



## ***Pioneers of Flight:*** **Exhibition Evaluation**

**Submitted to the  
National Air and Space Museum**

**by  
The Office of Policy and Analysis  
December 2012**



*ROBINSON'S AIRPORT (All Colored  
Map. by J. C. ROBINSON 1/1913)  
Headquarters of  
CHALLENGER AERO CLUB*

*WARNTON STUDIOS  
CHICAGO*



Smithsonian Institution

# ***Barron Hilton Pioneers of Flight: Exhibition Evaluation***

Office of Policy and Analysis

Smithsonian Institution

December 2012<sup>1</sup>

## **Background**

*Barron Hilton Pioneers of Flight (PoF)* is a major exhibition in the middle of the south side second floor of the National Air and Space Museum (NASM) Mall Building, overlooking the *Milestones of Flight* gallery on the north side. *PoF* presents an eclectic assortment of aircraft and artifacts united by the fact that all were associated with aviators and aviatrix who pushed existing social and technological limits of flight. Each exhibit presents a pioneering step in 20<sup>th</sup> Century aviation, especially during the decades of the 1920's and 1930's. It covers accomplishments in military and civilian aviation. This exhibition tells the stories of the aviators who pushed existing limits.

NASM asked the Smithsonian Office of Policy and Analysis (OP&A) to conduct a study of visitor reactions to the exhibition, especially considering that a reinstatement emphasized activities for families. OP&A staff intercepted visitors exiting the exhibition.<sup>2</sup> Interviews were conducted on Thursday, July 12, Saturday, July 14, and Monday, July 16. Overall, 473 visitors were intercepted. 328 completed the survey for a participation rate of 69 percent.<sup>3</sup>

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<sup>1</sup> Katie Behrens, an intern from Syracuse University managed the survey fieldwork and processing of the data sets. Katie also was the lead analyst in writing this report with assistance from David Karns, Senior Social Scientist in the Office of Policy and Analysis. OP&A also wishes to acknowledge the invaluable contributions of NASM staff in the construction of the questionnaire and interviewing visitors.

<sup>2</sup> *PoF* does not have defined doors to the exhibition; rather it has one side fully open to the hallway between *PoF* and *Milestones of Flight*. As a consequence, the OP&A staff interviewers were stationed near the western and eastern ends of the open side. Visitors were randomly selected as they left the exhibition. Visitors who looked at aircraft in *PoF* while walking in the hallway, or simply stepped a few feet into the exhibition and then moved on, were not intercepted. Since the flow was not constrained by an exit, OP&A did not follow the standard methodology of counting exiting visitors and weighting by flow.

<sup>3</sup> 109 intercepted visitors refused to participate (23%) and 36 (8%) did not speak English or had another language difficulty that prevented them from participating.

## Findings

### Rating

Visitors were asked to rate their overall experiences at the *Pioneers of Flight* Exhibition on a five point-scale that has been applied by OP&A across Smithsonian exhibitions and museums: *Poor, Fair, Good, Excellent, and Superior*. In general, visitors who are basically satisfied with their visits tend to mark *Excellent*. Visitors who are critical tend to select one of the lower three categories—*Poor, Fair, or Good*. Those who have very positive responses tend to mark *Superior*.

Nearly four-fifths of the exhibition visitors said that their experiences were Superior (14%) or Excellent (64%). Overall, exhibition visitors gave *PoF* a higher rating compared to the average Smithsonian exhibition (Excellent and Superior combined; 67%). (See Figure 1.)

Figure 1

Rating of Overall Experience in Exhibition

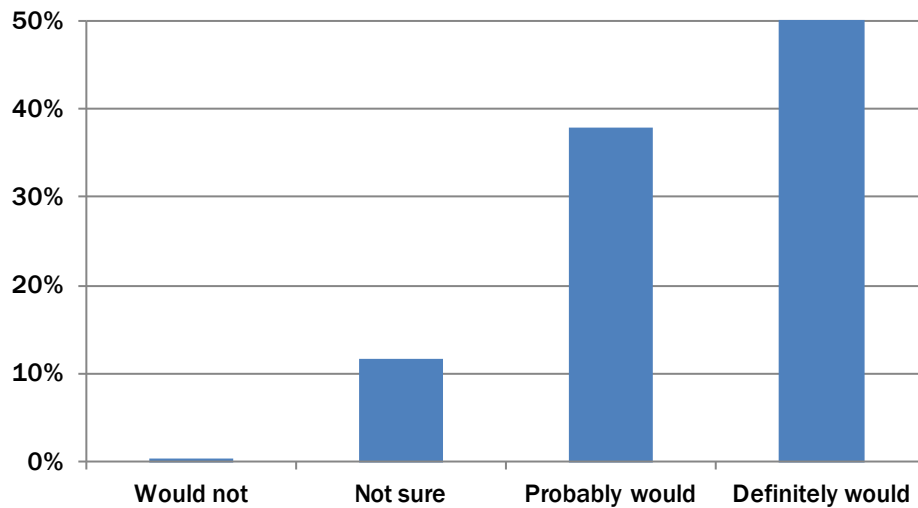


### Recommendation to Visit PoF

Half of the visitors at *Pioneers of Flight* “Definitely would recommend” (50%) this exhibition to families with young children. Less than one percent indicated that they would not recommend it to families.

Figure 2

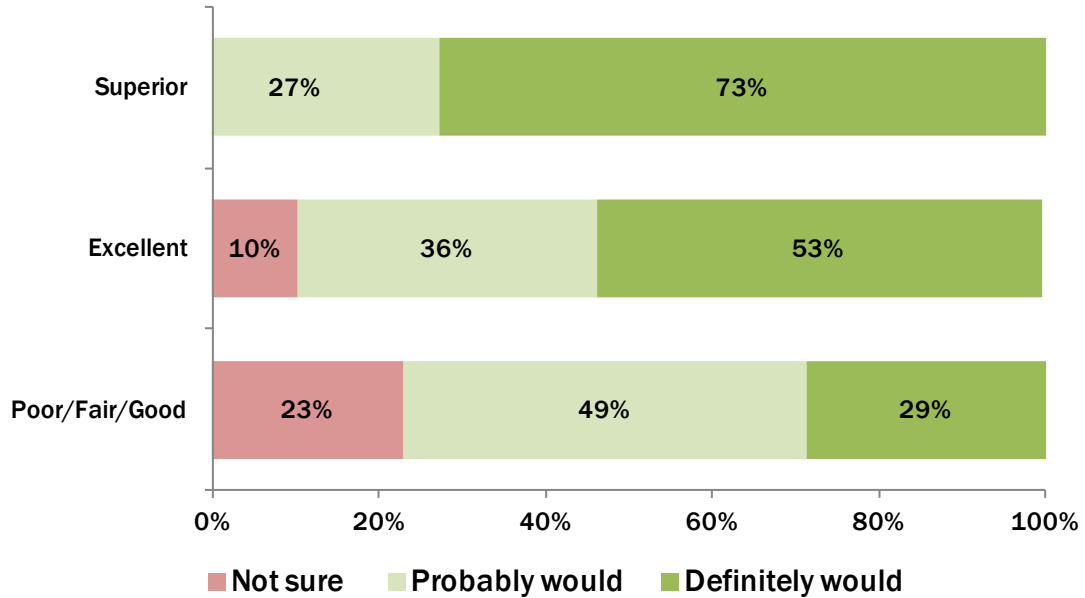
Would you recommend this exhibition to families with young children?



Visitors at *Pioneers of Flight* translated their positive experiences into a strong propensity to say that they recommend the exhibition to visitors with young children. Three out of four visitors that marked the highest rating for the exhibition, “Superior” would “*Definitely*” recommend this exhibition to families with young children, the remaining one fourth probably would. About nine out of ten visitors who rated the exhibition as “Excellent,” said that they “*Probably*” or “*Definitely*” would recommend this exhibition to families with young children (89%). The comparisons between Superior, Excellent, and Good or lower, are very striking regarding the willingness to “*Definitely*” recommend *PoF*, ranging from 29 percent for less satisfied visitors to 73 percent for the most satisfied.

Figure 3

Would you recommend this exhibition to families with young children?<sup>4</sup>



What visitors did in *Pioneers of Flight*

Almost half of the visitors spent 15 minutes or less in *Pioneers of Flight* (46%). Nearly one in three visitors spent between 15-30 minutes (33%) and about one in five spent more than 30 minutes in the exhibition (21%).

