

**The Charter Membership of the  
National Museum of the American Indian**

**Results from the  
1999 Membership Survey**

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## Abstract

This is a study of the National Museum of the American Indian (NMAI) Membership Program, a program serving the Museum's constituency throughout the country. The results will guide the staff as it works to improve the program and serve its members more effectively. The report includes a profile of current members and their households, as well as their experience with and participation in NMAI and Smithsonian activities. The interest of members in current and potential membership benefits is also addressed. The discussion highlights differences among four categories of membership (Golden Prairie Circle, Riverbed Circle, Everglades Circle, and Upper Tiers).

The results clearly show that the National Museum of the American Indian Membership Program serves the needs of a well-defined segment of the population. In addition to traditional museum members with interests in art, the Museum has attracted a substantial number of member households, 17 percent, who report some American Indian ethnicity. Museum members are satisfied with the value of their membership, although only a minority takes advantage of membership benefits other than the highly valued *Native Peoples* magazine. The data suggest that the Museum needs to maintain a balance of advocacy, program activities and exhibitions to appeal to its diverse membership.



## Acknowledgments

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In the Institutional Studies Office (ISO), we would like to recognize the efforts of Patrick Warfield, who constructed a complex set of tables. The careful review and comments of Kerry DiGiacomo are appreciated.

Clearly, without the participation of about 2,800 NMAI members throughout the country, this study would not have been possible. Their participation in the survey is appreciated.

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Zahava D. Doering, Director  
Institutional Studies Office

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## Summary

This report describes the more than 55,000 households who were members of the National Museum of the American Indian (NMAI) Membership Program in December 1998. It is based on a survey conducted in Summer 1999, to which about 2,800 members responded (47% response rate).

### Interest-Based Segments

- The membership of NMAI can be divided into four segments based on their interest in aspects of Native American culture.
  - The largest membership segment is primarily interested in traditional aspects of culture, lifestyles and spiritual beliefs, but not art (Traditional, 38%).
  - Another quarter express interest in contemporary Native culture, but are not interested in art (Contemporary, 24%).
  - The remaining two segments are both interested in art. One segment is interested in traditional culture and art (24%) (Traditional Art), while the interests of the other are more in contemporary culture and art (Contemporary Art, 14%).
- Members of the two art-oriented segments are more likely to report visiting the Heye Center and other Smithsonian museums compared to those segments without an art interest. The Contemporary Art segment has the highest attendance.
- Traditional segment members (both art-oriented and those not oriented to art) are more interested in Native American early migration and society while Contemporary segment members express greater interest in Native American history since 1950. All segments are interested in 19<sup>th</sup> Century history.
- More than half of the members in all four segments expressed great satisfaction with *Native Peoples* magazine, one major benefit offered with NMAI membership. Art-oriented members are slightly less satisfied with the *NMAI Runner* newsletter, a benefit for Riverbed Circle members and higher level circles, compared to members of the Contemporary and Traditional segments. One-third of Contemporary (no art) members are "delighted" with the overall value of their NMAI membership (34%), more than the quarter of the members in other segments who are also delighted.
- Art-oriented members are more likely to support NMAI acquiring contemporary Native art and less likely to support, with their voluntary contributions, educational programs at the Mall museum and programs in Native communities compared to other members. Both Traditional segment members are more likely to support conserving Native artifacts compared to either of the Contemporary segment members.

## 1999 NMAI Demographic Comparisons

The NMAI membership is diverse,

- Slightly more NMAI members are women (53%),
- The membership is primarily White (91%),
- The households are moderately affluent (40% between \$50,000 and \$100,000 and 19% over \$100,000), and
- Few households have children living at home (14%).

However,

- One out of six reports some American Indian ethnicity (17%).
- Nine-tenths are married or living with a domestic partner (90%).
- The median age is about 58 years.
- Education levels are higher than the national average (70% with a bachelor's degree or more).

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

- About one-third of married households reported that both members were working full-time (35%).
- Another third reported that one member was working full-time and one was not in the labor force (18%) or working part-time (13%).
- In three-tenths of the 1999 households, neither spouse is working (28%).

However,

- the percentage of women working full-time (46%) is less than for men (57%).

## Membership Experience

- About two-fifths of 1999 households have belonged for more than 6 years (joined in 1993 or before).
- Seventy percent did not participate in any NMAI or Smithsonian activities during the past year. Eighteen percent did visit Smithsonian Mall museums and 12% visited the George Gustav Heye Center.
- More than half of NMAI households (53%) do not belong to any other American Indian museum nor to any other Smithsonian organization.
- From a list of possible (future) NMAI events, members expressed the most interest in Native art exhibitions (61%).

- All members express more interest in 19<sup>th</sup> Century North American history (48%) than in any other single aspect of Native American history. The history of early migration and society (42%) and contemporary history (since 1950) (37%) were ranked next in level of interest – although these two aspects appealed to different member segments.
- The member rating of current NMAI benefits was based on use and importance. Two benefits were mentioned by at least six out of ten members as being both important and used in the previous year:
  - (a) *Native Peoples* magazine (75%, used and important);
  - (b) *NMAI Runner* newsletter (62%, used and important among entitled members).
- Over half of NMAI members are “delighted” with *Native Peoples* magazine (54%). Less than three-tenths are “delighted” with other aspects of their membership:
  - (a) *NMAI Runner* (29%);
  - (b) Overall value of NMAI membership (28%);
  - (c) Updates and information about the Museum (21%); and
  - (d) Cost of membership (21%).
- The members felt that three aspects of NMAI are most important in promoting the program to potential members:
  - Helping redress the neglect of American Indian history and culture (88%);
  - *Native Peoples* magazine (71%); and
  - Supporting Smithsonian outreach and activities in the public interest (45%).
- More than two-fifths of NMAI members are willing to consider making a voluntary contribution to support NMAI, above and beyond membership dues (42%).
- The three foci of NMAI that were selected as recipients for additional support via voluntary contributions are:
  - (1) Conserving Native artifacts (61%);
  - (2) Programs in Native communities (51%); and
  - (3) Educational programs about Native American life at the Mall museum (37%).
- Over half of the NMAI members value their NMAI membership highly enough that they would renew, even if the only membership benefit were a periodic information bulletin (22% definitely and 37% probably). (As with all expressions of hypothetical behavior, this projection should be viewed with caution.)
- Nearly three-quarters of NMAI members read most of the articles in an average issue of *Native Peoples* magazine (71%). They are most satisfied with its design and appearance (48%).
- Over three-fifths of members (who are eligible to receive the *NMAI Runner*) read most of the articles in it (62%). Fewer than one-sixth of eligible members are “delighted” with the NMAI information in it (16%), the content of articles (15%), or design and appearance (11%).

- The majority of members who are eligible to receive both *Native Peoples* and *NMAI Runner* feel that *Native Peoples* is the more important publication of the two (70%).
- Three-eighths of members feel that the value of their NMAI membership would be increased by replacing *Native Peoples* with a new NMAI publication (38%). Only 11% feel that their membership would be less valuable. However, this expression of a hypothetical view assumes that the new publication would be of equal or greater quality.
- Half of NMAI households report that they have World Wide Web access at home (51%). About one-third do not have any Web access (35%). Of the member households with Web access, less than one-fifth (17%) have visited the NMAI Web site.
- Equal proportions of NMAI households (with Web access) either would like to receive e-mail announcements about NMAI activities (36%) or say that they would not like e-mail announcements (35%). A minority says that it would renew membership via secure e-mail (7% definitely and 18% probably).
- NMAI has an opportunity to enhance member affinity with NMAI through its programs in the new Mall museum and by producing a new high-quality publication that deals with the culture and history of American Indians.

The survey data show that the National Museum of the American Indian has a Charter membership that identifies strongly with the Museum's mission. Its members belong because they identify with a mission to redress the neglect of Native American history and culture. The membership is clearly "cause" driven. The NMAI membership is broad-based both in geography and in the demographic characteristics of its members. If the Museum is sensitive to its needs and interests, the membership can continue to provide generous financial support and encouragement to NMAI.





## I. Background and History

### Introduction

The 1999 Charter Membership Survey was conducted for the National Museum of the American Indian (NMAI). Collecting information from Charter members is part of an effort to improve and modify the programs, benefits, and services offered to individuals and households. The data will also assist NMAI as they plan programs for the Museum on the National Mall in Washington, DC.

Of 6,000 surveys mailed in June 1999, about 2,800 members (47%) responded to the questionnaire. They answered questions about their backgrounds, their participation and interest in various programs, and shared their general views of the membership program. Members also answered questions intended to assist in future program marketing.

This study was based on similar surveys conducted by the Institutional Studies Office for other Smithsonian Institution membership programs.<sup>1</sup>

A word of caution. As noted above, about 47% of the households responded to the survey, a respectable response rate for mail surveys of this kind. We have only limited information on non-respondents from administrative records (i.e., membership level, original membership date, and residence). We found no significant differences between responding and non-responding members in any of this information, suggesting that the two groups are similar. While it may be true that the characteristics, attitudes and behaviors of members 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.

### Report Contents

The discussion is organized into five sections, including this introduction. Section II contains a major analysis of the 1999 data. Here, the membership is grouped on the basis of members' relative interest in various aspects of Native American culture. In Section III, the members and their households are described. Comparisons are made between members in different membership categories, those who joined the Membership program at different times, and between different racial/ethnic groups. In Section IV, the experience of members with current benefits and their opinions about possible program changes are described. Section IV concludes with overall observations. Appendices contain the questionnaire, technical information, and supplementary tables.

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<sup>1</sup> See, for example, Karns, D. & Doering, Z. D. (1999). *Cooper-Hewitt, National Design Museum: Results from the 1999 Membership Study* (Report 99-4). Washington, DC: Smithsonian Institution.

## The Museum and the Membership Program

The basis of the NMAI collections are the large number of Native American artifacts collected by George Gustav Heye. Many of these artifacts, in addition to other NMAI accessions, are currently displayed in the NMAI's George Gustav Heye Center. The Center is located in New York City's historic Alexander Hamilton U. S. Customs House near the Statue of Liberty and Ellis Island. Other items are stored or in the process of being moved to the NMAI's Cultural Resources Center in Suitland, Maryland from New York. Selected items will be exhibited in the new National Mall museum, in Washington, DC, for which the groundbreaking ceremonies took place in September 1999.

The Charter Membership program of the National Museum of the American Indian was started in March 1991 with a direct mail solicitation of Smithsonian Institution members and lists of names from several other organizations with related interests. Over the intervening years, renewals and direct mail efforts have continued to increase NMAI membership. On average, approximately two-thirds of NMAI members renew their memberships annually.

At present, new members can join one of six categories, or Circles. The Circles and their associated benefits are:

- (1) Golden Prairie Circle (\$20 or more) – *Native Peoples* quarterly magazine, membership card, museum shop and catalog discounts, invitations to events in the member's residence area, free admission to the Cooper-Hewitt, National Design Museum in New York, and listing the member's name on NMAI's permanent member and donor scroll.
- (2) Riverbed Circle (\$35 or more) – The *NMAI Runner* bimonthly newsletter and all benefits listed above.
- (3) Everglades Circle (\$40 or more) – Additional membership card for family members, a free gift for a child when visiting the Heye Center's museum shop, and all previously listed benefits.
- (4) Sky Meadows Circle (\$100 or more) – Embossed NMAI lapel pin plus all previously listed benefits.
- (5) Boundary Waters Circle (\$250 or more) – Certificate of appreciation plus all previously listed benefits.
- (6) Desert Sands Circle (\$500 or more) – Special full-color exhibition catalog plus all previously listed benefits.

As of December 1998, when the sample for the present member survey was selected, there were more than 55,200 NMAI members. About one-ninth of the 1998 members (11%) joined during the first solicitation in 1991. A few members (less than one percent) were members of the Heye Foundation when it joined the Smithsonian and chose to become NMAI members.

The largest number of NMAI members belongs to the Golden Prairie Circle and do not otherwise belong to the Smithsonian Institution (49%). Another six percent also are Golden Prairie Circle members who belong to other Smithsonian organizations. One-quarter are members of the Riverbed Circle (26%), while one-eighth are Everglades Circle members (13%). Smaller percentages of NMAI members belong to the Sky Meadows Circle (4%), Boundary Waters Circle (less than 1%), and Desert Sands Circle or above (less than 1%).

Membership is broadly distributed across the United States. The largest number of NMAI members live in California (13%) followed by New York (11%). Other states with large NMAI memberships include Pennsylvania (5%), Virginia (5%), Maryland (4%), New Jersey (4%), Texas (4%), and Florida (4%). The National Museum of the American Indian truly has a national membership base.

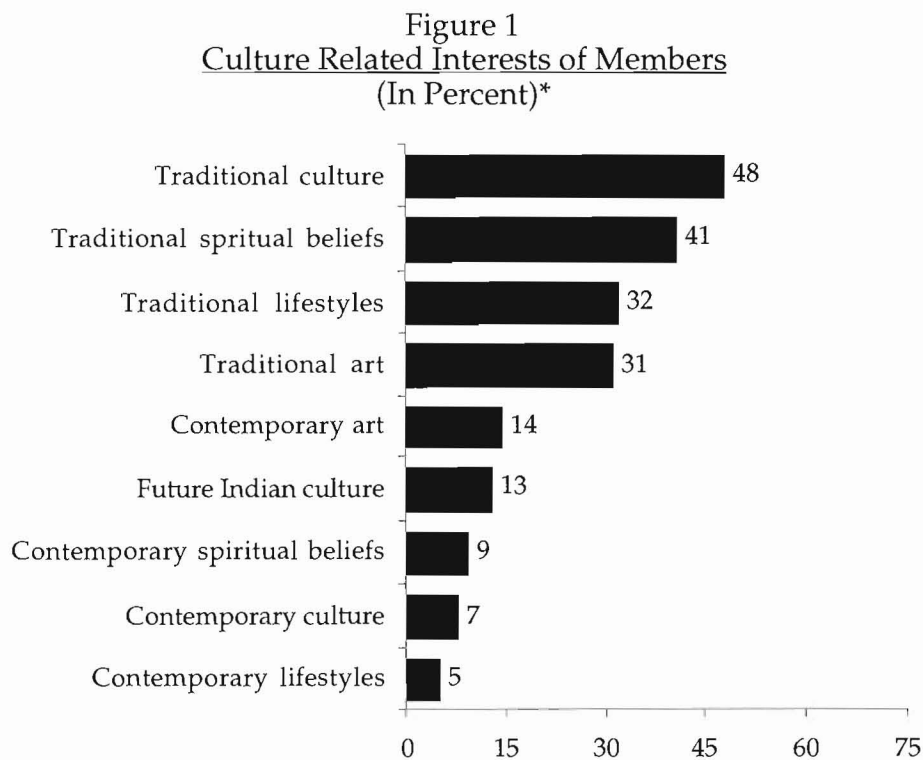
## II. An Interest-Based Segmentation of Members

### Introduction

There are a variety of ways of viewing the 1999 Charter membership of the National Museum of the American Indian (NMAI). One way, discussed here, is through the members' relative interest in various aspects of Native American culture. As will be seen, the major differences among members center in the diversity of culture-related interests.

In the survey, members were asked to indicate aspects of Native American culture that most interest them. They were asked to select two from a list of nine topics: traditional lifestyles; contemporary lifestyles; traditional culture; contemporary culture; traditional art; contemporary art; traditional spiritual beliefs; contemporary spiritual beliefs; and future Indian culture.<sup>2</sup>

The responses across all members are shown in Figure 1, in order of selection from high (traditional culture) to low (contemporary lifestyles).



\*Total is 200% as members were asked to select two items from the list.

Source: Appendix C, Table 13.

<sup>2</sup> Two other questions asked the sampled members to indicate their interest in a range of types of events that NMAI could provide and in aspects of Native American history. These are discussed later. The questionnaire is in Appendix A.

Purposely, several dimensions were built into these questions. A contemporary-traditional distinction is present as well as art and non-art interests. The survey responses were subjected to statistical analysis intended to cluster members with similar interests.<sup>3</sup>

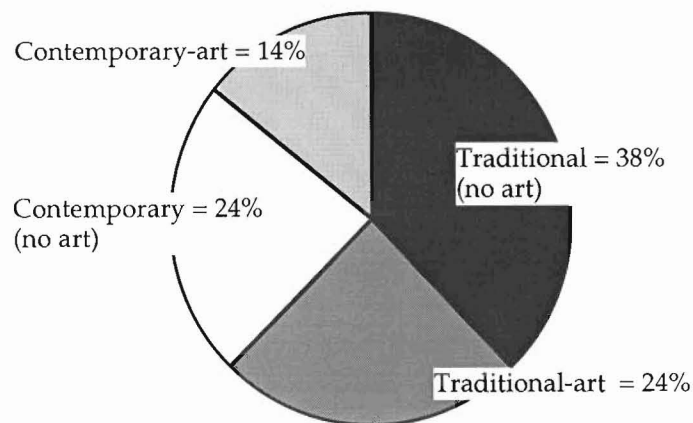
Using the results, we divided the members into four discrete, non-overlapping groups or segments. These four segments are:

- (1) Traditional. Individuals who indicated an interest in Traditional culture, but not in Traditional art. These individuals also indicated no interest in any aspect of Native American culture that mentioned either "contemporary," "future" or "art."
- (2) Traditional Art. Individuals who indicated an interest in Traditional Art.
- (3) Contemporary Art. Individuals who indicated an interest Contemporary Native American art.
- (4) Contemporary. Individuals who indicated interest in at least one aspect of Native American culture that mentioned either "contemporary" or "future," but not "art."

As is evident from the ratings, it is important to remember that we are segmenting NMAI members relative to each other. Overall, these individuals probably have greater interest in all nine aspects of Native culture than does the general American population.

Each of the four segments contains at least 14 percent of NMAI Charter members (See Figure 2). The largest segment is the "Traditional" (no art) group (38% of members). Next largest are the "Traditional Art" and "Contemporary" (no art) groups each with about one-quarter of the membership. "Contemporary Art" is the smallest group (14%). Note that the two "Traditional" segments account for two-thirds (62%) of the membership, while the two "Contemporary" segments are about one-third (38%).

Figure 2  
NMAI Membership Segments  
(In Percent)



Source: Appendix C, Table 1.

<sup>3</sup> Cluster analysis.

### Differences in Characteristics between Segments

In general, the four NMAI membership segments do not significantly differ from each other in demographic characteristics such as age, gender, education, and marital status. They do differ from each other in racial/ethnic composition, income, and residence.

The two segments related to art interests, Traditional Art and Contemporary Art, are more likely to contain individuals whose racial/ethnic identity is “white” compared to the other two segments. These households also report significantly higher income levels than those who are not interested in the art aspects of Native American culture. There is also a slight, although statistically significant, tendency of members with art interests to be living in the Western part of the United States and Traditional (no art) members to be living in the South (see Table 1).

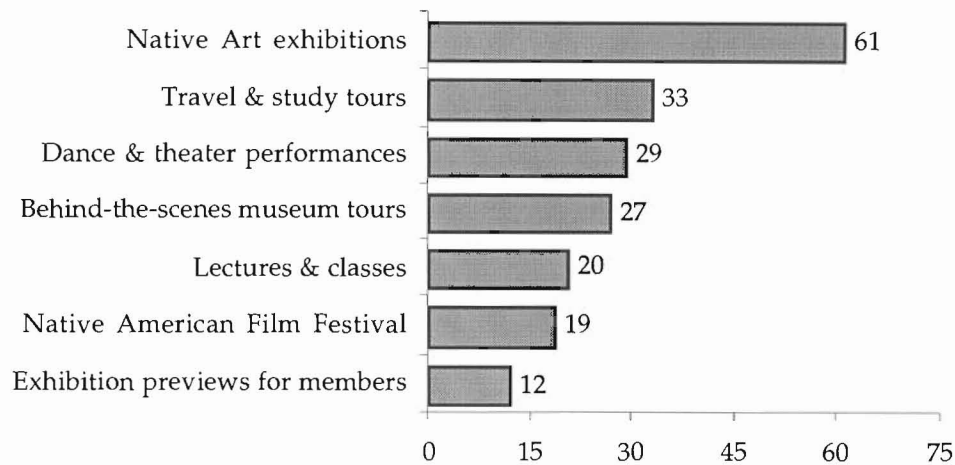
### Differences between Segments in their Relationship to the Museum

Involvement. At present, few Charter members are involved in NMAI or Smithsonian Institution (SI) activities. Overall, 70 percent report no visitation to either the George Gustav Heye Center or the Cooper-Hewitt National Design Museum in New York City or to any of the Washington, DC SI museums. Members of the two art-oriented segments are more likely to report visiting the Heye Center and other Smithsonian museums compared to those segments without an art interest. The Contemporary Art segment has the highest attendance. Slightly less than half of the members in this segment (43%) reported participating in at least one of five SI or NMAI activities (see Table 1). In contrast less than one-third of each of the other NMAI member segments reported any activity participation. The higher level of participation was fueled by New York based museum activities and visiting the Smithsonian museums on the Mall in Washington. Traditional (no art) and Contemporary (no art) members reported the lowest level of participation.

Between 47 percent and 57 percent of the different segments do not belong to any other Indian history/culture museum or hold any other SI memberships. Traditional Art and Contemporary Art members are somewhat more likely to belong to American Indian history/culture museums than are members in the other two segments.

Future NMAI Activities. Looking forward to the future of the National Museum of the American Indian, more than half of all members in each of the four segments say that they would be interested in attending “Native Art exhibitions,” far more than the percentage who said that they were interested in any other type of event. Of course, Traditional Art (74%) and Contemporary Art members (79%) expressed the greatest interest. Traditional (no art) and Contemporary (no art) segment members express relatively greater interest in “Dance and theater performances” and “Lectures and classes” than the art segments. A Native American Film Festival would be more interesting for Contemporary (28%) and Contemporary Art segments (20%), in contrast with greater interest in “Behind-the-scenes museum tours” expressed by Traditional (29%) and Traditional Art (28%) members.

