

Visitor Services Project
Lincoln Home
National Historic Site

Visitor Services Project Report 24
Cooperative Park Studies Unit
National Park Service

Visitor Services Project

Lincoln Home National Historic Site

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Report 24

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Visitor Services Project
Lincoln Home National Historic Site
Report Summary

- This report describes the results of a study of visitors to Lincoln Home National Historic Site during July 2-8, 1989. Four hundred forty-five questionnaires were distributed and 359 returned, an 81% response rate.
- A separate Appendix has their comments about the park and their visit. Summaries of these comments are in in this report.
- Eighty-three percent of visitors came in family groups. Thirty percent of visitors were 31-45 years old; 18% were under 11 years of age. First-time visitors comprised 63% of Lincoln Home visitation. Forty-eight percent of American visitors came from Illinois.
- Sixty-one percent of visitors stayed one day in the Springfield area; 46% stayed at Lincoln Home NHS for two hours. Visiting the visitor center (92%) and touring the Lincoln Home (82%) were the most common activities.
- Thirty-eight percent of visitor groups started their visit by parking in the visitor parking lot; 34% started via the Seventh and Jackson Streets' intersection.
- The average visitor group expenditure was approximately \$42.00; the average per capita amount spent was about \$13.00. Sixty-three percent of Lincoln Home visitor groups spent from \$1-50.00; 19% spent from \$51-100.00. Thirty-six percent of their expenditures were on lodging, 33% on food, 15% on travel, and 16% on other items in the Springfield area.
- The total estimated expenditures by Lincoln Home visitors on lodging, food, travel and "other" during the study week was \$276,500. An estimated equivalent of 442 full-time jobs were supported by these expenditures for that study week. For the study week, estimated sales (direct and indirect) were \$371,900, and the estimated income generated was \$161,100.
- A previous visit provided 48% of visitors with information about Lincoln Home.
- Eighty-four percent of visitors obtained Lincoln Home tour tickets, 90% of those that obtained tickets actually went on the tour. Eighty-three percent had to wait before starting their tour.
- Fifty-two percent of visitors preferred ticket issue be first-come, first-served; 42% wanted a combination of advance reservations and first-come, first-served.
- Approximately 75% viewed the visitor center exhibits. The usefulness of the Lincoln Home tour and the visitor center film were rated highly.

For more information on the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 (208) 885-7129.

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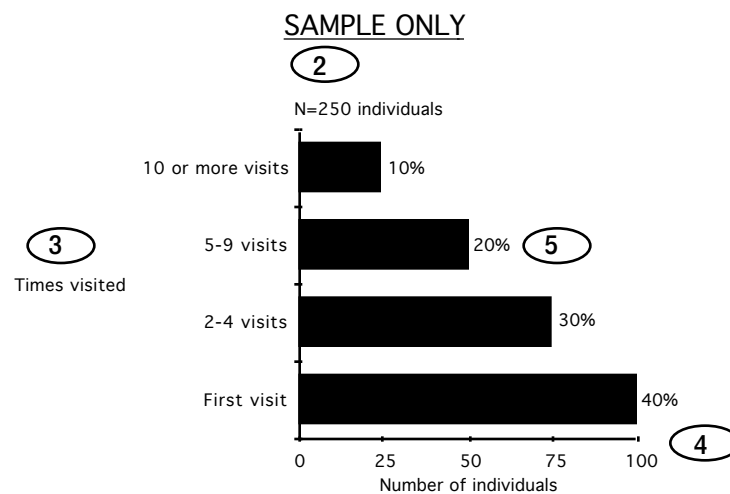
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INTRODUCTION

This report describes the results of a study of visitors to Lincoln Home National Historic Site (referred to as "Lincoln Home"). This visitor study was conducted July 2-8, 1989 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. Finally, an Appendix presents the methods and limitations of the special analysis. A separate Appendix includes a copy of the comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) Figure 4: Number of visits

- 1: The figure title is a general description of the graph's information.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use **CAUTION** when interpreting any data with a sample size of less than 30, as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the item number in each category; proportions may be shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors entering Lincoln Home NHS during July 2-8, 1989. Visitors completed the questionnaire during or after their visit and then returned it by mail.

Questionnaire design

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Sampling

Visitors were contacted at two sites: on Jackson Street adjacent to the visitor center and at the intersection of Eighth and Jackson Streets. Visitors entering the park at these intersections were sampled using a selected interval.

Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, a two minute interview followed. These interviews included determining group size and the age of the adult who would complete the questionnaire. That individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Data analysis

Two weeks following the survey, a postcard reminder was mailed to all participants. Questionnaires returned within ten weeks were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and individual group members. Thus, the sample size ('N'), varies from figure to figure. For example, while Figure 1 shows information for 355 groups, Figure 3 presents data for 1224 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause

the number in the sample to vary from figure to figure. For example, although 359 questionnaires were returned, Figure 1 shows data for only 355 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Special analysis: Measuring the Economic Impact of Lincoln Home

To provide information about the impact of Lincoln Home visitation for the study week on the Springfield economy, the VSP undertook a special economic analysis.

A customized version of the USDA Forest Service IMPLAN model was used. The IMPLAN model used visitor spending, national averages for industry shares and county level data to provide estimates of sales, income and jobs. The analysis focused upon Sangamon County. Conservative spending estimates were made, based on the VSP sample of visitors taken during July 2-8, 1989. Lincoln Home visitor spending levels in the Springfield area were probably either near or at their highest point of the year.

A detailed description of the methods and limitations of this special analysis is in the Appendix.

Limitations

Like all surveys, this study has limitations which should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.

2. The data reflect visitor use patterns during the study period of July 2-8, 1989. The results do not necessarily apply to visitors using the national historic site during other times of the year.

3. Visitors to Lincoln Home on the first days of the study may have been in Springfield primarily to attend events for the city's annual celebration of "Lincoln Fest." This affects the week's representativeness as a typical summer week, since it would occur during what is probably the city's highest visitation period.

4. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION**" is included in the graph, figure or table.

RESULTS

A. Visitors contacted

Four hundred eighty-seven visitor groups were contacted; 91% accepted questionnaires. Three hundred fifty-nine visitor groups completed and returned their questionnaires, an 81% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias is insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent	445	42.1	355	42.8
Group size	445	4.1	355	4.1

B. Characteristics

Visitor group sizes varied from one person to forty-two people (see Figure 1). Thirty-two percent of Lincoln Home visitors came in groups of four people, 25% in groups of two. Families accounted for 83% of visitor groups, as shown in Figure 2.

Figure 3 shows a wide range of age groups; the most common were adults 31-45 years of age (30%) and children 10 years or younger (18%). Sixty-three percent were on their first visit to Lincoln Home and 33% had visited 2-4 times, as seen in Figure 4.

Foreign visitors comprised 2% of all visitation. Map 1 and Table 2 show that most foreign visitors came from European countries (51%). Map 2 and Table 3 show that American visitors commonly came from Illinois (48%), Missouri (7%), and Wisconsin (6%).

