

# Freer Gallery of Art 2015 Visitor Studies

## Part One: Entrance-Exit Survey



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## Introduction

In preparation for the closing of the Freer Gallery of Art (Freer) in 2015 for infrastructure work and its scheduled re-opening in 2017, the staff of the Freer requested that the Office of Policy and Analysis (OP&A) conduct a year-long survey study of Freer visitors, to include surveys of both entering and exiting visitors.

This study was accompanied by two other in-depth studies of Freer visitors in 2015 – an interview study and an observation study. Results of those studies are reported separately. The survey study employed an unusual technique for data collection. Surveys were conducted by museum staff on weekdays and by OP&A contractors on weekends. The entire year from January 5, 2015 through January 4, 2016 was divided into half-hour segments, and three out of four workdays were included as study days. Survey session times for those days were randomly assigned for the entire year. Each weekday session was a half-hour long, and included 15 minutes of exit surveys and 15 minutes of entrance surveys. Contractor-led weekend sessions were four hours long and alternated between Saturdays and Sundays (and also including holidays).

Freer|Sackler staff who volunteered to administer surveys were on duty for a two-month period. They worked in three teams of two, using two iPads per person, and on average served a little more than once a week. Teams were debriefed on their experience at the end of their two months. Data was instantaneously uploaded to Qualtrics as surveys were completed and was available for review and analysis at any time. The teams intercepted every visitor who passed by their designated door in the assigned direction whenever an iPad was available. All three doors were covered (Mall door on Jefferson Drive, link to/from the Sackler Gallery, and door to Independence Avenue).

### Details:

- Surveys were conducted on 247 days (two out of every three). On 188 of those days surveys were conducted by F|S staff (75% of all working weekdays).
- 50 staff members (nearly half the total museum staff) volunteered as data collectors. They included individuals from all departments of the museum, including managers, curators, conservators, educators, exhibition staff, designers, editors, etc.
- 1,767 visitors completed entrance surveys; 1,545 completed exit surveys. 57% of all eligible visitors during survey periods were intercepted, and 79% of intercepted visitors completed surveys (i.e., 45% of all visitors who passed by the survey teams during the study completed surveys).

- Participating staff enjoyed the experience, and most did not find it overly burdensome.

There were both intended and unintended benefits of this data collection method:

- Staff members noticed behaviors that they reported directly to the relevant departments.
- Engagement with visitors during survey periods positively increased staff understanding of visitors, including the different purposes that bring them to the Freer. One data collector, for example, was surprised by the number of visitors who mentioned that they came to the Freer for its contemplative environment.
- Participants made friends with staff members from other departments, with whom they did not usually interact.
- Unexpected findings in the data during the year prompted changes in the Freer, and the impact of those changes could be measured directly and immediately because the data was continuous. The most notable example (discussed later in this report) was the change in signs outside the museum that had a major impact on first-time visitors' awareness of what they would find in the Freer.

## Key Points

### Audience

- The Freer audience is relatively young, predominantly female, and one-half regional.
- One in five identify as having Asian or Middle Eastern heritage. One in fifty live in Asia.
- Three in five are very interested in Asian art/history/culture; half are very interested in Middle Eastern art/history/culture.
- Three in five were making their first visit to the Freer, but five out of six had visited an art museum other than the Freer or Sackler in the past year.
- One-third heard about the Freer from friends/family, and another third were wandering by.
- One-quarter of all visitors have an experience preference in the Idea dimension (i.e., primarily drawn to abstraction/conceptualization). New visitors are equally distributed across the preferences (Idea, People, Object, Physical, No single preference), but among repeat visitors, nearly one-third have an Idea preference.<sup>1</sup>

### Ratings of Overall Experience

- First-time visitors had low expectations (13% anticipated a Superior rating) but had a better experience in the end (22% Superior); repeat visitors had higher expectations (22% Superior), and the result was about what they expected (26% Superior).
- Visitors with an Object preference were most likely to have anticipated a Superior experience, but in the end visitors with Idea or People preferences were the ones most likely to have reported a Superior overall experience.
- Those with a Physical preference were most likely to anticipate a less-than-Excellent overall experience, and they were also most likely to have reported a less-than-Excellent overall experience.

### Anticipated and Satisfying Experiences

- Three experiences were significantly more satisfying to exiting visitors than entering visitors had anticipated:
  - Seeing rare/valuable/uncommon things (Entrance 50%; Exit 60%)
  - Feeling relaxed/tranquil/calm (Entrance 40%; Exit 58%)
  - Imagining other times/places (Entrance 32%; Exit 42%)
- Visitors with Idea or People preferences were more likely than visitors with other preferences to have had unexpected satisfying experiences of imagining other times/places, and those with Idea preferences were also more likely to have unexpected satisfying experiences of seeing rare things.

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<sup>1</sup> The four dimensions are described in IPOP theory – **Idea** (conceptual, abstract thinking), **People** (emotional connections), **Object** (visual language and how things are made and used), and **Physical** experiences (somatic sensations).

## Ratings of Features

- Ratings for the quality of art were very high (45% Superior).
- Ratings for the longer texts, floor plans and directional signs, and number of places to sit were relatively low (16-17% Superior; 44%-53% less than Excellent)

## Desires for the Future

- Among possible future information services, more visitors were interested in knowledgeable staff in the galleries compared to the other proposed options, although those visiting with youth were especially interested in videos in the galleries.
- Among possible new features, more visitors were interested in a highlights brochure and in people stories.
  - Those with Idea and People preferences were especially interested in having guidance for closer looking; visitors with People preferences were also more interested in music in the galleries; those with Object or Physical preferences were more interested in hands-on activities.
  - Those visiting with youth were especially interested in people stories and hands-on activities.
  - Younger visitors and females were especially interested in people stories, music in the galleries, and hands-on activities.
  - Older visitors were especially interested in audio guides.

## Analysis

- Relative to the overall US population, Millennials (i.e., ages 18-34) are over-represented in the Freer audience. The Sackler has drawn an older audience by comparison. With respect to gender and residence, however, the Freer and Sackler audiences do not differ.
- A statistical model identifies six independent predictors of a Superior overall experience rating on exiting the Freer:
  - The visit exceeded expectations
  - Rating the quality of the art higher than others
  - Rating the variety of the art higher than others
  - Was so engaged that s/he almost lost track of time
  - Was very interested in Charles Freer as a collector
  - Had a higher Idea score than others
- The model is consistent with scientific theories of near-term happiness and with the principle that unexpected experiences outside of one's experience preference are a cause of Superior overall experience ratings.

## Conclusion

The Freer Gallery is doing well by its audience. New visitors were having a better experience than they expected, and the overall experience ratings on exit were at the same level as for Smithsonian museums overall. The Freer visit worked particularly well for those who have an experience preference in the Idea dimension, because these visitors were having unexpectedly satisfying experiences of imagining other

times or places and seeing rare things. And because of this positive outcome, Idea-preference visitors were also returning more than others.

Imagining other times or places is an experience that combines both a physical element (by calling to mind a specific setting) and an emotional one (by projecting oneself in that place). Seeing rare things, on the other hand, is an object-centered experience involving aesthetic appreciation, attention to detail and craftsmanship, and consideration of how an object was made and/or used.

Because the Freer Gallery has artworks of great variety from many different parts of Asia (and from America by way of England), it offers very rich opportunities for engaging visitors in imagining those places. In addition, because the objects are of such high quality and well-presented, they invite close examination and an aesthetic response. The data implies strongly that visitors who were drawn to abstract ideas were being “flipped” to Physical (imagining places), People (imagining what it felt like to be in those places), and Object (aesthetic) experiences. And it is no surprise that those with an Idea preference were also more eager to have guidance for closer looking.

Ironically, visitors who were drawn to Object experiences were more likely than others to have anticipated a Superior experience when they arrived, but in the end their response was only average. In order to have been as excited as they had anticipated, they, too, would have needed to be “flipped” to Idea, People, or Physical experiences. That appears not to have happened, and it is not surprising. Ideas were not strongly presented (as is evident from the Freer observation study), emotions and People stories were rare, and Physical experiences were few (beyond the seasonally available courtyard). In other words, there were no strong experiences in other dimensions to engage the Object-oriented visitor unexpectedly.

The fact that visitors with a People preference also gave higher than expected ratings to their overall experience suggests that they, too, might have been having “flip” experiences. They were imagining other times or places more than anticipated, which could represent an unexpected Physical experience, but the data in this survey does not offer any possible explanation beyond that.

Perhaps visitors with a People preference were unexpectedly having satisfying experiences of a type not offered among the survey options. One speculative possibility is that they might unexpectedly have had Object experiences such as “imagining what it would be like to own, use, or make these things.”



## Suggestions

### Provide stronger Idea experiences

As this study demonstrates, there is a need for strong experiences in the Idea dimension that could unexpectedly capture the attention and interest of those who are naturally drawn to other dimensions, especially the Object dimension.

Possibilities include:

- Maps and timelines
- Info-graphics – aesthetic displays of information
- Striking concepts that connect disparate objects/themes
- Interesting factoids
- Numbers and statistics
- Photographs and/or objects integrated with texts where appropriate
- Texts with easy-to-read font sizes and contrast
- Questions that invite thought

### Provide stronger People experiences

Here, too, the aim is to provide unexpected experiences for those drawn to Object experiences. Possibilities include:

- Stories, especially the story of Charles Freer
- Images of people
- Emotional language in texts
- Quotes from poetry, essays, and journals
- Translations of texts on paintings and calligraphy
- Incorporating contemporary artistic voices

### Provide more kinds of Object experiences

- A highlights brochure
- Guidance for closer looking
- Videos that help visitors know how to look and what to look for
- Explanations/illustrations of how things are made/used
- Photographs that show objects in their original settings

### Provide stronger Physical experiences

Because of the nature of the museum and its contents, strong evocations of place could be very effective:

- Music in controlled areas
- Seating that is more comfortable/flexible
- Food/drink, if possible
- Areas for drawing/sketching/composing
- Immersive settings/video/photographs to emphasize place

### **Respond to visitors' other interests**

- Enhance knowledgeable staff in the galleries
- Offer an informational tour app for mobile devices

### **Design four-dimensional displays**

The likelihood of inducing unexpected experiences can be greatly increased by creating displays (ideally one in each gallery) where the ideas, stories, artworks, and environment are all remarkable in their own right, but also closely interrelated. These IPOP displays should be tested with visitors in paper and/or prototype form to maximize their effectiveness.

