

*A Study of Visitors to a Series of Public Programs
at the National Museum of American Indian*



December 2012



Smithsonian Institution

Office of Policy and Analysis
Washington, DC 20013

Abstract

This report summarizes data collected in ten separate studies conducted between February 11 and October 20, 2012 at five festivals held at the National Museum of the American Indian (NMAI), one exhibition at NMAI, and two programs at the NMAI's *imagiNATIONS Activity Center*, as well as at two Latino-themed events at other museums. One program was held at the National Museum of Natural History and another at the National Museum of American History. The Latino Initiatives Pool, sponsored by the Smithsonian Latino Center, funded the series and the studies conducted by the Office of Policy and Analysis (OP&A). The results reported here are primarily based on exit surveys of visitors at the festivals, the exhibit, and the *imagiNATIONS Activity Center*. From a random sample of 2894 intercepted visitors, 1975 completed surveys were collected, which include 203 intercepted visitors and 115 completed surveys at Hispanic Heritage Month events outside of NMAI.

The event that drew the most local visitors was the *Power of Chocolate Festival*. The second most popular event for local audiences was the *imagiNATIONS Activity Center* programs.

On average, 12% of visitors identified themselves as having a Hispanic or Latino origin; no event's Latino audience exceeded 17%. Five percent of the respondents spoke Spanish as their primary language; 84% spoke English and 11% spoke other languages.

The study shows that the Latino respondents' ratings for the festivals were similar to the average rating for Smithsonian exhibitions as well as specific NMAI ratings. The data presented in this report also show that the experiences of Latino and non-Latino visitors differed in some key ways – not only in what they would like to experience at NMAI, but also in the reasons they gave for going to NMAI. In this study, when controlling for locality, Latinos were more likely to come specifically for a Latino-themed event than non-Latinos. Three-fourths (78%) of local Latinos came specifically for these events, compared to 41% of local non-Latinos and 30% of non-local Latinos, compared to 13% of non-local non-Latinos.*

* All photo captions and credits are on page 44.

Summary

This report summarizes data collected in ten separate studies conducted between February 11 and October 20, 2012 at five festivals held at the National Museum of the American Indian (NMAI), one exhibition at NMAI and two programs at the NMAI's *imaginationATIONS Activity Center*, as well as at two Hispanic Heritage Month events. One was held at the National Museum of Natural History and the other at the National Museum of American History. The series, and the studies conducted by the Office of Policy and Analysis (OP&A), were funded by the Latino Initiatives Pool, sponsored by the Smithsonian Latino Center. The results reported here are primarily based on exit surveys of visitors at the festivals, the exhibit, and the *imaginationATIONS Activity Center*. From a random sample of 2894 intercepted visitors, 1975 completed surveys were collected, which include 203 intercepted visitors and 115 completed surveys at Hispanic Heritage month events outside of NMAI.

The event that drew the most local visitors was the *Power of Chocolate Festival*. The *imaginationATIONS Activity Center* programs were the second most popular with local audiences.

On average, 12% of visitors identified themselves as having a Hispanic or Latino origin; no event's Latino audience exceeded 17%. Five percent of the respondents spoke Spanish as their primary language; 84% spoke English and 11% spoke other languages.

The study shows that the Latino respondents' ratings for the festivals were similar to the average rating for Smithsonian exhibitions as well as specific NMAI ratings. The data presented in this report also show that the experiences of Latino and non-Latino visitors differed in some key ways – not only in what they would like to experience at NMAI, but also in the reasons they gave for going to NMAI.

Overall, 46% of Latinos were event-specific visitors, while 19% of non-Latino visitors were event-specific visitors. As other studies show, local visitors were more likely to come specifically for an event. In this study, Latinos were more likely to be local than non-Latinos, 32% compared to 21%. Notably in this study, when controlling for locality, Latinos were still more likely to come specifically for a Latino-themed event than non-Latinos. Three-fourths (78%) of local Latinos came specifically for these events, compared to 41% of local non-Latinos. Among non-locals, 30% of Latinos compared to 13% of non-Latinos reported coming for an event.

Also of note, visitors to NMNH and NMAH Hispanic Heritage Month events were asked to identify which geographic area(s) were covered in NMAI's exhibitions and programming. Slightly less than one in five (18%) visitors knew the extensive range covering the United States, Canada, Mexico, Central America and South America. Three-fourths of visitors thought that NMAI covered the United States. Visitors were considerably less aware that NMAI's exhibitions and programming included the other geographical areas.

Table of Contents

Abstract.....	2
Summary.....	3
Preface.....	5
Background.....	6
Methodology.....	8
Findings.....	14
Comments.....	20
Appendices	
A. Questionnaires for <i>Latin Initiative Pool (LIP)</i> Surveys.....	22
B. Frequency Distributions from the LIP Studies	26
C. The <i>imaginationATIONS Activity Center</i>	39
Photo Captions and Credits	44

Preface

This report summarizes a series of studies funded by the Latino Initiatives Pool, sponsored by the Smithsonian Latino Center. The studies were at the National Museum of the American Indian (NMAI) and, during Hispanic Heritage Month, at the National Museum of Natural History (NMNH) and the National Museum of American History (NMAH). The purpose of this planning grant was for the Office of Policy & Analysis (OP&A) to evaluate current museum efforts at Latino audience outreach and for NMAI to start developing a regular programming schedule for area families. NMAI was most interested in obtaining information about local Latino audience participation and preferences in preparation for upcoming exhibitions on Central American Ceramics and the Inka Road Project.

At NMAI, I would like to thank Amy Van Allen, Project Manager, who worked closely with OP&A, for proposing the studies and ensuring their efficient implementation and Carolyn Rapkievian, Assistant Director for Education and Museum Programs, for facilitating data collection and reviewing questionnaires. At OP&A, the study was under the overall supervision of Zahava D. Doering, Senior Social Scientist, ably assisted by Sarah Block and Hyemin Kim. OP&A interns Michael Anderson and Bridget Sandison reviewed the report and made many helpful suggestions. In the course of the studies, every OP&A staff member and intern helped with the data collection. Sarah Block, an OP&A researcher, and Hyemin Kim, an intern from Korea, deserve special recognition for undertaking most of the analysis used here and helping Zahava produce the final report.

Carole Neves,
Director
Office of Policy and Analysis



Background

In late Fall 2011, the National Museum of the American Indian (NMAI) submitted a planning grant proposal, called UNDERSTANDING AND BUILDING A LOCAL LATINO FAMILY AUDIENCE, to the Latino Initiatives Pool, sponsored by the Smithsonian Latino Center. The purpose of this planning grant was to evaluate current museum efforts at Latino audience outreach and begin to develop a regular programming schedule for area families.

In part, the opening of NMAI's new *imaginationATIONS Activity Center* in September 2011 motivated the proposal. As the first completely bilingual space in the museum, it presents a new opportunity for NMAI to meet some of its major goals: improve educational opportunities for school-age visitors; provide a focused space for families; and engage and build the museum's local audience.

Through this partnership with the Latino Center, NMAI expected:

- To evaluate the bilingual activity center, and ensure that the center is an effective mechanism for communicating with local family audiences;
- To conduct a needs assessment to evaluate bilingual and Latino-themed programming, and to determine if NMAI is meeting the needs of its core and intended audiences;
- To test NMAI's success in presenting the core Smithsonian themes of Valuing World Cultures and Understanding the American Experience; and
- To build a local audience that returns because the children believe that NMAI is "their museum."

In short, NMAI needed answers to the questions:

- Why did visitors come to these particular programs, and what did they think?
- What else can, or should, the museum do to match its mission and goals to visitor expectations?
- How best does the museum reach out to these audiences?

NMAI, in general, wanted feedback from visitors on their interests and expectations, which would help it understand how to build on past programming successes to make it more relevant to local audiences, particularly Latino ones. These studies would also help NMAI prepare for upcoming collaborative offerings such as the Central American Ceramics exhibition and the Inka Road Project.

Based on recent studies, NMAI knew that Latino audiences were part of its museum-going constituency, along with its indigenous constituency. According to the Office of Policy and Analysis (OP&A) report, *A Two-Year Study of the Visitor Experience at the George Gustav Heye Center* (OP&A 2009-2010, p.22), NMAI's New York City facility achieved the following:

- 12% of annual visitors identified as Native American (36,000) and 18% as being of Latino or Hispanic ancestry (54,000).
- 5% of annual visitors (15,000) identified as having both Native and Hispanic ancestry.
- *Hispanic Indian* made up 29% of the museum's Hispanic visitorship and one-third of the museum's Native American visitorship.

