WB&A Market Research	Time started:	Please answer questions 3 and 4 for each v	enue you v	isited <u>to</u>	day:			
Job #10-781  June 2010 <b>Entrance:</b> 01 East 02 West	Time completed: Total time: OMB Control No	Q3. How long was your wait in line <u>today</u> to se <b>venue visited.)</b>	e/do each o	f the foll	owing? (1	Mark <u>one</u>	e answer	for each
Date: / /	Expiration Date:			Very S short	Somewhat short	Acceptable	Somewhat long	Too long
National Archives	Public Vaults Survey	a. Enter the National Archives building	1	$\beth_{05}$				
The National Archives would like to hear from		b.Rotunda/The Charters of Freedom (Constitute Declaration of Independence, Bill of Rights		<b>_</b> 05	<b>1</b> 04	<b></b> 03	$\square_{02}$	<b></b> 01
Archives experience, we would appreciate you	mber(s) corresponding to your answer. You may	c. The William G. McGowan Theater		$\beth_{05}$	$\square_{04}$	$\square_{03}$	$\square_{02}$	$\square_{01}$
return your completed survey to the profession responses are for research purposes only and	nal interviewer who gave it to you. All of your	d.The <i>Discovering the Civil War</i> exhibit in the O'Brien Gallery	e I	<b>_</b> 05	$\square_{04}$	$\square_{03}$	$\square_{02}$	<b></b> 01
Thank you!		e. The Public Vaults		$\square_{05}$	$\square_{04}$	$\square_{03}$	$\square_{02}$	$\square_{01}$
Q1. What was your primary purpose for coming to $\square_{01}$ Academic research	o the National Archives today? (Mark all that apply.)	Q4. How long did you spend <u>today</u> seeing/doin <b>venue visited.</b> )	g each of th					
$\square_{02}$ Because the National Archives is a histor	rical building				than 15 to nutes mini			our or ore
$\square_{03}$ Boeing Learning Center		a. Entering the building			01			$\mathbf{J}_{04}$
□ <sub>04</sub> Charters of Freedom (Constitution, Decla □ <sub>05</sub> <i>Discovering the Civil War</i> exhibit	aration of Independence, Bill of Rights)	b.Rotunda/The Charters of Freedom (Constitute Declaration of Independence, Bill of Rights	)		01		<b>J</b> <sub>03</sub>	<b>J</b> <sub>04</sub>
Genealogical/Family research		c. The <i>Discovering the Civil War</i> exhibit in the Gallery	e O'Brien		01		$\mathbf{J}_{03}$	$J_{04}$
$\square_{07}$ General interest in U.S. history $\square_{08}$ Part of visiting the DC area along with or	ther national/historical points of interest	d. The Public Vaults			01			$\mathbf{J}_{04}$
□ <sub>09</sub> Program at the William G. McGowan Th □ <sub>10</sub> Public Vaults	neater	Everyone please answer:						
Other (Please specify:)		Q5. How would you rate the ease of finding each (Mark one answer for each.)	ch of the fol	lowing v	venues in the	he Nation	al Archives	s?