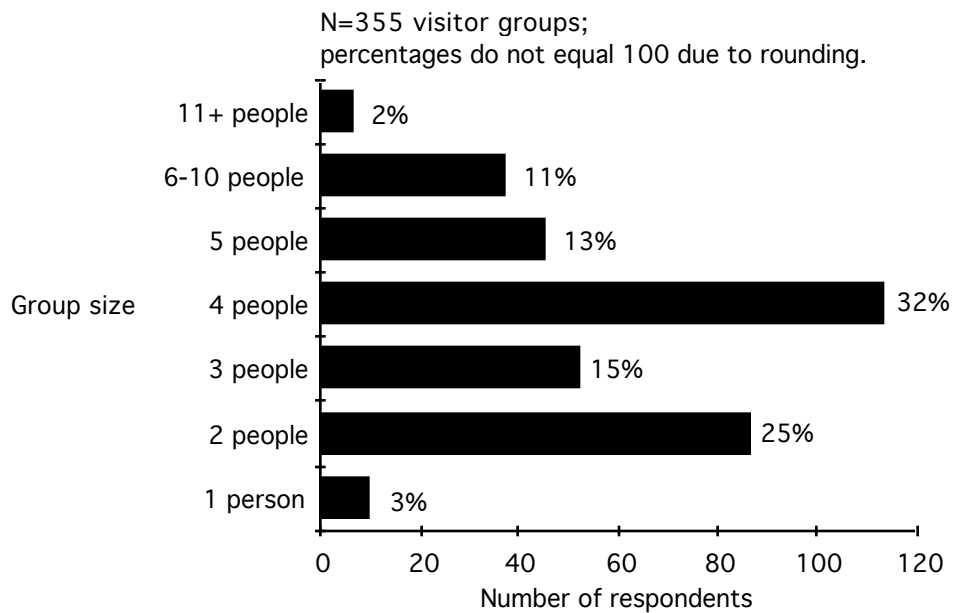


Figure 1: Visitor group sizes

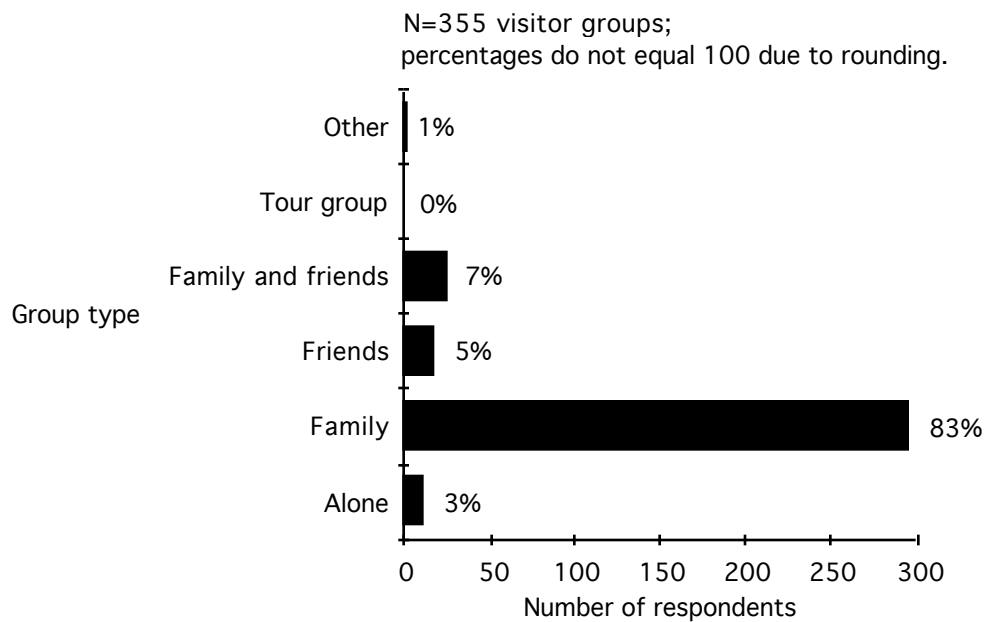


Figure 2: Visitor group types

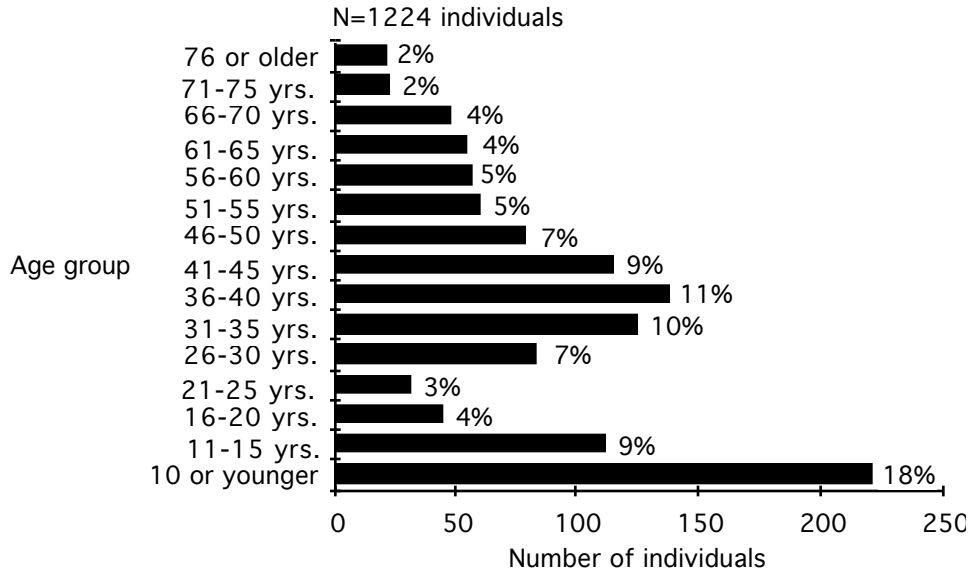


Figure 3: Visitor ages

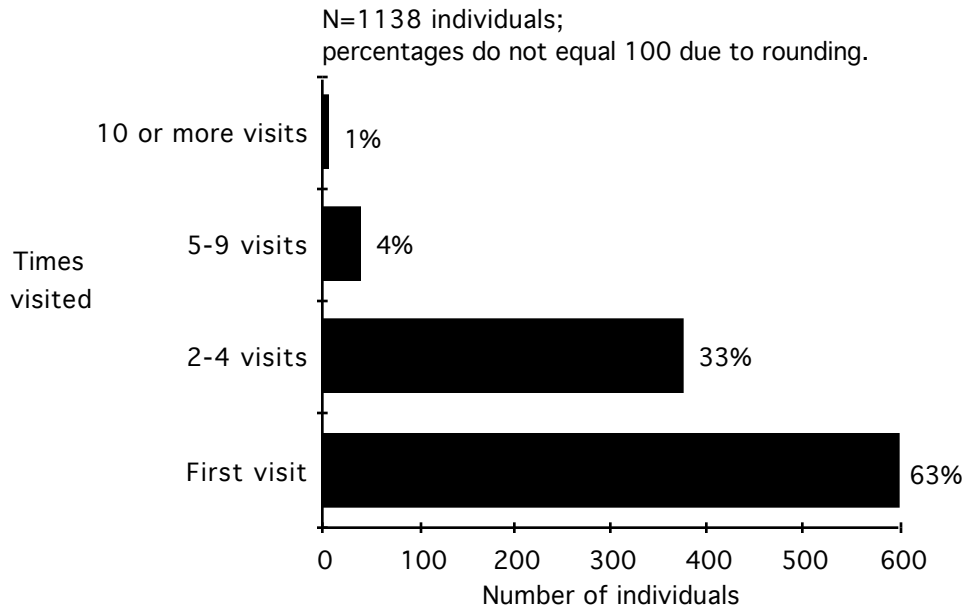


Figure 4: Number of visits



Map 1: Proportion of foreign visitors by country

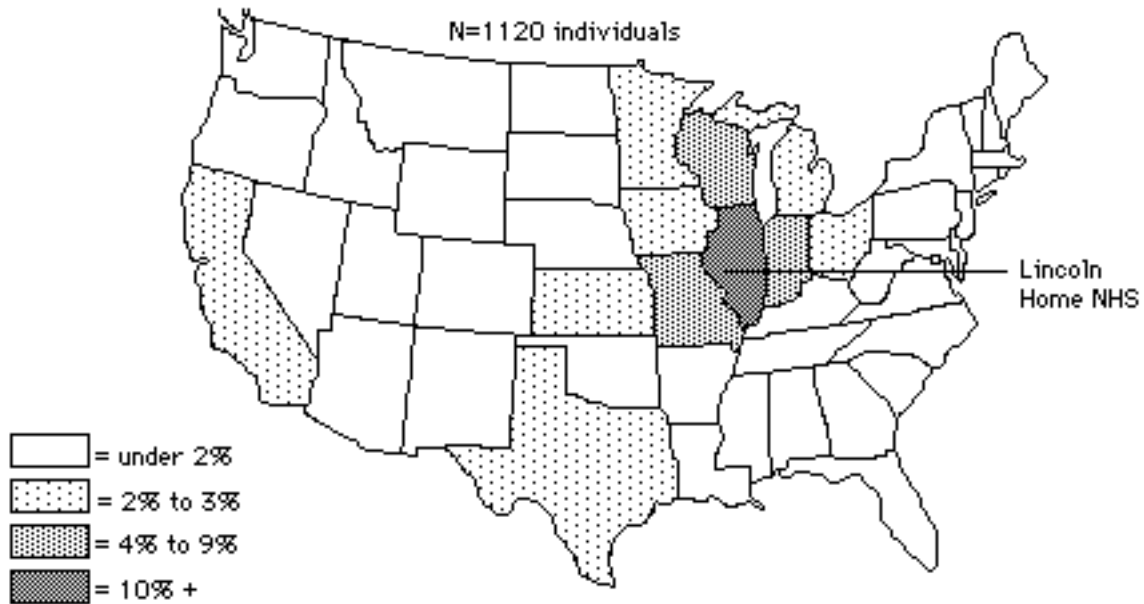
Table 2: Proportion of foreign visitors by country

CAUTION

N=28 individuals;

individual country percentages do not equal 100 due to rounding.

Country	Number of Individuals	Percent of foreign visitors
West Germany	5	18
United Kingdom (U.K.)	4	14
Belgium	3	11
India	3	11
Peru	3	11
Philippines	3	11
Canada	2	7
Japan	2	7
Ireland	1	4
Switzerland	1	4
Venezuela	1	4



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=1120 individuals;
individual state percentages do not total to 100 due to rounding.

State	Number of individuals	Percent of visitors
Illinois	537	48
Missouri	77	7
Wisconsin	63	6
Indiana	48	4
Ohio	37	3
Minnesota	36	3
Iowa	31	3
Texas	29	3
California	28	2
Michigan	24	2
Kansas	22	2
Other states (27)	188	17

C. Length of stay

Sixty-one percent of Lincoln Home visitor groups stayed one day in the Springfield area; 26% stayed two days (Figure 5). Forty-six percent of Lincoln Home visitor groups stayed in the park for two hours; 25% stayed for only one hour (Figure 6).

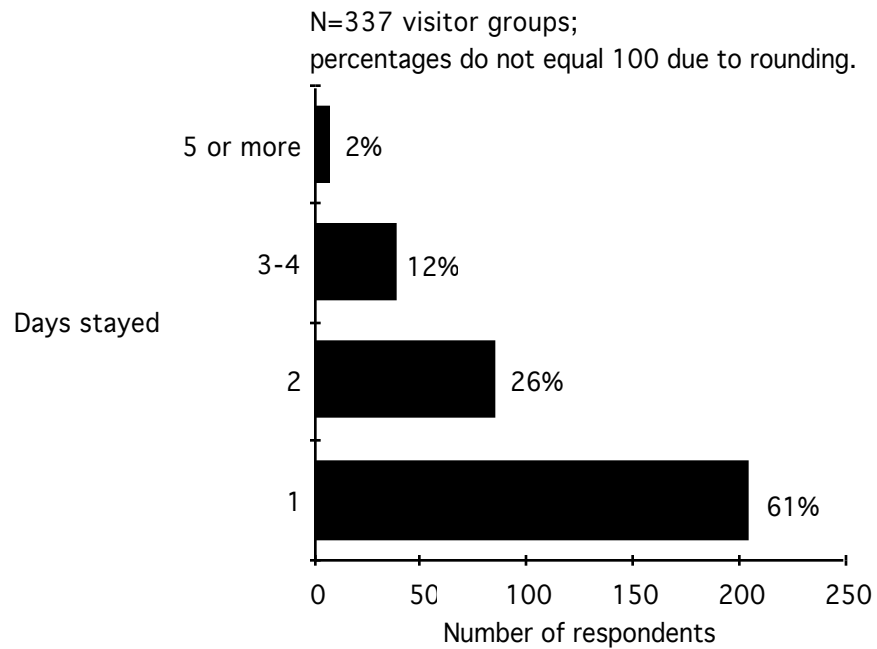


Figure 5: Number of days visitors spent in the Springfield area

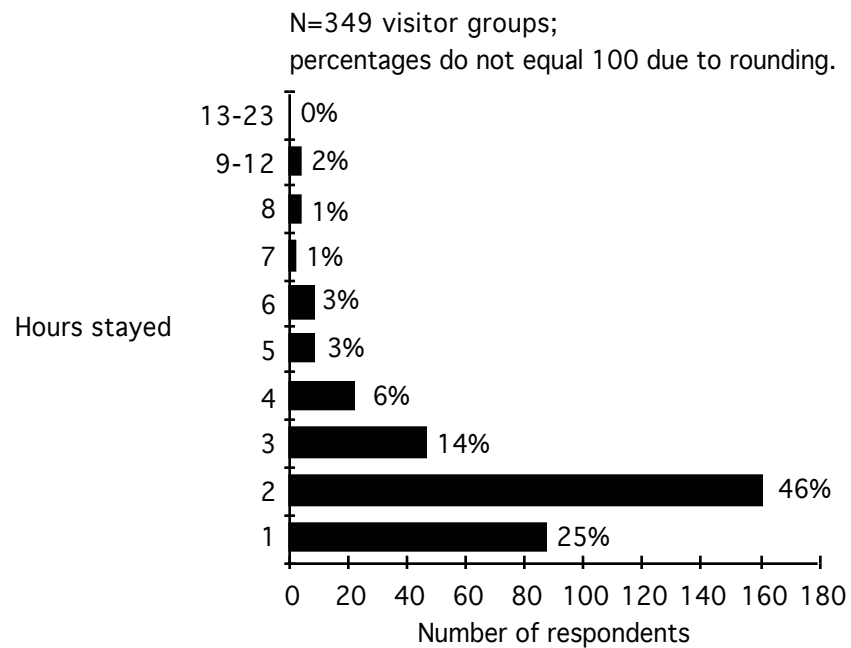


Figure 6: Number of hours visitors spent inside Lincoln Home NHS

D. Activities

Visitor activities commonly included visiting the visitor center (92%), going on a tour of the Lincoln Home (82%), and taking a self-guided walk (71%), as shown in Figure 7.

