

NASA | ART: 50 Years of Exploration

An Exhibition of Artworks Collected by NASA

And

Exhibited at the National Air and Space Museum



An Exhibition Evaluation

Office of Policy and Analysis

Smithsonian Institution

October 3, 2011

Background

The National Aeronautics and Space Administration (NASA) established the NASA Art Program in 1962 to commission artists to document the history of space exploration through their eyes. According to the NASA website:

Artists, like astronauts, constantly probe the unknown. Shortly after its establishment in 1958, NASA created the NASA Art Program on the principle that artists are uniquely equipped to interpret and document the experience of space exploration. For the first time, *NASA/ART*, (Abrams, October; 176 pages; 150 full color illustrations; \$40 US; \$44 CAN) by Art Program Founder James Dean and Program Curator Bertram Ulrich, brings together the stories and images behind these unique and celebrated pieces of history.¹

Part of the NASA Art Program collection was brought to NASM in a temporary exhibition presenting artworks from the art collection of NASA. It includes artists such as Andy Warhol, William Wegman, Norman Rockwell, and Jamie Wyeth. The exhibit was organized by the Smithsonian Institution Traveling Exhibition Service (SITES) and NASA in cooperation with the National Air and Space Museum (NASM). The exhibit is located in NASM Gallery 211. The exhibition will close on October 10, 2011. Following closing at NASM, the exhibition will travel to other venues.

NASM asked the Smithsonian Office of Policy and Analysis (OPandA) to conduct an evaluation of visitor experiences in the exhibition and their acceptance of an exhibition of artworks dedicated to aviation and space history.

The success of this exhibition evaluation was due to the enthusiastic efforts of OPandA interns, contractors, and staff. In particular, Lance Costello managed field operations and data set preparation with assistance from Rachelle Komarnisky (intern). Several interns and staff intercepted exhibition visitors, seeking their cooperation in completing the evaluation survey: Claire Eckert (staff), So Mi Park, Ah-Jin Lee, Alexis VanZalen, Jane Cavalier, and Andrew Goodhouse (interns). The survey questionnaire was prepared by Lance Costello and David Karns with valuable assistance from NASM staff, especially Barbara Brennan. David Karns wrote the report.

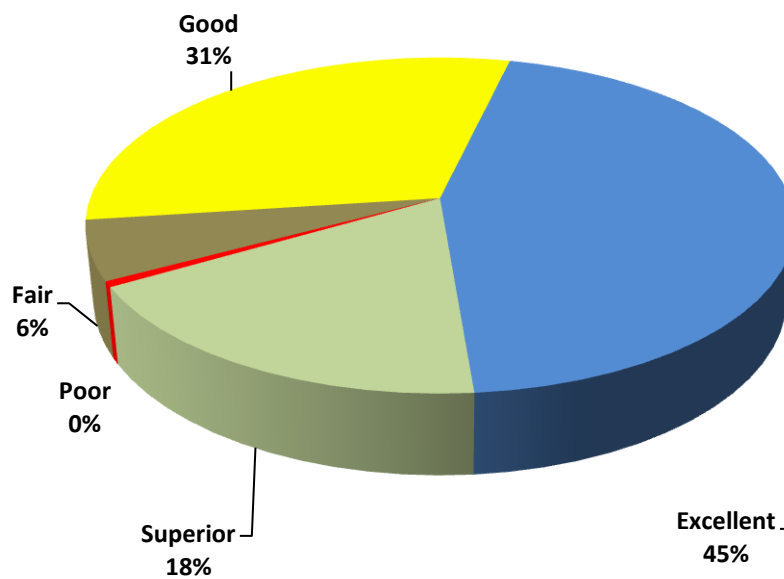
¹ http://www.nasa.gov/externalflash/NASAart_book/

Findings

Experience in *NASA | ART: 50 Years of Exploration*

Asked to rate their overall experiences in *NASA | ART: 50 Years of Exploration (NASA Art)*, nearly two-thirds of the exhibition visitors said that their experience was Superior (18%) or Excellent (45%) (See Figure 1.)

