 8b

On this visit, did your personal group visit Lincoln Boyhood NMEM on more than one day?

Results

- 6% of visitor groups visited the park on more than one day (see Figure 35).

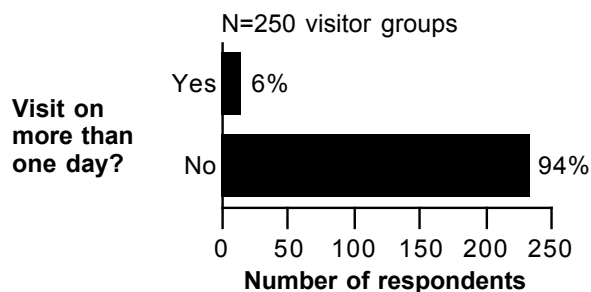


Figure 35. Visitor groups that visited Lincoln Boyhood NMEM on more than one day

Question 8c

If YES, on how many days did you visit the park?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to the question to provide reliable results (see Figure 36).

Average length of stay for visitors who visited on more than one day

- The average length of stay for visitor groups was 2.1 days.

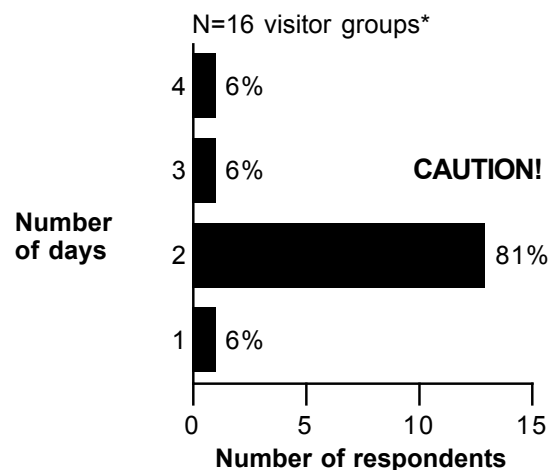


Figure 36. Total number of days spent at Lincoln Boyhood NMEM

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Local attractions visited

Question 4

Which other attractions in the local area did your personal group visit?

Results

- 74% of visitor groups visited other local attractions on this visit (see Figure 37).
- As shown in Figure 38, the local attractions most commonly visited were:
 - 54% Lincoln State Park
 - 52% Holiday World/Splashin' Safari
- “Other” local attractions (20%) are shown in Table 16.

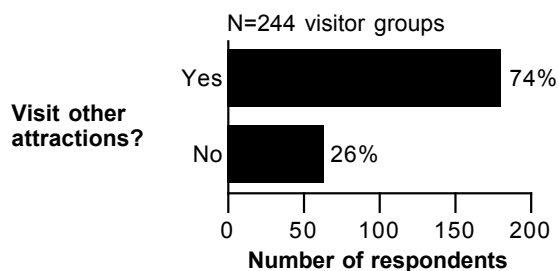


Figure 37. Visitor groups that visited other local attractions

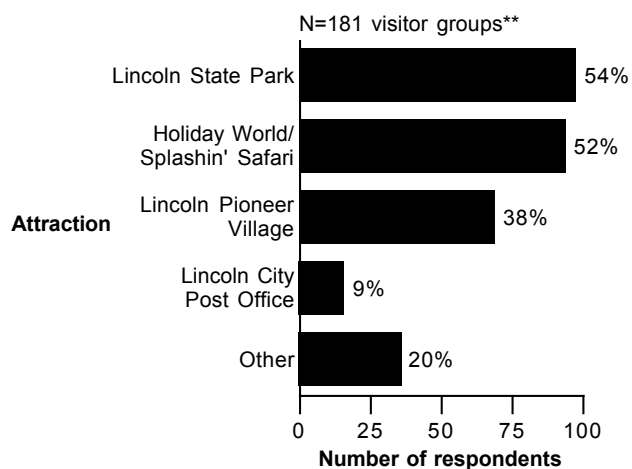


Figure 38. Local attractions visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 16. “Other” local attractions
(N=44 comments; some visitor groups made more than one comment)

Attraction	Number of times mentioned
Santa Claus, IN	4
Amphitheater	2
Buffalo Run	2
Christmas store	2
Outdoor theater	2
Saint Meinrad Archabbey	2
Wineries	2
Antique Shop	1
Beach	1
Brown County points of interest	1
Candy castles	1
CLV Boating	1
Colonel William Jones State Historic Site	1
Corydon Capital	1
Dale, IN	1
Dubois County Museum	1
Evansville Otter Baseball	1
Ferdinand Monastery	1
French Lick Resort	1
French Lick, IN	1
General store	1
Holiday Foods	1
Huntingburg	1
Jasper, IN	1
Lake	1
Lake Patoka	1
Lincoln Cabin in New Harmony	1
Lincoln flatboat launch site	1
Lost River	1
Mammoth Cave	1
Pioneer tale	1
Restaurant	1
Spring Mill State Park	1
Squire Boone Caverns	1
The League Stadium	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Places visited in the park

Question 12a

Which places did your personal group visit at Lincoln Boyhood NMEM during this trip?

- As shown in Figure 39, the most commonly visited places by visitor groups at Lincoln Boyhood NMEM were:

80% Living Historical Farm
78% Memorial Visitor Center
75% Cabin Site Memorial

- The least visited place was:

9% Picnic area (at visitor center)

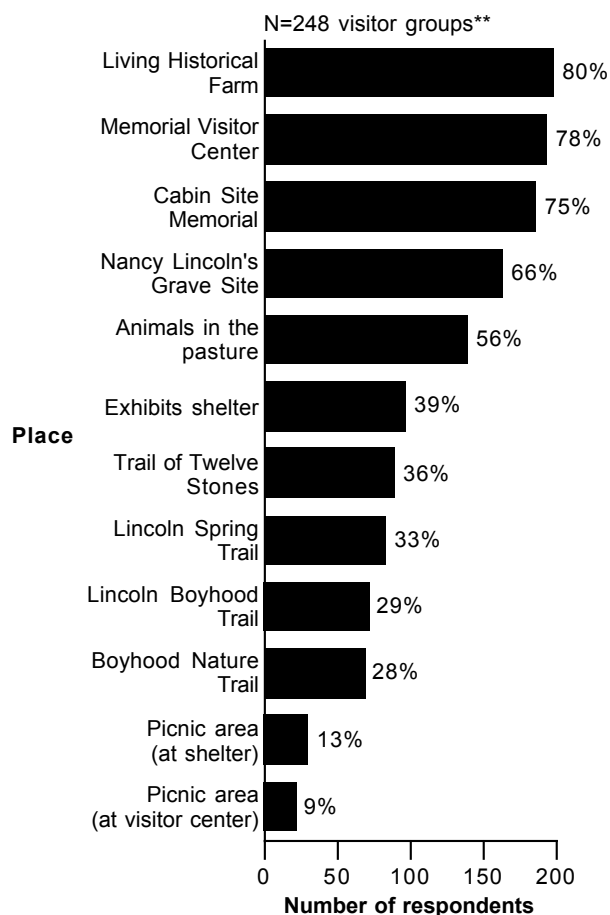


Figure 39. Places visited at Lincoln Boyhood NMEM

Question 12b

On this trip, which area of Lincoln Boyhood NMEM did your personal group visit first?

Results

- 65% of visitor groups visited the Memorial Visitor Center area first (see Figure 40).

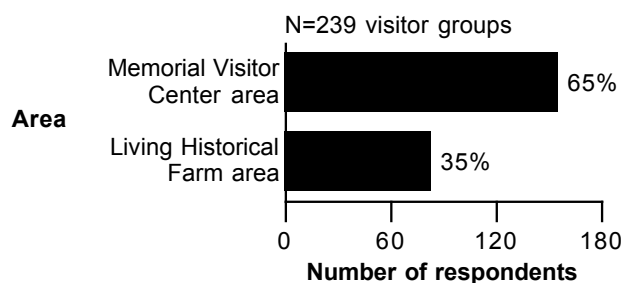


Figure 40. Place visited first at Lincoln Boyhood NMEM

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 10a

On this visit, in which activities did your personal group participate within Lincoln Boyhood NMEM?

Results

- As shown in Figure 41, the most common activities in which visitor groups participated on this visit were:

82% Visiting the Living Historical Farm
77% Visiting the visitor center
74% Viewing exhibits
71% Learning history

- “Other” activities (16%) were:

Beach
Biking
Camping
Driving around
Geocaching
Golden Age Pass
Gravesite
Kids' education
Meeting with park superintendent
Nancy Hanks Lincoln Gravesite
National Parks Passport Stamp
Outdoor drama about Lincoln
Photography
Post office
Running trails
Saw gravesite and log cabin
To see my favorite president
Visited chapel
Visited graveyard

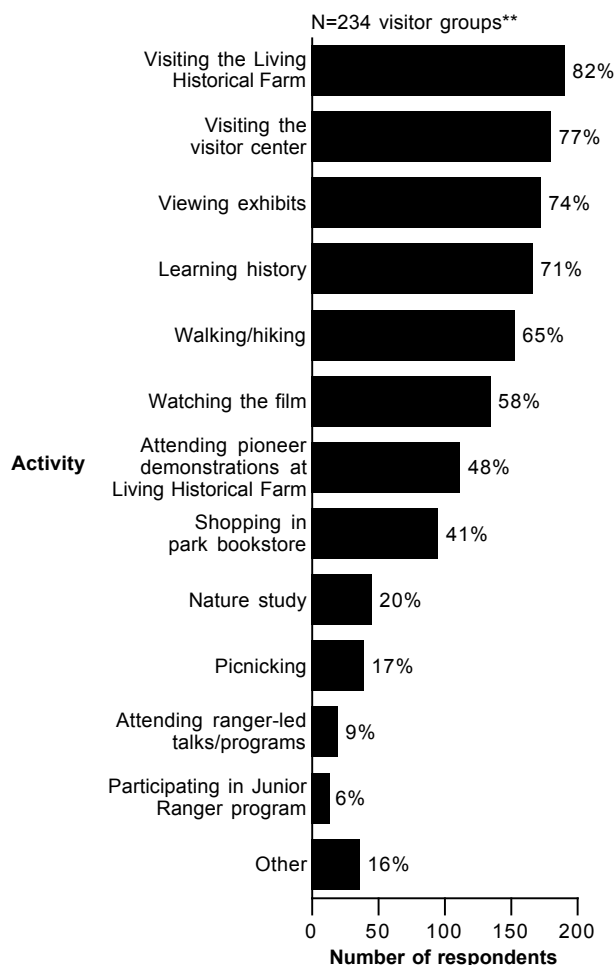


Figure 41. Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activity that was primary reason for visit**Question 10c**

Which one of the above activities was the primary reason your personal group visited Lincoln Boyhood NMEM on this visit?

Results

- As shown in Figure 42, the most common activities that were the primary reason for the visiting the park were:

32% Learning history
28% Visiting the Living Historical Farm
11% Visiting the visitor center

- “Other activities (10%) that were the primary reason for visiting the park were:

Abe Lincoln: A Pioneer Tale
Beach
Camping
Had spare time
Kids education
Meeting
Meeting with park superintendent
Motorcycling
Nancy Hanks Lincoln Gravesite
National Park Passport Stamp
Outdoor drama about Lincoln
Outdoor theater
Post Office
Running on trails
Visit the grave from Lincoln vampire movie

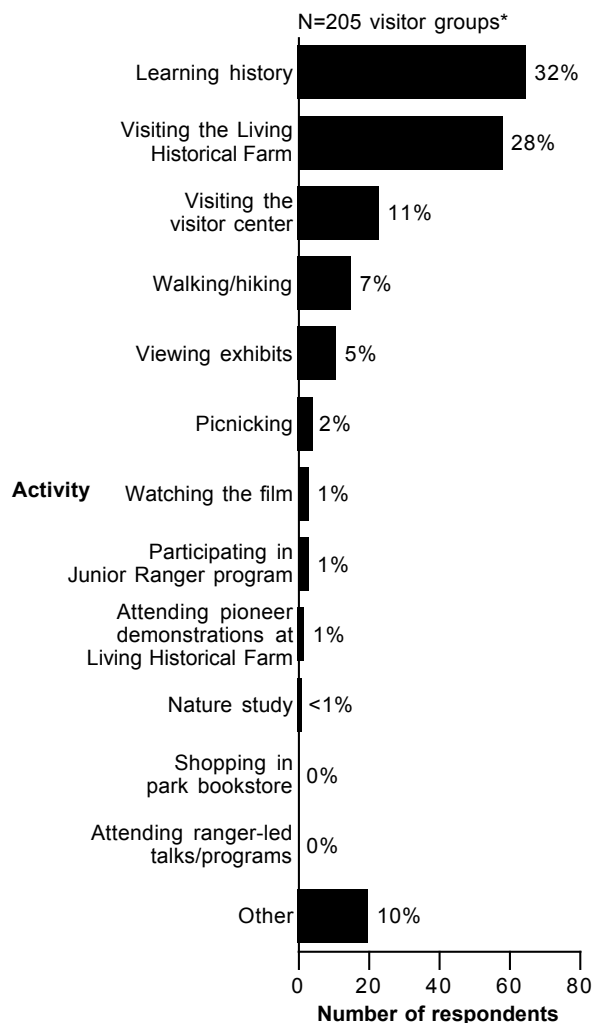


Figure 42. Activity that was primary reason for visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on future visits

Question 10b

If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park?

