

VISITOR RATINGS OF EXHIBITIONS
AT THE
NATIONAL MUSEUM OF AMERICAN HISTORY

JULY 2005



Smithsonian Institution
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ACKNOWLEDGMENTS

In spring 2005, the Office of Policy and Analysis conducted three studies at the National Museum of American History (NMAH). Two were studies of exhibitions, *The Price of Freedom: Americans at War* and *America on the Move*. This study presents data on visitation to the major exhibitions in NMAH and visitor ratings of those exhibitions and of the overall visit. It was conducted to provide context for the two exhibition studies, as well as to help the museum make long-term decisions about exhibitions. Two colleagues assisted Zahava D. Doering and David Karns, who implemented the study, analyzed the data, and wrote this report. Amy L. Marino provided support in data collection and reviewed the report. Andrew Pekarik added insights to the interpretation. We would also like to recognize the support of NMAH staff members Judy Gradwohl, Associate Director for Public Programs, Julia Garcia, Special Assistant to the Associate Director, and Andrea Lowther, Manager of Visitor Programs, as well as the NMAH staff and volunteers who helped with data collection.

Carole M. P. Neves, Director
Office of Policy and Analysis

INTRODUCTION

In spring 2005, the Office of Policy and Analysis (OP&A) collected survey data at the National Museum of American History (NMAH) for two independent studies. The first, a study of a new major permanent exhibition about American military history called *The Price of Freedom: Americans at War* (PoF).^{*1} That exhibition opened in November 2004 and occupies 17,000 square feet of the museum's third floor. The second was a study of another major permanent exhibition, *America on the Move* (AotM), which opened in November 2003 and occupies 26,000 square feet.² AotM is a reinstallation and reinterpretation of the Hall of Transportation that opened in 1964 concurrently with NMAH.

In both studies, visitors were asked to rate the exhibitions. Discussions within OP&A and with NMAH raised questions about visitor ratings of other exhibitions, as well as about the relationship between exhibition ratings and the rating of the overall visit to the museum.

In view of the current planning for a major NMAH renovation, the research team designed this study with the idea of asking exiting visitors to rate their overall visit and the individual exhibitions they saw. The purpose of this report is to describe the ratings of specific

exhibitions, both in relation to the overall visit and to other exhibitions that visitors saw.

SURVEY METHODOLOGY

OP&A designed and tested the one-page self-administered questionnaire used in the study (Appendix A). NMAH identified the exhibitions to be rated.³ (See descriptions in Appendix B.) Preliminary interviews showed that visitors could identify exhibitions based on their names and specific key words. Between April 12 and April 24, NMAH staff and volunteers, trained by OP&A in standard survey procedures, intercepted eligible visitors exiting onto Constitution Avenue and the National Mall.⁴ The study excluded visitors under the age of 12 and persons who were visiting NMAH within an organized group. This study, therefore, is based on a sample of "voluntary" visitors to the museum, although it includes some visitors who came to the National Mall museums with organized groups (e.g. tour or school visits), but who visited NMAH as individuals.

Of the 473 visitors selected to participate, 292 completed questionnaires, for a cooperation rate of 62 percent.⁵

* See Endnotes, page 11.

SPRING VISITORS TO NMAH

Late March and early April are busy times on the National Mall. Many families use school spring vacations as an occasion to come to the nation's capital. Many visitors combine visits to family and friends to celebrate spring religious holidays with visits to the National Mall. Pleasant spring weather and plentiful blooms, including the annual Cherry Blossom Festival, provide an additional attraction in Washington, DC. This year was no exception. According to figures from the Smithsonian's Office of Protection Services, a total of about 394,000 visits were made to NMAH between April 1 and April 30, a 13 percent increase from April 2004.

Two out of five (43%) of the visitors were making their first visit to the Smithsonian and, by extension, to NMAH. Another one-eighth (13%) were first-time visitors to NMAH although they had visited other Smithsonian museums previously (see Appendix B for supporting data). Over two-fifths (45%) indicated that they came to the museum to see something in particular.⁶

Adults constituted most of the NMAH visitor population— half with other adults but no children, others with children (22%), alone (13%), or with an organized group (11%). Men (49%) and women (51%) visited in essentially equal proportions.

Senior citizens (59 years and older), members of the Later Baby Boom Generation (39-49 years old) and Generation Y (under 27 years old) form the largest groups of visitors (27%, 23% and 23%, respectively) and were twice as numerous as either Generation X visitors (28 to 38 years old, 13%) or Early Baby Boom visitors (50-58 years old, 14%). Relatively few visitors reported having vision, hearing, or physical impairments (7%).

The vast majority of visitors live in the United States (92%). Although they were widely distributed across the country, half (38%) were from the Southeast and Mid-Atlantic regions.