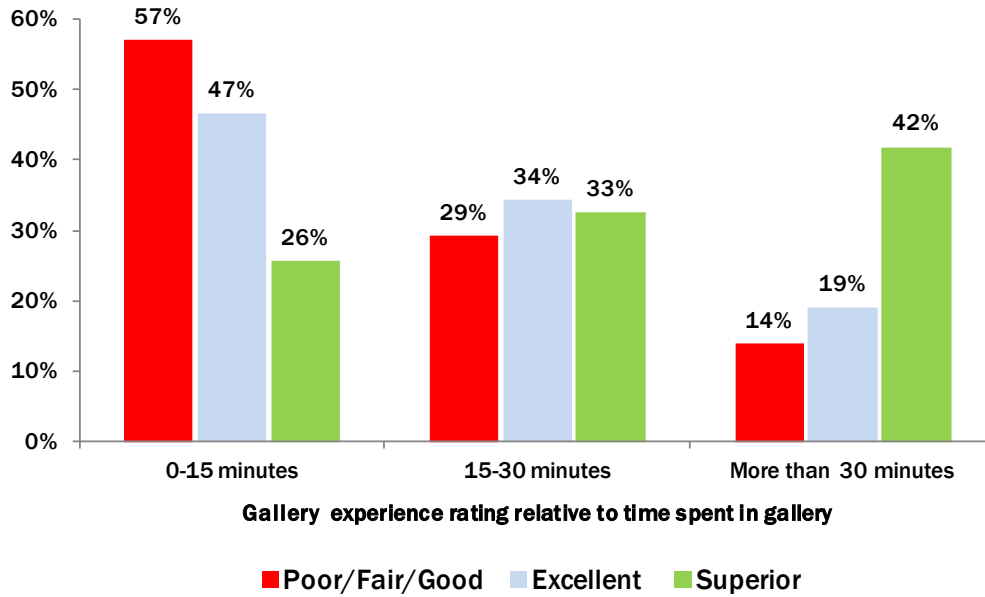
There is a strong correlation between time spent in the exhibition and overall rating. Generally the more time a visitor spent in the exhibition the higher his or her overall rating. More than four out of ten visitors who said that they spent more than 30 minutes rated the exhibition as *Superior* compared with one-quarter of those who spent less than 15 minutes in the exhibition.<sup>5</sup>

<sup>4</sup> The responses “Poor, Fair, Good” were combined into one category due to the small sample size for each group.

<sup>5</sup> The large percentage of *PoF* visitors who reported spending more than a half hour in the exhibition seems impressive, anecdotally, however, OP&A does not have a database with statistics to reliably compare it with other Smithsonian exhibitions.

Figure 4

*Pioneers of Flight* Experience Rating by Time Spent in Exhibition



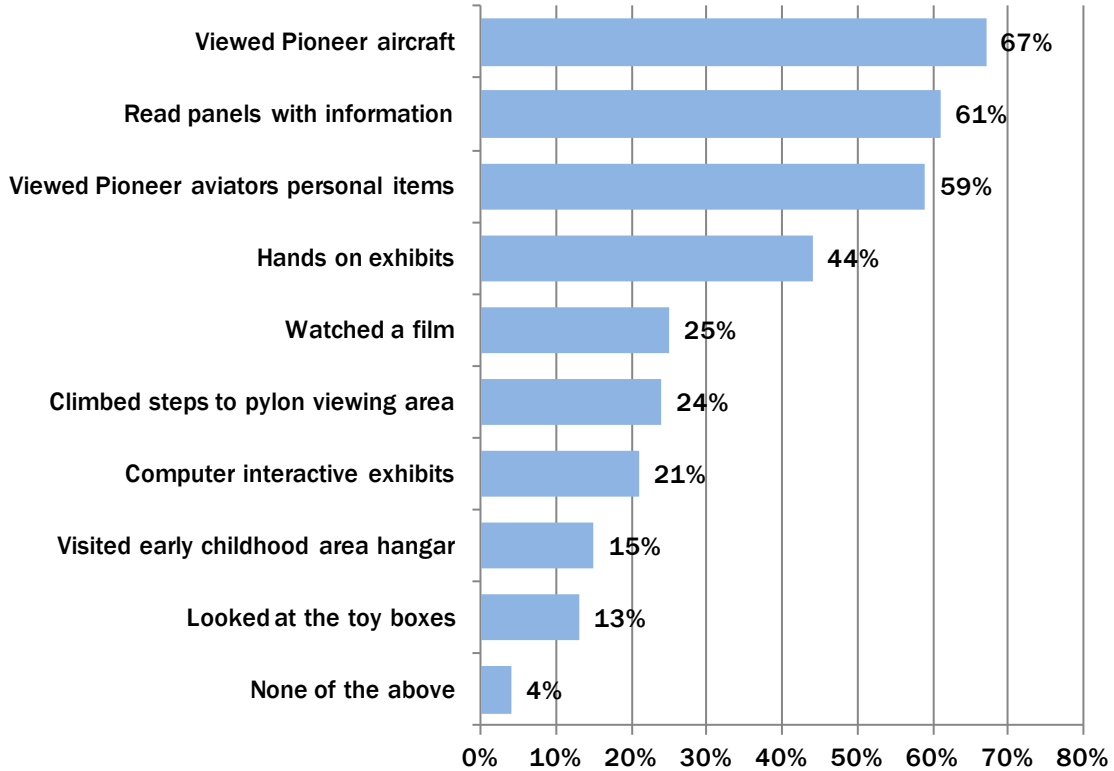
Respondents were asked to mark what they did in the exhibition. Most visitors viewed the Pioneer aircraft (67%), read panels with information (61%), and viewed Pioneer aviators’ personal items (59%). Fewer than half used hands-on exhibits (44%), while about a quarter said that they used computer interactive exhibits (25%),<sup>6</sup> watched a film (24%) or climbed the steps in the pylon viewing area (21%).

Visitors who used computer interactive exhibits, viewed pioneer aviators’ personal items or watched a film expressed significantly more satisfaction (higher ratings). Likewise, visitors who said that one reason that they were visiting was because of the *Find Amelia Earhart Family Guide* were significantly more likely to rate their exhibition experience as “Superior.”

<sup>6</sup> The exhibition has four interactive exhibits so access to them was limited during periods of high visitation.

Figure 5

What activities did you do while in the *Pioneers of Flight* exhibition?



Visitors accompanied by youth were significantly more likely to report engaging with hands-on exhibits, computer interactives, early childhood hangar area, climbing the steps to the pylon viewing area, and looking in the toy boxes, than visitors unaccompanied by children.

Asked to state their favorite part<sup>7</sup> of *Pioneers of Flight*, visitors overwhelmingly volunteered Amelia Earhart (42%).<sup>8</sup> Another 17 percent mentioned aviators other than Earhart and one-quarter mentioned aircraft or balloons (11% aircraft generally and 16% specific aircraft). The personal stories of the pioneer aviators struck a sympathetic chord among *PoF* visitors.

<sup>7</sup> A few respondents provided more than one favorite although the question asked for “ONE favorite part.”

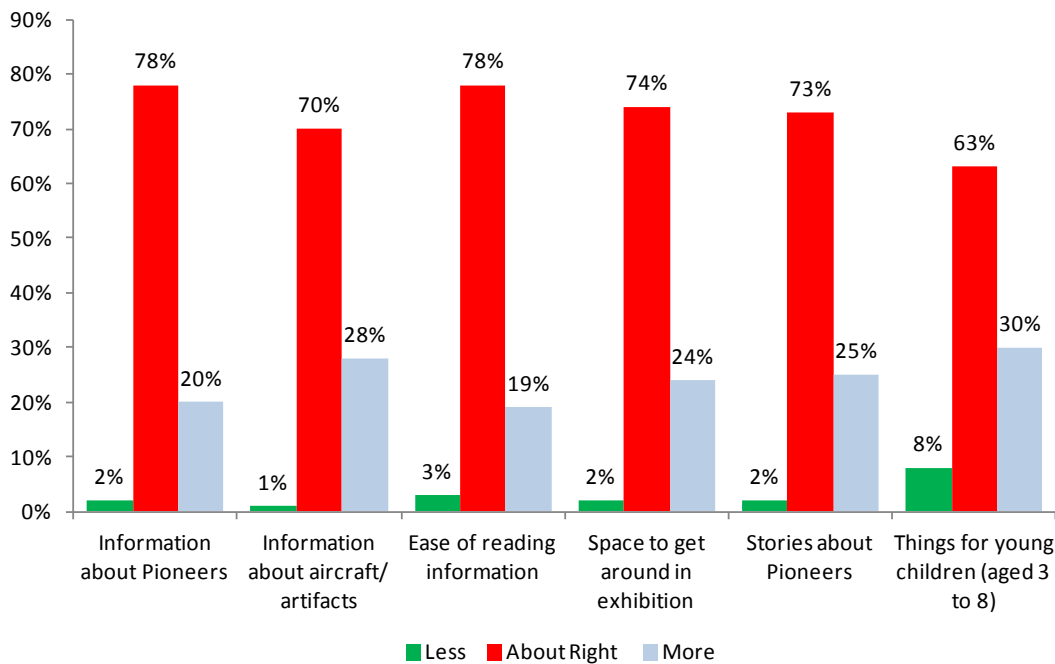
<sup>8</sup> 34% mentioned her alone while another 5% mentioned her in addition to another aviator or aircraft and another 3% mentioned her Lockheed Vega.