Q2. Which of the following did you visit today? (	,		Extremely easy	Very easy	Somewha easy	Not very	Not at all	Don't know
$\square_{02}$ A program at the William G. McGowan $\square_{03}$ The <i>Discovering the Civil War</i> exhibit in		a. Rotunda/The Charters of Freedom (Constitution, Declaration of Independence, Bill of Rights)		<b>1</b> 04	<b></b>	<b></b>	<b></b> 01	<b>—</b> 99
☐ <sub>04</sub> The Public Vaults	·	b. The William G. McGowan Theater		$\square_{04}$			<b></b> 01	
$\square_{05}$ The Boeing Learning Center		c. The O'Brien Gallery		$\square_{04}$	<b>1</b> 03		<b></b> 01	
$\square_{06}$ Archives' shop		d. The Public Vaults		$\square_{04}$				
$\square_{07}$ The Charters Café (The Farmer's Market		e. The Boeing Learning Center		$\square_{04}$				
		f. Archives' shop		$\square_{04}$				
		g. The Charters Café (The Farmer's Market)		$\square_{04}$			$\square_{01}$	

Public Vaults.							(M	ark <u>on</u>	<u>e</u> answ	er for e	each.)		_				
Q6. Overall, how satisfied are you with today's visit	to the Pu	ublic Vau	ılts? <i>(Ma</i>	ark <u>on</u>	<u>e</u> answe	er.)										True	Fa
$\square_{05}$ Extremely satisfied					<del>_</del>		a. The	re are pe	ersonal a	nd other	records av	ailable to y	ou through th	e National A	rchives	<b></b>	
$\square_{04}$ Very satisfied							b. You	are allo	owed to v	visit the	National A	rchives and	d use documen	ts for your o	own		
$\square_{03}$ Somewhat satisfied								onal res						,		$\square_{01}$	
$\square_{02}$ Not very satisfied							c. The	re are N	ational A	Archives	locations t	hroughout	the country th	at you can v	isit to		
$\square_{01}$ Not at all satisfied							cond	luct you	ır own pe	ersonal 1	esearch					01	
Q7. Please rate how satisfied you were with each of	the follow	wing acno	ects of th	e inter	active evh	ihite durin	O10. Co	uld vou	please ra	ate the F	Public Vaul	ts on the fo	llowing scales	? (Mark o	ne ansv	ver for e	aci
today's visit to the Public Vaults? (Mark one				ic ilitera	active exi	ions durin		asy to	preuse re	are the r	dollo vadi	Hard to		ically	<u></u>	Politic	
	Extremely						uı	nderstand				nderstand	bala	nced		bias	sed
a. Lines to wait for interactive (touch screen or	satisfied		satisfied	satisfied				<b>J</b> <sub>05</sub>	$\square_{04}$			01			$\square_{03}$		<b>J</b> <sub>01</sub>
hands-on) exhibits		$\square_{04}$	$\square_{03}$			96		teresting be in				Boring	Goo for a	d dults		Not go	
b. Instructions on how to use interactive exhibits	$\square_{05}$	$\square_{04}$	$\square_{03}$	$\square_{02}$		□ <sub>96</sub>		<b>J</b> <sub>05</sub>	$\square_{04}$			<b></b> 01		$\square_{04}$	$\square_{03}$		$\mathbf{J}_{01}$
c. How well interactive exhibits were working		$\square_{04}$	$\square_{03}$	$\square_{02}$		$\square_{96}$		me well				Time	Goo			Not go	
d. How long it takes for the interactive exhibits to play	05		03			96		Dent $oldsymbol{eta}_{05}$				wasted_	or o	hildren	<b>_</b> 03	for child	$oldsymbol{eta}_{01}$
<ul><li>e. Interactive exhibits showing you what you want to see</li><li>f. Not feeling overcrowded with the number of people</li></ul>			$\square_{03}$	$egin{array}{c} egin{array}{c} \egin{array}{c} \egin{array}{c} \egin{array}{c} \egin{array}{c} \egin{array}{c} \egin{array}$		96		<b>-</b> 05	04	03	02	01		04	03	02	01
(Mark <u>one</u> answer for each.)	Complete				Somewhat	Completely			my expe		ectations						
a. It helped you gain a better understanding of why	agree	agre	_	isagree	disagree	disagree	O12 Dla	ogo roto	how wo	11 aaab r	ward dasari	has tha Dul	alia Vaulta - (I	Nark one a	newor	for oach	
records are important			<sub>14</sub> L	<b>J</b> <sub>03</sub>	$\square_{02}$	$\square_{01}$	Q12. Pie	ase rate	now we	en each v	Describes	Describes	olic Vaults. (I	Does not		es not	.)
