

Donald W. Reynolds Center Visitor Survey

Study Highlights and Frequency Distributions

Fall 2008



**Smithsonian Institution
Office of Policy and Analysis**

Preface

The Office of Policy and Analysis (OP&A) was pleased to undertake this study of visitors to the Donald W. Reynolds Center (DWRC). This is the fourth study conducted since the building's reopening in July 2006.

The data for this study, as well as its predecessors, came from surveys completed by visitors. We appreciate visitors' willing participation. The time they provided, in the midst of a visit, is evidence of their affection for the Smithsonian and interest in improving the visitor experience.

I would like to thank staff of the Smithsonian Museum of American Art (SAAM) and the National Portrait Gallery for their assistance and guidance in the course of this study. Jo Ann Sims, Chief of External Affairs, SAAM and Bethany Bentley, Public Affairs Specialist, NPG, coordinated staff input and served as our liaisons.

Within OP&A, Zahava D. Doering, and David Karns had overall responsibility for the survey design, data collection, analysis, and report preparation. This study would not have been possible without our dedicated interns – especially Christina Markle, who helped with questionnaire design, interviewing, and data processing. Heather Mauger, Ikuko Uetani, Katarina Andrejevic, Yena Kim, and Whitney Klotz helped with interviewing and data preparation. Ikuko Uetani reviewed the report and made valuable contributions to the interpretation. They should be proud of the final product. In addition, because of the magnitude of the data collection, several contractors, Julie Blake, Christina Kim and Lisa Mayorga, assisted with surveying. I thank all of them for their hard work.

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

Cover: The Robert and Arlene Kogod Courtyard at the Smithsonian's National Portrait Gallery and Smithsonian American Art Museum opened to the public on Nov. 18, 2007. Photo Courtesy of Timothy Hursley. Source: newsdesk.si.edu

Introduction

The National Portrait Gallery (NPG) and the Smithsonian American Art Museum (SAAM) reopened to the public on July 1, 2006. The historic building, originally built in 1840 to be a patent office, is now known as the Donald W. Reynolds Center for American Art and Portraiture (DWRC).

When it initially opened, the third floor housed important history, science and art collections belonging to the United States government. These included the Declaration of Independence and George Washington's Revolutionary War camp tent. The building was used as a temporary barracks during the Civil War and as a hospital and morgue after the battles of Manassas, Antietam and Fredericksburg. In 1865, Abraham Lincoln's second inaugural ball was held in the building.

In 1958, the building was transferred to the Smithsonian Institution, having been saved by the preservation movement from demolition. Ten years later, NPG and SAAM opened to the public. It was again closed for renovation in 2000.

The building is located on a two-city block site, between Seventh and Ninth streets and between F and G streets. The two resident museums share entrances at both F and 8th Streets and G and 8th Streets. Most groups enter on G Street. In addition to exhibitions, café and museum stores, the building houses the Lunder Conservation Center and the Luce Foundation Center for American Art (Luce Center). The former is the first art conservation facility in the United States that gives the public behind-the-scenes view of the museums' conservation work. Conservation activities from both museums are visible through floor-to-ceiling glass walls. The Luce Center is the first visible art storage and study center in Washington and includes more than 3,300 objects from SAAM's permanent collection in glass cases. The building also houses a gallery for the Archives of American Art. In November, 2007, the Kogod Courtyard opened to the public and has proved to be a gathering place for museum visitors and a center for many public programs.

Within months of its opening, the museums' staff and the (then) Office of the Undersecretary for Art expressed interest in gauging the public's experiences in the renovated spaces. To provide data for discussion and possible changes, the Office of Policy and Analysis (OP&A) undertook three replications of a study of exiting visitors. These were conducted approximately six, twelve and eighteen months after the opening.

This fall, the museums' staff suggested that the study be replicated. The most recent study took place in November 2008. This report presented data highlights from the current study (Fall 2008) and compares the findings to earlier administrations, where applicable.

Methodology

During each survey session, trained OP&A staff and interns, working in teams, intercepted exiting visitors at either the F or G Street doors and distributed a short questionnaire. When visitors declined to participate, the team member who had intercepted the visitor recorded a few basic facts from observation.

