

Air and Space Encounters

**A Report based on the
*1994 National Air and Space Museum Visitor Study***

INSTITUTIONAL STUDIES



**Smithsonian
Institution**

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1994 National Air and Space Museum Visitor Survey

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Preface

The 1994 National Air and Space Museum (NASM) Survey was undertaken at the request of NASM's senior staff, as an update to a 1988 survey. This report summarizes the results. Its purpose is to share with the museum community what we found about visitors to NASM. NASM's staff will use the data and observations as part of an on-going effort to improve the visitors' experience.

The study reflects the work, support and cooperation of numerous people over several years. Martin Harwit, former Director, was actively involved in both the 1988 and 1994 studies. His commitment to scientific study of the museum's visitors is very much appreciated. Wendy Stephens, former Deputy Director, encouraged her successor to undertake the 1994 update. Two special people worked very closely with us as we developed the questionnaire, collected data and interpreted the results: Gwen Crider, Deputy Director, and Raymond Stephens, Marketing Coordinator. Gwen also encouraged the participation of NASM staff in the data collection. Raymond skillfully managed the interviewing schedules and monitored the data collection. NASM staff members, volunteers, and interns willingly gave their time and energy to the data collection over a period of 24 weeks. They were joined by professional interviewers: Kathryn Moore, Anita Butera, Derek Price, and Melinda Fancher. We truly appreciate their efforts.

This report reflects the skills and expertise of several people in the Institutional Studies Office. Adam Bickford developed the sample design. Elizabeth K. Ziebarth was primarily responsible for questionnaire development and data collection. She served as our liaison with NASM. Steve J. Smith expertly oversaw all aspects of data processing and the creation of analysis files. He and Beth jointly performed the analysis which led to the tables in Part B. Andrew J. Pekarik developed the interpretive framework for the report as well as the analysis of visitor types in Part A. He was the major author of the text and graphic presentation.

We would especially like to acknowledge the 2,975 visitors who took the time, in the midst of a busy museum visit, to respond to our questions and offer comments. Without their participation, the study could not have been conducted.

Errors in interpretation are the responsibility of the authors.

Zahava D. Doering, Director
Institutional Studies Office

Summary

The Study

The National Air and Space Museum (NASM) is generally known as the most-visited museum in the world. In 1988, we conducted a comprehensive study of the museum's audience. In 1994, the staff of NASM requested this follow-up study and conducted it cooperatively with us.

In three separate eight-week periods in 1994, we completed interviews with 2,975 visitors, asking them about their background, their experience of Washington and the Mall, and their attitudes and expectations of NASM.

A central feature of the NASM audience is its seasonal variation. Approximately four times as many people walk through the doors at the summer peak (July) as in the winter valley (January).

This study investigated the characteristics of those who made visits to NASM during three periods in 1994, Winter (January 11 - March 6), Summer (July 12 - September 4) and Fall (September 6 - October 31).

Results and Interpretation

Gender. In all three seasons, more men than women visited NASM (about six in every ten visitors). In Winter the percentages were farther apart than in Fall or Summer, in part because Winter brought a higher proportion of business visitors, most of whom were men.

Age. Across all three periods, most age groups were relatively constant. The largest seasonal shifts occurred with the youngest and oldest groups. There were more children among the audience in Summer and many more individuals age 55 or older in Fall.

Race/Ethnicity. Throughout the three seasons the NASM audience was between three-quarters and four-fifths Caucasian, and the numbers of Asians exceeded those of other minorities, in part because they included so many foreign visitors (46% of those identified in the study as Asian are from outside the U.S., comprising 18% of all foreign visitors).

Residence. In Winter the proportion of local visitors (about one-third) was much higher than in the other two seasons (about one-fifth). In Summer and Fall more than half of all visitors were from elsewhere in the United States. In every season, at least two out of every ten visits were made by people from other countries.

Visiting Groups. In Fall visitors were more likely to arrive alone or in pairs and less likely to bring children than in Winter or Summer.

Educational Attainment. The level of educational attainment for those age 25 or older was high in all seasons, but especially high in Winter, when only 10 percent of visitors had not gone beyond high school. NASM visitors have higher levels of education than the overall United States population. Among all Americans age 25 or older, 20 percent have a college degree and 7 percent have an advanced degree. At NASM, depending on the season, the percentage with a college degree ranges from 63 to 73 percent; the percent with advanced degrees is between 27 and 35 percent.

Occupation. Commensurate with their education, visitors tend to be concentrated in professional and executive/management occupations (about 50% in each season). Engineers were 7 percent of the total audience, but 17 percent of business visitors. The number of military personnel was small (2% overall), but the number who work for the military was higher (4% in Fall, 5% in Summer, and 8% in Winter).

Reason for Visiting Washington. Visitors who came to Washington in order to see friends or family comprised about one-tenth of the audience throughout the year. The remaining ninety percent varied by season -- those visiting on vacation reached a peak of 70 percent in Summer, and those visiting NASM while in Washington for business-related reasons reached a high of about 40 percent in Winter.

Length of Stay in Washington. Day-visitors ranged from 13 percent in Fall to 24 percent in Winter. Washington stays were somewhat shorter in Summer. For those who stayed less than a week (84% of all visitors), the average stay was 3 days in all three seasons.

What Visitors Came to See at NASM. In all three seasons, most visitors did not come to see anything in particular at NASM. Six of ten had no specific focus outside of wanting to see the museum as a whole, three of ten gave general responses and only one in ten named something particular.

Length of Visit. In general, visitors stayed longest in Fall and shortest in Summer. The average visit was 86 minutes in Fall, 68 minutes in Winter and 106 minutes in Summer. Nearly two-thirds of visitors spent less than one-and-a-half hours in the museum.

Purpose of NASM. Visitors strongly emphasized education as the purpose of the museum. Altogether, four out of five visitors cited at least one education purpose for NASM, and one of those four visitors cited two or more education purposes.

Changes Visitors Would Make. One-fourth of visitors recommended the addition of artifacts or subject matter, one of ten indicated improvements or updates to exhibitions, and a similar percentage mentioned interactives. Changes to the physical facilities, either amenities or crowd control, were suggested by fifteen and

five percent of visitors, respectively. A sensitivity to crowd control was especially evident in the Summer.

Visitor Types. We divided visitors into three categories based on their level of involvement with NASM: New Visitors (who are at NASM for the first time), Returning Visitors (who have been to NASM between one and three times in the past), and Frequent Visitors (who have been to NASM four or more times in the past). As a proportion of the audience, Returning Visitors were about one-quarter of the audience throughout the three seasons. New Visitors were one-half of the audience in Summer and Fall, but only about one-third of the audience in Winter.

These three types of visitors were significantly different in virtually every respect and in almost all three seasons of the study. In our view, New Visitors are drawn to the Air & Space Museum as if the museum itself were a central icon of Washington and a highlight of their visit, while Frequent Visitors come again and again primarily to experience the museum's changing exhibitions, displays, and films. Returning Visitors are in the middle between these two positions.

Comparing 1988 and 1994 NASM Visitor Studies. There were some slight increases in the minority audience in 1994, in comparison with 1988. Returning Visitors comprised the same percentage in both seasons in both years, but there was a slight increase in the percentage of Frequent Visitors in 1994 and a corresponding decrease in the percentage of New Visitors. We believe that the change represents the development of a larger pool of committed users in response to the museum's exhibition and education programs over the six years between the two studies.

Audience Development. NASM's share of the Smithsonian audience is relatively constant (about one-third), in part because so many Smithsonian visitors are only interested in NASM. Just over one quarter of NASM visitors interviewed in 1988 and in 1994 said that they were visiting NASM only.

In our opinion the three major forces operating on the seasonal distribution of audiences are as follows:

- In Winter, the lack of vacation travel creates the uncrowded condition of the galleries, which, in turn, draws serious visitors willing to spend time and use the museum in depth. These repeat visitors were visiting spontaneously, without articulated aims.
- In the Summer season, school and work vacations introduce a massive influx of travelers. As a result, local, Frequent Visitors seem to react negatively to the crowded conditions in the galleries and avoid the museum.
- In the Fall season, we believe that weather is the main determining factor of attendance. If temperatures are pleasant, the Mall is an attractive location with a more relaxed atmosphere than in Summer. Business travelers and

older individuals form a larger percentage of the audience, and they are more inclined to spontaneously wander by. Adults with children are the missing audience segment.

Women Visitors. A goal of gender parity would provide the greatest opportunity for the development of the NASM audience. At present, the predominance of men implies that visiting NASM is a different experience for men than it is for women. In all three seasons, for example, men disproportionately stated that there was some specific item in an exhibition that exceeded their expectations, while women were particularly inclined to say that a film exceeded their expectation (except in Fall). This difference in response is affected not only by what the museum does and how it presents itself, but in broader social distinctions based on gender. The average gender division across the study as a whole is 58 percent male and 42 percent female. The gender division for those under twelve for the whole study is 57 percent male and 43 percent female. Obviously the forces that unequally influence men and women with regard to NASM visitation are at work from an early age.

Teenagers. The age group that offers the greatest audience development challenge for NASM is the teenagers. The distribution of the different ages for NASM is very close to that of NMNH except for teenagers. Visitors between ages 12 and 19 comprise 9% of the NASM audience, but 13% of the NMNH audience, a difference of over 50 percent. The discrepancy is greatest for ages 12 to 14, which represent 3% of the NASM audience, but 7% of the NMNH audience. In view of national goals for the education of young people in the sciences, attention should be given to attracting and holding a greater number of these visitors.

Directions for Future Research. Neither this study nor the one in 1988 collected data in March, April, May, or June. Future research for these remaining months should include both a high variability and moderate variability month (e.g., March-April).

If the museum wishes to encourage more women to visit, basic background research into the complexities of gender difference in motivation and response would be useful. Such research might be more effective if it was conducted simultaneously at a science museum with a more equal gender ratio, such as the National Museum of Natural History.

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A. Results and Interpretation

What is this Study?

The National Air and Space Museum (NASM) is generally known as the most-visited museum in the world. Since its opening in July 1976, it has been a central attraction of Washington, D.C.'s National Mall. Millions of visitors begin their pilgrimage to the Nation's Capital at NASM. Some only visit NASM. Who are they? Where are they from? Why do they visit? What is their experience?

In 1988, we conducted a comprehensive study of the museum's audience.¹ In 1994, the staff of NASM requested this follow-up study and conducted it cooperatively with us. As the museum staff considers the future of NASM, including plans for an extension at Dulles Airport, the staff believed that an update of the first visitor study would be particularly useful. They want to better understand their visitors as they continue to improve the quality of the visitors' experiences in the museum, and as they expand their audience to include more diverse segments of American society. (In a later section of this report, the results of 1988 are compared to those of 1994.)

In three separate eight-week periods in 1994, we completed interviews with 2,975 visitors, asking them about their background, their experience of Washington and the Mall, and their attitudes and expectations of NASM.² In presenting and interpreting the survey results we wish to satisfy the needs of three different kinds of readers: museum professionals interested in an overview of the NASM audience, NASM staff seeking information on which they can base operating decisions, and specialists in studies of cultural institutions.

Part A, Section I, is a basic description of the visiting population presented through graphs and brief text. It provides the overview. Part A, Section II is an interpretation of the basic data. Part A, Section III is a comparison to 1988; Sections IV and V highlight opportunities for the museum and are directed to NASM staff. Part B, Supporting Materials, includes the questionnaire, detailed tables, (along with a section on how to read them) and two Appendices. One is a guide on how to read graphs for readers who feel that they could benefit from a review, and the other describes how the study was done.

¹ See Doering, Z. D. and K. J. Black, *Visits to the National Air and Space Museum (NASM): Demographic Characteristics. Based on the 1988 NASM Survey* (Washington, D.C.: Smithsonian Institution, 1989); and Z. D. Doering, R. D. Manning and K. J. Black, *Transportation to the National Air and Space Museum (NASM): Based on the 1988 NASM Survey*. Working Paper. (Washington, D. C.: Smithsonian Institution, 1989). Other Working Papers based on the 1988 study are available from the Institutional Studies Office.

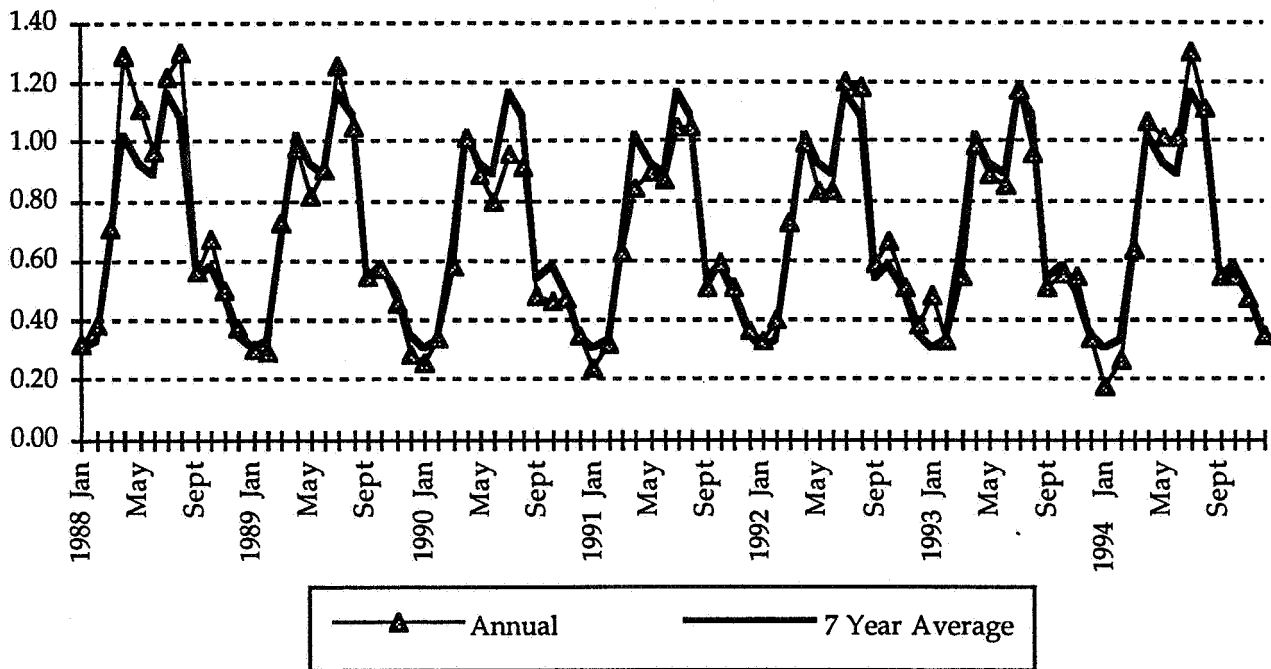
²They were selected from 88,979 people who passed by our interviewing stations as we were conducting the study. See Part B, Section I, of this report for a copy of the questionnaire, and Part B, Section III.2 for details on methodology.

I. The NASM Audience

Seasonal Changes

A central feature of the NASM audience is its seasonal variation. Although other museums on the National Mall also have seasonal differences in attendance, NASM visit numbers show the greatest sensitivity to the time of year.³ Approximately four times as many people walk through the doors at the summer peak (July) as in the winter valley (January). This ebb and flow follows a regular, stable pattern through five distinct ranges of months, as shown in Figure A.1 and summarized in Table A.1.

Figure A.1
Visit Counts
NASM Attendance 1988-1994 and Seven-year Average
(in Millions of Visits per Month)



Source: Office of Protection Services, Smithsonian Institution. See Part B, Table 1.1.

³ It is important to make a distinction between "visits" and "visitors." "Visits" means entries into or exits from a building or a specific location in it; "visitors" are unique individuals who make the visits, which may mean more than one entry into or exit from a building in a defined period of time. The smaller the interval for which data are reported, the less critical is this distinction. Thus, if we were reporting visits to an exhibition for a 15-minute period, the likelihood would be very high that visits and visitors would be identical. When we examine annual data for a building, the figures include multiple visits within a calendar year, as well as multiple entries on a given day. This report uses both administrative data about visits and survey data collected from visitors.

The thick line on Figure A.1 repeats the 7-year average in each year. Notice that the actual annual visit counts (shown by a thin line with little triangles to mark the specific number in each month) followed this average very closely, except in 1988.⁴ The horizontal dotted lines show most of the months falling within five bands, as listed in Table A.1.

Table A.1
Visit Counts
NASM Average Attendance per Month
 (in Number of Visits per Month)

Months	Visits per Month	
December, January, February	200,000	to 400,000
September, October, November	400,000	to 600,000
March	600,000	to 800,000
April, May, June	800,000	to 1,000,000
July, August	1,000,000	to 1,200,000

Source: Office of Protection Services, Smithsonian Institution.⁵

This strong variation probably reflects the influence of both vacation schedules and temperature. Every September, when school resumes and most families end their summer holidays, monthly attendance plummets from about 1.1 million to 600,000. Every March, when winter weakens, monthly attendance shoots up from 300,000 to 700,000.

Understanding Seasonal Differences

This study investigated the characteristics of those who made visits to NASM during three periods in 1994, Winter (January 11 - March 6)⁶, Summer (July 12 - September 4) and Fall (September 6 - October 31). Because people respond to the influences of vacations and weather in different ways, the composition of NASM's audience also varied greatly by season.

⁴ Visitation throughout the Smithsonian Institution (SI) was high in 1988. The SI average for 1988-1994 was 25.7 million (± 1.3) while in 1988 28.0 million visits were reported.

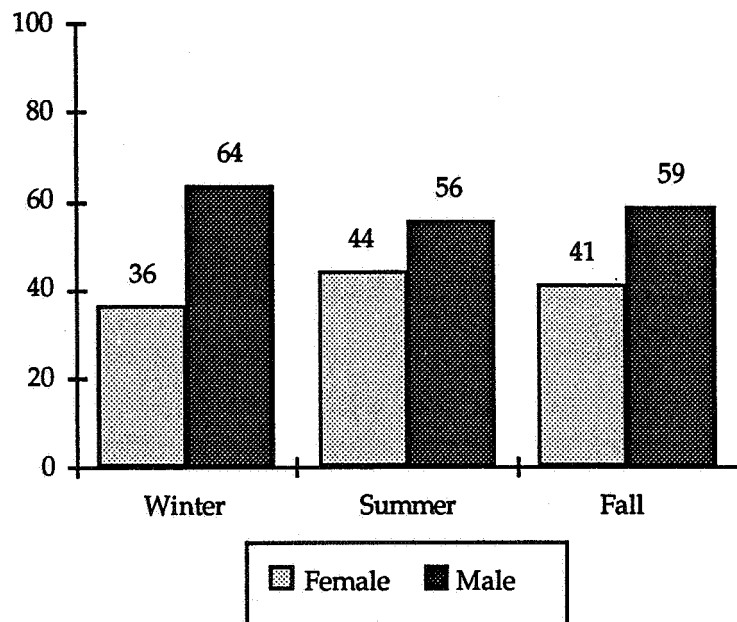
⁵ The summary report used in Figure A.1 and Table A.1, known as the *Visit Count Statistics, Multi-Year Study*, is provided by the Office of Protection Services (OPS). The summaries contain monthly data. In using these reports, we assume that the procedures used by OPS security personnel to count visitors have remained the same throughout the period covered by the analyses.

⁶In the tables in Part B this season is described as "Late Winter," in order to distinguish it from "Early Winter," November 1 to December 26, an earlier period used in the 1988 study.

For example, children under age 12 constituted 16 percent of those who made visits in Summer months, but only 9 percent in Winter months (and 11 percent in Fall months). Local residents (Washington Metropolitan Area) comprised 18 percent of the audience in Summer months, but 33 percent in Winter months (and 23 percent in Fall months).⁷ To make these variations clearer, our reference tables (Part B) show differences by season, primarily in cases where we found them to be statistically significant.⁸

Many audience characteristics varied markedly by season. When working with these differences, you may wish to keep in mind the distinction between the representation of a group in a particular season (i.e., its percentage in the population for that season) and the absolute size (i.e., the number of individuals) of that group. For example, Figure A.2 shows that men outnumbered women by 12 percent in Summer months, 18 percent in Fall months, and 28 percent in Winter months.

Figure A.2
Gender of NASM Visitors, by Season
 All Visitors
 (in Percent)



Source: Part B, Table 2.1.

⁷Each visitor characteristic has a particular representation (expressed as a percentage) among the visitors in a season, and a particular representation (usually a different percentage) within the population of all visitors represented in the study. Since the study did not cover the entire year, the population of the study is not the same as the total annual population of those who visit the museum.

⁸These are the cases where we can state with at least 95% certainty that the differences found in our study sample are not an accident of the sample selection, but exist in the population as a whole. While statistical significance confirms that a difference is very likely to be real, it does not indicate whether or not that difference is substantively important.

At first glance a graph like this might be misleading. It may seem to suggest there are more men in Winter than there are in Summer but, in fact, that is not true. Although the percentage of men in Winter is higher than the percentage of men in Summer, the total audience is so much smaller in Winter than in Summer that there is still a smaller number of men in Winter than in Summer.

As a simple demonstration, imagine that there are only 1,000 visitors in an average Summer month. Using the percents in Figure A.1, we can expect that men will outnumber women by 120 (we can expect 560 men and 440 women). In a Winter month, say with 300 visitors, we can expect that men will outnumber women by 84 (we can expect 192 men and 108 women). In other words, although the percentage difference in Winter (28%) is more than twice the percentage difference in Summer (12%), we can expect that the difference in actual number of visitors between men and women in Summer (120) will still be greater than the difference in visits between men and women in Winter (84 at most).

Understanding the Difference Between Visits and Visitors

One more caveat is necessary. If you do want to convert percentages into numbers of individuals, you have to be especially careful about what number you choose to multiply the percentage by. The numbers that we used in Figure A.1 and Table A.1 are called the "visit counts." These statistics are tabulated by Office of Protection Services personnel as they see people enter the building. They include all museum staff and contractors, and they record every time a person passes through a door, no matter how many times they may run in and out in the course of a day, and no matter what their purpose may be. Some people just use the building as a short-cut from the Mall to Independence Avenue, and the visit counts include them, too. Unless you are interested in wear and tear on the doors and the carpet, you probably will not want to use these numbers in any calculations.

This report relies on another number, "visits," which is based on the number of people we interviewed as they left NASM. These are voluntary visits made to the museum for its public purposes. It excludes staff, contractors, organized groups, and people ineligible for the study because they were not making a museum visit (e.g., in the building only to use the telephone or ask directions). As a result our numbers of "visits" are lower than the "visit counts." If you use "visit" numbers to represent the total audience, you will have a more accurate result, but you will still not be able to identify the number of unique individuals who come to NASM, since "visits" include some people who come back to the museum many times in a year, or even a month. Getting from "visits" to "visitors" can be rather complicated. Our data on "visits" will be used to estimate "visitors" during the seasons covered by this report and issued in a separate technical note.

Who Visits NASM?

Gender. In all three seasons, more men than women visited NASM (about six in every ten visitors). In Winter the percentages were farther apart than in Fall or Summer (see Figure A.2, above), in part because Winter brought a higher proportion of business visitors (see Figure A.13 and A.14, below), most of whom were men.

Age. Across all three periods, most age groups were relatively constant. The largest seasonal shifts occurred with the youngest and oldest groups. There were more children among the audience in Summer and many more individuals over 55 in Fall. Figure A.3 is the distribution of ages when approximated to the nearest ten percent.⁹

Figure A.3
Ages of NASM Visitors, by Season
All Visitors

(Where X Represents One in Every Ten Visitors)

	<u>Winter</u>	<u>Summer</u>	<u>Fall</u>
Under 12 years old	X	X X	X
From 12 to 19 years old	X	X	
20 to 24 years old	X	X	X
25 to 34 years old	X X	X X	X X
35 to 44 years old	X X	X X	X X
45 to 54 years old	X X	X	X X
55 and older	X	X	X X
	100%	100%	100%

Source: Part B, Table 2.1.

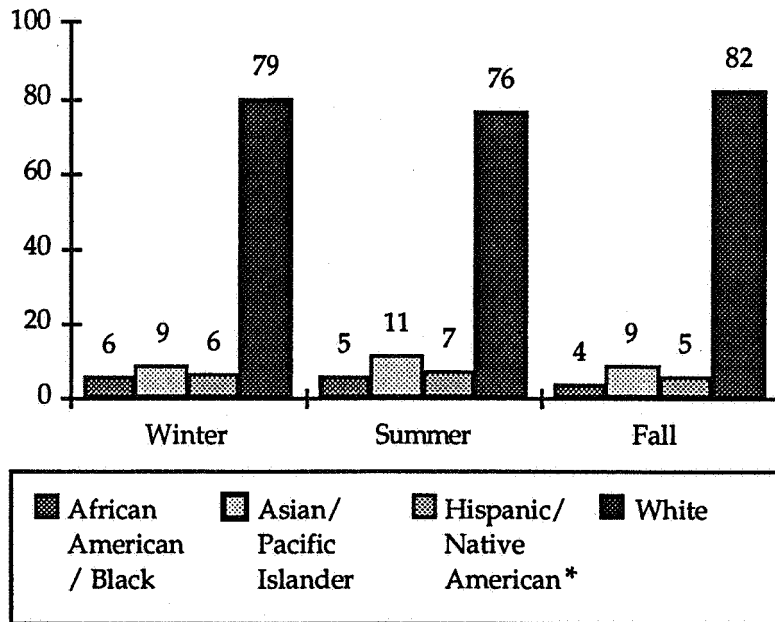
In the remainder of this section, we focus on the 86% of visitors age 12 or older for several reasons. First, the information collected about younger visitors is limited, as most questions about behavior and attitudes were not appropriate for them. With the exception of age and education, the demographic characteristics of young people are the same as those of their parents. Second, the exclusion allows for easy comparison with analyses of the 1988 survey. Young visitors are discussed specifically in Section IV, Audience Development.

Race/Ethnicity.¹⁰ Throughout the three seasons the NASM audience was predominantly Caucasian, as shown in Figure A.4. (Figure A.5 shows race/ethnicity for the U.S. residents only.) The numbers of Asians exceeded those of other minorities in

⁹See Part B, Table 2.1

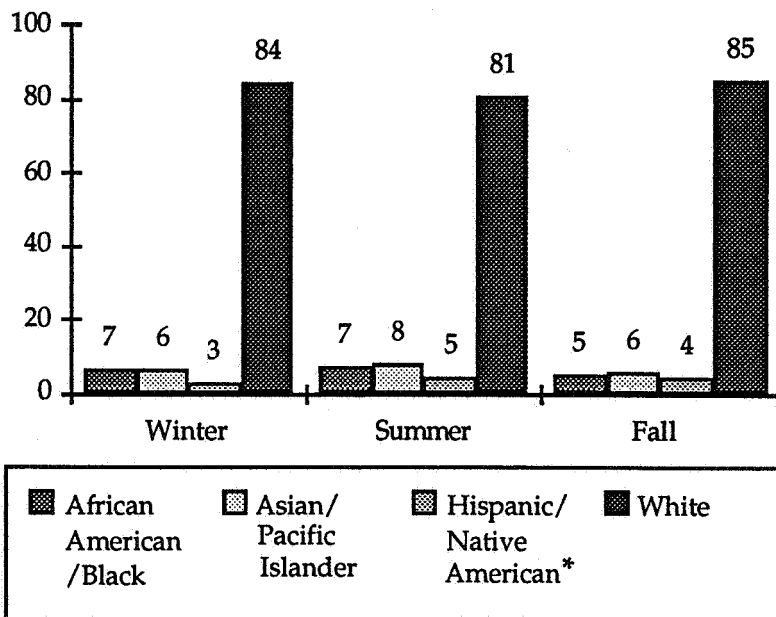
¹⁰ A comparison of the racial/ethnic identification of NASM visitors from the Washington, DC Metropolitan area to data from the U.S. Census is in Part B, Table 1.2.

Figure A.4
Race/Ethnicity of All NASM Visitors, by Season
 Visitors Age 12 or Older
 (in Percent)



*Includes those who gave multiple racial/ethnic identities.
 Source: Part B, Table 2.2.

Figure A.5
Race/Ethnicity of NASM Visitors, U.S. Residents, by Season
 Visitors Age 12 or Older
 (in Percent)

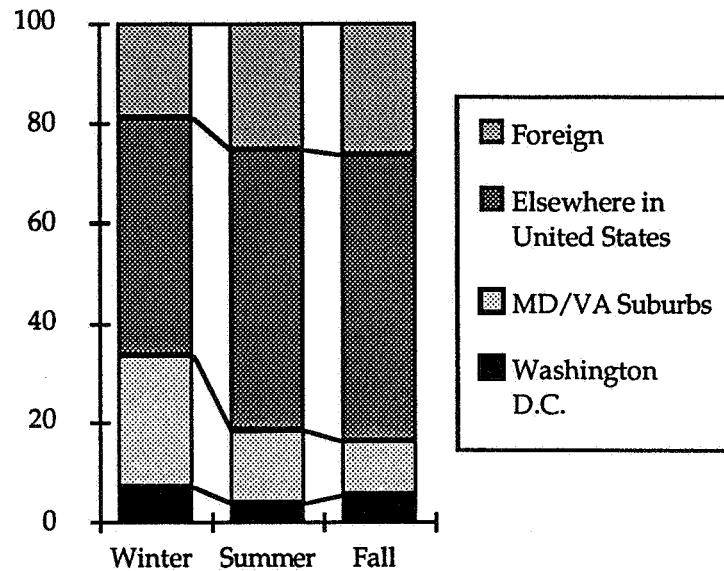


*Includes those who gave multiple racial/ethnic identities.
 Source: Part B, Table 2.2.

part because they included so many foreign visitors (46% of those identified in the study as Asian are from outside the U.S., comprising 18% of all foreign visitors). A comparison of Figure A.4 and Figure A.5 shows the decrease in the proportion of Asians and Latinos when foreign residents are excluded.

Residence. When we asked where visitors live, Winter stood apart from Summer and Fall. In Winter the proportion of local visitors was much higher than in the other two seasons. In Summer and Fall more than half of all visitors were from elsewhere in the United States. In every season, at least two out of every ten visits were made by people from other countries. See Figure A.6.

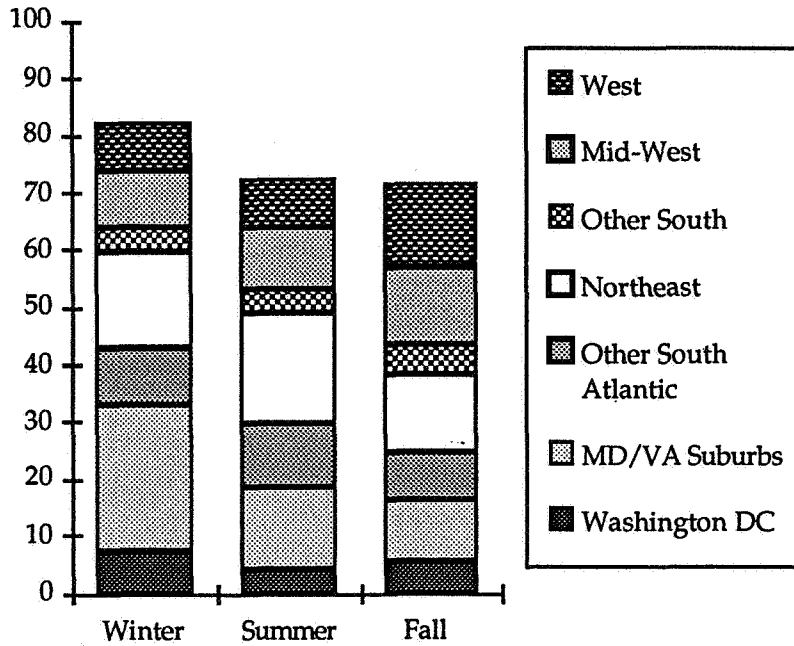
Figure A.6
Geographic Origin of NASM Visits, by Season
 Visitors Age 12 or Older
 (in Percent)



Source: Part B, Table 2.5.

Visitors from the United States, not surprisingly, were mostly from regions near the Washington area, as illustrated in Figure A.7. The proportion from the Eastern Seaboard ranged from nearly 40 percent in Fall to 60 percent in Winter.

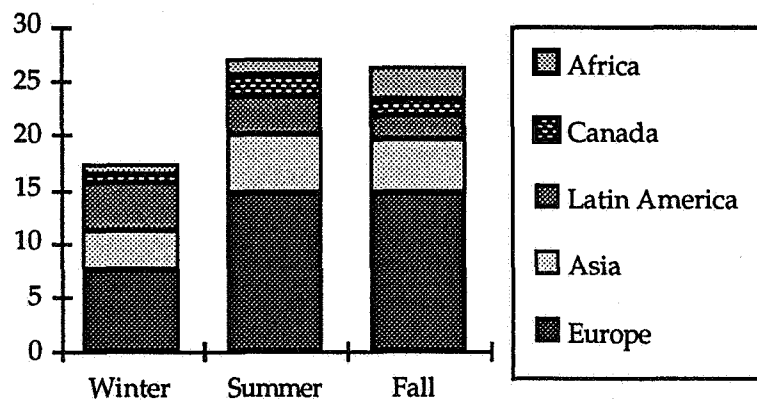
Figure A.7
Geographic Origins of NASM Visits, U.S. Residents, by Season
 Visitors Age 12 or Older
 (in Percent)



Source: Part B, Table 2.5. A map showing major United States geographical divisions is in Part B, Section II following Table 2.6.

The largest segment of the foreign audience was European, followed by residents of Asia, as shown in Figure A.8.¹¹ Visitors from 86 countries were interviewed.

Figure A.8
Geographic Origin of NASM Visits, Foreign Residents, by Season
 Visitors Age 12 or Older
 (in Percent)

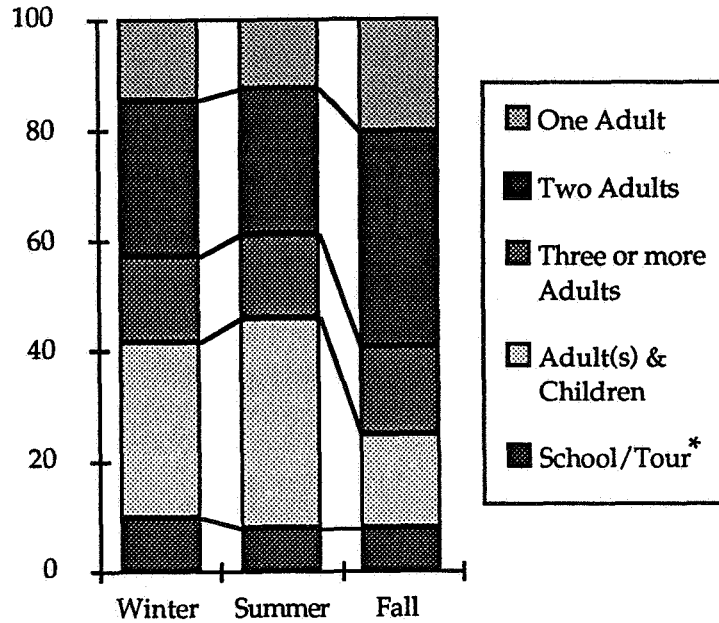


Source: Part B, Table 2.7.

¹¹See Part B, Table 2.7

Visiting Groups. In Fall visitors were more likely to arrive alone or in pairs and less likely to bring children than in Winter or Summer. See Figure A.9. This was related to the higher proportion of older visitors in Fall, as will be discussed later.

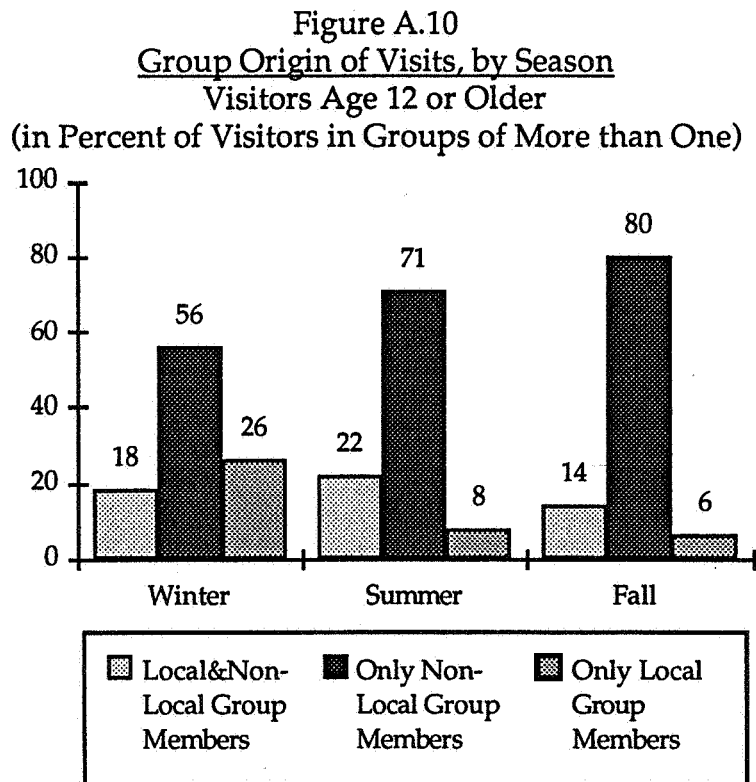
Figure A.9
Social Composition of Visit Group, by Season
 All Visitors
 (in Percent)



*School and tour groups were not included in the study. These respondents were individuals who were intercepted while separate from their group.

Source: Part B, Table 2.10.

Residence of Visit Groups. If we exclude visitors who come alone and then investigate where the members of a visit group were from, we find that each season had a distinctive mix of visit group types, as shown in Figure A.10.



Note that mixed groups varied least from season to season, probably because the percentage of out-of-town visitors coming to Washington to see friends and family (and visiting NASM together with them) stayed relatively constant. As we know, Smithsonian museums are a popular destination for our out-of-town guests. Surprisingly, in Fall four out of five groups were composed entirely of visitors from outside the Metropolitan Area.

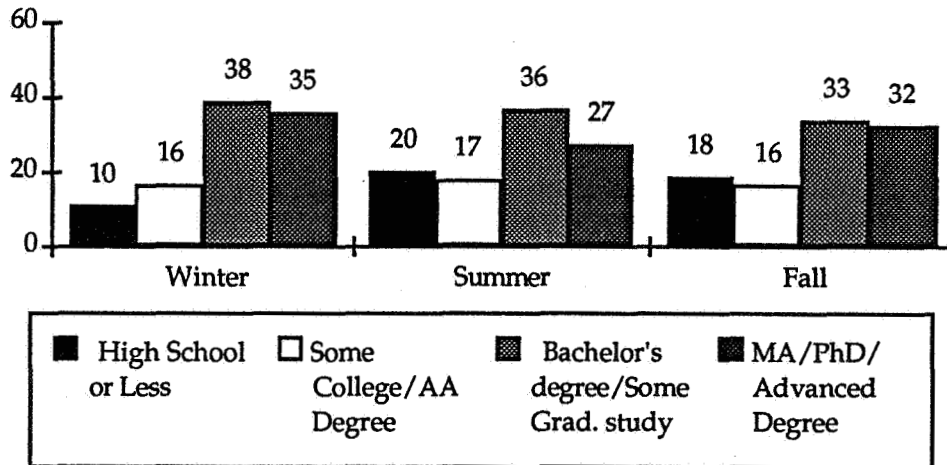
Educational Attainment. The level of educational attainment for those age 25 or older (who are considered to have completed their education) was high in all seasons, but especially high in Winter, when only 10 percent of visitors had not gone beyond high school. There was no appreciable difference between the education level of these visitors in Summer and in Fall. See Figure A.11.¹²

NASM visitors have higher levels of education than the overall United States population. Among all Americans age 25 or older, 20 percent have a college degree and 7 percent have an advanced degree. At NASM, depending on the season, the

¹² When we look at all visitors, i.e., including those under age 25 the educational profile does not change appreciably. The presence of young children is most notable in the proportion with high school or less. See Part B, Table 2.13.

percentage with a college degree ranges from 63 to 73 percent; the percent with advanced degrees is between 27 and 35 percent.

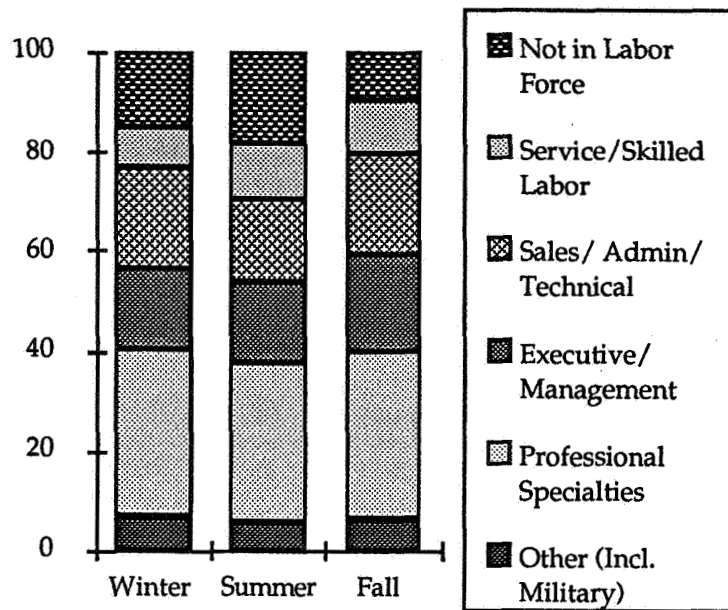
Figure A.11
Educational Attainment of NASM Visitors, by Season
 Visitors Age 25 or Older
 (in Percent)



Source: Part B, Table 2.13.

