

Hirshhorn Museum and Sculpture Garden
Winter 2007 Visitor Survey

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Preface

This report summarizes the fourth in a series of visitor surveys that the Hirshhorn Museum and Sculpture Garden has been carrying out as part of its commitment to provide the best possible experience and service to its visitors. The museum is to be commended for its continued commitment to understanding and effectively communicating with its visitors, and I appreciate the opportunity the Office of Policy and Analysis (OP&A) has been given to participate in this endeavor. The museum's dedication to this work has made the projects particularly rewarding to OP&A staff.

As always, it has been a pleasure to work with the staff at the Hirshhorn. Beth Tuttle in particular helped guide the surveys, reviewed the reports in depth, and made use of the results to improve the museum's interaction with its visitors. I also wish to thank the OP&A personnel who worked on this project. Staff members Whitney Watriss and David Karns managed the survey, analyzed the data, and prepared the report, and Samantha Grauberger helped administer the survey. They benefited tremendously from our wonderful intern, Yuko Ichikawa, who contributed extensively to all aspects of the project and was a delight to work with.

This latest quantitative study provides insight into what visitors think, but such studies cannot tell much about why visitors respond as they do, nor how precisely they are defining the experiences the surveys asked about. For example, what did visitors mean when saying that they were or were not challenged by the art, or that they had a first-class viewing experience? What constitutes a good or bad social experience? It is clear that visitors are interested in more information on the art they see, but what types and how much information do they want, and how do they want it delivered? Focused interviews with visitors on such questions would allow the Hirshhorn to obtain a deeper and richer sense of how visitors approach the museum and think about what it has to offer. I hope the Hirshhorn will pursue this approach as well, the results of which should benefit not only the museum, but the Smithsonian more broadly.

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Introduction

The Hirshhorn Museum and Sculpture Garden (HMSG) attracts a variety of visitors – young and old, local, out-of-town and international, first-timers to the museum and those who have come before, and people highly interested in contemporary art and others who come because a friend or family member asked them to. A priority at the Hirshhorn is to provide these diverse visitors with a highly satisfying experience through the art work it displays, interaction with staff, and amenities such as the museum shop, information on the museum, and clean restrooms. Since the winter of 2005, the museum has conducted a series of studies to understand who its visitors are, why they visit, how satisfied they are with their experience, whether and how visitorship and visitor experiences may have shifted over time, and what changes visitors might like at the Hirshhorn.

This report summarizes the results of the latest survey, conducted by the Smithsonian Office of Policy and Analysis (OP&A) at the museum's exit between November 11 and 16, 2007. The OP&A study team intercepted 630 visitors on four separate days, with a cooperation rate of 78% (476 completed questionnaires). Parallel data from the Hirshhorn winter 2005 survey are also reported here for purposes of comparison.

This report presents the OP&A study team's findings and analysis regarding:

- Who visited in the winter 2007
- Why they came

- How satisfied they were with their visit to the Hirshhorn overall and with different aspects of the visit, such as interaction with staff and the art work on display
- What factors appear to be related to having a satisfying visit

The OP&A study team's conclusions are presented first, followed by findings from the survey. The report ends with three appendices: A contains the frequency of visitor responses to the winter 2007 questionnaire; B presents statistical profiles of several important categories of visitor; and C is a copy of the survey questionnaire.

Conclusions

- For the most part, the demographics of visitors to the Hirshhorn in the winter of 2007 were comparable to those in the winter of 2005. The higher percentage of first-time visitors might be attributable to the higher than usual share of international visitors, who likely were taking advantage of the favorable exchange rate. The percentage of unaccompanied visitors was also higher; the reason is unclear. Of particular interest to the Hirshhorn, the percentage of intentional visitors was greater than in winter 2005, but, again, it is not clear why. (An “intentional” visitor is someone who came to the Hirshhorn for at least two of a set of six variables. Five variables are art-related, and the sixth is having visited the Hirshhorn previously.)
- The combined overall experience rating of *superior* and *excellent* was lower than in winter 2005 and below what the Hirshhorn might want. This change should not, however, be interpreted as a trend, as three years is too short a timeframe to permit this conclusion. At the same time, the Hirshhorn provided a particularly positive experience for those visitors most interested in contemporary art; their overall experience ratings were far higher than the norm – in the case of visitors with the highest level of interest, over a third said they had a *superior* overall experience. The overall experience ratings of visitors who had been to the Hirshhorn before were also well above the norm. These findings are important because these are two of the Hirshhorn’s key audiences. It would be worth knowing what contributed to these high ratings and assessing whether the factors are applicable to other visitor groups.

- The study team found it interesting that visitors who had been to the Hirshhorn before but not in the last year – returners – were slightly more satisfied than those who had been in the last year – repeaters. More of the former rated their visit “*better than expected*,” whereas more of the latter said “*about as expected*.” The study team continues to wonder if the response of repeaters indicates that this important group sees the museum as a tried and true friend, but as not particularly exciting or surprising. A question to explore is what might make repeat visitors stop in their tracks such that they, too, would mark *better than expected*.
- A substantial percentage of visitors were passers-by who entered the museum because something caught their eye. These visitors tended to have less interest in modern/contemporary art than others, and were less likely to mention “art works on display” as a particularly satisfying experience and to tell others that the Hirshhorn is a *must* visit. They were less likely than other visitor categories to have gone to another contemporary art museum/gallery in the last year, although more than half said that they had done so. These visitors constitute a sizable chunk of the Hirshhorn’s audience and is a pool of potential repeat visitors. It would be useful to know more about specifically what drew them in, and to understand in more depth how they felt about their visit and what might have improved it.
- Three factors – “artworks on display,” “having fun,” and “being challenged” – correlated highly with overall experience ratings of *superior* and *excellent*. The Hirshhorn might want to extend its understanding of what contributes to visitors having or not having these experiences. Small studies involving focused interviews might yield useful feedback on how to maintain or enlarge these experiences.
- As in previous surveys, feeling satisfied with the level of information about different aspects of the art on view and about viewing contemporary art also correlated with overall satisfaction ratings with all categories of visitors. This

finding reinforces the museum's decision to make more information available.

Pretesting or evaluating what is to be provided to visitors can yield useful insights into specifically what and how much information visitors want, and how they want it provided.

- Also as in the earlier surveys, the quality of interaction with staff was a key factor in visitor satisfaction. The percentage of visitors marking a positive experience with staff varied and probably should be higher. The study team wonders if there is a relation between the relatively low percentage of visitors marking satisfaction with their interactions with staff and the fact that almost half the visitors did not say they felt welcome during their visit. The question is important because feeling welcome correlated with higher overall experience satisfaction ratings. Here, too, the Hirshhorn might gain important insights from a focused study on this issue.
- In general, the study team believes that there would be value added to a series of small, focused qualitative studies with visitors to understand in greater depth the "why" of their responses and experiences. Deeper understanding of visitors' reactions would provide the information needed to identify opportunities for new programs and services and fine-tuning of existing ones. Given the consistency of data across the four broad quantitative studies, nothing will be lost by waiting another one or two years before conducting the next general visitor survey.

