

The National Underground Railroad Freedom Center in Cincinnati



The 2010 *Underground Railroad Free Press* Survey of the International Underground Railroad Community

Commissioned and reported by
Underground Railroad Free Press

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The National Underground Railroad Freedom Center

The photograph on the cover is of the National Underground Railroad Freedom Center which respondents in the 2010 Survey of the International Underground Railroad Community rank among the top of all contemporary Underground Railroad institutions. *Free Press* regards the Center as the premiere modern Underground Railroad organization by a large margin. Dedicated in 2004, the Freedom Center pursues its mission to "reveal stories about freedom's heroes, from the era of the Underground Railroad to contemporary times, challenging and inspiring everyone to take courageous steps for freedom today."

The Center offers programs, lectures, exhibits, nationwide education outreach and more at its 160,000-square-foot building on the banks of the Ohio River in Cincinnati. In terms of both budget and impact, the National Underground Railroad Freedom Center is the largest Underground Railroad institution ever, and operates on a combination of earned income, private donations and public grants. Since its opening, Freedom Center visitors are now nearing the one million mark and come from all fifty states and abroad, easily making the Freedom Center the top Underground Railroad visitor destination.

More than sixty percent of the \$110,000,000 cost to launch the Freedom Center was raised in a national capital campaign, Lighting Freedom's Flame, co-chaired by John Pepper, the retired Chairman and CEO of Procter & Gamble, and Andrew Young, former United States Ambassador to the United Nations and former Mayor of Atlanta. Pepper serves as Cochairman of the Freedom Center's Board of Directors. Donald W. Murphy has served as President and CEO of the Freedom Center since 2007.

Shown here is the first thing one encounters on a visit to the Freedom Center, an authentic slave pen exhibited on the ground floor. A few years ago, this stark relic of slavery was found intact in a Kentucky barn which had been built around it preserving the pen from the elements. Nothing can quite prepare the visitor for actually stepping inside this old building where unknown souls experienced untold grief.

If you happen to be visiting the Midwest, the Freedom Center is well worth going out of your way for. For more on the National Underground Railroad Freedom Center, visit FreedomCenter.org or call 877.648.4838.



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I. Summary of Survey Results

Underground Railroad Free Press's 2010 Underground Railroad Survey of the International Underground Railroad Community is the fourth annual survey administered to a wide cross-section of the international Underground Railroad community. *Free Press* is pleased to have commissioned these surveys and to provide their results at no cost to all interested parties. Bound copies of the 2010 survey report have been provided to the chief executive officers and senior staff of major Underground Railroad organizations. Readers of this report are welcome to download and distribute it as they like from the *Free Press* web site at urrFreePress.com. We hope you find these surveys and reports of good use in your Underground Railroad work and encourage you to employ them as you formulate your organization's plans. We would be pleased to answer questions you might have about the survey. Contact us at publisher@urrFreePress.com or 301.874.0235.

Following is a summary of the findings from the 2010 Underground Railroad Survey. Full results are presented in section IV of this report and at our website.

Stability In Underground Railroad Community Practices

Respondents' ratings of their overall Underground Railroad knowledge have remained stable for four years at above average but not high. Sources of Underground Railroad knowledge remain as in previous years with the internet and certain print media including *Underground Railroad Free Press* as the most frequent sources. *Underground Railroad Free Press* continues to expand its market share, now at 67 percent, as the top Underground Railroad news source. The proportion of survey respondents having ever visited an Underground Railroad site stabilized in 2010 at over 80 percent after rising about five percent per year through 2009.

Unexplained Low Use of Best Underground Railroad Tools

Use of the Wellman Scale, the best means of rating the authenticity of claimed Underground Railroad sites, and of MapMuse, the Underground Railroad community's most comprehensive site map, remains very low even within the Underground Railroad community. As learned from previous surveys, private-sector organizations far more often use site rating and listing tools: in the 2009 survey, use of the Wellman Scale site rating system had been used by 36.4 percent of private-sector respondents but only 8.7 percent of public-sector respondents, a ratio of five to one. Analogous figures for use of MapMuse were 21.2 and 12.0 percent, nearly two to one. No 2009 public-sector respondent had ever listed a site at MapMuse. This very low use, particularly by public-sector Underground Railroad entities, remains unexplained.

Economic Difficulties But Optimism About the Future

More than half of respondents are directly involved with an Underground Railroad site, organization or program, and perform functionally with "getting the word out" about the Underground Railroad. Many more Underground Railroad organizations are experiencing adverse impacts from the economy in 2010 than in 2009, with one in six having shifted from some income to none. Nevertheless, more than half of respondents see various kinds of growth as the most likely future trend in the Underground Railroad community.

Free Press Readers Give High Marks and Spread the Word

With the exception of the usefulness of Lynx and Datebook which dropped to middling ratings due to a different survey polling method, respondents continue to give high to very high ratings to *Free Press* reporting, programs, the *Free Press* Prizes and overall. Topic reporting preferences have remained much the same over the past four surveys with historical articles the runaway favorite. One in five 2010 survey respondents is not a subscriber. Five-sixths of *Free Press* subscribers read all or most issues of the publication. Nearly three-fourths forward their issues of *Free Press* to at least one other reader with a majority forwarding to two or more bringing *Free Press* readership to nearly 15,000 readers.

The 2010 Top Four: Freedom Center, Smithsonian, Network to Freedom and Free Press

Among the major Underground Railroad institutions, the National Underground Railroad Freedom Center and *Underground Railroad Free Press* rose in familiarity while the National Park Service's Network to Freedom program dropped. For the first time, *Free Press* is ranked higher in either familiarity or importance to the international Underground Railroad community than is any other Underground Railroad organization. One significant organization, Friends of the Network to Freedom Association, folded in 2009, and another, the Underground Railroad Institute, relocated from Georgetown College to the University of Louisville.

The Graying of the Underground Railroad Community

Aside from ageing, survey respondent demographics have remained much the same since 2007 when the *Free Press* surveys began, the most typical respondent being a well-educated female writer, researcher, chief executive officer or manager in her fifties or sixties working for an east-coast private-sector Underground Railroad entity.

