

Market Research for Kansas State Historical Society

Throughout the spring and summer of 2004, BBC Research & Consulting (BBC) conducted a major research study for the Kansas State Historical Society (KSHS). BBC performed a number of market research efforts to find out Kansans' awareness and perceptions of the organization and what it has to offer, as well as their interest in Kansan history.

To conduct this study, BBC:

- Analyzed KSHS customer data;
- Analyzed National Endowment for the Arts 2002 Survey of Public Participation in the Arts (SPPA);
- Reviewed Kansas demographics;
- Held focus groups with Museum visitors;
- Conducted intercept surveys with visitors and non-visitors;
- Performed executive interviews with Kansas professionals and other state historical societies; and
- Conducted a telephone survey with a random sample of Kansas households.

For more information, call Bobbie Athon at the Kansas State Historical Society 785-262-8681 ext. 262.