



2025 Socioeconomic Research of Lincoln Memorial

Report on 2025 Data Collection



Intern from the HBCUI program, pointing at the Lincoln Memorial while on a trip exploring the National Mall.

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ON THE COVER

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Abstract

A strong mandate and need for socioeconomic monitoring have been expressed in the National Park Service (NPS) strategic goals for science, in statements by NPS leadership, and in various official reports. Since such monitoring began in 2022, the NPS has typically conducted visitor surveys at 24 parks per year across the United States and associated territories. However, the 2025/2026 SEM Visitor Survey study period was impacted by unexpected timing constraints that reduced the total sample from 24 to 21 parks. Lincoln Memorial was selected as one of these units for 2025 implementation. This socioeconomic monitoring at Lincoln Memorial uses a two-step survey methodology to capture a representative sample of park visitors during the peak season of each respective park unit. This process includes (1) an on-site intercept survey conducted via tablet, and (2) a post-trip survey (completed either by mail-back or online) for more in-depth trip details. The types of data collected include visitor demographics, trip characteristics/planning, and experience evaluations. Results are organized by these two survey instruments and are aimed at assisting park managers in understanding current utilization and perception of park resources, assessing operations and potential issues, and facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders.

Introduction

Social science research has become increasingly recognized as a crucial component of park planning, amplifying its significance for the National Park Service (NPS). With the ever-changing landscape of visitation and a desire to provide transformative visitor experiences, understanding the needs and expectations of the visiting public has become more important than ever. The agency seeks to provide the highest quality visitor experience while also protecting the important natural and cultural resources that make these sites special.

A pilot visitor study was conducted in 2015/2016 across selected park units throughout the United States. Building upon the insights gleaned from the pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey has been carried out each year starting in 2022 at 24 NPS units across the country per year. The total sample of parks surveyed in the 2025/2026 sampling period was reduced from 24 to 21 to accommodate unexpected time constraints. Lincoln Memorial was selected as one of the 21 units studied in the 2025 sampling period. The study aims to deepen understanding of visitor demographics and characteristics at Lincoln Memorial.

This report contains the data and findings collected from the Lincoln Memorial SEM Visitor Survey in spring 2025. The study gathers data at a comprehensive agency level, addressing the informational needs of park managers throughout the National Park System. The data collected during the 2025 SEM Visitor Survey sampling period are intended to provide park managers with data-supported insights into their visitors while enabling data analysis at the agency level and beyond for future applications.

This study collects information about visitor use, aids in finding effective management solutions, and offers insights into the visitors who experience NPS sites. The findings empower NPS managers to better comprehend visitor behaviors, inform park operations, and identify areas for enhancing the visitor experience. Moreover, these results are intended to facilitate communication and foster informed decision-making processes, both within the NPS unit and in collaboration with local partners and stakeholders. Unique to the 2025/2026 SEM Visitor Survey study period, 11 of NPS units were surveyed during their peak season, with another 10 NPS units surveyed during their off-peak season. Lincoln Memorial was surveyed during its peak season, with results representing the visitors that were surveyed at that time.

This report does not include spending data, despite it being collected as part of the study. For detailed information regarding visitor spending at Lincoln Memorial, please refer to the 2025 Visitor Spending Effects report.

The research was carried out by a team including Otak, Inc., RRC Associates, Inc., the Institute for Tourism and Recreation Research at the University of Montana, and GAIA Environmental Consulting.

Methods

The SEM Visitor Survey methodology is designed to capture a representative sample of visitor information, characteristics, and behavior at each sampled park unit through:

- An onsite intercept survey conducted via tablet, and

- A post-trip follow-up survey (mail-back or online) for full trip details.

This comprehensive approach provides the necessary information to make on-the-ground decisions in park units using the intercept survey to capture visitor responses on higher priority information, while also capturing key in-depth information on visitor spending and trip characteristics for long-term planning from the post-trip survey. Additionally, the intercept survey is designed to be brief so as not to fundamentally affect visitors' experiences. The methods also permit a larger sample to be collected on key questions of interest by asking these high priority questions during the intercept survey.

Study Area

The Lincoln Memorial local area map is shown in Figure 1. The local area around Lincoln Memorial consists of the following municipalities in the state of Virginia: Arlington County, Fairfax County, Falls Church city, Alexandria city, Fairfax city, Loudoun County; and the following counties in Maryland: Montgomery, Prince George's, Anne Arundel; and Washington D.C. Within Lincoln Memorial, the study area was comprised of two locations Visitor Use Statistics estimates and consultation with park staff guided the selection of these study locations and the distribution of surveyor effort. Since the majority of visitors to Lincoln Memorial enter through the main steps to the memorial, most surveyor effort was concentrated at this location, allowing for a representative sample that reflects the broader park visitor population. However, as access to the Southeast corner of the site does not require using the main entrance, additional survey efforts were conducted there to ensure comprehensive visitor representation. Table 1 lists the study locations and the number of onsite intercept surveys completed at each site.

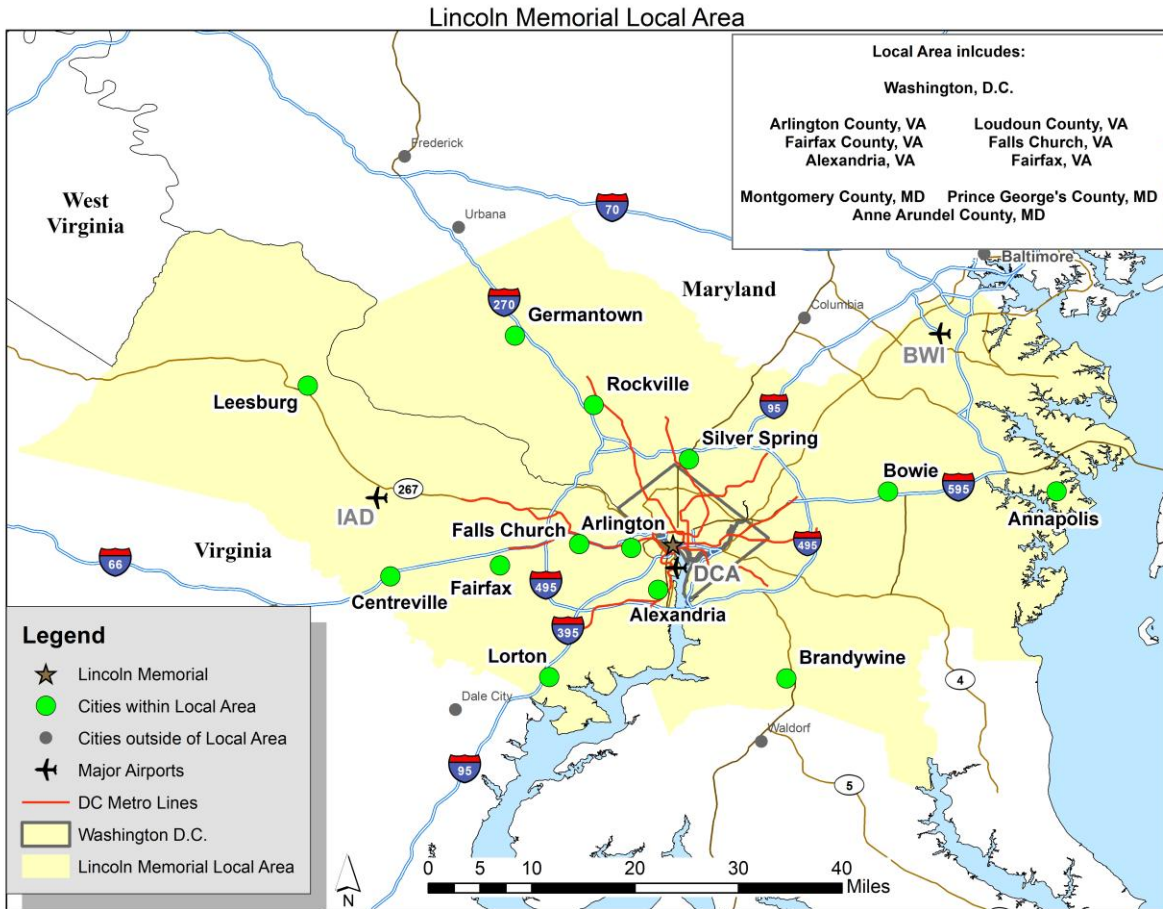


Figure 1. Lincoln Memorial local area map.

Table 1. Intercept surveys conducted within Lincoln Memorial.

Intercept Site	Completed Intercept Surveys	
	Number of Surveys	Percent of Surveys
Bottom of Marble Stairs	398	56.2%
Southeast Corner at Ramp Entrance	310	43.8%

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey is designed to rapidly collect visitor information as tablet-based responses, reaching the largest possible sample for the highest priority visitor information. The intercept sampling was conducted during the period of April 18 through 29, 2025. A sample of visitors were intercepted while visiting Lincoln Memorial across the designated locations listed in Table 1, above. All respondents were visitors on foot at these locations.

Surveyors approached potential respondent groups at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Lincoln Memorial

(NPS 2025). Within the group, the adult with the next upcoming birthday was asked to participate. If the visitor was eligible (at least 18 years of age, not a Lincoln Memorial employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see the Non-Response Bias Analysis section, below). Upon a complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, and approach the next visitor group.

At the end of the intercept survey, respondents were invited to participate in a post-trip survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the post-trip survey with a postage-paid envelope for mailing it back, as well as a hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the post-trip survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

1. Complete refusal, refused to answer any questions, including non-response bias questions;
2. Partial refusal, answered non-response bias questions but nothing further;
3. Completed intercept, but refused to take post-trip survey; or
4. Completed intercept and took post-trip survey.

During the sampling period, three surveyors were stationed simultaneously at different sampling sites. Each surveyor worked 10 seven-hour days (approximately six hours of data collection and a one-hour lunch break) and rotated among several sites. Each surveyor had two days off during the 12-day sampling window.

Table 2. Response outcomes — Lincoln Memorial intercept survey.

Outcome	Total
Eligible visitors contacted	1,347
Complete refusals	501
Partial refusals (non-response bias questions completed)	138
Intercept surveys completed	708
Post-trip surveys distributed	674
Intercept response rate	52.6%
Post-trip acceptance rate	95.2%

Post-trip Survey

The post-trip survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to the NPS unit. This method extended data collection and asked participants to complete the survey after their visit, either through

a provided postage-paid envelope, or online via a provided survey link. The post-trip survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2025). Both the intercept survey and the post-trip survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite intercept responses could be paired with their post-trip responses. Numbers were assigned at random to the individual. The use of this code allows the data to be joined, while keeping all surveys confidential and removing respondents' identifiable information. Joining the two datasets provides a more complete picture of in-park experiences and post-visit perceptions.

Table 3 shows response rates for the post-trip survey.

Table 3. Response outcomes — Lincoln Memorial post-trip survey.

Outcome	Total
Post-trip surveys distributed	674
Valid post-trip surveys completed	107
Response rate	15.9%

Non-Response Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the survey. The responses to these three questions can then be compared to both the larger group of respondents who completed the intercept survey, and the smaller group who completed both the intercept and post-trip surveys.

The Office of Management and Budget recommends testing for non-response bias when a response rate is less than 80%. Since the response rate for the intercept survey (52.6%) did not meet this threshold, bias testing was conducted to evaluate differences between the set of visitors who participated in the onsite intercept survey (intercept respondents) and those eligible visitors who declined to participate (intercept non-respondents).

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. The chi-square test for homogeneity is a statistical test used to determine whether there is a significant association between categorical variables. It compares observed data with expected frequencies to assess if any deviations are due to chance. A p-value of 0.05 is used as the indicated threshold of this significance; p-values of 0.05 or lower indicate significant difference between groups.

The distribution of responses among intercept survey respondents and non-respondents differed significantly for two questions: 1) purpose of visit, and 2) overnight visitation. Therefore, visitors with a primarily purpose of visiting Lincoln Memorial (9.3%) and day visitors (20.5%) are not as well represented in the intercept survey sample as desired, when compared to their proportion among intercept non-respondents (47.8% and 28.3%, respectively).

Results of the bias testing for the intercept survey are shown in Table 4 through Table 6.

Table 4. Intercept survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Lincoln Memorial?”. Note: p-value = 0.492.

Response	Intercept Survey Respondents		Intercept Survey Non-Respondents	
	Frequency	Percent	Frequency	Percent
Yes	78	11.0%	18	13.0%
No	630	89.0%	120	87.0%

Table 5. Intercept survey non-response bias question: “Was visiting Lincoln Memorial the primary purpose for your overall trip away from home?”. Note: p-value = <0.001.

Response	Intercept Survey Respondents		Intercept Survey Non-Respondents	
	Frequency	Percent	Frequency	Percent
Yes	66	9.3%	66	47.8%
No	642	90.7%	72	52.2%

Table 6. Intercept survey non-response bias question: “On this trip away from home, will you [and your personal group] stay overnight away from your permanent residence within the local area?”. Note: p-value = 0.045.

