

*Visitors to the Smithsonian Institution*

**A Summary of Studies**

**INSTITUTIONAL STUDIES**



Smithsonian  
Institution

*Visitors to the Smithsonian Institution*

**A Summary of Studies**

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**Report 97-3**

## Preface

This report, based on different and more complete data, updates a similar summary issued in 1994 by the Institutional Studies Office (ISO). Since the earlier report was issued, we have completed major studies of The National Air and Space Museum (NASM), the National Museum of Natural History (NMNH), the National Museum of American History (NMAH) and the Freer Gallery of Art and the Arthur M. Sackler Gallery (Freer-Sackler).

This study reflects the enthusiasm and efforts of our colleagues, too numerous to list here, throughout SI and in other organizations, over the past several years. Special thanks are due Steven J Smith, Stacey L. Bielick, Audrey E. Kindlon, ISO and Elizabeth K. Ziebarth, former ISO member. All of them participated as project managers or analysts for the four major studies described here. Steve created the analyses files used in this report. Jean M. Kalata, ISO, guided the manuscript to publication.

This study was only possible with the cooperation of approximately 16,000 visitors who participated in our surveys. We hope they found their visits rewarding.

## Summary

The report describes the demographic profile of Smithsonian Institution visitors and compares it with available data on the national population of visitors to cultural institutions, and to the population of the Washington Metropolitan Area.

The report is based on comprehensive studies of the

- National Air and Space Museum (NASM),
- National Museum of Natural History (NMNH),
- National Museum of American History (NMAH), and
- Freer Gallery of Art and Arthur M. Sackler Gallery (Freer-Sackler).

These studies were conducted from 1994 through 1996 by the Institutional Studies Office (ISO). National and regional data are from the Smithsonian Institution Marketing Study (SIMS), the U.S. Bureau of the Census, and the National Endowment for the Arts.

### Demographic Characteristics of Visitors

Four out of five Smithsonian visitors live outside of the Washington, D.C. Metropolitan Area.

The Freer-Sackler disproportionately draws local visitors, while NASM disproportionately draws foreign visitors.

More men than women visit the Smithsonian, although more visitors from the District are women and more visitors to Freer-Sackler are women.

Four out of five SI visitors are Caucasian. Among U.S. residents, six percent are African American, six percent are Asian and three percent are Hispanic.\*

The Freer-Sackler Galleries, NMNH and NASM all disproportionately draw foreign visitors who are Asian. NMNH disproportionately draws foreign visitors who are Hispanic, and NMAH disproportionately draws District residents who are African American.

Even with the exclusion of organized school groups, over one-quarter of visitors are under age 20, and another quarter are between the ages of 20 and 34. Over one-third of all visitors are between the ages of 35 and 54, and about one in six visitors are age 55 or older.

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\* Caucasian are 84 percent and another one percent are Native American or not classified.

Visitors to the Freer and Sackler Galleries are much older than visitors to the other museums in the profile and NMNH disproportionately draws local visitors under the age of 20.

Two-thirds of all Smithsonian visitors over age 25 have graduated from college, and nearly half of these college graduates (one-third of all visitors) also hold a graduate degree.

Local residents have the highest education levels. Among the museums, visitors to the Freer and Sackler Galleries are by far the most highly educated.

Excluding visitors who come as part of an organized school or tour group, three-quarters of all visitors come to the museums in a social group, i.e., accompanied by children or other adults. Half of these accompanied visitors are visiting in a group that includes both adults and children. About one in ten visitors are in the museums with organized groups from which they have separated.

Compared to all visitors, visitors from the District are more than twice as likely to come alone and suburban visitors are more likely to come in groups that include adults and children.

Among the museums, Freer-Sackler visitors are much more likely to arrive alone or with one other adult and NMNH visitors are more likely to come in a group that includes adults and children.

Excluding local residents, one in seven visitors stay in Washington for one day. Half of all visitors stay between two and six days.

Foreign visitors are much more likely than U.S. visitors to stay one week or more.

Half of all SI visitors are making a repeat visit to the museum in which they are interviewed.

Compared to all visitors, foreign visitors are much more likely to be visiting the Smithsonian for the first time, while District and suburban residents are much more likely to be on a repeat visit.

NASM visitors are more likely to be making their first visit to the Smithsonian, and Freer-Sackler visitors are more likely to be making their first visit to that museum, although they have been to other Smithsonian museums previously.

Slightly more than half of all visitors are on a general visit to the museum, i.e., they do not have an agenda for their visit.

Compared to all visitors, foreign visitors are more likely to be making a general visit, while visitors living the Metropolitan Area are more likely to be visiting to see something specific.

In each residence category, visitors to NASM are more likely to be on a general visit when compared to all SI visitors in that residence category. Conversely, in each residence category, visitors to NMNH are more likely to be coming to see something specific when compared to all SI visitors in that residence category.

### The Ethnic Composition of American Smithsonian Visitors

Compared to the United States population, Smithsonian visitors who live in the United States include more men, more Caucasians, more individuals between the ages of 35 and 54, and, among those over age 25, many more college graduates.

African American and Native American visitors are more likely to be female than visitors from other racial and ethnic groups, and Hispanic visitors are more likely to be male.

Non-Caucasian visitors are, on the whole, younger than Caucasian visitors.

Adult United States residents who visit the Smithsonian are nearly three times as likely to have a Bachelor's degree or an advanced degree compared to the United States adult population (66% vs. 23%).

Across all race and ethnic groups, Asian visitors have the highest percentage of adults with college degrees. African American adults have the lowest percentage of college graduates and are the most educationally diverse group.

Slightly more than one-quarter of the United States population is members of a racial or ethnic minority. African Americans are 12 percent of all United States residents, Hispanics are 10 percent, and Asians are 3 percent.

In contrast, 16 percent of Smithsonian visitors are minorities. The two largest minority groups are African Americans and Asians (each are about 6% of United States visitors); Hispanics comprise 3 percent of SI's U.S. visitors.

Residence has a definite impact on the racial and ethnic composition of the Smithsonian's audience.

Most Smithsonian visitors live outside of the Washington D.C. Metropolitan Area, and nine out of ten of these visitors are Caucasian. Their presence tends to overwhelm the visits of minority visitors from within the Metropolitan Area.

Thirty percent of District visitors and one-quarter of suburban visitors are minorities. Among residents of the District who visit the Smithsonian, one-fifth are African Americans. Asian and Hispanic visitors generally live outside the District. Over thirty percent of each group live in the suburbs of the Metropolitan Area, and the majority live outside of the Metropolitan Area.

## Visitors to Cultural Institutions: National and Smithsonian Patterns

When we compare Smithsonian visitors from throughout the United States with the profile of all U.S. residents who visit either art, history, science or natural history museums, we find that Smithsonian adult domestic visitors are more male, less ethnically diverse, slightly younger and twice as likely to be college graduates.

When we look only at Smithsonian visitors who live in the District of Columbia, Maryland, or Virginia, these differences are smaller.

Even so, local Smithsonian visitors are younger on average and still nearly twice as likely to be college graduates, compared to museum visitors across the nation.

Individual Smithsonian museums generally follow these patterns, with a few exceptions.

In comparison to the same types of museums nationally, all four Smithsonian museums have lower percentages of minority visitors generally, but higher percentages of visitors of Asian ancestry.

The difference in the distribution of ages between Smithsonian visitors and comparable national museum visitors is greatest in the category of those ages 35 to 44.

Except for the Freer and Sackler Galleries, Smithsonian museums have a notably higher percentage of visitors in this age category, compared to museums of the same type nationally.

Compared to the national visitors, NMAH visitors are also more likely to be between the ages of 45 and 54, while the Freer and Sackler visitors are more likely to be between the ages of 45 and 64.

## Local Population Characteristics and Local Smithsonian Institution Visitors

Compared to the population of the Metropolitan Area, local Smithsonian visitors have essentially the same gender distribution. More visitors from the Metropolitan Area are white, although the difference between the racial distribution for the Smithsonian and for the Metropolitan Area as a whole is moderate.

The Smithsonian has about 12 percent more white visitors than one would expect from the ethnic distribution of the population of the Metropolitan Area.

African American visitors show the largest differences; 26 percent of the Metropolitan Area population is African American, compared to 11 percent of local Smithsonian visitors.

The greatest overall disparity is found with residents of the District. Over seventy percent of District residents are members of minority groups and 65 percent are African Americans. In contrast, 30 percent of Smithsonian visitors living in the district are minority, and 21 percent are African Americans.

Overall, there are more Asians and American Indians among Smithsonian visitors, compared to the population of the Metropolitan Area. The percent of Hispanic visitors is about equal to their percentage in the population

It is clear that the Smithsonian attracts very highly educated individuals (especially those with at least a college degree) from all racial and ethnic groups in the D.C. area.

African American and Caucasian visitors are twice as likely to have graduated college as their counterparts in the general population.

Hispanic Smithsonian visitors are more than five times as likely to have graduated college, compared to the Hispanic population in the Metropolitan Area.

More generally, Smithsonian visitors from the Metropolitan area are over twice as likely to have graduated college as people in the general population (76% versus 30%).



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## I. Introduction

### Summary

This report describes the demographic profile of Smithsonian visitors and places them in the context of visitors to cultural institutions throughout the country and in the demographic context of the Washington Metropolitan Area.

### Studies of Visitors to the National Mall

In the past decade of research, the Institutional Studies Office (ISO) has conducted studies ranging from major year-long visitor studies of Mall museums to an analysis of psychometric test results for pre-schoolers in the Smithsonian Early Enrichment Center. We have not conducted a major comprehensive study of visitors to the entire Smithsonian Institution complex. However, we believe that the data collected over the last several years in four major studies at the National Air and Space Museum (NASM), the National Museum of Natural History (NMNH), the National Museum of American History (NMAH), and the Freer Gallery of Art and the Arthur M. Sackler Gallery (Freer-Sackler), provide an overall profile of visitors on the National Mall.<sup>1</sup>

Coverage. In the surveys on which this report is based, interviews were not conducted with two segments of the visiting public: (a) members of organized school and tour groups clearly accompanied by adults and (b) children under age 12. *Thus, our data pertain only to "voluntary visitors" and individuals who had separated from their groups.*

Response Rates. The cooperation of the public with ISO surveys has been good, with overall completion rates of between 65 and 86 percent for the studies discussed in this report.<sup>2</sup> Most demographic data are available even for visitors that did not complete questionnaires. Interviewers are trained to record identifiable data by observation and, given the opportunity, to ask a few questions of individuals who elect not to participate in the surveys.

Sample Designs. Museum visitors are "mobile populations" and cannot be sampled in the same way that members of households, students in classrooms, or other groups with known characteristics are selected for study. These members of the general public are in transit and, from the point of view of sample designs, similar to shoppers in a

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<sup>1</sup> See Ziebarth, Smith, Doering, and Pekarik (1995); Bielick, Pekarik, and Doering (1995); Kindlon, Pekarik, and Doering (1996); and Bielick, Pekarik, and Doering (1996). [Complete references are on p. 31.]

<sup>2</sup> The completion rate is defined as the percent of people who completed an interview, based on eligibility; i.e., it excludes SI personnel and contractors with whom an interview was terminated after ascertaining their SI status. The completion rate for the NASM study was 65%, for NMNH is was 83%, at NMAH is was 74% and at the Freer-Sackler Galleries the completion rate was 86%.

mall, travelers in airports or railroad stations or users of public libraries. In all cases, they can only be defined because they are in a particular place at a particular time.<sup>3</sup>

All four of the studies summarized in this report used a probability sample design that generates estimates that can be reliably applied to the population of all visitors to a specific museum.<sup>4</sup>

Locations. This report is based on exit surveys; i.e., surveys conducted at the exit or exits of the respective institutions on the National Mall.

### Report Contents

The report includes five sections. After this introduction, the following section is a detailed discussion of the characteristics of the Smithsonian visitorship. The third section looks at the racial and ethnic distribution of individuals living in the United States who visit Smithsonian museums on the National Mall. The fourth section compares national data on visits to cultural institutions with our studies of Smithsonian visitors. The last section is a summary of the socio-economic characteristics of the Washington, D.C. Metropolitan Area, as well as the pattern of population growth among its racial/ethnic groups. Comparisons between the characteristics of local visitors to the Smithsonian and the local population are made.

Supplementary analyses and tables are in the appendices. Appendix A includes all the tables on which Sections II-V are based. Appendix B is an analysis of length of stay in Washington, DC, as well as a discussion of the number of Smithsonian museums visited during a stay in Washington. Appendix C contains additional reference tables.

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<sup>3</sup> See Kalton (1990) for a discussion of these sample issues.

<sup>4</sup> For complete technical information, see the individual reports cited in fn. 1. Each report contains extensive the study designs, questionnaires, field reports, schedules, etc.

## II. A Profile of Smithsonian Visitors

This section contains a profile of the demographic and visit characteristics for millions of local, national and international visitors to the Mall.<sup>5</sup> It is a profile of voluntary visitors; i.e., members of organized school and tour groups are excluded.

These results are from sample surveys conducted between 1994-1996 at the National Air and Space Museum (NASM), the National Museum of Natural History (NMNH), the National Museum of American History (NMAH) and the Freer Gallery of Art and the Arthur M. Sackler Gallery (Freer-Sackler). The studies represent virtually all visitors to the Smithsonian museums on the National Mall (excluding only the Hirshhorn Museum and Sculpture Garden, the National Museum of African Art, the Smithsonian Institution Building (Castle), and the Arts and Industries Building).<sup>6</sup>

### Summary

Four out of five Smithsonian visitors live outside of the Washington, D.C. Metropolitan Area. The Freer-Sackler disproportionately draws local visitors, while NASM disproportionately draws foreign visitors.

More men than women visit the Smithsonian, although more visitors from the District are women and more visitors to Freer-Sackler are women.

Four out of five SI visitors are Caucasian. Among U.S. residents, six percent are African American, six percent are Asian and three percent are Hispanic.<sup>7</sup> The Freer Sackler Galleries, NMNH and NASM all disproportionately draw foreign visitors who are Asian. NMNH disproportionately draws foreign visitors who are Hispanic, and NMAH disproportionately draws District residents who are African American.

Even with the exclusion of organized school groups, over one-quarter of visitors are under age 20, and another quarter are between the ages of 20 and 34. Over one-third of all visitors are between the ages of 35 and 54, and about one in six visitors are age 55 or older. Visitors to the Freer and Sackler Galleries are much older than visitors to the

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<sup>5</sup> Appendix A, Tables 3.1 through 3.5 show selected demographic characteristics of visitors to the Smithsonian's venues on the National Mall in Washington, D.C. Table 3.1 summarizes the combined results from the year-long studies (i.e., data from NASM, NMNH, NMAH and the Freer and Sackler Galleries), while Tables 3.2 through 3.5 present data for each museum individually. Appendix A, Tables 4.1 through 4.5 present selected visit characteristics in the same order. Tables 3.6 and 4.6 present overall data for each museum separately.

<sup>6</sup> The visitor profile at the Smithsonian appears to be stable across time. A comparison of data collected by ISO at NASM in 1988 with data collected in 1994-95 shows only minor differences (Ziebarth, Smith, Doering, & Pekarik (1995)).

<sup>7</sup> Caucasians are 84 percent and another one percent are Native American or not classified. See Appendix A, Table 2.

other museums in the profile and NMNH disproportionately draws local visitors under the age of 20.

Two-thirds of all Smithsonian visitors over age 25 have graduated from college, and nearly half of these college graduates (one-third of all visitors) also hold a graduate degree. Local residents have the highest education levels. Among the museums, visitors to the Freer and Sackler Galleries are by far the most highly educated.

Excluding visitors who come as part of an organized school or tour group, three-quarters of all visitors come to the museums in a social group, i.e., accompanied by children or another adult. Half of these accompanied visitors are visiting in a group that includes both adults and children. About one in ten visitors are in the museums with organized groups from which they have separated. Compared to all visitors, visitors from the District are more than twice as likely to come alone and suburban visitors are more likely to come in groups that include adults and children. Among the museums, Freer-Sackler visitors are much more likely to arrive alone or with one other adult and NMNH visitors are more likely to come in a group that includes adults and children.

Excluding local residents, one in seven visitors stay in Washington for one day. Half of all visitors stay between two and six days. Foreign visitors are much more likely than U.S. visitors to stay one week or more.

Half of all SI visitors are making a repeat visit to the museum in which they are interviewed. Compared to all visitors, foreign visitors are much more likely to be visiting the Smithsonian for the first time, while District and suburban residents are much more likely to be on a repeat visit. NASM visitors are more likely to be making their first visit to the Smithsonian, and Freer-Sackler visitors are more likely to be making their first visit to that museum, although they have been to other Smithsonian museums previously.

Slightly more than half of all visitors are on a general visit to the museum, i.e., they do not have an agenda for their visit. Compared to all visitors, foreign visitors are more likely to be making a general visit, while visitors living the Metropolitan Area are more likely to be visiting to see something specific. In each residence category, visitors to NASM are more likely to be on a general visit when compared to all SI visitors in that residence category. Conversely, in each residence category, visitors to NMNH are more likely to be coming to see something specific when compared to all SI visitors in that residence category.

## A. Detailed Results -- Demographic Characteristics

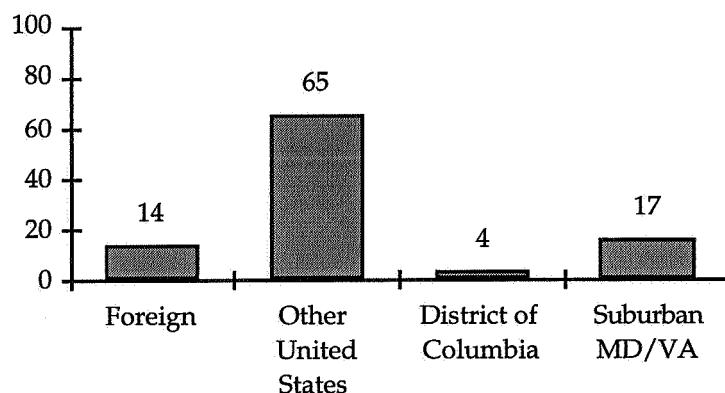
### Residence

Throughout this report, visitors are classified by their reported residence, because distance is a key factor in the decision to visit SI.

In this classification, *Foreign visitors* are visitors living outside the United States. *Other United States visitors* live in the United States, but outside of the Washington D.C. Metropolitan Area. Residents of the Washington D.C. Metropolitan Area are grouped into two categories, *District of Columbia visitors*, and *Suburban visitors*. Suburban visitors live in the communities in Maryland and Virginia surrounding the District.<sup>8</sup>

As seen in Figure 1, four out of five Smithsonian visitors (79%) live outside of the Washington, D.C. Metropolitan Area.<sup>9</sup> Among local visitors, i.e., those living in the Washington D.C. Metropolitan Area, four-fifths (80%) live in the suburban areas of Maryland and Virginia that surround the District.<sup>10</sup> This approximates the distribution of the population in the Metropolitan Area (87% of the population of the Metropolitan Area live in the suburbs) (U.S. Bureau of the Census, 1992).

Figure 1  
Residence of Smithsonian Visitors  
(In Percent)



Source: Appendix A, Table 1.

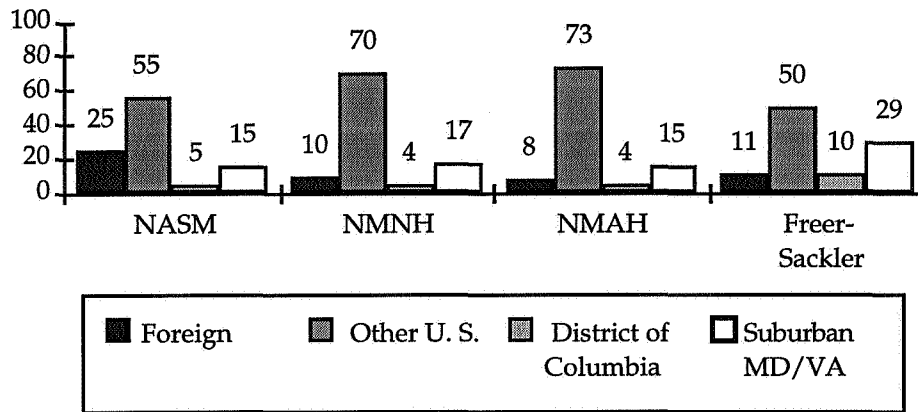
The distribution of residence is essentially the same for each museum included in the profile, with two exceptions. Compared to the other museums, visitors to the Freer and Sackler Galleries are twice as likely to live in the Washington D.C. Metropolitan Area (40% vs. 19-21%), and visitors to NASM are two to three times more likely to be foreign residents (25% vs. 8-11%). See Figure 2.

<sup>8</sup> These same data are presented using an alternative geographic classification in Appendix C, Tables 1.1 - 2.5. There, the residence groups are not in mutually exclusive categories. The categories are All Visitors, United States Visitors and Metropolitan Area Visitors; i.e., Metropolitan Area Visitors are included in United States Visitors.

<sup>9</sup> Data collected for a 1993 exhibition planning study for the National Museum of Natural History (NMNH), suggest that the populations from which visitors to different museums are drawn vary considerably from city to city. In that study, 17 percent of visitors interviewed at NMNH lived in the District of Columbia and its surrounding states (Maryland and Virginia), while over one-third (35%) of respondents at the Field Museum of Natural History in Chicago lived in Illinois, and nearly three-quarters (72%) of the respondents interviewed at the Denver Museum of Natural History lived in Colorado (Bickford, 1993.)

<sup>10</sup> See Table 1 in Appendix A.

Figure 2  
Residence of Smithsonian Visitors, by Museum  
(In Percent)



Source: Appendix A, Table 1.

### Gender

Generally, more men than women visit the Smithsonian (55% of all visitors are men), but more visitors living in the District are women (54%), and there is an equal split between men and women for visitors living in the Washington D.C. suburbs.

Among the individual museums, only the Freer and Sackler Galleries depart significantly from this pattern. There are more women visiting this museum than men (53% vs. 47%). The gender distribution of foreign visitors to Freer-Sackler is identical to the averages for all foreign visitors to the Mall museums, but visitors to the Freer-Sackler from the United States include a higher proportion of women in all residence categories. Most notably, 58 percent of the Freer-Sackler visitors from the Washington suburbs are women.

### Racial/Ethnic Identification

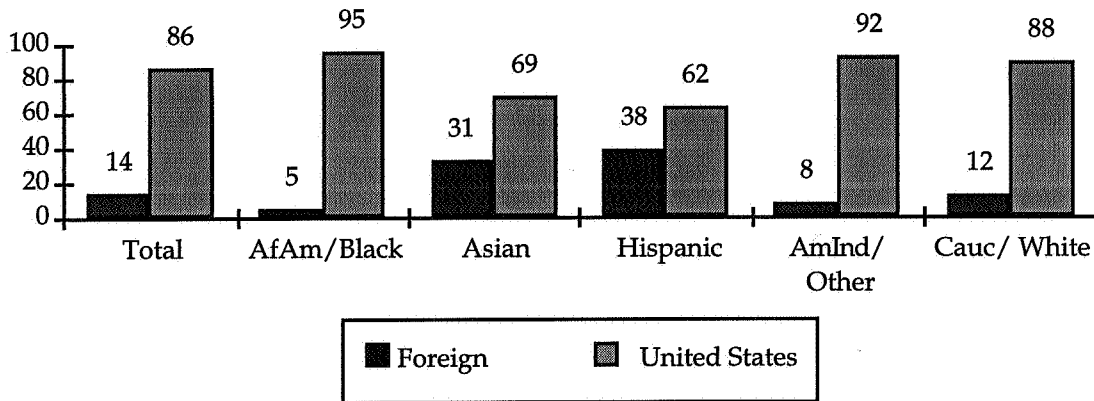
The majority of visitors to all the Mall museums are Caucasian or white; 82 percent of all visitors, and 87 percent of United States residents who live outside of the Metropolitan Area are Caucasian. The smallest proportion of Caucasian visitors is found among foreign visitors and District of Columbia visitors (70% in each).<sup>11</sup>

About one-third of Asian and Hispanic visitors live outside of the United States. (31% and 38%, respectively). The other racial/ethnic groups are primarily United States residents. See Figure 3.

<sup>11</sup> Appendix A, Table 2 presents the distribution of residence by race and ethnicity. In all residence categories, Native American visitors and visitors whose racial or ethnic identification could not be classified are approximately one percent of all visitors.