In contrast, American Community Survey data (2008) show that only 0.1% of the U.S. population identifies itself as Hispanic or Latino AND American Indian or Alaska Native.¹

In Washington, D.C., data from the Pew Hispanic Center, *Survey of Public Participation in the Arts* (NEA), and Smithsonian reports show Latino participation in museums and arts programs between 8% and 9% of visitors.² NMAI has also had Latinos' attendance spikes for specific programs. For instance, attendance for the Chilean Craft Show in October 2009 represented a 7% increase in attendance over the same weekend in 2008. Today, despite representing 34% of the U.S. population as a whole, minorities account for only 9% of museum visitors.³ As of 2007, both New York City and Washington, D.C. are "metro areas where less than half of people under age 15 are non-Hispanic white."⁴ As the local audience changes, NMAI needs to be ready to adapt to its interests and needs. According to the results of the 2010 Census, 16% of the U.S. population was of Hispanic or Latino origin⁵. By 2050, it is predicted that 30% of the U.S. population will be Latino, and now-minority populations will be the majority.⁶

In developing the proposal for the Latino Pool, NMAI partnered with the Office of Policy & Analysis (OP&A) to plan a series of surveys of visitors to the *imaginationATIONS Activity Center* programs, NMAI weekend festivals, and several Latino Center programs during Hispanic Heritage Month. The intent was to survey program visitors, including Latinos, about their attendance. How did they learn about a specific program? Why did they choose to attend it? What did they think of it? Do they attend similar programs at non-SI venues? Would they attend similar programs at another SI venue? What kinds of programs and activities are they interested in? The information would also help NMAI understand how to broaden its audience – how to get the news out and encourage audiences to visit, look at what the museum offers, and participate in programs. The purpose of the Hispanic Heritage Month segment of the Latino Initiative Program was twofold: first, to assess Latino audience presence at Smithsonian museums (excluding NMAI); and to assess visitor familiarity with NMAI at other museums.

¹ American Association of Museums, Center for the Future of Museums. *Demographic Trends and the Future of Museums*. Washington, D.C.: AAM Press, 2010, p. 9. Sourced from the 2008 American Community Survey.

² Email David Karns, Smithsonian OP&A, 17 August 2011.

³ Ibid 5.

⁴ Ibid 20, sourced from Frey et al. *Getting Current: Recent Demographic Trends in Metropolitan America* (Washington, D.C.: Brookings Institution, 2009).

⁵ Ennis, Sharon, et al. 2010 Census Briefs. The Hispanic Population: 2010. 2011 May.

⁶ Ibid 9.

OP&A conducted ten studies from January through October 2011. At the end of the calendar year, after data were collected at multiple programs and at the *imagiNATIONS Activity Center*, OP&A wrote this report.

Methodology

The methodology for these studies used the standard survey model developed by OP&A. The questionnaires were developed and pretested until staff was sure that the responses would be consistent across respondents; i.e., that questions were being interpreted in the same way. Questionnaires were formatted and printed so that they could be scanned. As much as possible, the questionnaires for the different studies were alike. (See Appendix A for copies of the questionnaires and Appendix B for frequencies of responses.)

Depending on the length of a festival and available resources, data collection was scheduled across days and times. OP&A and NMAI staff administered the survey. For festivals held primarily in the Potomac Atrium area of NMAI's first level, visitors were intercepted at the top of the stairs leading to the main museum exit. Data were also collected for special programs outside of the *imagiNATIONS Activity Center* (IAC). During the survey periods, a total of 54 hours, 7,500 visitors exited. Potential interviewees were approached, asked for their participation, and handed a clipboard with the questionnaire and a pencil for self-administration. A total of 2,691 exiting visitors were intercepted. Eligible respondents completed 1,860 surveys, for a response rate of 69%.⁷

Data was also collected at two Hispanic Heritage Month events on Saturday, September 29, 2012. The events were at the National Museum of Natural History (NMNH) and the National Museum of American History (NMAH). At NMNH, OP&A staff intercepted visitors over a three-hour period at the exit of the Gems, Geology and Minerals section of the museum, where *Against All Odds* was located. At NMAH visitors were intercepted over an hour and a half outside of the Flag Hall. A total of 203 visitors were intercepted, resulting in 115 completed surveys for a response rate of 57%.

⁷ Children under age 18, school groups, SI staff, contractors, and people coming for appointments at the museum were not eligible for the study. A total of 34 were ineligible, thus a total of 2,657.

Below are brief descriptions of the ten events at which data were collected.⁸

The Power of Chocolate

NMAI's annual *Power of Chocolate* festival was held Saturday, Feb. 11, and Sunday, Feb. 12. This celebration of culture, music, dance, art, science and food explored the rich history and ongoing story of chocolate with an assortment of presentations, including spectacular Bolivian dance groups, food demonstrations and a "chocolate talk" about the mythology and history of the cacao plant. Free chocolate samples were provided while supplies lasted.



A Song for the Horse Nation

This exhibition, an epic story of the horse's influence on American Indian tribes from the 1600s to the current era, was at NMAI, Washington, D.C. from October 29, 2011–January 7, 2013.

Drawing upon a treasure-trove of historical objects (including ledger drawings, hoof ornaments, beaded bags, hide robes, paintings, and other objects) and new pieces by contemporary Native artists, the exhibition reveals how horses shaped the social, economic, cultural, and spiritual foundations of American Indian life, particularly on the Great Plains.



⁸ Descriptions are based on NMAI, Smithsonian Latino Center and Smithsonian press release and web page descriptions.

The Bolivian Festival: Suma Qamaña, Living Well



Bolivia celebrated its cultures, history and heritage with a weekend of presentations and programs at the *Bolivian Festival*, May 12 and 13 at NMAI. The festival included contemporary and traditional dance, a Baroque music concert, storytelling, and cultural demonstrations held in the Potomac Atrium, on the welcome plaza, and in other museum locations. Visitors could enjoy food and meet Bolivians sharing their wisdom, knowledge, and culture.

Living Earth Festival

The third annual *Living Earth Festival* was held on Friday, July 20 through Sunday, July 22 at NMAI. This three-day festival takes place every year to celebrate indigenous contributions to environmental sustainability, knowledge, and traditions.

The festival included an organic farmers market, an outdoor cooking competition, music and dance performances, and hands-on workshops about gardening, goat cheese and basketry, as well as discussions about the impact of climate change on marine habitats and concerns over genetically modified foods.



Kaypi Perú Festival

The *Kaypi Perú Festival* was held from Wednesday, July 25 through Monday, July 30, sponsored by NMAI and the Embassy of Peru. *Kaypi Perú*, which means “This is Peru” in the indigenous language of Quechua, highlighted the South American nation’s rich and diverse cultural heritage and traditional arts.



This year’s festival was the second annual celebration of the indigenous cultures of Peru. This six-day festival included an art market, music and dance performances, hands-on activities for kids, short films, photo exhibitions of Machu Picchu and the Inka Road, and traditional plants, as well as Peruvian Paso horses and alpacas.

Hispanic Heritage Month Events

Data was collected at two Hispanic Heritage Month events on Saturday, September 29. The purpose of this segment of the Latino Initiative Program was twofold: first, to assess Latino audience presence at Smithsonian museums (excluding NMAI), and to assess visitor familiarity with NMAI at other museums.

One Latino-oriented event occurred as part of the *Rock On! A Family Festival on Rocks and Geology* at NMNH. The Hispanic Heritage Month activity was an interactive discovery cart located in the *Against All Odds: Rescue at the Chilean Mine* exhibition space. The cart allowed visitors to



ask questions of bilingual museum staff, hold copper samples, and write notes to the miners.

The second event was held at the NMAH. As part of Hispanic Heritage Month, a local choir, Coral Cantigas, performed the Star Spangled Banner in Spanish twice during the afternoon in Flag Hall. This

performance was in conjunction with the exhibition, *Not Lost in Translation: Clotilde Arias* on display at this time. Ms. Arias was born in Peru and immigrated in the United States in 1923. She is the author of the only official Spanish translation of the Star Spangled Banner.

Andean Storytelling

with Julia García (Quechua)

The *imaginationATIONS* Activity Center, located on the third level of NMAI, opened its new two-day program, *Andean Storytelling with Julia García* (Quechua) in early August. The story of *Quwiwan Atujwan*, The Andean Fox and the Guinea Pig, unfolded in this bilingual family-friendly program. The program let visitors hear the Quechua language, interact with the characters in the story, and learn a traditional Andean dance. The storyteller, Julia García, was born in Cochabamba, Bolivia, where Quechua was her first language. She has devoted herself to teaching the richness of the Quechua language through radio programs, dance, song, and theatre.



Printmaking Workshop with Jorge Porrata (Taíno)

The *Printmaking Workshop with Jorge Porrata* (Taíno) was held from Thursday, October 11 through Sunday, October 14 at the *imaginationATIONS* Activity Center. In these hands-on activities, children and parents created artwork based on Taíno words commonly used in Caribbean countries like Cuba, Puerto Rico and the Dominican Republic to discover the influence of the Taíno people in the Caribbean and throughout the world.

