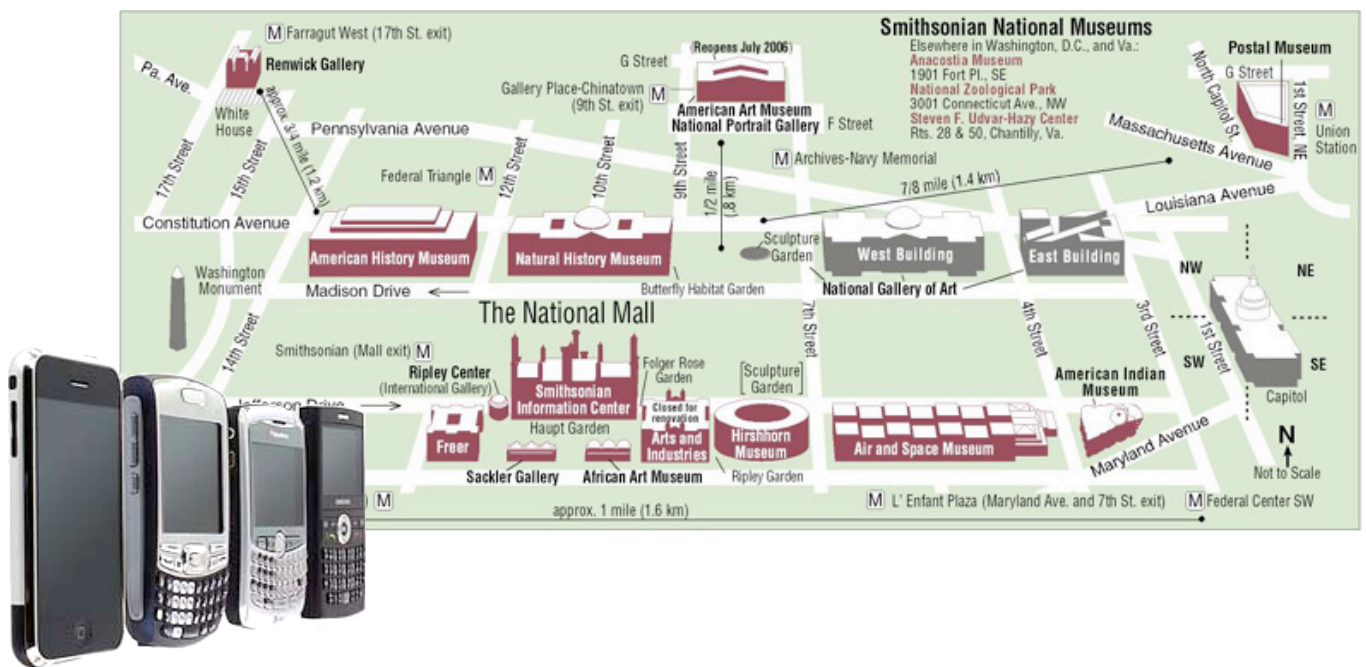# Preferences and Expectations for Information and Electronic Services by Smithsonian Visitors

August 2010

Office of Policy and Analysis

Smithsonian Institution

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Preface

The Office of Policy and Analysis (OP&A) is pleased to participate in the visitor research that will guide the development of a Smithsonian phone application/service for Smithsonian visitors. OP&A designed an extensive, multi-phase study that included a review of past data collected in OP&A visitor surveys; in-depth interviews with visitors who use smartphones and a query to Smithsonian Twitter and Facebook users about their preferences; a sample survey of on-site Smithsonian Mall visitors generally; and assistance to OCIO in testing prototype applications. This report describes the survey of Smithsonian visitors.

I would like to thank the members of the development team assembled by the Office of Public Affairs and the Office of the Chief Information Officer: Nancy Proctor, Mara Jones, Beth Py-Lieberman, Sarah Taylor, Dana Small, Sara Snyder and Victoria Portway. Their guidance in these studies and quick responses to our team's queries greatly facilitated our work.

Within OP&A, our extraordinary summer interns undertook and completed the data collection in the course of four days, with teams deployed at three museums simultaneously. Jessica Holzberg, field manager, took the lead in planning and organizing the field operation, staffing the data collection, and scanning questionnaires to prepare them for analysis. Caryn Carlson Rothe, assisted her and took over when Jessica's internship ended; she completed the scanning, checked data, helped with the data analysis, and checked the data in this report. Maurice Johnson worked closely with the main analyst to check the survey data, compile tables and edit the report. Nearly all the interns helped with data collection: Damaris Altomerianos, Caryn Carlson Rothe, Grace Hart, Rachel Haswell, Jessica Holzberg, Maurice Johnson, Lindsay Kelly, Givi Khidesheli, Megan Lee, Eddiemae Nash, Alexis VanZalen, Renae Youngs, and former intern Eliza Kleintop.

The OP&A team for the survey and this report included Zahava D. Doering, Ioana Munteneau and Andrew Pekarik. In addition, Whitney Watriss helped with editing.

Summary

Half of the Smithsonian (SI) visitors to the Mall (52%) had a cell phone with Internet access, and over half of these (30% of total visitors) had a phone that runs applications (apps).

Top on Mall visitors' lists of needs were general planning information and a listing of current exhibitions and events. The two groups of visitors most interested in planning information were first-time visitors and those visiting in groups, probably because of different interests and coordination needs within the group. The two groups most interested in "what's new" at the Smithsonian were repeat visitors and locals who live in the DC area, possibly because they want to customize their visits.

Visitors exhibited roughly equal levels of interest in the following options: behind-the-scenes information, what's in the collections, child-friendly offerings, notices of availability (e.g. sold out programs, events, IMAX, etc.), games, and itineraries.

By and large, visitors want to get information via printed brochures and signs. Brochures were of interest to all types of visitors, and signs were especially of interest to locals and females.

Visitors were provided with a list of both electronic and non-electronic ways of getting information, and those with cell phones that access the Internet were just as likely as the rest of the visitors to choose non-electronic ways of getting information—brochures, signs, and live guides/tours. However, visitors with cell phones with Internet access were less interested than other visitors in orientation videos and films. While visitors with cell phones with Internet access were more likely than the rest of visitors to want electronic media, their interest in information via electronic media was not particularly strong: 29% of wanted apps, 27% wanted websites, 14% wanted calls or text messages, 13% wanted downloadable audio files, and 9% wanted tours on players rented from the Smithsonian. Even among the sub-group with smartphones, interest in electronic information was only slightly higher: 34% would find apps useful, 34% wanted websites, 16% wanted downloadable audio files, 13% wanted calls or text messages, and 9% wanted tours on players rented from the Smithsonian.

Visitors with cell phones that access the Internet were much more positive about electronic services. A majority (62%) wanted links to SI websites, blogs, podcasts, apps, etc. Among smartphone users, the level of interest in links was slightly higher (67%). Even half of those **without** Internet access said they would like links to SI Internet material. This may reflect a general interest in knowing more about the Smithsonian's Internet presence. Wired visitors were less interested in active methods, such as tagging, saving or emailing (30%), and considerably fewer cared about accessing third-party content (15%).