**Figure 3**  
Residence of All Smithsonian Visitors, by Race/Ethnicity  
(In Percent)



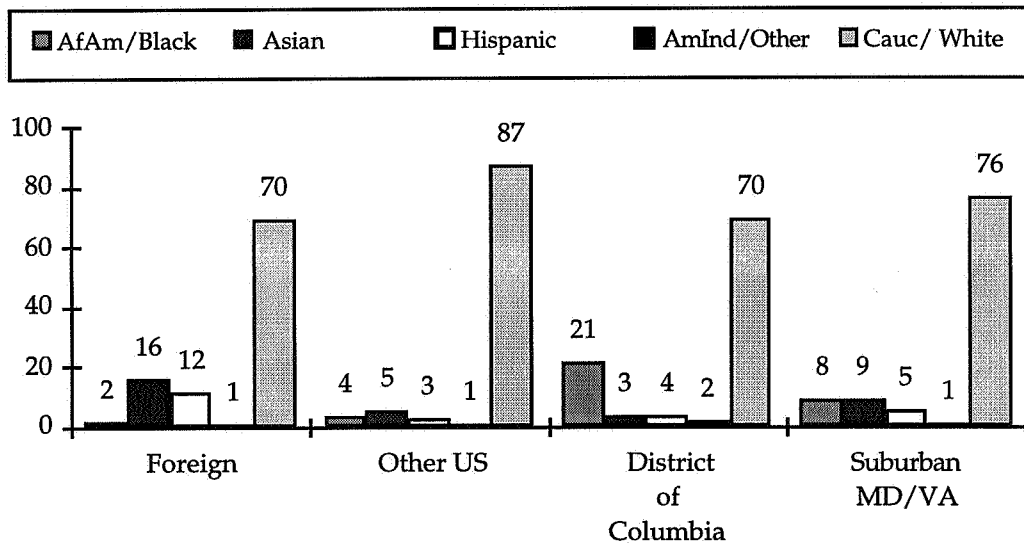
Source: Appendix A, Table 2.

Six percent of U.S. visitors are African American. They are most prominent among District of Columbia visitors, where they are 21 percent of the total. Among foreign residents, Black visitors are a very small group (less than 2%).

Six percent of U.S. visitors identify themselves as Asian, ranging from 3 percent of District residents to 9 percent of suburban residents. Asian visitors are more prominent among foreign visitors, where they comprise 16 percent of the total.

Three percent of U.S. visitors are Hispanic. Hispanic visitors are 12 percent of foreign visitors.

**Figure 4**  
Race/Ethnicity of Smithsonian Visitors, by Residence  
(In Percent)



Source: Appendix A, Table 2.

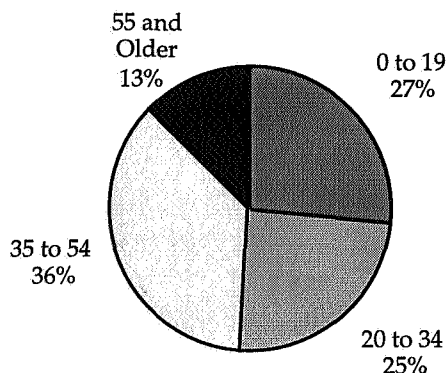
There are some notable differences in this general profile. Foreign visitors to the Freer and Sackler Galleries are more likely to be Asian than foreign visitors on average (25% vs. 16%). Washington, D.C. residents who visit Freer-Sackler are more than twice as likely to be Asian compared to the average Mall visitor from the District (8% vs. 3%), and both District and suburban residents who visit Freer-Sackler are one-third as likely to be African American (6% vs. 21% for DC residents, and 3% vs. 9% for suburban residents) compared to the average.

Foreign visitors to NMNH and to NASM are more likely to be Asian than foreign visitors to the Mall in general (23% vs. 16% at NMNH; 20% vs. 16% at NASM), and foreign visitors to NMNH are more likely to be Hispanic than foreign visitors in general (16% vs. 12%). District of Columbia visitors to NMAH are more likely to be African American than District visitors to the Mall (26% vs. 21%).

### Age

Since organized school groups are excluded from these data, the tabulations of the age distribution exclude many SI visitors under age 18. Even so, over one-quarter of visitors (27%) are under age 20, and another quarter (25%) are between the ages of 20 and 34. Over one-third of all visitors (36%) are between the ages of 35 and 54, and about one in six visitors (13%) are age 55 or older.

Figure 5  
Age of Smithsonian Visitors  
(In Percent)



Source: Appendix A, Table 3.1.

Among all residence groups, District visitors have the smallest proportion of visitors under age 20 (18%), and the largest proportion of visitors between the ages of 20 and 34 (34%).

Visitors to the Freer and Sackler Galleries are much older than visitors to the other museums in the profile. About half (49%) of the visitors to the Freer and Sackler Galleries are age 45 or older. By comparison, over one quarter (28%) of visitors to all the Mall

museums are age 45 or older. District residents who visit Freer-Sackler are somewhat of an exception to this pattern; 36 percent of them are age 45 or older.

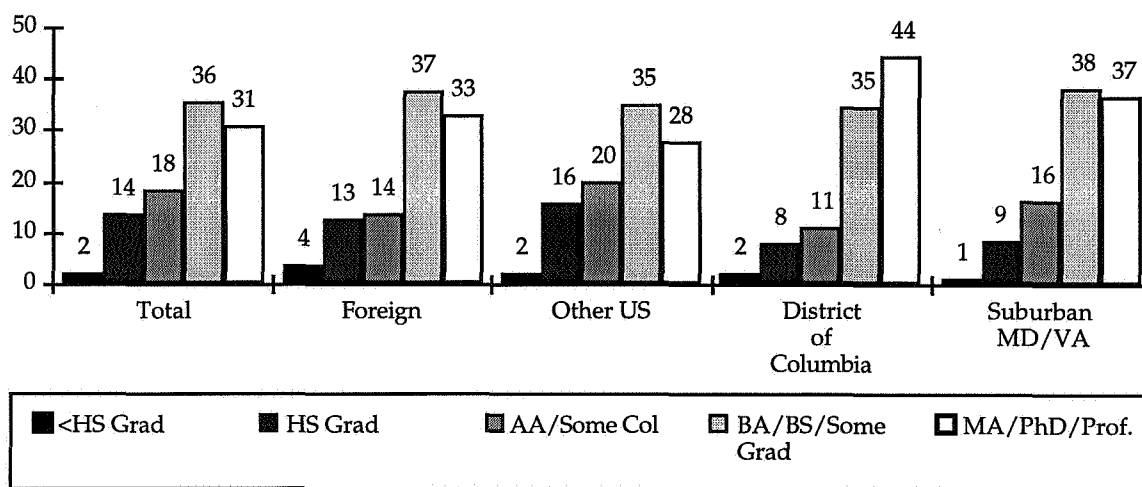
At the other three museums, District residents differ in their age distribution from the overall patterns. District residents who visit NMNH are more likely to be under 20 than District residents who visit SI in general (24% vs. 18%); suburban visitors to NMNH are more likely to be under 20 than District residents who visit SI in general (35% vs. 29%). District residents who visit NMAH are more likely to be between the ages of 20 and 34 than District residents who visit SI (43% vs. 34%). District residents who visit NASM are more likely to be between the ages of 35 and 54 than District residents to SI on average (38% vs. 32%).

### Educational Attainment

Visitors to the Smithsonian are highly educated. Two-thirds (66%) of all Smithsonian visitors over age 25 have graduated from college, and nearly half of these college graduates (31% of all visitors) also hold a graduate degree. An additional 18 percent have taken some college courses, but have less than a Bachelor's degree. According to the 1995 Current Population Survey (CPS), less than one-quarter (23%) of United States residents age 25 and older hold a Bachelor's degree; one-third of these college graduates (8% of all residents) also hold a graduate degree (Day and Curry, 1996, Table 2).

Among residential categories of SI visitors, District residents have the highest education levels. Nearly eighty percent (79%) of District of Columbia visitors age 25 and older have at least a Bachelor's degree, and 44 percent have an advanced degree. Suburban visitors are similarly well-educated (75% Bachelor's or above; 37% graduate degree).

Figure 6  
Educational Attainment of Smithsonian Visitors, Age 25 and Older, by Residence  
(In Percent)



Source: Appendix A, Table 3.1.

Among the museums, visitors to the Freer and Sackler Galleries are clearly the most highly educated. More than four out of five visitors (83%) age 25 and older hold at least a Bachelor's degree, and half of all visitors age 25 and older (51%) hold a graduate degree. For visitors to the Freer-Sackler this level of educational attainment is very high across all residential categories. The percentage of visitors with at least a Bachelor's degree ranges between 78 percent of suburban visitors to 93 percent of foreign visitors.

At NMNH and NMAH, residents of both the District and the Suburbs who are age 25 and older also depart from the general pattern in some respects. Local visitors to NMNH are more likely to have taken some college courses without getting a Bachelor's degree, compared to local visitors to SI in general (15% vs. 11% for District residents; 20% vs. 16% for suburban residents). Local visitors to NMAH are more likely to have at least a Bachelor's degree, compared to local visitors to SI (84% vs. 79% for District residents; 80% vs. 75% for suburban residents).

## B. Detailed Results -- Visit Characteristics

### Social Composition

For most visitors, a trip to the Smithsonian is a social event. Three-quarters (75%) of all visitors come to the museums in a social group, i.e., accompanied by children or other adults.<sup>12</sup> Fourteen percent of all visitors tour the museums alone, 26 percent came with one other adult, 13 percent came with more than one other adult, and 11 percent visit as part of an organized school or tour group from which they have separated by the time of the interview.<sup>13</sup> The most common type of voluntary visit group is adults with children; 36 percent of all visitors are visiting in a group that includes both adults and children. See Figure 7.

Compared to all visitors, visitors from the District are more than twice as likely to come alone (31% vs. 14%), suburban visitors are more likely to come in groups that include adults and children (46% vs. 36%), and foreign visitors are somewhat more likely to arrive either alone or with one other adult (19% vs. 14% alone; 30% vs. 26% pairs). Compared to all SI visitors, Freer-Sackler visitors are much more likely to arrive alone or with one other adult (41% vs. 14% alone; 36% vs. 26% pairs). This difference was most marked among foreign visitors (55% of whom come to Freer-Sackler alone) and District residents (52% of whom come alone). See Figure 8.

Compared to all SI visitors, NMNH visitors are more likely to come in a group that includes both children and adults (42% vs. 36%). This tendency is found in all domestic

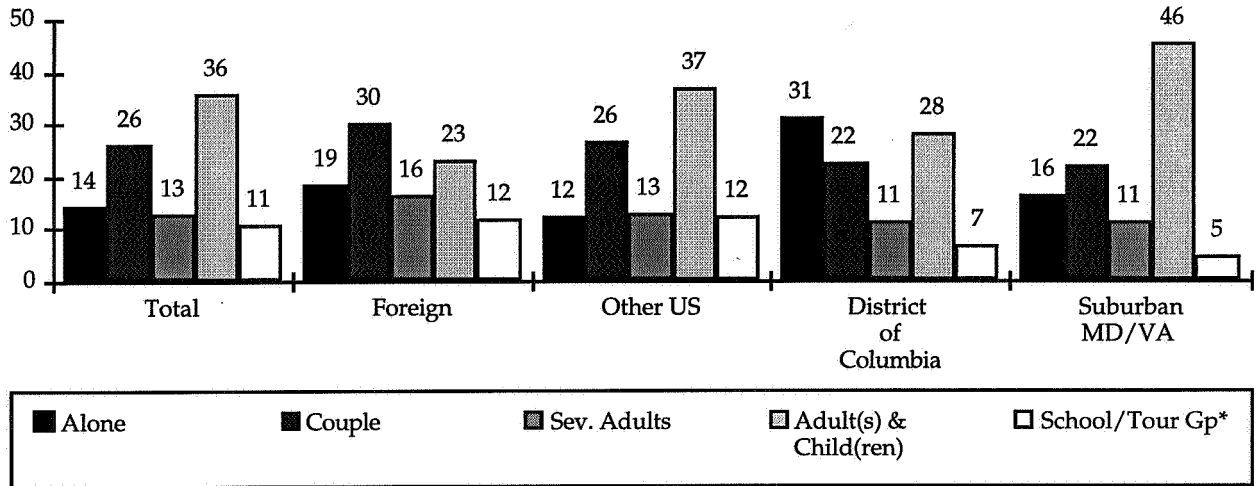
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<sup>12</sup> If visitors separated from school or tour groups are added, a total of 86% do not come alone.

<sup>13</sup> The Smithsonian visitor studies do not include organized school or tour groups. Respondents who said they were visiting a museum with an organized group, were physically separated from the group at the time of the interview. The percentage of visitors listed under "School/Tour group" does not reflect the number or characteristics of organized school and tour groups visiting the Smithsonian.

residence categories, but is most pronounced among suburban visitors, 54 percent of whom visit in adult-child groups. At the same time, District visitors and foreign visitors to NMNH are also more likely to come alone than District residents and foreign residents who visit SI museums in general (36% vs. 31% District; 24% vs. 19% foreign).

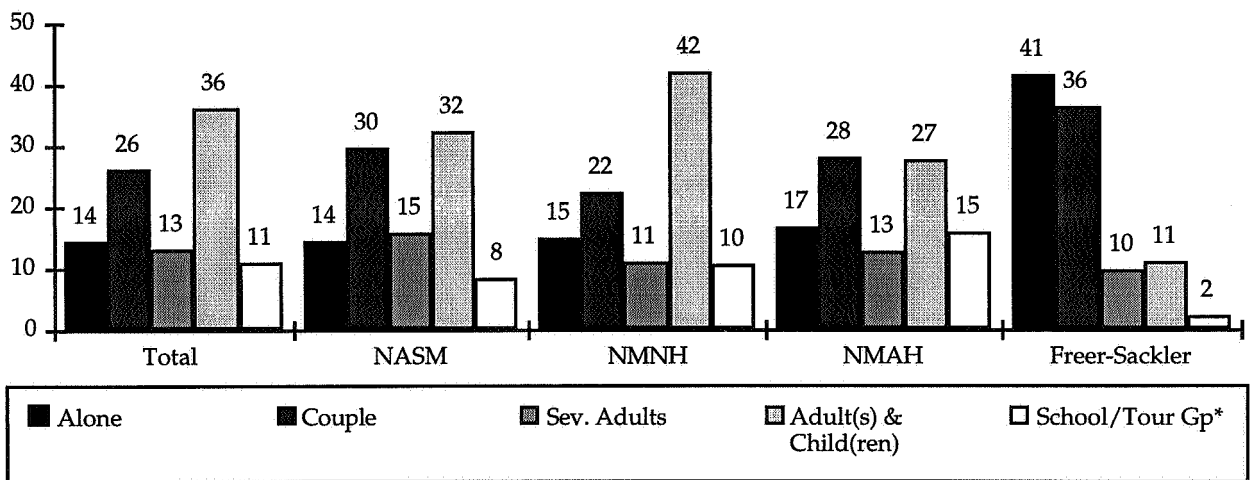
**Figure 7**  
**Social Composition of Smithsonian Visitors, by Residence**  
(In Percent)



Source: Appendix A, Table 4.1.

\* Organized school and tour groups were not included in the studies. These respondents were individuals who were intercepted while separated from their group.

**Figure 8**  
**Social Composition of Smithsonian Visitors, by Museum**  
(In Percent)



Source: Appendix A, Tables 4.1 - 4.5.

\* Organized school and tour groups were not included in the studies. These respondents were individuals who were intercepted while separated from their group.

District residents who visit NMAH are more likely to be alone or with one other adult, compared to District residents who visit SI in general (36% vs. 31% alone; 28% vs. 22% pairs). Foreign visitors and suburban visitors to NMAH are also more likely to come alone, compared to foreign visitors and suburban visitors in general (29% vs. 19% foreign; 22% vs. 16% suburban).

At NASM, the only departure from the general pattern is found with U.S. visitors from outside the Metropolitan Area and with District residents. Compared to Other United States visitors in general, Other United States visitors to NASM are more likely to come in pairs (31% vs. 26%), and in comparison to District residents at SI museums in general, District residents at NASM are more likely to come in groups of three or more adults (16% vs. 11%).

### Length of Stay in Washington

The data from NASM, NMAH and NMNH includes information about the length of the respondent's visit to Washington. The most common length of a visit is one day. Including local residents, thirty-six percent of all visitors said they were "visiting" just for the day on which they were interviewed. In total, 21 percent were local residents making a one day excursion. The remaining 15 percent were from other countries or from elsewhere in the United States. About one-quarter of visitors (27%) stay for two or three days, and another quarter (23%) stay for four to six days. The remaining 14 percent stay for one week or more.

When we compare foreign visitors and United States visitors from outside the Metropolitan Area, we find that these two groups are about equally likely to stay in Washington for 2 days, 3 days, 4 days, 5 days, or 6 days. U.S. visitors are considerably more likely to stay for only one day (20% vs. 12%), and foreign visitors are much more likely to stay one week or more (28% vs. 15%). Compared to all foreign visitors visiting SI, foreign visitors to NMNH are more likely to be in Washington for a week or more (40% vs. 28%).

For more information on length of stay, as well as on the number of Smithsonian museums visited during a stay in Washington, see Appendix B.

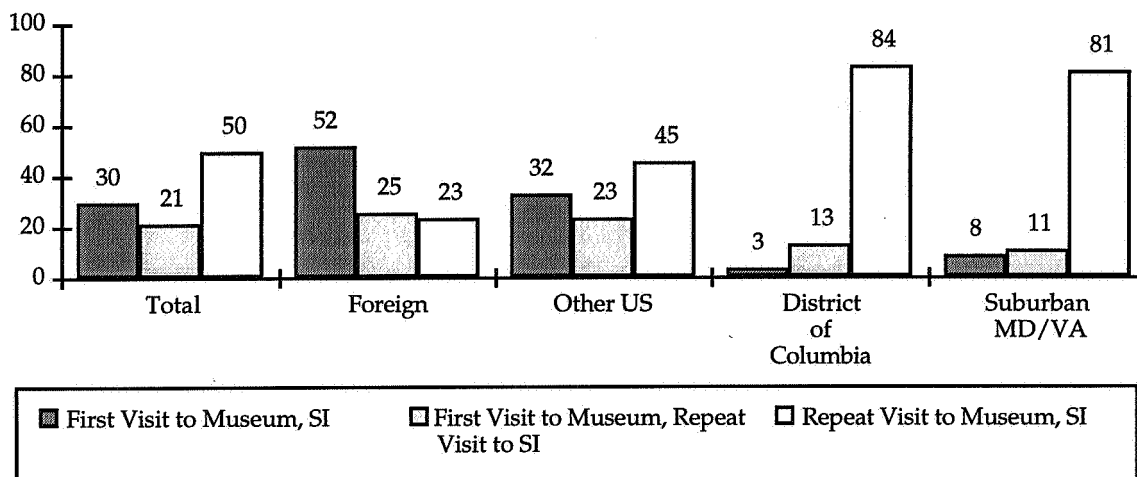
### Type of Visit

Visitors were also asked whether they were visiting their respective museum for the first time, and whether they were visiting the Smithsonian for the first time. The combination of these two variables yields a three-category classification: visitors could be visiting the Smithsonian for the first time, they could be visiting the museum for the first time but be on a repeat visit to the Smithsonian, or they could be on a repeat visit to the museum.

The most common visit type is the last combination, people on a repeat visit to the museum; half (50%) of all visitors fall into this category (Figure 9). Thirty percent of

visitors are making their first visit to the Smithsonian, and 21 percent of visitors are coming to the museum for the first time, but have visited other Smithsonian museums previously.

Figure 9  
Type of Visit, by Residence  
(In Percent)



Source: Appendix A, Table 4.1.

Compared to all visitors, foreign visitors are much more likely to be visiting the Smithsonian for the first time (52% vs. 30%), while District and suburban residents are much more likely to be on a repeat visit (84% vs. 50% District; 81% vs. 50% suburbs).

Compared to all visitors, NASM visitors are more likely to be making their first visit to the Smithsonian (35% vs. 30%), and Freer-Sackler visitors are more likely to be making their first visit to the galleries, although they have been to other Smithsonian museums previously (39% vs. 21%). At both museums this difference is found in all residence categories.

Compared to all foreign visitors, foreign visitors to NMNH and NMAH are more likely to be making a first visit to the museum although they have been to other SI museums previously (42% vs. 25% NMNH; 35% vs. 25% NMAH). Compared to all District visitors, District residents visiting NMAH are somewhat more likely to be coming for the first time, although they have been to other SI museums before (19% vs. 13%).

### Visitor Agenda

Respondents were asked whether they were expecting to see any particular object or exhibition on their visit. Slightly more than half (52%) of all visitors are on a general visit to the museum, i.e., they do not have an agenda for their visit.

Compared to all visitors, foreign visitors are more likely to be making a general visit (60% vs. 52%), while District residents and suburban visitors (i.e., visitors living the Metropolitan Area) are more likely to be visiting to see something specific (63% vs. 48% District; 59% vs. 48% suburbs).

In each residence category, visitors to NASM are more likely to be on a general visit when compared to all SI visitors in that residence category (63% vs. 60% foreign; 61% vs. 54% other U.S.; 44% vs. 37% District; 50% vs. 41% suburbs).

Conversely, in each residence category, visitors to NMNH are more likely to be coming to see something specific when compared to all SI visitors in that residence category (57% vs. 41% foreign; 58% vs. 46% other U.S.; 78% vs. 63% District; 73% vs. 59% suburbs).

Foreign visitors and suburban visitors to NMAH are more likely to be on a general visit, in comparison with all foreign visitors and all suburban visitors (64% vs. 60% foreign; 47% vs. 41% suburbs).

Other U.S. visitors and suburban visitors to Freer-Sackler are more likely to be on a general visit, compared with all other U.S. and suburban visitors (58% vs. 54% other U.S.; 46% vs. 41% suburbs); while District visitors to Freer-Sackler are considerably more likely to be looking for something specific, compared to all District visitors (74% vs. 63%).

### Discussion of Results

In general we can identify two distinct audiences for Smithsonian museums, a local audience and a non-local audience. The local audience tends to visit repeatedly, comes with a specific agenda and is more prominent at Freer-Sackler than at the other three museums. First-time visitors to SI are more likely to start with NASM and then to visit the other museums, either on the same visit or a subsequent one.

In addition, each museum seems to have its own image in the minds of visitors and thus attracts a particular audience out of the general flow of Mall visitors. The data suggests that a NASM visit is seen as general and subject-based and especially attractive to men. On the other hand, an NMNH visit tends to be directed to specific agendas and particularly draws children. A Freer-Sackler visit is closely associated with very high levels of formal education and a relatively private experience among adults.

Compared to these other museums, NMAH has a less distinctive audience. This suggests the possibility that its image in the minds of visitors may not be as well formed as that of the other museums on the Mall.

### Looking Ahead

In the sections that follow, we first elaborate on the ethnic composition of Smithsonian visitors. Then, the characteristics of Smithsonian visitors are put into context by comparing them to available statistics on the national audience for museums and to the population characteristics of the Washington D.C. Metropolitan Area.



### III. The Ethnic Composition of American Smithsonian Visitors

This section looks at the racial and ethnic distribution of individuals living in the United States who visit Smithsonian museums on the National Mall. The data suggests that the nature of the Smithsonian audience is closely linked to education levels and to residence. The ethnic composition of the audience is shaped substantially by these two factors.

#### Summary

Compared to the United States population, Smithsonian visitors who live in the United States include more men, more Caucasians, more individuals between the ages of 35 and 54, and, among those over age 25, many more college graduates.

United States residents who visit the Smithsonian are nearly three times as likely to have a Bachelor's degree or an advanced degree compared to the United States population (66% vs. 23%).

Slightly more than one-quarter of the United States population is members of a racial or ethnic minority. African Americans are 12 percent of all United States residents, Hispanics are 10 percent, and Asians are 3 percent. Sixteen percent of Smithsonian visitors are minorities. The two largest minority groups are African Americans and Asians (each are about 6% of United States visitors); Hispanics comprise 3 percent of SI's U.S. visitors.

Residence has a definite impact on the racial and ethnic composition of the Smithsonian's audience. Most Smithsonian visitors live outside of the Washington D.C. Metropolitan Area, and nine out of ten of these visitors are Caucasian. Their presence tends to overwhelm the visits of minority visitors from within the Metropolitan Area. Thirty percent of District visitors and one-quarter of suburban visitors are minorities. Among residents of the District who visit the Smithsonian, one-fifth are African Americans. Asian and Hispanic visitors generally live outside the District. Over thirty percent of each group live in the suburbs of the Metropolitan Area, and the majority live outside of the Metropolitan Area.

African American and Native American visitors are more likely to be female than visitors from other racial and ethnic groups, and Hispanic visitors are more likely to be male. Non-Caucasian visitors are, on the whole, younger than Caucasian visitors. Across all race and ethnic groups, Asian visitors have the highest percentage of adults with college degrees. African American adults have the lowest percentage of college graduates and are the most educationally diverse group.

## A. Detailed Results -- Visits to the Smithsonian by United States Residents

One in seven visitors (14%) to the Smithsonian is a foreign resident, and about 30 percent of these foreign residents identify themselves as non-Caucasians (2% are of African ancestry, 16% are of Asian ancestry, 12% are of Hispanic ancestry and 1% are of "Other" ancestry). Consequently, to get a true picture of the racial composition of the Smithsonian audience, it is necessary to exclude foreign residents from the analysis.

Appendix A, Table 5 presents the demographic characteristics for all United States residents in the Smithsonian visitor data, along with comparable figures on the demography of the United States population for 1995.<sup>14</sup> In general Smithsonian visitors include more men, more Caucasians, more individuals between the ages of 35 and 54, and, among those over age 25, many more college graduates.

In terms of educational attainment, United States residents who visited the Smithsonian are nearly three times as likely to have a Bachelors degree or an advanced degree compared to all United States residents (66% vs. 23%).

Slightly more than one-quarter (26%) of the United States population is members of a racial or ethnic minority. African Americans and Hispanics are the two largest groups among minorities. African Americans are 12 percent of all United States residents, Hispanics are 10 percent, and Asians are 3 percent. In contrast, 16 percent of Smithsonian visitors are minorities. The two largest minority groups are African Americans and Asians (each are about 6% of United States visitors); Hispanics comprise 3 percent of SI's U.S. visitors.

