

Lure the Visitor

A Report for the National Museum of American History

July 2002




Smithsonian Institution

Office of Policy and Analysis
Washington, DC 20560-0405

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Lure the Visitor
A Report for the National Museum of American History
July 2002

A study conducted by
Office of Policy and Analysis
Smithsonian Institution

The National Museum of American History faces a changing future

The National Museum of American History (NMAH) is at a critical point. In March 2002, a Blue Ribbon Commission¹ issued a list of findings and recommendations for changes to NMAH. Concurrently, the museum is drafting its own recommendations for extensive architectural and exhibition changes. In addition, visitation dropped significantly after the September 11 attacks, and appeared to remain significantly lower than visits to the National Museum of Natural History (NMNH) and the National Air and Space Museum (NASM) in early 2002. In response to a request from the interim director of NMAH, the Office of Policy and Analysis (OP&A) conducted a survey to determine how many visitors to the National Mall do not visit NMAH, reasons for not visiting, and ways of attracting more visitors. In addition, OP&A surveyed exiting NMAH visitors to determine their feelings about their visit.²

NMAH connects Americans with their past

The National Museum of American History draws an audience that includes fewer minority American and foreign visitors than other Smithsonian museums. It offers an important experience in the historic themes of America for visitors as well as feelings of learning and entertainment typically associated with the Smithsonian

¹ *Report of the Blue Ribbon Commission on the National Museum of American History*, Smithsonian Institution, March 2002.

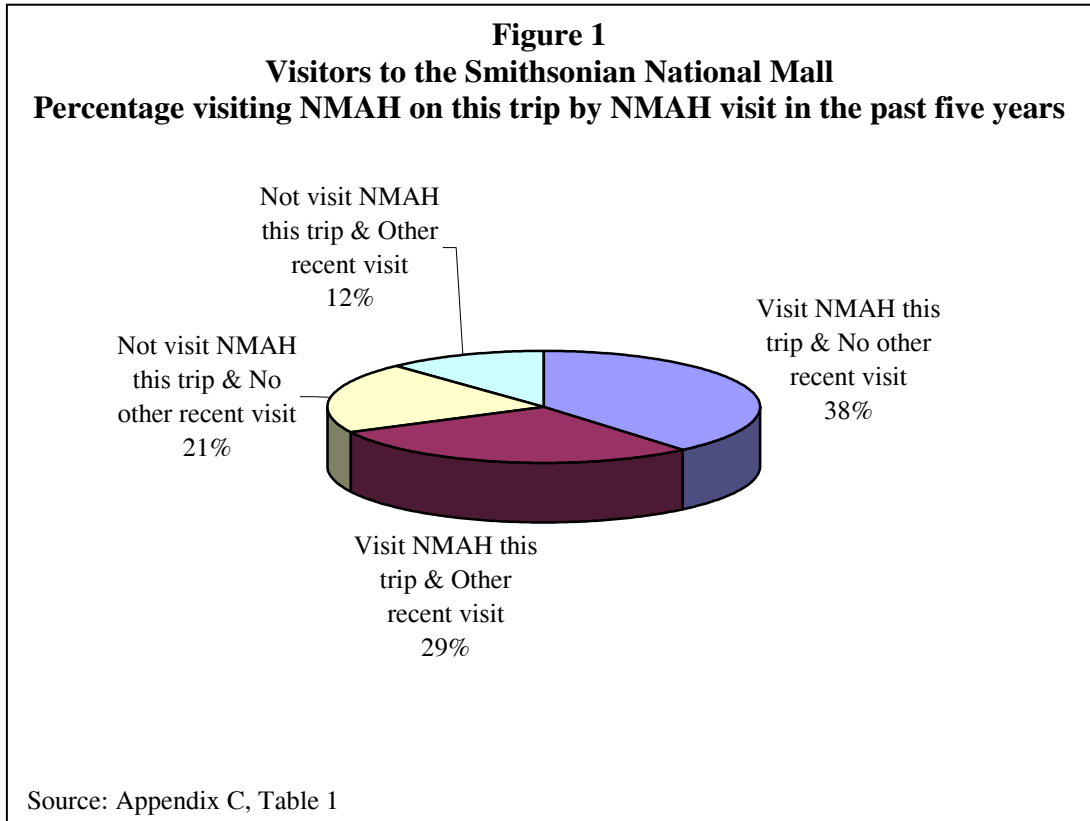
² The Office of Policy and Analysis wishes to thank the 1700 visitors who shared their experiences by completing survey questionnaires. OP&A also wishes to thank the National Museum of American History, the National Museum of Natural History, The Hirshhorn Museum and Sculpture Garden, and the Volunteer Information and Associates Reception Center. Within OP&A, the entire staff provided valuable contributions in reviewing and pretesting draft questionnaires. Kerry DiGiacomo managed field operations and the scanning of questionnaires with assistance from Jeff Sutton. David Karns conducted the data analysis and wrote the report. Olchak Market Research provided the staff to distribute questionnaires and collect sample characteristics.

experience in general. While visitors report satisfying visits to NMAH, they also identify problems with the museum layout, lighting, and exhibitions.

The National Museum of American History succeeds in entertaining, informing, and inspiring a majority of its visitors; however, it can offer a better experience for visitors.

