

**Beyond the Elephant**

*A Report based on the  
1994-95 National Museum of Natural History Visitor Survey*

**INSTITUTIONAL STUDIES**



Smithsonian  
Institution

# **Beyond the Elephant**

**A Report based on the**

***1994 -95 National Museum of Natural History Visitor Survey***

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## Abstract

This report presents the results of a year-long survey, from April 1994 through March 1995, of visitors to the National Museum of Natural History (NMNH) on the National Mall in Washington, D.C. About 4800 visitors were interviewed and asked about their demographic characteristics, their decision to visit the museum, their behavior during their visit, and their assessment of the visit experience and the museum. The report is a description and exploration of these visitor characteristics and visit experiences.

The discussion is framed by differences in time of year, the social composition of the visit group, and the level of the visitor's familiarity with the museum. The study found that the responses of the museum's visitors were shaped by the following four conditions: (1) the large numbers of visitors drawn to Washington, D.C. from outside the local area, especially in Spring and Summer. Overall, *four out of five visitors were non-local*. (2) the high percentage of visitors who come to the museum with children (two out of five visitors arrived in a group that included at least one adult and at least one child), (3) the large proportion of visitors who were in the museum for the first time (about half of all visitors), (4) the strong attraction of the Dinosaur exhibit, Gems and Minerals (particularly the Hope Diamond), and, in Summer and Fall, the special exhibition, *Spiders!* (over 60% of visitors started their visit in one of these three exhibits).

Visitors were relatively focused. They were drawn to some specific part of the museum, rather than by a general attraction to natural history or to the museum in general. The NMNH audience can be divided into three key segments: adults visiting with children (the Dinosaur fans), non-local visitors without children (the Gems and Minerals fans), and Frequent Visitors who often come alone (the special exhibition fans). Each of these segments sees the museum from a different perspective, and each has a relatively focused goal for their visit. Although satisfaction levels were generally high, significant percentages of visitors would be delighted to have more participatory experiences in exhibits, improved physical facilities, updated exhibits, and more information delivered by people (rather than texts).

The study concludes that future research efforts might profitably be directed towards new methods of delivering information and an investigation of the degree to which visitors are aware of, and affected by, the museum's mission.

## Preface

The 1994-95 *National Museum of Natural (NMNH) History Visitor Study* was undertaken at the request of NMNH's senior staff. This report summarizes the results. Its purpose is to share with the museum community what was discovered about visitors to NMNH. NMNH will use the data and observations in orienting a new director and 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. Laura McKie, Assistant Director for Education, was actively involved in every aspect of the study. Her commitment to this scientific study of the museum's visitors is very much appreciated. For almost two years, she was our client, colleague and confidante. Laura provided assistance and suggestions during the development of the questionnaire, assisted in selecting a data collection contractor, handled logistics at NMNH and reviewed the report. Coda, Inc., under the expert supervision of Jim TerMaat and Jacquelyn Smith, was responsible for the data collection. Their dedication and care are reflected in the high overall response rate (83.1%). We truly appreciate the efforts of Susan Forrester who supervised the work and, Sonia Friedman, Kay Klement, Eleanor Nelson, Marilyn Robinson and Ellen Shogan who conducted the interviews.

This report reflects the skills and expertise of the Institutional Studies Office. Stacey Bielick oversaw all aspects of data processing, created the analysis files and undertook much of the analysis. Elizabeth K. Ziebarth was primarily responsible for questionnaire development and served as our liaison with Coda, Inc. Steve J Smith worked with Stacey and Beth to perform the analysis which led to the tables and appendices in Part II. Adam Bickford developed the sample design based on data from the Office of Protection Services and conducted the bias analysis in Appendix D. Andrew J. Pekarik developed the interpretive framework for the report and was the major author of the text and graphic presentation in Part I.

We would especially like to acknowledge the 4,814 adults and children 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

This study investigated the demographic background of visitors to NMNH and some key features of their visit, including who they came with, how often they had been to the museum before, what they did in the museum, and what they thought should be changed.

The study included only those who attended the museum voluntarily and moved about it freely. The study deliberately excluded all visitors who were experiencing the museum within an organized group, such as school classes or tour groups, unless they had separated themselves from the group.

Seasonal Differences. At all of the Smithsonian museums, including NMNH, attendance varies according to the time of the year. Attendance at NMNH was heaviest in Summer (June, July, August -- 38% of annual visits), and lightest in Winter (December, January, February -- 13% of annual visits).

Visit Group. NMNH is a family museum. On average, two out of five visitors arrived at the museum in a group configuration that included adults and children. Adults with children reached their peak in July and August when they accounted for about three out of five visitors.

Visitor Type. We have defined three types of visitors based on their past experience with NMNH: New Visitors (who are making their first visit); Returning Visitors (who have been to the museum from one to three times in the past); and Frequent Visitors (who have been to the museum four or more times before). In all seasons except Winter, about half of all visitors were New Visitors. Winter was different because New Visitors were fewer at that time of year (only 37% of Winter visitors were New Visitors).

Gender. Over the course of the entire year somewhat more men than women visited the museum (52% men, 48% women).

Age. One in six visitors (16%) was under the age of 12. The average age for all visitors was 33 ( $\pm 19$ ).

Racial/Ethnic Identification. Among U.S. residents, 15 percent of visitors were members of racial/ethnic minority groups.

Residence. One in ten visitors to NMNH lives outside the United States. Four out of five visitors live outside the Washington Metropolitan Area. Nearly 60 percent of the visitors came from the East Coast. Washington, D.C. residents were twice as likely as suburbanites to visit alone. Altogether, local visitors comprised close to half of all Frequent Visitors.

Education. Because of the large number of young people at NMNH, nearly two out of five visitors reported a high school education or less. Adult visitors, however, had high

levels of educational attainment. On average, six out of seven visitors over age 25 (who are considered to have completed their formal education) had taken at least some college courses, and about one-third had graduate degrees. A recent nationwide study of cultural participation demonstrated that education influences attendance to all types of museums, as well as zoos and aquaria.

Occupation. Over half of the visitors ages 18 or over were executives or professionals (54%). One in fifty (2% of visitors 18 and older) was a "natural" scientist.<sup>1</sup>

Smithsonian Membership. In all seasons, one in five adult visitors to NMNH reported that he or she was a member of the Smithsonian.

Reason for Visiting Washington. On average across the year, three out of five visitors (55%) were in Washington on vacation and one out of four was on business.

Decision to Visit NMNH and Length of Stay in Washington. Visitors from the Washington Metropolitan Area were about equally likely to decide to visit either on the day they came or before they arrived. In general, non-local visitors planned further in advance. With remarkable consistency, in all seasons two out of three visitors stayed in Washington four days or less.

Visiting NMNH vs. Visiting the Smithsonian. Most visitors to NMNH have come to the Mall as part of a general visit to the Smithsonian. Only one in five visitors in Spring and Summer, and one in four in Fall and Winter, came exclusively to see NMNH.

Reasons for Decision to Visit NMNH. Respondents gave eleven main reasons for deciding to visit the museum:<sup>2</sup> Natural history interest, Specific object, Repeat visit, Recommendation, Reputation, Wandered by, Brought children, Tour/school group, Shop/eat, Came with family/friends, Brought out-of-town guests. Of these, Natural history interest was cited by the highest percentage of visitors (21%).

Visitor Perceptions of the Purpose of NMNH. When asked for the purpose of the museum, visitors offered two main responses: Education (given by 78% of visitors) and Display of artifacts (given by 29% of visitors).<sup>3</sup>

Visitor Perception of NMNH Staff Activities. Visitors cited five main activities for the behind-the-scenes NMNH staff: Display (including exhibition development, care and updating) = 56% of visitors; Research (both collections-based and primary)= 43%;

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<sup>1</sup> The U.S. Bureau of the Census category of "natural" scientists includes all physical scientists, agricultural and food scientists, biological and life scientists, forestry and conservation scientists and medical scientists.

<sup>2</sup> This list excludes all reasons that were given by less than 3 percent of visitors. For a fuller listing, see Part II, Table 39.

<sup>3</sup> Since visitors could give more than one response, these percentages total over 100%.

Administration =25%; Education (including public programs)=25%; and Acquisition =12%.<sup>4</sup>

Visitor Agendas. Two out of three adult visitors said they came to NMNH with the intention of seeing or doing something in particular.

Where Visitors Went First. One-third of all visitors started out their visit in the Dinosaur hall and another third started out with the special exhibition, *Spiders!*, when it was on view during Summer and Fall. About 10 percent first visited Gems and Minerals.

Where Visitors Went Last. During the period of the special exhibition, over one-fifth of adult respondents ended their visit in other exhibitions on the First Floor, one-fifth ended in Gems and Minerals (22%), another fifth (18%) concluded their visit in *Spiders!*, and 15 percent ended their visit in Dinosaurs.

Where Visitors Spent Most Time. One-third of all visitors spent the most time with the first exhibit they saw, before moving on to others. Whether there was a special exhibition or not, more visitors stayed longer with the dinosaurs than with any other part of the museum.

Visit Patterns. Groups of adults and children were more likely to have started with the *Spiders!* exhibition, to have ended with the Insect Zoo, and to have spent most of their time with Dinosaurs or *Spiders!*

Visitors Who Saw Only One Exhibition. Nearly one in every five visitors (18%) focused on only one part of the museum. These dedicated visitors reported that the place they visited first, the place they visited last, and the place they visited most, was the same. Most of these people are not likely to have visited anything else in the museum. In Summer and Fall, the dedicated visitors' favorite destination was *Spiders!* (33% of them went only to this exhibition).

Dinosaurs, Gems, and *Spiders!* One-third of all visitors age 12 or older started their visit with the Dinosaurs. Half of these Dinosaur seekers (46%) spent most of their museum time in that exhibit, and one-tenth of them went nowhere else. Relatively few visitors (one in ten) started with Gems and Minerals, but they were dedicated. Over one-third (37%) of these Gem viewers spent most of their time there while one-fifth (22%) of them went nowhere else. The Dinosaur devotees (i.e., those who went to Dinosaurs first, visited Dinosaurs last and spent most of their time with Dinosaurs) were representative of both genders, all ages, all group types, all education levels, all residence locations, and all visitor types. Everyone loved Dinosaurs.

Length of Visit. About one-third of all visitors left after the first hour; half were gone after an hour and a half; and four out of five were gone after two hours.

Public Programs. Almost all public program attendees (90%) were Frequent Visitors. Two-thirds of those who have attended public programs live in the city or its suburbs.

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<sup>4</sup> Since visitors could give more than one response, these percentages total over 100%.

Assessment of the Visit. When asked if anything in the museum went beyond their expectations, sixty percent of visitors either said no or said that they knew what to expect from previous visits. Visitors who spent most of their time with Dinosaurs (one-quarter of all visitors) were disproportionately impressed by seeing the real thing.

What Visitors Would Change. Visitors were asked what they would improve, change, or add, if they were the director of NMNH. The majority of visitors (55%) had no comments or suggestions. For those who recommended changes, suggestions for improvement constituted nine categories: Specific exhibition critiques (given by 10% of visitors); Add an item or subject (9%); Improve physical environment (9%); Add interactives (9%); Add information materials (8%); Improve amenities (7%); Improve exhibits (7%); Crowd control (5%); and Add information delivered by people (4%). Crowd control was the criticism most sensitive to month.

Who cared most about these changes? Frequent Visitors showed a pronounced inclination to specifically criticize exhibitions, to want improved physical facilities, to want exhibits improved and updated, and to ask for additional items or subjects. Frequent Visitors, those who have visited NMNH and SI before, adults with children, and those with postgraduate degrees, all disproportionately wanted more participatory experiences. Women were especially concerned about amenities in the museum. Minority visitors, those who visited NMNH ten times or more in the past, and local-area residents wanted more information delivered by people.

## Overview

The most striking feature of the NMNH audience is its bi-modal character, with a high percentage of children on the one hand, and of highly educated adults on the other.

New Visitors were more easily satisfied than repeat visitors and tended to be impressed by the size of the museum. Frequent Visitors were more critical of exhibit content, presentation methods (they wanted more interactives), and physical facilities. More often than New or Returning visitors, Frequent Visitors tended to come to the museum alone and were probably more attentive than other visitors. They were also particularly well-educated and were strongly attracted to the special exhibition, *Spiders!*

Dinosaurs were the museum's primary permanent attraction, with Gems and Minerals second. In broad terms, we can identify three key constituencies: adults visiting with children (the Dinosaur fans), non-local visitors without children (the Gems and Minerals fans), and Frequent Visitors who came alone (the special exhibition fans).



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## Introduction

The National Museum of Natural History (NMNH) is among the oldest in the Smithsonian complex. Since its establishment in 1911, it has been a leader in the collection, display and interpretation of all aspects of the natural and human environment. The African Bush elephant located in its main rotunda is a gathering place for millions of individuals and families from around the world as they begin their visits through its many halls. Who are they? Where are they from? Why do they visit? What is their experience?

In the past several years, we have conducted small-scale studies of visitors to some of the museum's exhibitions and collected background materials for others.<sup>1</sup> In 1994, NMNH requested this study. As the museum is about to welcome a new director, the staff believed that a comprehensive visitor study would be particularly useful. They want reliable information with which to enter a new era, as they continue to emphasize improving the quality of the visitors' experiences.

In twelve two-week periods from April 1994 through March 1995, we completed interviews with 4,814 visitors, asking them about their background, their experience of the museum, Washington, D.C. and the Mall, and their attitudes and expectations of NMNH.<sup>2</sup> In presenting and interpreting the survey results, we wish to satisfy the needs of three different kinds of readers: NMNH staff seeking information upon which they can base strategic plans and operating decisions, museum professionals interested in an overview of the NMNH audience, and specialists in studies of cultural institutions and their audiences.

Part I, Section A, is a basic description of the visiting population presented through graphs and text. Section B is a discussion that highlights opportunities for the museum and possible research directions, and is directed to NMNH staff. Part II, Appendices, includes the questionnaire, an appendix on how to read graphs and tables, the detailed tables and a final appendix on the methodology used for this study.

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<sup>1</sup> J. D. Pawlukiewicz, Z. D. Doering, and K. Bohling, *The Caribou Connection: Will People Stop, Look, and Question?* Report 89-7. (Washington, D.C.: Smithsonian Institution, 1989); C. L. Fronville and Z. D. Doering, *Inside Active Volcanoes: Kilauea and Mount Saint Helens*. Report 90-2. (Washington, D. C.: Smithsonian Institution, 1990); J. D. Pawlukiewicz, Z. D. Doering, and K. Paasch, *Views from the Audience: Planning a New Exhibition on Human Evolution*. Report 90-3. (Washington, D. C.: Smithsonian Institution, 1990); A. Bickford, Z. D. Doering and S. J. Smith, *The Spiders are Coming! An Exhibition Background Study for the National Museum of Natural History*. Report 92-4. (Washington, D.C.: Smithsonian Institution, 1992) and A. Bickford, *Visitors and Ocean Issues: A Background Study for the National Museum of Natural History Ocean Planet Exhibition*. Report 93-7. (Washington, D.C.: Smithsonian Institution, 1993). Copies of these reports are available from the Institutional Studies Office.

<sup>2</sup> They were selected from 150,000 people who passed by our interviewing stations as we were conducting the study. See Part II, Section A for a copy of the questionnaire, and Part II, Section D for details on methodology.

## Part I. *The 1994-95 National Museum of Natural History Visitor Study*

### Section A: Study Results

#### Framework

The three key dimensions which frame the discussion are: time of year, the composition of the visit group, and visitor type. Time of year is considered both by month and by season, visit group is defined by who accompanied the respondent, and visitor type reflects the familiarity of the respondent with NMNH. After defining these dimensions and looking at the visitors' background (*Who were the Visitors?*), we then detail visitors' expectations (*Visit to Washington, Attraction to NMNH*), visit behavior (*The Visit*), and visitor response to the museum (*Opinions of the Visit*).

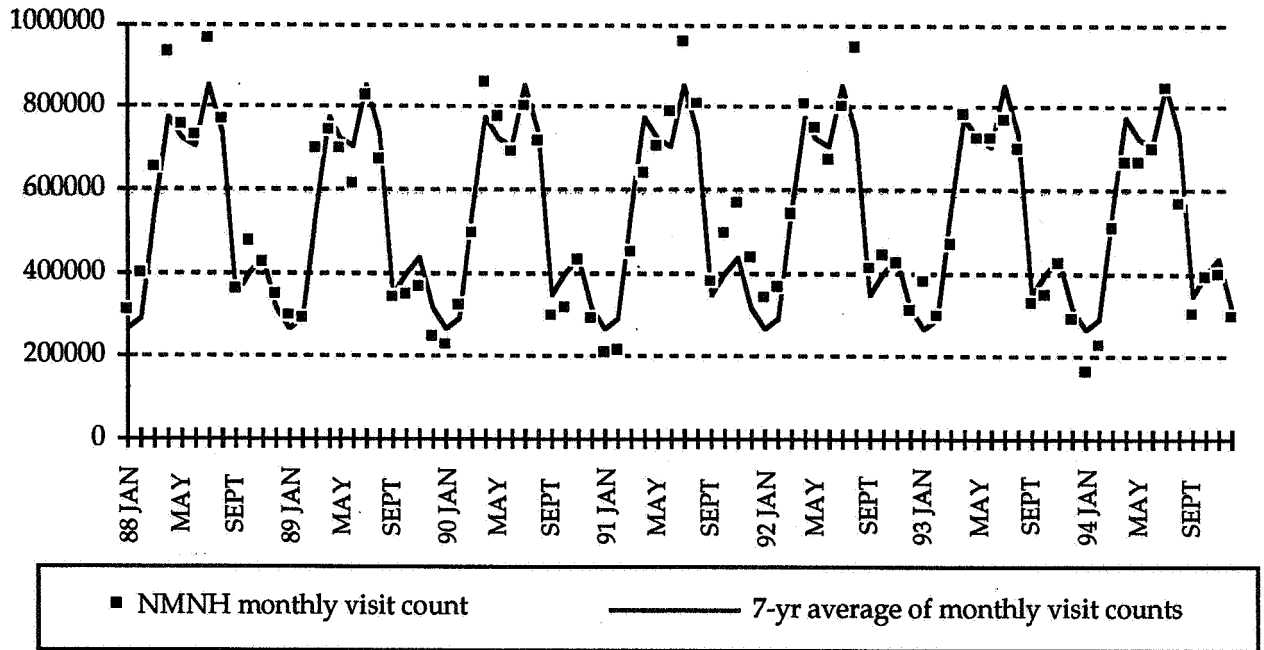
Seasonal Differences. At all of the Smithsonian museums, attendance varies according to the time of the year. Seasonal variation at NMNH is neither as extreme nor as consistent as it is at the National Air and Space Museum (NASM), the Smithsonian museum most affected by season.<sup>3</sup> In 1991, for example, the peak monthly visitation to NMNH (in July) was approximately five times the lowest monthly level (in January). But in 1993, the month of highest attendance (April) saw less than three times the visitation during the month of lowest attendance (January). Put another way, the spread between the highest monthly attendance and the lowest monthly attendance at NMNH varies significantly from year to year. In Figure 1, for example, note how often the actual monthly visit count (indicated by black squares) falls above or below the line that illustrates the seven-year monthly average. We can speculate on some reasons for this fluctuation. Political and social events beyond the control of NMNH, such as the price of gasoline, economic conditions or the Gulf War, may alter visitation patterns. Also, since we see seasonal variation in visitation because of the climate, particularly cold winters or hot summers may influence attendance by encouraging visitors to alter their usual leisure-time activities.

Visit count figures, collected by the Office of Protection Services (OPS), record the total number of people who enter through NMNH doors, irrespective of their purpose and how many times they went in and out in the same day. The statistics in this report are not based on these visit counts but on "visits" as defined by the study. *Visits exclude museum staff, contractors, curatorial visitors and organized groups visiting as units, and include only those who voluntarily enter the museum to participate in one of its public purposes.* Since some of these visits were made by individuals who entered more than once in a day, week, month, or year, the number of annual "visits" is greater than the number of individual, distinct "visitors." A technical note estimating the number of individuals who make visits to NMNH will be issued separately.

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<sup>3</sup> We reach this conclusion by comparing standard deviations with averages over the twelve months and the seven-year period, 1988-1994. Data on file, Institutional Studies Office (ISO).

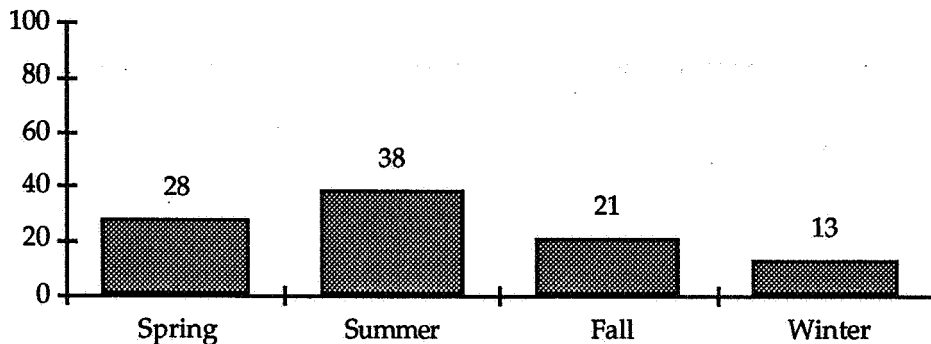
**Figure 1**  
Visit Counts  
NMNH Attendance 1988-1994 and Seven-year Average  
 (in Visit Counts per Month)



**Source:** Office of Protection Services, Smithsonian Institution. See Appendix C, Table 1.

Based on the data we collected and NMNH staff experience, we have identified four distinct seasons of NMNH attendance: Spring (March,<sup>4</sup> April, May); Summer (June, July, August); Fall (September, October, November); and Winter (December, January, February). The distribution of visits recorded by our study across the four seasons is shown in Figure 2.

**Figure 2**  
Visits, by Season  
 All Visitors  
 (in Percent)



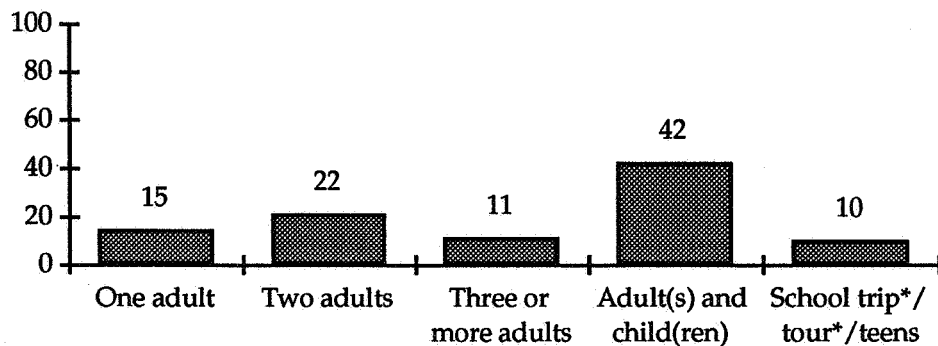
**Source:** Appendix C, Table 2.

<sup>4</sup> Since this study began in April, 1994, we included March, 1995, as the first Spring month.

We will comment on those visitor characteristics and behaviors that differ significantly by season and those that follow distinctive monthly patterns, but, on the whole, seasonal differences are statistically significant at NMNH less often than differences in the composition of the visiting group.

**Visit Group.** NMNH is a family museum. On average, two out of five visitors arrived at the museum in a social group that included adults and children. Half of the groups of adults and children (53%) consisted of three or four people together. Adults with children reached their peak in July and August when they accounted for about three out of five visitors, and were least important in May (when school trips reached their high point) and September (when pairs of adults were most numerous). (See Table 11a and Figure 3)

Figure 3  
Group Composition  
All Visitors  
(in Percent)



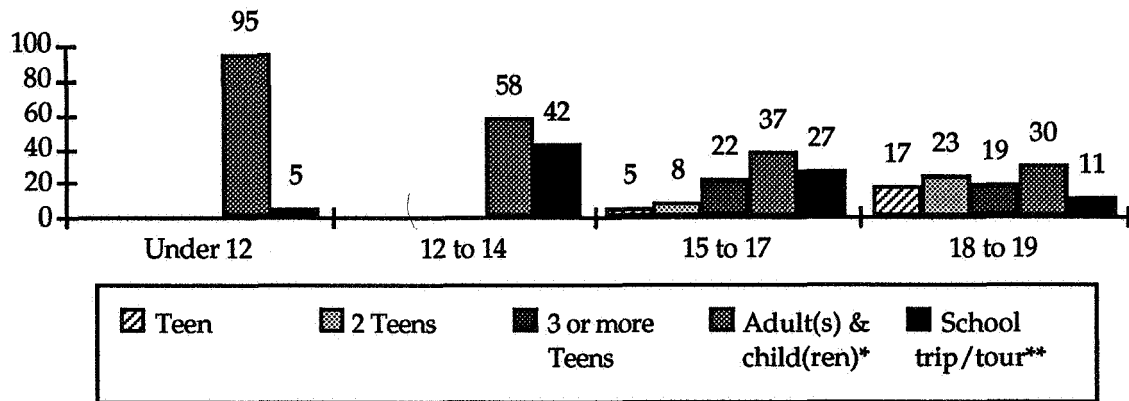
Source: Appendix C, Table 11a.

\*Includes only individuals on school trip/tour who were separated from their group.

Age plays an important role in determining who accompanies a visitor. Almost all of those under twelve years of age (95%) came with one or more adults. While three out of five visitors ages 12 to 14 came with an adult, the other two came on a school trip. Note, however, that this study excluded groups that visited as a unit. Consequently, percentages for school trips or tour groups reflect only those individuals who had parted from their group and were visiting separately.<sup>5</sup> Visitors aged 15 to 17, however, started to come to the museum on their own. Eighteen and nineteen-year-olds were yet more likely to visit in pairs (23%), in groups of friends (19%) or alone (17%). In this way, each age category favored a different kind of social experience in the museum (Figure 4).

<sup>5</sup> We intend to estimate and report separately the size of the group audience to NMNH that was excluded from this study.

**Figure 4**  
**Group Composition of Visitors Ages 19 or Younger**  
(in Percent)



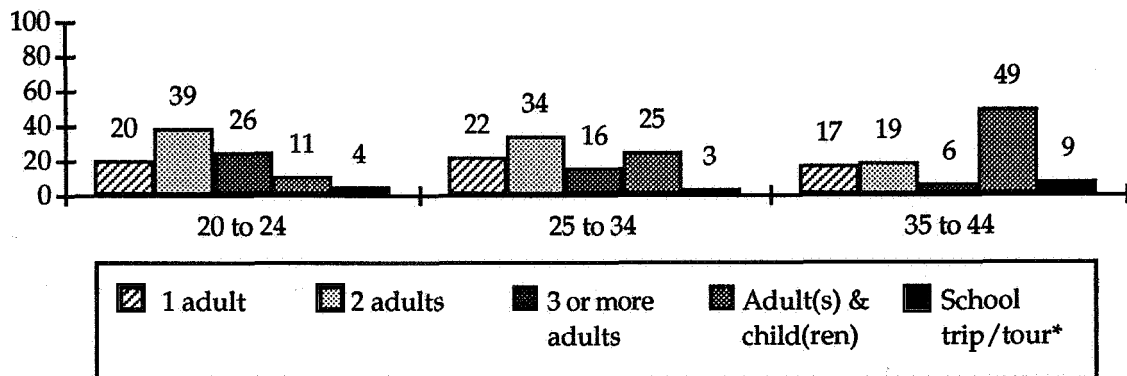
Source: Appendix C, Table 17.

\*Includes groups of teens and children: 2% for ages under 12; 2% for ages 15 to 17; 1% for ages 18 to 19.

\*\*Includes only individuals on school trip/tour who were separated from their group.

College age visitors (ages 20 to 24) were most likely to visit in pairs (39%) or in groups of three or more adults (26%) (Figure 5). Visitors ages 25 to 34 came in pairs (34%) or with children (25%). Between ages 35 and 44, when more visitors are parents, half of them (49%) came with children.

**Figure 5**  
**Group Composition of Visitors Ages 20 through 44**  
(in Percent)



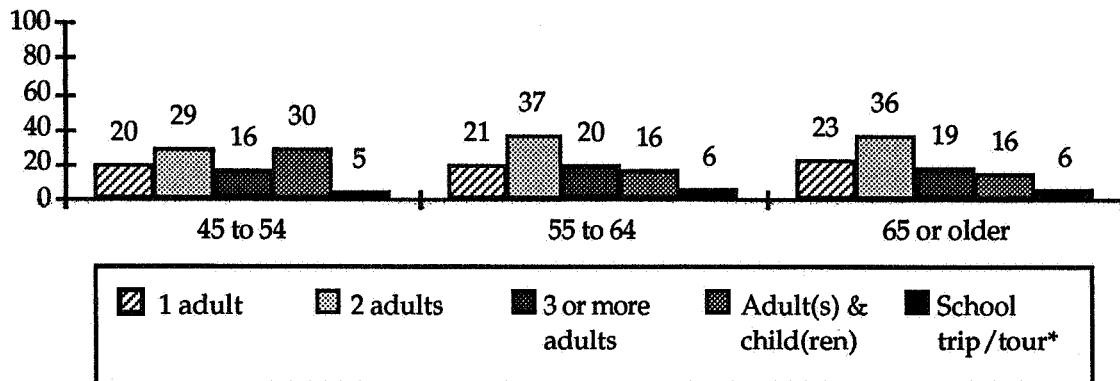
Source: Appendix C, Table 17.

\*Includes only individuals on school trip/tour who were separated from their group.

Visitors ages 45 to 54 (see Figure 6), still came with children (30%) or in pairs (29%). From age 55 on, an individual was most likely to arrive in a pair (37%).<sup>6</sup>

<sup>6</sup> See Appendix C, Table 17.

**Figure 6**  
**Group Composition of Visitors Ages 45 and Older**  
 (in Percent)



Source: Appendix C, Table 17.

\*Includes only individuals on school trip/tour who were separated from their group.

As these figures illustrate, solo visitors were relatively constant across all ages over 18, but as visiting with children increases, visiting in pairs or in groups of adults decreases, and vice versa.

**Visitor Type.** Familiarity with the museum is a third factor, in addition to the time of year and the composition of the visiting group, that can help us to understand who visits and how they behave in the museum. We have defined three types of visitors, based on their past experience with NMNH: **New Visitors** (who are making their first visit); **Returning Visitors** (who have been to the museum from one to three times in the past); and **Frequent Visitors** (who have been to the museum four or more times before).<sup>7</sup> Again, it is important to keep in mind that only voluntary visits are addressed in this report.

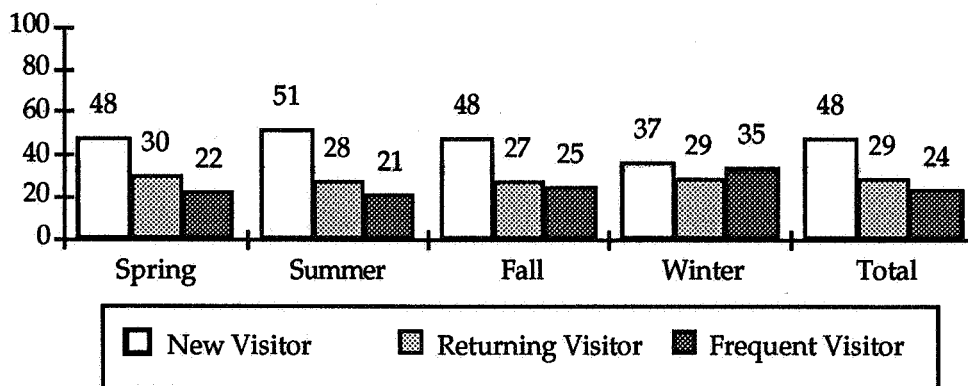
In all seasons but Winter, about half of all visitors (48%) were New Visitors. Winter was different because New Visitors were fewer at that time of year. The actual number of Frequent Visitors (24% of all visitors) was notably constant throughout the year.<sup>8</sup> Although New Visitors come to NMNH as part of other pursuits which are dependent on season, Frequent Visitors have incorporated visits to NMNH into their lives as a regular leisure pastime that is relatively independent of seasonal activities.

<sup>7</sup> These three visitor types should be thought of as a continuum, rather than as rigidly separate categories. An individual who returns to the museum only once would shift from New Visitor to Returning Visitor, whether those two visits were one day or fifty years apart. The exact boundary between Returning Visitor and Frequent Visitor, i.e., between three previous visits and four previous visits, is dependent on the precision of visitors' memories. In most cases, the meaningful distinctions are between New Visitors and Frequent Visitors.

<sup>8</sup> The monthly number of Frequent Visitors was virtually constant through the year. For the entire year 24% of visitors in the study were Frequent Visitors -- 2 percent in each month except September and December (1%) and August (3%). By contrast, the number of New Visitors fluctuated from month to month by a factor of 7, from 1 percent of all study respondents in December to 7 percent in July and August -- totaling 48% for the whole year.



Figure 7  
Visitor Types, by Season  
 All Visitors  
 (in Percent)



Source: Appendix C, Table 23a.

New Visitors to NMNH were divided about equally between those who were making their first visit to the Smithsonian and those who had been to other Smithsonian museums previously. (See Appendix C, Table 24.)

Approximately one-third of all the Frequent Visitors come to NMNH at least twice a year.<sup>9</sup> There were even a few visitors (from 2% in Spring to 5% in Fall and Winter) who had been to NMNH on multiple occasions, but had not visited any other Smithsonian museum.

A few other facts about Frequent Visitors:

Frequent Visitors were over-represented (37%) among those who came alone.<sup>10</sup>

Nearly half (45%) of the Frequent Visitors live in the local area.<sup>11</sup>

Two out of three Washington, D.C. residents, and three out of five local suburbanites who visited the museum were Frequent Visitors.<sup>12</sup>

Over one-third (37%) of Frequent Visitors were Smithsonian members.<sup>13</sup>

<sup>9</sup> In Spring, Fall and Winter, visitors who came twice or more in one year made up 39 to 42 percent of the Frequent Visitors. In Summer, they comprised 31 percent of Frequent Visitors. See Appendix C, Table 23a.

<sup>10</sup> Data on file, ISO.

<sup>11</sup> See Appendix C, Table 18.

<sup>12</sup> See Appendix C Table 18.

<sup>13</sup> See Appendix C Table 29.

The sections that follow will report key survey results which describe the visitors and their visit experiences, together with any significant variations that occurred within and across different seasons, visit groups, and visitor types.<sup>14</sup> In some cases we report results only for visitors over age 12, usually because those under age 12 share the demographic characteristics of those they visit with, because responses from children are unreliable for certain questions, or because interviewers were instructed not to ask children some of the questions.

Cautions. Before continuing, we need to point out that illustrations based on percentages of visitors in different seasons can give a misleading impression about the size of those audiences. For example, Figure 7 (above) shows that Frequent Visitors are over one-third of the audience in Winter and only about one-fifth of the audience in Summer. At first glance the graph might seem to suggest that there are more Frequent Visitors in Winter than there are in the summer, which, in fact, is not true. Although the percentage of Frequent Visitors in Winter is higher than the percentage of Frequent Visitors in Summer, the number of Frequent Visitors in Winter is much smaller than the number of Frequent Visitors in Summer, because the total number of all visitors in Winter is much less than the total number of visitors in Summer.

As a simple demonstration, imagine that there were 100,000 visitors in an average Winter month. Using the percents in Figure 7, we could expect that about 35,000 individuals (35%) would be Frequent Visitors. In a Summer month, say with 300,000 visitors, we could expect 66,500 Frequent Visitors (21%). In other words, although the percentage of Frequent Visitors in Winter (35%) is 14% greater than in Summer, we can expect that the number of Frequent Visitors in the Winter would be 31,500 less than in the Summer.

One more caution -- all percentages in this report were originally calculated to the tenth of a percent, as shown in the tables, but in the text and figures they have been rounded to the nearest whole number. As a result percentages in the text and figures may add up to 99 percent or 101 percent rather than 100 percent.

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<sup>14</sup> Differences by season, group composition, and visitor type are only discussed in the text when three conditions are met: 1) the difference must be statistically significant, i.e., it must exist in the population as well as in the sample we intercepted, and cannot be an accident of the selection process. Statistical significance is examined here with the Chi-square test and the probability threshold is .05. In other words, there is less than a five percent chance that a difference in the sample is not a true difference in the population. 2) a particular example of over-representation or under-representation must be large enough to meet the following standards: When the percentage in the total population is 10 percent or more, the percentage with a particular characteristic must be at least ten percent greater or smaller than the percentage in the population in order to be said to be over- or under-represented. For population percentages between 5 and 10 percent, the percentage with a particular characteristic must be twice or half as large. For percentages between 1 and 5 percent, the percentage with a particular characteristic must be at least three times as large or only one-third as large. 3) the difference must be meaningful from an interpretive standpoint. For example, although the differences between visitor types of different ages are statistically significant, and are sufficiently large, they are not meaningful, because it is obvious that the older an individual is, the greater is the likelihood that person would have visited the museum four times in comparison to a younger person.

## Who were the Visitors?

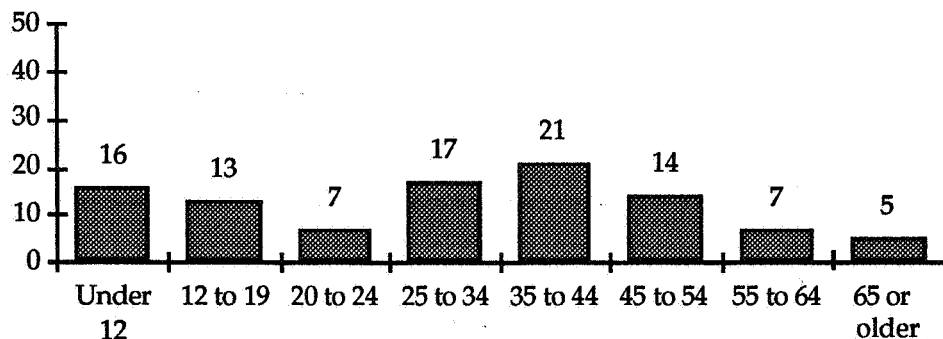
**Gender.** Over the course of the entire year somewhat more men than women visited the museum (52% men, 48% women). If we consider only visitors over the age of twelve, we note that during four months there was nearly gender parity -- April, May, August, and October -- but during three months of the year men formed a significant majority -- November (58% men), January (64% men), and February (58% men).<sup>15</sup>

The data suggests that in November the gender imbalance was due to a higher than usual percentage of single males on business and of males ages 12 to 24 on vacation in tour groups. In January there was a higher proportion of single males, ages 25 to 34, who were Frequent Visitors in Washington on business. In February there was a higher percentage of males, ages 20 to 34, visiting the museum for recreation either alone or with one other adult.

In general, visitors who were in Washington, D.C. on business and individuals visiting by themselves were considerably more likely to be men (59% of those in D.C. on business and 62% of solo visitors were men).<sup>16</sup> Those visiting as part of a teen group or school group were more likely to be women (55%).

**Age.** One in six visitors (16%) was under the age of 12. The average age for all visitors was 33 ( $\pm$  19). Figure 8 illustrates the overall age distribution.

Figure 8  
Age of Visitors  
All Visitors  
(in Percent)



Source: Appendix C, Table 4

<sup>15</sup> Appendix C, Table 5a.

<sup>16</sup> Data on file, ISO.

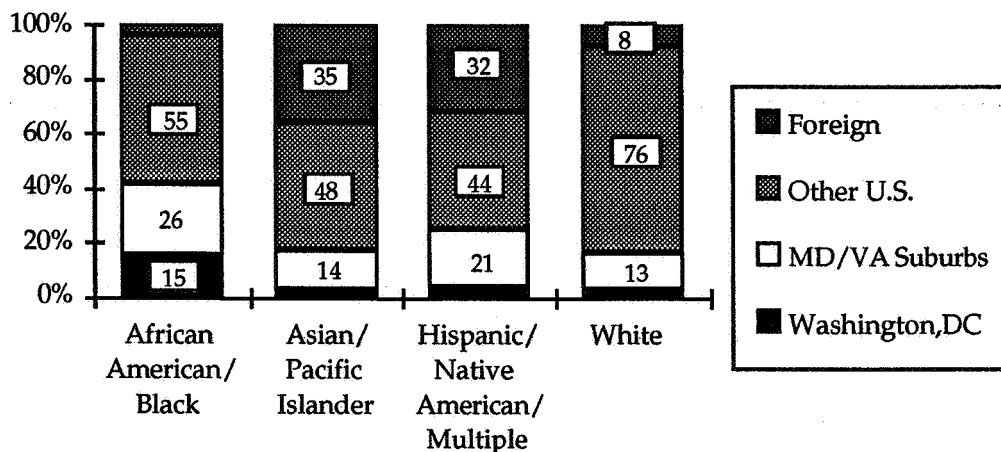
A few seasonal differences are worth noting. Because of the school calendar, visitors ages 12 to 14 were especially sensitive to season, forming 8 percent of the audience in the six months of Spring and Summer, but only 3 to 4 percent in Fall and Winter.<sup>17</sup> Children under twelve comprised a higher portion (22%) of the audience in August (due to family travel) and November (Thanksgiving events) than in other months. Visitors ages 12 to 17 stood out more in July (summer vacation) and those ages 18 to 24 in May (end of the college semester).

In thinking about the presence of young children and teen-agers, however, keep in mind that our discussion excludes school groups. Children and teen-agers who visit the museum in school groups are also sensitive to seasons. According to museum staff, schools tend to schedule formal visits in October through early December and February through April. Unscheduled school groups, especially those composed of high-school age students, are very evident in the Spring when they are on class trips to the Nation's Capital.

The 25-to-34-year-old age group dominated in January; 35-to-44-year-olds in June; and the 45-and-over crowd was most visible in Fall (especially September). (See Appendix C, Table 4a)

Racial/Ethnic Identification. As Figure 9 readily shows, foreign visitors made up a significant percentage of Asian and Hispanic respondents.

