

2010 VISITORS COUNT!

CHARACTERISTICS OF VISITORS AT THE NATIONAL MUSEUM OF AMERICAN HISTORY

KENNETH E. BEHRING CENTER
SMITHSONIAN INSTITUTION



May 2011/October 2013

OFFICE OF POLICY AND ANALYSIS
SMITHSONIAN INSTITUTION

ABSTRACT

This study collected demographic information on visitors to the National Museum of American History (NMAH) in summer 2010 and compared it to data collected in winter (February), spring (March and April), and summer (June and July) of 2006 and with data collected in a 1994-95 study in winter (December, January and February), spring (March, April and May), and summer (June, July and August). The comparison reveals three major differences:

- In two seasons in 1994-95 there were more male than female visitors (55% winter, 52% spring, 50% summer), but in all three seasons of 2006 there were more female visitors than male (54% winter, 54% spring, 56% summer). 2010 also saw more female visitors (56%).
- Compared to spring visitors in 1994-95, spring visitors in 2006 and summer visitors in 2010 included a higher percentage of visit groups from outside the Washington Metropolitan Area (82% in '94-95; 92% in '06 and '10).
- Compared to winter visitors in 1994-95, winter visitors in 2006 included
 - a higher percentage of first-time visitors (37% in '94-95; 48% in '06),
 - a higher percentage of visitor groups with children (18% in '94-95; 31% in '06),
 - a higher percentage of visitor groups from outside the Washington metropolitan area (73% in '94-95; 86% in '06).

The 2006 and 2010 studies also collected new, more detailed information about the composition of visitor groups and the ages of children.

ACKNOWLEDGEMENTS

The *2010 Visitors Count!* study was undertaken to determine how visitation at the National Museum of American History, Kenneth E. Behring Center (NMAH) had changed since the Smithsonian Office of Policy and Analysis (OP&A) conducted a major demographic study there in 2006. This report summarizes the results. Its purpose is to share with NMAH and the museum community what OP&A learned about the characteristics of visitors over the summer of 2010. NMAH will use the data and observations as it studies changes since opening new public spaces, exhibitions, and programs in November 2008. In addition, this report compares the results of the 2010 study with those from similar studies in 1994-95 and 2006.

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. David Karns ably assisted her, especially in the analysis. Andrew Pekarik joined in the analysis and co-authored the report. Several OP&A interns managed the data collection, supervised data preparation for scanning, and worked on assembling background materials and data for this report. OP&A submitted an initial report to NMAH in May 2011. During the summer of 2013, when NMAH asked for additional tabulations and an expanded report, Taryn Ferguson, an intern from Canada, completed the tabulations. Ikuko Uetani, Project Associate, OP&A, reviewed and checked all the tabulations, added a section, and helped produce the report.

Howard Morrison, Director of Education and Interpretation, was a skilled liaison who helped OP&A monitor the data collection and ensured a smooth operation. NMAH staff, docent, and intern participation as interviewers was critical to the study's success.

I also want to acknowledge the nearly 1,200 visitors who took the time, as they were exiting the building on hot summer days, to participate in the 2010 study.

Whitney Watriss
Acting Director
Smithsonian Office of Policy and Analysis

TABLE OF CONTENTS

BACKGROUND OF THE STUDY	1
Methodology	1
Report Contents.....	2
VISIT AND VISITOR CHARACTERISTICS.....	3
Familiarity with NMAH.....	3
Social Composition of Visit Groups	3
Sex and Age	4
Ethnic/Racial Composition (US residents only)	4
Residence.....	5
Length of stay in the museum	5
Exhibits Seen	5
Activities.....	8
Experiences	9
Overall Rating	9
APPENDIX A: 2010 VISITORS COUNT! FREQUENCIES	11
APPENDIX B: 2006 VISITORS COUNT! AND 1994-95 FREQUENCIES	17
APPENDIX C: 2010 VISITORS COUNT! QUESTIONNAIRE.....	27

BACKGROUND OF THE STUDY

In the spring of 2010, Howard Morrison, Director of Education and Interpretation at the National Museum of American History, Kenneth E. Behring Center (NMAH), invited staff from the Smithsonian's Office of Policy and Analysis (OP&A) to update the demographic information about the museum's visitorship collected in 2006 and 1994-95.¹ Such a study was especially important in view of the recent re-opening of NMAH with new public spaces, exhibitions, and programs, after its two-year closure for renovation. This report presents the results of the *2010 Visitors Count!* study and some comparisons to the data with 2006 and 1994-95.

Methodology

Several considerations determined the design of the 2010 study. Both NMAH and OP&A were committed to replicating the previous studies to the extent possible. Like the 2006 study, the present study used self-administered questionnaires (visitors completed them themselves), which meant using much shorter questionnaires. The 1994-95 study used interviewers to administer the questionnaire (that is, they filled in the questionnaire based on the visitors' responses). The 2010 study collected data in July and August (summer). The 2006 study collected data in the following five months: February (winter), March and April (spring), and July and August (summer); the data collection took place at the same time (month and day) as it did in 1994-95.²

In 2006, the self-administered questionnaires were distributed to one member of each group of visitors exiting the museum over a period of two weeks during the survey months (February, March, April, July, and August). Only visitors age 12 or older were intercepted. The study excluded Smithsonian staff and contractors, and people ineligible for the study because they were not making a museum visit (e.g., they came into the building to ask directions or to use the restrooms). Members of formal tour and school groups were intercepted only if they were exiting the museum independently of their group. Across all survey sessions, 3,933 people were intercepted as they exited the museum. Of these, 3,893 were eligible for the study, and 2,888 completed the questionnaire, for an overall cooperation rate of 74 percent.

During each survey session in 2010, between July 30 and August 9, trained NMAH staff, volunteers, and interns, working in teams, intercepted exiting visitors at either the Mall (south) or Constitution Avenue (north) doors and distributed a short questionnaire. When visitors declined to participate, the team member recorded a few basic demographic facts from observation. Across all survey sessions, 1,794 people were intercepted as they exited the museum. Of these, 1,792 were eligible for the study, and 1,183 completed the questionnaire, for an overall cooperation rate of 66 percent.

¹ 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.

² Coincidentally, the calendar dates matched as well.

While there were no demographic differences between those who did and did not complete the questionnaires, the fact the only two-thirds of eligible respondents completed the survey means caution should be used in applying the results.

