

*Spring 2008 Visitors to the National Postal Museum
Smithsonian Institution*



*December 2008
Office of Policy and Analysis
Smithsonian Institution*

Preface

The Office of Policy and Analysis (OP&A) was pleased to undertake another in a series of studies at the National Postal Museum (NPM). The goal of these studies is to understand the characteristic and experiences of visitors at the museum, as well as to evaluate specific exhibitions. This report presents the results from surveys conducted with visitors entering and exiting NPM in April 2008. This study was funded by a generous gift from the Ford Motor Company.

The data for the report came from surveys completed by visitors. We appreciate visitors' willing participation in this study. 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 National Postal Museum staff for their assistance and guidance in the course of this study. K. Allison Wickens, Director of Education, initiated the studies and coordinated staff input. It was a pleasure to work with her. NPM staff who helped collect data were: Allison Marsh, Erin Blasco, Susan Bergner, Aurelie Henry, Katie Dorin, and Deirdre MacMillan.

Within OP&A, Zahava D. Doering and Andrew Pekarik 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 Stephanie Berger and Patience Baach, who helped with questionnaire design, interviewing, and data processing. 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, a staff member, Whitney Watriss, as well as two contractors, Christina Kim and Maya Oliver, assisted with surveying. Lance Costello assisted greatly with the technical aspects of the questionnaire design. I thank all of them for their hard work.

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

Cover: The National Postal Museum, at 2 Massachusetts Avenue NE, formerly the City Post Office (Graham and Burnham, 1914). Photo courtesy of National Postal Museum.

Summary

The Office of Policy and Analysis (OP&A) is conducting a series of studies of the demographic characteristics and experiences of visitors to the National Postal Museum (NPM). Below are highlights from the second of these studies, conducted in April 2008.

The Survey: A sample of visitors entering and exiting the National Postal Museum (NPM) was surveyed. The overall response rate was eighty percent (86% for the Entrance Survey and 75% for the exit survey).

Visitors¹: A large majority of NPM visitors were making their first visit to the Museum (86%). Relatively few visitors lived in the Metropolitan Washington, DC, region (8%). Only eleven percent of the visitors lived within 40 miles of the National Mall. About one-third of them were visiting in groups that included youth under 18. The average age was 49.

Rating: The rating that exiting visitors gave the museum (1% Poor, 2% Fair, 31% Good, 53% Excellent, and 13% Superior) was somewhat higher than the Smithsonian average. This was better than the expected ratings reported by entering visitors (7% Superior and 49% Excellent). These ratings were essentially the same as those in the survey conducted the previous summer (2007).

Returning: Two out of five visitors marked that they would “definitely” return for another visit if they were in Washington next year (39%), half indicated that they might visit again (49%).

Reasons: Seeing exhibitions about the history of mail delivery and finding out what’s in a postal museum were the two most important reasons visitors gave for coming to NPM.

Activities: In addition to seeing exhibitions, about half of the visitors used the postcard machines to address/mail a post card (52%) or went to the stamp store or post office and nearly half used NPM’s interactive database to search collections and/or play games (46%). With the exception of *Binding the Nation*, viewed by almost eight of every ten visitors (77%), all the remaining exhibitions were viewed by 54% - 65% of visitors. Nine percent did not view any exhibitions.

Discussion: Overall visitors were satisfied with the visit to NPM, and in general found the satisfying experiences they had anticipated. Visitors find as much of two experiences (gaining information and enriching understanding) as they came seeking, but they also emerge from the museum with more experiences than they expected of imagining other times, reflecting on what they saw, or recalling memories. They leave with fewer experiences of seeing rare/valuable things and beauty than they anticipated when they arrived.

¹ This report uses percentages from the Exit questionnaire, in cases in which a question was asked on both Exit and Entrance. These percentages differ only slightly from Entrance percentages.

Introduction

The Office of Policy and Analysis (OP&A) is conducting a series of studies of the demographic characteristics and experiences of visitors to the National Postal Museum (NPM). During Spring 2008, the present study was conducted. The goal of this survey was to understand the characteristics and experiences of spring visitors in the Museum and compare the results to data collected in Summer 2007.

The Survey

Data for the study were collected with a sample survey. The survey was administered to one sample of visitors as they entered the Museum and to another sample as they exited. In this report, the data collected at the entrance will be compared with the data collected at the exit, and data collected in 2008 will be compared with that collected in 2007. The characteristics of the 2008 samples, as well as all responses to the surveys are presented in Appendix A, along with comparable data from the 2007 study. The questionnaires used in 2008 are presented in Appendix B.

Entering and exiting visitors were intercepted during twenty 90-minute sessions and asked to complete a one-page, self-administered questionnaire about themselves and plans for the NPM visit (Entrance) or the actual visit (Exit). Of 264 visitors intercepted at entrance, 228 completed the questionnaire, for a cooperation rate of 86 percent. Similarly 285 exiting visitors were intercepted and 213 completed the questionnaire, for a cooperation rate of 75 percent. The overall completion rate is eighty percent.