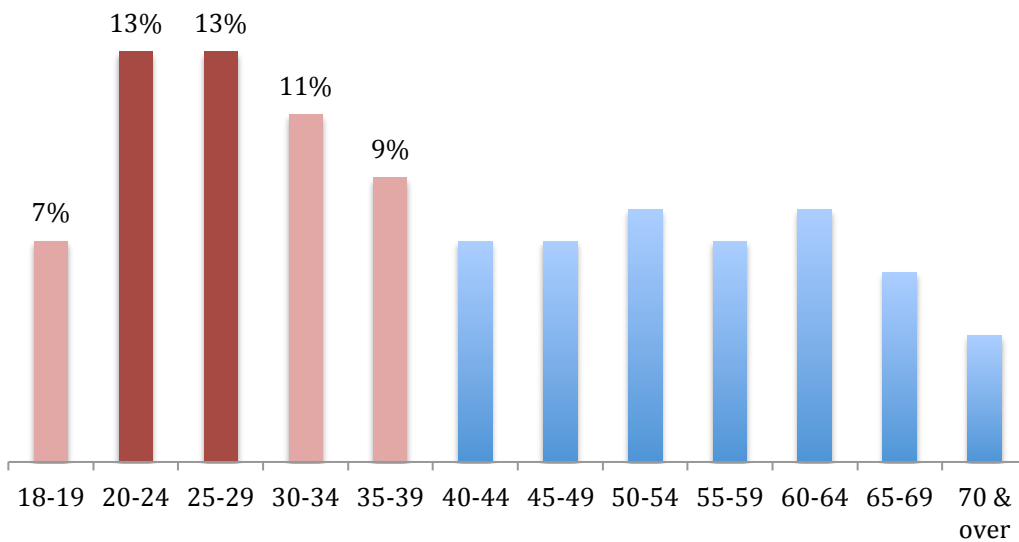
## Findings

### The Visitors

#### Age

Visitors were relatively young. More than half were under the age of 40, and one-quarter (26%) were between 20 and 29 years of age, as shown in Figure 1.

**Figure 1: Ages of Freer Visitors**  
*Half were under 40, one-quarter in their 20s*



There were only minor changes in visitor ages over the year:

- The youngest visitors (ages 18-19 and 20-24) were proportionately fewer from October through the end of the year.
- Visitors aged 20-24 were more numerous from July through September.
- Visitors aged 65-69 were more numerous between April and June.

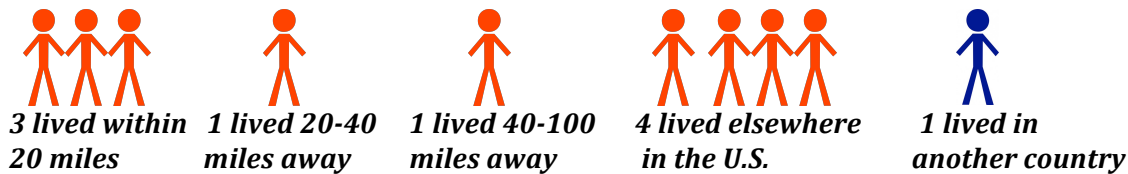
#### Gender

Throughout the year more visitors identified as female (56%) than male (43%).

#### Residence

Nine out of ten visitors (89%) live in the United States. More than one-quarter (28%) live in the Washington, D.C. Metropolitan Area, with nearly half of these (13%) living within the District. Half of all visitors live within 100 miles of the National Mall. One in ten live outside the United States.

**Figure 2: Residence of Visitors**  
*Out of every ten visitors to the Freer*



Among visitors from outside the Metropolitan Washington Area, most are from California and New York (4% each), followed by Pennsylvania (3%). Among foreign residents, most are from Europe (3%), Asia (2%), and Canada/Mexico (2%).

### Ethnic Heritage

One in five visitors (22%) identify as having Asian or Middle Eastern heritage. One-third of them (7%) cite an East Asian culture – 4% China, 3% Japan, 1% Korea. Smaller percentages refer to their cultural heritage as Asia/Asian American (4%) or a region of South Asia (3% India/Pakistan/Bangladesh).

### Interests of Visitors

Not surprisingly, the majority of visitors were very interested in Asian art (60%) and Asian history/culture (58%). Approximately half were very interested in American art (49%), Middle Eastern art (46%), and Middle Eastern history/culture (48%). Repeat visitors and those who visited other art museums were more likely to be very interested in these. About one-quarter (23%) was very interested in Charles Freer as a collector.

Levels of interest varied somewhat over the course of the year. Visitors in the beginning of the year (January-March) and the end of the year (October-December) had higher levels of interest in Asian art and Asian history/culture. Interest in Charles Freer as a collector was higher among exiting visitors than among entering visitors in April-June and October-December. These differences were substantial (from 14% very interested on entrance to 27% on exit in April-June; from 21% very interested on entrance to 29% on exit in October-December).

### Prior Visits to the Freer

The majority of visitors (63%) were making their first visit to the Freer when they were intercepted for the survey. Among the repeat visitors, almost half (45%) had visited two or more times in the previous twelve months. The remaining repeat visitors were equally divided between those who had been to the Gallery once in the prior twelve months (27%) and those had not visited in the prior twelve months (28%).

### Prior Visits to Other Art Museums

Freer visitors were regular visitors to art museums. Only one in six (17%) of all Freer visitors had not been to an art museum other than the Freer or Sackler Gallery in the

previous twelve months. Two in five had been to other art museums four or more times in the past twelve months. See Figure 4.

**Figure 4:**  
**Visits to Art Museums Other Than Freer/Sackler in the Prior Twelve Months**

*Freer Visitors frequently visit other art museums*



**Awareness of the Freer**

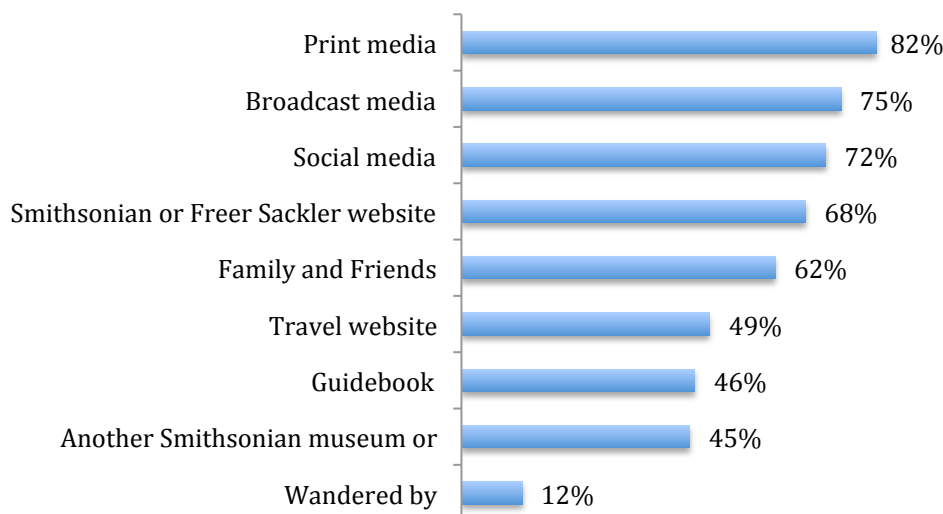
The major sources of awareness of the Freer were family/friends and wandering by. One-third heard about it from family/friends (33%), a little less than one-third discovered it when they saw it (31%), a few learned of it both ways (3%), and a final third heard about the Freer some other way (33%).

Among the other sources of awareness the most commonly cited were the Smithsonian or Freer|Sackler website (20%); another Smithsonian museum or the Castle (14%); and print media (11%). Altogether, these five sources reached 92% of the visitors. The remaining four sources – guidebooks, travel websites, social media, and broadcast media – provided little additional reach.

**Awareness of Asian/American Art in the Freer**

Among first-time visitors 39% knew before they came that the Freer mainly displays Asian art. Those who heard about the Freer from print media were most likely to know before they came (82%); those who wandered by were least likely to have known in advance (12%). See Figure 5.

**Figure 5: Likelihood of Knowing in Advance That Freer Displays Mostly Asian Art Among First-Time Visitors Who Learned about the Freer from Various Sources**



Many fewer first-time visitors (20%) knew in advance that the Freer also displays American art. Those who knew about the Freer from broadcast media were most likely to know (54%), followed by print media (43%) and the Smithsonian or Freer|Sackler website (42%). This result might reflect publicity around the *REMIX* exhibition at the Sackler Gallery, which focused on a contemporary American artist's response to the Peacock Room by James MacNeil Whistler.

Surprisingly, about one-third (31%) of first-time visitors entering the museum in the April-June period did not know that the Freer mainly displays Asian art until they read the survey question. In response to this finding, the museum changed the outdoor standing signs in August, adding "Asian Art" in large type. Immediately, more first-time entering visitors knew that the museum contained Asian art. In the period from October – December only 13% of entering first-time visitors did not know that by the time they stepped into the Freer.

Nearly half (46%) of first-time visitors who entered the Freer did not know that it also displays American art. Since outdoor signs did not change with respect to American art, the percentage was relatively unchanged over the year.

#### Time in the Freer

Three-quarters of the visitors indicated that they had spent an hour or less in the Freer (75%); about a quarter claimed to have spent less than half an hour; and one-third reported more than one hour. In general, the time reported by exiting visitors was fairly close to the time that entering visitors expected to spend, except that reported visit times of more than one hour were higher than expected between July and September, and lower than expected between October and December. However, the observation study of Freer visitors during this period, which noted in detail how long visitors spent in the Gallery, suggests that these reported times are somewhat inflated. According to the observation study, the average time in the Freer was 24 minutes, with 70% spending less than 30 minutes and only 4% spending more than one hour.