### Enhancing the visit experience

Given the option of how to enhance their experiences in the exhibition by adding more or reducing features, the percentages selecting more of a feature were very similar across six features. Likewise, the percentage saying less was essentially zero for five features (about one in twelve said that fewer things for young children would have enhanced their experiences. Roughly three-quarters of the respondents said that the amount of five of the features were “about right” in the current design, while a quarter would like “more” and a very small percentage said “less. The largest percentages for “more” and “less” were *Things for young children* (30% more and 8% less).

Figure 6

Would the more or less of the following features have enhanced your overall experience in the *Pioneers of Flight* Exhibition?



While about one in three people felt “more” things for young children would enhance their experiences in *Pioneers of Flight* (30%), almost one in ten felt that “less” things for young children would enhance their experiences (8%). The presence of children in the visit group was a significant correlate of whether a survey respondent wanted “more” of “less” for young children, although for no other feature. Half of the survey respondents



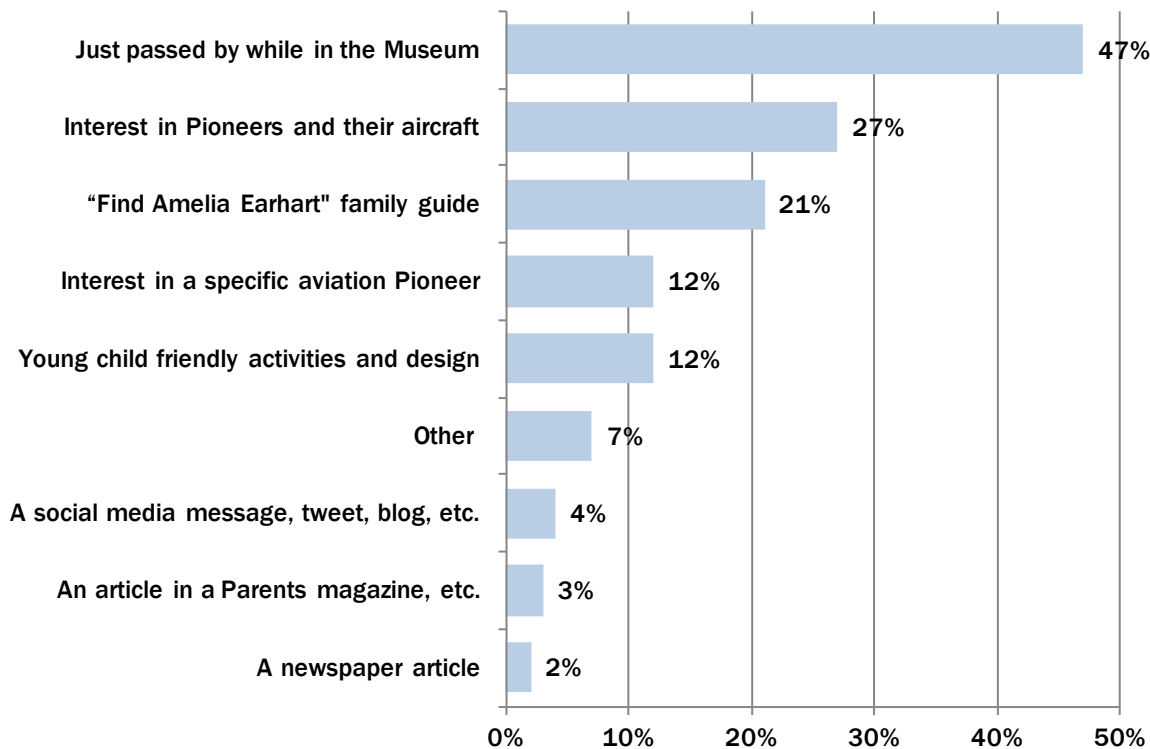
visiting with children sought “more” (53% with a child under 9 and 46% with a child 9 to 12). Conversely, about one-out-of-seven respondents in an adult only group marked “more” (15%) and “less” (14%).

### Why visitors were interested in visiting *PoF*

Visitors were asked “What made you interested in visiting this exhibition, *Pioneers of Flight Today*?” There were nine options available for responses; visitors were allowed to mark more than one response. Of the nine almost half of the visitors marked the option *just passed by while in the museum* (47%). The next two largest responses were to “Find Amelia Earhart” Family guide (21%) and Interest in Pioneers and their aircraft (27%). The options with the lowest responses were *A social media message, tweet, blog, etc.* (4%); *an article in a Parents magazine, etc.* (3%); A newspaper article (2%).

Figure 7

What made visitors interested in visiting the *Pioneers of Flight* Exhibition?



The absence or presence of children in a visit group was a key variable in the selection of a reason for visiting *PoF*. Respondents in adult only visit groups were significantly more likely to mention “Interest in Pioneers and their aircraft” (30% for adult only groups versus 24% for other groups) and “Just passing by” (53% for adult only groups versus 43% for other groups). On the other hand, the adult only groups were significantly less likely to mention “Find Amelia Earhart Family Guide” (16% versus 25%), “Young children friendly activities and design” (5% versus 18%) and “interest in a specific aviation Pioneer” (7% versus 16%). Overall, visitors in groups with young children (under 9) were most likely to mention “Young child friendly activities and design” (27% versus 8% for other visitors). Visitors with elementary school age children (9 to 12) were significantly more likely to mention the “Find Amelia Earhart family guide” (31% versus 18%) and mention “Young child friendly activities and design” (19% versus 10% for other visitors).

#### Surprise at finding exhibits and programs for young children

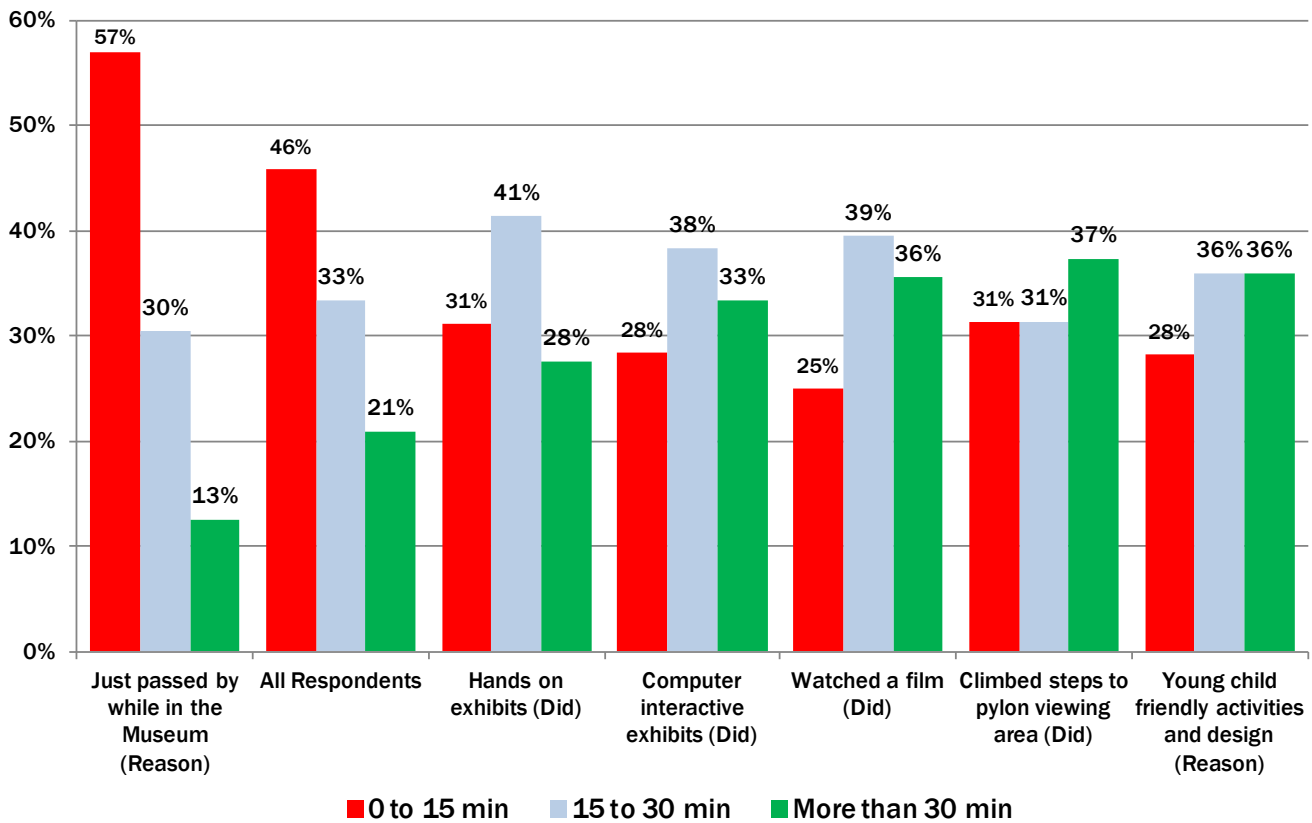
Half of all respondents were surprised to find exhibits and programs for young children in *PoF* (51%). One in ten (11%) claimed to not be surprised because they already knew that *PoF* was designed for families with young children, and nearly a third said that they were not surprised because they considered that NASM, as a whole was designed for families (30%). Fewer than one in ten said that they did not see anything special for young children (8%). These responses were significantly correlated with the respondent’s overall exhibition rating. About one-quarter of the respondents who rated their experiences as Poor, Fair or Good marked that they did not see anything special for families with young children (23%) compared with one out of twenty for more satisfied visitors (4% for Excellent and 5% for Superior ratings). At the same time, more satisfied visitors were more likely to say that they were surprised. Respondents who marked that they would recommend the exhibition to families with small children were more likely to say that they had been surprised, and less likely to report not seeing anything special for children.