It is possible that this lack of strong interest in electronic media reflects visitors' unfamiliarity with the potential usefulness of these technologies. Museum mobile websites and apps are

relatively new phenomena, and most visitors do not have sufficient experience with these options to accurately judge their usefulness. It will be a central task of the development team to design services whose value exceeds the effort required of visitors to adopt these new methods of getting information. Prototype testing will be particularly critical to achieving this aim.

Nonetheless, this survey study does help identify and refine the options most likely to find favor with cell phone users who can access the Internet. Seven items were more interesting to both cell phone with Internet access and smartphones users than they were to visitors in general – behind-the-scenes, itineraries, interactive kiosks, websites, apps, calls/text messages, and downloadable audio files.

Some of the other audiences were also interested in these options: local visitors (behind-the-scenes), unaccompanied visitors (behind-the-scenes and itineraries), groups with youth (interactive kiosks and calls/text messages), Generation X and Generation Y (itineraries and apps), males (websites, apps, calls/text messages, and downloadable audio files) and enthusiasts—those who expect their SI visit to be superior—(behind-the-scenes , itineraries, and apps).

Introduction

As the availability and diversity of electronic services in museums increases, Smithsonian visitors are likely to grow more sophisticated in their needs and expectations for information delivered electronically. The Institution's Office of Public Affairs (OPA) has responded to this trend, and has identified start-up funding for the development of an initial Smithsonian (SI)-specific application/service (app) for cell phones. A core planning team led by a staff member from the Office of the Chief Information Officer (OCIO) was assembled. Through the core team OPA reached out to the Office of Policy and Analysis (OP&A) to study the information needs and interests of Smithsonian visitors to guide the development and implementation of future mobile electronic services.

OP&A designed a multi-phase study that included (1) a review of past data collected in OP&A surveys;[1] (2) in-depth interviews with visitors who use smartphones and a query to Smithsonian Twitter and Facebook users about their preferences;[2] (3) a sample survey of on-site Smithsonian Mall visitors generally; and (4) assistance to OCIO in testing prototype applications. This report describes the survey of Smithsonian visitors.

OPA wanted to address the following questions:

- **Who** are the Smithsonian audiences, and **what types of cell phones** do they have available?

- What **types of information** would all visitors find useful during their trip to the Smithsonian?

- What **informational platforms** would all visitors prefer to use both at the Smithsonian and when planning a visit?

- What **electronic services** would they find useful during their trip to the Smithsonian?

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[1] Office of Policy & Analysis. Memo to Project Team, Subject: Data From Recent Smithsonian Survey Studies, June 15, 2010

[2] Smart Phone Services for Smithsonian Visitors, July 2010, OP&A. http://www.si.edu/opanda/docs/Rpts2010/OP%26A%20SIAppReport.140710.Final.pdf

METHOD

To answer OPA's questions, the OP&A study team surveyed a representative sample of visitors to some of the SI facilities on the National Mall. The study team developed and extensively pretested a survey instrument that was informed by in-depth interviews undertaken prior to the survey. During July 20-23, 2010, 1,568 visitors entering the National Air and Space Museum, National Museum of American History, National Museum of Natural History, Hirshhorn Museum and the Castle were intercepted and asked to complete a self-administered survey questionnaire. (See Appendix A). A total of 1,066 visitors did so, for a response rate of 68%.[3] To check for response bias, the study team compared the demographic characteristics of visitors completing the survey with those who refused. Visitors residing outside the United States and those visiting alone were slightly more likely to refuse to take the survey. The study team weighted the data to ensure a proportional representation of those visiting alone. International visitors are underrepresented in this study. With respect to other demographic characteristics including gender and age, visitors who refused were similar to those who completed the survey.

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[3]   The results presented in this report are representative of Smithsonian visitors during the period of the study and have a 95% probability of being within a margin of error of +/- 3%.

Findings

WHO ARE THE AUDIENCES

The demographic characteristics of visitors surveyed for this study were similar to those during the summer of 2004, when a Smithsonian-wide survey was carried out. (See Appendix B for a comparison table.) Those who came in organized groups were excluded from the study.

Visit history

Half of the surveyed visitors had been to the Smithsonian at least once before this trip (48%); 31% were visiting their very first Smithsonian museum when they were intercepted for this study for; and 22% were on their first trip to the Smithsonian, but had been to other Smithsonian museums before entering the one where they were surveyed. (See Exhibit 1.)

Residence

Eight percent of the visitors lived in the Washington, DC metropolitan area; 75% lived elsewhere in the US; and 17% lived outside the United States. (See Exhibit 1.)

Gender

Slightly more women (55%) than men (45%) were at the museums where the survey was conducted. (See Exhibit 1.)

Visit group

Half of respondents (52%) visited in groups composed of adult(s) with youths (under 18); a third (32%) were visiting in groups of adults only; one in six (15%) came alone; and one percent of the groups consisted entirely of visitors under 18. (See Exhibit 1.)

Age[4]

The average age of visitors was 38 years. Generation X (born between 1965-1981; ages 29-45) accounted for over a third of Smithsonian visitors (36%), and Generation Y (born between 1982-2001; ages 9-28) accounted for another third of respondents (32%). One in five (17%) belonged to the Trailing Edge Boomers (born between1956-1964; ages 46-54), and one in ten (12%) belonged to the Leading Edge Boomers (born between 1946-1955; ages 55-64). The least represented was the Postwar generation and older visitors (born in 1924 or earlier; ages 65+), at 5% (see Exhibit 2).

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[4] Visitors younger than 12 who are part of the Millennial cohort (those born between 2002 and later) were not eligible for this study.

