

Art Night on the Mall

INSTITUTIONAL STUDIES



Smithsonian
Institution

Art Night on the Mall

The National Museum of African Art
The Arthur M. Sackler Gallery
The Freer Gallery of Art
The Hirshhorn Museum and Sculpture Garden
The International Gallery

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Summary

This report describes the results of a study of visitors to *Art Night on the Mall* (Art Night, henceforth), a series of summer Thursdays when the art museums on the National Mall were kept open past their usual 5:30 p.m. closing time. The 1997 participants in this program were: the National Museum of African Art, the Arthur M. Sackler Gallery, the Freer Gallery of Art, the Hirshhorn Museum and Sculpture Garden, and the International Gallery.

The purpose of the study was to profile the visitors, to determine if Art Night attracted a new audience, and to provide information for planning.

The outstanding feature of the Art Night audience, we believe, is the relatively high proportion of local visitors. The Art Night audience divides into three major segments. The first of these, local visitors, is unusually large for this time of year. Local visitors (about half of the audience) were more interested in Art Night and in the museums they were visiting. The majority of them (66%) had been to the museum they were visiting before.

The second major segment was first-time visitors to the Smithsonian. Visitors coming to the Smithsonian for the first time (about one-quarter of the audience) were more interested in the Smithsonian generally than in the museum they were visiting and tended to be at Art Night primarily because the museums were available.

The remaining quarter of the audience were out-of-town visitors who had been to the Smithsonian before. They were very similar to the first-time Smithsonian visitors except that they were more interested in the museums, older, and less likely to come with children.

The question of whether or not Art Night drew a new audience can only be directly addressed in the case of the Freer and Sackler Galleries, since we do not have reliable summer audience data for the other museums. The Freer and Sackler Galleries drew ten percent more new visitors than they would have during regular hours, and many of these new visitors were new to the Smithsonian, as well. In other words, during Art Night, one in ten visitors was a first-time visitor who would not normally have been at the Freer or Sackler. Both the overall audience at the other museums and the sub-group of first-time visitors at the other museums were very similar to the Freer and Sackler visitors. We speculate that the other museums might also have drawn a comparable proportion of additional new visitors.

After adjusting for multiple entries and visits, we estimate that a total of about 7,300 different visitors arrived at Art Night museums after 5:30 p.m. on the 14 open evenings. On average, they came twice during the summer.

Acknowledgments

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Suzanne Pender, Hirshhorn Museum and Sculpture Garden (HMSG), initiated the study and was actively involved in all its aspects. Colleagues in all the participating museums attended planning meetings, commented on the questionnaires, and helped with the logistics of data collection. We would like to recognize the efforts of Sidney Lawrence and Beverly Pierce at the Hirshhorn Museum and Sculpture Garden (HMSG); Janice Kaplan, Peter Pipim and Patricia Fiske at the National Museum of African Art (NMAfA); Mary Patton, Susan Bliss and Patrick Sears at the Freer Gallery of Art and Arthur M. Sackler Gallery (FGA/AMSG); and Anne Gossett and Betsy Robinson at the International Gallery, S. Dillon Ripley Center. Martin Bernstein and Michael Wilpers (FGA/AMSG) helped us by compiling data about shop sales and public programs, respectively. Paul Flickinger, Museum Shops, provided similar data for HMSG and NMAfA.

In the Institutional Studies Office, Jean M. Kalata helped design the study and supervised data collection. Her success in staffing, training and deploying 15 interviewers each of the Art Night evenings is reflected in the high quality of the data. Sheri Klein, an intern from the University of Connecticut, assisted in reviewing the data. Audrey E. Kindlon, former ISO staff member, assisted in the initial stages of the study.

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Introduction

Art Night on the Mall (Art Night), held on Thursdays during the summer (May 29 - August 28), extended the hours of five Smithsonian museums past their usual 5:30 p.m. closing time. Art Night was first presented in 1996. The same museums participated in this program in 1997: the National Museum of African Art, the Arthur M. Sackler Gallery, the Freer Gallery of Art, the Hirshhorn Museum and Sculpture Garden, and the International Gallery. In addition to the extended hours, they hosted special public programs including lectures, music, dance and film. (For a list of programs see Appendix A.)

The purpose of this study was to provide information for planning by profiling the Art Night visitors and their activities, and by answering a specific question: Did Art Night draw new audiences either to the Mall or to an individual museum?

In addition, this report contains data on overall attendance for these evenings (see Appendix D).

Data collection for this study was complicated by both the schedule of programs and resources for the study. Our plan was to interview visitors as they left the museums, from 6:00 p.m. to 8:00 p.m. This schedule was appropriate for all the participating museums except the Hirshhorn, since the Hirshhorn had a film series which began at 8:00 p.m. We decided, in consultation with Hirshhorn staff, to interview Hirshhorn visitors as they entered the museum between 5:30 p.m. and 7:30 p.m. (thus not excluding the attendees of the film series). Our data collection plan did not anticipate visitors to the Freer film series, which began at 7:00 p.m. on several of the Art Night evenings. Many of the attendees entered the Freer either through the Independence Avenue entrance or from inside the museum, bypassing our interviewing location. Resource constraints prevented us from interviewing visitors as they left the two film locations.

Who attended Art Night?

Art Night visitors on the whole included more women than men (55% vs. 45%). The average age of visitors is 38.¹ Nearly half of the visitors (46%) live locally, either in D.C. or the suburbs. The most common visit group was couples (39%), followed by solitary visitors (26%), visitors with children (20%) and visitors in groups of three or more (14%). The audience is very well-educated -- only one in eight visitors (12%) over the age of 24 does not have a college degree, and half have graduate degrees. Two out of five visitors (43%) were making their first visit to the museum at which they were interviewed.

¹ Standard Deviation 12.7

One-third of the visitors had arrived at the museum before 4:30 p.m. and were included in the Art Night audience because they were still in the museum when interviewing began. Overall, 43 percent of the visitors said they had decided to visit because of Art Night. Out of every five people, approximately two learned of the evening hours from signs or by passing the museum, one heard by word-of-mouth, one read about it in the local media, and one was informed by Smithsonian publicity.

Over half of the visitors (56%) had no particular goal for their visit, two out of five (39%) were particularly interested in seeing an exhibition, and one in twenty (5%) wanted especially to attend an Art Night program. Altogether one in four visitors (24%) attended an Art Night public program.

Art Night visitors were fairly familiar with the Smithsonian (three out of four were making a repeat visit to SI) and a substantial portion of them had a pre-existing interest in the museum they were visiting during Art Night. One-third of visitors (36%) said that they had come to the Mall specifically to see this museum rather than to visit the Smithsonian in general. Three out of five visitors who had been to the museum before had been there four or more times and half of all repeat visitors had visited within the last six months. One-third of all visitors (31%) had attended public programs there before, especially films (45% of them had been to a film program) and music (28% of them had been to a music program).

To some extent this audience was shared among the museums. Over one-quarter of the visitors (28%) wanted to visit more than one SI museum during Art Night. Most of them (77%) hadn't eaten dinner by the time of their interview; one-third of all visitors were very interested in food service in the museum, one-third somewhat interested, and one-third not interested.

One in eight visitors (13%) said that they had attended a previous Art Night this year, and half said that they were very likely to visit on another Art Night.

They were generally satisfied with their Art Night experience -- 44% said that they would not make any changes if they were the director of the museum. One in four said that they would like to have had more open evenings. Smaller proportions of the audience wanted either changes in amenities or in programs (14% and 16%, respectively). (See Table B.2.)

Details about the background and behavior of visitors at the individual museums and a discussion of differences between the museums can be found in Appendix B. The data are in Table B.1, followed by the questionnaires.

Did Art Night draw a new audience?

In order to know precisely how the Art Night audience compared to the usual audience to these art museums, we need accurate data on the usual audience at this time of year. We have this data only for two museums in the study, the Freer Gallery and the Sackler Gallery. (These data were collected in a year-long study.)

Art Night did draw some new visitors to the Freer and Sackler Galleries. Usually 48 percent of their combined summer audiences consists of new visitors. Art Night audiences included 58 percent new visitors. In other words, compared to the usual summer audience, an additional one in ten visitors (10%) was new to the galleries. Many of these additional visitors were new to the Smithsonian, as well.²

Who were these additional one in ten visitors? We understand their profile by comparing the visitors coming to the Freer and Sackler for the first time during Art Night with the usual summer visitors who are coming to the galleries for the first time. The Art Night first-timers were more likely to be female (68% vs. 45%), and older, i.e., more likely to be over 55 (25% vs. 15%) and less likely to be ages 25 to 34 (7% vs. 18%). They were more likely to be local (47% vs. 17%) and to visit in pairs (49% vs. 37%). Those arriving from out-of-town were more likely to have come to D.C. on business (29% vs. 14%). In general, they were much more focused than the usual first-time visitors: they were more likely to be interested in the museum rather than in the Smithsonian (43% vs. 16%) and less likely to have come in because they wandered by (6% vs. 26%). Half of these new visitors (49%) said that they had come to the museum because of Art Night. (See Appendix C, Table C.1.)

What about the other museums? Did they also attract additional visitors who were new to the Smithsonian? Unfortunately we cannot answer this question directly. We can, however, compare them to the Freer and Sackler visitors to see if there is any reason to suspect that the situation at the other museums might be different from that at the Freer and Sackler.

When we look at all Art Night visitors to the Freer and Sackler compared to all Art Night visitors to the other three (African Art, Hirshhorn and International Gallery), we find that they are essentially the same in terms of demographic characteristics and general behavior. There are only significant differences in matters of motivation and attitude, namely, what led to the visit, what they wanted to do, awareness of evening hours, interest in returning, and suggestions for change.³

² Forty-one percent of the visitors who were new to the Freer and Sackler Galleries during Art Night were also new to the Smithsonian.