b. It helped you gain a better understanding of what is inside the National Archives			<sub>14</sub>	<b>J</b> <sub>03</sub>	$\square_{02}$	$\square_{01}$				е	xtremely well	well	Somewhat well	describe wel		ribe at all	
c. It helped you gain a better understanding of some		_					a.	Educati	ional		$\square_{05}$	$\square_{04}$	$\square_{03}$	$\square_{02}$		$\beth_{01}$	
interesting events and people in United States'	$\square_{05}$		14	$\mathbf{J}_{03}$	$\square_{02}$	$\square_{01}$	b.	Fun			$\square_{05}$	$\square_{04}$	$\square_{03}$	$\square_{02}$		$\beth_{01}$	
history d. It made you more interested in doing research on			_	,			c.	Interes	ting		$\square_{05}$	$\square_{04}$	$\square_{03}$	$\square_{02}$		$\beth_{01}$	
your own family's history	$\square_{05}$		<sub>14</sub> L	$\mathbf{J}_{03}$	$\square_{02}$	$\square_{01}$	d.	Worthy	while		$\square_{05}$	$\square_{04}$	$\square_{03}$	$\square_{02}$		$\beth_{01}$	
e. It made you more interested in doing research on United States' history			<sub>14</sub>	$J_{03}$	$\square_{02}$	$\square_{01}$	e.	Surpris	sing		$\square_{05}$	$\square_{04}$	$\square_{03}$	$\square_{02}$		<b>J</b> <sub>01</sub>	
f. It taught you something new or refreshed your	<b></b> 05			<b>J</b> <sub>03</sub>	$\square_{02}$	<b></b> 01	f.	Noisy			$\square_{05}$	$\square_{04}$	<b></b> 03	$\square_{02}$		$\beth_{01}$	
knowledge in some way g. The records shown in the Public Vaults are from the							g.	Frustra	ting		<b></b> 05		<b></b> 03			<b>J</b> <sub>01</sub>	
National Archives	$\square_{05}$		)4	$\mathbf{J}_{03}$	$\square_{02}$	$\square_{01}$	h.	Clean			<b></b> 05	$\square_{04}$	<b></b> 03			$\beth_{01}$	
h. Records matter			)4 C	$\mathbf{J}_{03}$		$\square_{01}$	i.	Crowd	ed			<b></b>				$\beth_{01}$	
							j.	Boring	5		<b></b> 05	<b></b> 04				$\beth_{01}$	

Everyone please answer. The next few questions are specifically about your experiences in the

Q9. Please rate whether you believe each of the following is true or false in regards to the Public Vaults.

Q13. When visiting the Public Vaults <u>today</u> , which of the following types of exhibits did you read/use? (Circle <u>all</u> that apply.)	Q20. Prior to visiting today, were you aware of the <u>National Archives</u> Web site? If so, have you ever visited this Web site? <i>(Circle one answer.)</i>								
$\square_{01}$ Touch screen exhibits $\square_{03}$ Mechanical/Hands-on exhibits	$\square_{01}$ Aware, and have visited	$\square_{02}$ Awar	e, but have	not visite	d $\square$	Not aware			
$\square_{02}$ Static/Non-interactive exhibits $\square_{96}$ None of these Q14. How much time did you spend with the interactive exhibits in the Public Vaults <u>today</u> ?	Q21. What resources, if any, did you u (Mark <u>all</u> that apply.)	se to plan <u>toda</u>	<u>y's</u> visit to	the Nation	nal Archive	es?			
(Mark <u>one</u> answer.)	$\square_{01}$ Friend/Family recommenda	ation							
$\square_{03}$ A lot $\square_{02}$ A little $\square_{01}$ None	$\square_{02}$ Tour guide booklet/map								
Please answer Q15 for each type of exhibit you read/used today in the Public Vaults:	$\square_{03}$ The National Archives Well $\square_{04}$ A travel agent	b site							
Q15. Did you feel you had enough time to read/use each of these exhibits? (Mark one answer for each exhibit you read/used.)  Yes No	$\square_{05}$ A tour guide ( <i>Please specify:</i> ) $\square_{06}$ Another Web site ( <i>Please</i> $\square_{95}$ Other ( <i>Please specify:</i> )	specify:)							
a. Touch screen exhibits $\square_{01}$ $\square_{02}$	$\square_{96}$ Nothing/Did not plan today								
b. Static/Non-interactive exhibits $\square_{01}$ $\square_{02}$		•							
c. Mechanical/Hands-on exhibits $\square_{01}$	Q22. Do you have a Smartphone, such	as a Blackberr	ry or iPhone	e, with you	u <u>today</u> ?				
Everyone please answer:	$\square_{01}$ Yes $\square_{02}$ No								
	Q23. How often do you use each of the	e following typ	es of social	media?	(Mark <u>on</u> e	answer fo	r each.)		
