Donald W. Reynolds Center Visitor Survey

Study Highlights and Frequency Distributions

Winter 2007



Smithsonian Institution Office of Policy and Analysis



Donald W. Reynolds Center Visitor Survey

February 2007

Study Highlights

The Office of Policy & Analysis (OP&A) is scheduled to conduct three related studies of visitors to the Donald W. Reynolds Center (DWRC). The first study (Winter) was conducted in February 2007. At the time the survey took place, visitation was not particularly high, due in part to inclement weather. The cooperation rate of visitors was good (70%); a total of 282 visitors completed the survey. Individuals who refused cited a need to return to work, previous plans and transportation schedules. There appears to be no perceptible difference between those who cooperated and those who did not. This memo includes highlights from the survey; a set of frequencies is in Attachment A.

➤ The Audience Overall

- Two thirds of visitors were from the Eastern (39% residents of Metropolitan Washington and an additional 28% from New England or Mid Atlantic states).
- The majority (68%) were making an initial visit to DWRC. The rest had visited prior to the renovation (11%) or since it reopened to the public (21%). Of those who were making return visits to the DWRC, half had made more than one visit.
- o Almost two-thirds (62%) were women; these women were less likely to be local
- o Adults alone (12%) or with others (58%) were the predominant visitor configurations; single adults or couples with young people (under age 18), and a few who came with groups, constituted the rest of the visitors. Half of the visitors were 41 years old or younger, the remainder older. The average age was **41.4**.
- Ninety percent of U. S. visitors considered themselves Caucasian, a few (2%) in combination with a minority race. Six percent of U.S. residents indicated that they were of Latino or Hispanic origin.
- These visitors were very well educated, with two-thirds of those over age 25, when most are considered to have completed their education, reporting graduate/professional degrees. All but six percent have Bachelor's degrees (over 25).

> Rating the Visit

- As shown in Figure 1, on the next page, the overall experience was quite positive: 24 percent rated is as "superior"
- With the exception of "activities and things for children to do," all of the programmatic aspects of the DWRC received equally high ratings.

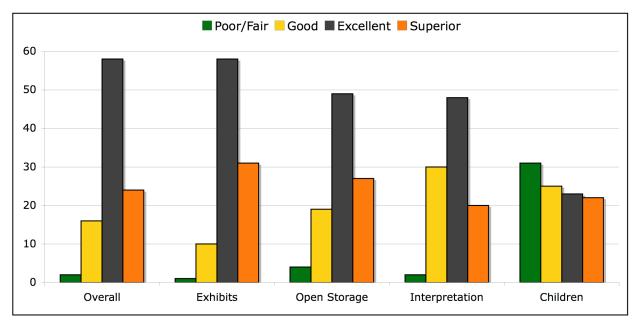


Figure 1. Rating of Overall Visit and Selected Programmatic Components [In Percent]

o Services and amenities were rated slightly lower, especially cafes, as shown in Figure 2.

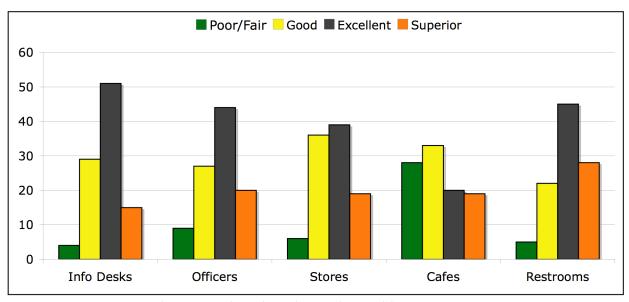


Figure 2. Rating of Services and Amenities [In Percent]

- o For the majority of visitors (58%), the experience was better than expected.
- o Overall, first time visitors were less critical, i.e., gave higher ratings, than repeat visitors.
- The DWRC has certainly created a "buzz;" friends and/or family were the main source of information about the Center (32%), with other source of information trailing behind. More than half the visitors (57%) also indicated that they had talked to friends about the DWRC.