Estimated time spent in *Pioneers of Flight*

Nearly half of all *PoF* visitors estimated spending less than 15 minutes in the exhibition (46%), a fifth said that they spent more than 30 minutes in the exhibition (21%). There were no significant differences between respondents based on visitor demographics. On the other hand, visitors who reported engaging with Hands-on exhibits or Computer interactive exhibits, Watching a film or Climbing the steps to the pylon viewing area spent significantly more time in the exhibition. Likewise, visitors who said that they visited because of the young child friendly activities and design spent more time, while those who visited while just passing by spent significantly less time in the exhibition.

Figure 8

How much time did you spend in the *Pioneers of Flight* exhibition by activities and reason for visit?



## Observations

The *Barron Hilton Pioneers of Flight* exhibition engaged most visitors to the extent that eight out of ten rated it as “Superior” or “Excellent.” More than half spent more than 15 minutes in the exhibition and engaged in behaviors such as viewing the pioneers’ aircraft and personal objects, reading panels and exploring hands-on exhibits. Even more important, the exhibition actively engaged a target audience of families with young children. This audience was more actively engaged with features of the exhibit design designed to appeal to it. Half of visitors accompanied by young children said that they would “definitely recommend” the exhibition to parents of young children, exactly the same as for all respondents. Combined with “Probably would” the favorable total is nearly nine out of ten, allowing little room for parents to be more supportive than other visitors.

Perhaps, one interesting observation is the extent to which the stories, and associated objects, of the aviation pioneers were the favorite parts of the exhibition, and, by assumption, the parts that will be most remembered. Amelia Earhart was the single most interesting pioneer. NASM had just begun participating in a multi-unit Smithsonian activity using the *Find Amelia Earhart Family Guide*. This guide was mentioned by a quarter of all respondents (including those unaccompanied by youth) as a reason for visiting. Additional multi-museum initiatives associated with prominent aviators may be a method to increase visitation at NASM in conjunction with other museums.

# Appendix A

## Survey Questionnaire

1979138525

National Air and Space Museum  
*Pioneers of Flight*

<p>Is this your first visit to this museum, the National Air and Space Museum?</p>	<p><input type="radio"/> Yes    <input type="radio"/> No</p>																												
<p>Please rate your overall experience in this exhibition, <i>Pioneers of Flight</i>.</p>	<p><input type="radio"/> Poor    <input type="radio"/> Fair    <input type="radio"/> Good    <input type="radio"/> Excellent    <input type="radio"/> Superior</p>																												
<p>What was your ONE favorite part of the <i>Pioneers of Flight</i> exhibition?</p>	<p>_____</p>																												
<p>Which of the following did you do in this gallery today? [Mark one or more]</p>	<p><input type="checkbox"/> Hands-on exhibits  <input type="checkbox"/> Computer interactive exhibits  <input type="checkbox"/> Visited early childhood area (hangar)  <input type="checkbox"/> Viewed Pioneer aviators' personal items  <input type="checkbox"/> Viewed Pioneer aircraft  <input type="checkbox"/> Read panels with information  <input type="checkbox"/> Watched a film  <input type="checkbox"/> Climbed steps to pylon viewing area  <input type="checkbox"/> Looked at the toy boxes  <input type="checkbox"/> None of the above</p>																												
<p>Would more or less of the following have enhanced your experience in this exhibit?</p>	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;"></th> <th style="width: 33%; text-align: center;">Less</th> <th style="width: 33%; text-align: center;">About right</th> <th style="width: 33%; text-align: center;">More</th> </tr> </thead> <tbody> <tr> <td>Information about Pioneers</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Information about aircraft/artifacts</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Ease of reading information</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Space to get around in exhibition</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Stories about the Pioneers</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> <tr> <td>Things for young children (aged 3 to 8)</td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> <td style="text-align: center;"><input type="radio"/></td> </tr> </tbody> </table>		Less	About right	More	Information about Pioneers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Information about aircraft/artifacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ease of reading information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Space to get around in exhibition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stories about the Pioneers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Things for young children (aged 3 to 8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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<p>What made you interested in visiting this exhibition, <i>Pioneers of Flight</i> today? [Mark one or more]</p>	<p><input type="checkbox"/> "Find Amelia Earhart" family guide  <input type="checkbox"/> Young child friendly activities and design  <input type="checkbox"/> A newspaper article  <input type="checkbox"/> A social media message, tweet, blog, etc.  <input type="checkbox"/> An article in a Parents magazine, etc.  <input type="checkbox"/> Interest in Pioneers and their aircraft  <input type="checkbox"/> Interest in a specific aviation Pioneer (please specify) _____  <input type="checkbox"/> Just passed by while in the Museum  <input type="checkbox"/> Other (please specify) _____</p>																												
<p>Were you surprised to find exhibits and programs for young children (aged 3 to 8) at this exhibition, <i>Pioneers of Flight</i>?</p>	<p><input type="checkbox"/> No, because I knew that <i>Pioneers of Flight</i> was designed for families with young children  <input type="checkbox"/> No, because the whole Museum was designed for families  <input type="checkbox"/> Yes  <input type="checkbox"/> Didn't see anything special for families with young children</p>																												
<p>Would you recommend this exhibition to families with young children?</p>	<p><input type="checkbox"/> Would not                      <input type="checkbox"/> Not sure  <input type="checkbox"/> Probably would                <input type="checkbox"/> Definitely would</p>																												
<p>About how much time did you spend in this exhibit today?</p>	<p><input type="radio"/> 0-15 min    <input type="radio"/> 15-30 min    <input type="radio"/> More than 30 min</p>																												
<p>*Are you a female or a male?</p>	<p><input type="radio"/> Female    <input type="radio"/> Male</p>																												
<p>*What is your age?</p>	<p><input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/></p>																												
<p>*Where do you live?</p>	<p><input type="checkbox"/> United States, specify ZIP code: <input style="width: 40px; height: 20px;" type="text"/></p> <p><input type="checkbox"/> Another country, specify: _____</p>																												
<p>*With whom are you visiting today?</p>	<p><input type="checkbox"/> I am with a school group/organized group  <input type="checkbox"/> I am alone  <input type="checkbox"/> I am with other people</p>																												
<p>*If you are with others, how many people other than yourself are with you? [Write the NUMBER of people]</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; text-align: center;"><input style="width: 20px; height: 20px;" type="text"/></td> <td style="width: 33%; text-align: center;"># of Adults 18 &amp; over</td> <td style="width: 33%; text-align: center;"><input style="width: 20px; height: 20px;" type="text"/></td> <td style="width: 33%; text-align: center;"># of Youth 12 to 17</td> </tr> <tr> <td style="text-align: center;"><input style="width: 20px; height: 20px;" type="text"/></td> <td style="text-align: center;"># of Children 9 to 12</td> <td style="text-align: center;"><input style="width: 20px; height: 20px;" type="text"/></td> <td style="text-align: center;"># of Children under 9</td> </tr> </table>	<input style="width: 20px; height: 20px;" type="text"/>	# of Adults 18 & over	<input style="width: 20px; height: 20px;" type="text"/>	# of Youth 12 to 17	<input style="width: 20px; height: 20px;" type="text"/>	# of Children 9 to 12	<input style="width: 20px; height: 20px;" type="text"/>	# of Children under 9																				
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<p><i>Thank you for your time and assistance!</i></p>																													
<p>ID <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/></p>	<p>Session <input style="width: 20px; height: 20px;" type="text"/></p>																												
<p>Segment <input type="radio"/> 1    <input type="radio"/> 2    <input type="radio"/> 3</p>	<p>Status <input type="radio"/> C    <input type="radio"/> R    <input type="radio"/> L    <input type="radio"/> I</p>																												

## APPENDIX: STATISTICAL TABLES

**Table 1: Is this your first visit to NASM?**

		First or Return NASM Visit			Overall Exhibition Rating			Recommend <i>PoF</i> to families with young children	
Response		All Respondents	Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes
Visited NASM Before?	No	41	na	na	46	41	36	44	39
	Yes	59	na	na	54	59	64	56	61
	Total	100	na	na	100	100	100	100	100

NOTE: Cells shaded blue are significant at the 0.03 probability level using a Chi-square statistic.