Results

- As shown in Figure 43, the most common activities in which visitor groups would prefer to participate on future visits included:

76% Visiting the Living Historical Farm

68% Attending pioneer demonstrations at Living Historical Farm

64% Visiting the visitor center

64% Learning history

- “Other” activities (5%) were:

Beach

Biking

Gravesite

Learning about milk sickness

Outdoor drama

Seeing Lincoln's home site

Visit chapel

Watching play of Lincoln's life in amphitheater

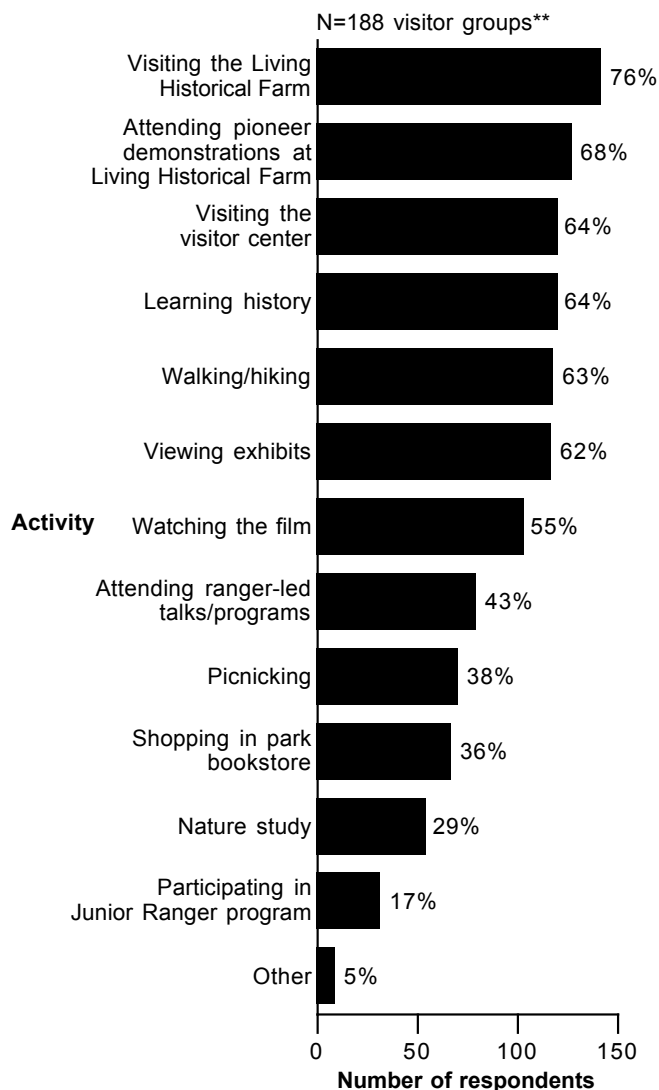


Figure 43. Activities on future visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ranger-led programs/talks

Question 13a

On this visit to Lincoln Boyhood NMEM, did your personal group attend any ranger-led programs/talks?

Results

- 4% of visitor groups participated in ranger-led programs/talks (see Figure 44).

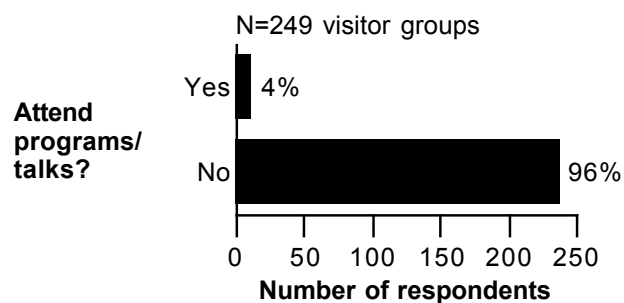


Figure 44. Visitor groups that attended ranger-led programs/talks

Question 13b

If YES, please rate the length of the ranger-led program/talk.

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 45).

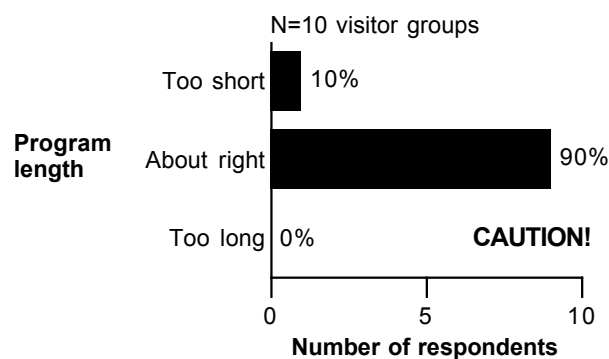


Figure 45. Visitor groups' ratings of length of ranger-led programs/talks

Question 13c

If YES, please rate the topics discussed during the ranger-led program/talk.

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 46).

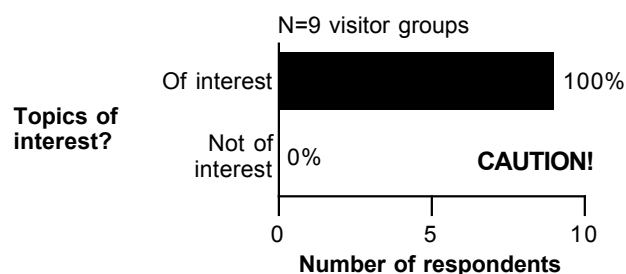


Figure 46. Visitor groups' ratings of topics discussed during ranger-led programs/talks

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13d

If YES, is there any aspect of the story that needs to be strengthened?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 47).

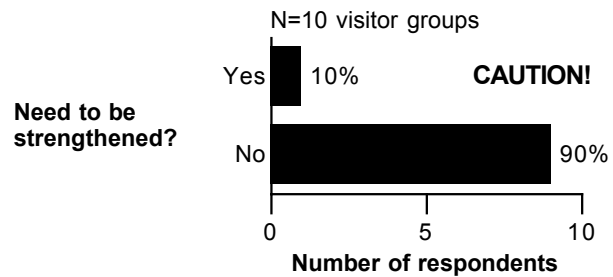


Figure 47. Visitor groups that indicated the story needed strengthening

Question 13e

Please specify which aspect of the story needs strengthening.

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.
- Table 17 lists the aspects of the story that need strengthening.

Table 17. Aspects of the park story that need strengthening (N=2 comments) – **CAUTION!**

Aspect	Number of times mentioned
Manner of dress, schooling, ruling	1
More about the day to day life during this period	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, Resources, and Elements

Visitor services and facilities used

Question 15a

Please indicate all the visitor services and facilities that your personal group used at Lincoln Boyhood NMEM during this visit.

Results

- As shown in Figure 48, the most common visitor services and facilities used by visitor groups included:

86% Parking
76% Visitor center (cleanliness, maintenance, etc.)
76% Restrooms
62% Museum exhibits

- The least used service/facility was:

6% Ranger or volunteer-led programs

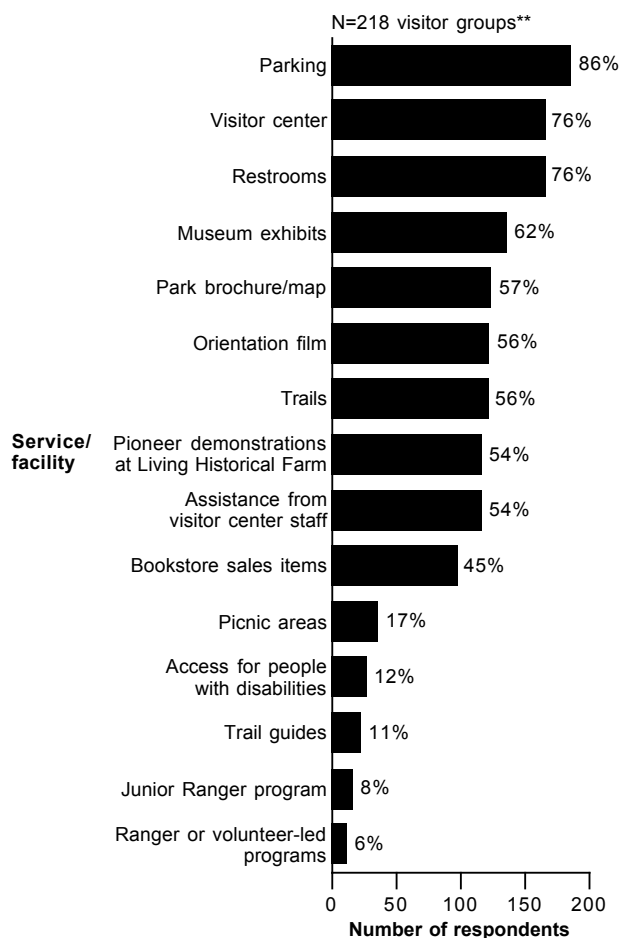


Figure 48. Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 15b

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 49 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 95% Restrooms
- 91% Park brochure/map
- 90% Visitor center (cleanliness, maintenance, etc.)
- 90% Orientation film

- Table 18 shows the importance ratings of each service and facility.

- The services/facilities receiving the highest “not at all important” ratings that were rated by 30 or more visitor groups were:

- 2% Bookstore sales items (selection, price, etc.)
- 2% Trails

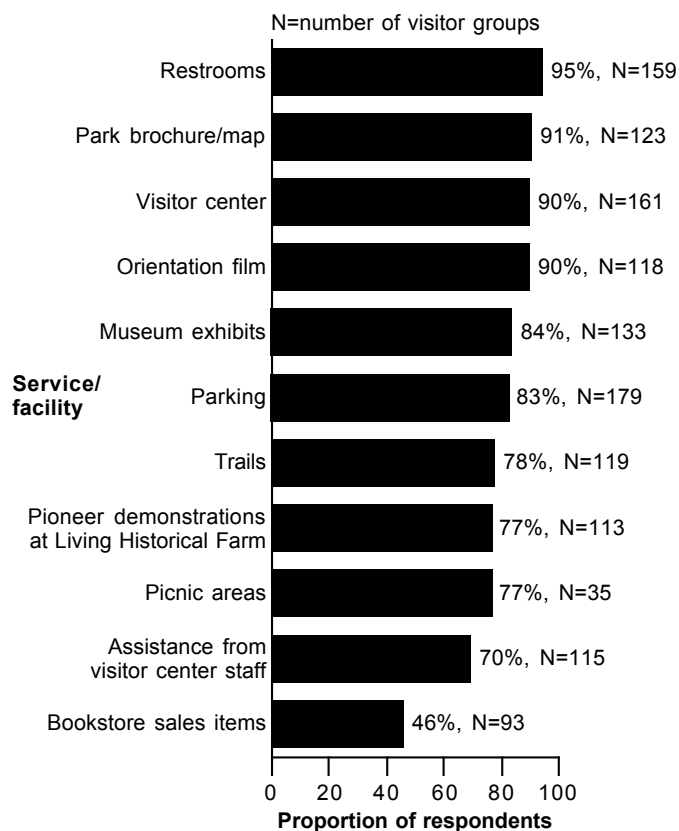


Figure 49. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 18. Importance ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Access for people with disabilities – CAUTION!	25	0	12	12	24	52
Assistance from visitor center staff	115	1	7	22	37	33
Bookstore sales items (selection, price, etc.)	93	2	12	40	33	13
Junior Ranger program – CAUTION!	16	0	0	19	44	38
Museum exhibits	113	0	2	14	39	45
Orientation film	118	1	0	8	37	53
Park brochure/map	123	0	1	8	28	63
Parking	179	0	3	15	20	63
Picnic areas	35	0	3	20	37	40
Pioneer demonstrations at Living Historical Farm	113	1	4	19	30	47
Ranger or volunteer-led programs – CAUTION!	10	0	0	10	60	30
Restrooms	159	1	3	3	25	70
Trail guides – CAUTION!	22	5	5	9	27	55
Trails	119	2	1	19	37	41
Visitor center (cleanliness, maintenance, etc.)	161	1	1	7	22	68

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 15c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 50 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
 - 98% Visitor center (cleanliness, maintenance, etc.)
 - 98% Assistance from visitor center staff
 - 94% Orientation film
 - 92% Parking
 - 92% Park brochure/map
- Table 19 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:
 - 3% Picnic areas

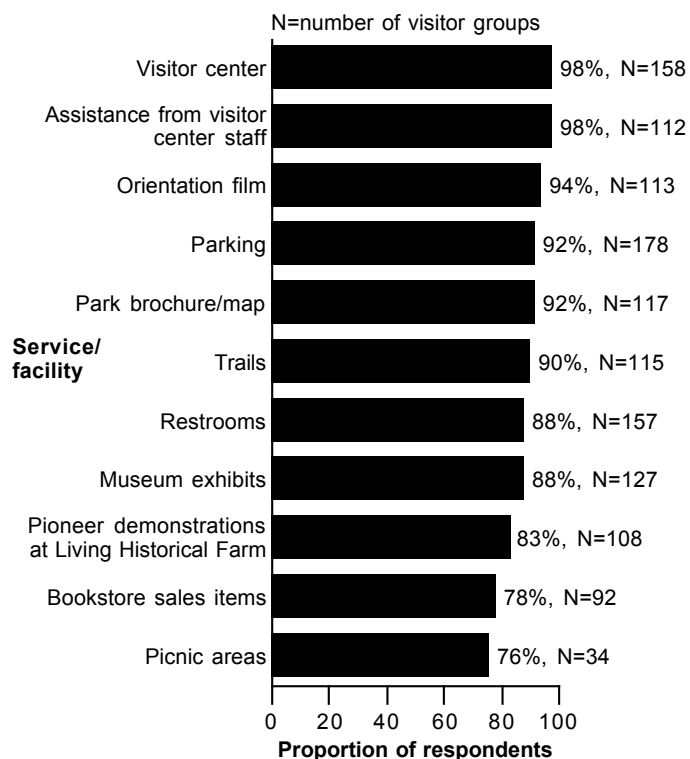


Figure 50. Combined proportions of “very good” and “good” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 19. Quality ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Access for people with disabilities – CAUTION!	20	5	0	20	25	50
Assistance from visitor center staff	112	1	0	2	27	71
Bookstore sales items (selection, price, etc.)	92	1	4	16	36	42
Junior Ranger program – CAUTION!	15	0	0	0	27	73
Museum exhibits	127	0	0	12	33	55
Orientation film	113	0	1	4	20	74
Park brochure/map	117	0	1	8	27	65
Parking	178	0	2	7	27	65
Picnic areas	34	3	3	18	32	44
Pioneer demonstrations at Living Historical Farm	108	1	4	13	30	53
Ranger or volunteer-led programs – CAUTION!	8	0	0	25	0	75
Restrooms	157	1	2	10	25	63
Trail guides – CAUTION!	21	0	5	14	33	48
Trails	115	0	0	10	30	60
Visitor center (cleanliness, maintenance, etc.)	158	0	0	2	20	78

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figure 51 and Figure 52 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.