Two-thirds of National Mall visitors to the Smithsonian plan to visit NMAH

Among 1018 visitors who responded to the OP&A survey on the National Mall, 38 percent plan to visit NMAH but have not visited NMAH within the past five years—a period during which many changes have occurred. Another 29 percent are repeat visitors who plan to visit NMAH and have visited NMAH during the past five years. Finally, 33 percent of Mall visitors did not plan to visit NMAH on this trip (12 percent who had visited NMAH in the past five years and 21 percent who had not). (See Appendix C, Table 1)



For the most part, American History visitors are similar to visitors who visit other Smithsonian Mall museums. One substantial difference is that a smaller percentage of non-whites visit, or plan to visit, NMAH. (See Appendix C, Table 14) Minorities are traditionally under represented among Smithsonian visitors; however, the percentage of Blacks and Latinos exiting NMAH is half that among visitors who do not visit NMAH at all.

The National Museum of Natural History (NMNH), the National Air and Space Museum (NASM), and NMAH are the most visited Smithsonian museums. (See Appendix C, Table 18) Smithsonian art and postal museums are less popular; about one-fifth of visitors who do not plan to visit NMAH visit the Hirshhorn Museum or Freer/Sackler Galleries.

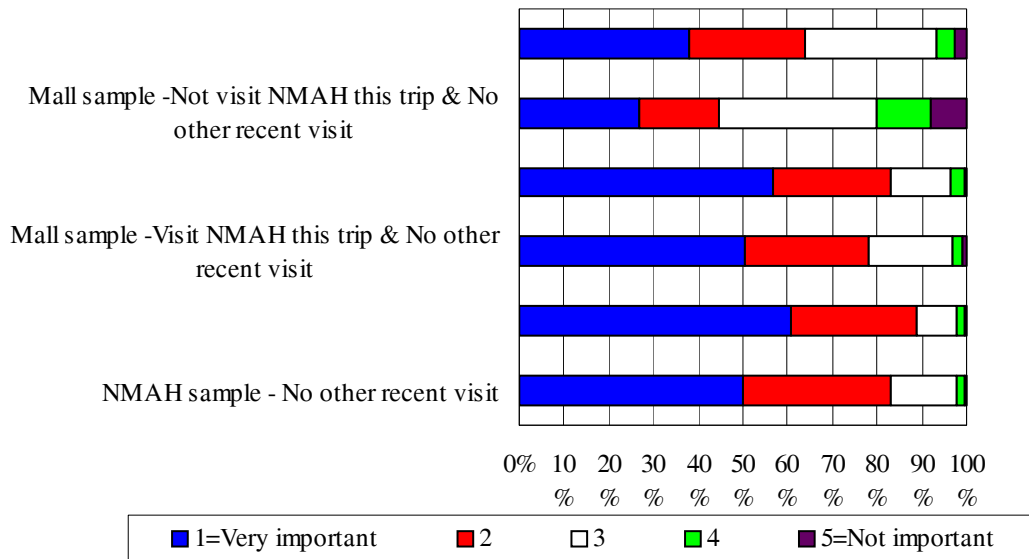
NMAH visitors share experiences with visitors to other Smithsonian museums, but also have greater engagement with the historic themes of America

A majority of NMAH visitors believe that it is "very important" for Americans to visit NMAH while in Washington. (See Figure 2) Visiting NMAH and a visitor's perception of the importance of visiting NMAH are positively correlated. Only a quarter of visitors who have not made a recent visit, nor plan to visit on this trip, feel that such a visit is "very important."

A visit to NMAH is also important in immersing visitors in the shared mosaic that is the American experience. Visitors could pick "feelings" that they expected to have after leaving the Smithsonian (Mall sample) or NMAH (NMAH sample).

Consistent with previous studies of satisfying experiences, learning something new is the most commonly identified feeling by visitors across all four sub-samples. (See Appendix C, Table 3) There was also consistency with respect to feeling "entertained." These feelings were mentioned by similar proportions of NMAH visitors and Mall visitors, whether the respondents were recent NMAH visitors or not.

Figure 2
Importance of visiting NMAH on a trip to Washington



Source: Appendix C, Table 2

Much more interesting in understanding NMAH’s role in communicating a shared American mosaic are feelings that are felt more strongly by NMAH visitors than non NMAH visitors—who are reacting to their overall Smithsonian visit. (See Figure 3) Three feelings stand out:

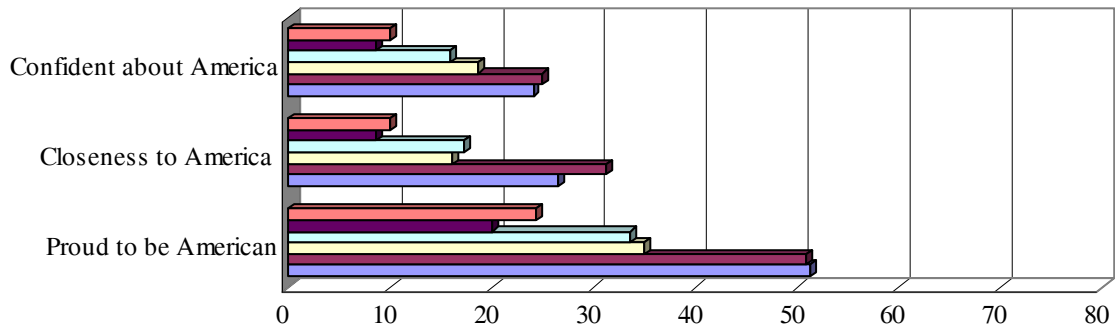
- Proud to be an American (about 30 percent higher in the NMAH sample)
- Closer to America (about 20 percent higher in the NMAH sample)
- Confident about America's future (about 15 percent higher in the NMAH sample).