**Table 1 (continued): Is this your first visit to NASM?**

		Age Generation					Estimated time in exhibition	
Response		All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes
Visited NASM Before?	No	41	65	31	43	33	47	36
	Yes	59	35	69	57	67	53	64
	Total	100	100	100	100	100	100	100

NOTE: Values that are show in RED are statistically significant at the 0.03 probability level.

**Table 1 (continued): Is this your first visit to NASM?**

		Adult group only			Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
Response		All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
Visited NASM before	No	41	46	35	45	32	41	42	37	54
	Yes	59	54	65	55	68	59	58	63	46
	Total	100	100	100	100	100	100	100	100	100

**Table 2: Rate your overall experience in *Pioneers of Flight*?**

		First or Return NASM Visit			Overall Exhibition Rating			Recommend PoF to families with young children	
Response		All Respondents	Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes
Rate your overall experience at this exhibition	Poor	*	1	1	na	na	na	0	*
	Fair	2	2	1	na	na	na	2	1
	Good	21	23	19	na	na	na	29	11
	Excellent	63	63	64	na	na	na	61	68
	Superior	14	12	15	na	na	na	8	20
	Total	100	100	100	na	na	na	100	100

Note: \* less than 1% but greater than 0%.

na Not appropriate because the column variable (banner) is the same as the row variable (stub)

**Table 2 (continued): Rate your overall experience in *Pioneers of Flight*?**

		Age Generation				Estimated time in exhibition		
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
Rate your overall experience at this exhibition	Poor	*	0	0	1	0	1	0
	Fair	2	3	0	2	1	2	1
	Good	21	24	18	19	26	25	17
	Excellent	63	62	55	67	64	65	63
	Superior	14	11	27	12	8	7	19
	Total	100	100	100	100	100	100	100

**Table 2 (continued): Rate your overall experience in *PoP*?**

		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
Response	All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
Rate your overall experience at this exhibition	Poor	*	0	1	*	0	*	0	0
	Fair	2	2	1	1	2	0	1	3
	Good	21	22	20	20	22	19	20	23
	Excellent	63	61	67	63	64	67	64	61
	Superior	14	16	11	14	12	11	20	14
	Total	100	100	100	100	100	100	100	100



**Table 3: Rating of experience in *Pioneers of Flight* based on activities done**

Response	All Respondents	Hands on exhibits		Computer interactive exhibits		Visited early childhood area hangar		Viewed Pioneer aviator's personal items		Viewed Pioneer aircraft		
		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Rate your overall experience at this exhibition	Good	23	25	20	26	12	23	18	30	17	25	22
	Excellent	63	65	62	62	68	65	57	62	64	64	63
	Superior	14	10	18	12	20	12	24	8	18	11	15
	Total	100	100	100	100	100	100	100	100	100	100	100

NOTE: No respondent answered "Poor" or "Fair" in this table.

**Table 3 (continued): Rating of experience in *Pioneers of Flight* based on activities done**

Response	All Respondents	Read information panels		Watched a film		Climbed steps to pylon viewing area		Looked at toy boxes		
		No	Yes	No	Yes	No	Yes	No	Yes	
Rate your overall experience at this exhibition	Good	23	25	21	26	12	23	22	23	21
	Excellent	63	64	63	63	64	65	57	65	56
	Superior	14	11	16	11	25	12	22	13	23
	Total	100	100	100	100	100	100	100	100	100

**Table 4: Rating of experience in *Pioneers of Flight* based on visit interest**

		Find Amelia Earhart family guide		Young child friendly activities and design		Interest in in Pioneers and their aircraft		Interest in a specific aviation Pioneer		Just passed by while in the Museum		
Response		All Respondents	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Rate your overall experience at this exhibition	Good	23	24	19	22	28	22	24	23	18	22	24
	Excellent	63	66	55	65	53	64	63	64	61	64	63
	Superior	14	10	26	13	20	14	13	13	21	14	13
	Total	100	100	100	100	100	100	100	100	100	100	100

**Table 5: Favorite part of *Pioneers of Flight***

	Response	All Respondents	First or Return NASM Visit		Overall Exhibition Rating			Recommend PoF to families with young children	
			Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes
Favorite part of exhibition	Aircraft generally	11	5	15	7	12	14	10	14
	Airplanes & First Black Pilots	1	0	1	0	1	0	0	1
	Airplanes, Lindbergh & Earhart	1	0	1	0	0	3	1	0
	Amelia Earhart	34	36	32	24	36	38	37	31
	Balloons	3	1	3	7	2	0	4	1
	Elsewhere in NASM	6	7	5	7	7	0	6	6
	Ham radio & Morse code	2	3	2	2	2	3	3	1
	Hands-on activities	2	1	2	2	1	3	1	2
	Hangar	1	0	1	2	0	0	1	0
	Lindbergh	4	5	3	7	2	3	2	6
	Lindbergh & Morrow	1	1	0	0	1	0	0	1
	Lindbergh & Earhart	2	4	0	2	2	0	2	1
	Lockheed Vega	3	4	2	2	2	3	1	5
	Model planes	2	1	2	2	1	3	2	1
	Specific aircraft	6	7	5	5	7	3	5	7
	Specific aviators	2	1	3	5	2	0	3	1
	Specific things	9	9	9	10	7	17	8	9
	Spirit of Freedom	1	0	1	0	1	0	1	0
	Spirit of St. Louis & Earhart	1	0	1	0	1	0	1	0
	Spirit of St. Louis	3	1	4	2	3	3	2	5
	Tuskegee & Black Wings (Including females)	6	7	6	7	7	3	6	7
	Tuskegee & Earhart	1	1	1	2	1	0	2	0
	Wright Brothers	3	3	3	0	5	0	4	2
Total		100	100	100	100	100	100	100	100

**Table 5 (continued): Favorite part of *Pioneers of Flight***

		Age Generation					Estimated time in exhibition	
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
Favorite part of <i>PoF</i>	Aircraft generally	11	14	0	11	15	12	10
	Airplanes & First Black Pilots	1	0	5	0	0	0	1
	Airplanes, Lindbergh, & Earhart	1	0	0	1	0	0	1
	Amelia Earhart	34	36	55	35	21	36	33
	Balloons	3	0	5	3	2	3	2
	Elsewhere in NASM	6	0	5	5	10	4	6
	Ham radio & Morse code	2	0	0	2	4	1	3
	Hands-on Activities	2	0	0	2	2	2	1
	Hangar	1	0	0	1	0	0	1
	Lindbergh	4	7	5	4	2	3	4
	Lindbergh & Morrow	1	7	0	0	0	1	0
	Lindbergh & Earhart	2	7	0	1	2	2	1
	Lockheed Vega	3	0	5	1	6	3	2
	Model planes	2	0	0	1	4	2	1
	Specific aircraft	6	0	0	7	8	7	5
	Specific aviators	2	0	5	3	0	0	4
	Specific things	9	14	5	11	6	7	10
	Spirit of Freedom	1	0	5	0	0	0	1
	Spirit of St. Louis and Earhart	1	0	0	1	0	1	0
	Spirit of St.Louis	3	0	0	2	8	3	3
	Tuskegee & Black Wings (Including females)	6	14	5	5	8	8	5
	Tuskegee & Earhart	1	0	0	1	2	1	1
	Wright Brothers	3	0	5	4	2	1	5
	Total	100	100	100	100	100	100	100

**Table 5 (continued): Favorite part of *Pioneers of Flight***

		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group		
		All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
Favorite part of <i>PoF</i>	Aircraft generally	11	9	15	13	9	13	8	13	6
	Airplanes and First Black Pilots	1	0	1	1	0	1	0	1	0
	Airplanes, Lindbergh & Earhart	1	1	0	0	2	0	2	1	0
	Amelia Earhart	34	37	28	33	36	28	50	36	27
	Balloons	3	3	1	2	5	3	2	2	4
	Elsewhere in NASM	6	2	12	7	3	7	2	6	4
	Ham radio & Morse code	2	3	1	2	3	2	2	1	4
	Hands-on activities	2	3	0	2	2	1	4	0	6
	Hangar	1	1	0	1	0	0	2	0	2
	Lindbergh	4	5	1	2	6	4	4	4	2
	Lindbergh & Anne Morrow	1	0	1	1	0	1	0	1	0
	Lindbergh & Earhart	2	2	1	2	2	2	0	1	4
	Lockheed Vega	3	1	5	4	0	3	2	3	0
	Model planes	2	1	3	2	2	2	0	2	0
	Specific aircraft	6	7	4	6	6	6	6	6	6
	Specific aviators	2	2	3	2	3	2	2	2	2
	Specific things	9	10	7	10	6	11	2	6	19
	Spirit of Freedom	1	0	1	1	0	1	0	1	0
	Spirit of St. Louis & Earhart	1	1	0	0	2	1	0	1	0
	Spirit of St.Louis	3	1	7	5	0	4	2	4	0
	Tuskegee & Black Wings (Including females)	6	7	5	6	8	6	8	6	8
	Tuskegee & Earhart	1	1	1	1	2	1	0	1	0
	Wright Brothers	3	5	0	2	6	3	4	3	4
Total	100	100	100	100	100	100	100	100	100	