The NPM Audience Overall

A majority of NPM visitors were making their first visit to the Museum (86%).²

- ☐ Slightly more than half of the visitors were women (55%).
- ☐ The NPM audience was highly educated. Nearly seventy percent of visitors over 25 years old had at least a Bachelor's degree (28%) with forty percent reporting a graduate degree.
- ☐ Nearly one-eighth of visitors, living in the United States, reported that they identified with one or more racial or ethnic minority community (12%). Seven percent indicated that they considered themselves Latino or Hispanic; while a slightly similar percentage marked that they considered themselves Asian (6%). Fewer marked that they were Black (4%). More than eight out of ten (88%) marked White either by itself or in conjunction with another racial or ethnic description.
- ☐ Relatively few visitors lived in the Metropolitan Washington, DC, region (8%). Only eleven percent of the visitors lived within 40 miles of the National Mall, while 79 percent

² This report uses percentages from the Exit questionnaire, in cases in which a question was asked on both Exit and Entrance. These percentages differ only slightly from Entrance percentages.

lived more than 100 miles in the United States from the Mall. About one-tenth (9%) lived outside the United States.

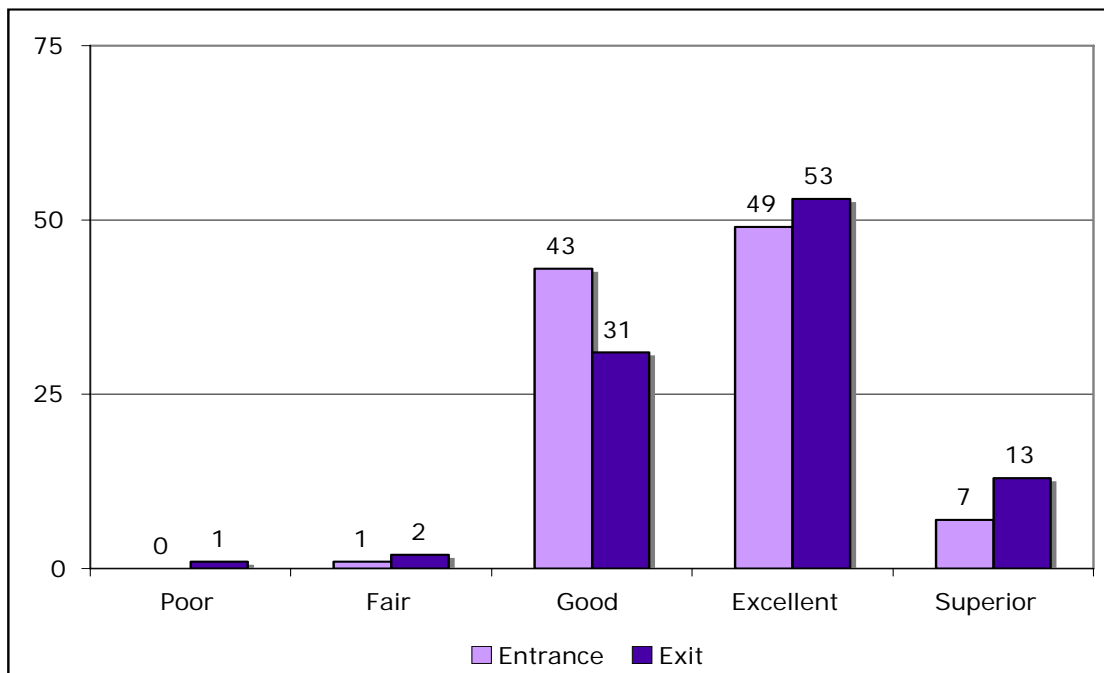
- ☐ Very few NPM visitors (4%) reported having used the Museum's website to plan their current visits, while over nine out of ten marked that they had never visited the website (94%). Few reported having used it to learn about the history of stamps (2%) or for another reason (1%). Two-thirds of visitors reported that they were very (16%) or somewhat (50%) interested in using the NPM website after their visit.
- ☐ Over eighty percent of NPM visitors were accompanied by other persons (82%).
- ☐ Almost half of NPM visitors over 12 were over 50 years old (47%), about one-fourth between 50-59 (23%) and another one-fourth over 60 (24%). The smallest two groups were those between 20-24 (4%) and those under age 19 (5%). The mean age was 49 while the median age was also 49.
- ☐ In comparing the characteristics of the Spring 2008 visitors to those who came in Summer 2007, we find only two characteristics that are significantly different. Spring 2008 visitors are older and more likely to be visiting alone than Summer 2007 visitors.³

³ In Summer 2007, about 8% of visitors came alone and the average age was seven years younger.

Satisfaction with NPM Visit

- Two-thirds of NPM visitors rated their experiences visiting NPM as Superior (13%) or Excellent (53%) (Figure 1). This was substantially better than the expected ratings reported by entering visitors (7% Superior and 49% Excellent). Visitors who rated exhibits Superior were most likely to report a Superior overall experience (62%).

Figure 1. Rating of Experience in Museum at Exit and Expected Rating at Entrance (In Percent)



- At least half of the visitors had a better experience than they had expected (52%).
- Two out of five visitors marked that they would “definitely” return for another visit if they were in Washington next year (39%), nearly half indicated that they might visit again (49%). The quality of the visit experience was important to the intention to return. Sixty percent of those who marked that they had a Superior experience marked “definitely.”