In comparison with summer visitors in 2004, spring visitors in 2005 were older and fewer came with children. Summer visitors include more Generation X and Y visitors and fewer senior citizens.⁷

WHERE AND HOW MANY DID THEY VISIT?

The sections below describe, for the exhibitions included in this study, the locations of those exhibitions and how visitors rated them. In reading, please note that the major exhibitions known to visitors prior to coming are located on the second and third floors. Also, the Mall entrance is on the second floor.⁸

The questionnaire listed eleven exhibitions:

First floor east

America on the Move [AotM] [Opened in 2003]

On Time [Opened in 1999]

First floor west

Bon Appétit! Julia Child's Kitchen at the Smithsonian [Julia Child] [Opened in 2002]

Information Age: People, Information & Technology [Information Age] [Opened in 1990]

Science in American Life [SAL] [Opened in 1994]

Separate is Not Equal: Brown v. Board of Education [Brown v. Board] [A temporary exhibition from April 15, 2004 to September 5, 2005]

Second floor east

First Ladies: Political Role and Public Image [First Ladies] [Opened in 1992]

Second floor west

Field to Factory: Afro-American Migration 1915-1940 [Field to Factory] [Opened in 1987]

Star-Spangled Banner [Star-Spangled Banner] [Opened in present location in 1999]

Third floor east

American Presidency [TAP] [Opened in 2000]

Third floor west

Price of Freedom [PoF] [Opened in 2004]

This list does not include all the exhibitions in the museum. Rather, exhibitions that were of interest to NMAH for this study. For example, the NMAH web site currently lists 35 exhibitions on view, in addition to small displays.

On the museum's three floors, three-fifths (57%) of visitors rated exhibitions located on all three floors and another 14 percent rated exhibitions on the second and third floors.

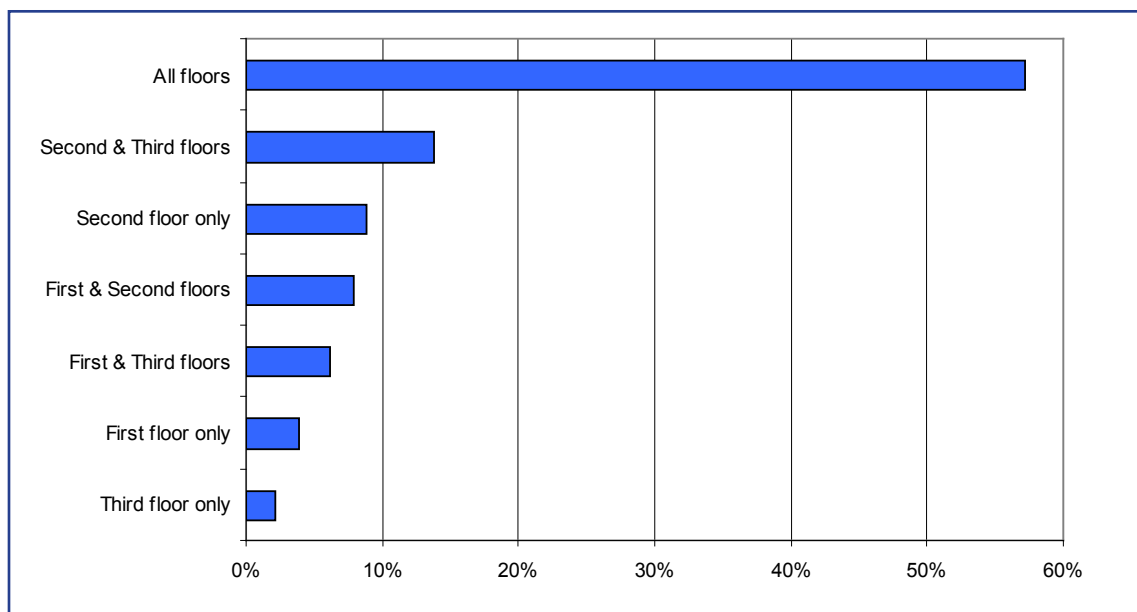


Figure 1. Percent of NMAH Visitors Who Rated Exhibitions on Different Floors of NMAH

Exhibitions on other combinations of floors (e.g., first and second floors or first floor only) were rated by smaller numbers of visitors (less than 10%). (See Figure 1.) Exhibitions on the second floor (the Mall level) were rated by more than four out of every five visitors (85%). Exhibitions on the first or third floor were rated by about three-fourths of visitors (73% rated on the first, 77% on the third). Independent of particular floors, 15 percent of visitors restricted their ratings to one floor, 28 percent to two and 57 percent, as mentioned, rated exhibitions on all three.