Jorge Luis Porrata was born in Camagüey, Cuba and is a poet and artist. He has illustrated six books for the Cuban/Cuban American publishing house Homago, based in Miami, and has published poetry in literary magazines of Mexico, Cuba, and the Southwest USA.

Día de los Muertos/Day of the Dead

NMAI celebrated the Latin American holiday *Día de los Muertos* (Day of the Dead) with a two-day family event on Saturday and Sunday, Oct. 20–21. It is believed that during *Día de los Muertos* the souls of the dead return to visit the living and this is cause for celebration. This year's festival was the fourth at NMAI. *Día de los Muertos* celebrates the cycle of life and death, and has been observed in Mesoamerica since before the arrival of the Spanish. This colorful celebration of life included food demonstrations and a cultural presentation by La Danza de los Tecuanes. Visitors could learn how *papel picado* (paper cut outs), sugar skulls, and paper maché figures are created. Hands-on activities in the *imaginationS* Activity Center included creating your own *papel picado*, paper marigolds and decorating plaster skulls. Participants also could join in painting on a *Día de los Muertos* mural in the Potomac Atrium and view four *ofrendas* (altars) on view in the Potomac Atrium.



Findings

Attendees at the NMAI events

- Two-thirds of the attendees at the NMAI events were new to the museum (65%); of the remaining third, 21% had visited in the past year, while the remainder (14%) had been at NMAI more than 12 months ago.
 - More repeat visitors attended the *Power of Chocolate* than visitors to other events.
 - The *Kaypi Perú Festival* and the *Bolivian Festival* drew the highest percentages of first-time visitors.
 - Repeat users were more likely to come to NMAI for a specific event, especially if it was themed for their cultural heritage.
- About one-tenth of visitors were visiting NMAI alone (13%). The group composition of the remaining nine-tenths (87%) was as follows: with adults (78%), with one or more children under 18 (31%).
 - Visitors to the *imagination Activity Center* programs were more likely to come with children (84% came with children).⁹
 - Visitors to the *imagination Activity Center events* are more likely to come in bigger groups.
- The majority of the visitors were between ages 25 and 49 (57%). Both the average and the median age 41.
- Slightly more than half of the visitors were women (55%).
 - Most events drew similar ratios of males and females.
 - Women were predominant at the two *imagination* programs (58% and 85%, respectively).
- Almost nine out of every ten (86%) visitors lived in the United States; one-sixth (14%) of visitors were from abroad.
 - One-fifth (22%) were local residents.
 - Visitors to *Power of Chocolate* were more likely to be local than visitors to other events.
 - The second most popular events for local visitors were the *imagination Activity Center events*.
 - Much like in other studies conducted by OP&A, local visitors were more likely to come to the museum to attend a specific event than non-local visitors.
- Overall 211 of attendees were Latino, the highest percentage (17%) came to the *Bolivian Festival* and the *Kaypi Perú Festival*.

⁹ Unless noted, data from the two programs at the *imagination Activity Center* (Andean Storytelling with Julia Garcia and Printmaking Workshop with Jorge Porrata) were combined in analysis.

- Latinos were more likely to come for a specific event than non-Latinos. Overall, 46% of Latinos were event-specific visitors, while only 19% of non-Latino visitors were event-specific visitors.
- Local Latinos were more likely to be at these events than local non-Latinos, 32% compared to 21%.
 - When controlling for locality, Latinos were still more likely to come specifically for an event. Three-fourths (78%) of local Latinos came specifically for these events, compared to 41% of local non-Latinos. Thirty percent (30%) of non-local Latinos, compared to 13% of non-local non-Latinos were at these events.

Attendees at the NMNH and NMAH Hispanic Heritage Month events

- Over two-thirds of attendees had previously been to the museum (NMNH or NMAH) where they were intercepted (65%). Of these repeat visitors, 23% of the total had visited within the last 12 months, and 42% of the total more than 12 months ago.
- Half of the visitors were men and the other half were women.
- Nine in ten visitors were from the U.S. (91%) and 10% from another country.
 - One-fifth (19%) of visitors were local D.C. residents.
- Close to one in five of the visitors intercepted were of Latino origin (17%).¹⁰

Overall, with the exception of self-identification as Latinos, visitors at NMNH and NMAH were similar in their demographic characteristics to those encountered at NMAI.

- About one in five visitors attended the Hispanic Heritage Month events, the *Chilean Mine* demonstration or *Star Spangled Banner en Español* (17% attended, 83% did not attend, i.e., did not stop at the cart or enter the *Star Spangled Banner* program).
 - Of those who did attend, 15% rated the overall experience as Superior, 43% rated it Excellent, 37% Good and 6% Fair.

Familiarity with NMAI on the part of Visitors to the NMNM and NMAH Hispanic Heritage Month events

- Two out of five (39%) of visitors had been to NMAI, while 61% had not.

¹⁰ Due to the low sample size, no conclusions can be drawn related to differences between Latino and non-Latino visitors to the NMNM and NMAH Hispanic Heritage Month events.

- All visitors were asked to indicate from a list, to the best of their knowledge, which geographic area(s) are included in NMAI's exhibitions and programming. Three quarters thought that NMAI covers the United States, 42% thought Mexico, 34% Canada, 30% Central America, 29% South America. Slightly less than one in five visitors knew that NMAI covers all five geographic regions 18%.
 - One in four thought NMAI's exhibitions and programming only covered one area, with all choosing solely the United States except for one visitor who chose Mexico.
 - Of people who chose two options, the majority chose the United States and Mexico (5 out of 9). Of those who chose three, the majority chose the United States, Canada and Mexico (7 out of 13).
 - Visitors who chose four options, leaving out only one geographical area, mostly left out Canada (6 out of 10).
 - People who had previously been to NMAI were likely to know that the museum covers Canada and Mexico, but not Central or South America. They were equally likely as those who had not visited NMAI to know that it covers the United States.



Finding out about the events

- Two-thirds (68%) of all attendees did not know about the activity before they arrived at NMAI. The remaining third reported a range of sources of information.
 - Non-Latinos were more likely to not know about the event before they came.
- Two sources of information about the events, museum website and/or social media (12%) and word- of-mouth (10%), were selected more frequently than others from a long list of sources.
 - Other websites, advertisements, museum mailings, newspaper or magazine articles, museum banners, etc. were selected between 1% and 4%.
 - Advertisements in Metro stations, part of a special outreach campaign, were reported by 17% as their information source.
 - Word-of-mouth was highest for *The Chocolate Festival* (21%) and the Taíno program in the *imagination Activity Center* (24%).
- Latinos were more likely than non-Latinos to find out about specific events through the museum website or social media (16% compared to 9%) and word of mouth (20% vs. 8%).

Reasons for attendance

- The percentage of people who came specifically to see an event varied as follows:
 - *The Power of Chocolate Festival* – 45%
 - *A Song for the Horse Nation* exhibition – 29%
 - *The Peruvian Festival* – 24%
 - *The Bolivian Festival* – 19%
 - *The Living Earth Festival* – 10%
 - *The imagination Activity Center* – 7%
 - *Día de los Muertos* – 14%
- In each of the surveys we found about one-tenth (13%) of visitors said that they came specifically to eat at the *Mitsitam Café*.
- More Latinos than non-Latinos came specifically to participate in the Latino-themed events. Below are their percentages for each event:
 - *The Bolivian Festival* – 17%
 - *The Peruvian Festival* – 16.5 %
 - *Los Días de los Muertos* – 16%
 - *The Living Earth Festival* – 12%
 - *A Song for a Horse Nation* – 8%

- The *Power of Chocolate* Festival – 7%
- Since some of the festivals had been featured in previous years at NMAI, the audience included those who had attended the festival previously.
 - The *Power of Chocolate* Festival – 6%
 - The *Living Earth* Festival – 8%
 - *Los Días de los Muertos* – 4%
- Non-Latino visitors were significantly more likely to come for a general visit (75%) compared to Latino visitors (60%). Similarly, non-Latino visitors were less likely to know about an event at NMAI before they arrived at the museum compared to Latino visitors (70% vs. 54%).

