Lincoln Boyhood
National Memorial
Visitor Study

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

   ![Circle symbols](image)

   Like this: ○  Not like this: ✗ ✗ ✗ ○

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

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

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**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
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).

   O 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).

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

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?

   O Yes
   O No

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

   O No ➔ Go to Question 4
   O Yes
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.

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Rockport/ Owensboro</th>
<th>Santa Clause/Dale</th>
<th>Evansville</th>
<th>Jasper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodge, hotel, motel, vacation rental, B&amp;B, etc.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>RV/trailer camping</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Tent camping in developed campground</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Seasonal residence</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Residence of friends or relatives</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Other (Please specify)</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

______________________________
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?
   O No, unlikely   O 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.
   O Gone somewhere else  ➔ Distance from home ________________
      – OR –
      Location ____________________________
      (Place, city, & state)
   O Vacationed at home
   O Gone to work at my regular job
   O Not sure/none of these

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

- O Car
- O Motorcycle
- O SUV/truck/van
- O Motorhome
- O Airplane
- O Other (Please specify) ________________________________

b) What was your primary destination on this trip?

- O 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).

<table>
<thead>
<tr>
<th>a) This visit</th>
<th>b) Future visit</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>O</td>
<td>Attending pioneer demonstrations at Living Historical Farm</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Attending ranger-led talks/programs</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Learning history</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Nature study (birdwatching, wildflower viewing, etc.)</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Participating in Junior Ranger program</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Picnicking</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Shopping in park bookstore</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Viewing exhibits</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Visiting the Living Historical Farm</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Visiting the visitor center</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Walking/hiking</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Watching the film</td>
</tr>
<tr>
<td>O</td>
<td>n/a</td>
<td>Other – this visit (Specify) __________________________</td>
</tr>
<tr>
<td>n/a</td>
<td>O</td>
<td>Other – future visit (Specify) __________________________</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpfulness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Courteousness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of information provided</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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  O Too short  O About right  O Too long

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

d) Is there any aspect of the story that needs to be strengthened?
   O No  O 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.
   O Yes, likely  O No, unlikely  ❯ Go to Question 15

b) If YES, what length of program would you like to attend? Please mark (●) one.
   O Under 1/2 hour  O 1/2 - 1 hour  O 1 - 2 hours
   O 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.
   O Between 8am and 10am  O Between 10am and noon
   O After noon to 2pm  O Between 2pm to 4pm
   O 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.
   O Not interested in interpretive programs  ❯ Go to Question 15

   O Lincoln’s education  O National Park Service
   O Lincoln family  O Natural resources
   O Milk sickness  O Park history
   O Pioneer skills  O Thomas Lincoln Cabinets
   O 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.

<table>
<thead>
<tr>
<th>a) Services/facilities used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1=Not at all important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td></td>
<td>2=Slightly important</td>
<td>2=Poor</td>
</tr>
<tr>
<td></td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td></td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td></td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

- O Access for people with disabilities
- O Assistance from visitor center staff
- O Bookstore sales items (selection, price, etc.)
- O Junior Ranger program
- O Museum exhibits
- O Orientation film
- O Park brochure/map
- O Parking
- O Picnic areas
- O Pioneer demonstrations at Living Historical Farm
- O Ranger or volunteer-led programs
- O Restrooms
- O Trail guides
- O Trails
- O 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
-       -       -       -       -

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)
- Indoor exhibits
- Interactive computer programs
- Park website: www.nps.gov/libo
- Social media (Facebook, Twitter, etc.)
- 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? | b) Visited or planned to visit?
--- | ---
| | Not interested in visiting | Visited in the past | Visiting on this trip | Plan to visit in the future |
- Yes | No |

- Lincoln Home National Historic Site, Springfield, IL

- Lincoln Tomb, Springfield, IL

- Lincoln Birthplace National Historical Park, Hodgenville, KY

- Lincoln Memorial, Washington, DC

- Other (Please specify below)

| | o | o | o | o | o |
| | o | o | o | o | o |
| | o | o | o | o | o |
| | o | o | o | o | o |
| | o | o | o | o | o |

| | o | o | o | o | o |

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

<table>
<thead>
<tr>
<th>Factor</th>
<th>Not at all important</th>
<th>Slightly important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>A national park site</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>A Lincoln related site</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>A place to get off the highway</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Something else to do while we were in the area</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Inside park</th>
<th>b) Outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spent no money (●)</td>
<td>O ➔ Go to (b)</td>
<td>O ➔ Go to (c)</td>
</tr>
<tr>
<td>Lodge, hotel, motel, cabin, B&amp;B, etc.</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Lincoln State Park camping fee</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Other camping fees and charges</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Other transportation expenses</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>(rental cars, auto repairs, but NOT airfare)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holiday World admission fees</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Other admission, entertainment fees</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)</td>
<td>$__________</td>
<td>$__________</td>
</tr>
</tbody>
</table>

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.

  O Less than $24,999  O $50,000-$74,999  O $150,000-$199,999

  O $25,000-$34,999  O $75,000-$99,999  O $200,000 or more

  O $35,000-$49,999  O $100,000-$149,999  O 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.

  O 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  O Yes  O No

b) School/educational group  O Yes  O No

c) Other (scouts, work, church, etc.)  O Yes  O 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.

  O Alone  O Friends

  O Family  O Family and friends

  O 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).

<table>
<thead>
<tr>
<th>a) Current age</th>
<th>b) U.S. ZIP code or name of country other than U.S.</th>
<th>c) Past 12 months</th>
<th>d) Lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

O Some high school  O Bachelor’s degree

O High school diploma/GED  O Graduate degree

O Some college

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.
OFFICIAL BUSINESS

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
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Moscow, Idaho  83844-1139