³ Compared to Art Night visitors at the other three art museums, Freer and Sackler visitors were more likely to have come because of a general interest in art (41% vs. 31%), more likely to have come to see exhibitions (50% vs. 31%), more likely to have learned about Art Night from the Washington Post (18% vs. 8%), more likely to want to attend future Art Nights (81% vs. 61%), and more likely to make suggestions for changes (67% vs. 49%). See Appendix C, Table C.2.

Not only were the audiences at the other three art museums very similar to the audience at the Freer and Sackler, but also first-time visitors to African Art, the Hirshhorn and the International Gallery were very similar to first-time visitors to the Freer and Sackler.⁴

Since the Freer and Sackler audience (both the whole as well as first-time visitors) was very similar to the audience at the other museums, we can speculate that the other museums might also have drawn about ten percent more new visitors than usual. There is no reason in the data to suggest that this was not the case.

Who was most drawn to Art Night?

Although Art Night drew ten percent more new visitors to the Freer and Sackler galleries and may have had a similar impact on the other museums, this new audience was not a dominant sub-group. Art Night visitors can be divided into three major segments: local visitors, first-time visitors to the Smithsonian, and non-local repeat visitors to the Smithsonian.

Segment 1: Local Visitors

The outstanding feature of the Art Night audience, we believe, is the relatively high proportion of local visitors. Nearly half (46%) of Art Night visitors live in either the District of Columbia (21%) or the Maryland and Virginia suburbs (25%). The percentage of visitors from D.C. is especially noticeable. This is very different from the general audience on the National Mall in the summer, when 89 percent of visitors are from outside the local area (4% from D.C. and 17% from the suburbs). Even the Freer and Sackler Galleries, which tend to have a higher proportion of local visitors in the summer (12% D.C., 26% suburbs), drew even more local visitors during Art Night (27% D.C., 21% suburbs).

These local visitors were Art Night's most dedicated audience segment. When we compare the background and behavior of local and non-local visitors to Art Night, we find that local visitors were more likely to have

- been to the museum before (66% vs. 20%),
- attended public programs in the past (40% vs. 7%),
- decided to visit because of Art Night (65% vs. 25%), and
- been interested in a specific Art Night public program (9% vs. 1%).

⁴ There were only four significant differences between first-time visitors to the Freer and Sackler and first-time visitors to the other three locations. Among those who had been to the Smithsonian before, more Freer and Sackler first-timers had been to SI ten or more times (53% vs. 30%). Among local visitors, Freer and Sackler first-timers were more likely to have decided to visit on the day of their interview (66% vs. 40%). Freer and Sackler first-timers were more likely to say that they might attend future Art Nights (75% vs. 48%), and were more likely to suggest changes (54% vs. 45%). See Appendix C, Table C.3.

Also,

- One-fifth of them (19%) had attended a previous Art Night.
- Nine out of ten said that they were likely to attend a future Art Night.
- They were generally younger than the non-local audience (local average age 36, non-local average age 40), with more of them under the age of 35 (41% vs. 27%).
- Finally, they were more likely to visit in pairs (46% vs. 34%).

See Appendix C, Table C.4.

Segment 2: First-time visitors to the Smithsonian

The second major segment of Art Night visitors (one quarter of all Art Night visitors) consists of those making their first visit to the Smithsonian.⁵ Compared to the other visitors, these first-time visitors

- were more interested in the Smithsonian than in the museum (83% vs. 57%),
- did not have a particular goal in the museum (79% vs. 50%),
- were more likely to have wandered by or saw signs (52% vs. 29%) and
- had fewer suggestions for changes (46% vs. 60%).

Also,

- They were generally younger (average age 36 vs. average age 39 for other visitors) with more of them ages 35 to 44 (43% vs. 26%).
- They were much more likely to have come with children (36% vs. 14%).

See Appendix C, Table C.5.

Segment 3: Out-of-town repeat visitors to the Smithsonian

The remaining segment contains one quarter of the audience. Non-local repeat Smithsonian visitors were very similar to the first-time Smithsonian visitors. They differed from the first-time SI visitors in only a few respects. They were more likely to

- be particularly interested in the museums (36% vs. 19%),
- be interested in food service (70% vs. 58%),
- come to another Art Night (60% vs. 38%),
- and to suggest changes (55% vs. 45%).

⁵ There is relatively little overlap between the local visitors and those making a first visit to SI. Only 2% of all visitors were local residents coming to SI for the first time.

Also,

- They were less likely to visit with children (22% vs. 39%) and
- they are older (average age 42 for repeat SI visitors, average age 36 for first-timers), with more of them age 45 or older (50% vs. 24%).

See Appendix C, Table C.6.

Overall attendance

After adjusting for multiple entries and visits, we estimate that a total of about 7,300 different visitors arrived at Art Night museums after 5:30 p.m. on the 14 open evenings. On average, they came twice during the summer. (See Appendix D.)

Appendix A

Art Night Programming¹

Arthur M. Sackler Gallery

Two new exhibitions marking the observance of the 150th anniversary of the independence of India and Pakistan highlighted the 1997 Sackler Gallery summer schedule: *King of the World: A Mughal Manuscript from the Royal Library, Windsor Castle* and *The Jewel and the Rose: Art for Shah-Jahan*.

Special programs scheduled were:

- Solo Khmer dances performed by the Cambodian American Heritage Ensemble (June 19),
- a demonstration of a Tibetan Buddhist *thangka* painting by Kalsang Wangmo (July 17),
- a Balinese masked dance performed by Nyoman Suadin and Wayan D. Rachman (July 31), and
- an Odissi dance performed by Jayantee Paine (August 21).

The Freer and Sackler Galleries sold light refreshments starting at 5 p.m. on twelve Thursdays.

Freer Gallery of Art

New selections of Asian art, along with Whistler's *Peacock Room*, were among the summer offerings at the Freer and included:

- Works exploring the distinctive aesthetic of Korean ceramics from the Three Kingdoms period (1st-7th century) to the Chosen Period (1392-1910),
- an exhibition featuring a group of objects that show the close relationship between the ceramic and bronze industries in ancient China, and
- *Chinese Gardens in the Painter's Imagination* revealed the key features of Chinese garden design in 25 paintings of real and imaginary gardens from 12th to 19th-century China.

During the extended Thursday hours, the Freer hosted a booksigning by Robert Arnett (*India Unveiled*) (August 14) and screened six films in the Meyer Auditorium. The following films were shown:

¹ This appendix is based on information from the Art Night Press Release (April 25, 1997), Office of Public Affairs, and is supplemented by additional information provided by the museums.

- *Trikal: Past, Present, and Future*, 1996 (June 5)
- *The Churning (Manthan)*, 1976 (June 12)
- *The Seventh Horse of the Sun (Suraj Ka Satwan Ghoda)*, 1992 (June 26)
- *Eat Drink Man Woman*, 1994 (July 10)
- *Tampopo*, 1986 (July 24)
- *The Chinese Feast*, 1995 (August 7)

Hirshhorn Museum and Sculpture Garden

Modern and contemporary art, gallery talks, free films, and an outdoor environment of sculpture highlighted summer hours at the Hirshhorn, where the Mall's only open-air eating establishment, the Full Circle Cafe, offered light meals until 8 p.m. on Thursdays. *The Hirshhorn Collects: Recent Acquisitions 1992-1996* featured works by Christo, Andy Warhol, Lucian Freud, Carmen Lomas Garza, and numerous other artists.

The Hirshhorn's Art Night programming emphasized parallels between the themes, styles, and approaches shared by international artists in various media. Gallery talks given by staff on Thursday nights were followed by screenings of films in the Ring Auditorium.

- *The Asthmatic Escaped II*, 1992, Damien Hirst, artist; and *Como Nascem Os Anjos (How Angels Are Born)*, 1997, Murillo Salles, director (June 12).
- *Mozart-da Ponte I*, 1995, Guillermo Kuitca, artist; and *The Delicate Art of the Rifle*, 1996, Dante Harper, director (June 19).
- *Fifi*, 1973, Ed Paschke, artist; and *Wigstock: The Movie*, 1995, Barry Shils, director (June 26).
- *Untitled*, 1995, Doris Salcedo, artist; and *Segell Ikhtifa (Chronicle of a Disappearance)*, 1996, Elia Suleiman, director (July 10).
- *Portrait of Andy Warhol*, 1982, Julian Schnabel, artist; and *Andy Warhol, Superstar*, 1997, Chuck Workman, director (July 17).
- *Delta Theta*, 1962, Morris Louis, artist; and *Atlantis*, 1990, Luc Besson, director (July 24).
- *AIDS Series/Tattooed Woman and Flying Saucers*, 1988, Masami Teraoka, artist; and *Cold Fever*, 1996, Fridrik Thor Fridriksson, director (July 31).
- *Untitled (For Jeff)*, 1992, Felix Gonzalez-Torres, artist; and *La Recontre*, 1996, Alain Cavalier, director (August 7).

National Museum of African Art

In celebration of African Art's 10th year on the National Mall, the museum presented special exhibitions as well as festive evenings of films, musical performances, and gallery talks during the summer. Exhibitions on display this summer were:

- *Adire: Resist-Dyes Cloths of the Yoruba*
- *Treasures from Tervuren: Selections from the Belgian Royal Museum for Central Africa*

Each night, gallery talks were held and Sokari Douglas Camp's kinetic sculptures performed at the entrance to the pavilion. The museum hosted musical performances on eight evenings and screened African films on three evenings.

Smithsonian International Gallery

During the summer, the gallery featured the Washington premiere of:

- *American Voices: Latino Photographers in the United States/Voces Americanas: Fotografos Latinos en los Estados Unidos*

On June 12, the International Gallery hosted *American Voices: A Musical Tribute* featuring a tenor vocalist, pianist, and castanet concert artist.

Appendix B

Similarities and Differences Among the Museums

There were both similarities and differences among the museums with respect to specific questions asked of visitors. The following paragraphs summarize the data shown in Table B.1. [A note on reading Table B.1 follows the discussion.]

