Lincoln Home National Historic Site Visitor Study
Spring 2005

University of Idaho

Lincoln Home National Historic Site

Visitor Study
Spring 2005

Visitor Services Project
Lincoln Home National Historic Site
Report Summary

- This report describes the results of a visitor study at Lincoln Home National Historic Site (NHS) during May 27–June 5, 2005. A total of 650 questionnaires were distributed to visitor groups. Of those, 462 questionnaires were returned resulting in a 71% response rate.

- This report profiles Lincoln Home NHS visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in an appendix.

- Thirty-two percent of visitor groups were in groups of two, 35% were in groups of three or four, and 23% were groups of 5 or more. Seventy-seven percent of the visitor groups were family groups. Fifty-one percent of visitors were ages 36-65 years and 24% were ages 15 or younger.

- United States visitors were from Illinois (39%), Missouri (12%), and 38 other states. International visitors, comprising 2% of the total visitation, were from England (22%), Germany (19%), and 6 other countries.

- Sixty-six percent of visitors visited Lincoln Home NHS for the first time in their lifetime and 95% visited for the first time in the past 12 months. Twenty-five percent of visitors (16 years or older) have a graduate degree and 29% hold a bachelor's degree.

- Prior to this visit, visitor groups most often obtained information about Lincoln Home NHS through previous visits (43%) and travel guides/books/publications (38%). Nine percent of visitor groups did not obtain any information about the park before their visit. Most groups (88%) received the information they needed about the park.

- Thirty-seven percent of visitor groups' primary reason for traveling to the Springfield, Illinois area (within city limits) was to visit Lincoln Home NHS. On this visit, the most common activities were taking Lincoln Home tour (96%), visiting museum shop (73%), and experiencing exhibits (73%).

- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by the 434 visitor groups included Lincoln Home tour (92%), park brochure (76%), park map (62%), and assistance from park staff (60%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included Lincoln Home tour (94%, N=382), assistance from park staff (79%, N=252), and park website (77%, N=47). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included Lincoln Home tour (92%, N=368), assistance from park staff (92%, N=244), and park map (90%, N=242).

- The average of total expenditures in and outside the park (within 1-hour drive of park) per visitor group was $323. The median visitor group expenditure (50% of groups spent more, 50% of group spent less) was $160. The average per capita expenditure was $83.

- Most visitor groups (97%) rated the overall quality of services, facilities, and recreational opportunities at Lincoln Home NHS as "very good" or "good." Less than one percent of 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 or at the following website http://www.psu.uidaho.edu

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INTRODUCTION

This report describes the results of a visitor study at Lincoln Home NHS. This visitor study was conducted from May 27–June 5, 2005 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit (PSU) at the University of Idaho.

Organization of the report

The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire. Instead, the results are presented in the following order:

- *Demographics*
- *Information Prior to Visit*
- *Information During Visit*
- *Ratings of the Park Services, Facilities, Elements, Attributes, Resources, and Value for Fee Paid*
- *Expenditures* (**only** presented if the questionnaire included expenditure questions)
- *Information about Future Preferences*
- *Overall Quality*
- *Visitor Comments*

Section 3: **Appendices**

Appendix 1: The *Questionnaire* contains a copy of the original questionnaire distributed to groups.

Appendix 2: *Additional Analysis* contains a list of options for cross references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after of this study is published.

Appendix 3: Decision rules for checking non-response bias

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the PSU. Copies of these reports can be obtained by contacting PSU office or visiting the website: http://www.psu.uidaho.edu/vsp/reports.htm

Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Most results are represented in the form of graphs (see example below) with some narrative text. Results may also be displayed as scatter plots, pie charts, or tables when applicable.

SAMPLE ONLY

1: The figure title describes the graph's information.

2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, **CAUTION!** on the graph shows the results may be unreliable.

   * appears when total percentages do not equal 100 due to rounding.

   ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3: Vertical information describes the response categories.

4: Horizontal information shows the number or proportions of responses in each category.

5: In most graphs, percentages provide additional information.

Figure 4: Number of visits
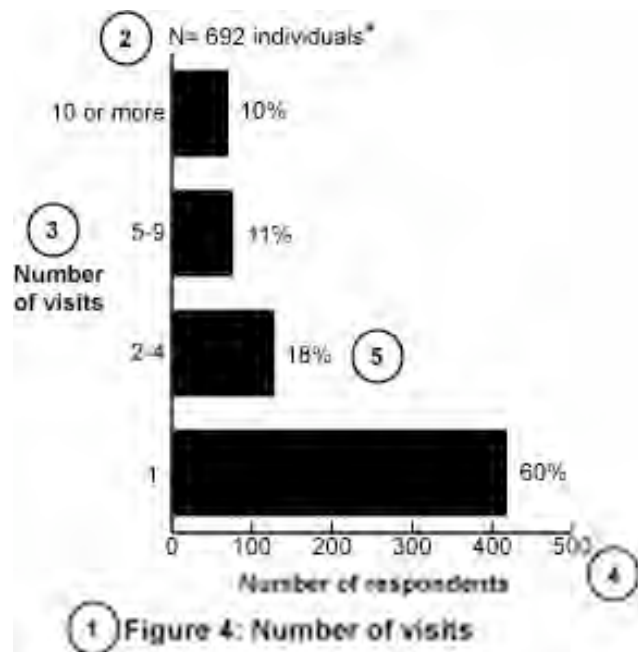
METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on park visitation statistics of previous years. To minimize coverage error, the sample size was also determined to provide adequate information about specific park sites if requested.

Interviews were conducted with visitor groups, and 650 questionnaires were distributed to a random sample of visitor groups who arrived at Lincoln Home NHS during the period from May 27–June 5, 2005. Table 1 presents the locations and numbers of questionnaires distributed at each location. These locations were selected based on park visitation statistics and advice from park staff.

Table 1: Questionnaire distribution location
N=number of questionnaires distributed

Sampling site	N	Percent
Visitor center	560	86
Lincoln Depot	45	7
Historic 8th Street	45	7
Total	650	100

Questionnaire design

The Lincoln Home NHS questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Lincoln Home NHS. Many questions asked visitors to choose answers from a list that was provided, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Lincoln Home NHS questionnaire. However, all questions followed the OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and proven.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was used to determine group size, group type, and the age of the group member (at least 16 years of age) who would complete the questionnaire. These individuals were then asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups, if needed. Visitor groups were given a questionnaire, asked to complete it after their visit, and then return it by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using standard statistical software packages—Statistical Analysis System (SAS) and Statistical Package for the Social Sciences (SPSS). Frequency distribution and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This study used a self-administered questionnaire. In addition, the respondents filled out the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflect actual behavior.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of May 27-June 5, 2005. The results present a 'snap-shot-in-time' and do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word **"CAUTION!"** is included in the graph, figure, or table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or inaccurate memory of the respondent). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The sampling period covered two weekends including the Memorial Day weekend and the latter part of the school year. Additionally, during the survey distribution, the grand opening of the Abraham Lincoln Presidential Museum had occurred one month prior in mid-April. These factors may have caused park visitation to increase substantially as well as visitation by more school groups than normal. The weather was sunny with comfortable temperatures in the 70s during the day.

Checking Non-response Bias

At Lincoln Home NHS, 764 visitor groups were contacted and 650 of these groups (85%) accepted the questionnaire. Questionnaires were completed and returned by 462 visitor groups, resulting in a 71% response rate for this study. Age of the group member who actually filled out the questionnaire and group size were the two variables used for checking non-response bias.

The results show that there is no significant difference between respondent and non-respondent ages and insignificant differences in group sizes. Therefore, the non-response bias was judged to be insignificant and the data of this study is a good representation of a larger population of visitors to Lincoln Home NHS. See Appendix 3 for more details of the non-response bias checking procedure.

Table 2: Comparison of respondents and non-respondents

Variable	Respondent Average	N	Non-respondent Average	N	p-value (t-test)
Age	50.6	444	43.6	188	.997
Group size	3.3	430	3.5	152	.276

Both p-values are greater than 0.05, so non-response bias was judged to be insignificant.

RESULTS

Demographics

Visitor group size

Question 15a
How many people in your personal group?

Results

- Visitor group sizes ranged from 1 person to 200 people.

- 37% of visitor groups consisted of two people (see Figure 1).

- 35% had 3 or 4 people.

- 23% had 5 or more people.

N=452 visitor groups*

Group size	Number of respondents
5 or more	23%
4	19%
3	16%
2	37%
1	4%
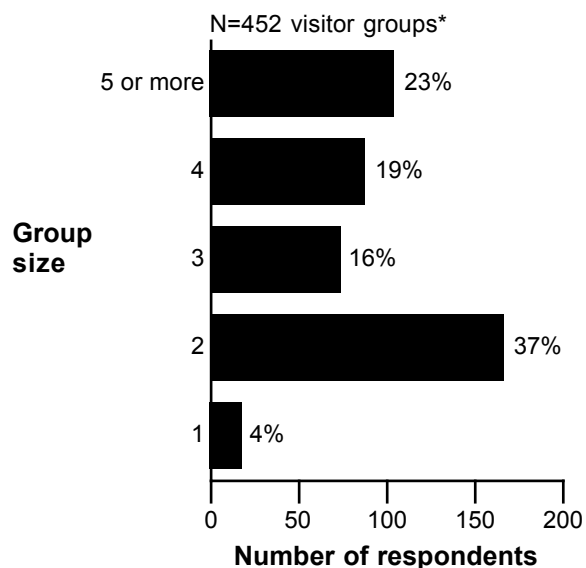
Figure 1:   Visitor group size

Visitor group type

Question 13
What kind of personal group were you with?

Results

- 77% of visitor groups were made up of family members (see Figure 2).

- 9% were with friends.

- 5% were with family & friends.

- 5% traveled alone.

- "Other" groups included school group, Boy Scouts, business associates, hostel group, and researchers.

N=442 visitor groups

Group type	Number of respondents
Family	77%
Friends	9%
Family & friends	5%
Alone	5%
Other	4%

Figure 2:   Visitor group type

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 14a
 Were you with a guided tour group?

Results
  • 26% of visitor groups were
    traveling with a guided tour group
    (see Figure 3).

N=428 visitor groups

With guided tour group?

Yes — 26%
No — 74%

Number of respondents

Figure 3: Visitors traveling with a guided tour group

Question 14b
 Were you with an educational/school group?

Results
  • 8% of visitor groups were traveling
    with an educational group (see
    Figure 4).

N=386 visitor groups

With educational group?

Yes — 8%
No — 92%

Number of respondents

Figure 4: Visitors traveling with an educational group

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 16a
   What is your current age?

Note: Response was limited to seven
      members from each visitor
      group.

Results
   • Visitor ages ranged from 1 to
     89 years old

   • 24% of visitors were 15 years
     or younger (see Figure 5).

   • 51% were in the 36-65 age
     group.

   • 12% were 66 years or older.

N=1439 individuals*

Age group (years)	Percent
76 or older	3%
71-75	4%
66-70	5%
61-65	9%
56-60	9%
51-55	9%
46-50	8%
41-45	8%
36-40	8%
31-35	5%
26-30	3%
21-25	1%
16-20	3%
11-15	10%
10 or younger	14%

Number of respondents
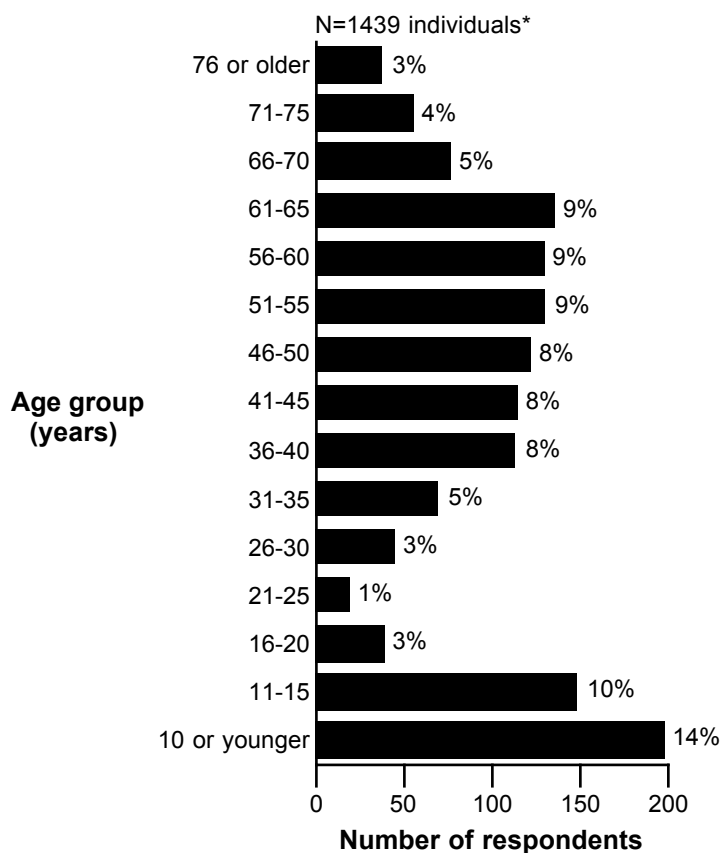
Figure 5:   Visitor age

Visitor level of education

Question 19
   **What is your highest level of
   education?**

Note: This question applied to visitors
      who were 16 years or older at the
      time of answering the
      questionnaire.

Note: Response was limited to seven
      members from each visitor group.

Results
   • 25% of visitors had a graduate
     degree (see Figure 6).

   • 29% held a bachelor's degree.

N=1125 individuals*

Level of education	Percent
Graduate degree	25%
Bachelor's degree	29%
Some college	22%
High school diploma/GED	20%
Some high school	5%

Number of respondents

Figure 6:   Visitor level of education

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Preferred languages for speaking and reading

Question 18a

What is the one language you and/or members of your group prefer to use for speaking and reading?

Results

- 97% percent of visitor groups preferred to speak and read English (see Table 3).

- Other languages mentioned by visitor groups were Spanish, Korean, German, French, Portuguese, and Amish.

Table 3: Preferred languages for speaking and reading
Total percentage do not equal to 100 due to rounding.

Language	Percent Speaking N=453	Percent Reading N=443
English	97	97
German	1	1
Korean	1	1
Spanish	1	<1
Dutch	<1	0
French	<1	<1
Portuguese	<1	<1
Dual languages		
Amish/English	<1	<1
English/Spanish	<1	<1

Services visitors would like translated into languages other than English

Question 18b

What services in the park would you and your group like provided in languages other than English?

Results

- 81% of visitor groups would not prefer to not have any services translated into languages other than English (see Figure 7).

- Park services that visitor groups would like provided in languages other than English were brochures, maps, and guided tours.

N=460 visitor groups

Services provided in languages other than English?

Number of respondents
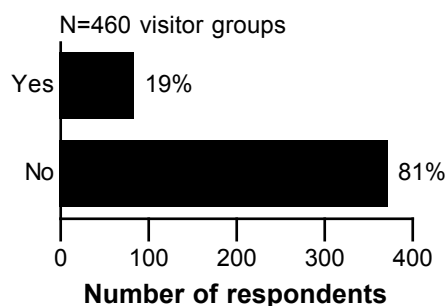
Figure 7: Visitor groups that would prefer to have services provided in languages other than English
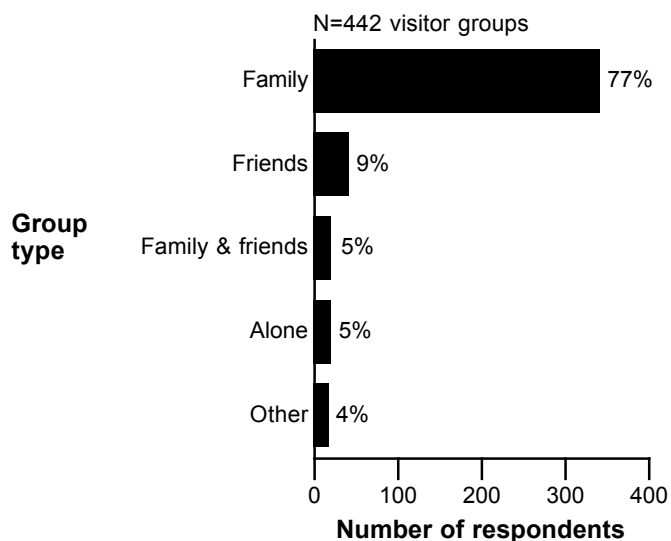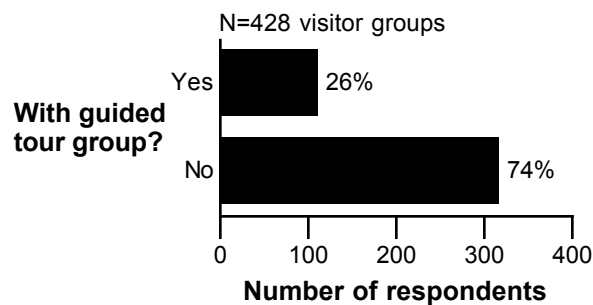
* total percentages do not equal 100 due to rounding

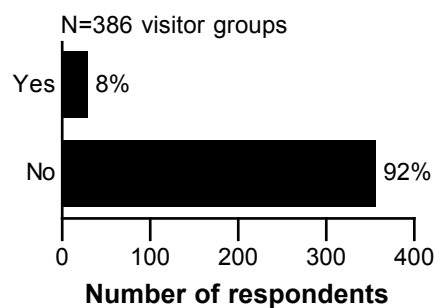** total percentages do not equal 100 because visitors could select more than one answer

Number of times visiting Lincoln Home NHS in the past 12 months

Question 16c

How many times have you visited the park in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 95% visited Lincoln Home NHS once during the past 12 months (see Figure 8).

- 5% visited the park two or more times.

N=1141 individuals

Number of visits

2 or more ▌5%

1 ████████ 95%

0   300   600   900   1200

Number of respondents
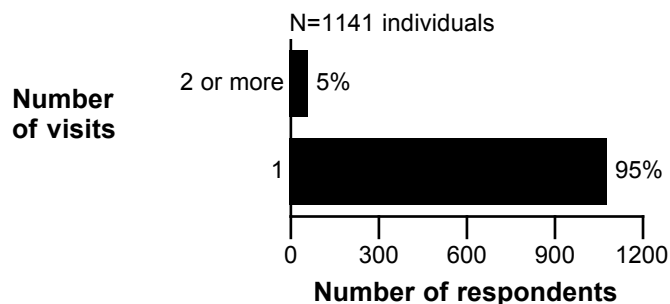
Figure 8:   Number of times visited the park in past 12 months

Number of times visiting the park in lifetime

Question 16d

How many times have you visited the park in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 66% of visitors visited Lincoln Home NHS the first time in their lifetime (see Figure 9).

- 26% visited the park two or three times.

- 9% visited the park 4 or more times in their lifetime.

N=1241 individuals*

Number of visits

4 or more ███ 9%

3 ██ 6%

2 █████ 20%

1 ████████ 66%

0   300   600   900

Number of respondents
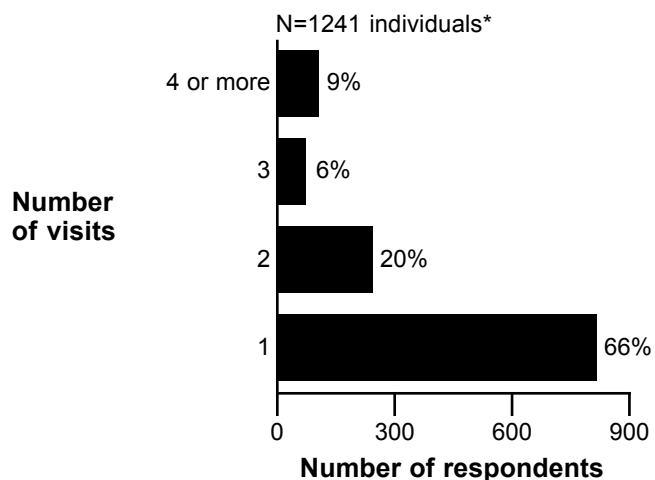
Figure 9:   Number of times visited the park in visitor lifetime
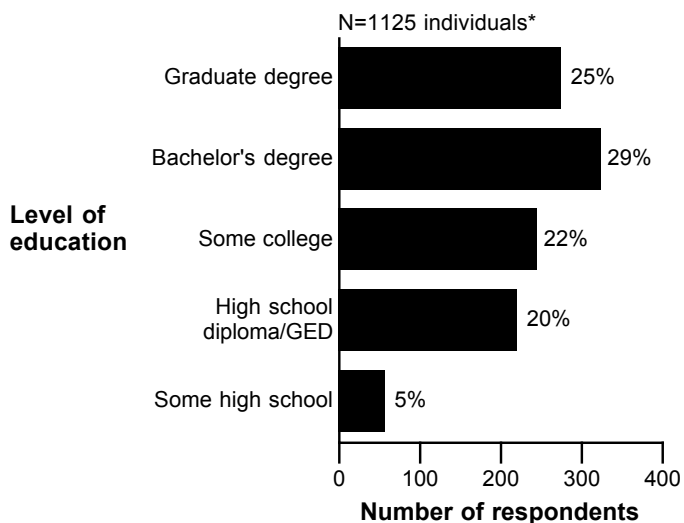
* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 16b
What is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors comprised 98% of total visitors to park (see Table 4 and Map 1).

- 39% of visitors came from Illinois.

- 12% came from Missouri.

- 4% came from Indiana, Iowa, & Wisconsin each.

- 3% came from Ohio & Michigan respectively.

- Smaller proportions came from 33 other states.

Table 4: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=1,295 individuals	Percent of total visitors N=1,322 individuals
Illinois	511	39	39
Missouri	153	12	12
Indiana	52	4	4
Iowa	52	4	4
Wisconsin	50	4	4
Ohio	39	3	3
Michigan	37	3	3
California	30	2	2
Florida	30	2	2
Kansas	30	2	2
Oklahoma	30	2	2
Minnesota	29	2	2
Tennessee	29	2	2
Arizona	23	2	2
Texas	22	2	2
Kentucky	20	2	2
Alabama	17	1	1
Nebraska	13	1	1
Pennsylvania	13	1	1
New Jersey	12	1	1
Colorado	9	1	1
North Carolina	9	1	1
Georgia	8	1	1
Louisiana	7	1	1
New York	7	1	1
15 other states	63	5	5

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer
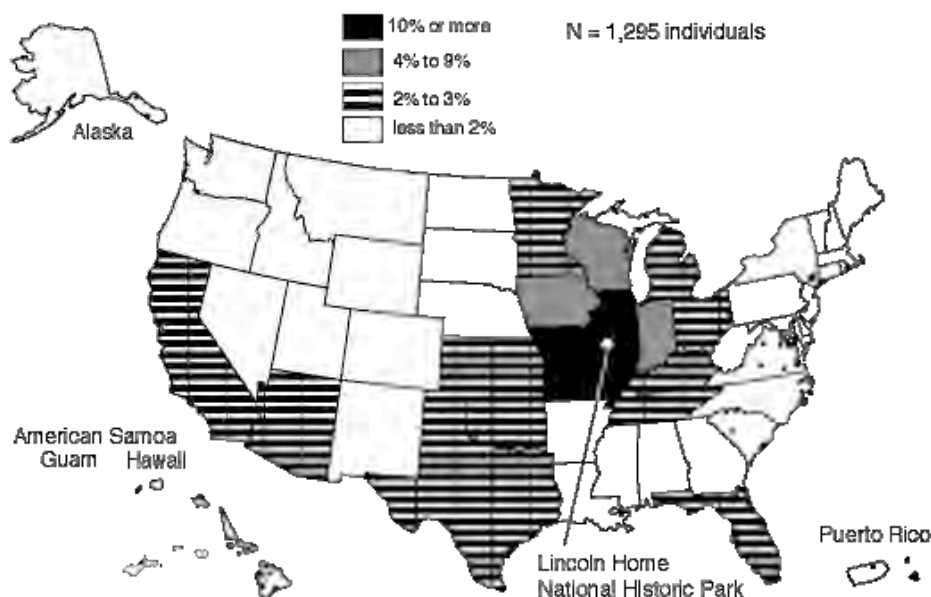
Map 1: Proportions of United States visitors by state of residence

International visitors by country of residence

Question 16b
What is your country of residence?