Program Preferences

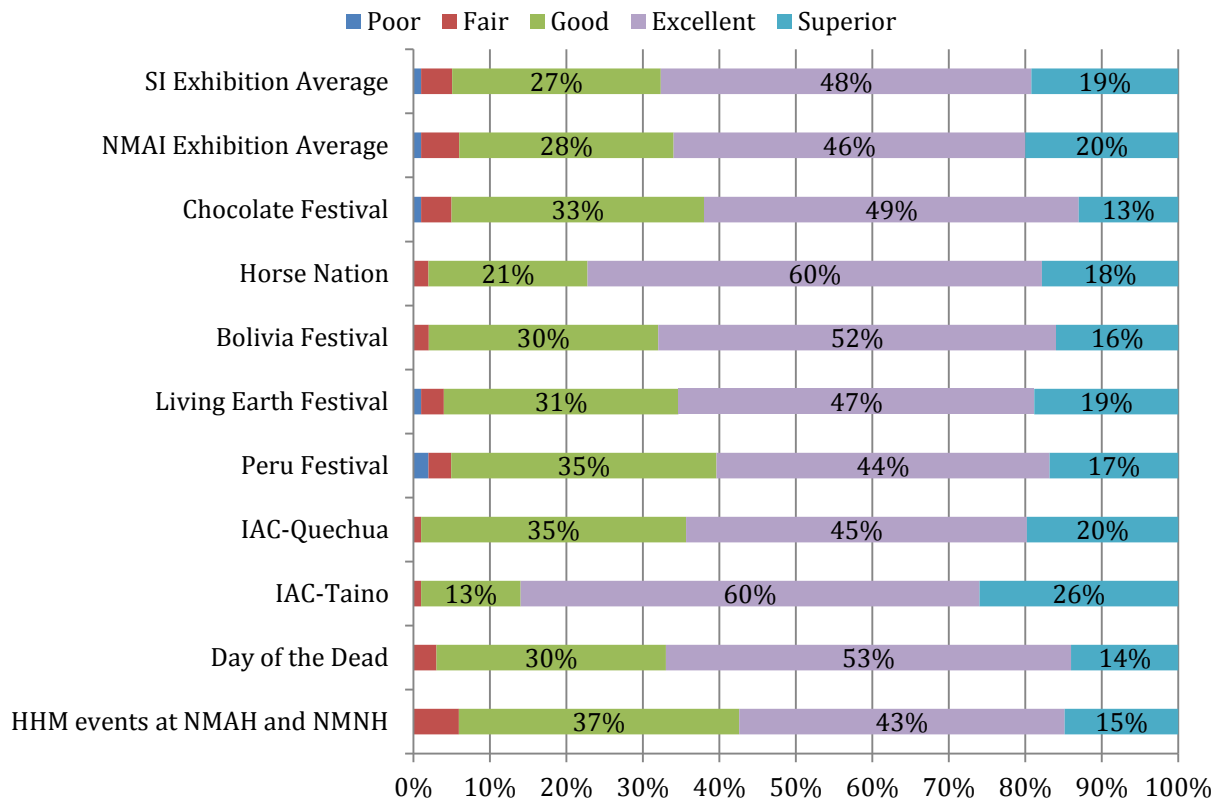
The questionnaires contained several questions about visitation at other museums and programming preferences. The results are below.

- Latinos were more likely than non-Latinos to attend events/programs at museums other than NMAI once a month.
- Overall Latinos were more likely than non-Latinos to want to attend events on Sunday afternoons.
 - Latinos and non-Latinos were equally likely to want to attend events at other days/times.
 - Latinos were more likely to want to attend events with Latino or Spanish language themes.
- The questionnaires included a list of events and activities and asked “Which of the following would you personally like to attend at this museum?”
 - Latino visitors at NMAI were more likely to mark ‘Museum tours in Spanish’, ‘Traditional Latin American dance performances’, ‘Latin American community festivals’, and ‘Lectures on traditions in Latin America’ compared to non-Latino visitors.
 - Differences were not found in marking ‘Museum tours in English’, ‘Demonstrations’, ‘Music performances’, and ‘Latin American film series’ between Latino and non-Latino visitors.
- Visitors interviewed at NMNH and NMAH were less likely to want to attend Latin American/Spanish language themed events than visitors to NMAI.

Satisfaction with the Latino-oriented events

- Visitor satisfaction with the activities was broadly in line with overall satisfaction data from previous surveys at NMAI and the Smithsonian. (See Chart 1.)
 - However, the Superior rating percentages for the *imagination* Activity Center programs were higher than for any festival or exhibition.

Chart 1
Satisfaction Ratings





Comments

The studies reported here provide a wealth of information that can be used in planning programs for members of Hispanic and Latino communities in the Washington Metropolitan Area as well as for individuals from throughout the Western Hemisphere who are of Latino or Hispanic heritage. On average, twelve percent of the audience at each of the festivals or programs studied indicated that they were of Hispanic or Latino origin.

It is clear that visitors find the programs of special interest; three-fourths (78%) of local Latinos came specifically for these events. It is also clear that individuals of Latino or Hispanic heritage are interested in coming to a variety of programming and activities at the museum, particularly those with a Latino or Spanish language theme.

These studies do not answer the broader question about participation in other cultural offerings of NMAI. Specifically, to what extent do individuals of Latino or Hispanic heritage return or visit NMAI when programs or festivals are not planned specifically for them? That question can be answered if cultural identification is asked of visitors to exhibitions, non-Latino themed programs or daily visitors to the *imaginATIONS Activity Center*. The OP&A study team urges the adoption of such questions on all NMAI studies and specific studies in the permanent and changing galleries.

Based on both the studies and conversation with program attendees, it is clear that most, if not all, of them were museum-goers. That is, coming to the Latino-themed event was not their first encounter with a museum. Many report attending NMAI previously and/or events at other Smithsonian museums. The study also did not explore what strategies would be effective in

bringing individuals without museum experience to NMAI. Understanding the differences between museum-goers and non-goers would equip the museum with information to broaden its constituency. Such studies could take place at community events, Latino organizations, etc.

In sum, these studies provide a baseline; other studies can enrich our understanding of both Latino and non-Latino audiences.

Appendix A. Questionnaires

6730381873

National Museum of the American Indian Survey of Exiting Visitors to the *Living Earth Festival*

Have you been to this museum before today?

- ☐ No
☐ Yes, within the last 12 months
☐ Yes, more than 12 months ago

Which of the following did you come to see today? [Mark one or more]

- ☐ General visit
☐ The Living Earth Festival
☐ imagiNATIONS Activity Center
☐ The Mitsitam Cafe
☐ Other. Please specify: _____

Please rate your overall experience at the *Living Earth Festival*.

- ☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

How did you know about the *Living Earth Festival*? [Mark one or more]

- ☐ I didn't know about the Living Earth Festival before I arrived at the museum today
☐ Museum website and/or social media
☐ Other website and/or social media
☐ Advertisements in a Metro Station
☐ Newspaper or magazine article
☐ Museum tour
☐ Museum banners outside
☐ Museum calendar or mailing
☐ Other museum program or event
☐ Radio
☐ Word of mouth

Have you attended the Living Earth festival before?

- ☐ No ☐ Yes

Have you attended any programs/activities at this museum in the past year?

- ☐ No ☐ Yes. Which ones? _____

Which of the following would you personally like to attend at this museum? [Mark one or more]

- ☐ Museum tours in Spanish
☐ Museum tours in English
☐ Latin American community festivals
☐ Latin American film series
☐ Traditional Latin American dance performances
☐ Music performances. Please specify: _____

- ☐ Lectures on traditions in Latin America
☐ Hands on workshops
☐ Demonstrations
☐ Other. Please specify: _____

Today, did you visit the imagiNATIONS Activity Center?

- ☐ Yes ☐ No
☐ Not today but have visited since it opened (September 2011)

When are you most likely to attend a program/activity? [Mark one or more]

- ☐ Weekday during the day ☐ Weekday at night
☐ Saturday during the day ☐ Saturday at night
☐ Sunday during the day ☐ Sunday at night

How often do you attend programs/activities at other museums?

- ☐ Almost never
☐ A few times a year
☐ About once a month
☐ More than once a month

Are you alone or are you with others?

- ☐ I am alone ☐ I am with others

If you are with others, please indicate the number of people you are with.

- ☐ adults age 18 and over
☐ youth age 13-17
☐ youth age 6-12
☐ youth under 6

Are you male or female?

- ☐ Male ☐ Female

What is your primary language?

- ☐ English ☐ Spanish
☐ Other. Please specify: _____

What is your age?

Do you live in the United States or another country?

- ☐ United States, specify zip code:

- ☐ Another country, specify: _____

Are you of Hispanic or Latino origin? [Mark one or more]

- ☐ No ☐ Yes, Mexican/Chicano
☐ Yes, Bolivian ☐ Yes, Peruvian
☐ Yes, Cuban ☐ Yes, Puerto Rican
☐ Yes, Dominican ☐ Yes, Salvadorean
☐ Yes, Other: _____

What race do you consider yourself to be? [Mark one or more]

- ☐ African American/Black
☐ American Indian/Native Alaskan
☐ Asian (Chinese, Indian, Japanese, etc.)
☐ Native Hawaiian/Pacific Islander
☐ White

Are you a Charter Member of NMAI?

- ☐ Yes ☐ No

THANK YOU!!!

Ses Seg ☐ 1 ☐ 2 ☐ 3 ☐ C ☐ R ☐ L ☐ I

ID

Survey of Exiting Visitors

Have you been to this museum before today?

- ☐ No
☐ Yes, within the last 12 months
☐ Yes, more than 12 months ago

Today, did you attend an event associated with Hispanic Heritage Month? (eg. Chilean Mine demo, Star Spangled Banner in Español)

- ☐ Yes ☐ No

Please rate your overall experience at the Hispanic Heritage Month event.

- ☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

Have you ever been to the National Museum of the American Indian?

- ☐ Yes ☐ No

To the best of your knowledge, which of the following geographic area(s) are included in the National Museum of the American Indian's exhibitions and programming? (Mark all that apply)

- ☐ United States ☐ Canada ☐ Mexico
☐ Central America (e.g. El Salvador, Nicaragua)
☐ South America (e.g. Bolivia, Chile)

Which of the following would you personally like to attend at this museum? [Mark one or more]

- ☐ Museum tours in Spanish
☐ Museum tours in English
☐ Latin American community festivals
☐ Latin American film series
☐ Traditional Latin American dance performances
☐ Music performances. Please specify:

- _____
☐ Lectures on traditions in Latin America
☐ Hands on workshops
☐ Demonstrations
☐ Other. Please specify:

How often do you attend programs/activities at other museums?

- ☐ Almost never
☐ A few times a year
☐ About once a month
☐ More than once a month

Are you alone or are you with others?

- ☐ I am alone ☐ I am with others

If you are with others, please indicate the number of people you are with.

- ☐ adults age 18 and over
☐ youth age 13-17
☐ youth age 6-12
☐ youth under 6

Are you male or female?

- ☐ Male ☐ Female

What is your primary language?

- ☐ English ☐ Spanish
☐ Other. Please specify: _____

What is your age?

Do you live in the United States or another country?

- ☐ United States, specify zip code:

- ☐ Another country, specify: _____

Are you of Hispanic or Latino origin?

[Mark one or more]

- ☐ No ☐ Yes, Mexican/Chicano
☐ Yes, Bolivian ☐ Yes, Peruvian
☐ Yes, Cuban ☐ Yes, Puerto Rican
☐ Yes, Dominican ☐ Yes, Salvadoran
☐ Yes, Other: _____

What race do you consider yourself to be?

[Mark one or more]

- ☐ African American/Black
☐ American Indian/Native Alaskan
☐ Asian (Chinese, Indian, Japanese, etc.)
☐ Native Hawaiian/Pacific Islander
☐ White

Are you a Charter Member of NMAI?

- ☐ Yes ☐ No

THANK YOU!!!

Ses Seg ☐ 1 ☐ 2 ☐ 3 ☐ C ☐ R ☐ L ☐ I

ID

**National Museum of the American Indian
A Song for the Horse Nation**

Have you been to this museum before today? ☐ No
☐ Yes, within the last 12 months
☐ Yes, more than 12 months ago

Which of the following did you come to see today? [Mark one or more] ☐ General visit
☐ A Song for the Horse Nation
☐ imagiNATIONS Activity Center
☐ The Mitsitam Cafe
☐ Other: _____

Please rate your overall experience at this exhibition, A Song for the Horse Nation ☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

How did you know about A Song for the Horse Nation? [Mark one or more] ☐ Museum website and/or social media
☐ Other website and/or social media
☐ Advertisements in a Metro Station
☐ Other Advertisement
☐ Newspaper or magazine article
☐ Museum tour
☐ Museum banners outside
☐ Museum calendar or mailing
☐ Other museum program or event
☐ Word of mouth
☐ I didn't know about A Song for the Horse Nation before I arrived at the museum today

How would you rate the following experiences in A Song for the Horse Nation?

	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Excellent</i>	<i>Superior</i>
Seeing rare, uncommon, or valuable things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good place to spend time with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enriching my understanding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experiencing stories of Indian life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are you alone or are you with others? ☐ I am alone ☐ I am with others

If you are with others, please indicate the number of people you are with. adults age 18+ youth age 6-12
 youth age 13-17 youth under 6

Are you male or female? ☐ Male ☐ Female

What is your primary language? ☐ English ☐ Spanish

☐ Other: _____

What is your age?

Do you live in the United States or another country? ☐ United States, specify zip code:
☐ Another country, specify: _____

Today, were you in the Metro Center subway station? ☐ Yes ☐ No
☐ Not today but in the past week or so

Are you of Hispanic or Latino origin? ☐ No
☐ Yes, Bolivian
☐ Yes, Cuban
☐ Yes, Dominican
☐ Yes, Mexican/Chicano
☐ Yes, Puerto Rican
☐ Yes, Salvadorean
☐ Yes, Other: _____

What race do you consider yourself to be? [Mark one or more] ☐ African American/Black
☐ American Indian/Native Alaskan
☐ Asian (Chinese, Indian, Japanese, etc.)
☐ Native Hawaiian/Pacific Islander
☐ White

Are you a Charter Member of NMAI? ☐ Yes ☐ No

THANK YOU!!!

Ses Seg ☐ 1 ☐ 2 ☐ 3 ☐ C ☐ R ☐ L ☐ I ID

National Museum of the American Indian
Survey of Visitors to the *imaginATIONS* Activity Center

Have you been to this museum before today?

- ☐ No
☐ Yes, within the last 12 months
☐ Yes, more than 12 months ago

Which of the following did you come to see today? [Mark one or more]

- ☐ General visit
☐ A Song for the Horse Nation
☐ *imaginATIONS* Activity Center
☐ The Mitsitam Cafe
☐ Other: _____

Please rate your overall experience at the *imaginATIONS* Activity Center.

- ☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

How did you know about the *imaginATIONS* Activity Center? [Mark one or more]

- ☐ I didn't know about the *imaginATIONS* Activity Center before I arrived at the museum
☐ Previous museum visit
☐ Museum website and/or social media
☐ Other website and/or social media
☐ Advertisements in a Metro Station
☐ Other advertisements
☐ Newspaper or magazine article
☐ Museum tour
☐ Museum banners outside
☐ Museum calendar or mailing
☐ Other museum program or event
☐ Radio
☐ Word of mouth

Before today how many times have you visited the *imaginATIONS* Activity Center?

- ☐ 0, this is my first visit
☐ 1-3 times ☐ More than 3 times

What activities did your child(ren) engage in today at the *imaginATIONS* Activity Center?

[Mark one or more]

- ☐ None ☐ Art
☐ Quiz show ☐ Skateboard
☐ Passport ☐ Kayak
☐ Baskets ☐ Houses
☐ Gardening/Wetlands ☐ Library
☐ Music Room ☐ Other: _____

Today, did you attend a special program led by staff in the *imaginATIONS* Activity Center?

- ☐ No ☐ Yes

IF YES, please rate your experience.

- ☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

How often do you and your child(ren) attend programs/activities at other museums?

- ☐ Almost never ☐ A few times a year
☐ About once a month ☐ More than once a month

Which of the following would you personally like to attend at this museum? [Mark one or more]

- ☐ Museum tours in Spanish
☐ Museum tours in English
☐ Latin American film series
☐ Latin American community festivals
☐ Traditional Latin American dance performances
☐ Music performances. Please specify: _____
☐ Lectures on traditions in Latin America
☐ Hands on workshops
☐ Demonstrations
☐ Other. Please specify: _____

Are you alone or are you with others?

- ☐ I am alone ☐ I am with others

If you are with others, please indicate the number of people you are with.

- ☐ ☐ Adults age 18 and over
☐ ☐ Youth age 13-17
☐ ☐ Children age 6-12
☐ ☐ Children under 6

Are you male or female?

- ☐ Male ☐ Female

What is your primary language?

- ☐ English ☐ Spanish
☐ Other. Please specify: _____

What is your age?

Do you live in the United States or another country?

- ☐ United States, specify zip code
☐ Another country, specify: _____

Are you of Hispanic or Latino origin?

[Mark one or more]

- ☐ No
☐ Yes, Bolivian
☐ Yes, Cuban
☐ Yes, Dominican
☐ Yes, Mexican/Chicano
☐ Yes, Peruvian
☐ Yes, Puerto Rican
☐ Yes, Salvadoran
☐ Yes, Other: _____

What race do you consider yourself to be?

[Mark one or more]

- ☐ African American/Black
☐ American Indian/Native Alaskan
☐ Asian (Chinese, Indian, Japanese, etc.)
☐ Native Hawaiian/Pacific Islander
☐ White

Are you a Charter Member of NMAI?

- ☐ Yes ☐ No

THANK YOU!!!