Exhibit 1: Familiarity, Residence, Gender, Group Composition
(In percent of all visitors)
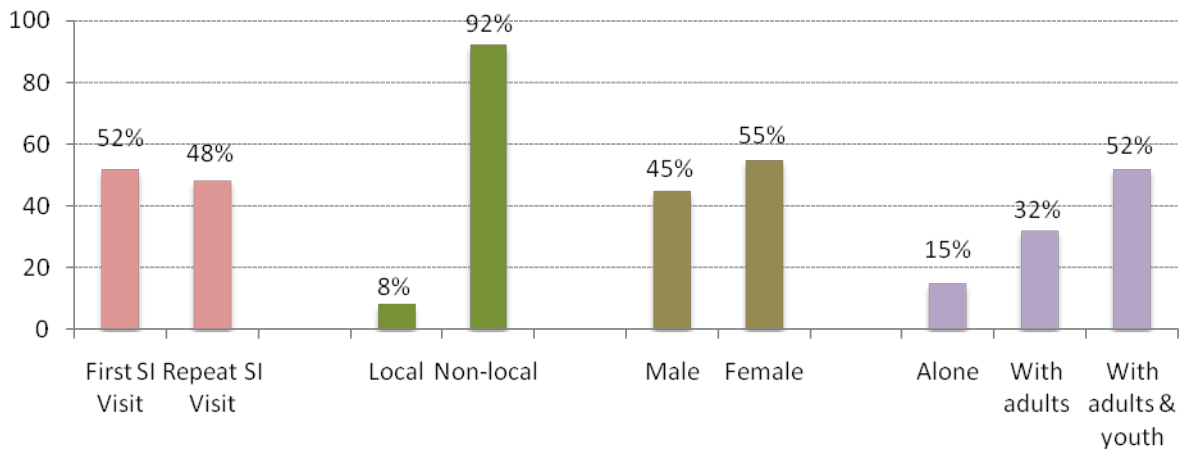
Exhibit 2: What is your age?
(Responses grouped by generations, in percent)
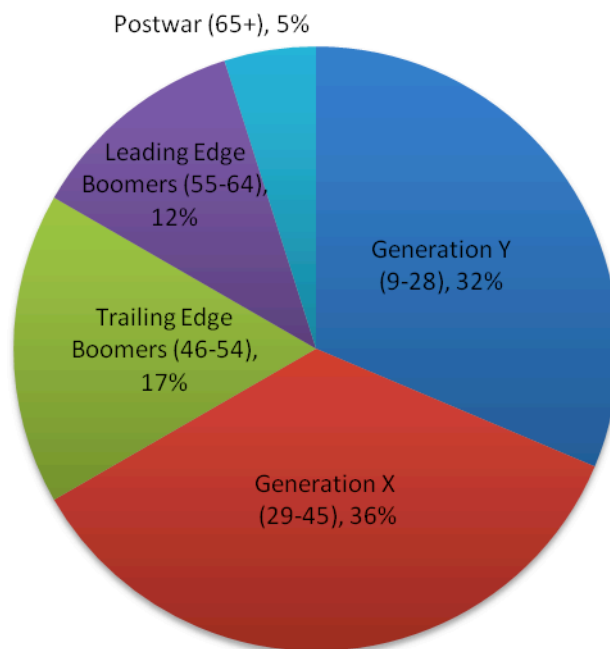
Cell Phones

Smithsonian visitors were asked whether their phones could access the Internet. Slightly more than half said their phones could do so (52%). (I.e., they answered one or more of the following—"Yes, and it also runs apps (e.g. BlackBerry, iPhone)," "Yes, and I/we have it here," "Yes, but I/we do not have it here").

Slightly under half (48%) said that they did not have a phone that could access the Internet. (I.e., they answered one or more of the following—"No," "No, but someone with me does," "No but I/we plan to get one in the next 6 months").

Slightly less than a third of visitors' phones (30%) could also run applications (see Exhibit 3).

Exhibit 3: Do you have a cell phone that can access the Internet? [Mark one or more]
(In percent of all visitors)
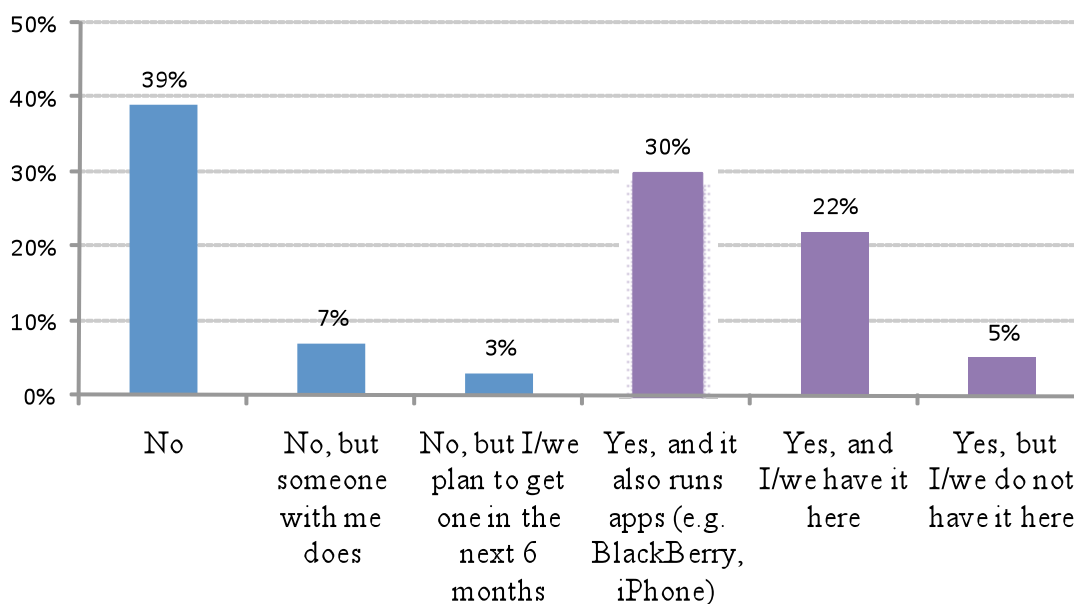
SI Enthusiastic Visitors

Survey respondents were asked how they thought they would rate their visit to the Smithsonian when they leave. The rating scale was "Poor," "Fair," "Good," "Excellent," and "Superior." Previous research has shown that those who mark "Excellent" expect to be satisfied. Those who mark below "Excellent" expect some level of dissatisfaction, while those who mark "Superior" expect to be especially pleased with their visit. Three in ten visitors (27%) expected to rate their visit critically, and two in ten expected it to be exceptional (19%). The 19% who expect their visit to be "Superior" represent the Smithsonian's most enthusiastic visitors. (See exhibit 4). They are the ones who are most responsible for favorable word-of-mouth about the Smithsonian, and thus most likely to promote any new electronic services.

Exhibit 4: How do you think you will rate this visit to the Smithsonian when you leave?
(In percent of all visitors)

11
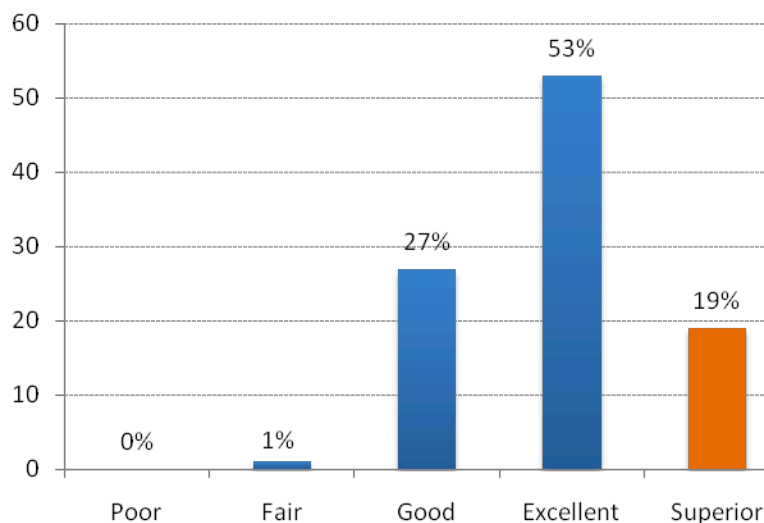
Types of Information

Visitors were presented with a list of ten types of information along with an "other" option, and asked to choose the ones they would find most useful, if available. Over half of respondents (56%) wanted general planning information such as maps, hours, services, access, etc. and nearly as many (53%) wanted listings of new and available exhibitions and events. (See Exhibit 5).

