



## Museum Visitor Survey 2014

Please tell us about your visit to the National Archives Museum today. We need your feedback as we continue to improve our facilities. Please complete this survey and hand it to a representative in the return envelope provided (or simply drop the envelope in a mailbox). This survey will take about 12 minutes to complete. Participation is voluntary and your responses will be anonymous. There are no right or wrong answers. If you feel uncomfortable answering any question due to limited experience or any other factor, just write "DK" or "Don't Know" instead of an answer, and move to the next statement. We encourage you to answer as many as you can. Thank you for helping us serve you better.

**INSTRUCTIONS:** Circle the ONE number following each statement that best indicates the extent to which you agree or disagree with it. For statistical purposes, some statements are positive and some negative, so read each item carefully before you respond.

	Strongly Disagree												Strongly Agree
1	0	1	2	3	4	5	6	7	8	9	10		
2	0	1	2	3	4	5	6	7	8	9	10		
3	0	1	2	3	4	5	6	7	8	9	10		
4	0	1	2	3	4	5	6	7	8	9	10		
5	0	1	2	3	4	5	6	7	8	9	10		
6	0	1	2	3	4	5	6	7	8	9	10		
7	0	1	2	3	4	5	6	7	8	9	10		
8	0	1	2	3	4	5	6	7	8	9	10		
9	0	1	2	3	4	5	6	7	8	9	10		
10	0	1	2	3	4	5	6	7	8	9	10		
11	0	1	2	3	4	5	6	7	8	9	10		
12	0	1	2	3	4	5	6	7	8	9	10		
13	0	1	2	3	4	5	6	7	8	9	10		
14	0	1	2	3	4	5	6	7	8	9	10		
15	0	1	2	3	4	5	6	7	8	9	10		

(over)

Strongly Disagree	Neutral						Strongly Agree
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- 16 CONNECTING WITH OTHERS: The National Archives Museum provides an excellent opportunity to have a memorable shared experience with my family and friends. 0 1 2 3 4 5 6 7 8 9 10
- 17 MY HISTORY: The National Archives Museum does a great job of preserving and presenting history as it relates to me. 0 1 2 3 4 5 6 7 8 9 10
- 18 MAKES A DIFFERENCE: The National Archives Museum is an important contributor to the quality of life in this community. 0 1 2 3 4 5 6 7 8 9 10
- 19 STAFF/VOLUNTEERS: The staff/volunteers at the National Archives Museum are always available, friendly, knowledgeable, and helpful. 0 1 2 3 4 5 6 7 8 9 10
- 20 CONDUCIVE ENVIRONMENT: The National Archives Museum is one of the few places where it's conducive to learn about, discuss, and explore difficult issues in history. 0 1 2 3 4 5 6 7 8 9 10
- 21 MEDIA/ADVERTISING: I never see or hear about the National Archives Museum from television, radio, the Internet, newspapers, or other printed material. 0 1 2 3 4 5 6 7 8 9 10
- 22 ADVERTISING vs. OTHERS: I see or hear a lot more about the National Archives Museum than I do about other "cultural attractions" in the area (Historical Museums, galleries, etc.). 0 1 2 3 4 5 6 7 8 9 10
- 23 TRUSTWORTHY: I completely trust the information that the National Archives Museum presents in its programs/exhibits. 0 1 2 3 4 5 6 7 8 9 10
- 24 STIMULATING: Programs/exhibits at the National Archives Museum really stimulate me to learn more and delve into topics I might not otherwise have explored. 0 1 2 3 4 5 6 7 8 9 10
- 25a WELL-KEPT FACILITIES: The National Archives Museum and grounds are always clean and well-maintained. 0 1 2 3 4 5 6 7 8 9 10
- 25b EXHIBITS: The way exhibits were presented made it very easy for me/my family to see and understand them. 0 1 2 3 4 5 6 7 8 9 10
- 25c VISITOR FOCUS: I really felt valued as a visitor to the National Archives Museum. 0 1 2 3 4 5 6 7 8 9 10
- 25d CONNECTING WITH HISTORY: I felt really connected to "the past" today while visiting the National Archives Museum. 0 1 2 3 4 5 6 7 8 9 10
- 26a EXHIBIT INFORMATION: The written information in the exhibit displays was very easy to understand. 0 1 2 3 4 5 6 7 8 9 10
- 26b VISITOR HANDOUT: The written information in the visitor guide handout was very easy to understand. 0 1 2 3 4 5 6 7 8 9 10
- 26c Did you use any of the computers located in the public Vault exhibit or in the Rubenstein Gallery?  
 yes → Answer # 26d       no → Skip to # 27d
- 26d COMPUTER INTERACTIVES: The written instructions for the computer interactives in the exhibits were very easy to understand. 0 1 2 3 4 5 6 7 8 9 10
- 27a Did you visit the "Records of Rights" exhibit in the David M. Rubenstein Gallery?  
 yes → Answer # 27b & 27c       no → Skip to # 28a
- 27b What did you like about the new "Records of Rights" exhibit in the David M. Rubenstein Gallery?
- 
- 27c What did you dislike about the new "Records of Rights" exhibit in the David M. Rubenstein Gallery?
-

28a When you visited the museum today, did you...? have a tour guide  visit on your own

28c What other parts of the National Archives Museum did you visit today?

The Boeing Learning Center  The McGowan Theater  The "Making Their Mark" Exhibit

The Public Vaults Exhibit  The Rotunda  Rotunda Featured Document Exhibit

28d Which of the following would you be interested in using on your smartphone, tablet, or other device? (Please mark all that apply.)

audio tours  eBook  interviews with curators  more in-depth information about exhibits

museum map  special program schedules  not interested in any

other (please specify) \_\_\_\_\_

29a Do you use...? (Please mark all that apply.) a SmartPhone  an iPad/tablet  ipod/MP3 player

29b And do you...? (Please mark all that apply.) follow Twitter  read blogs  read eBooks

use Facebook  use Pinterest  use TripAdvisor  use Tumblr  watch YouTube

29c Are you currently a member of the Foundation for the National Archives? yes  no

30a On which day of the week did you visit the National Archives Museum?

Monday  Tuesday  Wednesday  Thursday

Friday  Saturday  Sunday

30b About how far away do you live from the National Archives Museum? Outside the US

Within 60 miles  60-120 miles away  In the US more than 120 miles away

31 About how often do you visit the National Archives Museum?

Several times a year  Once a year  Less than once a year  This is my first visit.

32 Please tell us how many were in your party visiting the National Archives Museum today. And don't forget to include yourself.

# of adults (over 19) \_\_\_\_\_ # of teens (13-19) \_\_\_\_\_ # of children 6-12 \_\_\_\_\_ # under 6 \_\_\_\_\_

33 Into which group does your age fall? 19-34  35-54  55+

34 Are you...? Female  Male

35a Are you of Hispanic or Latino origin? yes  no

35b Do you consider yourself to be...? (Check all that apply.)

Asian  Black or African American  White

Native Hawaiian and other Pacific Islander  Native American/American Indian

36a In the past 2 years or so, how many different museums/historic sites have you visited... \_\_\_\_\_

36b If you had not visited the National Archives Museum today, where would you have gone/what would you have done instead?  
\_\_\_\_\_

36c What, if anything, did you see/do at the museum that was even better than you expected?  
\_\_\_\_\_

36d What, if anything, was disappointing about your visit?  
\_\_\_\_\_