Ses

Seg ☐ 1 ☐ 2 ☐ 3

☐ C ☐ R ☐ L ☐ I

ID

Appendix B. Frequency Distributions from the LIP Studies

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
Dates of Survey	Feb 11 & 12, 2012	May 16, 18, 20, 22, & 24, 2012	May 12 & 13, 2012	July 20, 21 & 22, 2012	July 24, 26, 28 2012	Augus t 4, 2012	Oct 12 & 14, 2012	Oct 20, 1012				Sep 29, 2012
Total number of eligible visitors intercepted	599	424	330	454	408	186	82	208	2691			203
Total number of completed questionnai res	417	331	233	255	261	148	71	144	1860			115
Completion rate	70%	78%	71%	56%	64%	80%	87%	69%	69%			57%
Question/Re sponse Categories	-		-		-		-		-		-	-
Have you been to this museum before today?												
No(First time visitor)	42%	76%	72%	69%	73%	69%	48%	59%	65%	59%	67%	35%
Repeat total	58%	24%	28%	31%	27%	31%	52%	41%	35%	41%	34%	65%
Yes, within the last 12 months(Rep eat)	35%	10%	17%	16%	15%	14%	36%	21%	21%	23%	21%	23%
Yes, more than 12 months ago(Repeat)	23%	14%	11%	15%	12%	17%	16%	20%	14%	18%	13%	42%
Which of the following did you come to see today?												

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
[Mark one or more]												
General visit	58%	81%	77%	79%	67%	77%	52%	77%	72%	*60%	*75%	
For specific a event (all):									22%	46%	19%	
The Living Earth Festival				10%							10%	
Mitsitam Café		8%		14%	15%	15%	11%	17%	13%		14%	
The Power of Chocolate Festival	45%										43%	
The Bolivian Festival			19%							61%	11%	
Peruvian Festival					24%			14%				
A Song for the Horse Nation		29%	5%			10%	6%			5%	16%	
<i>imagiNATIO</i> <i>NS Activity</i> <i>Center</i>	6%	1%	2%	5%	3%	26%	43%	3%	7%	9%	7%	
Other	11%	3%	5%	9%	3%	3%		6%	6%	3%	6%	
Please rate your overall experience at this (name of event)												
Poor	1%	0%	0%	1%	2%	0%	0%	0%	1%	0%	1%	0%
Fair	4%	2%	2%	3%	3%	1%	1%	3%	3%	2%	3%	6%
Good	33%	21%	30%	31%	35%	35%	13%	30%	29%	27%	29%	37%
Excellent	49%	60%	52%	47%	44%	45%	60%	53%	50%	50%	51%	43%
Superior	<u>13%</u>	<u>18%</u>	<u>16%</u>	<u>19%</u>	<u>17%</u>	<u>20%</u>	<u>26%</u>	<u>14%</u>	<u>17%</u>	<u>21%</u>	<u>16%</u>	<u>14%</u>
	100%	101%	100%	101%	101%	101%	100%	100%	100%	100%	100%	100%

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
How did you know about the (name of event)? [Mark one or more]												
Previous visit						13%	27%					
Museum website and/ or social media	22%	5%	9%	6%	9%	5%	6%	12%	10%	*16%	*9%	
Other website and/ or social media	11%	1%	6%	1%	2%	0%	0%	2%	3%	5%	3%	
Advertisem ents in a Metro Station		17%	0%	0%	2%	2%	2%	0%	4%	1%	4%	
Newspaper or magazine article	6%	3%	3%	1%	2%	3%	2%	0%	2%	4%	2%	
Other advertiseme nts		2%				0%	0%	1%		0%		
Museum tour	1%	5%	2%	2%	1%	2%	1%	1%	2%	4%	2%	
Banners outside museum	4%	3%	3%	0%	1%	1%	0%	0%	3%	1%	3%	
Museum calendar or mailing	3%	1%	0%	2%	2%	0%	0%	1%	1%	1%	1%	
Other museum program or event	1%	1%	2%	4%	0%	1%	0%	0%	1%	0%	1%	
Radio				6%	0%	0%	2%	0%	2%	1%	0%	
Word of mouth	21%	6%	9%	10%	9%	11%	24%	1%	12%	*20%	*8%	

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
I didn't know about the TK before I arrived at the museum today	41%	55%	69%	84%	74%	71%	44%	86%	68%	*54%	*70%	
Today, did you attend a Hispanic Heritage Month event?												
No												83%
Yes												<u>17%</u>
												100%
Have you attended (name of event) before?												
Yes	6%			8%				4%	6%	10%	6%	
No	<u>94%</u>			<u>92%</u>				<u>96%</u>	<u>94%</u>	<u>90%</u>	<u>94%</u>	
	100%			100%				100%	100%	100%	100%	
Have you ever been to NMAI?												
No												61%
Yes												<u>39%</u>
												100%
Which geographic area(s) are included in NMAI's exhibitions and programmi ng?												
United States												72%
Canada												34%

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
Mexico												42%
Central America												30%
South America												29%
Before today how many times have you visited the <i>imagiNATIO</i> NS Activity Center?												
0, this is my first visit						85%	65%					
1-3 times						12%	22%					
More than 3 times						<u>3%</u>	<u>13%</u>					
						100%	100%					
What activities did your child(ren) engage in today at the <i>imagiNATIO</i> NS Activity Center? (Mark one or more)												
None						7%	5%					
Quiz show						1%	30%					
Passport						57%	46%					
Baskets						32%	44%					
Gardening						26%	25%					
Music Room						20%	22%					
Art						41%	30%					
Skateboard						40%	12%					
Kayak						41%	54%					
Houses						49%	48%					

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
Library						21%	19%					
Other						17%	15%					
Today, did you attend a special program led by staff in the <i>imagiNATIO</i> <i>NS Activity</i> <i>Center</i>?												
No						62%	56%					
Yes						38%	44%					
IF YES, please rate your experience												
Poor						0%	0%					
Fair						3%	0%					
Good						32%	14%					
Excellent						39%	33%					
Superior						<u>27%</u>	<u>53%</u>					
			-		-	101%	100%					
Have you attended any programs/ activities at this museum in the past year?												
Yes	17%		6%	8%	9%			9%			-	-
No	<u>83%</u>		<u>94%</u>	<u>92%</u>	<u>91%</u>			<u>91%</u>				
	100%		100%	100%	100%			100%				

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
Which of the following would you personally like to attend at this museum? [Mark one or more]												
Museum tours in English			48%	43%	50%	45%	39%	57%	48%	29%	4%	63%
Museum tours in Spanish	7%		9%	6%	7%	11%	9%	6%	8%	*33%	*4%	5%
Traditional Latin American dance performances	31%		27%	28%	29%	35%	40%	25%	28%	*41%	*28%	12%
Hands on workshops	52%		21%	29%	23%	38%	51%	22%	30%	27%	32%	35%
Demonstrations	41%		18%	30%	22%	28%	28%	24%	26%	26%	27%	32%
Latin American community festivals	28%		20%	17%	20%	18%	19%	26%	21%	*42%	*19%	9%
Lectures on traditions in Latin America	18%		15%	13%	16%	16%	18%	21%	16%	*29%	*15%	16%
Music performances	29%		14%	20%	20%	20%	28%	14%	20%	21%	21%	12%
Latin American film series	21%		14%	12%	14%	17%	4%	16%	15%	28%	13%	14%
Other	10%		6%	7%	1%	4%	3%	1%		4%	5%	1%

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
Today, did you visit the <i>imagineNATIONS</i> Activity Center?												
Yes			15%	22%	27%			20%	21%			
No			83%	76%	72%			79%	77%			
Not today but have visited since it opened(September 2011)			2%	2%	1%			1%	2%			
			100%	100%	100%			100%	100%			
When are you most likely to attend a program/activity? [Mark one or more]												
Saturday during the day	77%		71%	51%	46%			78%	61%	64%	65%	
Sunday during the day	59%		26%	19%	23%			32%	30%	42%	30%	
Weekday during the day	11%		20%	40%	47%			14%	25%	24%	27%	
Saturday at night	13%		15%	11%	7%			11%	11%	14%	11%	
Sunday at night	7%		8%	4%	6%			8%	6%	7%	6%	
Weekday at night	10%		8%	9%	11%			10%	9%	12%	10%	
How often do you attend programs/activities at other												