Equal percentages of respondents to the survey rated one (11%) or all eleven exhibitions (12%). About half (52%) rated four or less, the rest, five to eleven. On average, visitors rated 5.0 exhibitions. OP&A found no discernable patterns regarding specific floors or number of floors visited.

WHAT DID THEY VISIT?

The two exhibitions visited and rated by the most visitors were *First Ladies* (67%) and *The American Presidency* (TAP) (65%), followed closely by *Price of Freedom* (PoF) (58%) and the *Star-Spangled Banner* (57%). *America on the Move* (AotM) was seen and rated by almost half (45%), with smaller percentages visiting and rating the other six exhibitions (Figure 2).⁹

Four exhibitions – *First Ladies*, *Star-Spangled Banner*, *Julia Child* and *Price of Freedom* – were more likely to be destinations for visitors; i.e., they were more likely to be visited by individuals who came to see something specific. *Brown v. Board* was less interesting to international visitors. *Julia Child* and *First Ladies* were more attractive to women, while *Field to Factory* drew more men.

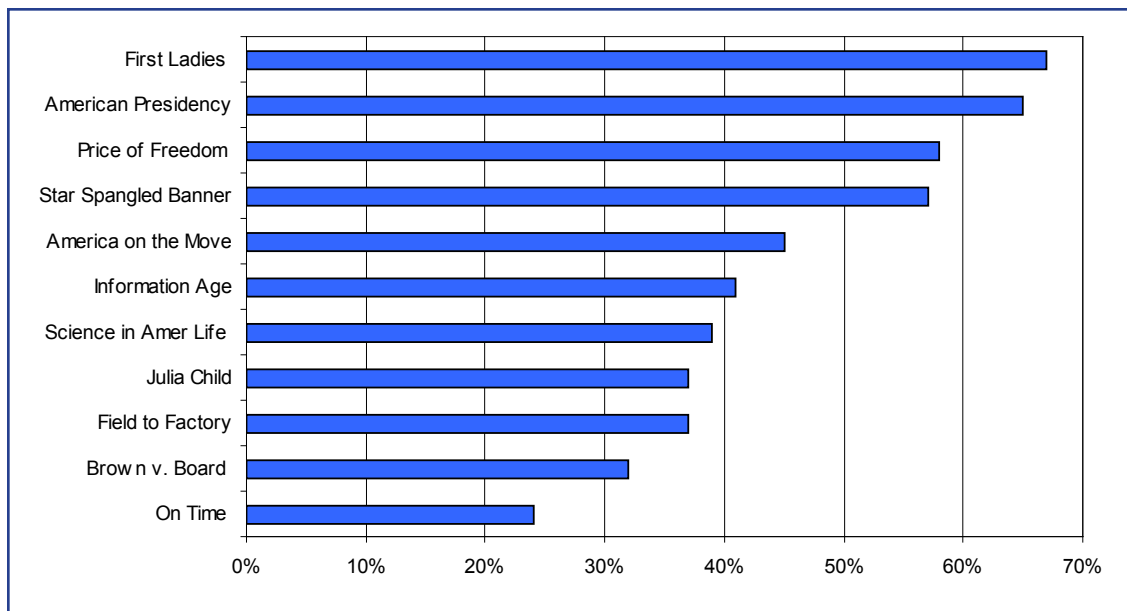


Figure 2. Percent of NMAH Visitors Who Rated Selected Exhibitions

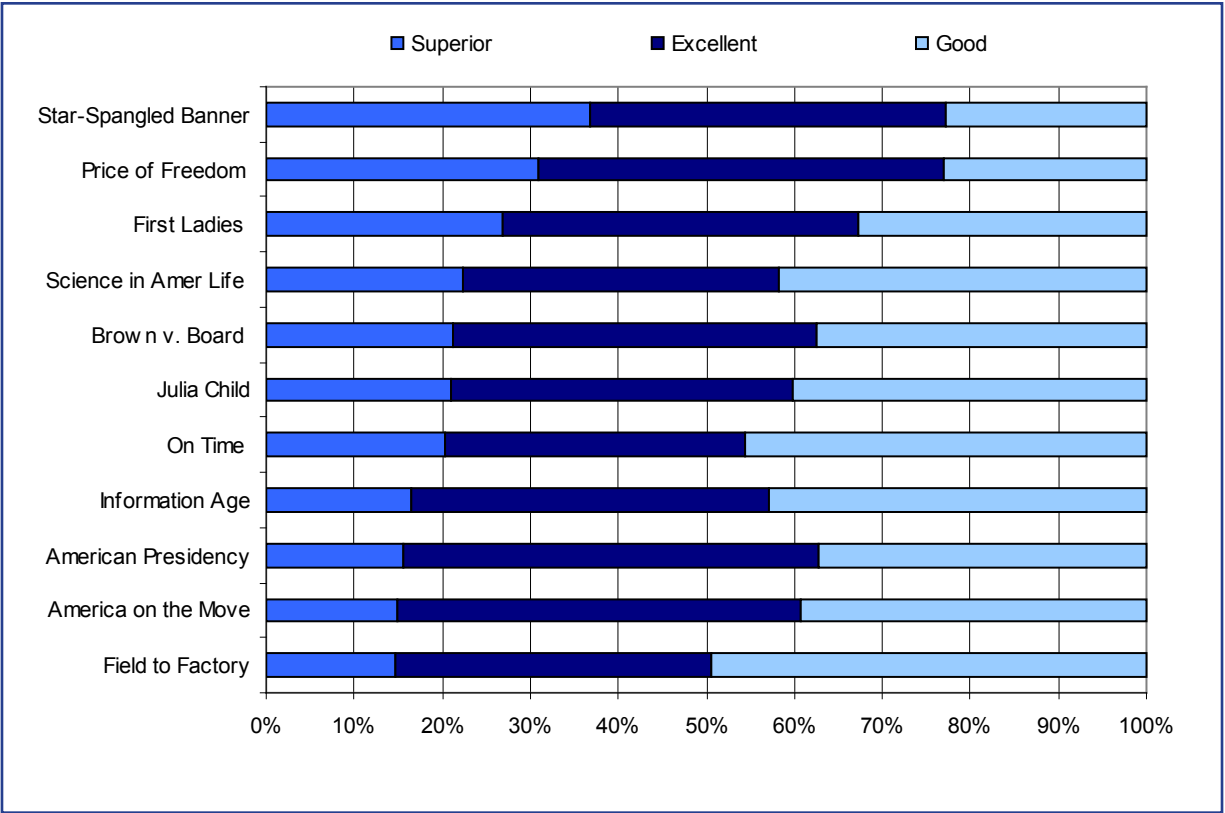


Figure 3. NMAH Visitors' Ratings of Selected Exhibitions

HOW DID THEY RATE EXHIBITIONS?

The rating scale used in this study (“Poor,” “Fair,” “Good,” “Excellent,” and “Superior”) has been used by OP&A for several years, in various museums and in the 2004 Smithsonian-wide survey. In this analysis, “Poor” and “Fair” are combined with “Good” as one category, as they were selected by a small number of visitors. (See Appendix C, pp. 26-27 for the full ratings for the eleven exhibitions.)

Among the exhibitions listed, the three highest ratings were for *Star-Spangled Banner*, *Price of Freedom*, and *First Ladies*, with 37 percent, 31 percent and 27 percent respectively, rating them as “Superior.” As identified

in Figure 3, four other exhibitions received between 20 percent and 23 percent “Superior” ratings, while the remaining exhibitions were rated lower. (See Appendix C for data.)

