

**Visitor Services Project**  
**Lincoln Home National Historic Site**  
**Report Summary**

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

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