

Donald W. Reynolds Center Visitor Survey

Study Highlights and Frequency Distributions

Spring 2010



Smithsonian Institution
Office of Policy and Analysis

Preface

The Office of Policy and Analysis (OP&A) was pleased to conduct a fifth study of visitors to the Donald W. Reynolds Center (DWRC) 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' gracious participation. The time they provided, in the midst of a visit, is evidence of their affection for the Smithsonian and interest in improving the visitors' experience at all its museums.

I would like to thank staff of the Smithsonian American Art Museum (SAAM) and the National Portrait Gallery (NPG) for their assistance and guidance in the course of this study. Janet Walker, Visitor Services Manager, at SAAM and NPG, Jo Ann Gillula, Chief of External Affairs, SAAM, and Rebecca Kasemeyer, Director of Education, NPG, coordinated input from staff at SAAM and NPG and served as OP&A's liaisons.

Within OP&A, Zahava D. Doering and David Karns had overall responsibility for the survey design, data collection, analysis, and report preparation. Anuja Mehta was Field Manager for the survey. She helped organize materials, recruited and scheduled interviewers, and prepared the data for analysis. Sarah Block, Lance Costello, Claire Eckert, Kathy Ernst, Jung Dawoon, Givi Khidesheli, Eliza Klinetop, Anuja Mehta, and Ioana Muteanu, OP&A staff and interns, helped with data collection. Charlotte Brown, a contractor, also assisted with the survey. Ikuko Uetani reviewed the report and made valuable contributions to the interpretation. Caryn Carlson Rothe, an intern, reviewed the report and revised the Appendix. This study would not have been possible without these dedicated staff and interns. They should be proud of the final product. I thank all of them for their excellent work.

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

Cover: Exterior of the Donald W. Reynolds Center. Photo Courtesy of Timothy Hursley. Source: <http://newsdesk.si.edu/photos/exterior-donald-w-reynolds-center-american-art-and-portraiture>

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 as the United States Patent Office, is now known as the Donald W. Reynolds Center for American Art and Portraiture (DWRC).

When the building initially opened, the third floor contained history, science, and art collections belonging to the United States government. These collections included important artifacts such as 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 preservation movement saved the building from demolition and it was transferred to the Smithsonian Institution. Ten years later, NPG and SAAM opened to the public. It was 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, a café, and museum stores, the building houses the Lunder Conservation Center and the Luce Foundation Center for American Art. The former is the first art conservation facility in the United States that gives the public a behind-the-scenes view of museums' conservation work. Visitors can view conservation activities from both museums through floor-to-ceiling glass walls. The Luce Center is the first visible art storage and study center in Washington and includes, in glass cases, more than 3,300 objects from SAAM's permanent collection. The building also houses a gallery for the Archives of American Art. In November 2007, the Kogod Courtyard opened to the public and became a gathering place for museum visitors and a center for many public programs.

Within months of its 2006 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.

The fourth study took place in November 2008. Last fall, staff from NPG and SAAM decided to replicate the study in the spring. This report presents data highlights from the most recent study (Spring 2010) and compares the findings to earlier findings, where applicable.

Methodology

During each survey session, OP&A staff and interns, working in teams, intercepted exiting visitors at either the F or G Street doors and distributed a one-page questionnaire. When visitors declined to participate, team members who intercepted them recorded a few basic facts from observations and asked the visitors where they lived.

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 2007), June-July 2007 (Summer 2007), November-December 2007 (late Fall 2007), November 2008 (Fall 2008), and April-May 2010 (Spring 2010)). To reflect current interests, some additions and deletions were made to the questionnaires. Most of the questions, however, remained the same. Appendix A contains the wording of all the questions and frequency distributions for all five 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 or only eating in the cafe) were not intercepted.¹ During the most recent interviewing sessions, 3,314 visitors exited the museum. Of these, 3,213 individuals were eligible for the study, 837 eligible visitors were intercepted and 593 completed the questionnaire, an overall cooperation rate of 71 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 Spring 2010

