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
Lincoln Boyhood National Memorial
Visitor Study

Summer 2012

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

Marc F. Manni, Steve Illum, Lena Le, Steven J. Hollenhorst

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

March 2013

U.S. Department of the Interior
National Park Service
Natural Resource Stewardship and Science
Fort Collins, Colorado
The National Park Service, Natural Resource Stewardship and Science office in Fort Collins, Colorado, publishes a range of reports that address natural resource topics. These reports are of interest and applicability to a broad audience in the National Park Service and others in natural resource management, including scientists, conservation and environmental constituencies, and the public.

The Natural Resource Report Series is used to disseminate high-priority, current natural resource management information with managerial application. The series targets a general, diverse audience, and may contain NPS policy considerations or address sensitive issues of management applicability.

All manuscripts in the series receive the appropriate level of peer review to ensure that the information is scientifically credible, technically accurate, appropriately written for the intended audience, and designed and published in a professional manner.

Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

Views, statements, findings, conclusions, recommendations, and data in this report do not necessarily reflect views and policies of the National Park Service, U.S. Department of the Interior. Mention of trade names or commercial products does not constitute endorsement or recommendation for use by the U.S. Government.

This report is available from the Social Science Division (http://www.nature.nps.gov/socialscience/index.cfm) and the Natural Resource Publications Management website (http://www.nature.nps.gov/publications/nrpm/).

This report and other reports by the Visitor Services Project (VSP) are available from the VSP website (http://www.psu.uidaho.edu/c5/vsp/vsp-reports/) or by contacting the VSP office at (208) 885-2585.

Please cite this publication as:


NPS 422/120000, March 2013
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>v</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>vi</td>
</tr>
<tr>
<td>About the Authors</td>
<td>vii</td>
</tr>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Organization of the Report</td>
<td>1</td>
</tr>
<tr>
<td>Presentation of the Results</td>
<td>2</td>
</tr>
<tr>
<td>Methods</td>
<td>3</td>
</tr>
<tr>
<td>Survey Design and Procedures</td>
<td>3</td>
</tr>
<tr>
<td>Sample size and sampling plan</td>
<td>3</td>
</tr>
<tr>
<td>Questionnaire design</td>
<td>3</td>
</tr>
<tr>
<td>Survey procedure</td>
<td>4</td>
</tr>
<tr>
<td>Data analysis</td>
<td>4</td>
</tr>
<tr>
<td>Limitations</td>
<td>5</td>
</tr>
<tr>
<td>Special conditions</td>
<td>5</td>
</tr>
<tr>
<td>Checking non-response bias</td>
<td>6</td>
</tr>
<tr>
<td>Results</td>
<td>7</td>
</tr>
<tr>
<td>Group and Visitor Characteristics</td>
<td>7</td>
</tr>
<tr>
<td>Visitor group size</td>
<td>7</td>
</tr>
<tr>
<td>Visitor group type</td>
<td>7</td>
</tr>
<tr>
<td>Visitors with organized groups</td>
<td>8</td>
</tr>
<tr>
<td>United States visitors by state of residence</td>
<td>10</td>
</tr>
<tr>
<td>Visitors from Indiana and adjacent states by county of residence</td>
<td>11</td>
</tr>
<tr>
<td>Resident of the area</td>
<td>11</td>
</tr>
<tr>
<td>International visitors by country of residence</td>
<td>12</td>
</tr>
<tr>
<td>Number of visits to park in past 12 months</td>
<td>13</td>
</tr>
<tr>
<td>Number of visits to park in lifetime</td>
<td>13</td>
</tr>
<tr>
<td>Visitor age</td>
<td>14</td>
</tr>
<tr>
<td>Respondent level of education</td>
<td>14</td>
</tr>
<tr>
<td>Respondent household income</td>
<td>15</td>
</tr>
<tr>
<td>Respondent household size</td>
<td>15</td>
</tr>
<tr>
<td>Awareness of park management</td>
<td>16</td>
</tr>
<tr>
<td>Awareness of other nationally significant sites</td>
<td>16</td>
</tr>
<tr>
<td>Visited or planned to visit other nationally significant sites</td>
<td>17</td>
</tr>
<tr>
<td>Trip/Visit Characteristics and Preferences</td>
<td>18</td>
</tr>
<tr>
<td>Information sources prior to visit</td>
<td>18</td>
</tr>
<tr>
<td>Information sources for future visit</td>
<td>19</td>
</tr>
<tr>
<td>Park as destination</td>
<td>20</td>
</tr>
<tr>
<td>Primary destination</td>
<td>20</td>
</tr>
<tr>
<td>Importance of factors influencing decision to visit Lincoln Boyhood NMEM</td>
<td>22</td>
</tr>
<tr>
<td>Lincoln Boyhood NMEM as primary reason for visiting the area</td>
<td>22</td>
</tr>
<tr>
<td>Alternative plans to visiting Lincoln Boyhood NMEM</td>
<td>23</td>
</tr>
<tr>
<td>Difficulty locating the park</td>
<td>24</td>
</tr>
<tr>
<td>Forms of transportation</td>
<td>25</td>
</tr>
</tbody>
</table>
Appendix 3: Decision Rules for Checking Non-response Bias