Exhibit 5: Which of the following types of information would you find useful, if available, during this visit to the Smithsonian?

Category	Percentage
Planning a Smithsonian visit (maps, hours, services, access, etc.)	56%
What's on and what's new (Exhibitions, events, etc. with prices)	53%
What's behind-the-scenes at the Smithsonian	32%
What's in the Smithsonian collections	28%
Child-friendly exhibitions, programs and activities	26%
Notices of availability (e.g. sold out programs, entrance lines, etc.)	24%
Games to learn about and explore the Smithsonian	23%
Itineraries (based on time limits, highlights, language, accessibility, etc.)	21%
Other visitors' comments, favorites, ratings and recommendations	11%
Responses to my questions about the Smithsonian and its collections	7%
Other	3%
None of the above	2%

Ways of Getting Information

The survey listed ten different ways of getting information and asked visitors to choose among them; respondents could also fill in an "other" option. Half of the respondents indicated that, if available, they would like brochures (50%), and signs in the museums and around the Mall (48%). (See Exhibit 6).

Exhibit 6: Which of the following ways of getting information would you find useful, if available, during this Smithsonian visit?

(In percent of all visitors)

Way of Getting Information	Percent
Brochures	50%
Signs in the museums/around the Mall	48%
Live guides/tours	33%
Orientation videos/films	29%
Interactive computer kiosks in the galleries	26%
Application on my cell phone	18%
Website on my cell phone	18%
Audio tours on players rented from the Smithsonian	12%
Downloadable audio files	10%
Calls or text messages on my cell phone	10%
None of these: I prefer to wander	5%
Other	1%

Electronic Services

Five types of electronic services were included in the survey along with an "other" option. A majority of visitors (57%) marked "Links to Smithsonian apps, blogs, websites, podcasts, etc." (See Exhibit 7).

Exhibit 7: Which of the following electronic services would you find useful during this visit to the Smithsonian?

(In percent of all visitors)
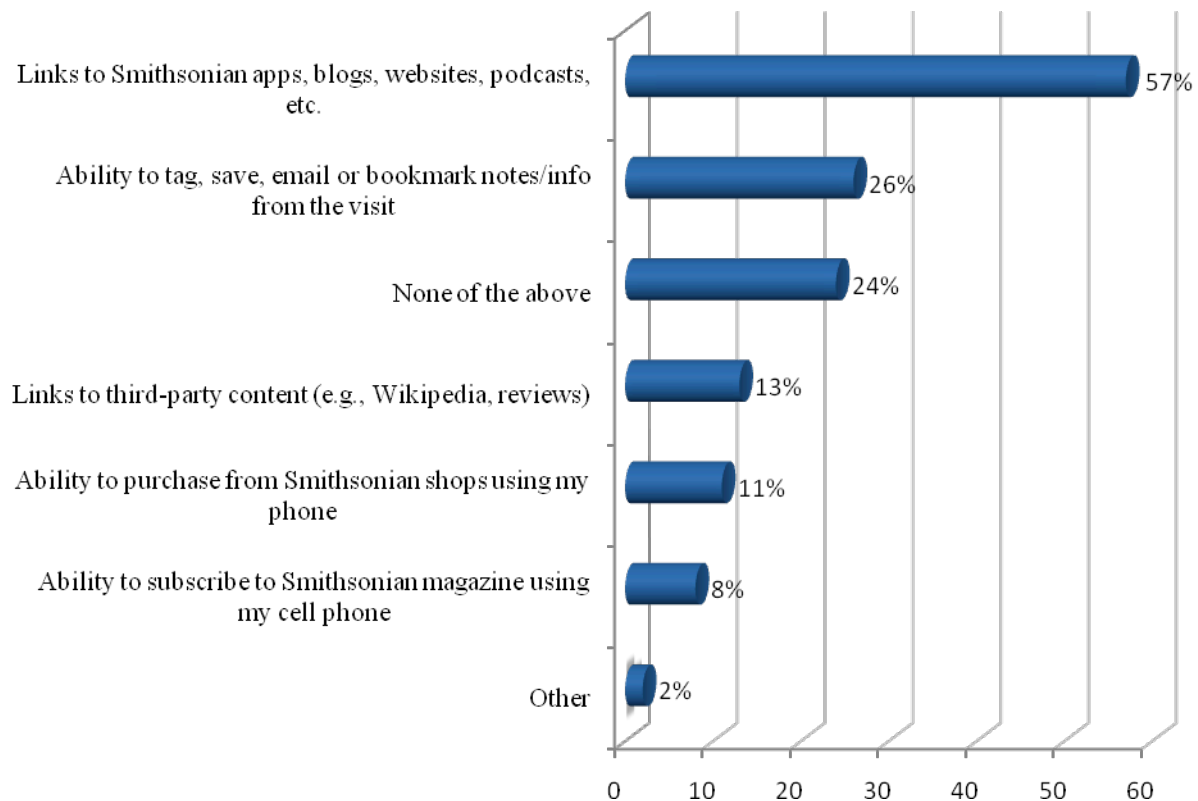
Planning a Future Visit

Visitors were asked to choose which of four options would help them plan a future visit to the Smithsonian. They could also answer "None of the above" or indicate an "other" response. Half of the respondents preferred printed materials that they could take away with them (for a complete list see Exhibit 6).

Exhibit 6: Which of the following will help you plan a future visit to the Smithsonian?
(In percent of all visitors)
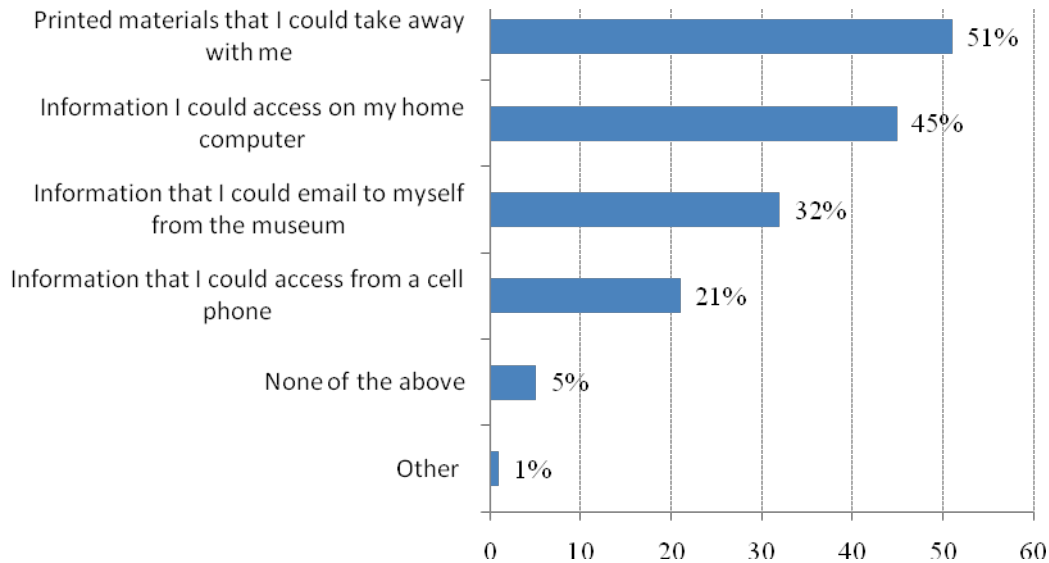
DIFFERENCES BY KEY AUDIENCES

Some of the audience subgroups identified above (first-time visitors vs. repeat visitors, local vs. non-local, males vs. females, generations, Internet-access visitors, smartphone users, and SI enthusiasts) responded differently to questions about their preferences. These differences can help the development team to identify who is likely to use and benefit the most from particular options.