Findings

1. Who were the Hirshhorn's winter 2007 visitors?

- **Local visitors made up a third of the Hirshhorn's winter 2007 audience.**

People living within a 40-mile radius of the Mall – local visitors – accounted for 33% of all visitors, consistent with the winter of 2005¹ (see Table 1, which presents the demographic profiles of winter 2007 and 2005 visitors). The share of visitors from elsewhere in the United States was down slightly in winter 2007 compared with winter 2005, at 52% and 57% respectively, while international visitors were up, at 15% and 8%, respectively.

- **The share of Millennial visitors in the 2007 winter audience was higher than in 2005.**

In the winter of 2007, Millennial visitors accounted for 11% of visitors, up from 4% in the winter of 2005. One reason is that in 2007 the Millennials cohort included two additional years (12 thru 30) than in 2005 (12 thru 28).²

- **Over half the visitors to the Hirshhorn were visiting for the first time.**

First-timers made up 57% of all visitors, 17% higher than in winter 2005 (Table 1). Most of the increase resulted from rises in international tourists (7%, with 88% of all international visitors first-timers) and Millennials (87% of whom were

¹ The percentages reported for the winter 2005 survey in this report may differ somewhat from the figures reported in the 2005 survey report. Slightly different weighting procedures were used for the 2007 survey to make the reported percentages more closely representative of the total population of visitors in the HMSG audience rather than groups of visitors. The winter 2005 figures reported in this report were calculated using the same weighting procedure as the winter 2007 survey.

² Only visitors 12 years or older were eligible to complete the survey questionnaire.

Table 1. HMSG Visitor Demographics, Winter 2007 and 2005
(%)

Characteristic	2007	2005
Residence		
Local, (within 40 miles of the Mall)	33	35
Tourist, U.S. more than 40 miles from the Mall	52	57
Tourist, international	15	8
Age by generations (as of 2007)		
PostWar/WWII (62 and older)	8	12
Leading-edge Boomers (53-61)	14	12
Trailing-edge Boomers (42-52)	19	23
Generation X (31-41)	20	22
Generation Y (19-30)	27	27
Millennials (12-18)	11	4
HMSG visit history		
First-time visitor	57	40
Returner (visited more than 1 year ago)	23	35
Repeater (visited within the last year)	20	25
Visit group composition		
Unaccompanied visitor	18	13
Adult only group	64	62
Adult & youth group	13	23
Youth group	5	2
Visited another contemporary art museum or gallery in the past year		
Yes	72	79
No	28	21
Contemporary or modern art interest/ knowledge		
No or low	11	*
Low to medium	15	*
Medium	42	*
High	24	*
Great	8	*
Sex		
Female	54	47
Male	46	53

* Survey did not ask this question.

first-timers). Consequently, the share of people who had been to the Hirshhorn before was lower, particularly in the case of “returners” (visitors who had been to the Hirshhorn prior to the last year). They accounted for 23% of visitors, vs. 35% in 2005, while “repeaters” (visitors who came during the last year) accounted for 20%, slightly below the 25% in winter 2005.

- **As in the past, adults (age 18 or older) visiting together were the most common group.**

This group constituted 64% of all visitors, almost the same as the share in winter 2005. Visitors who came alone accounted for 18%, up from 13% in winter 2005. In the case of Millennials, 69% were in the youth only category.

- **A high percentage of all categories of visitors had been to another contemporary art museum or gallery in the past year.**

Seventy-two percent of all visitors had done so, vs. 79% in winter 2005. Even in the case of first-timers to the Hirshhorn, nearly two thirds (65%) had done so. For returners, the percentage was 72, and for repeaters 93.

- **Around a third of visitors marked the two highest levels of knowledge of and interest in contemporary/modern art.**

Eight percent of visitors characterized themselves as having “Great knowledge of/interest in modern/contemporary art,” and 24% said “High interest.” Standing out in these two categories were repeaters, with 63% falling into these categories, and unaccompanied visitors, 41%. Twenty one percent of first-timers classified themselves in this way. In the case of international visitors, fully 95% said they had a medium or high level of interest in/knowledge of contemporary or modern art.

- **Females accounted for 54% of visitors, males for 46% in winter 2007.**

The difference between the winter 2007 and 2005 percentages was not significant. Millennials showed the widest split, with 72% females and 28% males.

2. Why did visitors come to the Hirshhorn?

Visitors were asked to indicate which of a list of reasons led them to visit the Hirshhorn. Over half of visitors (58%) marked more than one reason.

- **In general, art-related reasons for visiting predominated.**

- Visitors marked art-related reasons the most frequently, such as “Interest in contemporary art” by 41% of visitors and “Interest in modern art” by 32% (Figure 1).³
- Ninety-five percent of repeaters and 91% of returners marked art-related reasons, with “Interest in contemporary art (since 1960)” occurring most frequently, at 60% for repeaters and 47% for returners.
- In contrast, first-time visitors tended to mark non-art-related reasons; for example, 40% said “Just happened to wander by/caught interest,” versus 4% for repeaters.
- In the case of Millennials, 47% noted an interest in modern art, 32% an interest in contemporary art. But almost 46% marked that they were just wandering by, 40% that someone else had wanted to come, and 28% a visit to the shop (well above the 11 percent for all visitors).

