

Cooper-Hewitt, National Design Museum

**Results from the
1999 Membership Survey**

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Abstract

This is a study of the Cooper-Hewitt, National Design Museum Membership Program, a program serving the Museum's constituency in the New York Metropolitan area and throughout the country. The results will provide guidance to improving the program and serving its members more effectively. The report includes a profile of current members and their households, their experience with and participation in programs and interest in current and potential benefits. The discussion highlights differences between the current membership profile and the membership profile in 1992, as well as differences among four categories of membership (Individual, Dual/Family, Contributing and Upper Tiers).

The results clearly show that the Cooper-Hewitt, National Design Museum has continued to serve the needs of a well-defined segment of the population. In addition to the more traditional, long-time members with decorative arts interests, the Museum has attracted a substantial number of new members in the past few years. The newer members tend to be more interested in graphic arts, are younger, and live in different areas as compared to older members. Museum members are satisfied with the value of their membership. Newer members with graphic design interests are more satisfied than other members. The data suggest that the Museum needs to maintain a balance of program activities and exhibitions to appeal to its diverse membership. The membership is united in referring to the museum as the Cooper-Hewitt rather than the National Design Museum.

Acknowledgments

We would like to acknowledge the individuals who worked with us on this study of the Cooper-Hewitt, National Design Museum Membership Program.

Marla Musick, Membership Manager, initiated the study. She, together with other staff members and the Public Information Officer, helped define the topics to be covered. Marla was actively involved in all aspects of the study and reviewed the report. Ina Sorens Clark, Development and Marketing Director, provided helpful comments.

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In the Institutional Studies Office (ISO) we'd like to recognize the efforts of Hilary Welbourne and Nicole Barone, interns. They worked closely with us as we constructed a complex data set. The careful review and comments of Kerry R. DiGiacomo are appreciated.

Clearly, without the participation of over 1,105 Cooper-Hewitt members throughout the country, this study would not have been possible. Their participation in the survey and useful comments are appreciated.

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Zahava D. Doering, Director
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Summary of Results

This report describes the approximately 3,100 households who were members of the Cooper-Hewitt, National Design Museum (C-H, NDM) Membership Program in December 1998. It is based on a survey conducted in Winter 1999, to which about 1,100 members responded (60% response rate).

Interest-Based Segments

- The membership of C-H, NDM can be divided into four segments based on their interest in exhibition subject areas.
 - The largest membership segment is primarily interested in historic topics (Antiques and historic objects or Historic homes and gardens) (34%).
 - The smallest segment is primarily interested in design topics (Graphic design or Product design) (20%). One-quarter are interested in both topics (24); one-fifth expressed little interest in either topic area (22%).
 - The remaining two segments are either very interested in both history and design (24%) or not very interested in either (22%).
 - The historic segment is more representative of the long-term members of the C-H, NDM. These households tend to be located in central Manhattan.
 - The design segment represents a new extension of C-H, NDM membership. These members tend to be younger and to live in lower Manhattan and other Atlantic states.
 - Design-oriented members are more satisfied with their C-H, NDM memberships (64% fully satisfied or better) than historic-oriented households (48%).

1992/1999 C-H, NDM Demographic Comparisons

As in 1992,

- More C-H, NDM members are women (62%) than are men.
- The membership is primarily Caucasian (93%).
- The households are affluent.
- Few households have children living at home (8%).

However,

- Fewer members are married or living with a domestic partner (57%, currently, compared to 64% in 1992).
- The median age is about 58 years (compared with 56 in 1992).
- Education levels are slightly higher, especially among women.

The age structure of the membership is reflected in their labor force participation. As in 1992,

- About two-fifths of married households reported that both members were working full-time.
- Another fifth reported that one member was working full-time and one was not in the labor force.
- In one-fifth of the 1999 households, neither spouse is working.

However,

- the percentage of women working full-time has increased.

Membership Experience

- About one-third of 1999 households have belonged for 3 to 10 years; another third has belonged for more than 10 years.
- Three-tenths of C-H, NDM households have changed their membership level (29%). Households that moved to a less expensive level have done so primarily because of changes in household composition or size (43%), while those that moved to a higher level primarily wanted to receive additional membership benefits (52%).
- Four-fifths of C-H, NDM households also belong to other New York area museums (80%); nearly half are members of other cultural organizations (48%).
- The C-H, NDM benefits fell into four groups based on member use and importance. In the first group, five listed benefits were mentioned by about at least five out of ten respondents as being both important and used in the previous year:
 - (a) The *Smithsonian* magazine ;
 - (b) Free admission passes;
 - (c) Cooper-Hewitt magazine;
 - (d) Design Museum Shop discounts; and
 - (e) Member previews of exhibitions.
- 1999 respondents felt that three aspects of C-H, NDM are most important in promoting C-H, NDM to potential members:
 - supporting Museum programs and exhibitions (62%);
 - museum activity discounts and free admission (56%); and
 - supporting research and collections at the museum (54%).
- Currently, C-H, NDM members are moderately satisfied with their C-H, NDM membership. Newer members (less than three years) are twice as dissatisfied (16%) as longer tenure members.

I. Background and History

Introduction

The 1999 Membership Program Survey was conducted for the Cooper-Hewitt, National Design Museum (C-H, NDM). It is part of an effort to improve and modify the programs, benefits and services offered to individuals and households.

Of 1,830 surveys mailed in early 1999, about 1,100 members (60%) responded to the questionnaire. They answered questions about their backgrounds, their participation and interest in various programs, and their general views of the program. Members also answered questions intended to assist in future program marketing.

This study was based on a similar survey conducted in 1992.¹ As much as possible, for purposes of comparison, questions were replicated in 1999 from the previous study. In this report, we highlight differences and similarities in the results of the two studies. New areas of concern to the C-H, NDM are also addressed in the study.

A word of caution. As noted above, about 60% of the households responded to the survey, a very respectable response rate for mail surveys of this kind. We have some information on non-respondents from administrative records, e.g., membership level and residence. We found no differences between responding and non-responding members. Thus, while it may be true that the characteristics, attitudes and behaviors of those who answered are the same as of those who did not, there is a possibility that some of their attitudes and behaviors are different. Consequently, as in using all survey data, some caution is warranted.

The discussion is organized into five sections, including this introduction. Section II contains the major analysis of the 1999 data. Section III compares the results of the 1999 survey to those of the 1992 survey. Section IV deals with new topics and Section V concludes with overall observations. Appendices contain the questionnaire, technical information and supplementary tables.

¹ Doering, Z. D., & Bickford, A., with the assistance of Smith, S., & Ziebarth, E. K. (1993). *A Description of Cooper-Hewitt Members*. A Report based on the 1992 Cooper-Hewitt, National Museum of Design, Membership Survey. (Report No. 93-3). Washington, D.C: Smithsonian Institution. The demographic questions used in the present study (1999) are the same as in Doering, Z. D., Smith, S. J & Kalata, J. M. (1998). *Smithsonian Contributing Members: Results from the 1997 Contributing Membership Program Survey* (Report 98-1). Washington, DC: Smithsonian Institution. See also Karns, D. & Doering, Z. D. (1999). *Resident Associate Program Members: Results from the 1999 Resident Associate Program Membership Survey*. (Report No. 99-2). Washington, DC: Smithsonian Institution.

The Membership Program

Created in 1982, the Cooper-Hewitt, National Design Museum (C-H, NDM) Membership Program engages members throughout the New York Metropolitan area and more generally throughout the United States in the life of the museum. Aside from some material benefits, the program makes available to its members a broad range of educational and cultural programs that highlight the C-H, NDM collections, exhibitions, and research activities. The membership has ranged from approximately 4,300 members in 1992 to about 3,100 at the end of Fiscal Year 1999. At least part of the decline in C-H, NDM membership was due to the fact that the Museum galleries were closed for reconstruction between September, 1995, and September, 1996.

Members have available to them between two and six annual events, including members previews of exhibitions, annual Garden and Holiday parties, and education workshops, seminars, lectures, study tours and special events.

For the past 24 years, the C-H, NDM has offered ten levels of membership. There are specific membership benefits ascribed to each membership level designed to maximize a household's participation. An Individual membership provides privileges for one person only; a Family/Dual membership provides privileges for two persons (mailings to one address only). Currently, the cost of these two memberships is \$55 and \$70 per year.

For many years, the membership program has sustained \$40 Out-of-Town and \$30 Senior Citizen/Student discounted levels of membership. These levels provide most of the Individual membership benefits.

Higher level memberships include the \$100 Contributing, \$250 Supporting, \$500 Sustaining, \$1000 Patron, \$2500 Curators Circle, and \$5,000 Directors Circle categories. At these levels of giving, members receive greater access to collections and staff through invitations to additional special events including behind-the-scenes tours and private visits with curators, and additional discounts on educational programming.

The Rationale for the Study

This study was planned to provide an understanding of the current membership and to identify possible program modifications. C-H, NDM staff felt that two major categories of information would be essential for understanding the program. First, in order to be responsive to the current membership, utilization of and interest in current programs and benefits needed to be assessed. Second, data were needed that may help C-H, NDM meet the goal of membership growth in the next few years; especially data that suggests program expansion or adjustment.

II. An Interest-Based Segmentation of Members

Introduction

One way of viewing the 1999 membership of the Cooper-Hewitt, National Design Museum (C-H, NDM) is through their exhibition-related interests. As will be shown in the next section of this report, there are other ways of viewing the membership, especially in comparing it to 1992. However, the major differences among members center in the diversity of interests between newer and older members.

Members were asked to rate their interest in five general C-H, NDM exhibition topics: (1) antiques and historic objects; (2) architecture and urban design; (3) graphic design; (4) historic home and garden information (Carnegie Mansion); and (5) product design. Members used a 10-point scale in assigning interest ratings to each of these.

Two C-H, NDM subject areas emphasize the phrase "historic." Two others emphasize "design." The remaining area, "architecture and urban design" falls between design and historic since it involves both concepts. For clarity, it was excluded from this analysis.² We defined interest in each of the four remaining areas as "very high" (indicating an interest level of 9 or 10) and "less than very high" (an indicated interest less than 9).

Using these interest levels, we divided the members into four discrete, non-overlapping groups or segments. These four segments are:

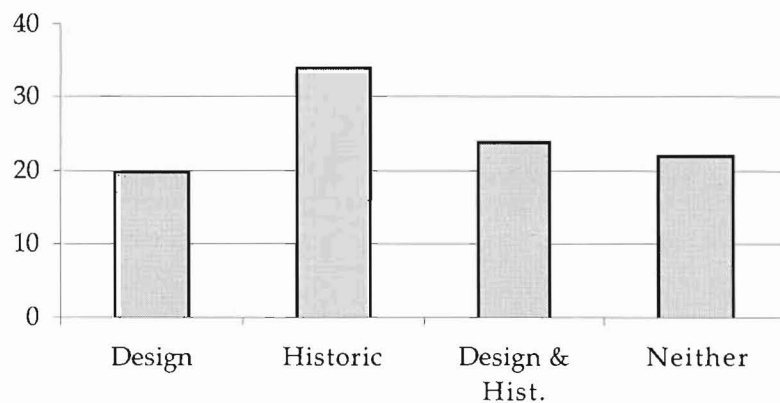
- (1) Design Interest – Indicated very high interest (9 or 10) in either graphic or product design and less interest in historic objects, homes and gardens.
- (2) Historic interest – Indicated very high interest in either historic objects or historic homes and less interest in both product and graphic design.
- (3) Design and historic interest – Indicated very high interest in both "historic" and "design," and
- (4) Neither – Less interest indicated in all four of these C-H, NDM subject areas.

As is evident from the ratings, it is important to remember that we are segmenting C-H, NDM members relative to each other. Overall, they probably have greater interest in all four areas than the general American population.

Each of the four segments contains at least 20 percent of C-H, NDM members (See Figure 1). The largest segment is the "Historic interest" group (34% of members). Next largest is the "Historic and Design" group with about one-quarter of the membership (24%). "Neither" is the third largest group (22%). As will be seen, the most interesting group is the "Design" group with one-fifth of the C-H, NDM membership (20%).

² Interest in "architecture and urban design" is discussed in Section IV.

Figure 1
C-H, NDM Membership Program Segments
(In Percent)

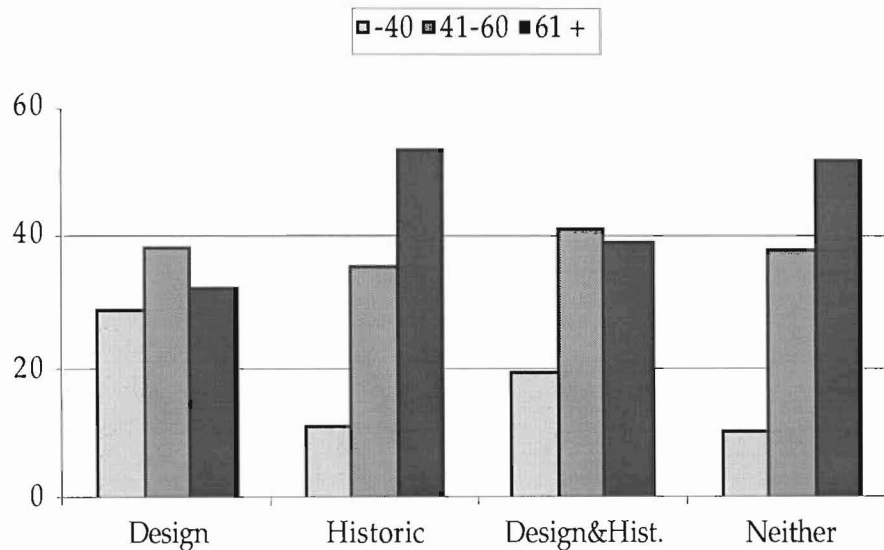


Source: Table 1.³

Differences in Characteristics between Segments

We find significant differences in basic characteristics between the two major interest segments, "Historic" and "Design." Those with a "Design" orientation are significantly younger than other C-H, NDM member segments. One-third of "Design" members are under 40 years old (29%), almost three times as many as "Historic" members (11%).

Figure 2
C-H, NDM Membership Program Segments, by Age
(In Percent)



Source: Table 1.

³ All of the tables referenced in this report are in Appendix C.

The "Design" segment has the largest percentage of males of any of the four segments (41%), and the demographic differences continue as we look at the current labor status of households. The "Design" segment has the largest percentage of households in which members are working full-time (21% live in households with both members working and 44% are not married and working full-time) and the smallest share of retired (15%). Again, the difference is especially striking when compared to the "Historic" orientation segment with two-fifths working (39%) and one-third retired (33%).

The next important demographic difference highlighting the distinction between these two interest orientations is their residence. Nearly half of the "Historic" orientation members live in Manhattan between 36th Street and 96th Street (47%), one-eighth live in Lower Manhattan (12%), and one-twelfth live outside the metropolitan area (8%). In contrast, one-quarter of "Design" orientation members live in Lower Manhattan (23%) and another quarter live outside the metropolitan area (23%). Another quarter live in the central Manhattan area (26%).

To summarize, a significant segment of C-H, NDM members with an orientation towards historic objects live in the immediate neighborhood of the C-H, NDM, are female, and older. The C-H, NDM is a neighborhood museum for them. By contrast, the segment with an orientation towards design is younger and lives outside the immediate C-H, NDM neighborhood, and even outside the New York metropolitan area.

Differences in Household Characteristics and Relationship to the Museum between Segments

In relation to the C-H, NDM, while a quarter of "Historic" households report belonging to the C-H, NDM for less than three years (29%), half of "Design" households joined in the last three years (50%); that is, "Design" members have belonged for a considerably shorter time.

These two segments also display significantly different behavior regarding memberships in museums other than the C-H, NDM. Historic-orientation households are much more likely to be members of the Frick Collection and J. P. Morgan Library (see Table 22). One in every eight historic-orientation households belongs to one of these institutions (14% for Morgan Library and 12% for the Frick Collection) in contrast to very few design-orientation households (4% for J. P. Morgan Library and 1% for the Frick Collection).

C-H, NDM design-oriented households are also significantly less likely to belong to the Metropolitan Museum of Art (39%), Museum of Modern Art (36%), or Jewish Museum (9%) than historic-oriented households (64%, 41%, and 14% respectively) reflecting an overall pattern of lower levels of museum membership.

C-H, NDM households with a "Design" orientation appear to be more satisfied with their membership than any of the other three segments (see table 22). Altogether nearly

two out of three design-oriented members (64%) rate their satisfaction with membership as more than simply “satisfied,” compared to approximately half (49%) of historic-oriented members. Conversely, while nearly one in six “Historic” orientation members is “somewhat dissatisfied” (13%) or “very dissatisfied” (2%), only one in twelve “Design” orientation members expressed any level of dissatisfaction (8%). If, as we believe (see Table 15), a response of “satisfied” really means that the respondent is not satisfied, more than half of “Historic” orientation households are dissatisfied with their C-H, NDM membership (51%).

Considering that “Design” orientation C-H, NDM households appear more satisfied than other members, it is interesting to compare the extent to which they take advantage of member benefits.

In general, households with a “Historic” orientation are more likely to indicate that certain member benefits are important to them and that they used those benefits in the past year compared to others. This set of benefits includes:

- (a) the *Smithsonian* magazine (64% used and important for the historic segment versus 46% for the design segment);
- (b) visits with curators (22% versus 15%);
- (c) reciprocal admissions at other institutions (16% versus 9%);
- (d) the Smithsonian Institution engagement calendar (10% versus 4%);
- (e) the Garden Party (25% versus 18%); and
- (f) an invitation to the annual Holiday Party (13% versus 6%).

In contrast, “Design” orientation members are much more likely to indicate that an unidentified “museum publication” is used and important (40% versus 28% for the historic segment).

Both segments are about equally likely to take advantage of free admission, member previews, the Cooper-Hewitt magazine, Design Shop discounts, lecture and class discounts, and access to the Design Resources Center.

Another way to approach the question of the importance of member benefits is to look at the relationship between members’ use of C-H, NDM benefits and their overall satisfaction with their membership. From this perspective, a small number of benefits are important drivers of member satisfaction.⁴ Both “Design” and “Historic” oriented members who report accessing the Design Resources Center are more satisfied than those who do not report such use. In addition, using the *Smithsonian* magazine is associated with greater satisfaction for “Historic” members, while not attending lectures and classes is more associated with greater satisfaction for the “Design” members. Satisfaction for the segment of members with relatively little interest in both areas is associated with using admission passes, the *Smithsonian* magazine, and Design Shop discounts, but also with not attending the Annual Garden Party.