The survey did not explore possible reasons for the ratings, either positive or negative. On the basis of the limited demographic information that is available, a few observations are possible. American residents rated two exhibitions, TAP and *First Ladies*, higher than nonresidents did. Men rated *Information Age* higher than women did. Younger people rated *First Ladies* lower, while older people rated SAL lower (compared to other age groups). People who were alone in the exhibition rated *Brown*

v. *Board* higher compared to those visiting with others.

RATING THE VISIT

The first question on the survey asked for an overall rating of the experience at NMAH. While nearly one-fourth of visitors rated it “Superior” (23%), the majority rated their visits slightly lower, as “Excellent” (54%). The percentage of visitors who rated the overall NMAH visit as “Superior” is lower than the percentage that rated the top three exhibitions (*Star-Spangled Banner*, *PoF* and *First Ladies*) as “Superior.” The percentage of visitors who rated the overall visit as “Excellent” is higher than for any exhibition.

In this set of data, OP&A identified four patterns that describe the connection between exhibition ratings and the rating for the overall museum visit. These are suppositions that can be used to explain the data, and are not necessarily rules used by visitors in rating the museum (either consciously or unconsciously).

The first pattern is “the rating for the museum equaled their highest rating for any particular exhibition.” The maximum rating given by an individual for any exhibition listed on the questionnaire was strongly correlated with that person’s overall museum rating. In over half of the cases, a visitor’s maximum exhibition rating equaled his or her rating of the overall museum experience (56%).

A second pattern is “the rating for the museum equals the lowest rating for any particular exhibition.” This was the case for almost a fifth (18%) of the visitors surveyed.

The third pattern, another fifth (19%), are the museum ratings that are lower than the individual’s highest exhibition rating, but also different from his/her lowest, and is often close to an average of all the exhibition ratings.