Response	Intercept Survey Respondents		Intercept Survey Non-Respondents	
	Frequency	Percent	Frequency	Percent
Yes	563	79.5%	99	71.7%
No	145	20.5%	39	28.3%

Additionally, because the post-trip survey response rate (15.9%) also did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and post-trip), and those who only completed the intercept portion.

Again, for each of the three questions, a chi-square test for homogeneity was performed to evaluate differences between the groups.

The p-values for all three questions are above the threshold of 0.05, indicating no significant differences between those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys on these measures. Based on the variables measured, this section of the study does not have a bias due to non-response.

Results of the bias testing for the post-trip survey are shown in Table 7 through Table 9.

Table 7. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Lincoln Memorial?”. Note: p-value = 0.792.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	11	10.3%	67	11.1%
No	96	89.7%	534	88.9%

Table 8. Post-trip survey non-response bias question: “Do you currently live in the United States?”. Note: p-value = 0.239.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	97	90.7%	520	86.5%
No	10	9.3%	81	13.5%

Table 9. Post-trip survey non-response bias question: “On this trip away from home, will you [and your personal group] stay overnight away from your permanent residence within the local area?”. Note: p-value = 0.812.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	86	80.4%	477	79.4%
No	21	19.6%	124	20.6%

Results

Results are presented separately for both the intercept and post-trip surveys throughout the following section. To preserve the data for additional analyses, outliers for open-ended numeric questions (e.g., nights spent, days in local area, etc.) have not been removed. Given these outliers, medians are shown instead of means throughout the report, in order to better represent the central tendency. Some questions were omitted because they were not applicable to this report.

Intercept Survey Results

The following section provides results of the 708 visitor intercept surveys conducted at Lincoln Memorial from April 18 through 29, 2025. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than n=30. Categories on some questions may not sum up to 100% due to rounding differences and/or the opportunity to select more than one response option.

Question 1: Previous Visits to Lincoln Memorial

First, respondents were asked if they were first time visitors to Lincoln Memorial. Repeat visitors were then asked how many visits they have made to Lincoln Memorial in the last 12 months and the last five years (Figure 2).

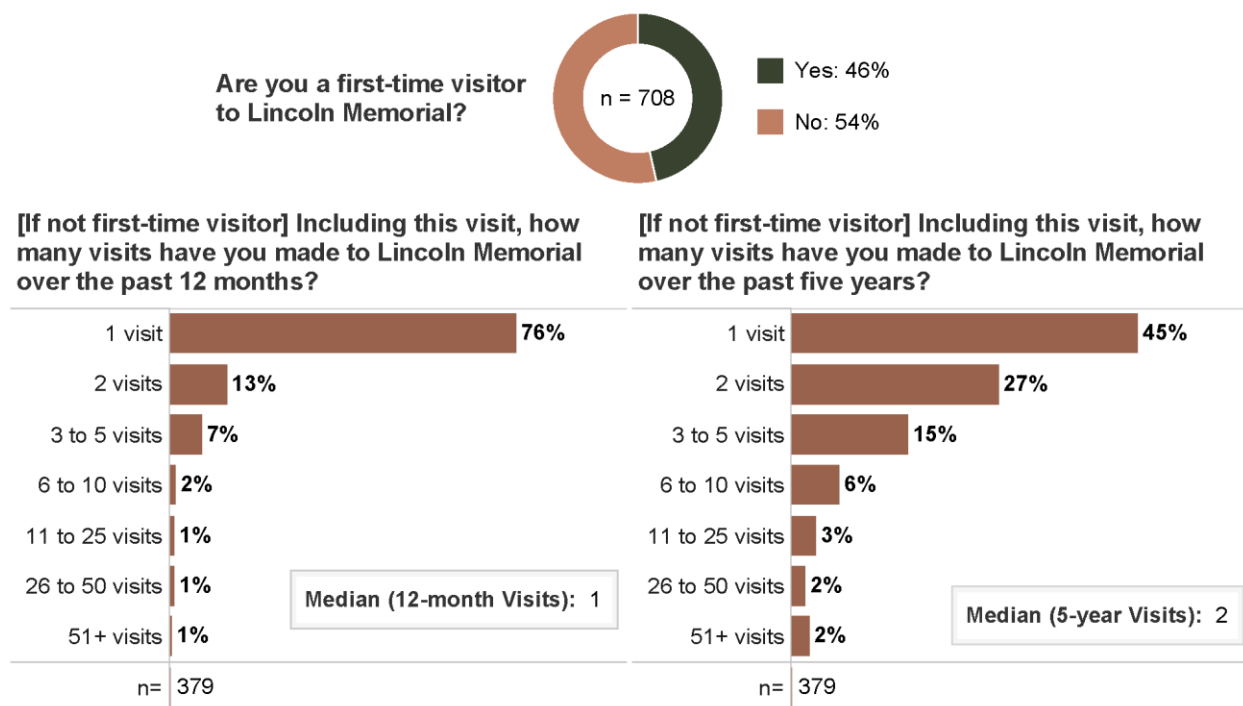


Figure 2. Previous visits to Lincoln Memorial. Tabular data shown in this figure are presented in Appendix A, Table 11.

- Nearly half of respondents (46%) were on their first ever trip to Lincoln Memorial.

- Among the 56% of respondents who were repeat visitors, about three-quarters (76%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, a majority of repeat visitors (55%) had visited at least one prior time in the past five years.
- The median number of visits made in the past five years was 2, including the current trip; 7% of repeat visitors had made more than 10 visits in the past five years.

Question 2: Previous Visits to Other NPS Units

Respondents were then asked how many visits they made to other NPS sites over the past 12 months (Figure 3).

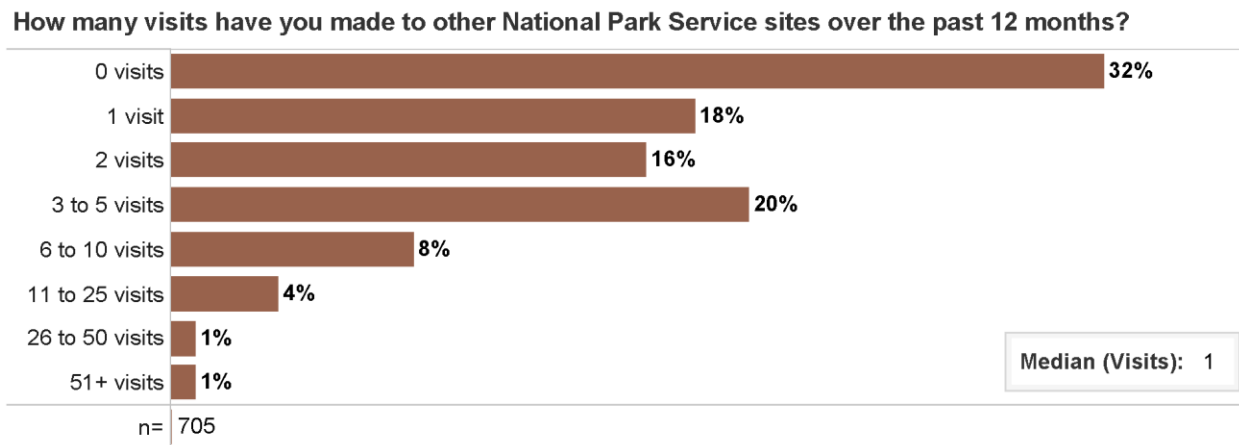


Figure 3. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, Table 12.

- Two-thirds of respondents (68%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS sites in the past 12 months was one, though a combined 34% had made three or more visits in the past year.

Questions 3-4: Visitor Residency

Respondents were asked to indicate if they were permanent or seasonal residents of the local area around Lincoln Memorial. Permanent and seasonal residents were then asked for their ZIP code within the local area. Respondents who do not reside permanently or seasonally in the local area were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 4 depicts responses to this group of questions.

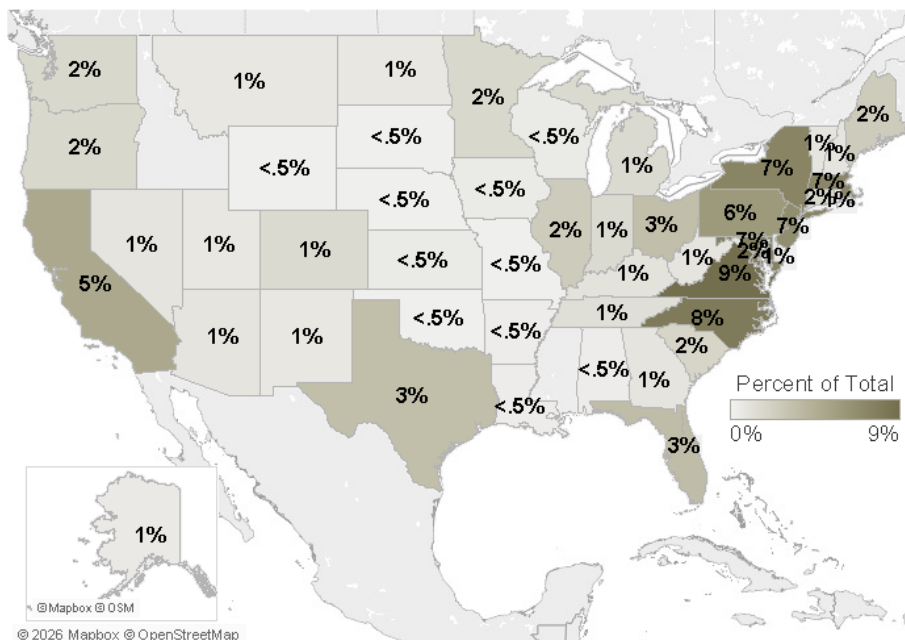
Are you a permanent or seasonal/second home resident of the local area around Lincoln Memorial?



Do you currently live in the United States?



Respondent States (Percentage of U.S. respondents only)



Top 10 States

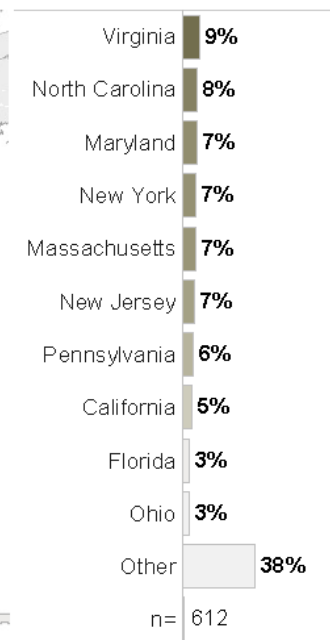


Figure 4. Respondent residency status and geographic origin of domestic visitors surveyed at Lincoln Memorial.

- One in ten respondents (11%) stated that they were permanent residents of the local area around Lincoln Memorial. No respondents indicated that they were seasonal residents in the local area.
- Among the 87% of respondents currently residing in the U.S., 9% reside in Virginia, followed by North Carolina (8%), Maryland (7%), New York (7%), New Jersey (7%), and Massachusetts (7%).
- Nearly every state was represented by respondents with only Idaho, Mississippi, and Hawaii being unrepresented.

Question 5: Trip Purpose

Respondents who are not permanent or seasonal residents of the local area were asked about the purpose for their overall trip away from home, while permanent or seasonal residents of the local area were asked about the purpose of their trip away from home “today,” the day they were intercepted in the park. Figure 5 depicts responses to this group of questions.

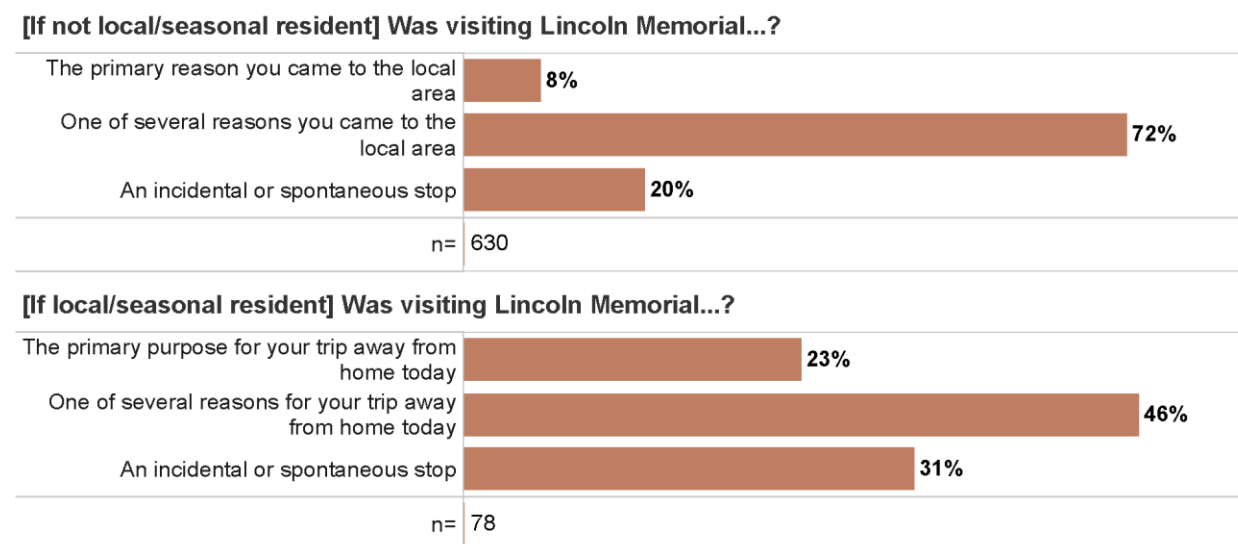


Figure 5. Role of Lincoln Memorial in overall trip purpose.