The self-administered questionnaires were distributed to one member of each group of visitors exiting the museum over a period of two weeks during the survey months (February-March 2007 (Winter 07), June-July 2007 (Summer 07), November-December 2007 (late Fall 2007) and November 2008 (Fall 2008)). To reflect current interests, some additions and deletions were made to the questionnaire on different administrations. Most of the questions, however, remained the same. Appendix A contains the wording of all the questions and frequency distributions for all four administrations. Appendix B contains the most recent questionnaire.

Only voluntary visitors, age 12 or older, were interviewed, i.e., Smithsonian staff and contractors, members of formal tour and school groups, and people ineligible for the study because they were not making a museum visit (e.g., in the building to ask directions or to use the telephone) were not intercepted¹ except members of formal groups exiting the museum independently of their group. During the most recent interviewing sessions, 3,160 visitors exited the museum. From these, 574 individuals were eligible for the study and 373 completed the questionnaire, an overall cooperation rate of 64 percent.

¹ The individuals who were interviewed who indicate that they are in the museum with a school or tour group are those who have separated from the group or who have prior arrangements to meet the group outside the building.

Study Highlights

Note: Unless specifically noted, the results are for Fall 2008.

➤ The Audience Overall

- Two thirds of visitors were from the Eastern seaboard (39% residents of Metropolitan Washington and an additional 27% from New England or Mid Atlantic states). The percent from the Eastern seaboard has been the same in all the surveys except Summer 2007 when the percentages from elsewhere in the United States are higher.
- Half (50%) were making an initial visit to DWRC. The rest had visited prior to, or since it reopened to the public. Of those who were making return visits to the DWRC since the reopening, half had made more than one visit. Compared to the prior surveys, the data clearly show that the number of repeat visitors is increasing.
- As in the first two surveys, the majority (58%) were women. The Fall 07 survey was an anomaly, with essentially equal numbers of men and women.
- Adults alone (14%) or with others (77%) were the predominant visitor configurations; single adults or couples with young people constituted the rest of the visitors. Half of the visitors were 42 years old or younger, the remainder older. The average age was 44. The ages of visitors in the last three surveys have been about the same; the audience surveyed in the first survey conducted after the reopening [Winter 07] included younger people and more adults with children and youth.
- Eighty-one percent of U. S. visitors considered themselves Caucasian. Six percent of U.S. residents indicated that they were of Latino or Hispanic origin. Except for the first survey [Winter 07], when ninety percent considered themselves Caucasian, the racial/ethnic composition has been the same.
- These visitors were very well educated, with two-fifths of those over age 25, when most are considered to have completed their education, reporting graduate/professional degrees. All but nine percent have Bachelor's degrees (over 25).

➤ Rating the Visit

- As shown in Figure 1, the overall experience was quite positive: 26 percent rated it as “superior.” The ratings have remained constant over time.

- With the exception of “activities and things for children to do,” all of the programmatic aspects of the DWRC received equally high ratings. The overall ratings, and the ratings for exhibits, visible storage, and explanations and interpretive information, have remained essentially the same since the first survey [Winter 2007]. However, the ratings of “activities and things for children to do” have clearly improved.