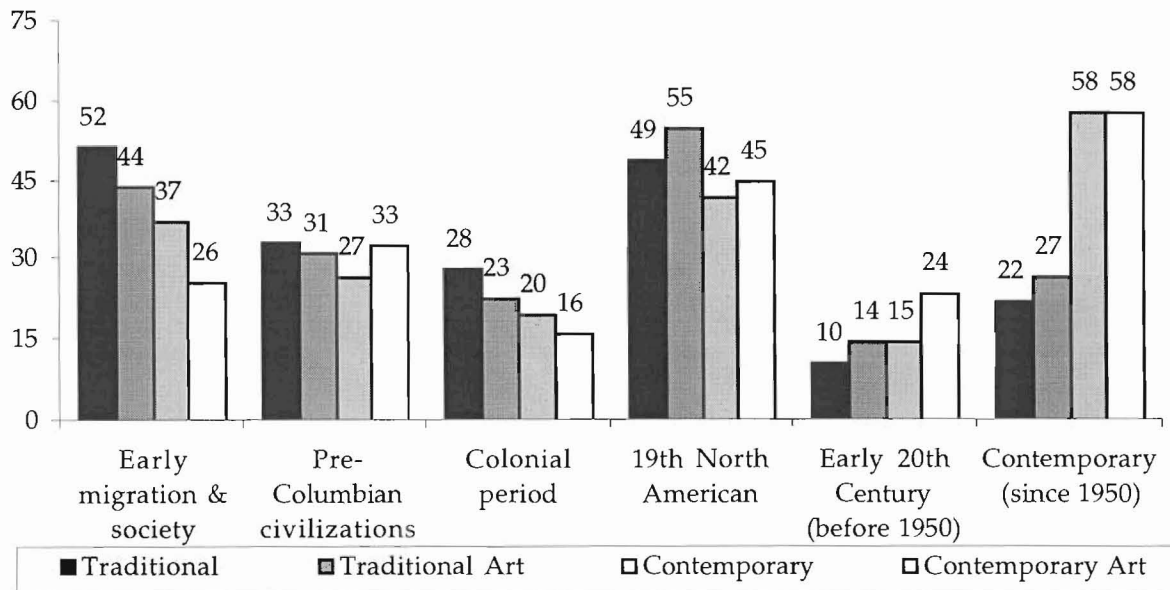
Figure 3  
Interest in Attending Future NMAI Events (In Percent)\*



\*Total equals 200% as members were asked to select two areas of interest.  
Source: Appendix C, Table 1.

The individuals in the four segments also differed substantially in their level of interest in aspects of Native American history (Figure 4). For example, both traditionally oriented member segments expressed more interest in “early migration and society” (Traditional, 52% and Traditional Art, 44%) compared with Contemporary (37%) and Contemporary Art (26%). In contrast, Contemporary (58%) and Contemporary Art (58%) expressed twice as much interest in contemporary history (since 1950) as did Traditional (22%) and Traditional Art (27%).

Figure 4  
Interest in Aspects of Native History, by Segment  
(In Percent)\*



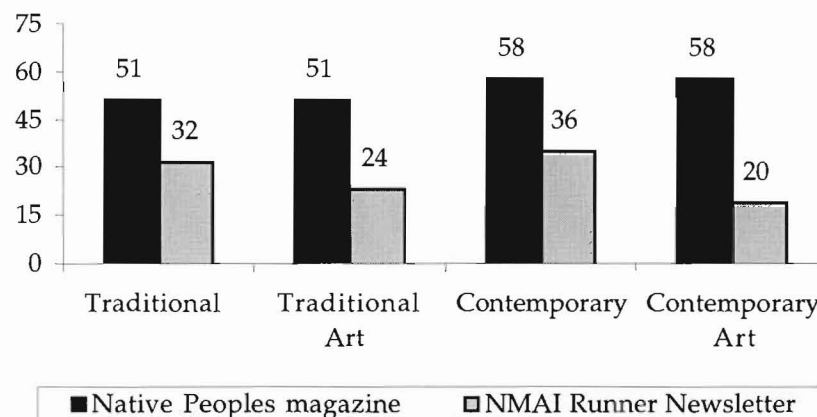
\*Total for each segment equals 200% as members were asked to select two areas of interest.  
Source: Appendix C, Table 1.



Benefits. At the present time, members in the Contemporary Art segment tend to report greater use of NMAI member benefits (e.g., discounts, free admission to the Cooper-Hewitt, etc.) than members of other segments; while those in the Traditional segment report the lowest use.

NMAI Members in all four NMAI segments are happy with *Native Peoples* as an NMAI membership benefit; more than half said that they are “delighted” (see Figure 5). However, members with a more traditional orientation are less delighted (51%) than members indicating a more contemporary orientation (58%). The pattern of satisfaction with the *NMAI Runner* is different (only 29% “delighted”). Arts oriented members indicate less delight (24% delighted for Traditional Art and 20% for Contemporary Art) than non-art oriented members (32% for Traditional and 36% for Contemporary). When asked about the overall value of their membership, Contemporary segment members are more delighted with the overall value (34%) compared to the other segments (about 25% delighted).

Figure 5  
“Delight” with NMAI Publications, by Segment  
(In Percent)



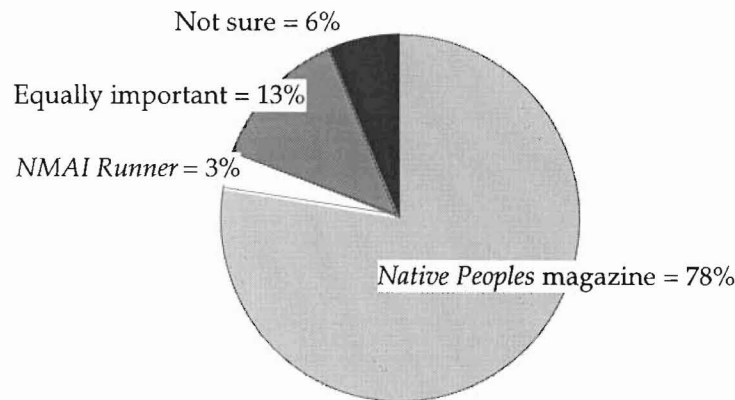
Source: Appendix C, Table 1.

A set of survey questions also dealt with how NMAI Charter Members make use of these two publications. They were asked about advertisements, the calendar of events and information about NMAI in *Native Peoples*. Individuals in the Traditional Art and Contemporary Art segments are most likely to focus on advertisements in *Native Peoples* compared to the other two segments. Those in the Contemporary Art segment are most likely to study the calendar, while Traditional (no art) and Contemporary (no art) segment members are more likely to say that they turn to information about NMAI.

Members were also asked about the relative importance to them of *Native Peoples* and the *NMAI Runner*. More than three-quarter of all members indicated that *Native Peoples* magazine is more important (see Figure 6); however, members in the art oriented segments were even more likely to say *Native Peoples* magazine (82%-83%), than members who are not oriented to art (75%-74%).



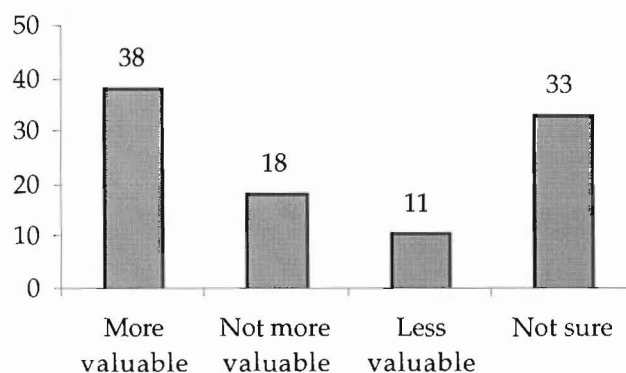
Figure 6  
Relative Importance of *Native Peoples* in Comparison to the NMAI Runner  
(In Percent)



Source: Appendix C, Table 1.

The greater importance and satisfaction accorded *Native Peoples* magazine by the Traditional Art and Contemporary Art member segments is also reflected in their feelings about replacing *Native Peoples* with a similar publication produced by NMAI for NMAI members exclusively. Overall, 38 percent believe replacement will enhance the value and one-third are “not sure” if replacing *Native Peoples* would enhance or decrease the value of their membership (Figure 7).

Figure 7  
Perceived Value of NMAI Membership if a NMAI Publication  
Were to Replace *Native Peoples*  
(In Percent)



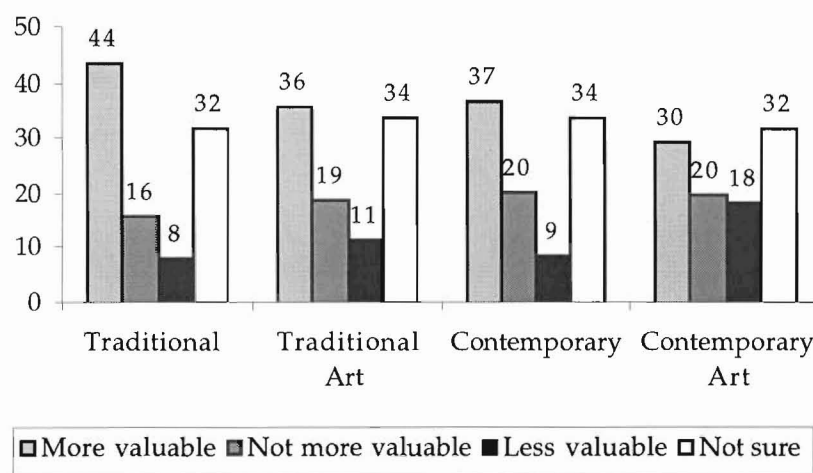
Source: Appendix C, Table 1.

Comparing the percentages responding “more valuable” and “less valuable” by segment shows an interesting picture (Figure 8). Over five times as many Traditional segment members say that an NMAI publication would make an NMAI membership more valuable as opposed to less valuable (44% vs. 8%). Similarly, Contemporary segment members incline towards “more valuable” (37% versus 9%). Art-oriented

members are slightly less favorable to replacing *Native Peoples*. Traditional Art segment members still say more valuable, but by a factor of three (36% more valuable compared to 11% less valuable). Contemporary Art segment members show even less of a preference (30% more valuable compared to 18% less valuable).

Note: This analysis is based on the responses to a hypothetical substitution of a hypothetical magazine to be published by NMAI. At present, such a publication is not currently available. Thus, the members who responded to the survey could not make a direct comparison of the two publications. As with all expressions of hypothetical behavior, these results should be viewed with caution.

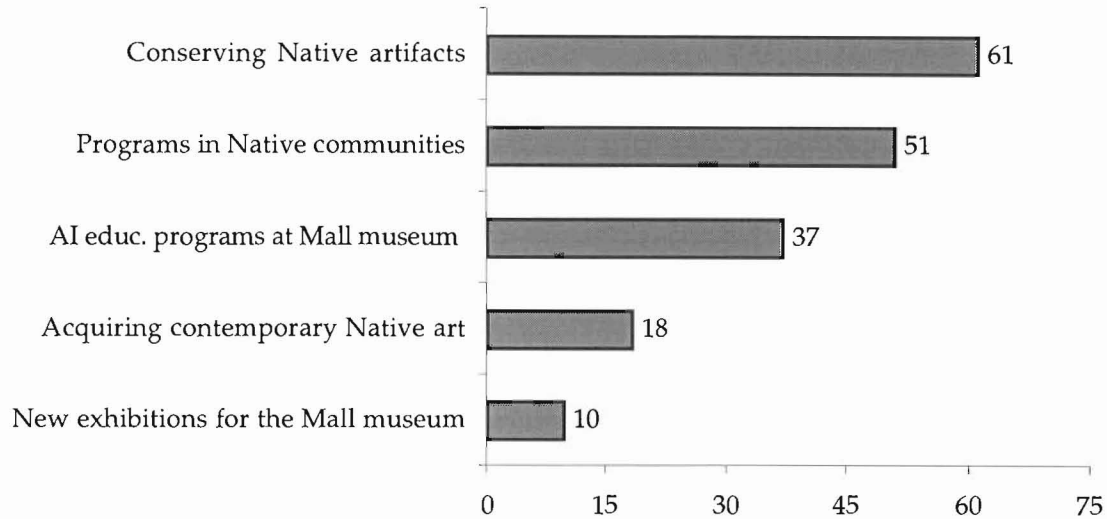
Figure 8  
Perceived Value of NMAI Membership if a NMAI Publication  
Were to Replace *Native Peoples*, by Segment  
(In Percent)



Source: Appendix C, Table 1.

Voluntary Contributions. Members were also asked to express their interest in making a voluntary contribution, in addition to the cost of their membership, and how they would like to see such a contribution used. These four segments are not significantly different with regard to their expressed propensity to make a voluntary contribution (42% say they would consider it). However, there are substantial differences in what they would like to see voluntary contributions support. The overall percentages supporting different uses of voluntary contributions are in Figure 9. Here again, there are differences between the segments (see Table 1). Contemporary Art members give more emphasis to acquiring contemporary Native art (36%) than any other segment including the Traditional Art segment (23%). The two traditional segments place more emphasis on conserving Native artifacts (65% and 69%). They are also more likely to feel that educational programs about Native American life at the Mall museum and programs in Native communities are worthy of support. Members in the art-oriented segments feel that acquiring contemporary Native art and new exhibitions for the Mall museum should be supported.

Figure 9  
Hypothetical Use of Voluntary Contributions\*  
(In Percent)



\*Total equals almost 200% as members were asked to select two hypothetical uses for these voluntary contributions.

Source: Appendix C, Table 1.

**Promotion.** Individuals in the four NMAI member segments differ in their feelings about the relative importance of different aspects of their membership that should be used in promoting it. For example, Contemporary (no art) members are most likely to say that “helping redress neglect of Native American history and culture” is an important aspect to stress in promoting NMAI membership (92%). They are the most likely segment to play down the role of being involved in the life of the Smithsonian (20%). The Contemporary Art segment members are more likely to point to *Native Peoples* (77%) as most important. Both art-oriented member segments emphasize preferred admission for NMAI members when the Mall museum opens while de-emphasizing the *NMAI Runner* newsletter.

In summary, the Charter membership of NMAI can be divided into four segments on the basis of their interest in various aspects of American Indian culture. Members of these four segments differed in how they answered many of the survey questions. In general, contrasts were most often seen between members who were interested in Traditional Art or Contemporary Art and those who expressed no interest in art. This difference was evident in their opinions about aspects of NMAI that should be supported with additional voluntary contributions and opinions with respect to the main benefits for members (i.e., publications).

### III. Profile of NMAI Members and their Households

#### Introduction

In the previous section, we made some references to the demographic characteristics of the members. Here, we focus on describing the NMAI 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 data about a total of 5,030 individuals from 2,762 households.<sup>4</sup>

In the discussion, we will highlight three types of differences: first, differences among members in the different categories of membership; second, differences between members who joined at various times; and, third, differences between members who identified their households as including American Indian/Alaskan Native ethnicity and those who do not.

The specific membership categories were discussed in the Introduction. They include:

- Golden Prairie Circle and other memberships costing less than \$35 annually;
- Riverbed Circle (\$35 or more);
- Everglades Circle (\$40 or more); and
- Upper Tier memberships (including Sky Meadows Circle, Boundary Waters Circle, and Desert Sands Circle) (\$100+ annual fee).

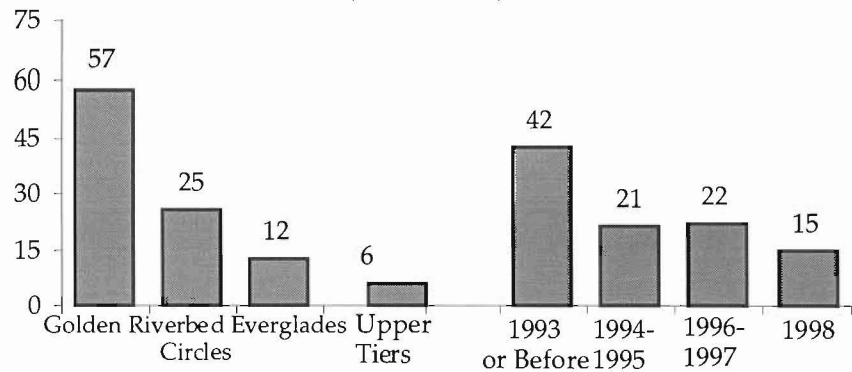
At present, slightly more than half (57%) of NMAI members belong at the Golden Prairie Circle or comparable level and another quarter (25%) belong at the Riverbed Circle level. Nearly one in eight NMAI members (12%) belongs at the Everglades Circle and the Upper Tier memberships account for the remaining six percent of NMAI members.

The survey sample was selected from all NMAI members as of December 1998. Thus, it includes longer-term members who have renewed their memberships, as well as relatively new members. The largest proportion of members joined prior to 1993 (42%). Approximately the same number of members joined in 1994 and 1995 (22%) as in 1996-1997 (22%). One-seventh of NMAI members (as of December 1998) joined during 1998 (15%). Figure 10 shows when members joined the current distribution of membership groups.

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<sup>4</sup> We have information for 494 individuals who are single, divorced/separated or widowed; for the 2,268 individuals who are married, we have information about their spouses. Thus, this discussion is based on a total of 5,030 members who form 2,762 households. Completed questionnaires were returned by at least 33 NMAI members after the data entry cutoff date.

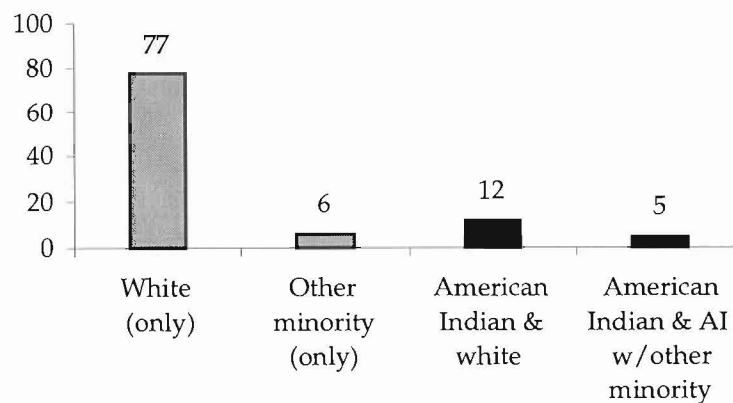
Figure 10  
1999 Membership Groups and Years Current Members Joined  
(In Percent)



Source: Appendix C, Table 6.

Members were asked to indicate the racial/ethnic/cultural groups with which their household identifies. Respondents had the option of marking more than one category. As shown in Figure 11, three-quarters marked only the category “white” (77%). One-eighth (12%) of the NMAI households reported that they were both American Indian and white, while five percent reported either American Indian only or American Indian and another racial/ethnic minority. The remaining households (6%) identified with a minority racial/ethnic group, but not American Indian. In our discussion, we combine the two American Indian groups (12% and 5%) and refer to them as American Indian ethnicity. We also combine the other two groups (77% and 6%) as not of American Indian ethnicity.

Figure 11  
Racial/Ethnic Identity of NMAI Member Households  
(In Percent)



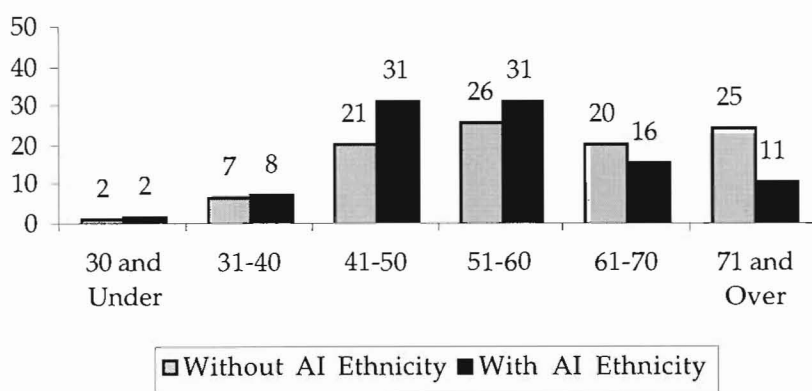
Source: Appendix C, Table 6.

## Who are the NMAI Members? Demographic Comparisons

**Basic Characteristics.** Overall, slightly more than half of NMAI members are women (53%); nine out of ten members are married (or have partners) (90%).<sup>5</sup> The median NMAI member is 57 years old with more than two-fifths over 60 years old (42%). Over two-thirds (70%) of members have at least a college degree. Approximately half of the members work full-time and another third are retired. The rest work part-time, are students or homemakers.

**Group Differences.** Members who report some American Indian ethnicity in their household, are significantly younger (52.7 years old median) than members of other households (58 years old median). In fact, nearly two-thirds of American Indian members are between 40 and 60 years old (62%) (see Figure 12).

Figure 12  
Age Distribution, Members in Households With and Without  
American Indian Ethnicity  
(In Percent)



Source: Appendix C, Table 2.

The percentage of NMAI members with less than a college degree (21%) is higher than that in other Smithsonian membership organizations. As the level of NMAI membership increases, however the education of its members also increases. American Indian members report less education; over half of American Indians have graduated from a four-year college (56%) as compared with three-quarters (73%) of other NMAI members. As noted, half of NMAI members are working full-time (51%). The proportion working full-time is lower for members who joined in 1993 or earlier (44%), many of whom are likely retired.

When we look at men and women members separately, we find that they have the same median age (57 years). On the other hand, male NMAI members are more likely to be married (96% compared to 85%), have a doctoral or professional degree (22% compared to 12%), and be working full-time (57% compared to 46%). (See Table 3.) As the men age, they report increasing education (see Table 4), while women members show the same pattern until age 60, when the level of reported education drops sharply.