Occupation. The distribution of occupations among visitors changed very little from Winter to Summer to Fall, except for those not in the labor force (primarily students and home-makers), who were much less visible in Fall. See Figure A.12. Commensurate

Figure A.12
Occupation of NASM Visitors, by Season
 Visitors Age 18 or Older (in Percent)

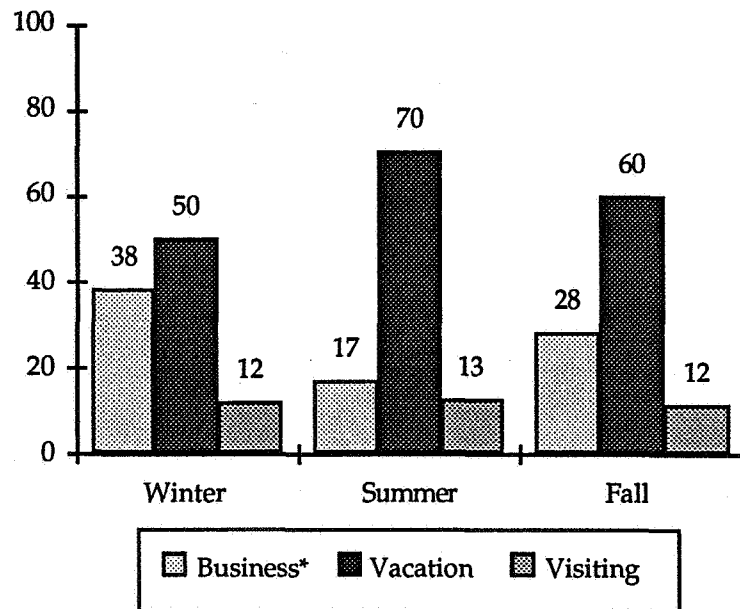


with their education, visitors tend to be concentrated in professional and executive/management occupations (about 50% in each season). Engineers were 7 percent of the total audience, but 17 percent of business visitors.¹³ The number of military personnel was small (2% overall), but the number who work for the military was higher (4% in Fall, 5% in Summer, and 8% in Winter).

Why are These Visitors in Washington?

Reason for Visiting Washington. Visitors who came to Washington in order to see friends or family comprised about one-tenth of the audience throughout the year. The remaining ninety percent varied by season -- those visiting on vacation reached a peak of 70 percent in Summer, and those visiting NASM while in Washington for business-related reasons reached a high of about 40 percent in Winter, as shown in Figure A.13.

Figure A.13
Reasons for Visiting Washington, by Season
 Visitors Age 12 or Older
 (in Percent)



*Business includes those who work in Washington, DC (5.6% overall), those visiting for school-related reasons (2.7% overall), and those on personal business (0.9% overall).

Source: Part B, Table 3.1.

¹³See Part B, Table 2.15 for occupations and industries.

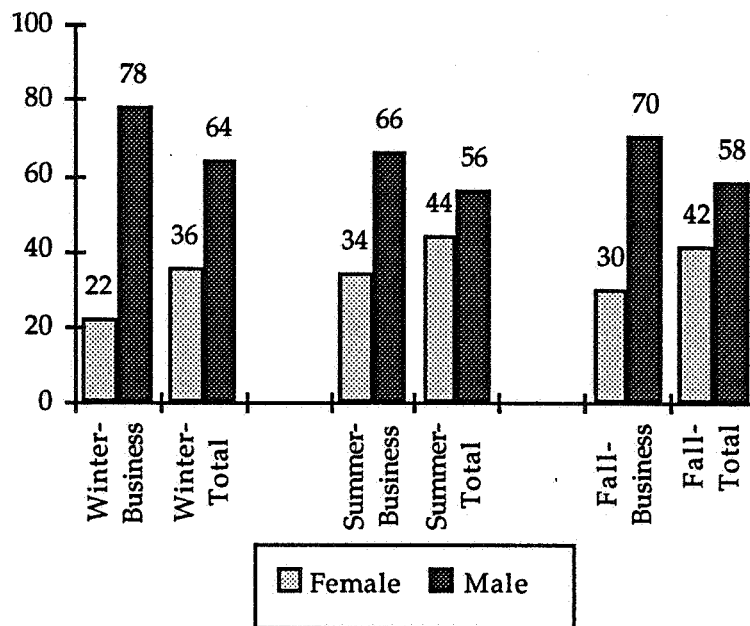
Visit Patterns Among Visitors to Washington

We find distinct patterns when we look more closely at the characteristics of individuals who told us that they were in Washington on business, or on vacation, or on visits to friends or family. These patterns can help us to understand other data in the report, and can suggest motivations that may underlie people's behaviors.

Some types of individuals are more likely to say that they are on business, others are more likely to say they are on vacation, and still others are more inclined to say that they are visiting friends. We can spot them by comparing "expected" percentages to "observed" percentages. For example, as we saw in Figure A.2, 64 percent of all visitors in Winter were male. If all men in Winter were equally likely to visit Washington on business, the percentage of men visiting Washington on business in Winter (observed) would have been the same as the overall (expected) percentage, namely 64 percent.

In fact, the percentage of men that we found among those visiting for business reasons was appreciably higher, not only in Winter, but in all three seasons. The proportion of men among business visitors was from 10 to 14 percent greater than their representation among all visitors, depending on season, as shown in Figure A.14. For example, in Winter men are 64 percent of all visitors, but 78 percent of business visitors. We can say, therefore, that men were "disproportionately represented," or "over-represented," among Washington business visitors who came to NASM.

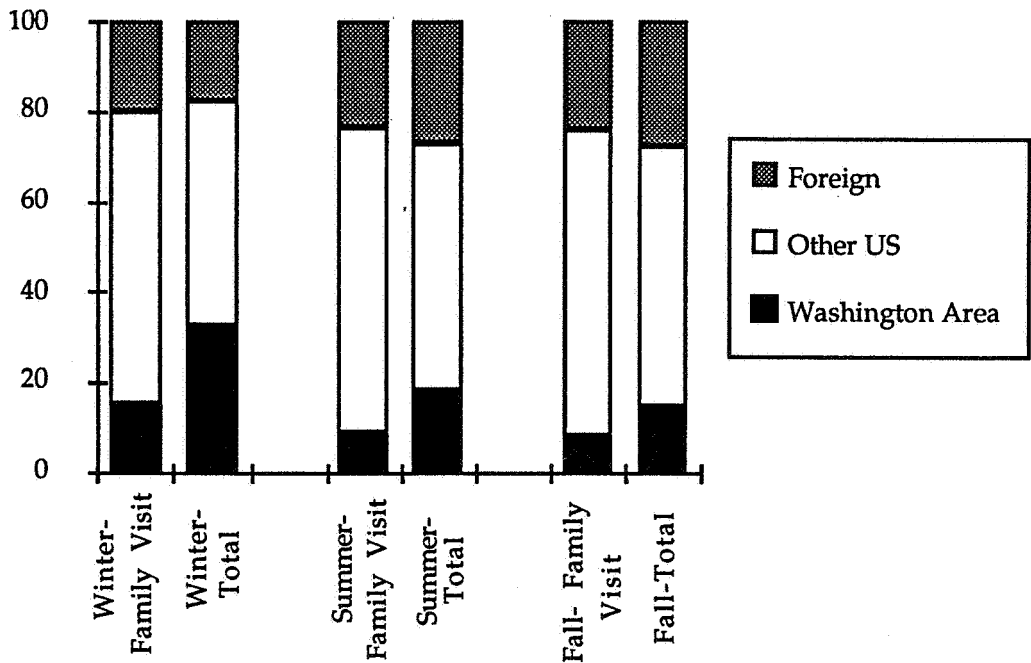
Figure A.14
Gender of those Visiting Washington for Business, by Season
Visitors Age 12 or Older
(in Percent)



Source: Part B, Table 3.2.

Similarly, those who had come to Washington in order to visit friends or family were disproportionately from regions of the United States outside the Washington area. See Figure A.15.

Figure A.15
Residence of Those in Washington to Visit Friends or Family, by Season
 Visitors Ages 12 or Older
 (in Percent)



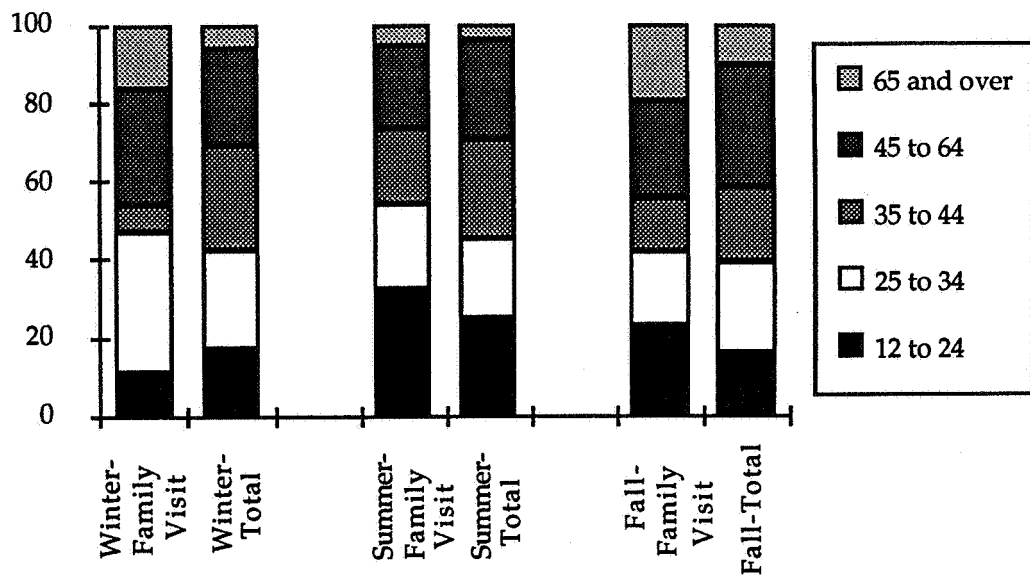
Source: Part B, Table 3.2.

Visitors who came to see friends or family were twice as likely to be age 65 or older in Winter and Fall than their representation in the population during those seasons. In Winter visitors age 25 to 34 were disproportionately numerous while those ages 35 to 44 were disproportionately scarce. (Figure A.16)

In Summer and Fall adults visiting alone were over-represented among those who came to Washington on business while groups of three or more adults were over-represented among those who came to visit friends or family. Visitor groups that included children were over-represented in Summer among those who came to Washington on vacation. (See Part B, Table 3.2.)

Finally, visitors with some college education were over-represented in Winter and Fall among those who come to Washington to visit friends or family, while those with graduate degrees were over-represented among those who come in Fall on business. (Part B, Table 3.2.)

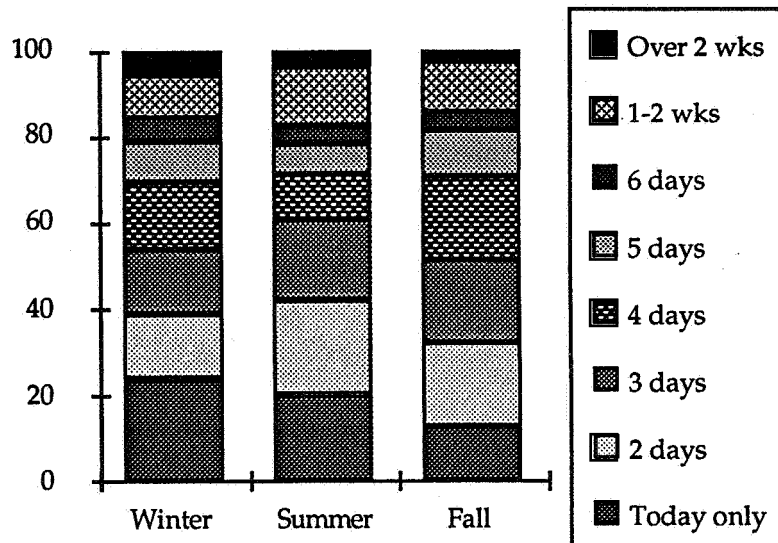
Figure A.16
Age of Those who Came to Washington to Visit Friends or Family, by Season
 Visitors Ages 12 or Older
 (in Percent)



Source: Part B, Table 3.2.

Length of Stay in Washington. Day-visitors ranged from 13 percent in Fall to 24 percent in Winter. As illustrated in Figure A.17, Washington stays were somewhat shorter in Summer. For those who stayed less than a week (84% of all visitors), the average stay was 3 days in all three seasons.

Figure A.17
Length of Stay in Washington, by Season
 Visitors Age 12 or Older
 (in Percent)

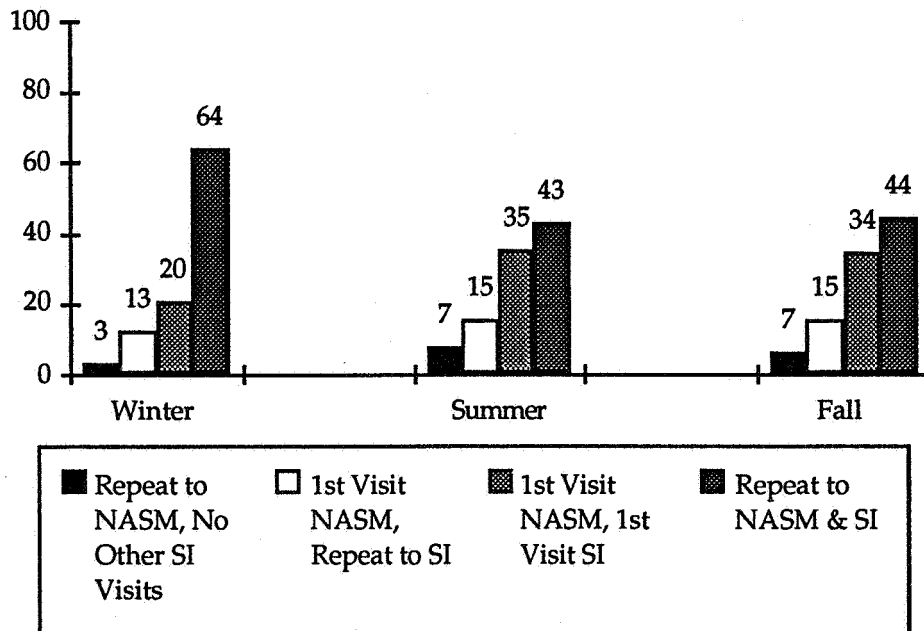


Source: Part B, Table 3.3.

Why Did These Visitors Come to the Mall and to NASM?

Familiarity with NASM. Visitors in Winter were more likely to be familiar both with NASM and other Smithsonian museums, since first-time visitors comprised only one-third of all Winter visitors, but one-half of all Summer and Fall visitors. (Figure A.18) Every season included some visitors who restricted their Smithsonian visits to NASM -- 3 percent in Winter, 7 percent in Summer and Fall. This group is further discussed in Section IV, Audience Development.

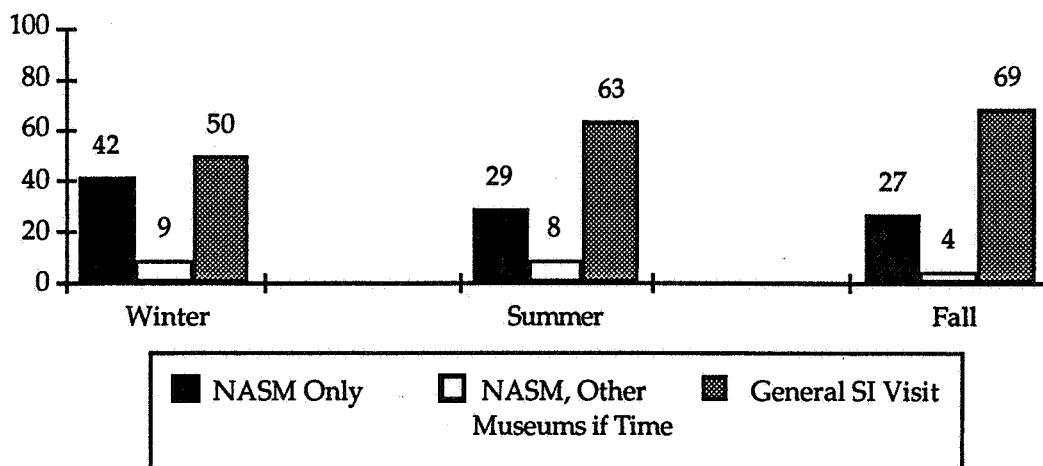
Figure A.18
Familiarity with NASM and Smithsonian, by Season,
 Visitors Ages 12 or Older
 (in Percent)



Source: Part B, Table 3.4.

Visits to Other Museums. In Summer and Fall NASM visitors were more than twice as likely to be on a general Smithsonian visit than on a trip exclusively to NASM. In Winter, however, the visitors who focused on NASM and the visitors to SI generally were nearly at parity, as illustrated in Figure A.19. Every season included some visitors who came to visit NASM primarily, but who would go elsewhere if time permitted -- about the same percentages in Winter and Summer, but considerably less in Fall.

Figure A.19
Visit to NASM or Smithsonian, by Season
 Visitors Age 12 or Older (in Percent)

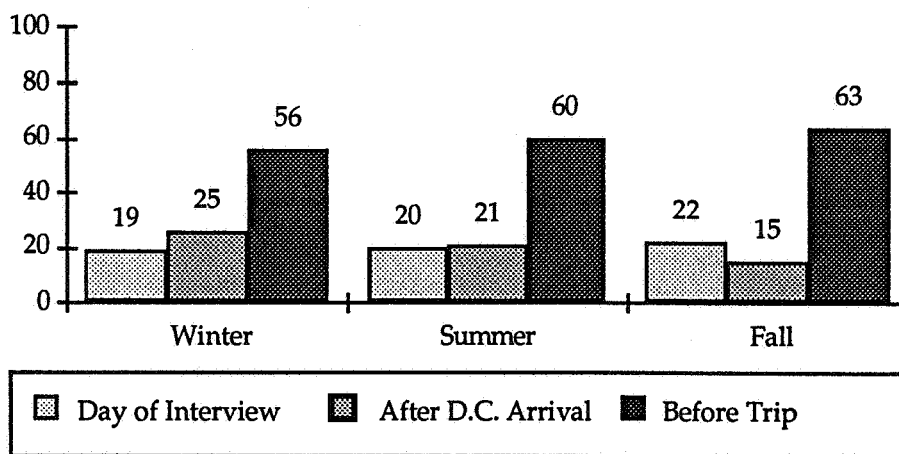


Source: Part B, Table 3.6.

The Winter visitors to NASM only were disproportionately aged 35 to 44, from the local suburbs, and, especially, visiting with children. Not surprisingly, those on a general visit to the Smithsonian were disproportionately visiting from non-local U.S. locations. (See Part B, Table 3.7.)

Decision to Visit. The timing of a visitor's decision to visit was not especially sensitive to the season of the year. Three out of five decided to visit NASM before coming to Washington, the other two after arrival. Out-of-town visitors in Fall were slightly more likely to plan their visit to NASM before making the trip to Washington than visitors in Winter or Summer. Many clearly included a visit to NASM as part of planning business trips. See Figure A.20.

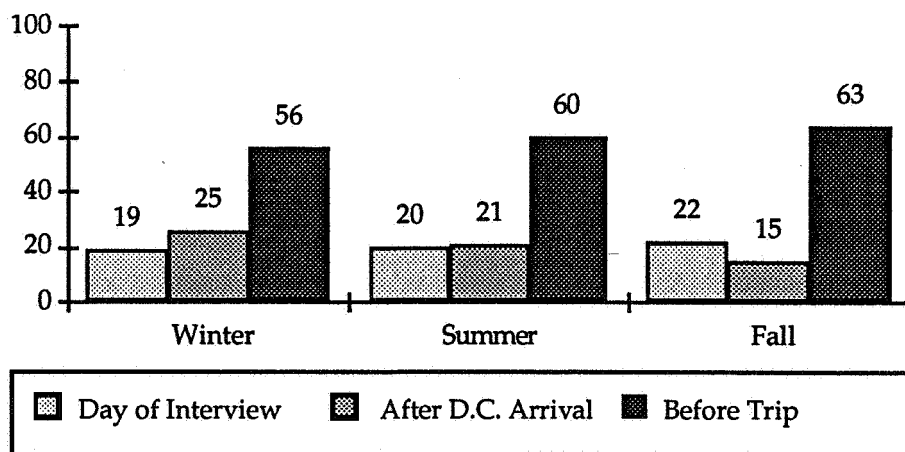
Figure A.20
When Decision to Visit NASM Was Made, by Season
 Non-local Visitors Age 12 or Older (in Percent)



Source: Part B, Table 3.9.

Local visitors were nearly evenly divided between those who decided to visit spontaneously and those who planned in advance. Local visitors tended to be slightly less spontaneous about visiting NASM in Summer. See Figure A.21.

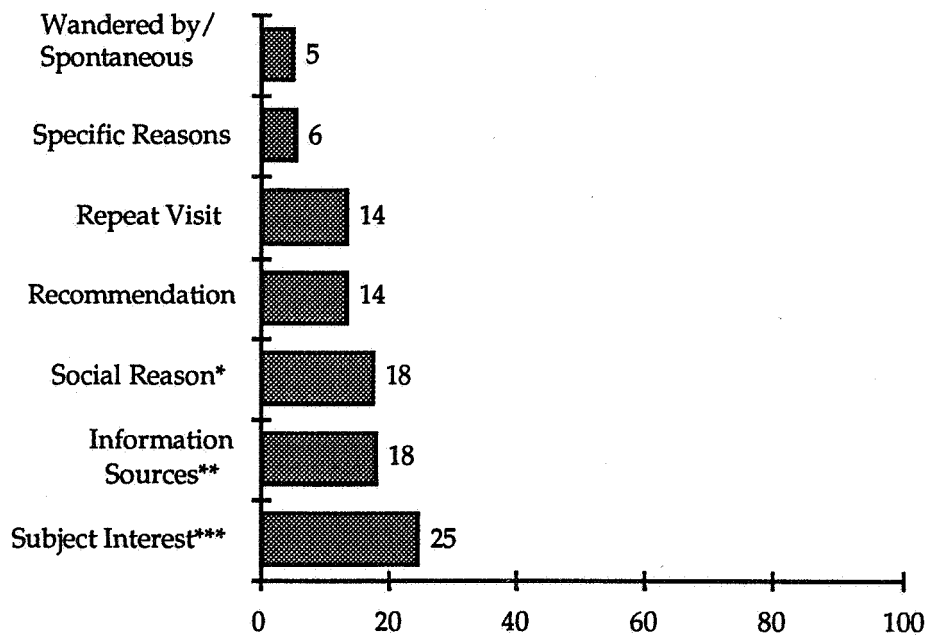
Figure A.21
When Decision to Visit NASM Was Made, by Season,
 Local Visitors Age 12 or Older
 (in Percent)



Source: Part B, Table 3.9.

Reasons for Visiting. Visitors were asked what led to their decision to visit the museum. Their replies (Figure A.22) fell into seven major categories: subject interest (air/space interest, family ties, or personal ties); information sources (such as magazines, tourist information, guide books, etc.); social reasons (brought out-of-town guests, brought children, came with family or friends, came with tour or school group); recommendation by family or friends; repeat visit; specific reasons (shopping, eating, exhibitions or films); and wandered by/spontaneous visit.

Figure A.22
Reasons for Visit to NASM
 Visitors Age 12 or Older
 (in Percent of Total Responses)



*Social Reasons consists of Brought Children (6%), Brought Out-of-town Guests (5%), Came with Family/Friends (4%), and Tour/School Group (2%).

**Information Sources consists of NASM Reputation (10%); Tour Guides and Guide Books (2% each); Air & Space Magazine, Washington Tourist Information, NASM Ads, and Smithsonian Information (1% each).

***Subject Interest includes Personal Ties (3%) and Family Ties (2%). Individuals with Personal Ties are those whose work or avocation is related to NASM's subject matter. Similarly, Individuals with Family Ties are those with family members whose work or avocation is related to NASM's subject matter.

Source: Part B, Table 3.10.

Some types of individuals showed a marked propensity to particular reasons, as summarized in Part B, Table 6.1.

The patterns of these connections suggest what motivated different types of visitors in different seasons. Single adults, for example, were most inclined to wander by or visit spontaneously in Fall, when the weather was finest, while adults with children were most inclined to wander by in Winter, when less crowded conditions provide ideal viewing opportunities. Pairs of adults disproportionately aimed to shop, eat, see a film or an exhibition in Summer. Groups of adults were more interested in subject matter visits in Winter and socially motivated visits in Fall.

When individuals living in the United States, but outside the local area, decided before leaving home to visit NASM, they looked forward to a repeat visit in Summer, while in Winter and Fall they were motivated by their interest in NASM subject matter. When

they decided to visit on the day of their visit, they were wandering by, or coming in to shop, to eat, or to see a film or exhibition. In the Summer they came to be with their friends or family.

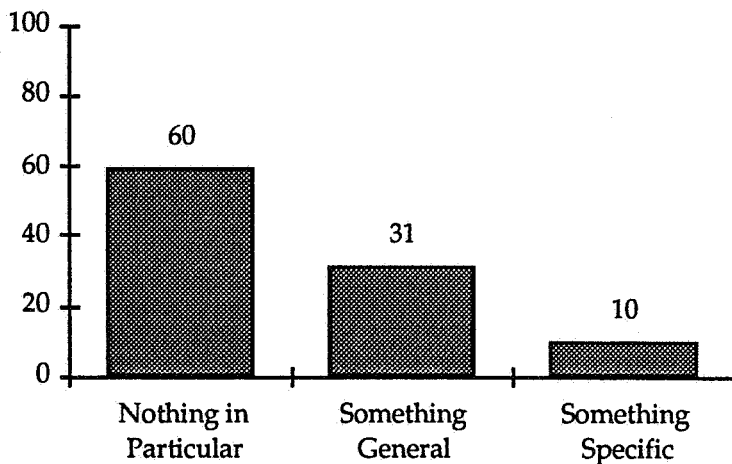
In general, U.S. visitors from outside the local area came for social reasons in Summer and because of subject matter interest in Winter and Fall. Local area residents, including those who decided to visit on the same day they came to NASM, were not particularly driven by their interest in the subject matter. Probably they were simply "doing the Mall together."

Men preferred to visit for reasons of subject matter interest, while women tended to prefer specific reasons like shopping, eating, or seeing films and exhibitions (and social reasons in Summer and Fall). While general Smithsonian visitors were more likely to have come spontaneously, individuals focusing on NASM came more for a social reason in Winter, a specific reason in Summer, and a repeat visit in Fall.

These patterns will become clearer when we describe the major visitor types in Section II of this report.

What Visitors Came to See at NASM. In all three seasons, most visitors did not come to see anything in particular at NASM, as illustrated in Figure A.23. Six of ten had no specific focus outside of wanting to see the museum as a whole, three of ten gave general responses and only one in ten named something particular.

Figure A.23
What Visitors Came to See at NASM
Visitors Age 12 or Older
(in Percent)



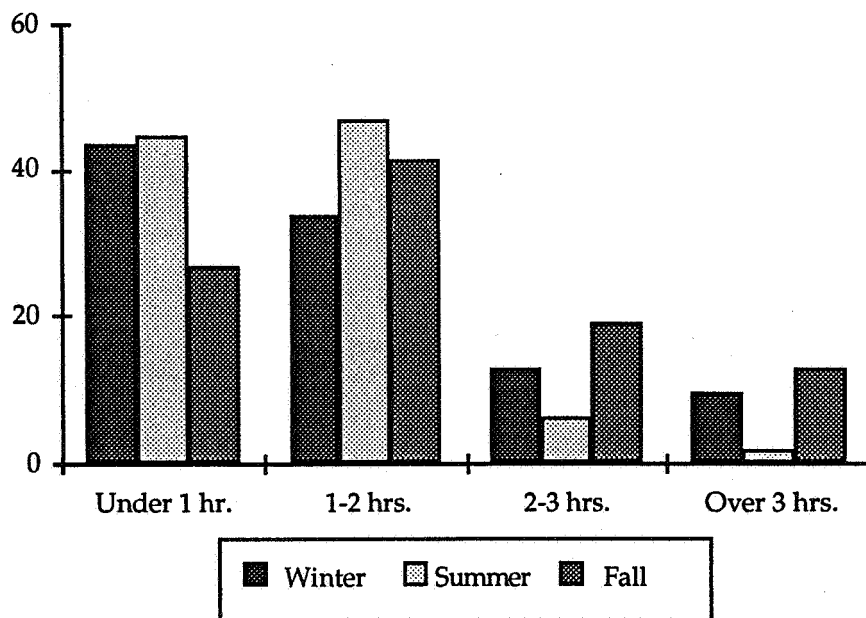
Source: Part B, Table 3.12.

"Something general" includes wanting to see an IMAX film (9%), anything to do with space (8%) or anything related to military aviation (3%). (See Part B, Table 3.12.) Only four "specific" subject areas had more than one percent of responses: seeing a specific IMAX film (e.g., *Blue Planet*), looking at a specific space-related object (e.g., the Apollo 11), viewing a specific military plane (e.g., the North American P-51 Mustang), and locating a specific object related to early flight (e.g., the Wright Brothers plane).

What Was the Nature of the NASM Experience?

Length of Visit. In general, visitors stayed longest in Fall and shortest in Summer, as shown in Figure A.24. The average visit was 86 minutes in Fall, 68 minutes in Winter and 106 minutes in Summer. Nearly two-thirds (65%) of visitors spent less than one-and-a-half hours in the museum.

Figure A.24
Duration of Visit, by Season
 All Visitors
 (in Percent)



Source: Part B, Table 3.15.

Overall, four out of five visitors were gone by the end of two hours. Depending on the season, some types of visitors disproportionately stayed longer than two hours, as listed in Table A.2.

Table A.2
Propensity to Visit over Two Hours, by Season
 All Visitors*

Visit Characteristic	Order of Magnitude by Season*			
	Total	Winter	Summer	Fall
Visit to NASM only	1.4		1.6	
Pair of Adults		1.3		
Age 35 to 44		1.5	1.5	
Resident of U.S. Outside of Local Area		1.2		
First Visit to NASM, Repeat Visit to Smithsonian		1.8		
Adult(s) with Child(ren)			1.3	
M.A./Ph.D./Advanced Degree			1.8	
Washington Stay of 3 Days			1.6	
Foreign Resident				1.4

*Calculated as the ratio of the percent of visitors with that characteristic among all visitors who stayed longer than two hours over the percent of visitors with that characteristic among the total sample of respondents.

In this table we express the magnitude of over-representation of particular types by dividing their "actual" representation by their "expected" representation. For example, in Figure A.6 above, we saw that foreign residents were 27 percent of Fall visitors. However, foreign residents who stayed over two hours were 34 percent of Fall visitors. If we divide the "actual" (34%) by the "expected" (27%) we get 1.4.¹⁴

Those who restricted their visit to NASM were more likely to spend over two hours in all three seasons. Individuals between ages 35 to 44 were over-represented among those who made extended visits in Winter and Summer. Other visit characteristics which identified those who stayed for over two hours are season-specific.

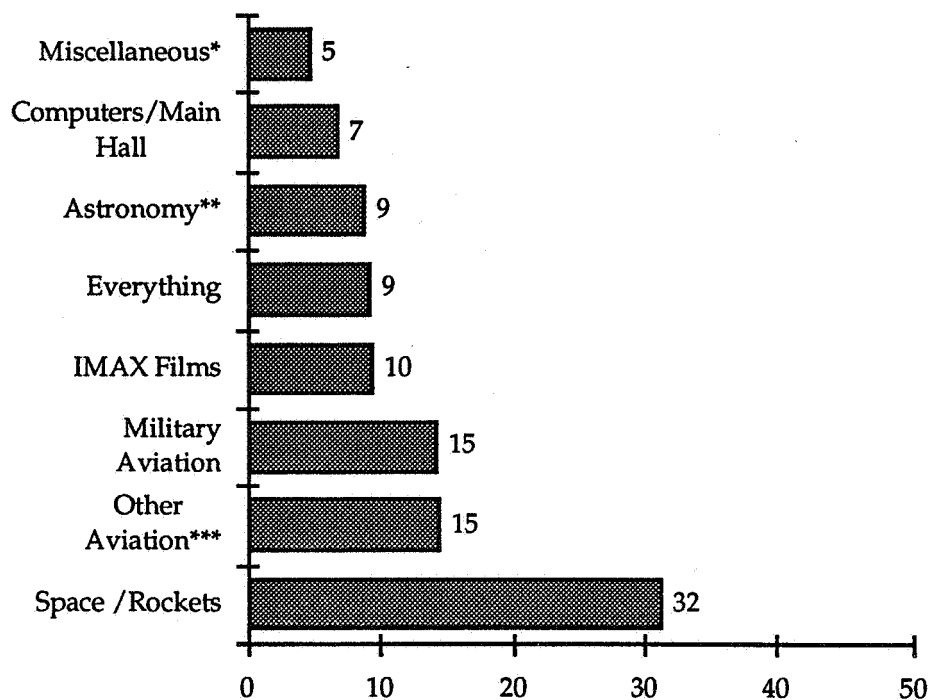
Similarly, we can look closely at the most dedicated visitors, those who stayed more than three hours (see Part B, Table 3.16). Over all three seasons, the visitors who stayed over three hours were disproportionately men, foreign visitors, those making a first visit to NASM but a repeat visit to the Smithsonian, and those who intended to see NASM only and no other Mall museums.

Over all three seasons, those who were least inclined to stay over the three-hour mark were women, visitors ages 25 to 44, local suburbanites, those who came to Washington on vacation, those making repeat visits to NASM and to the Smithsonian, and those on a general Smithsonian visit.

¹⁴See Part B, Table 3.15 for distribution of time spent in the museum.

Subject Areas That Were Found Most Interesting. Visitors expressed very similar subject matter interests in all three seasons.¹⁵ Not surprisingly, space flight and space craft topped the list of high points, with military aviation in second place. A consistent 10 percent found "everything" interesting. See Figure A.25.

Figure A.25
Subject Areas of Major Interest
 Visitors Age 12 or Older
 (in Percent)



* Includes shop

** Includes planetarium (3%), stars and planets (6%)

*** Includes jet, civilian, and general aviation, helicopters and early flight (8%).

Source: Part B, Table 3.14.

Although these responses did not vary significantly by age, those ages 35 to 44 tended to find space subject matter more interesting than other age groups.

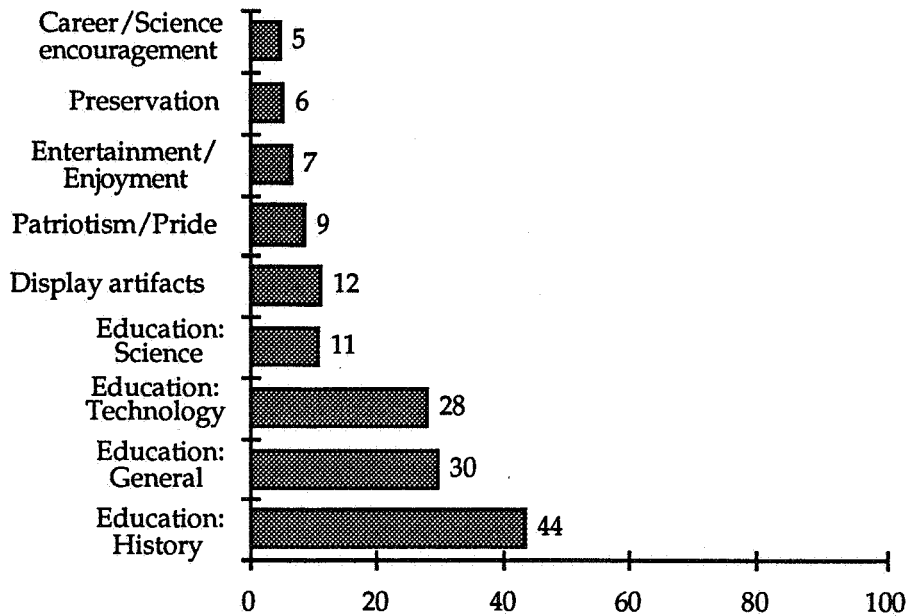
Elements Beyond Expectation. When visitors were asked if anything in the museum went beyond their expectations, a significant percentage (36% in Fall, 45% in Summer, and 48% in Winter) said "no," i.e., their expectations were met. An additional 10 to 13 percent said "everything." Among the remaining visitors only one answer, "size of the museum," stood out (7 to 13 percent of visitors). The closest runner-up was "seeing the real thing," at 4 to 7 percent. (See Part B, Table 3.17.)

¹⁵Details are in Part B, Table 3.14.

In all seasons, men were much more likely than women to say that some specific item or subject exceeded their expectations.¹⁶

Purpose of NASM. Visitors strongly emphasized education as the purpose of the museum. Figure A.26 shows the percent of all visitors who mentioned each of the listed purposes. Altogether, four out of five visitors cited at least one education purpose for NASM, and one of those four visitors cited two or more education purposes.¹⁷

Figure A.26
Visitors' Opinions of the Purpose of NASM
 (in Percent of Visitors Age 12 or Older Who Gave Each Response)*



*Total equals more than 100%, as individuals could give more than one response.

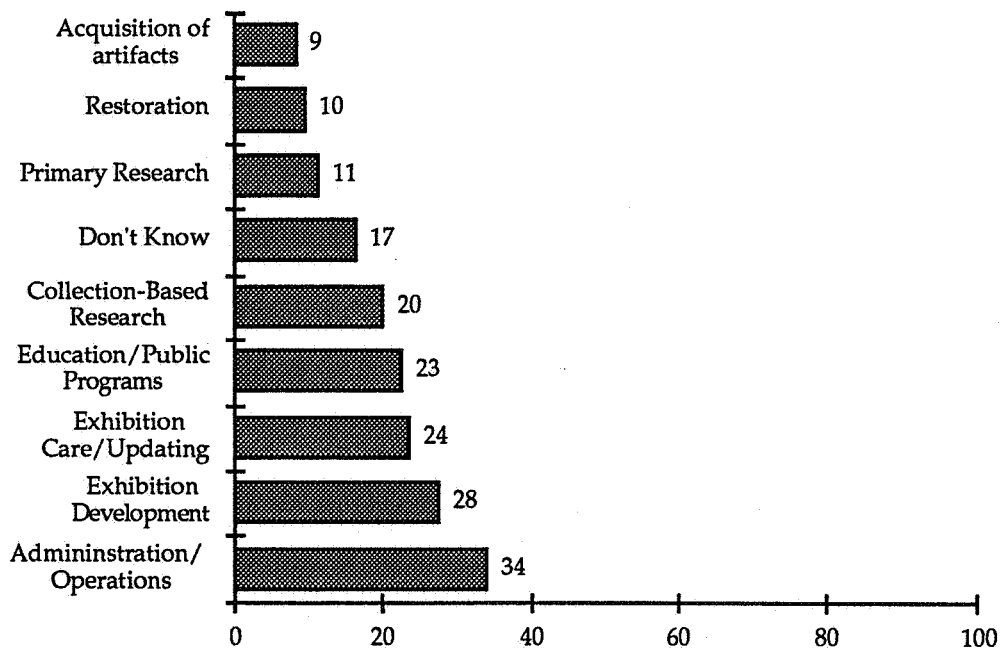
Source: Part B, Table 3.18.

¹⁶Data on file, Institutional Studies Office.

¹⁷Data on file, Institutional Studies Office.

Staff Activities. Visitors were asked what they thought were the main activities of the museum's professional staff. As Figure A.27 illustrates, administration/operations led the responses, with almost one in three respondents mentioning it. Exhibition-related activities were frequently identified, with almost thirty percent (28%) mentioning development activities, followed by care and updating (24%). Research was mentioned by one-tenth who indicated primary research and one-fifth who thought staff was involved in collection-based research. Primary research was defined as conducting research through experiments or in the field, with a focus on scientific principles. Collection-based research meant that a NASM researcher was documenting and trying to understand the origins and uses of artifacts in the NASM collection. Surprisingly few visitors identified acquisition or restoration as staff activities.

Figure A.27
Visitor Description of Staff Activities
 Visitors Ages 12 or Older
 (in Percent of Visitors Age 12 or Older Who Gave Each Response)*

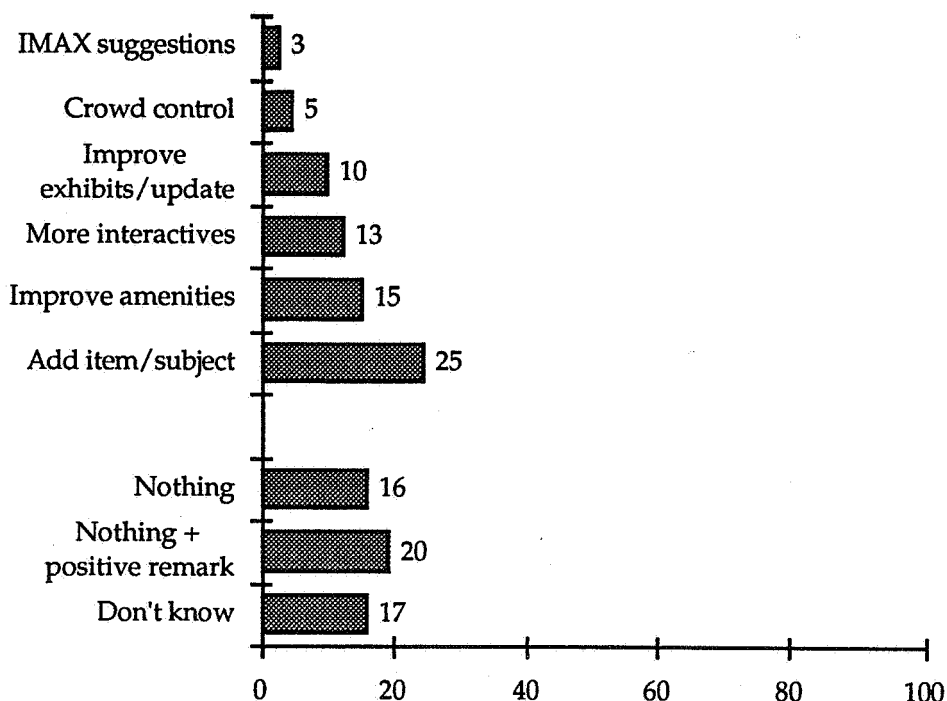


*Total equals more than 100%, as individuals could give more than one response.

