

2014 VISITORS REPORT!

CHARACTERISTICS OF **2014 SUMMER VISITORS** AT THE
NATIONAL MUSEUM OF AMERICAN HISTORY
KENNETH E. BEHRING CENTER
SMITHSONIAN INSTITUTION



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OFFICE OF POLICY AND ANALYSIS
SMITHSONIAN INSTITUTION

ABSTRACT

This study collected experiential and demographic information on visitors entering and exiting the National Museum of American History (NMAH) in summer 2014, comparing it to data collected in summer (June, July and August) 2010 and, where applicable, to that from previous studies in 1994-95, 2004 and 2006.¹ The present comparison of demographic data shows that:

- Most of the demographic characteristics have not changed much during the past 20 years, except
 - There has been an increase in the percentage of first-time visitors.
 - Adults with youth have been the major visit group since 2006, in contrast to adults-only groups in 1994-95 and 2004.
 - The percentage of female visitors has been higher since 2006. However, 2014 had a more equal gender distribution.
 - Compared to previous studies, 2014 witnessed a rise in the percentage of international visitors.

The 2014 study also collected new, more detailed information about aspects of the visit that may interfere with quality experiences, as well as information about visitor opinions, attitudes, interests, and lifestyles:

- In general, visitor expectations were met but not exceeded (comparing entrance and exit data), i.e., the Overall Experience Rating (OER) has not changed.
- The majority (71%) encountered no aspects that made the visit less than satisfactory. Noise and crowds were not viewed as problems.
- Visitors had more interaction with security personnel than Information Desk and other floor staff, but gave security a lower satisfaction ratings.
- Attractions to all four IPOP (Idea, People, Object and Physical) dimensions, a new approach to understanding visitors, were equally represented at NMAH and to the same degree that they are found in the Smithsonian audience as a whole.

¹ The studies listed here are the full set (1994-95, 2004, 2006, 2010 and 2014) used in this report. Not all the studies are used in every comparison, as some data were not collected in all of them.

OP&A suggests a focus on increasing first-time and repeat visitation, with particular attention to encouraging more repeat visitation. One approach is to attract more young visitors, for example, by offering more exhibitions, public programs and educational activities attractive to or specifically for younger people. NMAH might also consider, given the growth in the number of international visitors, enriching their experience so they continue to be engaged. A study of the experiences of international visitors in NMAH exhibitions and programs might yield important clues about their experiences (positive and negative).

A second strategic focus would be to increase OERs. Two ways are to address areas of dissatisfaction, and to study and experiment to find what leads to Superior ratings.

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ACKNOWLEDGEMENTS

The *2014 Visitors Report!*, based on a study conducted by the Office of Policy and Analysis (OP&A), compares visitation at the National Museum of American History, Kenneth E. Behring Center (NMAH) in terms of both demographic characteristics and satisfaction with different aspects of the visit with data from similar studies from 1994-95, 2004, 2006 and 2010. Its purpose is to provide NMAH and the museum community with information on the characteristics of visitors in the summer of 2014 and how they may or may not have changed over the last 20 years. NMAH will use the data and OP&A observations as it studies how to make its public spaces, exhibitions and programs more engaging for visitors.

The report reflects the cooperation and support of numerous people in the planning, execution, data collection and analysis phases. In OP&A, Zahava D. Doering had overall responsibility for all phases of the study. Jiefang Zhang, an OP&A intern, ably assisted her. Andrew Pekarik joined in the analysis of the data relating to IPOP (Ideas, People, Objects and Physical), a new approach to understanding visitors under development by OP&A. Kelly Richmond, an OP&A contractor, managed the data collection, supervised data preparation for scanning, and file preparation. OP&A contractors and NMAH staff and interns, including Daniel Sweig, Kamilah Stinnett, Caitlin Kearney, Emma Grahn, Gwendolyn Capell and Noelle Alvey, ably assisted Kelly.

Howard Morrison, NMAH Director of Education and Interpretation, was OP&A's skilled liaison, helping to develop the questionnaire, monitor the data collection, ensure a smooth operation and offer comments on the report.

OP&A also wants to acknowledge the nearly 1,100 visitors who took the time, as they were entering and exiting NMAH on hot summer days, to participate in the 2014 study.

Whitney Watriss
Acting Director
Smithsonian Office of Policy and Analysis

EXECUTIVE SUMMARY

During the past 25 years, OP&A has worked with the National Museum of American History (NMAH) on visit and visitor studies.² The overall goal has been to improve visitors' experiences at NMAH with timely and accurate information the Museum can apply in decision making.

OP&A staff, contractors and interns conducted entrance and exit surveys at NMAH in Summer 2014, July 23 to July 28. The response rate was 72% completed entrance and 54% completed exit questionnaires, or 62% of all intercepted visitors. This rate exceeded the entrance and exit goals of 300 completed questionnaires, with 560 for the entrance and 503 for the exit.

With the comparison of the 2014 visitor data with that from previous studies in 1994-95, 2004, 2006 and 2010, NMAH now has a broad view of its visitorship over the past 20 years. The findings show that:

- Over the past 20 years, the percentage of first-time visitors has increased, while the percentage of repeat visitors has been dropping.
- More than half the visitors (57%) had also been to other history museums.
- Since 2006, adults with youth became the major visit group, as compared with adults only in the 1994-95 and 2004 studies. The percentage for the solitary visitor and youth-only groups remained essentially same.
- The higher percentage of female visitors has been higher since 2006. However, in 2014 the gender distribution was more equal.
- The mean age of respondents has been around 39 over the past several years. Slightly over two thirds of the overall audience have been adults (69%), with

² Visit studies focus on quantitative data collected by the Smithsonian Institution (SI) about the number of entries made to SI facilities during specific periods of time that are aggregated in various ways. Thus, e.g., an individual who enters five museums in the course of a day appears once in the individual museum counts but five times in the counts for that day. Visitor studies focus on the characteristics of a specific group, generally a sample, of individuals. These studies are both qualitative and quantitative in nature.

youth aged 12-18 at 16%, 9-12 year olds at 8%, 6-8 year olds at 4% and under 6 year olds at 3%.

A majority of visitors lived in the United States (81%), but 2014 witnessed a rise in the percentage of international visitors compared previous studies.

Apart from this demographic data, the 2014 study asked for more detailed information than the other studies about aspects of the visit that might have interfered with quality experiences, as well as for psychographic³ information. In the case of the former, visitors were asked to rate their experience Poor, Fair, Good, Excellent or Superior to provide an Overall Experience Rating (OER). A satisfying experience was defined as one rated Excellent or Superior.

- In general, the experiences that 2014 visitors expected to find satisfying on entering and the ones they rated satisfying upon exiting were the same. In other words, visitor expectations were generally met but not exceeded.
- Experiences that significantly exceeded expectation were
 - “Recalling memories”
 - “Reflecting on the meaning of what I saw”
- An expectation that went significantly unmet was
 - “Imagining other times or places”
- Two experiences that met expectations in both 2010 and 2014 were
 - “Gaining information/understanding”
 - “Reflecting on the meaning of what I saw”
- Two experiences that were slightly disappointing in both 2010 and 2014 were
 - “Seeing rare, valuable, or uncommon things”
 - “Being moved by beauty”

³ Psychographic information includes the values, opinions, attitudes, interests, and lifestyles of individuals.

- One experience that was met in 2010 but disappointed visitors in 2014 was
 - “Imagining the lives of others”
- The questionnaire asked visitors to rate a number of different aspects of the museum, such as *Places to sit and rest*, *Ease of finding one’s way around*, and *Bathrooms*. The majority of visitors (71%) encountered no aspect in the museum that made their visit less than satisfactory. Only a small percentage viewed noise and crowds as problems (4% and 3%, respectively).
 - People who encountered an aspect that did not satisfy them tended to give lower OERs for NMAH as a whole.
 - Visitors had more interaction with security personnel (48%) than with Information Desk (35%) and other floor staff (22%). They gave security personnel lower ratings, e.g., 40% marked Poor/Fair/Good, as compared to 33% for Information Desk personnel and 28% for floor staff/docents.

The analysis also assigned respondents IPOP scores (Idea, People, Object and Physical). The results show that higher Idea, People and Object scores were associated with higher anticipated ratings, which suggests that—except for those drawn to the Physical dimension—expectations were in line with experience preferences.

- On exit there is no association between higher OER ratings and an attraction to the Idea dimension. In other words, those who gave higher ratings were not especially drawn to concepts, facts and learning.

Visitors who were most pleased with their visit were strongly drawn to the People dimension, which emphasizes narrative, personal connection and emotion. Those who gave the highest ratings were also drawn to the Object dimension.

BACKGROUND OF THE STUDY

In the spring of 2014, Howard Morrison, Director of Education and Interpretation at the National Museum of American History, Kenneth E. Behring Center (NMAH), contracted with the Smithsonian's Office of Policy and Analysis (OP&A) to update the demographic information on the museum's visitorship.⁴ The study collected the demographic data as well as new information about aspects of the visit that may have interfered with a quality experience and psychographic information.⁵ NMAH also asked that the 2014 data be compared with that from earlier surveys where possible. This report presents the results of the 2014 Visitors Report! study.

Methodology

During 11 survey sessions, trained OP&A staff, contractors and interns, working in teams, intercepted entering/exiting visitors at doors either on the Mall (Madison Drive) or the south side of Constitution Avenue and distributed a short self-administered questionnaire. When visitors declined to participate, the team member recorded a few basic facts from observation, along with a zip code or residence if the visitor provided it.