⁴ The association between member interests and C-H, NDM benefit use was determined through stepwise logistic regressions. Data on file in ISO.

All four segments agree on what are the most important aspects of C-H, NDM membership to promote, even though their behavior, memberships, interests, and demographics differ greatly. Two of the three most significant aspects are philanthropic: (1) supporting the Museum exhibitions and programs (62% overall) and (2) supporting the research and collections at the Museum (54%). The third is more personal: discounts for Museum activities and free admission (56%).

The two segments even refer to the Museum by different names. Historic-orientation households unanimously call it the Cooper-Hewitt (99%). Even though the majority of design-orientation members use the same term, more are likely to call it the National Design Museum (12%).

III. Profile of C-H, NDM Members and their Households

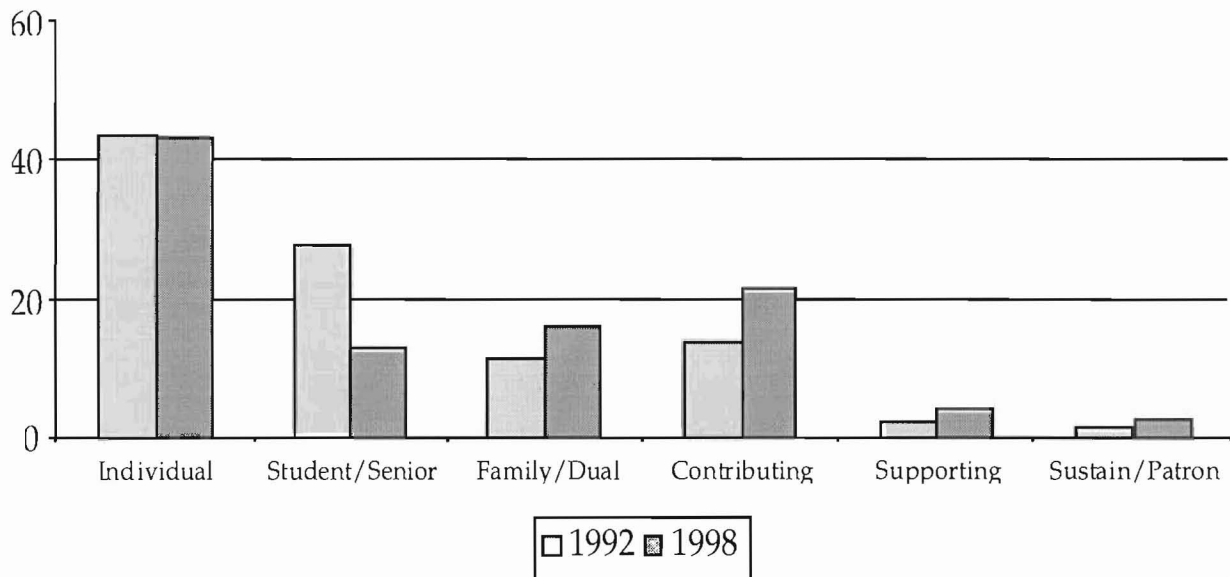
Introduction

In this section we focus on describing the C-H, NDM members and their households. The questionnaires obtained information not only about the individuals who answered the survey, but also their spouses or domestic partners. Therefore, we are discussing a total of 1,718 individuals from 1,105 households.⁵

In the discussion, we will highlight two types of differences: first, differences between 1992 and 1999; and second, differences among the categories of members:

- Individual membership (including Senior Citizen and Student memberships);
- Family and Dual memberships;
- Contributing memberships; and
- Upper Tier memberships (Supporting, Sustaining and Patron memberships).

Figure 3
All Members: 1992 and 1999 Membership Groups
(In Percent)



Source: Table 1A

The distribution of C-H, NDM members across the types of memberships has changed between 1992 and 1999 (see Table 1A). At both points in time, about two-fifths of the members had Individual memberships. However, the proportion of Contributing members increased to more than one-fifth of the total membership in 1999 (21%) from

⁵ We have information for 492 individuals who are single, divorced/separated or widowed; for the 613 individuals who are married, we have information about their spouses. Thus, this discussion is based on a total of 1,718 members who form 1,105 households. Completed questionnaires were returned by a few C-H, NDM members after the data entry cutoff date.

14% in 1992. The Family or Dual membership category increased slightly (from 11% in 1992 to 16% in 1999) as did the three Upper Tiers (from 4% to 7%). The relative increases were realized with a substantial decrease in the proportion of Student and Senior Citizen memberships from 28% (1992) to 13% (1999). (See Figure 3).

Demographic Comparison: 1992 and 1999 C-H, NDM Membership

A comparison of the demographic characteristics of current C-H, NDM Members with those of a decade ago shows both similarities and differences. As in 1992, the C-H, NDM membership is primarily White and predominantly female, and the households are affluent, and are concentrated in Manhattan.⁶ The 1999 group is slightly older, more are single, fewer are married (Figure 4), more are working full-time (Figure 5), and education levels are somewhat higher.

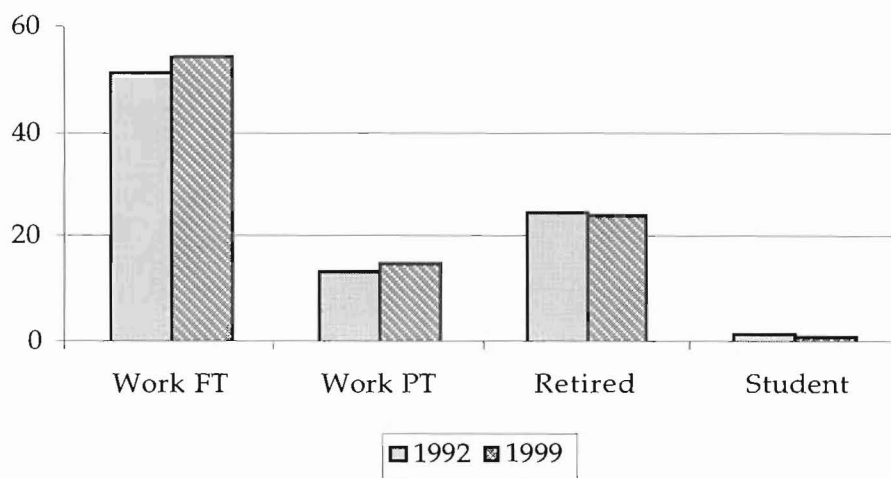
Figure 4
Marital Status: 1992 and 1999
(In Percent)



Source: Table 2.

⁶ Tables 2-9 in Appendix C include the demographic characteristics of 1992 and 1999 members and households. Characteristics of individuals are in Tables 2-5; household characteristics are in Tables 6-9.

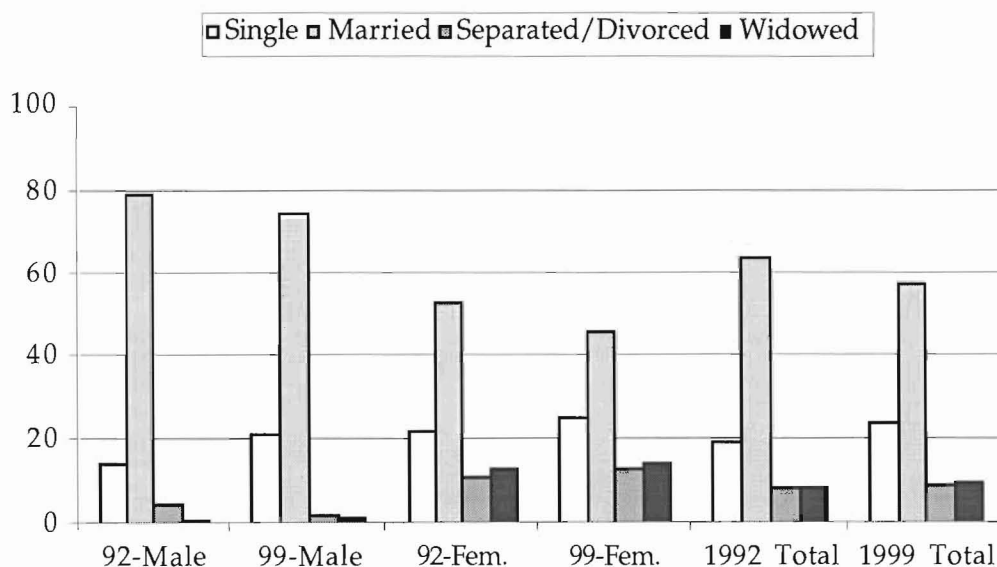
Figure 5
Employment Status: 1992 and 1999
(In Percent)



Source: Table 2.

Some of the differences between the 1992 and 1999 groups are more apparent when we look at men and women separately. The median age of men and women is now 56 and 59, respectively (compared to 55 and 57 in 1992). It is interesting that male and female demographics have changed to approximately the same degree. (See Figure 6 and Table 3.)

Figure 6
Marital Status: 1992 and 1999, by Gender
(In Percent)

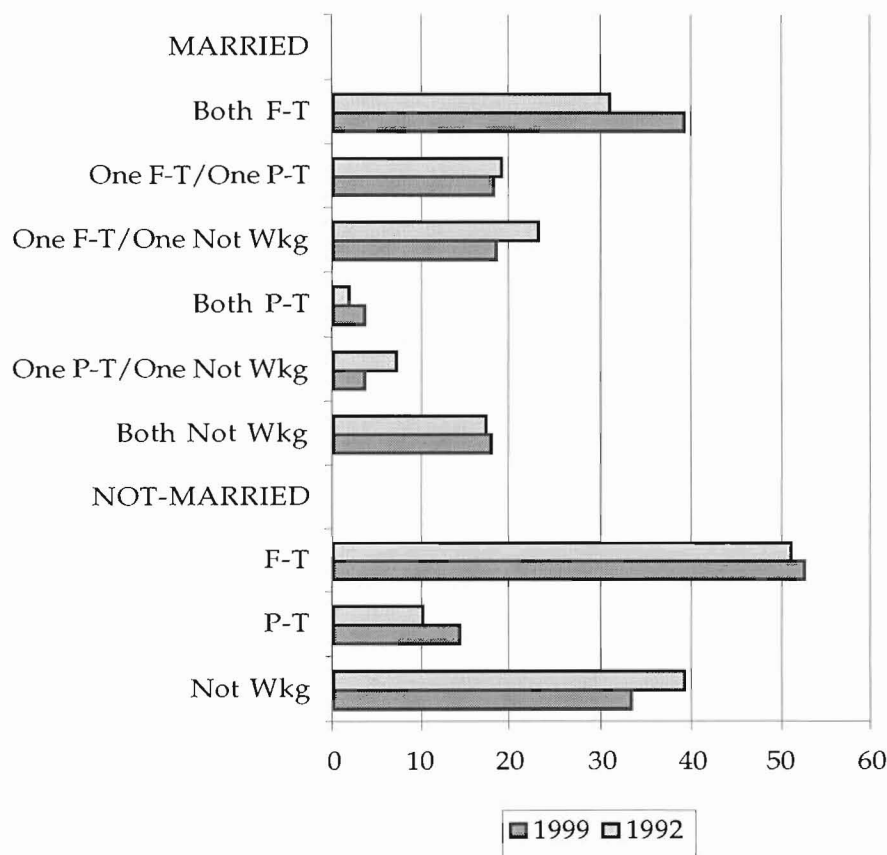


Source: Table 3.

Household size has decreased since 1992, reflecting both fewer married members and older children moving away. About one-fifth (18%) of the married C-H, NDM member households in 1992 consisted of three or more members. By contrast, 9% have three or more in 1999. Currently, about 8% of households include children.

The proportions of retired men and women have remained exactly the same.⁷ Nearly half of female C-H, NDM members report working full-time (47%), an increase from 39% in 1992. In 1999, two-fifths (39%) of married households reported that both members were working full-time, compared to 31% in 1992. The overall labor force participation patterns of married and not-married households are in Figure 7.

Figure 7
Labor Force Participation: Married and Not Married, 1992 and 1999
(In Percent)



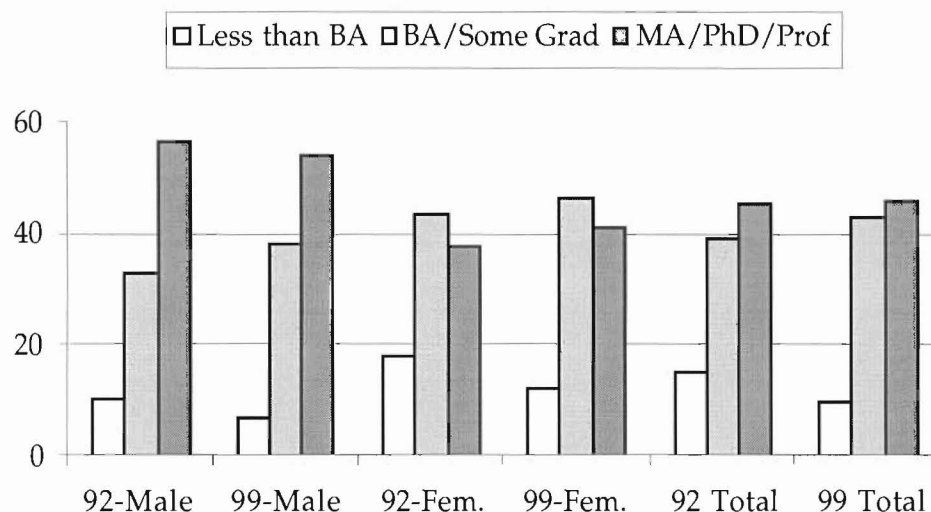
Source: Table 8.

Among both men and women, the proportion of those with at least a Bachelor's degree has increased. The percentage of women with less than a Bachelor's degree has

⁷ The percent of retired men has remained at 22% in 1999; the percent of retired women has also remained constant at 26% in 1999. See Table 3.

dropped by a third from 18% in 1992 to 12% in 1999 reflecting the increased participation of women in education in past decades (see Figure 8).

Figure 8
Educational Attainment: 1992 and 1999, by Gender
(In Percent)



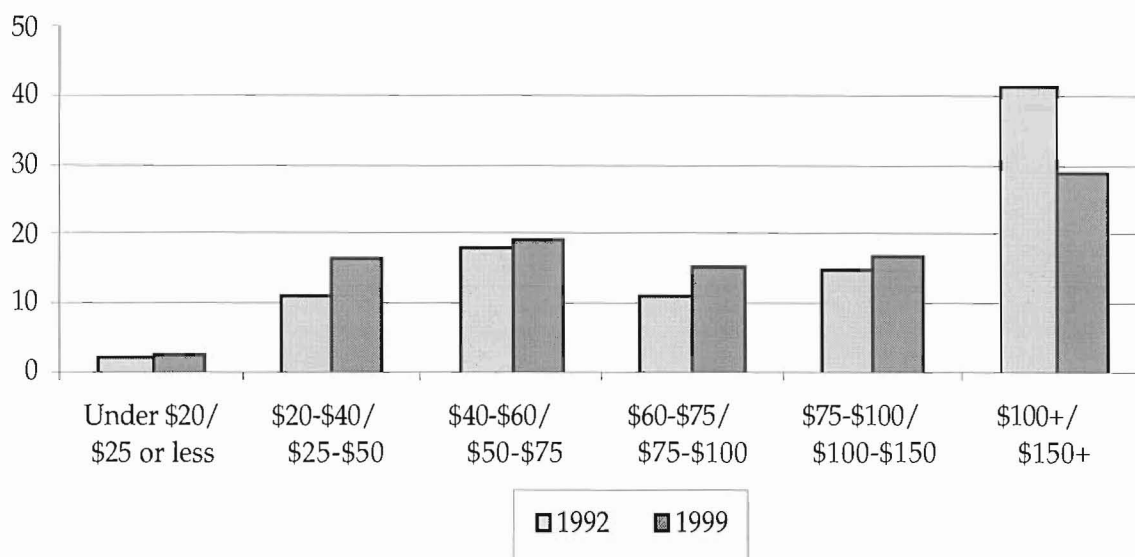
Source: Table 3.

The geographic distribution of member households in 1999 is similar to the distribution seven years ago. Two-thirds of C-H, NDM members live in Manhattan while 9% live in other New York City Boroughs and 17% live in New York City suburbs in NY, CT, and NJ (see Table 6). The proportion of membership in the other four boroughs is almost half of its 1992 proportion, reflecting increases in members living in Manhattan and outside the metropolitan region.

Comparing the annual incomes of member households is difficult, as a result of changes in the economy between 1992 and 1999.⁸ In fact, the income categories used in the two surveys were different. However, as Figure 9 shows, household incomes are roughly the same. Understandably, household incomes of married members are higher. For example, three-quarters of the 1999 married members (73%) report household incomes of over \$100,000 compared to less than three-tenths (28%) of those who are not married (see Table 7).

⁸ The 1999 income categories were chosen to approximate the 1992 categories, after accounting for inflation.

Figure 9
Household Income in Thousands of Dollars: 1992 and 1999*
(In Percent)



Source: Table 6.

*1992 income categories are shown on the top line and defined first (e.g. Under \$20K), 1999 are on the bottom and defined second (e.g., \$25 or less).