➤ The Audience

- Slightly more than half (54%) of the visitors were from the Eastern seaboard (33% residents of Metropolitan Washington and an additional 21% from New England or Mid Atlantic states). The percent from the Eastern seaboard was higher in all the Fall surveys. The Summer 2007 survey was similar to the current survey, in which percentages from elsewhere in the United States were higher.
- Slightly more than half (55%) of visitors were making their first visit to DWRC. The rest had visited prior to, or since the building reopened to the public. The Spring 2010 data is quite similar to that collected in the previous survey in Fall 2008.
- As in three of four previous surveys [Winter 2007 (62%), Summer 2007 (56%), Fall 2008 (58%)], the majority of visitors this year (54%) were women. In Fall 2007, 49 percent were women.
- Adults [alone (14%) or with others (69%)] continue to be the predominant visitor configuration; family groups (single adults or couples with young people) constituted the rest of the visitors. Half of the visitors over age 12² were 44 years old or younger, the remainder older. The average age was 45. The ages of visitors in the previous surveys have been about the same; the audience surveyed in the first survey conducted after the reopening [Winter 2007] included younger people and more adults with children and youth.
- Visitors were very well educated; more than half of those over age 25 had graduate/professional degrees. All but 13 percent had Bachelor's degrees. The educational profile has remained the same across different seasons and years.

➤ Hearing about DWRC

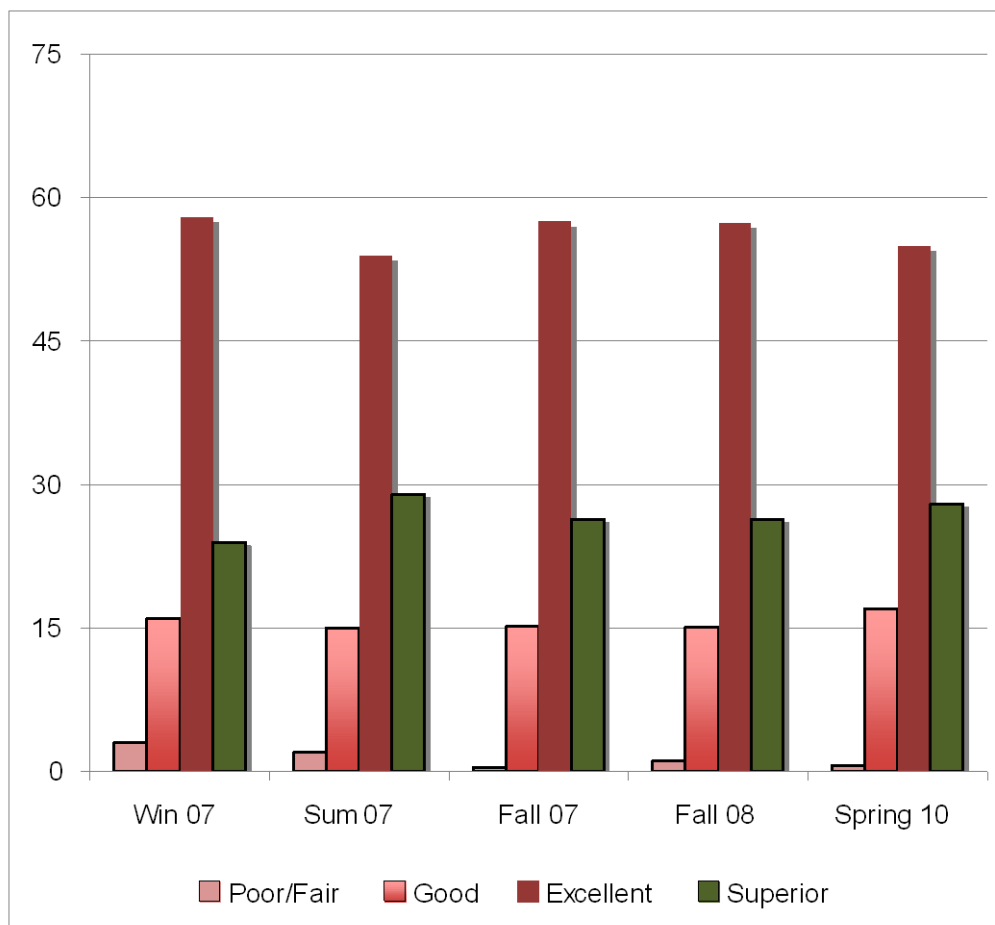
- Friends and/or family were the main sources of information about the DWRC (33%): other sources of information trailed behind. This percent is the same as was seen in previous surveys. In both Fall 2007 and Fall 2008, nearly 70 percent of the visitors also indicated that they had talked to friends about the DWRC, a sharp increase compared to the first two surveys [Winter 2007 (58%) and Summer 2007 (50%)]. Spring 2010 saw a decrease to about 60 percent.
- In both Fall 2007 and Fall 2008, about 20 percent of visitors indicated that they saw newspaper stories about the DWRC, a modest increase from the previous two surveys [Winter 2007 (19%) and Summer 2007 (13%)]. In Spring 2010, this percentage decreased to 10 percent. However, tourist information as a source increased sharply, reaching the same level (22%) as was found in the Summer 2007 survey.