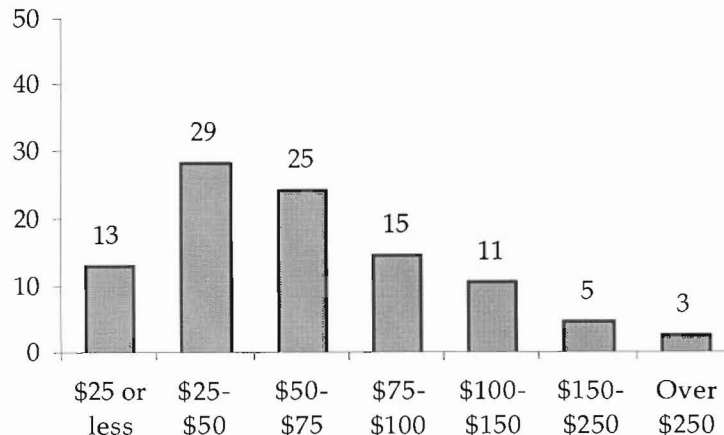
<sup>5</sup> In the remainder of the text, the term “married” is used to include “married or live with domestic partner.”

Men who are NMAI members at all age levels are more likely to be working full-time than women members (see Table 5). From age 30 years through age 70, women report a higher level of part-time work than men. In general, labor force participation is highest between ages 31 and 40, and decreases sharply after age 60 for both women and men.

In addition to providing information about themselves and their spouses or partners (when applicable), members also described their households. In terms of size, nearly two-thirds of NMAI households (65%) have two persons living in them (see Table 6), with one-eighth (13%) having only one person in the household. The typical NMAI member lives in an all adult household. The majority of NMAI Charter members indicate that they do not have children living in their households (86%). (See Table 10.) Fewer than one in twelve reports child(ren) between the ages of 13 and 18 (8%). Even smaller percentages have children under 8 (6%) or between 9 and 12 (5%).

More than two-fifths of the NMAI member households report household incomes under \$50,000 (42%)(See Figure 13), more than is typical of members in most Smithsonian membership organizations). Reported household income increases significantly as the NMAI membership level moves from the Golden Prairie Circle to the Upper Tiers. Likewise, longer-term members report significantly higher incomes. American Indian households are less likely to report incomes over \$100,000 (12%) compared to non-American Indian households (20%)

Figure 13  
Household Income of Members (Thousands of Dollars)  
(In Percent)

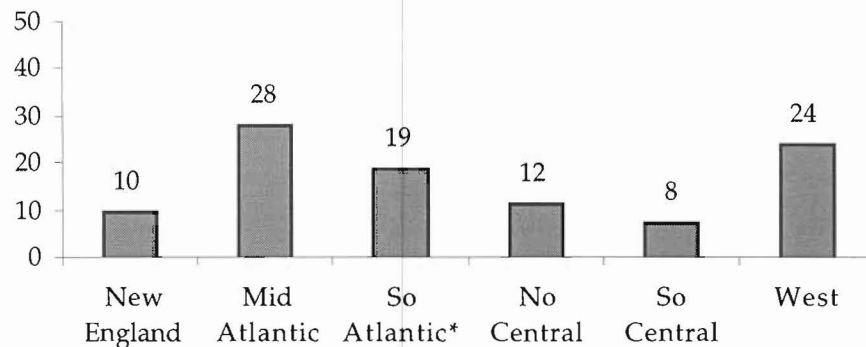


Source: Appendix C, Table 7.

Charter members of NMAI are broadly distributed across the United States, although more than one-quarter (28%) live in the Mid-Atlantic region (especially New York where 11% live) (Figure 14). Slightly fewer than one-quarter live in the Western states (24%). The third largest concentration of members is in the South Atlantic region (19%), including the Washington, DC Metropolitan Area. Members who joined in 1995 or before, are somewhat more likely to live in the Mid-Atlantic, while the most recent members (joining in 1998) come more often from the West and South Atlantic. Those who report some American Indian ethnicity are considerably less likely to live in the

Mid-Atlantic (18%) compared to those without Native American ethnicity (30%), and are more likely to live in the South Central and Western states (see Table 7).

Figure 14  
Residence of Member Households (In Percent)

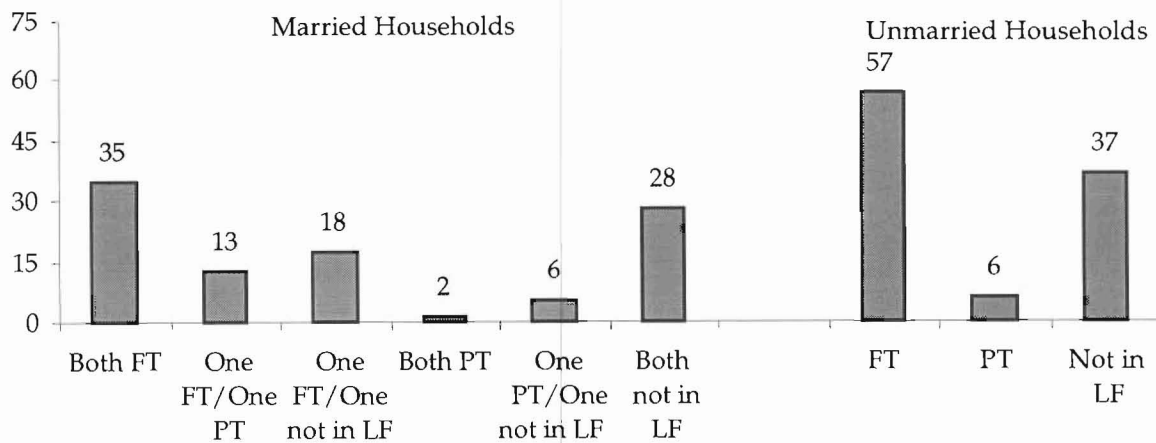


\*Includes Washington, DC Metropolitan Area.

Source: Appendix C, Table 7.

About one-third (35%) of the married members report that both spouses are working full-time while another third have one spouse working full-time and the other either working part-time (13%) or not working at all (18%). (See Figure 15.) More than one-quarter report that neither spouse is in the labor market (28%). Among the unmarried members, more than one-third are not in the labor market at all (37%).

Figure 15  
Labor Force Participation of Households (In Percent)



Source: Appendix C, Table 9.



## IV. Experience with the NMAI Membership Program

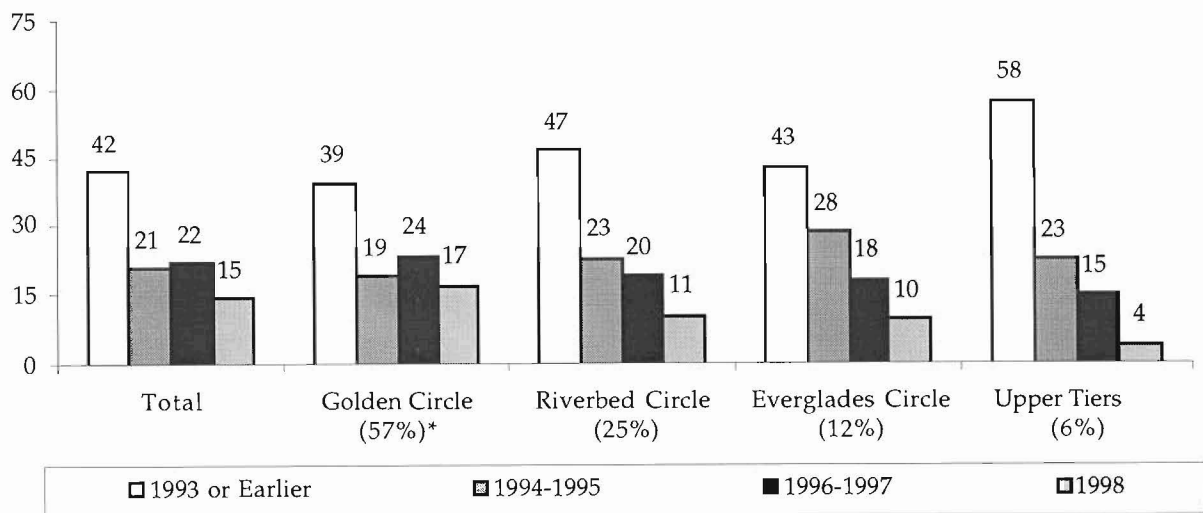
### Introduction

In order to gain more insight into the current NMAI membership, survey participants were asked questions to assist in identifying their use and assessment of current NMAI benefits. How satisfied are they? As background, we begin with member experiences with other cultural institutions, along with their interests in various aspects of Native American culture and history.

### Membership Experience

The experience of NMAI members is confined to a shorter time period than most other Smithsonian Institution membership programs. The percentage distribution of different membership circles shifts from less expensive to more expensive with the duration of membership (see Table 11). For example nearly three-fifths (58%) of Upper Tiers members joined NMAI in 1993 or before and fewer than one out of twenty (4%) joined in 1998. Conversely, nearly one-fifth (18%) of members in the least expensive circle (Golden Circle) joined in 1998 and two-fifths joined before 1994 (39%). This pattern may result from members upgrading their membership over time, as their NMAI membership becomes more valuable to them. It could also result from the attrition of new members not renewing their memberships or from less active recruitment. The survey data do not support an inference as to which process is operating.

Figure 16  
1999 Membership Groups, by Years Current Members Joined  
(In Percent)

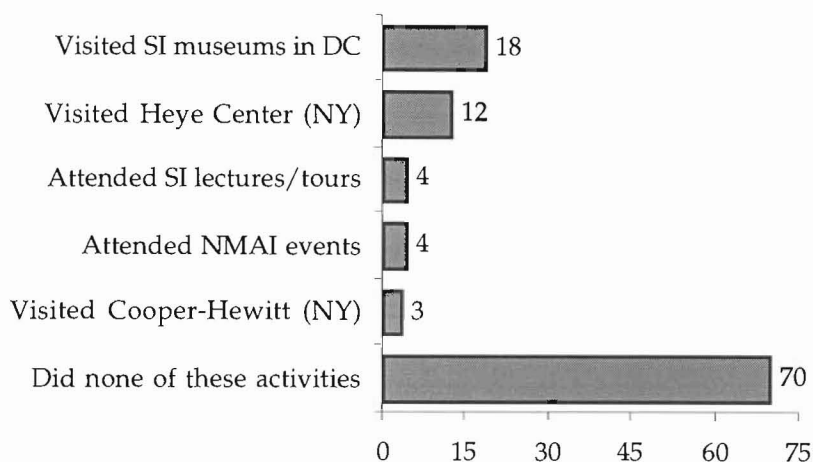


\*Percent of total membership.

Source: Appendix C, Table 11.

Fewer than one-third of NMAI members (30%) indicate that they have participated in one or more of several NMAI or Smithsonian activities (see Figure 17). The most frequently reported participation is visiting the Smithsonian museums on the Washington Mall (18%). One out of eight reports visiting the George Gustav Heye Center in New York (12%). These two forms of participation rank first and second across all membership, tenure, and ethnicity categories.

Figure 17  
Participation in Smithsonian and NMAI Activities  
(In Percent)

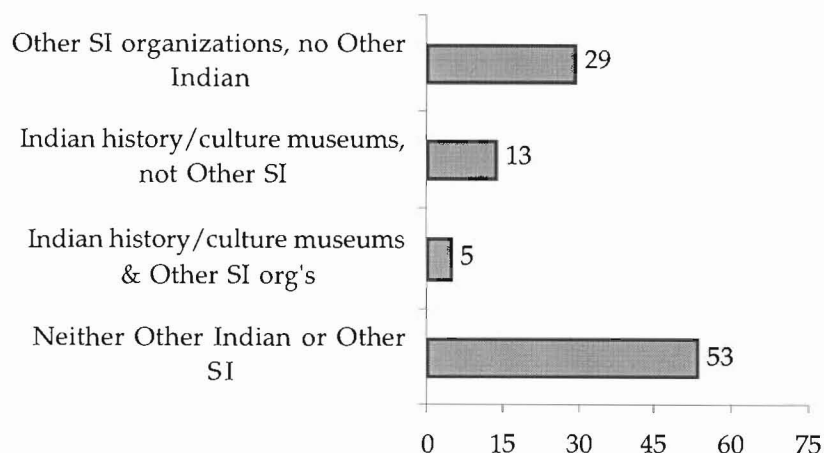


\*Total equals over 100% as respondents were asked to mark all answers which applied.  
Source: Appendix C, Table 12.

Three to four percent report that they attended NMAI events, Smithsonian lectures and/or tours, or visited the Cooper-Hewitt, National Design Museum in New York. Typically, members in higher circles and with longer tenure report more participation in the last twelve months. In general, members from American Indian households report lower levels of participation. However, the percentage of American Indian and non-American Indian ethnicity members who report attending NMAI events is the same (4%). Participation probably reflects the presence of more non-American Indian households in the Mid-Atlantic, the location of the Mall museums, Heye Center, and Cooper-Hewitt, National Design Museum.

Slightly more than half of the NMAI Charter members report that they do not belong to other Indian history/culture museums or other Smithsonian organizations (53%) (see Figure 18). Again, this percentage decreases with increasing membership tenure or membership level. More than a third (34%) indicate that they also belong to other Smithsonian organizations (29% to Smithsonian organizations only and 5% to Smithsonian plus other Indian museums). Fewer than one fifth belong to other Indian museums (13% to other Indian museums only and 5% to Smithsonian plus other Indian museums).

Figure 18  
Memberships in Other Indian History/Culture Museums and  
Other Smithsonian Organizations  
(In Percent)



Source: Appendix C, Table 12.

Households of American Indian ethnicity are twice as likely than non-Native Americans to say that they belong to other Indian museums but not other Smithsonian organizations (22% versus 12% for non-American Indians).<sup>6</sup> Comparatively, members reporting an American Indian ethnicity and those reporting non-American Indian ethnicity display significantly different patterns of relating to the Smithsonian Institution and non-Smithsonian Indian history and culture museums (see Table 12).

### Membership Interests in NMAI Events and Native American History and Culture

As part of planning for the future, the survey asked members to indicate their interest in various types of NMAI events. Each respondent could mark two types of events. By far the most frequently marked event type was Native art exhibitions. Three out of five NMAI members indicated that such exhibitions would be of interest to them (61%). (See Figure 3 and Table 13) This was selected as the most interesting by all membership circles, tenure and ethnic categories. As we have seen earlier, the level of interest in exhibitions varies between members who are interested in art aspects of Native American culture and those who are not as interested in the art aspects.

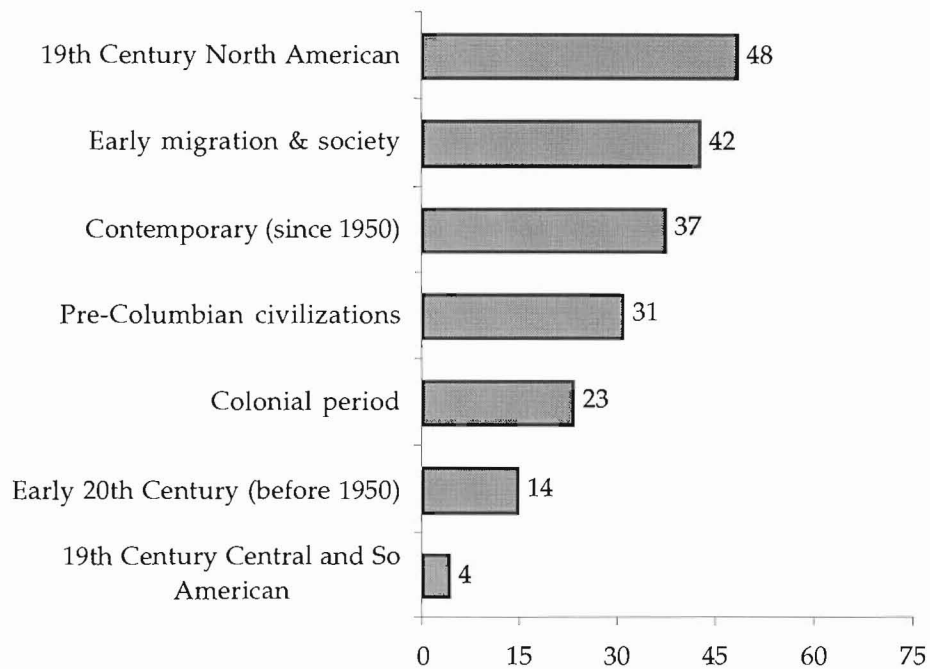
The survey respondents expressed substantially less interest in three types of events that were marked by one-fourth to one-third of the respondents: Travel and study tours (33%); Dance and theater performances (29%) and Behind-the-scenes museum tours (27%). Even fewer members expressed interest in lectures and classes (20%), a Native American Film Festival (19%), and member only exhibition previews (12%). Opinions

<sup>6</sup> Conversely, American Indians are half as likely to belong to other Smithsonian organizations but no other Indian museums (16% versus 31% for non-American Indians).

were generally similar across member categories, except for exhibition previews and a Native American Film Festival (greater interest on the part of American Indians).

In the survey, NMAI members could also indicate which two aspects of Native American history are most interesting to them. As shown in Figure 19, nearly half of the members marked either 19<sup>th</sup> Century North American (48%) or Early migration and society (42%). With minor variations, these two aspects are most interesting to each of the NMAI member categories.

Figure 19  
Aspects of Native American History of Interest to Members\*  
(In Percent)

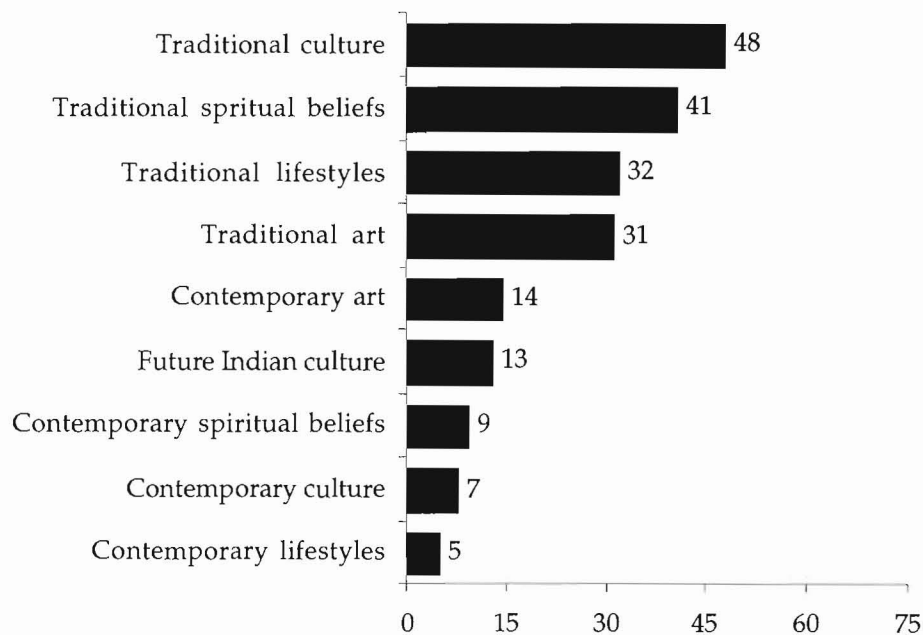


\*Total equals almost 200% as respondents were asked to indicate two aspects of interest.  
Source: Appendix C, Table 13.

A deviation from a generally uniform response pattern across groups is the substantial interest of Upper Tier members in Contemporary Native American history (50%), accompanied by lesser interest in the Colonial period and early migration and society.

As discussed in Part II, the survey asked respondents to select two aspects of Native American culture that they found most interesting. These aspects were used to segment NMAI members by interests. As shown in Figure 1, repeated here, traditional culture (48%) and traditional spiritual beliefs (40%) were selected by over two-fifths of all respondents.

Figure 1 [repeated]  
Culture Related Interests of Members  
(In Percent)\*



\*Total is 200% as members were asked to select two items.

Source: Appendix C, Table 13.

New members (joined in 1998) and American Indian respondents expressed less interest in contemporary art compared to other members. Upper Tier NMAI members are less interested in traditional lifestyles and traditional spiritual beliefs than are members in less expensive membership groups (see Table 13). American Indian members are more interested in traditional spiritual beliefs and future Indian culture, while expressing less interest in traditional art, contemporary art, and contemporary culture compared to non-American Indian members.

As earlier discussion and Figure 2 showed, there is a substantial portion of the NMAI Charter membership that is interested in future Indian culture, contemporary spiritual beliefs, contemporary culture, and contemporary lifestyles. In addition, there is a substantial portion of the membership that does not include “art” among the aspects of culture that are most interesting.

### NMAI Member Benefits

The National Museum of the American Indian offers a range of benefits to members, some of which are offered only to members of the Riverbed Circle or above. Survey respondents were asked to indicate if they used a specific benefit in the past year and how important it was to them (whether it was used or not). (See Table 14 for details.)

Native Peoples magazine. Of all the benefits available to all NMAI members, *Native Peoples* magazine is rated the most used and important. Three-quarters of the members said that *Native Peoples* is both important to them and that they used it in the past year

(75%). Only one-fifth (22%) said that the magazine is not important; yet, 16% acknowledged using it.

NMAI Runner newsletter. The newsletter is available only at the Riverbed Circle level and above. Most of those who receive it indicate that *NMAI Runner* is an important benefit and one that they use (62%). Even among those who indicate that it is not important (33%), more than half (18%) report using it.

After the two publications, the relative frequency of “used and important” responses is much lower.

Smithsonian catalog discounts are felt to be important and used by one-fifth (21%) of all NMAI members. More members (29%) say that the discounts are important but were not used in the last year. Holders of lower level and more recent memberships appear to place a higher value on this benefit compared to higher level and longer tenure members.

Discounts at Smithsonian museum stores are less significant to NMAI members, because many live a distance from Washington, DC or New York and did not visit the Smithsonian museums in the last year. Fewer than one out of ten members (8%) rate museum store discounts as important and used, while another three out of ten (29%) say that store discounts are an important benefit even though they did not use them.

Invitations to NMAI events in their local area are important for more than half of the members (14% important and used and 45% important but not used). The importance of invitations to local NMAI events cuts across all membership and tenure categorizations.