II. Background of the 2010 Underground Railroad Survey

Survey Population and Sample

All of the nearly 3,000 subscribers on the *Underground Railroad Free Press* mailing list as of May, 2010, were emailed invitations to participate in the survey. *Free Press*'s mailing list mainly comprises a very broad international cross-section of Underground Railroad site owners, descendants, elected and appointed officials and their staff, other public-sector employees, Underground Railroad program executives, employees and volunteers, researchers, writers, enthusiasts and others. We invited subscribers to ask others interested in the Underground Railroad to participate in the survey. About a quarter of respondents to the 2010 survey were people invited by subscribers to take the survey.

With survey invitees consisting mostly of those with a special interest in the Underground Railroad, the 2010 Underground Railroad Survey is not a survey of the public but one mainly of an affinity group of people especially interested in Underground Railroad matters and should be regarded as such when interpreting results. For example, more than three-fourths of this survey's respondents have visited an Underground Railroad site, a proportion bound to be far higher than for the general population.

The invitation to participate in the 2010 Underground Railroad Survey was sent by email on April 30, 2010, and was followed up by a notice in the May 15 issue of *Underground Railroad Free Press*.

Sub-Samples

To analyze results of certain survey questions as indicated later herein, survey results were sometimes disaggregated into sub-samples. For example, it was useful to know if opinions on several matters differed according to demographics, level of occupation title, or whether respondents were *Free Press* subscribers or others.

Administration of the Survey

The survey was administered by a 37-question instrument at the web site of SurveyMonkey.com, *Underground Railroad Free Press*'s online survey administration vendor, from April 30 to May 28, 2010. Survey data were analyzed by proprietary survey analysis software provided by a survey research firm and customized for this survey, and further analyzed through personal inspection by a well-qualified statistical analyst. There were no difficulties encountered in collecting, tabulating, analyzing or reporting survey data.

III. Resulting Degrees of Confidence in This Survey

Reduction of Error Through the Sampling Fraction

When a significant fraction of a population is sampled, random error from sampling is reduced. In the extreme, when an entire population is sampled, i. e., when a census is taken, random error is reduced to zero. In the 2010 Underground Railroad Survey, error was reduced in this fashion in by 2.8 percent. Please see Appendix Four for a discussion of error reduction from this effect.

Random Error in Survey Statistics

Taking into account the reduction in random error because of this survey's sampling fraction, worst-case random error for survey results in which the entire sample responded is ± 8.8 percent. Random error is greater for questions to which the full sample did not respond. Levels of random error in this survey may generally be regarded as comfortable in interpreting survey results.

Confidence Intervals For Survey Statistics

For Proportions

Comparisons of confidence intervals for proportions in the 2010 survey involving the full sample are shown as follows. The largest possibility for error involving proportions occurs when a proportion is 50 percent, for example if, in a yes-or-no question, half answered yes, half no.

If the proportion of respondents answering a question a certain way is:	Then the 99% confidence interval for this proportion is:	And the 95% confidence interval for this proportion is:
5%	0.2% to 9.8%	1.4% to 8.6%
50%	39.1% to 60.9%	41.7% to 58.3%

Using Proportions in The Survey

Generally, proportions from the survey may be used with reasonable confidence and taken at face value. Comparisons of proportions across two questions in the survey can be made with less confidence and should be more cautiously interpreted.

For Means

The confidence interval for a mean depends on the variance of the data from which the mean was calculated, that is, how scattered the data were about their mean. Most questions in the present survey involve proportions but some involve means from the one-to-ten Likert Scale used for ratings or from other measures.

The minimum random error for any question involving a mean in this survey is from question 33 asking respondents' ages. With 95-percent confidence, the resulting mean was 56.6 ± 2.6 years or a range from 54.0 to 59.2 years. In other words, we can be 95-percent confident that the true mean age of respondents is not less than 54.0 years or higher than 59.2 years, a narrow range permitting high confidence in the measured mean age.

The maximum random error for any question involving a mean in this survey is from question 31 on respondents' ratings of their familiarity with the Underground Railroad program of Swarthmore College's Friends Historical Library with a 95-percent confidence interval of 2.96 ± 0.70 on the one-to-ten Likert Scale, a range from 2.26 to 3.66. Here, we can be 95-percent confident that the true one-to-ten-scale rating of familiarity with this program is not less than 2.26 nor more than 3.66, a narrow range, even though the broadest, which provides a comfortably confident mean.

Using Means in The Survey

Means from this survey may be used with reasonable confidence and usually taken at face value though with caution in some cases. The same caveats as apply for proportions generally apply for means from the survey.

IV. Survey Results

Survey questions as asked and response choices provided with questions are shown verbatim in *italics* for each question.

Format of Presentation of Responses

For Frequency Distributions

For questions whose responses result in frequency distributions of proportions, summary statistics are presented as proportions in the following format.

	<u>Proportion</u>
<i>Answer Choice 1</i>	%
<i>— — —</i>	%
<i>Answer Choice n</i>	%

For Measures of Central Tendency

For questions whose responses result in the three measures of central tendency — the mean, median and mode — summary statistics are presented in the following format.¹

	<u>Measure</u>
<i>Mean</i>	n.n
<i>Median</i>	n
<i>Mode</i>	n

How to Interpret Ratings From a One-to-Ten Likert Scale

The following interpretation of a one-to-ten Likert Scale may be used to interpret survey ratings using this scale. "Average" appears twice since mean and median of a one-to-ten scale are 5.5.

<u>Rating</u>	<u>Meaning</u>	<u>Rating</u>	<u>Meaning</u>
10	Highest possible	5	Average
9	Very high	4	Below average
8	High	3	Low
7	Above average	2	Very low
6	Average	1	Lowest possible

Comparisons of 2007 Through 2010 Survey Results

Several questions in the 2010 survey were carried forward from previous surveys permitting year-to-year tracking and trend analysis. In such instances below, results, trends, and, in some cases, explanatory charts are provided for the four years in which these surveys have been conducted.

Panel A- The Underground Railroad Community's Knowledge and Status

Question 1

For purposes of useful year-to-year tracking of trends, some questions are repeated in the Underground Railroad Free Press surveys from year to year as is this first question. On the one-to-ten scale following, where one is unaware and ten is expert knowledge, how would you rate your overall knowledge of the Underground Railroad?

	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>
Mean	6.8	6.8	6.8	6.4
Median	7	7	7	7
Mode	7	7	7	7

¹ See Appendix Three for a refresher on mean, median, mode and other statistical interpretations.