References

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

Appendix 3: Decision Rules for Checking Non-response Bias
**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.

<table>
<thead>
<tr>
<th>Group size and type</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>State or country of residence</td>
<td>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.</td>
</tr>
<tr>
<td>Frequency of visits</td>
<td>Most visitors (87%) visited the park once in the past 12 months and for 65%, this was their first visit.</td>
</tr>
<tr>
<td>Age, educational level, and income level</td>
<td>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.</td>
</tr>
<tr>
<td>Awareness of park management and other nationally significant sites</td>
<td>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.</td>
</tr>
<tr>
<td>Information sources</td>
<td>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%).</td>
</tr>
<tr>
<td>Park as destination</td>
<td>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.</td>
</tr>
<tr>
<td>Primary reason for visiting the area</td>
<td>Twenty-five percent of visitor groups indicated that visiting Lincoln Boyhood NMEM was the primary reason nonresident members visited the area.</td>
</tr>
<tr>
<td>Importance of factors influencing decision to visit the park</td>
<td>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%).</td>
</tr>
<tr>
<td>Alternative plans to visiting the park</td>
<td>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.</td>
</tr>
</tbody>
</table>
Executive Summary (continued)

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transportation</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Number of park entries</strong></td>
<td>Eighty-eight percent of visitor groups entered the park once, while 9% entered twice.</td>
</tr>
<tr>
<td><strong>Overnight stays</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Length of stay at the visitor center and Living Historical Farm</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Length of stay at the park</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Local attractions visited</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Places visited in the park</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Activities on this visit</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Activities on a future visit</strong></td>
<td>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%).</td>
</tr>
<tr>
<td><strong>Visitor services and facilities</strong></td>
<td>The visitor services and facilities most commonly used by visitor groups were parking (86%), visitor center (76%), and restrooms (76%).</td>
</tr>
<tr>
<td><strong>Interaction with park rangers (other than on the tour)</strong></td>
<td>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 courtesy (100%).</td>
</tr>
<tr>
<td><strong>Expenditures</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>
Executive Summary (continued)