Questionnaires were distributed to one member of each group of visitors entering/exiting the museum. Only visitors age 12 or older were intercepted, and members of formal tour and school groups were intercepted only if they were exiting the museum independently of their group. The study excluded Smithsonian staff and contractors, and people ineligible for the study because they were not making a museum visit (e.g., were in the building to ask directions or use the telephone). OP&A intercepted a member of 1,731 visit groups. Of these, 1,705 were eligible for the study, and 1,063 completed the questionnaire, for an overall cooperation rate of 62 percent.

A Caution About the Comparisons

OP&A compared the 2014 data, mostly the demographics, with that from surveys done in

⁴ See Kindlon, A. E., Pekarik, A. J., & Doering, Z. D. (1996). *Visitors to History: A Report Based on the 1994-95 National Museum of American History Visitor Study* (Report 96-3B). Washington, DC: Smithsonian Institution.

⁵ Psychographic information includes the, values, opinions, attitudes, interests and lifestyles of individuals.

1994-95, 2004, 2006 and 2010.⁶ The results of the comparisons can only be used to point to general trends, and the various surveys were not strictly comparable because they

- Asked some questions differently (e.g., ethnicity)
- Were administered differently (the 2006, 2010 and 2014 studies used a self-administered questionnaire, while the 1994-95 study used interviewers).

Some Definitions

- *Voluntary visitor* refers to a visitor who did not come to the museum as part of a school group or other organized group.
- *Visit group* refers to the social unit of the visitor within the museum. A visit group of one person is a visitor who came to the museum alone. In all the studies, only one person in a visit group was surveyed.
- *Visit group respondent* refers to the person in the visit group who completed the survey.

A Word About Percentages

In the discussion, comparisons are made across years. These can give misleading impressions about the size of the audiences involved. For example, although the percentage of repeat visit groups is lower in 2010 than 2006, the actual number of visits was larger in 2010 because there were so many more visit groups in the museum overall.

Report Contents

The next section profiles the demographic characteristics of visit groups and visitors, noting the few significant differences. The following section reports the results from the new data collected in 2014. The last section contains OP&A's observations on the findings. Appendices contain supporting materials, such as questionnaires and frequencies from the

⁶ The studies listed here are the full set (1994-95, 2004, 2006, 2010 and 2014) used in this report. Not all the studies are used in every comparison, as some data were not collected in all of them.

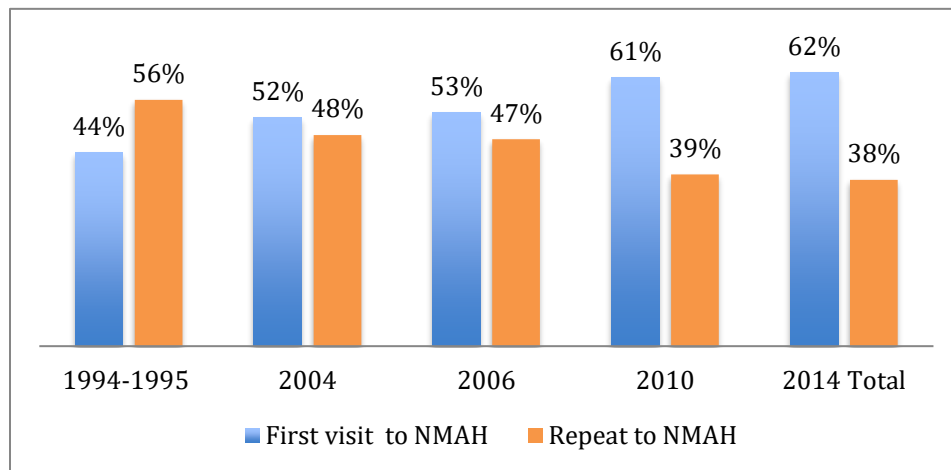
2014 and previous studies.

VISIT AND VISITOR CHARACTERISTICS

Familiarity with the National Museum of American History

About two thirds of respondents to the 2014 Summer NMAH entrance and exit surveys were visiting for the first time. The rest, 41% on entering and 35% on exiting, or 38% overall, were repeat visitors. A comparison of the 2014 data with that from other surveys over the past 20 years⁷ shows a continuing increase in the percentage of first-time visitors.

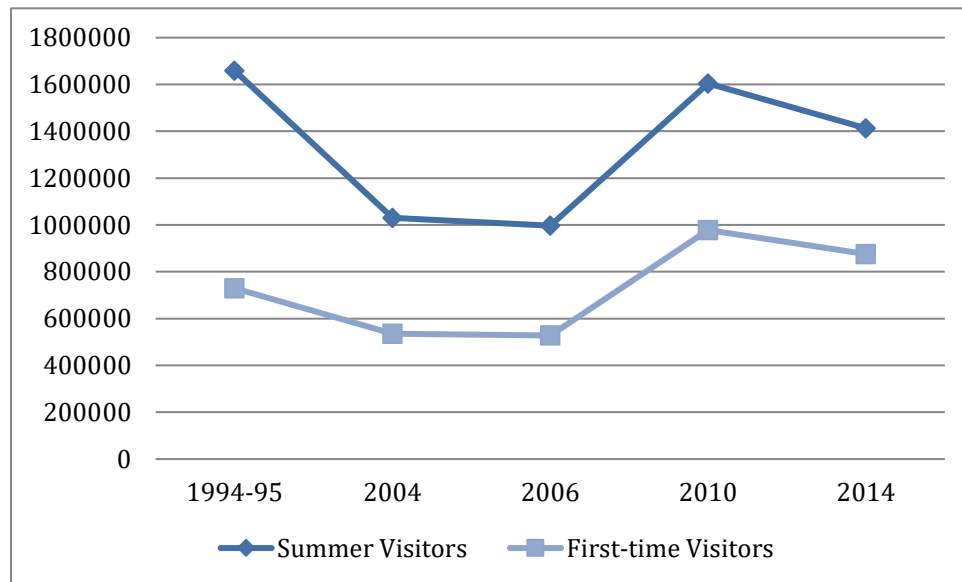
Figure 1. Familiarity with NMAH



When viewed in the context of actual visitation (Figure 2), the data show that the overall audience has not increased in the past two decades.⁸ NMAH has not had any significant change in the proportion of new visitors in the past 10 years, unlike the previous 10 years.

⁷ 1994-95 Summer, *Visitors to History*, n=455; 2004 Early Summer, *A Visit to the Smithsonian*, n=601; 2006 Summer, *Visitors Count!*, n=1,643; and 2010 Summer, *Visitors Count!*, n=1,184.

⁸ The NMAH summer total visit numbers are from OP&A database. The first-time visitor percentages are from this (2014) and previous studies.

Figure 2. Summer Visits and Percentage of First-Time Visitors [Note: Will be redrawn. zd]

Familiarity with Other History Museums

Nearly three fifths (57%) of respondents had been to other history museums in the previous 12 months; the remaining 43% had not. There is no connection between repeat visitation to NMAH and visiting other history museums.

Visit Group Composition

The 2014 survey showed that slightly over one third (38%) of visit groups included two or more adults without children, the same percentage as in the 2006 and 2010 studies. In the 1994-95 and 2004 studies, this group accounted for approximately 43% of all visit

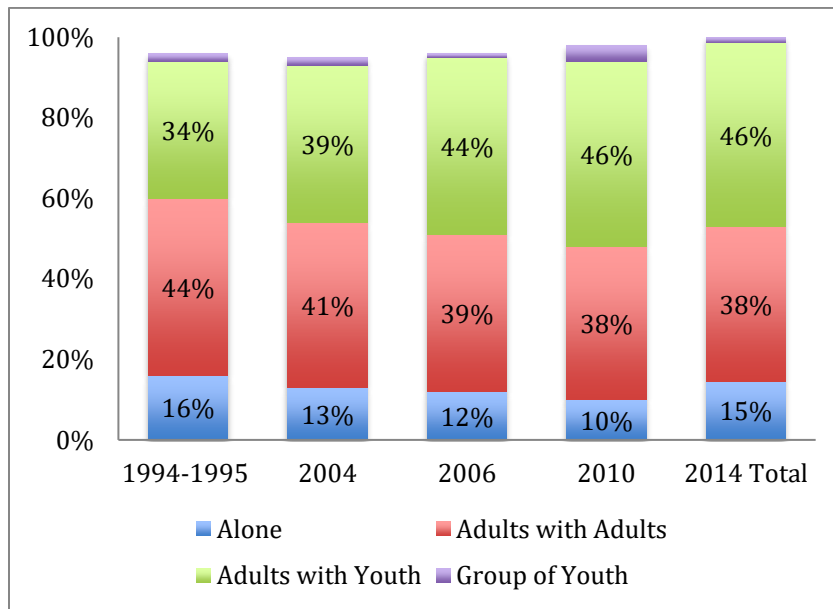
groups. In short, the past several years have seen a continuing decrease in adults-only visit groups. (See Figure 3.)

When it comes to groups that included at least one child under 18, the opposite is the case—in studies conducted between 1994-2004, the frequency of adults with youth was about 35%, but in the 2006-2014 studies the percentage to over 40%.

From 1994 to 2006, the percentage of solitary visitors and youth-only groups remained constant at around 14% and 2%, respectively; the same pattern was seen in summer 2014.

However, based on the 2010 study, fewer visitors were visiting alone, and there were slightly more youth groups.

Figure 3. Visit Group Composition



Sex and Age

Over the course of studies from 2006 to 2014, more women than men visited the museum (56% 2006 and 2010, 51% 2014). In contrast, more men than women visited in 2004 (51% 1994-95, 53% 2004). This year's data show a more equal distribution, as was true for 1994-95, and the median percentages of men and women from the last several years suggest gender parity. (See Figure 4.)

