This report describes the results of a study of visitors to the National Monuments (the Jefferson Memorial, Lincoln Memorial and Washington Monument), during June 17-23, 1990. Seven hundred ninety-nine questionnaires were distributed and 637 returned, an 80% response rate.

The report profiles visitors to the National Monuments. A separate appendix has their comments about the park and their visit. A summary of these comments is included in both this report and the appendix.

Sixty-two percent of visitors were in family groups. Thirty-five percent of visitors were 31 to 45 years old. Fifty-seven percent of visitors were on their first visit to the National Monuments.

Visitors from foreign countries comprised 9% of the visitation to the National Monuments. Twenty percent of American visitors came from Virginia, California and Pennsylvania.

Sixty-one percent of visitors who were visiting for the day spent six hours or more visiting the National Monuments. 91% of visitors who were visiting for more than one day stayed four days or less.

Of the visitors who visited at least one of the National Monuments, 77% also visited the Vietnam Veterans Memorial.

Seventy-two percent of visitors used the exhibits inside the memorials, while 57% used the memorial brochures and 45% used the outdoor maps.

The information/interpretive services that received the highest quality ratings from visitors included the memorial brochures, ranger assistance, and outdoor maps. "Other" information/interpretive services, which included guide books and hired guides, were rated the lowest quality.

Eighty-four percent of visitors used the restrooms at the National Monuments, 63% used the snack bars and 58% purchased souvenirs.

The services and facilities that received the highest quality ratings from visitors included the metro, Tourmobile, and souvenir sales. Public restrooms were rated as the lowest quality facility.

Visitors made many more general comments about their visit to the National Monuments.

For more information about 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 or call (208)885-7129.