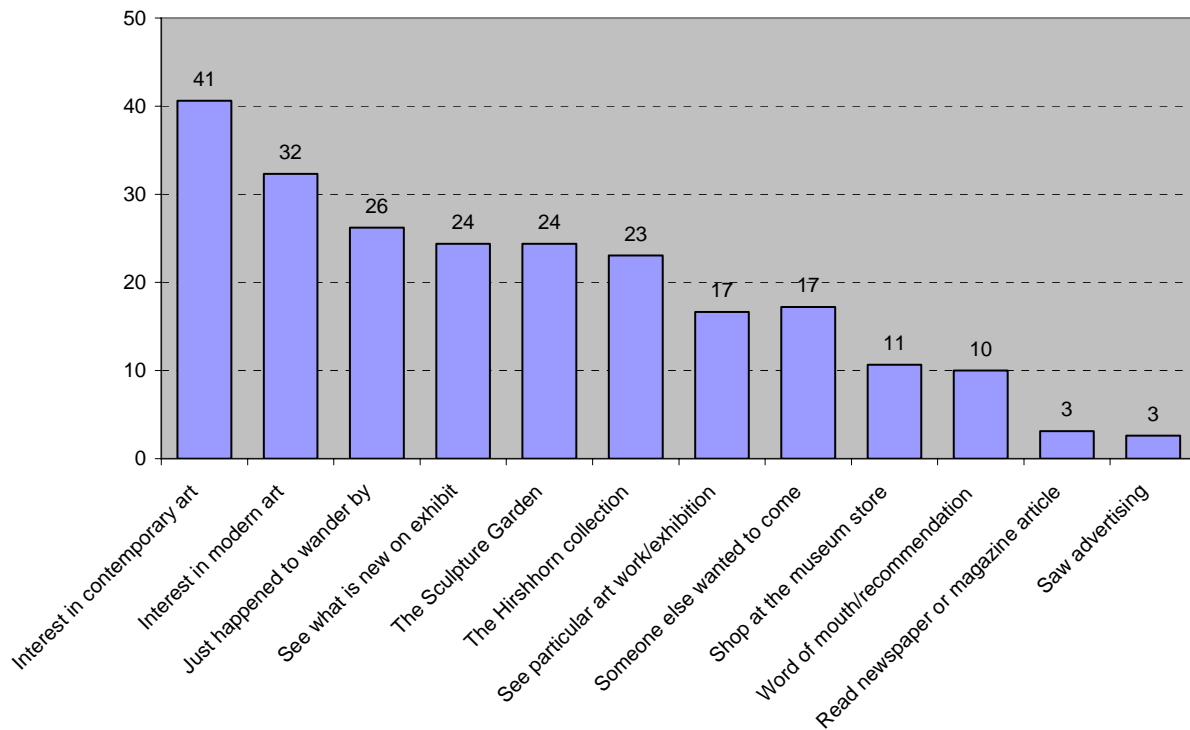
- **Intentional visitors accounted for half of all winter 2007 visitors.**

An “intentional” visitor is someone who came to the Hirshhorn for at least two of a set of six variables. Five variables are art-related:

- “Interest in contemporary art (since 1960)” or “Interest in modern art (pre 1960)”
- “See what is new on exhibit”
- “The Sculpture Garden”
- “The Hirshhorn collection”
- “See particular art work/exhibition”

³ Contemporary art was defined as “since 1960” on the questionnaire, and modern art was defined as “pre 1960.”

Figure 1. Reasons for Visiting the Hirshhorn, Winter 2007
(%)



The sixth variable is whether the visitor had been to the Hirshhorn before (returner or repeater).

The share of intentional visitors in key visitor categories is as follows:

- Repeaters, 96%
- Returners, 87%
- Locals, 60%
- Generation Y, 57%
- International, 35%
- Generation X, 24%

- **Among the non-art-related reasons for visiting, “Just happened to wander by/caught interest” was marked the most often.**

Non-art-related reasons were marked by 55% of visitors. Overall, 26% said they were wandering by. Among first-time visitors, 40% marked this reason, as did around half of visitors with little knowledge of and interest in contemporary or modern art, 46% of Millennials, and 36% of international visitors. Seventeen percent visited because “Someone else wanted to come” (40% for Millennials, 27% for locals, and 23% for repeaters). Ten percent came because of word of mouth/recommendation, reaching 15% in the case of Generation X, Generation Y (15%), and Millennial visitors (19%). Advertising and newspaper/magazine articles were rarely cited as reasons for visiting, at 3% each.

3. *Were visitors satisfied by their time at the Hirshhorn?*

The questionnaire contained three measures of overall satisfaction: overall experience (*poor, fair, good, excellent, or superior*); whether the visit was *worse, about as, or better than expected*; and whether the visitor would tell others that the Hirshhorn in a *must visit*.

Overall experience

- **Slightly over half of all visitors rated their overall experience *superior* or *excellent*, the top two choices.**

Superior was the choice of 12% and *excellent* of 43% of visitors, for a combined percentage of 55 (Table 2). This percentage is slightly lower than that in the winter of 2005 (14% *superior* and 48% *excellent*). More than three quarters of visitors with a great interest in contemporary art marked *excellent* or *superior* (77%).

- For most visitor categories, a half to two thirds of respondents said their visit was *about as expected*.

Around a third of visitors (35%) considered their experience *better than expected*, with 10% or less marking *worse than expected*. (This question was not asked in winter 2005.)

- More than three quarters of visitors (79%) marked agreement with the statement, “I had such a satisfying visit that I want to tell family and friends they must visit the Hirshhorn.”

This figure is consistent with that from winter 2005.

**Table 2. Satisfaction Ratings of Visitors to the Hirshhorn,
Winter 2007 and 2005**
(%)

Measures	2007	2005
Ratings		
<i>Overall experience</i>		
Poor	2	1
Fair	11	4
Good	32	33
Excellent	43	48
Superior	12	14
<i>Experience compared to expectation</i>		
Worse than expected	8	*
About as expected	58	*
Better than expected	35	*
<i>A must visit museum</i>		
Yes	79	78
No	21	8
Not sure	*	14

* Survey did not ask this question.

Satisfaction by visitor category

- **Visitors with a strong interest in/knowledge of contemporary/modern art, repeaters/returners, and intentional visitors were the most likely to rate their overall experience *superior or excellent*.**
 - Interest in modern or contemporary art as a reason for visiting – 75% and 71%, respectively
 - Great or high interest in contemporary/modern art – 78% and 77%, respectively, as compared with visitors with no or low interest in contemporary/modern art at 11%
 - Repeater and returners – 68% and 61% – versus 48% for first-timers (Table 3)
 - Intentional visitors – 65% compared with 46% for non-intentional ones (Table 3)
 - First-time visitors – 48%, down slightly from winter 2005 (Table 3)
- **Nearly all visitors with a great or high level of knowledge of/interest in contemporary/modern art and repeaters agreed with the statement that the Hirshhorn is a *must visit* (90% and 95%, respectively).**

In contrast, 32% of visitors with no or low interest said that of the museum.

4. *What aspects of their visit did visitors find most satisfying?*

- **“Art works on display” was the most frequently marked satisfying experience across almost all categories of visitors.**

Visitors were asked to mark as many options from a list of particularly satisfying experiences as they wanted, as shown in Figure 2.

 - Fifty-eight percent of all visitors selected “Art works on display”; 33% chose “Exploring what’s new in visual art”
 - Unaccompanied visitors had the highest percentage marking “Art works on display” (74%); for intentionals, the percentage was 68; and

for returners, 64, and repeaters, 64. Over half of first-time visitors (52%) found the “art works on display” particularly satisfying.