#### Visit Group

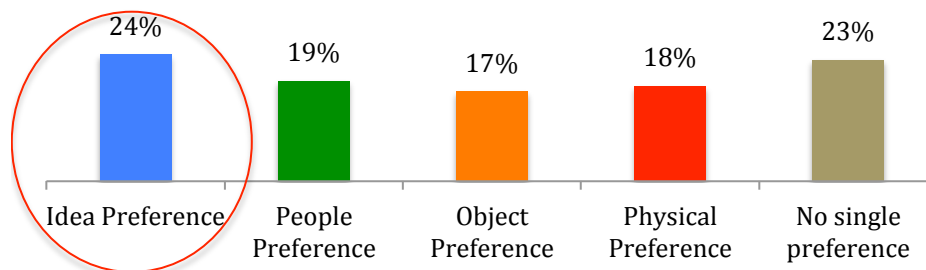
About one-quarter of visitors came alone (23%), and two-thirds came with one or more adults (66%). Less than one-tenth (8%) came with at least one person under 18.

#### Experience Preference

The survey included questions asking visitors to indicate their degree of self-identification with various types of leisure activities. To identify the degree to which individuals were drawn to four dimensions of experience in comparison to the overall average, responses to these questions were compared to a large dataset (20,000+ cases) of other museum-goers who had answered these questions previously. The four dimensions are described in IPOP theory – **Idea** (conceptual, abstract thinking), **People** (emotional connections), **Object** (visual language and how

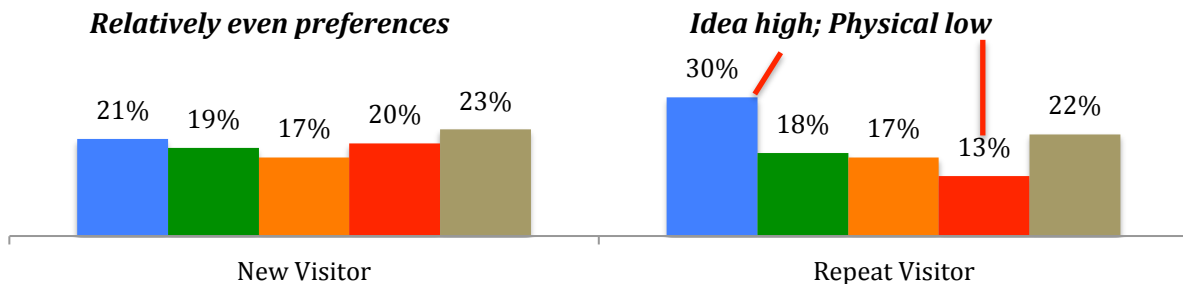
things are made and used), and **Physical** experiences (somatic sensations).<sup>2</sup> The IPOP scores are measures of how drawn visitors are to each of these four dimensions, in comparison to survey respondents in the overall dataset. When one of these scores is higher than the others, that dimension is identified as a preference.<sup>3</sup> Among Freer visitors, one-quarter (24%) had an experience preference in the Idea dimension. See Figure 3.<sup>4</sup>

**Figure 3: Experience Preferences of Visitors**  
*The Idea dimension was the strongest among visitors*



There was a significant difference in preference between new and repeat visitors. Repeat visitors were more likely to have an Idea preference and less likely to have a Physical preference, as shown in Figure 4.

**Figure 4: Experience Preferences of New and Repeat Visitors**



■ Idea Preference ■ People Preference ■ Object Preference ■ Physical Preference ■ No single preference

<sup>2</sup> Pekarik, Andrew J., J.B. Schreiber, N. Hanemann, K. Richmond, and B. Mogel. 2014. IPOP: A Theory of Experience Preference. *Curator: The Museum Journal* 57(1). 5-27.

<sup>3</sup> Scores are standardized z-scores of standard deviation above/below the mean of 0.0. Two scores are considered different if they are more than 0.2 standard deviations apart.

<sup>4</sup> In this report, only differences that are statistically significant at a level of 0.01 or less are reported. In other words, there is only a 1% probability that these differences are accidents of the sample and are not true for the population of all visitors to the Freer. In addition, when the association between two variables is statistically significant and illustrated in a figure, individual highlighted items are those whose adjusted, standardized chi-square residuals are 2.0 or greater. In other words, these are the cells that stand out most strongly as different from the others in a positive direction.

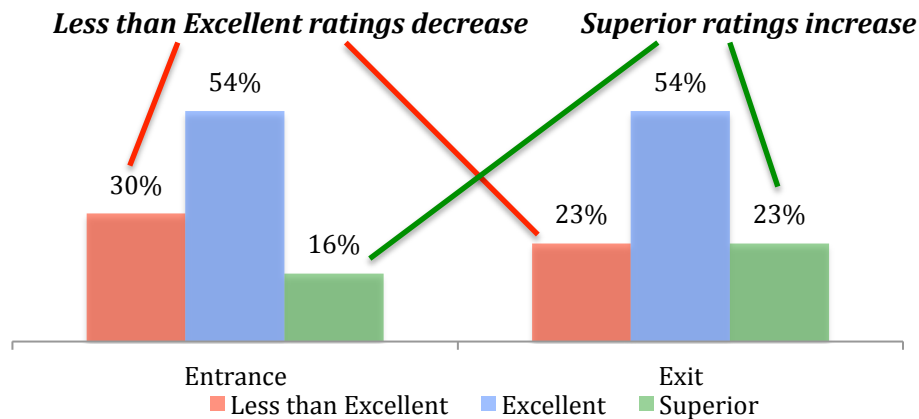
## The Visit Experience

### Expectations and Response – Overall Experience

Entering visitors were asked how they would rate their overall experience in the Freer that day when they left, and exiting visitors were asked to rate their overall experience in the Freer that day. The response scale was Poor-Fair-Good-Excellent-Superior. Past experience with this scale has demonstrated that those who rate their overall experience Excellent are satisfied; those who rate Poor, Fair, or Good often have some degree of criticism; and those who rate Superior are generally the most excited by their visit. Almost no one marked Poor or Fair, and the data overall indicate that exiting visitors had had a better overall experience than entering visitors had anticipated, as shown in Figure 5.

However, this ratings gain between entrance and exit samples came from the new visitors. First-time visitors on entrance had low expectations for their visit (39% less than Excellent; 13% Superior) compared to repeat visitors (19% less than Excellent; 22% Superior). First-time visitors on exit gave considerably higher ratings (25% less than Excellent; 22% Superior) than on entrance, while repeat visitors showed no statistically significant change (17% less than Excellent; 26% Superior). In other words, between entrance and exit the ratings of repeat visitors stayed the same, but the ratings of new visitors moved closer to those of repeat visitors.

**Figure 5: Anticipated and Actual Overall Experience Ratings**

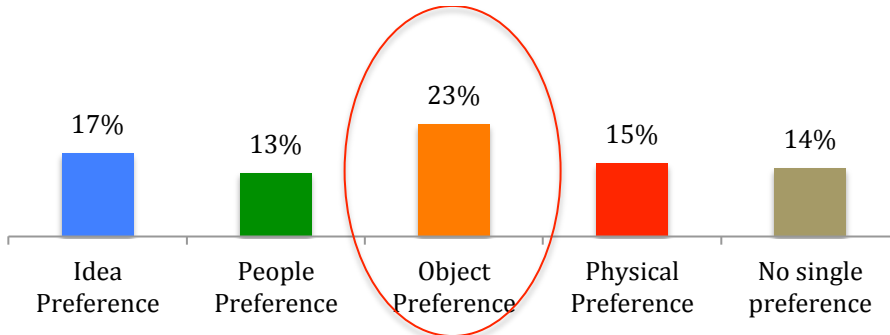


Visitors with a preference in the Object dimension were more likely to anticipate that they would rate their experience Superior when they left the museum, as shown in Figure 6.

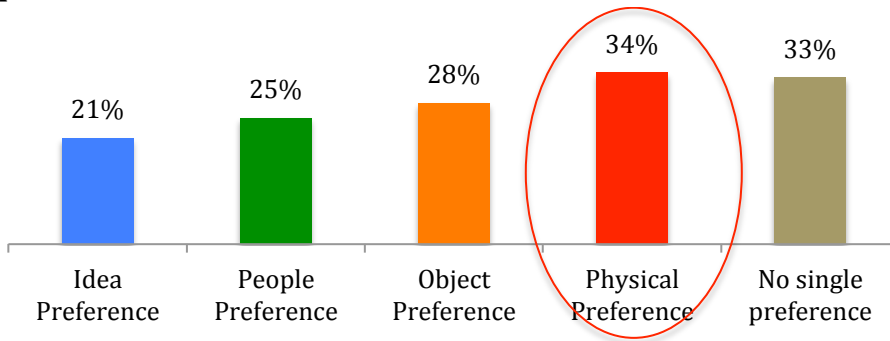
On the other hand, visitors with a Physical preference were more likely to anticipate an overall experience that would be less than Excellent, as shown in Figure 7.



**Figure 6: Preferences of Visitors Anticipating a Superior Overall Experience**

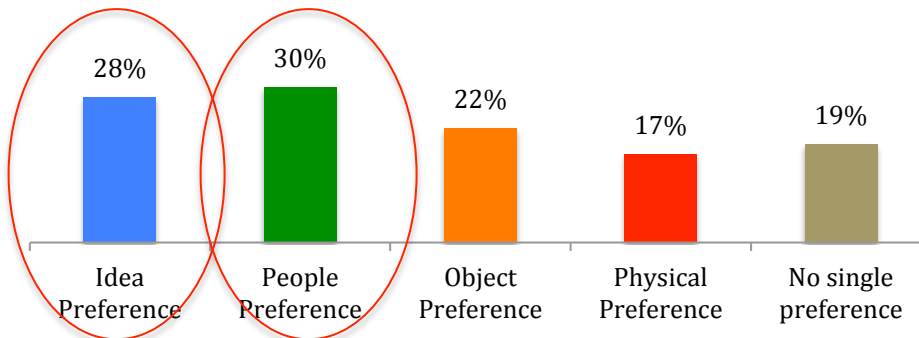


**Figure 7: Preferences of Visitors Anticipating a Less-than-Excellent Overall Experience**



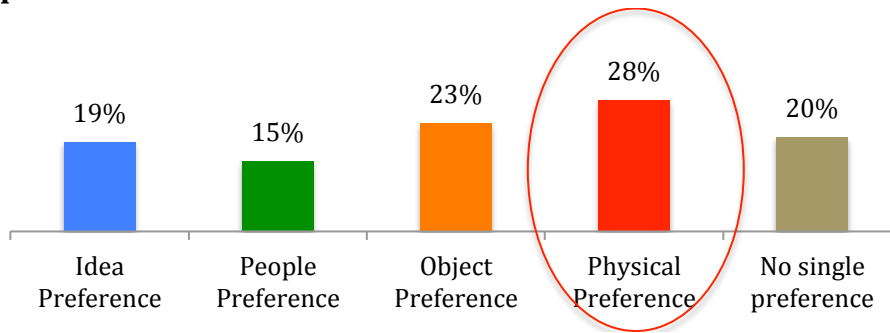
Among exiting visitors, however, those who had an Idea or People preference – not those with an Object preference – were the ones more likely to report that they had had a Superior overall experience, as shown in Figure 8.