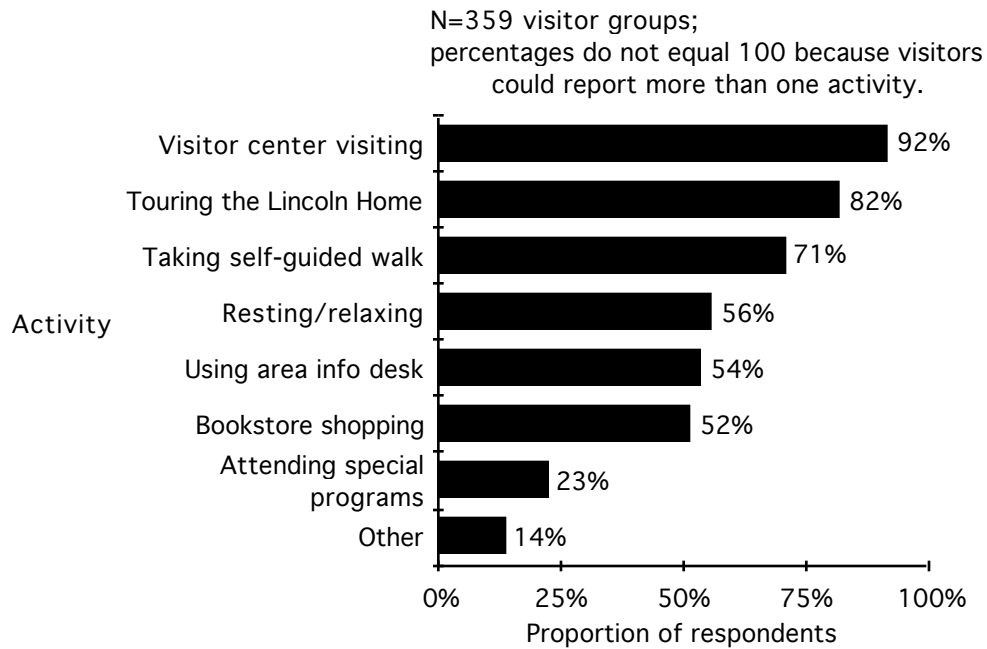
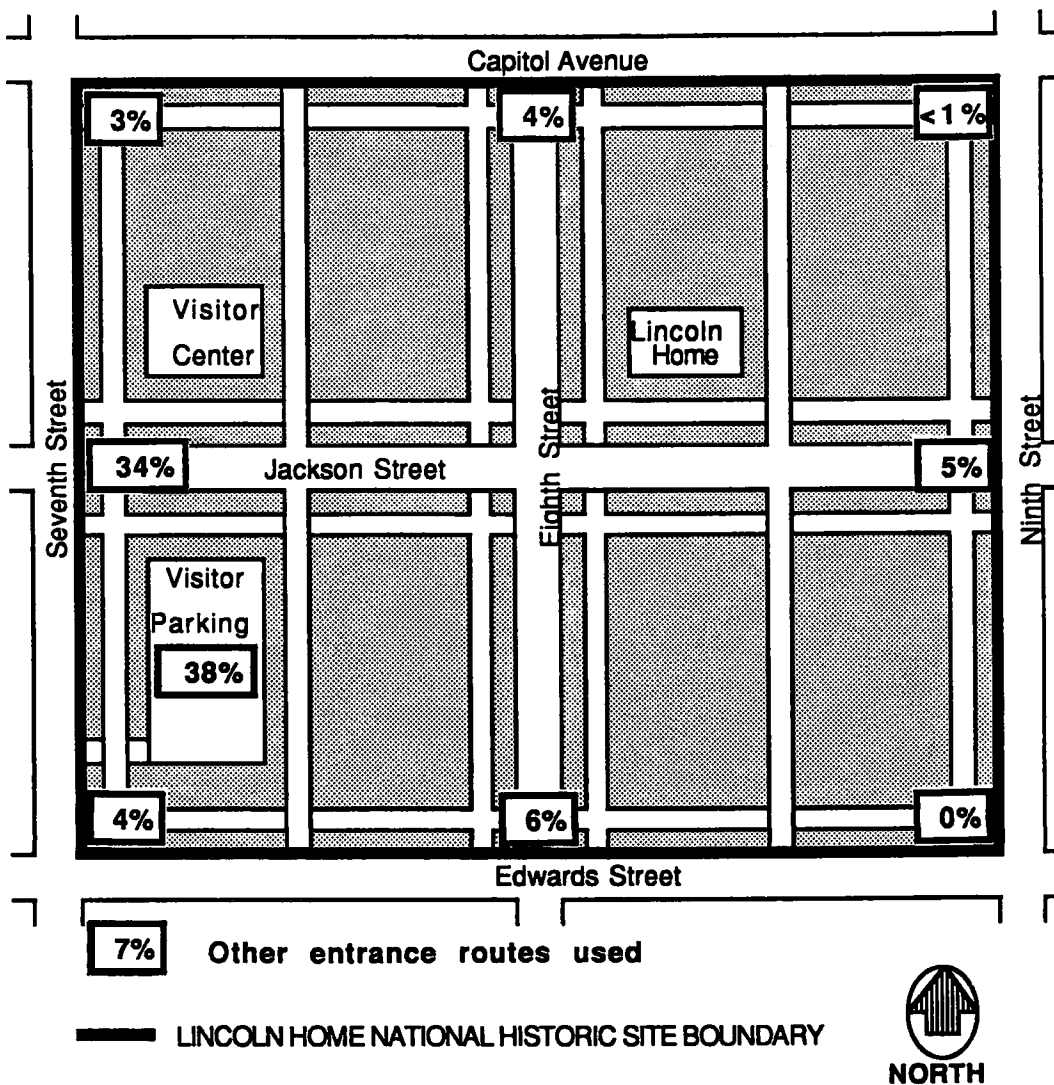


Figure 7: Proportion of visitor groups participating in each activity

E. Locations

The most commonly used routes into Lincoln Home NHS, as shown in Map 3, were via the visitor parking lot (38%) and Seventh and Jackson Streets (34%).

N=282 visitor groups;
percentages do not equal 100 due to rounding.



Map 3: Proportion of visitor groups entering by location

F. Expenditures

The average visitor group expenditure in the Springfield area was approximately \$42.00; the average per capita amount spent was about \$13.00. Total expenditures made by visitor groups to Lincoln Home in the Springfield area were: 63% spent \$1.00

to \$50.00 and 19% spent \$51.00 to \$100.00 (Figure 8). In the Springfield area, Lincoln Home visitors spent 36% of their money on lodging, 33% on food, 15% on travel, and 16% on other items (Figure 9).

Forty-three percent of visitor groups with a member visiting from out of town spent \$26-50.00 on lodging for that night (see Figure 10). Seventeen percent of these visitor groups reported that no money was spent on lodging for the night prior to their visit, while 26% spent from \$51-75.00.

Figures 11-13 show that visitor groups commonly spent \$25.00 or less on travel (70%), food (61%) and "other" items (55%) in the Springfield area on the day they received their questionnaires. Fifty-four percent of those visitor groups did not spend any money on "other" items inside Lincoln Home and 40% spent \$25.00 or less, as shown in Figure 14.