The fourth pattern is for museum ratings that are higher than the individual’s maximum exhibition rating. This is a small group, since rarely did the overall rating exceed the highest rated exhibition experience (7%).

Museum Rating Is ...	(All) 11 Exhibitions	4 Exhibitions*
Same as <u>maximum</u> exhibition rating	56%	60%
Same as <u>lowest</u> exhibition rating	18%	0%
Lower than maximum exhibition rating (and not equal to Lowest); i.e. some type of averaging	19%	32%
Higher than maximum exhibition rating	7%	8%
Total	100%	100%
* <i>Star-Spangled Banner</i> , <i>PoF</i> , <i>First Ladies</i> and <i>SAL</i> . These four include exhibitions on all three floors and are the top rated.		

Table 1. The Relative Rating of the Overall Museum Experience and Rating of Exhibition Experiences

OBSERVATIONS

This study has limitations. Since visitors were interviewed at exits, and not asked about their entry point, we can only estimate which floors they visited by the exhibitions they rated. We also presented visitors with a list of exhibits selected by the museum. The list did not include smaller exhibitions (e.g., *Within these Walls*), hallway displays or more ‘traditional’ areas (e.g., *Popular Culture*) that are undoubtedly of high interest to some visitors. We also have only impressionistic evidence about how visitors spend their time in the building and how much of an exhibition they see before feeling able to rate it.

Nevertheless, it seems that visitors were relatively evenly distributed across four prominent exhibitions located on the second and third floors (*First Ladies* and *Star-Spangled Banner* on the second, TAP and PoF on the third floor). Compared to the other two floors, roughly an equal number rated exhibitions on the first floor. Only AotM has substantial visitation among exhibitions on that floor. There appears to be little skewing of visitation towards some of the eleven exhibitions included in the survey and away from others based on any factors covered in this survey. The only demographic characteristic that tends to skew visit patterns significantly is gender with respect to *First Ladies*. It should be noted that more than half the visitors (57%) did rate exhibitions on all three floors.

For nearly two-thirds of visitors, overall visit experiences in NMAH appear to be determined by visitors’ highest rated experience in at least one measured exhibition (or more than one when tied). For the remaining third, the overall experiences are tied either to the worst exhibition experience or to other aspects of visiting NMAH. For example, we have not explored the impact of crowding in specific exhibitions nor in the building. At present, we can describe these aspects with patterns, but cannot explain them.

ENDNOTES

- 1 *Visitor Opinions about the Layout of The Price of Freedom: Americans at War*. Office of Policy and Analysis, June 2005.
- 2 *Multiple Perspectives on America on the Move*. Office of Policy and Analysis, July 2005.
- 3 For a complete listing of NMAH exhibitions, see <http://americanhistory.si.edu/exhibitions/index.cfm> (last accessed July 15, 2005).
- 4 Survey sessions were rotated between the two exits. Due to a special event near the Mall exit, one day of interviewing scheduled for the Mall exit was shifted to the Constitution Avenue exit. Statistical weights were applied to correct for this over-sampling of visitors exiting Constitution Avenue.
- 5 The survey data were weighted to control biases due to the number of visitors on more and less crowded days and visitors who choose not to participate as well as those who cooperated. Thus, the results presented in this report are statistically representative of NMAH visitors during the spring of 2005. If every visitor exiting NMAH were interviewed, there is a 95 percent probability that percentages for the entire population will be within five percent of the survey percentage (given the sample size).
- 6 Although offered the option, very few visitors recorded what they came to see. Based on the study cited previously (footnote 1), we know that 38 percent of visitors who saw PoF came specifically to the exhibition.
- 7 See Results of the 2004 Smithsonian-wide Survey of Museum Visitors. Statistical Tables. Office of Policy and Analysis, October 2004. This difference is understandable, given that summer includes more children than at any other time.
- 8 Maps of the museum are found at <http://americanhistory.si.edu/visiting/floorplans.cfm> (last accessed on July 15, 2005).
- 9 The questionnaire allowed an “Other (please specify).” Although 15 percent of visitors elected this option, no single exhibition was recorded frequently enough for analysis.