The differences are consolidated in a single table on the following page. (Exhibit 7). For a more detailed listing see Appendix E.

Understanding the table:

- The "All" column contains the percent of all visitors who selected that item.
- Each column represents an audience.
- The top row of numbers presents the size of each audience as a percentage of all visitors.
- Each number in the body of the table shows the percentage of the audience in that column that chose an item. This percentage can be compared to the percentage in the "All" column to see how much it differs for this audience.
- Ten items of particular interest to cell phone users (both those whose phones access the internet and those with smartphones) are highlighted.

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Exhibit 7: Preference Differences by Key Audiences

Percent of visitors in this Audience	All visitors, 100%	Phone: Internet, 52%	Phone: Smart phone, 30%	Visit: First, 52%	Visit: Repeat, 48	Residence: Local, 8%	Residence: Non-local, 92%	Gender: Male, 45%	Gender: Female, 55%	Group: Alone, 15%	Group: Adult Group, 32%	Group: Group with Youth, 52%	Age: Gen Y (9-28), 31%	Age: Gen X (29-45), 35%	Age: Younger Boomers (46-54), 17%	Age: Older Boomers (55-64), 12%	Rate: Enthusiast, 19%
Types of Information						Percentage of audiences within its respective column											
Planning (maps, hours, etc.)	56			61			57				58	58					64
New & current listings	53				63	63											
Behind the Scenes	32	35	38				41				38						41
SI Collections	28				33				33				34		36		
Child-friendly offerings	26	29	30									39		38			
Notices of availability	24																
Games	23											31	27	28			
Itineraries	21	25	29	25							29		27	23			27
Visitors' comments/ratings	11			13									14				
Responses to questions	7												13				
													11				
Ways to Get Information																	
Brochures	50																57
Signs	48				55	63			52								
Live guides/tours	33																
Orientation videos/films	29			32													
Interactive kiosks	26	29	32														
Website on cell phone	18	27	34					21									
App on cell phone	18	29	34					21					20	25			25
Audio tours on players	12															18	
Calls or text messages	10	14	13					12				12					16
Downloadable audio files	10	13	16					13									
None of these	5			7						9							
Electronic Services																	
Links to SI apps/websites	57	62	67														64
Tag, save, email	26	30	34														35
Third-party links	13	15					24	15			19		28	32			
Purchase from SI shops	11		14					13					17	13			
Subscribe to SI magazines	8							10		11	11						
Planning a Future Visit																	
Printed materials	51				55										57	52	
Access on home computer	45																
Email to myself	32	35	41								38			38			
Access from a cell phone	21	35	41					23					24	25			
None of the above	5					6											
Key:	= Items of particular interest to cell phone users																

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Observations

Top Needs

Mall visitors marked general planning information and current exhibitions and events listings as the top two types of information they want. The two audiences most interested in planning information were those visiting the Smithsonian for the first time and those visiting in groups, probably because of different interests and coordination needs within the groups. The two audiences most interested in listings were repeat visitors and those living in the DC area, possibly because, as their familiarity with the Smithsonian grows, they want more customized visits.

From the perspective of satisfying the needs of the largest likely audiences with future services, general planning information and listings of current exhibitions and events are the prime candidates, since over half of smartphone users expressed interest in these items. The mobile website created by Smithsonian Enterprises www.gosmithsonian.com is one way in which the Institution is addressing these needs.

Services for Early Adopters of Mobile Technology

When compared to visitors in general, seven items stand out as particularly interesting to both cell phones with Internet access and smartphones users – behind-the-scenes, itineraries, interactive kiosks, websites, apps, calls/text messages, and downloadable audio files.

Behind-the-scenes and itineraries are two promising content options for SI-wide applications, as about a third of smartphone users are interested in these.

The remaining five, interactive kiosks, websites, apps, calls/text messages, and downloadable audio files, are delivery systems, many of which are increasingly available from individual Smithsonian museums.

Some of the other audiences were also interested in these options: local visitors (behind-the-scenes), unaccompanied visitors (behind-the-scenes and itineraries), groups with youth (interactive kiosks and calls/text messages), Generation X and Generation Y (itineraries and apps), males (websites, apps, calls/text messages, and downloadable audio files), and enthusiasts—those who expect their SI visits to be superior—(behind-the-scenes, itineraries, and apps).

Maintenance and Upgrades

This bold program to provide electronic services for the Smithsonian generally, rather than for a specific museum, will face maintenance and upgrading challenges. Past OP&A studies of SI offerings revealed visitors' dissatisfaction with improper care of electronic offerings when noted. The content will need regular, systematic updating in order to remain accurate and current. This

activity will require that the close collaboration built during the development process be sustained over time, a particular challenge in view of staff dynamics at the Smithsonian. It will also require considerable investment due to the pan-Institutional scope of the project and the diversity and number of stakeholders. Rapidly changing technologies will also require regular upgrades to the services themselves.

Level of Interest

While visitors with cell phones that access the Internet were more likely than the rest of visitors to want electronic media, their interest in information via electronic media was not particularly strong—29% of them wanted apps, 27% wanted websites, 14% wanted calls or text messages, 13% wanted downloadable audio files, and 9% wanted tours on players rented from SI. Even among the sub-group with smartphones, interest in electronic information is only slightly higher.

When asked specifically about electronic services, visitors with cell phones that access the Internet were much more positive. A majority (62%) wanted links to SI websites, blogs, podcasts, apps, etc. Among smartphone users the level of interest in links was slightly higher (67%). Even half of those **without** Internet access said they would like links to SI Internet material. This may reflect a general interest in knowing more about the Smithsonian's Internet presence.

It is likely that this lack of strong interest in electronic media reflects visitors' unfamiliarity with the potential usefulness of these methods. Museum mobile websites and apps are relatively new phenomena, and most visitors do not have sufficient experience with these options to accurately judge their usefulness. It will be a central task of the development team to design services whose value exceeds the effort required of visitors to adopt these new methods of getting information. Prototype testing will be particularly critical to achieving this aim.