One-quarter (22%) of members report that having their names listed on the Charter Member scroll is important to them; one-tenth of NMAI members report that it is important and was “used” (10%). Since all Charter members are listed, many members apparently are not aware that they receive this benefit. The inscription is more important to American Indian members (36%) than it is to non-American Indian ethnicity members (20%). It is also of greater value to newer members who joined after 1994.

Full-color exhibition catalogs, available only to Upper Tier members, are an important benefit for two-fifths of them (39%). More have not used the benefit but feel that it is important (22% vs. 17% who indicate both important and used).

Admission to the Cooper-Hewitt, National Design Museum in New York is unimportant for most members (61%). Only 4% reported “used and important” and 2% “used and not important.” However, one-third of NMAI members said that it is important, although they have not used it.

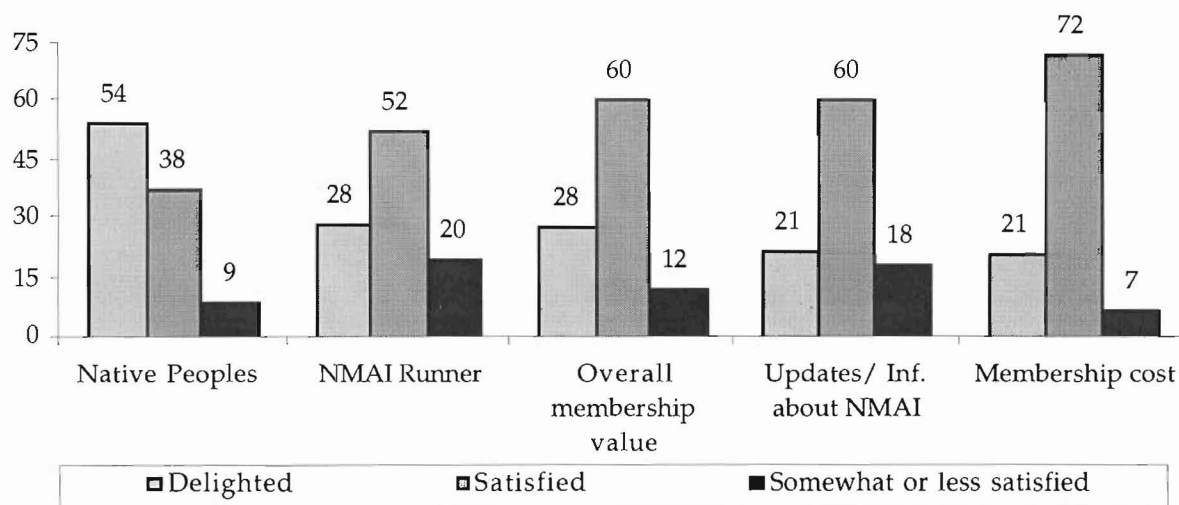
Finally, about one in five NMAI members eligible for an embossed lapel pin that proclaims the member’s affiliation feel it is important (18% important and used and 2% important but not used). Another member group apparently wears the pin, but does not attach importance to it (15%). Like several other benefits, it is of little importance to most Upper Tier members (65%).

## Satisfaction with NMAI Memberships

The NMAI member survey asked respondents to evaluate their satisfaction with five aspects of their NMIA membership using categories ranging from “delighted” to “dissatisfied.” The NMAI membership aspects evaluated were: (1) Cost of membership; (2) *Native Peoples* magazine; (3) The *NMAI Runner* newsletter; (4) Updates and information about the Museum; and (5) Overall value of NMAI membership.

Clearly, of the five aspects, members report the greatest satisfaction with *Native Peoples* magazine (see Figure 20). More than half (54%) said that they were delighted. Less than one-tenth (9%) said that they were somewhat satisfied, somewhat dissatisfied or dissatisfied, all negative ratings compared with delighted and satisfied. Satisfaction increased with membership tenure. Twice as many members who joined in 1998 (14%) expressed low satisfaction as those who joined prior to 1994 (7%). Obviously, many earlier members who were not satisfied did not renew! Likewise, “delighted” increases from 43% for the new members to 58% for the longer tenure members. American Indian respondents were significantly more delighted (62%) than other members (53%). (See Table 14.)

Figure 20  
Satisfaction with Aspects of the NMAI Membership  
(In Percent)



Source: Appendix C, Table 15.

The *NMAI Runner* and the overall value of the NMAI membership were essentially tied in terms of the percent that selected “delighted” (28%), a percentage much lower than that for *Native Peoples* magazine (54%). More members also expressed low satisfaction with the *NMAI Runner* (20%) than with the overall value of the NMAI membership (12%) than the membership. As with *Native Peoples*, more American Indian members were delighted with the *NMAI Runner* (40%) than other members (26%).

Satisfaction with the value of the NMAI membership increases with membership tenure from 19% “delighted” for new members to 31% for long time members. It also increases between the lowest cost memberships (25%) and members of the Riverbed Circle or above (30% or more).



Members have mixed feelings about a fourth aspect, updates and information about the museum. While one-fifth of NMAI members are delighted with updates and information about the Museum (21%), another fifth (18%) are less than satisfied. The total ratings obscure modest differences by membership group and tenure. In both cases, we see increases across categories. (See Table 15).

Finally, one-fifth of the NMAI Charter members are also delighted with the cost of an NMAI membership (21%) and very few express dissatisfaction (7%). Satisfaction tends to increase with membership tenure (from 17% for recent members to 24% of the oldest indicating that they are “delighted”).

Another way to gauge both satisfaction with and the relative importance of NMAI membership benefits is to find out what current members would emphasize in promoting NMAI membership to their friends. The surveyed members were asked to choose three aspects of NMAI membership that they would stress from a list of seven: (1) Attending/discounts for NMAI activities; (2) Becoming involved in the life of the Smithsonian; (3) Helping redress neglect of Native American history and culture; (4) *Native Peoples* magazine; (5) Preferred admission for NMAI members when the Mall museum is open; (6) Supporting Smithsonian outreach and activities in the public interest; and (7) The *NMAI Runner* newsletter.

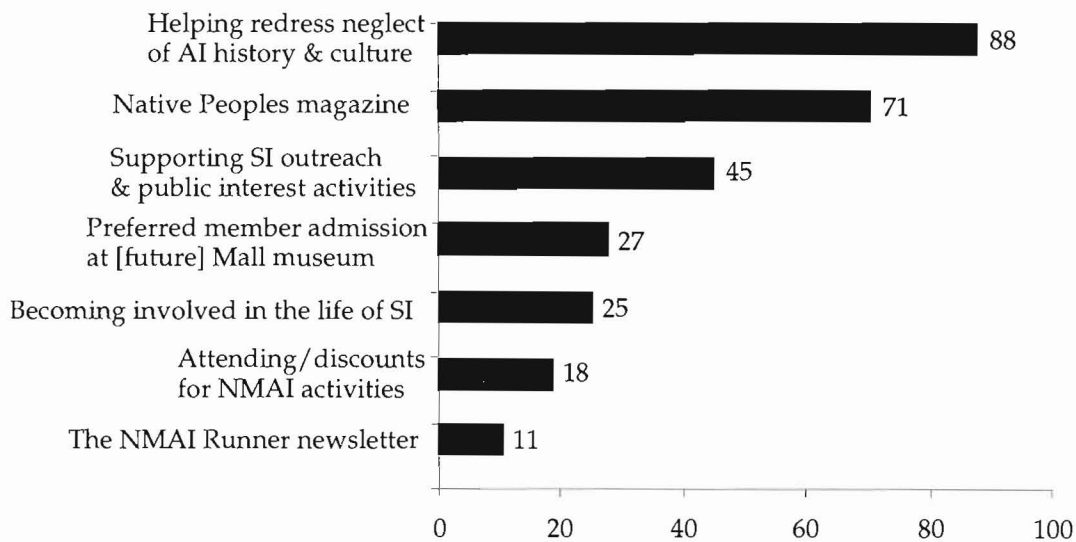
Clearly, the majority of NMAI Charter members identify with an advocacy role for NMAI (see Figure 21). Nearly nine out of ten members (88%) indicate that redressing the neglect of Native American history and culture should be stressed in membership promotions.

Members selected *Native Peoples* magazine second as a membership aspect to stress (71%). The magazine seems to be a more significant part of an NMAI membership for lower Circle members and those reporting American Indian ethnicity (Table 16).

Continuing an emphasis on advocacy, the third most commonly marked aspect that members feel should be stressed was “supporting Smithsonian outreach and activities in the public interest.” Almost half of the respondents chose this selection (45%).



Figure 21  
Aspects of Membership to Emphasize in Promotion  
(In Percent)



\*Total equals 300% as members were asked to select three aspects of membership.

Source: Appendix C, Table 16.

Fewer members cited preferred admissions for the new Mall museum (27%), becoming involved in the life of the Smithsonian (25%), and attending/discounts for NMAI activities (18%). Non-American Indian ethnicity members were more likely to mention involvement in the Smithsonian (26%) compared to American Indian members (18%).

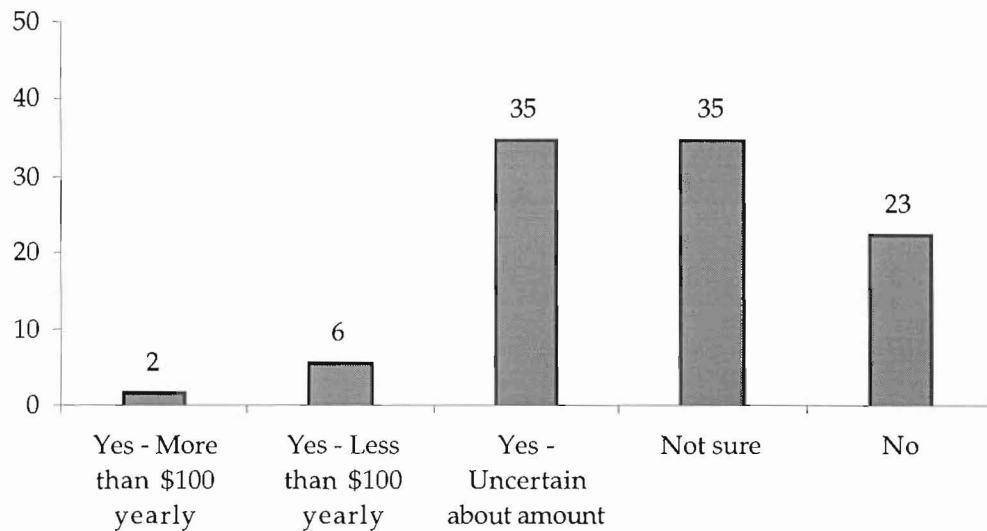
Finally, only one in ten NMAI members (11%) marked the *NMAI Runner* as an important aspect to stress in promoting NMAI membership, although American Indian members (16%) were more likely than other non Native American members (10%) to mark it.

In general, a tangible benefit of NMAI membership considered to be very important is *Native Peoples*. The intangible benefit of belonging to an institution that advocates for the American Indian community is the next most important benefit. Personal use of other tangible benefits such as admission discounts to events, preferred admission to the [future] Mall museum, and the *NMAI Runner* newsletter, are much less significant as reasons to belong to NMAI.

The philanthropic component of an NMAI Charter membership carries over in responses to questions about additional voluntary contributions to NMAI and the hypothetical possibility of renewing an NMAI membership with minimal member benefits.

Fewer than one-quarter (23%) of NMAI members say “No” to considering a voluntary contribution to support NMAI above and beyond membership dues (see Figure 22). More than two out of five (43%) say “Yes” (2% more than \$100 yearly, 6% less than \$100, and 35% uncertain about amount). Willingness to make a voluntary contribution is correlated with membership level, membership tenure, and ethnicity. For example, more than three-quarters of Upper Tier NMAI members said “Yes,” with 18% indicating a (hypothetical) desire to contribute more than \$100 yearly.

Figure 22  
Willingness to Make Voluntary Contribution  
(In Percent)

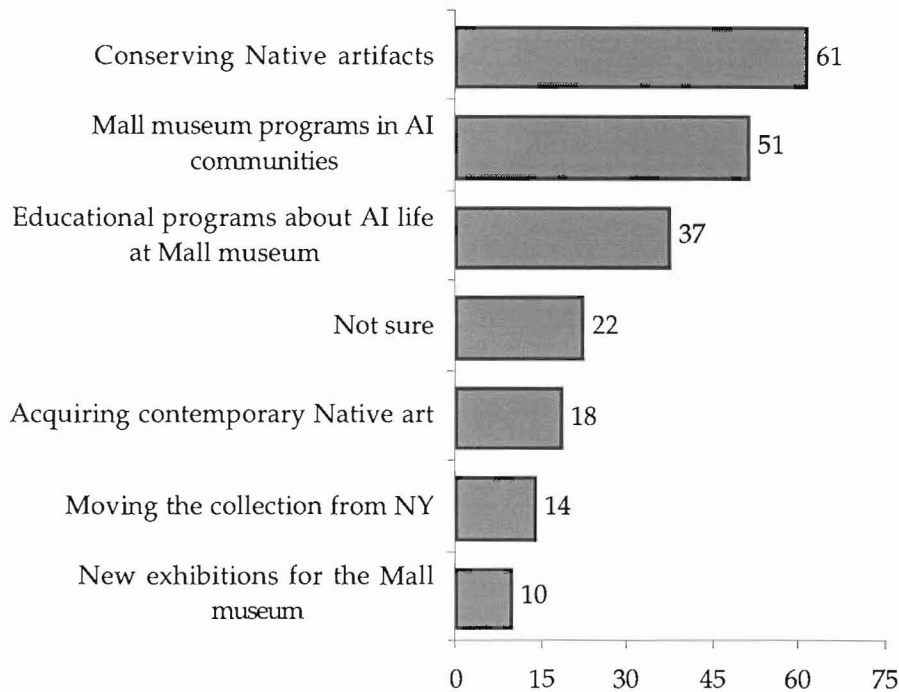


Source: Appendix C, Table 17.

Members who indicated a willingness to make a voluntary contribution were asked how they would like to see the money used. Each respondent was asked to select two areas from the list (see Figure 23). More NMAI members, who are willing to make voluntary contributions, would like to support the conservation of Native artifacts (61%) than any other use of funds. Half wanted to support programs in Native communities (51%). American Indian members were more likely to support programs in Native communities (63%) compared to other members (49%).

Educational programs about Native American life at the Mall museum (37%) are also supported by a large number of NMAI members. Smaller percentages of NMAI Charter members indicate a willingness to support the acquisition of contemporary Native art (18%), moving the collection from New York (14%), and new exhibitions for the Mall museum (10%). Upper Tier members are twice as likely (29%) to support the acquisition of contemporary Native art as Golden Circle members (15%), while American Indian members (14%) are less likely to support this use of funds than other members (20%). Both American Indian members (19%) and Upper Tier members (21%) are more supportive of moving artifacts to Washington, DC than are other NMAI members.

Figure 23  
Proposed Use of (Hypothetical) Voluntary Contributions  
(In Percent)



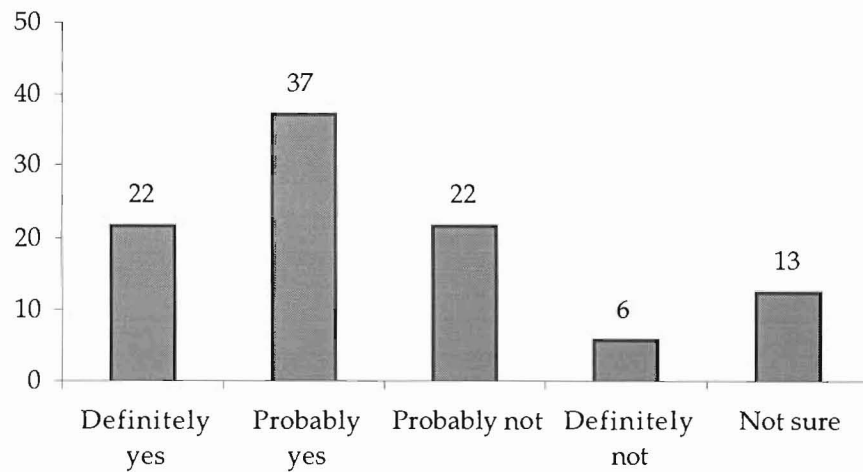
Source: Appendix C, Table 17.

Further supporting the hypothesis that NMAI membership is not based on tangible, personally consumed benefits is the reaction of the surveyed NMAI members to the (hypothetical) possibility of stripping all membership benefits except for a periodic information bulletin (see Figure 24).

More than three times as many NMAI members say they would definitely renew their membership without benefits (22%) as say that they definitely would not renew their membership (6%). The expressed probability of renewing increases with the member's circle (from 17% at the lowest end to 42% among Upper Tier members).

In conclusion, NMAI members appear to be very loyal to NMAI. Much of that loyalty seems to be based on their identification with an NMAI mission to advocate for American Indians, to preserve Native cultural artifacts, and to provide programs in American Indian communities.

Figure 24  
Probability of Renewing Membership With Minimal Benefits  
(In Percent)



Source: Appendix C, Table 17.

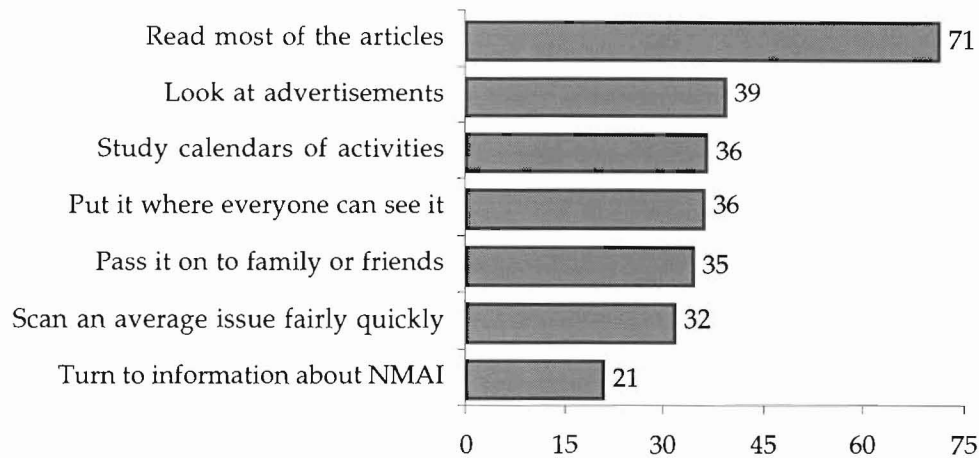
#### NMAI Member Use and Satisfaction with NMAI Print Communications

As previously discussed, NMAI Charter members receive one or more publications as part of their membership benefits depending on their membership Circle. All members receive issues of *Native Peoples* quarterly. *Native Peoples* is a high quality glossy magazine with general interest articles about Native Americans and includes substantial Native American related advertisements. It is not published by NMAI, although it contains several pages devoted to NMAI news. NMAI purchases it from an outside vendor for its Charter members. *Native Peoples* is also offered as a membership benefit by other American Indian museums (e.g., The Mashantucket Pequot Museum and Research Center). It is also available as a general subscription magazine. One component of the current NMAI member survey was to assess how members felt about *Native Peoples* magazine, and to determine if a magazine published and distributed by NMAI *exclusively* to NMAI members would be more interesting to members.

Members of the Riverbed Circle and higher level circles also receive an NMAI newsletter bimonthly, the *NMAI Runner*. This is a two-color, photo offset newsletter, of between 8-10 pages, which presents in-depth, timely information on the projects and activities of the National Museum of the American Indian for higher tier members.

All but a few (1.2%) NMAI members indicated that they receive *Native Peoples* (see Table 18). *Native Peoples* magazine receives lots of attention from the NMAI members who said that they get it (see Figure 25). Nearly three-quarters (71%) indicated that they read most of the articles. The remainder typically scan an issue quickly.

Figure 25  
Use of *Native Peoples* Magazine  
(In Percent)\*



\*Total exceeds 100% as respondents could mark more than one response.

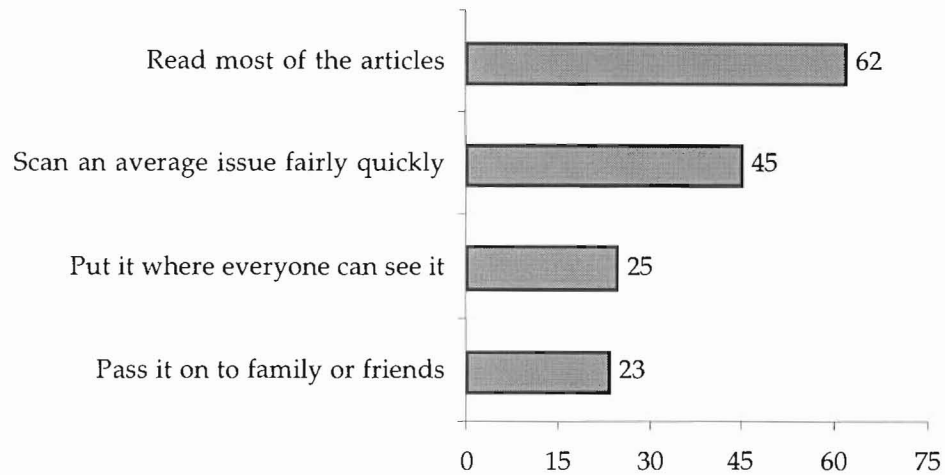
Source: Appendix C, Table 18.

The least frequently reported use of *Native Peoples* is to learn information about NMAI (21%). As Figure 25 shows, between three and four of ten NMAI members report using *Native Peoples* in some other way. American Indian members appear to be more involved with a typical issue of *Native Peoples* compared to other NMAI members. For example, they are more likely to read most of the articles (79% compared to 69%), put it where everyone can see it (45% compared to 34%), and study calendars of activities (43% versus 35%).