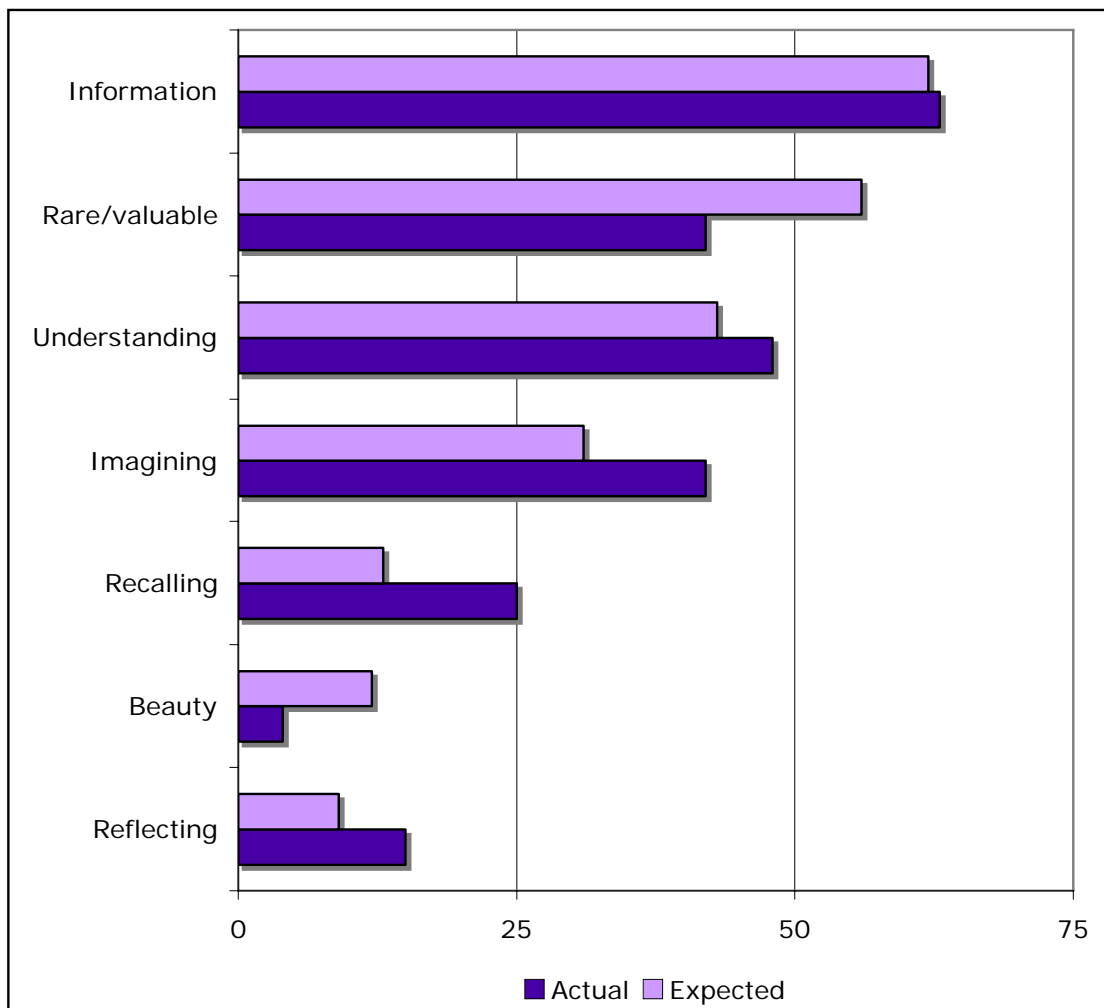
Experiences During NPM Visit⁴

- Six out of ten NPM visitors marked “Gaining information” (63%) as an experience that they found especially satisfying during their visits, slightly less than half marked the related “Enriching my understanding” (48%). Only one-fourth (24%) of visitors failed to mark one of these two experiences, while 36% marked both.

⁴ Visitors who marked all seven experiences or left all seven unmarked were considered “response sets” and assigned as missing values (3% of all respondents).

- ☐ Fewer marked “Seeing rare/valuable/uncommon things” (42%) or “Imagining other times/places” (42%). Fewer repeat visitors reported “Imagining” (37%) than first-time visitors (43%).
- ☐ Even fewer marked “Recalling memories” (25%), “Reflecting on the meaning of what I’m looking at” (15%), and “Being moved by beauty” (4%).
- ☐ “Imagining”, “Recalling memories” and “Reflecting on the meaning of what I’m looking at,” showed substantial increases over the expectations of entering visitors, while “Seeing rare/valuable/uncommon things” and “Being moved by beauty” showed substantial decreases. The comparison of expectations and the actual experiences is shown in Figure 2.
- ☐ These patterns are similar to what was found in Summer 2007. When we compare entering visitors in Summer 2007 with those of Spring 2008, we find that in 2008 more visitors were expecting “Imagining other times/places” compared to the previous year (31% vs. 19%). At exit, the only difference is a decrease in “Being moved by beauty” between the two years (4% in 2008 vs. 13% in 2007).