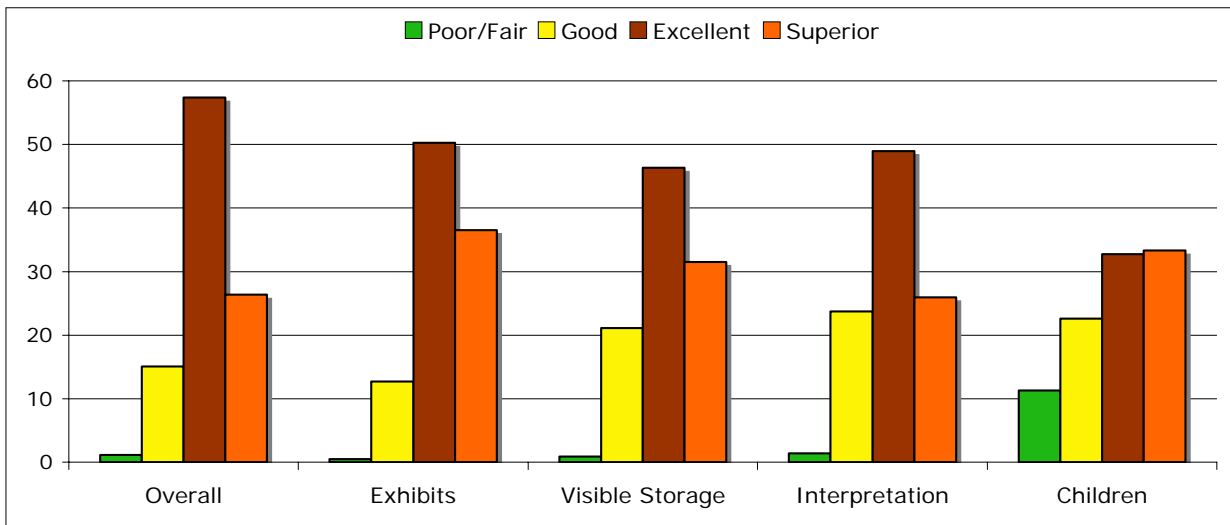


Figure 1. Rating of Overall Visit and Selected Programmatic Components [In Percent]

- Services and amenities were rated slightly lower than programmatic aspects, especially cafes, as shown in Figure 2. When compared to earlier data, the stores and the cafes seem to be improving, from the perspective of visitors.



Figure 2. Rating of Services and Amenities [In Percent]

- For about half of visitors (49%), the experience was better than expected. This is a somewhat lower percent than in previous surveys. Among repeat visitors, who know what to expect, the percentage saying “about as expected” is 56 percent among new visitors, “about as expected” is 43 percent and “better than I expected” is 57 percent.
- Overall, first time visitors were slightly 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 (35%), with other source of information trailing behind. Nearly seventy percent of the visitors also indicated that they had talked to friends about the DWRC, a sharp increase in the current survey and in Fall 07 compared to the first two surveys [Winter 07 and Summer 07].
- In both Fall 07 and Fall 08, about twenty percent of visitors indicated that they saw newspaper advertisements about the DWRC, a modest increase from the previous two surveys.

➤ Experiences in the DWRC

- One-fifth of visitors visited only the American Art Museum (20%), another fifth only the Portrait Gallery (22%), while slightly over half saw both museums (53%), and a few (5%) were unsure of which museums they saw. Compared to previous years, the percentage that visited only American Art clearly increased (from 11-14%).
- Visitors were most impressed by the exhibitions (51%), followed by building/courtyard (24%), and the general collections (22%).
- This year, with the end of bag inspections, the number of visitors who indicated that they were welcomed at the entrance by museum staff decreased (from between 50% - 55% in previous surveys to 42%). The number who stopped at the information desk increased significantly.
- The majority of visitors agreed that in the exhibitions and galleries, information was visually easy to read (80%) and understand (73%), that directions in the building were easy to follow (51%), and that seating was adequate (47%). These data have remained constant since the surveys were started. Similarly, about one-fifth report that they talked with museum staff in the exhibitions and galleries in each survey. There was near unanimity (94%) that staff was sensitive to visitor needs.
- About two-fifths of the visitors entered a museum store; of these, almost one-third made a purchase. Fewer visitors took advantage of the cafes; slightly more than one-fourth went into a café; of these, most (71%) ate there.

➤ Exhibition/Center Attraction Power

- Visitors were more likely to come for a general visit (41%) than to see a special or featured exhibition or one of the two Centers (visible storage and conservation). However, once at DWRC, 75 percent reported seeing a special or featured exhibition.

The percent of visitors who reported seeing a special or featured exhibition is considerably higher this year than in previous surveys (75% compared to about 58%).

- Attendance at programs or lectures has also gone up since these surveys were started. This year [Fall 08] about one in ten visitors reported attendance at a program or lecture.
- A majority of visitors reported coming to the DWRC to see a specific exhibition or one of the Centers, since 41 percent² reported that they were making a “general visit.” Most of the visitors who came to see a specific exhibition visited an exhibition on the DWRC’s first floor. About two-fifths (38%) reported visiting a first floor exhibition; 16 percent a second floor exhibition; and four percent a third floor exhibition or Center, with another six percent coming for another reason.³ *Georgia O’Keeffe and Ansel Adams* had the strongest draw (23%), followed by *One Life: The Mask of Lincoln* (14%), and *America’s Presidents* (11%) (see Figure 3 below)⁴.