APPENDIX A

National Museum of American History Spring 2005 Exit Survey

#:-----

1. Based on your visit today, please rate your overall experience at the AMERICAN HISTORY MUSEUM:

- Poor
 Fair
 Good
 Excellent
 Superior

2. Is TODAY your first visit to the Smithsonian?

- Yes
 No, but this is my first visit to this museum
 No, and I have visited this museum before

3. Was there something in particular you wanted to see or do in this museum today?

- No
 Yes. What was that? _____

4. Please rate your overall experience with EACH of the following exhibitions:

	DID NOT SEE	POOR	FAIR	GOOD	EXCELLENT	SUPERIOR
America on the Move [<i>Transportation</i>]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American Presidency [<i>Presidents</i>]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brown vs. School Board [<i>Desegregation</i>]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Field to Factory [<i>African American Migration</i>]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First Ladies [<i>Presidents' wives</i>]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information Age [<i>Computers</i>]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Julia Child's Kitchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On Time [<i>Clocks & watches</i>]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of Freedom [<i>Military</i>]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Science in American Life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Star-Spangled Banner [<i>Flag preservation</i>]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify): _____						

*** 5. With whom are you visiting today? (Mark one or more)**

- Alone
 With adults
 With youth (children or teens)
 Organized tour

*** 6. Where do you live? (Mark one only)**

- U.S. zipcode
 Other country (specify): _____

*** 7. What is your gender?** Female Male

*** 8. What is your age?**

9. Mark any long lasting conditions that you have:

- Blindness or severe vision impairment
 Deafness or hearing impairment
 Physical impairment (limits walking, climbing stairs, etc.)
 None

Thank You!

Administrative use only:

ID	Status	Complete Ineligible	Refusal: language Refusal: other Refusal: time	Session	Segment	Interviewer
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APPENDIX B EXHIBITION DESCRIPTIONS



AMERICA ON THE MOVE

[First floor east]

The Museum's new transportation hall opened in November 2003. America on the Move encompasses nearly 26,000 square feet, includes 340 objects, and features 19 historic settings in chronological order. From the coming of the railroad to a California town in 1876 to the role of the streetcar and the automobile in creating suburbs to the global economy of Los Angeles in 1999, America on the Move takes visitors on a fascinating journey. Multimedia technology and environments allow visitors to see historic artifacts as they once were, a vital part of the nation's transportation system and of the business, social, and cultural history of the country.

The exhibition features:

- a 1903 Winton, the first car driven across the United States
- a Chicago Transit Authority "L" car
- a 199-ton, 92-foot-long Southern Railway locomotive, the 1401
- a 40-foot stretch of the famed Route 66.



ON TIME

[First floor east]

When did clocks and watches intertwine with our sense of time? When did they come to play central roles in our lives? To explore these questions, *On Time*, which opened in November 1999, surveys the changing ways Americans have measured, used, and thought about time over the past three hundred years.

The exhibition features:

- a sundial by Goldsmith Chandlee of Winchester, Va., used from 1775 to 1820
- a tall case clock with a moon dial, by African American clockmaker Peter Hill, about 1800
- a watch used by Helen Keller, originally made to tell time in the dark
- the Agilent 5071A Primary Frequency Standard, an atomic clock so accurate it loses or gains only one second every 162,000 years.



BON APPÉTIT! JULIA CHILD'S KITCHEN AT THE SMITHSONIAN [First floor west]

When Julia Child moved back to her home state of California in 2001, she donated the kitchen from her Cambridge, Massachusetts, home to the Museum. The exhibition features the actual kitchen, including the cabinets, appliances, cookbooks, kitchen table, and hundreds of utensils and gadgets. The exhibition gives visitors a peek into the working kitchen of one of the world's best-known cooks, and explores how her influence as an author and host of several television series changed the way America cooks.

The exhibition features:

- a six-burner Garland commercial range, used by Julia Child from 1956 to 2001
- a blowtorch, a tool that Julia Child popularized for browning the top of crème brûlée
- Julia's array of indispensable knives
- *Mastering the Art of French Cooking*, Julia Child's groundbreaking cookbook published in 1961.



INFORMATION AGE: PEOPLE, INFORMATION & TECHNOLOGY

[First floor west]

This exhibition chronicles the birth and growth of the electronic information age—from Samuel Morse’s invention of a practical telegraph in the 1830s through the development of the telephone, radio, television, and computer. A special focus is how information technology has changed the way people live and work.

The exhibition features:

- “Deep Blue,” an early Apple computer & chess champ
- The Universal Product Code
- Ham Station NN3SI.



SCIENCE IN AMERICAN LIFE

[First floor west]

Science in American Life, opened in April 1994, examines the relationship between science, technology, progress, and culture over the last 125 years. Through artifacts, historical photographs, and multimedia technology, the exhibition explores many of the scientific issues, controversies, misunderstandings, and achievements that have shaped modern American life.

The exhibition features:

- a display of the laboratory of pioneering chemist Ira Remsen during the 1870s
- a Gilbert chemistry set for children
- intelligence tests of the 1930s
- a cyclotron, used in experiments in nuclear physics
- a backyard bomb shelter.



