


**A Study of Visitors to
FOOD: Transforming the American Table 1950-2000 at the
National Museum of American History**



 Smithsonian Institution

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**Office of Policy and Analysis
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TRANSFORMING THE AMERICAN TABLE 1950–2000

Abstract

The Office of Policy and Analysis (OP&A) conducted a study of the exhibition, *FOOD: Transforming the American Table 1950-2000*, at the National Museum of American History (NMAH) during June and July 2013. The results reported here are based on the analysis of surveys completed by visitors leaving the exhibition. From a sample of 746 intercepted visitors, 475 completed surveys were collected (64% response rate).

Exiting visitors were asked to rate their overall experience in the exhibition using a five-point scale that OP&A has applied across Smithsonian exhibitions: Poor, Fair, Good, Excellent, and Superior. A majority of visitors (54%) rated *FOOD* Excellent or Superior. (The ratings were: The ratings for *FOOD* were 0% Poor, 6% Fair, 40% Good, 46% Excellent, and 8% Superior.)

Visitor experience ratings of *FOOD: Transforming the American Table 1950-2000* were lower than those from previous NMAH exhibition surveys. Looking at the ratings, Superior, i.e., really exciting experiences were few, and Poor/Fair/Good, i.e., problems/complaints were high. The average rating, Excellent, which means getting the expected level of experience, was comparable to other exhibitions.

Many visitors (71%) learned something they did not know before visiting this exhibition. Seven out of every ten (73%) saw something they once had or remembered, while nearly two thirds (64%) recalled a personal or family memory; 59% took photos. More than half of those visitors born after 1995 (53%) interacted with the food wheels on the communal table.

The reasons for the higher number of Fair and Good ratings and the lower number of Superior ratings are not entirely clear. An initial comparison of visitors' ratings to the types of experiences they tend to prefer suggests that the study sample included a relatively high percentage of people with a preference for physical experiences (movement, sound, touch, tastes, and smells) and that they found little to engage them. The OP&A study team recommends that NMAH study the exhibition in greater detail.

Executive Summary

In the summer of 2013 the Office of Policy and Analysis (OP&A) conducted a survey of the *FOOD: Transforming the American Table 1950-2000 (FOOD)* exhibition on display at the National Museum of American History (NMAH). This report shares the results of that survey.

The Survey: OP&A surveyed a sample of visitors exiting the *FOOD* exhibition. The overall response rate was 64 percent and 475 surveys were completed.

Visitors: The majority of NMAH visitors were making their first visit to the museum (64%). Nearly all visitors were visiting with other people (92%). About half of the visit groups consisted of an adult with one or more adults (48%).

Exhibition Sections and Activities:

- Julia Child's Kitchen was the section with the highest Superior rating (23%), followed by the communal table and chairs (12%).
- Seeing something you once had or remembered (73%) and learning something you didn't know (71%) were the two most commonly reported experiences in this exhibition.

Overall Experience Rating:

The ratings that visitors gave for their experience in the exhibition overall were 0% Poor, 6% Fair, 40% Good, 46% Excellent, 8% Superior. The Excellent rating, which means getting the expected level of experience, was comparable to other exhibitions. However, the ratings overall were lower than previous exhibitions studied at NMAH and below the Smithsonian average (see Figure 1, page 3).

Experience Preferences:

Using a theory of experience preferences under development (called IPOP, Ideas, People, Objects, Physical), OP&A found significant associations between activities and ratings and the types of experiences that visitors said they prefer. For example, those who prefer emotional connections were particularly pleased with Julia Child's kitchen, while those who prefer object experiences were more likely than other visitors to have learned something they did not know before.

Analysis of the Overall Experience Rating:

Again using the IPOP theory under development, the somewhat high percentage of Poor/Fair/Good ratings can be partially attributed to the percentage of people who expressed a preference for physical experiences (movement, sound, touch, tastes, and smells). The reason for the low percentage of Superior ratings cannot be determined from this study.

Observations:

The great majority of visitors to the *FOOD* exhibition were led to remember things that they once had, to learn something new, and to recall personal or family memories. Visitors also gave high ratings to the display of Julia Child's Kitchen. The other sections of the exhibition received relatively low ratings. Thus, despite the favorable indicators, visitors rated their overall experience much lower than is typical in NMAH.

The reasons for this result are not entirely clear. In part, based on the IPOP theory, it could be that the audience included a relatively high percentage of people with a preference for physical experiences that was not adequately met.

Data collected in the study does not elucidate the fact that so few rated their experiences in the exhibition as Superior, the high end of the rating scale.

Recommendation:

An exhibition whose ratings fall outside the average, whether higher or lower than expected, is a rare opportunity to learn important lessons about what to do and not do in making exhibitions. The OP&A evaluation team recommends that the NMAH study this exhibition in greater detail to determine more precisely what lies behind these ratings. Interviews with visitors, for example, could establish a set of likely possibilities about the reasons for the low ratings that could then be tested in a simple follow-up survey. Alternatively, an online survey with open-ended questions, administered to visitors who provide an email address, could explore the visit experience to *FOOD* in greater detail.

