



Pioneers of Flight: **Exhibition Evaluation**

**Submitted to the
National Air and Space Museum**

**by
The Office of Policy and Analysis
December 2012**



Smithsonian Institution

Barron Hilton Pioneers of Flight: Exhibition Evaluation

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Background

Barron Hilton Pioneers of Flight (PoF) is a major exhibition in the middle of the south side second floor of the National Air and Space Museum (NASM) Mall Building, overlooking the *Milestones of Flight* gallery on the north side. *PoF* presents an eclectic assortment of aircraft and artifacts united by the fact that all were associated with aviators and aviatrix who pushed existing social and technological limits of flight. Each exhibit presents a pioneering step in 20th Century aviation, especially during the decades of the 1920's and 1930's. It covers accomplishments in military and civilian aviation. This exhibition tells the stories of the aviators who pushed existing limits.

NASM asked the Smithsonian Office of Policy and Analysis (OP&A) to conduct a study of visitor reactions to the exhibition, especially considering that a reinstatement emphasized activities for families. OP&A staff intercepted visitors exiting the exhibition.² Interviews were conducted on Thursday, July 12, Saturday, July 14, and Monday, July 16. Overall, 473 visitors were intercepted. 328 completed the survey for a participation rate of 69 percent.³

¹ Katie Behrens, an intern from Syracuse University managed the survey fieldwork and processing of the data sets. Katie also was the lead analyst in writing this report with assistance from David Karns, Senior Social Scientist in the Office of Policy and Analysis. OP&A also wishes to acknowledge the invaluable contributions of NASM staff in the construction of the questionnaire and interviewing visitors.

² *PoF* does not have defined doors to the exhibition; rather it has one side fully open to the hallway between *PoF* and *Milestones of Flight*. As a consequence, the OP&A staff interviewers were stationed near the western and eastern ends of the open side. Visitors were randomly selected as they left the exhibition. Visitors who looked at aircraft in *PoF* while walking in the hallway, or simply stepped a few feet into the exhibition and then moved on, were not intercepted. Since the flow was not constrained by an exit, OP&A did not follow the standard methodology of counting exiting visitors and weighting by flow.

³ 109 intercepted visitors refused to participate (23%) and 36 (8%) did not speak English or had another language difficulty that prevented them from participating.

Findings

Rating

Visitors were asked to rate their overall experiences at the *Pioneers of Flight* Exhibition on a five point-scale that has been applied by OP&A across Smithsonian exhibitions and museums: *Poor, Fair, Good, Excellent, and Superior*. In general, visitors who are basically satisfied with their visits tend to mark *Excellent*. Visitors who are critical tend to select one of the lower three categories—*Poor, Fair, or Good*. Those who have very positive responses tend to mark *Superior*.

Nearly four-fifths of the exhibition visitors said that their experiences were Superior (14%) or Excellent (64%). Overall, exhibition visitors gave *PoF* a higher rating compared to the average Smithsonian exhibition (Excellent and Superior combined; 67%). (See Figure 1.)

Figure 1

Rating of Overall Experience in Exhibition

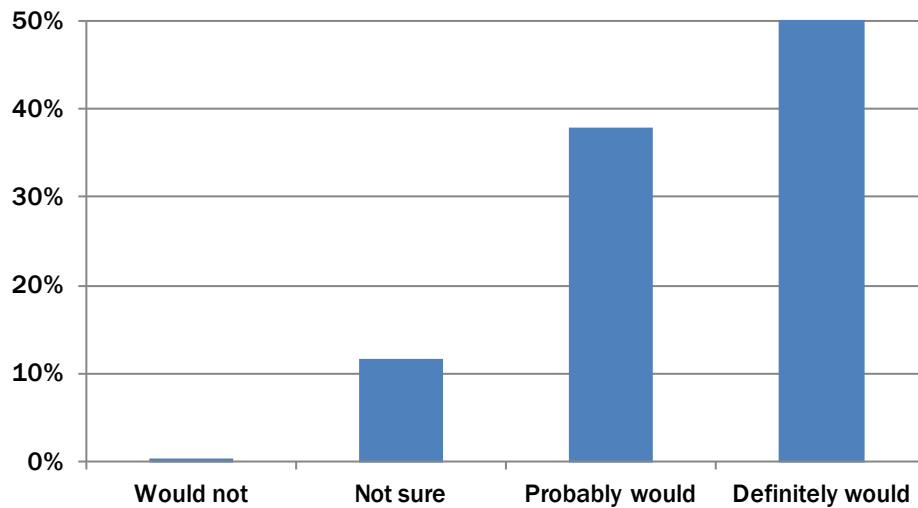


Recommendation to Visit PoF

Half of the visitors at *Pioneers of Flight* “Definitely would recommend” (50%) this exhibition to families with young children. Less than one percent indicated that they would not recommend it to families.

Figure 2

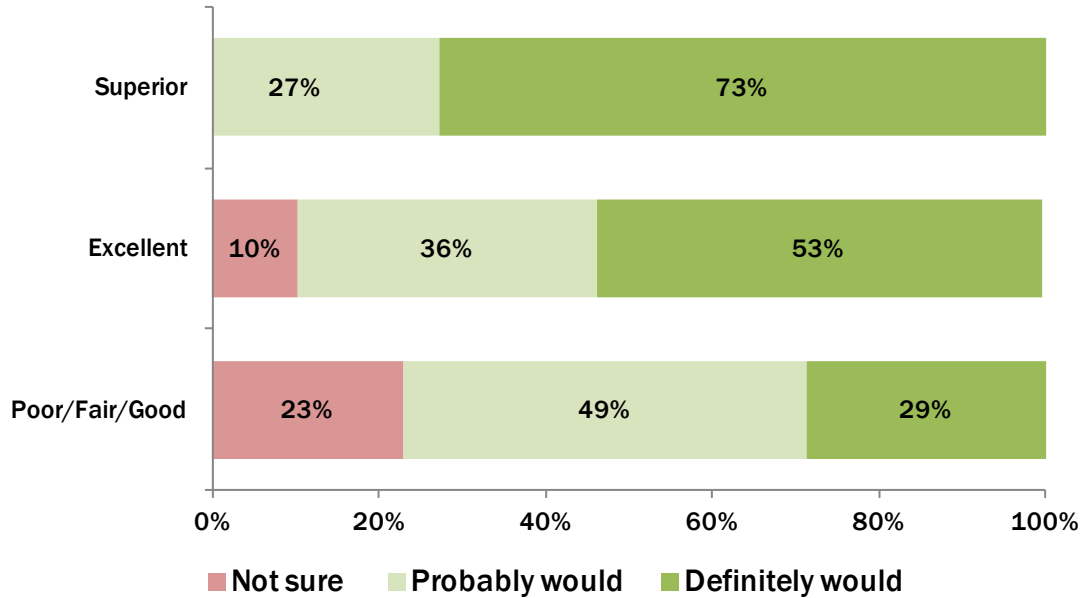
Would you recommend this exhibition to families with young children?



Visitors at *Pioneers of Flight* translated their positive experiences into a strong propensity to say that they recommend the exhibition to visitors with young children. Three out of four visitors that marked the highest rating for the exhibition, “Superior” would “*Definitely*” recommend this exhibition to families with young children, the remaining one fourth probably would. About nine out of ten visitors who rated the exhibition as “Excellent,” said that they “*Probably*” or “*Definitely*” would recommend this exhibition to families with young children (89%). The comparisons between Superior, Excellent, and Good or lower, are very striking regarding the willingness to “*Definitely*” recommend *PoF*, ranging from 29 percent for less satisfied visitors to 73 percent for the most satisfied.

Figure 3

Would you recommend this exhibition to families with young children?⁴



What visitors did in *Pioneers of Flight*

Almost half of the visitors spent 15 minutes or less in *Pioneers of Flight* (46%). Nearly one in three visitors spent between 15-30 minutes (33%) and about one in five spent more than 30 minutes in the exhibition (21%).

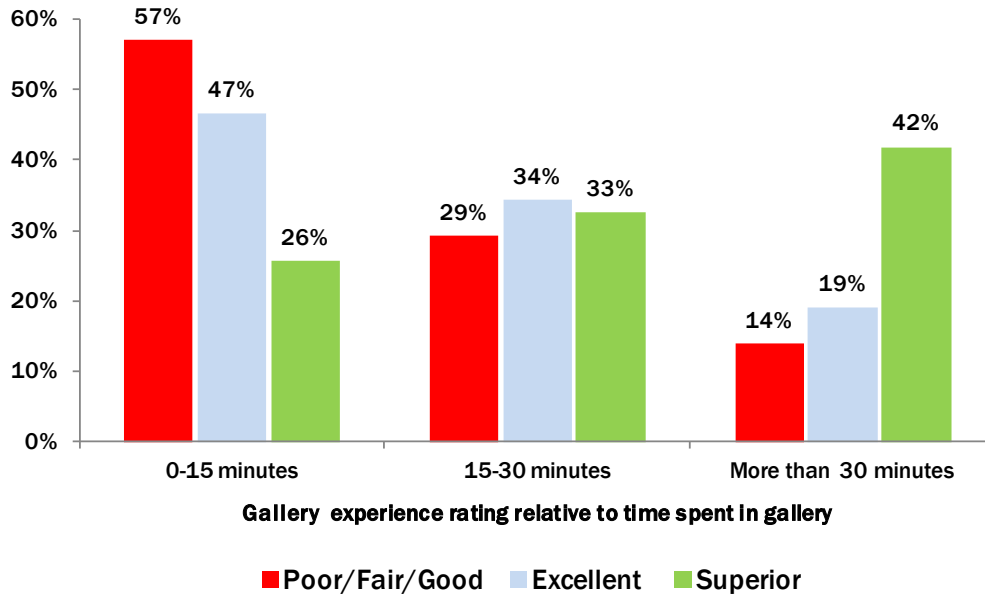
There is a strong correlation between time spent in the exhibition and overall rating. Generally the more time a visitor spent in the exhibition the higher his or her overall rating. More than four out of ten visitors who said that they spent more than 30 minutes rated the exhibition as *Superior* compared with one-quarter of those who spent less than 15 minutes in the exhibition.⁵

⁴ The responses “Poor, Fair, Good” were combined into one category due to the small sample size for each group.

⁵ The large percentage of *PoF* visitors who reported spending more than a half hour in the exhibition seems impressive, anecdotally, however, OP&A does not have a database with statistics to reliably compare it with other Smithsonian exhibitions.