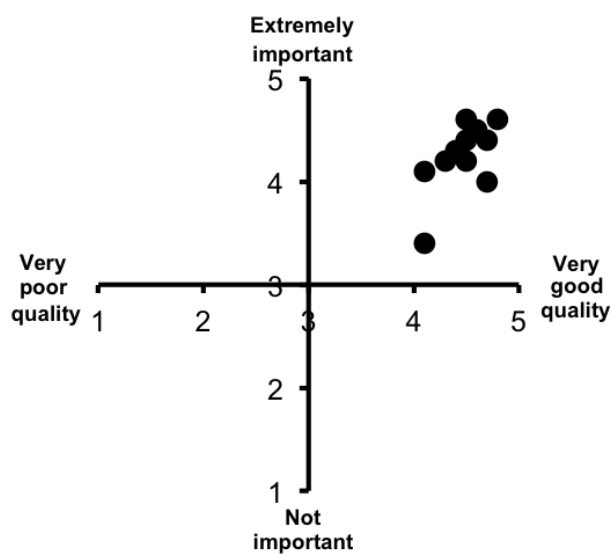


Figure 51. Mean scores of importance and quality ratings of visitor services and facilities

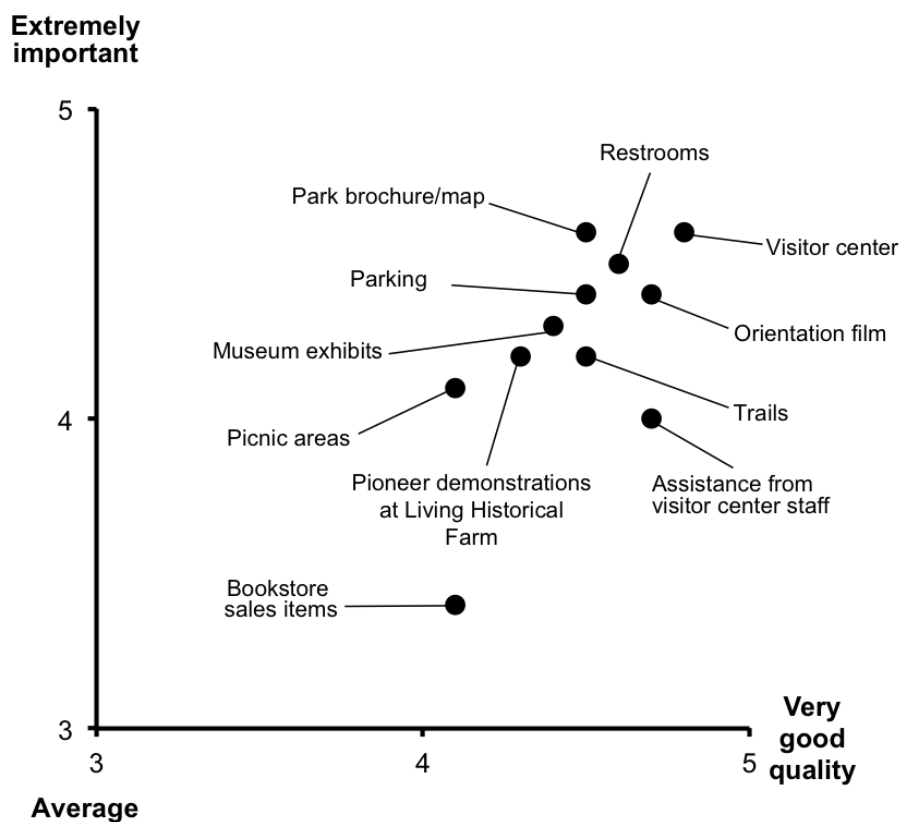


Figure 52. Detail of Figure 51

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Interaction with park rangers

Question 11a

During this visit to Lincoln Boyhood NMEM, did your personal group have any personal interaction with a park ranger other than on the tour?

Results

- 45% of visitor groups had personal interaction with a park ranger other than on the tour (see Figure 53).

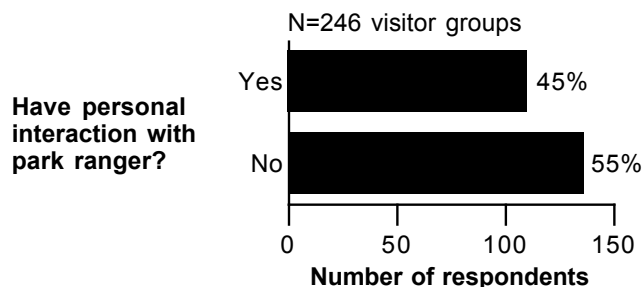


Figure 53. Visitor groups that had personal interaction with a park ranger other than on the tour

Question 11b

If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park ranger.

Results

- Figure 54 shows the combined proportions of “very good” and “good” ratings of visitor groups’ personal interaction with a park ranger.
- The interaction receiving the highest combined proportions of “very good” and “good” ratings was:
100% Courteousness
- Table 20 shows the quality of visitor groups’ interaction with a park ranger.

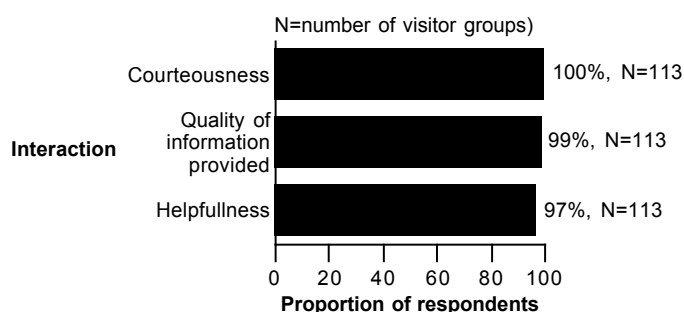


Figure 54. Visitor groups that had personal interaction with a park ranger other than on the tour

Table 20. Quality of personal interaction with a park ranger other than on the tour (N=number of visitor groups)

Interaction	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Helpfulness	113	0	0	3	20	77
Courteousness	113	0	0	1	12	88
Quality of information provided	113	0	0	1	22	77

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures

Total expenditures inside and outside the park

Question 20

For your personal group, please estimate expenditures for the items listed below for this visit to Lincoln Boyhood NMEM and the surrounding area (within 60 miles of the park).

Results

- 27% of visitor groups spent no money (see Figure 55).
- 24% spent \$1-\$100.
- 21% spent \$101-\$300.
- 21% spent \$401 or more.
- The average visitor group expenditure was \$268.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was \$100.
- The average total expenditure per person (per capita) was \$81.
- As shown in Figure 56, the largest proportions of total expenditures inside and outside the park were:

29% Lodge, hotel, motel, cabin, B&B, etc.
 21% Holiday World admission fees
 13% Restaurants and bars

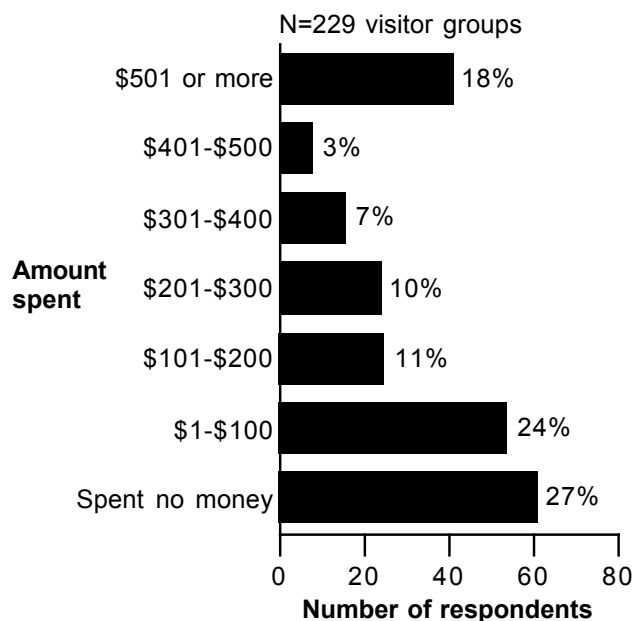


Figure 55. Total expenditures inside and outside the park

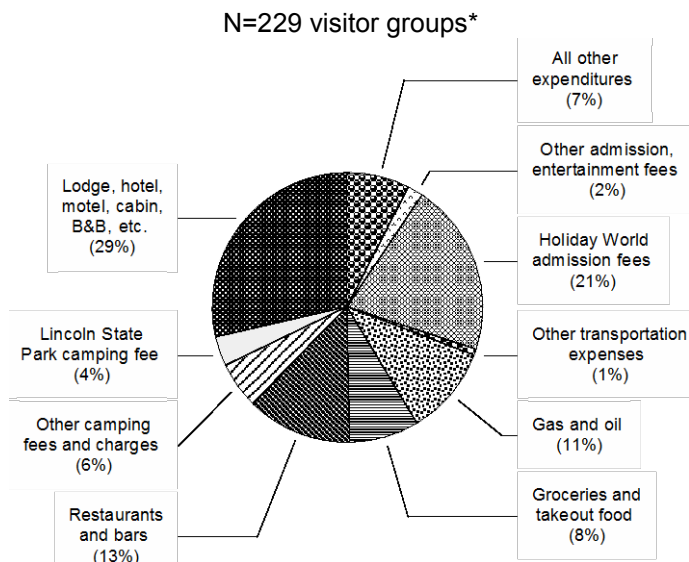


Figure 56. Proportions of total expenditures inside and outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by expenditures

Question 20c

How many adults (18 years or older) do these expenses cover?

Results

- 64% of visitor groups had two adults covered by expenditures (see Figure 57).
- 16% had three or four adults covered by expenditures.
- 15% had one adult covered by expenditures.

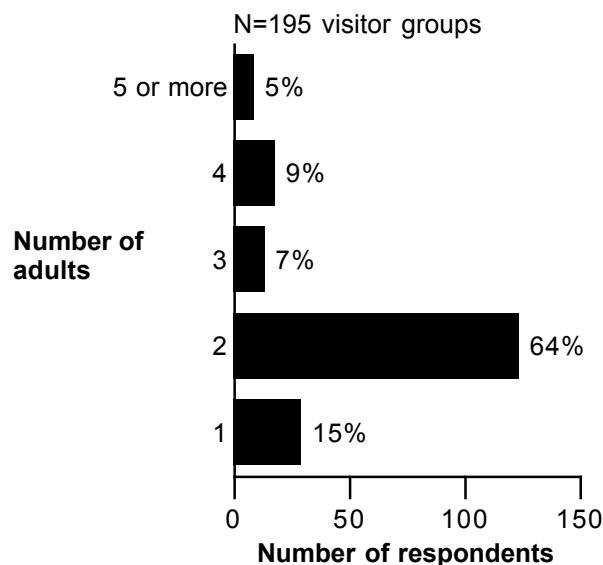


Figure 57. Number of adults covered by expenditures

Number of children covered by expenditures

Question 20c

How many children (under 18 years) do these expenses cover?

Results

- 37% of visitor groups had no children covered by expenditures (see Figure 58).
- 27% had two children covered by expenditures.
- 13% had one child covered by expenditures.

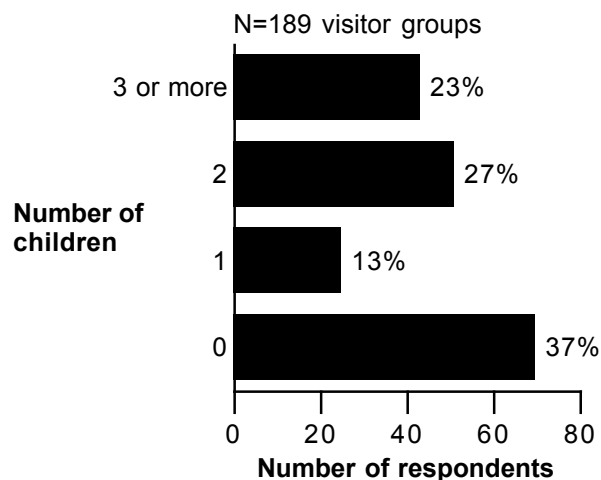


Figure 58. Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures inside the park

Question 20a

Please list your personal group's total expenditures inside Lincoln Boyhood NMEM.

Results

- 58% of visitor groups spent no money (see Figure 59).
- 24% spent \$1-\$20.
- 18% spent \$21 or more.
- The average visitor group expenditure inside the park was \$11.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$0.
- The average total expenditure per person (per capita) was \$9.
- As shown in Figure 60, the largest proportion of total expenditures inside the park was:

85% All other expenditures

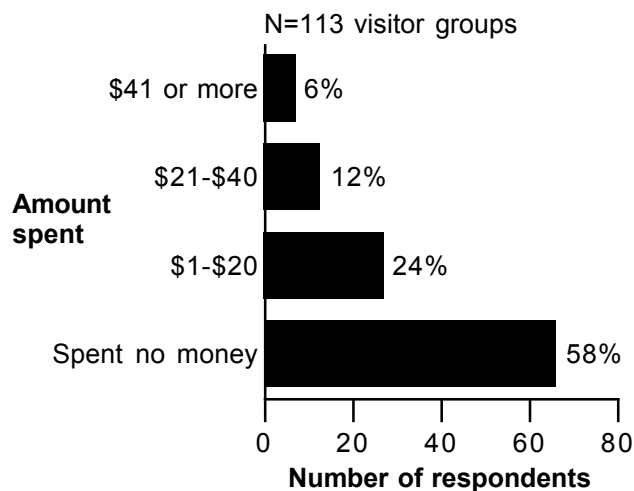


Figure 59. Total expenditures inside the park

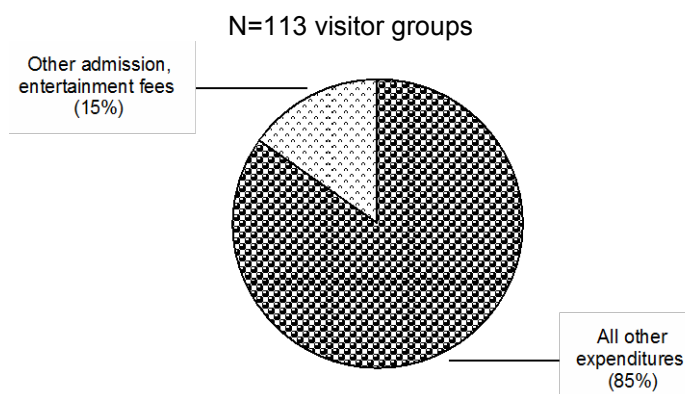


Figure 60. Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Other admission and entertainment fees

- 77% of visitor groups spent no money on other admission and entertainment fees inside the park (see Figure 61).
- 21% spent \$1-\$10.