Results
- As shown in Table 5, international visitors comprised 2% of total visitation to Lincoln Home NHS. Interpret with **CAUTION**!

- 22% of international visitors came from England.

- 19% came from Germany.

- 15% came from India.

- Smaller proportions came from five other countries.

Table 5: International visitors by country of residence*

CAUTION!

Country	Number of visitors	Percent of international visitors N=27 individuals	Percent of total visitors N=1,322 individuals
England	6	22	<1
Germany	5	19	<1
India	4	15	<1
Canada	3	11	<1
South Korea	3	11	<1
Sweden	3	11	<1
Brazil	2	8	<1
Scotland	1	4	<1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitors with disabilities/impairments

Question 17a

Did anyone in your group have any disabilities/impairments that limited their ability to visit/enjoy the park?

Results

- 8% of visitor groups had members with disabilities or impairments that affected their park experience (see Figure 10).

N=455 visitor groups

Group member with disabilities?

Yes ▮ 8%

No ▮▮▮▮ 92%

0   100   200   300   400   500
Number of respondents
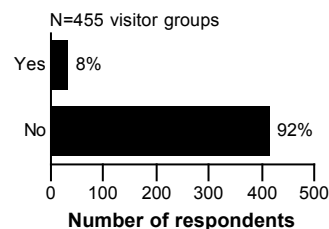
Figure 10: Visitors with disabilities/ impairments

Question 17b

What kind of disability/impairment?

Results

- As shown in Figure 11, the most often mentioned disabilities/impairments were:

  80% Mobility
  17% Hearing
  11% Visual

- "Other" types of disabilities (6%) that visitor groups listed related to movement with children.

N=35 visitor groups**

Mobility ▮▮▮▮ 80%

Hearing ▮ 17%

Visual ▮ 11%

Type of disability/ impairment

Mental ▮ 3%

Learning ▮ 3%

Other ▮ 6%

0   10   20   30
Number of respondents
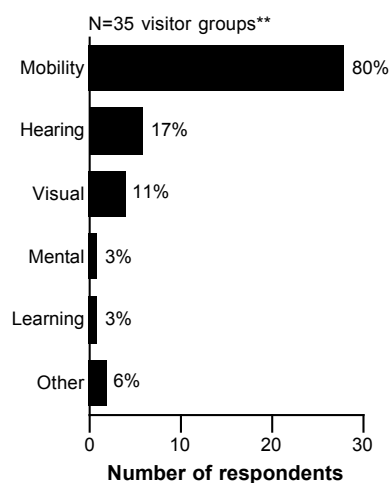
Figure 11: Type of disability/ impairment

Question 17c and d

Because of the disability/impairment did you and your group encounter any access/service problems in the park? If so, what were they?

Results

- 34% of groups that had members with disabilities/impairments encountered access/service problems (see Figure 12).

- The access/service problems that visitors with disabilities/impairments encountered included lack of wheel chair access to Lincoln Home, stairs without ramps, and not enough access to different places.

N=35 visitor groups

Encounter access problems?

Yes ▮ 34%

No ▮▮ 66%

0   10   20   30
Number of respondents
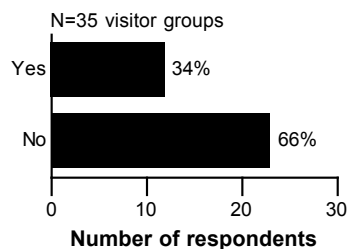
Figure 12: Visitors who encountered access/service problems due to disabilities/ impairments

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* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Information sources prior to visit

Information sources prior to visit

Question 2a
Prior to your visit, how did you and your group obtain information about Lincoln Home NHS?

Results

- 9% of visitor groups did not obtain any information about the park prior to their visit (see Figure 13).

N=462 visitor groups

Obtained information about park prior to visit?

Yes — 91%
No — 9%

Number of respondents
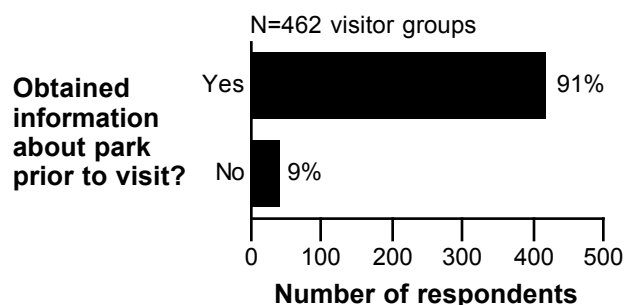
Figure 13:   Visitors who obtained information about park prior to this visit

- As shown in Figure 14, of those who obtained some information (91%), the most common sources of information included:

  43% Previous visits
  38% Travel guides/books/publications
  31% Maps/brochures
  30% Friends/relatives/word of mouth

- "Other" (7%) sources of information included road signs, hotels/motels, educational tour, and history class.

N=414 visitor groups**

Source	
Previous visits	43%
Travel guide/books/publications	38%
Maps/brochures	31%
Friends/relatives/word of mouth	30%
A. Lincoln Presidential Library & Museum	21%
Other websites	17%
Springfield Convention & Visitors Bureau	15%
Newspaper/magazine articles	13%
Park website	12%
TV/radio/videos	12%
Illinois Tourism Bureau	7%
State welcome center	7%
Other places in Springfield	5%
Telephone/written/email inquiry to park	5%
Chamber of Commerce	2%
Other	7%

Number of respondents

Figure 14:   Sources of information used by visitor groups prior to this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 2c

From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

Results

- 88% obtained information they needed to prepare for this trip to Lincoln Home NHS (see Figure 15).

Question 2d

If NO, what additional information did you and your group need?

Results

- Additional information that visitor groups needed but was not available through these sources included tour times, cost, and ticket requirements for Lincoln Home tour; specific directions to the park; hours of operation; a more detailed and descriptive map; and time necessary for visit.

N=438 visitor groups
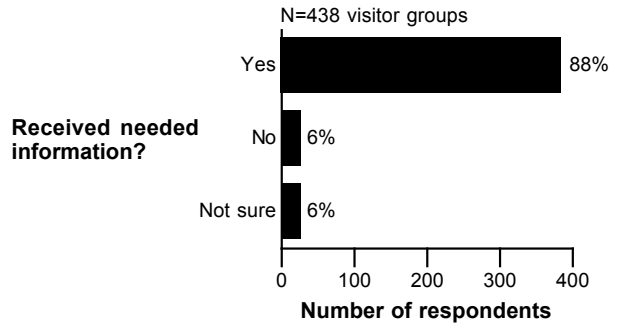
Figure 15:   Visitor groups who obtained needed information prior to this visit to Lincoln Home NHS

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* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Information sources preferred for future visits

Question 2b
On future visits to Lincoln Home National Historic Site, what sources would you and your group prefer to use to obtain information in planning your visit?

Results
- As shown in Figure 16, the most preferred sources of information to use in planning a future visit were:

  55% Park website
  38% Travel guides/books/ publications
  35% Map/brochures
  32% Previous visits

- "Other" (3%) sources of information included educational tours, signs, and motor clubs.

N=333 visitor groups**

Source	
Park website	55%
Travel guide/tour books/publications	38%
Maps/brochures	35%
Previous visits	32%
Springfield Convention and Visitors Bureau	22%
Abraham Lincoln Presidential Library and Museum	21%
Illinois Tourism Bureau	19%
Other websites	19%
State welcome center	14%
Friends/relatives/word of mouth	12%
Telephone/written/email inquiry to park	11%
Newspaper/magazine articles	11%
TV/radio/videos	8%
Chamber of Commerce	5%
Other places in Springfield	2%
Other	3%

Number of respondents

Figure 16: **Preferred sources of information to use in planning a future visit**

Visitor awareness of management by National Park Service

Question 1
Prior to this visit to Lincoln Home National Historic Site, were you and your group aware that this park is managed by the National Park Service (NPS)?

Results
- 42% of visitor groups were aware that park was managed by the NPS (see Figure 17).

- 58% either did not know or were "not sure" that park was managed by the NPS.

N=460 visitor groups

Aware of NPS management?

Yes	42%
No	53%
Not Sure	5%

Number of respondents
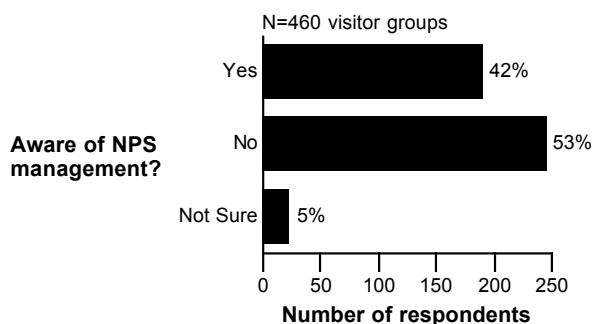
Figure 17: **Visitor groups' awareness of Lincoln Home NHS management by the National Park Service**

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Information During Visit

Primary reason for visiting Springfield, Illinois

Question 3
> **On this visit what was the primary reason that you and your group visited Springfield, Illinois area (within city limits)?**

Results
- 2% of visitor groups were residents of the local area (see Figure 18).

N=394 visitor groups

Resident of area?

Yes 2%

No 98%

0   100   200   300   400
Number of respondents
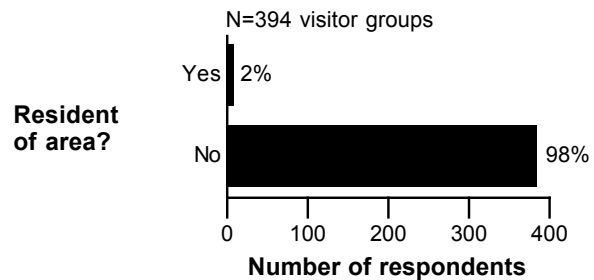
Figure 18: Resident of the Springfield, Illinois area (within city limits)

Results
- The most common reasons for visiting the Springfield, Illinois area (see Figure 19) were:

    38% Visit Lincoln Home NHS
    23% Visit other area attractions

- 23% of visitors had "other" primary reasons for visiting which included the Abraham Lincoln Presidential Library and Museum, school class trip, and previously lived in area.

N=385 visitor groups

Reason

Visit Lincoln Home NHS — 38%
Visit other area attractions — 23%
Passing through-unplanned visit — 10%
Visit friends/relatives in the area — 5%
Business — 1%
Other — 23%

0   50   100   150   200
Number of respondents
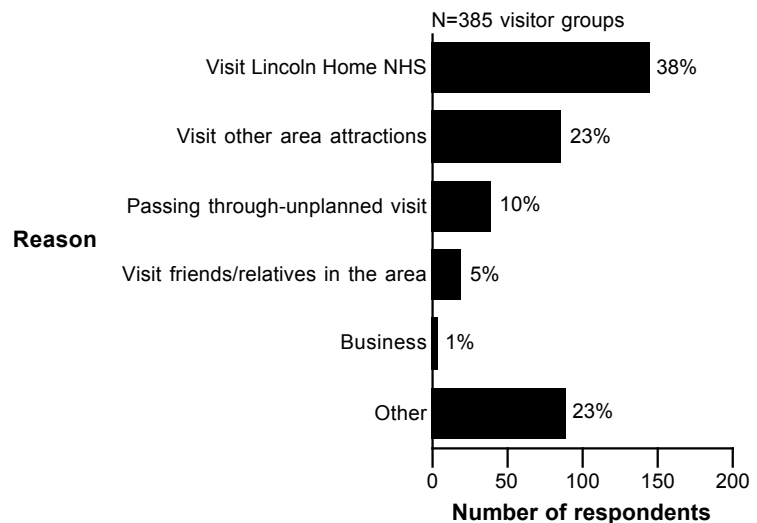
Figure 19: Primary reason for visiting the Springfield, Illinois area (within city limits)

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting Lincoln Home NHS

Question 4

On this visit, what was your primary reason for visiting Lincoln Home National Historic Site?

Results

- 68% of visitor groups visited to learn about Abraham Lincoln (see Figure 20).

- 20% visited to show site to friends.

- 10% of visitors had "other" primary reasons for visiting which included experience the history, new presidential library, and took children/grandchildren.

N=423 visitor groups*

Reason	
Learn about Abraham Lincoln	68%
Show site to friends	20%
Attend school program	2%
Purchase items in museum shop	<1%
Other	10%

Number of respondents
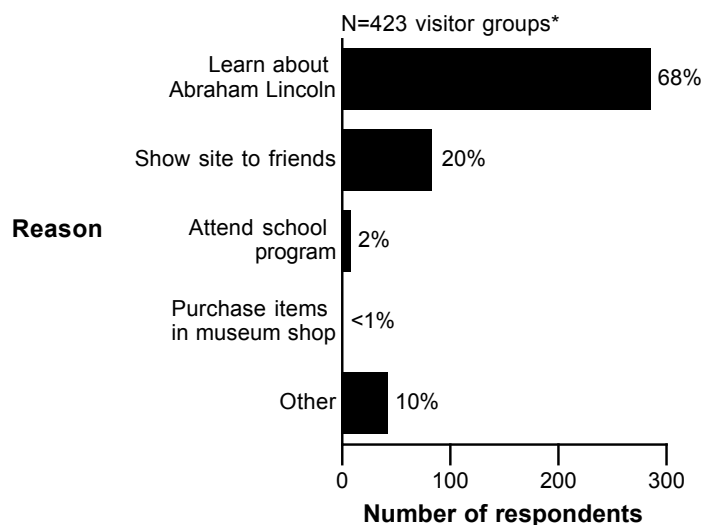
Figure 20: Primary reason for visiting park

Overnight accommodations

Question 5a

On this visit, did you and your group stay overnight away from home in Springfield, Illinois?

Results

- 55% of visitor groups stayed overnight away from home in the Springfield, Illinois (see Figure 21).

N=455 visitor groups

Overnight away from home in Springfield, Illinois?

Yes	55%
No	45%

Number of respondents
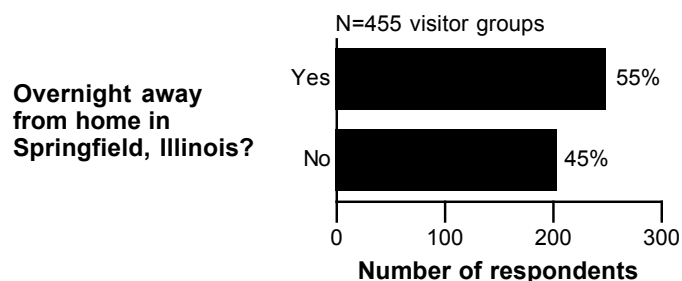
Figure 21: Visitor groups who stayed overnight away from home in the Springfield, Illinois

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 5b

If YES, please list the number of nights you or your group stayed.

Results

- 47% of visitor groups stayed overnight in Springfield, Illinois one night (see Figure 22).

- 35% stayed two nights.

- 18% stayed overnight three or more nights.

N=247 visitor groups
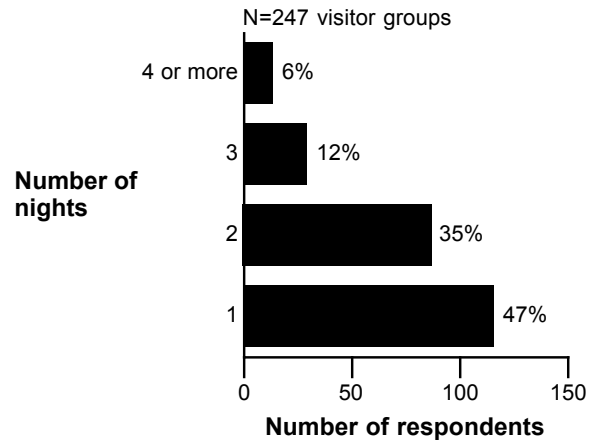
Figure 22: Number of nights visitor groups stayed in the Springfield, Illinois

Question 5c

In what type of lodging did you and your group spend the night while in Springfield, Illinois?

Results

- 88% of visitor groups that stayed overnight stayed in lodges, motels, cabins, rented condos/homes, or bed & breakfasts (see Figure 23).

- 7% were RV/trailer camping.

- "Other" (2%) comments were specific names of hotels.

N=249 visitor groups**
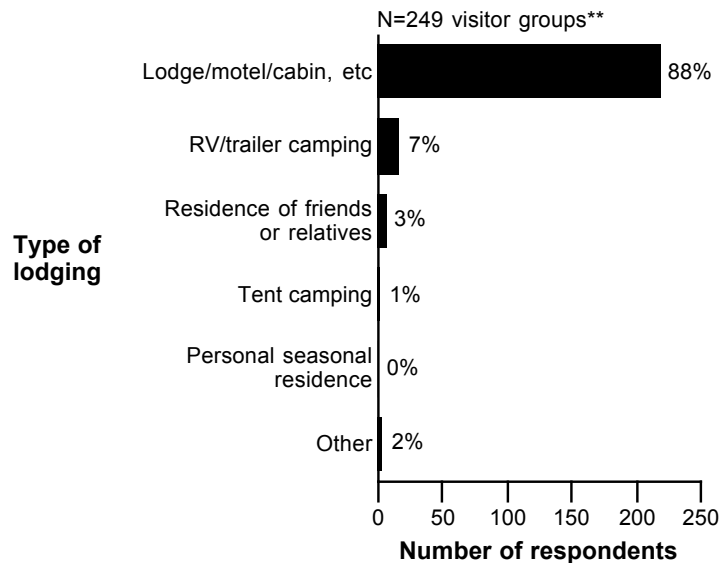
Figure 23: Type of lodging visitor groups used in Springfield, Illinois

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Overnight stay locations on night before park visit

Question 5d

In what town/city did you and your stay on the night before visiting Lincoln Home NHS? Do not answer if you stayed at home.

Results
- As shown in Table 6, the towns/cities most often stayed in overnight before visiting Lincoln Home NHS were:

  25% Springfield, IL
   9% Chicago, IL
   8% St. Louis, MO

Table 6: Overnight stay on night before park visit
N=232 visitor groups

City/Town and State	Number of times mentioned
Springfield, IL	57
Chicago, IL	22
St. Louis, MO	19
Bloomington, IL	8
Decatur, IL	5
New Salem, IL	4
Normal, IL	4
Arlington Heights, IL	3
Hannibal, MO	3
Indianapolis, IN	3
Iowa City, IA	3
Litchfield, IL	3
Nauvoo, IL	3
Petersburg, IL	3
Branson, MO	2
Champaign, IL	2
Collinsville, IL	2
Columbus, OH	2
Effingham, IL	2
Evansville, IN	2
Greenville, IL	2
Jacksonville, IL	2
Memphis, TN	2
Nashville, TN	2
Peoria, IL	2
Prairie de Chine, WI	2
Quincy, IL	2
Rolla, MO	2
Adel, IA	1
Antioch, IL	1
Atlanta, IL	1
Bartlett, IL	1
Bartonville, IL	1
Blue Mound, IL	1
Broussard, LA	1
Burbank, IL	1
Canton, OH	1
Cape Girardeau, MO	1
Cedar Rapids, IA	1
Charleston, IL	1
Chatham, IL	1
Columbia, MO	1
Columbus, IN	1
Crawfordsville, IL	1
Cuba, MO	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Table 6: Overnight stay on night before park visit (continued)

City/Town and State	Number of times mentioned
Dayton, OH	1
Edwardsville, IL	1
Eldridge, IL	1
Fairview Heights, IL	1
Geneseo, IL	1
Grand Rapids, MI	1
Hamilton, Ontario	1
Hanover Park, IL	1
Highland, IL	1
Hillsboro, IL	1
Hoffman Estates, IL	1
Joliet, IL	1
Joplin, MO	1
Kansas City, MO	1
Kent, OH	1
Lockport, IL	1
Madison, WI	1
Marion, IL	1
Millsboro, IL	1
Milwaukee, WI	1
Mokena, IL	1
Mt. Vernon, IL	1
Norway, IL	1
Oswego, IL	1
Ottawa, IL	1
Paducah, KY	1
Peru, IL	1
Plainfield, IL	1
Roanoke, IL	1
Rochester, IL	1
Scottsburg, IN	1
Shamrock, TX	1
Shipshewana, IN	1
Springfield, MO	1
St. James, MO	1
St. Peters, MO	1
Sturgis, MI	1
Taylorsville, IL	1
Tecumseh, KS	1
Tinley Park, IL	1
Urbana, IL	1
Vandalia, IL	1
Waterloo, IL	1
Waynesville, MO	1
Wentzville, MO	1
Winslow, IL	1
Woodstock, IL	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Overnight stay the night after park visit

Question 5e

In what town/city did you and your group stay on the night after departure from Lincoln Home National Historic Site? Do not answer if you stayed at home.

Results

- As shown in Table 7, the towns/cities most often stayed in the night after departing from Lincoln Home NHS were:

  16% Springfield, IL
  13% St. Louis, MO
   9% Chicago, IL

Table 7: Overnight stay the night after park visit

N=211 visitor groups

City/Town and State	Number of times mentioned
Springfield, IL	36
St. Louis, MO	29
Chicago, IL	19
Indianapolis, IN	5
Decatur, IL	4
Bloomington, IL	3
Champaign, IL	3
Hannibal, MO	3
Wisconsin Dells, WI	3
Arlington Heights, IL	2
Des Moines, IA	2
Iowa City, IA	2
Kansas City, MO	2
Litchfield, IL	2
Memphis, TN	2
Nauvoo, IL	2
New Salem, IL	2
Normal, IL	2
Peoria, IL	2
Racine, WI	2
Rockford, IL	2
Tulsa, OK	2
Alton, IL	1
Arcola, IL	1
Belmont, CA	1
Bethel, OH	1
Blue Mound, IL	1
Blue Springs, MO	1
Branson, MO	1
Bushnell, IL	1
Byron, IL	1
Cadis, KY	1
Canton, IL	1
Cape Girardeau, MO	1
Carmel, IL	1
Caseyville, IL	1
Charleston, IL	1
Chatham, IL	1
Clinton, IL	1
Coal City, IL	1
Columbia, MO	1
Danville, IL	1
Dewitt, MI	1
Dixon, IL	1
Dudley, MA	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Table 7: Overnight stay the night after park visit (continued)

City/Town and State	Number of times mentioned
Dyersville, IA	1
East Moline, IL	1
Eau Claire, WI	1
Edwardsville, IL	1
Effingham, IL	1
Farmington, MN	1
Galesville, IL	1
Gardner, KS	1
Grand Rapids, MI	1
Greenville, IL	1
Harvard, IL	1
Highland, IL	1
Hillsboro, IL	1
Huntington, IN	1
Huntley, IL	1
Jackson, TN	1
Jacksonville, IL	1
Kellogg, IA	1
Kent, OH	1
Lake Mills, WI	1
Lawrence, KS	1
Lemont, IL	1
Lexington, IL	1
Lima, OH	1
Lincoln, IL	1
Lockport, IL	1
Madison, WI	1
Milwaukee, WI	1
Mokena, IL	1
Moline, IL	1
Morehead, KY	1
Morgantown, NC	1
Mt. Pleasant, IA	1
Muncie, IN	1
Norway, IL	1
Ottawa, IL	1
Petersburg, IL	1
Pittsfield, IL	1
Plainfield, IL	1
Port Huron, MI	1
Portage, IN	1
Quincy, IL	1
Rockville, IN	1
Rolla, MO	1
Sandusky, OH	1
Sanie, AL	1
Schaumberg, IL	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Table 7: Overnight stay the night after park visit (continued)

City/Town and State	Number of times mentioned
South Elgin, IL	1
St. Paul, MN	1
Stuart, NE	1
Sycamore, IL	1
Troy, IL	1
Union, MO	1
Vandalia, IL	1
Washington, KS	1
Waverly, IA	1
Winslow, IL	1

Adequacy of directional signs

Question 6

On this visit, were the signs directing you and your group to Lincoln Home National Historic Site adequate?

