



The 2013 *Underground Railroad Free Press* Survey  
of the International Underground Railroad Community

Commissioned and reported by  
*Underground Railroad Free Press*

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## I. Summary of Survey Results

The 2013 *Free Press* Survey of the International Underground Railroad Community reveals a significant broadening of the community, many new to it learning about the Underground Railroad for the first time, and continued recovery of Underground Railroad organizations from the Great Recession. More organizations report involvement in Underground Railroad work than ever before, with their mean annual budget having quadrupled to over \$20,000 from 2010 when the economy was beginning to recover from the Great Recession. Nearly 90 percent now report stability or growth in annual revenues.

The international Underground Railroad community's self-rating of Underground Railroad knowledge and its experience visiting Underground Railroad sites have held very constant since 2007. A quarter of respondents have yet to visit an Underground Railroad site but these are mostly *Free Press* readers new to the Underground Railroad. The 2013 survey saw a jump in the general public taking the survey, especially those at middle management levels.

Survey takers' mean familiarity with the eleven most prominent American and Canadian Underground Railroad institutions dropped to barely 4 on a 10-point scale, with no organization gaining familiarity above 6.7, *Free Press's* rating. No Underground Railroad organizations mentioned in the 2013 survey rose in familiarity from 2012. Survey takers evaluated the effectiveness of the same eleven institutions in promoting and building awareness of contemporary Underground Railroad matters as below average overall, with a mean rating of 4.3 on the 10-point scale. However, the decline in ratings has a silver lining as it is due to the broadening of the international Underground Railroad community beyond those familiar with it into the general public, many of whom are just being introduced to the Underground Railroad and are yet to become familiar with its main contemporary organizations.

Two of every five survey respondents forward *Free Press* to at least one other person, with some forwarding each issue to over a thousand, boosting 2013 readership to over 150,000 per issue. *Free Press's* market share among competing Underground Railroad news publications has held steady at about 70 percent since 2010.

Full reports of findings from the 2013 survey and others back to the first in 2007 are available to view or download at the Archives page on the *Free Press* website.

## II. Background of the 2013 Underground Railroad Survey

### Survey Population and Sample

All of the nearly 5,000 individuals and organizations on the *Underground Railroad Free Press* subscriber list as of May, 2013, were invited by email to participate in the 2013 survey. *Free Press's* email list 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 many others not directly involved but interested in the Underground Railroad.

With survey invitees consisting mainly of those with a special interest in the Underground Railroad, the *Free Press* surveys are not surveys of the public but of an affinity group 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 2013 survey was announced to *Free Press* readers by an advance notice in the May 15, 2013, issue of *Underground Railroad Free Press*. The invitation to participate in the 2013 Underground Railroad Survey was emailed on June 2 and followed up by reinvitation on June 25.

The resulting sample size was 134. Subscribers receiving the email invitations to take the survey were invited to ask others to participate with the resulting sample including 21 non-subscribers.

## Administration of the Survey

The survey was administered by a 33-question instrument at the web site of *Underground Railroad Free Press's* online survey administration vendor, SurveyMonkey.com, from June 2 to July 3, 2013. Survey data were analyzed by proprietary survey analysis software provided by *Free Press's* survey research vendor, Michael Strategic Analysis, and customized for this survey. Data were 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 surveyed, i. e., when a census is taken, random error is reduced to zero. In the 2013 Underground Railroad Survey, error was reduced in this fashion by 1.5 percent. Please see the appendices 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 proportions in which the entire sample responded is  $\pm 8.3$  percent. Random error is greater for questions to which the full sample did not respond. Random error levels in this survey may generally be regarded as acceptable though rather broad in interpreting survey results.

### Confidence Intervals For Survey Statistics

#### For Proportions

Comparisons of confidence intervals for proportions in the 2013 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%	39.0% to 61.0%	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 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 16 asking respondents to provide a rating of the overall relevance of topics reported in *Underground Railroad Free Press*. With 95-percent confidence, the resulting mean was  $8.74 \pm 0.43$  rating points on the one-to-ten Likert Scale used, a range from 8.31 to 9.17. In other words, we can be 95-percent confident that the true rating is not less than 8.31 nor higher than 9.17, a narrow enough range permitting reasonable confidence in the measured mean rating.