- The majority (72%) of respondents who resided outside the local area stated that their visit to Lincoln Memorial was one of two or more equally important reasons that brought them to the area.
- For about one in ten (8%) of non-local respondents, visiting Lincoln Memorial was the primary reason for their trip to the area.
- The remaining fifth (20%) indicated their visit to Lincoln Memorial was an incidental or spontaneous stop while they were already in the area.
- Among permanent or seasonal local resident respondents, nearly a quarter (23%) indicated their visit to Lincoln Memorial was the primary reason for their trip away from home.
- Almost half (46%) of permanent or seasonal local residents stated that their visit to Lincoln Memorial was one of several reasons for their trip away from home on the day they were contacted for the survey, while nearly one-third (31%) indicated that visiting the Lincoln Memorial was an incidental or spontaneous stop while they were already in the area.

Question 6-8: Length of Stay

Respondents who are not permanent or seasonal residents of the local area around Lincoln Memorial were also asked how many total days they would be spending away from their home on this trip, and then how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away

from their permanent residence within the local area. Responses to both of these questions are depicted in Figure 6.

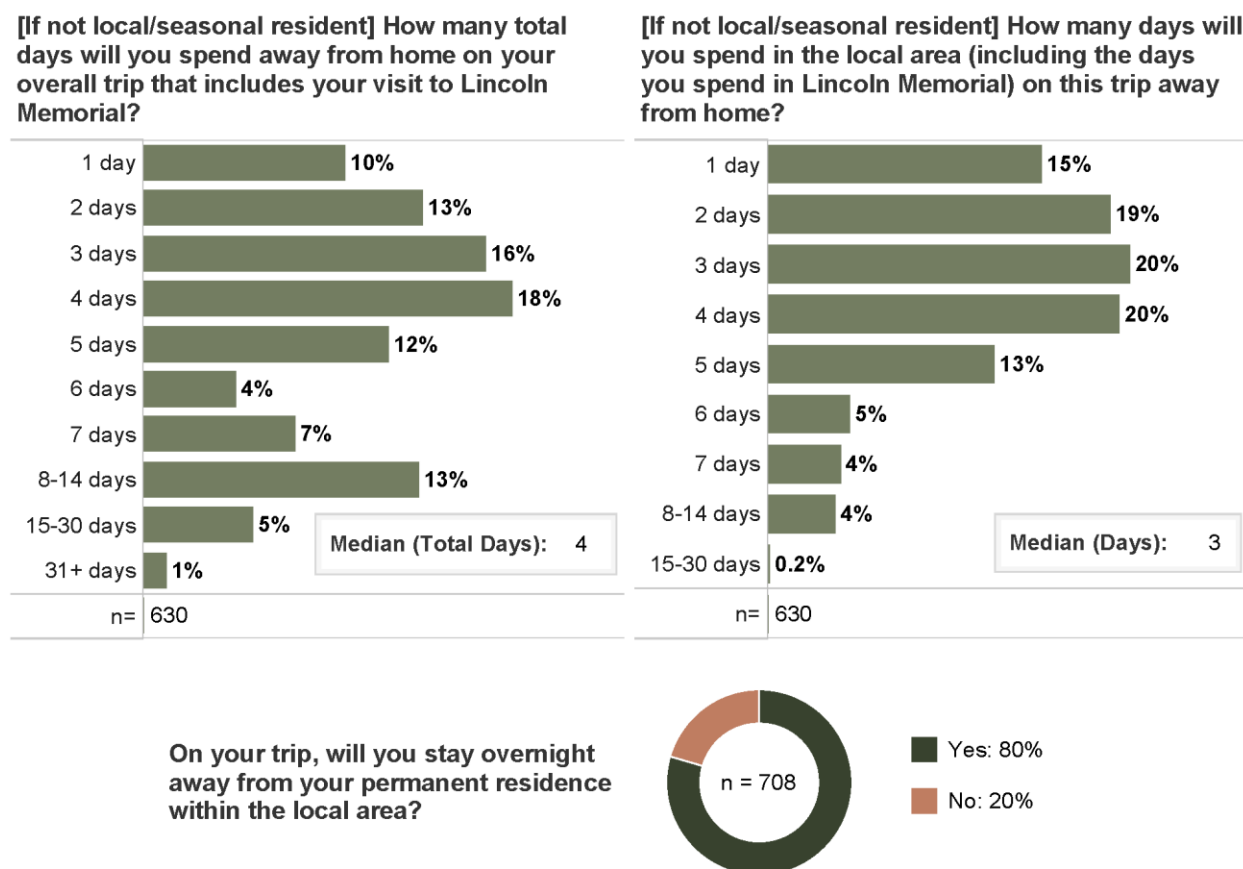


Figure 6. Time spent in the local area around Lincoln Memorial.

- One in ten non-local respondents (10%) spent one day overall on their trip away from home, while 13% spent two days, and 16% spent three days, and 18% spent four days. The median days spent away from home was four days.
- Less than one-fifth of non-local respondents (15%) spent one day in the local area, while 19% spent two days, and 20% spent three and four days. The median length of stay in the local area was three days.
- Additionally, most respondents (80%; including permanent/seasonal residents) stayed or planned to stay overnight away from their permanent residence in the local area.

Question 9: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 7).

[If staying overnight in local area] On this trip, what type of accommodations will you use while in the local area? Please mark all that apply

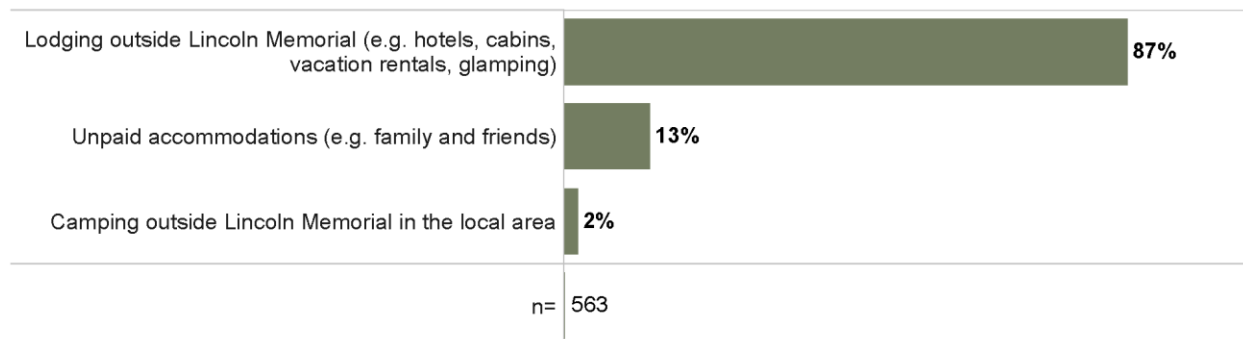


Figure 7. Accommodation types used by overnight visitors within Lincoln Memorial and in the local area surrounding it.

- Nearly all overnight respondents (87%) utilized lodging in the local area (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by unpaid accommodations (e.g., family and friends) (13%) and camping in the local area (2%).



Visitors at the Lincoln Memorial.

NPS

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 8).

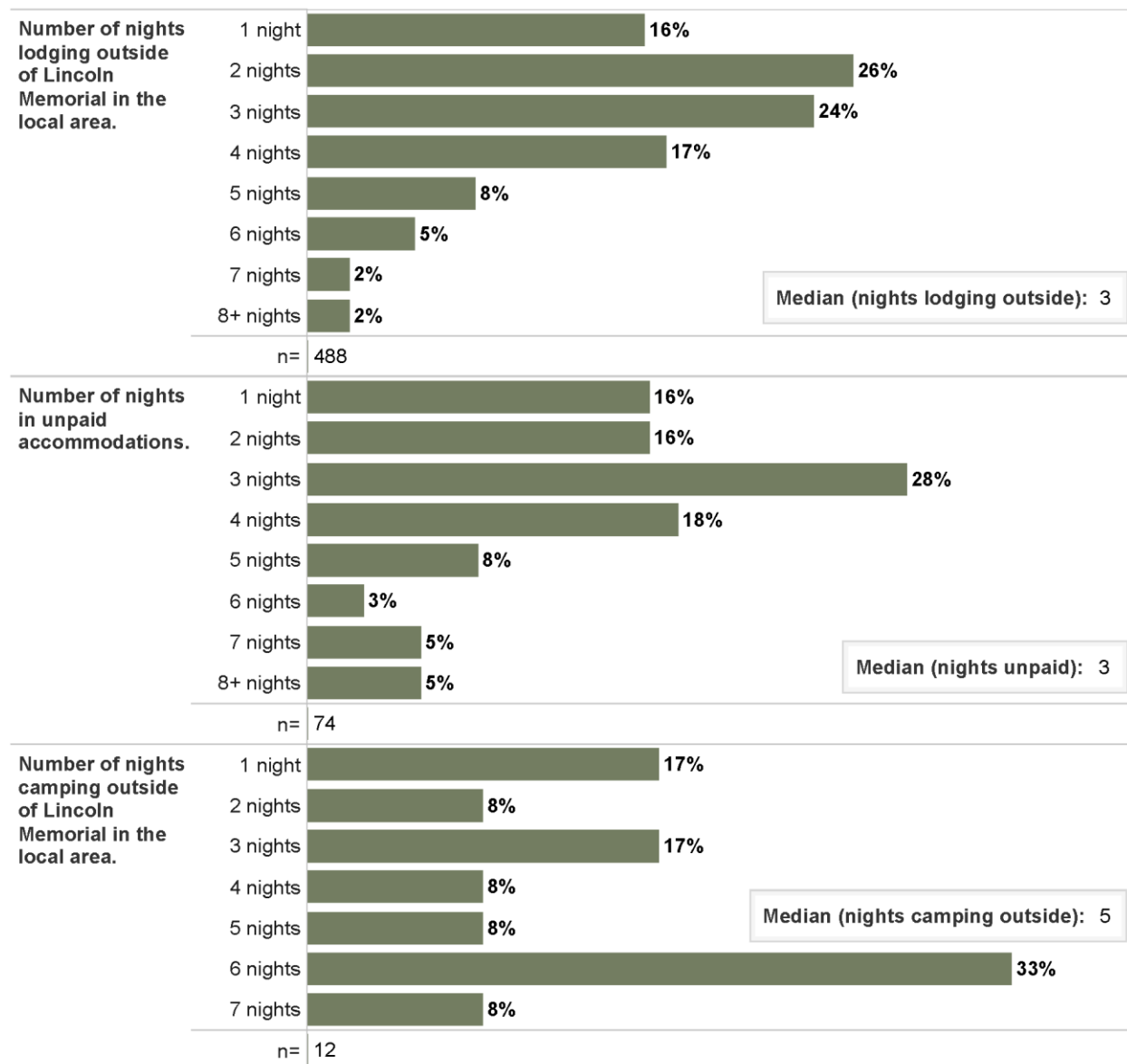


Figure 8. Number of nights spent within Lincoln Memorial and in the local area surrounding it, by accommodation type. Tabular data shown in this figure are presented in Appendix A, Table 13.

- Among the 87% of overnight respondents who stayed in lodging in the local area (per Figure 7), median length of stay was three nights. Less than half (42%) lodged two nights or fewer in the local area this trip; 66% spent three nights or fewer.
- Among the 13% of overnight respondents who camped in the local area (per Figure 7), median length of stay was three nights. A combined 32% stayed one or two nights, while more than a quarter (28%) stayed three nights.

- Among the 2% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 7), median length of stay was five nights.