The close association between formal education and museum visiting is well established and a recent national study indicated that differences in museum attendance among ethnic groups vanish when the level of educational attainment is taken into account (Doering, 1995). However, educational attainment alone does not explain the predominance of Caucasians among the Smithsonian visitor population. One must also take into account where Smithsonian visitors live and how place of residence affects the racial distribution of visitors.

## B. Detailed Results -- Race/Ethnicity, Residence and Visitation

Table 6 divides the demographic characteristics of Smithsonian visitors by race and ethnicity. This breakdown shows the effect of out-of-town visitors on the overall racial distribution of the Smithsonian audience.

Nearly four out of five Caucasian visitors (79%) live outside the Washington D.C. Metropolitan Area. When the racial distribution of visitors is classified by residence location, nine out of ten visitors (87%) from outside the metropolitan area are Caucasian. While Caucasian visitors are clearly in the majority among visitors from the

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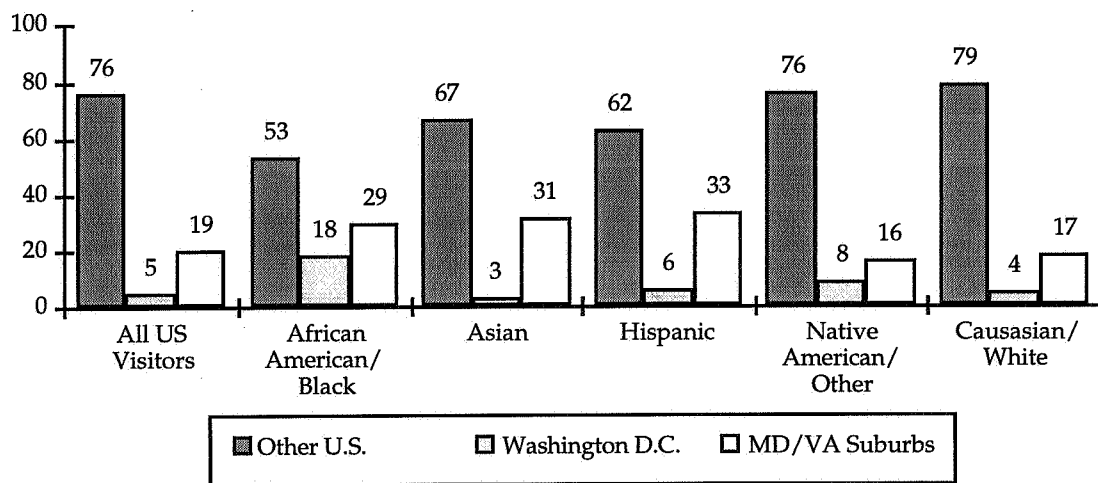
<sup>14</sup> These data are from two sources. General population characteristics are taken from Day (1996), Table 2. Data on educational attainment are taken from Day and Curry (1996), Table 1.

District and the Suburbs (70% of District residents and 76% of suburban residents), their proportion is substantially lower than for out-of-town visitors. (See Figure 4, page 7.)

Among residents of the District who visit the Smithsonian, one-fifth (21%) are African Americans. Among all African American visitors to the Smithsonian, 18 percent live in the District.

Asians and Hispanic visitors generally live outside the District. Over thirty percent of each group live in the suburbs of the Metropolitan Area, and the majority live outside of the Metropolitan Area.

Figure 10  
Race/Ethnicity of U.S. Smithsonian Visitors, by Residence  
(In Percent)



These results show that residence has a definite impact on the racial and ethnic composition of the Smithsonian's audience. When considering the role of travel and out-of-state tourism on the Smithsonian audience, it is important to note that out-of-town visitors are more likely to be on a general visit to the Smithsonian (i.e., are less likely to have a specific agenda for their visit, as shown in Appendix A, Table 7. This is true for all racial and ethnic groups, and suggests that out-of-town visitors are attracted to the Smithsonian because it is the Smithsonian, rather than because they want to see a particular exhibition or object. The opposite is true for local visitors, since sixty percent of all visitors living in the Metropolitan Area were visiting the Smithsonian to see something in particular.

## Other Demographic Characteristics by Race

There are some other important differences in the characteristics of the different racial and ethnic groups visiting the Smithsonian (see Appendix A, Table 6). African American and Native American visitors are more likely to be female than visitors from other racial and ethnic groups, and Hispanic visitors are more likely to be male.

Non-Caucasian visitors are, on the whole, younger than Caucasian visitors. Over forty percent of African American and Native American visitors are under 20 years of age, compared to 26 percent of Caucasians. Asians and Hispanics are much more likely to be ages 20 to 34 compared to Caucasians (Asians 35% vs. 23%; Hispanics 39% vs. 23%).

Across all race and ethnic groups, Asian visitors include the highest percentage of adults with college degrees (82% have at least a Bachelor's Degree), followed by Caucasians (66%). African American adults have the lowest percentage of college graduates (50%) and are the most educationally diverse group. Seventeen percent of African American adults who visit the Smithsonian stopped their education after high school and 28 percent attended college without receiving a Bachelor's degree. The proportion of African American adults who stopped their education after high school is the highest proportion across all racial and ethnic groups, and the proportion in the "Some College" category is equaled only by Native Americans.

## Discussion of Results

The size and composition of the out-of-town visitor population hides much of the existing diversity of local Smithsonian visitors. Most visitors live outside the Washington D.C. Metropolitan Area and nearly ninety percent of them are Caucasian.

Given the overwhelming number of out-of-town visitors, changing the overall racial and ethnic composition of the Smithsonian audience is a difficult task. The racial composition of out-of-town visitors would have to change substantially in order to produce significant change in the visitorship as a whole. It is not realistic to expect that a further increase in the diversity of local audiences alone would have a substantial impact on the composition of the overall audience.

The Smithsonian has an estimated 10 million individual visitors annually. In order to raise the proportion of African Americans in the Smithsonian visitorship to their percentage in the population, i.e., from 6 percent to 12 percent would require 680,000 additional African American visitors each year. This is 28 percent of all local visitors but only 9 percent of non-local visitors.

Similarly, it would take 780,000 additional Hispanic visitors to raise the percentage of Hispanics in the Smithsonian visitor population from 3 percent to 10 percent. This is 33 percent of the existing local visitorship or 10 percent of the non-local visitorship.

To effect both of these changes together would require an additional 1,670,000 African American and Hispanic visitors each year. This is 69 percent of the total existing local audience or about 22 percent of the current non-local audience.

Issues of the overall composition of the Smithsonian audience are too complex and structural to be addressed without a systematic, institution-wide approach. The near-term prospects for substantially increasing the number of local visitors may be limited, since most local residents with even some interest in visiting the Smithsonian have probably already done so. Admittedly, efforts to change levels of interest may be successful. The other alternative is a change in the composition of the population of out-of-town visitors. This implies attracting specific visitor segments, especially the members of those segments who have college degrees. This could realistically lead to a substantially more diverse audience for the Smithsonian.

#### IV. Visitors to Cultural Institutions: National and Smithsonian Patterns

This section includes national data on visits to cultural institutions and compares them to the Smithsonian audience. National data is taken from the Smithsonian Institution Marketing Study (SIMS). This study was conducted in 1994 as a planning tool for the celebration of the Smithsonian's 150th anniversary (McCready and Shapiro, 1995). Among a general set of questions about cultural participation, the survey contained questions about visits to each kind of museum in the Smithsonian complex (art, history, science, natural history, and zoos). These data allow for a comparison between the Smithsonian visitor data and a national profile of museum visitors.

##### Summary

When we compare Smithsonian visitors from throughout the United States with the profile of all U.S. residents who visit either art, history, science or natural history museums, we find that Smithsonian adult domestic visitors are more male, less ethnically diverse, slightly younger and twice as likely to be college graduates. When we look only at Smithsonian visitors who live in the District of Columbia, Maryland, or Virginia, these differences are smaller. Even so, local Smithsonian visitors are younger on average and still nearly twice as likely to be college graduates, compared to museum visitors across the nation.

Individual Smithsonian museums generally follow these patterns, with a few exceptions.

In comparison to the same types of museums nationally, all four Smithsonian museums have lower percentages of minority visitors generally, but higher percentages of visitors of Asian ancestry.

The difference in the distribution of ages between Smithsonian visitors and comparable national museum visitors is greatest in the category of those ages 35 to 44. Except for the Freer and Sackler Galleries, Smithsonian museums have a notably higher percentage of visitors in this age category, compared to museums of the same type nationally. Compared to the national visitors, NMAH visitors are also more likely to be between the ages of 45 and 54, while the Freer and Sackler visitors are more likely to be between the ages of 45 and 64.

##### Visits to Museums and Visits to the Smithsonian

Over the last decade participation in the arts has increased. According to one set of national surveys, the Survey of Public Participation in the Arts (SPPA), between 1982 and 1992 the percentage of the adult population in the United States participating in at

least one of seven "benchmark" arts activities rose 9 percentage points, from 32 percent in 1982 to 41 percent in 1992.<sup>15</sup>

According to SIMS, 24 percent of adults over age 18 visited at least one art museum in the previous year, compared to 27 percent of respondents to the 1992 SPPA survey. In addition, the SIMS survey showed that approximately two-thirds of respondents visited at least one museum in 1994, and over 40 percent of all adults visited two or more different kinds of museums in the same year (Doering, 1995). These data also indicate that audiences for different types of museums are not discrete; there is significant overlap in the kinds of museums individuals visit over the course of a year.

The SIMS survey was the first national survey designed to capture visits to all kinds of museums. This survey differed from other national surveys of arts participation, such as the 1992 SPPA, which only asked about visits to art museums.<sup>16</sup> The range of museums included in the SIMS survey avoids the assumption that all museums share the essential features of art museums, and allows for a much fuller description of the museum-going public than was possible before. This description of the national museum-going public is based on a telephone survey of 2,009 residents of the United States, age 18 and older.

In this section, the SIMS data is compared to all Smithsonian visitors who live in the United States and are age 18 or older. These tables divide the Smithsonian visitor data into two groups, all visitors living in the United States, and visitors living in the District of Columbia, Maryland, and Virginia (local area). Although reliable national data on the distance people will travel to visit museums does not exist, the presumption is that most museum visitors visit local museums. Travel industry professionals typically define an attraction's "local visitors" as the visitors living within 100 miles, i.e., within a two-hour drive of the attraction. For the purposes of this analysis, we have defined this local area to include all visitors living in the District of Columbia and the two states surrounding it.<sup>17</sup> Among adult visitors (age 18 or older) to the Smithsonian who live in the United States, nearly one third (31%) live within the District, Maryland and Virginia. By separating these visitors, it is possible to compare museum visitors from SIMS, who presumably visit local museums, and the Smithsonian visitors who could consider the Smithsonian museums their "local" museums.

Appendix A, Tables 8.1 through 8.6, compare the Smithsonian visitor profile with the profile of museum visitors from the SIMS data. The Smithsonian draws over two-thirds

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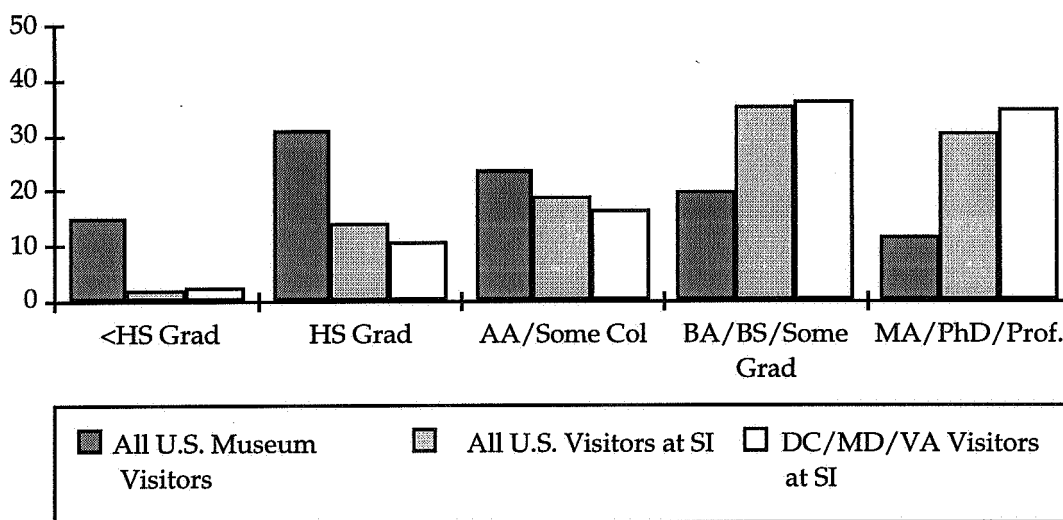
15 The SPPA "benchmark activities" are defined as attendance at an opera, ballet, jazz performance, classical music performance, non-musical play, musical play and visiting an art museum. Survey respondents were asked whether they attended any of these seven types of arts events in the twelve months prior to the survey ( See National Endowment for the Arts Research, 1993).

16 The 1982 and 1985 versions of the SPPA questionnaire included questions about visits to "non-art" museums and historic sites, but these questions were not included in the 1992 survey.

17 In other sections of this report we define local visitors as those who reside in the Washington D.C. Metropolitan Area, which consists of the District together with the Maryland and Virginia suburbs. The broader definition used in this section includes more Virginia residents, in particular.

of its adult domestic visitors from outside the District of Columbia, Maryland and Virginia, but not everyone in the country has the same opportunity to travel to Washington D.C. Consequently, one would expect the Smithsonian visitor profile to differ from the SIMS data. The group of Smithsonian adult domestic visitors is more male, less ethnically diverse, slightly younger (62% of Smithsonian visitors are between age 18 and 44, compared to 59% of the SIMS museum visitors) and much more highly educated (66% of Smithsonian domestic visitors age 25 and older have at least a Bachelor's degree, compared to 31% of SIMS museum visitors) than the SIMS profile.

Figure 11  
Educational Attainment of All U. S. Visitors to Museums,\* All U.S. Visitors to the Smithsonian and Visitors from the District of Columbia, Maryland and Virginia  
(In Percent)



Source: Appendix A, Table 8.1.

\*National Art, Science, History, and Natural History Museum Visitors. History includes historical sites.

When we look only at residents of the District of Columbia, Maryland and Virginia, these differences are smaller. There are about as many women in this group of visitors as men. The overall distribution of race and ethnicity of these Smithsonian visitors is close to the SIMS profile (21% of Smithsonian visitors from the local area identified themselves as members of a racial or ethnic minority, compared to 24% of SIMS museum visitors). Smithsonian visitors from the local areas are much younger than the SIMS museum visitors (69% of Smithsonian visitors from the local area are between age 18 and 44, compared to 59% of SIMS museum visitors). They are also more highly educated. The proportion of Smithsonian visitors with at least a Bachelor's degree is more than twice that of SIMS museum visitors (71% of Smithsonian visitors age 25 and older have at least a Bachelor's degree compared to 31% of SIMS museum visitors).

When the adult domestic visitors to individual Smithsonian museums are compared to visitors to specific kinds of museums from the SIMS data (art museums, science museums, history museums, and natural history museums), the details of the differences between the two sets of data become clear.



## Visitors to NASM

Appendix A, Table 8.2 compares visitors to NASM with visitors to science museums and history museums from the SIMS data. The majority of visitors to NASM are men, while the majority of SIMS science and history museum visitors are women. For visitors from the local area, the proportion of women is higher, 47 percent versus 43 percent for all domestic visitors, but is less than the 51 percent of women visitors in the SIMS data.

In terms of race and ethnicity, the group of all adult domestic visitors to NASM resembles the distribution of SIMS History museum visitors in the aggregate, but not in the details. While 18 percent of all adult domestic visitors to NASM and 19 percent of SIMS history museum visitors identify with a racial or ethnic minority, Asians are the largest minority group among NASM visitors (8% of all visitors) and the second smallest group among SIMS history museum visitors (1%).

Visitors from the local area have a racial distribution similar to visitors to science museums. The percentage of minority visitors is essentially the same for these NASM visitors and for SIMS science museum visitors, as is the percentage of visitors of African ancestry. The largest difference is in the percentage of Asian visitors and the percentage of Hispanic visitors. Compared to the SIMS science museum visitors, NASM visitors include a higher percentage of Asians (8% vs. 4%) and a lower percentage of Hispanics (4% vs. 10%).

The aggregate age distribution for NASM is also very similar to the SIMS science museum visitors. In each case around two-thirds of adult visitors are between age 18 and 44 (64% of adult domestic visitors to NASM and 65% of SIMS Science museum visitors). In the detailed categories, a smaller percentage of visitors to NASM is aged 18-19 or is age 65 and older, and a larger percentage is between the ages of 35 and 44. For residents of the District, Maryland and Virginia, 72 percent are between 18 and 44.

As with all of the Smithsonian visitor data, visitors to NASM are about twice as likely to hold a Bachelors degree as are SIMS science museum visitors and SIMS history museum visitors; 65 percent of NASM adult domestic visitors and 70 percent of residents of the local area have Bachelors degrees, compared to 39 percent of SIMS science museum visitors and 33 percent of SIMS history museum visitors.

## Visitors to NMNH

Visitors to NMNH from the United States are evenly divided by gender (see Appendix A, Table 8.3). In contrast, 53 percent of SIMS natural history museum visitors are female.

A smaller percentage of NMNH visitors are members of a racial or ethnic minority group, compared to SIMS natural history museum visitors. One-third (34%) of SIMS natural history museum visitors are members of a minority group, compared to 16 percent of adult domestic visitors to NMNH and 21 percent of residents of the District, Maryland and Virginia. This difference holds for all minority groups except Asians. Asians are 3 percent of SIMS natural history museum visitors, but 6 percent of adult domestic visitors to NMNH and 6 percent of residents of the local area.

In terms of age, the overall distribution shows that adult domestic visitors to NMNH are the same as SIMS natural history museum visitors (about 63% are between age 18 and 44). However, residents of the local area are younger (74% are in this age range).

Finally, United States visitors to NMNH show the same pattern of educational attainment as the other Smithsonian museums. NMNH visitors are about twice as likely to hold a Bachelors degree, compared to SIMS natural history museum visitors.

## Visitors to NMAH

Visitors to NMAH and SIMS history museum visitors are not entirely comparable, since the SIMS history museum visitors include visitors to historic sites. While there is no reliable national data on visitors to historic sites, we presume that such visitors may be less highly educated than history museum visitors and are likely to differ from history museum visitors in other, unexpected ways.

SIMS history museum visitors include a slightly higher percentage of females than males (51% vs. 49%), while NMAH visitors, both domestic and local, include a slightly higher percentage of males (51% vs. 49%). (See Appendix A, Table 8.4.)

With respect to race and ethnicity, a higher proportion of adult domestic visitors to NMAH is white, compared to SIMS history museum visitors. For residents of the local area, the overall percentage of minority visitors and the percentage of visitors of African ancestry are essentially the same as the SIMS history museum visitors. Where the residents of the local area differ from the SIMS history museum visitors is in the proportion of Asian and Hispanic visitors. Compared to the SIMS history museum visitors, NMAH local area visitors include more Asians (6% vs. 1%) and fewer Hispanics (4% vs. 8%).

The aggregate age distribution of visitors to NMAH and SIMS history museum visitors is the same; 59 percent of SIMS History museum visitors are between age 18 and 44, as are 58 percent of adult domestic visitors. But local area NMAH visitors are somewhat younger (66% are between age 18 and 44). In terms of the individual categories, a

higher percentage of NMAH visitors is between ages 35 and 54, compared to the SIMS history museum visitors, and a lower percentage is age 65 or older.

Again, visitors to NMAH are about twice as likely to hold a Bachelor's degree as SIMS history museum visitors; 65 percent of NMAH adult domestic visitors and 76 percent of residents of the District, Maryland and Virginia have Bachelor's degrees, compared to 33 percent of SIMS history museum visitors.

### Visitors to Freer and Sackler Galleries

The data in Appendix A, Table 8.5 compares adult domestic visitors to the Freer and Sackler Galleries to SIMS art museum visitors. In the gender distribution, visitors to the Freer and Sackler Galleries are virtually identical to the SIMS data. However, there are fewer ethnic minorities visiting the Freer and Sackler Galleries. The Freer and Sackler have more Asian visitors than the SIMS art museum visitors, (9% vs. 3%, which is reasonable given that the Freer and Sackler Galleries are museums of Asian art) and fewer visitors of African and Hispanic ancestry.

In the age distributions, Freer and Sackler visitors are older than SIMS art museum visitors. Less than half (47-48%) of Freer and Sackler visitors, both domestic and local, are under age 45, compared to 56 percent of SIMS art museum visitors. Visitors ages 65 and older are an exception to this pattern, since they are twice as common among SIMS art museum visitors as they are among Freer and Sackler visitors (20% versus 10-11%).

The largest difference is in education. Visitors to the Freer and Sackler are twice as likely to have a Bachelor's degree as SIMS art museum visitors (82% of all adult domestic visitors and 80% of visitors from the District, Maryland and Virginia have Bachelor's degrees, compared to 41% of SIMS art museum visitors).

Appendix A, Table 8.6 compares adult domestic visitors to the Freer and Sackler Galleries to art museum visitors from the 1992 Survey of Public Participation in the Arts (SPPA).<sup>18</sup> With respect to the Freer and Sackler data, the main difference between the SIMS and SPPA data is in the racial and ethnic identification of respondents. In the SIMS data, 29 percent of art museum visitors identified with some racial or ethnic minority. For the SPPA data, 12 percent identified themselves in the same manner. In the Freer and Sackler data, 17 percent of all adult domestic visitors identified with a minority group, as did 18 percent of visitors from the District, Maryland and Virginia.

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<sup>18</sup> See Doering and Bickford (1994) pp. 21 - 26. for background information about the 1992 Survey of Public Participation in the Arts.

## Discussion of Results

Compared to national data on visits to different types of museums (from the Smithsonian Institution Marketing Study (SIMS)), the Smithsonian museums stand out on three grounds. First, more Smithsonian visitors have graduated college, compared to SIMS museum visitors.

Second, in two of the four Smithsonian museums men are the majority group among visitors. In one museum, the Freer and Sackler Galleries, women are in the majority and in NMNH there is gender parity. For the SIMS museum visitors, women are the majority of visitors in art, history, science, and natural history museums.

Third, in terms of the racial and ethnic composition of Smithsonian versus SIMS visitors, it appears that the Smithsonian audience is substantially less diverse (e.g., 15% of adult domestic visitors to the Smithsonian are members of minority groups, compared to 24% of SIMS museum visitors). However, much of this difference appears to reflect who is able to travel to Washington D.C. When visitors living in Washington DC and the two adjoining states (Maryland and Virginia) are compared to the SIMS museum visitors, these differences in the racial and ethnic distribution of the audiences are lessened, and in several cases disappear.

In considering the characteristics of Smithsonian visitors from the vantage point of national data on museum visits, one must keep in mind the Smithsonian's unique status as a national institution. The Smithsonian draws the majority of its visitors from outside the Washington D.C. Metropolitan Area. These out-of-area visitors must have the means and opportunity to travel to Washington. This fact alone may have a considerable impact on the composition of the Smithsonian audience.

## V. Local Population Change and the Smithsonian Institution

The Smithsonian, in addition to its role as a national institution, is also a resource for residents of the District of Columbia and the surrounding suburban communities. This section briefly discusses changes in the Washington, D.C. metropolitan population and looks more closely at Smithsonian visitors from the local area.

### Stability and Change in the Metropolitan Washington, D.C. Region<sup>19</sup>

The population of Washington, D.C. was remarkably stable through the onset of World War II but changed rapidly in the post-war period. From its founding, the District of Columbia had been comprised of primarily white residents and assumed the social and cultural demeanor of a Southern city. Due to its unique political and economic history, the District attracted few European immigrants but drew a steady influx of rural African Americans. This is mirrored in the sharp decline of the D.C. immigrant population -- from 13 percent in 1870 to 5 percent in 1940 -- while the African American population exceeded that of all other cities from the late 1880s to World War I. Even so, African Americans never accounted for more than one-third of all District residents through World War II and in 1950 were only 35 percent of the city population.

The centralization of national and international bureaucracies in the District of Columbia during the 1940s, 1950s, and 1960s contributed to the dramatic growth of the Virginia and Maryland suburbs. For example, in 1940, the suburbs constituted only 31 percent of the total Metropolitan Washington, D.C. population of almost one million,<sup>20</sup> whereas only 20 years later, the suburbs accounted for 62 percent of the metropolitan total of two million. The Washington, D.C. urban population peaked at over 800,000 in the early 1950s. By 1990, the Washington, D.C. population had steadily declined to 600,000 while the suburban "edge" cities have grown to over 3.3 million residents. Overall, the D.C. metropolitan population of almost 4 million makes it the seventh largest metropolis in the United States and its high percentage of suburban residents (85%) ranks second only to Atlanta.

This rapid demographic explosion was accompanied by two fundamental socio-cultural shifts. First, the movement of white Washington, D.C. residents to the suburbs in the 1950s and 1960s, together with the continued arrival of rural African American migrants, underlies the emergence of the District as a primarily African American city:

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<sup>19</sup> This brief overview is based on Manning (1994). It was originally part of the predecessor to this report (Doering and Bickford, 1994).