**Figure 8: Preferences of Visitors Reporting a Superior Overall Experience**



As predicted by entering visitors, those with a Physical preference were more likely to have rated their overall experience as less than Excellent. See Figure 9.

**Figure 9: Preferences of Visitors Reporting a Less than Excellent Overall Experience**

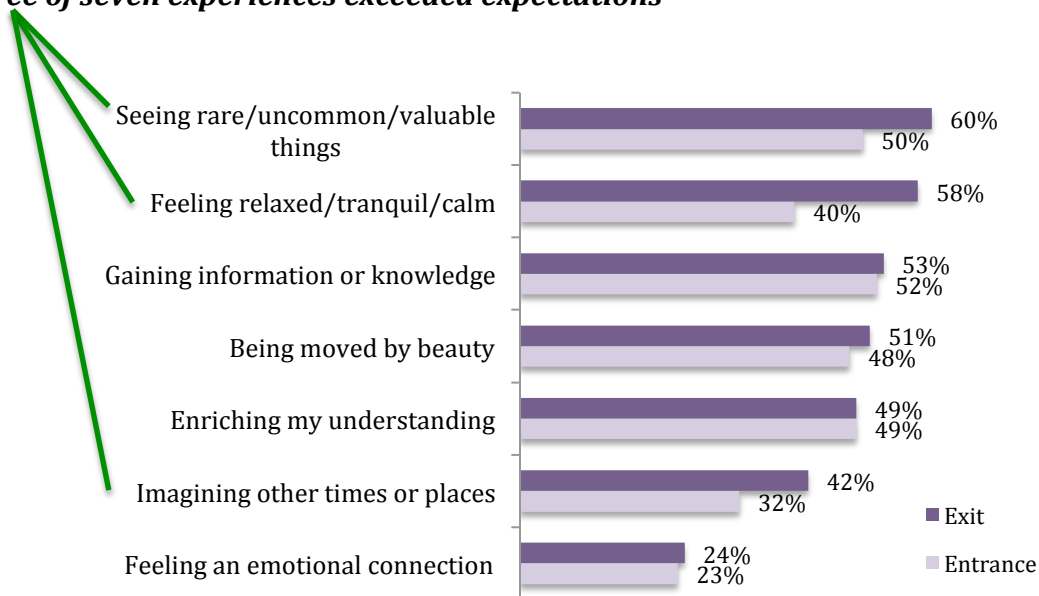


**Expectations and Response – Anticipated and Satisfying Experiences**

Entering visitors were also asked to choose from a list of seven experiences the ones they were especially looking forward to in the museum, and exiting visitors were asked to choose from the same list the ones that they had found especially satisfying during their visit. Only a few visitors did not pick at least one of these seven items (2% on entrance; 1% on exit).

Three experiences were chosen significantly more often by exiting visitors than by entering visitors: Seeing rare/uncommon/valuable things; Feeling relaxed/tranquil/calm; and Imagining other times or places. See Figure 10.

**Figure 10: Anticipated and Satisfying Experiences**  
*Three of seven experiences exceeded expectations*



The other four experiences – Gaining information or knowledge; Being moved by beauty; Enriching my understanding; and Feeling an emotional connection – matched expectation almost exactly.

There were a few minor differences across the year. Seeing rare things was less often reported as satisfying in the second and third quarters (i.e., between April and September).

### Expectations

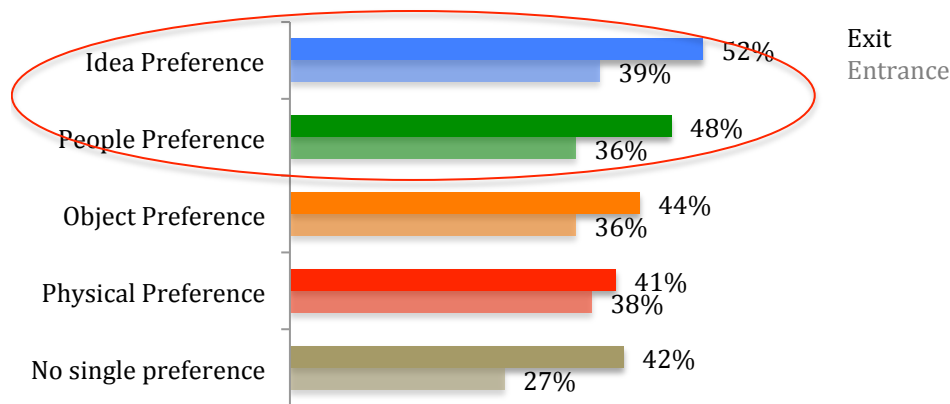
Exiting visitors were also asked how the visit compared to their expectations. One-third (34%) said that it had exceeded their expectations; two-thirds (64%) said it had met their expectations; and only 2% said it had not met their expectations.

### Experience Preference and Overall Experience Ratings

As noted above, repeat Freer visitors were more likely to have a preference for Idea experiences, but first-time visitors were equally divided among the experience preferences. Why were repeat visitors more likely to have an Idea preference? Why did visitors with an Idea preference give their overall experience a higher rating than visitors with other preferences? A number of factors are probably involved, but one likely cause is that more of those visitors were having unexpected satisfying experiences.

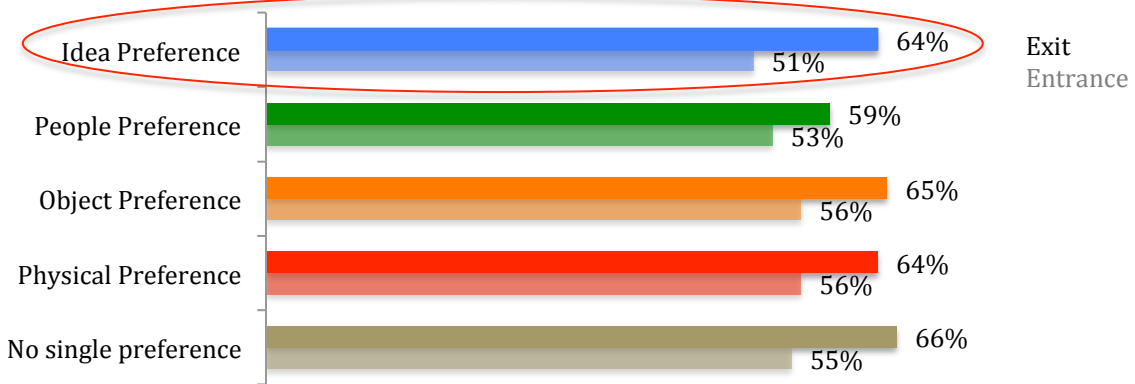
Visitors with an Idea preference as well as those with a People preference (and those with no single preference) were more likely to have unexpected experiences of imagining other times or places, as shown in Figure 11.

**Figure 11: Actual (on Exit) and Anticipated (on Entrance) Satisfying Experiences of Imagining Other Times or Places - by Experience Preference**



Similarly, visitors with an Idea preference (and those with no single preference) were more likely to have an unexpected experience of Seeing rare/uncommon/valuable things, as shown in Figure 12.

**Figure 12: Actual (on Exit) and Anticipated (on Entrance) Satisfying Experiences of Seeing Rare/Uncommon/Valuable Things – by Experience Preference**



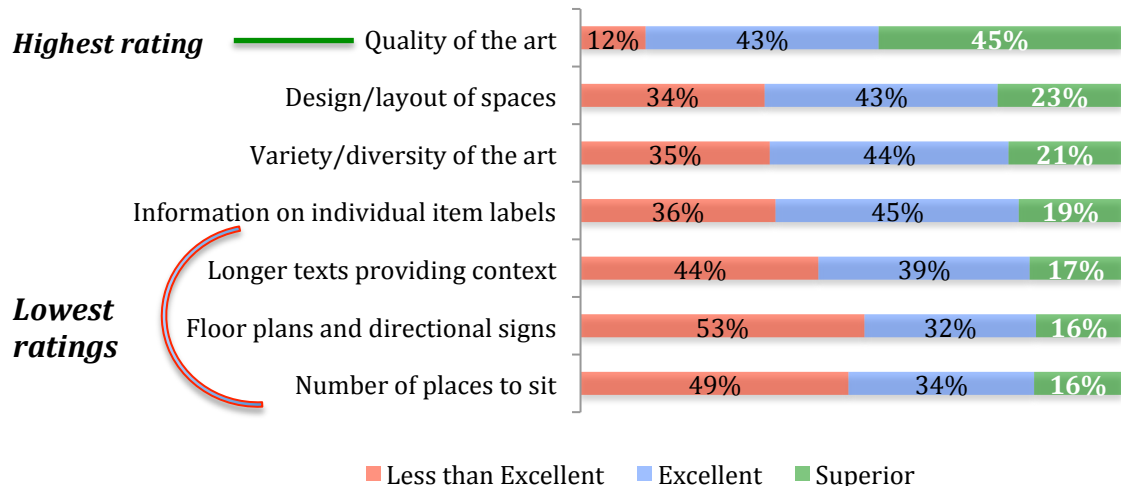
Reports of feeling relaxed/tranquil/calm were higher on exit than on entrance for all visitors, no matter what their experience preference was.