Signs on interstates

Results
- 72% of visitor groups felt that they were adequate (see Figure 24).

- 21% were "not sure."

N=403 visitor groups

Signs adequate?

Yes — 72%
No — 7%
Not sure — 21%

Number of respondents
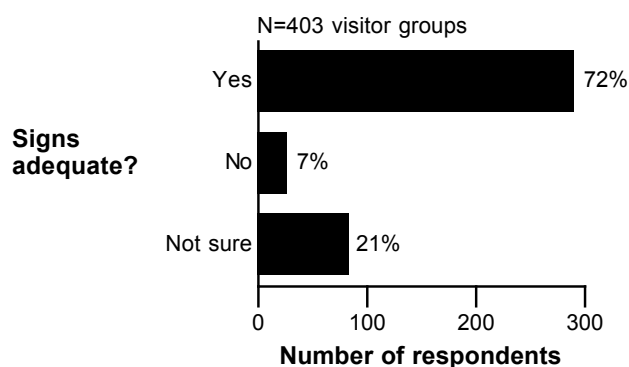
Figure 24:   Adequacy of directional signs on the interstates

Signs on state highways

Results
- 71% of visitor groups felt that they were adequate (see Figure 25).

- 24% were "not sure."

N=389 visitor groups*

Signs adequate?

Yes — 71%
No — 6%
Not sure — 24%

Number of respondents
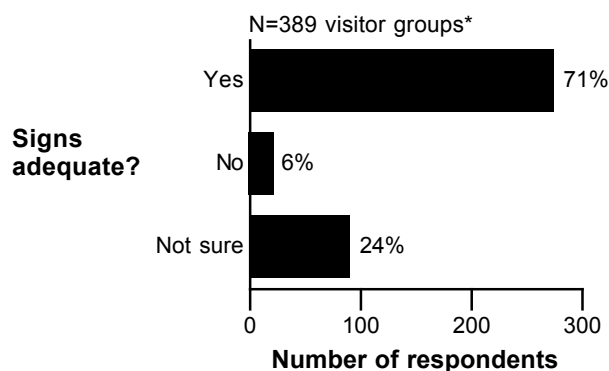
Figure 25:   Adequacy of directional signs on state highways

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Signs on city streets

Results

- 84% of visitor groups felt that they were adequate (see Figure 26).

- 8% felt that signs were not adequate.

- 8% were "not sure."

N=432 visitor groups

Signs adequate?

Yes 84%
No 8%
Not sure 8%

Number of respondents
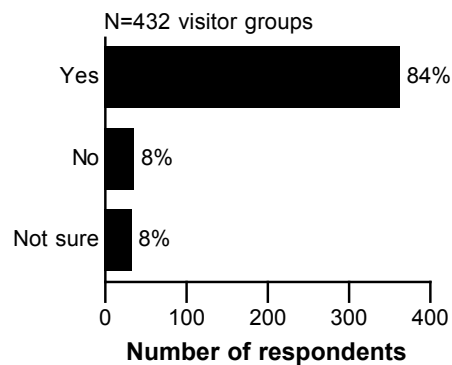
Figure 26: **Adequacy of directional signs on city streets**

Pedestrian signs in communities

Results

- 68% of visitor groups felt that they were adequate (see Figure 27).

- 25% were "not sure."

- 7% replied that they were not.

N=366 visitor groups

Signs adequate?

Yes 68%
No 7%
Not sure 25%

Number of respondents

Figure 27: **Adequacy of directional signs for pedestrians in communities**

Number of vehicles used

Question 15b
For this visit, please list the number of vehicles in which you and your group arrived.

Results

- 89% arrived in one vehicle (see Figure 28).

- 7% arrived in two vehicles.

N=452 visitor groups

Number of vehicles

3 or more 2%
2 7%
1 89%
0 2%

Number of respondents
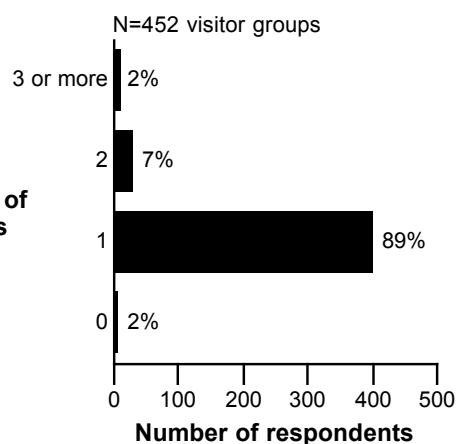
Figure 28: Number of vehicles used by visitor groups on this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Length of visit
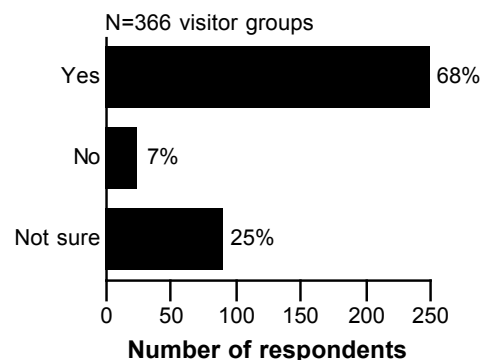
Question 9a
On this visit, how long did you and your group stay at Lincoln Home National Historic Site?

Results
- 27% visitor groups stayed up to one hour (see Figure 29).

- 48% spent two hours.

- 25% spent three or more hours.

N=455 visitor groups

Number of hours

Number of hours	Percentage
4 or more	9%
3	16%
2	48%
Up to 1	27%

Number of respondents
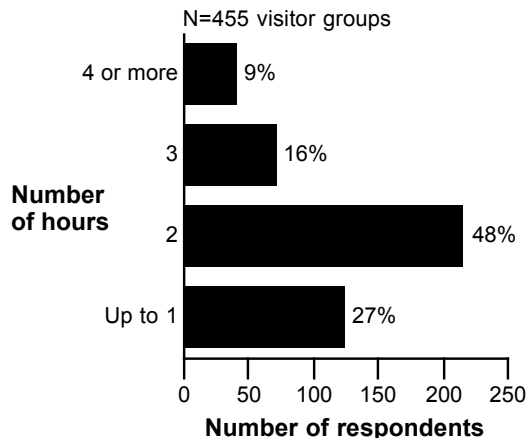
Figure 29: Number of hours visiting the park

Question 9b
On this visit, did you or your group visit the park on more than one day?

Results
- 6% of visitor groups spent more than one day visiting Lincoln Home NHS (see Figure 30).

N=455 visitor groups

Visit on more than one day?

	Percentage
Yes	6%
No	94%

Number of respondents
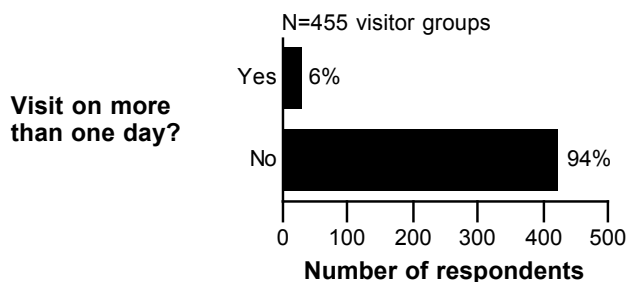
Figure 30: Visitor groups that spent more than one day visiting the park

Question 9c
If YES, on how many days did you visit?

Results
- For visitor groups who visited the park on more than one day, 97% spent two days (see Figure 31). Interpret with **CAUTION!**

N=29 visitor groups

Number of days

CAUTION!

Number of days	Percentage
3 or more	3%
2	97%

Number of respondents

Figure 31: Number of days visiting the park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Number of times entered the park

Question 9d

On this visit, how many times did you and your group enter Lincoln Home National Historic Site?

Results

- 88% of visitor groups entered the park once (see Figure 32).

- 11% entered two or more times.

N=454 visitor groups*

Number of entries

3 or more	2%
2	9%
1	88%

Number of respondents

Figure 32: Number of times entered Lincoln Home NHS

Question 9e

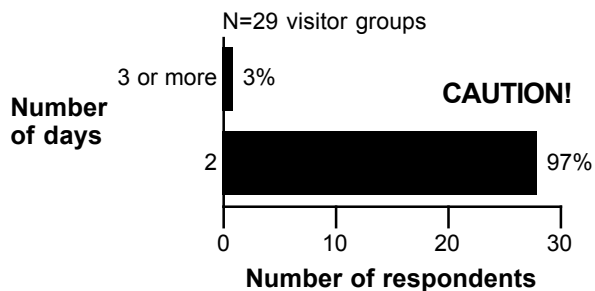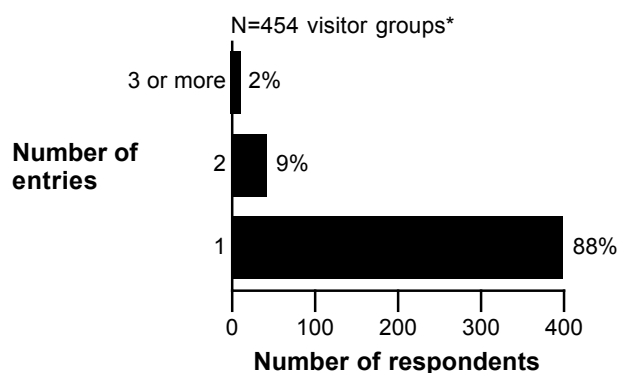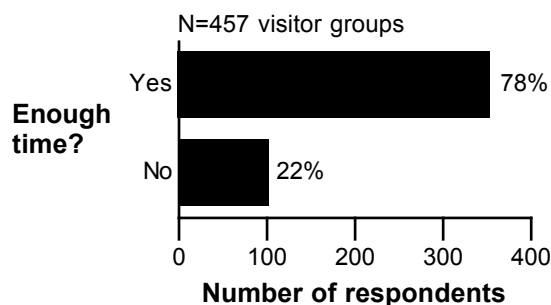**On this visit to Lincoln Home National Historic Site, did you and your group have enough time to see and do all that you wanted to?**

Results

- 78% of visitor groups had enough time to see and do all that they had planned to do in Lincoln Home NHS (see Figure 33).

N=457 visitor groups

Enough time?

Yes	78%
No	22%

Number of respondents

Figure 33: Enough time to see and do all you wanted to?

Question 9f

If NO, please explain.

Results

- Table 8 lists the most often mentioned reasons for not being able to see or do all that visitors wanted.

Table 8: Reason for not having enough time to see or do all that visitor wanted

N=105 comments

Comments	Number of times mentioned
Did not have enough time	23
Schedule didn't allow for more time	21
Arrived too late in day	13
Had to depart for home	7
Had other places to visit in area	5
Long wait for tour	4
Park closed at 5 pm	4
Tour was rushed	3
Didn't know where everything was located	2
It was raining	2
Too crowded	2
Tour too crowded	2
Two hour parking limit	2
Other	15

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Safety concerns while visiting the park

Question 10a
On this visit, did you and your group have any specific safety concerns while visiting Lincoln Home National Historic Site?

Results
- 97% of visitor groups did not have any specific safety concerns (see Figure 34).

N=453 visitor groups

Safety concerns?

Yes 3%

No 97%

0 100 200 300 400 500
Number of respondents
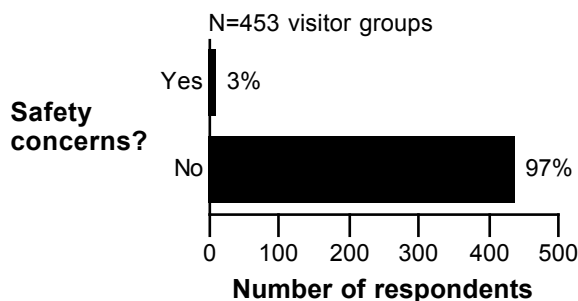
Figure 34: Safety concerns in the park

Question 10b
If YES, what were they?

Results
- 3% of visitor groups had safety concerns.

- The safety issues affecting their visitor experience were steep steps in Lincoln Home, wheelchair access issues, and crowding in Lincoln Home.

Sites visited

Question 7
On this visit, which of the following locations at Lincoln Home National Historic Site did you and your group visit?

Results
- 97% of visitor groups visited Lincoln Home NHS Visitor Center (see Figure 35).

- 96% visited Lincoln Home.

- 6% Legacy Gardens was the least visited site.

N=455 visitor groups**

Place

Lincoln Home NHS Visitor Center 97%
Lincoln Home 96%
Arnold House Exhibit 60%
Dean House Exhibit 60%
8th Street corridor 41%
Lincoln Depot 20%
Legacy Gardens 6%

0 100 200 300 400 500
Number of respondents
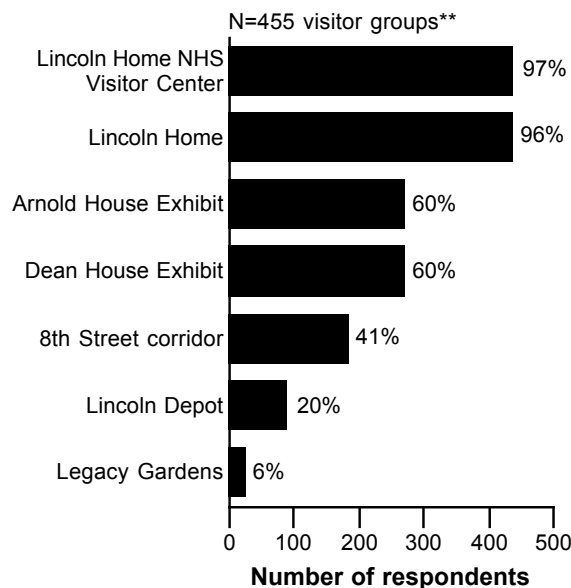
Figure 35: Sites visited

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Activities

Question 8

On this visit to Lincoln Home National Historic Site, in what activities did you and your group participate?

Results

- As shown in Figure 36, the most common activities on this visit included:

   96% Take Lincoln Home tour
   73% Visit museum shop in Visitor Center
   73% Experience exhibits

- The least common activities included:

   5% Seek solitude
   1% Conduct historic/genealogy research

- "Other" activities (3%) that visitor groups listed were photography, visit Abraham Lincoln Presidential Library/Museum, and learning through history.

Activities

N=456 visitor groups**

Take Lincoln Home tour	96%
Visit museum shop in Visitor Center	73%
Experience exhibits	73%
Obtain assistance from park staff	57%
View films in Visitor Center	50%
Obtain NPS and area information	29%
Exercise	17%
Participate in Junior Ranger program	7%
Seek solitude	5%
Conduct historic/genealogy research	1%
Other	3%

Number of respondents
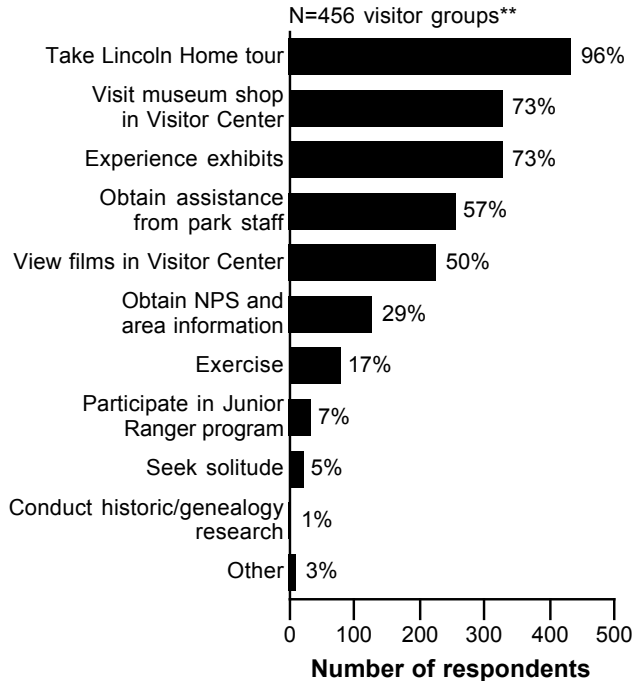
Figure 36: Visitor activities on this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Taking the tour and the time needed

Question 20a

> **On this visit, did you and your group take a tour of Lincoln Home?**

Results
- 95% of visitor groups took the Lincoln Home tour (see Figure 37).

N=455 visitor groups

Take a tour of Lincoln Home?

Yes 95%

No 5%

0   100   200   300   400   500

Number of respondents
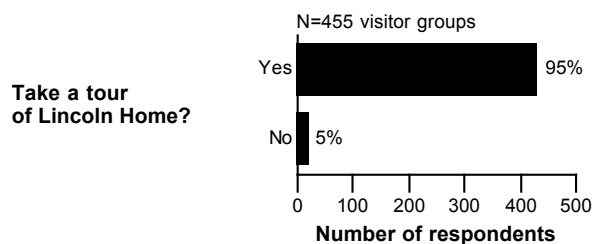
Figure 37: Visitor groups that took that Lincoln Home tour on this visit

Question 20b

> **If YES, please rate the amount of time you and your group spent outside the Lincoln Home tour.**

Results
- 82% of visitor groups felt the amount of time spent outside the Lincoln Home tour was "about right" (see Figure 38).

- 16% felt it was "too short."

N=429 visitor groups

Amount of time spent

Too short 16%

About right 82%

Too long 2%

0   100   200   300   400

Number of respondents

Figure 38:   Amount of time spent outside the Lincoln Home tour

Question 20b

> **If YES, please rate the amount of time you and your group spent inside the Lincoln Home tour.**

Results
- 73% of visitor groups felt the amount of time spent inside the Lincoln Home tour was "about right" (see Figure 39).

- 27% felt the amount of time was "too short."

N=431 visitor groups*

Amount of time spent

Too short 27%

About right 73%

Too long <1%

0   100   200   300   400

Number of respondents
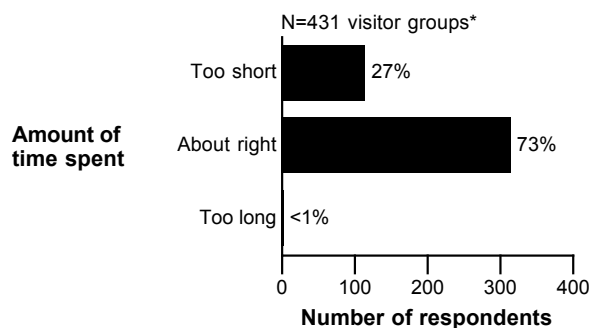
Figure 39: Amount of time spent inside the Lincoln Home tour

* total percentages do not equal 100 due to rounding

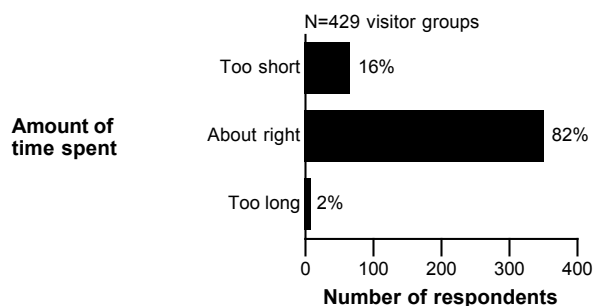** total percentages do not equal 100 because visitors could select more than one answer

Visitor groups' ratings of tour aspects

Question 20c
   Please rate the following aspects of the tour.

   Taking tour at desired time

Results
  • 95% of visitor groups were able to take tour at desired time (see Figure 40).

N=419 visitor groups

Able to take tour at desired time?

Yes ▇▇▇▇▇▇▇▇▇▇ 95%

No ▇ 5%

0   100   200   300   400
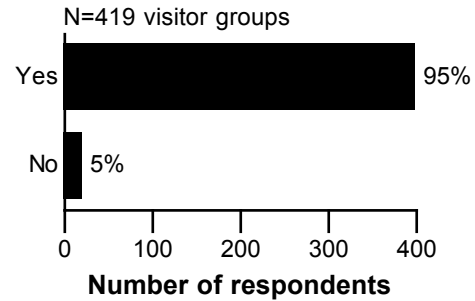**Number of respondents**

Figure 40: Ability to take tour at desired time

   Ability to view interior of rooms because of tour size

Results
  • 77% of visitor groups were able to view interior of rooms (see Figure 41).

N=425 visitor groups

Could view interior of rooms?

Yes ▇▇▇▇▇▇▇▇ 77%

No ▇▇ 23%

0   100   200   300   400
Number of respondents
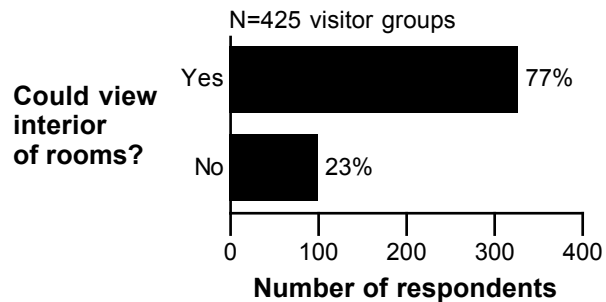
Figure 41: Ability to see the interior of the rooms

   Topics covered on the tour

Results
  • 99% of visitor group felt the topics covered on the tour were of interest (see Figure 42).

N=422 visitor groups

Interest in topics covered on tour?