<table>
<thead>
<tr>
<th><strong>Entrance fee</strong></th>
<th>Fifty-two percent of visitor groups used cash or check to pay the entrance fee, while 21% used an Interagency Pass/Senior Pass/Access.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ranger-led programs on a future visit</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Interpretive programs on a future visit</strong></td>
<td>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%).</td>
</tr>
<tr>
<td><strong>Methods of learning about the park on a future visit</strong></td>
<td>Most visitor groups (95%) were interested in learning about the park through living history demonstrations (72%), hands-on activities (64%), and indoor exhibits (60%).</td>
</tr>
<tr>
<td><strong>Items available for purchase at visitor center bookstore on a future visit</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Overall quality</strong></td>
<td>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.”</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Mailing</th>
<th>Date</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcards</td>
<td>July 10, 2012</td>
<td>388</td>
<td>1</td>
<td>389</td>
</tr>
<tr>
<td>1st replacement</td>
<td>July 24, 2012</td>
<td>218</td>
<td>1</td>
<td>219</td>
</tr>
<tr>
<td>2nd replacement</td>
<td>August 13, 2012</td>
<td>207</td>
<td>0</td>
<td>207</td>
</tr>
<tr>
<td>3rd replacement</td>
<td>October 1, 2012</td>
<td>144</td>
<td>0</td>
<td>144</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Variable</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (t-test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (years)</td>
<td>51.33 (N=254)</td>
<td>42.31 (N=144)</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Group size</td>
<td>3.97 (N=253)</td>
<td>3.80 (N=143)</td>
<td>0.532</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Group type</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (chi-square)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>19 (8%)</td>
<td>12 (8%)</td>
<td></td>
</tr>
<tr>
<td>Family</td>
<td>196 (78%)</td>
<td>112 (78%)</td>
<td></td>
</tr>
<tr>
<td>Friends</td>
<td>17 (7%)</td>
<td>13 (9%)</td>
<td></td>
</tr>
<tr>
<td>Family and friends</td>
<td>17 (7%)</td>
<td>7 (5%)</td>
<td>0.474</td>
</tr>
<tr>
<td>Other</td>
<td>4 (2%)</td>
<td>0 (0%)</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Destination</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (chi-square)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park as primary destination</td>
<td>143 (57%)</td>
<td>89 (62%)</td>
<td></td>
</tr>
<tr>
<td>Park as one of several destinations</td>
<td>97 (38%)</td>
<td>52 (36%)</td>
<td></td>
</tr>
<tr>
<td>Unplanned visit</td>
<td>13 (5%)</td>
<td>2 (2%)</td>
<td>0.261</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Destination</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (chi-square)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within 100 miles</td>
<td>72 (29%)</td>
<td>56 (40%)</td>
<td></td>
</tr>
<tr>
<td>101-200 miles</td>
<td>100 (40%)</td>
<td>60 (43%)</td>
<td></td>
</tr>
<tr>
<td>201-300 miles</td>
<td>25 (10%)</td>
<td>13 (9%)</td>
<td></td>
</tr>
<tr>
<td>301 miles or more</td>
<td>55 (22%)</td>
<td>12 (9%)</td>
<td></td>
</tr>
<tr>
<td>International visitors</td>
<td>0 (0%)</td>
<td>1 (&lt;1%)</td>
<td>0.008</td>
</tr>
</tbody>
</table>
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](image)

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](image)

*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](image)

**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](image)

**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](image)

---

*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

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

*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.

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.

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

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

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!

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of visitors</th>
<th>Percent of international visitors N=3 individuals*</th>
<th>Percent of total visitors N=786 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chile</td>
<td>2</td>
<td>67</td>
<td>&lt;1</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>1</td>
<td>33</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

*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.

![Visitor age](image)

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.

![Respondent level of education](image)

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.

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.

*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

<table>
<thead>
<tr>
<th>Site</th>
<th>N</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lincoln Home National Historic Site, Springfield, IL</td>
<td>224</td>
<td>76</td>
<td>24</td>
</tr>
<tr>
<td>Lincoln Tomb, Springfield, IL</td>
<td>216</td>
<td>69</td>
<td>31</td>
</tr>
<tr>
<td>Lincoln Birthplace National Historical Park, Hodgenville, KY</td>
<td>216</td>
<td>64</td>
<td>36</td>
</tr>
<tr>
<td>Lincoln Memorial, Washington, DC</td>
<td>217</td>
<td>94</td>
<td>6</td>
</tr>
<tr>
<td>Other – <strong>CAUTION!</strong></td>
<td>25</td>
<td>76</td>
<td>24</td>
</tr>
</tbody>
</table>

*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)

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

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)

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

*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

*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](image)

*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](image)

**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](image)

*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)

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

*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 NMEN (N=number of visitor groups)