Figure 4

Pioneers of Flight Experience Rating by Time Spent in Exhibition



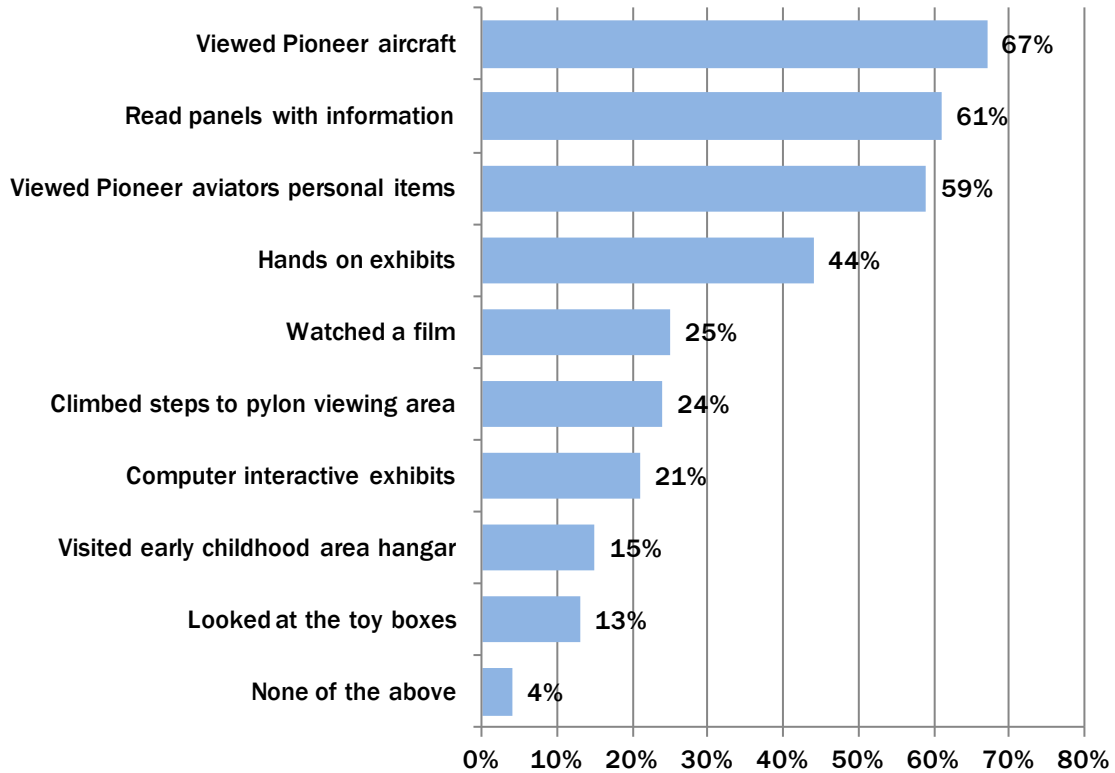
Respondents were asked to mark what they did in the exhibition. Most visitors viewed the Pioneer aircraft (67%), read panels with information (61%), and viewed Pioneer aviators’ personal items (59%). Fewer than half used hands-on exhibits (44%), while about a quarter said that they used computer interactive exhibits (25%),⁶ watched a film (24%) or climbed the steps in the pylon viewing area (21%).

Visitors who used computer interactive exhibits, viewed pioneer aviators’ personal items or watched a film expressed significantly more satisfaction (higher ratings). Likewise, visitors who said that one reason that they were visiting was because of the *Find Amelia Earhart Family Guide* were significantly more likely to rate their exhibition experience as “Superior.”

⁶ The exhibition has four interactive exhibits so access to them was limited during periods of high visitation.

Figure 5

What activities did you do while in the *Pioneers of Flight* exhibition?



Visitors accompanied by youth were significantly more likely to report engaging with hands-on exhibits, computer interactives, early childhood hangar area, climbing the steps to the pylon viewing area, and looking in the toy boxes, than visitors unaccompanied by children.

Asked to state their favorite part⁷ of *Pioneers of Flight*, visitors overwhelmingly volunteered Amelia Earhart (42%).⁸ Another 17 percent mentioned aviators other than Earhart and one-quarter mentioned aircraft or balloons (11% aircraft generally and 16% specific aircraft). The personal stories of the pioneer aviators struck a sympathetic chord among *PoF* visitors.

⁷ A few respondents provided more than one favorite although the question asked for “ONE favorite part.”

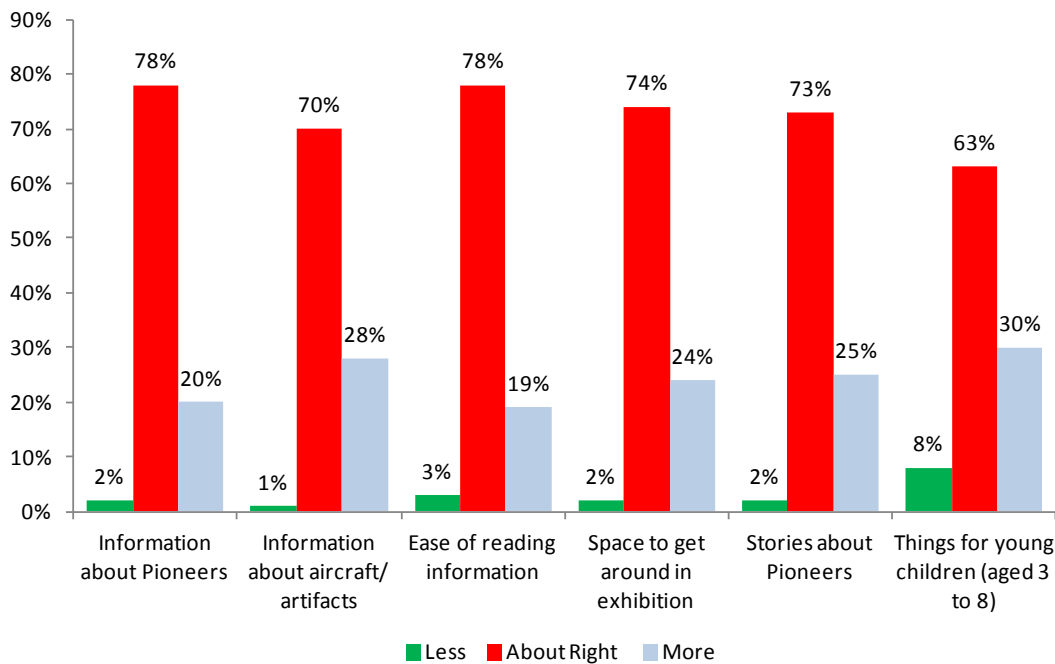
⁸ 34% mentioned her alone while another 5% mentioned her in addition to another aviator or aircraft and another 3% mentioned her Lockheed Vega.

Enhancing the visit experience

Given the option of how to enhance their experiences in the exhibition by adding more or reducing features, the percentages selecting more of a feature were very similar across six features. Likewise, the percentage saying less was essentially zero for five features (about one in twelve said that fewer things for young children would have enhanced their experiences. Roughly three-quarters of the respondents said that the amount of five of the features were “about right” in the current design, while a quarter would like “more” and a very small percentage said “less. The largest percentages for “more” and “less” were *Things for young children* (30% more and 8% less).

Figure 6

Would the more or less of the following features have enhanced your overall experience in the *Pioneers of Flight* Exhibition?



While about one in three people felt “more” things for young children would enhance their experiences in *Pioneers of Flight* (30%), almost one in ten felt that “less” things for young children would enhance their experiences (8%). The presence of children in the visit group was a significant correlate of whether a survey respondent wanted “more” of “less” for young children, although for no other feature. Half of the survey respondents

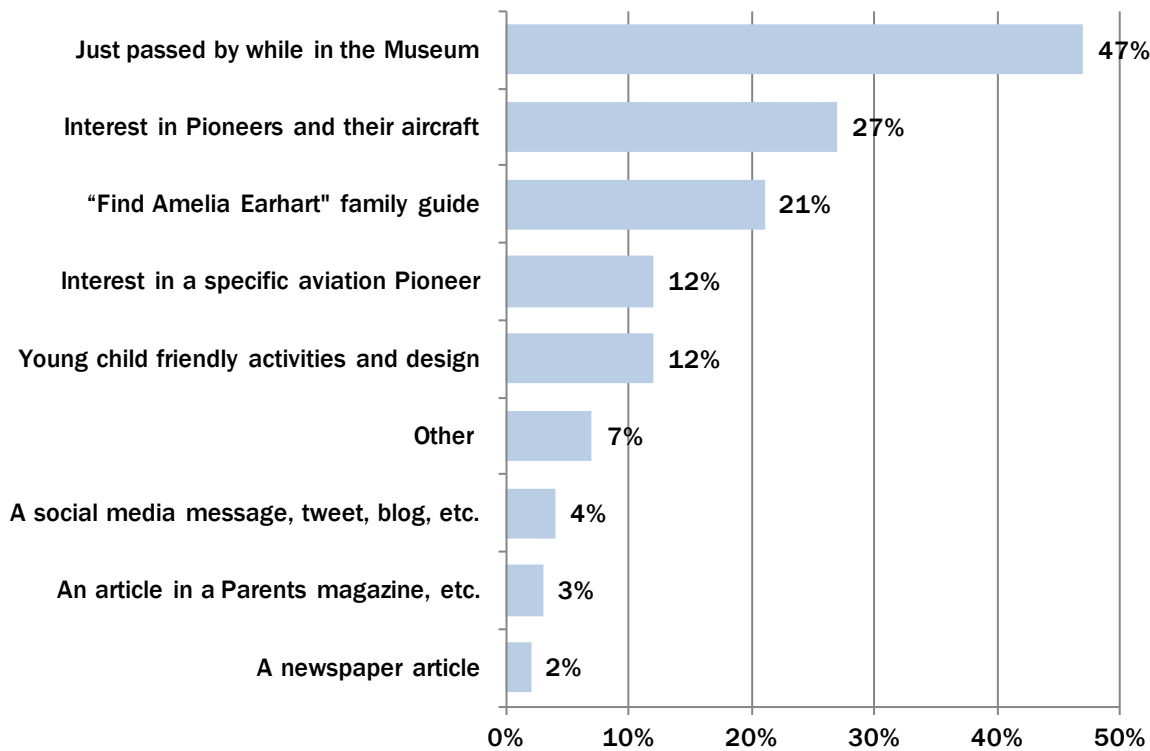
visiting with children sought “more” (53% with a child under 9 and 46% with a child 9 to 12). Conversely, about one-out-of-seven respondents in an adult only group marked “more” (15%) and “less” (14%).

Why visitors were interested in visiting *PoF*

Visitors were asked “What made you interested in visiting this exhibition, *Pioneers of Flight Today*?” There were nine options available for responses; visitors were allowed to mark more than one response. Of the nine almost half of the visitors marked the option *just passed by while in the museum* (47%). The next two largest responses were to “Find Amelia Earhart” Family guide (21%) and Interest in Pioneers and their aircraft (27%). The options with the lowest responses were *A social media message, tweet, blog, etc.* (4%); *an article in a Parents magazine, etc.* (3%); A newspaper article (2%).