Yes ▇▇▇▇▇▇▇▇▇ 99%

No 1%

0   100   200   300   400   500
Number of respondents

Figure 42: Interest in topics covered on the tour

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

- **Ability to make a personal connection to Abraham Lincoln as a result of the tour (Does his life have relevance to your life today?)**

Results
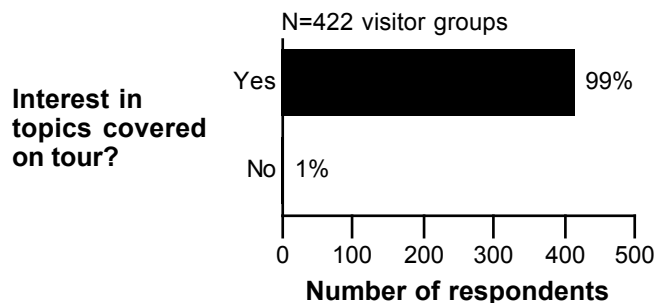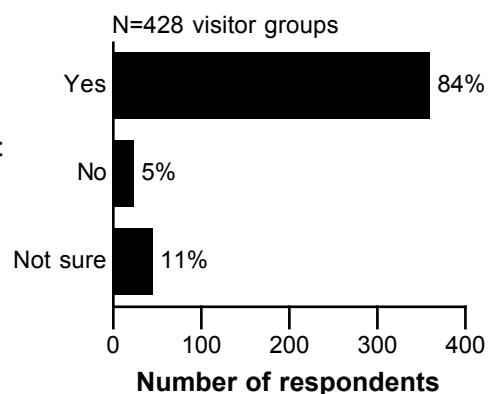- 84% of visitor groups were able to connect to Lincoln (see Figure 43).

- 11% were "not sure."

- 5% were unable to connect to Lincoln.

N=428 visitor groups

Ability to connect with Lincoln as a result of the tour?

Number of respondents

Figure 43: Ability for visitor groups to make a personal connection to Abraham Lincoln as a result of the tour

Question 20d
    On a future tour of Lincoln Home, would you and your group prefer to have a per-visit reservation system to obtain tickets for the tour?

Results
- 61% of visitor groups did not prefer to have a reservation system for future tours (see Figure 44).

- 24% were "not sure."

- 15% preferred to have a reservation system.

N=428 visitor groups

Prefer pre-visit reservations for tickets?

Number of respondents
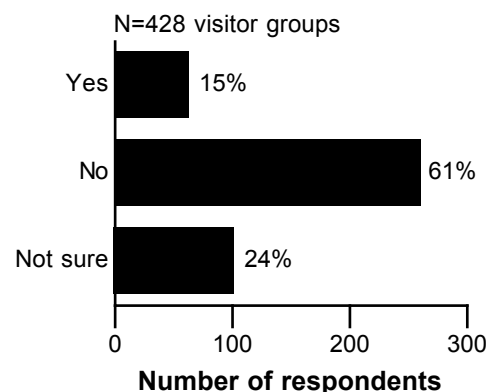
Figure 44: Preference of pre-visit reservation system on a future tour

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 20e

Please provide any additional comments on the tour of Lincoln Home.

Results

- 36% (N=158) of visitor groups provided additional comments about the Lincoln Home tour.

- Additional comments regarding the tour are listed in Table 9.

Table 9: Additional comments on Lincoln Home tour
N=206 comments

| Comments	Number of times mentioned
Guides were informative, enjoyable	32
Excellent, enjoyed visit	26
Tour was informative, educational	17
Guides were poor, uninterested	15
Tour group sizes should be smaller	14
Tour felt rushed	12
Tour too short	11
Home was too crowded during tour	11
Better information needed	10
Guide was hard to understand	7
Tour was great	4
More information needed on tour	4
Restoration of home was good	4
Not crowded at park	3
Do not start a reservation system for tour	3
Start a reservation system for tour	3
More interpretive resources	3
Home has great historical significance	2
System you have in place works well	2
Children's activities	2
Short on time	2
Keep it up	2
Other comments	17

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Establishment of personal connection with Abraham Lincoln

Question 25a

After this visit (viewing exhibits, movies, taking the tour, etc.), do you feel that you were able to make a personal connection to Abraham Lincoln (i.e. does his life have relevance to your life today)?
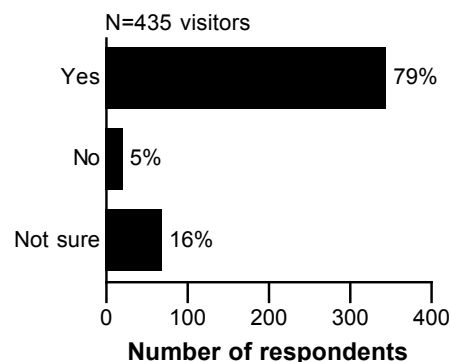
Results
- 79% of visitor groups were able to make a personal connection to Abraham Lincoln (see Figure 45).

- 16% were "not sure."

- 5% did not make a personal connection.

N=435 visitors

Made a personal connection to Abraham Lincoln?

Number of respondents

Figure 45:   Establishment of personal connection to Abraham Lincoln

Question 25b

If YES, what is the most important way that Lincoln's life has relevance to your life today?

Results
- 80% (N=299) of visitor groups provided comments regarding the relevancy of Lincoln's life to them today.

- Table 10 shows the summary of visitor comments. Complete comments are displayed in the Visitor Comments Appendix.

Table 10: The most important way that Lincoln's life has relevance to visitors
N=393 visitor groups;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Perseverance and hard work	98
Lincoln's character	70
Equal rights/Lincoln's work towards abolishing slavery	49
Common man/Earning his position	49
Great and influential president	31
Historic value	25
Lincoln's role in keeping the country unified	16
Allows visitors to relate to Lincoln	38
The similarities between past and present	13
He becomes real	4

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, and Elements

Information services and facilities used

Question 11a

   **Please check all of the information
   services and facilities that you
   and your group used during this
   visit to Lincoln Home NHS.**
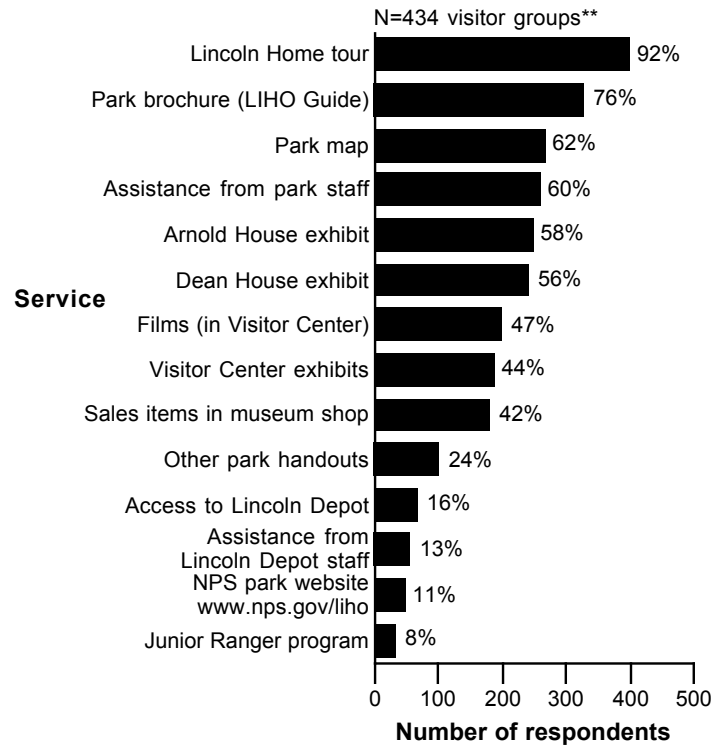
Results

- As shown in Figure 46, the most
   used information services and
   facilities included:

   92% Lincoln Home tour
   76% Park brochure
   62% Park map
   60% Assistance from park staff

- The least used services and
   facilities included:

   13% Assistance from Lincoln
       Depot staff
   11% Park website
    8% Junior Ranger program

N=434 visitor groups**

Service	
Lincoln Home tour	92%
Park brochure (LIHO Guide)	76%
Park map	62%
Assistance from park staff	60%
Arnold House exhibit	58%
Dean House exhibit	56%
Films (in Visitor Center)	47%
Visitor Center exhibits	44%
Sales items in museum shop	42%
Other park handouts	24%
Access to Lincoln Depot	16%
Assistance from Lincoln Depot staff	13%
NPS park website www.nps.gov/liho	11%
Junior Ranger program	8%

Number of respondents

**Figure 46: Visitor information services and
facilities used**

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of information services and facilities

Question 11b
For only those services/facilities that you or your group used, please rate their importance from 1 to 5.

1=Not important
2=Somewhat important
3=Moderately important
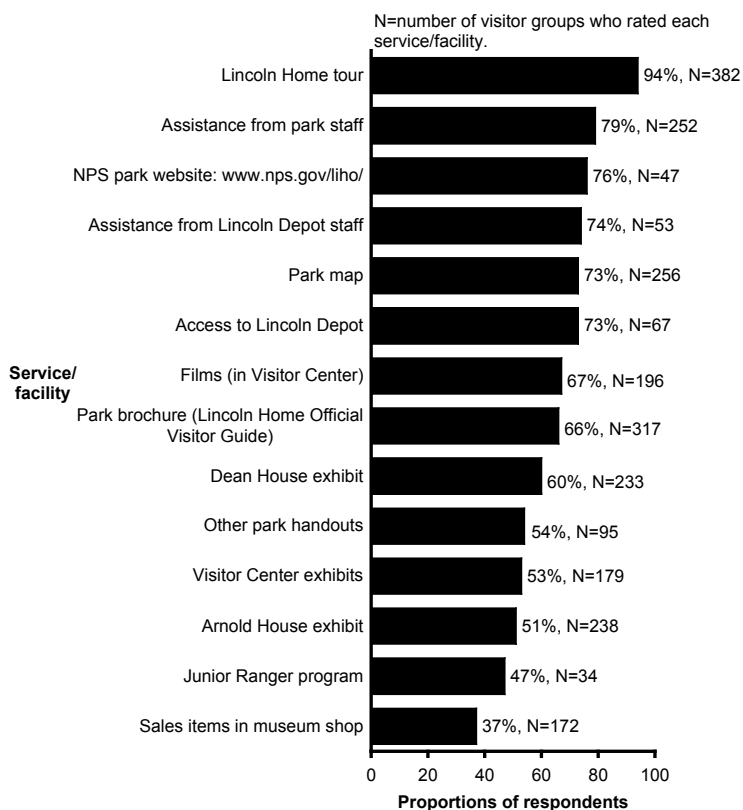**4=Very important**
5=Extremely important

Results
- Figure 47 shows the combined proportions of "extremely important" and "very important" ratings for all services and facilities that were rated by enough visitor groups (N≥30).

- The services/facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  94% Lincoln Home tour
  79% Assistance from park staff
  76% NPS park website

- Figures 48 to 61 show the importance ratings for each service/facility.

- The service/facility receiving the highest "not important" rating was:

  12% Sales items in museum shop (in Visitor Center)

N=number of visitor groups who rated each service/facility.

Figure 47: Combined proportions of "extremely important" and "very important" ratings for information services and facilities

* total percentages do not equal 100 due to rounding

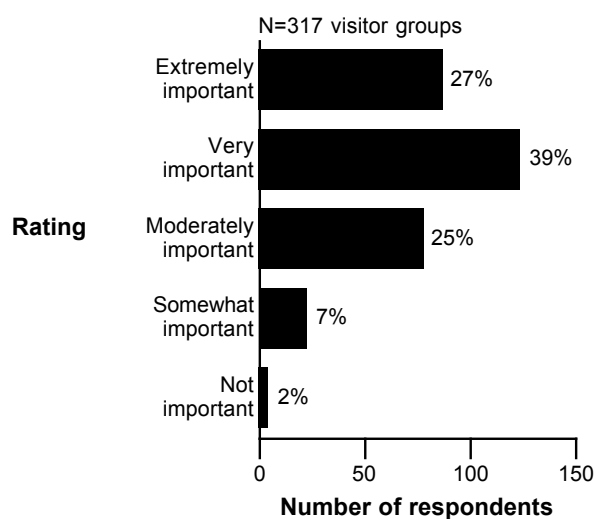** total percentages do not equal 100 because visitors could select more than one answer

N=317 visitor groups

Rating	
Extremely important	27%
Very important	39%
Moderately important	25%
Somewhat important	7%
Not important	2%

Number of respondents

Figure 48: Importance of park brochure

N=256 visitor groups

Rating	
Extremely important	36%
Very important	37%
Moderately important	20%
Somewhat important	6%
Not important	1%

Number of respondents

Figure 49: Importance of park map

N=95 visitor groups

Rating	
Extremely important	16%
Very important	38%
Moderately important	26%
Somewhat important	14%
Not important	6%

Number of respondents
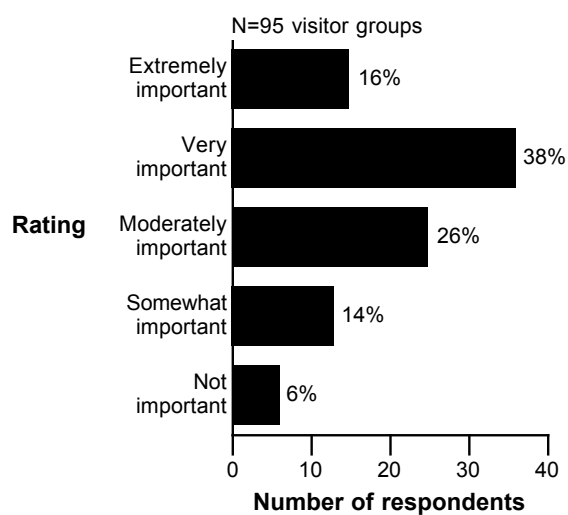
**Figure 50: Importance of other park
handouts (park and area
information)**

N=196 visitor groups

Rating	
Extremely important	29%
Very important	38%
Moderately important	24%
Somewhat important	9%
Not important	0%

Number of respondents

**Figure 51: Importance of films
(in Visitor Center)**

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

N=382 visitor groups*

Rating

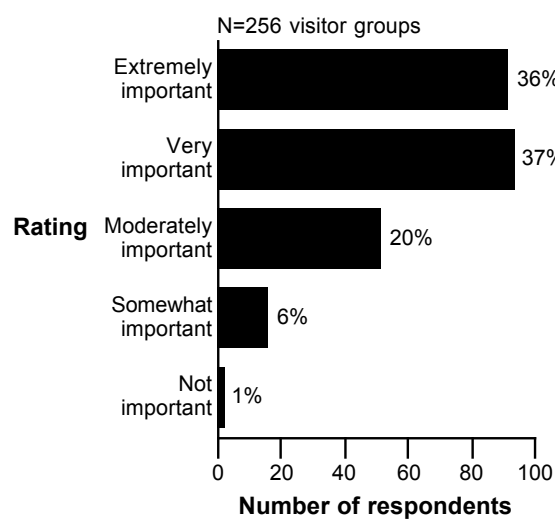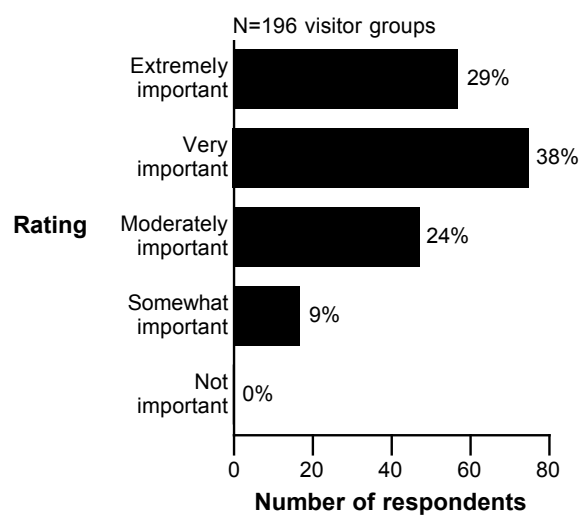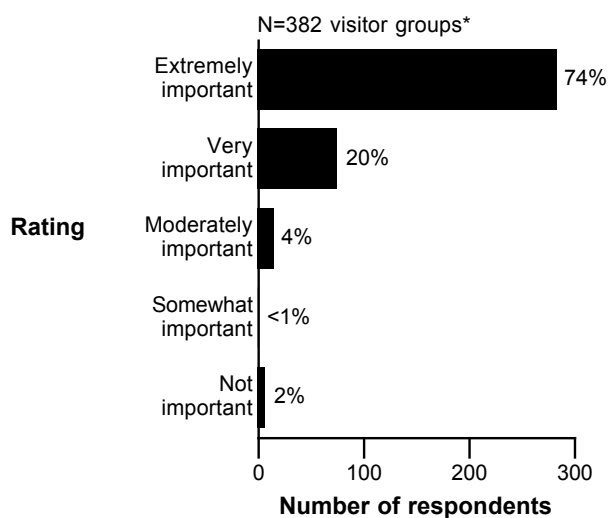| Rating	
Extremely important	74%
Very important	20%
Moderately important	4%
Somewhat important	<1%
Not important	2%

Number of respondents

Figure 52: Importance of Lincoln Home tour

N=172 visitor groups*

Rating

Rating	
Extremely important	13%
Very important	24%
Moderately important	27%
Somewhat important	23%
Not important	12%

Number of respondents
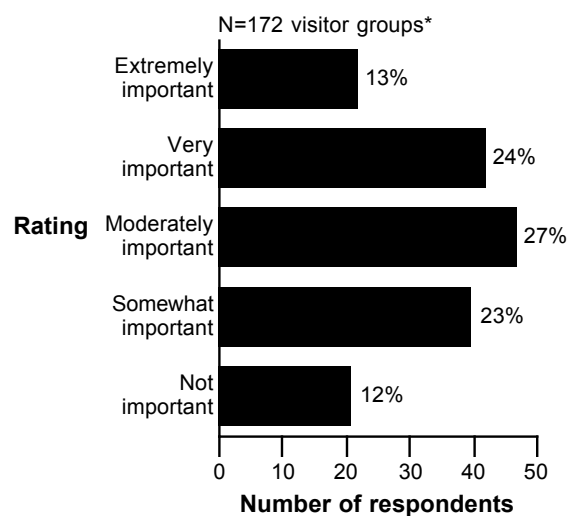
Figure 53: Importance of sales items in museum shop (in Visitor Center)

N=252 visitor groups*

Rating

Rating	
Extremely important	52%
Very important	27%
Moderately important	18%
Somewhat important	4%
Not important	0%

Number of respondents
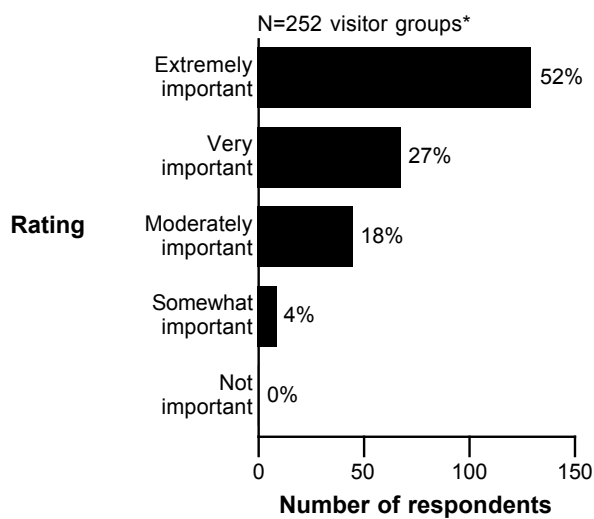
Figure 54: Importance of assistance from park staff

N=34 visitor groups

Rating

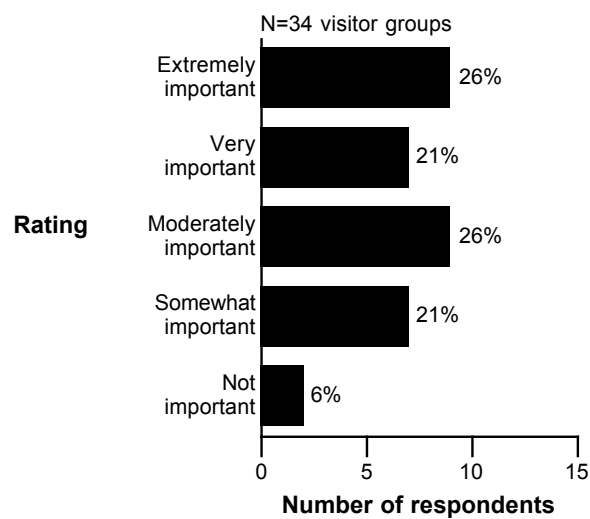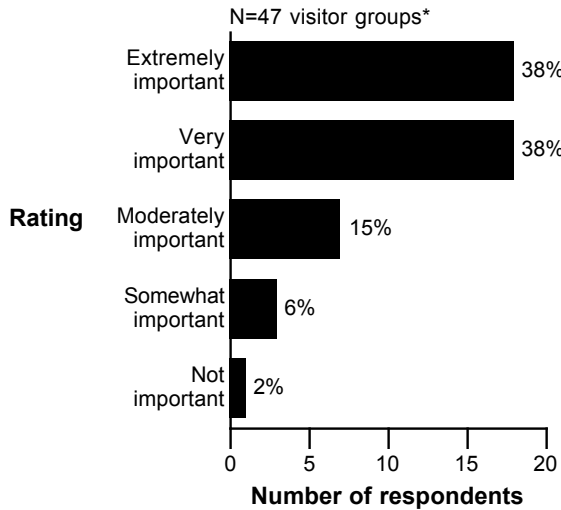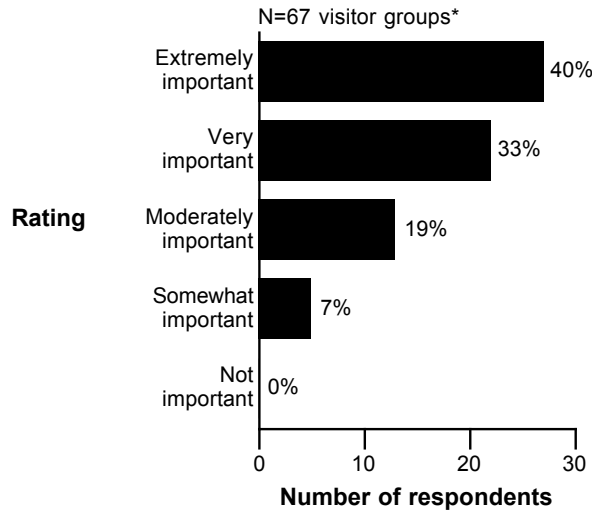| Rating	
Extremely important	26%
Very important	21%
Moderately important	26%
Somewhat important	21%
Not important	6%