Caution should also be used in comparing the results of the three studies with respect to general trends, as the three are not strictly comparable. Some questions were asked differently (e.g., ethnicity), and, as noted, the season samples differed, and the 2006 and 2010 surveys were administered differently from the 1994-95 one.

Some Definitions

- *Visitor* refers to a person who did not come to the museum as part of a school 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 the 2006 and 2010 studies, as in the 1994-95 study, 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 the Percentages

In the discussion, comparisons are made across seasons. These can give misleading impressions about the size of the audiences involved overall and by visitor category. For example, while about one-fourth of visit groups in each season were visiting the Smithsonian and NMAH for the first time, the number of visit groups varied considerably across seasons. Although the percentage of first-time visit groups was higher in the winter compared to the summer, the actual number of these groups was larger in the summer 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 seasonal differences. The appendices contain supporting materials such as the questionnaires and frequencies of the responses to the three surveys.

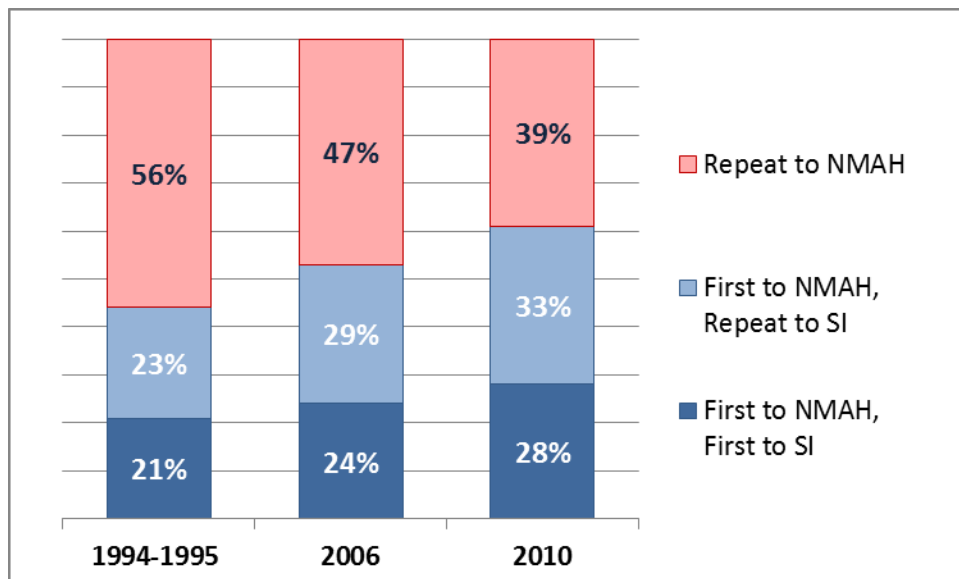
VISIT AND VISITOR CHARACTERISTICS

Familiarity with NMAH

About one-fourth of the respondents to the 2010 survey were visiting both NMAH and the Smithsonian for the first time. One-third had been to the Smithsonian previously but were new to NMAH. The rest were repeat visitors to both NMAH and the Smithsonian. A comparison of the 2010 data with that from the 2006 and 1994-95 surveys shows a continuing increase in the percentage of first-time summer visitors (see Figure 1). In 2006, the winter results were more like the other seasons than in 1994-95. Winter 1994-95 included fewer first-time visitors (both to NMAH and the Smithsonian) as compared to 2006 (37% vs. 48%).

The 2010 data on visitor familiarity with NMAH was cross-tabulated with the overall experience ratings provided by each individual to determine if repeat visitors were more or less satisfied with their visit than first-time visitors. The analysis suggests that there was no correlation between level of familiarity and enjoyment of the museum.

Figure 1
Familiarity with NMAH: Summer Sessions



Social Composition of Visit Groups

In all three seasons of 2006, slightly over one-third of visit groups included two or more adults without children. This composition of visitors in summer 2010 was essentially the same. Similar percentages of visit groups included at least one child under 18 in the winter and spring seasons (31% winter, 34% spring), and rose to 43% in the summer. 2010 saw a slight increase in this percentage to 46% of visit groups. About one-quarter

of the groups with children included at least one child under the age of 6 (28% in winter, 23% in spring, 28% in summer, and 22% in summer '10). In winter 2006 the visit groups were more similar to the other two seasons than to the winter 1994-95 visit groups. In 2006, although 13% to 17% of the visit groups were people by themselves (17% winter, 13% spring, 14% summer), these lone visitors represented less than 10% of the overall audience (9% winter, 6% spring, 5% summer). In 2010, the frequency of solitary visitors dropped to 10% of visit groups.

Sex and Age

Over the course of both the 2006 and 2010 studies, more women than men visited the museum (54% winter and spring '06, 56% summer '06, 56% summer '10). In contrast, more men than women visited in 1994-95 (55% winter, 52% spring), except in summer (50%).

In both the 2006 and 2010 studies, special attention was paid to the ages of children under 18. Respondents were asked to list the ages of all children in their groups. (For visitors 18 and older, only the respondent's age was collected.)

Children comprised one third of all visitors (excluding those in school or organized groups) across the studied seasons (32% winter '06 and 34% spring and summer '06 and summer '10).

- Children under age 5 comprised 5% winter, 5% spring and 6% summer '06, and 5% in summer '10.
- Children ages 6-8 comprised a comparable 5% winter, 6% spring, 6% summer '06, and 5% summer '10.
- Children ages 10-12 comprised a higher 10% winter, 11% spring, 10% summer '06, and 10% summer '10.
- Children ages 13-17 comprised 13% winter, 12% spring, and 11% summer '06, and 14% summer '10.

Ethnic/Racial Composition (US residents only)

There were some possible changes in the racial/ethnic composition of visitors from 1994-95, with very minor increases in all non-white categories in the 2006 and 2010 studies. However, caution is called for because the classifications, which are based on Office of Management and Budget requirements, changed somewhat over the years. In 1994-95, Hispanic-Latino was included as a choice in the list of racial/ethnic backgrounds, and respondents had to select either Latino/Hispanic or a racial classification. In 2006 and 2010, however, one question asked if the respondent was of Latino/Hispanic origin, while the next question asked them to mark one or more racial

descriptions. Thus, for example, some Latinos marked African-American and some marked White. A visitor with a multi-racial background could have checked Latino/Hispanic, Black, and White.