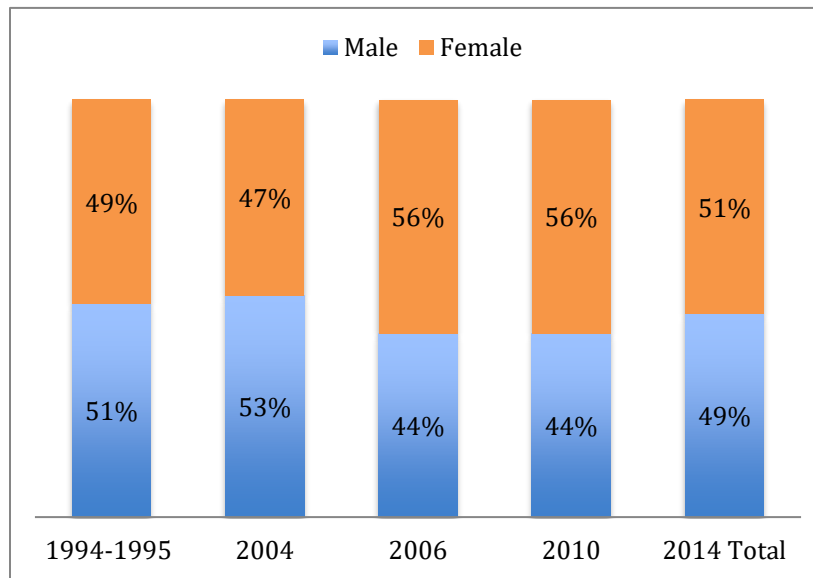
The mean age of respondents has been basically flat, at around 39, over the past several years. Only 10% of the respondents were under 18 in the 2014 study, almost the same percentage as in past studies. (For visitors 12 and older, the precise respondent's age was collected.)

Since respondents were asked to list their companions in five age categories⁹, it is possible to derive a broader view of the total audience's age groups. Slightly over two thirds of the

⁹ Adults 18 and older, youth 13-17, child 9-12, child 6-8, child less than age 6.

overall audience were adults (69%), while youth aged 12-18 comprised 16%; children aged 9-12 comprised 8%; kids aged 6-8 comprised 4%; and those under 6 comprised 3%.

Figure 4. Sex Composition

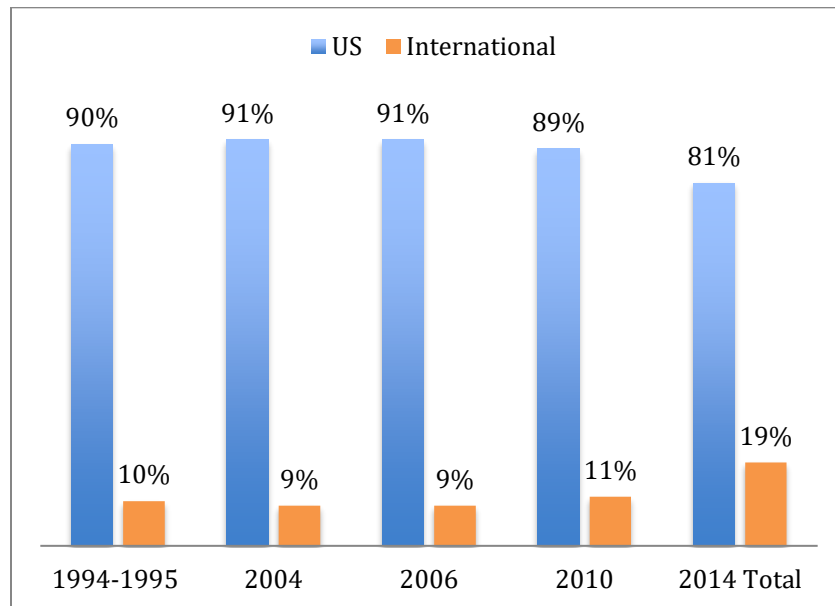


Residence

One out of ten respondents to the 2014 study lived locally (i.e., within 50 miles of the Washington, DC metropolitan area). A majority of visitors lived in the United States (81%), and the rest (19%) lived in other countries.

The percentage of international visit groups was about the same from 1994 to 2006 (1994-95 10%, 2004 9% and 2006 9%). In 2010 the number of international visitors increased to 11%, and 2014 saw a relatively large rise to 19% (see Figure 5). In the 2014 survey, visitors from nearly every state and over 40 countries were intercepted. Special attention was paid to the residence of these foreign visitors. Two fifths were from Europe, among which, Germany, the United Kingdom and France were the top three countries; Asia and North America shared another two fifths, with China and Canada ranking first, respectively.

Figure 5. Residence

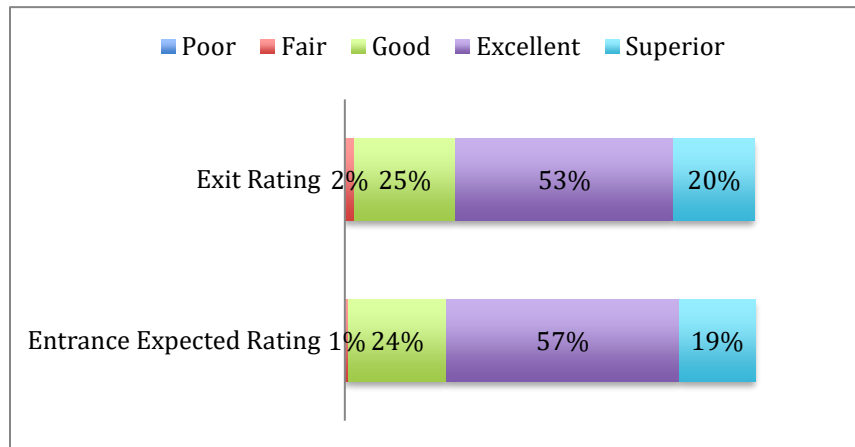


Overall Experience Rating (OER)

The 2014 survey asked visitors to rate their overall experience at the museum on a five-point scale of Poor, Fair, Good, Excellent and Superior. OP&A has applied this scale to other exhibitions and programs across the Smithsonian. In general, respondents who have criticisms about their visit tend to select one of the lower three categories—Poor, Fair or Good. Visitors who are basically satisfied with their visit tend to mark Excellent; for most Smithsonian exhibitions, the modal value of OER is Excellent. Those who have very positive experiences tend to mark Superior.

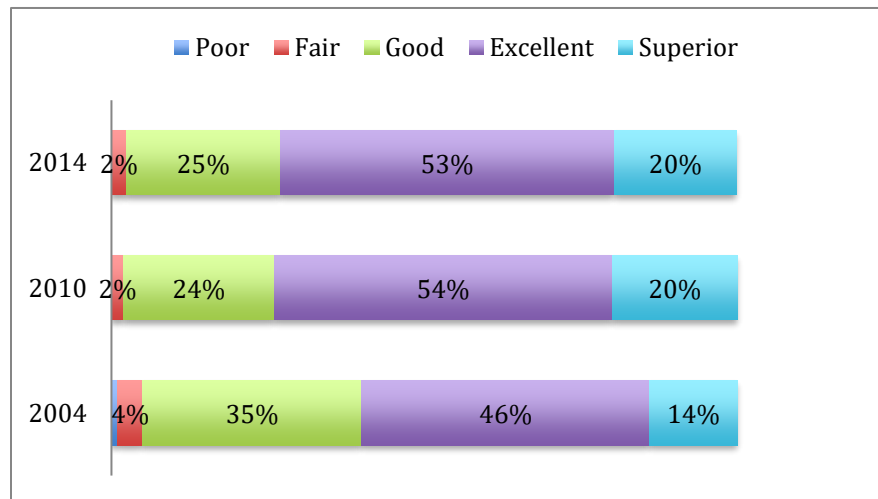
About three quarters of respondents were satisfied with their visit, based on ratings of Excellent and Superior (53% and 20%, respectively). Approximately a quarter of visitors rated the museum as Good, with 2% rating their experience as Fair and no one marking Poor. When comparing visitors' actual experience ratings to expected ratings upon entering, there was a slight increase in Good and Superior and a decrease in Excellent. However, the differences between expectation and experience were not significant; i.e., they were the same.

Figure 6. Exit OER vs. Entrance Expected OER, 2014



Furthermore, these percentages are the same as those from the 2010 museum-wide study and higher than those from the NMAH 2004 study (the 2006 Visitors Count! study did not contain an Overall Experience Rating question). (See Figure 7.)

Figure 7. Overall Experience Rating, NMAH, 2004, 2010 and 2014



When the 2014 data on visitor familiarity with NMAH (shown in Figure 1) are tabulated with OER, repeat visitors tended to have higher expectation ratings as compared to first-time visitors. However, there were no significant differences in their OER on exiting, i.e., the

higher expectations were not met.

At both entrance and exit, international visitors were more likely to give lower ratings. In other words, international visitors had lower expectations compared to U.S. visitors, and to rate their experience lower when they left (22% Superior for native visitors, 11% for international visitors).

There was no relationship between other demographic characteristics and OER (e.g., age, gender and visit group).