The maximum random error for any question involving a mean in this survey is from question 28 asking how effective respondents believe York University's Harriet Tubman Institute is in promot-

ing and building awareness of the Underground Railroad. Here we have a 95-percent confidence interval of  $2.62 \pm 0.73$  on the one-to-ten Likert Scale, a range from 1.89 to 3.36. Here, we can be 95-percent confident that the true one-to-ten-scale rating of effectiveness of this program is not less than 1.89 nor more than 3.36, a range, even though the broadest, which provides a fairly 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 online are shown verbatim in *italics* below.

### Format of Presentation of Responses

#### For Frequency Distributions

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

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

#### For Measures of Central Tendency

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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. See the appendices here for a refresher on mean, median, mode and other statistical interpretations.

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

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

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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 2013 Survey Results

Several questions in the 2013 survey were carried forward from previous surveys permitting year-to-year tracking and trend analysis. In such instances below, results and trends are provided for the seven years in which these surveys have been conducted.

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

##### Question 1

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*For purposes of useful year-to-year tracking of trends, some questions are repeated in Underground Railroad Free Press surveys each year as are this and the next several questions. 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? In this and following questions, if you are not familiar with the topic of a question, please mark "Unfamiliar" rather than skipping the question.

	2013	2012	2011	2010	2009	2008	2007
Mean	6.7	6.9	6.6	6.8	6.8	6.8	6.4
Median	7	7	7	7	7	7	7
Mode	8	8	8	7	7	7	7

## 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.

Note: In surveys through 2010, respondents had only one answer choice to this question. Since 2010 they made as many choices as desired. Therefore columns in the following table total to greater than 100 percent beginning with 2011. This change permits knowing what proportion of respondents use a particular source whether or not it is their primary source.

Source	2013	2012	2011
Books on the Underground Railroad	63.5%	58.7%	68.1%
Academic Underground Railroad publications	54.8%	54.6%	56.9%
<i>Underground Railroad Free Press</i>	51.6%	56.6%	35.6%
Internet searches	47.6%	42.3%	46.3%
Other [Respondents entered a response]	28.6%	25.0%	38.9%
Network to Freedom <i>Conductor</i> newsletter	11.1%	10.7%	7.9%
Underground Railroad Freedom Center newsletter	9.5%	8.2%	8.3%

"Other" responses above included, in rank order, museums, local sources, own research, and conferences.

## Market Shares of Underground Railroad News Publications

On a day-to-day basis, respondents use books, academic publications, *Free Press* and the Internet most often as sources of information on the Underground Railroad, especially true of researchers, writers and university faculty. Among the three news publications above regularly operating in 2013, frequency distributions of their readership normalized to include just these three 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.

Publisher	2013		2012		2011		2010		2009		2008		2007	
	Share	Index	Share	Index	Share	Index	Share	Index	Share	Index	Share	Index	Share	Index
Free Press	71.5%	100	75.0%	100	66.9%	100	67.0%	100	53.6%	100	55.0%	100	49.2%	100
Network to Freedom	15.4%	21	14.2%	19	14.8%	22	14.8%	22	26.8%	50	18.9%	34	24.6%	50
Freedom Center	13.2%	19	10.9%	15	15.6%	23	14.8%	22	12.4%	23	5.8%	11	5.7%	12

## Question 3

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

	2013	2012	2011	2010	2009	2008	2007
Yes	75.2%	78.4%	82.2%	82.3%	83.5%	76.3%	73.6%
No	24.8%	21.6%	17.8%	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.]

	2013	2012	2011	2010	2009	2008	2007
Mean	17.5	13.2	11.9	12.5	12.0	11.5	10.7
Median	13.4	9.8	7.4	7.9	7.2	8.0	7.0
Mode	6-10	1-5	6-10	6-10	1-5	6-10	1-5

**Summary On Underground Railroad Knowledge and Status**

The international Underground Railroad community's self-rating of Underground Railroad knowledge and its experience visiting Underground Railroad sites has held very constant since 2007. A quarter of respondents have yet to visit an Underground Railroad site but these are probably *Free Press* subscribers new to the Underground Railroad. *Free Press's* market share since 2010 has held steady at about 70 percent.

