**Brown v Board of Education National Historic Site Visitor Survey**

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ID \_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_ Location \_\_\_\_\_\_\_\_ Field staff \_\_\_\_\_\_\_\_

**PAPERWORK REDUCTION ACT STATEMENT:** The National Park Service is authorized by 54 USC 100702 to collect this information. This information will be used by park managers to understand visitors’ preferences and experiences at Brown v. Board of Education National Historic Site. Responses to this request are voluntary and anonymous. Your name will never be associated with your answers, and all contact information will be destroyed when the data collection is concluded. No action may be taken against you for refusing to supply the information requested. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number and expiration date.

**BURDEN ESTIMATE STATEMENT**: Public reporting burden for this form is estimated to average 15 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Sherda Williams, Brown v. Board of Education National Historic Site; 1515 SE Monroe St., Topeka, KS 66612; sherda\_williams@nps.gov (email).

*Thank you for your time to complete this survey. The researchers at Kansas State University contacted on site at Brown v Board of Education National Historic site a week ago. During that time a research assistant collected your email address and you were told that a survey would be emailed to you within a week’s time. This is that survey. This survey has six sections. Please read each question carefully before responding.*

***SECTION 1: Overall Visit to Brown v Board of Education National Historic Site***

1. Overall, how satisfied were you with your recent visit? (*please ✓ one*)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all satisfied  | Slightly satisfied | Satisfied | Very satisfied | Extremely Satisfied |
| □ | □ | □ | □ | □ |

2. Including yourself, how many people were in your personal group during your recent visit? (✓ *one*)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| □ I visited alone | □2 – 3 | □4 – 5 | □ 6 – 10  | □ 11 – 15 □ 15+ |

3. What type of group were you with during your recent visit? (✓ *one*)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| □I visited alone | □Family only | □Friends only | □Family and friends | □ Professional |

4. Was your personal group part of an organized group? (✓ *one*) \_\_\_No \_\_\_Yes

If **YES,** what was the purpose of your visit? □ Educational □ Service □ Social

□ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Which of the following source of information did you use when planning your most recent trip to this area?

|  |  |  |
| --- | --- | --- |
| □ National Parks Website | □ Brown v Board website  | □ Topeka Chamber of Commerce/ Tourism Bureau |
| □ National Parks brochures/flyers  | □ Family/Friends | □ From a previous trip |
| □ Roadside displays/signs  | □ Local business  | □ Guidebooks □  |
| □ Magazines | □ Other (*please specify*) |  |

6. Which of the following statements best describes your recent visit to Brown v Board? (✓ *one*)

\_\_\_ Brown v Board was the **main destination** on the trip away from home.

\_\_\_ Brown v Board was one of **multiple other destinations** on the trip away from home.

\_\_\_ Brown v Board **was not a planned destination**

7. Did you visit any other historical sites in the Topeka area? \_\_\_No \_\_\_Yes

8. If yes, where did you visit? (*✓all sites that apply)*

|  |  |  |
| --- | --- | --- |
| □ Kansas State Capitol  | □ Ritchie House | □ Charles Curtis House |
| □ Constitution Hall (Topeka) | □ Constitution Hall (LeCompton) | □ Great Overland Station |
| □ Kansas State Historical Museum | □ Ward-Meade/Old Prairie Town | □ Other |

9. How long did you stay during your recent visit to Brown v Board? (✓ *one*)

\_\_\_Less than 1 hour \_\_\_1-2 hours \_\_\_2-3 hours \_\_\_More than 3 hours

10. How many times have you visited Brown v Board? Number of Visits\_\_\_\_\_\_\_

11. Overall, how crowded did you feel during your recent visit *(please circle a number)*?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |  | 6 |
| Not at all Crowded | Barely Crowded | Slightly Crowded | Moderately Crowded | Noticeably Crowded | Very Crowded | Extremely Crowded |

12. Have you visited any other National Parks in the past 12 months? \_\_\_Yes \_\_\_No

13. If yes, please (select the parks in the surrounding area you visited. Otherwise list any others in the space provided. (*✓all Area parks that apply – list any others*)

|  |  |
| --- | --- |
| □ Harry S Truman National Historic Site | □ Tallgrass Prairie National Preserve |
| □ Fort Larned National Historic Site | □ Nicodemus National Historic Site) |
| □ Fort Scott National Historic Site | □ Other |

