
Visitor Services Project Lincoln Boyhood National Memorial Report Summary

- This report describes the results of a visitor study at Lincoln Boyhood National Memorial during July 3-9, 1997. A total of 520 questionnaires were distributed to visitors. Visitors returned 415 questionnaires for an 80% response rate.
- This report profiles Lincoln Boyhood National Memorial visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Eighty-one percent of the visitor groups were family groups. Twenty-seven percent of visitor groups were groups of four and 26% of the groups were groups of two. Thirty-six percent of visitors were age 15 or younger and 27% were in the 31-45 age group.
- Eighty-four percent of visitors were making their first visit of the past twelve months to Lincoln Boyhood National Memorial and 64% were making their first visit of the past five years. Thirty-nine percent of the visitor groups spent two hours at the park while 25% spent one hour. Seventy percent of visitor groups made their first stop in the visitor center area.
- United States visitors were from Indiana (48%), Illinois (10%), Kentucky (8%), 36 other states and Washington, D.C. There were not enough international visitors to provide reliable information.
- On this visit, the most common activities were visiting the Living Historical Farm (93%), visiting the Memorial Visitor Center (87%) viewing museum exhibits (66%) and walking or day hiking (59%).
- Previous visits (31%), travel guides/tour books (25%), and maps (23%) were the most used sources of information by visitor groups. Seven percent of visitor groups received no information prior to their visit.
- Thirty-five percent of visitor groups indicated that an interest in history was their primary reason for visiting the park and another 30% listed visiting an Abraham Lincoln site as their primary reason.
- The most commonly visited sites in the park were the Living Historical Farm (92%), the Cabin Site Memorial (88%), the Memorial Visitor Center (87%) and Nancy Hanks Lincoln's grave (80%).
- In regard to the use, importance and quality of services, it is important to note the number of visitor groups that responded to each question. The services that were most used by 375 respondents were grounds maintenance (87%) and living farm maintenance (87%). According to visitors, the most important services were restrooms (93% of 271 respondents) and visitor center maintenance (92% of 295 respondents). The highest quality services were visitor center maintenance (98% of 294 respondents) and grounds maintenance (95% of 315 respondents).
- Fifty-two percent of visitor groups were unaware of the entrance fee for the park. Forty-one percent of visitor groups were willing to pay a higher fee if the money would help support park operations.
- Sixty-three percent of visitor groups felt that auto and train traffic within the park does not impact the setting of the living farm, while 14% indicated that there were impacts from the traffic.
- Thirty-nine percent of visitor groups spent from \$1 to \$50 on lodging, travel, food or "other" items such as souvenirs, film and gifts in the Lincoln Boyhood National Memorial area. Thirteen percent spent no money. Of the total expenditures by groups, 32% was for lodging and 28% was for food. The average *visitor group* expenditure as \$112. The average *per capita* expenditure was \$28.
- Ninety-four percent of visitor groups rated the overall quality of visitor services at Lincoln Boyhood National Memorial as "very good" or "good." Less than one percent of groups rated services as "very poor." Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the
University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.