² Only visitors age 12 or older were interviewed.

➤ Rating the Visit

- As shown in Figure 1, ratings of the overall experience were quite positive: 28 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 about the same since the first survey [Winter 2007]. However, the ratings of “activities and things for children to do” improved until Fall 2008 and declined somewhat in Spring 2010 (decreasing from 33% Superior in Fall 2008 to 27% Superior in Spring 2010).

**Figure 1. Rating of Visit Across Surveys
[Percent]**



- Repeat visitors were slightly less critical. They gave higher overall ratings than first time visitors.

➤ Services and Amenities in the DWRC

- Several years ago, in Fall 2008 when bag inspections were no longer required, 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%).³ In Spring 2010, however, the percentage increased again (to 49%). The percentage that stopped at the information desk was similar to the percentage seen in Summer 2007 (53% in Spring 2010, 50% in Summer 2007).
- The majority of visitors agreed that in the exhibitions and galleries, information was easy to read (88%) and understand (74%), directions in the building were easy to follow (53%), and seating was adequate (55%). These data have remained constant since the surveys began in Spring 2007 until Spring 2010 when improvements were noted in the ease of information to read and seating. Similarly, about one-fifth report that they talked with museum staff in the exhibitions and galleries in each survey.
- In Spring 2010, over one-third (36%) of the visitors entered a museum store; one-fourth of all visitors made a purchase. This relationship between browsing and purchasing is lower than seen in previous surveys, except for Winter 2007.⁴ Slightly more than one-fourth went into a café; of these, more than half (55%) ate there.

