

AMERICA MEETS ASIA

**A Report based on the
1994-95 Freer Gallery of Art and
Arthur M. Sackler Gallery Visitor Study**

INSTITUTIONAL STUDIES



**Smithsonian
Institution**

America Meets Asia

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*1994-95 Freer Gallery of Art and
Arthur M. Sackler Gallery Visitor Study*

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Abstract

This report presents the results of a year long survey, from October 1994, to September 1995, of visitors to the Freer Gallery of Art (Freer) and the Arthur M. Sackler Gallery (Sackler). These two Smithsonian museums, located on the National Mall in Washington, D.C., are jointly administered by a single staff and physically linked by an underground exhibition space. Both are dedicated to the display of Asian art, although the Freer also exhibits some 19th- and early 20th-century American art.

Nearly 2,500 visitors were interviewed and asked about their background, their visit and their opinions. The first section of this report describes the aggregate visitors to both Galleries. Compared to other art museum visitors, they are especially well-educated. In contrast to the three largest museums on the Mall (the National Air and Space Museum, the National Museum of Natural History, and the National Museum of American History), the Freer and Sackler Galleries had a more consistent visitorship, with less seasonal fluctuation and a much higher proportion of local residents.

The second section analyzes the study results more closely in order to ascertain what leads visitors to return to the Galleries and how the public perceives the differences between the Freer and the Sackler. The three key factors influencing return visits are place of residence, educational attainment, and the degree of connection or familiarity with Asia and art. Local residence, higher education levels, and more areas of connection to Asia and to art increase the likelihood that a visitor will become familiar with both Galleries. The data also suggest that the Freer visit is seen as more of a general art museum experience, while the Sackler visit is viewed as more of an opportunity to learn about Asia.

Preface

The 1994-95 *Freer Gallery of Art and Arthur M. Sackler Gallery Visitor Study* was conducted at the request of the Galleries' senior staff. The purpose of this report is to share the results with them and the broader museum community. Through this study, the Galleries sought to learn about their visitors. They will use the information as part of their on-going effort to improve the experience of current visitors and as a springboard for finding ways to attract new visitors.

The study reflects the efforts of many people over several years. Patrick Sears, Associate Director for Exhibitions and Facilities, was actively involved in every aspect of the study. We appreciate his interest, commitment and enthusiasm for a scientific study of the Galleries' visitors. Pat chaired a committee of staff members who all provided suggestions during the development of the questionnaire, supplied information about the Galleries, and reviewed and commented on interim memoranda and this report. We would like to thank the following committee members: Susan Bliss, Head, Office of Public Affairs; Lucia Pierce, Head, Education Department; and Jan Stuart, Assistant Curator, Chinese Art.

Coda, Inc., under the careful supervision of James TerMaat and Jacquelyn Smith, was responsible for the data collection. We truly appreciate the efforts of Susan Forrester who supervised the work and Sonia Friedman, Kay Klement, Eleanor Nelson, and Ellen Shogan, who conducted the interviews. The high overall response rate (86%) is a credit to all of them.

In the Institutional Studies Office, Stacey Bielick oversaw all aspects of data processing, created the analysis files and assisted with the analysis. Andrew J. Pekarik developed the conceptual framework for the report and the analysis in Parts II and III. Adam Bickford provided technical and methodological suggestions. Elizabeth K. Ziebarth participated in questionnaire development, served as our liaison with Coda, Inc., and along with Michelle Ruddick and Jean Kalata, prepared tables and reviewed the report. Jean patiently and expertly guided the report through review and production.

We would especially like to acknowledge the 2,465 visitors who responded to our questions and offered additional comments. Without their participation, the study could not have been conducted.

Errors in interpretation are the responsibility of the authors.

Zahava D. Doering, Director

Summary

Between October 1994 and September 1995, we completed interviews with 2,465 visitors exiting from the Freer Gallery of Art (Freer) and the Arthur M. Sackler Gallery (Sackler). We asked them about their backgrounds, their decision to visit Washington, D.C., the Smithsonian, and the Galleries, and for an assessment of their visit and experience of the Galleries.

Who were the Visitors?

Gender. Over the year-long survey period there were slightly more women (53%) than men (47%) visiting the Freer and Sackler Galleries.

Age. Three percent of visitors were children under the age of 12. The average age for all visitors was 42. Four out of five visitors to the Galleries were over the age of 25. (School groups were not included in the study.)

Residence. Local visitors, i.e., residents of the Washington D.C. Metropolitan Area, comprise two-fifths of the combined Freer and Sackler audience. People from the Maryland and Virginia suburbs make up most of the local audience. Visitors from the Pacific region outnumbered visitors from New England and almost equaled the number of visitors from the Mid-Atlantic and South Atlantic region (excluding the Washington, D.C. Metropolitan Area). Overall, foreign visitors made up 11 percent of the total audience. Visitors from Asia made up 3 percent of all visitors, or about one-fourth of the foreign visitors.

Racial/Ethnic Identity. Among U.S. residents, 17 percent of visitors were members of racial/ethnic minority groups (9% Asian, 4% African American, 3% Hispanic and 1% Native American). A quarter of Asian visitors came from outside the United States.

Education. Visitors to the Freer and Sackler Galleries were highly educated. Looking at visitors age 25 or older (who are considered to have completed their formal education), over half had a graduate degree and four out of five had obtained at least a Bachelor's degree. Visitors to the Freer and Sackler Galleries, age 25 and older, were over three times more likely than the average U.S. art museum visitor and seven times more likely than the average U.S. citizen to have an advanced degree.

Occupation. Consistent with their high educational attainment, seven out of ten of the visitors ages 18 or over were in professional, executive or managerial occupations. One in three visitors age 18 or older also indicated that their occupation involved Asia either directly (e.g., worked for a firm with an office in Asia) or indirectly (e.g., taught students of Asian descent).

Visit Group. Four out of five visitors came to the Galleries either alone or with one other adult. Less than ten percent of voluntary visitors came with families or with adults and children; one in ten visitors were in the Galleries with a group of adults.

Visit Characteristics

Reason for Visiting Washington. Consistently throughout the year, about half of the Gallery audiences, local and non-local visitors alike, reported vacation or recreation as their reasons for being in Washington. (Other reasons, such as visiting family or friends or business, vary by season).

Visiting the Freer and Sackler Galleries vs. Visiting the Smithsonian. Most visitors to the Galleries came to the Mall as part of a general visit to the Smithsonian. Just over a third came to the Mall primarily to see the Freer and/or Sackler Galleries.

Timing of Decision to Visit the Freer and Sackler Galleries. Visitors from the Washington D.C. Metropolitan Area were about equally likely to decide to visit the Galleries spontaneously on the day they came or before the day they visited. Visitors from outside the Washington Metropolitan Area were equally likely to decide to visit spontaneously on the day they came, after they arrived in Washington, D.C. or before their trip.

Reasons for the Decision to Visit the Freer and Sackler Galleries. Many visitors indicated that this was a repeat visit; i.e., they knew what the Galleries contained and were returning. The other comments can be grouped into nine categories, ranging from very specific reasons (e.g., coming to see an object or an exhibition or participate in an activity), to those who admitted that they just wandered by the Galleries. The data indicate that 30 percent of those who came to visit only the Freer Gallery and 11 percent of visitors who came to both Galleries cited "American" aspects of the collection as their reason for coming.

The Visit

Entrance Door. Nearly half of all visitors began their visit at the Freer Mall entrance and another 10 percent used the Freer Independence Avenue entrance. Just over one-third started from the Sackler Pavilion.

Visit Path. Seven out of ten visitors saw only one Gallery. For those who visited both Galleries, the favored path was to enter the Freer and exit the Sackler.

Awareness of Gallery Contents. Over four out of five visitors enter the complex knowing that the Galleries contain mostly Asian art.

Visitor Agendas. Overall, three out of five visitors said they came to the Galleries with the intention of seeing or doing something in particular. One in four visitors named an exhibition, 15 percent indicated an interest in specific cultures and 7 percent had come to shop.

Reactions to the Visit

What Visitors Found Most Interesting. Aspects of American culture were most often cited by visitors who went only to the Freer and Chinese objects were cited most often by visitors who went only to the Sackler. Visitors who went only to the Freer reported sculptures as the most interesting, while those who visited only the Sackler found the ceramics of greatest interest. At the Freer Gallery *Whistler and Japan* and other American art exhibitions, including the Peacock Room, were exciting aspects of the visit. A *Basketmaker in Rural Japan, Landscapes as Culture* and *Painted Prayers* were the three exhibitions of greatest interest to those who restricted their visit to the Sackler Gallery.

What Visitors Would Change. The majority of visitors at both the Freer and Sackler (61% and 58%) had no recommendation for change or did not offer an opinion. Many who indicated that nothing should be changed also added a positive remark. For those who recommended changes, suggestions for improvement were grouped into eight categories, led by visitors wanting to see additional objects or interested in additional subjects.

Importance of Display Changes. The visitors as a whole did not express a strong feeling toward display changes, although the "Not important" end of the scale was slightly favored.

Information Preferences. What the object was used for, its pictorial content, and how it was made were the three categories of information favored by about three-fifths of the visitors.

Children at the Freer and Sackler Galleries

Children. Two-thirds of the children visiting the Galleries were from areas in the United States outside the Washington Metropolitan Area. The number of children in the Galleries is highest during the summer months.

Adults With Children. Adults with children are more likely to be new visitors, non-local, visiting the Freer only, on vacation or recreation or visiting family or friends, visiting during the summer, and on a general visit to the Smithsonian. Adults who brought children to the Galleries were more likely to be male (56%) than adults without children. Adults with children spent less time in the Galleries. In looking at preferences among communication media of adults with children, we find a preference for interactives and staff to talk to (compared to adults without children).

Freer and Sackler Visitors in Comparison to Visitors to Major Smithsonian Museums

For all visitors 25 years old or older, those who came to the Freer and Sackler Galleries have much higher levels of formal education than those who visited the three largest museums on the Mall (the National Air and Space Museum, the National Museum of American History and the National Museum of Natural History). Very few visitors to the Freer and Sackler Galleries bring children, and a much higher percentage of visitors come alone. Unlike visitors to the largest Smithsonian museums, Freer and Sackler visitors are much more likely to have visited elsewhere in the Smithsonian before the day of their interview. The Freer and Sackler Galleries have twice the percentage of local visitors compared to the other museums.

Which Visitors Return?

The single most important factor influencing the opinions and behaviors of Freer and Sackler visitors is the degree to which they are familiar with these two museums. We divided the visitors into four groups based on their experience before the day of the interview:

- New Visitors -- making their first visit to this complex
- New to Sackler -- these individuals have previously been to the Freer only
- New to Freer -- these individuals have previously been to the Sackler only
- Familiar Visitors -- these individuals have been to both museums before

The number of New Visitors (43%) is nearly the same as the number of Familiar Visitors (38%), and the number of those new to the Sackler (8%) is very close to the number new to the Freer (10%).

Differences between New Visitors and Familiar Visitors. New Visitors and Familiar Visitors differ significantly in nearly every characteristic except gender. New Visitors, for example, were predominantly from out-of-town, while the majority (68%) of Familiar Visitors were from Washington, D.C. and the Maryland/Virginia suburbs. Familiar Visitors tended to be older than New Visitors. Familiar Visitors reported higher levels of educational attainment. Familiar Visitors included fewer minorities compared to New Visitors.

Asia and Art Connection Indicator. Based on their answers to questions about their background with Asia and art, visitors were assigned a value indicating their degree of connection to Asia and art. Familiar Visitors scored significantly higher than New Visitors.

A Closer Look at Why Visitors Return. Three key factors distinguish between New Visitors and Familiar Visitors -- residence, educational attainment, and degree of connection to Asia and art. All the other differences are subsumed by these three.

Different Types, Different Intentions. Most New Visitors said that they had come to see the Smithsonian. Familiar Visitors had a different range of plans. Twice as many Familiar Visitors came to see the Sackler only as came to see the Freer only, while only 13 percent of Familiar Visitors came to see both Galleries. The Freer was a stronger draw for New Visitors. Approximately the same percentage of New and Familiar Visitors visited both Galleries. One-third of New Visitors did not know that these two Galleries primarily contained Asian art. Only one-third of New Visitors came to see something specific, compared to three-quarters of Familiar Visitors. Familiar Visitors expressed considerably more interest in the shop and specific exhibitions than New Visitors did. On the other hand, New Visitors expressed more interest in the Peacock Room than Familiar Visitors. Only 17 percent of Familiar Visitors thought that display changes are not important, compared to 34 percent of New Visitors. New Visitors and Familiar Visitors were very much alike, however, in the kinds of information that they thought would enhance their appreciation of Asian art.

How do Freer Visitors Compare to Sackler Visitors?

Which Gallery did New Visitors Enter First? New Visitors were much more likely to begin their visit in the Freer Gallery, while Familiar Visitors were equally likely to start their visit in either Gallery. New Visitors who entered the Freer had less awareness of what they were going to see than New Visitors who entered the Sackler. New Visitors who chose "symbolic and/or pictorial content within the object" as one of their three preferred types of information were significantly more numerous among those who entered the Freer than among those who entered the Sackler. New Visitors who entered the Freer were also twice as likely as New Visitors who entered the Sackler to think that videos in exhibitions are not useful in art museums in general. This seems to suggest that those who entered the Freer for the first time may have been more interested in a general art museum experience, while those who entered the Sackler for the first time may have been more interested in learning about Asia.

Who Returned to Only One Gallery? Four factors predict whether or not a Familiar Visitor is more likely to visit one of the two Galleries. Three of these factors relate to the choices visitors made when asked what kind of information they thought would enhance or add to their appreciation of Asian art. Most prominently, many more Freer-only visitors chose information on ownership as one of their three information preferences. In addition, more Sackler-only visitors chose information on the role of the object in society and information on technique. Familiar Visitors who went only to the Sackler were considerably more likely to have an Asian connection.

Other Issues

Communication Media in the Galleries. Visitors were asked about the usefulness of nine communication media in art museums in general: object identification labels, descriptive text panels, brochures, guided tours, museum staff to talk to, exhibition videos, interactive displays, audio guides, and catalogues in the exhibitions. Even the least favored medium, audio guides, was considered useful to some degree by more than four out of five visitors. New and Familiar visitors agreed on the media except in one case – New Visitors were slightly more interested in audio guides than Familiar Visitors were. Freer-only visitors and Sackler-only visitors also generally agreed on the usefulness of seven out of these nine media. They differed significantly only with respect to their opinions about videos and interactives. Those who only visited the Sackler were more likely to find videos and interactives useful than those who only visited the Freer.

Wayfinding. Approximately one in six visitors reported difficulty finding their way around. Experience from previous visits did not seem to have an effect on this. In general, the wayfinding problems seem to have been greater in the Sackler than in the Freer. The specific problems were signs, followed by lack of floor plans, then levels. For those who had difficulty getting around, signs and floor plans were much more of a problem for those who visited both museums than for those who visited only one.

Duration of Visit to the Galleries. The average amount of time visitors spent in each of the Galleries was just under an hour. Visitors who went to both Galleries on the day of their visit spent about 50 percent more time than single-Gallery visitors, an average of 77 minutes total.

Visits to the Gallery Shops. Overall, 56 percent of all visitors stopped in one of the Gallery shops. More visitors stopped in the Sackler Gallery shop (66%) than the Freer Gallery shop (46%). During the Winter, at both Galleries, almost seven out of ten visitors stopped in the Gallery shops.

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*Unless otherwise stated, all Figures are Age 12 or Older.

Introduction

Between October 1994 and September 1995, we completed interviews with 2,465 visitors exiting from the Freer Gallery of Art (Freer) and the Arthur M. Sackler Gallery (Sackler).¹ We asked them about their backgrounds, their decision to visit Washington, D.C., the Smithsonian, and the Galleries, and for an assessment of their visit and experience of the Galleries.

Both the Freer and the Sackler are dedicated to Asian art (the Freer also houses a collection of 19th- and early 20th-century American art), are jointly administered, and are physically adjacent. Not unexpectedly, the analyses have revealed a complex, symbiotic relationship between attendance at the Freer and at the Sackler.

In writing this report, we faced problems of definition not previously encountered in our studies of Mall museums. In other situations, we defined a "visitor" as an individual who entered and exited the exterior doors of a museum and attended, even marginally, to its exhibitions or public services. In this study, we encountered individuals who indeed entered and exited from a single Gallery as well as individuals who were exiting from one Gallery but who had entered another and had used internal or external passage ways between the two Galleries in the course of their visit.

The questions, then, of "Who is a visitor to the Freer?" and "Who is a visitor to the Sackler?" take on a different meaning. The answers are not straightforward. The pattern of an individual's visit is influenced by prior experience with the Smithsonian and the two Galleries, personal interests and background, information about collections and programs, and happenstance.

To tell our story, especially in view of the joint administration of the Galleries and the staff's interest in understanding both the whole and its parts, the report begins with an overall description of visitors to both Galleries. We describe their basic demographic and background characteristics, their contact with the Galleries and the Smithsonian, their reasons for visiting, and related questions, and only occasionally distinguish Freer visitors from Sackler visitors.

We then examine differences between selected groups of visitors based on their prior experience. We identify and describe three types of visitors: individuals without any prior experience with either Gallery, those with prior experience with both, and those who are new to one Gallery but who have previously visited the other. This exploration allows us to examine differences between the Freer and the Sackler.

These approaches have been developed to address three underlying goals for the study. First, we are trying to describe visitors and get a sense why they initially visit these

¹ Respondents were selected from 34,302 people who passed by our interviewing stations as we were conducting the study. See Appendix A for a copy of the questionnaire and Appendix D for details on methodology.

Galleries. Second, we wish to understand why some visitors return (a question of considerable importance to the staff). Finally, we want to know who among both first-time and knowledgeable visitors chooses one Gallery over the other. This information will help staff to develop effective plans for increasing attendance at both Galleries.

In presenting and interpreting the survey results, we aim to meet the needs of several audiences: Gallery staff seeking information upon which they can base strategic plans and operating decisions for both institutions, staff with programmatic interest in one Gallery or the other, and museum professionals – in the Smithsonian and elsewhere – who are interested in cultural institutions and their audiences.

Before proceeding, several caveats are in order. While background information was collected from and about all visitors, some substantive and attitudinal questions were asked only of people age 12 and older. Thus, the report as a whole is restricted to people age 12 and older, except for certain sections where children are noted as part of the analysis and discussion. Also, all percentages in this report were originally calculated to the tenth of a percent, as shown in the tables, but in the text and figures they have been rounded to the nearest whole number. As a result, percentages in the text and figures may add up to 99 percent or 101 percent rather than 100 percent.

We also need to point out that some comparisons are made across seasons of the year or between the Galleries and other Smithsonian museums. Illustrations based on percentages of visitors in different seasons (or museums) can give misleading impressions about the size of those audiences. For example, Figure 12 below shows that about one-fifth (19%) of the Winter audience and less than one-tenth (8%) of the Summer audience were coming specifically to visit only the Sackler Gallery.² The graph, however, does not suggest that there are more "Sackler Only" visitors in the complex in the Winter compared to Summer. Although the percentage is higher, the actual number is smaller because the total number of visitors in Winter is much less than in Summer. Similarly, while the percentage of Asian Americans in the Galleries is higher than is found in the large Smithsonian museums (e.g., National Museum of American History), the actual number is much smaller given the difference in total audiences.

² Throughout this report, Winter is December, January, and February; Spring includes March, April, and May; Summer is June, July, and August; and Fall is September, October and November.

I. An Overview of Visitors to the Freer Gallery and the Sackler Gallery

Who were the Visitors?³

Gender. Over the year-long survey period there were slightly more women (53%) than men (47%) visiting the Freer and Sackler Galleries.⁴ During the months of May and August, both museums attracted a disproportionate number of women (62% and 63%, respectively). The data suggest that in those two months more women attended the Galleries for special exhibitions, particularly those located at the Sackler Gallery.⁵ In November and January, and in June and July, there were slightly more men than women visiting the Galleries.

There were differences in educational attainment and occupational status between men and women visiting the Galleries. As is generally the case, men reported a higher educational attainment than women; women were more likely not to be in the labor force. Over half (53%) of the men reported advanced degrees (Master's level or higher) compared to 36 percent of the women. Among those with advanced degrees, 58 percent are men. Among those not in the labor force 73 percent were women.

Age. Figure 1 illustrates the overall age distribution, showing that only three percent of visitors were children under the age of 12. Children were present more frequently in March and the summer months. The March increase was possibly due to the beginning of a new season of the children's public program *ImaginAsia*. It may also reflect young people visiting during their spring vacation from school. The summer increase in the percentage of children reflects the tourist season when adults with children are in abundance on the Mall. It may also reflect visitation to *ImaginAsia* which was offered twice each week during the summer. (A separate discussion on children in the Galleries begins on page 21.)

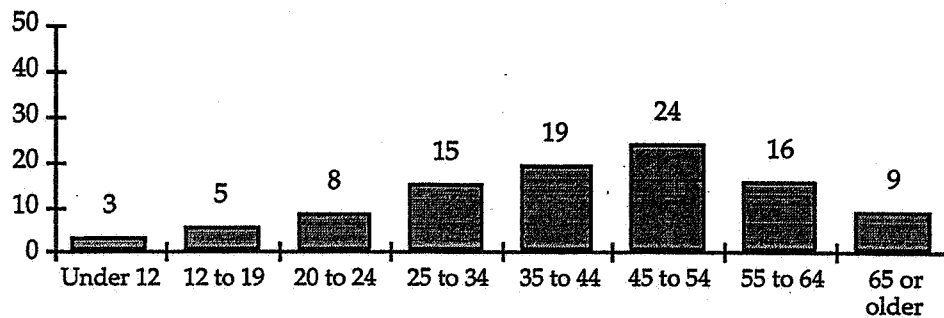
We should note here that this study was restricted to voluntary visitors, i.e., it excludes the experiences of both scheduled and unscheduled school groups, which, at certain times of the year, would alter the age distribution of people in the Galleries. School groups with children and teen-agers who visit museums are sensitive to seasons. According to museum staff, schools tend to schedule formal visits in October through early December and February through April.

³ The tables in Appendix C contain most of the data discussed in the text; precise table references are given below the figures.

⁴ As noted above, numbers have been rounded; actual percentages are 52.5% women and 47.5% men. See Appendix C, Table 1.

⁵ The special exhibition at the Freer during the months of May and August was *Whistler and Japan. Landscape as Culture and A Basketmaker in Rural Japan* were on view at the Sackler in May and *Painted Prayers* was the new exhibition at the Sackler in August.

Figure 1
Age of Visitors
 All Visitors
 (in Percent)



Source: Appendix C, Table 2.

The average age for all visitors was 42.⁶ Four out of five visitors to the Galleries were over the age of 25 (83%). Over two-fifths of all visitors were between the ages of 35 and 54. Because of the school calendar, visitors between ages 12 and 18 form a higher percentage of the audience in the Spring. The percentage of visitors in the 20 to 24 age group was highest in the Fall and Winter and lowest in the Spring, coinciding with the university academic year. Conversely, the percentage in the 55 to 64 age group was highest in the Spring and lowest in the Fall and Winter.

Residence. Residence is a key factor in defining the visitors. Unlike the National Air and Space Museum (NASM) or the National Museum of Natural History (NMNH), visitation patterns at the Freer and Sackler Galleries are much less sensitive to seasonal variation or fluctuation due to tourism.

Local visitors, i.e., residents of the Washington D.C. Metropolitan Area, comprise two-fifths (40%) of the combined Freer and Sackler audience.⁷ Seasonal variation is limited

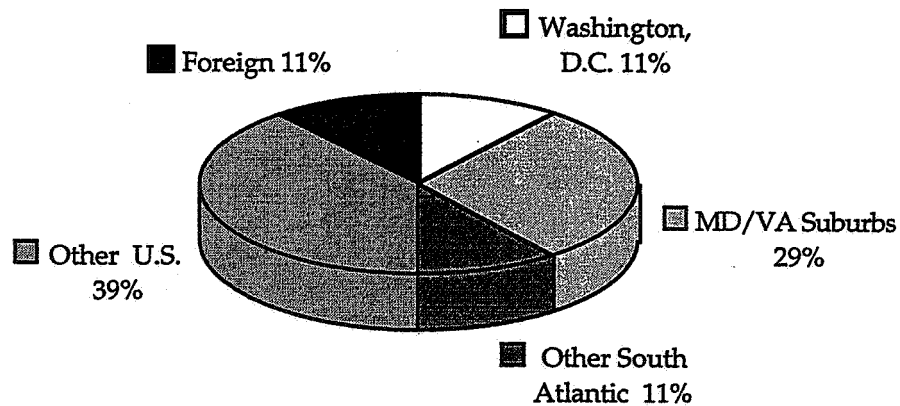
⁶ Standard deviation was 17. Standard deviation is a statistical measure of variability of individual values (in this case the ages of visitors) when compared to the average (or mean) value. The larger the standard deviation, the more variability there is among the values. If all visitors were the same age, for example, the standard deviation of their ages would be zero. Although its mathematical definition is somewhat more complex, it is intuitively similar to the average of the deviations of individual values from the mean value.

⁷ To put the number and uniform presence of local visitors to the Galleries in perspective, we can compare it to the percentage of local visitors (age 12 and over) at NASM and NMNH. At NASM, the percentage of local visitors ranges from 15% in the Fall to 33% in Late Winter. Overall, 20% of visitors to NASM are from the local area. At NMNH, 29% of all visitors are local, ranging from 14% in the Spring to 33% in the Winter. See E. K. Ziebarth, S. J. Smith, Z. D. Doering and A. J. Pekarik, *Air and Space Encounters: A Report Based on the 1994 National Air and Space Museum Visitor Survey*. Report 95-4 (Washington, D.C.: Smithsonian Institution, 1995) and S. Bielick, A. J. Pekarik, and Z. D. Doering, *Beyond the Elephant: A Report Based on the 1994-1995 National Museum of Natural History Visitor Survey*. Report 95-6 (Washington, D.C.: Smithsonian Institution, 1995).

to a relatively small difference between the Fall, when 36 percent of visitors to both Galleries are locals, and the Winter, when local visitors reach their peak of 48 percent.

A closer look at local visitors, as illustrated in Figure 2, shows that people from the Maryland and Virginia suburbs make up most of the local audience.

Figure 2
Geographic Origins
 Visitors Age 12 or Older
 (in Percent)



Source: Appendix C, Table 3

United States visitors from outside the Washington area also showed little seasonal variation. Nine percent of visitors overall were from the Pacific region. Visitors from the Pacific region outnumbered visitors from New England and almost equaled the number of visitors from the Mid-Atlantic and South Atlantic regions. The Mid- and South Atlantic regions (outside of the Washington Metropolitan Area) were each represented by approximately 10 percent of the visitors to the Galleries with South Atlantic visitors showing a preference for the summer tourist season. [A map showing United States regions is in Appendix C, following Table 6.]

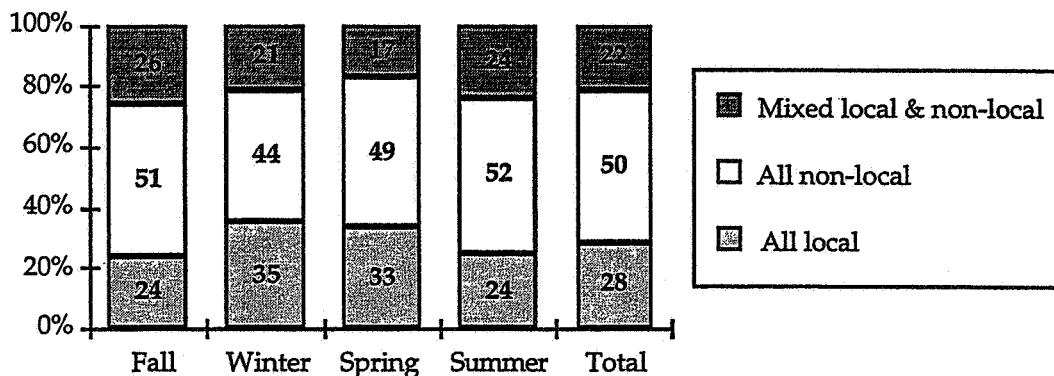
The proportion of visitors who live outside of the United States was highest in April, August and September and lowest in March and June. Overall, foreign visitors made up 11 percent of the total audience. Western European visitors were the largest proportion of foreign visitors (35%) (or four percent of the total audience). Visitors from Asia made up three percent of all visitors (or 27% of all foreign visitors). (Appendix C, Tables 4 and 5 provide a breakdown of Asia into specific regions and countries.) The Freer Gallery initially attracted more foreign visitors than the Sackler Gallery. When we look at where visitors entered the museum complex, we find that of all foreign visitors, 64 percent entered the Freer Gallery and 36 percent entered the Sackler.⁸

Another way to view geographic origins is to look at the composition of groups consisting of two or more visitors. Figure 3 shows that half of these groups consisted entirely of visitors from outside the local area, 28 percent were composed of local

⁸ Data on file, ISO.

residents, and 22 percent were groups that included both local residents and non-local visitors. Fall and Summer showed the highest proportions of mixed local and non-local groups.

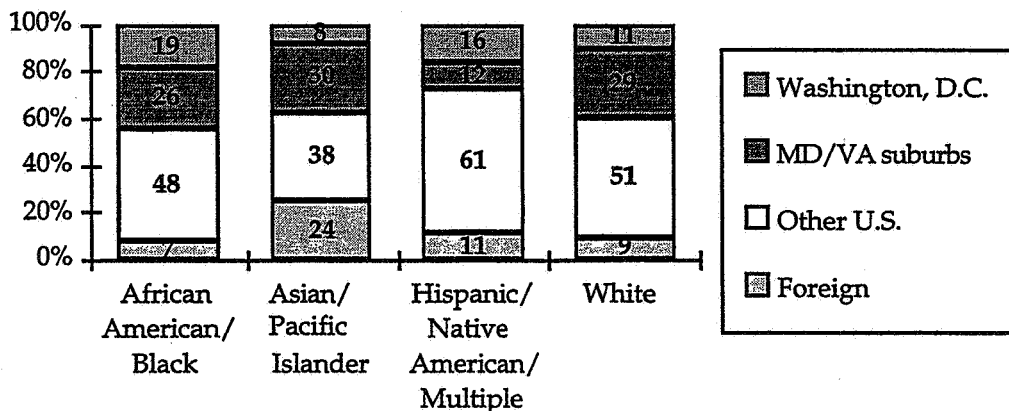
Figure 3
Geographic Origins of Group Members, by Season
 Visitors in Groups of Two or More, Age 12 or Older
 (in Percent)



Source: Appendix C, Table 13.

Racial/Ethnic Identity. As Figure 4 shows, while similar percentages (7%-11%) of African American, Hispanic and white visitors were foreign residents, a significant percentage (24%) of Asian visitors came from outside the United States. Of the 24 percent of Asians who live outside the United States, 19% live in Asian countries, the rest elsewhere.

Figure 4
Racial/Ethnic Identification, by Residence
 Visitors Age 12 or Older
 (in Percent)

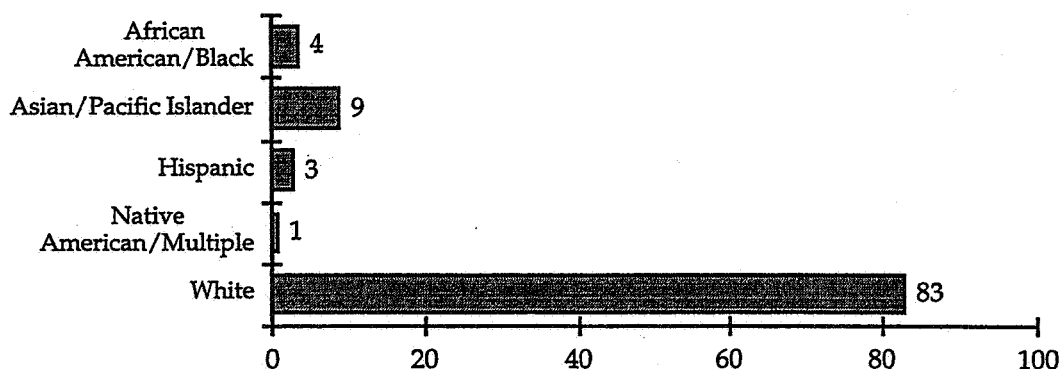


Source: Appendix C, Table 14.

Among U.S. residents, 17 percent of visitors were members of racial/ethnic minority groups (9% Asian American, 4% African American, 3% Hispanic and 1% Native American). (Figure 5 shows the distribution of U.S. visitors by racial/ethnic identification.) If foreign visitors are included, the percentage of non-white visitors increases to about 20 percent. The percentage of Asians increases to 11 percent.

African American visitors were slightly more likely to enter the Sackler Gallery. Of all African American visitors, 55 percent entered the Sackler, and 45 percent entered the Freer. Among all visitors, 42 percent entered the Sackler and 58 percent entered the Freer. This difference may be due to the proximity of the Sackler to the National Museum of African Art.⁹

Figure 5
Racial/Ethnic Identification, U.S. Residents Only
 Visitors Age 12 or Older
 (in Percent)

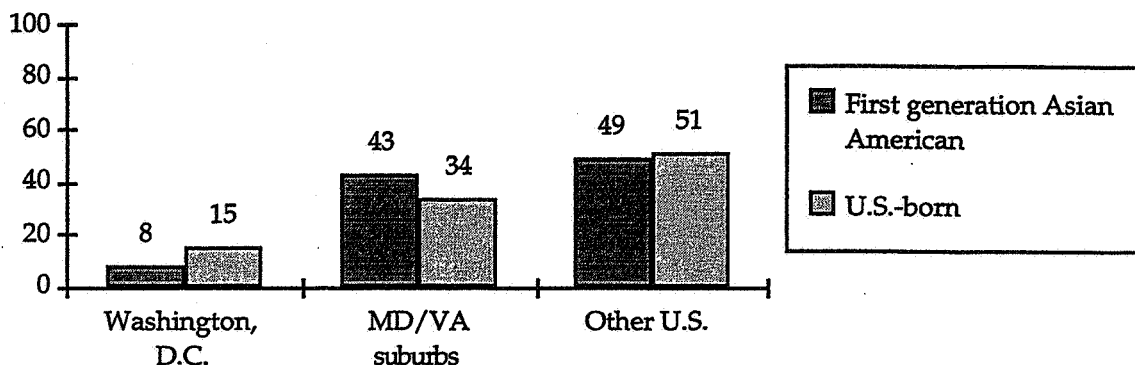


Source: Appendix C, Table 1.

The survey also included questions that can be used to categorize Asian visitors into three groups: first-generation American, i.e., immigrants (46% of Asian visitors); U.S.-born (30%); and foreign residents (24%). In Figure 6, the Asian American visitors are shown by residence.

⁹ The 55 percent of African Americans who entered the Sackler can be further divided into the 19 percent that entered the Sackler via the Museum of African Art, which connects underground to the Sackler Gallery, and the 36 percent that used other Sackler entrances (see Appendix C, Table 20).

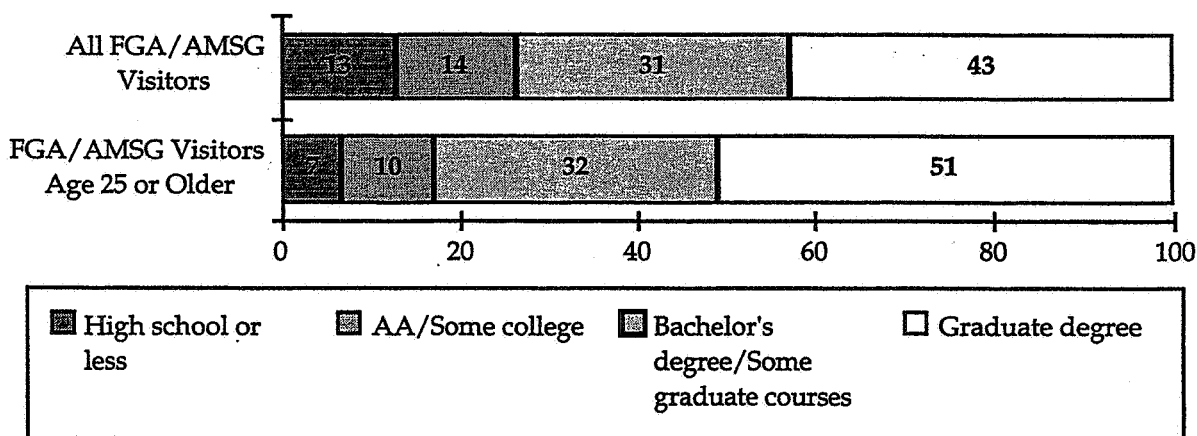
Figure 6
Asian American Visitors, by U.S. Residence
Age 12 or Older
(in Percent)



Source: Appendix C, Table 15.

Education. Visitors to the Freer and Sackler Galleries were highly educated. Looking at visitors age 25 or older (who are considered to have completed their formal education), over half had a graduate degree and four out of five had obtained at least a Bachelor's degree. As Figure 7 shows, there is very little difference in educational attainment between all Freer and Sackler Gallery visitors and those age 25 or older. As noted above, only a small part of the Freer and Sackler Gallery audience (17%) is under the age of 25. Therefore, excluding those few younger visitors who are likely to have less education barely influences the overall distribution.

Figure 7
Educational Attainment
All Visitors and Visitors Age 25 or Older
(in Percent)



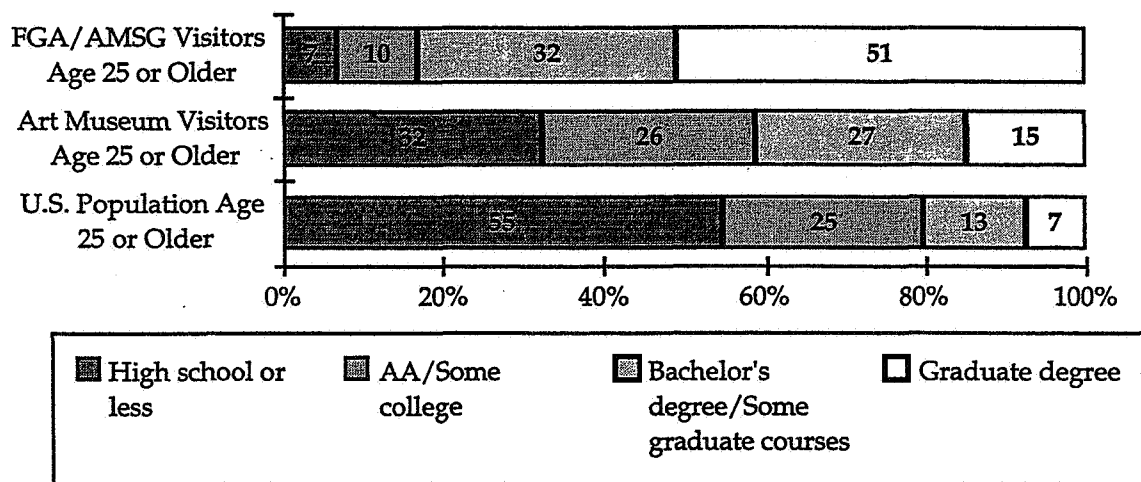
Source: Appendix C, Table 9.

A national study of cultural participation commissioned by the Smithsonian Institution showed that the level of formal education influences attendance to all types of museums, as well as to zoos and aquaria.¹⁰ As Figure 8 illustrates, visitors to all art museums in the United States are, on average, more educated than the nation as a whole.¹¹

Compared to the national average of art museum visitors, the audience at the Freer and Sackler Galleries is extremely well educated (Figure 8). Visitors to the Freer and Sackler Galleries, age 25 and older, are over three times more likely than the average U.S. art museum visitor and seven times more likely than the average U.S. citizen to have an advanced degree.

The educational attainment of visitors to the Freer and Sackler Galleries is also exceptionally high in comparison to other Smithsonian museums on the Mall. (Comparisons to other Smithsonian museums are presented in a later section.)

Figure 8
Educational Attainment
Freer and Sackler Visitors, U.S. Art Museum Visitors, and U.S. Population
Age 25 or Older (in Percent)



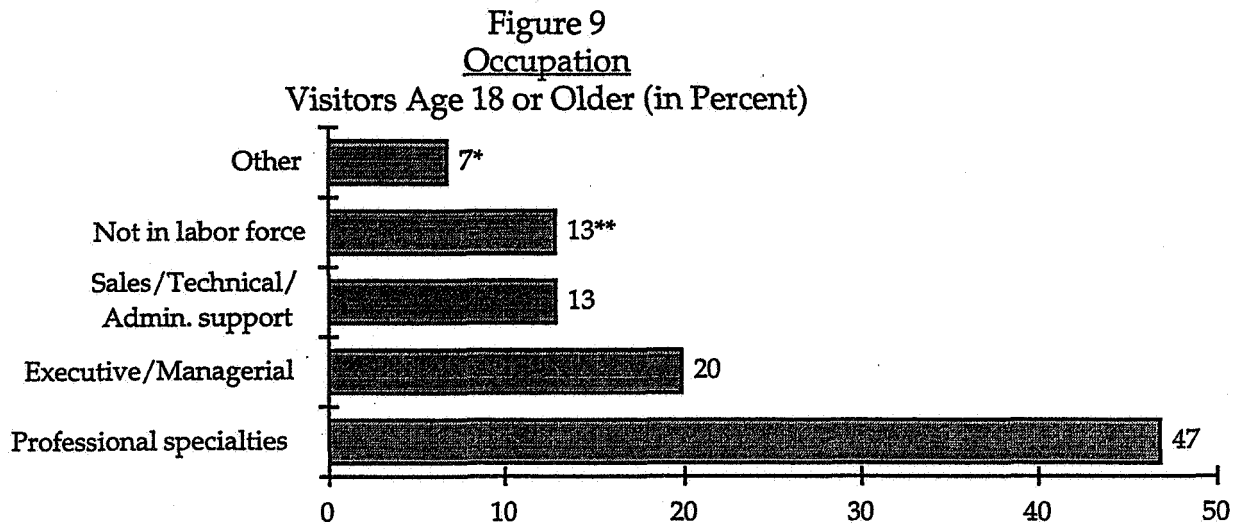
Source: Appendix C, Table 10.