Number of respondents

Figure 55: Importance of Junior Ranger program

* total percentages do not equal 100 due to rounding

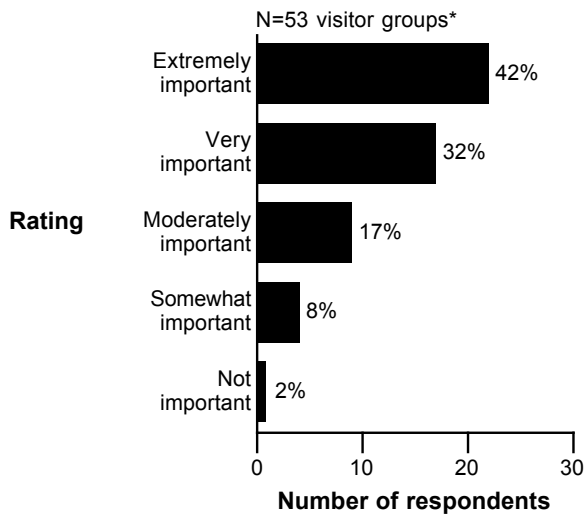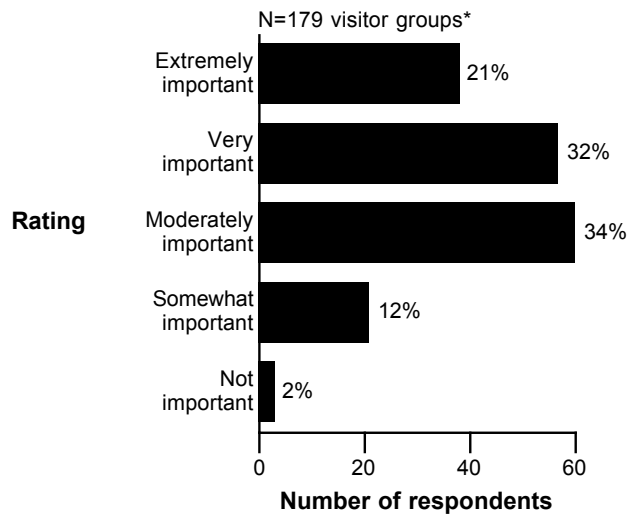** total percentages do not equal 100 because visitors could select more than one answer

N=47 visitor groups*

Rating

Extremely important	38%
Very important	38%
Moderately important	15%
Somewhat important	6%
Not important	2%

Number of respondents

Figure 56: Importance of park website: www.nps.gov/liho/ used before or during visit

N=67 visitor groups*

Rating

Extremely important	40%
Very important	33%
Moderately important	19%
Somewhat important	7%
Not important	0%

Number of respondents

Figure 57: Importance of access to Lincoln Depot

N=53 visitor groups*

Rating

Extremely important	42%
Very important	32%
Moderately important	17%
Somewhat important	8%
Not important	2%

Number of respondents

Figure 58: Importance of assistance from Lincoln Depot staff

N=179 visitor groups*

Rating

Extremely important	21%
Very important	32%
Moderately important	34%
Somewhat important	12%
Not important	2%

Number of respondents

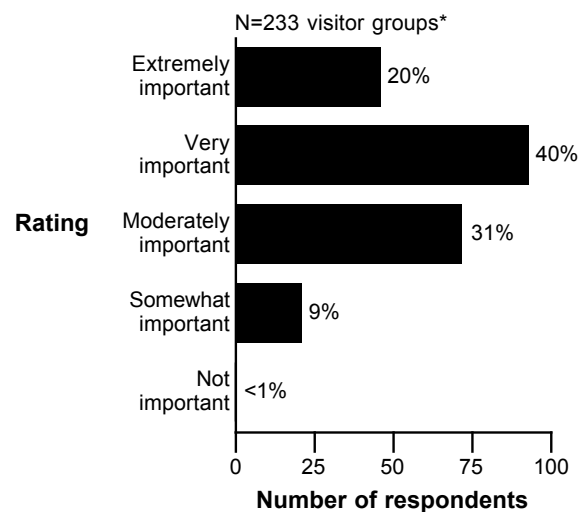**Figure 59: Importance of Visitor Center exhibits**

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

N=238 visitor groups

Rating	
Extremely important	20%
Very important	31%
Moderately important	35%
Somewhat important	11%
Not important	3%

0   25   50   75   100
Number of respondents
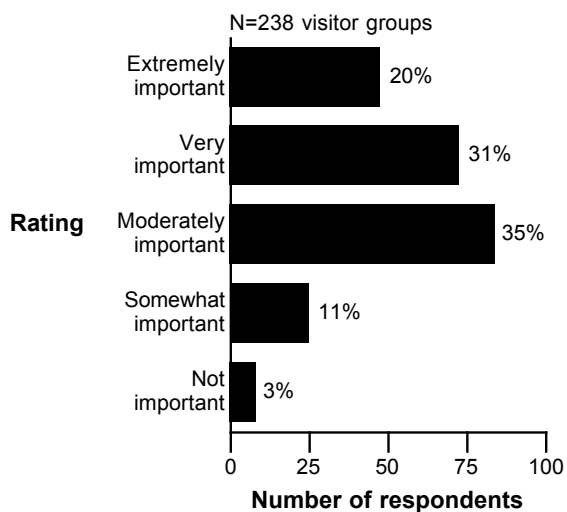
Figure 60: Importance of Arnold House exhibit "If These Walls Could Talk"

N=233 visitor groups*

Rating	
Extremely important	20%
Very important	40%
Moderately important	31%
Somewhat important	9%
Not important	<1%

0   25   50   75   100
Number of respondents

Figure 61: Importance of Dean House exhibit "What a Pleasant Home Abe Lincoln Has"

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of information services/facilities
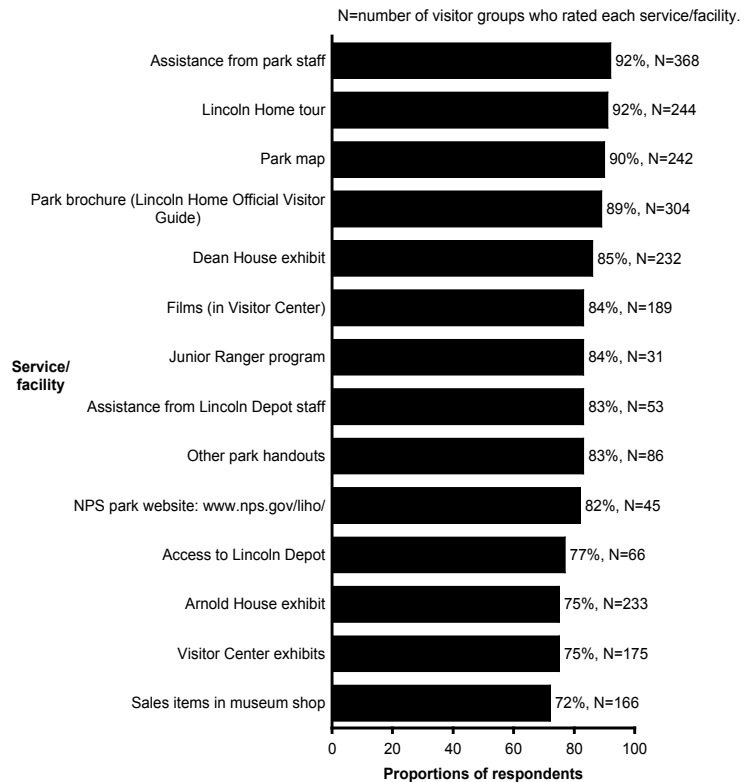
Question 11c
Finally, for only those services and facilities that you and your group used, please rate their quality from 1-5.

   1=Very poor
   2=Poor
   3=Average
   4=Good
   5=Very good

Results
- Figure 62 shows the combined proportions of "very good" and "good" quality ratings for services/ facilities that were rated by enough visitor groups (N≥30 visitor groups).

- The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were:

   92% Assistance from park staff
   91% Lincoln Home tour
   91% Park map

- Figures 63 to 76 show the quality ratings for each visitor service/facility.

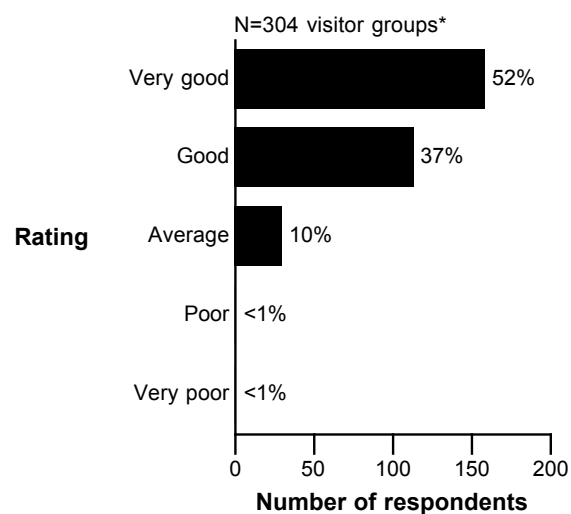- The service/facility receiving the highest "very poor" quality rating was:

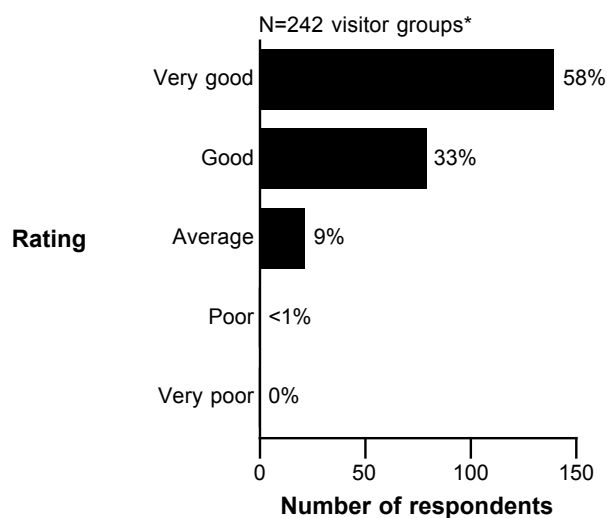   4% Quality of assistance from Lincoln Depot staff

N=number of visitor groups who rated each service/facility.

Service/facility	%	N
Assistance from park staff	92%	N=368
Lincoln Home tour	92%	N=244
Park map	90%	N=242
Park brochure (Lincoln Home Official Visitor Guide)	89%	N=304
Dean House exhibit	85%	N=232
Films (in Visitor Center)	84%	N=189
Junior Ranger program	84%	N=31
Assistance from Lincoln Depot staff	83%	N=53
Other park handouts	83%	N=86
NPS park website: www.nps.gov/liho/	82%	N=45
Access to Lincoln Depot	77%	N=66
Arnold House exhibit	75%	N=233
Visitor Center exhibits	75%	N=175
Sales items in museum shop	72%	N=166

Proportions of respondents

Figure 62: Combined proportions of "very good" and "good" quality ratings for information services and facilities
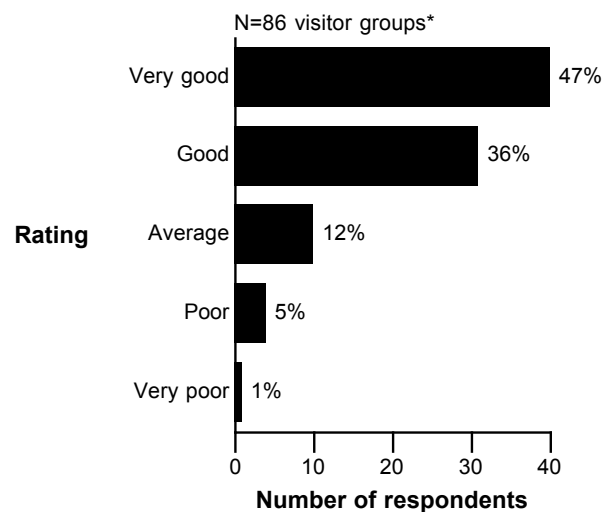
* total percentages do not equal 100 due to rounding

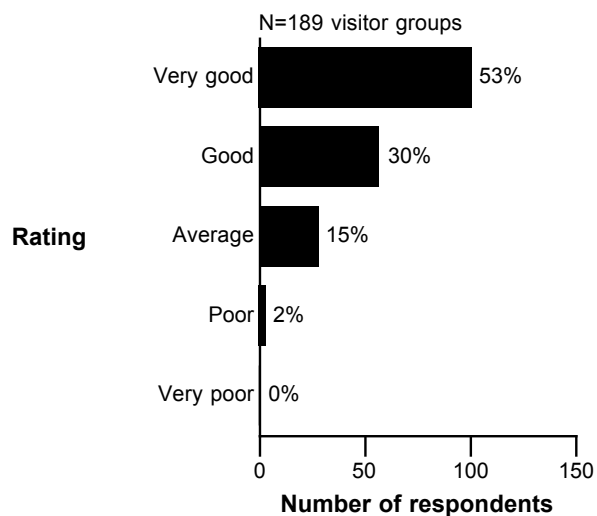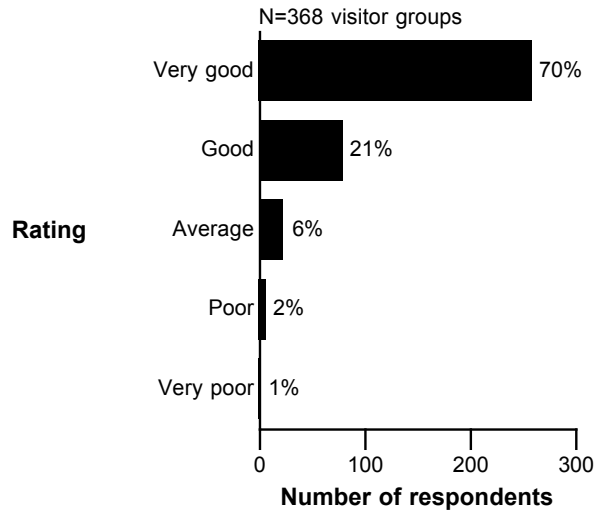** total percentages do not equal 100 because visitors could select more than one answer

N=304 visitor groups*

Rating	
Very good	52%
Good	37%
Average	10%
Poor	<1%
Very poor	<1%

0   50   100   150   200

Number of respondents

Figure 63: Quality of park brochure (Lincoln Home Official Visitor Guide)

N=242 visitor groups*

Rating	
Very good	58%
Good	33%
Average	9%
Poor	<1%
Very poor	0%

0   50   100   150

Number of respondents

Figure 64: Quality of park map

N=86 visitor groups*

Rating	
Very good	47%
Good	36%
Average	12%
Poor	5%
Very poor	1%

0   10   20   30   40

Number of respondents

Figure 65: Quality of other park handouts

N=189 visitor groups

Rating	
Very good	53%
Good	30%
Average	15%
Poor	2%
Very poor	0%

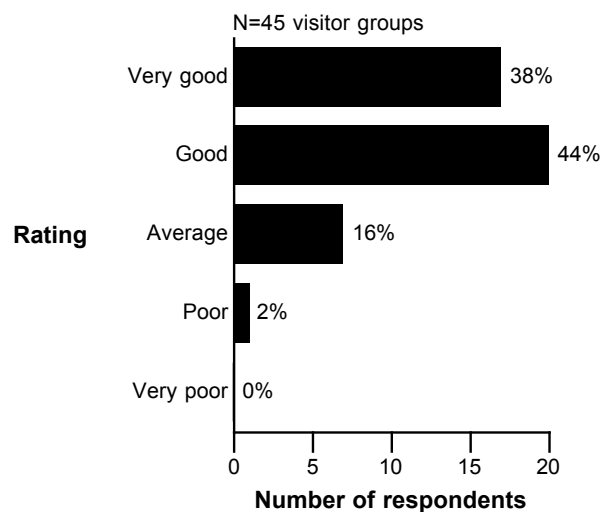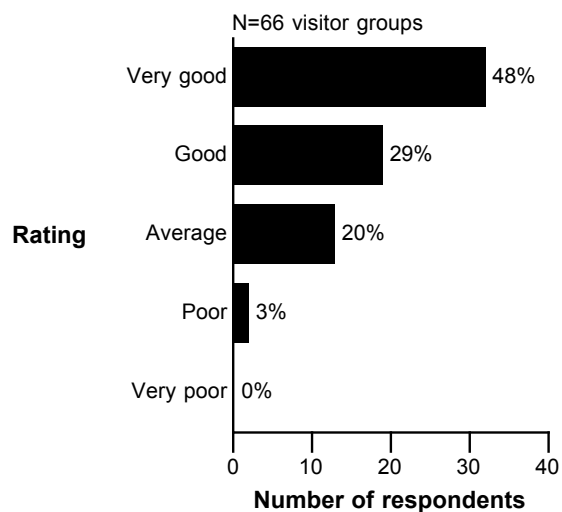0   50   100   150

Number of respondents

Figure 66: Quality of Films (in Visitor Center)

* total percentages do not equal 100 due to rounding

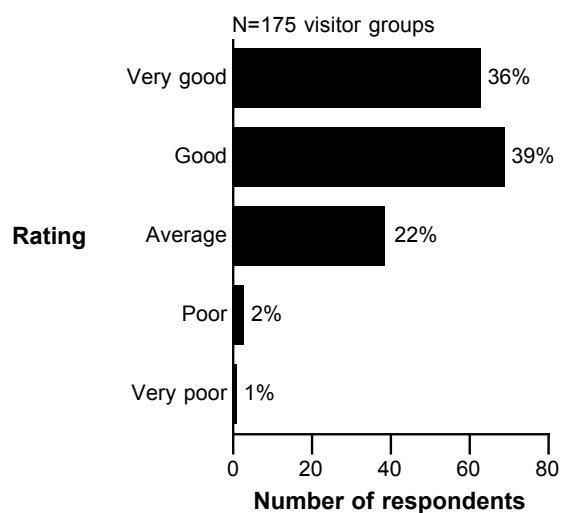** total percentages do not equal 100 because visitors could select more than one answer

N=368 visitor groups

Rating	
Very good	70%
Good	21%
Average	6%
Poor	2%
Very poor	1%

Number of respondents

Figure 67: Quality of Lincoln Home tour

N=166 visitor groups

Rating	
Very good	37%
Good	34%
Average	28%
Poor	1%
Very poor	0%

Number of respondents
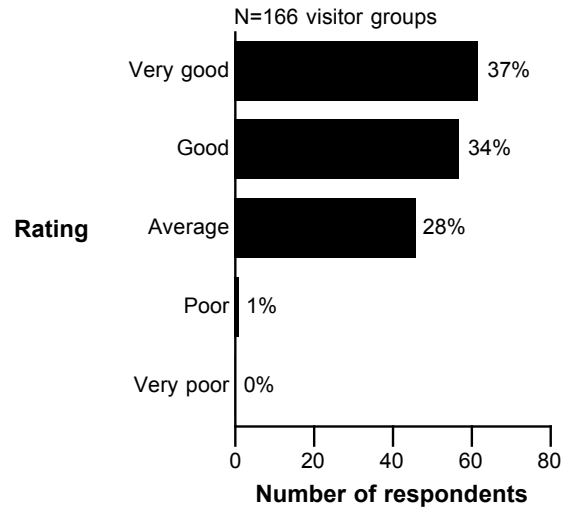
Figure 68: Quality of sales items in museum shop (in Visitor Center)

N=244 visitor groups

Rating	
Very good	69%
Good	23%
Average	7%
Poor	1%
Very poor	0%

Number of respondents
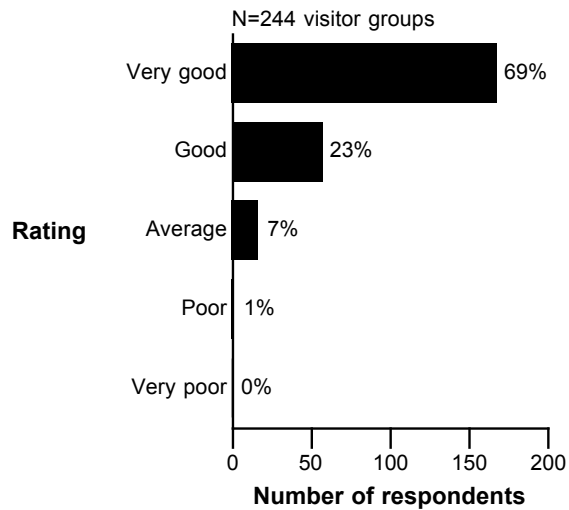
Figure 69: Quality of assistance from park staff

N=31 visitor groups*

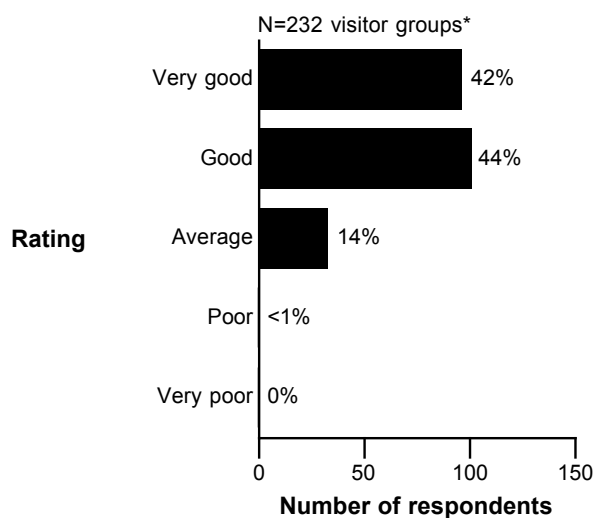| Rating	
Very good	48%
Good	35%
Average	13%
Poor	3%
Very poor	0%

Number of respondents
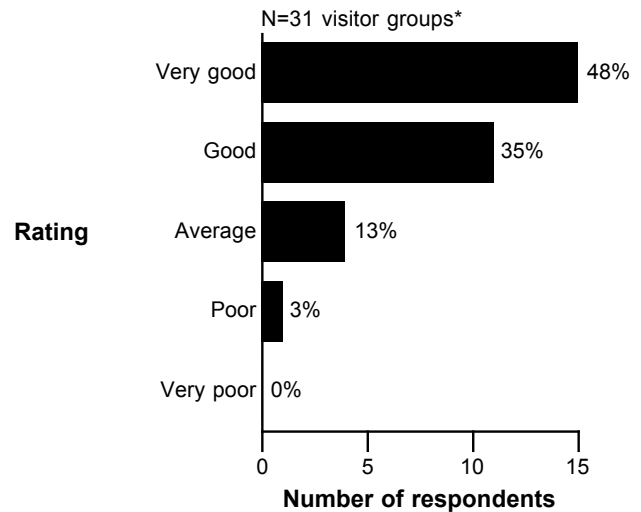
Figure 70: Quality of Junior Ranger program

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

N=45 visitor groups

Rating	
Very good	38%
Good	44%
Average	16%
Poor	2%
Very poor	0%

Number of respondents

Figure 71: Quality of park website: www.nps.gov/liho/ used before or during visit

N=66 visitor groups

Rating	
Very good	48%
Good	29%
Average	20%
Poor	3%
Very poor	0%

Number of respondents

Figure 72: Quality of access to Lincoln Depot

N=53 visitor groups

Rating	
Very good	62%
Good	21%
Average	9%
Poor	4%
Very poor	4%

Number of respondents
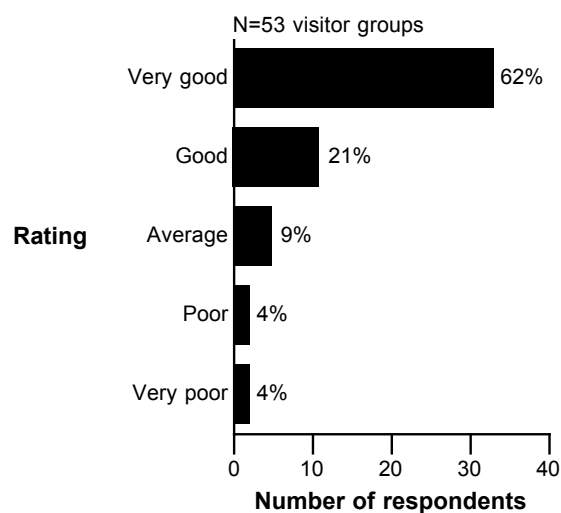
Figure 73: Quality of assistance from Lincoln Depot staff

N=175 visitor groups

Rating	
Very good	36%
Good	39%
Average	22%
Poor	2%
Very poor	1%

Number of respondents

Figure 74: Quality of Visitor Center exhibits

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

N=233 visitor groups*

Rating

Very good	36%
Good	39%
Average	22%
Poor	3%
Very poor	<1%

0   20   40   60   80   100
Number of respondents
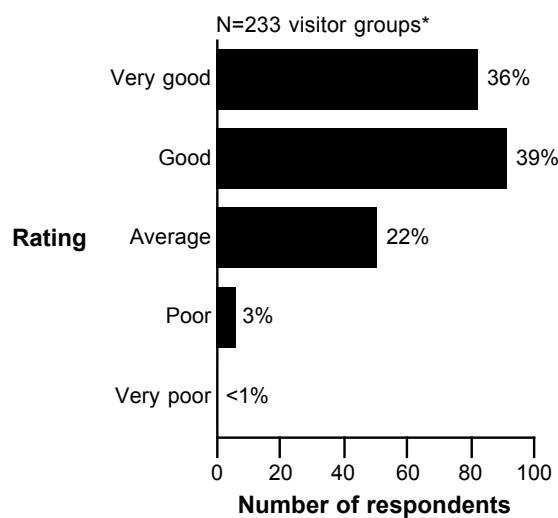
**Figure 75: Quality of Arnold House
exhibit "If These Walls Could
Talk"**

N=232 visitor groups*

Rating

Very good	42%
Good	44%
Average	14%
Poor	<1%
Very poor	0%

0   50   100   150
Number of respondents

**Figure 76: Quality of Dean House exhibit
"What a Pleasant Home Abe
Lincoln Has"**

* total percentages do not equal 100 due to rounding

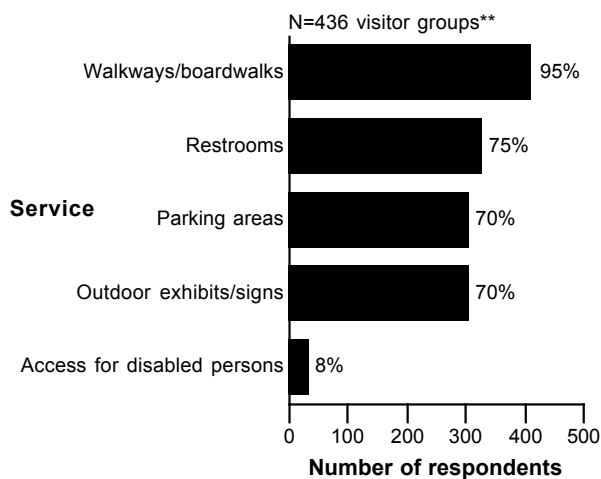** total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality scores

- Figures 77 and 78 show the mean scores of importance and quality ratings for all information services and facilities that were rated by enough visitor groups (N≥30).