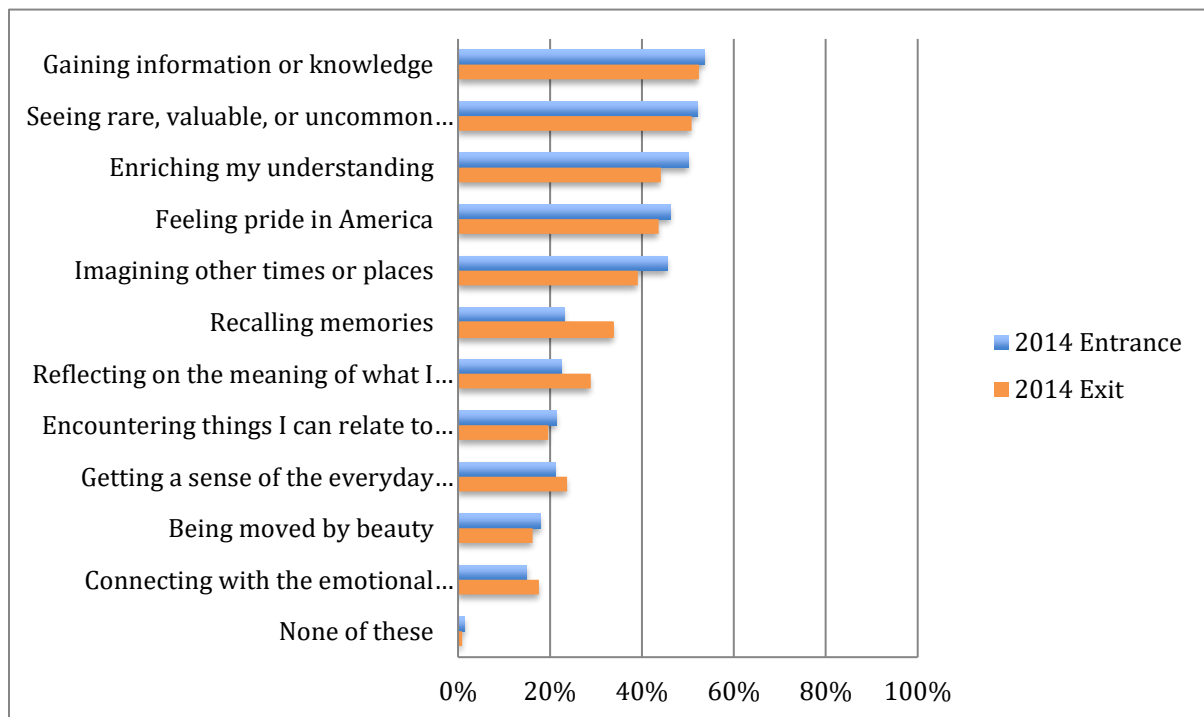
MUSEUM EXPERIENCES AND INFLUENCES

Satisfying Experiences

From a list of 12 experiences, visitors were asked to select the ones they were especially looking forward to before their visit (entrance survey) and the ones they found especially satisfying after their visit (exit survey). On average, visitors marked slightly more than four items on the list of 12 experiences upon both entering and exiting. Figure 7 shows the response options and frequencies. In general, expected experiences were the same as satisfying ones. In other words, visitor expectations were met but not exceeded.

- Expectations were exceeded for “Recalling memories” and “Reflecting on the meaning of what I saw.”
- Expectations were not met for “Imagining other times or places.”

Figure 8. Expected and Actual Satisfying Experiences in NMAH, 2014



People who marked, on both entrance and exit,

- “Feeling pride in America”
- “Imagining other times or places”
- “Reflecting on the meaning of what I saw” and
- “Being moved by beauty”

were significantly more likely to give Excellent and Superior ratings than those who did not. Moreover, respondents who chose

- “Seeing rare, valuable, or uncommon things”
- “Enriching my understanding”
- “Recalling memories”
- “Encountering things I can relate to personally” and
- “Getting a sense of the everyday lives of others”

on the exit survey tended to rate their experience higher as well.

The 2010 study contained a similar question about visitor experiences at both entrance and exit, but offered only five response choices. Of the five experiences that can be compared, two met expectations in both 2010 and 2014:

- “Gaining information/understanding” and
- “Reflecting on the meaning of what I saw.”

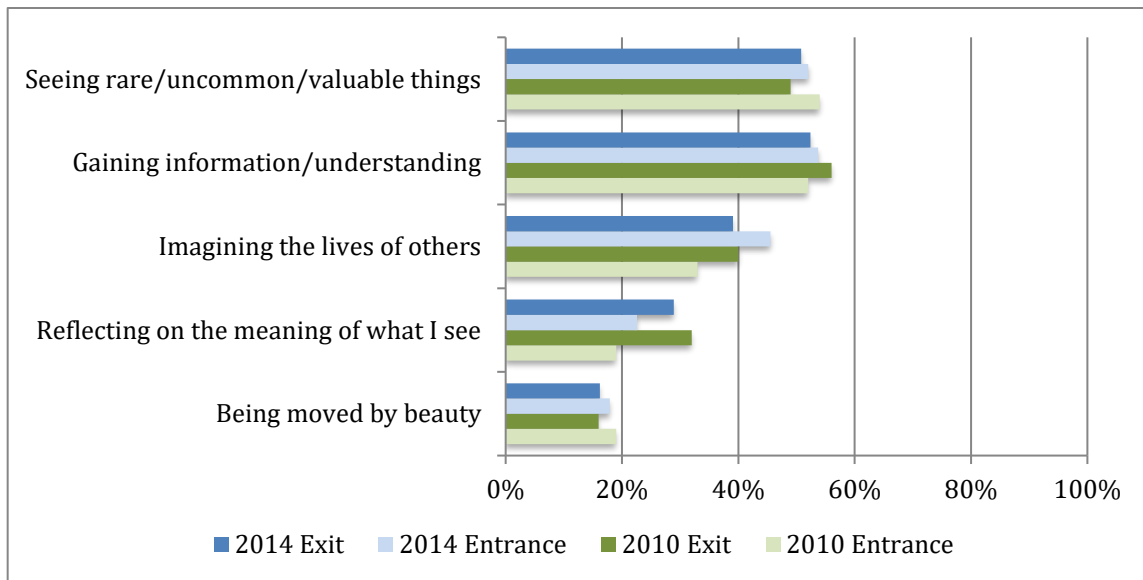
Two experiences were disappointing in both years:

- “Seeing rare, valuable, or uncommon things” and
- “Being moved by beauty”

One experience was met in 2010, but disappointed visitors in 2014:

- “Imagining the lives of others.”

Figure 9. Satisfying Experiences in NMAH, 2010 VS. 2014

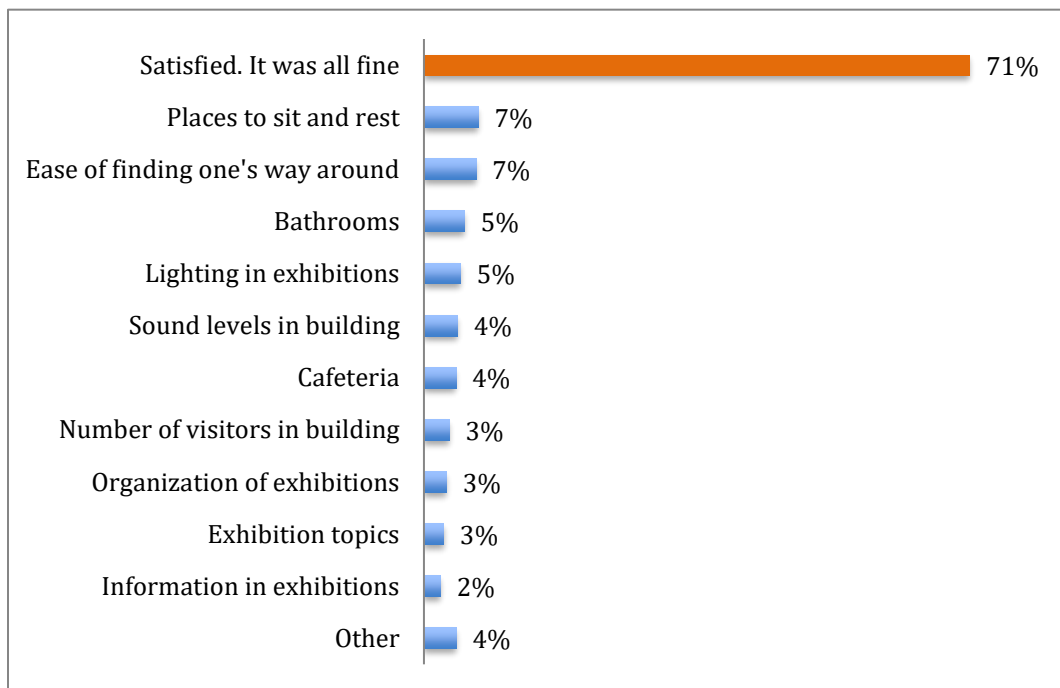


Aspects That May Have Interfered with Quality Experiences

To better understand what factors may contribute to a low rating, respondents were asked on exiting which of a list of eleven factors in the museum, if any, were less than satisfactory. The majority of visitors (71%) encountered no aspects that made their visit less than satisfactory. In the case of the people who marked any of the factors, their OER ratings tended to be lower.

Figure 10 shows each of the eleven aspects and the percentage of visitors who marked an aspect that had negatively affected their visit. Among those who marked at least one aspect (7% of all respondents), about a fourth marked either a lack of places to sit and rest or difficulty navigating the building (*“Ease of finding one’s way around”*), at 24% and 23% respectively. The next two items were *Bathrooms* and *Lighting in exhibitions*. The three factors that least impacted visitors negatively were *“Exhibition topics,” “Organization of exhibitions”* and *“Number of visitors in building,”* with only 3% of respondents marking these items.

Figure 10. Satisfactory and Less Than Satisfactory Aspects



Respondents who marked the Other response option noted the lack of museum maps, fewer exhibitions to see due to the renovation at NMAH, a too low temperature and not enough real objects on display. Some international visitors also noted problems understanding the exhibitions because of language.

Ratings of Interaction with Personnel in the Museum

Visitors were asked to give feedback on their interaction with security officers, Information Desk personnel, and floor staff/docents in the Museum. Figure 10 shows that nearly half (48%) of respondents had talked to security personnel, 35% had contact with Information Desk personnel, and 22% with floor staff/docents.