Figure 7

What made visitors interested in visiting the *Pioneers of Flight* Exhibition?



The absence or presence of children in a visit group was a key variable in the selection of a reason for visiting *PoF*. Respondents in adult only visit groups were significantly more likely to mention “Interest in Pioneers and their aircraft” (30% for adult only groups versus 24% for other groups) and “Just passing by” (53% for adult only groups versus 43% for other groups). On the other hand, the adult only groups were significantly less likely to mention “Find Amelia Earhart Family Guide” (16% versus 25%), “Young children friendly activities and design” (5% versus 18%) and “interest in a specific aviation Pioneer” (7% versus 16%). Overall, visitors in groups with young children (under 9) were most likely to mention “Young child friendly activities and design” (27% versus 8% for other visitors). Visitors with elementary school age children (9 to 12) were significantly more likely to mention the “Find Amelia Earhart family guide” (31% versus 18%) and mention “Young child friendly activities and design” (19% versus 10% for other visitors).

Surprise at finding exhibits and programs for young children

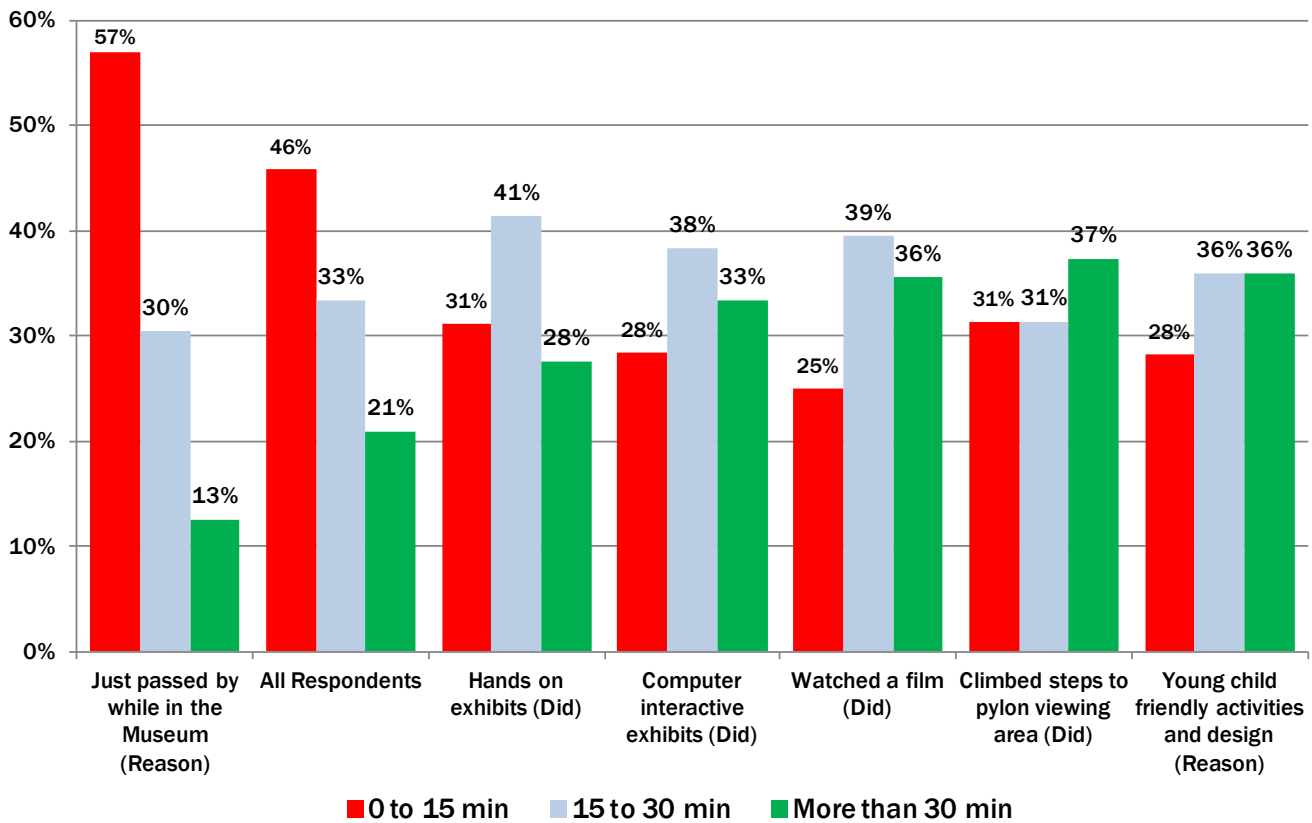
Half of all respondents were surprised to find exhibits and programs for young children in *PoF* (51%). One in ten (11%) claimed to not be surprised because they already knew that *PoF* was designed for families with young children, and nearly a third said that they were not surprised because they considered that NASM, as a whole was designed for families (30%). Fewer than one in ten said that they did not see anything special for young children (8%). These responses were significantly correlated with the respondent’s overall exhibition rating. About one-quarter of the respondents who rated their experiences as Poor, Fair or Good marked that they did not see anything special for families with young children (23%) compared with one out of twenty for more satisfied visitors (4% for Excellent and 5% for Superior ratings). At the same time, more satisfied visitors were more likely to say that they were surprised. Respondents who marked that they would recommend the exhibition to families with small children were more likely to say that they had been surprised, and less likely to report not seeing anything special for children.

Estimated time spent in *Pioneers of Flight*

Nearly half of all *PoF* visitors estimated spending less than 15 minutes in the exhibition (46%), a fifth said that they spent more than 30 minutes in the exhibition (21%). There were no significant differences between respondents based on visitor demographics. On the other hand, visitors who reported engaging with Hands-on exhibits or Computer interactive exhibits, Watching a film or Climbing the steps to the pylon viewing area spent significantly more time in the exhibition. Likewise, visitors who said that they visited because of the young child friendly activities and design spent more time, while those who visited while just passing by spent significantly less time in the exhibition.

Figure 8

How much time did you spend in the *Pioneers of Flight* exhibition by activities and reason for visit?



Observations

The *Barron Hilton Pioneers of Flight* exhibition engaged most visitors to the extent that eight out of ten rated it as “Superior” or “Excellent.” More than half spent more than 15 minutes in the exhibition and engaged in behaviors such as viewing the pioneers’ aircraft and personal objects, reading panels and exploring hands-on exhibits. Even more important, the exhibition actively engaged a target audience of families with young children. This audience was more actively engaged with features of the exhibit design designed to appeal to it. Half of visitors accompanied by young children said that they would “definitely recommend” the exhibition to parents of young children, exactly the same as for all respondents. Combined with “Probably would” the favorable total is nearly nine out of ten, allowing little room for parents to be more supportive than other visitors.

Perhaps, one interesting observation is the extent to which the stories, and associated objects, of the aviation pioneers were the favorite parts of the exhibition, and, by assumption, the parts that will be most remembered. Amelia Earhart was the single most interesting pioneer. NASM had just begun participating in a multi-unit Smithsonian activity using the *Find Amelia Earhart Family Guide*. This guide was mentioned by a quarter of all respondents (including those unaccompanied by youth) as a reason for visiting. Additional multi-museum initiatives associated with prominent aviators may be a method to increase visitation at NASM in conjunction with other museums.

Appendix A

Survey Questionnaire

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National Air and Space Museum
Pioneers of Flight

| <p>Is this your first visit to this museum, the National Air and Space Museum?</p> | <input type="radio"/> Yes <input type="radio"/> No | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|--|--------------------------|--|------------------------|--|--------------------------|--|--------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------------------|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|-----------------------|
| <p>Please rate your overall experience in this exhibition, <i>Pioneers of Flight</i>.</p> | <input type="radio"/> Poor <input type="radio"/> Fair <input type="radio"/> Good <input type="radio"/> Excellent <input type="radio"/> Superior | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>What was your ONE favorite part of the <i>Pioneers of Flight</i> exhibition?</p> | <hr style="border: 0; border-top: 1px solid black;"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Which of the following did you do in this gallery today? [Mark one or more]</p> | <input type="checkbox"/> Hands-on exhibits <input type="checkbox"/> Computer interactive exhibits <input type="checkbox"/> Visited early childhood area (hangar) <input type="checkbox"/> Viewed Pioneer aviators' personal items <input type="checkbox"/> Viewed Pioneer aircraft <input type="checkbox"/> Read panels with information <input type="checkbox"/> Watched a film <input type="checkbox"/> Climbed steps to pylon viewing area <input type="checkbox"/> Looked at the toy boxes <input type="checkbox"/> None of the above | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Would more or less of the following have enhanced your experience in this exhibit?</p> | <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;"></th> <th style="width: 33%; text-align: center;">Less</th> <th style="width: 33%; text-align: center;">About right</th> <th style="width: 33%; text-align: center;">More</th> </tr> </thead> <tbody> <tr> <td>Information about Pioneers</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Information about aircraft/artifacts</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Ease of reading information</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Space to get around in exhibition</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Stories about the Pioneers</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Things for young children (aged 3 to 8)</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> </tbody> </table> | | Less | About right | More | Information about Pioneers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Information about aircraft/artifacts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Ease of reading information | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Space to get around in exhibition | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stories about the Pioneers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Things for young children (aged 3 to 8) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | Less | About right | More | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Information about Pioneers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Information about aircraft/artifacts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ease of reading information | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Space to get around in exhibition | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stories about the Pioneers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Things for young children (aged 3 to 8) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>What made you interested in visiting this exhibition, <i>Pioneers of Flight</i> today? [Mark one or more]</p> | <input type="checkbox"/> "Find Amelia Earhart" family guide <input type="checkbox"/> Young child friendly activities and design <input type="checkbox"/> A newspaper article <input type="checkbox"/> A social media message, tweet, blog, etc. <input type="checkbox"/> An article in a Parents magazine, etc. <input type="checkbox"/> Interest in Pioneers and their aircraft <input type="checkbox"/> Interest in a specific aviation Pioneer (please specify) _____ <input type="checkbox"/> Just passed by while in the Museum <input type="checkbox"/> Other (please specify) _____ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Were you surprised to find exhibits and programs for young children (aged 3 to 8) at this exhibition, <i>Pioneers of Flight</i>?</p> | <input type="checkbox"/> No, because I knew that <i>Pioneers of Flight</i> was designed for families with young children <input type="checkbox"/> No, because the whole Museum was designed for families <input type="checkbox"/> Yes <input type="checkbox"/> Didn't see anything special for families with young children | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Would you recommend this exhibition to families with young children?</p> | <input type="checkbox"/> Would not <input type="checkbox"/> Not sure <input type="checkbox"/> Probably would <input type="checkbox"/> Definitely would | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>About how much time did you spend in this exhibit today?</p> | <input type="radio"/> 0-15 min <input type="radio"/> 15-30 min <input type="radio"/> More than 30 min | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>*Are you a female or a male?</p> | <input type="radio"/> Female <input type="radio"/> Male | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>*What is your age?</p> | <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block; margin-left: 10px;"></div> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>*Where do you live?</p> | <input type="radio"/> United States, specify ZIP code: <div style="border: 1px solid black; width: 60px; height: 20px; display: inline-block;"></div> <input type="radio"/> Another country, specify: _____ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>*With whom are you visiting today?</p> | <input type="checkbox"/> I am with a school group/organized group <input type="checkbox"/> I am alone <input type="checkbox"/> I am with other people | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>*If you are with others, how many people other than yourself are with you? [Write the NUMBER of people]</p> | <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; text-align: center;"> <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> </td> <td style="width: 33%; text-align: center;"> # of Adults 18 & over </td> <td style="width: 33%; text-align: center;"> <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> </td> <td style="width: 33%; text-align: center;"> # of Youth 12 to 17 </td> </tr> <tr> <td style="text-align: center;"> <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> </td> <td style="text-align: center;"> # of Children 9 to 12 </td> <td style="text-align: center;"> <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> </td> <td style="text-align: center;"> # of Children under 9 </td> </tr> </table> | <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> | # of Adults 18 & over | <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> | # of Youth 12 to 17 | <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> | # of Children 9 to 12 | <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> | # of Children under 9 | | | | | | | | | | | | | | | | | | | | |
| <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> | # of Adults 18 & over | <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> | # of Youth 12 to 17 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> | # of Children 9 to 12 | <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> | # of Children under 9 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p><i>Thank you for your time and assistance!</i></p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>ID <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div></p> | <p>Session <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div></p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Segment <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3</p> | <p>Status <input type="radio"/> C <input type="radio"/> R <input type="radio"/> L <input type="radio"/> I</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