Occupation. Consistent with their high educational attainment, seven out of ten visitors, ages 18 or over, were in professional, executive or managerial occupations (67%) (see Figure 9). One in three visitors age 18 or older also indicated that their

¹⁰ The *Smithsonian Institution Marketing Study* (SIMS) was completed in May 1994 for the Office of the Assistant Secretary for Institutional Advancement in preparation for the Smithsonian's 150th anniversary celebration. See Z. D. Doering, *Who Attends Our Cultural Institutions? A Progress Report based on the Smithsonian Institution Marketing Study*. Research Note 95-5 (Washington, D.C.: Smithsonian Institution, 1995).

¹¹ Data from the 1990 U.S. Census of Population and Housing. *Educational Attainment of All Persons 25 years and over*. U.S. Census Bureau 1990.

occupation involved Asia either directly (e.g., worked for a firm with an office in Asia) or indirectly (e.g., taught students of Asian descent).¹²

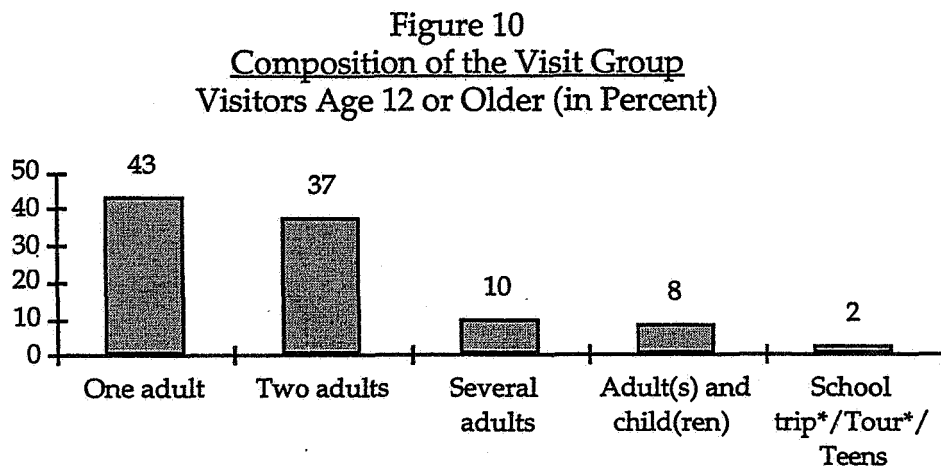


* Includes Service, Skilled labor, Semi-skilled labor, Active military, Farming/Forestry/Fishing.

** This includes 8% students, 4% homemakers, and 1% who were unemployed.

Source: Appendix C, Table 11.

Visit Group. Figure 10 shows that the Freer and Sackler Galleries strongly attract visitors who are alone or with one companion. Four out of five visitors came to the Galleries either alone or with one other adult. Less than 10 percent of voluntary visitors came with families or with adults and children; only one in 10 visitors was in the Galleries with two or more adults.



*Includes only individuals on a school trip or tour who were separated from their group.

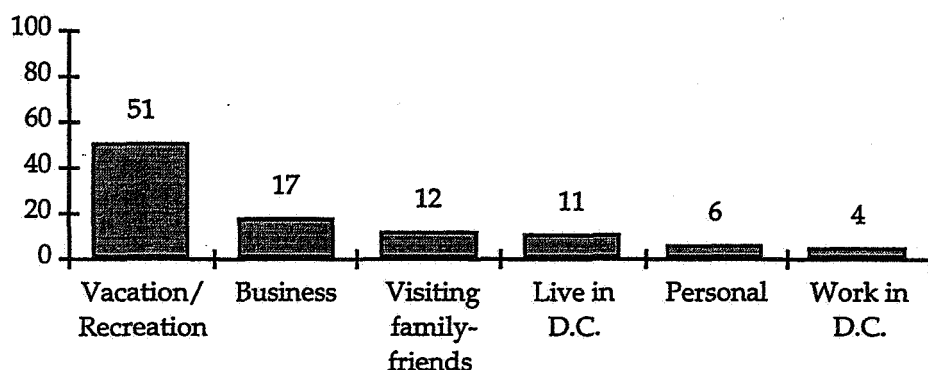
Source: Appendix C, Table 7.

¹² Most (86%) of these individuals are not of Asian descent. For all visitors who identified themselves as being of Asian descent, 46 percent said they worked in occupations that involve Asia.

Visit Characteristics

Reason for Visiting Washington. Consistently throughout the year, about half of the Gallery audiences reported vacation or recreation as their reasons for being in Washington (see Figure 11).¹³ The reasons for being in town given by the remaining half varied somewhat by season -- those who said they were visiting family or friends reached a peak of 15 percent in Summer, and those visiting while in Washington for business-related reasons reached a maximum of 22 percent during the Fall.

Figure 11
Reasons for Visiting or Being in Washington
Visitors Age 12 or Older (in Percent)



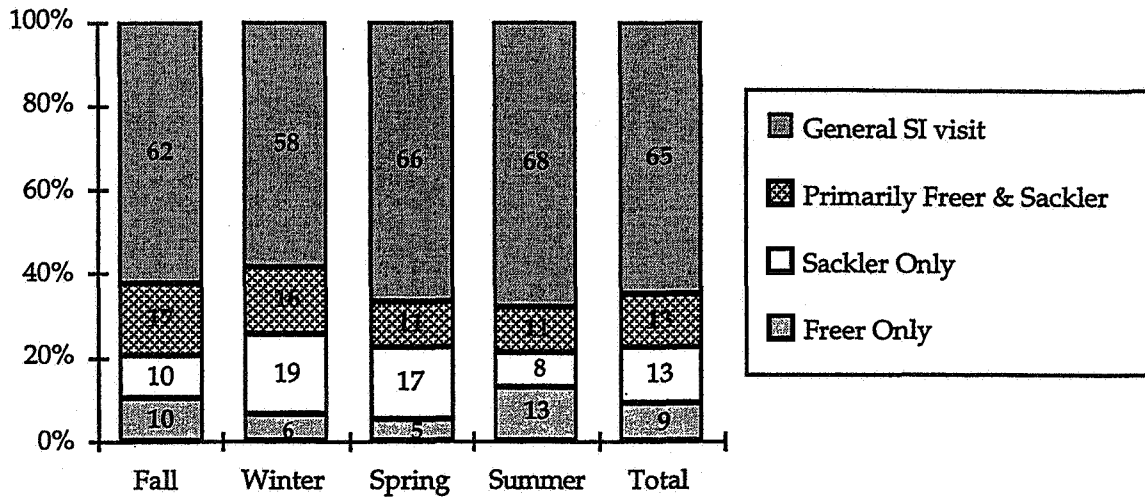
Source: Appendix C, Table 17.

Visiting the Freer and Sackler Galleries vs. Visiting the Smithsonian. Most visitors to the Galleries came to the Mall as part of a general visit to the Smithsonian. Just over a third came to the Mall primarily to see the Freer and/or Sackler Galleries. If we consider those visitors who came only to visit the Freer Gallery or only to visit the Sackler Gallery, we find that during the Summer months, visitors were more inclined to come to see only the Freer Gallery (13%) than only the Sackler (8%). In contrast, during the Spring and Winter more visitors said they came to the Mall to visit only the Sackler Gallery (17% and 19%) than only the Freer (5% and 6%).¹⁴ See Figure 12.

¹³ All visitors, except Washington, D.C., residents were asked their main reason for being in the city. Visitors from the MD and VA suburbs were usually in the city for recreation. Visitors from outside the Washington Metropolitan Area were usually in Washington as part of a vacation.

¹⁴ See Appendix C, Table 17.

Figure 12
Visit to Freer and Sackler Galleries or the Smithsonian, by Season
 Visitors Age 12 or Older
 (in Percent)

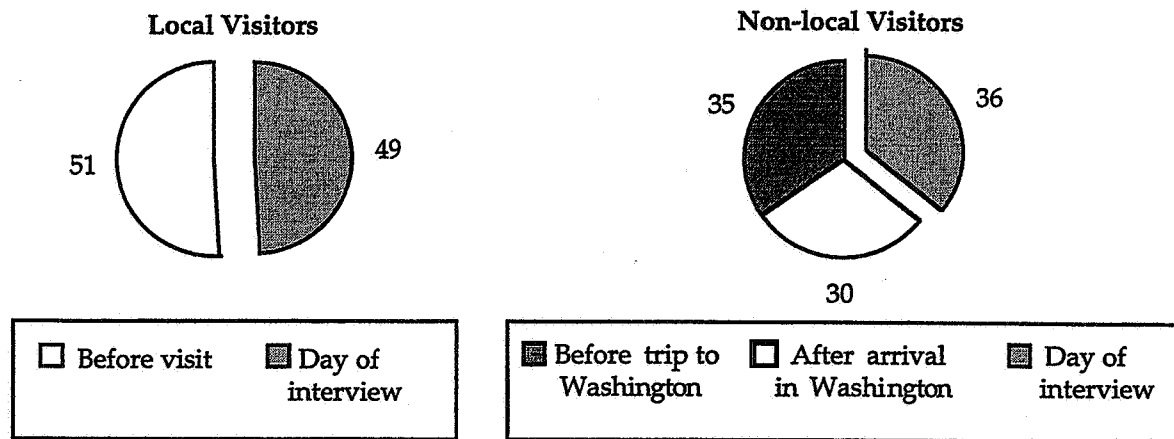


Source: Appendix C, Table 17.

Timing of Decision to Visit the Freer and Sackler Galleries. Visitors from the Washington Metropolitan Area were about equally likely to decide to visit the Galleries spontaneously on the day they came or before the day they visited. During the Spring, local visitors were more likely to plan their visit to the Galleries before the day of their visit.¹⁵ Visitors from outside the Washington Metropolitan Area were equally likely to decide to visit spontaneously on the day they came, after they arrived in Washington, D.C., or before their trip (see Figure 13).

¹⁵ See Appendix C, Table 17.

Figure 13
Timing of the Decision to Visit Freer and Sackler Galleries
 Visitors Age 12 or Older
 (in Percent)



Source: Appendix C, Table 17.

Reasons for the Decision to Visit the Freer and Sackler Galleries. Visitors were asked to give their reasons for deciding to visit the Galleries; for some, more than one answer was recorded. Many visitors indicated that this was a repeat visit; i.e., they knew what the Galleries contained and were returning.¹⁶ The other comments can be grouped into nine categories, ranging from very specific reasons (e.g., coming to see an object or an exhibition or participate in an activity), to those who admitted that they just wandered by the Galleries.¹⁷ Some visitors indicated an interest in Asia or Asian art or art more generally; others cited reading about the Galleries in various information sources, recommendations, or social reasons such as accompanying a friend. The distribution of these replies is shown in Figure 14. The reasons are shown separately for visitors who came to see only the Freer Gallery, those who came only to visit the Sackler and those who came to visit both. Additional details for all the categories are in Appendix C, Table 44.

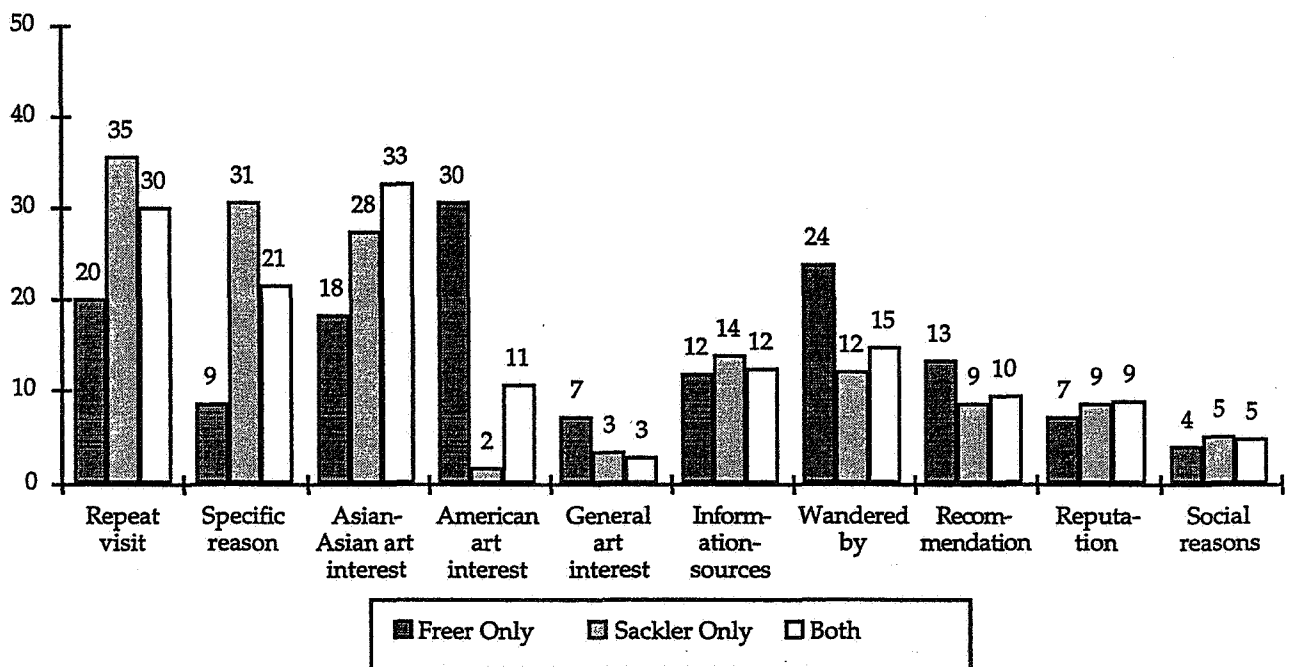
For both Galleries, the category "specific reason" includes visitors who specifically mentioned one of the gallery shops, a public program, a specific object or an exhibition other than *Whistler and Japan*. It excludes "American" aspects of the collections. These are categorized under "American art interest," i.e., the Peacock Room, Whistler's art and other American art or artists, and *Whistler and Japan*.

¹⁶ The percentage of individuals who indicated a "repeat visit" in response to this question is smaller than the percentage who had previously visited one or the other Gallery. Many repeat visitors gave other reasons for deciding to visit on the day of interview.

¹⁷ This list excludes all reasons that were given by less than 3 percent of visitors. For a fuller listing, see Appendix C, Table 44.

The data indicate that 30 percent of those who came to visit only the Freer Gallery and 11 percent of visitors who came to both Galleries cited "American" aspects as their reason for coming. At the Freer, a minimum would be 14% (this includes the 3% of visitors who indicated a general interest in American art as their reason for visiting, as well as those who specifically mention the Peacock Room (5%), Whistler's art and other American art or artists (6%). When *Whistler and Japan* is added (16%) we get a maximum of 30 percent.

Figure 14
Reasons for Decision to Visit the Freer and Sackler Galleries
Visitors Age 12 or Older
(in Percent of Visitors Who Gave Each Response)*

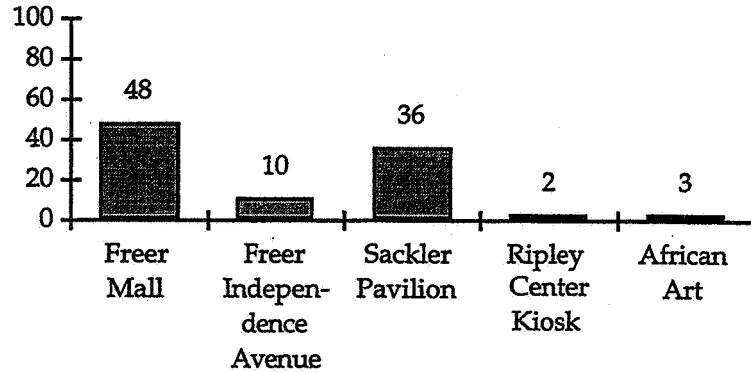


* Total equals more than 100% , as individuals could give more than one response.
 Source: Appendix C, Table 44.

The Visit

Entrance Door. Nearly half of all visitors (48%) began their visit at the Freer Mall entrance and another 10 percent used the Freer Independence Avenue entrance. Just over one-third started from the Sackler Pavilion. Only one in 20 visitors entered by way of the Ripley Center Kiosk or the National Museum of African Art. (See Figure 15.)

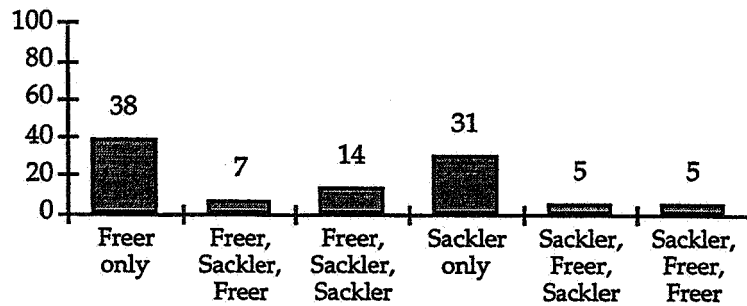
Figure 15
Entrance Door
 Visitors Age 12 or Older
 in Percent)



Source: Appendix C, Table 18.

Visit Path. Because the two Galleries are adjacent and connected, visitors were able to visit one or both. The majority of visitors (69%) visited only one Gallery. Altogether there are six possible visit paths (as shown in Figure 16). For those who visited both Galleries the favored path was to enter the Freer and exit the Sackler.

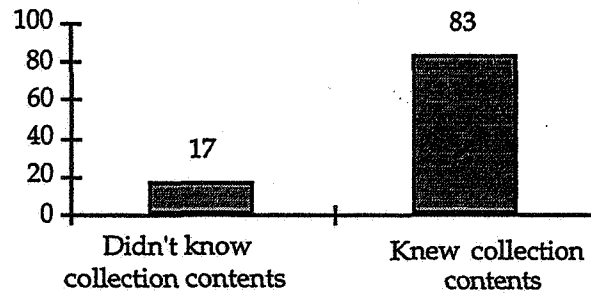
Figure 16
Visit Path
 Visitors Age 12 or Older
 (in Percent)



Source: Appendix C, Table 35.

Awareness of Gallery Contents. Over four out of five visitors enter the complex knowing that the Galleries contain mostly Asian art, as shown in Figure 17. As we will see in a later section of the report, however, over one-third of first-time visitors were unaware of the collection contents.

Figure 17
Awareness of Collection Contents
Visitors Age 12 or Older
(in Percent)

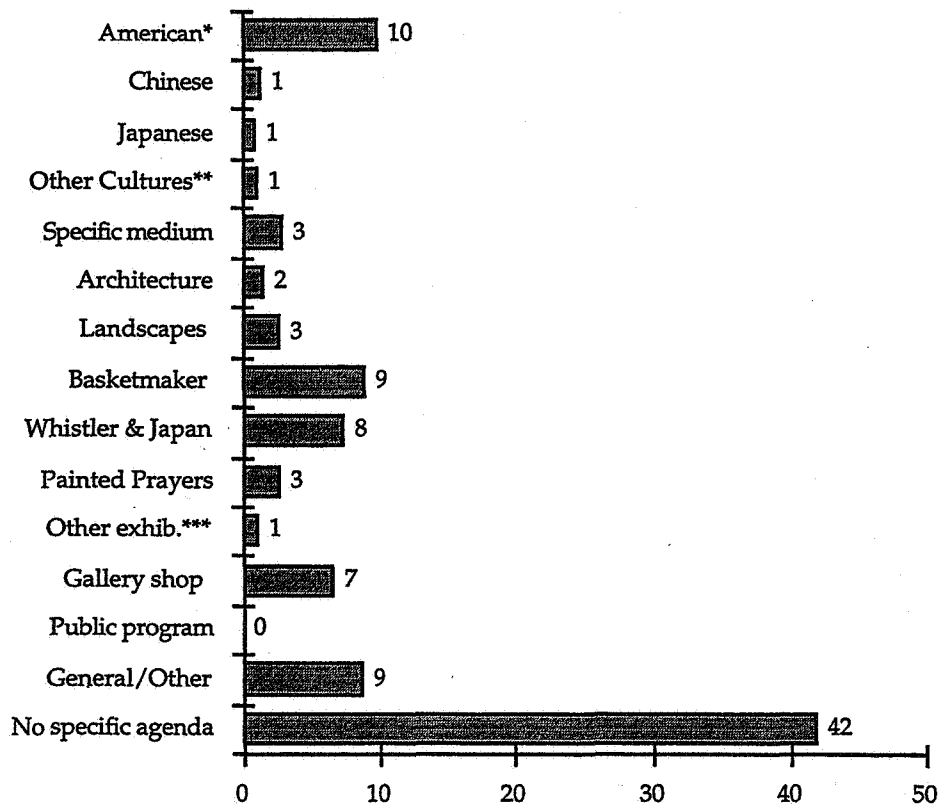


Source: Appendix C, Table 43.

Visitor Agendas. In addition to eliciting the reasons for the decision to visit the Galleries, we also inquired if visitors had a particular agenda for their visit. About half (49%) said they came to see something very specific (e.g., a special exhibition or type of art), an additional 9 percent had a more general agenda (e.g., art from China). Overall, then, three out of five visitors (58%) said they came to the Galleries with the intention of seeing or doing something in particular.

The details of visitor agendas, over the whole year, are shown in Figure 18. Here we have identified major exhibitions, specific cultures, media, and other activities. One in four visitors named an exhibition, 15 percent indicated an interest in specific cultures and 7 percent had come to shop.

Figure 18
Details of Visitor Agendas
 Visitors Age 12 or Older (in Percent)

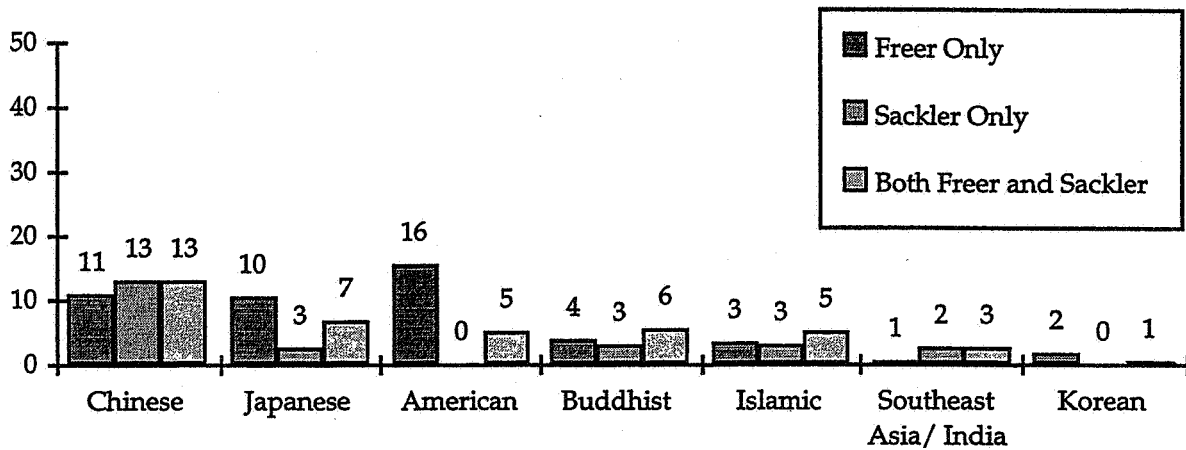


- * Includes 4.6% who mentioned Whistler and other American artists and 5.5% who mentioned the Peacock Room.
 - ** Includes Islamic, Buddhist and Korean culture interests, all of which are less than 1%.
 - *** Includes "A Mughal Hunt," "Luxury Arts of the Silk Route Empires," and "Paintings from Shiraz," all of which are less than 1%.
- Source: Appendix C, Table 21.

Reactions to the Visit

What Visitors Found Most Interesting. The comments made by visitors, when asked what was most interesting to them, were classified, as appropriate, in terms of both the culture and the art medium. The answers are obviously a function of which Gallery was visited (see Figure 16 above). For example, aspects of American culture were most often cited by visitors who went only to the Freer and Chinese objects were cited most often by visitors who went to both Galleries or only to the Sackler (see Figure 19).

Figure 19
Cultures Cited as Most Interesting*
 Visitors Age 12 or Older
 (in Percent)



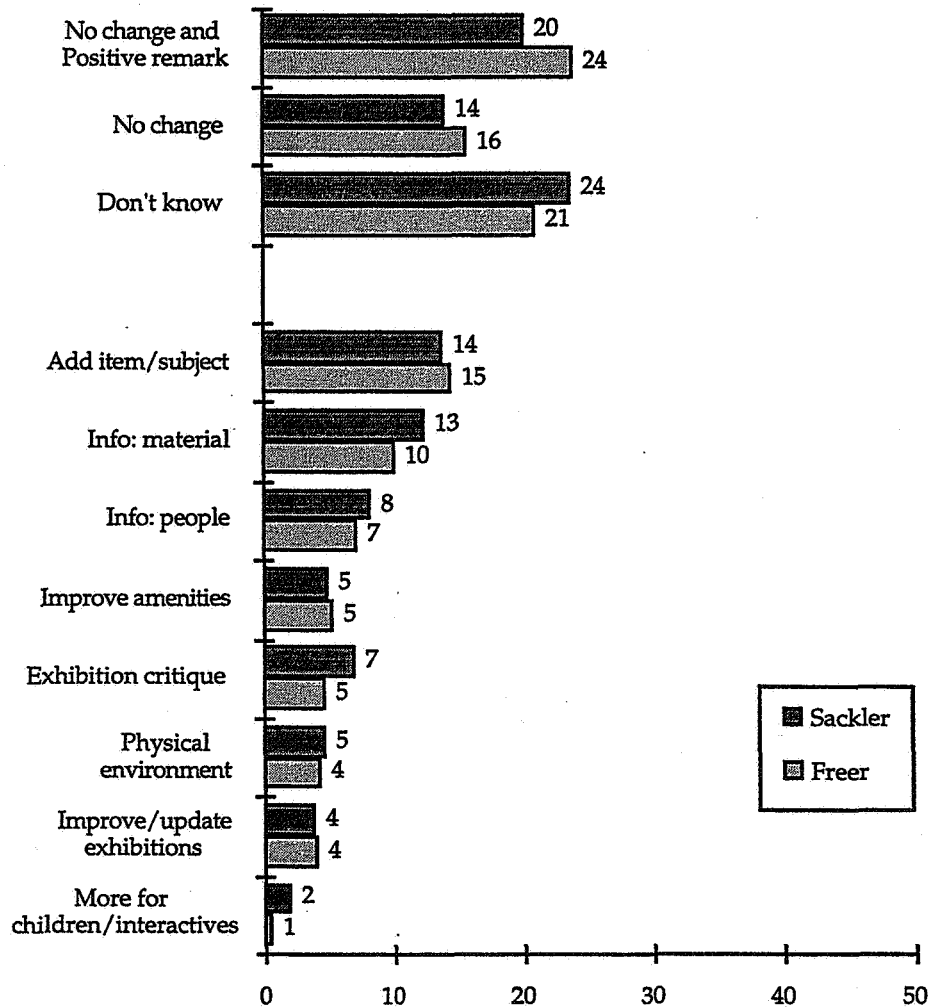
*A total of 46.0% of Freer-only visitors, 24.5% of Sackler-only visitors, and 38.8% of visitors to both Freer and Sackler Galleries cited cultures.

Source: Appendix C, Table 48.

Similarly, mediums that were mentioned also varied according to which museum was visited. Visitors who went only to the Freer reported sculptures as the most interesting, while those who visited only the Sackler found the ceramics of greatest interest. At the Freer Gallery, *Whistler and Japan* and other American art exhibitions, including the Peacock Room were exciting aspects of the visit. *A Basketmaker in Rural Japan*, *Landscapes as Culture* and *Painted Prayers* were the top three exhibitions of greatest interest to those who restricted their visit to the Sackler Gallery. (See Appendix C, Table 48, for additional detail.)

What Visitors Would Change. Visitors were asked to reflect on their experience and comment on what they would improve, change, or add, if they were the director of the Gallery in which they were being interviewed. The majority of visitors at both the Freer and Sackler (58% and 61%) had no recommendation for change or did not offer an opinion. Many who indicated that nothing should be changed also added a positive remark. For those who recommended changes, suggestions for improvement were grouped into eight categories, led by visitors wanting to see additional objects or interested in additional subjects. Next, visitors sought more information in the form of tangible materials, such as brochures, maps, catalogues, etc. The details of the recommendations are in Appendix C, Table 23. Opening the Freer courtyard, food service in the complex, additional seating, background music, improved lighting, and information in languages other than English, were among the suggestions made by visitors.

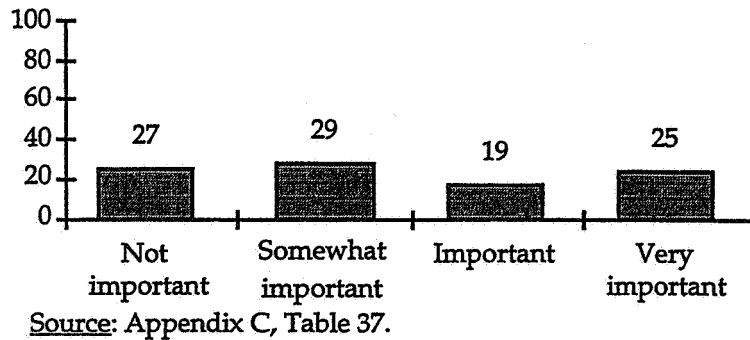
Figure 20
Visitor Recommendations for Changes at the Freer and Sackler Galleries
 Visitors Age 12 or Older
 (in Percent of Visitors Who Gave Each Response)*



*Total percent equals more than 100%, as individuals could give more than one response.
 Source: Appendix C, Table 23.

Importance of Display Changes. All visitors were asked how important changes in the selection of art displayed were to them in making a decision whether or not to return. As shown in Figure 21, replies were relatively evenly spread across the range of possible response categories. In other words, the visitors as a whole did not express a strong feeling toward display changes, although the "Not important" end of the scale is slightly favored [i.e., slightly more than half (56%) indicated "Somewhat important" or "Not important"]. As will be shown later, particular sub-groups, e.g. first-time visitors, expressed clear preferences.

Figure 21
Importance of Display Changes
 Visitors Age 12 or Older (in Percent)



Information Preferences. Visitors were also shown a list of six types of information that can be made available about objects and asked to select three that they felt would enhance or add to their appreciation of Asian art. The six alternatives, in the order shown to visitors, were.¹⁸ :

- Technique/how it was made
- What the object was used for/role in society
- The maker or makers
- History of ownership/ how it came to the collection
- Significance of object/ why it is in the museum
- Symbolic and/or pictorial content within the object

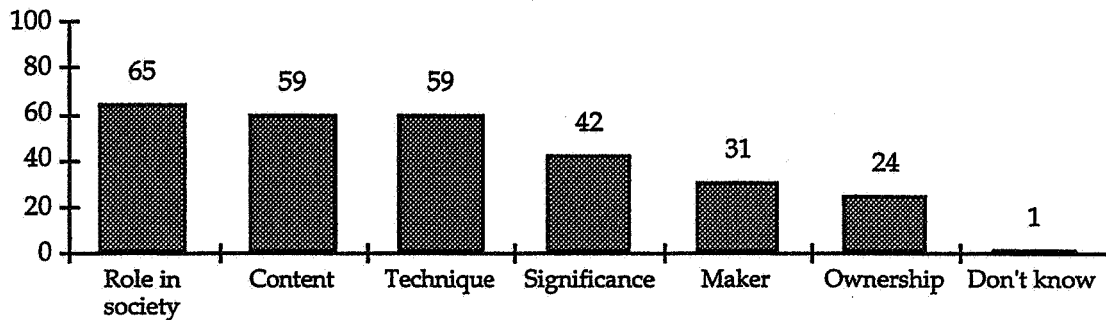
As Figure 22 shows, what the object was used for, its pictorial content, and how it was made were the three alternatives favored by about three-fifths of the visitors. (If visitors did not have any preferences, but made random choices, each option would have been selected by half of the visitors.)¹⁹ As we will see later, this preference was not affected by the extent of a visitor's familiarity with the Galleries.

¹⁸ Further clarification for several options was provided to visitors:

- Technique/how it was made* -- refers to how the maker or makers created the object, e.g., how many times it was fired in the kiln.
- What the object was used for/role in society* -- self-explanatory.
- The maker or makers* -- refers to information about the person or persons who created the object.
- Significance of object/why it is in the museum* -- this category is for information about why the object was selected as part of the museum collection.
- History of ownership/how it came to the collection* -- self-explanatory.
- Symbolic and/or pictorial content* within the object -- refers to information specific to the particular object, e.g., "Dragons are depicted in this vase because they are a symbol of power."

¹⁹ Visitors were asked to make three selections among six alternatives. The total choices, in percent, would equal 300%. Random selection would mean that each alternative would be selected by 50% of the visitors. The total in Figure 22 is 280%, since a few visitors (6.7%) selected only two alternatives and fewer (2.3%) only one. (Data on file, ISO.)

Figure 22
Information Preferences
 Visitors Age 12 or Older (in Percent)



Source: Appendix C, Table 36.

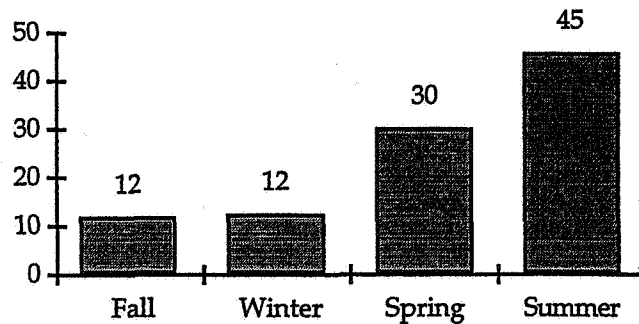
Children at the Freer and Sackler Galleries

As mentioned above, children (defined as visitors under the age of 12) were asked a limited set of questions which excluded attitudinal information. This section highlights the information collected directly from children and from adults with children. Recall that the survey excluded children who were part of organized school groups; thus, the children discussed here are those who came with adults (95%) or the few (5%) who were separated from their school group and exiting the Galleries alone. In this section we compare children to adult visitors using only that information collected from children; then we look at differences between adults visiting with children and adults visiting alone or with other adults.

Children. Two-thirds of the children visiting the Galleries were from areas in the United States outside the Washington Metropolitan Area (65%). In addition, we find that their visit group, or family, usually consisted of people who were all non-local residents (60%) as well.

Almost all children were in Washington for vacation or recreation (84%) or visiting family or friends (7%); i.e., only a small percentage were with adults who were in the area for business-related or other reasons. Accordingly, the number of children in the Galleries was highest during the summer months, when vacationing families crowd the Mall (See Figure 23 below).

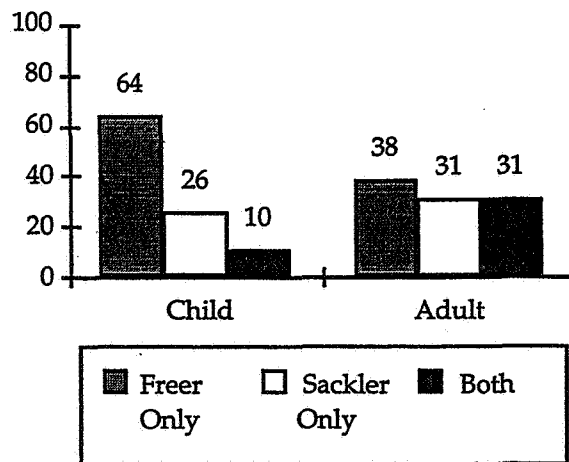
Figure 23
Young Children in the Galleries, by Season
 Visitors Under Age 12
 (in Percent)



Source: Appendix C, Table 24.

Given their age, children were almost twice as likely as adults to be new visitors (78% vs. 43%) and were rarely familiar with the Galleries. Overall, as Figure 24 illustrates, children most often visited only the Freer Gallery (64%) - only one in ten visited both Galleries in the same day. Not surprisingly, more children than adults said they were on the Mall for a general visit to the Smithsonian rather than a Gallery-specific visit (79% compared to 65%).

Figure 24
Visit Paths of Young Children
 Visitors Under Age 12
 (in Percent)



Source: Appendix C, Table 24.

Most children did not have anything in particular in mind for their visit to the Galleries; a third said they came to see something in particular - the *Peacock Room* and *A Basketmaker in Rural Japan* were cited most often.

Adults With Children. Although children made up only 3 percent of all the visitors interviewed, we can also identify interviewed adults who came to the museum with children under the age of 12 (6%) and compare their background characteristics and visit experience with those of adults who did not bring young children to the Galleries.

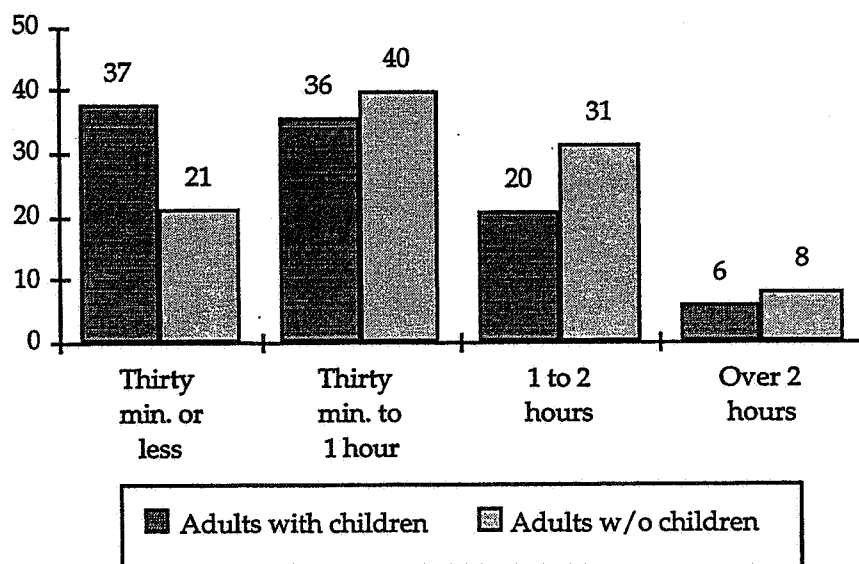
Adults visiting the Galleries with children differ from adults visiting without children in many of the same ways as children differ from adults. Adults with children are more likely to be new visitors, non-local, visiting the Freer only, on vacation or recreation or visiting family or friends, visiting during the summer, and on a general visit to the Smithsonian.

Adults who brought children to the Galleries were more likely to be male (56%) than adults without children (47%). The majority of adults who brought children were between the ages of 35 and 44.

Adults with children were less familiar with the Smithsonian than adults without children. One out of five adults with children (22%) had not visited any other Smithsonian museums, compared to 14 percent of adults without children. They were also less familiar with the Galleries' collections (29% compared to 16% of adults without children did not know the collections contain Asian art).

As one would expect, adults with children spent less time in the Galleries; two out of five, twice as many as adults without children, left the Galleries within 30 minutes. Seven out of 10 adults with children had left within an hour (see Figure 25). Also, adults who brought children were less likely to visit a Gallery shop (47% compared to 53%).²⁰

Figure 25
Visit Duration of Adults With and Without Children Under 12
 Visitors Age 12 or Older (in Percent)

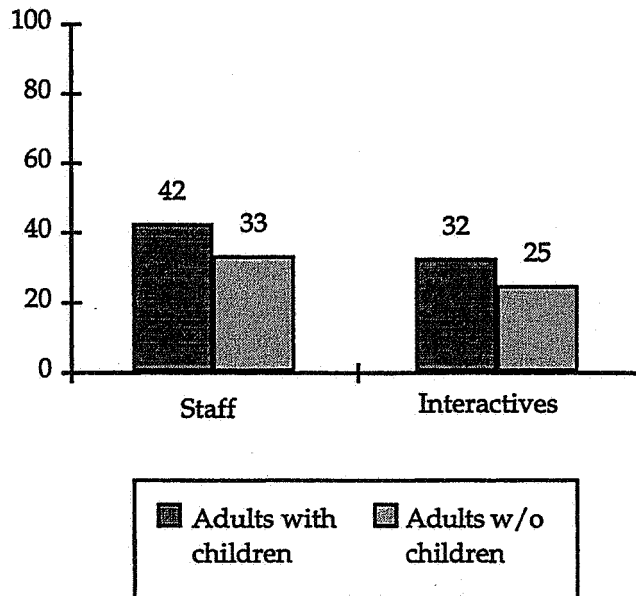


Source: Appendix C, Table 25.

²⁰ See Appendix C, Table 28

All visitors were also asked about the usefulness of nine communication media in art museums in general. The overall results are discussed in a later section. In identifying the preferred communication media of adults with children, we find they favored interactives and staff to talk to (compared to adults without children). (See Figure 26.)

Figure 26
Communication Media Preferences of Adults With and Without Children Under 12*
Visitors Age 12 or Older
(in Percent)



* Preference is based on the percent of visitors who said staff to talk to or interactives were "very useful".
Source: Appendix C, Table 25.

II. Who Came to the Freer and Sackler Galleries?

The information reported in Part I drew a picture of the visitors to the Freer and Sackler Galleries by separating out particular features of background, experience and opinion, and reporting their frequency of occurrence for all visitors. In some instances, distinctions were made between visitors who were only at the Sackler, only at the Freer or at both Galleries. In order to fully understand the visitor experience we need to construct composite portraits of the visitors by discovering more about how these features interact with one another.

First, we compare visitors to the Smithsonian's three largest museums to visitors to the Freer and Sackler complex, in order to identify some special characteristics of the Freer and Sackler visitors. Second, we introduce the concepts of New Visitors and Familiar Visitors and use these ideas to establish the factors that encourage a visitor to return to the Galleries.

Freer and Sackler Visitors in Comparison to Visitors to Major Smithsonian Museums

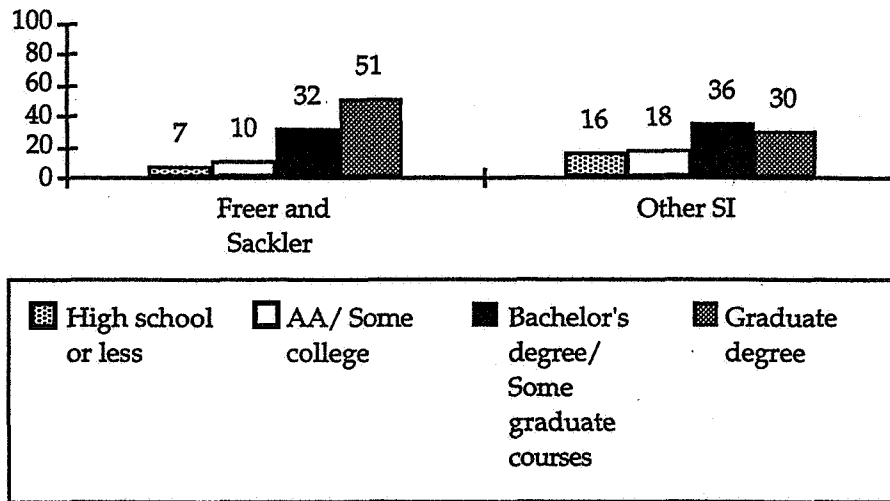
Since we have recently completed a major study at the National Air and Space Museum (NASM), and year-long studies at the National Museum of Natural History (NMNH), and the National Museum of American History (NMAH), we can examine the differences for those characteristics that were recorded in a comparable way in all four studies.²¹

The first major difference that we encounter is in the visitors' level of educational attainment. For all visitors 25 years old or older, those who come to the Freer and Sackler Galleries have much higher levels of formal education, as shown in Figure 27.