Respondents gave lower ratings for their interactions with security officers—40% marked Poor/Fair/Good—compared to Information Desk personnel (33%) and floor staff/docents (28%) (Figure 11). Concomitantly, the security officers got fewer Excellent and Superior ratings than did the other two groups.

Figure 11. Extent of Interaction with Personnel in the Museum

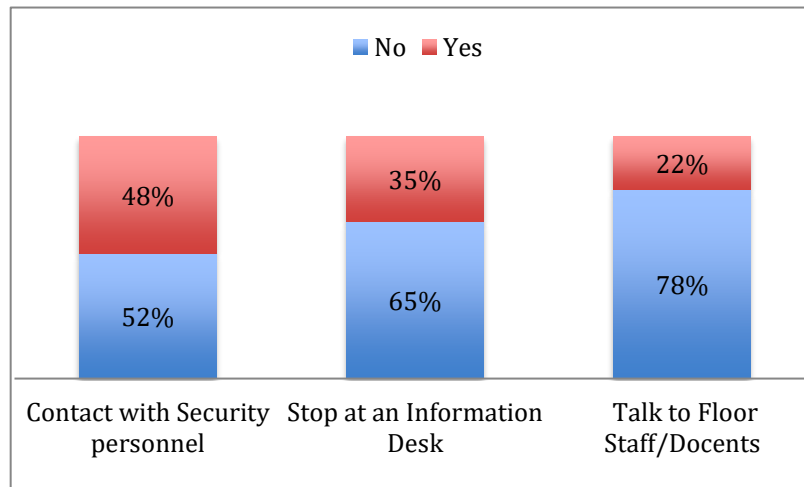
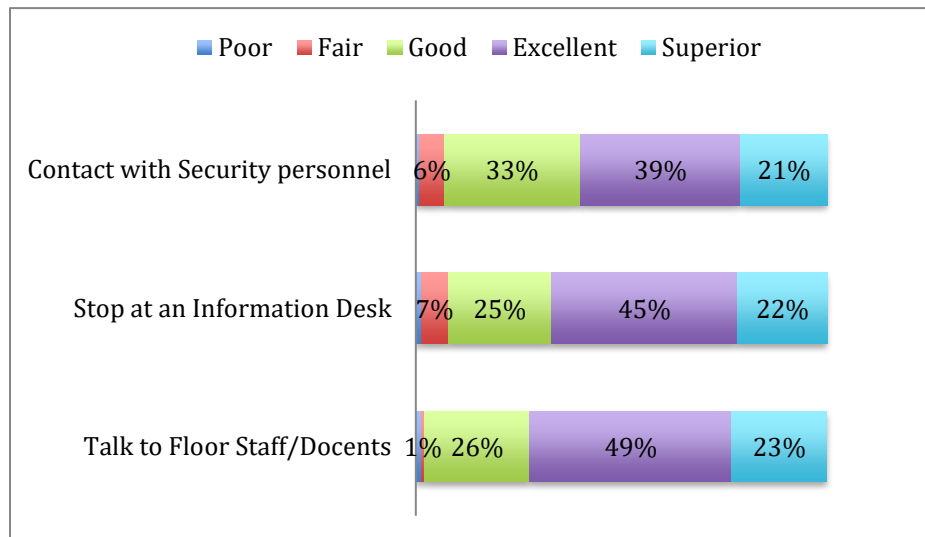


Figure 12. Ratings for Interaction with Personnel in the Museum



THE IPOP FRAMEWORK

What Is IPOP and How Is It Used Here?

IPOP, meaning Ideas, People, Objects, and Physical, is the name for a new grounded theory of experience preference under development over the past five years at the Smithsonian. This theory derives from many years of surveys, observations and interviews in Smithsonian museums. IPOP identifies four key dimensions of experience—**Ideas** (conceptual, abstract thinking), **People** (emotional connections), **Objects** (visual language and aesthetics) and **Physical** (somatic sensations). The theory maintains that individuals are naturally drawn to these four dimensions of experience to different degrees—in other words, each person has an instinctive IPOP profile that influences his or her attention, activities and responses. Questions about self-identification with leisure activities outside of museums are used to calculate scores in each of these dimensions, which measure how strongly the individual is drawn to the dimensions in comparison to other people. Just as each individual has an IPOP profile, so, too, groups of people have an IPOP profile, defined as the mean IPOP scores for the four dimensions.

In this analysis, OP&A calculated Idea, People, Object and Physical scores for each person who answered the 12 IPOP questions at the bottom of the 2014 survey. The scores are standardized, expressed in standard deviations, and indicate where an individual falls in each dimension compared to the 13,000 cases (mostly Smithsonian visitors) in the current IPOP database. For example, an Idea score of 0.0 indicates that an individual is exactly at the average value for the database as a whole. Similarly, a mean Idea score of 0.0 for a group of people (e.g., the audience at an exhibition) means that the group has the same average as the dataset as a whole. A mean score of 1.0 says that the group is one full standard deviation above the mean of the entire dataset.

Initially the idea of experience preferences was offered as a way to better appreciate how visitors differ, help exhibition makers reflect on their own preferences, and encourage staff in general to appreciate how their own preferences influence decisions they make on behalf of visitors. The benefit of this approach has been documented in various articles in *Curator: The Museum Journal*, a peer-reviewed journal of museum studies.¹⁰

The IPOP scores, however, also make it possible to document the effect of experience preference on visitors' responses to exhibitions and programs. The evidence so far supports the theory's key claims that IPOP differences influence what visitors expect, what they do, and how

¹⁰ Pekarik, Andrew J., and B. Mogel. 2010. Ideas, Objects, or People? A Smithsonian Exhibition Team views visitors anew. *Curator: The Museum Journal* 53(4): 465-482; and Leger, Jean-Francois. 2014. Shaping a richer visitors' experience: The IPO interpretive approach in a Canadian museum. *Curator: The Museum Journal* 57(1): 29-44.

they respond.¹¹

For this study, OP&A examined variables in the dataset with respect to the IPOP profiles of those who gave particular responses. Since it used mean IPOP scores, any group with less than 30 individuals was excluded from the analysis, since means are less reliable with small numbers.¹²

Key IPOP Findings at NMAH

Overall Audience Profile

For all visitors to NMAH interviewed during the study period, the mean IPOP scores were all very close to the mean scores for the database as a whole. In other words, attraction to all four dimensions was equally represented in NMAH and to the same degree as that for the Smithsonian audience as a whole. Other studies have documented, however, that the profiles of visitors in specific exhibitions may differ, as people choose where to go in a museum on the basis of their preferences.

Sex Differences

Males had higher Physical scores and females higher People scores. This same difference has been found in other Smithsonian studies.

Experience Differences

When OP&A compared those who were especially looking forward to an experience with those who were not, and those who found an experience especially satisfying with those who did not, the following occurred:

¹¹ Schreiber, J.B., A. Pekarik, N. Hanemann, Z.D. Doering, and A-J Lee. 2013. Understanding visitor behavior and engagement. *The Journal of Educational Research*. Accessed October 2013 at <http://dx.doi.org/10.1080/00220671.2013.833011>.

Schreiber, James B., and A. Pekarik. 2014. Technical Note: Using Latent Class Analysis versus K-means or Hierarchical Clustering to Understand Museum Visitors. *Curator: The Museum Journal* 57(1): 45-60.

Pekarik, Andrew J., J.B. Schreiber, N. Hanemann, K. Richmond, and B. Mogel. 2014. IPOP: A Theory of Experience Preference. *Curator: The Museum Journal* 57(1). 5-27

Beghetto, Ronald. 2014. The Exhibit as Planned Versus the Exhibit as Experienced. *Curator: The Museum Journal* 57(1): 1-4.

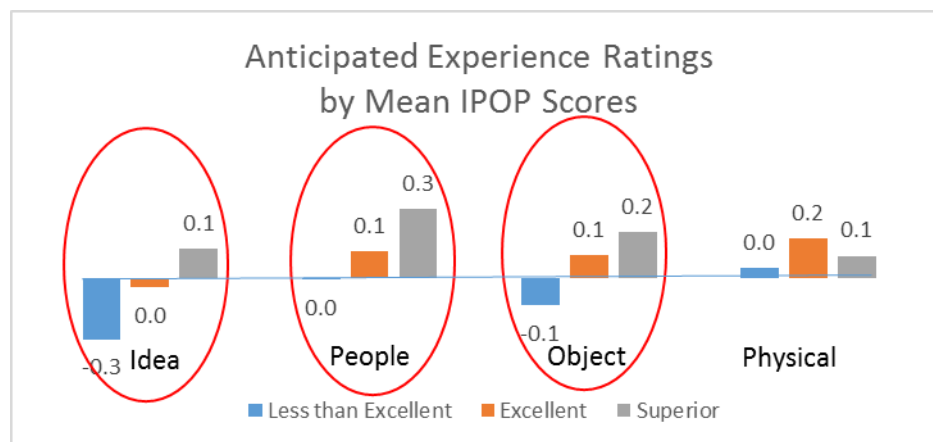
¹² Mean IPOP scores are considered to be notably different when their effect size is equal to or greater than 0.03. Effect size (also known as Cohen's *d*) is a statistic used to measure the size of the difference between two distributions. Effect size is the ratio of the difference between means over the pooled standard deviation. For the details of the IPOP score differences in this study, contact the OP&A project team.

