

A Study of Visitors to *Fire & Ice: Hindenburg and Titanic*

An Exhibition at the National Postal Museum
Spring 2013



July 2013
Office of Policy and Analysis



Smithsonian Institution

Abstract

The National Postal Museum (NPM) asked the Smithsonian's Office of Policy and Analysis (OP&A) to conduct this study of *Fire & Ice: Hindenburg and Titanic* in the summer of 2013.

Visitor satisfaction with the *Fire & Ice* exhibition was comparable to data from previous surveys at NPM. About one in six (16%) rated their overall experience in the exhibition as Superior at the high end of the scale and about one in four (24%) rated it as Fair or Good at the low end. Visitors were most pleased with the original pieces of mail, the archival photographs, and the historic objects. This positive response, in turn, was linked to a preference for emotional connection. A third or more of the visitors were very interested in the stories of people, life aboard, and the disasters.

Table of Contents

Preface	ii
Executive Summary.....	iii
Introduction	1
Findings	3
Observations	11
Recommendation.....	12
Appendix A: <i>Fire & Ice</i> Exhibition Survey Form.....	13
Appendix B: Frequencies of <i>Fire & Ice</i> Exhibition Survey Responses	14
Appendix C: 2013 Twitter Demographics from the Pew Research Center.....	18

Preface

In the spring of 2013 the Office of Policy and Analysis (OP&A) conducted this study for the National Postal Museum (NPM). The study's goal was to investigate the experiences of visitors to the *Fire & Ice* exhibition. Data for the study were collected in May 2013 by means of a survey with visitors exiting *Fire & Ice*. We appreciate visitors' willingness to participate in this study.

I would also like to thank National Postal Museum staff for their assistance and guidance in the course of this study. K. Allison Wickens, Director of Education, initiated the study. It is always a pleasure to work with her. Rebekah "Becky" Daniel helped with pretesting questionnaires, in addition to participating in the data collection along with OP&A staff, contractors, and interns. It was a true team effort.

Within OP&A, Zahava D. Doering guided the overall survey design, analysis, and report preparation. Kelly Richmond, an OP&A contract researcher, developed the questionnaire, prepared survey materials, conducted the data analysis, and wrote this report. OP&A intern Lauren Teal was in charge of data processing and provided preliminary analysis (with direction and support from Lance Costello). Andrew Pekarik performed the analysis of the IPOP (Ideas, People, Object, and Physical) responses as part of the survey's overall data analysis.

I thank all of them for their excellent and hard work.

Whitney Watriss, Acting Director
Office of Policy and Analysis

Executive Summary

In the spring of 2013 OP&A conducted a study of the *Fire & Ice: Hindenburg and Titanic* exhibition on display at the National Postal Museum (NPM). Visitors were surveyed as they exited the exhibition. The overall experience ratings of visitors were comparable to the Smithsonian average and other recent exhibitions at NPM at the high end (Superior 16%), and were lower than the Smithsonian average and all but one previously studied NPM exhibition at the low end (Poor/Fair/Good 24%).

Two-thirds of visitors noticed or viewed the video, but only 7% of them rated it Superior. One in five visitors said they use Twitter, and almost half of them noticed or used the Twitter invitation, but nearly two-thirds of them gave it a relatively low rating. The other key features – original mail, archival photographs, period props, and historic objects – were widely viewed and, except for the period props, received high ratings.

The stories of people, life aboard, and the disasters were very interesting to about a third or more of the visitors. Those with this high level of interest were shown to have an above-average attraction to experiences involving emotional connection. The historic objects were very interesting to those with above average attraction to ideas or concepts, and the archival photographs were very interesting to those with above average interest in objects.

Overall the study suggests that NPM has been making progress in serving its visitors, and that this exhibition was most effective for those drawn to emotional connection. One question that remains is why the video was not better received, since it would have been expected to be very effective with an audience that on average was strongly drawn to experiences of emotional connection.

One recommendation that arises from the study is that future exhibitions include some displays that consciously integrate surprising ideas, emotional stories, and striking objects into cohesive wholes, as one possible way to raise Superior experience ratings.

Introduction

In the spring of 2013 OP&A conducted this study of the *Fire & Ice* exhibition on display at the National Postal Museum (NPM). The *Fire & Ice* exhibition opened in March 2012 and will close January 2014. As the National Postal Museum's website states, the *Fire & Ice* exhibition considers the similarities of two vessels that were "the largest, fastest, and most glamorous ships of their eras" and each marking, in 2012, an anniversary of their untimely demise, the 75th for *Hindenburg* and the 100th for *Titanic*.