There are two negative factors mentioned more frequently by NMAH visitors than other Smithsonian visitors: being confused by the layout and feeling overwhelmed and exhausted. (See Figure 4)

One-fifth of exiting NMAH visitors (NMAH sample) feel confused by the museum layout, regardless of whether they are new or recent repeat visitors. This feeling is expressed less frequently by respondents in the Mall sample who plan to visit NMAH than respondents exiting NMAH.

About one-fifth of new NMAH visitors (or those who plan to visit NMAH) feel overwhelmed and exhausted. Repeat visitors are significantly less likely to express such feelings.

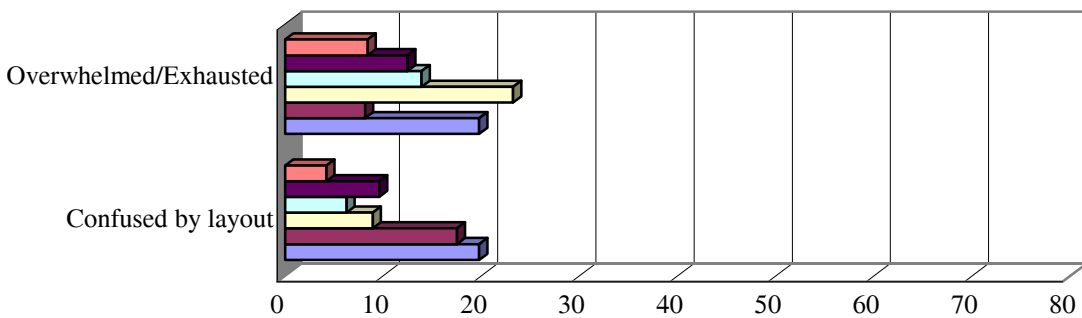
Figure 3
Feelings associated with visiting the Smithsonian and the National Museum of American History: Feelings that are much stronger among NMAH visitors



■ NMAH sample/No recent visit ■ NMAH sample/Recent visit
■ Mall sample/NMAH visitor/No recent visit ■ Mall sample/NMAH visitor/Recent visit
■ Mall sample/Not NMAH visitor/No recent visit ■ Mall sample/Not NMAH visitor/Recent visit

Source: Appendix C, Table 3. Feelings for NMAH sample are feelings after visiting NMAH. Feelings for Mall samples are expected feelings after visiting the Smithsonian on this visit.

Figure 4
Negative feelings associated with visiting the Smithsonian and the National Museum of American History: Feelings that are stronger among NMAH visitors



■ NMAH sample/No recent visit ■ NMAH sample/Recent visit
■ Mall sample/NMAH visitor/No recent visit ■ Mall sample/NMAH visitor/Recent visit
■ Mall sample/Not NMAH visitor/No recent visit ■ Mall sample/Not NMAH visitor/Recent visit

Source: Appendix C, Table 3. Feelings for NMAH sample are feelings after visiting NMAH. Feelings for Mall samples are expected feelings after visiting the Smithsonian on this visit.

The principal reason to visit NMAH is an interest in American history

A clear majority of NMAH visitors enter the museum because they have an interest in American history. (See Appendix C, Table 4)

Two-thirds of first-time and non-recent visitors indicate an interest in American history as a reason for visiting NMAH. Three-fifths (61%) of non-recent NMAH visitors also visit the Washington Monument, another Washington icon. Other less frequently mentioned reasons for visiting are:

- To see a specific exhibit.
- To see as many museums as possible.
- Hearing about the museum from family or friends.

Recent visitors, half of whom have a history interest, are likely to say that they wanted to see what has changed since their last visit (newness) and to see a specific exhibit.

In general, many NMAH visitors enter with a predisposition to see a museum of American history, but specific exhibitions also serve as major attractions.

Awareness and exhibitions underlie reasons for not visiting NMAH

If a history interest and specific exhibitions attract visitors to NMAH, what factors, within the control of the museum, are cited by National Mall visitors who do not plan to visit NMAH as reasons to not visit?

The dominant reason for visitors who do not plan to visit NMAH on this trip, but have visited in the last five years, is simply that they visited on an earlier trip and NMAH is not on their agenda for this trip. (See Appendix C, Table 5)

No single reason stands out among other non-visitors. Unfamiliarity with what can be found in NMAH (20%) and NMAH's location (14%) are commonly mentioned. Both are visitor orientation issues. About one-sixth say that they do not find history interesting, and one in nine indicates that a lack of special exhibitions was a reason for not visiting NMAH.

No respondent indicated that cleanliness or maintenance was a reason for avoiding NMAH.

Improving exhibitions should attract future visitors

Both Mall visitors and NMAH visitors identify aspects of exhibitions that may attract visitors to NMAH. Recent visitors are most likely to say that NMAH needs more new exhibitions and to update older exhibitions. (See Appendix C, Table 6) Universally, all respondents agree that new and updated exhibitions would make NMAH more attractive. In addition, more than a quarter of NMAH visitors say that the museum needs more interactive exhibitions and hands-on activities. One sixth of NMAH visitors mention that more and brighter lighting is needed in exhibitions. In general, respondents who visit or plan to visit NMAH on this trip are more likely to indicate ways to make NMAH more attractive than non-visitors.

One audience segment constitutes a relatively small percentage of current NMAH visitation: visitors with children. This segment identified a set of related, attractive factors. All are part of making NMAH more attractive to children and responsive to parents' needs. Factors including hands-on activities, space to sit and talk, more for families, and updated exhibitions were cited. Younger respondents (under 25) were more likely to say that hands-on activities would be attractive than older respondents.