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
museums?												
Almost never	24%		29%	38%	36%	32%	23%	45%	34%	28%	34%	42%
A few times a year	52%		58%	52%	50%	46%	42%	42%	50%	*20%	*10%	2%
About once a month	14%		9%	8%	9%	15%	26%	11%	11%	48%	50%	54%
More than once a month	<u>10%</u>		<u>4%</u>	<u>3%</u>	<u>5%</u>	<u>7%</u>	<u>9%</u>	<u>2%</u>	<u>5%</u>	<u>5%</u>	<u>6%</u>	<u>2%</u>
	100%		100%	101%	100%	100%	100%	100%	100%	101%	100%	100%
Are you alone or are you with others?												
I am alone	13%	19%	13%	16%	15%	4%	4%	11%	13%	11%	13%	9%
I am with others	<u>87%</u>	<u>81%</u>	<u>87%</u>	<u>84%</u>	<u>85%</u>	<u>96%</u>	<u>96%</u>	<u>89%</u>	<u>87%</u>	<u>89%</u>	<u>87%</u>	91%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
I am with...												
Adult age 18 and over	73%	78%	80%	71%	76%	82%	55%	81%	78%	75%	78%	77%
Youth under 18									31%	40%	29%	
Youth age 13-17	6%	4%	7%	21%	17%	17%	2%	10%	10%	13%	10%	7%
youth 12 and under	22%											
Youth age 6- 12		8%	12%	16%	15%	56%	34%	11%	16%	17%	16%	21%
Youth under 6		3%	7%	7%	9%	38%	67%	10%	12%	18%	11%	11%
Are you male or female?												
Male	47%	41%	49%	47%	49%	42%	15%	48%	45%	45%	45%	50%
Female	<u>53%</u>	<u>58%</u>	<u>51%</u>	<u>53%</u>	<u>51%</u>	<u>58%</u>	<u>85%</u>	<u>52%</u>	<u>55%</u>	<u>55%</u>	<u>55%</u>	<u>50%</u>
	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
What is your primary language?												
English	82%	85%	80%	85%	74%	80%	91%	86%	84%	55%	86%	88%
Spanish	3%	2%	9%	6%	10%	8%	2%	3%	5%	*37%	*1%	2%
Both English and Spanish	6%											
Other	9%	13%	11%	9%	16%	12%	7%	11%	11%	8%	3%	9%
What is your age?												
Mean									41			
Median									41			
18-19 years old		5%	3%	5%	5%	8%	0%	2%	3%	3%	3%	1%
20-24 years old		10%	5%	10%	11%	4%	2%	9%	8%	12%	8%	11%
25-29 years old		11%	13%	9%	10%	9%	3%	12%	10%	12%	10%	18%
30-34 years old		8%	15%	7%	9%	14%	27%	6%	11%	16%	19%	6%
35-39 years old		6%	10%	10%	12%	17%	23%	18%	12%	15%	12%	14%
40-44 years old		4%	12%	13%	9%	21%	9%	14%	12%	11%	12%	23%
45-49 years old		9%	8%	14%	16%	13%	16%	10%	12%	11%	12%	10%
50-54 years old		11%	6%	16%	11%	4%	4%	2%	8%	7%	9%	6%
55-59 years old		14%	9%	6%	7%	2%	4%	11%	8%	2%	9%	5%
60-64 years old		13%	11%	6%	6%	4%	6%	7%	8%	6%	8%	5%
65-69 years old		7%	6%	3%	4%	4%	0%	5%	5%	4%	5%	5%
Older than 70		5%	2%	2%	<u>2%</u>	<u>1%</u>	<u>6%</u>	<u>4%</u>	<u>3%</u>	<u>2%</u>	<u>3%</u>	2%

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
Do you live in the United States or another country?												
United States	94%	82%	86%	85%	77%	86%	95%	90%	86%	84%	86%	91%
Another country	<u>6%</u>	<u>18%</u>	<u>14%</u>	<u>15%</u>	<u>23%</u>	<u>14%</u>	<u>5%</u>	<u>10%</u>	<u>14%</u>	<u>16%</u>	<u>14%</u>	<u>9%</u>
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
			-		-		-		-			
Local (% of Total)	42%	8%	20%	13%	17%	26%	40%	26%	22%	*32%	*21%	19%
Today, were you in the Metro Center station?												
Yes		8%	24%									
No		44%	70%									
Not today but in the past week or so		48%	6%		-		-		-			
		100%	100%									
Do you identify yourself as American Indian, Alaska Native, or Indigenous American?												
Yes	92%											
No	<u>8%</u>										-	-
	100%											

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
Are you of Hispanic or Latino origin? [Mark one or more]												
No	87%	93%	83%	89%	83%	84%	85%	90%	88%		100%	83%
Yes, Central American	2%											
Yes, Bolivian		1%	10%	1%	1%	2%	0%	0%	2%	16%		0%
Yes, Cuban	1%	1%	0%	1%	0%	0%	0%	2%	1%	5%		0%
Yes, Dominican	0%	1%	1%	1%	1%	0%	0%	0%	1%	4%		0%
Yes, Mexican/ Chicano	4%	2%	1%	3%	2%	4%	6%	4%	2%	20%		4%
Yes, Peruvian				1%	6%	1%	0%		1%	8%		3%
Yes, Puerto Rican	2%	1%	0%	1%	2%	1%	0%	2%	1%	8%		2%
Yes, South American	4%						0%					
Yes, Salvadoran		0%	0%	1%	0%	0%	0%	0%	1%	4%		0%
Yes, other	1%	3%	5%	4%	5%	9%	9%	1%	5%	42%		9%
Yes (% of total)	7%	8%	17%	12%	17%	16%	14%	11%	12%			17%
			-		-		-		-		-	-
What race do you consider yourself to be? [Mark one or more]												
African American/Bl ack		2%	8%	13%	5%	18%	9%	3%	8%	11%	7%	7%
American Indian/Nativ e Alaskan		4%	6%	5%	5%	6%	5%	2%	5%	18%	3%	3%

	Choco- late Festival	Horse Nation (a)	Bolivia Festiv al	Living Earth Festiv al	Peru Festiv al	IAC- Quech ua	IAC- Taino	Day of the Dead	Total	Latino	Non- Latino	Hispanic Heritage Month
Asian (Chinese, Indian, Japanese, etc.)		8%	9%	7%	10%	20%	15%	9%	10%	6%	10%	14%
Native Hawaiian/ Pacific Islander		1%	1%	2%	1%	1%	0%	0%	1%	1%	1%	1%
White		89%	81%	79%	83%	60%	76%	89%	81%	71%	82%	80%
Are you a Charter Member of NMAI?												
Yes	4%	2%	3%	2%	2%	2%	4%	2%	2%	5%	2%	0%
No	<u>97%</u>	<u>98%</u>	<u>97%</u>	<u>98%</u>	<u>98%</u>	<u>98%</u>	<u>96%</u>	<u>98%</u>	<u>98%</u>	<u>95%</u>	<u>98%</u>	100%
	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

*Signifies that the differences of responses between Latino and non-Latino respondents are statistically significant.

Appendix C: *imagiNATIONS Activity Center*

This study of visitors to programs at NMAI included programs held at the *imagiNATIONS Activity Center* (IAC). On days when special programs were presented, the study team surveyed users to the IAC. These events were made possible by the Latino Initiative Pool grant (LIP). The first program was *Andean Storytelling with Julia Garcia (Quechua)*. Data collection for this event took place on Saturday, August 4 and Sunday, August 5. The second event was the *Printmaking Workshop with Jorge Porrata (Taíno)*. Data was collected on Friday, October 12 and Sunday, October 14.

The questionnaire used for these programs follows this text summary of results. The method used for data collection was the same as described in the main report, page 8. Out of a total of 269 users intercepted, none were ineligible for the survey (e.g., were contractors) and 219 completed the questionnaire for a completed rate of 81%.

Visitors to the IAC

- Two-thirds of the visitors were new to the museum (63%); of the remaining third, 21% had visited in the past year, while the remainder (16%) had been at NMAI more than 12 months ago.
 - IAC visitors to the Quechua event (in August) were much more likely to be first time users (75%) than those who came to the IAC on the day of the Taíno program (25%) (in October). The difference may be due to the fact, documented previously in OP&A studies, that repeat visitors are more likely to come during the fall (the Taíno program was in October) and more first time visitors come in the summer (the Quechua program was in August). Similarly, visitors to the Taino event were more likely than visitors to the Quechua event to have been to IAC previously.
- Visitors to the IAC were likely to come with others (96%). One-fifth (20%) came in groups of five (children and adults included). Groups of four and three were next in size (17%) and

16%, respectively, while one-tenth (9%) were in groups of three and two. Many adults were accompanied by other adults (82%). Obviously, most were visiting with children (83%). The breakdown of children's ages was as follows:¹¹

- With youth 13 to 17: 17%
 - With youth 6 to 12: 56%
 - With youth under 6: 38%
-
- Around one-third or 30% of visitors to the IAC were from the DC area. The percentage of local visitors to IAC events (Taíno or Quechua) was the same.
 - One-fifth (21%) were repeat visitors to the IAC, with 15% having visited 1-3 times before the day of interview and 6% having made more than 3 prior visits. In sum, 36% were repeat visitors to NMAI. Of these people, 20% had visited within the last year and 16% more than a year ago.
 - 6% of visitors' primary language was Spanish, 83% English, and 11% another language.

Reasons for Attendance

- One-third (31%) came to NMAI to go to the IAC.
- Seven out of every ten (69%) visitors to the IAC were coming to the museum for a general visit. One-tenth (9%) came to see *A Song for a Horse Nation*, 13% to go to the Cafe and 5% for other reasons.
- Two-thirds of visitors did not know about the IAC before visiting (62%). Of the third (38%) who did know, 18% knew about the IAC through previous visits to the museum, 15% found out through friends and family (word of mouth), and 5% found out from the museum website.