Questions 10-12: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Lincoln Memorial (Figure 9). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but respondents were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

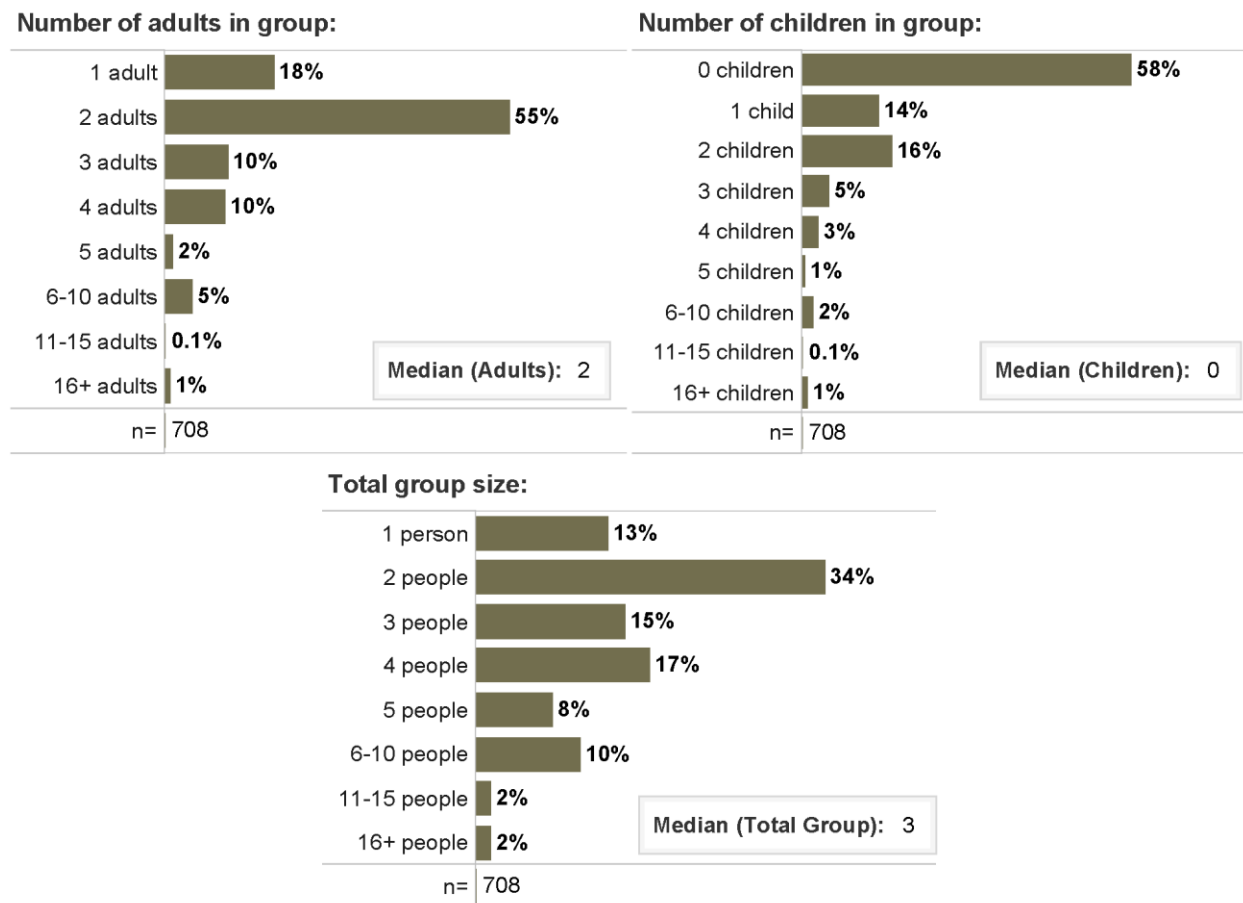


Figure 9. Number of adults and children in respondent's personal group, and total group size, while visiting Lincoln Memorial. Tabular data shown in this figure are presented in Appendix A, Table 14.

- The median number of adults per group was two. A majority of groups (55%) included two adults.
- A majority of groups (58%) did not include any children.
- The median total number of people (adults and children) per group was three.

Respondents were then asked to provide the age of each member of their group (Figure 10). These data show the true age distribution of respondent groups sampled at Lincoln Memorial.

What are the ages of each of the adults and children in your group?

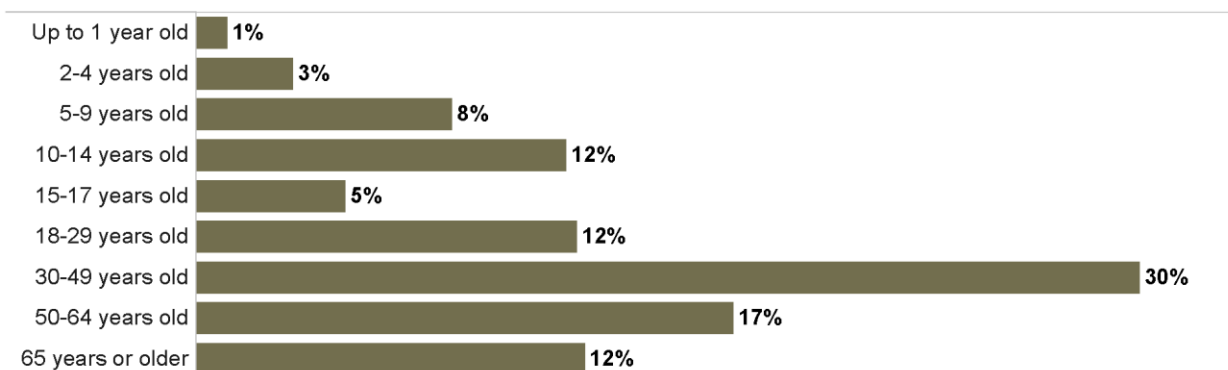


Figure 10. Age distribution of all members of respondent's personal group while visiting Lincoln Memorial.

- The most common age of adults and children in a personal group was 30-49 years old (30%), followed by 50-64 years old (17%). Three age groups, 10-14 years old, 28-29 years old, and 65 years or older represented an additional 2% of respondents each.
- Children (i.e., visitors under 18 years old) accounted for a combined total of 29% of group members.

Questions 15-19: Park Use Characteristics

Then, respondents were asked to indicate if they planned to visit Lincoln Memorial for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 11 and

Table 10).

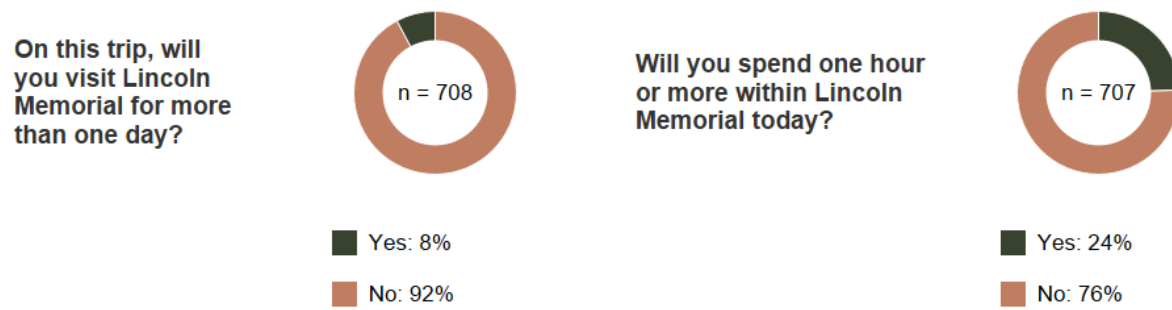


Figure 11. Length of time spent within Lincoln Memorial on this trip.

Table 10. Length of time spent within Lincoln Memorial on this trip.

Question	Sample Size (n)	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Lincoln Memorial today?	534	20
[If planning to spend one hour or more] How many hours do you plan to spend within Lincoln Memorial today?	173	1
[If planning to visit more than one day] How many days do you plan to spend within Lincoln Memorial on this trip?	55	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	55	2

- About a quarter of respondents (24%) planned to spend one hour or more within Lincoln Memorial on the day they were surveyed. Among these visitors, median length of time spent in the park “today” was one hour.
- Among the 76% of respondents who planned to spend less than an hour within the park on the day they were surveyed, the median length of anticipated visit was 20 minutes.
- Additionally, nearly all respondents (92%) were planning to spend just a single day at Lincoln Memorial on their trip. Among the 8% of respondents who planned to visit for more than one day, the median length of visit was two days.
- Those respondents who spent more than one day in the park were also asked how many different days they expected to enter the park; the median answer was two days.

Next, respondents were asked to indicate the most recent entrance they used to enter Lincoln Memorial (Figure 12).

Which was the most recent entrance you used to enter Lincoln Memorial?

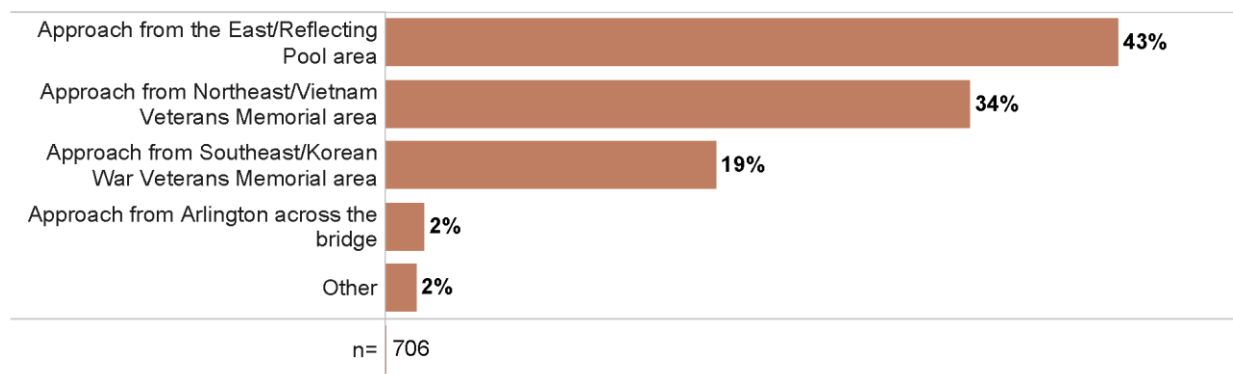


Figure 12. Most recent entrance used to enter Lincoln Memorial.

- Among respondents, approach from the East/Reflecting Pool area was the most commonly used entrance to Lincoln Memorial (43%).
- About a third (34%) of respondents used the approach from the Northeast/Vietnam Veterans Memorial area.

- An additional 19% of respondents used the approach from the Southeast/Korean War Veterans Memorial area.

Respondents were also presented with a list of locations within Lincoln Memorial and asked to indicate if they had been to, or planned to visit them, that day (Figure 13).

**Considering your visit today, will you visit any of the following locations within Lincoln Memorial?
Please mark all that apply**

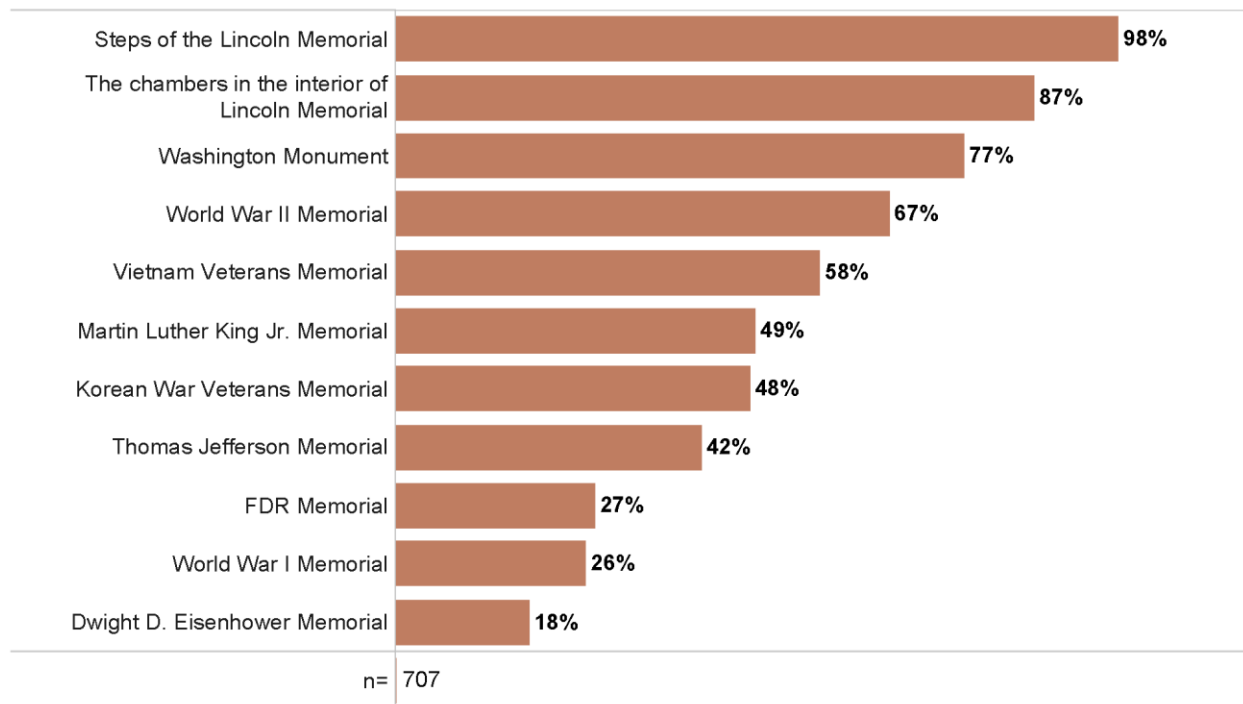


Figure 13. Park locations visited during the most recent trip to Lincoln Memorial.

- The most commonly visited location at or near the Lincoln Memorial was the Steps of the Lincoln Memorial (98% of respondents had either been there or planned to visit it on their trip), followed by the chambers in the interior of Lincoln Memorial (87%) and the Washington Monument (77%).
- The Dwight D. Eisenhower Memorial was the least-visited location from the list provided, with only 18% of respondents reporting having visited or planned to visit.