➤ Exhibition/Center Attraction Power

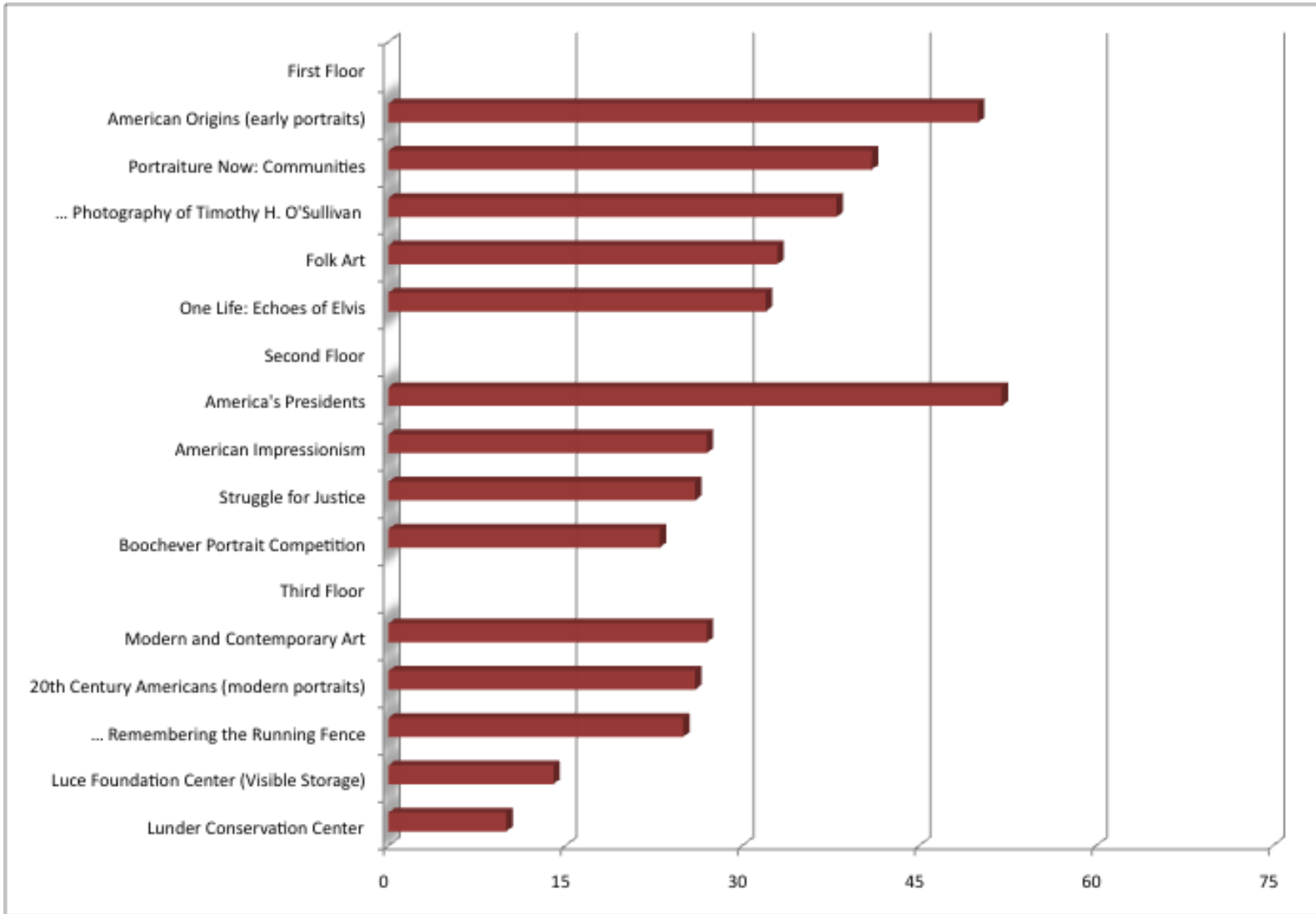
- Attendance at programs or lectures has been about the same during the last three surveys. This year [Spring 2010] about seven percent reported attendance at a program or lecture.⁵
- Visitors were asked to indicate if they came to see a special exhibition and mark, on a list, the exhibitions or Centers that they saw in the course of their visit. Seventy-two percent of visitors indicated that they came for a general visit; i.e., not to see a special exhibition. Every one of the exhibitions listed on the questionnaire was seen by at least one-fourth of the visitors. With one exception, more visitors viewed the first floor exhibitions. *America's Presidents* (52%) on the second floor drew the most visitors, followed by *American Origins* on the first floor (50%) (see Figure 2 below). The Luce Foundation Center (14%) and the Lunder Conservation Center (10%) were the least visited.

³ Winter 2007 (50%), Summer 2007 (52%), Fall 2007 (55%) and Fall 2008 (42%).

⁴ In Winter 2007, 19% made a purchase, in Summer 2007 it was 36%, in Fall 2007 it was 29% and in Fall 2008 it was 36%.

⁵ Winter 2007 (4%), Summer 2007 (4%), Fall 2007 (7%) and Fall 2008 (10%).

Figure 2. Locations Reported as Visited
[Percent]
 [See Appendix B for precise wording of exhibitions on questionnaire]



➤ Overall Comparisons

- Findings from the Spring 2010 visitor survey at the Donald W. Reynolds Center (DWRC) showed that, with the exception of some minor seasonal variation, the composition of the audience has remained essentially unchanged since the surveys were begun about three years ago. For example, like Summer 2007 visitors, those who came in Spring 2010 included a higher percentage of individuals from outside the Eastern Seaboard.
- Findings from the Spring 2010 visitor survey also showed that, with the exception of some minor seasonal variation, the responses of the audience have remained essentially unchanged since the first survey in Winter 2007. For example, Spring and Summer

visitors were more likely to rely on tourist information, used the information desk, and were making a general visit compared to Fall or Winter visitors.