> Experiences in the DWRC

- Learning something new (81%), Enriching my understanding (75%) and Being moved by beauty (74%) were reported as key experiences.
- The majority agreed that information was visually easy to read (84%) and understand (75%) and that directions were easy to follow (54%).
- Ocontact with DWRC personnel was more limited. Half indicated that museum staff welcomed them at the entrance, and a similar percent (53%) reported that they or a member of their group stopped at the information desk. One-fourth spoke to museum staff in the building. There was, however, near unanimity (97%) that staff was sensitive to visitor needs.
- Relatively few visitors took advantage of the shops or cafes. Thirty-six percent entered
 the shops; of these, one-fourth made a purchase. About one-fourth went into a café; of
 these, half ate there.

Museum Identification

O Visitors were more likely to know that the resident museums are part of the Smithsonian, than they are to know that there are two museums in the building. See Figure 3.

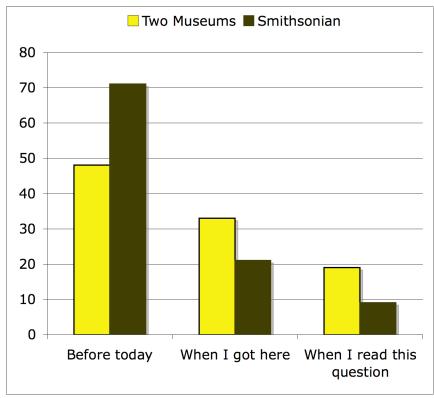


Figure 3. Timing of Awareness of DWRC as Two Museums and Smithsonian Institution



Donald W. Reynolds Center Visitor Survey Office of Policy and Analysis February 2007

Notes:

- 1. If respondents could mark more than one answer for a question, percent totals are not shown.
- 2. Percents are based only on respondents who answered questions and to which the questions applied. "Not applicable" are excluded from the percents.
- 3. Question formats modified slightly from actual questionnaires, to facilitate entering data.

1.	Is today your first visit to this specific building?	68 11 11 10 100	Yes No, I last visited before it was renovated No, I made <u>one</u> visit since July 2006 No, I made <u>more than one</u> visit since July 2006
2.	Are you visiting by yourself or with other people?	12 88	I am alone I am with others
3.	Other than yourself, how many people are with you? (Write number of people, not ages) [See Table A.1, page 8]	100	# Adults 18 and over # Youth 12 to 17 # Youth under 12
4.	Are you visiting today with an organized group?	98 01 01 100	No Yes, School Yes, Other group
5.	Rate your overall visit experience in this building today.	0 2 16 58 24 100	Poor Fair Good Excellent Superior
6.	Was your experience better or worse than you expected?	1 40 58 100	Worse About as expected Better
7.	What impressed you the most on this visit?	37 5 76 0	The building/restoration Visitor amenities/services The exhibitions and collections None of these
8.	When did you learn that there are two museums in this building?	48 33 19	Before I came today When I got here When I read this question
9.	Which museums in this building did you visit today?	100 12 24 60 4 100	American Art Portrait Gallery Both Not sure

Smithsonian museums? Variety of the company of t	10.	When did you learn that these two museums are	71	Before I came today
11. Where did you see or hear advertisements about these two museums before visiting today? (Choose one or more) 12. Where else did you see or hear anything about these two museums before visiting today? 13. Where else did you see or hear anything about these two museums before visiting today? 14. Where else did you see or hear anything about these two museums before visiting today? 15. In the you talked with any friends about these two museums before today? 16. In the exhibitions and galleries (Choose one or more) 17. During your visit, were staff sensitive to your needs? 18. Did you attend a program or lecture today? 19. Newspaper story 19. Newspaper story 19. Newspaper story 19. Tyriadio story 10. Newspaper story 19. Nowspaper story 19. Newspaper story 19. Newspaper story 19. Nowspaper story 19. Newspaper story 19. Nowspaper story 19. Newspaper story 19. Newspaper story 19. Newspaper story 19. Nowspaper story 19	10.			•
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4 Yes	18.	Did you attend a program or lecture today?	96	No
100				
100			100	