The percentage of visitors who have bachelor's degrees is about the same in the Freer and Sackler Galleries as it is at the three largest museums, but while those museums have a larger percentage of those without college degrees, the Freer and Sackler Galleries have a much higher percentage of visitors with graduate degrees.

²¹ All differences cited in Part II of this report are statistically significant. (In most cases significance was established through the chi-square test with a threshold of .05. In comparing means and in evaluating terms within logistic regressions, we used two-tailed t-tests, again with the .05 limit.)

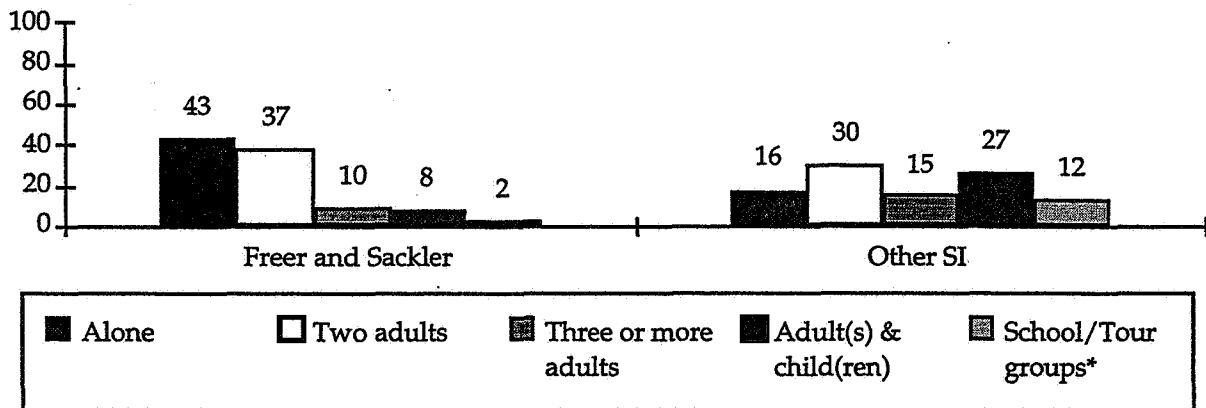
Figure 27
Educational Attainment of Smithsonian Visitors
 Visitors Age 25 or Older
 (in Percent)



Source: Appendix C, Table 16.

There is a similarly sharp difference in the social composition of visit groups. Very few visitors to the Freer and Sackler Galleries bring children, and a much higher percentage of visitors come alone, as shown in Figure 28.

Figure 28
Composition of Smithsonian Visit Groups
 Visitors Age 12 or Older
 (in Percent)

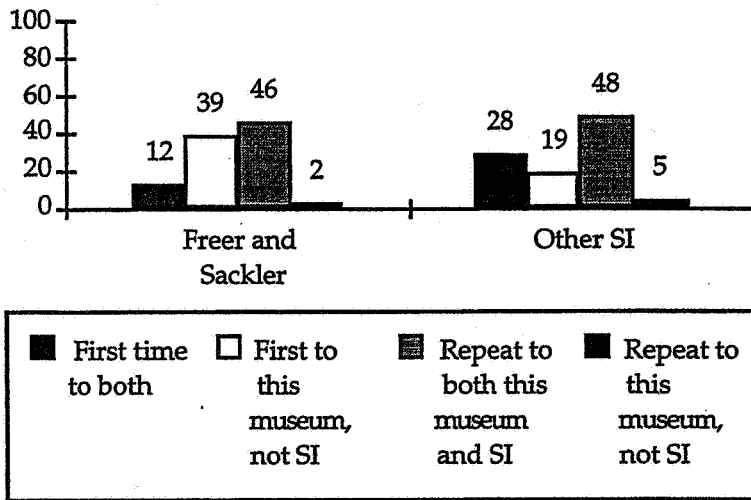


*Includes only individuals on a school trip or tour who were separated from their group.

Source: Appendix C, Table 16.

Unlike visitors to the largest Smithsonian museums, Freer and Sackler visitors are much more likely to have visited elsewhere in the Smithsonian before the day of their interview. In other words, a much smaller percentage of Freer and Sackler visitors are starting with the Freer and Sackler as their first Smithsonian museum. See Figure 29.

Figure 29
First and Repeat Visits to This and Other Smithsonian Museums*
 Visitors Age 12 or Older
 (in Percent)

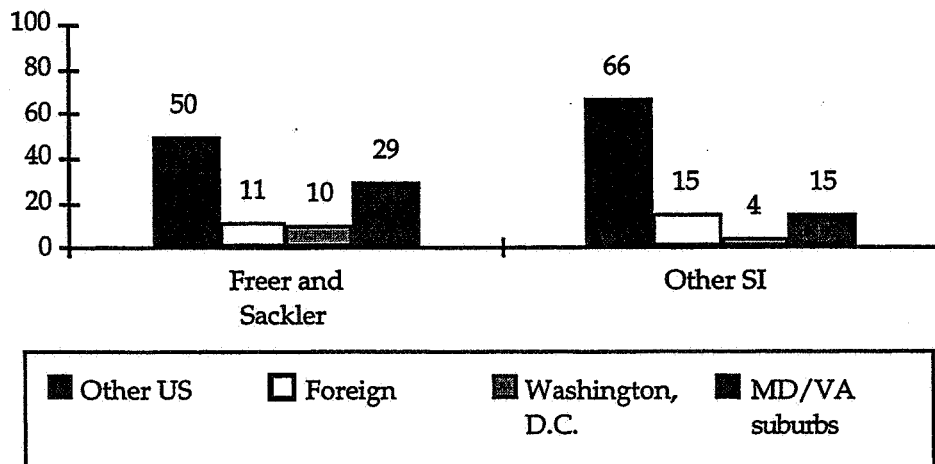


*In the case of the Freer and Sackler Galleries, "this museum" refers to either Gallery.
 Source: Appendix C, Table 16.

Notice, however, that the overall percentage of first-time Freer and Sackler visitors (51%) is similar to the overall percentage of first-time visitors to the three largest museums (47%). The difference, then, lies in whether or not they have visited elsewhere first.

The Freer and Sackler Galleries have twice the percentage of local visitors that the other museums do, as shown in Figure 30.

Figure 30
Residence of Smithsonian Visitors
 Visitors Age 12 or Older (in Percent)



Source: Appendix C, Table 16.

Other significant differences between the Galleries and other Smithsonian museums are easily explained. Visitors to the Freer and Sackler Galleries, for example, make shorter visits than do visitors to the other, much larger museums. Freer and Sackler visitors who come from out-of-town are less likely to make plans to visit the Galleries before their trip, presumably because they intend to visit other museums first (35% of Freer and Sackler visitors vs. 56% of visitors at the other museums). Freer and Sackler visitors are more likely to be female (52% vs. 45% at the other museums). This gender difference is due to the fact that the Freer and Sackler Galleries are about art and the others are not. Art museums generally draw a higher proportion of women than other types of museums.²² Finally, we should note that, not surprisingly, a greater percentage of Asians can be found among the Freer and Sackler visitors (11% vs. 7% at the other museums, or 9% vs. 6% when foreign residents are excluded).

Which Visitors Return?

If we examine the differences between visitors who arrive at the Galleries for the first time and those who are making repeat visits, we can develop some idea of what leads a visitor to return. This information is critically important in developing a dedicated audience. Our approach here is to distinguish between New Visitors and Familiar Visitors.

New Visitors and Familiar Visitors

As we will see, the single most important factor influencing the opinions and behaviors of Freer and Sackler visitors is the degree to which they are familiar with these two museums. We can divide the visitors accordingly into four groups based on their experience before the day of the interview:

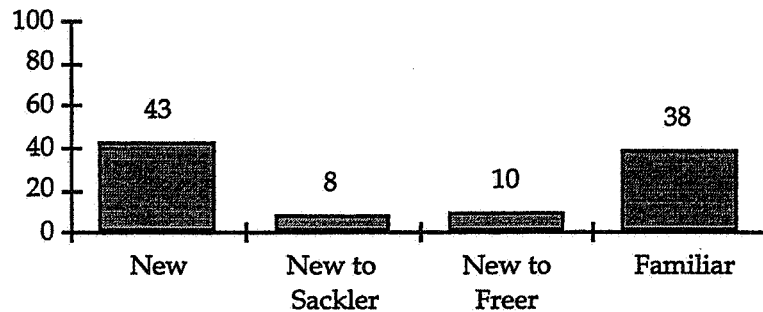
- New Visitors -- making their first visit to this complex²³
- New to Sackler -- these individuals have previously been to the Freer only
- New to Freer -- these individuals have previously been to the Sackler only
- Familiar Visitors -- these individuals have been to both museums before

As Figure 31 shows, the number of New Visitors (43%) is nearly the same as the number of Familiar Visitors (38%), and the number of those new to the Sackler (8%) is very close to the number new to the Freer (10%).

²² See J. Mark Davidson Schuster, *The Audience for American Art Museums*, Research Division Report #23, National Endowment for the Arts (Cabin John, MD: Seven Locks Press, 1991) and the *Smithsonian Institution Marketing Study* (SIMS) (Washington, D.C.: Smithsonian Institution, Office of the Assistant Secretary for Institutional Advancement, 1994).

²³ To be categorized as a New Visitor here, an individual cannot have visited either the Freer Gallery or the Sackler Gallery previously. Note that this definition of "New" is stricter than the definition of "First-time visitor" used in Figure 29 where a person who had visited one of the Galleries previously could still be considered to be making a first visit if that person was experiencing the other Gallery for the first time.

Figure 31
Familiarity of Visitors
 Visitors Age 12 or Older
 (in Percent)



Source: Appendix C, Table 30.

New Visitors were relatively familiar with the rest of the Smithsonian. Nearly three out of four of them (73%) had visited other Smithsonian museums before the day on which they were interviewed.

Familiar Visitors probably visit the Freer and Sackler Galleries frequently. Three out of five of them (63%) reported that they had visited within the last year, and more than four out of five (84%) had visited within the last two years.

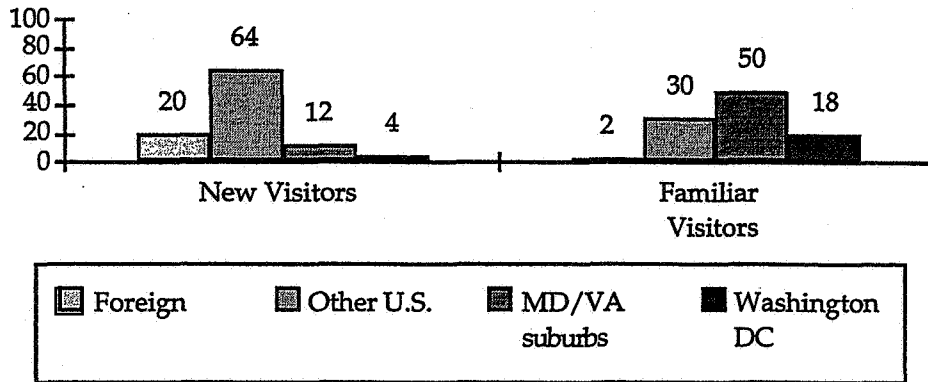
The visitors who were new to the Sackler and those who were new to the Freer fall in the middle between New and Familiar Visitors because they were new to one of the Galleries, but familiar with the other. In order to simplify the analysis, and to avoid diluting the effect of previous experience on visit patterns, we will focus only on the differences between the two extremes, i.e., between New Visitors and Familiar Visitors.²⁴ Thus, the discussion below is limited to 82 percent of all visitors.

Differences between New Visitors and Familiar Visitors

New Visitors and Familiar Visitors differ significantly in nearly every characteristic except gender. New Visitors, for example, were predominantly from out-of-town, while the majority (68%) of Familiar Visitors were from Washington D.C. and the Maryland/Virginia suburbs, as can be seen in Figure 32.

²⁴ We can speculate that many, if not most, of the visitors who are neither New nor Familiar are making a second visit to the complex. Since 73% of New Visitors visited only one of the two Galleries, it seems reasonable to expect that most second-time visitors would be new to either the Sackler or the Freer. Conversely, since the majority (60%) of those who were new to the Sackler visited only the Sackler, and the majority (76%) of those who were new to the Freer visited only the Freer on the day of their interview, we can suppose that many of them have returned to investigate the museum they didn't get to see previously. In some respects one or both of the two intermediate categories of those new to Sackler and those new to Freer resemble New Visitors, in other respects they resemble Familiar Visitors.

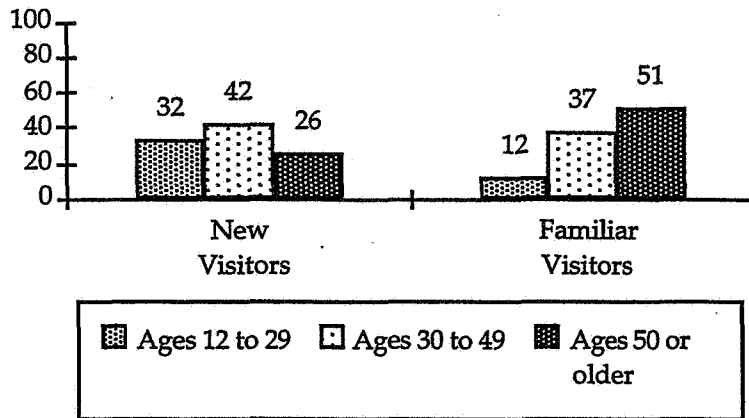
Figure 32
Residence of New and Familiar Visitors
 Age 12 or Older
 (in Percent)



Source: Appendix C, Table 31.

Familiar Visitors tended to be older than New Visitors, as shown in Figure 33. The average age of New Visitors was 38;²⁵ the median age was also 38. Familiar Visitors, on average, were 10 years older (average and median age was 48).²⁶

Figure 33
Ages of New Visitors and Familiar Visitors
 Age 12 or Older (in Percent)



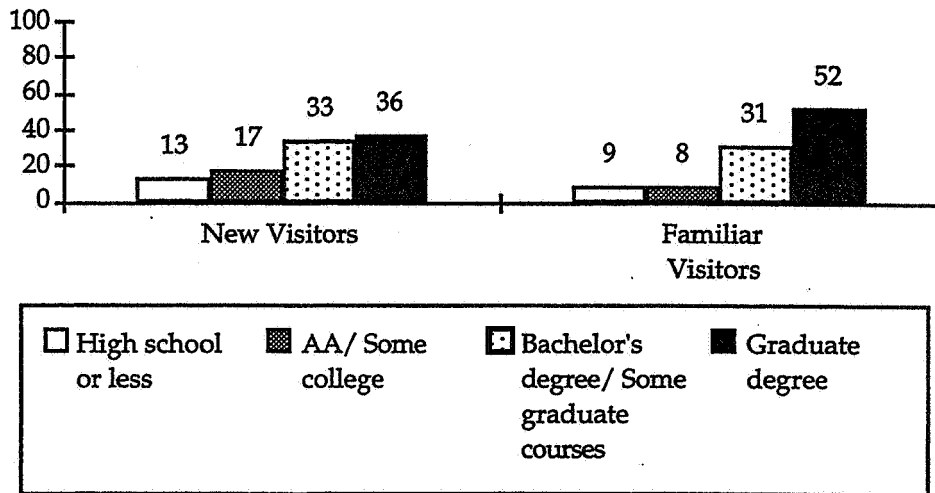
Source: Appendix C, Table 30.

Familiar Visitors reported higher levels of educational attainment -- half of them (52%) have graduate degrees (compared to 36% of New Visitors who have graduate degrees). See Figure 34.

²⁵ Standard deviation of 15.

²⁶ Standard deviation of 15.

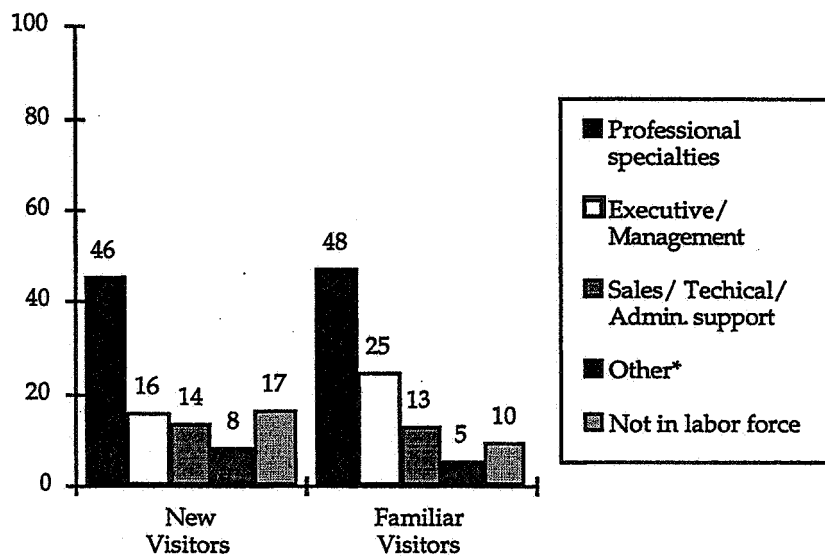
Figure 34
Educational Attainment of New Visitors and Familiar Visitors
Age 12 or Older (in Percent)



Source: Appendix C, Table 32.

New and Familiar Visitors tended to have somewhat different occupations. Executives and managers, for example, were a higher percentage of Familiar Visitors than of New Visitors, while those not in the labor force were a higher percentage of New Visitors than of Familiar Visitors, as shown in Figure 35. [The 17 percent of New Visitors who were not in the labor force were primarily students (12%) and homemakers (3%). Among the 10 percent of Familiar Visitors who were not in the labor force, 4 percent were students and 5 percent were homemakers.]

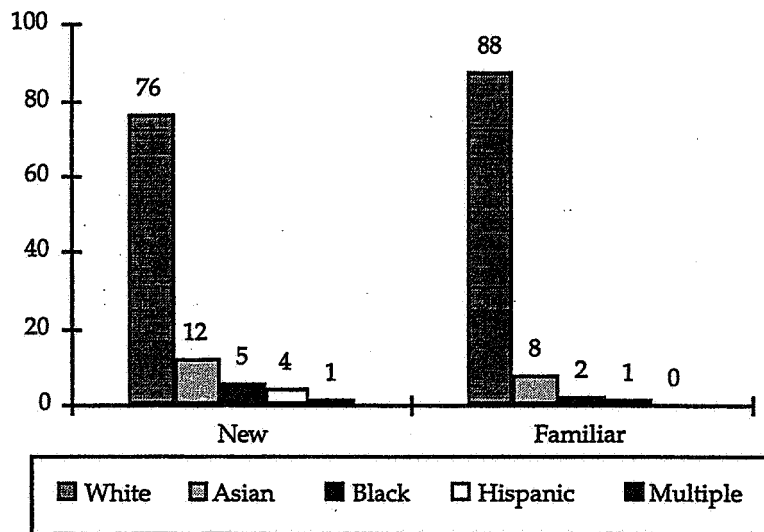
Figure 35
Occupations of New Visitors and Familiar Visitors
Age 12 or Older (in Percent)



*Includes Service, Skilled labor, Semi-skilled labor, Active military, Farming/Forestry/Fishing.
 Source: Appendix C, Table 31.

Familiar Visitors included fewer minorities compared to New Visitors. Among those living in the United States (i.e., excluding foreign residents), only Asians maintained a significant representation among Familiar Visitors (8%). See Figure 36.

Figure 36
Racial/Ethnic Identity of New Visitors and Familiar Visitors
 U.S. Residents Only, Visitors Age 12 or Older
 (in Percent)



Source: Appendix C, Table 31.

Finally, we compared New and Familiar visitors' experiences with art and with Asia. To do this, we constructed a measure using answers to the following question, "Different people have different backgrounds. Would you please tell me which of the following most accurately describe your experience with Asian art?" Visitors were shown a card and asked to choose one or more of the following:

- A. I came to US in 19__
- B. I traveled/lived in Asia.
- C. I read books about Asian art.
- D. I read books about Asian history/culture.
- E. I collect Asian art.
- F. I am a professional in the arts.
- G. I have a general interest in Asian art/History.
- H. I studied Asian art in ... High school/College/Graduate school/Museum.
- I. I studied Asian history/Culture in ... High school/College/Graduate school/Museum.
- J. I studied Art appreciation in ... High school/College/Graduate school/Museum.
- K. I have a general interest in art.
- L. None of the above.

In addition, visitors indicated a connection to Asia when they answered, "Does your job involve Asia in any respect?"

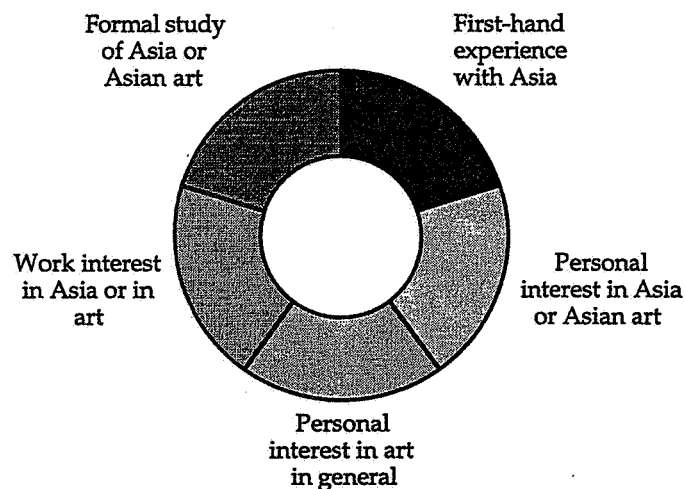
We divided these answers into five categories, each of which represents an area of an individual's life that connects them to Asia or to art:

1. First-hand experience with Asia (choices A, B).
2. Personal interest in Asia or Asian art (choices C, D, E, G).
3. Personal interest in art in general (choices J, K).
4. Work interest in Asia or in art (choice F, job involves Asia).
5. Formal study of Asia or Asian art (choices H, I).

By assigning one point for each category that a visitor identified, we constructed an indicator with values from 0 to 5 for each visitor (an individual is scored as 0 if he or she selected L and had no work connection to Asia). This indicator measures the number of areas of an individual's experience that leads them to the subject matter of the Freer and Sackler Galleries.

Figure 37 is a way to visualize the indicators.

Figure 37
Asia and Art Connection Indicators

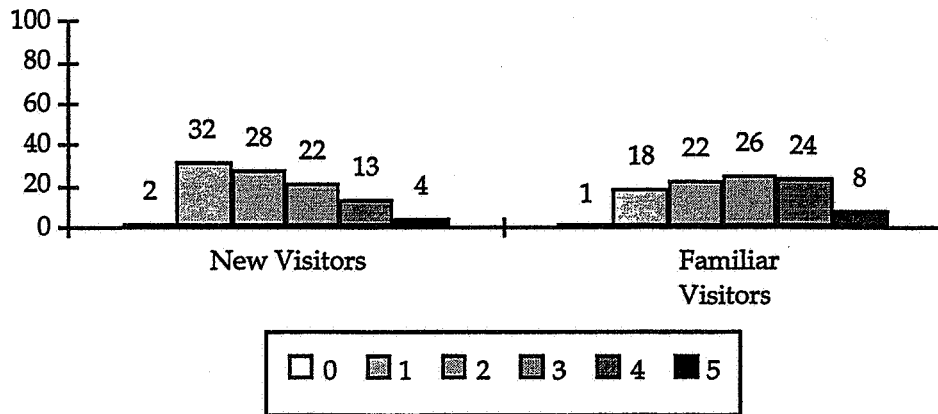


Individuals with Asia and Art Connection Indicator values of five were linked to the subject matter of the Galleries in five different areas of their life. The average Connection score for all visitors is 2.4. The median for all visitors is 2.

Connection Indicator values for New and Familiar visitors are significantly different.²⁷ New Visitors have an average Connection value of 2.2. The median value for New Visitors is 2. Familiar Visitors have an average of 2.7. The median value for Familiar Visitors is 3. Figure 38 shows the differences more vividly.

²⁷ T-test values: $t=-9.325$, $df=1912$, $p<.001$.

Figure 38
Asia and Art Connection Indicator Values for New Visitors and Familiar Visitors
 Age 12 or Older
 (in Percent)



Source: Appendix C, Table 37.

Note that all but 2 percent of New Visitors and all but 1 percent of Familiar Visitors have a connection to art in general or to Asia in at least one area of their lives.²⁸ Also note that Familiar Visitors are twice as likely to score 4 or 5, compared to New Visitors, while New Visitors are almost twice as likely to score 1.

A Closer Look at Why Visitors Return

Plans to increase the number of visitors to the Freer and Sackler Galleries or change their composition will partially depend on understanding both why New Visitors choose to come the first time and why some of them (namely the Familiar Visitors) return. Since this study only includes visitors to the Freer and Sackler, it can not tell us about those who decided not to come, although the comparison of Freer and Sackler visitors to other Smithsonian visitors provided some hints (see the beginning of Part II). But all Familiar Visitors were once New Visitors, and if we look carefully at the differences between Familiar and New Visitors we can begin to understand which factors play a role in getting New Visitors to return.

We have noted the importance of residence, age, occupation, cultural interest, ethnicity, and connections to Asia and to art in distinguishing between New and Familiar visitors.

²⁸ For visitors who identified only one area of connection, 82 percent of New Visitors and 86 percent of Familiar Visitors expressed a link to art in general (i.e., choices F, J or K) and 18 percent of New Visitors and 14 percent of Familiar Visitors identified a connection to Asia or Asian art. For those with a score of 2, however, 96 percent of both New and Familiar Visitors cited at least one link to Asia or Asian art. In other words, relatively few visitors identified an interest in Asia or Asian art without also identifying an interest in art in general. Overall 26 percent of New Visitors and 16 percent of Familiar Visitors cited an interest in art in general at least once.

When we look at each of these characteristics in isolation, however, we can be misled. Differences in occupation, for example, might be no more than a reflection of differences in education. Differences in cultural interest might be directly tied to differences in age. Since the data in this study was collected in an unbiased, systematic way, we can construct mathematical models to accurately describe the interrelationships of these various factors.²⁹

The analyses show that three key factors distinguish between New and Familiar Visitors – residence, educational attainment, and degree of connection to Asia and art. All the other differences are subsumed by these three.

Residence is the strongest factor. The farther away a visitor lives, the less likely it is that the individual will be a Familiar Visitor. Imagine four visitors who are alike in every way except residence (i.e., they are all the same age, the same gender, have the same occupation, etc.), – one lives in another country, one lives elsewhere in the U.S., one lives in the Maryland suburbs and one lives in the District of Columbia. The one who lives in the United States outside the Washington Metropolitan Area is 43 percent more likely to be a Familiar Visitor than a New Visitor when compared to the Foreign resident. The one from the Maryland and Virginia suburbs is 96 percent more likely to be a Familiar Visitor than a New Visitor in comparison to the Foreign resident, and the D.C. resident is also 96 percent more likely to be a Familiar Visitor than a New Visitor when compared to the foreign resident. In other words, if the person who lives elsewhere in the U.S. were to move to the Washington area he or she would increase their likelihood of being a Familiar Visitor by 53 percent (96% minus 43%).

Educational attainment is the second key factor. It makes sense that those who live near the Galleries would be more likely to return than those who live far away. The influence of educational attainment, however, cannot be so simply explained. Imagine three visitors who are alike in every way except that one did not graduate from college, one has a bachelor's degree, and one has a graduate degree. The visitor with the college degree is 24 percent more likely to be a Familiar Visitor than a New Visitor when compared to the non-college-graduate. The visitor with the graduate degree is 41 percent more likely to be a Familiar Visitor than a New Visitor when compared to the non-college-graduate. In other words the moment that the non-college-graduate obtains a master's degree, he or she would increase their likelihood of being a Familiar Visitor by 41 percent.

The third key factor is the degree of connection to Asia and art. Imagine six visitors alike in every way except that each had a different score on the Asia and Art Connection Scale. The three visitors with scores of 3, 4, and 5 (all of which are above the average score of 2.4), would be significantly more likely to be Familiar Visitors rather than New Visitors when compared to the three visitors who scored below average. The visitor with a score of 3 increases his likelihood of being a Familiar Visitor by 19 percent, compared to the three who scored below average. The visitor with a score of 4 would also be 19 percent more likely to be Familiar rather than New, in comparison to those

²⁹ The models used here are called Logistic Regression models. For details of the methods, contact the Institutional Studies Office.

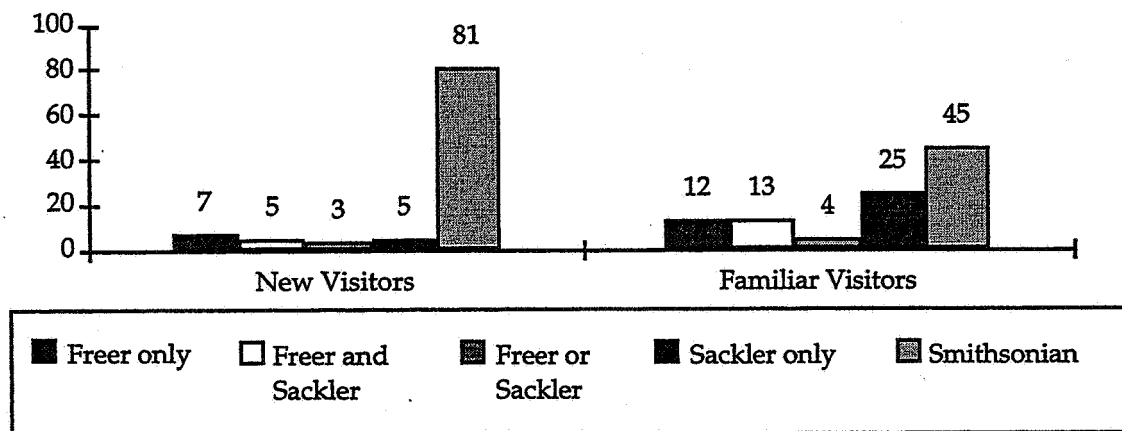
who scored 2 or below. A visitor with a top-of-the-scale score of 5 is altogether 30 percent more likely to be a Familiar Visitor than a New Visitor when compared to the person who scored below average.

Whatever brings people to the Freer and Sackler Galleries in the first place, there are three clear influences on why they return. In descending order of importance these three factors are 1) they live nearby, 2) they have high levels of formal education, and 3) they have an above-average number of connections to Asia and to art in different areas of their lives. This information helps us to identify the individuals who are most likely to respond favorably to the museum's efforts to enlarge its audience.

Different Types, Different Intentions

New and Familiar Visitors come to the Galleries with different expectations for their visit. When visitors were asked whether they came to the Mall to see either or both of the Galleries or to see the Smithsonian in general, most New Visitors said that they had come to see the Smithsonian. Familiar Visitors had a different range of plans. Note in Figure 39 that only 13 percent of Familiar Visitors came to see both Galleries, and that twice as many came to see the Sackler only as came to see the Freer only.

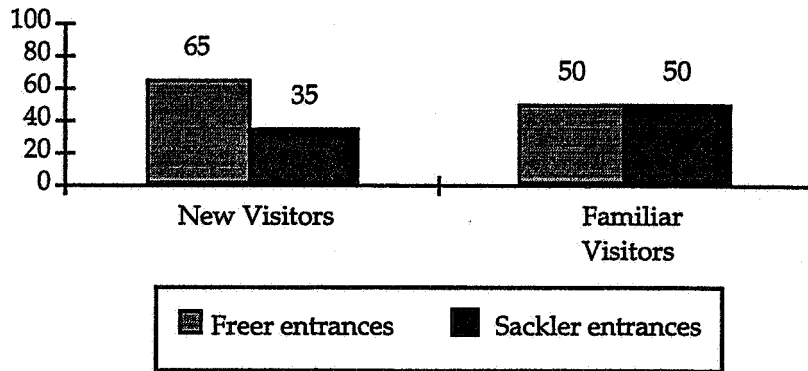
Figure 39
Focus of the Visit to the Mall for New Visitors and Familiar Visitors
 Age 12 or Older
 (in Percent)



Source: Appendix C, Table 33.

The Freer was a stronger draw for New Visitors. When we look at where visitors entered the complex, we find that New Visitors favored entering the Freer over the Sackler by nearly two to one, while Familiar Visitors entered both equally.

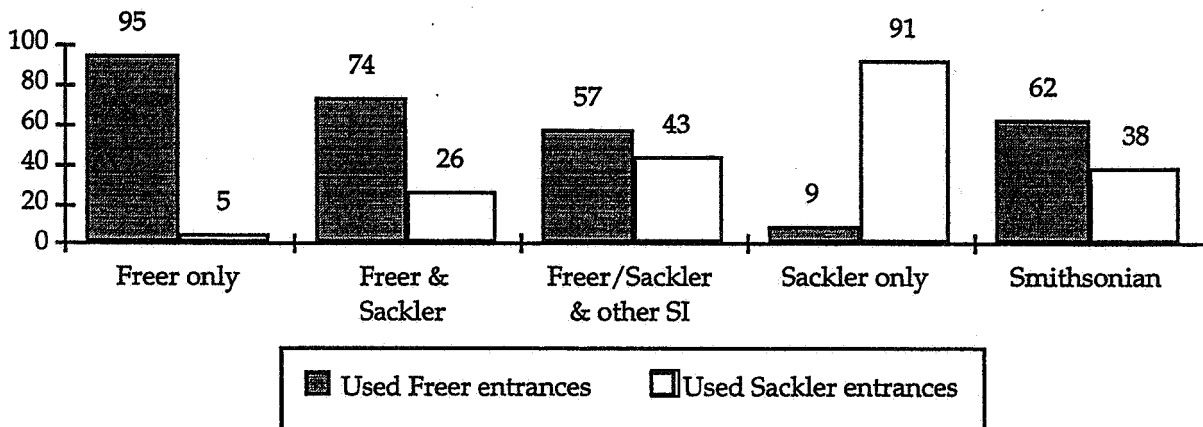
Figure 40
Entrances Used by New Visitors and Familiar Visitors
 Age 12 or Older
 (in Percent)



Source: Appendix C, Table 37.

Most visitors entered the complex via the Gallery they intended to visit. As Figure 41 shows, almost all visitors who intended to visit the Freer only entered using the Freer entrances and most visitors who intended to visit the Sackler only entered using the Sackler entrances. However, visitors who intended to visit both Galleries and/or other Smithsonian museums more often began their visit with the Freer Gallery. The preference for entering the complex at the Freer suggests that visitors who are new to the Galleries and visitors who did not plan to visit one Gallery in particular see the Freer Gallery as the main entrance to the building complex. This use of the Freer over the Sackler as an entrance could be attributed to a number of reasons: the visibility of the Freer from the Mall metro station exit, proximity to the Mall and other tourist sites, its architectural style, revered collections or popularity. A more detailed analysis of visitor preferences in choosing to visit either the Freer or Sackler Gallery is in Section III below.

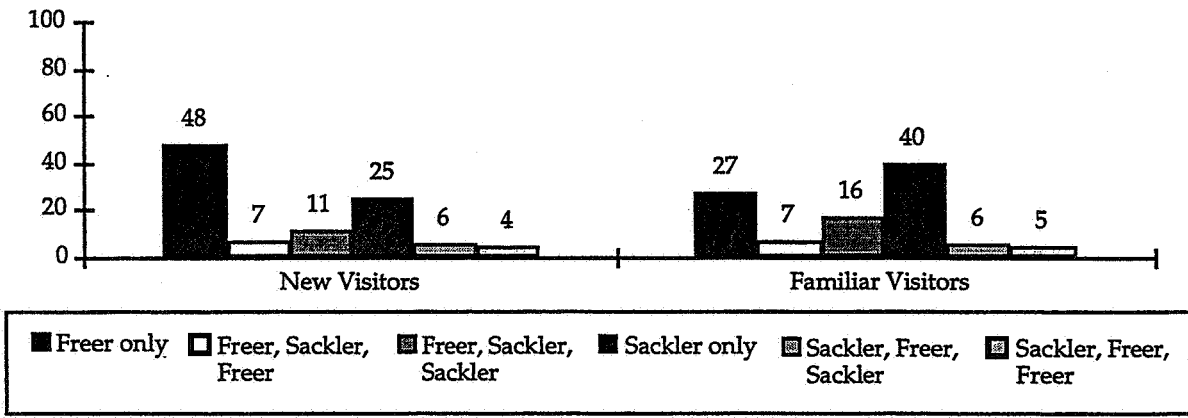
Figure 41
Visit Intentions and Entrance Used
 Visitors Age 12 and Older
 (in Percent)



Source: Based on Appendix C, Table 20.

We can follow these visitors further by examining their path through the complex. As Figure 42 shows, the two predominant visit patterns are Freer only and Sackler only. The pattern is reversed for the two groups: among New Visitors, 48 percent visit the Freer only and 25 percent visit the Sackler only, while among Familiar Visitors, 40 percent visit the Sackler only and 27 percent visit the Freer only. The other difference is that Familiar Visitors are more likely than New Visitors to follow the pattern of entering the Freer, visiting the Sackler, and then leaving from the Sackler (16% of Familiar Visitors follow this pattern, compared to 11% of New Visitors).

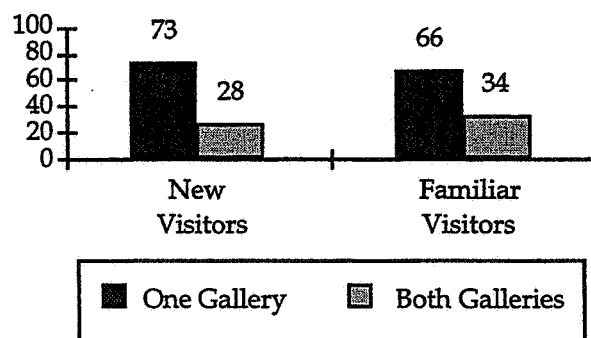
Figure 42
Visit Path for New Visitors and Familiar Visitors
 Age 12 or Older
 (in Percent)



Source: Appendix C, Table 35.

A close reading of Figure 42 reveals that approximately the same percentage of New and Familiar Visitors went to both Galleries. Figure 43 shows this more directly.

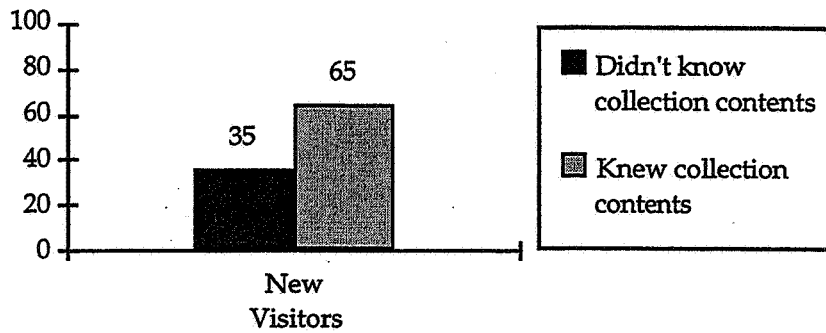
Figure 43
Visits to One or Both Galleries for New Visitors and Familiar Visitors
 Age 12 or Older
 (in Percent)



Source: Appendix C, Table 35.

One-third of New Visitors did not know that these two Galleries primarily contained Asian art (Figure 44).

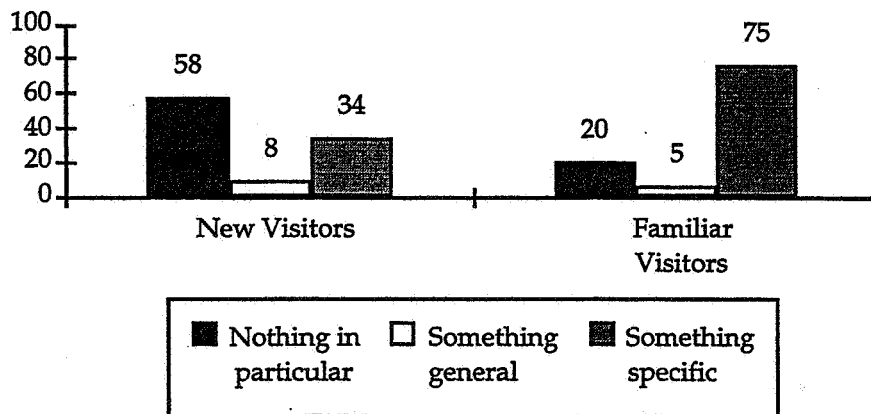
Figure 44
Awareness of Gallery Contents Among New Visitors
 Age 12 or Older
 (in Percent)



Source: Appendix C, Table 26.

As we would expect, Familiar Visitors were much more directed in their visit in comparison with New Visitors. One-third of New Visitors came to see something specific, compared to three-quarters of Familiar Visitors. See Figure 45.

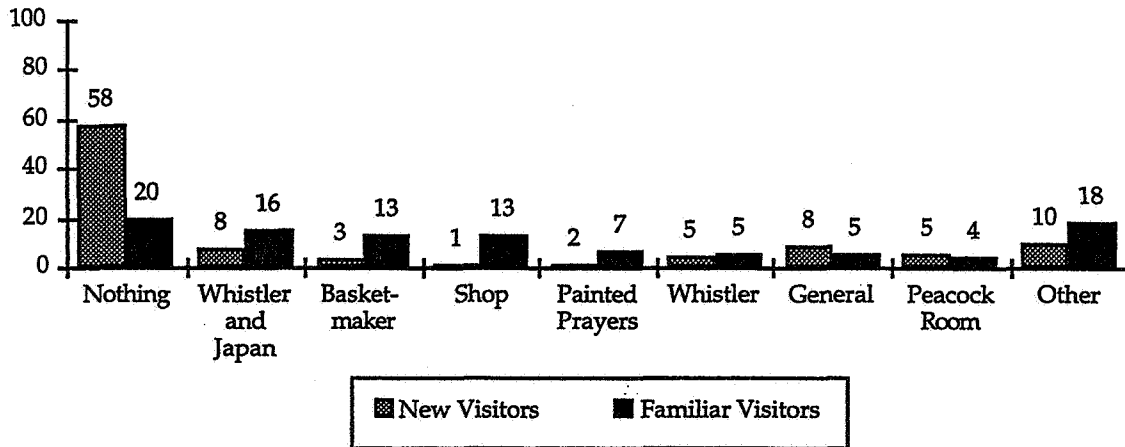
Figure 45
Visit Aims for New Visitors and Familiar Visitors
 Age 12 or Older
 (in Percent)



Source: Appendix C, Table 35.