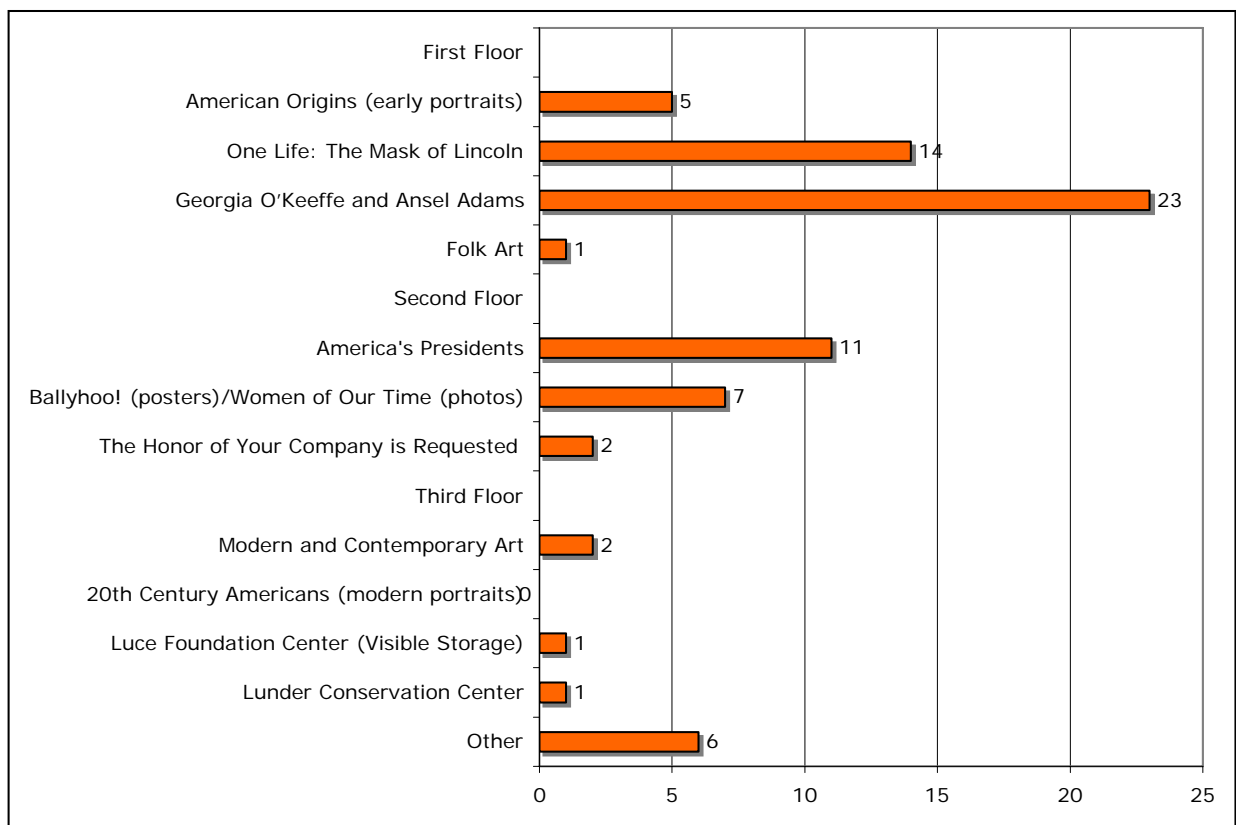


Figure 3. Locations Reported as Reason for Visit
 [Excluded: 41% Making a General Visit]
 [In Percent]

² Some visitors answered “general visit” as well as marking one or more specific exhibitions. Visitors who did not mark “general visit” were assigned to the marked exhibition(s) unless they marked more than three exhibitions. In this case, they were assigned to “general visit.” If they indicated “general visit,” they were assigned to “general visit.” All respondents assigned to “general visit” were deleted from specific exhibitions. Marked exhibitions were allowed for respondents who did not mark “general visit” and marked three or fewer exhibitions.

³ In this calculation, each visitor is counted only once on each floor.

⁴ The differences between the sum of the percentages for “general visit” and specific exhibitions, and the percentage reporting visiting floors is accounted for by respondents who left all choices blank.

Observations

The Fall 2008 administration of a survey to visitors exiting the Donald W. Reynolds Center (DWRC) showed that the profile of the audience has remained essentially unchanged since the surveys were begun about two years ago. With the passage of time, more people have heard about the DWRC, primarily from family and friends. This has also led to more local residents making repeat visits.