- Higher mean IDEA scores were found among those who
 - Were moved by beauty
 - Looked forward to feeling an emotional connection
 - Felt an emotional connection
 - Looked forward to reflecting on meaning
 - Reflected on meaning
- Higher mean PEOPLE scores were found among those who
 - Felt pride in America
 - Increased their knowledge
 - Got a sense of the everyday lives of others
 - Recalled memories
- Higher mean OBJECT scores were found among those who
 - Were moved by beauty

Overall Experience Rating

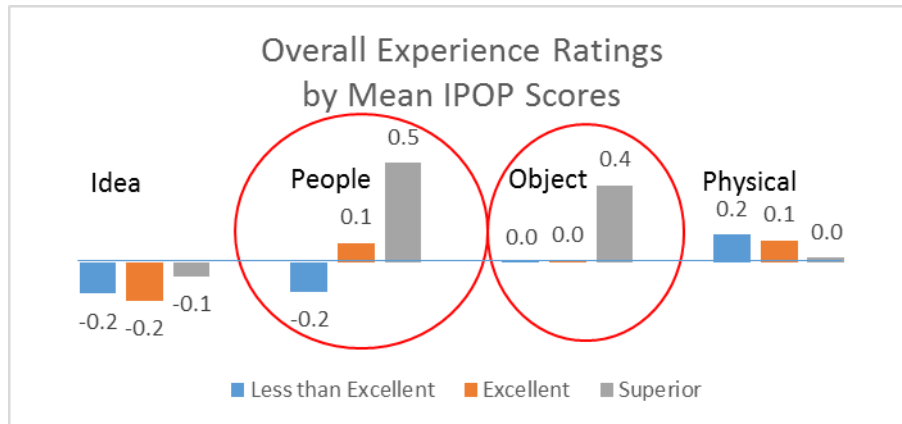
Those who gave higher expected Overall Experience Ratings on entrance had higher mean Idea, People and Object scores, as illustrated below.

Figure 13. Anticipated Experience Ratings, by Mean IPOP scores



Those who gave higher overall experience ratings on exit had higher mean People and Object scores, as illustrated below. Note that the difference is especially large for People scores.

Figure 14. Overall Experience Ratings, by Mean IPOP Scores



Discussion of IPOP Findings in NMAH

The fact that higher Idea, People and Object scores were associated with higher anticipated ratings suggests that—except for those drawn to the Physical dimension—expectations were in line with experience preferences.

The situation on exit is somewhat different, however. In this case there is no association between higher OER ratings and an attraction to the Idea dimension. In other words, those who gave higher ratings were not especially drawn to concepts, facts and learning. On the other hand, the visitors who were most pleased with their visit were strongly drawn to the People dimension, which emphasizes narrative, personal connection and emotion. Those who gave the highest ratings were also drawn to the Object dimension.

On both entrance and exit, there was no relationship between ratings and Physical scores, indicating that neither the reputation nor the experience of NMAH was strongly compelling in that dimension.

Overall, it appears that NMAH works best at an emotional level and that it might benefit from paying more attention to the Idea and Physical dimensions.

OP&A OBSERVATIONS

Through its collections, research and public outreach, NMAH explores the richness and complexity of American history and helps people consider the past by presenting major themes in American history and culture, from the War of Independence to the present day. Data from surveys such as those discussed in this report, combined with qualitative and quantitative studies of specific exhibitions conducted by OP&A, can help inform future planning as NMAH strives to enrich the public's experience. More than ever before, NMAH has a role in interpreting America's history and philosophy to its citizens and guests from around the globe. Through unrelenting efforts, it can make essential contributions to visitors and the country.

Attracting First-time and Repeat Visitors

The data suggest that NMAH's strategic planning should focus on increasing the size of the visitorship, with particular attention to encouraging more repeat visitation.

One approach is to attract more young visitors. The mean age of visitors has remained around 39, and over two thirds of visitors are adults. However, since 2006 adults with youth have become the major visit group among voluntary visitors. NMAH can reinforce this shift by offering more exhibitions, public programs and educational activities attractive to or specifically for younger people.

NMAH serves as an effective stage to show American stories to foreign visitors. Enriching the experience of international visitors so they continue to be engaged is another approach. A study of the experiences of international visitors in NMAH exhibitions and programs might yield important clues about their experiences (positive and negative).

Addressing Less Than Satisfactory Visit Aspects

While 71% of visitors expressed no dissatisfaction, there is still room for improvement. Two aspects that call for attention, according to some visitors, are insufficient seating and a lack of museum maps.

Also, a substantial percentage of visitors identified their interaction with personnel in the Museum as less than satisfactory, especially security officers, with whom visitors interact the most frequently. NMAH might want to address this issue through more training for all staff on how to serve the public.

Increasing Excellent and Superior in the Overall Experience Rating (OER)

The OER has not increased in the last several years. Two possible ways to change this are to: address the issues in the areas of dissatisfaction (noted above); and to study and experiment to find what leads to Superior ratings.

APPENDIX A. ENTRANCE AND EXIT QUESTIONNAIRES

6615508001

National Museum of American History
Summer 2014

ENT

Is this your first visit to this museum, the National Museum of American History? ☐ Yes ☒ No

If No, did you visit during the past 12 months? ☐ Yes ☐ No

Did you visit any other history museum during the last 12 months? ☐ Yes ☐ No

How do you think you will rate your overall experience at this museum when you leave?
☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

Which of the following experiences are you especially looking forward to in this museum today?
[Mark one or more]

- ☐ Being moved by beauty
- ☐ Connecting with the emotional experiences of others
- ☐ Encountering things I can relate to personally
- ☐ Enriching my understanding
- ☐ Feeling pride in America
- ☐ Gaining information or knowledge
- ☐ Getting a sense of the everyday lives of others
- ☐ Imagining other times or places
- ☐ Recalling memories
- ☐ Reflecting on the meaning of what I saw
- ☐ Seeing rare, valuable, or uncommon things
- ☐ None of these

Help us to understand your interests. For each of the following items, please indicate the degree to which that activity describes you.

I like to...	...bring people together	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me
	...construct things	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me
	...divide things into categories	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me
	...go camping	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me
	...help others in person	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me
	...identify patterns	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me
I like to...	...jog/run for fun	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me
	...know how things are made	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me
	...learn philosophy	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me
	...play competitive sports	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me
	...shop	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me
	...spend my leisure time with other people	<input type="radio"/> Not me at all	<input type="radio"/> A little me	<input type="radio"/> Me	<input type="radio"/> Very much me

With whom are you visiting the museum today?
[Mark one or more and indicate number you are with]

☐ I am alone

☐ I am with adults age 18 and over

☐ I am with youth 13 through 17 years old

☐ I am with children 9 through 12 years old

☐ I am with children 6 through 8 years old

☐ I am with children under 6 years old

What is your sex? ☐ Male ☐ Female

Do you live in the United States or another country?

☐ United States, specify ZIP code:

☐ Another country, specify: _____

What is your age?

We hope you enjoy your visit today

We appreciate your assistance! Thank you.

Ses

Segment ☐ 1 ☐ 2 ☐ 3

Door ☐ C ☐ M

Status ☐ C ☐ R ☐ O ☐ L ☐ I

ID

5643027647

National Museum of American History
Summer 2014

ENT_B

Is this your first visit to this museum, the National Museum of American History? ☐ Yes ☒ No

If No, did you visit during the past 12 months? ☐ Yes ☐ No

Did you visit any other history museum during the last 12 months? ☐ Yes ☐ No

How do you think you will rate your overall experience at this museum when you leave?

☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

Which of the following experiences are you especially looking forward to in this museum today?

[Mark one or more]

- ☐ Seeing rare, valuable, or uncommon things
- ☐ Reflecting on the meaning of what I saw
- ☐ Recalling memories
- ☐ Imagining other times or places
- ☐ Getting a sense of the everyday lives of others
- ☐ Gaining information or knowledge
- ☐ Feeling pride in America
- ☐ Enriching my understanding
- ☐ Encountering things I can relate to personally
- ☐ Connecting with the emotional experiences of others
- ☐ Being moved by beauty
- ☐ None of these

With whom are you visiting the museum today?
[Mark one or more and indicate number you are with]

☐ I am alone

☐ I am with adults age 18 and over

☐ I am with youth 13 through 17 years old

☐ I am with children 9 through 12 years old

☐ I am with children 6 through 8 years old

☐ I am with children under 6 years old

What is your sex? ☐ Male ☐ Female

Do you live in the United States or another country?

☐ United States, specify ZIP code:

☐ Another country, specify: _____

What is your age?

We hope you enjoy your visit today

Help us to understand your interests. For each of the following items, please indicate the degree to which that activity describes you.

I like to...

...bring people together ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

...construct things ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

...divide things into categories ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

...go camping ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

...help others in person ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

...identify patterns ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

I like to...

...jog/run for fun ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

...know how things are made ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

...learn philosophy ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

...play competitive sports ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

...shop ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

...spend my leisure time with other people ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

We appreciate your assistance! Thank you.