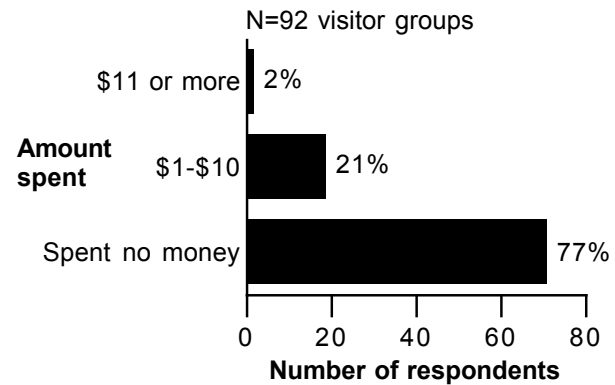


Figure 61. Expenditures for other admission and entertainment fees inside the park

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 63% of visitor groups spent no money on all other expenditures inside the park (see Figure 62).
- 21% spent \$1-\$20.

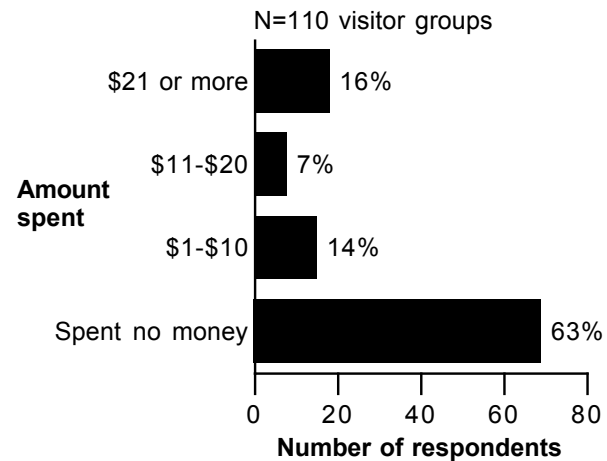


Figure 62. Expenditures for all other expenditures inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures outside the park

Question 20b

Please list your personal group's total expenditures in the surrounding area outside the park (within 60 miles of the park).

Results

- 30% of visitor groups spent \$301 or more (see Figure 63).
- 30% spent no money.
- 28% spent \$1-\$200.
- The average visitor group expenditure outside the park was \$284.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$122.
- The average total expenditure per person (per capita) was \$107.
- As shown in Figure 64, the largest proportions of total expenditures outside the park were:

29% Lodge, hotel, motel, cabin, B&B, etc.
 21% Holiday World admission fees
 13% Restaurants and bars

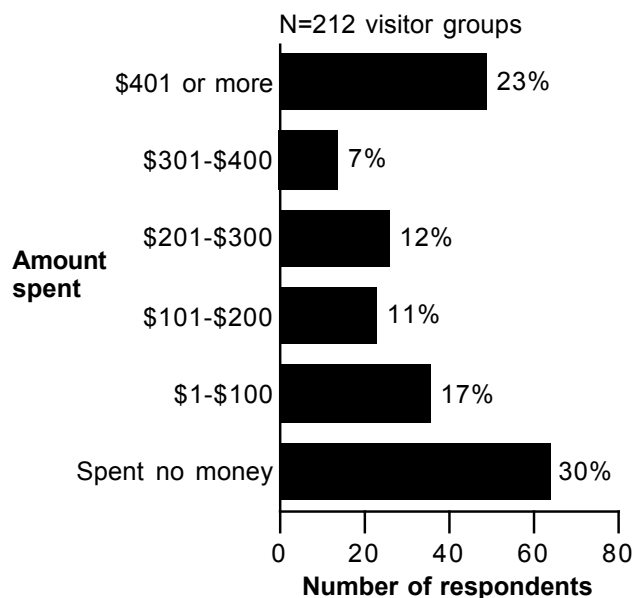


Figure 63. Total expenditures outside the park

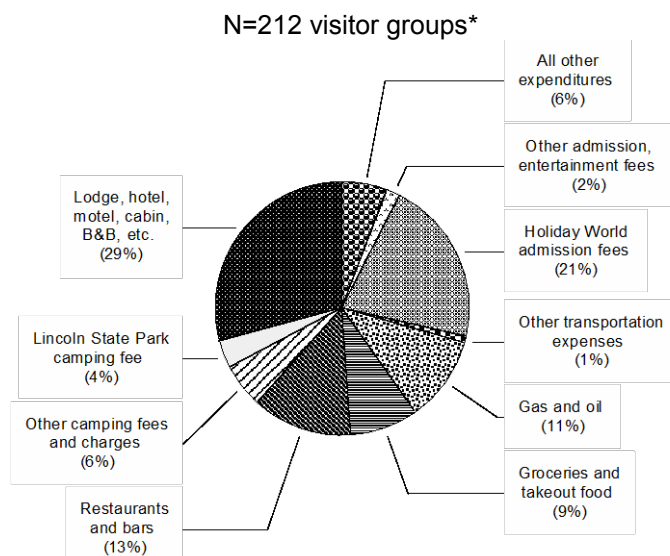


Figure 64. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodge, hotel, motel, cabin, B&B, etc.

- 56% of visitor groups spent no money on lodging outside the park (see Figure 65).
- 27% spent \$1-\$200.
- 18% spent \$201 or more.

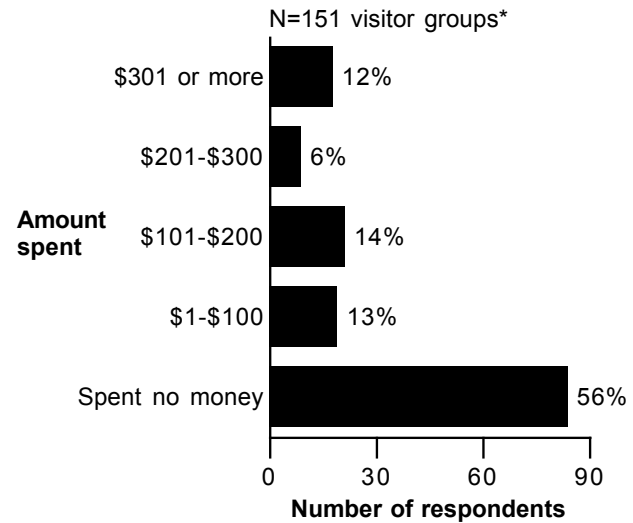


Figure 65. Expenditures for lodging outside the park

Lincoln State Park camping fee

- 67% of visitor groups spent no money on camping fees at Lincoln State Park (see Figure 66).
- 18% spent \$41 or more.
- 14% spent \$1-\$40.

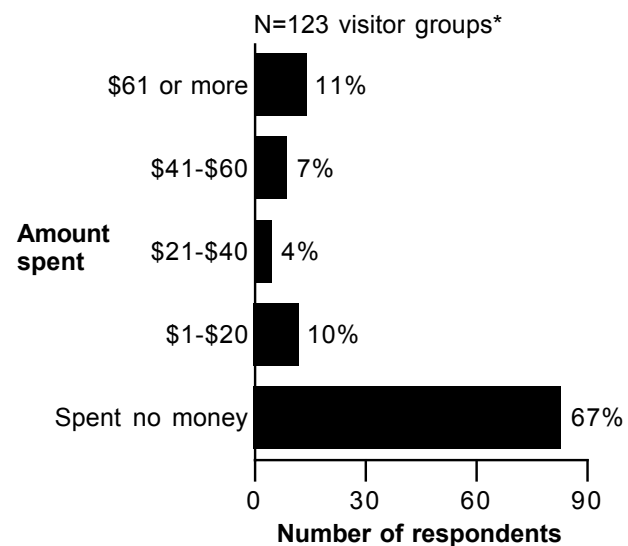


Figure 66. Expenditures for camping fees at Lincoln State Park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Other camping fees and charges

- 75% of visitor groups spent no money on other camping fees and charges outside the park (see Figure 67).
- 14% spent \$1-\$40.
- 12% spent \$41 or more.

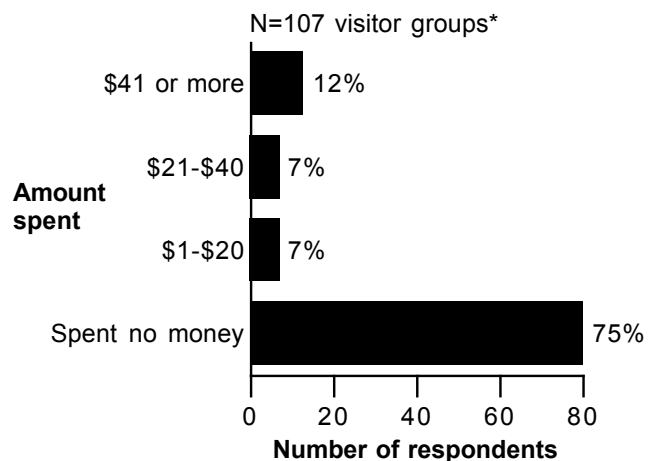


Figure 67. Expenditures for other camping fees and charges outside the park

Restaurants and bars

- 41% of visitor groups spent no money on restaurants and bars outside the park (see Figure 68).
- 24% spent \$1-\$40.
- 19% spent \$41-\$80.
- 17% spent \$81 or more.

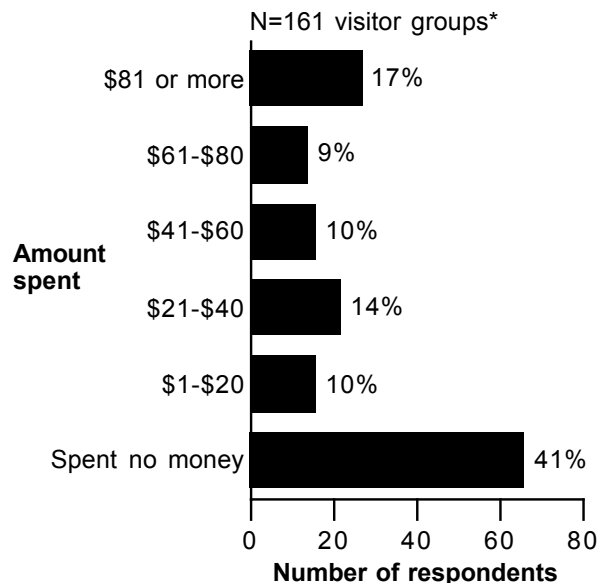


Figure 68. Expenditures for restaurants and bars outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

- 52% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 69).
- 27% spent \$41 or more.
- 20% spent \$1-\$40.

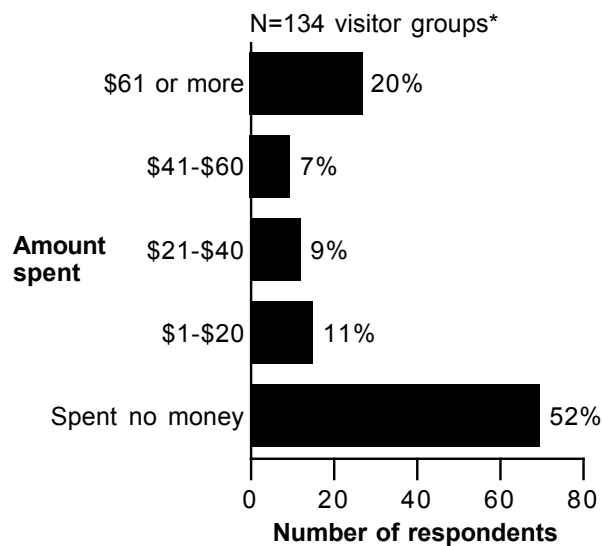


Figure 69. Expenditures for groceries and takeout food outside the park

Gas and oil (auto, RV, boat, etc.)

- 43% of visitor groups spent no money on gas and oil outside the park (see Figure 70).
- 28% spent \$21-\$60.
- 23% spent \$61 or more.

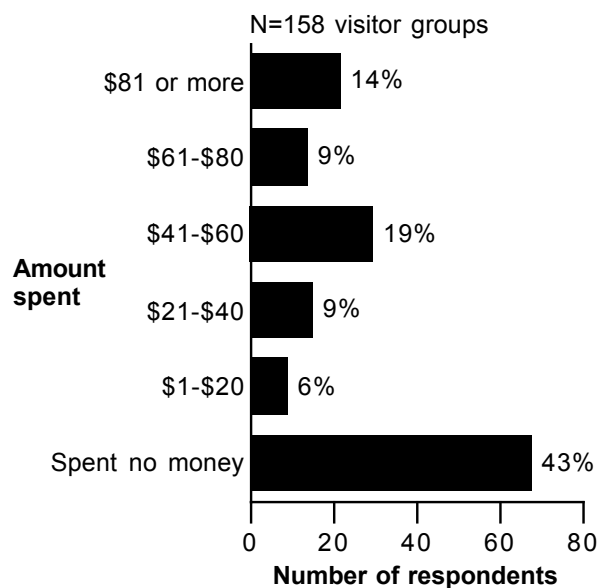


Figure 70. Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Other transportation (rental cars, auto repairs, but NOT airfare)

- 96% of visitor groups spent no money on other transportation outside the park (see Figure 71).

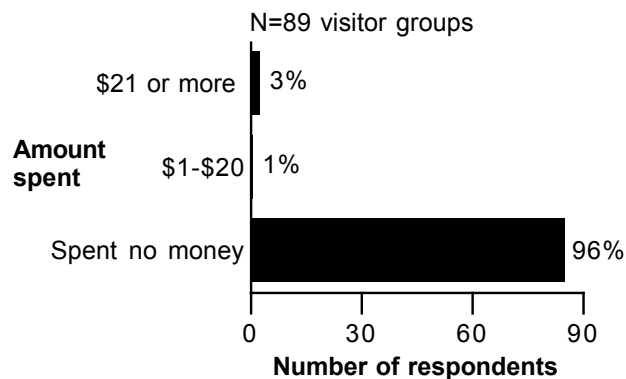


Figure 71. Expenditures for other transportation outside the park

Holiday World admission fees

- 52% of visitor groups spent no money on Holiday World admission fees (see Figure 72).
- 23% spent \$101-\$200.

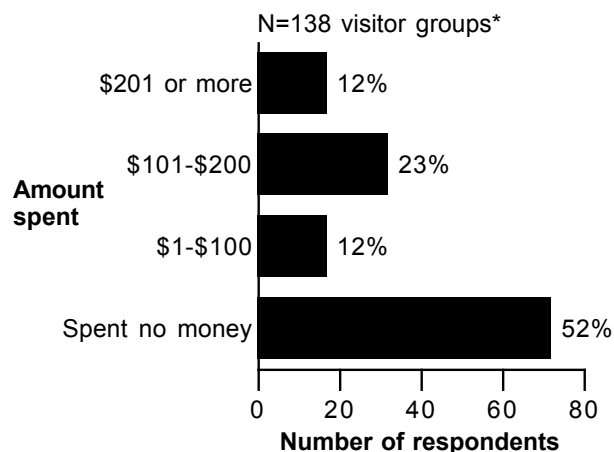


Figure 72. Expenditures for Holiday World admission fees

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Other admission and entertainment fees

- 71% of visitor groups spent no money on other admission and entertainment fees outside the park (see Figure 73).
- 20% spent \$1-\$40.