For the first time since the survey series was initiated, visitors were asked if they came for a general visit or to see specific exhibitions or Centers. First floor special exhibitions, *Georgia O'Keefe and Ansel Adams* at SAAM and *One Life: The Mask of Lincoln* at NPG had the largest draw (23% and 14% respectively). In a subsequent survey, the museums might consider a more complete mapping of the visits; e.g., asking them what they visited.

Appendix A

Donald W. Reynolds Center Visitor Survey

Winter 2007 (February-March), Summer 2007 (June-July), late Fall 2007 (November-December) and late Fall 2008 (November)

Frequency Distributions [In Percent]

Notes

- If respondents could mark more than one answer for a questions, percent totals are not shown.
- Percents are based only on respondents who answered questions and to which questions applied. "Not Applicable" are excluded from the percents.
- Questions formats modified from actual questionnaires, to facilitate entering data.
- Question numbers reflect Win 07 questionnaire.

1. Is today your first visit this specific building?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
68	66	46	50	Yes
11	16	20	16	No, I last visited before it was renovated
11	9	12	17	No, I made one visit since July 2006
10	9	22	17	No, I made more than one visit since July 2006
100	100	100	100	Total

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

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
12	13	21	14	I am alone
88	87	79	86	I am with others
100	100	100	100	Total

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

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
		2.7	2.9	Average group size
		2.0	2.0	Median group size [See Table A.1]

4. Are you visiting today with an organized group?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
98	96	98	96	No
1	2	0	2	Yes, school
1	2	2	2	Yes, other group
100	100	100	100	Total

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

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
1	1	0	0	Poor
2	1	0	1	Fair
16	15	15	15	Good
58	54	58	57	Excellent
24	29	26	26	Superior
101	100	99	99	Total

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

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
1	2	1	1	Worse
40	41	42	50	About as expected
58	57	57	49	Better
99	100	100	100	Total

7. What impressed you the most on this visit? (Choose one)*

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
37	21	23		The building/restoration
			24	The building/courtyard [New Fall 08]
5	5	3	3	Visitor amenities/services
76	82	45		The exhibitions and collections
			51	Exhibitions [New Fall 08]
			22	General collections [New Fall 08]
		27		The Kogod Courtyard [Fall 07 only]
0	2	12	2	None of these

*On the first three surveys, about 10% of respondents marked more than one; thus, totals equal more than 100%.

8. When did you learn that there are two museums in this building? [Deleted Fall 08]

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
48	37	53		Before I came today
33	43	29		When I got here
19	19	18		When I read this question
100	99	100		Total

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

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
12	11	14	20	American Art
24	20	23	22	Portrait Gallery
60	67	56	53	Both
4	2	7	5	Not sure
100	100	100	100	Total

10. When did you learn that these two museums are Smithsonian museums? [Deleted Fall 08]

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
71	72	80		Before I came today
21	20	14		When I got here
9	8	6		When I read this question
101	100	100		Total

11. Where did you see or hear advertisements about these two museums before visiting today? (Choose one or more)

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
16	10	21	19	Newspaper
3	0	2	1	Radio
12	10	8	5	Magazine
7	6	7	10	Online ad
6	7	7	6	Metro sign
1	3	1	1	Sign on bus
41	41	42	43	Did not see an advertisement
27	29	23	16	Other _____

12. Where else did you see or hear anything about these two museums before visiting today? (Mark one or more)

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
19	13	22	18	Newspaper story
5	3	6	3	TV/radio story
14	22	12	13	Tourist info
32	31	31	35	Friend/Family
0	1	2	4	Blog
18	8	11	16	Web site
14	14	19	18	Prior visit
15	13	13	10	Wandered past
11	10	10	12	Other _____

13. Have you talked with any friends about these two museums before today?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
42	50	28	31	No
58	50	72	69	Yes
100	100	100	100	Total

14. In this building (Choose one or more)

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
50	52	55	42	Museum staff welcomed me/us at the entrance
53	50	43	59	I/we stopped at the information desk
54	51	49	51	Directions were easy to follow
10	9	11	15	None of these

15. In the exhibitions and galleries (Choose one or more)...

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
84	81	78	80	Information was visually easy to read
75	71	64	73	Information was easy to understand
16	11	12	8	There was information that I/we wanted about objects but could not find
52	48	44	47	There were adequate places to sit
24	21	24	21	I/we talked with museum staff
0	1	4	3	None of these