<sup>20</sup> Officially, 968,000 people. It should also be noted that the definition of the Washington, D.C. Metropolitan Area has changed over time. In 1970, it included Washington, D.C., Montgomery and Prince George's Counties in Maryland, Arlington, Fairfax, Loudoun, Prince William Counties in Virginia, Alexandria City, VA, Fairfax City, VA and Fall Church City, VA. In 1980, Charles County, MD and Manassas City, VA and Manassas Park City, VA were added. In 1990, Calvert, Charles, and Frederick Counties in Maryland were added.

the African American population rose to 53 percent in 1960 and then peaked at 71 percent in 1970. Second, the changing socio-economic conditions of African Americans and the expansion of the "post-industrial" service economy was followed by the abrupt growth of the foreign-born population as waves of "new" immigrants (from Africa, Asia, the Caribbean, and, especially, Central America) began to arrive in the early 1970s.

Today, the District of Columbia remains a predominantly African American city (65% in 1990). However, the unprecedented diversity of the new immigration has led to ongoing political conflict and social accommodation between the African American majority and the discordant voices of the new immigrant communities; in the spring of 1991, for example, inter-ethnic tensions exploded into two days of riots by primarily Latino youths in the historic neighborhood of Mt. Pleasant. Nevertheless, the tumultuous process of forging a "multicultural" majority in the city (over 10% of the District population is comprised of immigrants) has overshadowed the more profound shift in the cultural diversity of the suburbs.

In 1970, the Washington, D.C. suburbs were 91 percent white, 8 percent African American, and less than 1 percent Asian and Hispanic (see Appendix A, Table 9). Over the next twenty years, the suburban African American population has grown nearly four-fold to almost 650,000 while the combined Hispanic and Asian populations have mushroomed to nearly 400,000 or over 11 percent of the metropolitan suburban population in 1990. The new immigrants settled more heavily in the suburbs than in the city: the foreign-born population is over seven times greater in the Maryland/Virginia suburbs than in the District.<sup>21</sup> This is a particularly important pattern in view of the discriminatory policies that effectively obstructed the movement of African Americans from the economically declining central city to the prosperous suburbs in the late 1960s and early 1970s.

### The Washington, D.C. Metropolitan Area Population and the Smithsonian Visitor Profile

Due to the absence of census data for 1995, it is hard to make a direct comparison between local Smithsonian visitors and the current Metropolitan Washington population. The Bureau of the Census conducts a complete count of the nation's population once each decade. Population figures for the years between censuses, such as those for 1995 reported in Appendix A, Table 11 are estimates based on the known characteristics of the population and periodic surveys, such as the Current Population Survey (CPS). These estimates are most reliable for large populations, e.g., the entire United States population or populations of a multi-state region, but generally do not produce reliable profiles for individual cities and metropolitan areas. Consequently, this analysis must rely on the available data from the 1990 Census for information about the characteristics of residents of the Washington D.C. Metropolitan Area. Where appropriate, data from the 1995 Current Population Survey will also be discussed.

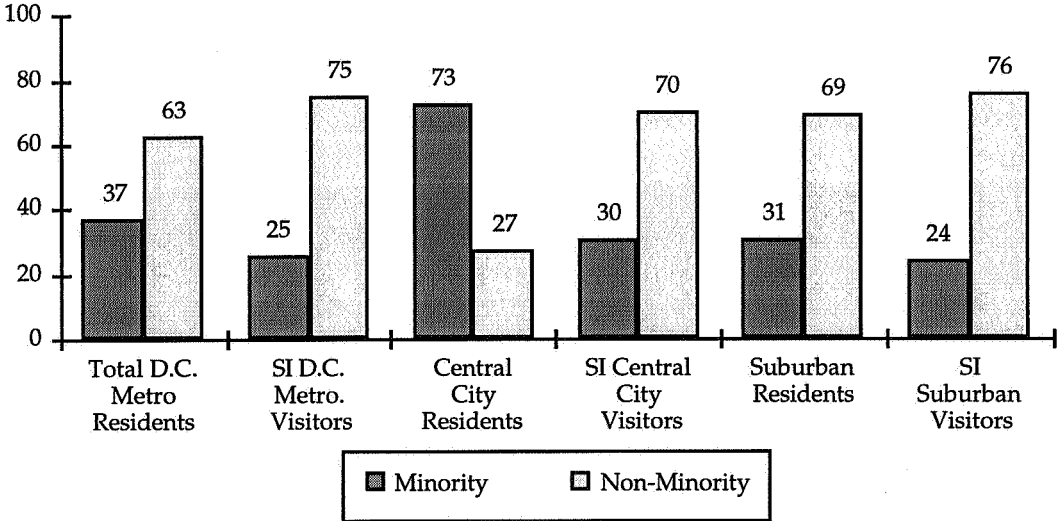
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<sup>21</sup> 426,000 people compared to 59,000 in 1990.

The gender distribution of local Smithsonian visitors essentially reproduces the gender distribution of the Metropolitan Area (see Appendix A, Table 10). Women are in the majority in each of the divisions of the Metropolitan Area, and they make up the majority of visitors from the District. The majority of suburban visitors are men, although this majority is very small.

Three-quarters of all local visitors are white. While there is a higher percentage of whites among Smithsonian visitors, compared to the Metropolitan Area, this difference, approximately 12 percentage points, is of moderate size. For minority groups, African American visitors show the largest differences; 26 percent of the Metropolitan Area population is African American, compared to 11 percent of local Smithsonian visitors. The greatest overall disparity is found with residents of the District. Over seventy percent of District residents are members of minority groups and 65 percent are African Americans. In contrast, 30 percent of Smithsonian visitors living in the district are minority, and 21 percent are African Americans. Overall, there are more Asians and American Indians among Smithsonian visitors, compared to the population of the Metropolitan Area. The percent of Hispanic visitors is about equal to their percentage in the population.

**Figure 12**  
Composition of Washington, D.C. Metropolitan Area Population and Smithsonian  
Visitors, Minority and Non-Minority  
(In Percent)



Source: Appendix A, Table

In the aggregate, Smithsonian visitors have about the same age distribution as the Washington, D.C. population. For the entire metropolitan area, 72 percent of the population is younger than 45, compared to 75 percent of Smithsonian visitors. For the District and the suburban areas, this age difference is about the same. Children under 12 years of age are the most over-represented (primarily from the suburbs) while local residents age 65 and over are the most underrepresented.

Looking at the 1990 Census data, the most salient differences between Smithsonian visitors and the local Washington, D.C. population are their respective levels of educational attainment. Among adults over 25 years old, over three-quarters of Smithsonian visitors have college degrees (75%) compared to about one-third of the local metropolitan population (32%). Conversely, less than two percent of these Smithsonian visitors have not completed high school compared to about one-fifth (21%) of the local population.

Appendix A, Table 11 shows the distribution of educational attainment by racial/ethnic identification for both the Washington, D.C. Metropolitan Area and local Smithsonian visitors. In the upper panel, the data from the 1990 Census are shown; in the third panel, the more current 1995 CPS data are presented. Consistently, there is a higher percentage of college educated persons in the Smithsonian visitor profile than in the metropolitan D.C. population. More striking, however, are the distinct visit patterns among the various racial/ethnic groups. Consider the educational distribution among African Americans: 13 percent of African American residents in the Washington, D.C. Metropolitan area have a college degree (compared with 31% of whites, 27% of Hispanics, and 48% of Asians). Yet, among local African American visitors to the Smithsonian, nearly one-half (48%) have earned at least an undergraduate degree.

When we compare groups, using the 1990 Census data, we find that Caucasians and Asians have the highest educational achievement whereas African Americans and Hispanics have the lowest. Overall, Asians have the highest levels of educational attainment; in the D.C. Metropolitan Area, 48 percent of Asians versus 31 percent of whites possess at least a Bachelor's degree.

The data on educational attainment from the 1995 Current Population Survey (CPS) show that for the African American population in the Washington D.C. Metropolitan Area, the percentage of persons with college degrees has increased dramatically from 11% in 1990 to 25% in 1995. During these five years, the percentage of Hispanics with college degrees has fallen from 27% in 1990 to 12% in 1995. For the Hispanic population, this change is most likely a consequence of Hispanic migration into the Metropolitan Area from Latin American countries. For African Americans, the increase in educational attainment is probably due to a combination of migration of educated African Americans to the Metropolitan area and actual increases in the proportion of African American residents earning Bachelors' degrees. According to the 1995 CPS, Washington D.C. has the highest percentage of adult college graduates of any area in the nation (Day and Curry, 1996, p. 5). Given that the population of Washington D.C. is primarily African American, it follows that African American residents would be a substantial part of this attainment picture.



## Summary

The Metropolitan Washington, D.C. Area has grown enormously in the post-World War II period and is now the seventh most populated metropolitan area in the United States. The suburban sprawl of the last thirty years was accompanied by the dramatic increase in the cultural diversity of the metropolitan population--especially in the suburbs.

Compared to the population of the Metropolitan Area in 1990, local Smithsonian visitors have essentially the same gender distribution. More visitors from the Metropolitan Area are white, although the difference between the racial distribution for the Smithsonian and for the Metropolitan Area as a whole is moderate. The Smithsonian has about 12 percent more white visitors than one would expect from the ethnic distribution of the population of the Metropolitan Area.

It is clear that the Smithsonian attracts very highly educated individuals (especially those with at least a college degree) from all racial and ethnic groups in the D.C. area. African American and Caucasian visitors are twice as likely to have graduated college as their counterparts in the general population. Hispanic Smithsonian visitors are more than five times as likely to have graduated college, compared to the Hispanic population in the Metropolitan Area. More generally, Smithsonian visitors from the Metropolitan area are over twice as likely to have graduated college as people in the general population (76% versus 30%).

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Appendix A

**Supporting Tables Smithsonian Visitor Profiles by Residence and Comparisons with National Data**

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**Appendix A**  
**Supporting Tables**

Table 1  
**Smithsonian Visitors, by Residence and Museum, 1994-1996**  
**Museums on the National Mall**  
(in Percent)

	All Museums	NASM	NMNH	NMAH	Freer and Sackler Galleries
<b><u>Museum (by Residence Location)</u></b>					
Foreign Visitors	13.9	24.8	9.6	8.0	10.6
Other United States Visitors*	65.4	55.2	69.9	73.4	49.8
District of Columbia Visitors	4.1	4.7	3.9	3.7	10.4
Suburban MD/VA Visitors	<u>16.6</u>	<u>15.3</u>	<u>16.6</u>	<u>14.9</u>	<u>29.2</u>
Total	100.0	100.0	100.0	100.0	100.0
<b><u>Residence Location (by Museum)</u></b>					
Foreign Visitors	100.0	62.6	20.5	14.4	2.5
Other United States Visitors*	100.0	38.4	31.3	27.9	2.5
District of Columbia Visitors	100.0	41.3	27.9	22.7	8.2
Suburban MD/VA Visitors	100.0	42.9	29.2	22.3	5.7
Total	100.0	42.6	29.3	24.9	3.2

\*Outside of the District of Columbia and Suburban MD/VA

Table 2  
**Smithsonian Visitors, by Residence and Race/Ethnicity**  
**Museums on the National Mall**  
(in Percent)

	African American/ Black	Asian	Hispanic	American Indian/ Other	Caucasian / White	Total
<b>All Visitors</b>						
<u>Race/Ethnicity (by Residence Location)</u>						
Foreign Visitors	5.0	31.2	37.7	7.7	11.7	13.8
Other United States Visitors*	50.5	45.9	38.4	70.3	69.5	65.5
District of Columbia Visitors	17.1	2.0	3.4	7.2	3.5	4.1
Suburban MD/VA Visitors	<u>27.4</u>	<u>20.9</u>	<u>20.6</u>	<u>14.9</u>	<u>15.4</u>	<u>16.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
<u>Residence Location (by Race/Ethnicity)</u>						
Foreign Visitors	1.9	16.2	11.8	0.7	69.5	100.0
Other United States Visitors*	4.0	5.0	2.5	1.3	87.2	100.0
District of Columbia Visitors	21.3	3.4	3.6	2.1	69.7	100.0
Suburban MD/VA Visitors	8.5	9.0	5.4	1.1	76.1	100.0
Total	5.1	7.2	4.3	1.2	82.2	100.0
<b>United States Visitors</b>						
<u>Race/Ethnicity (by Residence Location)</u>						
Other United States Visitors*	53.1	66.7	61.6	76.1	78.7	76.0
District of Columbia Visitors	18.0	2.8	5.4	7.8	4.0	4.8
Suburban MD/VA Visitors	<u>28.8</u>	<u>30.4</u>	<u>33.0</u>	<u>16.1</u>	<u>17.4</u>	<u>19.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
<u>Residence Location (by Race/Ethnicity)</u>						
Other United States Visitors*	4.0	5.0	2.5	1.3	87.2	100.0
District of Columbia Visitors	21.3	3.4	3.6	2.1	69.7	100.0
Suburban MD/VA Visitors	8.5	9.0	5.3	1.1	76.1	100.0
Total	5.6	5.7	3.1	1.3	84.2	100.0

\*Outside of the District of Columbia and Suburban MD/VA

Table 3.1  
**Demographic Characteristics of Smithsonian Visitors, by Residence, 1994-1996**  
**Museums on the National Mall\***  
(in Percent)

	All Museums*				
	All Visitors	Foreign Visitors	Other US Visitors #	District of Columbia Visitors	Suburban MD/VA Visitors
<b>Gender</b>					
Female	45.2	37.2	45.4	54.4	49.1
Male	<u>54.8</u>	<u>62.8</u>	<u>54.6</u>	<u>45.6</u>	<u>50.9</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Race/Ethnicity (All Visitors)</b>					
<b>Minority</b>	<b><u>17.8</u></b>	<b><u>30.5</u></b>	<b><u>12.8</u></b>	<b><u>30.3</u></b>	<b><u>23.9</u></b>
African American/Black	5.1	1.9	3.9	21.3	8.5
Asian	7.1	16.2	5.0	3.4	9.0
Hispanic	4.3	11.8	2.5	3.6	5.3
Native American	0.6	0.1	0.8	1.1	0.4
Other/Multiple	0.6	0.5	0.5	1.0	0.7
<b>Caucasian/White</b>	<b><u>82.2</u></b>	<b><u>69.5</u></b>	<b><u>87.2</u></b>	<b><u>69.7</u></b>	<b><u>76.1</u></b>
Total	100.0	100.0	100.0	100.0	100.0
<b>Race/Ethnicity (United States Visitors)</b>					
<b>Minority</b>	<b>15.7</b>		<b>12.8</b>	<b>30.3</b>	<b>23.9</b>
African American/Black	5.6		4.0	21.3	8.5
Asian	5.7		5.0	3.4	9.0
Hispanic	3.1		2.5	3.6	5.3
Native American	0.7		0.8	1.1	0.4
Other/Multiple	0.6		0.5	1.0	0.7
<b>Caucasian/White</b>	<b><u>84.2</u></b>		<b><u>87.2</u></b>	<b><u>69.7</u></b>	<b><u>76.1</u></b>
Total	99.9		100.0	100.0	100.0
<b>Age</b>					
<b>0 to 19</b>	<b>27.0</b>	<b>24.5</b>	<b>27.6</b>	<b>17.6</b>	<b>29.0</b>
0 to 11	14.9	9.7	14.8	10.2	21.0
12 to 19	12.0	14.7	12.7	7.4	8.1
<b>20 to 34</b>	<b>24.5</b>	<b>33.2</b>	<b>21.2</b>	<b>34.2</b>	<b>27.6</b>
20 to 24	7.3	11.3	5.9	12.6	8.3
25 to 34	17.2	21.8	15.4	21.6	19.3
<b>35 to 54</b>	<b>36.0</b>	<b>31.3</b>	<b>37.7</b>	<b>32.3</b>	<b>34.3</b>
35 to 44	20.2	14.5	21.6	14.3	20.5
45 to 54	15.9	16.8	16.1	18.0	13.8
<b>55 and Older</b>	<b>12.5</b>	<b>11.0</b>	<b>13.5</b>	<b>15.8</b>	<b>9.1</b>
55 to 64	7.1	7.1	7.5	7.1	5.3
65 and Older	<u>5.5</u>	<u>4.0</u>	<u>6.0</u>	<u>8.8</u>	<u>3.8</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Educational Attainment (Age &gt;= 25)</b>					
Less than High School Graduate	2.1	3.5	2.1	2.2	1.0
HS Graduate	13.7	12.5	15.5	7.8	8.6
AA/Jr College/Tech/Some College	18.1	13.5	19.9	11.1	15.9
Bachelor's/Some Graduate Study	35.6	37.4	34.7	34.6	38.0
MA/PhD./Prof. Degree	<u>30.6</u>	<u>33.1</u>	<u>27.8</u>	<u>44.3</u>	<u>36.5</u>
Total	100.0	100.0	100.0	100.0	100.0

\* Includes visitors to NASM, NMNH, NMAH, and the Freer and Sackler Galleries.

# Excludes visitors from the District of Columbia and Suburban MD/VA.



Table 3.2  
Demographic Characteristics of Smithsonian Visitors, by Residence, 1994-1996  
**National Air and Space Museum**  
(in Percent)

	NASM				
	All Visitors	Foreign Visitors	Other US Visitors #	District of Columbia Visitors	Suburban MD/VA Visitors
<b><u>Gender</u></b>					
Female	42.5	38.9	42.1	53.3	46.5
Male	<u>57.5</u>	<u>61.1</u>	<u>57.9</u>	<u>46.7</u>	<u>53.5</u>
Total	100.0	100.0	100.0	100.0	100.0
<b><u>Race/Ethnicity (All Visitors)</u></b>					
Minority	<b>22.2</b>	<b>34.9</b>	<b>14.6</b>	<b>30.0</b>	<b>26.0</b>
African American/Black	5.4	2.0	4.6	20.7	9.0
Asian	10.4	20.2	6.3	4.7	11.0
Hispanic	5.5	12.4	2.6	3.0	5.5
Native American	0.5	0.1	0.6	1.0	0.3
Other/Multiple	0.4	0.3	0.5	0.6	0.1
Caucasian/White	<u>77.8</u>	<u>65.1</u>	<u>85.4</u>	<u>70.0</u>	<u>74.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<b><u>Race/Ethnicity (United States Visitors)</u></b>					
Minority	<b>17.9</b>		<b>14.6</b>	<b>30.0</b>	<b>26.0</b>
African American/Black	6.5		4.6	20.7	9.0
Asian	7.2		6.3	4.7	11.0
Hispanic	3.2		2.6	3.0	5.5
Native American	0.6		0.6	1.0	0.3
Other/Multiple	0.4		0.5	0.6	0.1
Caucasian/White	<u>82.1</u>		<u>85.4</u>	<u>70.0</u>	<u>74.0</u>
Total	100.0		100.0	100.0	100.0
<b><u>Age</u></b>					
0 to 19	23.0	19.8	23.8	14.5	27.7
0 to 11	13.8	8.7	14.8	8.3	19.9
12 to 19	9.2	11.1	9.0	6.2	7.8
20 to 34	<b>28.1</b>	<b>32.6</b>	<b>25.1</b>	<b>36.2</b>	<b>29.1</b>
20 to 24	8.8	11.7	7.4	11.6	7.9
25 to 34	19.3	20.8	17.7	24.6	21.1
35 to 54	<b>35.9</b>	<b>33.1</b>	<b>37.0</b>	<b>38.4</b>	<b>35.5</b>
35 to 44	20.6	17.1	21.5	18.2	23.8
45 to 54	15.3	16.0	15.5	20.2	11.7
55 and Older	<b>13.1</b>	<b>14.6</b>	<b>14.1</b>	<b>11.0</b>	<b>7.7</b>
55 to 64	7.8	10.3	7.8	6.0	4.4
65 and Older	<u>5.3</u>	<u>4.3</u>	<u>6.3</u>	<u>5.0</u>	<u>3.3</u>
Total	100.0	100.0	100.0	100.0	100.0
<b><u>Educational Attainment (Age &gt;= 25)</u></b>					
Less than High School Graduate	2.6	4.2	2.4	2.2	1.5
HS Graduate	15.0	12.7	18.0	8.8	8.8
AA/Jr College/Tech/Some College	16.7	15.3	18.2	11.2	14.5
Bachelor's/Some Graduate Study	35.8	36.1	35.3	35.2	37.4
MA/PhD./Prof. Degree	<u>29.8</u>	<u>31.6</u>	<u>26.1</u>	<u>42.5</u>	<u>37.8</u>
Total	100.0	100.0	100.0	100.0	100.0

# Excludes visitors from the District of Columbia and Suburban MD/VA.

Table 3.3  
Demographic Characteristics of Smithsonian Visitors, by Residence, 1994-1996  
**National Museum of Natural History**  
(in Percent)

	NMNH				
	All Visitors	Foreign Visitors	Other US Visitors #	District of Columbia Visitors	Suburban MD/VA Visitors
<u>Gender</u>					
Female	47.9	37.2	48.8	47.8	50.1
Male	<u>52.1</u>	<u>62.8</u>	<u>51.2</u>	<u>52.2</u>	<u>49.9</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Race/Ethnicity (All Visitors)</u>					
Minority	18.0	41.9	12.1	33.3	25.5
African American/Black	5.3	1.6	3.8	22.4	9.6
Asian	7.1	23.2	4.8	4.7	8.1
Hispanic	4.3	16.4	2.3	4.0	5.7
Native American	0.5	0.0	0.6	0.7	0.3
Other/Multiple	0.8	0.7	0.5	1.4	1.7
Caucasian/White	<u>82.0</u>	<u>58.1</u>	<u>87.9</u>	<u>66.7</u>	<u>74.5</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Race/Ethnicity (United States Visitors)</u>					
Minority	15.5		12.1	33.3	25.5
African American/Black	5.7		3.8	22.4	9.6
Asian	5.4		4.8	4.7	8.1
Hispanic	3.0		2.3	4.0	5.7
Native American	0.6		0.6	0.7	0.3
Other/Multiple	0.8		0.5	1.4	1.7
Caucasian/White	<u>84.6</u>		<u>87.9</u>	<u>66.7</u>	<u>74.5</u>
Total	100.1		100.0	100.0	100.0
<u>Age</u>					
0 to 19	28.6	17.7	28.8	24.0	35.1
0 to 11	15.5	5.8	14.3	16.0	26.1
12 to 19	13.1	11.9	14.5	7.9	8.9
20 to 34	24.2	36.0	21.8	31.1	25.8
20 to 24	7.0	7.5	6.4	7.5	9.5
25 to 34	17.1	28.5	15.4	23.7	16.3
35 to 54	35.1	33.7	36.9	28.4	30.0
35 to 44	21.0	17.3	22.0	21.1	18.9
45 to 54	14.2	16.4	15.0	7.3	11.1
55 and Older	12.1	12.6	12.4	16.5	9.1
55 to 64	6.9	7.9	7.5	5.4	4.4
65 and Older	<u>5.1</u>	<u>4.8</u>	<u>5.0</u>	<u>11.1</u>	<u>4.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Educational Attainment (Age &gt;= 25)</u>					
Less than High School Graduate	2.2	4.2	2.1	3.2	0.8
HS Graduate	12.6	8.8	14.3	7.8	8.7
AA/Jr College/Tech/Some College	19.4	11.1	20.7	15.0	20.3
Bachelor's/Some Graduate Study	34.1	36.1	34.5	28.9	32.2
MA/PhD./Prof. Degree	<u>31.7</u>	<u>39.8</u>	<u>28.4</u>	<u>45.1</u>	<u>38.1</u>
Total	100.0	100.0	100.0	100.0	100.0

# Excludes visitors from the District of Columbia and Suburban MD/VA.

Table 3.4  
Demographic Characteristics of Smithsonian Visitors, by Residence, 1994-1996  
**National Museum of American History**  
(in Percent)