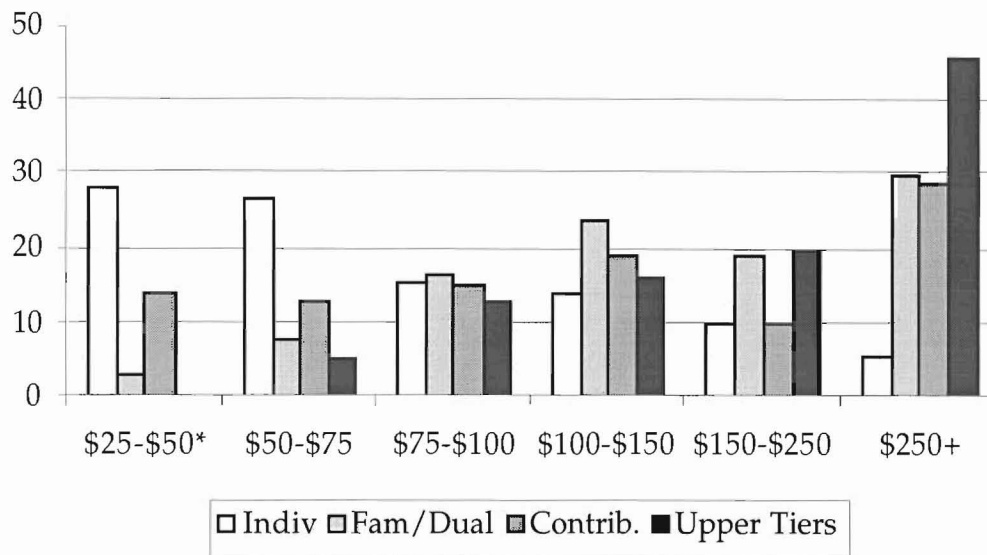
Demographic Comparison of 1999 Membership Categories

When we compare the four membership groups, we find that the Individual membership category includes more women, smaller households, and lower household income levels compared to Dual/Family, Contributing or Upper Tier member categories (see Tables 2 and 6).

The reported income of the Upper Tier member households is higher than that of Contributing member households, and the reported income of the Dual/Family member households is also higher than that of Contributing member households. (see Figure 10).

Three-fifth C-H, NDM members (with addresses in one of the five Boroughs) live in New York more than 12 months per year (61%), and a few report that they spend less than six months in New York (2%). Contributing and Upper Tiers members are more likely to spend less than six months than Dual/Family members (Table 10).

Figure 10
Household Income in Thousands of Dollars, by Membership Group: 1999
(In Percent)



Source: Table 6.

*Note: Includes 5% Individual members whose income is under \$25,000.

IV. Membership Experience of C-H, NDM Households

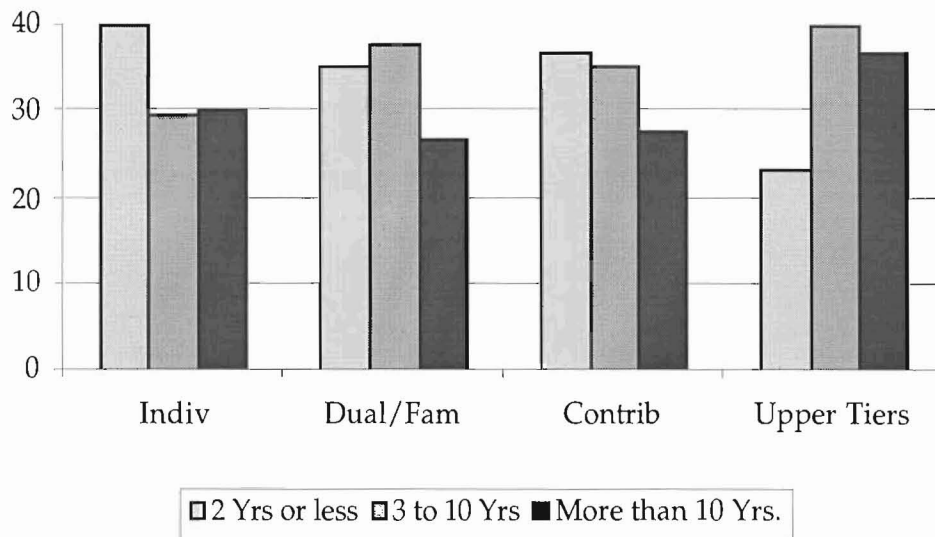
Introduction

In order to gain more insight into the current membership, participants were asked questions to identify their experience with current C-H, NDM benefits. How has it changed? What has remained the same? How satisfied are they? In this section, we also include member experiences with other cultural institutions.

Membership Experience

The 1999 member households are fairly evenly distributed between newer members (under three years), middle term members (three to ten years), and long term members (over 10 years). Almost two-fifths (38%) of 1999 households have joined within the past three years; compared to one-third (33%) who have been members for three to ten years, and 30% who have been members for more than ten years. Membership tenure varies across the different types of memberships with Individual members having a larger percentage of newer members (40% under 3 years) and Upper-tier members having a larger percentage of longer-term members. (See Figure 11). The distribution of membership tenure also varies across residential areas with members living in Lower Manhattan or outside of the New York area having the shortest tenure (49% less than three years in Lower Manhattan; 47% less than three years outside of the New York area).

Figure 11
Length of Membership: 1999 Membership Groups
(In Percent)



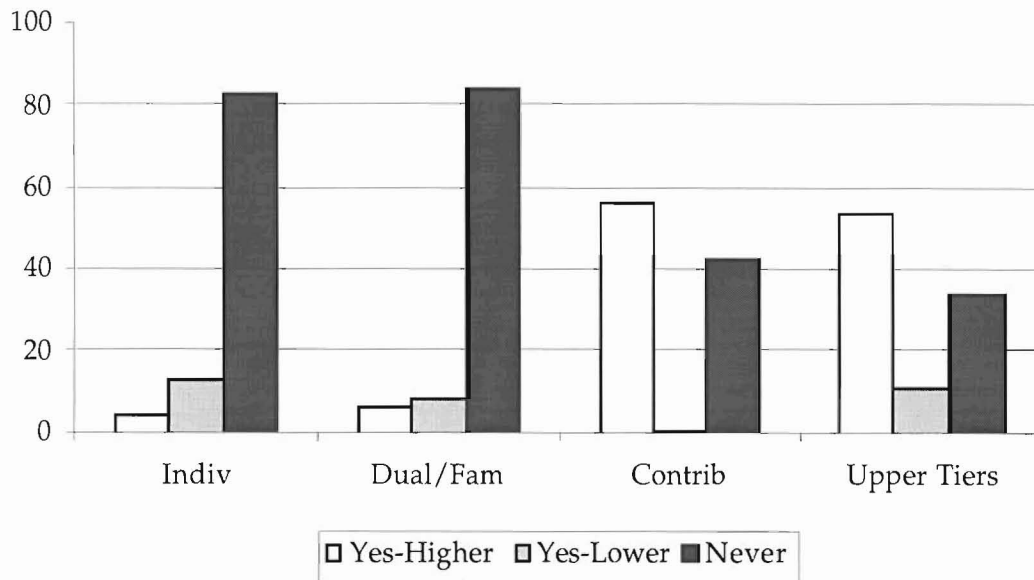
Source: Table 11.

The data suggest that more than nearly three-quarters (71%) of 1999 member households have not changed their membership level at any time. One quarter (29%) indicate that they have changed their level at some point, with twice as many (19%) saying that they moved to a more expensive category compared with 9% who reported moving to a less expensive level.

Among the member households that reported changing their membership level, about half of those who changed to a more expensive membership level changed to secure additional benefits (52%). A change in household financial circumstances is the most commonly mentioned reason among members who moved downward (43%), and the second most frequently cited reason by those who moved upward (24%). A smaller percentage changed membership level because of a change in the size or composition of the household (13% of upward and 27% of downward movers). (see Figure 12).

More than a quarter of respondents who chose to move to a less expensive level, but who still remained C-H, NDM members cited benefits dissatisfaction (26%). In viewing these data, however, keep in mind that the survey did not include lapsed C-H, NDM members (i.e., those who dropped their memberships altogether).

Figure 12
Direction of Change in Membership Level: 1999
(In Percent)



Source: Table 12.

Other Membership Experiences. The education, occupation, and income levels of C-H, NDM members strongly suggest that they are active in a range of organizations. Since time is often a scarce resource for middle and upper-class persons, we included two questions to assess the extent to which C-H, NDM members are also involved with other New York area organizations that may compete with C-H, NDM for time and money.

Four-fifths of C-H, NDM households also belong to other New York area museums (80%), and nearly half are members of other cultural organizations (48%). The range of organizations is quite wide (see Table 16). Cross-membership increases with C-H, NDM tenure and membership level, that is, the longer a respondent has been a member of C-H, NDM, or the higher the membership level, the larger the percentage who belong to other organizations.

Satisfaction. Currently, C-H, NDM members are moderately satisfied with their C-H, NDM membership. More than half of the respondents indicated that they were at least fully satisfied with their membership (53%) (See Table 14). Unfortunately, only one in five was “delighted” or felt that the C-H, NDM membership is their most valuable museum membership. Although a third (36%) said that they were “satisfied,” this response indicates some displeasure. Each of these respondents had to bypass three categories to check “satisfied.” Even more telling is the relationship between the content of written comments and degrees of satisfaction (Table 15). The major split between positive and negative written comments occurs between “fully satisfied” and

“satisfied.” Newer members (less than three years) are twice as dissatisfied (16%) as longer tenure members.

Interest in Specific C-H, NDM Exhibition Areas

The earlier segmentation of C-H, NDM members by interest in various exhibition topics illustrated a difference between newer and older members (See Section II). Here, we provide some additional information about these topics. As noted earlier, respondents were asked to rate their level of interest using a ten-point scale where 1 indicates “very little” interest and 10 indicates “very high” interest. The five exhibition topics were:

- 1) Antiques and historic objects;
- 2) Architecture and urban design;
- 3) Graphic design;
- 4) Historic home and garden information; and
- 5) Product design.

On average, members indicate a very high level of interest (i.e., 9 or 10) in two of these five subject areas. The area of greatest overall interest was “Antiques and historic objects” with a mean rating of 7.8 across all the membership (see Table 19). Over half rated their interest as 9 or 10 (52%). Nearly as interesting to the membership was “Architecture and urban design” with a mean interest rating of 7.7 and nearly half (49%) expressing very high interest.

C-H, NDM members indicated somewhat less interest in “Product design,” “Historic homes and garden information,” and “Graphic design.” with mean interests levels of 6.8, 6.7 and 6.5, respectively.

When we compare interest by the length of tenure of members, we note that interest in historic homes and gardens and in architecture and urban design is the same for short-term members (0-2 years), mid-term members (3-10 years) and long-term members (over ten years).

Newer members, however, are more interested in product design or graphic design and less interested in antiques and historic objects. (See Table 19.)

What is the Name of the Museum.

The survey respondents were overwhelming in their feeling that they most frequently refer to the museum as the Cooper-Hewitt (96%).

C-H, NDM Benefits

The survey questionnaire included a list of 14 categories of C-H, NDM member benefits and asked respondents to check which benefits their household had used in the last year. Then, they were asked to indicate whether the benefit is important or not really important to them. Nearly all of the households (95%) reported using at least one of the 14 benefits.⁹ (Also see Table 17.)

The C-H, NDM benefits fell into four groups based on member use and importance.¹⁰ In the first group, five listed benefits were mentioned by at least five out of ten respondents:

- (a) The *Smithsonian* magazine (used and important for 60%; important and not used by 3%);
- (b) Free admission passes (60%/17%);
- (c) Cooper-Hewitt magazine (57%/6%);
- (d) Design Museum Shop discounts (49%/20%); and
- (e) Member previews of exhibitions (48%/21%).

A second group of four benefits were mentioned by more than a fifth of the respondents as both used and important:

- (a) A museum publication (important and used for 31%; important and not used by 15%);
- (b) Lecture and class discounts (28%/34%);
- (c) The Annual Members' Garden Party (26%/18%); and
- (d) Visits or tours with curators (21%/35%).

The remaining five C-H, NDM benefits were mentioned by fewer than a sixth of members as both important and used, although, in all but one case, at least 25% considered them important (but not used):

- (a) Design Resource Center access (15%/33%);
- (b) Reciprocal benefits at other museums (14%/43%);
- (c) Invitations to the Annual Holiday party (11%/28%);
- (d) The Smithsonian Engagement Calendar (8%/10%); and
- (e) Travel and study tours (6%/24%).

The *Smithsonian* magazine subscription is particularly important among these benefits. First, it is both the most popular benefit and also the most used. Second, the longer a

⁹ Data on file, ISO.

¹⁰ Some respondents reported using benefits that may not be appropriate to their membership level. Such mis-reporting can be a consequence of remembering a benefit at a higher level from which the respondent has changed. Or, it may be due to misunderstanding the question content. (For example, is a visit or tour with a curator limited to special visits or did members also include gallery talks?)

member's tenure with C-H, NDM, the more important the subscription and the more used it is. (See Table 17).

Additional Benefits. The C-H, NDM may consider adding additional member benefits. None of six possible benefits listed on the questionnaire would greatly increase the value of membership for more than one-fifth of the respondents (Table 18). Four benefits would increase the value of a C-H, NDM membership for two-fifths of the respondents, when "increase" and "greatly increase" are combined:

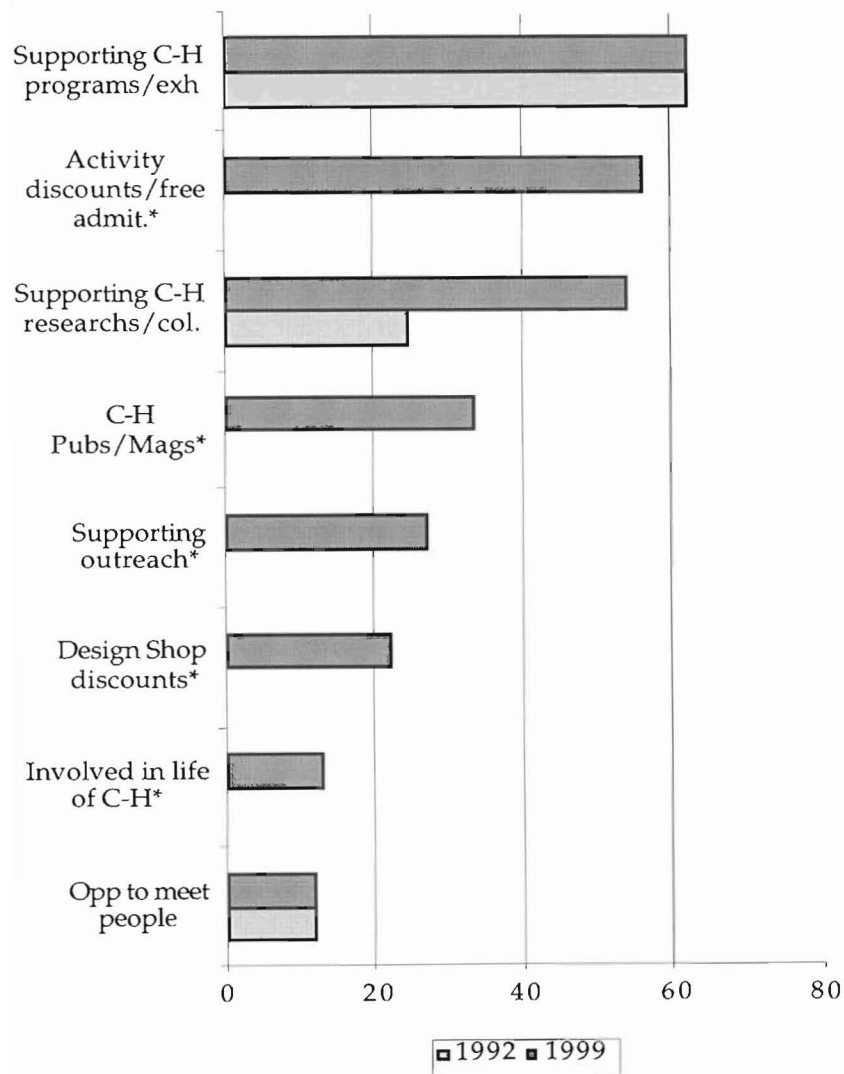
- (a) Flight mileage awards (42%);
- (b) Hotel/restaurant discounts (42%);
- (c) Design magazine discounts (40%); and
- (d) Neighborhood business discounts (37%).

One additional benefit that would increase membership value is the development of programs for members' children. Although, such programs would not increase value for most members, half of members with children (8% of total member households) said that such programs would increase the value of their membership (48%).

Encouraging membership. What aspects of C-H, NDM are important to the members? We asked members to choose, out of a list of eight items, the three aspects of Smithsonian membership they would stress when recommending C-H, NDM membership to a friend. Members attributed greater importance to philanthropic aspects of membership than the personal consumption of benefits.

The best reason, in 1999, from the members' perspective, to encourage C-H, NDM membership is supporting Museum programs and exhibitions (mentioned by 62% of 1999 respondents) (see Figure 13). It is reasonable to assume from this that C-H, NDM members find its programs and exhibitions to be the primary attraction. Fewer respondents mentioned museum activity discounts and free admission (56%) and supporting research and collections at the museum (54%). Receiving museum publications and magazines (33%), supporting C-H, NDM outreach and activities in the public interest (27%), and Design Museum Shop discounts (22%) were mentioned less often. Social opportunities were mentioned least often.

Figure 13
Aspects of Memberships to be Stressed when Encouraging
New Memberships: Members' Views, 1992 and 1999
(In Percent)



Source: Table 20.

Note: * denotes an item not asked on 1992 survey.

IV. Observations

The survey data show that C-H, NDM has many satisfied members. Nevertheless, it is worthwhile to make some observations from a strategic planning perspective that C-H, NDM might consider in adjusting its program offerings and business operations. We approach the strategic context here by summarizing some of C-H, NDM's strengths, weaknesses, opportunities, and threats as demonstrated in the survey results. These observations need to be coupled with organizational and environmental analyses in a strategic planning process.

C-H, NDM Membership Program Strengths. The survey demonstrated that the Museum has significant strengths in its current membership base. A large percentage of members have joined within the past few years. This newer membership reflects a geographic broadening of membership beyond central Manhattan and a shift of interest. Newer members live in areas of NYC that are experiencing gentrification and in-migration of young, urban professional residences (SOHO in Manhattan and Park Slope in Brooklyn). Newer members are more interested in graphic and product design and less interested in historic objects and decorative arts. In addition, the 1999 membership is a more "valuable" membership than the 1992 membership as reflected in the larger percentage of Contributing Members and Upper Tier memberships.