Figure 1
Rating of Overall Experience in Exhibition



Visitors to *NASA Art* translated their positive experiences into an even stronger propensity to recommend the exhibition to others. Four out of five (79%) said that they definitely would recommend the exhibition. Propensity to recommend the exhibition was significantly correlated with the exhibition experience. Three-fifths (60%) of visitors who rated the exhibition as “Excellent” or “Superior” selected “Definitely Would” recommend it, while 15 percent of those who had a poorer experience in the exhibition selected “Definitely Would.”

NASA Art attracted an audience who came to the Museum specifically to see this exhibition. One-eighth of *NASA Art* survey respondents (12%) reported coming specifically to see this exhibition; those who specifically came for the exhibition were more likely to be first time NASM visitors (77%) than other NASM visitors (64%), although the figures are marginally statistically significant.

A large majority of *NASA Art* visitors were surprised to see an art exhibit in NASM (75%) with a statistically insignificant difference between those who came specifically for *NASA Art* (66%) and visitors who discovered it while in the Museum (76%). Visitors who came specifically to see *NASA Art* were

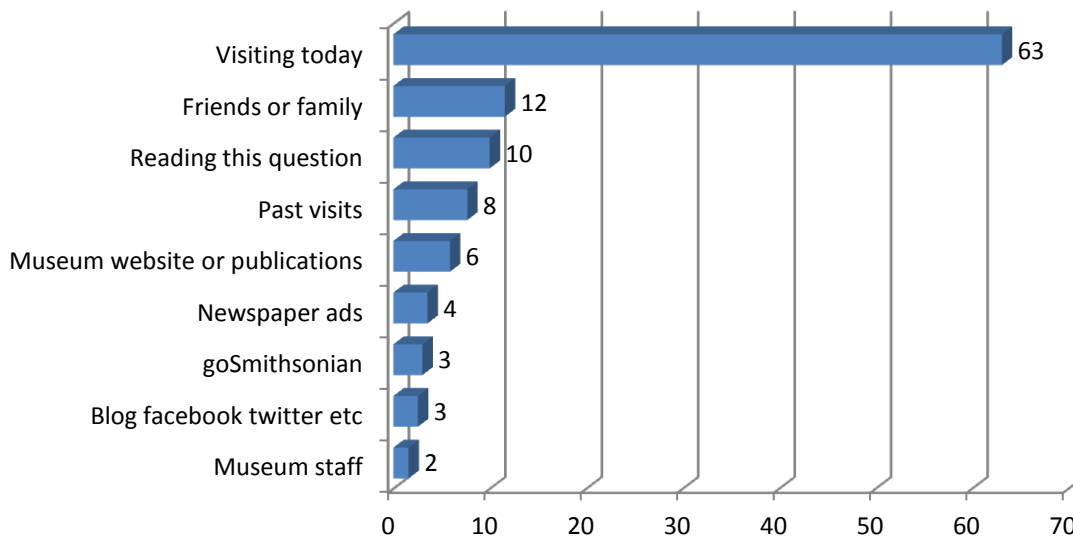
significantly more likely to have reported high satisfaction² (85%) than other visitors (60%), although the satisfaction rating for the accidental *NASA Art* visitors was reasonably high. Likewise, survey respondents who were surprised to find an art exhibit at NASM reported significantly higher satisfaction (68%) than those who were not surprised (48%).

Asked, “What do you think is the major theme of this exhibit,” The three themes of Space and Exploration, Art, and NASA dominated the responses: 135 visitors wrote down a theme related to space and exploration, while 77 mentioned art generally, and 56 mentioned NASA.³ Themes of space travel/vehicles/aviation (38), astronauts/people/humanity (29), emotions/feelings/thoughts (26), and other themes were mentioned less frequently.

Awareness of *NASA Art*

Survey respondents were asked where they first learned that NASM has an art collection. An overwhelmingly large share of the *NASA Art* visitors reported first learning while visiting *NASA Art* during their visit that day (63%). (See Figure 2.) The percentage indicating their current NASM visit did not significantly differ between first time NASM visitors (65%) and repeat NASM visitors (62%). First time visitors were significantly more likely to mention friends or family (14% for first time visitors compared with 5%), and repeat visitors were more likely to mention past visits (14% for repeat visitors), although the percentages were both about one out of seven respondents.

Where did you learn that NASM had an art collection?



More than four out of five *NASA Art* visitors wandered into the exhibit (83%), while much smaller percentages used maps/signs on the walls (9%), Museum floor plan maps (7%), the Welcome Desk or Museum staff (3%), or goSmithsonian (2%) to find the exhibit.

