

# PRESIDENTIAL LIBRARIES MUSEUM VISITOR SURVEY

## MUSEUM VISITORS

Thank you for sharing your opinions on your visit to the museum at the Reagan Library. Your answers will help us understand your experience and to evaluate where we are doing well and where there is room for improvement.

All of your responses are for research purposes only.

1. Which of the following affected your decision to visit the museum at the Reagan Library? *Please select all that apply.*

- Web site (Please specify: \_\_\_\_\_)
- Another Presidential Library (Please specify: \_\_\_\_\_)
- National Archives in Washington, DC
- Word of mouth
- Newspaper/Magazine
- TV
- Radio
- Brochures/Rack cards/Travel guides (such as AAA)
- Street banners, road signs, and billboards
- Information at your hotel
- Information from a convention and visitors bureau
- Availability of a tour bus
- Attendance at a special event
- Other (Please specify: \_\_\_\_\_)

2. What did you expect to see before you visited the museum at the Reagan Library? *Please select all that apply.*

- Exhibits about the president
- Exhibits about American history
- Documents and artifacts related to the president
- A traveling/temporary exhibit (Please specify: \_\_\_\_\_)
- Books or other library materials
- A temporary or traveling exhibit
- A special event at the library/museum
- Photographs and audio/visual material related to the president and his family
- Interactive exhibits
- Other (Please specify: \_\_\_\_\_)

3. Would you say that your visit to the museum at the Reagan Library did not meet, met or exceeded your expectations?

- Exceeded my expectations       Met my expectations       Did not meet my expectations

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4. For the following questions, please focus solely on your impressions and experiences with the museum exhibits. How well does each of the following statements describe your recent experience at the museum at the Reagan Library?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	NOT APPLICABLE
I learned something I did not know before.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The exhibits presented the President and his Administration in a balanced manner.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	NOT APPLICABLE
I now have a better understanding of the President and his Administration.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The introductory film and the exhibits provided me with an understanding of the life and times of this president.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The exhibits helped me connect historic events to those of the present.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The visit made me feel personally connected to the President.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The exhibits provided a positive learning experience for the child(ren) I visited with.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Please rate your satisfaction with the following in regards to your recent visit to the Reagan Library's collections or exhibits including the presidential home or grave site.

	VERY SATISFIED	SOMEWHAT SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	NOT APPLICABLE
The amount of information about the President	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of information about the First Lady and/or President's family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of information about American history/democracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The variety of artifacts and documents used in the exhibits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The variety of interactive/electronic exhibits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quality of the museum experience in comparison to other museums you have enjoyed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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6. Please rate your satisfaction with the following in regards to your recent visit to the Reagan Library's collections or exhibits including the presidential home or grave site.

	VERY SATISFIED	SOMEWHAT SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	NOT APPLICABLE
Wait time to see the exhibit(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Written information about the exhibits (booklets, brochures, pamphlets etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The flow of the exhibit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibit layout/presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quantity of interactive exhibits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of interactive exhibits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labels and informational signage in the exhibits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	VERY SATISFIED	SOMEWHAT SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	NOT APPLICABLE
How well the interactive/electronic exhibits were working	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibit lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Places to rest and reflect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The tour guide/volunteers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Again, thinking about your most recent experience at the museum at the Reagan Library **overall**, please rate how satisfied you were with each of the following.

	VERY SATISFIED	SOMEWHAT SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	NOT APPLICABLE
Directions/Signage directing you to the library & museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Admission fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Admission process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendliness of the staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility of the building and exhibit space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of items in the gift shop/store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The museum restaurant/ café	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crowdedness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility of the restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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8. How satisfied were you with your experience **overall** at the museum at the Reagan Library?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

9. How do you rate your experience at the Reagan Library in comparison with other Southern California theme experiences?

- Liked it much less
- Liked it somewhat less
- Did not like it any more or less
- Liked it somewhat more
- Liked it much more

10. Please describe your first impressions as you, your family and friends approached the Library.

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11. What was the best part of your most recent visit to the museum at the Reagan Library?

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12. What one thing could be done to improve your overall experience at the museum at the Reagan Library?

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**VISITOR PROFILE**

Our next set of questions is for classification purposes only.

13. Who did you visit the museum at the Reagan Library with?

- Alone
- Family/Friends/Co-Workers
- A group of students
- A tour group
- Other (Please specify: \_\_\_\_\_)

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If you visited the Library with children, please answer question #14. Otherwise go to question #15.

14. How many children (under the age of 18) were with your group? \_\_\_\_\_

If applicable, please specify the range of their ages (choose all that apply):

- 0 – 5 years old
- 6 – 10 years old
- 11 – 13 years old
- 14 – 18 years old

15. What is your gender?

- Male
- Female

16. In what year were you born?

\_\_\_\_\_ (Please enter as a four-digit number, e.g., 1963)

17. What is the highest level of education you have attained?

- Less than high school
- High school or equivalent (e.g., GED)
- Some college, but no degree
- Associate's degree
- Undergraduate degree (e.g., B.A., B.S.)
- Graduate school (e.g., M.S., M.D., Ph.D.)

18. Which of the following income categories best describes your total 2007 household income?

- Less than \$24,999
- \$24,999 to \$49,999
- \$49,999 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

### THANK YOU FOR YOUR PARTICIPATION!

Please send completed surveys to [name and address of survey data collector].

#### Paperwork Reduction Act Public Burden Statement

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