**Panel B- Environment of the Underground Railroad Community**

**Question 5**

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

Yes ..... 40.9%  
 No ..... 59.1%

**Question 6**

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	2013	2012	2011	2010	2009
No budget	46.7%	56.3%	42.7%	56.7%	33.9%
Up to \$10,000	16.0%	14.1%	15.6%	7.8%	25.4%
\$10,001 to \$25,000	8.0%	7.0%	11.5%	5.6%	6.8%
\$25,001 to \$50,000	5.3%	3.9%	4.2%	6.7%	8.5%
\$50,001 to \$100,000	5.3%	3.9%	14.6%	5.6%	10.2%
\$100,001 to \$250,000	4.0%	4.7%	6.3%	11.1%	5.1%
\$250,001 to \$500,000	9.3%	4.7%	4.2%	3.3%	0.0%
\$500,001 to \$1,000,000	1.3%	2.3%	0.0%	0.0%	3.4%
More than \$1,000,000	4.0%	3.1%	1.0%	3.3%	6.8%

  

	2013	2012	2011	2010	2009
Mean	\$23,001	\$17,266	\$21,094	\$6,333	\$9,434
Median	\$2,063	No budget	\$4,679	No budget	\$6,060
Mode	No budget	No budget	No budget	No budget	No budget

Signups at Lynx over the past year or continue to be mostly newer organizations. In some measure this explains why nearly half of responding organizations in the 2013 survey indicate operating without a budget. The higher 2013 median budget indicates that, on the whole, those with budgets had higher budgets in 2013 than in 2012, a sign of a recovering economy.

**Question 7**

Which of the following best describes the change in your Underground Railroad organization's revenues from 2011 to last year?

Growth Rate	2013	2012	2011	2010	2009
Strong growth	7.6%	1.8%	3.2%	1.4%	7.4%
Modest growth	19.7%	18.2%	28.4%	4.3%	22.2%

Neither growing nor declining	60.6%	62.7%	54.7%	44.3%	44.4%
Modest decline	9.1%	11.8%	10.5%	35.7%	11.1%
Steeper decline	3.0%	5.5%	3.2%	14.3%	14.8%

**Question 8**

*If you could recommend only one Underground Railroad safe-house or route for others to visit, which site would it be?*

See below.

**Question 9**

*In a keyword or two, what would you say is special about the site you chose in the question above?*

Responses to questions 8 and 9 are summarized together in Appendix Two of this report. The list there offers a nice choice of Underground Railroad sites to visit.

**Summary on the Underground Railroad Environment**

The 2013 survey reveals continued recovery of Underground Railroad organizations from the Great Recession. In 2013, there are more organizations involved in Underground Railroad work. Their mean annual budget has quadrupled from 2010 when the economy was beginning to recover from the recession. Seven of every eight report stability or growth in annual revenues.

**Panel C- Your Opinions on Underground Railroad Free Press**

**Question 10**

*We very much value your opinions on Underground Railroad Free Press and its programs to help us improve both. We would like your opinion on these. The first is Lynx, a free comprehensive international listing of contemporary Underground Railroad organizations which serves as the central registry of Underground Railroad organizations. Lynx now lists over 140 Underground Railroad organizations at the Free Press web site at [urrFreePress.com](http://urrFreePress.com). On a one-to-ten scale where one is least important and ten is most, how important do you believe it is to the international Underground Railroad community to have a central registry?*

	2013	2012	2011	2010	2009	2008
Mean	8.9	9.0	8.2	6.6	8.0	8.2
Median	10	10	9	6.5 <sup>1</sup>	9	8.5
Mode	10	10	10	5	9	10

**Question 11**

*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 28 organizations submitted not already listed at Lynx were added to Lynx at the Free Press website bringing the total number of listed Underground Railroad organizations to over 140.

<sup>1</sup> A median ending in .5 may occur when there is an even number of responses with as many at one rating and above as at the next lower rating and below. Here, for example, there were 73 ratings of 7 or above, and 73 of 6 or below yielding the median of 6.5 even though 6.5 was not an answer choice.