DEMOGRAPHIC CHARACTERISTICS:

The Art Night museums did not show any statistically significant differences in gender or age. There were significant differences among the museums in residence, education and ethnicity.

Compared to the Art Night audiences at the other museums, Sackler Art Night visitors were more likely to be from D.C., African Art visitors more likely to come from the suburbs, and International Gallery visitors more likely to live out-of-town. A higher proportion of Sackler visitors have college degrees. African Art and the Freer drew a higher proportion of minorities (among US residents).

BACKGROUND:

There were no statistically significant differences among the museums with respect to previous attendance at public programs, where visitors heard about the evening hours, whether or not they attended previous Art Night evenings, and whether or not everyone in their group was from the same geographic area.

Sackler visitors were more likely to be aware of the evening hours before coming, especially compared to African Art and Hirshhorn visitors.

More African Art and Freer visitors, whether local or non-local, made their decision to visit at least one day in advance. In contrast, more Sackler and International Gallery visitors decided to visit on the day of their interview.

Sackler visitors were most likely to have come wanting to see an exhibition, while most of the visitors at African Art, Hirshhorn and International Gallery had no specific goal.

BEHAVIOR:

There were no statistically significant differences among the museums with respect to previous experience with the Smithsonian, whether or not they ate dinner before being interviewed, or how many people they were visiting with.

Among non-local visitors Sackler, Freer and Hirshhorn visitors were most likely to be in Washington for recreation, while African Art and International Gallery visitors were more likely to have come to the city for business reasons. African Art visitors were more likely to have arrived during the evening hours (i.e., after 4:30 p.m.) than Art Night visitors at the other museums. Sackler and International Gallery visitors were most likely to have come for Art Night, in particular.

African Art and Sackler visitors were more interested specifically in the museum they were visiting (rather than in the Smithsonian in general). Freer and International Gallery visitors were more likely to be making a first visit to the museum, especially compared to Sackler visitors. African Art visitors were most likely to attend an Art Night program (excluding Hirshhorn programs).

There is a suggestion that the Sackler Gallery, in particular, was a popular destination for Art Night visitors. At each museum visitors were asked if they intended to visit any other museum that evening. International Gallery visitors were most eager to see another museum. Nearly half (46%) intended to go elsewhere, especially to African Art and the Freer Gallery. Approximately one in five visitors to African Art (21%), one in four visitors to the Hirshhorn and one in three visitors to the Freer wanted to go elsewhere, especially to the Sackler Gallery. About one in four Sackler visitors (27%) wanted to go elsewhere and the Hirshhorn and African Art were their top choices. See Appendix C, Table C.7.

OPINIONS:

African Art and Freer visitors were the most interested in food service in the museum; Sackler visitors were least interested. Sackler visitors were most likely to attend another Art Night, while African Art and Hirshhorn visitors were least likely to attend another Art Night. Hirshhorn visitors were most satisfied with Art Night as it was. Freer visitors were more likely to want changes in amenities, International Gallery visitors more likely to want information, and Sackler visitors more likely to want programmatic changes.

A Guide to Table B.1

The frequencies in Table B-1 follow the order of the questionnaires.
Please note:

- (1) Response categories have been slightly reworded, for ease in interpretation.
- (2) Some clarifications have been inserted, so that you can tell who is being asked the question. For example, Q1A. *How many times have you been here before today?* is asked only of repeat visitors, i.e., those who told us in Q1 that this was not their first visit.

- (3) The table shows the percentages for each museum and then for all of them combined (column labeled Art Night). The total number of visitors interviewed at each museum can be found at the top, preceding Q1.

For questions not asked of everyone, the total number of visitors responding to the question at each museum is included with the table of the appropriate question (e.g., see Q1A). Thus, the percents pertain to the people who answer a question, NOT necessarily the whole sample from each museum. For example, in Q18, 13% of those interviewed at HMSG indicated that they had been to the museums previously on a Thursday night. This is a total of 27 respondents (13% of the 203 total responding at HMSG). We see that 25% [at HMSG] said they had come twice on a Thursday before the night of the interview. This is 25% of the 13% or 3% of the whole sample at HMSG (a total of 6 respondents).

- (4) Preceding some of the tables [in bold] are two asterisks (**). This indicates that there are (statistically) significant differences between the museums. Where asterisks do not appear, it means that no 'real' differences exist between any of the museums in that particular table

In other words, in those questions without asterisks, even if some percentages look different across museums, the number of actual people comprising the difference is so small relative to the entire table that the apparent difference might be an accident of the particular sample of people we interviewed.

On the other hand, when the asterisks appear, indicating that a table is statistically significant, it means that there is a very high probability (over 95%) that the differences apparent in the percentage tables actually exist in the population of all visitors to Art Night, both those we interviewed and those we didn't.

For example, the differences in Q13 are significant. Examination of the percents for each museums shows that more visitors at the Sackler Gallery and fewer visitors at NMAfA and HMSG knew about the hours. We can be very sure that this was true of all visitors to Art Night. However, no asterisks appear before Q1; thus, even though there were differences among the sample of people we interviewed, the percents in Q1 for all of Art Night visitors (not just the sample of people we interviewed) are probably the same at all museums. The higher percentages at HMSG and the International Gallery should not be considered meaningful.

Table B.1
Art Night Visitor Study: Questionnaire Responses

[All numbers represent percentages of visitors interviewed at each museum.
The "Art Night" night column is the total. Copies of the actual questionnaires follow this table.]

1. Is this your first visit to the Smithsonian?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
Yes, this is my first visit	25.9	25.3	22.4	27.4	31.7	26.0
No, I am a repeat visitor	<u>74.1</u>	<u>74.7</u>	<u>77.6</u>	<u>72.6</u>	<u>68.3</u>	<u>74.1</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding in study:	89	98	108	195	30	520

1A. How many times have you been here before today?

[Asked of SI repeat visitors; i.e. Q1 = No]

I have visited SI...	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
1-3 times	19.6	10.7	26.8	25.7	35.0	22.5
4-9 times	20.7	32.6	14.5	16.2	13.4	19.6
10+ times	<u>59.7</u>	<u>56.7</u>	<u>58.6</u>	<u>58.2</u>	<u>51.6</u>	<u>57.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding	64	72	80	139	20	375

2. Is this your first visit to this museum?

[Asked of repeat SI visitors; i.e. Q1 = No]

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Yes, this is my first visit	39.5	35.9	53.4	39.4	64.4	43.1
No, I am a repeat visitor	<u>60.5</u>	<u>64.1</u>	<u>46.6</u>	<u>60.6</u>	<u>35.6</u>	<u>57.0</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding	66	70	83	151	20	391

2A. How many times have you been here before tonight?

[Asked of repeat museum visitors; i.e. Q2 = No]

I have visited this museum...	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
1-3 times	54.7	46.8	31.7	28.7	49.2	38.3
4-9 times	12.2	25.0	24.8	29.0	23.4	24.2
10+ times	<u>33.2</u>	<u>28.3</u>	<u>43.5</u>	<u>42.3</u>	<u>27.4</u>	<u>37.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding	39	45	39	89	7	219

3. When was the last time you were here?

[Asked of repeat museum visitors; i.e. Q2 = No]

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Earlier today	2.0	0.0	0.0	3.3	0.0	1.7
Before today, but on this trip	6.5	1.6	8.0	5.4	0.0	5.1
Within the last 6 months	51.2	70.9	40.9	44.4	59.8	51.0
7-12 months ago	6.9	8.7	5.5	14.8	10.9	10.3
1-2 years ago	19.9	18.3	21.5	16.1	9.8	18.0
2-4 years ago	11.8	0.5	13.2	0.9	10.6	5.3
more than 4 years ago	<u>1.8</u>	<u>0.0</u>	<u>10.9</u>	<u>15.2</u>	<u>9.0</u>	<u>8.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding	40	45	39	86	7	217

4. Have you ever attended any daytime or evening public programs in this museum?

[Asked of repeat museum visitors; i.e. Q2 = No]

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
No	64.5	74.1	65.3	67.2	82.3	68.3
Yes, daytime	6.8	2.9	11.3	1.0	6.0	4.5
Yes, evening	25.5	21.2	9.4	22.7	8.9	20.1
Yes, both	<u>3.2</u>	<u>1.9</u>	<u>14.1</u>	<u>9.1</u>	<u>2.9</u>	<u>7.2</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding	40	45	39	86	7	216

4A. If YES, how did you hear about the program(s)?

[Asked of repeat program attendants; i.e. Q4 = Yes]

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
SI related information	6.6	40.0	17.5	14.0	70.0	15.8
Wandered by	53.7	21.3	32.7	0.0	0.0	20.9
News media	32.3	38.7	22.7	63.0	30.0	44.5
Word of mouth	0.0	0.0	27.1	12.1	0.0	12.2
Mail	<u>7.4</u>	<u>0.0</u>	<u>0.0</u>	<u>10.9</u>	<u>0.0</u>	<u>6.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding	11	4	12	23	2	53

4B. What kind of program was it?