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Preface

Providing useful information and analyses to Smithsonian offices and museums is a core mission of the Office of Policy and Analysis (OP&A). This study of *FOOD: Transforming the American Table 1950-2000* is part of our continued collaboration with the National Museum of American History (NMAH).

At NMAH, Howard Morrison, Director of Education and Interpretation, and Paula Johnson, Project Director and Curator for the exhibition, met with the OP&A study team to discuss *FOOD: Transforming the American Table 1950-2000 (FOOD)*. As the study got underway, they provided comments on the questions in the survey, and facilitated data collection.

In OP&A, Zahava D. Doering had primary responsibility for designing this study of visitors to the *FOOD* exhibition, overseeing the project as a whole, and seeing the report to completion. An extraordinary OP&A intern, Lauren Teal, was project manager and helped in the following ways: developing the questionnaire, undertaking responsibility for recruiting interviewers, managing the fieldwork, and preparing the data for analysis. She also conducted much of the analysis and drafted the report. A contractor, Kelly Richmond, and staff member Maria Raviele guided Lauren with many aspects of the study. Ikuko Uetani checked the report. Staff member Andrew Pekarik analyzed the experience preference data and completed the report.

This study could not have been completed without the assistance of every OP&A intern. They volunteered to interview during especially busy times and ensured that we had good visitor cooperation rates.

I thank everyone for his or her work.

Whitney Watriss
Acting Director
Smithsonian Office of Policy and Analysis

Introduction

In June and July of 2013 the Office of Policy & Analysis (OP&A) conducted this study of the *FOOD: Transforming the American Table 1950-2000* exhibition, which opened in November 2012 at the National Museum of American History (NMAH). It is located in the East Wing on the first floor of the museum. According to the press release, “Among the topics on the 3,800-square-foot exhibition’s menu are changes in food production and processing, in who cooks and why, where, and when meals are consumed and what people know (or think they know) about what is good for them.”

FOOD: Transforming the American Table 1950-2000 contains 160 objects, information about technological advances, and the kitchen donated by Julia Child. The exhibition “...explores some of the major changes in food and eating in postwar America.” It is divided into four main sections: Julia Child’s Kitchen, New and Improved (focusing on technological impacts on food), Resetting the Table (displays of cultural impacts on food), and Wine for the Table (displays on wine-making in America).

This exhibition has a single entrance/exit. Before entering visitors can peer into Julia Child’s Kitchen through a full Plexiglas window, and just inside the exhibition entrance is a separate section for the Kitchen that includes texts, objects, and video focusing on Julia Child. The main space of the exhibition is divided into the other themes mentioned above, one on each of the three sides of the room. In the center is a 22-foot-long communal table with chairs. Inset into the top of the table are several interactive food wheels, or Lazy Susans, that visitors can turn. The communal table and food wheels are intended to create a space that encourages conversation about the surrounding food-related topics.

Research/Survey

OP&A collected data for the study by means of a sample survey. The survey was administered to a scientifically selected sample of visitors as they exited the *FOOD* exhibition. Exiting visitors who were over the age of twelve were intercepted during eight two-hour survey sessions and were asked to complete a one-page, self-administered questionnaire about themselves and their visit. Of the 746 intercepted visitors eligible to participate, 475 completed the questionnaire, for a cooperation rate of 64 percent.

Surveys were conducted between Tuesday, June 24th and Monday, July 1st 2013, between the hours of 11:00AM and 4:00PM. There were two to four segments per session depending on the day. Session schedules varied daily, in order to include visit groups at all times of the day.

The questionnaire used for this study is in Appendix A. Frequency distributions of survey responses are in Appendix B.

Report Organization

The following section contains the survey results. It is followed by a discussion of these results and the Appendices. Charts containing data underlying the information discussed are included throughout this report.

Findings

The Visitors

First-Time Visits and Group Composition

- Nearly two-thirds of the visitors (64%) were making a first visit to NMAH.
- Nine out of ten visitors (92%) were visiting with other people (adults or children). Only one in ten (8%) were visiting alone.
- Nearly half of the visitors (48%) were visiting with one or more adults.
- Nearly two in five visitors (38%) were in a group that included at least one other adult and at least one person under age 18.

Sex and Age

- Women constituted nearly two-thirds of the visitors (61%).
- Ages of surveyed visitors ranged from twelve to seventy-eight. The mean age was 39.8.