Figure 9  
Visits by Racial/Ethnic Groups, by Residence  
 Visitors Age 12 or Older (in Percent)\*



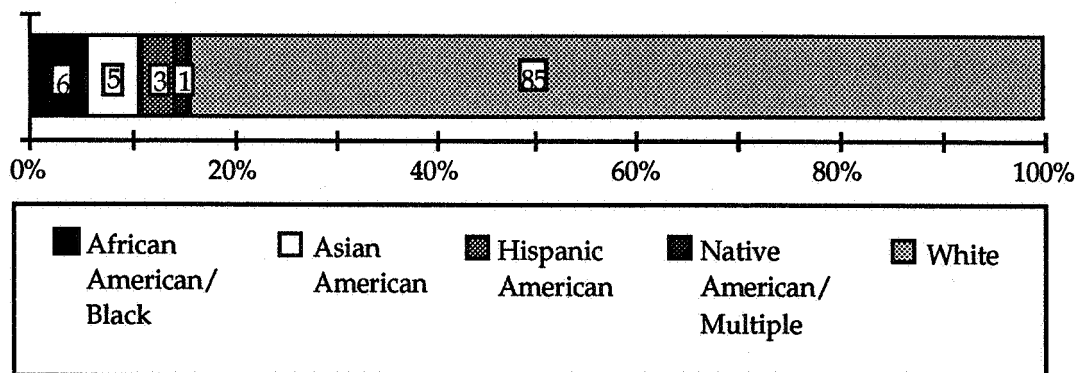
Source: Appendix C, Table 6.

\*Some numbers do not appear in the figure due to space limitations: 4% of Black visitors were foreign residents, and from 3% to 4% of Asians, Hispanics and Whites were Washington, D.C. residents.

<sup>17</sup> During November, perhaps because of special Thanksgiving programs, visitors ages 12 to 14 attendance rises to 7 percent. The lowest attendance month for this age group is September, when they comprise only 1 percent of the audience. See Appendix C, Table 4a.

If we consider only U.S. residents, 15 percent of visitors were members of racial/ethnic minority groups (6% African American, 5% Asian American, 3% Hispanic American). Figure 10 illustrates their distribution. If foreign residents are included, the percentage of non-white visitors increases to 18 percent.

Figure 10  
Racial/Ethnic Identification  
 Visitors Age 12 or Older, U.S. Residents Only  
 (in Percent)



Source: Appendix C, Table 5.

Visits from American racial/ethnic minority group members<sup>18</sup> were sensitive to the time of year. African American visitors ranged from 3 percent in November to 10 percent in June, and Asian American visitors ranged from 3 percent in March, October and November to 10 percent in August. Over the twelve months of the study Hispanic American visitors comprised their smallest portion of the audience in February and May (1%) and their largest in March, August and September (5%).

African American visitors were over-represented among those who came to NMNH with a school group or on a tour (one in six arrived in such a group). Hispanic Americans were more likely to visit with children than any other ethnic group (56% were in groups with both adults and children). (See Appendix C, Table 20.)

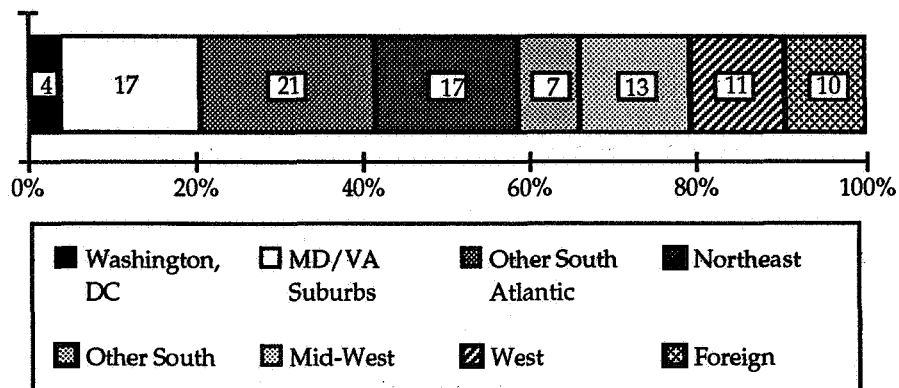
Residence. One in ten visitors to NMNH lives outside the United States. One percent each were from Canada and Africa, two percent each from Asia and Latin America, and 4 percent from Europe.<sup>19</sup> (See Appendix C, Table 7). Four out of five visitors live outside the Washington Metropolitan Area. Nearly 60 percent of the visitors came from the East Coast, as shown in Figure 11.

<sup>18</sup> For U.S. residents ages 12 or older.

<sup>19</sup> Visitors from Asia were more prominent in the Winter season, comprising 36 percent of all foreign visitors during those three months, but 27 percent of foreign visitors in Spring, 19 percent in Summer, and 29 percent in Fall. (See Appendix C: Table 9).

Visitors from New England, showing a strong seasonal preference, made up 17 percent of visitors in April. In all other months however, they formed only between 2 percent (July and January) and 5 percent (March) of the audience. Presumably they were eager to see the cherry blossoms and greet the spring, although the 1994 winter was a relatively warm one (See Table 7a.)

Figure 11  
Geographic Origins of NMNH Visits  
 All Visitors  
 (in Percent)



Source: Appendix C, Table 7a. A map showing major United States geographical divisions can be found in Appendix C following Table 8a.

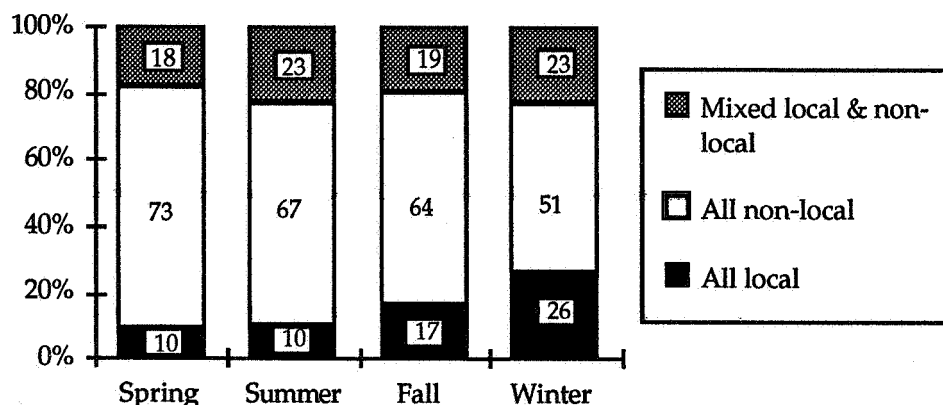
In Winter, especially in December, the audience shifted substantially towards visitors from the Washington Metropolitan Area. In contrast to Spring (16%), Summer (17%), and Fall (25%), local visitors formed over one-third of the audience (36%) in Winter (See Table 7a). Recall that, overall, only one in five visitors are from the Washington Metropolitan Area.

If we consider the geographic origin of groups consisting of two or more visitors, we see that in Winter, for example, 51 percent of groups were formed entirely of visitors from outside the local area, 26 percent were formed entirely of local residents, and 23 percent were groups containing both local and non-local residents. This distribution was quite different in the other three seasons, as shown in Figure 12.

The shift in the Winter audience towards local visitors reflects the lower level of tourism during this period, as well as a consistent interest in the museum among Washington, D.C. and suburban residents throughout the year.

While visitors from Washington, D.C. and visitors from the local suburbs have many characteristics in common, with whom they came to the museum differed substantially. Washington residents were twice as likely as suburbanites to visit alone (36% vs. 16%) while suburbanites were more likely to visit with children (54% vs. 36%). (See Appendix C, Table 19.)

Figure 12  
Geographic Origins of Group Members, by Season  
 Visitors in Groups of Two or More  
 (in Percent)



Source: Appendix C, Table 10.

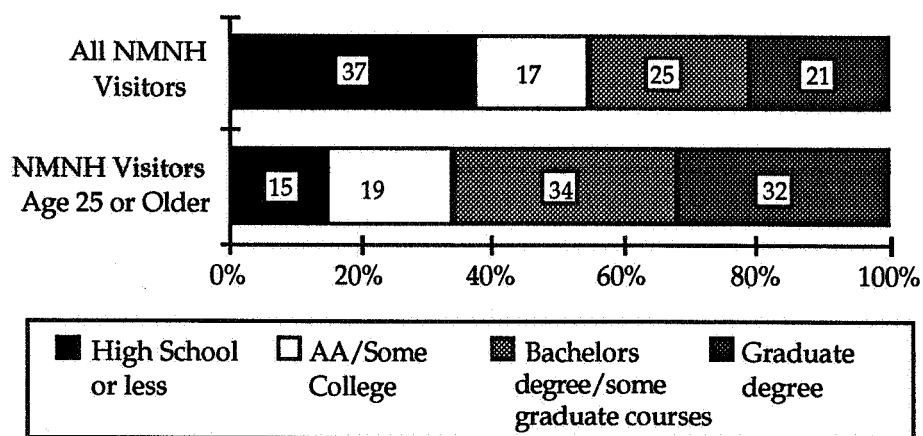
Since local residents have had more opportunities to visit the Mall, they were over-represented among Frequent Visitors. Altogether, local visitors ages 12 or older comprised close to half of all Frequent Visitors (46%), but only about one-fifth of the total audience (18%). (See Appendix C, Table 18.). The frequency of visits by local residents indicates that, for them, NMNH functions more as their local natural history museum than as a national attraction. Comparing local visitation to NMNH with natural history museums in other cities, specifically the Denver Museum of Natural History and the Field Museum of Natural History in Chicago, we see notable similarities. At NMNH, 77 percent of respondents (of all ages) living in Washington, D.C, Virginia or Maryland had visited NMNH before.<sup>20</sup> In Denver, 72 percent of respondents living in Colorado had visited the museum before, and in Chicago, 77 percent of respondents living in Illinois had visited the museum before.<sup>21</sup>

**Education.** Because of the large number of young people at NMNH, nearly two out of five visitors reported a high school education or less. Adult visitors, however, had high levels of educational attainment. On average, six out of seven visitors over age 25 (who are typically considered to have completed their formal education) had taken at least some college courses, and about one-third had graduate degrees. See Figure 13.

<sup>20</sup> If we restrict the definition of the local region just to the city of Washington, D.C., and the nearby Maryland and Virginia suburbs, (i.e., the Washington Metropolitan Area) the percentage rises to 80 percent.

<sup>21</sup> Data from the Denver Museum of Natural History and the Field Museum of Natural History in Chicago are taken from Adam Bickford, *Visitors and Ocean Issues: A Background Study for the National Museum of Natural History*. Report 93-7. (Washington, D.C.: Smithsonian Institution, December, 1993), p. 9-10. It should be noted that data from the 1993 study may be slightly biased due to the non-probability quota sample design (stratified by gender and age) that was used to select respondents. However, because the study was not stratified by residence, the data are appropriate for a discussion of limited comparisons.

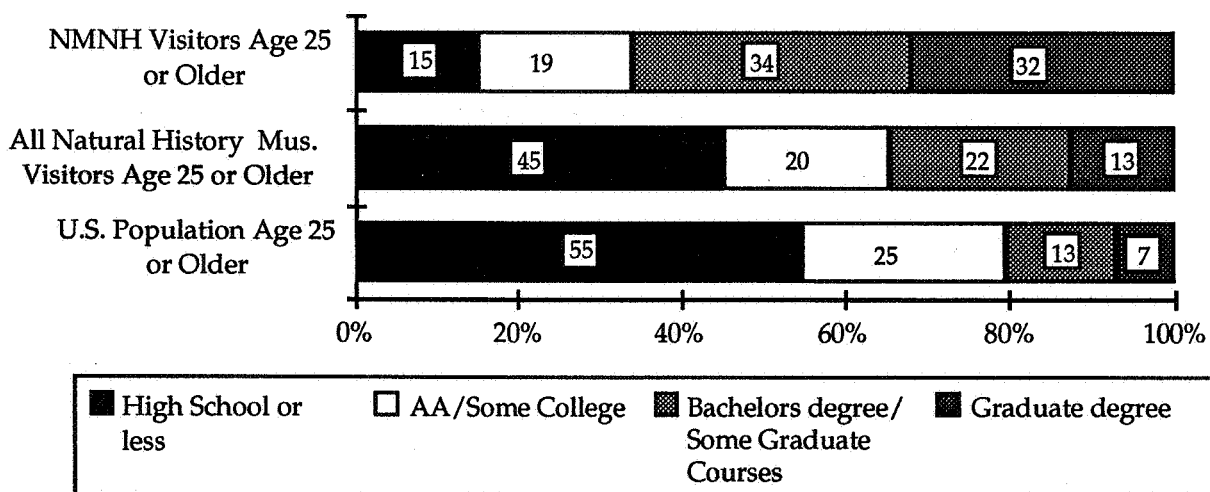
**Figure 13**  
**Educational Attainment**  
**NMNH Visitors Age 25 or Older and All NMNH Visitors**  
**(in Percent)**



Source: Appendix C, Table 13.

The United States population as a whole is very different. Only about one-fifth (20%) of those 25 years of age or older have college or graduate degrees and almost three-fifths (55%) have not taken any college courses, as shown in Figure 14.

**Figure 14**  
**Educational Attainment**  
**NMNH Visitors, U.S. Natural History Museum Visitors, and U. S. Population**  
**Age 25 or Older**  
**(in Percent)**



Source: Appendix C, Table 13 and Table 21.



Exposure to college is closely related to museum-going at all museums, not just at NMNH. A national study of cultural participation commissioned by the Smithsonian Institution revealed that the level of formal education influences attendance to all types of museums, as well as to zoos and aquaria. As the center bar in Figure 14 illustrates, all natural history museums in the United States, on average, have audiences that are more highly educated than the nation as a whole.<sup>22</sup>

Figure 14 also shows that even compared to this national average of natural history museum visitors, the audience at NMNH is well-educated. Because so many Smithsonian visitors have the financial means, leisure time, and interest to come to Washington from other parts of the country, they are not representative of U.S. museum-goers on the whole.

It seems reasonable to speculate that natural history museums across the country have different visitor educational profiles, in part because they have unique ratios of local visitors to non-local visitors, depending on their location, programming, reputation, and relationship to the tourism industry in their area. Referring again to the background study for the *Ocean Planet* exhibition, we see that 72 percent of visitors (of all ages) to the Denver Museum of Natural History were from Colorado. At the Field Museum of Natural History in Chicago, the percent of Illinois visitors (34%) was much lower than that of the Denver museum. At NMNH, the percent of local visitors (from Washington, D.C., Virginia or Maryland) is the lowest of the three museums, at 31 percent, but similar to Chicago.

Excluding the tiny percentage (2%) of NMNH visitors over 25 who did not have at least a high school diploma, the higher an individual's level of education, the more likely that person was to visit alone.<sup>23</sup>

Formal education is related directly to visitor type: as the level of visitors' education increased, the likelihood that they were Frequent Visitors increased (from 15% for high school graduates to 40% for those with graduate degrees), while the likelihood that they were New Visitors steadily decreased. (See Appendix C, Table 22.).

Occupation. Over half of the visitors ages 18 or over were executives or professionals (54%), as Figure 15 illustrates.

One in fifty (2.4%) of visitors age 18 or older was a "natural" scientist in all seasons except Winter, when one in twenty five (4.3%) was a "natural" scientist.<sup>24</sup> In general, occupations did not show major shifts by season.

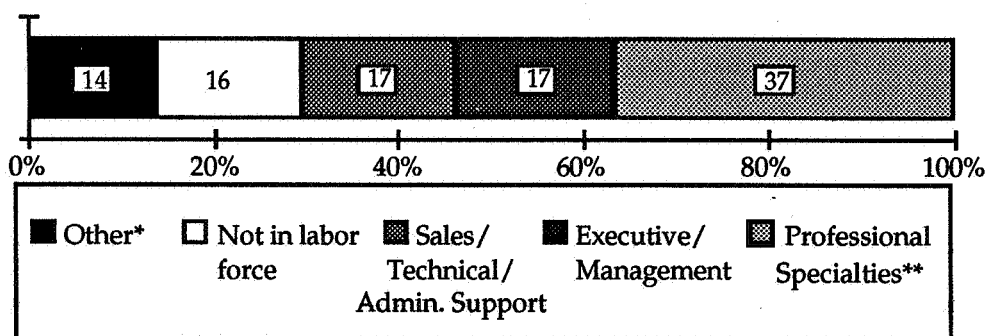
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<sup>22</sup> Sources: Smithsonian Institution Marketing Study (1994), 1990 U.S. Census of Population.

<sup>23</sup> Only 8 percent of high school graduates came alone, compared to 14 percent of those with some college, 21 percent of those with college degrees, and 27 percent of those with graduate degrees. Data on file, Institutional Studies Office.

<sup>24</sup> The U.S. Bureau of the Census category of "natural" scientists includes all physical scientists, agricultural and food scientists, biological and life scientists, forestry and conservation scientists, and medical scientists.

Figure 15  
Occupation  
 Visitors Age 18 or Older  
 (in Percent)



\*Includes Service (4%), Skilled labor (4%), Semi-skilled labor (3%), Active Military (2%), Farming/forestry/fishing (1%).

\*\*Includes 2% of natural science professions.

Source: Appendix C, Table 14.

Smithsonian Membership. In all seasons, one in five adult visitors to NMNH reported that he or she was a member of the Smithsonian.<sup>25</sup> Members were best represented in December (29%) and least visible in February (13%). (See Appendix C, Table 28a).<sup>26</sup>

From a recent study conducted by the *Smithsonian Magazine*, we know that members who visited NMNH were representative of Smithsonian membership as a whole except in the following respects:<sup>27</sup>

Members at NMNH were younger than Smithsonian members in general. They were three times more likely to be ages 18 to 34, and only half as likely to be 65 or older.

More members at NMNH had graduate degrees.

One-third of the Smithsonian members who came to NMNH live in the Washington Metropolitan Area and members were twice as likely to be local residents in comparison to non-members (32% v. 16%).<sup>28</sup> Compared to other age groups who came to NMNH, those ages 65 and over were more likely to be members.

Half of Smithsonian members were Frequent Visitors, and one in five was a New Visitor.

<sup>25</sup> Since many of these members are Frequent Visitors, they are likely to come multiple times in the year, so that the number of unique individuals will be smaller than this annual representation suggests.

<sup>26</sup> The base level of Smithsonian membership costs \$22.00 annually. Among other benefits, such as discounts in Smithsonian shops, members receive the *Smithsonian Magazine*.

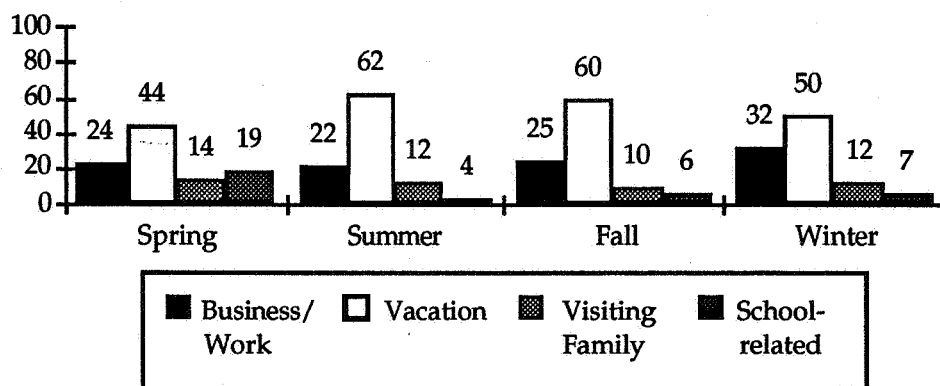
<sup>27</sup> Smithsonian membership data are from the 1995 Smithsonian Magazine Subscriber Study.

<sup>28</sup> Data on file, ISO.

## Visiting Washington

Reason for Visiting Washington. On average across the year, three out of five visitors (55%) were in Washington on vacation and one out of four was on business. Vacation visitors were the largest segment of the audience in Summer and Fall, business visitors were proportionately more numerous in Winter than in any other season, and there were more school-related visitors in Spring, as shown in Figure 16.

Figure 16  
Reason for Visit to Washington  
Visitors Age 12 or Older  
(in Percent)



Source: Appendix C, Table 31.

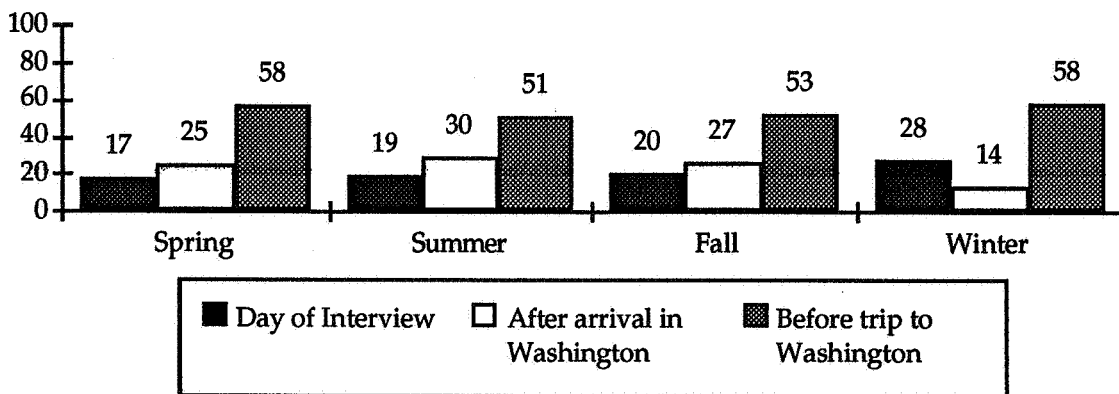
The averages illustrated in Figure 16 understate some differences. The proportion of business visitors and vacation visitors shifts markedly within Summer. Vacation visitors reach their annual low (40% of visitors) in March and June, but their annual high in July and August (72%). Business visitors reach their annual low in August (8%), but their annual high in June (47%) (See Appendix C, Table 31a.)

As you might expect, most business visitors either came alone (36%) or in pairs (30%), while those on vacation or visiting family tended to arrive with children (41%) (See Appendix C, Table 32.)

Decision to Visit NMNH and Length of Stay in Washington. Visitors from the Washington Metropolitan Area were about equally likely to decide to visit on the day they came as before they arrived.<sup>29</sup> In general, as one would expect, non-local visitors planned farther in advance. Non-local Winter visitors made their decision to visit NMNH either the day of the interview or before their trip. They were least likely, as compared to visitors in other seasons, to make their decision to visit sometime after their arrival in Washington but before the day of the interview. Winter visitors either plan their trip in advance, or make a decision on the day of their visit. This split may be due to the unpredictable climate - they are coming to NMNH regardless of the weather or they are waiting to see what the weather is like to determine their visit (see Figure 17).

<sup>29</sup> See Appendix C, Table 33.

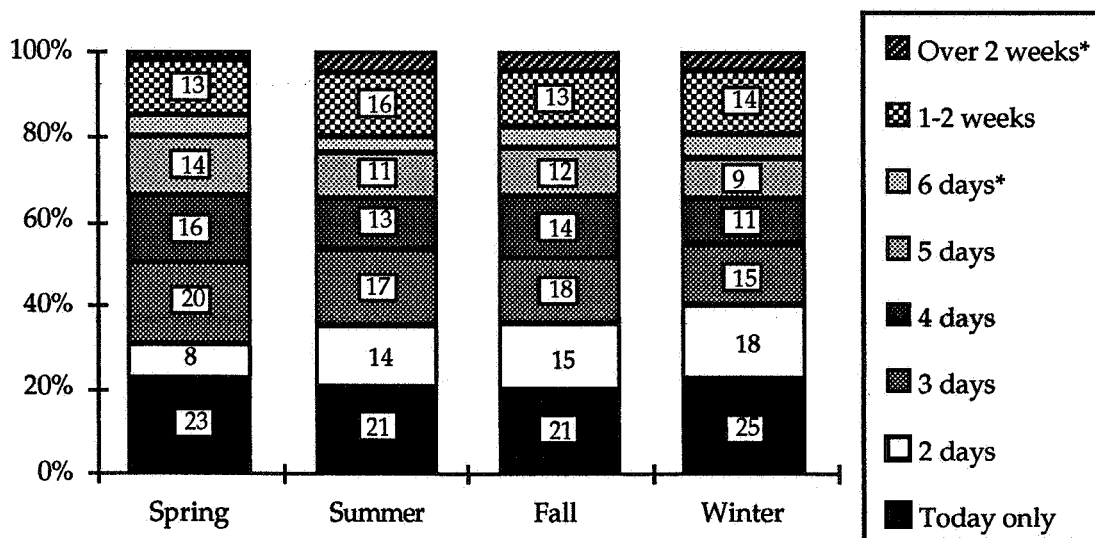
**Figure 17**  
When the Decision to Visit NMNH was Made  
 Non-local Visitors Age 12 or Older  
 (in Percent)



Source: Appendix C, Table 33.

With remarkable consistency, in all seasons two out of three visitors stayed in Washington four days or less (see Figure 18). Two-day stays were particularly unpopular in Spring.

**Figure 18**  
Number of Days in Washington, D.C., by Season  
 Non-local Visitors Age 12 or Older  
 (in Percent)



\*These numbers are too small to label on the figure. See the source table.

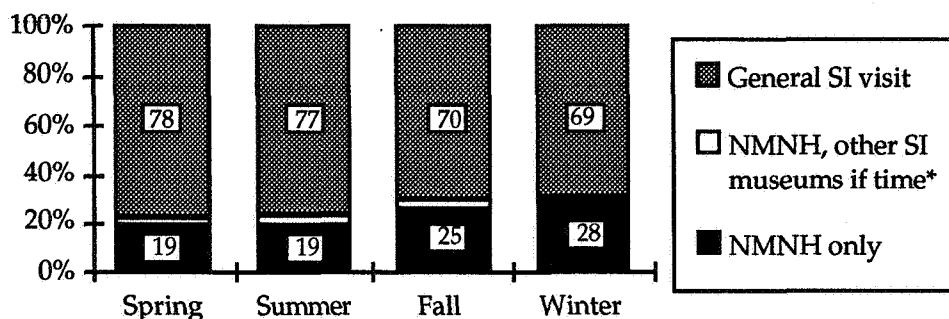
Source: Appendix C, Table 34.

Over one-third of the visitors from other countries stayed in Washington for at least a week. About eight percent of those who visited alone stayed for two weeks or more (Appendix C, Table 38). When visitors were in town just for the day, they were nearly three times as likely to be on a tour than to be alone (22% vs. 8%) and when they stayed over two weeks they were most likely to be visiting the museum alone or with one other adult (33% each).<sup>30</sup>

### Attraction to NMNH

Visiting NMNH vs. Visiting the Smithsonian. Most visitors to NMNH have come to the Mall as part of a general visit to the Smithsonian (75%). Only one in five visitors in Spring and Summer, and one in four in Fall and Winter came exclusively to see NMNH (see Figure 19). In December, however, over one in three visitors were drawn to the Mall to visit NMNH and nothing else, possibly because weather conditions discouraged wandering, and because of the attraction of *Spiders!*.

Figure 19  
Visit to NMNH or the Smithsonian, by Season  
 Visitors Age 12 or Older  
 (in Percent)



\*These numbers are too small to label on the figure. See source table.  
 Source: Appendix C, Table 26.

Compared to other visitor types, Frequent Visitors were over-represented among those visiting NMNH only, probably because a special interest in the museum's subject matter is what led them to become Frequent Visitors in the first place. Overall they were about twice as likely as New Visitors or Returning Visitors to visit NMNH only (33% for Frequent Visitors vs. 17% for New Visitors and 18% for Returning Visitors).<sup>31</sup>

As you would expect, local residents were more focused than visitors from other parts of the country or from abroad. Two out of five of those who said they were visiting NMNH only were local residents, about twice the proportion of local visitors in the overall audience. Also, almost half of the local visitors said they came to the Mall only

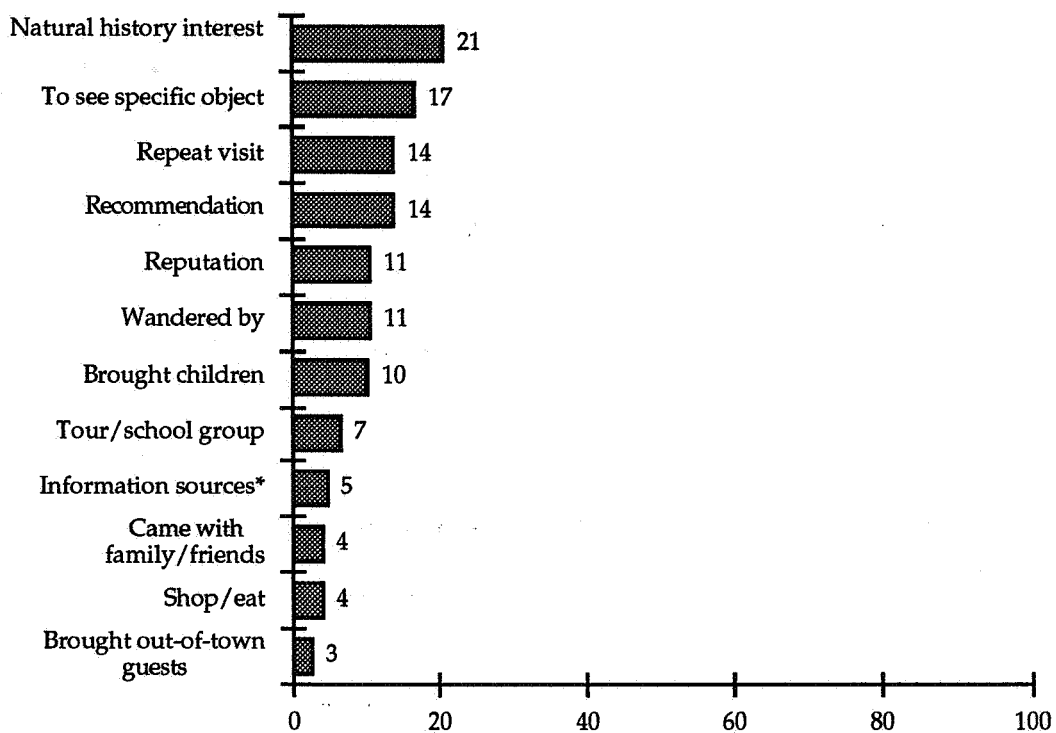
<sup>30</sup> See Appendix C, Table 38.

<sup>31</sup> Data on file, ISO.

to visit NMNH, while the other half were on a general visit. In comparison, less than a quarter (15%) of non-local visitors said they came to NMNH only, while most (80%) were on a general visit to the Smithsonian.

Reasons for Decision to Visit NMNH. Respondents gave eleven main reasons for deciding to visit the museum:<sup>32</sup> Natural history interest, Specific object, Repeat visit, Recommendation, Reputation, Wandered by, Brought children, Tour/school group, Shop/eat, Came with family/friends, Brought out-of-town guests. Natural history interest was cited by the highest percentage of visitors, as shown in Figure 20.

Figure 20  
Reasons for Decision to Visit NMNH  
 Visitors Age 12 or Older  
 (in Percent of Visitors Who Gave Each Response)\*



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

\*\*Information sources includes five specific sources: Guide books, NMNH ads Tourmobile, SI Castle, and Smithsonian Magazine.

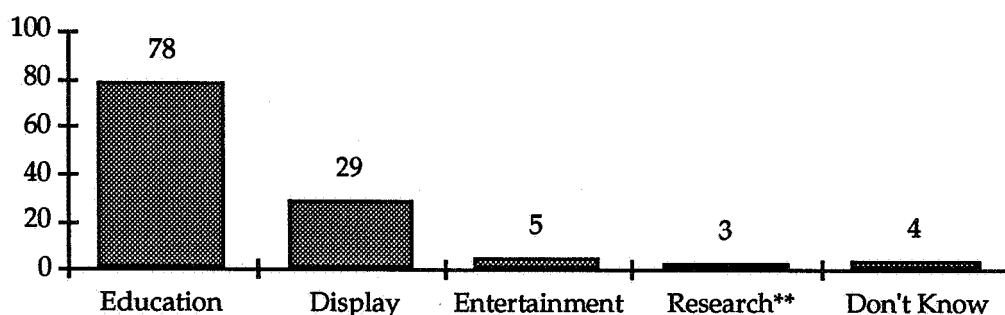
Source: Appendix C, Table 39.

<sup>32</sup> This list excludes all reasons that were given by less than 3 percent of visitors. For a fuller listing, see Appendix C, Table 39.

Only one of these reasons, Repeat visit, was sensitive to the time of year<sup>33</sup>. In Winter, Repeat visit was one in four of all reasons given, compared to about one in ten at all other times of the year, due to the relative absence of New visitors in Winter.

Visitor Perceptions of the Purpose of NMNH. When asked for the purpose of the museum, visitors offered two main responses: Education and Display of artifacts, followed by Entertainment. These answers were spontaneous and unprompted.<sup>34</sup> Respondents cited Education most frequently, as shown in Figure 21.

Figure 21  
Visitor Perceptions of the Purpose of NMNH  
 Visitors Age 12 or Older  
 (in Percent of Visitors Who Gave Each Response)\*



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

\*\*Includes 1% Environmental Awareness.

Source: Appendix C, Table 42 and Data on file, ISO.

Visitor Perceptions of NMNH Staff Activities. Visitors cited five main activities for the behind-the-scenes NMNH staff: Display (including exhibition development, care and updating), Research (both collections-based and primary), Administration, Education (including public programs), and Acquisition. These answers were unprompted and generated spontaneously by visitors. See Figure 22. Interestingly, visitor perceptions of staff activities did not correspond to their opinions about the purpose of the museum. For example, although only 3 percent of visitors cited research as a main purpose of the museum, 43 percent of visitors cited research as a main activity of the staff.

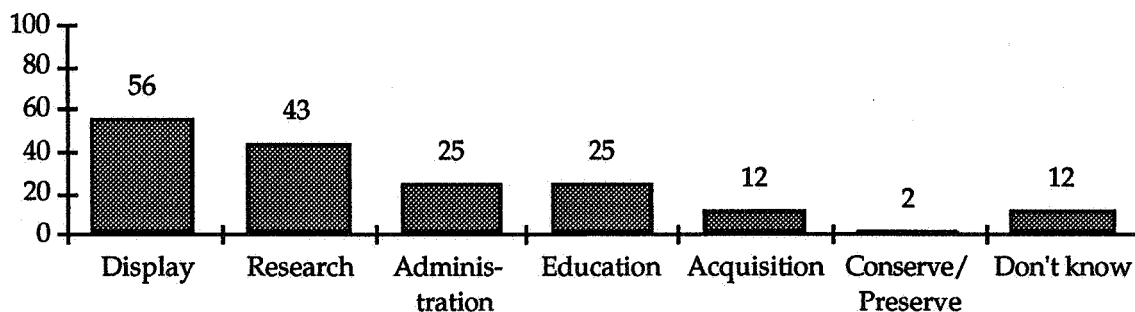
Most visitors seem to distinguish between the museum's purpose and its staff activities. This difference does not necessarily imply a conflict. It is possible that visitors saw the public activity of the museum (i.e., "education" and "display") as the museum's purpose, while realizing that in order to accomplish that purpose the museum must hire

<sup>33</sup> The proportion of visitors who said "Repeat visit" is much smaller than the actual percent of people who were repeat visitors to NMNH, since it only reflects those who gave "Repeat visit" as one of their main reasons for coming to NMNH.

<sup>34</sup> When we first coded visitor responses, we identified three subcategories (General, Natural History, and Cultures) for each major category (Education, Display and Research). Here we report only the larger categories. Subcategory data is on file at the Institutional Studies Office.

professionals to create displays, to conduct research, to manage, and to create and administer educational programs. In any case, this intriguing response suggests the need for further research into the ways that visitors conceptualize the purpose and activities of NMNH.

Figure 22  
Visitor Perception of NMNH Staff Activities\*  
 Visitors Age 12 or Older  
 (in Percent of Visitors Who Gave Each Response)\*\*



\*The coding structure for these activities had sub-categories not shown in this figure, namely, Collections-based Research and Primary Research under Research; Exhibition Care and Exhibition Development under Display.

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

Source: Appendix C, Table 44.

Single adults, those with graduate degrees, and Frequent Visitors were all particularly inclined to cite Collections-based Research or Primary Research as a main activity of the museum staff. Otherwise, there were no significant differences in which group named which activity.

### The Visit

Visitor Agendas. Two out of three adult visitors said they came to NMNH with the intention of seeing or doing something in particular. One visitor in four came to see a specific item, such as the Hope Diamond (4 to 9% of visitors<sup>35</sup>). The rest, about two in five, expressed an interest in some general area, such as Dinosaurs (19%), Gems and Minerals (10%), or the *Spiders!* exhibition (11% in Summer and Fall, when it was on display).<sup>36</sup>

<sup>35</sup> While the questionnaire allowed Hope Diamond to be recorded for the 4 percent of visitors who cited it as a reason when answering question 9 (What led to your decision to visit this museum?), it did not make a distinction between the Hope Diamond and other specific types of gems for recording answers in question 10 (Was there anything in particular you wanted to see or do here?). It seems reasonable to assume that few other specific gems were cited in question 10.

<sup>36</sup> Note that if we were to calculate the percentage of visitors that gave either specific or general intentions, the percentage interested in Gems and Minerals (18%) would nearly equal the percentage interested in Dinosaurs (19%). See Appendix C, Tables 45 - 51. Summer and Fall combined data on file, ISO.



Compared to other groups, those with adults and children were especially drawn to Dinosaurs and *Spiders!* About half of those who came to see the Dinosaurs, and 42 percent of those who came to see *Spiders!*, were in groups that included at least one adult and one child.<sup>37</sup>

The two percent of visitors who came to shop arrived mostly alone (72%), while the one percent who came to eat mostly entered in groups of two or more adults (77%). Not a single visitor who came specifically for a public program brought a child. Groups of three or more adults were over-represented among those who came to see the Hope Diamond.

New Visitors were disproportionately interested in seeing Gems and Minerals and the Hope Diamond, while Frequent Visitors were disproportionately interested in seeing *Spiders!*<sup>38</sup>

Visitor agendas were affected by gender, age, residence and education in significant ways. Washington, D.C. residents, for example, were much more likely than other visitors to come to the museum with a clear intention, especially to see a specific item. Gems and Minerals (whether general or specific) were favored by women (60%). Women were also more interested than men in coming to the museum for the Discovery Room (65%), the museum shop (61%), Asian Cultures (88%) and other cultural areas (58%), although very few people gave these as reasons for attendance overall.<sup>39</sup>

Older visitors preferred sedentary activities. Three out of five visitors who said that they came for a public program (whether general or specific) were ages 55 or older, as were two out of five who said they came to the museum to get something to eat.

Over one-third of the visitors interested in Indians or Eskimos were foreign residents, while half of the visitors looking for new exhibitions were from the local suburbs.

Where Visitors Went First. Since only visitors during Summer and Fall had the full range of options, from permanent to special exhibitions, and since some parts of the museum changed during the other seasons, we will consider only the combined Summer and Fall percentages when we compare where visitors went and how long they spent there.<sup>40</sup>

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<sup>37</sup> While adults with children were drawn to the Dinosaur exhibit in general, most (80%) of the individuals who said that they had come to see a specific dinosaur were adults visiting either alone or with one other adult. See Appendix C, Table 50.

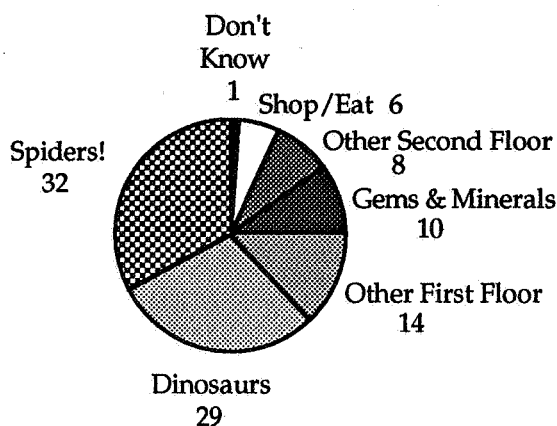
<sup>38</sup> Data on file, ISO.

<sup>39</sup> Data on file, ISO.

<sup>40</sup> The Gems and Minerals hall was closed for renovation on January 1, 1995. Since our Spring season includes March of 1995, Gem and Mineral hall activity was also affected in our Spring figures. Some key exhibits from the hall, such as the Hope Diamond, were kept on display elsewhere. As Table 53a in Appendix C indicates, the closing of the hall did not appreciably affect the number of visitors who went there either first or last during their visit, but it substantially altered where they spent the most time.

Whatever reasons people gave for coming to NMNH, one-third started their visit in the Dinosaur hall and another third started out with the special exhibition, *Spiders!*, when it was on view during Summer and Fall.<sup>41</sup> When *Spiders!* was on view on the Ground Floor, the remaining third were divided between the 14 percent who visited other exhibitions on the First Floor (Indians/Eskimos, Mammals, Birds, Discovery Room, and Life in Ancient Seas), the 10 percent who visited Gems and Minerals, the 8 percent who visited other exhibitions on the Second Floor (Geology, Insect Zoo, Public programs/movies, Cultural areas, Natural History, and Temporary exhibits), and the 6 percent who started their visit by shopping or eating.<sup>42</sup> When *Spiders!* was not on view, in Spring and Winter, the priorities among the other sections of the museum remained the same. See Appendix C, Table 53a, and Figure 23.

Figure 23  
Where Visitors Went First  
 Visitors Age 12 or Older, Summer and Fall Combined  
 (in Percent)



Many visitors did not start out with the exhibit that they said they came to see. Although 11 percent of visitors said that they came to the museum to see *Spiders!*, three times as many visitors started their visit in the special exhibition. Similarly 19 percent of visitors in Summer and Fall said they came to see Dinosaurs, but many more (29%) started there. Conversely, with Gems and Minerals fewer people started with Gems than said that they came to the museum to see Gems (10% vs. 16%). Three percent said they came to eat, but 7 percent began their visit with the shop or cafeteria. People may change their mind about what they most want to do in the museum once they enter the doors and have a better sense of what is available and how they feel.<sup>43</sup> See Appendix C, Table 52a.