Experiences with major American iconic events and characters dominate exhibition preferences

The American Presidency and *First Ladies* are the two most visited NMAH exhibitions. About two-thirds of all visitors stop at one or both of these exhibitions. (See Appendix C, Table 7) *Preserving the Star Spangled Banner* is next most frequently visited. Women are significantly more likely to visit *First Ladies*, while men spread their attention over *Science in American Life*, *Fast Attacks and Boomers*, and *United We Stand*. A larger percentage of Black visitors visit *Field to Factory* and *First Ladies* than visitors from other ethnic groups.

When asked to select future exhibitions that may be especially attractive, two-fifths select the *American Civil War*. (See Appendix C, Table 8) Men choose this topic more frequently than women. A large number of exhibitions appear attractive to small numbers of visitors.

Conclusions

The National Museum of American History plays a distinctive role among Smithsonian museums on the National Mall. While it offers cognitive, object, and social experiences like other museums, its visitors are more likely to connect to the shared mosaic of the American experience. While, this experience is not equally distributed across all Smithsonian visitors, a majority of visitors finds it attractive.

- Improving the museum settings and improving and changing exhibitions will encourage additional repeat visitation.
- Since NMAH visitors are more interested in American history, more highly educated, and more white than the American population, NMAH may have to make substantial changes in exhibitions, environmental amenities, and programs to significantly increase the numbers of visitors less interested in history, less educated visitors, and minority visitors.
- It may be difficult to convince the minority of Smithsonian visitors who are uninterested in American history, as well as those uninterested in the Smithsonian generally, to visit NMAH. The best potential for increasing attendance is to entice repeat visitation through new, updated, and exciting exhibitions.
- Again, NMAH may need to provide different experiences and different settings to serve different audience segments.
- NMAH may need to develop numerous, rapidly changing, thematic exhibitions to draw in smaller audience segments rather than using large, long term exhibitions to attract a single larger audience. A large, introductory exhibition that combines diverse themes should be carefully researched to determine how it could be designed to attract more visitors. For example, minority visitors (especially blacks) are more attracted to an exhibition on the struggle for equality and less attracted to civil war and pop culture exhibitions than white visitors. Women are more attracted to exhibitions on the flag as symbol and pop culture than men. Constructing a single interpretative exhibition poses a challenge for NMAH.
- This analysis of NMAH visitors and non-visitors strongly supports the recommendations of the Blue Ribbon Commission regarding the attractiveness of a less confusing museum layout, brighter lighting, updated and improved, modern exhibitions, more rapid turnover in exhibitions, more youth and family oriented activities, and more attention to improved visitors experiences.

Appendix A: Methodology

The goal of this research was to determine opinions of National Museum of American History (NMAH) visitors regarding their experiences and ways that the NMAH visitor experience can be improved through exhibitions, as well as, comparing those opinions with the opinions of visitors to the Smithsonian museums on the National Mall who do not plan to visit NMAH on that particular trip. Two different questionnaires were administered to visitors by trained interviewers from Olchak Market Research. The survey was fielded between June 1 and June 9, 2002. Visitors were intercepted exiting Smithsonian buildings, using OP&A sample selection procedures, and asked to complete a two-page questionnaire. Overall, 1756 visitors completed the survey for a cooperation rate of 51%.

The survey responses were not weighted to account for differences in visit rates at different times during the day. These survey data should not be considered fully representative of Smithsonian visitors during the survey period even though the sample demographic characteristics are quite close to demographics of earlier representative studies.

As a self-administered survey, the questionnaires were not designed to obtain in-depth information about Smithsonian visit agendas nor in-depth reactions. Such issues are better dealt with through personal interviews.

Appendix B: Questionnaires

Questionnaire Administered to Visitors on the National Mall

session ID

Thank you for visiting the Smithsonian Institution today

Please take a few minutes to answer these questions to help us improve your future visits.

1. Is this your first visit to the Smithsonian? Yes No
2. What feelings do you expect to have after visiting the Smithsonian today? [Mark all that apply]
 - Entertained
 - I learned something new
 - Overwhelmed and exhausted
 - A sense of closeness with America
 - Confused by layout of museums
 - Challenged to learn about a new topic
 - Confident about America's past and future
 - A sense of personal accomplishment
 - Closer to family and friends
 - Proud to be an American
 - Confused by exhibition content
 - I discovered myself by exploring the Smithsonian
3. Which of the following do you plan to visit or have you visited on this trip? [Mark all that apply]
 - Air and Space
 - Natural History
 - National Postal Museum
 - National Gallery of Art
 - Hirshhorn Museum of modern/contemporary art
 - Sackler or Freer Galleries of Asian art
 - Museum of African Art
 - Washington Monument
4. Have you visited or do you plan to visit the American History museum on this trip?
 Yes No
5. When did you last visit the American History museum?
 Never Within the past year 1 - 5 years ago More than 5 years ago
6. If you will not visit the American History (AH) museum on this trip, why not? [Mark all that apply]
 - No short term, special exhibitions now
 - Visited on an earlier visit
 - Do not know what is in AH
 - Do not know where AH is
 - AH is too far to walk to
 - AH looks uninteresting from outside
 - AH is not interesting for children
 - The wait at the entrance is too long
 - AH closes too early in the evening
 - Not clean and well-maintained
 - History is not interesting to me
 - Too much to read in exhibitions
 - Exhibitions are crowded with objects
 - AH exhibitions are old and tired
 - Exhibitions are not challenging
 - Too few staff to talk with in exhibitions
 - Too few places to sit and talk
 - Too few places to reflect
 - Better stores in other museums
 - Better food service in other museums
 - No IMAX films