Ses Segment ☐ 1 ☐ 2 ☐ 3 Door ☐ C ☐ M Status ☐ C ☐ R ☐ L ☐ I ID

4252286537

National Museum of American History
Summer 2014

EXT

Is this your first visit to this museum, the National Museum of American History? ☐ Yes ☒ NoIf No, did you visit during the past 12 months? ☐ Yes ☐ NoDid you visit any other history museum during the last 12 months? ☐ Yes ☐ No

Based on your visit today, please rate your overall experience at this museum today:

☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

Which of these experiences were especially satisfying to you in this museum today? [Mark one or more]

- ☐ Being moved by beauty
- ☐ Connecting with the emotional experiences of others
- ☐ Encountering things I can relate to personally
- ☐ Enriching my understanding
- ☐ Feeling pride in America
- ☐ Gaining information or knowledge
- ☐ Getting a sense of the everyday lives of others
- ☐ Imagining other times or places
- ☐ Recalling memories
- ☐ Reflecting on the meaning of what I saw
- ☐ Seeing rare, valuable, or uncommon things
- ☐ None of these

Were any of these aspects of your visit today LESS than satisfactory? [Mark one or more]

☐ No; it was all fine.☒ Yes

- ☐ Bathrooms
- ☐ Cafeteria
- ☐ Ease of finding one's way around
- ☐ Exhibition topics
- ☐ Information in exhibitions
- ☐ Lighting in exhibitions
- ☐ Number of visitors in building
- ☐ Organization of exhibitions
- ☐ Places to sit and rest
- ☐ Sound levels in building
- ☐ Other: _____

Did you have contact with Security personnel during your visit today? ☐ No ☒ Yes If Yes, please rate your contact:☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ SuperiorDid you stop at an Information Desk during your visit today? ☐ No ☒ Yes If Yes, please rate your experience:☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ SuperiorDid you talk to Floor Staff/Docents during your visit today? ☐ No ☒ Yes If Yes, please rate your interaction:☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

With whom are you visiting the museum today? [Mark one or more and indicate number you are with]

☐ I am alone☐ I am with adults age 18 and over☐ I am with youth 13 through 17 years old☐ I am with children 9 through 12 years old☐ I am with children 6 through 8 years old☐ I am with children under 6 years oldWhat is your sex? ☐ Male ☐ Female

Do you live in the United States or another country?

☐ United States, specify ZIP code: ☐ Another country, specify: _____What is your age?

Help us to understand your interests. For each of the following items, please indicate the degree to which that activity describes you.

I like to...

...bring people together ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...construct things ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...divide things into categories ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...go camping ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...help others in person ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...identify patterns ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

I like to...

...jog/run for fun ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...know how things are made ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...learn philosophy ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...play competitive sports ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...shop ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...spend my leisure time with other people ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me**We appreciate your assistance! Thank you.**
 Ses Segment ☐ 1 ☐ 2 ☐ 3 Door ☐ C ☐ O ☐ M Status ☐ C ☐ O ☐ R ☐ L ☐ I ID

0107612636

National Museum of American History
Summer 2014

EXT_D

Is this your first visit to this museum, the National Museum of American History? ☐ Yes ☒ NoIf No, did you visit during the past 12 months? ☐ Yes ☐ NoDid you visit any other history museum during the last 12 months? ☐ Yes ☐ No

Based on your visit today, please rate your overall experience at this museum today:

☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

Which of these experiences were especially satisfying to you in this museum today? [Mark one or more]

- ☐ Seeing rare, valuable, or uncommon things
- ☐ Reflecting on the meaning of what I saw
- ☐ Recalling memories
- ☐ Imagining other times or places
- ☐ Getting a sense of the everyday lives of others
- ☐ Gaining information or knowledge
- ☐ Feeling pride in America
- ☐ Enriching my understanding
- ☐ Encountering things I can relate to personally
- ☐ Connecting with the emotional experiences of others
- ☐ Being moved by beauty
- ☐ None of these

Were any of these aspects of your visit today LESS than satisfactory? [Mark one or more]

- ☐ No; it was all fine.
- ☒ Yes
- ☐ Sound levels in building
- ☐ Places to sit and rest
- ☐ Organization of exhibitions
- ☐ Number of visitors in building
- ☐ Lighting in exhibitions
- ☐ Information in exhibitions
- ☐ Exhibition topics
- ☐ Ease of finding one's way around
- ☐ Cafeteria
- ☐ Bathrooms
- ☐ Other: _____

Did you have contact with Security personnel during your visit today? ☐ No ☒ Yes If Yes, please rate your contact:☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ SuperiorDid you stop at an Information Desk during your visit today? ☐ No ☒ Yes If Yes, please rate your experience:☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ SuperiorDid you talk to Floor Staff/Docents during your visit today? ☐ No ☒ Yes If Yes, please rate your interaction:☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

With whom are you visiting the museum today? [Mark one or more and indicate number you are with]

☐ I am alone☐ I am with adults age 18 and over☐ I am with youth 13 through 17 years old☐ I am with children 9 through 12 years old☐ I am with children 6 through 8 years old☐ I am with children under 6 years oldWhat is your sex? ☐ Male ☐ Female

Do you live in the United States or another country?

☐ United States, specify ZIP code: ☐ Another country, specify: _____What is your age?

Help us to understand your interests. For each of the following items, please indicate the degree to which that activity describes you.

I like to...

...bring people together ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...construct things ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...divide things into categories ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...go camping ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...help others in person ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...identify patterns ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me

I like to...

...jog/run for fun ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...know how things are made ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...learn philosophy ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...play competitive sports ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...shop ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me...spend my leisure time with other people ☐ Not me at all ☐ A little me ☐ Me ☐ Very much me**We appreciate your assistance! Thank you.**
 Ses Segment ☐ 1 ☐ 2 ☐ 3 Door ☐ C ☐ O ☐ M Status ☐ C ☐ O ☐ R ☐ L ☐ I ID

APPENDIX B. NMAH SUMMER 2014 FREQUENCIES

Notes:

- First four and last four questions were analyzed with the complete samples;
- Middle four questions were analyzed with all the samples that applied
- If respondents could mark more than one answer for a question, the percent totals are not shown
- A total may not add to 100 due to rounding
- The question formats have been modified from the actual questionnaires to facilitate entering the data

Is this your first visit to this museum, the National Museum of American History?		Entrance Total	Exit Total	Total	Sig.
	No	41%	35%	38%	0.254
	Yes	60%	65%	62%	
	Total	101%	100%	100%	
If No, did you visit during the past 12 months?					0.958
	No	77%	77%	77%	
	of Total	31%	27%	29%	
	Yes	23%	23%	23%	
	of Total	9%	8%	9%	
Total		100%	100%	100%	
Did you visit any other history museum during the last 12 months?		Entrance Total	Exit Total	Total	Sig.
	No	47%	40%	43%	0.030
	Yes	53%	60%	57%	
	Total	100%	100%	100%	

How do you think you will rate your overall experience at this museum when you leave?/ Based on your visit today, please rate your overall experience at this museum today:		Entrance Total	Exit Total	Total	Sig.
Poor	0%	0%			0.148
Fair	1%	2%			
Good	24%	25%			
Excellent	57%	53%			
Superior	19%	20%			
Total	101%	100%			
Poor, Fair, Good	25%	27%			0.638
Excellent	57%	53%			
Superior	19%	20%			
Total	100%	100%			
Which of the following experiences are you especially looking forward to /were especially satisfying to you in this museum today?		Entrance Total	Exit Total	Total	Sig.
Gaining information or knowledge	54%	52%			0.897
Seeing rare, valuable, or uncommon things	52%	51%			0.985
Enriching my understanding	50%	44%			0.087
Feeling pride in America	46%	44%			0.558
Imagining other times or places	46%	39%			0.045
Recalling memories	23%	34%			0.000
Reflecting on the meaning of what I saw	23%	29%			0.030

	Encountering things I can relate to personally	22%	20%		0.760
	Getting a sense of the everyday lives of others	21%	24%		0.213
	Being moved by beauty	18%	16%		0.476
	Connecting with the emotional experiences of others	15%	18%		0.114
	None of these	2%	1%		0.801
Where do you live?		Entrance Total	Exit Total	Total	Sig.
	United States	83%	80%	81%	0.257
	Other country	17%	20%	19%	
	Total	100%	100%	100%	
	5 mile radius	3%	3%	3%	0.385
	10 mile radius	3%	2%	3%	
	20 mile radius	4%	3%	4%	
	40 mile radius	3%	4%	4%	
	100 mile radius	4%	3%	3%	
	250 mile radius	12%	9%	11%	
	Other U.S.	53%	56%	54%	
	International	17%	20%	19%	
	Total	100%	100%	100%	
With whom are you visiting the museum today? [Mark one or more and indicate number you are with]		Entrance Total	Exit Total	Total	Sig.
	I am alone	16%	13%	14%	0.156
	I am with adults age 18 and over	73%	75%	74%	0.422

	I am with youth 13 through 17 years old	22%	23%	22%	0.785
	I am with children 9 through 12 years old	17%	18%	17%	0.917
	I am with children 6 through 8 years old	8%	8%	8%	0.694
	I am with children under 6 years old	8%	7%	8%	0.501
	Alone	16%	13%	14%	0.559
	With adults only	43%	42%	43%	
	With youth only	11%	13%	12%	
	With adults and youth	30%	32%	31%	
	Total	100%	100%	100%	
What is your sex?		Entrance Total	Exit Total	Total	Sig.
	Male	48%	49%	49%	0.418
	Female	52%	51%	51%	
	Total	100%	100%	100%	
What is your age?		Entrance Total	Exit Total	Total	Sig.
	Age under 18	9%	11%	10%	0.561
	Age 18 to 29	22%	24%	23%	
	Age 30 to 39	17%	18%	18%	
	Age 40 to 49	25%	21%	23%	
	Age 50 to 59	16%	15%	15%	
	Age 60 and over	11%	11%	11%	
	Total	100%	100%	100%	

Were any of these aspects of your visit today LESS than satisfactory? [Mark one or more]		Exit Total	
No, It was all fine		71%	
Yes, do not satisfy		29%	
Total		100%	of Total
Among Yes:	Places to sit and rest	24%	7%
	Ease of finding one's way around	23%	7%
	Bathrooms	18%	5%
	Lighting in exhibitions	16%	5%
	Sound levels in building	15%	4%
	Other	14%	4%
	Cafeteria	14%	4%
	Number of visitors in building	11%	3%
	Organization of exhibitions	10%	3%
	Exhibition topics	9%	3%
	Information in exhibitions	7%	2%
Did you have contact with Security personnel during your visit today?		Exit Total	
No		52%	
Yes		48%	
Total		100%	of Total