With that caveat, in general the ethnic/racial composition of visitors remained nearly constant across the studies. Upwards of 80% of visitors identified themselves as White during each session (88% in '94/'95, 84% in '06, and 87% in '10). Around 7% of visitors identified as Latino/Hispanic in each session and across all studies.

Residence

In the 2006 survey, visitors from nearly every state and over 57 countries were intercepted. In 2010, the number of countries dropped to 38. Since visitors from outside the US tend to come in the fall and winter months, some of the difference may be due to seasonality.

In both winter and summer 2006, about half of the visit groups came from more than 250 miles away (48% and 52%, respectively). In spring that percentage rose to nearly two-thirds (63%) and in summer 2010 to 57%. In addition, visit groups who came from between 100 and 250 miles away comprised a higher percentage in winter than in spring or summer (20% winter 2006 compared to 12% spring and 14% summer 2006, and 15% summer 2010). The percentage of international visit groups was about the same across the seasons in 2006 (7% winter and spring, 9% summer). In 2010 the number of international visitors increased to 11%. (See Figure 2, next page.)

Length of stay in the museum

In the 2010 Visitors Count! survey, respondents were asked to indicate what time they entered the museum building (see Figure 3, next page). Using the time indicated and the time of the survey session at the exit, OP&A calculated that the average length of stay in the museum was just about two hours. About one-quarter of respondents stayed in the museum one hour or less. Half the respondents stayed one to two and half hours, and another quarter was there two and half hours or more.

Exhibits Seen

In the 2010 Visitors Count! survey, respondents were asked to indicate which exhibits they saw during their visit (see Figure 4). The *First Ladies* exhibit was the most popular, with 58% of people reporting that they had seen it. It was followed by the *Star Spangled*. OP&A also analyzed the total number of exhibits seen by each visitor. The mean number was five (see Figure 5). This count was cross-tabulated against the overall experience rating assigned by each individual to NMAH to determine if those who saw more exhibits provided a more favorable rating. The analysis did not show a significant correlation between the number of exhibits seen by visitors and the rating they gave to NMAH.

