

"GREAT MOMENTS WITH MR. LINCOLN"

AUDIENCE SURVEY

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SUMMARY AND ANALYSIS

OF SURVEYS: Friday, July 3, 1964. Time: 4:30 p.m.  
"FIRST WEEK-DAY AFTERNOON" AUDIENCE

Saturday, July 4, 1964. Time: 4:15 p.m.  
"HOLIDAY" AUDIENCE

Wednesday, July 8, 1964. Time: 1:00 p.m.  
"SECOND WEEK-DAY AFTERNOON" AUDIENCE

Saturday, July 11, 1964. Time: 3:45 p.m.  
"SATURDAY" AUDIENCE

Sunday, July 12, 1964. Time: 3:10 p.m.  
"SUNDAY" AUDIENCE

<u>OF RESPONSES:</u>	FIRST WEEK-DAY AFTERNOON AUDIENCE	309
	HOLIDAY AUDIENCE	191
	SECOND WEEK-DAY AFTERNOON AUDIENCE	371
	SATURDAY AUDIENCE	318
	SUNDAY AUDIENCE	<u>361</u>
	<u>TOTAL NUMBER:</u>	1,550

ANALYSIS OF AGE GROUPS:

96 respondents (13%) were under 14 years of age.

43 respondents (16%) were 14 through 18 years of age.

98 respondents (13%) were 19 through 24 years of age.

93 respondents (12%) were 25 through 34 years of age.

15 respondents (20%) were 35 through 44 years of age.

54 respondents (23%) were over 45 years of age.

41 respondents ( 3%) did not list their age group.

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STATE AND FOREIGN COUNTRY REPRESENTATION:		
		155
Alabama	4	NEW JERSEY
Arizona	6	NEW YORK
Arkansas	1	North Carolina
California	66	Ohio
Colorado	2	Oklahoma
Connecticut	40	PENNSYLVANIA
Delaware	7	Rhode Island
Dist. Col.	12	South Carolina
Florida	18	South Dakota
Georgia	11	Tennessee
ILLINOIS	105	Utah
Indiana	17	Vermont
Iowa	12	Virginia
Kansas	2	Washington
Kentucky	12	West Virginia
Louisiana	17	Wisconsin
Maine	7	Canada
Maryland	27	Columbia
Massachusetts	54	Costa Rica
Michigan	35	Dominican Rep.
Minnesota	5	England
Missouri	14	India
New Hampshire	2	Mexico

SATURDAY

HOLIDAY

SUNDAY

1ST WEEK-DAY

2ND WEEK-DAY

Question 3, Continued)

NOTE: Samples of verbatim responses are presented under "Question #3" in each of the five survey reports following this summary and analysis.

The question: What did you like BEST about this presentation?

There was, of course, a wide range of answers -- from "everything" to "the hostess costumes". However, the following were consistently mentioned:

"THE FIGURE", noting the remarkably life-like appearance and close resemblance of the figure to Lincoln.

Number of mentions --

Under 14	56
14-18	69
19-24	51
25-34	40
35-44	63
Over 45	<u>73</u>
TOTAL	352

"THE SPEECH", meaning that part of the show from the time the figure rose until he sat down.

Number of mentions --

Under 14	49
14-18	55
19-24	38
25-34	39
35-44	58
Over 45	<u>67</u>
TOTAL	306

"MOVEMENT", referring to the exceptionally good movements and animation of the Lincoln figure.

Number of mentions --

Under 14	26
14-18	21
19-24	10
25-34	11
35-44	18
Over 45	<u>8</u>
TOTAL	94

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Question 4, Continued)

"MESSAGE", meaning the content of the Lincoln speech, especially in reference to its applicability to the world today.

Number of mentions --

Under 14	4
14-18	5
19-24	4
25-34	11
35-44	13
Over 45	<u>17</u>
TOTAL	54

"FINALE", meaning that part of the show.

Number of mentions --

Under 14	13
14-18	10
19-24	2
25-34	3
35-44	11
Over 45	<u>8</u>
TOTAL	47

"EVERYTHING", (often respondents listed every part of the show)

Number of mentions --

Under 14	21
14-18	33
19-24	43
25-34	56
35-44	62
Over 45	<u>77</u>
TOTAL	292

The question: What did you like LEAST about the show?  
 There were very few respondents who answered this question. Of those few  
 the most frequent responses were --

Question 5, Continued)

"NO RESPONSE", obviously meaning they could find nothing they liked least

Number of mentions --

Under 14	79
14-18	61
19-24	65
25-34	67
35-44	138
Over 45	<u>192</u>

TOTAL 602

"LIKED EVERYTHING"

Number of mentions --

Under 14	56
14-18	58
19-24	27
25-34	38
35-44	54
Over 45	<u>78</u>

TOTAL 281

"PRE-SHOW", mostly related to a too-low sound volume; other comments dealt with objections to standing while watching it; several said it was "boring".

Number of mentions --

Under 14	33
14-18	56
19-24	33
25-34	24
35-44	47
Over 45	<u>40</u>

TOTAL 233

"SHOW TOO BRIEF"

Number of mentions --

Under 14	5
14-18	10

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Question 5, Continued)

19-24	10
25-34	6
35-44	16
Over 45	<u>6</u>
TOTAL	53

"FLASH-PHOTOGRAPHY",

meaning objections to members taking photos during the performance.

Number of mentions --

Under 14	1
14-18	8
19-24	2
25-34	4
35-44	3
Over 45	<u>4</u>
TOTAL	22

The question: Which of the following best summarizes your opinion?