Source: Part B, Table 3.19.

Changes Visitors Would Make. Visitors were asked what they would like to see changed, if they were the NASM director. About half replied "nothing" or said that they didn't know. Quite frequently these visitors indicated that everything in the museum was wonderful. One-fourth of visitors recommended the addition of artifacts or subject matter, one of ten indicated improvements or updates to exhibitions, and a similar percentage mentioned interactives. Changes to the physical facilities, either amenities or crowd control were suggested by fifteen and five percent of visitors, respectively (Figure A.28). A sensitivity to crowd control was especially evident in the Summer.

Figure A.28
Changes Visitors Would Make
 (in Percent of Visitors Age 12 or Older Who Gave Each Response)*



*Total percent equals more than 100%, as individuals could give more than one response.

Source: Part B, Table 3.20.

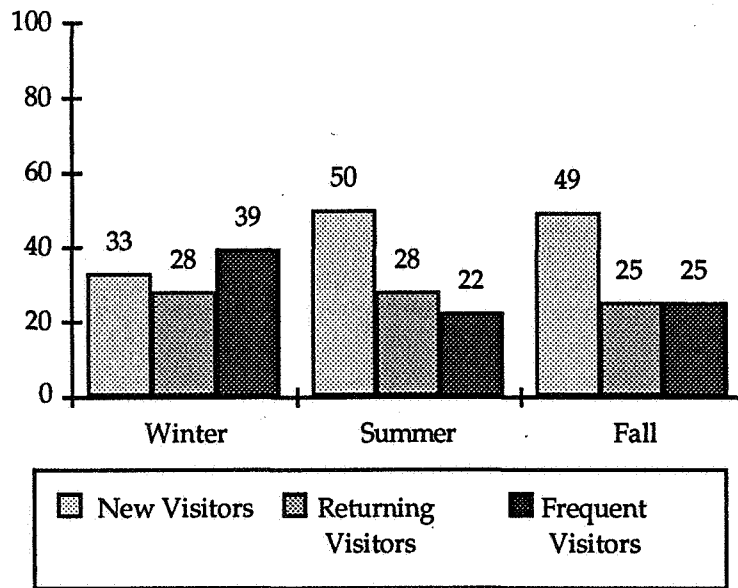
II. An Interpretive View

Visitor Types.

Many of the seasonal variations in audience composition may seem puzzling in themselves. We may wonder, for example, why visitors in Fall resemble Winter visitors in some respects and Summer visitors in others, or why Winter visitors have higher education levels than Summer visitors. We believe that many seasonal differences

make more sense when visitors are viewed in three categories based on their level of involvement with NASM: New Visitors (who are at NASM for the first time), Returning Visitors (who have been to NASM between one and three times in the past), and Frequent Visitors (who have been to NASM four or more times in the past). As a proportion of the audience, Returning Visitors were fairly constant throughout the three seasons. The distributions of New and Frequent Visitors were nearly the same in Summer and Fall, but different in Winter, as shown in Figure A.29.

Figure A.29
Distribution of Visitor Types, by Season
 All Visitors
 (In Percent)



Source: Part B, Table 5.1.

These three types of visitors were significantly different in virtually every respect¹⁸ and in almost all three seasons of the study.¹⁹ We believe that New and Frequent Visitors, in particular, represent two important and distinct visiting groups, each with its own expectations for their visit, and its own characteristic behaviors.

The relationship between visitor type and residence is especially revealing. In Summer and Fall, about nine out of ten visits were by individuals who live outside of the Washington Metropolitan Area or in other countries. The tenth visit was by a Frequent

¹⁸There is no significant difference between them in gender, nor in when the decision to visit was made by local residents.

¹⁹ There is no significant difference between them for occupation in Summer, race/ethnicity in Summer and Fall, reason for visit in Winter, when the decision to visit was made among non-local residents in Winter and Fall, and coming to see something in particular in Fall.

Visitor who lives in the suburbs. One of the nine non-local visits was by a Frequent Visitor from elsewhere in the United States, and five of the nine were by New Visitors, three of whom came from elsewhere in the U.S. and two of whom were from foreign countries. Figure A.30 represents the Summer and Fall audience composition graphically.

Figure A.30
Summer and Fall Audience Composition by Residence and Visitor Type
 (Each X Represents Ten Percent of Visitors Age 12 or Older)*

Visitor Residence	New Visitors	Returning Visitors	Frequent Visitors
Other U.S. Region	X X X	X X	X
Foreign	X X	X	
Washington, D.C.			
MD/VA Suburbs			X

*See Part B, Table 5.1 for precise percentages.

Local residents were much better represented in Winter, when there were many fewer tourists in the area, as illustrated in Figure A.31.

Figure A.31
Winter Audience Composition by Residence and Visitor Type
 (Each X Represents Ten Percent of Visitors Age 12 or Older)*

Visitor Residence	New Visitors	Returning Visitors	Frequent Visitors
Other U.S. Region	X X	X X	X
Foreign	X		
Washington, D.C.			X
MD/VA Suburbs		X	X X

*See Part B, Table 5.1 for precise percentages.

In Winter one Returning Visitor from the suburbs outweighed one from abroad in Summer and Fall, and a D.C. Frequent Visitor along with a suburban Frequent Visitor in Winter outweighed a New Visitor from elsewhere in the U.S. and a New Visitor from abroad in Summer and Fall.

Here are some other background differences among the three types:

- New Visitors were over-represented among those with manual occupations (farm workers, skilled and semi-skilled laborers), and among day-visitors to Washington in Fall.

- Returning Visitors were over-represented in all three seasons among those who were staying in Washington for five days.
- Frequent Visitors were disproportionately numerous among those with graduate degrees -- two out of five visitors with graduate degrees were Frequent Visitors. Frequent Visitors were also over-represented among day-visitors to Washington in Summer.

Behavior of Visitor Types

In our view, New Visitors are drawn to the Air & Space Museum as if the museum itself were a central icon of Washington and a highlight of their visit, while Frequent Visitors come again and again primarily to experience the museum's changing exhibitions, displays, and films. Returning Visitors are in the middle between these two positions.

For example, when Summer visitors were asked whether or not they came to the museum to see anything in particular, New Visitors were more likely to say "no" than "yes" (72% vs. 28%), while Frequent Visitors were more likely to say "yes" than "no" (55% vs. 45%). Returning Visitors were evenly divided (50% vs. 50%). And when Summer visitors were asked what exceeded their expectations in the museum, most of those who said "to see the real thing" or "the size of the museum" were New Visitors (59% and 62% vs. 12% and 14% for Frequent Visitors and 29% and 24% for Returning Visitors), while more of those who said "films" were Frequent Visitors or Returning Visitors (38% vs. 25% for New Visitors).²⁰

Similarly when visitors were asked what they would change at NASM if they were the director, the most common answer for all visitor types in almost all seasons was "add an item or subject."²¹ In the three periods, however, some issues were selected by particular visitor types in considerably greater numbers than their percentage in the population would lead us to expect. These issues give us clues to the different viewpoints of the three visitor types. In Winter and Fall Frequent Visitors disproportionately selected "improve/update exhibits" and in Summer they chose "crowd control." In all three seasons, Frequent Visitors made more suggestions regarding the IMAX films than one would expect from their numbers. In contrast, when New Visitors were asked what they would change, more of them than expected

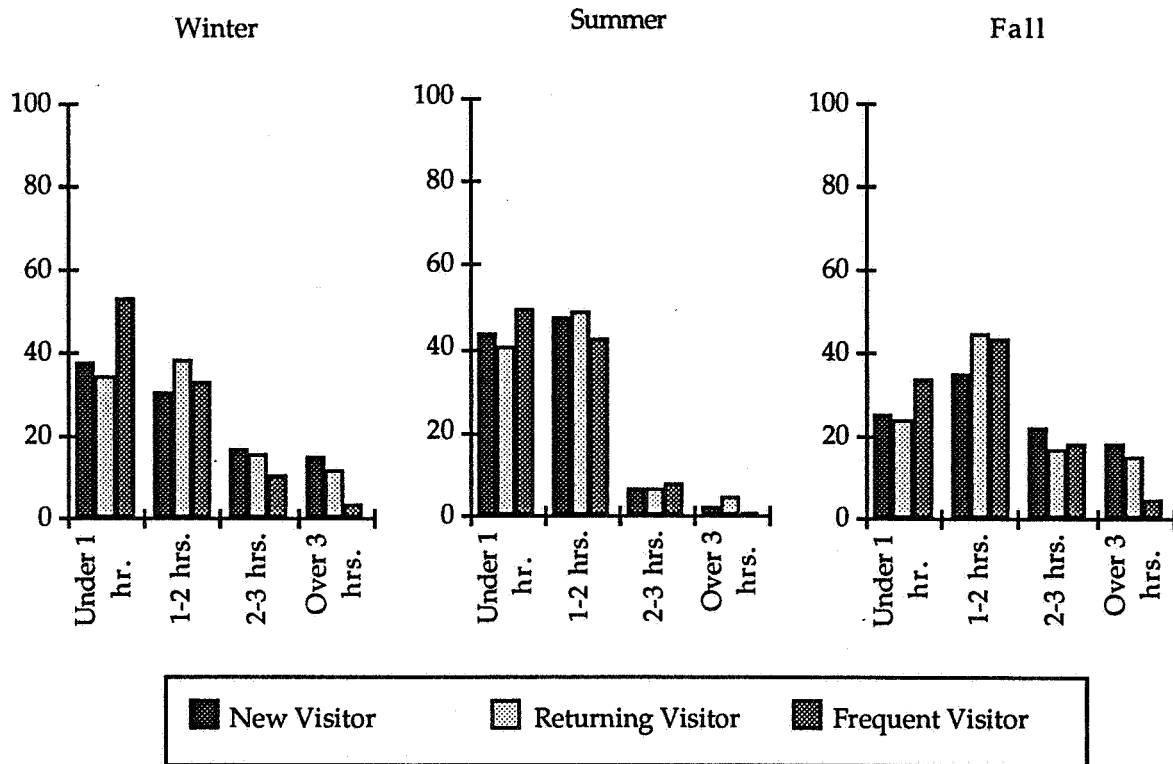
²⁰See Part B, Table 5.1. There are some seasonal differences here. In Winter and Fall, for example, New Visitors are more impressed by Films than Frequent Visitors (43% vs. 22% in Winter; 53% vs. 19% in Fall). Percentages in this paragraph and those which report individual visitor types as a proportion of all those with a particular characteristic are based on data on file at the Institutional Studies Office. Table 5.1 in Part B shows only the distribution of characteristics within each visitor type.

²¹The only exception is that Returning Visitors in Winter are slightly more interested in having more interactives.

chose "improve amenities" in Fall, and "don't know" in Summer and Winter.²² Finally, Returning Visitors disproportionately selected "more interactives" and "improve amenities" in Winter.

Crowd control probably bothered Frequent Visitors in Summer because large numbers of visitors make it more difficult to see exhibitions. In Summer visitors of all types spent less time in the museum than in Winter or Fall. Nine out of ten visitors spent less than two hours in NASM in a Summer month. All visitor types, however, were more inclined to linger in Fall, when two-thirds of them spent two hours or less in the museum. In all three seasons, Frequent Visitors were more likely to make shorter visits than New Visitors and Returning Visitors, and very rarely stayed over two and a half hours. Figure A.32 compares the lengths of visit for the different visitor types in the three seasons.

Figure A.32
Length of Visit by Visitor Type and Season
 Visitors Age 12 or Older
 (in Percent)

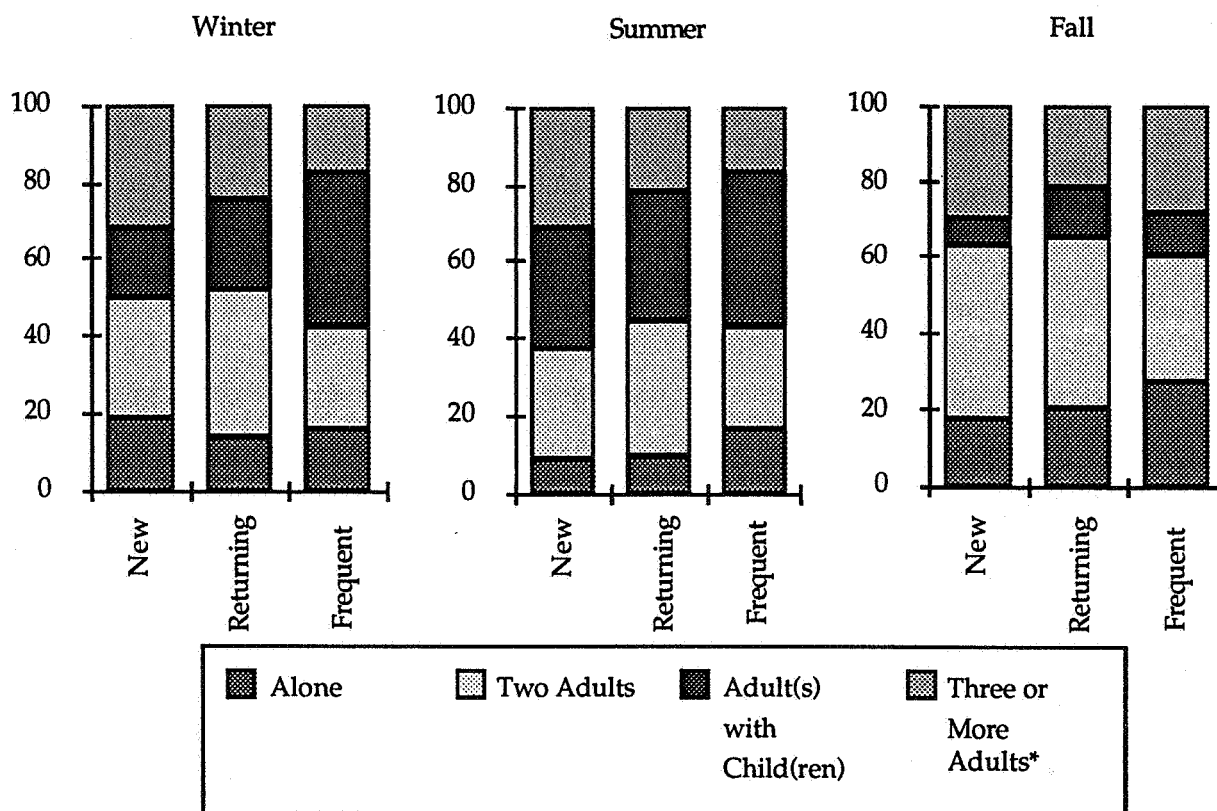


Source: Part B, Table 5.1.

²²Data on file, Institutional Studies Office.

Group Composition. In all seasons, New Visitors were more likely to visit in groups of three or more, and Frequent Visitors came more often with children than the other visitor types. New Visitors in Fall were least likely to come with children, presumably because vacation travelers were reluctant to let children miss school in the beginning of the school year, and because both business travelers and visitors age 55 or older were more numerous in that season. (Frequent Visitors were over-represented in Fall among those who came to Washington on business.) Figure A.33 compares the group compositions for the three visitor types in the three seasons of the study. Note also that the characteristics of Returning Visitors generally fell between those of New Visitors and Frequent Visitors, thus suggesting that these behaviors were linked to the number of times one has visited.

Figure A.33
Group Composition, by Visitor Type and Season
 Visitors Age 12 or Older
 (in Percent)



*Includes 5 to 8% from school or tour groups in Summer and Fall, and 13 to 15% in Winter.
 Source: Part B, Table 5.1.

Reason for Visit. The reasons that visitors gave for coming to NASM clarify the distinctions between the three visitor types. Two reasons stand out: specific reasons (shop, eat, film, exhibition), and subject interest (including personal ties). To a substantial degree the three visitor types were either over-represented or under-represented among those who cited these reasons in all seasons. While Frequent Visitors were very inclined to cite specific reasons for visiting, both New Visitors and Returning Visitors were disinclined to do so. On the other hand, New Visitors and Returning Visitors tended to cite subject interest as a reason, while Frequent Visitors did not. Figures A.34 and A.35 illustrate these differences, where ratios greater than one represent the degree of over-representation and ratios less than one the degree of under-representation. [For an explanation of how the over- and under-representation is calculated, see Table A.2 above and the discussion that follows it.]

Figure A.34
Specific Reasons for Visiting NASM, Under- and Over-representation of Visitor Types,
by Season,
 Visitors Age 12 or Older
 (in Ratio of Percents)

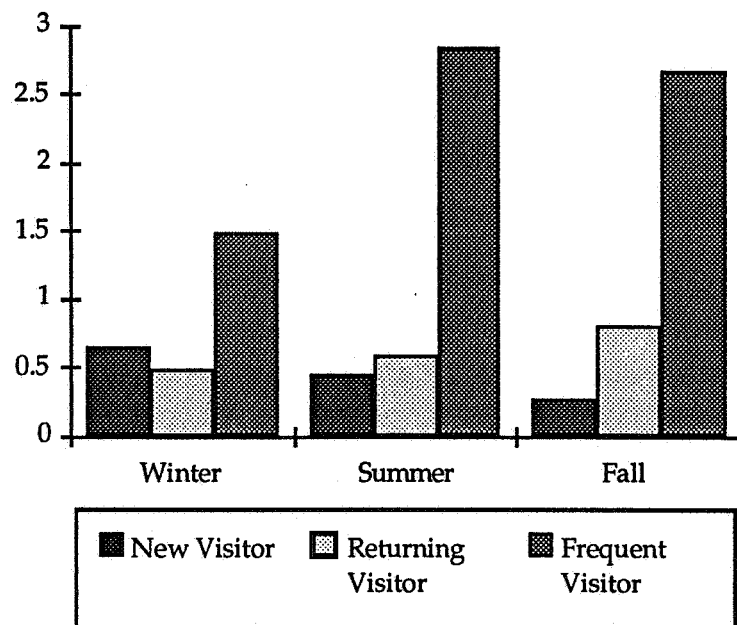
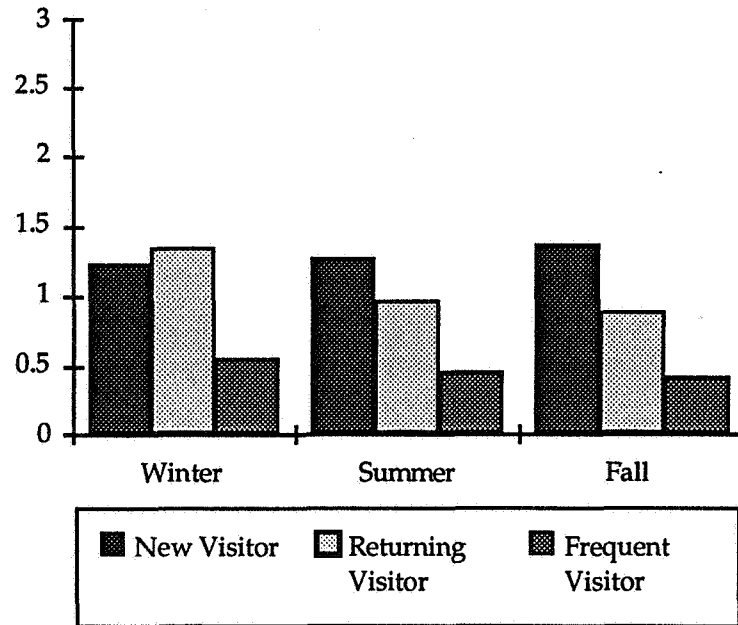


Figure A.35
Subject Interest Reasons for Visiting NASM,
Under- and Over-representation of Visitor Types, by Season
 Visitors Age 12 or Older
 (in Ratio of Percents)



A recognition of the needs and expectations of the three visitor types may be a useful way for NASM staff to think about new programmatic directions. We will return to this subject in Section IV, Audience Development.

III. Comparison of 1988 and 1994 NASM Visitor Studies

Both the 1988 and the 1994 studies described visitors at exactly the same time in the Summer and Fall periods, i.e., from July 12 to September 4 and from September 6 to October 31. The third data collection period in 1988 was between November 1 and December 26, while in 1994 it was between January 11 and March 6. As shown at the beginning of this report in Figure A.1, these last two time periods are not comparable because their audience sizes are consistently different. If we compared data collected in Winter 1988 and Late Winter 1994, we would have no way of knowing if we were observing variations between 1988 and 1994 (changes over the years) or regularly occurring differences between Fall and Winter seasons.

Even though the Summer and Fall interview periods used the same calendar dates, we can also see from Figure A.1 that both August and October audiences were atypically large in 1988, and whenever the sizes of two visiting groups differ substantially we can expect that the composition of those groups may also differ.

The 1988 and 1994 Summer and Fall audiences were very much alike in their demographic characteristics, with the same ratio of men to women, the same distribution of ages (except that in both seasons in 1994 there are 5% more visitors age 45 or older than in 1988)²³, and the same levels of education. In both Summer and Fall the geographic origin of visitors was the same for those from Washington, D.C. and from other U.S. locations, but suburban visitors represented about 7 percent less of the audience in 1994 than in 1988, while foreigners represented about 7 percent more of the audience in 1994 than in 1988.²⁴

There were some slight, but interesting differences in the racial/ethnic make-up of the minority audience in 1994 in comparison with 1988. Each column in Figure A.36 represents the percentage of that minority group within the overall sample across all three seasons, and the divisions within the columns indicate the distribution of geographic origins for those visits. Note that in both survey years, about half of Asians and Latinos are foreign residents, but the proportion of foreign-resident minorities was greater in 1988 than in 1994. In 1994 a higher percentage of visitors were Asians and Latinos from the Washington suburbs or from other U.S. locations.

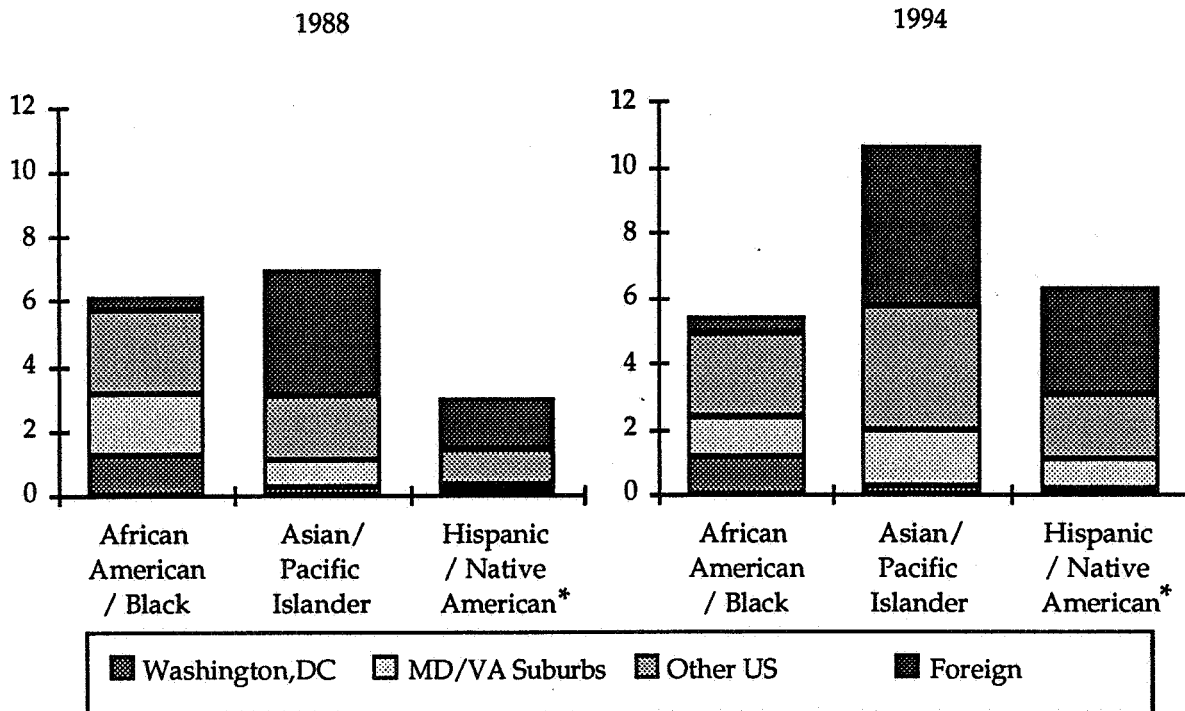
The composition of visitor groups did not change much between 1988 and 1994. In the 1994 Fall season more visitors came alone than in the Fall of 1988 (21% vs. 13%), and that difference was made up by fewer visitors in groups of three or more. Although the questions on the purposes of the museum and what individuals found to be particularly interesting were asked in slightly different ways in 1988 and 1994, it seems that visitors answered them similarly in both studies.

When we compare the distribution of visitor types in 1988 and 1994, we discover that Returning Visitors comprised the same percentage in both seasons in both years, but that there was a slight, but consistent increase in the percentage of Frequent Visitors in 1994 and a corresponding decrease in the percentage of New Visitors. This change stood out most clearly in Fall, where there were 25 percent Frequent Visitors in 1994 (compared to 20 percent in 1988) and 49 percent New Visitors (compared to 53 percent in 1988). We believe that the change represents the development of a larger pool of committed users in response to the museum's exhibition and education programs over the six years between the two studies.

²³This five percent is calculated over all those age 12 or older.

²⁴The gain was primarily in New Visitors from outside the U.S. and the loss was in New Visitors from the suburbs.

Figure A.36
Visits by Racial/Ethnic Minorities by Residence, 1988 and 1994
 Visitors Age 12 or Older
 (in Percent)



*The Native American category, not distinguished in the 1988 survey, represents only 0.6 percent of the total 1994 population. In 1994 this category also includes the 0.2 percent of visitors who indicated multiple ethnic identities.

Source: Part B, Table 2.8.

IV. Audience Development

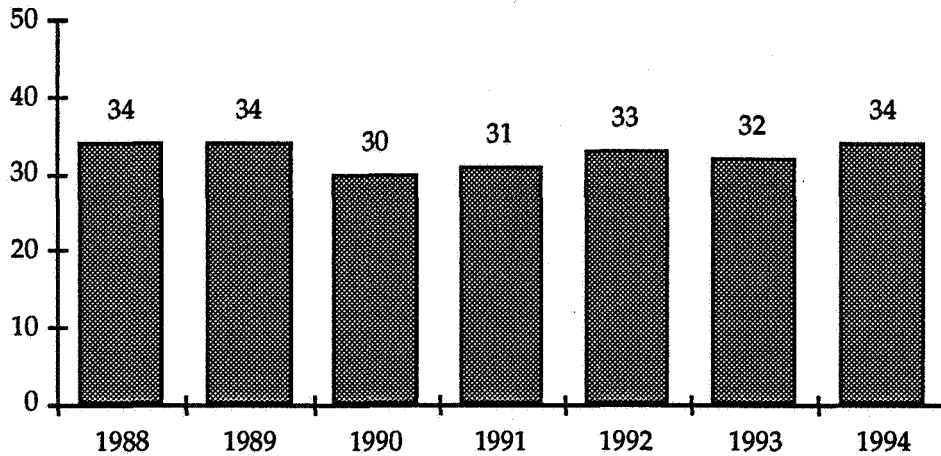
NASM has a larger audience than any other museum on the Mall, and between 1988 and 1994 NASM's share of total Smithsonian visitation ranged from 30 to 34 percent. See Figure A.37.

NASM's share of the Smithsonian audience is relatively constant, in part because so many Smithsonian visitors are only interested in NASM. Just over one quarter of NASM visitors interviewed in 1988 and in 1994 said that they were visiting NASM only.

On average, approximately 70 percent of NASM attendance takes place in the six months between March and August. Many of these visitors, as we have seen, are vacation travelers from outside the local area, and their interest in coming to

Washington can be affected by short-term conditions, such as the price of gasoline or unseasonable weather, and by long-term patterns such as the relatively flat rate of growth for tourism to the Washington area.²⁵

Figure A.37
NASM Share of Total Smithsonian Visitation, 1988-1994
(in Percent)



Source: Part B, Table 1.1

Because the NASM audience is so large and varied, it is particularly complex. Although this report has attempted to uncover some underlying characteristics (such as visitor type) that can explain many of the observed differences, a full understanding of the motivation and behavior of individual segments would require separate research.

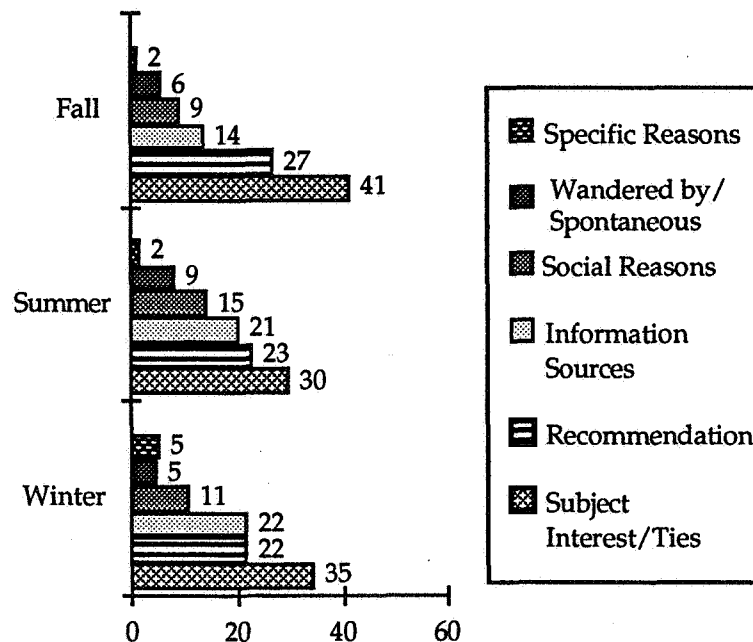
Nonetheless, our interpretation of the results in this study suggests steps the museum can take to increase the size and dedication of its audiences. In Winter, for example, Latin America provides one promising area for growth. There are few United States tourists in this season, which in the Southern Hemisphere is the season of summer holidays. Already Latin Americans account for one quarter of the foreign visitors in Winter (compared to one-eighth in Summer and one-twelfth in Fall). Among foreign visitors they are the only ones who demonstrate important seasonal patterns of attendance (Table 2.4).

²⁵Over the last ten years tourism to Washington has only grown by about 1 percent. See Doering, Zahava and L. St. Thomas, *1994 Visits to Smithsonian Museums*. Institutional Studies Report 95-4, (Smithsonian Institution, 1995).

Visitor Types

In attempting to reach new audiences it is helpful to consider the reasons New Visitors gave for their decision to visit the museum. Figure A.38 shows the principal reasons by season.

Figure A.38
Reasons for Decision to Visit NASM, New Visitors, by Season
 Visitors Age 12 or Older
 (in Percent of Total Responses)

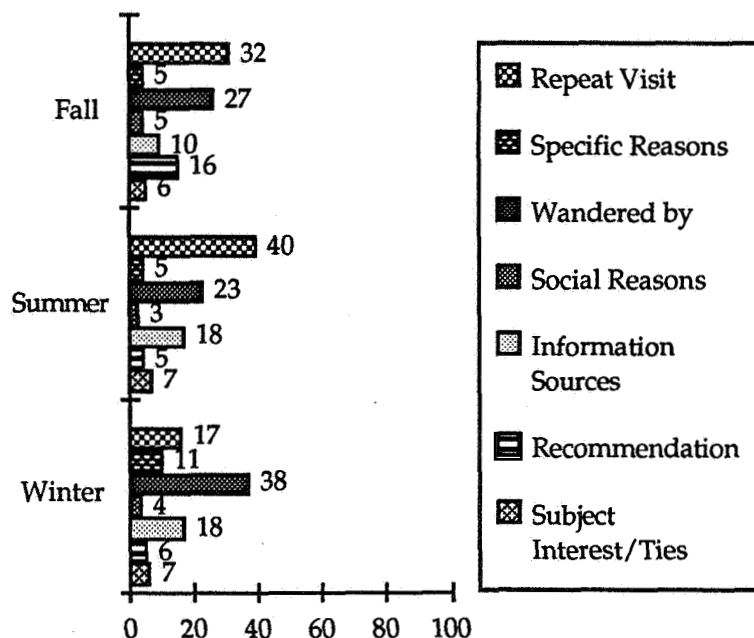


Source: Part B, Table 5.1.

The three reasons that mattered most were Subject Interest, Recommendation, and Information Sources. The museum has little direct influence over Subject Interest, as it is primarily a function of background characteristics and experience, but the other two reasons relate directly to the prior experience of others in the museum's spaces and to the museum's marketing effort. The first place to create new audiences is in the galleries themselves, by the way you approach those who will carry the message to these new audiences. Latin American visitors in Winter, for example, might be provided with Spanish and Portuguese language texts or services that could favorably influence their reports of NASM as a desirable vacation destination. Written materials placed in carefully targeted locations, such as overseas travel offices, could provide the necessary information sources.

Returning Visitors showed different patterns of response (see Figure A.39). They were relatively unaffected by recommendation and less influenced by information sources and subject interest. Instead they were able to draw upon their own past experience, and very often decided to visit spontaneously (i.e. wandered by), especially in Winter.

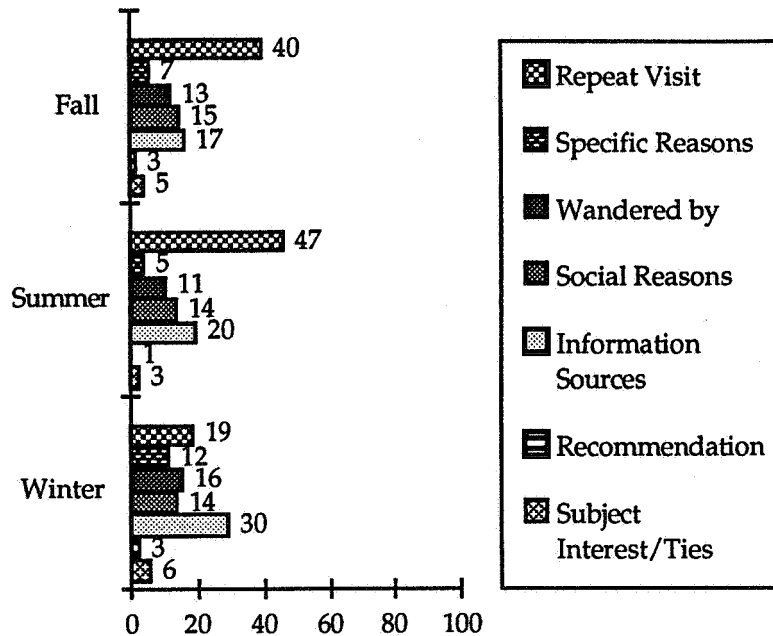
Figure A.39
Reasons for Decision to Visit NASM, Returning Visitors, by Season
 Visitors Age 12 or Older
 (in Percent of Total Responses)



Source: Part B, Table 5.1.

Frequent Visitors responded differently. Note in Figure A.40 that social reasons played a much more important role for these individuals than they did for the other two visitor types. Also they were very influenced in Winter by information sources, most likely announcements and publicity surrounding exhibitions.

Figure A.40
Reasons for Decision to Visit NASM, Frequent Visitors, by Season
 Visitors Age 12 or Older
 (in Percent of Total Responses)



Source: Part B, Table 5.1.

In our opinion the three major forces operating on the seasonal distribution of audiences are as follows:

- In Winter, the lack of vacation travel creates the uncrowded condition of the galleries, which, in turn, draws serious visitors willing to spend time and use the museum in depth. These repeat visitors were visiting spontaneously, without articulated aims. Advertising, and perhaps special mailings, could remind potential visitors that this is the ideal season for those who really care about air and space to the visit the museum, and special in-depth programs could reinforce that opportunity.
- In the Summer season, school and work vacations introduce a massive influx of travelers. As a result, local, Frequent Visitors seem to react negatively to the crowded conditions in the galleries and avoid the museum. One way to keep them involved during this period would be through education programs. An appropriate Summer goal might be to induce New Visitors to return again, at another time of the year.
- In the Fall season, we believe that weather is the main determining factor of attendance. If temperatures are pleasant, the Mall is an attractive location with a more relaxed atmosphere than in Summer. Business travelers and older

individuals form a larger percentage of the audience, and they are more inclined to spontaneously wander by. Adults with children are the missing audience segment. As a result, programs aimed specifically at families could produce a net gain in attendance for the museum during this period.

In both Summer and Fall only 8-10 percent of visitors between the ages of 12 and 19 are Frequent Visitors. This is quite low, compared to the average percentage of Frequent Visitors in the overall audience during those seasons (22% in Summer; 25% in Fall). This suggests the potential to develop this audience of young people at least to the point where it matches the representation of Frequent Visitors in the audience as a whole. Programs on careers in science and technology might be a particular draw for these groups, since Frequent Visitors, the individuals most likely to attend public programs, are far more likely to cite career/science encouragement as a purpose of the museum (11%, versus 2% for New Visitors and 6% for Returning Visitors).

Women Visitors.

Without question a goal of gender parity would provide the greatest opportunity for the development of the NASM audience. At present, the predominance of men implies that visiting NASM is a different experience for men than it is for women. In all three seasons, for example, men disproportionately stated that there was some specific item in an exhibition that exceeded their expectations, while women were particularly inclined to say that a film exceeded their expectation (except in Fall).²⁶ This difference in response is affected not only by what the museum does and how it presents itself, but in broader social distinctions based on gender. The average gender division across the study as a whole is 58 percent male and 42 percent female. The gender division for those under twelve for the whole study is 57 percent male and 43 percent female. Obviously the forces that unequally influence men and women with regard to NASM visitation are at work from an early age.

If it were possible to encourage more women to visit NASM to the point where the gender distribution would correspond to the same general ratio that was found in the National Museum of Natural History, namely 53 percent male to 47 percent female,²⁷ the audience might increase substantially.²⁸

²⁶Data on file, Institutional Studies Office. In Winter and Summer women were disproportionately satisfied with the films, but very dissatisfied with them in Fall.

²⁷Doering, Zahava and Adam Bickford. *Visits and Visitors to the Smithsonian Institution: A Summary of Studies*. Institutional Studies Report 94-1, (Smithsonian Institution, 1994) p. 73.

²⁸We will be able to estimate the magnitude of the increase at a later date, when we complete our work showing the relationship between visit counts and visits.

Young Visitors and Families.

Let's begin by comparing children (age 12 or less) to all visitors. As indicated earlier, their characteristics (except education) match those of adults. In general, foreign visitors are less likely to bring children with them, compared to non-local U.S. residents and local, suburban residents who are most likely to visit with children.

Understandably, they are most often encountered on their first visit to both the Smithsonian and NASM. Local visitors are most likely to spontaneously decide to visit, i.e., the decision to come is often made on the day of the visit.

Over the three seasons of the study, an average of one in seven NASM visitors (14%) is under 12 years of age, and one in three visitor groups (32%) include an adult and a child. We can put some perspective on these numbers by considering them alongside data from the National Museum of Natural History (NMNH), the only Mall museum for which we have comparable information at this time. Over the course of a year NMNH has about the same proportion of visitors under age 12 (16%), but a higher percentage of visitor groups that include an adult and a child (42%).²⁹ The higher percentage of adult-child groups at NMNH is offset by the lower percentage of visits made by pairs of adults. Adult pairs comprise 29% of NASM visits on average, but 21% of NMNH visits.

At first glance the differences between adult-child groups at the two museums might seem to suggest that these adult-child groups present an audience development opportunity for NASM, but a closer look suggests otherwise. The actual number of visits by adult-child groups at NASM is just about the same as the number of visits by adult-child groups at NMNH. Their percentage representation is different between the two museums primarily because so many more adult couples are visiting NASM than are visiting NMNH.

The age group that offers the greatest audience development challenge for NASM is not the children, but the teenagers. The distribution of the different ages for NASM is very close to that of NMNH except for teenagers. Visitors between ages 12 and 19 comprise 9% of the NASM audience, but 13% of the NMNH audience, a difference of over 50 percent. The discrepancy is greatest for ages 12 to 14, which represent 3% of the NASM audience, but 7% of the NMNH audience. In view of national goals for the education of young people in the sciences, attention should be given to attracting and holding a greater number of these visitors.

²⁹If we look at the data more closely, we discover that visitor groups consisting of one adult and one or more children are about the same between the two museums, while visiting groups consisting of several adults and one or more children form a significantly larger percentage of the NMNH audience.

Visitors who Come to NASM Exclusively.

In order to investigate the possibility that visitors who were unusually devoted to NASM might have responded in unique ways, we selected out respondents who were repeat visitors and who said that they were coming to NASM only.³⁰ To our surprise it turned out that 65 to 70 percent of these most devoted individuals were Returning Visitors and only 30 to 35 percent were Frequent Visitors. We interpret this result as indicating that they were strongly drawn to NASM initially and visited it exclusively for two or three more times before they extended their visiting behavior to other SI museums.

Local residents, especially those from the suburbs, were over-represented among these most devoted visitors. They disproportionately cited an interest in the films, both in general and in particular, and, when asked if anything went beyond their expectations, were more likely than other visitors to reply that they were on a repeat visit.