It will also be necessary to announce the availability of new services through multiple channels. The importance that all groups assigned to brochures[5] and signs is a reminder that these traditional media would be an effective way to inform visitors about the Smithsonian's electronic services (including the addresses of existing websites, blogs, podcasts, and other offerings) and to encourage new users. Since information is most desirable when and where questions arise, careful thought should be given to how and where the new services are promoted around the Mall. Since these will be new offerings of a relatively unfamiliar kind, it will take a fairly intensive effort to make them generally known and to encourage visitors to try them.

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[5] Past OP&A studies indicated that visitors use brochures as a source of information but also as take-aways from their visit to review later or to share with friends.

Appendix A: Visitor Survey on Orientation and Information Questionnaire

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Smithsonian Institution
Entering Visitor Survey on Orientation and Information July 2010
Please help us develop aids and tools for Smithsonian visitors

Is this your first visit to the Smithsonian?
[Mark only one]
- ☐ No
- ☐ Yes, and this is my first Smithsonian museum on this trip
- ☐ Yes, but I've been to other Smithsonian museums on this trip

Which of the following types of information would you find useful, if available, during this visit to the Smithsonian?
[Mark one or more]
- ☐ Planning a Smithsonian visit (maps, hours, services, access, etc.)
- ☐ What's on and what's new (exhibitions, events, IMAX, etc. with prices)
- ☐ Notices of availability (e.g., sold out programs, entrance lines)
- ☐ Child-friendly exhibitions, programs, and activities
- ☐ Games to learn about and explore the Smithsonian
- ☐ What's behind-the-scenes at the Smithsonian
- ☐ Itineraries (e.g., based on time limits, highlights, language, accessibility)
- ☐ Other visitors' comments, favorites, ratings, and recommendations
- ☐ Responses to my questions about the Smithsonian and its collections
- ☐ What's in the Smithsonian collections
- ☐ Other: _____
- ☐ None of the above

Which of the following ways of getting information would you find useful, if available, during this visit to the Smithsonian?
[Mark one or more]
- ☐ Orientation videos/films
- ☐ Signs in the museum(s)/around the mall
- ☐ Brochures
- ☐ Interactive computer kiosks in the galleries
- ☐ Live guides/tours
- ☐ Calls or text messages on my cell phone
- ☐ Websites on my cell phone
- ☐ Applications on my cell phone
- ☐ Downloadable audio files
- ☐ Audio tours on players rented from the Smithsonian
- ☐ Other: _____
- ☐ None of these: I prefer to explore and wander

*Do you have a cell phone that can access the Internet?
[Mark one or more]
- ☐ No
- ☐ No, but someone with me does
- ☐ No, but I/we plan to get one in the next six months
- ☐ Yes, and it also runs apps (e.g., BlackBerry, iPhone)
- ☐ Yes, and I/we have it here
- ☐ Yes, but I/we do not have it here

Which of the following electronic services would you find useful during this visit to the Smithsonian?
[Mark one or more]
- ☐ Links to Smithsonian websites, blogs, podcasts, apps, etc.
- ☐ Ability to tag, save, email, or bookmark notes/info from the visit
- ☐ Ability to purchase from Smithsonian shops using my phone
- ☐ Ability to subscribe to Smithsonian magazines using my phone
- ☐ Links to third-party content (e.g., reviews, Wikipedia)
- ☐ Other: _____
- ☐ None of the above

Which of the following would help you plan a future visit to the Smithsonian? [Mark one or more]
- ☐ Printed materials that I could take away with me
- ☐ Information that I could email to myself from the museum
- ☐ Information that I could access from a cell phone
- ☐ Information that I could access on my home computer
- ☐ Other: _____
- ☐ None of the above

How do you think you will rate this visit to the Smithsonian when you leave?
- ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent   ☐ Superior

Which of these experiences are you especially looking forward to in this visit to the Smithsonian?
[Mark one or more]
- ☐ Being moved by beauty
- ☐ Gaining information/understanding
- ☐ Imagining the lives of others
- ☐ Seeing rare/uncommon/valuable things
- ☐ Reflecting on the meaning of what I see

*Where do you live?
- ☐ United States. Specify ZIP code: ☐☐☐☐☐
- ☐ Other country. Specify: _____

*What is your age? ☐☐

*What is your sex? ☐ Male   ☐ Female

*How many people are you visiting with today?
☐ I am alone   ☐ I am with: ☐☐ Adults 18 and over
☐☐ Youth/children under 18

Thank you for your time and assistance!

Session ☐☐   Segment ○ 1 ○ 2 ○ 3   Status ○ C ○ R ○ L ○ I   ID ☐☐☐☐

Appendix A [Cont.]: Frequencies
Entering Visitor Survey on Orientation and Information July 2010

Is this your first visit to the Smithsonian? **[Mark one only]**	**48% No** **31% Yes, and this is my first Smithsonian museum on this trip** **22%Yes, but I've been to other Smithsonian museums on this trip**
Which of the following <u>types of information</u> would you find useful, if available, during **this visit to the Smithsonian?** **[Mark one or more]**	**56%** Planning a Smithsonian visit (maps, hours, services, access, etc.) **53%** What's on and what's new (exhibitions, events, etc. with prices) **24%** Notices of availability (e.g., sold out programs, entrance lines, etc.) **26%** Child-friendly exhibitions, programs, and activities **23%** Games to learn about and explore the Smithsonian **32%** What's behind-the-scenes at the Smithsonian **21%** Itineraries (based on time limits, highlights, language, accessibility, etc.) **11%** Other visitors' comments, favorites, ratings, and recommendations **7%** Responses to my questions about the Smithsonian and its collections **28 %** What's in the Smithsonian collections **3%** Other: _____ **2 %** None of the above
Which of the following <u>ways of getting information</u> would you find useful, if available, during this Smithsonian visit? **[Mark one or more]**	**29%** Orientation videos/films **48%** Signs in the museums/around the Mall **50%** Brochures **26%** Interactive computer kiosks in the galleries **33%** Live guides/tours **10%** Calls or text messages on my cell phone **18%** Website on my cell phone **18%** Application on my cell phone **10%** Downloadable audio files **12%** Audio tours on players rented from the Smithsonian **1%** Other: _____ **5%** None of these: I prefer to explore and wander