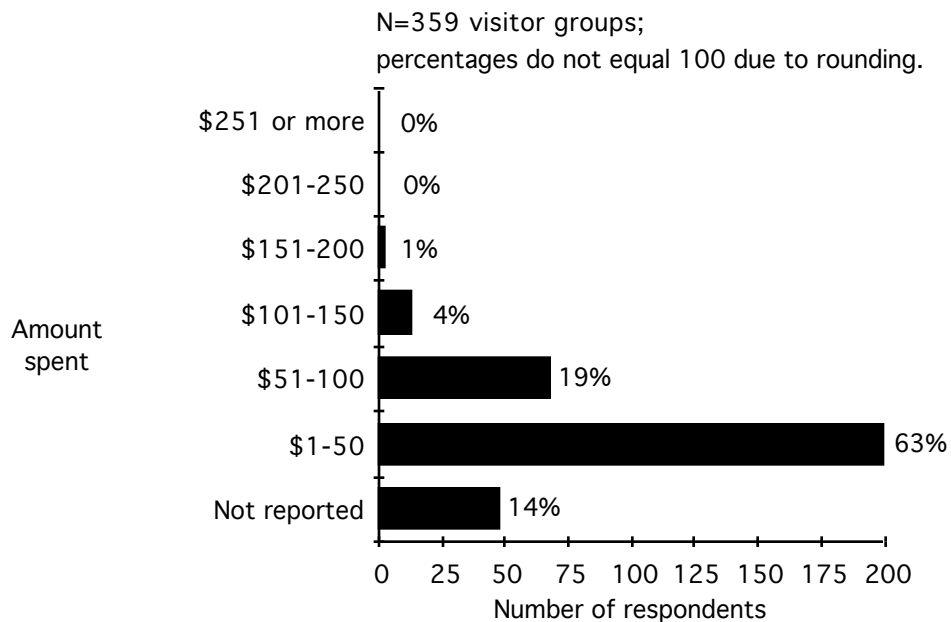


Figure 8: Total amount of visitor expenditures in the Springfield area

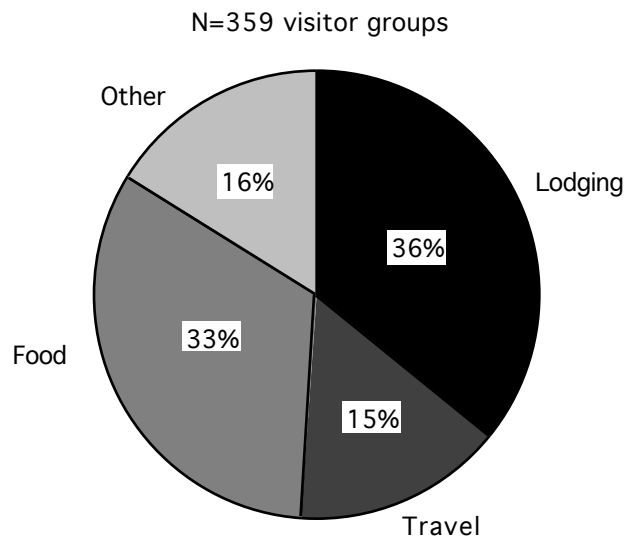


Figure 9: Proportion of visitor expenditures by category in the Springfield area

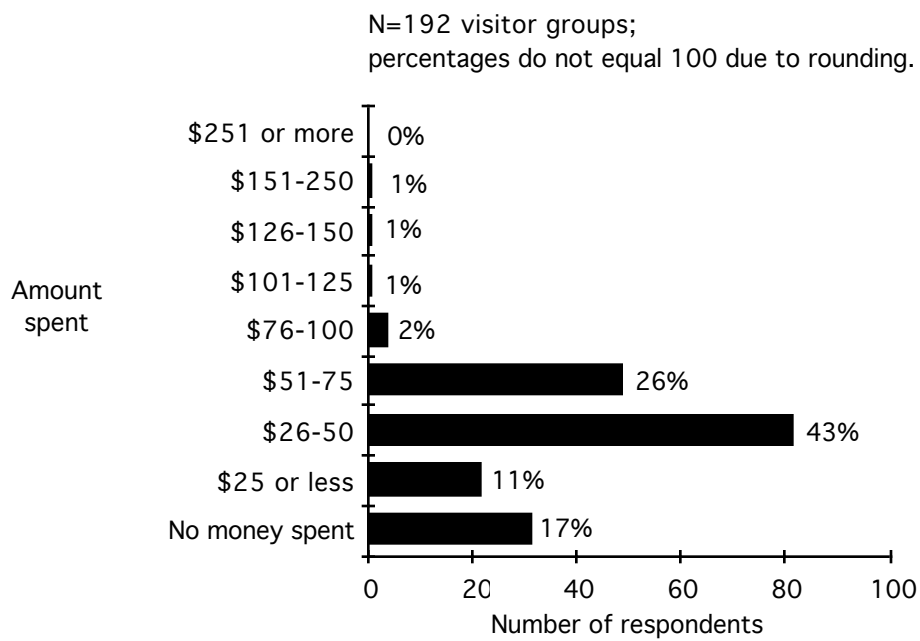


Figure 10: Visitor expenses for lodging

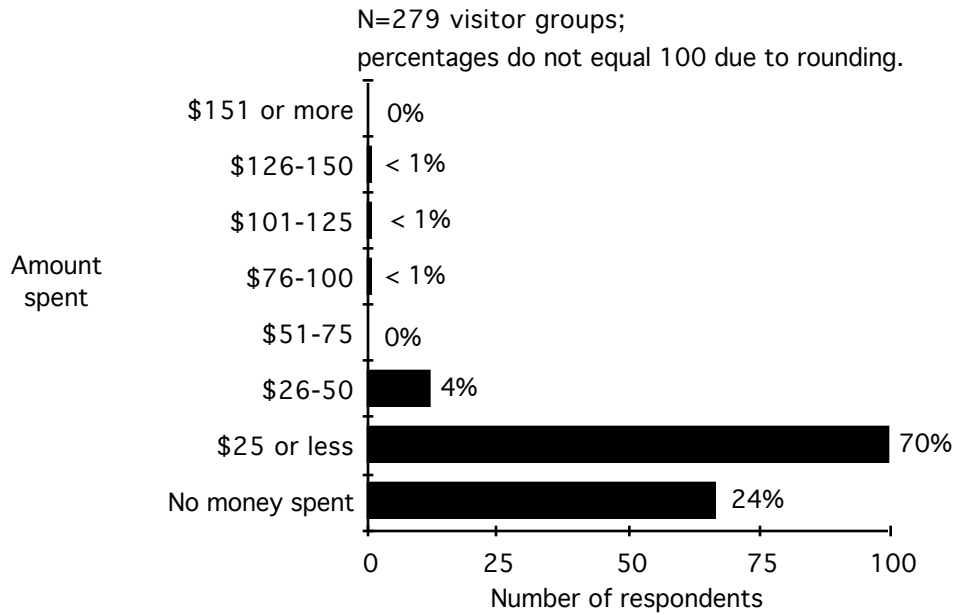


Figure 11: Visitor expenses for travel

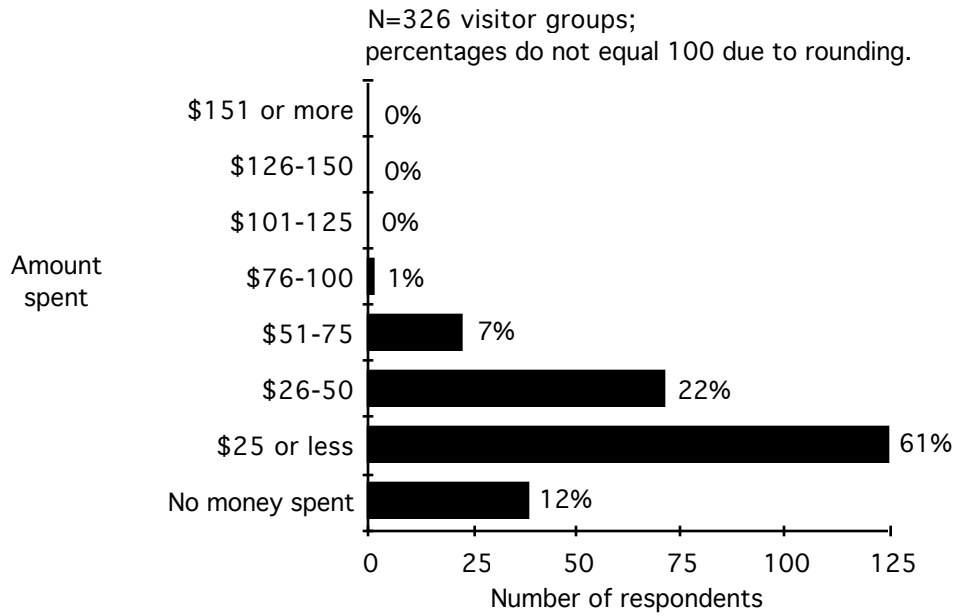


Figure 12: Visitor expenses for food

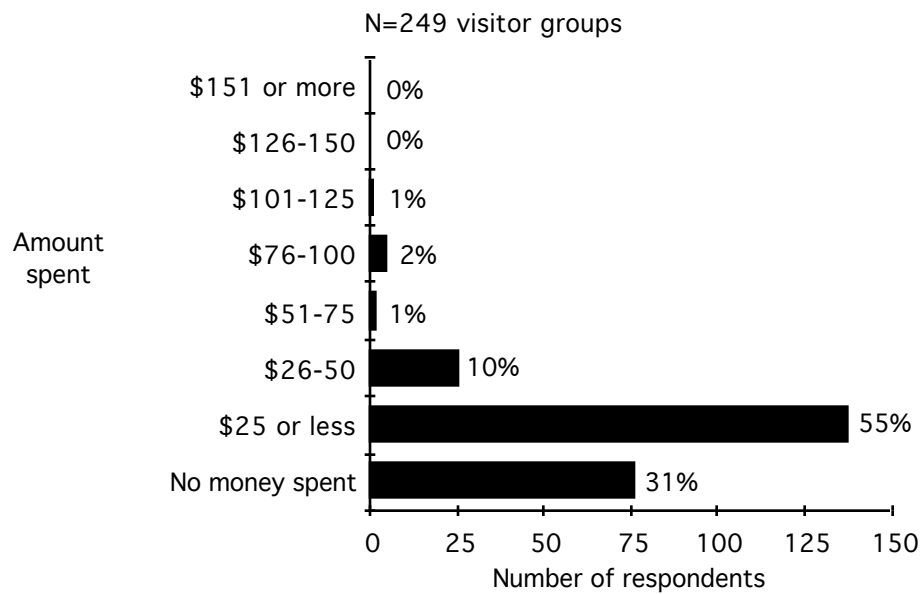


Figure 13: Visitor expenses for "other" items in the Springfield area

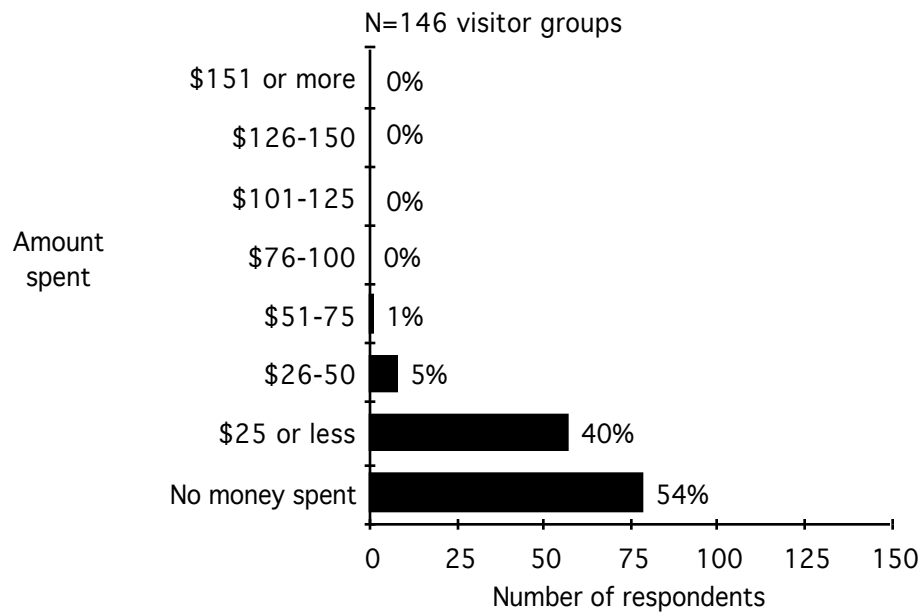


Figure 14: Visitor expenses for "other" items inside Lincoln Home NHS

The estimated total expenditures by all Lincoln Home visitors on lodging, travel, food, and "other" items during the study week was \$276,500, shown in Table 4.

Table 4: Estimated spending in Sangamon County by Lincoln Home visitors: July 2-8, 1989

Lodging	\$86,500
Travel (gas, bus fare, etc.)	47,600
Food (restaurant, self-prepared)	86,500
Other (film, gifts, etc.)	<u>55,900</u>
Total	\$276,500

Table 5 shows that Lincoln Home visitation has both direct and indirect economic impacts on Sangamon County. The IMPLAN model estimated that for the study week only: Lincoln Home visitors supported 442 full-time equivalent (FTE) jobs, generated an estimated \$371,900 in sales, and generated \$161,100 in income. For more detail on the method used and its limitations, see Appendix 1.

Table 5: Estimated employment (FTE), sales and income generated for the week in Sangamon County based upon an estimate of spending by Lincoln Home visitors: July 2-8, 1989

Category	Direct	Indirect	Total
Jobs supported (full time equivalent):	344	98	442
Sales generated:	\$276,500	\$95,400	\$371,900
Income generated:	\$99,600	\$61,500	\$161,100

G. Learning about the park

Forty-eight percent of visitor groups obtained their information about Lincoln Home from a previous visits (Figure 15). Other common sources that visitor groups consulted prior to their visit were advice from family and friends (32%), travel guides/tour books (26%), and maps or brochures (24%).

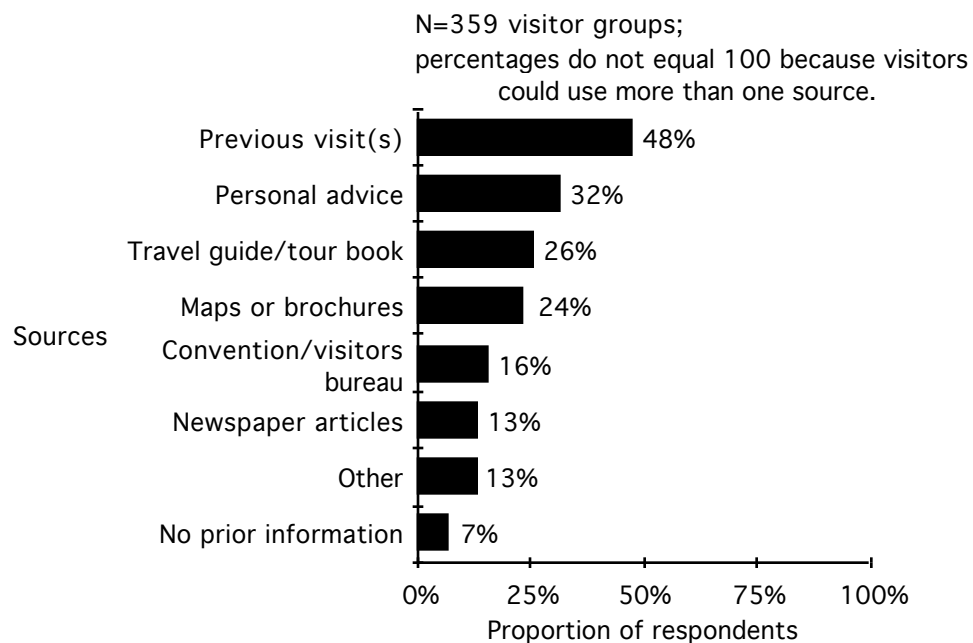


Figure 15: Proportion of visitor groups that consulted each information source

H. Touring the Lincoln Home

Eighty-four percent of visitor groups obtained a Lincoln Home tour ticket (Figure 16). Of those visitor groups who obtained tour tickets, 90% went on the Lincoln Home tour (Figure 17). Table 6 presents the reasons given by visitors with tickets for not taking the Lincoln Home tour. The most frequently mentioned reason was that the wait for the tour was too long.

Eighty-three percent of visitors had to wait to go on their tour (Figure 18). Activities that visitors did during their wait for the tour to start are presented in Table

7. The most popular activities were visiting other homes in the historic site and watching visitor center films/slides.

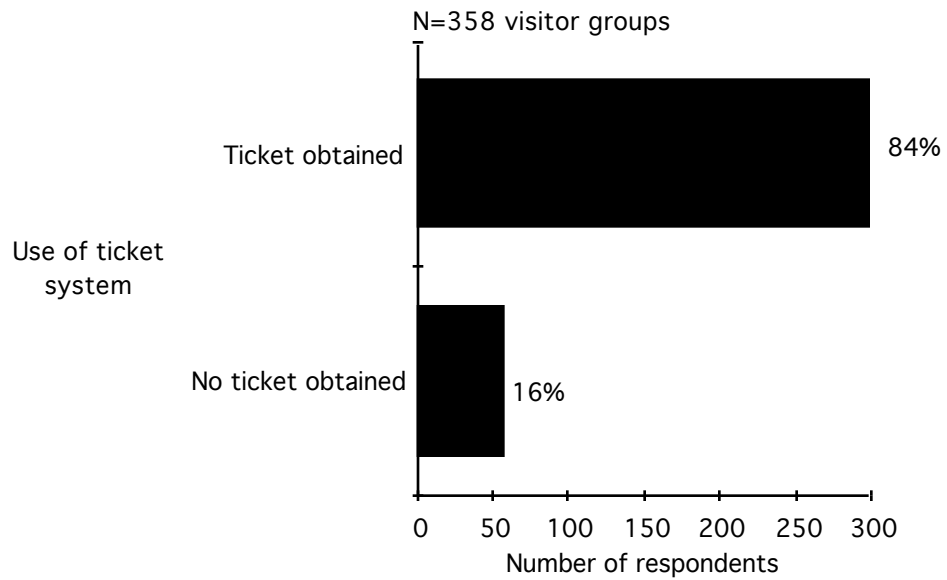


Figure 16: Visitor group use of tour ticket system

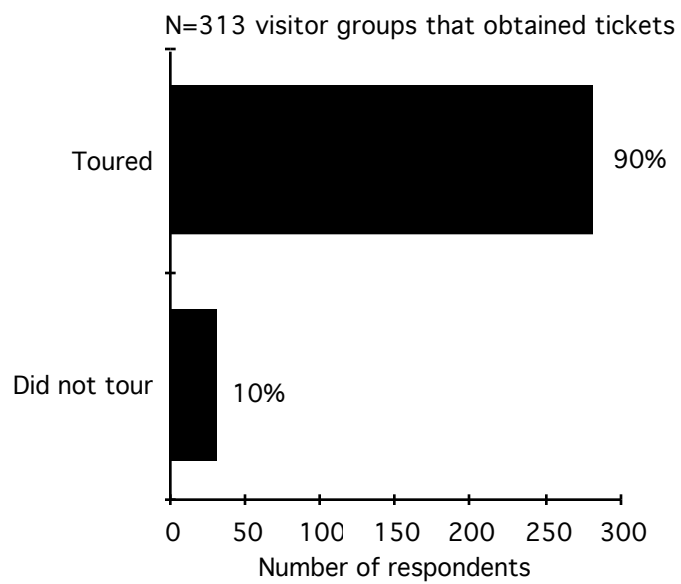


Figure 17: Visitor groups who toured Lincoln Home

Table 6: Reasons for not taking a Lincoln Home tour

N=30 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
Wait too long	16
No tickets left	6
Have taken tour before	3
Had pets with us	2
Other comments (< 2 each)	3

