

ABSTRACT

This study of the *Systems at Work* exhibition, conducted by the Office of Policy and Analysis (OP&A), is one of two exhibition studies initiated by the National Postal Museum (NPM) in the summer of 2012. The results reported here are based on exit surveys of visitors to the exhibition. From a random sample of 195 intercepted visitors, 165 completed surveys were collected (85% response rate).

The reported response of survey respondents to the various activities within the *Systems at Work* exhibition varied by gender or whether they were visiting alone or with others. Men were more likely to observe the postcard stamping activity (13%), the zip code keying activity (12%), and the sticky note comments activity (11%), compared to women. No more than 4% of women indicated watching these activities. More than twice as many men “saw and tried” the handheld scanner activity (29%) compared to women (13%). Close to a quarter of solo visitors claimed to “try and never get” the handheld scanner activity (24%), while less than a tenth of those respondents visiting with others indicated “trying and never getting” the handheld scanner activity (8%).

Visitor satisfaction with the *Systems at Work* exhibition was broadly in line with overall satisfaction figures from the previous series of surveys for the entire museum. Close to three-quarters of visitors gave the exhibition a rating of Excellent (58%) or Superior (15%).