**Question 12**

Free Press also operates Datebook, a free comprehensive international calendar of events of Underground Railroad organizations at [urrFreePress.com](http://urrFreePress.com). On a one-to-ten scale where one is least important and ten is most, how important do you believe it is to the international Underground Railroad community to have a central event calendar?

	2013	2012	2011	2010	2009	2008
Mean	8.9	8.7	8.2	6.6	8.0	8.2
Median	10	9	9	6.5	9	8.5
Mode	10	10	10	5	9	10

**Question 13**

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.

Submitted events were added to Datebook at the Free Press website.

**Question 14**

Free Press awards annual prizes for leadership, preservation and advancement of knowledge to deserving individuals and organizations in the international Underground Railroad community, the community's top honors. (To submit a nomination for one of the prizes, visit the Free Press web site.) On a one-to-ten scale where one is least important and ten is most, how important do you believe it is to the international Underground Railroad community to award annual prizes for outstanding Underground Railroad work?

	2013	2012	2011	2010
Mean	8.3	8.3	7.9	8.1
Median	9	9	8	8
Mode	10	10	10	10

**Question 15**

In 2013, Underground Railroad Free Press launched Free Press Books, a new publishing arm which provides a more viable outlet than offered by other publishers for authors of books and shorter publications on the Underground Railroad and related topics. Which of the following probability ranges do you feel is how likely you are or your organization is to explore publication through Free Press Books in the next five years?

Probability	Frequency
0%	15.7%
1-20%	20.0%
21-40%	14.3%
41-60%	22.9%
61-80%	12.9%
81-99%	5.7%
100%	8.6%
Mean	49.8%
Median	40.0%
Mode	41-60%

**Question 16**

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

	2013	2012	2011	2010	2009	2008
Mean	8.0	8.5	8.1	7.8	7.3	7.7
Median	8	9	8	8	8	8
Mode	8	9	9	8	8	10

**Question 17**

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

	2013	2012	2011	2010	2009	2008
Mean	8.0	8.6	8.0	7.8	7.4	7.5
Median	8	9	8	8	8	8
Mode	8	9	9	8	9	10

**Question 18**

Most Free Press articles are brief summaries of a third of a page pointing the reader to websites or print publications with more information on the topic. Our longer articles run up to a full page or more. Generally speaking, which would you rather see in Free Press?

Short articles pointing to more information .....	58.8%
Longer articles providing a digest of a topic .....	27.5%
Lengthier articles fully covering a topic.....	13.8%

**Question 19**

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

	2013	2012	2011	2010	2009	2008	2007
Mean	8.2	8.8	7.9	7.9	7.4	7.1	7.8
Median	8	9	8	8	8	8	8
Mode	8	9	10	8	8	8	10

**Question 20**

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.

	2013	2012	2011	2010
Mean	8.3	8.4	8.0	7.8
Median	9	9	8	8
Mode	10	9	10	9

**Question 21**

In a few words, what would you suggest be changed or added to Free Press programs to improve their usefulness to the international Underground Railroad community?

Most respondents recommended that *Free Press* be kept as is. Other recommendations included reporting of personal testimonies, expanding *Free Press* visibility, providing a bibliography of Underground Railroad publications, and asking *Free Press* readers to recommend to write letters and articles to their local print outlets to broaden public education. Each of these recommendations will be incorporated into existing *Free Press* programs over the next twelve months.

**Question 22**

*In a few words, what would you suggest be changed or added to the Free Press newsletter to improve it?*

Most suggested keeping the newsletter as is. Recommendations included more illustrations, interviews, and reporting on Native American Underground Railroad involvement. A suggestion from the 2012 survey resulted in *Free Press* revamping the entire format of the publication.

**Question 23**

*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 current 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

We thank survey respondents for their continued high ratings of *Free Press* and its programs, and their suggestions for improvement.