Question 20-21: Transportation

Respondents were first asked to indicate all the forms of transportation they personally used to travel from their home to Lincoln Memorial on their trip (Figure 14).

From the list below, select all forms of transportation you personally used to travel from your home to Lincoln Memorial on this trip. Please mark all that apply.

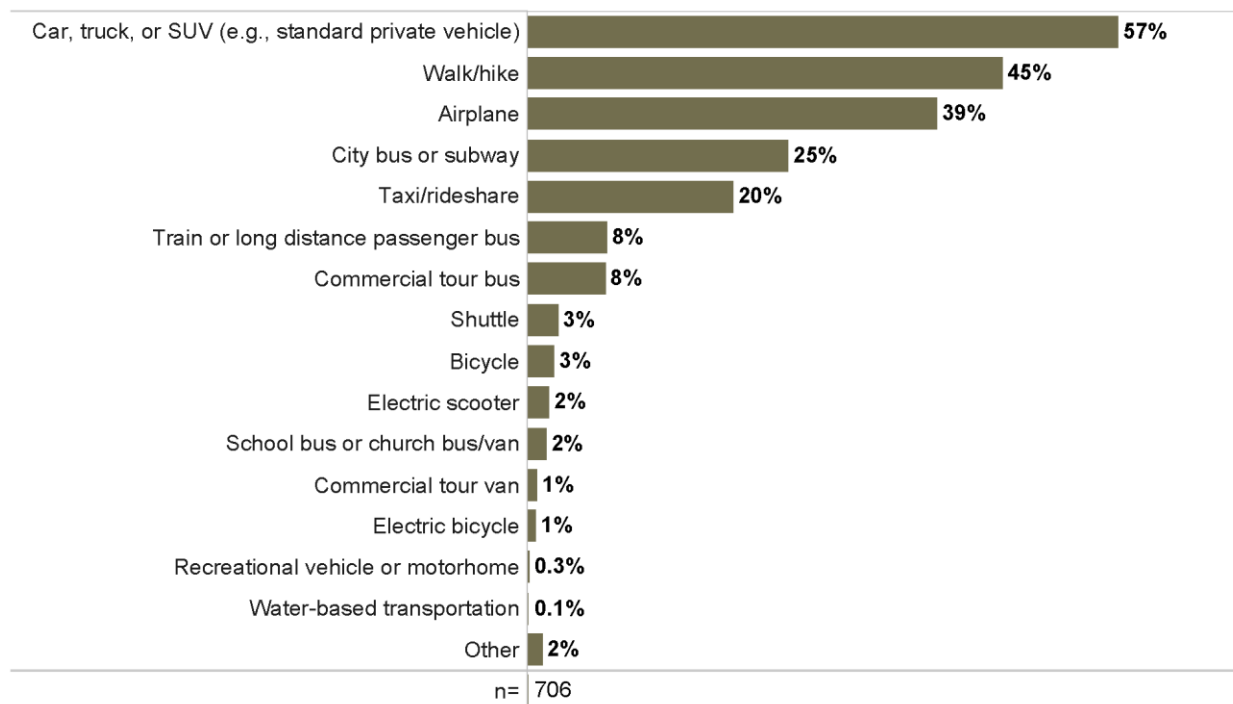


Figure 14. Forms of transportation used to travel from home to Lincoln Memorial on the recent trip.

- Nearly three-fifths of respondents (57%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Lincoln Memorial.
- The second most common mode of travel was walking or hiking (45%), followed by airplane (39%).

Respondents were then asked a follow-up question about the single form of transportation they used to enter Lincoln Memorial on the day they were surveyed (Figure 15).

[If used at all during trip] Which form of transportation did you personally use to enter Lincoln Memorial today?

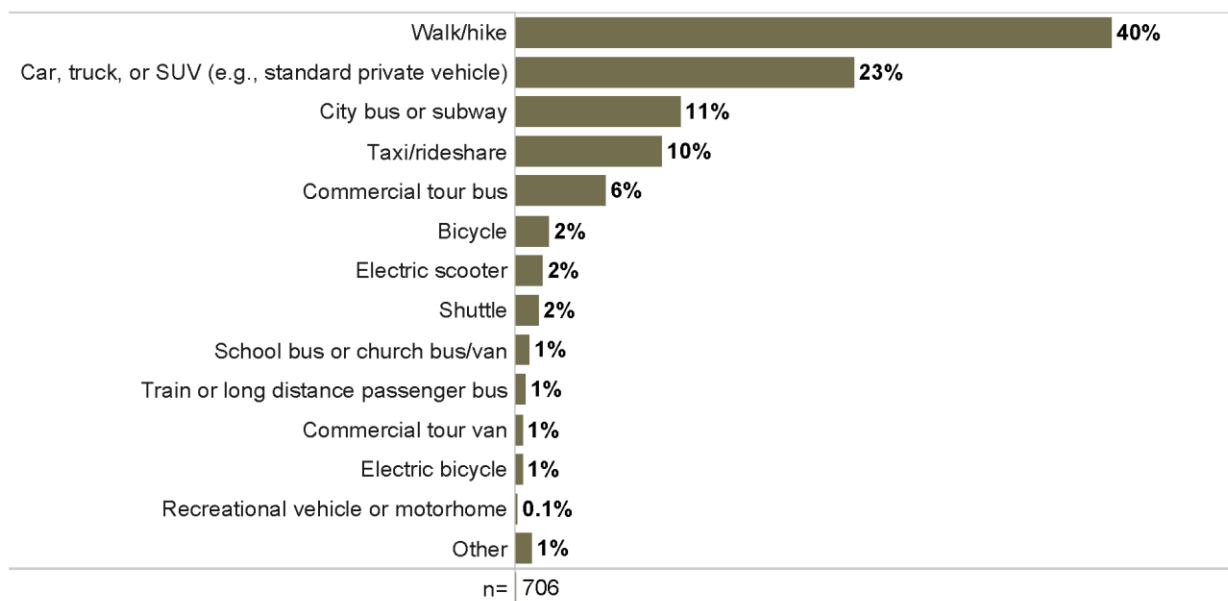


Figure 15. Form of transportation used to enter Lincoln Memorial on the day of the survey.

- A plurality of respondents (40%) reported that they walked or hiked to enter Lincoln Memorial on the day of the survey.
- This was followed distantly by use of their car, truck, or SUV (23%), city bus or subway (11%), and taxi or rideshare (10%).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV, recreational vehicle or motorhome, or motorcycle), they were asked to indicate how many people were traveling in or on that vehicle (Figure 16).

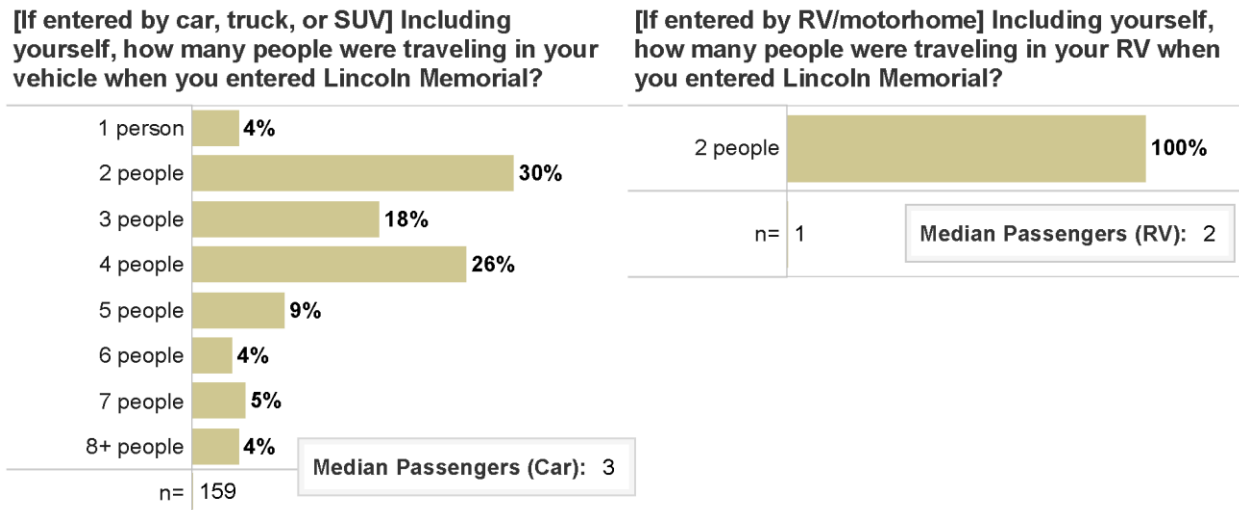


Figure 16. Number of people in or on respondent's vehicle when entering Lincoln Memorial. Tabular data shown in this figure are presented in Appendix A, Table 15.

- Nearly one-third (30%) of respondents traveling by car reported two people. The next common group size was four people (26%), followed by three people (16%).
- The only group of respondents entering Lincoln Memorial by RV/motorhome were in a group of two.

Post-trip Survey Results

The following section provides results of the 107 post-trip visitor surveys received by mail-back or online following fieldwork conducted in Lincoln Memorial in spring 2025. Again, caution is recommended in the interpretation of figures with sample size lower than n=30, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information about Lincoln Memorial

First, respondents were asked what sources they used to obtain information about Lincoln Memorial prior to their trip, and whether they had the information they needed on their trip (Figure 17).

Prior to this trip, how did you obtain information about Lincoln Memorial? Please mark all that apply

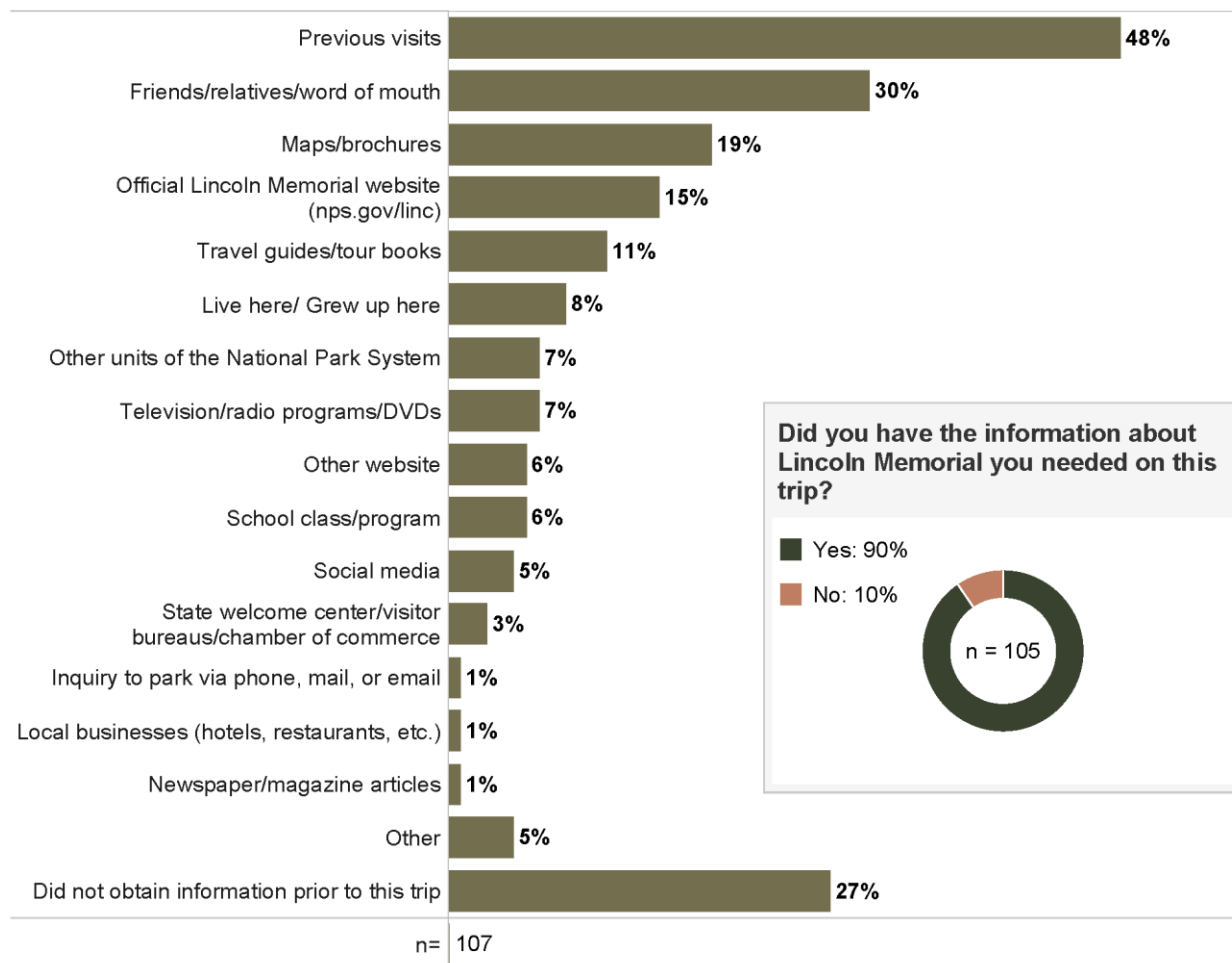


Figure 17. Sources used to obtain information about Lincoln Memorial prior to the trip.