19.	Did you see a special or featured exhibition today?	43 57 100	No Yes					
20.	Did you go into a museum store in this building?	64 29 7 100	No Yes, did no Yes, bough	•				
21.	Did you go into a café in this building?	77 11 12 100	No Yes, did no Yes, ate	ot eat				
22.	Please rate the following in this building today	<u>Poor</u>	<u>Fair</u>	Good	Excellent			
	Quality of exhibits	0	1	10	58	31	100	
	Publicly visible stored artworks ("Open Storage")	0	4	19	49	27	99	
	Explanations and interpretive information	0	2	30	48	20	100	
	Activities and things for children to do	10	21	25	23	22	100	
	Information desks	0	4	29	51	15	100	
	Security officers	2	7	27	44	20	100	
	Museum stores	0	6	36	39	19	100	
	Cafés	7 2	21	33 22	20	19	100	
	Restrooms	2	3	22	45	28	100	
23.	Today, did you have the following experiences during your visit to this building?	<u>No</u>	Somewha	at <u>V</u>	ery Much			
	Enriching my understanding	0	25		75	100		
	Introducing children to art/history	20	18		63	101		
	Learning something new	2	17		81	100		
	Reflecting on the meaning of what I saw	3	28		69	100		
	Seeing things in new ways	5	27			100		
	Socializing with friends/family	8	27		66	99		
	Imagining or recalling other times/places	7	27			100		
	Being moved by beauty	3	22		74	99		
24.	Would the following have increased your enjoyment?	<u>No</u>	Yes					
	Staff in galleries to answer questions	64	36		100			
	More written information in the exhibits	57	43		100			
	Hand-held electronic information devices	61	39		100			
	Exhibits to touch or manipulate	49	51		100			
25.	Will you visit this building again in the next year?	46 32 20 3 100	Defini Probal Not li No	bly				

26.	Where do you live?	96 4	United States Zipcode Other country
		100	[Also see Table A.2, page 8]
27.	What is your age?	41	years [Average] years [Median]
	[Also	o see Ta	able A.3, page 8]
28.	What is your sex?	62 38 100	Female Male
29.	What is the highest level of education you have completed?	7 5 3 30 56	High school or less One or more years of college, no degree Associate degree Bachelor's degree Graduate/professional
		101	[Also see Table A.4, page 8]
30.	Are you of Latino or Hispanic origin? [U.S. visitors only]	94 6 100	No Yes
31.	What race do you consider yourself? [U.S. visitors only] (Choose one or more)	6 2 5 2 90	African American American Indian/Native Alaskan Asian (Chinese, Indian, Japanese, etc.) Native Hawaiian/Pacific Islander White
32.	What can we do to make this building more approachable a	and invi	iting for Smithsonian visitors?

A.1 Group Composition

Type of Group	Percent
Unaccompanied visitor	12
Adult couple w/o youth	33
Adult group w/o youth	25
Adult couple with youth	13
Adult group with youth	11
One adult with youth	4
Youth group	0
School group	1
Other group	1
Total	100

A.2 Geographic Origins

Area	Percent
New England	16
Mid Atlantic	12
Metro Washington	39
South East	5
South Central	2
North Central	5
Midwest	4
Mountain	2
Pacific	4
Unspecified U.S.	6
Country other than U.S.	4
Total	100

A.3 Age, Five Year Intervals

	Age Range	Percent
14-16		1
17-18		3
19-23		0
24-28		13
29-33		7
34-38		12
39-43		9
44-48		13
49-53		10
54-58		10
59-63		12
64-68		5
69-73		1
74-78		3
79-83		1
84+		1
Total		100

A.4 Educational Attainment, Visitors over 25

Educational Attainment	Percent
High school or less	2
One or more years of college,	
no degree	3
Associate degree	1
Bachelor's degree	29
Graduate/professional	65
Total	100