

# Martin Luther King, Jr. National Historic Site Visitor Study



**The  
Visitor Services  
Project**



**DIRECTIONS**

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

**PRIVACY ACT and PAPERWORK REDUCTION ACT statement:** 16 U.S.C. 1a-7 authorize collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law.

**Burden estimate statement:** Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Service Information Collection Clearance Officer, National Park Service, P.O. Box 37127, Washington, D.C. 20013-7127; and to the Office of Management and Budget, Paperwork Reduction Project, 1024-0000, Washington, D.C. 20503.

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### Visiting Martin Luther King, Jr. National Historic Site

1. Prior to your visit, how did you and your group get information about Martin Luther King, Jr. National Historic Site? Please check (✓) **all** that apply.

\_\_\_\_\_ RECEIVED NO INFORMATION PRIOR TO VISIT - **GO ON TO QUESTION 2**

\_\_\_\_\_ OTHER NATIONAL PARK AREAS

\_\_\_\_\_ TRAVEL GUIDE/TOUR BOOK

\_\_\_\_\_ FRIENDS OR RELATIVES

\_\_\_\_\_ PREVIOUS VISIT(S)

\_\_\_\_\_ NEWSPAPER/ MAGAZINE ARTICLE

\_\_\_\_\_ RADIO/ TV/ VIDEOS

\_\_\_\_\_ LOCAL RESIDENT/BUSINESS

\_\_\_\_\_ SCHOOL/COLLEGE/UNIVERSITY

\_\_\_\_\_ HIGHWAY SIGNS

\_\_\_\_\_ STATE AND LOCAL WELCOME CENTERS

\_\_\_\_\_ TELEPHONE/WRITTEN INQUIRY TO MARTIN LUTHER KING, JR. NHS

\_\_\_\_\_ OTHER (Please specify: \_\_\_\_\_)

2. What direction did you and your group come from to reach Martin Luther King, Jr. National Historic Site? Please check (✓) **only one**.

\_\_\_\_\_ FROM NORTH (on Interstate 75/85)

\_\_\_\_\_ FROM SOUTH (on Interstate 75/85)

\_\_\_\_\_ FROM EAST (on Interstate 20 - Edgewood/Auburn Avenue Exit)

\_\_\_\_\_ FROM WEST (on Interstate 20 - Edgewood/Auburn Avenue Exit)

3. On this visit, how much time did you and your group spend at Martin Luther King, Jr. National Historic Site?

\_\_\_\_\_ NUMBER OF HOURS AND/ OR \_\_\_\_\_ NUMBER OF MINUTES

4. Did you and your group find it difficult to locate Martin Luther King, Jr. National Historic Site? Please check (√) **only one**.

\_\_\_\_\_ YES \_\_\_\_\_ NO - **GO ON TO QUESTION 5**

[  
If yes, why did you have difficulty locating the park? \_\_\_\_\_

5. Within Atlanta, what forms of transportation did you and your group use to arrive at Martin Luther King, Jr. National Historic Site on this visit? Please check (√) **all** that apply.

\_\_\_\_\_ PRIVATE VEHICLE \_\_\_\_\_ TAXI

\_\_\_\_\_ RENTAL CAR \_\_\_\_\_ WALK

\_\_\_\_\_ TOUR BUS/ VAN \_\_\_\_\_ MARTA BUS

\_\_\_\_\_ RAILROAD (Which station? \_\_\_\_\_)

\_\_\_\_\_ OTHER (Please specify: \_\_\_\_\_)

6. Was Martin Luther King, Jr. National Historic Site your primary destination on this trip?

\_\_\_\_\_ YES - **GO ON TO QUESTION 7**

\_\_\_\_\_ NO

If no, what was your PRIMARY destination? \_\_\_\_\_

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### Your Activities

7. On the list below, please check (✓) **all** of the activities that you and your group participated in at Martin Luther King, Jr. National Historic Site during this visit.

- \_\_\_\_\_ VIEW VISITOR CENTER EXHIBITS
- \_\_\_\_\_ WATCH VISITOR CENTER VIDEO
- \_\_\_\_\_ VISIT PEACE MEMORIAL PLAZA NEXT TO VISITOR CENTER
- \_\_\_\_\_ VISIT EBENEZER BAPTIST CHURCH
- \_\_\_\_\_ VISIT MARTIN LUTHER KING, JR.'S TOMB
- \_\_\_\_\_ VIEW KING CENTER EXHIBITS
- \_\_\_\_\_ VISIT THE KING CENTER/LIBRARY AND ARCHIVES
- \_\_\_\_\_ VISIT HISTORIC FIRE STATION NO. 6
- \_\_\_\_\_ TAKE TOUR OF MARTIN LUTHER KING, JR. BIRTH HOME
- \_\_\_\_\_ VIEW OUTDOOR EXHIBITS
- \_\_\_\_\_ WALK ALONG AUBURN AVENUE (business district)
- \_\_\_\_\_ OTHER (Please describe:\_\_\_\_\_)

8. What other attractions did you and your group visit in the Atlanta area on this trip? Please check (✓) **all** that apply.

- |                                       |                         |
|---------------------------------------|-------------------------|
| _____ SPORTING EVENT                  | _____ ATLANTA           |
| ZOO/CYCLORAMA                         |                         |
| _____ CNN CENTER                      | _____ CONFERENCE/       |
| CONVENTION                            |                         |
| _____ UNDERGROUND ATLANTA             | _____ STONE MOUNTAIN    |
| _____ JIMMY CARTER LIBRARY/<br>MUSEUM | _____ HIGH MUSEUM       |
| _____ CENTENNIAL OLYMPIC PARK         | _____ OTHER ATLANTA     |
| MUSEUMS                               |                         |
| _____ FOX THEATER                     | _____ A COLLEGE OR      |
| UNIVERSITY                            |                         |
| _____ CHATTAHOOCHEE RIVER             | _____ KENNESAW MOUNTAIN |
| NAT'L. RECREATION AREA                | NAT'L. BATTLEFIELD PARK |

## You and Your Opinions

9. On this visit, how many people were in your group (including yourself)?

\_\_\_\_\_ NUMBER OF PEOPLE

10. a) On this visit, were you with an organized guided tour?