Drawn to NASM for the IMAX films, which served as a kind of orientation to the museum experience, they gradually learned to deepen their involvement in the Smithsonian.

V. Directions for Future Research

Remaining Months.

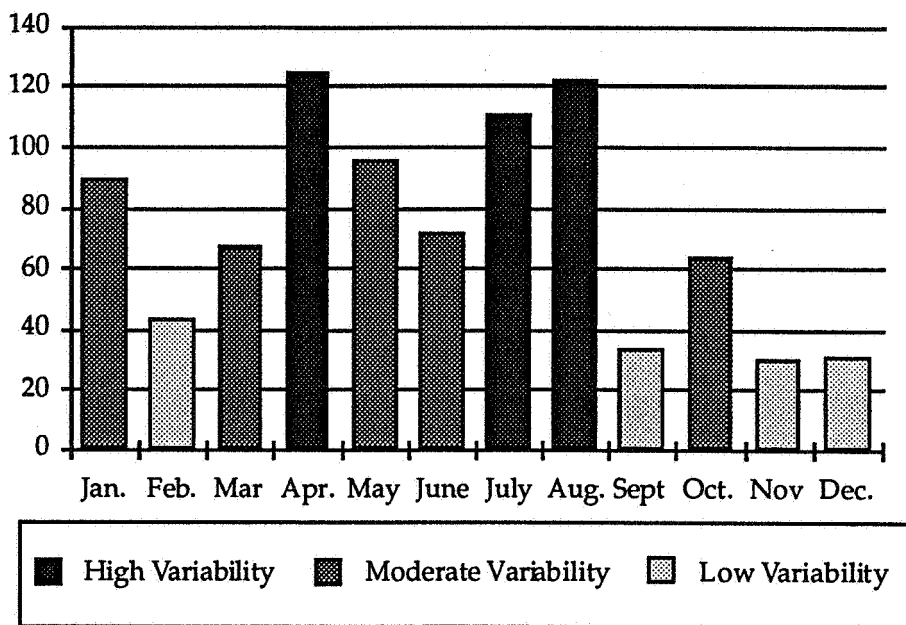
Neither this study nor the one in 1988 collected data in March, April, May, or June. Since these months have distinctive attendance patterns, we can expect that their audience composition may differ from the others.

There are some months which have remarkable stability in attendance over the last seven years, and others which have varied widely from the overall average. The twelve months of NASM visits can be generally classed into three groups based on the variability of their attendance from 1988 through 1994, as shown in Figure A.41. (Part B, Table 1.1 shows the data on which this is based, i.e., monthly data, monthly averages and standard deviations).

³⁰This set of respondents was refined and slightly expanded by examining answers to other questions as well. After establishing additional positive and negative indicators, we left in the group only those who had two or more positive indicators net of any negative indicators (one positive indicator is sufficient in cases where the visitor came only to NASM or had visited ten times or more). The final set comprised two percent of all visitors. Negative indicators were school-related purpose of visit, visiting in a school or tour group, visiting SI in general as well as visiting NASM from one to three times in the past. Positive indicators were visiting 10 or more times previously, visiting NASM only, visiting four to nine times previously along with coming to Washington on business, and giving answers to selected items on what led to decision to visit or giving selected suggestions for changes. The group as a whole comprised 2 percent of the total sample.

Future research for these remaining months should include both a high variability and moderate variability month (e.g., March-April).

Figure A.41
Standard Deviation of Monthly Attendance from 1988 to 1994, by Level of Variability
 (in Thousands of Visits)



Source: Part B, Table 1.1.

Gender Difference

Although this study could identify some areas of gender disparity, it was not designed to determine what makes NASM so much more attractive to men than to women. If the museum wishes to encourage more women to visit, basic background research into the complexities of gender difference in motivation and response would be useful. Such research might be more effective if it was conducted simultaneously at a science museum with a more equal gender ratio, such as the National Museum of Natural History.

Part B. Supporting Materials

The following sections include supporting and supplementary materials. Section I is the questionnaire used in the 1994 NASM Survey. Section II consists of three parts. The first is a section on how to read tables. This is followed by a technical note on sample sizes. The third part consists of the detailed tables used in the analysis reported in Part A. Section III contains two Appendices. One is a guide on how to read graphs for readers who feel that they could benefit from a review, and the other describes how the study was done.

1994 National Air & Space Museum Visitor Study

Hello, my name is _____. I am an Air and Space employee and would like to talk to you about your visit.

+*1. Where do you live?

Other U.S. _____

Foreign _____

Washington, D.C.

MD/VA suburbs

SI Staff/Contr. **STOP**

Ineligible **STOP**

GO TO Q3

GO TO STATUS BOX

For office use only:

--	--	--	--	--	--	--	--	--	--

tens ones

0 1 2 3 4 5 6 7 8 9

+2. How many days - TOTAL - is your visit to Washington (including today)?

Today only

1-2 weeks

More than 2 weeks

2 3 4 5 6 days

+3. What is the primary purpose of your visit in Washington?

Business-related

Vacation/recreation

Visiting friends/family

Shopping/restaurant

School-related

Live/work in D.C.

Other: _____

+4. Is today your first visit to the Air and Space Museum?

Yes: **GO TO Q6**

No

+5. How many times have you been here before today?

1 - 3

4 - 9

10+: **ASK Q 5A**

+5A. Would you describe your visits as ...

Weekly

Monthly

Every 2-5 months

Twice yearly

Once a year

Every 2 years, OR

Less often

+6. Before today, have you visited other Smithsonian museums?

Yes

No

+7. Did you come to the Mall only to visit Air & Space, or as part of a general visit to the Smithsonian?

Air & Space only

Smithsonian

Air & Space, and others if time

8A. **FOR OTHER U.S./FOREIGN ONLY**

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

Today

After arrival

Before trip

8B. **FOR LOCALS ONLY**

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

Today

Before today

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

PROBE AND MARK ALL THAT APPLY

Recommendation: family/friends

Brought out-of-town guests

Brought child(ren)

Came with family/friends

SI/Air & Space Magazine

Castle/SI info.

D.C. tourist info.

Air/space interest

Tourmobile/tour guide

Other: _____

Repeat visit

Family tie

Personal tie

NASM ad/PR

Guide books

Reputation

Shop/eat

Wandered by

Tour/school grp.

Specific exh./film: _____ **GO TO Q 11**

+10. Was there something in particular you wanted to see or do in this museum? No Yes: What?

<input type="checkbox"/> Early flight	Specific	<input type="checkbox"/> Military aviation	Sp.
<input type="checkbox"/> Civil aviation		<input type="checkbox"/> Experimental aircraft	
<input type="checkbox"/> Jet age aviation		<input type="checkbox"/> Space flight/space craft	
<input type="checkbox"/> Rockets/missles		<input type="checkbox"/> Computers	
<input type="checkbox"/> Film		<input type="checkbox"/> Stars/planets/earth	
<input type="checkbox"/> Planetarium		<input type="checkbox"/> Shop/eat	
<input type="checkbox"/> Exhibition: _____		<input type="checkbox"/> New exhibits	
Specific/other: _____			

11. What do you think is the purpose of this museum?

MARK ALL THAT APPLY

Patriotism/pride in U.S.

Preservation

Display artifacts

Career/science encouragement

Other: _____

Education: History

Education: Technology

Education: General

Education: Science

Entertainment/enjoyment

12. This museum employs many professional people who work behind the scenes. What do you think are their main activities? **MARK ALL THAT APPLY**

Collection based research

Exhibition development

Exhibition care/updating

Acquisition of artifacts

Restoration

Other: _____

Primary research

Education/public prg.

Admin./operations

Don't know

13. Which exhibition or subject area did you find the most interesting?

<input type="checkbox"/>	Early flight	<input type="checkbox"/>	Military aviation
<input type="checkbox"/>	Civil aviation	<input type="checkbox"/>	Experimental aircraft
<input type="checkbox"/>	Jet age aviation	<input type="checkbox"/>	Space flight/space craft
<input type="checkbox"/>	Rockets/missles	<input type="checkbox"/>	Computers
<input type="checkbox"/>	Film	<input type="checkbox"/>	Stars/planets/earth
<input type="checkbox"/>	Planetarium	<input type="checkbox"/>	Main hall
<input type="checkbox"/>	Other: _____	<input type="checkbox"/>	Everything/all of it
		<input type="checkbox"/>	Nothing

14. Did anything about this museum go beyond your expectations?

<input type="checkbox"/>	Films/theater	<input type="checkbox"/>	No (met expectations)
<input type="checkbox"/>	Seeing the real thing	<input type="checkbox"/>	Repeat visit
<input type="checkbox"/>	Size/magnitude	<input type="checkbox"/>	Everything/all of it
<input type="checkbox"/>	Exhibit quality	<input type="checkbox"/>	Negative comment
<input type="checkbox"/>	Specific item/subject: _____		
<input type="checkbox"/>	Other: _____		

15. If you were the Director of the Air and Space Museum, what things for visitors would you improve, change, or add? **MARK ALL THAT APPLY**

<input type="checkbox"/>	Improve amenities	<input type="checkbox"/>	Don't know
<input type="checkbox"/>	More interactives	<input type="checkbox"/>	Nothing
<input type="checkbox"/>	Crowd control	<input type="checkbox"/>	Nothing+positive remark
<input type="checkbox"/>	Improve exhibits/update	<input type="checkbox"/>	IMAX suggestions
<input type="checkbox"/>	Add item/subject		
	Specifics: _____		
	Other: _____		

+16. What time did you enter this museum?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
9	10	11	12	1	2	3	4	5	6	7	8
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	30	45	00								

Next a few questions about you ...

+*17. Who are you here with today?

<input type="checkbox"/>	School trip	<input type="checkbox"/>	Group of teens
<input type="checkbox"/>	Tour group	<input type="checkbox"/>	Several adults
<input type="checkbox"/>	Adult w/ child(ren)	<input type="checkbox"/>	Child(ren)
<input type="checkbox"/>	Adults w/ child(ren)	<input type="checkbox"/>	Alone: GO TO Q. 20
<input type="checkbox"/>	One other adult: GO TO Q. 19		

+18. How many OTHER people are here with you in this museum?

tens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
ones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	0	1	2	3	4	5	6	7	8	9

+19. Are all (both) of you from the same area?

<input type="checkbox"/>	All local	<input type="checkbox"/>	All other U.S./foreign	<input type="checkbox"/>	Mixed
--------------------------	-----------	--------------------------	------------------------	--------------------------	-------

+*20. What is your age?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0	1	2	3	4	5	6	7	8	9

21. What kind of work do you do? _____

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0	1	2	3	4	5	6	7	8	9

tens _____
ones _____

Retired

21A. What kind of place do you work for? _____

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

+22. What is the highest level of education you have completed?

<input type="checkbox"/>	Pre/grade school	<input type="checkbox"/>	Some college
<input type="checkbox"/>	Some HS	<input type="checkbox"/>	Bachelor's degree
<input type="checkbox"/>	HS graduate	<input type="checkbox"/>	Some graduate study
<input type="checkbox"/>	Assoc./Jr./Technical	<input type="checkbox"/>	MA/Ph.D./Professional

+*23. What is your cultural/racial/ethnic identity?

<input type="checkbox"/>	African Amer./Black	<input type="checkbox"/>	Hispanic/Latino
<input type="checkbox"/>	Asian/Pac. Islander	<input type="checkbox"/>	Nat. Amer./AK native
<input type="checkbox"/>	Caucasian	<input type="checkbox"/>	Other: _____

+*24. **MARK GENDER** Male Female

Finally,

+25. Which of these Smithsonian museums have you visited on this trip to Washington? AND Which do you plan to visit during this trip?

V	P	<input type="checkbox"/>	African Art	V	P	<input type="checkbox"/>	Int'l Gallery/Ripley
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	American Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Natural History
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	American History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Portrait Gallery
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Anacostia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Postal Museum
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	A & I	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Renwick Gallery
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Castle/Visitor Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sackler Gallery
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Freer Gallery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Zoo
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hirshhorn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NGA
						<input type="checkbox"/>	DK

STATUS: SI staff/contr. Ineligible

Interview: 13+ yrs Refusal: Language

Interview: Child<12 Refusal: Other

Reason: _____

Period	Segment	Shift								
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>								
1 2 3	1 2 3 4 5 6	1 2 3 4								
Session	<input type="checkbox"/>									
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	0	1	2	3	4	5	6	7	8	9
Weight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	0	1	2	3	4	5	6	7	8	9

Part B.II Tables

1. A Guide to Reading Tables

In presenting the results of this study in Part B, we rely on tables such as Table 2.1, below. This table is the most common type found in this appendix.

Table 2.1
Total 1994 Population
Gender, Age and Racial/Ethnic Identification, 1994 Survey Periods and Total
(In Percent)

Characteristic	Survey Periods in 1994			Total
	Late Winter Jan. 11-Mar. 6	Summer July 12-Sept. 4	Fall Sept. 6-Oct. 31	
<u>Gender</u>				
Female	36.3	44.2	41.4	42.2
Male	<u>63.7</u>	<u>55.8</u>	<u>58.6</u>	<u>57.8</u>
Total	100.0	100.0	100.0	100.0
<u>Age</u>				
Under 12	8.7	16.2	10.5	13.6
12 to 19	7.9	10.7	6.3	9.1
[12-14]	2.1	3.6	2.3	3.0
[15-17]	4.7	3.7	2.1	3.4
[18-19]	1.1	3.5	2.0	2.7
20 to 24	7.3	9.8	7.3	8.8
25 to 34	23.1	17.5	21.2	19.3
35 to 44	24.7	21.4	17.0	20.7
45 to 54	17.8	14.2	16.8	15.4
55 to 64	5.1	6.8	11.5	7.8
65 or older	<u>5.3</u>	<u>3.5</u>	<u>9.4</u>	<u>5.3</u>
Total	100.0	100.0	100.0	100.0
<u>Racial/Ethnic Identity (Total)</u> [excluded here]				
<u>Racial/Ethnic Identity (U.S. only)</u> [excluded here]				
<i>Period Totals</i>	16.3	57.5	26.3	100.1

The bold text title "Total 1994 Population" describes the individuals included in the table's statistics. Other tables are limited to "Visits made by People 12 Years of Age or Older," or "Late Winter Period Visits made by People 12 Years of Age or Older," etc.

The underlined, plain text title identifies the three demographic characteristics described in the table, "Gender," "Age," and "Racial/Ethnic Identification." In this case, the percentages of the total population in each of the three survey periods and for the total. The table uses numbers to show how these characteristics (also called "variables" because they can be different for different people) were distributed among the visitors

during each of the three survey periods in 1994 and in the total sample of everyone interviewed during all three periods. Underneath the titles in parentheses, the phrase "in percent," describes the units in which the table is written; i.e., it tells us what the numbers represent. The table allows us to compare the gender, age, and ethnicity of visitors from one season to another and between any one season and the overall sample.

The word "Characteristic" over the left-hand column headlines the variables and their categories and sub-categories. The names and dates of each of the survey periods, and the total, identify the columns of numbers. This table is actually a composite. We could have split it up into four separate tables: one for gender, another for age, and two for racial/ethnic identification (one for all visitors and one for U.S. residents only).

Under each of the characteristics, in the left most column, are the response categories. Gender is reported as Female and Male, and Age is classified in eight categories. One of the categories (Age 12 to 19) has been further expanded into three sub-categories (12-14, 15-17 and 18-19). Whenever sub-categories are shown, the numbers for the main categories are printed in **bold**, while the numbers for the sub-categories are in plain text.

We can now start to read the data in the table. Notice that the numbers in each column for each variable add up to 100 percent. When percentages add up vertically like this, they are generally called "column percents." When they add up horizontally, they are called "row percents." Since each column describes all the respondents in a particular season, each individual number represents the percentage of visitors in a particular season who have a particular characteristic.

Let's examine gender. If we look just at the second column (Late Winter), we see that in that period 36.3 percent of visitors were women and 63.7 percent of visitors were men. Together, the 36.3 percent women and 63.7 percent men add up to 100 percent of the Winter sample. We can compare the proportion of men and women in different seasons by looking across to the other columns. Notice that in every survey period, women made up a smaller proportion of the visitors than men. The total column, on the far right, is not the total for the whole year, but the total for the three periods in this study. The study excluded Spring (data was not collected during that season).

Age shows a number of differences from season to season. Notice, for example, that the percentage of children under twelve in Winter (8.7%) was much smaller than the percentage of children under twelve in Summer (16.2%). There was less seasonal variation among those ages 12 to 19 (7.9% in Winter, 10.7% in Summer, and 6.3% in Fall). The sub-categories for ages 12 to 19 show that people ages 15-17 were much more likely to show up in Winter than those ages 18-19 (4.7% vs. 1.1%), but in Summer and Fall the visitors in these two sub-categories were about equally represented. At the other end of the age categories, individuals in the 65 or older age group were a considerably higher proportion of the audience in Fall than in the other two periods.

At the bottom of the table, in the left-most column, are the words *Period Totals*. Here, the numbers are percents that add up across the columns ("row percents"). Each of these numbers represents the percentage of visitors in the total sample survey that were intercepted in a particular season. In other words, these numbers show the distribution

of all visitors across survey periods. In particular, 16.3% of all the visitors we interviewed were intercepted in Late Winter, 57.5% in Summer, and 26.3% in Fall. These row percents were placed here to remind us to be careful when comparing percentages between any two periods. Over twice as many people passed our interviewing stations in Summer as in Fall, and over three times as many people in Summer as in Winter. In terms of the actual number of visitors described by these numbers, 5 percent in Summer would be equivalent to over 10 percent in Fall or 15 percent in Winter.

Table 2.1 identifies demographic variables among the visitors during each of the three interview periods. Another type of table, such as the excerpt from Table 3.11, on the next page, associates two sets of variables with each other within a single interview period.

The bold text title under the table number at the top tells us that this table is limited to the summer interview period and to visits made by people 12 years old or older. The variables are "select characteristics," in this case "Configuration of Group," "Gender," "Cultural/Racial/Ethnic" Identity, and "Geographic Origin," listed vertically on the left, and "Reasons for the Decision to Visit NASM" listed across the top.

The reasons people gave for visiting were coded into seven categories, "Information Sources," "Recommendation," "Social Reasons," "Specific Reasons," "Subject Interest," "Wandered by," and "Repeat Visit." "Total," at the top of the far right column, refers to the total of all visitors who answered the question about reason for visit, no matter what answer they gave.

As in Table 2.1, the numbers in the table are column percents, because they add up in columns. If we look at gender, we see that of all the people who said that they came to visit NASM because of information sources, 39.5 percent of them were female and 60.6 percent of them were male.

The bottom of the table, as in Table 2.1, has a row percent that describes the percentage of all visitors in Summer who gave each of these reasons for visiting. The leading reason, we can see from these period totals, was Subject Interest, which drew 24.0 percent of the visitors who answered this question.

This table encourages us to consider which characteristics seem to be strongly associated with particular reasons for visiting. Notice, for example, that altogether 55.9 percent of the respondents were men and 44.1 percent were women (far right column, Gender). For five out of the seven reasons for visiting, the proportion of men that cited these reasons was over 60 percent, while for two of the five reasons, the proportion of women was nearly 60 percent (Social Reasons and Specific Reasons). Specific Reasons included using the restaurant and shops, seeing a film, or visiting an exhibition.

Table 3.11
Summer Period
Visits made by People 12 Years of Age or Older
Select Characteristics by Reasons for the Decision to Visit NASM
(In Percent)

	Reasons for the Decision to Visit NASM							
	<i>Info. Sources</i>	<i>Recomm- endation</i>	<i>Social Reasons</i>	<i>Specific Reasons</i>	<i>Subject Interest</i>	<i>Wandered By</i>	<i>Repeat Visit</i>	<i>Total</i>
<u>Configuration of Group</u>								
One Adult	10.7	7.9	0.0	20.7	14.0	13.1	14.7	14.8
Two Adults	22.3	36.9	12.1	55.1	34.4	39.4	29.8	30.8
Several Adults	19.1	23.4	18.7	11.2	14.2	13.8	11.1	16.9
Adult(s) and Child(ren)	31.5	24.0	55.0	12.0	26.9	30.0	39.7	29.4
School/Tour/Teen Groups	<u>16.4</u>	<u>7.8</u>	<u>14.2</u>	<u>1.0</u>	<u>10.7</u>	<u>3.8</u>	<u>4.7</u>	<u>8.2</u>
Total	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.1
<u>Gender</u>								
Female	39.5	36.9	58.7	58.3	29.9	35.9	40.1	44.1
Male	<u>60.6</u>	<u>63.1</u>	<u>41.3</u>	<u>41.7</u>	<u>70.1</u>	<u>64.1</u>	<u>59.9</u>	<u>55.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Cultural/Racial/Ethnic</u>								
Minority	29.9	21.7	18.0	6.6	19.1	10.8	28.2	23.9
[African American/Black]	4.0	2.4	4.2	4.8	4.4	3.0	8.4	5.4
[Asian/Pacific Islander]	15.7	7.1	10.1	1.8	10.1	3.8	10.2	11.3
[Hispanic/Nat. Amer./Mul]	10.1	12.2	3.8	0.0	4.7	3.9	9.6	7.2
White	<u>70.2</u>	<u>77.3</u>	<u>82.0</u>	<u>93.4</u>	<u>80.9</u>	<u>89.2</u>	<u>71.8</u>	<u>76.1</u>
Total	100.0	99.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Geographic Origin</u>								
Washington D.C.	0.0	0.5	6.8	5.6	1.9	6.6	5.9	4.2
MD/VA Suburbs	6.8	1.3	19.8	31.6	7.0	12.8	31.3	14.0
Other U.S.	54.9	58.2	64.7	55.6	62.4	64.2	55.4	54.7
Foreign	<u>38.3</u>	<u>40.1</u>	<u>8.8</u>	<u>7.2</u>	<u>28.7</u>	<u>16.4</u>	<u>7.5</u>	<u>27.1</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<i>Period Totals</i>	13.1	12.9	16.6	5.5	24.0	6.5	21.3	99.9

(cont.)

We can take a closer view of Social Reasons by looking vertically down its column. As we would expect, Social Reasons were not cited by those who came alone. Over half (55%) of those who said they came for social reasons came with children, so it would not be unreasonable for us to interpret "social reason" as primarily meaning "bringing a child." This seems to suggest that women were more likely than men to have felt that they came for the sake of the children.

If we were particularly interested in this question of the reasons preferred by those who came with children, we would be stuck at this point. The table does not have row percents for Adult(s) and Child(ren). We are unable to tell from the table what percent of those who came with children said that they were at NASM for social reasons. For technical reasons, sometimes this information can be accurately extracted from these tables and sometimes it cannot. If you are interested in a dimension of the results that is not explicitly stated in a table, contact the Institutional Studies Office and we will provide it.

2. Technical Note

Weighted and Unweighted Number of Respondents

As discussed in Appendix III.2, since the respondent selection intervals during an interviewing session are unequal, weights were needed in the survey analysis.

The use of weighted data allows for the extrapolation of the sample results to the population of all NASM visitors who exited during the hours of data collection. The percentages reported in the tables in the appendices, and used in constructing the figures in the text, are based on weighted data.

The application of the weights violates most of the data assumptions behind the standard statistical tests. Consequently, all statistical tests used in the analysis were performed on unweighted data. (If, for example, weighted data were used in the tests of significance, the effect of each observation would be greatly exaggerated. By limiting the use of statistical tests to unweighted data, we are able to properly identify differences between specific groups.)

Sample sizes (N's) are not reported at the bottom of tables in the text (unweighted or weighted). However, for the more technically oriented reader Table II.1 contains the various sample and subsample sizes.

Table B.II.1

Unweighted and Weighted Sample Sizes

Category	1994 Survey			
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
<u>Total</u>		<u>Unweighted N's</u>		
Interview:Adult	745	1087	898	2730
Interview:Child	29	148	68	245
Refusal:Language	62	154	109	325
Refusal:Other	<u>269</u>	<u>571</u>	<u>425</u>	<u>1265</u>
<u>Total</u>	1105	1960	1500	4565
<u>Total</u>		<u>Weighted N's</u>		
Interview:Adult	8493.7	26665.2	13845.7	49004.6
Interview:Child	876.7	7057.2	2041.7	9975.6
Refusal:Language	767.5	4144.3	1548.9	6460.7
Refusal:Other	<u>4325.1</u>	<u>13256.5</u>	<u>5956.4</u>	<u>23538.0</u>
<u>Total</u>	14463.0	51123.2	23392.7	88978.9
<u>Age12 and Over</u>		<u>Unweighted N's</u>		
Interview:Adult	742	1085	883	2710
Interview:Child	0	0	0	0
Refusal:Language	49	140	106	295
Refusal:Other	<u>208</u>	<u>532</u>	<u>401</u>	<u>1141</u>
<u>Total</u>	999	1757	1390	4146
<u>Age12 and Over</u>		<u>Weighted N's</u>		
Interview:Adult	8248.9	26563.4	13546.2	48358.5
Interview:Child	0.0	0.0	0.0	0.0
Refusal:Language	442.9	3423.9	1468.6	5335.4
Refusal:Other	<u>2374.9</u>	<u>11682.2</u>	<u>5242.1</u>	<u>19299.2</u>
<u>Total</u>	11066.7	41669.5	20256.9	72993.1
<u>Age25 and Over</u>		<u>Unweighted N's</u>		
Interview:Adult	594	804	760	2158
Interview:Child	0	0	0	0
Refusal:Language	44	117	94	255
Refusal:Other	<u>185</u>	<u>428</u>	<u>344</u>	<u>957</u>
<u>Total</u>	823	1349	1198	3370
<u>Age25 and Over</u>		<u>Weighted N's</u>		
Interview:Adult	6752.0	19629.8	11431.4	37813.2
Interview:Child	0	0	0	0
Refusal:Language	395.2	2887.2	1328.2	4610.6
Refusal:Other	<u>2075.3</u>	<u>8954.6</u>	<u>4402.9</u>	<u>15432.8</u>
<u>Total</u>	9222.5	31471.6	17162.5	57856.6

Part B.II

3. Detailed Tables

List of Tables

[Note: For ease of use, some of the terms in the table titles have been abbreviated in this List of Tables.]

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Table 1.1
Visitation to the National Air and Space Museum, by Month and Total
and Smithsonian Institution, Total
1988-1994*

Month	Calendar Year						Monthly	Monthly	
	1988	1989	1990	1991	1992	1993	1994 Average	Std.Dev.	
January	323,000	306,000	261,000	238,000	331,000	480,000	173,000	302,000	89,000
February	382,000	289,000	340,000	319,000	397,000	330,000	271,000	333,000	43,000
March	707,000	726,000	578,000	622,000	722,000	545,000	633,000	648,000	67,000
April	1,290,000	973,000	1,010,000	843,000	993,000	988,000	1,068,000	1,024,000	125,000
May	1,107,000	812,000	890,000	900,000	834,000	886,000	1,012,000	920,000	96,000
June	969,000	906,000	794,000	873,000	832,000	846,000	1,014,000	891,000	72,000
July	1,217,000	1,254,000	959,000	1,052,000	1,205,000	1,171,000	1,303,000	1,166,000	111,000
August	1,301,000	1,049,000	917,000	1,049,000	1,186,000	962,000	1,113,000	1,082,000	122,000
September	562,000	542,000	483,000	508,000	591,000	508,000	543,000	534,000	34,000
October	669,000	575,000	465,000	589,000	657,000	556,000	549,000	580,000	64,000
November	499,000	452,000	476,000	513,000	510,000	547,000	469,000	495,000	30,000
December	372,000	283,000	349,000	365,000	384,000	334,000	347,000	348,000	31,000
Total NASM	9,397,000	8,167,000	7,524,000	7,870,000	8,645,000	8,153,000	8,494,000	8,321,000	558,000
								Annual	Annual
								Average	Std.Dev.
Total SI	28,078,000	24,249,000	24,926,000	25,275,000	26,568,000	25,887,000	24,680,000	25,666,000	1,314,000
NASM/SI	33.5%	33.7%	30.2%	31.1%	32.5%	31.5%	34.4%	32.4%	1.5%

*Rounded to the nearest 1,000

Source: Office of Protection Services,
Visit Count Statistics, Multi-Year Study
 Monthly reports issued from 1988-1994.

Table 1.2
Racial/Ethnic Composition of the Washington D.C. Metropolitan Area (1990), Smithsonian Institution
Visitors to Selected Museums and the Zoo from the Metropolitan Area (1987-1993), and Visitors to NASM
from the Metropolitan Area (1994)
(In Percent)

	<i>Washington D.C. Metropolitan Area</i>			<i>Smithsonian Visitors, Arts and Humanities, Natural History Museums, & the Zoo***</i>			<i>National Air & Space Museum</i>		
	Total**	<u>1990*</u> Central City	Suburbs	Total	Central City	Suburbs	Total	<u>1994</u> Central City	Suburbs
Race/Ethnicity									
White	62.7	27.4	69.1	79.7	65.6	83	73.0	70.5	73.9
African American	26.2	65.1	19.1	10.5	26.5	6.6	11.5	20.9	8.1
Asian	5.1	1.8	5.6	5.6	2.6	6.3	9.7	4.5	11.6
Hispanic	5.7	5.4	5.8	3.9	4.6	3.8	5.0	3.4	6.4
Native Am./Other	<u>0.4</u>	<u>0.4</u>	<u>0.4</u>	<u>0.4</u>	<u>0.7</u>	<u>0.3</u>	<u>0.9</u>	<u>0.7</u>	<u>0.1</u>
Total	100.1	100.1	100.0	100.1	100.0	100.0	100.1	100.0	100.1
N (000's)	4516.7	606.9	3909.8	42.7	8.3	34.5	19.1	5.1	14.0
Sample Size				2282	530	1752	796	220	576

*Source: Census of Population and Housing; 1990: Summary Tape File 3 on CD-Rom [machine-readable data files]

**Total is the sum of the Central City and Suburbs.

***Museums included: A & I, SI Castle, HMSG, International Gallery, NMAA/NPG, NMNH, and NZP
For detailed tabulations, see Appendix C, Table C.1B-C.1D in Z. D. Doering and Adam Bickford,
Visits and Visitors to the Smithsonian Institution: A Summary of Studies
(Washington, D.C.: Smithsonian Institution, 1992.) The studies summarized in this report are less complete
than the 1994 NASM Survey. Similar studies are currently underway at several major museums.

Table 1.3
Composition of Visit Types, 1988 and 1994 Survey Periods and Totals
(In Percent)

Visit Type	1988 Survey			
	<i>Summer</i>	<i>Fall</i>	<i>Early Winter</i>	<i>Total</i>
	July 12- Sept. 5	Sept. 6- Oct. 31	Nov. 1- Dec. 26	
Children, under age 12	17.0	7.0	13.6	13.6
Visitors, over age 12	<u>83.0</u>	<u>93.0</u>	<u>86.5</u>	<u>86.4</u>
Total	100.0	100.0	100.0	100.0

Visit Type	1994 Survey			
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
Children, under age 12	8.7	16.2	10.5	13.6
Visitors, over age 12	<u>91.3</u>	<u>83.8</u>	<u>89.5</u>	<u>86.4</u>
Total	100.0	100.0	100.0	100.0

Table 2.1
Total 1994 Population
Gender, Age and Racial/Ethnic Identification, 1994 Survey Periods and Total
(In Percent)

Characteristic	Survey Periods in 1994				Total
	Late Winter Jan. 11-Mar. 6	Summer July 12-Sept. 4	Fall Sept. 6-Oct. 31		
<u>Gender</u>					
Female	36.3	44.2	41.4		42.2
Male	<u>63.7</u>	<u>55.8</u>	<u>58.6</u>		<u>57.8</u>
Total	100.0	100.0	100.0		100.0
<u>Age</u>					
Under 12	8.7	16.2	10.5		13.6
12 to 19	7.9	10.7	6.3		9.1
[12-14]	2.1	3.6	2.3		3.0
[15-17]	4.7	3.7	2.1		3.4
[18-19]	1.1	3.5	2.0		2.7
20 to 24	7.3	9.8	7.3		8.8
25 to 34	23.1	17.5	21.2		19.3
35 to 44	24.7	21.4	17.0		20.7
45 to 54	17.8	14.2	16.8		15.4
55 to 64	5.1	6.8	11.5		7.8
65 or older	<u>5.3</u>	<u>3.5</u>	<u>9.4</u>		<u>5.3</u>
Total	100.0	100.0	100.0		100.0
<u>Racial/Ethnic Identity (Total)</u>					
Minority	21.5	24.4	18.4		22.3
[African American/Black]	5.9	5.8	4.2		5.4
[Asian/Pacific Islander]	9.2	11.7	9.1		10.6
[Hispanic/Nat. Amer./Multiple]	6.4	6.9	5.2		6.3
White	<u>78.5</u>	<u>75.6</u>	<u>81.6</u>		<u>77.7</u>
Total	100.0	100.0	100.0		100.0
<u>Racial/Ethnic Identity (U.S. only)</u>					
Minority	16.2	19.5	15.5		17.9
[African American/Black]	6.7	7.1	5.2		6.5
[Asian/Pacific Islander]	6.4	7.9	6.1		7.2
[Hispanic/Nat. Amer./Multiple]	3.1	4.5	4.2		4.2
White	<u>83.8</u>	<u>80.5</u>	<u>84.6</u>		<u>82.1</u>
Total	100.0	100.0	100.1		100.0

Table 2.2
Visits made by People 12 Years of Age or Older
Gender, Age and Racial/Ethnic Identification, 1994 Survey Periods and Total
(In Percent)

Characteristic	Survey Periods in 1994			Total
	Late Winter Jan. 11-Mar. 6	Summer July 12-Sept. 4	Fall Sept. 6-Oct. 31	
<u>Gender</u>				
Female	35.7	44.1	41.6	42.1
Male	<u>64.3</u>	<u>55.9</u>	<u>58.4</u>	<u>57.9</u>
Total	100.0	100.0	100.0	100.0
<u>Age</u>				
Under 12	0.0	0.0	0.0	0.0
12 to 19	8.7	12.8	7.1	10.6
[12-14]	2.3	4.3	2.5	3.5
[15-17]	5.2	4.4	2.4	3.9
[18-19]	1.3	4.1	2.2	3.2
20 to 24	8.0	11.7	8.2	10.2
25 to 34	25.3	20.8	23.6	22.3
35 to 44	27.1	25.5	19.0	24.0
45 to 54	19.5	17.0	18.8	17.8
55 to 64	5.6	8.1	12.8	9.0
65 or older	<u>5.9</u>	<u>4.1</u>	<u>10.5</u>	<u>6.2</u>
Total	100.0	100.0	100.0	100.0
<u>Racial/Ethnic Identity (Total)</u>				
Minority	20.6	23.9	17.9	21.7
[African American/Black]	5.6	5.4	3.8	5.0
[Asian/Pacific Islander]	8.5	11.3	8.7	10.2
[Hispanic/Nat. Amer./Multiple]	6.4	7.2	5.4	6.6
White	<u>79.4</u>	<u>76.1</u>	<u>82.1</u>	<u>78.3</u>
Total	100.0	100.0	100.0	100.0
<u>Racial/Ethnic Identity (U.S. only)</u>				
Minority	16.4	19.6	15.1	17.7
[African American/Black]	6.6	6.8	4.7	6.2
[Asian/Pacific Islander]	6.4	8.3	5.8	7.3
[Hispanic/Nat. Amer./Multiple]	3.4	4.5	4.6	4.2
White	<u>83.6</u>	<u>80.5</u>	<u>85.2</u>	<u>82.3</u>
Total	100.0	100.1	100.3	100.0

Table 2.3
Visits made by People 12 Years of Age or Older
Gender, Age and Racial/Ethnic Identification, 1988 Survey Periods and Total
(In Percent)

Characteristic	Survey Periods in 1988			Total
	Summer July 12-Sept. 5	Fall Sept. 6-Oct. 31	Early Winter Nov. 1-Dec. 26	
<u>Gender</u>				
Female	40.7	39.8	37.1	39.8
Male	<u>59.3</u>	<u>60.2</u>	<u>62.9</u>	<u>60.2</u>
Total	100.0	100.0	100.0	100.0
<u>Age</u>				
Under 12	0.0	0.0	0.0	0.0
12 to 19	14.9	5.9	9.2	11.1
[12-14]	3.3	1.5	1.3	2.4
[15-17]	6.1	1.7	5.5	4.7
[18-19]	5.5	2.6	2.4	4.1
20 to 24	11.9	9.5	12.4	11.3
25 to 34	23.0	25.9	27.0	24.6
35 to 44	27.1	20.8	26.8	25.1
45 to 54	14.2	14.7	12.4	14.0
55 to 64	6.0	13.0	8.2	8.5
65 or older	<u>2.9</u>	<u>10.2</u>	<u>4.1</u>	<u>5.3</u>
Total	100.0	100.0	100.0	100.0
<u>Racial/Ethnic Identity (Total)</u>				
Minority	19.0	13.5	11.6	16.0
[African American/Black]	8.1	3.9	4.3	6.1
[Asian/Pacific Islander]	7.8	6.3	5.5	6.9
[Hispanic/Nat. Amer.]	3.2	3.2	1.9	3.0
White	<u>81.0</u>	<u>86.5</u>	<u>88.4</u>	<u>84.0</u>
Total	100.0	100.0	100.0	100.0
<u>Racial/Ethnic Identity (U.S. only)</u>				
Minority	15.7	9.2	9.1	12.5
[African American/Black]	9.6	4.5	4.5	7.1
[Asian/Pacific Islander]	4.3	3.0	3.3	3.7
[Hispanic/Nat. Amer.]	1.8	1.7	1.3	1.7
White	<u>84.3</u>	<u>90.8</u>	<u>90.9</u>	<u>87.5</u>
Total	100.0	100.0	100.0	100.0

Table 2.4
Total 1994 Population
Geographic Origin, 1994 Survey Periods and Total
(In Percent)

Characteristic	Survey Periods in 1994			Total
	Late Winter Jan. 11-Mar. 6	Summer July 12-Sept. 4	Fall Sept. 6-Oct. 31	
<u>Global Distribution</u>				
Canada	0.9	2.0	1.5	1.7
Latin America	4.4	3.3	2.2	3.2
[Caribbean]	0.6	0.3	0.3	0.4
[Central America]	0.3	0.8	0.8	0.7
[South America]	3.4	2.0	0.9	1.9
[Latin America unspecified]	0.0	0.2	0.1	0.2
Europe	6.9	12.9	13.8	12.2
[Western Europe]	6.3	10.7	12.5	10.5
[Eastern Europe]	0.4	2.2	0.9	1.6
[Europe unspecified]	0.2	0.0	0.4	0.1
Far East/Asia/Pacific	3.7	5.8	4.9	5.2
[Far East]	2.7	3.9	2.2	3.2
[Indian Sub-Continent]	0.4	0.5	1.3	0.7
[Pacific]	0.4	1.2	1.2	1.1
[Far East/Asia/Pacific unspecified]	0.2	0.2	0.3	0.2
Africa	0.9	1.3	2.5	1.5
Foreign, unspecified	1.1	0.1	0.8	0.4
United States	<u>82.2</u>	<u>74.6</u>	<u>74.3</u>	<u>75.6</u>
Total	100.0	100.0	100.0	100.0
<u>U.S. Distribution</u>				
New England	4.3	3.6	3.6	3.7
Mid-Atlantic	11.6	16.1	11.4	14.1
So. Atlantic	43.8	29.8	25.6	30.8
[Washington, D.C. Metro Area]	33.4	18.3	16.8	20.1
E. So. Central	1.7	2.0	1.9	1.9
West So. Central	2.7	2.2	2.7	2.4
E. No. Central	6.0	9.0	8.2	8.3
West No. Central	3.1	3.1	4.9	3.5
Mountain	1.8	1.8	3.4	2.2
Pacific	5.3	5.8	9.7	6.7
U.S. unspecified	2.0	1.1	2.8	1.7
Foreign	<u>17.8</u>	<u>25.5</u>	<u>25.8</u>	<u>24.4</u>
Total	100.0	100.0	100.0	100.0
<u>Local Distribution</u>				
Washington, D.C.	7.3	3.8	5.2	4.7
MD/VA	25.8	14.5	11.0	15.3
Other So. Atlantic	9.9	11.4	8.6	10.4
Other U.S.	38.2	44.8	48.6	44.8
Foreign	<u>18.8</u>	<u>25.5</u>	<u>26.6</u>	<u>24.7</u>
Total	100.0	100.0	100.0	100.0

Table 2.5
Visits made by People 12 Years of Age or Older
 Geographic Origin, 1994 Survey Periods and Total
 (In Percent)