SEPARATE IS NOT EQUAL: BROWN V. BOARD OF EDUCATION

[First floor west]

This exhibition, opened in April 2004, marks the 50th anniversary of the landmark Supreme Court decision that helped end segregation in public schools and was a turning point in the history of race relations in the United States. Using personal stories, artifacts, images, and video presentations, the exhibition portrays the struggle for social justice before and after the Court's ruling in the Brown case. It also examines the decision's impact on contemporary society and challenges visitors to explore what social justice means today.

The exhibition features:

- a metal tag used to identify enslaved people in Charleston, South Carolina
- a robe and hood from the Ku Klux Klan in the 1920s
- a typewriter and Dictaphone belonging to Charles Hamilton Houston, a crusading lawyer in the struggle to end segregated education
- a portion of the Woolworth lunch counter from Greensboro, N.C., site of a 1960 sit-in protest
- the robe of Supreme Court Justice Thurgood Marshall, who had argued the Brown v. Board of Education case before the Court as an attorney for the National Association for the Advancement of Colored People.



FIRST LADIES: POLITICAL ROLE AND PUBLIC IMAGE

[Second floor east]

This exhibition, opened in March 1992, examines the evolving role of the first lady. Through historic photographs, period graphics, and personal artifacts—including their gowns—the exhibition traces the social and political accomplishments of many first ladies while underscoring the traditional responsibilities of the position.

The exhibition features:

- dresses of 16 first ladies, from Dolley Madison to Nancy Reagan
- campaign memorabilia featuring images of presidents and first ladies
- jewelry and other personal items of first ladies
- presidential china.



FIELD TO FACTORY: AFRO-AMERICAN MIGRATION 1915-1940

[Second floor west]

Field to Factory tells the story of the Great Migration, a vast movement of African Americans from the South to the North between 1915 and 1940. It opened in February 1987. The exhibition explores the lives of African Americans in the South, the hopes and expectations that prompted the decision to move north, the adjustments they had to make to their new surroundings, and the ways the populations of northern cities had to adjust to them.

The exhibition features:

- a room from the house of a tenant farmer in Maryland
- a sock doll in a cradle
- a cotton gin
- a school bell
- artifacts from the beauty salon of Marjorie Stewart Joyner, a successful African American entrepreneur.



STAR-SPANGLED BANNER

[Second floor west]

For nearly a century, the Smithsonian has cared for the Star-Spangled Banner and displayed it for the American people. This exhibition chronicles the history of the Star-Spangled Banner, considers its symbolism, and outlines the Smithsonian's current efforts to preserve the flag that inspired the national anthem.



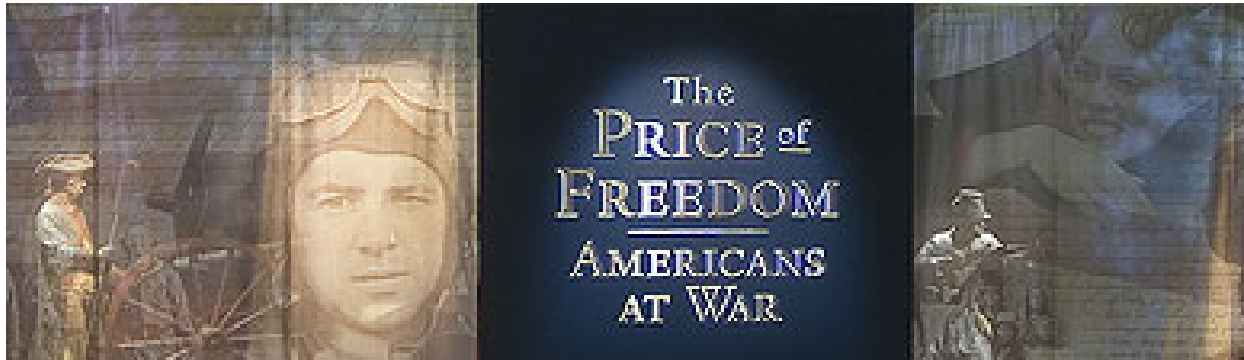
AMERICAN PRESIDENCY

[Third floor east]

Opened in November 2000, *The American Presidency: A Glorious Burden* brings to life the role of the presidency in American culture. The exhibition tells the story of the men who occupied and defined the most powerful position in the world and the dynamic relationship between the president and the American people. The exhibition explores the creation of the office, its evolving duties and obligations, the limits of presidential power, the nation's grief when a president is assassinated, and the reflections of former presidents on life after the White House.

The exhibition features:

- the lap desk Thomas Jefferson used to draft the Declaration of Independence
- Abraham Lincoln's top hat
- a microphone used by Franklin Delano Roosevelt to broadcast a "fireside chat"
- Bill Clinton's saxophone
- First Lady Laura Bush's inaugural gown.



