

*Spring 2009 Visitors to the
National Postal Museum
Smithsonian Institution*

June 2009

*Office of Policy and Analysis
Smithsonian Institution*





Cover: Atrium of the National Postal Museum, at 2 Massachusetts Avenue NE, formerly the City Post Office (Graham and Burnham, 1914). Photo courtesy of National Postal Museum.

Preface

The Office of Policy and Analysis (OP&A) is conducting a series of studies at the National Postal Museum (NPM). The goal of these studies is to understand the experience and characteristics of visitors at the museum. This report presents the results from a survey conducted with visitors exiting NPM in April 2009. This study was funded by a generous gift from the Ford Motor Company.

The data for the report came from surveys completed by visitors exiting the museum. We appreciate visitors' willingness to participate in this study.

I would 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 studies and coordinated staff input. It is always a pleasure to work with her and with Charlotte Brown, the NPM staff member who helped collect data.

Within OP&A, Zahava D. Doering and Andrew Pekarik had overall responsibility for the survey design, data collection, analysis, and report preparation. This study would not have been possible without our dedicated interns – especially Ikuko Uetani, who helped with questionnaire design, coordinating the interviewing, data processing and report preparation. Other interns involved with the survey were: Sarah Block, Yoonjin Cho, Shahanga Lee and Robert Roach. In addition, Whitney Watriss, a staff member, and Heather Mauger, a term employee, assisted with surveying. Lance Costello assisted greatly with the technical aspects of the questionnaire design. I thank all of them for their hard work.

Carole M. P. Neves

Director, Office of Policy and Analysis

Summary

The Office of Policy and Analysis (OP&A) is conducting a series of studies of the demographic characteristics and experiences of visitors to the National Postal Museum (NPM). Below are highlights from the third of these studies, conducted in April 2009.

The Survey: A sample of visitors exiting the National Postal Museum (NPM) was surveyed. The overall response rate was 76 percent.

Visitors: A large majority of NPM visitors were making their first visit to the Museum (85%). Relatively few visitors lived in the Metropolitan Washington, DC, region (7%). Only thirteen percent of the visitors lived within 40 miles of the National Mall. Nearly half (47%) of them were visiting in groups that included youth under 18. The average age was 42.

Rating: The rating that exiting visitors gave the museum (0% Poor, 2% Fair, 27% Good, 57% Excellent, and 14% Superior) was somewhat higher than the Smithsonian average. These ratings were essentially the same as those in the survey conducted in Summer 2007 and in April of 2008.

Returning: Two out of five visitors marked that they would “definitely” return for another visit if they were in Washington next year (38%); about slightly over half indicated that they might visit again (53%).

Activities: In addition to seeing exhibitions, almost two-thirds of the visitors used the postcard machines to address/mail a post card (60%) or went to the stamp store or post office (68%) and two-fifths used NPM’s interactive database to search collections and/or play games (42%). With the exception of *Binding the Nation*, viewed by three-fourths (75%), all the remaining exhibitions were viewed by 51% - 67% of visitors. Six percent did not view any exhibitions.

Discussion: Overall visitors were satisfied with the visit to NPM, and in general find satisfying experiences. Two experiences, gaining information (61%) and enriching understanding (50%) predominate. Some experiences, such as being moved by beauty (9%), reflecting on what they saw (11%), or recalling memories (22%), are much less frequent. The differences between the last two surveys (Spring 2008 and Spring 2009) are minimal; this suggests that the museum might consider changes that would further enrich the experiences and potentially raise the overall ratings.

Introduction

The Office of Policy and Analysis (OP&A) is conducting a series of studies of the demographic characteristics and experiences of visitors to the National Postal Museum (NPM). During Spring 2009, the present study was conducted. The goal of this survey was to understand the characteristics and experiences of spring visitors in the Museum and compare the results to data collected in Spring 2008 and Summer 2007.