<table>
<thead>
<tr>
<th>Factor</th>
<th>N</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>225</td>
<td>15</td>
<td>10</td>
<td>20</td>
<td>35</td>
<td>20</td>
</tr>
<tr>
<td>A Lincoln related site</td>
<td>231</td>
<td>5</td>
<td>7</td>
<td>15</td>
<td>37</td>
<td>35</td>
</tr>
<tr>
<td>A place to get off the highway</td>
<td>202</td>
<td>70</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Something else to do while we were in the area</td>
<td>221</td>
<td>28</td>
<td>8</td>
<td>22</td>
<td>28</td>
<td>15</td>
</tr>
</tbody>
</table>

**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)?

**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**
- 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](image)

**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>
<thead>
<tr>
<th>Difficulty</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>More road signs needed</td>
<td>1</td>
</tr>
<tr>
<td>No address to put in GPS</td>
<td>1</td>
</tr>
<tr>
<td>The new highway was not in my GPS</td>
<td>1</td>
</tr>
</tbody>
</table>

*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.

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.

*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.

**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).

**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.

---

*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](chart)

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodge, hotel, motel, cabin, vacation rental, B&amp;B, etc.</td>
<td>47</td>
<td>42</td>
<td>79</td>
<td>73</td>
</tr>
<tr>
<td>RV/trailer camping</td>
<td>13</td>
<td>34</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Tent camping in a developed campground</td>
<td>13</td>
<td>18</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Seasonal residence</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Residence of friends or relatives</td>
<td>40</td>
<td>2</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>Other</td>
<td>13</td>
<td>9</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*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.

**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.

---

*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.

*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).

**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.

---

*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.

---

*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)

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

*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

*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 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](chart_image)

*N=188 visitor groups*

*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).

**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).

**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).

---

*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).

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!

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manner of dress, schooling, ruling</td>
<td>1</td>
</tr>
<tr>
<td>More about the day to day life during this period</td>
<td>1</td>
</tr>
</tbody>
</table>

*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

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

Figure 48. Visitor services and facilities used
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=Modestly 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

*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)

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>N</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>Access for people with disabilities – CAUTION!</td>
<td>25</td>
<td>0</td>
<td>12</td>
<td>12</td>
<td>24</td>
<td>52</td>
</tr>
<tr>
<td>Assistance from visitor center staff</td>
<td>115</td>
<td>1</td>
<td>7</td>
<td>22</td>
<td>37</td>
<td>33</td>
</tr>
<tr>
<td>Bookstore sales items (selection, price, etc.)</td>
<td>93</td>
<td>2</td>
<td>12</td>
<td>40</td>
<td>33</td>
<td>13</td>
</tr>
<tr>
<td>Junior Ranger program – CAUTION!</td>
<td>16</td>
<td>0</td>
<td>0</td>
<td>19</td>
<td>44</td>
<td>38</td>
</tr>
<tr>
<td>Museum exhibits</td>
<td>113</td>
<td>0</td>
<td>2</td>
<td>14</td>
<td>39</td>
<td>45</td>
</tr>
<tr>
<td>Orientation film</td>
<td>118</td>
<td>1</td>
<td>0</td>
<td>8</td>
<td>37</td>
<td>53</td>
</tr>
<tr>
<td>Park brochure/map</td>
<td>123</td>
<td>0</td>
<td>1</td>
<td>8</td>
<td>28</td>
<td>63</td>
</tr>
<tr>
<td>Parking</td>
<td>179</td>
<td>0</td>
<td>3</td>
<td>15</td>
<td>20</td>
<td>63</td>
</tr>
<tr>
<td>Picnic areas</td>
<td>35</td>
<td>0</td>
<td>3</td>
<td>20</td>
<td>37</td>
<td>40</td>
</tr>
<tr>
<td>Pioneer demonstrations at Living Historical Farm</td>
<td>113</td>
<td>1</td>
<td>4</td>
<td>19</td>
<td>30</td>
<td>47</td>
</tr>
<tr>
<td>Ranger or volunteer-led programs – CAUTION!</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>60</td>
<td>30</td>
</tr>
<tr>
<td>Restrooms</td>
<td>159</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>25</td>
<td>70</td>
</tr>
<tr>
<td>Trail guides – CAUTION!</td>
<td>22</td>
<td>5</td>
<td>5</td>
<td>9</td>
<td>27</td>
<td>55</td>
</tr>
<tr>
<td>Trails</td>
<td>119</td>
<td>2</td>
<td>1</td>
<td>19</td>
<td>37</td>
<td>41</td>
</tr>
<tr>
<td>Visitor center (cleanliness, maintenance, etc.)</td>
<td>161</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>22</td>
<td>68</td>
</tr>
</tbody>
</table>

*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

*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)

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

*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*

---

*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).