APPENDIX: STATISTICAL TABLES

Table 1: Is this your first visit to NASM?

| | | First or Return NASM Visit | | | Overall Exhibition Rating | | | Recommend <i>PoF</i> to families with young children | |
|----------------------|-------|----------------------------|--------------|-------------|---------------------------|-----------|----------|--|----------------|
| Response | | All Respondents | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes |
| Visited NASM Before? | No | 41 | na | na | 46 | 41 | 36 | 44 | 39 |
| | Yes | 59 | na | na | 54 | 59 | 64 | 56 | 61 |
| | Total | 100 | na | na | 100 | 100 | 100 | 100 | 100 |

NOTE: Cells shaded blue are significant at the 0.03 probability level using a Chi-square statistic.

Table 1 (continued): Is this your first visit to NASM?

| | | Age Generation | | | | | Estimated time in exhibition | |
|----------------------|-------|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|------------------------------|----------------------|
| Response | | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes |
| Visited NASM Before? | No | 41 | 65 | 31 | 43 | 33 | 47 | 36 |
| | Yes | 59 | 35 | 69 | 57 | 67 | 53 | 64 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Values that are show in RED are statistically significant at the 0.03 probability level.

Table 1 (continued): Is this your first visit to NASM?

| | | Adult group only | | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|---------------------|-------|------------------|-----------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|
| Response | | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| Visited NASM before | No | 41 | 46 | 35 | 45 | 32 | 41 | 42 | 37 | 54 |
| | Yes | 59 | 54 | 65 | 55 | 68 | 59 | 58 | 63 | 46 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 2: Rate your overall experience in *Pioneers of Flight*?

| | | First or Return NASM Visit | | | Overall Exhibition Rating | | | Recommend PoF to families with young children | |
|---|-----------|----------------------------|--------------|-------------|---------------------------|-----------|----------|---|----------------|
| Response | | All Respondents | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes |
| Rate your overall experience at this exhibition | Poor | * | 1 | 1 | na | na | na | 0 | * |
| | Fair | 2 | 2 | 1 | na | na | na | 2 | 1 |
| | Good | 21 | 23 | 19 | na | na | na | 29 | 11 |
| | Excellent | 63 | 63 | 64 | na | na | na | 61 | 68 |
| | Superior | 14 | 12 | 15 | na | na | na | 8 | 20 |
| | Total | 100 | 100 | 100 | na | na | na | 100 | 100 |

Note: * less than 1% but greater than 0%.

na Not appropriate because the column variable (banner) is the same as the row variable (stub)

Table 2 (continued): Rate your overall experience in *Pioneers of Flight*?

| | | Age Generation | | | | Estimated time in exhibition | | |
|---|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|------------------------------|----------------------|-----|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| Rate your overall experience at this exhibition | Poor | * | 0 | 0 | 1 | 0 | 1 | 0 |
| | Fair | 2 | 3 | 0 | 2 | 1 | 2 | 1 |
| | Good | 21 | 24 | 18 | 19 | 26 | 25 | 17 |
| | Excellent | 63 | 62 | 55 | 67 | 64 | 65 | 63 |
| | Superior | 14 | 11 | 27 | 12 | 8 | 7 | 19 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 2 (continued): Rate your overall experience in *PoP*?

| | | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|---|-----------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|
| Response | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| Rate your overall experience at this exhibition | Poor | * | 0 | 1 | * | 0 | * | 0 | 0 |
| | Fair | 2 | 2 | 1 | 1 | 2 | 0 | 1 | 3 |
| | Good | 21 | 22 | 20 | 20 | 22 | 19 | 20 | 23 |
| | Excellent | 63 | 61 | 67 | 63 | 64 | 67 | 64 | 61 |
| | Superior | 14 | 16 | 11 | 14 | 12 | 11 | 20 | 14 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 3: Rating of experience in *Pioneers of Flight* based on activities done

| Response | All Respondents | Hands on exhibits | | Computer interactive exhibits | | Visited early childhood area hangar | | Viewed Pioneer aviator's personal items | | Viewed Pioneer aircraft | | |
|---|-----------------|-------------------|-----|-------------------------------|-----|-------------------------------------|-----|---|-----|-------------------------|-----|-----|
| | | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | |
| Rate your overall experience at this exhibition | Good | 23 | 25 | 20 | 26 | 12 | 23 | 18 | 30 | 17 | 25 | 22 |
| | Excellent | 63 | 65 | 62 | 62 | 68 | 65 | 57 | 62 | 64 | 64 | 63 |
| | Superior | 14 | 10 | 18 | 12 | 20 | 12 | 24 | 8 | 18 | 11 | 15 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: No respondent answered "Poor" or "Fair" in this table.

Table 3 (continued): Rating of experience in *Pioneers of Flight* based on activities done

| Response | All Respondents | Read information panels | | Watched a film | | Climbed steps to pylon viewing area | | Looked at toy boxes | | |
|---|-----------------|-------------------------|-----|----------------|-----|-------------------------------------|-----|---------------------|-----|-----|
| | | No | Yes | No | Yes | No | Yes | No | Yes | |
| Rate your overall experience at this exhibition | Good | 23 | 25 | 21 | 26 | 12 | 23 | 22 | 23 | 21 |
| | Excellent | 63 | 64 | 63 | 63 | 64 | 65 | 57 | 65 | 56 |
| | Superior | 14 | 11 | 16 | 11 | 25 | 12 | 22 | 13 | 23 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 4: Rating of experience in *Pioneers of Flight* based on visit interest

| | | Find Amelia Earhart family guide | | Young child friendly activities and design | | Interest in in Pioneers and their aircraft | | Interest in a specific aviation Pioneer | | Just passed by while in the Museum | | |
|---|-----------|----------------------------------|-----|--|-----|--|-----|---|-----|------------------------------------|-----|-----|
| Response | | All Respondents | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes |
| Rate your overall experience at this exhibition | Good | 23 | 24 | 19 | 22 | 28 | 22 | 24 | 23 | 18 | 22 | 24 |
| | Excellent | 63 | 66 | 55 | 65 | 53 | 64 | 63 | 64 | 61 | 64 | 63 |
| | Superior | 14 | 10 | 26 | 13 | 20 | 14 | 13 | 13 | 21 | 14 | 13 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 5: Favorite part of *Pioneers of Flight*

| | Response | All Respondents | First or Return NASM Visit | | Overall Exhibition Rating | | | Recommend PoF to families with young children | |
|-----------------------------|--|-----------------|----------------------------|-------------|---------------------------|-----------|----------|---|----------------|
| | | | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes |
| Favorite part of exhibition | Aircraft generally | 11 | 5 | 15 | 7 | 12 | 14 | 10 | 14 |
| | Airplanes & First Black Pilots | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 |
| | Airplanes, Lindbergh & Earhart | 1 | 0 | 1 | 0 | 0 | 3 | 1 | 0 |
| | Amelia Earhart | 34 | 36 | 32 | 24 | 36 | 38 | 37 | 31 |
| | Balloons | 3 | 1 | 3 | 7 | 2 | 0 | 4 | 1 |
| | Elsewhere in NASM | 6 | 7 | 5 | 7 | 7 | 0 | 6 | 6 |
| | Ham radio & Morse code | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 1 |
| | Hands-on activities | 2 | 1 | 2 | 2 | 1 | 3 | 1 | 2 |
| | Hangar | 1 | 0 | 1 | 2 | 0 | 0 | 1 | 0 |
| | Lindbergh | 4 | 5 | 3 | 7 | 2 | 3 | 2 | 6 |
| | Lindbergh & Morrow | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 |
| | Lindbergh & Earhart | 2 | 4 | 0 | 2 | 2 | 0 | 2 | 1 |
| | Lockheed Vega | 3 | 4 | 2 | 2 | 2 | 3 | 1 | 5 |
| | Model planes | 2 | 1 | 2 | 2 | 1 | 3 | 2 | 1 |
| | Specific aircraft | 6 | 7 | 5 | 5 | 7 | 3 | 5 | 7 |
| | Specific aviators | 2 | 1 | 3 | 5 | 2 | 0 | 3 | 1 |
| | Specific things | 9 | 9 | 9 | 10 | 7 | 17 | 8 | 9 |
| | Spirit of Freedom | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| | Spirit of St. Louis & Earhart | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| | Spirit of St. Louis | 3 | 1 | 4 | 2 | 3 | 3 | 2 | 5 |
| | Tuskegee & Black Wings (Including females) | 6 | 7 | 6 | 7 | 7 | 3 | 6 | 7 |
| | Tuskegee & Earhart | 1 | 1 | 1 | 2 | 1 | 0 | 2 | 0 |
| | Wright Brothers | 3 | 3 | 3 | 0 | 5 | 0 | 4 | 2 |
| Total | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 5 (continued): Favorite part of *Pioneers of Flight*