- The most used resource was information gathered from previous visits, with 48% of respondents reportedly using it. The second most common source was friends/relatives/word of mouth (30%), followed by maps/brochures (19%), official Lincoln Memorial website (15%), and travel guides/tour books (11%).
- In a follow-up question, 90% of respondents said that they had the information about Lincoln Memorial that they needed on their trip, while 10% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate.

Questions 7-9: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 18).

Did you visit any other National Park Service sites on your trip away from home?

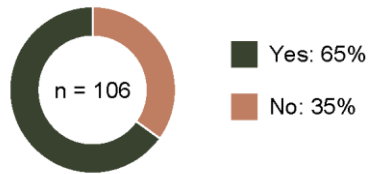


Figure 18. NPS sites visited on trip away from home.

- Two-thirds (65%) of all respondents had visited other NPS sites on their trip, while 35% identified Lincoln Memorial as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s).

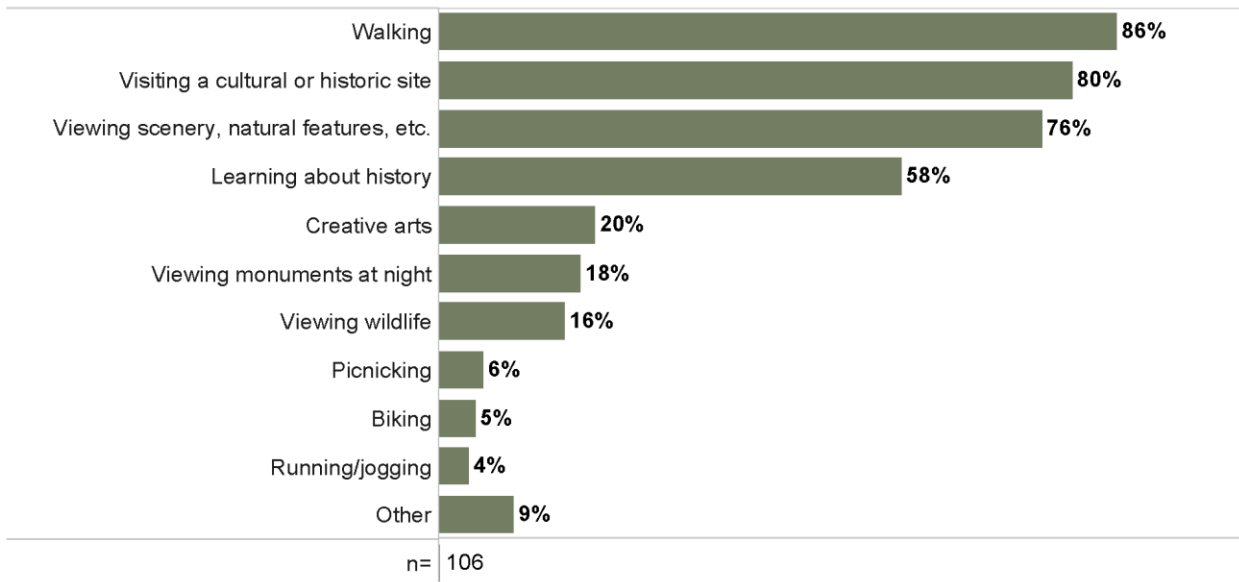


Visitors on the steps of the Lincoln Memorial.

NPS

Survey respondents were then asked to identify all activities that they participated in while visiting Lincoln Memorial, and which of those was their primary activity (Figure 19).

**On this trip, in which of the following activities did you personally participate within Lincoln Memorial?
Please mark all that apply**



And which was your primary activity within Lincoln Memorial during your visit (on the day you were contacted for this survey)?

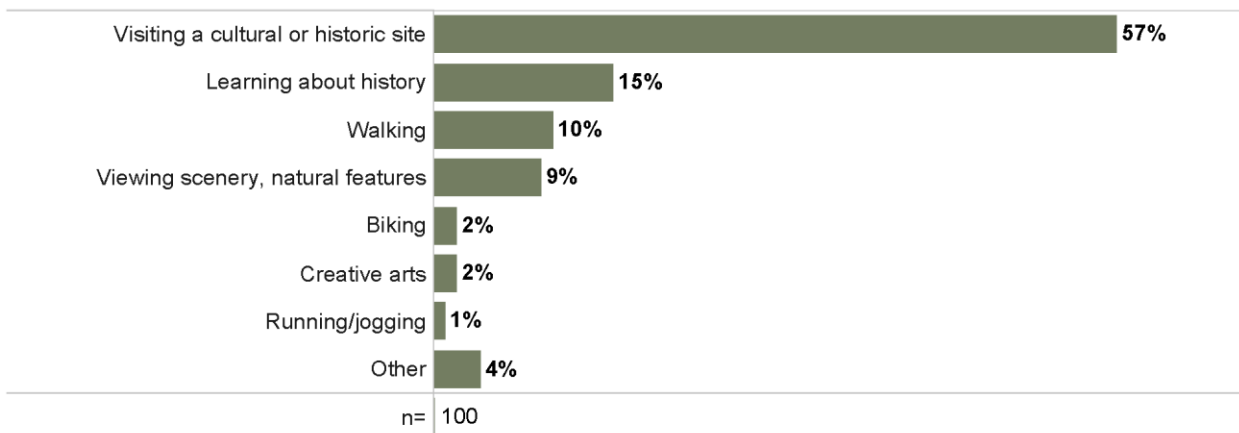


Figure 19. Participation in activities at Lincoln Memorial.

- Almost all respondents reported walking (86%), visiting a cultural or historic site (80%), and viewing scenery, natural features, etc. (76%).
- Picnicking, biking, and running or jogging were all uncommon activities (reported by 6% or fewer of respondents).
- The majority of respondents (57%) reported visiting a cultural or historic site as their primary activity, followed by learning about history (15%).

Questions 10-11: Reasons to Visit

Survey respondents were asked to rate the importance of several reasons to visit Lincoln Memorial on their trip and were then asked which of those was the most important reason for them to visit Lincoln Memorial (Figure 20).

How important to you were each of the following reasons or motivations for visiting Lincoln Memorial on this trip?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To learn more about American history and culture	105	1%	3%	9%	32%	55%
To spend time with family/friends	101	12%	5%	14%	18%	51%
To visit a National Park Service site	104	12%	8%	19%	20%	41%
To relax	96	22%	17%	25%	22%	15%
To get physical exercise	98	9%	19%	35%	23%	13%
To learn more about nature	96	51%	17%	15%	7%	10%
To view wildlife or natural scenery	97	33%	15%	24%	18%	10%
To hear the sounds of nature/quiet	96	51%	21%	16%	6%	6%
To experience solitude	94	61%	9%	19%	6%	5%
Other (if specified)	15	33%	7%	7%	13%	40%

And which was the most important reason for you to visit Lincoln Memorial on this trip?

To learn more about American history and culture	54%
To visit a National Park Service site	21%
To spend time with family/friends	16%
To get physical exercise	4%
To view wildlife or natural scenery	1%
Other	4%
n=	104

Figure 20. Reasons or motivations to visit Lincoln Memorial. Tabular data shown in this figure are presented in Appendix A,

Table 16.

- Most respondents chose learning more about American history and culture (55%) and spending time with family and friends (51%) as extremely important reasons for their trip to Lincoln Memorial.
- Another important reasons rated was visiting a National Park Service site (41% rated this reason as extremely important).
- Notably, 40% of respondents indicated other reasons not listed as extremely important.
- The least important reasons rated were hearing the sounds of nature and quiet and experiencing solitude (only 6% and 5% of respondents, respectively, reported them as extremely important, and 51% and 61% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was learning more about American history and culture (54%), followed by visiting a National Park Service site (21%), and spending time with family and friends (16%).

Questions 12-13: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated in Lincoln Memorial during their trip (Figure 21).

On this trip, in which of the following programs and services did you personally participate within Lincoln Memorial? Please mark all that apply

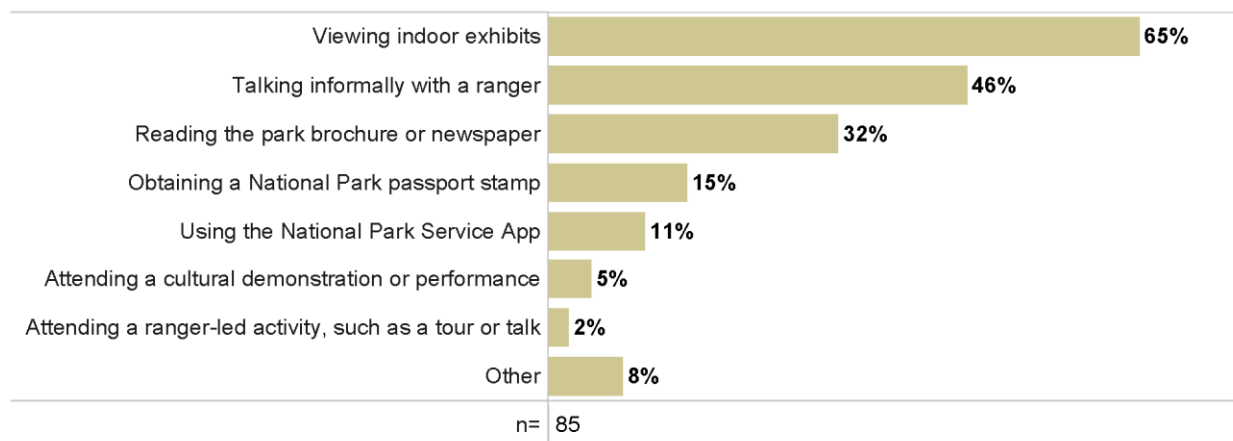


Figure 21. Participation in programs at Lincoln Memorial.

- The two most-used programs were viewing indoor exhibits and talking informally with a ranger, with 65% and 46% of respondents respectively, reporting participating in each of them.
- No other programs were engaged in by more than one-third of respondents.

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 22).

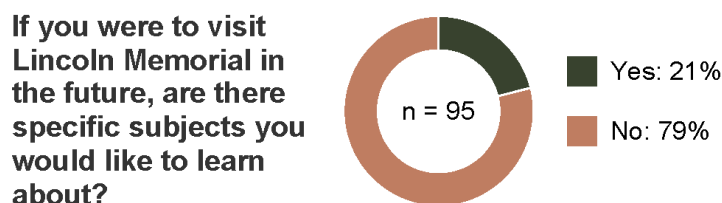


Figure 22. Learning outcomes while visiting Lincoln Memorial.

- About one-fifth of respondents (21%) reported that if they were to visit Lincoln Memorial in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to this question were asked to elaborate.

Questions 14-15: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Lincoln Memorial (Figure 23).

