Donald W. Reynolds Center Visitor Survey

Study Highlights and Frequency Distributions

Winter 2007

Smithsonian Institution
Office of Policy and Analysis
Study Highlights

The Office of Policy & Analysis (OP&A) is scheduled to conduct three related studies of visitors to the Donald W. Reynolds Center (DWRC). The first study (Winter) was conducted in February 2007. At the time the survey took place, visitation was not particularly high, due in part to inclement weather. The cooperation rate of visitors was good (70%); a total of 282 visitors completed the survey. Individuals who refused cited a need to return to work, previous plans and transportation schedules. There appears to be no perceptible difference between those who co-operated and those who did not. This memo includes highlights from the survey; a set of frequencies is in Attachment A.

➢ The Audience Overall
  o Two thirds of visitors were from the Eastern (39% residents of Metropolitan Washington and an additional 28% from New England or Mid Atlantic states).
  o The majority (68%) were making an initial visit to DWRC. The rest had visited prior to the renovation (11%) or since it reopened to the public (21%). Of those who were making return visits to the DWRC, half had made more than one visit.
  o Almost two-thirds (62%) were women; these women were less likely to be local
  o Adults alone (12%) or with others (58%) were the predominant visitor configurations; single adults or couples with young people (under age 18), and a few who came with groups, constituted the rest of the visitors. Half of the visitors were 41 years old or younger, the remainder older. The average age was 41.4.
  o Ninety percent of U. S. visitors considered themselves Caucasian, a few (2%) in combination with a minority race. Six percent of U.S. residents indicated that they were of Latino or Hispanic origin.
  o These visitors were very well educated, with two-thirds of those over age 25, when most are considered to have completed their education, reporting graduate/professional degrees. All but six percent have Bachelor’s degrees (over 25).

➢ Rating the Visit
  o As shown in Figure 1, on the next page, the overall experience was quite positive: 24 percent rated is as “superior”
  o With the exception of “activities and things for children to do,” all of the programmatic aspects of the DWRC received equally high ratings.
Services and amenities were rated slightly lower, especially cafes, as shown in Figure 2.

For the majority of visitors (58%), the experience was better than expected.

Overall, first time visitors were less critical, i.e., gave higher ratings, than repeat visitors.

The DWRC has certainly created a "buzz;" friends and/or family were the main source of information about the Center (32%), with other source of information trailing behind. More than half the visitors (57%) also indicated that they had talked to friends about the DWRC.
Experiences in the DWRC

- Learning something new (81%), Enriching my understanding (75%) and Being moved by beauty (74%) were reported as key experiences.

- The majority agreed that information was visually easy to read (84%) and understand (75%) and that directions were easy to follow (54%).

- Contact with DWRC personnel was more limited. Half indicated that museum staff welcomed them at the entrance, and a similar percent (53%) reported that they or a member of their group stopped at the information desk. One-fourth spoke to museum staff in the building. There was, however, near unanimity (97%) that staff was sensitive to visitor needs.

- Relatively few visitors took advantage of the shops or cafes. Thirty-six percent entered the shops; of these, one-fourth made a purchase. About one-fourth went into a café; of these, half ate there.

Museum Identification

- Visitors were more likely to know that the resident museums are part of the Smithsonian, than they are to know that there are two museums in the building. See Figure 3.

Figure 3. Timing of Awareness of DWRC as Two Museums and Smithsonian Institution
# Frequency Distributions [In Percent]

Donald W. Reynolds Center Visitor Survey  
Office of Policy and Analysis  
February 2007

Notes:
1. If respondents could mark more than one answer for a question, percent totals are not shown.
2. Percents are based only on respondents who answered questions and to which the questions applied. “Not applicable” are excluded from the percents.
3. Question formats modified slightly from actual questionnaires, to facilitate entering data.