However, if we look just a bit more deeply and consider new and repeat visitors separately, we find that first-time visitors with an Idea preference are the ones most likely to report significantly different experiences with imagining and seeing rare things between entrance and exit.

**Other Responses**

Exiting visitors were asked to rate seven features of the museum: Longer texts providing context; Information on individual item labels; Quality of the art; Design/layout of spaces; Variety/diversity of the art; Number of places to sit; and Floor plans and directional signs. The rating scale was the same one used for the overall experience rating. Quality of art was rated the highest. Design and variety were rated at about the same level as overall experience. Longer texts, places to sit, and floor plans and directional signs received the lowest ratings. See Figure 13.

**Figure 13: Ratings of Freer Gallery Features**



These ratings were consistent across the year. The low rating for floor plans and directional signs did not mean, however, that the Freer Gallery was hard to navigate. When visitors were asked directly how difficult or easy it was to find their way around the Freer Gallery, three out of four visitors said it was relatively easy:

- 1% very difficult; 3% difficult; 8% somewhat difficult
- 12% neutral
- 19% somewhat easy; 32% easy; 26% very easy

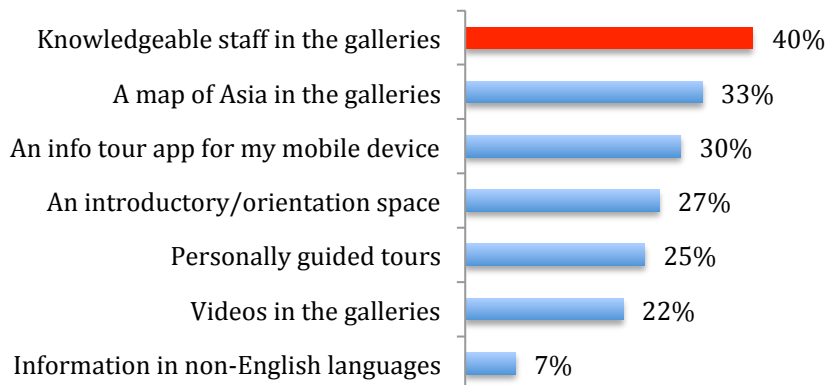
Unhappiness with floor plans and directional signs probably had more to do with not knowing where to find particular types of art at the start of the visit than to difficulty in navigating the Freer. To address this possible need for better wayfinding, two narrow banners were added in the Mall lobby indicating which direction to go for different kinds of art. Analysis of the survey results after the banners were installed did not show any improvement in the rating of floor plans and directional signs.

Exiting staff also rated their interactions with staff in the galleries. Two out of three visitors (63%) had interacted with staff. Half of those (52%) had interacted with staff at the information desk, 61% with security staff in the galleries, and 14% with tour guides. Tour guide interactions received the highest ratings (44% Superior), followed by security staff in the galleries (35%), and information desk staff (32%).

#### Desires for the Future

Visitors were asked to select possible new offerings of information services. They chose the ones they would have been interested in if they had been available. Visitors were most interested in having knowledgeable staff in the galleries (40%),<sup>5</sup> a map of Asia in the galleries (33%), and an info tour for their mobile device (30%). There were no differences over time or between entrance and exit samples. See Figure 14.

**Figure 14: Interest in New Information Services**  
*Visitors were eager to engage with knowledgeable staff in the galleries*



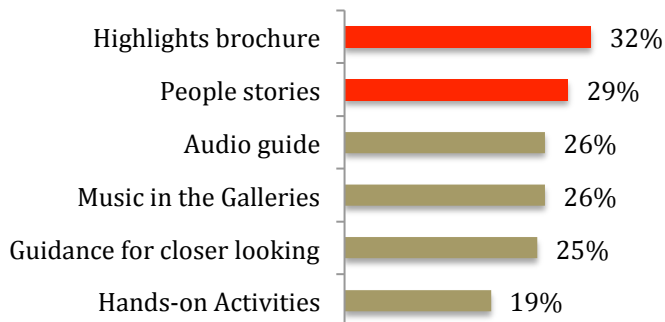
<sup>5</sup> This item was removed from the exit survey after it became clear that 38% of visitors were interacting with security staff in the galleries. It was an actual information service, not a potential one.

There were some demographic differences with respect to these interests. **Videos in the galleries** were more desired by visitors with youth (32% of them vs. 22% of others).

Visitors were also asked to select possible new features. Among these, the highlights brochure (32%) and people stories (29%) had the strongest positive response. Visitors overall were least interested in hands-on activities. See Figure 15.

**Figure 15: Interest in New Features**

*Visitors were most interested in a highlights brochure and people stories*



There were more demographic differences for possible new features:

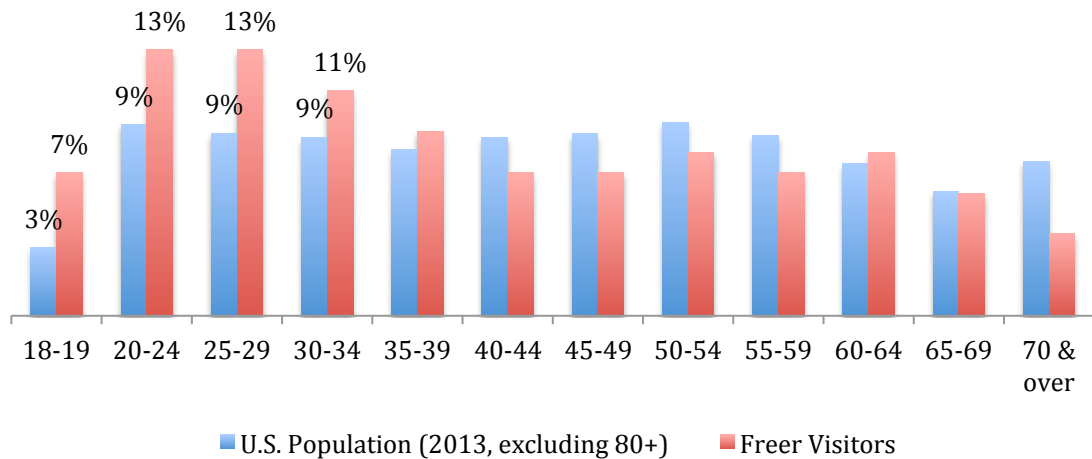
- **People stories** were more interesting to those visiting with youth (37% vs. 28% of others), to younger visitors (36% of those under age 40 vs. 24% of those age 40 or more), and to females (32% vs. 28% of males).
- **Music in the galleries** was more interesting to those with a People preference (36% vs. 26% for all visitors), to younger visitors (32% of those under age 40 vs. 22% of those age 40 or more), and to females (30% vs. 24% of males).
- **Hands-on activities** were more interesting to those visiting with youth (34% vs. 18% of others), to younger visitors (29% of those under age 40 vs. 12% of those age 40 or more), to visitors with an Object preference (26%) or Physical preference (23%) compared to all visitors (19%), and to females (22% vs. 18% of males).
- **Guidance for closer looking** was more interesting to those with an Idea preference (32%) or People preference (30%), compared to all visitors (25%).
- **Audio guides** were more interesting to older visitors (30% of those age 40 or more vs. 24% of those under age 40).

## Analysis

### A Young Audience, Predominantly Female, Half Regional

Compared to the U.S. population, Millennials (i.e., those between the ages of 18 and 34) were over-represented among the Freer audience in 2015, as shown in Figure 16.

**Figure 16: Ages of Freer Visitors Compared to the U.S. Population Ages**



This notable proportion of younger visitors is especially striking in view of the age profile of visitors surveyed in the Sackler Gallery over the past years. Across 23 exhibitions over the past eleven years, the median ages of surveyed visitors in the Sackler Gallery were as follows:

- 18-19: 5%
- 20-24: 8%
- 25-29: 10%
- 30-34: 8%

This distribution of median ages among Sackler visitors is very close to the U.S. population age distribution. Although one might be tempted to suggest that the presence of the *REMIX* exhibition that opened in the Sackler starting in May might have affected the audience profile of the Freer, the evidence suggests otherwise. Compared to the Sackler median ages, the survey of *REMIX* visitors showed a higher percentage in the 20 to 24 age group only (14%), and the Freer age distribution for the three months of 2015 before *REMIX* opened was the same as for the year as a whole.

It seems that the Freer draws a younger audience than the Sackler overall.

The gender distribution at the Freer was the same as the median for the Sackler Gallery. For every male who visited the Freer, 1.3 females visited.<sup>6</sup> Visitor residence was also the same as for Sackler visitors - half of all visitors lived within 100 miles of the museum.

### Modeling Overall Experience Ratings of Exiting Visitors

The single most important outcome is overall experience rating, since it measures the quality of the visitor experience in the museum. Because this dataset from this study is so large, statistical models can be used to investigate the factors that are significantly associated with the overall experience rating.

Some of the factors to consider are the other outcome variables:

- Expectation (Met or Exceeded)
- Almost lost track of time (Yes or No)
- Rating of long texts (less than Excellent, Excellent, Superior)
- Rating of label texts (less than Excellent, Excellent, Superior)
- Rating of quality of art (less than Excellent, Excellent, Superior)
- Rating of design (less than Excellent, Excellent, Superior)
- Rating of variety (less than Excellent, Excellent, Superior)
- Rating of places to sit (less than Excellent, Excellent, Superior)
- Rating of floor plans/signs (less than Excellent, Excellent, Superior)

Others are the experiences that visitors found especially satisfying:

- Moved by beauty (Marked or Unmarked)
- Feeling an emotional connection (Marked or Unmarked)
- Enriching understanding (Marked or Unmarked)
- Gaining information (Marked or Unmarked)
- Imagining other times/places (Marked or Unmarked)
- Seeing rare things (Marked or Unmarked)
- Feeling relaxed (Marked or Unmarked)

Finally, there are the variables that described visitor characteristics:

- Making a first visit (Yes or No)
- Frequency of visiting other art museums in the past year (Not at all, Once, 2-3 times, 4-10 times, More than 10 times)
- Sex (Male or Female)
- Age (18-29, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70+)
- Idea score (ranges from -3 to +2)
- People score (ranges from -3 to +2)
- Object score (ranges from -4 to +3)
- Physical score (ranges from -3 to +3)
- Very interested in Asian Art (Yes or No)
- Very interested in Asian history/culture (Yes or No)

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<sup>6</sup> The ratio for this age range in the 2013 U.S. population was 1.05 females for every male.