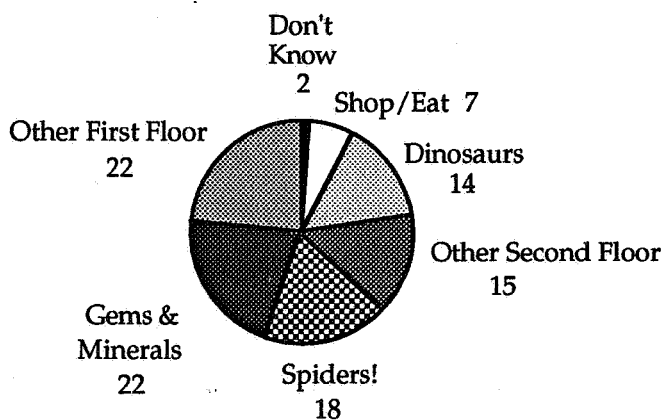
<sup>41</sup> The percentage of visitors who started in the Dinosaur hall fell slightly, to 29%, during Summer and Fall, because so many visitors were drawn to *Spiders!* at that time.

<sup>42</sup> Summer and Fall combined figures. Table 52a. *Spiders!* was on view from June 11, 1994 - January 2, 1995.

<sup>43</sup> See Appendix C, Table 52a-d. This is particularly true for special exhibitions, because non-local visitors who have not seen much publicity on the exhibition, do not know about it, even though it interests them once they know that it exists. Visitors are also attracted by banners, signs, and enticing exhibition entrances, especially when they are near the doors.

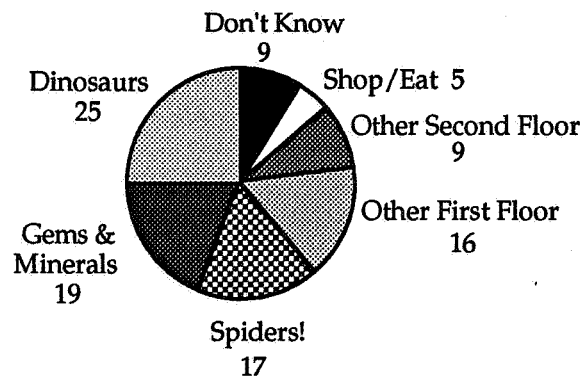
Where Visitors Went Last. Here too, the exhibitions on the First Floor, nearest the exits, had the advantage over exhibitions on the Second Floor. During the period of the special exhibition, over one-fifth of adult respondents ended their visit in other exhibitions on the First Floor, one-fifth ended in Gems and Minerals (22%), and another fifth (18%) concluded their visit in *Spiders!* The remaining two-fifths were divided between 15 percent in Dinosaurs, 12 percent in other exhibitions on the Second Floor, and 10 percent in the shop or cafeteria. On the whole, we can say that visitors tended to start with *Spiders!* (33% in Summer and Fall) or Dinosaurs (29% in Summer and Fall) and end with Gems and Minerals (22% in Summer and Fall). See Appendix C, Table 52a, and Figure 24.

Figure 24  
Where Visitors Went Last  
 Visitors Age 12 or Older, Summer and Fall Combined  
 (in Percent)



Where Visitors Spent Most Time. One-third of all visitors spent the most time with the first exhibit they saw, before moving on to others. Whether there was a special exhibition or not, more visitors stayed longer with the Dinosaurs than with any other part of the museum. The next favorite sections were Gems and the other exhibitions on the First Floor, joined by *Spiders!* in Summer and Fall. See Appendix C, Table 53, and Figure 25.

Figure 25  
Where Visitors Spent the Most Time  
 Visitors Age 12 or Older, Summer and Fall Combined  
 (in Percent)



Visit Patterns. The social composition of the visiting group influenced what people did in the museum. Compared to other groups, visitors who came alone were disproportionately inclined to have started their visit with the Geology hall or with the museum shop, to have ended their visit with the shop, and to have spent most of their time in *Spiders!* Those who came in pairs did not have any strong preferences for starting their visit, but they were more likely than other groups to have ended it eating. Groups of adults and children were more likely to have started with the *Spiders!* exhibition, to have ended with the Insect Zoo, and to have spent most of their time with Dinosaurs or *Spiders!* <sup>44</sup>

Familiarity with the museum also had some effect on what people did. Compared to other visitor types, New Visitors exhibited no outstanding preference for where to start their visit, but they did prefer to end it in the Geology hall and to spend most of their time in the Geology hall or Birds. Returning Visitors were more attracted to the Geology hall and the Discovery Room at the start of their visit than other types. Frequent Visitors were more inclined than other visitor types to start and end with the Insect Zoo, or else eating or shopping. <sup>45</sup>

Visitors Who Saw Only One Exhibition. Nearly one in every five visitors (18%) focused on only one part of the museum. These dedicated visitors reported that the place they visited first, the place they visited last, and the place they visited most was the same. Most of these people are not likely to have visited anything else in the museum. In Summer and Fall, the dedicated visitor's favorite destination was *Spiders!* (33% of them went only to this exhibition), although Dinosaurs and Gems had their devoted fans as well (15% and 13% respectively), as did the shops and cafeteria (18% together). <sup>46</sup>

<sup>44</sup> Data on file, ISO.

<sup>45</sup> Data on file, ISO.

<sup>46</sup> See Appendix C, Table 52a.

If we look closely at which of the three most popular exhibits, Dinosaurs, Gems, or *Spiders!*, the most-focused visitors strongly preferred, we notice some distinct behavior differences. Women, non-local U.S. residents, and those age 65 or older were more inclined than others to see only Gems and Minerals. Solo visitors, local area residents, Frequent Visitors, and those with graduate degrees were more drawn to *Spiders!*<sup>47</sup>

These focused visitors spent less time in the museum than other visitors. Three out of five of them stayed less than one hour and another quarter of them stayed between one and two hours. Only about one in ten of them stayed over two hours (compared to one quarter of those who were going to a wider range of exhibits).<sup>48</sup>

Dinosaurs, Gems, and *Spiders!* The attraction of Dinosaurs stands out. One-third of all visitors age 12 or older started their visit with the Dinosaurs. Half of these Dinosaur seekers (46%) spent most of their museum time in that exhibit, and one-tenth of them went nowhere else. To appreciate how strongly visitors were drawn to Dinosaurs, we should compare Gems and Minerals and *Spiders!* Relatively few visitors (one in ten) started with Gems and Minerals, but they were dedicated. Over one-third (37%) of these Gem viewers spent most of their time with their stones while one-fifth (22%) of them went nowhere else. During Summer and Fall, one-third of the visitors started with *Spiders!* About one-fourth of these spider-seekers spent most of their time there and one-sixth of them went nowhere else.<sup>49</sup>

The visitors who were most dedicated to Dinosaurs, Gems or *Spiders!* were the ones who started their visit in one of these exhibits, ended it there, and spent most of their time there. The Dinosaur devotees were representative of both genders, all ages, all group types, all education levels, all residence locations, and all visitor types. Everyone loved Dinosaurs. Gem devotees tended to be women (69%) and had an over-representation of visitors age 65 or older and residents of the U.S. from outside the Washington Area. *Spiders!* devotees were disproportionately alone, held graduate degrees, lived in the local area, and were Frequent Visitors.<sup>50</sup>

For those who were the least focused, i.e., who reported that they went first to one place, last to another, and spent the most time somewhere else, in Summer and Fall they favored *Spiders!* as their first destination (36%), the most popular last stop was Gems (21%), and the most time was spent either with Gems (20%) or Dinosaurs (16%).<sup>51</sup>

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<sup>47</sup> Solo visitors were especially unlikely to say they visited Dinosaurs first, last or most (Data on file, ISO)

<sup>48</sup> Data on file, ISO.

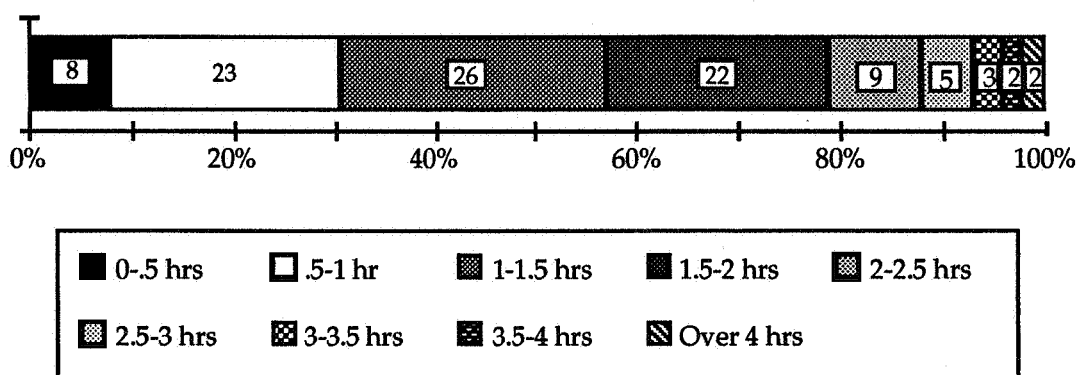
<sup>49</sup> See Appendix C, Table 52a.

<sup>50</sup> Data on file, ISO.

<sup>51</sup> Data on file, ISO. One final visit pattern: Compared to first-time visitors who started their Mall visit with NMNH, first-time visitors who went somewhere else on the Mall before coming to NMNH were especially likely to end their visit in Gems and Minerals and to have spent most of their time there.

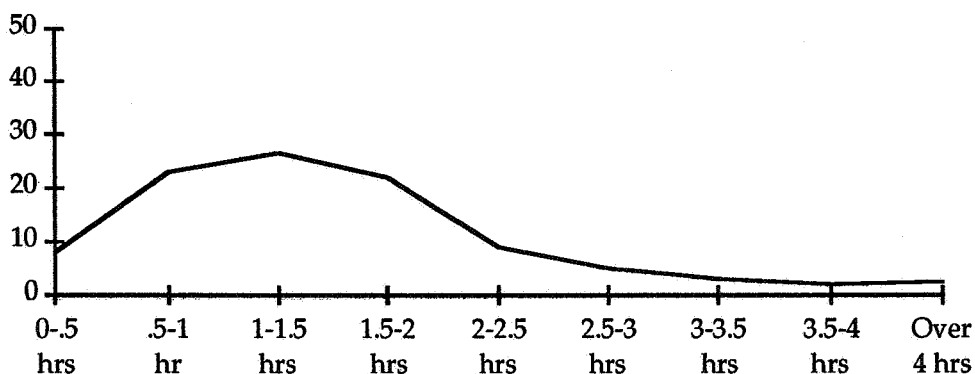
Length of Visit. About one-third of visitors left after the first hour; half were gone after an hour and a half; and four out of five were gone after two hours.<sup>52</sup> Past the two-hour mark, attrition is rapid. After three hours, only seven percent of visitors were still in the museum. See Figure 26. Seasonal differences were not significant.

Figure 26  
Duration of Visit to NMNH  
 All Visitors  
 (in Percent)



Source: Appendix C, Table 54.

Alternative Presentation  
Duration of Visit to NMNH  
 All Visitors  
 (in Percent)



The majority (61%) of the visitors who saw only *Spiders!* stayed less than one hour in the museum.<sup>53</sup>

<sup>52</sup> Visitors were asked what time they entered the museum. By combining this information with the time of interview, we calculated the length of their visit. This method is much more accurate than visitor estimates of time spent.

<sup>53</sup> Data on file, ISO.

Public Programs. Between one in ten visitors (in Winter) and one in twenty (in Spring and Summer) said that they attended public programs. These public program participants were divided equally in all seasons between those who attended in the daytime, those who came in the evening, and those who went to both daytime and evening programs. In the Fall, public programs were cited more often as a reason for coming to the museum. This suggests that public programs were either more numerous or more attractive in Fall (39%) rather than Spring (30%), Winter (20%) or Summer (11%) (See Appendix C, Table 47).

Almost all public program attendees (90%) were Frequent Visitors. One in five Frequent Visitors had attended at least one public program. (See Appendix C, Table 56).

Two-thirds of those who have attended public programs live in the city or its suburbs.<sup>54</sup> Seventy percent of them are Smithsonian members (compared to the 38% of non-local public program attendees who are members).<sup>55</sup> Whether they live locally or not, visitors who attend public programs were five times more likely to be members than non-members.<sup>56</sup> Compared to other age groups, those ages 35 to 54 were more likely to have attended evening programs, and those age 65 and over were more likely to have attended both day and evening programs.<sup>57</sup>

As you might expect, visitors with graduate degrees were more inclined to have attended public programs. Altogether, three quarters of those who attended public programs have at least a bachelor's degree. Only ten percent have not taken any college courses.<sup>58</sup>

Interestingly, nearly half (44%) of those who said that they had attended at least one public program at the museum were visiting alone when they were interviewed (altogether 18% of visitors came to the museum by themselves). It seems that public programs appeal more to visitors who come alone, perhaps because they do not have families and thus have more time for such activities.<sup>59</sup>

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<sup>54</sup> See Appendix C, Table 58.

<sup>55</sup> Data on file, ISO.

<sup>56</sup> Five percent of non-local members and 41 percent of local members attend programs, compared to 1 percent of non-local non-members and 8 percent of local non-members who attend programs. Data on file, ISO.

<sup>57</sup> Data on file, ISO.

<sup>58</sup> Data on file, ISO.

<sup>59</sup> Data on file, ISO.

## Opinions of the Visit

Assessment of the Visit. When asked if anything in the museum went beyond their expectations, sixty percent of visitors either said no or said that they knew what to expect from previous visits. One in four visitors cited either a specific item or the overall size of the museum. Respondents were less impressed by the magnitude of the museum in Winter, when more of them were Frequent Visitors and local residents.<sup>60</sup> See Appendix C, Table 59.

We can get a better idea of how visitors valued their experiences by looking at what exceeded the expectations of individuals in conjunction with where they spent most of their time in the museum. Visitors who spent most of their time with Dinosaurs (one-quarter of all visitors), for example, were disproportionately impressed by seeing the real thing. In fact, they comprised half of all those who said that seeing the real thing exceeded their expectation. The visitors who spent most of their time with Gems and Minerals or with *Spiders!* did not show any particular preference in answering this question.<sup>61</sup>

What Visitors Would Change. Visitors were asked what they would improve, change, or add, if they were the director of NMNH. Satisfaction was highest in April, when over 40 percent of the replies were positive remarks or comments that nothing should be changed. By the same measure, visitors were least satisfied in January and February, when only one-quarter of the responses were not critical.<sup>62</sup> These variations in the volume of criticism are due more to the changing profile of the audience than to circumstances inside the museum. In general, Frequent Visitors can be expected to be more critical than New Visitors both because they have a greater identification with NMNH, and because they have had the time and experience with the museum to note more things that they would like to see changed. As the percentage of New Visitors rise, the volume of criticism falls.

The majority of visitors (55%) had no recommendation for change. For those who recommended changes, suggestions for improvement constituted nine categories, led by Specific exhibition critiques, as shown in Figure 27.

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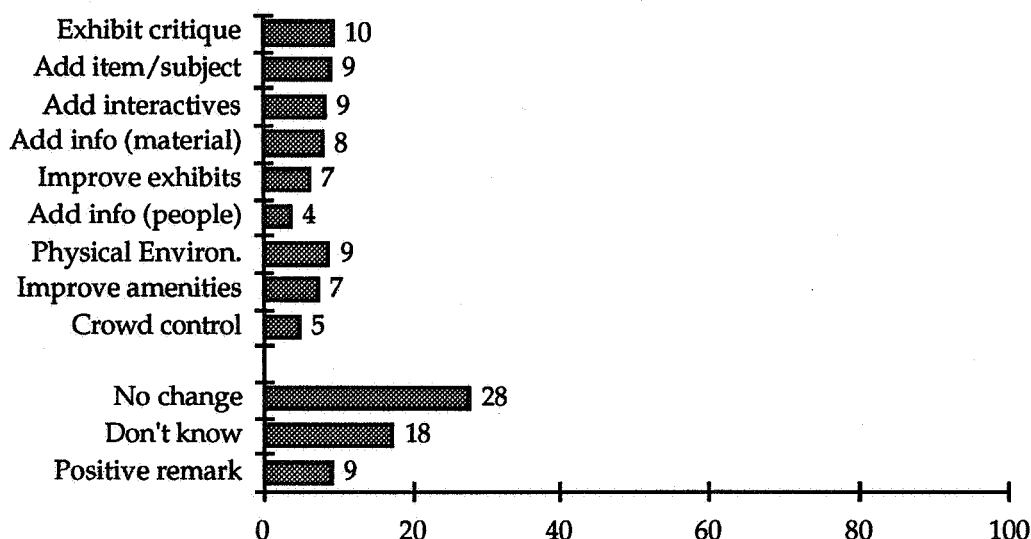
<sup>60</sup> Because local residents and Frequent Visitors had been to the museum more, many of them (67% of locals, and 69% of Frequent Visitors) said either that nothing exceeded their expectation or that they knew what to expect from previous visits.

<sup>61</sup> Data on file, ISO.

<sup>62</sup> Consistently through the year between 13 and 22 percent of the replies were "I don't know." See Appendix C, Table 61.



Figure 27  
Visitor Recommendations for Change at NMNH  
 Visitors Age 12 or Older  
 (in Percent of Visitors Who Gave Each Response)\*



\*Total percent equals more than 100%, as individuals could give more than one response.  
 Source: Appendix C, Table 61.

These suggestions varied somewhat according to the time of year. Crowd control was most sensitive to month. The desire for better crowd control was felt most often in May (11% of visitors cited it) when more young children and other visitors are likely to be present in the museum, and least often in September and January (about one half of one percent of visitors cited it then).

Who cared most about these changes? An individual's background and expectation for the visit influence whatever suggestion that person makes. When those with particular characteristics are over-represented among the people offering a suggestion, we can infer that they care a lot about that issue. In the following paragraphs, we will list the groups that were significantly over-represented among those who made certain criticisms. For two criticisms, Physical Environment (cited by 9 percent of visitors) and More Information Materials (cited by 8 percent of visitors), no groups stood out.

About half of the visitors had no criticism, and many made an additional positive comment. Those who said they came in order to shop were more inclined to say they didn't know, and those who came in order to eat were particularly likely to say that nothing should be changed and to add a positive remark.

*Exhibition Critique - 10 percent overall.*

Frequent Visitors showed a pronounced inclination to specifically criticize exhibitions. They care more about exhibitions, because exhibitions draw them to return repeatedly.

*Add item/subject - 9 percent overall.*

Frequent Visitors cared most whether an item or subject should be added, probably because Frequent Visitors are more sensitive to changes (or the lack of changes). The data suggest that individuals who came to the museum for specific purposes cared more about the details of exhibition contents.

*Add interactives-<sup>63</sup> 9 percent overall.*

Four large groups were especially eager for more participatory experiences in exhibitions. We can consider two of them (those who visited NMNH and SI before and Frequent Visitors) as more experienced museum-goers who, we presume, wanted something to perk up their visit. Adults with children disproportionately cite this change, because they wish there were more activities to involve the kids. Interestingly, this issue resonated strongly also with those who hold postgraduate degrees. We interpret their interest as demonstrating an awareness of the potential of interactives in museum settings, and as reflecting the fact that many educated adults enjoy learning this way. The small group of those who said they came in order to use the Discovery Room (1% of all visitors) also left with a strong longing for yet more interactives, probably because they especially appreciated their value.

*Improve/update exhibits - 7 percent overall.*

The same three groups that expressed special interest in having more interactives (those who have visited NMNH and SI before, Frequent Visitors, and those with postgraduate degrees) were also particularly concerned about the improvement and updating of exhibitions. Obviously their desire for more participatory activities is contained within a broader longing for exhibition improvements. This is the only criticism sensitive to age. Those between the ages of 25 and 44 cared much more than anyone else. Change may seem more achievable for this age group than it does in other years. Solo visitors may feel especially strongly about this change because, lacking social distractions, they probably paid closer attention to exhibits than other visit groups.

*More information delivered by people - 4 percent overall.*

This suggestion was the only one that minority visitors as a whole strongly recommended. Maryland/Virginia suburbanites and Washington, D.C. residents also voiced this concern, as did the two groups that show the highest level of dedication to NMNH visiting, namely those who had come ten times or more before and those who restrict themselves to NMNH only. These groups may feel particularly comfortable with information delivered directly, in person, either in addition to other modes of communication or as an alternative to reading. The museum may benefit from researching this suggestion more thoroughly in the future.

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<sup>63</sup> The term "interactive" is used in this report as we presume visitors to have meant it, namely as a way to describe the complete range of physical involvement in exhibits from contact ("hands on"), to alteration of the exhibit through the manipulation of devices ("interactives"), and the full spectrum of complexity from brief contact ("simple touching"), to extended patterns of decision making and response ("computer games and programs"). We use the term "participatory" as a synonym for this general sense of interactivity. For the technical use of these terms, see Stephen Bitgood, "Suggested Guidelines for Designing Interactive Exhibits," *Visitor Behavior*, Winter, 1991, Vol. VI, No. 4, p. 4.

*Improve amenities (physical facilities) - 7 percent overall.*

Women felt very strongly about amenities in the museum. Men did not show any comparable preference for a particular change, although they cared more about adding an item or subject than they did about any of the other suggestion areas. Frequent Visitors were especially concerned about physical facilities probably because of their greater familiarity with the museum and their sensitivity to change. We can expect them to be in the forefront of those pressing for improvements of all kinds, since they feel most invested in the experience.

*Crowd control - 5 percent overall.*

As a group, non-minorities felt strongly only about this (although they also want improved amenities somewhat more than the remaining changes). Those who come from other parts of the United States, probably because they tend to come together at a few peak times of the year, also felt especially sensitive to crowds.

In a few cases, a particular group was notably *disinclined* to make a particular suggestion. For example, those making their first visit both to NMNH and the Smithsonian were reluctant to criticize exhibitions or ask for more interactives. Those who came to see the Dinosaur exhibit were little interested in improving exhibitions or the physical environment. Those with less than a high school education were decidedly uninterested in crowd control or in improving exhibitions. Finally, those who spent most of their time in the Gems and Minerals exhibit were especially reluctant to suggest that an item or subject should be added.

Aside from the two suggestions that especially appealed to those with postgraduate degrees, education did not distinguish strong interest in particular changes. Similarly, foreign visitors, New Visitors, Returning Visitors, pairs of adults, or visitors in groups did not feel strongly about stating any criticism or suggestion, nor did they distinctly avoid comments.

## Section II: Discussion of Results

Washington and the National Mall are major travel destinations for millions of people every spring and summer. Consequently, Smithsonian attendance is dominated by out-of-town visitors, most of whom have relatively high education levels.<sup>64</sup> Over the course of the year at the National Museum of Natural History, four out of five visitors were from outside the local area. Despite the fact that these visitors saw the museum visit as but one event within a broader schedule of sight-seeing and museum-going, they arrived with fairly specific agendas. This implies that the overall public image of NMNH is multi-dimensional, and that the concept of "natural history" may be less compelling than the specific topics gathered under that heading. One possible area for future research would be to investigate the degree to which visitors recognize and accept a unifying agenda for the museum. Does their attraction to specific phenomenon such as dinosaurs or geology arise from a broader interest in the workings of the natural world?

By their actions, visitors seem to believe that the museum is especially appropriate for children. Although the percentage of adult visitors who came with children (40%) is much smaller than for zoo audiences (70%),<sup>65</sup> in both cases we can presume that adults consider the museum's exhibits to be particularly instructive in some way, and that children are naturally drawn to the subject matter. The relationship between zoos and NMNH may well go deeper. In a recent study, we found that nearly half of all zoo visitors had been to a natural history museum within the previous year.<sup>66</sup> One way to better understand natural history museum attendance would be to investigate and compare the specific educational aims of parents who bring their children to either zoos or natural history museums.

The presence of so many adult-child visit groups in the museum presents a special challenge for communicating information. The adults had particularly high education levels in comparison to the overall U.S. population and were very sophisticated in receiving and processing information, while the children were not. In this study both the most educated visitors and adults visiting with children were disproportionately inclined to suggest that there should be more participatory activities in the museum. Interactive exhibits, even very simple ones, tend to involve both adults and children and can help to bridge the differences in educational levels.

Because of the large influx of visitors from outside the local area, nearly half of all visitors to NMNH were coming for the first time. New Visitors were more easily satisfied than repeat visitors and tended to be impressed by the size of the museum.

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<sup>64</sup> See Z. D. Doering and Adam Bickford, *Visits and Visitors to the Smithsonian Institution: A Summary of Studies*, Institutional Studies Office Report 94-1, (Washington, D.C.: Smithsonian Institution, 1994), p. 24. The general comparability of available travel data and Smithsonian visitor data suggest that, in the aggregate, out-of-town adults visitors to the Smithsonian are similar to out-of-town visitors to Washington D.C.

<sup>65</sup> See Z.D. Doering, et al., *From Reptile Houses to Reptile Discovery Centers*, Report 94-4. (Washington, D.C.: Smithsonian Institution, 1994), p. 9.

<sup>66</sup> *Ibid.*, p. 15.

Frequent Visitors were more critical of exhibit content, presentation methods (they wanted more participatory experiences), and physical facilities. More often than New or Returning visitors, Frequent Visitors tended to come to the museum alone (25% of them visited alone), and were probably more attentive than other visitors. They were also particularly well-educated (38% of Frequent visitors had a graduate degree), and were strongly attracted to the special exhibition, *Spiders!*

Dinosaurs were the museum's primary permanent attraction, with Gems and Minerals second. Since dinosaur exhibitions are usually found in natural history museums, there is the possibility that people associate natural history museums generally with dinosaurs. Other exhibitions that we might expect to appeal more to visitors with children, such as the Insect Zoo, the Discovery Room, or the Naturalist Center, may have been missed by first-time visitors.

In broad terms, we can identify three key constituencies: adults visiting with children (the Dinosaur fans -- 44 percent of those who spent the most time with Dinosaurs were adult-child groups), non-local visitors without children (the Gems and Minerals fans -- 60 percent of Gems and Minerals visitors were non-locals who were visiting without children and who were not part of a tour group), and Frequent Visitors who came alone (the special exhibition fans -- 40 percent of Frequent Visitors who came alone spent the most time in *Spiders!* in Summer and Fall combined). Each of these segments sees the museum from a different perspective, and each offers the museum different opportunities for development. Visitors with children have complex aims that combine instruction and social interaction. From an educational point of view, they are the museum's greatest challenge. This study tells us that they would most appreciate more interactives or participatory experiences.

Non-local visitors without children tended to come to the museum in pairs and to be older. Their interest in Gems and Minerals may be related more to the value and use of jewels than to fascination with natural processes. Further research would be necessary to better understand their interests and motivation, so that they could be encouraged to stretch their curiosity as far as possible.

Frequent Visitors who came to the museum alone were the most sophisticated and dedicated segment of the audience. Although they form a relatively small percentage of the overall attendance, their high levels of attention and interest make them the most receptive of all visitors to in-depth presentations of complex information.

The differences in motivation, social context, and familiarity with the museum that distinguish these three audience segments emphasize the communication challenge of the museum. Whether they were new visitors or dedicated fans, few people spent very long in the museum, and it is obviously in the interest of both the individual and the museum that the time given to the visit be as engaging and fruitful as possible. Some visitors (those who were familiar with the possibilities) suggested adding more interactives, but the problem of effectively reaching these audiences is much more complex than deciding how many displays should be participatory. Minority visitors,

for example, showed a clear preference for more information delivered by people. Are there ways beyond the usual docents and information desks to achieve that end? How effective would they be? Who would benefit most from them? These questions must remain for future research.

The fact that visitors saw the museum's purpose as distinctly different from the activities of its staff suggests that museum staff need to understand how the visitor conceptualizes the museum and what influences those perceptions. This is another communication challenge that calls for further study.

Since this study was restricted to voluntary visitors it does not reflect the experiences of the large numbers of scheduled and unscheduled school groups which, at certain times of the year, can be a significant factor in the overall visitorship. These groups need to be studied separately. A study should include estimating their size and possible impact on voluntary visitors.

This study was primarily descriptive and exploratory. It should be seen as a first step towards a deeper investigation of the experience of visitors in the National Museum of Natural History. Here, we have mapped the terrain within which more sensitive analyses can now be undertaken.

## **Part II.**

### **Appendices**

The following Appendices include supporting and supplementary materials. Appendix A is the questionnaire used in the *1994-95 NMNH Visitor Survey*. Appendix B contains guides to reading graphs and tables (with a technical note on sample sizes). Appendix C consists of the detailed tables used in the analysis reported in Part I. Appendix D is a description of how the study was conducted and an analysis of response bias in the sample.

1994-1995 National Museum of Natural History Visitor Study

Hello, my name is \_\_\_\_\_. I am working for the Smithsonian and would like to talk to you about your visit.

+1. Is today your first visit to this Natural History Museum?  No  Yes: GO TO Q.3

Ineligible: STOP  SI Staff/Contr: STOP

+2. How many times have you been here before today?

1 - 3  4 - 9  10+: GO TO Q.2A

+2A. Would you describe your visits as...

Weekly  Once a year  
 Monthly  Every 2 years, OR  
 Every 2-5 months  Less often ?  
 Twice yearly

+3. Before today, have you visited other Smithsonian museums?  Yes  No

+4. Did you come to the Mall only to visit Natural History, or as part of a general visit to the Smithsonian?

NMNH only  Smithsonian  
 NMNH, and others if time

+\*5. Where do you live... (and your ZIPCODE, please)?

Foreign \_\_\_\_\_  
Other U.S. \_\_\_\_\_ For office use only:  
Washington, D.C. 1 \_\_\_\_\_ x  
MD/VA suburbs 2 \_\_\_\_\_ y  
3 \_\_\_\_\_ z  
4 \_\_\_\_\_ 0  
5 \_\_\_\_\_ 0  
0 1 2 3 4 5 6 7 8 9

+6. OTHER U.S./FOREIGN ONLY How many days TOTAL is your visit to Washington?

Today only  1-2 weeks  
 \_\_\_\_\_ days  More than 2 weeks

+7. What is the primary purpose of your visit in Washington?

Business-related  Shopping/restaurant  
 Vacation/recreation  School-related  
 Visiting friends/family  Live/work in D.C.  
Other: \_\_\_\_\_

8A. 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. 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  Repeat visit  
 Brought out-of-town guests  NMNH ad/PR  
 Brought child(ren)  Wandered by  
 Came with family/friends  Reputation  
 Nat. history interest  Shop/eat  
 Castle/SI info.  SI Magazine  
 D.C. tourist info.  Guide books  
 Tourmobile/tour guide  Tour/school grp.  
Other: \_\_\_\_\_  
 Specific exh./object RECORD AND GO TO Q. 11

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

Specific \_\_\_\_\_ Sp. \_\_\_\_\_  
 Gems/minerals  Insect Zoo  
 Dinosaurs  Discovery Room  
 Indians/eskimos  Public program/movie  
 Mammals/ecology  Shop  
 New exhibits  Eat  
Exhibition: \_\_\_\_\_  
Specific/other: \_\_\_\_\_

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

MARK ALL THAT APPLY

EDUCATION DISPLAY RESEARCH  
 General  General  General  
 Nat. History  Nat. History  Nat. History  
 Cultures  Cultures  Cultures  
 Nat'l Museum  Nat'l Museum  
Other: \_\_\_\_\_ Entertain/Enjoy  
Don't know

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  Primary research  
 Exhibition development  Education/public prg.  
 Exhibition care/updating  Admin./operations  
 Acquisition of artifacts  Don't know  
Other: \_\_\_\_\_







FOR OFFICE USE:

Shift     
1 2 3

Month  Date

Session            
0 1 2 3 4 5 6 7 8 9

Segment        
1 2 3 4 5 6

Weight            
0 1 2 3 4 5 6 7 8 9

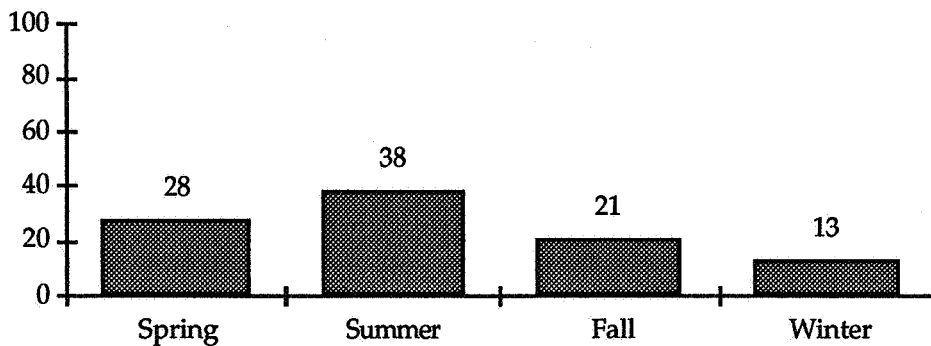


Part II, Appendix B.

A Guide to Reading Graphs

In presenting the results of this study in Part I, we rely heavily on a few basic types of graphs constructed from tables. Figure 2, reproduced below, is an example of the most basic type used in this report.<sup>1</sup>

Figure 2  
Visits, by Season  
All Visitors  
(in Percent)



Source: Appendix C, Table 2.

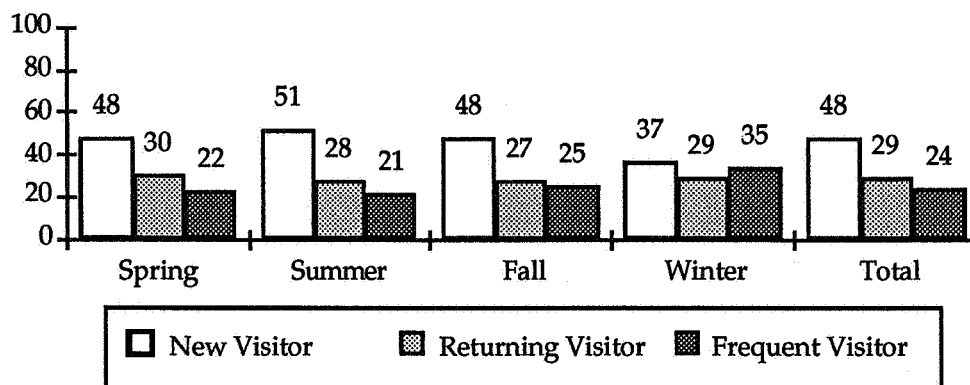
The title of the figure describes the variable that is being presented, any restrictions placed on it, and the subsets of the sample over which it is being compared (the formal term for this is the "classification variable"). "Visits" is the variable. "By Season" tells us that the figure compares visits by season. "All visitors" indicates that all completed interviews are included. The figure presented here is based on Appendix C, Table 2. 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. The sum of all of the numbers across the columns total 100%, i.e., the graph accounts for the total population defined in the title.

---

<sup>1</sup> All of the figures in this Appendix appear in Part I of the report.

Figure A.7 is an example of a similar type of graph and one which is used quite frequently:

Figure 7  
Visitor Types, by Season  
 All Visitors  
 (in Percent)

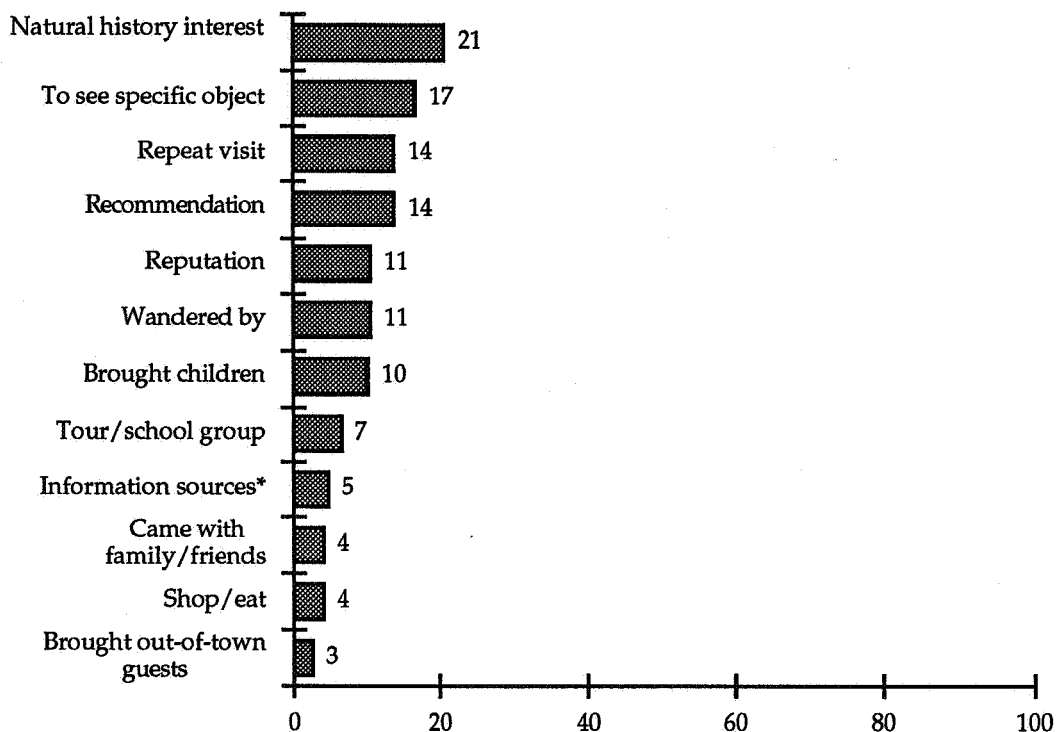


Source: Appendix C, Table 23a

Again, 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"). "Visitor Types" is the variable. "By Season" tells us that the figure compares the types of visitors in one season to those in another. "All visitors" indicates that all completed interviews are included. The figure presented here is based on Appendix C, Table 23a, which includes a cross-tabulation of Visitor Types 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. The three left-most columns, (the trio that stand over the word "Spring"), show us that out of all the visitors who came in that season, 48% were New Visitors (the white column, according to the legend at the bottom), 30% were Returning Visitors (the lightly dotted column), and 22% were Frequent Visitors (the darkest column). The next trio of columns illustrate the visitor types in the Summer season; the next trio the Fall; the fourth, the Winter. The right-most trio of columns shows the distribution of visitor types over the entire year. Each trio of columns, in other words, totals 100% of visitors in each season and the last trio for the year.

Some of the graphs in this report (e.g., Figure 20) put the scale on the bottom and use bars to show categories of the variable.

Figure 20  
Reasons for Decision to Visit NMNH  
 Visitors Age 12 or Older  
 (in Percent of Visitors Who Gave Each Response)\*



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

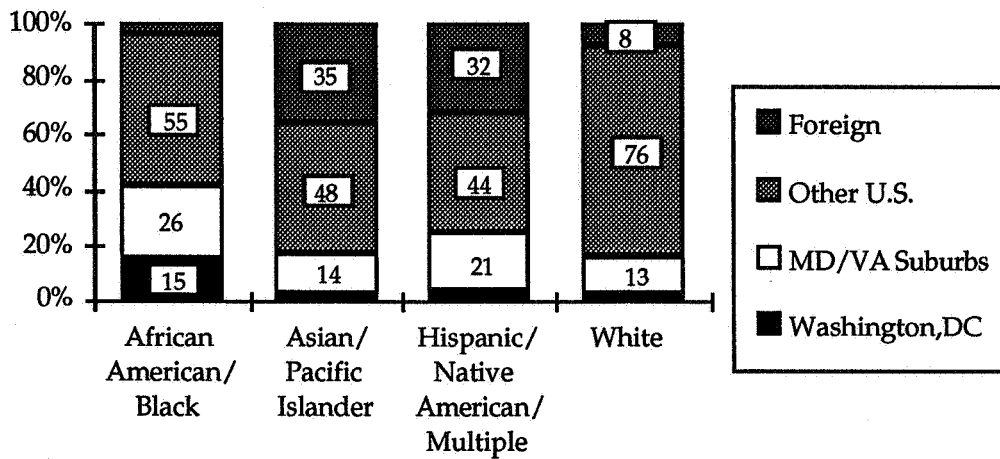
\*\*Information sources includes five specific sources: Guide books, NMNH ads Tourmobile, SI Castle, and Smithsonian Magazine.

Source: Appendix C, Table 39.

In this case all the visitors over age 12 are classified into 12 categories, depending on their reasons for visiting NMNH. However, the graph does not add to 100%, as visitors could give more than one response. The table footnote explains this.

Another common type of graph in this report puts all of the categories of a variable into one column. In Figure 9, for example, the illustrated variable is "Visits by Racial/Ethnic Groups" and "by Residence" tells us that we will be looking at the geographic origins of each racial/ethnic group. "Visitors Age 12 or Older " means that the calculation was restricted to visits where the person being interviewed was 12 years old or older. The numbers on the graph's scale are "in Percent."

**Figure 9**  
Visits by Racial/Ethnic Groups, by Residence  
 Visitors Age 12 or Older  
 (in Percent)\*



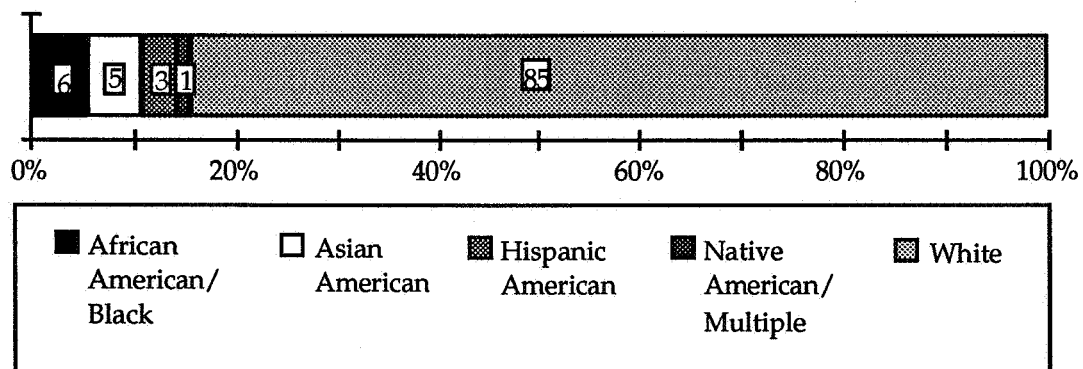
Source: Appendix C, Table 6.