Question 2

Please check as many as three of the following which you regard as your primary recent sources of information on the Underground Railroad.

Source	2010	2009	2008	2007
<i>Books on the Underground Railroad</i>	24.3%	24.2%	25.0%	24.4%
<i>Academic Underground Railroad articles or publications</i>	20.4%	19.7%	20.4%	20.2%
<i>Internet searches</i>	20.4%	17.7%	18.6%	17.6%
<i>Underground Railroad Free Press</i>	17.9%	14.8%	13.6%	13.0%
<i>Other [Respondents were asked to enter a response]</i>	8.2%	10.8%	11.4%	11.5%
<i>Network to Freedom Conductor newsletter</i>	4.0%	7.4%	4.7%	6.5%
<i>Underground Railroad Freedom Center on-line community</i>	4.0%	3.4%	4.7%	1.5%
<i>Menare Foundation newsletter</i>	0.9%	1.1%	4.1%	1.9%
<i>Georgetown College Voice of Freedom newsletter²</i>	~	0.9%	0.3%	0.8%

Frequency distributions shown here are proportions of total mentions of a source. "Other" responses above include particular Underground Railroad collections, primary source research, respondents' own research into local oral traditions, and tours.

Market Shares of Underground Railroad News Publications

On a day-to-day basis as above, respondents use the internet, books and academic articles or publications most often as sources of information on the Underground Railroad, especially true of researchers, writers and university faculty. Among the five news publications above, frequency distributions of their readership normalized to include just these five publications are as follows. Below, the index for a publication other than *Underground Railroad Free Press* indicates a publication's readership as a fraction of *Underground Railroad Free Press* readership.

Publication	2010		2009		2008		2007	
	Market Share	Index						
<i>Underground Railroad Free Press</i>	67.0%	100	53.6%	100	55.0%	100	49.2%	100
<i>Network to Freedom Conductor</i>	14.8%	22	26.8%	50	18.9%	34	24.6%	50
<i>Freedom Center on-line community</i>	14.8%	22	12.4%	23	5.8%	11	5.7%	12
<i>Menare Foundation newsletter</i>	3.4%	5	4.1%	8	18.9%	34	7.2%	15
<i>Georgetown College Voice of Freedom</i>	0.0%	0	3.1%	6	1.4%	3	3.0%	6

Question 3

Have you ever visited an Underground Railroad safe-house or route?

	2010	2009	2008	2007
Yes	82.3%	83.5%	76.3%	73.6%
No	17.7%	16.5%	23.7%	26.4%

Question 4

Other than pleasure or professional reading, how long have you been actively involved with Underground Railroad matters? [Answer choices were in five-year spans starting with 1-5 years.]

	2010	2009	2008	2007
Mean	12.5 years	12.0 years	11.5 years	10.7 years
Median	7.9 years	7.2 years	8.0 years	7.0 years
Mode	6-10 years	1-5 years	6-10 years	1-5 years

² The Voice of Freedom ceased publication in 2009.

Question 5

To the best of your knowledge, was a branch of your family involved in the Underground Railroad in any of the following ways? Please check as many as apply.

Freedom seeker 18 respondents
 Conductor 11 respondents
 Safe-house operator 19 respondents
 Abolitionist 17 respondents

Thirty-nine respondents had ancestors involved in at least one way here. Two respondents had ancestors involved in all four roles, six involved in three roles, and eight involved in two roles.

Question 6

It has been over 300 years since American fugitive slaves began seeking freedom in Canada. These escapees, who usually arrived via the Underground Railroad, have left thousands of descendants. If you are aware of achievements of any of these descendants today, please tell us briefly here of these Underground Railroad descendants and their modern achievements. We thank a subscriber for this interesting question.

Interesting indeed. Canadian and American survey respondents answered here with quite a list of the achievements of descendants of freedom seekers who became Canadians. Please see Appendix One for the write-up of these responses.

Summary On Underground Railroad Knowledge and Status

Respondents' ratings of their overall Underground Railroad knowledge have remained stable for four years at above average but not high. Sources of Underground Railroad knowledge remain as in previous years with the internet and certain print media including *Underground Railroad Free Press* as the most frequent sources. *Underground Railroad Free Press* continues to expand its market share as the top Underground Railroad news source. The proportion of respondents having ever visited an Underground Railroad site stabilized in 2010 at over 80 percent after rising about five percent per year through 2009. The median respondent became involved in Underground Railroad work early this decade.

Panel B- Rating and Listing Underground Railroad Sites

Question 7

Have you ever used the Wellman Scale to evaluate the likelihood that a site was part of the Underground Railroad?

	2010	2009	2008
Yes	17.7%	16.9%	20.7%
No	82.3%	83.1%	79.3%

Question 8

Have you ever visited Google's MapMuse website for the Underground Railroad?

	2010	2009	2008
Yes	21.9%	16.0%	26.1%
No	78.1%	84.0%	73.9%

Question 9

Have you ever listed an Underground Railroad site at Google's MapMuse web site for the Underground Railroad?

	2010	2009	2008
Yes	8.1%	2.5%	6.4%
No	91.9%	97.5%	93.6%

Summary on Site Knowledge, Opinions and Operations

Use of the Wellman Scale, the best means of rating the authenticity of Underground Railroad site claims, and of MapMuse, the Underground Railroad community's most comprehensive site map, remains very low even within the Underground Railroad community. As learned from the 2009 survey, private-sector organizations far more often use site rating and listing tools: in the 2009 survey, use of the Wellman Scale site rating system had been used by 36.4 percent of private-sector respondents but only 8.7 percent of public-sector respondents, a ratio of five to one. Analogous figures for use of MapMuse were 21.2 and 12.0 percent, nearly two to one. No 2009 public-sector respondent had ever listed a site at MapMuse. This low use of these two prime tools, especially by public-sector entities, remains unexplained.

Panel C- Current Environment of the Underground Railroad Community

Question 10

Which of the following best reflects the mission of your or your organization's involvement in the Underground Railroad? We thank a subscriber for this interesting question.