| | | Age Generation | | | | | Estimated time in exhibition | |
|-----------------------------|--|-------------------------------------|-----------------------------------|----------------------------|---|--------------------|------------------------------|-----|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| Favorite part of <i>PoF</i> | Aircraft generally | 11 | 14 | 0 | 11 | 15 | 12 | 10 |
| | Airplanes & First Black Pilots | 1 | 0 | 5 | 0 | 0 | 0 | 1 |
| | Airplanes, Lindbergh, & Earhart | 1 | 0 | 0 | 1 | 0 | 0 | 1 |
| | Amelia Earhart | 34 | 36 | 55 | 35 | 21 | 36 | 33 |
| | Balloons | 3 | 0 | 5 | 3 | 2 | 3 | 2 |
| | Elsewhere in NASM | 6 | 0 | 5 | 5 | 10 | 4 | 6 |
| | Ham radio & Morse code | 2 | 0 | 0 | 2 | 4 | 1 | 3 |
| | Hands-on Activities | 2 | 0 | 0 | 2 | 2 | 2 | 1 |
| | Hangar | 1 | 0 | 0 | 1 | 0 | 0 | 1 |
| | Lindbergh | 4 | 7 | 5 | 4 | 2 | 3 | 4 |
| | Lindbergh & Morrow | 1 | 7 | 0 | 0 | 0 | 1 | 0 |
| | Lindbergh & Earhart | 2 | 7 | 0 | 1 | 2 | 2 | 1 |
| | Lockheed Vega | 3 | 0 | 5 | 1 | 6 | 3 | 2 |
| | Model planes | 2 | 0 | 0 | 1 | 4 | 2 | 1 |
| | Specific aircraft | 6 | 0 | 0 | 7 | 8 | 7 | 5 |
| | Specific aviators | 2 | 0 | 5 | 3 | 0 | 0 | 4 |
| | Specific things | 9 | 14 | 5 | 11 | 6 | 7 | 10 |
| | Spirit of Freedom | 1 | 0 | 5 | 0 | 0 | 0 | 1 |
| | Spirit of St. Louis and Earhart | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| | Spirit of St.Louis | 3 | 0 | 0 | 2 | 8 | 3 | 3 |
| | Tuskegee & Black Wings (Including females) | 6 | 14 | 5 | 5 | 8 | 8 | 5 |
| | Tuskegee & Earhart | 1 | 0 | 0 | 1 | 2 | 1 | 1 |
| | Wright Brothers | 3 | 0 | 5 | 4 | 2 | 1 | 5 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 5 (continued): Favorite part of *Pioneers of Flight*

| | | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | | |
|-----------------------------|--|------------------|-----------------|------------------------|-----------------|---------------------------|-----------------|---------------------------|-----------------|-------------|
| | | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| Favorite part of <i>PoF</i> | Aircraft generally | 11 | 9 | 15 | 13 | 9 | 13 | 8 | 13 | 6 |
| | Airplanes and First Black Pilots | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 |
| | Airplanes, Lindbergh & Earhart | 1 | 1 | 0 | 0 | 2 | 0 | 2 | 1 | 0 |
| | Amelia Earhart | 34 | 37 | 28 | 33 | 36 | 28 | 50 | 36 | 27 |
| | Balloons | 3 | 3 | 1 | 2 | 5 | 3 | 2 | 2 | 4 |
| | Elsewhere in NASM | 6 | 2 | 12 | 7 | 3 | 7 | 2 | 6 | 4 |
| | Ham radio & Morse code | 2 | 3 | 1 | 2 | 3 | 2 | 2 | 1 | 4 |
| | Hands-on activities | 2 | 3 | 0 | 2 | 2 | 1 | 4 | 0 | 6 |
| | Hangar | 1 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 2 |
| | Lindbergh | 4 | 5 | 1 | 2 | 6 | 4 | 4 | 4 | 2 |
| | Lindbergh & Anne Morrow | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 |
| | Lindbergh & Earhart | 2 | 2 | 1 | 2 | 2 | 2 | 0 | 1 | 4 |
| | Lockheed Vega | 3 | 1 | 5 | 4 | 0 | 3 | 2 | 3 | 0 |
| | Model planes | 2 | 1 | 3 | 2 | 2 | 2 | 0 | 2 | 0 |
| | Specific aircraft | 6 | 7 | 4 | 6 | 6 | 6 | 6 | 6 | 6 |
| | Specific aviators | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 |
| | Specific things | 9 | 10 | 7 | 10 | 6 | 11 | 2 | 6 | 19 |
| | Spirit of Freedom | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 |
| | Spirit of St. Louis & Earhart | 1 | 1 | 0 | 0 | 2 | 1 | 0 | 1 | 0 |
| | Spirit of St.Louis | 3 | 1 | 7 | 5 | 0 | 4 | 2 | 4 | 0 |
| | Tuskegee & Black Wings (Including females) | 6 | 7 | 5 | 6 | 8 | 6 | 8 | 6 | 8 |
| | Tuskegee & Earhart | 1 | 1 | 1 | 1 | 2 | 1 | 0 | 1 | 0 |
| | Wright Brothers | 3 | 5 | 0 | 2 | 6 | 3 | 4 | 3 | 4 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |

Table 6: What activities did you do while in *Pioneers of Flight*?

| | Response | All Respondents | First or Return NASM Visit | | Overall Exhibition Rating | | | Recommend <i>PoF</i> to families with young children | |
|---------------------------------|--|-----------------|----------------------------|-------------|---------------------------|-----------|----------|--|----------------|
| | | | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes |
| What did you do in <i>PoF</i> ? | Hands on exhibits | 44 | 43 | 44 | 38 | 42 | 58 | 43 | 45 |
| | Computer interactive exhibits | 25 | 22 | 28 | 14 | 27 | 36 | 21 | 29 |
| | Visited early childhood area | | | | | | | | |
| | hangar | 15 | 15 | 15 | 12 | 14 | 27 | 13 | 18 |
| | Viewed Pioneer aviators personal items | 59 | 57 | 60 | 45 | 60 | 78 | 59 | 60 |
| | Viewed Pioneer aircraft | 67 | 69 | 66 | 64 | 67 | 73 | 64 | 71 |
| | Read panels with information | 61 | 59 | 63 | 58 | 60 | 69 | 63 | 60 |
| | Watched a film | 24 | 22 | 25 | 12 | 24 | 42 | 17 | 31 |
| | Climbed steps to pylon viewing area | 21 | 20 | 22 | 21 | 19 | 33 | 19 | 24 |
| | Looked at the toy boxes | 13 | 12 | 14 | 12 | 12 | 22 | 8 | 18 |
| | None of the above | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 3 |

Table 6 (continued): What activities did you do while in *Pioneers of Flight*?

| | | Age Generation | | | | Estimated time in exhibition | | |
|-------------------------|--|-------------------------------------|----------------------------------|----------------------------|---|------------------------------|----------------------|----|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| What did you do in PoF? | Hands on exhibits | 44 | 41 | 56 | 43 | 37 | 30 | 55 |
| | Computer interactive exhibits | 25 | 19 | 30 | 24 | 29 | 16 | 34 |
| | Visited early childhood area hangar | 15 | 3 | 14 | 22 | 7 | 11 | 19 |
| | Viewed Pioneer aviators personal items | 59 | 59 | 70 | 56 | 58 | 57 | 61 |
| | Viewed Pioneer aircraft | 67 | 70 | 72 | 65 | 67 | 63 | 71 |
| | Read panels with information | 61 | 62 | 70 | 59 | 59 | 59 | 65 |
| | Watched a film | 24 | 19 | 30 | 23 | 23 | 13 | 33 |
| | Climbed steps to pylon viewing area | 21 | 19 | 24 | 24 | 14 | 14 | 27 |
| | Looked at the toy boxes | 13 | 5 | 18 | 16 | 10 | 9 | 16 |
| | None of the above | 4 | 3 | 4 | 6 | 0 | 3 | 3 |

Table 6 (continued): What activities did you do while in *Pioneers of Flight*?

| Response | All Respondents | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|--|-----------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|
| | | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| What did you do in <i>PoF</i> ? Hands on exhibits | 44 | 56 | 28 | 39 | 57 | 36 | 65 | 38 | 62 |
| Computer interactive exhibits | 25 | 28 | 21 | 21 | 35 | 23 | 30 | 23 | 32 |
| Visited early childhood area hangar | 15 | 21 | 8 | 15 | 16 | 13 | 21 | 10 | 32 |
| Viewed Pioneer aviators personal items | 59 | 59 | 59 | 58 | 60 | 59 | 58 | 61 | 52 |
| Viewed Pioneer aircraft | 67 | 66 | 69 | 68 | 66 | 68 | 65 | 70 | 58 |
| Read panels with information | 61 | 58 | 65 | 59 | 67 | 61 | 62 | 65 | 49 |
| Watched a film | 24 | 27 | 21 | 23 | 26 | 23 | 28 | 24 | 25 |
| Climbed steps to pylon viewing area | 21 | 28 | 12 | 19 | 27 | 16 | 35 | 18 | 30 |
| Looked at toy boxes | 13 | 17 | 8 | 12 | 15 | 12 | 16 | 10 | 23 |
| None of the above | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 |

Table 7: Would more or less information about pioneers enhance your experience in *Pioneers of Flight*?

| Response | All Respondents | First or Return NASM Visit | | Overall Exhibition Rating | | | Recommend <i>PoF</i> to families with young children | | |
|----------------------------|-----------------|----------------------------|-------------|---------------------------|------------|------------|--|----------------|------------|
| | | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes | |
| Information about Pioneers | Less | 2 | 2 | 2 | 6 | * | 2 | 2 | 1 |
| | About right | 78 | 77 | 79 | 82 | 77 | 80 | 82 | 75 |
| | More | 20 | 21 | 18 | 12 | 23 | 17 | 16 | 24 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 7 (continued): Would more or less information about pioneers enhance your experience in *Pioneers of Flight*?

| Response | All Respondents | Age Generation | | | | Estimated time in exhibition | |
|----------------------------|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|------------------------------|----------------------|
| | | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes |
| Information about Pioneers | Less | 0 | 0 | 2 | 4 | 3 | 1 |
| | About right | 65 | 83 | 79 | 81 | 79 | 78 |
| | More | 35 | 17 | 19 | 14 | 19 | 21 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 |

Table 7 (continued): Would more or less information about pioneers enhance your experience in *PoF*?

| | | Adult group only | | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|----------------------------|-----------------|------------------|-------------|-----------------|------------------------|-----------------|---------------------------|-----------------|---------------------------|------------|
| Response | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | |
| Information about Pioneers | Less | 2 | 2 | 2 | 2 | 2 | 3 | 0 | 2 | 3 |
| | About right | 78 | 81 | 75 | 78 | 79 | 76 | 86 | 76 | 86 |
| | More | 20 | 17 | 23 | 20 | 19 | 22 | 14 | 22 | 11 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 8: Would more or less information about aircraft/artifacts enhance your experience in *Pioneers of Flight*?