Please continue on the next page

q12 ID

7. In your opinion, how important is it for visitors to Washington to visit the American History museum?

- very important not important

8. In your opinion, what would make the American History museum more attractive to visitors?
[Mark all that apply]

- More new exhibitions
- Exhibitions with fewer objects
- Controlling for crowds in exhibitions
- Better signs directing to exhibitions
- Exhibitions with space to sit and talk
- Less to read in exhibitions
- Update old, familiar exhibitions
- More challenging topics in exhibitions
- One exhibition with American History's greatest treasures
- More staff in exhibitions to answer questions
- More hands-on and interactive exhibits
- Exhibitions with places to reflect
- Exhibitions/events organized with the help of ethnic communities
- Make exhibitions easier to understand
- Have more for families
- More or brighter lighting

9. Where do you live?

- Washington, DC
- VA/MD Suburb of Washington, DC
- Elsewhere in the United States
- Outside the United States

10. Are you visiting this museum alone or with others?

- Alone With others

11. If you are with others, with whom are you visiting? [Mark all that apply]

- Adults over 18 yrs
- Youth 13-18 yrs
- Children 6-12 yrs
- Children under 6 yrs

12. What is your age?

13. What is the highest level of education that you have completed?

- High school or less
- Some college or technical training
- Bachelor's degree
- Master's, professional or doctoral degree

14. What is your race or ethnicity? [Mark one or more]

- African American/Black
- American Indian/Alaskan native
- Asian
- Hispanic/Latino
- Pacific Islander/native Hawaiian
- White

15. What is your gender? Female Male

Thank you very much

Questionnaire Administered to Visitors at NMAH

session ID

Thank you for visiting the National Museum of American History today

Please take a few minutes to answer these questions to help us improve your future visits.

1. **Is this your first visit to the Smithsonian?** Yes No

2. **Which of the following do you plan to visit or have you visited on this trip?** [Mark all that apply]
 - Air and Space Hirshhorn Museum of modern/contemporary art
 - Natural History Sackler or Freer Galleries of Asian art
 - National Postal Museum Museum of African Art
 - National Gallery of Art Washington Monument

3. **When did you last visit the National Museum of American History?**
 - Never Within the past year 1 - 5 years ago More than 5 years ago

4. **Before you arrived at the Smithsonian, did you plan to visit the American History museum (this building) today?** Yes No

5. **What feelings do you have after your visit to the American History museum today?** [Mark all that apply]
 - Entertained Confident about America's past and future
 - I learned something new A sense of personal accomplishment
 - Overwhelmed and exhausted Closer to family and friends
 - A sense of closeness with America Proud to be an American
 - Confused by museum layout Confused by exhibition content
 - Challenged to learn about a new topic A sense of neverending discoveries

6. **In your opinion, how important is it for visitors to Washington to visit the National Museum of American History?**
 -
 - very important not important

7. **What made you want to come into this building today?** [Mark all that apply]
 - To see an exhibition listed on a banner outside Want to see as many museums as possible
 - To see a specific exhibition I already knew about To see what has changed since my last visit
 - Interest in American history As part of a social outing
 - Information on the Web To shop or eat
 - I heard about it from friends or family Just wandered by and walked in

Please continue on the next page

q14 ID

8. In your opinion, what would make the National Museum of American History more attractive to visitors? [Mark all that apply]

- More new exhibitions
- Exhibitions with fewer objects
- Controlling for crowds in exhibitions
- Better signs directing to exhibitions
- Exhibitions with space to sit and talk
- Less to read in exhibitions
- Update old, familiar exhibitions
- More challenging topics in exhibitions
- One exhibition with American History's greatest treasures
- More staff in exhibitions to answer questions
- More hands-on and interactive exhibits
- Exhibitions with places to reflect
- Exhibitions/events organized with the help of ethnic communities
- Make exhibitions easier to understand
- Have more for families
- More or brighter lighting

9. Which of these exhibitions did you see today?

- The American Presidency
- First Ladies
- Field to Factory
- Within These Walls
- Science in American Life
- Fast Attacks and Boomers
- Preserving the Star Spangled Banner
- United We Stand: July 1942
- Communities in A Changing Nation

10. Which of these exhibitions most interest you? [Mark all that apply]

- Transportation: America on the Move
- Struggling for Civil Rights Equality
- For Which It Stands: The Flag as Symbol of America
- The American Civil War
- NASCAR and Automobiles
- Dorothy and the Wizard of Oz
- Gunboat Philadelphia and Naval Battles
- America Plays: Music, Sports, and Pop Culture
- Global Connections: Information Technology
- Immigrants: The New Americans
- Religion in American Society
- Business: A Driving Force in History

11. Where do you live?

- Washington, DC
- VA/MD Suburb of Washington, DC
- Elsewhere in the United States
- Outside the United States

12. Are you visiting this museum alone or with others?

- Alone
- With others

13. If you are with others, who are you visiting with? [Mark all that apply]

- Adults over 18 yrs
- Youth 13-18 yrs
- Children 6-12 yrs
- Children under 6 yrs

14. What is your age?

15. What is the highest level of education that you have completed?

- High school or less
- Some college or technical training
- Bachelor's degree
- Master's, professional or doctoral degree

16. What is your race or ethnicity? [Mark one or more]

- African American/Black
- American Indian/Alaskan native
- Asian
- Hispanic/Latino
- Pacific Islander/native Hawaiian
- White

17. What is your gender? Female Male

Thank you very much

Appendix C: Statistical Tables

Appendix C presents tables containing the major results of this study. Each of these tables presents percentage distributions of the survey data.

Table 1 presents the overall distribution of all survey respondents who were intercepted at National Mall locations. This table shows the percentages of visitors to the Smithsonian who expect to visit NMAH on this trip categorized by whether they have visited NMAH previously during the past five years.