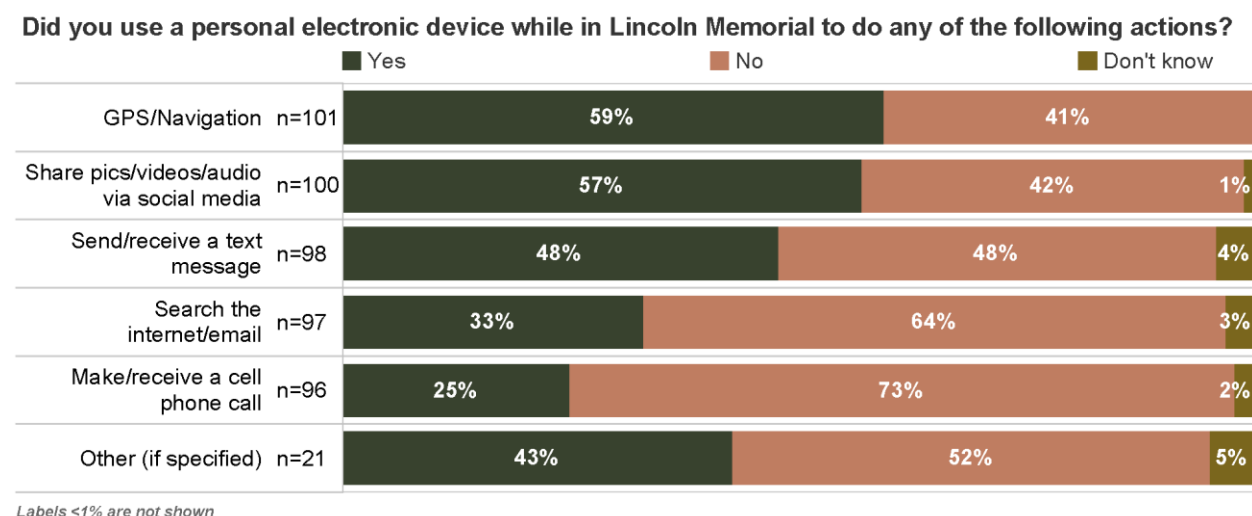
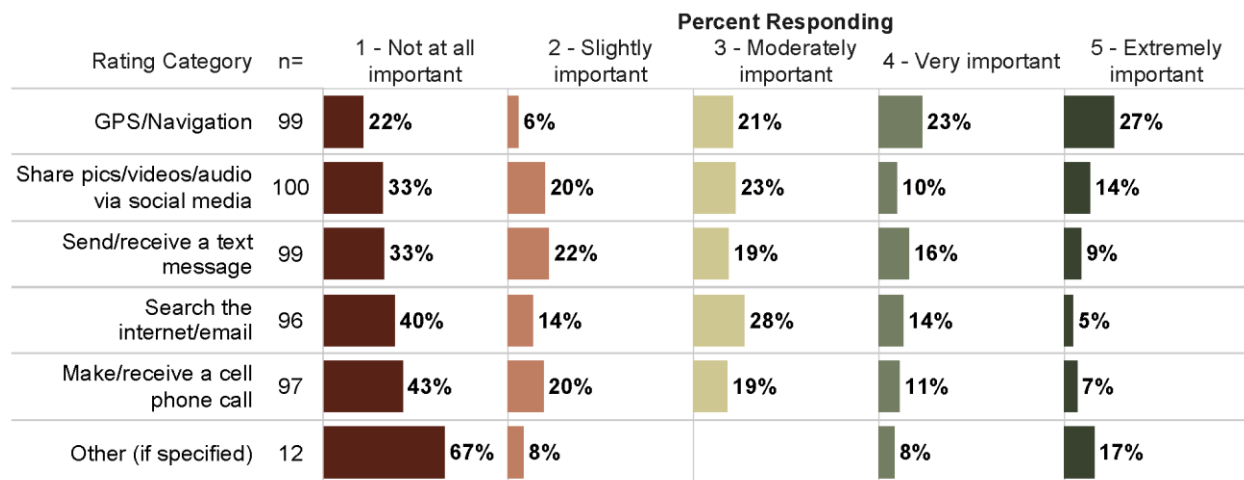


Figure 23. Use of personal electronic devices while visiting Lincoln Memorial. Tabular data shown in this figure are presented in Appendix A, Table 17.

- A majority of respondents (59%) reported using GPS and navigation, and a similar number of respondents (57%) reported sharing photos, videos, or audio via social media.
- Conversely, only 25% of respondents made or received phone calls.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 24), and the quality of their service (Figure 25).

How important to you was it during your visit to Lincoln Memorial to use personal electronic devices to do each of the following?



Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 24. The importance of the use of personal electronic devices while visiting Lincoln Memorial. Tabular data shown in this figure are presented in Appendix A, Table 18.

- The most important device use was GPS or navigation with 27% of respondents rating it as extremely important).
- Searching the internet or email was rated as extremely important only by 5% of respondents, and not at all important by 40% of respondents.

How would you rate the quality of service to do each of the following?

Rating Category	n=	Percent Responding			
		2 - Poor	3 - Average	4 - Good	5 - Very good
GPS/Navigation	61		13%	16%	70%
Share pics/videos/audio via social media	54		15%	20%	65%
Send/receive a text message	55	4%	13%	15%	69%
Search the internet/email	47		17%	19%	64%
Make/receive a cell phone call	47	2%	15%	21%	62%
Other (if specified)	6		33%		67%

Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park in the park to do any of the following actions?" (With "Other" anchored at bottom)

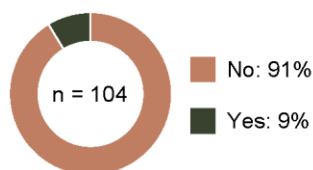
Figure 25. Quality of service for personal electronic devices while visiting Lincoln Memorial. Tabular data shown in this figure are presented in Appendix A, Table 19.

- All uses were reported as Very Good by at least 62% of respondents.
- Small percentages of respondents (ranged from 4% to 2%, depending on the service) reported that they also had no service to send or receive text messages and make or receive phone calls.

Question 16: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Lincoln Memorial. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 26).

Did anyone in your personal group have difficulties accessing or participating in park activities or services within Lincoln Memorial during your trip? Please mark one.



[If yes] Which specific difficulties did the person(s) have? Please mark all that apply.

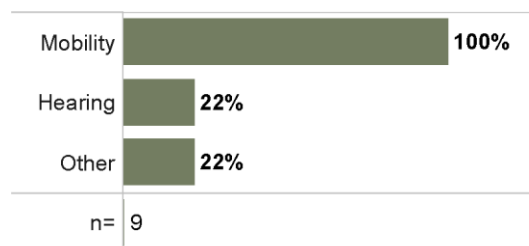


Figure 26. Physical difficulties while visiting Lincoln Memorial.

- Most respondents (91%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Lincoln Memorial.

- Among the 9% of respondents who identified at least one difficulty, all reported mobility issues in their group, with small portions also reporting hearing and/or visual difficulties, or other difficulties.

Questions 19-21: Visitor Experience

Respondents were then given several statements about Lincoln Memorial and asked to indicate their level of agreement or disagreement with each given statement (Figure 27).

To what extent do you agree or disagree with each of the following statements?

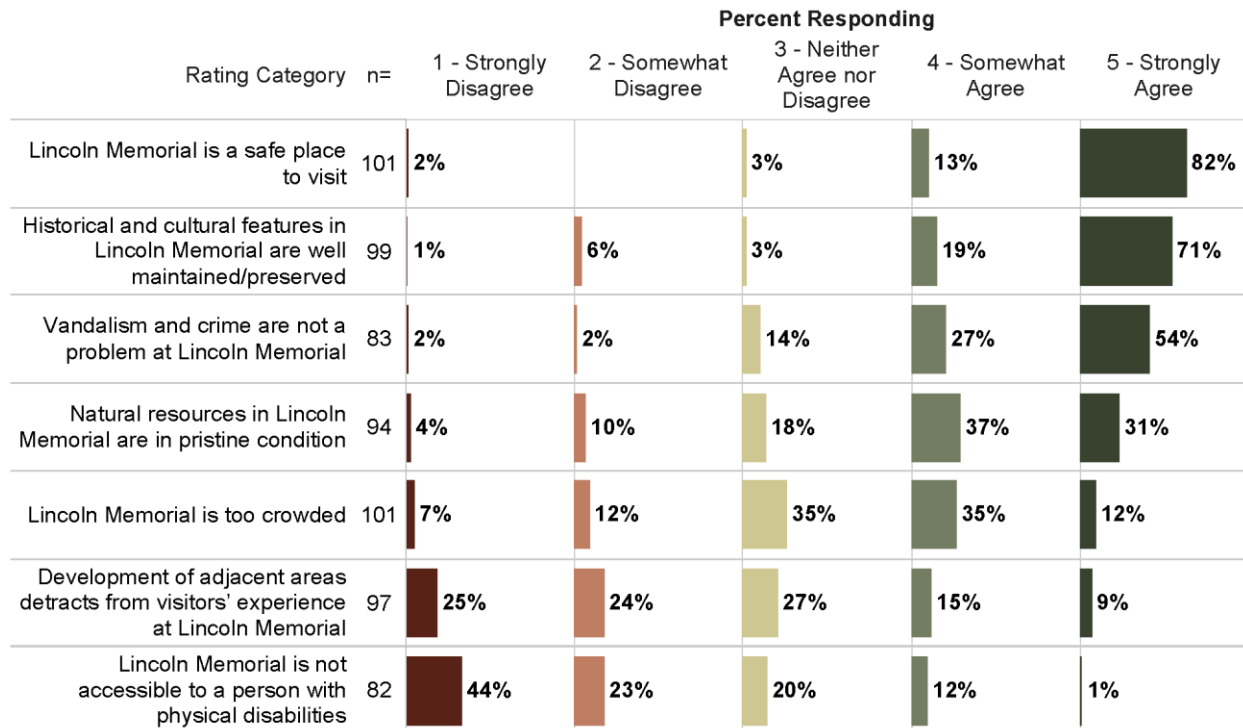


Figure 27. Rating Lincoln Memorial experience. Tabular data shown in this figure are presented in Appendix A, Table 20.

- From all the statements listed, “Lincoln Memorial is a safe place to visit” received the most consensus with a combined 95% of respondents saying they either strongly or somewhat agree with it. That was followed by “Historical and cultural features in Lincoln Memorial are well maintained/preserved” and “Vandalism and crime are not a problem at Lincoln Memorial” (90% and 81% of respondents, respectively, strongly, or somewhat agreed with these statements).
- Conversely, “Lincoln Memorial is not accessible to a person with physical disabilities” received the least support, with only a 13% of respondents either somewhat or strongly agreeing with these statements, and 44% of respondents strongly disagreeing with the statement.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Lincoln Memorial (Figure 28).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Lincoln Memorial?

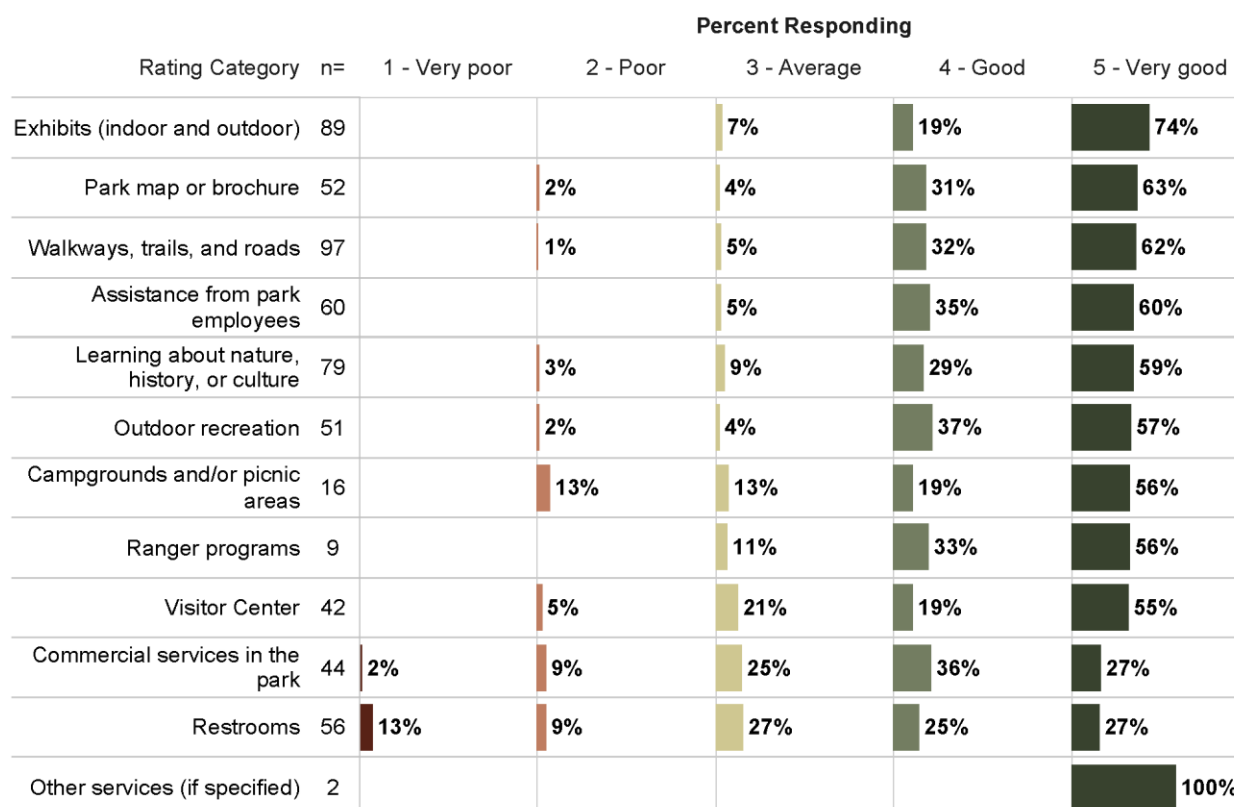


Figure 28. Rating the quality of specific Lincoln Memorial facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, Table 21.

- Over half of respondents (ranging from 55% to 74%) rated exhibits (indoor and outdoor), park maps or brochures, walkways, trails and roads, assistance from park employees, learning about nature, history, or culture, outdoor recreation, campgrounds and/or picnic areas, ranger programs, and Visitor Center as very good.
- Conversely, fewer than half of respondents rated commercial services in the park and restrooms as very good.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 29).

Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Lincoln Memorial?