When asked what specific things they came to see, Familiar Visitors expressed considerably more interest in the shop and specific exhibitions (*Painted Prayers*, the *Basketmaker in Rural Japan* and *Whistler in Japan*) than New Visitors did. On the other hand, New Visitors expressed more interest in the Peacock Room than Familiar Visitors. Figure 46 expands on the "Something specific" column in Figure 45 by showing the six specific responses that were given by at least five percent of either New or Familiar Visitors (all other specific responses are combined in the Other category).

Figure 46
Specific Visit Aims of New Visitors and Familiar Visitors
 Age 12 or Older
 (in Percent)

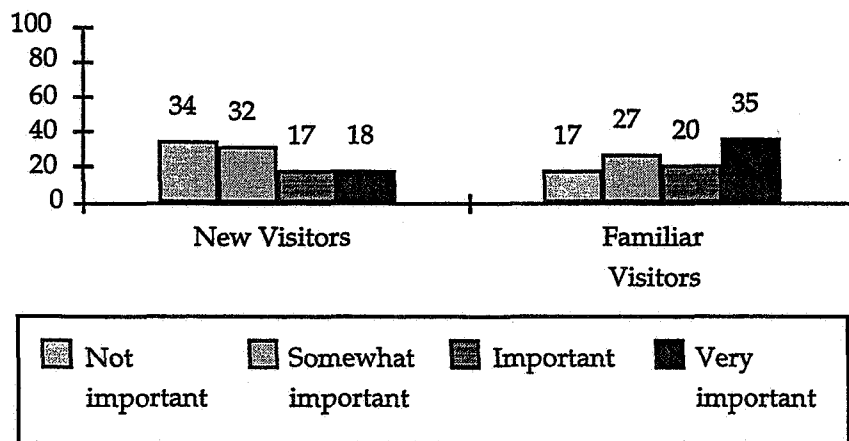


Source: Appendix C, Table 35 and data on file, ISO.

In view of the interest of Familiar Visitors in the *Basketmaker* exhibition and the exhibition on *Whistler and Japan*, it is no surprise to find that Familiar Visitors felt that changes in the selection of art displayed were important to them in making a decision to return to the museum.

Visitors were asked, "In making a decision to return to this Gallery, how important to you are changes in the selection of art displayed?" As Figure 47 shows, only 17 percent of Familiar Visitors thought that changes are not important, compared to 34 percent of New Visitors.

Figure 47
Importance of Display Changes to New Visitors and Familiar Visitors
 Age 12 or Older
 (in Percent)

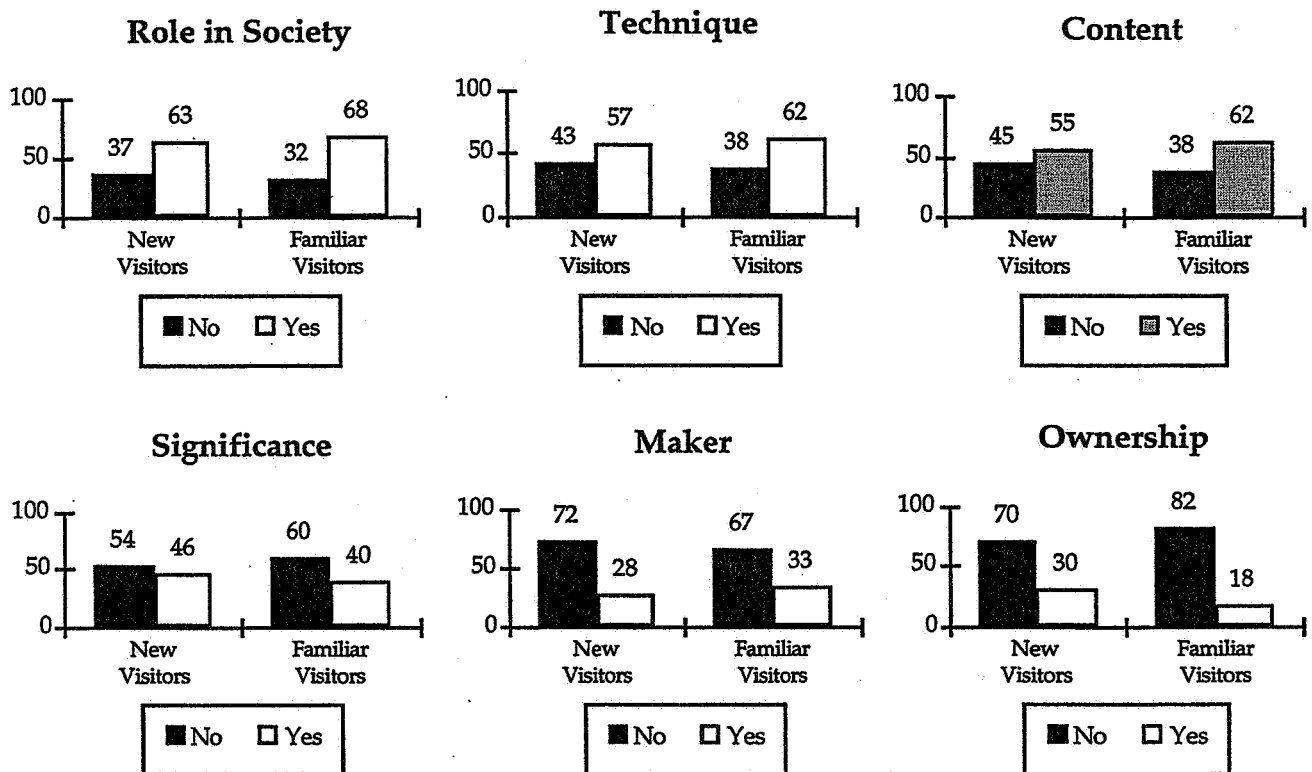


Source: Appendix C, Table 37.

New and Familiar Visitors were very much alike, however, in the kinds of information that they thought would enhance their appreciation of Asian art. Visitors were asked to select three out of six options (see page 20, footnote 18 for definitions of the six options). As the charts in Figure 48 show, the majority of both Familiar Visitors and New Visitors favored information on the role of the object in society, its technique, and its symbolic or pictorial content. Familiar Visitors were only about 5 to 7 percent more favorably inclined to these three kinds of information than New Visitors.

Similarly, the majority of both New and Familiar Visitors were less interested in the significance of the object, its maker and its ownership. Information about ownership shows the only substantial difference between New and Familiar Visitors. Although ownership information was less preferred by both visitor types, Familiar Visitors were much less interested in it, in comparison to the other options.

Figure 48
Types of Information Desired by New Visitors and Familiar Visitors
 Age 12 or Older
 (in Percent)



Source: Appendix C, Table 36.

III. How do Freer Visitors Compare to Sackler Visitors?

Although the Freer and Sackler Galleries are linked physically, administratively and programmatically, there are indications that many visitors view them differently. In this part of the report we examine which of the two Galleries first-time visitors chose to enter, in order to uncover clues about their intentions. We then consider Familiar Visitors who spent all of their time in only one Gallery, in order to determine the factors which influenced that choice.

Which Gallery did New Visitors Enter First?

At the beginning of Part II, we found characteristics that differed significantly between visitors to the Freer and Sackler complex and visitors to the three largest Smithsonian museums on the Mall. These characteristics offered some clues towards helping us understand what motivates visitors to the Freer and Sackler complex. Additional research among Mall visitors who do not come to the Galleries would clarify and extend this understanding.

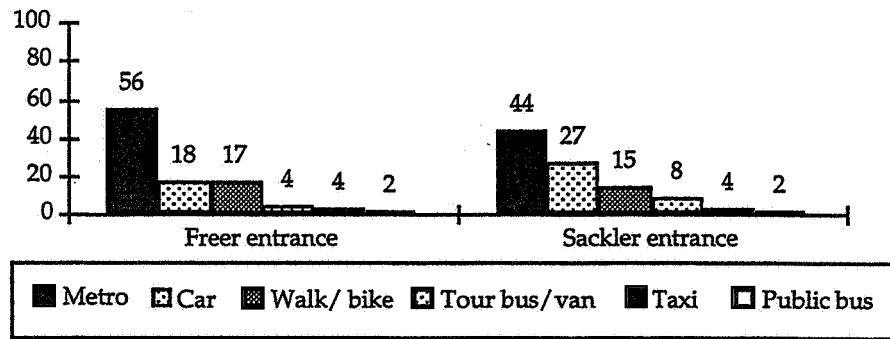
Our study results show that visitors to the complex were not drawn equally to the Freer Gallery and the Sackler Gallery, however. In the first place, New Visitors were much more likely to begin their visit in the Freer Gallery, while Familiar Visitors were equally likely to start their visit in either Gallery, as shown above in Figure 40.

We can speculate that New Visitors may have been more inclined to enter the Freer because it is better known nationally and internationally and/or because of its prominent location on the Mall.

The available data allows us to examine this difference further. We can compare the characteristics of New Visitors who began their visit in the Freer Gallery with the New Visitors who began their visit in the Sackler Gallery. The differences should suggest other, less obvious, reasons why these New Visitors entered one Gallery or the other.

First, we can attribute some of the difference to physical circumstances. Probably because the Sackler Gallery is located on a major traffic thoroughfare, more of its entering visitors arrived by car or tour bus, while more of those entering the Freer Gallery (which is closer to a Metro station) came by Metro, as shown in Figure 49.

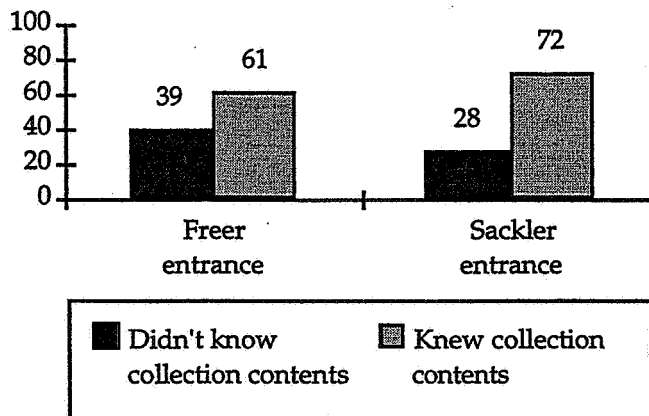
Figure 49
Method of Transportation for Entering Visitors, New Visitors Only
 Age 12 or Older
 (in Percent)



Source: Appendix C, Table 26.

The difference between where New Visitors entered the complex may reflect their knowledge of what they expect to encounter. New Visitors who entered the Freer had less awareness of what they were going to see than New Visitors who entered the Sackler, as shown in Figure 50.

Figure 50
Awareness of Contents for Visitors at Different Entrances, New Visitors Only
 Age 12 or Older
 (in Percent)



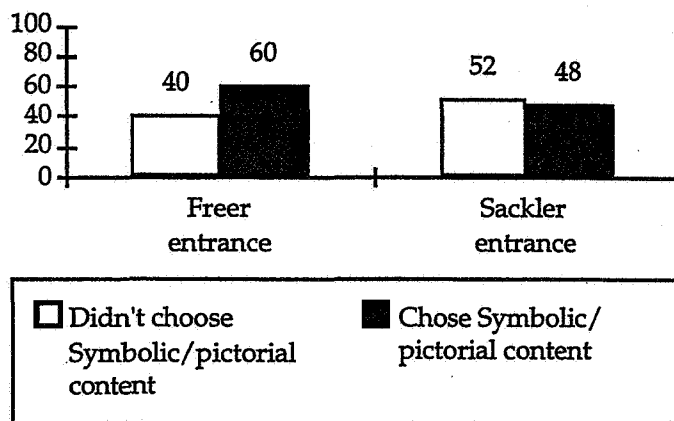
Source: Appendix C, Table 26.

Two more characteristics that significantly distinguish between New Visitors who entered the Freer and New Visitors who entered the Sackler are less intuitive. One is an information preference and the other is an opinion on the usefulness of various educational media in art museums.

As mentioned earlier, visitors were asked to indicate their preferences for the types of information, in text panels or in descriptions of exhibitions and objects, that would enhance or add to their appreciation of Asian art. We asked respondents to choose three types from a list of six. New Visitors who chose "Symbolic and/or pictorial

content within the object"³⁰ as one of their three preferred types of information were significantly more numerous among those who entered the Freer than among those who entered the Sackler, as shown in Figure 51.

Figure 51
Information Preference for Visitors at Different Entrances, New Visitors Only*
 Age 12 or Older
 (in Percent)



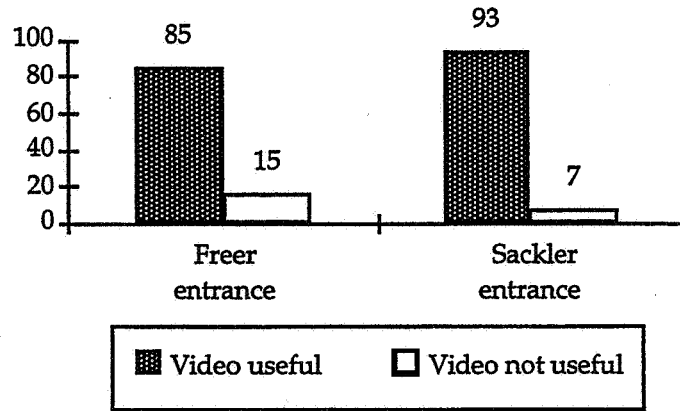
*No other information preference selections were statistically significant.
 Source: Appendix C, Table 26.

New Visitors who entered the Freer were also twice as likely as New Visitors who entered the Sackler to think that videos in exhibitions are not useful in art museums in general.³¹

³⁰ Refer to footnote 18 for definitions of the different types of information sources.

³¹ When answering the question of which communication methods are useful in art museums, visitors responded using a four-point Likert scale (from 1 to 4 where 1 is not useful and 4 is very useful). In addition to considering these responses as a 1 to 4 scale, we looked at them as dichotomies, distinguishing between "not useful" (score 1) and all the other answers (scores 2, 3, and 4). Among New Visitors the usefulness of exhibition videos differed significantly between the two entrances no matter which of the two ways we looked at it. One other item, the usefulness of interactives, was significantly different for New Visitors between the two entrances only when viewed as a four-point scale, not when viewed as a dichotomy. Although this was a weaker interaction, it resembled the video usefulness result in that New Visitors entering the Sackler gave both interactives statistically significantly higher average scores (3.0 ± 1) than New Visitors entering the Freer (2.7 ± 1).

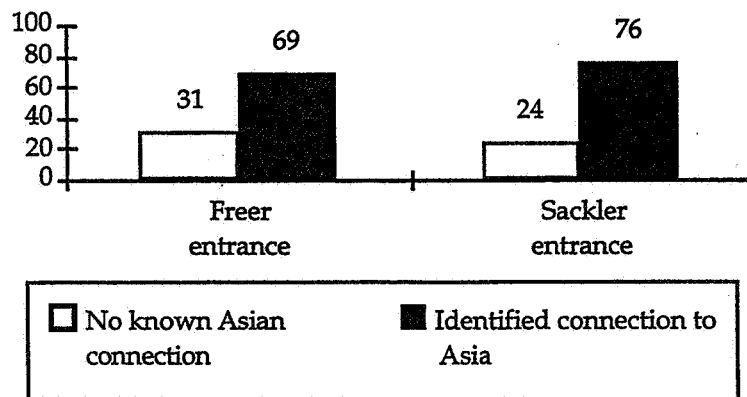
Figure 52
Usefulness of Exhibit Videos for Visitors at Different Entrances, New Visitors Only
 Age 12 or Older
 (in Percent)



Source: Appendix C, Table 26.

Together these results raise the possibility that New Visitors may have a subtly different image of the Freer and the Sackler. The evidence from the study seems to suggest that those who entered the Freer for the first time may have been more interested in a general art museum experience (not necessarily an Asian art museum experience), while those who entered the Sackler for the first time may have been more interested in learning about Asia. One more statistically significant difference supports this hypothesis. Those who entered the Sackler for the first time were somewhat more likely to have reported some connection to Asia than those who entered the Freer for the first time, as shown in Figure 53.

Figure 53
Connections to Asia for Visitors at Different Entrances, New Visitors Only
 Age 12 or Older
 (in Percent)

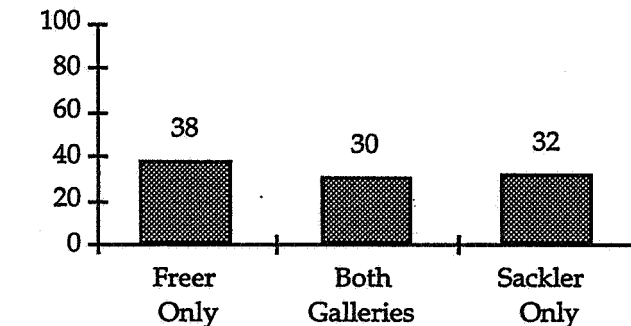


Source: Appendix C, Table 26.

Who Returned to Only One Gallery?

As we further extend our understanding of Freer and Sackler visitors, we need to investigate whether or not the Freer and the Sackler attract different kinds of visitors. Most visitors (70%) went to only one of the two Galleries, as shown in Figure 54.

Figure 54
Visits to One or Both Galleries
Visitors Age 12 or Older
(in Percent)



Source: Appendix C, Table 35.

As we pointed out above (see Figure 42), New Visitors were more drawn to the Freer and Familiar Visitors were more drawn to the Sackler. We can speculate that more New Visitors went to the Freer because the Freer is more prominently positioned on the Mall, and better known, and that more Familiar Visitors went to the Sackler because it features more changing loan exhibitions.³² But if we are to understand how the attractions of these two Galleries differ in the minds of visitors, we need to limit our examination to Familiar Visitors, i.e., those who had a previous knowledge of both Galleries, but who decided to visit only one of the two. Are the Familiar Visitors who chose to visit only the Freer significantly different from the Familiar Visitors who chose to visit only the Sackler? The answers to this question will suggest what factors induce a visitor to return specifically to one or the other of the two Galleries.

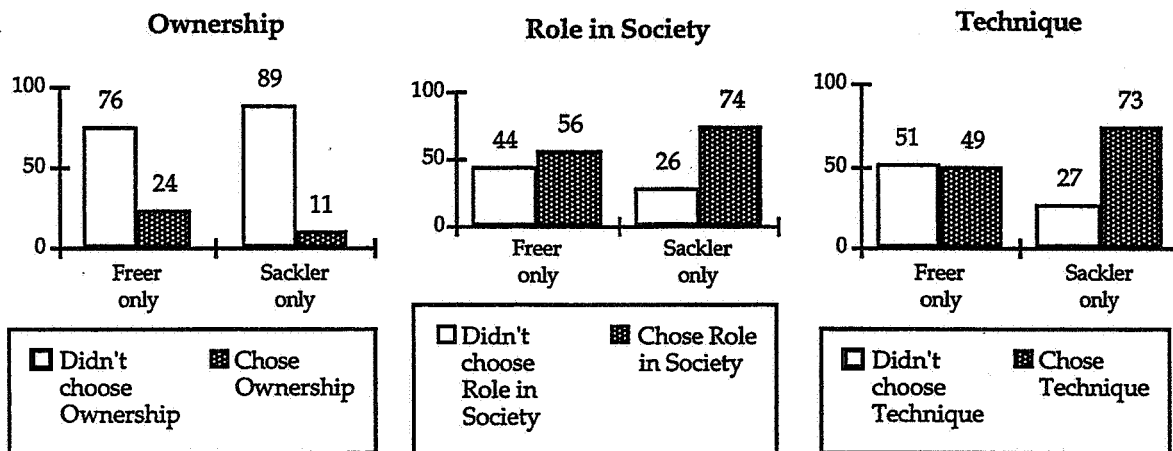
In the end, only four factors predict whether or not a Familiar Visitor is more likely to visit one of the two Galleries.³³ Three of these factors relate to the choices visitors made when asked what kind of information they thought would enhance or add to their appreciation of Asian art. Most prominently, many more Freer-only visitors chose

³² See page 5 for example, where we pointed out that more foreigners start their visit in the Freer than in the Sackler, and page 39 where we noted that Familiar Visitors consider changing exhibitions more important than New Visitors do.

³³ The process of analysis here involved 1) identifying characteristics that were significant across Freer-only and Sackler-only visitors (using the chi-square statistic), 2) measuring the degree to which knowledge of the characteristic helps in predicting whether a visitor is Freer-only or Sackler-only (using the asymmetric lambda statistic), and 3) comparing the differences in these indicators among all visitors, New Visitors, and Familiar Visitors. The four characteristics identified are those statistically significant factors whose ability to predict Freer-only or Sackler-only visitation is greater for Familiar Visitors than for all visitors. Other predictors are not discussed here because they are obvious, e.g., whether visitors said they were coming to visit the Freer or the Sackler, and what visitors said they came to see.

information on ownership as one of their three information preferences. In addition, more Sackler-only visitors chose information on the role of the object in society and information on technique. See Figure 55.

Figure 55
Information Preferences among Single-Gallery Visitors, Familiar Visitors Only*
 Age 12 or Older
 (in Percent)



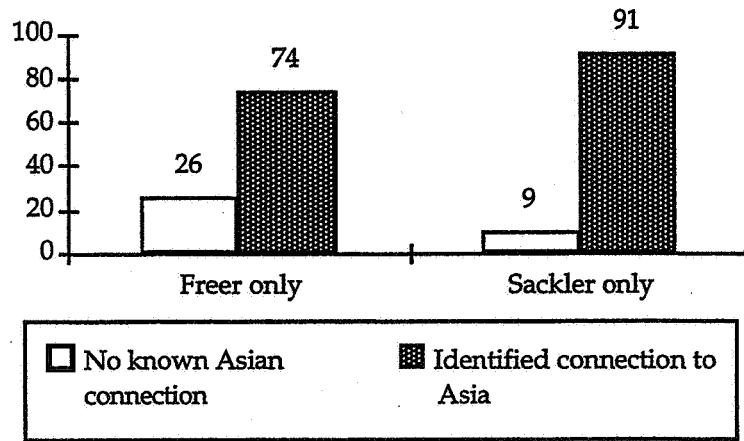
*Statistically significant preferences only.
 Source: Data on file, ISO.

The fourth factor that influenced a Familiar Visitor to attend the Freer only or the Sackler only is whether or not the visitor identified any kind of specific connection with Asia.³⁴ As Figure 56 shows, Familiar Visitors who went only to the Sackler were considerably more likely to have an Asian connection of some sort.³⁵

³⁴ These visitors identified at least one of the following: came to U.S. from Asia, traveled/lived in Asia, read books about Asian art, read books about Asian history/culture, collect Asian art, general interest in Asian art/history, studied Asian art, studied Asian history/culture.

³⁵ In addition, we can identify one sub-group of Familiar Visitors that was significantly more likely to visit the Freer only rather than the Sackler only, namely, Familiar Visitors who reported some college education, but less than a bachelor's degree. Although those with AA degrees or some college comprised only 8 percent of all Familiar Visitors (and 14% of the total population to both museums), they were more numerous among Freer-only visitors (13%) than among Sackler-only visitors (4%). This may be due to the nature of college-class assignments.

Figure 56
Asian Connections among Single-Gallery Visitors
Familiar Visitors Only, Age 12 or Older
(in Percent)



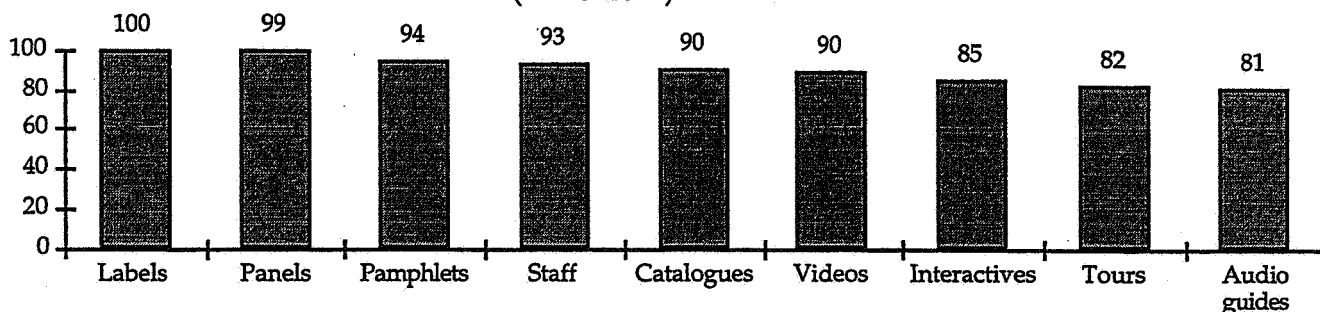
Source: Appendix C, Table 46.

IV. Other Issues

Communication Media in the Galleries

Visitors were asked about the usefulness of nine communication media in art museums in general. The nine media were: object identification labels, descriptive text panels, brochures, guided tours, museum staff to talk to, exhibition videos, interactive displays, audio guides, and catalogues in the exhibitions. Visitors expressed their opinions on the usefulness of each medium by using a four-point scale, where 1 meant that it was not useful and 4 that it was useful. In analyzing this data we realized that these preferences could be ranked most accurately and most simply by distinguishing in each medium between those who said that it was not useful (scale score 1), and those who said that it had some degree of usefulness (scale scores 2, 3, or 4). The hierarchy of preferences is shown in Figure 57.

Figure 57
Usefulness of Communication Media in Art Museums
Visitors Age 12 or Older
(in Percent)

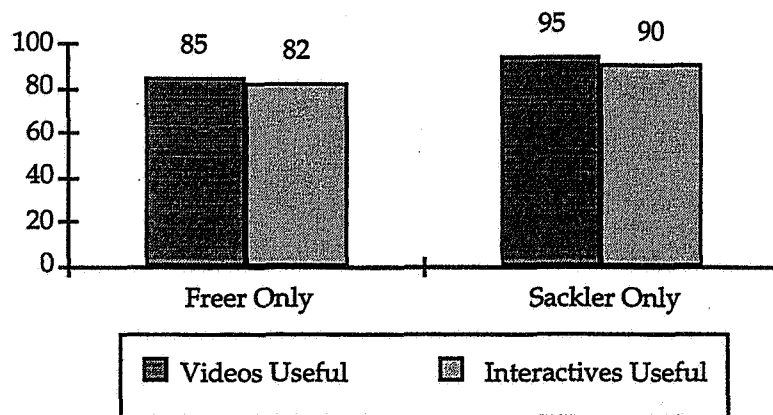


Source: Appendix C, Table 29.

Even the least favored medium, audio guides, was considered useful to some degree by more than four out of five visitors. New and Familiar visitors agreed on these media except in one case -- New Visitors were slightly more interested in audio guides than Familiar Visitors were (83% of New Visitors found them useful, compared to 80% of Familiar Visitors).

Freer-only visitors and Sackler-only visitors also generally agreed on the usefulness of seven out of these nine media. They differed significantly only with respect to their opinions about videos and interactives. Those who only visited the Sackler were more likely to consider videos and interactives useful than those who only visited the Freer, as shown in Figure 58.

Figure 58
Usefulness of Videos and Interactives to Single-Gallery Visitors
 Visitors Age 12 or Older
 (in Percent)



Source: Appendix C, Table 46.

Altogether four out of five visitors (81%) felt that both videos and interactives were useful in art museums. When we looked at the remaining one-in-five visitors who disliked videos, interactives, or both, we found that they tended more to live outside of the United States, to think that exhibition changes are not important, to be white males, and to have no known connection to Asia.

Wayfinding

Several questions in the interview sought to determine how visitors were navigating between the two Galleries. We asked them which Galleries they had visited; we asked them if they used the underground connection between the two museums; and we asked them if they had any difficulty finding their way around.

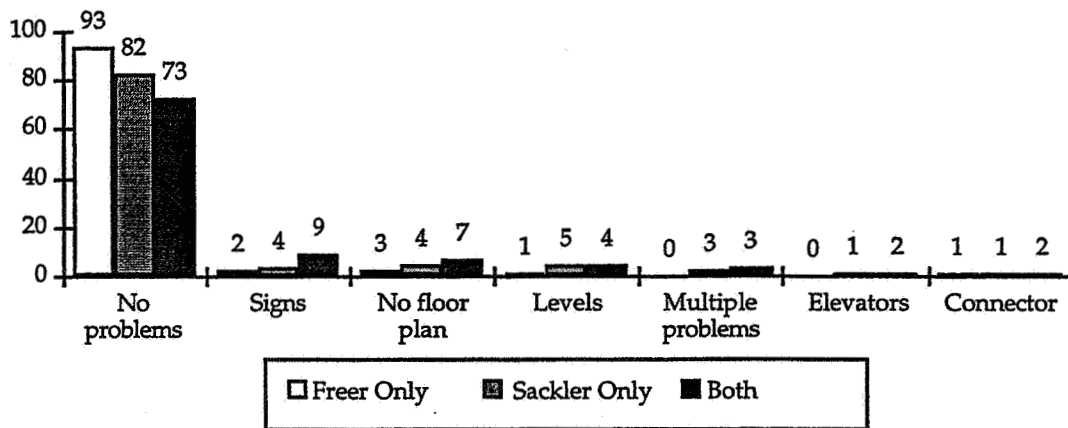
Nearly one-quarter (23%) of all visitors said they were visiting the other Gallery for the first time on the day of their interview. These are the visitors who we would expect to have had a problem with the connector.³⁶ Four out of five of them (80%) said that they had used the connector. The remaining one in five presumably went from one Gallery to the other by way of the outside. Less than one in a hundred of these visitors who were using the connector for the first time identified it as a problem.

In general, the wayfinding problems seem to have been greater in the Sackler than in the Freer. If we consider visitors who only went to the Sackler and compare them to visitors who only visited the Freer, we find that 15 percent of the Sackler Only visitors reported difficulties, but only 7 percent of the Freer Only visitors said that they had

³⁶ Presumably those who used the connector in the past were much less likely to have a problem with it. A number of visitors who had visited the other Gallery previously, but not on the day of the interview, said that they had used the connector. The question did not distinguish between connector use on the day of the interview and connector use on a previous occasion.

trouble finding their way around the museum. The specific problems that they had were fairly similar. As shown in Figure 59, signs were cited first, followed by lack of floor plans, then levels.

Figure 59
Wayfinding Difficulties by Visitor Path
Visitors Age 12 or Older (in Percent)



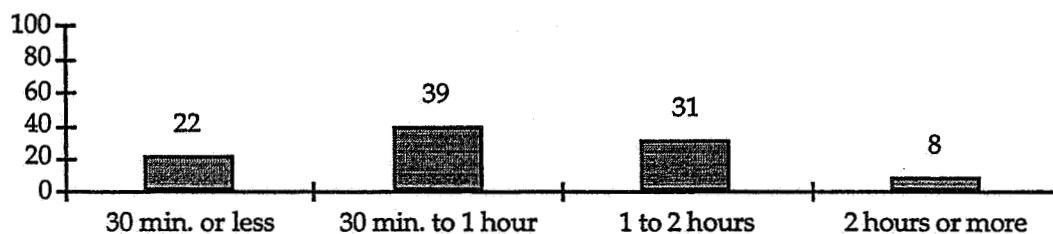
Source: Appendix C, Table 45.

For those who had difficulty getting around, signs and floor plans were much more of a problem for those who visited both museums than for those who visited only one. This suggests that some visitors may have had trouble finding their way from one museum to the other, even if they did not specify this as a problem with the connector per se.

Duration of Visit to the Galleries

The average amount of time visitors spent in each of the Galleries was just under an hour: 51 minutes for Freer-only visitors and 54 minutes for Sackler-only visitors. Visitors who went to both Galleries on the day of their visit spent about 50 percent more time than single-Gallery visitors, an average of 77 minutes total. Overall, about one fourth of visitors left the complex after a half an hour, three out of five left after an hour and all but 8 percent were gone by the end of two hours. After two hours, attrition was rapid.

Figure 60
Visit Duration
Visitors Age 12 and Older
(in Percent)



Source: Appendix C, Table 27.

Surprisingly, visitors who were familiar with both Galleries and visitors who were new to both had similar patterns for visit duration, with Familiar visitors tending to spend only slightly more time in the Galleries than New visitors.

As noted above, groups of adults and children, as well as visitors who strayed from a tour or school group, spent the least amount of time in the Galleries. One third of visitors who came with adults and children or wandered off from a tour group spent 30 minutes or less in the Galleries and only one in four or five remained after an hour (See Figure 25 above).

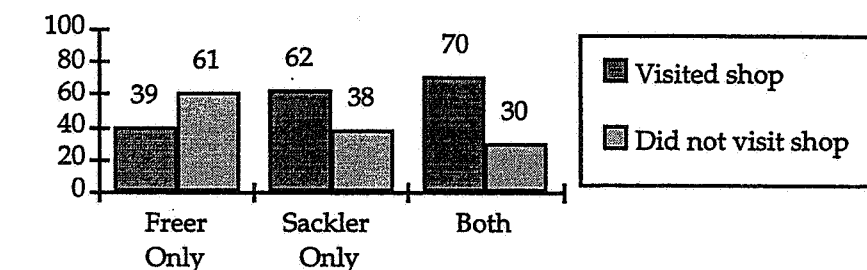
Teenagers (ages 15 to 19) were the most likely age group to spend less than a half an hour in the Galleries -- between 43 and 52 percent of teenagers abandoned the Galleries in 30 minutes or less; 80 percent of visitors with a high school education or less had left the Galleries after an hour. Older visitors (ages 55 and over) and visitors with college or advanced educational degrees were more likely to spend more time on their visit.

Visitors who had something general they planned to see on their visit to the Galleries, but who were not focused on seeing one particular exhibition, also spent more time on their visit; half of these visitors stayed for an hour or more. In addition, visitors who stopped in the Gallery shop spent more time in the museum than visitors who did not browse in the shops.

Visits to the Gallery Shops³⁷

As a courtesy to visitors, we asked only "Did you stop in the (Freer) (Sackler) museum store?" Thus, we do not know whether they made a purchase. Overall, 56 percent of all visitors stopped in one of the Gallery shops. More visitors stopped in the Sackler Gallery shop (66%) than the Freer Gallery shop (46%). As Figure 61 shows, visitors who went to both museums on the day of their visit were *most* likely to browse in the shops, particularly the Sackler Gallery shop, and visitors who went to the Freer Gallery only were *least* likely to visit the Gallery shop.

Figure 61
Visit to One or Both Galleries and Shop Visitation
 Visitors Age 12 and Older (in Percent)



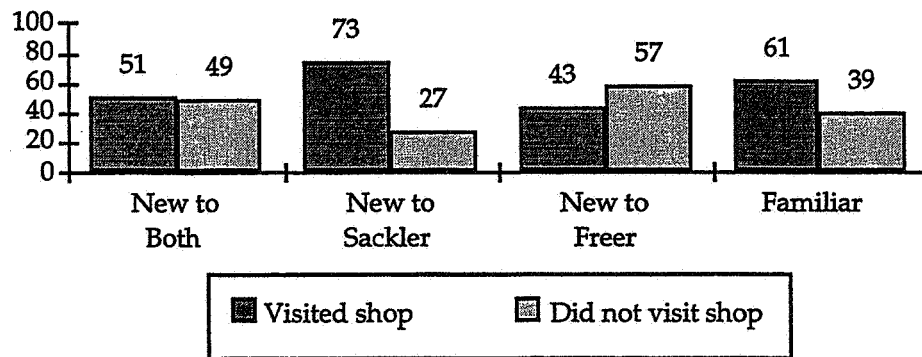
Source: Appendix C, Table 28.

³⁷ This section is a summary of a detailed analysis of visits to the shops provided to the Galleries' staff in September, 1995.

Women visited both shops more often than men, and visitors who came to the Galleries alone were more likely to stop in the shops.

To put visits to the shops in the context of the Gallery visit we can look at visitors' familiarity with the Galleries, the duration of their visit, and seasonal variation. Visitors who had previously been to the Freer Gallery but were new to the Sackler Gallery were the most likely to visit the shop, while visitors who were new to the Freer Gallery were least likely to visit the shop. Visitors who were new to both Galleries tended to visit the Sackler Gallery shop more often than the Freer shop (See Figure 62).

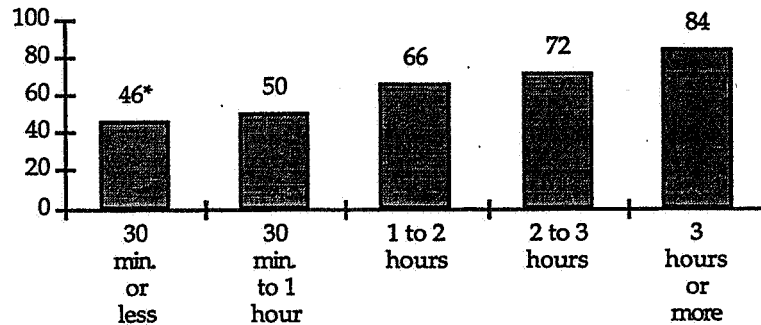
Figure 62
Visitor Type and Shop Visitation
 Visitors Age 12 and Older
 (in Percent)



Source: Appendix C, Table 28.

In both Galleries, the more time visitors spent in the Galleries, the more likely they were to visit the shop. However, people who visited only the Sackler Gallery tended to stop in the Gallery shop regardless of how long they spent in the Galleries. Figure 63 graphically illustrates how time spent in the Galleries relates to shop visitation.

Figure 63
Time Spent in the Galleries and Shop Visitation
 Visitors Age 12 and Older
 (in Percent)

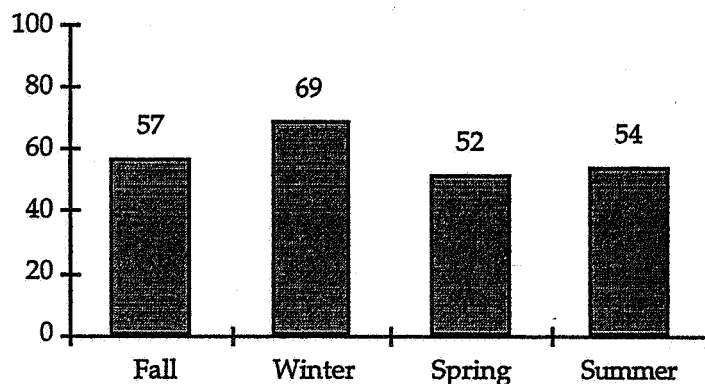


*Percent of individuals who were in the Galleries for 30 min. or less who visited shop.

Source: Appendix C, Table 28.

Not surprisingly, during the Winter holiday season visitors were more inclined to visit the shop. During the Winter, at both Galleries, almost seven out of 10 visitors stopped in the gallery shops (See Figure 64 below).

Figure 64
Shop Visitation by Season
Visitors Age 12 and Older
(in Percent)



Source: Appendix C, Table 28.

Looking across the whole year, however, we find that one-third (33%) of all shop visits were made in the Summer, compared to half that proportion (15%) in the Winter, because overall, there were more visitors in the Galleries during the Summer months.

Appendices

These Appendices include supporting and supplementary materials. Appendix A is the questionnaire used in the *1994-95 Freer Gallery of Art and Arthur M. Sackler Gallery Visitor Survey*. Appendix B contains guides to reading graphs and tables (with a technical note on sample sizes). Appendix C consists of the detailed tables used in the analysis reported in Part I. Appendix D is a description of how the study was conducted and an analysis of response bias in the sample.

1994-1995 Freer and Sackler Galleries Visitor Study

Hello, my name is _____. I am working for the Smithsonian and would like to talk to you about your visit.

+1. Is today your first visit to this museum?

No
 Yes: **GO TO Q.3**

Ineligible: **STOP**
 SI Staff/Contr: **STOP**

+2. When was the last time you visited this building?

In the last year
 1-2 Years ago
 2-3 Years ago

3-4 Years ago
 4 + Years ago
 Freer: before renovation

+3. Before today, have you visited other Smithsonian museums?

Yes No

+4. Where do you live?

Office use only STATE

0	1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---	---

tens ones

Other U.S. _____
 Foreign _____
 Washington, D.C.: **GO TO Q.6B** CENTRY
 MD/VA suburbs 1 2

+5. What is the primary purpose of your visit in Washington?

Business-related
 Vacation/recreation
 Visiting friends/family

Personal Business
 School-related
 Work in D.C.
 Shopping

Other: _____

6A. **OTHER U.S./FOREIGN ONLY** Did you make your decision to visit this building today, sometime after you arrived in Washington, or before your trip to Washington?

Today After arrival Before trip

6B. **LOCALS ONLY** Did you make your decision to visit this building today or before today?

Today Before today

+7. Today, did you come to the Mall only to visit the (Sackler) (Freer), or as part of a general visit to the Smithsonian?

Freer only Sackler only
 Freer and Sackler Smithsonian
 Freer or Sackler, others if time

0	1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---	---

0	1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---	---

8. What led to your decision to visit this museum?

PROBE AND MARK ALL THAT APPLY

<input type="checkbox"/> Recommendation: family/friends	<input type="checkbox"/> Reputation
<input type="checkbox"/> Brought out-of-town guests	<input type="checkbox"/> Wandered by
<input type="checkbox"/> Brought child(ren)	<input type="checkbox"/> Castle/SI info.
<input type="checkbox"/> Came with family/friends	<input type="checkbox"/> SI Magazine
<input type="checkbox"/> Tour/school grp.	<input type="checkbox"/> Newspaper
<input type="checkbox"/> D.C. tourist info.	<input type="checkbox"/> Metro Ad/PR
<input type="checkbox"/> Tourmobile/tour guide	<input type="checkbox"/> Interest in Asia
<input type="checkbox"/> Guide books	<input type="checkbox"/> Asian art interest
<input type="checkbox"/> Shop	<input type="checkbox"/> Amer. art interest
<input type="checkbox"/> Repeat visit: GO TO Q.10	<input type="checkbox"/> Genl. art interest

Other: _____
 Specific exh./object: **RECORD AND GO TO Q.11**

9. **SKIP FOR REPEAT VISITORS: Q.1-No**

Unlike the American History Museum, the name of this gallery does not suggest what is in the collection. Because of this, did you know that the collection consisted (Freer only: primarily) of Asian art?