Do you have a cell phone that can access the Internet? **[Mark one or more]**	**39%** No **7%** No, but someone with me does **3%** No, but I/we plan to get one in the next six months **30%** Yes, and it also runs apps (e.g. BlackBerry, iPhone) **22%** Yes and I/we have it here **5%** Yes, but I/we do not have it here
Which of the following <u>electronic services</u> would you find **useful during this visit to the Smithsonian?** **[Mark one or more]**	**57%** Links to Smithsonian apps, blogs, websites, podcasts, etc. **26%** Ability to tag, save, email, or bookmark notes/info from the visit **11%** Ability to purchase from Smithsonian shops using my phone **8%** Ability to subscribe to Smithsonian magazines using my cell phone **13%** Links to third-party content (e.g., Wikipedia, reviews) **2%** Other:_____ **24%** None of the above
Which of the following would help you plan a <u>future</u> visit to the Smithsonian? **[Mark one or more]**	**51%** Printed materials that I could take away with me **32%** Information that I could email to myself from the museum **21%** Information that I could access from a cell phone **45%** Information I could access on my home computer **1%** Other: _____ **5%** None of the above
How do you think you will rate this visit to the Smithsonian (NMAH: museum) when you leave?	**0%** Poor **1%** Fair **27%** Good **53%** Excellent **19%** Superior
Which of these experiences are you especially looking forward to in this visit to the Smithsonian (NMAH: this	**36%** Being moved by beauty **65%** Gaining information/understanding **37%** Imagining the lives of others

museum)?	**58%** Seeing rare/uncommon/valuable things
[Mark one or more]	**29%** Reflecting on the meaning of what I see
Where do you live?	**83%** United States. Specify zipcode: _____ (Local: 92% No, 8% Yes) **17%** Other country: Specify: _____
What is your age?	Mean: 38 Ave Adults 18+: 3 Ave Children 18-: 3
What is your sex?	**45%** Male **55%** Female
How many people are you visiting with today?	**15% I am alone** **85% I am with: _____ Adults 18 and over** **_____Youth/children under 18**

Age Grouped by Generation:

- Postwar: 5%
- Leading Edge Boomers: 12%
- Trailing Edge Boomers: 17%
- Gen X: 36%
- Gen Y: 32%

Appendix B: Demographic Characteristics of the Visitors to the Smithsonian in Summer of 2010 and 2004

A comparison of demographic characteristics of the visitors surveyed during the summer of 2010 with those surveyed during their visit to the Smithsonian in the summer of 2004.

Question		Summer 2010	Summer 2004
What is your gender?	Male	45%	52%
	Female	55%	48%
What is your age?	Average Age	38	37
Age grouped according to generations	Postwar	5%	9%
	Leading Edge Boomer	12%	13%
	Trailing Edge Boomer	17%	24%
	Generation X	36%	24%
	Generation Y	32%	30%
Is this your first visit to the Smithsonian?	Yes	52%	53%
	No	48%	47%
Whom are you visiting with today?	Alone	15%	14%
	Adults with Adults	32%	39%
	Adults with Youth	52%	39%
	Other	1%	7%
Where do you live	Washington Metropolitan Area	8%	15%
	Other U.S.	75%	75%
	Other Country	17%	10%

Source: Results of the 2004 Smithsonian-wide Survey of Museum Visitors, OP&A
http://www.si.edu/opanda/sov_smithsonianwide.html

Appendix C: Visitors' Anticipated Experiences

An additional question was added to this survey to support ongoing research on the expectations of Smithsonian visitors, which, when combined with other data, has the potential to inform content development Institution-wide. Contrary to expectations, more Smithsonian visitors are looking forward to learning (65%) than to seeing objects (58%). (See Exhibit below).

Exhibit: Which of these experiences are you especially looking forward to in this visit to the Smithsonian?
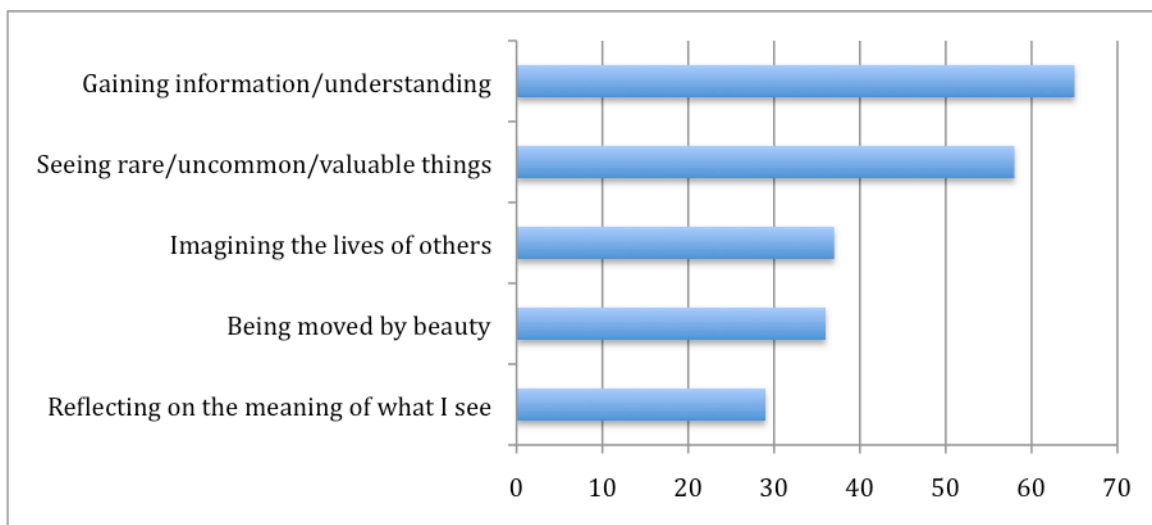
Appendix D: Responses of Key Audiences

Visitors who own Smartphones

Visitors who had cell phones capable of operating apps accounted for 30% of the visitors surveyed. If visitors who had cell phones with access to the Internet are included, the percentage increases to 52%. The responses of visitors with cell phones that access the Internet are very similar to those of visitors with smartphones.

Smartphone owners, as a proportion of respondents, were more likely to be male (37% of males owned a Smartphone), belong to Generation X (40%), and to reside in the United States (31%).

When compared to all other visitors, the information that smartphone users said they would find useful while at the Smithsonian was: "what's behind–the-scenes at the Smithsonian" (38%), "itineraries based on time limits, highlights, etc." (29%), and "child-friendly exhibitions, programs, and activities" (30%) (Note: Generation X is more likely to visit museums along with youth under 18 years old).

When compared to the rest of the Smithsonian visitors, the means of getting information that smartphone owners most preferred were "websites on my cell phone" (34%), "applications on my cell phone" (34%), "interactive computer kiosks in the galleries" (32%), "downloadable audio files" (16%), and "calls or texts on my cell phone" (13%).

The electronic services preferred by smartphone owners, when compared to the rest of the survey respondents, were "links to Smithsonian websites, blogs, podcasts, apps, etc." (67%) and the "ability to tag, save, email or bookmark notes/info from the visit" (34%). Not surprisingly, these visitors were three times more likely than the rest of the visitors to find "information that I could access from a cell phone" (41%) helpful when planning a visit, along with "information that I could email myself from the museum" (41%).

Local Visitors

Local visitors are an important Smithsonian audience. Although in this study, conducted during the summer when tourism peaks, locals represented only 8% of total respondents. During the off-season, their percentage of the Smithsonian visitorship increases considerably. As a proportion of respondents, they are also repeat visitors to the Smithsonian (87%) and belonged to the Generation Y cohort (48%). They said they would find especially useful information such as "what's on and what's new (exhibitions, events, IMAX, etc with prices)" (63%) and "what's behind-the-scenes at the Smithsonian" (41%). Not surprisingly, since locals tend to be repeat visitors, they were less likely to want information about "planning a Smithsonian visit" (40%), but they did find "signs in the museums/around the Mall" (63%) to be a useful way of getting information.