[Asked of repeat program attendants; i.e. Q4 = Yes]

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Music	49.7	19.1	57.4	8.9	0.0	28.1
Dance	5.5	57.4	7.9	0.0	16.4	12.0
Lecture	19.2	5.1	17.0	12.2	83.6	14.8
Film	<u>25.6</u>	<u>18.4</u>	<u>17.7</u>	<u>78.9</u>	<u>0.0</u>	<u>45.1</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding	14	10	11	26	2	64

5. What time did you get to the Smithsonian today?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Before 4:30 pm	21.0	27.2	32.6	40.2	29.1	32.3
After 4:30 pm	<u>79.0</u>	<u>72.8</u>	<u>67.4</u>	<u>59.8</u>	<u>70.9</u>	<u>67.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

6. Today, did you come to the Mall only to visit this museum, or as part of a general visit to the Smithsonian?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** This museum only	44.2	59.4	24.2	27.8	33.3	36.0
Smithsonian	<u>55.8</u>	<u>40.6</u>	<u>75.8</u>	<u>72.2</u>	<u>66.7</u>	<u>64.0</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

7. Where do you live?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Washington, D.C.	15.2	43.9	11.9	19.6	11.0	21.3
MD/VA suburbs	33.8	13.2	28.8	25.3	21.8	25.0
Other U.S.	41.1	39.5	46.7	43.4	60.6	43.9
Foreign	<u>9.9</u>	<u>3.4</u>	<u>12.6</u>	<u>11.7</u>	<u>6.6</u>	<u>9.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

8. What was the primary purpose of your visit to Washington?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
[not asked of Washington residents]						
** Smithsonian visit	6.5	16.0	13.9	18.2	11.4	14.5
Art Night	12.7	4.9	4.8	3.9	7.4	5.9
Business related	45.6	30.4	32.9	33.3	43.4	35.7
Leisure/recreation	<u>35.3</u>	<u>48.6</u>	<u>48.4</u>	<u>44.6</u>	<u>37.8</u>	<u>44.0</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding	65	45	93	153	26	382

9. How many days TOTAL is your visit to Washington?

[Asked of non-local visitors]	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
1-3 days	29.7	15.3	28.8	35.5	25.0	29.4
4-6 days	37.8	57.7	35.7	33.4	29.3	37.8
7+ days	<u>32.5</u>	<u>27.0</u>	<u>35.5</u>	<u>31.2</u>	<u>45.7</u>	<u>32.8</u>
Total	100.0	100.0	100.0	100.1	100.0	100.0
Number responding	45	39	61	110	19	275

10A. Did you make your decision to visit this building today, sometime after you arrived in Washington, or before your trip to Washington?

[Asked of non-local visitors]	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Today	26.8	64.3	22.6	38.6	56.8	38.9
After arrival in Washington	31.1	20.7	43.1	43.5	26.6	36.6
Before my trip to Washington	<u>42.2</u>	<u>15.0</u>	<u>34.3</u>	<u>17.9</u>	<u>16.6</u>	<u>25.3</u>
Total	100.1	100.0	100.0	100.0	100.0	100.8
Number responding	41	38	60	93	19	252

10B. Did you make your decision to visit this building today or before today?

[Asked of local visitors]	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Today	25.7	52.5	32.6	47.5	70.5	43.2
Before today	<u>74.3</u>	<u>47.5</u>	<u>67.4</u>	<u>52.5</u>	<u>29.5</u>	<u>56.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding	41	55	43	89	9	238

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

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Art Night (general)	37.8	50.1	33.2	26.5	48.0	35.3
Still open (in before closing)	12.2	12.7	14.6	11.5	12.7	12.5
Nothing else open at SI	1.1	3.6	5.1	18.1	14.1	9.7
Wandered By	2.6	5.6	8.3	8.5	7.2	6.9
Came with family/friends	7.2	2.9	0.7	9.6	6.0	5.9
Reputation/SI info	6.5	4.7	10.5	5.2	6.4	6.5
Art Night (specific program)	11.4	7.5	10.7	7.0	1.2	8.2
General art interest	<u>21.3</u>	<u>13.0</u>	<u>16.9</u>	<u>13.6</u>	<u>4.6</u>	<u>14.9</u>
Total	100.0	100.0	100.0	100.0	100.1	100.0

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

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Yes, Art Night related	7.2	0.0	9.9	4.7	0.0	5.0
Yes, museum exhibition	34.1	55.9	45.6	29.1	33.8	38.6
No	<u>58.7</u>	<u>44.1</u>	<u>44.5</u>	<u>66.2</u>	<u>66.2</u>	<u>56.4</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

13. Before today were you aware of this museum's evening hours?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Yes	60.6	82.0	71.8	61.5	70.4	68.0
No	<u>39.4</u>	<u>18.0</u>	<u>28.2</u>	<u>38.5</u>	<u>29.7</u>	<u>32.0</u>
Total	100.0	100.0	100.0	100.0	100.1	100.0

How or where did you hear about the evening hours?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
SI related information	16.1	9.6	11.0	21.5	14.2	15.7
Washington Post	7.0	21.8	13.9	9.7	3.8	12.1
City Paper	2.5	10.0	3.2	2.6	4.2	4.5
Other Washington, D.C. media	8.0	0.0	7.5	9.0	5.6	6.3
Hotel information	0.0	0.7	1.1	5.8	4.1	2.8
Signs/Wandered by	50.8	28.5	39.7	28.1	51.4	35.5
Word of mouth	11.6	28.6	21.9	20.0	16.7	20.6
Don't know	<u>4.1</u>	<u>0.9</u>	<u>1.7</u>	<u>3.4</u>	<u>0.0</u>	<u>2.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

14. Did you attend any programs in the museum this evening?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Yes	32.0	22.8	24.0	n/a	4.3	23.9
No	<u>68.0</u>	<u>77.2</u>	<u>76.0</u>	n/a	<u>95.8</u>	<u>76.1</u>
Total	100.0	100.0	100.0	n/a	100.1	100.0

If YES, which programs did you attend?

Lecture	0.0	3.3	17.6	n/a	2.2	7.0
Music	19.1	0.0	0.0	n/a	1.6	5.4
Film	8.2	2.6	7.3	n/a	1.1	5.5
Dance	0.0	12.7	0.0	n/a	0.0	3.9

If NO, which of these reasons influenced your decision not to attend?

No time	43.5	27.8	33.2	n/a	43.6	35.1
Not interested	25.7	36.7	23.6	n/a	17.4	27.4
Did not know about programs	<u>30.9</u>	<u>35.5</u>	<u>43.2</u>	n/a	<u>39.1</u>	<u>37.5</u>
Total	100.1	100.0	100.0	n/a	100.1	100.0

15. Do you plan to visit any other museums tonight?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
Yes	20.5	27.4	33.0	25.0	45.7	27.5
No/Not SI	<u>79.5</u>	<u>72.7</u>	<u>67.0</u>	<u>75.0</u>	<u>54.4</u>	<u>72.5</u>
Total	100.0	100.1	100.0	100.0	100.1	100.0

If YES, which museums?*

NMAfA	0.0	8.2	7.0	9.8	19.0	8.0
Sackler	13.2	0.0	19.6	12.6	14.0	11.9
Freer	8.4	5.3	0.0	11.0	19.2	7.9
HMSG	7.3	9.4	6.6	0.0	13.0	5.3
Int'l Gall	2.7	2.7	4.2	7.4	0.0	4.9

*Not additive; respondents could name more than one museum.

If YES, how many museums?

One	68.0	67.4	69.9	42.6	62.1	58.5
Two	21.2	16.2	20.9	33.1	15.1	24.2
Three +	<u>10.8</u>	<u>16.4</u>	<u>9.2</u>	<u>24.3</u>	<u>22.8</u>	<u>17.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

15A. Did you go to the cafe?

[Asked of HMSG visitors only]

Yes	19.7
No	<u>80.4</u>
Total	100.1

16. How interested would you be in a cafe or food service in this museum?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Very interested	38.0	15.0	39.1	n/a	31.4	30.7
Somewhat interested	29.6	34.3	34.1	n/a	36.9	33.2
Not interested	<u>32.4</u>	<u>50.7</u>	<u>26.8</u>	n/a	<u>31.8</u>	<u>36.1</u>
Total	100.0	100.0	100.0	n/a	100.1	100.0

17. Where did you eat dinner tonight?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
Home	11.9	5.3	9.1	n/a	7.4	8.5
On the Mall	5.4	3.4	3.6	n/a	12.4	4.8
Off the Mall	10.0	15.5	5.4	n/a	10.2	10.2
Haven't eaten yet	<u>72.7</u>	<u>75.8</u>	<u>81.9</u>	n/a	<u>69.9</u>	<u>76.5</u>
Total	100.0	100.0	100.0	n/a	99.9	100.0

18. This summer the art museums have been open on Thursday nights.

Have you been here previously on a Thursday night?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
Yes	17.7	9.6	12.1	13.3	9.8	12.9
No	<u>82.4</u>	<u>90.4</u>	<u>87.9</u>	<u>86.7</u>	<u>90.2</u>	<u>87.1</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
If YES, how many times?						
One	63.6	52.4	22.3	44.8	47.6	46.0
Two	15.5	20.6	47.8	25.0	44.2	27.3
Three +	<u>20.9</u>	<u>27.0</u>	<u>29.9</u>	<u>30.2</u>	<u>8.3</u>	<u>26.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

19. How likely are you to come to future Thursday nights? Would you say...?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Very likely	48.8	72.3	47.6	39.5	53.3	49.5
Somewhat likely	12.6	6.4	36.6	19.8	20.3	19.7
Not likely	<u>38.6</u>	<u>21.3</u>	<u>15.9</u>	<u>40.7</u>	<u>26.4</u>	<u>30.9</u>
Total	100.0	100.0	100.1	100.0	100.0	100.1

20. Who are you here in the museum with today?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
I'm alone	33.3	21.3	22.0	26.9	27.3	25.9
With one other adult	42.8	42.5	42.3	35.2	34.2	39.2
With several adults	9.1	17.5	18.4	12.7	17.1	14.4
With children	<u>14.8</u>	<u>18.7</u>	<u>17.4</u>	<u>25.3</u>	<u>21.5</u>	<u>20.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

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

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
Yes	72.8	89.1	79.2	74.3	81.9	78.4
No	<u>27.2</u>	<u>10.9</u>	<u>20.8</u>	<u>25.7</u>	<u>18.1</u>	<u>21.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

22. What is your age?

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
Under 24	16.5	9.8	18.7	18.5	20.9	16.8
25-34 yrs	15.2	17.0	14.3	17.7	28.9	17.1
35-44 yrs	31.9	39.4	25.9	29.3	29.4	30.9
45-54 yrs	24.1	16.7	28.6	23.7	20.5	23.3
Over 55	<u>12.4</u>	<u>17.1</u>	<u>12.5</u>	<u>10.8</u>	<u>0.4</u>	<u>12.0</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