Preservation of an Underground Railroad safe-house, route or other site	17.0%
Heritage tourism.....	16.1%
Lecturing or public speaking on the Underground Railroad.....	15.2%
Museum	8.9%
Not involved.....	8.0%
Scholarly writing	7.1%
Historical performance	5.4%
Underground Railroad family history, genealogy or reunions.....	5.4%
Interpretive programs	4.5%
Library.....	4.5%
Historical display or artifacts but not a museum.....	2.7%
Advocacy and/or legislation	1.8%
Preservation and/or interpretation of Underground Railroad natural resources.....	1.8%
Underground Railroad periodical publications	1.8%

These types of missions fall into the following four broad categories.

Publishing, writing, lecturing and research	29.5%
Public education or promotion	27.8%
Underground Railroad site activities	18.8%
Other institutions	16.1%
Not involved	8.0%

Question 11

Are you directly involved with an Underground Railroad site, organization or program? If you are involved as a volunteer, answer yes here.

Yes 53.6%
 No 46.4%

Question 12

In which of the following ranges is your Underground Railroad organization's or site's current annual budget? If your organization or site has both operating expenditures and capital expenditures, include both.

Budget	2010	2009
No budget	56.7%	33.9%
Up to \$10,000	7.8%	25.4%
\$10,001 to \$25,000	5.6%	6.8%
\$25,001 to \$50,000	6.7%	8.5%
\$50,001 to \$100,000	5.6%	10.2%
\$100,001 to \$250,000	11.1%	5.1%
\$250,001 to \$500,000	3.3%	0.0%
\$500,001 to \$1,000,000	0.0%	3.4%
More than \$1,000,000	3.3%	6.8%

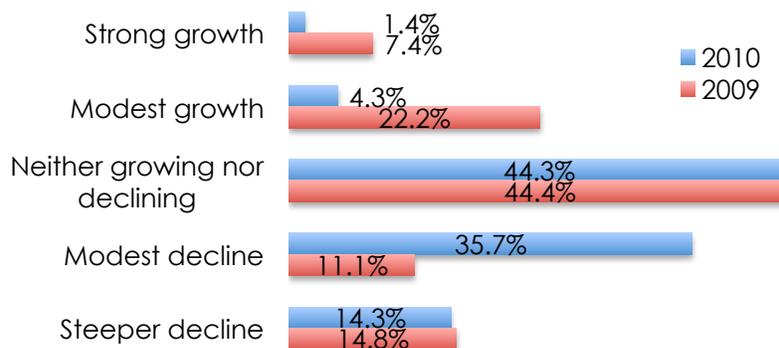
	2010	2009
Mean	\$6,333	\$9,434
Median	\$0	\$6,060
Mode	No budget	No budget

Question 13

Which of the following best describes the change in your Underground Railroad organization's revenues since the economy went into recession?

Growth Rate	2010	2009
Strong growth	1.4%	7.4%
Modest growth	4.3%	22.2%
Neither growing nor declining	44.3%	44.4%
Modest decline	35.7%	11.1%
Steeper decline	14.3%	14.8%

The shifts in growth patterns are shown in the following chart.



Question 14

On a one-to-ten scale where one means not all and ten means severe, to what extent has the current economic climate adversely affected the Underground Railroad site, institution or program with which you are most closely associated?

	2010	2009
Mean	4.9	5.0
Median	5	5
Mode	1	5

In this case, ratings of five as above indicate a midpoint between no adverse effects from the current economic climate (1) and the most severe effects (10), in other words, being definitely affected but not severely on the whole. However, 38.4 percent of respondents judged the severity of economic effects on their organizations with ratings of seven to ten, heavy to severe degrees of impact. In contrast, one in five respondents reported no adverse impact.

Question 15

Other than the economy, what do you predict will be the prime future trend in the modern Underground Railroad community? We thank a subscriber for this question.

More growth from publicity, promotion and public education	17.3%
More sites and personages with confirmed authentication	13.5%
Growth of public interest	13.5%
Correction of public policy issues	11.5%
Growth in number of identified Underground Railroad sites	9.6%
The internet as Underground Railroad portal	9.6%
Other trends	7.7%
Civil War sesquicentennial puts spotlight on Underground Railroad	5.8%
Funding difficulties	5.8%
Heritage tourism	3.8%
Better training	1.9%

Summary on the Current Underground Railroad Environment

More than half of respondents are directly involved with an Underground Railroad site, organization or program, and functionally occupied with "getting the word out" about the Underground Railroad. Many more Underground Railroad organizations are experiencing adverse impacts from the economy in 2010 than in 2009, with one in six shifting from some income to none. Nevertheless, more than half of respondents see various kinds of growth as the most likely future trend in the Underground Railroad community.

Panel D- Opinions on Underground Railroad Free Press

Question 16

We very much value your opinions on Underground Railroad Free Press and its programs to help us improve both. As a result of suggestions made by respondents in earlier Underground Railroad Free Press surveys, Free Press inaugurated several programs. We would like your opinion on these. The first is Lynx, a free comprehensive international listing of contemporary Underground Railroad organizations intended as the central registry of Underground Railroad organizations. Lynx operates at the Free Press web site at urrFreePress.com. On a one-to-ten scale where one is least and ten is most, how useful have you found Lynx? If you are not familiar with Lynx, please skip to the next question.

	<u>2010</u>	<u>2009</u>	<u>2008</u>
Mean	5.3	8.0	8.2
Median	5	9	8.5
Mode	5	9	10

The drop in ratings from 2009 to 2010 is explained by only users of Lynx being eligible to answer the question in previous years but all respondents eligible to answer in 2010 if they chose to.

Question 17

If you would like your or some other organization listed on Lynx, please provide the name, web address and brief description of the organization in the box below.

The nineteen organizations submitted by survey respondents were added to Lynx at the Free Press website bringing the total number of listed Underground Railroad organizations to 84.

Question 18

Based on past survey-takers' recommendations, Free Press also inaugurated Datebook, a free comprehensive international calendar of events of today's Underground Railroad organizations. Datebook also operates at the Free Press web site at urrFreePress.com. On a one-to-ten scale where one is least and ten is most, how useful did you find Datebook? If you are not familiar with Datebook, please skip to the next question.

	<u>2010</u>	<u>2009</u>	<u>2008</u>
Mean	6.6	8.0	8.2
Median	6.5	9	8.5
Mode	5	9	10

The drop in ratings from 2009 to 2010 is explained by only users of Datebook being eligible to answer the question in previous years but all respondents eligible to answer in 2010.