C-H, NDM Weaknesses. The survey data also point to possible weaknesses of the C-H, NDM. The total member rolls have decreased by almost a third between 1992 and 1999 (from 4316 members in 1992 to 3082 in 1999). One consequence of the decline, probably, is an upward shift in the level of memberships, since Senior Citizen and Student memberships have seen the greatest decline. Alternatively, the membership decline may reflect some dissatisfaction with C-H, NDM programs, activities, and member benefits. More than half of the respondents indicated that they are less than "fully satisfied," which we feel is a high level of dissatisfaction in a membership survey. Dissatisfaction is higher among older, more traditional C-H, NDM members. It may also be the case that dissatisfaction and "desertion" were a temporary consequence of the Museum's low level of access during the recent renovation.¹¹

C-H, NDM Opportunities The survey data suggest that C-H, NDM is in a relatively unique situation. A very large percentage of C-H, NDM member households also belong to other museums and cultural organizations. Often, a strategic planner looks at memberships in competitive organizations as a threat since cross-membership may provide a bridge across which dissatisfied members can flee. In the case of the C-H, NDM, however, memberships in other museums may fill complementary needs rather than competitive needs. A substantial share of the C-H, NDM membership lives near Central Park, especially on the east side, the location of many of the museums listed on the questionnaire. C-H, NDM members tend to emphasize philanthropic reasons more than personal consumption as reasons to belong; the C-H, NDM membership is affluent; and members living near Central Park tend to be long-time members. C-H, NDM membership may reflect a lifestyle more than something akin to a purchase. If

¹¹ The Museum was effectively closed for reconstruction from September, 1995 to September, 1996.

this is the case, the C-H, NDM membership is not being evaluated in primarily economic terms.

One opportunity available to the C-H, NDM is its "Design Oriented" newer members. Members with a "Design Orientation" are more satisfied than other members. The museum has the challenge of continuing to satisfy them, while also satisfying the "Historic Oriented" members, who tend to be older and to live nearer to the Museum.

C-H, NDM Threats The threats faced by the C-H, NDM may be more internal than external. With more than a fifth of C-H, NDM members being over 71 years old and another quarter between 61 and 70, natural causes may produce a substantial change in membership composition even if nothing else changes. Traditional, "Historic oriented" members tend to be older, while newer, younger members are more likely to be "Design oriented." In addition, newer members with a more historic orientation will probably have less institutional identification and loyalty than similarly oriented longer tenure members. Thus, the value of C-H, NDM membership is likely to be increasingly sensitive to felt dissatisfaction with programs, activities, and benefits.

In particular, diffusion of the C-H, NDM membership across a wider geographical area and a wider range of interests might weaken the feeling of "the neighborhood museum and garden" and C-H, NDM membership as a lifestyle decision. Since additional benefits, for example, design publications and programs for members' children, add more value to newer memberships than older memberships, newer member opinions may be given more weight in strategic planning. Emphasizing "Design" in Museum promotions and business operations may create discomfort for traditional members; nearly all members prefer to use the name "Cooper-Hewitt"—even design-oriented members. It may be difficult to sustain the image of the small beautiful neighborhood museum and garden with a collection that emphasizes grandeur – while moving forward with contemporary design themes.

While, the survey illustrated strengths, weaknesses, opportunities, and threats facing C-H, NDM as it plans for the next ten years, member opinions show that it is well-positioned to move into the next millennium.

Appendix A.

Questionnaire and Respondent Letters

SURVEY OF MEMBER OPINIONS
COOPER-HEWITT, NATIONAL DESIGN MUSEUM
Smithsonian Institution
January 1999

THANK YOU FOR YOUR ASSISTANCE ... This questionnaire has four pages. Please use a pen or pencil to check the boxes that are appropriate for your answers. After you have answered the questions on all four pages, please put the the completed questionnaire in the enclosed business reply envelope addressed to the Smithsonian Institutional Studies Office.

YOUR COOPER-HEWITT NATIONAL DESIGN MUSEUM MEMBERSHIP

1. How long has your household been a member of the Cooper Hewitt, National Design Museum? (Check one)
 - ☐ Less than one year
 - ☐ 1-2 years
 - ☐ 2-3 years
 - ☐ 3-4 years
 - ☐ More than 5 years
2. What is the your current Museum membership level? (Check one)
 - ☐ Individual, Student or Senior member
 - ☐ Family or Dual member
 - ☐ Contributing member
 - ☐ Supporting member
 - ☐ Sustaining or Patron member level
3. Have you ever changed your Cooper-Hewitt, National Design Museum membership level? (Check one)
 - ☐ No, never changed (GO TO Q. 5)
 - ☐ Yes, to a more expensive level
 - ☐ Yes, to a less expensive level
4. If you changed your membership level at any time, what was the most important reason for the change? (Check one)
 - ☐ Household financial circumstances
 - ☐ Household size/composition changed
 - ☐ To get additional membership benefits
 - ☐ Dissatisfied with/did not use benefits
5. Are you currently a member of any of the following museums? (Check all that apply)
 - ☐ American Craft Museum
 - ☐ International Center of Photography
 - ☐ J. P. Morgan Library
 - ☐ Metropolitan Museum of Art
 - ☐ Museum of Modern Art
 - ☐ Solomon Guggenheim Museum of Art
 - ☐ Whitney Museum of American Art
 - ☐ The Frick Collection
 - ☐ The Jewish Museum
 - ☐ Other (specify): _____
6. Are you a member or subscriber to the following organizations? (Check all that apply)
 - ☐ Brooklyn Academy of Music
 - ☐ Metropolitan Opera
 - ☐ New York City Ballet
 - ☐ New York City Opera
 - ☐ New York Philharmonic
 - ☐ Other (specify): _____
7. How would you rate your satisfaction with your Cooper-Hewitt, National Design Museum membership compared to other museum memberships? (Check one)
 - ☐ Most valuable museum membership
 - ☐ Delighted
 - ☐ Fully satisfied
 - ☐ Satisfied
 - ☐ Somewhat dissatisfied
 - ☐ Very dissatisfied

COOPER-HEWITT, NATIONAL DESIGN MUSEUM MEMBERSHIP BENEFITS

1. We want to know how important Museum member benefits are to you.

For each of the following Museum member benefits, check its overall importance to you. Then check whether you were able to use the benefit in the last year. (Check two boxes for each benefit)

<u>Cooper-Hewitt Member Benefits</u>	<u>Importance of benefit</u>			<u>Used last year</u>	
	<u>Not really Important</u>	<u>Important</u>		<u>Yes</u>	<u>No</u>
Free admission passes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Member previews of exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Annual Members Garden Party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel and study tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subscription to <i>Smithsonian</i> magazine . . .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subscription to Cooper-Hewitt Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts in the Design Museum Shop . . .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts on lectures and classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to the Design Resource Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Invitation to annual Holiday Party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smithsonian Engagement Calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reciprocal benefits at other museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visits or tours with curators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A Museum publication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Below are some possible future membership benefits. How much would each increase the value of your membership. (Check one box for each benefit)

<u>Possible Member Benefits</u>	<u>Effect on Value of Museum Membership</u>			
	<u>Greatly Increase</u>	<u>Somewhat Increase</u>	<u>Increase Very Little</u>	<u>No Added Value</u>
Flight mileage awards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts on car rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts on design magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts at hotels/restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts at neighborhood businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs for members' children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please rate your interest in seeing each of the following at the Cooper-Hewitt, National Design Museum. Please use a scale from "1" to "10" where "10" means that you are very interested in the topic and "1" means that you are not interested.

Rating

- _____ Antiques & historic objects
_____ Architecture & urban design
_____ Graphic design
_____ Historic home and garden information (Carnegie Mansion)
_____ Product Design

4. If you were encouraging friends to become a member of the Cooper-Hewitt, National Design Museum, what **THREE** aspects of membership would you stress? (Check **THREE**)

- ☐ Discounts for Museum activities and free admission
☐ Supporting the research and collections at the Museum
☐ Becoming involved in the life of the Museum
☐ Supporting the Museum exhibitions and programs
☐ Discounts in the Design Museum Shop
☐ Receiving Museum publications and magazines
☐ Opportunity to meet members of the community
☐ Supporting National Design Museum outreach and activities in the public interest

5. In talking to your friends, how do you most frequently refer to this Museum? (Check one)

- ☐ Cooper-Hewitt
☐ National Design Museum

SOME BACKGROUND INFORMATION ABOUT YOUR HOUSEHOLD

1. Are you: (Check one)

- ☐ Male ☐ Female

2. What is your marital status? (Check one)

- ☐ Never married/Single
☐ Married or live with domestic partner
☐ Separated/Divorced
☐ Widowed

3. What is your age group? (Check one)

- ☐ 18 to 30 ☐ 51 to 60
☐ 31 to 40 ☐ 61 to 70
☐ 41 to 50 ☐ 71 and over

4. How many individuals live in your household? (include yourself)

- ☐ One ☐ Three
☐ Two ☐ Four or more

5. In which age groups does your household have children? (Check all that apply)

- ☐ Under 4 ☐ 13 to 15
☐ 4 to 8 ☐ 16 to 21
☐ 9 to 12 ☐ Does not apply

CONTINUE ON THE LAST PAGE

6. What is your (and your spouse's) educational background? (Check one for each person)

	<u>You</u>	<u>Spouse/ partner</u>
Some college or less . . .	<input type="checkbox"/>	<input type="checkbox"/>
Associate or Jr. College or Technical Degree	<input type="checkbox"/>	<input type="checkbox"/>
Bachelor's Degree	<input type="checkbox"/>	<input type="checkbox"/>
Master's Degree	<input type="checkbox"/>	<input type="checkbox"/>
Doctoral/ Professional Degree . .	<input type="checkbox"/>	<input type="checkbox"/>
Does not apply/ no spouse		<input type="checkbox"/>

7. Which of the following describes your (and your spouse's) current activities? (Check one for each person)

	<u>You</u>	<u>Spouse/ partner</u>
Working full-time	<input type="checkbox"/>	<input type="checkbox"/>
Working part-time	<input type="checkbox"/>	<input type="checkbox"/>
Homemaker	<input type="checkbox"/>	<input type="checkbox"/>
Retired/not working . .	<input type="checkbox"/>	<input type="checkbox"/>
Full-time student	<input type="checkbox"/>	<input type="checkbox"/>
Does not apply/ no spouse		<input type="checkbox"/>

9. Please estimate your household income (from all sources) in 1998? (Check one)

<input type="checkbox"/> \$25,000 or less	<input type="checkbox"/> \$100-\$150,000
<input type="checkbox"/> \$25-\$50,000	<input type="checkbox"/> \$150-\$250,000
<input type="checkbox"/> \$50-\$75,000	<input type="checkbox"/> Over \$250,000
<input type="checkbox"/> \$75-\$100,000	

10. With which of the following cultural/racial/ethnic groups does your household identify?

☐ African-American/Black
☐ American Indian or Alaska Native
☐ Asian American/Pacific Islander
☐ Latino/Hispanic
☐ White
☐ Multiple
☐ Other (please specify) _____

11. How many months a year do you spend in New York? (Check one)

<input type="checkbox"/> 12 months	<input type="checkbox"/> 6-8 months
<input type="checkbox"/> 9-11 months	<input type="checkbox"/> Less than 6 months

12. What is your residential zip code?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------

PLEASE USE THIS SPACE FOR ADDITIONAL COMMENTS.

THANK YOU FOR YOUR ASSISTANCE.

Please return this questionnaire in the enclosed Business reply envelope.



Smithsonian
Cooper-Hewitt, National Design Museum
2 East 91st Street
New York NY 10128-0669

Non-Profit
U.S. Postage
PAID
Merrifield, VA
Permit #1228

IT'S IN THE MAIL!

We often hear this as a fable. This time, however, it is true.

Your household has been selected to assess the Cooper-Hewitt, National Design Museum's Membership Program as part of a small, scientifically selected sample of members. You expect good programs from us—now we want your thoughts about how well we are doing.

A survey questionnaire will arrive within a week.

Thanks for your assistance. We appreciate it.



Smithsonian
Cooper-Hewitt, National Design Museum



Smithsonian
Cooper-Hewitt, National Design Museum

January 1, 1999

Dear Member:

As you know, daily activities, work, and leisure have changed a great deal for everyone in recent years. As we continually design and refine the programs of Cooper-Hewitt, National Design Museum, we want to be sure that these programs are serving your needs and interests.

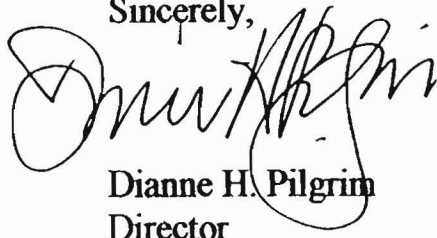
We have developed the enclosed questionnaire to give you an opportunity to participate in shaping the Museum in the coming decade by candidly sharing your views. We will use the information to evaluate the effectiveness of current services, benefits, and activities, as well as plan for the future of this vital membership program.

Recipients of questionnaires have been selected randomly; we need to hear from each of you in order that the results accurately represent our members' opinions. Anyone responding to a questionnaire will not be identifiable, so you may rest assured that your answers will remain confidential.

It is very important that you respond. Please complete the questionnaire and return it in the enclosed business reply envelope by January 31.

Thank you for sharing your views on the topics in this brief survey. I look forward to learning more about your interests and experiences as a member of Cooper-Hewitt, National Design Museum. We will use your valuable input to develop a program that serves you even better.

Sincerely,



Dianne H. Pilgrim
Director



Smithsonian
Cooper-Hewitt, National Design Museum
2 East 91st Street
New York NY 10128-0669

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Permit #1228

HOPE TO HEAR FROM YOU!

Last week, you were mailed a questionnaire to allow you to voice your opinions about the Cooper-Hewitt, National Design Museum Membership Program.

Thank you for returning the questionnaire. We shall mail a gift of a National Design Museum bookmark for your invested time in the near future.

If you have not had the time to complete the questionnaire yet, please take about 15 minutes as soon as possible. As a member of a scientifically selected household, you have an important voice because it represents the opinions of other National Design Museum households.



Smithsonian
Cooper-Hewitt, National Design Museum



Smithsonian
Cooper-Hewitt, National Design Museum

February 1, 1999

Dear Member:

Several weeks ago, I asked you to participate in a Cooper-Hewitt, National Design Museum membership survey. It is part of our continuing effort to be responsive to the interests, opinions and characteristics of our members.

If you have returned the questionnaire, thank you for sharing your opinions with us. The information that you have provided will assist us in tailoring programs, services, and benefits to fit your interests.

If you have not yet completed the questionnaire, please do so now. Your response is essential for obtaining a complete and accurate profile of members for our program planning and future development. For your convenience, we have enclosed a second questionnaire and business reply envelope.

The survey was mailed to a small number of members selected at random so your answers are essential. Individual members cannot be identified from their questionnaires.

Thank you in advance for taking a few moments to complete the questionnaire and to share your views with us.

Sincerely,

Dianne H. Pilgrim
Director

Appendix B.

A Guide to Reading Tables

Appendix C includes tables presenting the major results of this study. Table numbers in Appendix C have been assigned approximately in the order of their reference in the main text.¹ Here, using examples from the present study, we provide some guidance to reading the tables.

A portion of Appendix C, Table 3. Demographic Characteristics of C-H, NDM Members: Year and Gender is reproduced here:

Table 3
Demographic Characteristics of C-H, NDM Members: Year and Gender
(In Percent)

Member Characteristics	<u>1992</u>			<u>1999</u>		
	Male	Female	Total	Male	Female	Total
Marital Status (of individuals)						
Single	14.9	22.6	19.5	21.2	25.7	23.8
Married	79.3	53.1	63.6	74.8	46.5	57.8
Separated/Divorced	4.6	10.9	8.3	2.5	12.9	8.8
Widowed	<u>0.9</u>	<u>13.0</u>	<u>8.2</u>	<u>1.5</u>	<u>14.8</u>	<u>9.6</u>
Total	99.7	99.6	99.6	100.0	99.9	100.0
Age						
30 and Under	1.9	1.5	1.7	3.5	3.9	3.7
31-40	14.9	13.9	14.2	13.9	11.3	12.3
41-50	19.7	19.0	19.3	19.4	17.4	18.2
51-60	26.5	22.9	24.4	22.0	19.9	20.7
61-70	25.5	24.4	24.9	22.9	22.8	22.8
71 and Over	<u>11.5</u>	<u>18.2</u>	<u>15.5</u>	<u>18.3</u>	<u>24.7</u>	<u>22.2</u>
Total	100.0	99.9	100.0	100.0	100.0	99.9
Median	55.1	56.8	56.1	56.0	58.7	57.6

Table Naming Conventions

The first part of the table's title, "Demographic Characteristics of C-H, NDM Members" denotes the outcome variable, i.e., the demographic characteristics. If we look at Appendix C, Table 11. Length of Time Household Has Belongs to C-H, NDM: Totals and 1999 Membership Groups, we would know that the outcome variable is the length of time the respondent's household has belonged to the program.

¹ The 1992 data are from Doering, Z. D., & Bickford, A., with the assistance of Smith, S., & Ziebarth, E. K. (1993). *A Description of Cooper-Hewitt Members*. A Report based on the 1992 Cooper-Hewitt, National Museum of Design, Membership Survey. (Report No. 93-3). Washington, D.C: Smithsonian Institution.

The second part of the title, "Year and Gender," in Table 3 describes what is included in the table's statistics. In these tables, "Year" refers to the previous study (1992) and the present study (1999). In Table 11, the second part is "Totals and 1999 Membership Groups." "Totals," in all these tables refers to both studies. Thus, we know that Table 11 includes 1992 and 1999 totals, but the divisions among membership groups are for 1999 only.

For comparison, the tables in Appendix C include the totals from 1992 data and 1999 data whenever possible. Some tables are based on data available only from the 1999 survey. In a few cases (e.g., Table 3) detailed data from 1992 are also presented.

The left-hand column of Table 3 (above) lists the variables in the table, their categories (e.g. "Single," "Married, etc.") and Total. Some tables, such as the one above, include more than one variable (e.g., Marital Status Age etc.). Some tables include only one variable. Most totals add up to 100.0 percent. Sometimes, totals are slightly above or below 100 percent, due to rounding of decimal fractions.

Reading Tables

Basic Tables. Let's examine Marital Status. If we look just at the third column in Table 3, Total 1992, we see that 19.5% of the members were single, 63.6% were married, 8.3%% were separated/divorced, and 8.2% were widowed. Together, these percentages add up to 99.6%. The sixth (last) column (Total 1999) shows 23.8% of the members were single, 57.8% were married, 8.8%% were separated/divorced, and 9.6% were widowed. Together, these percentages add up to 100.0. Comparing the two columns (Total 1992 and Total 1999) shows change in the single and married categories.