Figure 2
Residence: Distance from the Mall

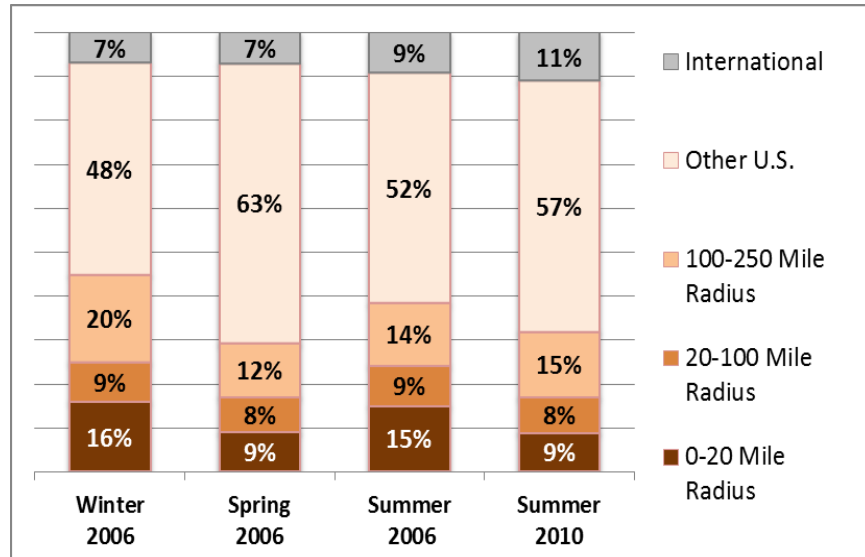


Figure 3
Length of stay in the museum—2010

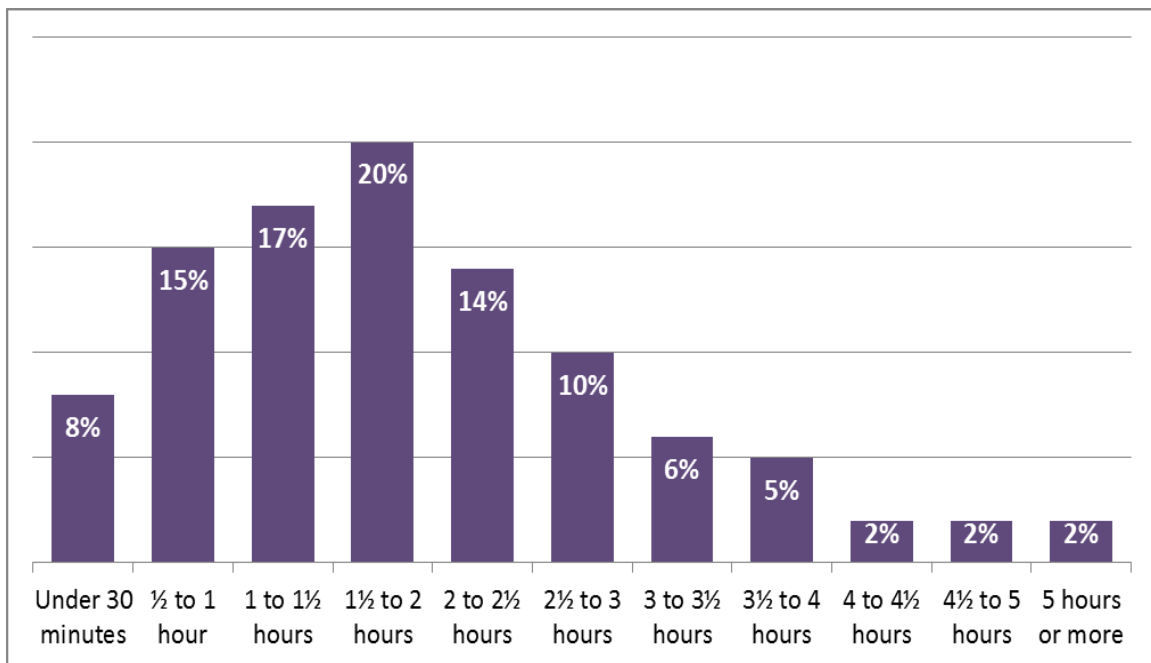


Figure 4
Exhibits Seen—2010

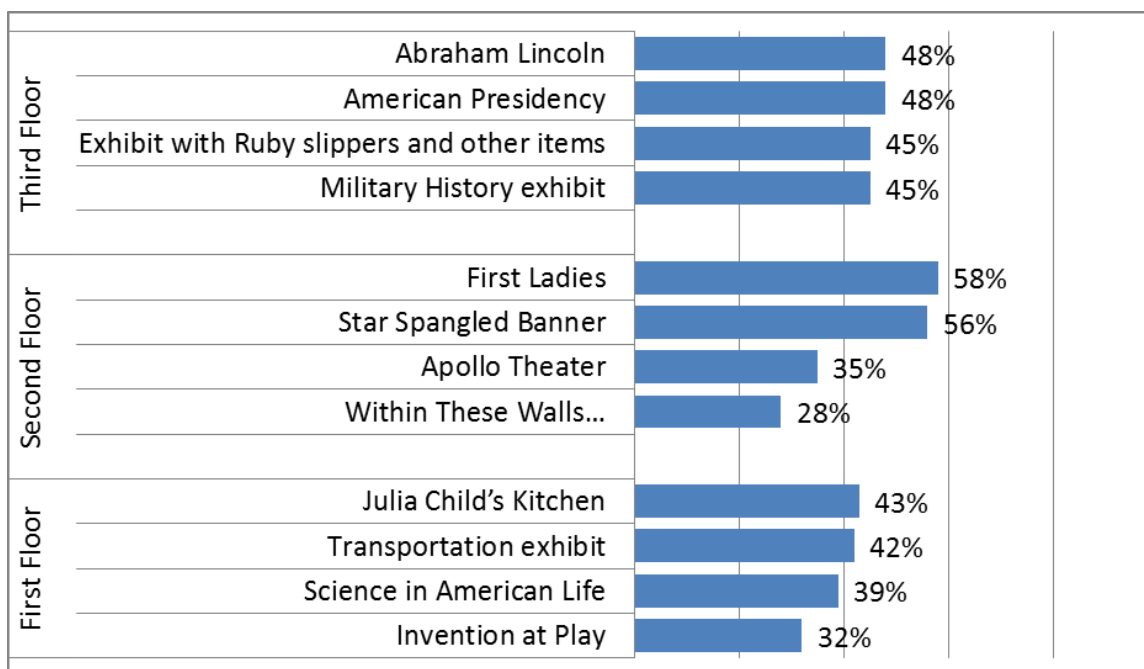
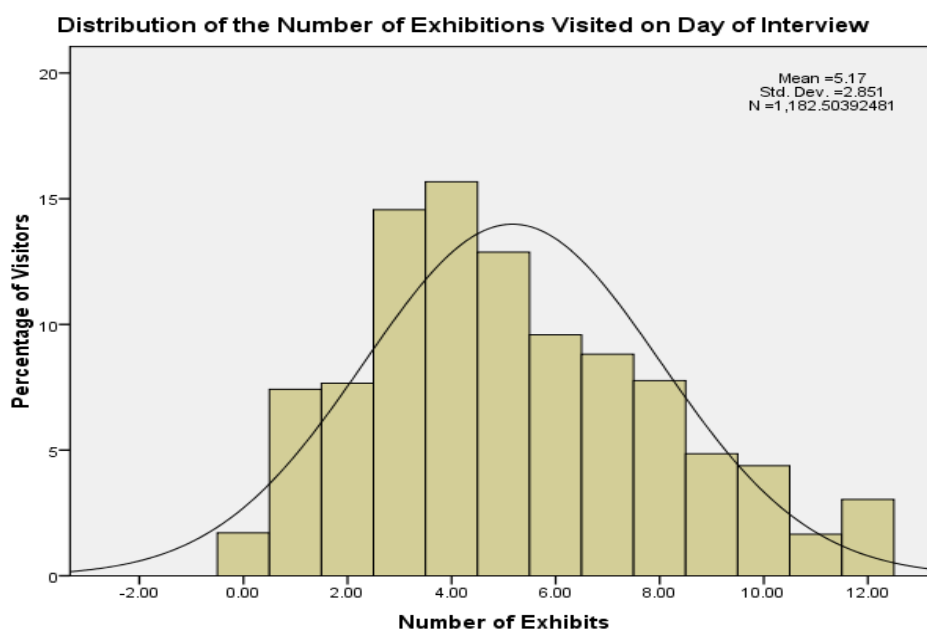


Figure 5
Distribution of the Number of Exhibits Seen—2010



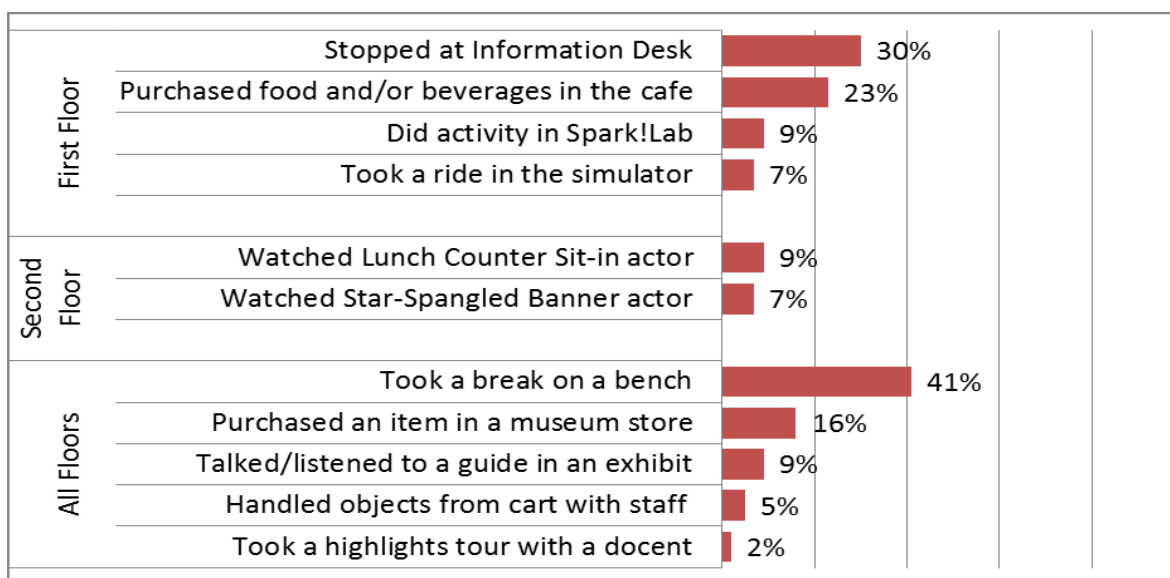
Banner, Abraham Lincoln, and American Presidency (56%, 48%, and 48% of visitors, respectively). *Within These Walls*³ was the least popular, with only 28% of respondents having seen it.