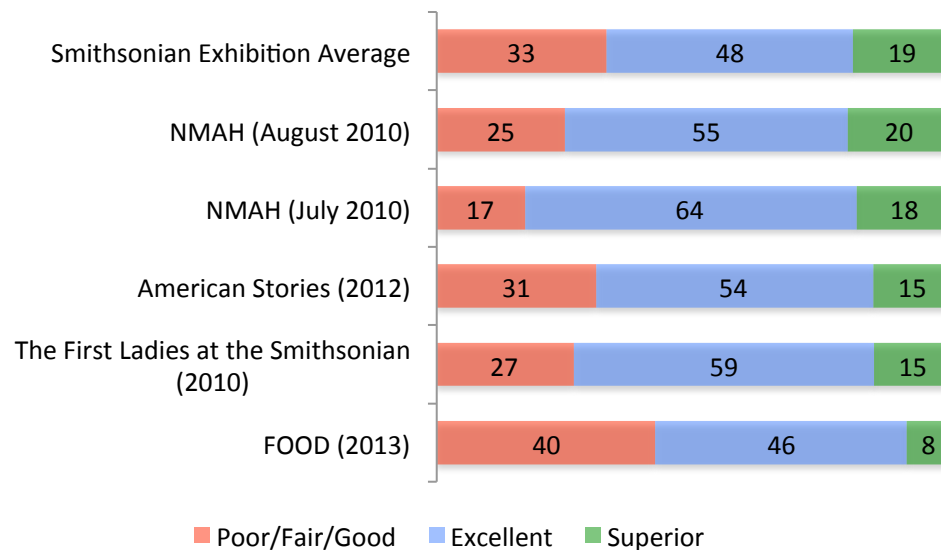
Overall Exhibition Rating

Exiting visitors were asked to rate their overall experience in the *FOOD: Transforming the American Table 1950-2000* exhibition using a five-point scale that OP&A has applied across Smithsonian exhibitions: Poor, Fair, Good, Excellent, and Superior. The ratings for *FOOD* were 0% Poor, 6% Fair, 40% Good, 46% Excellent, and 8% Superior.

Visitors who are basically satisfied with their visit tend to mark Excellent; on average half of Smithsonian exhibition visitors rate their overall experience as Excellent. Those who have very positive responses tend to mark Superior. In general, visitors who find the exhibition less than Excellent tend to select one of the lower three categories—Poor, Fair, or Good.

As shown in Figure 1, the overall experience rating for *FOOD: Transforming the American Table 1950-2000* was lower than that of other recent NMAH exhibitions like *American Stories*, the museum as a whole, and the Smithsonian exhibition average. (Typically, Smithsonian exhibits get 1% Poor, 4% Fair (*FOOD* was 0% Poor, 8% Fair), 28% Good (*FOOD* was 40%), 48% Excellent (*FOOD* was 46%), and 19% Superior (*FOOD* was 8%).)

Figure 1
Overall Experience Ratings in *FOOD* and Other Exhibitions
(in Percent)

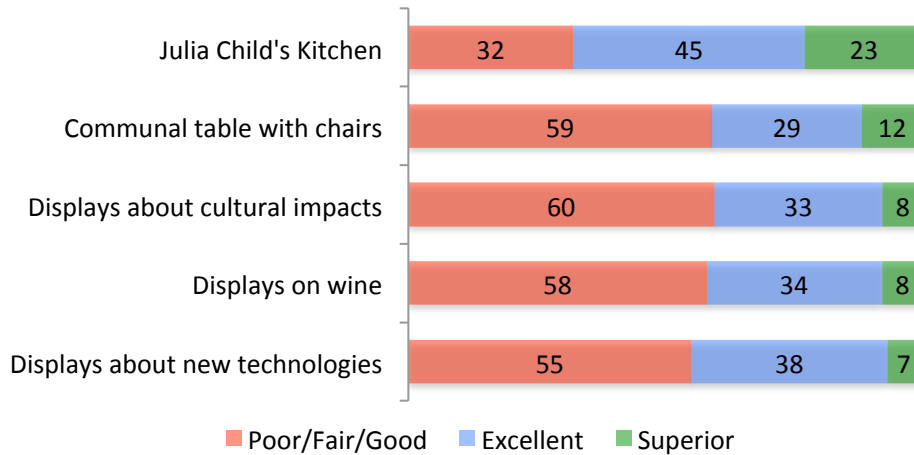


Exhibition Sections

Exiting visitors were asked to rate the five major exhibition sections on the same five-point scale of Poor, Fair, Good, Excellent, and Superior. The components are: Julia Child’s Kitchen installation; new technologies impacting food; displays on wine; cultural impacts on food; and the communal table with chairs to sit at. Nearly one-fourth of all visitors rated the Julia Child’s Kitchen installation Superior (23%). About half as many (12%) rated the communal table and chairs Superior (Figure 2). Seven to eight percent of visitors rated the other sections of this exhibition as Superior.

There were gender differences in the ratings of these sections. Men were three times more likely than women to rate the displays on wine as Superior (12% vs. 4%), and they were more likely to rate the communal table Poor/Fair/Good compared to women (67% Poor/Fair/Good vs. 54% for women). On the other hand, women were nearly twice as likely to rate Julia Child’s Kitchen as Superior (27%) compared to men (15%).