| | | First or Return NASM Visit | | | Overall Exhibition Rating | | | Recommend <i>PoF</i> to families with young children | |
|--------------------------------------|-----------------|----------------------------|-------------|--------------|---------------------------|------------|----------------|--|--|
| Response | All Respondents | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes | |
| Information about aircraft/artifacts | Less | 2 | 1 | 5 | 1 | 0 | 2 | 0 | |
| | About right | 70 | 71 | 62 | 72 | 73 | 71 | 70 | |
| | More | 28 | 28 | 33 | 27 | 27 | 27 | 30 | |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |

Table 8 (continued): Would more or less information about aircraft/artifacts enhance your experience in *Pioneers of Flight*?

| | | Age Generation | | | | | Estimated time in exhibition | |
|--------------------------------------|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|------------|------------------------------|-----|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) or less | 15 minutes | More than 15 minutes | |
| Information about aircraft/artifacts | Less | 1 | 0 | 0 | 2 | 1 | 3 | 0 |
| | About right | 70 | 76 | 66 | 74 | 64 | 71 | 70 |
| | More | 28 | 24 | 34 | 24 | 35 | 26 | 30 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 8 (continued): Would more or less information about aircraft/artifacts enhance your experience in *Pioneers of Flight*?

| | | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|--------------------------------------|-----------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|
| Response | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| Information about aircraft/artifacts | Less | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| | About right | 70 | 73 | 66 | 70 | 70 | 68 | 76 | 69 |
| | More | 28 | 25 | 32 | 28 | 29 | 31 | 23 | 30 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 9: Would more or less ease of reading information enhance your experience in *Pioneers of Flight*?

| | | First or Return NASM Visit | | | Overall Exhibition Rating | | | Recommend PoF to families with young children | |
|-----------------------------|-----------------|----------------------------|-------------|--------------|---------------------------|----------|----------------|---|-----|
| Response | All Respondents | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes | |
| Ease of reading information | Less | 3 | 2 | 3 | 9 | 1 | 0 | 4 | 1 |
| | About right | 78 | 79 | 77 | 68 | 80 | 88 | 80 | 77 |
| | More | 19 | 18 | 20 | 23 | 19 | 13 | 16 | 22 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 9 (continued): Would more or less ease of reading information enhance your experience in *Pioneers of Flight*?

| | | Age Generation | | | | | Estimated time in exhibition | |
|-----------------------------|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|--------------------|------------------------------|-----|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| Ease of reading information | Less | 3 | 3 | 4 | 3 | 1 | 4 | 2 |
| | About right | 78 | 67 | 83 | 80 | 77 | 85 | 73 |
| | More | 19 | 31 | 13 | 17 | 22 | 12 | 25 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 9 (continued): Would more or less ease of reading information enhance your experience in *Pioneers of Flight*?

| | | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | | |
|-----------------------------|-----------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|-----|
| Response | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | |
| Ease of reading information | Less | 3 | 4 | 1 | 1 | 6 | 2 | 4 | 2 | 4 |
| | About right | 78 | 77 | 79 | 77 | 82 | 80 | 75 | 79 | 76 |
| | More | 19 | 19 | 20 | 22 | 13 | 18 | 22 | 19 | 20 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 10: Would more or less space to get around in exhibition enhance your experience in *Pioneers of Flight*?

| | | First or Return NASM Visit | | | Overall Exhibition Rating | | | Recommend PoF to families with young children | |
|-----------------------------------|-----------------|----------------------------|-------------|--------------|---------------------------|------------|----------------|---|--|
| Response | All Respondents | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes | |
| Space to get around in exhibition | Less | 2 | 2 | 3 | 2 | 3 | 3 | 2 | |
| | About right | 74 | 77 | 72 | 82 | 70 | 77 | 72 | |
| | More | 24 | 22 | 25 | 17 | 27 | 20 | 26 | |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |

Table 10 (continued): Would more or less space to get around in exhibition enhance your experience in *Pioneers of Flight*?

| | | Age Generation | | | | | Estimated time in exhibition | |
|-----------------------------------|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|--------------------|------------------------------|------------|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| Space to get around in exhibition | Less | 2 | 3 | 0 | 3 | 3 | 4 | 1 |
| | About right | 74 | 75 | 82 | 75 | 67 | 78 | 72 |
| | More | 24 | 22 | 18 | 23 | 30 | 18 | 27 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 10 (continued): Would more or less space to get around in exhibition enhance your experience in *Pioneers of Flight*?

| | | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|-----------------------------------|-----------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|
| Response | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| Space to get around in exhibition | Less | 2 | 2 | 3 | 2 | 2 | 3 | 1 | 3 |
| | About right | 74 | 77 | 71 | 74 | 74 | 72 | 80 | 73 |
| | More | 24 | 22 | 26 | 24 | 23 | 25 | 19 | 24 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 11: Would more or less stories about the pioneers enhance your experience in *Pioneers of Flight*?

| | | First or Return NASM Visit | | | Overall Exhibition Rating | | | Recommend <i>PoF</i> to families with young children | |
|----------------------------|-----------------|----------------------------|-------------|--------------|---------------------------|------------|----------------|--|------------|
| Response | All Respondents | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes | |
| Stories about the Pioneers | Less | 2 | 1 | 2 | 3 | 2 | 0 | 3 | 1 |
| | About right | 73 | 80 | 69 | 72 | 73 | 79 | 73 | 73 |
| | More | 25 | 20 | 29 | 25 | 26 | 21 | 24 | 26 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 11 (continued): Would more or less stories about the pioneers enhance your experience in *Pioneers of Flight*?

| | | Age Generation | | | | | Estimated time in exhibition | |
|----------------------------|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|--------------------|------------------------------|------------|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| Stories about the Pioneers | Less | 2 | 0 | 0 | 1 | 4 | 3 | 1 |
| | About right | 73 | 72 | 77 | 74 | 70 | 76 | 72 |
| | More | 25 | 28 | 23 | 25 | 26 | 21 | 28 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 11 (continued): Would more or less stories about the pioneers enhance your experience in *Pioneers of Flight*?

| | | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|----------------------------|-----------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|
| Responses | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| Stories about the Pioneers | Less | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 2 |
| | About right | 73 | 76 | 70 | 76 | 68 | 72 | 78 | 70 |
| | More | 25 | 22 | 29 | 23 | 30 | 26 | 21 | 28 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 12: Would more or less things for young children aged 3 to 8 enhance your experience in *Pioneers of Flight*?

| | | First or Return NASM Visit | | | Overall Exhibition Rating | | | Recommend PoF to families with young children | |
|---------------------------------------|-----------------|----------------------------|-------------|--------------|---------------------------|----------|----------------|---|-----|
| Response | All Respondents | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes | |
| Things for young children aged 3 to 8 | Less | 8 | 4 | 11 | 10 | 7 | 11 | 9 | 6 |
| | About right | 62 | 56 | 67 | 51 | 66 | 66 | 60 | 65 |
| | More | 30 | 40 | 23 | 39 | 28 | 24 | 31 | 28 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 12 (continued): Would more or less things for young children aged 3 to 8 enhance your experience in *Pioneers of Flight*?

| | | Age Generation | | | | | Estimated time in exhibition | |
|---------------------------------------|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|--------------------|------------------------------|-----|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| Things for young children aged 3 to 8 | Less | 8 | 4 | 3 | 7 | 14 | 11 | 5 |
| | About right | 62 | 52 | 76 | 59 | 68 | 63 | 61 |
| | More | 30 | 43 | 21 | 34 | 19 | 25 | 34 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 12 (continued): Would more or less things for young children aged 3 to 8 enhance your experience in *Pioneers of Flight*?

| | | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | | |
|---------------------------------------|-----------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|-----|
| Response | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | |
| Things for young children aged 3 to 8 | Less | 8 | 4 | 14 | 9 | 6 | 10 | 1 | 10 | 1 |
| | About right | 62 | 56 | 72 | 62 | 63 | 66 | 53 | 69 | 46 |
| | More | 30 | 40 | 15 | 29 | 31 | 23 | 46 | 21 | 53 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 13: Which of the following was a reason for visiting *Pioneers of Flight*?

| Reason for visiting PoF | Response | All Respondents | First or Return NASM Visit | | Overall Exhibition Rating | | | Recommend PoF to families with young children | |
|-------------------------|--|-----------------|----------------------------|-------------|---------------------------|-----------|----------|---|----------------|
| | | | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes |
| | Find Amelia Earhart family guide | 21 | 19 | 23 | 18 | 19 | 41 | 21 | 23 |
| | Young child friendly activities and design | 12 | 18 | 8 | 15 | 10 | 18 | 10 | 14 |
| | Interest in Pioneers and their aircraft | 27 | 25 | 29 | 29 | 27 | 25 | 22 | 33 |
| | Interest in a specific aviation Pioneer | 12 | 10 | 13 | 10 | 11 | 18 | 10 | 14 |
| | Just passed by while in Museum | 47 | 49 | 46 | 49 | 47 | 45 | 56 | 39 |
| | Other | 7 | 7 | 7 | 5 | 6 | 16 | 6 | 8 |
| | An article in a Parents magazine | 3 | 2 | 4 | 4 | 3 | 5 | 1 | 5 |
| | A social media message tweet, blog etc | 4 | 1 | 6 | 3 | 3 | 9 | 3 | 6 |
| | A newspaper article | 2 | 3 | 2 | 1 | 1 | 7 | 1 | 4 |

Table 13 (continued): Which of the following was a reason for visiting *Pioneers of Flight*?

| | | Age Generation | | | | Estimated time in exhibition | | |
|--|----------|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|--------------------|----------------------|
| Reason for visiting PoF | Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes |
| Find Amelia Earhart family guide | | 21 | 14 | 19 | 25 | 18 | 19 | 23 |
| Young child friendly activities and design | | 12 | 11 | 6 | 17 | 8 | 8 | 16 |
| Interest in Pioneers and their aircraft | | 27 | 38 | 33 | 27 | 15 | 22 | 31 |
| Interest in a specific aviation Pioneer | | 12 | 19 | 12 | 12 | 7 | 8 | 16 |
| Just passed by while in Museum | | 47 | 41 | 60 | 42 | 56 | 59 | 38 |
| Other | | 7 | 16 | 6 | 8 | 4 | 2 | 12 |
| Article in a Parents magazine | | 3 | 3 | 6 | 2 | 6 | 2 | 4 |
| A social media message, tweet blog etc | | 4 | 0 | 10 | 3 | 6 | 1 | 7 |
| A newspaper article | | 2 | 0 | 2 | 3 | 1 | 1 | 3 |

Table 13 (continued): Which of the following was a reason for visiting *Pioneers of Flight*?

