

Visitor Services Project
Homestead National Monument of America
Report Summary

- This report describes the results of a visitor study at Homestead National Monument of America during May 25-June 17, 2009. A total of 340 questionnaires were distributed to visitor groups. Of those, 254 questionnaires were returned, resulting in a 74.7% response rate.
 - This report profiles a systematic random sample of Homestead National Monument of America visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
 - Forty-five percent of visitor groups were in groups of two and 28% were in groups of four or more. Seventy-three percent of visitor groups were in family groups.
 - United States visitors comprised 100% of total visitors, with 57% from Nebraska, 4% from Kansas, 4% from California, and smaller proportions from 36 other states and Washington, D.C. There were no international visitors. Twenty-six percent of visitors were descendants of someone who homesteaded under the Homestead Act of 1862.
 - Forty-one percent of visitors were ages 46-65 years, 27% were over 66 years, and 15% were ages 15 years or younger. Nine percent of visitor groups reported physical conditions that made it difficult to access or participate in park activities or services. Forty-two percent of visitor groups were aware that special needs equipment was available to visitors.
 - One percent of visitors were Hispanic or Latino, and 97% of visitors were of White racial background. Thirty-three percent of respondents had a bachelor's degree and 30% had a graduate degree. Twenty-three percent of visitors had an annual income of \$50,000 to \$74,999 and 63% had two members in their household.
 - Eighty-two percent of visitors were visiting the park for the first time. Ten percent had visited three or more times since May 2007. Eighty-two percent entered the park once during this visit and 13% entered two times. Most visitor groups (93%) used one vehicle to arrive at the park.
 - Twenty-four percent of visitor groups were residents of the area. For 53% of non-resident visitor groups, visiting Homestead National Monument was the reason for coming to the area.
 - Most visitor groups (86%) obtained information about the park prior to their visit. Prior to this visit, the most common sources of information used to obtain information about Homestead National Monument of America were friends/relatives/word of mouth (38%) and the park website (37%). Sixty-six percent of visitor groups indicated their preferred source of information for a future visit would be the park website.
 - Eighty percent of visitor groups found the park website to be "extremely helpful" or "very helpful," and 86% rated the quality of the website as "very good" or "good."
 - The most common sites visited by visitor groups were the Heritage Center (88%) and the Education Center (72%). The most common visitor activities were viewing museum exhibits at Heritage Center (87%), viewing exhibits at Education Center (70%), and watching movies/videos (70%). The most common activities in which visitor groups would participate in the future were walking/hiking trails (74%) and attending ranger-led talks/programs (72%).
 - Twenty-two percent of visitor groups attended a ranger-led talk or program, while 82% indicated they would be interested in attending a program in the future. Fifty-four percent were interested in a program lasting one-half hour to an hour.
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- Ninety-three percent of visitor groups viewed/used exhibits at the Heritage Center. The most commonly viewed/used exhibits were static exhibits (97%) and handset exhibits (71%).
- Eighty-one percent of visitor groups visited the park bookstore, and 14% were able to find the sales items in which they were interested.
- Of those visitor groups (33%) that stayed overnight in the area within 60 miles of the park, 51% stayed one night and 34% spent three or more nights. Of the visitor groups that stayed overnight in the area, 48% stayed in lodges, hotels, motels, cabins, B&B, etc.
- The average group expenditure in the park and the surrounding area (within 60 miles of the park) was \$110, with a median (50% spent more and 50% spent less) of \$55. The average total expenditure per person was \$49.
- Most visitor groups (98%) rated the overall quality of services, facilities, and recreational opportunities at Homestead National Monument of America as “very good” or “good.” No visitor groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.