23. What kind of work do you do?

[respondents 18 yrs or older]	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
Executive/Management	8.1	20.2	12.7	8.5	4.9	11.6
Engineer/Architect	3.2	3.9	5.9	4.6	1.3	4.4
Professional Specialties	38.2	57.1	34.0	48.9	50.8	46.3
Sales, Tech/Admin support	29.4	4.4	19.3	19.8	19.4	17.4
Service	1.9	0.0	7.5	2.8	1.4	2.9
Skilled Labor	0.0	0.5	0.9	0.2	2.7	0.5
Semi-skilled Labor	0.7	0.0	0.0	3.6	0.0	1.5
Active Military	1.6	0.7	1.4	2.3	1.4	1.7
Not in the Labor Force	<u>16.9</u>	<u>13.3</u>	<u>18.2</u>	<u>9.4</u>	<u>18.2</u>	<u>13.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding	67	97	91	181	28	464

24. What kind of place do you work for?

[respondents 18 yrs or older]	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
Agr/Forest/Fish/Mining	0.0	0.4	1.0	0.0	0.0	0.3
Construction/Manufacturing	4.3	15.7	3.7	6.4	6.3	7.5
Transp/Commun/Pub. Util	0.0	1.4	0.8	4.4	0.0	2.2
Wholesale/Retail Trade	4.5	1.1	1.0	4.5	2.0	2.9
Finance/Business/Insurance	5.4	1.2	15.6	1.2	5.9	5.0
Pers. Services/Entertainment	11.9	2.5	1.7	10.4	5.6	6.9
Professional/Related Services	30.5	40.6	32.1	45.5	48.3	39.8
Public Administration	24.2	22.9	22.3	16.7	12.4	19.9
Active Military	1.7	0.7	3.5	1.1	1.4	1.6
Not in the Labor Force	<u>17.4</u>	<u>13.4</u>	<u>18.5</u>	<u>9.9</u>	<u>18.2</u>	<u>14.0</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Number responding	65	96	90	172	28	451

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

		<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
**	[respondents 25 yrs or older]						
	High school graduate or less	2.7	0.0	8.1	8.3	3.1	5.4
	Assoc/Jr./Tech	1.9	0.0	3.1	3.1	0.7	2.1
	Some college	4.8	2.2	6.5	6.0	5.1	5.1
	Bachelor's degree	41.2	45.5	25.9	20.3	36.3	30.8
	Some graduate study	0.8	1.1	10.2	9.5	14.5	6.8
	MA/Ph.D./Professional	<u>48.7</u>	<u>51.2</u>	<u>46.2</u>	<u>52.8</u>	<u>40.3</u>	<u>49.8</u>
	Total	100.0	100.0	100.0	99.9	100.0	99.9
**	Less than a Bachelor's degree	9.3	2.2	17.8	17.4	8.9	12.7
	Bachelor's degree or more	<u>90.7</u>	<u>97.8</u>	<u>82.2</u>	<u>82.6</u>	<u>91.1</u>	<u>87.3</u>
	Total	100.0	100.0	100.0	100.0	100.0	100.0
	Number responding	71	88	89	166	24	438

26. What is your cultural/racial/ethnic identity?

[U.S. residents only; i.e. Q7 is not Foreign]

		<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
**	African American/Black	19.6	7.7	2.0	0.0	7.5	5.7
	Asian/Pacific Islander	1.1	10.8	10.4	4.4	1.0	6.1
	Caucasian/White	71.1	79.6	75.4	88.3	86.9	80.9
	Hispanic/Latino/Native Am	5.2	2.0	5.5	3.3	3.5	3.9
	Other	<u>3.1</u>	<u>0.0</u>	<u>6.5</u>	<u>3.9</u>	<u>1.0</u>	<u>3.4</u>
	Total	100.0	100.0	99.9	100.0	100.0	100.0
**	Minority	29.0	20.5	24.6	11.7	13.1	19.1
	Non-minority	<u>71.1</u>	<u>79.6</u>	<u>75.4</u>	<u>88.3</u>	<u>86.9</u>	<u>80.9</u>
	Total	100.0	100.0	100.0	100.0	100.0	100.0
	Number responding	65	74	76	141	22	379

27. Gender

		<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
	Female	57.7	56.8	52.1	53.5	58.3	54.8
	Male	<u>42.3</u>	<u>43.2</u>	<u>47.9</u>	<u>46.5</u>	<u>41.7</u>	<u>45.2</u>
	Total	100.0	100.0	100.0	100.0	100.0	100.0

28. Finally, if you were the director of this museum, what things would you improve, change, or add on Thursday nights?

Note: Additional details are in Table B.2.

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG*</u>	<u>Int'l Gall</u>	<u>Art Night</u>
** Amenities	17.4	9.4	24.5	7.8	18.2	13.7
Expand information sources	29.1	32.4	24.5	23.7	33.1	26.9
Programmatic	14.5	23.9	18.9	9.6	21.3	15.6
Nothing/Don't know/ Just entering* (HMSG only)	<u>39.1</u>	<u>34.2</u>	<u>32.1</u>	<u>59.0</u>	<u>27.4</u>	<u>43.9</u>
Total	100.1	100.0	100.0	100.0	100.0	100.0

Status

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
Completed interviews	89.7	81.6	88.7	87.2	92.0	87.0
Refusals due to language	3.7	0.9	0.0	3.9	0.0	2.3
Refusals for other reasons	<u>6.6</u>	<u>17.6</u>	<u>11.3</u>	<u>8.9</u>	<u>8.0</u>	<u>10.7</u>
Total	100.0	100.1	100.0	100.0	100.0	100.0
Number of intercepted visitors	102	126	124	240	33	624

Percentage of interviews completed during each week of the study

	<u>NMAfA</u>	<u>Sackler</u>	<u>Freer</u>	<u>HMSG</u>	<u>Int'l Gall</u>	<u>Art Night</u>
Week 1	11.7	9.1	15.5	9.7	8.6	11.1
Week 2	16.3	18.4	14.4	15.1	31.8	16.7
Week 3	20.7	10.1	18.1	24.5	20.4	19.6
Week 4	19.3	10.9	13.0	15.9	9.8	14.6
Week 5	15.4	12.4	20.1	21.8	23.5	18.7
Week 6	<u>16.7</u>	<u>39.1</u>	<u>19.0</u>	<u>13.1</u>	<u>6.0</u>	<u>19.4</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

* Question 28 is not applicable to HMSG visitors, as they were interviewed upon entering. Data reflects opinions of visitors who had previously visited HMSG.

Table B.2

Visitor Suggestions for Improvements, Changes, and Additions (Q28)

Note: Data are in percent for the total Art Night audience

Programmatic (15.6%):

Sub-totals

- 1.8 Lectures
 - "have more gallery talks"
- 1.8 Social
 - "host more social events"
 - "host functions to bring more people"
- 2.0 Tours/More Guides
 - "expand tours"
 - "have guided tours after-hours"
 - "have a short introductory tour"
- 0.4 Stuff for Kids/Younger Audiences
 - "more interactive programs for children"
 - "special room for children"
- 2.4 Concerts/Music
 - "have music programs"
 - "add music"
- 2.0 More Art/More Selectivity
 - "have more things on display"
 - "show Japanese woodblocks"
 - "native costumes and dance would be good"
- 0.9 Dance/Performing Arts Programs
 - "Add dance performances. It's important to this culture."
 - "performing arts are few and should be expanded"
- 0.7 Films
 - "have films"
 - "have ongoing videos: history of Africa"
- 0.2 Storytellers
- 2.3 More Weekend Programs
- 0.7 More Free Programs
 - "have brochures to take home"
- 0.4 More Wall Labels

Amenities (13.7%):

Sub-totals

- 0.7 Better Seating
 - "have seats to watch the video"
 - "have comfortable chairs"
- 6.1 Food
 - "maybe add a cafeteria"
 - "make food service available"
- 0.1 Sell Stuff/Postcards
- 3.5 Better Maps/Signs
 - "better signs at front of museum saying 'open until 8 p.m.'"
 - "better signs to direct people"

Table B.2 (cont.)

Amenities (13.7%) (cont.):

Sub-totals

- 0.6 Improve Accessibility
 - "change the entrance, it's hard to get into the museum"
 - "Don't show subtitled shows because you can't see the subtitles with the sloped theater and you can't read every word. We were very disappointed."
- 1.4 Open the Courtyard (Freer)
 - "open the courtyard and have benches"
- 0.2 Improve Lighting
- 0.3 Increase Quiet
 - "The cafe is in a noisy spot and should be moved 20 feet away from the fountain"
- 0.6 Improve/Increase Bathrooms
- 0.2 Have Info at All Entrances on Performances

Expand Publicity/Info About Art Night (26.9%):

Sub-totals

- 4.6 Get Word Out/Publicity
 - "promote the existence of these exhibits and work on making people aware of what is here"
 - "better advertisement of individual programs"
- 2.8 More Info Available
 - "have more people in museum to tell about the exhibits"
 - have more signs about the evening programming"
- 5.6 More Museums Open
- 13.3 More Hours/Open Later/Open Other Days
 - "be open on other nights and more nights, also expand to the rest of the year"
 - "open for Thursdays nights in the winter"
 - "do it all year or start around Spring break"
- 0.4 Continue the Program
- 0.2 Update Telephone Information Line
 - "make sure the telephone information line is more accurate and up to date on museum Art Night hours"

Nothing/Don't Know (43.9%):

Sub-totals

- 18.1 No Idea
 - "can't think of anything"
 - 17.2 Nothing
 - "it was pleasant, nothing in particular"
 - "it's good as it is"
 - 6.0 Haven't Looked Yet/Just Arrived
 - 2.6 It's Perfect/Wonderful
 - "it's wonderful, the building is nice"
-

Entry

id

--	--	--	--

interv

--	--

Count _____

Summer 1997 Art Night Visitor Study: Entry

1. Is this your first visit to the Smithsonian?

☐ Yes [goto Q5] ☐ No [goto Q1A]

1A. How many times have you been here before today?