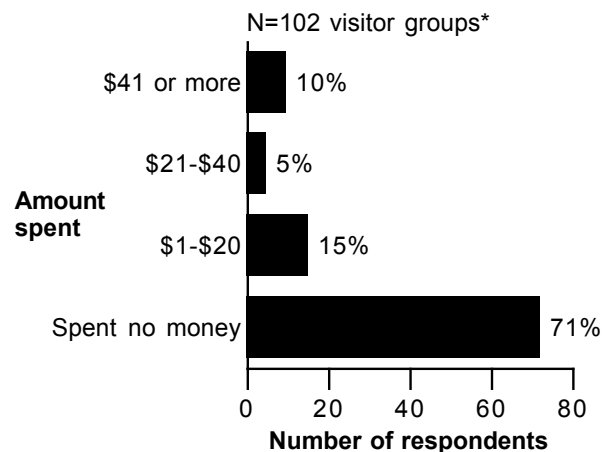


Figure 73. Expenditures for other admission and entertainment fees outside the park

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 53% of visitor groups spent no money on all other purchases outside the park (see Figure 74).
- 29% spent \$1-\$40.

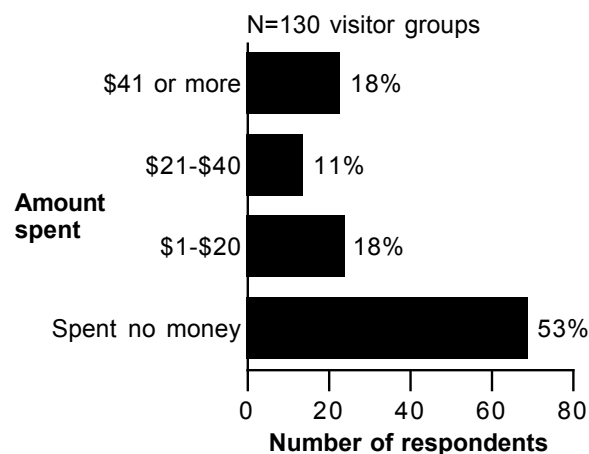


Figure 74. Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Method of paying entrance fee**Question 18**

On this visit to Lincoln Boyhood NMEM, how did your personal group pay the entrance fee?

Results

- 52% of visitor groups used cash or check to pay the entrance fee (see Figure 75).
- 21% used an Interagency Pass/Senior Pass/Access.
- 18% were not aware that an entrance fee was required.

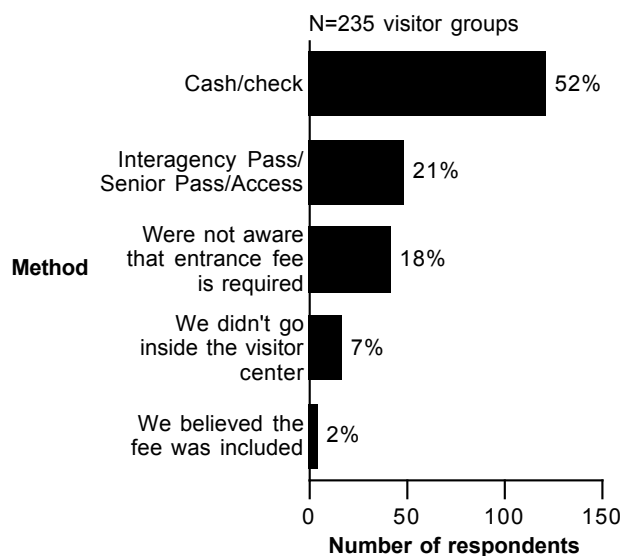


Figure 75. Methods visitor groups used to pay entrance fee

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Income forgone to make this trip**Question 22c**

How much income did your household forgo to make this trip (due to taking unpaid time off from work)?

Results – Interpret with CAUTION!

- 32% of respondents had forgone income to make this trip (see Figure 76).
- Not enough respondents responded to this question to provide reliable results (see Figure 77).

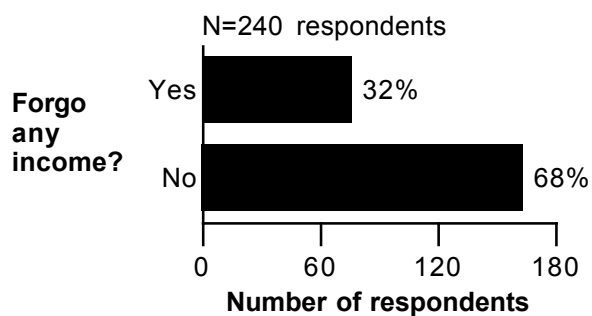


Figure 76. Respondents that had forgone income to make this trip

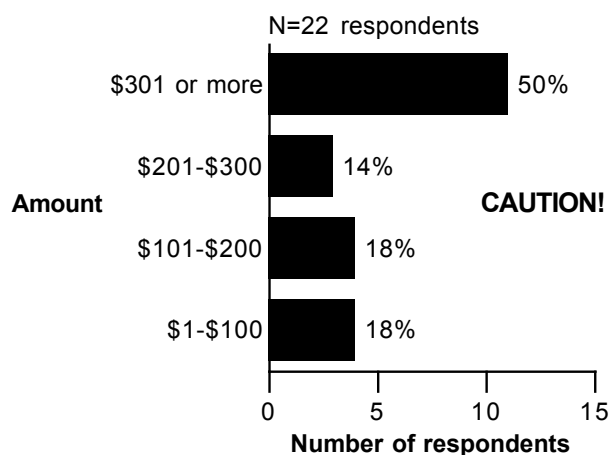


Figure 77. Income forgone to make this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Ranger-led programs on a future visit

Question 14a

On a future visit to Lincoln Boyhood NMEM, would your personal group be interested in attending ranger-led programs?

Results

- 68% of visitor groups were interested in attending ranger-led programs on a future visit to the park (see Figure 78).

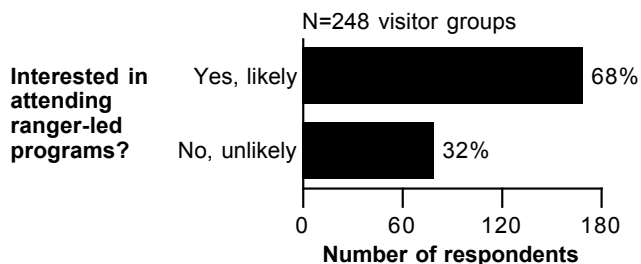


Figure 78. Visitor groups that were interested in participating in ranger-led programs on a future visit

Preferred length of ranger-led programs

Question 14b

If YES, what length of program would you like to attend?

Results

- 52% of visitor groups preferred a program length of 1/2-1 hour (see Figure 79).
- 43% preferred a program length under 1/2 hour.

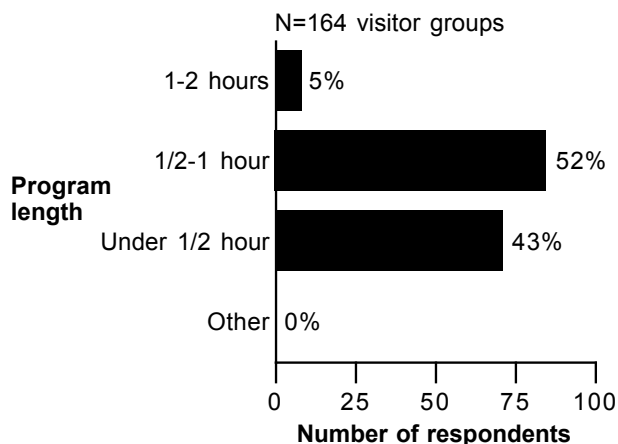


Figure 79. Preferred length of ranger-led programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred time of day to attend ranger-led programs/talks**Question 14c**

What time of day would be most suitable for your personal group to attend a ranger-led program/talk?

Results

- 52% of visitor groups preferred a program time of 10am-noon (see Figure 80).
- 17% preferred a program time of 8am-10am.
- 16% preferred a program time of noon-2pm.

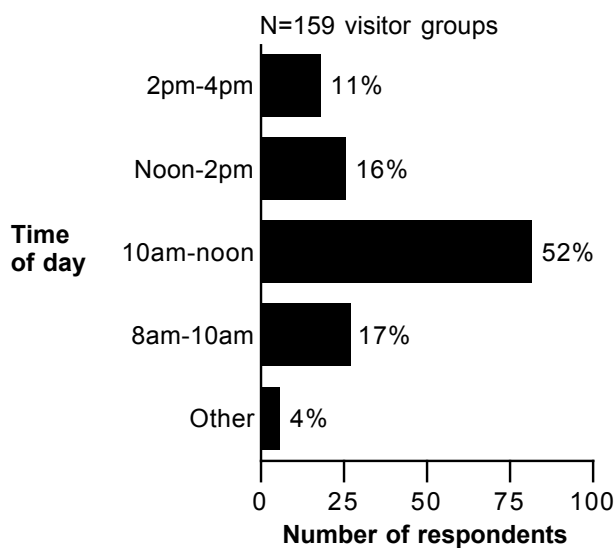


Figure 80. Preferred time to attend ranger-led programs/talks

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred topics to learn through interpretive programs on future visit

Question 14d

If your personal group were to visit Lincoln Boyhood NMEM in the future, which topics would you like to learn about in interpretive programs?

Results

- 97% of visitor groups were interested in attending interpretive programs on a future visit (see Figure 81).
- As shown in Figure 82, of those visitor groups that were interested in learning about the park, the most common topics were:

82% Lincoln family
74% Pioneer skills
70% Lincoln's education

- "Other" topics (5%) were:

Death practices during this time period
Farming in Lincoln era
Land practices during this time period
Lincoln as president
Lincoln City history
Lincoln vampire killer
Local history
Other contemporaneous events in the US
Other local people/trades
The sites and activities we did not experience on this visit

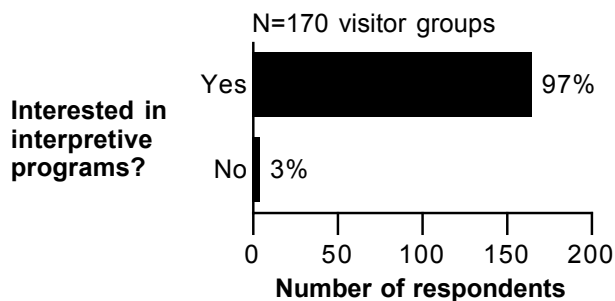


Figure 81. Visitor groups that were interested in attending interpretive programs on a future visit

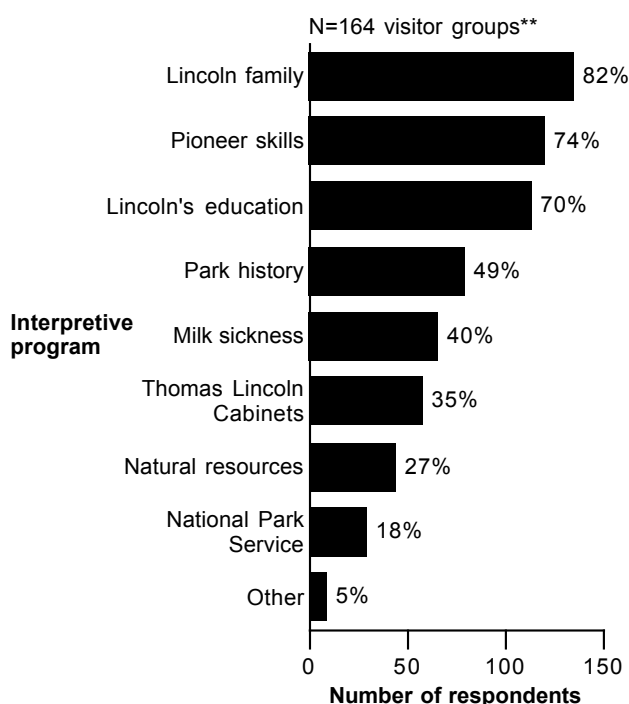


Figure 82. Topics to learn on future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred methods to learn about the park

Question 17

If you were to visit Lincoln Boyhood NMEM in the future, how would your personal group prefer to learn about cultural and natural history/features of Lincoln Boyhood NMEM?

Results

- 95% of visitor groups were interested in learning about the cultural and natural history/features of Lincoln Boyhood NMEM on a future visit (see Figure 83).

- As shown in Figure 84, among those visitor groups that were interested in learning about the cultural and natural history/features of Lincoln Boyhood NMEM, the most common methods to learn were:

72% Living history demonstrations
64% Hands-on activities
60% Indoor exhibits

- “Other” methods (1%) were:

Larger museum
Scavenger hunt for kids
Through special holiday events

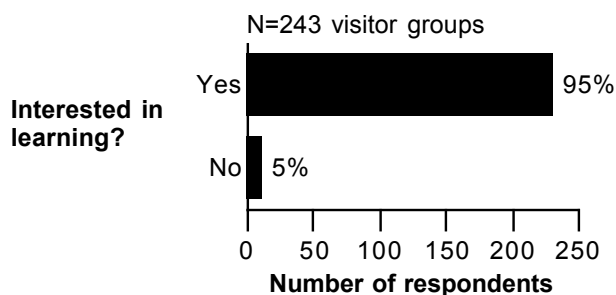


Figure 83. Visitor groups that were interested in learning about the cultural and natural history/features of Lincoln Boyhood NMEM on a future visit

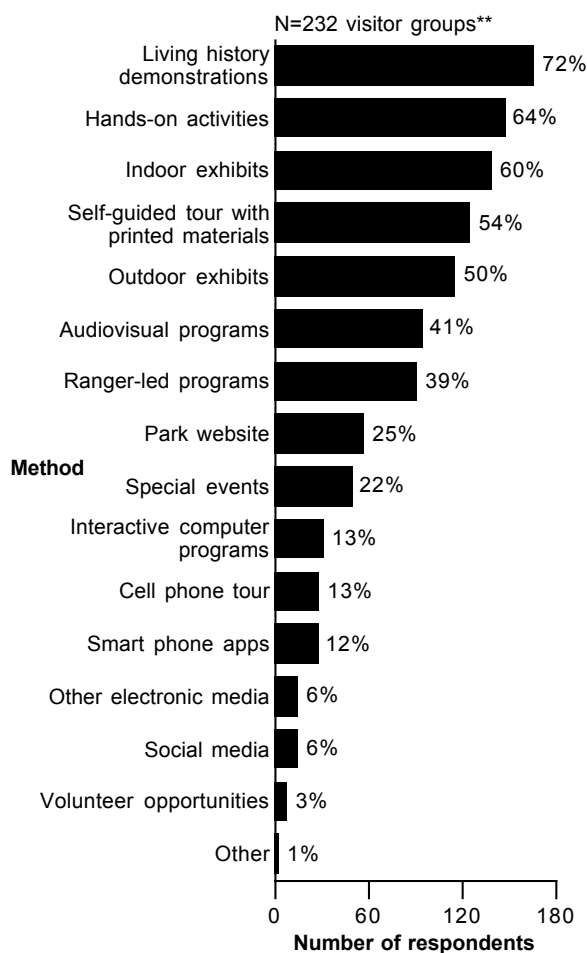


Figure 84. Preferred methods for learning about the cultural and natural history/features of Lincoln Boyhood NMEM on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Items available for purchase at the visitor center bookstore on a future visit**Question 15d**

Which items would your personal group like to have available for purchase at the visitor center bookstore on a future visit?