We can also compare the marital status of men and women in 1992 and in 1999 separately. Or, we can compare women in 1992 to women in 1999 and men in 1992 with men in 1999. This gender comparison shows changes in the martial status of both men and women between 1992 and 1999, but there are greater changes among the men.

Multiple Response Tables. For some questions on the survey, respondents could choose more than one response category; thus, the totals equal more than 100% and each percentage should not be interpreted as a proportion of the total. Instead, we look at the percent that selected one particular response against all those who did not. For example, look at Table 16. Here we see the Metropolitan Museum of Art is clearly the most common, with the Museum of Modern Art in second place. Within areas, the table shows quite similar patterns.

Appendix C.

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Table 1
Characteristics of C-H, NDM Members and Households: 1999 Total and Design/Historic Orientation
(In Percent)

Characteristics	Total 1999	<u>Design and historic interest</u>			
		Design Orientation	Historic Orientation	Design & Historic	Neither
Total 1999	100.0	20.3	34.0	24.1	21.6
Age					
Under 40	16.6	29.0	11.3	19.4	10.0
41-60	38.1	38.8	35.2	41.4	38.2
61 and Over	<u>45.3</u>	<u>32.2</u>	<u>53.5</u>	<u>39.2</u>	<u>51.8</u>
Total	100.0	100.0	100.0	100.0	100.0
Gender					
Male	38.3	41.2	36.2	38.2	39.1
Female	<u>61.7</u>	<u>58.8</u>	<u>63.8</u>	<u>61.8</u>	<u>60.9</u>
Total	100.0	100.0	100.0	100.0	100.0
Marital status					
Single/never married	33.4	37.5	33.1	35.0	28.2
Married/domestic partner	40.6	39.9	39.5	39.7	44.0
Separated/divorced	12.4	14.1	8.9	14.7	13.8
Widowed	<u>6.0</u>	<u>8.4</u>	<u>18.5</u>	<u>10.7</u>	<u>14.0</u>
Total	92.4	99.9	100.0	100.1	100.0
Households with children (%)	8.2	10.2	7.5	8.6	7.1
Education					
Some college or less	7.1	4.1	8.0	6.7	9.1
Associate/technical	3.1	2.9	3.1	4.0	2.3
Bachelors	28.8	32.1	27.7	26.5	30.1
Some graduate study	14.7	15.1	16.0	14.1	13.0
Masters	27.8	31.4	25.8	26.7	28.7
Doctorate/professional	<u>18.4</u>	<u>14.4</u>	<u>19.4</u>	<u>22.0</u>	<u>16.8</u>
Total	99.9	100.0	100.0	100.0	100.0
Household income					
\$25,000 or less	2.8	1.7	2.8	2.7	4.1
\$25,000-\$50,000	16.5	17.2	16.2	17.2	15.3
\$50,000-\$75,000	19.4	21.2	22.6	16.8	15.3
\$75,000-\$100,000	15.5	17.1	11.7	14.4	21.1
\$100,000-\$150,000	16.9	18.5	15.7	19.3	14.2
\$150,000-\$250,000	11.9	10.1	10.0	16.1	11.5
Over \$250,000	<u>17.1</u>	<u>14.3</u>	<u>20.9</u>	<u>13.4</u>	<u>18.4</u>
Total	100.1	100.1	99.9	99.9	99.9

(cont.)

Table 1 (continued)
 Characteristics of C-H, NDM Members and Households: 1999 Total and Design/Historic Orientation
 (In Percent)

Characteristics	Design and historic interest				
	Total 1999	Design Orientation	Historic Orientation	Design & Historic	Neither
Work status					
Married Household:					
Both working full-time	15.4	21.0	11.7	17.2	13.3
One working full-time/one working part-time	7.0	5.7	8.3	6.3	7.0
One working full-time/one not in labor force	7.1	6.9	7.2	5.8	8.7
Both working part-time	1.3	1.0	1.6	1.1	1.4
One working part-time/one not in labor force	1.4	0.6	1.4	0.8	2.7
Both not in labor force	7.0	4.0	7.5	7.6	8.3
Not-married Household:					
One working full-time	32.1	43.8	27.2	38.0	21.0
One working part-time	8.5	5.8	9.5	10.8	6.9
One not in labor force	<u>20.3</u>	<u>11.2</u>	<u>25.5</u>	<u>12.3</u>	<u>30.7</u>
Total	100.1	100.0	99.9	99.9	100.0
Residence					
Upper Manhattan	6.0	5.2	4.9	9.6	4.2
Central Manhattan	41.0	25.9	46.6	42.1	45.5
Lower Manhattan	17.2	23.4	12.2	17.7	18.8
Bronx	0.8	1.0	1.0	0.7	0.5
Brooklyn	4.8	5.6	2.6	7.5	4.4
Queens	2.8	0.8	4.3	2.8	2.3
Staten Island	0.3	0.0	0.8	0.2	0.0
NYC Suburbs (CT, NJ, & NY)	16.5	15.0	19.4	11.8	18.9
Other Atlantic States	7.0	16.8	6.2	2.4	4.0
Other U. S.	<u>3.5</u>	<u>6.2</u>	<u>1.9</u>	<u>5.2</u>	<u>1.5</u>
Total	99.9	99.9	99.9	100.0	100.1

(cont.)

Table 1 (continued)
Characteristics of C-H, NDM Members and Households: 1999 Total and Design/Historic Orientation
(In Percent)

Characteristics	Total 1999	<u>Design and historic interest</u>			
		Design Orientation	Historic Orientation	Design & Historic	Neither
Length of membership					
0 to 2 years	37.6	51.3	28.9	40.7	34.5
3 to 10 years	33.0	32.3	33.8	30.9	34.6
More than 10 years	<u>29.5</u>	<u>16.3</u>	<u>37.3</u>	<u>28.4</u>	<u>30.8</u>
Total	100.1	99.9	100.0	100.0	99.9
Level of membership					
Individual	55.3	61.0	53.1	55.4	53.3
Family/Dual	16.2	18.0	13.3	15.3	20.0
Contributing	22.5	16.8	26.0	24.5	19.9
Upper Tiers	<u>6.0</u>	<u>4.2</u>	<u>7.6</u>	<u>4.8</u>	<u>6.8</u>
Total	100.0	100.0	100.0	100.0	100.0
Satisfaction with membership					
Most valuable	3.5	4.8	3.3	4.3	1.9
Delighted	16.0	17.3	13.2	20.7	13.7
Fully satisfied	33.2	41.4	32.0	29.7	31.7
Satisfied	35.6	28.1	36.1	35.1	42.5
Somewhat dissatisfied	9.9	8.1	13.0	7.9	9.1
Very dissatisfied	<u>1.7</u>	<u>0.4</u>	<u>2.4</u>	<u>2.2</u>	<u>1.1</u>
Total	99.9	100.1	100.0	99.9	100.0
Type of written comment					
Positive	10.8	10.9	10.7	14.0	7.0
Negative	11.0	11.1	12.1	11.5	8.9
Non-substantive	15.0	22.7	13.6	11.4	13.9
No written comment	<u>63.2</u>	<u>55.2</u>	<u>63.6</u>	<u>63.1</u>	<u>70.2</u>
Total	100.0	99.9	100.0	100.0	100.0
Main reference to Museum					
Cooper-Hewitt	96.0	88.3	99.3	97.2	96.8
National Design Museum	<u>4.0</u>	<u>11.7</u>	<u>0.7</u>	<u>2.8</u>	<u>3.2</u>
Total	100.0	100.0	100.0	100.0	100.0

(cont.)

Table 1 (continued)
Characteristics of C-H, NDM Members and Households: 1999 Total and Design/Historic Orientation
(In Percent)

Member Characteristics	Total 1999	Design and historic interest			
		Design Orientation	Historic Orientation	Design & Historic	Neither
Other museum memberships					
American Craft Museum	8.1	6.4	6.8	11.3	7.9
Int'l Center of Photography	7.9	7.7	7.4	10.6	5.7
J. P. Morgan Library	9.9	3.6	13.7	9.4	10.6
Metropolitan	55.8	38.9	64.4	52.8	61.7
Guggenheim Museum	19.3	15.2	18.9	21.3	21.7
Whitney Museum	15.5	13.5	14.0	17.5	17.4
Museum of Modern Art	42.9	36.3	41.3	49.2	44.5
Frick Collection	6.4	1.0	12.0	2.9	6.9
Jewish museum	12.2	9.1	14.5	10.5	13.5
Other museum	34.4	30.8	35.4	38.8	31.2
Current Benefits used & important					
Admission passes	59.5	61.8	60.0	60.5	55.4
Member previews	48.2	49.9	48.1	57.2	36.2
Garden Party	25.5	18.0	25.4	37.6	19.1
Study tours	5.8	3.2	5.6	8.0	5.9
Smithsonian magazine	60.4	45.7	63.8	67.7	60.4
Cooper-Hewitt magazine	56.9	55.8	55.8	68.2	46.4
Design Shop discounts	48.8	50.7	48.2	56.0	39.4
Lectures & class discounts	27.7	27.6	30.3	29.8	21.0
Design Resource Center access	15.3	11.9	13.9	23.2	11.4
Holiday Party	10.8	6.3	13.4	13.7	7.5
SI engagement calendar	8.1	3.5	9.9	9.7	8.0
Reciprocal benefits	13.6	9.2	15.7	16.8	11.0
Visits with curators	20.9	15.2	21.6	25.7	19.7
Museum publication	30.8	40.3	28.5	37.0	17.9
Aspects to promote*					
Admission/activity discount	56.1	61.7	60.4	50.7	50.4
Supporting research	53.9	60.0	52.7	56.2	47.6
Being involved in life of the museum	12.8	13.2	13.3	15.4	8.5
Supporting museum programs	62.0	66.0	63.5	64.0	53.5
Design shop discount	22.2	24.8	21.4	21.6	21.5
Museum publications	33.3	33.2	35.6	30.9	32.5
Opportunity to meet members	11.7	9.5	10.5	16.3	10.2
Supporting outreach	<u>27.1</u>	<u>25.4</u>	<u>24.7</u>	<u>33.0</u>	<u>25.5</u>
Total	156.3	158.9	155.7	165.8	143.2

* Totals sum to more than 100% since respondents could pick more than one aspect to promote.

Table 1A
Cooper-Hewitt, NDM Membership: Population and Respondents, 1992 and 1999
(In Percent)

Category	<u>1992 Population</u> Percent	<u>1999 Population</u> Percent	<u>1999 Respondents</u> Percent
Individual	43.7	43.0	39.5
Student/Senior Citizen *	27.6	13.0	na
Family or Dual	11.4	15.9	34.5
Contributing	13.6	21.4	20.1
Supporting	2.4	4.1	3.6
Sustaining or Patron	<u>1.2</u>	<u>2.6</u>	<u>2.2</u>
Total	99.9	100.0	99.9

* Student/Senior Citizen was combined with Individual in the 1999 survey.

Table 2
Demographic Characteristics of C-H, NDM Members: Totals, 1999 Membership Groups and Tenure
(In Percent)

Member Characteristics			1999 Membership Group				1999 Membership Tenure		
	Total 1992	Total 1999	Individual	Family/Dual	Contributing	Upper Tiers	0 to 2 years	3 to 10 years	Over 10 years
Gender									
Male	40.1	38.4	27.7	49.9	44.6	46.8	38.2	39.2	37.1
Female	<u>59.9</u>	<u>61.6</u>	<u>72.3</u>	<u>50.1</u>	<u>55.4</u>	<u>53.2</u>	<u>61.8</u>	<u>60.8</u>	<u>62.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Marital Status									
Single	19.6	23.8	41.9	0.6	17.5	7.6	32.5	18.8	19.7
Married	63.5	57.8	25.2	99.0	71.7	80.0	52.3	61.9	57.8
Separated/Divorced	8.1	8.8	14.8	0.2	6.5	7.5	9.6	9.8	7.3
Widowed	<u>8.3</u>	<u>9.6</u>	<u>18.2</u>	<u>0.2</u>	<u>4.3</u>	<u>4.9</u>	<u>5.7</u>	<u>9.5</u>	<u>15.2</u>
Total	99.5	100.0	100.1	100.0	100.0	100.0	100.1	100.0	100.0
Age									
30 and Under	1.6	3.7	5.2	3.8	2.3	0.0	8.8	1.7	0.0
31-40	14.0	12.3	13.1	11.8	13.8	4.9	23.6	9.1	2.8
41-50	19.6	18.2	17.9	18.2	20.9	10.0	20.8	21.4	11.3
51-60	24.4	20.7	17.1	22.2	23.5	30.2	23.4	18.7	19.4
61-70	24.8	22.8	21.9	21.7	21.9	32.6	17.1	23.8	28.0
71 and Over	<u>15.6</u>	<u>22.2</u>	<u>24.8</u>	<u>22.4</u>	<u>17.6</u>	<u>22.2</u>	<u>6.4</u>	<u>25.2</u>	<u>38.5</u>
Total	100.0	99.9	100.0	100.1	100.0	99.9	100.1	99.9	100.0
Educational Background									
Some college or less	11.8	7.1	7.4	9.4	5.0	6.7	5.7	7.5	8.6
Assoc/Jr/Technical	3.4	3.1	2.3	2.8	4.6	4.2	3.5	2.4	3.6
Bachelor's degree	22.3	28.8	32.9	24.4	25.0	32.1	30.5	30.1	25.6
Some graduate	16.9	14.7	13.0	12.0	18.0	22.6	15.7	13.4	14.8
MA degree	24.1	27.8	29.2	29.7	26.5	16.1	28.7	28.3	25.8
Doctoral/Prof Degree	<u>21.4</u>	<u>18.4</u>	<u>15.1</u>	<u>21.7</u>	<u>20.9</u>	<u>18.3</u>	<u>15.9</u>	<u>18.3</u>	<u>21.7</u>
Total	99.9	99.9	99.9	100.0	100.0	100.0	100.0	100.0	100.1

(cont.)

Table 2 (continued)
Demographic Characteristics of C-H, NDM Members: Totals, 1999 Membership Groups and Tenure
(In Percent)

Member Characteristics	Total 1992	Total 1999	<u>1999 Membership Group</u>				<u>1999 Membership Tenure</u>		
			Individual	Family/Dual	Contributing	Upper Tiers	0 to 2 years	3 to 10 years	Over 10 years
Major Activity									
Working full-time	51.3	54.4	52.9	53.4	60.3	47.3	67.3	52.6	40.8
Working part time	13.4	14.9	13.7	17.1	13.5	19.8	13.5	16.9	13.9
Retired	24.7	24.4	28.3	21.8	19.3	25.4	13.1	23.2	39.3
Student	1.8	1.0	2.0	0.4	0.0	0.0	2.4	0.3	0.0
Homemaker	8.9	5.4	3.1	7.3	6.9	7.5	3.6	7.0	6.0
Total	100.1	94.7	100.0	100.0	100.0	100.0	99.9	100.0	100.0

Table 3
Demographic Characteristics of C-H, NDM Members: Year and Gender
(In Percent)

Member Characteristics	<u>1992</u>			<u>1999</u>		
	Male	Female	Total	Male	Female	Total
Marital Status (of individuals)						
Single	14.9	22.6	19.5	21.2	25.7	23.8
Married	79.3	53.1	63.6	74.8	46.5	57.8
Separated/Divorced	4.6	10.9	8.3	2.5	12.9	8.8
Widowed	<u>0.9</u>	<u>13.0</u>	<u>8.2</u>	<u>1.5</u>	<u>14.8</u>	<u>9.6</u>
Total	99.7	99.6	99.6	100.0	99.9	100.0
Age						
30 and Under	1.9	1.5	1.7	3.5	3.9	3.7
31-40	14.9	13.9	14.2	13.9	11.3	12.3
41-50	19.7	19.0	19.3	19.4	17.4	18.2
51-60	26.5	22.9	24.4	22.0	19.9	20.7
61-70	25.5	24.4	24.9	22.9	22.8	22.8
71 and Over	<u>11.5</u>	<u>18.2</u>	<u>15.5</u>	<u>18.3</u>	<u>24.7</u>	<u>22.2</u>
Total	100.0	99.9	100.0	100.0	100.0	99.9
Median	55.1	56.8	56.1	56.0	58.7	57.6
Educational Background						
Some college or less	8.0	14.2	11.7	5.5	8.2	7.1
Assoc/Jr/Technical	2.3	4.1	3.4	1.5	4.1	3.1
Bachelor's degree	18.3	24.9	22.3	24.5	31.6	28.8
Some Graduate Study	14.8	18.9	17.3	13.9	15.2	14.7
MA degree	23.0	24.6	23.9	26.9	28.4	27.8
Doctoral/Prof Degree	<u>33.5</u>	<u>13.3</u>	<u>21.4</u>	<u>27.8</u>	<u>12.5</u>	<u>18.4</u>
Total	99.9	100.0	100.0	100.1	100.0	99.9
Major Activity						
Working full-time	69.6	39.1	51.4	67.2	46.6	54.4
Working part time	7.2	17.2	13.2	10.5	17.5	14.9
Retired	22.3	26.2	24.5	21.6	26.1	24.4
Student	0.6	2.7	1.9	0.6	1.2	1.0
Homemaker	<u>0.3</u>	<u>14.8</u>	<u>9.0</u>	<u>0.1</u>	<u>8.5</u>	<u>5.4</u>
Total	100.0	100.0	100.0	100.0	99.9	100.1

Table 4
Educational Background of C-HL NDM Members: Year, Age and Gender
(In Percent)

<u>Educational Background</u>	<u>1992</u>				<u>1999</u>			
	<u>Age Group</u>				<u>Age Group</u>			
	Under 41	41-60	Over 61	Total	Under 41	41-60	Over 61	Total
Male Members								
Some college or less	9.0	4.7	11.8	8.0	4.8	5.3	6.0	5.5
Assoc/Jr/Technical	4.0	1.3	2.8	2.3	2.5	1.0	1.6	1.5
Bachelor's degree	14.9	20.2	17.0	18.3	30.5	21.8	24.8	24.5
Some Graduate School	5.7	15.4	18.3	14.8	13.1	16.2	11.6	13.9
MA degree	39.6	23.1	15.4	23.0	35.1	29.4	20.7	26.9
Doctoral/Prof Degree	<u>26.9</u>	<u>35.2</u>	<u>34.6</u>	<u>33.5</u>	<u>14.1</u>	<u>26.3</u>	<u>35.4</u>	<u>27.8</u>
Total	100.1	99.9	99.9	99.9	100.1	100.0	100.1	100.1
Female Members								
Some college or less	8.9	7.0	23.4	14.2	2.3	6.3	11.8	8.2
Assoc/Jr/Technical	2.3	6.3	2.5	4.1	2.0	4.6	4.6	4.1
Bachelor's degree	29.7	25.0	23.0	24.9	40.1	26.4	33.5	31.6
Some Graduate School	21.4	17.2	19.2	18.9	12.2	18.7	13.0	15.2
MA degree	25.4	28.0	21.1	24.6	31.3	31.3	24.4	28.4
Doctoral/Prof Degree	<u>12.2</u>	<u>16.6</u>	<u>10.7</u>	<u>13.3</u>	<u>12.1</u>	<u>12.6</u>	<u>12.8</u>	<u>12.5</u>
Total	99.9	100.1	99.9	100.0	100.0	99.9	100.1	100.0

Table 5
Major Activities of C-H, NDM Members: Age and Gender, 1999
(In Percent)

Major Activity	1999					
	Age Group					Total
	Under 41	41-50	51-60	61-70	Over 71	
Male Members						
Working full-time	92.2	91.8	77.9	47.4	24.8	67.2
Working part time	2.0	4.3	7.0	19.9	18.9	10.5
Other*	<u>5.9</u>	<u>3.8</u>	<u>15.1</u>	<u>32.8</u>	<u>56.3</u>	<u>22.3</u>
Total	100.1	99.9	100.0	100.1	100.0	100.0
Female Members						
Working full-time	81.8	71.1	62.8	29.6	10.2	46.6
Working part time	8.2	16.5	18.1	23.8	18.2	17.6
Other*	<u>10.0</u>	<u>12.4</u>	<u>19.1</u>	<u>46.6</u>	<u>71.6</u>	<u>35.7</u>
Total	100.0	100.0	100.0	100.0	100.0	99.9

*Other: includes Retired, Student, and Homemaker.