Characteristic	Survey Periods in 1994			Total
	Late Winter Jan. 11-Mar. 6	Summer July 12-Sept. 4	Fall Sept. 6-Oct. 31	
Global Distribution				
Canada	0.7	2.0	1.7	1.7
Latin America	4.5	3.4	2.1	3.2
[Caribbean]	0.6	0.3	0.2	0.3
[Central America]	0.3	0.8	0.9	0.8
[South America]	3.5	2.2	0.9	2.0
[Latin America unspecified]	0.0	0.1	0.1	0.1
Europe	7.5	14.7	14.7	13.6
[Western Europe]	6.9	12.1	13.3	11.6
[Eastern Europe]	0.4	2.6	1.0	1.8
[Europe unspecified]	0.2	0.0	0.4	0.1
Far East/Asia/Pacific	3.7	5.4	4.9	5.0
[Far East]	2.6	3.3	2.4	2.9
[Indian Sub-Continent]	0.5	0.4	0.9	0.6
[Pacific]	0.5	1.5	1.4	1.3
[Far East/Asia/Pacific unspecified]	0.1	0.2	0.2	0.2
Africa	1.0	1.4	2.8	1.7
[Middle East/No. Africa]	0.7	1.2	1.5	1.2
[Sub-Sahara Africa]	0.2	0.3	1.0	0.5
[Africa unspecified]	0.0	0.0	0.2	0.1
Foreign, unspecified	0.1	0.1	0.9	0.3
United States	<u>82.5</u>	<u>73.0</u>	<u>73.0</u>	<u>74.4</u>
Total	100.0	100.0	100.0	100.0
U.S. Distribution				
New England	4.5	3.6	3.6	3.7
Mid-Atlantic	12.4	15.7	9.7	13.5
So. Atlantic	42.3	29.2	23.6	29.6
[Washington, D.C. Metro Area]	32.3	18.1	15.1	19.3
E. So. Central	1.5	1.9	2.1	1.9
West So. Central	2.7	2.4	3.0	2.6
E. No. Central	6.2	7.8	8.3	7.7
West No. Central	3.5	3.0	5.3	3.7
Mountain	2.2	2.0	3.6	2.5
Pacific	6.1	6.3	10.8	7.5
U.S. unspecified	1.2	1.0	3.0	1.6
Foreign	<u>17.5</u>	<u>27.1</u>	<u>27.1</u>	<u>25.7</u>
Total	100.0	100.0	100.0	100.0
Local Distribution				
Washington, D.C.	8.0	4.2	5.5	5.1
MD/VA	24.7	14.0	9.0	14.2
Other So. Atlantic	9.6	11.0	8.3	10.0
Other U.S.	40.1	43.7	49.6	44.9
Foreign	<u>17.5</u>	<u>27.1</u>	<u>27.6</u>	<u>25.8</u>
Total	100.0	100.0	100.0	100.0

Table 2.6
Visits made by People 12 Years of Age or Older
Geographic Origin, 1988 Survey Periods and Total
(In Percent)

Characteristic	Survey Periods in 1988			Total
	Summer July 12-Sept. 5	Fall Sept. 6-Oct. 31	Early Winter Nov. 1-Dec. 26	
<u>Global Distribution</u>				
Canada	1.9	2.3	1.7	2.0
Latin America	1.7	2.2	1.0	1.7
[Caribbean]	0.4	0.3	0.1	0.3
[Central America]	0.4	0.6	0.2	0.4
[South America]	0.9	1.3	0.7	1.0
Europe	10.6	12.0	6.9	10.3
[Western Europe]	10.2	11.7	5.8	9.8
[Eastern Europe]	0.3	0.3	1.1	0.5
Far East/Asia/Pacific	3.9	4.3	3.5	4.0
[Far East]	2.7	2.9	2.4	2.7
[Indian Sub-Continent]	0.6	0.4	0.4	0.5
[Pacific]	0.6	1.0	0.8	0.7
Africa	1.8	1.5	1.1	1.6
[Middle East/No.Africa]	1.5	1.2	0.5	1.2
[Sub-Sahara Africa]	0.2	0.3	0.6	0.3
United States	<u>80.2</u>	<u>77.7</u>	<u>85.8</u>	<u>80.5</u>
Total	100.0	100.0	100.0	100.0
<u>U.S. Distribution</u>				
New England	3.9	3.9	5.5	4.2
Mid-Atlantic	15.7	12.5	15.6	14.7
So. Atlantic	32.4	30.1	38.8	33.0
[Washington, D.C. Metro Area]	4.1	4.6	4.3	4.3
E. So. Central	2.4	1.9	1.5	2.1
West So. Central	4.5	4.8	4.3	4.5
E. No. Central	9.7	9.0	7.6	9.1
West No. Central	3.9	3.6	2.8	3.6
Mountain	2.0	2.3	2.1	2.1
Pacific	5.4	9.1	6.5	6.7
U.S. unspecified	0.3	0.5	1.0	0.5
Foreign	<u>19.8</u>	<u>22.3</u>	<u>14.2</u>	<u>19.5</u>
Total	100.0	100.0	100.0	100.0
<u>Local Distribution</u>				
Washington, D.C.	5.0	5.9	5.0	5.3
MD/VA	24.0	20.5	30.0	24.2
Other So. Atlantic	11.2	12.1	10.2	11.3
Other U.S.	59.3	60.8	54.7	58.8
Foreign	<u>0.5</u>	<u>0.8</u>	<u>0.2</u>	<u>0.5</u>
Total	100.0	100.0	100.0	100.0

Table 2.7
Visits made by People 12 Years of Age or Older
Foreign Origins of Visits to NASM, 1988 and 1994 Survey Periods and Totals
(In Percent)

Foreign Areas	1988 Survey			
	<i>Summer</i>	<i>Fall</i>	<i>Early Winter</i>	<i>Total</i>
	July 12- Sept. 5	Sept. 6- Oct. 31	Nov. 1- Dec. 26	
Canada	9.4	10.2	12.3	10.1
Latin America	8.5	9.9	6.8	8.7
Europe	53.3	53.7	48.4	52.8
Far East/Asia/Pacific	27.5	24.7	28.3	26.6
Africa	<u>1.3</u>	<u>1.4</u>	<u>4.1</u>	<u>1.7</u>
Total	100.0	99.9	99.9	99.9

Foreign Areas	1994 Survey			
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
Canada	4.3	7.5	6.6	6.9
Latin America	25.6	12.6	8.3	12.7
Europe	43.1	54.6	56.7	54.0
Far East/Asia/Pacific	25.7	24.4	24.4	24.5
Africa	<u>1.4</u>	<u>1.0</u>	<u>4.0</u>	<u>1.9</u>
Total	100.1	100.1	100.0	100.0

Table 2.8
Visits made by People 12 Years of Age or Older
Geographic Origins and Racial/Ethnic Identification, 1988 Survey Total
(In Percent)

1988 Survey					
Racial/Ethnic Group	Washington, DC	MD/VA Suburbs	Other U.S.	Foreign	Total
... Distribution by Racial/Ethnic Group					
African American/Black	20.3	30.9	42.3	6.4	99.9
Asian/Pacific Islander	3.0	12.0	28.8	56.2	100.0
Hispanic/Native Amer.*	6.0	5.2	35.2	53.6	100.0
White	3.1	19.8	60.8	16.3	100.0
... Distribution by Geography					
African American/Black	29.3	9.7	4.6	2.0	
Asian/Pacific Islander	4.9	4.2	3.5	19.8	
Hispanic/Native Amer.*	4.1	0.8	1.8	7.9	
White	61.8	85.4	90.2	70.3	
Total	100.1	100.1	100.1	100.0	

(cont.)

*The Native American category was not distinguished in the 1988 survey. It was distinguished in 1994. See next page.

Table 2.8 (continued)
Visits made by People 12 Years of Age or Older
Geographic Origins and Racial/Ethnic Identification, 1994 Survey Total
(In Percent)

1994 Survey					
Racial/Ethnic Group	Washington, DC	MD/VA Suburbs	Other U.S.	Foreign	Total
... Distribution by Racial/Ethnic Group					
African American/Black	21.4	22.4	47.0	9.2	100.0
Asian/Pacific Islander	2.3	16.2	35.4	46.1	100.0
Hispanic/Native Amer.*	2.7	14.1	31.4	51.8	100.0
White	4.6	13.1	59.8	22.4	99.9
Multiple Racial/Ethnic**	18.3	8.8	32.0	40.9	100.0
... Distribution by Geography					
African American/Black	20.9	8.1	4.3	1.8	
Asian/Pacific Islander	4.5	11.6	6.4	17.7	
Hispanic/Native Amer.*	3.4	6.4	3.6	12.7	
White	70.5	73.9	85.5	67.6	
Multiple Racial/Ethnic**	<u>0.7</u>	<u>0.1</u>	<u>0.1</u>	<u>0.3</u>	
Total	100.0	100.1	99.9	100.1	

*The Native American category, not distinguished in the 1988 survey, represents only 0.6% of the total 1994 population.

**This category, not distinguished in the 1988 survey, represents only 0.2% of the total 1994 population.

Table 2.9
Visits made by People 12 Years of Age or Older
Geographic Origins of Group Members*, 1994 Survey Periods and Total
(In Percent)

	1994 Survey			<i>Total</i>
	<i>Late Winter</i> Jan. 11- Mar. 6	<i>Summer</i> July 12- Sept. 4	<i>Fall</i> Sept. 6- Oct. 31	
Geographic Origins of Group Members*				
All members from Washington, DC and the MD/VA suburbs	26.2	7.7	6.1	10.1
All members from other U.S. states or foreign countries	55.7	70.6	79.8	70.8
Group includes visitors who are local and non-local	<u>18.1</u>	<u>21.7</u>	<u>14.1</u>	<u>19.1</u>
	100.0	100.0	100.0	100.0

*By definition, this includes only visit groups of two or more people.

Table 2.10
Total 1994 Population
Social Composition, Number in Group and Group Configuration,
1994 Survey Periods and Total
(In Percent)

Characteristic	Survey Periods in 1994			Total
	Late Winter Jan. 11-Mar. 6	Summer July 12-Sept. 4	Fall Sept. 6-Oct. 31	
<u>Number in Group</u>				
One	14.7	12.4	20.5	14.6
Two	28.1	30.3	41.6	32.3
Three	18.3	16.3	11.2	15.5
Four	13.9	17.2	10.6	15.3
Five	6.4	8.6	4.9	7.4
Six-Nine	8.4	8.9	4.7	8.1
Ten-24	3.7	2.3	1.7	2.3
25 or more	<u>6.6</u>	<u>4.1</u>	<u>4.7</u>	<u>4.6</u>
Total	100.0	100.0	100.0	100.0
<u>Configuration of Group</u>				
One adult	14.7	12.4	20.5	14.6
Two adults	28.1	26.4	39.0	29.3
Several adults	15.4	15.0	15.8	15.5
Adult(s) and child(ren)	32.3	38.7	17.2	32.2
[Adult with child(ren)]	9.4	9.5	4.9	8.3
[Sev. adults with child(ren)]	21.8	25.2	10.9	20.8
[Children]	1.1	4.1	1.4	3.1
School/Tour/Teens*	9.4	7.5	7.5	8.3
[School trip]	3.9	0.9	1.5	1.5
[Tour group]	4.0	4.9	5.1	5.2
[Group of teens]	<u>1.5</u>	<u>1.7</u>	<u>0.9</u>	<u>1.6</u>
Total	100.0	100.0	100.0	100.0

* Note: Formal tour and school groups were excluded from the sample. This category only includes members of school or tour groups visiting independently.

Table 2.11
Visits made by People 12 Years of Age or Older
Social Composition, Number in Group and Group Configuration,
1994 Survey Periods and Total
(In Percent)

Characteristic	Survey Periods in 1994			Total
	Late Winter Jan. 11-Mar. 6	Summer July 12-Sept. 4	Fall Sept. 6-Oct. 31	
<u>Number in Group</u>				
One	21.2	14.8	23.0	17.9
Two	38.7	35.0	44.6	38.2
Three	12.8	14.9	9.6	13.1
Four	10.9	14.4	8.7	12.3
Five	3.1	7.4	3.7	5.8
Six-Nine	5.3	7.1	3.8	5.9
Ten-24	2.9	2.3	1.8	2.2
25 or more	<u>5.2</u>	<u>4.1</u>	<u>4.8</u>	<u>4.5</u>
Total	100.0	100.0	100.0	100.0
<u>Configuration of Group</u>				
One adult	21.2	14.8	23.0	17.9
Two adults	38.7	30.8	43.3	35.4
Several adults	11.1	16.9	17.1	16.3
Adult(s) and child(ren)	19.1	29.4	9.0	22.2
[Adult with child(ren)]	3.1	9.0	2.7	6.4
[Sev. adults with child(ren)]	15.5	15.6	4.8	12.4
[Children]	0.5	4.8	1.6	3.4
School/Tour/Teens*	10.0	8.2	7.6	8.2
[School trip]	3.3	0.7	1.0	1.1
[Tour group]	5.1	5.5	5.6	5.5
[Group of teens]	<u>1.5</u>	<u>2.0</u>	<u>1.0</u>	<u>1.6</u>
Total	100.0	100.0	100.0	100.0

* Note: Formal tour and school groups were excluded from the sample. This category only includes members of school or tour groups visiting independently.

Table 2.12
Visits made by People 12 Years of Age or Older
Social Composition, Number in Group and Group Configuration,
1988 Survey Periods and Total
(In Percent)

Characteristic	Survey Periods in 1988			Total
	Summer July 12-Sept. 5	Fall Sept. 6-Oct. 31	Early Winter Nov. 1-Dec. 26	
<u>Number in Group</u>				
One	9.6	14.4	17.7	12.6
Two	30.9	41.7	39.6	35.9
Three	16.3	15.1	12.8	15.3
Four	18.2	11.7	13.2	15.3
Five	10.1	4.3	5.4	7.4
Six-Nine	8.4	5.1	6.4	7.0
Ten-24	3.2	1.3	1.8	2.4
25 or more	<u>3.2</u>	<u>6.4</u>	<u>3.1</u>	<u>4.2</u>
Total	100.0	100.0	100.0	100.0
<u>Configuration of Group</u>				
One adult	9.4	14.1	17.5	12.4
Two adults	27.8	40.3	37.6	33.4
Several adults	18.3	25.8	22.0	21.3
Adult(s) and child(ren)	37.2	11.4	15.0	25.1
[Adult with child(ren)]	12.6	3.5	6.0	8.6
[Sev. adults with child(ren)]	22.8	7.3	8.0	15.2
[Children]	1.8	0.7	1.1	1.3
School/Tour/Teens*	7.3	8.4	7.9	7.8
[School trip]	0.5	1.3	2.3	1.1
[Tour group]	5.1	6.5	3.5	5.2
[Group of teens]	<u>1.7</u>	<u>0.7</u>	<u>2.1</u>	<u>1.5</u>
Total	100.0	100.0	100.0	100.0

* Note: Formal tour and school groups were excluded from the sample. This category only includes members of school or tour groups visiting independently.

Table 2.13
Total 1994 Population
Educational Attainment, 1994 Survey Periods and Total
(In Percent)

Characteristic	Survey Periods in 1994			Total
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	
	Jan. 11-Mar. 6	July 12-Sept. 4	Sept. 6-Oct. 31	
	<u>All Ages</u>			
Pre/Grade School	10.8	19.2	10.5	15.4
Some High School	5.6	8.8	4.5	7.1
High School Graduate	8.6	12.7	13.7	12.3
AA/Jr. College/Tech. School	3.2	2.4	5.4	3.3
Some College	12.8	14.2	12.7	13.6
Bachelor's Degree	25.3	22.4	23.2	23.1
Some Graduate School	5.1	3.6	5.0	4.3
MA/PhD/Prof. Degree	<u>28.6</u>	<u>16.6</u>	<u>25.0</u>	<u>20.9</u>
Total	100.0	100.0	100.0	100.0
	<u>Age 12 or Older</u>			
Pre/Grade School	1.8	4.2	2.8	3.4
Some High School	6.2	10.3	4.8	8.1
High School Graduate	9.8	15.0	14.7	14.0
AA/Jr. College/Tech. School	3.6	2.9	5.7	3.8
Some College	14.2	17.0	13.5	15.5
Bachelor's Degree	28.8	26.4	25.4	26.5
Some Graduate School	5.9	4.3	5.6	4.9
MA/PhD/Prof. Degree	<u>29.6</u>	<u>19.8</u>	<u>27.5</u>	<u>23.7</u>
Total	100.0	100.0	100.0	100.0
	<u>Age 25 or Older</u>			
Less Than HS Graduate	1.1	3.1	2.6	2.6
High School Graduate	9.1	16.6	15.7	15.0
AA/Jr. College/Tech/Some College	16.3	17.4	16.3	16.8
Bachelors/Some Grad.	38.1	36.4	33.4	35.8
MA/PhD/Prof. Degree	<u>35.4</u>	<u>26.6</u>	<u>32.0</u>	<u>29.8</u>
Total	100.0	100.0	100.0	100.0

Table 2.14
Visits made by People 12 Years of Age or Older
Educational Attainment, 1988 Survey Periods and Total
(In Percent)

Characteristic	Survey Periods in 1988			Total
	Summer July 12-Sept. 5	Fall Sept. 6-Oct. 31	Early Winter Nov. 1-Dec. 26	
	<u>Age 12 or Older</u>			
Pre/Grade School	2.2	1.7	1.5	1.9
Some High School	8.2	4.7	5.6	6.7
High School Graduate	16.7	20.0	13.5	17.0
AA/Jr. College/Technical School	5.7	5.1	4.7	5.3
Some College	19.9	16.4	14.0	17.7
Bachelor's Degree	25.0	27.4	32.3	27.1
Some Graduate School	3.5	3.3	3.8	3.5
MA/PhD/Professional Degree	<u>18.8</u>	<u>21.5</u>	<u>24.6</u>	<u>20.7</u>
Total	100.0	100.0	100.0	100.0
	<u>Age 25 or Older</u>			
Less Than High School Graduate	1.2	2.9	1.0	1.7
High School Graduate	16.6	21.8	13.0	17.5
AA/Jr. College/Tech/Some College	22.4	18.3	14.8	19.6
Bachelors/Some Grad.	34.3	31.8	40.0	34.6
MA/PhD/Professional Degree	<u>25.5</u>	<u>25.1</u>	<u>31.2</u>	<u>26.5</u>
Total	100.0	100.0	100.0	100.0

Table 2.15
Visits made by People 18 Years of Age or Older
Occupations and Industries of Visitors to NASM, 1994 Survey Periods and Total
(In Percent)

Occupation	1994 Survey			Total
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
Executive/Management	16.3	16.2	19.3	17.2
Engineer/Architect	8.5	6.9	6.0	6.9
Professional Specialities	24.7	24.6	27.8	25.6
Sales/Technical/Admin. Support	20.5	16.8	20.5	18.5
Service	4.0	6.0	4.4	5.2
Farming/Forestry/Fishing	1.6	1.3	1.2	1.3
Skilled Labor	4.2	5.3	6.4	5.5
Semi-skilled Labor	3.1	2.4	2.4	2.5
Active Military	2.2	2.2	2.6	2.3
Not in labor force	<u>15.0</u>	<u>18.2</u>	<u>9.5</u>	<u>15.0</u>
Total	100.1	99.9	100.1	100.0
<u>Industry</u>				
Agriculture/Forestry/Fishing/Mining	1.9	2.2	0.5	1.7
Construction/Manufacturing	7.3	10.8	14.7	11.4
Transportation/Communications/Public Utilities	7.3	5.7	7.2	6.4
Wholesale/Retail Trade	5.5	5.6	7.6	6.1
Finance/Business Services/Insurance	6.8	7.1	6.8	7.0
Personal Services/Entertainment	4.7	4.0	2.7	3.7
Professional and Related Services	31.8	28.9	29.3	29.5
Public Administration	14.3	9.2	13.2	11.3
Active Military	7.5	4.9	3.8	5.0
Not in labor force	<u>12.9</u>	<u>21.5</u>	<u>14.1</u>	<u>17.9</u>
Total	100.0	99.9	99.9	100.0

Source: Institutional Studies Office (ISO)

Table 3.1
Visits made by People 12 Years of Age or Older
Reason for Visit to Washington, 1994 Survey Periods and Total
(In Percent)

Reason for Visit to Washington	1994 Survey			Total
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
Business/Work in DC/School	37.9	16.7	28.1	22.5
Vacation*	50.3	70.3	60.2	65.1
Visiting Friends/Family	<u>11.8</u>	<u>12.9</u>	<u>11.7</u>	<u>12.4</u>
Total	100.0	99.9	100.0	100.0
<i>Period Totals</i>	16.3	57.5	26.3	100.1

*Includes shopping and restaurant responses, which are .5% of the reasons given for visiting Washington.

Table 3.2
Late Winter Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Reason for Visit to Washington
(In Percent)

	Reason for Visit to Washington			
	<i>Business/ Work in DC/ School</i>	<i>Vacation*</i>	<i>Visiting Friends/ Family</i>	<i>Total</i>
<u>Gender</u>				
Female	22.1	37.5	33.6	35.7
Male	<u>77.9</u>	<u>62.5</u>	<u>66.4</u>	<u>64.3</u>
Total	100.0	100.0	100.0	100.0
<u>Age</u>				
12 to 19	10.1	9.2	2.8	8.8
[12-14]	3.5	3.4	0.0	2.3
[15-17]	5.2	4.7	0.5	5.2
[18-19]	1.4	1.1	2.3	1.3
20 to 24	9.1	9.1	7.8	8.0
25 to 34	19.9	29.1	36.6	25.3
35 to 44	33.0	25.8	7.2	27.1
45 to 54	17.7	18.9	19.1	19.5
55 to 64	4.4	3.9	9.9	5.6
65 or older	<u>6.0</u>	<u>4.1</u>	<u>16.8</u>	<u>5.9</u>
Total	100.2	100.1	100.2	100.2
<u>Cultural/Racial/Ethnic</u>				
Minority	12.4	22.2	14.8	20.5
[African American/Black]	4.2	6.2	3.1	5.6
[Asian/Pacific Islander]	4.0	10.4	3.8	8.5
[Hispanic/Nat. Amer./Multiple]	4.2	5.6	7.9	6.4
White	<u>87.6</u>	<u>77.9</u>	<u>85.2</u>	<u>79.4</u>
Total	100.0	100.1	100.0	99.9
<u>Geographic Origin</u>				
Washington, DC	10.2	5.5	0.8	8.0
MD/VA Suburbs	20.5	30.7	14.3	24.7
Other U.S.	56.2	47.0	64.7	49.7
Foreign	<u>13.2</u>	<u>16.8</u>	<u>20.1</u>	<u>17.5</u>
Total	100.1	100.0	99.9	99.9
<i>Period Totals</i>	37.9	50.3	11.8	100.0

(cont.)

*Includes shopping and restaurant responses, which are .5% of the reasons given for visiting Washington.

Table 3.2 (continued)
Late Winter Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Reason for Visit to Washington
(In Percent)

	Reason for Visit to Washington			
	<i>Business/ Work in DC/ School</i>	<i>Vacation*</i>	<i>Visiting Friends/ Family</i>	<i>Total</i>
<u>Configuration of Group</u>				
One Adult	24.0	12.9	9.6	21.2
Two Adults	33.3	27.6	44.7	38.7
Several Adults	14.8	13.1	16.4	11.1
Adult(s) and Child(ren)	12.8	37.5	28.1	19.1
School/Tour/Teen Groups	<u>15.2</u>	<u>9.0</u>	<u>1.2</u>	<u>10.0</u>
Total	100.1	100.1	100.0	100.1
<u>Educational Attainment</u>				
Less than High School Graduate	9.2	7.8	2.0	8.0
High School Graduate	5.7	11.6	14.0	9.8
AA/Jr. College/Tech./Some College	18.0	14.5	34.6	17.9
Bachelors/Some Graduate Study	34.6	37.0	27.6	34.7
MA/PhD/Professional Degree	<u>32.6</u>	<u>29.1</u>	<u>21.9</u>	<u>29.6</u>
Total	100.1	100.0	100.1	100.0
<i>Period Totals</i>	37.9	50.3	11.8	100.0

Table 3.2
Summer Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Reason for Visit to Washington
(In Percent)

	Reason for Visit to Washington			
	<i>Business/ Work in DC/ School</i>	<i>Vacation*</i>	<i>Visiting Friends/ Family</i>	<i>Total</i>
<u>Gender</u>				
Female	34.1	43.8	31.9	44.1
Male	<u>65.9</u>	<u>56.2</u>	<u>68.1</u>	<u>55.9</u>
Total	100.0	100.0	100.0	100.0
<u>Age</u>				
12 to 19	13.5	15.5	19.1	12.8
[12-14]	2.6	6.7	5.4	4.3
[15-17]	6.8	5.2	6.6	4.4
[18-19]	4.1	3.6	7.1	4.1
20 to 24	6.3	10.2	12.8	11.7
25 to 34	23.0	20.3	21.9	20.8
35 to 44	27.8	24.8	19.7	25.5
45 to 54	19.8	18.1	16.6	17.0
55 to 64	5.8	7.1	4.3	8.1
65 or older	<u>3.9</u>	<u>3.9</u>	<u>5.6</u>	<u>4.1</u>
Total	100.1	99.9	100.0	100.0
<u>Cultural/Racial/Ethnic</u>				
Minority	19.1	21.4	19.1	23.9
[African American/Black]	10.2	3.6	2.9	5.4
[Asian/Pacific Islander]	4.8	9.9	10.7	11.3
[Hispanic/Nat. Amer./Multiple]	4.1	7.9	5.5	7.2
White	<u>80.9</u>	<u>78.7</u>	<u>81.0</u>	<u>76.1</u>
Total	100.0	100.1	100.1	100.0
<u>Geographic Origin</u>				
Washington, DC	12.8	1.7	0.8	4.2
MD/VA Suburbs	23.6	13.7	7.8	14.0
Other U.S.	49.6	60.4	67.6	54.7
Foreign	<u>14.0</u>	<u>24.2</u>	<u>23.9</u>	<u>27.1</u>
Total	100.0	100.0	100.1	100.0
<i>Period Totals</i>	16.7	70.3	12.9	99.9

(cont.)

*Includes shopping and restaurant responses, which are .5% of the reasons given for visiting Washington.

Table 3.2 (continued)
Summer Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Reason for Visit to Washington
(In Percent)

	Reason for Visit to Washington			
	<i>Business/ Work in DC/ School</i>	<i>Vacation*</i>	<i>Visiting Friends/ Family</i>	<i>Total</i>
<u>Configuration of Group</u>				
One Adult	30.1	6.6	8.5	14.8
Two Adults	26.4	31.1	29.8	30.8
Several Adults	8.0	15.6	26.3	16.9
Adult(s) and Child(ren)	23.0	37.7	28.2	29.4
School/Tour/Teen Groups	<u>12.5</u>	<u>9.0</u>	<u>7.2</u>	<u>8.2</u>
Total	100.0	100.0	100.0	100.1
<u>Educational Attainment</u>				
Less than High School Graduate	13.8	14.7	14.5	14.5
High School Graduate	9.4	16.0	19.9	15.0
AA/Jr. College/Tech./Some College	15.5	21.9	11.9	19.9
Bachelors/Some Graduate Study	35.4	29.9	28.1	30.7
MA/PhD/Professional Degree	<u>25.9</u>	<u>17.4</u>	<u>25.5</u>	<u>19.8</u>
Total	100.0	99.9	99.9	99.9
<i>Period Totals</i>	16.7	70.3	12.9	99.9

Table 3.2
Fall Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Reason for Visit to Washington
(In Percent)

	Reason for Visit to Washington			
	<i>Business/ Work in DC/ School</i>	<i>Vacation*</i>	<i>Visiting Friends/ Family</i>	<i>Total</i>
<u>Gender</u>				
Female	29.6	42.6	47.7	41.6
Male	<u>70.4</u>	<u>57.4</u>	<u>52.4</u>	<u>58.4</u>
Total	100.0	100.0	100.1	100.0
<u>Age</u>				
12 to 19	10.7	5.5	7.9	7.1
[12-14]	6.3	2.1	0.7	2.5
[15-17]	2.3	1.6	3.9	2.4
[18-19]	2.1	1.8	3.3	2.2
20 to 24	5.3	8.0	14.3	8.2
25 to 34	26.3	26.3	19.8	23.6
35 to 44	24.7	13.3	13.5	19.0
45 to 54	21.5	18.2	12.6	18.8
55 to 64	9.5	14.2	12.0	12.8
65 or older	<u>2.0</u>	<u>14.4</u>	<u>19.9</u>	<u>10.5</u>
Total	100.0	99.9	100.0	100.0
<u>Cultural/Racial/Ethnic</u>				
Minority	15.1	13.3	11.2	17.9
[African American/Black]	3.9	3.7	0.5	3.8
[Asian/Pacific Islander]	6.0	5.7	6.9	8.7
[Hispanic/Nat. Amer./Multiple]	5.2	3.9	3.8	5.4
White	<u>84.9</u>	<u>86.6</u>	<u>88.8</u>	<u>82.1</u>
Total	100.0	99.9	100.0	100.0
<u>Geographic Origin</u>				
Washington, DC	6.2	4.7	1.2	5.5
MD/VA Suburbs	7.8	11.2	6.9	9.0
Other U.S.	65.1	56.3	67.7	57.9
Foreign	<u>20.9</u>	<u>27.8</u>	<u>24.3</u>	<u>27.6</u>
Total	100.0	100.0	100.1	100.0
<i>Period Totals</i>	28.1	60.2	11.7	100.0

(cont.)

*Includes shopping and restaurant responses, which are .5% of the reasons given for visiting Washington.

Table 3.2 (continued)
Fall Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Reason for Visit to Washington
(In Percent)

	Reason for Visit to Washington			
	<i>Business/ Work in DC/ School</i>	<i>Vacation*</i>	<i>Visiting Friends/ Family</i>	<i>Total</i>
<u>Configuration of Group</u>				
One Adult	40.4	11.9	21.6	23.0
Two Adults	31.3	48.2	39.4	43.3
Several Adults	10.7	18.6	31.2	17.1
Adult(s) and Child(ren)	5.9	10.9	7.5	9.0
School/Tour/Teen Groups	<u>11.7</u>	<u>10.3</u>	<u>0.3</u>	<u>7.6</u>
Total	100.0	99.9	100.0	100.0
<u>Educational Attainment</u>				
Less than High School Graduate	10.1	7.1	4.0	7.6
High School Graduate	4.3	19.2	15.8	14.7
AA/Jr. College/Tech./Some Colleg	8.9	21.4	29.5	19.2
Bachelors/Some Graduate Study	29.9	30.7	35.5	30.9
MA/PhD/Professional Degree	<u>46.9</u>	<u>21.7</u>	<u>15.3</u>	<u>27.5</u>
Total	100.1	100.1	100.1	99.9
<i>Period Totals</i>	28.1	60.2	11.7	100.0

Table 3.3
Visits made by People 12 Years of Age or Older
Number of Days in Washington, D.C., 1994 Survey Periods and Total
(In Percent)

Number of Days in Washington, D.C.	1994 Survey			
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
Today only	23.9	20.1	12.7	18.5
2 days	14.6	21.9	19.1	20.0
3 days	14.9	18.5	19.6	18.3
4 days	15.8	10.5	18.9	13.8
5 days	9.6	6.9	10.5	8.4
6 days	5.5	4.5	4.7	4.7
1-2 weeks	9.6	13.3	11.6	12.2
More than 2 weeks	<u>6.1</u>	<u>4.2</u>	<u>2.9</u>	<u>4.1</u>
Total	100.0	99.9	100.0	100.0
<i>Period Totals</i>	16.3	57.5	26.3	100.1

Table 3.4
Visits made by People 12 Years of Age or Older
Familiarity with NASM and the Smithsonian, 1994 Survey Periods and Total
(In Percent)

	1994 Survey			<i>Total</i>
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
Familiarity with NASM and SI				
First visit to NASM + first visit to SI	20.3	34.9	34.2	32.2
First visit to NASM + repeat visit to SI	12.6	15.0	15.1	14.6
Repeat visit to NASM and SI	63.8	42.7	44.1	46.7
Repeat visit to NASM + never visited other SI	<u>3.3</u>	<u>7.4</u>	<u>6.6</u>	<u>6.5</u>
Total	100.0	100.0	100.0	100.0
<i>Period Totals</i>	16.3	57.5	26.3	100.1

Table 3.5
Late Winter Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Familiarity with NASM and the Smithsonian
(In Percent)

	<u>Familiarity with NASM and the Smithsonian</u>				
	<i>First Visit to NASM + First Visit to SI</i>	<i>First Visit to NASM + Repeat Visit to SI</i>	<i>Repeat Visit to NASM and SI</i>	<i>Repeat Visit to NASM + Never Visited Other SI</i>	<i>Total</i>
<u>Gender</u>					
Female	31.3	33.7	31.8	32.4	35.7
Male	<u>68.7</u>	<u>66.3</u>	<u>68.2</u>	<u>67.6</u>	<u>64.3</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Age</u>					
12 to 19	9.4	10.0	8.7	7.8	8.8
[12-14]	3.8	5.6	2.5	0.0	2.3
[15-17]	4.2	3.4	4.9	3.8	5.2
[18-19]	1.4	1.0	1.3	4.0	1.3
20 to 24	9.9	11.8	8.3	14.7	8.0
25 to 34	35.5	15.5	25.3	20.9	25.3
35 to 44	25.0	38.6	25.3	16.5	27.1
45 to 54	11.0	14.1	20.9	17.8	19.5
55 to 64	4.3	1.1	5.1	19.2	5.6
65 or older	<u>4.9</u>	<u>9.0</u>	<u>6.3</u>	<u>3.2</u>	<u>5.9</u>
Total	100.0	100.1	99.9	100.1	100.2
<u>Cultural/Racial/Ethnic</u>					
Minority	24.7	24.5	13.5	21.2	20.5
[African American/Black]	6.4	3.1	5.3	1.8	5.6
[Asian/Pacific Islander]	9.5	11.3	5.4	17.6	8.5
[Hispanic/Nat. Amer./Multiple]	8.8	10.1	2.8	1.8	6.4
White	<u>75.3</u>	<u>75.6</u>	<u>86.5</u>	<u>78.8</u>	<u>79.4</u>
Total	100.0	100.1	100.0	100.0	99.9
<u>Geographic Origin</u>					
Washington, DC	0.1	1.7	11.0	1.8	8.0
MD/VA Suburbs	7.1	9.2	36.4	23.8	24.7
Other U.S.	63.0	58.3	44.9	71.0	49.7
Foreign	<u>29.7</u>	<u>30.9</u>	<u>7.8</u>	<u>3.4</u>	<u>17.5</u>
Total	99.9	100.1	100.1	100.0	99.9
<i>Period Totals</i>	20.3	12.6	63.8	3.3	100.0

(cont.)

Table 3.5 (continued)
Late Winter Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Familiarity with NASM and the Smithsonian
(In Percent)

	<u>Familiarity with NASM and the Smithsonian</u>				<i>Total</i>
	<i>First Visit to NASM + First Visit to SI</i>	<i>First Visit to NASM + Repeat Visit to SI</i>	<i>Repeat Visit to NASM and SI</i>	<i>Repeat Visit to NASM + Never Visited Other SI</i>	
<u>Configuration of Group</u>					
One Adult	16.6	21.5	14.4	33.7	21.2
Two Adults	28.8	35.2	31.1	26.2	38.7
Several Adults	16.0	17.0	12.5	17.9	11.1
Adult(s) and Child(ren)	18.2	17.8	33.8	20.4	19.1
School/Tour/Teen Groups	<u>20.4</u>	<u>8.5</u>	<u>8.2</u>	<u>1.8</u>	<u>10.0</u>
Total	100.0	100.0	100.0	100.0	100.1
<u>Educational Attainment</u>					
Less than High School Graduate	8.0	9.0	8.0	3.9	8.0
High School Graduate	19.3	10.7	6.1	24.5	9.8
AA/Jr. College/Tech./Some College	20.8	25.1	15.2	8.6	17.9
Bachelors/Some Graduate Study	33.7	27.1	37.7	17.2	34.7
MA/PhD/Professional Degree	<u>18.2</u>	<u>28.2</u>	<u>33.1</u>	<u>45.8</u>	<u>29.6</u>
Total	100.0	100.1	100.1	100.0	100.0
<i>Period Totals</i>	20.3	12.6	63.8	3.3	100.0

Table 3.5
Summer Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Familiarity with NASM and the Smithsonian
(In Percent)

	Familiarity with NASM and the Smithsonian				Total
	<i>First Visit to NASM + First Visit to SI</i>	<i>First Visit to NASM + Repeat Visit to SI</i>	<i>Repeat Visit to NASM and SI</i>	<i>Repeat Visit to NASM + Never Visited Other SI</i>	
<u>Gender</u>					
Female	37.6	45.5	44.4	28.9	44.1
Male	<u>62.4</u>	<u>54.6</u>	<u>55.6</u>	<u>71.1</u>	<u>55.9</u>
Total	100.0	100.1	100.0	100.0	100.0
<u>Age</u>					
12 to 19	25.7	15.0	8.7	13.3	12.8
[12-14]	10.3	6.4	2.3	7.1	4.3
[15-17]	9.8	4.3	2.8	3.7	4.4
[18-19]	5.6	4.3	3.6	2.5	4.1
20 to 24	10.2	14.6	7.9	13.0	11.7
25 to 34	19.8	20.1	22.2	23.0	20.8
35 to 44	21.0	22.8	27.7	23.1	25.5
45 to 54	15.5	17.2	21.2	17.3	17.0
55 to 64	5.5	6.0	7.4	4.1	8.1
65 or older	<u>2.3</u>	<u>4.3</u>	<u>5.0</u>	<u>6.3</u>	<u>4.1</u>
Total	100.0	100.0	100.1	100.1	100.0
<u>Cultural/Racial/Ethnic</u>					
Minority	21.8	16.0	17.9	41.1	23.9
[African American/Black]	4.2	4.9	5.3	3.6	5.4
[Asian/Pacific Islander]	10.0	6.5	6.7	22.9	11.3
[Hispanic/Nat. Amer./Multiple]	7.6	4.6	5.9	14.6	7.2
White	<u>78.2</u>	<u>84.0</u>	<u>82.2</u>	<u>58.8</u>	<u>76.1</u>
Total	100.0	100.0	100.1	99.9	100.0
<u>Geographic Origin</u>					
Washington, DC	0.7	2.0	7.1	0.9	4.2
MD/VA Suburbs	0.9	6.8	29.4	19.8	14.0
Other U.S.	60.4	67.5	56.6	53.9	54.7
Foreign	<u>37.9</u>	<u>23.7</u>	<u>6.9</u>	<u>25.4</u>	<u>27.1</u>
Total	99.9	100.0	100.0	100.0	100.0
<i>Period Totals</i>	34.9	15.0	42.7	7.4	100.0

(cont.)

Table 3.5 (continued)
Summer Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Familiarity with NASM and the Smithsonian
(In Percent)

	<u>Familiarity with NASM and the Smithsonian</u>				<i>Total</i>
	<i>First Visit to NASM + First Visit to SI</i>	<i>First Visit to NASM + Repeat Visit to SI</i>	<i>Repeat Visit to NASM and SI</i>	<i>Repeat Visit to NASM + Never Visited Other SI</i>	
<u>Configuration of Group</u>					
One Adult	8.2	9.6	12.9	11.2	14.8
Two Adults	25.8	35.8	31.2	30.1	30.8
Several Adults	17.8	16.4	12.8	23.1	16.9
Adult(s) and Child(ren)	31.9	29.9	37.9	29.5	29.4
School/Tour/Teen Groups	<u>16.3</u>	<u>8.4</u>	<u>5.3</u>	<u>6.1</u>	<u>8.2</u>
Total	100.0	100.1	100.1	100.0	100.1
<u>Educational Attainment</u>					
Less than High School Graduate	23.6	15.5	6.7	15.6	14.5
High School Graduate	16.5	18.5	14.0	7.6	15.0
AA/Jr. College/Tech./Some College	22.5	21.4	18.2	15.5	19.9
Bachelors/Some Graduate Study	22.6	30.4	37.3	30.7	30.7
MA/PhD/Professional Degree	<u>14.9</u>	<u>14.2</u>	<u>23.9</u>	<u>30.6</u>	<u>19.8</u>
Total	100.1	100.0	100.1	100.0	99.9
<i>Period Totals</i>	34.9	15.0	42.7	7.4	100.0

Table 3.5
Fall Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Familiarity with NASM and the Smithsonian
(In Percent)

	<u>Familiarity with NASM and the Smithsonian</u>				
	<i>First Visit to NASM + First Visit to SI</i>	<i>First Visit to NASM + Repeat Visit to SI</i>	<i>Repeat Visit to NASM and SI</i>	<i>Repeat Visit to NASM + Never Visited Other SI</i>	<i>Total</i>
<u>Gender</u>					
Female	37.6	46.3	41.9	29.7	41.6
Male	<u>62.4</u>	<u>53.7</u>	<u>58.1</u>	<u>70.3</u>	<u>58.4</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Age</u>					
12 to 19	10.1	6.4	4.8	9.5	7.1
[12-14]	3.3	5.2	1.2	7.1	2.5
[15-17]	3.7	0.0	1.7	0.8	2.4
[18-19]	3.1	1.2	1.9	1.6	2.2
20 to 24	8.1	7.4	8.3	7.3	8.2
25 to 34	29.1	29.9	21.9	22.9	23.6
35 to 44	13.1	13.5	19.2	26.3	19.0
45 to 54	14.8	18.8	23.5	10.9	18.8
55 to 64	10.2	12.8	13.2	13.2	12.8
65 or older	<u>14.6</u>	<u>11.2</u>	<u>9.2</u>	<u>9.8</u>	<u>10.5</u>
Total	100.0	100.0	100.1	99.9	100.0
<u>Cultural/Racial/Ethnic</u>					
Minority	10.5	20.1	11.7	23.0	17.9
[African American/Black]	2.8	3.5	3.6	4.8	3.8
[Asian/Pacific Islander]	4.0	11.2	4.7	12.6	8.7
[Hispanic/Nat. Amer./Multiple]	3.7	5.4	3.4	5.6	5.4
White	<u>89.5</u>	<u>79.9</u>	<u>88.3</u>	<u>77.0</u>	<u>82.1</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Geographic Origin</u>					
Washington, DC	0.4	1.7	10.8	5.3	5.5
MD/VA Suburbs	2.1	4.0	18.8	9.0	9.0
Other U.S.	57.0	72.0	58.9	52.4	57.9
Foreign	<u>40.6</u>	<u>22.3</u>	<u>11.6</u>	<u>33.3</u>	<u>27.6</u>
Total	100.1	100.0	100.1	100.0	100.0
<i>Period Totals</i>	34.2	15.1	44.1	6.6	100.0

(cont.)