\*Some numbers do not appear in the figure due to space limitations: 4% of Black visitors were foreign residents, and from 3% to 4% of Asians, Hispanics and Whites were Washington, D.C. residents.

Each column illustrates all visitors, age 12 and over, in the particular racial/ethnic group, 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. Boxes within each bar give us the percentages for each residence origin. 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 sometimes there is not enough room for all the actual percentage numbers for each of those components.

Figure 10 is also a column graph. However, it is simply on its side and only one group is illustrated.

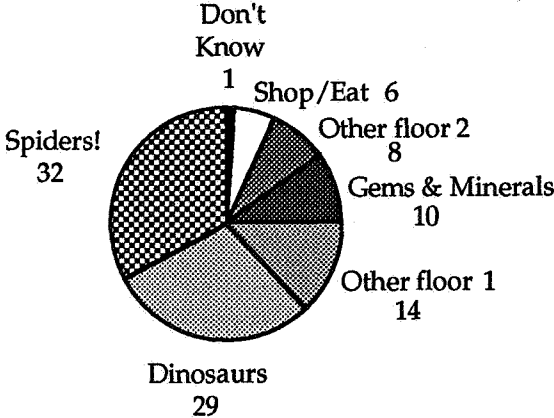
**Figure 10**  
Racial/Ethnic Identification  
 Visitors Age 12 or Older, U.S. Residents Only  
 (in Percent)



Source: Appendix C, Table 5.

Finally, in Figure 23 we have a classic pie-chart. Here, each section of the pie shows the NMNH location that a percentage of visitors (Visitors Age 12 or Older, Summer and Fall Combined) stopped at first. This figure could have been presented either as a set of bars (totaling 100%) analogous to Figure 2 above or as a stacked bar (on its side to save space) as shown in Figure 10 above.

Figure 23  
Where Visitors Went First  
Visitors Age 12 or Older, Summer and Fall Combined  
(in Percent)



Part II, Appendix B.

A Guide to Reading Tables

In presenting the results of this study in Part I, we rely on tables such as Table 4, below. This table is the most common type found in Appendix C.

Table 4  
Total Population  
Gender, Age and Racial/Ethnic Identification, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons*</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<u>Gender</u>					
Female	49.7	49.5	45.7	42.2	47.8
Male	50.3	50.5	54.3	57.8	52.2
Total	100.0	100.0	100.0	100.0	100.0
<u>Age</u>					
Under 12	13.0	18.1	14.0	16.1	15.6
12 to 19	16.2	15.0	8.0	9.1	13.1
[12-14]	8.4	8.3	3.9	2.9	6.7
[15-17]	4.5	4.2	2.5	4.0	3.9
[18-19]	3.3	2.5	1.6	2.2	2.5
20 to 24	7.3	7.1	6.9	6.7	7.1
25 to 34	17.1	13.4	19.7	23.2	17.0
35 to 44	20.6	22.8	19.7	18.8	21.0
45 to 54	12.5	14.4	15.6	14.6	14.1
55 to 64	7.4	5.2	9.0	7.1	6.9
65 or older	5.8	4.0	7.0	4.3	5.2
Total	100.0	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]					
<u>Season Totals</u>	28.2	37.8	20.7	13.2	99.9

\*Dates for the seasons: Spring is Mar. 1995, Apr. and May 1994; Summer is June, July, Aug. 1994; Fall is Sept., Oct., Nov. 1994; Winter is Dec. 1994, Jan. and Feb. 1995

Table numbers have been assigned approximately in the order of their reference in the main text. One other convention should be noted. Table numbers followed by the letter "a" (e.g., 4a) are usually monthly tables; i.e., they show each of the twelve survey months, season total and the overall total. They generally follow a summary table showing only seasons and the overall total. There is one set of tables in Appendix C that use "a" through "d" to detail season and total differences for a variable.



The second line, "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 "Visits made by People 18 Years of Age or Older," etc.

The underlined title identifies the three demographic characteristics described in the table, "Gender," "Age," and "Racial/Ethnic Identification." In this case, the table contains the percentages of the total population in each of the four seasons and for the total for each of these characteristics. 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 four seasons in 1994-95 and in the total sample of everyone interviewed during the twelve months. 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 left-hand column lists the variables in the table and their categories and sub-categories. Variable names are underlined, e.g., Gender. The names each of the seasons, 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 (variables), 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 100.0 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 (Spring), we see that in that season 49.7 percent of visitors were women and 50.3 percent of visitors were men. Together, these two percentages add up to 100 percent of the Spring season. We can compare the proportion of men and women in different seasons by looking across to the other columns. Notice that in every season, women made up a smaller proportion of the visitors than men. However, in Winter the gender disparity was greater than in the other three seasons (42.2% women and 57.8% men compared to 47.8% women and 52.2% men for the total). The total column, on the far right, is the total for the whole year.

Age shows a number of differences from season to season. Notice, for example, that the percentage of children under twelve in Spring (13.0%) and Fall (14.0%) was smaller than

the percentage of children under twelve in Summer (18.1%) or Winter (16.1%). There was much more seasonal variation among those ages 12 to 19 (16.2% in Spring, 15.0% in Summer, 8.0% in Fall and 9.1% in Winter). The sub-categories for ages 12 to 19 show that people ages 12-14 were much more likely to show up in Spring and Summer than those ages 18-19. At the other end of the age categories, individuals in the 65 or older age group were a higher proportion of the audience in Fall than in the other three seasons.

At the bottom of the table, in the left-most column, are the words *Season Totals*.<sup>1</sup> 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 seasons. In particular, 28.2% of all the visitors we interviewed were intercepted in Spring, 37.8% in Summer, 20.7% in Fall and 13.2% in Winter. These row percents were placed here to remind us to be careful when comparing percentages between any two seasons. For example, almost three times as many people passed our interviewing stations 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 almost 15 percent in Winter.

Table 4 identifies demographic variables among the visitors during each of the four seasons. Another type of table, such as Table 18, on the next page, associates two variables with each other throughout the total interviewing period (year).

The line under the table number at the top tells us that this table is limited to visits made by people 12 years old or older. The variables are "Geographic Origins," listed vertically on the left, and "Visitor Type" listed across the top. Geographic Origin is shown in four categories (Foreign, Other US, Washington, D.C. and MD/VA Suburbs) and Visitor Type in three categories (New, Returning, Frequent). This table is actually a composite. In the upper section we see the sub-heading "... Distribution by Visitor Type," and in the lower section the sub-heading "... Distribution by Geographic Origin."

Let's begin by looking first at the upper section. As in Table 4, the numbers in the table are column percents, because they add up in columns. If we look at the column heading "New" (visitors), we see that of all the people who were first time visitors, 18.7 percent were Foreign, 76.2 percent were from Other US locations, etc. The distribution among Frequent visitors is quite different (only 2.0% Foreign, 52.5% from Other US locations, etc.). The "Total," at the top of the far right column, is the total of all visitors who come from each geographic location, no matter what Visitor Type they are in. This allows us to compare "over representation" and "under representation" among Visitor Types. For example, while Foreign residents are 10.8% of all visitors, they are only 2.0 percent of Frequent Visitors, i.e., less than they would be if visitor type and residence were unrelated.

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<sup>1</sup> In fact, Table 4 in Appendix C does not have a Season Total line. However, most of the other tables do. It is included here for illustrative purposes.

The bottom half of the table has row percents that describe the percentage of all visitors in a given residence category who are in each Visitor Type. As we can see from these data, the largest Visitor Type among Foreign visitors was "New" (78.2%), while among Washington, D.C. and MD/VA suburban residents it was "Frequent" (67.1% and 62.3%, respectively). The Total line describes the percentage of all visitors in each of the Visitor Type categories (45.1% were New, 29.4% were Returning and 25.5% were Frequent).

Table 18  
Visits Made by People 12 Years of Age or Older  
Geographic Origin of Visit by Visitor Type, 1994-1995 Total  
(In Percent)

<u>Geographic Origin of Visit</u>	<u>Visitor Type</u>			<u>Total</u>
	<u>New</u>	<u>Returning</u>	<u>Frequent</u>	
...Distribution by Visitor Type				
Foreign	18.7	6.3	2.0	10.8
Other US	76.2	78.7	52.5	70.9
Washington, D.C.	1.2	2.5	10.3	3.9
MD/VA Suburbs	<u>3.9</u>	<u>12.5</u>	<u>35.2</u>	<u>14.4</u>
Total	100.0	100.0	100.0	100.0
...Distribution by Geographic Origin				
Foreign	78.2	17.2	4.7	100.1
Other US	48.4	32.7	18.9	100.0
Washington, D.C.	14.1	18.8	67.1	100.0
MD/VA Suburbs	12.2	25.5	62.3	100.0
Total	45.1	29.4	25.5	100.0

### Technical Note

#### Weighted and Unweighted Number of Respondents

As discussed in Appendix D, since the respondent selection intervals during an interviewing session were 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 NMNH visitors who exited during the hours of data collection. The percentages reported in the appendix tables, 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 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.2 below contains the various sample and subsample sizes.

Table B.1

Unweighted and Weighted Sample Sizes

Category	Spring	Summer	Fall	Winter	Total
<u>Total</u>		<u>Unweighted N's</u>			
Interview:Adult	1061	1183	1022	851	4117
Interview:Child	159	237	143	158	697
Refusal:Language	36	61	51	42	190
Refusal:Other	<u>222</u>	<u>198</u>	<u>172</u>	<u>195</u>	<u>787</u>
Total	1478	1679	1388	1246	5791
<u>Total</u>		<u>Weighted N's</u>			
Interview:Adult	31214	40092	22933	13749	107988
Interview:Child	4573	8661	3585	2603	19423
Refusal:Language	933	1787	925	638	4284
Refusal:Other	<u>5237</u>	<u>5722</u>	<u>3388</u>	<u>2686</u>	<u>17033</u>
Total	41958	56261	30832	19676	148728
<u>Age12 and Over</u>		<u>Unweighted N's</u>			
Interview:Adult	1052	1168	1014	846	4080
Interview:Child	0	0	0	0	0
Refusal:Language	32	55	50	39	176
Refusal:Other	<u>194</u>	<u>183</u>	<u>158</u>	<u>181</u>	<u>716</u>
Total	1278	1406	1222	1066	4972
<u>Age12 and Over</u>		<u>Weighted N's</u>			
Interview:Adult	30949	39667	22783	13605	107004
Interview:Child	0	0	0	0	0
Refusal:Language	774	1547	821	584	3726
Refusal:Other	<u>4669</u>	<u>5390</u>	<u>3092</u>	<u>2533</u>	<u>15685</u>
Total	36393	46604	26696	16723	126415
<u>Age 25 and Over</u>		<u>Unweighted N's</u>			
Interview:Adult	771	862	862	678	3173
Interview:Child	0	0	0	0	0
Refusal:Language	30	44	45	35	154
Refusal:Other	<u>163</u>	<u>154</u>	<u>140</u>	<u>159</u>	<u>616</u>
Total	964	1060	1047	872	3943
<u>Age 25 and Over</u>		<u>Weighted N's</u>			
Interview:Adult	22607	28992	18855	11052	81506
Interview:Child	0	0	0	0	0
Refusal:Language	739	1106	708	537	3090
Refusal:Other	<u>3898</u>	<u>4530</u>	<u>2722</u>	<u>2107</u>	<u>13257</u>
Total	27244	34628	22285	13696	97853

## Part II. Appendix C. Tables

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Table 1  
Visitation to the National Museum of Natural History, by Month and Total  
and Smithsonian Institution, Total  
1988-1994

Month.	Calendar Year						1994	Monthly Average	Monthly Std. Dev.	1995 YTD
	1988	1989	1990	1991	1992	1993				
January	310,000	298,000	226,000	206,000	342,000	383,000	164,000	275,000	79,000	218,000
February	399,000	289,000	323,000	216,000	368,000	296,000	225,000	302,000	68,000	244,000
March	657,000	700,000	496,000	457,000	546,000	474,000	512,000	549,000	94,000	532,000
April	934,000	745,000	859,000	639,000	810,000	782,000	666,000	776,000	104,000	757,000
May	760,000	701,000	778,000	703,000	750,000	723,000	666,000	726,000	39,000	718,000
June	732,000	615,000	693,000	790,000	676,000	725,000	701,000	705,000	54,000	655,000
July	965,000	828,000	803,000	956,000	805,000	772,000	848,000	854,000	77,000	719,000
August	773,000	674,000	719,000	810,000	945,000	698,000	572,000	741,000	117,000	574,000
September	363,000	347,000	301,000	385,000	417,000	332,000	304,000	350,000	42,000	
October	477,000	348,000	317,000	497,000	445,000	353,000	396,000	405,000	70,000	
November	429,000	373,000	433,000	569,000	429,000	431,000	404,000	438,000	62,000	
December	350,000	245,000	295,000	439,000	311,000	293,000	300,000	319,000	61,000	
Total NMNH	7,149,000	6,163,000	6,243,000	6,667,000	6,845,000	6,262,000	5,757,000	6,441,000	471,000	
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	
NMNH/SI	25.5%	25.4%	25.0%	26.4%	25.8%	24.2%	23.3%	25.1%	0.9%	

\*Rounded to the nearest 1,000

Source: Office of Protection Services,  
Visit Count Statistics, Multi-Year Study  
 Monthly reports issued from 1988-1995.

Table 2  
Total Population  
Visits to NMNH, 1994-95 Seasons  
 (In Percent)

Seasons	
Spring	28.1
Summer	38.3
Fall	20.8
Winter	12.8
Total	100.0

Table 3  
Composition of Visit Types, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				<i>Total</i>
	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Winter</i>	
	...Distribution by Season				
<u>Visit Type</u>					
Children, under age 12	11.7	16.6	13.0	14.0	14.1
Visitors, over age 12	<u>88.3</u>	<u>83.4</u>	<u>87.0</u>	<u>86.0</u>	<u>85.9</u>
Total	100.0	100.0	100.0	100.0	100.0
	...Distribution by Visit Type				
Children, under age 12	23.3	44.5	19.1	13.1	100.0
Visitors, over age 12	28.8	36.9	21.0	13.3	100.0
Total	28.0	38.0	20.8	13.2	100.0

\* This includes information on people who refused to participate in the survey and excludes SI staff/contractors and other people ineligible for the study.



Table 4  
**Total Population**  
Gender, Age and Racial/Ethnic Identification, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons*</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<u>Gender</u>					
Female	49.7	49.5	45.7	42.2	47.8
Male	<u>50.3</u>	<u>50.5</u>	<u>54.3</u>	<u>57.8</u>	<u>52.2</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Age</u>					
Under 12	13.0	18.1	14.0	16.1	15.6
12 to 19	16.2	15.0	8.0	9.1	13.1
[12-14]	8.4	8.3	3.9	2.9	6.7
[15-17]	4.5	4.2	2.5	4.0	3.9
[18-19]	3.3	2.5	1.6	2.2	2.5
20 to 24	7.3	7.1	6.9	6.7	7.1
25 to 34	17.1	13.4	19.7	23.2	17.0
35 to 44	20.6	22.8	19.7	18.8	21.0
45 to 54	12.5	14.4	15.6	14.6	14.1
55 to 64	7.4	5.2	9.0	7.1	6.9
65 or older	<u>5.8</u>	<u>4.0</u>	<u>7.0</u>	<u>4.3</u>	<u>5.2</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Racial/Ethnic Identity (Total)</u>					
Minority	17.6	19.6	15.3	17.7	17.9
[African American/Black]	5.7	5.6	4.0	5.5	5.3
[Asian/Pacific Islander]	7.4	7.9	5.7	5.7	7.0
[Hispanic/Nat. Amer./Multiple]	4.5	6.1	5.6	6.5	5.6
White	<u>82.4</u>	<u>80.4</u>	<u>84.7</u>	<u>82.3</u>	<u>82.1</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Racial/Ethnic Identity (U.S. only)</u>					
Minority	15.4	16.6	12.9	15.4	15.4
[African American/Black]	6.2	5.9	4.4	5.7	5.6
[Asian/Pacific Islander]	5.7	6.2	3.6	4.8	5.4
[Hispanic/Nat. Amer./Multiple]	3.5	4.5	4.9	4.9	4.4
White	<u>84.6</u>	<u>83.4</u>	<u>87.1</u>	<u>84.6</u>	<u>84.6</u>
Total	100.0	100.0	100.0	100.0	100.0

\*Dates for the seasons: Spring is Mar. 1995, Apr. and May 1994; Summer is June, July, Aug. 1994; Fall is Sept., Oct., Nov. 1994; Winter is Dec. 1994, Jan. and Feb. 1995

Table 4a  
**Total Population**  
 Gender, Age and Racial/Ethnic Identification, 1994-1995 Months, Seasons and Total  
 (In Percent)

	<i>March</i>	<i>April</i>	<i>May</i>	<i>Spring Total</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Summer Total</i>	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Fall Total</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Winter Total</i>	<i>Overall Total</i>
<b>Gender</b>																	
Female	47.1	52.6	48.9	49.7	52.2	47.3	49.5	49.5	48.5	48.9	39.8	45.7	47.7	39.2	41.5	42.2	47.8
Male	<u>52.9</u>	<u>47.4</u>	<u>51.1</u>	<u>50.3</u>	<u>47.8</u>	<u>52.7</u>	<u>50.5</u>	<u>50.5</u>	<u>51.5</u>	<u>51.1</u>	<u>60.2</u>	<u>54.3</u>	<u>52.3</u>	<u>60.8</u>	<u>58.5</u>	<u>57.8</u>	<u>52.2</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Age</b>																	
Under 12	13.8	15.6	9.5	13.0	14.2	17.3	22.2	18.1	10.1	9.6	22.2	14.0	10.6	14.4	20.2	16.1	15.6
12 to 19	18.2	16.5	14.2	16.2	15.0	18.8	11.1	15.0	3.2	8.0	12.1	8.0	8.6	10.9	8.3	9.1	13.1
[12-14]	9.5	9.8	5.9	8.4	7.7	11.6	5.3	8.3	1.3	3.2	7.0	3.9	2.1	2.3	3.8	2.9	6.7
[15-17]	5.2	4.0	4.3	4.5	4.9	4.6	3.3	4.2	0.5	2.8	3.8	2.5	3.6	5.4	3.3	4.0	3.9
[18-19]	3.4	2.6	4.0	3.3	2.3	2.7	2.5	2.5	1.4	2.0	1.3	1.6	3.0	3.2	1.2	2.2	2.5
20 to 24	8.8	4.2	9.3	7.3	5.8	7.9	7.4	7.1	7.9	6.4	6.8	6.9	6.2	7.4	6.4	6.7	7.1
25 to 34	14.0	18.5	18.3	17.1	12.9	11.3	16.1	13.4	20.2	21.9	16.9	19.7	23.7	25.0	21.8	23.2	17.0
35 to 44	20.0	20.4	21.4	20.6	26.5	19.8	22.6	22.8	21.7	19.5	18.2	19.7	22.6	17.6	17.7	18.8	21.0
45 to 54	16.3	10.0	11.8	12.5	15.2	14.9	13.2	14.4	15.3	18.6	12.5	15.6	16.7	14.3	13.6	14.6	14.1
55 to 64	5.2	8.1	8.7	7.4	6.6	5.4	3.8	5.2	10.6	8.9	7.8	9.0	5.9	6.9	8.0	7.1	6.9
65 or older	<u>3.7</u>	<u>6.6</u>	<u>6.8</u>	<u>5.8</u>	<u>3.8</u>	<u>4.6</u>	<u>3.6</u>	<u>4.0</u>	<u>11.1</u>	<u>7.1</u>	<u>3.5</u>	<u>7.0</u>	<u>5.9</u>	<u>3.6</u>	<u>3.9</u>	<u>4.3</u>	<u>5.2</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Racial/Ethnic Identity (U.S.)</b>																	
Minority	16.4	14.6	15.3	15.4	17.0	13.1	19.9	16.6	15.9	11.6	13.0	13.3	18.5	16.0	13.5	15.4	15.4
[African American/Black]	4.4	6.9	7.1	6.2	9.1	3.9	5.1	5.8	4.4	4.8	4.3	4.5	6.4	5.6	5.3	5.7	5.7
[Asian/Pacific Islander]	5.9	4.6	6.8	5.7	4.4	5.2	8.8	6.2	4.5	3.1	4.1	3.8	4.1	5.0	5.1	4.8	5.4
[Hispanic/Nat. Amer./Mult.]	6.1	3.2	1.4	3.5	3.5	4.0	6.0	4.6	7.0	3.7	4.6	4.9	7.9	5.4	3.1	4.9	4.4
White	<u>83.6</u>	<u>85.4</u>	<u>84.7</u>	<u>84.6</u>	<u>83.0</u>	<u>86.9</u>	<u>80.1</u>	<u>83.4</u>	<u>84.1</u>	<u>88.5</u>	<u>87.0</u>	<u>86.7</u>	<u>81.5</u>	<u>84.0</u>	<u>86.6</u>	<u>84.6</u>	<u>84.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0

Table 5  
Visits made by People 12 Years of Age or Older  
Gender, Age and Racial/Ethnic Identification, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons*</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<b>Gender</b>					
Female	49.1	50.4	47.3	41.4	48.2
Male	<u>50.9</u>	<u>49.6</u>	<u>52.7</u>	<u>58.6</u>	<u>51.8</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Age</b>					
Under 12	0.0	0.0	0.0	0.0	0.0
12 to 19	16.9	15.1	8.3	9.8	13.5
[12-14]	7.7	6.6	3.5	2.3	5.7
[15-17]	5.3	5.3	2.9	4.8	4.7
[18-19]	3.9	3.2	1.9	2.7	3.1
20 to 24	8.6	9.1	8.2	8.0	8.6
25 to 34	20.1	17.1	23.1	28.1	20.7
35 to 44	24.0	28.9	23.2	22.8	25.5
45 to 54	14.8	18.2	18.3	17.5	17.2
55 to 64	8.8	6.6	10.6	8.6	8.3
65 or older	<u>6.8</u>	<u>5.1</u>	<u>8.3</u>	<u>5.2</u>	<u>6.3</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Racial/Ethnic Identity (Total)</b>					
Minority	17.0	21.5	14.5	18.2	18.3
[African American/Black]	5.0	6.2	3.5	5.3	5.2
[Asian/Pacific Islander]	6.8	8.5	5.5	6.0	7.1
[Hispanic/Nat. Amer./Multiple]	5.1	6.8	5.5	7.0	6.0
White	<u>83.0</u>	<u>78.5</u>	<u>85.5</u>	<u>81.8</u>	<u>81.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Racial/Ethnic Identity (U.S. only)</b>					
Minority	14.5	17.9	12.0	15.6	15.4
[African American/Black]	5.6	6.6	3.8	5.4	5.6
[Asian/Pacific Islander]	5.1	6.5	3.2	5.0	5.2
[Hispanic/Nat. Amer./Multiple]	3.8	4.8	5.0	5.2	4.6
White	<u>85.5</u>	<u>82.1</u>	<u>88.0</u>	<u>84.4</u>	<u>84.6</u>
Total	100.0	100.0	100.0	100.0	100.0

\*Dates for the seasons: Spring is Mar. 1995, Apr. and May 1994; Summer is June, July, Aug. 1994; Fall is Sept., Oct., Nov. 1994; Winter is Dec. 1994, Jan. and Feb. 1995

Table 5a  
**Visits Made by People 12 Years of Age or Older**  
Gender, Age and Racial/Ethnic Identification, 1994-1995 Months, Seasons and Total  
(In Percent)

	<i>March</i>	<i>April</i>	<i>May</i>	<i>Spring Total</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Summer Total</i>	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Fall Total</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Winter Total</i>	<i>Overall Total</i>
<b>Gender</b>																	
Female	46.8	51.4	48.9	49.1	52.7	47.7	51.2	50.4	48.0	50.9	42.1	47.3	46.2	36.3	42.3	41.4	48.2
Male	<u>53.2</u>	<u>48.6</u>	<u>51.1</u>	<u>50.9</u>	<u>47.3</u>	<u>52.3</u>	<u>48.8</u>	<u>49.6</u>	<u>52.0</u>	<u>49.1</u>	<u>57.9</u>	<u>52.7</u>	<u>53.8</u>	<u>63.7</u>	<u>57.7</u>	<u>58.6</u>	<u>51.8</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Age</b>																	
Under 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12 to 19	19.7	16.9	14.6	16.9	15.2	19.0	10.8	15.1	3.0	7.9	14.1	8.3	9.2	12.7	8.0	9.8	13.5
[12-14]	9.4	8.7	5.2	7.7	6.5	9.8	3.2	6.6	0.9	2.6	7.4	3.5	1.8	2.7	2.2	2.3	5.7
[15-17]	6.2	4.9	4.9	5.3	5.9	5.8	4.4	5.3	0.6	3.1	4.9	2.9	4.0	6.3	4.3	4.8	4.7
[18-19]	4.1	3.2	4.5	3.9	2.8	3.4	3.3	3.2	1.5	2.3	1.8	1.9	3.3	3.7	1.5	2.7	3.1
20 to 24	10.4	5.2	10.4	8.6	7.0	10.0	9.9	9.1	8.8	7.1	8.8	8.2	6.9	8.6	8.3	8.0	8.6
25 to 34	16.6	22.7	20.7	20.1	15.4	14.3	21.5	17.1	22.6	24.4	22.1	23.1	26.6	29.3	28.1	28.1	20.7
35 to 44	23.5	25.0	23.4	24.0	31.8	25.1	30.2	28.9	24.3	21.8	23.7	23.2	25.3	20.6	22.9	22.8	25.5
45 to 54	19.2	12.3	13.3	14.8	18.2	18.9	17.6	18.2	17.1	20.8	16.4	18.3	18.7	16.8	17.3	17.5	17.2
55 to 64	6.2	9.9	9.8	8.8	7.9	6.9	5.1	6.6	11.8	10.0	10.2	10.6	6.6	7.8	10.3	8.6	8.3
65 or older	<u>4.3</u>	<u>8.1</u>	<u>7.7</u>	<u>6.8</u>	<u>4.5</u>	<u>5.8</u>	<u>4.8</u>	<u>5.1</u>	<u>12.4</u>	<u>7.9</u>	<u>4.6</u>	<u>8.3</u>	<u>6.6</u>	<u>4.2</u>	<u>5.0</u>	<u>5.2</u>	<u>6.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Racial/Ethnic Identity (U.S.)</b>																	
Minority	16.5	12.3	14.8	14.5	17.6	13.3	23.1	17.9	15.3	11.7	10.6	12.4	18.2	17.4	12.7	15.6	15.5
[African American/Black]	3.6	6.2	6.5	5.5	9.8	4.6	5.8	6.6	4.0	4.5	3.3	4.0	5.8	5.3	5.2	5.4	5.6
[Asian/Pacific Islander]	5.9	2.7	6.8	5.1	4.6	4.9	10.2	6.5	4.0	3.2	3.3	3.5	4.4	5.8	4.8	5.0	5.3
[Hispanic/Nat. Amer./Mult.]	7.0	3.4	1.5	3.8	3.2	3.9	7.2	4.8	7.2	4.0	4.0	4.9	8.0	6.4	2.8	5.2	4.6
White	<u>83.5</u>	<u>87.7</u>	<u>85.2</u>	<u>85.5</u>	<u>82.4</u>	<u>86.7</u>	<u>76.9</u>	<u>82.1</u>	<u>84.7</u>	<u>88.3</u>	<u>89.4</u>	<u>87.6</u>	<u>81.8</u>	<u>82.6</u>	<u>87.3</u>	<u>84.4</u>	<u>84.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 6  
Visits made by People 12 Years of Age or Older  
Geographic Origins and Racial/Ethnic Identification, 1994-1995 Survey Total  
(In Percent)

Racial/Ethnic Group	Washington, DC	MD/VA Suburbs	Other U.S.	Foreign	Total
... Distribution by Racial/Ethnic Group					
African American/Black	15.2	26.4	54.7	3.8	100.1
Asian/Pacific Islander	3.0	14.1	47.6	35.3	100.0
Hispanic/Nat. Amer./Multiple	3.9	21.0	43.5	31.6	100.0
White	3.3	13.4	75.8	7.6	100.1
... Distribution by Geography					
African American/Black	20.2	9.4	4.0	1.8	
Asian/Pacific Islander	5.6	7.0	4.8	23.4	
Hispanic/Nat. Amer./Multiple	6.0	8.7	3.7	17.6	
White	68.3	74.9	87.5	57.2	
Total	100.1	100.0	100.0	100.0	

Table 7  
**Total 1994 Population**  
**Geographic Origins of Visits, 1994-1995 Seasons and Total**  
(In Percent)

	<u>Seasons</u>				
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Total</u>
<b><u>Global Distribution</u></b>					
Canada	1.9	0.9	1.2	0.8	1.2
Latin America	1.2	2.4	2.2	2.2	2.0
[Caribbean]	0.4	0.5	0.2	0.5	0.4
[Central America]	0.4	0.4	0.8	0.4	0.5
[South America]	0.4	1.5	1.3	1.3	1.1
[Latin America unspecified]	0.0	0.0	0.0	0.0	0.0
Europe	2.6	4.3	4.7	1.4	3.5
[Western Europe]	2.4	4.2	4.6	1.4	3.4
[Eastern Europe]	0.3	0.1	0.1	0.0	0.1
[Europe unspecified]	0.0	0.0	0.0	0.0	0.0
Far East/Asia/Pacific	2.0	1.4	2.7	1.9	1.9
[Far East]	1.4	1.2	1.7	0.7	1.3
[Indian Sub-Continent]	0.4	0.3	0.2	0.3	0.3
[Pacific]	0.2	0.0	0.8	0.8	0.3
[Far East/Asia/Pacific unspecified]	0.0	0.0	0.0	0.0	0.0
Africa	0.9	0.8	1.1	0.6	0.8
[Middle East/No. Africa]	0.7	0.6	0.8	0.4	0.6
[Sub-Saharan Africa]	0.1	0.1	0.2	0.2	0.2
[Africa unspecified]	0.0	0.1	0.0	0.0	0.0
Foreign, unspecified	0.0	0.0	0.0	0.0	0.0
United States	<u>91.4</u>	<u>90.3</u>	<u>88.1</u>	<u>93.2</u>	<u>90.5</u>
Total	100.0	100.0	100.0	100.0	100.0
<b><u>U.S. Distribution</u></b>					
New England	8.8	2.5	2.9	3.3	4.5
Mid-Atlantic	14.1	12.1	10.2	14.8	12.6
So. Atlantic	37.9	40.0	42.3	54.8	41.8
[Washington, D.C. Metro Area]	15.9	16.7	25.0	35.6	20.6
E. So. Central	3.3	2.9	2.7	1.4	2.8
West So. Central	4.8	4.7	4.6	3.6	4.5
E. No. Central	8.9	11.3	8.2	4.6	9.1
West No. Central	3.7	4.5	3.7	3.1	3.9
Mountain	3.1	4.0	4.5	1.6	3.5
Pacific	6.7	8.3	8.7	5.9	7.6
U.S. unspecified	0.0	0.0	0.0	0.0	0.0
Foreign	<u>8.6</u>	<u>9.8</u>	<u>12.2</u>	<u>6.8</u>	<u>9.6</u>
Total	100.0	100.0	100.0	100.0	100.0
<b><u>Local Distribution</u></b>					
Washington, D.C.	3.7	2.8	4.7	6.5	3.9
MD/VA	12.0	13.9	20.3	28.8	16.6
Other So. Atlantic	22.0	23.3	17.3	19.2	21.1
Other U.S.	53.7	50.2	45.5	38.6	48.7
Foreign	<u>8.6</u>	<u>9.8</u>	<u>12.2</u>	<u>6.8</u>	<u>9.6</u>
Total	100.0	100.0	100.0	100.0	100.0

Table 7a  
**Total Population**  
Geographic Origins of Visits, 1994-1995 Months, Seasons and Total  
(In Percent)

	March	April	May	Spring Total	June	July	Aug.	Summer Total	Sept.	Oct.	Nov.	Fall Total	Dec.	Jan.	Feb.	Winter Total	Overall Total
<b>Global Distribution</b>																	
<b>Canada</b>	1.3	1.6	2.7	1.9	0.6	1.0	1.0	0.9	1.9	1.6	0.3	1.2	0.9	1.3	0.3	0.8	1.2
<b>Latin America</b>	0.4	1.3	1.8	1.2	2.9	2.6	1.7	2.4	2.4	2.2	2.0	2.2	1.5	3.2	1.9	2.2	2.0
Caribbean	0.2	0.2	0.7	0.4	0.7	0.6	0.1	0.5	0.2	0.3	0.0	0.2	0.2	0.2	0.9	0.5	0.4
Central America	0.0	0.4	0.9	0.4	0.4	0.3	0.5	0.4	0.6	0.2	1.5	0.8	0.9	0.0	0.3	0.4	0.5
South America	0.2	0.7	0.2	0.4	1.8	1.7	1.1	1.5	1.6	1.7	0.5	1.3	0.3	3.0	0.7	1.3	1.1
Latin America unspecified	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Europe</b>	2.1	3.4	2.4	2.6	3.0	3.7	5.9	4.3	4.8	5.4	3.8	4.7	2.8	1.0	1.0	1.4	3.5
Western Europe	1.8	3.4	1.8	2.4	2.9	3.6	5.9	4.2	4.7	5.4	3.7	4.6	2.8	1.0	1.0	1.4	3.4
Eastern Europe	0.3	0.0	0.6	0.3	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1
Europe unspecified	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Far East/Asia/Pacific</b>	1.5	1.7	2.7	2.0	1.1	1.8	1.4	1.4	2.2	2.9	2.8	2.7	3.8	2.1	0.8	1.9	1.9
Far East	0.5	1.5	2.0	1.4	1.1	1.6	0.8	1.2	0.6	2.2	2.1	1.7	1.0	1.5	0.1	0.7	1.3
Indian Sub-Continent	0.8	0.0	0.5	0.4	0.0	0.1	0.6	0.3	0.3	0.3	0.0	0.2	0.8	0.5	0.0	0.3	0.3
Pacific	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	1.2	0.5	0.7	0.8	2.0	0.1	0.7	0.8	0.3
Far East/Asia/Pacific unspec	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
<b>Africa</b>	1.5	0.5	0.7	0.9	0.6	1.4	0.4	0.8	2.0	1.1	0.2	1.1	0.5	0.7	0.5	0.6	0.8
Middle East/North Africa	1.5	0.5	0.3	0.7	0.3	1.2	0.1	0.6	1.8	0.7	0.2	0.8	0.0	0.7	0.3	0.4	0.6
Sub-Sahara Africa	0.0	0.0	0.4	0.1	0.0	0.2	0.2	0.1	0.2	0.4	0.0	0.2	0.5	0.0	0.2	0.2	0.2
Africa unspecified	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Foreign, Unspecified</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>United States</b>	<u>93.2</u>	<u>91.6</u>	<u>89.7</u>	<u>91.4</u>	<u>91.8</u>	<u>89.5</u>	<u>89.7</u>	<u>90.3</u>	<u>86.7</u>	<u>86.7</u>	<u>90.9</u>	<u>88.1</u>	<u>90.6</u>	<u>91.7</u>	<u>95.5</u>	<u>93.2</u>	<u>90.5</u>
<b>Total</b>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 7a (continued)  
**Total Population**  
Geographic Origins of Visits, 1994-1995 Months, Seasons and Total  
(In Percent)

	<i>March</i>	<i>April</i>	<i>May</i>	<i>Spring</i> <i>Total</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Summer</i> <i>Total</i>	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Fall</i> <i>Total</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Winter</i> <i>Total</i>	<i>Overall</i> <i>Total</i>
<u>U.S. Distribution</u>																	
New England	4.9	16.8	4.0	8.8	3.1	1.8	2.7	2.5	2.6	2.3	3.7	2.9	3.4	2.0	4.2	3.3	4.5
Mid-Atlantic	8.6	16.6	16.4	14.1	5.4	15.1	14.5	12.1	8.9	7.0	14.8	10.2	7.9	11.6	20.5	14.8	12.6
South Atlantic	40.2	34.7	39.1	37.9	38.5	36.2	45.0	40.0	37.0	38.1	51.4	42.3	56.0	55.4	53.8	54.8	41.8
Washington, D.C.	19.8	13.4	15.0	15.9	15.6	15.8	18.6	16.7	22.9	20.4	31.8	25.0	38.9	37.3	32.7	35.6	20.6
East South Central	6.1	1.9	2.3	3.3	3.8	3.1	1.9	2.9	2.7	3.0	2.4	2.7	1.8	1.4	1.2	1.4	2.8
West South Central	7.6	2.7	4.4	4.8	6.7	4.0	3.7	4.7	4.1	6.8	2.5	4.6	5.0	3.3	3.1	3.6	4.5
East North Central	8.7	10.4	7.6	8.9	12.7	9.9	11.6	11.3	9.3	9.1	6.4	8.2	6.4	3.7	4.3	4.6	9.1
West North Central	5.5	2.0	3.9	3.7	4.1	6.2	3.0	4.5	4.4	5.6	1.1	3.7	3.1	3.1	3.2	3.1	3.9
Mountain	4.7	1.9	3.1	3.1	7.6	4.1	0.9	4.0	4.6	5.7	3.0	4.5	0.8	1.6	1.9	1.6	3.5
Pacific	6.7	4.7	8.9	6.7	9.9	9.1	6.2	8.3	13.1	8.6	5.2	8.7	6.1	9.7	3.2	5.9	7.6
U.S. unspecified	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foreign	<u>7.0</u>	<u>8.4</u>	<u>10.3</u>	<u>8.6</u>	<u>8.2</u>	<u>10.5</u>	<u>10.5</u>	<u>9.8</u>	<u>13.3</u>	<u>13.7</u>	<u>9.6</u>	<u>12.2</u>	<u>9.4</u>	<u>8.3</u>	<u>4.5</u>	<u>6.8</u>	<u>9.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Local Distribution</u>																	
Washington, D.C.	2.3	5.3	3.3	3.7	3.1	2.4	3.1	2.8	4.4	3.3	6.4	4.7	11.6	6.1	4.1	6.5	3.9
MD/VA	17.6	8.1	11.1	12.0	12.5	13.4	15.5	13.9	18.5	17.1	25.5	20.3	27.2	30.3	28.6	28.8	16.6
Other South Atlantic	20.4	21.3	24.1	22.0	22.9	20.4	26.4	23.3	14.1	17.7	19.6	17.3	17.1	18.1	21.0	19.2	21.1
Other U.S.	52.8	56.9	51.2	53.7	53.3	53.3	44.5	50.2	49.7	48.1	39.0	45.5	34.6	37.2	41.7	38.6	48.7
Foreign	<u>7.0</u>	<u>8.4</u>	<u>10.3</u>	<u>8.6</u>	<u>8.2</u>	<u>10.5</u>	<u>10.5</u>	<u>9.8</u>	<u>13.3</u>	<u>13.7</u>	<u>9.6</u>	<u>12.2</u>	<u>9.4</u>	<u>8.3</u>	<u>4.5</u>	<u>6.8</u>	<u>9.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



Table 8  
Visits made by People 12 Years of Age or Older  
Geographic Origins of Visits, 1994-1995 Seasons and Total  
(In Percent)

	Seasons				Total
	Spring	Summer	Fall	Winter	
<u>Global Distribution</u>					
Canada	1.8	0.8	1.5	0.9	1.2
Latin America	1.4	2.9	2.3	2.4	2.3
[Caribbean]	0.5	0.6	0.2	0.6	0.5
[Central America]	0.5	0.4	0.6	0.3	0.5
[South America]	0.4	1.9	1.5	1.5	1.3
[Latin America unspecified]	0.0	0.0	0.0	0.0	0.0
Europe	2.8	5.1	4.9	1.7	3.9
[Western Europe]	2.5	5.0	4.8	1.7	3.8
[Eastern Europe]	0.3	0.1	0.1	0.0	0.1
[Europe unspecified]	0.0	0.0	0.0	0.0	0.0
Far East/Asia/Pacific	1.9	1.8	3.0	2.3	2.2
[Far East]	1.2	1.5	1.9	0.9	1.4
[Indian Sub-Continent]	0.5	0.3	0.2	0.4	0.4
[Pacific]	0.2	0.0	0.9	1.0	0.4
[Far East/Asia/Pacific unspecified]	0.0	0.0	0.0	0.0	0.0
Africa	0.9	1.0	1.1	0.7	1.0
[Middle East/No. Africa]	0.8	0.7	0.9	0.4	0.7
[Sub-Sahara Africa]	0.2	0.2	0.2	0.2	0.2
[Africa unspecified]	0.0	0.1	0.0	0.0	0.0
Foreign, unspecified	0.0	0.0	0.0	0.0	0.0
United States	<u>91.2</u>	<u>88.5</u>	<u>87.3</u>	<u>91.9</u>	<u>89.4</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>U.S. Distribution</u>					
New England	9.3	2.9	3.4	3.5	4.9
Mid-Atlantic	13.6	11.9	9.5	14.5	12.2
So. Atlantic	35.4	37.0	38.2	50.6	38.6
[Washington, D.C. Metro Area]	14.4	15.6	21.1	33.3	18.7
E. So. Central	3.5	3.0	3.2	1.6	3.0
West So. Central	5.0	5.1	5.3	4.3	5.0
E. No. Central	9.8	10.5	9.0	5.4	9.3
West No. Central	3.9	4.6	3.8	3.7	4.1
Mountain	3.4	4.0	5.0	1.6	3.7
Pacific	7.2	9.4	9.6	6.8	8.4
U.S. unspecified	0.0	0.0	0.0	0.0	0.0
Foreign	<u>8.9</u>	<u>11.6</u>	<u>13.1</u>	<u>8.1</u>	<u>10.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Local Distribution</u>					
Washington, D.C.	3.6	3.1	4.7	6.1	4.0
MD/VA	10.6	12.5	16.4	26.9	14.7
Other So. Atlantic	21.0	21.4	17.1	17.3	19.8
Other U.S.	55.9	51.4	48.7	41.6	50.8
Foreign	<u>8.9</u>	<u>11.6</u>	<u>13.1</u>	<u>8.1</u>	<u>10.7</u>
Total	100.0	100.0	100.0	100.0	100.0