Table 3. Superior or Excellent Overall Experience Ratings by Visitor Category, Winter 2007 and 2005 (%)

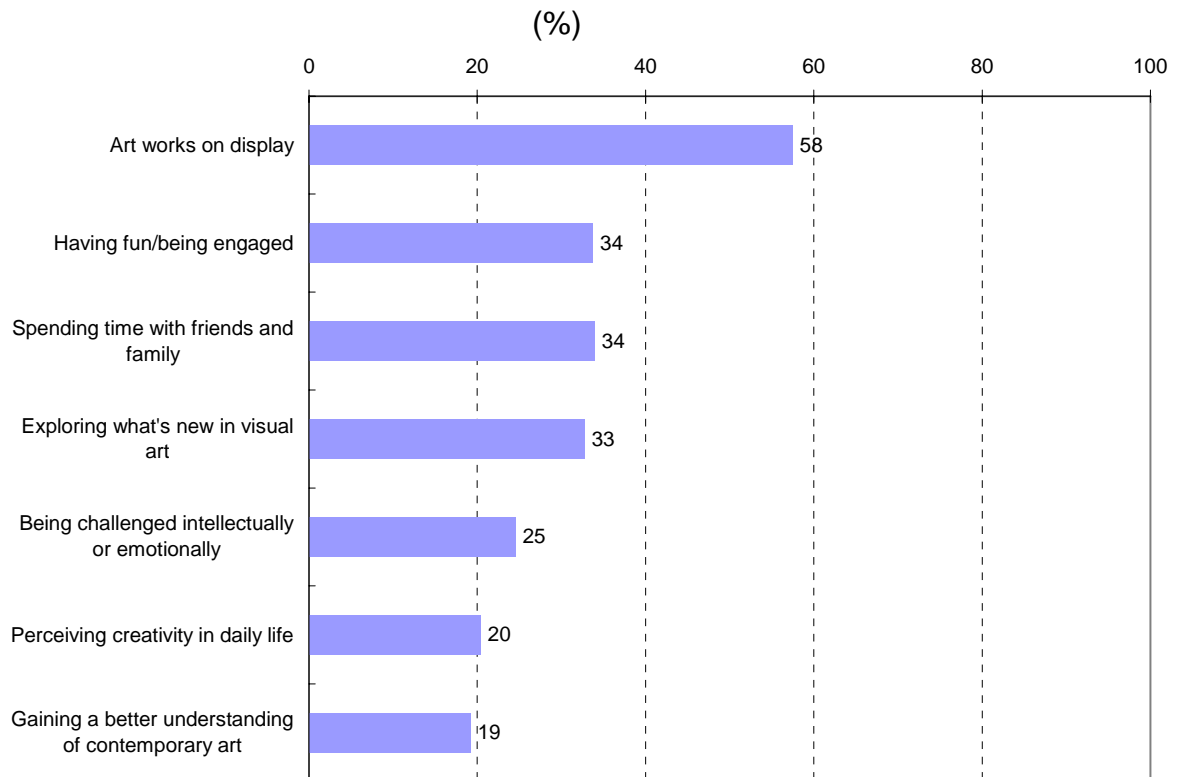
Visitor category	2007	2005
Residence		
Locals (within 40 miles of the Mall)	53	63
Tourists (more than 40 miles from the Mall)	59	61
International	52	59
Age by generations (as of 2007)		
PostWar/WWII (62 and older) ^a	46	78
Leading-edge Boomers (53-61)	49	67
Trailing-edge Boomers (42-52)	59	59
Generation X (31-41)	55	61
Generation Y (19-30)	56	61
Millennials (12-18) ^a	63	55
HMSG visit history		
First-time visitor	48	55
Returner	61	57
Repeater	68	58
Visit group composition		
Unaccompanied visitor	61	56
Adult only group	52	61
Adult & youth group	55	68
Youth group	87	10
Visited another contemporary art museum or gallery in the past year		
Yes	60	67
No	44	45
Contemporary or modern art interest/knowledge		
No or low	10	*
Low to medium	33	*
Medium	56	*
High	78	*
Great	77	*
Intentionality		
Intentional visitors	65	*
Non-intentional visitors	46	*

* Survey did not ask this question; na = not available.

a. The numbers of visitors in these two categories were very small, particularly the Millennials in 2005.

- **Just over a third of visitors selected non-art-related experiences as particularly satisfying (Figure 2).**
 - Overall, 34% of visitors marked “having fun/being engaged”; around two fifths of locals (43%), repeaters (40%), returners (42%), and intentionals (41%) selected this experience”
 - Sixty-six percent of visitors with no knowledge or interest in contemporary/modern art marked “Spending time with friends and family,” as did 45% of locals, and 69% of Millennials.

Figure 2. Particularly Satisfying Experiences, Winter 2007



- **Just over half of visitors (52%) marked that they felt welcome at the Hirshhorn throughout their visit.⁴**

Forty-five percent of first-time visitors marked that they felt welcome throughout their visit, compared with repeat visitors (68%) and returners (54%). For international visitors, the percentage was 30.

- **The percentages of visitors indicating agreement with the various questions relating to interaction with staff varied (Figure 3).**
 - “All security officers were courteous and helpful” – 69
 - “I was greeted courteously when I entered” – 58
 - “All other staff were courteous and helpful” – 51
 - “Hirshhorn staff were able to answer my questions” – 17 (this could mean very few visitors approached staff with questions rather than an inability of staff to answer them)

Across the various categories of visitors, the differences in the percentages agreeing with each statement generally were statistically insignificant. That said, 45% of international visitors did not mark agreement that “All security officers were courteous and helpful.”

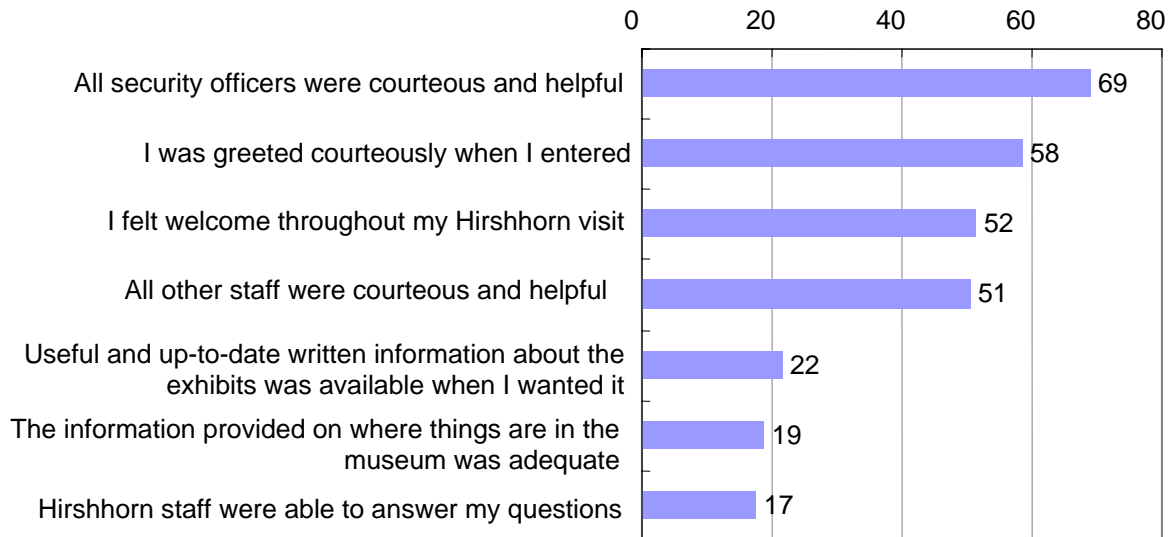
- **Overall, fewer than a quarter of visitors marked agreement with the statements about the adequacy of the information available to them.**
 - Twenty-two percent of visitors agreed with the statement, “Useful and up-to-date written information about the exhibits was available when I wanted it.” The percentages were not significantly different across most categories of visitors. Those with great or high knowledge of/interest in contemporary/modern art were more likely than others to