## 1. Is today your first visit to this specific building?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>68</td>
</tr>
<tr>
<td>No, I last visited before it was renovated</td>
<td>11</td>
</tr>
<tr>
<td>No, I made one visit since July 2006</td>
<td>11</td>
</tr>
<tr>
<td>No, I made more than one visit since July 2006</td>
<td>10</td>
</tr>
</tbody>
</table>

## 2. Are you visiting by yourself or with other people?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am alone</td>
<td>12</td>
</tr>
<tr>
<td>I am with others</td>
<td>88</td>
</tr>
</tbody>
</table>

## 3. Other than yourself, how many people are with you? (Write number of people, not ages)

- _____ # Adults 18 and over
- _____ # Youth 12 to 17
- _____ # Youth under 12

[See Table A.1, page 8]

## 4. Are you visiting today with an organized group?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>98</td>
</tr>
<tr>
<td>Yes, School</td>
<td>01</td>
</tr>
<tr>
<td>Yes, Other group</td>
<td>01</td>
</tr>
</tbody>
</table>

## 5. Rate your overall visit experience in this building today.

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>0</td>
</tr>
<tr>
<td>Fair</td>
<td>2</td>
</tr>
<tr>
<td>Good</td>
<td>16</td>
</tr>
<tr>
<td>Excellent</td>
<td>58</td>
</tr>
<tr>
<td>Superior</td>
<td>24</td>
</tr>
</tbody>
</table>

## 6. Was your experience better or worse than you expected?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worse</td>
<td>1</td>
</tr>
<tr>
<td>About as expected</td>
<td>40</td>
</tr>
<tr>
<td>Better</td>
<td>58</td>
</tr>
</tbody>
</table>

## 7. What impressed you the most on this visit?

<table>
<thead>
<tr>
<th>Impression</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The building/restoration</td>
<td>37</td>
</tr>
<tr>
<td>Visitor amenities/services</td>
<td>5</td>
</tr>
<tr>
<td>The exhibitions and collections</td>
<td>76</td>
</tr>
<tr>
<td>None of these</td>
<td>0</td>
</tr>
</tbody>
</table>

## 8. When did you learn that there are two museums in this building?

<table>
<thead>
<tr>
<th>Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before I came today</td>
<td>48</td>
</tr>
<tr>
<td>When I got here</td>
<td>33</td>
</tr>
<tr>
<td>When I read this question</td>
<td>19</td>
</tr>
</tbody>
</table>

## 9. Which museums in this building did you visit today?

<table>
<thead>
<tr>
<th>Museum</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Art</td>
<td>12</td>
</tr>
<tr>
<td>Portrait Gallery</td>
<td>24</td>
</tr>
<tr>
<td>Both</td>
<td>60</td>
</tr>
<tr>
<td>Not sure</td>
<td>4</td>
</tr>
</tbody>
</table>

100
### Frequency Distributions [In Percent]

<table>
<thead>
<tr>
<th>Question</th>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. When did you learn that these two museums are Smithsonian museums?</td>
<td>Before I came today</td>
<td>71%</td>
</tr>
<tr>
<td></td>
<td>When I got here</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>When I read this question</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>11. Where did you see or hear advertisements about these two museums</td>
<td>Newspaper</td>
<td>16%</td>
</tr>
<tr>
<td>before visiting today? (Choose one or more)</td>
<td>Radio</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Magazine</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Online ad</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Metro sign</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Sign on bus</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Did not see an advertisement</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>27%</td>
</tr>
<tr>
<td>12. Where else did you see or hear anything about these two museums</td>
<td>Newspaper story</td>
<td>19%</td>
</tr>
<tr>
<td>before visiting today?</td>
<td>TV/radio story</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Tourist info</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Friend/Family</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>Blog</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Web site</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Prior visit</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Wandered past</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>11%</td>
</tr>
<tr>
<td>13. Have you talked with any friends about these two museums before</td>
<td>No</td>
<td>42%</td>
</tr>
<tr>
<td>today?</td>
<td>Yes</td>
<td>58%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>14. In this building (Choose one or more) … …</td>
<td>Museum staff welcomed me/us</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>at the entrance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I/we stopped at the</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>information desk</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Directions were easy to</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>follow</td>
<td></td>
</tr>
<tr>
<td></td>
<td>None of these</td>
<td>10%</td>
</tr>
<tr>
<td>15. In the exhibitions and galleries (Choose one or more)…</td>
<td>Information was visually</td>
<td>84%</td>
</tr>
<tr>
<td></td>
<td>easy to read</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Information was easy to</td>
<td>75%</td>
</tr>
<tr>
<td></td>
<td>understand</td>
<td></td>
</tr>
<tr>
<td></td>
<td>There was information that</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>I/we wanted about objects</td>
<td></td>
</tr>
<tr>
<td></td>
<td>but could not find</td>
<td></td>
</tr>
<tr>
<td></td>
<td>There were adequate places</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>to sit</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I/we talked with museum</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>staff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>None of these</td>
<td>0%</td>
</tr>
<tr>
<td>16. How did visitor amenities/services affect your experience?</td>
<td>Negatively</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>No effect</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>Positively</td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>99%</td>
</tr>
<tr>
<td>17. During your visit, were staff sensitive to your needs?</td>
<td>No</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>97%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>18. Did you attend a program or lecture today?</td>
<td>No</td>
<td>96%</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>
### Frequency Distributions [In Percent]