- Very interested in American art (Yes or No)
- Very interested in Middle Eastern art (Yes or No)
- Very interested in Middle Eastern history/culture (Yes or No)
- Very interested in Freer as a collector (Yes or No)

A logistic regression model of the complete set of these variables can be used to predict whether or not a visitor rated their overall experience as Superior. A regression model shows the effect of an individual variable when all the other variables are held constant. In this way we can determine which factors independently predict a Superior rating among exiting visitors.

The model predicts Superior ratings with 85% accuracy. Details of the significant factors are shown in Table 1.

**Table 1: Logistic Regression Model Predicting Superior Overall Experience Rating on Exit**

	Coefficient	Significance	Odds Ratio
Exceeded expectation	1.194	0	3.3
Higher rating for quality of art	1.056	0	2.9
Higher rating for variety	0.632	0	1.9
Almost lost track of time	0.572	0.01	1.8
Very interested in Charles Freer as a collector	0.591	0.008	1.8
Idea score	0.325	0.005	1.4

These six factors independently predict a Superior rating. Let’s consider them in order from background variables to outcome variables.

#### Idea Score

As noted above, visitors with an experience preference in the Idea dimension were not only happiest with their visit, they were also the most likely to return. We also saw that imagining other times/places and seeing rare things are two experiences that differ the most between entrance and exit for those with an Idea preference – especially those visiting for the first time. These unexpected experiences are likely to be an important reason why visitors with an Idea preference are the ones reporting the highest ratings for their overall experience and are the ones most likely to return to the Freer. According to the model, for every one point increase in Idea score, the likelihood of rating overall experience as Superior increases by a factor of 1.4. Thus the individual with the highest Idea score was 7 times more likely to rate Superior than the individual with the lowest Idea score.

#### Very Interested in Freer as a Collector

Visitors who indicated that they were very interested in Freer as a collector were twice as likely as other visitors to have rated their overall experience Superior (34%

vs. 16%). Presumably such visitors felt a personal, human connection to the art and its setting compared to those who saw the Gallery as an impersonal setting for art.

### **Almost Lost Track of Time**

The question that asked visitors if they were so engaged that they almost lost track of time is an attempt to determine whether or not the visitor had achieved a state of “flow” during their visit. The state of flow is said to be achieved when the level of challenge or effort in an activity is neither too high nor too low.

Those who answered “yes” to this question were more likely than other visitors to rate their overall experience Superior (31% vs. 14%), while those who responded “no” were more likely than other visitors to rate their overall experience as less than Excellent (32% vs. 14%). There was no association with ratings of Excellent – they were the same for those who answered “yes” and those who answered “no.”

### **Feature Ratings**

There was a very close relationship between rating the quality of art Superior and rating the overall experience Superior: 43% of those rating art quality Superior rated their overall experience Superior, compared to 9% of those who rated art quality Excellent, and 2% of those who rated art quality as less than Excellent.

Ratings for the variety/diversity of the art were also strongly associated with Superior overall experience ratings: 58% of those rating variety Superior also rated their overall experience Superior, compared to 21% of those who rated variety Excellent, and 6% of those who rated variety less than Excellent.

### **Exceeding Expectation**

Exceeding expectation was the strongest factor predicting a Superior overall experience. This makes sense from two perspectives:

- Scientific theories on the causes of near-term happiness identify previous certain rewards (comparable here to anticipated overall experience rating), low risk (comparable here to almost losing track of time), and the difference between experienced and expected rewards (comparable here to exceeding expectation) as key variables.<sup>7</sup>
- IPOP theory holds that when an individual is attracted by something that appeals to the dimension s/he prefers, engages in it, and then is “flipped” to a closely related experience in another dimension, that experience will be especially memorable and meaningful and will be regarded as a Superior experience. By definition, “flip” experiences exceed expectation.

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<sup>7</sup> See Rutledge, R. B., Skandali, N., Dayan, P., & Dolan, R. J. (2015). Dopaminergic modulation of decision making and subjective well-being. *The Journal of Neuroscience*, 35, 9811–9822.

## Conclusion

The Freer Gallery is doing well by its audience. New visitors were having a better experience than they expected, and the overall experience ratings on exit were at the same level as for Smithsonian museums overall. The Freer visit worked particularly well for those who have an experience preference in the Idea dimension, because these visitors were having unexpectedly satisfying experiences of imagining other times or places and seeing rare things. And because of this positive outcome, Idea-preference visitors were also returning more than others.

Imagining other times or places is an experience that combines both a physical element (by calling to mind a specific setting) and an emotional one (by projecting oneself in that place). Seeing rare things, on the other hand, is an object-centered experience involving aesthetic appreciation, attention to detail and craftsmanship, and consideration of how an object was made and/or used.

Because the Freer Gallery has artworks of great variety from many different parts of Asia (and from America by way of England), it offers very rich opportunities for engaging visitors in imagining those places. In addition, because the objects are of such high quality and well-presented, they invite close examination and an aesthetic response. The data implies strongly that visitors who were drawn to abstract ideas were being “flipped” to Physical (imagining places), People (imagining what it felt like to be in those places), and Object (aesthetic) experiences. And it is no surprise that those with an Idea preference were also more eager to have guidance for closer looking.

Ironically, visitors who were drawn to Object experiences were more likely than others to have anticipated a Superior experience when they arrived, but in the end their response was only average. In order to have been as excited as they had anticipated, they, too, would have needed to be “flipped” to Idea, People, or Physical experiences. That appears not to have happened, and it is not surprising. Ideas were not strongly presented (as is evident from the Freer observation study), emotions and People stories were rare, and Physical experiences were few (beyond the seasonally available courtyard). In other words, there were no strong experiences in other dimensions to engage the Object-oriented visitor unexpectedly.

The fact that visitors with a People preference also gave higher than expected ratings to their overall experience suggests that they, too, might have been having “flip” experiences. They were imagining other times or places more than anticipated, which could represent an unexpected Physical experience, but the data in this survey does not offer any possible explanation beyond that.

Perhaps visitors with a People preference were unexpectedly having satisfying experiences of a type not offered among the survey options. One speculative possibility is that they might unexpectedly have had Object experiences such as “imagining what it would be like to own, use, or make these things.”

## Appendices

	1st Quarter (Jan 5-April 5, 2015)			2nd Quarter (Apr 6-Jul 6)			3rd Quarter (Jul 7 - Oct 5)			4th Quarter (Oct 6 - Jan3, 2016)			All (Jan 5, 2015 - Jan 3, 2016)		
<b>Total number of completed surveys</b>	366	340	706	389	347	736	440	376	816	571	481	1052	1,767	1,545	3,312
<b>Cooperation Rate</b>	81%	82%	82%	80%	77%	79%	78%	69%	73%	82%	83%	82%	80%	78%	79%
	Percents			Percents			Percents			Percents			Percents		
	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined
<b>Is this your first visit to this building, the Freer Gallery of Art?</b>															
Yes	65	58	62	70	63	67	68	69	68	56	58	57	64	62	63
No	35	42	38	30	37	33	32	31	32	44	42	43	36	38	37
<b>(First-time Visitors Only, Entrance Only) When did you learn that the Freer Gallery of Art mainly displays Asian art?</b>															
Before I came today	NA			40			40	31		50	45		43	43	39
	NA		When I came	29		When I arrived	34	69	When I arrived	38	56	When I came/arrived	34	34	61
When I read this question	NA			31			26	0		13	0		11	22	0
<b>(First-time Visitors Only, Entrance Only) When did you learn that the Freer Gallery of Art also displays American art?</b>															
Before I came today	NA			26			19	20		25	20		24	24	20
	NA		When I came	30		When I arrived	30	80	When I arrived	32	80	When I came/arrived	31	31	80
When I read this question	NA			43			50	0		43	0		46	46	0
<b>(Repeat Visitors Only) How many times have you visited in the past 12 months?</b>															
Not at all	27	26	26	43	23	33	34	28	32	27	18	23	32	23	28
Once	33	29	31	22	32	27	21	19	20	27	30	29	26	28	27
2-3 times	25	31	28	27	26	27	28	35	31	33	37	35	29	33	31
4-10 times	13	9	11	7	16	12	10	11	10	8	10	9	10	11	10
More than 10 times	3	5	4	1	3	2	7	7	7	4	5	5	4	5	4
<b>Where did you hear about the Freer Gallery? (entrance only)</b>															
Family and Friends	33			33			35			42			36		
Wandered by	39			38			36			27			34		
Smithsonian or Freer Sackler website	17			17			17			25			20		
Another Smithsonian museum or Castle	13			15			14			14			14		
Print media	8			12			11			14			11		
Guidebook	7			9			8			6			7		
Travel website	5			5			5			4			5		
Social media	6			3			5			7			5		
Broadcast media	1			2			2			4			2		
<b>How do you think you will rate your overall experience in the Freer Gallery today when you leave?/ Please rate your overall experience in the Freer Gallery today.</b>															
Poor	0	0		1	0		0	0		1	0		0	0	
Fair	1	2		2	2		1	2		1	2		1	2	
Good	33	21		24	23		34	22		25	17		29	21	
Excellent	52	54		57	55		51	57		55	53		54	54	
Superior	14	24		17	20		14	19		19	28		16	23	
Less than Excellent	34	22		26	25		36	24		27	19		30	23	
Excellent	52	54		57	55		51	57		55	53		54	54	
Superior	14	24		17	20		14	19		19	28		16	23	