The Survey

Data for the study were collected with a sample survey. The survey was administered to a sample of visitors as they exited the Museum. In this report, the data will be compared with the data collected in 2008 and 2007. The characteristics of the 2009 sample, as well as all responses to the surveys are presented in Appendix A, along with comparable data from the 2007 and 2008 studies. The questionnaire used in 2009 is presented in Appendix B.

Exiting visitors were intercepted during ten 90-minute sessions and asked to complete a one-page, self-administered questionnaire about themselves and their visit. Of 391 intercepted visitors eligible to participate, 298 completed the questionnaire, for a cooperation rate of 76 percent.

The NPM Audience Overall

A majority of NPM visitors were making their first visit to the Museum (85%).

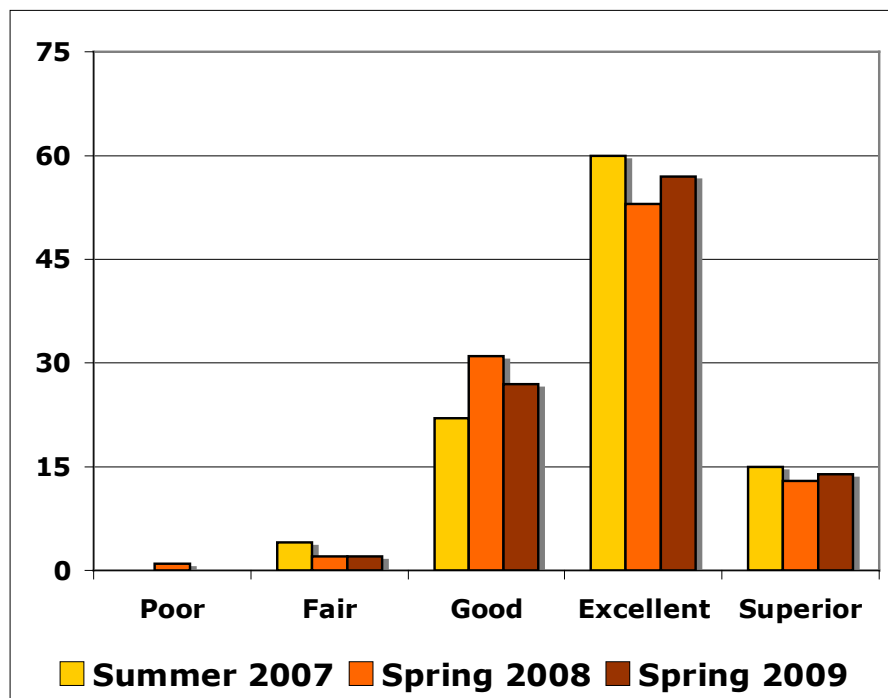
- ☐ Slightly more than half of the visitors were women (53%).
- ☐ Nearly one-fifth of visitors living in the United States who answered the question reported that they identified with one or more racial or ethnic minority community (17%). Four percent indicated that they considered themselves Latino or Hispanic and a similar percentage marked that they considered themselves Black (4%); while a higher percentage marked that they considered themselves Asian (11%). Almost four-fifths (78%) marked White either by itself or in conjunction with another racial or ethnic description. About six percent left the question blank.
- ☐ Relatively few visitors lived in the Metropolitan Washington, DC, region (7%). Only thirteen percent of the visitors lived within 40 miles of the National Mall, while 77 percent were U.S. residents who lived more than 100 miles from the Mall. About one-tenth (8%) lived outside the United States.

- ☐ Nearly two-thirds of visitors reported that they were very (14%) or somewhat (49%) interested in using the NPM website after their visit.
- ☐ Ninety percent of NPM visitors were accompanied by other persons.
- ☐ One-fifth of NPM visitors over age 12 were between 12-29 (21%) and another fifth over 55 years old (22%). The rest (57%) were between 30-54. The mean and median age was 42.
- ☐ In comparing the characteristics of the Spring 2009 visitors to those who came in Spring 2008, we find only two characteristics that are significantly different. Spring 2009 visitors are younger, less likely to be visiting alone and more likely to be visiting in groups of adults and youth than Spring 2008 visitors.