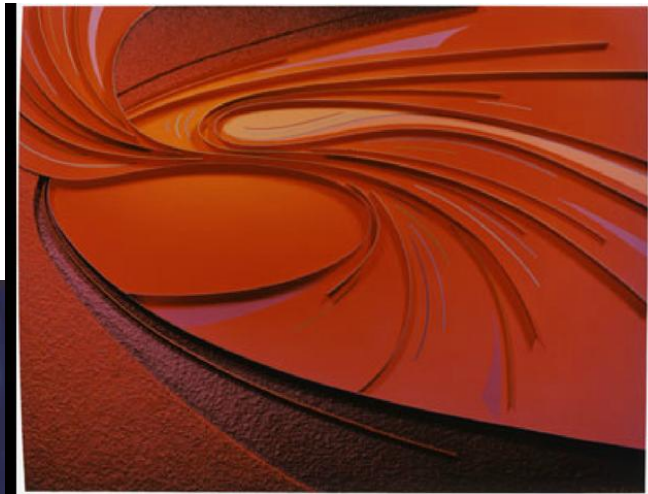
² High satisfaction is defined as the percentage reporting “Superior” plus the percentage reporting “Excellent.”

³ In coding the written responses, coded responses could fall into more than one category.

A majority of *NASA Art* visitors (58%) reported not being familiar with any of the artworks or artists represented in the exhibit before visiting. Comparable numbers of visitors reported some familiarity with artists (27%) and artworks (22%), with a few being familiar with both artworks and artists.

Likewise, a large majority of the *NASA Art* visitors (80%) reported no familiarity with either the NASA art program (15% reported familiarity) or the NASM art collection (7% reported familiarity), with no significant differences between first time and repeat visitors.

Outcomes from visiting *NASA Art*



Three out of eight *NASA Art* visitors said that their art experiences made them want to learn more about space related art (38%). Half as many said that the art in the exhibit gave them a deeper understanding of NASA's core mission (19%), and slightly fewer reported that the art helped them understand space exploration (15%). Finally, another three-eighths of the *NASA Art* visitors reported that the art in the exhibit did not produce any of these three outcomes (37%).⁴

Survey respondents were nearly equally distributed between wanting to learn more about the NASA art program (40%), NASM's art collection (34%), and not wanting to learn more about either (36%). About 10 percent indicated an interest in learning more about both the NASA art program and NASM's art collection.

A large majority of the *NASA Art* ⁵visitors would like NASM to have more art exhibits. Four out of five *NASA Art* visitors (81%) answered "Yes" to the question, "Would you like the Air and Space Museum to have more art exhibits?" Quite reasonably, highly satisfied visitors were more likely to say "Yes" (90%) than less satisfied *NASA Art* visitors (31%).

When the *NASA Art* visitors who wanted to see more art were asked

⁴ Tina York, *Fluid Dynamics*, 1995.

⁵ Jack Perlmutter, *Moon, Horizon, and Flowers (Rocket Rollout)*, 1969.

to describe what types of art they would like to see, space art was the most frequently mentioned (60%). Space art was followed by historical art (48%), art about aviation (40%), and modern/contemporary art (31%). Art by familiar artists (19%) and other types of art (3%) were the least frequently selected. One-quarter (23%) selected two answers, and 27 percent selected more than two answers.

The final question in the survey asked “What is one memorable thing about this exhibit?” Visitors emerged from the exhibit with clear and specific memories. Many (65 visitors) mentioned specific artworks either by name or by specific content (e.g., “Among the Stars and Angels,” “The Dog in a Space Suit,” “I liked the Dress,” and “The 1st Native American in Space,” etc.) Another 39 mentioned a specific artist, sometimes in connection with a specific artwork (e.g., “Among the Stars and Angels by Zigi Ben Haim,” “Astronaut with Flag by Andy Warhol,” or simply the names of artists, “Norman Rockwell, McCall Painting,” “Wyeth,” etc.). Some noted the diversity and types of art (49 respondents) or the space exploration subjects (23 respondents). A few mentioned the relative quiet in the gallery compared to the rest of the Museum (4 respondents) and music in the exhibit (4 respondents).