Question 19

If you would like your or some other organization's upcoming event listed at Datebook, please provide the name of the sponsoring organization, an event description, venue, dates and contact email address in the box below.

The thirteen submitted events were added to Datebook at the Free Press website.

Question 20

Free Press awards annual prizes for leadership, preservation and advancement of knowledge to deserving individuals and organizations in the contemporary international Underground Railroad community. These prizes have become the community's top honors. (If you would like to submit a nomination for one of the prizes, please visit the Free Press web site at urrFreePress.com to download a nomination form and instructions.) Where one is least and ten is most, how useful do you think the annual Free Press Prizes are to the Underground Railroad community?

	<u>2010</u>
Mean	8.1
Median	8
Mode	10

Question 21

What features below do you most enjoy reading in *Underground Railroad Free Press*? You may check as many as five.

Historical articles	84.2%
Notice of major upcoming <i>Underground Railroad</i> events	47.4%
Reporting on contemporary issues or controversies of the <i>Underground Railroad</i>	46.1%
Reporting on education on the <i>Underground Railroad</i>	36.8%
Book reviews	35.5%
Reporting on individual <i>Underground Railroad</i> safe-houses or routes	35.5%
Reporting on protection of <i>Underground Railroad</i> sites	34.2%
Reporting on major <i>Underground Railroad</i> organizations	19.7%
Editorials	18.4%
Reporting on financing of <i>Underground Railroad</i> programs	18.4%
Reporting on threats to <i>Underground Railroad</i> sites	18.4%
Reporting on plays, art, music and entertainment of the <i>Underground Railroad</i>	17.1%
Reporting on political and legal matters regarding the <i>Underground Railroad</i>	15.8%
International articles	11.8%
Letters to the editor	11.8%
Link to Datebook, <i>Free Press</i> 's calendar of events of <i>Underground Railroad</i> organizations	5.3%
Link to Lynx, <i>Free Press</i> 's list of other <i>Underground Railroad</i> organizations	2.6%
Reporting on executive changes at contemporary <i>Underground Railroad</i> organizations	1.3%

Question 22

Where one is worst and ten is best, please provide a rating of the overall relevance of topics reported in *Underground Railroad Free Press*.

	2010	2009	2008
Mean	7.8	7.3	7.7
Median	8	8	8
Mode	8	8	10

Question 23

Where one is worst and ten is best, please provide a rating of how well topics are reported in *Underground Railroad Free Press*.

	2010	2009	2008
Mean	7.8	7.4	7.5
Median	8	8	8
Mode	8	9	10

Question 24

Where one is worst and ten is best, please provide an overall rating of *Underground Railroad Free Press* as a news publication.

	2010	2009	2008	2007
Mean	7.9	7.4	7.1	7.8
Median	8	8	8	8
Mode	8	8	8	10

Question 25

Where one is worst and ten is best, please provide an overall rating of Underground Railroad Free Press in terms of the usefulness of its programs to the international Underground Railroad community. Programs include the Free Press Prizes, Lynx, Datebook, the annual surveys, archives, advertising and advocacy.

	<u>2010</u>
Mean	7.8
Median	8
Mode	9

Question 26

If there are officials, colleagues, family members, friends or others who you would like to receive Underground Railroad Free Press, please enter their email addresses in the box below and we will be sure that they begin receiving Underground Railroad Free Press with the next issue.

The many email addresses provided have been added to the Underground Railroad Free Press subscription list. We are grateful to survey participants for providing these and helping Free Press to reach a broader audience.

Summary of Opinions on Underground Railroad Free Press

With the exception of the usefulness of Lynx and Datebook which dropped to middling ratings due to a change in survey methodology, respondents continue to give high to very high ratings to Free Press reporting, programs, the Free Press Prizes and overall. Topic reporting preferences have remained much the same over the past four surveys with historical articles the runaway favorite.

Panel E- Free Press Readership

Question 27

Underground Railroad Free Press is distributed bimonthly by email notice containing a link to the current issue. Have you ever received an email notice announcing the latest issue of Free Press?

Yes	79.7%
No	20.3%

The invitation to take the survey was sent only to subscribers. The respondents who are not subscribers were invited by subscribers to take the survey and comprise those who have not received announcements of new issues of Free Press.

Question 28

If you receive email notices when a new issue of Underground Railroad Free Press is published, please answer this question. If you do not receive the notices, please skip to question 31. How often do you read Underground Railroad Free Press?

<u>Reading Frequency</u>	<u>%</u>
Each issue	60.7%
Most issues	23.0%
About half the time	11.5%
Once in a while	4.9%
Never	0.0%

The most frequent readers of Underground Railroad Free Press are writers and researchers.

Question 29

If you receive email notices when a new issue of *Underground Railroad Free Press* is published and answered less than "Most issues" in the last question, please tell us in a few words what would make you more likely to read each issue.

Only ten respondents answered this question. Their chief complaint was trying to find more time for reading in their busy schedules.

Question 30

Free Press readers often let colleagues, friends, family or others know when a new *Free Press* issue becomes available or subscribers forward the *Free Press* email notice to others. Nonsubscribers might be notified by having an issue forwarded to them by email, provided to them in print or the Internet link to the issue provided. What is your estimate of how many others read the *Underground Railroad Free Press* issues which you receive? Please enter your estimate as a numeral in the box here.

Mean	71.7
Median	2
Mode	0

We were very pleased to see that nearly three-fourths of respondents forward their issues of *Free Press* to others, a higher proportion than we would have guessed. The most frequent forwarders are writers and researchers. Two readers say that they forward their issues to 1,000 people each. Others forward to anywhere from one recipient to 100. More than half of readers forward to two or more others. Based on the results of this question, our estimate of the total readership of *Free Press* as of the May, 2010, issue is 14,800.

Summary on *Underground Railroad Free Press* Readership

Five-sixths of subscribers read all or most issues. Nearly three-fourths forward their issues of *Free Press* to at least one other reader with most forwarding to two or more bringing *Free Press* readership to nearly 15,000 readers. One in five respondents is not a subscriber.

Panel F- Contemporary Underground Railroad Institutions

Question 31

Where one is least and ten is most, how familiar would you say you are with the following modern Underground Railroad institutions?