Satisfaction with NPM Visit

- ☐ Almost three-fourths of NPM visitors rated their experiences visiting NPM as Superior (14%) or Excellent (57%) (Figure 1). These ratings are essentially the same as those reported in previous surveys.

**Figure 1. Rating of Experience in the Museum:
Summer 2007, Spring 2008, and Spring 2009
(In Percent)**



- ☐ Two out of five visitors marked that they would “definitely” return for another visit if they were in Washington next year (38%), slightly over half indicated that they might visit again (53%). The quality of the visit experience was important to the intention to return. These percentages are nearly identical to those in the previous studies. Over half (56%) of those who marked that they had a Superior experience marked “definitely.”

Experience During NPM Visit¹

- ☐ Six out of ten NPM visitors marked “Gaining information” (61%) as an experience that they found especially satisfying during their visits, half marked the related “Enriching my understanding” (50%). Only one-fourth (25%) of visitors failed to mark one of these two experiences, while 36% marked both.
- ☐ Fewer marked “Seeing rare/valuable/uncommon things” (43%) or “Imagining other times/places” (47%).
- ☐ Even fewer marked “Recalling memories” (22%), “Reflecting on the meaning of what I’m looking at” (11%), and “Being moved by beauty” (9%).
- ☐ These patterns are similar to what was found in Summer 2007 and Spring 2008. When we compare exiting visitors across the three surveys, we find a significant decrease in the number reporting “Reflecting on the meaning of what I’m looking at” (from 22% to 15% to 11%).

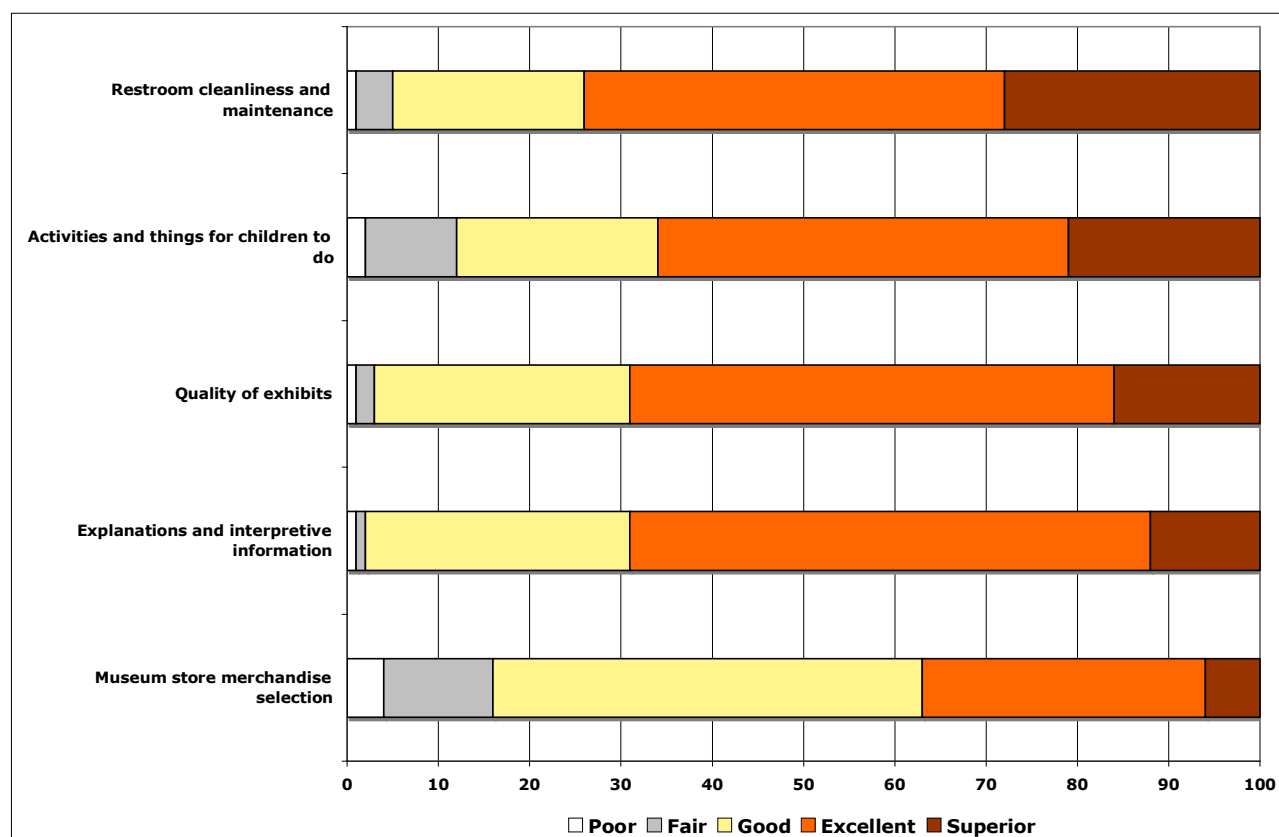
Ratings of NPM Facilities and Amenities²

