

Brown v Board of Education National Historic Site Visitor Survey



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?

<input type="checkbox"/> National Parks Website	<input type="checkbox"/> Brown v Board website	<input type="checkbox"/> Topeka Chamber of Commerce/ Tourism Bureau
<input type="checkbox"/> National Parks brochures/flyers	<input type="checkbox"/> Family/Friends	<input type="checkbox"/> From a previous trip
<input type="checkbox"/> Roadside displays/signs	<input type="checkbox"/> Local business	<input type="checkbox"/> Guidebooks <input type="checkbox"/>
<input type="checkbox"/> Magazines	<input type="checkbox"/> 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 your 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 area**. (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.***