***SECTION 2: Next, we would like to ask you about your experiences at*** Brown v Board

14. How important is each of the following reasons to you when visiting Brown v Board? (Please circle one response for each item).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Visiting Brown v Board to: | **Not at all Important** | **Slightly Important** | **Moderately Important** | **Very Important** | **Extremely Important** |
| Develop personal, spiritual values | 1 | 2 | 3 | 4 | 5 |
| Spend time with family or friends | 1 | 2 | 3 | 4 | 5 |
| Learn more about U.S. history | 1 | 2 | 3 | 4 | 5 |
| Gain a sense of self confidence | 1 | 2 | 3 | 4 | 5 |
| Learn about other cultures | 1 | 2 | 3 | 4 | 5 |
| Meet other people | 1 | 2 | 3 | 4 | 5 |
| Get away from the usual demands of life | 1 | 2 | 3 | 4 | 5 |
| Spend time with people who share my values | 1 | 2 | 3 | 4 | 5 |
| Other (specify ) | 1 | 2 | 3 | 4 | 5 |

15. To what extent do you think each of the following social situations is or is not a problem in and around the Brown v Board facilities? (*please circle one response for each item*)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | ***Not a Problem*** | ***Slight Problem*** | ***Moderate Problem*** | ***Serious Problem*** | ***Very Serious Problem*** |
| Inconsiderate behavior | 1 | 2 | 3 | 4 | 5 |
| Too many people | 1 | 2 | 3 | 4 | 5 |
| Damage to personal property | 1 | 2 | 3 | 4 | 5 |
| Conflicts between visitors | 1 | 2 | 3 | 4 | 5 |
| Threats to my personal safety | 1 | 2 | 3 | 4 | 5 |
| Theft | 1 | 2 | 3 | 4 | 5 |

16. This question has two parts and asks your opinions about current facilities. **First,** indicate how important each of the facilities is to you. **Then,** indicate your level of satisfaction with the current conditions. (*Please indicate the importance and your satisfaction for each item.*)

|  |  |
| --- | --- |
| **Facilities** | **Importance to you** |
| **Not at all Important** | **Slightly Important** | **Moderately Important** | **Very Important** | **Extremely Important** |
| Signage to find park on highway | 1 | 2 | 3 | 4 | 5 |
| Signage to find park in town | 1 | 2 | 3 | 4 | 5 |
| Parking spaces | 1 | 2 | 3 | 4 | 5 |
| Walkway from parking lot to main entrance | 1 | 2 | 3 | 4 | 5 |
| Restrooms | 1 | 2 | 3 | 4 | 5 |
| Drinking water | 1 | 2 | 3 | 4 | 5 |

|  |  |
| --- | --- |
| **Facilities** | ***Your Satisfaction with*** ***Current Conditions*** |
| **Not at all Satisfied** | **Slightly Satisfied** | **Moderately Satisfied** | **Very Satisfied** | **Extremely Satisfied** |
| Signage to find park on highway | 1 | 2 | 3 | 4 | 5 |
| Signage to find park in town | 1 | 2 | 3 | 4 | 5 |
| Parking spaces | 1 | 2 | 3 | 4 | 5 |
| Walkway from parking lot to main entrance | 1 | 2 | 3 | 4 | 5 |
| Restrooms | 1 | 2 | 3 | 4 | 5 |
| Drinking water | 1 | 2 | 3 | 4 | 5 |

17. This question also has two parts and asks your opinions about current programs and services. **First,** indicate how important each of the items is to you. **Then,** indicate your level of satisfaction with the current conditions. (*Please indicate the importance and your current satisfaction for each item.*)

|  |  |
| --- | --- |
| **Facilities** | **Importance to you** |
| **Not at all Important** | **Slightly Important** | **Moderately Important** | **Very Important** | **Extremely Important** |
|  | 1 | 2 | 3 | 4 | 5 |
| Staff who make me feel welcome | 1 | 2 | 3 | 4 | 5 |
| Staff who help to solve problems | 1 | 2 | 3 | 4 | 5 |
| Videos that interpret the Civil Rights Movement | 1 | 2 | 3 | 4 | 5 |

|  |  |
| --- | --- |
| **Programs and Services** | ***Your Satisfaction with*** ***Current Conditions*** |
| **Not at all Satisfied** | **Slightly Satisfied** | **Moderately Satisfied** | **Very Satisfied** | **Extremely Satisfied** |
| Signage to find park on highway | 1 | 2 | 3 | 4 | 5 |
| Staff who make me feel welcome | 1 | 2 | 3 | 4 | 5 |
| Staff who help to solve problems | 1 | 2 | 3 | 4 | 5 |
| Videos that interpret the Civil Rights Movement |  |  |  |  |  |

***SECTION 4: Now, we want to know your opinions about how the area should be managed in the future***

18. . Please indicate your level of support or opposition for each of the following facilities, services, or options that might be offered in this area