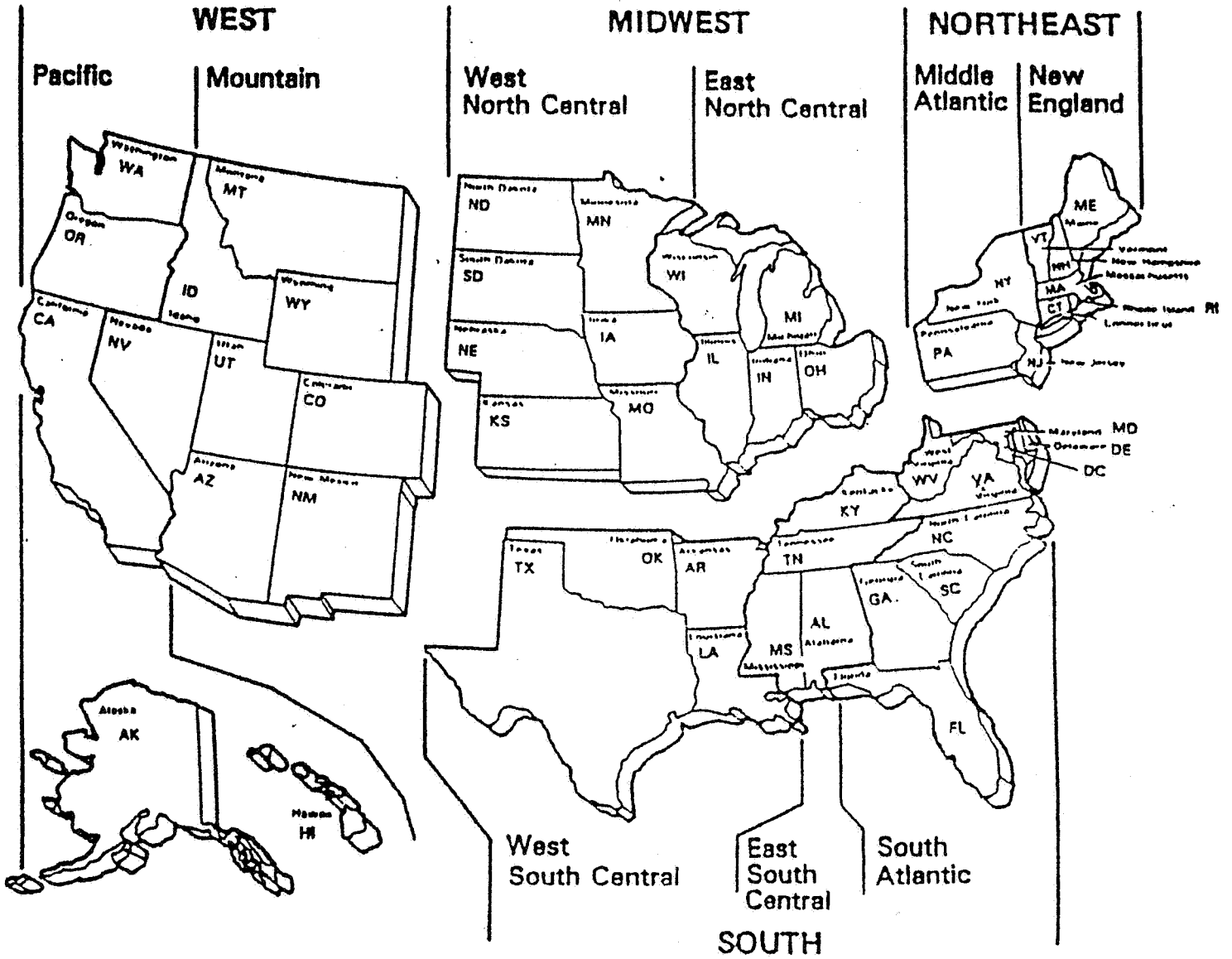
Table 8a  
**Visits Made by People 12 Years of Age or Older**  
**Geographic Origins of Visits, 1994-1995 Months, Seasons and Total**  
(In Percent)

	March	April	May	Spring Total	June	July	Aug.	Summer Total	Sept.	Oct.	Nov.	Fall Total	Dec.	Jan.	Feb.	Winter Total	Overall Total
<b>Global Distribution</b>																	
<b>Canada</b>	1.4	1.6	2.3	1.8	0.7	0.9	0.7	0.8	2.1	1.8	0.3	1.5	1.0	1.5	0.4	0.9	1.2
<b>Latin America**</b>	0.5	1.6	2.0	1.4	3.5	3.3	1.9	2.9	2.7	2.5	1.6	2.3	1.1	3.6	2.3	2.4	2.3
Caribbean	0.2	0.3	0.8	0.5	0.8	0.8	0.1	0.6	0.2	0.3	0.0	0.2	0.3	0.3	1.1	0.6	0.5
Central America	0.0	0.4	1.0	0.5	0.4	0.4	0.4	0.4	0.7	0.2	1.0	0.6	0.6	0.0	0.4	0.3	0.5
South America	0.3	0.9	0.2	0.4	2.2	2.2	1.4	1.9	1.8	1.9	0.6	1.5	0.3	3.4	0.7	1.5	1.3
Latin America unspecified	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Europe</b>	2.5	3.5	2.3	2.8	3.5	4.4	7.2	5.1	5.3	4.6	4.9	4.9	3.1	1.2	1.3	1.7	3.9
Western Europe	2.1	3.5	1.9	2.5	3.3	4.3	7.2	5.0	5.2	4.6	4.7	4.8	3.1	1.2	1.3	1.7	3.8
Eastern Europe	0.4	0.0	0.5	0.3	0.2	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1
Europe unspecified	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Far East/Asia/Pacific</b>	1.7	2.1	2.0	1.9	1.3	2.2	1.8	1.8	2.4	3.0	3.7	3.0	4.3	2.4	1.1	2.3	2.2
Far East	0.6	1.8	1.2	1.2	1.3	2.1	1.0	1.5	0.7	2.2	2.8	1.9	1.1	1.7	0.1	0.9	1.4
Indian Sub-Continent	0.9	0.0	0.5	0.5	0.0	0.2	0.8	0.3	0.4	0.3	0.0	0.2	0.9	0.5	0.0	0.4	0.4
Pacific	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	1.4	0.5	0.9	0.9	2.2	0.1	0.9	1.0	0.4
Far East/Asia/Pacific unsp.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
<b>Africa</b>	1.8	0.6	0.4	0.9	0.7	1.8	0.5	1.0	2.0	1.0	0.3	1.1	0.5	0.8	0.6	0.7	1.0
Middle East/North Africa	1.8	0.6	0.0	0.8	0.4	1.6	0.2	0.7	1.7	0.8	0.3	0.9	0.0	0.8	0.4	0.4	0.7
Sub-Sahara Africa	0.0	0.0	0.4	0.2	0.0	0.2	0.3	0.2	0.3	0.2	0.0	0.2	0.5	0.0	0.2	0.2	0.2
Africa unspecified	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Foreign, Unspecified</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>United States</b>	<u>92.0</u>	<u>90.7</u>	<u>90.9</u>	<u>91.2</u>	<u>90.3</u>	<u>87.4</u>	<u>87.9</u>	<u>88.5</u>	<u>85.4</u>	<u>87.2</u>	<u>89.2</u>	<u>87.3</u>	<u>89.9</u>	<u>90.3</u>	<u>94.3</u>	<u>91.9</u>	<u>89.4</u>
<b>Total</b>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 8a (continued)  
**Visits Made by People 12 Years of Age or Older**  
Geographic Origins of Visits, 1994-1995 Months, Seasons and Total  
(In Percent)

	<i>March</i>	<i>April</i>	<i>May</i>	<i>Spring Total</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Summer Total</i>	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Fall Total</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Winter Total</i>	<i>Overall Total</i>
<b>U.S. Distribution</b>																	
New England	5.2	17.8	4.4	9.3	3.7	1.9	3.3	2.9	2.9	2.6	4.8	3.4	3.8	2.1	4.3	3.5	4.9
Mid-Atlantic	8.2	15.6	16.3	13.6	5.5	14.9	14.4	11.9	9.5	7.6	11.8	9.5	7.5	10.1	22.0	14.5	12.2
South Atlantic	35.8	31.3	39.2	35.4	36.7	31.5	43.1	37.0	33.9	34.5	47.2	38.2	54.4	52.0	47.4	50.6	38.6
Washington, D.C.	17.4	12.2	14.1	14.4	15.3	13.6	18.0	15.6	21.2	16.9	26.6	21.1	38.3	34.5	29.4	33.3	18.7
East South Central	6.7	1.7	2.4	3.5	3.3	3.4	2.4	3.0	3.0	3.4	3.1	3.2	2.0	1.6	1.4	1.6	3.0
West South Central	8.2	2.9	4.2	5.0	6.5	5.1	3.7	5.1	4.2	7.6	3.3	5.3	5.4	3.9	3.8	4.3	5.0
East North Central	9.1	11.8	8.3	9.8	12.8	10.3	8.7	10.5	9.4	9.6	7.9	9.0	6.7	4.2	5.4	5.4	9.3
West North Central	5.5	2.2	4.3	3.9	3.7	6.6	3.2	4.6	4.4	5.7	0.8	3.8	3.5	3.6	3.8	3.7	4.1
Mountain	5.4	2.2	3.0	3.4	6.7	4.3	1.2	4.0	4.4	6.4	3.9	5.0	0.8	1.7	1.9	1.6	3.7
Pacific	7.6	5.2	8.8	7.2	11.3	9.4	7.6	9.4	13.7	9.4	5.8	9.6	5.8	11.1	4.2	6.8	8.4
U.S. unspecified	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foreign	<u>8.2</u>	<u>9.3</u>	<u>9.1</u>	<u>8.9</u>	<u>9.7</u>	<u>12.6</u>	<u>12.4</u>	<u>11.6</u>	<u>14.6</u>	<u>13.3</u>	<u>11.5</u>	<u>13.1</u>	<u>10.1</u>	<u>9.7</u>	<u>5.7</u>	<u>8.1</u>	<u>10.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Local Distribution</b>																	
Washington, D.C.	1.7	5.8	3.1	3.6	3.5	1.9	3.9	3.1	4.9	3.5	6.0	4.7	10.4	6.3	3.4	6.1	4.0
MD/VA	15.7	6.4	10.3	10.6	11.8	11.7	14.1	12.5	16.2	13.4	20.6	16.4	27.9	27.2	26.0	26.9	14.7
Other South Atlantic	18.5	19.1	25.0	21.0	21.4	17.9	25.1	21.4	12.8	17.6	20.6	17.1	16.1	17.5	17.9	17.3	19.8
Other U.S.	56.0	59.4	52.4	55.9	53.6	55.9	44.5	51.4	51.5	52.2	41.3	48.7	35.5	39.4	47.0	41.6	50.8
Foreign	<u>8.2</u>	<u>9.3</u>	<u>9.1</u>	<u>8.9</u>	<u>9.7</u>	<u>12.6</u>	<u>12.4</u>	<u>11.6</u>	<u>14.6</u>	<u>13.3</u>	<u>11.5</u>	<u>13.1</u>	<u>10.1</u>	<u>9.7</u>	<u>5.7</u>	<u>8.1</u>	<u>10.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Map of the U.S. Showing Census Divisions and Regions



Source: U.S. Bureau of the Census

Table 9  
Visits made by People 12 Years of Age or Older  
Foreign Origins of Visits to NMNH, 1994-1995 Seasons and Total  
(In Percent)

<u>Foreign Origins of Visits</u>	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
Canada	18.1	7.7	8.8	8.8	10.6
Latin America	13.3	25.9	16.5	27.3	20.7
Europe	32.2	41.7	38.9	21.1	36.6
Far East/Asia/Pacific	26.8	18.6	28.9	35.9	25.0
Africa	<u>9.5</u>	<u>6.1</u>	<u>6.9</u>	<u>6.8</u>	<u>7.2</u>
Total	99.9	100.0	100.0	99.9	100.1

Table 10  
**Total Population**  
Geographic Origins of Group Members,\* 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<u>Geographic Origins of Group Members*</u>					
All members from Washington, DC and the MD/VA suburbs	9.5	9.9	16.7	26.4	13.1
All members from other U.S. states or foreign countries	72.7	67.2	64.3	50.9	66.2
Group includes visitors who are local and non-local	<u>17.8</u>	<u>23.0</u>	<u>19.0</u>	<u>22.7</u>	<u>20.7</u>
<b>Total</b>	<b>100.0</b>	<b>100.1</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

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

Table 10a  
**Visits Made by Total Population**  
Geographic Origins of Group Members, 1994-1995 Months, Seasons and Total  
(In Percent)

	<u>March</u>	<u>April</u>	<u>May</u>	<u>Spring</u> <u>Total</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Summer</u> <u>Total</u>
	<u>Geographic Origins Of Groups</u>							
All from DC, MD/VA suburbs	15.5	5.9	7.8	9.5	8.2	8.1	12.7	9.9
All from other U.S. or foreign	67.6	77.3	72.4	72.7	75.5	67.0	61.3	67.2
Visitors both local and non-local	<u>16.9</u>	<u>16.8</u>	<u>19.8</u>	<u>17.8</u>	<u>16.3</u>	<u>25.0</u>	<u>26.0</u>	<u>23.0</u>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.1</b>

(continued)

	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Fall</u> <u>Total</u>	<u>Dec.</u>	<u>Jan.</u>	<u>Feb.</u>	<u>Winter</u> <u>Total</u>	<u>Overall</u> <u>Total</u>
	<u>Geographic Origins Of Groups</u>								
All from DC, MD/VA suburbs	14.0	11.4	24.6	16.7	25.8	32.0	23.0	26.4	13.1
All from other U.S. or foreign	69.5	63.6	61.0	64.3	53.2	43.7	54.6	50.9	66.2
Visitors both local and non-local	<u>16.5</u>	<u>25.0</u>	<u>14.4</u>	<u>19.0</u>	<u>21.0</u>	<u>24.4</u>	<u>22.3</u>	<u>22.7</u>	<u>20.7</u>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>99.9</b>	<b>100.0</b>	<b>100.0</b>

Table 11  
**Total Population**  
**Number in and Configuration of Group.**  
**1994-1995 Seasons and Total**  
(In Percent)

<u>Number in Group</u>	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
One	15.7	8.9	18.8	20.3	14.4
Two	27.6	24.7	31.4	28.1	27.4
Three	12.8	16.7	15.8	17.2	15.5
Four	12.4	20.0	16.4	12.4	16.1
Five	6.9	10.4	5.5	8.0	8.1
Six-Nine	7.6	13.6	6.3	9.7	9.9
Ten-24	2.7	1.9	2.8	1.8	2.3
25 or more	<u>14.2</u>	<u>3.8</u>	<u>2.9</u>	<u>2.4</u>	<u>6.4</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Configuration of Group</u>					
One adult	15.7	8.9	18.8	20.4	14.5
Two adults	23.1	17.7	26.0	22.9	21.7
Several adults	10.3	9.8	14.9	11.7	11.3
Adult(s) and child(ren)	31.4	57.0	33.0	38.6	42.2
[Adult with child(ren)]	8.9	13.8	11.3	11.2	11.5
[Sev. adults with child(ren)]	21.9	39.9	19.6	25.8	28.6
[Children]	0.5	3.3	2.0	1.6	2.0
School/Tour/Teens*	19.5	6.6	7.2	6.4	10.4
[School trip]	16.0	2.7	3.8	2.9	6.7
[Tour group]	1.5	2.6	2.3	1.2	2.0
[Group of teens]	<u>2.1</u>	<u>1.3</u>	<u>1.2</u>	<u>2.3</u>	<u>1.6</u>
Total	100.0	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 11a  
**Total Population**  
Number in and Configuration of Group, 1994-1995 Months, Seasons and Total  
(In Percent)

	March	April	May	Spring Total	June	July	Aug.	Summer Total	Sept.	Oct.	Nov.	Fall Total	Dec.	Jan.	Feb.	Winter Total	Overall Total
<b>Number in Group</b>																	
One	15.1	14.3	17.8	15.7	11.3	8.5	7.7	8.9	20.9	17.8	18.3	18.8	31.1	18.8	15.8	20.3	14.4
Two	28.6	29.7	24.6	27.6	22.5	28.1	22.8	24.7	41.2	32.7	22.1	31.4	27.2	29.4	27.7	28.1	27.4
Three	12.8	13.0	12.7	12.8	17.5	16.0	16.9	16.7	13.4	17.4	16.1	15.8	13.1	19.1	18.0	17.2	15.5
Four	14.9	11.4	11.3	12.4	18.8	18.5	22.2	20.0	12.1	18.8	17.2	16.4	10.8	11.7	13.8	12.4	16.1
Five	8.7	8.0	4.1	6.9	9.1	10.5	11.2	10.4	4.1	4.0	8.4	5.5	7.3	3.2	11.7	8.0	8.1
Six-Nine	5.4	9.4	7.8	7.6	9.9	14.4	15.6	13.6	5.5	5.4	7.9	6.3	4.6	12.7	10.4	9.7	9.9
Ten-24	2.5	2.4	3.2	2.7	1.1	1.7	2.5	1.9	1.4	2.1	4.8	2.8	2.5	1.8	1.4	1.8	2.3
25 or more	<u>12.1</u>	<u>11.9</u>	<u>18.5</u>	<u>14.2</u>	<u>9.9</u>	<u>2.3</u>	<u>1.0</u>	<u>3.8</u>	<u>1.3</u>	<u>1.8</u>	<u>5.3</u>	<u>2.9</u>	<u>3.4</u>	<u>3.4</u>	<u>1.3</u>	<u>2.4</u>	<u>6.4</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Configuration of Group</b>																	
One adult	15.1	14.3	17.8	15.7	11.3	8.5	7.7	8.9	20.9	17.8	18.3	18.8	31.1	18.8	15.9	20.4	14.5
Two adults	22.7	23.3	23.2	23.1	16.3	21.6	14.8	17.7	38.0	27.0	15.3	26.0	22.7	24.1	22.1	22.9	21.7
Several adults	10.8	9.3	10.9	10.3	7.4	8.4	12.8	9.8	14.2	19.5	10.6	14.9	9.0	13.3	12.1	11.7	11.3
Adult(s) and child(ren)	34.6	33.9	25.7	31.4	49.0	56.6	63.0	57.0	24.5	29.4	43.8	33.0	31.1	36.9	43.6	38.6	42.2
Adult with child(ren)	8.5	12.2	5.7	8.9	11.8	14.1	14.9	13.8	6.3	9.4	17.6	11.3	10.1	10.4	12.3	11.2	11.5
Sev. adults with child(ren)	25.3	21.0	19.9	21.9	35.9	39.5	43.0	39.9	15.0	18.8	24.3	19.6	19.1	25.1	29.7	25.8	28.6
Children	0.9	0.7	0.1	0.5	1.3	3.1	5.0	3.3	3.3	1.2	2.0	2.0	1.9	1.3	1.7	1.6	2.0
School/Tour/Teens	16.8	19.2	22.4	19.5	16.0	4.9	1.7	6.6	2.4	6.4	12.0	7.2	6.2	6.9	6.2	6.4	10.4
School trip	13.9	13.8	20.1	16.0	8.8	1.0	0.1	2.7	0.0	1.8	9.1	3.8	3.3	3.5	2.3	2.9	6.7
Tour group	0.7	2.8	0.7	1.5	4.5	3.3	0.7	2.6	1.7	3.6	1.2	2.3	1.4	1.3	1.0	1.2	2.0
Group of teens	<u>2.2</u>	<u>2.6</u>	<u>1.6</u>	<u>2.1</u>	<u>2.7</u>	<u>0.6</u>	<u>0.9</u>	<u>1.3</u>	<u>0.7</u>	<u>1.0</u>	<u>1.7</u>	<u>1.2</u>	<u>1.5</u>	<u>2.1</u>	<u>2.9</u>	<u>2.3</u>	<u>1.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



Table 12  
**Visits made by People 12 Years of Age or Older**  
**Number in and Configuration of Group.**  
**1994-1995 Seasons and Total**  
(In Percent)

<u>Number in Group</u>	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
One	18.5	11.3	22.1	23.9	17.4
Two	31.1	28.2	33.6	31.8	30.7
Three	12.1	17.2	13.8	15.1	14.7
Four	10.5	15.8	14.6	10.9	13.4
Five	5.3	9.9	4.2	6.1	6.8
Six-Nine	5.8	11.5	5.1	7.6	7.9
Ten-24	2.5	1.8	3.3	2.1	2.4
25 or more	<u>14.2</u>	<u>4.3</u>	<u>3.4</u>	<u>2.5</u>	<u>6.8</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Configuration of Group</u>					
One adult	18.5	11.3	22.1	24.0	17.4
Two adults	27.0	22.0	30.2	27.8	26.0
Several adults	12.2	12.3	17.5	14.2	13.7
Adult(s) and child(ren)	22.4	46.8	21.7	27.2	31.6
[Adult with child(ren)]	6.1	11.3	6.5	8.9	8.4
[Sev. adults with child(ren)]	15.9	32.0	13.3	16.6	21.1
[Children]	0.5	3.5	1.9	1.8	2.1
School/Tour/Teens*	19.9	7.7	8.5	6.9	11.3
[School trip]	15.6	3.1	4.5	2.6	7.0
[Tour group]	1.7	2.9	2.7	1.4	2.3
[Group of teens]	<u>2.5</u>	<u>1.6</u>	<u>1.4</u>	<u>2.8</u>	<u>2.0</u>
Total	100.0	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 12a  
**Visits made by People 12 Years of Age or Older**  
**Number in and Configuration of Group, 1994-1995 Months, Seasons and Total**  
(In Percent)

	March	April	May	Spring Total	June	July	Aug.	Summer Total	Sept.	Oct.	Nov.	Fall Total	Dec.	Jan.	Feb.	Winter Total	Overall Total
<b>Number in Group</b>																	
One	17.9	17.4	20.3	18.5	13.9	10.5	10.0	11.3	23.1	19.9	23.9	22.1	34.7	22.0	18.8	23.9	17.4
Two	32.4	34.5	26.6	31.1	25.6	31.1	27.0	28.2	44.8	33.7	22.8	33.6	27.8	32.8	33.4	31.8	30.7
Three	11.7	12.6	11.9	12.1	16.8	16.4	18.4	17.2	11.7	15.8	13.2	13.8	12.0	17.0	15.6	15.1	14.7
Four	12.5	9.5	9.7	10.5	13.0	14.6	19.3	15.8	11.5	17.2	14.2	14.6	8.9	8.5	13.9	10.9	13.4
Five	6.5	6.1	3.6	5.3	8.6	10.0	10.9	9.9	2.8	3.2	6.7	4.2	5.3	0.6	10.7	6.1	6.8
Six-Nine	4.7	7.1	5.4	5.8	10.6	12.7	10.9	11.5	3.2	5.8	6.0	5.1	4.7	13.4	5.0	7.6	7.9
Ten-24	3.0	1.5	3.0	2.5	1.4	1.7	2.2	1.8	1.5	2.4	6.3	3.3	2.7	2.1	1.8	2.1	2.4
25 or more	<u>11.3</u>	<u>11.4</u>	<u>19.6</u>	<u>14.2</u>	<u>10.1</u>	<u>2.9</u>	<u>1.4</u>	<u>4.3</u>	<u>1.5</u>	<u>2.0</u>	<u>6.9</u>	<u>3.4</u>	<u>3.8</u>	<u>3.5</u>	<u>0.9</u>	<u>2.5</u>	<u>6.8</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Configuration of Group</b>																	
One adult	17.9	17.4	20.3	18.5	13.9	10.5	10.0	11.3	23.1	19.9	23.9	22.1	34.7	22.0	19.0	24.0	17.4
Two adults	26.7	28.3	25.9	27.0	19.7	26.6	18.9	22.0	42.6	30.0	18.8	30.2	25.3	28.0	29.0	27.8	26.0
Several adults	12.9	11.3	12.6	12.2	9.2	10.3	16.9	12.3	15.5	21.8	13.8	17.5	10.0	15.6	15.6	14.2	13.7
Adult(s) and child(ren)	25.6	24.2	17.8	22.4	40.2	46.7	51.9	46.8	16.1	21.1	27.7	21.7	23.0	26.8	30.1	27.2	31.6
[Adult with child(ren)]	7.0	7.9	3.4	6.1	8.7	10.2	14.4	11.3	4.5	4.7	10.7	6.5	6.6	8.7	10.4	8.9	8.4
[Sev. adults with child(ren)]	17.6	15.8	14.3	15.9	30.4	33.2	31.9	32.0	8.6	15.1	15.4	13.3	14.3	16.6	18.0	16.6	21.1
[Children]	1.0	0.4	0.1	0.5	1.1	3.4	5.6	3.5	3.0	1.3	1.6	1.9	2.1	1.6	1.8	1.8	2.1
School/Tour/Teens	16.9	18.9	23.4	19.9	17.1	5.8	2.3	7.7	2.7	7.2	15.8	8.5	6.9	7.6	6.2	6.9	11.3
[School trip]	13.5	12.4	20.8	15.6	9.9	0.9	0.1	3.1	0.0	2.0	11.9	4.5	3.7	3.7	1.1	2.6	7.0
[Tour group]	0.8	3.5	0.8	1.7	3.9	4.1	1.0	2.9	2.0	4.1	1.6	2.7	1.5	1.5	1.4	1.4	2.3
[Group of teens]	<u>2.7</u>	<u>3.1</u>	<u>1.8</u>	<u>2.5</u>	<u>3.3</u>	<u>0.8</u>	<u>1.3</u>	<u>1.6</u>	<u>0.8</u>	<u>1.1</u>	<u>2.3</u>	<u>1.4</u>	<u>1.7</u>	<u>2.5</u>	<u>3.8</u>	<u>2.8</u>	<u>2.0</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 13  
**Total Population**  
Educational Attainment, 1994-1995 Seasons and Total  
(In Percent)

<u>Educational Attainment</u>	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
	<b><u>All Ages</u></b>				
Pre/Grade School	18.3	24.5	16.0	17.7	20.1
Some High School	9.3	7.5	5.7	6.9	7.5
High School Graduate	10.9	10.6	8.3	7.3	9.8
AA/Jr. College/Tech. School	4.2	3.2	3.1	3.4	3.5
Some College	11.8	14.5	15.1	14.9	13.9
Bachelor's Degree	21.3	17.6	22.3	22.9	20.3
Some Graduate School	5.4	3.2	4.8	3.4	4.2
MA/PhD/Prof. Degree	<u>18.8</u>	<u>18.8</u>	<u>24.9</u>	<u>23.7</u>	<u>20.7</u>
Total	100.0	100.0	100.0	100.0	100.0
	<b><u>Age 12 or Older</u></b>				
Pre/Grade School	4.8	4.3	2.4	1.4	3.7
Some High School	10.7	9.5	6.4	8.0	9.0
High School Graduate	12.8	13.6	9.7	8.9	11.9
AA/Jr. College/Tech. School	5.0	4.0	3.6	4.1	4.2
Some College	13.9	18.4	17.6	18.0	16.9
Bachelor's Degree	24.6	22.2	25.7	27.0	24.3
Some Graduate School	6.3	4.1	5.5	4.1	5.0
MA/PhD/Prof. Degree	<u>21.9</u>	<u>23.8</u>	<u>29.1</u>	<u>28.5</u>	<u>25.0</u>
Total	100.0	99.9	100.0	100.0	100.0
	<b><u>Age 25 or Older</u></b>				
Less Than HS Graduate	1.1	2.9	2.5	1.8	2.2
High School Graduate	14.0	15.0	9.2	10.0	12.7
AA/Jr. College/Tech/Some College	17.8	20.5	19.7	19.0	19.4
Bachelors/Some Grad.	38.1	30.8	33.9	34.3	34.0
MA/PhD/Prof. Degree	<u>29.0</u>	<u>30.8</u>	<u>34.7</u>	<u>34.9</u>	<u>31.7</u>
Total	100.0	100.0	100.0	100.0	100.0

Table 13a  
**Total Population**  
Educational Attainment, 1994-1995 Months, Seasons and Total  
(In Percent)

	<i>March</i>	<i>April</i>	<i>May</i>	<i>Spring Total</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Summer Total</i>	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Fall Total</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Winter Total</i>	<i>Overall Total</i>
<b><u>Educational Attainment</u></b>																	
<b><u>All Ages</u></b>																	
Pre/Grade School	20.3	21.4	13.2	18.3	19.2	26.8	26.6	24.5	8.7	11.4	27.0	16.0	11.4	16.9	21.4	17.7	20.1
Some High School	9.4	10.5	7.9	9.3	7.3	8.0	7.1	7.5	4.1	5.7	7.0	5.7	6.0	8.8	6.0	6.9	7.5
High School Graduate	7.0	13.2	12.0	10.9	10.5	10.7	10.7	10.6	10.7	9.3	5.1	8.3	9.2	12.1	3.1	7.3	9.8
AA/Jr. College/Technical	2.7	5.4	4.3	4.2	4.6	2.4	2.8	3.2	7.4	2.3	0.3	3.1	1.7	4.2	3.7	3.4	3.5
Some College	11.1	7.5	17.2	11.8	14.7	13.4	15.6	14.5	12.9	16.1	15.6	15.1	14.7	12.4	16.6	14.9	13.9
Bachelor's Degree	21.2	20.8	21.9	21.3	16.8	18.4	17.4	17.6	27.3	21.7	18.7	22.3	20.9	19.3	26.4	22.9	20.3
Some Graduate School	5.2	4.5	6.5	5.4	3.8	3.2	2.8	3.2	5.4	5.9	3.1	4.8	4.8	1.7	3.7	3.4	4.2
MA/PhD/Professional	<u>23.1</u>	<u>16.7</u>	<u>17.1</u>	<u>18.8</u>	<u>23.0</u>	<u>17.1</u>	<u>17.1</u>	<u>18.8</u>	<u>23.4</u>	<u>27.6</u>	<u>23.1</u>	<u>24.9</u>	<u>31.3</u>	<u>24.6</u>	<u>19.1</u>	<u>23.7</u>	<u>20.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b><u>Ages 25 or Older</u></b>																	
Less Than High School Grad.	0.2	2.1	0.9	1.1	1.1	2.8	4.7	2.9	3.2	2.4	1.8	2.5	1.1	3.9	0.7	1.8	2.2
High School Graduate	9.8	17.5	13.7	14.0	12.4	17.1	15.4	15.0	12.1	8.3	7.2	9.2	10.3	17.3	4.8	10.0	12.7
AA/Jr. Coll./Tech/Some Coll.	13.2	16.8	22.5	17.8	22.1	17.7	21.9	20.5	20.6	20.3	17.9	19.7	15.6	13.6	24.9	19.0	19.4
Bachelors/Some Graduate	38.2	38.1	38.1	38.1	29.2	33.5	29.6	30.8	35.1	32.5	34.3	33.9	31.1	28.7	40.1	34.3	34.0
MA/PhD/Professional	<u>38.6</u>	<u>25.5</u>	<u>24.8</u>	<u>29.0</u>	<u>35.2</u>	<u>28.9</u>	<u>28.5</u>	<u>30.8</u>	<u>28.8</u>	<u>36.5</u>	<u>38.8</u>	<u>34.7</u>	<u>42.0</u>	<u>36.7</u>	<u>29.5</u>	<u>34.9</u>	<u>31.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 14  
**Visits made by People 18 Years of Age or Older**  
Occupations and Industries of Visitors to NMNH, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<u>Occupation</u>					
Executive/Management	21.0	16.4	12.6	20.6	17.4
Engineer/Architect	4.0	3.9	6.2	5.7	4.6
Professional Specialties	30.2	29.2	38.4	31.0	31.7
"Natural Scientists"*	2.1	2.3	1.9	4.3	2.4
Sales/Technical/Admin. Support	16.9	17.1	15.5	17.7	16.8
Service	3.9	4.0	4.3	4.4	4.1
Farming/Forestry/Fishing	1.0	0.5	0.3	0.4	0.6
Skilled Labor	4.2	5.1	4.6	4.3	4.6
Semi-skilled Labor	2.2	2.3	3.6	2.7	2.6
Active Military	1.2	1.6	2.8	2.1	1.8
Not in labor force	<u>15.5</u>	<u>20.0</u>	<u>11.8</u>	<u>11.2</u>	<u>15.8</u>
Total	100.1	100.1	100.1	100.1	100.0
<u>Industry</u>					
Agriculture/Forestry/Fishing/Mining	2.0	0.7	0.8	1.9	1.3
Construction/Manufacturing	9.8	10.8	11.6	11.6	10.9
Transportation/Communications/Public Utilities	7.0	6.1	7.4	6.8	6.8
Wholesale/Retail Trade	8.5	8.9	6.1	8.4	8.0
Finance/Business Services/Insurance	9.4	8.2	8.0	7.0	8.2
Personal Services/Entertainment	2.6	1.7	2.0	1.6	2.0
Professional and Related Services	31.6	38.3	37.3	38.9	36.4
Public Administration	12.3	15.0	21.3	18.8	16.6
Active Military	3.5	2.8	3.0	4.0	3.3
Not in labor force	<u>13.4</u>	<u>7.5</u>	<u>2.6</u>	<u>1.1</u>	<u>6.5</u>
Total	100.0	100.0	100.0	100.0	100.0

\*The U.S. Census category of "natural" scientists includes all physical scientists, agricultural and food scientists, biological and life scientists, forestry and conservation scientists, and medical scientists.

Table 14a  
**Visits Made by People 18 Years of Age or Older**  
Occupations and Industries of Visitors to NMNH, 1994-1995 Months, Seasons and Total  
(In Percent)

Occupation	March	April	May	Spring	June	July	Aug.	Summer	Sept.	Oct.	Nov.	Fall	Dec.	Jan.	Feb.	Winter	Overall
				Total				Total				Total				Total	Total
Executive/Management	22.3	22.5	18.6	21.0	16.4	17.0	15.8	16.4	11.9	10.1	16.4	12.6	20.5	14.9	24.8	20.6	17.4
Engineer/Architect	4.0	4.4	3.4	4.0	5.3	5.0	1.5	3.9	4.5	7.7	5.9	6.2	4.6	9.2	3.9	5.7	4.6
Professional Specialties	35.0	30.6	25.7	30.2	30.2	27.2	30.2	29.2	39.5	40.0	35.5	38.4	34.3	26.6	32.2	31.0	31.7
Natural Scientists	2.3	1.9	2.0	2.1	3.1	1.5	2.5	2.3	1.9	1.9	2.0	1.9	3.0	3.6	5.6	4.3	2.4
Sales/Technical/Admin.	15.5	19.3	15.9	16.9	17.7	18.1	15.6	17.1	18.6	15.5	12.4	15.5	15.5	19.7	17.5	17.7	16.8
Service	2.9	3.4	5.3	3.9	4.7	2.8	4.6	4.0	3.7	4.0	5.2	4.3	3.8	2.5	6.0	4.4	4.1
Farming/Forestry/Fishing	0.4	1.3	1.1	1.0	0.3	0.8	0.3	0.5	0.4	0.3	0.3	0.3	0.7	0.9	0.0	0.4	0.6
Skilled Labor	3.4	3.2	5.7	4.2	5.5	5.8	4.1	5.1	4.5	5.1	4.0	4.6	1.9	7.0	3.7	4.3	4.6
Semi-skilled Labor	1.3	3.2	2.0	2.2	2.5	3.2	1.3	2.3	4.4	2.5	4.0	3.6	3.6	2.3	2.3	2.7	2.6
Active Military	1.3	1.5	0.7	1.2	2.0	1.0	1.9	1.6	1.9	3.6	2.9	2.8	1.7	2.5	2.0	2.1	1.8
Not in labor force	<u>13.9</u>	<u>10.5</u>	<u>21.7</u>	<u>15.5</u>	<u>15.4</u>	<u>19.1</u>	<u>24.7</u>	<u>20.0</u>	<u>10.7</u>	<u>11.3</u>	<u>13.5</u>	<u>11.8</u>	<u>13.4</u>	<u>14.5</u>	<u>7.6</u>	<u>11.2</u>	<u>15.8</u>
Total	99.9	100.0	100.0	100.1	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.1	100.0	100.1	100.0	100.1	100.0
<b>Industry</b>																	
Agric/Forestry/Fish/Mining	2.4	1.9	1.4	1.9	0.1	1.4	0.1	0.5	0.8	0.0	1.9	0.8	2.4	1.0	1.5	1.6	1.1
Construction/Manufacturing	11.4	9.9	9.9	10.3	11.8	17.3	7.0	12.0	12.1	15.9	6.5	12.0	9.0	14.6	8.7	10.5	11.3
Trans/Commun./Public Util.	7.6	7.1	6.6	7.0	5.6	5.2	8.4	6.3	6.9	5.8	6.9	6.5	6.9	4.1	7.7	6.4	6.6
Wholesale/Retail Trade	8.7	6.9	7.5	7.6	6.8	14.3	7.4	9.4	7.9	4.5	3.7	5.3	6.0	11.4	5.8	7.5	7.7
Finance/Business/Insurance	6.0	11.5	10.5	9.7	9.4	4.3	9.8	7.9	5.3	10.1	8.4	8.1	8.9	7.7	7.6	7.9	8.5
Personal Services/Entertain.	1.1	3.2	4.0	3.0	1.9	1.4	1.8	1.7	2.2	3.2	1.5	2.4	1.8	0.5	0.6	0.9	2.1
Prof. and Related Services	38.5	27.9	23.7	29.0	33.3	36.1	44.2	37.7	35.4	38.4	38.6	37.5	39.6	35.7	40.4	38.8	35.1
Public Administration	18.7	11.3	10.7	13.0	11.7	16.9	17.0	15.1	22.0	14.2	27.1	20.4	21.8	19.7	19.6	20.2	16.2
Active Military	4.6	5.2	1.9	3.8	1.8	2.1	3.6	2.5	2.9	5.8	5.5	4.8	3.1	4.4	6.7	5.1	3.7
Not in labor force	<u>1.1</u>	<u>15.2</u>	<u>23.8</u>	<u>14.9</u>	<u>17.7</u>	<u>1.1</u>	<u>0.9</u>	<u>7.0</u>	<u>4.6</u>	<u>2.1</u>	<u>0.0</u>	<u>2.3</u>	<u>0.6</u>	<u>0.9</u>	<u>1.6</u>	<u>1.1</u>	<u>7.7</u>
Total	100.0	99.9	99.9	100.0	100.1	100.0	100.2	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.2	100.0	100.0

Table 15  
Visits Made by People 18 Years of Age or Older  
Respondent Occupation by Configuration of Group, 1994-1995 Total  
(In Percent)

	<u>Configuration of Group</u>					<i>Total</i>
	<i>One Adult</i>	<i>Two Adults</i>	<i>Several Adults</i>	<i>Adults with Children</i>	<i>School/Teen/Tour Group</i>	
...Distribution by Configuration of Group						
<u>Respondent Occupation</u>						
Executive Manager	18.9	15.3	17.1	19.2	12.8	17.3
Engineer/Architect	5.5	5.7	4.4	4.1	1.3	4.7
Professional	33.1	28.4	27.8	26.9	38.5	29.4
Sales/Technical/Administrative	15.3	19.5	15.2	17.1	13.6	17.0
Service	3.4	4.1	4.1	3.7	7.0	4.0
Farming/Forestry/Fishing	0.6	0.6	0.8	0.4	0.9	0.6
Skilled Labor	2.5	4.4	3.9	6.2	4.3	4.5
Semi-Skilled Labor	1.9	2.7	3.7	2.4	3.0	2.6
Military	2.0	1.6	2.0	1.9	1.8	1.8
Not in the Labor Force	12.2	15.4	18.9	16.9	16.3	15.8
Natural Scientist	<u>4.8</u>	<u>2.5</u>	<u>2.1</u>	<u>1.2</u>	<u>0.6</u>	<u>2.4</u>
Total	100.2	100.2	100.0	100.0	100.1	100.1
...Distribution by Respondent Occupation						
Executive Manager	21.6	26.0	14.4	33.7	4.3	100.0
Engineer/Architect	23.0	35.3	13.7	26.5	1.6	100.1
Professional	22.3	28.5	13.8	27.8	7.7	100.1
Sales/Technical/Administrative	17.8	33.8	13.1	30.7	4.7	100.1
Service	16.8	30.3	14.7	28.0	10.2	100.0
Farming/Forestry/Fishing	20.8	28.7	19.2	22.0	9.3	100.0
Skilled Labor	10.8	28.9	12.6	42.0	5.6	99.9
Semi-Skilled Labor	14.4	30.1	20.6	28.1	6.8	100.0
Military	21.5	25.3	16.2	31.3	5.7	100.0
Not in the Labor Force	39.4	31.0	12.6	15.6	1.4	100.0
Natural Scientist	15.2	28.8	17.5	32.4	6.1	100.0
Total	19.8	29.5	14.6	30.4	5.9	100.2

Table 16  
Visits Made by People 18 Years of Age or Older  
Respondent Occupation by Visitor Type, 1994 - 1995 Total  
(In Percent)

	<u>Visitor Type</u>			<u>Total</u>
	<u>New</u>	<u>Returning</u>	<u>Frequent</u>	
...Distribution by Visitor Type				
<u>Respondent Occupation</u>				
Executive Manager	17.1	16.0	18.9	17.3
Engineer/Architect	5.6	3.8	4.1	4.6
Professional	25.1	30.0	35.0	29.4
Sales/Technical/Administrative	17.1	19.1	14.0	16.8
Service	5.4	2.9	3.5	4.1
Farming/Forestry/Fishing	1.0	0.4	0.2	0.6
Skilled Labor	6.3	3.3	3.1	4.5
Semi-Skilled Labor	3.1	2.6	1.8	2.6
Military	1.1	1.8	3.0	1.8
Not in the Labor Force	16.9	17.8	12.4	15.9
Natural Scientist	<u>1.4</u>	<u>2.4</u>	<u>3.9</u>	<u>2.4</u>
Total	100.1	100.1	99.9	100.0
...Distribution by Respondent Occupation				
Executive Manager	40.9	28.1	31.0	100.0
Engineer/Architect	49.9	25.0	25.2	100.1
Professional	35.3	30.9	33.7	99.9
Sales/Technical/Administrative	42.0	34.4	23.6	100.0
Service	54.7	21.0	24.3	100.0
Farming/Forestry/Fishing	72.2	19.2	8.6	100.0
Skilled Labor	58.2	22.3	19.5	100.0
Semi-Skilled Labor	49.5	30.5	19.9	99.9
Military	24.1	29.0	46.9	100.0
Not in the Labor Force	24.5	29.7	45.7	99.9
Natural Scientist	44.0	33.9	22.2	100.1
Total	41.4	30.3	28.3	100.0