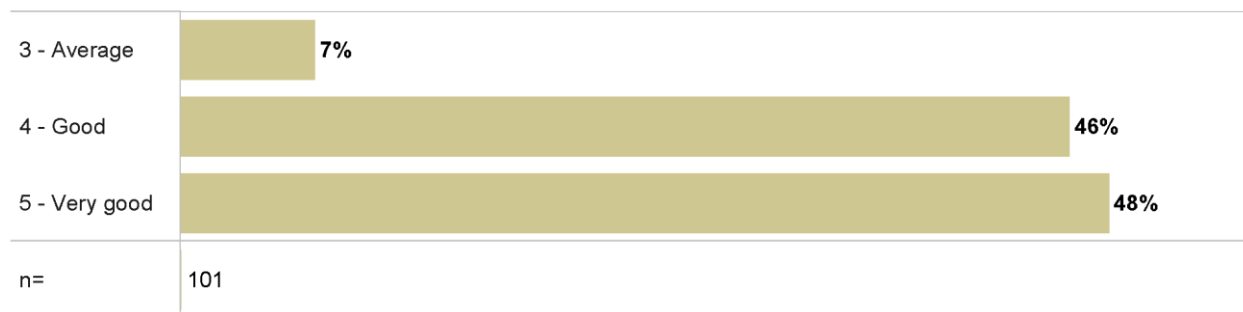


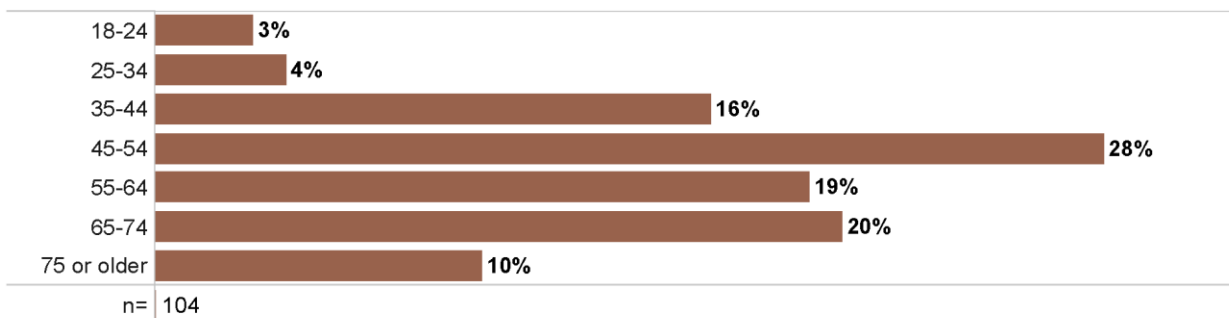
Figure 29. Rating overall quality of Lincoln Memorial facilities, visitor services, and recreational opportunities.

- In general, about half of respondents (48%) rated the quality of the park facilities, visitor services, and recreational opportunities in Lincoln Memorial as very good, and another 46% rated them as good.
- The remaining 7% of respondents rated the overall quality as average.

Questions 22-28: Background/Demographics

In the last section of the post-trip survey, respondents were asked various questions about their personal and household demographics. Figure 30 depicts descriptive statistics for respondent age and education.

What is your age?



What is the highest degree or level of school you have completed?

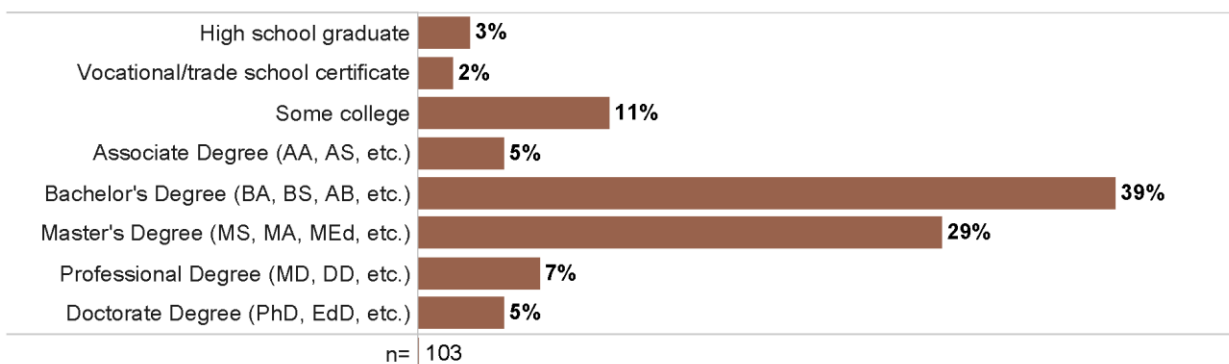


Figure 30. Respondent demographics: age and level of education.

- The most common age categories were 45-54 years old (28%), 65-74 years old (20%), and 55-64 years old (19%). The least represented age group were 18-24 years old (only 3% of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 84% having at least some college experience, and a plurality (41%) holding at least a master's degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 31).

What is your race and/or ethnicity? Mark all that apply.

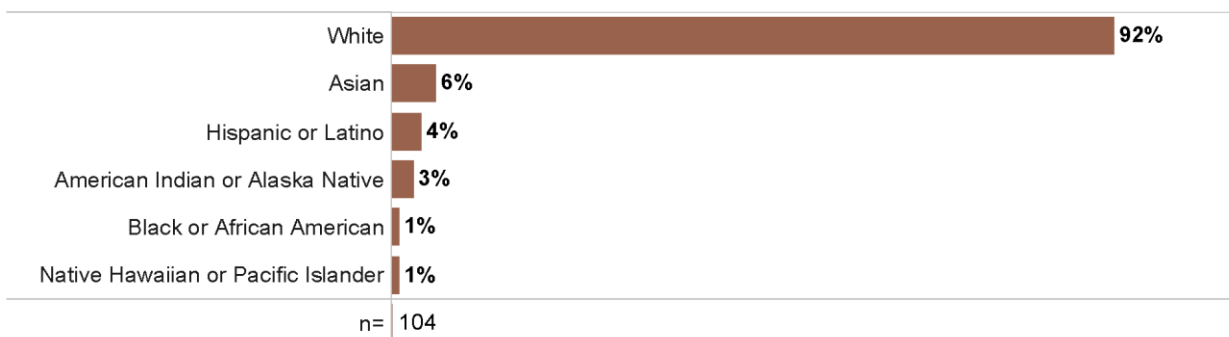


Figure 31. Respondent demographics: race and/or ethnicity.

- The majority of respondents (92%) were White, while 6% were Asian.

Finally, at a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 32).

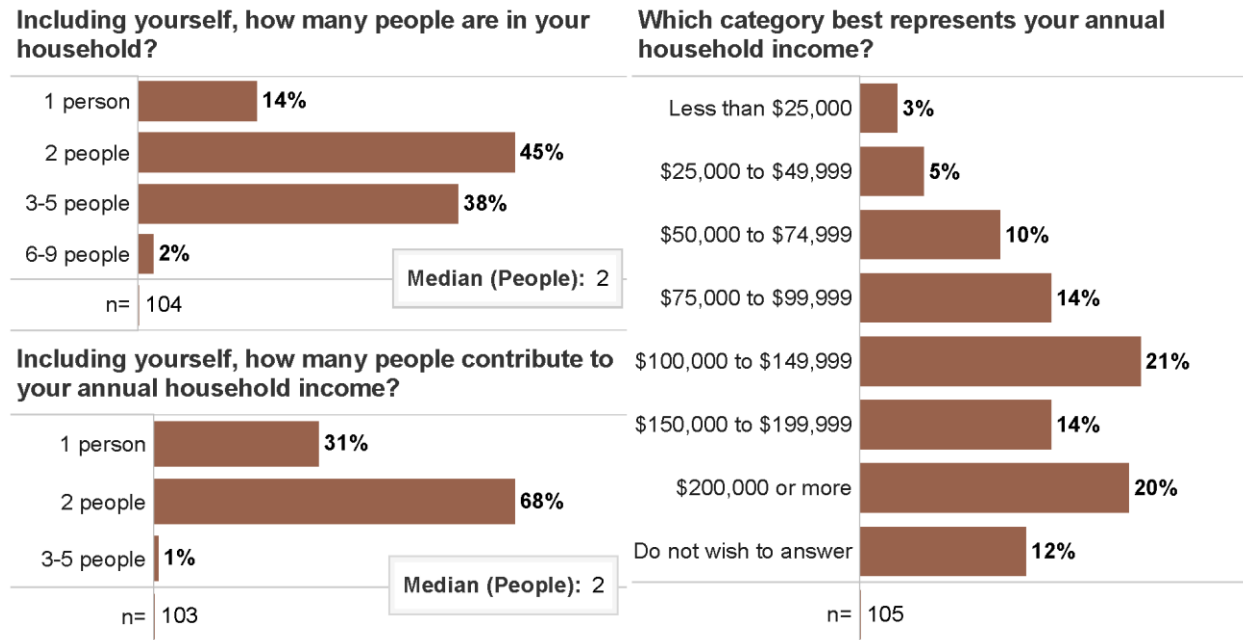


Figure 32. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, Table 22.

- Almost half of respondents (45%) had two people in their household, followed by three to five people (another 38%).
- In addition to obtaining higher education, visitors surveyed at Lincoln Memorial also reported relatively high-income levels. A fifth of respondents (21%) reported that their annual household income was between \$100,000 and \$149,999, and another 20% earned \$200,000 or more.
- About two-thirds of respondents (68%) came from a dual-income household.

Literature Cited

National Park Service (NPS). 2025. 2025 Socioeconomic Monitoring of Lincoln Memorial: Visitor intercept and post-trip surveys. <https://irma.nps.gov/DataStore/Reference/Profile/2317761>

Appendix A: Accessible Tables

Table 11 through Table 22 contain tabular data from figures found in the body of the report.

Table 11. Data from Figure 2. Previous visits to Lincoln Memorial.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to Lincoln Memorial over the past 12 months?	379	1
[If not first-time visitor] Including this visit, how many visits have you made to Lincoln Memorial over the past five years?	379	2

Table 12. Data from Figure 3. Visits made to other NPS sites within the past year.

Question	Sample Size (n)	Median
How many visits have you made to other NPS sites over the past 12 months?	705	1

Table 13. Data from Figure 8. Number of nights spent in the local area around Lincoln Memorial, by accommodation type.

Accommodation Type	Sample Size (n)	Median
[If camping outside of Lincoln Memorial in the local area] Number of nights	12	5
[If lodging outside Lincoln Memorial in local area] Number of nights	488	3
[If staying in unpaid accommodations] Number of nights	74	3

Table 14. Data from Figure 9. Number of adults and children in respondent's personal group, and total group size, while visiting Lincoln Memorial.

Age Category	Sample Size (n)	Median
Adults	708	2
Children	708	0
Total group size	708	3

Table 15. Data from Figure 16. Number of people in respondent's vehicle when entering Lincoln Memorial.

Question	Sample Size (n)	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Lincoln Memorial?	159	3
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Lincoln Memorial?	1	2

Table 16. Data from Figure 20. Reasons or motivations to visit Lincoln Memorial.

Rating Category	Sample Size (n)
To visit a National Park Service site	104
To experience solitude	94
To hear the sounds of nature/quiet	96
To learn more about nature	96
To learn more about American history and culture	105
To spend time with family/friends	101
To get physical exercise	98
To view wildlife or natural scenery	97
To relax	96
Other (if specified)	15

Table 17. Data from Figure 23. Use of personal electronic devices while visiting Lincoln Memorial.

Device Use	Sample Size (n)
Make/receive a cell phone call	96
Send/receive a text message	98
Search the internet/email	97
GPS/Navigation	101
Share pics/videos/audio via social media	100
Other (if specified)	21

Table 18. Data from Figure 24. The importance of the use of personal electronic devices while visiting Lincoln Memorial.

Device Use	Sample Size (n)
Make/receive a cell phone call	97
Send/receive a text message	99
Search the internet/email	96
GPS/Navigation	99
Share pics/videos/audio via social media	100
Other (if specified)	12

Table 19. Data from Figure 25. Quality of service for personal electronic devices while visiting Lincoln Memorial.

Device Use	Sample Size (n)
Make/receive a cell phone call	47
Send/receive a text message	55
Search the internet/email	47
GPS/Navigation	61
Share pics/videos/audio via social media	54
Other (if specified)	6

Table 20. Data from Figure 27. Rating Lincoln Memorial experience.

Rating Category	Sample Size (n)
Lincoln Memorial is a safe place to visit	101
Lincoln Memorial is too crowded	101
Natural resources in Lincoln Memorial are in pristine condition	94
Vandalism and crime are not a problem at Lincoln Memorial	83
Lincoln Memorial is not accessible to a person with physical disabilities	82
Historical and cultural features in Lincoln Memorial are well maintained/preserved	99
Development of adjacent areas detracts from visitors' experience at Lincoln Memorial	97

Table 21. Data from Figure 28. Rating the quality of Lincoln Memorial facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n)
Visitor Center	42
Exhibits (indoor and outdoor)	89
Restrooms	56
Walkways, trails, and roads	97
Campgrounds and/or picnic areas	16
Assistance from park employees	60
Park map or brochure	52
Ranger programs	9
Commercial services in the park (food, lodging, gifts, rental, etc.)	44
Other services (if specified)	2
Learning about nature, history, or culture	79
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	51

Table 22. Data from Figure 32. Household demographics: annual household income and household size.

Question	Sample Size (n)	Median
Including yourself, how many people are in your household?	104	2
Including yourself, how many people contribute to your annual household income?	103	2