- ☐ The highest rated aspects of NPM facilities and amenities were restroom cleanliness (28% Superior), followed by “Activities for children” (21% Superior) and the quality of exhibitions (16% Superior). This is a slightly different rank order than visitors gave in Spring 2008, when “Activities for children” were rated higher (28% Superior), compared to 18% for restroom cleanliness and maintenance the previous year.
- ☐ Explanations and interpretative information was rated less positively (12% Superior). The selection of merchandise in the museum store was rated lowest at six percent Superior. (See Figure 2.)

1 Visitors who marked all seven experiences or left all seven unmarked were considered “response sets” and assigned as missing values.

2 Respondents who marked the same value for each of these five aspects were considered to have not differentiated in their evaluations and were treated as missing.

Figure 2. Ratings of NPM Facilities and Amenities (In Percent)



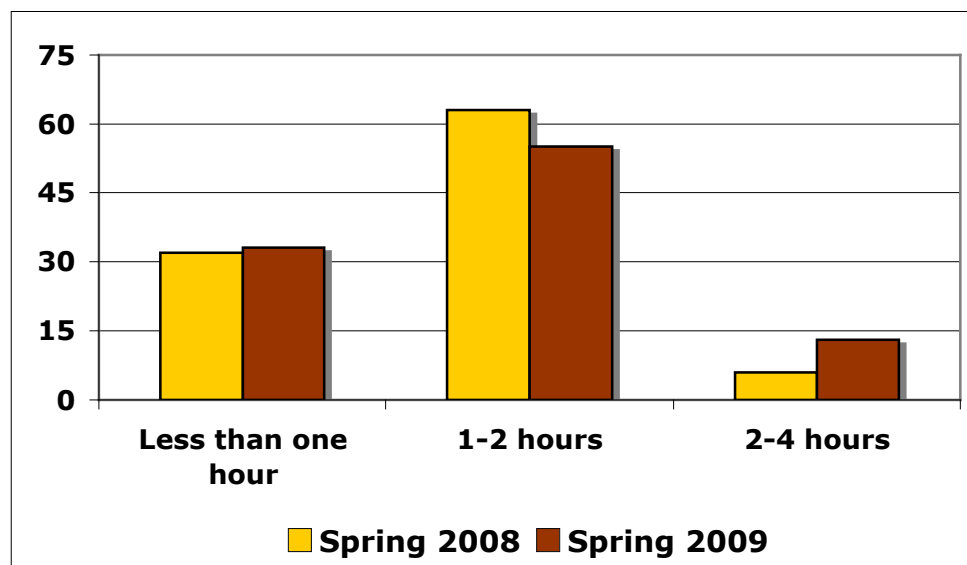
Activities in the Museum

- ☐ As they left, visitors were asked what they actually did at NPM. In addition to seeing exhibitions, almost two-thirds of the visitors used the postcard machines to address/mail a post card (60%) or went to the stamp store or post office (68%). In both instances, these are significantly higher percentages compared to Spring 2008 (52% and 50%, respectively)
- ☐ Two-fifths used NPM's interactive database to search collections and/or play games (42%). Nearly half spent time in the building's historic lobby (45%).
- ☐ With the exception of *Binding the Nation*, viewed by three-fourths (75%), all the remaining exhibitions were viewed by 51% - 67% of visitors. Six percent did not view any exhibitions. Fewer visitors viewed *Victory Mail* in Spring 2009 (52%), compared to Spring 2008 (62%)