Special programs

- Two out of five people surveyed had attended a special program in the IAC on the day of data collection (40%). Of those who had attended, 36% rated it Superior, 36% gave it a rating of Excellent, 26% as Good and 2% as Fair. These are very high ratings.

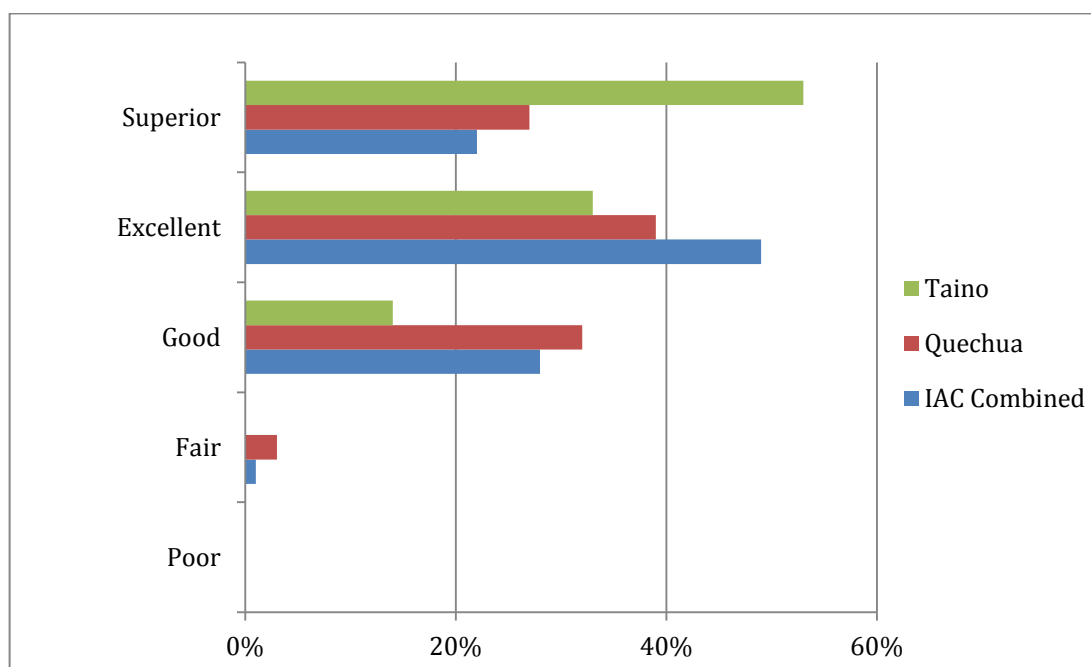
¹¹ Total is more than 100% as adults can have children in different age groups. The total here, 111% tells us that 11% had children in more than one grouping.

Satisfaction with the overall IAC experience:

- Visitors were very satisfied with their overall experience in the IAC. They rated it higher than any other festivals or exhibitions evaluated in the LIP study.
 - The average ratings of the IAC evaluations are 22% Superior, 49% Excellent, 28% Good and 1% Fair. In particular, the Taíno program received very high ratings, slightly higher than ratings of the Quechua program. The ratings are shown in Figure C.1 below. (Data are not available to discuss the cause of these differences.)

Figure C.1

Ratings for the imagiNATIONS Activity Center (IAC) Overall, *Storytelling with Julia Garcia (Quechua)*, and *Printmaking Workshop with Jorge Porrata (Taíno)*



What visitors did at the IAC:

Visitors engaged with all of the IAC activities. The passport (54%) and houses (49%) were the most popular features of the IAC. The following are the percent of visitors who engaged with each activity.

- Quiz show- 20%
- Passport- 54%
- Baskets- 36%
- Gardening/Wetlands- 26%
- Music Room- 21%

- Make & take art- 38%
- Skateboard- 31%
- Houses- 49%
- Library- 20%
- Other- 16%



What they would like to attend:

Frequencies of visitor preferences for future events were similar to those of people in other parts of the study, except that visitors to the IAC had stronger desires to attend hands-on workshops. This is not surprising, as visitors to the IAC usually come with children.

Brief qualitative interviews were conducted of visitors to the IAC during the *Day of the Dead Festival*. During this time, visitors had opportunities to make various crafts related to the holiday and learn about their significances. Overall, the families at the IAC were very pleased with their experiences and felt that there was something for everyone to do. Children talked about their favorite activities-

most commonly the houses, kayak activities and quiz show. Adults were appreciative that the IAC allowed their children to explore a variety of topics through hands-on activities.

For example, one interviewee was a mother of three (all boys, ages 3, 7 and 9) who had recently moved to the DC area. She was born in Mexico, and both she and her husband were happy to find events in the area related to the Day of the Dead, a tradition that she found important to expose her sons to. She expressed her positive experience in the Art Room of the *imaginATIONS Activity Center*:

“The lady at our table that was helping to make the crafts was very helpful, she was bilingual, which was fun for us because we speak both languages. She gave us a history

about each of the projects, but being from Mexico I kind of knew what it was about. It is nice for the kids to hear it so they know mommy isn't lying- this really does exist! She was very helpful, she told us about an activity at 1pm and gave us tickets. That made it more inviting. I am not on a schedule, I do not know what activities are happening here, but knowing there is something else to do makes planning out the day easier."

Photo Captions and Credits

Except as noted, the photographs were downloaded from <http://newsdesk.si.edu/photos>, April 13, 2013.

Cover This detailed photo depicts hand weaving of crafts by artisans from the eastern lowlands of Bolivia. These types of crafts will be featured at the Smithsonian's National Museum of the American Indian's "Arts and Artisans from Bolivia and the Peruvian Island of Taquile" festival Friday, June 11 through Sunday, June 20. The indigenous participants in the festival are the Chiquitanos, Guarayos, Icocenos, and Ayoreos, who will demonstrate and sell a wide array of products and crafts including weavings, embroidery, pottery, sculptures, and paintings. Photo; *courtesy of the Inter-American Foundation*

Page 5 Young traditional Peruvian dancers perform at the "Kaypi Peru Festival." Photo: *SmithsonianNMAI flickr page*

Page 5 Young visitors listen to Cultural Interpreter Anthony Bullard of the Lumbee Tribe of North Carolina, during a workshop about Plains Indians held in the *imaginationS Activity Center's* tipi. Photo: *Peter Olson, NMAI*

Page 8 Juanita Velasco (Ixil Maya) grinds cacao beans into chocolate during the 2011 Power of Chocolate Festival. The Maya and Aztec peoples valued cacao pods as symbols of life, fertility and even currency. Photo: *Katherine Fogden, NMAI*

Page 9 Apsáalooke (Crow) horse regalia: crupper (02/3106); head ornament (12/6404); lance case or sword scabbard (11/7689); cradle (14/0821); saddle blanket (19/0901); martingale (20/7717); saddle 919/0901); cinch (16/1582); parfleche (11/7693); cylinder parfleche (11/7685); green blanket, loan (L00278) Photo: *Ernest Amoroso, NMAI*

Page 10 Alma Boliviana, traditional dancers from the Andes, perform at the *Power of Chocolate Festival*. Photo: *Molly Stephey, NMAI*

Page 10 The Living Earth Festival included an outdoor farmer's market with fresh produce, roasted peppers, and traditional American Indian dishes from local and Native-owned farms and cooperatives. Photo: *Katherine Fogden, NMAI*

Page 11 Traditional Peruvian dancers perform at the *Kaypi Peru Festival*. Photo: *SmithsonianNMAI flickr page*

Page 11 Based in Washington, D.C., Coral Cantigas performs in Spanish, Portuguese, and a variety of languages and dialects of the Americas such as Nahuatl, Quechua, and Creole. They performed at NMAH's Hispanic Heritage Month celebrations. Photo: *NMAH blog*

Page 12 Julia Garcia was born in Cochabamba, Bolivia, where Quechua was her first language. She ran a two-day bilingual program, *Andean Storytelling with Julia Garcia* in the *imaginationS*

Activity Center. The program let visitors hear the Quechua language, interact with the characters in the story, and learn a traditional Andean dance. Photo: IAC brochure

Page 12 Poet and artist Jorge Luis Porrata will conduct a workshop designed for children and their families in this webcast that comes from the museum's *imaginNATIONS Activity Center*. Learn about the rich legacy and way of life of the Taino people through the art of storytelling, artist's works and printmaking. In these hands-on activities, participants will create artwork based on Taino words commonly used in countries like Cuba, Puerto Rico and the Dominican Republic. Photo: *Jorge with Child, courtesy of Jorge Luis Porrata*

Page 13 Evelyn Orantes (Guatemalan Maya) demonstrates *papel picado* during the Day of the Dead festival, Oct. 30 and 31. Photo: *Katherine Fogden, NMAI*

Page 16 Dried cocoa seeds at the *Power of Chocolate Festival*. Photo: *Molly Stephey, NMAI*

Page 20 The entrance to the *imaginNATIONS Activity Center*. Photo: *Molly Stephey, NMAI*