**Table 6: What activities did you do while in *Pioneers of Flight*?**

	Response	All Respondents	First or Return NASM Visit		Overall Exhibition Rating			Recommend <i>PoF</i> to families with young children	
			Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes
What did you do in <i>PoF</i> ?	Hands on exhibits	44	43	44	38	42	58	43	45
	Computer interactive exhibits	25	22	28	14	27	36	21	29
	Visited early childhood area hangar	15	15	15	12	14	27	13	18
	Viewed Pioneer aviators personal items	59	57	60	45	60	78	59	60
	Viewed Pioneer aircraft	67	69	66	64	67	73	64	71
	Read panels with information	61	59	63	58	60	69	63	60
	Watched a film	24	22	25	12	24	42	17	31
	Climbed steps to pylon viewing area	21	20	22	21	19	33	19	24
	Looked at the toy boxes	13	12	14	12	12	22	8	18
	None of the above	4	3	4	5	3	4	4	3

**Table 6 (continued): What activities did you do while in *Pioneers of Flight*?**

		Age Generation				Estimated time in exhibition		
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
What did you do in PoF?	Hands on exhibits	44	41	56	43	37	30	55
	Computer interactive exhibits	25	19	30	24	29	16	34
	Visited early childhood area hangar	15	3	14	22	7	11	19
	Viewed Pioneer aviators personal items	59	59	70	56	58	57	61
	Viewed Pioneer aircraft	67	70	72	65	67	63	71
	Read panels with information	61	62	70	59	59	59	65
	Watched a film	24	19	30	23	23	13	33
	Climbed steps to pylon viewing area	21	19	24	24	14	14	27
	Looked at the toy boxes	13	5	18	16	10	9	16
	None of the above	4	3	4	6	0	3	3

**Table 6 (continued): What activities did you do while in *Pioneers of Flight*?**

Response	All Respondents	Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
		Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
What did you do in <i>PoF</i> ? Hands on exhibits	44	56	28	39	57	36	65	38	62
Computer interactive exhibits	25	28	21	21	35	23	30	23	32
Visited early childhood area hangar	15	21	8	15	16	13	21	10	32
Viewed Pioneer aviators personal items	59	59	59	58	60	59	58	61	52
Viewed Pioneer aircraft	67	66	69	68	66	68	65	70	58
Read panels with information	61	58	65	59	67	61	62	65	49
Watched a film	24	27	21	23	26	23	28	24	25
Climbed steps to pylon viewing area	21	28	12	19	27	16	35	18	30
Looked at toy boxes	13	17	8	12	15	12	16	10	23
None of the above	4	4	4	4	2	4	2	4	4



**Table 7: Would more or less information about pioneers enhance your experience in *Pioneers of Flight*?**

Response	All Respondents	First or Return NASM Visit		Overall Exhibition Rating			Recommend <i>PoF</i> to families with young children		
		Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes	
Information about Pioneers	Less	2	2	2	6	*	2	2	1
	About right	78	77	79	82	77	80	82	75
	More	20	21	18	12	23	17	16	24
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 7 (continued): Would more or less information about pioneers enhance your experience in *Pioneers of Flight*?**

Response	All Respondents	Age Generation				Estimated time in exhibition	
		Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes
Information about Pioneers	Less	0	0	2	4	3	1
	About right	65	83	79	81	79	78
	More	35	17	19	14	19	21
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 7 (continued): Would more or less information about pioneers enhance your experience in *PoF*?**

		Adult group only			Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
Response	All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	
Information about Pioneers	Less	2	2	2	2	2	3	0	2	3
	About right	78	81	75	78	79	76	86	76	86
	More	20	17	23	20	19	22	14	22	11
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 8: Would more or less information about aircraft/artifacts enhance your experience in *Pioneers of Flight*?**

		First or Return NASM Visit			Overall Exhibition Rating			Recommend <i>PoF</i> to families with young children	
Response	All Respondents	Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes	
Information about aircraft/artifacts	Less	2	1	5	1	0	2	0	
	About right	70	71	62	72	73	71	70	
	More	28	28	33	27	27	27	30	
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	

**Table 8 (continued): Would more or less information about aircraft/artifacts enhance your experience in *Pioneers of Flight*?**

		Age Generation					Estimated time in exhibition	
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012) or less	15 minutes	More than 15 minutes	
Information about aircraft/artifacts	Less	1	0	0	2	1	3	0
	About right	70	76	66	74	64	71	70
	More	28	24	34	24	35	26	30
	Total	100	100	100	100	100	100	100

**Table 8 (continued): Would more or less information about aircraft/artifacts enhance your experience in *Pioneers of Flight*?**

		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
Response	All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
Information about aircraft/artifacts	Less	1	1	2	1	1	1	1	1
	About right	70	73	66	70	70	68	76	69
	More	28	25	32	28	29	31	23	30
	Total	100	100	100	100	100	100	100	100

**Table 9: Would more or less ease of reading information enhance your experience in *Pioneers of Flight*?**

		First or Return NASM Visit			Overall Exhibition Rating			Recommend PoF to families with young children	
Response	All Respondents	Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes	
Ease of reading information	Less	3	2	3	9	1	0	4	1
	About right	78	79	77	68	80	88	80	77
	More	19	18	20	23	19	13	16	22
	Total	100	100	100	100	100	100	100	100

**Table 9 (continued): Would more or less ease of reading information enhance your experience in *Pioneers of Flight*?**

		Age Generation					Estimated time in exhibition	
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
Ease of reading information	Less	3	3	4	3	1	4	2
	About right	78	67	83	80	77	85	73
	More	19	31	13	17	22	12	25
	Total	100	100	100	100	100	100	100

**Table 9 (continued): Would more or less ease of reading information enhance your experience in *Pioneers of Flight*?**

		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group		
Response	All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	
Ease of reading information	Less	3	4	1	1	6	2	4	2	4
	About right	78	77	79	77	82	80	75	79	76
	More	19	19	20	22	13	18	22	19	20
	Total	100	100	100	100	100	100	100	100	100

**Table 10: Would more or less space to get around in exhibition enhance your experience in *Pioneers of Flight*?**

		First or Return NASM Visit			Overall Exhibition Rating			Recommend <i>PoF</i> to families with young children	
Response	All Respondents	Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes	
Space to get around in exhibition	Less	2	2	3	2	3	3	2	
	About right	74	77	72	82	70	77	72	
	More	24	22	25	17	27	20	26	
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	

**Table 10 (continued): Would more or less space to get around in exhibition enhance your experience in *Pioneers of Flight*?**

		Age Generation					Estimated time in exhibition	
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
Space to get around in exhibition	Less	2	3	0	3	3	4	1
	About right	74	75	82	75	67	78	72
	More	24	22	18	23	30	18	27
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 10 (continued): Would more or less space to get around in exhibition enhance your experience in *Pioneers of Flight*?**

		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
Response	All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
Space to get around in exhibition	Less	2	2	3	2	2	3	1	3
	About right	74	77	71	74	74	72	80	73
	More	24	22	26	24	23	25	19	24
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 11: Would more or less stories about the pioneers enhance your experience in *Pioneers of Flight*?**

		First or Return NASM Visit			Overall Exhibition Rating			Recommend <i>PoF</i> to families with young children	
Response	All Respondents	Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes	
Stories about the Pioneers	Less	2	1	2	3	2	0	3	1
	About right	73	80	69	72	73	79	73	73
	More	25	20	29	25	26	21	24	26
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 11 (continued): Would more or less stories about the pioneers enhance your experience in *Pioneers of Flight*?**

		Age Generation					Estimated time in exhibition	
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
Stories about the Pioneers	Less	2	0	0	1	4	3	1
	About right	73	72	77	74	70	76	72
	More	25	28	23	25	26	21	28
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 11 (continued): Would more or less stories about the pioneers enhance your experience in *Pioneers of Flight*?**