NMAI members who receive the *NMAI Runner* report use patterns similar to those for *Native Peoples*, but at lower levels (see Figure 26). For example, three-fifths of members who get the *NMAI Runner* read most of the articles (62%) compared to nearly three-fourths for the magazine (71%). More say that they scan an average issue fairly quickly (45%). About one quarter report putting issues where everyone can see them or passing issues on to family and friends. Again, American Indian members reported greater involvement with an average issue than non-American Indian members. Finally, compared to *Native Peoples*, however, fewer recall receiving *NMAI Runner*. About ten percent of members indicate that they do not receive it.

On the whole, NMAI members are more delighted with *Native Peoples* than they are with the *NMAI Runner*; however, they are critical of both publications.

Figure 26  
Use of NMAI Runner Newsletter  
(In Percent)\*

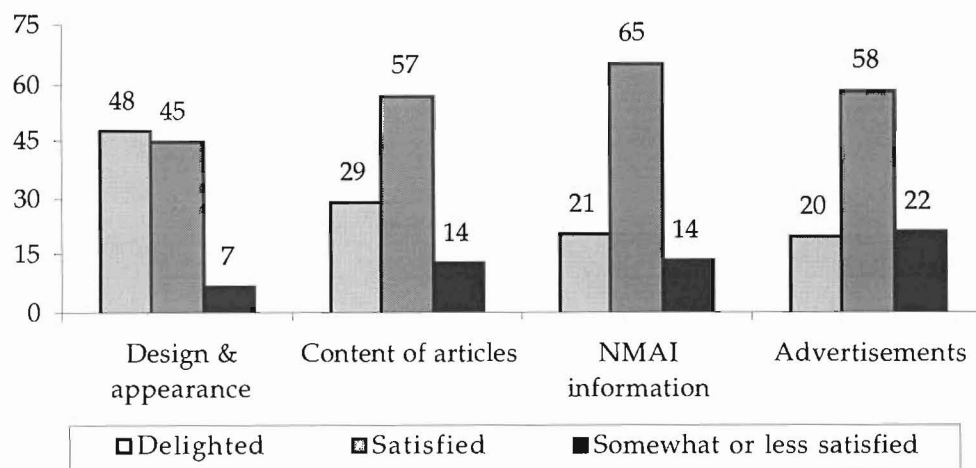


Source: Appendix C, Table 19.

\*Total exceeds 100% as respondents could mark more than one response.

As Figure 27 shows, nearly half of NMAI members are delighted with the design and appearance of *Native Peoples*, while very few are dissatisfied. High satisfaction decreases as we look at the content of articles, NMAI information, and advertisements. In fact, approximately equal percentages of members express dissatisfaction as do delight with advertisements.

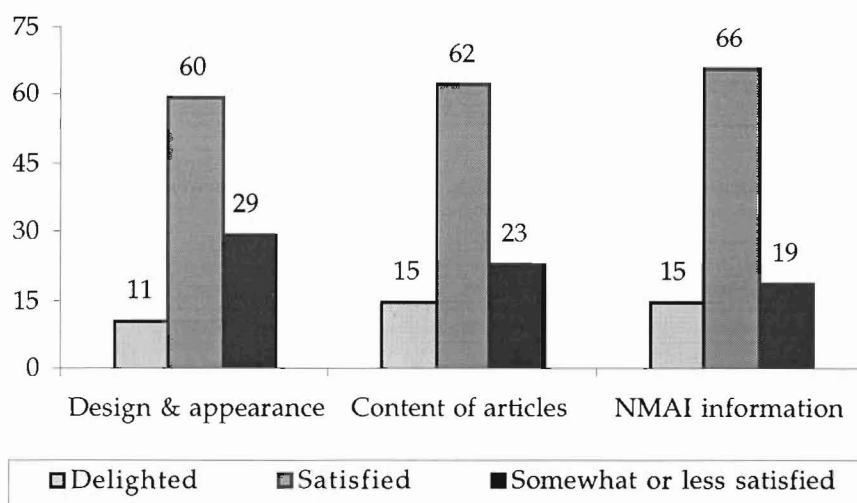
Figure 27  
Satisfaction with Aspects of Native Peoples Magazine  
(In Percent)



Source: Appendix C, Table 18.

As a comparison of Figure 27 and Figure 28 shows, the general level of satisfaction with similar aspects of the *NMAI Runner* is much lower than satisfaction with *Native Peoples*. For example, one out of ten is delighted with the design and appearance of the *NMAI Runner* (11%) compared to nearly half (48%) for *Native Peoples*.

Figure 28  
Satisfaction with Aspects of *NMAI Runner* Newsletter  
(In Percent)



Source: Appendix C, Table 19.

Fifteen percent of members report being delighted with the content of articles compared to twice that percentage for *Native Peoples* (29%). The two publications are closer with respect to information about NMAI.

*Native Peoples* appears to be more heavily used and appreciated than the *NMAI Runner*. This observation does not necessarily deprecate either publication since they are very clearly differentiated and play different roles for members.

Clearly most NMAI members who received both publications feel that *Native Peoples* is more important to them (70%) than is the *NMAI Runner* (6% with 20% equally important). (See Table 20.)

Independent of the fact that NMAI members are more involved and satisfied with *Native Peoples* than they are with the *NMAI Runner*, what might be the effect on the value of an NMAI membership if *Native Peoples* were to be replaced? Three-eighths of the survey respondents (38%) indicated that the value of their NMAI membership would be increased if *Native Peoples* were replaced (see Table 20). Less than one-third as many (11%) felt that their NMAI membership would be less valuable. The replacement magazine was described, in the questionnaire, as "a high quality, quarterly about American Indian history and culture. It would be *exclusively* for NMAI members and would contain *limited* advertising." Publication of such a Smithsonian or NMAI magazine would be perceived as enhancing the value of an NMAI membership.

It is especially interesting to note that replacing *Native Peoples* with an NMAI exclusive publication may serve to increase satisfaction with NMAI memberships. Members who

are “delighted” with the overall value of their NMAI membership are three times as likely to say “more valuable” (38%) as to say “less valuable” (11%). Those who say that they are “satisfied” approach being four times as likely to say “more valuable” (38%) as “less valuable” (10%). Members who are less satisfied are nearly five times as likely to say “more valuable” (50%) as “less valuable” (11%).<sup>7</sup>

A similar pattern holds true for the relationship between satisfaction with *Native Peoples* magazine and the effect of replacing it. Members who are “delighted” with *Native Peoples* are twice as likely to say that replacement would make the membership “more valuable” (29%) as to say “less valuable” (15%). Those who say that they are “satisfied” with *Native Peoples* approach being seven times as likely to say that their membership would be “more valuable” (44%) as “less valuable” (7%) in considering a replacement.

As observed above, replacing *Native Peoples* with a NMAI/Smithsonian exclusive magazine should enhance member retention and recruitment, although there will be some short-term attrition. In particular, a new publication could differentiate NMAI memberships from other American Indian history and culture museum memberships.

Note: This analysis is based on the responses to a hypothetical substitution of a magazine to be published by SI or NMAI in the future. At present, such a publication is not. Thus, the members who responded to the survey could not make a direct comparison of the two publications but are responding to a hypothetical situation. As with all such expressions of hypothetical behavior, these results should be viewed with caution.

### NMAI Member Experience With Electronic Communications

At the time of the survey, half of NMAI members (51%) report that their households have access to the World Wide Web at home (see Table 21). Overall, only one-third report no Web access at all (35%). Web access is lowest for NMAI members in the Golden Circle (62% with web access) and highest among Upper Tier members (71% with web access).

NMAI members do not visit the NMAI Web site to any great extent. Eight out of ten members with Web access report that they have never attempted to access the site (79%). Only 17% report actually accessing the NMAI Web site (or only 11% of all NMAI members, including members without Web access, have visited the site).

Less than one-fifth of the members who have accessed the NMAI Web site indicate that they are delighted with any aspect of the web site (see Table 21). Most indicate that they are satisfied. (Further elaboration is not possible, due to the small number of members involved.) Four percent of the members reported trying to access the NMAI Web site, but were unable to.

Almost half of NMAI members (45%) report that they do not use e-mail. Of those who do, one-third indicated that they would like to receive e-mail announcements about NMAI activities (see Table 22). (This is only 20% of the total membership). To a significant degree, this willingness is associated with the age of a member. Over half of

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<sup>7</sup> Data on file, ISO.



NMAI members under 40 years old who use e-mail (54%) responded “yes” in contrast to one-quarter (27%) of members over 60 years old.<sup>8</sup>

Members express substantial resistance to renewing NMAI memberships via the Internet (see Table 22). One-quarter of the NMAI Charter members who have Internet access expressed interest in renewing their membership electronically (7% definitely would and 18% probably would).<sup>9</sup> Again, willingness to renew via the Internet is correlated with age, with younger members more interested than older members are.

In summary, NMAI members are not particularly satisfied with NMAI communications via the World Wide Web. More generally, there is also a substantial segment of NMAI Charter members who are interested in an electronic communications program at NMAI. Since younger members are the most responsive to the potential for electronic communications from NMAI, demand should continue to grow rapidly for the foreseeable future. An electronic communications initiative by NMAI also needs to be accompanied by strong print communications outlining future endeavors.

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<sup>8</sup> Data on file, ISO.

<sup>9</sup> This is only 4% and 11% of the total membership.

#### IV. Observations

The survey data show that the National Museum of the American Indian has a Charter membership that identifies strongly with the Museum's mission. Nevertheless, it is worthwhile to make some observations from a strategic planning perspective, which NMAI might consider incorporating into planning program offerings and business operations. We approach the strategic context here by summarizing some of NMAI's strengths, weaknesses, opportunities, and threats as demonstrated by the survey results.

NMAI Membership Strengths. A significant strength is the fact that members belong primarily because they identify with a mission to redress the neglect of Native American history and culture. The membership is clearly "cause" driven. Most members do not actively participate in NMAI activities nor do they visit the Heye Center and other Smithsonian museums; visitation is low even for those who live near New York City and Washington, DC. If membership were driven by the opportunity to use tangible benefits such as museum visitation or program attendance, the low level of member activity could be viewed as a weakness. The NMAI membership seems to be broad-based both in geography and the demographic characteristics of its members, so significant attrition is unlikely during the construction phase of the Mall museum. A further strength is the substantial number of individuals with American Indian heritage who are NMAI members (17%).

NMAI Weaknesses. Only one-quarter of the current membership say that they are delighted with the overall value of their NMAI membership (28%). At the same time, more than twice as many are delighted with *Native Peoples* magazine (54%), which NMAI may replace with a new publication exclusively for NMAI members. Concurrently, the survey respondents indicate that the second most important aspect of NMAI membership to stress in promoting membership is *Native Peoples* (71%), second only to redressing neglect of Native American history and culture (88%). However, members also indicate that replacing *Native Peoples* with a NMAI/Smithsonian exclusive magazine would increase the value of their NMAI membership. How can this be explained? Our assessment is that *Native Peoples* is the primary tangible benefit of NMAI membership, especially for members living outside the Mid-Atlantic. While they are happy with *Native Peoples*, it is not exclusive to NMAI members. An exclusive NMAI magazine might solidify their personal identification with NMAI. Thus, the publication and distribution of this proposed magazine should enhance the value of the NMAI membership and Smithsonian affiliation. The *NMAI Runner* does not perform this role of bolstering NMAI membership value.

A possible additional weakness is the often-conflicting interests of NMAI Charter members regarding art and contemporary/traditional culture. Overcoming this weakness will entail careful attention to the selection of current and future NMAI offerings.

NMAI Opportunities. One major opportunity facing NMAI is the establishment of a new high-quality magazine about the history, culture, and lifestyles of American Indians, both contemporary and historical. As discussed before, this publication will enhance the value of NMAI membership. It will also serve to differentiate NMAI from other museums that emphasize American Indian culture and history.

A second, obvious, major opportunity facing NMAI is the new Mall museum. This new facility should help expand NMAI's membership campaigns by adding "personal" tangible benefits, thereby encouraging members who see little reason to join now because they are not advocacy or philanthropy oriented. The survey results suggest that the Mall museum will be more successful if its programs and exhibitions are both artifact and activity oriented. These two types of programs appeal to different membership segments. The new museum should balance its offerings to allow for both aesthetic and cognitive experiences. However, it is also important to offer an opportunity for reflective experiences, which may supplement and support aesthetic and cognitive experiences. (Previous research by ISO has shown that visitors often come to Mall museums to see "real" things or to increase understanding. They leave, however, more satisfied by the introspective reflections that they experienced.)

Finally, the survey results strongly suggest that more financial resources may be obtained from NMAI members. The survey data support trying a voluntary contribution program designated for certain projects. Increasing membership costs would probably entail some membership attrition. However, the additional membership, encouraged by the construction of the Mall museum, and additional financial resources could more than offset these perceived losses.

Threats. The National Museum of the American Indian faces competition for members from other museums that focus on Indian history and culture. At present, very few members belong to both other Smithsonian organizations *and* other American Indian museums. Half belong to neither (53%). Twice as many belong to other Smithsonian organizations only (29%) as belong to other museums only (13%). As additional museums open, and expand, a portion of the half who do not belong elsewhere may be attracted to the new museums, especially among members who live far from the National Mall. The diversity of interests between contemporary and traditional and between art and no art segments poses interesting programming choices. Clearly the new museum must offer American Indian art (even half of members who do not choose art as one of the two areas of most interest say that they would be interested in attending Native Art exhibitions). It also needs to offer dance and theater performances. Exhibitions on 19<sup>th</sup> Century American Indian history are interesting to everyone, but traditionally oriented members are interested in the history of early migration and society while contemporary oriented members are more interested in contemporary society since 1950.

As more members get accustomed to using the Internet, it will become more important for NMAI to have a signature site on the World Wide Web as well as maintain communications with members via the Internet. At the same time, a majority of members will continue to require print media for the next decade. Developing a coordinated communications strategy combining print and electronic media will be a challenge.

Finally, NMAI Charter members appear to have low expectations about tangible benefits from their NMAI membership. Once the Mall museum is open and more

members have a chance to experience the new facility and programming, expectations for tangible benefits should rise, possibly including special admittance privileges for members. While advocacy will remain an important reason for NMAI membership, seeing satisfying programs and exhibitions in place will be more important than they seem at present.

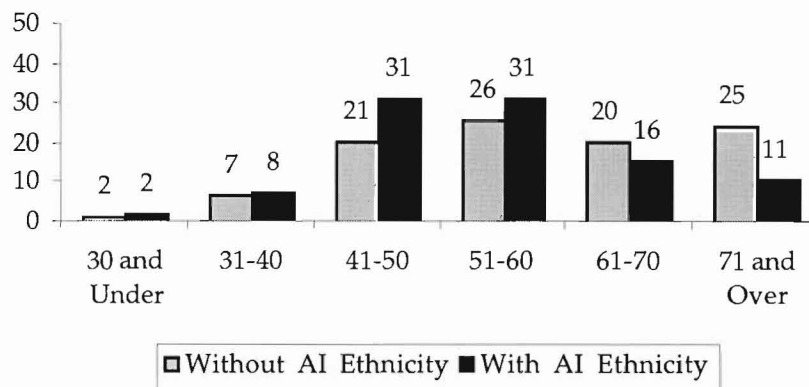
While the survey illustrated strengths, weaknesses, opportunities, and threats facing NMAI as it plans for the next ten years, member opinions show that it is well positioned to support the opening of the Mall museum.

## Appendix B.

### I. A Guide to Reading Graphs

In presenting the results of this study, we rely heavily on a few basic types of graphs constructed from tables. Figure 12, reproduced below, is an example of the most basic type used in this report.<sup>1</sup>

Figure 12  
Age Distribution, Members in Households With and Without  
American Indian Ethnicity  
(In Percent)



Source: Appendix C, Table 2.

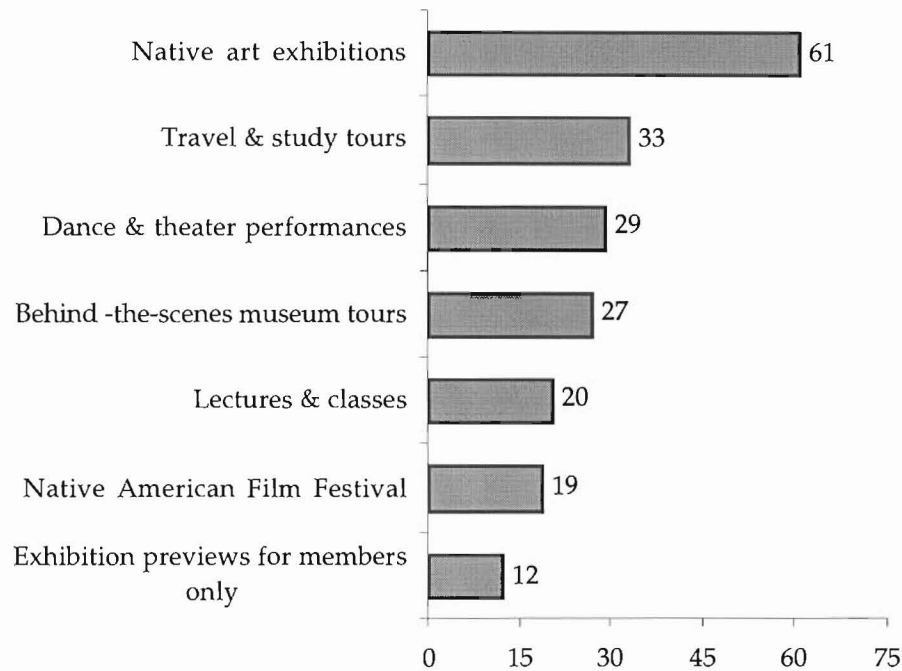
The title of the figure describes the variable that is being presented, any restrictions placed on it, and the subsets of the sample over which it is being compared (the formal term for this is the "classification variable"). "Age" is the variable. The subsets of the sample are "Ethnic Groups". Note in the legend box that the Ethnic Groups are divided into two categories (Without AI Ethnicity and With AI Ethnicity) and that each has been assigned a pattern.

The figure presented here is based on Appendix C, Table 2. Underneath the title in parentheses, the phrase "In Percent" describes the units in which the graph is drawn; it tells us what the numbers on the scale that forms the left-hand side of the graph represent. In order to make the graph easier to read, a number on top of each column indicates its exact size. Note that there is one set of bars for Without American Indian Ethnicity and another set for With American Indian Ethnicity. The sum of all of the numbers across the columns in each group total 100%; the graph accounts for the population of American Indian members and for the population of members of non-American Indian ethnicity.

Some of the graphs in this report (e.g., Figure 1) put the scale on the bottom and use bars to show categories of the variable. Note that the bars total 200%; respondents were asked to select two interests.

<sup>1</sup> All of the figures in this Appendix appear in the report.

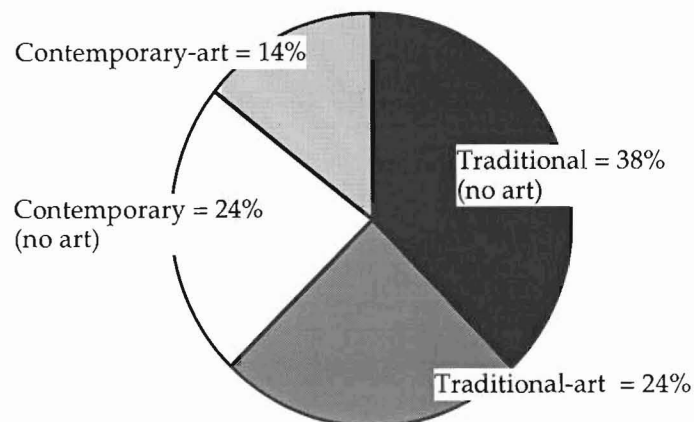
Figure 1  
Culture Related Interests of Members  
(In Percent)



Source: Appendix C, Table 13.

Finally, in Figure 2 we have a classic pie-chart. Here, each section of the pie shows a membership segment. This figure could have been presented either as a set of bars (totaling 100%) analogous to Figure 12 above.

Figure 2  
NMAI Membership Segments  
(In Percent)



Source: Appendix C, Table 1.

## II. 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, as well as to correspond to tables in the report. Here, using an example from the study, we provide some guidance to reading the tables.

A portion of Appendix C, Table 3 is reproduced here:

Table 3  
Demographic Characteristics of NMAI Members: Marital Status,  
Age and Education, by Gender  
(In Percent)

Member Characteristics	<u>Gender</u>		
	Male	Female	Total
Marital Status (of individuals)			
Single	2.1	5.8	4.0
Married	95.7	85.4	90.2
Separated/Divorced	1.5	4.6	3.1
Widowed	<u>0.8</u>	<u>4.2</u>	<u>2.6</u>
Total	100.0	100.0	100.0
Age			
30 and Under			1.7
31-40			7.0
41-50			22.4
51-60			27.1
61-70			19.3
71 and Over			<u>22.5</u>
Total			100.0
Median	57.1	56.9	57.0

The first part of the table's title, "Demographic Characteristics of NMAI Members," denotes contents of the table (i.e., the outcome variable of interest). The second part of the table, "Gender," describes the individuals included in the table's statistics. Data is shown for male members, female members, and all members (total) to describe marital status and age. In fact, this is only half of the table (see Appendix C, Table 3, page C-8 for the complete table.)

### Reading Tables

Let's examine Marital Status, which appears as a major heading in the left-most column, under Member Characteristics. If we look at the categories below Marital Status, we find four major categories. In the first data column above, Male Members, we see, for

example, that 2.1% are single, 95.7% are married, 1.5% are separated or divorced and finally 0.8% are widowed. The column totals 100%. The second data column (Female Members), shows similar numbers and the third data column shows the Total for the study. Comparing the two columns (Male and Female) shows some differences.

In fact, if there were no statistical differences between Male and Female these two columns would have been blank, as can be seen under the major heading "Age." There were no significant differences between the ages of Male Members and Female Members and, thus, only the total is shown.

Most of the tables in Appendix C follow a similar format (i.e., member characteristics on the left and columns showing member subgroups and a total for the study on the right).