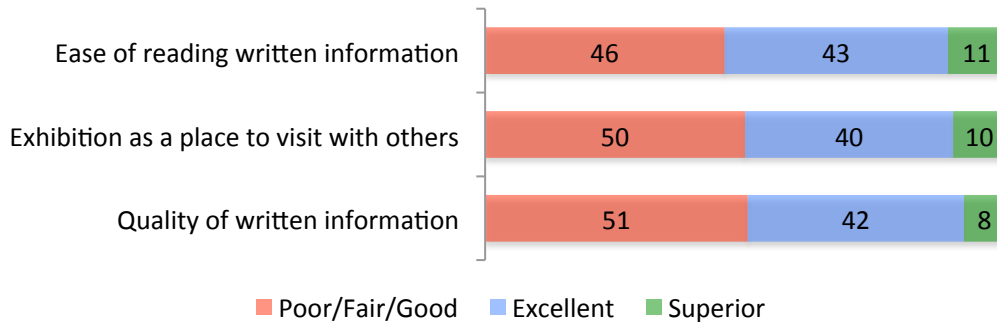
Figure 2
Ratings of *FOOD* Exhibition Sections
(in Percent)



Texts and Social Experience

Respondents were asked to rate three specific aspects of their exhibition visit on the same rating scale used for the exhibition sections. The three aspects were: quality of written information, ease of reading written information, and the exhibition as a place to visit with others. The ratings across the three items were very close to one another, as shown in Figure 3, and were not much different from the overall experience rating.

Figure 3
Ratings of Texts and Social Experience



Activities within the Exhibition

Visitors were asked to indicate which of eight activities within the exhibition they did. Visitors could select as many or as a few as they did during their visit. The mean for the number of activities marked was 3.5.

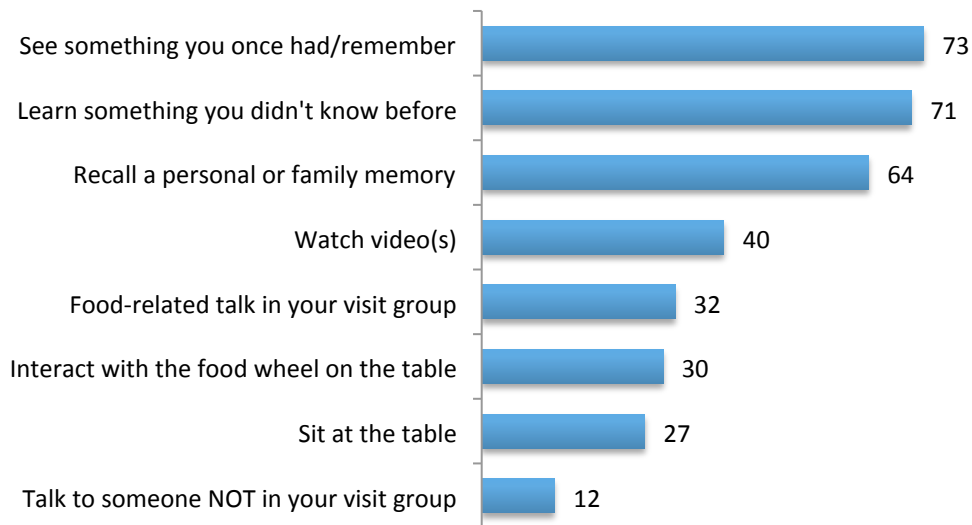
As shown in Figure 4, three activities were especially common:

- Nearly three-fourths of visitors saw something they once had or remembered (73%). This was more common for women (78%) than for men (65%).
- Almost as many (71%) learned something they didn't know before.
- Nearly two-thirds (64%) recalled a personal family memory.

The remaining activities were less frequent:

- About one-third (31%) engaged in food-related talk.
- The youngest generation, born after 1995 (Generation Z), was the one most likely to interact with the food wheel (53% vs. 18%-32%), as well as to sit at the table (47% vs. 8%-25%). In general, those visiting with others were twice as likely to interact with the food wheel as those visiting alone (31% vs. 15%).

Figure 4
Activities Within the *FOOD* Exhibition



Internet Accessible Devices

On the questionnaire, visitors were asked about their access to the Internet via devices they were carrying with them. Three-fourths of visitors (75%) said they were carrying a device that could access the Internet. Of the people who said they were carrying a device that could access the Internet, 13% stated that they looked up information about something they saw in this exhibition with this device. Three-fifths of people carrying a device said that they used it to take pictures in the museum (59%). Roughly one out of

every seven visitors (14%) said they used this technology to do something other than the choices mentioned.