The Exhibition

To set the period mood, a stack of simulated early 20th century luggage affixed with travel stickers and tags sits outside the exhibition entrance. This is intended to provide visitors with a vintage sensibility and feeling of travel or voyage. The exhibition is a sequence of four intimate gallery spaces. As one enters there is introductory text and a multi-fold, cardstock-weight brochure available.



Titanic postcard, 1912; loan from Dr. Edward and Joanne Dauer.

The first area has a flat screen and bench seating. The video screen shows a series of looping videos, including original footage of *Hindenburg's* fire and other content, that runs for about fifteen minutes. One wall in this space has a row of vintage black and white photographs, round in shape to mimic portholes, and the other has pop culture references to the ships, such as a poster from the *Titanic* movie and a vitrine holding a board game and other contemporary items inspired by the historical events.

The porthole photographs continue on the walls through the next space. Also located in this second space are vitrines containing original artifacts related to the ships along the themes of technological advancement, life onboard, and the postal functions of the ships. Later in the space there is a replica rack from the reading room of the *Hindenburg* and a discussion of that ship's destruction. The

third space, which requires visitors to pass through a substantial bank, vault-style doorway, contains rare, salvaged pieces of mail in low-lighted glass cases. The final space talks about the *Titanic's* sinking, has survivor stories from each ship, and a stamping station with displays of two postcards, *Hindenburg* and *Titanic*, which are also available as perforated sections of the exhibit brochure.

Along the exhibition path are four suitcases with question prompts asking visitors to respond using Twitter and particular hash tags.

The Survey

Data for the study were collected by means of a questionnaire administered to a scientifically selected sample of visitors as they exited the *Fire & Ice* exhibition. Exiting visitors were intercepted during 18 1.5-hour survey sessions and asked to complete a one-page, self-administered questionnaire about themselves and their visit. Of 271 intercepted visitors eligible to participate, 210 completed the questionnaire, for a cooperation rate of 77 percent.¹

The questionnaire used for the study is in Appendix A. The frequency distributions of the responses to the survey questions are in Appendix B.

¹ Smithsonian staff, contractors, and other people at NPM for business or meetings, and young people under the age of 18 or in school groups, were not eligible to participate. In this study, 11 of 271 intercepted visitors were not eligible.

Findings

Fire & Ice Exhibition Visitors



More than eight out of ten visitors in the *Fire & Ice* exhibition were making their first visit to the museum (86%). Six percent identified *Fire & Ice* as their purpose for visiting the museum.



About three-quarters of respondents were visiting the museum with other people (77%); the rest were visiting on their own (23%).



Aside from roughly a quarter of solo visitors, more than half the visitors were with other adults only (60%). Other visitor groups included those with other adults and children under 12 (8%), other adults and children 12-17 (4%), and groups with other adults and children of any age (3%).



About half of exhibition visitors were in their 20s (30%) or 30s (19%). Visitors 40 and older made up the rest of the visitor sample, with forty-year-olds (40-49) accounting for the smallest percentage of visitors (15%) in that half. Both the average and median visitor ages were in the 40s (42 average, 41 median).



Women and men were equally represented among visitors (51% women, 49% men).



About one in five surveyed visitors stated that they use Twitter (19%). Overall demographic information about Twitter users compiled by the Pew Research Center, found in Appendix C, could be useful to consider in relation to the typical NPM visitor.

Overall Experience Rating in the *Fire & Ice* Exhibition



Visitor satisfaction with the *Fire & Ice* exhibition was fairly strong compared to other surveyed NPM exhibitions – Poor 0%, Fair 2%, Good 22%, Excellent 60%,

and Superior 16%. The Superior rating percentage for *Fire & Ice* was comparable to that of *Systems at Work* (2012), *Rarity Revealed* (2008), and *Trailblazers and Trendsetters* (2007), as shown in Figure 1.



The percentage of visitors who had some problems with the exhibition (i.e., rated their overall experience as less than Excellent) was smaller than for any other exhibition except *Mail Call* (2012), as shown in Figure 1.