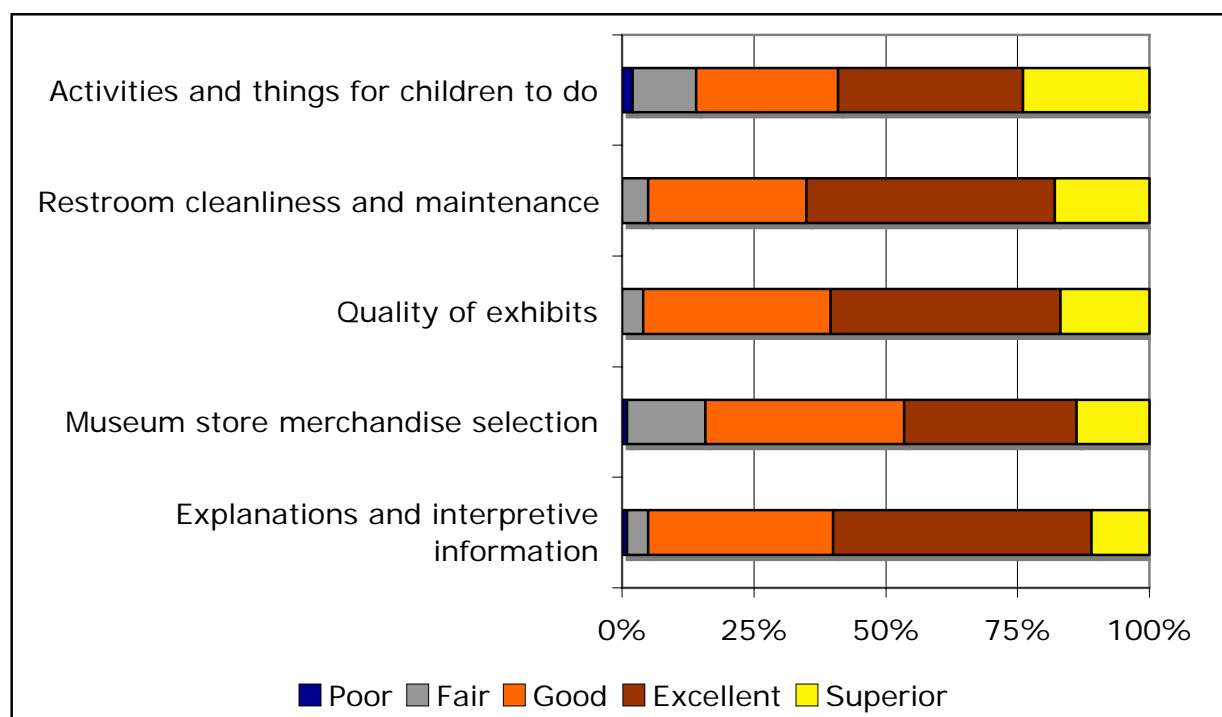
Figure 2. Comparison of Expected Experiences with Actual Experiences (In Percent)



Ratings of NPM Facilities and Amenities⁵

- ☒ The highest rated aspects of NPM facilities and amenities were “Activities for children” (28% Superior) followed by restroom cleanliness (18% Superior) and the quality of exhibitions (17% Superior). This is the same rank order as visitors gave in Summer 2007, although “Activities for children” were rated lower in 2008 (60% combining Excellent and Superior, compared to 71% the previous year).
- ☒ The selection of merchandise in the museum store was rated lower at 13 percent Superior. Explanations and interpretative information was rated less positively (10% Superior). (See Figure 3.)
- ☒ When Excellent and Superior are combined for the selection of merchandise, the ratings are higher than in 2007.

Figure 3. Ratings of NPM Facilities and Amenities (In Percent)