Visitor Experience Preferences

For several years OP&A has been conducting research on a theory of visitors called IPOP. IPOP refers to an orientation toward four experience preferences – IDEAS (an attraction to concepts, abstractions, linear thought, rational reasoning, and facts), PEOPLE (an attraction to human connection, emotion, stories, and social interactions), OBJECTS (an attraction to things, aesthetics, craftsmanship, ownership, and visual language), and PHYSICAL (an attraction to physical sensations, including movement, touch, sound, taste, lights, and smells). The theory contends that many people have a natural inclination towards one of these more than to the other three. In the museum context the theory has two major hypotheses: 1) choice of museum/exhibition, focus of attention, behavior, and response are all influenced by an individual's experience preference; and 2) while museum visitors tend to be drawn to experiences that align with their preferences, they will be especially pleased and excited by their visit when they are unexpectedly engaged in a strong experience outside their preference. An individual's preference is identified as the highest of that person's scores in the four categories (Idea, People, Object, and Physical).

These scores are calculated from responses to a set of questions asking about interests outside of the museum. The present version of the full set has 37 questions, but a visitor survey cannot ask that many. Instead, for this study OP&A used a carefully chosen subset to provide individual scores for the four dimensions. Visitors responded to eight questions. Two measure an Idea preference (divide things into categories; identify patterns); two measure a People preference (bring people together; spend my leisure time with other people); two measure an Object preference (know how things are made; shop), and two measure a Physical preference (jog/run for fun; play competitive sports). For each item visitors indicated the degree to which the item in the question described them: Not me at all, A little me, Me, Very much me.

The measures were calculated for each of these four pairs of questions.¹ These measures were then standardized to create scores for each of the four preferences.² On the basis of the standardized scores, preferences were calculated.³

¹ Rasch-model software was applied to the complete existing dataset of all those who have answered these questions in the research to date. The Rasch-model measures were calculated using Winsteps 3.75. The complete dataset currently has over 3,700 cases. Results from the Rasch-model analysis of the full questionnaire were used to select the eight IPOP items in this study.

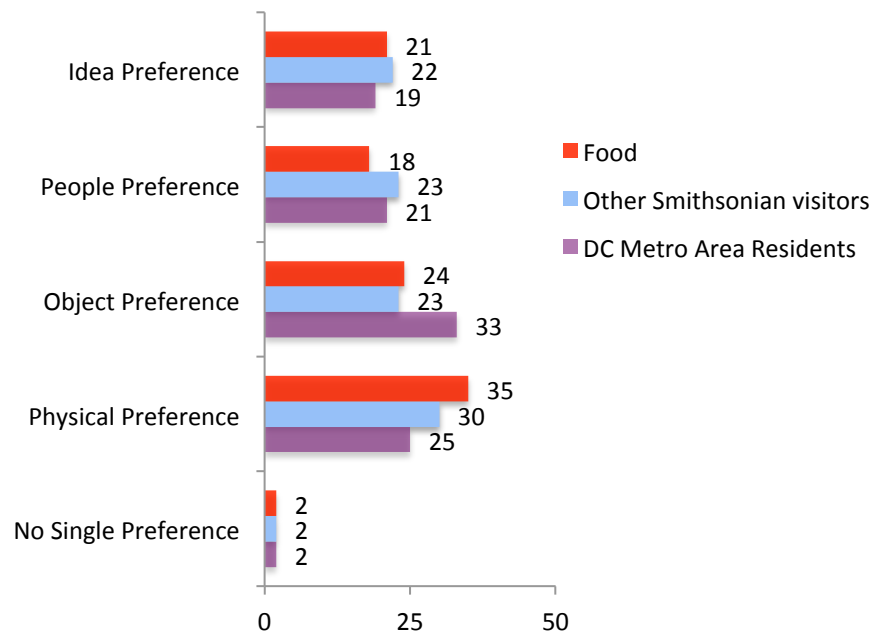
² Standardized scores follow a normal (i.e., bell-curve) distribution with a mean of 0 and a standard deviation of 1.0.

³ A preference indicates that one of the four standardized scores exceeds the other three.

The IPOP theory first hypothesizes that preference influences the choice of museum or exhibition. In this instance, OP&A can compare visitors to *FOOD* with two other samples: all other Smithsonian exhibition visitors who have answered these same questions;⁴ and a representative sample of residents of the Washington Metro Area.⁵

Compared to other Smithsonian visitors who have answered the IPOP questions, visitors to *FOOD* included more of those with a Physical preference. This was even more obvious when compared to regional residents. As with the other Smithsonian exhibitions studied to date, *FOOD* visitors included a lower percentage of those with an Object preference.⁶ (See Figure 5.)

Figure 5
Experience Preferences for Visitors to *FOOD*, Other Smithsonian Exhibitions, and a Regional Sample (in percent)



IPOP theory claims that experience preferences influence what people notice and what they do. In this exhibition:

⁴ At present this is IPOP data on 3,388 individuals in six exhibitions at four museums: National Museum of Natural History (3 exhibitions), Arthur M. Sackler Gallery (1), National Museum of African Art (1), and National Postal Museum (1).