A few tables display data for more than one type of subgroup. For example, while Table 3 only displayed the subgroup "Gender," Table 2 displays "Membership Group", "Membership Tenure," and "Native American Ethnicity" all in the same table along with the study total.



# National Museum of the American Indian (NMAI) 1999 Membership Survey

## MARKING DIRECTIONS

Print legibly using a blue or black ink pen. Felt tip markers should not be used.

In answering, place a heavy mark or an X within the oval or fill in the oval completely.

Please **PRINT** where applicable.

CORRECT      INCORRECT  
● X      ✓ ●

## I. PARTICIPATION IN NMAI

1. In what year did your household join the NMAI? (Mark ONE)  
1998  
1996-1997  
1994-1995  
1993 or Earlier
2. Please indicate your current NMAI membership category. (Mark ONE)  
Golden Prairie Circle (\$20 +)  
Riverbed Circle (\$35 +)  
Everglades Circle (\$40 +)  
Sky Meadows Circle (\$100 +)  
Boundary Waters Circle (\$250 +)  
Desert Sands Circle (\$500 +)  
Other: \$
3. In the last 12 months, which of the following did your household do? (Mark ALL that apply)  
Attend any NMAI events  
Visit George Gustav Heye Center (NY)  
Visit Cooper-Hewitt, National Design Museum (NY)  
Attend Smithsonian lectures or tours  
Visit Smithsonian museums in Washington, DC  
None of these
4. Other than NMAI, does your household belong to: (Mark ALL that apply)  
Indian history/culture museums  
Other Smithsonian organizations  
None of these
5. What two types of NMAI events are you most interested in attending? (Mark TWO)  
Behind-the-scenes museum tours  
Dance & theater performances  
Exhibition previews for members only  
Lectures and classes  
Native American Film Festival  
Native art exhibitions  
Travel & study tours
6. What two aspects of Native American history interest you the most? (Mark TWO)  
Early migration & society  
Pre-Columbian civilizations  
Colonial period  
19th Century North American  
19th Century Central & South American  
Early 20th Century (before 1950)  
Contemporary (since 1950)
7. What two aspects of Native American culture interest you the most? (Mark TWO)  
Traditional lifestyles  
Contemporary lifestyles  
Traditional culture  
Contemporary culture  
Traditional art  
Contemporary art  
Traditional spiritual beliefs  
Contemporary spiritual beliefs  
Future Indian culture

## II. NMAI MEMBERSHIP BENEFITS

1. For each of the following NMAI member benefits, check whether you were able to use the benefit in the last year. Then check its overall importance to you. (Be sure to check one box for both Use & Importance)

Member Benefits	Use of Benefits?		Importance of Benefits?	
	Yes	No	Not Important	Important
Cooper-Hewitt Museum free admission .....				
Discounts at Museum Shops .....				
Embossed lapel pin .....				
Full-color exhibition catalog .....				
Having name listed on member scroll .....				
Invitations to NMAI events in your area .....				
<i>Native Peoples</i> magazine ..				
Smithsonian catalogue discounts .....				
The <i>NMAI Runner</i> newsletter .....				
			Not Applicable	
			Dissatisfied	
		Somewhat Dissatisfied		
		Somewhat Satisfied		
		Satisfied		
		Delighted		

2. How satisfied is your household with the following aspects of your NMAI membership? (Mark ONE on each line)

Cost of membership . . .  
*Native Peoples* magazine .  
The *NMAI Runner* . . . . .  
Updates & information about the Museum . .  
Overall value of NMAI membership . .

3. If you were encouraging friends to become NMAI members, what THREE aspects of membership would you stress? (Mark THREE)

Attending/discounts for NMAI activities  
Becoming involved in the life of the Smithsonian  
Helping redress neglect of Native American history and culture  
*Native Peoples* magazine  
Preferred admission for NMAI members when the Mall museum is open  
Supporting Smithsonian outreach and activities in the public interest  
The *NMAI Runner* newsletter

4. Would you consider making a voluntary contribution to support NMAI above and beyond membership dues? (Mark ONE)

Yes, more than \$100 yearly  
Yes, less than \$100 yearly  
Yes, but I do not know how much  
Not sure  
No

5. Which aspects of NMAI would you like to support with a voluntary contribution? (Mark TWO or THREE)

Acquiring contemporary Native art  
Conserving Native artifacts  
Educational programs about Native American life at the Mall museum  
Moving the collection from New York  
New exhibitions for the Mall museum  
Programs in Native communities

Not sure  
Not interested in voluntary contribution

6. Would you renew your NMAI membership if the only benefit were a periodic information bulletin? (Mark ONE)

Definitely yes  
Probably yes  
Probably not  
Definitely not

Not sure

### III. PRINT COMMUNICATIONS AND THE WORLD WIDE WEB

1. What do you do when you receive a copy of *Native Peoples* magazine? (Mark THREE)

Do not get *Native Peoples* magazine  
 Look at advertisements  
 Pass it on to family or friends  
 Put it where everyone can see it  
 Read most of the articles  
 Scan an average issue fairly quickly  
 Study calendars of activities  
 Turn to information about NMAI

Not Applicable  
 Dissatisfied

Somewhat Dissatisfied  
 Somewhat Satisfied  
 Satisfied  
 Delighted

2. How satisfied are you with the following aspects of *Native Peoples* magazine? (Mark ONE on each line)

Content of articles . . . . .  
 Design and appearance  
 Advertisements . . . . .  
 NMAI information . . . . .

3. What do you do when you receive a copy of the *NMAI Runner* newsletter? (Mark TWO)

Do not receive the *NMAI Runner*  
 Pass it on to family or friends  
 Put it where everyone can see it  
 Read most of the articles  
 Scan an average issue fairly quickly

Not Applicable  
 Dissatisfied

Somewhat Dissatisfied  
 Somewhat Satisfied  
 Satisfied  
 Delighted

4. How satisfied are you with the following aspects of the *Runner* newsletter? (Mark ONE on each line)

Content of articles . . . . .  
 Design and appearance  
 NMAI information . . . . .

5. Which publication, the *NMAI Runner* newsletter or the *Native Peoples* magazine, is more important to you? (Mark ONE)

*Native Peoples*                      Not sure  
 The *NMAI Runner*                Not applicable  
 Equally important

6. NMAI may publish a high-quality quarterly magazine about American Indian history and culture. It would be EXCLUSIVELY for NMAI members and contain LIMITED advertising. Would replacing *Native Peoples* magazine with the new magazine make your NMAI membership more or less valuable? (Mark ONE)

More valuable                      Less valuable  
 Not more valuable                Not sure

7. Where does your household have access to the World Wide Web? (Mark ALL that apply)

Home                                  Somewhere else  
 Work                                  No Web access

8. Has your household ever visited the NMAI Web site? (Mark ONE)

Yes  
 No, tried but could not find  
 No, never tried  
 No web access

Not Applicable  
 Dissatisfied

Somewhat Dissatisfied  
 Somewhat Satisfied  
 Satisfied  
 Delighted

9. How satisfied is your household with the following aspects of the NMAI Web site? (Mark ONE on each line)

Comprehensiveness . . .  
 Ease of access . . . . .  
 General appearance . . .  
 Overall satisfaction . . .

10. Would you like to receive e-mail announcements about NMAI activities? (Mark ONE)

Yes  
 No, Print/Web information is adequate  
 No, I do not like e-mail announcements  
 Not applicable/Do not use e-mail

11. Would you renew your NMAI membership via the Internet if we ensure security?

(Mark ONE)

Definitely renew via Internet  
Probably renew via Internet  
Probably not renew via Internet  
Definitely not renew via Internet  
Not sure  
Not applicable, no Internet access

#### IV. BACKGROUND CHARACTERISTICS

1. Are you:

Male

Female

2. What is your marital status?

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

3. What is your age group?

30 and under	51-60
31-40	61-70
41-50	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? (Mark ALL that apply)

Under 8	13 to 18
9 to 12	Does not apply

Spouse/  
Partner  
You

6. What is your (and your spouse/ domestic partner's) educational background? (Mark ONE for each person)

Some college or less .....  
Associate or Jr. College  
or Technical Degree .....  
Bachelor's Degree .....  
Master's Degree .....  
Doctoral/Professional Degree .

Does not apply (no spouse/partner)

Spouse/  
Partner  
You

7. Which of the following describes your (and your spouse/domestic partner's) current activities? (Mark ONE for each person)

Working full-time .....  
Working part-time .....  
Homemaker .....  
Retired .....  
Full-time student .....

Does not apply (no spouse/partner)

8. Please estimate your household income (from all sources) in 1998? (Mark ONE)

\$25,000 or less  
\$25,001 to \$50,000  
\$50,001 to \$75,000  
\$75,001 to \$100,000  
\$100,001 to \$150,000  
\$150,001 to \$250,000  
Over \$250,000

9. What is your household's race/ethnicity? (Mark ONE or MORE)

American Indian or Alaskan Native  
Asian  
Black or African American  
Hispanic or Latino  
Native Hawaiian or Pacific Islander  
White

#### FINAL COMMENTS:

Please share your thoughts about *Native Peoples*, *NMAI Runner*, or your NMAI membership.

10696

THANK YOU. Please return this survey in the enclosed postage paid envelope.



Smithsonian  
*National Museum of the American Indian*

Office of the Director

June 1, 1999

DR ZAHAVA D. DOERING, C/O BRENT  
430 EAST 63RD ST APT 10H  
NEW YORK, NY 10021-

Dear Charter Member:

You have given us a lot—your enthusiasm, interest and support. We appreciate it all. Now we would like an opportunity to better serve you.

We have developed the enclosed questionnaire to give you an opportunity to participate in shaping National Museum of the American Indian (NMAI) by candidly sharing your views. We will use the information to evaluate the effectiveness of current membership benefits, as well as plan for the future.

Everyone who receives a questionnaire has been selected randomly. We need to hear from each of you so that the results accurately represent our members' opinions. Questionnaires are not identifiable by name and will be kept confidential.

It is very important to us that you respond. Please complete the questionnaire and return it in the enclosed postage-paid envelope within one week.

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 an NMAI member. We will use your answers to develop a program that serves you even better.

Sincerely,

W. Richard West  
Director  
National Museum of the American Indian



Smithsonian  
*National Museum of the American Indian*

Office of the Director

July 23, 1999

DR ZAHAVA D. DOERING C/O BRENT  
430 EAST 63RD ST APT 10H  
NEW YORK, NY 10021

Dear Charter Member:

Several weeks ago, I asked you to participate in a National Museum of the American Indian (NMAI) membership survey. It is part of NMAI's continuing effort to be responsive to the interests and opinions of its members.

If you have recently returned the questionnaire, thank you for sharing your opinions with us. The information that you have provided will assist us in tailoring NMAI's member services and membership 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 NMAI 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. Therefore, all responses are confidential.

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

Sincerely,

W. Richard West  
Director  
National Museum of the American Indian

## IT'S IN THE MAIL!



**We often hear this as a fable.**

**This time, however, it is true.**

Your household has been chosen to assess the **National Museum of the American Indian** membership program. You are part of a small, scientifically selected group of NMAI members. Your answers will help create a better museum.

You expect a lot from us — now we would like your thoughts about how we are doing. A survey questionnaire will arrive within a week.

Thanks for your assistance. We appreciate it.



**Smithsonian**

*National Museum of the American Indian*

Washington, DC 20560-0934

## HOPE TO HEAR FROM YOU!

Last week, we mailed you a questionnaire about your NMAI membership.

Thank you for returning the questionnaire and investing time to help us.

If you have not had time to complete the questionnaire, please take about a few minutes to do so. As a member of a scientifically selected household, your views are important.

We will use the confidential information that you provide to shape a better **National Museum of the American Indian**.



**Smithsonian**

*National Museum of the American Indian*

Washington, DC 20560-0934



## Appendix C.

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## Appendix C.

Table 1  
Characteristics of NMAI Member Households: Cultural Orientation Segments and Total  
(In Percent)

Household Characteristics	<u>American Indian Cultural Orientation</u>				Total All Segments
	<u>Traditional Culture</u> [no art]	Art	<u>Contemporary Culture</u> [no art]	Art	
All Respondents	37.7	24.4	23.9	14.0	100.0
Race and Ethnicity					
American Indian & Amer. Indian w/other minority	6.8	2.5	5.9	2.0	4.8
White (only)	74.2	82.4	73.8	83.3	77.4
Other minority (only)	5.8	3.2	8.0	5.8	5.7
American Indian & white	<u>13.2</u>	<u>11.9</u>	<u>12.3</u>	<u>8.9</u>	<u>12.0</u>
Total	100.0	100.0	100.0	100.0	100.0
Geographic Region (U. S. residents only)					
Northeast	35.6	39.5	39.9	39.7	38.2
Midwest	13.1	10.3	11.7	9.4	11.5
South	29.9	22.1	26.7	23.9	26.4
West	<u>21.5</u>	<u>28.2</u>	<u>21.7</u>	<u>27.0</u>	<u>23.9</u>
Total	100.0	100.0	100.0	100.0	100.0
Household Income					
\$25,000 & under	47.2	36.0	47.2	28.0	41.8
\$50,000 to \$100,000	36.0	44.0	37.7	43.7	39.5
Over \$100,000	<u>16.7</u>	<u>20.0</u>	<u>15.1</u>	<u>28.3</u>	<u>18.8</u>
Total	100.0	100.0	100.0	100.0	100.0
NMAI/SI Visitation*					
Visit George Gustav Heye Center	8.8	14.4	11.4	19.3	12.3
Visit Cooper-Hewitt, NDM	1.5	5.7	1.6	6.3	3.3
Visit SI Mall museums	17.3	18.4	16.4	24.9	18.4
No NMAI/SI participation	73.7	68.0	72.4	57.3	69.6
Memberships Other Than NMAI					
SI & other Indian history or culture museum	2.6	5.4	5.5	7.3	4.7
Other Indian hist./culture museum	12.2	14.6	11.8	16.5	13.3
Other SI only	30.0	30.5	25.8	29.7	29.1
None	<u>55.2</u>	<u>49.5</u>	<u>56.9</u>	<u>46.6</u>	<u>53.0</u>
Total	100.0	100.0	100.0	100.0	100.0

\* Percentages total more than 100% since more than one responses was possible.

(continued)

Table 1 (cont.)  
Characteristics of NMAI Member Households: Cultural Orientation Segments and Total  
(In Percent)

Member Characteristics	American Indian Cultural Orientation				Total
	Traditional Culture [no art]	Art	Contemporary Culture [no art]	Art	All Segments
NMAI Events Most Interested In Attending*					
Behind-the-scenes museum tours	29.1	28.2	25.4	21.8	26.9
Dance & theater performances	31.4	26.4	30.6	25.2	29.1
Exhibition previews for members	10.8	13.9	10.2	15.7	12.1
Lectures & classes	25.0	15.2	22.1	15.4	20.5
Native American Film Festival	15.6	13.3	27.9	19.6	18.6
Native Art exhibitions	50.8	74.3	51.2	79.3	60.9
Travel & study tours	36.4	28.6	33.3	32.0	33.0
Native American History Aspects Most Interested In*					
Early migration & society	51.6	43.8	37.2	25.7	42.4
Pre-columbian civilizations	33.4	31.0	26.6	32.6	31.0
Colonial period	28.4	22.8	19.5	16.0	23.1
19th North American	48.8	54.8	42.0	44.9	48.1
Early 20th Century (before 1950)	10.4	14.4	14.8	23.9	14.4
Contemporary (since 1950)	21.9	26.7	58.4	57.9	37.2
NMAI Membership Benefits Used*					
Cooper-Hewitt, free admission	4.4	8.3	7.0	6.0	6.2
Discounts at Museum Shops	14.8	18.1	19.2	27.6	18.5
Full-color exhibition catalog	8.7	12.6	10.3	12.4	10.6
Invitations toNMAI events in area	13.0	16.9	18.9	19.8	16.4
SI Catalog discounts	23.4	24.9	24.7	34.6	25.7
Member Satisfaction With Aspects of NMAI Membership					
<u>Native Peoples</u> magazine					
Delighted	51.3	51.0	58.3	58.5	54.0
Satisfied	39.8	42.0	32.4	32.5	37.5
Somewhat satisfied or less	<u>8.9</u>	<u>7.0</u>	<u>9.3</u>	<u>9.0</u>	<u>8.5</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>NMAI Runner</u> newsletter					
Delighted	32.0	23.6	35.8	19.6	28.7
Satisfied	50.3	57.4	49.8	47.9	51.6
Somewhat satisfied or less	<u>17.7</u>	<u>19.0</u>	<u>14.5</u>	<u>32.5</u>	<u>19.7</u>
Total	100.0	100.0	100.1	100.0	100.0

\* Percentages total more than 100% since more than one responses was possible.  
(continued)

Table 1 (cont.)  
Characteristics of NMAI Member Households: Cultural Orientation Segments and Total  
(In Percent)

Member Characteristics	American Indian Cultural Orientation				Total All Segments
	Traditional Culture [no art]	Art	Contemporary Culture [no art]	Art	
<u>Updates &amp; information about the Museum</u>					
Delighted	21.9	19.1	25.0	17.4	21.3
Satisfied	60.6	62.2	59.1	59.1	60.4
Somewhat satisfied or less	<u>17.6</u>	<u>18.8</u>	<u>15.9</u>	<u>23.5</u>	<u>18.3</u>
Total	100.0	100.0	100.0	100.0	100.0
<u>Overall Value of NMAI Membership</u>					
Delighted	27.4	23.1	33.7	24.6	27.5
Satisfied	60.8	63.8	54.3	63.4	60.3
Somewhat satisfied or less	<u>11.8</u>	<u>13.1</u>	<u>12.0</u>	<u>12.1</u>	<u>12.2</u>
Total	100.0	100.0	100.0	100.0	100.0
Aspects of NMAI Membership to Stress in Promotions*					
Becoming involved in the life of the Smithsonian	28.3	25.8	20.3	22.6	24.9
Helping redress neglect of Native American history and culture	89.0	85.3	91.5	83.0	87.8
<i>Native Peoples</i> magazine	69.6	69.4	70.0	77.3	70.8
Preferred admission for NMAI members at Mall museum	25.1	31.6	24.7	30.4	27.4
The <i>NMAI Runner</i> newsletter	11.7	7.5	12.8	8.9	10.5
Aspects to Support With Voluntary Contributions*					
Acquiring contemporary Native art	11.2	22.6	14.0	35.8	18.2
Conserving Native artifacts	65.0	69.2	53.1	50.7	61.0
Educational programs about Native Ame. life at the Mall museum	41.9	32.4	40.6	26.9	37.1
New exhibitions for the Mall museum	7.9	12.2	7.3	13.5	9.6
Programs in Native communities	53.6	43.2	59.6	42.9	50.9
Ways <i>Native Peoples</i> Magazine Is Used*					
Look at advertisements	35.7	41.6	36.5	47.6	39.1
Study calendars of activities	33.6	36.2	37.5	42.1	36.4
Turn to information about NMAI	21.0	19.4	23.5	16.5	20.6
Ways <i>NMAI Runner</i> Is Used*					
Read most of the articles	64.6	59.7	67.0	48.4	61.5

\* Percentages total more than 100% since more than one responses was possible.  
(continued)

Table 1 (cont.)  
Characteristics of NMAI Member Households: Cultural Orientation Segments and Total  
(In Percent)

Member Characteristics	American Indian Cultural Orientation				Total All Segments
	Traditional Culture		Contemporary Culture		
	[no art]	Art	[no art]	Art	
Is <i>Native Peoples</i> magazine or the <i>NMAI Runner</i> More Important?					
<i>Native Peoples</i> magazine	74.8	81.8	73.9	83.4	77.6
<i>NMAI Runner</i>	3.5	3.0	3.8	2.3	3.3
Equally important	14.4	10.2	14.9	8.9	12.7
Not sure	<u>7.3</u>	<u>5.0</u>	<u>7.4</u>	<u>5.4</u>	<u>6.5</u>
Total	100.0	100.0	100.0	100.0	100.0
Would Replacing Native Peoples with a NMAI Publication Make NMAI Membership More Valuable?					
More valuable	43.7	35.7	36.9	29.7	38.0
Not more valuable	16.0	18.8	20.2	19.9	18.3
Less valuable	8.5	11.5	8.8	18.3	10.7
Not sure	<u>31.8</u>	<u>34.0</u>	<u>34.1</u>	<u>32.2</u>	<u>33.0</u>
Total	100.0	100.0	100.0	100.0	100.0

\* Percentages total more than 100% since more than one responses was possible.

Table 2  
Demographic Characteristics of NMAI Members: Gender, Marital Status, Age, Education, & Major Activity  
 Total, Membership Groups, Tenure and Ethnicity  
 (In Percent)

Member Characteristics	Total 1999	Membership Group				Membership Tenure, Year Joined				Native American Ethnicity	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	No	Yes
Gender											
Male	47.2										
Female	<u>52.8</u>										
Total	100.0										
Marital Status											
Single	4.0									4.6	2.4
Married	90.2									89.5	91.4
Separated/Divorced	3.1									3.1	4.0
Widowed	<u>2.6</u>									<u>2.8</u>	<u>2.1</u>
Total	99.9									100.0	100.0
Age											
30 and Under	1.7									1.5	2.3
31-40	7.0									7.0	7.8
41-50	22.4									20.6	31.4
51-60	27.1									26.1	31.3
61-70	19.3									20.2	16.0
71 and Over	<u>22.5</u>									<u>24.5</u>	<u>11.2</u>
Total	100.0									100.0	100.0
Median	57.0									58.0	52.7

(cont.)