⁴ The fact that a visitor did not mark this experience cannot be interpreted to mean they felt unwelcome, as they may have chosen not to mark it for any number of reasons, including feeling neutral or not having felt welcome at some point during the visit. Not marking several other experiences, such as “The information provided on where things are in the museum was adequate,” similarly should not be assumed to mean that the information necessarily was inadequate. A repeat visitor or an accompanied visitor might not have marked the response because they did not seek information.

find the information adequate –29% – whereas only 2% of visitors with low or no interest agreed it was adequate.

- Nineteen percent of visitors agreed with the statement “The information provided on where things are in the museum was adequate.” Here, too, differences across the various categories of visitors were generally statistically insignificant.

Figure 3. Visitor Satisfaction with Their Interaction with Hirshhorn Staff, Winter 2007
(%)



5. What factors were associated with visitors' overall experience ratings?

The following factors correlated with higher than average percentages of visitors marking *superior* or *excellent* for their overall visit experience:

- **A high level of interest in and knowledge of contemporary/modern art**
 - Of those visitors marking an Interest in modern art, 76% rated their overall experience as *superior* or *excellent*; for those marking an interest in contemporary art, the figure was 71%
 - For those visitors indicating great or high level of interest in and knowledge of modern/contemporary art, 78% rated their overall experience as *superior* or *excellent*

- **Having a particularly satisfying art-related experience**
 - For those marking “Artworks on display,” 70% rated their overall experience as *superior* or *excellent*
 - “Being challenged intellectually or emotionally,” 76%
 - “Exploring what’s new in visual art,” 69%
 - “Having fun/being engaged,” 72% (and it got the highest percentage of *superior* ratings, 21)

- **Being satisfied with the information made available**
 - For those visitors marking “Useful and up-to-date written information about the exhibits was available when I wanted it,” 74% rated their overall experience as *superior* or *excellent*
 - “The information provided on where things are in the museum was adequate,” 67%

- **Planning to shop at the museum store as part of their visit**

Of visitors who marked this reason for coming, 73 percent also marked *excellent* or *superior* for their overall visit experience.

- **“I had such a satisfying visit that I want to tell family and friends they must visit the Hirshhorn”**

Two thirds of visitors (67%) agreeing with that statement rated their overall visit experience as *superior* or *excellent*.

Appendix A. Frequency of Responses to the Winter 2007 Hirshhorn Visitor Survey

Note: All percentages are based on the number of visitors responding to each question. Percentages may not total 100 because of rounding or because visitors could mark more than one response to a question.

1. Is today your first visit to the Hirshhorn?

- 57 Yes
- 23 No, I last visited more than one year ago
- 11 No, I visited 1 to 4 times in the last year
- 1 No, I visited 5 or more times in the last year
- 8 No, I visited in the last year (the number of times unspecified)

2. Please rate your overall visit experience today.

- 2 Poor
- 11 Fair
- 32 Good
- 43 Excellent
- 12 Superior

3. Was your experience worse than you expected, about as expected, or better than expected?

- 8 Worse than expected
- 58 About as expected
- 35 Better than expected

4. I had such a satisfying visit that I want to tell family and friends they must visit the Hirshhorn.

- 79 Yes
- 21 No

5. Did you come to the Hirshhorn today for any of the following reasons?

- 41 Interest in contemporary art (since 1960)
- 32 Interest in modern art (pre 1960)
- 26 Just happened to wander by/caught interest
- 24 See what is new on exhibit
- 24 The Sculpture Garden
- 23 The Hirshhorn collection
- 17 See particular art work/exhibition
- 17 Someone else wanted to come
- 11 Shop at the museum store
- 10 Word of mouth/recommendation
- 3 Read newspaper or magazine article
- 3 Saw advertising

5a. Intentional visitors (marked at least two of 6 factors, 5 of which are art-related and 1 is a prior visit to the Hirshhorn)

- 49 Intentional
- 50 Non-intentional

6. During your Hirshhorn visit today, which of the following were particularly satisfying to you?

- 58 Art works on display
- 34 Having fun/being engaged
- 34 Spending time with friends and family
- 33 Exploring what's "new" in visual art
- 25 Being challenged intellectually or emotionally
- 20 Perceiving creativity in daily life
- 19 Gaining a better understanding of contemporary art

7. During your Hirshhorn visit today, which of the following applied to you?

- 69 All security officers were courteous and helpful
- 58 I was greeted courteously when I entered
- 52 I felt welcome throughout my Hirshhorn visit
- 51 All other staff were courteous and helpful
- 22 Useful and up-to-date written information about the exhibits was available when I wanted it
- 19 The information provided on where things are in the museum was adequate
- 17 Hirshhorn staff were able to answer my questions

8. Other than the Hirshhorn, have you visited a contemporary art museum or gallery in the last year?

- 72 Yes
- 28 No

9. Which best describes your modern/contemporary art interest?

- 11 No or low interest in modern/contemporary art, am accompanying friend/family
- 15 Medium to low interest, little knowledge of modern/contemporary art, visit popular art exhibitions
- 42 Medium interest, like visiting modern/contemporary art museums, especially with friends
- 24 High interest, seek greater knowledge, visit exhibitions frequently, attend programs, often with friends
- 8 Great knowledge of modern/contemporary art, prefer exploring on my own, need little information

10. Are you visiting by yourself or with other people?

- 18 Unaccompanied visitor
- 64 Adult only group
- 13 Adult & youth group
- 5 Youth group

12. Where do you live?

- 85 United States
- 15 Other country

12a Local and non-local

- 33 Local (within 40 miles of the Mall)
- 52 Tourist, U.S. more than 40 miles from the Mall
- 15 Tourist, international

13. What is your age [as of 2007]?

- 8 PostWar/WWII (62 and older)
- 14 Leading-edge Boomers (53-61)
- 19 Trailing-edge Boomers (42-52)
- 20 Generation X (31-41)
- 27 Generation Y (19-30)
- 11 Millennials (12-18)

14. What is your sex?

- 54 Female
- 46 Male

***Appendix B. Statistical Profiles of Selected Categories of
Visitors to the Hirshhorn, Winter 2007***

1. First-time, Return, and Repeat Visitors
2. Generation Y and Millennial Visitors
3. Local Visitors
4. Intentional Visitors
5. International Visitors