No Yes

+10. Was there something in particular you wanted to see or do in this museum?

No: **GO TO Q.11** Yes: **WHAT?**

General	Specific
<input type="checkbox"/> American	<input type="checkbox"/> Peacock Room
<input type="checkbox"/> Buddhist	<input type="checkbox"/> Whistler
<input type="checkbox"/> Chinese	<input type="checkbox"/> Shop
<input type="checkbox"/> Islamic	Other: _____
<input type="checkbox"/> Japanese	Specific exhibition/object: _____
<input type="checkbox"/> Korean	

A B C D E F G H I J K L M N O P Q R S T

11. Which exhibition or subject area did you find the most interesting?

<i>Culture</i>	<i>Medium</i>
<input type="checkbox"/> American	<input type="checkbox"/> Bronze
<input type="checkbox"/> Buddhist	<input type="checkbox"/> Brush
<input type="checkbox"/> Chinese	<input type="checkbox"/> Calligraphy
<input type="checkbox"/> Islamic	<input type="checkbox"/> Ceramics
<input type="checkbox"/> Japanese	<input type="checkbox"/> Jade
<input type="checkbox"/> Korean	<input type="checkbox"/> Paintings
	<input type="checkbox"/> Photography
	<input type="checkbox"/> Porcelain
	<input type="checkbox"/> Screens
	<input type="checkbox"/> Sculpture
	<input type="checkbox"/> Peacock Room
	<input type="checkbox"/> Whistler <input type="checkbox"/> DK

Other: _____
 Specific exh./obj: _____

12. In looking at exhibitions and objects, which **THREE** of the following types of information would enhance or add to **YOUR** appreciation of ASIAN ART? **SHOW CARD**

- A. Technique/ how it was made
- B. What the object was used for/ role in society
- C. The maker or makers
- D. History of ownership/ how it came to the collection
- E. Significance of object/ why it is in the museum
- F. Symbolic and/or pictorial content within the object
- G. Don't know

13. In making a decision to return to the (Sackler) (Freer), how important to you are changes in the selection of art displayed? Are they ... **READ OUT**

- very important ... somewhat important, or
- important ... not important?

14. If you were the Director of the (Sackler) (Freer), what things for visitors would you improve, change or add? **MARK ALL THAT APPLY**

- | | |
|--|--|
| <input type="checkbox"/> Improve/update exhibits | <input type="checkbox"/> Nothing + positive remark |
| <input type="checkbox"/> Exhibition critique | <input type="checkbox"/> Info: material related |
| <input type="checkbox"/> Improve amenities | <input type="checkbox"/> Info: people related |
| <input type="checkbox"/> Physical environment | <input type="checkbox"/> Add item/subject |
| <input type="checkbox"/> Nothing | <input type="checkbox"/> Don't know |

Other _____

Specific: _____

A B C D E F G H I J K L M N O P Q R S T

+15. Have you ever visited the (Sackler) (Freer) Gallery next door? Yes No: **GOTO Q.16**

+15A. Today or before today?

- Today Before today Both today & before today

+15B. Did you use the underground connection between the two museums? Yes No

+16. Did you have any difficulty finding your way around the museum? Yes: **ASK 16B** No

+16B. In what way?

- Signs Levels
- Elevators No floor plan

Other: _____

Specific: _____

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

+17. Did you stop in the (Sackler) (Freer) museum store? Yes No

+18. What time did you enter this museum?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	10	11	12	1	2	3	4	5		00	15	30	45

+19. Which entrance did you use?

- Freer Mall Sackler Pav. African Art
- Freer Ind. Ripley Kiosk

Now just a few questions about you ...

20. Different people have different backgrounds. Would you please tell me which of the following most accurately describe your experience with ASIAN ART? **SHOW CARD**

- A. I came to US in tens 19____ (year). ones
- B. I traveled/ lived in Asia.
- C. I read books about Asian art.
- D. I read books about Asian history/ culture.
- E. I collect Asian art.
- F. I am a professional in the arts.
- G. I have a general interest in Asian art/ history.
- H. I studied ASIAN ART in ...
 - H.S. College Grad/prof. Mus/gal.
- I. I studied ASIAN HISTORY/CULTURE in ...
 - H.S. College Grad/prof. Mus/gal.
- J. I studied ART APPRECIATION in ...
 - H.S. College Grad/prof. Mus/gal.
- K. I have a general interest in art.
- L. None of the above.

21. Thinking about visits to ART MUSEUMS IN GENERAL, on a scale of 1 to 4, where 1 means not useful and 4 means very useful, how would you rate the following: **SHOW CARD**

	Not useful		Useful		NA
	1	2	3	4	
A. Labels which identify objects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Descriptive text panels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Pamphlets to read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Guided tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Museum staff to talk to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Videos in exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Interactive displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Audio guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Catalogues in the exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

+22. Who are you here with today?

- School trip Several adults
- Tour group Group of teens
- Adult w/child(ren) Child(ren)
- Adults w/child(ren) Alone: **GOTO Q.25**
- One other adult: **GOTO Q.24**

+23. How many other people are here with you in this museum?

tens										
ones										
	0	1	2	3	4	5	6	7	8	9

+23A. How many of those people are 12 or under?

tens										
ones										
	0	1	2	3	4	5	6	7	8	9

+24. Are all (both) of you from the same area?

All local All other U.S./foreign Mixed

+25. What means of transportation did you use to come to the Mall/ Smithsonian today?

<input type="checkbox"/> Public bus	<input type="checkbox"/> Taxi
<input type="checkbox"/> Metro	<input type="checkbox"/> Tour bus/ van
<input type="checkbox"/> Car	<input type="checkbox"/> Walk/bike
<input type="checkbox"/> Other _____	

+*26. What is your age?

	0	1	2	3	4	5	6	7	8	9
tens										
ones										

27A. What kind of work do you do? _____

0	1	2	3	4	5	6	7	8	9
tens									
ones									

Retired

27B. What kind of place do you work for? _____

0	1	2	3	4	5	6	7	8	9
tens									
ones									

27C. Does your job involve Asia in any respect?

No Yes: _____

+28. What is the highest level of education you have completed?

<input type="checkbox"/> Pre/grade school	<input type="checkbox"/> Some college
<input type="checkbox"/> Some HS	<input type="checkbox"/> Bachelor's degree
<input type="checkbox"/> HS graduate	<input type="checkbox"/> Some graduate study
<input type="checkbox"/> Assoc./Jr./Technical	<input type="checkbox"/> MA/Ph.D./Professional

+*29. Finally, what is your cultural/racial/ethnic identity?

<input type="checkbox"/> African American/Black	<input type="checkbox"/> Hispanic/ Latino
<input type="checkbox"/> Asian/Pac. Islander	<input type="checkbox"/> Nat. Amer./Alask. native
<input type="checkbox"/> Caucasian	Multiple: _____ <input type="checkbox"/>
	Other: _____

+*30. **MARK GENDER** Female Male

Admin. Box:

STATUS:

<input type="checkbox"/> SI Staff/contractor	<input type="checkbox"/> Ineligible
<input type="checkbox"/> Interview: 12+	<input type="checkbox"/> Refusal: Language
<input type="checkbox"/> Interview: under 12	<input type="checkbox"/> Refusal: Other

REASON:

Segment	Shift	Location
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3	Fr. Mail <input type="checkbox"/>
Session		Fr. Ind. <input type="checkbox"/>
<input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9		Sackler <input type="checkbox"/>
Weight		
<input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9		

Notes

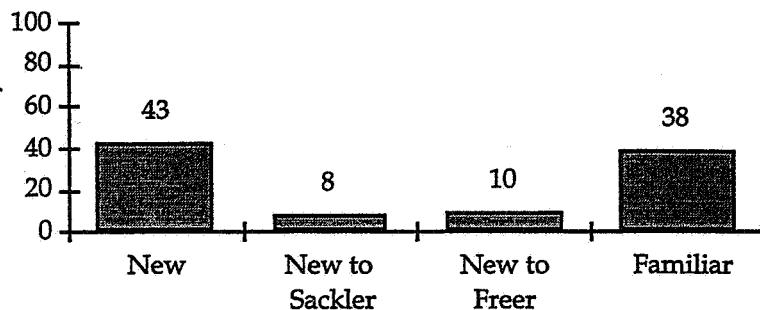
0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9	
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U

Appendix B.

A Guide to Reading Graphs

In this report, we rely heavily on a few basic types of graphs constructed from tables. Figure 31, reproduced below, is an example of the most basic type used in this report.¹

Figure 31
Familiarity of Visitors
Visitors Age 12 or Older
(in Percent)



Source: Appendix C, Table 30.

The title of the figure describes the variable that is being presented, any restrictions placed on it, and the subsets of the sample to which it applies. "Familiarity" is the variable. "Age 12 or Older" indicates that this figure includes only completed interviews for individuals 12 or older. The figure presented here is based on Appendix C, Table 30.

The phrase "in Percent" describes the units in which the graph is drawn, i.e., it tells us what the numbers represent on the scale that forms the left-hand side of the graph. A number on top of each column indicates its exact size. The sum of all of the numbers across the columns total 100%, i.e., the graph accounts for the total population defined in the title. Here we see, for example, that 43% of all visitors over age 12 are new to both the Freer and the Sackler, while 38% are familiar with both.

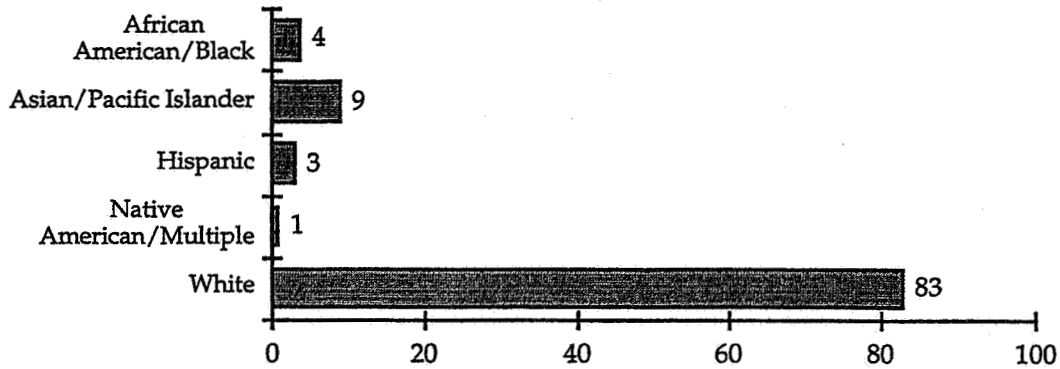
Some of the graphs in this report (e.g., Figure 5 on the next page) put the scale on the bottom and use bars to show categories of the variable. In this example, all the visitors over age 12 who are United States residents are classified into five racial/ethnic categories.

In some cases, e.g. Figure 20 in the report [Visitor Recommendations for Changes at the Freer and Sackler Galleries, Visitors Age 12 or Older (in Percent of Visitors Who Gave

¹ All of the figures in this Appendix appear in the report.

Each Response)*], the graph does not add to 100%, as visitors could give more than one response. The table footnote explains this.

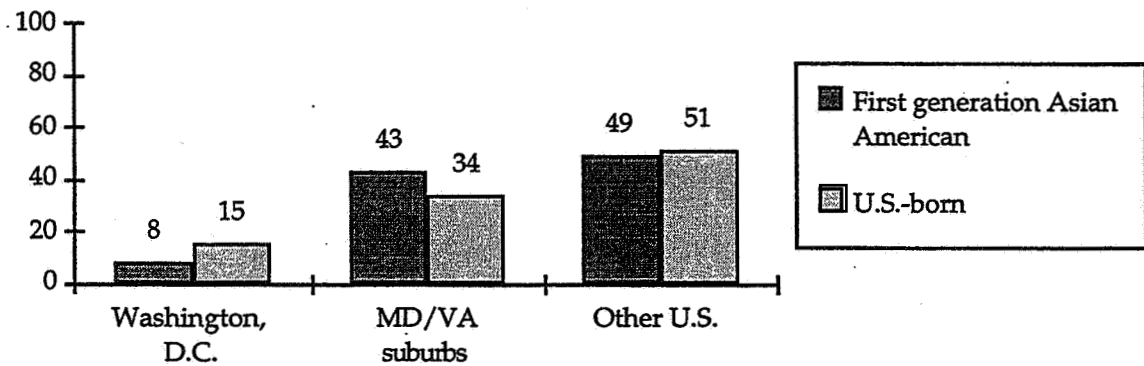
Figure 5
Racial/Ethnic Identification, U.S. Residents Only
 Visitors Age 12 or Older
 (in Percent)



Source: Appendix C, Table 1.

Figure 6 is an example of another type of column graph and one which is used quite frequently.

Figure 6
Asian American Visitors, by U.S. Residence
 Age 12 or Older
 (in Percent)



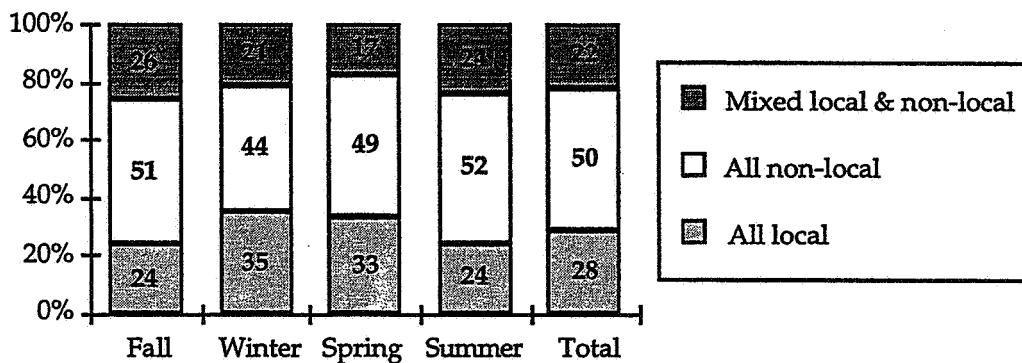
Source: Appendix C, Table 15.

Again, the title of the figure describes the variable that is being presented, any restrictions placed on it, and the subsets of the sample to which it is being compared. "Asian American Visitors" is the variable; "by U.S. Residence" tells us that the figure shows the residences of two types of visitors. The figure presented here is based on Appendix C, Table 15, which includes a cross-tabulation of Asian American visitors by residence.

The two left-most columns, those that stand over the words Washington, D.C., show us that 8% of First generation Asian American visitors (the dark gray column, according to the legend on the right) and 15% of U.S.-born Asian Americans (the light gray column) live in the District. The next pair of columns is for the Maryland and Virginia suburbs and the last pair is for other parts of the United States. Each of the "same color" columns total 100 percent. Placing the columns side-by-side allows for easy comparison among groups.

Another common type of graph in this report puts all of the categories of a variable into one column. In Figure 3, for example, the illustrated variable is "Geographic Origins of Group Members" and "by Season" tells us that we will be looking at the geographic origins in each season. "Visitors in Groups of Two or More, Age 12 or Older" indicates that the calculation was restricted to specific groups and those age 12 or older. The numbers on the graph's scale are "in Percent."

Figure 3
Geographic Origins of Group Members, by Season
 Visitors in Groups of Two or More, Age 12 or Older
 (in Percent)



Source: Appendix C, Table 13.

Each column includes all visitors, age 12 and over, in the particular season, as identified at the bottom of the graph. The proportion of visitors from the three residence categories is indicated by the three shaded areas within each column. The legend on the right provides the identification code for the shading. Boxes within each bar give us the percentages for each residence category. The advantage of this kind of graph is that it allows one to compare many different variable components at a glance. The disadvantage is that sometimes there is not enough room for all the actual percentage numbers for each of those components. (In some cases, column graphs are shown on their side; for example, Figure 7 [Educational Attainment, All Visitors and Visitors Age 25 or Older, (in Percent)]. They are read in the same way described above.)

Appendix B.

A Guide to Reading Tables

In presenting the results of this study, we rely on tables such as Table 1 in Appendix C. The version of Table 1 below has been created for this Appendix by selecting only the columns related to the summer months, the summer season total and the overall total. The columns for the other months and seasons have been excluded here.

Table 1
Visits Made by People 12 Years of Age or Older
Gender, Age and Racial/Ethnic Identification, 1994-1995 Months, Seasons and Total
(In Percent)

	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Summer Total</i>	<i>Overall Total</i>
<u>Gender</u>					
Female	47.3	45.7	62.7	52.3	52.5
Male	<u>52.7</u>	<u>54.3</u>	<u>37.3</u>	<u>47.7</u>	<u>47.5</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Age</u>					
Under 12	0.0	0.0	0.0	0.0	0.0
12 to 19	5.0	4.6	12.6	7.6	5.5
12-14	1.3	0.8	2.1	1.4	1.2
15-17	2.1	2.4	6.8	3.9	2.2
18-19	1.6	1.4	3.8	2.3	2.1
20 to 24	10.9	11.4	7.7	9.9	8.6
25 to 34	12.2	18.5	17.8	16.2	15.4
35 to 44	17.0	19.2	19.4	18.6	19.6
45 to 54	26.2	23.1	23.0	24.1	25.0
55 to 64	16.4	16.7	11.4	14.7	16.3
65 or older	<u>12.4</u>	<u>6.6</u>	<u>8.1</u>	<u>9.0</u>	<u>9.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Racial/Ethnic Identity</u>					
Minority	12.6	18.4	26.6	19.4	19.3
African American/Black	5.0	5.2	5.9	5.4	3.7
Asian/Pacific Islander	4.5	9.2	14.5	9.6	11.0
Hispanic/Nat. Amer./Mult.	3.1	4.0	6.1	4.5	4.6
White	<u>87.4</u>	<u>81.6</u>	<u>73.4</u>	<u>80.6</u>	<u>80.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Racial/Ethnic Identity--US Only</u>					
Minority	13.6	16.6	24.7	18.3	17.0
African American/Black	6.9	4.4	6.0	5.8	4.2
Asian/Pacific Islander	4.4	7.3	11.8	7.9	8.9
Hispanic/Nat. Amer./Mult.	2.3	4.9	6.9	4.7	3.9
White	<u>86.4</u>	<u>83.4</u>	<u>75.3</u>	<u>81.7</u>	<u>82.9</u>
Total	100.0	100.0	100.0	100.0	99.9

Table numbers in Appendix C have been assigned approximately in the order of their reference in the main text or because multiple tables use the same variable.

The second line, "Visits Made by People 12 Years of Age or Older," describes the individuals included in the table's statistics. Other tables are limited to "Visits made by People 18 Years of Age or Older" or "Visits made by People 25 Years of Age or Older," or contain information for the "Total Population."

The underlined title identifies the three demographic characteristics described in the table, "Gender," "Age," and "Racial/Ethnic Identification." In this example, the table contains percentages for each of these characteristics for the 12 years of age or older population, in each month and season, and in the whole year. The table uses numbers to show how these characteristics (also called "variables" because they can be different for different people) were distributed among the visitors during each month of the four seasons in 1994-95 and in the total sample of everyone interviewed during the twelve months. Underneath the titles in parentheses, the phrase "In Percent," describes the units in which the table is written; i.e., it tells us what the numbers represent. The table allows us to compare the gender, age and ethnicity of visitors from one month or season to another and between any one month or season and the overall sample.

The left-hand column lists the variables in the table and their categories and sub-categories. Variable names are underlined, e.g., Gender. The names of each of the months and seasons and the total identify the columns of numbers. This table is actually a composite. We could have split it up into four separate tables: one for gender, another for age, and two for racial/ethnic identification (one for all visitors and one for U.S. residents only).

Under each of the characteristics (variables), in the left most column, are the response categories. Gender is reported as "Female" and "Male," and Age is classified in eight categories. One of the categories (Age 12 to 19) has been further expanded into three sub-categories (12-14, 15-17 and 18-19). Whenever sub-categories are shown, the numbers for the main categories are printed in **bold**, while the numbers for the sub-categories are in plain text.

We can now start to read the data in the table. Notice that the numbers in each column for each variable add up to 100.0 percent. When percentages add up vertically like this, they are generally called "column percents." When they add up horizontally, they are called "row percents." Since each column describes all the respondents in a particular month or season, each individual number represents the percentage of visitors in a particular month or season who have a particular characteristic.

Let's examine gender. If we look just at the second column (June), we see that in that month 47.3 percent of visitors were women and 52.7 percent of visitors were men. Together, these two percentages add up to 100.0 percent of the month of June. We can compare the proportion of men and women in different months by looking across to the other columns. Notice that in June and July, women made up a smaller proportion of the visitors than men but in August this changes and women outnumber men. This gender disparity was greater in August than in the other two summer months (62.7% women and 37.3% men compared to 52.3% women and 47.7% men for the Summer total). The Overall Total column, on the far right, is the total for the whole year.

Age shows a number of differences from month to month. (First, note that the Under 12 category is all zeros, consistent with the restriction in the title.) Notice, for example, that the percentage of children ages 12 to 19 in June (5.0%) and July (4.6%) was smaller than in August (12.6%). At the other end of the age categories, individuals in the 65 or older age group were a higher proportion of the audience in June than in the other two months.

Racial/Ethnic Identity is shown for all visitors (12 years of age and older) and for U. S. residents who are 12 years of age and older, facilitating comparisons between the two. The table shows that in the summer season there is only a 1.1% difference between all visitors, i.e., including foreign residents, and U.S. residents. The Overall Total column indicates that over the course of the entire year there is a 2.3% difference between the proportion of minorities among all visitors (19.3%) and the proportion of minorities among visitors who live in the U.S. (17.0%).

Table 1 describes the demographic characteristics of the visitors during each month and season. Another type of table, such as Table 14, on the next page, associates two variables with each other throughout the total interviewing period (year).

The first line of the title, the one under the table number on the top line, tells us that this table is also limited to visits made by people 12 years old or older. The variables are "Racial/Ethnic Identification," listed vertically on the left, and "Geographic Origin" listed across the top. Racial/Ethnic Identity is shown in four major categories (African American/Black, Asian/Pacific Islander, Hispanic/Native American/Multiple, and Caucasian) and Geographic Origin in four categories (Foreign, Other US, Washington, D.C. and MD/VA Suburbs). This table is actually a composite. In the upper section we see the sub-heading "... distributed by Racial/Ethnic Identity," and in the lower section the sub-heading "... distributed by Geographic Origin."

Let's begin by looking first at the upper section, where row percents describe the percentage of all visitors in a given racial/ethnic category who live in each of the geographic areas. As we can see from these data, regardless of racial/ethnic identity, the "Other U.S." geographic category contains the largest proportion of visitors. We can also see that a higher percentage of Asian/Pacific Islander visitors live outside the United States (24.3%) compared to other racial/ethnic groups.

As in Table 1, the bottom half of the table shows the numbers in column percents, because they add up in columns. If we look at the column heading "Washington, D.C.," we see that of all the people who lived in the District, 6.4 percent were African American or Black, 7.7 percent were Asian or Pacific Islander, etc. The distribution among visitors from the Maryland/Virginia suburbs and other U.S. states is quite similar. The distribution for Foreign visitors, as one may expect, changes significantly especially in terms of Asians.

Table 14
Visits Made by People 12 Years of Age or Older
Racial/Ethnic Identification and Geographic Origin, 1994-1995 Total
(In Percent)

	<u>Geographic Origin</u>				<i>Total</i>
	<i>Washington, D.C.</i>	<i>MD/VA Suburbs</i>	<i>Other U.S.</i>	<i>Foreign</i>	
...Distributed by Racial/Ethnic Identity					
<u>Racial/Ethnic Identity</u>					
African American/Black	18.7	25.7	48.4	7.2	100.0
Asian/Pacific Islander	7.9	29.9	37.9	24.3	100.0
Hispanic/Nat. Amer./Multiple	16.0	12.0	61.5	10.6	100.1
Caucasian	10.6	29.4	51.4	8.6	100.0
...Distributed by Geographic Origin					
<u>Racial/Ethnic Identity</u>					
African American/Black	6.4	3.3	3.6	2.5	
Asian/Pacific Islander	7.7	10.8	8.0	23.9	
Hispanic/Nat. Amer./Multiple	6.0	4.3	4.9	9.7	
Caucasian	<u>79.9</u>	<u>81.7</u>	<u>83.4</u>	<u>64.0</u>	
Total	100.0	100.1	99.9	100.1	

At the bottom of some tables, like Table 17 in Appendix C, in the left-most column, are the words *Season Totals*. Here, the numbers are percents that add up across the columns ("row percents"). Each of these numbers represents the percentage of visitors in the total sample survey that were intercepted in a particular season. In other words, these numbers show the distribution of all visitors across seasons. In particular, 21.5% of all the visitors we interviewed were intercepted in Fall, 12.7% in Winter, 30.9% in Spring and 34.9% in Summer. These row percents were placed here to remind us to be careful when comparing percentages between any two seasons. For example, almost three times as many people passed our interviewing stations in Summer as in Winter. In terms of the actual number of visitors described by these numbers, 5 percent in Summer would be equivalent to almost 15 percent in Winter.

Some tables that associate two variables with each other and include a Total will vary from other tables containing the same variables because every visitor did not answer every question.

Technical Note

Weighted and Unweighted Number of Respondents

As discussed in Appendix D, since the respondent selection intervals during an interviewing session were unequal, weights were needed in the survey analysis. The use of weighted data allows for the extrapolation of the sample results to the population of all Freer and Sackler visitors who exited during the hours of data collection. The percentages reported in the appendix tables, and used in constructing the figures in the text, are based on weighted data.

The application of the weights violates most of the data assumptions behind the standard statistical tests. Consequently, all statistical tests used in the analysis were performed on unweighted data. (If weighted data were used in the tests of significance, the effect of each observation would be greatly exaggerated. By limiting the use of statistical tests to unweighted data, we are able to properly identify differences between specific groups.)

Sample sizes (N's) are not reported at the bottom of tables in the text (unweighted or weighted). However, for the more technically oriented reader, Table II.2 below contains the various sample and subsample sizes.

Table B.1

Unweighted and Weighted Sample Sizes

Category	Spring	Summer	Fall	Winter	Total
<u>Total</u>					
	<u>Unweighted N's</u>				
Interview:Adult	615	612	591	575	2393
Interview:Child	23	25	11	13	72
Refusal:Language	12	24	20	16	72
Refusal:Other	<u>93</u>	<u>92</u>	<u>94</u>	<u>58</u>	<u>337</u>
Total	743	753	716	662	2874
<u>Total</u>					
	<u>Weighted N's</u>				
Interview:Adult	8656	9455	5908	3640	27659
Interview:Child	280	418	111	113	922
Refusal:Language	102	330	124	61	618
Refusal:Other	<u>850</u>	<u>1041</u>	<u>669</u>	<u>249</u>	<u>2809</u>
Total	9888	11245	6812	4063	32008
<u>Age12 and Over</u>					
	<u>Unweighted N's</u>				
Interview:Adult	613	612	590	571	2386
Interview:Child	0	0	0	0	0
Refusal:Language	10	23	18	16	67
Refusal:Other	<u>89</u>	<u>89</u>	<u>90</u>	<u>55</u>	<u>323</u>
Total	712	724	698	642	2776
<u>Age12 and Over</u>					
	<u>Weighted N's</u>				
Interview:Adult	8647	9455	5892	3614	27608
Interview:Child	0	0	0	0	0
Refusal:Language	82	324	112	61	578
Refusal:Other	<u>824</u>	<u>1012</u>	<u>640</u>	<u>234</u>	<u>2710</u>
Total	9552	10792	6644	3909	30896
<u>Age25 and Over</u>					
	<u>Unweighted N's</u>				
Interview:Adult	538	505	510	480	2033
Interview:Child	0	0	0	0	0
Refusal:Language	9	22	16	16	63
Refusal:Other	<u>82</u>	<u>83</u>	<u>86</u>	<u>50</u>	<u>301</u>
Total	629	610	612	546	2397
<u>Age25 and Over</u>					
	<u>Weighted N's</u>				
Interview:Adult	7736	7802	5072	3102	23712
Interview:Child	0	0	0	0	0
Refusal:Language	76	313	106	61	556
Refusal:Other	<u>777</u>	<u>940</u>	<u>611</u>	<u>214</u>	<u>2543</u>
Total	8588	9055	5789	3377	26810

Appendix C.

Supplementary Tables

List of Tables

[Note: For ease of use, some of the terms in the table titles have been abbreviated in this List of Tables]

	<u>Page</u>
1 Age 12+, Gender, Age and Racial/Ethnic Identification, 1994-1995 Months, Seasons and Total	C- 1
2 Total Pop., Gender, Age and Racial/Ethnic Identification, 1994-1995 Months, Seasons and Total	C- 2
3 Age 12+, Geographic Origins, 1994-1995 Months, Seasons and Total	C- 3
4 Age 12+, Geographic Origin with Regions of Asia Specified by Season	C- 5
5 Age 12+, Geographic Origins with Selected Characteristics of Asia, Specified by Season	C- 5
6 Total Pop., Geographic Origins, 1994-1995 Months, Seasons and Total	C- 6
7 Age 12+, Number in and Configuration of Group, 1994-1995 Months, Seasons and Total	C- 8
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Table 1
Visits Made by People 12 Years of Age or Older
Gender, Age and Racial/Ethnic Identification, 1994-1995 Months, Seasons and Total
(In Percent)

	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Fall</i> <i>Total</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Winter</i> <i>Total</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>Spring</i> <i>Total</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Summer</i> <i>Total</i>	<i>Overall</i> <i>Total</i>
Gender																	
Female	49.1	53.0	47.5	49.7	50.0	48.0	49.6	49.2	50.8	50.4	62.3	56.0	47.3	45.7	62.7	52.3	52.5
Male	<u>50.9</u>	<u>47.0</u>	<u>52.5</u>	<u>50.3</u>	<u>50.0</u>	<u>52.0</u>	<u>50.4</u>	<u>50.8</u>	<u>49.2</u>	<u>49.6</u>	<u>37.7</u>	<u>44.0</u>	<u>52.7</u>	<u>54.3</u>	<u>37.3</u>	<u>47.7</u>	<u>47.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Age																	
Under 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12 to 19	2.6	4.2	4.4	3.7	3.2	2.1	4.8	3.4	8.1	7.6	2.5	5.4	5.0	4.6	12.6	7.6	5.5
12-14	0.2	1.1	0.0	0.4	0.7	0.0	0.5	0.4	0.7	5.2	0.0	1.9	1.3	0.8	2.1	1.4	1.2
15-17	0.4	1.7	2.8	1.6	2.3	2.1	1.0	1.8	0.9	0.5	1.6	1.1	2.1	2.4	6.8	3.9	2.2
18-19	2.1	1.5	1.6	1.7	0.2	0.0	3.3	1.3	6.5	2.0	0.9	2.3	1.6	1.4	3.8	2.3	2.1
20 to 24	10.3	10.4	9.9	10.2	13.9	10.6	8.6	10.8	13.4	2.4	3.9	5.2	10.9	11.4	7.7	9.9	8.6
25 to 34	14.4	15.6	14.5	14.8	15.0	20.7	21.8	19.6	15.4	11.0	14.0	13.2	12.2	18.5	17.8	16.2	15.4
35 to 44	19.0	21.1	22.9	20.9	23.5	13.8	23.5	20.1	19.3	18.6	20.3	19.5	17.0	19.2	19.4	18.6	19.6
45 to 54	26.2	20.7	29.6	25.7	26.5	30.6	23.1	26.6	24.5	29.4	21.3	24.7	26.2	23.1	23.0	24.1	25.0
55 to 64	18.4	11.8	9.8	13.5	9.6	14.0	9.9	11.2	9.8	21.0	28.0	22.1	16.4	16.7	11.4	14.7	16.3
65 or older	<u>9.1</u>	<u>16.1</u>	<u>9.0</u>	<u>11.2</u>	<u>8.4</u>	<u>8.1</u>	<u>8.2</u>	<u>8.2</u>	<u>9.5</u>	<u>9.9</u>	<u>10.0</u>	<u>9.9</u>	<u>12.4</u>	<u>6.6</u>	<u>8.1</u>	<u>9.0</u>	<u>9.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Racial/Ethnic Identity																	
Minority	17.9	22.9	15.4	18.5	20.9	18.0	24.8	21.4	17.4	22.3	16.6	18.8	12.6	18.4	26.6	19.4	19.3
African American/Black	1.2	3.5	2.9	2.4	2.8	3.1	2.9	2.9	3.2	3.3	2.8	3.0	5.0	5.2	5.9	5.4	3.7
Asian/Pacific Islander	12.6	17.4	8.8	12.7	11.6	12.1	15.2	13.1	9.8	11.4	9.9	10.4	4.5	9.2	14.5	9.6	11.0
Hispanic/Nat. Amer./Mult.	4.2	2.0	3.7	3.4	6.4	2.9	6.6	5.3	4.4	7.6	3.9	5.3	3.1	4.0	6.1	4.5	4.6
White	<u>82.1</u>	<u>77.1</u>	<u>84.6</u>	<u>81.5</u>	<u>79.1</u>	<u>82.0</u>	<u>75.2</u>	<u>78.6</u>	<u>82.6</u>	<u>77.7</u>	<u>83.4</u>	<u>81.2</u>	<u>87.4</u>	<u>81.6</u>	<u>73.4</u>	<u>80.6</u>	<u>80.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Racial/Ethnic Identity--US Only																	
Minority	12.5	19.3	16.4	16.0	15.3	16.5	19.4	17.4	15.4	17.8	15.5	16.2	13.6	16.6	24.7	18.3	17.0
African American/Black	1.3	3.0	3.9	2.8	3.0	4.4	2.9	3.5	4.1	3.1	4.0	3.7	6.9	4.4	6.0	5.8	4.2
Asian/Pacific Islander	8.4	14.6	8.8	10.5	8.5	10.9	13.1	11.1	7.8	8.9	7.7	8.1	4.4	7.3	11.8	7.9	8.9
Hispanic/Nat. Amer./Mult.	2.8	1.6	3.8	2.8	3.8	1.3	3.4	2.8	3.4	5.8	3.8	4.4	2.3	4.9	6.9	4.7	3.9
White	<u>87.5</u>	<u>80.7</u>	<u>83.6</u>	<u>84.0</u>	<u>84.7</u>	<u>83.4</u>	<u>80.5</u>	<u>82.6</u>	<u>84.6</u>	<u>82.2</u>	<u>84.5</u>	<u>83.8</u>	<u>86.4</u>	<u>83.4</u>	<u>75.3</u>	<u>81.7</u>	<u>82.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9

Table 2
Total Population
Gender, Age and Racial/Ethnic Identification, 1994-1995 Months, Seasons and Total
(In Percent)

	Sept. Oct. Nov.			Fall	Dec. Jan. Feb.			Winter	March April May			Spring	June July Aug.			Summer	Overall
	Sept.	Oct.	Nov.	Total	Dec.	Jan.	Feb.	Total	March	April	May	Total	June	July	Aug.	Total	Total
Gender																	
Female	49.2	52.3	48.7	50.0	49.5	48.5	50.3	49.4	51.5	50.5	62.1	56.0	48.1	44.3	62.4	52.0	52.5
Male	<u>50.8</u>	<u>47.7</u>	<u>51.3</u>	<u>50.0</u>	<u>50.5</u>	<u>51.5</u>	<u>49.7</u>	<u>50.6</u>	<u>48.5</u>	<u>49.5</u>	<u>37.9</u>	<u>44.0</u>	<u>51.9</u>	<u>55.7</u>	<u>37.6</u>	<u>48.0</u>	<u>47.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Age																	
Under 12	1.9	1.2	2.4	1.8	1.0	3.8	3.7	3.0	5.1	3.4	2.1	3.1	3.9	4.8	4.0	4.2	3.2
12 to 19	2.5	4.2	4.3	3.6	3.1	2.0	4.6	3.3	7.7	7.4	2.5	5.2	4.8	4.4	12.1	7.3	5.3
12-14	0.2	1.1	0.0	0.4	0.6	0.0	0.4	0.3	0.7	5.0	0.0	1.9	1.3	0.8	2.0	1.4	1.2
15-17	0.4	1.7	2.7	1.6	2.3	2.0	1.0	1.7	0.9	0.5	1.6	1.1	2.0	2.2	6.5	3.7	2.2
18-19	2.0	1.5	1.6	1.7	0.2	0.0	3.2	1.3	6.2	1.9	0.9	2.3	1.5	1.3	3.6	2.2	2.0
20 to 24	10.1	10.3	9.7	10.0	13.7	10.2	8.3	10.4	12.7	2.3	3.8	5.0	10.5	10.9	7.4	9.5	8.3
25 to 34	14.2	15.4	14.1	14.5	14.9	19.9	21.0	19.0	14.6	10.7	13.7	12.8	11.7	17.6	17.1	15.5	14.9
35 to 44	18.6	20.8	22.3	20.6	23.2	13.3	22.6	19.5	18.3	18.0	19.9	18.9	16.3	18.3	18.7	17.8	18.9
45 to 54	25.7	20.4	28.9	25.2	26.2	29.4	22.3	25.8	23.2	28.4	20.9	24.0	25.2	22.0	22.1	23.0	24.1
55 to 64	18.1	11.6	9.5	13.2	9.5	13.5	9.5	10.9	9.3	20.3	27.4	21.4	15.7	15.9	11.0	14.1	15.8
65 or older	<u>9.0</u>	<u>15.9</u>	<u>8.8</u>	<u>11.0</u>	<u>8.3</u>	<u>7.8</u>	<u>7.9</u>	<u>8.0</u>	<u>9.1</u>	<u>9.6</u>	<u>9.8</u>	<u>9.6</u>	<u>11.9</u>	<u>6.3</u>	<u>7.7</u>	<u>8.6</u>	<u>9.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Racial/Ethnic Identity																	
Minority	18.3	22.8	15.0	18.5	20.7	18.8	27.0	22.4	17.3	22.3	16.4	18.7	12.1	19.2	26.0	19.3	19.3
African American/Black	1.2	3.4	2.8	2.4	2.8	2.9	3.7	3.2	3.0	3.2	2.7	2.9	4.8	5.6	5.7	5.4	3.7
Asian/Pacific Islander	12.3	17.4	8.6	12.5	11.5	13.1	16.9	14.1	10.2	11.3	9.7	10.3	4.3	9.7	14.4	9.6	11.1
Hispanic/Nat. Amer./Mult.	4.8	2.0	3.7	3.6	6.4	2.8	6.3	5.1	4.1	7.8	4.0	5.4	3.0	3.8	5.9	4.3	4.6
White	<u>81.7</u>	<u>77.2</u>	<u>85.0</u>	<u>81.5</u>	<u>79.3</u>	<u>81.2</u>	<u>73.0</u>	<u>77.6</u>	<u>82.7</u>	<u>77.7</u>	<u>83.6</u>	<u>81.3</u>	<u>87.9</u>	<u>80.8</u>	<u>74.0</u>	<u>80.7</u>	<u>80.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Racial/Ethnic Identity--US Only																	
Minority	12.3	19.3	15.8	15.8	15.1	17.4	22.1	18.6	14.8	18.1	15.3	16.1	13.2	17.4	24.4	18.3	17.1
African American/Black	1.3	3.0	3.7	2.7	3.0	4.2	3.8	3.7	4.0	3.3	3.9	3.7	6.6	4.9	5.8	5.8	4.2
Asian/Pacific Islander	8.3	14.7	8.5	10.4	8.4	11.9	15.0	12.2	7.5	8.7	7.5	7.9	4.3	7.9	11.9	8.0	9.0
Hispanic/Nat. Amer./Mult.	2.7	1.6	3.6	2.7	3.7	1.3	3.3	2.7	3.3	6.1	3.9	4.5	2.3	4.6	6.7	4.5	3.9
White	<u>87.7</u>	<u>80.7</u>	<u>84.2</u>	<u>84.2</u>	<u>85.0</u>	<u>82.6</u>	<u>78.0</u>	<u>81.4</u>	<u>85.3</u>	<u>81.9</u>	<u>84.7</u>	<u>83.9</u>	<u>86.9</u>	<u>82.6</u>	<u>75.7</u>	<u>81.7</u>	<u>82.9</u>
Total	100.0	100.0	100.0	100.0	100.1	100.0	100.1	100.0	100.1	100.0	100.0	100.0	100.1	100.0	100.1	100.0	100.0

Table 3
Visits Made by People 12 Years of Age or Older
Geographic Origins, 1994-1995 Months, Seasons and Total
(In Percent)

				Fall				Winter				Spring				Summer	Overall
	Sept.	Oct.	Nov.	Total	Dec.	Jan.	Feb.	Total	March	April	May	Total	June	July	Aug.	Total	Total
Global Distribution																	
Canada	2.0	1.7	2.1	1.9	0.9	1.8	0.8	1.2	0.0	3.9	1.9	2.3	0.0	1.2	2.3	1.2	1.7
Latin America	1.3	1.0	1.3	1.2	2.5	2.1	2.6	2.4	2.7	2.1	0.6	1.5	2.0	0.5	3.0	1.9	1.7
Caribbean	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.2	0.7	0.1	0.5	0.4	0.2
Central America	0.0	0.3	0.0	0.1	0.0	0.1	0.0	0.0	0.0	1.6	0.2	0.7	0.0	0.5	0.8	0.4	0.4
South America	1.3	0.7	1.3	1.1	2.5	1.7	2.6	2.3	2.7	0.0	0.4	0.7	1.3	0.0	1.7	1.0	1.1
Latin America, unspecified	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Europe	8.6	4.4	3.2	5.5	2.4	2.7	1.6	2.2	1.3	4.4	1.8	2.6	1.8	5.0	6.9	4.7	3.9
Western Europe	8.1	4.4	2.7	5.2	2.4	2.0	1.6	1.9	1.3	4.4	1.8	2.6	1.7	5.0	5.8	4.2	3.6
Eastern Europe	0.5	0.0	0.5	0.4	0.0	0.7	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	1.1	0.4	0.3
Europe, unspecified	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Far East/Asia/Pacific	5.4	1.5	0.3	2.5	5.1	4.0	2.0	3.6	0.9	4.0	1.3	2.2	2.5	4.1	2.2	2.9	2.7
Far East	4.4	0.8	0.3	1.9	1.7	0.8	1.6	1.4	0.9	0.2	0.8	0.6	1.4	1.4	2.1	1.7	1.4
Indian Sub-Continent	1.1	0.3	0.0	0.5	2.1	0.0	0.0	0.6	0.0	3.1	0.4	1.3	0.0	0.0	0.1	0.0	0.6
Pacific	0.0	0.2	0.0	0.1	1.3	3.2	0.4	1.6	0.0	0.8	0.0	0.3	1.1	2.7	0.0	1.2	0.7
Far East/Asia/Pacific, unspec	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Africa	1.4	0.9	0.0	0.8	1.5	0.0	0.4	0.6	0.0	0.4	0.8	0.5	0.4	0.7	0.0	0.4	0.5
Middle East/North Africa	0.7	0.0	0.0	0.3	1.5	0.0	0.3	0.5	0.0	0.0	0.8	0.3	0.0	0.7	0.0	0.2	0.3
Sub-Sahara Africa	0.7	0.9	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.1	0.4	0.0	0.0	0.1	0.2
Africa, unspecified	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foreign, Unspecified	0.0	0.0	0.4	0.1	0.4	0.0	0.4	0.2	0.7	0.4	0.7	0.6	0.0	0.4	0.0	0.1	0.3
United States	<u>81.2</u>	<u>90.5</u>	<u>92.7</u>	<u>87.9</u>	<u>87.2</u>	<u>89.3</u>	<u>92.3</u>	<u>89.8</u>	<u>94.3</u>	<u>84.8</u>	<u>93.0</u>	<u>90.4</u>	<u>93.2</u>	<u>87.9</u>	<u>85.6</u>	<u>88.8</u>	<u>89.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 3 (continued)
Visits Made by People 12 Years of Age or Older
Geographic Origins, 1994-1995 Months, Seasons and Total
(In Percent)