		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
Responses	All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
Stories about the Pioneers	Less	2	2	2	1	2	2	1	2
	About right	73	76	70	76	68	72	78	70
	More	25	22	29	23	30	26	21	28
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 12: Would more or less things for young children aged 3 to 8 enhance your experience in *Pioneers of Flight*?**

		First or Return NASM Visit			Overall Exhibition Rating			Recommend PoF to families with young children	
Response	All Respondents	Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes	
Things for young children aged 3 to 8	Less	8	4	11	10	7	11	9	6
	About right	62	56	67	51	66	66	60	65
	More	30	40	23	39	28	24	31	28
	Total	100	100	100	100	100	100	100	100

**Table 12 (continued): Would more or less things for young children aged 3 to 8 enhance your experience in *Pioneers of Flight*?**

		Age Generation					Estimated time in exhibition	
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
Things for young children aged 3 to 8	Less	8	4	3	7	14	11	5
	About right	62	52	76	59	68	63	61
	More	30	43	21	34	19	25	34
	Total	100	100	100	100	100	100	100

**Table 12 (continued): Would more or less things for young children aged 3 to 8 enhance your experience in *Pioneers of Flight*?**

		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group		
Response	All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	
Things for young children aged 3 to 8	Less	8	4	14	9	6	10	1	10	1
	About right	62	56	72	62	63	66	53	69	46
	More	30	40	15	29	31	23	46	21	53
	Total	100	100	100	100	100	100	100	100	100

**Table 13: Which of the following was a reason for visiting *Pioneers of Flight*?**

Reason for visiting PoF	Response	All Respondents	First or Return NASM Visit		Overall Exhibition Rating			Recommend PoF to families with young children	
			Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes
	Find Amelia Earhart family guide	21	19	23	18	19	41	21	23
	Young child friendly activities and design	12	18	8	15	10	18	10	14
	Interest in Pioneers and their aircraft	27	25	29	29	27	25	22	33
	Interest in a specific aviation Pioneer	12	10	13	10	11	18	10	14
	Just passed by while in Museum	47	49	46	49	47	45	56	39
	Other	7	7	7	5	6	16	6	8
	An article in a Parents magazine	3	2	4	4	3	5	1	5
	A social media message tweet, blog etc	4	1	6	3	3	9	3	6
	A newspaper article	2	3	2	1	1	7	1	4



**Table 13 (continued): Which of the following was a reason for visiting *Pioneers of Flight*?**

Reason for visiting <i>PoF</i>	Response	Age Generation				Estimated time in exhibition	
		All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less
Find Amelia Earhart family guide	21	14	19	25	18	19	23
Young child friendly activities and design	12	11	6	17	8	8	16
Interest in Pioneers and their aircraft	27	38	33	27	15	22	31
Interest in a specific aviation Pioneer	12	19	12	12	7	8	16
Just passed by while in Museum	47	41	60	42	56	59	38
Other	7	16	6	8	4	2	12
Article in a Parents magazine	3	3	6	2	6	2	4
A social media message, tweet blog etc	4	0	10	3	6	1	7
A newspaper article	2	0	2	3	1	1	3

**Table 13 (continued): Which of the following was a reason for visiting *Pioneers of Flight*?**

Reason for visiting PoF		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
		All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive
Find Amelia Earhart family guide	21	25	16	22	20	18	31	20	24
Young child friendly activities and design	12	18	5	15	5	10	19	8	27
Interest in Pioneers and their aircraft	27	24	30	27	27	30	18	28	24
Interest in a specific aviation Pioneer	12	16	7	9	20	11	16	12	11
Just passed by while in Museum	47	43	53	49	43	47	47	48	46
Other	7	8	6	6	11	7	8	8	6
An article in a Parents magazine	3	3	4	3	3	4	2	4	3
A social media message, tweet or blog	4	4	5	4	4	4	6	5	1
A newspaper article	2	2	2	2	3	3	1	2	1

**Table 14: Were you surprised to find exhibits and programs for young children?**

Response	All Respondents	First or Return NASM Visit		Overall Exhibition Rating			Recommend PoF to families with young children	
		Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes
Surprised to find exhibits and programs for young children								
No, because I knew that PoF was designed for families	11	12	10	9	12	10	8	13
No, because the whole Museum designed for families	30	31	30	29	30	33	33	28
Yes	51	48	53	39	55	52	46	55
Didn't see anything special for families with young children	8	9	7	23	4	5	12	3
Total	100	100	100	100	100	100	100	100

**Table 14 (continued): Were you surprised to find exhibits and programs for young children?**

		Age Generation					Estimated time in exhibition	
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
Surprised to find exhibits and programs for young children	No, because I knew that <i>PoF</i> was designed for families	11	8	6	14	9	8	13
	No, because the whole Museum designed for families	30	36	19	32	31	26	35
	Yes	51	47	67	47	49	55	48
	Didn't see anything special for families with young children	8	8	8	7	11	12	5
	Total	100	100	100	100	100	100	100

**Table 14 (continued): Were you surprised to find exhibits and programs for young children?**

Response	All Respondents	Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
		Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
Surprised to find exhibits and programs for young children									
No, because I knew that PoF was designed for families	11	11	9	12	7	9	14	11	10
No, because the whole Museum was designed for families	30	32	28	31	29	32	27	27	42
Yes	51	50	52	48	57	50	52	55	39
Didn't see anything special for families with young children	8	6	11	9	7	9	7	8	9
Total	100	100	100	100	100	100	100	100	100

**Table 15: Would you recommend this exhibition to families with young children?**

Response	All Respondents	First or Return NASM Visit		Overall Exhibition Rating			Recommend PoF to families with young children	
		Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes
Recommend PoF to families								
Would not	1	0	0	*	0	*	na	na
Not sure	12	14	10	23	10	0	na	na
Probably would	38	39	37	49	36	27	na	na
Definitely would	50	47	53	29	53	73	na	na
Total	100	100	100	100	100	100	na	na

**Table 15 (continued): Would you recommend this exhibition to families with young children?**

		Age Generation					Estimated time in exhibition	
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
Recommend	Would not	0	0	1	1	0	*	
PoF to families	Not sure	12	16	11	11	17	6	
	Probably would	38	27	36	51	42	34	
	Definitely would	50	57	54	36	40	60	
	Total	100	100	100	100	100	100	

**Table 15 (continued): Would you recommend this exhibition to families with young children?**

		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
Response	All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
Recommend	Would not	*	0	1	*	0	*	0	0
PoF to families	Not sure	12	13	10	11	13	12	10	13
	Probably would	38	36	41	37	40	36	43	36
	Definitely would	50	52	49	52	47	52	47	51
	Total	100	100	100	100	100	100	100	100

**Table 16: Would you recommend this exhibition to families with young children based on activities done**

		All Respondents	Hands on exhibits		Computer interactive exhibits		Visited early childhood area hangar		Viewed Pioneer aviator's personal items		Viewed Pioneer aircraft	
Response	No		Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Recommend	Not sure	12	13	10	14	5	12	10	15	10	15	11
PoF to families	Probably would	38	37	38	38	36	38	33	36	39	40	36
	Definitely would	50	49	52	48	59	49	57	50	51	46	53
	Total	100	100	100	100	100	100	100	100	100	100	100

NOTE: There were no cases marked "Would Not" in this table.

**Table 16 (continued): Would you recommend this exhibition to families with young children based on activities done**

		All Respondents	Read information panels		Watched a film		Climbed steps to pylon viewing area		Looked at toy boxes	
Response	No		Yes	No	Yes	No	Yes	No	Yes	
Recommend	Not sure	12	16	10	15	4	14	6	13	7
PoF to families	Probably would	38	32	41	40	30	37	38	39	24
	Definitely would	50	52	49	46	66	49	56	48	68
	Total	100	100	100	100	100	100	100	100	100

**Table 17: Would you recommend this exhibition to families with young children based on visit interest**

		Find Amelia Earhart family guide		Young child friendly activities and design		Interest in Pioneers and their aircraft		Interest in a specific aviation Pioneer		Just passed by while in the Museum		
Response		All Respondents	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Recommend PoF to families	Not sure	12	12	10	12	8	13	9	12	10	10	13
	Probably would	38	38	38	39	33	41	30	39	31	31	46
	Definitely would	50	50	52	49	59	47	60	49	59	59	41
	Total	100	100	100	100	100	100	100	100	100	100	100

**Table 18: How much time did you spend in this exhibition today?**

		First or Return NASM Visit		Recommend PoF to families Overall Exhibition Rating			with young children		
Response		All Respondents	Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes
Time in PoF	0 to 15 min	46	52	41	57	47	26	56	36
	15 to 30 min	33	32	34	29	34	33	37	31
	More than 30 min	21	16	24	14	19	42	8	33
	Total	100	100	100	100	100	100	100	100