\_\_\_\_\_ YES          \_\_\_\_\_ NO

b) On this visit, were you on a school/educational field trip?

\_\_\_\_\_ YES          \_\_\_\_\_ NO

11. What kind of group were you with? Please check (✓) only **one**.

\_\_\_\_\_ ALONE

\_\_\_\_\_ FAMILY

\_\_\_\_\_ FRIENDS

\_\_\_\_\_ FAMILY AND FRIENDS

\_\_\_\_\_ OTHER (Please describe: \_\_\_\_\_)

12. For you and your group, please indicate:

	<b>CURRENT AGE</b>	<b>U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY</b>	<b>NUMBER OF VISITS TO THIS PARK (INCLUDING THIS VISIT)</b>
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

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13. Do you or any members of your group have a special interest in black history?

\_\_\_\_\_ YES                      \_\_\_\_\_ NO

14. What were your reasons for visiting Martin Luther King, Jr. National Historic Site?  
Please check (√) **all** that apply.

\_\_\_\_\_ TO LEARN MORE ABOUT DR. MARTIN LUTHER KING, JR.

\_\_\_\_\_ TO LEARN MORE ABOUT CIVIL RIGHTS

\_\_\_\_\_ TO VISIT A NATIONAL PARK SERVICE SITE

\_\_\_\_\_ TO SEE THE AREA WHERE MARTIN LUTHER KING, JR. GREW UP

\_\_\_\_\_ TO VISIT EBENEZER BAPTIST CHURCH

\_\_\_\_\_ OTHER (Please specify: \_\_\_\_\_)

15. What other civil rights sites below have you visited? Please check (√) **all** that apply.

\_\_\_\_\_ CIVIL RIGHTS INSTITUTE (Birmingham, Alabama)

\_\_\_\_\_ CIVIL RIGHTS MONUMENT (Montgomery, Alabama)

\_\_\_\_\_ SELMA TO MONTGOMERY NATIONAL HISTORICAL TRAIL  
(Selma, Alabama)

\_\_\_\_\_ NATIONAL CIVIL RIGHTS MUSEUM (Memphis, Tennessee)

\_\_\_\_\_ OTHER (Please specify: \_\_\_\_\_)

16. a) During this visit to Martin Luther King, Jr. National Historic Site, was there anything specific which you and your group expected to see or do, but were not able to?

\_\_\_\_\_ YES                      \_\_\_\_\_ NO - **GO ON TO QUESTION 17**

b) What was it? \_\_\_\_\_

c) What prevented you from seeing that feature or doing that activity?

\_\_\_\_\_  
\_\_\_\_\_



17. a) Please check (✓) the visitor and information services which you and your group **used** during this visit to Martin Luther King, Jr. National Historic Site in the left column.
- b) Next, for only those services which you and your group used, please rate their **importance** from 1-5.
- c) Finally, for only those services which you or your group used, please rate their **quality** from 1-5.

Use service?  Check (✓)	If used, how important?					If used, what quality?				
	Not important		Extremely important			Very poor		Very good		
	1	2	3	4	5	1	2	3	4	5
_____ PARK BROCHURE/MAP	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ TOUR OF MARTIN LUTHER KING, JR. BIRTH HOME	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ INFORMATION FROM PARK EMPLOYEES	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ NATIONAL PARK SERVICE VISITOR CENTER	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ VISITOR CENTER VIDEO PROGRAM	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ VISITOR CENTER EXHIBITS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ TOUR OF EBENEZER BAPTIST CHURCH	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ HISTORIC FIRE STATION NO. 6	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ OUTDOOR EXHIBITS (along streets)	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ RESTROOMS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ NATIONAL PARK SERVICE PARKING LOT	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ DIRECTIONAL SIGNS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

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18. What subjects would you be most interested in learning about on a future visit to Martin Luther King, Jr. National Historic Site? Please check (✓) **all** that apply.

\_\_\_\_\_ LIFE AND TEACHINGS OF DR. MARTIN LUTHER KING, JR.

\_\_\_\_\_ LIFE IN SWEET AUBURN COMMUNITY DURING EARLY 1900's

\_\_\_\_\_ SEGREGATION

\_\_\_\_\_ CIVIL RIGHTS MOVEMENT

\_\_\_\_\_ AFRICAN-AMERICAN HISTORY

\_\_\_\_\_ OTHER (Please specify: \_\_\_\_\_)

19. a) What did you and your group like **most** about your visit to Martin Luther King, Jr. National Historic Site? Please be specific.

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b) What did you and your group like **least** about your visit to Martin Luther King, Jr. National Historic Site? Please be specific.

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20. Overall, how would you rate the quality of the visitor services provided to you and your group at Martin Luther King, Jr. National Historic Site during this visit? Please circle only **one**.

VERY GOOD      GOOD      AVERAGE      POOR      VERY POOR

21. What advice would you give a manager planning for the future of Martin Luther King, Jr. National Historic Site? Please be specific.

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22. Is there anything else you and your group would like to tell us about your visit to Martin Luther King, Jr. National Historic Site?

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Thank you for your help! Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox.



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**OFFICIAL BUSINESS**

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