16. How did visitor amenities/services affect your experience? [Deleted Fall 08]

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
2	0	1		Negatively
37	36	38		No effect
60	64	61		Positively
99	100	100		Total

17. During your visit, were staff sensitive to your needs?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
3	4	5	6	No
97	96	95	94	Yes
100	100	100	100	Total

18. Did you attend a program or lecture today?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
96	96	93	90	No
4	4	7	10	Yes
100	100	100	100	Total

19. Did you see a special or featured exhibition today?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
43	41	43	25	No
57	59	57	75	Yes
100	100	100	100	Total

20. Did you go into a museum store in this building?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
64	64	54	60	No
29	23	33	26	Yes, did not buy
7	13	13	15	Yes, bought
100	100	100	101	Total

21. Did you go into a café in this building?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
77	76	64	72	No
11	9	15	8	Yes, did not eat
12	16	21	20	Yes, ate
100	101	100	100	Total

19. Did you come to see something specific or make a general visit? [Mark one or more] [Added in Fall 2008]

<u>Fall 08</u>	
41	General visit
	First Floor
5	American Origins (early portraits)
14	One Life: The Mask of Lincoln
23	Georgia O'Keeffe and Ansel Adams
1	Folk Art
	Second Floor
11	America's Presidents
7	Ballyhoo! (posters)/Women of Our Time (photos)
2	The Honor of Your Company is Requested: President Lincoln's Inaugural Ball
	Third Floor
2	Modern and Contemporary Art
0	20th Century Americans (modern portraits)
1	Luce Foundation Center (Visible Storage)
1	Lunder Conservation Center
6	Other

22. Please rate the following in this building today:

<u>Survey</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>	<u>Superior</u>	<u>Total</u>	<u>Attribute Rated</u>
Win 07	0	1	10	58	31	100	Quality of exhibits
Sum 07	0	2	9	53	36	100	
Fall 07	0	1	12	53	34	100	
Fall 08	0	1	13	50	36	100	
Win 07	0	4	19	49	27	99	Publicly visible stored artworks (Open Storage/Fall 08: Visible Storage)
Sum 07	0	2	17	53	28	100	
Fall 07	0	2	19	48	31	100	
Fall 08	0	1	21	46	31	99	
Win 07	0	2	30	48	20	100	Explanations and interpretive information
Sum 07	0	3	21	50	26	100	
Fall 07	0	2	22	52	23	99	
Fall 08	0	1	24	49	26	100	
Win 07	10	21	25	23	22	101	Activities and things for children to do
Sum 07	9	14	31	33	14	101	
Fall 07	3	11	29	38	20	101	
Fall 08	4	8	23	33	33	101	
Win 07	0	4	29	51	15	99	Information desks
Sum 07	0	2	29	43	26	100	
Fall 07	0	2	29	46	23	100	
Fall 08	0	2	23	46	28	99	
Win 07	2	7	27	44	20	100	Security officers
Sum 07	0	2	31	39	28	100	
Fall 07	0	5	26	46	23	100	
Fall 08	1	5	26	44	24	100	
Win 07	0	6	36	39	19	100	Museum stores
Sum 07	1	3	26	48	22	100	
Fall 07	0	3	33	43	21	100	
Fall 08	0	3	25	44	27	99	
Win 07	7	21	33	20	19	100	Cafés
Sum 07	1	7	32	43	18	101	
Fall 07	2	6	30	43	19	100	
Fall 08	4	8	31	34	24	101	
Win 07	2	3	22	45	28	100	Restrooms
Sum 07	0	2	19	47	32	100	
Fall 07	0	1	23	49	27	100	
Fall 08	1	4	24	43	29	101	