Time Spent

- ☐ One-third (33%) spent less than an hour in the museum, while over half (55%) spent between 1-2 hours in the museum and the remainder (13%) stayed longer. Compared to Spring 2008, the reported time spent in the museum was longer.

Figure 3. Report Time Spent: Spring 2008 and Spring 2009 (In Percent)



Observations

Visitors to the National Postal Museum in Spring 2009, like those in Spring 2008 were mainly composed of visitors from outside the local area, as is the case at the Big Three Smithsonian museums (American History, Natural History, Air and Space), but unlike the art museums. In both years, the audience consisted of a larger percentage of first-time visitors than most Smithsonian museums that have been open for several years.

Although in Spring 2009 only visitors exiting the museum were surveyed, observations made a year ago, when both entering and exiting visitors were surveyed, apply. The differences between the two years, as the results reported above showed, were minimal. NPM attracts a highly educated audience, many of whom come seeking knowledge-based experiences (gaining information, enriching understanding). These two experiences were found to the same degree that they were sought, but visitors also emerged from the

museum with more experiences of imagining other times, reflecting on what they saw, or recalling memories than they expected, but fewer experiences of seeing rare/valuable things and beauty than they anticipated on entrance. In other words, visitors who appreciate objects for their qualities such as beauty and rarity may have come away disappointed. In Summer 2007, this gap in object experiences was less apparent, perhaps because of the presence of an exhibition about the art of stamps. The museum should consider doing more to highlight objects, perhaps by pointing out things about the objects that make them special, and highlighting some that are remarkable for their beauty.

The average number of experiences reported by visitors has also remained constant. The museum should consider ways in which visitors would be attracted to and engaged by more and different experiences. It is likely that this would lead to even higher ratings for the museum.

Continuing this series of studies, especially collecting data at other times of the year, may provide NPM with clues that would help increase its local visitation and increase repeat visitation overall. As the cumulative database grows larger, additional analysis will become possible.

Appendix A
National Postal Museum
Summer 2007, Spring 2008 and Spring 2009 Frequencies

	Summer 2007		Spring 2008		Spring 2009
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)	Exit Sample (%)
Is this your first visit to the National Postal Museum?					
No	16	7	14	14	15
Yes	84	93	86	86	85
Total	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
(Number of previous visits for repeat visitors)					
Median			2	1.3	1
Are you visiting alone or with other people?					
I am alone	7	8	17	18	10
I am with others	93	93	83	82	90
Total	<u>100</u>	<u>101*</u>	<u>100</u>	<u>100</u>	<u>100</u>
(Description of visit group)					
Unaccompanied visitor	7	7	17	18	10
Adult only group	41	37	48	51	43
Adult & youth group	52	55	35	32	47
Total	<u>100</u>	<u>99*</u>	<u>100</u>	<u>101*</u>	<u>100</u>
Please rate your experience in this museum. (Exit)					
How do you think you will rate this museum when you leave? (Entrance)					
Poor	0	0	0	1	0
Fair	2	4	1	2	2
Good	50	22	43	31	27
Excellent	42	60	49	53	57
Superior	7	15	7	13	14
Total	<u>101*</u>	<u>101*</u>	<u>100</u>	<u>100</u>	<u>100</u>