Statistical Profile of First-time, Return, and Repeat Visitors

Table B-1-1. Demographics of First-time, Return, and Repeat Visitors to the Hirshhorn, Winter 2007 (%)			
Characteristics	First-time visitor	Returner	Repeater
<i>Residence</i>			
Local (within 40 miles of the Mall)	21	33	67
Tourist, U.S. more than 40 miles from the Mall	55	61	30
Tourist, international	23	6	3
<i>Age by generation (as of 2007)</i>			
PostWar/WWII (62 and older)	7	16	6
Leading-edge Boomers (53-61)	14	13	12
Trailing-edge Boomers (42-52)	17	22	19
Generation X (31-41)	18	21	26
Generation Y (19-30)	26	24	35
Millennials (12-18)	17	5	2
<i>Visit group composition</i>			
Unaccompanied visitor	15	18	25
Adult only group	66	66	58
Adult & youth group	10	16	17
Youth group	9	0	0
<i>Visited contemporary art museum/gallery in last year</i>			
No	35	28	8
Yes	65	72	92
<i>Knowledge of/interest in contemporary/modern art</i>			
No or low	14	11	3
Low to medium	20	14	3
Medium	46	41	29
High	16	23	46
Great	4	11	18
<i>Sex</i>			
Female	44	50	49
Male	56	50	51
<i>Intentionality</i>			
Intentional	18	87	96
Non-intentional	82	13	4

Note: Returner visited the Hirshhorn prior to the last year; repeater visited the Hirshhorn in the last year.

Table B-1-2. Why First-time, Return, and Repeat Visitors Visited the Hirshhorn, Winter 2007 (%)			
Reasons for visiting the Hirshhorn	First-time visitor	Returner	Repeater
Interest in contemporary art (since 1960)	31	47	60
Interest in modern art (pre 1960)	30	32	40
See what is new on exhibit	11	40	45
The Hirshhorn collection	18	25	35
The Sculpture Garden	21	23	34
See particular art work/exhibition	9	22	32
Shop at the museum store	9	11	15
Word of mouth/ recommendation	14	9	1
Read newspaper or magazine article	4	2	3
Just happened to wander by/caught interest	40	13	4
Someone else wanted to come	18	11	23
Saw advertising	4	1	2

Table B-1-3. Overall Satisfaction of First-time, Return, and Repeat Visitors with Their Visit to the Hirshhorn, Winter 2007 (%)			
Ratings	First-time visitor	Returner	Repeater
Overall experience			
Poor	3	0	0
Fair	14	6	10
Good	35	33	22
Excellent	38	46	54
Superior	10	15	14
Expectation vs. experience			
Worse than expected	9	6	5
About as expected	54	55	70
Better than expected	36	40	25
"Must visit" museum			
Yes	72	85	91

Table B-1-4. Particularly Satisfying Experiences of First-time, Return, and Repeat Visitors to the Hirshhorn, Winter 2007 (%)			
Experiences	First-time visitors	Returner	Repeater
<i>Having positive art-related experiences</i>			
Art works on display	61	63	46
Gaining a better understanding of contemporary art	68	72	69
Perceiving creativity in daily life	48	53	55
Having fun/being engaged	20	14	15
Exploring what's new in visual art	19	25	26
Being challenged intellectually or emotionally	18	16	26
Spending time with friends and family	45	54	68
<i>Having positive interaction with Hirshhorn staff</i>			
I was greeted courteously when I entered	61	63	46
All security officers were courteous and helpful	68	72	69
All other staff were courteous and helpful	48	53	55
Hirshhorn staff were able to answer my questions	20	14	15
I felt welcome throughout my Hirshhorn visit	45	54	68
<i>Agreeing that adequate information was available</i>			
Useful and up-to-date written information about the exhibits was available when I wanted it	20	14	15
The information provided on where things are in the museum was adequate	19	25	26

2. Statistical Profile of Generation Y and Millennial Visitors

Table B-2-1. Demographics of Generation Y and Millennial Visitors to the Hirshhorn, Winter 2007 (%)			
Characteristics	2007		2005 ^a
	Gen Y	Millen.	Gen Y/ Millen.
<i>Residence</i>			
Local (within 40 miles of the Mall)	47	26	33
Tourist, U.S. more than 40 miles from the Mall	39	58	52
Tourist, international	14	15	15
<i>HMSG visit history</i>			
First-time visitor	55	87	57
Returner (visited more than 1 year ago)	19	9	23
Repeater (visited within the last year)	26	4	21
<i>Visit group composition</i>			
Unaccompanied visitor	15	6	18
Adult only group	77	9	64
Adult & youth group	8	17	13
Youth group	0	69	5
<i>Visited another contemporary art museum or gallery in the past year</i>			
Yes	76	53	28
No	24	47	72
<i>Contemporary or modern art interest/knowledge</i>			
No or low	8	19	*
Low to medium	0	0	*
Medium	59	54	*
High	0	0	*
Great	33	27	*
<i>Sex</i>			
Female	59	72	54
Male	28	28	46
<i>Intentionality</i>			
Intentional	51	17	*
Non-intentional	49	83	*

a. Because the number of Millennials in 2005 was small, they were combined with Generation Y.

* This survey did not ask this question.

Table B-2-2. Why Generation Y and Millennial Visitors Visited the Hirshhorn, Winter 2007 (%)			
Reasons for visiting the Hirshhorn	Gen Y	Millen.	All visitors
Interest in contemporary art (since 1960)	41	32	40
Interest in modern art (pre 1960)	38	47	33
See what is new on exhibit	25	8	24
The Hirshhorn collection	29	8	22
The Sculpture Garden	20	21	24
See particular art work/exhibition	18	17	17
Shop at the museum store	6	28	11
Word of mouth/recommendation	15	19	10
Read newspaper or magazine article	3	0	3
Just happened to wander by/caught interest	27	46	26
Someone else wanted to come	23	40	17
Saw advertising	6	4	3

Table B-2-3. Overall Satisfaction of Generation Y and Millennial Visitors with Their Visit to the Hirshhorn, Winter 2007 (%)			
Ratings	Gen Y	Millen.	All visitors
Overall experience			
Poor	2	0	2
Fair	10	24	11
Good	33	12	32
Excellent	44	39	44
Superior	12	24	12
Expectation vs. experience			
Worse than expected	11	2	8
About as expected	56	57	58
Better than expected	32	41	35
"Must visit" museum			
Yes	82	74	79