	1st Quarter (Jan 5-April 5, 2015)			2nd Quarter (Apr 6-Jul 6)			3rd Quarter (Jul 7 - Oct 5)			4th Quarter (Oct 6 - Jan3, 2016)			All (Jan 5, 2015 - Jan 3, 2016)		
	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined
<b>Which of the following experiences were you especially looking forward to in the Freer Gallery today?/ Which of the following experiences were especially satisfying for you in the Freer Gallery today?</b>															
Being moved by beauty	47	45		46	43		46	49		52	61		48	51	
Feeling an emotional connection	26	23		22	23		20	23		24	26		23	24	
Enriching my understanding	48	47		45	48		49	48		52	51		49	49	
Gaining information or knowledge	51	51		50	51		53	56		52	54		52	53	
Imagining other times or places	34	43		29	37		32	44		31	44		32	42	
Seeing rare/uncommon/valuable things	49	65		45	54		54	57		52	63		50	60	
Feeling relaxed/tranquil/calm	36	56		43	52		40	64		40	60		40	58	
None of these	1	1		2	0		2	0		3	0		2	1	
<b>Please rate your experience with the following aspects of the Freer Gallery today (Exit only, Excluding no opinion)</b>															
	1st Quarter (Jan 5-April 5, 2015)			2nd Quarter (Apr 6-Jul 6)			3rd Quarter (Jul 7 - Oct 5)			4th Quarter (Oct 6 - Jan3, 2016)			All (Jan 5, 2015 - Jan 3, 2016)		
	Less than Excellent	Excel- lent	Superior	Less than Excellent	Excel- lent	Superior	Less than Excellent	Excel- lent	Superior	Less than Excellent	Excel- lent	Superior	Less than Excellent	Excel- lent	Superior
Longer texts providing context	43	39	18	46	42	11	45	39	17	43	38	19	44	39	17
Information on individual item labels	38	43	19	38	48	14	39	40	20	31	47	21	36	45	19
Quality of the art	10	44	47	14	47	39	15	44	42	12	39	50	12	43	45
Design/layout of spaces	31	44	25	34	51	16	35	39	26	35	40	25	34	43	23
Variety/diversity of the art	31	45	24	37	46	17	38	42	20	34	42	24	35	44	21
Number of places to sit	52	31	17	52	37	11	47	36	18	48	34	18	49	34	16
Floor plans and directional signs	53	31	16	52	36	12	55	29	16	50	32	18	53	32	16
<b>How difficult or easy was it to find your way around the Freer Gallery today? (Exit only)</b>															
Very difficult		1			1			2			1			1	
Difficult		2			3			2			3			3	
Somewhat difficult		8			7			9			7			8	
Neutral		9			13			12			12			12	
Somewhat Easy		22			19			18			19			19	
Easy		34			31			31			32			32	
Very Easy		24			27			26			26			26	
<b>Did your visit to the Freer Gallery meet your expectations? (Exit only)</b>															
It exceeded my expectations		32			31			36			36			34	
It met my expectations		65			68			62			61			64	
It did not meet my expectations		3			1			2			3			2	



	1st Quarter (Jan 5-April 5, 2015)			2nd Quarter (Apr 6-Jul 6)			3rd Quarter (Jul 7 - Oct 5)			4th Quarter (Oct 6 - Jan3, 2016)			All (Jan 5, 2015 - Jan 3, 2016)		
	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined
<b>Did you interact with any staff in the Freer Gallery today?</b>															
No					36			41			35			37	
Yes					64			59			65			63	
<b>With whom did you interact?</b>															
Information desk staff					44			50			58			52	
Security officer					61			NA							
Tour guide					9			13			18			14	
Staff in the galleries					46	Security staff in the galleries		63	Security staff in the galleries		70	f/Security staff in the galleries		61	
Custodial staff					1			NA							
<b>Please rate your interaction with this staff</b>															
Information desk staff															
Poor					1			2			0			1	
Fair					0			5			1			2	
Good					23			14			17			17	
Excellent					52			48			45			48	
Superior					24			31			37			32	
Less than Excellent					24			21			18			20	
Excellent					52			48			45			48	
Superior					24			31			37			32	
Security officer															
Poor					1			NA							
Fair					5			NA							
Good					16			NA							
Excellent					47			NA							
Superior					32			NA							
Less than Excellent					22			NA							
Excellent					47			NA							
Superior					32			NA							
Tour guide															
					(too few cases)			(too few cases)							
Poor											2			1	
Fair											2			1	
Good											11			10	
Excellent											44			43	
Superior											41			44	
Less than Excellent											15			12	
Excellent											44			43	
Superior											41			44	





	1st Quarter (Jan 5-April 5, 2015)			2nd Quarter (Apr 6-Jul 6)			3rd Quarter (Jul 7 - Oct 5)			4th Quarter (Oct 6 - Jan3, 2016)			All (Jan 5, 2015 - Jan 3, 2016)			
	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined	
<b>Is your cultural heritage Asian or Middle Eastern?</b>																
No	78	81	79	81	80	80	76	75	76	77	79	78	78	78	78	
Yes	22	20	21	19	20	20	24	25	24	23	21	22	22	22	22	
<b>With which cultural heritage do you identify?(in percent of all visitors)</b>																
															Asia/Asian American	4
															East Asia	7
															(China	4)
															(Japan	2)
															(Korea	1)
															West Asia	1
															South Asia	3
															(India	2)
															SE Asia	1.4
															(Phillipino	0.7)
															Middle East	1
															Other	1
<b>Where do you live?</b>																
United States	91	92	91	87	93	90	88	83	86	91	86	89	89	88	89	
Other Country	10	8	9	13	8	10	12	17	14	9	14	11	11	12	11	
<b>Residence (Distance from the Mall)</b>																
5 mile radius	22	12	17	11	11	11	15	12	14	21	19	20	18	14	16	
10 mile radius	7	7	7	4	6	5	8	5	6	10	9	10	8	7	7	
20 mile radius	7	11	9	7	8	8	8	7	7	8	7	8	8	8	8	
40 mile radius	5	7	6	5	7	6	7	2	5	7	4	5	6	5	5	
100 mile radius	3	5	4	4	5	4	2	3	3	4	5	4	3	4	4	
250 mile radius	10	14	12	11	9	10	8	9	9	9	9	9	10	10	10	
Other U.S.	36	36	36	46	47	46	39	46	42	32	33	33	38	40	39	
International	10	8	9	13	8	10	12	17	14	9	14	11	11	12	11	
<b>Metropolitan Washington</b>	32	26	29	21	24	22	28	21	25	36	31	34	30	26	28	
<b>U.S. Visitor residence by state</b>																
District of Columbia	18	9	14	8	9	8	12	11	12	17	14	16	14	11	13	
Virginia (outside the DC suburbs)	9	10	10	6	6	6	7	6	6	9	8	8	8	7	8	
Virginia suburbs	5	10	7	7	6	7	6	3	5	8	9	8	7	7	7	
Maryland Montgomery County	6	6	6	5	5	5	6	3	4	7	4	6	6	4	5	
Maryland (outside the DC suburbs)	3	6	5	3	5	4	5	1	3	5	3	4	4	4	4	
Maryland (Prince George's County)	1	1	1	0	1	1	3	2	2	1	1	1	1	1	1	
<b>sub-total</b>	<b>42</b>	<b>42</b>	<b>43</b>	<b>29</b>	<b>32</b>	<b>31</b>	<b>39</b>	<b>26</b>	<b>32</b>	<b>47</b>	<b>39</b>	<b>43</b>	<b>40</b>	<b>34</b>	<b>38</b>	
California	2	2	2	5	4	5	6	7	6	3	3	3	4	4	4	
New York	2	4	3	4	3	4	4	4	4	4	4	4	4	4	4	
Pennsylvania	2	4	3	3	3	3	3	3	3	2	2	2	2	3	3	
Florida	1	3	2	3	2	3	3	2	3	3	2	3	3	2	2	
Massachusetts	1	2	1	2	2	2	1	3	2	2	2	2	2	2	2	
Texas	2	1	2	3	2	3	2	2	2	1	2	1	2	2	2	
New Jersey	3	2	3	2	2	2	1	2	1	2	1	2	2	2	2	
North Carolina	1	1	1	3	3	3	1	1	1	1	2	1	2	2	2	
Washington	3	2	2	1	1	1	2	2	2	0	1	1	2	1	1	
Illinois	1	2	1	2	2	2	1	2	1	1	1	1	1	2	1	
<b>sub-total</b>	<b>18</b>	<b>23</b>	<b>20</b>	<b>28</b>	<b>24</b>	<b>28</b>	<b>24</b>	<b>28</b>	<b>25</b>	<b>19</b>	<b>20</b>	<b>20</b>	<b>24</b>	<b>24</b>	<b>23</b>	
37 other states and Puerto Rico	40	35	37	43	44	41	37	46	43	34	41	37	36	42	39	

	1st Quarter (Jan 5-April 5, 2015)			2nd Quarter (Apr 6-Jul 6)			3rd Quarter (Jul 7 - Oct 5)			4th Quarter (Oct 6 - Jan3, 2016)			All (Jan 5, 2015 - Jan 3, 2016)		
	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined	Entrance	Exit	Combined
<b>International Visitor Residence by Region</b>															
														Europe	3
														Asia	2
														North America	2
														Australia	1
														South America	1
														Other	0.3
														No answer	1
<b>What is your age?</b>															
18-19	6	10	8	7	7	7	7	9	8	3	6	4	6	8	7
20-24	16	12	14	13	9	11	18	16	17	12	11	12	14	12	13
25-29	17	11	14	11	10	11	16	11	14	13	12	13	14	11	13
30-34	13	11	12	9	9	9	11	14	12	13	8	10	11	10	11
35-39	6	11	9	9	11	10	7	8	8	10	8	9	8	9	9
40-44	4	9	6	8	7	8	6	7	7	7	9	8	7	8	7
45-49	8	7	8	7	7	7	7	8	7	8	7	7	7	7	7
50-54	9	7	8	7	7	7	7	9	8	9	8	8	8	8	8
55-59	6	7	7	9	6	8	5	5	5	7	10	8	7	7	7
60-64	7	8	7	9	10	9	7	8	7	7	9	8	7	9	8
65-69	4	5	4	5	12	8	6	4	5	7	7	7	6	7	6
70 & over	4	3	3	5	6	5	3	3	3	6	5	5	5	4	4
<b>What is your sex?</b>															
Male	45	47	46	39	40	39	42	46	44	41	42	41	42	44	43
Female	54	50	52	60	59	59	56	54	55	57	57	57	57	55	56
Transgender	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Prefer not to answer	1	2	1	1	1	1	2	1	1	2	1	1	1	1	1
<b>Who are you visiting with today?</b>															
I am alone	26	22	24	18	24	20	24	23	24	23	26	24	23	24	23
One or more adults	65	69	67	72	62	67	67	66	67	67	64	66	68	65	66
One or more youth under 18	6	13	10	9	9	9	8	9	9	7	8	7	8	10	8
<b>Mean IPOP Scores</b>															
Idea	0.09	0.03	0.06	0.12	0.21	0.16	0.12	0.17	0.14	0.23	0.17	0.2	0.15	0.1	0.15
People	0.06	-0.09	-0.06	0.1	-0.05	0.03	0	-0.03	-0.02	0	-0.03	-0.02	0.03	-0.07	-0.02
Object	0.1	0.13	0.12	0.08	0.12	0.11	0.23	0.09	0.16	0.1	0.09	0.1	0.13	0.11	0.12
Physical	0.12	0.1	0.11	0.02	-0.01	0.01	0.14	-0.02	0.07	-0.01	0.01	0	0.06	0.02	0.04
<b>iPOP Experience Preference</b>															
Idea Preference	21	20	20	24	27	25	21	27	24	26	27	27	23	25	24
People Preference	21	13	17	21	18	19	17	20	18	20	18	19	20	17	19
Object Preference	14	21	17	17	20	18	19	13	16	16	17	16	16	18	17
Physical Preference	18	22	20	20	14	17	17	16	17	17	19	18	18	18	18
No single preference	26	26	26	19	21	20	26	23	25	21	19	20	23	22	23