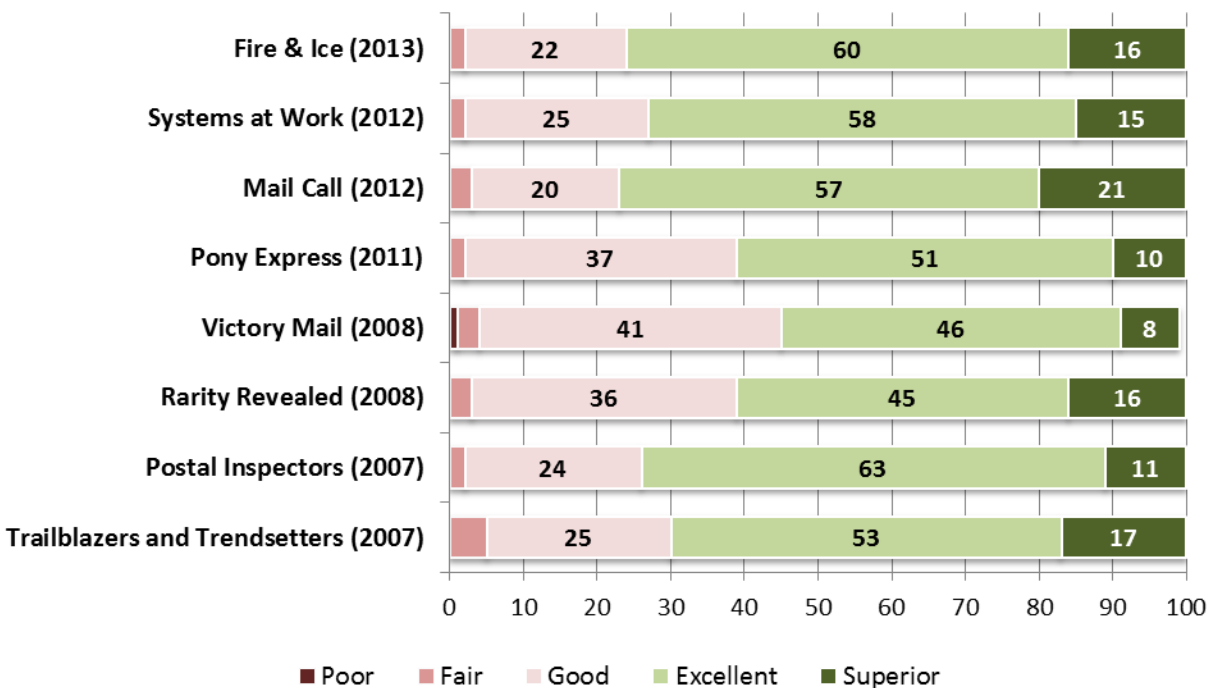


Figure 1 also suggests that Overall Experience Ratings have been on an upward trend in the last two years, starting with *Mail Call*. The most recent three exhibitions have Superior ratings that are at the high end, compared to earlier exhibitions, at the same time that the Poor/Fair/Good ratings have been near the low end.



Around a third of surveyed visitors stated that if they were in Washington, D.C. in the next year, they would *definitely* visit the National Postal Museum again (35%). More than half of surveyed visitors stated they *might* visit the museum again in the coming year (57%).

Figure 1. Rating of Experience in *Fire & Ice* and Other NPM Exhibits (Percent)



Content within the *Fire & Ice* Exhibition



The survey asked visitors to rate six aspects of the exhibition's content. Figure 2 shows the percentages of visitors who didn't notice or use particular exhibition elements. Of particular note was that more than one third of visitors either didn't see or watch the exhibition videos (35%).



One in five visitors (19%) said that they use Twitter. Among these Twitter-users, a bit more than half stated they did not use or see the invitation to use Twitter (55%), compared to two-thirds (68%) of the non-tweeting visitors, as seen in Figure 3.



Of those visitors who did see certain exhibit elements, the historical were the most highly rated; more than a fifth of visitors rated the original mail pieces, the archival photographs, and the historic artifacts Superior, at 23%, 21%, and 21%, respectively (Figure 4).