Tables 2 through 18 present the responses of all survey respondents from both the NMAH sample and the National Mall sample. These tables contain ten columns. The first column contains the answer categories. The next three columns contain the percentage distributions of responses for NMAH sample visitors who have not visited NMAH during the past five years, those who have visited during the past five years, and the entire NMAH sample. The next three columns contain similar information for Mall sample respondents who plan to visit NMAH on this trip. The final three columns contain information for Mall sample respondents who do not plan to visit NMAH on this trip.

Table 1

Distribution by NMAH visit on this trip
and last NMAH visit (if any):
National Mall sample

NMAH visit history	Mall Sample (%)
NMAH visit this trip	
No recent visit	38
Recent visit	29
No NMAH visit this trip	
No recent visit	21
Recent visit	12
Total	100

Table 2

Importance of visiting NMAH for Washington visitors:
Distribution by NMAH visit on this trip, last NMAH visit, and sample

Importance	NMAH Sample			Mall Sample			Visiting NMAH			Not Visiting NMAH		
	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Recent Visit (%)	Total Sample (%)
1=Very important	50	61	54	50	57	53	27	38	31	27	38	31
2	33	29	31	28	26	27	18	26	21	18	26	21
3	14	9	12	19	14	17	35	29	33	35	29	33
4	2	2	2	2	3	3	12	4	9	12	4	9
5=Not important	0	0	0	1	0	1	8	3	6	8	3	6
Total	99	101	99	100	100	101	100	100	100	100	100	100
Mean importance	1.70	1.53	1.62	1.75	1.64	1.71	2.57	2.08	2.40	2.57	2.08	2.40

Note: Percentages may not total to 100% because of rounding.

Table 3

Expected feelings after this visit: By NMAH visit on this trip, last NMAH visit, and sample*

Feeling	NMAH Sample			Mall Sample			Visiting NMAH			Not Visiting NMAH		
	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Recent Visit (%)	Total Sample (%)
Learned something new	78	75	76	75	76	75	71	69	70	71	69	70
Entertained	67	62	64	67	69	68	72	70	72	72	70	72
Proud to be American	51	51	51	35	34	34	20	24	22	20	24	22
Closeness to America	27	31	29	16	17	17	9	10	9	9	10	9
Confident about America	24	25	24	19	16	17	9	10	9	9	10	9
Challenged to learn	13	16	14	19	23	21	15	24	18	15	24	18
Overwhelmed/Exhausted	20	8	15	23	14	19	12	8	11	12	8	11
Confused by layout	20	18	19	9	6	8	10	4	8	10	4	8
Personal accomplishment	11	10	11	13	9	11	6	8	7	6	8	7
Closer to friends/family	6	10	8	9	14	11	9	13	10	9	13	10
Confused by content	2	3	3	2	1	2	2	1	2	2	1	2
Discovered myself by exploring	na	na	na	6	8	7	6	7	6	6	7	6
Neverending discoveries	28	26	27	na	na	na	na	na	na	na	na	na

* Percentages add to more than 100% since respondents could choose more than one feeling.

Table 4

Reason for visiting NMAH: NMAH sample by last NMAH visit*

Reason for visit	NMAH Sample			Mall Sample						
	No (%)	Recent Visit (%)	Total Sample (%)	Visiting NMAH			Not Visiting NMAH			Total Sample (%)
				No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	
American history interest	67	54	61	na	na	na	na	na	na	na
Just wandered by & stopped in	8	10	9	na	na	na	na	na	na	na
Information on web	3	3	3	na	na	na	na	na	na	na
Heard from friends/family	20	5	14	na	na	na	na	na	na	na
See what has changed	7	35	19	na	na	na	na	na	na	na
Saw banner outside	10	13	11	na	na	na	na	na	na	na
To see specific exhibit	26	32	28	na	na	na	na	na	na	na
See as many museums as possible	21	13	17	na	na	na	na	na	na	na
Part of social outing	14	16	15	na	na	na	na	na	na	na
Eat/shop	4	9	6	na	na	na	na	na	na	na

* Percentages add to more than 100% since respondents could choose more than one feeling.

Table 5

Reason for not visiting NMAH on this trip: Mall sample of non NMAH visitors by last NMAH visit*

	NMAH Sample				Mall Sample				Total Sample (%)
	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Visiting NMAH Recent Visit (%)	Recent Visit (%)	No Recent Visit (%)	Not Visiting NMAH Recent Visit (%)	
Reason for not visiting NMAH									
Visited on earlier visit	na	na	na	na	na	na	13	58	29
Not know what is in AH	na	na	na	na	na	na	20	4	14
Not know where AH is	na	na	na	na	na	na	14	2	9
Looks uninteresting from outside	na	na	na	na	na	na	2	2	2
Few places to reflect	na	na	na	na	na	na	2	1	2
Better stores elsewhere	na	na	na	na	na	na	1	1	1
Entrance wait too long	na	na	na	na	na	na	1	4	2
Closes too early	na	na	na	na	na	na	3	5	4
History not interesting	na	na	na	na	na	na	17	3	12
No IMAX films	na	na	na	na	na	na	1	2	2
Not interesting to kids	na	na	na	na	na	na	3	2	2
Few place to sit and talk	na	na	na	na	na	na	2	6	3
Better food service elsewhere	na	na	na	na	na	na	3	1	2
No special exhibitions	na	na	na	na	na	na	11	8	10
Too far to walk	na	na	na	na	na	na	7	3	6
Exhibitions old and tired	na	na	na	na	na	na	4	4	4
Exhibitions not challenging	na	na	na	na	na	na	3	2	2
Too much to read in exhibitions	na	na	na	na	na	na	3	2	3
Too many objects	na	na	na	na	na	na	3	5	4
Few staff to talk with	na	na	na	na	na	na	1	3	2
Not clean/well maintained	na	na	na	na	na	na	0	0	0

* Percentages add to more than 100% since respondents could choose more than one feeling.