*Percentage may not add to 100% because of rounding

	Summer 2007		Spring 2008		Spring 2009
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)	Exit Sample (%)
How did your experience in the museum compare to what you expected?					
Not as good		5		2	
About as expected		32		46	
Better		63		52	
Total		<u>100</u>		<u>100</u>	
Which of these experiences did you find especially satisfying in this museum today? [Mark one or more] (Exit)					
Which of these experiences are you looking forward to during your visit today? [Mark one or more] (Entrance)					
Being moved by beauty	18	13	12	4	9
Gaining information	53	61	62	63	61
Seeing rare/valuable/uncommon things	46	47	56	42	43
Imagining other times/places	19	44	31	42	47
Reflecting on the meaning of what I'm looking at	5	22	9	15	11
Recalling memories	13	22	13	25	22
Enriching my understanding	44	56	43	48	50
(Average number of experiences)	2.0	2.7	2.3	2.4	2.4

Please rate the following in this museum today: (Exit)

	Summer 2007	Poor	Fair	Good	Excellent	Superior
Quality of Exhibits		0	6	25	52	18
Explanations and interpretive information		0	4	33	47	16
Activities and things for children to do		1	5	23	43	28
Museum store merchandise selection		4	18	47	25	7
Restroom cleanliness and maintenance		0	1	35	39	25
	Summer 2008	Poor	Fair	Good	Excellent	Superior
Quality of Exhibits		0	3	36	44	17
Explanations and interpretive information		1	4	36	50	10
Activities and things for children to do		3	16	21	32	28
Museum store merchandise selection		1	19	40	28	13
Restroom cleanliness and maintenance		0	5	28	49	18

	Spring 2009	Poor	Fair	Good	Excellent	Superior
Quality of Exhibits		1	2	28	53	16
Explanations and interpretive information		1	1	29	57	12
Activities and things for children to do		2	10	22	45	21
Museum store merchandise selection		4	12	47	31	6
Restroom cleanliness and maintenance		1	4	21	46	28

	Summer 2007		Spring 2008		Spring 2009
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)	Exit Sample (%)
If you were in Washington in the next year, would you visit this museum again?					
No, I would not		10		12	9
I might		51		49	53
Yes, I definitely would		39		39	38
Total		<u>100</u>		<u>100</u>	<u>100</u>
Do you live in the United States or another country?					
United States	92	90	91	91	92
Another Country	8	10	9	9	8
Total	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Distance between visitor's zip code and the National Mall					
5 mile radius	8	4	4	3	1
10 mile radius	4	3	2	3	3
20 mile radius	6	1	4	3	3
40 mile radius	2	0	4	2	6
100 mile radius	3	2	3	2	1
250 mile radius	14	8	12	10	18
Other U.S.	56	72	62	67	59
International	8	10	9	9	8
Total	<u>101*</u>	<u>100</u>	<u>100</u>	<u>99*</u>	<u>99*</u>

*Percentage may not add to 100% because of rounding.

	Summer 2007		Spring 2008		Spring 2009
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)	Exit Sample (%)
Visitor's residence based on AAM regions					
Metro Washington (DC, VA, MD suburbs)	15	7	9	8	7
Southeast	18	25	23	18	20
Mid-Atlantic	18	11	15	15	21
Midwest	13	18	16	18	11
New England	3	5	4	5	5
Mountain Plains	11	10	5	7	4
West	9	11	10	15	15
Unspecified U.S.	5	3	8	7	8
Country other than U.S.	8	10	9	9	8
Total	<u>100</u>	<u>100</u>	<u>99*</u>	<u>102*</u>	<u>99*</u>
What is the highest level of education that you have completed? (All respondents)					
High school or less		10	11		
1-2 years of college, no degree		10	19		
Associates degree		9	7		
Bachelors degree		27	28		
Graduate/professional degree		45	35		
Total		<u>101*</u>	<u>100</u>		
What is the highest level of education that you have completed? (Ages 25 and over only)					
High school or less		3	6		
1-2 years of college, no degree		8	19		
Associates degree		9	8		
Bachelors degree		28	28		
Graduate/professional degree		52	40		
Total		<u>100</u>	<u>101*</u>		
Are you of Hispanic or Latino origin?					
No		90	93		95
Yes		10	7		5
Total		<u>100</u>	<u>100</u>		<u>100</u>

*Percentage may not add to 100% because of rounding.