Activities

Visitors in 2010 were asked to indicate which activities, excluding viewing exhibitions, they participated in during their visit to NMAH (see Figure 6). Taking a break on a bench was the most reported activity (41% of respondents). Stopping at the information desk, purchasing food or beverages, and purchasing an item in a store were the next three most popular activities (30%, 23%, and 16% of respondents, respectively). About 10% of respondents participated in the remaining activities.

OP&A also analyzed the total number of activities in which each respondent participated. The mean number was just under two (Mean = 1.92), and no respondent engaged in more than five. This count was cross-tabulated against the overall experience rating assigned by each individual to NMAH to determine if active participation in more activities led a more favorable rating for the museum. No significant correlation was found.

Figure 6
Activities in the Museum—2010



³ On the questionnaire, *Within These Walls* was represented as “New England house and families exhibit.”

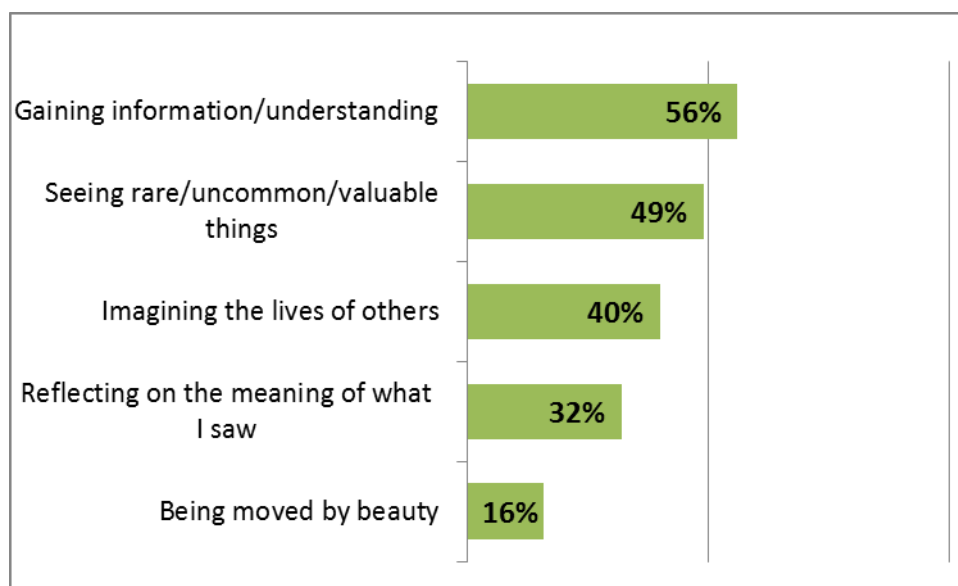
Experiences

From a list of five experiences, visitors were asked to select the ones they found especially satisfying in the museum in the 2010 *Visitors Count!* survey. Figure 7 shows the response options and frequencies.

Overall Rating

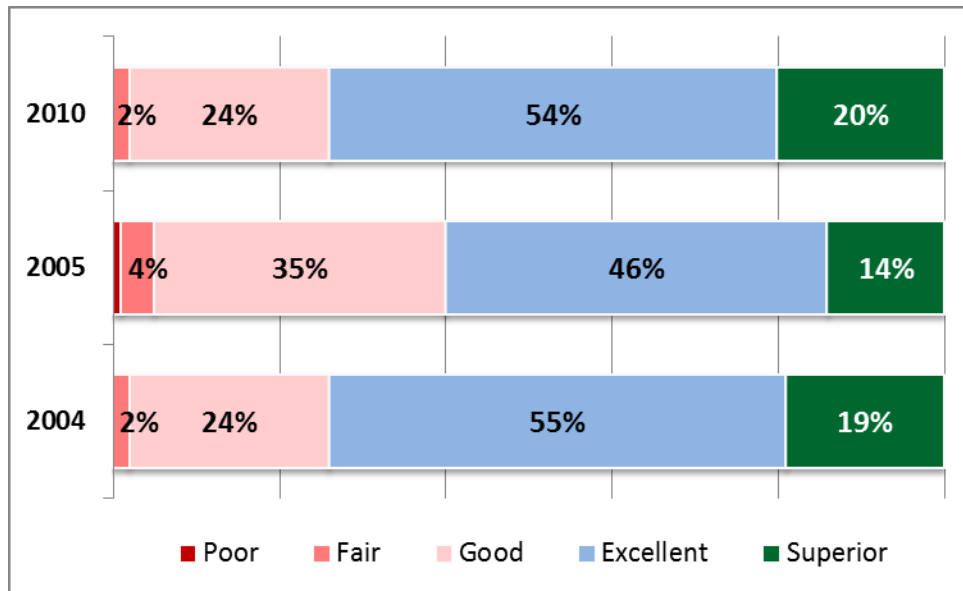
The 2010 *Visitors Count!* survey asked visitors to rate their overall experience at the museum on a five-point scale of *poor*, *fair*, *good*, *excellent*, and *superior*. OP&A has applied this scale to other exhibitions and programs across the Smithsonian. In general, visitors who have criticisms about an exhibition 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 rating is *excellent*. Those who have very positive experiences tend to mark *superior*.

Figure 7
Satisfying experiences in the Museum—2010



Approximately a quarter of visitors rated the museum as *good*, with only two percent rating their experience as *fair*. No visitors rated NMAH as *poor*. Thus, three-quarters of visitors were at least satisfied with their visit, based on ratings of *excellent* and *superior* (54% and 20%, respectively). These percentages are the same as museum-wide studies conducted in OP&A's 2004 *Smithsonian-wide Survey of Visitors* (2004) and higher than those from the *Visitor Ratings of Exhibitions at the National Museum of American History* (2005). (See Figure 8.) The 2006 *Visitors Count!* study did not contain an overall experience rating question.