Q16. Was the amount of time you spent in the Public Vaults today more or less than you expected, or were you here as long as you expected to be <u>today</u> ? (Mark <u>one</u> answer.)		Every day/ Almost every day	2-3 times per week	Once per week	1-3 times per month	Less than once per month	Never		
$\square_{01}$ More than I expected $\square_{02}$ As long as I expected $\square_{03}$ Less than I expected	a. Facebook		$\square_{04}$	$\square_{03}$		$\square_{01}$	$\square_{96}$		
Q17. After your visit today, what do you believe is the central message of the Public Vaults?	b. Twitter		$\square_{04}$	$\square_{03}$		$\square_{01}$	$\square_{96}$		
(Please explain.)	c. YouTube		04	<sub>03</sub>			96		
	d. MySpace	05	04			01	96		
	e. Flickr		04				96		
	f. LinkedIn	05	04				96		
	g. Blogger						96		
Q18. How likely are you to visit the National Archives again in the future? (Mark one answer.)	h. Eventful		$\square_{04}$		$\square_{02}$	$\square_{01}$	$\square_{96}$		
$\square_{05}$ Extremely likely $\square_{03}$ Somewhat likely $\square_{01}$ Not at all likely	i. Other (Please specify:)		$\square_{04}$	<b></b> 03		<b></b> 01			
$\square_{04}$ Very likely $\square_{02}$ Not very likely	j. Other (Please specify:)	<b>1</b> 05	$\square_{04}$	$\square_{03}$	$\square_{02}$	$\square_{01}$			
1304 Very fixery 1302 Not very fixery	k. Other (Please specify:)	$\square_{05}$	$\square_{04}$	$\square_{03}$	$\square_{02}$	$\square_{01}$			
Q19. How likely would you be to recommend visiting the National Archives to your friends and family?	1. Other (Please specify:)		$\square_{04}$	$\square_{03}$	$\square_{02}$	$\square_{01}$			
(Mark <u>one</u> answer.)	m. Other (Please specify:)		$\square_{04}$	$\square_{03}$		$\square_{01}$			
$\square_{05}$ Extremely likely $\square_{03}$ Somewhat likely $\square_{01}$ Not at all likely	n. Other (Please specify:)	<b>1</b> 05	$\square_{04}$	$\square_{03}$		<b></b> 01			
$\square_{04}$ Very likely $\square_{02}$ Not very likely									

Everyone please answer. The final few questions are for classification purposes only.	O30. Including yourself, please indicate the nur	mber of people in your party today for each age
224. Home zip code:	(	Number of people in party
☐ Check here if living outside the U.S.	a. Under 4 years of age	
Q25. Age group:	b. Age 4 to 12	
$\square_{01}$ 18 – 24 $\square_{02}$ 25 – 34 $\square_{03}$ 35 – 44 $\square_{04}$ 45 – 54 $\square_{05}$ 55 – 64 $\square_{06}$ 65 or older	c. Age 13 to 17	
Q26. Gender:	d. Age 18 to 44	
$\square_{01}$ Male $\square_{02}$ Female	e. Age 45 to 64	
Q27. Marital status:  \$\Bigsim_{01}^{\infty} \text{ Married}\$	f. Age 65 and older	
$\square_{02}$ Single, living alone	Total number of people in party:	
$\square_{03}$ Single, but living with a partner $\square_{04}$ Divorced, separated or widowed		
228. Are you Hispanic or Latino?	Q31. Highest level of education you have comp	
$\square_{01}$ Yes $\square_{02}$ No	$\square_{01}$ 8th grade or less $\square_{02}$ Some high school	$\square_{05}$ Some college $\square_{06}$ Bachelor's/4-year degree
29. Race (select one or more):	$\square_{03}$ Graduated high school	$\square_{07}$ Advanced degree (Master's/Ph.
$\square_{01}$ American Indian or Alaskan Native	$\square_{04}$ Vocational/Technical school	
□ <sub>02</sub> Asian □ Plack or African American		
$\square_{03}$ Black or African-American $\square_{04}$ Native Hawaiian or Other Pacific Islander		
$\square_{05}$ White		
$\square_{95}$ Other (Please specify:)		

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