	Summer 2007		Spring 2008		Spring 2009
	Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)	Exit Sample (%)
Are you of Hispanic or Latino origin? (U.S. residents only)					
No		91	93		96
Yes		9	7		4
Total		<u>100</u>	<u>100</u>		<u>100</u>
What race do you consider yourself to be? [Mark one or more]					
African American/Black		5	4		3
American Indian/Native Alaskan		0	1		1
Asian		9	10		12
Native Hawaiian/Pacific Islander		0	1		1
White		82	84		77
What race do you consider yourself to be? [Mark one or more] (U.S. residents only)					
African American/Black		4	4		4
American Indian/Native Alaskan		1	1		1
Asian		6	6		11
Native Hawaiian/Pacific Islander		1	1		1
White		85	88		78
Which of the following are important reasons for today's visit to the National Postal Museum? [Mark one or more]					
See exhibitions about the history of mail delivery			54		
Find out what is in a postal museum			48		
See the building			41		
See exhibitions about stamps and stamp collectiong			33		
See exhibitions about postal employess			20		
See exhibitions about customers who send/recieve mail			13		
Buy stamps or postal services			12		
Get answers to specific questions			3		
Take a guided tour or participate in a program/activity			2		
None of the above			5		

		Summer 2007		Spring 2008		Spring 2009
		Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)	Exit Sample (%)
On your visit today, which of the following did you do?						
[Mark one or more]						
Used the postcard machine to address/mail a postcard					52	60
Went to the stamp store or post office					50	68
Used the interactive database to search collections and/or play games					46	42
Spent time in the historic lobby upstairs					37	45
Took a guided tour or participate in a program/activity					8	7
None of the above					6	7
Which of the following exhibitions did you see?						
[Mark one or more]						
<i>Binding the Nation</i>					77	75
<i>Customers and Communities</i>					64	67
<i>Vistory mail</i>					62	52
<i>Rarity Revealed</i>					54	
<i>Trailblazers and trendsetters</i>					55	
<i>Alphabetilately</i>						51
<i>Postal Inspectors</i>					65	61
None of the Above					9	6
About how much time do you plan to spend in this museum today? (Entrance)						
How much time did you spend in this museum today? (Exit)						
Less than one hour				47	32	33
1-2 hours				51	63	55
2-4 hours				3	6	13
More than 4 hours				0	0	0
Total				<u>101*</u>	<u>101*</u>	<u>101*</u>
Have you ever used this museum's website?						
No		88		94		
Yes: to plan this visit		9		4		
Yes: to learn about stamps and/or postal histroy		3		2		
Yes: another reason		1		1		
Total		<u>101*</u>		<u>101*</u>		

*Percentage may not add to 100% becasue of rounding.

			Summer 2007		Spring 2008		Spring 2009
			Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)	Exit Sample (%)
How interested are you in visiting this museum's website?							
	Not interested					29	26
	Somewhat interested					50	49
	Very interested					16	14
	I visited previously					6	10
	Total					<u>101*</u>	<u>99*</u>
Have you or a member of your family ever worked for the United States Postal Service?							
	No	85			82		
	Yes	16			18		
	Total	<u>101*</u>			<u>100</u>		
Are you male or female?							
	Male	50	54		45	45	47
	Female	50	46		55	55	53
	Total	<u>100</u>	<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>
What is your age?							
	Average	42	42		46	49	42
	Median	40	42		46	49	42
(Age of generations)							
	WWII (Born 1901-1924)	1	0		0	0	0
	Postwar (Born 1925-1945)	9	8		12	17	10
	Leading-edge Boomers (Born 1946-1955)	14	13		22	24	14
	Trailing-edge Boomers (Born 1956-1964)	21	27		19	16	21
	Generation X (Born 1965-1981)	32	33		32	32	39
	Generation Y (Born 1982-2001)	24	20		15	11	18
	Total	<u>101*</u>	<u>101*</u>		<u>100</u>	<u>100</u>	<u>102*</u>

*Percentage may not add to 100% because of rounding.

