
Visitor Services Project
James A. Garfield National Historic Site
Report Summary
General Visitor Groups

- This report describes the results of a visitor study at James A. Garfield's National Historic Site (NHS) during July 24 - September 1, 2009. A total of 339 questionnaires were distributed to visitor groups. Of those, 241 questionnaires were returned, resulting in a 71.1% response rate.
 - This report profiles a systematic random sample of James A. Garfield NHS visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in this report and complete comments are included in the Visitor Comments Appendix.
 - Fifty percent of visitor groups were in groups of two and 33% were in groups of three or four. Seventy-five percent of visitor groups were in family groups.
 - United States visitors comprised 97% of total visitation during the survey period, with 58% from Ohio and smaller proportions from 34 other states and Washington, D.C. International visitors were from six countries and comprised 3% of total visitation.
 - Eighty-four percent of visitor groups were visiting the park for the first time. Four percent of visitor groups had visited the park three or more times.
 - Forty-one percent of visitors were ages 51-70 years, 18% were 15 years or younger, and 9% were 66 years or older. Two percent of visitors were Hispanic or Latino, and 96% of visitors were of White racial background.
 - Thirty-seven percent of respondents had a graduate degree and 32% had a bachelor's degree. Twenty-three percent of respondents had an annual income of \$50,000-\$74,999. Eight percent of visitor groups had members with physical conditions.
 - Most visitor groups (85%) obtained information about the park prior to their visit. The most commonly used sources of information were the park website (47%) and friends, relatives, or word of mouth (26%). Most visitor groups (92%) received the information they needed.
 - Thirty-eight percent of visitor groups stayed overnight away from their permanent residence within a 1-hour drive of the park. Thirty-six percent of those visitor groups stayed one night within a 1-hour drive of the park, 26% stayed two nights, and 38% percent stayed three or more nights in the area. Of the visitors who stayed overnight in the area, 68% stayed in a lodge, hotel, motel, cabin, B&B, etc.
 - Fifty-eight percent of visitor groups spent two hours visiting the park. The average length of stay was 1.9 hours.
 - The most common visitor activities at James A. Garfield NHS were taking the guided tour (89%), viewing visitor center exhibits (87%), and visiting the visitor center (82%).
 - The visitor services and facilities most commonly used by visitor groups were the visitor center (93%) and visitor center exhibits (89%).
 - The average group expenditure in the park and the surrounding area (within a 1-hour drive) was \$156, with a median (50% spent more and 50% spent less) of \$60. The average total expenditure per person was \$64.
 - Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at James A. Garfield NHS as "very good" or "good." Less than 1% of visitor groups rated the overall quality as "very poor" or "poor."
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Report Summary Old Village Market Visitors Groups

- A total of 126 questionnaires were distributed to visitor groups at the Old Village Market. Of those, 79 questionnaires were returned, resulting in a 62.7% response rate.
- Forty-seven percent of visitor groups were in groups of two and 35% were in groups of three or four. Sixty-four percent of visitor groups were in family groups.
- United States visitors comprised 98% of total visitation during the survey period, with 92% from Ohio and smaller proportions from five other states. International visitors were from two countries and comprised 2% of total visitation.
- Forty-six percent of visitor groups were visiting the park for the first time. Thirty-five percent of visitor groups had visited the park three or more times.
- Thirty-seven percent of visitors were ages 46-65 years, 21% were ages 15 years or younger, and 16% were over 66 years or older. No visitors were Hispanic or Latino, and 100% of visitors were of White racial background.
- Twenty-nine percent of respondents had some college and 28% had a bachelor's degree. Twenty percent of respondents had an annual income of \$50,000-\$74,999 and 20% had an annual income of \$75,000-\$99,999. Thirteen percent of visitor groups had members with physical conditions.
- Forty-six percent of visitor groups spent up to 1 hour visiting the park and 41% spent two hours. The average length of stay was 1.5 hours.
- The most common visitor activities at James A. Garfield NHS were attending Old Village Market (71%), viewing visitor center exhibits (35%), and taking the guided tour of James A. Garfield Home (32%).
- The average group expenditure in the park and the surrounding area (within a 1-hour drive) was \$31, with a median (50% spent more and 50% spent less) of \$20. The average total expenditure per person was \$13.

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>