Observations

The Office of Policy and Analysis study team has several observations regarding the survey of visitors to *NASA Art*:

- The OP&A study team does not know what percentage of all NASM visitors during the study period visited *NASA Art*. The survey results represent exhibit visitation, a subset of all NASM visitors.
- *NASA Art* produced a satisfied pool of visitors – short of 70 percent of all *NASA Art* visitors.
- *NASA Art* produced a very high satisfaction score for visitors who specifically came to see the exhibit (85%).
- *NASA Art* engendered a propensity to tell others about the exhibit.
- *NASA Art* engendered an interest in seeing more art exhibitions at NASM.
- *NASA Art* attracted a population to NASM who came specifically to see the exhibit.
- *NASA Art* engendered an interest in NASA, the *NASA Art* Program, and NASM’s art collection.

Demographics

Nearly two-thirds of *NASA Art* visitors were making their first visit to NASM (65%), while relatively few had visited during the previous year (6%).

More than half of the survey respondents were male (55%).

Two-thirds of the survey respondents said that they lived in the United States (68%), while a third was visiting from another country (32%). First time visitors were significantly more likely to report living in a country other than the United States (43% compared with 12% who said United States). The largest shares of *NASA Art* domestic visitors were from the Southeast (17%) and Mid Atlantic (14%) although six percent lived in the metro Washington area.

A large preponderance of *NASA Art* visitors were visiting with other people (85%), seven percent were alone and eight percent reported coming to the Museum with an organized group (although not visiting the exhibit with the organized group.) Half of the survey respondents (51%) were in visit groups composed of adults (over 18) only,⁶ while less than half (47%) were visiting in groups that contained both adults and children (under 18).

Half of the visitors to *NASA Art* were under 30, that is, born since 1982 and members of Generations Y and Z. Another quarter (27%) was from Generation X (born between 1965 and 1981). Boomers and older visitors composed the final quarter, actually slightly less than a quarter (24%).

⁶ Unaccompanied adult visitors were included in the “adults only” category.

Methodology

OPandA designed a survey questionnaire with the assistance of NASM staff. The questionnaire was a self-administered one-page, scannable form.

The survey was conducted over four days (August 10 to August 13). A random sample of visitors was selected as the visitors exited the exhibit

Ineligible visitors included those under 12 years old, Smithsonian employees and contractors, and members of identifiable, organized groups such as school, camp, or other organized groups. Individuals who were visiting the Museum with an organized group, but were not visiting the exhibit with the group were eligible.

A single eligible visitor was randomly selected from each exiting visit group by an OPandA staff member who directed an OPandA intern or staff member to intercept that specific visitor. Selected visitors were asked to participate in the study. Of 642 eligible, selected visitors, 355, or 55%, agreed to do the survey, while 287 selected visitors declined to participate either with an outright refusal (201) or a refusal because of language difficulties (86).

A questionnaire was completed for all eligible *NASA Art* sampled visitors: demographic information on estimated age, sex, visit group, and residence was provided by the OPandA interviewers for refusals.

Since the number of visitors to *NASA Art* varied by day and hour, data for completes and refusals were weighted during analysis so that data for different days and hours were representative of the observed number of visitors exiting *NASA Art*. Next, the survey data were checked for biases in demographic characteristics between refusals and completes. Since international visitors and unaccompanied visitors had lower cooperation rates, these biases were corrected by statistical weighting. Finally, the survey data were weighted to represent the number of eligible visitors exiting *NASA Art* during the survey period rather than the number of visit groups.⁷

Analysis was performed using the SPSS statistical package for the social sciences.

⁷ Some OPandA studies utilize weighted visit groups rather than using the final weighting to represent the number of adults in the visit groups. For example, if two visitors are sampled, and one is unaccompanied and the other is visiting with one other adult, weighting to eligible adults would indicate that one-third of visitors are unaccompanied. Weighting to visit group would indicate that one-half of visitors are unaccompanied.

Did you come specifically to see this exhibit?

- Yes, I came to see this exhibit
- No, I discovered it while visiting

Were you surprised to see an art exhibit at the Air and Space Museum?