Table B-2-4. Particularly Satisfying Experiences of Generation Y and Millennial Visitors to the Hirshhorn, Winter 2007 (%)			
Experiences	Gen Y	Millen.	All visitors
<i>Having positive art-related experiences</i>			
Art works on display	61	56	58
Gaining a better understanding of contemporary art	22	15	19
Perceiving creativity in daily life	27	23	21
Having fun/being engaged	40	40	33
Exploring what's new in visual art	45	35	33
Being challenged intellectually or emotionally	29	15	24
Spending time with friends and family	33	69	34
<i>Having positive interaction with Hirshhorn staff</i>			
I was greeted courteously when I entered	54	49	58
All security officers were courteous and helpful	70	73	69
All other staff were courteous and helpful	43	48	50
Hirshhorn staff were able to answer my questions	16	30	18
I felt welcome throughout my Hirshhorn visit	55	35	51
<i>Agreeing that adequate information was available</i>			
Useful and up-to-date written information about the exhibits was available when I wanted it	21	25	22
The information provided on where things are in the museum was adequate	20	35	19

3. Statistical Profile of Local Visitors (Within 40 miles of the Mall)

Table B-3-1. Demographics of Local Visitors to the Hirshhorn, Winter 2007 (%)		
Characteristic	2007	2005
Age by generation (as of 2007)		
PostWar/WWII (62 and older)	5	8
Leading-edge Boomers (53-61)	9	14
Trailing-edge Boomers (42-52)	15	19
Generation X (31-41)	23	20
Generation Y (19-30)	39	39
Millennials (12-18)	9	8
HMSG visit history		
First-time visitor	36	57
Returner (visited more than 1 year ago)	23	23
Repeater (visited within the last year)	41	21
Visit group composition		
Unaccompanied visitor	20	18
Adult only group	56	64
Adult & youth group	19	13
Youth group	6	5
Visited another contemporary art museum or gallery in the past year		
Yes	24	28
No	76	72
Contemporary or modern art interest/ knowledge		
No or low	14	*
Low to medium	12	*
Medium	37	*
High	28	*
Great	9	*
Sex		
Female	54	54
Male	46	46
Intentionality		
Intentional	60	
Non-intentional	40	

* This survey did not ask this question.

Table B-3-2. Why Local Visitors Came to the Hirshhorn, Winter 2007 (%)		
Reasons for visiting the Hirshhorn	Local	All visitors
Interest in contemporary art (since 1960)	38	41
Interest in modern art (pre 1960)	28	32
See what is new on exhibit	28	24
The Hirshhorn collection	22	23
The Sculpture Garden	19	24
See particular art work/exhibition	25	17
Shop at the museum store	13	10
Word of mouth/recommendation	8	10
Read newspaper or magazine article	3	3
Just happened to wander by/caught interest	19	26
Someone else wanted to come	27	17
Saw advertising	3	3

Table B-3-3. Overall Satisfaction of Local Visitors with Their Visit to the Hirshhorn, Winter 2007 (%)		
Ratings	Local	All
<i>Overall experience</i>		
Poor	1	2
Fair	12	11
Good	34	32
Excellent	37	44
Superior	16	12
<i>Expectation vs. experience</i>		
Worse than expected	7	8
About as expected	59	58
Better than expected	33	35
<i>Must visit museum</i>		
Yes	82	79

Table B-3-4. Particularly Satisfying Experiences of Local Visitors to the Hirshhorn, Winter 2007 (%)		
Experiences	Local	All visitors
<i>Having positive art-related experiences</i>		
Art works on display	61	57
Gaining a better understanding of contemporary art	18	19
Perceiving creativity in daily life	24	20
Having fun/being engaged	43	34
Exploring what's new in visual art	36	33
Being challenged intellectually or emotionally	27	24
Spending time with friends and family	45	34
<i>Having positive interaction with Hirshhorn staff</i>		
I was greeted courteously when I entered	53	58
All security officers were courteous and helpful	72	69
All other staff were courteous and helpful	48	50
Hirshhorn staff were able to answer my questions	18	17
I felt welcome throughout my Hirshhorn visit	57	51
<i>Agreeing that adequate information was available</i>		
Useful and up-to-date written information about the exhibits was available when I wanted it	27	22
The information provided on where things are in the museum was adequate	26	19

4. Statistical Profile of Intentional Visitors to the Hirshhorn, Winter 2007

Table B-4-1. Demographics of Intentional Visitors to the Hirshhorn, Winter 2007 (%)		
Characteristics	Intentional	All visitors
<i>Residence</i>		
Local (within 40 miles of the Mall)	40	33
Tourist, U.S. more than 40 miles from the Mall	50	52
Tourist, international	11	15
<i>HMSG visit history</i>		
First-time visitor	20	57
Returner (visited more than 1 year ago)	40	23
Repeater (visited within the last year)	39	20
<i>Age by generation (as of 2007)</i>		
PostWar/WWII (62 and older)	10	8
Leading-edge Boomers (53-61)	16	14
Trailing-edge Boomers (42-52)	19	19
Generation X (31-41)	24	20
Generation Y (19-30)	28	27
Millennials (12-18)	4	11
<i>Visit group composition</i>		
Unaccompanied visitor	21	18
Adult only group	67	64
Adult & youth group	12	13
Youth group	0	5
<i>Visited another contemporary art museum or gallery in the last year</i>		
No	15	28
Yes	85	72
<i>Knowledge of/interest in contemporary/modern art</i>		
No or low	6	11
Low to medium	7	15
Medium	38	42
High	36	24
Great	13	8
<i>Sex</i>		
Female	51	54
Male	49	46

Table B-4-2. Why Intentional Visitors Came to the Hirshhorn, Winter 2007 (%)		
Reasons for visiting the Hirshhorn	Intentional	All visitors
Interest in contemporary art (since 1960)	61	41
Interest in modern art (pre 1960)	44	32
See what is new on exhibit	42	24
The Hirshhorn collection	36	23
The Sculpture Garden	36	24
See particular art work/exhibition	25	17
Shop at the museum store	14	11
Word of mouth/recommendation	9	10
Read newspaper or magazine article	3	3
Just happened to wander by/caught interest	0	26
Someone else wanted to come	17	17
Saw advertising	2	3

Table B-4-3. Overall Satisfaction of Intentional Visitors with Their Visit to the Hirshhorn, Winter 2007 (%)		
Ratings	Intentional	All visitors
Overall experience		
Poor	1	2
Fair	8	11
Good	26	32
Excellent	52	43
Superior	13	12
Expectation vs. experience		
Worse than expected	6	8
About as expected	64	58
Better than expected	30	35
Must visit museum		
Yes	87	79

Table B-4-4. Particularly Satisfying Experiences of Intentional Visitors to the Hirshhorn, Winter 2007 (%)		
Experiences	Intentional	All visitors
<i>Having positive art-related experiences</i>		
Art works on display	68	58
Gaining a better understanding of contemporary art	25	19
Perceiving creativity in daily life	20	20
Having fun/being engaged	41	34
Exploring what's new in visual art	36	33
Being challenged intellectually or emotionally	36	25
Spending time with friends and family	37	34
<i>Having positive interaction with Hirshhorn staff</i>		
I was greeted courteously when I entered	56	58
All security officers were courteous and helpful	69	69
All other staff were courteous and helpful	52	51
Hirshhorn staff were able to answer my questions	17	17
I felt welcome throughout my Hirshhorn visit	55	52
<i>Agreeing that adequate information was available</i>		
Useful and up-to-date written information about the exhibits was available when I wanted it	26	22
The information provided on where things are in the museum was adequate	22	19