Results

- As shown in Figure 85, the item most visitor groups would like to have available for purchase at the visitor center bookstore on a future visit was:

61% Souvenir items

- “Other” items (8%) were:

Abraham Lincoln quotes on souvenirs
Arrows
Better postcards
More historical DVDs or nonfiction related DVDs
Pioneer items for kids
Postcards
Postcards of sections of quotes from memorial granite
Vinyl site sticker

- Table 21 shows the topics of additional publications available for purchase on a future visit.

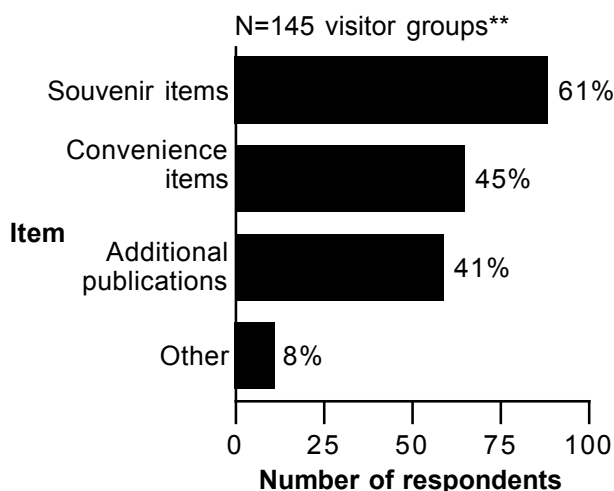


Figure 85. Items for purchase at visitor center bookstore on a future visit

Table 21. Topics of additional publications available for purchase on a future visit (N=25 comments; some visitor groups made more than one comment) – **CAUTION!**

Topic	Number of times mentioned
Biography of Lincoln	5
History	4
Lincoln's family	2
Pioneers	2
Christmas ornaments	1
Civil War	1
Cookbooks	1
Life of Lincoln as young adult	1
Lincoln biography by Dumas Malone	1
Lincoln's history	1
Pioneer diaries	1
Postcards	1
Postcards of Lincoln during his time in Indiana	1
Railroads in the area during period	1
Slavery	1
Young literature	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 16

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Lincoln Boyhood NMEM during this visit?

Results

- 94% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 86).
- 1% of visitor groups rated the overall quality as “very poor.”

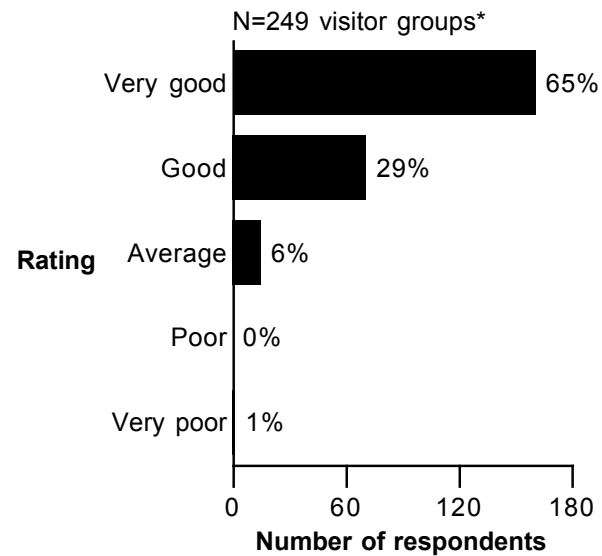


Figure 86. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comment Summaries

What visitors liked most

Question 21a

What did your personal group like most about your visit to Lincoln Boyhood NMEM? (Open-ended)

Results

- 78% of visitor groups (N=197) responded to this question.
- Table 22 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 22. What visitors liked most
(N=273 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (3%)	
Friendly staff	3
Informative staff	3
Other comment	1
INTERPRETIVE SERVICES (41%)	
Living Historical Farm	69
Film	22
Exhibits	8
Junior Ranger program	4
Living Historical Film	3
Lincoln play	2
Other comments	4
FACILITIES/MAINTENANCE (19%)	
Visitor center	27
Trails	13
Cleanliness	6
Trail of Twelve Stones	6
Other comment	1
POLICY/MANAGEMENT (<1%)	
Comment	1
RESOURCE MANAGEMENT (0%)	

Table 21. What visitors liked most (continued)

Comment	Number of times mentioned
GENERAL (35%)	
Experiencing history	30
Everything	12
Cabin site	10
Gravesite	7
Being in nature	5
Beauty	4
Hiking	4
Animals	3
Camping	3
National Park Passport Stamp	3
Another facet of National Park System	2
Authenticity	2
Cemetery	2
Proximity to home	2
Other comments	11

What visitors liked least**Question 21b**

What did your personal group like least about your visit to Lincoln Boyhood NMEM? (Open-ended)

Results

- 49% of visitor groups (N=124) responded to this question.
- Table 23 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 23. What visitors liked least
(N=133 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (2%)	
Comments	3
INTERPRETIVE SERVICES (6%)	
Living Historical Farm	4
Film	2
Other comments	2
FACILITIES/MAINTENANCE (29%)	
Visitor center closed for cleaning	6
Restrooms	5
Lack of water	3
Uneven trails	3
Lack of garbage cans	2
Lack of parking for trailers	2
Spring Trail	2
Trails	2
Other comments	14
POLICY/MANAGEMENT (5%)	
Fees	5
Other comments	2
RESOURCE MANAGEMENT (1%)	
Comment	1
GENERAL (56%)	
Nothing	28
Heat	22
Bugs	2
Not enough activities/things to do	2
Not enough time	2
Survey	2
Other comments	17

Additional comments**Question 27**

Is there anything else your personal group would like to tell us about your visit to Lincoln Boyhood NMEM?
(Open-ended)

Results

- 40% of visitor groups (N=102) responded to this question.
- Table 24 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 24. Additional comments
(N=143 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (14%)	
Friendly staff	7
Great staff at Living Historical Farm	3
Courteous staff	2
Helpful staff	2
Need more staff at Living Historical Farm	2
Other comments	4
INTERPRETIVE SERVICES (10%)	
Junior Ranger program is great	2
Other comments	12
FACILITIES/MAINTENANCE (17%)	
Park was clean	7
Enjoyed trails	3
Enjoyed visitor center	3
Improve picnic areas	2
More handicap access needed	2
Other comments	7
POLICY/MANAGEMENT (10%)	
Advertise more	2
Other comments	12
RESOURCE MANAGEMENT (0%)	
GENERAL (50%)	
Enjoyed visit	33
Thank you	9
Enjoyed learning	6
Survey too long	2
Well done	2
Will return	2
Other comments	17

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 21a

What did your personal group like most about your visit to Lincoln Boyhood NMEM? (Open-ended)

- All
- All
- All of it. Too hard to separate/distinguish.
- All of us liked different things but it was a wonderful experience and we will definitely be back!
- Animals and cemetery
- Atmosphere, quiet, peaceful
- Authentic history
- Authenticity - informed ranger/docent
- Beautiful, exterior monument
- Beauty of area, history
- Being in a place Lincoln spent part of his life
- Being in nature to exercise
- Cabin foundation memorial
- Cabin site, farm house gravesite
- Cabin site/remains
- Camping
- Chickens
- Close to home - educational and enjoyable
- Depictions in granite of periods in Lincoln's life and quotes above each at memorial
- Did not like park, was there a decade before and it was very nice then
- Didn't visit
- Enjoyed all of it
- Entire area from entrance to exit
- Everything
- Everything
- Excellent visitors center
- Exhibits
- Exhibits in the visitor center
- Exhibits/museum
- Family town
- Farm
- Farm
- Farm and museum
- Farm and village
- Farm, gift shop
- Farm, movie, inside exhibits
- Film and exhibits
- Film in the visitor center
- Film of Lincoln's life

- Film, living farm
- Friendly people
- Friendly staff, clean facilities, beautifully kept trails, etc.
- Good for all ages, easy for one afternoon
- Gravesite and farm
- Gravesite, chickens, and smokehouse and volunteers cooking in the cabin
- Hands on at the living farm site. Information from persons at the living farm.
- Hiking
- Hiking/trails
- Historic farm area
- Historic information
- Historical artifacts
- Historical farm
- Historical farm, memorial
- History
- History
- History of Lincoln
- History of Lincoln and his family
- History, farm
- How nice everything was
- Indiana's role in Lincoln boyhood experience
- Indoor exhibits - it was a very (record setting) hot day
- Information at visitor center
- Intelligence and experience of employees
- It is very clean and beautiful. We live in Huntingburg Indiana. We enjoy the beach and camping. We have viewed the farm before and have many times. Plan on seeing when it cools down.
- Junior Ranger program
- Junior Ranger program
- Just interesting
- Just standing on the earth that Lincoln occupied while living here!
- Learning about his formative years and the video
- Learning about Lincoln's life from 7-21. Cabin site was great, Twelve Stones very well done.
- Learning more about Lincoln
- Learning the important factors of Lincoln's childhood and how those shaped his adult life and presidency
- Liked all
- Liked it all very much
- Liked the cabin
- Lincoln information and the beautiful scenery and trails
- Living farm
- Living farm
- Living farm
- Living farm
- Living farm
- Living farm

- Living farm
- Living farm
- Living farm
- Living farm and movie
- Living Historical Farm
- Living Historical Farm
- Living Historical Farm
- Living Historical Farm
- Living Historical Farm
- Living Historical Farm
- Living Historical Farm and Junior Ranger program
- Living Historical Farm animals
- Living Historical Farm was a nice addition to our trip. Plan to come back to Santa Claus, IN for holiday world and visit state and national parks again to see memorial site, farm and trails
- Living Historical Farm
- Living Historical Farm/visitor center
- Living history
- Living museum/farm
- Living pioneer site!
- Love learning history and about historical figures
- Memorial ranger on duty who was very friendly and informative
- Movie documentary
- Movie narrated by Leonard Nemoy
- Movie, farm animals
- Movie; reconstructed farm
- Museum and living farm
- Natural surroundings, being able to walk the same paths that he had walked at some point
- Nature and cleanliness of the area
- Nature trail hiking
- Nice
- Nice clean campground area!
- Nice walking trails
- Orientation movie
- Outdoor presentation
- Outdoor trails, farm, cabin, museum
- Park surrounding it
- Passport stamped
- Picnics, trails, film at visitor center
- Pictures and exhibits. My six year old was fascinated.
- Pioneer demonstrations
- Pretty area, film great, enjoyed the farm
- Scenery
- Seeing and being present where the Lincolns grew up
- Souvenirs

- State Park Amphitheater
- Sticker stamp
- That it is close to home
- That it represented another facet of the National Park Program
- That this is a national historic site run by the Park Service
- The cabin and the gravesite and the twelve stones
- The exhibits and photos
- The exhibits and short movie in the visitor center. Also the farm.
- The farm
- The farm
- The farm
- The farm
- The farm
- The farm
- The farm and museum
- The farm and people walking there. The movie.
- The farm and talking with Louie and the Abraham Lincoln Pioneer Tales
- The farm even though there were no demonstrations. The people who were dressed in the era of Lincoln were informative.
- The farm, hiking trails, gravesite, stone carving on visitor center, learning more about Lincoln
- The farm, learning historical events
- The film
- The hiking and the visitor center
- The historical farm at cabin site
- The history and the original sites
- The history presented
- The life of Lincoln and history of him and the United States
- The limestone carving on the walls of the visitor center, the film, Living Historical Farm
- The Lincoln play, the interpreters at farm
- The living farm
- The living farm and camping; we come every year
- The living farm exhibit
- The living farm to gravesites
- The living history farm
- The living history museum
- The museum and film and the halls honoring Abraham Lincoln and Nancy Hanks
- The musical play
- The National Park passport stamp, enjoyed the lovely visitor center
- The natural setting of the park
- The nice, clean atmosphere
- The paths to the areas, easy to travel and well taken care of
- The price was reasonable and the kids liked the ranger program
- The trails
- The Twelve Stones
- The Twelve Stones

- The U.S. flag, the animals and the importance of God's Word in Lincoln's upbringing, boyhood homesite
- The video at the visitor center
- The visitor center and film were much more impressive than the facilities at Hodgenville, KY
- The visitor center, historical sites/farm and trail. For us it has always been a single visit.
- Trail and visitor center
- Trail of 12 Stones
- Trail of 12 Stones
- Trail of 12 Stones
- Trail system
- Trail to and Living Historical Farm
- Trails
- Trails/history/farm
- Us and our children loved the farm. They really learned so much even though they are all so young!
- Very clean/beautifully maintained/informative. Very happy we stopped by - did not know Lincoln's history in Indiana.
- Very good representation of area life during Lincoln's stay in Indiana
- Very pleasant atmosphere
- Visit to chapel. Visit to cabin.
- Visiting Nancy Hanks cemetery and site of boyhood home
- Visitor center
- Visitor center
- Visitor center
- Visitor center (film, display and ranger info and historic sites)
- Visitor center and farm
- Visitor center and farm
- Visitor center displays and movie
- Visitor center
- Visitor center
- Visitor center, Nancy Hanks Grave
- We love Lincoln and Lincoln history. Like those who live here use the national and state parks several times a year. Always visit when company comes.
- We were excited to plan a future trip to the farm but did not have the time while there.
- Well kept