Figure 2. Marked "Didn't see/use" Exhibit Aspects in *Fire & Ice* (Percent)

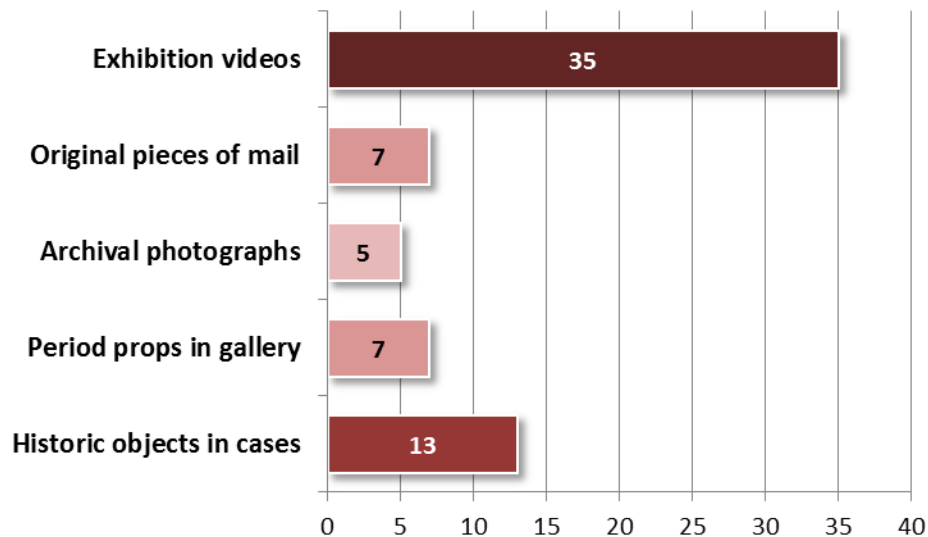


Figure 3. Marked “Didn’t see/use” Invitation to Use Twitter, Twitter-using Respondents Compared to All Respondents in the *Fire & Ice* (Percent)

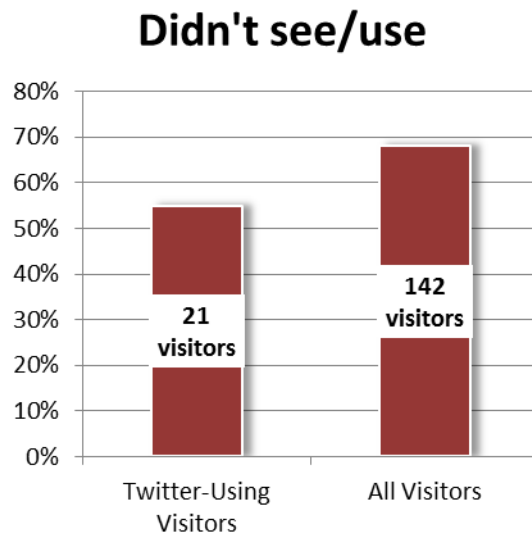


Figure 4. Rating of Exhibit Aspect in *Fire & Ice* Exhibition (Percent)

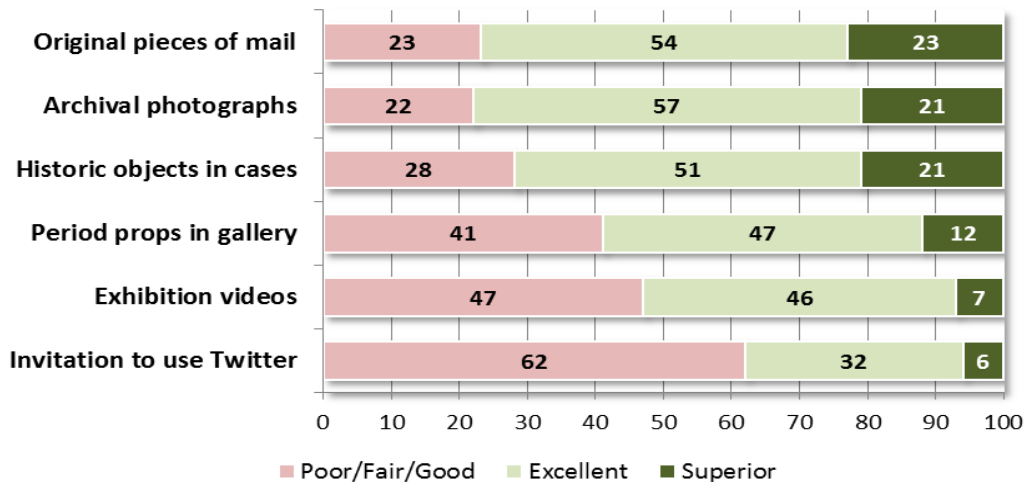
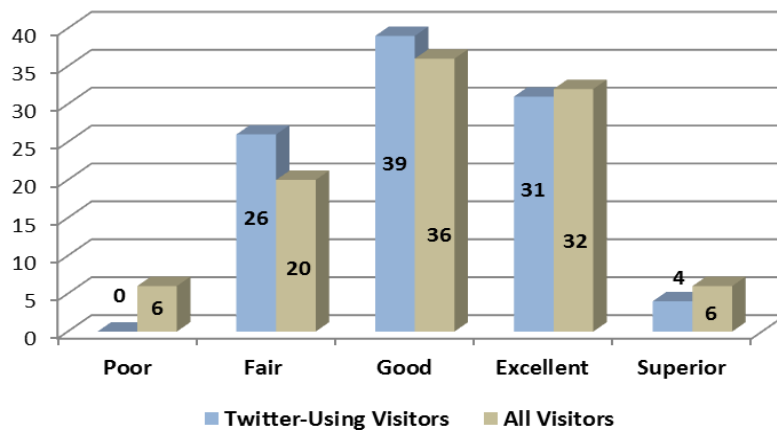