## Freer Entrance Survey Final

Is this your first visit to this building, the Freer Gallery of Art?

- No
- Yes

Answer If Is this your first visit to this building, the Freer Gallery of Art? Yes Is Selected

When did you learn that the Freer Gallery of Art mainly displays Asian art?

- Before I came today
- When I arrived
- When I read this question

Answer If Is this your first visit to this building, the Freer Gallery of Art? Yes Is Selected

When did you learn that the Freer Gallery of Art also displays American art?

- Before I came today
- When I arrived
- When I read this question

Answer If Is this your first visit to this building, the Freer Gallery of Art? No Is Selected

How many times have you visited the Freer Gallery in the past 12 months?

- Not at all
- Once
- 2-3 times
- 4-10 times
- More than 10 times

Where did you hear about the Freer Gallery? [Mark one or more]

- Family/Friends
- Guidebook
- Travel website (e.g., TripAdvisor)
- Smithsonian or Freer/Sackler website
- Broadcast media (radio, tv, etc.)
- Print media (magazines, newspapers, etc.)
- Social media (Facebook, Twitter, Blogs, etc.)
- Another Smithsonian museum or Smithsonian Castle
- I wandered by

How do you think you will rate your overall experience in the Freer Gallery today when you leave?

- Poor
- Fair
- Good
- Excellent
- Superior

Which of the following experiences are you especially looking forward to in the Freer Gallery today?

[Mark one or more]

- Being moved by beauty
- Feeling an emotional connection
- Enriching my understanding
- Gaining information/knowledge
- Imagining other times or places
- Seeing rare/uncommon/valuable things
- Feeling relaxed/tranquil/calm
- None of these

About how long do you expect to spend in the Freer Gallery today?

- less than 15 minutes
- 15-30 minutes
- 30 minutes - One hour
- More than one hour

How many times in the past 12 months did you visit any OTHER art museum besides the

Freer and Sackler Galleries?

- Not at all
- Once
- 2-3 times
- 4-10 times
- More than 10 times

Which of the following information services would you be interested in, if they were available

in the Freer Gallery today? [Mark one or more]

- An info/tour app for my mobile device
- Knowledgeable staff in the galleries
- An introductory/orientation space
- Videos in the galleries
- Personally guided tours
- Information in non-English languages
- A map of Asia in the galleries

Answer If How interested would you have been in the following services if they had been available

in the Freer Gallery today? Information in non-English languages Is Selected

Which language?

Which of the following features would you be interested in, if they were available in the Freer Gallery today?

[Mark one or more]

- Music in the Galleries
- Hands-on activities
- People stories
- Audio guide
- Highlights brochure
- Guidance for closer looking

How interested are you in the following:

	Not/slightly interested	Somewhat interested	Very interested
American Art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian Art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charles Freer as collector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian history/culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle Eastern art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle Eastern history/culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is your cultural heritage Asian or Middle Eastern?

- Yes
- No

Answer If Is your cultural heritage Asian or Middle Eastern? Yes Is Selected

With which cultural heritage do you identify?

Where do you live?

United States. Please specify ZIP code: \_\_\_\_\_

Another country. Please specify country: \_\_\_\_\_

What is your age?

18-19

20-24

25-29

30-34

35-39

40-44

45-49

50-54

55-59

60-64

65-69

70 & over

What is your sex?

Male

Female

Transgender

Other

Prefer not to answer

Who are you visiting with today? [Mark one or more]

I am alone

One or more adults

One or more youth under 18



Help us to understand your interests. For each of the following items, please indicate the degree to which that activity describes you. I like to...

	Not me at all	A little me	Me	Very much me
...bring people together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...construct things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...divide things into categories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...go camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help others in person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...identify patterns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like to...

	Not me at all	A little me	Me	Very much me
...jog/run for fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...know how things are made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...learn philosophy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...play competitive sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...spend my leisure time with other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your assistance! The Smithsonian Institution is grateful for your opinions and feedback as we work to make future visitor experiences more satisfying.

## Freer Exit Survey Final

Is this your first visit to this building, the Freer Gallery of Art?

- No
- Yes

Answer If Is this your first visit to this building, the Freer Gallery of Art? No Is Selected

How many times have you visited the Freer Gallery in the past 12 months?

- Not at all
- Once
- 2-3 times
- 4-10 times
- More than 10 times

Answer If Is this your first visit to this building, the Freer Gallery of Art? Yes Is Selected

When did you learn that the Freer Gallery of Art mainly displays Asian art?

- Before I came today
- When I arrived

Answer If Is this your first visit to this building, the Freer Gallery of Art? Yes Is Selected

When did you learn that the Freer Gallery of Art also displays American art?

- Before I came today
- When I arrived

Please rate your overall experience in the Freer Gallery today.

- Poor
- Fair
- Good
- Excellent
- Superior

Which of the following experiences were especially satisfying for you in the Freer Gallery today?

[Mark one or more]

- Being moved by beauty
- Feeling an emotional connection
- Enriching my understanding
- Gaining information/knowledge
- Imagining other times or places
- Seeing rare/uncommon/valuable things
- Feeling relaxed/tranquil/calm
- None of these

Please rate your experience with the following aspects of the Freer Gallery today:

	No Opinion	Poor	Fair	Good	Excellent	Superior
Longer texts providing context	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on individual item labels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design/layout of spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety/diversity of the art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of places to sit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Floor plans and directional signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How difficult or easy was it to find your way around the Freer Gallery today?

- Very Difficult
- Difficult
- Somewhat Difficult
- Neutral
- Somewhat Easy
- Easy
- Very Easy

Did your visit to the Freer Gallery meet your expectations?

- It exceeded my expectations
- It met my expectations
- It did not meet my expectations

About how long did you spend in the Freer Gallery today?

- Less than 15 minutes
- 15-30 minutes
- 30 minutes - one hour
- More than one hour

Were some parts of the Freer Gallery so engaging that you almost lost track of time?

- Yes
- No

How many times in the past 12 months did you visit any OTHER art museum besides the Freer and Sackler Galleries?

- Not at all
- Once
- 2-3 times
- 4-10 times
- More than 10 times

Which of the following information services would you have been interested in, if they had been available

in the Freer Gallery today? [Mark one or more]

- An info/tour app for my mobile device
- An introductory/orientation space
- Videos in the galleries
- Personally guided tours
- Information in non-English languages
- A map of Asia in the galleries

Answer If How interested would you have been in the following services if they had been available

in the Freer Gallery today? Information in non-English languages Is Selected

Which language?

Which of the following features would you have been interested in, if they had been available

in the Freer Gallery today? [Mark one or more]

- Music in the Galleries
- Hands-on activities
- People stories
- Audio guide
- Highlights brochure
- Guidance for closer looking

Did you interact with any staff in the Freer Gallery today?

- No
- Yes

Answer If Did you interact with any staff in the Freer Gallery today? Yes Is Selected

With whom did you interact?

- Information desk staff
- Tour guide
- Security staff in the galleries

Answer If Did you interact with any staff in the Freer Gallery today? Yes Is Selected

Please rate your interaction with this staff.

	Poor	Fair	Good	Excellent	Superior
If With whom did you interact? Information desk staff Is Selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information desk staff					
If With whom did you interact? Tour guide Is Selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour guide					
If With whom did you interact? Staff in the galleries Is Selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security staff in the Galleries					

How interested are you in the following:

	Not/slightly interested	Somewhat interested	Very interested
American Art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian Art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charles Freer as collector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian history/culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle Eastern art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle Eastern history/culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is your cultural heritage Asian or Middle Eastern?

- Yes
- No

Answer If Is your cultural heritage Asian or Middle Eastern? Yes Is Selected

With which cultural heritage do you identify?

Where do you live?

- United States. Please specify ZIP code: \_\_\_\_\_
- Another country. Please specify country: \_\_\_\_\_

What is your age?

- 18-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65-69
- 70 & over

What is your sex?

- Male
- Female
- Transgender
- Other
- Prefer not to answer

Who are you visiting with today? [Mark one or more]

- I am alone
- One or more adults
- One or more youth under 18

Help us to understand your interests. For each of the following items, please indicate the degree to which that activity describes you. I like to...

	Not me at all	A little me	Me	Very much me
...bring people together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...construct things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...divide things into categories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...go camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help others in person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...identify patterns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like to...

	Not me at all	A little me	Me	Very much me
...jog/run for fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...know how things are made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...learn philosophy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...play competitive sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...spend my leisure time with other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your assistance! The Smithsonian Institution is grateful for your opinions and feedback as we work to make future visitor experiences more satisfying. Please hand back the iPad to the Freer Gallery staff member.