⁵ This sample of 628 people includes those who do not visit museums or zoos regularly, if at all.

⁶ The difference between the *FOOD* visitor profile and other Smithsonian visitors is not statistically significant ($p=.06$), but the difference between the *FOOD* profile and regional residents is ($p<.001$).

- Those with **Idea** or **People** preferences were more likely to have recalled a personal or family **memory** (72% of those with Idea preference and 72% with People preference vs. 66% Object preference and 56% with Physical preference).
- Those with an **Object** preference were most likely to have **learned** something they didn't know before (84% vs. 75% Idea, 75% People, and 60% Physical).
- Those with a **Physical** preference were least likely to report seeing something they once had or remembered (59% vs. 82% Object, 80% Idea, and 79% People).

IPOP theory also holds that experience preference influences behavior and response. In this exhibition:

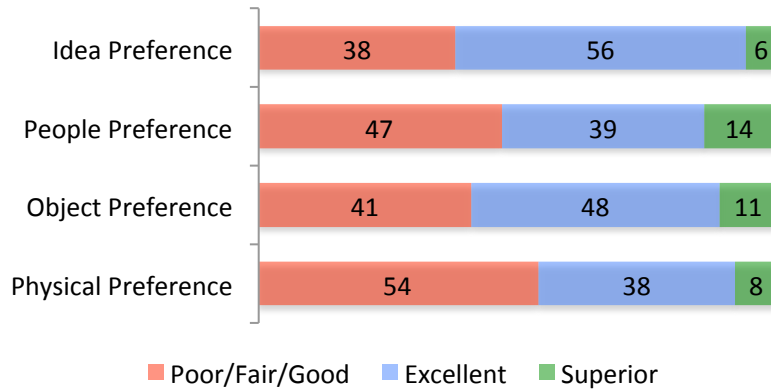
- Those with a **People** preference were much more likely to rate **Julia Child's Kitchen** Superior (33% vs. 24% Object, 20% Idea, and 17% Physical). Those with a **Physical** preference were much more likely to rate Julia Child's Kitchen as Poor, Fair, or Good (48% vs. 26% Idea, 22% Object, and 18% People).
- A similar pattern holds for the ratings of ease of reading written information. Those with a **People** preference were more likely to give a rating of Excellent (58% vs. 48% Idea, 42% Object, and 34% Physical); and those with a **Physical** preference were much more likely to rate ease of reading as Poor, Fair, or Good (56% vs. 46% Object, 40% Idea, and 32% People).
- **Object** preference visitors were more likely to rate the communal **table** Superior (24% vs. 15% People, 10% Idea, and 10% Physical).

When it comes to ratings of overall experience, it is clear that those with People preference were more likely to give Superior ratings, while those with Physical preference were more likely to give Poor/Fair/Good ratings, as shown in Figure 6.

Women in this exhibition were more likely than the men to have People experience preferences (21% vs. 12%) and Object experience preferences (28% vs. 20%), while the men were more likely than the women to have Physical experience preferences (48% vs. 29%).

First-time visitors were more likely than repeat visitors to have Object or Physical experience preferences (28% vs. 19%; 37% vs. 31%), while repeat visitors were much more likely to have an Idea preference (31% vs. 17%). Both first-time and repeat visitors included equal percentages of those with People preference (18% vs. 19%).

Figure 6
Overall Experience Ratings by IPOP Preference
(in percent)



Analysis

As noted above, the overall experience ratings for this exhibition included fewer Superior ratings and more Poor/Fair/Good ratings than did other NMAH exhibitions studied by OP&A. While data in the survey cannot fully explain these ratings, the IPOP working theory on experience preference may shed light, at least in part, on the low ratings.

The visitors who prefer Physical experiences were unhappier than other visitors, perhaps because there was an absence of exhibition features and experiences that matched their experience preference:

- Physical preference visitors were LESS likely to see something they had/remembered, to learn something, or to recall personal/family memories.
- Physical preference visitors gave much lower ratings to Julia Child’s Kitchen and the ease of reading written information.
- Physical preference visitors rated their overall experience lower.

These Physical preference visitors were more likely to be younger men (Mean age 33.8 vs. 41.4 Object, 41.6 People, and 43.3 for Idea preference visitors).

When Physical preference visitors are excluded from the calculation, the overall experience rating of Excellent rises from 46% to 49%, Poor/Fair/Good drops from 46% to 41%, and Superior ratings rise from 8% to 10%.

The survey data can also suggest what might have motivated those who rated their overall experience Superior in this exhibition. When those who rated exhibition sections and features Superior are measured against those who rated their overall experience Superior, two of the eight rated items have statistically significant associations.⁷

- Those who marked spending time with others or the technological impacts section Superior were 15 times more likely than other visitors to mark their overall experience as Superior.
- Those who marked Julia Child's kitchen Superior were 11 times more likely than other visitors to mark their overall experience as Superior.