19. Did you see a special or featured exhibition today?
   - No: 43
   - Yes: 57
   - Total: 100

20. Did you go into a museum store in this building?
   - No: 64
   - Yes, did not buy: 29
   - Yes, bought: 7
   - Total: 100

21. Did you go into a café in this building?
   - No: 77
   - Yes, did not eat: 11
   - Yes, ate: 12
   - Total: 100

22. Please rate the following in this building today

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Excellent</th>
<th>Superior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of exhibits</td>
<td>0</td>
<td>1</td>
<td>10</td>
<td>58</td>
<td>31</td>
</tr>
<tr>
<td>Publicly visible stored artworks (“Open Storage”)</td>
<td>0</td>
<td>4</td>
<td>19</td>
<td>49</td>
<td>27</td>
</tr>
<tr>
<td>Explanations and interpretive information</td>
<td>0</td>
<td>2</td>
<td>30</td>
<td>48</td>
<td>20</td>
</tr>
<tr>
<td>Activities and things for children to do</td>
<td>10</td>
<td>21</td>
<td>25</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>Information desks</td>
<td>0</td>
<td>4</td>
<td>29</td>
<td>51</td>
<td>15</td>
</tr>
<tr>
<td>Security officers</td>
<td>2</td>
<td>7</td>
<td>27</td>
<td>44</td>
<td>20</td>
</tr>
<tr>
<td>Museum stores</td>
<td>0</td>
<td>6</td>
<td>36</td>
<td>39</td>
<td>19</td>
</tr>
<tr>
<td>Cafés</td>
<td>7</td>
<td>21</td>
<td>33</td>
<td>20</td>
<td>19</td>
</tr>
<tr>
<td>Restrooms</td>
<td>2</td>
<td>3</td>
<td>22</td>
<td>45</td>
<td>28</td>
</tr>
</tbody>
</table>

23. Today, did you have the following experiences during your visit to this building?

<table>
<thead>
<tr>
<th>Experience</th>
<th>No</th>
<th>Somewhat</th>
<th>Very Much</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enriching my understanding</td>
<td>0</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>Introducing children to art/history</td>
<td>20</td>
<td>18</td>
<td>63</td>
</tr>
<tr>
<td>Learning something new</td>
<td>2</td>
<td>17</td>
<td>81</td>
</tr>
<tr>
<td>Reflecting on the meaning of what I saw</td>
<td>3</td>
<td>28</td>
<td>69</td>
</tr>
<tr>
<td>Seeing things in new ways</td>
<td>5</td>
<td>27</td>
<td>68</td>
</tr>
<tr>
<td>Socializing with friends/family</td>
<td>8</td>
<td>27</td>
<td>66</td>
</tr>
<tr>
<td>Imagining or recalling other times/places</td>
<td>7</td>
<td>27</td>
<td>66</td>
</tr>
<tr>
<td>Being moved by beauty</td>
<td>3</td>
<td>22</td>
<td>74</td>
</tr>
</tbody>
</table>

24. Would the following have increased your enjoyment?

<table>
<thead>
<tr>
<th>Experience</th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff in galleries to answer questions</td>
<td>64</td>
<td>36</td>
</tr>
<tr>
<td>More written information in the exhibits</td>
<td>57</td>
<td>43</td>
</tr>
<tr>
<td>Hand-held electronic information devices</td>
<td>61</td>
<td>39</td>
</tr>
<tr>
<td>Exhibits to touch or manipulate</td>
<td>49</td>
<td>51</td>
</tr>
</tbody>
</table>

25. Will you visit this building again in the next year?

<table>
<thead>
<tr>
<th>Choice</th>
<th>No</th>
<th>Probably</th>
<th>Not likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely</td>
<td>46</td>
<td>32</td>
<td>20</td>
</tr>
<tr>
<td>Probably</td>
<td>32</td>
<td>51</td>
<td>20</td>
</tr>
<tr>
<td>Not likely</td>
<td>20</td>
<td>27</td>
<td>3</td>
</tr>
</tbody>
</table>
### Frequency Distributions [In Percent]