Figure 8
Overall exhibition/museum rating 2004, 2005 & 2010



APPENDIX A: 2010 VISITORS COUNT! FREQUENCIES

Notes:

Figures in tables are in percent unless otherwise indicated.

If respondents could mark more than one answer for a question, percent totals are not shown as they would not total 100.

Percentages may not add to 100 because of rounding.

The question formats have modified from those in the actual questionnaires to facilitate entering data.

Is today your first visit to the National Museum of American History?	
No	38
Yes	62
Total	100

Have you visited any other Smithsonian museums before today?	
No	33
Yes	67
Total	100

Please rate your overall experience in this American History Museum today.	
Poor	0
Fair	2
Good	24
Excellent	54
Superior	20
Total	100

Length of stay in this museum (What time did you enter this building today?)		
Time Segment		
Under 15 minutes		2
15-30 minutes		6
30 minutes -1 hour		15
1 hour - 1.5 hours		17
1.5 hours - 2 hours		20
2 hours - 2.5 hours		14
2.5 hours - 3 hours		10
3 hours - 3.5 hours		6
3.5 hours - 4 hours		5
4 hours - 4.5 hours		2
4.5 hours - 5 hours		2
5 hours or more		2
Total		101
Mean length of stay		1 hr 56 min

Which of the Following exhibits in this museum did you see today?		
First Floor		
Julia Child's Kitchen		43
Transportation exhibit		42
Science in American Life		39
Invention at Play		32
Second Floor		
First Ladies		58
Star Spangled Banner		56
Apollo Theater		35
New England house and families exhibit [Within These Walls...]		28
Third Floor		
Abraham Lincoln		48
American Presidency		48
Exhibit with Ruby slippers and other items		45
Military History exhibit		45

Which of the following activities did you do in this museum today?	
First Floor	
Stopped at Information Desk	30
Purchased food and/or beverages in the cafe	23
Did activity in Spark!Lab	9
Took a ride in the simulator	7
Second Floor	
Watched Lunch Counter Sit-in actor	9
Watched Star-Spangled Banner actor	7
All Floors	
Took a break on a bench	41
Purchased an item in a museum store	16
Talked/listened to a guide in an exhibit	9
Handled objects from cart with staff	5
Took a highlights tour with a docent	2

<i>Number of personal contact activities (actors/docents/explainers/guides, excluding Spark!Lab and Invention at Play)</i>	
None	76
One	17
Two	5
Three or more	2
Total	100

<i>Number of personal contact activities (actors/docents/explainers/guides, including Spark!Lab and Invention at Play)</i>	
None	52
One	30
Two	13
Three or more	5
Total	100

Which of these experiences were especially satisfying to you in this museum today?	
Gaining information/understanding	56
Seeing rare/uncommon/valuable things	49
Imagining the lives of others	40
Reflecting on the meaning of what I saw	32
Being moved by beauty	16

Visit group composition (Who are you here with today?)	
Adult and child group	46
Adult group	38
Unaccompanied visitor	10
Youth	1
Organized/tour group	4
Total	99

Number of children (under 18) in the visit group	
0	56
1	17
2	16
3	7
4	3
5	1
6	1
7	0
Total	100

Are you male or female?	
Female	56
Male	44
Total	100

Age grouped into 5-year ranges (What is your age?)	
Age range	Percent
12 thru 19	11
20 thru 24	10
25 thru 29	8
30 thru 34	7
35 thru 39	11
40 thru 44	18
45 thru 49	13
50 thru 54	9
55 thru 59	6
60 thru 64	5
65 thru 69	2
70 thru 99	2
Total	100
Mean age	39

Age grouped into Generations (What is your age?)	
Generation	Percent
Pre-Baby Boom (born before 1946)	4
Earlier Baby Boomers (born 1946-54)	11
Later Baby Boomers (born 1955-64)	19
Generation X (born 1965-81)	40
Generation Y (born 1982-1995)	23
Generation Z (Digital Natives) (born after 1995)	4
Total	100

Ages of all visitors	
Age	Percent
1	1
2	1
3	1
4	1
5	1
6	1
7	2
8	2
9	2
10	3
11	3
12	2
13	3
14	3
15	2
16	3
17	3
18+	68
Total	102

Where do you live?	
US	89
International	11
Total	101

Residence radius from Mall (Where do you live?)	
5 mile radius	3
10 mile radius	2
20 mile radius	4
40 mile radius	4
100 mile radius	4
250 mile radius	15
Other U.S.	57
International	11
Total	100

US Regions of residence (Where do you live?)	
Metro Washington	8
Southeast	26
Mid Atlantic	18
Midwest	13
New England	6
Mountain Plains	8
West	9
US [Unspecified]	1
International	11
Total	100

Are you of Latino or Hispanic origin? (U.S. Residents)	
No	94
Yes	7
Total	101

What race do you consider yourself to be? (U.S. Residents)	
White or Caucasian	87
Asian American	6
African American or Black	6
American Indian or Alaskan Native	2
Native Hawaiian or Pacific Islander	1

APPENDIX B: 2006 VISITORS COUNT! AND 1994-95 FREQUENCIES

This Appendix presents the frequencies for all of the questions in the 2006 survey, (indicated by question number (#)), as well as some tables based on that data.

The frequencies are based on the percentages of visitors responding to a particular question. The number of visitors who responded to each question varies, as not all visitors answered each question.

Frequencies from the 1994-95 survey are from the published report cited in the preceding text.

NA indicates question was not asked on one of the surveys.

Table 1. Cooperation Rate						
	2006 Study			1994-95 Study (Table D.2)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Complete	77	72	73	74	77	73
Refusal	23	28	27	26	23	27
Total	100	100	100	100	100	100
	Number	Number	Number	Number	Number	Number
Complete	724	811	1206	1238	1339	1366
Refusal	213	312	439	435	409	502
Total	937	1123	1645	1673	1748	1868

Table 2. Smithsonian History for Visit Group Respondents

	2006 Study			1994-95 Study (Table 20a)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
First to NMAH/First to SI	24	26	24	18	27	26
First to NMAH/Repeat to SI	24	26	29	19	27	25
Repeat to NMAH only	2	1	1	4	4	3
Repeat to NMAH & SI	50	46	46	60	42	46
Total	100	100	100	100	100	100

#1. Is today your first visit to this American History museum?