**Panel D- Free Press Readership****Question 24**

*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 an issue of Free Press?*

	2013	2012	2011	2010
Yes	75.6%	83.0%	63.3%	79.7%
No	24.4%	17.0%	36.7%	20.3%

The invitation to take the survey was sent only to subscribers. 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 25**

*If you receive email notices when new issues of Underground Railroad Free Press are published or if someone forwards the notices to you, please answer this question. How often do you read Underground Railroad Free Press?*

Reading Frequency	2013	2012	2011	2010
Each issue	40.0%	37.0%	43.6%	60.7%
Most issues	29.3%	30.4%	35.0%	23.0%
About half the time	8.0%	18.1%	11.1%	11.5%
Once in a while	14.7%	10.1%	10.3%	4.9%
Never	8.0%	4.3%	0.0%	0.0%

**Question 26**

*Free Press readers often let colleagues, friends, family or others know when a new Free Press issue becomes available or readers often 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 being provided the Internet link to the issue. Which of the following choices is your best estimate of how many others you notify when Underground Railroad Free Press issues become available or to whom you distribute Free Press or email the link to the latest issue?*

	2013	2012	2011	2010
Mean	66.4	41.7	34.8	71.7
Median	2	1	1	2
Mode	0	0	0	0

Of the 2013 survey's respondents, nearly half (46 percent) say that they forward each *Free Press* issue to at least two other people. There are two subscribers just among 2013 survey respondents who reported that they each invite between 201 and 1,000 others to read *Free Press*, and one subscriber who invites more than 1,000. (Whoever you are, we very much thank you!) The 53 respondents who forward issues do so to an approximate total of 3,500 other readers for the mean of 66.4 above. If the remainder of *Free Press*'s 4,601 subscribers forward to only half as many each, this translates to approximately 152,000 total readers as of July 2013. What has not been estimated yet is how many non-subscriber readers who have had *Free Press* forwarded to them then invite others to read *Free Press*. Some do, so readership could actually be somewhere in excess of 152,000.

**Summary on Underground Railroad Free Press Readership**

As readership broadens to the general public, proportions of readers reading each issue or most issues has dropped from 67 percent in 2010 to 40 percent in 2013. Two of five survey respondents forward *Free Press* to at least one other person, with some forwarding to over a thousand. This boosts readership to over 150,000 per issue.

**Panel E- Contemporary Underground Railroad Institutions**

**Question 27**

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						
	2013	2012	2011	2010	2009	2008	2007
<i>Underground Railroad Free Press</i>	6.7	7.3	7.2	7.4	5.8	4.7	4.4
National Park Service Network to Freedom	6.4	6.7	7.0	6.4	7.0	5.8	6.3
National Underground Railroad Freedom Center	5.3	5.7	6.5	5.4	4.3	4.7	4.5
Smithsonian Museum of African-American History and Culture	4.6	4.6	5.3	3.7	3.7	x	x
Yale University's Gilder-Lehrman Center	3.9	3.7	5.3	4.1	3.3	NR	NR
The Menare Foundation	3.3	3.3	4.7	3.4	3.3	3.2	2.7
Swarthmore College's Friends Historical Library	3.1	3.1	4.9	3.0	3.2	NR	NR
US Department of Education Underground Railroad program	3.0	3.0	4.7	3.1	NR	NR	NR
York University's Tubman Center	2.9	3.0	NR	NR	NR	NR	NR
Google's MapMuse Underground Railroad map	2.8	3.2	4.1	3.2	3.0	2.6	2.7
University of Louisville's Underground Railroad Institute	2.1	2.2	3.5	2.4	x	x	x
Mean Familiarity	4.0	4.2	5.3	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

**Question 28**

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

Note: The wording of this question through 2011 asked respondents to rate the importance rather than the effectiveness of the institutions. This accounts for the across-the-board lower ratings since 2012. That is, respondents rate the institutions' effectiveness lower than their importance.

	Annual Mean Ratings						
	2013	2012	2011	2010	2009	2008	2007
<i>Underground Railroad Free Press</i>	6.7	7.5	8.0	8.4	7.6	7.1	6.6
National Park Service Network to Freedom	6.2	7.0	8.2	8.3	8.3	7.6	8.1
National Underground Railroad Freedom Center	5.2	6.4	8.0	8.0	7.2	7.0	6.4
Smithsonian Museum of African-American History and Culture	4.8	5.9	8.1	8.0	8.1	x	x
Yale University's Gilder-Lehrman Center	4.3	5.8	8.0	7.6	7.3	NR	NR
Swarthmore College's Friends Historical Library	3.6	4.5	7.4	6.7	7.0	NR	NR
US Department of Education Underground Railroad program	3.5	4.8	7.9	7.2	NR	NR	NR
York University's Tubman Center	3.4	4.6	NR	NR	NR	NR	NR
Google's MapMuse Underground Railroad map	3.3	5.1	7.6	6.6	6.9	6.1	6.5
The Menare Foundation	3.3	4.1	7.6	6.5	6.4	5.7	5.4
University of Louisville's Underground Railroad Institute	2.6	3.9	7.1	6.4	x	x	x
Mean Importance	4.3	5.4	7.8	7.4	7.3	6.5	6.5