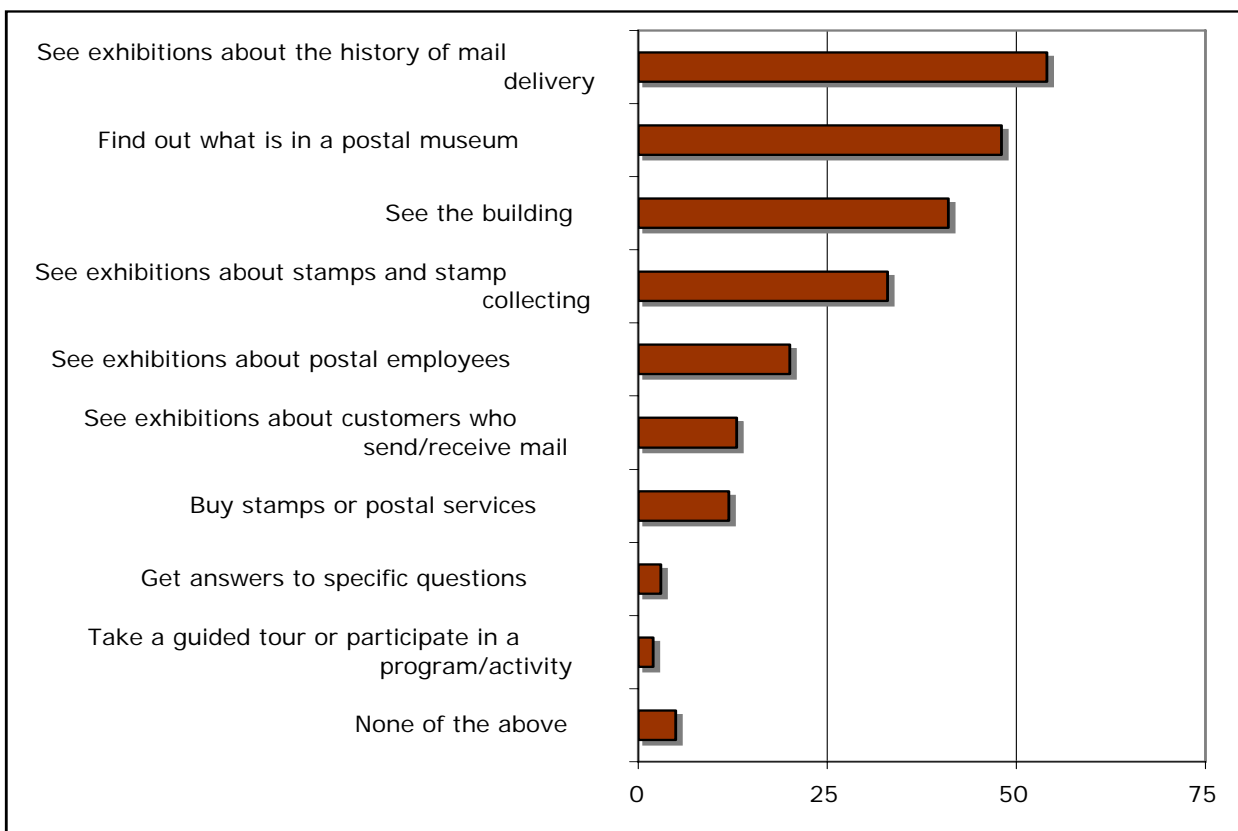


Activities in the Museum

- ☒ Asked to identify important reasons for the NPM visit as they entered, three reasons stand out: to see exhibitions about the history of mail delivery (54%), to find out what is in a postal museum (48%) and to see the building (41%) (Figure 4).

⁵ Respondents who marked the same value for each of these five aspects were considered to have not differentiated in their evaluations and were treated as missing.

Figure 4. Reasons for Visiting NPM (In Percent)



☞ As they left, visitors were asked what they actually did at NPM. In addition to seeing exhibitions, about half of the visitors used the postcard machines to address/mail a post card (52%) or went to the stamp store or post office.

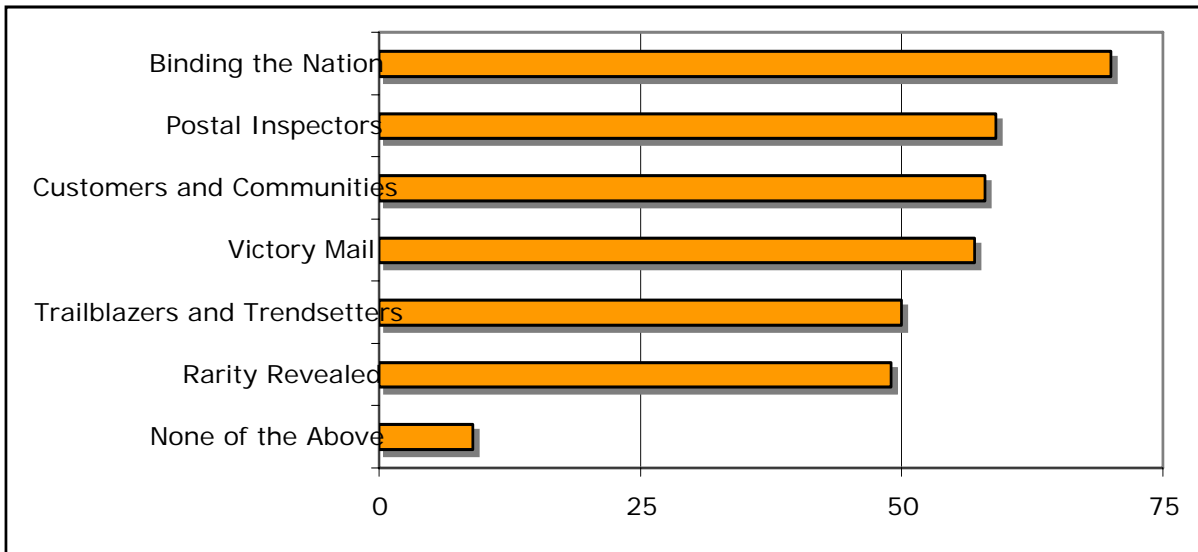
☞ Nearly half used NPM’s interactive database to search collections and/or play games (46%). Nearly four in ten spent time in the building’s historic lobby (37%).

☞ With the exception of *Binding the Nation*, viewed by almost eight of every ten visitors, all the remaining exhibitions were viewed by 54% - 65% of visitors. Nine percent did not view any exhibitions. (See Figure 5.) Permanent (*Binding the Nation* and *Customers and Communities*) and temporary exhibitions were viewed by similar percentages.