**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 53. Visitor groups that had personal interaction with a park ranger other than on the tour](image)

![Figure 54. Visitor groups that had personal interaction with a park ranger other than on the tour](image)

<table>
<thead>
<tr>
<th>Interaction</th>
<th>N</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>113</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>20</td>
<td>77</td>
</tr>
<tr>
<td>Courteousness</td>
<td>113</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>12</td>
<td>88</td>
</tr>
<tr>
<td>Quality of information provided</td>
<td>113</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>22</td>
<td>77</td>
</tr>
</tbody>
</table>

*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](chart)

**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.

![Figure 58. Number of children covered by expenditures](chart)

*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

*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.

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.

*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](image)

![Figure 64. Proportions of total expenditures outside the park](image)

---

*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.

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.

*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](image)

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](image)

*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](image)

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](image)

*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](image)

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](image)

*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*

*N=235 visitor groups*

- Cash/check: 52%
- Interagency Pass/Senior Pass/Access: 21%
- Were not aware that entrance fee is required: 18%
- We didn't go inside the visitor center: 7%
- We believed the fee was included: 2%

*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).

*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](image)

*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](image)

*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

![Bar chart showing Interested in learning?](chart)

N=243 visitor groups
- Yes: 95%
- No: 5%

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

![Bar chart showing Preferred methods](chart)

N=232 visitor groups
- Living history demonstrations: 72%
- Hands-on activities: 64%
- Indoor exhibits: 60%
- Self-guided tour with printed materials: 54%
- Outdoor exhibits: 50%
- Audiovisual programs: 41%
- Ranger-led programs: 39%
- Park website: 25%
- Special events: 22%
- Interactive computer programs: 13%
- Cell phone tour: 13%
- Smart phone apps: 12%
- Other electronic media: 6%
- Social media: 6%
- Volunteer opportunities: 3%
- Other: 1%

*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 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](image)

### 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!**

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

*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."

---

*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)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL (3%)</strong></td>
<td></td>
</tr>
<tr>
<td>Friendly staff</td>
<td>3</td>
</tr>
<tr>
<td>Informative staff</td>
<td>3</td>
</tr>
<tr>
<td>Other comment</td>
<td>1</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES (41%)</strong></td>
<td></td>
</tr>
<tr>
<td>Living Historical Farm</td>
<td>69</td>
</tr>
<tr>
<td>Film</td>
<td>22</td>
</tr>
<tr>
<td>Exhibits</td>
<td>8</td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td>4</td>
</tr>
<tr>
<td>Living Historical Film</td>
<td>3</td>
</tr>
<tr>
<td>Lincoln play</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>4</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE (19%)</strong></td>
<td></td>
</tr>
<tr>
<td>Visitor center</td>
<td>27</td>
</tr>
<tr>
<td>Trails</td>
<td>13</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>6</td>
</tr>
<tr>
<td>Trail of Twelve Stones</td>
<td>6</td>
</tr>
<tr>
<td>Other comment</td>
<td>1</td>
</tr>
<tr>
<td><strong>POLICY/MANAGEMENT (&lt;1%)</strong></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td>1</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT (0%)</strong></td>
<td></td>
</tr>
</tbody>
</table>
Table 21. What visitors liked most (continued)