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Management Option*** | **Strongly Oppose** | **Somewhat Oppose** | **Neutral** | **Somewhat Support** | **Strongly Support** |
| Classrooms for education programs | -2 | -1 | 0 | +1 | +2 |
| Provide more opportunities for interacting with rangers | -2 | -1 | 0 | +1 | +2 |
| Other: | -2 | -1 | 0 | +1 | +2 |

19. Tell us about one aspect you would like to see changed at Brown v Board.

20. Tell us about one aspect that you really liked at Brown v Board.

***SECTION 5: Possible barriers to your visitation to Brown v Board and other National Park Service Units***

21. Please indicate you level of agreement for each of the following possible barriers to visiting Brown v Board or other National Park Service units.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Potential Barriers*** | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
| Visiting Brown v Board is too physically demanding. | 1 | 2 | 3 | 4 | 5 |
| I have no one to go with me to a Brown v Board. | 1 | 2 | 3 | 4 | 5 |
| There are no other National Parks near me to go visit. | 1 | 2 | 3 | 4 | 5 |
| Going to a National Park involves too many risks. | 1 | 2 | 3 | 4 | 5 |
| My family and friends are not interested in going to a National Park. | 1 | 2 | 3 | 4 | 5 |
| Going to a National Park is too costly. | 1 | 2 | 3 | 4 | 5 |
| I do not like history. | 1 | 2 | 3 | 4 | 5 |
| I do not participate in history-based activities. | 1 | 2 | 3 | 4 | 5 |
| Family commitments keep me from going to a National Park. | 1 | 2 | 3 | 4 | 5 |
| The expenses of traveling to visit a National Park are too great. | 1 | 2 | 3 | 4 | 5 |
| I do not know what to expect from a National Park. | 1 | 2 | 3 | 4 | 5 |
| I have no information about the National Parks and what they offer. |  |  |  |  |  |

**SECTION 6: In this final part, we would like to ask you some background information. This information will help the park managers discuss the economic impacts of this Historic Site as they collaborate with the City of Topeka and other historic sites in Topeka and the surrounding area.**

22. Please estimate the amount of money you and your group spent on your visit to **Brown v Board and the greater Topeka are**a. (*Leave blank if you did not spend money on that category*)

Gas and transportation $

Lodging (e.g., hotels, motels, resorts, campgrounds, etc.) $

Food, meals, and drinks (e.g., restaurants, groceries, taverns, etc.) $

Tourist services (e.g., tours, rentals, equipment rentals, etc.) $

Shopping and gifts (e.g., clothes, gifts, souvenirs, etc.) $

23. If your stay included overnights, how long did you stay in the greater Topeka area? (*number of nights)* \_\_\_\_\_\_\_

24. If your stay included overnights, where did you stay? (✓ *one*)

\_\_\_\_Hotel/Inn/B&B \_\_\_\_Family/Friends \_\_\_\_Camping \_\_\_\_Other

25. What is your gender? \_\_\_Male \_\_\_Female

26. What year were you born? \_\_\_\_\_\_\_\_\_\_\_

27. Are you Hispanic or Latino? \_\_\_\_ Yes \_\_\_\_No

28. Which racial group(s) do you identify with? (*✓ all that apply*)

\_\_\_\_American Indian or Alaska Native \_\_\_Asian \_\_\_Black or African American

\_\_\_\_Native Hawaiian or other Pacific Islander \_\_\_White

29. What is the highest level of education you have attained? (✓ *one*)

\_\_\_Less than high school

\_\_\_High school graduate

\_\_\_Technical school or Associates degree

\_\_\_Bachelor’s degree

\_\_\_Master’s Degree \_\_\_Ph.D., M.D., J.D., or equivalent

30. What was your employment status during the past year? (✓ *all that apply*)

\_\_\_Full-time student \_\_\_Part-time student \_\_\_Employed part-time

\_\_\_Employed full-time \_\_\_Unemployed \_\_\_Homemaker or caregiver

\_\_\_Retired \_\_\_Other (*please specify* )

31. Which of the following broad categories best describes your total annual household income for the last calendar year (✓ *one*)

\_\_\_$25,000 or less

\_\_\_$25,001 – $50,000

\_\_\_50,001 – $75,000

\_\_\_$75,001 – $100,000

\_\_\_$100,001 – 125,000

\_\_\_125,001 – 150,000

\_\_\_More than 150,000

32. What is your zip code? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**COMMENTS?**

***Thank you for helping us with this important study.***

***If you have any questions, please contact Dr. Ryan Sharp at ryansharp@ksu.edu.***