Question 21b

What did your personal group like least about your visit to Lincoln Boyhood NMEM? (Open-ended)

- \$5 fee
- Amount of walking in 100 degree temps with two small grandsons
- Bathroom
- Bathroom on trail
- Bathrooms
- Bookstore
- Bugs
- Bugs
- Can't think of anything
- Cost for visitor center
- Could not find a trash can
- Didn't have a lot of time to stay
- Difficulty in parking RV
- Difficulty pushing a stroller to the trail (nearer the flag pole)
- Enjoyed all
- Exhibits
- Farm
- Farm
- Foundation of house
- Half of the memorial visitor center was closed due to floors being cleaned
- Have more thing to do
- Having had to drive back through Dale to the motel - be nice if the park had a lodge
- Having to do so much walking
- Heat
- Heat
- Heat (mists perhaps needed)
- Heat, lack of things kids wanted to buy like postcards (not enough variety of young Lincoln)
- Hill
- Hot, humid weather
- Hours are so selective in offices
- It was a hot day
- It was all great
- It was all great
- It was hot - but you cannot help the weather
- It was hot that day
- It's confusing to have both the state and national parks together but with separate fees
- Kids complaining legs are tired of walking
- Lack of more t-shirts
- Lack of parking for travel trailers, no water for dogs, garbage cans lacking
- Lack of seating/rest area after walk to farm
- Lack of water fountains in some areas it was very hot
- Liked everything

- Lincoln Spring Trail
- Little to do, there is more to do in Lincoln State Park
- Living history re-enactors in cabin were not responsive and/or welcoming
- Museum was closed for cleaning from opening until 1 pm. Did not get to see exhibits.
- N/A
- N/A
- N/A
- N/A
- N/A, great visit
- No bike paths
- No place to purchase a drink
- None to speak of. I am handicapped and had trouble walking
- Not a thing
- Not enough exhibits (farm)
- Not enough info on Lincoln's family
- Not handicapped accessible
- Not many interactive hands-on exhibits
- Not much help from rangers - no one spoke with us until we got to the cabin
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing - we enjoyed the entire park
- Nothing - would like to have more at the farm
- Nothing was bad
- Nothing, all great
- Nothing. It was all great.
- Picnic tables in the sun, not much parking available
- Pioneer demonstrations had not started
- Poison ivy
- Polishing floor in the visitor center. Couldn't see exhibits.
- Restrooms
- Rough trail to farm - had a baby stroller
- Small selection of restaurants close to the expressway
- Spring trail had no spring. No bottled water available on hot day. No food available.
- The beach and swimming area are not very big. I think \$8.00 for a half hour on the paddle boats is a little too much. Maybe \$5.00.
- The dry, dry, dry, dry weather
- The fact that the Lincoln part of the museum was being cleaned
- The heat

- The heat, otherwise it was great
- The heat kept the animals at the farm inside and hidden
- The heat
- The heat
- The hot weather
- The long walks to most things and the heat
- The museum in the visitor center was closed due to floor cleaning, and reopened just as we needed to leave
- The outdoor temperature was 93 degrees. We wished it could have been cooler inside the visitor center. Very stuffy.
- The potties at the rest shelter on the hike to the farm
- The price of the Lincoln show
- The very hot and humid weather
- The weather - it was very hot
- The weather it was hot
- They weren't really doing much at the farm site
- Things that were not historically accurate - metal discs and plows
- This survey
- This survey
- Time spent too short, needed breakfast
- Trail of 12 Stones
- Trail needs to be marked better
- Trails was dusty
- Trails, movie
- Uneven trails and rocky and dusty
- Very hot day
- Very little going on in the living historical area
- Video seemed amateurish
- Visitor admittance fee
- Visitor center
- Visitor center was being cleaned while we were there
- We liked it all
- Walking the trails - both retired and it is hard to walk the distances
- Walking to spring well was uneventful
- Warm water in drinking fountains
- We enjoyed it all. Nothing we did not like.
- Weather was so hot - unable to enjoy the outdoor trails and form plan to return in fall - cooler water
- Wished that you stayed open later than 5 pm
- Workers at farms/home site not very familiar with tools/artifacts. One of our group had to explain use.
- You need to have more signs making people aware they are supposed to pay a fee

Question 27

Is there anything else your personal group would like to tell us about your visit to Lincoln Boyhood NMEM? (Open-ended)

- A shuttle service instead of only walking tours. We enjoyed it very much.
- Abraham Lincoln a personal hero. Enjoy everything about him.
- All topics at Lincoln Boyhood are interesting
- Barn staff and well-kept setting
- Beautiful visitor center
- Better publicity on site about other Lincoln Kentucky and Illinois sites
- Cool. Our country needs to know more about Lincoln's historic contributions
- Enjoyed my meeting and my visit
- Enjoyed our visit. Staff was very courteous and helpful - seem to love their jobs.
- Entire park was super clean and very well-maintained
- Exhibits in visitor center, great murals outside visitor center, fantastic
- Fun
- Great time for my two granddaughters
- Great
- Had a great day. Nice and clean.
- Had a great time
- Have guided tours that you may have to be driven around to see
- Having more signs telling facts about life during the Lincoln years. How far they had to walk to school - how far was the closest store, etc. Signs by the wild fruit (blackberries, etc.) and what a special treat that would have been. Local wildlife, types of birds, etc.
- House area needs shade. The demonstration from the man in the barn area was great.
- I enjoy studying and learning about Lincoln and his life
- I love NMEM. I grew up in the area and love the Lincoln history and the park's beauty.
- I was here on a school trip in 1951 - much better now
- Individual did not finish survey - stated on page 12 that the "survey getting too long"
- It is a very well maintained park with a great staff.
- It is a wonderful place
- It was a beautiful and interesting park. The movie was great, especially for kids who visualize in pictures instead of words. An unexpected treat to have people dressed in period clothing doing demonstrations and answering questions.
- It was a beautiful place
- It was great! I liked the park ranger who looked like a young Lincoln. He was sweet to pose for a picture with my little girls.
- It was quiet and enjoyable and interesting
- Keep the farm going - increase demonstrations at the farm area - we only had one costumed worker the day we were there
- Liked it
- Lincoln National Memorial and State Park are a treasure for the local residents. More people should visit and use the parks.
- I was there for a planning meeting
- Love the trail running with dog. Also cross over into running at State Park.
- Love these types of sites! History is so important! Didn't go to the visitor center due to charge - just passing through.

- Love this park, we hike/walk trails year round and also take our dogs for weekly walks at park
- Make your survey easier to use; very difficult to understand
- Member number three is into Lincoln; he continues to rave about this visit to Lincoln Boyhood Home
- More people in farm area doing things and interacting. There was one person in house only.
- My grandchildren and I had a great time
- My second visit, I entered from I-64 which was well-marked. Three years ago on my first visit, we came from Evansville on a two lane highway from southwest, that route was not marked at all as to the correct route and entrances. It was very difficult to find the Boyhood Home facility and park.
- Nice place
- Not much to see in the buildings except empty furnished rooms - nice as they are - I thought I'd picnic in camping park. Saw there was a fee and left. Move your picnic tables to a shady area.
- Not sure what Lincoln Pioneer Village is. We would recommend a short talk or video outlining all available activities - some sort of introduction of memorial and after our visit we are still confused about some aspects of the area. (Pioneer Village?) There are great exhibits and sites, but personnel not very organized.
- NPS always does a first-rate job. Thanks.
- On past visits, enjoyed interaction with volunteers in cabins and wood/farm area
- Our grandchildren enjoyed reading the descriptions of each of the 12 Stones
- Our visit was cut short because our granddaughter got too hot and with new braces on her teeth she had lost a spacer and wire came loose! Not a good day for her. Hope to visit possibly next summer, thank you!
- Park rangers are a waste of my tax dollars. I took the kids there for educational purposes. But could not afford admission! It used to be free last time I was there. Like everything else the federal government gets involved and ruins it. I will not be back as long as it is a nationally run park, should be run by the state or private.
- Quality of information from park ranger was outstanding.
- Sorry, but hate to see our taxes used for these surveys
- Special to me because my birthday is February 12
- Staff very helpful. We especially enjoyed staff on historical farm.
- Surprised with quality of film and living farm. Well done!
- Thank you for letting me participate in the Lincoln Boyhood National Memorial Visitor Study. I come to the states every summer for 5 weeks or more and I travel all over the national park system getting stamps in my 4 passport books they are nearly all full, I have spent 25 years doing this and I think that all the national parks are good. Visitor centers are always clean and tidy. And plenty of info, and the rangers are always helpful and polite. I drove six thousand miles this summer and did a lot of parks setting off in LA. I did Mesa Verde, Arizona Petrified National Forest, Yucca House, Curecanti, Florissant Fossil Beds, Sand Creek National Historic Site, Kansas, (and many others...) I had to turn back here to go back to LA on highway 40. I'm sorry about the delay in sending it back but I've been too busy to fill it in. Thanks.
- Thank you for this opportunity. Good luck. Appreciated dogs allowed but could not find a trashcan when pickup was needed. Would like to see more little known facts - after movie, fact sheet, or find it game. Loved the small working post office but saw it by accident - would like to see it promoted more. Loved the shoes to try on - maybe you need a hat or axe too.
- Thank you!
- Thank you. We really enjoyed our visit!
- That it got us excited about the Lincoln vampire movie!
- The courteous staff and park rangers. The national park system is extremely professional. Thank you.
- The Junior Ranger program is great - it really gets kids involved

- The park was very clean and well organized with a lot of historic events. We enjoyed our time there very much!
- The people at the farm were wonderful - knowledgeable and engaging. Excellent Junior Ranger program. Keep them both! Also well maintained and a nice amount of time - just right with kids.
- The people who provided this questionnaire were very kind and pleasant and smiled. Thoughtful and courteous to us - both. They were very clear with their questions - we liked them.
- The picnic area near the visitor center needs some improvements. The covered picnic area was too close to reading material.
- The trails are very nice
- This was just too extensive. I gave up.
- Trails not suitable for people with disabilities. Visiting the living memorial. It would be nice to have better trails and more informative and friendly volunteer in cabin. Would have been good to see park ranger and living museum.
- Trash cans are needed at picnic areas
- Very educational and enjoyable for children
- Very enjoyable
- Very friendly. Excellent picnic grounds. Can't wait to visit again.
- Very informative - glad we visited
- Very much appreciated
- Very nice, clean, well organized, and friendly. Lincoln would have been proud.
- Very well done!
- Visited to look at chapel for wedding. Prices have skyrocketed for this chapel in recent years. We don't like that.
- Visitor center is very nice. Need one or two more interpreters at farm site.
- We are local and we go there quite often to walk the trails for exercise. And that is what we were doing this visit.
- We couldn't say enough nice things. The park was wonderful and the staff was great as well!
- We did enjoy our time with you. Thank you very much - very interesting.
- We did not participate, since we did not know there was a \$5 fee. Price is okay, just did not have \$ with us from camping.
- We enjoyed it so much and will return next summer. Thank you so much.
- We enjoyed it very much
- We enjoyed our visit
- We had a nice visit
- We have lived in Indianapolis for a decade. The Lincoln Boyhood National Memorial needs to be publicized more. It is a real jewel.
- We kind of stumbled on it, hadn't planned to visit. We would have spent more time if we had it.
- We look forward to visit Lincoln Boyhood Park and coming to see the musical at the amphitheater. We came four times when the musical Abe showing up in the Indiana.
- We love American history, and I personally am especially fascinated by Lincoln. Thank you for making this place available!
- We love this place. Came on a whim today as a day trip. Brought kids dozens of times - years ago.
- We loved our visit
- We loved the price for an educational experience that was fun for all ages. The hike was clear and everything was clean!
- We only stayed a short time this trip, but last time we did all of the trails and outside exhibits
- We will come back next summer

- We enjoyed the visit. The park was clean and the farm was very neat
- Wish weather had not been so hot! (6-22-12) We would like to have spent more time at outdoor exhibits.
- Would have spent more time at farm, very few animals and no activities. More activities at the Living Historical Farm. Demonstrations, more animals.
- Would like to see more elderly and handicap - friendly access to living farm by utilizing near path from road
- Would love to share photography and be notified of events!
- Would visit other sites if not so far away. Would be nice if the store at the beach had some kind of sandwiches.
- You need RV parking

Appendix 1: The Questionnaire

Social Science Program
National Park Service
U.S. Department of the Interior
Visitor Services Project



Lincoln Boyhood National Memorial Visitor Study



OMB Control Number: 1024-0224
Current Expiration Date: 8-31-2012



United States Department of the Interior

NATIONAL PARK SERVICE
Lincoln Boyhood National Memorial
2916 E. South Street
PO Box 1816
Lincoln City, IN 47552



Summer 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Lincoln Boyhood National Memorial. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, NPS VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: lenale@uidaho.edu.

We appreciate your help.

Sincerely,

Kendell Thompson
Superintendent

Your Visit To Lincoln Boyhood National Memorial

NOTE: In this questionnaire, your **personal group** is defined as you and anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. a) Prior to this visit, how did your personal group obtain information about Lincoln Boyhood National Memorial (NMEM)? Please mark (●) all that apply in column (a).

☐ Did not obtain information prior to visit → Go to part (b) of this question

b) If you were to visit Lincoln Boyhood NMEM in the future, how would your personal group prefer to obtain information about the park? Please mark (●) all that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Cell phone apps for travel/tourism or GPS device
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Lincoln Boyhood NMEM website: www.nps.gov/libo
<input type="radio"/>	<input type="radio"/>	Other websites — which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	Social media (such as Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	<input type="radio"/>	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

2. There are two Lincoln parks in Lincoln City: Lincoln Boyhood NMEM is a unit of National Park System and Lincoln State Park is managed by Indiana Department of Natural Resources. Prior to this visit, were you aware of two different Lincoln parks?

☐ Yes ☐ No

3. a) Were all members of your personal group residents of the area within 60 miles of Lincoln Boyhood NMEM?

☐ No ☐ Yes → Go to Question 4

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.

2. Answer the questions carefully since each question is different.

3. For questions that use circles (○), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this: ⊗ ⊘ ⊙

4. Seal it in the postage-paid envelope provided.

5. Drop it in a U.S. mailbox.

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 will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by Lincoln Boyhood National Memorial. 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. We estimate that it will take about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: lenale@uidaho.edu

- b) Was visiting Lincoln Boyhood NMEM the primary reason that nonresident members of your personal group came to the area (within 60 miles)?