				<i>Fall</i>				<i>Winter</i>				<i>Spring</i>				<i>Summer</i>	<i>Overall</i>
	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Total</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Total</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>Total</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Total</i>	<i>Total</i>
<u>U.S. Distribution</u>																	
New England	6.2	6.6	3.7	5.5	4.4	4.8	1.7	3.5	2.7	7.3	3.0	4.4	4.9	1.1	1.0	2.3	3.8
Mid-Atlantic	5.9	8.9	8.5	7.7	8.0	11.3	15.7	12.0	11.7	12.1	8.3	10.3	11.1	9.1	7.1	9.0	9.5
South Atlantic	41.0	40.2	52.0	44.5	61.2	56.8	60.0	59.2	52.9	31.3	59.4	48.3	47.7	55.5	54.0	52.4	50.3
Washington, D.C. Metro Area	31.8	32.5	44.3	36.3	49.7	46.0	47.1	47.4	39.3	26.8	50.8	40.2	35.5	40.0	40.4	38.7	39.8
East South Central	0.9	5.0	2.2	2.6	0.0	1.7	0.1	0.6	2.6	1.7	1.3	1.7	3.8	0.0	2.2	2.0	1.9
West South Central	2.2	0.9	3.9	2.4	0.7	0.5	1.7	1.0	2.4	2.3	2.4	2.4	4.0	4.7	2.9	3.8	2.7
East North Central	7.0	7.3	3.4	5.9	4.0	4.3	1.8	3.3	8.4	8.9	5.5	7.2	7.0	7.7	8.1	7.6	6.6
West North Central	5.2	3.3	1.7	3.4	2.2	1.4	3.8	2.5	3.0	4.2	2.6	3.3	3.4	3.2	2.1	2.9	3.1
Mountain	3.2	3.3	3.7	3.4	1.5	2.5	1.7	1.9	2.4	4.2	2.0	2.9	3.3	1.0	0.6	1.6	2.4
Pacific	9.6	14.3	11.9	11.8	4.6	6.1	5.5	5.5	8.2	12.8	8.5	9.9	7.9	5.7	7.1	6.9	8.7
U.S., unspecified	0.0	0.7	1.6	0.7	0.6	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.2
Foreign	18.8	9.5	7.3	12.1	12.8	10.7	7.7	10.2	5.7	15.2	7.0	9.6	6.8	12.1	14.4	11.2	10.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Local Distribution</u>																	
Washington, D.C.	9.0	9.0	11.4	9.8	12.9	14.9	11.8	13.2	13.9	6.0	7.8	8.4	12.0	15.5	10.2	12.5	10.7
MD/VA Suburbs	22.8	23.5	32.9	26.5	36.8	31.0	35.3	34.3	25.4	20.7	43.0	31.8	23.4	24.5	30.2	26.2	29.1
Other South Atlantic	9.2	7.7	7.8	8.3	11.4	10.8	12.9	11.8	13.6	4.5	8.6	8.1	12.3	15.5	13.6	13.8	10.6
Other U.S., Exc. So. Atlantic	40.2	50.3	40.7	43.4	26.0	32.5	32.2	30.6	41.3	53.5	33.6	42.1	45.5	32.4	31.6	36.4	38.9
Foreign	18.8	9.5	7.3	12.1	12.8	10.7	7.7	10.2	5.7	15.2	7.0	9.6	6.8	12.1	14.4	11.2	10.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 4
Visits Made by People 12 Years of Age or Older
Geographic Origin with Regions of Asia Specified by Season, 1994-1995 Total
(In Percent)

<u>Geographic Origin</u>	<u>Season</u>				<u>Total</u>
	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Winter</i>	
South Asia	1.3	0.0	0.5	0.6	0.6
Southeast Asia	0.0	0.2	0.3	0.0	0.1
East Asia	0.6	1.5	1.6	1.4	1.2
West Asia	0.0	0.0	0.0	0.0	0.0
North Africa	0.4	0.2	0.3	0.5	0.3
Asia unspecified	0.0	0.0	0.1	0.0	0.0
Other foreign	7.4	9.3	9.4	7.7	8.5
United States	<u>90.4</u>	<u>88.8</u>	<u>88.0</u>	<u>89.9</u>	<u>89.3</u>
Total	100.1	100.0	100.2	100.1	100.0

Table 5
Visits Made by People 12 Years of Age or Older
Geographic Origins with Selected Characteristics of Asia, Specified by Season, 1994-1995 Total
(In Percent)

<u>Asian Countries *</u>	<u>Season</u>				<u>Total</u>
	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Winter</i>	
Bangladesh	0.0	0.0	0.0	0.0	0.0
China	0.2	0.2	0.2	0.1	0.2
Egypt	0.0	0.2	0.0	0.0	0.1
Hong Kong	0.0	0.2	0.0	0.0	0.1
India	1.3	0.0	0.4	0.6	0.6
Israel	0.0	0.0	0.0	0.5	0.1
Japan	0.3	0.7	1.4	0.9	0.7
Korea	0.0	0.2	0.0	0.3	0.1
Lebanon	0.0	0.0	0.3	0.0	0.1
Pakistan	0.0	0.0	0.1	0.0	0.0
Taiwan	0.2	0.3	0.0	0.0	0.1
Thailand	0.0	0.1	0.0	0.0	0.0
Saudi Arabia	0.4	0.0	0.0	0.0	0.1
Singapore	0.0	0.1	0.3	0.0	0.1
Turkey	0.0	0.0	0.0	0.0	0.0
Asia general	0.0	0.0	0.1	0.0	0.0
Other foreign	7.4	9.3	9.4	7.7	8.5
United States	<u>90.4</u>	<u>88.8</u>	<u>87.9</u>	<u>89.9</u>	<u>89.2</u>
Total	100.2	100.1	100.1	100.0	100.0

*All countries listed were represented by a few visitors. However, visitors from some countries made up less than 0.1% of the total and 0.0% appears in this Table due to rounding.

Table 6
Total Population
Geographic Origins, 1994-1995 Months, Seasons and Total
(In Percent)

				<i>Fall</i>				<i>Winter</i>				<i>Spring</i>				<i>Summer</i>	<i>Overall</i>
	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Total</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Total</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>Total</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Total</i>	<i>Total</i>
Global Distribution																	
Canada	1.9	1.7	2.0	1.9	0.8	1.7	0.7	1.1	0.0	3.8	1.9	2.2	0.0	1.2	2.2	1.2	1.6
Latin America	1.3	1.0	1.3	1.2	2.5	2.0	2.5	2.3	2.6	2.0	0.6	1.5	1.9	0.5	2.9	1.8	1.6
Caribbean	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.2	0.7	0.1	0.5	0.4	0.2
Central America	0.0	0.3	0.0	0.1	0.0	0.1	0.0	0.0	0.0	1.6	0.2	0.6	0.0	0.4	0.7	0.4	0.4
South America	1.3	0.7	1.3	1.1	2.5	1.6	2.5	2.2	2.6	0.0	0.4	0.7	1.2	0.0	1.6	1.0	1.1
Latin America, unspecified	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Europe	8.5	4.3	3.2	5.4	2.3	2.6	1.5	2.1	1.3	4.2	1.8	2.5	1.8	4.8	7.6	4.8	3.9
Western Europe	8.0	4.3	2.7	5.0	2.3	1.9	1.5	1.9	1.3	4.2	1.8	2.5	1.6	4.8	6.6	4.4	3.6
Eastern Europe	0.5	0.0	0.5	0.4	0.0	0.7	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	1.0	0.4	0.3
Europe, unspecified	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Far East/Asia/Pacific	5.3	1.5	0.3	2.5	5.1	3.9	1.9	3.4	1.8	3.9	1.2	2.3	2.4	3.9	2.1	2.8	2.6
Far East	4.3	0.7	0.3	1.9	1.7	0.8	1.5	1.3	1.8	0.2	0.8	0.8	1.4	1.3	2.1	1.6	1.4
Indian Sub-Continent	1.0	0.3	0.0	0.5	2.1	0.0	0.0	0.6	0.0	3.0	0.4	1.2	0.0	0.0	0.1	0.0	0.6
Pacific	0.0	0.2	0.0	0.1	1.3	3.1	0.4	1.6	0.0	0.8	0.0	0.3	1.0	2.6	0.0	1.2	0.7
Far East/Asia/Pacific, unspec	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Africa	2.1	0.9	0.0	1.0	1.5	0.0	0.4	0.6	0.0	0.3	0.7	0.5	0.4	0.7	0.0	0.4	0.5
Middle East/North Africa	1.4	0.0	0.0	0.5	1.5	0.0	0.3	0.5	0.0	0.0	0.7	0.3	0.0	0.7	0.0	0.2	0.3
Sub-Sahara Africa	0.7	0.9	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.4	0.0	0.0	0.1	0.2
Africa, unspecified	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foreign, Unspecified	0.0	0.0	0.4	0.1	0.4	0.0	0.3	0.2	0.7	0.4	0.6	0.6	0.0	0.4	0.0	0.1	0.3
United States	<u>80.9</u>	<u>90.7</u>	<u>92.9</u>	<u>88.0</u>	<u>87.3</u>	<u>89.8</u>	<u>92.6</u>	<u>90.2</u>	<u>93.7</u>	<u>85.4</u>	<u>93.2</u>	<u>90.5</u>	<u>93.5</u>	<u>88.5</u>	<u>85.2</u>	<u>88.9</u>	<u>89.4</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 6 (cont.)
Total Population
Geographic Origins, 1994-1995 Months, Seasons and Total
(In Percent)

	Sept.	Oct.	Dec.	Fall	Jan.	Feb.	March	Winter	April	May	June	Spring	July	Aug.	Sept.	Summer	Overall
				Total				Total				Total				Total	Total
U.S. Distribution																	
New England	6.4	6.5	3.7	5.5	4.3	5.2	1.6	3.6	3.0	7.8	2.9	4.7	4.7	2.1	0.9	2.5	3.9
Mid-Atlantic	6.2	8.7	9.7	8.1	7.9	10.7	15.0	11.6	11.6	12.9	9.6	11.1	11.4	8.8	7.3	9.1	9.9
South Atlantic	40.7	41.0	51.9	44.6	61.6	57.6	61.3	60.1	52.6	31.8	58.9	48.1	47.7	56.1	54.4	52.8	50.6
Washington, D.C. Metro Area	31.4	32.2	43.7	35.8	49.9	47.2	48.9	48.6	39.7	27.1	49.8	39.9	35.8	39.7	39.2	38.2	39.6
East South Central	0.9	4.9	2.1	2.5	0.0	1.6	0.1	0.6	2.5	1.6	1.3	1.6	3.6	0.4	2.1	2.1	1.8
West South Central	2.2	1.3	3.8	2.5	0.7	0.5	1.6	1.0	2.3	2.2	2.3	2.3	3.9	4.4	2.8	3.7	2.6
East North Central	6.9	7.2	3.3	5.8	4.0	4.1	1.8	3.2	8.5	8.6	5.4	7.1	7.2	7.3	7.8	7.4	6.4
West North Central	5.1	3.3	1.7	3.4	2.2	1.3	3.6	2.4	2.8	4.1	2.6	3.1	4.3	3.0	2.0	3.1	3.1
Mountain	3.1	3.2	3.6	3.3	1.5	2.4	2.2	2.1	2.3	4.1	2.0	2.8	3.1	0.9	0.6	1.5	2.4
Pacific	9.4	14.0	11.6	11.6	4.5	6.4	5.3	5.5	8.1	12.3	8.3	9.7	7.6	5.4	6.8	6.6	8.5
U.S., unspecified	0.0	0.6	1.6	0.7	0.6	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.2
Foreign	<u>19.1</u>	<u>9.3</u>	<u>7.1</u>	<u>12.0</u>	<u>12.7</u>	<u>10.2</u>	<u>7.4</u>	<u>9.8</u>	<u>6.3</u>	<u>14.6</u>	<u>6.8</u>	<u>9.5</u>	<u>6.5</u>	<u>11.5</u>	<u>14.8</u>	<u>11.1</u>	<u>10.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Local Distribution																	
Washington, D.C.	8.8	8.8	11.1	9.6	13.0	15.2	11.5	13.2	13.2	5.8	7.7	8.1	11.5	14.8	9.8	11.9	10.4
MD/VA Suburbs	22.5	23.4	32.6	26.2	36.9	32.1	37.5	35.4	26.5	21.3	42.2	31.8	24.2	24.9	29.4	26.3	29.2
Other South Atlantic	9.4	8.8	8.2	8.8	11.7	10.3	12.3	11.5	12.9	4.7	9.0	8.2	12.0	16.4	15.2	14.5	10.9
Other U.S., Exc. So. Atlantic	40.2	49.7	41.0	43.3	25.7	32.2	31.4	30.2	41.1	53.6	34.3	42.4	45.8	32.4	30.8	36.2	38.8
Foreign	<u>19.1</u>	<u>9.3</u>	<u>7.1</u>	<u>12.0</u>	<u>12.7</u>	<u>10.2</u>	<u>7.4</u>	<u>9.8</u>	<u>6.3</u>	<u>14.6</u>	<u>6.8</u>	<u>9.5</u>	<u>6.5</u>	<u>11.5</u>	<u>14.8</u>	<u>11.1</u>	<u>10.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 7
Visits made by People 12 Years of Age or Older
Number in and Configuration of Group, 1994-1995 Months, Seasons and Total
(In Percent)

				Fall				Winter				Spring				Summer	Overall
	Sept.	Oct.	Nov.	Total	Dec.	Jan.	Feb.	Total	March	April	May	Total	June	July	Aug.	Total	Total
Number in Group																	
One	49.3	45.5	50.4	48.5	56.8	52.1	40.0	48.8	48.6	41.0	32.1	38.4	35.8	47.5	40.3	41.1	42.8
Two	35.1	40.9	33.0	36.2	37.0	38.7	45.9	41.0	34.1	40.2	49.9	43.5	44.7	34.1	34.4	37.7	39.6
Three	7.4	4.9	9.7	7.4	2.4	4.5	8.9	5.6	6.3	7.7	7.3	7.3	8.0	7.9	13.3	9.9	8.0
Four	5.3	5.4	2.4	4.3	3.3	2.3	2.0	2.4	3.9	8.1	3.9	5.4	7.0	6.2	5.8	6.3	5.1
Five	0.4	1.3	2.7	1.5	0.5	0.0	1.9	0.9	1.9	0.7	3.1	2.1	2.6	2.8	3.7	3.1	2.1
Six-Nine	1.2	0.8	1.5	1.2	0.0	0.9	1.2	0.8	2.1	2.2	0.0	1.2	0.1	1.1	1.4	0.9	1.0
Ten-24	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.6	1.1	0.1	1.0	0.8	0.5
25 or more	<u>1.3</u>	<u>1.2</u>	<u>0.0</u>	<u>0.8</u>	<u>0.0</u>	<u>1.5</u>	<u>0.1</u>	<u>0.6</u>	<u>3.1</u>	<u>0.0</u>	<u>2.4</u>	<u>1.7</u>	<u>0.7</u>	<u>0.3</u>	<u>0.0</u>	<u>0.3</u>	<u>0.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Configuration of Group																	
One adult	49.3	45.5	50.4	48.5	56.8	52.1	40.0	48.8	48.6	41.0	32.1	38.4	35.8	47.5	40.3	41.1	42.8
Two adults	34.1	38.5	32.5	34.9	34.0	37.6	44.0	39.1	32.3	36.7	47.5	40.9	40.8	31.2	32.1	34.7	37.2
Several adults	11.8	6.8	10.6	9.9	2.2	5.8	11.6	7.0	9.8	9.1	11.8	10.5	12.4	8.5	7.9	9.5	9.6
Adult(s) and child(ren)	2.7	7.8	5.7	5.3	5.0	2.8	3.7	3.8	4.6	11.7	3.5	6.6	8.9	12.0	17.2	12.9	8.1
Adult with child(ren)	0.2	2.5	4.0	2.2	2.2	2.2	3.1	2.5	0.5	5.0	2.7	3.1	2.8	6.4	7.8	5.8	3.7
Sev. adults with child(ren)	1.7	3.8	0.4	1.9	2.5	0.6	0.3	1.0	4.2	4.5	0.7	2.7	4.8	5.6	8.9	6.5	3.6
Children	0.9	1.5	1.2	1.2	0.3	0.1	0.3	0.2	0.0	2.2	0.1	0.8	1.3	0.0	0.4	0.6	0.7
School/Tour/Teens	2.1	1.4	0.8	1.4	1.9	1.6	0.6	1.3	4.6	1.5	5.1	3.7	2.1	0.8	2.6	1.9	2.3
School trip	0.3	1.3	0.7	0.8	1.1	0.0	0.2	0.4	3.3	1.2	2.9	2.4	0.1	0.3	1.0	0.5	1.1
Tour group	1.0	0.0	0.1	0.4	0.0	0.7	0.5	0.4	0.0	0.0	1.8	0.8	1.3	0.1	0.0	0.5	0.6
Group of teens	<u>0.8</u>	<u>0.1</u>	<u>0.0</u>	<u>0.3</u>	<u>0.8</u>	<u>0.9</u>	<u>0.0</u>	<u>0.5</u>	<u>1.3</u>	<u>0.3</u>	<u>0.3</u>	<u>0.5</u>	<u>0.7</u>	<u>0.4</u>	<u>1.5</u>	<u>0.9</u>	<u>0.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 8
Total Population
Number in and Configuration of Group, 1994-1995 Months, Seasons and Total
(In Percent)

	Sept.	Oct.	Nov.	Fall Total	Dec.	Jan.	Feb.	Winter Total	March	April	May	Spring Total	June	July	Aug.	Summer Total	Overall Total
Number in Group																	
One	48.4	44.5	49.2	47.5	56.3	50.5	38.1	47.3	46.8	39.6	31.6	37.4	34.4	45.2	38.7	39.3	41.5
Two	34.8	40.8	32.3	35.8	37.0	39.2	44.8	40.7	33.2	39.3	49.2	42.6	43.3	33.1	33.8	36.7	38.9
Three	8.0	5.3	9.4	7.7	3.0	4.3	11.3	6.6	7.0	8.7	7.9	8.0	9.0	9.4	13.3	10.6	8.7
Four	5.2	5.3	4.1	4.9	3.2	2.2	2.7	2.7	5.1	8.4	4.6	6.0	8.3	7.4	7.0	7.5	5.9
Five	0.4	1.3	3.3	1.7	0.5	1.6	1.8	1.4	2.1	0.7	3.1	2.1	2.5	3.0	4.9	3.5	2.4
Six-Nine	1.8	1.6	1.5	1.6	0.0	0.9	1.1	0.7	2.8	3.3	0.0	1.7	0.8	1.7	1.4	1.3	1.4
Ten-24	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.6	1.1	0.1	1.0	0.7	0.5
25 or more	<u>1.3</u>	<u>1.2</u>	<u>0.0</u>	<u>0.8</u>	<u>0.0</u>	<u>1.4</u>	<u>0.1</u>	<u>0.5</u>	<u>2.9</u>	<u>0.0</u>	<u>2.3</u>	<u>1.6</u>	<u>0.6</u>	<u>0.3</u>	<u>0.0</u>	<u>0.3</u>	<u>0.8</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Configuration of Group																	
One adult	48.4	44.5	49.2	47.5	56.3	50.5	38.1	47.3	46.8	39.6	31.6	37.4	34.4	45.2	38.7	39.3	41.5
Two adults	33.4	37.7	31.7	34.2	33.7	35.9	41.9	37.6	30.7	35.6	46.4	39.6	39.2	29.7	30.8	33.2	36.0
Several adults	11.8	7.6	10.8	10.2	2.2	5.5	11.1	6.8	9.3	8.7	11.5	10.1	12.7	8.2	7.5	9.4	9.5
Adult(s) and child(ren)	4.0	8.9	7.4	6.7	6.0	6.5	8.3	7.1	8.9	14.6	5.4	9.3	10.9	16.1	20.5	16.0	10.8
Adult with child(ren)	0.5	3.7	3.9	2.6	3.3	4.3	6.4	4.8	1.7	6.0	3.1	3.8	3.1	7.7	8.5	6.5	4.6
Sev. adults with child(ren)	2.6	3.7	2.4	2.9	2.5	2.1	0.6	1.6	7.1	6.5	2.3	4.7	6.6	8.4	11.6	9.0	5.4
Children	0.9	1.5	1.2	1.2	0.3	0.1	1.3	0.6	0.0	2.1	0.1	0.8	1.2	0.0	0.4	0.5	0.8
School/Tour/Teens	2.4	1.3	0.8	1.5	1.9	1.5	0.6	1.3	4.4	1.5	5.0	3.6	2.8	0.7	2.5	2.0	2.3
School trip	0.3	1.2	0.7	0.7	1.1	0.0	0.2	0.4	3.1	1.2	2.9	2.3	0.9	0.3	1.0	0.7	1.2
Tour group	1.4	0.0	0.1	0.5	0.0	0.7	0.4	0.4	0.0	0.0	1.8	0.8	1.3	0.1	0.0	0.4	0.6
Group of teens	<u>0.8</u>	<u>0.1</u>	<u>0.0</u>	<u>0.3</u>	<u>0.8</u>	<u>0.8</u>	<u>0.0</u>	<u>0.5</u>	<u>1.2</u>	<u>0.3</u>	<u>0.3</u>	<u>0.5</u>	<u>0.6</u>	<u>0.4</u>	<u>1.5</u>	<u>0.9</u>	<u>0.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 9
Total Population
Educational Attainment, 1994-1995 Months, Seasons and Total
(In Percent)

				Fall				Winter				Spring				Summer	Overall
	Sept.	Oct.	Nov.	Total	Dec.	Jan.	Feb.	Total	March	April	May	Total	June	July	Aug.	Total	Total
Educational Attainment																	
<i>All Ages</i>																	
Pre/Grade School	1.9	1.9	2.4	2.1	1.6	3.8	3.8	3.2	4.6	7.4	2.1	4.5	4.2	4.2	5.8	4.8	3.9
Some High School	0.4	3.4	4.6	2.7	2.5	2.0	1.2	1.8	2.4	2.3	1.9	2.1	2.7	2.3	7.4	4.3	3.0
High School Graduate	1.1	2.2	2.9	2.0	1.4	0.9	0.1	0.7	1.6	6.3	20.0	11.5	4.9	5.9	3.6	4.7	5.8
AA/Jr. College/Technical	5.8	0.5	0.2	2.3	2.8	2.8	7.6	4.6	1.4	3.0	1.6	2.0	5.4	0.4	1.9	2.6	2.6
Some College	10.0	12.4	15.5	12.6	10.5	7.2	13.5	10.5	16.0	7.2	10.0	10.2	10.7	8.9	12.8	10.9	11.0
Bachelor's Degree	30.6	20.5	23.4	25.1	30.6	20.1	22.5	23.8	25.0	28.6	27.8	27.6	17.3	22.9	25.9	22.1	24.7
Some Graduate School	6.5	7.2	3.6	5.7	6.9	13.0	7.0	9.1	7.7	3.8	6.2	5.6	6.9	4.7	7.9	6.6	6.4
MA/PhD/Professional	<u>43.9</u>	<u>51.8</u>	<u>47.4</u>	<u>47.4</u>	<u>43.6</u>	<u>50.3</u>	<u>44.3</u>	<u>46.2</u>	<u>41.4</u>	<u>41.4</u>	<u>30.5</u>	<u>36.5</u>	<u>47.9</u>	<u>50.7</u>	<u>34.7</u>	<u>44.0</u>	<u>42.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<i>Ages 25 or Older</i>																	
Less Than High School Grad.	0.0	1.5	1.2	0.8	0.0	0.0	0.0	0.0	0.0	1.0	0.3	0.5	0.5	0.0	1.0	0.5	0.5
High School Graduate	1.3	1.7	3.5	2.1	0.8	1.1	0.0	0.6	2.2	6.6	21.5	12.9	3.9	4.9	4.6	4.5	6.2
AA/Jr. Coll./Tech/Some Coll.	13.8	8.1	11.1	11.2	9.2	6.4	14.5	10.2	9.8	9.4	10.3	9.9	11.0	6.5	12.0	9.9	10.2
Bachelor's/Some Graduate	34.5	27.1	27.6	29.9	39.1	32.1	31.7	33.9	32.6	35.5	35.0	34.8	25.2	26.6	38.0	30.1	32.1
MA/PhD/Professional	<u>50.5</u>	<u>61.7</u>	<u>56.7</u>	<u>55.9</u>	<u>50.9</u>	<u>60.4</u>	<u>53.7</u>	<u>55.3</u>	<u>55.4</u>	<u>47.6</u>	<u>32.9</u>	<u>41.9</u>	<u>59.4</u>	<u>62.0</u>	<u>44.4</u>	<u>55.0</u>	<u>50.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 10
People 25 Years of Age or Older
Comparison of Educational Attainment.
U.S. Census, 1994 Smithsonian Institution Marketing Study and Freer/Sackler Galleries
(In Percent)

	U.S. Census*		SIMS**		Freer/Sackler Galleries Total
	All Persons	Visit Any Museum	Visit Art Museum	Visit Art Museum	
<u>Educational Attainment</u>					
High School or Less	54.8		47.6	32.3	6.7
AA/Some College	24.9		23.0	26.4	10.2
Bachelor's Degree/Some Grad. Study	13.1		19.5	26.5	32.1
Graduate Degree	7.2		9.9	14.8	50.9
Total	100.0		100.0	100.0	100.0

*1990 U.S. Census of Population and Housing. Educational Attainment of All Persons 25 years and over. U.S. Census Bureau 1990.

** The Smithsonian Institution Marketing Study (SIMS) was completed in May 1994 for the Office of the Assistant Secretary for Institutional Advancement in preparation for the Smithsonian's 150th anniversary celebration.

Table 11
Visits Made by People 12 Years of Age or Older
Selected Visitor Characteristics by Gender, 1994-1995 Total
(In Percent)

	<u>Visitor Gender</u>		<i>Total</i>
	<i>Female</i>	<i>Male</i>	
<u>Educational Attainment</u>			
...Distributed by Education			
High School or Less	65.2	34.9	100.0
AA/Some College	62.5	37.5	100.0
Bachelor's Degree/Some Grad. Study	57.5	42.5	100.0
Graduate Degree	42.4	57.6	100.0
<u>Educational Attainment</u>			
...Distributed by Gender			
High School or Less	12.4	7.3	9.9
AA/Some College	16.8	11.0	14.0
Bachelor's Degree/Some Grad. Study	35.3	28.6	32.1
Graduate Degree	<u>35.6</u>	<u>53.1</u>	<u>44.0</u>
Total	100.0	100.0	100.0
<u>Group Composition</u>			
Alone	39.1	46.9	42.8
Two Adults	41.3	32.5	37.1
Several Adults	9.4	10.0	9.7
Adults and Children	7.6	8.8	8.2
Tour/School Group/Teens	<u>2.7</u>	<u>1.9</u>	<u>2.3</u>
Total	100.0	100.0	100.0
<u>Geographic Origins</u>			
Washington, D.C.	11.5	9.9	10.7
MD/VA Suburbs	32.2	25.8	29.1
Other U.S.	48.8	50.2	49.5
Foreign	<u>7.6</u>	<u>14.1</u>	<u>10.7</u>
Total	100.0	100.0	100.0
<u>Occupation - Ages 18 or Older</u>			
Professional Specialities	41.2	41.2	41.2
Engineer/Architect	1.0	10.2	5.4
Executive/Management	19.4	21.0	20.2
Sales/ Technical/ Admin.	15.5	10.9	13.3
Other	4.7	9.1	6.7
Service	2.6	2.7	2.6
Farming/Forestry/Fishing	0.5	0.4	0.4
Skilled Labor	0.7	3.4	2.0
Semi-skilled Labor	0.6	0.9	0.7
Active Military	0.3	1.7	1.0
Not in Labor Force	<u>18.2</u>	<u>7.6</u>	<u>13.1</u>
Total	100.0	100.0	99.9

Table 12
Visits Made by People 18 Years of Age or Older
Racial/Ethnic Identification by Occupational Involvement with Asia, 1994-1995 Total
(In Percent)

	<u>Occupational Involvement with Asia</u>		<i>Total</i>
	<i>No</i>	<i>Yes</i>	
<u>Racial/Ethnic Identity (U.S. Residents)</u>			
African American/Black	74.7	25.3	100.0
Asian American/Pacific Islander	59.5	40.5	100.0
Caucasian	64.5	35.5	100.0
Hispanic/Native Amer./Multiple	78.7	21.3	100.0
<i>U.S. Occupational Involvement with Asia Total</i>	<i>64.9</i>	<i>35.1</i>	<i>100.0</i>
<u>Racial/Ethnic Identity (Foreign Residents)*</u>			
Black	76.2	23.8	100.0
Asian/Pacific Islander	34.2	65.8	100.0
Caucasian	69.6	30.4	100.0
Hispanic	69.1	30.9	100.0
<i>Foreign Occupational Involvement with Asia Total</i>	<i>61.7</i>	<i>38.3</i>	<i>100.0</i>

*12.1% of all visitors 18 years of age or older are foreign residents.

Table 13
Visits Made by People 12 Years of Age or Older
Geographic Origins of Group Members by Season, 1994-1995 Total
(In Percent)

<u>Geographic Origins of Group Members*</u>	<u>Season</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
All members from DC, MD/VA suburbs	33.1	24.4	23.8	34.8	28.4
All from other U.S. or foreign countries	49.5	51.8	50.5	44.1	49.9
Group includes local and non-local visitors	<u>17.5</u>	<u>23.9</u>	<u>25.7</u>	<u>21.1</u>	<u>21.7</u>
Total	100.1	100.1	100.0	100.0	100.0

*Groups of two or more people.

Table 14
Visits Made by People 12 Years of Age or Older
Racial/Ethnic Identification and Geographic Origin, 1994-1995 Total
(In Percent)

	<u>Geographic Origin</u>				<u>Total</u>
	<u>Washington, D.C.</u>	<u>MD/VA Suburbs</u>	<u>Other U.S.</u>	<u>Foreign</u>	
...Distributed by Racial/Ethnic Identity					
<u>Racial/Ethnic Identity</u>					
African American/Black	18.7	25.7	48.4	7.2	100.0
Asian/Pacific Islander	7.9	29.9	37.9	24.3	100.0
Hispanic/Nat. Amer./Multiple	16.0	12.0	61.5	10.6	100.1
Caucasian	10.6	29.4	51.4	8.6	100.0
...Distributed by Geographic Origin					
<u>Racial/Ethnic Identity</u>					
African American/Black	6.4	3.3	3.6	2.5	
Asian/Pacific Islander	7.7	10.8	8.0	23.9	
Hispanic/Nat. Amer./Multiple	6.0	4.3	4.9	9.7	
Caucasian	<u>79.9</u>	<u>81.7</u>	<u>83.4</u>	<u>64.0</u>	
Total	100.0	100.1	99.9	100.1	

Table 15
Visits Made by People 12 Years of Age or Older
Geographic Origins of Asian American Visitors, 1994-1995 Total
(In Percent)

<u>Geographic Origins</u>	<u>Asian American Visitors*</u>		
	<u>First Generation</u>		<u>Total</u>
	<u>Asian American</u>	<u>Native Born</u>	
Washington, D.C.	7.6	15.0	10.5
MD/VA Suburbs	43.3	33.6	39.5
Other United States	<u>49.2</u>	<u>51.5</u>	<u>50.1</u>
Total	100.0	100.0	100.0
<u>Asian American Totals</u>	<u>60.6</u>	<u>39.4</u>	<u>100.0</u>

*Asian Americans are 75.7% of all visitors identified as Asian/Pacific Islander or 8.3% of all visitors.

Table 16
Visits Made by People 12 Years of Age or Older
Selected Characteristics of Freer/Sackler and Large SI Museum Visitors, 1994-95 Total
(In Percent)

	<i>Freer and Sackler Galleries</i>	<i>Large Smithsonian Museums**</i>
<u>Educational Attainment, Age 25 and Older</u>		
High School or Less	6.8	16.2
AA/Some College	10.3	18.4
Bachelor's Degree/Some Grad. Study	32.1	35.7
Graduate Degree	<u>50.9</u>	<u>29.7</u>
Total	100.0	100.0
<u>Configuration of Visit Group</u>		
Alone	42.8	16.0
Two adults	37.2	30.1
Three or more adults	9.7	14.6
Adult(s) & child(ren)	8.1	27.4
School/Tour groups	<u>2.3</u>	<u>12.0</u>
Total	100.0	100.1
<u>Geographic Origins</u>		
Washington, D.C.	10.4	4.1
MD/VA Suburbs	29.2	14.8
Other U.S.	49.8	66.3
Foreign	<u>10.6</u>	<u>14.7</u>
Total	100.0	99.9
<u>Racial/Ethnic Identity, U.S. Residents Only</u>		
African American/Black	3.9	5.3
Asian/Pacific Islander	9.3	5.6
Hispanic	2.9	3.3
Native American/Multiple	1.3	1.2
White	<u>82.7</u>	<u>84.6</u>
Total	100.0	100.0
<u>Familiarity with Galleries and SI</u>		
First time to both SI and this museum*	12.5	27.8
First to this museum, not SI	39.2	19.3
Repeat to both this museum and SI	46.2	47.9
Repeat to this museum, not SI	<u>2.1</u>	<u>5.0</u>
Total	100.0	100.0

*In the case of the Freer and Sackler Galleries, "this museum" refers to either Gallery.

**"Large Smithsonian Museums" refers to the National Museum of American History, National Museum of Natural History, and National Air and Space Museum.

Table 17
Visits Made by People 12 Years of Age or Older
Selected Visit Characteristics by Season, 1994-1995 Total
(In Percent)

	<u>Season</u>				<i>Total</i>
	<i>Fall</i>	<i>Winter</i>	<i>Spring</i>	<i>Summer</i>	
<u>Reason for Visit to Washington</u>					
Business-related	21.7	17.9	17.3	13.1	16.9
Vacation/recreation	45.7	49.2	53.3	51.8	50.6
Visiting friends/family	10.9	8.0	11.4	14.8	12.0
Personal business	1.2	1.0	1.1	1.3	1.2
School-related	5.3	4.1	4.6	1.9	3.7
Work in Washington	4.3	4.2	3.7	4.4	4.1
Shopping/eating	1.0	2.2	0.1	0.0	0.5
Live in Washington	<u>9.9</u>	<u>13.4</u>	<u>8.5</u>	<u>12.6</u>	<u>10.9</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Visit to Freer & Sackler Galleries or SI</u>					
Freer Only	10.2	6.3	5.5	13.0	9.2
Sackler Only	10.3	19.2	17.3	7.9	13.0
Primarily Freer & Sackler	17.4	16.2	10.8	11.1	12.8
General SI Visit	<u>62.1</u>	<u>58.3</u>	<u>66.5</u>	<u>68.0</u>	<u>65.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>When the Decision to Visit was Made</u>					
<i>Non-local Visitors</i>					
Day of interview	36.5	32.1	42.0	32.0	35.7
After arrival in Washington	29.8	33.3	26.7	25.0	29.8
Before trip to Washington	<u>33.7</u>	<u>34.6</u>	<u>31.3</u>	<u>43.0</u>	<u>34.5</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Local Visitors</i>					
Day of interview	45.6	49.6	51.2	49.8	48.7
Before day of interview	<u>54.4</u>	<u>50.5</u>	<u>48.8</u>	<u>50.3</u>	<u>51.3</u>
Total	100.0	100.1	100.0	100.1	100.0
<i>Seasons Total</i>	21.5	12.7	30.9	34.9	100.0

Table 18
Visits Made by People 12 Years of Age or Older
Entrance Point by Geographic Origin, 1994-1995 Total
(In Percent)

<u>Entrance Point</u>	<u>Geographic Origin</u>				<u>Total</u>
	<u>Washington, D.C.</u>	<u>MD/VA Suburbs</u>	<u>Other U.S.</u>	<u>Foreign</u>	
Freer Mall	46.6	40.0	52.5	52.3	48.2
Freer Independence Avenue	5.3	10.1	11.3	11.6	10.4
Sackler Pavilion	42.1	44.4	30.2	31.0	35.6
Ripley Kiosk	3.2	3.2	1.9	2.5	2.4
African Art	<u>2.8</u>	<u>2.3</u>	<u>4.2</u>	<u>2.8</u>	<u>3.4</u>
Total	100.0	100.0	100.1	100.1	100.0
<i>Geographic Origin Totals</i>	10.7	29.1	49.5	10.7	100.0

Table 19
Visits Made by People 12 Years of Age or Older
Racial/Ethnic Identification by Entrance Point, 1994-1995 Total
(In Percent)

<u>Racial/Ethnic Identity</u>	<u>Entrance Point</u>					<u>Total</u>
	<u>Freer Mall</u>	<u>Freer Ind. Ave.</u>	<u>Sackler Pavilion</u>	<u>Ripley Kiosk</u>	<u>African Art</u>	
African American/Black	2.9	3.0	3.5	3.0	21.0	3.7
Asian/Pacific Islander	9.4	11.8	13.7	5.6	4.7	11
Caucasian	83.7	81.8	77.3	86.3	68.4	80.7
Hispanic/Native Amer./Multiple	<u>4.1</u>	<u>3.4</u>	<u>5.6</u>	<u>5.1</u>	<u>5.9</u>	<u>4.6</u>
Total	100.0	100.0	100.1	100.0	100.0	100.0
<i>Entrance Point Total</i>	48.2	10.4	35.6	2.4	3.4	100.0

Table 20
Visits Made by People 12 Years of Age or Older
Visit to Freer and Sackler Galleries or SI by Entrance Point
(In Percent)

<u>Visit Freer & Sackler Galleries or SI</u>	<u>Entrance Point</u>					<u>Total</u>
	<u>Freer Mall</u>	<u>Freer Ind. Ave.</u>	<u>Sackler Pavilion</u>	<u>Ripley Kiosk</u>	<u>African Art</u>	
Freer only	76.8	17.9	4.7	0.0	0.6	100.0
Freer and Sackler only	51.6	22.1	22.2	3.6	0.6	100.1
Freer and Sackler, others if time	43.3	13.8	40.2	2.7	0.0	100.0
Sackler only	6.7	2.2	86.6	2.6	1.9	100.0
General Smithsonian visit	52.4	9.2	31.4	2.4	4.6	100.0
Total	48.4	10.5	35.5	2.4	3.3	100.1
<i>Entrance Point Total</i>	48.2	10.4	35.6	2.4	3.4	100.0

Table 21
Visits Made by People 12 Years of Age or Older
Details of Visitor Agendas, 1994-1995 Total
(In Percent)

<u>Details of Visitor Agendas</u>	
No Specific Agenda	42.0
General Visit/Other	9.0
American*	10.1
Chinese	1.4
Japanese	1.1
Other Culture**	1.2
Medium	3.0
Architecture	1.7
Landscape as Culture Exhibition	2.8
Basketmaker Exhibition	9.1
Whistler & Japan	7.6
Painted Prayers	2.8
Other exhibitions***	1.3
Shop	6.8
Public Program	0.1
Total	100.0

*Includes 4.6% who mentioned Whistler and other American artists and 5.5% who mentioned the Peacock Room.

**Includes Islamic, Buddhist and Korean cultures, all of which are less than 1%.

***Includes "A Mughal Hunt," "Luxury Arts of the Silk Route Empires," and "Paintings from Shiraz," all of which are less than 1%.

Table 22
Visits Made by People 12 Years of Age or Older
Information Preferences, 1994-1995 Total
(In Percent of Visitors)*

<u>Visitor Information Preferences</u>	
What the object was used for/role in society	64.6
Symbolic and/or pictorial content within the object	59.2
Technique/how it was made	59.1
Significance of object/why it is in the museum	42.5
The maker or makers	31.0
History of ownership/how it came to the collection	24.3
Don't Know	1.1
Total	281.7

*Visitors were asked to make three selections among six alternatives in survey question 12. The total choices, in percent, would equal 300%. Since a few visitors selected only one or two alternatives, the total is actually lower.