Time Spent

☞ When they entered nearly half of the visitors planned to spend less than an hour in the Museum (47%), while half planned to spend between 1-2 hours. A few came for a longer visit (3%). In fact, visitors interviewed at the exit reported longer visits. Almost one-third (32%) spent less than an hour in the museum, while nearly two-thirds (63%) spent between 1-2 hours in the museum and the remainder (6%) stayed longer.

Figure 5. Exhibitions Viewed on Visit (In Percent)



Observations

Visitors to the National Postal Museum in Spring 2008 were mainly composed of visitors from outside the local area like the Big Three Smithsonian museums, but unlike the art museums.

The Spring 2008 audience consisted of a larger percentage of first-time visitors than most Smithsonian museums that have been open for several years. Like other Smithsonian museums, NPM attracts a highly educated audience, many of whom come seeking knowledge-based experiences (gaining information, enriching understanding). These two experiences were found to the extent that visitors wanted, but they also emerge from the museum with more than expected experiences imagining other times, reflecting on what they saw, or recalling memories, but fewer than expected experiences seeing rare/valuable things and beauty. In other words, visitors who appreciate objects for their qualities such as beauty and rarity came away disappointed. In the previous survey, Summer 2007, this gap in object experiences was less apparent; perhaps because of the presence of an exhibition about the art of stamps. The museum should consider doing more to highlight objects, perhaps by pointing out things about the objects that make them special, and highlighting some that are remarkable for their beauty.

NPM should take pride in the fact that visitors gave quite high ratings to activities for children.

Continuing this series of studies, especially collecting data at other times of the year, may provide NPM with clues that would help increase its local visitation and increase repeat visitation overall.

Appendix A

*National Postal Museum
Summer 2007 and Spring 2008 Frequencies*

Appendix B

*National Postal Museum
Spring 2008 Survey Questionnaires*

Appendix A

National Postal Museum Summer 2007 and Spring 2008 Frequencies

	Summer 2007		Spring 2008	
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)
Is this your first visit to the National Postal Museum?				
No	16	7	14	14
Yes	84	93	86	86
Total	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
(Number of previous visits for repeat visitors)				
Median			2	1.3
Are you visiting alone or with other people?				
I am alone	7	8	17	18
I am with other people	93	93	83	82
Total	<u>100</u>	<u>101*</u>	<u>100</u>	<u>100</u>
(Description of visit group)				
Unaccompanied visitor	7	7	17	18
Adult only group	41	37	48	51
Adult & youth group	52	55	35	32
Total	<u>100</u>	<u>99*</u>	<u>100</u>	<u>101*</u>
Please rate your experience in this museum. (Exit)				
How do you think you will rate this museum when you leave? (Entrance)				
Poor	0	0	0	1
Fair	2	4	1	2
Good	50	22	43	31
Excellent	42	60	49	53
Superior	7	15	7	13
Total	<u>101*</u>	<u>101*</u>	<u>100</u>	<u>100</u>

* Percentages may not add to 100% because of rounding.

	Summer 2007		Spring 2008	
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)
How did your experience in the museum compare to what you expected?				
Not as good		5		2
About as expected		32		46
Better		63		52
Total		<u>100</u>		<u>100</u>
Which of these experiences did you find especially satisfying in this museum today? (Exit) [Mark one or more]				
Which of these experiences are you especially looking forward to during your visit today? (Entrance) [Mark one or more]				
Being moved by beauty	18	13	12	4
Gaining information	53	61	62	63
Seeing rare/valuable/uncommon things	46	47	56	42
Imagining other times/places	19	44	31	42
Reflecting on the meaning of what I'm looking at	5	22	9	15
Recalling memories	13	22	13	25
Enriching my understanding	44	56	43	48
(Average number of experiences)	2.0	2.7	2.3	2.4

Please rate the following in this museum today: (Exit only)

	Summer 2007				
	Poor	Fair	Good	Excellent	Superior
Quality of exhibits	0	6	25	52	18
Explanations and interpretive information	0	4	33	47	16
Activities and things for children to do	1	5	23	43	28
Museum store merchandise selection	4	18	47	25	7
Restroom cleanliness and maintenance	0	1	35	39	25
	Spring 2008				
	Poor	Fair	Good	Excellent	Superior
Quality of exhibits	0	3	36	44	17
Explanations and interpretive information	1	4	36	50	10
Activities and things for children to do	3	16	21	32	28
Museum store merchandise selection	1	19	40	28	13
Restroom cleanliness and maintenance	0	5	28	49	18

* Percentages may not add to 100% because of rounding.