Table 6
Demographic Characteristics of C-H, NDM Households: Totals, 1999 Membership Groups and Tenure
(In Percent)

			1999 Membership Group				1999 Membership Tenure		
Member Characteristics	Total 1992	Total 1999	Individual	Family/Dual	Contributing	Upper Tiers	0 to 2 years	3 to 10 years	Over 10 years
Marital Status									
Single	28.7	33.4	47.9	1.1	27.3	12.7	44.0	27.2	27.7
Married	47.3	40.6	14.4	98.1	55.9	66.6	35.4	44.8	40.7
Separated/Divorced	12.2	12.4	16.9	0.5	10.1	12.5	13.0	14.2	10.3
Widowed	<u>11.9</u>	<u>13.5</u>	<u>20.8</u>	<u>0.3</u>	<u>6.6</u>	<u>8.2</u>	<u>7.7</u>	<u>13.8</u>	<u>21.3</u>
Total	100.1	99.9	100.0	100.0	99.9	100.0	100.1	100.0	100.0
Number in Household									
One	44.6	51.4	74.0	0.0	39.3	29.3	55.4	49.0	50.6
Two	37.6	39.9	21.5	79.3	51.3	58.3	35.7	40.9	42.6
Three	9.3	5.4	3.0	12.4	6.5	4.0	4.6	6.6	5.0
Four or more	<u>8.6</u>	<u>3.3</u>	<u>1.5</u>	<u>8.4</u>	<u>2.9</u>	<u>8.4</u>	<u>4.4</u>	<u>3.5</u>	<u>1.8</u>
Total	100.1	100.0	100.0	100.1	100.0	100.0	100.1	100.0	100.0
Cultural/Racial/Ethnic Identity									
Minority	4.1	7.3	6.9	8.5	8.7	2.7	9.2	8.0	4.3
African American	1.8	0.8	1.2	0.4	0.4	0.0	1.0	1.4	0.0
Asian	1.3	2.0	1.8	2.4	2.8	0.0	3.6	1.2	1.0
American Indian/Ak Native	0.2	0.1	0.0	0.3	0.0	0.0	0.1	0.0	0.0
Latino/Hispanic	0.8	1.0	1.3	0.2	1.2	0.0	1.5	1.4	0.0
Other Minorities	0.0								
Multiple	na	3.4	2.6	5.2	4.3	2.7	3.0	4.0	3.3
White	94.9	92.7	93.2	91.2	91.4	97.3	90.8	91.9	95.7
Unclassified/Other	<u>1.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.2</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.1</u>	<u>0.0</u>
Total	100.0	100.0	100.1	99.9	100.1	100.0	100.0	100.0	100.0

(cont.)

Table 6 (continued)
Demographic Characteristics of C-H, NDM Households: Totals, 1999 Membership Groups and Tenure
(In Percent)

		1999 Membership Group						1999 Membership Tenure		
Member Characteristics	Total 1992	Total 1999	Individual	Family/Dual	Contributing	Upper Tiers	0 to 2 years	3 to 10 years	Over 10 years	
Annual Household Income*										
<u>1992 categories</u>		<u>1999 categories</u>								
Under \$20,000	2.3	\$25,000 or less 2.8	5.1	0.0	0.0	0.0	3.2	2.2	3.0	
\$20,000-\$40,000	11.1	\$25,001-\$50,000 16.5	23.0	2.9	13.8	0.0	19.8	10.6	18.4	
\$40,001-\$60,000	18.4	\$50,001-\$75,000 19.4	26.9	7.9	13.1	5.3	21.5	18.8	16.7	
\$60,001-\$75,000	11.3	\$75,001-\$100,000 15.5	15.6	16.4	15.2	13.2	15.7	13.1	18.2	
\$75,001-\$100,000	15.2	\$100,001-\$150,000 16.9	14.0	23.9	19.3	16.1	16.5	19.0	15.6	
Over \$100,000	<u>41.7</u>	\$150,001-\$250,000 11.9	9.8	19.1	10.0	19.7	12.2	14.3	8.4	
		Over \$250,000 <u>17.1</u>	<u>5.6</u>	<u>29.8</u>	<u>28.6</u>	<u>45.7</u>	<u>11.0</u>	<u>22.0</u>	<u>19.7</u>	
Total	100.0	100.1	100.0	100.0	100.0	100.0	99.9	100.0	100.0	
Residence										
Manhattan	60.5	64.2	64.4	53.7	70.8	68.5	64.7	64.4	63.8	
<i>Upper Manhattan</i>		6.0	6.3	5.4	6.5	3.1	5.7	6.3	6.2	
<i>Central Manhattan</i>		41.0	38.2	38.6	46.6	54.6	36.8	41.9	45.5	
<i>Lower Manhattan</i>		17.2	19.9	9.7	17.7	10.8	22.2	16.2	12.1	
Other NYC Boroughs	16.1	8.8	10.4	6.7	7.8	2.6	10.9	7.8	7.5	
<i>Bronx</i>		0.9	1.2	0.2	0.8	0.0	1.4	0.7	0.3	
<i>Brooklyn</i>		4.8	5.4	4.6	4.3	0.0	6.7	3.8	3.7	
<i>Queens</i>		2.8	3.3	1.6	2.7	2.6	2.2	3.0	3.5	
<i>Staten Island</i>		0.3	0.5	0.3	0.0	0.0	0.6	0.3	0.0	
NYC Suburbs (CT, NJ, NY)	16.1	16.5	14.6	27.0	13.4	15.6	11.3	18.6	20.0	
Other States	7.4	10.5	10.7	12.6	8.0	13.1	13.2	9.2	8.5	
<i>Other Atlantic States</i>		7.0	7.5	9.7	3.7	6.9	9.5	4.5	6.2	
<i>Other US locations</i>		<u>3.5</u>	<u>3.2</u>	<u>2.9</u>	<u>4.3</u>	<u>6.2</u>	<u>3.7</u>	<u>4.7</u>	<u>2.3</u>	
Total	100.1	100.0	100.1	100.0	100.0	99.8	100.1	100.0	99.8	

*The 1992 and 1999 surveys presented different racial identification and income categories.

Table 7
Demographic Characteristics of C-H, NDM Households: Married and Not Married, Totals and 1999 Membership Groups and Tenure
(In Percent)

Household Characteristics	Total 1992	Total 1999	1999 Membership Group				1999 Membership Tenure		
			Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Married									
Number in Household									
One	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Two	65.5	83.0	84.9	79.4	86.4	81.4	82.1	81.5	85.5
Three	16.6	10.6	13.7	12.0	8.5	6.1	11.1	10.7	10.1
Four or more	<u>15.5</u>	<u>6.5</u>	<u>1.4</u>	<u>8.5</u>	<u>5.2</u>	<u>12.5</u>	<u>6.8</u>	<u>7.8</u>	<u>4.4</u>
Total	100.0	100.1	100.0	99.9	100.1	100.0	100.0	100.0	100.0
Cultural/Racial/Ethnic Identity									
Minority	2.5	8.2	14.2	8.3	6.1	2.0	13.2	6.4	5.1
White	97.1	91.8	85.9	91.3	93.9	98.0	86.8	93.3	94.8
Unclassified/Other	<u>0.4</u>	<u>0.1</u>	<u>0.0</u>	<u>0.2</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.3</u>	<u>0.0</u>
Total	100.0	100.1	100.1	99.8	100.0	100.0	100.0	100.0	99.9
Not Married									
Number in Household									
One	81.1	86.1	85.9	0.0	89.1	87.7	85.6	88.1	84.8
Two	13.3	10.8	11.3	70.0	6.8	12.3	10.3	8.6	13.6
Three	3.0	1.9	1.3	30.0	4.1	0.0	1.0	3.3	1.6
Four or more	<u>2.7</u>	<u>1.2</u>	<u>1.5</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>3.0</u>	<u>0.0</u>	<u>0.0</u>
Total	100.1	100.0	100.0	100.0	100.0	100.0	99.9	100.0	100.0
Cultural/Racial/Ethnic Identity									
Minority	5.6	6.7	5.7	16.0	11.9	4.1	7.0	9.1	3.7
White	93.1	93.4	94.3	84.0	88.1	95.9	93.0	90.8	96.3
Unclassified/Other	<u>1.3</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>
Total	100.0	100.1	100.0	100.0	100.0	100.0	100.0	99.9	100.0

(cont.)

Table 7 (continued)
Demographic Characteristics of C-H, NDM Households: Married and Not Married, Totals and 1999 Membership Groups and Tenure
(In Percent)

Household Characteristics	Total 1992	Total 1999	1999 Membership Group					1999 Membership Tenure		
			Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years	
Married										
Annual Household Income										
<u>1992 Categories</u>		<u>1999 Categories</u>								
Under \$20,000	0.2	Under \$25,000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
\$20,000-\$40,000	1.6	\$250,000-\$50,000	10.2	2.3	5.4	0.0	7.8	1.2	4.3	
\$40,001-\$60,000	10.0	\$50,001-\$75,000	23.0	8.0	4.9	0.0	9.9	5.8	9.7	
\$60,001-\$75,000	5.1	\$75,001-\$100,000	13.6	15.5	16.4	11.9	4.6	16.9	10.0	14.4
\$75,001-\$100,000	16.9	\$100,001-\$150,000	19.8	16.2	23.5	19.6	12.5	19.1	22.7	18.6
Over \$100,000	<u>66.2</u>	\$150,001-\$250,000	19.7	26.9	19.6	15.4	21.3	22.1	21.8	14.0
		Over \$250,000	<u>33.4</u>	<u>8.2</u>	<u>30.2</u>	<u>42.9</u>	<u>61.6</u>	<u>24.2</u>	<u>38.5</u>	<u>39.0</u>
Total	100.0	Total	99.9	100.0	100.0	100.1	100.0	100.0	100.0	100.0
Not Married										
Annual Household Income										
<u>1992 Categories</u>		<u>1999 Categories</u>								
Under \$20,000	4.1	Under \$25,000	4.6	5.9	0.0	0.0	0.0	4.9	3.9	5.1
\$20,000-\$40,000	19.2	\$250,000-\$50,000	24.0	25.0	27.8	24.5	0.0	25.9	18.0	28.0
\$40,001-\$60,000	26.0	\$50,001-\$75,000	26.2	27.5	0.0	23.5	15.1	27.5	28.9	21.4
\$60,001-\$75,000	16.6	\$75,001-\$100,000	16.7	15.6	15.0	19.4	28.8	15.0	15.5	20.8
\$75,001-\$100,000	13.0	\$100,001-\$150,000	15.0	13.7	44.4	19.0	22.5	15.2	16.0	13.5
Over \$100,000	<u>21.0</u>	\$150,001-\$250,000	6.8	7.2	0.0	3.1	16.6	7.2	8.4	4.6
		Over \$250,000	<u>6.5</u>	<u>5.2</u>	<u>12.8</u>	<u>10.5</u>	<u>16.9</u>	<u>4.2</u>	<u>9.2</u>	<u>6.6</u>
Total	99.9	Total	99.8	100.1	100.0	100.0	99.9	99.9	99.9	100.0
* 11.7% chose not to answer										

* 11.7% chose not to answer

(cont.)

Table 7 (continued)
Demographic Characteristics of C-H, NDM Households: Married and Not Married, Totals and 1999 Membership Groups and Tenure
(In Percent)

			1999 Membership Group						1999 Membership Tenure		
Household Characteristics	Total 1992	Total 1999	Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years		
Married											
Residence*											
Manhattan	54.1	57.3	56.9	53.1	60.1	70.8	56.8	57.1	60.2		
Upper Manhattan		5.0	3.9	5.0	5.6	4.8	6.6	4.0	4.8		
Central Manhattan		40.4	31.5	38.5	43.1	60.8	35.6	43.3	44.3		
Lower Manhattan		11.9	21.5	9.6	11.4	5.2	14.6	9.8	11.1		
Other NYC Boroughs	7.5	7.6	11.7	6.4	8.7	0.0	12.0	4.9	6.1		
Bronx		0.5	2.3	0.2	0.0	0.0	1.3	0.2	0.0		
Brooklyn		5.4	5.8	4.6	7.6	0.0	8.4	3.0	5.2		
Queens		0.9	0.0	1.3	1.1	0.0	0.7	1.0	0.9		
Staten Island		0.8	3.6	0.3	0.0	0.0	1.6	0.7	0.0		
NYC Suburbs (CT, NJ, NY)	32.9	21.0	8.5	27.6	19.9	18.5	12.7	25.5	22.5		
Other States	5.5	14.2	22.9	12.9	11.3	10.6	18.4	12.4	11.2		
Other Atlantic States		9.6	15.4	9.9	5.8	8.2	14.2	5.4	8.8		
Other US locations		4.6	7.5	3.0	5.5	2.4	4.2	7.0	2.4		
Total	100.0	100.1	100.0	100.0	100.0	99.9	99.9	99.9	100.0		
Not Married											
Residence											
Manhattan	66.3	68.9	65.6	84.9	84.8	64.6	69.0	70.2	66.3		
Upper Manhattan		6.7	6.7	26.1	7.6	0.0	5.3	8.2	7.2		
Central Manhattan		41.4	39.3	42.8	51.3	43.2	37.4	40.8	46.3		
Lower Manhattan		20.8	19.6	16.0	25.9	21.4	26.3	21.2	12.8		
Other NYC Boroughs	13.7	9.6	10.2	15.0	6.6	7.4	10.2	10.0	8.6		
Bronx		1.1	1.0	0.0	1.8	0.0	1.4	1.1	0.6		
Brooklyn		4.4	5.4	0.0	0.0	0.0	5.7	4.4	2.8		
Queens		4.1	3.8	15.0	4.8	7.4	3.1	4.5	5.2		
Staten Island		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
NYC Suburbs (CT, NJ, NY)	15.4	13.5	15.6	0.0	5.1	10.2	10.5	13.1	18.3		
Other States	4.6	8.0	8.7	0.0	3.6	17.8	10.2	6.6	6.8		
Other Atlantic States		5.2	6.2	0.0	0.9	4.4	6.8	3.8	4.6		
Other US locations		2.8	2.5	0.0	2.7	13.4	3.4	2.8	2.2		
Total	100.0	100.0	100.1	99.9	100.1	100.0	99.9	99.9	100.0		

* See note regarding 1992 residence in Table 6.

Table 8
Major Activity Patterns of C-H, NDM Member Households:
Marital Status, 1992 and 1999*
(In Percent)

<u>Major Activity Pattern</u>	<u>Total</u> <u>1992</u>	<u>Total</u> <u>1999</u>
<u>Married</u>		
Both working full-time	31.0	39.3
One working full-time/one working part-time*	19.4	17.9
One working full-time/one not in the labor force	23.3	18.2
Both working part-time*	2.4	3.4
One working part-time/one not in the labor force**	6.5	3.5
Both not in the labor force	<u>17.4</u>	<u>17.8</u>
Total	100.0	100.1
<u>Non-Married</u>		
Working full-time	50.7	52.6
Working part-time	10.1	14.0
Not in labor force	<u>39.0</u>	<u>33.4</u>
Total	99.8	100.0

*Includes both individuals who indicated working only part-time as well as those who are working part-time after retirement.(1992)

** "Not in the labor force" includes Retired, Student, and Homemaker.

Table 9
Ages of Children in C-H, NDM Member Households, 1999*
(In Percent)

<u>1999 Age Group</u>	<u>1992</u>	<u>1999</u>
Under 4	na	1.6
4 to 8	na	2.3
9 to 12	na	1.1
13 to 15	na	2.3
16 to 21	na	2.8
No children	na	91.8

*Totals add to more than 100% as respondents could select more than one response.

Table 10
Months/Year Spent in New York by C-H, NDM Member Households
Living in NYC: 1999 Membership Groups & Tenure* / **
(In Percent)

Months per Year	Total 1999	<u>1999 Membership Group</u>			
		Individual	Family/Dual	Contributing	Upper Tiers
12 months	60.7	67.7	55.8	51.4	41.6
9 to 11 months	32.6	28.1	35.3	40.6	36.9
6 to 8 months	4.2	2.9	7.2	4.3	10.5
Less than 6 months	<u>2.5</u>	<u>1.3</u>	<u>1.6</u>	<u>3.7</u>	<u>11.1</u>
Total	100.0	100.0	99.9	100.0	100.1

Months per Year	Total 1999	<u>1999 Membership Tenure</u>		
		0 to 2 years	3 to 10 years	Over 10 years
12 months	60.7	61.9	61.7	57.2
9 to 11 months	32.6	32.0	31.6	35.1
6 to 8 months	4.2	3.3	4.8	5.0
Less than 6 months	<u>2.5</u>	<u>2.8</u>	<u>1.9</u>	<u>2.7</u>
Total	100.0	100.0	100.0	100.0

*Not asked in 1992.