Table 17  
**Total Population**  
Visitor Age by Configuration of Group, 1994-1995 Total  
(In Percent)

	<u>Configuration of Group</u>									<i>Total</i>
	<i>School trip</i>	<i>Tour Group</i>	<i>Adult with Child(ren)</i>	<i>Adults w/ Child(ren)</i>	<i>One other Adult</i>	<i>Group of Teens</i>	<i>Several Adults</i>	<i>Child(ren)</i>	<i>Alone</i>	
...Distribution by Configuration of Group										
<u>Visitor Age</u>										
Under 12	9.4	4.2	35.9	35.7	1.1	0.0	0.9	16.4	0.1	15.5
12-14	35.5	8.6	10.2	9.4	0.0	13.6	0.0	1.0	0.3	6.6
15-17	12.6	10.7	2.8	2.9	1.5	54.4	2.3	3.1	1.4	3.9
18-19	3.3	3.4	1.4	1.1	2.7	30.4	2.2	1.5	2.9	2.6
20-24	4.5	0.4	2.6	1.5	12.3	0.0	16.2	2.4	9.7	7.0
25-34	6.3	7.7	5.7	11.3	25.8	0.0	24.2	24.1	24.8	17.0
35-44	20.3	22.4	25.9	23.8	18.0	0.3	12.1	36.5	23.9	21.1
45-54	5.7	12.7	11.2	9.8	18.7	1.3	20.9	7.5	19.4	14.2
55-64	2.1	14.1	3.7	2.3	11.6	0.0	12.4	3.0	9.7	6.9
65 and older	<u>0.2</u>	<u>15.7</u>	<u>0.7</u>	<u>2.3</u>	<u>8.4</u>	<u>0.0</u>	<u>8.8</u>	<u>4.5</u>	<u>7.9</u>	<u>5.2</u>
Total	99.9	99.9	100.1	100.1	100.1	100.0	100.0	100.0	100.0	100.0
...Distribution by Visitor Age										
Under 12	4.0	0.6	26.6	64.4	1.5	0.0	0.7	2.2	0.1	100.1
12-14	35.6	2.7	17.7	39.8	0.1	3.3	0.0	0.3	0.7	100.2
15-17	21.4	5.6	8.3	20.6	8.4	22.1	6.5	1.6	5.4	99.9
18-19	8.6	2.7	6.5	12.2	23.3	18.9	9.6	1.2	17.0	100.0
20-24	4.3	0.1	4.2	6.0	38.8	0.0	25.5	0.7	20.4	100.0
25-34	2.4	0.9	3.9	18.7	33.7	0.0	15.8	2.9	21.7	100.0
35-44	6.4	2.2	14.1	31.6	18.9	0.0	6.3	3.6	16.8	99.9
45-54	2.7	1.8	9.1	19.4	29.2	0.1	16.3	1.1	20.3	100.0
55-64	2.0	4.2	6.1	9.3	36.9	0.0	19.9	0.9	20.7	100.0
65 and older	0.2	6.3	1.4	12.4	36.3	0.0	18.9	1.8	22.7	100.0
Total	6.6	2.1	11.5	28.1	22.2	1.6	11.1	2.1	14.9	100.2

Table 18  
Visits Made by People 12 Years of Age or Older  
Geographic Origin of Visit by Visitor Type, 1994-1995 Total  
(In Percent)

	<u>Visitor Type</u>			<i>Total</i>
	<i>New</i>	<i>Returning</i>	<i>Frequent</i>	
...Distribution by Visitor Type				
<u>Geographic Origin of Visit</u>				
Foreign	18.7	6.3	2.0	10.8
Other US	76.2	78.7	52.5	70.9
Washington, D.C.	1.2	2.5	10.3	3.9
MD/VA Suburbs	<u>3.9</u>	<u>12.5</u>	<u>35.2</u>	<u>14.4</u>
Total	100.0	100.0	100.0	100.0
...Distribution by Geographic Origin				
Foreign	78.2	17.2	4.7	100.1
Other US	48.4	32.7	18.9	100.0
Washington, D.C.	14.1	18.8	67.1	100.0
MD/VA Suburbs	12.2	25.5	62.3	100.0
Total	45.1	29.4	25.5	100.0

Table 19  
Total Population  
Configuration of Group by Geographic Origin of Visit, 1994-1995 Total  
(In Percent)

<u>Configuration of Group</u>	<u>Geographic Origin of Visit</u>				<u>Total</u>
	<i>Foreign</i>	<i>Other US</i>	<i>Washington, DC</i>	<i>MD/VA Suburbs</i>	
School Trip	1.4	8.4	3.0	3.4	6.7
Tour Group	5.2	2.2	0.5	0.1	2.1
Adult with Child(ren)	6.0	10.0	16.1	19.5	11.4
Adults with Child(ren)	17.7	29.7	15.6	30.2	28.1
One other Adult	29.8	22.7	15.9	16.6	22.1
Group of Teens	1.2	1.7	1.1	1.5	1.6
Several Adults	14.6	11.3	7.9	8.7	11.0
Child(ren)	0.7	1.7	4.5	3.8	2.1
Alone	<u>23.5</u>	<u>12.3</u>	<u>35.6</u>	<u>16.2</u>	<u>15.0</u>
Total	100.1	100.0	100.2	100.0	100.1

Table 20  
Visits made by People 12 Years of Age or Older, U.S. Residents Only  
Racial/Ethnic Identification by Configuration of Group, 1994-1995 Total  
(In Percent)

	<u>Configuration of Group</u>					<i>Total</i>
	<i>Alone</i>	<i>Two Adults</i>	<i>Several Adults</i>	<i>Adults with Child(ren)</i>	<i>Tour/School Group</i>	
...Distribution by Configuration of Group						
<b><u>Racial/Ethnic Identification</u></b>						
African American/Black	12.3	9.8	9.3	10.3	37.0	12.2
Asian/Pacific Islander	4.2	7.8	10.5	7.9	2.2	6.9
White	78.9	75.9	73.2	70.5	53.5	73.1
Hispanic	2.9	4.4	7.0	9.1	1.5	5.9
Native American	0.4	0.5	0.0	0.8	1.6	0.6
Multiple Racial/Ethnic	<u>1.3</u>	<u>1.7</u>	<u>0.0</u>	<u>1.4</u>	<u>4.2</u>	<u>1.4</u>
<b>Total</b>	99.9	100.1	100.0	100.0	100.0	100.1
...Distribution by Racial/Ethnic Identification						
African American/Black	26.1	17.3	8.5	30.7	17.5	100.1
Asian/Pacific Islander	15.8	24.0	17.0	41.4	1.8	100.0
White	27.8	22.1	11.1	34.8	4.2	100.0
Hispanic	12.9	16.0	13.3	56.4	1.4	100.0
Native American	16.4	17.6	0.0	49.3	16.7	100.0
Multiple Racial/Ethnic	22.7	25.3	0.0	35.0	16.9	99.9
<b>Total</b>	25.8	21.3	11.1	36.1	5.7	100.0

Table 21  
**People 25 Years of Age or Older**  
Comparison of Educational Attainment.  
US Census and 1994 Smithsonian Institution Marketing Study  
(In Percent)

	U.S. Census*	SIMS**	
	<i>All Persons</i>	<i>Visit Any Museum</i>	<i>Visit Natural History Museum</i>
<b><u>Educational Attainment</u></b>			
High School or Less	54.8	47.6	45.4
AA/Some College	24.9	23.0	20.2
Bachelor's Degree	13.1	19.5	21.8
Graduate Degree	7.2	9.9	12.6
Total	100.0	100.0	100.0

\*1990 U.S. Census of Population and Housing. Educational Attainment of All Persons 25 years and over. U.S. Census Bureau 1990.

\*\* The Smithsonian Institution Marketing Study (SIMS) was completed in May 1994 for the Office of the Assistant Secretary for Institutional Advancement in preparation for the Smithsonian's 150th anniversary celebration.

Table 22  
Visits Made by People 25 Years of Age or Older  
Educational Attainment by Visitor Type, 1994 - 1995 Total  
(In Percent)

	<u>Visitor Type</u>			<i>Total</i>
	<i>New</i>	<i>Returning</i>	<i>Frequent</i>	
	...Distribution by Visitor Type			
<u>Educational Attainment</u>				
Less Than High School	3.1	1.7	1.3	2.2
High School Graduate	16.4	13.5	6.4	12.7
Some College	22.5	21.0	13.3	19.4
Bachelors/Some Graduate Work	31.5	36.7	35.1	34.1
MA/PhD./Professional Degree	<u>26.5</u>	<u>27.1</u>	<u>43.9</u>	<u>31.7</u>
Total	100.0	100.0	100.0	100.1
	...Distribution by Educational Attainment			
Less Than High School	59.4	23.4	17.3	100.1
High School Graduate	53.4	32.1	14.5	100.0
Some College	47.8	32.5	19.8	100.1
Bachelors/Some Graduate Work	38.1	32.3	29.6	100.0
MA/PhD./Professional Degree	34.5	25.6	39.9	100.0
Total	41.3	30.0	28.8	100.1

Table 23  
**Total Population**  
Number and Frequency of Visits to NMNH and Visitor Type, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<u>Number of Visits to NMNH</u>					
First visit	47.7	51.3	47.7	36.5	47.7
1-3	30.3	27.6	27.4	29.1	28.5
4-9	9.0	9.8	10.1	13.6	10.1
10+	<u>12.9</u>	<u>11.3</u>	<u>14.9</u>	<u>20.9</u>	<u>13.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Visitor Type</u>					
New	47.7	51.3	47.7	36.5	47.7
Returning (1-3 visits)	30.3	27.6	27.4	29.1	28.5
Frequent (4+ visits)	<u>21.9</u>	<u>21.1</u>	<u>25.0</u>	<u>34.5</u>	<u>23.8</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Percent of Total</i>					
<u>Frequency of 10+ Visits</u>	<i>As a percent of all visits . . .</i>				
Weekly	0.7	0.9	1.2	1.7	1.0
Monthly	1.7	1.3	2.3	3.2	1.9
Every 2-5 months	3.1	3.1	3.3	5.6	3.5
Twice yearly	3.0	1.5	3.8	4.5	2.8
Once a year	2.5	2.0	2.9	3.7	2.5
Every 2 years	1.1	1.5	1.0	1.2	1.3
Less often than every 2 years	<u>0.9</u>	<u>0.9</u>	<u>0.4</u>	<u>0.9</u>	<u>0.8</u>
Total	12.9	11.3	14.9	20.9	13.7
<u>Season Totals</u>	28.2	37.8	20.7	13.2	99.9

Table 23a  
**Total Population**  
 Number and Frequency of Visits to NMNH, 1994-1995 Months, Seasons and Total  
 (In Percent)

	March	April	May	Spring Total	June	July	Aug.	Summer Total	Sept.	Oct.	Nov.	Fall Total	Dec.	Jan.	Feb.	Winter Total	Overall Total
<b>Number of Visits to NMNH</b>																	
First visit	47.3	49.3	46.5	47.7	51.4	51.8	50.7	51.3	52.1	46.6	45.3	47.7	31.1	36.5	39.3	36.5	47.7
1-3	29.0	29.8	32.1	30.3	27.9	31.6	23.3	27.6	25.3	29.8	26.2	27.4	30.2	28.0	29.2	29.1	28.5
4-9	10.7	6.9	9.7	9.0	9.4	7.9	12.2	9.8	7.7	8.3	14.2	10.1	11.8	13.7	14.3	13.6	10.1
10+	<u>13.0</u>	<u>14.0</u>	<u>11.8</u>	<u>12.9</u>	<u>11.3</u>	<u>8.7</u>	<u>13.8</u>	<u>11.3</u>	<u>14.9</u>	<u>15.3</u>	<u>14.4</u>	<u>14.9</u>	<u>26.9</u>	<u>21.8</u>	<u>17.2</u>	<u>20.9</u>	<u>13.7</u>
Total	100.0	100.0	100.1	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.1	100.0
<b>Visitor Type</b>																	
New	47.3	49.3	46.5	47.7	51.4	51.8	50.7	51.3	52.1	46.6	45.3	47.7	31.1	36.5	39.3	36.5	47.7
Returning (1-3 visits)	29.0	29.8	32.1	30.3	27.9	31.6	23.3	27.6	25.3	29.8	26.2	27.4	30.2	28.0	29.2	29.1	28.5
Frequent (4+ visits)	<u>23.7</u>	<u>20.9</u>	<u>21.5</u>	<u>21.9</u>	<u>20.7</u>	<u>16.6</u>	<u>26.0</u>	<u>21.1</u>	<u>22.6</u>	<u>23.6</u>	<u>28.6</u>	<u>25.0</u>	<u>38.7</u>	<u>35.5</u>	<u>31.5</u>	<u>34.5</u>	<u>23.8</u>
Total	100.0	100.0	100.1	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.1	100.0
<i>Percent of Total</i>																	
<b>Frequency of 10+ Visits</b>	<i>... As a percent of all visits</i>																
Weekly	0.6	1.0	0.4	0.7	1.4	0.7	0.8	0.9	1.5	1.2	1.0	1.2	2.9	1.9	1.0	1.7	1.0
Monthly	1.7	2.8	0.5	1.7	1.5	1.0	1.4	1.3	3.5	2.0	1.5	2.3	6.7	1.9	2.3	3.2	1.9
Every 2-5 months	5.5	1.8	2.3	3.1	2.4	2.0	4.7	3.1	3.9	1.7	4.6	3.3	7.6	7.7	3.2	5.6	3.5
Twice yearly	1.2	4.9	2.6	3.0	1.3	1.2	2.0	1.5	1.5	4.7	4.7	3.8	4.3	7.0	2.9	4.5	2.8
Once a year	2.9	1.4	3.3	2.5	1.2	1.7	2.9	2.0	3.5	3.3	2.1	2.9	4.6	3.3	3.6	3.7	2.5
Every 2 years	0.4	1.8	0.9	1.1	2.1	1.3	1.3	1.5	0.6	1.7	0.5	1.0	0.9	0.0	2.2	1.2	1.3
Less often than every two years	<u>0.7</u>	<u>0.1</u>	<u>1.8</u>	<u>0.9</u>	<u>1.6</u>	<u>0.7</u>	<u>0.6</u>	<u>0.9</u>	<u>0.4</u>	<u>0.7</u>	<u>0.1</u>	<u>0.4</u>	<u>0.0</u>	<u>0.0</u>	<u>2.1</u>	<u>0.9</u>	<u>0.8</u>
Total	13.0	14.0	11.8	12.9	11.3	8.7	13.8	11.3	14.9	15.3	14.4	14.9	26.9	21.8	17.2	20.9	13.7



Table 24  
**Total Population**  
Familiarity with NMNH and the Smithsonian, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<u>Familiarity with NMNH and SI</u>					
First visit to NMNH and to SI	24.1	30.8	24.6	17.0	25.9
First visit to NMNH + repeat visit to SI	23.8	22.4	23.2	20.5	22.7
Repeat visit to NMNH and SI	50.0	43.0	47.5	57.9	47.8
Repeat visit to NMNH, never visited other SI	2.0	3.8	4.8	4.6	3.6
Total	100.0	100.0	100.0	100.0	100.0
<i>Season Totals</i>	28.2	37.8	20.7	13.2	99.9

Table 24a  
**Total Population**  
Familiarity with NMNH and the Smithsonian, 1994-1995 Months, Seasons and Total  
(In Percent)

	<u>March</u>	<u>April</u>	<u>May</u>	<u>Spring</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Summer</u>
				<u>Total</u>				<u>Total</u>
<u>Familiarity with NMNH and SI</u>								
First visit to NMNH and to SI	24.9	22.7	24.9	24.1	29.5	34.5	28.3	30.8
First visit to NMNH + repeat visit to SI	23.1	26.7	21.5	23.8	22.0	19.7	25.4	22.4
Repeat visit to NMNH and SI	48.0	49.2	52.8	50.0	48.0	40.6	41.3	43.0
Repeat visit to NMNH, never visited other SI	4.0	1.5	0.8	2.0	0.5	5.2	5.1	3.8
Total	100.0	100.0	100.0	99.9	100.0	100.0	100.0	100.0

(continued)

	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Fall</u>	<u>Dec.</u>	<u>Jan.</u>	<u>Feb.</u>	<u>Winter</u>	<u>Overall</u>
				<u>Total</u>				<u>Total</u>	<u>Total</u>
<u>Familiarity with NMNH and SI</u>									
First visit to NMNH and to SI	28.7	22.4	23.6	24.6	15.6	17.5	17.3	17.0	25.9
First visit to NMNH + repeat visit to SI	23.7	23.2	22.6	23.2	17.1	19.1	23.3	20.5	22.7
Repeat visit to NMNH and SI	43.9	49.7	48.0	47.5	61.4	58.5	55.7	57.9	47.8
Repeat visit to NMNH, never visited other SI	3.7	4.7	5.7	4.8	5.9	4.9	3.7	4.6	3.6
Total	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.0

Table 25  
**Visits Made by People 12 Years of Age or Older**  
Familiarity with NMNH and the Smithsonian, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<u>Familiarity with NMNH and SI</u>					
First visit to NMNH and to SI	21.9	27.7	23.6	16.1	23.7
First visit to NMNH + repeat visit to SI	24.0	22.1	22.0	18.7	22.2
Repeat visit to NMNH and SI	52.3	46.9	49.8	61.2	50.9
Repeat visit to NMNH, never visited other SI	<u>1.8</u>	<u>3.3</u>	<u>4.7</u>	<u>3.9</u>	<u>3.2</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Season Totals</i>	28.8	36.9	21.0	13.3	100.0

Table 25a  
**Visits Made by People 12 Years of Age or Older**  
Familiarity with NMNH and the Smithsonian, 1994-1995 Months, Seasons and Total  
(In Percent)

	<u>March</u>	<u>April</u>	<u>May</u>	<u>Spring</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Summer</u>
				<u>Total</u>				<u>Total</u>
<u>Familiarity with NMNH and SI</u>								
First visit to NMNH and SI	23.9	19.4	22.8	21.9	26.8	31.7	24.2	27.7
First visit to NMNH + repeat visit to SI	22.5	27.6	21.8	24.0	21.3	19.7	25.4	22.1
Repeat visit to NMNH and SI	50.2	51.9	54.5	52.3	51.3	44.1	45.8	46.9
Repeat visit to NMNH, never visited other SI	<u>3.5</u>	<u>1.1</u>	<u>0.9</u>	<u>1.8</u>	<u>0.6</u>	<u>4.5</u>	<u>4.6</u>	<u>3.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(continued)

	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Fall</u>	<u>Dec.</u>	<u>Jan.</u>	<u>Feb.</u>	<u>Winter</u>	<u>Overall</u>
				<u>Total</u>				<u>Total</u>	<u>Total</u>
<u>Familiarity with NMNH and SI</u>									
First visit to NMNH and SI	27.7	22.4	21.1	23.6	16.0	14.8	17.2	16.1	23.7
First visit to NMNH + repeat visit to SI	22.5	23.0	20.3	22.0	15.9	17.9	20.9	18.7	22.2
Repeat visit to NMNH and SI	46.0	50.9	52.0	49.8	62.6	62.9	59.2	61.2	50.9
Repeat visit to NMNH, never visited other SI	<u>3.9</u>	<u>3.7</u>	<u>6.6</u>	<u>4.7</u>	<u>5.5</u>	<u>4.4</u>	<u>2.6</u>	<u>3.9</u>	<u>3.2</u>
Total	100.0	100.0	100.0	100.1	100.0	100.0	100.0	99.9	100.0

Table 26  
**Visits made by People 12 Years of Age or Older**  
Visit to NMNH or the Smithsonian, 1994-1995 Seasons and Total  
(In Percent)

	Seasons				Total
	Spring	Summer	Fall	Winter	
<u>Visit to NMNH or the Smithsonian</u>					
NMNH only	18.6	18.7	25.3	28.4	21.3
NMNH, other SI museums if time	3.0	4.8	4.6	2.7	4.1
General SI visit	<u>78.4</u>	<u>76.5</u>	<u>70.1</u>	<u>68.9</u>	<u>74.7</u>
Total	100.0	100.0	100.0	100.0	100.1
<i>Season Totals</i>	28.8	36.9	21.0	13.3	100.0

Table 26a  
**Visits Made by People 12 Years of Age or Older**  
Visit to NMNH or the Smithsonian, 1994-1995 Months, Seasons and Total  
(In Percent)

	March	April	May	Spring Total	June	July	Aug.	Summer Total
	<u>Visit to NMNH or the Smithsonian</u>							
NMNH only	20.8	17.0	18.1	18.5	18.8	18.9	18.3	18.7
NMNH, other SI museums if time	5.0	2.4	2.0	10.8	4.9	4.3	5.3	4.8
General SI visit	<u>74.2</u>	<u>80.6</u>	<u>79.9</u>	<u>70.7</u>	<u>76.3</u>	<u>76.8</u>	<u>76.4</u>	<u>76.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(continued)

	Sept.	Oct.	Nov.	Fall Total	Dec.	Jan.	Feb.	Winter Total	Overall Total
	<u>Visit to NMNH or the Smithsonian</u>								
NMNH only	24.1	24.4	27.7	25.3	36.1	27.9	24.2	28.4	21.3
NMNH, other SI museums if time	6.7	5.4	1.6	4.6	2.4	3.4	2.4	2.7	4.1
General SI visit	<u>69.2</u>	<u>70.2</u>	<u>70.7</u>	<u>70.1</u>	<u>61.5</u>	<u>68.7</u>	<u>73.4</u>	<u>68.9</u>	<u>74.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1

Table 27  
**Visits Made by People 12 Years of Age or Older**  
Geographic Origin of Visit by Visit to NMNH or the Smithsonian, 1994-1995 Total  
(In Percent)

<u>Geographic Origin of Visit</u>	<u>Visit to NMNH or the Smithsonian</u>			<u>Total</u>
	<i>NMNH only</i>	<i>NMNH, others if time</i>	<i>Smithsonian Institution</i>	
Foreign	6.9	10.8	11.6	10.5
Other US	56.5	72.8	75.2	71.1
Washington, DC	9.3	3.2	2.5	4.0
MD/VA Suburbs	<u>27.3</u>	<u>13.2</u>	<u>10.7</u>	<u>14.4</u>
<b>Total</b>	100.0	100.0	100.0	100.0

Table 28

**Visits Made by People 12 Years of Age or Older**

**Membership in the Smithsonian Institution, 1994-1995 Seasons and Total**  
(In Percent)

	<u>Seasons</u>				
	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Winter</i>	<i>Total</i>
<b>Smithsonian membership</b>					
Yes	19.4	18.2	20.8	19.3	19.2
No	<u>80.6</u>	<u>81.8</u>	<u>79.2</u>	<u>80.7</u>	<u>80.8</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Season Totals</i>	28.8	36.9	21.0	13.3	100.0

Table 28a

**Visits Made by People 12 Years of Age or Older**

**Membership in the Smithsonian, 1994-1995 Months, Seasons and Total**  
(In Percent)

	<i>March</i>	<i>April</i>	<i>May</i>	<i>Spring</i> <i>Total</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Summer</i> <i>Total</i>
	<b>Smithsonian membership</b>							
Yes	20.4	24.3	13.7	19.4	15.6	19.8	18.8	18.2
No	<u>79.6</u>	<u>75.7</u>	<u>86.3</u>	<u>80.6</u>	<u>84.5</u>	<u>80.2</u>	<u>81.2</u>	<u>81.8</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(continued)

	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Fall</i> <i>Total</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Winter</i> <i>Total</i>	<i>Overall</i> <i>Total</i>
	<b>Smithsonian membership</b>								
Yes	20.3	20.2	22.1	20.8	28.9	20.4	12.9	19.3	19.2
No	<u>79.7</u>	<u>79.8</u>	<u>78.0</u>	<u>79.2</u>	<u>71.1</u>	<u>79.6</u>	<u>87.1</u>	<u>80.8</u>	<u>80.8</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0

Table 29  
Visits Made by People 12 Years of Age or Older  
Membership in the Smithsonian by Visitor Type, 1994 - 1995 Total  
(In Percent)

<u>Membership in the Smithsonian</u>	<u>Visitor Type</u>			<u>Total</u>
	<u>New</u>	<u>Returning</u>	<u>Frequent</u>	
Yes	8.0	19.9	37.4	19.1
No	91.9	80.2	62.6	80.9
Total	99.9	100.1	100.0	100.0

Table 30  
**Total Population**  
Reason for Visit to Washington, 1994 - 1995 Seasons and Total  
(In Percent)

<u>Reason for Visit to Washington</u>	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
Business related/Work in DC	22.0	19.9	22.5	28.3	22.1
Vacation*	45.4	64.5	62.1	54.2	57.4
Visiting family	13.1	12.4	9.8	11.5	11.9
School related	<u>19.5</u>	<u>3.2</u>	<u>5.7</u>	<u>6.0</u>	<u>8.6</u>
<b>Total</b>	100.0	100.0	100.0	100.0	100.0
<i>Season Totals</i>	28.2	37.8	20.7	13.2	99.9

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

Table 30a  
**Total Population**  
Reason for Visit to Washington, 1994-1995 Months, Seasons and Total  
(In Percent)

<u>Reason for Visit to Washington</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>Spring</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Summer</u>
				<u>Total</u>				<u>Total</u>
Business related/Work in DC	27.3	21.0	18.3	22.0	44.4	12.2	6.9	19.9
Vacation*	43.5	47.2	45.0	45.4	43.0	72.3	74.8	64.5
Visiting family	11.4	13.0	14.8	13.1	5.6	14.3	16.4	12.4
School related	<u>17.7</u>	<u>18.8</u>	<u>21.9</u>	<u>19.5</u>	<u>7.0</u>	<u>1.2</u>	<u>2.0</u>	<u>3.2</u>
<b>Total</b>	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(continued)

<u>Reason for Visit to Washington</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Fall</u>	<u>Dec.</u>	<u>Jan.</u>	<u>Feb.</u>	<u>Winter</u>	<u>Overall</u>
				<u>Total</u>				<u>Total</u>	<u>Total</u>
Business related/Work in DC	26.4	21.6	20.1	22.5	35.3	31.5	22.9	28.3	22.1
Vacation*	59.6	62.5	63.8	62.1	47.2	53.0	58.4	54.2	57.4
Visiting family	13.4	9.7	6.6	9.8	10.7	8.1	14.1	11.5	11.9
School related	<u>0.6</u>	<u>6.2</u>	<u>9.4</u>	<u>5.7</u>	<u>6.8</u>	<u>7.5</u>	<u>4.6</u>	<u>6.0</u>	<u>8.6</u>
<b>Total</b>	100.0	100.0	99.9	100.1	100.0	100.1	100.0	100.0	100.0

Table 31  
Visits made by People 12 Years of Age or Older  
Reason for Visit to Washington, 1994 - 1995 Seasons and Total  
(In Percent)

<u>Reason for Visit to Washington</u>	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
Business related/Work in DC	23.7	22.0	24.5	31.6	24.2
Vacation*	43.5	62.2	59.5	50.1	54.8
Visiting family	13.8	12.3	9.9	11.7	12.1
School related	<u>19.1</u>	<u>3.5</u>	<u>6.1</u>	<u>6.6</u>	<u>8.9</u>
Total	100.1	100.0	100.0	100.0	100.0
<i>Season Totals</i>	28.8	36.9	21.0	13.3	100.0

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

Table 31a  
Visits Made by People 12 Years of Age or Older  
Reason for Visit to Washington, 1994-1995 Months, Seasons and Total  
(In Percent)

<u>Reason for Visit to Washington</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>Spring</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Summer</u>
				<u>Total</u>				<u>Total</u>
Business related/Work in DC	30.7	24.1	17.0	23.7	46.5	13.3	8.4	22.0
Vacation*	39.7	45.6	44.9	43.5	40.4	71.7	72.5	62.2
Visiting family	12.7	13.3	15.2	13.8	5.4	14.2	16.7	12.3
School related	<u>16.9</u>	<u>17.0</u>	<u>23.0</u>	<u>19.1</u>	<u>7.8</u>	<u>0.8</u>	<u>2.5</u>	<u>3.5</u>
Total	100.0	100.0	100.1	100.1	100.0	100.0	100.0	100.0

(continued)

<u>Reason for Visit to Washington</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Fall</u>	<u>Dec.</u>	<u>Jan.</u>	<u>Feb.</u>	<u>Winter</u>	<u>Overall</u>
				<u>Total</u>				<u>Total</u>	<u>Total</u>
Business related/Work in DC	26.5	23.0	24.5	24.5	38.1	36.4	24.7	31.6	24.2
Vacation*	59.2	61.3	57.4	59.5	44.1	47.4	55.3	50.1	54.8
Visiting family	14.0	9.0	7.0	9.9	10.3	8.3	14.8	11.7	12.1
School related	<u>0.3</u>	<u>6.6</u>	<u>11.2</u>	<u>6.1</u>	<u>7.5</u>	<u>8.0</u>	<u>5.3</u>	<u>6.6</u>	<u>8.9</u>
Total	100.0	99.9	100.1	100.0	100.0	100.1	100.1	100.0	100.0



Table 32  
**Visits made by People 12 Years of Age or Older**  
Reason for Visit to Washington by Configuration of Group, 1994 - 1995 Total  
(In Percent)

<u>Reason for Visit to Washington</u>	<u>Configuration of Group</u>					<u>Total</u>
	<u>Alone</u>	<u>Two Adults</u>	<u>Several Adults</u>	<u>Adults with Kids</u>	<u>Tour/Teen/School Group</u>	
Business related	41.1	21.3	16.4	10.5	7.7	18.9
Vacation/recreation	32.1	60.5	57.9	67.4	25.5	53.6
Visiting family/friends	11.4	10.6	17.9	15.3	0.9	12.1
Shopping/restaurant	1.2	0.3	0.2	0.1	5.5	1.0
School related	3.9	2.5	2.2	2.7	57.1	9.0
Work in Washington	9.3	3.4	3.1	2.6	1.2	3.8
Personal business	<u>1.0</u>	<u>1.4</u>	<u>2.3</u>	<u>1.5</u>	<u>2.1</u>	<u>1.6</u>
<b>Total</b>	100.0	100.0	100.0	100.1	100.0	100.0

Table 33  
**Visits Made by People 12 Years of Age or Older**  
When the Decision to Visit NMNH was Made, 1994-1995 Seasons and Total  
(In Percent)

<u>When the Decision to Visit NMNH was Made</u>	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<i>Non-local Visitors:</i>					
Day of interview	17.3	19.0	20.0	28.4	19.7
After arrival in Washington	25.2	29.7	26.9	13.9	26.1
Before trip to Washington	<u>57.5</u>	<u>51.3</u>	<u>53.1</u>	<u>57.8</u>	<u>54.3</u>
<b>Total</b>	100.0	100.0	100.0	100.0	100.0
<i>Local Visitors:</i>					
Day of interview	45.3	45.4	49.1	53.7	48.2
Before day of interview	<u>54.7</u>	<u>54.6</u>	<u>50.9</u>	<u>46.3</u>	<u>51.9</u>
<b>Total</b>	100.0	100.0	100.0	100.0	100.1
<i>Season Totals</i>	28.8	36.9	21.0	13.3	100.0

Table 34  
**Total Population**  
Number of Days in Washington, D.C., 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				
	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Winter</i>	<i>Total</i>
<u>Number of Days in Washington, D.C.</u>					
Today only	22.8	20.9	20.6	24.6	21.8
2 days	8.2	14.0	15.2	17.6	12.9
3 days	19.7	17.0	17.7	14.7	17.7
4 days	16.0	13.2	13.6	10.6	13.8
5 days	13.8	11.1	11.7	9.2	11.8
6 days	4.9	3.7	4.6	5.8	4.5
1-2 weeks	13.0	15.7	13.1	13.6	14.2
More than 2 weeks	<u>1.8</u>	<u>4.3</u>	<u>3.6</u>	<u>3.8</u>	<u>3.4</u>
Total	100.1	100.0	100.0	100.0	100.0
<i>Season Totals</i>	28.2	37.8	20.7	13.2	99.9

Table 35  
**Visits Made by People 12 Years of Age or Older**  
Number of Days in Washington, D.C., 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				
	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Winter</i>	<i>Total</i>
<u>Number of Days in Washington, D.C.</u>					
Today only	22.5	20.2	19.9	21.5	21.0
2 days	8.0	14.7	15.7	17.8	13.2
3 days	19.9	17.9	16.3	14.6	17.9
4 days	15.5	12.3	14.5	11.6	13.6
5 days	14.2	11.0	11.3	9.5	11.9
6 days	4.6	3.6	5.0	5.9	4.5
1-2 weeks	13.5	15.3	13.3	15.1	14.3
More than 2 weeks	<u>1.8</u>	<u>5.0</u>	<u>4.0</u>	<u>4.1</u>	<u>3.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Season Totals</i>	28.8	36.9	21.0	13.3	100.0

Table 36  
**Visits Made by People 12 Years of Age or Older**  
Configuration of Group by Length of Visit to Washington, 1994-1995 Total  
(In Percent)

<u>Configuration of Group</u>	<u>Length of Visit to Washington</u>				<u>Total</u>
	<i>Less Than One Week</i>	<i>Today Only</i>	<i>1-2 Weeks</i>	<i>2 Weeks or Longer</i>	
One Adult	15.8	7.5	23.7	33.3	15.8
Two Adults	28.0	22.1	29.0	33.4	27.1
Several Adults	13.8	13.0	11.7	8.7	13.1
Adults with Children	31.4	35.0	29.0	22.4	31.5
School/Tour/Teen Group	<u>11.1</u>	<u>22.4</u>	<u>6.7</u>	<u>2.3</u>	<u>12.5</u>
Total	100.1	100.0	100.1	100.1	100.0

Table 37  
**Visits Made by People 12 Years of Age or Older**  
Geographic Origin of Visit by Length of Visit to Washington, 1994-1995 Total  
(In Percent)

<u>Geographic Origin of Visit</u>	<u>Length of Visit to Washington</u>				<u>Total</u>
	<i>Today Only</i>	<i>Less Than One Week</i>	<i>1-2 Weeks</i>	<i>2 Weeks or Longer</i>	
Foreign	6.0	11.1	25.5	42.8	13.3
Other US	93.8	88.9	74.5	57.2	86.7
Washington, DC	0.1	0.0	0.0	0.0	0.0
MD/VA Suburbs	<u>0.1</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>
Total	100.0	100.0	100.0	100.0	100.0

Table 38  
**Visits Made by People 12 Years of Age or Older**  
Length of Visit to Washington by Configuration of Group, 1994-1995 Total  
(In Percent)

<u>Length of Visit</u>	<u>Configuration of Group</u>					<u>Total</u>
	<i>Alone</i>	<i>Two Adults</i>	<i>Several Adults</i>	<i>Adults with Child(ren)</i>	<i>Tour/Teen/School Group</i>	
	...Distribution by Configuration of Group					
Today only	10.0	17.3	20.9	23.5	37.9	21.2
2 days	10.3	15.0	15.8	13.5	8.8	13.1
3 days	15.9	19.1	14.7	19.0	18.2	17.9
4 days	12.3	13.5	16.1	13.6	13.3	13.7
5 days	14.3	11.7	12.3	11.2	9.7	11.8
6 days	8.0	3.7	5.1	3.5	4.0	4.5
1-2 weeks	21.2	15.1	12.6	13.1	7.5	14.2
More than 2 weeks	<u>7.9</u>	<u>4.6</u>	<u>2.5</u>	<u>2.7</u>	<u>0.7</u>	<u>3.8</u>
Total	99.9	100.0	100.0	99.9	100.1	100.2
	...Distribution by Length of Visit					
Today only	7.5	22.1	13.0	35.0	22.4	100.0
2 days	12.4	31.0	15.9	32.4	8.4	100.1
3 days	14.1	28.9	10.8	33.5	12.7	100.0
4 days	14.3	26.7	15.5	31.4	12.1	100.0
5 days	19.2	27.0	13.7	29.9	10.2	100.0
6 days	28.0	21.9	14.8	24.1	11.1	99.9
1-2 weeks	23.7	29.0	11.7	29.0	6.7	100.1
More than 2 weeks	33.3	33.4	8.7	22.4	2.3	100.1
Total	15.8	27.1	13.1	31.5	12.5	100.0

Table 39  
**Visits Made by People 12 Years of Age or Older**  
Reasons for the Decision to Visit NMNH, 1994 and 1995 Seasons and Total  
(In Percent of all Responses)

	<u>Seasons</u>				<i>Total</i>
	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Winter</i>	
<i>Major Categories -</i>					
<u>Reasons for the Decision to Visit NMNH</u>					
Information sources	15.6	17.1	18.9	17.8	17.1
Social reasons	24.8	24.2	20.8	23.1	23.5
Recommendation	13.4	15.4	12.2	11.7	13.7
Repeat visit	14.0	9.2	10.9	34.6	14.2
Specific reason	19.2	21.4	22.7	18.4	20.7
Natural history interest/Ties	26.2	15.8	22.7	19.3	20.7
Wandered by	<u>9.4</u>	<u>10.9</u>	<u>13.6</u>	<u>8.8</u>	<u>10.8</u>
Total	122.6	114.0	121.8	133.7	120.7
<i>Detailed Categories -</i>					
<u>Reasons for the Decision to Visit NMNH</u>					
<b>Information sources:</b>					
SI Magazine	0.4	0.7	0.5	1.1	0.6
Castle/SI info	1.2	0.6	0.5	0.6	0.8
DC tourist info	0.4	0.3	0.4	0.0	0.3
Tourmobile/tour guide	0.8	1.7	0.1	0.2	1.0
Guide books	1.2	3.0	2.6	1.7	2.2
NMNH ad/PR	0.9	1.6	0.9	0.5	1.1
NMNH Reputation	10.9	9.3	13.4	13.6	11.2
<b>Other people:</b>					
Brought Out-of-Town Guests	1.9	2.8	4.9	4.4	3.2
Brought Children	6.8	11.9	8.5	11.2	9.6
Came with Family/Friends	2.9	4.9	2.2	4.1	3.6
Tour/School Group	13.3	4.5	5.2	3.2	7.1
Recommendation by family/friends	13.4	15.4	12.2	11.7	13.7
Repeat visit	14.0	9.2	10.9	34.6	14.2
<b>Specific reason:</b>					
Shopping/Eating	3.9	2.6	4.8	7.2	4.0
Specific Object	15.3	18.9	17.9	11.1	16.6
Ties/Natural history interest	26.2	15.8	22.7	19.3	20.7
Wandered by	<u>9.4</u>	<u>10.9</u>	<u>13.6</u>	<u>8.8</u>	<u>10.8</u>
Total	122.9	114.1	121.3	133.3	120.7
<i>Season Totals</i>	28.8	36.9	21.0	13.3	100.0

Table 40  
Visits Made by People 12 Years of Age or Older  
Select Characteristics by Reasons for the Decision to Visit NMNH, 1994-1995 Total  
(In Percent)

	<u>Reason for the Decision to Visit</u>							
	<i>Recommendation Family/Friends</i>	<i>Brought Out of Town Guests</i>	<i>Brought Children</i>	<i>Came With Family/Friends</i>	<i>Nat. History Interest</i>	<i>Castle/ SI Info</i>	<i>DC Tourist Info</i>	<i>Tourmobile/ Tour Guide</i>
<u>Configuration of Group</u>								
School Trip	2.5	0.5	3.1	0.4	6.1	12.5	0.0	0.0
Tour Group	4.2	0.5	1.6	0.8	1.2	0.0	0.0	23.4
Adult with Child(ren)	6.4	3.0	26.8	14.3	5.8	1.3	0.0	4.0
Adults with Child(ren)	24.8	23.6	59.3	36.5	18.6	17.0	9.5	11.5
One Other Adult	31.5	28.3	0.4	20.5	28.1	29.0	28.6	24.1
Group of Teens	3.2	3.4	0.4	3.4	1.7	2.8	0.0	0.0
Several Adults	15.9	40.2	1.6	22.1	13.3	19.6	36.5	14.8
Child(ren)	1.6	0.0	6.0	1.7	0.9	0.0	0.0	13.2
Alone	<u>9.9</u>	<u>0.5</u>	<u>0.9</u>	<u>0.4</u>	<u>24.2</u>	<u>17.7</u>	<u>25.4</u>	<u>8.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Visitor Type</u>								
First Time	69.5	7.5	28.6	30.9	49.8	56.9	91.7	71.6
Familiar	22.3	32.7	34.0	47.2	30.1	25.2	8.3	18.4
Frequent	<u>8.2</u>	<u>59.8</u>	<u>37.5</u>	<u>21.8</u>	<u>20.1</u>	<u>18.0</u>	<u>0.0</u>	<u>10.0</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 40 (continued)  
**Visits Made by People 12 Years of Age or Older**  
Select Characteristics by Reasons for the Decision to Visit NMNH, 1994-1995 Total  
(In Percent)

	<u>Reason for the Decision to Visit</u>								
	<i>Repeat Visit</i>	<i>NMNH Ad/PR</i>	<i>Wandered By</i>	<i>Reputation</i>	<i>Shop/Eat</i>	<i>SI Magazine</i>	<i>Guide Books</i>	<i>Tour/School Group</i>	<i>Specific Object</i>
<u>Configuration of Group</u>									
School Trip	3.8	6.3	2.2	4.9	0.0	0.0	0.0	66.4	2.9
Tour Group	1.0	0.0	1.4	3.3	0.2	0.0	1.5	11.5	2.2
Adult with Child(ren)	6.7	1.0	6.8	9.9	0.6	19.6	6.9	3.6	13.0
Adults with Child(ren)	14.9	18.1	13.4	16.6	6.8	17.5	30.0	5.8	21.7
One Other Adult	30.8	34.7	34.9	25.0	34.8	13.7	29.3	4.6	24.4
Group of Teens	1.2	0.0	3.0	1.5	0.0	0.0	1.5	2.0	1.8
Several Adults	13.4	21.6	13.3	14.2	16.1	9.7	11.6	4.2	11.8
Child(ren)	2.3	0.0	1.6	1.4	0.0	0.0	1.3	0.3	2.9
Alone	<u>25.8</u>	<u>18.3</u>	<u>23.4</u>	<u>23.1</u>	<u>41.5</u>	<u>39.4</u>	<u>17.8</u>	<u>1.6</u>	<u>19.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Visitor Type</u>									
First Time	1.6	58.9	49.1	65.6	11.4	64.6	79.9	58.0	40.7
Familiar	46.5	26.9	27.9	26.1	21.4	11.4	18.1	21.7	28.3
Frequent	<u>51.9</u>	<u>14.3</u>	<u>23.0</u>	<u>8.3</u>	<u>67.2</u>	<u>24.0</u>	<u>2.0</u>	<u>20.3</u>	<u>31.0</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 41  
**Visits Made by People 12 Years of Age or Older**  
Reasons for the Decision to Visit NMNH, 1994-1995 Months, Seasons and Total  
(In Percent of all Responses)

<u>Reasons for Decision to Visit</u>	<i>March</i>	<i>April</i>	<i>May</i>	<i>Spring</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Summer</i>
				<i>Total</i>				<i>Total</i>
Information sources	15.3	16.0	15.6	15.6	15.6	14.2	21.5	17.1
Social reasons	23.8	22.2	28.3	24.8	27.6	20.8	24.8	24.2
Recommendation	14.2	11.0	15.1	13.4	14.6	18.3	13.2	15.4
Repeat visit	22.8	11.7	8.8	14.0	9.8	7.5	10.6	9.2
Specific reason	18.0	18.3	21.2	19.2	24.8	20.5	19.4	21.4
Natural history interest/Ties	27.6	31.0	20.2	26.2	15.5	20.5	11.1	15.8
Wandered by	<u>11.6</u>	<u>7.7</u>	<u>9.3</u>	<u>9.4</u>	<u>12.5</u>	<u>8.9</u>	<u>11.7</u>	<u>10.9</u>
Total	133.3	117.9	118.5	122.6	120.4	110.7	112.3	114.0

(continued)

<u>Reasons for Decision to Visit</u>	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Fall</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Winter</i>	<i>Overall</i>
				<i>Total</i>				<i>Total</i>	<i>Total</i>
Information sources	14.0	23.2	17.9	18.9	20.4	15.9	17.6	17.8	17.1
Social reasons	13.8	18.9	30.2	20.8	20.2	23.2	24.7	23.1	23.5
Recommendation	15.4	9.9	12.1	12.2	12.3	9.9	12.7	11.7	13.7
Repeat visit	6.5	11.5	14.3	10.9	29.5	42.0	32.2	34.6	14.2
Specific reason	26.2	21.0	21.4	22.7	29.0	15.6	14.1	18.4	20.7
Natural history interest/Ties	24.1	25.7	17.4	22.7	18.1	20.6	19.1	19.3	20.7
Wandered by	<u>12.7</u>	<u>15.9</u>	<u>11.4</u>	<u>13.6</u>	<u>9.6</u>	<u>12.0</u>	<u>6.0</u>	<u>8.8</u>	<u>10.8</u>
Total	112.7	126.1	124.7	121.8	139.1	139.2	126.4	133.7	120.7



Table 42  
Visits Made by People 12 Years of Age or Older  
Purpose of NMNH, 1994-1995 Total  
(In Percent of Visitors)\*

<u>Purpose of NMNH</u>	
Education	59.6
Display	13.9
Research	<u>1.2</u>
Total	<u>74.7</u>

\* Because respondents could give more than one response to this question, people who gave multiple answers that fell under one of the broad categories were only counted once in these percentages.