These local visitors were just as likely as other visitors to own a cell phone with Internet access and particularly the ability to run apps. But while at the Smithsonian, they said they would like electronic services such as "links to third-party content (reviews, Wikipedia, etc)" (24%).

First-time visitors

The average age of the first-time visitors was 35; they belonged mainly to Generation Y and X (63% of Generation Y and 56% of Generation X visitors were first-timers), and lived outside the US (73% of international visitors were first-timers).

Given that these visitors had not been to the Smithsonian before, it is not surprising that, disproportionately, these visitors thought "planning a Smithsonian visit (maps, hours, services, access, etc.)" (61%) and "printed materials that I could take away with me" (55%) would be most useful for them.

Respondents who, when intercepted for this study, were about to enter a Smithsonian museum for the first time, were more likely than other visitors to be somewhat disappointed with the Smithsonian and to expect to rate their experience as "good" or "fair" (37%).

Repeat Visitors

Over half of the older generation visitors—Postwar (73%), Leading Edge Boomers (63%), and Trailing Edge Boomers (58%)—were repeat visitors. Most repeat visitors (90%) lived in the US.

Information on "what's on and what's new" (exhibitions, events, IMAX, etc with prices) appealed to 63% of them and "what's in the Smithsonian collections" to 33%. They also preferred "signs in the museum(s)/around the Mall" (55%); seven percent said "none of these, I prefer to wander." Twenty-six percent of them said that none of the electronic services would work for them.

Repeat visitors were more likely than first-time visitors to expect that they would be satisfied ("excellent," 58%).

Gender

In the case of females (55% of all respondents) "what's in the Smithsonian collections" and "signs around the museums and the Mall" appealed to them more strongly than to males (33% and 52% respectively). The percentage of females with a cell phone that had Internet access and the ability to execute apps was just 23% (compared to 37% of men); but 10% of females without Internet accessible cell phones were visiting with another person who had a cell phone with Internet access.

Males were more likely than females to indicate that they want to get information through applications for cell phones (21%), websites accessible via cell phones (21%), downloadable audio files (13%) and "calls/text messages to cell phones" (12%).

As for services, some males wanted to be able to use their phones to purchase from Smithsonian shops (13%), to subscribe to SI magazines (10%) and to link to third-party content (15%). When it came to planning their visits to the Smithsonian, 23 percent wanted to request information that they could access from their cell phones.

Age

Visitors born to different generations gave significantly different responses to the survey questions.

Twenty-eight percent of **Generation Y** visitors (32% of total visitors) had cell phones with Internet access that run apps, while 11% said "no, but someone with me does." Some of these visitors found information such as "games to learn about and explore the Smithsonian" (27%), and the same percentage (27%) would like "itineraries (based on time limits, highlights, language, accessibility, etc.)," "other visitors' comments, favorites, ratings, and recommendations" (14%), "responses to my questions about the Smithsonian and its collections" (11%) and "what's in the Smithsonian collections" (34%). Twenty percent wanted to get the information through "applications on my cell phone." In terms of electronic services, Generation Yers thought the "ability to tag, save, email, or bookmark notes/info from the visit" (28%), "links to third-party content (e.g., Wikipedia, reviews)" (17%), and "information that I could access from a cell phone" (24%) would be useful.

The percentage of **Generation X** visitors (36% of all visitors) with smartphones was 40%. What Generation Xers were more likely to find useful were "child-friendly exhibitions, programs, and activities" (38%), "games to learn about and explore the Smithsonian" (28%), and "itineraries (based on time limits, highlights, language, accessibility, etc.)" (23%). Some preferred getting information via an "application on my cell phone" (25%), and found useful the "ability to tag, save, email, or bookmark notes/info from the visit" (32%), and "links to third-party content (e.g., Wikipedia, reviews)" (13%). To plan a visit, 38 percent said "information that I could email to myself from the museum" (38%) and "information that I could access from a cell phone" (25%) would be useful.

Slightly over half (55%) of **Leading Edge Boomers** (12% of all visitors) said say they did **not** own a cell phone that could access the Internet. Of those visitors, 55 percent indicated that "what's in the Smithsonian collections" (36%) and "information I could access on my home computer" (57%) would be the most useful among the electronic service options.

Nearly half, (46%) of **Trailing Edge Boomers** (17% of total visitors) did **not** own a cell phone with Internet access. Eighteen percent selected "audio tours on players rented from the Smithsonian" (18%) as the most useful information among the options given, while 29% said they would not find any of electronic services listed on the questionnaire useful. However, 52% thought that "information I could access on my home computer" would help them plan their visits.

Similarly, 10% of **Postwar** visitors (5% of all visitors) said they would not find any of the types of information on the survey to be useful, and 38% selected "none of the electronic services" listed on the questionnaire. However, 57% thought that "information I could access on my home computer" would help them plan their visits.

Group Composition

Just over half (51%) of **unaccompanied visitors** (15% of all visitors) did not have a cell phone that connected to the Internet. As to what information they would find useful, 38% wanted "what's behind-the-scenes at the Smithsonian," and 29% selected "itineraries" and 9% "I prefer to explore and wonder." On the other hand, 11% thought electronic services such as the "ability to subscribe to Smithsonian magazine using my phone" would be useful, 19% said "links to third-party content (e.g. reviews, Wikipedia) and 38% said "information that I could email to myself from the museum."

Over half of visitors came to the Smithsonian accompanied by youth (53%). Almost six in ten of this group of visitors (58%) would find information such as "planning a Smithsonian visit," four in ten (39%) information such as "child-friendly exhibitions, programs and activities," and three in ten (31%) information such as "games to learn about and explore the Smithsonian" useful. At least one in ten of these visitors (12%) would like to get information via "calls or text messages on my cell phone." Overall, groups with youth were more likely to live in the US (89%), be female (59%), and belong to Generation X (44%).

This study revealed two preferences among adult respondents visiting just with other adults (32% of all visitors). Six in ten of these visitors (58%) would find useful information about "planning a Smithsonian visit" and one in ten (11%) would prefer to be able to have the "ability to subscribe to Smithsonian Magazine using my phone."

SI Enthusiastic Visitors

Almost two in ten visitors (19%) expected to rate their visits to the Smithsonian as "superior" and over one-third of these visitors (35%) reported having a cell phone that runs apps (BlackBerry, iPhone). These visitors would find useful information such as "planning a Smithsonian visit" (64%), "what's behind the scenes at the Smithsonian" (41%), and "itineraries (based on time limits, highlights, language, accessibility)" (31%). Some preferred getting information via brochures (57%), "applications on my cell phone" (25%), "calls or text messages on my phone" (16%). In terms of electronic services six in ten (64%) enthusiastic visitors would find useful "links to the Smithsonian websites, blogs, podcasts, apps, etc. and one-third" (35%), and the "ability to tag, save, email, or bookmark notes/info from the visit." Most of the Smithsonian's enthusiastic visitors were US residents (94%).