Table 6

Features that would attract more visitors to NMAH: By NMAH visit on this trip, last NMAH visit, and sample*

	NMAH Sample			Visiting NMAH			Not Visiting NMAH			Total Sample (%)
	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	
Attractions	21	18	19	15	17	16	4	8	5	
Space to sit and talk	21	19	20	14	17	15	8	9	8	
Milestones exhibition										
Places to reflect in exhibitions	12	12	12	9	11	10	4	6	5	
Update old exhibitions	13	26	19	14	27	19	21	34	25	
More challenging topics	10	11	10	6	11	8	7	15	10	
Ethnic events/exhibitions	4	4	4	4	6	5	3	8	5	
Less to read in exhibitions	7	8	8	7	8	8	6	5	6	
Staff to answer questions	14	18	16	12	11	12	4	5	4	
Exhibitions easier to understand	4	5	4	7	5	6	5	7	5	
Hands on/interactive exhibits	26	30	28	24	28	25	16	13	15	
More for families	7	3	5	7	10	8	6	8	7	
More/brighter lighting	16	17	17	7	10	8	5	12	8	
More new exhibitions	27	41	33	29	43	35	41	42	41	
Controlling crowds in exhibitions	10	10	10	13	19	16	8	6	7	
Better signs to exhibitions	27	27	27	14	15	14	5	14	8	
Fewer objects	6	3	4	4	3	4	1	5	3	

* Percentages add to more than 100% since respondents could choose more than one feeling.

Table 7

NMAH exhibitions visited on this trip: NMAH sample by last NMAH visit*

Attractions	NMAH Sample				Mall Sample				Total Sample (%)	Total Sample (%)	Recent Visit (%)	Recent Visit (%)	Total Sample (%)
	No		Visiting NMAH		No		Not Visiting NMAH						
	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Total Sample (%)					
The American Presidency	71	65	69	na	na	na	na	na	na	na	na	na	na
First ladies	65	52	59	na	na	na	na	na	na	na	na	na	na
Field to Factory	32	23	28	na	na	na	na	na	na	na	na	na	na
Within these walls	34	32	33	na	na	na	na	na	na	na	na	na	na
Science in American Life	29	26	28	na	na	na	na	na	na	na	na	na	na
Fast Attacks & Boomers	24	19	22	na	na	na	na	na	na	na	na	na	na
Preserving the Star													
Spangled Banner	47	42	45	na	na	na	na	na	na	na	na	na	na
July 1942, United We Stand	31	23	27	na	na	na	na	na	na	na	na	na	na
Communities in a Changing Nation	20	17	19	na	na	na	na	na	na	na	na	na	na

* Percentages add to more than 100% since respondents could choose more than one feeling.

Table 8

Interest in future NMAH exhibitions: NMAH sample by last NMAH visit*

	NMAH Sample			Visiting NMAH			Mail Sample			Not Visiting NMAH		
	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)
Future exhibition	27	31	29	na	na	na	na	na	na	na	na	na
Transportation												
Struggling for civil rights equality	23	26	24	na	na	na	na	na	na	na	na	na
Flag as symbol	25	32	28	na	na	na	na	na	na	na	na	na
American Civil War	40	44	42	na	na	na	na	na	na	na	na	na
NASCAR	16	11	14	na	na	na	na	na	na	na	na	na
Dorothy/Wizard of Oz	22	20	21	na	na	na	na	na	na	na	na	na
Naval battles	19	20	19	na	na	na	na	na	na	na	na	na
Music, sports & pop culture	29	27	28	na	na	na	na	na	na	na	na	na
Information technology	11	12	11	na	na	na	na	na	na	na	na	na
Immigrants/New Americans	25	32	28	na	na	na	na	na	na	na	na	na
Religion in American Society	18	23	20	na	na	na	na	na	na	na	na	na
Business	12	15	13	na	na	na	na	na	na	na	na	na

* Percentages add to more than 100% since respondents could choose more than one feeling.

Table 9

Respondent's residence: By NMAH visit on this trip, last NMAH visit, and sample

Residence	NMAH Sample						Mall Sample					
	No			Visiting NMAH			No			Not Visiting NMAH		
	Recent Visit (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Recent Visit (%)	Total Sample (%)
DC	5	10	7	3	11	6	6	14	9	6	14	9
DC suburbs	7	30	17	7	26	15	15	37	23	15	37	23
Other US	80	58	71	82	61	73	63	46	57	63	46	57
Other country	7	1	5	9	2	6	15	3	11	15	3	11
Total	99	99	100	101	100	100	99	100	100	99	100	100

Note: Percentages may not total to 100% because of rounding.

Table 10

Visit group composition: Alone or with others (by other persons):
By NMAH visit on this trip, last NMAH visit, and sample*

Visit group composition	NMAH Sample						Mall Sample					
	No			Visiting NMAH			No			Not Visiting NMAH		
	Recent Visit (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Recent Visit (%)	Total Sample (%)	Recent Visit (%)	Recent Visit (%)	Total Sample (%)
Alone	17	22	19	16	16	16	20	21	20	20	21	20
With others	83	78	81	84	84	84	80	79	80	80	79	80
Visiting with adults		73	69	71	72	67	70	72	71	70	72	72
Visiting with youth (13 to 18)		21	18	19	19	20	19	11	11	19	10	11
Visiting with children (6 to 12)		12	12	12	18	20	19	14	13	19	11	13
Visiting with children (under 6)		3	5	4	6	8	7	7	7	7	6	7
Total	100	100	100	100	100	100	100	100	100	100	100	100

* Visitors with other persons could mark more than one type of accompanying visitor.