_____ (record number)

--	--

2. Is this your first visit to this museum?

☐ Yes [goto Q5] ☐ No [goto Q2A]

2A. How many times have you been here before tonight?

_____ (record number)

--	--

3. When was the last time you were here?

- ☐ earlier today ☐ 1-2 years ago
☐ this trip-before today ☐ 2-4 years ago
☐ w/in last 6 months ☐ more than four years ago
☐ 7-12 months ago

4. Have you ever attended any daytime or evening public programs in this museum? [not TSA programs]

- ☐ No
☐ Yes, daytime
☐ Yes, evening
☐ Yes, both

4A. If YES, How did you hear about the program(s)?

--	--

4B. What kind of program was it?

- ☐ Music ☐ Lecture
☐ Dance ☐ Film

q4both

--	--

Other _____

5. What time did you get to the Smithsonian today?

--	--

 :

--	--

6. Today, did you come to the Mall only to visit this museum, or as part of general visit to the Smithsonian?

- ☐ this museum only
☐ this museum, and others if time
☐ Smithsonian

*7. Where do you live?

- ☐ Washington, DC
☐ MD/VA suburbs
☐ Other US _____
☐ Foreign _____

statecity

--	--	--

8. What is the primary purpose of your visit to Washington?

- ☐ Smithsonian visit ☐ visiting friends/family
☐ Art Night ☐ vacation/recreation
☐ work in DC ☐ shopping/restaurant
☐ business related ☐ personal business
☐ school related ☐ other _____

q8oth

--	--

Non-local visitors only

9. How many days TOTAL is your visit to Washington?

_____ (record number)

--	--

10A. 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

Local visitors only

10B. Did you make your decision to visit this building today or before today?

- ☐ Today ☐ Before today

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

(choose one)

- ☐ Art Night (general) ☐ brought children
☐ still open (in museum before closed) ☐ castle/SI info
☐ Nothing else at SI open ☐ general art interest
☐ came with family/friends ☐ repeat visit
☐ recommendation: family/friends ☐ wandered by
☐ brought out of town guests ☐ reputation
☐ Art Night (specific program) [goto Q13] ☐ tour

Q11spec

--	--

12. Was there something in particular you wanted to see or do in this museum? ☐ no ☐ yes

If YES, What?

--	--

15194



13. Before today were you aware of this museum's evening hours?

☐ ☐

☐ Yes -- Where did you hear about this?

☐ No -- How did you hear about the evening hours?

- ☐ Wash Post ☐ City Paper ☐ TV/Radio
☐ Postcard ☐ Word of Mouth ☐ Signs

Other _____

15. Do you plan to visit any other museums tonight?

☐ Yes Which ones?

☐ African Art

Other _____

☐ Freer Gallery

☐ Hirshhorn

☐ International Gallery

☐ No

q15oth

☐ ☐

☐ Sackler Gallery

15A. Did you go to the cafe?

☐ yes ☐ no

18. This summer the art museums have been open Thursday nights. Have you been here previously on a Thursday night?

☐ Yes ☐ No

☐ ☐

If YES, How many times? _____

19. How likely are you to come to future Thursday nights? Would you say... (read out loud)

☐ Very likely

☐ Somewhat not likely

☐ Somewhat likely

☐ Not likely at all

☐ extra1

☐ extra2

extra3

☐ ☐

Now just a few questions about you...

*20. Who are you here in the museum with today?

- ☐ Alone [goto q22] ☐ Adults w/children
☐ One other adult ☐ Group of teens
☐ Several adults ☐ Tour group
☐ Child(ren) ☐ School group
☐ Adult w/children

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

☐ Yes ☐ No

*22. What is your age? _____

age

☐ ☐

23. What kind of work do you do?

occup

☐ ☐

☐ retired

24. What kind of place do you work for?

industry

☐ ☐

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

- ☐ HS grad or less ☐ Bachelor's degree
☐ Assoc/Jr/Tech ☐ Some graduate study
☐ Some college ☐ MA/Ph.D/Profess.

*26. What is your cultural/racial/ethnic identity?

- ☐ African American/Black ☐ Hispanic/Latino
☐ Asian/Pac. Islander ☐ Native Am./AK Native
☐ Caucasian/White Other _____ ☐

*27. Gender: ☐ Female ☐ Male

28. Finally, If you were the director of this museum, what things for visitors would you improve, change or add on Thursday nights?

☐ ☐

q28dir

19. How likely are you to come to future Thursday nights? Would you say... (read out loud)

☐ Very likely

☐ Somewhat not likely

☐ Somewhat likely

☐ Not likely at all

☐ extra1

☐ extra2

extra3

☐ ☐

location		status	
<input type="radio"/> African Art	<input type="radio"/> Interview		
<input type="radio"/> Freer Gallery	<input type="radio"/> SI staff		
<input type="radio"/> Hirshhorn	<input type="radio"/> Inelig.		
<input type="radio"/> International Gallery	<input type="radio"/> Ref: lang		
<input type="radio"/> Sackler Gallery	<input type="radio"/> Ref: other		
Reason for refusal: _____			
segment		session	
<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4		<input type="checkbox"/> <input type="checkbox"/>	
<input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8			

15194

Exit

id

interv

Count

Summer 1997 Art Night Visitor Study: Exit

1. Is this your first visit to the Smithsonian?

☐ Yes [goto Q5] ☐ No [goto Q1A]

1A. How many times have you been here before today?

_____ (record number)

2. Is this your first visit to this museum?

☐ Yes [goto Q5] ☐ No [goto Q2A]

2A. How many times have you been here before tonight?

_____ (record number)

3. When was the last time you were here?

- ☐ earlier today ☐ 1-2 years ago
☐ this trip-before today ☐ 2-4 years ago
☐ w/in last 6 months ☐ more than four years ago
☐ 7-12 months ago

4. Have you ever attended any daytime or evening public programs in this museum? [not TSA programs]

- ☐ No
☐ Yes, daytime
☐ Yes, evening
☐ Yes, both

4A. If YES, How did you hear about the program(s)?

4B. What kind of program was it?

- ☐ Music ☐ Lecture
☐ Dance ☐ Film

q4both

Other _____

5. What time did you get to the Smithsonian today?

_____ : _____

6. Today, did you come to the Mall only to visit this museum, or as part of general visit to the Smithsonian?

- ☐ this museum only
☐ this museum, and others if time
☐ Smithsonian

*7. Where do you live?

- ☐ Washington, DC
☐ MD/VA suburbs
☐ Other US _____
☐ Foreign _____

statecity

8. What is the primary purpose of your visit to Washington?

- ☐ Smithsonian visit ☐ visiting friends/family
☐ Art Night ☐ vacation/recreation
☐ work in DC ☐ shopping/restaurant
☐ business related ☐ personal business
☐ school related ☐ other _____

q8oth

Non-local visitors only

9. How many days TOTAL is your visit to Washington?

(record number)

10A. 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

Local visitors only

10B. Did you make your decision to visit this building today or before today?

- ☐ Today ☐ Before today

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

(choose one)

- ☐ Art Night (general) ☐ brought children
☐ still open (in museum before closed) ☐ castle/SI info
☐ Nothing else at SI open ☐ general art interest
☐ came with family/friends ☐ repeat visit
☐ recommendation: family/friends ☐ wandered by
☐ brought out of town guests ☐ reputation
☐ Art Night (specific program) [goto Q13] ☐ tour

Q11spec

12. Was there something in particular you wanted to see or do in this museum? ☐ no ☐ yes

If YES, What?

60110



13. Before today were you aware of this museum's evening hours?

☐ ☐

☐ Yes -- Where did you hear about this?

☐ No -- How did you hear about the evening hours?

- ☐ Wash Post ☐ City Paper ☐ TV/Radio
☐ Postcard ☐ Word of Mouth ☐ Signs

Other _____

14. Did you attend any programs in the museum this evening?

☐ Yes Which ones?

q14oth ☐ ☐

- ☐ Lecture ☐ Music ☐ Film ☐ Dance

Other _____

☐ No Which of these reasons influenced your decision not to attend? (Show card) (choose one)

- ☐ A. No time ☐ D. Did not know about programs
☐ B. Not interested ☐ E. Came only for exhibition
☐ C. Need to get home

15. Do you plan to visit any other museums tonight?

☐ Yes Which ones?

Other _____

- ☐ African Art
☐ Freer Gallery
☐ Hirshhorn
☐ International Gallery
☐ Sackler Gallery

☐ No

q15oth ☐ ☐

16. How interested would you be in a cafe or food service in this museum...? (read out loud)

- ☐ Very interested ☐ Somewhat not interested
☐ Somewhat interested ☐ Not interested at all

17. Where did you eat dinner tonight?

q17oth

- ☐ Home ☐ Off Mall (restaurant, etc...)
☐ Mall ☐ Haven't eaten

☐ ☐

Other _____

18. This summer the art museums have been open Thursday nights. Have you been here previously on a Thursday night? ☐ Yes ☐ No

If YES, How many times? _____

☐ ☐

19. How likely are you to come to future Thursday nights? Would you say... (read out loud)

- ☐ Very likely ☐ Somewhat not likely
☐ Somewhat likely ☐ Not likely at all

extra1

extra2

extra3

☐ ☐

Now just a few questions about you...

*20. Who are you here in the museum with today?

- ☐ Alone [goto q22] ☐ Adults w/children
☐ One other adult ☐ Group of teens
☐ Several adults ☐ Tour group
☐ Child(ren) ☐ School group
☐ Adult w/children

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

☐ Yes ☐ No

*22. What is your age? _____

age ☐ ☐

23. What kind of work do you do?

occup ☐ ☐

_____ ☐ retired

24. What kind of place do you work for?

industry ☐ ☐

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

- ☐ HS grad or less ☐ Bachelor's degree
☐ Assoc/Jr/Tech ☐ Some graduate study
☐ Some college ☐ MA/Ph.D/Profess.