| Reason for visiting PoF | All Respondents | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|--|-----------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|
| | | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| Find Amelia Earhart family guide | 21 | 25 | 16 | 22 | 20 | 18 | 31 | 20 | 24 |
| Young child friendly activities and design | 12 | 18 | 5 | 15 | 5 | 10 | 19 | 8 | 27 |
| Interest in Pioneers and their aircraft | 27 | 24 | 30 | 27 | 27 | 30 | 18 | 28 | 24 |
| Interest in a specific aviation Pioneer | 12 | 16 | 7 | 9 | 20 | 11 | 16 | 12 | 11 |
| Just passed by while in Museum | 47 | 43 | 53 | 49 | 43 | 47 | 47 | 48 | 46 |
| Other | 7 | 8 | 6 | 6 | 11 | 7 | 8 | 8 | 6 |
| An article in a Parents magazine | 3 | 3 | 4 | 3 | 3 | 4 | 2 | 4 | 3 |
| A social media message, tweet or blog | 4 | 4 | 5 | 4 | 4 | 4 | 6 | 5 | 1 |
| A newspaper article | 2 | 2 | 2 | 2 | 3 | 3 | 1 | 2 | 1 |

Table 14: Were you surprised to find exhibits and programs for young children?

| Response | All Respondents | First or Return NASM Visit | | Overall Exhibition Rating | | | Recommend PoF to families with young children | |
|--|-----------------|----------------------------|-------------|---------------------------|-----------|----------|---|----------------|
| | | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes |
| Surprised to find exhibits and programs for young children | | | | | | | | |
| No, because I knew that PoF was designed for families | 11 | 12 | 10 | 9 | 12 | 10 | 8 | 13 |
| No, because the whole Museum designed for families | 30 | 31 | 30 | 29 | 30 | 33 | 33 | 28 |
| Yes | 51 | 48 | 53 | 39 | 55 | 52 | 46 | 55 |
| Didn't see anything special for families with young children | 8 | 9 | 7 | 23 | 4 | 5 | 12 | 3 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 14 (continued): Were you surprised to find exhibits and programs for young children?

| | | Age Generation | | | | | Estimated time in exhibition | |
|--|--|-------------------------------------|-----------------------------------|----------------------------|---|--------------------|------------------------------|-----|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| Surprised to find exhibits and programs for young children | No, because I knew that <i>PoF</i> was designed for families | 11 | 8 | 6 | 14 | 9 | 8 | 13 |
| | No, because the whole Museum designed for families | 30 | 36 | 19 | 32 | 31 | 26 | 35 |
| | Yes | 51 | 47 | 67 | 47 | 49 | 55 | 48 |
| | Didn't see anything special for families with young children | 8 | 8 | 8 | 7 | 11 | 12 | 5 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 14 (continued): Were you surprised to find exhibits and programs for young children?

| Response | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | | |
|--|------------------|-----------------|------------------------|-----------------|---------------------------|-----------------|---------------------------|-----------------|-------------|
| | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| Surprised to find exhibits and programs for young children | | | | | | | | | |
| No, because I knew that PoF was designed for families | 11 | 11 | 9 | 12 | 7 | 9 | 14 | 11 | 10 |
| No, because the whole Museum was designed for families | 30 | 32 | 28 | 31 | 29 | 32 | 27 | 27 | 42 |
| Yes | 51 | 50 | 52 | 48 | 57 | 50 | 52 | 55 | 39 |
| Didn't see anything special for families with young children | 8 | 6 | 11 | 9 | 7 | 9 | 7 | 8 | 9 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 15: Would you recommend this exhibition to families with young children?

| Response | All Respondents | First or Return NASM Visit | | Overall Exhibition Rating | | | Recommend PoF to families with young children | |
|---------------------------|-----------------|----------------------------|-------------|---------------------------|-----------|----------|---|----------------|
| | | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes |
| Recommend PoF to families | | | | | | | | |
| Would not | 1 | 0 | 0 | * | 0 | * | na | na |
| Not sure | 12 | 14 | 10 | 23 | 10 | 0 | na | na |
| Probably would | 38 | 39 | 37 | 49 | 36 | 27 | na | na |
| Definitely would | 50 | 47 | 53 | 29 | 53 | 73 | na | na |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | na | na |

Table 15 (continued): Would you recommend this exhibition to families with young children?

| | | Age Generation | | | | | Estimated time in exhibition | |
|-----------------|------------------|-------------------------------------|-----------------------------------|----------------------------|---|--------------------|------------------------------|--|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| Recommend | Would not | 0 | 0 | 1 | 1 | 0 | * | |
| PoF to families | Not sure | 12 | 12 | 11 | 11 | 17 | 6 | |
| | Probably would | 38 | 31 | 36 | 51 | 42 | 34 | |
| | Definitely would | 50 | 57 | 54 | 36 | 40 | 60 | |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | |

Table 15 (continued): Would you recommend this exhibition to families with young children?

| | | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|-----------------|------------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|
| Response | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| Recommend | Would not | * | 0 | 1 | * | 0 | * | 0 | 0 |
| PoF to families | Not sure | 12 | 13 | 10 | 11 | 13 | 12 | 10 | 13 |
| | Probably would | 38 | 36 | 41 | 37 | 40 | 36 | 43 | 36 |
| | Definitely would | 50 | 52 | 49 | 52 | 47 | 52 | 47 | 51 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 16: Would you recommend this exhibition to families with young children based on activities done

| | | All Respondents | Hands on exhibits | | Computer interactive exhibits | | Visited early childhood area hangar | | Viewed Pioneer aviator's personal items | | Viewed Pioneer aircraft | |
|-----------------|------------------|-----------------|-------------------|-----|-------------------------------|-----|-------------------------------------|-----|---|-----|-------------------------|-----|
| Response | No | | Yes | No | Yes | No | Yes | No | Yes | No | Yes | |
| Recommend | Not sure | 12 | 13 | 10 | 14 | 5 | 12 | 10 | 15 | 10 | 15 | 11 |
| PoF to families | Probably would | 38 | 37 | 38 | 38 | 36 | 38 | 33 | 36 | 39 | 40 | 36 |
| | Definitely would | 50 | 49 | 52 | 48 | 59 | 49 | 57 | 50 | 51 | 46 | 53 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: There were no cases marked "Would Not" in this table.

Table 16 (continued): Would you recommend this exhibition to families with young children based on activities done

| | | All Respondents | Read information panels | | Watched a film | | Climbed steps to pylon viewing area | | Looked at toy boxes | |
|-----------------|------------------|-----------------|-------------------------|-----|----------------|-----|-------------------------------------|-----|---------------------|-----|
| Response | No | | Yes | No | Yes | No | Yes | No | Yes | |
| Recommend | Not sure | 12 | 16 | 10 | 15 | 4 | 14 | 6 | 13 | 7 |
| PoF to families | Probably would | 38 | 32 | 41 | 40 | 30 | 37 | 38 | 39 | 24 |
| | Definitely would | 50 | 52 | 49 | 46 | 66 | 49 | 56 | 48 | 68 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 17: Would you recommend this exhibition to families with young children based on visit interest

| | | Find Amelia Earhart family guide | | Young child friendly activities and design | | Interest in Pioneers and their aircraft | | Interest in a specific aviation Pioneer | | Just passed by while in the Museum | | |
|---------------------------|------------------|----------------------------------|-----|--|-----|---|-----|---|-----|------------------------------------|-----|-----|
| Response | | All Respondents | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes |
| Recommend PoF to families | Not sure | 12 | 12 | 10 | 12 | 8 | 13 | 9 | 12 | 10 | 10 | 13 |
| | Probably would | 38 | 38 | 38 | 39 | 33 | 41 | 30 | 39 | 31 | 31 | 46 |
| | Definitely would | 50 | 50 | 52 | 49 | 59 | 47 | 60 | 49 | 59 | 59 | 41 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 18: How much time did you spend in this exhibition today?

| | | First or Return NASM Visit | | Recommend PoF to families Overall Exhibition Rating | | | with young children | | |
|-------------|------------------|----------------------------|--------------|---|--------------|-----------|---------------------|----------------|----------------|
| Response | | All Respondents | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes |
| Time in PoF | 0 to 15 min | 46 | 52 | 41 | 57 | 47 | 26 | 56 | 36 |
| | 15 to 30 min | 33 | 32 | 34 | 29 | 34 | 33 | 37 | 31 |
| | More than 30 min | 21 | 16 | 24 | 14 | 19 | 42 | 8 | 33 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 18 (continued): How much time did you spend in this exhibition today?

| | | Age Generation | | | | | Estimated time in exhibition | |
|-------------|------------------|-------------------------------------|-----------------------------------|----------------------------|---|--------------------|------------------------------|----|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| Time in PoF | 0 to 15 min | 46 | 33 | 35 | 48 | 54 | na | na |
| | 15 to 30 min | 33 | 31 | 43 | 35 | 25 | na | na |
| | More than 30 min | 21 | 36 | 22 | 17 | 21 | na | na |
| | Total | 100 | 100 | 100 | 100 | 100 | na | na |

Table 18 (continued): How much time did you spend in this exhibition today?

| | | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | | |
|-------------|------------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|-----|
| Response | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | |
| Time in PoF | 0 to 15 min | 46 | 46 | 45 | 46 | 45 | 44 | 49 | 45 | 49 |
| | 15 to 30 min | 33 | 35 | 31 | 32 | 36 | 32 | 37 | 33 | 33 |
| | More than 30 min | 21 | 19 | 24 | 21 | 20 | 24 | 13 | 22 | 17 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 19: About how much time did you spend in this exhibition today based on activities done?

| Response | All Respondents | Hands on exhibits | | Computer interactive exhibits | | Visited early childhood area hangar | | Viewed Pioneer aviator's personal items | | Viewed Pioneer aircraft | |
|------------------|-----------------|-------------------|-----|-------------------------------|-----|-------------------------------------|-----|---|-----|-------------------------|-----|
| | | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes |
| Time in PoF | | | | | | | | | | | |
| 0 to 15 min | 46 | 57 | 31 | 51 | 28 | 48 | 33 | 48 | 44 | 51 | 43 |
| 15 to 30 min | 33 | 27 | 41 | 32 | 38 | 32 | 41 | 32 | 34 | 33 | 33 |
| More than 30 min | 21 | 16 | 28 | 17 | 33 | 20 | 27 | 20 | 22 | 16 | 24 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 19 (continued): About how much time did you spend in this exhibition today based on activities done?

| Response | All Respondents | Read information panels | | Watched a film | | Climbed steps to pylon viewing area | | Looked at toy boxes | |
|------------------|-----------------|-------------------------|-----|----------------|-----|-------------------------------------|-----|---------------------|-----|
| | | No | Yes | No | Yes | No | Yes | No | Yes |
| Time in PoF | | | | | | | | | |
| 0 to 15 min | 46 | 50 | 43 | 52 | 25 | 49 | 31 | 48 | 32 |
| 15 to 30 min | 33 | 31 | 35 | 31 | 39 | 34 | 31 | 32 | 39 |
| More than 30 min | 21 | 20 | 22 | 17 | 36 | 17 | 37 | 20 | 29 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 20: About how much time did you spend in this exhibition today based visit interest?