	Annual Mean Ratings				2009-10 Change
	2010	2009	2008	2007	
<i>Underground Railroad Free Press</i>	7.4	5.8	4.7	4.4	↑
National Park Service Network to Freedom	6.4	7.0	5.8	6.3	↓
National Underground Railroad Freedom Center	5.4	4.3	4.7	4.5	↑
Yale University's Gilder-Lehrman Center	4.1	3.3	NR	NR	↑
National Museum of African-American History and Culture ³	3.7	3.7	x	x	~
The Menare Foundation	3.4	3.3	3.2	2.7	~
Google's MapMuse Underground Railroad map	3.2	3.0	2.6	2.7	~

³ The United States Department of Education's Underground Railroad program and the University of Louisville's Underground Railroad Institute are new to the 2010 survey. The latter moved to the University of Louisville from Georgetown College in 2009. The Smithsonian Institution's National Museum of African-American History and Culture, Yale University's Gilder-Lehrman Center and Swarthmore College's Friends Historical Library were new to the 2009 survey.

US Department of Education Underground Railroad program	3.1	NR	NR	NR	~
Swarthmore College's Friends Historical Library	3.0	3.2	NR	NR	~
University of Louisville's Underground Railroad Institute	2.4	x	x	x	~
Friends of the Network to Freedom Association ⁴	x	4.4	3.3	3.4	↓
Georgetown College Underground Railroad Institute	x	2.7	2.2	2.6	↓
Mean Familiarity	4.2	4.1	3.8	3.8	~

Legend

NR = not rated in a given year

x = organization did not exist in a given year

~ = no statistically significant change in mean rating of familiarity from 2009 to 2010

For the first time, *Underground Railroad Free Press* is the most recognized modern Underground Railroad institution supplanting the National Park Service's Network to Freedom program. Since its 2007 launch through 2009, Friends of the Network to Freedom Association gained in familiarity but discontinued operations in 2009. The Menare Foundation and MapMuse have registered gradually rising familiarity over four surveys. The National Underground Railroad Freedom Center, tied for second in 2008 but at fourth in 2009, bounced back into a solid third place in 2010.

Question 32

That completes your questions on your familiarity with today's Underground Railroad organizations. Now, please give us your ratings on the importance of these same organizations. Where one is least and ten is most, how important in promoting and building awareness of contemporary Underground Railroad matters would you say is each of the following Underground Railroad institutions?

	Annual Mean Ratings				2009-10 Change
	2010	2009	2008	2007	
Underground Railroad Free Press	8.4	7.6	7.1	6.6	↑
National Park Service Network to Freedom	8.3	8.3	7.6	8.1	~
National Underground Railroad Freedom Center	8.0	7.2	7.0	6.4	↑
National Museum of African-American History and Culture	8.0	8.1	x	x	~
Yale University's Gilder-Lehrman Center	7.6	7.3	NR	NR	↑
US Department of Education Underground Railroad program	7.2	NR	NR	NR	↑
Swarthmore College's Friends Historical Library	6.7	7.0	NR	NR	~
Google's MapMuse Underground Railroad map	6.6	6.9	6.1	6.5	~
The Menare Foundation	6.5	6.4	5.7	5.4	~
University of Louisville's Underground Railroad Institute	6.4	x	x	x	↑
Georgetown College Underground Railroad Institute	x	6.8	5.6	6.1	↓
Friends of the Network to Freedom Association	x	7.7	6.2	6.6	↓
Mean Importance	7.4	7.3	6.5	6.5	~

	Annual Indexes				2009-10 Change
	2010	2009	2008	2007	
National Park Service Network to Freedom	100	100	100	100	~
Underground Railroad Free Press	100	92	93	81	↑
National Underground Railroad Freedom Center	99	87	92	79	↑
National Museum of African-American History and Culture	98	98	NR	NR	~
Yale University's Gilder-Lehrman Center	93	88	NR	NR	↑
US Department of Education Underground Railroad program	92	NR	NR	NR	↑

⁴ The Friends of the Network to Freedom Association ceased operations in 2009.

<i>The Menare Foundation</i>	89	77	75	67	↑
<i>Swarthmore College's Friends Historical Library</i>	86	84	NR	NR	~
<i>Google's MapMuse Underground Railroad map</i>	86	83	80	80	↑
<i>University of Louisville's Underground Railroad Institute</i>	85	x	x	x	↑
<i>Friends of the Network to Freedom Association</i>	x	93	82	81	↓
<i>Georgetown College Underground Railroad Institute</i>	x	82	74	75	↓
Mean Index	93	88	85	81	↑

For 2010, there is a virtual four-way tie among *Underground Railroad Free Press*, the Network to Freedom, the Freedom Center and the National Museum of African-American History and Culture in how the international Underground Railroad community ranks importance of Underground Railroad organizations.

Conclusions on Contemporary Underground Railroad Institutions

Among major Underground Railroad institutions, the National Underground Railroad Freedom Center and *Underground Railroad Free Press* rose in familiarity while the Network to Freedom and the dropped. For the first time, *Free Press* ranked higher in either familiarity or importance to the Underground Railroad community than any other Underground Railroad organization. One significant organization, Friends of the Network to Freedom Association, folded in 2009 and another, the Underground Railroad Institute, relocated from Georgetown College to the University of Louisville.

Panel G- Underground Railroad Community Demographics

Question 33

The following demographic questions are important in being able to analyze how the knowledge, attitudes and practices of different groups of respondents might vary on issues regarding the Underground Railroad. Again, you are taking this survey anonymously. In which of the following categories is your age?

	2010	2009	2008	2007
Mean	56.6 years	53.8 years	52.2 years	48.3 years
Median	63.2 years	59.6 years	58.2 years	55.4 years
Mode	Sixties	Sixties	Fifties	Sixties

Question 34

Which is your gender?

	2010	2009	2008	2007
Female	57.5%	59.3%	59.6%	60.0 %
Male	42.5%	40.7%	40.4%	40.0%

Question 35

Please indicate which of the following types of Underground Railroad involvement describe your involvement. If you are involved in more than one way, please check each way you are involved.

