

**Visitor Services Project**  
**Frederick Douglass**  
**National Historic Site**  
**Report Summary**

- This report describes the results of a visitor study at Frederick Douglass National Historic Site during May 3-9, 1992. A total of 325 questionnaires were distributed and 197 returned, a 61% response rate.
- This report profiles Frederick Douglass visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in school and church groups (38%) or guided tour groups (35%). Fifty-two percent of visitors were 21-45 years old; 21% were aged 15 or younger. Most (82%) were first time visitors to Frederick Douglass.
- Visitors from foreign countries comprised 2% of the visitation. Thirty-eight percent of Americans came from Maryland, Virginia and Washington D.C., with smaller numbers from many other states.
- Visitors arrived at Frederick Douglass NHS by tour bus (43%), private vehicle (30%) and bus (21%). Ninety-two percent of visitors spent two hours or less at the site.
- Visitors most often used travel guide/tour books (26%), advice from friends and relatives (26%) and previous visits as sources of information about the site. Ninety-one percent of visitors did not feel that the Frederick Douglass National Historic Site was difficult to locate.
- Most visitors arrived at Frederick Douglass National Historic Site by traveling on 295 South, Martin Luther King Avenue, "V" or "W" Streets. Most visitors (92%) spent two hours or less at Frederick Douglass National Historic Site.
- Fifty-seven percent of visitors wanted to take a tour of the Frederick Douglass home. A combination of first come, first served or advanced reservations would be preferred by visitors (42%) on a future visit.
- Fifty-three percent of visitors were visiting an African-American historic site for the first time.
- The most used visitor services were the ranger-led tours, visitor center movies and visitor center exhibits. The visitor center movies, park brochure, visitor center exhibits and ranger-led tours received the highest quality ratings.
- Visitors made many additional comments.

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