Exhibit aspects that were rated lowest by visitors who saw/used them included the invitation to use Twitter and the exhibition videos. Almost half of visitors rated the videos Poor, Fair, or Good (47%), and close to two-thirds of visitors rated the Twitter invitations Poor, Fair, or Good (62%).



Those visitors who identified themselves as Twitter users chose to rate the Twitter invitations less favorably than the general sample of visitors as can be seen in Figure 5.

Figure 5. Rating of “Invitation to Use Twitter” Aspect in the *Fire & Ice* Exhibition, Twitter Users Compared to All Respondents (Percent)



The survey asked visitors to consider their levels of interest in the four different stories that were shared in the *Fire & Ice* exhibition. A small segment of visitors, 3-7%, missed one or more of the stories. (See Figure 6.)



By far, visitors found the disaster story the most compelling, with more than two out of five visitors marking Very Interested (42%).

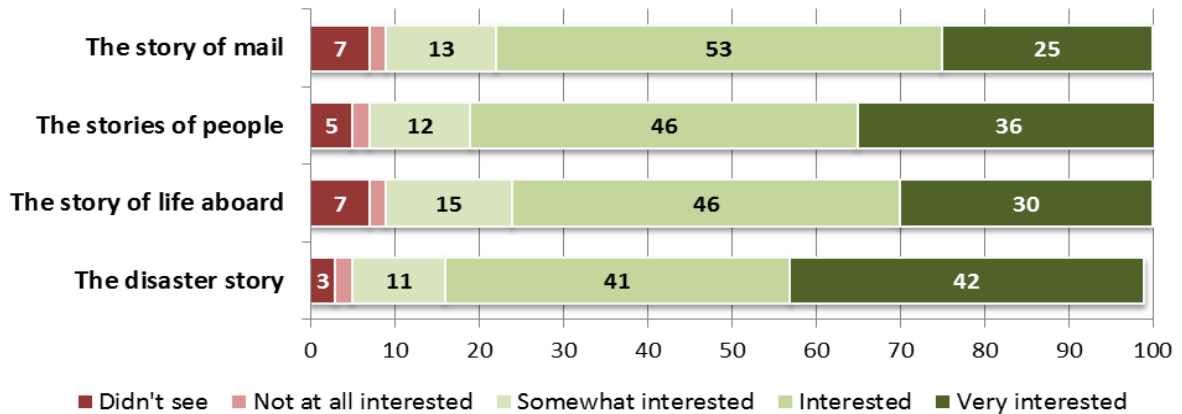


The human-centered stories—the stories of people and the stories of life aboard—were only slightly less interesting to visitors. Around a third of visitors were Very Interested in the *Fire & Ice* stories of people (36%) and the stories of life aboard (30%).



One quarter of visitors reported being Very Interested in the mail story (25%).

Figure 6. Interest in Exhibit Stories in the *Fire & Ice* Exhibition (Percent)



The exhibition features most closely linked to Superior overall experience



The Overall Experience Rating is the best single measure of how well an exhibition has served its public. In particular, those who rate the exhibition Superior are indicating that they were extremely pleased with their experience and willing to rate it as above Excellent. There is no way to know precisely which aspects of the exhibition experience account for a Superior rating, but it is possible to create a statistical model that can provide a plausible answer.



Hindenburg brochure, 1937, courtesy of anonymous.