☐ Yes ☐ No

4. Which other attractions in the local area did your personal group visit? Please mark (●) all that apply.

☐ None → **Go to Question 5**

☐ Lincoln State Park ☐ Holiday World/Splashin' Safari

☐ Lincoln Pioneer Village ☐ Lincoln City Post Office

☐ Other (Please specify) _____

5. a) On this trip, did anyone in your personal group stay overnight **away from** their **permanent residence** in the Lincoln Boyhood NMEM area (within 60 miles of the park)?

☐ Yes ☐ No → **Go to Question 6**

- b) If YES, how many nights were spent in the Lincoln Boyhood NMEM area (within 60 miles of the park).

_____ Number of nights

- c) Where and in which type(s) of accommodations did your personal group spend the night(s) in the area? Please mark (●) all that apply for each location.

Accommodation	Location			
	Rockport/ Owensboro	Santa Clause/Dale	Evansville	Jasper
Lodge, hotel, motel, vacation rental, B&B, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RV/trailer camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tent camping in developed campground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seasonal residence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residence of friends or relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. a) For you only, if you had been unable to visit Lincoln Boyhood NMEM on this trip, would you have visited at another time?

☐ No, unlikely ☐ Yes, likely → **Go to Question 7**

- b) If NO, what would you have done with the time you spent on this trip? Please mark (●) one.

☐ Gone somewhere else → Distance from home _____

– OR –

Location _____
(Place, city, & state)

☐ Vacated at home

☐ Gone to work at my regular job

☐ Not sure/none of these

7. a) On this visit, did your personal group have any trouble locating Lincoln Boyhood NMEM?

☐ Yes ☐ No → **Go to Question 8**

- b) If YES, what was the difficulty? Please be specific. _____

8. a) On this visit, how much time did your personal group spend visiting the Lincoln Boyhood NMEM? (Please list partial hours as ¼, ½, ¾.) If you did not spend any time, please write "0."

_____ Number of hours at Visitor Center

_____ Number of hours at Living Historical Farm

_____ **Total** number of hours at Lincoln Boyhood NMEM

- b) On this visit, did your personal group visit Lincoln Boyhood NMEM on more than one day?

☐ Yes ☐ No → **Go to part 8d**

- c) If YES, on how many days did you visit the park? _____ Number of days

- d) On this visit, how many vehicles did your personal group use to arrive at the memorial? If you did not arrive by vehicle, please write "0."

_____ Number of vehicles

9. a) For nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Lincoln Boyhood NMEM area (within 60 miles of the park)? Please mark (●) **one**.

☐ Car ☐ Motorcycle ☐ SUV/truck/van
☐ Motorhome ☐ Airplane
☐ Other (Please specify) _____

- b) What was your primary destination on this trip?

☐ Lincoln Boyhood NMEM - **OR** - Location _____ (Place, city, & state)

10. a) On this visit, in which activities did your personal group participate within Lincoln Boyhood NMEM? Please mark (●) **all** that apply in column (a).

- b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending pioneer demonstrations at Living Historical Farm
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Learning history
<input type="radio"/>	<input type="radio"/>	Nature study (birdwatching, wildflower viewing, etc.)
<input type="radio"/>	<input type="radio"/>	Participating in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Shopping in park bookstore
<input type="radio"/>	<input type="radio"/>	Viewing exhibits
<input type="radio"/>	<input type="radio"/>	Visiting the Living Historical Farm
<input type="radio"/>	<input type="radio"/>	Visiting the visitor center
<input type="radio"/>	<input type="radio"/>	Walking/hiking
<input type="radio"/>	<input type="radio"/>	Watching the film
<input type="radio"/>	<input type="radio"/>	Other – this visit (Specify) _____
<input type="radio"/>	<input type="radio"/>	Other – future visit (Specify) _____

- c) Which **one** of the above activities was the primary reason your personal group visited Lincoln Boyhood NMEM on this visit?

11. a) During this visit to Lincoln Boyhood NMEM, did your personal group have any personal interaction with a park ranger other than on the tour?

☐ Yes ☐ No → **Go to Question 12**

- b) If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park ranger. Please mark (●) **one** response for each item.

	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. a) Which places did your personal group visit at Lincoln Boyhood NMEM during this trip? Please mark (●) **all** that apply.

☐ Exhibits shelter ☐ Animals in the pasture
☐ Lincoln Spring Trail ☐ Boyhood Nature Trail
☐ Memorial Visitor Center ☐ Cabin Site Memorial
☐ Nancy Lincoln's Grave Site ☐ Lincoln Boyhood Trail
☐ Picnic area (at visitor center) ☐ Living Historical Farm
☐ Trail of Twelve Stones ☐ Picnic area (at shelter)

- b) On this trip, which area of Lincoln Boyhood NMEM did your personal group visit **first**? Please mark (●) **only one**.

☐ Memorial Visitor Center area ☐ Living Historical Farm area

13. a) On this visit to Lincoln Boyhood NMEM, did your personal group attend any ranger-led programs/talks?

☐ Yes ☐ No → **Go to Question 14**

If YES, please rate the following aspects of the program/talk. Please mark (●) **one** for each aspect.

b) Program length ☐ Too short ☐ About right ☐ Too long

c) Topics discussed on program ☐ Of interest ☐ Not of interest

d) Is there any aspect of the story that needs to be strengthened?

☐ No ☐ Yes → e) Please be specific. _____

14. a) On a future visit to Lincoln Boyhood NMEM, would your personal group be interested in attending ranger-led programs? Please mark (●) **one**.

☐ Yes, likely ☐ No, unlikely → **Go to Question 15**

b) If YES, what length of program would you like to attend? Please mark (●) **one**.

☐ Under 1/2 hour ☐ 1/2 - 1 hour ☐ 1 - 2 hours

☐ Other (from _____ to _____)

c) What time of day would be most suitable for your personal group to attend a ranger-led program/talk? Please mark (●) **one**.

☐ Between 8am and 10am ☐ Between 10am and noon

☐ After noon to 2pm ☐ Between 2pm to 4pm

☐ Other (Please specify) _____

d) If your personal group were to visit Lincoln Boyhood NMEM in the future, which topics would you like to learn about in interpretive programs? Please mark (●) **all** that apply.

☐ Not interested in interpretive programs → **Go to Question 15**

☐ Lincoln's education ☐ National Park Service

☐ Lincoln family ☐ Natural resources

☐ Milk sickness ☐ Park history

☐ Pioneer skills ☐ Thomas Lincoln Cabinets

☐ Other (Please specify) _____

15. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Lincoln Boyhood NMEM during this visit.

b) For only those services and facilities that your personal group **used**, please rate their **importance** to your visit from 1-5.

c) For only those services and facilities that your personal group **used**, please rate their **quality** from 1-5.

a) Services/facilities used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
---	--	---

☐ Access for people with disabilities _____

☐ Assistance from visitor center staff _____

☐ Bookstore sales items
(selection, price, etc.) _____

☐ Junior Ranger program _____

☐ Museum exhibits _____

☐ Orientation film _____

☐ Park brochure/map _____

☐ Parking _____

☐ Picnic areas _____

☐ Pioneer demonstrations at
Living Historical Farm _____

☐ Ranger or volunteer-led programs _____

☐ Restrooms _____

☐ Trail guides _____

☐ Trails _____

☐ Visitor center (cleanliness, maintenance, etc.) _____

- d) Which items would your personal group would like to have available for purchase at the visitor center bookstore on a future visit? Please mark (●) **all** that apply.

- ☐ Additional publications (books, brochures, etc.)
List subject that you are interested in _____
- ☐ Souvenir items (tee shirts, etc.)
- ☐ Convenience items (disposable cameras, batteries, bottled water, etc.)
- ☐ Other (Please specify) _____

16. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Lincoln Boyhood NMEM during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. If you were to visit Lincoln Boyhood NMEM in the future, how would your personal group prefer to learn about cultural and natural history/features of Lincoln Boyhood NMEM? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 18**
- ☐ Audiovisual programs (DVD, video, or audio) ☐ Cell phone tour
- ☐ Indoor exhibits ☐ Outdoor exhibits
- ☐ Interactive computer programs ☐ Ranger-led programs
- ☐ Park website: www.nps.gov/libo ☐ Smart phone apps
- ☐ Social media (Facebook, Twitter, etc.) ☐ Special events
- ☐ Volunteer opportunities
- ☐ Hands-on activities with touchable subjects/artifacts
- ☐ Living history demonstrations/costumed interpretive programs
- ☐ Other electronic media (downloadable digital files, podcasts, etc.)
- ☐ Self-guided tour with printed materials (brochures, books, maps, etc.)
- ☐ Other (Please specify) _____

18. On this visit to Lincoln Boyhood NMEM, how did your personal group pay the entrance fee? Please mark (●) **one**.

- ☐ Were not aware that entrance fee is required
- ☐ Were aware that entrance fee is required, but we didn't go inside the visitor center
- ☐ Were aware that entrance fee is required, but believed the fee was included in the Lincoln State Park fee
- ☐ Cash/check
- ☐ Interagency Pass/Senior Pass/Access

19. a) Prior to receiving this questionnaire, was anyone in your personal group aware of other nationally significant sites that commemorate the life and legacy of Abraham Lincoln? Please mark (●) **Yes or No** for each site.

- b) Has anyone in your personal group ever visited these sites or do you have a plan to visit in the future? Please mark (●) **all** that apply for each site.

a) **Aware of site?**

Yes	No
-----	----

b) **Visited or planned to visit?**

Not interested in visiting	Visited in the past	Visiting on this trip	Plan to visit in the future
----------------------------	---------------------	-----------------------	-----------------------------

- | | | | | | | |
|-----------------------|-----------------------|--|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | Lincoln Home National Historic Site, Springfield, IL | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | Lincoln Tomb, Springfield, IL | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | Lincoln Birthplace National Historical Park, Hodgenville, KY | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | Lincoln Memorial, Washington, DC | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | Other (Please specify below) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- c) How important were the following factors in your personal group's decision to visit Lincoln Boyhood NMEM? Please mark (●) **one** for each factor.

Factor	Not at all important	Slightly important	Moderately important	Very important	Extremely important
--------	----------------------	--------------------	----------------------	----------------	---------------------

- | | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| A national park site | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A Lincoln related site | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A place to get off the highway | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Something else to do while we were in the area | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

20. For your personal group, please estimate expenditures for the items listed below for this visit to Lincoln Boyhood NMEM and the surrounding area (within 60 miles of the park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Lincoln Boyhood NMEM.
- b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 60 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Lincoln Boyhood National Memorial.

	EXPENDITURES		
	a) Inside park	b) Outside park	
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)	
Lodge, hotel, motel, cabin, B&B, etc.	n/a	\$	
Lincoln State Park camping fee	n/a	\$	
Other camping fees and charges	n/a	\$	
Restaurants and bars	n/a	\$	
Groceries and takeout food	n/a	\$	
Gas and oil (auto, RV, boat, etc.)	n/a	\$	
Other transportation expenses (rental cars, auto repairs, but NOT airfare)	n/a	\$	
Holiday/World admission fees	n/a	\$	
Other admission, entertainment fees	\$	\$	
All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$	\$	

- c) How many people do the above expenses cover?
- Adults (18 years or over) Children (under 18 years)
- Please write "0" if no children were covered by the expenditures.

21. a) What did your personal group like **most** about your visit to Lincoln Boyhood NMEM?

b) What did your personal group like **least** about your visit to Lincoln Boyhood NMEM?

22. a) For you only, which category best represents your annual **household** income? Please mark (●) only **one**.

- ☐ Less than \$24,999 ☐ \$50,000-\$74,999 ☐ \$150,000-\$199,999
- ☐ \$25,000-\$34,999 ☐ \$75,000-\$99,999 ☐ \$200,000 or more
- ☐ \$35,000-\$49,999 ☐ \$100,000-\$149,999 ☐ Do not wish to answer

b) How many people are in your household? Number of people

c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) "None" or specify the amount forgone.

☐ None - OR - Amount forgone \$

23. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

- a) Commercial guided tour group ☐ Yes ☐ No
- b) School/educational group ☐ Yes ☐ No
- c) Other (scouts, work, church, etc.) ☐ Yes ☐ No

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

Number of people in organized group

24. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) only **one**.

- ☐ Alone ☐ Friends
- ☐ Family ☐ Family and friends
- ☐ Other (Please specify)

b) On this visit, how many people were in your personal group, including yourself?

Number of people in personal group

c) On this visit, how many times did your personal group enter Lincoln Boyhood NMEM during your stay in the area (within 60 miles of the park)? _____ Number of entries

25. For your personal group on this visit, please provide the following. (If you do not know the answer, please leave it blank).

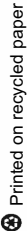
	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) & d) Number of visits to Lincoln Boyhood NMEM (including this visit)	c) Past 12 months	d) Lifetime
Yourself	_____	_____		_____	_____
Member #2	_____	_____		_____	_____
Member #3	_____	_____		_____	_____
Member #4	_____	_____		_____	_____
Member #5	_____	_____		_____	_____
Member #6	_____	_____		_____	_____
Member #7	_____	_____		_____	_____

26. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

- ☐ Some high school
- ☐ High school diploma/GED
- ☐ Some college
- ☐ Bachelor's degree
- ☐ Graduate degree

27. Is there anything else your personal group would like to tell us about your visit to Lincoln Boyhood NMEM?

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.



Box 1139

VISITOR SERVICES PROJECT
PARK STUDIES UNIT
COLLEGE OF NATURAL RESOURCES
UNIVERSITY OF IDAHO
875 PERIMETER DRIVE
MOSCOW ID 83843-9960



POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 163 MOSCOW ID



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83844-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, we used five variable group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and visitor's place of residence proximity to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor's place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and non-respondent's average age and group size. The p-values represent the significance levels of these tests. If the p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park
3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park
4. Average age of respondents – average age of non-respondents = 0
5. Average group size of respondents – average group size of non-respondents = 0

As shown in Tables 2 to 5, the p-values for respondent/non-respondent comparisons for age and distance from home to the park are less than 0.05, indicating significant differences between respondents and non-respondents. The results indicate some biases occurred due to non-response. Visitors at younger age ranges (especially 45 and younger) and visitors traveling with friends were underrepresented in the survey results. The differences, however, were not found in other variables. Results of the study in this report only reflect the simple frequencies. Inferences of the survey results should be weighted to counterbalance the effects of nonresponse bias.

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