

**Visitor Services Project
Martin Van Buren National Historic Site
Report Summary**

- This report describes the results of a visitor study at Martin Van Buren National Historic Site (NHS) during August 8 - September 5, 2009. A total of 339 questionnaires were distributed to visitor groups. Of those, 267 questionnaires were returned resulting in a 78.8% response rate.
- This report profiles a systematic random sample of Martin Van Buren NHS visitors. Most results are presented in graphs and frequency tables.
- Fifty-six percent of visitor groups were in groups of two and 31% were in groups of three or four. Seventy-one percent of visitor groups were in family groups.
- United States visitors comprised 99% of total visitation during the survey period, with 52% from New York and smaller proportions from 32 other states and Washington, D.C. There were too few international visitors to provide reliable results.
- Eighty-six percent of visitors were visiting the park for the first time and 9% had visited two times.
- Sixty-six percent of visitors were ages 46-75 years, 13% were ages 15 years or younger, and 4% were ages 76 or older. Fifty percent of respondents had a graduate degree.
- Most visitor groups (85%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through the Martin Van Buren NHS website (46%), and most (92%) received the information they needed. To obtain information for a future visit, 70% of visitor groups would use the park website.
- For 49% of non-resident visitor groups, the primary reason for visiting the park area (within 50 miles) was to visit Martin Van Buren NHS.
- Forty-five percent of visitor groups stayed overnight in the area within 50 miles of the park, of which 31% percent stayed four or more nights.
- Fifty-seven percent of visitor groups spent two or more hours visiting the park, and the average length of visit was 1.6 hours.
- The most common activities were visiting the visitor center (88%) and taking ranger-led tours of the Martin Van Buren home (86%).
- For 67% of visitor groups, the primary reason for visiting the park was to take a ranger-led tour of the Martin Van Buren home. Most visitor groups (95%) found the tour to be about the right length and almost all (99%) found the tour topics of interest.
- The visitor services and facilities most commonly used by visitor groups were the ranger-led tour of the Martin Van Buren home (90%) and restrooms (70%). The service/facility that received the highest combined proportion of “extremely important” and “very important” ratings was the ranger-led tour of the Martin Van Buren home (98%, N=210). The services/facilities that received the highest combined proportion of “very good” and “good” quality ratings was assistance from park staff (98%, N=119).
- Most visitor groups (90%) rated the overall quality of facilities, services, and recreational opportunities at Martin Van Buren NHS 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>.