- For the first time since the survey series was initiated, visitors were asked what exhibitions/Center they visited in the DWRC. The results show that with the exception of the Luce Foundation Center and the Lunder Conservation Center, all areas were visited by at least 25% of the visitors. Overall, at both SAAM and NPG, the first floor attracted the highest visitorship.

Recommendations

In the past three years, very similar surveys have been conducted at the DWRC exits. As the findings above indicate, the results are very similar. The OP&A study team has made several general recommendations:

- First, we would recommend that NPG and SAAM review the uses that are made of the data and determine if they are needed on an annual basis.
- Second, if biennial data are sufficient for current promotion, marketing and visitor services purposes, other SAAM and NPG departments may want to develop surveys for the alternate years. For example, two exhibitions or two educational programs could be studied in detail (one from each museum).
- Another option is to broaden the scope of the annual survey to include questions of interest to various museum departments. This option would entail shortening the current questionnaire and/or modifying questions.
- Finally, the museums could consider changing the survey from an exit survey to an entrance survey and collect information about the image visitors have of the museums prior to coming and their expectations. Such data may assist efforts to expand the audiences of the museums.

Appendix A
Donald W. Reynolds Center Visitor Survey
Spring 2010 Questionnaire

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Donald W. Reynolds Center Visitor Survey
National Portrait Gallery
Smithsonian American Art Museum
Spring 2010

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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. 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: _____

7. 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: _____

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

9. 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

10. 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

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

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

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

Continue on next page...

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14. Today, which of the following exhibits did you see? [Mark all that apply]

First Floor

- One Life: Echoes of Elvis
 American Origins (early portraits)
 Portraiture Now: Communities
 Framing the West: The Survey Photographs of Timothy H. O'Sullivan
 Folk Art

Second Floor

- America's Presidents
 Struggle for Justice
 Outwin Boochever Portrait Competition
 American Impressionism

Third Floor

- Modern and Contemporary Art
 20th Century Americans (modern portraits)
 Luce Foundation Center (Visible Storage)
 Lunder Conservation Center
 Christo and Jeanne Claude: Remembering the *Running Fence*

Other: _____

15. Please rate the following in this building

	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"/>
Luce Foundation Center (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"/>

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

17. On this visit, have you attended, or do you plan to go to, other Washington museums (other than this building)? No Yes

18. Where do you live? United States, Zipcode: Other country: _____

19. What is your age?

20. Are you female or male? Female Male

21. What is the highest level of education you have completed? High school or less Associate degree
 One or more years of college, no degree Bachelor's degree
 Graduate/professional

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

Thank you for your assistance.

Status: C R L I

Session

Segment: 1 2 3



Appendix B

Donald W. Reynolds Center Visitor Survey

**Winter 2007 (February-March), Summer 2007 (June-July), late Fall 2007 (November-December)
late Fall 2008 (November), and Spring 2010 (April-May)**

Frequency Distributions [Percent]

Notes

- a. If respondents could mark more than one answer for a questions, percent totals are not shown.
- b. Percents are based only on respondents who answered questions and to which questions applied. "Not Applicable" are excluded from the percents.
- c. Totals may not add to 100 due to rounding.
- d. Questions formats modified from actual questionnaires, to facilitate entering data.
- e. Question numbers reflect Spring 2010 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>Spring 10</u>	<u>Question Response</u>
68	66	46	50	55	Yes
11	16	20	16	13	No, I last visited before it was renovated
11	9	12	17	17	No, I made one visit since July 2006 (reopening)
10	9	22	17	15	No, I made more than one visit since July 2006 (reopening)
100	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>Spring 10</u>	<u>Question Response</u>
12	13	21	14	13	I am alone
88	87	79	86	87	I am with others
100	100	100	100	100	Total

3. Other than yourself, how many people are with you?

(Write number of people, not ages)

