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.
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? __________________________

PLEASE GO ON TO NEXT PAGE   ➤
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/MUSEUM
    _____ HIGH MUSEUM
    _____ CENTENNIAL OLYMPIC PARK
    _____ NAT'L. RECREATION AREA
    _____ KENNESAW MOUNTAIN NAT'L. BATTLEFIELD PARK
    _____ OTHER ATLANTA MUSEUMS
    _____ FOX THEATER
    _____ A COLLEGE OR UNIVERSITY
    _____ CHATTAHOOCHEE RIVER
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:

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

PLEASE GO ON TO NEXT PAGE
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.

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<td>Extremely important</td>
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<td>INFORMATION FROM PARK EMPLOYEES</td>
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<td>HISTORIC FIRE STATION NO. 6</td>
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<td>OUTDOOR EXHIBITS (along streets)</td>
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<td>RESTROOMS</td>
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<td>NATIONAL PARK SERVICE PARKING LOT</td>
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<td>DIRECTIONAL SIGNS</td>
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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.

____________________________________________________

____________________________________________________

____________________________________________________

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

____________________________________________________

____________________________________________________

____________________________________________________
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.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

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?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

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

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