	Annual Indexes						
	2013	2012	2011	2010	2009	2008	2007
<i>Underground Railroad Free Press</i>	100	100	95	100	92	93	81
National Park Service Network to Freedom	93	93	100	100	100	100	100
National Underground Railroad Freedom Center	78	85	95	99	87	92	79
Smithsonian Museum, African-American History and Culture	72	79	99	98	98	NR	NR
Yale University's Gilder-Lehrman Center	64	77	95	93	88	NR	NR
Google's MapMuse Underground Railroad map	54	68	91	86	83	80	80
US Department of Education Underground Railroad program	52	64	95	92	NR	NR	NR
York University's Tubman Center	51	61	NR	NR	NR	NR	NR
Swarthmore College's Friends Historical Library	49	60	90	86	84	NR	NR
The Menare Foundation	49	55	91	89	77	75	67
University of Louisville's Underground Railroad Institute	39	52	89	85	x	x	x
Mean Index	64	67	94	93	88	85	81

**Conclusions on Contemporary Underground Railroad Institutions**

Mean familiarity with the eleven most prominent Underground Railroad institutions is barely 4 on the 10-point scale, with no organization having familiarity above 6.7. No mentioned Underground Railroad organizations rose in familiarity from 2012 to 2013. Respondents evaluate the effectiveness of the same institutions in promoting and building awareness of contemporary Underground Railroad matters as below average overall, with a mean rating of 4.3. The decline in ratings probably has to do with the broadening of the international Underground Railroad community beyond those familiar with it into the general public just being introduced to the Underground Railroad.

**Panel F- Underground Railroad Community Demographics**

**Question 29**

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?

	2013	2012	2011	2010	2009	2008	2007
Mean	58.6	56.9	56.8	56.6	53.8	52.2	48.3
Median	64.3	63.0	58.9	63.2	59.6	58.2	55.4
Mode	Sixties	Sixties	Sixties	Sixties	Sixties	Fifties	Sixties

### Question 30

Which is your gender?

	2013	2012	2011	2010	2009	2008	2007
Female	54.1%	56.1%	60.4%	57.5%	59.3%	59.6%	60.0%
Male	45.9%	43.9%	39.6%	42.5%	40.7%	40.4%	40.0%

### Question 31

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.

	2013	2012
1. Descendant of freedom seeker, conductor, safe-house operator or abolitionist	1.2%	3.4%
2. Elected public official	2.4%	0.7%
3. Staff of elected public official	0.0%	0.0%
4. Staff of other public official	0.0%	0.7%
5. Public-sector Underground Railroad program operator, employee or volunteer	2.4%	2.8%
6. Federal government employee but not 2, 3 or 4	1.2%	2.1%
7. State or local government employee but not 2, 3 or 4	8.2%	6.9%
8. Underground Railroad site owner or site operator	4.7%	4.1%
9. Private-sector program operator, employee or volunteer including nonprofits but not 7	14.1%	14.5%
10. Donor to Underground Railroad programs or employee or volunteer of donor	5.9%	6.9%
11. University or college faculty	9.4%	11.0%
12. Grade school, middle school or high school faculty	2.4%	4.1%
13. Writer or researcher	18.8%	22.1%
14. None of the above but interested in the Underground Railroad	29.4%	20.7%

The main way that the 2013 distribution of roles differs from 2012's is that the proportion of respondents uninvolved but interested in the Underground Railroad continues to expand.

In broader categories of involvement consolidated from above, we have the following distribution of roles in the international Underground Railroad community.