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

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

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONNEL (14%)</td>
<td></td>
</tr>
<tr>
<td>Friendly staff</td>
<td>7</td>
</tr>
<tr>
<td>Great staff at Living Historical Farm</td>
<td>3</td>
</tr>
<tr>
<td>Courteous staff</td>
<td>2</td>
</tr>
<tr>
<td>Helpful staff</td>
<td>2</td>
</tr>
<tr>
<td>Need more staff at Living Historical Farm</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>4</td>
</tr>
<tr>
<td>INTERPRETIVE SERVICES (10%)</td>
<td></td>
</tr>
<tr>
<td>Junior Ranger program is great</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>12</td>
</tr>
<tr>
<td>FACILITIES/MAINTENANCE (17%)</td>
<td></td>
</tr>
<tr>
<td>Park was clean</td>
<td>7</td>
</tr>
<tr>
<td>Enjoyed trails</td>
<td>3</td>
</tr>
<tr>
<td>Enjoyed visitor center</td>
<td>3</td>
</tr>
<tr>
<td>Improve picnic areas</td>
<td>2</td>
</tr>
<tr>
<td>More handicap access needed</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>7</td>
</tr>
<tr>
<td>POLICY/MANAGEMENT (10%)</td>
<td></td>
</tr>
<tr>
<td>Advertise more</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>12</td>
</tr>
<tr>
<td>RESOURCE MANAGEMENT (0%)</td>
<td></td>
</tr>
<tr>
<td>GENERAL (50%)</td>
<td></td>
</tr>
<tr>
<td>Enjoyed visit</td>
<td>33</td>
</tr>
<tr>
<td>Thank you</td>
<td>9</td>
</tr>
<tr>
<td>Enjoyed learning</td>
<td>6</td>
</tr>
<tr>
<td>Survey too long</td>
<td>2</td>
</tr>
<tr>
<td>Well done</td>
<td>2</td>
</tr>
<tr>
<td>Will return</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>17</td>
</tr>
</tbody>
</table>
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
o State Park Amphitheater
o Sticker stamp
o That it is close to home
o That it represented another facet of the National Park Program
o That this is a national historic site run by the Park Service
o The cabin and the gravesite and the twelve stones
o The exhibits and photos
o The exhibits and short movie in the visitor center. Also the farm.
o The farm
o The farm
o The farm
o The farm
o The farm
o The farm
o The farm and museum
o The farm and people walking there. The movie.
o The farm and talking with Louie and the Abraham Lincoln Pioneer Tales
o The farm even though there were no demonstrations. The people who were dressed in the era of Lincoln were informative.
o The farm, hiking trails, gravesite, stone carving on visitor center, learning more about Lincoln
o The farm, learning historical events
o The film
o The hiking and the visitor center
o The historical farm at cabin site
o The history and the original sites
o The history presented
o The life of Lincoln and history of him and the United States
o The limestone carving on the walls of the visitor center, the film, Living Historical Farm
o The Lincoln play, the interpreters at farm
o The living farm
o The living farm and camping; we come every year
o The living farm exhibit
o The living farm to gravesites
o The living history farm
o The living history museum
o The museum and film and the halls honoring Abraham Lincoln and Nancy Hanks
o The musical play
o The National Park passport stamp, enjoyed the lovely visitor center
o The natural setting of the park
o The nice, clean atmosphere
o The paths to the areas, easy to travel and well taken care of
o The price was reasonable and the kids liked the ranger program
o The trails
o The Twelve Stones
o The Twelve Stones
o The U.S. flag, the animals and the importance of God's Word in Lincoln’s upbringing, boyhood homesite
o The video at the visitor center
o The visitor center and film were much more impressive than the facilities at Hodgenville, KY
o The visitor center, historical sites/farm and trail. For us it has always been a single visit.
o Trail and visitor center
o Trail of 12 Stones
o Trail of 12 Stones
o Trail of 12 Stones
o Trail system
o Trail to and Living Historical Farm
o Trails
o Trails/history/farm
o Us and our children loved the farm. They really learned so much even though they are all so young!
o Very clean/beautifully maintained/informative. Very happy we stopped by - did not know Lincoln's history in Indiana.
o Very good representation of area life during Lincoln's stay in Indiana
o Very pleasant atmosphere
o Visit to chapel. Visit to cabin.
o Visiting Nancy Hanks cemetery and site of boyhood home
o Visitor center
o Visitor center
o Visitor center
o Visitor center (film, display and ranger info and historic sites)
o Visitor center and farm
o Visitor center and farm
o Visitor center displays and movie
o Visitor center
o Visitor center
o Visitor center, Nancy Hanks Grave
o 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.
o We were excited to plan a future trip to the farm but did not have the time while there.
o 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