	2006 Study			1994-95 Study (Table 20a)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Yes	48	52	53	37	54	51
No	52	48	47	64	46	49
Total	100	100	100	100	100	100

#2. Before today, have you visited any other Smithsonian museums?

	2006 Study			1994-95 Study (Table 20a)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Yes	74	72	75	79	69	71
No	26	28	25	21	31	30
Total	100	100	100	100	100	100

Table 3. Visit Group Composition**#3. Who are you visiting with today?**

	2006 Study			1994-95 Study (Table 11)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Alone	17	13	14	30	13	14
Adult(s) without child(ren)	39	35	38	42	38	39
Adult(s) with child(ren)	31	34	43	18	28	37
Unaccompanied youth	1	1	1	1	1	2
School group/Other group	13	18	4	11	22	11
Total	100	99	100	101	101	102

Table 4. Visit Group Size

Total Number in Group	2006 Study			1994-95 Study (Table 11)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
1	23	18	17	30	13	14
2	40	34	31	32	30	31
3	14	15	14	12	14	15
4	11	17	16	10	11	15
5	6	9	10	5	6	8
6-9	5	7	10	5	7	9
10+	0	1	2	7	19	8
Total	100	100	100	100	100	100

Table 5. Residence of Visit Group Respondent**#4. Where do you live?**

	2006 Study			1994-95 Study (Table 7)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
US	93	93	91	91	94	91
Other country	7	7	9	9	6	9
Total	100	100	100	100	100	100

Table 6. US Regions of Residence of Visit Group Respondent

	2006 Study			1994-95 Study (Table 7)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
New England	9	9	6	5	8	6
Mid Atlantic	23	11	12	14	20	13
Metro Washington	14	8	13	27	18	15
South Atlantic*	18	21	23	18	13	15
East South Central	3	5	3	2	4	4
West South Central	4	6	5	3	5	6
East North Central	9	9	11	9	8	11
West North Central	3	7	4	3	5	6
Mountain	2	5	4	3	5	4
Pacific	9	8	8	7	7	11
US [Unspecified]	1	2	2	0	1	0
International	7	7	9	9	6	9
Total	100	100	100	100	100	100
<i>*Excluding Metro Washington</i>						

Table 7. Residence Radius [from Mall] of Visit Group Respondent

	2006 Study			1994-95 Study		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
5 mile radius	5	2	5	NA	NA	NA
10 mile radius	5	3	5	NA	NA	NA
20 mile radius	5	3	6	NA	NA	NA
40 mile radius	4	4	5	NA	NA	NA
100 mile radius	5	4	4	NA	NA	NA
250 mile radius	20	12	14	NA	NA	NA
Other U.S.	48	63	52	NA	NA	NA
International	7	7	9	NA	NA	NA
Total	100	100	100	NA	NA	NA

Table 8. Ethnicity of Visit Group Respondent

What is your cultural/racial/ethnic identity?**						
	2006 Study			1994-95 Study (Table 5)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Latino/Native American /Alaska Native	NA	NA	NA	4	4	5
African American/Black	NA	NA	NA	5	4	5
Asian/Pacific Islander	NA	NA	NA	4	3	4
White	NA	NA	NA	87	89	86
Total	NA	NA	NA	100	100	100
<i>**US residents only.</i>						

#5. Are you of Latino or Hispanic origin?**						
	2006 Study			1994-95 Study		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Yes	9	5	7	NA	NA	NA
No	91	95	93	NA	NA	NA
Total	100	100	100	NA	NA	NA
<i>**US residents only.</i>						

#6. African American or Black**						
	2006 Study			1994-95 Study		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Not marked	94	93	90	NA	NA	NA
Marked	6	7	10	NA	NA	NA
Total	100	100	100	NA	NA	NA
<i>**US residents only.</i>						

Table 8. Ethnicity of Visit Group Respondent (continued)

#6. American Indian or Alaskan Native**

	2006 Study			1994-95 Study		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Not marked	99	99	99	NA	NA	NA
Marked	1	1	1	NA	NA	NA
Total	100	100	100	NA	NA	NA

***US residents only.*

#6. Asian American**

	2006 Study			1994-95 Study		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Not marked	94	95	94	NA	NA	NA
Marked	6	5	6	NA	NA	NA
Total	100	100	100	NA	NA	NA

***US residents only.*

#6. Native Hawaiian or Pacific Islander**

	2006 Study			1994-95 Study		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Not marked	99	99	99	NA	NA	NA
Marked	1	1	1	NA	NA	NA
Total	100	100	100	NA	NA	NA

***US residents only.*

#6. White**

	2006 Study			1994-95 Study		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Not marked	12	13	16	NA	NA	NA
Marked	88	87	84	NA	NA	NA
Total	100	100	100	NA	NA	NA

***US residents only.*

Table 9. Cultural/Racial/Ethnic Identification of Visit Group Respondent**

	2006 Study			1994-95 Study (Table 5)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Latino, Other single races (not Latino), and Multiple races (not Latino)	22	20	24	10	NA	NA
White, not Latino	78	80	76	90	NA	NA
Total	100	100	100	100	NA	NA
<i>**US residents only.</i>						

Table 10. Gender of Visit Group Respondent

	2006 Study			1994-95 Study (Table 5)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Female	54	54	56	45	48	50
Male	46	46	44	55	52	50
Total	100	100	100	100	100	100

Table 11. Age of Visit Group Respondent: Intervals

Age Group	2006 Study			1994-95 Study (Table 5)		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
12-14	5	3	1	6	8	6
15-17	5	5	3	4	6	8
18-19	3	3	3	4	3	3
20-24	9	6	9	8	6	8
25-34	18	14	18	24	15	17
35-44	22	29	26	20	26	24
45-54	25	25	25	20	20	21
55-64	10	10	12	9	8	7
65+	4	6	3	6	8	7
Total	100	100	100	101	100	101

Table 12. Generations of Visit Group Respondent

Generation	2006 Study			1994-95 Study		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
Gen Y	32	22	25	NA	NA	NA
Gen X	20	23	23	NA	NA	NA
Trailing Edge Boomers	27	33	30	NA	NA	NA
Leading Edge Boomers	15	15	15	NA	NA	NA
Postwar	5	8	6	NA	NA	NA
World War II	1	0	1	NA	NA	NA
Depression	0	0	0	NA	NA	NA
Total	100	100	100	NA	NA	NA