*26. What is your cultural/racial/ethnic identity?

- ☐ African American/Black ☐ Hispanic/Latino
☐ Asian/Pac. Islander ☐ Native Am./AK Native
☐ Caucasian/White Other _____ ☐

*27. Gender: ☐ Female ☐ Male

28. Finally, If you were the director of this museum, what things for visitors would you improve, change or add on Thursday nights?

☐ ☐

q28dir

location		status	
<input type="radio"/> African Art		<input type="radio"/> Interview	
<input type="radio"/> Freer Gallery		<input type="radio"/> SI staff	
<input type="radio"/> Hirshhorn		<input type="radio"/> Inelig.	
<input type="radio"/> International Gallery		<input type="radio"/> Ref: lang	
<input type="radio"/> Sackler Gallery		<input type="radio"/> Ref. other	
segment		Reason for refusal: _____	
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8
		session	
		<input type="checkbox"/> <input type="checkbox"/>	

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Table C.1 Visitors to the Freer and Sackler Galleries: All Visitors and New Visitors

Art Night Visitors vs. Summer Visitors

Institutional Studies Office

Table C.1 (cont.)

	All Freer and Sackler Visitors		Visitors New to Freer or Sackler			All Freer and Sackler Visitors		Visitors New to Freer or Sackler	
	Art Night	Summer 1995	Art Night	Summer 1995		Art Night	Summer 1995	Art Night	Summer 1995
<u>All from same area</u>									
Yes	84	76	85	79	<u>Education (Age 25 or older)</u>	4	5	6	8
No	16	24	15	21	High school or less	6	10	9	10
Total	100	100	100	100	Some college	42	30	41	32
					B.A. degree	49	55	44	50
					Grad degree	101	100	100	100
<u>What led to your decision to visit this museum?*</u>									
Art Night	50		49		<u>Purpose of trip to DC*</u>				
Still open	14		11		(Non-local residents only)	15		12	
Nothing else open	4		6		SI visit	5		1	
Family	1	2	0	3	Art Night	5	5	3	2
Recommendation	4	9	3	15	work in DC	24	15	29	14
Guests	1	2	0	0	business	2	2	4	2
Bringing children	0	2	0	1	school	8	17	10	19
SI info	1	0	1	5	friends	37	59	38	63
Gen. art interest	15	5	15	5	vacation	4		0	
Repeat visit	1	29	1	1	shopping	2	2	3	1
Wandered by	7	16	6	26	personal				
Reputation	3	6	6	10	<u>Came to see</u>				
Tour	0	0	0	1	Museum	41	32	43	16
Asian art interest		22		21	SI	59	68	57	84
Media		5		4	Total	100	100	100	100
					Number of Visitors	205	9433	69	4550
*These items are not strictly comparable									

*These items are not strictly comparable

Table C.2
Art Night Visitors
Freer and Sackler Visitors vs. All Other Visitors
Significant differences only
(in percent)

	Freer and Sackler Visitors	Other Art Night Visitors		Freer and Sackler Visitors	Other Art Night Visitors
<u>What led to the decision to visit</u>			<u>Heard about Art Night hours</u>		
Art Night	24	23	Washington Post	18	8
General art interest	41	31	Other DC media	10	11
Still open	15	16	SI sources	10	20
Reputation	8	6	Signs	35	36
Family/friends	2	8	Word of mouth	25	18
Other	<u>10</u>	<u>16</u>	Don't know/other	<u>2</u>	<u>7</u>
Total	100	100	Total	100	100
<u>Came for a particular reason</u>			<u>Might attend future Art Nights</u>		
No	44	64	Not likely	18	39
Yes, Art Night	5	5	Somewhat likely	22	18
Yes, other	<u>50</u>	<u>31</u>	Very likely	<u>59</u>	<u>43</u>
Total	99	100	Total	99	100
			<u>Suggestions for changes</u>		
			None	33	51
			Amenities	18	11
			Expand Art Night	28	26
			Programs	<u>21</u>	<u>12</u>
			Total	100	100

Table C.3
Art Night Visitors
First-time Visitors to Freer or Sackler vs. All Other First-time Visitors
Significant differences only
(in percent)

	New to Freer or Sackler	Other Art Night Museums		New to Freer or Sackler	Other Art Night Museums
<u>Number of previous visits SI</u> (Repeat visitors only)			<u>Might attend future Art Nights</u>		
One to three	30	44	Not likely	25	52
Four to nine	17	26	Somewhat likely	24	17
Ten or more	<u>53</u>	<u>30</u>	Very likely	<u>51</u>	<u>31</u>
Total	100	100	Total	100	100
<u>Time of decision to visit</u> (local visitors only)			<u>Suggestions for changes</u>		
Today	66	40	None	46	55
Before Today	<u>34</u>	<u>60</u>	Amenities	25	11
Total	100	100	Expand Art Night	14	23
			Programs	<u>15</u>	<u>12</u>
			Total	100	101

Table C.4
Art Night Visitors
Local Visitors vs. Non-local Visitors
Significant differences only
(in percent)

	Local	Non-local	Local	Non-local
<u>First visit to SI</u>			<u>Attended past public programs in this museum</u>	
No	95	55	60	93
Yes	5	45	40	7
Total	100	100	100	100
<u>Number of previous visits to SI</u> (Repeat visitors only)			<u>Came to Mall to visit museum or SI</u>	
One to three	2	54	58	17
Four to nine	17	23	42	83
Ten or more	81	23	100	100
Total	100	100		
<u>First visit to this museum</u>			<u>Primary purpose of visit to DC</u> (non-local visitors only)	
No	66	20	28	0
Yes	34	80	32	40
Total	100	100	14	53
			26	7
			100	100
<u>Number of previous visits to this museum</u> (Repeat visitors only)			<u>Came for a particular reason</u>	
One to three	29	66	42	70
Four to nine	26	17	9	1
Ten or more	45	17	49	29
Total	100	100	100	100

(cont.)

Table C.4 (cont.)		Local	Non-local	Local	Non-local
<u>What led to the decision to visit</u>					
Art Night		65	25	81	95
Art interest		11	19	19	5
Still open		4	25	100	100
Reputation		4	9		
Family/friends		7	5		
Other		10	17	10	49
Total		101	100	22	17
<u>Heard about Art Night Hours</u>				68	34
Washington Post		24	1	100	100
Other DC media		15	7		
SI sources		15	17	39	49
Signs		23	46	13	15
Word of mouth		20	21	31	23
Don't know/other		3	8	17	13
Total		100	100	100	100
<u>Reason for not attending an Art Night program</u>					
No time		19	47	21	13
No interest		37	20	20	14
Don't know		44	33	28	33
Total		100	100	18	28
				13	12
				100	100
<u>Ate dinner</u>					
At home		13	5	28	23
On Mall		4	5	46	34
Off Mall		11	10	15	14
Didn't eat		72	80	11	22
Total		100	100	100	100

Table C.5
Art Night Visitors
First Visit to Smithsonian vs. Repeat Visit to Smithsonian
Significant differences only
(in percent)

	First	Repeat		First	Repeat
<u>First visit to this museum</u>			<u>Reason for not attending an Art Night program</u>		
No	0	55	No time	26	41
Yes	<u>100</u>	<u>45</u>	No interest	49	30
Total	100	100	Don't know	<u>25</u>	<u>29</u>
			Total	100	100
<u>Number of previous visits to this museum</u> (Repeat visitors only)			<u>Attended a previous Art Night</u>		
One to three		39	No	98	84
Four to nine		25	Yes	<u>2</u>	<u>16</u>
Ten or more		<u>36</u>	Total	100	100
Total		100			
<u>Came to Mall to visit museum or SI</u>			<u>Plan to visit other museums tonight</u>		
Museum	17	43	No	65	75
Smithsonian	<u>83</u>	<u>57</u>	Yes	<u>35</u>	<u>25</u>
Total	100	100	Total	100	100
<u>Primary purpose of visit to DC</u> (non-local visitors only)			<u>Might attend future Art Nights</u>		
Art Night	0	16	Not likely	58	22
Business	33	39	Somewhat likely	17	21
Recreation	58	30	Very likely	<u>25</u>	<u>57</u>
SI visit	2	<u>15</u>	Total	100	100
Total	100	100			
			<u>Suggestions for changes</u>		
			None	54	40
			Expand Art Night	18	30
			Amenities	14	15
			Programs	<u>14</u>	<u>15</u>
			Total	100	100

(cont.)