Table 23

Visits Made by People 12 Years of Age or Older
Visitor Recommendation for Change by Interview Location, 1994-1995 Total
(In Percent of Visitors)

	<u>Interview Location</u>		
	<i>Freer</i>	<i>Sackler</i>	<i>Total</i>
<u>Visitor Recommendation for Change</u>			
No change and positive remark	24.0	20.2	22.1
No change	15.8	14.1	15.0
Don't know	<u>21.1</u>	<u>23.7</u>	<u>22.4</u>
Subtotal	60.9	58.0	59.4
<u>General</u>			
More for children/interactives	0.7	2.0	1.4
Improve/update exhibitions	4.1	3.9	4.0
Physical environment	4.3	4.8	4.5
Exhibition critique	4.8	7.0	5.9
Improve amenities	5.4	5.0	5.2
Information: people	7.4	8.4	7.9
Information: material	10.2	12.5	11.3
Add item/subject	<u>14.7</u>	<u>13.9</u>	<u>14.3</u>
Subtotal	51.6	57.5	54.6
<i>Total</i>	112.5	115.5	114.0
<u>Specific*</u>			
Open courtyard	15.4	0.3	8.0
Cafeteria/refreshments/coffee shop	12.0	8.9	10.5
Seating	5.0	2.6	3.8
Signage	11.6	20.3	15.8
Temperature	3.8	3.3	3.6
Accessibility	2.4	1.4	1.9
Music in the galleries	2.5	1.4	1.9
Lighting	1.8	2.9	2.3
Hours	0.7	0.6	0.6
Layout	2.2	5.9	4.0
Foreign language information	1.3	3.5	2.4
Audio/video	9.3	10.2	9.7
Brochures/maps/posters	12.6	15.1	13.8
More rotation/change of exhibits	9.3	10.5	9.9
Parking	0.0	0.3	0.2
More cultures/countries	13.8	11.5	12.7
More mediums/types of art	10.7	11.6	11.1
Community outreach/public relations	<u>8.3</u>	<u>11.3</u>	<u>9.7</u>
<i>Total</i>	122.5	121.7	121.8

*These 18 specific categories were included above in the less detailed "General" categories. However, percentages don't necessarily correspond. For example, an individual who mentioned "Open courtyard," "Cafeteria," and "Seating" would be counted once in the "General" category of "Physical environment" and three times in the "Specific" list (once in each separate category).

Table 24
Total Population
Selected Visitor Characteristics by Child or Adult Respondent, 1994-1995 Total
(In Percent)

	<u>Respondent</u>		<u>Total</u>
	<u>Child</u>	<u>Adult</u>	
<u>Group Composition</u>			
Alone	1.3	42.8	41.5
Two Adults	0.0	37.2	36.0
Several Adults	0.0	9.7	9.5
Adults and Children	95.3	8.1	10.8
Tour/School Group/Teens	<u>3.4</u>	<u>2.3</u>	<u>2.3</u>
Total	100.0	100.1	100.1
<u>Geographic Origin</u>			
Washington, D.C.	2.0	10.7	10.4
MD/VA Suburbs	32.6	29.1	29.2
Other U.S.	58.5	49.4	49.7
Foreign	<u>7.0</u>	<u>10.8</u>	<u>10.6</u>
Total	100.1	100.0	99.9
<u>Visitor Type</u>			
New	77.8	43.1	43.1
New to Sackler	9.0	8.3	8.3
New to Freer	9.8	10.0	10.0
Familiar	<u>3.3</u>	<u>38.6</u>	<u>38.5</u>
Total	99.9	100.0	99.9
<u>Visits to One or Both Galleries</u>			
Freer only	63.9	38.3	38.3
Sackler only	25.7	31.1	31.0
Both	<u>10.5</u>	<u>30.7</u>	<u>30.7</u>
Total	100.1	100.1	100.0
<u>Reason for Visiting Washington</u>			
Business-related	2.5	16.9	16.9
Vacation/recreation	83.6	50.7	50.7
Visiting friends/family	7.0	12.0	12.0
Personal business	1.6	1.2	1.2
School-related	3.3	3.7	3.7
Work in Washington	0.0	4.1	4.1
Shopping/eating	0.0	0.5	0.5
Live in Washington	<u>2.0</u>	<u>10.9</u>	<u>10.9</u>
Total	100.0	100.0	100.0

Table 24 (cont.)
Total Population
Selected Visitor Characteristics by Child or Adult Respondent, 1994-1995 Total
(In Percent)

	<u>Respondent</u>		<i>Total</i>
	<i>Child</i>	<i>Adult</i>	
<u>Season</u>			
Spring	30.3	31.3	31.3
Summer	45.4	34.2	34.6
Fall	12.0	21.4	21.1
Winter	<u>12.3</u>	<u>13.1</u>	<u>13.1</u>
Total	100.0	100.0	100.1
<u>Visit to Freer, Sackler or SI</u>			
Freer Only	1.9	9.2	9.0
Freer and Sackler	3.2	9.0	8.9
Freer and Sackler, others if time	1.8	4.0	3.9
Sackler Only	13.9	12.8	12.8
Smithsonian	<u>79.3</u>	<u>65.0</u>	<u>65.5</u>
Total	100.0	99.9	100.1
<u>Visit something specific</u>			
General visit	62.5	40.3	41.0
Came to see something, general	5.5	6.9	6.8
Came to see something, specific	<u>32.1</u>	<u>52.8</u>	<u>52.2</u>
Total	100.0	100.0	100.0
<u>Duration of Visit</u>			
0 to 30 minutes	28.3	22.2	22.4
30 minutes to 1 hour	46.9	39.3	39.6
1 to 2 hours	22.7	30.7	30.5
2 to 3 hours	0.0	6.0	5.8
3 or more hours	<u>2.0</u>	<u>1.8</u>	<u>1.8</u>
Total	100.0	100.0	100.0

Table 25
All Adult Respondents
Selected Visitor Characteristics by Type of Adult Respondent, 1994-1995 Total
(In Percent)

	<u>Adult Respondent</u>		<u>Total</u>
	<u>With Children</u>	<u>Without Children</u>	
<u>Geographic Origin</u>			
Washington, D.C.	6.6	11.0	10.7
MD/VA Suburbs	27.3	29.2	29.1
Other U.S.	61.7	48.6	49.4
Foreign	<u>4.5</u>	<u>11.2</u>	<u>10.8</u>
Total	100.0	100.0	100.0
<u>Visitor Type</u>			
New	60.8	41.9	43.1
New to Sackler	6.1	8.5	8.3
New to Freer	6.0	10.3	10.0
Familiar	<u>27.2</u>	<u>39.3</u>	<u>38.6</u>
Total	100.0	100.0	100.0
<u>Visits to One or Both Galleries</u>			
Freer only	43.7	37.9	38.3
Sackler only	30.2	31.1	31.1
Both	<u>26.1</u>	<u>31.0</u>	<u>30.7</u>
Total	100.0	100.0	100.0
<u>When the Decision to Visit was Made</u>			
<i>Local Visitors</i>			
Day of interview	56.5	48.3	48.7
Before day of interview	<u>43.5</u>	<u>51.7</u>	<u>51.3</u>
Total	100.0	100.0	100.0
<u>Gender</u>			
Female	44.2	53.0	52.5
Male	<u>55.8</u>	<u>47.0</u>	<u>47.5</u>
Total	100.0	100.0	100.0
<u>Season</u>			
Spring	29.1	31.5	31.3
Summer	48.0	33.3	34.2
Fall	13.9	21.9	21.4
Winter	<u>8.9</u>	<u>13.4</u>	<u>13.1</u>
Total	100.0	100.0	100.0

Table 25 (cont.)
Total Population
Selected Visitor Characteristics by Type of Adult Respondent, 1994-1995 Total
(In Percent)

	<u>Adult Respondent</u>		<u>Total</u>
	<u>With Children</u>	<u>Without Children</u>	
<u>Visit Freer & Sackler Galleries or SI</u>			
Freer only	2.6	9.6	9.2
Freer and Sackler only	6.4	9.2	9.0
Freer and Sackler, others if time	0.0	4.2	4.0
Sackler only	6.4	13.2	12.8
General Smithsonian visit	<u>84.6</u>	<u>63.7</u>	<u>65.0</u>
Total	100.0	100.0	100.0
<u>Visitor Agenda</u>			
General visit	50.2	39.7	40.3
Came to see something, general	5.0	7.0	6.9
Came to see something, specific	<u>44.8</u>	<u>53.4</u>	<u>52.8</u>
Total	100.0	100.0	100.0
<u>Duration of Visit</u>			
0 to 30 minutes	37.5	21.2	22.2
30 minutes to 1 hour	35.7	39.6	39.3
1 to 2 hours	20.5	31.4	30.7
2 to 3 hours	3.5	6.2	6.0
3 or more hours	<u>2.9</u>	<u>1.7</u>	<u>1.8</u>
Total	100.0	100.0	100.0
<u>Usefulness of Interactive*</u>			
Not Useful	14.0	14.9	14.9
Somewhat Useful	18.5	27.7	27.1
Useful	33.5	30.0	30.2
Very Useful	32.3	24.8	25.3
No Experience/Unable to rate	<u>1.6</u>	<u>2.6</u>	<u>2.6</u>
Total	100.0	100.0	100.0
<u>Usefulness of Museum Staff*</u>			
Not Useful	8.1	7.4	7.4
Somewhat Useful	15.1	21.4	21.0
Useful	34.6	35.1	35.1
Very Useful	41.8	33.0	33.6
No Experience/Unable to rate	<u>0.5</u>	<u>3.1</u>	<u>2.9</u>
Total	100.0	100.0	100.0

*Two of the nine categories for survey question 21. See Table 29 for all nine categories.

Table 26
Visits Made by People 12 Years of Age or Older
Selected Visitor Characteristics by Location Where Interviewed, 1994-1995 Total
 (New Visitors Only) (In Percent)

	<u>Location Where Interviewed</u>		
	<i>Freer Entrance</i>	<i>Sackler Entrance</i>	<i>Total</i>
<u>Means of Transportation</u>			
Metro	55.8	43.8	51.7
Car	17.6	27.2	20.9
Walk/ bike	16.8	15.0	16.2
Tour bus/ van	4.2	8.4	5.6
Taxi	3.6	3.9	3.7
Public bus	1.7	1.9	1.8
Other	<u>0.3</u>	<u>0.0</u>	<u>0.2</u>
Total	100.0	100.0	100.0
<u>Knowledge of Gallery Collection</u>			
Did not know collection contents	39.5	28.0	35.4
Knew collection contents*	<u>60.6</u>	<u>72.0</u>	<u>64.6</u>
Total	100.0	100.0	100.0
<u>Choice of Symbolic Information**</u>			
Didn't choose Symbolic information	40.5	52.0	44.5
Chose Symbolic information	<u>59.5</u>	<u>48.0</u>	<u>55.5</u>
Total	100.0	100.0	100.0
<u>Usefulness of Video***</u>			
Video useful	84.6	93.4	87.6
Video not useful	<u>15.4</u>	<u>6.6</u>	<u>12.4</u>
Total	100.0	100.0	100.0
<u>Asian Connection</u>			
No known Asian connection	30.6	24.0	28.3
Identified connection to Asia	<u>69.4</u>	<u>76.0</u>	<u>71.7</u>
Total	100.0	100.0	100.0
<u>Previous Visits to Other Gallery</u>			
Visited other Gallery before today only	34.9	29.2	32.0
Visited other Gallery today for first time	17.3	26.6	23.0
Visited other Gallery today and before today	13.4	18.3	15.8
Never visited other Gallery	<u>4.3</u>	<u>17.0</u>	<u>10.6</u>
Total	69.9	91.1	81.5
<i>Location Where Interviewed Total</i>	<i>50.0</i>	<i>50.0</i>	<i>100.0</i>

*Includes visitors who were on a repeat visit and visitors who said they came to see Asian art.

**One of six alternatives for survey question 12. Visitors were asked to make three selections among the six alternatives. See Table 22.

***Two of the nine categories for survey question 21. See Table 29 for all nine categories.

Table 27
Visits Made by People 12 Years of Age or Older
Duration of Visit by Selected Visitor Characteristics, 1994-1995 Total
(In Percent)

	<u>Duration of Visit</u>				<u>Total</u>
	<u>0 to 30</u> <u>minutes</u>	<u>30 min.</u> <u>to 1 hour</u>	<u>1 to 2 hours</u>	<u>More than</u> <u>2 hours</u>	
<u>Visitor Type</u>					
New	26.4	37.3	27.9	8.5	100.1
New to Sackler	10.9	41.0	42.7	5.3	99.9
New to Freer	24.3	40.9	29.2	5.6	100.0
Familiar	19.1	40.8	31.9	8.1	99.9
<u>Group Composition</u>					
Alone	21.5	37.7	32.5	8.4	100.1
Two adults	19.9	42.2	31.0	6.8	99.9
Several adults	20.4	38.0	31.6	10.0	100.0
Adults w/ children	35.1	36.7	21.8	6.3	100.0
Tour/school group/teens	30.3	35.4	24.3	10.0	100.0
<u>Visitor Agenda</u>					
General visit	26.3	38.9	27.2	7.7	100.0
Came to see something, general	12.2	35.5	40.3	11.9	100.0
Came to see something, specific	22.2	36.6	33.9	7.3	100.0
<u>Geographic Origins of Group Members</u>					
All members from DC, MD/VA suburbs	16.9	48.2	30.3	4.6	100.0
All from other U.S. or foreign countries	26.4	37.1	27.8	8.8	100.0
Group includes local and non-local visitors	21.9	38.1	32.1	7.9	100.0
<u>Age</u>					
12-14	21.0	32.1	31.5	15.4	100.0
15-17	52.0	28.1	19.9	0.0	100.0
18-19	43.0	32.1	22.5	2.4	100.0
20-24	27.2	39.5	23.5	9.9	100.0
25-34	25.5	33.7	32.3	8.4	99.9
35-44	24.2	40.8	28.0	7.0	100.0
45-54	20.3	41.3	31.3	7.1	100.0
55-64	13.0	46.9	33.2	6.9	100.0
65 and over	17.3	32.1	38.5	12.0	99.9
<u>Educational Attainment</u>					
High School or Less	26.3	52.6	17.7	3.4	100.0
AA/Some College	26.4	36.7	27.3	9.6	100.0
Bachelor's Degree/Some Grad. Study	19.0	38.0	35.0	8.0	100.0
Graduate Degree	21.7	38.0	32.1	8.2	100.0
<u>Duration of Visit Total</u>	22.2	39.2	30.7	7.9	100.0

Table 28
Visits Made by People 12 Years of Age or Older
Visit to Gallery Shop by Selected Visitor Characteristics, 1994-1995 Total
(In Percent)

	<u>Visit to Gallery Shop</u>		<i>Total</i>
	<i>Yes, visited</i>	<i>No, did not visit</i>	
<u>Location Where Interviewed</u>			
Interviewed at Freer	46.0	54.0	100.0
Interviewed at Sackler	65.9	34.1	100.0
<u>Duration of Visit</u>			
0 to 30 minutes	45.6	54.4	100.0
30 minutes to 1 hour	49.8	50.2	100.0
1 to 2 hours	66.4	33.6	100.0
2 to 3 hours	72.0	28.1	100.0
3 or more hours	84.2	15.8	100.0
<u>Gender</u>			
Female	58.7	41.3	100.0
Male	53.0	47.0	100.0
<u>Visitor Type</u>			
New	51.3	48.7	100.0
New to Sackler	72.9	27.1	100.0
New to Freer	42.8	57.2	100.0
Familiar	60.9	39.1	100.0
<u>Visits to One or Both Galleries</u>			
Freer only	39.4	60.6	100.0
Sackler only	62.2	37.8	100.0
Both	70.4	29.6	100.0
<u>Adults with or without Children</u>			
With children	47.4	52.6	100.0
Without children	56.6	43.4	100.0
<i>Visit to Gallery Shop Total</i>	<i>56.0</i>	<i>44.0</i>	<i>100.0</i>

Table 28 (cont)
Visits Made by People 12 Years of Age or Older
Visit to Gallery Shop by Selected Visitor Characteristics, 1994-1995 Total
(In Percent)

	<u>Visit to Gallery Shop</u>		<i>Total</i>
	<i>Yes, visited</i>	<i>No, did not visit</i>	
	...Distributed by Season		
<u>Season</u>			
Fall	57.1	42.9	100.0
Winter	68.8	31.2	100.0
Spring	52.0	48.0	100.0
Summer	54.3	45.7	100.0
Total	56.0	44.0	100.0
	...Distributed by Visit to Gallery Shop		
<u>Season</u>			
Fall	21.8	20.8	21.4
Winter	<u>15.4</u>	<u>8.9</u>	<u>12.5</u>
Spring	29.5	34.7	31.8
Summer	33.3	35.6	34.3
Total	37.2	29.7	33.9
<i>Visit to Gallery Shop Total</i>	<i>56.0</i>	<i>44.0</i>	<i>100.0</i>

Table 29
Visits Made by People 12 Years of Age or Older
Ratings of Exhibition Media, 1994-1995 Total
(In Percent)

	<u>Ratings</u>				<i>Total</i>
	<i>Not Useful</i>	<i>Somewhat Useful</i>	<i>Useful</i>	<i>Very Useful</i>	
<u>Exhibition Media</u>					
Labels which Identify Objects	0.5	3.0	12.2	84.3	100.0
Descriptive Text Panels	0.6	4.8	24.1	70.6	100.1
Pamphlets to Read	5.8	23.7	37.2	33.3	100.0
Guided Tours	18.4	25.4	26.3	29.9	100.0
Museum Staff to Talk To	7.7	21.7	36.1	34.6	100.1
Videos in Exhibitions	10.8	22.9	34.1	32.1	99.9
Interactive Displays	15.2	27.8	31.0	25.9	99.9
Audio Guides	19.7	26.6	29.6	24.1	100.0
Catalogues in the Exhibition	9.9	21.9	35.9	32.3	100.0

Table 30
Visits Made by People 12 Years of Age or Older
Season, Gender, Age by Visitor Type, 1994-1995 Total
(In Percent)

	<u>Visitor Type</u>				
	<i>New</i>	<i>New to Sackler</i>	<i>New to Freer</i>	<i>Familiar</i>	<i>Total</i>
<u>Season</u>					
Spring	30.9	35.2	27.7	32.4	31.5
Summer	33.7	25.6	40.6	35.2	34.3
Fall	23.9	18.9	23.6	18.4	21.3
Winter	<u>11.5</u>	<u>20.3</u>	<u>8.1</u>	<u>14.0</u>	<u>12.9</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Gender</u>					
Female	47.6	53.9	59.1	55.7	52.4
Male	<u>52.4</u>	<u>46.1</u>	<u>40.9</u>	<u>44.3</u>	<u>47.6</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Respondent Age</u>					
12 to 14	2.7	0.0	0.9	0.0	1.2
15 to 17	4.5	0.7	0.2	0.5	2.2
18 to 19	2.0	1.0	7.3	1.0	2.1
20 to 24	11.8	13.1	7.1	4.5	8.6
25 to 34	20.2	15.5	10.9	11.2	15.4
35 to 44	20.8	18.7	17.7	18.9	19.6
45 to 54	22.4	34.6	28.4	24.7	24.9
55 to 64	9.2	11.5	18.7	24.5	16.3
65 and older	<u>6.3</u>	<u>4.8</u>	<u>8.8</u>	<u>14.7</u>	<u>9.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Visitor Type Totals</i>	<i>43.1</i>	<i>8.3</i>	<i>10.0</i>	<i>38.6</i>	<i>100.0</i>

Table 31
Visits Made by People 12 Years of Age or Older
Selected Visitor Characteristics by Visitor Type, 1994-1995 Total
(In Percent)

	<u>Visitor Type</u>				
	<i>New</i>	<i>New to Sackler</i>	<i>New to Freer</i>	<i>Familiar</i>	<i>Total</i>
<u>Racial/Ethnic Identity</u>					
African American/Black	4.8	6.4	2.1	2.3	3.7
Asian/Pacific Islander	14.9	12.5	5.2	7.7	10.9
Hispanic/Native Amer./Multiple	6.7	2.6	5.0	2.7	4.6
Caucasian	<u>73.7</u>	<u>78.4</u>	<u>87.6</u>	<u>87.3</u>	<u>80.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Racial/Ethnic Identity (U.S. only)</u>					
African American/Black	5.4	6.1	2.4	2.4	4.2
Asian/Pacific Islander	12.2	11.6	3.2	7.6	8.9
Hispanic/Native Amer./Multiple	5.9	2.5	5.5	2.5	3.9
Caucasian	<u>76.5</u>	<u>79.7</u>	<u>88.9</u>	<u>87.6</u>	<u>82.9</u>
Total	100.0	99.9	100.0	100.0	99.9
<u>Visitor Occupation (18 years or older)</u>					
Professional Specialities	39.1	38.2	40.5	44.2	41.2
Engineer/Architect	7.2	7.9	4.4	3.4	5.4
Executive/Management	16.0	20.1	19.9	24.8	20.2
Sales/ Technical/ Admin.	13.8	12.4	12.3	13.2	13.3
Other	8.2	8.0	6.1	5.1	6.7
Service	2.9	2.6	1.7	2.6	2.6
Farming/Forestry/Fishing	0.3	0.4	0.2	0.6	0.4
Skilled Labor	3.4	2.2	2.7	0.4	2.0
Semi-skilled Labor	0.5	1.5	0.8	0.8	0.7
Active Military	1.1	1.3	0.7	0.7	1.0
Not in Labor Force	<u>15.8</u>	<u>13.5</u>	<u>16.9</u>	<u>9.3</u>	<u>13.1</u>
Total	100.1	100.1	100.1	100.0	99.9
<u>Geographic Origin of Visit</u>					
Washington, D.C.	4.4	10.3	8.6	18.5	10.7
MD/VA Suburbs	11.9	28.1	24.5	49.8	29.2
Other U.S.	64.1	54.1	58.1	30.0	49.5
Foreign	<u>19.6</u>	<u>7.5</u>	<u>8.8</u>	<u>1.7</u>	<u>10.6</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Geographic Origins of Group Members*</u>					
All members from DC, MD/VA suburbs	12.1	29.3	19.9	53.3	28.5
All from other U.S. or foreign countries	66.2	47.3	59.4	25.0	49.7
Group includes local and non-local visitors	<u>21.7</u>	<u>23.4</u>	<u>20.7</u>	<u>21.7</u>	<u>21.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Visitor Type Totals</u>	43.1	8.3	10.0	38.6	100.0

*Groups of 2 or more people.

Table 32
Visits Made by People 12 Years of Age or Older
Educational Attainment and Configuration of Group by Visitor Type, 1994-1995 Total
(In Percent)

	<u>Visitor Type</u>				<i>Total</i>
	<i>New</i>	<i>New to Sackler</i>	<i>New to Freer</i>	<i>Familiar</i>	
<u>Educational Attainment</u>					
High School or Less	12.8	6.2	3.7	9.1	9.9
Pre/grade school	1.8	0.0	0.6	0.0	0.9
Some high school	6.1	1.3	1.2	0.5	3.0
High school graduate	4.9	4.9	1.9	8.6	6.0
AA/Jr. college/Tech. school/Some College	17.2	12.4	22.9	8.4	14.0
AA/Jr. college/Tech. school	3.5	1.3	4.6	1.4	2.6
Some college	13.7	11.1	18.3	7.0	11.4
Bachelor's degree/Some Graduate Study	33.5	34.8	29.6	30.5	32.1
Bachelor's degree	27.3	29.0	25.3	22.7	25.5
Some graduate school	6.2	5.8	4.3	7.8	6.6
MA/PhD/Prof. degree	<u>36.5</u>	<u>46.6</u>	<u>43.8</u>	<u>52.0</u>	<u>44.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Configuration of Group</u>					
Alone	37.3	41.1	44.2	48.9	42.8
One other adult	37.5	38.7	41.0	35.4	37.1
Several adults	10.3	12.1	9.4	8.5	9.7
Adult(s) with child(ren)	11.4	6.5	3.7	6.1	8.2
Tour/school/teen group	<u>3.5</u>	<u>1.7</u>	<u>1.7</u>	<u>1.2</u>	<u>2.3</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Visitor Type Totals</i>	43.1	8.3	10.0	38.6	100.0

Table 33
Visits Made by People 12 Years of Age or Older
Selected Visit Characteristics by Visitor Type, 1994-1995 Total
(In Percent)

	<u>Visitor Type</u>				
	<i>New</i>	<i>New to Sackler</i>	<i>New to Freer</i>	<i>Familiar</i>	<i>Total</i>
<u>Asian Connection through Occupation (18 years or older)</u>					
No	69.0	70.9	65.1	58.9	64.7
Yes	<u>31.0</u>	<u>29.1</u>	<u>34.9</u>	<u>41.1</u>	<u>35.3</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Visit to Freer and Sackler Galleries or SI</u>					
Freer only	6.5	0.0	16.0	12.2	9.2
Freer and Sackler	4.7	19.6	3.9	13.0	9.1
Freer and Sackler, others if time	3.0	6.5	5.0	4.3	4.0
Sackler only	4.6	13.9	0.0	25.1	12.8
General Smithsonian visit	<u>81.1</u>	<u>59.9</u>	<u>75.1</u>	<u>45.3</u>	<u>65.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Last Visit to Museum</u>					
No previous visits	100.0	38.0	33.4	0.0	49.6
In the last year	0.0	28.1	23.3	63.0	29.0
1 to 2 years ago	0.0	12.2	6.8	20.7	9.7
2 or more years ago	<u>0.0</u>	<u>21.7</u>	<u>36.4</u>	<u>16.3</u>	<u>11.8</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Previous Visits to SI</u>					
Yes	73.4	92.5	93.8	96.8	86.0
No	<u>26.6</u>	<u>7.4</u>	<u>6.2</u>	<u>3.2</u>	<u>14.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Visitor Type Totals</i>	43.1	8.3	10.0	38.6	100.0

Table 34
Visits Made by People 12 Years of Age or Older
Selected Visit Characteristics by Visitor Type, 1994-1995 Total
(In Percent)

	<u>Visitor Type</u>				
	<i>New</i>	<i>New to Sackler</i>	<i>New to Freer</i>	<i>Familiar</i>	<i>Total</i>
<u>Reason for Visit to Washington</u>					
Business-related	18.5	16.7	20.7	14.0	16.9
Vacation/recreation	54.9	47.2	54.1	45.8	50.7
Visiting friends/family	14.4	17.6	9.0	8.8	12.0
Personal business	1.1	1.7	1.2	1.2	1.2
School-related	5.7	3.0	4.1	1.4	3.7
Work in Washington	0.9	2.0	1.9	8.9	4.1
Shopping/eating	0.0	1.3	0.3	1.0	0.5
Live in Washington	<u>4.4</u>	<u>10.5</u>	<u>8.8</u>	<u>18.9</u>	<u>10.9</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>When the Decision to Visit was Made</u>					
<i>Non-local Visitors</i>					
Day of interview	40.9	34.0	30.0	25.3	35.9
After arrival in Washington	31.7	23.5	27.4	27.1	29.5
Before trip to Washington	<u>27.4</u>	<u>42.6</u>	<u>42.6</u>	<u>47.6</u>	<u>34.5</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Local Visitors</i>					
Day of interview	64.5	50.8	60.1	42.8	48.7
Before day of interview	<u>35.5</u>	<u>49.2</u>	<u>39.9</u>	<u>57.2</u>	<u>51.3</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Knowledge of Gallery Collection</u>					
Did not know contents	35.5	9.6	8.1	0.0	16.7
Knew contents	64.5	90.4	91.9	100.0	83.3
Said they knew contents	27.8	8.7	7.0	0.0	13.3
Repeat visit	0.0	63.0	67.2	100.0	51.0
Mentioned something specific	13.5	8.7	11.9	0.0	7.7
Mentioned interest in Asia/Asia	<u>23.2</u>	<u>10.0</u>	<u>5.7</u>	<u>0.0</u>	<u>11.3</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Visitor Type Totals</i>	43.1	8.3	10.0	38.6	100.0

Table 35
Visits Made by People 12 Years of Age or Older
Selected Visit Characteristics by Visitor Type, 1994-1995 Total
(In Percent)

	<u>Visitor Type</u>				
	<i>New</i>	<i>New to Sackler</i>	<i>New to Freer</i>	<i>Familiar</i>	<i>Total</i>
<u>Visitor Agenda</u>					
General visit	58.0	45.5	30.7	19.6	40.2
Came to see something, general	8.3	6.6	6.8	5.1	6.8
Came to see something, specific	<u>33.7</u>	<u>47.9</u>	<u>62.5</u>	<u>75.3</u>	<u>52.9</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Difficulty in Way Finding</u>					
Yes	15.8	20.3	9.4	19.1	16.8
No	<u>84.2</u>	<u>79.7</u>	<u>90.6</u>	<u>80.9</u>	<u>83.2</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Visits to Adjoining Gallery</u>					
Before today	0.0	25.8	26.3	66.1	30.3
Today	27.5	27.8	16.9	0.0	15.8
Both today and before today	0.0	12.2	7.1	33.9	14.8
Never visited	<u>72.5</u>	<u>34.2</u>	<u>49.7</u>	<u>0.0</u>	<u>39.1</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Visit Path</u>					
Freer only	47.5	0.0	76.0	26.5	38.3
Freer, Sackler, Freer*	6.8	0.0	9.6	7.0	6.6
Freer, Sackler, Sackler*	10.8	30.5	0.0	16.5	13.6
Sackler only	25.1	60.0	0.0	39.6	31.1
Sackler, Freer, Sackler*	5.5	9.5	0.0	5.7	5.4
Sackler, Freer, Freer*	<u>4.3</u>	<u>0.0</u>	<u>14.4</u>	<u>4.7</u>	<u>5.1</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Visitor Type Totals</i>	<i>43.1</i>	<i>8.3</i>	<i>10.0</i>	<i>38.6</i>	<i>100.0</i>

Table 36
Visits Made by People 12 Years of Age or Older
Reasons for the Decision to Visit and Information Preferences
by Visitor Type, 1994-1995 Total
(In Percent of Visitors)

	<u>Visitor Type</u>		<i>Total</i>
	<i>New</i>	<i>Familiar</i>	
<u>Reasons for Decision to Visit Freer & Sackler*</u>			
Repeat visit	0.0	56.4	27.8
Specific reason	7.7	34.1	19.3
Asian/Asian art interest	25.3	25.3	25.5
American art interest	13.3	15.0	15.4
General art interest	6.4	2.4	4.6
Information sources	17.2	7.9	12.7
Wandered by	30.4	5.3	17.4
Recommendation	16.5	2.8	10.7
Reputation	12.2	2.6	8.2
Social reasons	<u>3.9</u>	<u>5.6</u>	<u>4.6</u>
Total	132.9	157.4	146.2
<u>Information Preferences**</u>			
What the object was used for/role in society	62.8	68.3	64.6
Symbolic and/or pictorial content within the object	55.5	62.4	59.2
Technique/how it was made	56.9	61.8	59.1
Significance of object/why it is in the museum	46.0	40.4	42.5
The maker or makers	27.6	33.3	31.0
History of ownership/how it came to the collection	<u>30.2</u>	<u>17.9</u>	<u>24.3</u>
Total	279.0	284.1	280.7

*Total percent equals more than 100% as individuals could give more than one response.

**0.9% of new visitors, 1.4% of familiar visitors, and 1.1% of all visitors answered "don't know" in response to this question about types of information desired.

Visitors were asked to make three selections among six alternatives in survey question 12.

The total choices, in percent, would equal 300%. Since a few visitors selected only one or two alternatives, the total is lower.

Table 37
Visits Made by People 12 Years of Age or Older
Selected Visit Characteristics by Visitor Type, 1994-1995 Total
(In Percent)

	<u>Visitor Type</u>				
	<i>New</i>	<i>New to Sackler</i>	<i>New to Freer</i>	<i>Familiar</i>	<i>Total</i>
<u>Interview Location</u>					
Freer Gallery of Art	58.6	0.0	100.0	38.3	50.0
Arthur M. Sackler Gallery	<u>41.4</u>	<u>100.0</u>	<u>0.0</u>	<u>61.7</u>	<u>50.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Gallery Entered</u>					
Freer Gallery of Art	65.1	30.5	85.4	50.1	58.5
Arthur M. Sackler Gallery	<u>34.9</u>	<u>69.5</u>	<u>14.6</u>	<u>49.9</u>	<u>41.5</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Importance of Display Changes</u>					
Very important	17.5	21.5	21.0	35.3	25.1
Important	17.0	25.4	14.8	20.5	18.8
Somewhat important	31.6	30.2	26.6	27.0	29.2
Not important	<u>33.9</u>	<u>22.9</u>	<u>37.6</u>	<u>17.2</u>	<u>26.9</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Asian Art Connection Indicator Value</u>					
Zero	2.2	1.2	2.4	1.2	1.7
One	31.9	19.4	26.4	18.4	25.1
Two	27.8	30.8	30.0	22.1	26.0
Three	21.5	24.3	22.3	25.6	23.4
Four	12.8	19.3	13.4	24.3	17.8
Five	<u>4.0</u>	<u>5.2</u>	<u>5.6</u>	<u>8.5</u>	<u>6.0</u>
Total	100.0	100.2	100.1	100.0	100.0
<i>Visitor Type Totals</i>	43.1	8.3	10.0	38.6	100.0

Table 38
Visits Made by People 12 Years of Age or Older
Visit to Gallery Shop, Duration of Visit, Means of Transportation
by Visitor Type, 1994-1995 Total
(In Percent)

	<u>Visitor Type</u>				
	<i>New</i>	<i>New to Sackler</i>	<i>New to Freer</i>	<i>Familiar</i>	<i>Total</i>
<u>Visit to Gallery Shop</u>					
Yes	51.3	72.9	42.8	60.9	56.0
No	<u>48.7</u>	<u>27.1</u>	<u>57.2</u>	<u>39.1</u>	<u>44.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Duration of Visit</u>					
0.0 to 30 minutes	26.4	10.9	24.3	19.1	22.1
31 minutes to 1 hour	37.3	41.0	40.9	40.8	39.3
1 hour to 2 hours	27.9	42.7	29.2	31.9	30.8
2 hours to 3 hours	6.2	3.6	4.6	6.7	6.0
3 hours or more	<u>2.3</u>	<u>1.8</u>	<u>1.0</u>	<u>1.5</u>	<u>1.8</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Means of Transportation</u>					
Public bus	1.8	0.9	1.0	1.3	1.4
Metro	51.6	40.2	56.6	41.3	47.2
Car	21.0	41.7	19.8	36.2	28.4
Taxi	3.7	4.5	5.5	2.7	3.6
Tour bus/van	5.6	2.0	2.1	1.2	3.3
Walk/bike	16.1	9.5	13.2	17.4	15.8
Other	<u>0.2</u>	<u>1.3</u>	<u>1.8</u>	<u>0.0</u>	<u>0.4</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Visitor Type Totals</u>	43.1	8.3	10.0	38.6	100.0

Table 38a
Visits Made by People 12 Years of Age or Older
Exhibitions, Cultures, and Mediums Found Most Interesting by Visitor Type, 1994-1995 Total
(In Percent)

	<u>Visitor Type</u>				<u>Total</u>
	<u>New</u>	<u>New to Sackler</u>	<u>New to Freer</u>	<u>Familiar</u>	
<u>Specific Exhibition or Object Found Most Interesting</u>					
Basketmaker	8.2	36.7	0.6	23.7	15.8
Whistler and Japan	5.6	1.6	13.3	7.6	6.8
Silk Route	1.0	3.1	0.3	2.3	1.6
Painted Prayers	1.2	6.5	0.4	5.5	3.2
Landscape as Culture	2.6	7.9	0.2	3.2	3.0
Gallery Shop	0.8	2.9	0.6	5.6	2.8
Paintings of Shiraz	0.5	2.1	0.0	2.1	1.2
Architecture	1.1	0.0	0.3	0.9	0.8
Monsters Myths	0.9	0.8	0.2	0.4	0.7
Goyo	0.6	0.9	0.0	1.0	0.7
American except Whistler	1.0	0.0	2.2	0.8	0.9
Mughal Hunt	0.2	0.0	0.3	0.4	0.3
Arts of China	0.3	0.4	0.0	0.0	0.2
Public Program	0.0	0.0	0.0	0.1	0.1
Peacock Room	7.9	0.5	18.4	4.6	7.1
Whistler	<u>5.6</u>	<u>0.2</u>	<u>11.3</u>	<u>6.5</u>	<u>6.0</u>
Subtotal	37.4	63.6	48.1	64.7	51.1
Named Medium or Culture (see below)	53.3	29.9	45.5	26.4	40.2
Found Everything Interesting	4.3	1.7	1.6	2.7	3.2
No Comment	<u>5.1</u>	<u>4.8</u>	<u>4.9</u>	<u>6.2</u>	<u>5.5</u>
Subtotal	62.7	36.4	52.0	35.3	48.9
<u>Total</u>	<u>100.1</u>	<u>100.0</u>	<u>100.1</u>	<u>100.0</u>	<u>100.0</u>

Table 38a (cont.)
Visits Made by People 12 Years of Age or Older
Exhibitions, Cultures, and Mediums Found Most Interesting by Visitor Type, 1994-1995 Total
(In Percent)

	<u>Visitor Type</u>				
	<i>New</i>	<i>New to Sackler</i>	<i>New to Freer</i>	<i>Familiar</i>	<i>Total</i>
<u>Cultures Cited as Most Interesting</u>					
Chinese	16.4	16.6	6.7	8.0	12.2
Japanese	8.8	3.0	11.0	4.5	6.9
American	10.9	0.0	17.6	2.8	7.5
Buddhist	5.2	2.4	2.1	4.0	4.2
Islamic	4.5	0.9	5.5	3.3	3.8
Southeast Asia/India	2.7	3.4	0.6	0.7	1.8
Korean	<u>1.1</u>	<u>0.0</u>	<u>0.7</u>	<u>0.6</u>	0.8
Subtotal	49.6	26.3	44.2	23.9	37.2
Named Specific Exhibition or Object	37.4	63.7	47.9	64.7	51.1
Named Medium Only	3.9	3.6	1.4	2.6	3.1
Found Everything Interesting	4.3	1.7	1.6	2.7	3.2
No Comment	<u>5.1</u>	<u>4.8</u>	<u>4.9</u>	<u>6.2</u>	<u>5.5</u>
Subtotal	50.7	73.8	55.8	76.2	62.9
<i>Total</i>	100.3	100.1	100.0	100.1	100.1
<u>Most Interesting Medium</u>					
Sculpture	9.6	5.4	5.4	3.6	6.5
Ceramics	3.9	2.7	3.1	2.9	3.3
Prints/Paintings	14.0	0.2	16.3	5.4	9.8
Jade	2.2	2.3	0.2	0.8	1.5
Bronze	1.8	3.3	1.3	1.5	1.8
Metal	0.8	1.5	0.7	1.1	1.0
Porcelain	3.8	4.4	1.0	1.6	2.7
Photography	0.2	1.2	0.0	0.2	0.3
Screens	3.5	0.7	6.8	2.5	3.2
Calligraphy	1.6	0.9	3.0	1.5	1.6
Furniture	0.2	0.0	0.0	0.1	0.1
Miniatures	0.2	0.0	0.0	0.3	0.2
Brush	0.7	0.8	0.0	0.0	0.4
Other	<u>1.0</u>	<u>0.6</u>	<u>0.8</u>	<u>0.6</u>	<u>0.8</u>
Subtotal	43.5	24.0	38.6	22.1	33.2
Named Specific Exhibition or Object	37.4	63.7	47.9	64.7	51.1
Named Culture Only	9.7	5.9	6.9	4.4	7.1
Found Everything Interesting	4.3	1.7	1.6	2.7	3.2
No Comment	<u>5.1</u>	<u>4.8</u>	<u>4.9</u>	<u>6.2</u>	<u>5.5</u>
Subtotal	56.5	76.1	61.3	78.0	66.9
<i>Total</i>	100.0	100.1	99.9	100.1	100.1

Table 39
Visits Made by People 12 Years of Age or Older
Season, Gender, Age by Visitor Path, 1994-1995 Total
(In Percent)

	<u>Visitor Path</u>			<u>Total</u>
	<u>Freer Only</u>	<u>Sackler Only</u>	<u>Both</u>	
<u>Season</u>				
Spring	28.2	35.3	31.8	31.5
Summer	42.7	27.8	30.5	34.3
Fall	21.8	18.8	23.3	21.3
Winter	<u>7.3</u>	<u>18.1</u>	<u>14.5</u>	<u>12.9</u>
Total	100.0	100.0	100.0	100.0
<u>Gender</u>				
Female	49.5	57.7	50.6	52.4
Male	<u>50.5</u>	<u>42.3</u>	<u>49.4</u>	<u>47.6</u>
Total	100.0	100.0	100.0	100.0
<u>Respondent Age</u>				
12 to 14	0.8	0.8	2.2	1.2
15 to 17	2.9	2.0	1.6	2.2
18 to 19	3.0	1.3	1.7	2.1
20 to 24	9.2	8.6	8.0	8.6
25 to 34	14.1	17.0	15.4	15.4
35 to 44	20.2	19.9	18.5	19.6
45 to 54	26.3	21.8	26.3	24.9
55 to 64	13.4	19.8	16.3	16.3
65 and older	<u>10.1</u>	<u>8.9</u>	<u>10.0</u>	<u>9.7</u>
Total	100.0	100.0	100.0	100.0
<u>Visitor Path Totals</u>	<u>38.3</u>	<u>31.0</u>	<u>30.7</u>	<u>100.0</u>

Table 40
Visits Made by People 12 Years of Age or Older
Selected Visitor Characteristics by Visitor Path, 1994-1995 Total
(In Percent)

	<u>Visitor Path</u>			<i>Total</i>
	<i>Freer Only</i>	<i>Sackler Only</i>	<i>Both</i>	
<u>Visitor Racial/Ethnic Identity</u>				
African American/Black	3.3	5.3	2.7	3.7
Asian/Pacific Islander	9.9	12.7	10.5	10.9
Caucasian	82.1	77.1	82.7	80.7
Hispanic/Latino	4.0	3.1	3.1	3.4
Native American/Alaskan Native	0.3	0.7	0.9	0.6
Multiple	0.4	1.3	0.1	0.6
Total	100.0	100.0	100.0	100.0
<u>Geographic Origin of Visit</u>				
Washington, D.C.	8.4	13.5	10.9	10.8
MD/VA Suburbs	21.9	37.3	30.0	29.2
Other U.S.	57.7	42.4	46.3	49.5
Foreign	<u>12.0</u>	<u>6.7</u>	<u>12.8</u>	<u>10.6</u>
Total	100.0	100.0	100.0	100.0
<u>Geographic Origins of Group Members*</u>				
All members from DC, MD/VA suburbs	16.7	43.9	27.1	28.6
All from other U.S. or foreign countries	58.8	37.8	50.8	49.7
Group includes local and non-local visitors	<u>24.4</u>	<u>18.3</u>	<u>22.0</u>	<u>21.8</u>
Total	100.0	100.0	100.0	100.0
<i>Visitor Path Totals</i>	<i>38.3</i>	<i>31.0</i>	<i>30.7</i>	<i>100.0</i>

*Groups of 2 or more people.