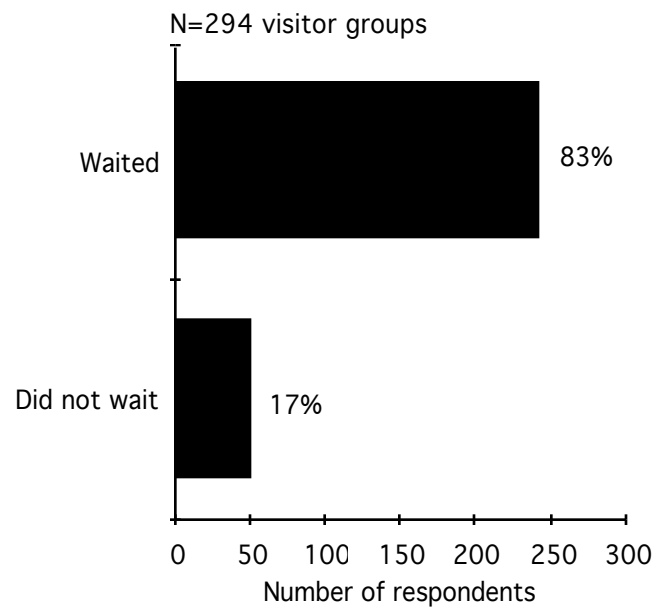


Figure 18: Necessity of waiting for tour to start

Table 7: Activities done while waiting for Lincoln Home tour

N=356 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
Visited other homes along street	75
Watched film/slides at visitor center	47
Walked around area	29
Visited visitor center	23
Visited bookstore	18
Visited Lincoln Fest booths/exhibits	18
Ate	15
Waited in Lincoln Home line	14
Talked to other people	14
Talked with tour guide while in line	12
Rested/relaxed	10
Visited Old Capitol Building	9
Sat	8
Shopped	7
Took photographs	6
Visited new State Capitol	5
Visited Lincoln's Law Offices	5
Visited Telephone Museum	4
Went to gift/ice cream shop	4
Visited other sites	4
Walked through neighborhood with guide	3
Visited the First Presbyterian Church	3
Visited Illinois State Museum	3
Stayed out of sun	3
Read plaques	3
Visited Lincoln Tomb	2
Visited Lincoln Depot	2
Visited New Salem	2
Talked to VSP park ranger	2
Other comments (< 2 each)	6

I. Ticket system

Fifty-two percent of visitor groups preferred to continue obtaining their tour tickets on a first-come, first-served basis (Figure 19). However, 42% wanted to have a combination of ticketing alternatives--first-come, first-served, and advance reservations.

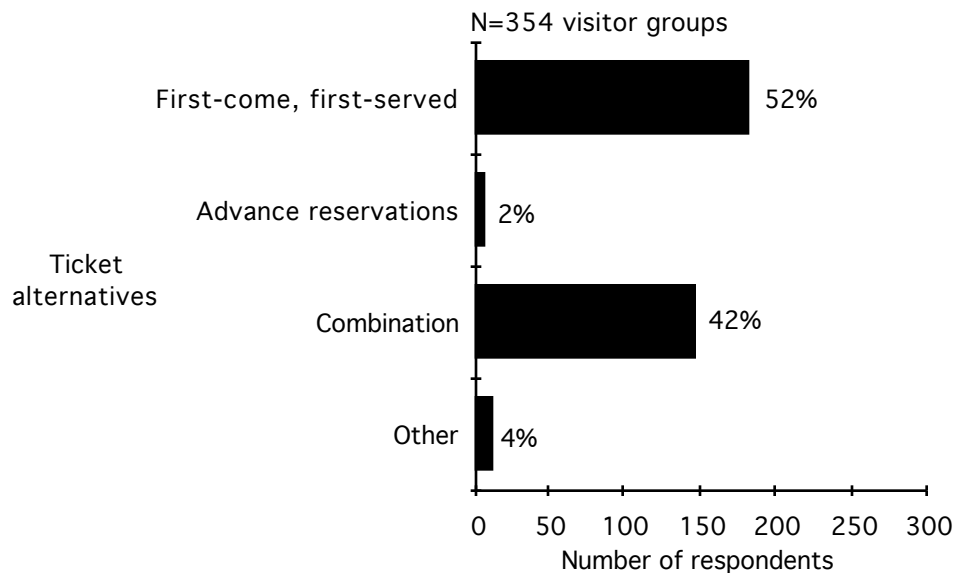


Figure 19: Preferred ticket system alternative

J. Interpretive and information service evaluation

Of those information and interpretive services available at Lincoln Home, the most commonly used were the Lincoln Home tour (80%), visitor center exhibits (75%), and the outdoor interpretive signs (72%), as shown in Figure 20. The least used service was the ranger-led walks and programs (11%), which excludes the Lincoln Home tour.

Visitors commonly rated two information and interpretive services from "extremely useful" to "very useful:" the Lincoln Home tour (74%), and the visitor center films (73%) as shown in Figures 21-27. The services rated the lowest, from "not useful" to "somewhat useful," were the outdoor interpretive signs (24%), the ticket reservation system (23%), and the ranger-led walks and programs (22%).

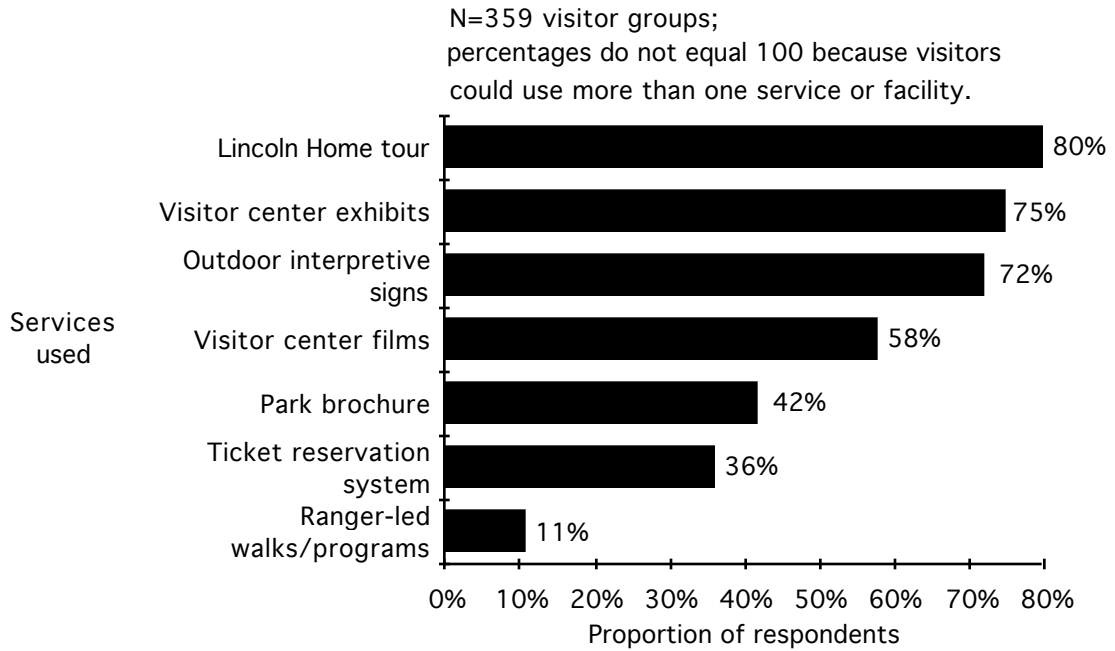


Figure 20: Proportion of visitor groups using each information and interpretive service