- { The show was MUCH MORE entertaining than I thought it would be.
- { The show was MORE entertaining than I thought it would be.
- { The show was ABOUT AS entertaining as I thought it would be.
- { The show was LESS entertaining than I thought it would be.
- { The show was MUCH LESS entertaining than I thought it would be.

The responses:

AGE GROUP	MUCH MORE	MORE	ABOUT AS	LESS	MUCH LESS	NO RESP.	TOTAL
Un. 14	99(48%)	53(26%)	25(12%)	7( 3%)	--	22(11%)	206
14-18	109(45%)	70(29%)	44(18%)	7( 3%)	3( 1%)	10( 4%)	243
19-24	79(40%)	56(28%)	38(19%)	14( 7%)	3( 2%)	8( 4%)	198
25-34	69(36%)	59(31%)	40(21%)	14( 7%)	1( 1%)	10( 4%)	193
35-44	149(46%)	84(26%)	62(20%)	8( 3%)	1( 1%)	11( 4%)	315
Ov. 45	180(51%)	73(21%)	51(14%)	9( 3%)	2( 1%)	39(10%)	354
Not Listed							(41)
TOTALS	685(45%)	395(26%)	260(17%)	59( 4%)	10( 1%)	100( 7%)	1,509

HOLIDAY

7. The final statement on the survey form requested respondents to add any further general comments on the reverse side of the card. Approximately one out of every 15 took the additional time and expended further effort to write further comments.

Nearly all of these addenda reflected the nature of the answers shown on Questions 3, 4, 5 and 6; therefore, a large majority were favorable.

The samples of these responses, shown under Question 7 in each of the following surveys, were selected because three or more respondents made the same or very similar statements, or because there might be a recommendation worth considering.

#### GENERAL OBSERVATIONS

The following observations were drawn from careful analysis of each respondent card and the combined information contained in the preceding SUMMARY AND ANALYSIS, as well as the following individual SURVEY REPORTS.

#### AGE GROUPS:

The show is attracting more people from the OVER 45 age group than from any other age category.

The show is attracting fewer people from the 25-34 age group than from any other age category.

The relatively few number of responses for the JULY FOURTH survey reflected the smaller-than-expected Fair attendance on that holiday.

#### STATE AND FOREIGN COUNTRY REPRESENTATION:

There are 39 states and 15 foreign nations represented in the surveys.

1,034 respondents (67%) resided within a 500-mile-radius of the New York World's Fair.

774 respondents (50%) resided in New York or New Jersey.

105 respondents (7%) resided in the State of Illinois.

#### QUESTION #3:

This question asked respondents to put into their own words their reactions to the show. There is no doubt from their comments that this show is being extraordinarily well received.

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is significant that 67% of the total reponses gave VERY COMPLIMENTARY ments, whereas only 1% chose to make very unfavorable remarks.

other important fact is that the show has an especially strong appeal to ose OVER 25 YEARS OF AGE. From a percentage standpoint, the age group that nked second in appreciation of the show was the 14-18 category (63% wrote RY COMPLIMENTARY comments).

nsistently, the survey cards were remarkably alike on this question. The st often mentioned words were:

ery inspiring"  
ery impressive"  
hrilling"  
antastic"  
nbelievable"  
piritual"  
ery good taste"

"education and entertainment"  
"spell-bound"  
"terrific"  
"very life-like"  
"reverent"  
"awe-inspiring"  
"realistic"

ESTION #4:

is question asked respondents to comment on what they liked best about the esentation.

shown in the previous summary, most of the compliments fell into a relatively all number of areas -- "Figure", "Movements", etc. Others mentioned with ss frequency were:

scenery  
"atmosphere" (general tone and feeling of the show, patriotism, etc.)  
sic  
iginality  
r conditioning

general, the younger age groups were more pleased or interested in the hanical aspects of the Lincoln figure and show, whereas the older age tegories preferred the dramatic portions, speech content, and remarkable pearance of the figure.

complete break-down of all areas mentioned are listed under Question #3 each of the following individual surveys)



QUESTION #5:

question asked respondents to comment on what they liked LEAST about the show. In addition to those areas mentioned earlier, there were a few least-liked elements which might be of interest.

Some respondents requested that the speech be abandoned in favor of the "Gettysburg Address". However, more seemed to be pleased that the composite speech was unfamiliar and was as timely today as when it was spoken.

Although more respondents thought the sound level was too high, a few in the older age groups said they could not hear too well. Some of those who mentioned a too-low sound level referred to the Pre-Show.

Some thought the lighting on the Lincoln figure should be "brought up".

Although some mentioned that the Lincoln voice was "not what they expected" and thought it sounded as it should, more were pleased with it -- in all age groups.

Some complained that they were prohibited from taking photos.

A few respondents had any objections to the Lincoln figure, his movements and the fact that the "Audio-Animatronic" approach was utilized. Most of those who mentioned "movements" in response to this question asked if additional animation could not be programmed, stating that they thought the figure would be more effective.

Some thought the theater was too cool, while others thought it was well maintained.

A complete break-down of all responses to this question is given in each of the following surveys)

QUESTION #6:

Question #6 asked respondents to rate their opinions as to whether the show was MUCH MORE, MORE, etc. entertaining.

The answers to this question again prove that the show is extremely well received by all respondents. Again, it attests to the fact (as Question #5 does) that the older age groups enjoy this show more than the younger groups. Just as in Question #3, however, the 14-18 category of the younger age groups were more complimentary about the show.

It is interesting to note that respondents were markedly more generous with their own compliments (Question #3) than they were with the choice of compliments given them in this question.