Table 41
Visits Made by People 12 Years of Age or Older
Configuration of Group and Educational Attainment by Visitor Path, 1994-1995 Total
(In Percent)

	<u>Visitor Path</u>			<i>Total</i>
	<i>Freer Only</i>	<i>Sackler Only</i>	<i>Both</i>	
<u>Configuration of Group</u>				
Alone	40.6	39.1	49.2	42.8
One other adult	38.3	41.1	31.6	37.1
Several adults	9.9	9.2	9.7	9.7
Adult(s) with child(ren)	8.7	8.3	7.4	8.2
Tour/school/teen group	2.4	2.2	2.2	2.3
Total	100.0	100.0	100.0	100.0
<u>Educational Attainment</u>				
High school or less	8.0	14.8	7.3	9.9
Pre/grade school	0.5	0.9	1.2	0.9
Some high school	3.8	2.2	3.0	3.0
High school graduate	3.8	11.7	3.1	6.0
AA/Jr. college/Tech. school/Some College	18.0	10.7	12.3	14.0
AA/Jr. college/Tech. school	3.3	2.0	2.3	2.6
Some college	14.7	8.7	10.0	11.4
Bachelor's degree/Some Graduate Study	31.4	31.5	33.6	32.1
Bachelor's degree	26.4	24.1	25.8	25.5
Some graduate school	5.0	7.4	7.7	6.6
MA/PhD/Prof. degree	<u>42.6</u>	<u>42.9</u>	<u>46.9</u>	<u>44.0</u>
Total	100.0	100.0	100.0	100.0
<i>Visitor Path Totals</i>	<i>38.3</i>	<i>31.0</i>	<i>30.7</i>	<i>100.0</i>

Table 42
Visits Made by People 12 Years of Age or Older
Selected Visitor Characteristics by Visitor Path, 1994-1995 Total
(In Percent)

	<u>Visitor Path</u>			
	<u>Freer Only</u>	<u>Sackler Only</u>	<u>Both</u>	<u>Total</u>
<u>Asian Connection through Occupation (18 Years or Older)</u>				
No	68.6	57.7	67.1	64.7
Yes	<u>31.4</u>	<u>42.3</u>	<u>32.9</u>	<u>35.3</u>
Total	100.0	100.0	100.0	100.0
<u>Visit to Freer and Sackler Galleries or SI</u>				
Freer only	19.9	0.0	4.8	9.2
Freer and Sackler	2.2	3.3	23.7	9.1
Freer and Sackler, others if time	3.0	4.1	5.1	4.0
Sackler only	0.0	36.0	5.4	12.8
General Smithsonian visit	<u>74.9</u>	<u>56.5</u>	<u>61.0</u>	<u>65.0</u>
Total	100.0	100.0	100.0	100.0
<u>Last Visit to Museum</u>				
No previous visits	60.3	41.6	44.2	49.6
In the last year	19.1	34.4	35.9	29.0
1 to 2 years ago	4.7	16.9	8.6	9.7
2 or more years ago	15.9	7.1	11.2	11.7
Total	100.0	100.0	100.0	100.0
<u>Previous Visits to SI</u>				
Yes	83.4	86.6	88.5	85.9
No	<u>16.6</u>	<u>13.4</u>	<u>11.5</u>	<u>14.1</u>
Total	100.0	100.0	100.0	100.0
<u>Visitor Path Totals</u>	38.3	31.0	30.7	100.0

Table 43
Visits Made by People 12 Years of Age or Older
Selected Visitor Characteristics by Visitor Path, 1994-1995 Total
(In Percent)

	<u>Visitor Path</u>			<i>Total</i>
	<i>Freer Only</i>	<i>Sackler Only</i>	<i>Both</i>	
<u>Reason for Visit to Washington</u>				
Business-related	18.8	14.0	17.4	16.9
Vacation/recreation	50.9	51.5	49.5	50.7
Visiting friends/family	13.5	10.6	11.5	12.0
Personal business	1.6	0.8	1.1	1.2
School-related	3.1	3.7	4.4	3.7
Work in Washington	3.5	5.2	3.9	4.1
Shopping/eating	0.0	0.5	1.2	0.5
Live in Washington	<u>8.5</u>	<u>13.7</u>	<u>11.0</u>	<u>10.9</u>
Total	100.0	100.0	100.0	100.0
<u>When the Decision to Visit was Made</u>				
<i>Non-local Visitors</i>				
Day of interview	37.6	39.6	30.4	35.9
After arrival in Washington	28.9	25.0	34.2	29.5
Before trip to Washington	<u>33.5</u>	<u>35.4</u>	<u>35.3</u>	<u>34.5</u>
Total	100.0	100.0	100.0	100.0
<i>Local Visitors</i>				
Day of interview	53.8	43.1	51.0	48.7
Before day of interview	<u>46.2</u>	<u>56.9</u>	<u>49.0</u>	<u>51.3</u>
Total	100.0	100.0	100.0	100.0
<u>Knowledge of Gallery Collection</u>				
Did not know contents	24.1	10.9	13.5	16.7
Knew contents	75.9	89.1	86.5	83.3
Said they knew contents	14.0	13.9	11.9	13.3
Repeat visit	40.3	59.0	56.3	51.0
Mentioned something specific	12.0	4.4	5.6	7.7
Mentioned interest in Asia/Asai	<u>9.6</u>	<u>11.9</u>	<u>12.7</u>	<u>11.3</u>
Total	100.0	100.0	100.0	100.0
<i>Visitor Path Totals</i>	38.3	31.0	30.7	100.0

Table 44
Visits Made by People 12 Years of Age or Older
Reasons for the Decision to Visit Freer & Sackler Galleries
by Visitor Path, 1994-1995 Total
(In Percent of Visitors)*

<u>Reasons for Decision to Visit Freer & Sackler</u>	<u>Visit Path</u>			<u>Total</u>
	<u>Freer Only</u>	<u>Sackler Only</u>	<u>Both</u>	
Repeat visit	19.9	35.5	29.9	27.8
Specific reason**	8.5	30.6	21.4	19.3
Asian/Asian art interest	18.3	27.5	32.6	25.5
American art interest	30.5	1.5	10.7	15.4
General art interest	7.2	3.4	2.7	4.6
Information sources	11.8	14.1	12.4	12.7
Wandered by	23.9	12.2	14.7	17.4
Recommendation	13.3	8.5	9.6	10.7
Reputation	7.1	8.6	9.0	8.2
Social reasons	<u>4.0</u>	<u>5.2</u>	<u>4.8</u>	<u>4.6</u>
Total	144.4	147.1	148.0	146.2
<u>**Details of Specific Reasons</u>				
Architecture/Renovation	1.5	0.7	2.0	1.4
Buddhist art/artist	0.2	0.0	0.0	0.1
Chinese art/artist	0.3	0.3	0.2	0.3
Islamic art/artist	0.5	0.3	0.7	0.5
Japanese art/artist	0.5	0.2	0.3	0.3
Korean art/artist	0.0	0.2	0.2	0.1
A Mughal Hunt	0.1	0.2	0.0	0.1
Silk Route	0.0	0.1	0.4	0.1
Landscape as Culture	0.2	2.7	0.9	1.2
A particular art medium	2.1	0.4	0.3	1.0
A Basketmaker in Rural Japan	0.0	10.3	5.7	5.0
Paintings from Shiraz	0.0	0.4	0.3	0.2
Painted Prayers	0.3	5.2	2.6	2.5
Goyo	0.0	0.5	0.7	0.4
Shop	2.3	8.3	5.2	5.1
Public program	<u>0.5</u>	<u>1.0</u>	<u>1.9</u>	<u>1.1</u>
Total	8.5	30.6	21.4	19.4

*Total percent equals more than 100% as individuals could give more than one response.

Table 45
Visits Made by People 12 Years of Age or Older
Visitor Agenda and Way Finding Difficulties by Visitor Path, 1994-1995 Total
(In Percent)

	<u>Visitor Path</u>			<i>Total</i>
	<i>Freer Only</i>	<i>Sackler Only</i>	<i>Both</i>	
<u>Visitor Agenda for Visit</u>				
General Visit	39.5	40.2	41.1	42.0
Came to see something, general response	6.0	5.2	9.5	9.0
Came to see something, specific response	<u>54.5</u>	<u>54.6</u>	<u>49.3</u>	<u>49.0</u>
Total	100.0	100.0	100.0	100.0
<u>Difficulty in Way Finding</u>				
Yes	7.3	17.8	27.5	16.8
No	<u>92.7</u>	<u>82.2</u>	<u>72.5</u>	<u>83.2</u>
Total	100.0	100.0	100.0	100.0
<u>Reasons for Way Finding Difficulties</u>				
No problems	92.7	82.2	72.5	83.2
Signs	2.3	4.0	9.3	4.9
Elevators	0.1	1.0	1.9	0.9
Levels	1.2	4.7	4.4	3.3
No floor plan	2.5	4.3	7.1	4.4
Related to connection	1.1	1.2	1.6	1.3
Multiple reasons	<u>0.1</u>	<u>2.6</u>	<u>3.2</u>	<u>2.0</u>
Total	100.0	100.0	100.0	100.0
<i>Visitor Path Totals</i>	<i>38.3</i>	<i>31.0</i>	<i>30.7</i>	<i>100.0</i>

Table 46
Visits Made by People 12 Years of Age or Older
Selected Visit Characteristics by Visitor Path, 1994-1995 Total
(In Percent)

	<u>Visitor Path</u>			<i>Total</i>
	<i>Freer Only</i>	<i>Sackler Only</i>	<i>Both</i>	
<u>Importance of Display Changes</u>				
Very important	18.8	32.3	25.7	25.1
Important	18.2	20.0	18.5	18.8
Somewhat important	32.3	25.9	28.5	29.1
Not important	<u>30.8</u>	<u>21.8</u>	<u>27.3</u>	<u>26.9</u>
Total	100.0	100.0	100.0	100.0
<u>Asian Art Connection Indicator Value</u>				
Zero	1.8	1.6	1.8	1.7
One	31.1	19.0	23.7	25.1
Two	29.0	25.1	23.4	26.1
Three	21.8	23.0	25.7	23.4
Four	12.4	24.8	17.6	17.8
Five	<u>3.9</u>	<u>6.6</u>	<u>7.9</u>	<u>6.0</u>
Total	100.0	100.1	100.1	100.1
<u>Usefulness of Video*</u>				
Useful	84.3	94.4	90.0	89.2
Not Useful	<u>15.7</u>	<u>5.7</u>	<u>10.0</u>	<u>10.8</u>
Total	100.0	100.0	100.0	100.0
<u>Usefulness of Interactives*</u>				
Useful	81.5	90.0	83.6	84.8
Not Useful	<u>18.5</u>	<u>10.0</u>	<u>16.4</u>	<u>15.2</u>
Total	100.0	100.0	100.0	100.0
<i>Visitor Path Totals</i>	<i>38.3</i>	<i>31.0</i>	<i>30.7</i>	<i>100.0</i>

*Two of the nine categories for survey question 21. See Table 29 for all nine categories.

Table 47
Visits Made by People 12 Years of Age or Older
Visit to Gallery Shop, Duration of Visit, Means of Transportation
by Visitor Path, 1994-1995 Total
(In Percent)

	<u>Visitor Path</u>			<i>Total</i>
	<i>Freer Only</i>	<i>Sackler Only</i>	<i>Both</i>	
<u>Visit to Gallery Shop</u>				
Yes	39.4	62.2	70.4	56.0
No	<u>60.6</u>	<u>37.8</u>	<u>29.6</u>	<u>44.0</u>
Total	100.0	100.0	100.0	100.0
<u>Duration of Visit</u>				
0.0 to 30 minutes	30.4	21.2	12.6	22.1
31 minutes to 1 hour	38.7	47.0	32.4	39.3
1 hour to 2 hours	26.1	27.9	39.5	30.7
2 hours to 3 hours	4.2	3.3	11.1	6.0
3 hours or more	<u>0.7</u>	<u>0.6</u>	<u>4.4</u>	<u>1.8</u>
Total	100.0	100.0	100.0	100.0
<u>Means of Transportation</u>				
Public bus	1.1	1.5	1.8	1.4
Metro	55.3	33.3	51.1	47.2
Car	19.5	43.3	24.6	28.4
Taxi	0.2	0.2	0.8	0.4
Tour bus/van	3.5	3.1	4.2	3.6
Walk/bike	3.3	3.4	3.1	3.3
Other	<u>17.1</u>	<u>15.3</u>	<u>14.5</u>	<u>15.8</u>
Total	100.0	100.0	100.0	100.0
<i>Visitor Path Totals</i>	<i>38.3</i>	<i>31.0</i>	<i>30.7</i>	<i>100.0</i>

Table 48
Visits Made by People 12 Years of Age or Older
Exhibitions, Cultures, and Mediums Found Most Interesting by Visit Path, 1994-1995 Total
(In Percent)

	<u>Visit Path</u>			<u>Total</u>
	<u>Freer Only</u>	<u>Sackler Only</u>	<u>Both</u>	
<u>Specific Exhibition or Object Found Most Interesting</u>				
Basketmaker	0.0	36.3	15.0	15.8
Whistler and Japan	14.2	0.0	4.3	6.8
Silk Route	0.0	1.5	3.7	1.6
Painted Prayers	0.0	6.9	3.5	3.2
Landscape as Culture	0.0	7.3	2.4	3.0
Gallery Shop	2.0	4.2	2.4	2.8
Paintings of Shiraz	0.0	2.4	1.6	1.2
Architecture	0.3	0.8	1.6	0.8
Monsters Myths	0.0	0.8	1.3	0.7
Goyo	0.0	1.2	1.2	0.7
American except Whistler	2.1	0.0	0.5	0.9
Mughal Hunt	0.1	0.4	0.4	0.3
Arts of China	0.0	0.3	0.2	0.2
Public Program	0.1	0.0	0.1	0.1
Peacock Room	13.2	0.0	6.5	7.1
Whistler	<u>11.4</u>	<u>0.0</u>	<u>5.3</u>	<u>6.0</u>
Subtotal	43.4	62.1	50.0	51.2
Named Medium or Culture (see below)	48.8	28.3	41.6	40.2
Found Everything Interesting	3.1	3.4	3.1	3.2
No Comment	<u>4.8</u>	<u>6.3</u>	<u>5.4</u>	<u>5.5</u>
Subtotal	56.7	38.0	50.1	48.9
<i>Total</i>	100.1	100.1	100.1	100.1
<u>Cultures Cited as Most Interesting</u>				
Chinese	10.8	13.2	12.9	12.2
Japanese	10.3	2.5	6.9	6.9
American	15.5	0.0	5.2	7.5
Buddhist	3.8	3.2	5.6	4.2
Islamic	3.4	3.2	5.0	3.8
Southeast Asia/ India	0.6	2.4	2.6	1.8
Korean	<u>1.6</u>	<u>0.0</u>	<u>0.6</u>	<u>0.8</u>
Subtotal	46.0	24.5	38.8	37.2
Named Specific Exhibition or Object	43.4	62.0	49.9	51.1
Named Medium Only	2.8	3.8	2.8	3.1
Found Everything Interesting	3.1	3.4	3.1	3.2
No Comment	<u>4.8</u>	<u>6.3</u>	<u>5.4</u>	<u>5.5</u>
Subtotal	54.1	75.5	61.2	62.9
<i>Total</i>	100.1	100.0	100.0	100.1

Table 48 (cont.)
Visits Made by People 12 Years of Age or Older
Exhibitions, Cultures, and Mediums Found Most Interesting by Visit Path, 1994-1995 Total
(In Percent)

<u>Most Interesting Medium</u>	<u>Visit Path</u>			<u>Total</u>
	<u>Freer Only</u>	<u>Sackler Only</u>	<u>Both</u>	
Sculpture	7.5	4.9	6.9	6.5
Ceramics	4.3	3.5	2.0	3.3
Prints/Paintings	16.8	1.7	9.0	9.8
Jade	0.7	2.3	1.6	1.5
Bronze	1.1	1.8	2.6	1.8
Metal	0.1	1.4	1.7	1.0
Porcelain	3.0	1.6	3.5	2.6
Photography	0.0	0.6	0.3	0.3
Screens	5.4	0.8	3.0	3.2
Calligraphy	2.2	0.4	2.2	1.7
Furniture	0.0	0.3	0.0	0.1
Miniatures	0.0	0.2	0.5	0.2
Brush	0.0	0.0	1.2	0.4
Other	<u>0.9</u>	<u>1.0</u>	<u>0.5</u>	<u>0.8</u>
Subtotal	42.0	20.5	35.0	33.2
Named Specific Exhibition or Object	43.4	62.0	49.9	51.1
Named Culture Only	6.8	7.9	6.7	7.1
Found Everything Interesting	3.1	3.4	3.1	3.2
No Comment	<u>4.8</u>	<u>6.3</u>	<u>5.4</u>	<u>5.5</u>
Subtotal	58.1	79.6	65.1	66.9
<u>Total</u>	<u>100.1</u>	<u>100.1</u>	<u>100.1</u>	<u>100.1</u>

Appendix D

Design and Implementation of the 1994-95 Freer Gallery of Art and Arthur M. Sackler Gallery Visitor Study

Introduction

This methodological appendix describes the sample design, the questionnaire, and the results of survey implementation for the 1994-95 *Freer Gallery of Art (Freer) and Arthur M. Sackler Gallery (Sackler) Visitor Study*.¹ This study is one of an on-going series conducted to profile visitors to Smithsonian museums and the National Zoo, in order to increase our knowledge of the visit experience and to provide information for future exhibition planning and related activities.

Study Design and Implementation

Overall Survey Design. In the 1994-95 *Freer and Sackler Visitor Study*, personal interviews from five to ten minutes in duration were conducted with systematically selected samples of individuals. Interviewers intercepted visitors as they exited the Freer Gallery through the Mall or Jefferson Drive (North) and Independence Avenue (South) exit doors and at the Sackler Gallery as they exited the Sackler Pavilion. Data was collected during seven alternating days each month and included all seven days of the week. Three interviewing sessions were conducted each day (10:30 am through 12:00 pm, 12:45 pm through 2:15 pm, and 2:45 pm through 4:15 pm).² Smithsonian staff and contractors, members of formal tour or school groups, and people ineligible for the study because they were not making a museum visit (e.g., in the building only to ask directions) were excluded from the study. During interviewing hours over the 84 survey days, we estimate that approximately 34,302 visitors exited the Galleries during interviewing sessions. From these, 2,874 individuals were eligible for the study and 2,465 completed the interview.

Teams of two or three individuals – one acting as team leader – collected data during each interviewing session. The team leader (a) counted and recorded the number of people of all ages exiting the designated door during fifteen-minute intervals, and (b) identified the individuals to be intercepted. An imaginary line was selected near each interviewing location to clearly define who was exiting the building. (The details of Sample Selection are described below.)

The cooperation of the public with the survey was high; overall, 85.8% percent of intercepted visitors completed interviews and basic demographic information was collected for the rest. The interview response rates are shown in Table D.1.

¹ The reader of multiple ISO publications will note that the structure of the methodological appendices, as well as some of the language used is quite similar. Using a basic description, we have made study specific changes.

² The complete interviewing schedule is at the end of this Appendix.

Table D.1
Response Rates, by Month, Season and Total
(In Percent)

Month	Season	Dates	Response Rates	
			Sub-Totals	Totals
March		Mar 2-Mar 11, 1995	85.2	
April		Apr 17-Apr 29, 1995	86.2	
May		May 15-May 27, 1995	86.1	
	Spring			85.9
June		Jun 5-Jun17, 1995	86.7	
July		Jul 17-Jul 29, 1995	84.7	
August		Aug 7-Aug 19, 1995	82.5	
	Summer			84.6
September		Sep 11-Sep 23, 1995	84.7	
October		Oct 24-Nov 5, 1994	81.8	
November		Nov 10-Nov 22, 1994	86.2	
	Fall			84.1
December		Dec 8-Dec 20, 1994	89.4	
January		Jan 9-Jan 21, 1995	90.9	
February		Feb 1-Feb 11, 1995	87.2	
	Winter			88.8
Total				85.8

Sample Selection

Background. Sample selection of museum/zoo visitors for study presents a host of problems. Museum visitors are "mobile populations" and cannot be sampled in the same way that members of households, students in classrooms, or other groups with known characteristics are sampled. These members of the general public are in transit and, from the point of view of sample design, similar to shoppers in a mall, travelers in airports, or users of public libraries. In all these cases, individuals can only be defined as a population because they are in a particular space at a particular time.³

Our early studies employed a relatively simple systematic random sample design. First, each visitation day was divided into several equal time intervals. A schedule was then developed which ensured, as guided by resource constraints, that interviewing took place at least once within each time interval on each day of the

³ This discussion is indebted to Graham Kalton, "Sampling Flows of Mobile Human Populations," in *Proceedings of Statistics Canada Symposium 90: Measurement and Improvement of Data Quality*, October 1990.

week.⁴ Visitors were counted as they entered (or exited) the interviewing site according to a predetermined sample selection interval (every n^{th} person) for a systematic sample, and intercepted for an interview. The selection interval had to be chosen so that there would always be an interviewer available to intercept the next person selected. When the interval is very large, this is always possible. However, large intervals mean that interviewers will not be occupied for long periods of time, leading to inefficient use of resources and too few completed interviews. If the interval is too small, interviewers cannot intercept the selected respondents. Based on data from the Office of Protection Services and observations, we tried to set selection intervals that optimized interviewer activity within any given time period.

Within the time intervals, selection of respondents is complicated by variation in visitor flow. Conventional wisdom and observation clearly indicate that visitor flow varies across time intervals (e.g., more visitors on Saturday afternoon than on Monday morning) and within an interval (e.g., different sized groups, single individuals, etc.). Further, our selection method is clearly influenced by a need to make full use of available resources (interviewers) while maintaining a probability sample within each time interval.

Unfortunately, visitor flows did not always conform to our expectations. To account for the fact that interviewers were sometimes not available to interview the selected respondents, the person counting was required to record some basic facts about the "missed respondents." This approach led to inefficiencies and possible sample bias. Further, since the selection interval was frequently changed at the beginning of different time intervals within a given study, statistical weights were needed in the final survey analysis.

A review of the results of many studies led the ISO to conclude that a more efficient utilization of interviewers could be achieved by using a sampling strategy which called for "continuous interviewing." This strategy was first devised for the 1988 *NASM Survey*. Like the "fixed interval" methods, this approach entails using one person to count and one or two interviewers. However, the "sampling interval" varies according to on-site visitor flow and detailed contextual data are collected which provide the basis for weighting the final samples.⁵

Within each time interval, the counter uses a mechanical counter and a stop watch to maintain a record of the number of persons entering or exiting (depending on the study) a particular location within small time segments (10 or 15 minute intervals). The counter also identifies the persons to be intercepted whenever an interviewer has completed one interview and is ready to begin the next. This method of selecting sample persons keeps the interviewers fully occupied. The counter is

4 In more technical language, the sampling frame is a list of time interval/site primary sampling units (PSUs). Rather than select a sample of PSU's and then respondents within them, we attempt systematic coverage of all PSU's and then select respondents within PSU's.

5 See Z. D. Doering, R. D. Manning and K. J. Black, *The 1988 National Air and Space Museum Survey: Technical Documentation*. Report 92-11. (Washington, D.C.: Smithsonian Institution, 1992).

essentially incorporating a self-adjusting selection interval. (In the 1988 NASM Survey, during some hours the flow of visits was so slow so that approximately every 10th exit was intercepted, while during several hours it was so heavy that every 350th was intercepted. In the 1994-95 *Freer and Sackler* survey, intercepts ranged between intercepting every person who exited and every 69th person. On average, every 11th (± 16) person was intercepted.

Counting and recording the number of individual visitors exiting or entering in small intervals (10 or 15 minutes) rather than recording a summary total per interviewing session ensures adequate controls for one possible source of bias; i.e., the unequal flow of people within a time segment. This means that each questionnaire can be statistically weighted with precise information from each time intervals so that we do not have to assume equal visit flow patterns throughout the time interval. In fact, our data indicated quite different patterns at the beginning and end of selected time intervals. The procedures for actual respondent selection, maintenance of control data, and exclusion of persons not eligible for the study are described below.

Specific Field Instructions for Selecting Respondents

Below are the instructions for selecting respondents using a continuous sampling approach used for the 1994-95 *Freer and Sackler Visitor Study*. This approach uses an interviewing team with one person (Team Leader) who counts and selects visitors and up to two interviewers. A team cannot rotate its members among the different roles (Team Leader or Interviewer) within an interviewing session.

Overall Approach. The Team Leader is primarily responsible for the systematic, unbiased and orderly selection of respondents. In order to provide the information needed for other aspects of the study, the Team Leader also records the number of people who exit (Exit Survey) during the 15 minute intervals of each Session. Everyone, except those in escorted groups, is counted. The interviewers are responsible for intercepting and interviewing respondents as well as recording an assigned Count Number and filling out the administrative information on each questionnaire.

Sample selection is done with a Sample Selection Form, a mechanical counter, and a watch. Counts of visitors are recorded on the Form by 15-minute intervals. An example of a Sample Selection Form is on the next page. In addition, when intercepts are made, the number on the mechanical counter ("Count Number") is recorded by both the Team Leader on the Sample Selection Form and by the interviewer on the questionnaire to be used.

Specific Steps (excerpted directly from the Training Manual)

- (1) The Team Leader fills out the information at the top of the Sample Selection Form before the interviewing session begins. The Session Number is a critical item of information at the top. This has been filled in for you. The names of Interviewer #1 and Interviewer #2 are also recorded. The team members set their watches to the same time.
- (2) The interviewers should have about 20 to 25 questionnaires on a clipboard. Before the session starts, the interviewers should record their names at the top of approximately 10 questionnaires and also mark the Segment, Shift and Session boxes on the third page (under "For Office Use Only"). The information for these boxes comes from the Sample Selection Form. Shift 1 is the 10:30-12:00 time block; Shift 2 is the 12:45-2:15 time block; and Shift 3 is the 2:45-4:15 time block. The session number should be recorded with the hundreds in the first row, the tens in the second row and the ones in the third row. At the end of the session each interviewer should check to see that this information is recorded on all the questionnaires they have used.
- (3) The Team Leader stands at a designated location near the exit at which interviewing is to take place. We assume a hypothetical line which separates the "interviewing area" from the exhibition exit. These hypothetical lines will be shown to you.
- (4) The counter is set at zero (0) at the start of the Session and the interviewers stand by ready to begin. Start counting from the person closest to you. If two people are crossing the line at the same time when the Team Leader is ready to identify someone, the closest person to the Team Leader is selected for an interview.
- (5) The Team Leader continues to count the flow of visitors.
- (6) When an interviewer returns after completing an interview, and is ready to begin the next interview, the Team Leader identifies the next person to approach the line as the next respondent. The Team Leader notes the "Count Number" and records it on the Sample Selection Form under the interviewer's name. The interviewer also records the number on the next blank questionnaire and moves out to intercept the identified respondent.
- (7) After 15 minutes, the Team Leader writes the number of visitors recorded on the counter ("Count Number") on the Form in the column titled "Count" for that 15 minute segment. The mechanical counter is not re-set.
- (8) The Team Leader continues to provide "Count Numbers" every time interviewers indicate that they are ready to "intercept." The interviewer always writes down a "Count Number" on the next blank questionnaire. There are only two exceptions when the interviewer does not intercept the next person approaching the line. The exceptions are described below.
- (9) If the next person approaching the line is a child that is part of an escorted school group or an adult in a clearly led tour group, he/she is not to be interviewed.

(a) The Team Leader, at this point stops counting, writes a "G" in the column marked Groups on the Sample Selection Form and estimates the size of the Group.

(b) After the Group passes, the Team Leader continues counting and then assigns the next person to the interviewer.

(10) If the next person approaching the line is a Smithsonian guard or Building Management worker, wearing a Smithsonian uniform, they are counted but not intercepted. A questionnaire is marked to identify them as ineligible.

(11) If two or three interviewers return to the Team Leader at the same time, he/she handles them sequentially. In other words, a "Count Number" is given to the first interviewer and he/she is sent out. Then a "Count Number" is given to the second interviewer and the next person is intercepted. These two "Count Numbers" should be at least 2 people apart.

(12) The above procedure continues until the end of the Session.

(13) At the end of the Session, the used questionnaires (with the assigned Count Numbers) are given to the Team Leader. He/she has to reconcile the number of questionnaires with the assignments on the Sample Selection Form.

Summary of Field Instructions. The systematic, unbiased and orderly selection of respondents is the primary responsibility of the Team Leader. In order to provide the information necessary for other aspects of the study, the Team Leader is also responsible for recording the number of persons who exit during the 15 minute intervals of each Session. Everyone, except those in escorted groups, is counted. The interviewers are responsible for intercepting and interviewing respondents as well as recording an assigned Count Number on each questionnaire used.

Sample Selection Form
1994-95 FREER AND SACKLER GALLERIES VISITOR STUDY

Location: Sackler Pavilion
 Session No. 21
 Shift: 1 2 **(3)**

Date: NOV. 5
 Day: SATURDAY
 Weather: SUNNY, WARM

Team Leader ELLEN SHOGAN
 Interviewer #1 ELEANOR NELSON
 Interviewer #2 KAY KLEMENT

For office use only:

Seg.	Time	(a)		Int. in Seg.	Groups	Current Seg. Count.	(b) IE Int.	(c)	(d)	(e)	(f)
		Interviewer #1 <i>ELEANOR</i>	Interviewer #2 <i>KAY</i>					Total Curr Seg Ct (a)-Prev. (a)	Total Seg Ct (c)-(b)	Int.- IE Int.	Weight (d)/(e)
1	2:45-3:00	1, 20	7, 22	4		32					
2	3:00-3:15	49		1		70					
3	3:15-3:30	83, 94, 105	71, 108	5		112					
4	3:30-3:45	125	127	2		147					
5	3:45-4:00	153, 167	155, 170	4		170					
6	4:00-4:15	202, 206	208	3		215					

Intercepts: 11 8

19

Questionnaire Development

Questionnaire development for the *1994-95 Freer and Sackler Visitor Study* was a joint effort by a committee of Freer and Sackler staff and the Institutional Studies Office. The development was partially framed by the existence of questionnaires from studies of the National Air and Space Museum (NASM), the National Museum of Natural History (NMNH) and the National Museum of American History. The interest on the part of Galleries' staff for some data comparability meant that many questions were replicated. Specific interests, lessons learned from analyses of other data at the Freer and Sackler, and discussions the staff committee had with staff throughout the Galleries led to the inclusion of new items and to the deletion of some questions previously asked at other museums.

Key demographic questions (gender, residence, educational attainment, social composition, size of visiting group, and cultural/racial/ethnic identity), the respondent's occupation and industry of employment, and an additional residence-related question that distinguished between visit groups who were all local, all from outside of the area, or mixed were replicated. Questions which had proved analytically important (first or previous visit to the Smithsonian, time spent in the Gallery, reason for the visit, and visits to other Smithsonian facilities) were also repeated. A new question tapping formal and informal study and contact with Asia, art and Asian art was also included (Q20).

Timing of the decision to visit (Q6A and Q6B), interest in seeing specific exhibits or objects (Q10), and visitor suggestions for improvement, change or addition (Q14) were also considered important and replicated.

New questions were developed to understand the public's knowledge of the Galleries' contents (Q9), preferences for types of information (Q12) and forms of information delivery (Q21) in the galleries, importance of changes in the selection of objects displayed (Q13), orientation within the buildings (Q15B and Q16) and use of the shop (Q17). To learn about visit patterns, respondents were also asked if (and when) they visited the "other" Gallery (Q15) and where they entered the complex (Q19).

In sum, the questionnaire was designed to collect data for an overview of the visitor experience at the Galleries, while allowing for comparison with other major studies of Smithsonian museums. The questionnaire was also designed to provide general information related to presentation of objects.

Respondent Cooperation and Response Bias in the 1994-95 Freer and Sackler Visitor Study

As shown in Table D.2 and Table D.3 below, overall 14.2 percent of all people intercepted did not participate in the survey. While a few (2.5%) were due to language difficulties, the majority of refusals (11.7% of all intercepts) were for "other" reasons (e.g., visitors in a hurry, not wanting to detain companions, a restless child, etc.).

Table D.2

Results of Data Collection: 1994-95 Freer and Sackler Visitor Survey

	<i>Spring*</i>		<i>Summer</i>		<i>Fall</i>		<i>Winter</i>		<i>Total</i>	
	No.	%	No.	%	No.	%	No.	%	No.	%
<u>Distribution of Intercepts</u>										
Adult Interview	615	82.8	612	81.3	591	82.5	575	86.9	2393	83.3
Child Interview	23	3.1	25	3.3	11	1.5	13	2.0	72	2.5
Language Refusal	12	1.6	24	3.2	20	2.8	16	2.4	72	2.5
"Other" Refusal	<u>93</u>	<u>12.5</u>	<u>92</u>	<u>12.2</u>	<u>94</u>	<u>13.1</u>	<u>58</u>	<u>8.8</u>	<u>337</u>	<u>11.7</u>
Total Intercepts	743	100.0	753	100.0	716	100.0	662	100.0	2874	100.0
<u>Distribution of Intercepts: Totals</u>										
Completed	638	85.9	637	84.6	602	84.1	588	88.8	2465	85.8
Refusals	<u>105</u>	<u>14.1</u>	<u>116</u>	<u>15.4</u>	<u>114</u>	<u>15.9</u>	<u>74</u>	<u>11.2</u>	<u>409</u>	<u>14.2</u>
Intercepts	743	100.0	753	100.0	716	100.0	662	100.0	2874	100.0
<u>Distribution of Refusals</u>										
Language Refusals	12	11.4	24	20.7	20	17.5	16	21.6	72	17.6
"Other" Refusals	<u>93</u>	<u>88.6</u>	<u>92</u>	<u>79.3</u>	<u>94</u>	<u>82.5</u>	<u>58</u>	<u>78.4</u>	<u>337</u>	<u>82.4</u>
Total Refusals	105	100.0	116	100.0	114	100.0	74	100.0	409	100.0

*See Table D.1 for Season dates.

Table D.3 contains the demographic characteristics of intercepted visitors by their response type; i.e., those who completed interviews and those who refused. Six factors were examined: respondent gender; racial/ethnic identification; residence; social composition; age; and season. There are statistically significant differences between completed interviews and total refusals in gender, residence, and social composition. There is also a significant difference in the type of refusal (language vs. other) by racial/ethnic identification. Those who identified themselves as Asian or Hispanic were more likely to decline participation due to language problems.

To assess the degree of systematic bias in the characteristics of those respondents that refused to participate in the *Freer and Sackler Survey*, a multivariate analysis of respondent refusal was conducted.⁶ The results show clearly that there was only negligible response bias. That is, everything else being equal, women more than men (2.45%), foreign respondents (2.26%), and visitors visiting alone (7.63%) were

⁶ Statistically significant predictors of respondent refusal were identified by using the logistic regression procedure. The "raw" logistic coefficients were then transformed into percentage change statistics (ΔP) for ease of interpreting the magnitude of the individual variables' independent or "net" effect on the probability of respondent refusal.

more likely to refuse participation in the study.⁷ This precludes any need to statistically "re-weight" the sample in order to compensate for the observed non-random fluctuation in the distribution of reported socio-demographic characteristics.

⁷ The initial "full" multivariate and the final or reduced model are available from the Institutional Studies Office. This precludes any need to statistically "re-weight" the sample in order to compensate for the observed non-random fluctuation in the distribution of reported socio-demographic characteristics.

Table D.3
Demographic Characteristics of All Intercepted Visitors: 1994-95 Freer and Sackler Visitor Study
(In Percent)*

Characteristics	Total Completed Interview %	Total Refusal for Any Reason %	Refusal for Language %	Refusal for "Other" Reasons %	Total Visitors (Number)
<u>Gender**</u>					(Unweighted)
Female	52.4	59.4	54.0	60.6	1500
Male	<u>47.6</u>	<u>40.6</u>	<u>46.0</u>	<u>39.5</u>	<u>1361</u>
	100.0	100.0	100.0	100.0	2861
<u>Racial/Ethnic Identification+</u>					
African American	3.7	6.6	0.0	8.1	107
Asian	11.1	12.0	40.4	5.6	331
Caucasian	80.7	77.9	46.5	84.9	2279
Hispanic/Latino	3.4	3.5	13.1	1.3	106
Native American/Multi Ethnic	<u>1.2</u>	<u>0.1</u>	<u>0.0</u>	<u>0.1</u>	<u>28</u>
	100.0	100.0	100.0	100.0	2851
<u>Residence**</u>					
Washington, D.C.	10.4	11.1	0.9	13.2	319
MD/VA Suburbs	29.2	22.1	5.2	25.8	769
Other US	49.8	44.5	14.5	50.9	1414
Foreign	<u>10.6</u>	<u>22.3</u>	<u>79.4</u>	<u>10.1</u>	<u>313</u>
	100.0	100.0	100.0	100.0	2815
<u>Social Composition**</u>					
One Adult	41.4	85.6	80.6	86.7	1492
Two Adults	35.9	6.8	3.0	7.7	822
Several Adults	9.5	3.9	5.4	3.5	243
Adult(s) w/Kid(s)	10.8	3.7	11.0	2.1	243
School/Tour	<u>2.3</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>56</u>
	100.0	100.0	100.0	100.0	2856
<u>Age**</u>					
Under 12	3.2	0.6	0.0	0.8	74
12 to 24	13.7	5.8	4.0	6.1	379
25 to 34	14.9	22.5	26.8	21.6	476
35 to 54	43.1	47.7	44.3	48.4	1277
55+	<u>25.1</u>	<u>23.4</u>	<u>24.9</u>	<u>23.1</u>	<u>644</u>
	100.0	100.0	100.0	100.0	2850
<u>Age (Years)</u>					
Mean	<u>Years</u> 42.1	<u>Years</u> 41.6	<u>Years</u> 39.6	<u>Years</u> 42.0	<u>Years</u> 42
Standard Deviation	16.5	14.1	13.4	14.3	16
<u>Season</u>					
Spring	31.3	27.8	16.6	30.3	743
Summer	34.6	40.0	53.5	37.1	753
Fall	21.1	23.2	20.1	23.8	716
Winter	<u>13.1</u>	<u>9.1</u>	<u>9.9</u>	<u>8.9</u>	<u>662</u>
	100.0	100.0	100.0	100.0	2874

* Based on Weighted Numbers

**Statistically significant differences between Total Completed Interviews and Total Refusals for Any Reason (Chi-square p<.05)

+ Statistically significant differences between Refusal for Language and Refusals for "Other" Reason (Chi-square p<.05)

Table D.4
 Interviewing Schedule: 1994-95 Freer and Sackler Visitor Survey

Date	Day	Time			Date	Day	Time		
		10:30 12:00	12:45 2:15	2:45 4:15			10:30 12:00	12:45 2:15	2:45 4:15
94 Oct.	24 Monday	S*	F-M	S	95 April	17 Monday	S	F-M	F-I
	26 Wednesday	F-M	S	F-M		19 Wednesday	F-I	S	F-M
	28 Friday	F-M	F-I	S		21 Friday	F-M	F-I	S
	30 Sunday	S	S	F-M		23 Sunday	S	S	F-M
	1-Nov. Tuesday	S	F-M	F-I		25 Tuesday	S	S	F-M
	3-Nov. Thursday	F-I	S	F-M		27 Thursday	F-M	S	F-M
	5-Nov. Saturday	F-M	S	S		29 Saturday	F-M	S	S
94 Nov.	10 Thursday	F-M	F-M	S	95 May	15 Monday	F-I	S	F-M
	12 Saturday	S	F-M	S		17 Wednesday	F-M	S	S
	14 Monday	F-I	S	F-M		19 Friday	S	F-M	F-M
	16 Wednesday	F-M	F-I	S		21 Sunday	F-M	S	S
	18 Friday	S	F-M	F-I		23 Tuesday	F-I	S	F-M
	20 Sunday	F-M	S	S		25 Thursday	F-M	F-I	S
	22 Tuesday	S	S	F-M		27 Saturday	S	F-M	S
94 Dec.	8 Thursday	S	F-M	F-I	95 June	5 Monday	F-M	F-M	S
	10 Saturday	S	S	F-M		7 Wednesday	S	F-M	F-I
	12 Monday	F-M	F-I	S		9 Friday	F-I	S	F-M
	14 Wednesday	S	S	F-M		11 Sunday	S	F-M	S
	16 Friday	F-M	S	F-M		13 Tuesday	F-M	F-I	S
	18 Sunday	S	F-M	S		15 Thursday	S	F-M	S
	20 Tuesday	F-I	F-M	S		17 Saturday	S	S	F-M
95 Jan.	9 Monday	S	F-M	F-M	95 July	17 Monday	S	F-M	F-I
	11 Wednesday	F-I	S	F-M		19 Wednesday	F-I	S	F-M
	13 Friday	F-M	F-I	S		21 Friday	F-M	S	S
	15 Sunday	S	S	F-M		23 Sunday	S	S	F-M
	17 Tuesday	S	F-M	F-I		25 Tuesday	S	F-M	F-M
	19 Thursday	F-M	S	S		27 Thursday	F-I	S	F-M
	21 Saturday	F-M	S	S		29 Saturday	F-M	S	S
95 Feb.	1/9 Monday	F-I	S	F-M	95 Aug.	7 Monday	F-M	S	S
	1 Wednesday	F-M	F-I	S		9 Wednesday	F-M	F-M	S
	3 Friday	S	S	F-M		11 Friday	S	F-I	F-M
	5 Sunday	F-M	S	S		13 Sunday	F-M	S	S
	7 Tuesday	F-M	S	F-M		15 Tuesday	F-M	S	F-I
	9 Thursday	F-I	F-M	S		17 Thursday	F-I	F-M	S
	11 Saturday	S	F-M	S		19 Saturday	S	F-M	S
95 Mar.	2/27 Monday	F-M	S	S	95 Sept.	11 Monday	F-I	F-M	S
	1 Wednesday	S	F-M	F-M		13 Wednesday	S	F-I	F-M
	3 Friday	F-I	S	F-M		15 Friday	F-I	S	F-M
	5 Sunday	S	F-M	S		17 Sunday	S	F-M	S
	7 Tuesday	F-M	F-I	S		19 Tuesday	F-M	S	S
	9 Thursday	S	F-M	F-I		21 Thursday	S	F-M	F-M
	11 Saturday	S	S	F-M		23 Saturday	S	S	F-M

* The abbreviations indicate the door at which interviewing took place;

S = Sackler doors, F-M = Freer Mall doors, F-I = Freer Independence Avenue doors.