Observations

The great majority of visitors to the exhibition were led to remember things that they once had, to learn something new, and to recall personal or family memories. Visitors also gave high ratings to the display of Julia Child's kitchen. In contrast, the other sections of the exhibition received relatively low ratings. The overall experience ratings by visitor came out much lower than is typical in NMAH.

The reasons for this unusual result are not entirely clear. Based on the IPOP theory OP&A is developing, in part the reason may be the audience included a relatively high percentage of people a preference for physical experiences and that they found little to engage them, so that their overall experience ratings were lower than those of other visitors.

The relatively high percentage of Physical preference visitors in this exhibition could possibly reflect the subject matter of the exhibition – food is a very physical experience, both in the making and in the consuming. IPOP theory would predict that an exhibition entitled *FOOD* would be a strong draw for those with Physical experience preference, many of whom are likely to be particularly interested in cooking (and eating).

In the case of *FOOD: Transforming the American Table 1950-2000*, the exhibition seems to have worked best for those with a People preference, and worst for those with a Physical preference.

⁷ This is determined through a logistic regression model with Superior overall experience ratings as the dependent variable and Superior ratings of sections and features as the independent variables. The model has a Cox & Snell R Square of 0.30. Significance values are all less than .003.

More puzzling is the fact that so few visitors overall rated their experiences in the exhibition as Superior. Although those visitors who prefer People experiences came closest to the expected Superior scores, they were also much more likely than the average NMAH audience to give Poor/Fair/Good ratings. The data indicates that those few who were most excited about the exhibition were very pleased with their social experience, Julia Child's kitchen, and the technology section. It cannot tell us why more visitors did not feel this way.

A possible connection between IPOP preference and repeat visitation is especially provocative. The data seem to suggest that first-time visitors are drawn by the possibility of Object or Physical experiences, but those who return are attracted more by the potential to engage with Ideas. There is no way to know from this data, of course, whether that is true just for the audience to this exhibition or for the NMAH audience as a whole.

Recommendation

An exhibition that produces overall experience ratings that fall outside the norm, whether they are higher than expected or lower, offers an opportunity to learn something important about what to do and what not to do in making exhibitions. A study tells you how different things influence visitor experiences and ratings. That helps you know what to do and not do given the audience you want to attract. The OP&A study team recommends that the museum study this exhibition in greater detail to determine more precisely what lies behind these low ratings. Interviews with visitors, for example, would establish a set of likely possibilities that could then be tested in a simple follow-up survey. Alternatively, an online survey with open-ended questions is an excellent means of exploring the visit experience in greater detail, as experience has shown that visitors are more likely to take the time to provide in-depth answers in a more relaxed environment than when they are at a museum with limited time, pressure from those they are visiting with, etc. It is possible, for example, that design issues may be negatively affecting visitor experience in this exhibition. The survey did not include any questions about design. During the survey a few visitors who spoke with interviewers about what they thought needed to be improved said that they had had trouble linking objects with their descriptions. This might be one of the details negatively affecting the visitor experience.

Appendix A: The Survey Questionnaire

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Summer 2013 Food: Transforming the American Table Exhibition Survey

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

Please rate your overall experience in the *Food: Transforming the American Table* exhibition today:
 Poor Fair Good Excellent Superior

Please rate the following aspects of the *Food: Transforming the American Table* exhibition:

	N/A	Poor	Fair	Good	Excellent	Superior
Julia Child's kitchen installation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Displays of technological impacts on food (ex. microwave, donut maker, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Displays on wine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Displays of cultural impacts on food (ex. Mexican, counterculture, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communal table with chairs to sit at	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please rate the following with regard to the *Food: Transforming the American Table* exhibition:

	N/A	Poor	Fair	Good	Excellent	Superior
Quality of written information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of reading written information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibition as a place to visit with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of the following did you do in the exhibition today? (Please mark all that apply)

<input type="checkbox"/> Watch video(s)	<input type="checkbox"/> Interact with the food wheel on the table
<input type="checkbox"/> Sit at the table	<input type="checkbox"/> Food-related talk in your visit group
<input type="checkbox"/> See something you once had or remember	<input type="checkbox"/> Recall a personal or family memory
<input type="checkbox"/> Learn something you didn't know before	<input type="checkbox"/> Talk to someone who is NOT in your visit group
	<input type="checkbox"/> None of the above

Do you have a cell phone that can access the internet? Yes No

IF YES, how did you use it today in the museum? [Mark one or more]

<input type="checkbox"/> Took photos for myself or to share later
<input type="checkbox"/> Looked up info about something I saw here
<input type="checkbox"/> Other: _____

Help us understand your interests. For items below, select the degree to which each describes you:

<i>I like to:</i>	...bring people together	<input type="checkbox"/> Not me at all	<input type="checkbox"/> A little me	<input type="checkbox"/> Me	<input type="checkbox"/> Very much me
	...divide things into categories	<input type="checkbox"/> Not me at all	<input type="checkbox"/> A little me	<input type="checkbox"/> Me	<input type="checkbox"/> Very much me
	...identify patterns	<input type="checkbox"/> Not me at all	<input type="checkbox"/> A little me	<input type="checkbox"/> Me	<input type="checkbox"/> Very much me
	...jog/run for fun	<input type="checkbox"/> Not me at all	<input type="checkbox"/> A little me	<input type="checkbox"/> Me	<input type="checkbox"/> Very much me
	...know how things are made	<input type="checkbox"/> Not me at all	<input type="checkbox"/> A little me	<input type="checkbox"/> Me	<input type="checkbox"/> Very much me
	...play competitive sports	<input type="checkbox"/> Not me at all	<input type="checkbox"/> A little me	<input type="checkbox"/> Me	<input type="checkbox"/> Very much me
	...spend my leisure time with other people	<input type="checkbox"/> Not me at all	<input type="checkbox"/> A little me	<input type="checkbox"/> Me	<input type="checkbox"/> Very much me
	...shop	<input type="checkbox"/> Not me at all	<input type="checkbox"/> A little me	<input type="checkbox"/> Me	<input type="checkbox"/> Very much me

Do you live in the United States or another country?

United States, specify ZIP code: Another country, specify: _____

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

What is your age? Are you male or female? Male Female

Thank you for your assistance!

Ses Seg 1 2 3 4 Status C R L I I (age) Int ID

Appendix B: Response Frequencies

Is this your first visit to the National Museum of American History?

Yes	64%
No	36%
TOTAL	100%

Previous visits to National Museum of American History:

Visits: 1	33%
Visits: 2	22%
Visits: 3	17%
Visits: 4+	29%
TOTAL	101%*

Please rate your overall experience in the *FOOD: Transforming the American Table 1950-2000* exhibition today:

Poor	0%
Fair	6%
Good	40%
Excellent	46%
Superior	8%
TOTAL	100%

Please rate the following aspects of the *Food: Transforming the American Table* exhibition:

Ratings of Exhibits (excluding N/A):

	Julia Child's Kitchen	Technology Displays	Wine Displays	Cultural Displays	Communal Table
<i>Poor</i>	0%	1%	2%	2%	5%
<i>Fair</i>	5%	9%	10%	12%	16%
<i>Good</i>	27%	45%	46%	45%	38%
<i>Excellent</i>	44%	37%	33%	32%	28%
<i>Superior</i>	24%	9%	10%	9%	14%

* Wording is shortened. See Appendix A for the actual wording on the questionnaire.

** Those who marked N/A were removed from the tabulation. Below table presents the percentage of N/A based on all responses.

	Julia Child's Kitchen	Technology Displays	Wine Displays	Cultural Displays	Communal Table
<i>N/A</i>	4%	6%	11%	7%	11%

Note: Total adds up to more than 100% due to rounding.

Please rate the following with regard to the *Food: Transforming the American Table* exhibition:

Ratings (excluding N/A):

	Quality of Written Information	Ease of Reading Written Information	Exhibition as Place to visit with others
<i>Poor</i>	1%	2%	2%
<i>Fair</i>	9%	9%	11%
<i>Good</i>	40%	34%	36%
<i>Excellent</i>	41%	42%	39%
<i>Superior</i>	10%	12%	12%

*** Those who marked N/A were removed from the tabulation. Below table presents the percentage of N/A based on all responses.

	Quality of Written Information	Ease of Reading Written Information	Exhibition as Place to visit with others
N/A	7%	6%	7%

Which of the following did you do in the exhibition today? (*Please mark all that apply*)

Watch Video(s)	40%
Sit at the table	27%
See something you once had or remember	73%
Learn something you didn't know before	71%
Interact with the food wheel on the table	30%
Food-related talk in your visit group	32%
Recall a personal or family memory	64%
Talk to someone NOT in your visit group	12%
None of the above	5%

Do you have a cell phone that can access the internet?

Yes	75%
No	25%
TOTAL	100%

IF YES, how did you use it today in the museum? [Mark one or more]

Took photos for myself or to share later	59%
Looked up info about something I saw here	13%
Other:	14%

Do you live in the United States or another country?

United States	86%
<u>Another country</u>	<u>14%</u>
TOTAL	100%

Are you visiting alone or with other people?

Alone	8%
<u>With others</u>	<u>92%</u>
TOTAL	100%

What is your age?

Aged 60 or above	12%
Aged 50-59	17%
Aged 40-49	23%
Aged 30-39	13%
Aged 18-29	26%
<u>Aged 17 or under</u>	<u>9%</u>
TOTAL	100%

Are you male or female?

Male	39%
<u>Female</u>	<u>61%</u>
TOTAL	100%