THE PRICE OF FREEDOM

[Third floor east]

Opened in November 2004, *The Price of Freedom: Americans at War* surveys the history of America's military from the French and Indian Wars to the present conflict in Iraq, exploring ways in which wars have been defining episodes in American history. The exhibition extends far beyond a survey of battles to present the link between military conflict and American political leadership, social values, technological innovation, and personal sacrifice. The heart of the story is the impact of war on citizen soldiers, their families, and communities.

The exhibition features:

- George Washington's sword and scabbard
- a Willys Jeep, used during World War II
- a restored UH-1H Huey Helicopter, deployed in Vietnam in 1966
- Gen. Colin Powell's uniform from Operation Desert Storm.

APPENDIX C

VISITOR RATINGS OF EXHIBITIONS

Note: Appendix generally follows questionnaire order. Numbered items indicate original question. Underlined items are derived from the data. Where applicable, responses are listed in decreasing order.

1. Based on your visit today, please rate your overall experience at the American History Museum.

	Percent
Fair	2
Good	21
Excellent	54
Superior	23
Total	100

2. Is today your first visit to the Smithsonian?

	Percent
Yes	43
No, but first to NMAH	13
No and visited NMAH before	44
Total	100

3. Was there something in particular that you wanted to see in this museum today?

	Percent
No	55
Yes	45
Total	100

5. Who are you visiting with?

	Percent
Group of adults	50
One adult with youth	14
Unaccompanied adult	12
Adult w/organized group	11
Adults with youth	9
Youth /organized group	4
Group of youth	0
Unaccompanied youth	0
Total	100

Compressed visit group

	Percent
Adult group	50
Adult(s) w/ child(ren)	22
Alone	13
Other	16
Total	100

8. What is your age?

Age in decades

	Percent
65 and older	22
55 to 64	13
45 to 54	14
35 to 44	22
25 to 34	12
12 to 24	16
Total	100

Age grouped into generations

	Percent
Depression	1
WWII	4
Postwar	23
Early Baby Boomers	14
Late Baby Boomers	23
Generation X	13
Generation Y	23
Total	101

Compressed age generations

	Percent
59 and older	27
50 to 58	13
39 to 49	23
28 to 38	13
27 and younger	22
Total	98

6. Where do you live?

	Percent
Mid Atlantic	20
Southeast	19
Midwest	14
West	14
Metro Washington	9
Mountain Plains	8
New England	7
Country other than U.S.	8
Total	98

7. What is your gender?

	Percent
Female	51
Male	49
Total	100

9. Physical impairment [any marked]

	Percent
Yes	7
No	93
Total	100

Number of exhibitions rated

	Percent
None	4
One exhibit	11
2 exhibits	12
3 to 5	35
6 to 8	21
9 or more	18
Total	100

Rated exhibitions on this floor...

	Percent
Floor 1	73
Floor 2	85
Floor 3	77

Rated on different floor combinations

	Percent
All floors	57
Second & Third floors	14
Second floor only	9
First & Second floors	8
First & Third floors	6
First floor only	4
Third floor only	2
Total	100

Exhibitions rated

	Percent
First Ladies	67
American Presidency	65
Price of Freedom	58
Star Spangled Banner	57
America on the Move	45
Information Age	41
Science in American Life	39
Julia Child's Kitchen	37
Field to Factory	37
Brown v. School Board	32
On Time	24
Other exhibition	15

4. Please rate your overall experience with EACH of the following exhibitions:

Including all respondents (in percent):

Exhibition	Did not See (%)	Poor	Fair	Good	Excellent	Superior	Total
Star Spangled Banner	43	1	2	10	23	21	100
First Ladies	33	0	4	18	27	18	100
PoF	42	1	3	10	27	18	100
TAP	35	0	4	20	31	10	100
SAL	61	0	1	15	14	9	100
Julia Child	63	0	4	11	15	8	100
Brown v. Board	68	0	3	9	13	7	100
Info Age	59	0	3	15	17	7	100
AotM	55	0	2	15	21	7	100
Field to Factory	63	0	3	15	13	5	100
Time	76	0	3	8	8	5	100

Without “Did not see” and including NMAH rating (in percent):

Exhibition	Poor	Fair	Good	Excellent	Superior	Total
Star Spangled Banner	2	3	18	40	37	100
PoF	2	4	17	46	31	100
First Ladies	0	6	27	40	27	100
SAL	0	4	38	36	22	100
NMAH	0	2	21	54	23	100
Brown v. Board	1	8	29	41	21	100
Julia Child	0	10	30	39	21	100
Time	0	11	35	34	20	100
InfoAge	1	6	31	47	16	100
TAP	0	6	31	47	16	100
AotM	1	5	34	46	15	100
Field to Factory	0	9	41	36	15	100