23. Today, did you have the following experiences during your visit to this building? [Deleted Fall 08]

<u>Survey</u>	<u>No</u>	<u>Somewhat</u>	<u>Very Much</u>	<u>Total</u>	<u>Experience</u>
Win 07	0	25	75	100	Enriching my understanding
Sum 07	1	29	70	100	
Fall 07	1	23	77	101	
Win 07	20	18	63	101	Introducing children to art/history
Sum 07	18	23	59	100	
Fall 07	30	19	51	100	
Win 07	2	17	81	100	Learning something new
Sum 07	1	23	76	100	
Fall 07	1	19	80	99	
Win 07	3	28	69	100	Reflecting on the meaning of what I saw
Sum 07	2	29	69	100	
Fall 07	1	29	69	99	
Win 07	5	27	68	100	Seeing things in new ways
Sum 07	4	30	66	100	
Fall 07	3	30	67	100	
Win 07	8	27	66	101	Socializing with friends/family
Sum 07	9	25	66	100	
Fall 07	7	22	71	100	
Win 07	7	27	66	100	Imagining or recalling other times/places
Sum 07	6	26	67	99	
Fall 07	6	32	62	100	
Win 07	3	22	74	99	Being moved by beauty
Sum 07	5	22	74	101	
Fall 07	2	23	75	100	

24. Would the following have increased your enjoyment? [Deleted Fall 08]

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
64	65	62		Staff in galleries to answer questions
57	63	59		More written information in the exhibits
61	62	59		Hand-held electronic information devices
49	63	59		Exhibits to touch or manipulate

25. [Fall 07 ONLY] Did you visit the Kogod Courtyard today?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
		79		Yes
		19		No
		2		Not sure of it
		100		Total

26. [Fall 07 ONLY] What kind of activities would you enjoy seeing in the Courtyard? (Choose one or more)

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
		17		Family festivals
		26		Art making activities
		55		Concerts
		22		Dances
		16		None of these

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

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
46	40	54	47	Definitely
32	34	31	35	Probably
20	20	14	17	Not likely
3	6	1	1	No
101	100	100	100	Total

26. Where do you live?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
96	96	96	94	United States
4	4	4	6	Other country
100	100	100	100	Total [Also see Table A.2]

27. What is your age?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
41.4	44.7	44.5	43.8	years [Average]
41.0	43.0	45.1	42.3	years [Median] [Also see Table A.3]

28. What is your sex?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
62	56	49	58	Female
38	44	51	42	Male
100	100	100	100	Total

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

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
7	7	4	2	High school or less
5	7	7	7	One or more years of college, no degree
3	5	3	2	Associate degree
30	28	29	33	Bachelor's degree
56	53	57	55	Graduate/professional
101	100	100	99	Total [Also see Table A.4]

30. Are you of Latino or Hispanic origin? [U.S. visitors only]

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
94	94	92	94	No
6	6	8	6	Yes
100	100	100	100	Total

31. What race do you consider yourself? [U.S. visitors only] (Choose one or more)

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
6	8	7	5	African American
2	2	2	3	American Indian/Native Alaskan
5	5	6	5	Asian (Chinese, Indian, Japanese, etc.)
2	1	1	1	Native Hawaiian/Pacific Islander
90	81	77	81	White

32. What can we do to make this building more approachable and inviting for Smithsonian visitors? Fall 08: What can we do to make your visit more enjoyable?

A.1 Group Composition

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
12	14	21	14	Unaccompanied visitor
[33]	[36]	[46]		Adult couple w/o youth/children
[25]	[22]	[22]		Adult group w/o youth/children
58	58	68	77	Adults only [2+]
[13]	[8]	[3]		Adult couple with youth/children
[11]	[10]	[2]		Adult group with youth/children
[4]	[6]	[4]		One adult with youth/children
28	24	9	9	Adult(s) with youth/children
0	1	0		Youth group
1	2	0		School group
1	2	2		Other group
100	101	100	100	Total

A.2 Geographic Origins

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
16	5	6	7	New England
12	16	19	20	Mid Atlantic
39	27	45	39	Metro Washington
5	9	7	7	South East
2	10	2	3	South Central
5	12	4	5	North Central
4	3	1	2	Midwest
2	4	3	2	Mountain
4	8	5	7	Pacific
6	2	4	3	Unspecified U.S.
4	4	4	6	Country other than U.S.
99	100	100	101	Total

A.3 Age, Five Year Intervals

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
7	7	3	2	12-19
12	8	9	12	20-24
7	6	12	13	25-29
10	9	10	10	30-34
9	12	7	7	35-39
12	11	6	7	40-44
10	7	9	6	45-49
9	9	11	11	50-54
13	9	10	9	55-59
5	11	11	12	60-64
4	3	7	5	65-69
3	9	4	6	70+
101	101	99	100	Total