<u>Fall 07</u>	<u>Fall 08</u>	<u>Spring 10</u>	<u>Question Response</u>
2.7	2.9	2.8	Average group size
2.0	2.0	2.0	Median group size [Also 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>Spring 10</u>	<u>Question Response</u>
98	96	98	96	96	No
1	2	0	2	2	Yes, school
1	2	2	2	2	Yes, other group
100	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>Spring 10</u>	<u>Question Response</u>
1	1	0	0	0	Poor
2	1	0	1	1	Fair
16	15	15	15	17	Good
58	54	58	57	55	Excellent
24	29	26	26	28	Superior
101	100	99	99	101	Total

6. 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>Spring 10</u>	<u>Question Response</u>
16	10	21	19	11	Newspaper
3	0	2	1	0	Radio
12	10	8	5	7	Magazine
7	6	7	10	10	Online ad
6	7	7	6	6	Metro sign
1	3	1	1	3	Sign on bus
41	41	42	43	63	Did not see an advertisement
27	29	23	16	8	Other

7. Where else did you see or hear anything 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>Spring 10</u>	<u>Question Response</u>
19	13	22	18	10	Newspaper story
5	3	6	3	4	TV/radio story
14	22	12	13	22	Tourist info
32	31	31	35	33	Friend/family
0	1	2	4	2	Blog
18	8	11	16	17	Web site
14	14	19	18	18	Prior visit
15	13	13	10	21	Wandered past
11	10	10	12	15	Other

8. 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>Spring 10</u>	<u>Question Response</u>
42	50	28	31	41	No
58	50	72	69	59	Yes
100	100	100	100	100	Total

9. In this building (Choose one or more)...

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Spring 10</u>	<u>Question Response</u>
50	52	55	42	49	Museum staff welcomed me/us at the entrance
53	50	43	59	53	I/we stopped at the information desk
54	51	49	51	53	Directions were easy to follow
10	9	11	15	12	None of these

10. 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>Spring 10</u>	<u>Question Response</u>
84	81	78	80	88	Information was visually easy to read
75	71	64	73	74	Information was easy to understand
16	11	12	8	14	There was information that I/we wanted about objects but could not find
52	48	44	47	55	There were adequate places to sit
24	21	24	21	22	I/we talked with museum staff
0	1	4	3	1	None of these

11. 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>Spring 10</u>	<u>Question Response</u>
96	96	93	90	94	No
4	4	7	10	7	Yes
100	100	100	100	101	Total

12. 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>Spring 10</u>	<u>Question Response</u>
64	64	54	60	64	No
29	23	33	26	27	Yes, did not buy
7	13	13	15	9	Yes, bought
100	100	100	101	100	Total

13. 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>Spring 10</u>	<u>Question Response</u>
77	76	64	72	71	No
11	9	15	8	13	Yes, did not eat
12	16	21	20	16	Yes, ate
100	101	100	100	100	Total

14. Today, which of the following exhibits did you see?

[Mark all that apply]

Spring 10

72

General visit

First Floor

32

One Life: Echoes of Elvis

49

American Origins (early portraits)

41

Portraiture Now: Communities

38

Framing the West: The Survey Photographs of

Timothy H. O'Sullivan

33

Folk Art

Second Floor

52

America's Presidents

26

Struggle for Justice

23

Outwin Boochever Portrait Competition

27

American Impressionism

14 [continued]. Today, which of the following exhibits did you see? [Mark all that apply]

	<i>Third Floor</i>
27	Modern and Contemporary Art
26	20th Century Americans (modern portraits)
14	Luce Foundation Center (Visible Storage)
10	Lunder Conservation Center
25	Christo and Jeanne Claude: Remembering the <i>Running Fence</i>
5	Other