Table 43  
Visits made by People 12 Years of Age or Older  
Purpose of NMNH, 1994 -1995 Seasons and Total  
(In Percent of all Responses)

<u>Purpose of NMNH</u>	<u>Seasons</u>				<u>Total</u>
	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Winter</i>	
<b>Education:</b>	<b>63.0</b>	<b>59.3</b>	<b>53.4</b>	<b>56.9</b>	<b>58.8</b>
General	30.3	30.0	24.3	24.5	28.2
Natural history	22.5	22.6	22.7	21.9	22.5
Cultures	7.4	5.2	5.4	8.9	6.4
National museum	2.8	1.5	1.0	1.8	1.8
<b>Display:</b>	<b>24.4</b>	<b>26.0</b>	<b>27.7</b>	<b>27.0</b>	<b>26.1</b>
General	4.5	5.2	6.0	3.1	4.9
Natural history	12.4	16.1	14.6	10.2	13.9
Cultures	5.5	4.2	6.0	11.2	5.9
National museum	2.0	0.6	1.1	2.4	1.3
<b>Research:</b>	<b>1.4</b>	<b>2.1</b>	<b>3.6</b>	<b>1.4</b>	<b>2.1</b>
General	0.6	0.9	1.0	0.7	0.8
Natural history	0.7	1.0	2.1	0.5	1.1
Cultures	0.1	0.2	0.5	0.2	0.2
Entertain/enjoy	4.6	4.7	5.4	5.9	5.0
Don't know	4.6	4.0	5.3	3.5	4.4
Preservation	1.9	3.5	2.8	3.7	2.9
Environmental awareness	<u>0.2</u>	<u>0.4</u>	<u>1.8</u>	<u>1.6</u>	<u>0.8</u>
Total	100.0	100.0	100.0	100.0	100.0
<i>Season Totals</i>	28.8	36.9	21.0	13.3	100.0

Table 44  
Visits Made by People 12 Years of Age or Older  
Visitor Perception of Staff Activities at NMNH, 1994 - 1995 Total  
(In Percent of Visitors)

<u>Perception of Staff Activities</u>	
Collection Based Research*	32.1
Primary Research*	22.3
Exhibition Development**	38.2
Exhibition Care/Updating**	36.1
Aquisition of Artifacts	12.1
Education/Public Programs	24.6
Administration/Operations	24.9
Don't Know	11.6
Named a Particular Scientist	0.7
Named a Discipline	1.4
Preservation/Conservation	<u>1.9</u>
Total	NA

\*In Figure 22, these are combined to show the percent of visitors who mentioned either Collection Based Research or Primary Research or both.

\*\*In Figure 22, these are combined to show the percent of visitors who mentioned either Exhibition Development or Exhibition Care/Updating or both.

Table 45  
Visits Made by People 12 Years of Age or Older  
Visitor Agenda for NMNH Visit, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				<i>Total</i>
	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Winter</i>	
<u>Visitor Agenda for NMNH Visit</u>					
General visit	36.8	32.6	34.2	33.0	34.2
Came to see something, general response	42.2	41.0	41.2	43.8	41.7
Came to see something, specific response	<u>21.1</u>	<u>26.4</u>	<u>24.6</u>	<u>23.2</u>	<u>24.0</u>
Total	100.1	100.0	100.0	100.0	99.9

Table 46  
Visits Made by People 12 Years of Age or Older  
Visitor Agenda by Configuration of Group, 1994-1995 Total  
(In Percent)

	<u>Configuration of Group</u>					<i>Total</i>
	<i>One Adult</i>	<i>Two Adults</i>	<i>Several Adults</i>	<i>Adults with Child(ren)</i>	<i>School/Teen/Tour Group</i>	
<u>Visitor Agenda -</u>						
<u>Came to See Something General</u>						
Gems/Minerals	9.8	10.2	12.3	7.9	8.1	9.4
Dinosaurs	9.2	13.6	14.5	29.6	19.2	18.7
Indians/Eskimos	2.3	1.1	2.0	1.1	2.2	1.6
Mammals/Ecology	3.5	1.8	0.9	2.0	2.6	2.1
New Exhibitions	1.5	0.4	0.2	0.2	0.7	0.6
Exhibition	2.9	2.6	1.3	3.0	2.4	2.6
Insect Zoo	2.7	1.7	1.9	3.9	4.0	2.9
Discovery Room	0.2	0.0	0.0	0.5	0.3	0.2
Public Programs	1.7	0.8	0.1	0.0	0.0	0.5
Shop	7.5	1.6	0.4	0.1	0.3	1.9
Eat	1.0	2.4	3.2	0.4	0.0	1.3
Nothing	34.5	37.9	37.2	30.3	33.9	34.3
Specific	<u>23.2</u>	<u>26.0</u>	<u>26.2</u>	<u>21.0</u>	<u>26.3</u>	<u>23.98</u>
Total	100.0	100.1	100.2	100.0	100.0	100.1

Table 47  
Visits Made by People 12 Years of Age or Older  
Visitor Agenda by Season, 1994 - 1995 Total  
(In Percent)

	<u>Season</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<u>Visitor Agenda -</u>	...Distribution by Season				
<u>Came to See Something General</u>					
Gems/Minerals	9.1	9.5	10.4	9.5	9.6
Dinosaurs	20.7	18.9	16.1	17.7	18.7
Indians/Eskimos	1.5	1.3	1.5	2.2	1.5
Mammals/Ecology	2.4	2.3	1.7	1.8	2.1
New Exhibitions	0.3	0.3	1.0	0.7	0.5
Exhibition	1.5	4.3	2.0	0.7	2.5
Insect Zoo	3.4	2.1	3.3	3.4	2.9
Discovery Room	0.1	0.6	0.1	0.0	0.3
Public Programs	0.5	0.2	0.9	0.8	0.5
Shop	2.0	0.7	2.1	4.1	1.8
Eat	0.7	0.9	2.1	2.8	1.3
Nothing	36.8	32.6	34.2	33.0	34.2
Specific	<u>21.1</u>	<u>26.4</u>	<u>24.6</u>	<u>23.2</u>	<u>24.0</u>
Total	100.1	100.1	100.0	99.9	99.9
	...Distribution by Visitor Agenda				
Gems/Minerals	27.6	36.5	23.2	12.7	100.0
Dinosaurs	32.4	37.2	18.3	12.1	100.0
Indians/Eskimos	28.8	31.7	21.3	18.2	100.0
Mammals/Ecology	32.5	39.6	16.9	11.0	100.0
New Exhibitions	18.2	23.4	40.9	17.6	100.1
Exhibition	16.9	62.9	16.5	3.7	100.0
Insect Zoo	34.3	26.8	23.9	15.0	100.0
Discovery Room	9.8	82.3	7.9	0.0	100.0
Public Programs	29.9	11.0	39.1	20.0	100.0
Shop	32.7	13.4	24.8	29.1	100.0
Eat	14.9	25.7	32.8	26.6	100.0
Nothing	31.3	35.1	21.3	12.3	100.0
Specific	25.6	40.4	21.7	12.3	100.0
Total	29.2	36.8	21.2	12.8	100.0

Table 48  
Visits Made by People 12 Years of Age or Older  
Visitor Agenda (General) by Respondent Gender, 1994-1995 Total  
(In Percent)

	<u>Gender</u>		<i>Total</i>
	<i>Male</i>	<i>Female</i>	
<u>Visitor Agenda -</u>			
<u>Came to See Something General</u>			
Gems/Minerals	7.4	11.9	9.6
Dinosaurs	19.3	18.0	18.7
Indians/Eskimos	1.5	1.5	1.5
Mammals/Ecology	2.2	2.1	2.1
New Exhibitions	0.8	0.3	0.5
Exhibition	2.3	2.7	2.5
Insect Zoo	2.8	2.9	2.9
Discovery Room	0.2	0.4	0.3
Public Programs	0.5	0.5	0.5
Shop	1.4	2.3	1.8
Eat	1.2	1.5	1.3
Nothing	40.1	27.9	34.2
Specific	<u>20.4</u>	<u>27.9</u>	<u>24.0</u>
<b>Total</b>	<b>100.1</b>	<b>99.9</b>	<b>99.9</b>

Table 49  
Visits Made by People 12 Years of Age or Older  
Visitor Agenda (Specific) by Respondent Gender, 1994-1995 Total  
(In Percent)

	<u>Gender</u>		
	<i>Male</i>	<i>Female</i>	<i>Total</i>
<u>Visitor Agenda -</u>	...Distribution by Gender		
<u>Came to See Something Specific</u>			
Gems/Minerals	4.0	6.3	5.1
Dinosaurs	0.4	0.3	0.3
Indians/Eskimos	0.2	0.0	0.2
Mammals/Ecology	0.4	0.4	0.4
Insect Zoo	0.1	0.1	0.1
Public Programs	0.1	0.3	0.2
Closed Exhibit	0.6	0.8	0.7
Asian Cultures	0.1	0.6	0.3
Birds	0.4	0.4	0.4
Osteology	0.0	0.1	0.0
Naturalist Center	0.2	0.0	0.1
Specific in exhibit	0.2	0.3	0.3
Other	1.0	1.4	1.2
Temporary Exhibit	0.3	0.9	0.6
Spiders!	6.9	7.6	7.2
Cultures/Museum of Man	0.9	1.3	1.1
Natural History Item	2.1	2.9	2.5
Hope Diamond	2.6	4.4	3.5
Something in General	39.5	44.1	41.7
Nothing	<u>40.1</u>	<u>27.9</u>	<u>34.2</u>
Total	100.1	100.1	100.1

Table 49 (continued)  
**Visits Made by People 12 Years of Age or Older**  
Visitor Agenda (Specific) by Respondent Gender, 1994-1995 Total  
(In Percent)

	<u>Gender</u>		
	<i>Male</i>	<i>Female</i>	<i>Total</i>
<u>Visitor Agenda -</u>	...Distribution by Visitor Agenda		
<u>Came to See Something Specific</u>			
Gems/Minerals	40.6	59.4	100.0
Dinosaurs	57.1	43.0	100.1
Indians/Eskimos	86.1	13.9	100.0
Mammals/Ecology	51.0	49.0	100.0
Insect Zoo	52.6	47.4	100.0
Public Programs	22.7	77.3	100.0
Closed Exhibit	46.8	53.2	100.0
Asian Cultures	12.3	87.7	100.0
Birds	55.3	44.7	100.0
Osteology	42.7	57.3	100.0
Naturalist Center	100.0	0.0	100.0
Specific in exhibit	37.5	62.5	100.0
Other	43.8	56.2	100.0
Temporary Exhibit	27.5	72.5	100.0
Spiders!	49.4	50.6	100.0
Cultures/Museum of Man	41.9	58.1	100.0
Natural History Item	44.2	55.8	100.0
Hope Diamond	38.8	61.2	100.0
Something in General	49.1	50.9	100.0
Nothing	60.7	39.3	100.0
<b>Total</b>	<b>51.8</b>	<b>48.2</b>	<b>100.0</b>



Table 50  
Visits Made by People 12 Years of Age or Older  
Visitor Agenda by Configuration of Group, 1994-1995 Total  
(In Percent)

	<u>Configuration of Group</u>					<i>Total</i>
	<i>One Adult</i>	<i>Two Adults</i>	<i>Several Adults</i>	<i>Adults with Child(ren)</i>	<i>School/Teen/Tour Group</i>	
<u>Visitor Agenda -</u>	...Distributed by Group Configuration					
<u>Came to See Something Specific</u>						
Gems/Minerals	2.3	6.8	4.8	3.5	10.3	5.1
Dinosaurs	0.6	0.7	0.0	0.1	0.4	0.4
Indians/Eskimos	0.2	0.3	0.4	0.0	0.0	0.2
Mammals/Ecology	0.0	0.5	1.3	0.3	0.2	0.4
Insect Zoo	0.1	0.0	0.0	0.2	0.0	0.1
Public Programs	0.4	0.2	0.1	0.1	0.0	0.2
Closed Exhibit	0.6	0.7	0.5	0.6	1.5	0.7
Asian Cultures	0.8	0.1	0.0	0.2	0.7	0.3
Birds	0.6	0.6	0.3	0.3	0.4	0.4
Osteology	0.1	0.1	0.0	0.0	0.0	0.0
Naturalist Center	0.5	0.0	0.0	0.0	0.0	0.1
Specific in exhibit	0.0	0.5	0.1	0.3	0.2	0.3
Other	1.1	1.2	1.6	1.0	1.2	1.2
Temporary Exhibit	1.2	1.1	0.2	0.2	0.2	0.6
Spiders!	9.3	6.0	4.6	9.2	2.7	7.1
Cultures/Museum of Man	1.2	0.5	2.2	0.8	1.7	1.1
Natural History Item	2.8	2.3	4.0	1.9	2.8	2.5
Hope Diamond	1.6	4.6	6.1	2.4	4.2	3.5
Something in General	42.3	36.1	36.6	48.7	39.8	41.7
Nothing	<u>34.5</u>	<u>37.9</u>	<u>37.2</u>	<u>30.3</u>	<u>33.9</u>	<u>33.9</u>
Total	100.2	100.2	100.0	100.1	100.2	99.8

Table 50 (continued)  
**Visits Made by People 12 Years of Age or Older**  
Visitor Agenda by Configuration of Group, 1994-1995 Total  
(In Percent)

	<u>Configuration of Group</u>					<i>Total</i>
	<i>One Adult</i>	<i>Two Adults</i>	<i>Several Adults</i>	<i>Adults with Child(ren)</i>	<i>School/Teen/Tour Group</i>	
<u>Visitor Agenda -</u>	...Distributed by Visitor Agenda					
<u>Came to See Something Specific</u>						
Gems/Minerals	8.0	34.4	12.3	22.3	23.0	100.0
Dinosaurs	28.3	51.7	1.2	6.8	12.0	100.0
Indians/Eskimos	20.3	43.2	36.6	0.0	0.0	100.1
Mammals/Ecology	0.0	28.9	40.4	24.8	6.0	100.1
Insect Zoo	16.8	0.0	0.0	83.2	0.0	100.0
Public Programs	41.6	31.2	11.3	15.9	0.0	100.0
Closed Exhibit	14.3	25.2	8.9	27.6	24.1	100.1
Asian Cultures	43.1	8.7	0.0	22.6	25.7	100.1
Birds	23.7	35.6	7.6	23.5	9.7	100.1
Osteology	57.3	42.7	0.0	0.0	0.0	100.0
Naturalist Center	100.0	0.0	0.0	0.0	0.0	100.0
Specific in exhibit	3.0	52.9	5.8	31.2	7.2	100.1
Other	16.1	27.0	18.0	27.7	11.3	100.1
Temporary Exhibit	33.7	47.5	4.4	11.2	3.2	100.0
Spiders!	23.4	22.0	8.4	41.9	4.3	100.0
Cultures/Museum of Man	20.0	11.6	25.7	24.8	17.9	100.0
Natural History Item	19.9	23.3	20.6	23.6	12.7	100.1
Hope Diamond	7.9	33.8	22.7	22.1	13.6	100.1
Something in General	17.9	22.3	11.4	37.6	10.8	100.0
Nothing	17.7	28.5	14.1	28.5	11.2	100.0
<b>Total</b>	17.6	25.8	13.0	32.2	11.3	99.9

Table 51  
Visits Made by People 12 Years of Age or Older  
Visitor Agenda by Season, 1994 - 1995 Total  
(In Percent)

<u>Visitor Agenda -</u>	<u>Season</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<u>Came to See Something Specific</u>					
Gems/Minerals	10.6	2.2	2.1	5.8	5.1
Dinosaurs	0.5	0.0	0.0	1.5	0.3
Indians/Eskimos	0.1	0.1	0.0	0.8	0.2
Mammals/Ecology	0.9	0.2	0.0	0.4	0.4
Insect Zoo	0.1	0.1	0.0	0.1	0.1
Public Programs	0.6	0.0	0.1	0.0	0.2
Closed Exhibit	1.0	0.6	0.5	0.6	0.7
Asian Cultures	0.3	0.3	0.3	0.3	0.3
Birds	0.7	0.3	0.3	0.3	0.4
Osteology	0.1	0.0	0.0	0.2	0.0
Naturalist Center	0.1	0.2	0.0	0.0	0.1
Specific in exhibit	0.2	0.4	0.1	0.1	0.3
Other	0.5	1.3	1.2	2.2	1.2
Temporary Exhibit	0.8	0.2	0.8	0.9	0.6
Spiders!	0.1	12.4	9.2	4.9	7.2
Cultures/Museum of Man	0.7	0.8	1.8	1.7	1.1
Natural History Item	0.6	3.6	4.3	0.6	2.5
Hope Diamond	3.3	3.5	4.1	2.9	3.5
Something in General	42.2	41.0	41.2	43.8	41.7
Nothing	<u>36.8</u>	<u>32.6</u>	<u>34.2</u>	<u>33.0</u>	<u>34.2</u>
Total	100.2	99.8	100.2	100.1	100.1

Table 52a  
**Visits made by People 12 Years of Age or Older**  
**Where Visitors Spent Time in NMNH by Visit Pattern, Summer and Fall Seasons**  
(In Percent)

	<b>Summer and Fall</b>					<i>Total</i>
	<b>Visit Pattern</b>					
	<i>First, Last, Most all the Same</i>	<i>First, Last the Same</i>	<i>Last, Most the Same</i>	<i>First, Most the Same</i>	<i>First, Last, Most all Different</i>	
<b>Where Visitors Spent Time in NMNH</b>						
<i>First Stop:</i>						
<b>Dinosaurs/Fossils</b>	15.4	21.9	22.7	40.9	28.4	29.0
<b>Other Floor 1 Exhibitions:</b>	6.5	17.1	16.8	11.7	16.8	13.6
Indians/Eskimos	1.6	5.5	3.1	4.5	3.9	3.6
Mammals	3.6	11.6	8.4	5.3	7.5	6.4
Birds	0.4	0.0	3.8	0.8	3.2	2.1
Life in Ancient Seas	0.3	0.0	1.5	0.9	1.8	1.2
Discovery Room	0.6	0.0	0.0	0.2	0.4	0.3
<b>Gems/Minerals</b>	12.9	4.5	7.5	14.0	5.6	9.7
<b>Other Floor 2 Exhibitions:</b>	9.0	21.5	7.8	6.4	7.4	7.7
Geology	1.0	0.0	0.9	1.0	0.8	0.9
Insect Zoo	3.7	5.9	1.9	1.6	2.7	2.4
Other	4.3	15.6	5.0	3.8	3.9	4.4
<b>Special Exhibition- Spiders!</b>	33.4	31.5	39.4	25.1	35.7	32.6
<b>Shop/Eat</b>	18.1	1.5	5.5	1.1	5.2	6.0
<b>Don't Know</b>	<u>4.7</u>	<u>2.0</u>	<u>0.3</u>	<u>0.8</u>	<u>0.9</u>	<u>1.4</u>
<b>Total</b>	100.0	100.0	100.0	100.0	100.0	100.0

Table 52a (continued)  
**Visits made by People 12 Years of Age or Older**  
**Where Visitors Spent Time in NMNH by Visit Pattern, Summer and Fall Seasons**  
(In Percent)

	Summer and Fall					Total
	Visit Pattern					
<i>Where Visitors Spent Time in NMNH</i>	<i>First, Last, Most all the Same</i>	<i>First, Last the Same</i>	<i>Last, Most the Same</i>	<i>First, Most the Same</i>	<i>First, Last, Most all Different</i>	
<i>Last Stop:</i>						
Dinosaurs/Fossils	15.4	21.9	21.8	10.9	12.9	14.5
Other Floor 1 Exhibitions:	6.5	17.1	21.9	25.8	29.6	22.9
Indians/Eskimos	1.6	5.5	8.9	5.3	7.4	6.0
Mammals	3.6	11.6	10.9	13.9	13.6	11.5
Birds	0.4	0.0	0.8	4.3	5.1	3.2
Life in Ancient Seas	0.3	0.0	1.0	1.8	3.1	1.8
Discovery Room	0.6	0.0	0.3	0.5	0.4	0.4
Gems/Minerals	12.9	4.5	30.3	22.2	21.4	21.6
Other Floor 2 Exhibitions:	9.1	21.5	9.9	17.4	16.9	11.8
Geology	1.0	0.0	2.1	2.3	2.2	2.0
Insect Zoo	3.7	5.9	3.2	8.0	7.9	6.4
Other	4.4	15.6	4.6	7.1	6.8	3.4
Special Exhibition- Spiders!	33.4	31.5	12.2	17.7	13.4	18.0
Shop/Eat	18.1	1.5	3.0	4.6	5.2	9.6
Don't Know	<u>4.7</u>	<u>2.0</u>	<u>0.9</u>	<u>1.4</u>	<u>0.6</u>	<u>1.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
<i>Most Time:</i>						
Dinosaurs/Fossils	15.4	9.0	21.8	40.9	16.4	24.8
Other Floor 1 Exhibitions:	6.5	10.7	21.9	11.7	21.8	16.0
Indians/Eskimos	1.6	0.0	8.9	4.5	6.4	5.4
Mammals	3.6	5.5	10.9	5.3	9.6	7.5
Birds	0.4	2.6	0.8	0.8	2.7	1.4
Life in Ancient Seas	0.3	2.6	1.0	0.9	1.4	1.0
Discovery Room	0.6	0.0	0.3	0.2	1.7	0.7
Gems/Minerals	12.9	14.8	30.3	14.0	20.4	18.9
Other Floor 2 Exhibitions:	9.0	18.2	9.9	6.4	10.3	9.0
Geology	1.0	6.5	2.1	1.0	2.2	1.7
Insect Zoo	3.7	3.9	3.2	1.6	4.4	3.2
Other	4.3	7.8	4.6	3.8	3.7	4.1
Special Exhibition- Spiders!	33.4	2.2	12.2	25.1	5.1	17.3
Shop/Eat	18.1	15.5	3.0	1.1	3.3	5.1
Don't Know	<u>4.7</u>	<u>29.6</u>	<u>0.9</u>	<u>0.8</u>	<u>22.7</u>	<u>8.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

Table 52b  
**Visits made by People 12 Years of Age or Older**  
 Where Visitors Spent Time in NMNH by Visit Pattern, Winter Season  
 (In Percent)

	Winter Visit Pattern					Total
	<i>First, Last, Most all the Same</i>	<i>First, Last the Same</i>	<i>Last, Most the Same</i>	<i>First, Most the Same</i>	<i>First, Last, Most all Different</i>	
<b>Where Visitors Spent Time in NMNH</b>						
<i>First Stop:</i>						
Dinosaurs/Fossils	32.5	66.0	31.3	49.3	25.1	35.5
Other Floor 1 Exhibitions:	10.1	0.0	21.9	22.1	31.3	21.9
Indians/Eskimos	1.4	0.0	5.5	7.0	6.6	5.3
Mammals	4.9	0.0	3.3	9.2	17.2	9.3
Birds	2.9	0.0	6.4	2.7	2.4	3.4
Life in Ancient Seas	0.9	0.0	6.7	2.8	5.1	3.8
Discovery Room	0.0	0.0	0.0	0.4	0.0	0.1
Gems/Minerals	8.4	34.0	22.8	2.7	9.1	9.9
Other Floor 2 Exhibitions:	9.6	0.0	6.8	13.2	11.2	10.3
Geology	0.0	0.0	0.2	0.7	0.0	0.3
Insect Zoo	1.4	0.0	0.5	7.5	2.5	3.3
Other	8.2	0.0	6.1	5.0	8.7	6.7
Special Exhibition	12.1	0.0	10.3	6.7	15.4	11.0
Shop/Eat	24.8	0.0	6.9	3.9	7.6	10.1
Don't Know	2.5	0.0	0.0	2.1	0.3	1.3
Total	100.0	100.0	100.0	100.0	100.0	100.0
<i>Last Stop:</i>						
Dinosaurs/Fossils	32.5	66.0	18.7	13.3	15.4	19.5
Other Floor 1 Exhibitions:	10.1	0.0	34.5	36.6	35.4	29.7
Indians/Eskimos	1.4	0.0	15.7	8.0	8.8	8.2
Mammals	4.9	0.0	13.6	11.3	8.2	9.4
Birds	2.9	0.0	1.3	9.7	9.3	6.4
Life in Ancient Seas	0.9	0.0	2.9	5.1	9.1	4.8
Discovery Room	0.0	0.0	1.0	2.5	0.0	0.9
Gems/Minerals	8.4	34.0	5.3	18.7	20.0	14.3
Other Floor 2 Exhibitions:	9.6	0.0	25.9	16.3	18.0	17.1
Geology	0.0	0.0	0.2	1.5	0.9	0.7
Insect Zoo	1.4	0.0	19.0	5.2	9.4	8.2
Other	8.2	0.0	6.7	9.6	7.7	8.2
Special Exhibition	12.1	0.0	2.7	3.7	2.9	5.1
Shop/Eat	24.8	0.0	7.0	9.9	8.3	12.1
Don't Know	2.5	0.0	5.9	1.5	0.0	2.2
Total	100.0	100.0	100.0	100.0	100.0	100.0

(cont.)

Table 52b (continued)  
**Visits made by People 12 Years of Age or Older**  
Where Visitors Spent Time in NMNH by Visit Pattern, Winter Season  
(In Percent)

	<u>Winter</u>					<i>Total</i>
	<u>Visit Pattern</u>					
<u>Where Visitors Spent Time in NMNH</u>	<i>First, Last, Most all the Same</i>	<i>First, Last the Same</i>	<i>Last, Most the Same</i>	<i>First, Most the Same</i>	<i>First, Last, Most all Different</i>	
<i>Most Time:</i>						
<b>Dinosaurs/Fossils</b>	<b>32.5</b>	<b>16.3</b>	<b>18.7</b>	<b>49.3</b>	<b>13.3</b>	<b>29.5</b>
<b>Other Floor 1 Exhibitions:</b>	<b>10.1</b>	<b>49.9</b>	<b>34.5</b>	<b>22.1</b>	<b>30.7</b>	<b>24.4</b>
Indians/Eskimos	1.4	0.0	15.7	7.0	6.6	7.3
Mammals	4.9	49.9	13.6	9.2	14.0	10.7
Birds	2.9	0.0	1.3	2.7	2.1	2.3
Life in Ancient Seas	0.9	0.0	2.9	2.8	6.4	3.4
Discovery Room	0.0	0.0	1.0	0.4	1.6	0.7
<b>Gems/Minerals</b>	<b>8.4</b>	<b>0.0</b>	<b>5.3</b>	<b>2.7</b>	<b>2.2</b>	<b>4.3</b>
<b>Other Floor 2 Exhibitions:</b>	<b>9.6</b>	<b>16.1</b>	<b>25.9</b>	<b>13.2</b>	<b>16.1</b>	<b>15.7</b>
Geology	0.0	0.0	0.2	0.7	1.9	0.8
Insect Zoo	1.4	5.0	19.0	7.5	9.3	8.9
Other	8.2	11.1	6.7	5.0	4.9	6.0
<b>Special Exhibition</b>	<b>12.1</b>	<b>0.0</b>	<b>2.7</b>	<b>6.7</b>	<b>0.7</b>	<b>5.4</b>
<b>Shop/Eat</b>	<b>24.8</b>	<b>0.0</b>	<b>7.0</b>	<b>3.9</b>	<b>7.1</b>	<b>10.0</b>
<b>Don't Know</b>	<b>2.5</b>	<b>17.7</b>	<b>5.9</b>	<b>2.1</b>	<b>29.9</b>	<b>10.7</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 52c  
**Visits made by People 12 Years of Age or Older**  
**Where Visitors Spent Time in NMNH by Visit Pattern, Spring Season**  
(In Percent)

	Spring					Total
	Visit Pattern					
	<i>First, Last, Most all the Same</i>	<i>First, Last the Same</i>	<i>Last, Most the Same</i>	<i>First, Most the Same</i>	<i>First, Last, Most all Different</i>	
<b>Where Visitors Spent Time in NMNH</b>						
<i>First Stop:</i>						
Dinosaurs/Fossils	23.1	8.0	38.0	51.2	32.9	37.9
Other Floor 1 Exhibitions:	19.0	10.7	28.1	23.9	42.7	28.3
Indians/Eskimos	5.7	4.3	9.8	4.7	10.7	7.3
Mammals	9.5	0.0	14.3	14.9	15.2	13.5
Birds	2.1	6.4	2.1	2.5	9.8	4.3
Life in Ancient Seas	0.1	0.0	1.7	1.1	6.7	2.5
Discovery Room	1.6	0.0	0.2	0.7	0.3	0.7
Gems/Minerals	17.0	19.7	12.3	13.8	10.1	13.3
Other Floor 2 Exhibitions:	13.6	27.3	10.0	9.8	9.5	10.8
Geology	0.2	0.0	0.0	0.4	2.3	0.8
Insect Zoo	3.3	10.3	1.9	4.7	2.4	3.5
Other	10.1	17.0	8.1	4.7	4.8	6.5
Special Exhibition	1.6	0.0	0.0	0.0	0.8	0.5
Shop/Eat	14.8	2.8	10.6	0.4	3.5	5.8
Don't Know	<u>10.9</u>	<u>31.5</u>	<u>1.0</u>	<u>0.9</u>	<u>0.5</u>	<u>3.4</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
<i>Last Stop:</i>						
Dinosaurs/Fossils	23.1	8.0	22.6	11.8	12.0	15.8
Other Floor 1 Exhibitions:	19.0	10.7	15.9	31.6	26.1	24.5
Indians/Eskimos	5.7	4.3	7.3	8.7	6.9	7.3
Mammals	9.5	0.0	5.7	9.5	8.7	8.4
Birds	2.1	6.4	2.0	9.7	7.0	6.1
Life in Ancient Seas	0.1	0.0	0.3	3.7	2.4	2.0
Discovery Room	1.6	0.0	0.6	0.0	1.1	0.7
Gems/Minerals	17.0	19.7	31.1	22.3	24.3	23.3
Other Floor 2 Exhibitions:	13.6	27.3	22.2	17.2	23.2	19.2
Geology	0.2	0.0	0.5	1.6	0.8	0.9
Insect Zoo	3.3	10.3	13.7	5.4	14.1	8.8
Other	10.1	17.0	8.0	10.2	8.3	9.5
Special Exhibition	1.6	0.0	0.0	0.0	0.0	0.3
Shop/Eat	14.8	2.8	4.5	12.7	11.0	11.0
Don't Know	<u>10.9</u>	<u>31.5</u>	<u>3.7</u>	<u>4.4</u>	<u>3.4</u>	<u>5.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

(cont.)



Table 52c (continued)  
**Visits made by People 12 Years of Age or Older**  
**Where Visitors Spent Time in NMNH by Visit Pattern, Spring Season**  
(In Percent)

	<b>Spring</b>					<i>Total</i>
	<b>Visit Pattern</b>					
	<i>First, Last, Most all the Same</i>	<i>First, Last the Same</i>	<i>Last, Most the Same</i>	<i>First, Most the Same</i>	<i>First, Last, Most all Different</i>	
<b>Where Visitors Spent Time in NMNH</b>						
<i>Most Time:</i>						
<b>Dinosaurs/Fossils</b>	<b>23.1</b>	<b>7.5</b>	<b>22.6</b>	<b>51.2</b>	<b>17.8</b>	<b>18.6</b>
<b>Other Floor 1 Exhibitions:</b>	<b>19.0</b>	<b>22.7</b>	<b>15.9</b>	<b>23.9</b>	<b>26.4</b>	<b>22.3</b>
Indians/Eskimos	5.7	0.0	7.3	4.7	9.0	6.4
Mammals	9.5	9.7	5.7	14.9	14.3	12.0
Birds	2.1	3.4	2.0	2.5	1.4	2.1
Life in Ancient Seas	0.1	6.9	0.3	1.1	1.3	1.0
Discovery Room	1.6	2.7	0.6	0.7	0.4	0.8
<b>Gems/Minerals</b>	<b>17.0</b>	<b>16.6</b>	<b>31.1</b>	<b>13.8</b>	<b>17.8</b>	<b>18.6</b>
<b>Other Floor 2 Exhibitions:</b>	<b>13.6</b>	<b>21.9</b>	<b>22.2</b>	<b>9.8</b>	<b>12.2</b>	<b>26.2</b>
Geology	0.2	0.0	0.5	0.4	1.7	0.7
Insect Zoo	3.3	8.1	13.7	4.7	5.0	6.2
Other	10.1	13.8	8.0	4.7	5.5	19.3
<b>Special Exhibition</b>	<b>1.6</b>	<b>4.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.5</b>
<b>Shop/Eat</b>	<b>14.8</b>	<b>18.1</b>	<b>4.5</b>	<b>0.4</b>	<b>3.1</b>	<b>4.9</b>
<b>Don't Know</b>	<b>10.9</b>	<b>8.4</b>	<b>3.7</b>	<b>0.9</b>	<b>22.4</b>	<b>8.9</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 52d  
Visits made by People 12 Years of Age or Older  
Where Visitors Spent Time in NMNH by Visit Pattern, Total  
(In Percent)

	<u>Total</u>					<u>Total</u>
	<u>Visit Pattern</u>					
<u>Where Visitors Spent Time in NMNH</u>	<i>First, Last, Most all the Same</i>	<i>First, Last the Same</i>	<i>Last, Most the Same</i>	<i>First, Most the Same</i>	<i>First, Last, Most all Different</i>	
<i>First Stop:</i>						
Dinosaurs/Fossils	20.5	18.4	28.2	45.2	29.1	32.4
<b>Other Floor 1 Exhibitions:</b>	<b>10.9</b>	<b>13.8</b>	<b>20.7</b>	<b>17.0</b>	<b>25.0</b>	<b>18.9</b>
Indians/Eskimos	2.8	4.8	5.3	4.9	5.9	4.9
Mammals	5.6	6.5	9.3	8.9	10.6	8.8
Birds	1.3	2.5	3.7	1.6	4.8	2.9
Life in Ancient Seas	0.4	0.0	2.3	1.2	3.4	1.9
Discovery Room	0.8	0.0	0.1	0.4	0.3	0.4
<b>Gems/Minerals</b>	<b>13.4</b>	<b>11.8</b>	<b>11.0</b>	<b>12.6</b>	<b>7.1</b>	<b>10.8</b>
<b>Other Floor 2 Exhibitions:</b>	<b>10.5</b>	<b>22.8</b>	<b>8.2</b>	<b>8.2</b>	<b>8.3</b>	<b>9.0</b>
Geology	0.6	0.0	0.6	0.8	1.1	0.8
Insect Zoo	3.2	7.4	1.7	3.3	2.6	2.9
Other	6.7	15.4	5.9	4.1	4.6	5.3
<b>Special Exhibition</b>	<b>20.2</b>	<b>17.7</b>	<b>24.3</b>	<b>14.8</b>	<b>24.7</b>	<b>20.5</b>
<b>Shop/Eat</b>	<b>18.2</b>	<b>2.0</b>	<b>7.1</b>	<b>1.2</b>	<b>5.1</b>	<b>6.5</b>
<b>Don't Know</b>	<b>6.3</b>	<b>13.5</b>	<b>0.5</b>	<b>1.0</b>	<b>0.7</b>	<b>2.0</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<i>Overall total for visit pattern*</i>	17.6	1.7	18.5	32.4	29.9	100.1
<i>Last Stop:</i>						
Dinosaurs/Fossils	20.5	18.4	21.6	11.5	13.0	15.5
<b>Other Floor 1 Exhibitions:</b>	<b>10.9</b>	<b>13.8</b>	<b>21.8</b>	<b>29.0</b>	<b>29.4</b>	<b>24.4</b>
Indians/Eskimos	2.8	4.8	9.3	6.7	7.5	6.7
Mammals	5.6	6.5	9.8	12.2	11.7	10.3
Birds	1.3	2.5	1.2	6.7	6.1	4.5
Life in Ancient Seas	0.4	0.0	1.1	2.8	3.6	2.3
Discovery Room	0.8	0.0	0.4	0.6	0.5	0.6
<b>Gems/Minerals</b>	<b>13.4</b>	<b>11.8</b>	<b>27.1</b>	<b>21.8</b>	<b>21.9</b>	<b>21.2</b>
<b>Other Floor 2 Exhibitions:</b>	<b>10.5</b>	<b>22.8</b>	<b>15.8</b>	<b>17.1</b>	<b>18.7</b>	<b>16.2</b>
Geology	0.6	0.0	1.4	2.0	1.7	1.5
Insect Zoo	3.2	7.4	8.3	6.8	9.6	7.3
Other	6.7	15.4	6.1	8.3	7.4	7.4
<b>Special Exhibition</b>	<b>20.2</b>	<b>17.7</b>	<b>7.4</b>	<b>10.4</b>	<b>8.8</b>	<b>11.2</b>
<b>Shop/Eat</b>	<b>18.2</b>	<b>2.0</b>	<b>4.0</b>	<b>7.8</b>	<b>7.0</b>	<b>8.6</b>
<b>Don't Know</b>	<b>6.3</b>	<b>13.5</b>	<b>2.4</b>	<b>2.4</b>	<b>1.3</b>	<b>2.9</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<i>Overall total for visit pattern*</i>	17.6	1.7	18.5	32.3	29.8	99.9

\* Difference in overall total for visit pattern due to slight differences in N.