- All information services and facilities were rated on or above average in importance and qualities.

- The most differing mean scores of quality and importance were evident with sale items in museum shop.
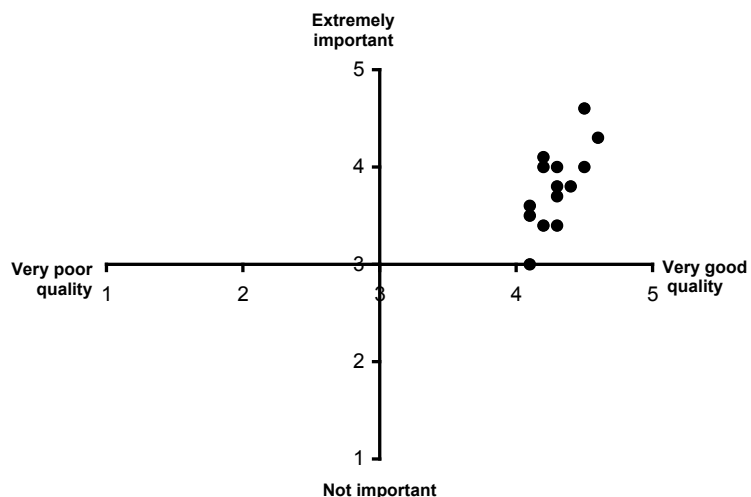
Figure 77: Mean scores of importance and quality ratings for information services and facilities
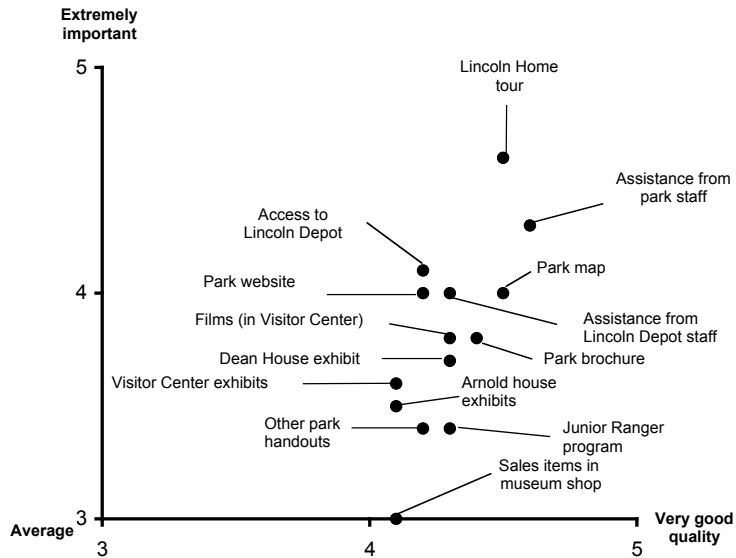
Figure 78: Detail of Figure 77

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitor services and facilities used

Question 12a

Please check all of the visitor services and facilities that you and your group used during this visit to Lincoln Home NHS.

Results

- As shown in Figure 79, the most used visitor services and facilities included:

    95% Walkways/boardwalks
    75% Restrooms

- The least used service and facility was:

    8% Access for disabled persons

N=436 visitor groups**

Service	
Walkways/boardwalks	95%
Restrooms	75%
Parking areas	70%
Outdoor exhibits/signs	70%
Access for disabled persons	8%

Number of respondents

Figure 79: Visitor services and facilities used

Importance ratings of visitor services/facilities

Question 12b

For only those services that you or your group used, please rate their importance from 1 to 5.

1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 80 shows the combined proportions of "extremely important" and "very important" ratings for all services and facilities that were rated by enough visitor groups (N≥30).
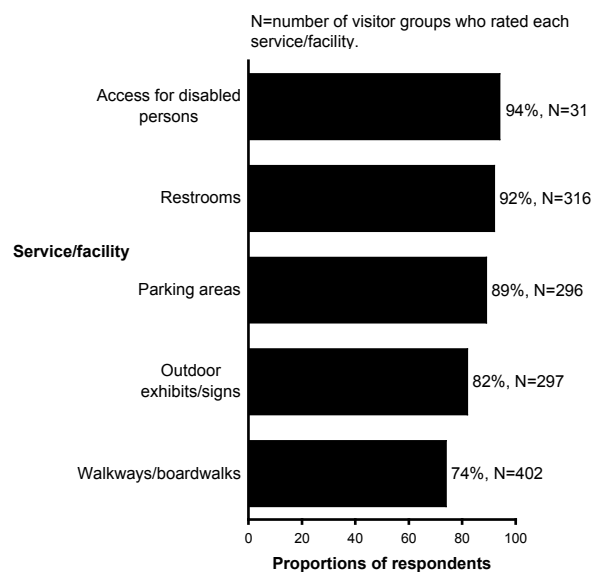
- The services/facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  94% Access for disabled persons
  92% Restrooms

- Figures 81 to 85 show the importance ratings for each service/facility.

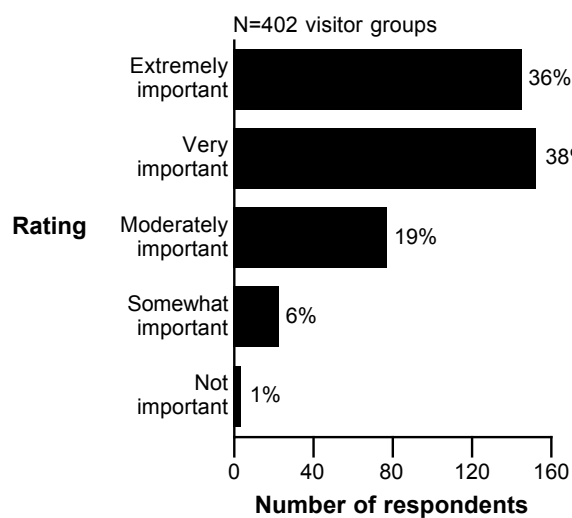- The services/facilities receiving the highest "not important" rating were:

  1% Walkways/boardwalks
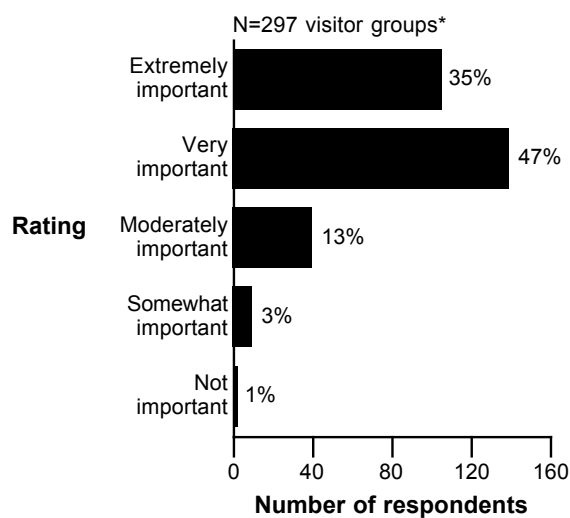 1% Restrooms
  1% Outdoor exhibits/signs

N=number of visitor groups who rated each service/facility.

Figure 80: Combined proportions of "extremely important" and "very important" ratings for visitor services and facilities
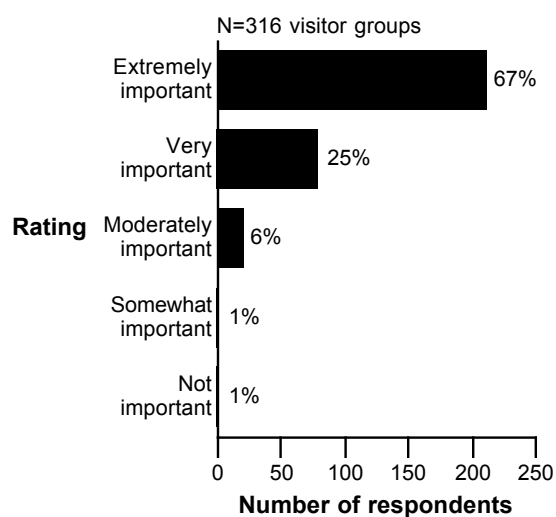
* total percentages do not equal 100 due to rounding

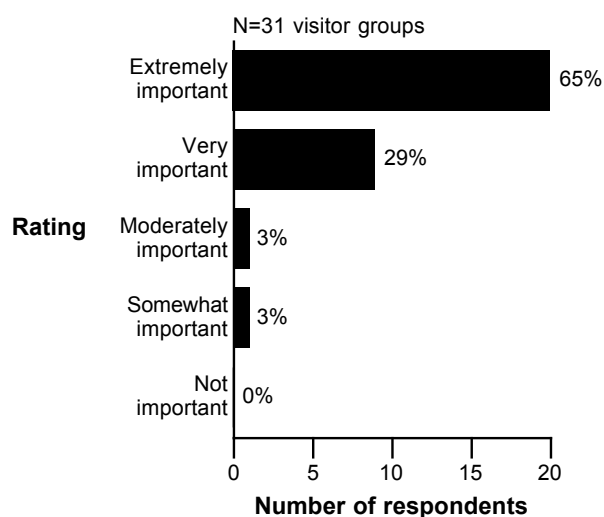** total percentages do not equal 100 because visitors could select more than one answer

N=402 visitor groups

Rating

Extremely important — 36%
Very important — 38%
Moderately important — 19%
Somewhat important — 6%
Not important — 1%

Number of respondents (0, 40, 80, 120, 160)

**Figure 81: Importance of walkways/
boardwalks**

N=297 visitor groups*

Rating

Extremely important — 35%
Very important — 47%
Moderately important — 13%
Somewhat important — 3%
Not important — 1%

Number of respondents (0, 40, 80, 120, 160)

**Figure 82: Importance of outdoor
exhibits/signs**

N=316 visitor groups

Rating

Extremely important — 67%
Very important — 25%
Moderately important — 6%
Somewhat important — 1%
Not important — 1%

Number of respondents (0, 50, 100, 150, 200, 250)

Figure 83: Importance of restrooms

N=31 visitor groups

Rating

Extremely important — 65%
Very important — 29%
Moderately important — 3%
Somewhat important — 3%
Not important — 0%

Number of respondents (0, 5, 10, 15, 20)

**Figure 84: Importance of access for
disabled persons**

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

N=296 visitor groups
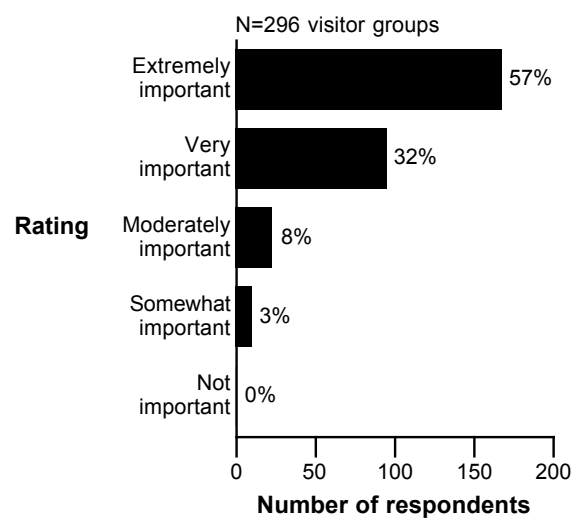
Figure 85: Importance of parking areas
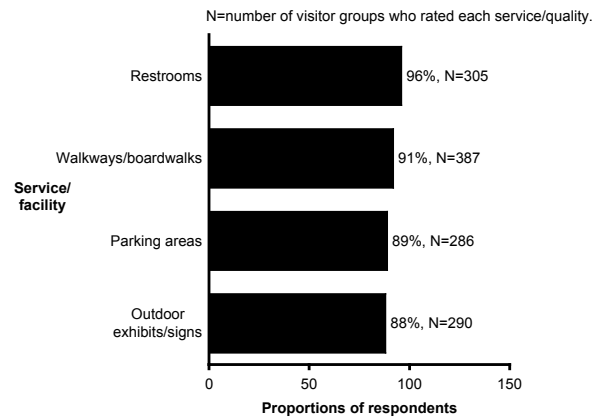
Quality ratings of visitor services and facilities

Question 12c

Finally, for only those services and facilities that you and your group used, please rate their quality from 1-5.

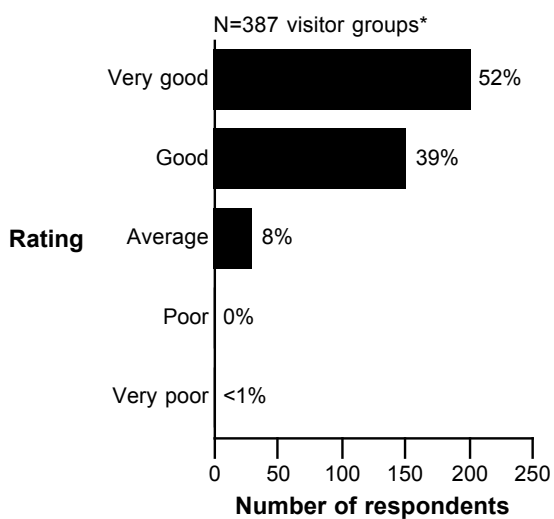**1=Very poor**
2=Poor
3=Average
4=Good
5=Very good

Results

- Figure 86 shows the combined proportions of "very good" and "good" quality ratings for services/facilities that were rated by enough visitor groups (N≥30).

- The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were:

  96% Restrooms staff
  92% Walkways/boardwalks

- The service/facility receiving the highest "very poor" quality rating was:

  1% Parking areas

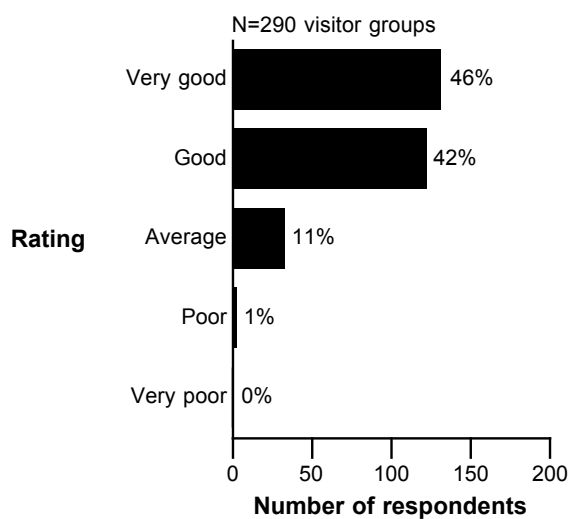- Figures 87 to 91 show the quality ratings for each visitor service/facility.

N=number of visitor groups who rated each service/quality.

Figure 86: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities
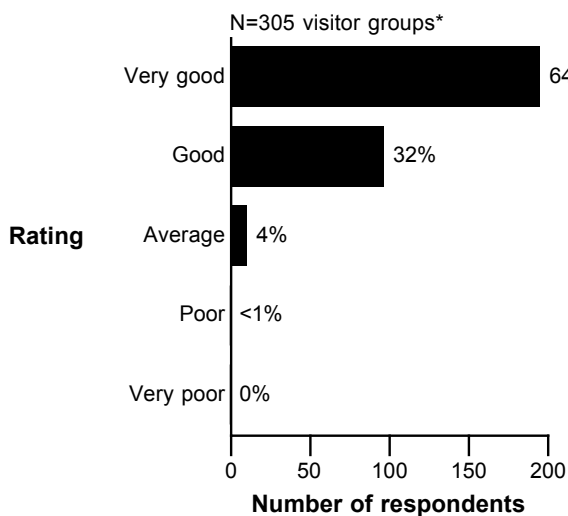
* total percentages do not equal 100 due to rounding

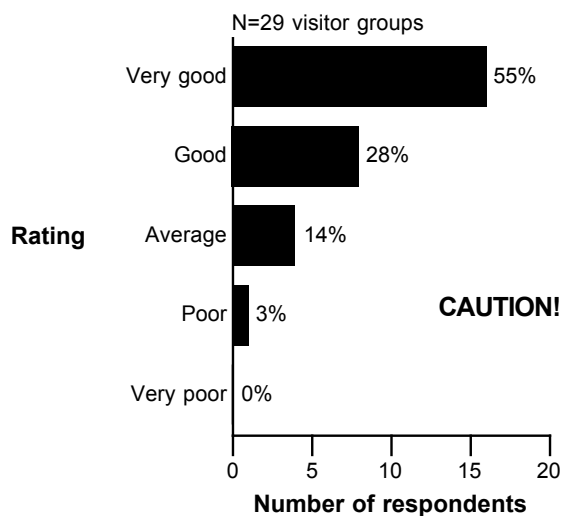** total percentages do not equal 100 because visitors could select more than one answer

N=387 visitor groups*

Very good   52%

Good   39%

Rating   Average   8%

Poor | 0%

Very poor | <1%

Number of respondents

**Figure 87: Quality of walkways/
boardwalks**

N=290 visitor groups

Very good   46%

Good   42%

Rating   Average   11%

Poor | 1%

Very poor | 0%

Number of respondents

**Figure 88: Quality of outdoor
exhibits/signs**

N=305 visitor groups*

Very good   64%

Good   32%

Rating   Average   4%

Poor | <1%

Very poor | 0%

Number of respondents

Figure 89: Quality of restrooms

N=29 visitor groups

Very good   55%

Good   28%

Rating   Average   14%
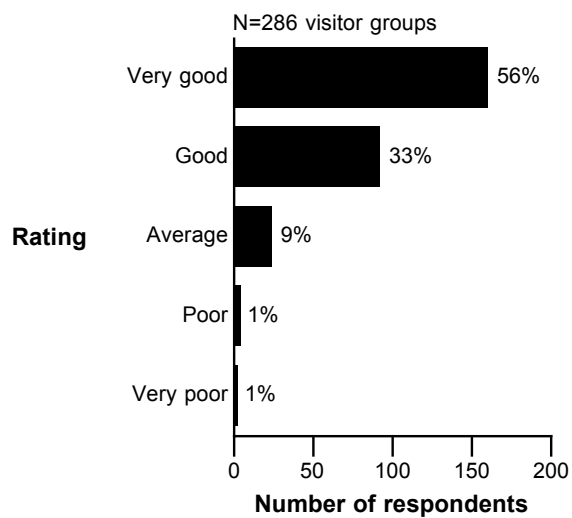
Poor   3%   **CAUTION!**

Very poor | 0%

Number of respondents

**Figure 90: Quality of access for
disabled persons**

* total percentages do not equal 100 due to rounding

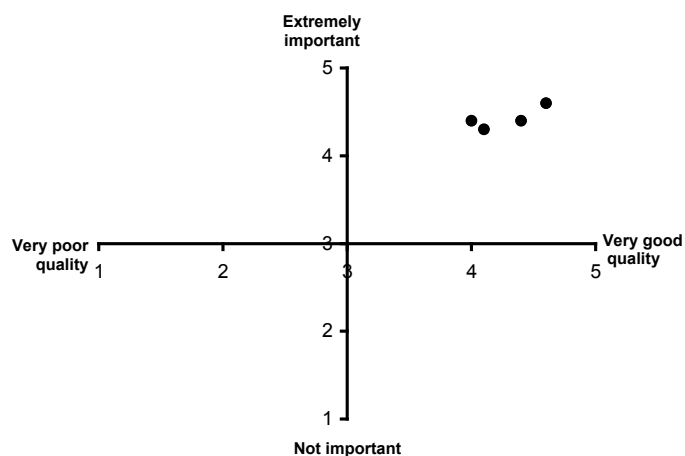** total percentages do not equal 100 because visitors could select more than one answer

N=286 visitor groups

Figure 91: Quality of parking areas

Mean scores of importance and quality ratings

- Figures 92 and 93 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by enough visitor groups (N≥30).

- All visitor services and facilities were rated above average in importance and qualities.

Figure 92: Mean scores of importance and quality ratings for visitor services and facilities
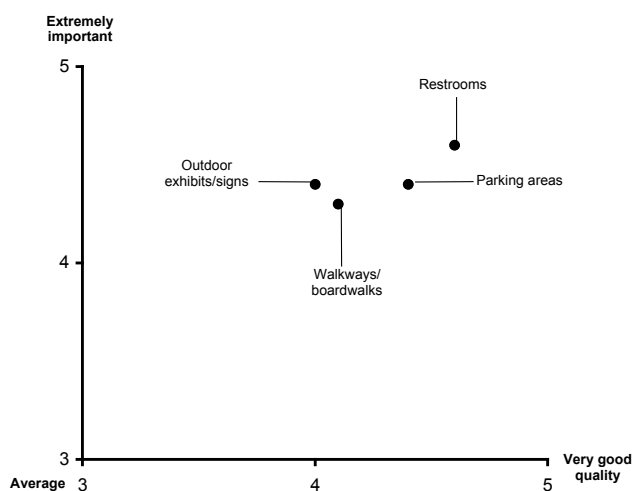
Figure 93: Detail of Figure 92

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Elements affecting park experience

Question 21
  Please indicate how the following elements may have affected your park experience on this visit.