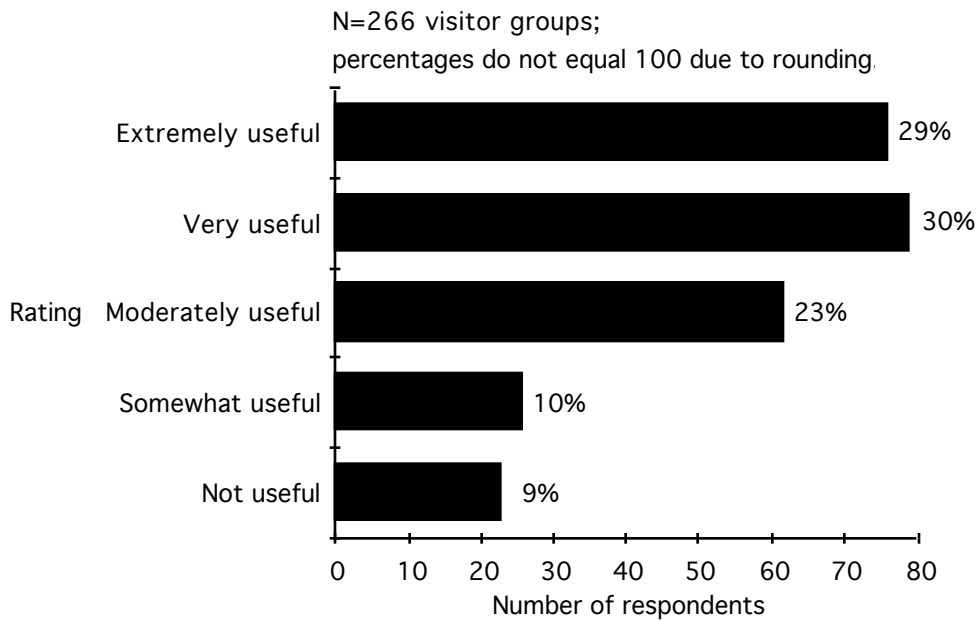


Figure 21: Ratings of visitor center exhibits

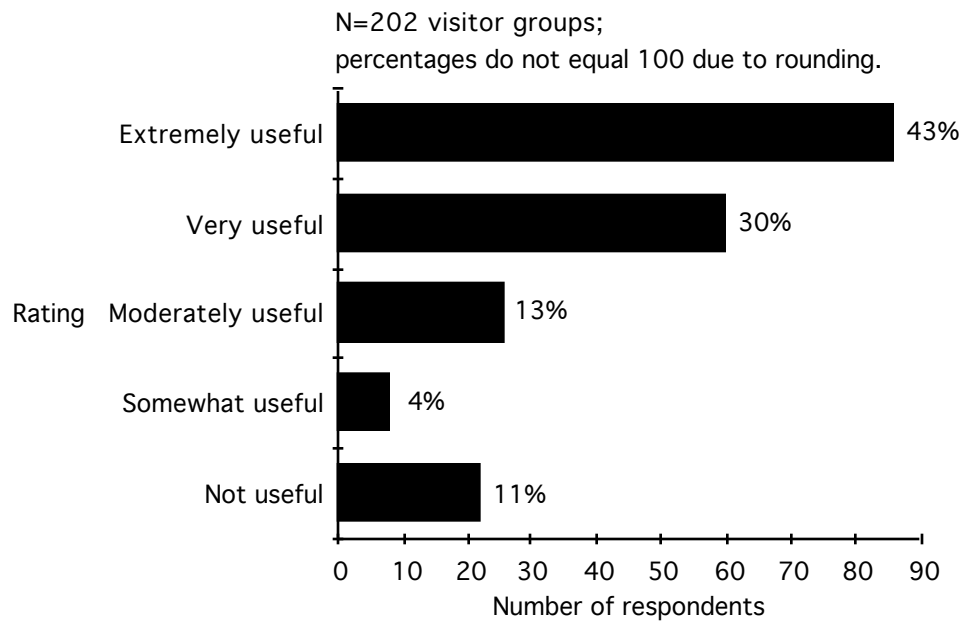


Figure 22: Ratings of visitor center films

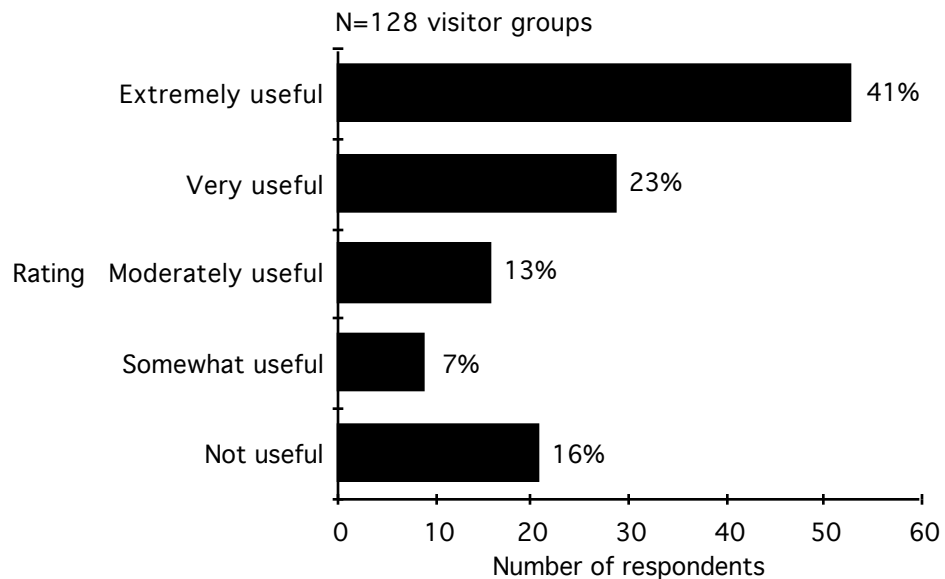


Figure 23: Ratings of the tour ticket reservation system

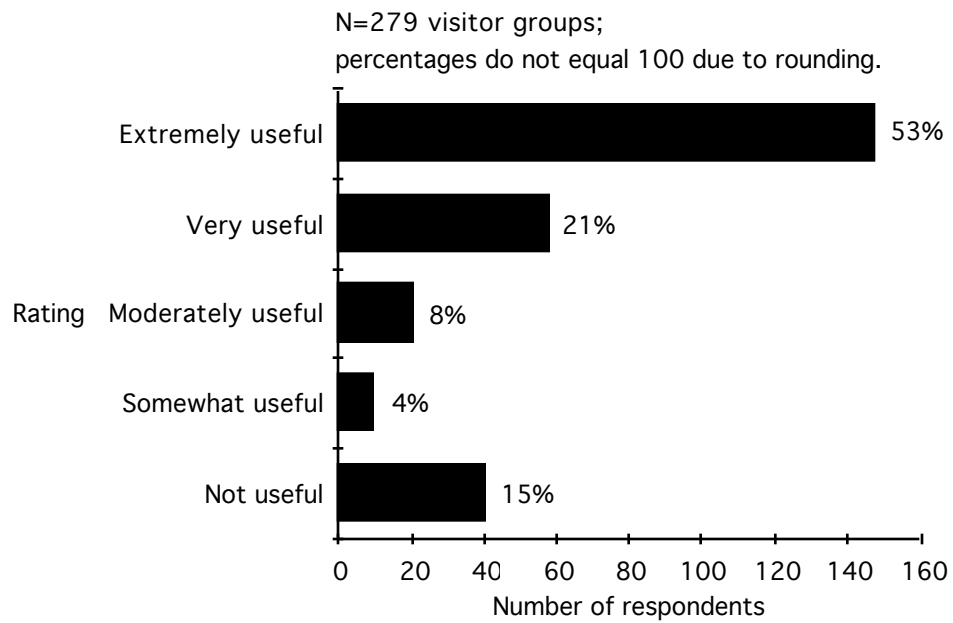


Figure 24: Ratings of the Lincoln Home tour

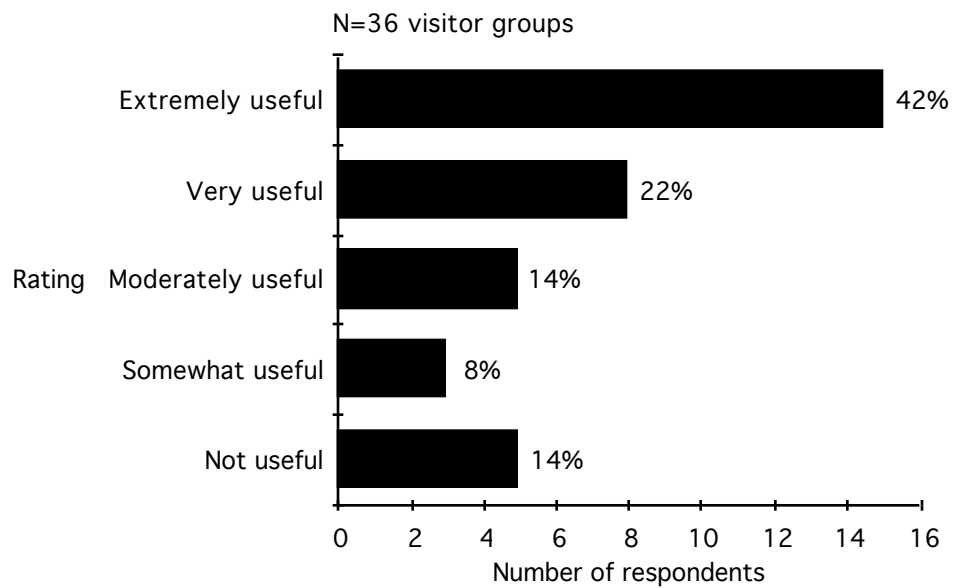


Figure 25: Ratings of the ranger-led walks and programs

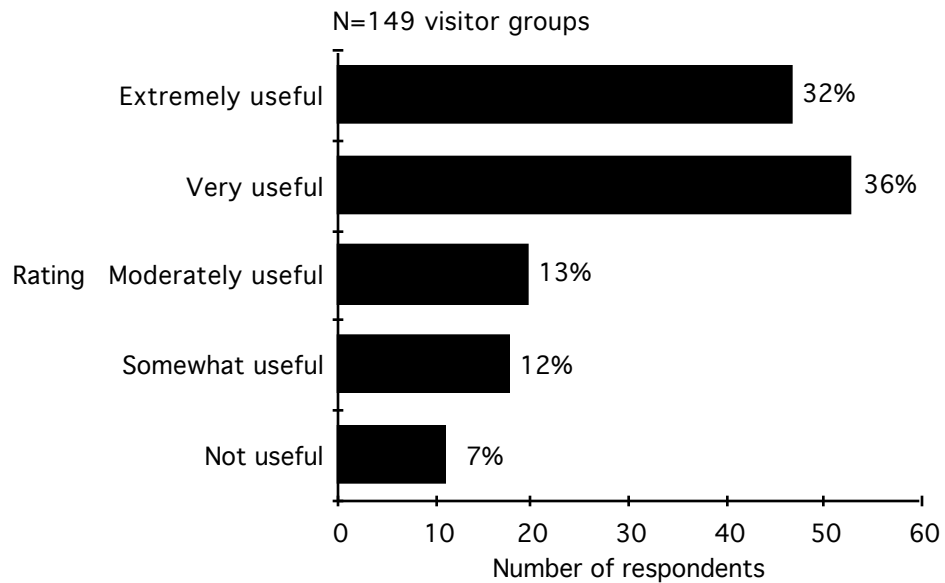


Figure 26: Ratings of the park brochure

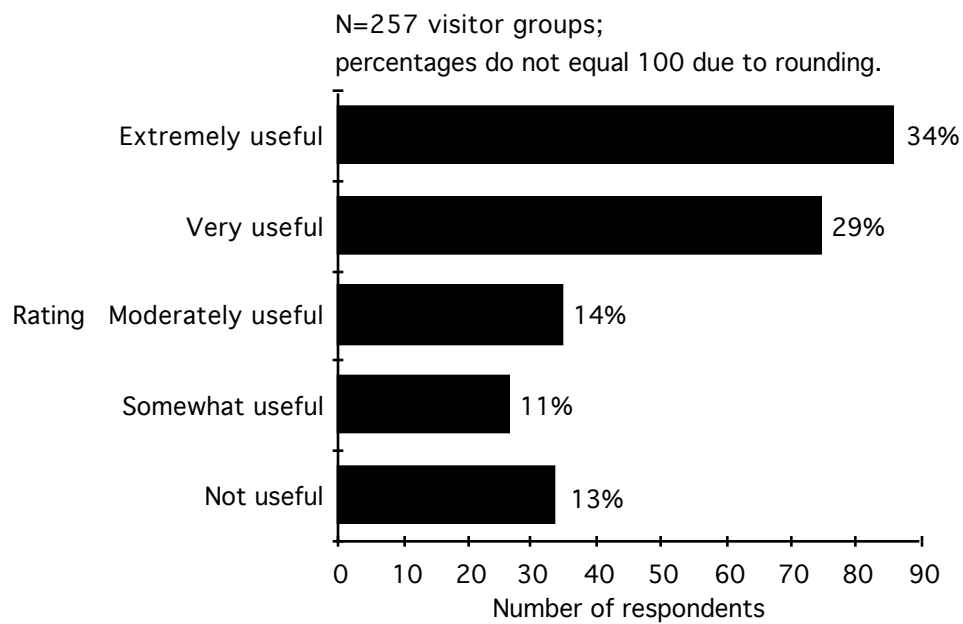


Figure 27: Ratings of the outdoor interpretive signs

K. Other sites visited

The most popular sites in the Springfield area that Lincoln Home visitors went to on the same day of their visit were Lincoln's Tomb (62%), the Old State Capitol (43%), and the Lincoln New Salem Historic Site (33%), as shown in Figure 29.

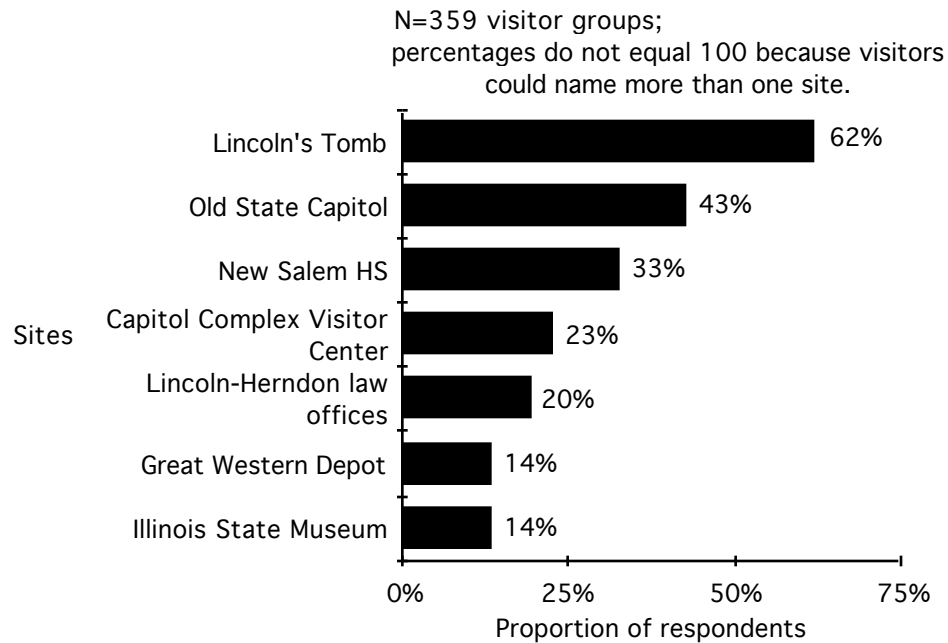


Figure 29: Other sites visited on the day of the Lincoln Home NHS visit

L. Visitation by individuals using wheelchairs

One percent of Lincoln Home visitor groups had members who used wheelchairs (Figure 30); 98% did not.