1. Descendant of freedom seeker, conductor, safe-house operator or abolitionist	25.0%
2. Elected public official	3.8%
3. Staff of elected public official	1.3%
4. Staff of other public official	0.0%
5. Public-sector Underground Railroad program operator, employee or volunteer	11.3%
6. Federal government employee but not 2, 3 or 4 above	3.8%

7. State or local government employee but not 2, 3 or 4 above	16.3%
8. Underground Railroad site owner or site operator	11.3%
9. Private-sector program operator, employee or volunteer including nonprofits but not 7 above	21.3%
10. Donor to one or more Underground Railroad programs or employee or volunteer of donor	25.0%
11. University or college faculty	17.5%
12. Grade school, middle school or high school faculty	6.3%
13. Writer or researcher	47.5%
14. None of the above but interested in the Underground Railroad	11.3%

The proportions sum to more than 100 percent because respondents were allowed to choose multiple involvements.

This distribution of types of Underground Railroad involvement is very similar to distributions from previous surveys with the exception that more writers and researchers are represented in the 2010 survey. However, 2010 results to this questions are not directly comparable to previous years' results since in previous years respondents were limited to one role while in 2010 they could choose more than one. In broader categories of involvement consolidated from above, we have the following rather balanced distribution of roles in the international Underground Railroad community.

	<u>2010</u>	<u>2009</u>
Private-sector involvement in the Underground Railroad including donors	28.6%	31.3%
Writers and researchers	23.6%	17.4%
Public-sector involvement in the Underground Railroad	18.0%	19.2%
Descendants of Underground Railroad figures	12.4%	8.4%
Educators	11.8%	4.6%
General public interested in the Underground Railroad	5.6%	19.8%

Question 36

Which one of the following occupational title levels best describes your primary position in employment whether or not your employment involves the Underground Railroad? If retired, please select the title which best describes the highest position which you occupied before retiring.

CEO/Chairman/board of directors/Administrator/Executive Director/General Manager	21.9%
COO/President ⁵ /Vice President/ Associate or Assistant Administrator or General Manager	4.7%
CFO/Controller/Treasurer [not board director]/Staff-level director [not board director]	6.3%
Full Professor	9.4%
Associate or Assistant Director/Associate or Assistant Professor	14.1%
Manager	20.3%
Analyst/Accountant/Professional/Staff officer [but not corporate officer]	9.4%
Supervisor/Coordinator	9.4%
Clerical staff	4.7%
Student	0.0%

This distribution is very similar to last year's and indicates a good mix of title levels among readers and in the international Underground Railroad community, again this year with a particularly good representation of chief executive officers.

Question 37

In the box below, please type the Postal Service's two-letter abbreviation of the name of the state in which you work, for example, RI for Rhode Island. For respondents working outside the United States, please indicate your country of work. For retired respondents, please indicate your state or country of primary residence.

⁵ Unless CEO

	2010	2009	2008	2007
United States respondents	96.2%	97.5%	96.6%	99.0%
Canadian respondents	3.8%	2.5%	3.4%	1.0%
Respondents from other countries	0.0%	0.0%	0.0%	0.0%

The distribution of respondents within the United States is:

	2010	2009	2008	2007
Northeast	42.1%	34.2%	46.1%	26.9%
Mid-Atlantic	32.9%	36.7%	31.5%	40.4%
Midwest	11.8%	19.0%	9.0%	8.7%
South	9.2%	7.6%	7.9%	19.2%
West	3.9%	2.5%	2.2%	4.8%

Conclusions on Respondent Demographics

Aside from ageing, survey respondent demographics have remained much the same since 2007 when the *Free Press* surveys began, the most typical respondent being a well-educated female writer, researcher, chief executive officer or manager in her fifties or sixties working for an east-coast private-sector Underground Railroad entity.

Appendix One Comments From Survey Question 6

Modern Achievements of Descendants of African-Canadian Underground Railroad Freedom Seekers

In the following bulleted list are some of the accomplishments of the descendants of fugitives Samuel Hall (1828-1913), born in Maryland, died in Niagara Falls, Canada, and Charles Williams, born in Maryland and died in 1897 in Montreal, Canada. These two freedom seekers ended up together in at least one family tree.

- ✦ In 2008, a descendent, presently a faculty member and researcher at Cambridge University in Britain, received a \$50,000 Mellon prize for his computer development work.

- ✦ A female descendant who died in 2005 at the age of 83 served during World War II as an assistant to Sir William Stevenson in a highly secret courier and code-breaking intelligence operation. She was Canadian born and an agent of British Intelligence.

- ✦ Two World War I veterans of the Canadian Artillery Regiment, one of whom became part of a well known military entertainment group in France, became professional Vaudeville performers upon returning to Canada.

- ✦ A 1948 winner of the Metropolitan Opera's national singing competition went on to perform for Chicago and San Francisco opera companies and later taught music in Dallas, Texas.

- ✦ Other notable Hall family members include three lawyers, two physicians, a number of teachers, a journalist and "one who played the horses".

Alton C. Parker became the first Black detective in Canada and received many awards including the Order of Canada.

Annette Johnson is a program director at the New York State Department of Health and a doctoral candidate. Some of her ancestors fled to Canada before the Civil War.

Reports one reader, "Around 1984, I visited a Brooklyn, New York school in the historic Weeksville settlement. In 1995, on the centennial of the death of Frederick Douglass, I escorted the school's principal, Ms. Nettie Washington Douglass-Morris, to the stage in Rochester, New York, following a play based on the life of her famous forebear. In recent years, the Douglass-Morris family launched a foundation to engage school children in studying how the problem of modern-day slavery might be addressed around the world. I am grateful that the family has praised us who do re-enactments and plays about their ancestors and also continuously challenged those who make false claims about ancestry for the purpose of cashing in."

Another reader responded, "I am the first descendant of escaped slaves to attain the rank of Lieutenant Colonel in the Canadian Forces, the highest rank so far that any African-Canadian has managed to attain."

Barrister James Robinson Johnston was the first of his race to graduate from Canada's Dalhousie University and to practice law in Nova Scotia.

The Knox family produced William H. Carney, a sergeant in the 54th Massachusetts Colored Infantry during the Civil War, who was the first African-American in United States history to be awarded the Congressional Medal of Honor. The family also produced an ambassador.

Booker T. Washington's family, Frederick Douglass' family, and present-day Underground Railroad expert Jerry Gore of Kentucky all descend from freedom seekers who at one time lived in North Buxton, Canada.