In this case a logistic regression model was calculated to determine the degree to which a Superior rating for one or more of the 11 exhibition features listed in the survey is significantly associated with a Superior rating of overall experience. The final model indicated two items: the exhibition video and the archival photographs. Although those who said that the exhibition video was Superior were a small percentage of the visitors, they were 12 times more likely than other visitors to say that their overall experience was Superior. In addition, those who rated archival photographs as Superior were four times more likely to rate their overall experience Superior.

Experience Preference Types in Relation to the *Fire & Ice* Exhibition



For several years now the Office of Policy and Analysis has been conducting research on a new theory of visitors, called IPOP. The theory posits a four-category typology of experience preference: Idea, People, Object, and Physical. According to this model, people are drawn to different degrees to abstract concepts (Idea), emotional connection (People), visual language and aesthetics (Object), and a strong physical sensation (Physical) in their unconscious engagement with the world. In the context of museums the model claims to offer a basis for understanding what visitors notice, what they do, and how they respond. Scores in the four categories are obtained through self-administered surveys that ask visitors about the types of activities they most closely associate with themselves. The survey for this exhibition included an abbreviated set of those questions.



The IPOP scores for *Fire & Ice* visitors were calculated by comparing responses to a dataset that presently contains over 3,000 cases. The scores are standardized measures, i.e., they have a mean of zero across all the cases and a standard deviation of 1. The average scores for *Fire & Ice* visitors on the whole were 0.2 Idea, 0.2 People, 0.04 Object, and 0.01 Physical. This means that in comparison to all those who have taken the survey before (most of whom were Smithsonian visitors in different museums), the visitors in this exhibition were somewhat above average in their preferences for Idea experiences and People experiences, and very close to the average in their preferences for Object and Physical experiences.



There are some differences in demographic characteristics with respect to IPOP scores. Repeat visitors on average had higher People scores and Object scores (0.7 and 0.5, respectively), and women had higher People scores (0.4), while men had higher Physical scores (0.3). Those who came to the exhibition alone had higher Physical scores (0.3).



IPOP scores can be used to indicate which type of experience was most successfully delivered by a particular presentation. Visitors who rated their overall experience in *Fire & Ice* Superior had higher People scores (0.5). In other

words, the exhibition worked best for those with a stronger preference for emotional connection.



This attraction to emotion is even clearer in the case of those who found the stories of people, life aboard, and the disaster very interesting. On average they had significantly higher People scores (0.5, 0.5, and 0.4) compared to other visitors.



Those who considered the exhibition videos, archival photographs, and period props as Superior also had higher People scores on average (0.7, 0.5, 0.7).

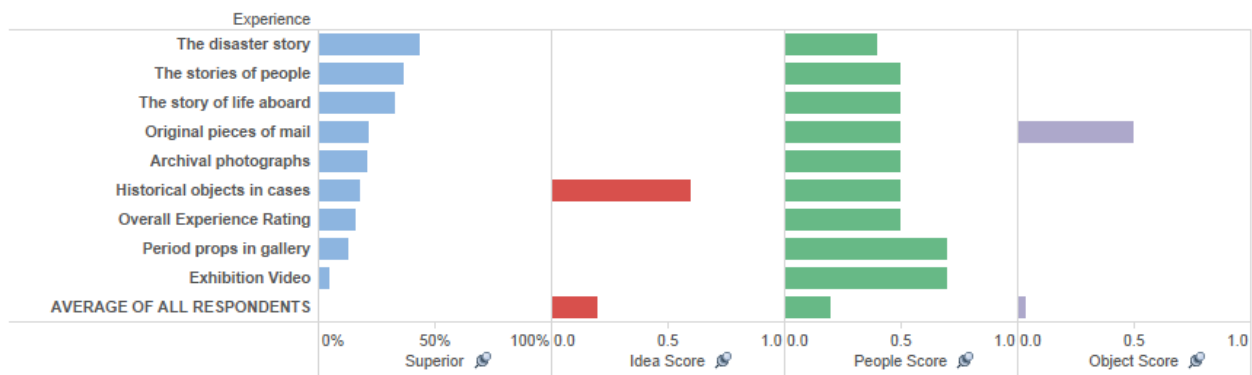


Two other aspects, the original pieces of mail and the historic objects in cases, had broader appeal. Those who marked the original pieces of mail Superior had higher People scores and higher Object scores on average (0.5, 0.5); while those who marked historic objects in cases Superior had higher Idea scores and People scores (0.6, 0.3).