| | | Find Amelia Earhart family guide | | Young child friendly activities and design | | Interest in Pioneers and their aircraft | | Interest in a specific aviation Pioneer | | Just passed by while in the Museum | | |
|-------------|------------------|----------------------------------|-----|--|-----|---|-----|---|-----|------------------------------------|-----|-----|
| Response | | All Respondents | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes |
| Time in PoF | 0 to 15 min | 46 | 47 | 41 | 48 | 28 | 49 | 38 | 48 | 31 | 36 | 57 |
| | 15 to 30 min | 33 | 32 | 38 | 33 | 36 | 33 | 35 | 33 | 36 | 36 | 30 |
| | More than 30 min | 21 | 21 | 21 | 19 | 36 | 18 | 27 | 19 | 33 | 28 | 13 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 21: Do you live in the U.S. or another country?

| Residence | Response | All Respondents | First or Return NASM Visit | | Overall Exhibition Rating | | | Recommend PoF to families with young children | |
|-----------|-----------------------------|-----------------|----------------------------|-------------|---------------------------|-----------|----------|---|----------------|
| | | | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes |
| | I live in the United States | 82 | 95 | 73 | 80 | 81 | 89 | 84 | 79 |
| | I live in another country | 18 | 5 | 27 | 20 | 19 | 11 | 16 | 21 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 21 (continued): Do you live in the U.S. or another country?

| Residence | Response | All Respondents | Age Generation | | | | Estimated time in exhibition | |
|-----------|-----------------------------|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|------------------------------|----------------------|
| | | | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes |
| | I live in the United States | 82 | 81 | 85 | 86 | 71 | 85 | 79 |
| | I live in another country | 18 | 19 | 15 | 14 | 29 | 15 | 21 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 21 (continued): Do you live in the U.S. or another country?

| Response | All Respondents | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | | |
|-----------|-----------------------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|-----|
| | | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | |
| Residence | I live in the United States | 82 | 87 | 75 | 82 | 82 | 78 | 92 | 78 | 94 |
| | I live in another country | 18 | 13 | 25 | 18 | 18 | 22 | 8 | 22 | 6 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 22: Respondent's residence

| Response | All Respondents | First or Return NASM Visit | | Overall Exhibition Rating | | | Recommend PoF to families with young children | | |
|--------------------|--|----------------------------|-------------|---------------------------|-----------|----------|---|----------------|-----|
| | | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes | |
| Residential region | Metro Washington | 6 | 11 | 2 | 1 | 8 | 2 | 5 | 6 |
| | Southeast | 25 | 29 | 23 | 27 | 20 | 45 | 24 | 27 |
| | Mid Atlantic | 14 | 18 | 12 | 16 | 13 | 16 | 17 | 11 |
| | Midwest | 10 | 10 | 10 | 12 | 11 | 2 | 10 | 10 |
| | New England | 6 | 7 | 5 | 3 | 8 | 2 | 9 | 4 |
| | Mountain Plains | 9 | 9 | 9 | 5 | 10 | 11 | 7 | 12 |
| | West | 7 | 7 | 7 | 7 | 8 | 7 | 8 | 7 |
| | Unspecified U.S. Country other than U.S. | 5 | 4 | 5 | 8 | 4 | 2 | 4 | 4 |
| | Total | 18 | 5 | 27 | 20 | 19 | 11 | 16 | 21 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 22 (continued): Respondent's residence

| | | Age Generation | | | | Estimated time in exhibition | | |
|--------------------|--|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|--------------------|----------------------|
| Residential region | Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes |
| | Metro Washington | 6 | 8 | 4 | 6 | 4 | 7 | 5 |
| | Southeast | 25 | 27 | 29 | 26 | 19 | 21 | 28 |
| | Mid Atlantic | 14 | 14 | 13 | 15 | 12 | 16 | 12 |
| | Midwest | 10 | 5 | 13 | 10 | 11 | 12 | 9 |
| | New England | 6 | 3 | 6 | 6 | 8 | 7 | 6 |
| | Mountain Plains | 9 | 8 | 10 | 11 | 5 | 9 | 10 |
| | West | 7 | 14 | 8 | 7 | 4 | 6 | 9 |
| | Unspecified U.S. Country other than U.S. | 5 | 3 | 2 | 4 | 7 | 8 | 2 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 22 (continued): Respondent's residence

| | | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | | |
|--------------------|--|------------------|-----------------|------------------------|-----------------|---------------------------|-----------------|---------------------------|-----------------|-------------|
| Residential region | Response | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| | Metro Washington | 6 | 5 | 6 | 7 | 2 | 7 | 2 | 5 | 6 |
| | Southeast | 25 | 26 | 24 | 27 | 21 | 23 | 30 | 23 | 33 |
| | Mid Atlantic | 14 | 18 | 9 | 12 | 18 | 14 | 14 | 12 | 21 |
| | Midwest | 10 | 8 | 13 | 10 | 11 | 11 | 9 | 13 | 3 |
| | New England | 6 | 6 | 6 | 7 | 4 | 6 | 7 | 6 | 8 |
| | Mountain Plains | 9 | 11 | 7 | 9 | 9 | 7 | 15 | 9 | 10 |
| | West | 7 | 7 | 8 | 6 | 10 | 8 | 7 | 7 | 8 |
| | Unspecified U.S. Country other than U.S. | 5 | 6 | 2 | 4 | 7 | 3 | 9 | 4 | 6 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 23: Are you a female or male?

| | Response | All Respondents | First or Return NASM Visit | | Overall Exhibition Rating | | | Recommend PoF to families with young children | |
|-----|----------|-----------------|----------------------------|-------------|---------------------------|-----------|----------|---|----------------|
| | | | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes |
| Sex | Female | 45 | 41 | 47 | 43 | 44 | 48 | 47 | 42 |
| | Male | 55 | 59 | 53 | 57 | 56 | 52 | 53 | 58 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 23 (continued): Are you a female or male?

| | Response | All Respondents | Age Generation | | | | Estimated time in exhibition | |
|-----|----------|-----------------|-------------------------------------|-----------------------------------|----------------------------|---|------------------------------|----------------------|
| | | | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes |
| Sex | Female | 45 | 39 | 40 | 47 | 44 | 47 | 42 |
| | Male | 55 | 61 | 60 | 53 | 56 | 53 | 58 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 23 (continued): Are you a female or male?

| | Response | All Respondents | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|-----|----------|-----------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|
| | | | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| Sex | Female | 45 | 48 | 40 | 43 | 49 | 43 | 49 | 43 | 49 |
| | Male | 55 | 52 | 60 | 57 | 51 | 57 | 51 | 57 | 51 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 24: With whom are you visiting?

| Response | All Respondents | First or Return NASM Visit | | Overall Exhibition Rating | | | Recommend <i>PoF</i> to families with young children | | |
|-----------------------------|-----------------------------------|----------------------------|-------------|---------------------------|-----------|----------|--|----------------|-----|
| | | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes | |
| With whom are you visiting? | An organized tour or school group | 4 | 2 | 5 | 3 | 5 | 0 | 3 | 4 |
| | I am by myself | 5 | 7 | 3 | 4 | 4 | 7 | 5 | 4 |
| | I am visiting with other persons | 91 | 91 | 92 | 93 | 90 | 93 | 92 | 91 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 24 (continued): With whom are you visiting?

| Response | All Respondents | Age Generation | | | | Estimated time in exhibition | | |
|-----------------------------|-----------------------------------|-------------------------------------|-----------------------------------|----------------------------|---|------------------------------|----------------------|-----|
| | | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| With whom are you visiting? | An organized tour or school group | 4 | 3 | 0 | 3 | 10 | 3 | 5 |
| | I am by myself | 5 | 5 | 6 | 3 | 7 | 3 | 6 |
| | I am visiting with other persons | 91 | 92 | 94 | 94 | 84 | 93 | 90 |
| | Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 24 (continued): With whom are you visiting?

| Response | All Respondents | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|-----------------------------------|-----------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|
| | | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| An organized tour or school group | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 1 |
| I am by myself | 5 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 0 |
| I am visiting with other persons | 91 | 96 | 85 | 90 | 95 | 90 | 96 | 89 | 99 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Table 25: Children in visit group

| Response | All Respondents | First or Return NASM Visit | | Overall Exhibition Rating | | | Recommend PoF to families with young children | |
|--------------------|-----------------|----------------------------|-------------|---------------------------|-----------|----------|---|----------------|
| | | Return visit | First visit | Good to Poor | Excellent | Superior | Not Definitely | Definitely Yes |
| Alone | 5 | 7 | 3 | 4 | 4 | 7 | 5 | 4 |
| With adults | 86 | 84 | 88 | 85 | 88 | 80 | 87 | 87 |
| With Youth | 29 | 21 | 33 | 31 | 28 | 24 | 31 | 27 |
| With Child 9 to 12 | 28 | 28 | 28 | 31 | 24 | 40 | 30 | 26 |
| With Child under 9 | 25 | 32 | 20 | 28 | 23 | 24 | 24 | 24 |

Table 25 (continued): Children in visit group

| | | Age Generation | | | | Estimated time in exhibition | | |
|-------------|--------------------|-------------------------------------|-----------------------------------|----------------------------|---|------------------------------|----------------------|----|
| Response | All Respondents | Silent & Leading Boom (b 1925-1954) | Trailing Boom (Born (b 1955-1960) | Generation X (b 1965-1981) | Generation Y & Generation Z (Digital Natives) (b 1982-2012) | 15 minutes or less | More than 15 minutes | |
| Visit group | Alone | 5 | 5 | 6 | 3 | 7 | 3 | 6 |
| | With adults | 86 | 78 | 90 | 85 | 90 | 88 | 86 |
| | With Youth | 29 | 27 | 31 | 33 | 15 | 28 | 29 |
| | With Child 9 to 12 | 28 | 19 | 27 | 37 | 11 | 30 | 26 |
| | With Child under 9 | 25 | 14 | 8 | 37 | 14 | 26 | 22 |

Table 25 (continued): Children in visit group

| | | Adult group only | | Youth over 12 in group | | Children 9 to 12 in group | | Children under 9 in group | |
|-------------|--------------------|------------------|-------------|------------------------|-------------|---------------------------|-------------|---------------------------|-------------|
| Response | All Respondents | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive | Not descriptive | Descriptive |
| Visit group | Alone | 5 | na | na | na | na | na | na | na |
| | With an adults | 86 | na | na | na | na | na | na | na |
| | With Youth | 29 | na | na | na | na | na | na | na |
| | With Child 9 to 12 | 28 | na | na | na | na | na | na | na |
| | With Child under 9 | 25 | na | na | na | na | na | na | na |