5. Statistical Profile of International Visitors to the Hirshhorn, Winter 2007

Table B-5-1. Demographics of International Visitors to the Hirshhorn, Winter 2007 (%)		
	Inter-national	All visitors
<i>HMSG visit history</i>		
First-time visitor	88	57
Returner	8	23
Repeater	4	21
<i>Age by generation (as of 2007)</i>		
PostWar/WWII (62 and older)	7	8
Leading-edge Boomers (53-61)	17	14
Trailing-edge Boomers (42-52)	21	19
Generation X (31-41)	18	20
Generation Y (19-30)	25	27
Millennials (12-18)	12	11
<i>Visit group composition</i>		
Unaccompanied visitor	18	18
Adult only group	69	64
Adult & youth group	5	13
Youth group	7	5
<i>Visited another contemporary art museum or gallery in the last year</i>		
No	25	28
Yes	75	72
<i>Knowledge of/interest in contemporary/modern art</i>		
No or low	5	*
Low to medium	0	*
Medium	65	*
High	30	*
Great	0	*
<i>Sex</i>		
Female	52	54
Male	48	46
<i>Intentionality</i>		
Intentional	35	49
Non-intentional	65	50

* Survey did not ask this question.

Table B-5-2. Why International Visitors Came to the Hirshhorn, Winter 2007 (%)		
Reasons for visiting the Hirshhorn	Inter-national	All visitors
Interest in contemporary art (since 1960)	40	41
Interest in modern art (pre 1960)	32	32
See what is new on exhibit	5	24
The Hirshhorn collection	25	23
The Sculpture Garden	26	24
See particular art work/exhibition	8	17
Shop at the museum store	6	11
Word of mouth/recommendation	15	10
Read newspaper or magazine article	6	3
Just happened to wander by/caught interest	36	26
Someone else wanted to come	10	17
Saw advertising	6	3

Table B-5-3. Overall Satisfaction of International Visitors with Their Visit to the Hirshhorn, Winter 2007 (%)		
Ratings	Inter-national	All visitors
Overall experience		
Poor	3	2
Fair	8	11
Good	37	32
Excellent	46	43
Superior	6	12
Expectation		
Worse than expected	7	8
About as expected	59	58
Better than expected	33	35
Must visit		
Yes	82	79

Table B-5-4. Particularly Satisfying Experiences of International Visitors to the Hirshhorn, Winter 2007 (%)		
Experiences	Inter-national	All Visitors
<i>Having positive art-related experiences</i>		
Art works on display	54	58
Gaining a better understanding of contemporary art	21	19
Perceiving creativity in daily life	18	20
Having fun/being engaged	14	34
Exploring what's new in visual art	31	33
Being challenged intellectually or emotionally	23	25
Spending time with friends and family	17	34
<i>Having positive interaction with Hirshhorn staff</i>		
I was greeted courteously when I entered	54	58
All security officers were courteous and helpful	55	69
All other staff were courteous and helpful	49	51
Hirshhorn staff were able to answer my questions	18	17
I felt welcome throughout my Hirshhorn visit	30	52
<i>Agreeing that adequate information was available</i>		
Useful and up-to-date written information about the exhibits was available when I wanted it	20	22
The information provided on where things are in the museum was adequate	14	19

Appendix C. Survey Questionnaire

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Hirshhorn Museum and Sculpture Garden Winter 2007 Survey Questions

1. Is today your first visit to the Hirshhorn? ☐ Yes
☐ No, I last visited more than one year ago
☐ No, I visited times in the last year

2. Please rate your overall visit experience today. ☐ NA ☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

3. Was your experience worse than you expected, about as expected, or better than expected?
☐ Worse than expected
☐ About as expected
☐ Better than expected

4. I had such a satisfying visit that I want to tell family and friends they must visit the Hirshhorn. ☐ No ☐ Yes

5. Did you come to the Hirshhorn today for any of the following reasons? (Mark all that apply)
- ☐ Interest in contemporary art (since 1960)
 - ☐ Interest in modern art (pre 1960)
 - ☐ See what is new on exhibit
 - ☐ The Hirshhorn collection
 - ☐ The Sculpture Garden
 - ☐ See particular art work/exhibition
 - ☐ Shop at the museum store
 - ☐ Word of mouth/recommendation
 - ☐ Read newspaper or magazine article
 - ☐ Just happened to wander by/caught interest
 - ☐ Someone else wanted to come
 - ☐ Saw advertising

6. During your Hirshhorn visit today, which of the following were particularly satisfying to you? (Mark all that apply)
- ☐ Art works on display
 - ☐ Gaining a better understanding of contemporary art
 - ☐ Perceiving creativity in daily life
 - ☐ Having fun/being engaged
 - ☐ Exploring what's "new" in visual art
 - ☐ Being challenged intellectually or emotionally
 - ☐ Spending time with friends and family

7. During your Hirshhorn visit today, which of the following applied to you? (Mark all that apply)
- ☐ I was greeted courteously when I entered
 - ☐ All security officers were courteous and helpful
 - ☐ All other staff were courteous and helpful
 - ☐ Hirshhorn staff were able to answer my questions
 - ☐ Useful and up-to-date written information about the exhibits was available when I wanted it
 - ☐ The information provided on where things are in the museum was adequate
 - ☐ I felt welcome throughout my Hirshhorn visit

8. Other than the Hirshhorn, have you visited a contemporary art museum or gallery in the last year? ☐ No ☐ Yes

9. Which best describes your modern/contemporary art interest?
- ☐ No or low interest in modern/contemporary art, am accompanying friend/family
 - ☐ Medium to low interest, little knowledge of modern/contemporary art, visit popular art exhibitions
 - ☐ Medium interest, like visiting modern/contemporary art museums, especially with friends
 - ☐ High interest, seek greater knowledge, visit exhibitions frequently, attend programs, often with friends
 - ☐ Great knowledge of modern/contemporary art, prefer exploring on my own, need little information

10. Are you visiting by yourself or with other people? ☐ I am alone ☐ I am with others

11. Other than yourself, how many people are with you? (Write number of people not ages) Adults 18 and over Youth 12 to 17 Youth under 12

12. Where do you live? ☐ United States (specify Zipcode)
☐ Other country (specify country)

13. What is your age?

14. What is your sex? ☐ Female ☐ Male

Thank you for your assistance

ADMINISTRATIVE USE ONLY Session Segment ☐ 1 ☐ 2 ☐ 3 Status ☐ C ☐ R ☐ L ☐ I ID