

Visitor Services Project
The National Monuments
Report Summary

- 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.

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