15. Please rate the following in this building

<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>
<u>Win 07</u>	0	1	10	58	31	100	Quality of exhibitions
<u>Sum 07</u>	0	2	9	53	36	100	
<u>Fall 07</u>	0	1	12	53	34	100	
<u>Fall 08</u>	0	1	13	50	36	100	
<u>Spring 10</u>	0	1	11	47	41	100	
<u>Win 07</u>	0	4	19	49	27	99	Luce Foundation Center
<u>Sum 07</u>	0	2	17	53	28	100	(Visible Storage)
<u>Fall 07</u>	0	2	19	48	31	100	
<u>Fall 08</u>	0	1	21	46	31	99	
<u>Spring 10</u>	0	1	27	39	33	100	
<u>Win 07</u>	0	2	30	48	20	100	Explanations and interpretive
<u>Sum 07</u>	0	3	21	50	26	100	information
<u>Fall 07</u>	0	2	22	52	23	99	
<u>Fall 08</u>	0	1	24	49	26	100	
<u>Spring 10</u>	1	3	24	45	28	100	
<u>Win 07</u>	10	21	25	23	22	101	Activities and things for
<u>Sum 07</u>	9	14	31	33	14	101	children to do
<u>Fall 07</u>	3	11	29	38	20	101	
<u>Fall 08</u>	4	8	23	33	33	101	
<u>Spring 10</u>	4	16	26	27	26	99	
<u>Win 07</u>	0	4	29	51	15	99	Information desks
<u>Sum 07</u>	0	2	29	43	26	100	
<u>Fall 07</u>	0	2	29	46	23	100	
<u>Fall 08</u>	0	2	23	46	28	99	
<u>Spring 10</u>	0	3	24	45	27	99	
<u>Win 07</u>	2	7	27	44	20	100	Security officers
<u>Sum 07</u>	0	2	31	39	28	100	
<u>Fall 07</u>	0	5	26	46	23	100	
<u>Fall 08</u>	1	5	26	44	24	100	
<u>Spring 10</u>	2	5	26	39	29	101	

15 [continued]. 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>
<u>Win 07</u>	0	6	36	39	19	100	Museum stores
<u>Sum 07</u>	1	3	26	48	22	100	
<u>Fall 07</u>	0	3	33	43	21	100	
<u>Fall 08</u>	0	3	25	44	27	99	
<u>Spring 10</u>	1	3	33	40	24	101	
<u>Win 07</u>	7	21	33	20	19	100	Cafés
<u>Sum 07</u>	1	7	32	43	18	101	
<u>Fall 07</u>	2	6	30	43	19	100	
<u>Fall 08</u>	4	8	31	34	24	101	
<u>Spring 10</u>	2	7	28	39	24	100	
<u>Win 07</u>	2	3	22	45	28	100	Restrooms
<u>Sum 07</u>	0	2	19	47	32	100	
<u>Fall 07</u>	0	1	23	49	27	100	
<u>Fall 08</u>	1	4	24	43	29	101	
<u>Spring 10</u>	1	3	27	41	28	100	

16. 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>Spring 10</u>	<u>Question Response</u>
46	40	54	47	45	Definitely
32	34	31	35	29	Probably
20	20	14	17	18	Not likely
3	6	1	1	8	No
101	100	100	100	100	Total

17. On this visit, have you attended, or do you plan to go to, other Washington museums (other than this building)?

<u>Spring 10</u>	<u>Question Response</u>
25	No
75	Yes
100	Total

18. Where do you live?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Spring 10</u>	<u>Question Response</u>
96	96	96	94	92	United States
4	4	4	6	8	Other country
100	100	100	100	100	Total [Also see Table A.2]

19. What is your age?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Spring 10</u>	<u>Question Response</u>
41.4	44.7	44.5	43.8	44.5	years [Average]
41.0	43.0	45.1	42.3	45.0	years [Median]
					[Also see Table A.3]

20. Are you female or male?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Spring 10</u>	<u>Question Response</u>
62	56	49	58	54	Female
38	44	51	42	46	Male
100	100	100	100	100	Total

21. 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>Spring 10</u>	<u>Question Response</u>
7	7	4	2	7	High school or less
5	7	7	7	8	One or more years of college, no degree
3	5	3	2	3	Associate degree
30	28	29	33	32	Bachelor's degree
56	53	57	55	49	Graduate/professional
101	100	100	99	99	Total [Also see Table A.4]

A.1 Group Composition

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Spring 10</u>	<u>Type of Group</u>
12	14	21	14	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	69	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	16	Adult(s) with youth/children
0	1	0		1	Youth group
1	2	0			School group
1	2	2			Other group
100	101	100	100	100	Total