Results
  The majority of elements had "no effect" on visitors' park experience (see Table 11).

Table 11: Elements affecting park experience* N=number of visitor groups who rated each element					
		Rating (%)			
Element	N	Detracted from	No effect	Added to	Did not experience
Background noise (lawnmowers, engines, etc.)	448	5	49	<1	46
Modern vehicles	446	5	63	<1	32
Modern streets/structures surrounding park	447	6	70	5	19

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

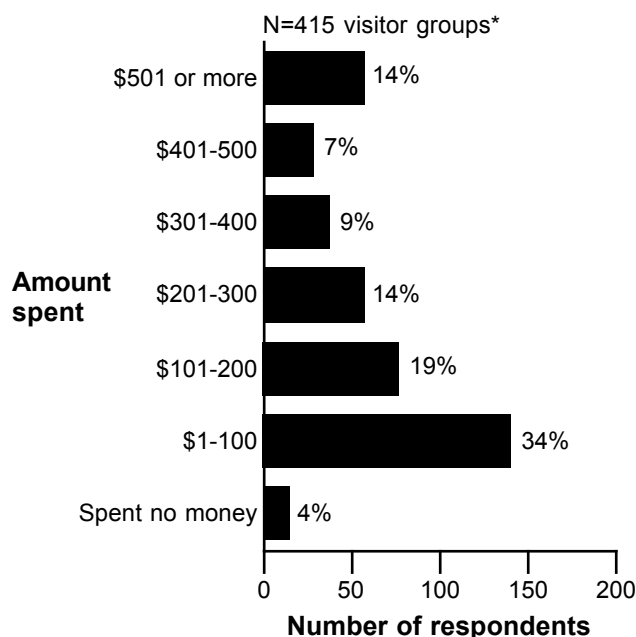## Expenditures

Total expenditures inside and outside of park

Question 23
For you and your group, please estimate all expenditures for the items listed below for this visit to Lincoln Home NHS and Springfield, Illinois. Please write "0" if no money was spent in a particular category.

Note: Surrounding area residents should only include expenditures that were directly related to this visit to Lincoln Home NHS.

Results

- 53% of visitor groups spent up to $200 (see Figure 94).

- 44% spent $201 or more.

- 4% did not spend any money.

- The average visitor group expenditure was $323.

- The median (50% of groups spent more and 50% of groups spent less) expenditure was $160.

- Average total expenditure per person (per capita) was $83.

- As shown in Figure 95, the largest proportions of total expenditures in and outside the park were:

  34% Hotels, motels, cabins, B&B, etc.
  27% Restaurants and bars
  12% All other purchases

N=415 visitor groups*

Figure 94: Total expenditures in and outside of the park
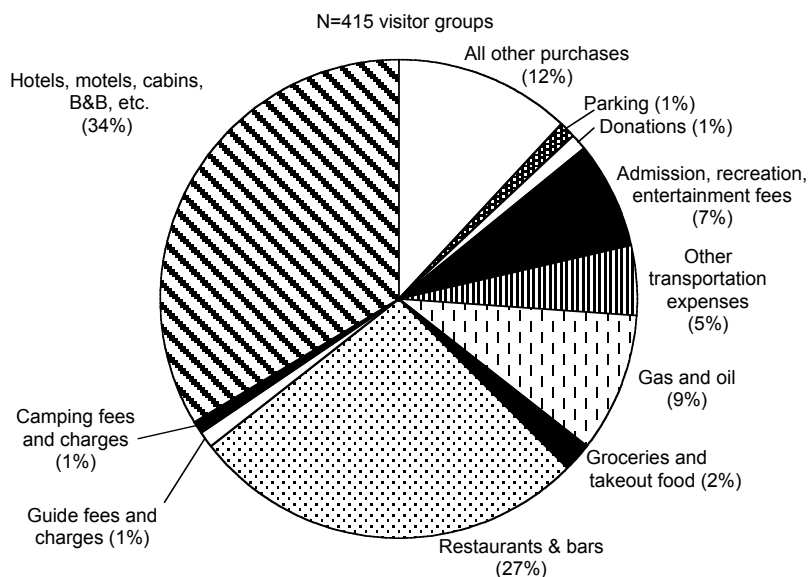
Figure 95: Proportions of total expenditures in and outside of the park

* total percentages do not equal 100 due to rounding

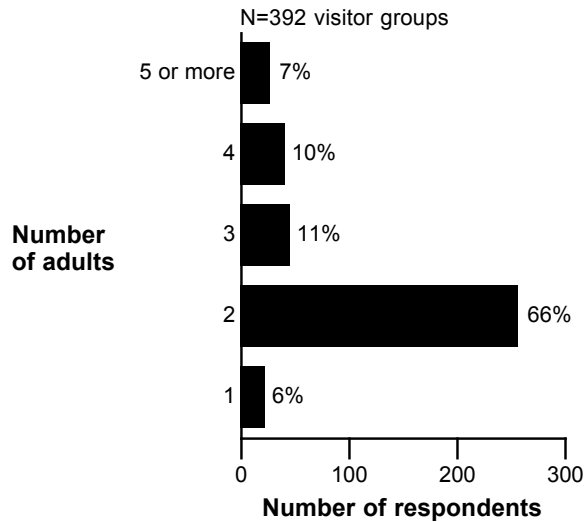** total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by the expenditures

Question 23c
   How many adults do these expenses cover?

Results
  • 66% of visitor groups had two adults covered by expenditures (see Figure 96).

  • 28% of groups had three more adults covered by expenditures.

N=392 visitor groups

Number of adults

5 or more   7%
4   10%
3   11%
2   66%
1   6%

0   100   200   300
Number of respondents

Figure 96: Number of adults covered by the expenditures
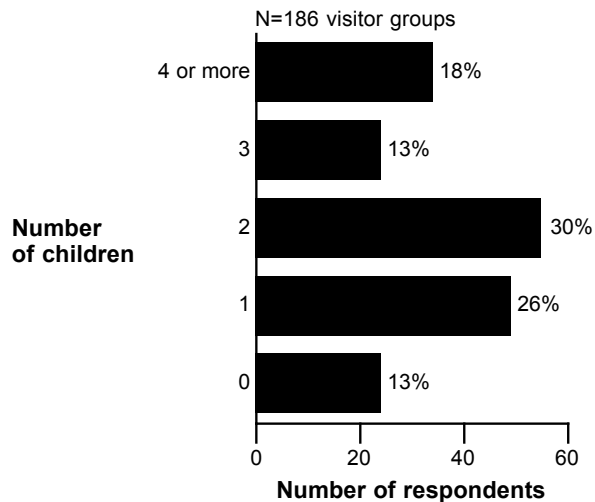
Number of children covered by the expenditures

Question 23c
   How many children do these expenses cover?

Results
  • 56% of visitor groups had one or two children covered by the expenditures (see Figure 97).

  • 31% had three or more children covered by expenditures.

  • 13% of visitor groups had no children covered by expenditures.

N=186 visitor groups

Number of children

4 or more   18%
3   13%
2   30%
1   26%
0   13%

0   20   40   60
Number of respondents

Figure 97: Number of children covered by the expenditures

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer
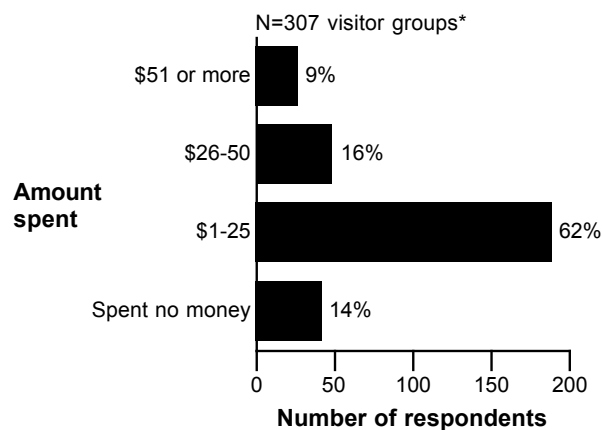
Expenditures inside park

Question 23a
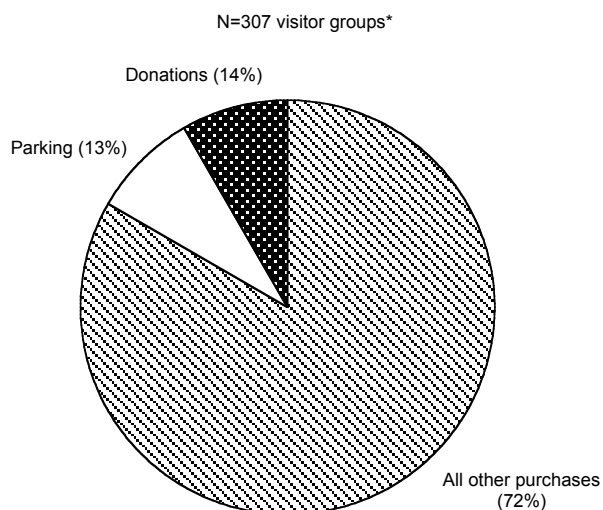**Please list your group's total expenditures inside Lincoln Home NHS.**

Results

- 62% of visitor groups spent up to $25 inside Lincoln Home NHS (see Figure 98).

- 25% spent $26 or more.

- The average visitor group expenditure inside park was $18.

- The median (50% of visitor groups spent more and 50% of visitor groups spent less) expenditure inside park was $7.

- Average expenditure inside the park per visitor (per capita) was $7.

- As shown in Figure 99, the largest proportions of total expenditures inside the park were:

  72% All other purchases
  14% Donations
  13% Parking

N=307 visitor groups*

$51 or more ▮ 9%
$26-50 ▮ 16%
$1-25 ▮ 62%
Spent no money ▮ 14%

Amount spent

0   50   100   150   200
Number of respondents

Figure 98: Total expenditures inside Lincoln Home NHS

N=307 visitor groups*

Donations (14%)
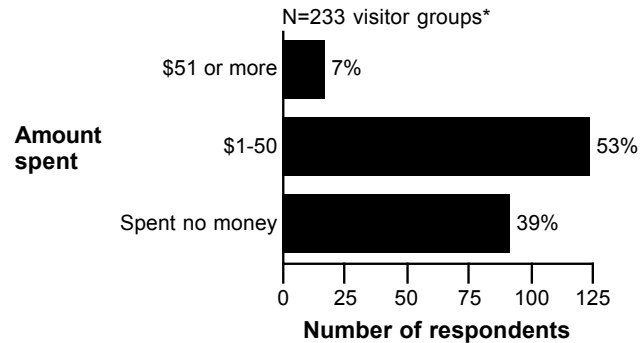Parking (13%)
All other purchases (72%)

Figure 99: Proportions of expenditures inside park

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* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer
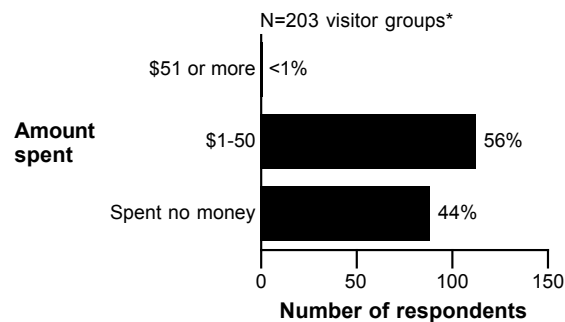
All other purchases

- 53% of visitor groups spent up to $50 (see Figure 100).

- 39% did not spend any money.

N=233 visitor groups*

Figure 100: Expenditures for all other purchases inside park
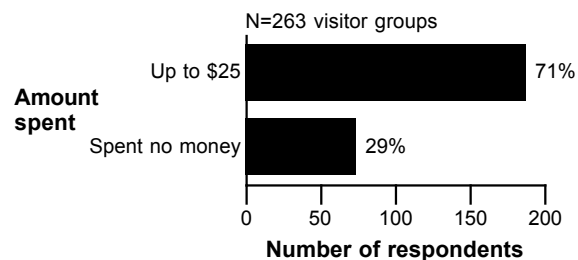
Donations

- 56% of visitor groups spent up to $50 (see Figure 101).

- 44% did not spend any money.

N=203 visitor groups*

Figure 101:   Expenditures for donations inside park

Parking

- 71% of visitor groups spent up to $25 (see Figure 102).

- 29% did not spend any money.

N=263 visitor groups

Figure 102: Expenditures for parking inside park

Expenditures in Springfield, Illinois

Question 23b
Please list your group's total expenditures in Springfield, Illinois.

Results
- 32% of visitor groups spent up to $100 (see Figure 103).

- 31% spent $101 - $300.

- 30% spent $301 or more.

- The average visitor group expenditure outside park was $325.

- The median (50% of groups spent more and 50% spent less) expenditure outside the park was $160.

- The average expenditure per visitor (per capita) was $87.

- As shown in Figure 104, the largest proportions of total expenditures in Springfield, Illinois were:

    35% Hotels, motels, cabins, B&B, etc.
    28% Restaurants and bars
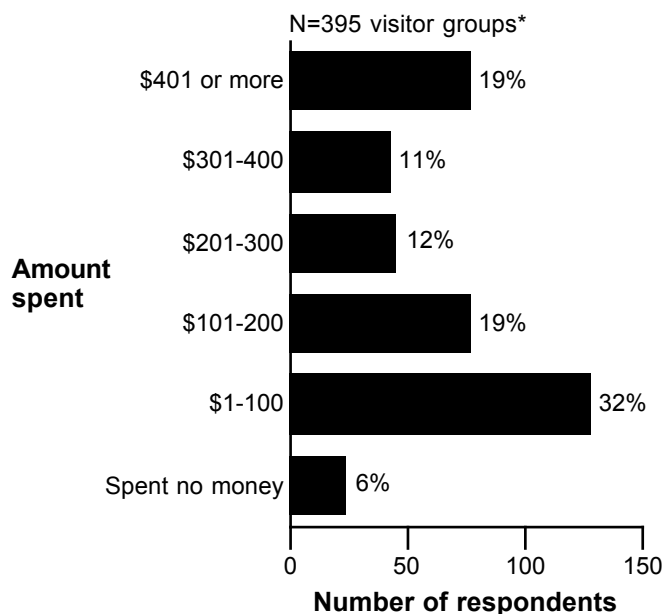
N=395 visitor groups*

Amount spent	
$401 or more	19%
$301-400	11%
$201-300	12%
$101-200	19%
$1-100	32%
Spent no money	6%

Number of respondents

Figure 103: Expenditures in Springfield, Illinois

N=395 visitor groups

All other purchases (9%)
Parking (1%)
Donations (1%)
Admission, recreation, entertainment fees (7%)
Other transportation expenses (5%)
Gas and oil (10%)
Groceries and takeout food (2%)
Restaurants & bars (28%)
Guide fees and charges (1%)
Camping fees and charges (1%)
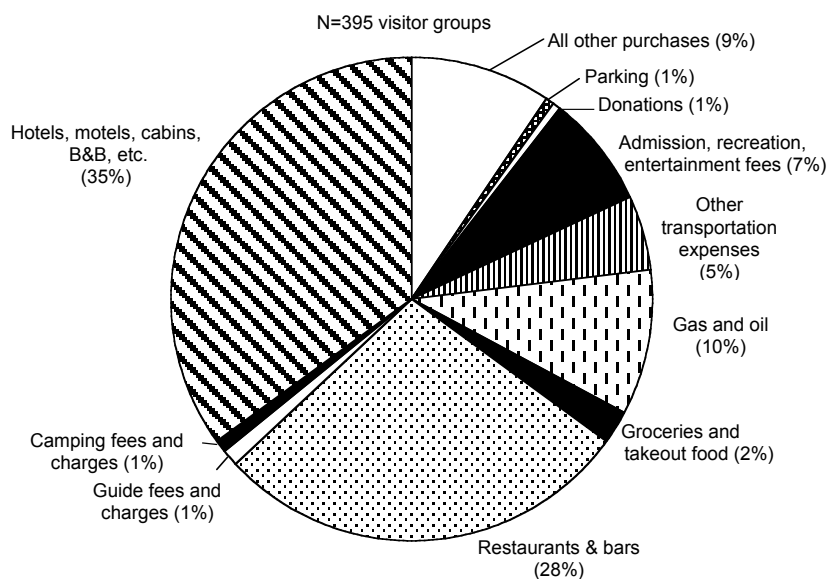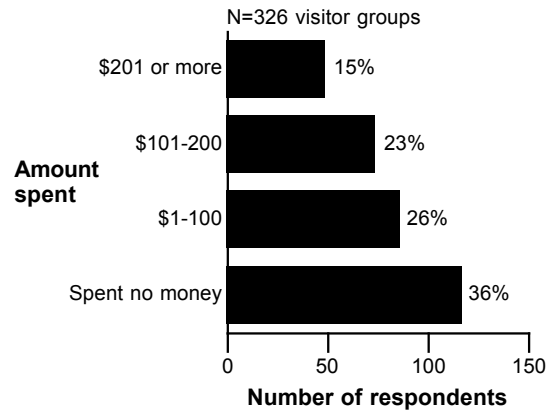Hotels, motels, cabins, B&B, etc. (35%)

Figure 104: Proportions of expenditures in Springfield, Illinois

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer
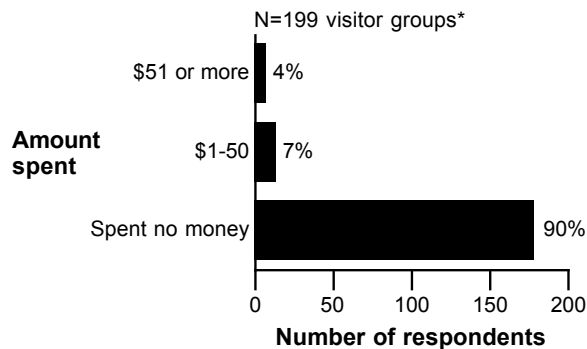
Hotels, motels, cabins, B&B, etc.

- 36% of visitor groups did not spend any money (see Figure 105).

- 26% spent up to $100.

- 23% spent $101-200.

N=326 visitor groups

Amount spent

$201 or more — 15%
$101-200 — 23%
$1-100 — 26%
Spent no money — 36%

Number of respondents

Figure 105: Expenditures for hotels, motels, cabins, B&B, etc. in Springfield, Illinois

Camping fees and charges

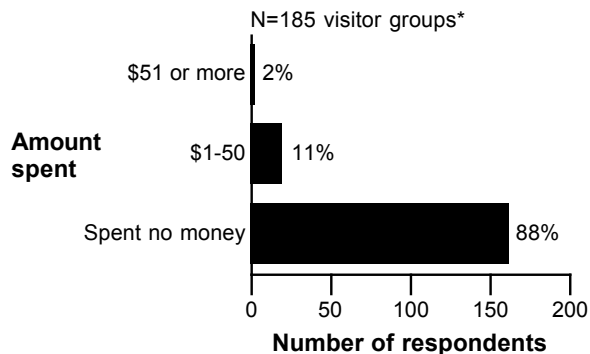- 90% of visitor groups did not spend any money (see Figure 106).

- 7% spent up to $50.

N=199 visitor groups*

Amount spent

$51 or more — 4%
$1-50 — 7%
Spent no money — 90%

Number of respondents

Figure 106: Expenditures for camping fees and charges in Springfield, Illinois

Guide fees and charges

- 88% of visitor groups did not spend any money (see Figure 107).

- 11% spent up to $50.

N=185 visitor groups*

Amount spent

$51 or more — 2%
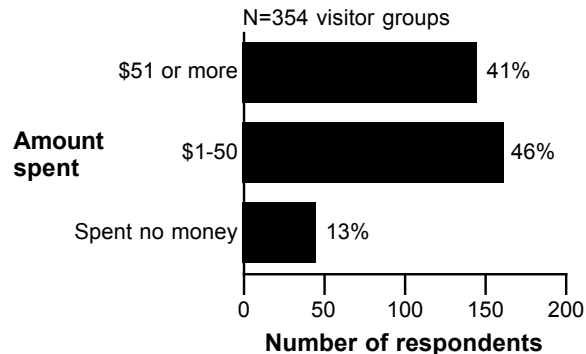$1-50 — 11%
Spent no money — 88%

Number of respondents

Figure 107:   Expenditures for guide fees and charges in Springfield, Illinois

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Restaurants and bars

- 46% of visitor groups spent up to $50 (see Figure 108).

- 41% of visitor groups spent $51 or more.

N=354 visitor groups

Amount spent	
$51 or more	41%
$1-50	46%
Spent no money	13%

Number of respondents

Figure 108:   Expenditures for restaurants and bars in Springfield, Illinois

Groceries and take out food

- 63% of visitor groups did not spend any money (see Figure 109).

- 34% spent up to $50.

N=223 visitor groups*

Amount spent	
$51 or more	4%
$1-50	34%
Spent no money	63%

Number of respondents
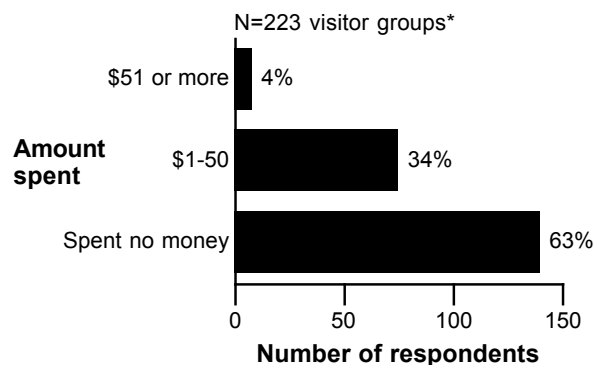
Figure 109:   Expenditures for groceries and takeout food in Springfield, Illinois

Gas and oil

- 64% of visitor groups spent up to $50 (see Figure 110).

- 23% did not spend any money.