In other words, while all the rated aspects and stories (except for the invitation to use Twitter and the story of mail) had a particular appeal to those who were most strongly drawn to emotional connection; only the historic objects also resonated strongly with those more drawn to ideas, and only the original pieces of mail received a very strong response from those more drawn to object experiences, as shown in Figure 7.

Figure 7. Percentage Who Rated Offerings Superior and Their Average IPOP Scores*



*The only IPOP scores shown are those that are statistically significant at the .05 level.

Observations



This exhibition was well-received by visitors, in line with the Smithsonian average and with previous NPM exhibitions, especially within the last two years. As noted, the ratings suggest that recent exhibitions have lowered the percentage of relatively negative ratings (i.e., those below Excellent), a sign of improvement.



The exhibition attracted visitors who were especially drawn to ideas and to stories about people, rather than to objects or physical experiences. This is probably a function of the exhibition topic rather than the museum's audience in general, since repeat visitors are more drawn to both people and objects. This suggests the possibility that the Postal Museum's brand might be associated more with stories and objects than with ideas or interactivity, but a definitive answer in that regard would require further research.



The Twitter invitation was innovative and forward-looking, but might have been premature for this audience. Even among those who are Twitter users, the invitation, while noticed by about half of them, received a relatively poor rating. Nonetheless, the experiment might have yielded positive benefits among those who responded to it. More experimentation is usually better than less, even when the results do not turn out as expected.



One curious result is the response to the video. In general, those who are drawn to emotional connection seek out and enjoy videos. It might be worthwhile to examine the video carefully to see if there are clues as to why it was not more widely engaging. Although it had a very strong impact on those who liked it and rated it Superior, they were a surprisingly small percentage of the audience.

Recommendation



Since the museum appears to be doing a good job of reducing the overall experience ratings that are below Excellent, perhaps attention should be given to experimenting with ways to raise Superior ratings above the Smithsonian average. The IPOP theory offers one possible approach. It holds that visitors who enter an exhibition with a preference for a particular type of experience are especially pleased, surprised, and excited when they find themselves deeply engaged in a type of experience they did not expect and do not usually seek out. One way to make these sorts of “flips” more likely is to deliberately create a number of “3E” displays, i.e., presentations that have striking objects, surprising ideas, and engaging people stories, all of them so closely integrated with one another that whichever dimension is the attraction, the visitor becomes engaged in a closely related one that is unexpected. There were several “2E” dimensions of *Fire & Ice*, the original pieces of mail and the historic objects. The next step forward would be to create displays and exhibitions that would expand the range of response to include three or even four dimensions.

Appendix A: *Fire & Ice* Exhibition Survey Form

9321571637

Spring 2013
Fire and Ice Exhibition Survey

Is this your first visit to the National Postal Museum? Yes No

Please rate your overall experience in the *Fire and Ice* exhibition today:
 Poor Fair Good Excellent Superior

What led you to visit the museum today? General visit to museum To see the *Fire and Ice* exhibition
[Mark all that apply] To visit the museum store Other (specify): _____

Please rate the following aspects of the *Fire & Ice* exhibition:

	Didn't use/ see	Poor	Fair	Good	Excellent	Superior
Exhibition videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Original pieces of mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Archival photographs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Period props in gallery (suitcases, bookshelf)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic objects in cases (cup & saucer, game)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Invitation to use Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please rate your interest in the following stories from the exhibition:

	Didn't see	Not at all interested	Somewhat interested	Interested	Very interested
The story of mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The stories of people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The story of life aboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The disaster story	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are you visiting alone or with other people? I am alone I am with other people

Other than yourself, how many people are with you? # of adults (18 and over)
of youth 12 to 17
of youth under 12

What is your age?

Are you male or female? Male Female

Do you use Twitter? Yes No

Do you live in the United States or another country?
 United States, ZIP code: Another country: _____

If you were in Washington in the next year, would you visit the National Postal Museum again?
 No, I would not I might Yes, I definitely would

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

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

Thank you for your assistance!

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

Appendix B: Frequencies of *Fire & Ice* Exhibition Survey Responses

Is this your first visit to the National Postal Museum?