Table 3.5 (continued)

Fall PeriodVisits made by People 12 Years of Age or OlderSelect Demographic Characteristics by Familiarity with NASM and the Smithsonian

(In Percent)

	<u>Familiarity with NASM and the Smithsonian</u>				<i>Total</i>
	<i>First Visit to</i>	<i>First Visit to</i>	<i>Repeat Visit</i>	<i>Repeat Visit</i>	
	<i>NASM + First</i>	<i>NASM + Repeat</i>	<i>to NASM and</i>	<i>to NASM + Never</i>	
	<i>Visit to SI</i>	<i>Visit to SI</i>	<i>SI</i>	<i>Visited Other SI</i>	
<u>Configuration of Group</u>					
One Adult	18.3	15.0	24.6	15.3	23.0
Two Adults	46.1	46.0	40.1	36.5	43.3
Several Adults	17.0	17.3	18.3	23.4	17.1
Adult(s) and Child(ren)	5.8	8.1	11.0	18.6	9.0
School/Tour/Teen Groups	<u>12.7</u>	<u>13.6</u>	<u>6.0</u>	<u>6.2</u>	<u>7.6</u>
Total	99.9	100.0	100.0	100.0	100.0
<u>Educational Attainment</u>					
Less than High School Graduate	10.1	9.9	3.4	10.8	7.6
High School Graduate	21.3	17.7	8.5	18.4	14.7
AA/Jr. College/Tech./Some Colleg	22.1	15.4	18.1	16.7	19.2
Bachelors/Some Graduate Study	29.0	28.5	32.9	36.8	30.9
MA/PhD/Professional Degree	<u>17.4</u>	<u>28.5</u>	<u>37.0</u>	<u>17.2</u>	<u>27.5</u>
Total	99.9	100.0	99.9	99.9	99.9
<i>Period Totals</i>	34.2	15.1	44.1	6.6	100.0

Table 3.6
Visits made by People 12 Years of Age or Older
Visit to NASM or the Smithsonian, 1994 Survey Periods and Total
(In Percent)

	1994 Survey			
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
Visit to NASM or the Smithsonian				
NASM only	41.6	28.6	26.9	30.2
NASM, other SI museums if time	8.7	8.2	4.2	7.2
General SI visit	<u>49.7</u>	<u>63.3</u>	<u>68.9</u>	<u>62.6</u>
Total	100.0	100.1	100.0	100.0
<i>Period Totals</i>	16.3	57.5	26.3	100.1

Table 3.7
Late Winter Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Visit to NASM or the Smithsonian
(In Percent)

	Visit to NASM or the Smithsonian			
	<i>NASM Only</i>	<i>NASM, Others if Time</i>	<i>General SI Visit</i>	<i>Total</i>
<u>Age</u>				
12 to 19	5.1	10.1	11.6	8.8
[12-14]	2.5	5.1	2.8	2.3
[15-17]	2.1	4.3	6.6	5.2
[18-19]	0.5	0.7	2.2	1.3
20 to 24	7.2	12.2	10.3	8.0
25 to 34	19.5	31.5	29.3	25.3
35 to 44	37.0	28.9	18.7	27.1
45 to 54	20.0	12.7	18.6	19.5
55 to 64	5.9	0.8	4.9	5.6
65 or older	<u>5.4</u>	<u>3.8</u>	<u>6.6</u>	<u>5.9</u>
Total	100.1	100.0	100.0	100.2
<u>Geographic Origin</u>				
Washington, DC	10.0	4.2	5.9	8.0
MD/VA Suburbs	33.7	16.4	23.7	24.7
Other U.S.	42.0	57.6	55.4	49.7
Foreign	<u>14.4</u>	<u>21.8</u>	<u>15.1</u>	<u>17.5</u>
Total	100.1	100.0	100.1	99.9
<u>Configuration of Group</u>				
One Adult	17.9	17.1	16.0	21.2
Two Adults	25.2	35.6	36.4	38.7
Several Adults	13.1	19.1	13.5	11.1
Adult(s) and Child(ren)	37.1	14.5	24.3	19.1
School/Tour/Teen Groups	<u>6.7</u>	<u>13.7</u>	<u>9.9</u>	<u>10.0</u>
Total	100.0	100.0	100.1	100.1
<u>Educational Attainment</u>				
Less than High School Graduate	4.0	9.9	10.5	8.0
High School Graduate	9.5	5.3	10.2	9.8
AA/Jr. College/Tech./Some College	16.9	15.7	19.6	17.9
Bachelors/Some Graduate Study	36.0	43.6	33.5	34.7
MA/PhD/Professional Degree	<u>33.6</u>	<u>25.5</u>	<u>26.2</u>	<u>29.6</u>
Total	100.0	100.0	100.0	100.0
<i>Period Totals</i>	41.6	8.7	49.7	100.0

Table 3.7
Summer Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Visit to NASM or the Smithsonian
(In Percent)

	Visit to NASM or the Smithsonian			
	<i>NASM Only</i>	<i>NASM, Others if Time</i>	<i>General SI Visit</i>	<i>Total</i>
<u>Age</u>				
12 to 19	17.8	7.6	16.4	12.8
[12-14]	7.5	0.5	6.0	4.3
[15-17]	7.3	5.8	5.0	4.4
[18-19]	3.0	1.3	5.4	4.1
20 to 24	7.5	9.6	11.2	11.7
25 to 34	15.8	20.5	23.6	20.8
35 to 44	23.7	33.9	23.3	25.5
45 to 54	21.8	18.2	16.7	17.0
55 to 64	7.6	7.7	5.6	8.1
65 or older	<u>5.7</u>	<u>2.5</u>	<u>3.3</u>	<u>4.1</u>
Total	99.9	100.0	100.1	100.0
<u>Geographic Origin</u>				
Washington, DC	8.1	2.8	1.7	4.2
MD/VA Suburbs	19.2	12.8	13.7	14.0
Other U.S.	44.7	67.1	65.1	54.7
Foreign	<u>28.1</u>	<u>17.3</u>	<u>19.6</u>	<u>27.1</u>
Total	100.1	100.0	100.1	100.0
<u>Configuration of Group</u>				
One Adult	15.1	9.8	8.7	14.8
Two Adults	26.0	27.3	32.1	30.8
Several Adults	14.9	23.7	15.0	16.9
Adult(s) and Child(ren)	32.1	35.0	34.7	29.4
School/Tour/Teen Groups	<u>11.9</u>	<u>4.2</u>	<u>9.6</u>	<u>8.2</u>
Total	100.0	100.0	100.1	100.1
<u>Educational Attainment</u>				
Less than High School Graduate	18.4	7.0	13.8	14.5
High School Graduate	9.3	15.4	17.7	15.0
AA/Jr. College/Tech./Some College	16.3	17.3	21.7	19.9
Bachelors/Some Graduate Study	32.3	49.6	27.5	30.7
MA/PhD/Professional Degree	<u>23.8</u>	<u>10.8</u>	<u>19.3</u>	<u>19.8</u>
Total	100.1	100.1	100.0	99.9
<i>Period Totals</i>	28.6	8.2	63.3	100.1

Table 3.7
Fall Period
Visits made by People 12 Years of Age or Older
Select Demographic Characteristics by Visit to NASM or the Smithsonian
(In Percent)

	Visit to NASM or the Smithsonian			
	NASM Only	NASM, Others if Time	General SI Visit	Total
<u>Age</u>				
12 to 19	6.7	3.8	7.9	7.1
[12-14]	3.0	3.8	3.1	2.5
[15-17]	1.1	0.0	2.6	2.4
[18-19]	2.6	0.0	2.2	2.2
20 to 24	7.4	0.0	8.9	8.2
25 to 34	19.5	22.9	28.3	23.6
35 to 44	21.0	20.1	14.8	19.0
45 to 54	22.1	36.6	16.9	18.8
55 to 64	10.5	11.2	13.2	12.8
65 or older	<u>12.8</u>	<u>5.4</u>	<u>10.0</u>	<u>10.5</u>
Total	100.0	100.0	100.0	100.0
<u>Geographic Origin</u>				
Washington, DC	9.1	2.2	4.4	5.5
MD/VA Suburbs	15.9	7.3	8.1	9.0
Other U.S.	50.9	64.8	61.8	57.9
Foreign	<u>24.1</u>	<u>25.7</u>	<u>25.8</u>	<u>27.6</u>
Total	100.0	100.0	100.1	100.0
<u>Configuration of Group</u>				
One Adult	21.5	12.9	20.8	23.0
Two Adults	38.9	38.9	43.4	43.3
Several Adults	20.8	29.3	16.9	17.1
Adult(s) and Child(ren)	12.2	8.0	8.5	9.0
School/Tour/Teen Groups	<u>6.7</u>	<u>10.9</u>	<u>10.6</u>	<u>7.6</u>
Total	100.1	100.0	100.2	100.0
<u>Educational Attainment</u>				
Less than High School Graduate	8.2	7.2	7.2	7.6
High School Graduate	10.1	8.3	15.7	14.7
AA/Jr. College/Tech./Some College	22.7	19.4	18.2	19.2
Bachelors/Some Graduate Study	30.9	36.9	31.2	30.9
MA/PhD/Professional Degree	<u>28.2</u>	<u>28.4</u>	<u>27.8</u>	<u>27.5</u>
Total	100.1	100.2	100.1	99.9
<u>Period Totals</u>	26.9	4.2	68.9	100.0

Table 3.8
Visits made by People 12 Years of Age or Older
Number and Frequency of Visits to NASM, 1994 Survey Periods and Total
(In Percent)

	1994 Survey				
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>	
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31		
Number of Visits to NASM					
First visit	35.4	50.0	49.3	47.0	
1-3	27.5	27.9	25.4	27.1	
4-9	17.6	10.4	11.1	12.0	
10+	<u>19.5</u>	<u>11.8</u>	<u>14.2</u>	<u>13.9</u>	
Total	100.0	100.1	100.0	100.0	
Frequency of 10+ Visits					
	<i>As a percent of 10+ visits . . .</i>				<i>Percent of Total</i>
Weekly	4.1	7.0	7.3	6.5	1.0
Monthly	24.0	18.5	17.1	18.6	2.5
Every 2-5 months	39.8	30.0	23.8	30.9	4.3
Twice yearly	15.8	19.0	18.8	18.7	2.5
Once a year	14.8	19.1	15.9	17.5	2.4
Every 2 years	0.5	4.4	15.3	6.4	0.9
Less often than every 2 years	<u>1.0</u>	<u>2.0</u>	<u>1.9</u>	<u>1.5</u>	<u>0.2</u>
Total	100.0	100.0	100.1	100.0	13.9
<i>Period Totals</i>	16.3	57.5	26.3	100.1	

Table 3.9
Visits made by People 12 Years of Age or Older
When the Decision to Visit NASM was Made, 1994 Survey Periods and Total
(In Percent)

When the Decision to Visit NASM was Made	1994 Survey			Total
	Late Winter Jan. 11- Mar. 6	Summer July 12- Sept. 4	Fall Sept. 6- Oct. 31	
<i>Non-local Visitors:</i>				
Day of interview	19.0	19.7	21.5	20.1
After arrival in Washington	25.0	20.8	15.1	19.7
Before trip to Washington	<u>56.0</u>	<u>59.5</u>	<u>63.4</u>	<u>60.1</u>
Total	100.0	100.0	100.0	100.0
<i>Local Visitors:</i>				
Day of interview	53.7	47.6	54.3	50.7
Before day of interview	<u>46.3</u>	<u>52.4</u>	<u>45.7</u>	<u>49.3</u>
Total	100.0	100.0	100.0	100.0
<i>Period Totals</i>	16.3	57.5	26.3	100.1

Table 3.10
Visits made by People 12 Years of Age or Older
Reasons for the Decision to Visit NASM, 1994 Survey Periods and Total
(In Percent)

	1994 Survey			Total
	Late Winter Jan. 11- Mar. 6	Summer July 12- Sept. 4	Fall Sept. 6- Oct. 31	
<i>Major Categories -</i>				
<u>Reasons for the Decision to Visit NASM</u>				
Information Sources	11.7	20.3	17.2	18.4
Recommendation	10.3	13.4	16.2	13.9
Social reason	20.0	19.1	14.4	17.8
Specific reason	8.7	4.6	6.9	5.8
Subject interest	28.1	23.1	28.4	25.2
Wandered by/spontaneous visit	9.0	5.0	4.3	5.3
Repeat visit	<u>12.2</u>	<u>14.6</u>	<u>12.5</u>	<u>13.7</u>
Total	100.0	100.1	99.9	100.1
 <i>Detailed Categories -</i>				
<u>Reasons for the Decision to Visit NASM</u>				
Information sources:	11.7	20.3	17.2	18.4
SI/ Air & Space Magazines	0.4	1.1	1.2	1.1
Castle/SI Information	0.2	0.5	0.6	0.5
Washington, D.C. Tourist Information	0.5	1.0	1.3	1.0
Tourmobile/Tour Guides	1.1	2.3	2.8	2.3
Guide Books	0.9	2.6	1.4	2.1
NASM Ads/Public Relations	0.8	1.6	0.7	1.2
NASM Reputation	7.8	11.2	9.2	10.2
Recommendation by family/friends	10.3	13.4	16.2	13.9
Social reasons:	20.0	19.1	14.4	17.8
Brought Out-of-Town Guests	4.3	5.0	5.1	5.0
Brought Children	8.6	7.6	2.2	6.1
Came with Family/Friends	3.7	4.7	4.1	4.4
Tour/School Group	3.4	1.8	3.0	2.3
Specific reason:	8.7	4.6	6.9	5.8
Shopping/Eating	2.9	2.5	3.9	3.0
Specific Exhibitions/IMAX Films	5.8	2.1	3.0	2.8
Subject interest:	28.1	23.1	28.4	25.2
Family Tie	2.1	2.1	1.0	1.8
Personal Tie	4.0	2.8	3.5	3.1
Air and/or Space Interest	22.0	18.2	23.9	20.3
Wandered by/spontaneous visit	9.0	5.0	4.3	5.3
Repeat visit	<u>12.2</u>	<u>14.6</u>	<u>12.5</u>	<u>13.7</u>
Total	100.0	100.1	99.9	100.1
 <i>Period Totals</i>	 16.3	 57.5	 26.3	 100.1

Table 3.11
Late Winter Period
Visits made by People 12 Years of Age or Older
Select Characteristics by Reasons for the Decision to Visit NASM
(In Percent)

	Reasons for the Decision to Visit NASM							Total
	<i>Info. Sources</i>	<i>Recomm- endation</i>	<i>Social Reasons</i>	<i>Specific Reasons</i>	<i>Subject Interest</i>	<i>Wandered By</i>	<i>Repeat Visit</i>	
<u>Configuration of Group</u>								
One Adult	15.8	17.5	0.3	28.9	24.5	16.6	19.6	17.0
Two Adults	37.7	32.1	16.5	30.0	36.5	24.0	32.2	30.0
Several Adults	7.6	17.6	15.2	15.3	20.9	10.1	2.7	14.2
Adult(s) and Child(ren)	21.7	22.5	46.0	22.1	12.1	40.7	38.5	27.7
School/Tour/Teen Groups	<u>17.2</u>	<u>10.4</u>	<u>22.0</u>	<u>3.8</u>	<u>6.0</u>	<u>8.5</u>	<u>7.0</u>	<u>11.1</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Gender</u>								
Female	33.9	38.3	40.5	47.5	23.4	21.1	27.5	35.7
Male	<u>66.1</u>	<u>61.7</u>	<u>59.5</u>	<u>52.5</u>	<u>76.6</u>	<u>78.9</u>	<u>72.5</u>	<u>64.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Cultural/Racial/Ethnic</u>								
Minority	28.6	25.1	23.2	11.2	15.2	10.1	7.0	20.5
[African American/Black]	2.3	4.3	10.3	10.0	3.3	2.4	2.9	5.6
[Asian/Pacific Islander]	18.4	6.3	10.3	0.8	7.4	2.4	3.2	8.5
[Hispanic/Nat. Amer./Multiple]	7.9	14.5	2.5	0.4	4.5	5.3	0.9	6.4
White	<u>71.5</u>	<u>74.9</u>	<u>76.8</u>	<u>88.8</u>	<u>84.9</u>	<u>89.9</u>	<u>93.0</u>	<u>79.4</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9

Geographic Origin

Washington D.C.	1.6	0.4	9.9	24.1	2.2	17.4	3.9	8.0
MD/VA Suburbs	13.7	10.1	41.2	26.1	19.3	35.5	31.7	24.7
Other U.S.	55.7	51.3	43.5	47.9	59.0	42.1	61.5	49.7
Foreign	<u>29.0</u>	<u>38.2</u>	<u>5.5</u>	<u>2.0</u>	<u>19.6</u>	<u>5.0</u>	<u>3.0</u>	<u>17.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9

<i>Period Totals</i>	11.6	10.3	20.1	8.7	28.1	9.0	12.2	100.0
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Table 3.11 (continued)
Late Winter Period
Visits made by People 12 Years of Age or Older
Select Characteristics by Reasons for the Decision to Visit NASM
(In Percent)

	Reasons for the Decision to Visit NASM							Total
	<i>Info. Sources</i>	<i>Recomm- endation</i>	<i>Social Reasons</i>	<i>Specific Reasons</i>	<i>Subject Interest</i>	<i>Wandered By</i>	<i>Repeat Visit</i>	
<u>When the Decision to Visit was Made</u>								
<i>Non-local Visitors:</i>								
Day of interview	12.5	10.1	24.9	29.7	17.4	50.8	13.4	18.1
After arrival in Washington	37.3	20.4	20.8	20.4	17.2	30.3	32.9	25.6
Before trip to Washington	<u>50.2</u>	<u>69.6</u>	<u>54.3</u>	<u>49.9</u>	<u>65.4</u>	<u>18.9</u>	<u>53.8</u>	<u>56.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<i>Local Visitors:</i>								
Day of interview	63.6	37.3	40.8	64.8	48.8	80.3	47.2	54.6
Before day of interview	<u>36.4</u>	<u>62.7</u>	<u>59.2</u>	<u>35.2</u>	<u>51.2</u>	<u>19.7</u>	<u>52.8</u>	<u>45.4</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Familiarity with NASM and the SI</u>								
First visit to NASM + first visit to SI	43.5	53.6	7.6	14.0	24.6	12.7	0.0	20.3
First visit to NASM + repeat visit to SI	20.3	19.3	10.4	7.2	17.4	5.2	0.5	12.6
Repeat visit to NASM and SI	34.6	24.2	78.7	74.9	54.8	82.1	90.2	63.8
Repeat visit to NASM + never visited other SI	<u>1.5</u>	<u>2.9</u>	<u>3.3</u>	<u>4.0</u>	<u>3.2</u>	<u>0.0</u>	<u>9.3</u>	<u>3.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Visit to NASM or the Smithsonian

NASM only	33.4	37.1	55.1	40.4	38.7	31.7	24.5	41.6
NASM, others if time	8.5	16.7	8.2	4.4	11.2	8.6	7.8	8.7
General SI visit	<u>58.1</u>	<u>46.2</u>	<u>36.8</u>	<u>55.2</u>	<u>50.1</u>	<u>59.7</u>	<u>67.7</u>	<u>49.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Reason for Visit to Washington

Business/Work in DC/School	38.0	33.4	27.3	51.5	35.4	39.9	40.1	37.9
Vacation/Shopping/Restaurant	54.0	57.6	57.2	44.2	46.4	57.9	51.9	50.3
Visiting Friends/Family	<u>8.0</u>	<u>9.0</u>	<u>15.5</u>	<u>4.3</u>	<u>18.2</u>	<u>2.1</u>	<u>8.0</u>	<u>11.8</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<i>Period Totals</i>	11.6	10.3	20.1	8.7	28.1	9.0	12.2	100.0
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Table 3.11
Summer Period
Visits made by People 12 Years of Age or Older
Select Characteristics by Reasons for the Decision to Visit NASM
(In Percent)

	Reasons for the Decision to Visit NASM							Total
	<i>Info. Sources</i>	<i>Recomm- endation</i>	<i>Social Reasons</i>	<i>Specific Reasons</i>	<i>Subject Interest</i>	<i>Wandered By</i>	<i>Repeat Visit</i>	
<u>Configuration of Group</u>								
One Adult	10.7	7.9	0.0	20.7	14.0	13.1	14.7	14.8
Two Adults	22.3	36.9	12.1	55.1	34.4	39.4	29.8	30.8
Several Adults	19.1	23.4	18.7	11.2	14.2	13.8	11.1	16.9
Adult(s) and Child(ren)	31.5	24.0	55.0	12.0	26.9	30.0	39.7	29.4
School/Tour/Teen Groups	<u>16.4</u>	<u>7.8</u>	<u>14.2</u>	<u>1.0</u>	<u>10.7</u>	<u>3.8</u>	<u>4.7</u>	<u>8.2</u>
Total	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.1
<u>Gender</u>								
Female	39.5	36.9	58.7	58.3	29.9	35.9	40.1	44.1
Male	<u>60.6</u>	<u>63.1</u>	<u>41.3</u>	<u>41.7</u>	<u>70.1</u>	<u>64.1</u>	<u>59.9</u>	<u>55.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Cultural/Racial/Ethnic</u>								
Minority	29.9	21.7	18.0	6.6	19.1	10.8	28.2	23.9
[African American/Black]	4.0	2.4	4.2	4.8	4.4	3.0	8.4	5.4
[Asian/Pacific Islander]	15.7	7.1	10.1	1.8	10.1	3.8	10.2	11.3
[Hispanic/Nat. Amer./Multiple]	10.1	12.2	3.8	0.0	4.7	3.9	9.6	7.2
White	<u>70.2</u>	<u>77.3</u>	<u>82.0</u>	<u>93.4</u>	<u>80.9</u>	<u>89.2</u>	<u>71.8</u>	<u>76.1</u>
Total	100.0	99.0	100.0	100.0	100.0	100.0	100.0	100.0

Geographic Origin

Washington D.C.	0.0	0.5	6.8	5.6	1.9	6.6	5.9	4.2
MD/VA Suburbs	6.8	1.3	19.8	31.6	7.0	12.8	31.3	14.0
Other U.S.	54.9	58.2	64.7	55.6	62.4	64.2	55.4	54.7
Foreign	<u>38.3</u>	<u>40.1</u>	<u>8.8</u>	<u>7.2</u>	<u>28.7</u>	<u>16.4</u>	<u>7.5</u>	<u>27.1</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<i>Period Totals</i>	13.1	12.9	16.6	5.5	24.0	6.5	21.3	99.9

(cont.)

Table 3.11 (continued)

Summer Period**Visits made by People 12 Years of Age or Older****Select Characteristics by Reasons for the Decision to Visit NASM**

(In Percent)

	Reasons for the Decision to Visit NASM							Total
	<i>Info. Sources</i>	<i>Recomm- endation</i>	<i>Social Reasons</i>	<i>Specific Reasons</i>	<i>Subject Interest</i>	<i>Wandered By</i>	<i>Repeat Visit</i>	
<u>When the Decision to Visit was Made</u>								
<i>Non-local Visitors:</i>								
Day of interview	14.7	11.4	29.9	31.6	12.3	57.2	17.0	19.3
After arrival in Washington	20.0	29.3	14.5	18.7	23.0	25.1	13.8	21.2
Before trip to Washington	<u>65.3</u>	<u>59.4</u>	<u>55.6</u>	<u>49.7</u>	<u>64.7</u>	<u>17.7</u>	<u>69.2</u>	<u>59.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<i>Local Visitors:</i>								
Day of interview	8.6	100.0	36.4	60.5	49.4	95.4	44.4	49.8
Before day of interview	<u>91.4</u>	<u>0.0</u>	<u>63.6</u>	<u>39.5</u>	<u>50.6</u>	<u>4.7</u>	<u>55.6</u>	<u>50.2</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Familiarity with NASM and the SI</u>								
First visit to NASM + first visit to SI	68.2	61.3	30.3	11.8	40.3	41.5	0.2	34.9
First visit to NASM + repeat visit to SI	11.2	27.2	14.2	9.7	23.1	23.3	1.6	15.0
Repeat visit to NASM and SI	11.5	6.2	50.2	76.7	24.8	35.2	89.2	42.7
Repeat visit to NASM + never visited other SI	<u>9.1</u>	<u>5.4</u>	<u>5.3</u>	<u>1.8</u>	<u>11.8</u>	<u>0.0</u>	<u>9.0</u>	<u>7.4</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Visit to NASM or the Smithsonian

NASM only	28.0	24.3	32.3	39.0	30.5	17.1	30.0	28.6
NASM, others if time	9.3	8.4	10.3	8.7	9.2	3.8	6.7	8.2
General SI visit	<u>62.7</u>	<u>67.3</u>	<u>57.4</u>	<u>52.4</u>	<u>60.3</u>	<u>79.1</u>	<u>63.3</u>	<u>63.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1

Reason for Visit to Washington

Business/Work in DC/School	12.6	11.0	15.2	30.3	15.9	26.2	19.4	16.7
Vacation/Shopping/Restaurant	75.1	70.9	70.2	58.1	71.7	60.4	69.5	70.3
Visiting Friends/Family	<u>12.4</u>	<u>18.2</u>	<u>15.6</u>	<u>11.5</u>	<u>12.5</u>	<u>13.4</u>	<u>11.1</u>	<u>12.9</u>
Total	100.0	100.0	101.0	100.0	100.0	100.0	100.0	100.0

<i>Period Totals</i>	13.1	12.9	16.6	5.5	24.0	6.5	21.3	99.9
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Table 3.11
Fall Period
Visits made by People 12 Years of Age or Older
Select Characteristics by Reasons for the Decision to Visit NASM
(In Percent)

	Reasons for the Decision to Visit NASM							Total
	<i>Info. Sources</i>	<i>Recomm- endation</i>	<i>Social Reasons</i>	<i>Specific Reasons</i>	<i>Subject Interest</i>	<i>Wandered By</i>	<i>Repeat Visit</i>	
<u>Configuration of Group</u>								
One Adult	21.6	22.8	0.7	32.2	18.0	39.8	23.0	23.0
Two Adults	41.7	43.3	28.9	46.4	49.5	41.7	41.2	43.3
Several Adults	23.3	19.5	27.9	14.4	14.3	5.7	20.4	17.1
Adult(s) and Child(ren)	1.9	5.8	18.6	2.6	8.2	8.8	13.3	9.0
School/Tour/Teen Groups	<u>11.5</u>	<u>8.7</u>	<u>23.9</u>	<u>4.5</u>	<u>10.1</u>	<u>4.1</u>	<u>2.0</u>	<u>7.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Gender</u>								
Female	53.0	48.4	52.7	45.2	27.9	44.0	35.6	41.6
Male	<u>47.0</u>	<u>51.6</u>	<u>47.3</u>	<u>54.8</u>	<u>72.1</u>	<u>56.0</u>	<u>64.4</u>	<u>58.4</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Cultural/Racial/Ethnic</u>								
Minority	14.6	19.1	13.4	13.8	9.3	14.9	11.3	17.9
[African American/Black]	2.3	2.6	2.8	7.8	3.4	6.0	1.8	3.8
[Asian/Pacific Islander]	7.1	9.3	8.3	4.3	3.5	3.0	5.9	8.7
[Hispanic/Nat. Amer./Multiple]	5.3	7.2	2.4	1.8	2.5	6.0	3.6	5.4
White	<u>85.4</u>	<u>80.9</u>	<u>86.6</u>	<u>86.2</u>	<u>90.7</u>	<u>85.1</u>	<u>88.8</u>	<u>82.1</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Geographic Origin

Washington D.C.	0.7	0.0	13.3	8.8	1.3	23.0	9.1	5.5
MD/VA Suburbs	6.1	2.6	23.1	27.4	3.2	2.7	19.0	9.0
Other U.S.	57.0	53.1	50.8	51.0	69.2	66.1	57.5	57.9
Foreign	<u>36.2</u>	<u>44.4</u>	<u>12.8</u>	<u>12.8</u>	<u>26.4</u>	<u>8.2</u>	<u>14.4</u>	<u>27.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<i>Period Totals</i>	9.9	18.2	11.4	6.9	30.1	5.6	18.0	100.1

(cont.)

Table 3.11 (continued)

Fall Period**Visits made by People 12 Years of Age or Older****Select Characteristics by Reasons for the Decision to Visit NASM**

(In Percent)

	Reasons for the Decision to Visit NASM							Total
	Info. Sources	Recomm- endation	Social Reasons	Specific Reasons	Subject Interest	Wandered By	Repeat Visit	
<u>When the Decision to Visit was Made</u>								
<i>Non-local Visitors:</i>								
Day of interview	12.1	22.8	16.2	59.2	17.4	48.9	18.3	22.2
After arrival in Washington	23.5	18.8	20.5	1.2	9.6	30.4	13.4	14.9
Before trip to Washington	<u>64.4</u>	<u>58.4</u>	<u>63.3</u>	<u>38.5</u>	<u>73.0</u>	<u>20.8</u>	<u>68.3</u>	<u>62.9</u>
Total	100.0	100.0	100.0	99.0	100.0	100.0	100.0	100.0
<i>Local Visitors:</i>								
Day of interview	24.2	5.7	47.4	54.3	36.6	100.0	58.1	52.5
Before day of interview	<u>75.8</u>	<u>94.3</u>	<u>52.6</u>	<u>45.7</u>	<u>63.4</u>	<u>0.0</u>	<u>41.9</u>	<u>47.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Familiarity with NASM and the SI</u>								
First visit to NASM + first visit to SI	49.9	50.4	24.5	2.5	49.5	32.1	0.3	34.2
First visit to NASM + repeat visit to SI	20.9	23.6	15.7	10.3	17.9	17.7	0.4	15.1
Repeat visit to NASM and SI	24.7	19.9	52.5	85.8	26.9	45.4	87.5	44.1
Repeat visit to NASM + never visited other SI	<u>4.5</u>	<u>6.2</u>	<u>7.3</u>	<u>1.4</u>	<u>5.8</u>	<u>4.8</u>	<u>11.8</u>	<u>6.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Visit to NASM or the Smithsonian

NASM only	21.7	15.1	22.4	29.0	29.6	9.2	39.6	26.9
NASM, others if time	4.3	5.2	7.9	2.9	3.9	2.4	2.6	4.2
General SI visit	<u>73.9</u>	<u>79.7</u>	<u>69.8</u>	<u>68.0</u>	<u>66.5</u>	<u>88.4</u>	<u>57.8</u>	<u>68.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Reason for Visit to Washington

Business/Work in DC/School	22.4	20.3	36.7	38.0	21.7	47.5	25.5	28.1
Vacation/Shopping/Restaurant	70.3	64.3	50.0	49.9	67.8	40.2	59.6	60.2
Visiting Friends/Family	<u>7.3</u>	<u>15.5</u>	<u>13.3</u>	<u>12.1</u>	<u>10.5</u>	<u>12.4</u>	<u>14.9</u>	<u>11.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<i>Period Totals</i>	9.9	18.2	11.4	6.9	30.1	5.6	18.0	100.1
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Table 3.12
Visits made by People 12 Years of Age or Older
Visitor Agenda for NASM Visit, 1994 Survey Periods and Total
(In Percent)

	1994 Survey			
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
<u>Visitor Agenda for NASM Visit</u>				
General visit	65.3	59.7	56.1	59.5
Came to see something, general response	27.5	31.7	30.7	30.8 *
Came to see something, specific response	<u>7.2</u>	<u>8.5</u>	<u>13.2</u>	<u>9.7</u> **
Total	100.0	99.9	100.0	100.0
<i>Period Totals</i>	16.3	57.5	26.3	100.1

Detail for Survey Total . . .

<u>What?</u>	<u>General*</u>	<u>Specific**</u>	<u>Total</u>
IMAX Film	8.7	2.9	11.6
Space Flight/Space Craft	7.6	2.8	10.4
Military Aviation	3.2	1.7	5.0
Shop/eat	2.3		2.3
Early flight	1.7	1.0	2.7
Planetarium	1.4		1.4
New Exhibits	1.2		1.2
Civil aviation	1.0	0.4	1.4
Experimental aircraft	0.4	0.3	0.7
Exhibition	1.0		1.0
Computers	0.3	0.1	0.4
Stars/planets/earth	0.7	0.3	1.0
Jet age aviation	0.6	0.1	0.8
Rockets/missiles	<u>0.5</u>	<u>0.0</u>	<u>0.5</u>
Total	30.8	9.7	40.5

Table 3.13
Late Winter Period
Visits made by People 12 Years of Age or Older
Visitor Agenda for NASM Visit
(In Percent)

<u>Visitor Agenda for NASM Visit</u>			
General visit			65.3
Came to see something, general response*			27.5
Came to see something, specific response**			<u>7.2</u>
Total			100.0
<i>In percent of total who said "yes" . . .</i>			
<u>What?</u>	<u>General*</u>	<u>Specific**</u>	<u>Total</u>
IMAX Film	8.5	2.4	10.9
Space Flight/Space Craft	5.0	0.9	5.9
Military Aviation	3.4	1.8	5.2
Shop/eat	1.8		1.8
Early flight	1.8	0.9	2.7
Planetarium	1.4		1.4
New Exhibits	1.1		1.1
Civil aviation	0.8	0.1	0.9
Experimental aircraft	0.8	0.7	1.5
Exhibition	0.7		0.7
Computers	0.7		0.7
Stars/planets/earth	0.5	0.4	0.9
Jet age aviation	0.5		0.5
Rockets/missiles	<u>0.4</u>	<u>0.0</u>	<u>0.4</u>
Total	27.5	7.2	34.7

Table 3.13
Summer Period
Visits made by People 12 Years of Age or Older
Visitor Agenda for NASM Visit
(In Percent)

<u>Visitor Agenda for NASM Visit</u>	
General visit	59.7
Came to see something, general response*	31.7
Came to see something, specific response**	<u>8.5</u>
Total	99.9

In percent of total who said "yes" . . .

<u>What?</u>	<u>General*</u>	<u>Specific**</u>	<u>Total</u>
IMAX Film	9.4	2.6	12.0
Space Flight/Space Craft	9.1	3.1	12.2
Military Aviation	2.8	1.0	3.8
Shop/eat	2.0		2.0
Early flight	1.4	1.0	2.4
Planetarium	1.0		1.0
New Exhibits	1.3		1.3
Civil aviation	1.1	0.4	1.4
Experimental aircraft	0.1	0.1	0.2
Exhibition	1.0		1.0
Computers	0.3	0.2	0.4
Stars/planets/earth	0.9	0.1	0.9
Jet age aviation	0.8		0.8
Rockets/missiles	<u>0.6</u>	<u>0.0</u>	<u>0.6</u>
Total	31.7	8.5	40.2

Table 3.13
Fall Period
Visits made by People 12 Years of Age or Older
Visitor Agenda for NASM Visit
(In Percent)

<u>Visitor Agenda for NASM Visit</u>			
General visit			56.1
Came to see something, general response*			30.7
Came to see something, specific response**			<u>13.2</u>
Total			100.0
<i>In percent of total who said "yes" . . .</i>			
<u>What?</u>	<u>General*</u>	<u>Specific**</u>	<u>Total</u>
IMAX Film	7.5	3.7	11.2
Space Flight/Space Craft	6.7	3.7	10.4
Military Aviation	3.7	2.8	6.5
Shop/eat	3.1		3.1
Early flight	1.9	0.9	2.8
Planetarium	1.8		1.8
New Exhibits	1.3		1.3
Civil aviation	1.0	0.7	1.7
Experimental aircraft	0.5	0.3	0.8
Exhibition	1.4		1.4
Computers	0.1	0.1	0.1
Stars/planets/earth	0.7	0.5	1.2
Jet age aviation	0.5	0.5	1.0
Rockets/missiles	<u>0.5</u>	<u>0.0</u>	<u>0.5</u>
Total	30.7	13.2	43.9

Table 3.14
Visits made by People 12 Years of Age or Older
NASM Subject Areas of Major Interest, 1994 Survey Periods and Total
(In Percent)

NASM Subject Areas of Major Interest	1994 Survey			
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
Everything/all of NASM	7.5	9.5	10.2	9.4
Space flight/space craft	25.2	29.6	28.0	28.4
Military aviation	17.5	14.0	13.6	14.5
IMAX films	10.3	9.9	8.2	9.5
Early flight	7.8	7.6	9.3	8.1
Stars/planets/moon	4.5	6.4	6.7	6.2
Computers	4.7	3.2	2.9	3.4
Rockets/missiles	2.2	3.7	2.5	3.1
Main Hall	1.2	2.8	4.7	3.1
Planetarium	3.9	2.6	2.4	2.8
Jet age aviation	4.0	1.6	2.1	2.1
Civil aviation	2.8	1.6	1.3	1.7
General aviation	0.7	1.4	2.4	1.6
Experimental aircraft	0.5	0.6	0.6	0.6
Helicopters	1.0	0.3	0.4	0.5
Museum shop/cafeteria	0.4	0.2	0.1	0.2
Miscellaneous	1.6	1.0	2.2	1.5
Nothing	<u>4.1</u>	<u>4.0</u>	<u>2.4</u>	<u>3.6</u>
Total	99.9	100.0	100.0	100.0
<i>Period Totals</i>	16.3	57.5	26.3	100.1

Table 3.15
Total 1994 Population
Duration of Visit to NASM, 1994 Survey Periods and Total
(In Percent)

Duration of Visit to NASM	1994 Survey			Total
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
0 - 30 minutes	17.9	19.8	7.4	15.8
0.5 - 1 hour	25.8	25.0	19.2	23.4
1 - 1.5 hours	19.6	26.9	25.3	25.1
1.5 - 2 hours	14.1	20.1	16.1	17.8
2 - 2.5 hours	6.9	4.6	11.6	7.1
2.5 - 3 hours	6.1	1.7	7.4	4.2
3 - 3.5 hours	4.2	0.9	3.0	2.1
3.5 - 4 hours	2.8	0.5	2.5	1.5
Over 4 hours	<u>2.6</u>	<u>0.4</u>	<u>7.4</u>	<u>2.9</u>
Total	100.0	99.9	99.9	99.9
<i>Period Totals</i>	16.3	57.5	26.3	100.1

Table 3.16
Late Winter Period
Total 1994 Population
Select Characteristics by Duration of Visit to NASM
(In Percent)

	Duration of Visit to NASM				Total
	<i>Less than 1 hour</i>	<i>1 to 2 hours</i>	<i>2 to 3 hours</i>	<i>3 or more hours</i>	
<u>Gender</u>					
Female	33.6	33.0	37.8	16.3	32.3
Male	<u>66.4</u>	<u>67.0</u>	<u>62.2</u>	<u>83.7</u>	<u>67.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Age</u>					
Under 12	6.4	10.7	5.2	11.7	8.2
12 to 19	11.7	6.3	3.7	0.0	7.7
[12-14]	4.0	2.5	1.6	0.0	2.8
[15-17]	6.2	1.9	2.1	0.0	3.6
[18-19]	1.5	1.9	0.0	0.0	1.3
20 to 24	9.3	10.3	7.1	3.3	8.7
25 to 34	25.5	26.3	22.6	14.1	24.3
35 to 44	20.7	20.4	39.1	12.9	24.2
45 to 54	16.5	18.1	17.2	16.0	17.1
55 to 64	4.7	2.8	3.0	10.0	4.3
65 or older	<u>5.3</u>	<u>5.2</u>	<u>2.2</u>	<u>13.2</u>	<u>5.6</u>
Total	100.1	100.1	100.1	81.2	100.1
<u>Geographic Origin</u>					
Washington, DC	9.1	8.5	0.9	0.0	6.9
MD/VA Suburbs	27.6	33.9	16.0	17.0	27.2
Other U.S.	52.8	43.8	60.3	58.2	51.2
Foreign	<u>10.6</u>	<u>13.8</u>	<u>22.8</u>	<u>24.9</u>	<u>14.7</u>
Total	100.1	100.0	100.0	100.1	100.0
<u>Configuration of Group</u>					
One Adult	18.6	9.9	18.4	14.7	15.3
Two Adults	25.4	29.9	38.1	33.4	29.4
Several Adults	16.3	12.4	7.6	24.2	14.6
Adult(s) and Child(ren)	26.8	39.8	28.3	26.4	31.3
School/Tour/Teen Groups	<u>12.9</u>	<u>8.0</u>	<u>7.6</u>	<u>1.3</u>	<u>9.5</u>
Total	100.0	100.0	100.0	100.0	100.1
<u>Educational Attainment</u>					
Less than High School Graduate	18.6	15.7	8.2	11.8	15.6
High School Graduate	7.0	7.8	13.9	17.6	9.2
AA/Jr. College/Tech./Some College	15.1	19.0	18.6	9.8	16.4
Bachelors/Some Graduate Study	31.0	28.3	38.0	31.0	31.0
MA/PhD/Professional Degree	<u>28.2</u>	<u>29.2</u>	<u>21.3</u>	<u>29.8</u>	<u>27.8</u>
Total	99.9	100.0	100.0	100.0	100.0

(cont.)