Table 52d (continued)  
**Visits made by People 12 Years of Age or Older**  
**Where Visitors Spent Time in NMNH by Visit Pattern, Total**  
(In Percent)

	<b>Total</b>					<b>Total</b>
	<b>Visit Pattern</b>					
<b>Where Visitors Spent Time in NMNH</b>	<i>First, Last, Most all the Same</i>	<i>First, Last the Same</i>	<i>Last, Most the Same</i>	<i>First, Most the Same</i>	<i>First, Last, Most all Different</i>	
<i>Most Time:</i>						
<b>Dinosaurs/Fossils</b>	20.5	8.8	21.6	45.2	16.4	27.4
<b>Other Floor 1 Exhibitions:</b>	10.9	17.1	21.8	17.0	24.0	18.9
Indians/Eskimos	2.8	0.0	9.3	4.9	7.1	5.9
Mammals	5.6	9.3	9.8	8.9	11.3	9.2
Birds	1.3	2.8	1.2	1.6	2.3	1.7
Life in Ancient Seas	0.4	4.0	1.1	1.2	2.0	1.3
Discovery Room	0.8	1.0	0.4	0.4	1.3	0.8
<b>Gems/Minerals</b>	13.4	14.7	27.1	12.6	17.5	16.9
<b>Other Floor 2 Exhibitions:</b>	10.5	19.3	15.7	8.3	11.6	11.1
Geology	0.6	3.8	1.4	0.8	2.0	1.3
Insect Zoo	3.2	5.5	8.3	3.3	5.2	4.8
Other	6.7	10.0	6.0	4.2	4.4	5.0
<b>Special Exhibition</b>	20.2	3.0	7.4	14.8	3.4	10.8
<b>Shop/Eat</b>	18.2	15.7	4.0	1.2	3.7	5.7
<b>Don't Know</b>	<u>6.3</u>	<u>21.4</u>	<u>2.4</u>	<u>1.0</u>	<u>23.5</u>	<u>9.2</u>
<b>Total</b>	100.0	100.0	100.0	100.0	100.0	100.0
<b>Overall total for visit pattern*</b>	17.7	1.5	18.6	32.6	29.6	100.0

\* Difference in overall total for visit pattern due to slight differences in N.

Table 53  
Visits made by People 12 Years of Age or Older  
Where Visitor Went First, Last and Spent the Most Time in NMNH, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<u>Where Visitor Went First</u>					
Dinosaurs	37.9	29.3	28.6	35.5	32.4
Gems/minerals	13.3	9.2	10.6	9.9	10.8
Special exhibition	0.5	34.1	30.1	11.0	20.5
Other exhibitions on floor 1*	28.3	13.4	13.7	21.8	18.9
Other exhibitions on floor 2**	10.8	6.6	9.7	10.5	9.0
Shop/eat	5.8	5.6	6.6	10.1	6.4
Do not know	<u>3.4</u>	<u>1.7</u>	<u>0.9</u>	<u>1.3</u>	<u>2.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Where Visitor Went Last</u>					
Dinosaurs	15.8	15.0	13.5	19.5	15.5
Gems/minerals	23.3	20.1	24.3	14.3	21.2
Special exhibition	0.3	18.5	17.1	5.1	11.2
Other exhibitions on floor 1*	24.5	24.4	20.6	29.8	24.3
Other exhibitions on floor 2**	19.2	13.7	16.4	17.1	16.3
Shop/eat	11.0	5.9	7.8	12.1	8.6
Do not know	<u>5.9</u>	<u>2.3</u>	<u>0.3</u>	<u>2.2</u>	<u>2.9</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Where Visitor Spent the Most Time</u>					
Dinosaurs	31.4	25.0	24.5	29.5	27.4
Gems/minerals***	18.6	19.7	17.5	4.3	16.9
Special exhibition	0.5	17.1	17.5	5.4	10.8
Other exhibitions on floor 1*	22.2	16.0	15.9	24.4	18.8
Other exhibitions on floor 2**	13.6	8.1	10.6	15.8	11.2
Shop/eat	4.9	4.3	6.6	10.0	5.7
Do not know	<u>8.9</u>	<u>9.8</u>	<u>7.5</u>	<u>10.7</u>	<u>9.2</u>
Total	100.0	100.0	99.9	100.0	99.9

\* Includes Indians/Eskimos, Mammals, Birds, Discovery Room, and Life in Ancient Seas.

\*\* Includes Geology, Insect Zoo, Public programs/movies, Culture/Museum of Man, Natural history Temporary exhibits, and Other.

\*\*\* Except for a few exhibits, this exhibition was dismantled for renovation on Jan. 3, 1995.

Table 53a

**Visits Made by People 12 Years of Age or Older**

Where Visitor Went First, Last and Spent the Most Time in NMNH, 1994-1995 Months, Seasons and Total

(In Percent)

	Spring			Total	Summer			Total	Fall			Total	Winter			Total	Overall Total
	March	April	May		June	July	Aug.		Sept.	Oct.	Nov.		Dec.	Jan.	Feb.		
<b>Where Visitor Went First</b>																	
Dinosaurs	39.9	35.3	38.8	37.9	28.3	26.1	33.6	29.3	27.4	24.2	36.0	28.6	17.5	38.0	44.2	35.5	32.4
Gems/minerals	11.6	12.7	15.3	13.3	11.1	9.1	7.7	9.2	10.3	12.3	8.4	10.6	8.3	9.2	11.3	9.9	10.8
Special exhibition	0.0	0.6	0.8	0.5	28.4	34.8	38.7	34.1	33.3	26.8	31.5	30.1	42.2	0.0	0.5	11.0	20.5
Other exhibitions on floor 1*	27.8	31.0	25.9	28.3	18.8	14.0	7.9	13.4	10.2	18.5	10.4	13.7	12.1	26.2	24.4	21.8	18.9
Other exhibitions on floor 2**	10.7	9.5	12.2	10.8	5.5	8.1	6.1	6.6	11.7	10.3	6.7	9.7	4.2	12.2	13.1	10.5	9.0
Shop/eat	8.6	4.6	4.5	5.8	7.2	6.2	3.6	5.6	6.5	6.3	7.1	6.6	15.4	11.7	5.9	10.1	6.4
Do not know	<u>1.2</u>	<u>6.3</u>	<u>2.4</u>	<u>3.4</u>	<u>0.8</u>	<u>1.9</u>	<u>2.4</u>	<u>1.7</u>	<u>0.7</u>	<u>1.6</u>	<u>0.0</u>	<u>0.9</u>	<u>0.3</u>	<u>2.7</u>	<u>0.8</u>	<u>1.3</u>	<u>2.0</u>
Total	99.9	100.0	99.9	100.0	100.0	100.1	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0
<b>Where Visitor Went Last</b>																	
Dinosaurs	16.2	16.1	15.2	15.8	16.0	11.7	17.7	15.0	11.4	14.8	13.9	13.5	11.2	22.2	22.3	19.5	15.5
Gems/minerals	13.9	25.8	29.0	23.3	23.1	19.5	18.0	20.1	25.8	22.7	24.9	24.3	20.2	8.3	15.1	14.3	21.2
Special exhibition	0.0	0.0	0.9	0.3	15.4	17.7	22.4	18.5	20.6	14.9	16.6	17.1	19.3	0.0	0.5	5.1	11.2
Other exhibitions on floor 1*	24.0	22.9	26.5	24.5	22.2	27.0	23.7	24.4	17.6	21.3	22.6	20.6	20.2	33.7	32.7	29.8	24.3
Other exhibitions on floor 2**	28.4	12.5	18.1	19.2	15.7	13.4	12.2	13.7	19.3	17.9	11.3	16.4	13.0	21.7	15.2	17.1	16.3
Shop/eat	14.8	9.7	9.0	11.0	6.2	8.5	2.8	5.9	4.8	8.0	10.7	7.8	15.4	11.5	10.5	12.1	8.6
Do not know	<u>2.8</u>	<u>13.1</u>	<u>1.4</u>	<u>5.9</u>	<u>1.4</u>	<u>2.3</u>	<u>3.3</u>	<u>2.3</u>	<u>0.5</u>	<u>0.5</u>	<u>0.0</u>	<u>0.3</u>	<u>0.7</u>	<u>2.6</u>	<u>2.7</u>	<u>2.2</u>	<u>2.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	99.0	100.0	100.0
<b>Where Visitor Went Most</b>																	
Dinosaurs	38.3	28.4	28.5	31.4	23.0	24.9	27.0	25.0	26.1	21.5	27.1	24.5	18.4	32.2	34.0	29.5	27.4
Gems/minerals***	5.9	23.6	24.7	18.6	22.0	20.0	17.3	19.7	21.1	16.4	15.3	17.5	8.9	1.1	3.8	4.3	16.9
Special exhibition	0.0	0.5	0.8	0.5	14.3	17.4	19.4	17.1	19.7	14.1	19.9	17.5	20.3	0.0	0.5	5.4	10.8
Other exhibitions on floor 1*	27.4	23.8	16.3	22.2	18.6	16.4	13.1	16.0	10.0	18.8	17.8	15.9	16.1	23.0	30.2	24.4	18.8
Other exhibitions on floor 2**	16.5	11.6	13.0	13.6	7.3	6.8	10.3	8.1	10.6	11.4	9.6	10.6	10.1	20.5	15.7	15.8	11.2
Shop/eat	7.7	2.5	4.7	4.9	4.9	4.8	3.2	4.3	4.3	7.9	7.0	6.6	15.9	10.5	6.2	10.0	5.7
Do not know	<u>4.3</u>	<u>9.8</u>	<u>12.0</u>	<u>8.9</u>	<u>9.8</u>	<u>9.6</u>	<u>9.9</u>	<u>9.8</u>	<u>8.3</u>	<u>10.0</u>	<u>3.2</u>	<u>7.5</u>	<u>10.3</u>	<u>12.7</u>	<u>9.6</u>	<u>10.7</u>	<u>9.2</u>
Total	100.0	100.0	99.9	100.0	100.0	99.9	100.0	100.0	100.0	100.0	99.9	99.9	100.0	100.0	100.0	100.0	99.9

\* Includes Indians/Eskimos, Mammals, Birds, Discovery Room, and Life in Ancient Seas.

\*\* Includes Geology, Insect Zoo, Public programs/movies, Culture/Museum of Man, Natural history, Temporary exhibits, and Other.

\*\*\* Except for a few exhibits, this exhibition was dismantled for renovation on Jan. 3, 1995.

Table 54  
**Total Population**  
Duration of Visit to NMNH, 1994 - 1995 Seasons and Total  
(In Percent)

<u>Duration of Visit to NMNH</u>	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
0 - 30 minutes	9.2	6.9	6.8	9.2	7.8
0.5 - 1 hour	28.5	20.1	21.3	23.2	22.9
1 - 1.5 hours	25.2	28.2	25.4	24.6	26.4
1.5 - 2 hours	19.0	23.0	22.7	22.6	21.9
2 - 2.5 hours	7.2	9.5	10.3	9.0	9.0
2.5 - 3 hours	4.7	4.7	5.5	5.7	5.0
3 - 3.5 hours	2.8	3.5	2.8	2.9	3.1
3.5 - 4 hours	1.4	2.0	2.2	1.3	1.8
Over 4 hours	<u>2.0</u>	<u>2.2</u>	<u>3.0</u>	<u>1.6</u>	<u>2.3</u>
<b>Total</b>	100.0	100.0	100.0	100.0	100.0
<i>Season Totals</i>	28.2	37.8	20.7	13.2	99.9

Table 54a  
**Total Population**  
Duration of Visit to NMNH, 1994-1995 Months, Seasons and Total  
(In Percent)

				Spring				Summer
	March	April	May	Total	June	July	Aug.	Total
<u>Duration of Visit to NMNH</u>								
0 - 30 minutes	8.7	10.5	8.2	9.2	9.8	5.1	7.0	6.9
0.5 - 1 hour	29.8	26.9	29.3	28.5	19.9	18.3	22.1	20.1
1 - 1.5 hours	26.2	23.9	25.6	25.2	28.8	30.5	25.2	28.2
1.5 - 2 hours	20.1	19.5	17.5	19.0	19.1	25.2	23.2	23.0
2 - 2.5 hours	7.7	6.0	8.0	7.2	7.9	10.7	9.2	9.5
2.5 - 3 hours	2.3	6.4	5.1	4.7	6.7	3.6	4.7	4.7
3 - 3.5 hours	3.2	2.7	2.5	2.8	3.5	3.1	3.9	3.5
3.5 - 4 hours	0.8	1.3	2.0	1.4	2.1	1.7	2.2	2.0
Over 4 hours	<u>1.2</u>	<u>2.9</u>	<u>1.9</u>	<u>2.0</u>	<u>2.2</u>	<u>1.8</u>	<u>2.5</u>	<u>2.2</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1

(continued)

				Fall				Winter	Overall
	Sept.	Oct.	Nov.	Total	Dec.	Jan.	Feb.	Total	Total
<u>Duration of Visit to NMNH</u>									
0 - 30 minutes	6.3	7.1	7.3	6.8	8.4	7.9	10.5	9.2	7.8
0.5 - 1 hour	20.3	20.8	23.2	21.3	23.4	27.1	20.5	23.2	22.9
1 - 1.5 hours	26.6	25.4	23.9	25.4	26.7	22.2	25.2	24.6	26.4
1.5 - 2 hours	28.5	20.0	18.6	22.7	18.7	24.4	23.4	22.6	21.9
2 - 2.5 hours	9.3	10.0	11.7	10.3	11.9	7.9	8.2	9.0	9.0
2.5 - 3 hours	3.1	6.6	7.2	5.5	4.2	5.7	6.4	5.7	5.0
3 - 3.5 hours	1.5	3.0	4.2	2.8	2.4	2.2	3.7	2.9	3.1
3.5 - 4 hours	1.6	2.5	2.6	2.2	1.5	1.5	1.0	1.3	1.8
Over 4 hours	<u>2.8</u>	<u>4.7</u>	<u>1.4</u>	<u>3.0</u>	<u>2.8</u>	<u>1.1</u>	<u>1.3</u>	<u>1.6</u>	<u>2.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.1

Table 55  
Visits Made by People 12 Years of Age or Older  
Duration of Visit to NMNH, 1994 - 1995 Seasons and Total  
(In Percent)

<u>Duration of Visit to NMNH</u>	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
0 - 30 minutes	9.7	9.3	8.4	9.8	9.3
0.5 - 1 hour	29.9	22.3	23.3	23.2	24.8
1 - 1.5 hours	24.5	25.0	23.6	23.8	24.4
1.5 - 2 hours	18.2	20.1	20.1	22.7	19.9
2 - 2.5 hours	7.2	9.7	10.2	9.3	9.1
2.5 - 3 hours	5.0	5.8	5.8	5.4	5.5
3 - 3.5 hours	2.4	2.9	3.3	2.7	2.8
3.5 - 4 hours	1.2	2.1	1.6	1.3	1.6
Over 4 hours	<u>1.8</u>	<u>2.9</u>	<u>3.6</u>	<u>1.8</u>	<u>2.6</u>
<b>Total</b>	100.0	100.0	100.0	100.0	100.0
<i>Season Totals</i>	28.8	36.9	21.0	13.3	100.0



Table 55a  
**Visits Made by People 12 Years of Age or Older**  
**Duration of Visit to NMNH, 1994-1995 Months, Seasons and Total**  
(In Percent)

	March	April	May	Spring	June	July	Aug.	Summer
				Total				Total
<u>Duration of Visit to NMNH</u>								
0 - 30 minutes	9.3	11.3	8.6	9.7	10.5	7.6	9.9	9.3
0.5 - 1 hour	29.9	28.7	31.0	29.9	21.5	22.9	22.5	22.3
1 - 1.5 hours	25.2	23.5	25.0	24.5	27.7	26.6	20.7	25.0
1.5 - 2 hours	20.1	17.2	17.8	18.2	20.0	18.2	22.3	20.1
2 - 2.5 hours	7.9	5.8	8.2	7.2	7.8	10.9	10.3	9.7
2.5 - 3 hours	2.4	7.4	4.5	5.0	6.1	4.9	6.3	5.8
3 - 3.5 hours	2.9	2.4	1.9	2.4	2.0	3.6	3.0	2.9
3.5 - 4 hours	0.9	0.9	1.8	1.2	1.9	2.5	1.9	2.1
Over 4 hours	<u>1.4</u>	<u>2.8</u>	<u>1.2</u>	<u>1.8</u>	<u>2.4</u>	<u>3.0</u>	<u>3.2</u>	<u>2.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(continued)

	Sept.	Oct.	Nov.	Fall	Dec.	Jan.	Feb.	Winter	Overall
				Total				Total	Total
<u>Duration of Visit to NMNH</u>									
0 - 30 minutes	9.9	7.2	8.7	8.4	8.7	8.3	11.4	9.8	9.3
0.5 - 1 hour	23.5	22.0	24.7	23.3	23.1	29.3	19.1	23.2	24.8
1 - 1.5 hours	23.4	25.3	21.6	23.6	26.5	20.0	24.9	23.8	24.4
1.5 - 2 hours	20.1	20.9	19.1	20.1	18.7	24.1	24.1	22.7	19.9
2 - 2.5 hours	9.2	9.3	12.4	10.2	12.3	7.3	8.8	9.3	9.1
2.5 - 3 hours	4.8	6.0	6.5	5.8	3.9	5.8	6.0	5.4	5.5
3 - 3.5 hours	2.0	3.2	4.8	3.3	2.6	2.1	3.2	2.7	2.8
3.5 - 4 hours	2.6	1.3	1.1	1.6	1.4	1.8	0.9	1.3	1.6
Over 4 hours	<u>4.6</u>	<u>4.9</u>	<u>1.2</u>	<u>3.6</u>	<u>2.8</u>	<u>1.3</u>	<u>1.6</u>	<u>1.8</u>	<u>2.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 56  
Visits made by People 12 Years of Age or Older  
Public Program Attendance by Visitor Type, 1994 - 1995 Total  
(In Percent)

	<u>Visitor Type</u>			<i>Total</i>
	<i>New</i>	<i>Returning</i>	<i>Frequent</i>	
<u>Public Program Attendance</u>				
No experience	99.6	98.8	81.5	94.6
Attended daytime programs	0.2	0.6	5.9	1.8
Attended evening programs	0.1	0.5	6.8	2.0
Attended both daytime and evening	<u>0.1</u>	<u>0.1</u>	<u>5.8</u>	<u>1.6</u>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 57  
Visits Made by People 12 Years of Age or Older  
Attendance at NMNH Public Programs, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				<i>Total</i>
	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Winter</i>	
<u>Attendance at NMNH Public Programs</u>					
No	95.9	96.0	93.5	90.2	94.7
Yes, daytime	1.8	1.5	1.4	3.3	1.8
Yes, evening	1.2	1.9	2.3	3.4	2.0
Yes, both	<u>1.1</u>	<u>0.7</u>	<u>2.8</u>	<u>3.1</u>	<u>1.6</u>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<i>Season Totals</i>	28.8	36.9	21.0	13.3	100.0

Table 58  
Visits Made by People 12 Years of Age or Older  
Geographic Origin of Visit by Public Program Attendance, 1994-1995 Total  
(In Percent)

	<u>Public Program Attendance</u>				<i>Total</i>
	<i>No</i>	<i>Yes, daytime</i>	<i>Yes, evening</i>	<i>Yes, both</i>	
<u>Geographic Origin of Visit</u>					
Foreign	10.8	2.5	2.6	1.7	10.4
Other US	73.2	44.3	26.6	19.7	70.9
Washington, DC	3.1	21.8	14.6	27.3	4.0
MD/VA Suburbs	<u>12.9</u>	<u>31.4</u>	<u>56.1</u>	<u>51.3</u>	<u>14.7</u>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>99.9</b>	<b>100.0</b>	<b>100.0</b>

Table 59  
Visits Made by People 12 Years of Age or Older  
Respondent Assessment of Visit Expectations, 1994-1995 Seasons and Total  
(In Percent)

	<u>Seasons</u>				<u>Total</u>
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	
<u>Assessment of Visit Expectations</u>					
Expectations met	48.3	43.9	44.3	33.1	43.9
Repeat visit/knew what to expect	15.3	9.8	13.7	32.3	15.2
Everything/all of it	6.3	8.7	8.5	7.8	7.8
Exhibition quality	4.1	3.0	4.4	4.3	3.8
Seeing the real thing	2.4	1.1	2.4	0.6	1.7
Size/magnitude of the museum	9.2	12.2	10.4	5.1	10.0
Live exhibits	0.6	0.4	0.6	0.9	0.6
Specific item or subject	11.4	18.5	14.3	13.5	14.9
Negative comment	1.3	1.9	1.4	2.5	1.7
Other	<u>1.2</u>	<u>0.5</u>	<u>0.0</u>	<u>0.0</u>	<u>0.5</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Season Totals</u>	28.8	36.9	21.0	13.3	100.0

Table 59a  
**Visits Made by People 12 Years of Age or Older**  
Respondent Assessment of Visit Expectations, 1994-1995 Months, Seasons and Total  
(In Percent)

	<i>Spring</i>			<i>Summer</i>			<i>Fall</i>			<i>Winter</i>			<i>Overall Total</i>				
	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>		<i>Total</i>			
<u>Assessment of Visit Expectations</u>																	
Expectations met	36.9	52.0	54.4	48.3	40.5	45.6	45.3	43.9	45.6	43.9	43.6	44.3	42.8	28.0	31.1	33.1	43.9
Repeat visit	27.7	9.3	10.7	15.3	11.9	9.2	8.5	9.8	11.2	12.8	17.3	13.7	17.6	39.7	35.7	32.3	15.2
Everything/all of it	5.8	5.1	7.9	6.3	8.8	8.2	9.1	8.7	5.9	8.6	11.0	8.5	8.6	4.4	9.7	7.8	7.8
Exhibition quality	1.4	8.0	2.4	4.1	4.1	3.1	1.8	3.0	4.1	4.7	4.3	4.4	5.7	5.3	2.7	4.3	3.8
Seeing the real thing	1.3	3.6	2.1	2.4	2.3	0.2	1.1	1.1	2.8	2.6	1.7	2.4	1.7	0.1	0.3	0.6	1.7
Size/magnitude of museum	9.2	10.1	8.4	9.2	15.6	10.0	11.6	12.2	13.6	9.4	8.6	10.4	7.4	5.6	3.5	5.1	10.0
Live exhibits	1.1	0.7	0.0	0.6	0.7	0.2	0.4	0.4	1.1	0.5	0.3	0.6	0.4	0.4	1.5	0.9	0.6
Specific item or subject	13.0	7.8	13.5	11.4	13.6	21.1	20.2	18.5	14.9	15.6	12.1	14.3	15.4	15.0	11.2	13.5	14.9
Negative comment	2.6	0.8	0.7	1.3	0.9	2.5	2.1	1.9	0.9	2.0	1.1	1.4	0.5	1.6	4.3	2.5	1.7
Other	<u>1.0</u>	<u>2.6</u>	<u>0.0</u>	<u>1.2</u>	<u>1.6</u>	<u>0.0</u>	<u>0.0</u>	<u>0.5</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.5</u>
Total	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.1

Table 60  
Visits Made by People 12 Years of Age or Older  
Visitor Expectations by Configuration of Group, 1994-1995 Total  
(In Percent)

<u>Visitor Expectations</u>	<u>Configuration of Group</u>					<u>Total</u>
	<u>One Adult</u>	<u>Two Adults</u>	<u>Several Adults</u>	<u>Adults with Child(ren)</u>	<u>School/Teen/Tour Group</u>	
Exhibit Quality	5.0	2.4	3.5	3.7	1.3	3.4
Seeing the Real Thing	3.0	1.6	1.4	1.1	4.5	1.8
Size/Magnitude	9.6	12.4	11.8	10.3	16.9	11.4
Live Exhibits	0.3	0.8	0.1	0.6	0.0	0.5
Specific Item	18.1	13.9	8.8	22.4	13.2	17.1
No (met expectations)	38.9	46.2	56.5	39.9	44.2	43.8
Repeat Visit	16.9	7.7	8.8	12.2	9.9	11.2
Everything/All of It	5.6	11.6	7.7	8.4	8.8	8.7
Negative comment	2.3	3.1	1.3	1.0	1.2	1.8
Other	<u>0.3</u>	<u>0.4</u>	<u>0.3</u>	<u>0.4</u>	<u>0.0</u>	<u>0.3</u>
Total	100.0	100.1	100.2	100.0	100.0	100.0

Table 61  
Visits Made by People 12 Years of Age or Older  
Recommendations for Change at NMNH, 1994 - 1995 Total  
(In Percent of Visitors)

	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Dec.</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Overall Total</i>
<u>Recommendation for Change</u>													
Exhibition Critique	15.5	5.4	6.8	8.2	6.6	13.8	10.7	11.0	8.3	8.8	14.9	12.5	9.9
Add Item/Subject	12.9	5.6	6.6	7.6	10.6	11.6	3.4	6.1	11.9	7.2	12.4	16.3	9.2
More Interactives	6.8	8.2	9.7	10.0	5.6	8.5	7.8	7.7	14.4	7.9	5.2	13.4	8.6
Physical Environment	10.7	7.0	8.9	9.6	10.2	7.8	6.4	10.6	6.0	4.0	9.0	7.4	8.5
Material Information	11.9	7.9	10.2	8.5	8.5	8.0	8.3	4.7	5.8	7.9	11.0	5.5	8.3
Improve Amenities	4.2	7.0	7.5	10.8	10.2	5.7	10.7	4.7	3.6	7.7	5.0	10.2	7.4
Improve/Update Exhibits	3.4	5.8	4.1	7.9	4.6	7.9	8.6	9.5	9.0	8.8	6.8	5.7	6.6
Crowd Control	5.1	3.7	11.1	8.6	5.5	2.2	0.6	5.5	4.8	0.8	0.5	2.7	4.9
People Information	3.7	2.4	4.1	4.5	1.9	4.0	2.8	5.9	2.6	8.6	5.8	7.7	4.0
Nothing, plus positive remark	11.9	2.1	10.6	9.1	11.9	7.6	11.5	9.8	3.2	7.3	15.4	13.3	28.2
Don't Know	19.8	19.2	13.6	18.0	18.3	19.6	18.7	12.8	19.0	18.3	21.7	16.2	17.8
No Change	<u>26.4</u>	<u>41.6</u>	<u>28.7</u>	<u>20.1</u>	<u>27.4</u>	<u>34.9</u>	<u>28.3</u>	<u>26.7</u>	<u>31.0</u>	<u>29.8</u>	<u>15.3</u>	<u>18.4</u>	<u>9.3</u>
Total	132.3	115.9	121.9	122.9	121.3	131.6	117.8	115.0	119.6	117.1	123.0	129.3	122.7

## Appendix D

### Design and Implementation of the 1994-95 NMNH Visitor Study

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#### Introduction

The design for the 1994-95 NMNH Visitor Study is discussed in this methodological appendix.<sup>1</sup> This study is one of an on-going series conducted to profile visitors to Smithsonian museums and the National Zoo, increase our knowledge of the visit experience and provide information for future exhibition planning, and related activities. The rationale for the sample design, the questionnaire, and the results of survey implementation are discussed.

#### Study Design and Implementation

Overall Survey Design. In the 1994-95 NMNH Visitor Study, personal interviews from five to ten minutes in duration were conducted with systematically selected samples of individuals. Interviewers intercepted visitors as they exited the museum through the Mall or Constitution Ave. exit doors. Data was collected during seven alternating days each month. The schedule encompassed all seven days of the week and the hours of 10:30 am through 12:00 pm, 12:45 pm through 2:15 pm, and 2:45 pm through 4:15 pm. (The interviewing schedule is at the end of this Appendix). Three 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 84 survey days, we estimate that approximately 148,728 visitors exited NMNH through the doors covered during interview sessions. From these, 5,791 individuals were eligible for the study and 4,814 completed the interview.

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<sup>1</sup> 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.

Teams of two to four individuals -- one acting as team leader -- collected data during each interviewing session. 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 survey was high; overall, 83.1 percent of intercepted visitors completed interviews and basic demographic information was collected for the rest. The interview response rates are shown in Table D.1.

Table D.1  
Response Rates, by Month, Season and Total  
(In Percent)

Month	Season	Dates	Response Rates	
			Sub-Totals	Totals
March		Mar 13 - Mar 25, 1995	86.6	
April		Apr 18 - Apr 30, 1994	79.7	
May		May 16 - May 28, 1994	81.6	
	Spring			82.5
June		Jun 6 - Jun 18, 1994	82.6	
July		Jul 11 - Jul 23, 1994	83.8	
August		Aug 8 - Aug 20, 1994	87.4	
	Summer			84.6
September		Sep 12 - Sep 24, 1994	88.6	
October		Oct 17 - Oct 29, 1994	83.4	
November		Nov 7 - Nov 19, 1994	79.8	
	Fall			83.9
December		Dec 5 - Dec 17, 1994	81.8	
January		Jan 23 - Feb 4, 1995	80.2	
February		Feb 13 - Feb 25, 1995	80.9	
	Winter			81.0
Total				83.1

### Sample Selection

Background. Sample selection of museum/zoo visitors for study presents a host 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 sampled. 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.<sup>2</sup>

Our early studies employed a relatively simple systematic random sample design. 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.<sup>3</sup> Visitors were counted as they entered (or exited) the interviewing site according to a predetermined sample selection interval (every  $n^{\text{th}}$  person) for a systematic sample, and intercepted for 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 intercept the selected respondents. 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.

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.

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

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<sup>2</sup> This 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.

<sup>3</sup> In 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.

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.<sup>4</sup>

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 10<sup>th</sup> exit was intercepted, while during several hours it was so heavy that every 350<sup>th</sup> was intercepted. In the 1994-95 NMNH survey, intercepts ranged between intercepting every third person who exited and every 166<sup>th</sup> 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 *1994-95 NMNH 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.

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<sup>4</sup> See 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).

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 Segment, Shift and Session boxes on the third page (under "For Office Use Only"). The information for these boxes comes from the Sample Selection Form. Shift 1 is the 10:30-12:00 time block; Shift 2 is the 12:45-2:15 time block; and Shift 3 is the 2:45-4:15 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.
- (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.

SAMPLE SELECTION FORM

1994 - 1995 National Museum of Natural History Visitor Study

Location: Mall - Door A      Date: Aug. 18, 1994      Team Leader: S. Forester  
 Session No. 101      Day: Thursday      Interviewer #1: Ellen  
 Shift: 1 (2) 3      Weather: Overcast/humid      Interviewer #2: Sonia

For office use only:

Seg.	Time	Interviewer #1	Interviewer #2	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	Int.- IE Int.	Weight (d)/(e)					
1	12:45	03	Sonia	4		44										11.00	
	1:00	27															
2	1:00	48	113	9		154											13.63
		65	121														
	1:15	90	128														
3	1:15	163		5		260											26.25
	1:30	200															
		239															
4	1:30	261		6		336											15.00
		311															
	1:45	325															
5	1:45	342		5		448											22.40
	2:00	371															
		417															
6	2:00	478		5		576											25.60
	2:15	494															
		550															

Intercepts: 20      14      34

(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.

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 *1994-95 NMNH Visitor Study* was partially framed by the existence of a questionnaire for a study of the National Air and Space Museum (NASM). The desire for some data comparability meant that many questions were replicated. New requirements, lessons learned from analyses of other data at NMNH and conversations with NMNH staff led to the inclusion of new items and to the deletion of some questions previously asked at NASM.

Key demographic questions (gender, residence, educational attainment, social composition, size of visiting group, and cultural/racial/ethnic identity), the respondent's occupation and industry of employment, and an additional residence-related question that distinguished between visit groups who were all local, all from outside of the area, or mixed were replicated. Questions which had proved analytically important (main purpose of the museum, first or previous visit to the Smithsonian, time spent in the building, reason for the visit, and visits to other Smithsonian facilities) were also repeated.

Concerns on the part of NMNH staff on how visitors spent time in the museum led to the development of questions about the part of the museum visited first, last and the part at which most time was spent (Q13). Questions were also developed relating to attendance at public programs (Q.16 and Q16A), as well as on Smithsonian membership (Q17).

Timing of the decision to visit (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) were also considered important.

In sum, the questionnaire was designed to allow for an overview of the visitor experience at the museum, while allowing for comparison with other major studies either underway (NASM) or planned (NMAH) at the time data collection began.

Respondent Cooperation and Response Bias in the 1994-95 NMNH Visitor Study

As shown in Table D.2 and Table D.3 below, overall 16.9 percent of all persons intercepted did not participate in the survey. While about one-fifth (19.4%) were due to language difficulties, the majority of refusals (13.3% of all intercepts) were for "other" reasons (e.g., visitors in a hurry, not wanting to detain companions, a restless child, etc.).

Table D.2

Results of Data Collection: 1994-95 NMNH Visitor Survey

	<i>Spring*</i>		<i>Summer</i>		<i>Fall</i>		<i>Winter</i>		<i>Total</i>	
	No.	%	No.	%	No.	%	No.	%	No.	%
<u>Distribution of Intercepts</u>										
Adult Interview	1037	70.2	1140	67.9	1013	73.0	841	67.5	4031	69.6
Child Interview	183	12.4	280	16.7	152	11.0	168	13.5	783	13.5
Language Refusal	36	2.4	61	3.6	51	3.7	42	3.4	190	3.3
"Other" Refusal	<u>222</u>	<u>15.0</u>	<u>198</u>	<u>11.8</u>	<u>172</u>	<u>12.4</u>	<u>195</u>	<u>15.7</u>	<u>787</u>	<u>13.6</u>
Total Intercepts	1478	100.0	1679	100.0	1388	100.0	1246	100.0	5791	100.0
<u>Distribution of Intercepts: Totals</u>										
Completed	1220	82.5	1420	84.6	1165	83.9	1009	81.0	4814	83.1
Refusals	<u>258</u>	<u>17.5</u>	<u>259</u>	<u>15.4</u>	<u>223</u>	<u>16.1</u>	<u>237</u>	<u>19.0</u>	<u>977</u>	<u>16.9</u>
Intercepts	1478	100.0	1679	100.0	1388	100.0	1246	100.0	5791	100
<u>Distribution of Refusals</u>										
Language Refusals	36	14.0	61	23.6	51	22.9	42	17.7	190	19.4
"Other" Refusals	<u>222</u>	<u>86.0</u>	<u>198</u>	<u>76.4</u>	<u>172</u>	<u>77.1</u>	<u>195</u>	<u>82.3</u>	<u>787</u>	<u>80.6</u>
Total Refusals	258	100.0	259	100.0	223	100.0	237	100.0	977	100

\*See D.1 for Season dates.

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

Inspection of the table shows that there are differences between those who participated and those who refused in some characteristics. For example, those who identified themselves as Asian and those who live outside the United States were more likely to decline participation due to language problems.

To assess the degree of systematic bias in the characteristics of those respondents that refused to participate in the *NMNH* 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 (DP) 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 available from the Institutional Studies Office. The models report the untransformed logistic coefficient for each variable and a coefficient measuring the effect of each variable on the probability of refusal. In addition to individual characteristics, interview season and visitation density were also examined.

While several individual factors are significant in the final model (gender, residence, age, social composition and season), only three variables effect the probability of refusal by more than 4.0 percent. These three factors, which identify Foreign respondents (-3.54%), respondents visiting NMNH as part of a tour or school group (+4.28%), and respondents under age 12 (+4.35%), are all reasonable effects on refusal. Because none of these effects are greater than 5.0 percent, we find no reason to adjust the final sample weights to account for this bias.



Table D.3  
Demographic Characteristics of All Intercepted Visitors: 1994-95 NMNH Visitor Study  
(In Percent)\*

Characteristics	Total Completed Interview	Total Refusal for Any Reason	Refusal for Language	Refusal for "Other" Reasons	Total Visitors (Number)
<u>Gender</u>					(Unweighted)
Female	47.9	52.7	44.6	54.8	2770
Male	<u>52.1</u>	<u>47.3</u>	<u>55.4</u>	<u>45.2</u>	<u>3010</u>
	100.0	100.0	100.0	100.0	5780
<u>Racial/Ethnic Identification</u>					
African American	5.3	4.8	1.9	5.6	300
Asian	7.1	15.3	51.6	6.0	477
Caucasian	82.0	73.2	28.6	84.6	4621
Hispanic/Latino	<u>5.6</u>	<u>6.7</u>	<u>17.9</u>	<u>3.8</u>	<u>331</u>
	100.0	100.0	100.0	100.0	5729
<u>Residence</u>					
Washington, D.C.	3.9	4.9	3.0	5.3	266
MD/VA Suburbs	16.6	14.6	0.0	18.2	986
Other US	69.9	56.6	4.5	69.5	3669
Foreign	<u>9.6</u>	<u>24.1</u>	<u>92.5</u>	<u>7.0</u>	<u>664</u>
	100.0	100.1	100.0	100.0	5585
<u>Social Composition</u>					
One Adult	15.0	18.1	30.0	15.6	1018
Two Adults	22.1	26.7	29.3	26.1	1324
Several Adults	11.0	16.0	17.7	15.6	627
Adult(s) w/Kid(s)	41.6	35.4	17.9	39.2	2101
School/Tour	<u>10.3</u>	<u>3.8</u>	<u>5.1</u>	<u>3.6</u>	<u>460</u>
	100.0	100.0	100.0	100.0	5530
<u>Age</u>					
Under 12	15.3	5.2	8.7	4.4	730
12 to 24	20.2	15.0	15.6	14.8	1029
25 to 34	17.2	22.2	18.6	23.1	1036
35 to 54	35.2	41.8	40.0	42.3	2117
55+	<u>12.1</u>	<u>15.8</u>	<u>17.2</u>	<u>15.4</u>	<u>791</u>
	100.0	100.0	100.1	100.0	5703
<u>Age (Years)</u>					
Mean	<u>Years</u> 33.2	<u>Years</u> 37.9	<u>Years</u> 38.6	<u>Years</u> 37.8	<u>Years</u> 34
Standard Deviation	18.5	16.3	15.9	16.4	18
<u>Season</u>					
Spring	30.8	35.7	27.5	37.8	1584
Summer	33.0	26.4	36.8	23.8	1545
Fall	18.0	20.5	23.1	19.8	1354
Winter	<u>18.3</u>	<u>17.3</u>	<u>12.6</u>	<u>18.6</u>	<u>1309</u>
	100.0	100.0	100.0	100.0	5792
<u>Visitation Density</u>					
Low	6.5	8.3	5.8	9.0	1078
Low-Medium	13.9	16.1	16.3	16.0	1447
Medium-High	23.9	25.8	20.9	27.1	1567
High	<u>55.7</u>	<u>49.8</u>	<u>57.0</u>	<u>47.9</u>	<u>1699</u>
	100.0	100.0	100.0	100.0	5791

\* Based on Weighted Numbers

Table D.4  
Interviewing Schedule: 1994-95 NMNH Survey

<u>Date</u>	<u>Day</u>	<u>Time</u>			<u>Date</u>	<u>Day</u>	<u>Time</u>		
		<u>10:30</u> <u>12:00</u>	<u>12:45</u> <u>2:15</u>	<u>2:45</u> <u>4:15</u>			<u>10:30</u> <u>12:00</u>	<u>12:45</u> <u>2:15</u>	<u>2:45</u> <u>4:15</u>
94 April	18 Monday	M-A*	C	M-B	94 Oct.	17 Monday	M-B	C	M-A
	20 Wednesday	C	M-A	C		19 Wednesday	C	M-B	C
	22 Friday	M-B	M-A	C		21 Friday	M-A	M-B	C
	24 Sunday	C	M-B	M-A		23 Sunday	C	M-A	M-B
	26 Tuesday	C	C	M-B		25 Tuesday	C	C	M-A
	28 Thursday	M-A	C	C		27 Thursday	M-B	C	C
	30 Saturday	M-B	C	M-A		29 Saturday	M-A	C	M-B
94 May	16 Monday	C	M-B	C	94 Nov.	7 Monday	C	M-A	C
	18 Wednesday	M-A	M-B	C		9 Wednesday	M-B	M-A	C
	20 Friday	C	M-A	M-B		11 Friday	C	M-B	M-A
	22 Sunday	C	C	M-A		13 Sunday	C	C	M-B
	24 Tuesday	M-B	C	C		15 Tuesday	M-A	C	C
	26 Thursday	M-A	C	M-B		17 Thursday	M-B	C	M-A
	28 Saturday	C	M-A	C		19 Saturday	C	M-B	C
94 June	6 Monday	M-B	M-A	C	94 Dec.	5 Monday	M-A	M-B	C
	8 Wednesday	C	M-B	M-A		7 Wednesday	C	M-A	M-B
	10 Friday	C	C	M-B		9 Friday	C	C	M-A
	12 Sunday	M-A	C	C		11 Sunday	M-B	C	C
	14 Tuesday	M-B	C	M-A		13 Tuesday	M-A	C	M-B
	16 Thursday	C	M-B	C		15 Thursday	C	M-A	C
	18 Saturday	M-A	M-B	C		17 Saturday	M-B	M-A	C
94 July	11 Monday	C	M-A	M-B	95 Jan.	23 Monday	C	M-B	M-A
	13 Wednesday	C	C	M-A		25 Wednesday	C	C	M-B
	15 Friday	M-B	C	C		27 Friday	M-A	C	C
	17 Sunday	M-A	C	M-B		29 Sunday	M-B	C	M-A
	19 Tuesday	C	M-A	C		31 Tuesday	C	M-B	C
	21 Thursday	M-B	M-A	C		2-Feb Thursday	M-A	M-B	C
	23 Saturday	C	M-B	M-A		4-Feb Saturday	C	M-A	M-B
94 August	8 Monday	C	C	M-B	95 Feb.	13 Monday	C	C	M-A
	10 Wednesday	M-A	C	C		15 Wednesday	M-B	C	C
	12 Friday	M-B	C	M-A		17 Friday	M-A	C	M-B
	14 Sunday	C	M-B	C		19 Sunday	C	M-A	C
	16 Tuesday	M-A	M-B	C		21 Tuesday	M-B	M-A	C
	18 Thursday	C	M-A	M-B		23 Thursday	C	M-B	M-A
	20 Saturday	C	C	M-A		25 Saturday	C	C	M-B
94 Sept.	12 Monday	M-B	C	C	95 Mar.	13 Monday	M-A	C	C
	14 Wednesday	M-A	C	M-B		15 Wednesday	M-B	C	M-A
	16 Friday	C	M-A	C		17 Friday	C	M-B	C
	18 Sunday	M-B	M-A	C		19 Sunday	M-A	M-B	C
	20 Tuesday	C	M-A	M-A		21 Tuesday	C	M-A	M-B
	22 Thursday	C	C	M-B		23 Thursday	C	C	M-A
	24 Saturday	M-A	C	C		25 Saturday	M-B	C	C

\*The abbreviations indicate the door at which interviewing took place; M-A = Mall, left-hand doors, M-B = Mall, right-hand doors, C = Constitution Avenue doors.