- Yes
- No

Where did you learn that the Air and Space Museum had an art collection?
[Mark one or more]

- Newspaper Ads
- The Museum's website or publications
- Past visits to the Museum
- From friends or family
- On a blog, facebook, twitter, etc.
- In goSmithsonian
- From the Welcome Desk or Museum staff
- Visiting this exhibition today
- Reading this question

How did you find this art exhibit?
[Mark one or more]

- goSmithsonian
- Museum floorplan map
- Maps/signs on walls
- From the Welcome Desk or Museum staff
- Just wandered in

Were you familiar with any of the artworks or artists before you saw their works in this exhibit?
[Mark one or more]

- No
- Some of the artworks
- Some of the artists

Which of the following were you familiar with before you saw this exhibit? [Mark one or more]

- The NASA Art Program
- The art collection of this Museum
- Neither

The art in this exhibit...
[Mark one or more]

- Helped me understand space exploration
- Gave me a deeper understanding of NASA's core mission
- Made me want to learn more about space art
- None of the above

After seeing this exhibit, I want to learn more about...
[Mark one or more]

- The NASA Art Program
- The art collection of this Museum
- Neither

Would you like the Air and Space Museum to have more art exhibits?

- No
- Yes, I would like to see art that is... [Mark one or more]
 - About space
 - About aviation
 - Historical
 - By familiar artists
 - Modern/Contemporary
 - Other: _____

What is one memorable thing about this exhibit?

*Are you a female or a male?

- Female
- Male

*What is your age?

*Where do you live?

- United States, specify ZIP code:
- Another country, specify: _____

*With whom are you visiting today?

- I am with a school group/organized group
- I am alone
- I am with other people

*If you are with others, how many people other than yourself are with you?
[Write the NUMBER of people]

<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	# of Adults 18 & over	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	# of Youth 12 to 17	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	# of Children under 12
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Thank you for your time and assistance!

ID

Session

Segment

- 1
- 2
- 3

Status

- C
- R
- L
- I

NASA | ART: 50 Years of Exploration Statistical Tables

1. Rate your overall experience in this exhibit.

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
Poor	1	1	0	na	na	0	0
Fair	6	7	0	na	na	0	0
Good	31	33	0	na	na	0	0
Excellent	45	43	1	na	na	0	0
Superior	18	17	0	na	na	0	0
Total %	100	100	100	na	na	100	100

Valid N 351

Missing 4

*Total N does not equal 355 because of rounding.

2. Would you recommend this exhibition to others?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
Definitely would not	2	2	2	2	3	1	3
Probably would not	6	14	2	7	3	5	9
Not sure	13	29	3	13	8	15	8
Probably would	36	40	33	38	23	35	39
Definitely would	43	15	60	40	65	44	41
Total %	100	100	100	100	100	100	100

Valid N 346

Missing 10

3. Did you come specifically to see this exhibit?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
No I discovered it while visiting	88	95	84	na	na	87	92
Yes I came to see this exhibit	12	5	16	na	na	13	8
Total %	100	100	100	na	na	100	100
Valid N	353						
Missing	3						

4. Were you surprised to see an art exhibit at air and space?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
No	25	35	20	24	33	23	29
Yes	75	65	80	76	67	77	71
Total %	100	100	100	100	100	100	100
Valid N	354						
Missing	1						

5. Where did you learn that the Air and Space Museum had an art collection?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>		
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit	
Newspaper ads	4	2	5	2	12	3	3	
Museum website or publications		6	6	6	5	12	6	5
Past visits	8	6	8	8	7	3	14	
Friends or family	12	7	13	10	26	14	5	
Blog, facebook, twitter, etc3		3	2	2	7	3	2	
goSmithsonian	3	6	2	2	7	5	1	
From the Welcome Desk or Museum staff2			0	2	2	0	2	1
Visiting this exhibition today		63	66	62	66	38	65	62
Reading this question	10	13	8	11	5	9	13	

*Respondents could mark more than one choice

6. How did you find this art exhibit?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>		
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit	
goSmithsonian	2	3	2	2	7	3	1	
Museum floorplan map	7	4	8	5	15	6	7	
Maps/signs on walls	9	8	10	9	12	11	7	
From the Welcome Desk or Museum staff3			4	3	3	10	1	7
Just wandered in	83	86	81	86	60	83	83	

*Respondents could mark more than one choice

7. Were you familiar with any of the artworks or artists before you saw this exhibit?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
Some of the artworks	22	24	21	21	26	18	29
Some of the artists	27	24	30	27	31	21	40
No	58	61	56	59	52	65	45