Table 2 (cont.)  
Demographic Characteristics of NMAI Members: Gender, Marital Status, Age, Education, & Major Activity  
 Total, Membership Groups, Tenure and Ethnicity  
 (In Percent)

Member Characteristics	Total	Membership Group				Membership Tenure, Year Joined				Native American	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	Ethnicity	
	1999									No	Yes
Educational Background											
Some college or less	21.4	23.1	21.2	17.1	15.8	22.9	20.1	25.8	19.4	20.1	29.1
Assoc/Jr/Technical	8.5	8.1	9.0	8.9	6.4	8.9	8.7	8.9	8.0	7.1	14.7
Bachelor's degree	28.9	29.1	28.8	29.6	30.0	32.1	27.7	28.4	28.7	29.1	26.3
MA degree	25.0	25.4	25.1	26.7	19.4	23.6	26.4	24.6	25.0	26.3	19.1
Doctoral/Prof Degree	<u>16.2</u>	<u>14.3</u>	<u>15.8</u>	<u>17.8</u>	<u>28.3</u>	<u>12.4</u>	<u>17.2</u>	<u>12.4</u>	<u>18.9</u>	<u>17.3</u>	<u>10.8</u>
Total	100.0	100.0	100.0	100.0	100.0	99.9	100.1	100.1	100.0	100.0	100.0
Major Activity*											
Working full-time	50.5					53.4	58.3	54.2	43.7	48.8	58.5
Working part time	9.9					11.0	9.6	8.4	10.4	9.7	10.9
Retired	33.0					28.0	25.0	30.9	39.7	35.2	23.0
Student	0.8					1.5	1.0	0.9	0.4	0.8	0.9
Homemaker	<u>5.9</u>					<u>6.0</u>	<u>6.1</u>	<u>5.6</u>	<u>5.8</u>	<u>5.6</u>	<u>6.8</u>
Total	100.1					100.0	100.0	100.0	100.0	100.0	100.0

\* Includes Sky Meadows, Boundary Waters, and Desert Sands Circles.

\*\*† Individuals were allowed to mark more than one activity; we assigned them to a major activity based on generally accepted conventions. Priorities were assigned in the order shown.

Table 3  
Demographic Characteristics of NMAI Members: Marital Status,  
Age and Education, by Gender  
(In Percent)

Member Characteristics	Gender		
	Male	Female	Total
Marital Status (of individuals)			
Single	2.1	5.8	4.0
Married	95.7	85.4	90.2
Separated/Divorced	1.5	4.6	3.1
Widowed	<u>0.8</u>	<u>4.2</u>	<u>2.6</u>
Total	100.0	100.0	100.0
Age			
30 and Under			1.7
31-40			7.0
41-50			22.4
51-60			27.1
61-70			19.3
71 and Over			<u>22.5</u>
Total			100.0
Median	57.1	56.9	57.0
Educational Background			
Some college or less	20.8	21.9	21.5
Assoc/Jr/Technical	7.9	8.9	8.5
Bachelor's degree	26.2	30.9	28.9
MA degree	22.6	26.8	25.0
Doctoral/Prof Degree	<u>22.4</u>	<u>11.5</u>	<u>16.2</u>
Total	100.0	100.0	100.0
Major Activity*			
Working full-time	56.6	45.9	50.5
Working part time	7.0	12.0	9.9
Retired	35.5	31.1	33.0
Student	0.5	1.0	0.8
Homemaker	<u>0.4</u>	<u>10.0</u>	<u>5.9</u>
Total	100.0	100.0	100.0

\*See note on Table 2



Table 4  
Educational Background of NMAI Members: Age and Gender  
(In Percent)

	1999 Age Group			
Educational Background	Under 40	41-60	Over 61	Total
Male Members				
Some college or less	22.8	20.8	20.8	20.8
Assoc/Jr/Technical	10.8	8.7	6.0	7.9
Bachelor's degree	37.3	25.2	25.1	26.2
MA degree	16.7	23.6	22.7	22.6
Doctoral/Prof Degree	<u>12.4</u>	<u>21.8</u>	<u>25.4</u>	<u>22.4</u>
Total	100.0	100.0	100.0	100.0
Female Members				
Some college or less	16.9	18.1	28.0	21.9
Assoc/Jr/Technical	11.1	8.7	8.6	8.9
Bachelor's degree	37.6	31.0	29.1	30.9
MA degree	23.5	28.4	25.8	26.8
Doctoral/Prof Degree	<u>10.9</u>	<u>13.8</u>	<u>8.6</u>	<u>11.5</u>
Total	100.0	100.0	100.0	100.0

Table 5  
Major Activities of NMAI Members: Age and Gender  
(In Percent)

Major Activity*	Age Group						Total
	Under 30	31-40	41-50	51-60	61-70	over 71	
Male Members							
Working full-time	70.2	91.4	89.8	72.5	24.6	5.1	56.6
Working part time	6.6	5.9	6.2	7.1	9.1	5.8	7.0
Other**	<u>23.3</u>	<u>2.8</u>	<u>4.0</u>	<u>20.4</u>	<u>66.2</u>	<u>89.2</u>	<u>36.4</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Female Members							
Working full-time	60.5	81.1	71.7	62.3	23.8	2.9	45.9
Working part time	0.0	7.5	17.5	15.4	11.7	4.5	12.1
Other**	<u>39.5</u>	<u>11.4</u>	<u>10.8</u>	<u>22.3</u>	<u>64.5</u>	<u>92.6</u>	<u>42.1</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.1

\*Individuals were allowed to mark more than one activity; we assigned them to a major activity, based on generally accepted conventions. Priorities were assigned in the order shown in Table 3. A few categories have been combined here.

\*\*Other: includes Retired, Student, and Homemaker.

Table 6  
Demographic Characteristics of NMAI Households: Marital Status, Size and Racial/Ethnic Identity  
 Total, Membership Groups, Tenure and Ethnicity  
 (In Percent)

Household Characteristics	Total 1999	Membership Group				Membership Tenure, Year Joined				Native American Ethnicity	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	No	Yes
All NMAI Member Households	100.0	57.2	25.2	11.5	6.0	14.7	21.8	21.7	42.0	83.3	16.9
<hr/>											
Marital Status											
Single	7.4					9.2	9.8	4.3	7.0	8.3	4.5
Married	82.2					80.4	80.9	86.3	81.5	81.0	84.2
Separated/Divorced	5.7					5.4	5.5	5.9	5.7	5.6	7.4
Widowed	<u>4.8</u>					<u>4.9</u>	<u>3.8</u>	<u>3.5</u>	<u>5.8</u>	<u>5.1</u>	<u>3.9</u>
Total	100.1					100.0	100.0	100.0	100.0	100.0	100.0
Number in Household											
One	13.2					14.5	12.7	10.4	14.6	14.5	8.6
Two	65.1					61.1	63.1	65.5	67.3	66.4	57.9
Three	11.5					13.1	12.9	12.0	9.9	10.5	16.2
Four or more	<u>10.2</u>					<u>11.3</u>	<u>11.4</u>	<u>12.1</u>	<u>8.2</u>	<u>8.6</u>	<u>17.4</u>
Total	100.0					100.0	100.0	100.0	100.0	100.0	100.0
Cultural/Racial/Ethnic Identity*											
American Indian/AI w/ other minority	4.8					4.2	5.0	6.1	4.3	0.2	27.9
White (only)	77.4					77.8	74.3	73.9	80.7	93.0	0.0
Other minority (only)	5.7					4.8	8.3	5.1	5.0	6.9	0.0
American Indian and white	<u>12.0</u>					<u>13.3</u>	<u>12.5</u>	<u>15.0</u>	<u>9.9</u>	<u>0.0</u>	<u>72.1</u>
Total	99.9					100.0	100.0	100.0	100.0	100.0	100.0

Table 7  
Demographic Characteristics of NMAI Households: Annual Income and Residence  
 Total, Membership Groups, Tenure and Ethnicity  
 (In Percent)

Household Characteristics	Total 1999	<u>Membership Group</u>				<u>Membership Tenure, Year Joined</u>				<u>Native American Ethnicity</u>	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	No	Yes
Annual Household Income											
\$25,000 or less	13.2	15.9	10.1	5.0	5.9	21.1	13.2	11.4	11.4	12.7	15.6
\$25,001-\$50,000	28.6	33.6	26.0	22.5	13.5	32.1	27.1	30.1	27.3	28.0	31.0
\$50,001-\$75,000	24.5	24.3	30.0	20.8	21.0	21.6	26.5	22.7	25.4	24.1	26.7
\$75,001-\$100,000	15.0	13.2	13.9	25.4	16.1	11.1	14.1	17.8	15.3	15.0	14.7
\$100,001-\$150,000	11.0	8.9	11.9	14.4	16.4	8.8	11.3	10.6	11.9	12.0	6.5
\$150,001-\$250,000	4.8	2.3	5.3	8.1	16.3	3.0	5.0	4.7	5.3	4.9	4.0
Over \$250,000	<u>2.9</u>	<u>1.8</u>	<u>2.8</u>	<u>3.8</u>	<u>10.9</u>	<u>2.4</u>	<u>2.7</u>	<u>2.7</u>	<u>3.4</u>	<u>3.3</u>	<u>1.5</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Residence											
Mid Atlantic	28.4									30.3	17.8
New England	9.8									10.3	7.6
North Central	11.5									11.3	12.3
So Atlantic	18.9									18.8	19.6
South Central	7.5									6.5	13.2
West	<u>23.9</u>									<u>22.8</u>	<u>29.6</u>
Total	100.0									100.0	100.0

Table 8  
Demographic Characteristics of NMAI Households by Marital Status: Size, Racial/Ethnic Identity, Income, and Residence  
 Total, Membership Group and Tenure  
 (In Percent)

Household Characteristics	Total	Membership Group				Membership Tenure, Year Joined			
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier
Married									
<u>Number in Household</u>									
One	0.0					0.0	0.0	0.0	0.0
Two	76.8					73.4	74.5	75.3	79.9
Three	12.0					15.1	13.1	12.2	10.4
Four or more	<u>11.2</u>					<u>11.5</u>	<u>12.5</u>	<u>12.5</u>	<u>9.7</u>
Total	100.0					100.0	100.0	100.0	100.0
<u>Cultural/Racial/Ethnic Identity</u>									
AI/AI w/other minority	4.7								
White	76.5								
Other minority	6.1								
AI and white	<u>12.7</u>								
Total	100.0								
<hr style="border-top: 1px dashed black;"/>									
Not Married									
<u>Number in Household</u>									
One	72.1					68.0	65.2	73.1	77.0
Two	13.2					15.7	15.9	6.1	13.4
Three	9.0					5.9	12.1	10.9	7.9
Four or more	<u>5.7</u>					<u>10.4</u>	<u>6.8</u>	<u>9.9</u>	<u>1.7</u>
Total	100.0					100.0	100.0	100.0	100.0
<u>Cultural/Racial/Ethnic Identity</u>									
AI/AI w/ other minority	5.2								
White	81.5								
Other minority	4.3								
AI and white	<u>9.1</u>								
Total	100.0								

(cont.)

Table 8 (cont.)  
Demographic Characteristics of NMAI Households by Marital Status: Size, Racial/Ethnic Identity, Income, and Residence  
 Total, Membership Group and Tenure  
 (In Percent)

		Membership Group				Membership Tenure, Year Joined			
Household Characteristics	Total	Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier
Married									
<u>Annual Household Income</u>									
\$25,000 and less	10.4	12.6	7.8	3.2	4.8	17.3	9.8	8.6	9.4
\$25-\$50,000	24.7	29.5	21.7	18.6	10.4	29.4	22.0	27.5	22.9
\$40-\$75,000	25.8	26.6	31.6	19.7	19.1	24.7	28.1	24.0	26.0
\$75-\$100,000	17.1	15.5	15.8	28.8	16.3	12.2	17.0	20.0	17.3
\$100-\$150,000	13.0	10.9	13.6	15.5	18.7	10.0	13.7	12.0	14.3
\$150-\$250,000	5.6	2.6	6.3	10.0	17.9	3.3	6.1	5.1	6.4
Over \$250,000	3.4	2.3	3.3	4.2	13.0	3.1	3.5	2.9	3.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
-----									
Not Married									
<u>Annual Household Income</u>									
\$25,000 and less	24.5	28.2	19.7	12.9	10.4				
\$25-\$50,000	44.3	48.7	44.3	38.7	25.7				
\$40-\$75,000	19.2	15.7	23.4	25.3	28.5				
\$75-\$100,000	6.4	4.9	6.0	11.3	15.5				
\$100-\$150,000	3.1	1.2	4.4	9.6	7.3				
\$150-\$250,000	1.6	1.0	1.3	0.0	9.9				
Over \$250,000	<u>1.1</u>	<u>0.3</u>	<u>0.9</u>	<u>2.4</u>	<u>2.9</u>				
Total	100.0	100.0	100.0	100.0	100.0				

\* 11.7% chose not to answer

(cont.)

Table 8 (cont.)  
Demographic Characteristics of NMAI Households by Marital Status: Size, Racial/Ethnic Identity, Income, and Residence  
 Total, Membership Group and Tenure  
 (In Percent)

Household Characteristics	Total	Membership Group				Membership Tenure, Year Joined			
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier
Married									
<u>Residence</u>									
Mid Atlantic	28.1								
New England	9.9								
North Central	11.3								
So Atlantic	19.1								
South Central	7.0								
West	<u>24.6</u>								
Total	100.0								
Not Married									
<u>Residence</u>									
Mid Atlantic	29.6					31.4	28.1	26.1	31.1
New England	9.4					5.1	14.2	13.9	6.6
North Central	12.8					15.3	12.4	14.9	11.4
So Atlantic	17.5					23.9	13.6	21.3	15.9
South Central	9.9					14.8	11.5	3.0	9.7
West	<u>20.8</u>					<u>9.5</u>	<u>20.2</u>	<u>20.7</u>	<u>25.3</u>
Total	100.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0

Table 9  
Major Activity Patterns of NMAI Member Households:  
 by Marital Status  
 (In Percent)

Major Activity Pattern	Total
Married	
Both working full-time	34.6
One working full-time/ one working part-time*	12.8
One working full-time/ one not in the labor force	17.5
Both working part-time*	1.6
One working part-time/ one not in the labor force**	5.6
Neither in the labor force	<u>27.9</u>
Total	100.0
Non-Married	
Working full-time	56.8
Working part-time**	6.1
Not in labor force	<u>37.2</u>
Total	100.0

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

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

Table 10  
Ages of Children in NMAI Member Households\*  
 (In Percent)

Age Group	Households with children
Under 8	5.5
9 to 12	4.8
13 to 18	8.3
No children	85.7

\*Total adds to more than 100% as respondents could select more than one response.



Table 11  
Year Household Joined NMAI: Total, Membership Group and Ethnicity  
(In Percent)

Year Joined	Total	<u>Membership Group</u>				<u>Native American</u> <u>Ethnicity</u>	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers	No	Yes
1998	14.7	17.5	10.8	9.9	4.4	14.5	14.9
1996-1997	21.9	23.7	19.6	18.4	14.9	21.8	22.4
1994-1995	21.2	19.4	23.0	28.4	22.9	20.4	27.0
1993 or Earlier	<u>42.1</u>	<u>39.4</u>	<u>46.7</u>	<u>43.2</u>	<u>57.9</u>	<u>43.4</u>	<u>35.7</u>
Total	99.9	100.0	100.0	100.0	100.0	100.0	100.0

Table 12  
Participation of Households in NMAI & Other Cultural Activities:  
 Total, Membership Group, Tenure and Ethnicity  
 (In Percent)

		1998 Membership Group				Membership Tenure, Year Joined				Native American	
Participation	Total	Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	Ethnicity No	Yes
Participation in NMAI Activities**											
Attended NMAI events	4.1	3.0	6.0	5.7	5.9						
Visited Heye Center (NY)	12.3	10.6	13.7	16.6	20.8	7.3	10.8	13.4	14.3	13.2	7.9
Visited Cooper-Hewitt (NY)	3.3									3.8	1.1
Attended SI lectures/tours	4.1										
Visited SI museums in DC	18.4					17.4	19.1	14.4	20.4		
Did none of these activities	69.6	72.7	65.5	62.8	58.9	74.8	70.0	72.3	66.2	68.0	76.1
Other memberships											
Indian history/culture museums+SI org's	4.7	3.5	5.2	6.9	7.3	2.0	2.6	4.1	6.9	4.7	4.7
Indian history/culture museums, not SI	13.3	12.9	14.8	15.5	14.7	13.3	13.4	12.7	13.6	11.6	21.9
Other SI organizations, not Other Indian	29.0	27.0	28.4	31.4	32.1	24.6	25.7	25.8	34.0	31.4	15.5
Neither	<u>53.0</u>	<u>56.6</u>	<u>51.6</u>	<u>46.2</u>	<u>45.9</u>	<u>60.2</u>	<u>58.4</u>	<u>57.5</u>	<u>45.5</u>	<u>52.3</u>	<u>57.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Includes Sky Meadows, Boundary Waters, and Desert Sands Circles.

\*\* Percentages do not total to 100% since more than one response was possible.

Table 13  
Interest in NMAI Events, Native American History & Native American Culture  
 Total, Membership Group, Tenure and Ethnicity  
 (In Percent)

Type of Event	Total	1998 Membership Group				Membership Tenure, Year Joined				Native American Ethnicity	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	No	Yes
NMAI Events**											
Behind -the-scenes museum tours	26.9					22.0	25.1	31.1	27.4		
Dance & theater performances	29.0					24.3	33.6	30.7	27.4		
Exhibition previews for members only	12.1					7.6	10.1	12.9	14.4		
Lectures & classes	20.4										
Native American Film Festival	18.6					21.9	21.7	17.0	16.6	17.3	26.4
Native art exhibitions	60.9										
Travel & study tours	33.0					37.1	35.9	27.8	32.8		
Native American History**											
Early migration & society	42.4	44.8	41.0	30.0	34.7						
Pre-Columbian civilizations	31.0										
Colonial period	23.1	22.5	25.6	22.5	14.6						
19th Century North American	48.1	47.1	47.0	58.7	50.4						
19th Century Central and South American	4.2										
Early 20th Century (before 1950)	14.4										
Contemporary (since 1950)	37.2	35.0	39.1	35.9	49.8	34.4	42.2	34.6	36.9		
Native American Culture**											
Traditional lifestyles	31.7	34.8	29.8	26.8	24.9	36.9	28.5	33.1	30.8		
Contemporary lifestyles	4.9										
Traditional culture	47.7										
Contemporary culture	7.4					4.2	9.0	7.2	7.9	8.2	5.0
Traditional art	31.0									32.8	23.9
Contemporary art	14.1					9.3	14.9	12.9	15.9	15.4	9.4
Traditional spiritual beliefs	40.5	41.1	42.9	47.7	31.6	39.1	46.4	40.3	37.9	39.3	50.4
Contemporary spiritual beliefs	9.2										
Future Indian culture	12.7					18.2	12.4	12.0	11.4	11.9	15.9

\* Includes Sky Meadows, Boundary Waters, and Desert Sands Circles.

\*\* Percentages total to almost 200% as respondents were asked to select two items.

Table 14  
Household Use of All NMAI Membership Benefits  
Total, Membership Group, Tenure and Ethnicity  
(In Percent)

	Total	1998 Membership Group				Membership Tenure, Year Joined				Native American	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	Ethnicity	
NMAI Benefit										No	Yes
<u>Native Peoples magazine</u>											
Important & Used	75.2	73.8	82.1	77.4	76.4	69.5	74.7	76.6	76.7		
Important & Not Used	3.3	4.0	2.6	1.3	4.0	5.0	5.2	2.0	2.3		
Not Important & Used	16.2	16.7	12.9	15.8	14.0	19.0	14.3	15.6	16.6		
Not Important & Not Used	<u>5.3</u>	<u>5.5</u>	<u>2.4</u>	<u>5.5</u>	<u>5.6</u>	<u>6.5</u>	<u>5.8</u>	<u>5.7</u>	<u>4.4</u>		
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
<u>The NMAI Runner newsletter</u>											
Important & Used	61.7										
Important & Not Used	5.6										
Not Important & Used	18.2										
Not Important & Not Used	<u>14.6</u>										
Total	100.1										
<u>Smithsonian catalogue discounts</u>											
Important & Used	20.8	20.8	21.1	24.5	21.8	18.5	17.9	21.4	22.9		
Important & Not Used	28.7	30.4	31.6	25.9	20.8	28.9	32.1	30.7	25.8		
Not Important & Used	4.8	4.2	3.4	7.2	8.0	3.1	4.4	4.6	5.8		
Not Important & Not Used	<u>45.7</u>	<u>44.6</u>	<u>43.9</u>	<u>42.4</u>	<u>49.5</u>	<u>49.5</u>	<u>45.6</u>	<u>43.4</u>	<u>45.5</u>		
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
<u>Discounts at Museum Shops</u>											
Important & Used	8.1	6.9	10.3	8.6	12.1					8.5	6.0
Important & Not Used	29.3	31.1	28.9	29.5	23.5					28.5	34.5
Not Important & Used	10.4	9.5	12.4	10.7	14.0					10.8	7.8
Not Important & Not Used	<u>52.2</u>	<u>52.5</u>	<u>48.4</u>	<u>51.3</u>	<u>50.3</u>					<u>52.2</u>	<u>51.7</u>
Total	100.0	100.0	100.0	100.0	100.0					100.0	100.0
<u>Invitations to NMAI events in local area</u>											
Important & Used	13.8	11.7	17.3	15.8	20.1	15.1	14.3	14.4	12.8		
Important & Not Used	44.6	45.5	47.0	48.7	38.7	41.3	46.7	47.3	43.4		
Not Important & Used	2.6	2.3	2.4	3.6	1.1	2.5	1.5	4.2	2.4		
Not Important & Not Used	<u>39.0</u>	<u>40.5</u>	<u>33.3</u>	<u>31.9</u>	<u>40.2</u>	<u>41.1</u>	<u>37.5</u>	<u>34.1</u>	<u>41.4</u>		
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		

(cont.)