	2013	2012	2011	2010	2009
General public interested in the Underground Railroad	29.4%	20.7%	12.5%	5.6%	19.8%
Private-sector Underground Railroad involvement including donors	24.7%	25.5%	29.0%	28.6%	31.3%
Writers and researchers	18.8%	22.1%	20.5%	23.6%	17.4%
Public-sector involvement in the Underground Railroad	14.2%	13.2%	18.3%	18.0%	19.2%
Educators	11.8%	15.1%	12.8%	11.8%	4.6%
Descendants of Underground Railroad figures	1.2%	3.4%	7.0%	12.4%	8.4%
Totals	100%	100%	>100%	100%	100%

For the first time, the general public comprises the largest group of survey respondents since *Free Press* surveys began in 2007. This reflects the spread of interest in the Underground Railroad from its nearer community to the public.

### Question 32

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 you are retired, please select the title which best describes the highest position which you occupied before retiring.

Title	2013	2012
CEO/Chairman/board of directors/Administrator/Executive Director/General Manager	16.2%	28.6%
Analyst/Accountant/Professional/Staff officer [but not corporate officer]	5.9%	4.2%
Supervisor/Coordinator	4.4%	3.4%
Manager	8.8%	10.1%
Associate or Assistant Director/Associate or Assistant Professor	20.6%	11.8%
Full Professor	10.3%	11.8%
COO/President/Vice President/ Associate or Assistant Administrator or General Manager	10.3%	14.3%
Clerical staff	14.7%	11.8%
CFO/Controller/Treasurer [not board director]/Staff-level director [not board director]	7.4%	2.5%
Student	1.5%	1.7%

The 2013 distribution of respondent titles has half again as many chief executive officers as 2011 probably attributable to the large increase of general-public academicians since 2012.

### Question 33

*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.*

	2013	2012	2011	2010	2009	2008	2007
United States respondents	93.3%	97.2%	97.6%	96.2%	97.5%	96.6%	99.0%
Canadian respondents	6.7%	2.1%	1.8%	3.8%	2.5%	3.4%	1.0%
Respondents from other countries	0.0%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%

The distribution of respondents within the United States is:

	2013	2012	2011	2010	2009	2008	2007
Northeast	37.1%	41.6%	44.5%	42.1%	34.2%	46.1%	26.9%
Mid-Atlantic	37.1%	21.9%	28.7%	32.9%	36.7%	31.5%	40.4%
Midwest	12.9%	14.6%	9.8%	11.8%	19.0%	9.0%	8.7%
South	12.9%	13.1%	7.9%	9.2%	7.6%	7.9%	19.2%
West	0.0%	8.8%	6.7%	3.9%	2.5%	2.2%	4.8%

### Conclusions on Respondent Demographics

The 2013 survey saw a jump in members of the general public, especially those at the title levels of associate or assistant director/associate or assistant professor, taking the survey.

## Appendix One Survey Welcome and Thank You

### Part I- Welcome

Thank you for taking four or five minutes of your time to complete the 2013 *Underground Railroad Free Press* Survey which you are taking anonymously. Your input will be of great value to the international Underground Railroad community to which survey results will be provided by *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 downloadable survey results when they are posted on our website in July. A summary of results will appear in the July issue of *Free Press*. Thank you again.

We are grateful to the chief executive officers and staff of several Underground Railroad organizations, and to *Free Press* subscribers who suggested useful questions which appear in the 2013 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, 2013, issue of *Underground Railroad Free Press*, shown in downloadable detail on our website and provided in print to elected and appointed officials and the chief executive officers of major Underground Railroad organizations. 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 Two