If Yes, please rate your contact:	Poor	1%	0%	
	Fair	6%	3%	
	Good	33%	16%	
	Excellent	39%	19%	
	Superior	21%	10%	
	Total	100%		
Q11: Did you stop at an Information Desk during your visit today?		Exit Total		of Total
No		65%		
Yes		35%		
Total		100%		
If Yes, please rate your experience:	Poor	1%	0%	
	Fair	7%	2%	
	Good	25%	9%	
	Excellent	45%	16%	
	Superior	22%	8%	
	Total	100%		
Did you talk to Floor Staff/Docents during your visit today?		Exit Total		of Total
No		78%		
Yes		22%		
Total		100%		

9/22/14

If Yes, please rate your interaction:	Poor	1%	0%	
	Fair	1%	0%	
	Good	26%	6%	
	Excellent	49%	11%	
	Superior	23%	5%	
	Total	100%		

APPENDIX C. FREQUENCIES OF 2014, 2010, 2006, 2005, 2004 AND 1994-95 DEMOGRAPHIC CHARACTERISTICS

Year/Study	1994-1995 (Visitors to History) (n=455)	2004 (A Visit to the Smithsonia n) (n=601)	2005 (Visito r Rating s) (n=29 2)	2006 (Visitors Count!) (n=3,73 2)	2006 (Visitor s Count!) (n=164 3)	2006 (Face of the Smithsonia n) (n=266)	2010 (SIApp) (n=192)	2010 (Visitor s Count!) (n=118 4)	2014 ENTRAN CE SURVEY (n= 560)	2014 EXIT SURVEY (n= 503)	2014 (Visitors Report!) (n=1063)
Season	Summer	Early Summer	Spring	Winter, Spring, Summe r	Summe r	Early Summer	Summer	Summe r	Summer	Summ er	Summer
Type	EXIT	EXIT	EXIT	EXIT	EXIT	EXIT	ENTRAN CE	EXIT	ENTRAN CE	EXIT	ENTRANC E+ EXIT

Dates	June 12-24, July 17-29, August 7-19, 1994?	June 19 and July 22, 2004	April 12 and April 24, 2005	Februar y to August, 2006	July 17 - August 19, 2006	June 22, 28, 30, 2006	July 21- 22, 2010	July 30, Aug 1, 3, 5, 9, 2010	July 23- 29, 2014	July 23-29, 2014	July 23- 29, 2014
Sex											
Male	51%	53%	49%	46%	44%	45%	49%	44%	48%	49%	49%
Female	49%	47%	51%	54%	56%	55%	51%	56%	52%	51%	51%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Respondent Age											
Mean	39 yrs	37 yrs	45 yrs	40 yrs	40 yrs	40 yrs	38 yrs	39 yrs	39 yrs	38 yrs	39 yrs
12 to 19	16%	18%	8%	9%	7%	17%	17%	11%	12%	14%	14%
20 to 24	8%	11%	8%	8%	9%	10%	11%	10%	11%	9%	9%
25 to 34	20%	16%	12%	18%	19%	12%	12%	15%	17%	21%	19%
35 to 44	26%	21%	20%	26%	26%	19%	22%	28%	21%	18%	19%
45 to 54	20%	19%	20%	24%	25%	22%	23%	22%	21%	20%	21%
55 to 64	7%	11%	17%	12%	11%	12%	11%	11%	11%	11%	11%
65+	4%	4%	15%	4%	3%	8%	6%	4%	7%	7%	7%

Total	101%	100%	100%	101%	100%	100%	102%	101%	100%	100%	100%
Respondent Generations											
Pre-Baby Boom (born before 1946)	NA	9%	21%	6%	6%	12%	6%	4%	4%	4%	4%
Earlier Baby Boomers (born 1946-54)	NA	17%	23%	16%	15%	14%	11%	11%	8%	8%	8%
Later Baby Boomers (born 1955-64)	NA	20%	17%	25%	26%	23%	22%	19%	15%	14%	15%
Generation X (born 1965-81)	NA	28%	24%	36%	37%	25%	28%	40%	37%	32%	34%
Generation Y (born 1982-1995)	NA	26%	15%	17%	16%	27%	28%	23%	24%	27%	25%
Generation Z (Digital Natives) (born after 1995)	NA	NA	NA	NA	NA	NA	6%	4%	13%	15%	14%
Total	NA	100%	100%	100%	100%	101%	101%	101%	101%	100%	100%

Ages of all
voluntary visitors

REVIEW DRAFT FOR HOWARD MORRISON, NMAH

9/22/14

1 year old	NA	NA	NA	1%	1%	NA	NA	1%	NA	NA	NA
2 years old	NA	NA	NA	1%	1%	NA	NA	1%	NA	NA	NA
3 years old	NA	NA	NA	1%	1%	NA	NA	1%	NA	NA	NA
4 years old	NA	NA	NA	1%	1%	NA	NA	1%	NA	NA	NA
5 years old	NA	NA	NA	1%	1%	NA	NA	1%	NA	NA	NA
6 years old	NA	NA	NA	1%	2%	NA	NA	1%	NA	NA	NA
7 years old	NA	NA	NA	1%	2%	NA	NA	2%	NA	NA	NA
8 years old	NA	NA	NA	2%	2%	NA	NA	2%	NA	NA	NA
9 years old	NA	NA	NA	2%	2%	NA	NA	2%	NA	NA	NA
10 years old	NA	NA	NA	2%	3%	NA	NA	3%	NA	NA	NA
11 years old	NA	NA	NA	2%	2%	NA	NA	3%	NA	NA	NA
12 years old	NA	NA	NA	2%	2%	NA	NA	2%	NA	NA	NA
13 years old	NA	NA	NA	2%	2%	NA	NA	3%	NA	NA	NA
14 years old	NA	NA	NA	2%	2%	NA	NA	3%	NA	NA	NA
15 years old	NA	NA	NA	2%	2%	NA	NA	2%	NA	NA	NA
16 years old	NA	NA	NA	2%	2%	NA	NA	3%	NA	NA	NA
17 years old	NA	NA	NA	2%	2%	NA	NA	3%	NA	NA	NA
age 18 or over	NA	NA	NA	74%	69%	NA	NA	68%	NA	NA	NA

REVIEW DRAFT FOR HOWARD MORRISON, NMAH

9/22/14

Total	NA	NA	NA	100%	100%	NA	NA	100%	NA	NA	NA
Residence											
Locals	18%	8%	10%	11%	12%	5%	6%	8%	9%	7%	8%
Non Locals	82%	92%	90%	89%	88%	95%	94%	92%	91%	93%	92%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
US	90%	91%	91%	92%	91%	88%	88%	89%	83%	80%	81%
International	10%	9%	9%	8%	9%	12%	12%	11%	17%	20%	19%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Race/Ethnicity (US Residents Only)											
African Amer/Black	7%	6%	NA	8%	10%	NA	NA	6%	NA	NA	NA
American Indian or Alaskan Native	NA	1%	NA	2%	1%	NA	NA	2%	NA	NA	NA
Asian American	NA	6%	NA	6%	6%	NA	NA	6%	NA	NA	NA
Native Hawaiian or Pacific Islander	NA	1%	NA	1%	1%	NA	NA	1%	NA	NA	NA

REVIEW DRAFT FOR HOWARD MORRISON, NMAH

9/22/14

Asian/Pacific Islander	4%	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hispanic/Native American	3%	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
White or Caucasian	88%	87%	NA	86%	84%	NA	NA	87%	NA	NA	NA
Latino/Hispanic											
Yes	NA	7%	NA	7%	7%	NA	NA	7%	NA	NA	NA
No	NA	93%	NA	93%	93%	NA	NA	94%	NA	NA	NA
Total	NA	100%	NA	100%	100%	NA	NA	101%	NA	NA	NA
Group Composition											
Alone	16%	13%	18%	14%	12%	14%	15%	10%	16%	13%	15%
Adults with Adults	44%	41%	56%	38%	39%	35%	48%	38%	39%	38%	38%
Adults with Youth	34%	39%	25%	43%	44%	41%	34%	46%	45%	47%	46%
Organized Group	6%	5%	NA	4%	4%	9%	NA	1%	NA	NA	NA
Group of Youth	2%	2%	1%	1%	1%	1%	3%	4%	1%	2%	2%
Total	102%	100%	100%	100%	100%	100%	100%	99%	101%	100%	101%

Duration of Visit

Duration	96 min (S. D. 62 min)	NA	NA	NA	NA	NA	NA	116 min (S.D. 71)	NA	NA	NA
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Popular Exhibits

Exhibit Visited	First Ladies 70%	NA	First Ladies 67%	NA	NA	NA	NA	First Ladies 58%	NA	NA	NA
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First vs. Repeat
Visitors

First visit to NMAH, first to SI	21%	42%	41%	24%	24%	NA	56%	28%	NA	NA	NA
First to NMAH, Repeat to SI	23%	10%	14%	29%	29%	NA	44%	33%	NA	NA	NA
First visit to NMAH	44%	52%	55%	53%	53%	59%	NA	61%	60%	65%	62%
Repeat to NMAH	56%	48%	46%	47%	47%	41%	NA	39%	41%	35%	38%

Rating of the
museum

Poor	NA	1%	0%	NA	NA	1%	0%	0%	0%	0%	NA
Fair	NA	4%	2%	NA	NA	5%	1%	2%	1%	2%	NA
Good	NA	35%	24%	NA	NA	35%	16%	24%	24%	25%	NA
Excellent	NA	46%	55%	NA	NA	42%	64%	54%	57%	53%	NA
Superior	NA	14%	19%	NA	NA	16%	18%	20%	19%	20%	NA
Total	NA	100%	100%	NA	NA	99%	99%	100%	101%	100%	NA