A.4 Educational Attainment, Visitors over 25

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Question Response</u>
2	1	2	1	High school or less
3	4	5	5	One or more years of college, no degree
1	5	3	3	Associate degree
29	29	28	31	Bachelor's degree
65	60	63	60	Graduate/professional
100	99	101	100	Total

Appendix B

Donald W. Reynolds Center Fall 2008 Survey Questionnaire

2418606759

Donald W. Reynolds Center Visitor Survey
Office of Policy and Analysis
Fall 2008

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1. Is today your first visit to this specific building?
- Yes
 No, I last visited before it was renovated
 No, I made visits since July 2006 (reopening)

2. Are you visiting by yourself or with other people?
- I am alone
 I am with others

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

4. Are you visiting today with an organized group?
- No Yes, school Yes, other group

5. Rate your overall visit experience in this building today.
- Poor Fair Good Excellent Superior

6. Was your experience better or worse than you expected?
- Worse About as expected Better

7. What impressed you the most on this visit? (Choose one)
- The building/courtyard
 Visitor amenities/services
 Exhibitions
 General collections
 None of the these

8. Which museums in this building did you visit today?
- American Art Portrait Gallery
 Both Not sure

9. Where did you see or hear advertisements about these two museums before visiting today? (Choose one or more)
- Newspaper Radio Magazine
 Online ad Metro sign Sign on bus
 Did not see an advertisement
 Other: _____

10. Where else did you see or hear anything about these two museums before visiting today? (Choose one or more)
- Newspaper story TV/radio story
 Tourist info Friend/family
 Blog Web site
 Prior visit Wandered past
 Other: _____

11. Have you talked with any friends about these two museums before today?
- No Yes

12. In this building (Choose one or more)...
- Museum staff welcomed me/us at the entrance
 I/we stopped at the information desk
 Directions were easy to follow
 None of these

13. In the exhibitions and galleries (Choose one or more)...
- Information was visually easy to read
 Information was easy to understand
 There was information that I/we wanted about objects but could not find
 There were adequate places to sit
 I/we talked with museum staff
 None of these

14. During your visit, were staff sensitive to your needs?
- No Yes

15. Did you attend a program or lecture today?
- No Yes

16. Did you see a special or featured exhibition today?
- No Yes

Continue on next page..

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17. Did you go into a museum store in this building? No Yes, did not buy Yes, bought

18. Did you go into a cafe in this building? No Yes, did not eat Yes, ate

19. Did you come to see something specific or to make a general visit? (Mark one or more)

General visit

First Floor

- American Origins (early portraits)
 One Life: The Mask of Lincoln
 Georgia O'Keeffe and Ansel Adams: Natural Affinities
 Folk Art

Second Floor

- America's Presidents
 Ballyhoal (posters)/Women of Our Time (photographs)
 The Honor of Your Company Is Requested: President Lincoln's Inaugural Ball

Third Floor

- Modern and Contemporary Art
 20th Century Americans (modern portraits)
 Luce Foundation Center (Visible Storage)
 Lunder Conservation Center

Other: _____

20. Please rate the following in this building today	Poor	Fair	Good	Excellent	Superior	Does Not Apply
Quality of exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publicly visible stored artworks (Visible Storage)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explanations and interpretive information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities and things for children to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information desks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security officers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museum stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cafes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. Will you visit this building again in the next year? Definitely Probably Not likely No

22. Where do you live?

United States, Zipcode:

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Other country: _____

23. What is your age?

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24. What is your sex?

Female Male

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

- High school or less
 One or more years of college, no degree
 Associate degree
 Bachelor's degree
 Graduate/professional

26. Are you of Latino or Hispanic origin? (U.S. visitors only)

No Yes

27. What race do you consider yourself? (U.S. visitors only) (Choose one or more)

- African American
 American Indian/Native Alaskan
 Asian (Chinese, Indian, Japanese, etc.)
 Native Hawaiian/Pacific Islander
 White

28. What can we do to make your visit more enjoyable?

Thank you for your assistance.

Status: <input type="checkbox"/> C <input type="checkbox"/> R <input type="checkbox"/> L <input type="checkbox"/> I	Interviewer: <table border="1"><tr><td></td><td></td></tr></table>			Session: <table border="1"><tr><td></td><td></td></tr></table>			Segment: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3