Table 3.16 (continued)
Late Winter Period
Total 1994 Population
Select Characteristics by Duration of Visit to NASM
(In Percent)

	<u>Duration of Visit to NASM</u>				<i>Total</i>
	<i>Less than 1 hour</i>	<i>1 to 2 hours</i>	<i>2 to 3 hours</i>	<i>3 or more hours</i>	
<u>Reason for Visit to Washington</u>					
Business/Work in DC/School	46.5	28.6	23.6	46.8	37.4
Vacation/Shopping/Restaurant	45.0	60.5	63.8	37.6	52.1
Visiting Friends/Family	<u>8.4</u>	<u>10.9</u>	<u>12.6</u>	<u>15.7</u>	<u>10.5</u>
Total	99.9	100.0	100.0	100.1	100.0
<u>Familiarity with NASM and the Smithsonian</u>					
First Visit to NASM + First Visit to SI	21.1	16.2	23.3	25.2	20.1
First Visit to NASM + Repeat Visit to SI	10.9	10.8	20.6	31.2	14.1
Repeat Visit to NASM and SI	64.5	69.4	54.5	36.2	62.2
Repeat Visit to NASM + Never Visited Other SI	<u>3.5</u>	<u>3.6</u>	<u>1.7</u>	<u>7.5</u>	<u>3.7</u>
Total	100.0	100.0	100.1	100.1	100.1
<u>Visit to NASM or the Smithsonian</u>					
NASM Only	29.6	41.9	48.1	73.0	40.5
NASM, Others if Time	11.5	5.4	7.9	4.7	8.3
General SI Visit	<u>59.0</u>	<u>52.6</u>	<u>44.0</u>	<u>22.3</u>	<u>51.2</u>
Total	100.1	99.9	100.0	100.0	100.0

Source: Institutional Studies Office (ISO)

Table 3.16
Summer Period
Total 1994 Population
Select Characteristics by Duration of Visit to NASM
(In Percent)

	Duration of Visit to NASM				Total
	<i>Less than 1 hour</i>	<i>1 to 2 hours</i>	<i>2 to 3 hours</i>	<i>3 or more hours</i>	
<u>Gender</u>					
Female	44.0	40.9	29.1	43.1	41.6
Male	<u>56.0</u>	<u>59.1</u>	<u>70.9</u>	<u>56.9</u>	<u>58.4</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Age</u>					
Under 12	21.4	21.3	9.1	0.0	20.2
12 to 19	10.5	13.6	11.4	16.2	12.0
[12-14]	5.0	4.8	2.6	0.0	4.6
[15-17]	3.5	4.3	3.9	8.1	4.0
[18-19]	2.0	4.5	4.9	8.1	3.4
20 to 24	9.1	8.5	1.0	0.0	8.2
25 to 34	17.4	20.5	13.2	14.5	18.5
35 to 44	19.3	16.4	32.3	31.9	19.0
45 to 54	13.7	13.7	21.9	20.3	14.3
55 to 64	5.6	3.7	1.7	12.9	4.6
65 or older	<u>3.0</u>	<u>2.4</u>	<u>9.5</u>	<u>4.2</u>	<u>3.1</u>
Total	100.0	100.1	100.1	100.0	99.9
<u>Geographic Origin</u>					
Washington, DC	1.8	3.1	0.0	0.0	2.3
MD/VA Suburbs	18.7	13.3	16.2	10.0	15.8
Other U.S.	61.9	59.1	60.0	66.1	60.6
Foreign	<u>17.6</u>	<u>24.5</u>	<u>23.9</u>	<u>23.9</u>	<u>21.4</u>
Total	100.0	100.0	100.1	100.0	100.1
<u>Configuration of Group</u>					
One Adult	8.8	5.9	9.6	11.7	7.6
Two Adults	24.9	26.2	18.6	21.4	25.0
Several Adults	15.6	13.4	6.0	14.1	13.9
Adult(s) and Child(ren)	44.1	44.8	53.8	40.5	45
School/Tour/Teen Groups	<u>6.6</u>	<u>9.8</u>	<u>12.0</u>	<u>12.3</u>	<u>8.5</u>
Total	100.0	100.1	100.0	100.0	100.0
<u>Educational Attainment</u>					
Less than High School Graduate	27.8	30.5	8.8	16.3	27.7
High School Graduate	11.0	13.3	20.7	14.9	12.8
AA/Jr. College/Tech./Some College	18.9	16.9	6.6	8.5	17.0
Bachelors/Some Graduate Study	26.5	23.5	31.7	11.4	25.1
MA/PhD/Professional Degree	<u>15.8</u>	<u>15.8</u>	<u>32.2</u>	<u>49.0</u>	<u>17.5</u>
Total	100.0	100.0	100.0	100.1	100.1

(cont.)

Table 3.16 (cont.)
Summer Period
Total 1994 Population
Select Characteristics by Duration of Visit to NASM
(In Percent)

	Duration of Visit to NASM				Total
	<i>Less than 1 hour</i>	<i>1 to 2 hours</i>	<i>2 to 3 hours</i>	<i>3 or more hours</i>	
<u>Reason for Visit to Washington</u>					
Business/Work in DC/School	13.3	15.3	3.5	15.0	13.7
Vacation/Shopping/Restaurant	75.3	69.3	76.2	80.8	72.6
Visiting Friends/Family	<u>11.5</u>	<u>15.4</u>	<u>20.4</u>	<u>4.2</u>	<u>13.7</u>
Total	100.1	100.0	100.1	100.0	100.0
<u>Familiarity with NASM and the Smithsonian</u>					
First Visit to NASM + First Visit to SI	39.8	38.8	34.0	40.6	39.0
First Visit to NASM + Repeat Visit to SI	16.9	17.1	16.6	6.0	16.8
Repeat Visit to NASM and SI	38.6	34.4	38.1	44.9	36.7
Repeat Visit to NASM + Never Visited Other SI	<u>4.7</u>	<u>9.6</u>	<u>11.4</u>	<u>8.5</u>	<u>7.5</u>
Total	100.0	99.9	100.1	100.0	100.0
<u>Visit to NASM or the Smithsonian</u>					
NASM Only	25.1	26.7	45.8	31.3	27.3
NASM, Others if Time	10.5	6.6	5.5	16.7	8.5
General SI Visit	<u>64.3</u>	<u>66.7</u>	<u>48.7</u>	<u>52.0</u>	<u>64.2</u>
Total	99.9	100.0	100.0	100.0	100.0

Table 3.16
Fall Period
Total 1994 Population
Select Characteristics by Duration of Visit to NASM
(In Percent)

	Duration of Visit to NASM				Total
	<i>Less than 1 hour</i>	<i>1 to 2 hours</i>	<i>2 to 3 hours</i>	<i>3 or more hours</i>	
<u>Gender</u>					
Female	38.1	42.4	39.1	34.8	39.6
Male	<u>62.0</u>	<u>57.6</u>	<u>60.9</u>	<u>65.2</u>	<u>60.4</u>
Total	100.1	100.0	100.0	100.0	100.0
<u>Age</u>					
Under 12	12.0	16.1	10.7	5.5	12.6
12 to 19	8.1	7.0	3.6	4.9	6.4
[12-14]	2.7	3.6	1.1	0.4	2.5
[15-17]	2.6	1.4	0.9	3.4	1.9
[18-19]	2.8	2.0	1.6	1.1	2.0
20 to 24	7.2	7.1	9.0	6.0	7.4
25 to 34	20.2	21.6	23.5	28.6	22.5
35 to 44	13.5	13.8	16.7	14.0	14.3
45 to 54	17.9	16.4	20.5	9.6	16.7
55 to 64	10.0	9.9	5.0	20.0	10.2
65 or older	<u>11.1</u>	<u>8.2</u>	<u>11.0</u>	<u>12.0</u>	<u>10.0</u>
Total	100.0	100.1	100.0	100.6	100.1
<u>Geographic Origin</u>					
Washington, DC	3.6	9.2	1.8	0.0	5.1
MD/VA Suburbs	19.0	13.9	9.1	2.3	12.9
Other U.S.	60.9	54.2	54.2	66.3	57.5
Foreign	<u>16.6</u>	<u>22.8</u>	<u>34.9</u>	<u>31.4</u>	24.5
Total	100.1	100.1	100.0	100.0	100.0
<u>Configuration of Group</u>					
One Adult	16.2	16.7	20.7	14.6	17.0
Two Adults	42.7	30.2	38.2	50.1	37.6
Several Adults	11.4	22.0	13.2	18.3	17.0
Adult(s) and Child(ren)	18.5	20.9	17.3	13.8	18.7
School/Tour/Teen Groups	<u>11.2</u>	<u>10.2</u>	<u>10.6</u>	<u>3.1</u>	<u>9.7</u>
Total	100.0	100.0	100.0	99.9	100.0
<u>Educational Attainment</u>					
Less than High School Graduate	13.4	17.7	9.2	12.2	14.2
High School Graduate	17.6	12.4	14.3	9.7	13.8
AA/Jr. College/Tech./Some College	14.3	17.9	18.6	28.6	18.5
Bachelors/Some Graduate Study	28.5	29.4	29.3	22.4	28.2
MA/PhD/Professional Degree	<u>26.2</u>	<u>22.6</u>	<u>28.5</u>	<u>27.2</u>	<u>25.3</u>
Total	100.0	100.0	99.9	100.1	100.0

(cont.)

Table 3.16 (continued)
Fall Period
Total 1994 Population
Select Characteristics by Duration of Visit to NASM
(In Percent)

	Duration of Visit to NASM				Total
	<i>Less than 1 hour</i>	<i>1 to 2 hours</i>	<i>2 to 3 hours</i>	<i>3 or more hours</i>	
<u>Reason for Visit to Washington</u>					
Business/Work in DC/School	27.2	29.6	20.9	11.4	25.0
Vacation/Shopping/Restaurant	60.4	59.2	67.3	71.6	62.7
Visiting Friends/Family	<u>12.4</u>	<u>11.2</u>	<u>11.9</u>	<u>17.0</u>	<u>12.4</u>
Total	100.0	100.0	100.1	100.0	100.1
<u>Familiarity with NASM and the Smithsonian</u>					
First Visit to NASM + First Visit to SI	32.7	32.0	39.8	45.2	35.4
First Visit to NASM + Repeat Visit to SI	12.1	15.6	17.3	21.1	15.7
Repeat Visit to NASM and SI	45.6	46.1	36.8	29.3	42.0
Repeat Visit to NASM + Never Visited Other SI	<u>9.7</u>	<u>6.3</u>	<u>6.2</u>	<u>4.3</u>	<u>6.9</u>
Total	100.1	100.0	100.1	99.9	100.0
<u>Visit to NASM or the Smithsonian</u>					
NASM Only	21.1	26.9	30.4	31.8	26.7
NASM, Others if Time	3.1	2.8	8.8	3.8	4.2
General SI Visit	<u>75.8</u>	<u>70.3</u>	<u>60.8</u>	<u>64.4</u>	<u>69.1</u>
Total	100.0	100.0	100.0	100.0	100.0

Table 3.17
Visits made by People 12 Years of Age or Older
Assessment of Visit Expectations, 1994 Survey Periods and Total
(In Percent)

Assessment of Visit Expectations	1994 Survey			
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
Expectations met	48.3	45.1	36.1	43.2
Repeat visit/knew what to expect	6.6	10.1	12.1	10.2
Everything/all of it	13.3	10.1	11.6	11.1
Size/magnitude of the museum	6.7	10.4	13.0	10.4
Specific item or subject	4.9	3.7	3.8	3.9
Films/theater	4.3	2.8	4.8	3.6
Seeing the real thing	3.5	6.9	6.6	6.2
Exhibit quality	3.3	2.4	4.0	3.0
Other*	8.9	7.4	6.7	7.4
Negative comment	<u>0.2</u>	<u>1.1</u>	<u>1.2</u>	<u>1.0</u>
Total	100.0	100.0	99.9	100.0
<i>In percent of total who gave "Other" responses . . .</i>				
<u>Expectation exceeded by "Other"*</u>				
Space exhibits	1.8	0.7	0.7	0.9
Something new	1.7	0.1	0.2	0.4
Airplanes	1.2	1.2	1.0	1.1
Physical plant	0.9	0.0	0.0	0.2
Miscellaneous	0.7	0.6	0.3	0.4
Technology	0.5	0.7	0.2	0.5
Computers	0.4	0.5	0.5	0.5
Planetarium	0.4	2.4	1.8	1.8
Earth exhibits	0.4	0.0	0.0	0.1
Military exhibit	0.3	0.8	0.6	0.6
Amenities	0.2	0.2	0.1	0.2
Moon rock	0.2	0.2	0.2	0.2
Cost/free admittance	0.1	0.2	1.0	0.4
Art exhibit	<u>0.1</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>
Total	8.9	7.4	6.7	7.4
<i>Period Totals</i>	16.3	57.5	26.3	100.1

Table 3.18
Visits made by People 12 Years of Age or Older
Purpose of NASM, 1994 Survey Periods and Total

Purpose of NASM	1994 Survey			
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
<i>In Percent of Total Responses. . .</i>				
Patriotism/pride in the U.S.	6.8	5.5	6.0	5.9
Preservation	4.3	2.4	5.8	3.7
Display artifacts	6.7	7.5	8.8	7.8
Career/science encouragement	3.5	3.6	2.8	3.4
Education:	75.5	77.1	70.1	75.0
History	31.5	32.4	20.9	29.1
Technology	16.4	20.0	17.4	18.7
General	21.6	16.5	25.3	19.8
Science	6.0	8.2	6.5	7.4
Entertainment/enjoyment	<u>3.3</u>	<u>4.0</u>	<u>6.5</u>	<u>4.3</u>
Total	100.1	100.1	100.0	100.1
<i>In Percent of Visitors Who Gave Each Response. . .</i>				
Patriotism/pride in the U.S.	10.6	8.2	9.3	8.9
Preservation	6.7	3.5	9.1	5.6
Display artifacts	10.4	11.1	13.8	11.7
Career/science encouragement	5.4	5.3	4.3	5.1
Education:				
History	49.1	48.0	32.5	43.9
Technology	25.5	29.7	27.1	28.2
General	33.8	24.4	39.4	30.3
Science	9.4	12.1	10.2	11.1
Entertainment/enjoyment	5.2	6.0	10.2	7.1
Total	N/A*	N/A	N/A	N/A
<i>Period Totals</i>	16.3	57.5	26.3	100.1

*Total equals more than 100%, as individuals could give more than one response.

Table 3.19

Visits made by People 12 Years of Age or Older
Visitor Perception of NASM Staff Activities, 1994 Survey Periods and Total

Visitor Perception of NASM Staff Activities	1994 Survey			Total
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
<i>In Percent of Total Responses. . .</i>				
Administration/operations	15.7	21.5	18.3	19.7
Exhibition development	17.0	16.4	14.0	15.2
Exhibition care/updating	14.9	14.0	12.3	13.8
Education/public programs	13.7	12.0	13.9	13.0
Collection based research	12.3	10.7	12.5	11.6
Primary research	8.3	5.6	7.0	6.5
Restoration	6.8	4.5	6.6	5.6
Acquisition of artifacts	5.1	4.5	5.9	5.0
Don't Know	<u>6.2</u>	<u>10.9</u>	<u>9.5</u>	<u>9.7</u>
Total	100.0	100.1	100.0	100.1
<i>In Percent of Visitors Who Gave Each Response. . .</i>				
Administration/operations	29.3	36.1	33.5	34.2
Exhibition development	31.9	27.6	25.6	27.8
Exhibition care/updating	27.9	23.5	22.6	24.0
Education/public programs	25.8	20.2	25.5	22.7
Collection based research	23.0	17.9	22.8	20.2
Primary research	15.6	9.4	12.8	11.4
Restoration	12.8	7.5	12.2	9.7
Acquisition of artifacts	9.6	7.5	10.7	8.8
Don't Know	11.6	18.2	17.3	16.8
Total	N/A*	N/A	N/A	N/A
<i>Period Totals</i>	16.3	57.5	26.3	100.1

*Total equals more than 100%, as individuals could give more than one response.

Table 3.20

Visits made by People 12 Years of Age or Older
Visitor Recommendations for Change at NASM, 1994 Survey Periods and Total

Recommendations for Change at NASM	1994 Survey			
	<i>Late Winter</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
	Jan. 11- Mar. 6	July 12- Sept. 4	Sept. 6- Oct. 31	
<i>In Percent of Total Responses. . .</i>				
Change nothing + positive remark	16.9	14.4	18.4	15.9
Change nothing	8.9	14.3	13.9	13.2
Add item or subject	20.8	18.4	23.7	20.2
Improve amenities	17.8	11.8	10.4	12.6
Add more interactives	14.4	9.8	8.0	10.2
Improve exhibits/update	17.0	7.0	4.4	8.2
Crowd control	0.6	4.9	4.2	3.9
IMAX suggestions	2.7	2.7	1.5	2.4
Don't know	0.9	16.7	15.6	13.4
Total	100.0	100.0	100.1	100.0
<i>In Percent of Visitors Who Gave Each Response. . .</i>				
Change nothing + positive remark	22.3	18.1	20.7	19.6
Change nothing	11.8	18.0	15.7	16.2
Add item or subject	27.4	23.1	26.6	24.9
Improve amenities	23.5	14.8	11.7	15.5
Add more interactives	19.0	12.3	9.0	12.6
Improve exhibits/update	22.5	8.8	4.9	10.1
Crowd control	0.8	6.2	4.7	4.8
IMAX suggestions	3.6	3.3	1.7	2.9
Don't know	1.1	21.0	17.5	16.5
Total	N/A*	N/A	N/A	N/A
<i>Period Totals</i>	16.3	57.5	26.3	100.1

*Total equals more than 100%, as individuals could give more than one response.

Table 4.1
Select Characteristics of Visits Made by Children Under the Age of 12*
and the Total Population, 1994 Survey Totals
(In Percent)

	1994 Survey Total	
	<i>Children Under the Age of 12</i>	<i>Total Population</i>
<u>Gender</u>		
Female	43.3	42.2
Male	56.7	57.8
Total	100.0	100.0
<u>Cultural/Racial/Ethnic</u>		
Minority	24.3	22.4
[African American/Black]	8.1	5.4
[Asian/Pacific Islander]	12.1	10.6
[Hispanic/Native Amer./Multiple]	4.1	6.4
White	75.7	77.7
Total	100.0	100.1
<u>Geographic Origin</u>		
Washington, DC	2.9	4.7
MD/VA Suburbs	22.1	15.3
Other U.S.	59.6	55.2
Foreign	15.5	24.8
Total	100.1	100.0
<u>Reason for Visit to Washington</u>		
Business/Work in DC/School	12.2	22.1
Vacation/Shopping/Restaurant	75.5	65.5
Visiting Friends/Family	12.3	12.4
Total	100.0	100.0
<u>Number of Days in Washington, D.C.</u>		
Today only	16.9	18.8
2 days	24.9	20.7
3 days	19.1	18.2
4 days	15.5	14.0
5 days	5.4	7.8
6 days	3.5	4.4
1-2 weeks	12.2	12.1
More than 2 weeks	2.5	3.9
Total	100.0	99.9

(cont.)

* Note: Formal tour and school groups were excluded from the sample. This category only includes members of school or tour groups visiting independently.

Table 4.1 (continued)
Select Characteristics of Visits Made by Children Under the Age of 12*
and the Total Population, 1994 Survey Totals
(In Percent)

	1994 Survey Total	
	<i>Children Under the Age of 12</i>	<i>Total Population</i>
<u>Number of Visits to NASM</u>		
First visit	70.1	50.9
1 - 3	21.0	26.2
4 - 9	5.2	10.7
10+	<u>3.8</u>	<u>12.2</u>
Total	100.1	100.0
<i>As a percent of the 10+ previous visits . . .</i>		
<u>Frequency of 10+ Visits</u>		
Weekly	4.9	6.3
Monthly	50.7	19.7
Every 2-5 months	38.7	31.1
Twice yearly	5.7	17.6
Once a year	0.0	17.7
Every 2 years	0.0	6.0
Less often than every 2 years	<u>0.0</u>	<u>1.6</u>
Total	100.0	100.0
<u>Visit to NASM or the Smithsonian</u>		
NASM only	31.0	30.2
NASM, others if time	6.1	7.2
General SI visit	<u>62.9</u>	<u>62.6</u>
Total	100.0	100.0
<u>Familiarity with NASM and the SI</u>		
First visit to NASM + first visit to SI	49.8	35.0
First visit to NASM + repeat visit to SI	20.0	15.8
Repeat visit to NASM and SI	21.8	42.4
Repeat visit to NASM + never visited other SI	<u>8.3</u>	<u>6.8</u>
Total	99.9	100.0

(cont.)

Table 4.1 (continued)
Select Characteristics of Visits Made by Children Under the Age of 12*
and the Total Population, 1994 Survey Totals
(In Percent)

	1994 Survey Total	
	<i>Children Under the Age of 12</i>	<i>Total Population</i>
<u>When the Decision to Visit was Made</u>		
<i>Non-local Visitors:</i>		
Day of interview	17.0	20.0
After arrival in Washington	20.3	20.0
Before trip to Washington	<u>62.7</u>	<u>60.0</u>
Total	100.0	100.0
<i>Local Visitors:</i>		
Day of interview	60.8	51.7
Before day of interview	<u>39.2</u>	<u>48.3</u>
Total	100.0	100.0
<u>Visitors Agenda for NASM Visit</u>		
No, did not plan to see something in particular	55.7	59.1
Yes, came to see something in particular (e.g., IMAX, space craft)	<u>44.3</u>	<u>40.9</u>
Total	100.0	100.0
<u>Group Origin of Visit to NASM</u>		
All members from Washington, DC and the MD/VA suburbs	18.7	11.4
All members from other U.S. states or foreign countries	60.2	68.7
Group includes visitors who are local and non-local	<u>21.1</u>	<u>20.0</u>
Total	100.0	100.1

Source: Institutional Studies Office (ISO)

Table 5.1
Late Winter Period
Visits made by People 12 Years of Age or Older
Select Characteristics of Visits by Experience with NASM,
(In Percent)

	Experience with NASM			
	<i>New Visitor</i>	<i>Returning Visitor</i>	<i>Frequent Visitor</i>	<i>Total</i>
<u>Geographic Origin</u>				
Washington, DC	0.7	1.6	17.1	8.0
MD/VA Suburbs	7.9	20.1	46.9	24.7
Other U.S.	61.2	63.3	34.2	49.7
Foreign	<u>30.2</u>	<u>15.1</u>	<u>1.9</u>	<u>17.5</u>
Total	100.0	100.1	100.1	99.9
<u>Reason for Visit to Washington</u>				
Business/Work in DC/School	33.6	43.8	37.0	37.9
Vacation/Shopping/Restaurant	52.7	42.5	54.4	50.3
Visiting Friends/Family	<u>13.8</u>	<u>13.7</u>	<u>8.6</u>	<u>11.8</u>
Total	100.1	100.0	100.0	100.0
<u>Visit to NASM or the Smithsonian</u>				
NASM only	38.8	37.5	42.3	41.6
NASM, others if time	13.0	9.6	5.4	8.7
General SI visit	<u>48.2</u>	<u>53.0</u>	<u>52.3</u>	<u>49.7</u>
Total	100.0	100.1	100.0	100.0
<u>Reasons for the Decision to Visit NASM</u>				
Information sources	22.0	6.9	6.1	11.7
Recommendation by family/friends	21.9	6.0	2.8	10.3
Social reasons	10.8	17.7	30.0	20.0
Specific reasons	5.5	4.2	14.2	8.7
Subject interest	34.8	37.7	15.8	28.1
Wandered by/spontaneous visit	4.8	10.7	11.9	9.0
Repeat visit*	<u>0.2</u>	<u>16.9</u>	<u>19.2</u>	<u>12.2</u>
Total	100.0	100.1	100.0	100.0
<u>Visitor Agenda for NASM Visit</u>				
Came to see something in particular	30.6	33.0	40.4	34.7
General visit	<u>69.4</u>	<u>67.0</u>	<u>59.6</u>	<u>65.3</u>
Total	100.0	100.0	100.0	100.0

(cont.)

*Not to be confused with the percent of repeat visitors in the total population (see Table 3.4).

Table 5.1 (continued)
Late Winter Period
Visits made by People 12 Years of Age or Older
Select Characteristics of Visits by Experience with NASM,
(In Percent)

	Experience with NASM			
	<i>New Visitor</i>	<i>Returning Visitor</i>	<i>Frequent Visitor</i>	<i>Total</i>
<u>Assessment of Visit Expectations</u>				
Expectations met	51.4	54.4	48.3	48.3
Repeat visit/knew what to expect	0.0	9.4	11.0	6.6
Everything/all of it	12.9	13.6	12.3	13.3
Size/magnitude of the museum	9.0	2.6	8.3	6.7
Seeing the real thing	8.1	1.7	1.5	3.5
Films	6.0	5.4	2.5	4.3
Exhibit quality	3.8	1.7	4.6	3.3
Specific item or subject	0.4	0.6	1.5	4.9
Other	8.4	10.5	9.7	8.9
Negative comment	<u>0.0</u>	<u>0.1</u>	<u>0.5</u>	<u>0.2</u>
Total	100.0	100.0	100.2	100.0
<u>Duration of Visit to NASM</u>				
Less than 1 hour	37.8	34.3	52.9	43.7
1 - 1.5 hours	18.9	24.4	17.6	19.6
1.5 - 2 hours	11.6	14.2	15.5	14.1
2 - 2.5 hours	6.3	9.9	6.4	6.9
2.5 - 3 hours	10.7	5.4	4.1	6.1
Over 3 hours	<u>14.7</u>	<u>11.9</u>	<u>3.5</u>	<u>9.6</u>
Total	100.0	100.1	100.0	100.0
<u>Configuration of Group</u>				
One Adult	18.5	13.9	15.6	21.2
Two Adults	31.3	38.2	26.6	38.7
Several Adults	16.4	16.3	9.8	11.1
Adult(s) and Child(ren)	18.0	23.6	40.1	19.1
School/Tour/Teen Groups	<u>15.8</u>	<u>8.0</u>	<u>7.9</u>	<u>10.0</u>
Total	100.0	100.0	100.0	100.1
<u>Group Origin of Visit to NASM</u>				
All from Washington, DC and the MD/VA suburbs	8.5	18.0	48.1	26.2
All from other U.S. states or foreign countries	78.5	57.4	32.9	55.7
Group includes visitors who are local and non-local	<u>12.9</u>	<u>24.5</u>	<u>19.0</u>	<u>18.1</u>
Total	99.9	99.9	100.0	100.0

(cont.)

Table 5.1 (continued)
Late Winter Period
Visits made by People 12 Years of Age or Older
Select Characteristics of Visits by Experience with NASM,
(In Percent)

	Experience with NASM			
	<i>New Visitor</i>	<i>Returning Visitor</i>	<i>Frequent Visitor</i>	<i>Total</i>
<u>Educational Attainment</u>				
Less than High School Graduate	8.4	5.6	8.9	8.0
High School Graduate	16.0	12.6	2.1	9.8
AA/Jr. College/Tech./Some College	22.5	23.7	9.7	17.9
Bachelors/Some Graduate Study	31.2	33.6	39.0	34.7
MA/PhD/Professional Degree	<u>22.1</u>	<u>24.5</u>	<u>40.4</u>	<u>29.6</u>
Total	100.2	100.0	100.1	100.0
<u>Occupation</u>				
Executive/Management	13.7	16.6	17.7	16.3
Engineer/Architect	10.1	10.7	5.3	8.5
Professional Specialities	23.3	15.5	33.2	24.7
Sales/Technical/Admin. Support	19.1	20.9	22.0	20.5
Service	5.3	2.8	3.2	4.0
Farming/Forestry/Fishing	1.0	4.2	0.2	1.6
Skilled Labor	6.2	4.2	2.2	4.2
Semi-skilled Labor	6.5	0.0	1.8	3.1
Active Military	1.9	3.4	1.8	2.2
Not in labor force	<u>13.0</u>	<u>21.8</u>	<u>12.6</u>	<u>15.0</u>
Total	100.1	100.1	100.0	100.1
<i>Period Totals</i>	33.2	27.6	39.2	100.0

Table 5.1
Summer Period
Visits made by People 12 Years of Age or Older
Select Characteristics of Visits by Experience with NASM,
(In Percent)

	Experience with NASM			
	<i>New Visitor</i>	<i>Returning Visitor</i>	<i>Frequent Visitor</i>	<i>Total</i>
<u>Geographic Origin</u>				
Washington, DC	1.1	1.8	11.7	4.2
MD/VA Suburbs	2.7	9.5	50.4	14.0
Other U.S.	62.6	73.7	34.9	54.7
Foreign	<u>33.6</u>	<u>15.0</u>	<u>3.1</u>	<u>27.1</u>
Total	100.0	100.0	100.1	100.0
<u>Reason for Visit to Washington</u>				
Business/Work in DC/School	14.5	16.9	23.4	16.7
Vacation/Shopping/Restaurant	72.8	69.8	61.1	70.3
Visiting Friends/Family	<u>12.7</u>	<u>13.3</u>	<u>15.5</u>	<u>12.9</u>
Total	100.0	100.0	100.0	99.9
<u>Visit to NASM or the Smithsonian</u>				
NASM only	29.5	19.9	37.2	28.6
NASM, others if time	7.8	11.9	6.6	8.2
General SI visit	<u>62.7</u>	<u>68.3</u>	<u>56.2</u>	<u>63.3</u>
Total	100.0	100.1	100.0	100.1
<u>Reasons for the Decision to Visit NASM</u>				
Information sources	20.5	7.0	3.4	20.3
Recommendation by family/friends	23.0	5.1	0.5	13.4
Social reasons	14.8	17.6	19.8	19.1
Specific reasons	2.2	2.9	14.3	4.6
Subject interest	30.3	23.1	10.8	23.1
Wandered by/spontaneous visit	8.5	4.7	4.7	5.0
Repeat visit*	<u>0.8</u>	<u>39.7</u>	<u>46.6</u>	<u>14.6</u>
Total	100.1	100.1	100.1	100.1
<u>Visitor Agenda for NASM Visit</u>				
Came to see something in particular	27.9	50.4	54.6	40.2
General visit	<u>72.1</u>	<u>49.7</u>	<u>45.4</u>	<u>59.7</u>
Total	100.0	100.1	100.0	99.9

(cont.)

*Not to be confused with the percent of repeat visitors in the total population (see Table 3.4).

Table 5.1 (continued)
Summer Period
Visits made by People 12 Years of Age or Older
Select Characteristics of Visits by Experience with NASM,
(In Percent)

	Experience with NASM			
	<i>New Visitor</i>	<i>Returning Visitor</i>	<i>Frequent Visitor</i>	<i>Total</i>
<u>Assessment of Visit Expectations</u>				
Expectations met	54.3	42.3	34.9	45.1
Repeat visit/knew what to expect	0.0	12.6	31.2	10.1
Everything/all of it	10.1	11.4	10.0	10.1
Size/magnitude of the museum	13.2	8.9	6.5	10.4
Seeing the real thing	8.6	7.4	3.7	6.9
Films	1.5	3.7	5.0	2.8
Exhibit quality	1.8	4.5	1.5	2.4
Specific item or subject	1.1	0.6	0.4	3.7
Other	8.7	8.5	4.9	7.4
Negative comment	<u>0.7</u>	<u>0.0</u>	<u>1.9</u>	<u>1.1</u>
Total	100.0	99.9	100.0	100.0
<u>Duration of Visit to NASM</u>				
Less than 1 hour	43.7	40.4	49.3	44.8
1 - 1.5 hours	22.6	34.1	26.7	26.9
1.5 - 2 hours	24.8	14.9	15.6	20.1
2 - 2.5 hours	5.5	4.4	5.0	4.6
2.5 - 3 hours	1.1	2.1	3.0	1.7
Over 3 hours	<u>2.2</u>	<u>4.2</u>	<u>0.4</u>	<u>1.8</u>
Total	99.9	100.1	100.0	99.9
<u>Configuration of Group</u>				
One Adult	8.6	9.6	16.6	14.8
Two Adults	28.8	34.9	26.5	30.8
Several Adults	17.4	16.8	10.7	16.9
Adult(s) and Child(ren)	31.3	33.7	40.4	29.4
School/Tour/Teen Groups	<u>13.9</u>	<u>5.1</u>	<u>5.8</u>	<u>8.2</u>
Total	100.0	100.1	100.0	100.1
<u>Group Origin of Visit to NASM</u>				
All from Washington, DC and the MD/VA suburbs	3.3	2.9	25.9	7.7
All from other U.S. states or foreign countries	80.0	73.9	35.7	70.6
Group includes visitors who are local and non-local	<u>16.7</u>	<u>23.2</u>	<u>38.4</u>	<u>21.7</u>
Total	100.0	100.0	100.0	100.0

(cont.)

Table 5.1 (continued)
Summer Period
Visits made by People 12 Years of Age or Older
Select Characteristics of Visits by Experience with NASM,
(In Percent)

	Experience with NASM			
	<i>New Visitor</i>	<i>Returning Visitor</i>	<i>Frequent Visitor</i>	<i>Total</i>
<u>Educational Attainment</u>				
Less than High School Graduate	21.1	8.9	7.0	14.5
High School Graduate	17.1	16.1	8.6	15.0
AA/Jr. College/Tech./Some College	22.1	18.8	16.5	19.9
Bachelors/Some Graduate Study	25.0	34.0	39.6	30.7
MA/PhD/Professional Degree	<u>14.7</u>	<u>22.3</u>	<u>28.3</u>	<u>19.8</u>
Total	100.0	100.1	100.0	99.9
<u>Occupation</u>				
Executive/Management	18.5	12.9	16.1	16.2
Engineer/Architect	6.9	5.7	8.5	6.9
Professional Specialities	20.4	28.9	27.7	24.6
Sales/Technical/Admin. Support	16.1	14.5	21.1	16.8
Service	6.2	6.7	4.9	6.0
Farming/Forestry/Fishing	2.0	0.6	1.0	1.3
Skilled Labor	5.0	7.6	3.3	5.3
Semi-skilled Labor	3.6	1.0	2.0	2.4
Active Military	2.4	2.3	1.7	2.2
Not in labor force	<u>19.1</u>	<u>19.9</u>	<u>13.7</u>	<u>18.2</u>
Total	100.2	100.1	100.0	99.9
<i>Period Totals</i>	<i>50.0</i>	<i>27.9</i>	<i>22.1</i>	<i>100.0</i>

Table 5.1
Fall Period
Visits made by People 12 Years of Age or Older
Select Characteristics of Visits by Experience with NASM,
(In Percent)

	Experience with NASM			
	<i>New Visitor</i>	<i>Returning Visitor</i>	<i>Frequent Visitor</i>	<i>Total</i>
<u>Geographic Origin</u>				
Washington, DC	0.8	2.3	17.7	5.5
MD/VA Suburbs	2.7	4.9	30.9	9.0
Other U.S.	61.6	70.7	44.0	57.9
Foreign	<u>35.0</u>	<u>22.1</u>	<u>7.5</u>	<u>27.6</u>
Total	100.1	100.0	100.1	100.0
<u>Reason for Visit to Washington</u>				
Business/Work in DC/School	20.0	30.7	36.4	28.1
Vacation/Shopping/Restaurant	67.9	59.1	48.9	60.2
Visiting Friends/Family	<u>12.1</u>	<u>10.2</u>	<u>14.7</u>	<u>11.7</u>
Total	100.0	100.0	100.0	100.0
<u>Visit to NASM or the Smithsonian</u>				
NASM only	23.0	24.7	34.0	26.9
NASM, others if time	4.4	6.0	1.8	4.2
General SI visit	<u>72.6</u>	<u>69.3</u>	<u>64.2</u>	<u>68.9</u>
Total	100.0	100.0	100.0	100.0
<u>Reasons for the Decision to Visit NASM</u>				
Information sources	14.3	6.1	5.1	17.2
Recommendation by family/friends	27.4	15.6	2.6	16.2
Social reasons	9.4	10.2	16.9	14.4
Specific reasons	1.5	4.7	15.5	6.9
Subject interest	41.5	26.7	12.9	28.4
Wandered by/spontaneous visit	5.8	4.9	6.6	4.3
Repeat visit*	<u>0.2</u>	<u>31.9</u>	<u>40.5</u>	<u>12.5</u>
Total	100.1	100.1	100.1	99.9
<u>Visitor Agenda for NASM Visit</u>				
Came to see something in particular	39.9	44.8	50.4	43.9
General visit	<u>60.1</u>	<u>55.2</u>	<u>49.6</u>	<u>56.1</u>
Total	100.0	100.0	100.0	100.0

(cont.)

*Not to be confused with the percent of repeat visitors in the total population (see Table 3.4).

Table 5.1 (continued)
Fall Period
Visits made by People 12 Years of Age or Older
Select Characteristics of Visits by Experience with NASM,
(In Percent)

	Experience with NASM			
	<i>New Visitor</i>	<i>Returning Visitor</i>	<i>Frequent Visitor</i>	<i>Total</i>
<u>Assessment of Visit Expectations</u>				
Expectations met	40.1	39.8	27.7	36.1
Repeat visit/knew what to expect	0.4	20.1	29.5	12.1
Everything/all of it	12.4	7.9	14.7	11.6
Size/magnitude of the museum	19.5	10.0	4.3	13.0
Seeing the real thing	9.0	6.6	2.9	6.6
Films	3.4	5.1	5.5	4.8
Exhibit quality	4.7	2.9	2.7	4.0
Specific item or subject	2.8	3.0	1.9	3.8
Other	6.6	4.5	8.8	6.7
Negative comment	<u>1.0</u>	<u>0.1</u>	<u>2.0</u>	<u>1.2</u>
Total	99.9	100.0	100.0	99.9
<u>Duration of Visit to NASM</u>				
Less than 1 hour	25.0	24.0	34.0	26.6
1 - 1.5 hours	21.4	23.8	27.7	25.3
1.5 - 2 hours	13.5	20.7	15.5	16.1
2 - 2.5 hours	13.5	11.3	9.5	11.6
2.5 - 3 hours	8.3	5.6	8.9	7.4
Over 3 hours	<u>18.2</u>	<u>14.6</u>	<u>4.4</u>	<u>12.9</u>
Total	99.9	100.0	100.0	99.9
<u>Configuration of Group</u>				
One Adult	17.3	20.0	27.4	23.0
Two Adults	46.1	45.0	33.0	43.3
Several Adults	17.1	16.6	21.3	17.1
Adult(s) and Child(ren)	6.5	13.6	11.3	9.0
School/Tour/Teen Groups	<u>13.0</u>	<u>4.8</u>	<u>7.0</u>	<u>7.6</u>
Total	100.0	100.0	100.0	100.0
<u>Group Origin of Visit to NASM</u>				
All from Washington, DC and the MD/VA suburbs	3.0	4.5	16.9	6.1
All from other U.S. states or foreign countries	84.8	86.9	54.0	79.8
Group includes visitors who are local and non-local	<u>12.2</u>	<u>8.7</u>	<u>29.1</u>	<u>14.1</u>
Total	100.0	100.1	100.0	100.0

(cont.)

Table 5.1 (continued)
Fall Period
Visits made by People 12 Years of Age or Older
Select Characteristics of Visits by Experience with NASM,
(In Percent)

	Experience with NASM			
	<i>New Visitor</i>	<i>Returning Visitor</i>	<i>Frequent Visitor</i>	<i>Total</i>
<u>Educational Attainment</u>				
Less than High School Graduate	10.1	8.5	1.1	7.6
High School Graduate	20.2	11.9	7.5	14.7
AA/Jr. College/Tech./Some College	20.0	20.9	14.2	19.2
Bachelors/Some Graduate Study	28.9	35.6	31.0	30.9
MA/PhD/Professional Degree	<u>20.9</u>	<u>23.2</u>	<u>46.2</u>	<u>27.5</u>
Total	100.1	100.1	100.0	99.9
<u>Occupation</u>				
Executive/Management	14.9	23.4	24.3	19.3
Engineer/Architect	5.8	7.8	4.4	6.0
Professional Specialities	25.0	25.0	35.0	27.8
Sales/Technical/Admin. Support	23.8	19.5	15.2	20.5
Service	3.1	5.9	5.1	4.4
Farming/Forestry/Fishing	2.3	0.0	0.2	1.2
Skilled Labor	10.5	3.8	2.0	6.4
Semi-skilled Labor	2.7	3.5	0.8	2.4
Active Military	1.9	3.4	3.3	2.6
Not in labor force	<u>10.1</u>	<u>7.7</u>	<u>9.7</u>	<u>9.5</u>
Total	100.1	100.0	100.0	100.1
<i>Period Totals</i>	49.3	25.4	25.3	100.0

Table 6.1

Visits made by People 12 Years of Age or Older
Characteristics Over-represented among Reasons for Visit, 1994 Survey Periods*

Visit Characteristic	Disproportionately inclined to this reason	Order of Magnitude**			
		<i>Total</i>	<i>Late Winter</i> Jan. 11-Mar. 6	<i>Summer</i> July 12-Sept. 4	<i>Fall</i> Sept. 6-Oct. 31
Social Composition					
One Adult	Wandered by			1.7	
Adult(s) with Child(ren)	Social reason	1.9	2.4	1.9	2.1
	Wandered by		2.1		
	Repeat Visit		2	1.4	
Pair of Adults	Specific reason	1.4		1.8	
Three or more Adults	Subject Interest/Ties		1.9		
	Social reason				1.6
School/Tour visit	Social reason		2.2		3.1
Non-local who Decided to Visit					
Before Trip	Repeat Visit			1.2	
	Subject Interest/Ties		1.2		1.2
Non-local who Decided to Visit					
After Arrival in Washingt	Wandered by				2
Non-local who Decided					
to Visit Today	Wandered by	2.7	2.8	2.9	2.2
	Specific reason	2	1.6	1.6	2.7
	Social reason			1.5	
Non-local U.S. Visitor					
	Subject Interest/Ties		1.2		1.2
	Social reason			1.2	
Local who Decided					
to Visit Today	Wandered by	1.8	1.5	1.9	
	Social reason	1.2	1.3	1.3	
	Specific reason	1.2	1.2	1.2	

(cont.)

Table 6.1 (cont.)