** Restricted to individuals living in the five NYC Boroughs.

Table 11

Length of Time Household Has Belonged to C-H, NDM: 1999 Membership Groups and Tenure
(In Percent)

Length of time	Total 1999	<u>1999 Membership Group</u>			
		Individual	Family/Dual	Contributing	Upper Tiers
2 years or less	37.6	40.0	35.3	36.9	23.3
3 to 10 years	33.0	29.9	37.8	35.4	40.0
More than 10 years	<u>29.5</u>	<u>30.1</u>	<u>26.9</u>	<u>27.7</u>	<u>36.7</u>
Total	100.1	100.0	100.0	100.0	100.0

Table 11A

Length of Time Household Has Belonged to C-H, NDM: 1999 Residence
(In Percent)

Length of time	Total 1999	<u>Residence</u>				
		Central Manhattan	Lower Manhattan	Other NYC	NYC Suburbs	Other U.S.
2 years or less	37.6	33.8	48.5	41.8	26.2	47.3
3 to 10 years	33.0	33.5	30.8	30.9	37.5	28.7
More than 10 years	<u>29.5</u>	<u>32.7</u>	<u>20.7</u>	<u>27.2</u>	<u>36.2</u>	<u>24.0</u>
Total	100.1	100.0	100.0	99.9	99.9	100.0

Table 12
Ever Changed C-H, NDM Membership Level: Total, 1999 Membership Groups and Tenure*
(In Percent)

Changed Level	Total 1999	<u>1999 Membership Group</u>				<u>1999 Membership Tenure</u>		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Yes - to more expensive level	19.4	4.1	6.7	56.7	53.9	7.2	27.5	24.5
Yes - to less expensive level	9.4	13.0	8.7	0.7	11.5	4.4	9.6	16.1
No - Never changed level	<u>71.2</u>	<u>82.8</u>	<u>84.6</u>	<u>42.6</u>	<u>34.5</u>	<u>88.4</u>	<u>62.9</u>	<u>59.4</u>
Total	100.0	99.9	100.0	100.0	99.9	100.0	100.0	100.0

*Not asked in 1992.

Table 13
Reason for Household Changing Membership Level: Total, 1999 Membership Groups and Tenure
(In Percent)

Reason	Total 1999	1999 Membership Group				1999 Membership Tenure		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Household								
Did not change level	71.2	82.8	84.6	42.6	34.5	88.4	62.9	59.4
Changed to More Expensive Level*								
To get additional benefits	52.2	46.8	41.4	56.9	42.8	70.2	45.7	52.2
Household financial circumstances	24.2	19.3	10.9	24.8	30.2	7.4	32.8	21.0
Household size/composition change	13.4	28.6	40.3	11.0	2.7	15.5	8.8	20.6
Dissatisfied with/ did not use benefits	0.7	0.0	3.6	0.0	2.7	0.0	1.5	0.0
To support museum (volunteered)	<u>9.5</u>	<u>5.3</u>	<u>3.7</u>	<u>7.4</u>	<u>21.7</u>	<u>7.0</u>	<u>11.2</u>	<u>6.2</u>
Total	100.0	100.0	99.9	100.1	100.1	100.1	100.0	100.0
Changed to Less Expensive Level**								
Household financial circumstances	42.7	44.5	46.9	46.5	12.4	63.9	47.6	31.6
Household size/composition change	27.0	30.8	16.8	0.0	14.0	10.7	17.5	39.3
Dissatisfied with/ did not use benefits	26.4	21.5	33.2	53.5	60.3	25.4	28.3	25.6
To support museum (volunteered)	<u>3.8</u>	<u>3.3</u>	<u>2.9</u>	<u>0.0</u>	<u>13.2</u>	<u>0.0</u>	<u>6.6</u>	<u>3.5</u>
Total	99.9	100.1	99.8	100.0	99.9	100.0	100.0	100.0

*19.4% of households changed to a more expensive level

**9.4% of households changed to a less expensive level

Table 14
Satisfaction With C-H, NDM Membership: Total, 1999 Membership Groups and Tenure*
(In Percent)

Satisfaction	Total 1999	1999 Membership Group				1999 Membership Tenure		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Most valuable museum membership	3.5	3.2	3.9	4.2	2.7	3.1	3.8	4.0
Delighted	16.0	14.6	13.9	20.0	19.7	14.8	16.3	16.5
Fully satisfied	33.2	35.2	36.0	24.7	40.0	28.4	35.3	36.9
Satisfied	35.7	34.2	36.9	39.5	28.9	37.5	36.0	33.7
Somewhat dissatisfied	9.9	10.9	7.4	9.9	8.8	13.5	7.6	7.5
Very dissatisfied	1.7	1.8	1.8	1.6	0.0	2.7	0.9	1.3
Total	100.0	99.9	99.9	99.9	100.1	100.0	99.9	99.9

*Not asked in 1992.

Table 15
Satisfaction With C-H, NDM Membership and Type of Written Comment: 1999
(In Percent)

Satisfaction	Nature of Written Comment				No Comment	Total
	Positive	Negative	General	Total with Comments		
Most valuable museum membership	36.7	1.1	11.7	49.5	50.6	100.1
Delighted	21.1	1.1	12.4	34.6	65.5	100.1
Fully satisfied	11.5	5.0	13.1	29.6	70.4	100.0
Satisfied	6.0	11.2	16.5	33.7	66.4	100.1
Somewhat dissatisfied	0.4	38.1	19.1	57.6	42.4	100.0
Very dissatisfied	0.0	75.0	0.0	75.0	25.0	100.0

*Data from 1992 are not available.

Table 16
Cultural Organization Memberships and Subscriptions: Total, 1999 Membership Groups and Tenure*
(In Percent)**

Cultural Organizations	Total 1999	<u>1999 Membership Group</u>				<u>1999 Membership Tenure</u>		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
<u>Museums</u> (79.5% of households)								
Metropolitan Museum of Art	55.8	51.3	58.3	60.3	78.4	37.5	60.4	74.0
Museum of Modern Art	42.9	36.9	44.5	51.1	65.8	35.4	47.4	47.7
Solomon Guggenheim Museum of A	19.3	14.7	19.8	25.0	41.6	16.2	22.4	20.2
Whitney Museum of American Art	15.5	11.2	15.2	21.4	34.7	11.9	18.2	16.7
The Jewish Museum	12.2	10.4	12.7	14.4	20.9	6.4	14.8	16.6
J. P. Morgan Library	9.9	9.7	10.0	9.5	12.2	5.9	9.1	15.6
American Craft Museum	8.1	6.4	11.5	7.8	15.6	5.9	11.8	6.6
International Center of Photography	7.9	5.8	9.6	9.0	19.5	7.3	8.9	7.4
The Frick Collection	6.4	4.5	4.2	10.6	15.3	7.6	5.5	6.0
Other Museums	<u>34.4</u>	<u>34.8</u>	<u>31.2</u>	<u>33.8</u>	<u>39.7</u>	<u>28.8</u>	<u>31.2</u>	<u>45.5</u>
<u>Cultural Organizations</u> (47.9% of households)								
Metropolitan Opera	18.9	15.7	16.8	26.5	26.3	13.2	17.6	27.8
New York City Ballet	15.5	14.2	15.2	17.7	22.4	9.0	19.1	19.5
New York Philharmonic	13.4	11.2	12.8	17.5	20.8	9.2	13.1	19.2
New York City Opera	9.9	9.2	8.7	12.3	11.5	7.3	9.3	13.2
Brooklyn Academy of Music	9.6	7.5	12.0	11.9	12.4	7.7	9.5	11.7
Other Organizations	<u>21.0</u>	<u>22.5</u>	<u>15.9</u>	<u>23.0</u>	<u>15.0</u>	<u>16.1</u>	<u>20.6</u>	<u>28.8</u>

*Not asked in 1992.

** Total percentages add to more than 100% because respondents could check more than one.

Table 16 (continued)
Number of Other Cultural Organization Memberships and Subscriptions: Total, 1999 Membership Groups and Tenure*
(In Percent)

		1999 Membership Group				1999 Membership Tenure		
Number of Cultural Organizations	Total 1999	Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
<u>Museums</u>								
None	20.5	26.4	18.0	10.2	8.3	29.9	17.0	11.7
One	24.8	23.2	27.2	28.4	16.2	27.1	25.5	21.1
Two	19.4	21.0	18.8	18.4	12.6	18.1	18.2	22.5
Three	14.9	13.6	14.7	18.1	15.7	11.5	15.6	19.3
Four or more	<u>20.4</u>	<u>15.8</u>	<u>21.3</u>	<u>24.9</u>	<u>47.2</u>	<u>13.4</u>	<u>23.7</u>	<u>25.4</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Cultural Organizations</u>								
None	52.1	56.5	50.2	43.1	47.4	63.3	48.4	41.3
One	25.6	24.4	27.2	25.7	23.6	23.2	29.4	25.1
Two	10.6	9.5	12.5	13.7	9.5	6.1	10.8	16.5
Three or more	<u>11.6</u>	<u>9.6</u>	<u>10.1</u>	<u>17.5</u>	<u>19.5</u>	<u>7.4</u>	<u>11.4</u>	<u>17.1</u>
Total	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*Not asked in 1992.

Table 16 (continued)
Other Cultural Organization Memberships and Subscriptions: 1999 Total and Residence*
(In Percent)

	Total	Residence				
Cultural Organizations	1999	Other NYC	Central Manhattan	Lower Manhattan	NYC Suburbs	Other US
<u>Museums</u>						
American Craft Museum	8.1	5.2	8.5	9.3	7.6	7.9
International Center of Photography	7.9	4.4	10.8	8.6	6.0	3.3
J. P. Morgan Library	9.9	3.7	14.6	8.4	8.3	2.4
Metropolitan Museum of Art	55.8	42.6	71.4	44.8	54.7	33.2
Museum of Modern Art	42.9	35.4	53.8	43.7	35.5	21.2
Solomon Guggenheim Museum of A	19.3	12.6	26.9	20.8	9.3	7.9
Whitney Museum of American Art	15.5	10.1	21.6	12.0	10.1	8.4
The Frick Collection	6.4	1.7	12.4	3.8	2.2	0.0
The Jewish Museum	12.2	6.9	17.6	8.5	13.8	3.9
Other Museums	<u>34.4</u>	<u>47.3</u>	<u>29.6</u>	<u>28.2</u>	<u>32.0</u>	<u>53.2</u>
<u>Cultural Organizations</u>						
Brooklyn Academy of Music	9.6	14.7	11.9	8.4	5.7	1.2
Metropolitan Opera	18.9	18.6	24.5	18.1	15.0	5.0
New York City Ballet	15.5	12.1	21.0	16.0	13.8	0.0
New York City Opera	9.9	9.5	11.8	11.7	8.0	1.8
New York Philharmonic	13.4	9.9	21.2	9.2	8.4	0.8
Other Organizations	<u>21.0</u>	<u>26.7</u>	<u>21.9</u>	<u>21.4</u>	<u>21.0</u>	<u>14.1</u>

*Not asked in 1992.

Table 17
Membership Benefits - Importance and Use in Last Year: Total, 1999 Membership Groups and Tenure*
(In Percent)

Membership Benefits	Total 1999	1999 Membership Group				1999 Membership Tenure		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Free admission passes								
Important & Used	59.5	56.2	63.2	68.3	49.8	61.6	60.9	55.4
Important & Not Used	17.0	20.7	12.5	10.0	21.6	21.8	15.2	13.6
Not Important & Used	2.3	2.0	2.9	2.6	2.9	0.8	2.1	4.6
Not Important & Not Used	<u>21.1</u>	<u>21.2</u>	<u>21.4</u>	<u>19.1</u>	<u>25.6</u>	<u>15.8</u>	<u>21.8</u>	<u>26.4</u>
Total	99.9	100.1	100.0	100.0	99.9	100.0	100.0	100.0
Member previews of exhibitions								
Important & Used	48.2	41.8	42.8	66.8	56.0	55.6	47.9	40.4
Important & Not Used	21.2	23.2	22.8	16.3	16.5	25.8	17.9	19.5
Not Important & Used	2.0	2.5	1.8	0.4	4.3	0.8	2.5	2.9
Not Important & Not Used	<u>28.6</u>	<u>32.4</u>	<u>32.6</u>	<u>16.5</u>	<u>23.2</u>	<u>17.9</u>	<u>31.6</u>	<u>37.3</u>
Total	100.0	99.9	100.0	100.0	100.0	100.1	99.9	100.1
Annual Members' Garden Party								
Important & Used	25.5	21.5	17.6	38.8	35.9	23.9	26.8	26.2
Important & Not Used	18.1	19.4	16.8	17.2	14.0	26.2	13.7	12.9
Not Important & Used	3.6	3.5	4.5	3.3	2.7	2.9	3.4	4.5
Not Important & Not Used	<u>52.7</u>	<u>55.6</u>	<u>61.0</u>	<u>40.6</u>	<u>47.4</u>	<u>47.0</u>	<u>56.1</u>	<u>56.4</u>
Total	100.0	100.0	99.9	99.9	100.0	100.0	100.0	100.0
Travel and study tour								
Important & Used	5.8	4.6	6.9	5.8	12.2	5.3	5.6	5.9
Important & Not Used	23.7	26.2	17.1	21.0	27.0	24.7	23.7	22.1
Not Important & Used	0.3	0.4	0.2	0.4	0.0	0.5	0.4	0.0
Not Important & Not Used	<u>70.3</u>	<u>68.9</u>	<u>75.8</u>	<u>72.8</u>	<u>60.7</u>	<u>69.5</u>	<u>70.4</u>	<u>72.0</u>
Total	100.1	100.1	100.0	100.0	99.9	100.0	100.1	100.0

*Not asked on 1992 survey.

Table 17 (continued)
Membership Benefits - Importance and Use in Last Year: Total, 1999 Membership Groups and Tenure*
(In Percent)

Membership Benefits	Total 1999	<u>1999 Membership Group</u>				<u>1999 Membership Tenure</u>		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
<i>Smithsonian</i> magazine subscription								
Important & Used	60.3	58.8	63.2	63.0	54.5	50.2	59.8	74.0
Important & Not Used	2.6	3.1	4.0	0.8	1.4	2.8	2.4	2.8
Not Important & Used	12.5	12.9	11.1	13.5	9.6	17.9	9.0	9.5
Not Important & Not Used	<u>24.6</u>	<u>25.2</u>	<u>21.7</u>	<u>22.8</u>	<u>34.5</u>	<u>29.1</u>	<u>28.8</u>	<u>13.8</u>
Total	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.1
Cooper-Hewitt Magazine subscription								
Important & Used	56.9	55.0	50.9	64.1	63.1	61.4	53.9	55.0
Important & Not Used	6.2	6.3	8.7	3.9	6.1	8.9	4.6	4.4
Not Important & Used	4.2	4.9	5.4	2.6	1.6	2.7	5.1	4.8
Not Important & Not Used	<u>32.7</u>	<u>33.8</u>	<u>35.0</u>	<u>29.5</u>	<u>29.3</u>	<u>27.0</u>	<u>36.4</u>	<u>35.8</u>
Total	100.0	100.0	100.0	100.1	100.1	100.0	100.0	100.0
Design Museum Shop discounts								
Important & Used	48.8	43.8	50.9	59.1	54.8	56.6	45.8	42.2
Important & Not Used	20.0	25.3	18.4	10.2	13.0	25.3	18.3	15.3
Not Important & Used	3.3	2.0	4.8	4.6	6.8	0.4	3.7	6.8
Not Important & Not Used	<u>27.9</u>	<u>29.0</u>	<u>25.9</u>	<u>26.0</u>	<u>25.3</u>	<u>17.7</u>	<u>32.2</u>	<u>35.7</u>
Total	100.0	100.1	100.0	99.9	99.9	100.0	100.0	100.0
Lecture and class discounts								
Important & Used	27.7	25.0	28.6	34.1	26.2	32.9	28.2	20.3
Important & Not Used	34.2	38.0	31.4	28.0	31.5	42.3	29.2	29.9
Not Important & Used	1.4	1.0	1.8	1.0	5.5	0.2	2.0	2.4
Not Important & Not Used	<u>36.8</u>	<u>36.0</u>	<u>38.2</u>	<u>36.8</u>	<u>36.9</u>	<u>24.6</u>	<u>40.6</u>	<u>47.4</u>
Total	100.1	100.0	100.0	99.9	100.1	100.0	100.0	100.0

*Not asked on 1992 survey.

Table 17 (continued)
Membership Benefits - Importance and Use in Last Year: Total, 1999 Membership Groups and Tenure*
(In Percent)

Membership Benefits	Total 1999	<u>1999 Membership Group</u>				<u>1999 Membership Tenure</u>		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Design Resource Center access								
Important & Used	15.3	11.6	14.4	23.1	21.6	21.8	11.8	10.3
Important & Not Used	33.0	35.1	32.5	28.7	34.3	41.6	31.1	24.2
Not Important & Used	0.7	0.9	0.5	0.4	0.0	0.5	1.0	0.5
Not Important & Not Used	<u>51.1</u>	<u>52.4</u>	<u>52.6</u>	<u>47.8</u>	<u>44.1</u>	<u>36.1</u>	<u>56.0</u>	<u>65.0</u>
Total	100.1	100.0	100.0	100.0	100.0	100.0	99.9	100.0
Annual Holiday Party invitation								
Important & Used	10.7	0.0	0.0	40.2	27.3	13.8	8.4	9.1
Important & Not Used	27.5	33.9	28.0	14.2	18.6	35.2	23.5	23.1
Not Important & Used	1.7	0.0	0.0	5.5	7.5	1.5	2.0	1.7
Not Important & Not Used	<u>60.0</u>	<u>66.1</u>	<u>72.0</u>	<u>40.1</u>	<u>46.6</u>	<u>49.4</u>	<u>66.2</u>	<u>66.1</u>
Total	99.9	100.0	100.0	100.0	100.0	99.9	100.1	100.0
Smithsonian Engagement Calendar								
Important & Used	8.1	0.0	0.0	30.0	21.8	10.4	6.1	7.6
Important & Not Used	9.5	11.8	12.1	3.5	3.1	12.8	7.7	7.7
Not Important & Used	3.4	0.0	0.0	10.6	16.3	2.1	4.3	3.2
Not Important & Not Used	<u>79.0</u>	<u>88.2</u>	<u>87.9</u>	<u>55.9</u>	<u>58.8</u>	<u>74.7</u>	<u>81.9</u>	<u>81.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reciprocal benefits at other museums								
Important & Used	13.6	0.0	0.0	51.2	33.8	17.1	11.7	11.5
Important & Not Used	43.2	52.8	54.3	17.0	24.0	51.7	44.1	31.4
Not Important & Used	0.6	0.0	0.0	2.1	2.8	0.0	1.2	0.9
Not Important & Not Used	<u>42.5</u>	<u>47.2</u>	<u>45.7</u>	<u>29.7</u>	<u>39.4</u>	<u>31.2</u>	<u>43.0</u>	<u>56.3</u>
Total	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.1

*Not asked on 1992 survey.