	NMAH				
	All Visitors	Foreign Visitors	Other US Visitors #	District of Columbia Visitors	Suburban MD/VA Visitors
<b><u>Gender</u></b>					
Female	48.0	39.6	48.5	58.3	47.1
Male	<u>52.0</u>	<u>60.4</u>	<u>51.5</u>	<u>41.7</u>	<u>52.9</u>
Total	100.0	100.0	100.0	100.0	100.0
<b><u>Race/Ethnicity (All Visitors)</u></b>					
<b>Minority</b>	<b>13.9</b>	<b>25.5</b>	<b>10.4</b>	<b>33.9</b>	<b>19.6</b>
African American/Black	4.9	3.1	3.6	26.0	6.8
Asian	4.4	12.6	3.0	3.2	7.2
Hispanic	3.5	9.7	2.5	4.2	4.9
Native American	0.8	0.0	1.1	0.4	0.3
Other/Multiple	0.3	0.2	0.3	0.0	0.5
<b>Caucasian/White</b>	<b><u>86.1</u></b>	<b><u>74.5</u></b>	<b><u>89.6</u></b>	<b><u>66.1</u></b>	<b><u>80.4</u></b>
Total	100.0	100.0	100.0	100.0	100.0
<b><u>Race/Ethnicity (United States Visitors)</u></b>					
<b>Minority</b>	<b>12.9</b>		<b>10.4</b>	<b>33.9</b>	<b>19.6</b>
African American/Black	5.0		3.6	26.0	6.8
Asian	3.7		3.0	3.2	7.2
Hispanic	3.0		2.5	4.2	4.9
Native American	0.9		1.1	0.4	0.3
Other/Multiple	0.3		0.3	0.0	0.5
<b>Caucasian/White</b>	<b><u>87.1</u></b>		<b><u>89.6</u></b>	<b><u>66.1</u></b>	<b><u>80.4</u></b>
Total	100.0		100.0	100.0	100.0
<b><u>Age</u></b>					
<b>0 to 19</b>	<b>23.3</b>	<b>13.1</b>	<b>24.7</b>	<b>14.2</b>	<b>24.0</b>
0 to 11	10.3	1.7	10.3	4.7	16.2
12 to 19	13.0	11.4	14.4	9.5	7.9
<b>20 to 34</b>	<b>22.2</b>	<b>33.5</b>	<b>18.7</b>	<b>43.0</b>	<b>27.7</b>
20 to 24	6.4	13.6	4.6	25.3	6.9
25 to 34	15.7	19.8	14.1	17.8	20.8
<b>35 to 54</b>	<b>39.6</b>	<b>38.7</b>	<b>40.3</b>	<b>27.2</b>	<b>39.8</b>
35 to 44	21.5	20.3	22.2	10.5	21.6
45 to 54	18.1	18.3	18.1	16.7	18.2
<b>55 and Older</b>	<b>14.9</b>	<b>14.8</b>	<b>16.2</b>	<b>15.5</b>	<b>8.4</b>
55 to 64	8.0	7.9	8.7	9.3	4.2
65 and Older	<u>6.9</u>	<u>6.9</u>	<u>7.5</u>	<u>6.2</u>	<u>4.2</u>
Total	100.0	100.0	100.0	100.0	100.0
<b><u>Educational Attainment (Age &gt;= 25)</u></b>					
Less than High School Graduate	1.4	1.9	1.5	2.8	0.1
HS Graduate	13.1	12.2	14.9	4.5	6.3
AA/Jr College/Tech/Some College	19.5	13.3	21.8	8.6	13.6
Bachelor's/Some Graduate Study	37.1	42.7	34.1	39.3	48.5
MA/PhD./Prof. Degree	<u>29.0</u>	<u>29.9</u>	<u>27.7</u>	<u>44.8</u>	<u>31.5</u>
Total	100.0	100.0	100.0	100.0	100.0

# Excludes visitors from the District of Columbia and Suburban MD/VA.

Table 3.5  
Demographic Characteristics of Smithsonian Visitors, by Residence, 1994-1996

**Freer and Sackler Galleries**  
(in Percent)

	Freer and Sackler Galleries				
	All Visitors	Foreign Visitors	Other US Visitors #	District of Columbia Visitors	Suburban MD/VA Visitors
<b>Gender</b>					
Female	52.5	37.5	51.7	55.7	57.9
Male	<u>47.5</u>	<u>62.5</u>	<u>48.3</u>	<u>44.3</u>	<u>42.1</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Race/Ethnicity (All Visitors)</b>					
Minority	<b>19.3</b>	<b>36.1</b>	<b>16.1</b>	<b>20.2</b>	<b>18.4</b>
African American/Black	3.7	2.4	3.6	6.4	3.3
Asian	11.0	24.7	8.5	8.2	11.3
Hispanic	3.4	8.4	2.5	3.7	3.0
Native American	0.6	0.0	0.7	1.0	0.4
Other/Multiple	0.6	0.6	0.7	0.9	0.4
Caucasian/White	<u>80.7</u>	<u>63.9</u>	<u>83.9</u>	<u>79.8</u>	<u>81.6</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Race/Ethnicity (United States Visitors)</b>					
Minority	<b>17.3</b>		<b>16.1</b>	<b>20.2</b>	<b>18.4</b>
African American/Black	3.9		3.6	6.4	3.3
Asian	9.4		8.5	8.2	11.3
Hispanic	2.8		2.5	3.7	3.0
Native American	0.6		0.7	1.0	0.4
Other/Multiple	0.6		0.7	0.9	0.4
Caucasian/White	<u>82.7</u>		<u>83.9</u>	<u>79.8</u>	<u>81.6</u>
Total	100.0		100.0	100.0	100.0
<b>Age</b>					
0 to 19	8.6	6.0	10.2	3.3	8.6
0 to 11	3.2	2.1	3.8	0.6	3.6
12 to 19	5.3	3.9	6.4	2.7	5.0
20 to 34	<b>23.2</b>	<b>30.9</b>	<b>19.5</b>	<b>44.0</b>	<b>19.3</b>
20 to 24	8.3	11.5	6.7	17.4	6.7
25 to 34	14.9	19.4	12.8	26.6	12.6
35 to 54	<b>43.1</b>	<b>39.1</b>	<b>45.7</b>	<b>31.0</b>	<b>44.5</b>
35 to 44	19.0	15.9	20.0	16.2	19.4
45 to 54	24.1	23.2	25.7	14.8	25.1
55 and Older	<b>25.1</b>	<b>24.0</b>	<b>24.6</b>	<b>21.7</b>	<b>27.5</b>
55 to 64	15.7	18.1	14.2	9.5	19.7
65 and Older	<u>9.4</u>	<u>5.9</u>	<u>10.4</u>	<u>12.2</u>	<u>7.8</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Educational Attainment (Age &gt;= 25)</b>					
Less than High School Graduate	0.5	0.4	0.5	1.1	0.3
HS Graduate	6.3	1.5	4.2	3.8	12.3
AA/Jr College/Tech/Some College	10.3	5.3	12.0	8.6	9.8
Bachelor's/Some Graduate Study	32.1	33.2	34.2	34.3	27.2
MA/PhD./Prof. Degree	<u>50.9</u>	<u>59.7</u>	<u>49.1</u>	<u>52.2</u>	<u>50.3</u>
Total	100.0	100.0	100.0	100.0	100.0

# Excludes visitors from the District of Columbia and Suburban MD/VA.

Table 3.6  
**Demographic Characteristics of Smithsonian Visitors, by Museum, 1994 - 1996**  
 Museums on the National Mall\*  
 (in Percent)

	All Museums*	NASM	NMNH	NMAH	Freer and Sackler Galleries
<b>Gender</b>					
Female	45.2	42.5	47.9	48.0	52.5
Male	<u>54.8</u>	<u>57.5</u>	<u>52.1</u>	<u>52.0</u>	<u>47.5</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Race/Ethnicity (All Visitors)</b>					
Minority	17.8	22.2	18.0	13.9	19.3
African American/Black	5.1	5.4	5.3	4.9	3.7
Asian	7.1	10.4	7.1	4.4	11.0
Hispanic	4.3	5.5	4.3	3.5	3.4
Native American	0.6	0.5	0.5	0.8	0.6
Other/Multiple	0.6	0.4	0.8	0.3	0.6
Caucasian/White	<u>82.2</u>	<u>77.8</u>	<u>82.0</u>	<u>86.1</u>	<u>80.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Race/Ethnicity (United States Visitors)</b>					
Minority	15.7	17.9	15.5	12.9	17.3
African American/Black	5.6	6.5	5.7	5.0	3.9
Asian	5.7	7.2	5.4	3.7	9.4
Hispanic	3.1	3.2	3.0	3.0	2.8
Native American	0.7	0.6	0.6	0.9	0.6
Other/Multiple	0.6	0.4	0.8	0.3	0.6
Caucasian/White	<u>84.2</u>	<u>82.1</u>	<u>84.6</u>	<u>87.1</u>	<u>82.7</u>
Total	99.9	100.0	100.1	100.0	100.0
<b>Age</b>					
0 to 19	27.0	23.0	28.6	23.3	8.6
0 to 11	14.9	13.8	15.5	10.3	3.2
12 to 19	12.0	9.2	13.1	13.0	5.3
20 to 34	24.5	28.1	24.2	22.2	23.2
20 to 24	7.3	8.8	7.0	6.4	8.3
25 to 34	17.2	19.3	17.1	15.7	14.9
35 to 54	36.0	35.9	35.1	39.6	43.1
35 to 44	20.2	20.6	21.0	21.5	19.0
45 to 54	15.9	15.3	14.2	18.1	24.1
55 and Older	12.5	13.1	12.1	14.9	25.1
55 to 64	7.1	7.8	6.9	8.0	15.7
65 and Older	<u>5.5</u>	<u>5.3</u>	<u>5.1</u>	<u>6.9</u>	<u>9.4</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Educational Attainment (Age &gt;= 25)</b>					
Less than High School Graduate	2.1	2.6	2.2	1.4	0.5
HS Graduate	13.7	15.0	12.6	13.1	6.3
AA/Jr College/Tech/Some College	18.1	16.7	19.4	19.5	10.3
Bachelor's/Some Graduate Study	35.6	35.8	34.1	37.1	32.1
MA/PhD./Prof. Degree	<u>30.6</u>	<u>29.8</u>	<u>31.7</u>	<u>29.0</u>	<u>50.9</u>
Total	100.0	100.0	100.0	100.0	100.0

\* Includes visitors to NASM, NMNH, NMAH, and the Freer and Sackler Galleries.

Table 4.1  
**Visit Characteristics of Smithsonian Visitors, by Residence, 1994-1996**  
**Museums on the National Mall\***  
(in Percent)

	All Museums*				
	All Visitors	Foreign Visitors	Other US Visitors #	District of Columbia Visitors	Suburban MD/VA Visitors
<u>Social Composition</u>					
Alone	14.4	18.6	12.0	31.4	16.3
Couple	26.1	30.3	26.4	22.4	22.1
Several Adults	12.9	16.3	12.6	11.3	11.2
Adult(s) & Child(ren)	36.0	23.2	36.7	28.3	45.6
School/Tour group**	<u>10.7</u>	<u>11.6</u>	<u>12.2</u>	<u>6.7</u>	<u>4.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Length of Visit</u>					
One day	36.0	11.8	19.9	100.0	100.0
Local	21.4	0.0	0.0	100.0	100.0
Today Only	14.6	11.8	19.9	0.0	0.0
2 days	13.0	19.3	15.9	0.0	0.0
3 days	14.4	17.8	18.5	0.0	0.0
4 days	11.5	12.6	15.1	0.0	0.0
5 days	7.6	7.6	10.2	0.0	0.0
6 days	3.8	2.8	5.3	0.0	0.0
1-2 weeks	10.8	19.1	12.6	0.0	0.0
More than 2 weeks	<u>2.8</u>	<u>8.9</u>	<u>2.5</u>	<u>0.0</u>	<u>0.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Type of Visit</u>					
First Visit to Museum, SI	29.6	51.8	32.2	3.5	7.9
First Visit to Museum, Repeat Visit to SI	20.7	25.4	22.7	13.0	10.7
Repeat Visit to Museum, SI	<u>49.7</u>	<u>22.8</u>	<u>45.1</u>	<u>83.5</u>	<u>81.4</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Particular Agenda?</u>					
No	52.1	59.5	54.1	37.3	41.0
Yes	<u>47.9</u>	<u>40.5</u>	<u>45.9</u>	<u>62.7</u>	<u>59.0</u>
Total	100.0	100.0	100.0	100.0	100.0

\*Includes visitors to NASM, NMNH, NMAH and the Freer and Sackler Galleries

\*\* Organized school and tour groups were not included in the studies. These respondents were individuals who were intercepted while separated from their group.

# Excludes visitors from the District of Columbia and Suburban MD/VA.

Table 4.2  
Visit Characteristics of Smithsonian Visitors, by Residence, 1994-1996  
**National Air and Space Museum**  
(in Percent)

	NASM				
	All Visitors	Foreign Visitors	Other US Visitors #	District of Columbia Visitors	Suburban MD/VA Visitors
<u>Social Composition</u>					
Alone	14.2	18.5	11.7	27.1	12.8
Couple	29.6	32.7	30.6	24.5	22.5
Several Adults	15.5	17.8	15.2	15.8	12.8
Adult(s) & Child(ren)	32.3	19.8	34.0	26.5	47.8
School/Tour group**	<u>8.4</u>	<u>11.1</u>	<u>8.5</u>	<u>6.2</u>	<u>4.1</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Length of Visit</u>					
One day	40.7	13.0	20.2	100.0	100.0
Local	27.4	0.0	0.0	100.0	100.0
Today Only	13.3	13.0	20.2	0.0	0.0
2 days	15.2	22.0	20.5	0.0	0.0
3 days	13.3	18.4	18.4	0.0	0.0
4 days	10.1	14.2	13.8	0.0	0.0
5 days	5.7	6.6	8.4	0.0	0.0
6 days	3.3	3.3	4.9	0.0	0.0
1-2 weeks	8.8	15.4	10.9	0.0	0.0
More than 2 weeks	<u>2.9</u>	<u>7.2</u>	<u>2.8</u>	<u>0.0</u>	<u>0.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Type of Visit</u>					
First Visit to Museum, SI	35.1	57.9	37.5	4.9	8.1
First Visit to Museum, Repeat Visit to SI	15.8	16.9	18.5	5.6	8.2
Repeat Visit to Museum, SI	<u>49.0</u>	<u>25.2</u>	<u>44.0</u>	<u>89.5</u>	<u>83.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Particular Agenda?</u>					
No	59.0	62.8	61.4	44.4	49.9
Yes	<u>41.0</u>	<u>37.2</u>	<u>38.6</u>	<u>55.6</u>	<u>50.1</u>
Total	100.0	100.0	100.0	100.0	100.0

\*\* Organized school and tour groups were not included in the studies. These respondents were individuals who were intercepted while separated from their group.

# Excludes visitors from the District of Columbia and Suburban MD/VA.

Table 4.3  
Visit Characteristics of Smithsonian Visitors by Residence, 1994 - 1996  
**National Museum of Natural History**  
(in Percent)

	NMNH				
	All Visitors	Foreign Visitors	Other US Visitors #	District of Columbia Visitors	Suburban MD/VA Visitors
<u>Social Composition</u>					
Alone	15.0	23.5	12.3	35.6	16.2
Couple	22.1	29.8	22.7	15.8	16.6
Several Adults	11.0	14.6	11.2	7.9	8.6
Adult(s) & Child(ren)	41.6	24.4	41.5	36.2	53.5
School/Tour group**	<u>10.3</u>	<u>7.8</u>	<u>12.2</u>	<u>4.5</u>	<u>5.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Length of Visit</u>					
One day	38.1	9.4	23.5	100.0	100.0
Local	20.8	0.0	0.0	100.0	100.0
Today Only	17.2	9.4	23.5	0.0	0.0
2 days	10.2	12.8	12.9	0.0	0.0
3 days	14.0	13.9	18.2	0.0	0.0
4 days	11.0	11.1	14.3	0.0	0.0
5 days	9.4	11.0	12.0	0.0	0.0
6 days	3.5	1.8	4.8	0.0	0.0
1-2 weeks	11.2	28.4	12.1	0.0	0.0
More than 2 weeks	<u>2.7</u>	<u>11.5</u>	<u>2.2</u>	<u>0.0</u>	<u>0.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Type of Visit</u>					
First Visit to Museum, SI	25.8	38.0	29.3	1.8	9.7
First Visit to Museum, Repeat Visit to SI	22.0	41.5	22.3	14.4	10.8
Repeat Visit to Museum, SI	<u>52.2</u>	<u>20.5</u>	<u>48.4</u>	<u>83.7</u>	<u>79.6</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Particular Agenda?</u>					
No	39.0	42.6	42.1	22.3	27.4
Yes	<u>61.0</u>	<u>57.4</u>	<u>57.9</u>	<u>77.7</u>	<u>72.6</u>
Total	100.0	100.0	100.0	100.0	100.0

\*\* Organized school and tour groups were not included in the studies. These respondents were individuals who were intercepted while separated from their group.

# Excludes visitors from the District of Columbia and Suburban MD/VA.



Table 4.4  
Visit Characteristics of Smithsonian Visitors, by Residence, 1994-1996  
**National Museum of American History**  
(in Percent)

	NMAH				
	All Visitors	Foreign Visitors	Other US Visitors #	District of Columbia Visitors	Suburban MD/VA Visitors
<u>Social Composition</u>					
Alone	16.7	29.2	13.2	36.3	22.2
Couple	27.7	33.2	28.0	27.7	23.3
Several Adults	12.7	16.1	12.6	10.3	12.0
Adult(s) & Child(ren)	27.5	10.9	28.1	16.8	36.1
School/Tour group**	<u>15.4</u>	<u>10.5</u>	<u>18.1</u>	<u>8.9</u>	<u>6.3</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Length of Visit</u>					
One day	30.7	10.5	15.1	100.0	100.0
Local	18.8	0.0	0.0	100.0	100.0
Today Only	11.9	10.5	15.1	0.0	0.0
2 days	10.2	16.1	12.2	0.0	0.0
3 days	15.2	18.6	18.8	0.0	0.0
4 days	14.6	9.6	18.9	0.0	0.0
5 days	9.3	8.0	11.8	0.0	0.0
6 days	4.9	4.4	6.3	0.0	0.0
1-2 weeks	12.4	21.6	14.6	0.0	0.0
More than 2 weeks	<u>2.6</u>	<u>11.1</u>	<u>2.3</u>	<u>0.0</u>	<u>0.0</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Type of Visit</u>					
First Visit to Museum, SI	25.2	40.8	28.3	3.6	7.5
First Visit to Museum, Repeat Visit to SI	24.8	35.2	26.3	18.9	13.6
Repeat Visit to Museum, SI	<u>50.0</u>	<u>24.0</u>	<u>45.4</u>	<u>77.5</u>	<u>78.9</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Particular Agenda?</u>					
No	54.5	63.5	55.8	36.7	47.2
Yes	45.5	36.5	44.2	63.3	52.9
Total	100.0	100.0	100.0	100.0	100.0

\*\* Organized school and tour groups were not included in the studies. These respondents were individuals who were intercepted while separated from their group.

# Excludes visitors from the District of Columbia and Suburban MD/VA.

Table 4.5  
Visit Characteristics of Smithsonian Visitors by Residence, 1994 - 1996  
**Freer and Sackler Galleries**  
(in Percent)

	Freer and Sackler Galleries				
	All Visitors	Foreign Visitors	Other US Visitors #	District of Columbia Visitors	Suburban MD/VA Visitors
<u>Social Composition</u>					
Alone	41.4	54.8	37.0	51.7	40.5
Couple	35.9	30.4	36.6	35.2	37.0
Several Adults	9.5	5.9	10.2	9.1	9.8
Adult(s) & Child(ren)	10.8	7.2	13.0	3.8	11.0
School/Tour group**	<u>2.3</u>	<u>1.7</u>	<u>3.2</u>	<u>0.2</u>	<u>1.8</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Type of Visit</u>					
First Visit to Museum, SI	12.5	34.5	16.6	0.2	1.7
First Visit to Museum, Repeat Visit to SI	39.2	50.6	49.4	25.4	22.6
Repeat Visit to Museum, SI	<u>48.3</u>	<u>15.0</u>	<u>34.1</u>	<u>74.4</u>	<u>75.7</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Particular Agenda?</u>					
No	52.1	59.6	57.7	26.0	45.9
Yes	<u>47.9</u>	<u>40.4</u>	<u>42.3</u>	<u>74.0</u>	<u>54.1</u>
Total	100.0	100.0	100.0	100.0	100.0

\*\* Organized school and tour groups were not included in the studies. These respondents were individuals who were intercepted while separated from their group.

# Excludes visitors from the District of Columbia and Suburban MD/VA.

Table 4.6  
**Visit Characteristics of Smithsonian Visitors, by Museum, 1994 - 1996**  
 Museums on the National Mall\*  
 (in Percent)

	All Museums*	NASM	NMNH	NMAH	Freer and Sackler Galleries
<u>Social Composition</u>					
Alone	14.4	14.2	15.0	16.7	41.4
Couple	26.1	29.6	22.1	27.7	35.9
Several Adults	12.9	15.5	11.0	12.7	9.5
Adult(s) & Child(ren)	36.0	32.3	41.6	27.5	10.8
School/Tour group**	<u>10.7</u>	<u>8.4</u>	<u>10.3</u>	<u>15.4</u>	<u>2.3</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Length of Visit</u>					
One day	36.0	40.7	38.1	30.7	
Local	21.4	27.4	20.8	18.8	
Today Only	14.6	13.3	17.2	11.9	
2 days	13.0	15.2	10.2	10.2	
3 days	14.4	13.3	14.0	15.2	
4 days	11.5	10.1	11.0	14.6	
5 days	7.6	5.7	9.4	9.3	
6 days	3.8	3.3	3.5	4.9	
1-2 weeks	10.8	8.8	11.2	12.4	
More than 2 weeks	<u>2.8</u>	<u>2.9</u>	<u>2.7</u>	<u>2.6</u>	
Total	100.0	100.0	100.0	100.0	
<u>Type of Visit</u>					
First Visit to Museum, SI	29.6	35.1	25.8	25.2	12.5
First Visit to Museum, Repeat Visit to SI	20.7	15.8	22.0	24.8	39.2
Repeat Visit to Museum, SI	<u>49.7</u>	<u>49.0</u>	<u>52.2</u>	<u>50.0</u>	<u>48.3</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Particular Agenda?</u>					
No	52.1	59.0	39.0	54.5	52.1
Yes	<u>47.9</u>	<u>41.0</u>	<u>61.0</u>	45.5	<u>47.9</u>
Total	100.0	100.0	100.0	100.0	100.0

\*Includes visitors to NASM, NMAH, NMNH and the Freer and Sackler Galleries.

\*\* School and tour groups were not included in the studies. These Respondents were individuals who were intercepted while separated from their group.

Table 5  
Demographic Characteristics of the  
United States Population, 1995 and  
Visitors to the Smithsonian, 1994-1996  
(in Percent)

	1995 Population*	All Smithsonian United States Visitors
<u>Gender</u>		
Female	51.2	46.5
Male	<u>48.8</u>	<u>53.5</u>
Total	100.0	100.0
<u>Race/Ethnicity</u>		
<b>Minority</b>	<b>26.4</b>	<b>15.7</b>
African American/Black	12.0	5.6
Asian	3.3	5.7
Hispanic	10.2	3.1
Native American/Other/Multiple	0.7	1.3
<b>Caucasian/White</b>	<b><u>73.6</u></b>	<b><u>84.3</u></b>
Total	100.0	100.0
<u>Age</u>		
<b>0 to 19</b>	<b>28.8</b>	<b>26.6</b>
0 to 11	17.6	14.9
12 to 19	11.2	11.7
<b>20 to 34</b>	<b>22.3</b>	<b>23.3</b>
20 to 24	6.8	6.7
25 to 34	15.5	16.6
<b>35 to 54</b>	<b>28.0</b>	<b>37.2</b>
35 to 44	16.2	21.3
45 to 54	11.8	15.9
<b>55 and Over</b>	<b>20.8</b>	<b>12.9</b>
55 to 64	8.0	7.1
65 and Older	<u>12.8</u>	<u>5.8</u>
Total	100.0	100.0
<u>Educational Attainment (Age &gt;= 25)**</u>		
Less than High School Graduate	18.3	1.9
HS Graduate	33.9	13.9
AA/Jr College/Tech/Some College	24.8	18.8
Bachelor's/Some Graduate Study	15.2	35.3
MA/PhD./Prof. Degree	<u>7.8</u>	<u>30.2</u>
Total	100.0	100.0

\*Day, Jennifer Cheeseman. 1996 Population Projections of the United States by Age, Sex, Race and Hispanic Origin: 1995 to 2050.

U.S. Bureau of the Census, Current Population Reports, P25-1130.

Washington D.C.: U.S. Government Printing Office, 1996. Table 2.

\*\*Day, Jennifer and Andrea Curry. 1996. Educational Attainment in the United States: March 1995. Current Population Reports Report P20-489. Washington D.C.: Bureau of the Census. August, 1996. Table 1.