		Summer 2007		Spring 2008		Spring 2009
		Entrance Sample (%)	Exit Sample (%)	Entrance Sample (%)	Exit Sample (%)	Exit Sample (%)
(Age in five-year cohorts)						
	12 to 19	12	9	7	5	11
	20 to 24	9	9	5	4	3
	25 to 29	6	6	11	7	7
	30 to 34	8	6	7	8	8
	35 to 39	13	12	9	7	9
	40 to 44	11	17	12	15	18
	45 to 49	14	14	10	7	12
	50 to 54	7	11	12	12	10
	55 to 59	7	6	11	11	7
	60 to 64	6	2	8	9	7
	65 to 69	3	5	6	5	4
	70 or older	4	3	3	10	4
	Total	<u>100</u>	<u>100</u>	<u>101*</u>	<u>100</u>	<u>100</u>
(Age in three categories)						
	12 to 29	27	24	22	16	21
	30 to 54	52	60	51	49	57
	55 and older	21	16	28	35	22
	Total	<u>100</u>	<u>100</u>	<u>101*</u>	<u>100</u>	<u>100</u>

*Percentage may not add to 100% because of rounding.

Appendix B

National Postal Museum: Spring 2009 Survey Questionnaire

2562153396



Spring 2009
National Postal Museum Survey

[Exit Survey](#)

Is this your first visit to the National Postal Museum? ☐ Yes
☐ No, I have visited times before today

* Please rate your experience in this museum today? ☐ Poor ☐ Fair ☐ Good ☐ Excellent ☐ Superior

Which of these experiences did you find especially satisfying in this museum today?
 [Mark one or more]

☐ Being moved by beauty
☐ Gaining information
☐ Seeing rare/valuable/uncommon things
☐ Imagining other times/places
☐ Reflecting on the meaning of what I'm looking at
☐ Recalling memories
☐ Enriching my understanding

On your visit today, which of the following did you do?
 [Mark one or more]

☐ Spent time in the historic lobby upstairs
☐ Went to the stamp store or post office
☐ Used the interactive database to search collections and/or play games (Ford Education Center)
☐ Used the postcard machines to address/mail a post card
☐ Took a guided tour or participated in a program/activity
☐ None of above

Which of the following Exhibitions did you see?
 [Mark one or more]

☐ *Binding the Nation*
 - about moving the mail before 1860
☐ *Customers and Communities* - about mail delivery
 (includes the "what's in the mail for you" interactive)
☐ *Victory Mail*
 - about mail during World War II
☐ *Alphabetically*
 - about the A to Z of stamp collecting
☐ *Postal Inspectors: The Silent Service*
 - about the people who protect the mail and its customers
☐ None of above

Please rate the following in this museum today:	NA	Poor	Fair	Good	Excellent	Superior
Quality of exhibits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explanations and interpretive information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities and things for children to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museum store merchandise selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restroom cleanliness and maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How much time did you spend in this museum today?
 [Mark only one]

☐ Less than one hour ☐ 2-4 hours
☐ 1-2 hours ☐ More than 4 hours

If you were in Washington in the next year, would you visit this museum again?
☐ No, I would not ☐ I might ☐ Yes, I definitely would

How interested are you in visiting this museum's website? [Mark one or more]

☐ I visited previously ☐ Somewhat interested
☐ Very interested ☐ Not interested

* 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

* Do you live in the United States or another country? ☐ United States, specify zipcode:
☐ Another country, specify:

* What is your age?

* Are you male or female? ☐ Male ☐ Female

Are you of Hispanic or Latino origin? ☐ No ☐ Yes

What race do you consider yourself?
 [Mark one or more]

☐ African American/Black
☐ American Indian/Native Alaskan
☐ Asian
☐ Native Hawaiian/Pacific Islander
☐ White

Thank you for your assistance

Ses

Seg

☐ 1 ☐ 2 ☐ 3

Status

☐ C

☐ R

☐ L

☐ I

☐ I (age)

Int

ID



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