	Summer 2007		Spring 2008	
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)
If you were in Washington in the next year, would you visit this museum again?				
No, I would not		10		12
I might		51		49
Yes, I definitely would		39		39
Total		<u>100</u>		<u>100</u>
Do you live in the United States or another country?				
United States	92	90	91	91
Another country	8	10	9	9
Total	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Distance between visitor's zip code and the National Mall				
5 mile radius	8	4	4	3
10 mile radius	4	3	2	3
20 mile radius	6	1	4	3
40 mile radius	2	0	4	2
100 mile radius	3	2	3	2
250 mile radius	14	8	12	10
Other U.S.	56	72	62	67
International	8	10	9	9
Total	<u>101*</u>	<u>100</u>	<u>100</u>	<u>99*</u>
Visitor's residence based on AAM regions				
Metro Washington (DC, VA & MD suburbs)	15	7	9	8
Southeast	18	25	23	18
Mid-Atlantic	18	11	15	15
Midwest	13	18	16	18
New England	3	5	4	5
Mountain Plains	11	10	5	7
West	9	11	10	15
Unspecified U.S.	5	3	8	7
Country other than U.S.	8	10	9	9
Total	<u>100</u>	<u>100</u>	<u>99*</u>	<u>102*</u>

* Percentages may not add to 100% because of rounding.

	Summer 2007		Spring 2008	
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)
What is the highest level of education that you have completed? (All respondents)				
High school or less		10	11	
1-2 years of college, no degree		10	19	
Associates degree		9	7	
Bachelors degree		27	28	
Graduate/professional degree		45	35	
Total		<u>101*</u>	<u>100</u>	
What is the highest level of education that you have completed? (Ages 25 and over only)				
High school or less		3	6	
1-2 years of college, no degree		8	19	
Associates degree		9	8	
Bachelors degree		28	28	
Graduate/professional degree		52	40	
Total		<u>100</u>	<u>101*</u>	
Are you of Hispanic or Latino origin?				
No		90	93	
Yes		10	7	
Total		<u>100</u>	<u>100</u>	
Are you of Hispanic or Latino origin? (U.S. residents only)				
No		91	93	
Yes		9	7	
Total		<u>100</u>	<u>100</u>	
What race do you consider yourself to be? [Mark one or more]				
African American/Black		5	4	
American Indian/Native Alaskan		0	1	
Asian		9	10	
Native Hawaiian/Pacific Islander		0	1	
White		82	84	

* Percentages may not add to 100% because of rounding.

	Summer 2007		Spring 2008	
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)
What race do you consider yourself to be? (U.S. residents only) [Mark one or more]				
African American/Black		4	4	
American Indian/Native Alaskan		1	1	
Asian		6	6	
Native Hawaiian/Pacific Islander		1	1	
White		85	88	
Which of the following are important reasons for today's visit to the National Postal Museum? [Mark one or more]				
See exhibitions about the history of mail delivery			54	
Find out what is in a postal museum			48	
See the building			41	
See exhibitions about stamps and stamp collecting			33	
See exhibitions about postal employees			20	
See exhibitions about customers who send/receive mail			13	
Buy stamps or postal services			12	
Get answers to specific questions			3	
Take a guided tour or participate in a program/activity			2	
None of the above			5	
On your visit today, which of the following did you do? [Mark one or more]				
Used the postcard machines to address/mail a post card				52
Went to the stamp store or post office				50
Used the interactive database to search collections and/or play games				46
Spent time in the historic lobby upstairs				37
Take a guided tour or participate in a program/activity				8
None of the above				6
Which of the following exhibitions did you see? [Mark one or more]				
Binding the Nation				77
Customers and Communities				64
Victory Mail				62
Rarity Revealed				54
Trailblazers and Trendsetters				55
Postal Inspectors				65
None of the Above				9

	Summer 2007		Spring 2008	
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)
About how much time do you plan to spend in this museum today? (Entrance)				
How much time did you spend in this museum today? (Exit)				
Less than one hour			47	32
1-2 hours			51	63
2-4 hours			3	6
More than 4 hours			0	0
Total			<u>101*</u>	<u>101*</u>
Have you ever used this museum's website?				
No		88	94	
Yes: to plan this visit		9	4	
Yes: to learn about stamps and/or postal history		3	2	
Yes: Another reason		1	1	
Total		<u>101*</u>	<u>101*</u>	
How interested are you in using this museum's website?				
Not interested				29
Somewhat interested				50
Very interested				16
I visited previously				6
Total				<u>101*</u>
Have you or a member of your family ever worked for the United States Postal Service?				
No	85		82	
Yes	16		18	
Total	<u>101*</u>		<u>100</u>	
Are you male or female?				
Male	50	54	45	45
Female	50	46	55	55
Total	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
What is your age?				
Average	42	42	46	49
Median	40	42	46	49

* Percentages may not add to 100% because of rounding.

	Summer 2007		Spring 2008	
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)
(Age in generations)				
WWII (Born 1901-1924)	1	0	0	0
Postwar (Born 1925-45)	9	8	12	17
Leading-edge Boomers (Born 1946-55)	14	13	22	24
Trailing-edge Boomers (Born 1956-1964)	21	27	19	16
Generation X (Born 1965-1981)	32	33	32	32
Generation Y (Born 1982-2001)	24	20	15	11
Total	<u>101*</u>	<u>101*</u>	<u>100</u>	<u>100</u>
(Age in five-year cohorts)				
12 to 19	12	9	7	5
20 to 24	9	9	5	4
25 to 29	6	6	11	7
30 to 34	8	6	7	8
35 to 39	13	12	9	7
40 to 44	11	17	12	15
45 to 49	14	14	10	7
50 to 54	7	11	12	12
55 to 59	7	6	11	11
60 to 64	6	2	8	9
65 to 69	3	5	6	5
70 or older	4	3	3	10
Total	<u>100</u>	<u>100</u>	<u>101*</u>	<u>100</u>
(Age in three categories)				
12 to 29	27	24	22	16
30 to 54	52	60	51	49
55 and older	21	16	28	35
Total	<u>100</u>	<u>100</u>	<u>101*</u>	<u>100</u>

* Percentages may not add to 100% because of rounding.