Table 6  
Demographic Characteristics of Smithsonian Visitors, by Race/Ethnicity  
**United States Residents Only**  
(in Percent)

	African American/ Black	Asian	Hispanic	Native American / Other	Causasian / White	All US Visitors
<u>Gender</u>						
Female	53.3	45.5	41.3	52.2	46.1	46.5
Male	<u>46.7</u>	<u>54.5</u>	<u>58.7</u>	<u>47.8</u>	<u>53.9</u>	<u>53.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
<u>Age</u>						
0 to 19	41.6	26.2	23.5	40.6	26.4	27.3
0 to 11	21.6	14.9	10.5	21.9	15.5	15.7
12 to 19	20.0	11.3	13.0	18.7	10.9	11.6
20 to 34	24.8	35.0	38.5	18.9	21.6	23.0
20 to 24	5.5	14.3	7.3	3.1	6.2	6.6
25 to 34	19.2	20.7	31.2	15.8	15.5	16.5
35 to 54	27.7	30.4	31.4	32.5	38.2	36.8
35 to 44	15.6	18.0	21.0	18.8	21.7	21.1
45 to 54	12.1	12.4	10.4	13.8	16.4	15.7
55 and Older	6.0	8.5	6.6	7.9	13.8	12.8
55 to 64	4.2	6.4	5.2	6.8	7.4	7.1
65 and Older	<u>1.8</u>	<u>2.0</u>	<u>1.4</u>	<u>1.2</u>	<u>6.5</u>	<u>5.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
<u>Residence Location (Classified by Race/Ethnicity)</u>						
Other U.S.	53.2	66.5	62.0	76.1	78.6	75.9
Washington D.C.	17.9	2.9	5.5	7.8	4.0	4.8
MD/VA Suburbs	<u>28.9</u>	<u>30.6</u>	<u>32.5</u>	<u>16.1</u>	<u>17.4</u>	<u>19.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
<u>Residence Location (Classified by Residence Location)</u>						
Other U.S.	4.0	5.0	2.5	1.3	87.2	100.0
Washington D.C.	21.3	3.4	3.6	2.1	69.7	100.0
MD/VA Suburbs	8.5	9.0	5.4	1.1	76.1	100.0
Total	5.7	5.7	3.1	1.3	84.2	100.0
<u>Educational Attainment (Age &gt;= 25)</u>						
Less than High School Graduate	4.7	1.2	6.8	0.3	1.7	1.9
HS Graduate	17.4	6.9	11.9	10.7	14.2	13.9
AA/Jr College/Tech/Some College	28.2	9.8	20.1	30.8	18.6	18.8
Bachelor's/Some Graduate Study	28.2	41.0	31.4	37.8	35.5	35.3
MA/PhD./Prof. Degree	<u>21.5</u>	<u>41.0</u>	<u>29.8</u>	<u>20.3</u>	<u>30.0</u>	<u>30.2</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

Table 7  
Agenda for Visit by Visitor Race/Ethnicity and Residence  
**United States Residents Only**  
(in Percent)

	African American/ Black	Asian	Hispanic	Native American /Other	Caucasian /White	All Visitors
<u>Agenda?</u>						
<u>All Visitors</u>						
No	52.9	49.6	53.1	52.7	50.3	50.7
Yes	<u>47.1</u>	<u>50.4</u>	<u>46.9</u>	<u>47.3</u>	<u>49.7</u>	<u>49.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
<u>Washington D.C. Metropolitan Area Residents</u>						
No	49.8	47.3	42.9	44.3	37.4	40.3
Yes	<u>50.2</u>	<u>52.7</u>	<u>57.1</u>	<u>55.7</u>	<u>62.6</u>	<u>59.8</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
<u>Other United States Residents</u>						
No	56.5	51.3	60.3	55.3	53.7	54.1
Yes	<u>43.5</u>	<u>48.7</u>	<u>39.7</u>	<u>44.7</u>	<u>46.3</u>	<u>45.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

Table 8.1  
Demographic Characteristics of Visitors to  
All U.S. Art, Science, History and Natural History Museums\*  
and Visitors to Smithsonian Museums on the Mall,  
United States Residents, Age 18 and Above  
(in Percent)

	SIMS*	Smithsonian Museums**	
	Art, Science, History, and Natural History Museum Visitors (National)	United States Residents	DC/MD/VA Residents
<u>Gender</u>			
Female	52.1	46.5	49.7
Male	<u>47.9</u>	<u>53.5</u>	<u>50.3</u>
Total	100.0	100.0	100.0
<u>Race/Ethnicity</u>			
<b>Minority</b>	<b>23.9</b>	<b>14.9</b>	<b>21.1</b>
African American/Black	11.0	4.6	8.3
Asian	2.5	5.9	7.2
Hispanic	8.4	3.3	4.2
Native American	1.1	0.8	0.8
Other/Multiple	0.9	0.3	0.5
<b>Caucasian/White</b>	<b><u>76.1</u></b>	<b><u>85.1</u></b>	<b><u>78.9</u></b>
Total	100.0	100.0	100.0
<u>Age</u>			
<b>18 to 19</b>	<b>5.1</b>	<b>3.1</b>	<b>3.0</b>
<b>20 to 34</b>	<b>33.6</b>	<b>30.8</b>	<b>39.5</b>
20 to 24	11.1	8.9	11.7
25 to 34	22.5	21.9	27.8
<b>35 to 54</b>	<b>36.8</b>	<b>49.1</b>	<b>44.0</b>
35 to 44	20.1	28.1	26.1
45 to 54	16.7	21.0	17.9
<b>55 and Older</b>	<b>24.5</b>	<b>17.0</b>	<b>13.5</b>
55 to 64	9.5	9.4	7.6
65 and Older	<u>15.0</u>	<u>7.6</u>	<u>5.9</u>
Total	100.0	100.0	100.0
<u>Educational Attainment (Age &gt;= 25)</u>			
Less than High School Graduate	14.6	1.9	2.2
HS Graduate	30.6	13.9	10.6
AA/Jr College/Tech/Some College	23.7	18.8	16.2
Bachelor's/Some Graduate Study	19.9	35.3	36.2
MA/Ph.D./Prof. Degree	<u>11.3</u>	<u>30.2</u>	<u>34.9</u>
Total	100.0	100.1	100.0

\*Data from Smithsonian Institution Marketing Study (SIMS). Includes visitors to more than one museum.

\*\*Includes visitors to NASM, NMNH, NMAH and the Freer and Sackler Galleries.

Table 8.2  
Demographic Characteristics of Visitors to  
All U.S. Science and History Museums\*  
and Visitors to the National Air and Space Museum,  
United States Residents, Age 18 and Above  
(in Percent)

	SIMS*		NASM	
	Science Museum Visitors (National)	History Museum Visitors (National)**	United States Residents	DC/MD/VA Residents
<u>Gender</u>				
Female	51.4	51.4	43.1	46.9
Male	<u>48.7</u>	<u>48.6</u>	<u>56.9</u>	<u>53.2</u>
Total	100.0	100.0	100.0	100.0
<u>Race/Ethnicity</u>				
<b>Minority</b>	<b>26.6</b>	<b>19.0</b>	<b>17.6</b>	<b>23.7</b>
African American/Black	10.9	8.5	5.5	10.0
Asian	4.0	1.1	7.7	8.2
Hispanic	9.7	7.5	3.6	4.6
Native American	1.6	1.4	0.7	0.8
Other/Multiple	0.4	0.5	0.1	0.2
<b>Caucasian/White</b>	<b><u>73.4</u></b>	<b><u>81.0</u></b>	<b><u>82.4</u></b>	<b><u>76.3</u></b>
Total	100.0	100.0	100.0	100.0
<u>Age</u>				
<b>18 to 19</b>	<b>6.5</b>	<b>4.1</b>	<b>2.7</b>	<b>2.5</b>
<b>20 to 34</b>	<b>33.6</b>	<b>33.2</b>	<b>33.9</b>	<b>41.0</b>
20 to 24	10.4	10.3	10.0	12.1
25 to 34	23.2	22.9	23.9	28.9
<b>35 to 54</b>	<b>41.2</b>	<b>39.6</b>	<b>47.2</b>	<b>45.3</b>
35 to 44	24.5	21.4	27.8	28.1
45 to 54	16.7	18.2	19.4	17.2
<b>55 and Older</b>	<b>18.7</b>	<b>23.1</b>	<b>16.1</b>	<b>11.2</b>
55 to 64	7.1	10.1	8.9	6.4
65 and Older	<u>11.6</u>	<u>12.9</u>	<u>7.2</u>	<u>4.8</u>
Total	100.0	100.0	99.9	100.0
<u>Educational Attainment (Age &gt;= 25)</u>				
Less than High School Graduate	12.8	12.7	2.2	2.6
HS Graduate	24.7	32.7	15.5	12.1
AA/Jr College/Tech/Some College	23.3	21.7	17.2	15.1
Bachelor's/Some Graduate Study	24.6	20.1	35.7	35.4
MA/PhD./Prof. Degree	<u>14.5</u>	<u>12.8</u>	<u>29.4</u>	<u>34.9</u>
Total	100.0	100.0	100.0	100.0

\*Data from Smithsonian Institution Marketing Study (SIMS). Includes visitors to more than one museum.

\*\*Includes Historical sites.



Table 8.3  
Demographic Characteristics of Visitors to  
Natural History Museums\*  
and Visitors to the National Museum of Natural History.  
United States Residents, Age 18 and Above  
(in Percent)

	SIMS*	NMNH	
	Natural History Museum Visitors (National)	United States Residents	DC/MD/VA Residents
<u>Gender</u>			
Female	53.0	50.0	50.8
Male	<u>47.1</u>	<u>50.0</u>	<u>49.2</u>
Total	100.0	100.0	100.0
<u>Race/Ethnicity</u>			
Minority	33.7	15.5	20.8
Black	16.2	5.2	9.2
Asian	2.6	5.5	5.6
Hispanic	12.1	3.5	4.5
Native American	1.6	0.7	0.5
Other/Multiple	1.2	0.6	1.0
Caucasian/White	<u>66.4</u>	<u>84.5</u>	<u>79.3</u>
Total	100.0	100.0	100.0
<u>Age</u>			
18 to 19	7.4	3.4	4.2
20 to 34	34.8	31.5	41.0
20 to 24	9.6	9.6	12.9
25 to 34	25.2	21.9	28.1
35 to 54	37.8	48.5	41.8
35 to 44	20.6	29.4	28.5
45 to 54	17.2	19.1	13.3
55 and Older	20.0	16.5	13.0
55 to 64	9.6	9.4	6.4
65 and Older	<u>10.4</u>	<u>7.1</u>	<u>6.6</u>
Total	100.0	99.9	100.0
<u>Educational Attainment (Age &gt;= 25)</u>			
Less than High School Graduate	14.1	1.9	2.2
HS Graduate	31.3	13.1	10.6
AA/Jr College/Tech/Some College	20.2	20.4	19.5
Bachelor's/Some Graduate Study	21.8	33.9	32.4
MA/PhD./Prof. Degree	<u>12.6</u>	<u>30.7</u>	<u>35.4</u>
Total	100.0	100.0	100.0

\*Data from Smithsonian Institution Marketing Study (SIMS).

Table 8.4  
Demographic Characteristics of Visitors to  
All U.S. History Museums and Historical Sites\*  
and Visitors to the National Museum of American History,  
United States Residents, Age 18 and Above  
(in Percent)

	SIMS*	NMAH	
	History Museum Visitors** (National)	United States Residents	DC/MD/VA Residents
<u>Gender</u>			
Female	51.4	49.0	49.3
Male	<u>48.6</u>	<u>51.0</u>	<u>50.7</u>
Total	100.0	100.0	100.0
<u>Race/Ethnicity</u>			
Minority	<b>19.0</b>	<b>11.5</b>	<b>19.1</b>
Black	8.5	4.2	8.6
Asian	1.1	3.4	6.0
Hispanic	7.5	3.0	3.8
Native American	1.4	0.8	0.6
Other/Multiple	0.5	0.1	0.1
Caucasian/White	<u>81.0</u>	<u>88.5</u>	<u>80.9</u>
Total	100.0	100.0	100.0
<u>Age</u>			
18 to 19	4.1	3.3	3.4
20 to 34	<b>33.2</b>	<b>27.0</b>	<b>36.8</b>
20 to 24	10.3	7.4	12.2
25 to 34	22.9	19.6	24.6
35 to 54	<b>39.6</b>	<b>50.7</b>	<b>48.0</b>
35 to 44	21.4	27.6	25.7
45 to 54	18.2	23.1	22.3
55 and Older	<b>23.1</b>	<b>19.0</b>	<b>11.9</b>
55 to 64	10.1	10.2	6.4
65 and Older	<u>12.9</u>	<u>8.8</u>	<u>5.5</u>
Total	100.0	100.0	100.0
<u>Educational Attainment (Age &gt;= 25)</u>			
Less than High School Graduate	12.7	1.3	1.2
HS Graduate	32.7	13.2	7.5
AA/Jr College/Tech/Some College	21.7	20.1	15.7
Bachelor's/Some Graduate Study	20.1	36.5	44.0
MA/PhD./Prof. Degree	<u>12.8</u>	<u>28.9</u>	<u>31.7</u>
Total	100.0	100.0	100.0

\*Data from Smithsonian Institution Marketing Study (SIMS).

\*\* Includes visitors to Historic Sites

Table 8.5  
Demographic Characteristics of Visitors to  
All U.S. Art Museums\*  
and Visitors to the Freer and Sackler Galleries,  
United States Residents, Age 18 and Above  
(in Percent)

	SIMS*	Freer and Sackler Galleries	
	Art Museum Visitors (National)	United States Residents	DC/MD/VA Residents
<u>Gender</u>			
Female	56.0	54.4	57.0
Male	<u>44.0</u>	<u>45.6</u>	<u>43.0</u>
Total	100.0	100.0	100.0
<u>Race/Ethnicity</u>			
<b>Minority</b>	<b>28.8</b>	<b>16.7</b>	<b>17.9</b>
Black	12.1	3.4	3.7
Asian	2.7	9.4	9.8
Hispanic	11.6	2.7	3.2
Native American	1.2	0.7	0.7
Other/Multiple	1.2	0.5	0.5
<b>Caucasian/White</b>	<b><u>71.2</u></b>	<b><u>83.3</u></b>	<b><u>82.1</u></b>
Total	100.0	100.0	100.0
<u>Age</u>			
18 to 19	3.9	2.1	2.4
20 to 24	33.4	23.9	26.6
25 to 34	20.6	15.4	16.6
35 to 54	35.4	46.9	43.1
55 and Older	27.5	27.1	28.0
55 to 64	7.9	16.6	18.0
65 and Older	<u>19.6</u>	<u>10.5</u>	<u>10.0</u>
Total	100.0	100.0	100.0
<u>Educational Attainment (Age &gt;= 25)</u>			
Less than High School Graduate	10.8	0.5	0.5
HS Graduate	21.5	6.8	9.5
AA/Jr College/Tech/Some College	26.4	10.9	10.0
Bachelor's/Some Graduate Study	26.5	31.9	30.5
MA/PhD./Prof. Degree	<u>14.8</u>	<u>49.8</u>	<u>49.6</u>
Total	100.0	99.9	100.0

\*Data from Smithsonian Institution Marketing Study (SIMS).

Table 8.6  
Demographic Characteristics of Visitors to U. S. Art Museums from the  
1992 Survey of Public Participation in the Arts and  
Visitors to the Freer and Sackler Galleries,  
United States Residents, Age 18 and Above  
(in Percent)

	1992 SPPA*	Freer and Sackler Galleries	
	Art Museum Visitors (National)	United States Residents	DC/MD/VA Residents
<u>Gender</u>			
Female	52.5	54.4	57.0
Male	<u>47.5</u>	<u>45.6</u>	<u>43.0</u>
Total	100.0	100.0	100.0
<u>Race/Ethnicity</u>			
<b>Minority</b>	<b>11.6</b>	<b>16.7</b>	<b>17.9</b>
Black	8.2	3.4	3.7
Other**	3.4	13.3	14.2
<b>Caucasian/White</b>	<b>88.4</b>	<b>83.3</b>	<b>82.1</b>
Total	100.0	100.0	100.0
<u>Educational Attainment (Age &gt;= 18)</u>			
Less than High School Graduate	3.7	0.7	0.5
HS Graduate***	50.2	21.7	23.4
Bachelors Degree	24.5	33.0	32.6
MA/PhD./Prof. Degree	<u>21.6</u>	<u>44.6</u>	<u>43.6</u>
Total	100.0	100.0	100.0

\* See Doering and Bickford, 1994. for background information on the 1992 Survey of Public Participation in the Arts.

\*\* The "Other" race and ethnicity category includes persons of Asian, Hispanic, and Native American ancestry.

\*\*\*Includes persons with Associate Degrees, Trade and Vocational School experience and Some College experience.

Table 9  
**Multicultural Change in Metropolitan Washington, D.C.:**  
**Race, Ethnicity, and Foreign-born (1970, 1980, and 1990)\***

Area	1970		1980		1990	
	Number	Percent	Number	Percent	Number	Percent
<u>District of Columbia</u>						
White	209,272	27.7	164,244	25.7	166,131	27.4
Black	537,712	71.1	445,154	69.8	395,213	65.1
Asian	---	---	6,636	1.0	10,724	1.8
Hispanic	---	---	17,679	2.8	32,710	5.4
Other***	9,526**	1.2	4,620	0.7	2,112	0.4
Foreign-Born	33,482	4.4	40,549	6.4	58,887	9.7
<u>D.C. Suburbs (Maryland and Virginia)</u>						
White	1,957,709	90.9	1,847,572	76.3	2,293,002	69.1
Black	176,640	8.2	400,926	16.6	631,809	19.1
Asian	---	---	75,512	3.1	187,137	5.6
Hispanic	---	---	75,701	3.1	192,076	5.8
Other***	19,506**	0.9	22,878	0.9	12,650	0.4
Foreign-Born	96,226	4.5	209,395	8.7	425,562	12.8
<u>Washington, D.C. Metropolitan Area (Totals)</u>						
White	2,166,981	74.5	2,011,816	65.7	2,459,133	62.7
Black	714,352	24.5	846,080	27.6	1,027,022	26.2
Asian	---	---	82,148	2.7	197,871	5.1
Hispanic	---	---	93,380	3.1	224,786	5.7
Other***	29,032**	1.0	27,498	0.9	14,762	0.4
Foreign-Born	129,708	4.5	249,944	8.2	484,449	12.4

Source: U.S. Bureau of the Census, 1970, 1980, and 1990 General Population Characteristics.

Washington, D.C.: U.S. Government Printing Office (1992).

\*Single African American and Latino men have been historically undercounted.

This issue is especially important in the enumeration of the Hispanic-origin population due to the reluctance of undocumented immigrants to participate in the U.S. Census.

\*\*In 1970, the proportion of Hispanic and Asian minorities was so small in the metropolitan Washington, D.C. area that the U.S. Census reported these groups in the combined "Other" category.

\*\*\*This category includes those respondents that report themselves as distinct from the racial categories specified by the U.S. Census. These are people that identify their race or ethnic/ cultural background as "mixed" such as products of interracial marriages.

Table 10  
Demographic Characteristics of the  
Washington D.C. Metropolitan Area, 1990, and Smithsonian  
and Smithsonian Visitors, 1994-1996.  
Washington D.C. Metropolitan Area Residents Only  
(in Percent)

	Washington D.C. Metropolitan Area, 1990*			Smithsonian Visitors, 1994-1996**		
	Total	Central City	Suburbs	D.C. Metro. Area	Central City	Suburbs
<b>Gender</b>						
Male	48.6	46.6	48.9	49.9	45.6	50.9
Female	<u>51.4</u>	<u>53.4</u>	<u>51.1</u>	<u>50.1</u>	<u>54.4</u>	<u>49.1</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
<b>Race/Ethnicity</b>						
<b>Minority</b>	<b>37.4</b>	<b>72.7</b>	<b>30.9</b>	<b>25.2</b>	<b>30.3</b>	<b>23.9</b>
African American/Black	26.2	65.1	19.1	11.0	21.3	8.5
Asian	5.1	1.8	5.6	7.9	3.4	9.0
Hispanic	5.7	5.4	5.8	5.0	3.6	5.4
Native American/Other	0.4	0.4	0.4	1.3	2.1	1.1
<b>White</b>	<b><u>62.7</u></b>	<b><u>27.4</u></b>	<b><u>69.1</u></b>	<b><u>74.8</u></b>	<b><u>69.7</u></b>	<b><u>76.1</u></b>
Total	100.1	100.1	100.0	100.0	100.0	100.0
<b>Age</b>						
<b>0 to 19</b>	<b>26.2</b>	<b>23.0</b>	<b>26.8</b>	<b>26.7</b>	<b>17.6</b>	<b>29.0</b>
0 to 11	16.3	13.3	16.9	18.8	10.2	21.0
12 to 19	9.9	9.6	9.9	7.9	7.4	8.1
<b>20 to 34</b>	<b>28.7</b>	<b>29.9</b>	<b>28.4</b>	<b>28.9</b>	<b>34.2</b>	<b>27.6</b>
20 to 24	8.1	9.6	7.9	9.1	12.6	8.3
25 to 34	20.5	20.2	20.6	19.8	21.6	19.3
<b>35 to 54</b>	<b>29.2</b>	<b>26.0</b>	<b>29.8</b>	<b>33.9</b>	<b>32.3</b>	<b>34.3</b>
35 to 44	17.6	15.7	18.0	19.2	14.3	20.5
45 to 54	11.6	10.3	11.8	14.7	18.0	13.8
<b>55 and Older</b>	<b>15.9</b>	<b>21.2</b>	<b>14.9</b>	<b>10.4</b>	<b>15.8</b>	<b>9.1</b>
55 to 64	7.4	8.4	7.2	5.6	7.1	5.3
65 and Older	<u>8.5</u>	<u>12.8</u>	<u>7.7</u>	<u>4.8</u>	<u>8.8</u>	<u>3.8</u>
Total	100.0	100.0	100.0	99.9	100.0	100.0
<b>Educational Attainment (Age &gt;= 25)</b>						
Less than High School Graduate	20.6	26.9	19.6	1.3	2.3	1.0
HS Graduate/Some College	47.7	39.8	49.0	23.3	19.9	24.5
Bachelor's/Some Graduate Study	18.4	16.1	18.7	37.2	34.6	38.0
MA/PhD./Prof. Degree	<u>13.3</u>	<u>17.2</u>	<u>12.6</u>	<u>38.2</u>	<u>44.3</u>	<u>36.5</u>
Total	100.0	100.0	99.9	100.0	101.0	100.0
<b>Residence Location</b>						
Washington D.C.	13.4			19.8		
D.C. Suburbs	<u>86.6</u>			<u>80.2</u>		
Total	100.0			100.0		

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

Washington D.C.: Bureau of the Census, 1992.

\*\* Includes Visitors to NASM, NMAH, NMNH and the Freer and Sackler Galleries.

Table 11  
**Educational Attainment by Race/Ethnicity for**  
**the Washington D.C. Metropolitan Area, 1990 \* and 1995\*\***  
**and Local Visitors to the Smithsonian Institution, 1994-1996\*\*\***  
(in Percent)

	African American/ Black	Asian	Hispanic	Native American/ Other	Caucasian/ White	All Persons
<b><u>Washington D.C. Metropolitan Area</u></b>						
<i>Population, 1990* (Age &gt;=25)</i>						
Less than High School Graduate	36.8	17.4	34.6	28.9	20.3	20.6
HS Graduate/Some College	49.9	35.1	38.1	50.6	49.1	47.7
Bachelor's/Some Graduate Study	8.0	22.2	13.9	12.6	17.4	18.4
MA/PhD./Prof. Degree	5.3	25.3	13.4	7.9	13.2	13.3
Total	100.0	100.0	100.0	100.0	100.0	100.0
<i>Smithsonian Visitors (Age &gt;= 25)</i>						
Less than High School Graduate	2.9	0.1	7.0	0.0	0.9	1.3
HS Graduate/Some College	49.3	16.1	26.6	29.8	20.7	23.2
Bachelor's/Some Graduate Study	32.4	36.0	34.7	42.1	38.3	37.5
MA/PhD./Prof. Degree	15.4	47.8	31.7	28.1	40.1	38.0
Total	100.0	100.0	100.0	100.0	100.0	100.0
<i>Population, 1995** (Age &gt;= 25)</i>						
Less than High School Graduate	16.4		60.2		12.4	14.3
HS Graduate/Some College	58.4		27.4		52.2	55.4
Bachelor's/Advanced Degree	25.2		12.4		35.4	30.3
Total	100.0		100.0		100.0	100.0
	1.9		5.4		2.2	2.5
<i>Smithsonian Visitors*** (Age &gt;= 25)</i>						
Less than High School Graduate	2.9		7.0		0.9	1.3
HS Graduate/Some College	49.3		26.6		20.7	23.2
Bachelor's/Advanced Degree	47.8		66.4		78.5	75.5
Total	100.0		100.0		100.1	100.0

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

Washington D.C.: Bureau of the Census, 1992.

\*\*Day, Jennifer and Andrea Curry. 1996. Educational Attainment in the United States: March 1995.

Current Population Reports Report P20-489. Washington D.C.: Bureau of the Census. August, 1996. Table 15.

\*\*\* Includes Visitors to NASM, NMAH, NMNH and the Freer and Sackler Galleries.

Appendix B.

**Residence, Length of Visit and Visits to the Smithsonian**

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## Residence, Length of Visit and Visits to the Smithsonian

### Summary

The length of time that visitors spend in Washington is directly related to the distance they have traveled. Almost all local visitors (defined here as residents of the District, Maryland and Virginia) are on a day-trip, while half of all other visitors spend three to six days in Washington. Over one-quarter of visitors from the Middle Atlantic states visit Washington for one day, and another quarter visit for two days. In contrast, over one-quarter of the visitors from each Census Division west of the Mississippi stay in Washington for one week or longer. Foreign visitors follow a pattern between these two extremes.

Seventy percent of all Smithsonian visitors visit in the Spring and Summer months, between March and September. There is almost no difference in the percentage of visitors in the Spring and the Summer. The smallest proportion of visitors visit in the Winter months (December, January and February). Local visitors are about twice as likely to visit in winter, however, compared to other visitors. The time of year has only a minor impact on the length of visit.

On average, visitors stop in one to two museums each time they visit the Smithsonian. Residence makes a difference in the number of museums visited on each trip. Local area residents (visitors living in the District, Maryland and Virginia) visit the smallest number of museums on each trip. Non-local domestic visitors (visitors living in other US states) visit the largest number of museums. Foreign visitors are in between these two groups.

The figures for the number of museums visited reflect visits made on a single trip. However, substantial number of visitors, especially those from the local area, come to the Smithsonian more than once each year. Our estimates show that the average number of museums visited in a year is between two and three.

The longer visitors stay in Washington the more Smithsonian museums they visit. This pattern holds for both non-local domestic visitors and foreign visitors, except that foreign visitors who stay in Washington for two days visit the same number of Smithsonian museums on average as those who stay for only one day.