Table 17 (continued)
Membership Benefits - Importance and Use in Last Year: Total, 1999 Membership Groups and Tenure*
(In Percent)

Membership Benefits	Total 1999	<u>1999 Membership Group</u>				<u>1999 Membership Tenure</u>		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Visits or tours with curators								
Important & Used	20.9	16.1	17.1	29.6	42.0	25.7	18.4	17.4
Important & Not Used	34.9	36.8	34.0	33.1	30.5	39.4	34.2	30.8
Not Important & Used	0.6	0.9	0.8	0.0	0.0	0.7	0.5	0.8
Not Important & Not Used	<u>43.5</u>	<u>46.1</u>	<u>48.1</u>	<u>37.2</u>	<u>27.6</u>	<u>34.3</u>	<u>46.9</u>	<u>51.0</u>
Total	99.9	99.9	100.0	99.9	100.1	100.1	100.0	100.0
A museum publication								
Important & Used	30.8	29.1	29.1	34.0	41.0	40.5	25.3	24.8
Important & Not Used	15.2	15.8	20.0	10.8	13.9	15.4	16.3	13.7
Not Important & Used	1.4	0.8	1.0	3.1	2.8	0.5	2.3	1.4
Not Important & Not Used	<u>52.5</u>	<u>54.3</u>	<u>50.0</u>	<u>52.2</u>	<u>42.3</u>	<u>43.6</u>	<u>56.1</u>	<u>60.2</u>
Total	99.9	100.0	100.1	100.1	100.0	100.0	100.0	100.1

*Not asked on 1992 survey.

Table 18
Possible Future Membership Benefits -Effect on Membership Value: Total, 1999 Membership Groups and Tenure*
(In percents)

Possible Membership Benefits	Total 1999	1999 Membership Group				1999 Membership Tenure		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Flight mileage awards								
Greatly increase value	18.0	15.8	14.7	25.4	16.9	21.2	17.3	13.8
Somewhat increase value	24.1	22.5	25.2	27.1	26.5	26.9	24.4	20.7
Increase value very little	15.5	15.8	19.0	12.6	15.6	16.7	15.8	14.3
No added value	<u>42.4</u>	<u>45.9</u>	<u>41.1</u>	<u>34.8</u>	<u>40.9</u>	<u>35.2</u>	<u>42.5</u>	<u>51.3</u>
Total	100.0	100.0	100.0	99.9	99.9	100.0	100.0	100.1
Car rental discounts								
Greatly increase value	4.9	4.6	3.3	6.8	4.1	6.4	5.5	2.7
Somewhat increase value	11.6	9.1	14.4	16.5	8.7	15.2	9.7	8.9
Increase value very little	15.7	14.1	18.9	18.0	14.7	17.3	16.8	13.1
No added value	<u>67.7</u>	<u>72.2</u>	<u>63.4</u>	<u>58.7</u>	<u>72.5</u>	<u>61.0</u>	<u>67.9</u>	<u>75.4</u>
Total	99.9	100.0	100.0	100.0	100.0	99.9	99.9	100.1
Design magazine discounts								
Greatly increase value	16.5	16.8	16.6	16.7	14.2	25.7	14.1	7.8
Somewhat increase value	23.9	24.0	22.9	24.8	22.6	28.3	26.5	15.6
Increase value very little	14.6	13.6	15.4	18.0	8.6	13.0	14.6	17.1
No added value	<u>45.0</u>	<u>45.5</u>	<u>45.2</u>	<u>40.5</u>	<u>54.6</u>	<u>32.9</u>	<u>44.8</u>	<u>59.6</u>
Total	100.0	99.9	100.1	100.0	100.0	99.9	100.0	100.1
Hotel/restaurant discounts								
Greatly increase value	13.3	11.9	11.4	17.9	14.3	18.6	12.0	8.6
Somewhat increase value	28.9	28.3	30.1	32.0	20.1	32.3	28.2	25.2
Increase value very little	16.8	17.4	19.0	16.2	9.3	16.2	18.0	16.6
No added value	<u>40.9</u>	<u>42.3</u>	<u>39.4</u>	<u>33.9</u>	<u>56.3</u>	<u>32.8</u>	<u>41.9</u>	<u>49.6</u>
Total	99.9	99.9	99.9	100.0	100.0	99.9	100.1	100.0

*Not asked on 1992 survey.

Table 18 (continued)
Possible Future Membership Benefits -Effect on Membership Value: Total, 1999 Membership Groups and Tenure*
(In Percent)

Possible Membership Benefits	Total 1999	1999 Membership Group				1999 Membership Tenure		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Neighborhood business discounts								
Greatly increase value	12.5	12.4	12.3	13.8	9.8	17.4	11.5	7.8
Somewhat increase value	24.9	24.7	25.0	26.7	20.5	30.1	23.3	19.7
Increase value very little	20.7	20.2	24.0	19.0	23.3	18.5	22.1	22.7
No added value	<u>41.9</u>	<u>42.6</u>	<u>38.8</u>	<u>40.5</u>	<u>46.4</u>	<u>34.0</u>	<u>43.1</u>	<u>49.8</u>
Total	100.0	99.9	100.1	100.0	100.0	100.0	100.0	100.0
Programs for members' children (members with children)								
Greatly increase value	27.5	22.1	33.0	29.2	21.8	34.0	18.8	40.4
Somewhat increase value	20.1	11.8	30.6	20.0	11.0	14.8	27.0	13.2
Increase value very little	15.4	14.4	12.9	22.2	11.0	21.4	12.6	12.6
No added value	<u>37.0</u>	<u>51.7</u>	<u>23.5</u>	<u>28.6</u>	<u>56.3</u>	<u>29.9</u>	<u>41.7</u>	<u>33.7</u>
Total	100.0	100.0	100.0	100.0	100.1	100.1	100.1	99.9
Programs for members' children (all members)								
Greatly increase value	7.3	5.8	11.5	7.6	9.5	8.8	7.2	5.7
Somewhat increase value	11.1	7.9	16.5	13.4	15.4	12.0	12.6	8.8
Increase value very little	11.3	9.1	13.9	14.5	14.1	14.0	10.9	8.8
No added value	<u>70.2</u>	<u>77.2</u>	<u>58.1</u>	<u>64.5</u>	<u>61.0</u>	<u>65.2</u>	<u>69.4</u>	<u>76.7</u>
Total	99.9	100.0	100.0	100.0	100.0	100.0	100.1	100.0

Table 19
Level of Interest in Exhibition Subject Areas: Total, 1999 Membership Groups and Tenure*
(In Percent)

Subject Areas & Interest Level	Total 1999	<u>1999 Membership Group</u>				<u>1999 Membership Tenure</u>		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Antiques & historic objects								
Very high (9-10)	52.2	52.6	45.6	57.1	50.6	44.0	53.3	62.3
High (7-8)	19.9	17.9	21.8	24.1	17.2	21.8	18.0	18.3
Moderate (4-6)	19.2	21.4	20.9	12.6	17.6	23.8	18.3	14.3
Low (1-3)	<u>8.7</u>	<u>8.1</u>	<u>11.8</u>	<u>6.2</u>	<u>14.6</u>	<u>10.4</u>	<u>10.4</u>	<u>5.0</u>
Total	100.0	100.0	100.1	100.0	100.0	100.0	100.0	99.9
Mean interest level	7.8	7.8	7.5	8.3	7.5	7.4	7.8	8.4
Architecture & urban design								
Very high (9-10)	48.7	49.2	48.8	47.9	47.4	49.2	48.9	47.7
High (7-8)	25.7	24.0	25.2	28.5	34.7	29.8	25.9	21.4
Moderate (4-6)	15.1	15.9	17.1	13.7	8.2	10.2	15.9	19.8
Low (1-3)	<u>10.4</u>	<u>10.9</u>	<u>8.8</u>	<u>10.0</u>	<u>9.7</u>	<u>10.7</u>	<u>9.3</u>	<u>11.2</u>
Total	99.9	100.0	99.9	100.1	100.0	99.9	100.0	100.1
Mean interest level	7.7	7.6	7.8	7.8	7.8	7.8	7.7	7.5
Graphic design								
Very high (9-10)	30.3	32.7	33.2	26.2	17.2	39.7	24.3	24.7
High (7-8)	22.7	21.8	24.4	23.8	22.4	23.6	21.8	22.8
Moderate (4-6)	30.0	29.8	24.2	33.1	36.4	24.5	35.2	31.3
Low (1-3)	<u>17.0</u>	<u>15.7</u>	<u>18.0</u>	<u>17.0</u>	<u>23.9</u>	<u>12.2</u>	<u>18.8</u>	<u>21.1</u>
Total	100.0	100.0	99.8	100.1	99.9	100.0	100.1	99.9
Mean interest level	6.5	6.7	6.7	6.4	5.6	7.2	6.2	6.1

*Not asked on 1992 survey.

Table 19 (continued)
Level of Interest in Exhibition Subject Areas: Total, 1999 Membership Groups and Tenure*
(In Percent)

Subject Areas & Interest Level	Total 1999	<u>1999 Membership Group</u>				<u>1999 Membership Tenure</u>		
		Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Historic home & garden information								
Very high (9-10)	32.8	31.2	28.4	39.8	33.3	33.1	32.8	33.0
High (7-8)	24.4	24.9	23.3	21.1	34.8	25.4	22.5	25.0
Moderate (4-6)	26.2	27.5	25.8	25.4	18.1	26.9	27.3	23.3
Low (1-3)	<u>16.6</u>	<u>16.4</u>	<u>22.5</u>	<u>13.8</u>	<u>13.8</u>	<u>14.6</u>	<u>17.4</u>	<u>18.7</u>
Total	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0
Mean interest level	6.7	6.6	6.3	7.1	6.9	6.8	6.6	6.7
Product design								
Very high (9-10)	35.9	36.1	38.2	34.8	32.9	42.9	36.0	26.7
High (7-8)	23.4	21.5	22.3	26.0	30.8	24.2	22.6	23.0
Moderate (4-6)	23.6	24.6	23.1	23.0	19.3	19.8	25.9	25.7
Low (1-3)	<u>17.2</u>	<u>17.8</u>	<u>16.4</u>	<u>16.1</u>	<u>17.1</u>	<u>13.1</u>	<u>15.5</u>	<u>24.6</u>
Total	100.1	100.0	100.0	99.9	100.1	100.0	100.0	100.0
Mean interest level	6.8	6.7	6.9	6.8	6.7	7.3	6.8	6.1

*Not asked in 1992 survey.

Table 20
Aspects to Stress in Promoting C-H, NDM Membership: Totals, 1999 Membership Groups and Tenure*
(In Percent)

Aspect to Promote	Total 1992	Total 1999	<u>1999 Membership Group</u>				<u>1999 Membership Tenure</u>		
			Individual	Family/Dual	Contributing	Upper Level	0 to 2 years	3 to 10 years	Over 10 years
Supporting Museum programs & exhibitions	62.0	62.0	57.0	62.6	72.9	64.8	59.7	63.0	63.4
Supporting research & collections at the museum	24.5	53.9	51.1	55.5	58.6	59.4	46.1	57.6	60.7
Museum activity discounts & free admission	N/A	56.1	61.9	56.0	46.3	42.1	57.7	55.6	55.2
Receiving Museum publications & magazines	N/A	33.3	34.2	36.2	30.8	25.0	28.0	34.4	39.4
Supporting NDM outreach & activities in public interest	N/A	27.1	27.0	28.1	26.0	30.4	26.9	27.0	28.2
Design Museum Shop discounts	N/A	22.2	24.5	21.2	17.7	20.9	26.1	21.2	18.7
Becoming involved in the life of the Museum	N/A	12.8	12.3	11.6	13.9	17.4	16.7	12.2	8.8
Opportunity to meet members of the community	11.9	11.7	11.4	6.3	16.5	11.1	19.9	7.9	5.4

*Percentages add to more than 100% because respondents could select up to three aspects. The 1992 survey asked for two aspects. The 1992 survey also included "providing support for Cooper-Hewitt adult education programs," "providing support for Cooper-Hewitt child education programs," and benefits received by Members.

Table 21
Most Frequent Reference to C-H, NDM: Total, 1999 Membership Groups and Tenure*
(In Percent)

Most Frequent Reference	Total 1999	<u>1999 Membership Group</u>			
		Individual	Family/Dual	Contributing	Upper Tiers
Cooper-Hewitt	96.0	94.9	95.5	97.7	100.0
National Design Museum	<u>4.0</u>	<u>5.1</u>	<u>4.5</u>	<u>2.3</u>	<u>0.0</u>
Total	100.0	100.0	100.0	100.0	100.0

Most Frequent Reference	Total 1999	<u>1999 Membership Tenure</u>		
		0 to 2 years	3 to 10 years	Over 10 years
Cooper-Hewitt	96.0	92.9	96.2	99.5
National Design Museum	<u>4.0</u>	<u>7.1</u>	<u>3.8</u>	<u>0.5</u>
Total	100.0	100.0	100.0	100.0

*Not asked in 1992.

Appendix D.

Technical Information: Survey Design and Implementation

Introduction

This 1999 Cooper-Hewitt, National Design Museum Membership Study was designed by the Institutional Studies Office, working closely with C-H, NDM Membership Office. From our initial discussions, we all felt that we should replicate the 1992 Cooper-Hewitt, National Museum of Design, Membership Survey as closely as possible. We also wanted to be able to compare the new data with recent studies of the Contributing Membership Program and the Resident Associate Program. At the same time, we wanted to be responsive to new concerns and interests of C-H, NDM staff.

Sample Design and Response Rates

The data for the 1999 study were collected from a random sample of 1,830 C-H, NDM members as of December 1998. Effectively, the sample consisted of all Supporting, Sustaining, and Patron members; two-thirds of Individual, Senior Citizen, Student, Dual/Family, and Contributing members who joined since 1995; and half of all other members. Curator's Circle and Director's Circle members were excluded from the sample as were Out-of Town members and Complimentary members. This procedure paralleled the 1992 study sampling procedure. In 1999, data collection began in the middle of January so the study was defined as a survey of memberships that had been in effect for at least two-months at the time of data collection. Usable responses were received from 1,105 members or 60.4%.

Table 1A in Appendix C shows the distribution of the 1992 and 1999 membership by membership category, together with the percentage of survey respondents from each membership category. As of December 1998, C-H, NDM had 3082 member addresses on file in those categories.

In comparison to general mail surveys of memberships, the response rate for the present survey, 60.4%, is considered very respectable. This response rate was somewhat higher than 1992 (56.2%). It should be noted that, after the end of data collection, a few additional questionnaires were received. However, their inclusion would have, in no way, altered any of the results.

The sample selection procedures for this survey meant that, if everyone had responded, some responses would have represented more than one member household. In order to discuss the total household population, each questionnaire required a "weight." In addition, since not everyone responds to a survey, general survey procedures require weights to adjust for variations in response among different groups of the population, i.e., weights are developed to adjust for non-response. The end result of these adjustments allows us to discuss the population as a whole. To minimize, possible bias, we weighted the survey responses to match the distribution of membership categories,

length of membership, and residential areas based on ZIP code.

However, while weighting for non-response adjusts the data on known characteristics, e.g. membership type and residence, it cannot adjust for unknown characteristics that may differentiate between those who responded and those who did not. Thus, while it may be true that the characteristics, attitudes and behaviors of those who answered are the same as of those who did not, there is a possibility that some of their attitudes and behaviors are different. Consequently, some caution is warranted as in using all survey data.

Survey Administration

The 1999 survey was administered by a survey contractor, using questionnaires designed for computerized data entry.

On December 30, 1998, the contractor mailed a "It's In The Mail" postcard to the selected households alerting them to the survey and encouraging participation.

One week later, on January 8, 1999, the contractor mailed each sampled household a survey package containing: (1) an introductory cover letter signed by Diane Pilgrim, Director, C-H, NDM; (2) a questionnaire; and (3) a postage-paid envelope addressed to C-H, NDM.

One week later, the sampled households were sent a "Heads-Up" reminder card.

Returns were monitored closely and, after four weeks, C-H, NDM mailed a thank you gift to each sampled household. One week later, a second survey package, identical to the first except for the content of the enclosed letter was sent. Data collection officially ended on March 19, 1999, and all data entry was completed by April 9.

The Questionnaire

Contents. The questionnaire was based on a review of the 1992 questionnaire, new requirements defined by the C-H, NDM staff, and a need to coordinate this survey with two related effort, the 1997 Contributing Membership Program (CMP) Survey and the 1998 Resident Associate Program (RAP) Survey. A draft questionnaire, developed by ISO staff, was reviewed with C-H, NDM staff.

The final questionnaire, reproduced in Appendix A, consisted of two double pages, or four sides, divided into topical sections. In the first section, we asked seven questions about the scope of the household's membership in C-H, NDM, other cultural memberships, and satisfaction. The second section deals with household involvement with current benefits, possible additional benefits, and important aspects for institutional promotion. The third section includes questions about the respondent's (and spouse's, if appropriate) demographic background characteristics. The questionnaire concluded with a request for comments about C-H, NDM.