

## 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.

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

## Executive Summary (continued)

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

## Executive Summary (continued)

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

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>.