Visit Characteristic	Disproportionately inclined to this reason	Order of Magnitude**			
		Total	Late Winter Jan. 11-Mar. 6	Summer July 12-Sept. 4	Fall Sept. 6-Oct. 31
Local Suburbanite	Specific reason	2		2.2	3
	Repeat Visit	2		2.2	2.1
	Social reason	1.7	1.7		2.6
	Wandered by		1.4		
Washington, DC Resident	Wandered by				4.2
	Social reason				2.4
Female	Specific reason	1.2	1.3	1.3	
	Social reason			1.3	1.3
Male	Subject Interest/Ties	1.2	1.2		1.2
Business Visit to Washington	Specific reason	1.7	1.4	1.8	1.4
	Wandered by	1.5		1.6	1.7
General SI Visit	Wandered by	1.2	1.2	1.3	1.3
	Repeat Visit		1.4		
Visit to NASM only	Social reason		1.3		
	Specific reason			1.4	
	Repeat Visit				1.5
Repeat Visit to NASM & SI	Repeat Visit	1.9	1.3	2.1	2
	Specific reason	1.7	1.2	1.8	2
	Social reason	1.2	1.2		
First Visit to NASM & SI	Subject Interest/Ties				1.5
Foreign Visitor	Information Sources	1.7	1.9	1.8	1.5
	Recommendation	1.9	2.6	1.9	1.8
Local who Decided to Visit Before Today	Information Source	1.5		1.7	1.6
	Recommendation		1.3		2
Local who Decided to Visit Today	Information Source		1.2		
	Recommendation			2.1	
First Visit to NASM & SI	Information Source	1.8	2	1.9	1.5
	Recommendation	1.7	2.5	1.8	1.5

(cont.)

Table 6.1 (cont.)

Visit Characteristic	Disproportionately inclined to this reason	Total	Order of Magnitude**		
			Late Winter Jan. 11-Mar. 6	Summer July 12-Sept. 4	Fall Sept. 6-Oct. 31
Female	Information Source				1.3
Non-local who Decided to Visit					
After Arrival in Washingt	Information Source		1.6	1.4	
Non-local who Decided to Visit					
Before Trip	Recommendation		1.2		
General SI Visit	Recommendation				1.2
Vacation visitor	Information Source				1.2

*Limited to those reasons where the percentage of the reason for that characteristic exceeds the percentage of that characteristic in the total by at least 10 percentage points, as compiled in Table 3.10.

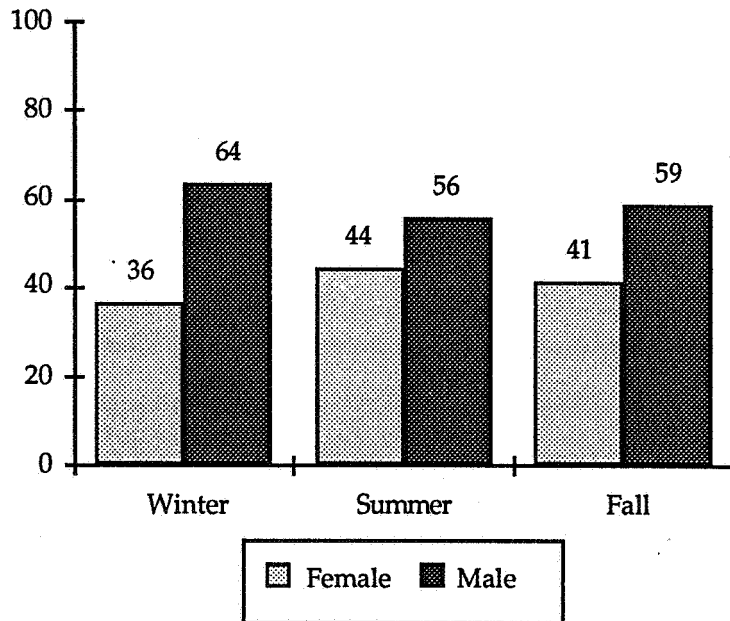
**Calculated as the percentage of the reason for a characteristic divided by the percentage of the total for that characteristic.

Part B.III
Appendices

1. A Guide to Reading Graphs

In presenting the results of this study in Part A, we have relied heavily on a few basic types of graphs constructed from tables. Figure A.2, reproduced below, is an example of the type most frequently used in this report.¹

Figure A.2
Gender of NASM Visitors, by Season
All Visitors
(in Percent)



Source: Part B, Table 2.1.

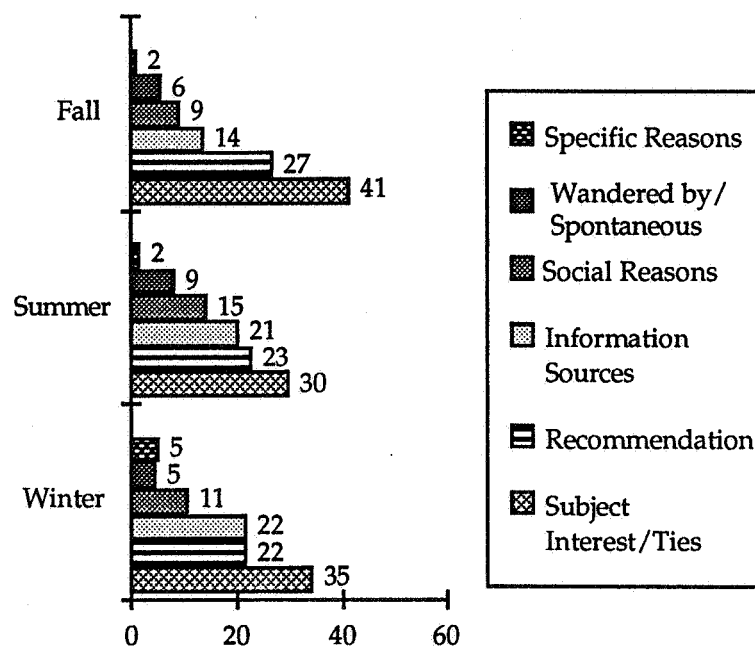
The title of the figure describes the variable that is being presented, any restrictions placed on it, and the subsets of the sample over which it is being compared (the formal term for this is the "classification variable"). "Gender" is the variable. "All visitors" indicates that all completed interviews are included. "By Season" tells us that the figure compares the gender of visitors in one season to those in another. The figure presented here is based on Part B, Table 2.1, which includes a cross-tabulation of Gender by Season. Underneath the title in parentheses, the phrase "in percent," describes the units in which the graph is drawn; i.e., it tells us what the numbers represent on the scale that forms the left-hand side of the graph. In order to make the graph easier to read, a number on top of each column indicates its exact size.

¹ All of the figures in this Appendix appear in Part A of the report.

The two left-most columns, (the pair that stand over the word "Winter"), show us that out of all the visitors who came in that season, 36% were female (the lighter column, according to the legend at the bottom), and 64% were male (the darker column). The middle pair of columns illustrate the distribution of men and women in the Summer season, and the right-most pair of columns show their distribution in Fall. Each pair of columns, in other words, totals 100% of visitors in each season.

Some of the graphs in this report (e.g., Figure A.38) put the scale on the bottom and use bars to show the variable.

Figure A.38
Reasons for Decision to Visit NASM, for New Visitors, by Season
 Visitors Age 12 and over
 (in Percent of Total Responses)

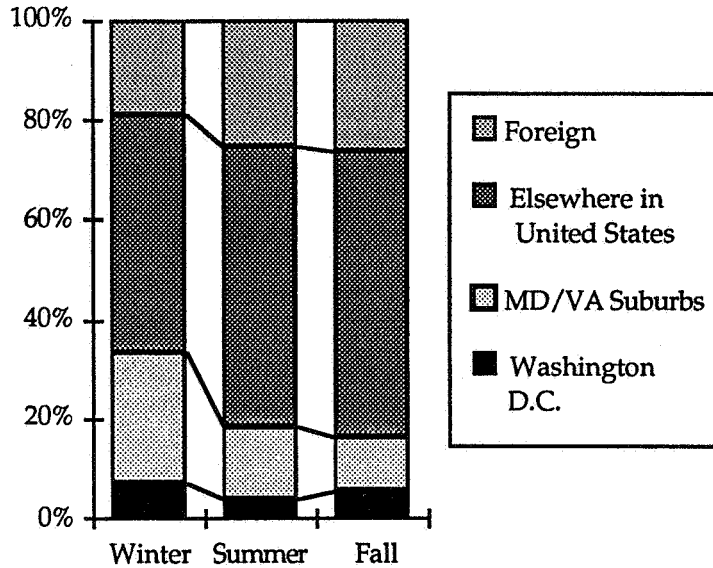


Source: Part B, Table 5.1.

In this case all the New Visitors over age 12 in each season are classified into six categories, depending on their reasons for visiting NASM. In other words, each of the three clusters of six bars totals to 100 percent. The legend to the right uses different fill patterns to indicate which bars on the chart represent which of the six components of the variable "Reasons for Decision to Visit NASM." The scale was cut off at 60 to save space.

The second most common type of graph in this report puts all of the categories of a variable into one column. In Figure A.6, for example, the illustrated variable is "Geographic Origin of NASM Visits." "Visitors age 12 and over" means that the calculation was restricted to visits where the person being interviewed was 12 years old or older. "By season" tells us that we will be viewing each season separately in the graph. "In percent" indicates that the numbers on the graph's scale represent percent.

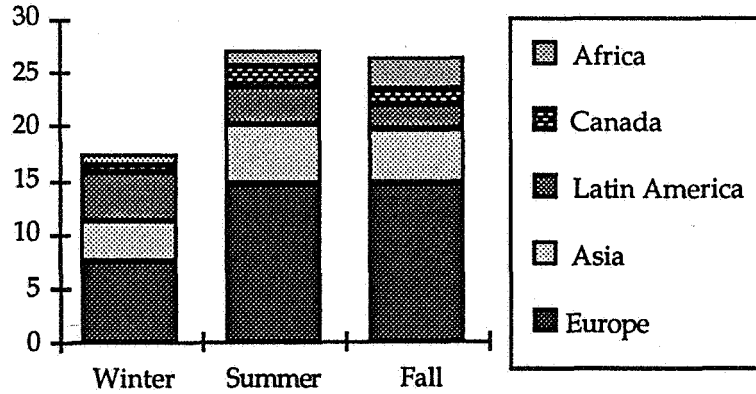
Figure A.6
Geographic Origin of NASM Visits, by Season
 Visitors Age 12 and Over
 (in Percent)



Each column illustrates all visitors, age 12 and over, in the particular season, as identified at the bottom of the graph. The proportion of visitors from the four residence categories is indicated by the four shaded areas within each column. The legend on the right provides the identification code for the shading. The lines drawn between the column are meant to help in comparing a component to its counterpart in the next column. The advantage of this kind of graph is that it allows one to compare many different variable components at a glance. The disadvantage is that it makes it harder to read the actual percentage numbers for each of those components. For example, if you needed to estimate the percentage of Winter visitors who were from elsewhere in the United States, you could estimate the lower border of the gray-shaded area as about 35% and the upper border as about 81%, which would make the size of the gray area 46%. (An easier way would be to use a piece of scrap paper to measure the size of the gray area and then set that mark against the scale.)

Unlike the previous types, the third kind of graph commonly used in this report does not show 100 percent of a variable. Figure A.8, for example, represents the same variable as the preceding graph, i.e. "Geographic Origin of NASM Visits," and divides the sample "by Season," but it is restricted to "foreign resident visitors age 12 and over," and it uses a scale "in percent of all visitors age 12 and over."

Figure A.8
Geographic Origin of NASM Visits, Foreign Residents, by Season
 Visitors Age 12 and Over
 (in Percent of All Visitors Age 12 and Over)



As Figure A.6 indicated, these foreign residents comprised 19% of all Winter visitors over age 12, 26% of all Summer visitors, and 27% of all Fall visitors. Figure A.8 shows this directly by the height of each column. In other words, instead of making a graph like Figure A.6, which would have shown each season of foreign residents as a column totaling 100 percent, we took out the foreign-resident sections of the columns in Figure A.6, expanded the scale to make it easier to read, and indicated how those foreign residents were divided, using the legend on the right side of the chart. One advantage of this method is that it allows us to read the percentages of a group within the whole (e.g., visitors from Europe are about 15% of all visitors in Summer and Fall), while indicating the importance of that group within the subset of foreign residents (e.g., Europeans appear to be more than half of all foreign visitors in Summer and Fall, but slightly less than half in Winter).

Appendix III.2

Design and Implementation of the 1994 NASM Visitor Study

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Introduction

This appendix contains a detailed discussion of the design for the 1994 NASM Visitor Study.¹ This study is one of a series conducted by the Institutional Studies Office to profile visitors to Smithsonian museums and the National Zoo, increase our knowledge of the visit experience and provide information for future exhibition planning. Each of these studies has been tailored to the particular needs of a sponsor, and to the resources available for the study. In what follows, the rationale for the sample design, the questionnaire, and the results of survey implementation are discussed.

Study Design and Implementation

The primary purpose of the 1994 NASM Visitor Study was to collect demographic data on current visitors, as well as to collect data pertaining to their visit experience. Because a similar study was conducted at NASM in 1988, some comparison of data is possible. The survey was administered to visitors exiting the museum. The 1994 study was conducted in three time periods (Late Winter, Summer, and Fall), based on the 1988 schedule for interviewing, an analysis of 1993 visit counts from the Smithsonian's Office of Protection Services (OPS), and experience gained by this office in the past several years.

The design allowed for two types of comparison as well as providing unique data on the visitor experience. First, we can look at the seasonal variation in audience composition in comparison to the total data set. And secondly, by comparing 1988 and 1994 survey results, we can note any changes over time.

¹ The reader of multiple ISO publications will note that the structure of the methodological appendices, as well as some of the language used is quite similar. Using a basic description, we have made study specific changes and data.

Overall Survey Design. The 1994 NASM Visitor Study utilized systematically selected samples of individuals for personal interviews, from five to ten minutes in duration. Interviewers intercepted visitors as they exited the museum through two of the seven possible exit doors. Data was collected during three eight-week time periods--Period One (Late Winter) was January 11 through March 6; Period Two (Summer) was July 12 through September 4; and Period Three (Fall) was September 6 through October 30. The schedule encompassed all seven days of the week and the hours of 10:30 am through 1:30 pm and 2:00 pm through 5:00 pm. (The schedule is at the end of this Appendix). Two interviewing sessions were conducted on each day. Smithsonian staff and contractors, members of formal tour or school groups, and people ineligible for the study because they were not making a museum visit (e.g., in the building only to use the telephone or ask directions) were excluded from the study. During interviewing hours over the 168 survey days, we estimate that approximately 88,979 visitors exited NASM through the doors used during the study. From these, 4,565 individuals were eligible for the study and 2,975 completed interviews.

During the interviewing sessions, teams of two to four individuals -- one acting as team leader -- worked during two of the four time blocks each day. The team leader had two major responsibilities: (a) to count and record the number of people, of all ages, exiting the designated door during fifteen-minute intervals, and (b) to identify the individuals to be intercepted. An imaginary line was selected near each interviewing location to clearly define who was exiting the building. The team leader recorded the ongoing tally and time on a Sample Selection Form with the help of a mechanical counter and a watch. (The details of Sample Selection are described below.)

The cooperation of the public with the 1994 survey was considerably lower than in 1988. The interview response rates for both surveys are shown in Table B.III.1.

Table B.III.1
Response Rates, 1988 and 1994 Survey Periods and Totals
(In Percent)

Period	Dates	Response Rate
Early Winter	Nov. 1 - Dec. 26, 1988	91.1
Summer	July 12 - Sept. 5, 1988	87.9
Fall	Sept. 6 - Oct. 31, 1988	<u>84.3</u>
1988 Total		87.4
.....		
Late Winter	Jan. 11 - Mar. 6, 1994	70.0
Summer	July 12 - Sept. 4, 1994	63.0
Fall	Sept. 6 - Oct. 31, 1994	<u>64.4</u>
1994 Total		65.2

Sample Selection

Background. Selecting appropriate samples of museum/zoo visitors for study presents a multitude of problems. Museum visitors are "mobile populations" and cannot be sampled in the same way that members of households, students in classrooms, or other groups with known characteristics are selected for study. These members of the general public are in transit and, from the point of view of sample design, similar to shoppers in a mall, travelers in airports or users of public libraries. In all these cases, individuals can only be defined as a population because they are in a particular space at a particular time.²

With the exception of the *1988 NASM Visitor Study*, Institutional Studies Office surveys have employed a relatively simple systematic random sample design.³ First, each visitation day was divided into several equal time intervals. A schedule was then constructed which ensured, as guided by resource constraints, that interviewing took place at least once within each time interval on each day of the week.⁴

Within the time intervals, selection of respondents is complicated by variation in visitor flow. Conventional wisdom and observation clearly indicate that visitor flow varies across time intervals (e.g., more visitors on Saturday afternoon than on Monday morning) and within an interval (e.g., different sized groups, single individuals, etc.). Further, our selection method is clearly influenced by a need to make full use of available resources (interviewers) while maintaining a probability sample within each time interval.

In previous studies our general approach has been to count visitors as they enter (or exit) the interviewing site, select visitors according to a predetermined sample selection interval (every n^{th} person) for a systematic sample, and ask that person to complete an interview. The selection interval had to be chosen so that there would always be an interviewer available to intercept the next person selected. When the interval is very large, this is always possible. However, large intervals mean that interviewers will not be occupied for long periods of time, leading to inefficient use of resources and too few completed interviews. If the interval is too small, interviewers cannot interview the selected respondents. Depending on the anticipated number of visitors, based on data from the Office of Protection Services and observations, we tried to set selection intervals that optimized interviewer activity within any given time period.

²This discussion is indebted to Graham Kalton, "Sampling Flows of Mobile Human Populations," in *Proceedings of Statistics Canada Symposium 90: Measurement and Improvement of Data Quality*, October 1990.

³See Z. D. Doering, R. D. Manning and K. J. Black, *The 1988 National Air and Space Museum Survey: Technical Documentation*. Report 92-11. (Washington, D.C.: Smithsonian Institution, 1992).

⁴In more technical language, the sampling frame is a list of time interval/site primary sampling units (PSUs). Rather than select a sample of PSU's and then respondents within them, we attempt systematic coverage of all PSU's and then select respondents within PSU's.

Unfortunately, visitor flows did not always conform to our expectations. To account for the fact that interviewers were sometimes not available to interview the selected respondents, the person counting was required to record some basic facts about the "missed respondents." This approach led to inefficiencies and possible sample bias. Further, since the selection interval was frequently changed at the beginning of different time intervals within a given study, statistical weights were needed in the final survey analysis.

A review of the results of many studies led the ISO to conclude that a more efficient utilization of interviewers could be achieved by using a sampling strategy which called for "continuous interviewing." This strategy was first devised for the 1988 *NASM Survey*. Like the "fixed interval" methods, this approach entails using one person to count and one or two interviewers. However, the "sampling interval" varies according to on-site visitor flow and detailed contextual data are collected which provide the basis for weighting the final samples.

Within each time interval, the counter uses a mechanical counter and a stop watch to maintain a record of the number of persons entering or exiting (depending on the study) a particular location within small time segments (10 or 15 minute intervals). The counter also identifies the persons to be intercepted whenever an interviewer has completed one interview and is ready to begin the next. This method of selecting sample persons keeps the interviewers fully occupied. The counter is essentially incorporating a self-adjusting selection interval. (In the 1988 *NASM Survey*, during some hours the flow of visits was so slow so that approximately every 10th exit was intercepted, while during several hours it was so heavy that every 350th was intercepted. In the 1994 *NASM survey*, intercepts ranged between intercepting every person who exited and every 312th person.)

Counting and recording the number of individual visitors exiting or entering in small intervals (10 or 15 minutes) rather than recording a summary total per interviewing session ensures adequate controls for one possible source of bias; i.e., the unequal flow of people within a time segment. This means that each questionnaire can be statistically weighted with precise information from each time intervals so that we do not have to assume equal visit flow patterns throughout the time interval. In fact, our data indicated quite different patterns at the beginning and end of selected time intervals. The procedures for actual respondent selection, maintenance of control data, and exclusion of persons not eligible for the study are described below.

Specific Field Instructions for Selecting Respondents

Below we provide the instructions for selecting respondents using a continuous sampling approach, as implemented for the 1994 *NASM Visitor Study*. This approach uses an interviewing team composed of one person who counts and selects visitors and up to three interviewers. The counter is designated as the Team

Leader. A team cannot rotate its members among the different roles (Team Leader or Interviewer) within an interviewing session.

Overall Approach. The systematic, unbiased and orderly selection of respondents is the primary responsibility of the Team Leader. In order to provide the information necessary for other aspects of the study, the Team Leader is also responsible for recording the number of people who exit (Exit Survey) during the 15 minute intervals of each Session. Everyone, except those in escorted groups, is counted. The interviewers are responsible for intercepting and interviewing respondents as well as recording an assigned Count Number and filling out the administrative information on each questionnaire.

The sample selection task is undertaken with the aid of a Sample Selection Form, a mechanical counter, and a watch. Counts of visitors are recorded on the Form by 15 minute intervals. An example of a Sample Selection Form is on the next page. In addition, when intercepts are made, the number on the mechanical counter ("Count Number") is recorded by both the Team Leader on the Sample Selection Form and by the interviewer on the questionnaire to be used.

Specific Steps (excerpted directly from the Training Manual)

- (1) The Team Leader fills out the information at the top of the Sample Selection Form before the interviewing session begins. The Session Number is a critical item of information at the top. This has been filled in for you. The names of Interviewer #1, Interviewer #2, and Interviewer #3 are also recorded. The team members set their watches to the same time.
- (2) The interviewers should have about 20 to 25 questionnaires on a clipboard. Before the session starts, the interviewers should record their names at the top of approximately 10 questionnaires and also mark the Period, Shift and Session boxes on the second page (under "For Office Use Only"). The information for these boxes comes from the Sample Selection Form. Period 1 was the Jan. 11-Mar. 6 data collection; Period 2 is the July 12-Sept. 4 data collection; and Period 3 is the Sept. 6-Oct. 30 data collection. Shift 1 is the 10:30-12:00 time block; Shift 2 is the 12:00-1:30 time block; Shift 3 is the 2:00-3:30 time block; and Shift 4 is the 3:30-5:00 time block. The session number should be recorded with the hundreds in the first row, the tens in the second row and the ones in the third row. At the end of the session each interviewer should check to see that this information is recorded on all the questionnaires they have used.
- (3) The Team Leader stands at a designated location near the exit at which interviewing is to take place. We assume a hypothetical line which separates the "interviewing area" from the exhibition exit. These hypothetical lines will be shown to you.
- (4) The counter is set at zero (0) at the start of the Session and the interviewers stand by ready to begin. Start counting from the person closest to you. If two people are crossing the line at the same time when the Team Leader is ready to identify the

third, sixth, or ninth person, the closest person to the Team Leader is selected for an interview. We will always begin a Session by interviewing the third, sixth, or ninth person who exits:

- (a) A 03 is preprinted as the "Count Number" in the column marked "Interviewer #1" on the Sample Selection Form.
 - (b) Interviewer #1 also records 03 on the questionnaire to be used on the count number line (first page, upper right corner).
 - (c) A 06 is preprinted in the column marked "Interviewer #2" on the Sample Selection Form.
 - (d) Interviewer #2 records 06 on the questionnaire to be used.
 - (e) A 09 is preprinted in the column marked "Interviewer #3" on the Sample Selection Form.
 - (f) Interviewer #3 records 09 on the questionnaire to be used.
- (5) The Team Leader continues to count the flow of visitors.
- (6) When an interviewer returns after completing an interview, and is ready to begin the next interview, the Team Leader identifies the next person to approach the line as the next respondent. The Team Leader notes the "Count Number" and records it on the Sample Selection Form under the interviewer's name. The interviewer also records the number on the next blank questionnaire and moves out to intercept the identified respondent.
- (7) After 15 minutes, the Team Leader writes the number of visitors recorded on the counter ("Count Number") on the Form in the column titled "Count" for that 15 minute segment. The mechanical counter is not re-set.
- (8) The Team Leader continues to provide "Count Numbers" every time interviewers indicate that they are ready to "intercept." The interviewer always writes down a "Count Number" on the next blank questionnaire. There are only two exceptions when the interviewer does not intercept the next person approaching the line. The exceptions are described below.
- (9) If the next person approaching the line is a child that is part of an escorted school group or an adult in a clearly led tour group, he/she is not to be interviewed.
- (a) The Team Leader, at this point stops counting, writes a "G" in the column marked Groups on the Sample Selection Form and estimates the size of the Group.
 - (b) After the Group passes, the Team Leader continues counting and then assigns the next person to the interviewer.

SAMPLE SELECTION FORM

1994 National Air and Space Museum Visitor Study

Team Leader BARBARA
 Interviewer #1 DAVE
 Interviewer #2 KATHRYN
 Interviewer #3 JAMES

Location: Independence Ave. Door
 Session No. 71
 Shift: 1 2 3 4

Date: JULY 26
 Day: TUESDAY
 Weather: HOT HUMID

For office use only:

Seg.	Time	Interviewer #1	Interviewer #2	Interviewer #3	Int. in Seg.	Groups	Current Seg. Count	(b)		(c)		(d)		(e)		(f)	
								IE Int.	Total Curr Seg Ct (a)-Prev. (a)	Total Curr Seg Ct	Total Seg Ct (c)-(b)	Int.-	IE Int.	Weight (d)/(e)			
1	12:00- 12:15	03 10 14 DAVE	06 28 KATHRYN	09 21 35 JAMES	8	G=40 G=30 G=35 G=25 G=30	37	1	37-0=37	37-1=36	8-1=7	5.14					
2	12:15- 12:30	38 54	43 65	46 70	6	G=10	71	0	71-37=34	34-0=34	6-0=6	5.67					
3	12:30- 12:45	73 87	76 93 102	84 98	7	G=25	105	0	105-71=34	34-0=34	7-0=7	4.86					
4	12:45- 1:00	106 130 155	109 134 165	115 150 162	9	G=40 G=35 G=30	179	0	179-105=74	74-0=74	9-0=9	8.22					
5	1:00- 1:15	184 215	193	187 230	5		233	0	233-179=54	54-0=54	5-0=5	10.8					
6	1:15- 1:30	237 240 255 261 264	234 252 270	243 246 258 292	12		294	3	294-233=61	61-3=58	12-3=9	6.44					

Intercepts: 17 14 16 47

(10) If the next person approaching the line is a Smithsonian guard or Building Management worker, wearing a Smithsonian uniform, they are counted but not intercepted.

(11) If two or three interviewers return to the Team Leader at the same time, he/she handles them sequentially. In other words, a "Count Number" is given to the first interviewer and he/she is sent out. Then a "Count Number" is given to the second interviewer and the next person is intercepted. These two "Count Numbers" should be at least 2 people apart.

(12) The above procedure continues until the end of the Session.

(13) At the end of the Session, the used questionnaires (with the assigned Count Numbers) are given to the Team Leader. He/she has to reconcile the number of questionnaires with the assignments on the Sample Selection Form. For example, if the assigned Count Numbers on the Sample Selection Form are as shown on the attached example, 47 questionnaires should exist with those corresponding numbers (e.g., 03, 06, 09, 10, 14, 21, 28, 35 etc.).

Summary of Field Instructions. The systematic, unbiased and orderly selection of respondents is the primary responsibility of the Team Leader. In order to provide the information necessary for other aspects of the study, the Team Leader is also responsible for recording the number of persons who exit during the 15 minute intervals of each Session. Everyone, except those in escorted groups, is counted. The interviewers are responsible for intercepting and interviewing respondents as well as recording an assigned Count Number on each questionnaire used.

Questionnaire Development

The questionnaire development for the 1994 *NASM Visitor Study* was framed by the existence of the 1988 *NASM Visitor Study* questionnaire. The requirement for data comparability meant that many questions had to be repeated. New requirements, lessons learned from analyses of the 1988 data and our experience of the past six years led to the inclusion of new items and to the deletion of some questions previously asked.

Key demographic questions (gender, residence, educational attainment, social composition, size of visiting group, and cultural/racial/ethnic identity) were replicated. Two new demographic items, the respondent's occupation and industry of employment, were added (Q21 and Q21A). An additional residence-related question was asked to distinguish between visit groups who were all local, all from outside of the area, or mixed (Q19). Questions which had proved analytically important (main purpose of the museum, exhibition or subject of major interest, and visits to other Smithsonian facilities) were also repeated. Several items (first or previous visit to the Smithsonian, time spent in the building, and reason for the visit) were modified to collect more accurate data.

New concerns on the part of NASM staff led to the development of questions about the timing of the decision to visit NASM (Q8A and Q8B), interest in specific exhibits or objects (Q10), staff activities (Q12), visitor expectations (Q14), and visitor suggestions for improvement, change or addition (Q15).

In 1988, part of the survey was conducted prior to the opening of new NASM eating facilities and part shortly after the opening. That questionnaire, therefore, included items related to food facilities, an issue no longer important. Other items which were not replicated pertain to modes of transportation to NASM, attendance at evening public programs, work location, exposure to or experience with aviation or space science and subscription to air, space or science related magazines.

Respondent Refusal: Patterns of Response Bias in the 1994 NASM Visitor Study

As shown in Table B.III.2, overall 34.8 percent of all persons intercepted did not participate in the survey. While 7.1 percent were due to language difficulties, the majority of refusals (tk percent of all intercepts) were for "other" reasons (e.g., visitors in a hurry, not wanting to detain companions, a restless child, etc.).

Table B.III.2

Results of Data Collection: 1994 NASM Survey

	<i>Late Winter</i>		<i>Summer</i>		<i>Fall</i>		<i>Total</i>	
	<u>Jan. 11-Mar. 6</u>		<u>July 12-Sept. 4</u>		<u>Sept. 6-Oct. 31</u>		No.	%
	No.	%	No.	%	No.	%	No.	%
<u>Distribution of Intercepts</u>								
Adult Interview	745	67.4	1087	55.5	898	59.9	2730	59.8
Child Interview	29	2.6	148	7.6	68	4.5	245	5.4
Language Refusal	62	5.6	154	7.9	109	7.3	325	7.1
"Other" Refusal	<u>269</u>	<u>24.3</u>	<u>571</u>	<u>29.1</u>	<u>425</u>	<u>28.3</u>	<u>1265</u>	<u>27.7</u>
Total Intercepts	1105	100.0	1960	100.0	1500	100.0	4565	100.0
<u>Distribution of Intercepts</u>								
Total Completed Interviews	774	70.0	1235	63.0	966	64.4	2975	65.2
Total Refusals	<u>331</u>	<u>30.0</u>	<u>725</u>	<u>37.0</u>	<u>534</u>	<u>35.6</u>	<u>1590</u>	<u>34.8</u>
Total Intercepts	1105	100.0	1960	100.0	1500	100.0	4565	100.0
<u>Distribution of Refusals</u>								
Language Refusals	62	18.7	154	21.2	109	20.4	325	20.4
"Other" Refusals	<u>269</u>	<u>81.3</u>	<u>571</u>	<u>78.8</u>	<u>425</u>	<u>79.6</u>	<u>1265</u>	<u>79.6</u>
Total Refusals	331	100.0	725	100.0	534	100.0	1590	100.0

Table B.III.3 contains the demographic characteristics of intercepted visitors by their response type; i.e., those who completed interviews, those who refused and for refusals. Five factors were examined, respondent gender, racial/ethnic identifica-

tion, residence, social composition and age. There are statistically significant differences in the refusal rates by race/ethnic identification and residence.

Table B.III.3
Demographic Characteristics of All Intercepted Visitors: 1994 NASM Survey
(In Percent)*

Characteristics	Total	Total	Refusal for Language	Refusal for "Other" Reasons	Total Visitors (Number)**
	Completed Interview %	Refusal for Any Reason %			
<u>Gender</u>					
Female	39.4	47.1	34.1	47.9	1254
Male	<u>60.6</u>	<u>52.9</u>	<u>65.9</u>	<u>52.1</u>	<u>1937</u>
	100.0	100.0	100.0	100.0	3191
<u>Racial/Ethnic Identification</u>					
African American	4.4	3.2	0.0	3.4	142
Asian	7.8	27.0	34.5	26.6	322
Caucasian	82.0	54.6	26.3	56.3	2445
Hispanic/Latino	<u>5.9</u>	<u>15.2</u>	<u>39.3</u>	<u>13.7</u>	<u>216</u>
	100.0	100.0	100.0	100.0	3125
<u>Residence</u>					
Washington D.C.	4.7	3.8	1.1	4.0	157
MD/VA Suburbs	15.8	8.4	2.5	8.7	481
Other U.S.	57.9	18.9	1.6	19.8	1646
Foreign	<u>21.5</u>	<u>68.9</u>	<u>94.8</u>	<u>67.5</u>	<u>863</u>
	100.0	100.0	100.0	100.0	3147
<u>Social Composition</u>					
One Adult	14.5	21.3	19.6	21.4	658
Two Adults	33.8	31.3	37.0	31.1	971
Several Adult	16.1	21.1	20.0	21.2	476
Adult(s) w/Kid(s)	26.0	19.2	15.1	19.4	682
School/Tour	<u>9.7</u>	<u>7.0</u>	<u>8.2</u>	<u>7.0</u>	<u>269</u>
	100.0	100.0	100.0	100.0	3056
<u>Age (Years)</u>					
Mean	<u>Years</u> 38.7	<u>Years</u> 40.4	<u>Years</u> 44.3	<u>Years</u> 39.9	
Standard Deviation	15.5	14.1	13.0	14.9	
Total Visitors	2975.0	594.0	62.0	532.0	

*Based on weighted N's

**Unweighted N

To assess the degree of systematic bias in the characteristics of those respondents that refused to participate in the *NASM* survey, a multivariate analysis of respondent refusal was conducted. Statistically significant predictors of respondent refusal were identified by using the logistic regression procedure. The "raw" logistic coefficients were then transformed into percentage change statistics (ΔP) for ease of interpreting the magnitude of the individual variables' independent or "net" effect on the probability of respondent refusal. The results show clearly that there was only negligible response bias. This precludes any need to statistically "re-weight" the sample in order to compensate for the observed non-random fluctuation in the distribution of reported socio-demographic characteristics. The initial "full" multivariate model and the final or "reduced form" model are discussed below.

The full and final models are presented in Table B.III.4. The table reports the untransformed logistic coefficient for each variable and a coefficient measuring the effect that each final variable has on the probability of a refusal. In addition to the aforementioned factors, season (Late Winter, Summer, Autumn) and crowd density (Low, Low-medium, Medium-high, and High) were also examined. While several individual factors are significant in the final model, their influence is negligible. However, three factors increase the probability of refusal (net of all other factors): Gender, Age and Season. Men are more likely to refuse than women, people under age 35 are more likely to refuse compared to other age groups, and people intercepted in the Late Winter were more likely to refuse compared to the other two seasons. Late Winter is the largest effect. The probability of non-participation increases by 10.7% if the visitor is intercepted in Late Winter.

In sum, we can conclude that there is no substantial response bias in the data. The largest predictor of refusals is Late Winter. However, given that this is the period with the lowest overall visitation, we find no reason to adjust for this bias.

Table B.III.4
Logit Models Predicting Refusal

	<u>Initial Model</u>			<u>Final Model</u>		
	Coefficient	P-Value	%-Change	Coefficients	P-Value	%-Change
<u>Intercept</u>	-1.4144	0.0001	29.72	-1.2037	0.0001	29.71
<u>Racial/Ethnic Identification</u>						
African-American/Black	0.3711	0.0240	-1.78	0.3664	0.0252	-1.76
Asian/Pacific Islander	0.6085	0.0001	-3.87	0.6157	0.0001	-3.91
Hispanic/Latino (White)*	0.2967	0.0455	-1.51	0.2990	0.0433	-1.52
<u>Gender</u>						
Male (Female)*	-0.3104	0.0001	3.28	-0.3103	0.0001	3.28
<u>Age Groups</u>						
12-24	-0.6144	0.0001	4.88	-0.6088	0.0001	4.83
25-34	-0.2247	0.0122	2.18	-0.2181	0.0087	2.11
55+ (35-54)*	-0.0015	0.9890	0.01			
<u>Social Composition</u>						
Alone	0.6874	0.0001	-6.14	0.6480	0.0001	-5.78
Couple	0.4529	0.0001	-4.55	0.4186	0.0002	-4.19
Friends	0.5351	0.0001	-4.65	0.5146	0.0001	-4.46
Tours (Adults andChildren)*	-0.5040	0.0109	2.65	-0.5478	0.0051	2.88
<u>Season</u>						
Late Winter	-1.0860	0.0001	9.94	-1.1661	0.0001	10.72
Summer (Autumn)*	0.1367	0.2019	-1.44			
<u>Visitation Density</u>						
Low-Med	0.0855	0.5277	-0.77			
Med-High	0.1173	0.4043	-1.09			
High (Low)*	0.0504	0.7796	-0.50			
<u>Residence</u>						
Foreign	0.7261	0.0001	-3.60	0.7189	0.0001	-3.56
City	0.2776	0.0159	-2.96	0.2675	0.0194	-2.85
OtherUS (Suburbs)*	0.8373	0.0001	-8.01	0.8317	0.0001	-7.95
Gamma	0.3700	0.0001		0.3710	0.0001	
N Cases	4048			4049		

*Omitted category

Table B.III.5
Interviewing Schedule: 1994 NASM Survey

Period 1: Jan 11-March 6, 1994 (Late Winter)					Period 2: July 12-Sept 4, 1994 (Summer)						
Date	Day	Time				Date	Day	Time			
		10:30 12:00	12:00 1:30	2:00 3:30	3:30 5:00			10:30 12:00	12:00 1:30	2:00 3:30	3:30 5:00
WEEK 1					WEEK 1						
11-Jan	Tuesday	X		X		12-Jul	Tuesday	X		X	
13-Jan	Thursday		X		X	14-Jul	Thursday		X		X
15-Jan	Saturday	X		X		16-Jul	Saturday	X		X	
WEEK 2					WEEK 2						
17-Jan	Monday		X		X	18-Jul	Monday		X		X
19-Jan	Wednesday	X		X		20-Jul	Wednesday	X		X	
21-Jan	Friday		X		X	22-Jul	Friday		X		X
23-Jan	Sunday	X		X		24-Jul	Sunday	X		X	
WEEK 3					WEEK 3						
25-Jan	Tuesday		X		X	26-Jul	Tuesday		X		X
27-Jan	Thursday	X		X		28-Jul	Thursday	X		X	
29-Jan	Saturday		X		X	30-Jul	Saturday		X		X
WEEK 4					WEEK 4						
31-Jan	Monday	X		X		1-Aug	Monday	X		X	
2-Feb	Wednesday		X		X	3-Aug	Wednesday		X		X
4-Feb	Friday	X		X		5-Aug	Friday	X		X	
6-Feb	Sunday		X		X	7-Aug	Sunday		X		X
WEEK 5					WEEK 5						
8-Feb	Tuesday	X		X		9-Aug	Tuesday	X		X	
10-Feb	Thursday		X		X	11-Aug	Thursday		X		X
12-Feb	Saturday	X		X		13-Aug	Saturday	X		X	
WEEK 6					WEEK 6						
14-Feb	Monday		X		X	15-Aug	Monday		X		X
16-Feb	Wednesday	X		X		17-Aug	Wednesday	X		X	
18-Feb	Friday		X		X	19-Aug	Friday		X		X
20-Feb	Sunday	X		X		21-Aug	Sunday	X		X	
WEEK 7					WEEK 7						
22-Feb	Tuesday		X		X	23-Aug	Tuesday		X		X
24-Feb	Thursday	X		X		25-Aug	Thursday	X		X	
26-Feb	Saturday		X		X	27-Aug	Saturday		X		X
WEEK 8					WEEK 8						
28-Feb	Monday	X		X		29-Aug	Monday	X		X	
2-Mar	Wednesday		X		X	31-Aug	Wednesday		X		X
4-Mar	Friday	X		X		2-Sep	Friday	X		X	
6-Mar	Sunday		X		X	4-Sep	Sunday		X		X

(cont.)

Table III.5 (cont.)
 Interviewing Schedule: 1994 NASM Survey

<u>Period 3: Sept 6- October 30, 1994 (Fall)</u>						
<u>Date</u>	<u>Day</u>	<u>Time</u>				
		<u>10:30</u> <u>12:00</u>	<u>12:00</u> <u>1:30</u>	<u>2:00</u> <u>3:30</u>	<u>3:30</u> <u>5:00</u>	
WEEK 1						
6-Sep	Tuesday	X		X		
8-Sep	Thursday		X			X
10-Sep	Saturday	X		X		
WEEK 2						
12-Sep	Monday		X			X
14-Sep	Wednesday	X		X		
16-Sep	Friday		X			X
18-Sep	Sunday	X		X		
WEEK 3						
20-Sep	Tuesday		X			X
22-Sep	Thursday	X		X		
24-Sep	Saturday		X			X
WEEK 4						
26-Sep	Monday	X		X		
28-Sep	Wednesday		X			X
30-Sep	Friday	X		X		
2-Oct	Sunday		X			X
WEEK 5						
4-Oct	Tuesday	X		X		
6-Oct	Thursday		X			X
8-Oct	Saturday	X		X		
WEEK 6						
10-Oct	Monday		X			X
12-Oct	Wednesday	X		X		
14-Oct	Friday		X			X
16-Oct	Sunday	X		X		
WEEK 7						
18-Oct	Tuesday		X			X
20-Oct	Thursday	X		X		
22-Oct	Saturday		X			X
WEEK 8						
24-Oct	Monday	X		X		
26-Oct	Wednesday		X			X
28-Oct	Friday	X		X		
30-Oct	Sunday		X			X