## Results from Questions 8 and 9

Question 8	Question 9
Amherstburg, North Buxton, Canada	Amherstburg and North American Black Historical Museum mark the northernmost of all terminals
Auburn, New York	Seward House; Tubman House
Bethel AME Church, Pittsburgh	Among the earliest (c. 1820) African American congregations located west of the Susquehanna River. The site of Underground Railroad activity. Abolitionists John Peck and John B. Vashon were members. A.M.E. national Bishops Daniel Payne and Wills Nazrey were associated with the church
BME Church, Niagara Falls, Ontario	History, People, Canada
Clinton County, New York	Easy access by car, mini-bus or bike
Cooling Springs Farm, Maryland (4)	Authenticity
Dobbin House, Gettysburg, Pennsylvania	Still an active tavern
Emmart Pierpont Safehouse, Maryland (2)	Four Underground Railroad workers
Fort Mose, St. Augustine, Florida	Integration into Spanish community and militia
Frederick Douglas Home, Washington , DC	Maryland native
Freedom Crossing Monument, Lewiston, New York	Breathtaking and inspirational
Freedom Time in Maysville Kentucky	The director of the program's knowledge of the Underground Railroad
Greenwich, New York	Self-guided
Hampton Mansion, Towson, Maryland	Original slave quarters
Harriet Tubman Byway, Maryland	Authentic documented landscapes and sites
Harriet Tubman's houses and routes	Spreading the word and magic of it all
John Parker Home, Ripley, Ohio	Amazing story
John W. Jones Museum, Elmira, New York	Valuable link among Va, Philadelphia and New York Underground Railroad sites and people
Johnson House, Philadelphia	Looks much as it was in the Underground Railroad
Keeseville-Peru New York Route	A result of local, previously unknown research.
Levi Coffin Home in Fountain, Indiana (3)	Equipment and furniture owned by the Coffins
Malone, New York	Near to freedom
Matilda Joslyn Gage House in New York (2)	Only site in Onondaga County open to the public

Maysville, Kentucky	Jerry Gore
McAllister's Mill, Gettysburg, Pennsylvania	
Murphy's Farm, Newfane, New York (2)	active tourist site
Nathan and Polly Johnson House	First free home of Frederick Douglass
National Underground Railroad Freedom Center, Cincinnati, Ohio	Interactive, engaging for multiple age and knowledge levels
Niagara Freedom Trail	Long history of African Cincinnati the area.
North American Black Historical Museum and Cultural Centre [NABHM]	Entry point to Canada for the largest number of fugitives
North Country Underground Railroad Historical Association, Ausable, New York (2)	Information has been thoroughly researched and the presentations are excellent.
Northeast into Canada	Closer to home
Nyack, New York and the Hudson Valley	Unpromoted
Oberlin College, Ohio	The historical references and their attention to the school's involvement
Ohio and Indiana	Original buildings and good interpretation
Peru, New York	A secret compartment in a barn
Peterboro, New York	Home of one of the greatest of the abolitionists
Pultneyville, Wayne County, New York	Known Underground Railroad port
Rankin House, Ripley, Ohio	You see the connection
Remains of Columbia/Wrightsville Bridge, Columbia, Pennsylvania	Site of some of early Underground Railroad episodes showing a racially-integrated movement
Rocks- Wilmington, Delaware	Documented
Rokeby Museum, Ferrisburgh, Vermont	Great interpretation, wonderful preserved interiors and exteriors
Route 42, Wilberforce, Ohio	Central State University Museum- Outstanding
Sandwich Baptist Church, Windsor, Canada	Steeped in history
Sandy Spring, Maryland	So much history in one area
Second Baptist Church, Detroit, Michigan	Uniqueness of being final stop on one route
Seward House Museum, Auburn, New York	Authenticity
Star Hill A.M.E. Church near Camden, Delaware	The church interior
Starr Clark Tin Shop and Underground Railroad Museum, Mexico, New York	Restoration of abolitionist meeting place, displays
Stephen and Harriet Myers Residence Albany, New York (2)	Exceptional documentation, a site operated by African Americans
The trail that has developed in Dutchess County, New York	Stormville Slave Cemetery
Troy to Buffalo, New York - Major Under-	Demonstrates the wide network and community

ground Railroad highway, sites along the way and sites of famous rescues	support for assisting Freedom Seekers
Tuckahoe Neck Meeting House Denton, Maryland	Quaker emancipation safehouses
Two Underground Railroad sites in Baltimore County, Maryland	Very Interesting
Uncle Tom's Cabin In Dresden, Ontario	House style and artifacts from first trade school in North America and relatives grave site
Underground Railroad tour presented by Historic Palmyra Western Presbyterian Church and Pliny Sexton Home, Palmyra, New York	Original
Underground Railroad tour provided by Jerry Gore, Maysville, Kentucky	Authentic
Upper Darby, Pennsylvania	Accessibility
Various sites in Ontario, Canada	

## 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 2011 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 2011 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.