Yes	86%
<u>No</u>	<u>14%</u>
TOTAL	100%

What led you to visit the museum today? [Could select multiple options]

General visit to museum	84%
To see <i>Fire & Ice</i> exhibition	6%
To visit the Museum Store	4%
Other reason	10%

Please rate your overall experience in the *Fire & Ice* exhibition today:

Poor	0%
Fair	2%
Good	22%
Excellent	60%
<u>Superior</u>	<u>16%</u>
TOTAL	100%

Please rate the following aspects of the *Fire & Ice* exhibition:

	Didn't use/see	Poor	Fair	Good	Excellent	Superior
Exhibition videos	35%	0%	3%	27%	30%	5%
Original pieces of mail	7%	1%	3%	18%	51%	21%
Archival photographs	5%	1%	2%	19%	54%	20%
Period props in gallery (suitcases, bookshelf)	7%	1%	5%	32%	43%	12%
Historic objects in case (cup & saucer, game)	14%	0%	4%	21%	44%	18%
Invitation to use Twitter	68%	2%	6%	11%	10%	2%

Same Table as above, but with “Didn’t use/see” responses removed from the statistics.

	Poor	Fair	Good	Excellent	Superior
Exhibition videos	0%	5%	42%	46%	7%
Original pieces of mail	1%	3%	20%	54%	23%
Archival photographs	1%	2%	20%	57%	21%
Period props in gallery (suitcases, bookshelf)	1%	7%	41%	47%	12%
Historic objects in case (cup & saucer, game)	0%	4%	24%	51%	21%
Invitation to use Twitter	6%	20%	36%	32%	6%

Please rate your interest in the following stories from the exhibition.

	Didn’t see	Not at all interested	Somewhat interested	Interested	Very interested
The story of mail	7%	2%	13%	53%	25%
The stories of people	5%	2%	12%	46%	36%
The story of life aboard	7%	2%	15%	46%	30%
The disaster story	3%	2%	11%	41%	42%

Same Table as above, but with “Didn’t see” responses removed from the statistics.

	Not at all interested	Somewhat interested	Interested	Very interested
The story of mail	2%	14%	57%	26%
The stories of people	2%	13%	48%	38%
The story of life aboard	2%	16%	50%	33%
The disaster story	2%	11%	42%	44%

Do you use Twitter?

No	81.5%
Yes	18.5%
TOTAL	100%

Do you live in the United States or another country?

United States	83%
<u>Another country</u>	<u>17%</u>
TOTAL	100%

Are you visiting alone or with other people?

Alone	23%
<u>With others</u>	<u>77%</u>
TOTAL	100%

For “With others” respondents

With Adults only	60%
With Youth only	3%
With some combination of Adults and Youth	14%

Other than yourself, how many people are with you?

<u>With adults (18 and over)</u>	
0-2	78%
3-5	17%
more than 5	5%
<u>With youth 12 to 17</u>	
0-2	100%
3-5	0%
more than 5	0%
<u>With youth under 12</u>	
0-2	71%
3-5	15%
more than 5	14%

Are you male or female?

Male	49%
<u>Female</u>	<u>51%</u>
TOTAL	100%

What is your age?

Aged 60 or above	18%
Aged 50-59	19%
Aged 40-49	15%
Aged 30-39	19%
<u>Aged 18-29</u>	<u>30%</u>
TOTAL	101%

**Total is more than 100% because of rounding*

If you were in Washington in the next year, would you visit this museum again?

No, I would not	9%
I might	57%
<u>Yes, I definitely would</u>	<u>35%</u>
TOTAL	101%

**Total is more than 100% because of rounding*

Appendix C: 2013 Twitter Demographics from the Pew Research Center

Twitter

% of internet users who use Twitter

		Use Twitter
All internet users (n=1,802)		16%
a	Men (n=846)	17
b	Women (n=956)	15
Race/ethnicity		
a	White, Non-Hispanic (n=1,332)	14
b	Black, Non-Hispanic (n=178)	26 ^a
c	Hispanic (n=154)	19
Age		
a	18-29 (n=318)	27 ^{bcd}
b	30-49 (n=532)	16 ^{cd}
c	50-64 (n=551)	10 ^d
d	65+ (n=368)	2
Education attainment		
a	Less than high school/high school grad (n=549)	15
b	Some College (n=519)	17
c	College + (n=721)	15
Household income		
a	Less than \$30,000/yr (n=409)	16
b	\$30,000-\$49,999 (n=330)	16
c	\$50,000-\$74,999 (n=283)	14
d	\$75,000+ (n=504)	17
Urbanity		
a	Urban (n=561)	20 ^{bc}
b	Suburban (n=905)	14
c	Rural (n=336)	12

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).