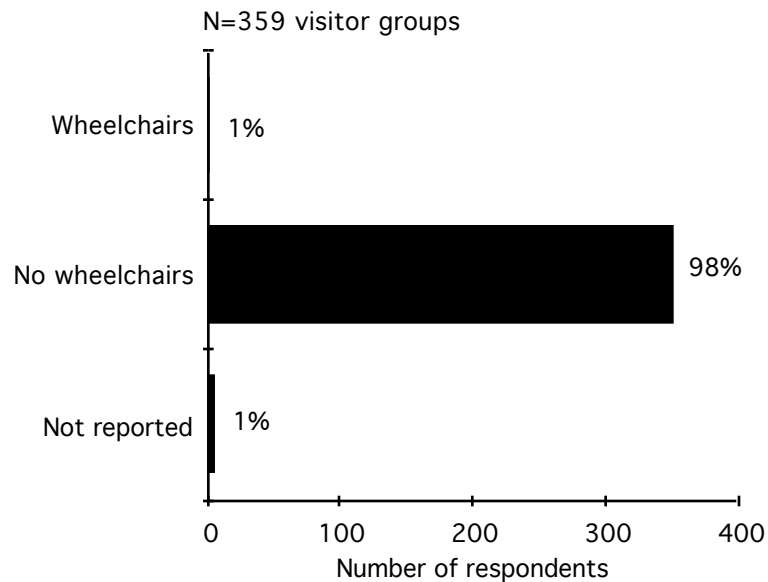


Figure 30: Proportion of visitor groups with members using wheelchairs

M. Locating the park

The majority of visitor groups (95%) did not have any difficulty locating Lincoln Home (Figure 31). The most common reasons presented by those visitors who did have difficulty locating the site were the infrequent signs, confusing one-way streets, and the lack of good signing on Interstate 55 (Table 8). Table 9 presents some of the visitors' suggestions to reduce the difficulty of locating the site.

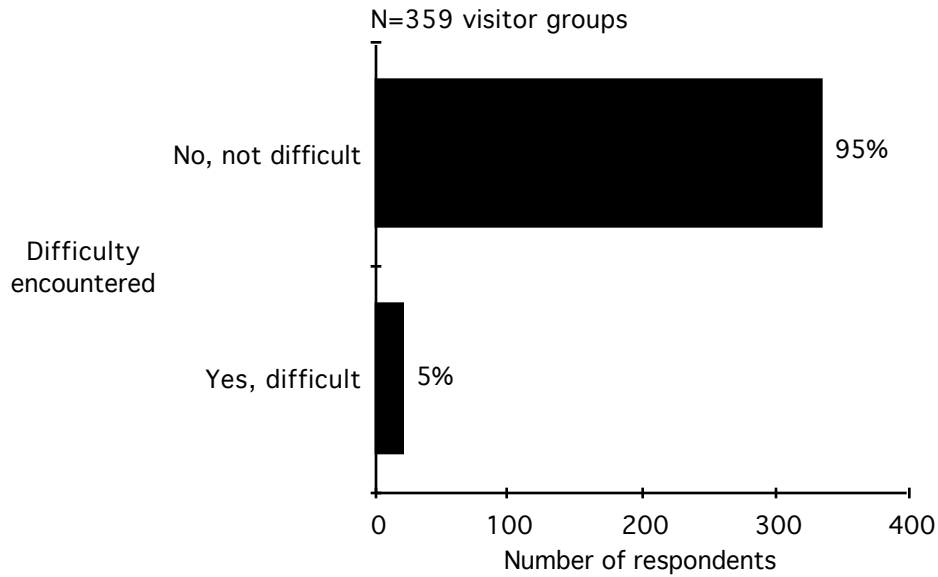


Figure 31: Difficulty encountered locating Lincoln Home NHS

Table 8: Reasons for encountering difficulty locating Lincoln Home NHS

N=25 comments;
some visitors had more than one comment.

Comment	Number of times mentioned
Not enough signs	5
One way streets confusing	3
Need better signs off interstate	3
Parking not well marked/inadequate	2
Difficulty locating Lincoln Tomb	2
Confusing map	2
Lincoln Fest closed streets	2
Confused State Visitor Center with Lincoln Home V. C.	1
Trees obscured signs	1
Signs differed from map	1
Too many different signs	1
Signs inadequate	1
Difficulty locating New Salem from Lincoln Tomb	1

Table 9: Suggestions for decreasing the difficulty of locating the park

N=18 comments;
some visitors had more than one comment.

Comment	Number of times mentioned
More frequent signs	5
More parking closer to site	2
Change sign color	1
Show Lincoln Home location within city on map	1
Use signs with NPS logo	1
Signs didn't follow most direct route to site	1
Provide Lincoln Home brochures at motels, etc.	1
Need more detailed map	1
Bigger signs with arrows	1
Need map to ticket booth	1
Make signs more visible	1
Better signs on interstate	1
Need large sign to find Lincoln Home	1

N. Comment summary - Introduction

This report has a separate Appendix that presents visitors' unedited comments. A summary of these comments appears below, and is also included in the separate Appendix. A wide variety of topics are mentioned including Lincoln Home artifacts, personal interpretive services, personnel, maintenance and regulations.

Visitor comment summary

N=516 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
National Park Service	
Guide helpful and knowledgeable	34
Employees helpful and knowledgeable	16
Rangers friendly and helpful	11
Guides not knowledgeable enough	10
Everyone friendly	6
Guide rude	4
Employee rude	3

Guide should not refer to Lincoln as "Abraham"	1
Neighborhood guide friendly	1
Guide should not "threaten" visitors about straying on tour	1
Ticket employee disorganized	1
Guides should use Lincoln's quotes and humor	1
Ranger not knowledgeable about geography	1
Employees at V.C. should give better directions & info	1

INTERPRETIVE SERVICES

Nonpersonal

Open other homes on street to visitors	18
Enjoyed film	6
Promote Springfield and Lincoln sites more widely	4
Enjoyed self guided tour of homes	4
Lincoln film poor quality	3
Film needs more information	2
Need advance notice of length of wait for tours	2
Film not in focus	1
Lincoln's birthplace had better film	1
Film not loud enough	1
Didn't visit visitor center	1
Need more hands-on exhibits for children	1
Rent audio cassette headphones with info about Lincoln	1
Put replica train car at Lincoln Depot	1
Show film on Lincoln, not Yellowstone	1
Need more to see and do at visitor center	1
Need more info on signs outside homes	1
Missed life-sized wax figure of Lincoln	1
Don't let Gettysburg Address go on tour in summer	1
Enjoyed visitor center	1
Provide information on other Lincoln sites	1
Provide more free information	1
Provide donation box at end of tour	1
Improve information sheet	1
Mark map with former Lincoln sites	1
Need map of area around Lincoln Home	1
Provide more information on Home restoration	1
Need film on Lincoln's life	1

Personal

Tour too rushed	13
Provide more information on tour	11
Wait for tour too long	10
Enjoyed guided tour	8
Identify Lincoln furniture	7
Disappointed not to see inside Lincoln Home	7
Keep home open later in summer	5
Liked ticket system	4
Need better ticket system	3

Tour groups too large	2
Enjoyed actors in period dress	2
Need more employees at visitor center desk	1
Tours too close together--distracting	1
Need sign language employee--difficult for deaf	1
Guided tour right length	1
Surprised at long wait for tour	1
Would like guided tour of all Lincoln sites	1
Wasn't informed about need for ticket to tour home	1
Use care in discussing political party issues	1
Street signs difficult to read	1
Much variability in information between guides	1
Liked Clayville folks	1
Make archeological site more visible to public	1
Commemorate events in Lincoln's life--involve public	1
Liked ranger's inclusion of children in tour	1
Charge fee for tour	1
Visitor center needs better exhibits	1
Didn't like mini-blinds in restored house	1

FACILITIES AND MAINTENANCE

General

Fine restoration of Lincoln Home & site	32
Clean, well maintained grounds	17
Many improvements since last visit	7
Blocked streets provide better atmosphere	5
Need bigger parking lot	4
Home in "too perfect" condition	4
Easy to find Lincoln sites	4
Provide more benches	3
Boardwalks and gravel streets difficult for handicapped	2
Need baby changing table in women's restroom	1
Need better identification of parking lots	1
Wish I had visited before restoration	1
Glad I visited before restoration	1
Glad home has been made structurally sound	1
Like Lincoln's Home best	1
Good direction signs in town	1
Parking lot signs confusing	1

POLICIES

Enjoyed lack of fees	4
Disliked parking fee	4
Restrict children in some areas--too noisy	1

VISITOR SERVICES PROJECT

Questionnaire makes me feel special	2
-------------------------------------	---

VSP interviewer polite	2
VSP ranger couldn't answer questions	1

GENERAL IMPRESSIONS

Enjoyed visit	76
Good job	18
Hope or plan to return	16
Recommend visit to others	6
Educational for children	5
Humbling experience	4
Return visit	4
Not enough time	3
Enjoyed Lincoln Tomb	3
Enjoyed New Salem	2
Clean city	2
Springfield good place to tour	2
Need food vendors	2
Need gift shop	1
Need horse drawn carriages	1
Provide transportation to other Lincoln sites	1
Send park employment information	1
Park operation needs improvement	1
Glad government preserves sites like this	1
Glad state runs it now	1
Glad Lincoln sites preserved	1
Friendly city	1
Enjoyed trolley ride	1
Old State Capitol needs more frequent tours	1
Enjoyed Old State Capitol evening play	1
Law Offices should have trained park personnel	1
Governor's Mansion not open as posted	1
Open State Museum earlier	1
Museum needs air conditioned	1
Had difficulty finding Lincoln Tomb during Lincoln Fest	1
Reinstate Lincoln Tomb ceremony	1
Require quiet at Lincoln Tomb	1
Open State Visitor Center on Saturdays	1
Enjoyed New Salem play	1
New Salem souvenirs too expensive	1
New Salem not open as late as advertised	1
New Salem needs people in period costume	1

LINCOLN FEST

Enjoyed Lincoln Fest activities	8
Lincoln Fest food prices too high	1

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps in order to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the activities of a particular age group, request a comparison of activity by age group; to learn of how total expenditures varied among group types, request a comparison of total expenses by group type.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the site activities of visitor group types, request a comparison of (activity by group type) by site visited; to learn about age group participation in a site activity, request a comparison of (age group by activity) by site visited.

Consult the complete list of characteristics for Lincoln Home visitors; then write those desired in the appropriate blanks on the order form. Two order forms follow the example below.

SAMPLE

Analysis Order Form
Visitor Services Project
Report 24 (Lincoln Home)

Date of request: _____
 Person requesting analysis: _____
 Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list to identify the characteristics of interest when requesting additional two-way and three-way comparisons.