A.2 Geographic Origins

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</u>	<u>Fall 08</u>	<u>Spring 10</u>	<u>Area</u>
16	5	6	7	10	New England
12	16	19	20	11	Mid Atlantic
39	27	45	39	33	Metro Washington
5	9	7	7	18	South East
2	10	2	3	0	South Central
5	12	4	5	0	North Central
4	3	1	2	8	Midwest
2	4	3	2	3	Mountain
4	8	5	7	8	Pacific
6	2	4	3	8	Unspecified U.S.
4	4	4	6	2	Country other than U.S.
99	100	100	101	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>Spring 10</u>	<u>Age Range</u>
7	7	3	2	7	12-19
12	8	9	12	10	20-24
7	6	12	13	10	25-29
10	9	10	10	9	30-34
9	12	7	7	6	35-39
12	11	6	7	6	40-44
10	7	9	6	10	45-49
9	9	11	11	9	50-54
13	9	10	9	8	55-59
5	11	11	12	12	60-64
4	3	7	5	7	65-69
3	9	4	6	6	70+
101	101	99	100	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>Spring 10</u>	<u>Question Response</u>
2	1	2	1	2	High school or less
3	4	5	5	7	One or more years of college, no degree
1	5	3	3	4	Associate degree
29	29	28	31	31	Bachelor's degree
65	60	63	60	56	Graduate/professional
100	99	101	100	100	Total

The Following Frequencies are from Questions Not Asked in Spring 2010.**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

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	n/a	The building/restoration
n/a	n/a	n/a	24	The building/courtyard
5	5	3	3	Visitor amenities/services
76	82	45	n/a	The exhibitions and collections
n/a	n/a	n/a	51	Exhibitions
n/a	n/a	n/a	22	General collections
n/a	n/a	27	n/a	The Kogod Courtyard
0	2	12	2	None of these

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

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

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

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

Did you come to see something specific or make a general visit? [Mark one or more]

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

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

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

<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

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

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</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

When did you learn that these two museums are Smithsonian museums?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</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

How did visitor amenities/services affect your experience?

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

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

<u>Survey</u>	<u>No</u>	<u>Somewhat</u>	<u>Very Much</u>	<u>Total</u>	<u>Experience</u>
<u>Win 07</u>	0	25	75	100	Enriching my understanding
<u>Sum 07</u>	1	29	70	100	
<u>Fall 07</u>	1	23	77	101	
<u>Win 07</u>	20	18	63	101	Introducing children to art/history
<u>Sum 07</u>	18	23	59	100	
<u>Fall 07</u>	30	19	51	100	
<u>Win 07</u>	2	17	81	100	Learning something new
<u>Sum 07</u>	1	23	76	100	
<u>Fall 07</u>	1	19	80	99	

[continued] Today, did you have the following experiences during your visit to this building?

<u>Survey</u>	<u>No</u>	<u>Somewhat</u>	<u>Very Much</u>	<u>Total</u>	<u>Experience</u>
<u>Win 07</u>	3	28	69	100	Reflecting on the meaning of what I saw
<u>Sum 07</u>	2	29	69	100	
<u>Fall 07</u>	1	29	69	99	
<u>Win 07</u>	5	27	68	100	Seeing things in new ways
<u>Sum 07</u>	4	30	66	100	
<u>Fall 07</u>	3	30	67	100	
<u>Win 07</u>	8	27	66	101	Socializing with friends/family
<u>Sum 07</u>	9	25	66	100	
<u>Fall 07</u>	7	22	71	100	
<u>Win 07</u>	7	27	66	100	Imagining or recalling other times/places
<u>Sum 07</u>	6	26	67	99	
<u>Fall 07</u>	6	32	62	100	
<u>Win 07</u>	3	22	74	99	Being moved by beauty
<u>Sum 07</u>	5	22	74	101	
<u>Fall 07</u>	2	23	75	100	

Would the following have increased your enjoyment?

<u>Win 07</u>	<u>Sum 07</u>	<u>Fall 07</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

Did you visit the Kogod Courtyard today?

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

What kind of activities would you enjoy seeing in the Courtyard? (Choose one or more)

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