Table 14 (cont.)  
Household Use of All NMAI Membership Benefits  
 Total, Membership Group, Tenure and Ethnicity  
 (In Percent)

NMAI Benefit	Total	1998 Membership Group				Membership Tenure, Year Joined				Native American	
		Golden	Riverbed	Everglades	Upper	1998	1996-97	1994-95	1993 or Earlier	Ethnicity	
		Circle	Circle	Circle	Tiers*					No	Yes
<u>Name on Member scroll</u>											
Important & Used	10.4					10.4	11.0	13.6	8.5	9.4	15.4
Important & Not Used	12.0					12.2	13.0	13.2	10.9	10.6	20.1
Not Important & Used	4.3					7.1	4.5	5.1	2.9	4.2	4.2
Not Important & Not Used	<u>73.3</u>					<u>70.3</u>	<u>71.6</u>	<u>68.2</u>	<u>77.7</u>	<u>75.9</u>	<u>60.3</u>
Total	100.0					100.0	100.0	100.0	100.0	100.0	100.0
<u>Name on Member scroll</u>											
Important & Used	10.4					10.4	11.0	13.6	8.5	9.4	15.4
Important & Not Used	12.0					12.2	13.0	13.2	10.9	10.6	20.1
Not Important & Used	4.3					7.1	4.5	5.1	2.9	4.2	4.2
Not Important & Not Used	<u>73.3</u>					<u>70.3</u>	<u>71.6</u>	<u>68.2</u>	<u>77.7</u>	<u>75.9</u>	<u>60.3</u>
Total	100.0					100.0	100.0	100.0	100.0	100.0	100.0
<u>Invitations to NMAI events in local area</u>											
Important & Used	13.8	11.7	17.3	15.8	20.1	15.1	14.3	14.4	12.8		
Important & Not Used	44.6	45.5	47.0	48.7	38.7	41.3	46.7	47.3	43.4		
Not Important & Used	2.6	2.3	2.4	3.6	1.1	2.5	1.5	4.2	2.4		
Not Important & Not Used	<u>39.0</u>	<u>40.5</u>	<u>33.3</u>	<u>31.9</u>	<u>40.2</u>	<u>41.1</u>	<u>37.5</u>	<u>34.1</u>	<u>41.4</u>		
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
<u>Full-color exhibition catalogue</u>											
Important & Used	16.8	**	**	**	16.8						
Important & Not Used	21.6	**	**	**	21.6						
Not Important & Used	2.8	**	**	**	2.8						
Not Important & Not Used	<u>58.8</u>	**	**	**	<u>58.8</u>						
Total	100.0	**	**	**	100.0						
<u>Cooper-Hewitt free admission</u>											
Important & Used	4.3										
Important & Not Used	33.0										
Not Important & Used	1.9										
Not Important & Not Used	<u>60.7</u>										
Total	99.9										

(cont.)

Table 14 (cont.)  
Household Use of All NMAI Membership Benefits  
 Total, Membership Group, Tenure and Ethnicity  
 (In Percent)

NMAI Benefit	Total	<u>1998 Membership Group</u>				<u>Membership Tenure, Year Joined</u>				<u>Native American</u>	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	<u>Ethnicity</u>	
										No	Yes
<u>Embossed lapel pin</u>											
Important & Used	17.5	**	**	**	17.5						
Important & Not Used	2.3	**	**	**	2.3						
Not Important & Used	15.1	**	**	**	15.1						
Not Important & Not Used	<u>65.1</u>	**	**	**	<u>65.1</u>						
Total	100.0	**	**	**	100.0						

Table 15  
Satisfaction with Selected Aspects of NMAI Membership  
 Total, Membership Group, Tenure and Ethnicity  
 (In Percent)

Aspect of Membership	Total	1998 Membership Group				Membership Tenure, Year Joined				Native American Ethnicity	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	No	Yes
Cost of Membership											
Delighted	20.9	22.8	19.0	22.7	17.6	16.9	19.1	20.2	23.5		
Satisfied	72.1	68.9	76.2	74.4	77.3	70.9	73.3	73.7	71.1		
Somewhat or less satisfied	<u>7.0</u>	<u>8.3</u>	<u>4.9</u>	<u>2.9</u>	<u>5.2</u>	<u>12.1</u>	<u>7.7</u>	<u>6.1</u>	<u>5.5</u>		
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
<i>Native Peoples magazine</i>											
Delighted	54.0					43.2	50.8	56.7	57.9	53.0	61.8
Satisfied	37.5					42.9	40.2	35.9	35.1	38.2	32.4
Somewhat or less satisfied	<u>8.5</u>					<u>13.9</u>	<u>8.9</u>	<u>7.4</u>	<u>7.1</u>	<u>8.8</u>	<u>5.9</u>
Total	100.0					100.0	100.0	100.0	100.0	100.0	100.0
<i>The NMAI Runner</i>											
Delighted	28.7									26.2	39.8
Satisfied	51.6									53.3	44.6
Somewhat or less satisfied	<u>19.7</u>									<u>20.5</u>	<u>15.7</u>
Total	100.0									100.0	100.1
Updates & Information about the Museum											
Delighted	21.3	18.6	22.9	27.6	24.8	15.8	21.0	22.6	22.4		
Satisfied	60.4	62.9	55.5	58.1	61.9	63.2	57.2	60.6	61.0		
Somewhat or less satisfied	<u>18.3</u>	<u>18.5</u>	<u>21.6</u>	<u>14.3</u>	<u>13.3</u>	21.0	<u>21.8</u>	<u>16.7</u>	<u>16.6</u>		
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Overall value of NMAI membership											
Delighted	27.5	24.5	30.4	36.4	31.6	18.8	26.2	27.7	30.8		
Satisfied	60.3	61.5	58.6	55.3	64.3	64.2	58.8	60.5	59.8		
Somewhat or less satisfied	<u>12.2</u>	<u>14.0</u>	<u>10.9</u>	<u>8.2</u>	<u>4.1</u>	<u>17.0</u>	<u>14.9</u>	<u>11.8</u>	<u>9.4</u>		
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		

\* Includes Sky Meadows, Boundary Waters, and Desert Sands Circles.

Table 16  
Aspects to Stress in Promoting NMAI Membership\*  
 Total, Membership Group, Tenure and Ethnicity  
 (In Percent)

Membership Aspect to Stress	Total	<u>1998 Membership Group</u>				<u>Membership Tenure, Year Joined</u>				<u>Native American Ethnicity</u>	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	No	Yes
Attending/discounts for NMAI activities	18.4										
Becoming involved in the life of the Smithsonian	24.9					28.3	22.7	21.0	26.9	26.08	18.26
Helping redress neglect of American Indian history and culture	87.8					89.4	88.9	90.0	85.7	87.38	93.11
<i>Native Peoples</i> magazine	70.8	72.8	71.7	67.6	62.4					70.08	77.04
Preferred admission for NMAI members when the Mall museum is open	27.4					28.0	22.5	28.6	29.1		
Supporting Smithsonian outreach and activities in the public interest	45.2					40.3	51.4	44.2	44.1		
The <i>NMAI Runner</i> newsletter	10.5	6.9	15.1	16.2	11.6					9.63	15.62

\* Includes Sky Meadows, Boundary Waters, and Desert Sands Circles.



Table 17  
Willingness to Make a Voluntary Contribution to Support NMAI, Aspect to be Supported & Willingness to Renew with Information as the Only Benefit  
 Total, Membership Group, Tenure and Ethnicity  
 (In Percent)

	Total	1998 Membership Group				Membership Tenure, Year Joined				Native American Ethnicity	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	No	Yes
Willingness to Make Voluntary Contribution											
Yes - More than \$100 yearly	1.7	0.5	0.4	1.3	18.3	0.8	1.5	1.8	2.1	1.8	1.5
Yes - Less than \$100 yearly	5.7	2.8	8.7	13.2	10.1	3.0	5.3	5.5	6.9	6.0	4.9
Yes - Uncertain about amount	34.9	26.5	44.9	51.1	50.0	28.2	34.5	37.3	36.1	33.6	43.2
Not sure	35.0	40.2	31.6	26.8	16.8	40.2	32.0	37.2	33.8	35.5	33.8
No	<u>22.7</u>	<u>30.0</u>	<u>14.5</u>	<u>7.7</u>	<u>4.8</u>	<u>27.8</u>	<u>26.7</u>	<u>18.3</u>	<u>21.0</u>	23.2	16.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.2
Aspects to be Supported**											
Acquiring contemporary Native art	18.2	14.8	21.3	23.8	28.7					19.6	13.5
Conserving Native artifacts	61.0										
Educational programs about Native American life at the Mall museum	37.1	34.9	38.9	45.9	37.6						
Moving the collection from New York	13.6	12.5	14.8	11.7	20.7					12.3	19.2
New exhibitions for the Mall museum	9.6	7.3	10.7	13.9	14.3	8.3	6.7	8.5	12.0	10.5	6.2
Programs in Native communities	50.9					57.8	57.7	50.2	46.0	48.6	62.9
Not sure	22.3	24.7	18.8	21.1	12.2						
Renew NMAI Membership with Information Bulletin as the Only Benefit											
Definitely yes	21.9	17.2	24.1	26.6	42.0	16.2	21.1	20.4	25.1		
Probably yes	37.4	36.6	36.0	43.9	41.8	39.1	33.8	40.2	37.3		
Probably not	21.9	23.6	23.8	17.2	9.6	25.0	24.3	22.7	19.3		
Definitely not	6.1	8.0	5.5	3.5	1.1	5.9	5.6	5.8	6.5		
Not sure	<u>12.7</u>	<u>14.6</u>	<u>10.6</u>	<u>8.8</u>	<u>5.5</u>	<u>13.8</u>	<u>15.3</u>	<u>11.0</u>	<u>11.8</u>		
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		

\* Includes Sky Meadows, Boundary Waters, and Desert Sands Circles.

\*\* Percentages do not total to 100% since more than one responses was possible.

Table 18  
Use and Satisfaction With *Native Peoples* Magazine  
 Total, Membership Group, Tenure, and Ethnicity  
 (In Percent)

	Total	1998 Membership Group				Membership Tenure, Year Joined				Native American	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	Ethnicity	
										No	Yes
How <i>Native Peoples</i> Magazine is Used**											
Look at advertisements	39.1					34.4	34.6	41.3	42.0		
Pass it on to family or friends	34.5	36.6	29.7	32.1	26.8						
Put it where everyone can see it	36.1									34.4	45.4
Read most of the articles	71.0									69.4	79.3
Scan an average issue fairly quickly	31.5									34.0	19.7
Study calendars of activities	36.4									35.2	42.8
Turn to information about NMAI	20.6	18.5	22.8	28.8	23.2						
Do not get <i>Native Peoples</i>	1.2										
Content of Articles - Satisfaction											
Delighted	29.4					23.0	27.6	35.1	29.6	28.2	34.9
Satisfied	57.1					59.5	58.3	51.6	58.4	58.2	52.9
Somewhat or less satisfied	13.5					17.5	14.1	13.3	12.0	13.6	12.3
Total	100.0					100.0	100.0	100.0	100.0	100.0	100.0
Design & Appearance - Satisfaction											
Delighted	47.9					38.5	48.2	52.8	48.4	46.5	57.0
Satisfied	45.4					51.3	43.1	41.6	46.6	46.6	39.4
Somewhat or less satisfied	6.7					10.3	8.8	5.6	5.0	7.0	3.7
Total	100.0					100.0	100.0	100.0	100.0	100.0	100.0
Advertisements - Satisfaction											
Delighted	20.0					16.4	16.9	22.8	21.5	19.3	24.7
Satisfied	58.1					52.4	58.7	57.0	60.3	58.8	56.5
Somewhat or less satisfied	21.8					31.2	24.5	20.1	18.2	21.9	18.8
Total	99.9					100.0	100.0	100.0	100.0	100.0	100.0
NMAI Information - Satisfaction											
Delighted	20.6					15.1	17.3	25.2	21.9		
Satisfied	65.2					65.8	67.8	61.4	65.7		
Somewhat or less satisfied	14.1					19.1	15.0	13.4	12.5		
Total	99.9					100.0	100.0	100.0	100.0		

\* Includes Sky Meadows, Boundary Waters, and Desert Sands Circles.

\*\* Percentages do not total to 100% since more than one responses was possible.

Table 19  
Use and Satisfaction With NMAI Runner Newsletter  
 Total, Membership Group, Tenure, and Ethnicity  
 (In Percent)

	Total	1998 Membership Group				Membership Tenure, Year Joined				Native American	
		Golden Circle***	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	Ethnicity	
How NMAI Runner Newsletter is Used**											
Pass it on to family or friends	23.4									21.7	29.5
Put it where everyone can see it	24.5									22.4	33.5
Read most of the articles	61.5									57.8	74.8
Scan an average issue fairly quickly	44.7									48.0	33.3
No not get NMAI Runner	9.6		12.0	6.8	4.8	16.3	13.8	9.3	6.7		
Content of Articles - Satisfaction											
Delighted	14.5										
Satisfied	62.4										
Somewhat or less satisfied	23.1										
Total	100.0										
Design & Appearance - Satisfaction											
Delighted	10.9										
Satisfied	59.8										
Somewhat or less satisfied	29.3										
Total	100.0										
NMAI Information - Satisfaction											
Delighted	16.0										
Satisfied	63.7										
Somewhat or less satisfied	20.4										
Total	100.1	0.0	0.0	0.0	0.0						

\* Includes Sky Meadows, Boundary Waters, and Desert Sands Circles.

\*\* Percentages do not total to 100% since more than one responses was possible.

\*\*\* Golden Prairie Circle members do not receive the *NMAI Runner* .

Table 20  
Relative Importance of Native Peoples and the NMAI Runner & Impact on Value of Membership if Native Peoples is Replaced  
 Total, Membership Group, Tenure, and Ethnicity  
 (In Percent)

	Total	1998 Membership Group				Membership Tenure, Year Joined				Native American	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	Ethnicity No	Yes
Which Publication is More Important											
Native Peoples	70.4									71.5	67.4
The NMAI Runner	5.5									6.2	2.8
Equally important	19.6									17.8	26.2
Not sure	<u>4.5</u>									4.5	3.6
Total	100.0									100.0	100.0
Effect on Value of NMAI Membership of Replacing Native Peoples											
More valuable	38.0	38.3	38.0	39.8	44.3						
Not more valuable	18.3	16.4	19.4	24.4	21.4						
Less valuable	10.7	11.2	12.6	7.6	9.1						
Not sure	<u>33.0</u>	<u>34.1</u>	<u>30.1</u>	<u>28.2</u>	<u>25.3</u>						
Total	100.0	100.0	100.0	100.0	100.0						

\* Includes Sky Meadows, Boundary Waters, and Desert Sands Circles.

Table 21  
World Wide Web Access and Use of NMAI Web Site: Total, Membership Group, Tenure and Ethnicity  
 Total, Membership Group, Tenure, and Ethnicity  
 (In Percent)

	Total	1998 Membership Group				Membership Tenure, Year Joined				Native American Ethnicity	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	No	Yes
Where Household Has World Wide Web Access**											
At home	50.6	46.3	59.1	54.9	54.6						
At work	36.0	34.2	38.3	43.1	47.0	36.1	42.2	37.8	31.7		
Somewhere else	5.9					7.4	8.2	5.0	4.7		
No Web access	34.6	38.1	28.4	26.0	29.1	37.7	32.0	31.0	36.8		
Visited NMAI Web Site (Households with Web Access)											
Yes (This is 11.2% of all NMAI members.)	17.2									15.5	25.7
No - tried but could not find it	3.6									3.0	6.2
No - never tried	<u>79.2</u>									<u>81.6</u>	<u>68.0</u>
Total	100.0									100.0	100.0
Satisfaction With NMAI Web Site (Households who have Accessed Site)											
<u>Comprehensiveness</u>											
Delighted	14.9										
Satisfied	65.7										
Somewhat satisfied or less satisfied	<u>19.4</u>										
Total	100.0										
<u>Ease of Access</u>											
Delighted	16.1										
Satisfied	67.6										
Somewhat satisfied or less satisfied	<u>16.3</u>										
Total	100.0										
<u>General Appearance</u>											
Delighted	19.0										
Satisfied	68.2										
Somewhat satisfied or less satisfied	<u>12.9</u>										
Total	100.1										
<u>Overall satisfaction</u>											
Delighted	16.8										
Satisfied	67.4										
Somewhat satisfied or less satisfied	<u>15.8</u>										
Total	100.0										

\* Includes Sky Meadows, Boundary Waters, and Desert Sands Circles.

\*\* Percentages do not total to 100% since more than one responses was possible.

Table 22  
Interest in NMAI E-mail Announcements & Willingness to Renew NMAI Membership Via Internet  
 Total, Membership Group, Tenure, and Ethnicity  
 (In Percent)

	Total	Membership Group				Membership Tenure, Year Joined				Native American	
		Golden Circle	Riverbed Circle	Everglades Circle	Upper Tiers*	1998	1996-97	1994-95	1993 or Earlier	Ethnicity No	Yes
Would Like to Receive E-mail Announcements (Based on 55% of members)											
Yes	35.7					46.2	37.1	35.9	31.6	34.3	44.1
No - Print/Web information is adequate	28.8					21.9	29.3	29.7	30.4	29.9	25.1
No - Do not like e-mail announcements	<u>35.4</u>					<u>31.9</u>	<u>33.6</u>	<u>34.4</u>	<u>38.1</u>	<u>35.9</u>	<u>30.9</u>
Total	99.9					100.0	100.0	100.0	100.0	100.0	100.0
Do not use email	45.0										
Willingness to Renew NMAI Membership Via Internet (Based on 60.8% of members)											
Definitely renew via internet	6.6										
Probably renew via internet	18.2										
Probably not renew via internet	25.4										
Definitely not renew via internet	29.6										
Not sure	<u>20.2</u>										
Total	100.0										
No internet access	39.2										

\* Includes Sky Meadows, Boundary Waters, and Desert Sands Circles.

Table 23  
Satisfaction with Aspects of NMAI Membership by Hypothetical Effect of New NMAI Publication  
on the Value of NMAI Membership  
(In Percent)

Aspect of NMAI Membership	<u>Effect of New Publication on Membership Value</u>				Total
	More valuable	Not more valuable	Less valuable	Not sure	
Overall Value					
Delighted	34.7	23.7	12.1	29.6	100.0
Satisfied	38.0	17.9	10.1	34.1	100.0
Somewhat satisfied or less	50.0	10.6	10.7	28.7	100.0
<i>Native Peoples Magazine</i>					
Delighted	29.4	22.1	15.3	33.3	100.0
Satisfied	44.3	15.5	6.6	33.7	100.0
Somewhat satisfied or less	72.1	6.7	1.1	20.1	100.0
<i>NMAI Runner</i>					
Delighted	31.9	27.2	11.8	29.1	100.0
Satisfied	39.6	20.2	9.0	31.2	100.0
Somewhat satisfied or less	44.4	14.4	10.5	30.7	100.0





## Appendix D.

### Technical Information: Survey Design and Implementation

#### Introduction

This 1999 National Museum of the American Indian Membership Study was designed by the Institutional Studies Office, working closely with NMAI Membership Office and NMAI's membership development consultants. From our initial discussions, we all felt that we should replicate the methodology of other studies of Smithsonian membership organizations as much as possible. We wanted to be able to compare the new data with recently conducted studies of the Contributing Membership Program, the Resident Associate Program, and the Cooper-Hewitt, National Design Museum. At the same time, we wanted to be responsive to the concerns and interests of NMAI staff.

#### Sample Design and Response Rates

The data for the 1999 study were collected from a random sample of 5,994 NMAI members as of December 1, 1998. Data collection began in early June, 1999, so the study was defined as a survey of memberships which had been in effect for at least six months at the time of data collection. Usable responses were received from 2,762 members or 46.1 percent.

Table 1A in Appendix C shows the distribution of the 1999 membership by membership category, together with the percentage of survey respondents from each membership category. As of December 1998, NMAI had 55,200 member addresses on file in those categories.

In comparison to general mail surveys of memberships, the response rate for the present survey, 46.1 percent, is considered respectable. It should be noted that, an additional 33 questionnaires were received after the end of data collection. Examination of these questionnaires, however, indicates that their inclusion in the data set would have, in no way, altered any of the results.

The sample selection procedures for this survey meant that, if everyone had responded, each response would have represented nearly twenty NMAI households. In order to discuss the total member population then, 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, the distribution by geographical region, and length of membership tenure.

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.

We have some information on non-respondents from administrative records (e.g., membership level, residence, and length of membership tenure). 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 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.

### Survey Administration

The 1999 mail survey was conducted by Questar, a survey processing contractor, using questionnaires suitable for optical scanning.

On May 28, 1999, 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, the contractor mailed each sampled household a survey package containing: (1) an introductory cover letter signed by Richard West, Director, NMAI; (2) a questionnaire; and (3) a prepaid return envelope addressed to the contractor.

One week later, on June 11, the sampled households were sent a "Heads-Up" reminder card to encourage response.

Returns were monitored closely and, after six weeks, a second survey package, identical to the first except for the enclosed letter content, was sent to non-respondents on July, 28, 1999. Data collection officially ended on September 20, and all data entry was completed by September 24, 1999.

### The Questionnaire

Contents. The questionnaire was based on a review of the requirements defined by the NMAI staff and a need to coordinate this survey with three related efforts: the 1997 Contributing Membership Program (CMP) Survey, 1998 Resident Associate Program (RAP) Survey, and the 1999 Cooper-Hewitt, National Design Museum Membership Survey. A draft questionnaire was developed by the Institutional Studies staff and reviewed with NMAI staff and its communications consultants.

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 participation in NMAI activities. The second section deals with household involvement with current benefits, satisfaction with NMAI membership, and NMAI financial support. The third section, consisting of eleven questions, focused on member satisfaction with NMAI print and World Wide Web communications. The fourth section includes questions about the respondent's, and spouse's, if appropriate, demographic background characteristics. The only significant change from the earlier membership surveys involved the specification of race. The 1999 NMAI questionnaire, following current guidelines, allowed respondents to use more than one racial/ethnic description for households. The questionnaire concluded with a request for comments about NMAI.