- Group type
- State residence
- Group size
- Hours at LHO
- Took tour
- Number of visits
- Lodging expenses
- Total expenses
- Other sites visited
- Activity
- Entry day
- Days in area
- Ticket system
- Waited to take tour
- Park info sources
- Travel expenses
- Food expenses
- Entrance routes used
- Age
- Wheelchair members
- Locating the park
- Obtained tour ticket
- Information/interpretive service used
- Info/interpretive service usefulness
- Other Springfield expenses
- Other Lincoln Home NHS expenses

Two-way comparisons (please write in the appropriate variables from the above list):
Group size by Number of visits
 _____ by _____

Three-way comparisons (please write in the appropriate variables from the above list):
Group type by Number of visits by Other sites visited
 _____ by _____ by _____

Special instructions:
(It may be helpful to know what format you need the purpose for the information, and so forth.)

Mail to:
 Cooperative Park Studies Unit
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Moscow, Idaho 83843

APPENDIX 1

Special Analysis: Measuring the Economic Impact of Lincoln Home, A Detailed Report

Methods

Four steps were necessary to determine the estimated impacts of Lincoln Home visitor spending on the economy of the Springfield area for the week of July 2-8, 1989.

1) The spending data (i.e., expenditures on lodging, food, travel, and "other") gathered from the VSP sample of Lincoln Home visitors was applied to all site visitors for the study period. These inferences yielded estimated amounts of money per category spent by all visitors to the historic site during that period.

2) Monies spent in the four broad categories covered by the VSP questionnaire were allocated into input-output model categories. To do so, figures for national consumer spending (U.S. Dept. of Commerce 1988b) were used. These figures also helped to determine which items to select for inclusion in the typical vacationer package of expenditures. This "disaggregation" of Lincoln Home visitor expenditures required modifications (i.e., expenses on restaurant food were favored over self-prepared food expenses).

3) Prices for all the goods purchased by Lincoln Home visitors were converted into industry producer prices (U.S. Dept. of Commerce 1984 and 1988b). This step ensured that all businesses involved in making each item available for consumer purchase received proportionate income.

4) Converted expenditure data for each category were then inserted into the IMPLAN model. Using IMPLAN-generated multipliers, the model calculated direct and indirect impacts (U.S.D.A. Forest Service 1989).

Sales represent the value of commodities mainly produced outside the local economy. The model calculated multipliers for sales categories that included the secondary spending (respending) within the local economy.

Income was defined as the sum of wages and other earned money. Therefore income is the portion of the visitor spending that stayed in, and accrued to, residents of the local region.

An activity that generated income also generated employment. The IMPLAN model specified the amount of time allocated to each affected industry and summed across the individual industry impacts to provide the overall Sangamon County employment impact for the week's spending. Employment man-hours supported per week were converted to an actual number of jobs impacted by Lincoln Home visitor spending for that week.

Limitations

Caution is advised when interpreting figures presented in Tables 4 and 5. Lincoln Home visitation was high during the week. The study occurred during a popular summer visitation period. The last day of "Lincoln Fest," an annual city festival, occurred during part of the study period. Employment impact figures are estimates for this week only.

Table 2 estimates for the week do not account for the role of Lincoln Home operation and administration in the local economy. Respending impacts (i.e., sales, income and employment) are generated by the park through awarding service contracts and purchasing goods from local businesses. In addition, park employees spend portions

of their incomes in the Springfield area which lead to further economic impacts. Thus, in addition to visitor spending, spending on park operation and administration during the week also contributed to the impact of Lincoln Home on Sangamon County's economy.

References

- U.S. Department of Agriculture, U.S. Forest Service, 1989. Micro IMPLAN 82, Release 89-03, Input-output Modelling Software, Fort Collins, Colorado.
- U.S. Department of Agriculture, U.S. Forest Service, 1985. "IMPLAN Analysis Guide," Version 1.0, Rocky Mountain Forest and Range Experiment Station, Fort Collins, Colorado.
- U.S. Department of Commerce, Bureau of Economic Analysis, 1988b. Survey of Current Business, "The U.S. National Income and Product Accounts, 1986-87," 68(7).
- U.S. Department of Commerce, Bureau of Economic Analysis, 1984. Computer Tape: Sales of 1977 I-O Commodities to NIPA Account Personal Expenditures and Gross Private Fixed Domestic Investment Categories Including Margins, Washington, D.C.
- U.S. Department of Commerce, Bureau of Economic Analysis, 1989. Survey of Current Business, Current Business Statistics.

**Analysis Order Form
Visitor Services Project
Report 24 (Lincoln Home)**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list to identify the characteristics of interest when requesting additional two-way and three-way comparisons.

- Group type
- State residence
- Group size
- Hours at LIHO
- Took tour
- Number of visits
- Lodging expenses
- Total expenses
- Other sites visited
- Activity
- Entry day
- Days in area
- Ticket system
- Waited to take tour
- Park info sources
- Travel expenses
- Food expenses
- Entrance routes used
- Age
- Wheelchair members
- Locating the park
- Obtained tour ticket
- Information/interpretive service used
- Info/interpretive service usefulness
- Other Springfield expenses
- Other Lincoln Home NHS expenses

Two-way comparisons (please write in the appropriate variables from the above list):

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list):

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions:

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

QUESTIONNAIRE

STAMP

OFFICIAL BUSINESS

**Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho 83843**

Publications of the Visitor Services Project

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<u>Report #</u>	<u>Title</u>	<u>Report #</u>	<u>Title</u>
1.	Mapping interpretive services: A pilot study at Grand Teton National Park, 1983.	13.	Mesa Verde National Park, 1988.
2.	Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984.	14.	Shenandoah National Park, 1988.
3.	Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984.	15.	Yellowstone National Park, 1988.
4.	Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.	16.	Independence National Historical Park: Four Seasons Study, 1988.
5.	North Cascades National Park Service Complex, 1985.	17.	Glen Canyon National Recreation Area, 1989.
6.	Crater Lake National Park, 1986.	18.	Denali National Park and Preserve, 1989.
7.	Gettysburg National Military Park, 1987.	19.	Bryce Canyon National Park, 1989.
8.	Independence National Historical Park, 1987.	20.	Craters of the Moon National Monument, 1989.
9.	Valley Forge National Historical Park, 1987.	21.	Everglades National Park, 1989.
10.	Colonial National Historical Park, 1988.	22.	Statue of Liberty National Monument, 1990.
11.	Grand Teton National Park, 1988.	23.	The White House Tours, President's Park, 1990.
12.	Harpers Ferry National Historical Park, 1988.	24.	Lincoln Home National Historic Site, 1990.
		25.	Yellowstone National Park, 1990.
		26.	Delaware Water Gap National Recreation Area, 1990.
		27.	Muir Woods National Monument, 1990.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

Visitor Services Project
Lincoln Home
National Historic Site

Appendix

Visitor Services Project Report 24
Cooperative Park Studies Unit
National Park Service

Visitor Services Project

Lincoln Home National Historic Site

Appendix

Dana E. Dolsen

Margaret Littlejohn

Gary E. Machlis

Report 24

February 1990

This appendix presents a summary of comments made by visitors who participated in the study to Question 16. The summary is followed by their unedited comments.

Mr. Dana E. Dolsen is Research Associate, Cooperative Park Studies Unit, National Park Service, University of Idaho. Dr. Machlis, Sociology Project Leader; Ms. Margaret Littlejohn, VSP Western Coordinator, are also with the Cooperative Park Studies Unit, National Park Service, University of Idaho. We thank the staff at Lincoln Home National Historic Site for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor comment summary

N=516 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
National Park Service	
Guide helpful and knowledgeable	34
Employees helpful and knowledgeable	16
Rangers friendly and helpful	11
Guides not knowledgeable enough	10
Everyone friendly	6
Guide rude	4
Employee rude	3
Guide should not refer to Lincoln as "Abraham"	1
Neighborhood guide friendly	1
Guide should not "threaten" visitors about straying on tour	1
Ticket employee disorganized	1
Guides should use Lincoln's quotes and humor	1
Ranger not knowledgeable about geography	1
Employees at V.C. should give better directions & info	1
INTERPRETIVE SERVICES	
Nonpersonal	
Open other homes on street to visitors	18
Enjoyed film	6
Promote Springfield and Lincoln sites more widely	4
Enjoyed self guided tour of homes	4
Lincoln film poor quality	3
Film needs more information	2
Need advance notice of length of wait for tours	2
Film not in focus	1
Lincoln's birthplace had better film	1
Film not loud enough	1
Didn't visit visitor center	1
Need more hands-on exhibits for children	1
Rent audio cassette headphones with info about Lincoln	1
Put replica train car at Lincoln Depot	1
Show film on Lincoln, not Yellowstone	1
Need more to see and do at visitor center	1
Need more info on signs outside homes	1
Missed life-sized wax figure of Lincoln	1
Don't let Gettysburg Address go on tour in summer	1
Enjoyed visitor center	1
Provide information on other Lincoln sites	1
Provide more free information	1

Provide donation box at end of tour	1
Improve information sheet	1
Mark map with former Lincoln sites	1
Need map of area around Lincoln Home	1
Provide more information on Home restoration	1
Need film on Lincoln's life	1

Personal

Tour too rushed	13
Provide more information on tour	11
Wait for tour too long	10
Enjoyed guided tour	8
Identify Lincoln furniture	7
Disappointed not to see inside Lincoln Home	7
Keep home open later in summer	5
Liked ticket system	4
Need better ticket system	3
Tour groups too large	2
Enjoyed actors in period dress	2
Need more employees at visitor center desk	1
Tours too close together--distracting	1
Need sign language employee--difficult for deaf	1
Guided tour right length	1
Surprised at long wait for tour	1
Would like guided tour of all Lincoln sites	1
Wasn't informed about need for ticket to tour home	1
Use care in discussing political party issues	1
Street signs difficult to read	1
Much variability in information between guides	1
Liked Clayville folks	1
Make archeological site more visible to public	1
Commemorate events in Lincoln's life--involve public	1
Liked ranger's inclusion of children in tour	1
Charge fee for tour	1
Visitor center needs better exhibits	1
Didn't like mini-blinds in restored house	1

FACILITIES AND MAINTENANCE

General

Fine restoration of Lincoln Home & site	32
Clean, well maintained grounds	17
Many improvements since last visit	7
Blocked streets provide better atmosphere	5
Need bigger parking lot	4
Home in "too perfect" condition	4
Easy to find Lincoln sites	4
Provide more benches	3
Boardwalks and gravel streets difficult for handicapped	2
Need baby changing table in women's restroom	1

Need better identification of parking lots	1
Wish I had visited before restoration	1
Glad I visited before restoration	1
Glad home has been made structurally sound	1
Like Lincoln's Home best	1
Good direction signs in town	1
Parking lot signs confusing	1

POLICIES

Enjoyed lack of fees	4
Disliked parking fee	4
Restrict children in some areas--too noisy	1

VISITOR SERVICES PROJECT 5

Questionnaire makes me feel special	2
VSP interviewer polite	2
VSP ranger couldn't answer questions	1

GENERAL IMPRESSIONS

Enjoyed visit	76
Good job	18
Hope or plan to return	16
Recommend visit to others	6
Educational for children	5
Humbling experience	4
Return visit	4
Not enough time	3
Enjoyed Lincoln Tomb	3
Enjoyed New Salem	2
Clean city	2
Springfield good place to tour	2
Need food vendors	2
Need gift shop	1
Need horse drawn carriages	1
Provide transportation to other Lincoln sites	1
Send park employment information	1
Park operation needs improvement	1
Glad government preserves sites like this	1
Glad state runs it now	1
Glad Lincoln sites preserved	1
Friendly city	1
Enjoyed trolley ride	1
Old State Capitol needs more frequent tours	1
Enjoyed Old State Capitol evening play	1
Law Offices should have trained park personnel	1
Governor's Mansion not open as posted	1
Open State Museum earlier	1
Museum needs air conditioned	1

Had difficulty finding Lincoln Tomb during Lincoln Fest	1
Reinstate Lincoln Tomb ceremony	1
Require quiet at Lincoln Tomb	1
Open State Visitor Center on Saturdays	1
Enjoyed New Salem play	1
New Salem souvenirs too expensive	1
New Salem not open as late as advertised	1
New Salem needs people in period costume	1

LINCOLN FEST

Enjoyed Lincoln Fest activities	8
Lincoln Fest food prices too high	1