**Table 18 (continued): How much time did you spend in this exhibition today?**

		Age Generation					Estimated time in exhibition	
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
Time in PoF	0 to 15 min	46	33	35	48	54	na	na
	15 to 30 min	33	31	43	35	25	na	na
	More than 30 min	21	36	22	17	21	na	na
	Total	100	100	100	100	100	na	na

**Table 18 (continued): How much time did you spend in this exhibition today?**

		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group		
Response	All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	
Time in PoF	0 to 15 min	46	46	45	46	45	44	49	45	49
	15 to 30 min	33	35	31	32	36	32	37	33	33
	More than 30 min	21	19	24	21	20	24	13	22	17
	Total	100	100	100	100	100	100	100	100	100

**Table 19: About how much time did you spend in this exhibition today based on activities done?**

Response	All Respondents	Hands on exhibits		Computer interactive exhibits		Visited early childhood area hangar		Viewed Pioneer aviator's personal items		Viewed Pioneer aircraft	
		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Time in PoF											
0 to 15 min	46	57	31	51	28	48	33	48	44	51	43
15 to 30 min	33	27	41	32	38	32	41	32	34	33	33
More than 30 min	21	16	28	17	33	20	27	20	22	16	24
Total	100	100	100	100	100	100	100	100	100	100	100

**Table 19 (continued): About how much time did you spend in this exhibition today based on activities done?**

Response	All Respondents	Read information panels		Watched a film		Climbed steps to pylon viewing area		Looked at toy boxes	
		No	Yes	No	Yes	No	Yes	No	Yes
Time in PoF									
0 to 15 min	46	50	43	52	25	49	31	48	32
15 to 30 min	33	31	35	31	39	34	31	32	39
More than 30 min	21	20	22	17	36	17	37	20	29
Total	100	100	100	100	100	100	100	100	100

**Table 20: About how much time did you spend in this exhibition today based visit interest?**

		Find Amelia Earhart family guide		Young child friendly activities and design		Interest in Pioneers and their aircraft		Interest in a specific aviation Pioneer		Just passed by while in the Museum		
Response		All Respondents	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Time in PoF	0 to 15 min	46	47	41	48	28	49	38	48	31	36	57
	15 to 30 min	33	32	38	33	36	33	35	33	36	36	30
	More than 30 min	21	21	21	19	36	18	27	19	33	28	13
	Total	100	100	100	100	100	100	100	100	100	100	100

**Table 21: Do you live in the U.S. or another country?**

Residence	Response	All Respondents	First or Return NASM Visit		Overall Exhibition Rating			Recommend PoF to families with young children	
			Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes
	I live in the United States	82	95	73	80	81	89	84	79
	I live in another country	18	5	27	20	19	11	16	21
	Total	100	100	100	100	100	100	100	100

**Table 21 (continued): Do you live in the U.S. or another country?**

Residence	Response	All Respondents	Age Generation				Estimated time in exhibition	
			Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes
	I live in the United States	82	81	85	86	71	85	79
	I live in another country	18	19	15	14	29	15	21
	Total	100	100	100	100	100	100	100

**Table 21 (continued): Do you live in the U.S. or another country?**

Response	All Respondents	Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
		Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
Residence									
United States	I live in the 82	87	75	82	82	78	92	78	94
I live in another country	18	13	25	18	18	22	8	22	6
Total	100	100	100	100	100	100	100	100	100

**Table 22: Respondent's residence**

Response	All Respondents	First or Return NASM Visit		Overall Exhibition Rating			Recommend PoF to families with young children	
		Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes
Residential region								
Metro Washington	6	11	2	1	8	2	5	6
Southeast	25	29	23	27	20	45	24	27
Mid Atlantic	14	18	12	16	13	16	17	11
Midwest	10	10	10	12	11	2	10	10
New England	6	7	5	3	8	2	9	4
Mountain Plains	9	9	9	5	10	11	7	12
West	7	7	7	7	8	7	8	7
Unspecified U.S.	5	4	5	8	4	2	4	4
Country other than U.S.	18	5	27	20	19	11	16	21
Total	100	100	100	100	100	100	100	100

**Table 22 (continued): Respondent's residence**

		Age Generation				Estimated time in exhibition		
Residential region	Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes
	Metro Washington	6	8	4	6	4	7	5
	Southeast	25	27	29	26	19	21	28
	Mid Atlantic	14	14	13	15	12	16	12
	Midwest	10	5	13	10	11	12	9
	New England	6	3	6	6	8	7	6
	Mountain Plains	9	8	10	11	5	9	10
	West	7	14	8	7	4	6	9
	Unspecified U.S. Country other than U.S.	5	3	2	4	7	8	2
	Total	100	100	100	100	100	100	100

**Table 22 (continued): Respondent's residence**

		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group		
Residential region	Response	All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
	Metro Washington	6	5	6	7	2	7	2	5	6
	Southeast	25	26	24	27	21	23	30	23	33
	Mid Atlantic	14	18	9	12	18	14	14	12	21
	Midwest	10	8	13	10	11	11	9	13	3
	New England	6	6	6	7	4	6	7	6	8
	Mountain Plains	9	11	7	9	9	7	15	9	10
	West	7	7	8	6	10	8	7	7	8
	Unspecified U.S. Country other than U.S.	5	6	2	4	7	3	9	4	6
	Total	100	100	100	100	100	100	100	100	100

**Table 23: Are you a female or male?**

Response	All Respondents	First or Return NASM Visit		Overall Exhibition Rating			Recommend <i>PoF</i> to families with young children		
		Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes	
Sex	Female	45	41	47	43	44	48	47	42
	Male	55	59	53	57	56	52	53	58
	Total	100	100	100	100	100	100	100	100

**Table 23 (continued): Are you a female or male?**

Response	All Respondents	Age Generation				Estimated time in exhibition		
		Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
Sex	Female	45	39	40	47	44	47	42
	Male	55	61	60	53	56	53	58
	Total	100	100	100	100	100	100	100

**Table 23 (continued): Are you a female or male?**

Response	All Respondents	Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group		
		Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	
Sex	Female	45	48	40	43	49	43	49	43	49
	Male	55	52	60	57	51	57	51	57	51
	Total	100	100	100	100	100	100	100	100	100

**Table 24: With whom are you visiting?**

Response	All Respondents	First or Return NASM Visit		Overall Exhibition Rating			Recommend PoF to families with young children		
		Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes	
With whom are you visiting?	An organized tour or school group	4	2	5	3	5	0	3	4
	I am by myself	5	7	3	4	4	7	5	4
	I am visiting with other persons	91	91	92	93	90	93	92	91
	Total	100	100	100	100	100	100	100	100

**Table 24 (continued): With whom are you visiting?**

Response	All Respondents	Age Generation				Estimated time in exhibition		
		Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
With whom are you visiting?	An organized tour or school group	4	3	0	3	10	3	5
	I am by myself	5	5	6	3	7	3	6
	I am visiting with other persons	91	92	94	94	84	93	90
	Total	100	100	100	100	100	100	100



**Table 24 (continued): With whom are you visiting?**

Response	All Respondents	Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
		Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
An organized tour or school group	4	4	4	3	5	4	4	5	1
I am by myself	5	0	11	0	0	0	0	0	0
I am visiting with other persons	91	96	85	90	95	90	96	89	99
Total	100	100	100	100	100	100	100	100	100

**Table 25: Children in visit group**

Response	All Respondents	First or Return NASM Visit		Overall Exhibition Rating			Recommend PoF to families with young children	
		Return visit	First visit	Good to Poor	Excellent	Superior	Not Definitely	Definitely Yes
Alone	5	7	3	4	4	7	5	4
With adults	86	84	88	85	88	80	87	87
With Youth	29	21	33	31	28	24	31	27
With Child 9 to 12	28	28	28	31	24	40	30	26
With Child under 9	25	32	20	28	23	24	24	24

**Table 25 (continued): Children in visit group**

		Age Generation				Estimated time in exhibition		
Response	All Respondents	Silent & Leading Boom (b 1925-1954)	Trailing Boom (Born (b 1955-1960)	Generation X (b 1965-1981)	Generation Y & Generation Z (Digital Natives) (b 1982-2012)	15 minutes or less	More than 15 minutes	
Visit group	Alone	5	5	6	3	7	3	6
	With adults	86	78	90	85	90	88	86
	With Youth	29	27	31	33	15	28	29
	With Child 9 to 12	28	19	27	37	11	30	26
	With Child under 9	25	14	8	37	14	26	22

**Table 25 (continued): Children in visit group**

		Adult group only		Youth over 12 in group		Children 9 to 12 in group		Children under 9 in group	
Response	All Respondents	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive	Not descriptive	Descriptive
Visit group	Alone	5	na	na	na	na	na	na	na
	With an adults	86	na	na	na	na	na	na	na
	With Youth	29	na	na	na	na	na	na	na
	With Child 9 to 12	28	na	na	na	na	na	na	na
	With Child under 9	25	na	na	na	na	na	na	na