73
Lincoln Boyhood National Memorial – VSP Visitor Study 252

June 19-25, 2012

- 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 - 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 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
Lincoln Boyhood National Memorial Visitor Study

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

OMB Control Number: 1024-0224
Current Expiration Date: 8-31-2012
Lincoln Boyhood National Memorial Visitor Study

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 (O), 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

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

   ○ Cell phone apps for travel/tourism or GPS device
   ○ Friends/relatives/word of mouth
   ○ Lincoln Boyhood NMEM website: www.nps.gov/libo
   ○ Other websites — which one(s)?

   b) Future visit

   ○ Maps/brochures
   ○ Other units of the National Park System (NPS)
   ○ Previous visits
   ○ State welcome center/visitors bureau/chamber of commerce
   ○ Travel guides/tour books (such as AAA, etc.)
   ○ Other, this visit (Specify) ______________________
   ○ 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
b) Was visiting Lincoln Boyhood NMEM the primary reason that nonresident members of your personal group came to the area (within 60 miles)?
   O Yes  O No

4. Which other attractions in the local area did your personal group visit? Please mark (●) all that apply.
   O None  ➜ Go to Question 5
   O Lincoln State Park  O Holiday World/Splashin' Safari
   O Lincoln Pioneer Village  O Lincoln City Post Office
   O 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)?
   O Yes  O 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>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodge, hotel, motel, vacation rental, B&amp;B, etc.</td>
<td>Rockport/Owensboro 0</td>
</tr>
<tr>
<td>RV/trailer camping</td>
<td>Rockport/Owensboro 0</td>
</tr>
<tr>
<td>Tent camping in developed campground</td>
<td>Rockport/Owensboro 0</td>
</tr>
<tr>
<td>Seasonal residence</td>
<td>Rockport/Owensboro 0</td>
</tr>
<tr>
<td>Residence of friends or relatives</td>
<td>Rockport/Owensboro 0</td>
</tr>
<tr>
<td>Other (Please specify)</td>
<td>Rockport/Owensboro 0</td>
</tr>
</tbody>
</table>

5. 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
      O 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
Lincoln Boyhood National Memorial Visitor Study

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).

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

8  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>Helpfulness</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</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.
    b) On this trip, which area of Lincoln Boyhood NMEM did your personal group visit first? Please mark (•) only one.

<table>
<thead>
<tr>
<th>a) This visit</th>
<th>b) Future visit</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Exhibits shelter</td>
</tr>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Animals in the pasture</td>
</tr>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Lincoln Spring Trail</td>
</tr>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Boyhood Nature Trail</td>
</tr>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Memorial Visitor Center</td>
</tr>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Cabin Site Memorial</td>
</tr>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Nancy Lincoln's Grave Site</td>
</tr>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Lincoln Boyhood Trail</td>
</tr>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Picnic area (at visitor center)</td>
</tr>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Living Historical Farm</td>
</tr>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Trail of Twelve Stones</td>
</tr>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>Picnic area (at shelter)</td>
</tr>
</tbody>
</table>

b) On this trip, which area of Lincoln Boyhood NMEM did your personal group visit first?
   - [ ] 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) If used, how important?

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

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.)

b) If used, what quality?

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

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 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 national park site
- A Lincoln related site
- A place to get off the highway
- Something else to do while we were in the area

12
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>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 (rental cars, auto repairs, but NOT airfare)</td>
<td>n/a</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>
</tbody>
</table>

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 amountforgone.

   O None - OR - Amount forgone $__________

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 $50,000-$74,999
   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 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.

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) Number of visits to Lincoln Boyhood NMEM (including this visit)</th>
<th>d) Number of visits to Lincoln Boyhood NMEM (past 12 months)</th>
<th>d) Number of visits to Lincoln Boyhood NMEM (lifetime)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></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.

- [ ] Some high school
- [ ] Bachelor’s degree
- [ ] High school diploma/GED
- [ ] Graduate degree
- [ ] 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.
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.
References


The Department of the Interior protects and manages the nation’s natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 422/120000, March 2013