26. **Where do you live?**
   - United States Zipcode ____________ (96)
   - Other country ___________________ (4)
   - [Also see Table A.2, page 8] (100)

27. **What is your age?**
   - 41.4 years [Average] (96)
   - 41 years [Median] (94)
   - [Also see Table A.3, page 8] (100)

28. **What is your sex?**
   - Female (62)
   - Male (38)
   - 100

29. **What is the highest level of education you have completed?**
   - High school or less (7)
   - One or more years of college, no degree (5)
   - Associate degree (3)
   - Bachelor’s degree (30)
   - Graduate/professional (56)
   - [Also see Table A.4, page 8] (101)

30. **Are you of Latino or Hispanic origin? [U.S. visitors only]**
   - No (94)
   - Yes (6)
   - 100

31. **What race do you consider yourself? [U.S. visitors only]**
   - (Choose one or more)
     - African American (6)
     - American Indian/Native Alaskan (2)
     - Asian (Chinese, Indian, Japanese, etc.) (5)
     - Native Hawaiian/Pacific Islander (2)
     - White (90)

32. **What can we do to make this building more approachable and inviting for Smithsonian visitors?**

_____________________________________________________________________
_____________________________________________________________________

_____________________________________________________________________
_____________________________________________________________________

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### A.1 Group Composition

<table>
<thead>
<tr>
<th>Type of Group</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unaccompanied visitor</td>
<td>12</td>
</tr>
<tr>
<td>Adult couple w/o youth</td>
<td>33</td>
</tr>
<tr>
<td>Adult group w/o youth</td>
<td>25</td>
</tr>
<tr>
<td>Adult couple with youth</td>
<td>13</td>
</tr>
<tr>
<td>Adult group with youth</td>
<td>11</td>
</tr>
<tr>
<td>One adult with youth</td>
<td>4</td>
</tr>
<tr>
<td>Youth group</td>
<td>0</td>
</tr>
<tr>
<td>School group</td>
<td>1</td>
</tr>
<tr>
<td>Other group</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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</tbody>
</table>

### A.2 Geographic Origins

<table>
<thead>
<tr>
<th>Area</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>16</td>
</tr>
<tr>
<td>Mid Atlantic</td>
<td>12</td>
</tr>
<tr>
<td>Metro Washington</td>
<td>39</td>
</tr>
<tr>
<td>South East</td>
<td>5</td>
</tr>
<tr>
<td>South Central</td>
<td>2</td>
</tr>
<tr>
<td>North Central</td>
<td>5</td>
</tr>
<tr>
<td>Midwest</td>
<td>4</td>
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<tr>
<td>Mountain</td>
<td>2</td>
</tr>
<tr>
<td>Pacific</td>
<td>4</td>
</tr>
<tr>
<td>Unspecified U.S.</td>
<td>6</td>
</tr>
<tr>
<td>Country other than U.S.</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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</tbody>
</table>

### A.3 Age, Five Year Intervals

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percent</th>
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<tbody>
<tr>
<td>14-16</td>
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<tr>
<td>17-18</td>
<td>3</td>
</tr>
<tr>
<td>19-23</td>
<td>0</td>
</tr>
<tr>
<td>24-28</td>
<td>13</td>
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<tr>
<td>29-33</td>
<td>7</td>
</tr>
<tr>
<td>34-38</td>
<td>12</td>
</tr>
<tr>
<td>39-43</td>
<td>9</td>
</tr>
<tr>
<td>44-48</td>
<td>13</td>
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<tr>
<td>49-53</td>
<td>10</td>
</tr>
<tr>
<td>54-58</td>
<td>10</td>
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<td>59-63</td>
<td>12</td>
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<tr>
<td>64-68</td>
<td>5</td>
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<tr>
<td>69-73</td>
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</tr>
<tr>
<td>74-78</td>
<td>3</td>
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<tr>
<td>79-83</td>
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<tr>
<td>84+</td>
<td>1</td>
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<tr>
<td><strong>Total</strong></td>
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</tbody>
</table>

### A.4 Educational Attainment, Visitors over 25

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or less</td>
<td>2</td>
</tr>
<tr>
<td>One or more years of college, no degree</td>
<td>3</td>
</tr>
<tr>
<td>Associate degree</td>
<td>1</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>29</td>
</tr>
<tr>
<td>Graduate/professional</td>
<td>65</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>