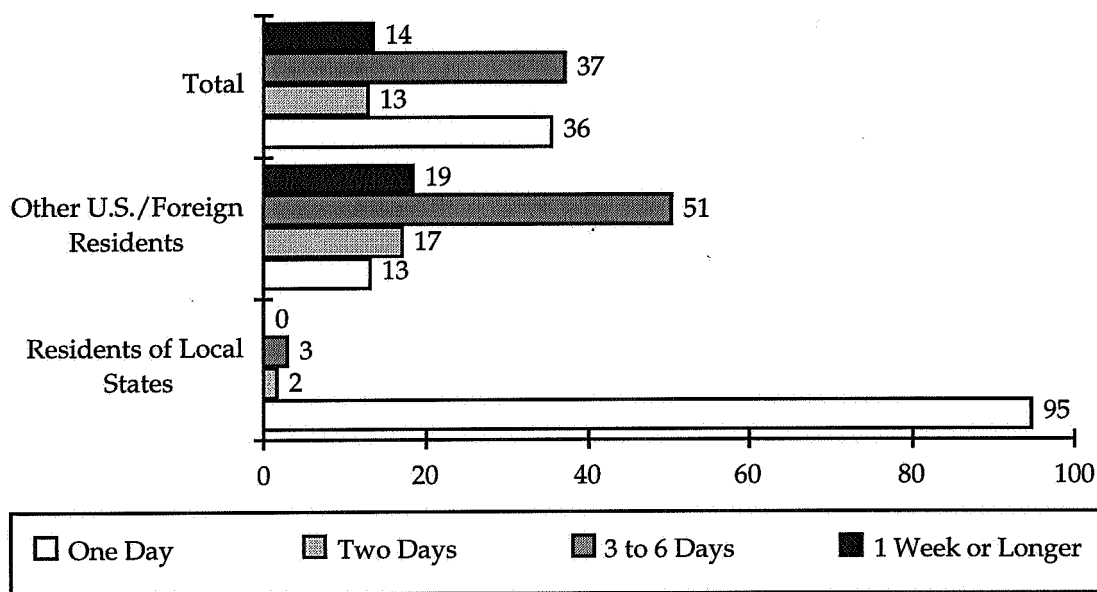
### Detailed Results

#### Residence and Length of Visit to Washington

Twenty-eight percent of all visitors and 32 percent of US visitors live in the District, Maryland or Virginia. Since residents of the District of Columbia and Maryland, and most residents of Virginia live within 100 miles of the National Mall, we will define the

residents of these areas as the population of "local area visitors" to the Smithsonian.<sup>1</sup> In general local residents live close enough to the National Mall to visit Washington on a day-trip. As shown in Figure B.1, 95 percent of local visitors visit the Smithsonian as part of a one-day visit to Washington, while 51 percent of all other visitors spend three to six days in Washington.<sup>2</sup>

Figure B.1  
Length of Visit to Washington D.C. by Residence  
 (in Percent)



Source: Appendix B, Table B.1

Visit length is clearly related to distance from Washington. Except for visitors who live in the Middle Atlantic region (i.e., Delaware, New Jersey, New York, and Pennsylvania), more than half of all domestic visitors from each Census Division visit Washington for 3 to 6 days. Over one-quarter (27%) of visitors from the Middle Atlantic states visit Washington for one day, and another quarter (25%) visit for two days. In contrast, over one-quarter of the visitors from each Census Division west of the Mississippi stay in Washington for one week or longer (see Table B.1 and the detailed distribution in Table B.2).

Foreign visitors follow a pattern between these two extremes. On the one hand, foreign visitors resemble visitors from western states in the percentage of lengthy visits (28 percent stay in Washington for one week or longer). On the other hand, foreign visitors resemble visitors from eastern states in the percentage of short visits (12% were visiting Washington for one day and 19% were visiting Washington for two days). Forty-one percent of foreign visitors were visiting Washington for 3 to 6 days.

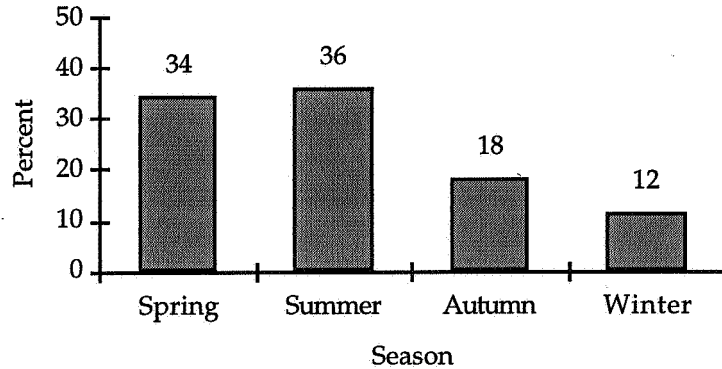
<sup>1</sup> Most of the tourist industry uses a 100 mile radius as a definition.

<sup>2</sup> This figure includes residents of Washington D.C. and its suburbs. Since these residents either live in the District or live within commuting range, by definition they can only "visit" Washington for one day. These Metropolitan Area visitors are 21% of all visitors and 77% of all visitors from the District, Maryland and Virginia (i.e., the local area).

Seasonal Differences in Length of Visit

Seventy percent of all Smithsonian visitors visit in the Spring and Summer months, between March and September. There is almost no difference in the percentage of visitors in the Spring and the Summer (see Figure B.2). The smallest proportion of visitors visit in the Winter months (December, January and February).

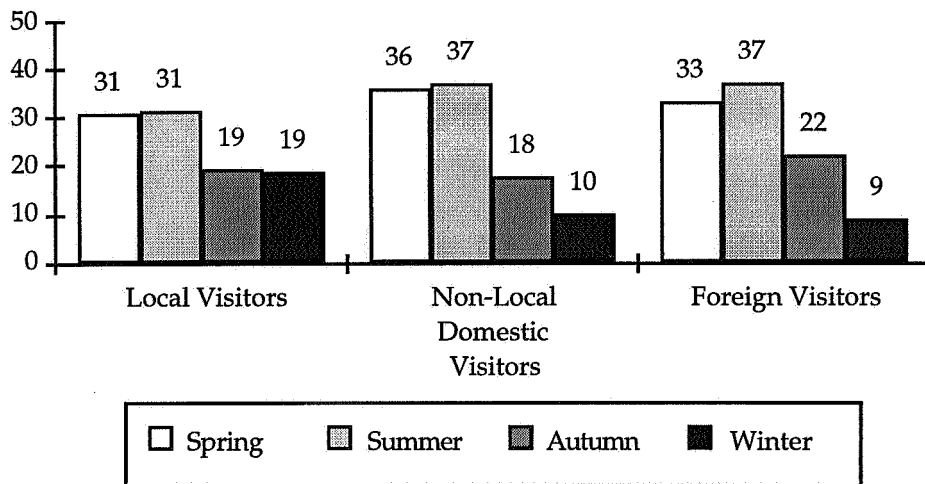
Figure B.2  
Visits by Season, all Visitors  
 (in Percent)



Source: Appendix B, Table B.5.

No matter where people live, about the same proportion of visitors come to the Smithsonian in the spring as visit in the summer (between 31 and 37%), and a smaller percentage come in autumn (18-22%). Local visitors are about twice as likely to come in winter, however, compared to other visitors (19% vs. 9-10%). See Figure B.3.

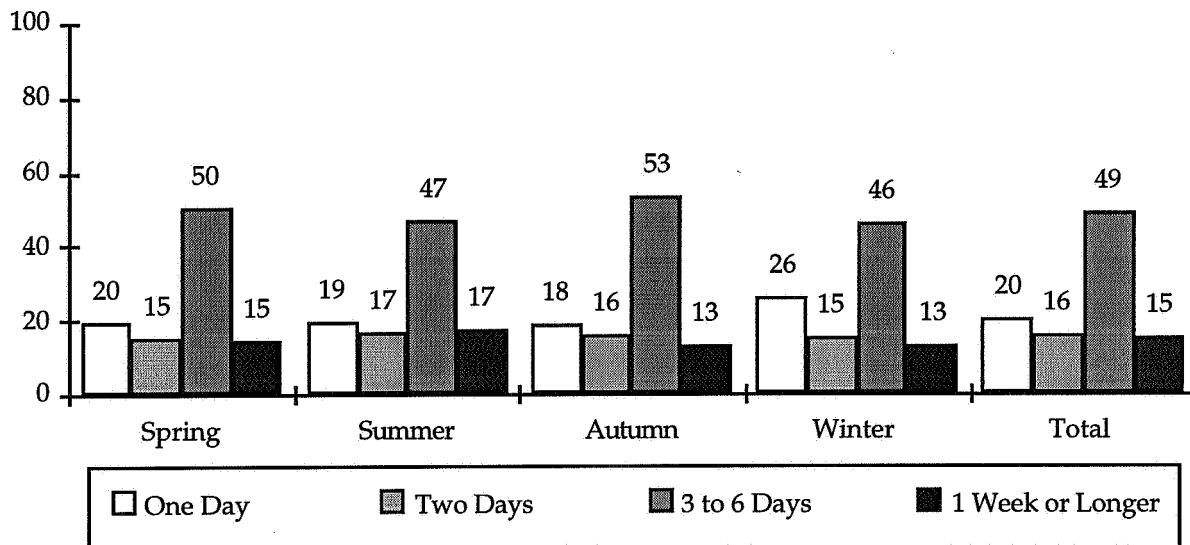
Figure B.3  
Residence by Season, all Visitors  
 (in Percent)



Source: Appendix B, Table B.5

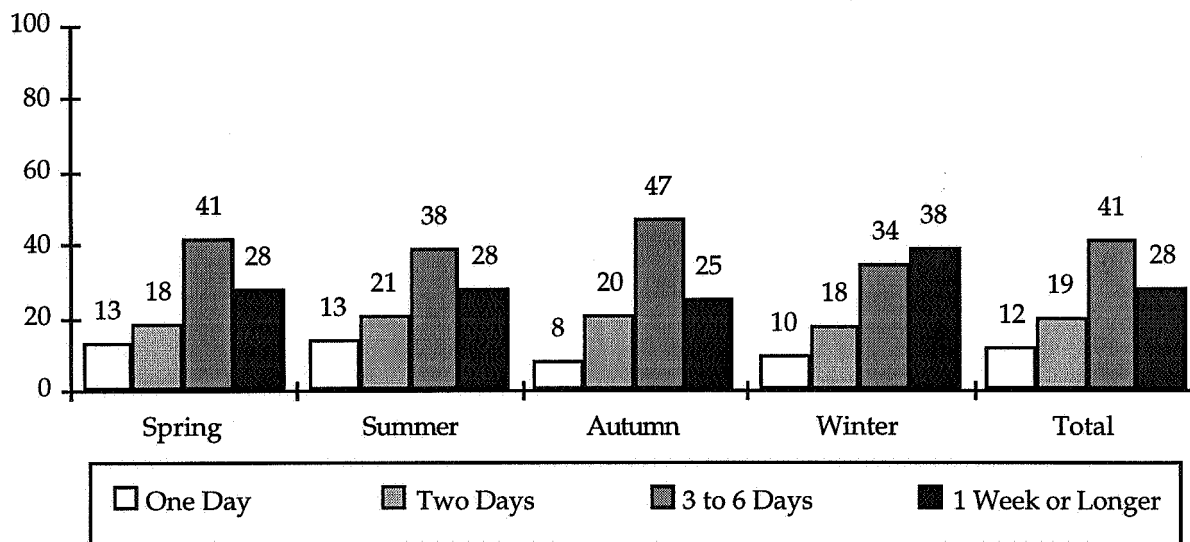
The time of year has only a minor impact on the length of visit. For both non-local domestic visitors and foreign visitors there is a higher proportion of three to six day visits in autumn compared to the annual average (53% vs. 49% domestic; 47% vs. 41% foreign). In winter, a higher proportion of non-local domestic visitors comes for just one day compared to the annual average (26% vs. 20%), while a higher proportion of foreign visitors stays for one week or more (38% vs. 28%). See Figures B.4 and B.5.

Figure B.4  
Season by Length of Visit to Washington, Non-Local Domestic Visitors  
 (in Percent)



Source: Appendix B, Table B.6

Figure B.5  
Season by Length of Visit to Washington, Foreign Visitors  
 (In Percent)

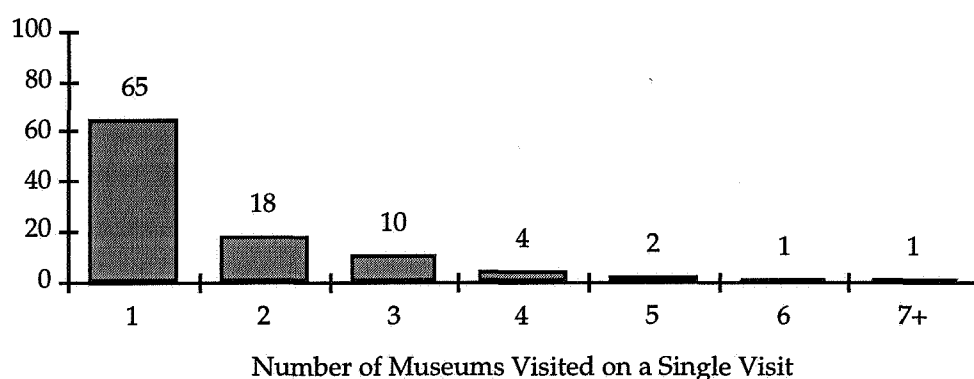


Source: Appendix B, Table B.7

## The Number of Smithsonian Museums Visited

On average, visitors to the Smithsonian go to 1.68 ( $SD = 7.07$ ) museums during a visit. For all categories in this analysis, the median number of museums visited is one. Residence makes a difference in the number of museums visited. Residents of the three local states visit the smallest number of museums each trip (1.43,  $SD = 7.21$ ), and non-local domestic visitors come to the most museums (1.77,  $SD = 6.89$ ). Foreign visitors are in between, attending (1.64,  $SD = 7.45$ ) museums on average each trip (see Table B.3). This pattern does not vary by season.

Figure B.6  
Number of Smithsonian Museums Visited/Visit  
(In Percent)



Source: Appendix B, Table B.3

No matter where visitors live, season affects the number of museums visited in the same way. The average number of museums visited is lowest in winter (1.46), highest in autumn (1.84), and approximately equal in spring and summer (1.64 and 1.71). The only exception to this pattern is that foreign visitors are inclined to visit more museums in summer than in spring (1.65 vs. 1.50).

The longer visitors stay in Washington the more Smithsonian museums they visit (see Table B.4). Among all non-local visitors, the average number of museums visited by people visiting Washington for one day was 1.41 ( $SD = 4.66$ ) while the number of museums visited by people visiting Washington for one week or longer was 2.08 ( $SD = 9.23$ ). The number of museums visited increases for each category of length of visit between these two extremes.

This pattern holds for both non-local domestic visitors and foreign visitors, except that foreign visitors who stay in Washington for two days visit the same number of Smithsonian museums on average as those who stay for only one day (1.28).

The figures for the number of museums visited reflect visits made on a single trip. However, substantial number of visitors, especially those from the local area, come to the Smithsonian more than once each year. Our estimates show that the average number of museums visited in a year is between two and three.

## Discussion of Results

It is not surprising that visitors who come from farther away are more likely to stay in Washington longer than visitors who travel shorter distances. The fact that foreign visitors also have a relatively high proportion of one and two day visits reflects the probability that Washington is only one of a number of cities they plan to visit during their time in the United States. Half of all non-local visitors stay in Washington between three and six days, but if one includes travel time at each end of the visit, these individuals are probably devoting nearly a full week to their Washington trip.

More visitors come to the Smithsonian in spring and summer because these are traditional vacation times. The data also may indirectly reflect other tourism patterns. For example, the fact that a higher proportion of foreign visitors stays in Washington for at least a week in winter compared to other times of the year might suggest that travel around the Christmas holidays is more focused than at other times of the year.

Even when visitors are staying in Washington for a full week or more they only visit two Smithsonian museums on average. This implies that while the Smithsonian may be a central element in a Washington visit, it is certainly not dominating the schedule of most visitors. The median number of visits across residence, visit-length, and seasonal categories is one, which means that at least half of all visitors are only visiting one Smithsonian museum, no matter when they come, where they are from, or how long they stay in Washington.

Table B.1  
**Distribution of Length of Stay in Washington**  
**by Census Division, All Visitors**  
(in Percent)

Census Division*	<u>Length of Visit to Washington</u>				Total
	One Day	Two Days	3 to 6 Days	1 Week or Longer	
<b><u>Local Area (District, MD, VA)</u></b>	<u>94.8</u>	<u>1.9</u>	<u>3.1</u>	<u>0.2</u>	<u>100.0</u>
<b><u>Eastern States</u></b>	<u>17.1</u>	<u>19.0</u>	<u>52.8</u>	<u>11.0</u>	<u>100.0</u>
New England	8.1	16.3	60.9	14.6	100.0
Middle Atlantic	26.8	24.8	44.0	4.4	100.0
South Atlantic	15.4	16.2	54.6	13.8	100.0
East North Central	9.9	16.2	57.3	16.6	100.0
East South Central	8.0	9.1	67.5	15.4	100.0
<b><u>Western States</u></b>	<u>6.5</u>	<u>11.8</u>	<u>53.1</u>	<u>28.6</u>	<u>100.0</u>
West North Central	8.6	10.1	55.1	26.2	100.0
West South Central	7.9	10.2	56.2	25.7	100.0
Mountain	7.9	10.5	52.3	29.3	100.0
Pacific	4.2	14.0	50.9	31.0	100.0
<b>USA (Unspecified)</b>	24.5	20.8	43.7	10.9	100.0
<b>Foreign</b>	11.8	19.4	40.8	28.0	100.0
<b>Total</b>	36.0	13.0	37.4	13.6	100.0

\* Census Divisions & Local area definitions:

Local Area : District of Columbia, Maryland, Virginia

New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

Middle Atlantic: Delaware, New Jersey, New York, Pennsylvania

South Atlantic: Florida, Georgia, North Carolina, South Carolina, West Virginia

East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin

East South Central: Alabama, Kentucky, Mississippi, Tennessee

West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota

West South Central: Arkansas, Louisiana, Oklahoma, Texas

Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

Pacific: Alaska, California, Hawaii, Oregon, Washington

Table B.2  
**Distribution of Length of Stay in Washington**  
**by Census Division and State, All Visitors**  
(in Percent)

Census Division	<u>Length of Visit to Washington</u>				Total
	One Day	Two Days	3 to 6 Days	1 Week or Longer	
<b><u>Local Area</u></b>	<u>94.8</u>	<u>1.9</u>	<u>3.1</u>	<u>0.2</u>	<u>100.0</u>
District of Columbia	100.0	0.0	0.0	0.0	100.0
MD/VA Suburbs	100.0	0.0	0.0	0.0	100.0
Maryland	89.9	2.1	7.2	0.8	100.0
Virginia	66.8	13.1	18.9	1.3	100.0
<b><u>New England</u></b>	<u>8.1</u>	<u>16.3</u>	<u>60.9</u>	<u>14.6</u>	<u>100.0</u>
Connecticut	12.7	19.2	55.4	12.8	100.0
Maine	4.3	12.0	56.7	27.0	100.0
Massachusetts	7.4	19.0	61.6	12.0	100.0
New Hampshire	3.4	5.7	72.3	18.6	100.0
Rhode Island	11.8	16.4	55.7	16.1	100.0
Vermont	3.0	1.2	75.5	20.3	100.0
<b><u>Middle Atlantic</u></b>	<u>26.8</u>	<u>24.8</u>	<u>44.0</u>	<u>4.4</u>	<u>100.0</u>
Delaware	69.0	11.5	17.4	2.1	100.0
New Jersey	18.0	27.4	48.7	5.8	100.0
New York	17.7	22.5	53.9	5.9	100.0
Pennsylvania	37.2	26.9	33.9	2.0	100.0
<b><u>South Atlantic</u></b>	<u>15.4</u>	<u>16.2</u>	<u>54.6</u>	<u>13.8</u>	<u>100.0</u>
Florida	11.9	13.3	53.9	20.9	100.0
Georgia	14.9	14.4	60.4	10.3	100.0
North Carolina	14.1	21.5	53.8	10.6	100.0
South Carolina	7.1	19.9	61.0	12.0	100.0
West Virginia	55.5	6.6	35.3	2.7	100.0
<b><u>East North Central</u></b>	<u>9.9</u>	<u>16.2</u>	<u>57.3</u>	<u>16.6</u>	<u>100.0</u>
Illinois	9.4	12.2	49.9	28.5	100.0
Indiana	7.3	14.4	59.0	19.3	100.0
Michigan	6.8	23.7	61.8	7.7	100.0
Ohio	15.1	20.5	56.0	8.3	100.0
Wisconsin	7.2	5.1	67.0	20.7	100.0
<b>Total</b>	<b>36.0</b>	<b>13.0</b>	<b>37.4</b>	<b>13.6</b>	<b>100.0</b>

(Continued.)



Table B.2 (Continued.)

Census Division	Length of Visit to Washington				Total
	One Day	Two Days	3 to 6 Days	1 Week or Longer	
<b><u>East South Central</u></b>	<u>8.0</u>	<u>9.1</u>	<u>67.5</u>	<u>15.4</u>	<u>100.0</u>
Alabama	8.1	1.9	77.4	12.6	100.0
Kentucky	0.2	9.1	81.3	9.3	100.0
Mississippi	28.8	10.5	29.4	31.2	100.0
Tennessee	4.7	14.3	65.8	15.2	100.0
<b><u>West North Central</u></b>	<u>8.6</u>	<u>10.1</u>	<u>55.1</u>	<u>26.2</u>	<u>100.0</u>
Iowa	14.8	5.3	59.6	20.3	100.0
Kansas	4.8	11.9	59.2	24.1	100.0
Minnesota	5.6	7.0	59.0	28.4	100.0
Missouri	6.0	8.2	55.8	30.0	100.0
Nebraska	17.1	20.7	35.6	26.6	100.0
North Dakota	2.7	0.0	81.9	15.5	100.0
South Dakota	0.0	21.7	50.7	27.7	100.0
<b><u>West South Central</u></b>	<u>7.9</u>	<u>10.2</u>	<u>56.2</u>	<u>25.7</u>	<u>100.0</u>
Arkansas	9.1	13.9	62.5	14.5	100.0
Louisiana	10.5	9.3	58.9	21.3	100.0
Oklahoma	2.0	6.4	39.2	52.4	100.0
Texas	8.3	10.7	58.0	22.9	100.0
<b><u>Mountain</u></b>	<u>7.9</u>	<u>10.5</u>	<u>52.3</u>	<u>29.3</u>	<u>100.0</u>
Arizona	6.5	13.1	46.5	33.9	100.0
Colorado	6.6	16.1	52.7	24.6	100.0
Idaho	6.4	18.4	54.9	20.2	100.0
Montana	28.8	11.7	53.5	6.1	100.0
Nevada	5.0	2.6	49.5	43.0	100.0
New Mexico	5.9	2.4	65.2	26.5	100.0
Utah	12.7	4.9	48.1	34.3	100.0
Wyoming	0.0	13.9	53.9	32.3	100.0
<b><u>Pacific</u></b>	<u>4.2</u>	<u>14.0</u>	<u>50.9</u>	<u>31.0</u>	<u>100.0</u>
Alaska	2.7	36.3	57.2	3.8	100.0
California	4.1	13.9	50.5	31.5	100.0
Hawaii	8.8	6.6	65.7	18.9	100.0
Oregon	3.4	11.3	54.7	30.6	100.0
Washington	4.6	13.1	44.6	37.7	100.0
<b>USA (Unspecified)</b>	24.5	20.8	43.7	10.9	100.0
<b>Foreign</b>	11.8	19.4	40.8	28.0	100.0
<b>Total</b>	36.0	13.0	37.4	13.6	100.0

Table B.3  
Number of Museums Visited on a Single Visit, by Residence and Season,  
**All Visitors**

Summary Statistics

		Mean	Deviation	Median	Minimum	Maximum
<u>All Respondents</u>						
		1.68	7.07	1	1	15
<u>Residence</u>						
Local Area Residents*		1.43	7.21	1	1	15
Non-Local Domestic Residents**		1.77	6.89	1	1	15
Foreign Residents		1.64	7.45	1	1	15
<u>Season</u>						
Spring		1.64	8.17	1	1	15
Summer		1.71	7.86	1	1	15
Autumn		1.84	6.51	1	1	15
Winter		1.46	4.54	1	1	14
<u>Residence and Season</u>						
Local Area Residents*	Spring	1.46	9.62	1	1	15
	Summer	1.47	8.40	1	1	15
	Autumn	1.50	6.38	1	1	15
	Winter	1.22	4.11	1	1	14
Non-Local Domestic Residents**	Spring	1.72	7.69	1	1	15
	Summer	1.79	7.40	1	1	14
	Autumn	1.94	6.48	1	1	14
	Winter	1.61	4.86	1	1	14
Foreign Residents	Spring	1.50	8.31	1	1	15
	Summer	1.65	9.10	1	1	15
	Autumn	1.92	6.54	1	1	10
	Winter	1.39	3.42	1	1	9

\* Residents of the District of Columbia, Maryland and Virginia

\*\* United States visitors living outside the District of Columbia, Maryland and Virginia