Table C.5 (cont.)
First Visit to Smithsonian vs. Repeat Visit to Smithsonian

	First	Repeat		First	Repeat
<u>What led to the decision to visit</u>			<u>Residence</u>		
Art Night	23	51	D.C.	5	28
Art interest	8	17	Md/Va suburbs	3	33
Still open	38	8	Other U.S.	73	33
Reputation	9	6	Foreign	<u>19</u>	<u>7</u>
Family/friends	6	5	Total	100	101
Other	<u>16</u>	<u>13</u>			
Total	100	100			
<u>Came for a particular reason</u>			<u>Age</u>		
No	79	50	Under 25	17	17
Yes, Art Night	1	7	25 to 34	18	17
Yes, other	<u>20</u>	<u>43</u>	35 to 44	43	26
Total	100	100	45 to 54	16	26
			55 or older	<u>6</u>	<u>14</u>
			Total	100	100
<u>Heard about Art Night hours</u>			<u>Visit group</u>		
Washington Post	1	16	Alone	17	29
Other DC media	6	12	Pair	35	42
SI sources	10	18	Group	12	15
Signs	52	29	With child(ren)	<u>36</u>	<u>14</u>
Word of mouth	23	21	Total	100	100
Don't know/other	<u>8</u>	<u>4</u>			
Total	100	100			

Table C.6
Art Night Visitors
First-time Visitors to the Smithsonian vs. Repeat Visitors to the Smithsonian
Non-local Visitors only
Significant differences only
(in percent)

	Non-local First-time SI Visitors	Non-local Repeat SI Visitors		Non-local First-time SI Visitors	Non-local Repeat SI Visitors
<u>Came for a particular reason</u>			<u>Suggestions for changes</u>		
No	80	62	None	55	45
Yes, Art Night	1	2	Amenities	16	14
Yes, other	<u>19</u>	<u>36</u>	Expand Art Night	18	27
Total	100	100	Programs	<u>11</u>	<u>14</u>
			Total	100	100
<u>Interest in food service in the museum</u>			<u>Visit group</u>		
Not interested	42	30	Alone	17	28
Somewhat interested	33	33	Pair	32	35
Very interested	<u>25</u>	<u>37</u>	Group	12	15
Total	100	100	With child(ren)	<u>39</u>	<u>22</u>
			Total	100	100
<u>Might attend future Art Nights</u>			<u>Age</u>		
Not likely	62	40	Under 25	16	11
Somewhat likely	15	19	25 to 34	16	13
Very likely	<u>23</u>	<u>41</u>	35 to 44	44	26
Total	100	100	45 to 54	17	35
			55 or older	7	<u>15</u>
			Total	100	100

Table C.7
Interest in Visiting Other Art Night Locations on the Same Art Night
(in percent)

Interview Location	Not Interested	Yes, Interested	Total
African Art	80	21	100
Freer	67	33	100
Hirshhorn	75	25	100
Int'l Gallery	54	46	100
Sackler	73	27	100

Interview Location	Percent Interested	<u>Which Museum?*</u>				
		African Art	Freer	Hirshhorn	Int'l Gallery	Sackler
African Art	21		8	7	3	13
Freer	33	7		7	4	20
Hirshhorn	25	10	11		7	13
Int'l Gallery	46	19	19	13		14
Sackler	27	8	5	9	3	
Total	28					

*Not additive, visitors could name more than one museum.

Appendix D.

Table D.1 Art Night Visitation and Program Attendance by Museum

	29-May	5-Jun	12-Jun	19-Jun	26-Jun	3-Jul	10-Jul
NMAfA							
Visitation 5:30-8pm	119	137	138	75	63	361	126
Gallery Talk	10	5	12	0	3	0	15
Music performance	50	55	40	82	60		
Film						85	88
Sackler Gallery							
Visitation 5:30-8pm	136	9	123	130	48	133	225
Dance performance				125			
Demonstration							
Freer Gallery							
Visitation 5:30-8pm	70	340	147	158	446	144	230
Film		250	262		280		270
Book signing							
HMSG							
Visitation 5:30-8pm	270	392	234	409	173	593	583
Film	280	145	151	73	75		227
International Gallery							
Visitation 5:30-8pm	79	65	83	99	75	126	82
Music performance			75				
			(cont.)				

Table D.1 (cont.)
Art Night Visitation and Program Attendance by Museum

	17-Jul	24-Jul	31-Jul	7-Aug	14-Aug	21-Aug	28-Aug
NMAfA							
Visitation 5:30-8pm	117	83	118	162	359	37	197
Gallery Talk	0	0	0	0	18	8	15
Music performance					30	20	50
Film	25						
Sackler Gallery							
Visitation 5:30-8pm	246	244	453	153	102	377	89
Dance performance			250			250	
Demonstration	50						
Freer Gallery							
Visitation 5:30-8pm	289	630	256	719	226	162	165
Film		320		320			
Book signing					100		
HMSG							
Visitation 5:30-8pm	700	556	543	356	498	392	221
Film	203	156	154	136			
International Gallery							
Visitation 5:30-8pm	38	43	0	0	31	28	101
Music performance							

Table D.2
1996 Average Hourly Visitation to Art Night Museums
Data from the Office of Protection Services

<u>Museum</u>	<u>Date</u>	<u>Day Avg</u>	<u>Evening Avg</u>	<u>Museum</u>	<u>Date</u>	<u>Day Avg</u>	<u>Evening Avg</u>
NMAfA	6/7/96	132	18	NMAfA	7/12/96	137	61
Freer		127	52	Freer		118	88
HMSG		327	129	HMSG		345	242
Int'l Gall.		55	55	Int'l Gall.		96	65
Sackler		51	17	Sackler		67	48
FR / SCK		178	69	FR / SCK		185	137
NMAfA	6/14/96	112	28	NMAfA	7/19/96	85	23
Freer		141	48	Freer		94	19
HMSG		325	106	HMSG		219	67
Int'l Gall.		48	15	Int'l Gall.		97	66
Sackler		42	24	Sackler		77	48
FR / SCK		183	72	FR / SCK		171	67
NMAfA	6/21/96	81	19	NMAfA	7/26/96	164	60
Freer		117	32	Freer		80	64
HMSG		314	171	HMSG		143	138
Int'l Gall.		67	20	Int'l Gall.		64	82
Sackler		88	21	Sackler		110	44
FR / SCK		204	54	FR / SCK		190	108
NMAfA	6/28/96	88	65	NMAfA	8/2/96	98	51
Freer		134	83	Freer		61	36
HMSG		245	133	HMSG		199	70
Int'l Gall.		65	77	Int'l Gall.		43	59
Sackler		43	42	Sackler		71	53
FR / SCK		178	125	FR / SCK		132	89
NMAfA	7/5/96	114	136	NMAfA	8/9/96	115	67
Freer		162	335	Freer		102	94
HMSG		591	901	HMSG		213	61
Int'l Gall.		188	628	Int'l Gall.		43	50
Sackler		116	286	Sackler		91	51
FR / SCK		278	621	FR / SCK		192	145

(cont.)

Table D.2 (cont.)
1996 Average Hourly Visitation to Art Night Museums
Data from the Office of Protection Services

<u>Museum</u>	<u>Date</u>	<u>Day Avg</u>	<u>Evening Avg</u>	<u>Totals</u>	<u>Day Avg</u>	<u>Evening Avg</u>
NMAfA	8/16/96	75	49	NMAfA	101.7	49.6
Freer		72	38	Freer	102.7	73.5
HMSG		255	149	HMSG	267.6	180.3
Int'l Gall.		48	52	Int'l Gall.	66.9	94.3
Sackler		68	48	Sackler	73.3	58.0
FR / SCK		140	85	FR / SCK	176.0	131.6
NMAfA	8/23/96	77	38			
Freer		56	24			
HMSG		169	105			
Int'l Gall.		27	41			
Sackler		49	36			
FR / SCK		105	60			
NMAfA	8/30/96	44	32			
Freer		72	44			
HMSG		132	72			
Int'l Gall.		30	17			
Sackler		80	35			
FR / SCK		152	79			

Table D.3
1997 Average Hourly Visitation to Art Night Museums
Data from the Office of Protection Services

<u>Museum</u>	<u>Date</u>	<u>Day Avg</u>	<u>Evening Avg</u>	<u>Museum</u>	<u>Date</u>	<u>Day Avg</u>	<u>Evening Avg</u>
NMAfA	5/29/97	90	28	NMAfA	7/3/97	88	61
Freer		115	24	Freer		166	49
HMSG		344	134	HMSG		310	89
Int'l Gall.		35	31	Int'l Gall.		30	36
Sackler		57	38	Sackler		55	31
FR / SCK		171	62	FR / SCK		221	80
NMAfA	6/5/97	105	36	NMAfA	7/10/97	48	38
Freer		152	73	Freer		78	73
HMSG		218	59	HMSG		292	153
Int'l Gall.		26	46	Int'l Gall.		62	61
Sackler		39	4	Sackler		69	79
FR / SCK		192	76	FR / SCK		147	153
NMAfA	6/12/97	82	35	NMAfA	7/17/97	94	29
Freer		73	20	Freer		171	73
HMSG		244	86	HMSG		208	61
Int'l Gall.		60	25	Int'l Gall.		41	27
Sackler		41	27	Sackler		68	43
FR / SCK		114	47	FR / SCK		239	116
NMAfA	6/19/97	55	11	NMAfA	7/24/97	78	23
Freer		122	53	Freer		112	138
HMSG		251	65	HMSG		383	89
Int'l Gall.		34	25	Int'l Gall.		31	55
Sackler		53	31	Sackler		49	41
FR / SCK		175	83	FR / SCK		161	179
NMAfA	6/26/97	79	18	NMAfA	7/31/97	81	26
Freer		135	98	Freer		85	67
HMSG		153	32	HMSG		263	66
Int'l Gall.		43	156	Int'l Gall.		37	40
Sackler		42	12	Sackler		56	91
FR / SCK		177	110	FR / SCK		141	159

(cont.)

Table D.3 (cont.)
1997 Average Hourly Visitation to Art Night Museums
Data from the Office of Protection Services

<u>Museum</u>	<u>Date</u>	<u>Day Avg</u>	<u>Evening Avg</u>	<u>Totals</u>	<u>Day Avg</u>	<u>Evening Avg</u>
NMAfA	8/7/97	74	28	NMAfA	77.6	34.4
Freer		110	151	Freer	113.5	68.9
HMSG		402	145	HMSG	274.6	114.2
Int'l Gall.		37	46	Int'l Gall.	41.3	49.0
Sackler		32	25	Sackler	51.0	39.9
FR / SCK		142	176	FR / SCK	164.5	108.8
NMAfA	8/14/97	107	88			
Freer		109	56			
HMSG		268	229			
Int'l Gall.		44	65			
Sackler		42	25			
FR / SCK		151	81			
NMAfA	8/21/97	44	32			
Freer		72	44			
HMSG		132	72			
Int'l Gall.		30	17			
Sackler		80	35			
FR / SCK		152	79			
NMAfA	8/28/97	61	12			
Freer		91	43			
HMSG		237	216			
Int'l Gall.		59	23			
Sackler		73	88			
FR / SCK		164	131			