*Respondents could mark more than one choice

8. Which of the following were you familiar with before you saw this exhibit?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
NASA Art Program	15	12	17	14	22	14	16
The art collection of this Museum		7	5	8	6	12	6 8
Neither	79	83	77	81	67	80	80

*Respondents could mark more than one choice

9. The art in this exhibit helped me to...

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
Helped me to understand space exploration			15	6	20	12	36 19 8
Gave a deeper understanding of NASA's core mission				19	9	25	18 26 19 18
Made me want to learn more about space art			38	25	46	38	36 35 46
None of the above	37	61	23	40	19	37	37

*Respondents could mark more than one choice

10. After seeing this exhibit, I want to learn more about...

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
The NASA Art Program	40	29	47	38	51	42	38
The art collection of this Museum		34	19	44	35	31	33
Neither	36	55	25	39	24	34	41

*Respondents could mark more than one choice

11. Would you like the Air and Space Museum to have more art exhibits?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
No	19	34	10	20	11	20	18
Yes	81	66	90	80	89	80	82
Total %	100	100	100	100	100	100	100
Valid N	342						
Missing	14						

12. If yes, I would like to see art that is...

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
About space	60	44	68	61	57	57	66
About aviation	40	23	47	40	37	32	52
Historical	48	50	47	48	49	42	62
By familiar artists	19	18	20	16	31	18	21
Modern/contemporary	31	28	32	31	23	24	43
Other	3	8	2	4	0	2	6

*Respondents could mark more than one choice

13. Is this your first visit to this Museum?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
Yes	65	67	63	64	76	na	na
No, I last visited before August 2010	30	28	31	31	21	na	na
No, I have visited since August 2010	6	5	6	5	3	na	na
Total %	100	100	100	100	100	na	na
Valid N	342						
Missing	13						

14. Are you a female or male?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
Female	44	49	42	46	34	44	48
Male	56	51	58	54	66	56	52
Total %	100	100	100	100	100	100	100
Valid N	354						
Missing	1						

15. Where do you live?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
United States	68	61	71	67	69	57	88
Another country	32	39	29	33	31	43	13
Total %	100	100	100	100	100	100	100
Valid N	352						
Missing	3						

16. Residence based on AAM regions.

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
Metro Washington	6	7	6	6	5	2	13
Southeast	17	12	20	17	13	16	18
Mid Atlantic	14	14	15	14	18	10	23
Midwest	9	9	10	9	13	9	11
New England	5	4	5	5	5	5	5
Mountain Plains	4	2	5	5	0	5	4
West	7	8	7	7	5	6	11
Country other than U.S.	32	38	30	33	34	42	13
Unspecified U.S.	5	6	4	5	5	6	3
Total %	100	100	100	100	100	100	100
Valid N	340						
Missing	15						

17. With whom are you visiting today?

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
With other people	85	87	83	85	83	82	91
I am alone	7	8	7	8	5	9	4
With a school group or organized group	8	5	5	10	7	12	9 5
Total %	100	100	100	100	100	100	100
Valid N	355						
Missing	0						

18. Visit group.

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
Adults only	51	53	51	51	52	49	58
Adults & children	47	46	47	47	45	50	40
Other	1	1	2	1	2	1	2
Total %	100	100	100	100	100	100	100
Valid N	355						
Missing	0						

19. Age grouped by generations.

	<u>All Respondents</u>	<u>Experience Rating</u>		<u>Came Specifically to See Exhibition</u>		<u>First or Repeat Visit to NASM</u>	
	Valid Percent	Poor Fair Good	Excellent Superior	I discovered it while visiting	I came to see this exhibit	First Visit	Repeat Visit
GI (Born before 1925)	0	0	1	1	0	0	2
Silent (Born 1925-1945)	2	2	3	3	0	3	1
Leading Boom (Born 1946-1955)		7	8	6	7	7	4 13
Trailing Boom (Born 1956-1964)		15	11	17	14	21	13 16
Generation X (Born 1965-1981)		27	26	29	27	31	22 36
Generation Y (Born 1982-1995)		39	45	35	40	31	46 26
Generation Z (Digital Natives) (Born after 1995)		10		9	9	9	10 12 6
Total %	100	100	100	100	100	100	100
Valid N	355						
Missing	0						