Table 13. Ages of All Visitors Under 18

Age	2006 Study			1994-95 Study		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
1	3	2	3	NA	NA	NA
2	3	2	5	NA	NA	NA
3	2	3	3	NA	NA	NA
4	3	3	3	NA	NA	NA
5	4	4	4	NA	NA	NA
6	5	5	5	NA	NA	NA
7	4	5	5	NA	NA	NA
8	4	6	7	NA	NA	NA
9	6	8	7	NA	NA	NA
10	7	7	7	NA	NA	NA
11	8	9	7	NA	NA	NA
12	8	7	8	NA	NA	NA
13	13	7	7	NA	NA	NA
14	9	9	7	NA	NA	NA
15	4	9	5	NA	NA	NA
16	8	7	9	NA	NA	NA
17	9	8	7	NA	NA	NA
Total	100	100	100	NA	NA	NA

Table 14. Ages of All Voluntary Visitors

Age	2006 Study			1994-95 Study		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
1	1	1	1	NA	NA	NA
2	1	1	2	NA	NA	NA
3	1	1	1	NA	NA	NA
4	1	1	1	NA	NA	NA
5	1	1	1	NA	NA	NA
6	2	2	2	NA	NA	NA
7	1	2	2	NA	NA	NA
8	2	2	3	NA	NA	NA
9	2	3	3	NA	NA	NA
10	2	2	3	NA	NA	NA
11	2	3	2	NA	NA	NA
12	2	3	3	NA	NA	NA
13	3	2	2	NA	NA	NA
14	3	3	2	NA	NA	NA
15	2	3	2	NA	NA	NA
16	2	2	3	NA	NA	NA
17	3	3	2	NA	NA	NA
18+	68	66	66	NA	NA	NA
Total	100	100	100	NA	NA	NA

Table 15. All Voluntary Visitors by Age Category

Age	2006 Study			1994-95 Study		
	Winter Percent	Spring Percent	Summer Percent	Winter Percent	Spring Percent	Summer Percent
1 to 5	5	5	6	NA	NA	NA
6 to 8	5	6	6	NA	NA	NA
9 to 12	10	11	10	NA	NA	NA
13 to 17	13	12	11	NA	NA	NA
18+	68	66	66	NA	NA	NA
Total	100	100	100	NA	NA	NA

Table 16. Estimated Number of 2006 Voluntary Visitors by Age Category**

Low to High Range, in thousands

Age	2006 Study			1994-95 Study		
	Winter Number	Spring Number	Summer Number	Winter Percent	Spring Percent	Summer Percent
1 to 5	8 to 19	20 to 43	38 to 62	NA	NA	NA
6 to 8	8 to 17	28 to 47	40 to 58	NA	NA	NA
9 to 12	19 to 34	51 to 81	70 to 98	NA	NA	NA
13 to 17	27 to 45	54 to 89	73 to 105	NA	NA	NA
18+	183 to 194	384 to 406	522 to 542	NA	NA	NA

*** After adjusting for special events and counting error.***Table 17. Number of Companions for All Voluntary Visitors**

Number in Group	2006 Study			1994-95 Study		
	Winter Number	Spring Number	Summer Number	Winter Percent	Spring Percent	Summer Percent
None (visiting alone)	9	6	5	NA	NA	NA
One companion	30	23	19	NA	NA	NA
Two companions	16	15	13	NA	NA	NA
Three companions	17	23	20	NA	NA	NA
Four companions	12	15	15	NA	NA	NA
Five companions	5	6	9	NA	NA	NA
Six or more companions	11	12	17	NA	NA	NA
Total	100	100	100	NA	NA	NA
Mean number of companions:	2.7	3.0	3.4	NA	NA	NA

APPENDIX C: 2010 VISITORS COUNT! QUESTIONNAIRE

6037209445

2010 Visitors Count! National Museum of American History

Is today your first visit to the National Museum of American History?

☐ Yes ☐ No

Please rate your overall experience in this American History museum today.

☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

Have you visited any other Smithsonian museums before today?

☐ Yes ☐ No

What time did you enter this building today? [ENTER TIME]

____ : ____

Which of the following...

...exhibits in this museum did you see today?

[MARK ONE OR MORE]

- ☐ Invention at Play
- ☐ Julia Child's Kitchen
- ☐ Science in American Life
- ☐ Transportation exhibit
- ☐ New England house and families exhibit
- ☐ First Ladies
- ☐ Apollo Theater
- ☐ Star-Spangled Banner
- ☐ Exhibit with Ruby Slippers and other items
- ☐ Abraham Lincoln
- ☐ American Presidency
- ☐ Military History exhibit

...activities did you do in this museum today?

[MARK ONE OR MORE]

- ☐ Did activity in Spark!Lab
- ☐ Watched Star-Spangled Banner actor
- ☐ Watched Lunch Counter Sit-in actor
- ☐ Took a highlights tour with a docent
- ☐ Handled objects from cart with staff
- ☐ Talked/listened to a guide in an exhibit
- ☐ Purchased an item in a museum store
- ☐ Purchased food and/or beverages in the cafe
- ☐ Took a break on a bench
- ☐ Took a ride in the simulator
- ☐ Stopped at Information Desk

Which of these experiences were especially satisfying to you in this museum today?

[MARK ONE OR MORE]

- ☐ Being moved by beauty
- ☐ Gaining information/understanding
- ☐ Imagining the lives of others
- ☐ Seeing rare/uncommon/valuable things
- ☐ Reflecting on the meaning of what I saw

*Who are you here with today?

[MARK ONE OR MORE]

- ☐ Organized/School/Tour group
- ☐ I am alone
- ☐ One other adult (over 18)
- ☐ Several other adults **How Many?** ____
- ☐ Youth/Child[ren] under 18 **Please Record Ages**

*Are you male or female?

☐ Male ☐ Female

Are you of Latino or Hispanic origin?

☐ Yes ☐ No

*What is your age?

What race do you consider yourself to be?

[MARK ONE OR MORE]

- ☐ African American or Black
- ☐ American Indian or Alaskan Native
- ☐ Asian American
- ☐ Native Hawaiian or Pacific Islander
- ☐ White or Caucasian

*Where do you live?

- ☐ US: Zip Code, **Please Specify:** ____
- ☐ Other country, **Please Specify:** _____

ID

INT

SES

SEG

01 02 03 04 05 06

STATUS

OC OR OLOI