N=323 visitor groups

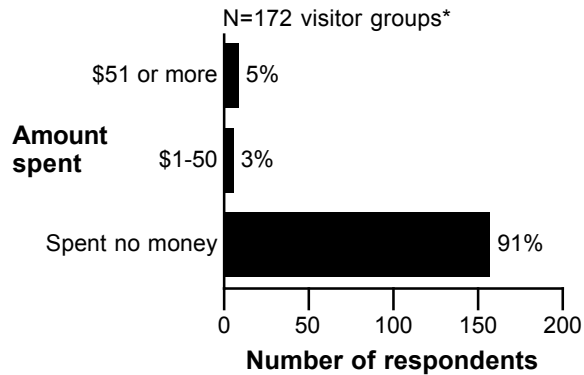| Amount spent	
$51 or more	13%
$1-50	64%
Spent no money	23%

Number of respondents
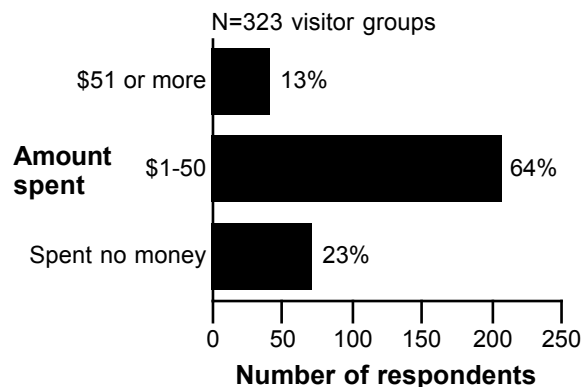
Figure 110: Expenditures for gas and oil in Springfield, Illinois

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer
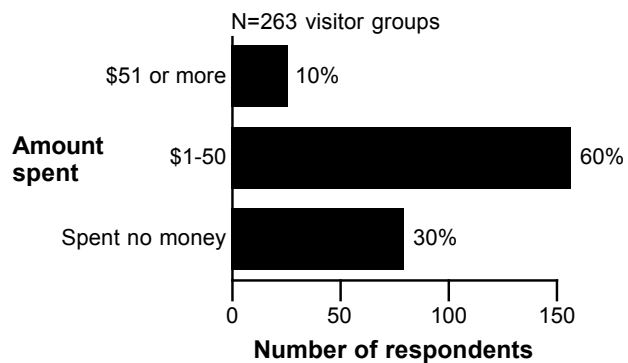
Other transportations expenses

- 91% of visitor groups did not spend any money (see Figure 111).

- 5% spent $51 or more.

N=172 visitor groups*

Amount spent

$51 or more █ 5%

$1-50 █ 3%

Spent no money ████████████ 91%

0   50   100   150   200
Number of respondents

Figure 111:   Expenditures for other transportation expenses in Springfield, Illinois
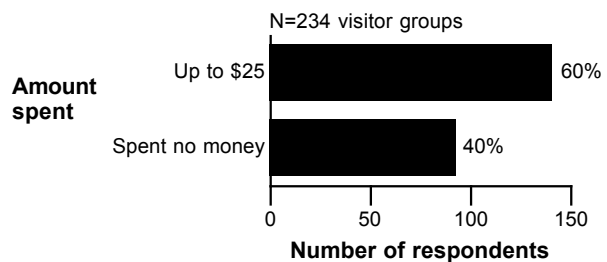
Admission, recreation, and entertainment fees

- 60% of visitor groups spent up to $50 (see Figure 112).

- 30% did not spend any money.

N=263 visitor groups

Amount spent

$51 or more ███ 10%

$1-50 ████████████ 60%

Spent no money ██████ 30%

0   50   100   150
Number of respondents

Figure 112:   Expenditures for admission, recreation, and entertainment fees in Springfield, Illinois

Parking fees

- 60% of visitor groups spent up to $25 (see Figure 113).

- 40% did not spend any money.

N=234 visitor groups

Amount spent

Up to $25 ████████████ 60%

Spent no money ████████ 40%

0   50   100   150
Number of respondents
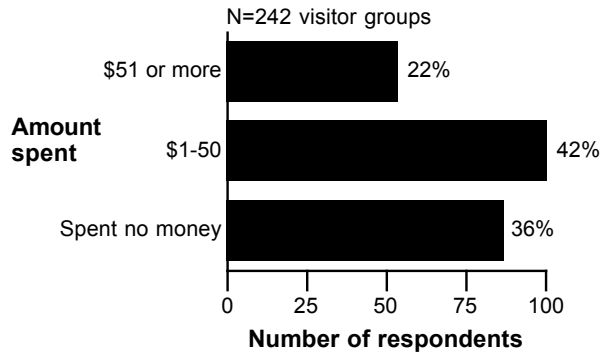
Figure 113: Expenditures for parking fees in Springfield, Illinois

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer
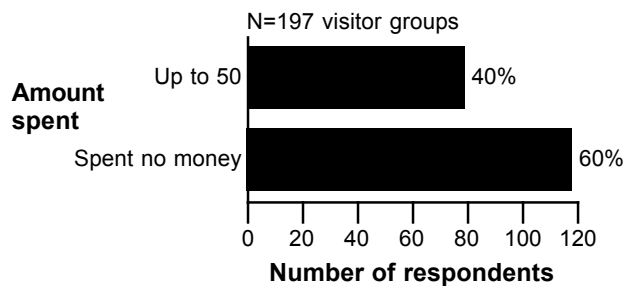
All other purchases

- 42% of visitor groups spent up to $50 (see Figure 114).

- 36% did not spend any money.

N=242 visitor groups

Figure 114:   Expenditures for all other purchases in Springfield, Illinois

Donations

- 60% of visitor groups did not spend any money (see Figure 115).

- 40% of visitor groups spent up to $50.

N=197 visitor groups

Figure 115:   Expenditures for donations in Springfield, Illinois

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Information about Future Preferences

Subjects to learn about on a future visit

Question 26
> **On a future visit to Lincoln Home NHS, what subjects would you and your group like to learn more about?**

N=433 visitor groups

Interested in learning on a future visit?

Yes 98%
No 2%

Number of respondents
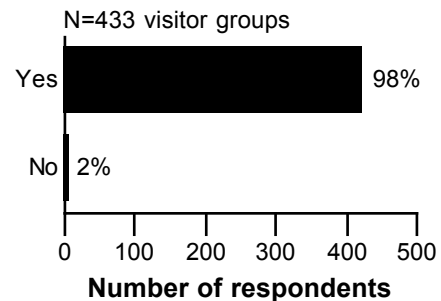
Results
- 98% were interested in learning on a future visit (see Figure 116).

Figure 116: Visitor groups interested in learning on a future visit

Results
- As shown in Figure 117, the most commonly mentioned subjects that visitor groups wanted to learn about on future visits were:

  78% Lincoln's family life
  62% Lincoln as president
  60% Lincoln's childhood

- "Other" subjects (11%) mentioned by visitor groups to learn about on future visits were information on Mary Todd Lincoln and the Lincoln family, Lincoln's assassination, Lincoln's religious beliefs, and Lincoln's health later in life.

N=426 visitor groups**

Subject

Lincoln's family life 78%
Lincoln as President 62%
Lincoln's childhood 60%
Lincoln's neighborhood 56%
Lincoln as a lawyer 54%
Other 11%

Number of respondents

Figure 117: Preferred subjects to learn on a future visit

* total percentages do not equal 100 due to rounding

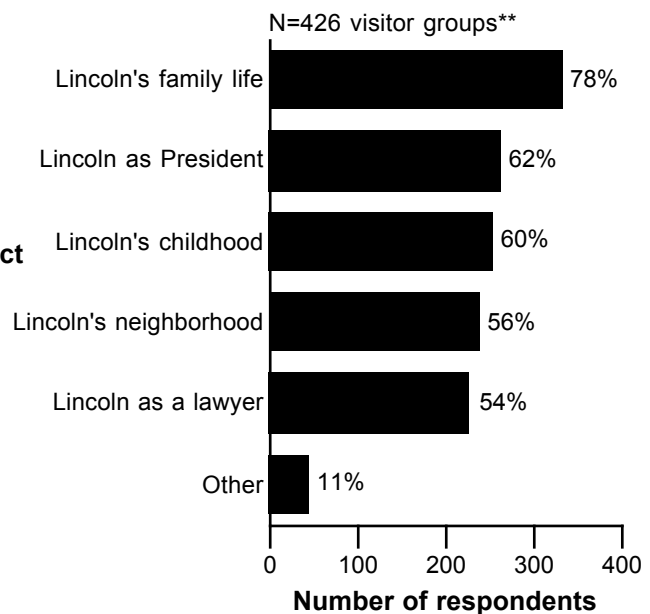** total percentages do not equal 100 because visitors could select more than one answer

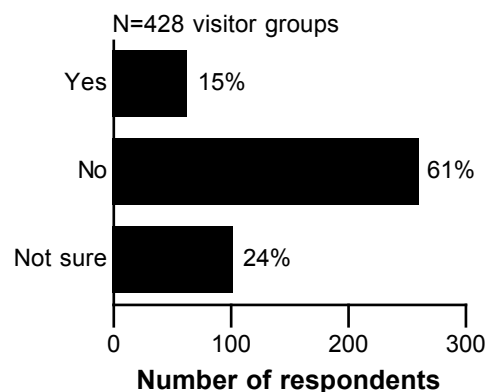### Visitor groups' preference for reservation system for future visit

Question 20d

On a future tour of Lincoln Home, would you and your group prefer to have a pre-visit reservation system to obtain tickets for the tour?

Results

- 61% of visitor groups did not prefer to have a pre-visit reservation system (see Figure 118).

- 24% were "not sure."

- 15% preferred a future pre-visit reservation system.

N=428 visitor groups

Prefer pre-visit reservations for tickets?

Number of respondents

Figure 118: Preference for future pre-visit reservation system

---

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Preferred sources to learn about or make personal connection to Abraham Lincoln on future visit

Question 22

On a future visit to Lincoln Home National Historic Site, how would you and your group prefer to learn about or make personal connections to Abraham Lincoln (relevance of Lincoln's life to our lives today)?

Results

- 94% of visitor groups were interested in learning or making a personal connection to Abraham Lincoln (see Figure 119).

Interest in learning?

N=438 visitor groups
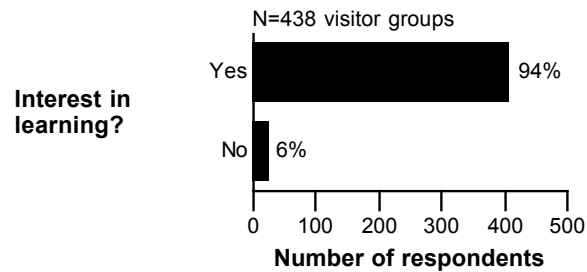
Figure 119: **Interest in learning or making personal connection to Abraham Lincoln**

Results

- As shown in Figure 120, of those who were interested in making a personal connection to Abraham Lincoln (94%), the most common sources to use included:

  61% Ranger-guided walk
  60% Printed guidebook to historic neighborhood
  57% Additional ranger tours

- "Other" sources (5%) included reenactments, living history demonstrations, specialized tours, more knowledgeable guides, and access to other homes.

Source

N=412 visitor groups**

Figure 120:   **Sources used to learn or make personal connection to Abraham Lincoln**

* total percentages do not equal 100 due to rounding

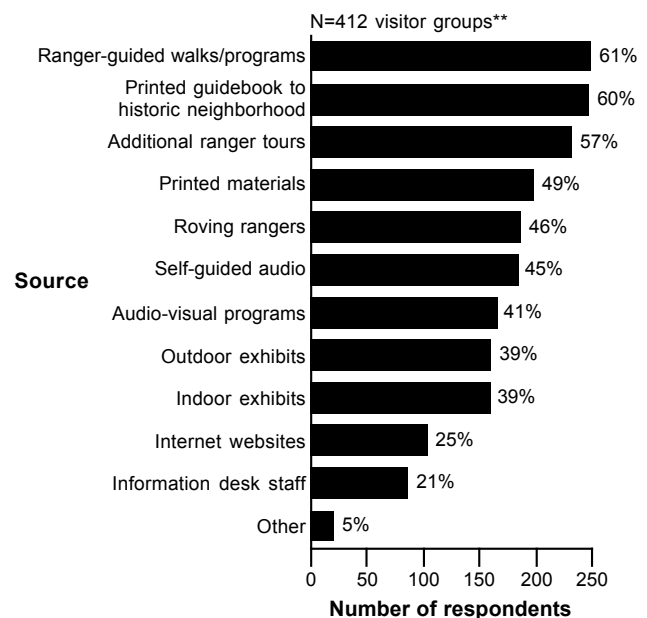** total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 29

Overall, how would you and your group rate the quality of the facilities, services, and recreational opportunities provided to you and your group at Lincoln Home NHS during this visit?

Results

- 97% of visitor groups rated the overall quality as "very good" or "good" (see Figure 121).

- <1% rated the overall quality as "very poor" or "poor."

N=451 visitor groups*

Figure 121: Overall quality of visitor facilities, services, and recreational opportunities

* total percentages do not equal 100 due to rounding

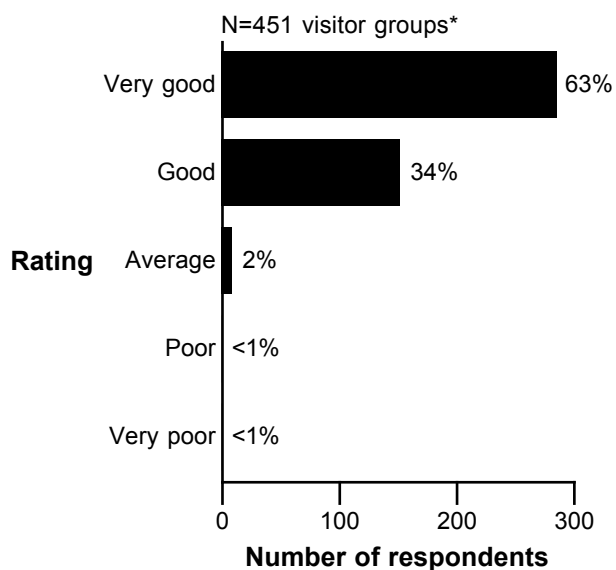** total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

National significance of park

Question 24

This park was established because of its significance to the nation? In your opinion, what is the significance of Lincoln Home National Historic Site?

Results

- 76% of visitor groups provided comments about the park's significance.

- Table 12 shows the summary of visitor comments. Complete comments are in the Visitor Comments Appendix.

Table 12: Visitor groups' opinion of park significance
N=352 visitor groups;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Historical value	114
Great and influential president	67
Displays the everyday life of Lincoln and period	46
Site is important to U.S. heritage	45
Allows visitors to relate to Lincoln	38
Important	26
Moral values displayed by Lincoln	14
Educational	11
Lincoln's part in equal rights history	10
A symbolic figure for our country	7
Other comments	2

Planning for the future

Question 27

If you were a manager planning for the future of Lincoln Home NHS, what would you and your group propose?

Results

- 56% of visitor groups provided comments about the future management of Lincoln Home NHS.

- Table 13 shows a summary of the comments. Complete comments are included in the Visitor Comments Appendix.

Table 13: Planning for the future
N=258 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Better guides	5
Use more volunteers	2
Other comments	4
INTERPRETIVE SERVICES	
Add living history	42
Open more houses for viewing	40
Add more Lincoln information	32
Period costumes worn by staff	10
Add outdoor exhibits	10
Limit tour to smaller group sizes	9
Change film/video	8
Longer tour of home	6
More children's programs	4
Increase the time between home tour groups	3
More authentic time period items	3
Improve the map	2
Make tours more interesting	2
More interpretive information	2
Other comments	21
FACILITIES/MAINTENANCE	
Further restore the site	16
Develop concession service within the park	9
Expand the gift shop	4
Add benches in the neighborhood	2
Maintain site	4
Other comments	5

Table 13: Planning for the future
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
More collaboration with other Lincoln sites	7
More exposure for the park	6
Improve the parking fee situation	5
Develop horse and buggy rides for visitors	2
Other comments	6
GENERAL COMMENTS	
Nothing	15
Other comments	4

Additional comments

Question 28

Is there anything else you and your group would like to tell us about your visit to Lincoln Home NHS?

Results

- 46% of visitor groups responded with additional comments.

- Table 14 shows a summary of the comments. Complete comments are included in the Visitor Comments Appendix.

Table 14: Additional comments
N= 215 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff was friendly	26
Other comments	8
INTERPRETIVE SERVICES	
The park has great historical significance	5
The tour was too crowded	3
Enjoyed the exhibits	3
Our visit was like stepping back in history	2
The tour is too short	2
Enjoyed the tour	2
Enjoyed the film/video	2
Other comments	15
FACILITIES/MAINTENANCE	
Good upkeep	19
Parking setup was confusing	5
The film room was too cold	3
Nice facility	2
Enjoyed souvenir shop	2
Difficult to find the park site	2
Other comments	2
POLICIES/MANAGEMENT	
The Lincoln sites should collaborate more	2
Enjoy free entry	4
Need free parking	3
Continue restoration	2
Other comments	9
RESOURCE MANAGEMENT	
Other comments	1

**Table 14: Additional comments
(continued)**

Comment	Number of times mentioned
GENERAL COMMENTS	
Enjoyed visit	79
Keep it up	9
Did not have enough time	3
Also visited the Lincoln Presidential Library and Museum	2
Inspiring	2
Survey was too long	2
Other comments	10

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single programs/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Sources of information prior to visit
- Sources of information preferred for future visits
- Received needed information
- Type of information needed
- Awareness of NPS management
- Primary reason for visiting Springfield, Illinois
- Primary reason for visiting the park
- Overnight away from home in Springfield, Illinois
- Number of nights
- Lodging accommodations inside/outside park
- Opinions about adequacy of signs to the park
- Sites visited during this visit
- Activities participated in
- Length of stay
- Visit park more than one day
-
- Number of entries into the park
- Enough time to see all you wanted to
- Safety concerns while at park

- Visitor information services and facilities used
- Importance of visitor information services and facilities
- Quality of visitor information services and facilities
- Visitor service and facilities used
- Importance of visitor services and facilities
- Quality of visitor services and facilities
- Group type
- Guided tour
- Educational tour
- Group size
- Number of vehicles used
- Visitor age
- Zip code/state of residence
- Country of residence
- Number of times visited the park in the past 12 months
- Number of lifetime visits
- Visitors with disabilities/ impairments
- Type of disabilities/ impairments
- Encounter access/service problems

- Visitor level of education
- Opinions about Lincoln Home tour
- Elements affecting park experience
- Preferred ways to learn about or make personal connection to Abraham Lincoln in the future
- Total expenditures in and outside of park
- Expenditures within park
- Expenditures outside park
- Number of adults covered by the expenses
- Number of children covered by the expenses
- Ability to make personal connection with Abraham Lincoln
- Preferred subjects to learn on a future visit
- Overall quality of visitor facilities, services, and recreational opportunities

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Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Stoop 2004). In this study, group size and age of the group member (at least 16 years old) completing the survey were two variables that were used to check for non-response bias.

Two-independent sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05 the two groups are judged to be insignificantly different. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion survey average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. In some occasions, the age of actual respondent is higher than the age of the group member who accepted the questionnaire at the park. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification.

Therefore, the hypotheses for checking non-response bias are:

1. Average age of respondents – average age of non-respondents ≤ 5

2. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 2, the p-values for both of these tests are greater than 0.05 indicating insignificant difference between respondents and non-respondents. Thus, non-response bias is judged to be insignificant.

References
Filion F. L. (Winter 1975-Winter 1976) Estimating Bias due to Non-response in Mail Surveys. *Public Opinion Quarterly*, Vol 39 (4): 482-492.
Dey, E.L. (1997) Working with Low Survey Response Rates: The Efficacy of Weighting Adjustment. *Research in Higher Education*, 38(2): 215-227.
Dillman D. A. (2000) *Mail and Internet Surveys: The Tailored Design Method*, 2nd Edition, New York: John Wiley and Sons, Inc.
Dillman D. A. and Carley-Baxter L. R. (2000) *Structural determinants of survey response rate over a 12 year period*, 1988-1999, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.
Goudy, W. J. (1976) Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
Mayer C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967) A Note on Nonresponse in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S: John Wiley and Sons, Inc.
Stoop, I. A.L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

1982
 1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983
 2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
 3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
 4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985
 5. North Cascades National Park Service Complex
 6. Crater Lake National Park

1986
 7. Gettysburg National Military Park
 8. Independence National Historical Park
 9. Valley Forge National Historical Park

1987
 10. Colonial National Historical Park (summer & fall)
 11. Grand Teton National Park
 12. Harpers Ferry National Historical Park
 13. Mesa Verde National Park
 14. Shenandoah National Park (summer & fall)
 15. Yellowstone National Park
 16. Independence National Historical Park: Four Seasons Study

1988
 17. Glen Canyon National Recreational Area
 18. Denali National Park and Preserve
 19. Bryce Canyon National Park
 20. Craters of the Moon National Monument

1989
 21. Everglades National Park (winter)
 22. Statue of Liberty National Monument
 23. The White House Tours, President's Park

1989 (continued)
 24. Lincoln Home National Historic Site
 25. Yellowstone National Park
 26. Delaware Water Gap National Recreation Area
 27. Muir Woods National Monument

1990
 28. Canyonlands National Park (spring)
 29. White Sands National Monument
 30. National Monuments & Memorials, Washington, D.C.
 31. Kenai Fjords National Park
 32. Gateway National Recreation Area
 33. Petersburg National Battlefield
 34. Death Valley National Monument
 35. Glacier National Park
 36. Scott's Bluff National Monument
 37. John Day Fossil Beds National Monument

1991
 38. Jean Lafitte National Historical Park (spring)
 39. Joshua Tree National Monument (spring)
 40. The White House Tours, President's Park (spring)
 41. Natchez Trace Parkway (spring)
 42. Stehekin-North Cascades NP/ Lake Chelan NRA
 43. City of Rocks National Reserve
 44. The White House Tours, President's Park (fall)

1992
 45. Big Bend National Park (spring)
 46. Frederick Douglass National Historic Site (spring)
 47. Glen Echo Park (spring)
 48. Bent's Old Fort National Historic Site
 49. Jefferson National Expansion Memorial
 50. Zion National Park
 51. New River Gorge National River
 52. Klondike Gold Rush National Historical Park, AK
 53. Arlington House-The Robert E. Lee Memorial

1993
 54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)

Visitor Services Project Publications (continued)

1993 (continued)

55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

1994

64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995

74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996

84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park (summer & fall)

1997

93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998

101. Jean Lafitte National Historical Park & Preserve (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999

109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park

Visitor Services Project Publications (continued)

1999 (continued)
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park
    (fall)

2000
118. Haleakala National Park (spring)
119. White House Tour and White House Visitor
    Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

2001
125. Biscayne National Park (spring)
126. Colonial National Historical Park
    (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

2002
131. Everglades National Park
132. Dry Tortugas National Park
133. Pinnacles National Monument
134. Great Sand Dunes National Monument &
    Preserve
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras National
    Seashore, Ft. Raleigh National Historic Site,
    and Wright Brothers National Memorial)
137. Sequoia & Kings Canyon National Parks and
    Sequoia National Forest
138. Catoctin Mountain Park
139. Hopewell Furnace National Historic Site
140. Stones River National Battlefield

2003
141. Gateway National Recreation Area: Floyd
    Bennett Field (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages National Historic
    Site
149. Fort Stanwix National Monument
150. Arches National Park
151. Mojave National Preserve (fall)

2004
152. Joshua Tree National Park (spring)
153. New River Gorge National River
154. George Washington Birthplace National
    Monument
155. Craters of the Moon National Monument &
    Preserve
156. Dayton Aviation Heritage National Historical
    Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument
160. Saint-Gaudens National Historic Site
161. Manzanar National Historic Site
162. John Day Fossil Beds National Monument

2005
163. Congaree National Park
164. San Francisco Maritime National Historical
    Park
165. Lincoln Home National Historic Site

For more information about the Visitor Services Project, please contact
University of Idaho Park Studies Unit at http://www.psu.uidaho.edu

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Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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