The son of Tudor Grant of Oswego, New York, invented the golf tee.

Measha Bruggers-Gosman is a Canadian opera singer whose ancestors went north with the Black Loyalists in 1783 and settled in Canada.

Among the Watkins family of Windsor (Sandwich), Ontario, David Watkins received the 2007 Governor-General of Canada Award for excellence in teaching; Hilda Watkins served as president of the Ontario Teachers Federation; Homer Watkins had a street named for him for his local activism; Howard Watkins became the second Black police detective in Windsor; and Russell Small became a 33rd Degree Mason.

Robert Seeley of Upper Darby, Pennsylvania, a descendant of Delaware Stationmaster Thomas Garrett, is heavily involved in Underground Railroad educational and commemorative causes, and continues his genealogical research which he shares freely. (It is not clear that this case involves the descendant of an African-Canadian freedom seeker.)

Appendix Two Survey Welcome and Thank You

Part I- Welcome

Thank you for taking your time to complete the 2010 *Underground Railroad Free Press* Survey which you are taking anonymously and should require only about five to ten minutes of your time. Your input will be of great value to the international Underground Railroad community to which survey results will be provided by *Underground Railroad Free Press* which sponsors these annual surveys. Your input will also help *Free Press* in shaping its future content and programs. You will be privy to full survey results when they are posted on our web site in June. Thank you again.

We are grateful to the chief executive officers of several Underground Railroad organizations and to *Free Press* subscribers who suggested useful questions which appear in the 2010 survey.

Part II- The Survey

Part II consisted of the survey's questions shown in section IV of this report.

Part III- Thank You

Thank you very much for taking your time to complete this survey. Results will be summarized in the July, 2010, issue of *Underground Railroad Free Press*, shown in downloadable detail on our website and provided to major Underground Railroad organizations and others for their use. Survey results will also be used to improve *Underground Railroad Free Press* and align its content and programs with suggestions offered by survey respondents.

Appendix Three Interpreting Survey Results

Margins of Error

Statistically, there are three general levels of accuracy attainable from surveys.

Small Samples

The least accurate sample is what is referred to as a small sample which involves samples of less than 30. Small-sample analysis requires looser tools of analysis, sacrifices flexibility through use of these tools and results in the least confident conclusions. Small-sample analysis was not used for this survey.

Large Samples

At sample sizes of 30 and beyond, different, less sacrificing statistical tools are used for analysis yielding less error and higher confidence in results. The 2010 survey sample is a large sample.

Optimal Samples

Generally, a total sample size of 384 is necessary for a survey in order to guarantee never more than five percent error in the worst case, no matter the proportion examined. The worst case for error for a sample proportion occurs for a sample proportion of fifty percent, error for other proportions being less.

Measures of Central Tendency

We find it useful to refresh readers of survey reports on the three measures of central tendency of a series of data — the mean, the median and the mode. These three measures of central tendency are the most basic of summary statistics and among the most useful and most often used.

Mean

The mean is the same as an average and is the sum of the observations in a data series divided by the number of observations. For example, a basketball player's scoring average is calculated by adding all the points he or she has scored in a season and then dividing by the number of games played.

Median

The median is the middle observation of a ranked data series, and has as many observations above it as below it in the ranking. The median of the series 5, 50, 500, 5000, 50000 is 500 which has two observations on either side of it. The median of the series 1, 1, 1, 1, 2, 2, 3 is 1 which has three observations on either side of it. A median can sometimes be expressed as a fractional number which was not an actual observed number in a data series, for example, 8.5. While respondents in a one-to-ten Likert Scale choice in this survey had no choice of a rating of 8.5, this value as a median could result when there were equally many responses with a rating of 8 or below as 9 or above.

The Mode

The mode of a data series is the observation that occurs most often in the series. In the second series above, the mode, is 1. The first series above has no mode as no one observation occurs most often. When data are categorized, the modal category is the one containing the highest number of observations. A bimodal distribution is one in which two observations tie for being most frequent.

Caution In Using Pooled Results

For some questions in this survey, pooling of results could lead to misleading interpretations, masking otherwise well-defined results of different groups of respondents. The experiences of the groups, and therefore their respective knowledge, attitudes and practices, can vary significantly and attempting to draw conclusions based on their mix of different experiences might sometimes be unwarranted.

As an exaggerated example, if a survey were conducted in Ottawa and Miami on knowledge, attitudes and practices regarding snow blowers, pooling the two very different sets of results would not reflect the experiences of either group and would be utterly misleading in drawing any conclusions on snow blowers.

In the 2010 Underground Railroad Survey, differences between, for example, Underground Railroad researchers versus program operators or site owners could be blurred when their results are pooled, and pooled results might be misleading to the user if subjected to unsupported interpretations. Therefore, depending on the question, caution is urged in taking interpretations of pooled results too far.

Appendix Four Reduction of Sampling Error Through the Sampling Fraction

Let n equal a sample size and N equal the size of the population from which the sample is drawn. When the sampling fraction, n/N , is more than five percent, random sampling error begins to be appreciably reduced and therefore a smaller sample size to insure no more than a given percentage error, e , becomes possible. Then, the Finite Population Multiplier, FPM, reduces the standard error of a sampling statistic such as a mean or proportion as follows:

$$\text{FPM} = \sqrt{\frac{N - n}{N - 1}}$$

$$\text{Error reduction} = 1 - \text{FPM}$$

For example, a survey of 105 of 1,655 property owners in a community for an agency of a state government involved the following population and sample sizes. In this case, random error from sampling was reduced as follows:

- ✚ $n = 105$
- ✚ $N = 1,655$
- ✚ $n/N = .063$

Thus, 6.3 percent of the population was sampled. While it is possible that the sample included more than one response from the same parcel, we still have 105 responses from 1,655 parcels.

Then, using the formula above, the finite population multiplier, $\text{FPM} = .968$ and error is reduced by the complement of this, or 3.2 percent, not a very significant amount.

In another example, exactly half of the *Fortune* 500 companies responded to a survey. In this case,

- ✚ $n = 250$
- ✚ $N = 500$
- ✚ $n/N = .500$

and the finite population multiplier is $.707$ leading to a 29.3 percent reduction in random error from sampling, an appreciable amount.