Appendix B

National Postal Museum Spring 2008 Survey Questionnaire

6147598594



Spring 2008
National Postal Museum Survey

Entrance Survey

Is this your first visit to the National Postal Museum? Yes
 No, I have visited times before today

How do you think you will rate this museum when you leave? Poor Fair Good Excellent Superior

Which of these experiences are you especially looking forward to during your visit today? [Mark one or more]

- Being moved by beauty
- Gaining information
- Seeing rare/valuable/uncommon things
- Imagining other times/places
- Reflecting on the meaning of what I'm looking at
- Recalling memories
- Enriching my understanding

Which of the following are important reasons for today's visit to the National Postal museum? [Mark one or more]

- See the building
- Buy stamps or postal services
- See exhibitions about postal employees
- See exhibitions about stamps and stamp collecting
- See exhibitions about customers who send/receive mail
- See exhibitions about the history of mail delivery
- Find out what is in a Postal Museum
- Take a guided tour or participate in a program/activity
- Get answers to specific questions
- None of above

About how much time do you plan to spend in this museum today? [Mark only one]

- Less than one hour
- 1-2 hours
- 2-4 hours
- More than 4 hours

Have you ever used this museum's website? [Mark one or more]

- No
- Yes: to plan this visit
- Yes: to learn about stamps and/or postal history
- Yes: another reason: _____

Have you or a member of your family ever worked for the U.S. Postal Service? No Yes

* Are you visiting alone or with other people? I am alone I am with other people

* Other than yourself, how many people are with you?

- # of adults (18 and over)
- # of youth 12 to 17
- # of youth under 12

* Do you live in the United States or another country? United States, specify zipcode:
 Another country, specify: _____

* What is your age?

Are you male or female? Male Female

What is the highest level of education that you have completed? [Mark only one]

- High school or less
- 1-2 years of college, no degree
- Associates degree
- Bachelors degree
- Graduate/professional degree

Are you of Hispanic or Latino origin? No Yes

What race do you consider yourself? [Mark one or more]

- African American/Black
- American Indian/Native Alaskan
- Asian
- Native Hawaiian/Pacific Islander
- White

Thank you for your assistance

Session Seg 1 2 3 Status C R L I I (age) Interviewer ID

1932020906



Spring 2008
National Postal Museum Survey

Exit Survey

Is this your first visit to the National Postal Museum? Yes
 No, I have visited times before today

* Please rate your experience in this museum today? Poor Fair Good Excellent Superior

How did your experience in the museum compare to what you expected? Not as good About as expected Better

Which of these experiences did you find especially satisfying in this museum today?
[Mark one or more]

Being moved by beauty
 Gaining information
 Seeing rare/valuable/uncommon things
 Imagining other times/places
 Reflecting on the meaning of what I'm looking at
 Recalling memories
 Enriching my understanding

On your visit today, which of the following did you do?
[Mark one or more]

Spent time in the historic lobby upstairs
 Went to the stamp store or post office
 Used the interactive database to search collections and/or play games
 Used the postcard machines to address/mail a post card
 Took a guided tour or participated in a program/activity
 None of above

Which of the following Exhibitions did you see?
[Mark one or more]

Binding the Nation
- about moving the mail before 1860
 Customers and Communities - about mail delivery
(includes the "what's in the mail for you" interactive)
 Victory Mail
- about mail during World War II
 Rarity Revealed
- featuring the stamps of Benjamin K. Miller
 Trailblazers and Trendsetters
- about original art used in stamp design
 Postal Inspectors: The Silent Service
- about the people who protect the mail and its customers
 None of above

Please rate the following in this museum today:	NA	Poor	Fair	Good	Excellent	Superior
Quality of exhibits	<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"/>
Museum store merchandise selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restroom cleanliness and maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How much time did you spend in this museum today?
[Mark only one]

Less than one hour
 1-2 hours
 2-4 hours
 More than 4 hours

If you were in Washington in the next year, would you visit this museum again? No, I would not I might Yes, I definitely would

How interested are you in visiting this museum's website?
[Mark one or more]

I visited previously
 Very interested
 Somewhat interested
 Not interested

* Are you visiting alone or with other people? I am alone I am with other people

* Other than yourself, how many people are with you?

of adults (18 and over)
 # of youth 12 to 17
 # of youth under 12

* Do you live in the United States or another country? United States, specify zipcode:
 Another country, specify: _____

* What is your age?

* Are you male or female? Male Female

Thank you for your assistance

Session Seg 1 2 3 Status C R L I I (age) Interviewer ID