Table B.4  
**Number of Museums Visited on a Single Visit, by Residence and Length of Visit,  
 Non-Local Residents**

Summary Statistics

	Mean	Deviation	Median	Minimum	Maximum
<u>Non-Local Residents</u>	1.75	6.99	1	1	15
<u>Residence</u>					
Non-Local Domestic Residents**	1.77	6.89	1	1	15
Foreign Residents	1.64	7.45	1	1	15
<u>Length of Visit</u>					
One Day	1.41	4.66	1	1	11
Two Days	1.64	5.89	1	1	9
3 to 6 Days	1.81	6.88	1	1	14
1 Week or Longer	2.08	9.23	1	1	15
<u>Residence and Length of Visit</u>					
Non-Local Domestic Residents**	One Day	1.42	4.82	1	11
	Two Days	1.73	6.25	1	9
	3 to 6 Days	1.82	6.76	1	14
	1 Week or Longer	2.15	9.01	1	15
Foreign Residents	One Day	1.28	3.03	1	4
	Two Days	1.28	3.62	1	5
	3 to 6 Days	1.74	7.56	1	10
	1 Week or Longer	1.90	9.76	1	15

\*\* United States visitors living outside the District of Columbia, Maryland and Virginia

Table B.5  
**Season of Visit, by Residence**  
 (in Percent)

	Non-Local		Foreign Visitors	Total
	Local Area Visitors*	Domestic Visitors**		
Spring	30.9	35.6	32.7	34.2
Summer	31.4	37.0	37.1	35.9
Autumn	18.9	17.6	21.7	18.4
Winter	<u>18.8</u>	<u>9.8</u>	<u>8.5</u>	<u>11.5</u>
Total	100.0	100.0	100.0	100.0

\* Residents of the District of Columbia, Maryland and Virginia

\*\* United States visitors living outside the District of Columbia, Maryland and Virginia

Table B.6  
**Length of Visit, by Season**  
**Non-Local Domestic Visitors\*\***  
 (In Percent)

	Spring	Summer	Autumn	Winter	Total
One Day	19.7	19.4	18.3	25.6	19.9
Two Days	15.3	16.9	15.6	15.0	15.9
3 to 6 Days	50.3	46.6	53.0	46.2	49.0
1 Week or Longer	<u>14.6</u>	<u>17.1</u>	<u>13.0</u>	<u>13.3</u>	<u>15.1</u>
Total	100.0	100.0	100.0	100.0	100.0

\*\* United States visitors living outside the District of Columbia, Maryland and Virginia

Table B.7  
**Length of Visit, by Season**  
**Foreign Visitors**  
 (In Percent)

	Spring	Summer	Autumn	Winter	Total
One Day	12.8	13.5	8.3	9.6	11.8
Two Days	18.0	20.6	20.1	17.5	19.4
3 to 6 Days	41.4	38.3	47.0	34.5	40.9
1 Week or Longer	<u>27.9</u>	<u>27.7</u>	<u>24.6</u>	<u>38.4</u>	<u>28.0</u>
Total	100.0	100.0	100.0	100.0	100.0

## Appendix C

### **Supplementary Tables: Alternative Residence Classification**

#### Note:

The tables in this Appendix are parallel to those included in Appendix A, Tables 3.1-3.5 and 4.1-4.5. Those tables use four mutually exclusive residence categories:

- Foreign Visitors
- Other U.S. Visitors
- District of Columbia Visitors
- Suburban MD/VA Visitors

Here, the same data are presented using an alternative geographic classification. In this classification, the residence groups are not in mutually exclusive categories. The categories are:

- All Visitors
- United States Visitors (including Metropolitan Area Visitors)
- Washington, D.C. Metropolitan Area Visitors

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Table C.1.1  
**Demographic Characteristics of Smithsonian Visitors, 1994 - 1996**  
**Overlapping Residence Categories**  
**Museums on the National Mall\***  
(in Percent)

	All Museums*		
	All Visitors	All United States Visitors	All DC Metropolitan Area Visitors
<b><u>Gender</u></b>			
Female	45.2	46.5	50.1
Male	<u>54.8</u>	<u>53.5</u>	<u>49.9</u>
Total	100.0	100.0	100.0
<b><u>Race/Ethnicity</u></b>			
Minority	17.7	15.7	25.0
African American/Black	5.1	5.6	10.9
Asian	7.1	5.7	7.9
Hispanic	4.3	3.1	4.9
Native American	0.6	0.7	0.5
Other/Multiple	0.6	0.6	0.8
Caucasian/White	<u>82.2</u>	<u>84.3</u>	<u>74.9</u>
Total	99.9	100.0	99.9
<b><u>Age</u></b>			
0 to 19	26.2	26.6	25.9
0 to 11	14.1	14.9	17.9
12 to 19	12.1	11.7	8.0
20 to 34	24.7	23.3	29.2
20 to 24	7.4	6.7	9.2
25 to 34	17.3	16.6	20.0
35 to 54	36.3	37.2	34.2
35 to 44	20.3	21.3	19.4
45 to 54	16.0	15.9	14.8
55 and Older	12.6	13.0	10.6
55 to 64	7.1	7.2	5.7
65 and Older	<u>5.5</u>	<u>5.8</u>	<u>4.9</u>
Total	99.8	100.1	99.9
<b><u>Residence Location</u></b>			
Washington D.C.	4.1	4.8	19.9
MD/VA Suburbs	16.6	19.3	80.1
Other United States	65.4	75.9	0.0
Foreign	<u>13.9</u>	<u>0.0</u>	<u>0.0</u>
Total	100.0	100.0	100.0
<b><u>Educational Attainment (Age &gt;= 25)</u></b>			
Less than High School Graduate	2.1	1.9	1.3
HS Graduate	13.7	13.9	8.4
AA/Jr College/Tech/Some College	18.1	18.8	14.9
Bachelor's/Some Graduate Study	35.6	35.3	37.2
MA/PhD./Prof. Degree	<u>30.6</u>	<u>30.2</u>	<u>38.2</u>
Total	100.1	100.1	100.0

\*Includes visitors to NASM, NMAH, NNMNH and the Freer and Sackler Galleries

Table C.1.2  
Demographic Characteristics of Smithsonian Visitors, 1994 - 1996  
Overlapping Residence Categories  
National Air and Space Museum  
(in Percent)

	NASM		
	All Visitors	All United States Visitors	All DC Metro Area Visitors
<u>Gender</u>			
Female	42.2	43.2	48.1
Male	<u>57.8</u>	<u>56.8</u>	<u>51.9</u>
Total	100.0	100.0	100.0
<u>Race/Ethnicity</u>			
<b>Minority</b>	<b>22.4</b>	<b>18.3</b>	<b>26.9</b>
African American/Black	5.4	6.5	11.8
Asian	10.6	7.5	9.5
Hispanic	5.5	3.3	4.9
Native American	0.5	0.6	0.5
Other/Multiple	0.4	0.4	0.2
<b>Caucasian/White</b>	<b><u>77.7</u></b>	<b><u>81.7</u></b>	<b><u>73.0</u></b>
Total	100.1	100.0	99.9
<u>Age</u>			
<b>0 to 19</b>	<b>22.7</b>	<b>23.7</b>	<b>24.5</b>
0 to 11	13.6	15.2	17.1
12 to 19	9.1	8.5	7.4
<b>20 to 34</b>	<b>28.1</b>	<b>26.6</b>	<b>30.7</b>
20 to 24	8.8	7.8	8.8
25 to 34	19.3	18.8	21.9
<b>35 to 54</b>	<b>36.1</b>	<b>37.0</b>	<b>36.2</b>
35 to 44	20.7	21.8	22.4
45 to 54	15.4	15.2	13.8
<b>55 and Older</b>	<b>13.1</b>	<b>12.6</b>	<b>8.4</b>
55 to 64	7.8	7.0	4.7
65 and Older	<u>5.3</u>	<u>5.6</u>	<u>3.7</u>
Total	100.0	99.9	99.8
<u>Residence Location</u>			
Washington D.C.	4.7	6.3	23.6
MD/VA Suburbs	15.3	20.3	76.4
Other United States	55.2	73.4	0.0
Foreign	<u>24.8</u>	<u>0.0</u>	<u>0.0</u>
Total	100.0	100.0	100.0
<u>Educational Attainment (Age &gt;= 25)</u>			
Less than High School Graduate	2.6	2.2	1.6
HS Graduate	15.0	15.5	8.8
AA/Jr College/Tech/Some College	16.8	17.2	13.7
Bachelor's/Some Graduate Study	35.8	35.7	36.9
MA/PhD./Prof. Degree	<u>29.8</u>	<u>29.4</u>	<u>38.9</u>
Total	100.0	100.0	99.9

Table C.1.3  
Demographic Characteristics of Smithsonian Visitors, 1994 - 1996  
Overlapping Residence Categories  
National Museum of Natural History  
(in Percent)

	NMNH		
	All Visitors	All United States Visitors	All DC Metro Area Visitors
<u>Gender</u>			
Female	47.9	49.0	49.7
Male	<u>52.1</u>	<u>51.0</u>	<u>50.3</u>
Total	100.0	100.0	100.0
<u>Race/Ethnicity</u>			
<b>Minority</b>	<b>18.0</b>	<b>15.5</b>	<b>27.0</b>
African American/Black	5.3	5.7	12.1
Asian	7.1	5.4	7.4
Hispanic	4.3	3.0	5.4
Native American	0.5	0.6	0.4
Other/Multiple	0.8	0.8	1.7
<b>Caucasian/White</b>	<b><u>82.0</u></b>	<b><u>84.6</u></b>	<b><u>73.0</u></b>
Total	100.0	100.1	100.0
<u>Age</u>			
<b>0 to 19</b>	<b>28.7</b>	<b>29.8</b>	<b>33.0</b>
0 to 11	15.6	16.6	24.2
12 to 19	13.1	13.2	8.8
<b>20 to 34</b>	<b>24.1</b>	<b>22.9</b>	<b>26.8</b>
20 to 24	7.0	7.0	9.1
25 to 34	17.1	15.9	17.7
<b>35 to 54</b>	<b>35.1</b>	<b>35.3</b>	<b>29.7</b>
35 to 44	21.0	21.4	19.3
45 to 54	14.1	13.9	10.4
<b>55 and Older</b>	<b>12.1</b>	<b>12.0</b>	<b>10.5</b>
55 to 64	6.9	6.8	4.6
65 and Older	<u>5.2</u>	<u>5.2</u>	<u>5.9</u>
Total	100.0	100.0	100.0
<u>Residence Location</u>			
Washington D.C.	3.9	4.3	19.1
MD/VA Suburbs	16.6	18.3	80.9
Other United States	69.9	77.3	0.0
Foreign	<u>9.6</u>	<u>0.0</u>	<u>0.0</u>
Total	100.0	99.9	100.0
<u>Educational Attainment (Age &gt;= 25)</u>			
Less than High School Graduate	2.2	1.9	1.3
HS Graduate	12.6	13.1	8.5
AA/Jr College/Tech/Some College	19.4	20.4	19.1
Bachelor's/Some Graduate Study	34.1	33.9	31.4
MA/PhD./Prof. Degree	<u>31.7</u>	<u>30.7</u>	<u>39.7</u>
Total	100.0	100.0	100.0



Table C.1.4  
Demographic Characteristics of Smithsonian Visitors, 1994 - 1996  
Overlapping Residence Categories  
National Museum of American History  
(in Percent)

	NMAH		
	All Visitors	All United States Visitors	All DC Metro Area Visitors
<u>Gender</u>			
Female	48.1	48.8	49.4
Male	<u>51.9</u>	<u>51.2</u>	<u>50.6</u>
Total	100.0	100.0	100.0
<u>Race/Ethnicity</u>			
<b>Minority</b>	<b>13.9</b>	<b>12.9</b>	<b>22.5</b>
African American/Black	4.9	5.0	10.7
Asian	4.4	3.7	6.4
Hispanic	3.5	3.0	4.7
Native American	0.8	0.9	0.3
Other/Multiple	0.3	0.3	0.4
<b>Caucasian/White</b>	<b><u>86.1</u></b>	<b><u>87.1</u></b>	<b><u>77.5</u></b>
Total	100.0	100.0	100.0
<u>Age</u>			
<b>0 to 19</b>	<b>23.3</b>	<b>24.2</b>	<b>22.1</b>
0 to 11	10.3	11.0	13.9
12 to 19	13.0	13.2	8.2
<b>20 to 34</b>	<b>22.2</b>	<b>21.1</b>	<b>30.8</b>
20 to 24	6.5	5.8	10.6
25 to 34	15.7	15.3	20.2
<b>35 to 54</b>	<b>39.6</b>	<b>39.7</b>	<b>37.3</b>
35 to 44	21.5	21.6	19.4
45 to 54	18.1	18.1	17.9
<b>55 and Older</b>	<b>15.0</b>	<b>15.0</b>	<b>9.9</b>
55 to 64	8.1	8.1	5.3
65 and Older	<u>6.9</u>	<u>6.9</u>	<u>4.6</u>
Total	100.1	100.0	100.1
<u>Residence Location</u>			
Washington D.C.	3.7	4.1	20.1
MD/VA Suburbs	14.9	16.2	79.9
Other United States	73.4	79.7	0.0
Foreign	<u>8.0</u>	<u>0.0</u>	<u>0.0</u>
Total	100.0	100.0	100.0
<u>Educational Attainment (Age &gt;= 25)</u>			
Less than High School Graduate	1.4	1.3	0.6
HS Graduate	13.1	13.2	6.0
AA/Jr College/Tech/Some College	19.5	20.1	12.7
Bachelor's/Some Graduate Study	37.0	36.5	46.9
MA/PhD./Prof. Degree	<u>29.0</u>	<u>28.9</u>	<u>33.9</u>
Total	100.0	100.0	100.1

Table C.1.5  
Demographic Characteristics of Smithsonian Visitors, 1994 - 1996  
Overlapping Residence Categories  
**Freer and Sackler Galleries**  
(in Percent)

	Freer and Sackler Galleries		
	All Visitors	All United States Visitors	All DC Metro Area Visitors
<u>Gender</u>			
Female	52.4	54.2	57.3
Male	<u>47.6</u>	<u>45.8</u>	<u>42.7</u>
Total	100.0	100.0	100.0
<u>Race/Ethnicity</u>			
<b>Minority</b>	<b>19.3</b>	<b>17.3</b>	<b>18.8</b>
African American/Black	3.7	3.9	4.1
Asian	11.0	9.4	10.5
Hispanic	3.4	2.8	3.2
Native American	0.6	0.6	0.5
Other/Multiple	0.6	0.6	0.5
<b>Caucasian/White</b>	<b>80.7</b>	<b>82.7</b>	<b>81.1</b>
Total	100.0	100.0	99.9
<u>Age</u>			
<b>0 to 19</b>	<b>8.5</b>	<b>8.9</b>	<b>7.2</b>
0 to 11	3.2	3.4	2.8
12 to 19	5.3	5.5	4.4
<b>20 to 34</b>	<b>23.2</b>	<b>22.3</b>	<b>25.8</b>
20 to 24	8.3	7.9	9.5
25 to 34	14.9	14.4	16.3
<b>35 to 54</b>	<b>43.1</b>	<b>43.6</b>	<b>41.0</b>
35 to 44	19.0	19.4	18.6
45 to 54	24.1	24.2	22.4
<b>55 and Older</b>	<b>25.1</b>	<b>25.3</b>	<b>26.0</b>
55 to 64	15.7	15.5	17.0
65 and Older	<u>9.4</u>	<u>9.8</u>	<u>9.0</u>
Total	99.9	100.1	100.0
<u>Residence Location</u>			
Washington D.C.	10.4	11.6	26.3
MD/VA Suburbs	29.2	32.7	73.7
Other United States	49.8	55.7	0.0
Foreign	<u>10.6</u>	<u>0.0</u>	<u>0.0</u>
Total	100.0	100.0	100.0
<u>Educational Attainment (Age &gt;= 25)</u>			
Less than High School Graduate	0.5	0.5	0.5
HS Graduate	6.3	6.8	10.2
AA/Jr College/Tech/Some College	10.3	10.9	9.5
Bachelor's/Some Graduate Study	32.1	31.9	29.0
MA/PhD./Prof. Degree	<u>50.8</u>	<u>49.8</u>	<u>50.8</u>
Total	100.0	99.9	100.0

Table C.2.1  
Visit Characteristics of Smithsonian Visitors, 1994 - 1996  
Overlapping Residence Categories  
Museums on the National Mall\*  
(in Percent)

	All Museums*		
	All Visitors	All United States Visitors	All DC Metro Area Visitors
<u>Social Composition</u>			
Alone	14.6	13.9	19.5
Couple	26.3	25.7	22.4
Several Adults	13.0	12.4	11.3
Adult(s) & Child(ren)	35.4	37.4	41.7
School/Tour group**	<u>10.7</u>	<u>10.6</u>	<u>5.1</u>
Total	100.0	100.0	100.0
<u>Length of Visit</u>			
<b>One day</b>	<b>35.9</b>	<b>39.7</b>	<b>100.0</b>
Local	21.4	24.8	100.0
Today Only	14.5	14.9	0.0
<b>2 days</b>	<b>13.0</b>	<b>12.0</b>	<b>0.0</b>
<b>3 days</b>	<b>14.4</b>	<b>13.9</b>	<b>0.0</b>
<b>4 days</b>	<b>11.5</b>	<b>11.3</b>	<b>0.0</b>
<b>5 days</b>	<b>7.6</b>	<b>7.6</b>	<b>0.0</b>
<b>6 days</b>	<b>3.8</b>	<b>4.0</b>	<b>0.0</b>
<b>1-2 weeks</b>	<b>10.8</b>	<b>9.5</b>	<b>0.0</b>
<b>More than 2 weeks</b>	<b><u>2.9</u></b>	<b><u>1.9</u></b>	<b><u>0.0</u></b>
Total	99.9	99.9	100.0
<u>Type of Visit</u>			
First Visit to Museum, SI	29.6	26.0	6.9
First Visit to Museum, Repeat Visit to SI	20.6	19.8	11.1
Repeat Visit to Museum, SI	<u>49.9</u>	<u>54.2</u>	<u>82.0</u>
Total	100.1	100.0	100.0
<u>Particular Agenda?</u>			
No	51.9	50.7	39.9
Yes	<u>48.1</u>	<u>49.3</u>	<u>60.1</u>
Total	100.0	100.0	100.0

\*Includes visitors to NASM, NMAH, NMNH and the Freer and Sackler Galleries

\*\* School and tour groups were not included in the studies. These Respondents were individuals who were intercepted while separated from their group.

Table C.2.2  
Visit Characteristics of Smithsonian Visitors, 1994 - 1996  
Overlapping Residence Categories  
**National Air and Space Museum**  
(in Percent)

	NASM		
	All Visitors	All United States Visitors	All DC Metro Area Visitors
<u>Social Composition</u>			
Alone	14.6	13.4	16.1
Couple	29.3	28.3	22.9
Several Adults	15.5	14.8	13.5
Adult(s) & Child(ren)	32.2	36.2	42.9
School/Tour group**	<u>8.3</u>	<u>7.4</u>	<u>4.6</u>
Total	99.9	100.1	100.0
<u>Length of Visit</u>			
One day	40.7	47.2	100.0
Local	27.4	33.8	100.0
Today Only	13.3	13.4	0.0
2 days	15.2	13.6	0.0
3 days	13.3	12.2	0.0
4 days	10.1	9.2	0.0
5 days	5.7	5.5	0.0
6 days	3.3	3.3	0.0
1-2 weeks	8.8	7.2	0.0
More than 2 weeks	<u>2.9</u>	<u>1.8</u>	<u>0.0</u>
Total	100.0	100.0	100.0
<u>Type of Visit</u>			
First Visit to Museum, SI	35.0	29.2	7.4
First Visit to Museum, Repeat Visit to SI	15.8	15.5	7.7
Repeat Visit to Museum, SI	<u>49.2</u>	<u>55.3</u>	<u>84.9</u>
Total	100.0	100.0	100.0
<u>Particular Agenda?</u>			
No	59.1	58.1	48.7
Yes	<u>40.9</u>	<u>41.9</u>	<u>51.3</u>
Total	100.0	100.0	100.0

\*\* School and tour groups were not included in the studies. These Respondents were individuals who were intercepted while separated from their group.

Table C.2.3  
Visit Characteristics of Smithsonian Visitors, 1994 - 1996  
Overlapping Residence Categories  
**National Museum of Natural History**  
(in Percent)

	NMNH		
	All Visitors	All United States Visitors	All DC Metro Area Visitors
<u>Social Composition</u>			
Alone	14.9	14.0	19.9
Couple	22.1	21.3	16.5
Several Adults	11.0	10.6	8.5
Adult(s) & Child(ren)	41.6	43.5	50.2
School/Tour group**	<u>10.3</u>	<u>10.5</u>	<u>4.9</u>
Total	99.9	99.9	100.0
<u>Length of Visit</u>			
One day	38.0	41.1	100.0
Local	20.8	23.1	100.0
Today Only	17.2	18.0	0.0
2 days	10.2	9.9	0.0
3 days	14.0	14.0	0.0
4 days	11.0	11.0	0.0
5 days	9.4	9.2	0.0
6 days	3.5	3.7	0.0
1-2 weeks	11.2	9.3	0.0
More than 2 weeks	<u>2.7</u>	<u>1.7</u>	<u>0.0</u>
Total	100.0	99.9	100.0
<u>Type of Visit</u>			
First Visit to Museum, SI	25.8	24.6	8.2
First Visit to Museum, Repeat Visit to SI	22.0	19.9	11.5
Repeat Visit to Museum, SI	<u>52.2</u>	<u>55.5</u>	<u>80.4</u>
Total	100.0	100.0	100.1
<u>Particular Agenda?</u>			
No	39.0	38.6	26.4
Yes	<u>61.0</u>	<u>61.4</u>	<u>73.6</u>
Total	100.0	100.0	100.0

\*\* School and tour groups were not included in the studies. These Respondents were individuals who were intercepted while separated from their group.

Table C.2.4  
Visit Characteristics of Smithsonian Visitors, 1994 - 1996  
Overlapping Residence Categories  
**National Museum of American History**  
(in Percent)

	NMAH		
	All Visitors	All United States Visitors	All DC Metro Area Visitors
<u>Social Composition</u>			
Alone	16.7	15.6	25.1
Couple	27.7	27.2	24.2
Several Adults	12.7	12.4	11.7
Adult(s) & Child(ren)	27.5	28.9	32.2
School/Tour group**	<u>15.4</u>	<u>15.8</u>	<u>6.9</u>
Total	100.0	99.9	100.1
<u>Length of Visit</u>			
<b>One day</b>	<b>30.7</b>	<b>32.5</b>	<b>100.0</b>
Local	18.8	20.5	100.0
Today Only	11.9	12.0	0.0
<b>2 days</b>	<b>10.2</b>	<b>9.7</b>	<b>0.0</b>
<b>3 days</b>	<b>15.2</b>	<b>14.9</b>	<b>0.0</b>
<b>4 days</b>	<b>14.6</b>	<b>15.1</b>	<b>0.0</b>
<b>5 days</b>	<b>9.3</b>	<b>9.4</b>	<b>0.0</b>
<b>6 days</b>	<b>4.9</b>	<b>5.0</b>	<b>0.0</b>
<b>1-2 weeks</b>	<b>12.4</b>	<b>11.6</b>	<b>0.0</b>
<b>More than 2 weeks</b>	<b><u>2.6</u></b>	<b><u>1.9</u></b>	<b><u>0.0</u></b>
Total	99.9	100.1	100.0
<u>Type of Visit</u>			
First Visit to Museum, SI	25.2	23.9	6.7
First Visit to Museum, Repeat Visit to SI	24.8	23.9	14.6
Repeat Visit to Museum, SI	<u>50.0</u>	<u>52.3</u>	<u>78.7</u>
Total	100.0	100.1	100.0
<u>Particular Agenda?</u>			
No	54.6	53.8	45.1
Yes	<u>45.4</u>	<u>46.2</u>	<u>54.9</u>
Total	100.0	100.0	100.0

\*\* School and tour groups were not included in the studies. These Respondents were individuals who were intercepted while separated from their group.

Table C.2.5  
Visit Characteristics of Smithsonian Visitors, 1994 - 1996  
Overlapping Residence Categories  
**Freer and Sackler Galleries**  
(in Percent)

	Freer and Sackler Galleries		
	All Visitors	All United States Visitors	All DC Metro Area Visitors
<u>Social Composition</u>			
Alone	41.4	39.9	43.4
Couple	35.9	36.5	36.5
Several Adults	9.5	10.0	9.6
Adult(s) & Child(ren)	10.8	11.3	9.1
School/Tour group**	<u>2.3</u>	<u>2.4</u>	<u>1.4</u>
Total	99.9	100.1	100.0
<u>Type of Visit</u>			
First Visit to Museum, SI	12.5	9.9	1.3
First Visit to Museum, Repeat Visit to SI	39.2	37.9	23.3
Repeat Visit to Museum, SI	<u>48.3</u>	<u>52.2</u>	<u>75.4</u>
Total	100.0	100.0	100.0
<u>Particular Agenda?</u>			
No	52.1	51.1	40.3
Yes	<u>47.9</u>	<u>48.9</u>	<u>59.7</u>
Total	100.0	100.0	100.0

\*\* School and tour groups were not included in the studies. These Respondents were