Table 11
 Age of respondent: By NMAH visit on this trip, last NMAH visit, and sample

Age	Mall Sample											
	NMAH Sample				Visiting NMAH				Not Visiting NMAH			
	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)
18 and under	8	5	7	7	4	6	4	0	3	4	0	3
19-24	8	12	10	8	10	9	11	12	11	11	12	11
25-34	27	24	26	25	18	22	30	15	25	30	15	25
35-44	21	22	21	24	24	24	23	31	26	23	31	26
45-54	24	25	24	21	27	23	17	20	18	17	20	18
65 & older	13	13	13	15	17	16	15	21	17	15	21	17
Total	101	101	101	100	100	100	100	99	100	100	99	100

Note: Percentages may not total to 100% because of rounding.

Table 12

Respondent's education: By NMAH visit on this trip, last NMAH visit, and sample

	NMAH Sample			Mail Sample			Visiting NMAH			Not Visiting NMAH			Total Sample (%)
	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	
Education	13	8	11	14	8	11	8	2	6	8	2	6	
High school or less													
Some college/technical school	24	23	24	26	22	24	24	19	22	24	19	22	
Bachelor degree	34	29	32	34	35	34	33	35	33	34	35	33	
Graduate degree	28	40	33	26	35	30	35	45	39	35	45	39	
Total	99	100	100	100	100	99	100	101	100	100	101	100	

Note: Percentages may not total to 100% because of rounding.

Table 13

Education of respondents 25 years old and older: By NMAH visit on this trip, last NMAH visit, and sample

	NMAH Sample			Mail Sample			Visiting NMAH			Not Visiting NMAH			Total Sample (%)
	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	
Education	5	3	4	9	4	7	6	2	4	6	2	4	
High school or less													
Some college/technical school	27	19	23	25	22	24	24	14	20	24	14	20	
Bachelor degree	36	31	34	36	34	35	32	36	34	32	36	34	
Graduate degree	32	47	39	31	40	34	38	49	42	38	49	42	
Total	100	100	100	101	100	100	100	101	100	100	101	100	

Note: Percentages may not total to 100% because of rounding.

Table 14

Racial identification: By NMAH visit on this trip, last NMAH visit, and sample*

Race	NMAH Sample			Visiting NMAH			Mall Sample			Not Visiting NMAH		
	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)
Black/African American	5	6	6	8	7	7	11	9	10			
American Indian	2	1	1	2	1	1	3	0	2			
Asian	4	2	3	6	4	5	7	8	8			
Hispanic/Latino	3	4	4	6	6	6	6	4	5			
Pacific Islander	1	1	1	0	1	0	0	0	0			
White	85	88	86	82	80	81	75	78	76			

* Percentages add to more than 100% since respondents could choose one or more racial identity.

Table 15

Respondent's gender: By NMAH visit on this trip, last NMAH visit, and sample

Gender	NMAH Sample			Visiting NMAH			Mall Sample			Not Visiting NMAH		
	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)
Female	55	51	53	51	53	52	53	51	52			
Male	45	49	47	49	47	48	47	49	48			
Total	100	100	100	100	100	100	100	100	100			

Table 16

First visit to Smithsonian: By NMAH visit on this trip, last NMAH visit, and sample

	NMAH Sample			Mall Sample			Visiting NMAH			Not Visiting NMAH		
	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)
First visit												
No	39	100	65	48	100	70	53	100	70	100	100	70
Yes	61	0	35	52	0	30	47	0	30	0	0	30
Total	100	100	100	100	100	100	100	100	100	100	100	100

Table 17

Last visit to NMAH: By NMAH visit on this trip, last NMAH visit, and sample*

	NMAH Sample			Mall Sample			Visiting NMAH			Not Visiting NMAH		
	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)	No (%)	Recent Visit (%)	Total Sample (%)
First visit												
Never	69	0	39	62	0	36	73	0	46	0	0	46
Within past year	0	48	21	0	43	18	0	40	15	40	40	15
1 to 5 years	0	52	22	0	57	24	0	60	22	60	60	22
More than 5 year	31	0	18	38	0	22	27	0	17	0	0	17
Total	100	100	100	100	100	100	100	100	100	100	100	100

Table 18

Other museums visited on this trip: By NMAH visit on this trip, last NMAH visit, and sample*

Other museum	NMAH Sample			Visiting NMAH			Mall Sample			Not Visiting NMAH		
	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)	No Recent Visit (%)	Recent Visit (%)	Total Sample (%)
NMAH	100	100	100	100	100	100	0	0	100	0	0	67
NMNH	66	67	66	78	77	77	56	49	77	56	49	53
NASM	72	62	68	71	66	69	54	41	69	54	41	49
Washington Monument	61	41	52	61	48	56	43	22	56	43	22	35
NGA	31	37	33	38	39	39	34	35	39	34	35	35
HMSG	15	14	15	21	25	23	26	21	23	26	21	24
FSG	8	10	9	12	12	12	11	22	12	11	22	15
NPM	8	10	9	10	12	11	3	2	11	3	2	3
NMAFA	6	9	7	13	11	12	8	8	12	8	8	8

* Percentages add to more than 100% since respondents could choose one or more racial identity.