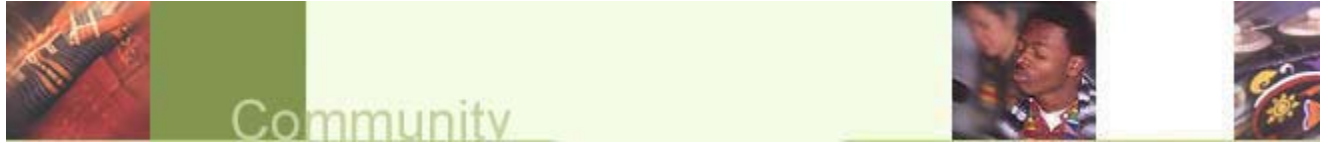




Survey Results



SAM Connects Art to Life

TELL US WHAT YOU THINK

SAM wants to hear from you. As a thank-you, we are offering the first twenty-five who complete the survey a free Family membership (\$65 value), and the next 500 people will have the opportunity to select from an introductory offer of 50% off a new SAM Membership at the Family, Dual or Individual level (this offer is for new memberships only) or a free exhibition poster along with two free passes (while supplies last). Must be 18 years or older to participate.

We truly want to stay in touch with our audience and one way to do this is by surveying you.

Thank you for participating. Your feedback is important to us.

When was the last time you visited the Seattle Asian Art Museum
1.(Volunteer Park location)?

	Number of Responses	Response Ratio
Within the last month	14	9%
6 months	34	23%
1 year	24	16%
2 years or more	41	27%
Never	37	25%
Total	150	100%

When was the last time you visited SAM (Downtown location)? If you
2.click on "Never", please go to question #7.

	Number of Responses	Response Ratio
Within the last month	49	33%
6 months	65	43%
1 year	22	15%
2 years or more	7	5%
Never	7	5%
Total	150	100%

In the past two years have you visited SAM more or less than in
3. previous years?

	Number of Responses	Response Ratio
More	85	61%
About the same	43	31%
Less	12	9%
Total	140	100%

If you answered "more", what would you attribute this to? (you may
4. check more than one)

	Number of Responses	Response Ratio
More engaging programs and activities	34	39%
More engaging exhibitions	49	56%
Better publicity of events	33	38%
Received special invites from SAM to attend events	45	52%
Received free passes or membership	33	38%
Attended a community partner sponsored event at SAM/SAAM	30	34%
Other; please specify	16	18%

5. When you visit the museum, whom do you prefer to come with?

	Number of Responses	Response Ratio
No one...by myself	19	14%
A friend or associate	63	45%
In a group of 3 or more	14	10%
Out of state guests	3	2%
Family	41	29%
Total	140	100%

6. Please rate your general overall experience of your visit(s) to SAM/SAAM.

The top percentage indicates total respondent ratio; the bottom number represents actual number of respondents selecting the option

	1 Poor	2	3 Ok	4	5 Great	N/A
1. Overall museum experience	0% 0	1% 1	15% 21	44% 62	41% 58	0% 0
2. Customer service	0% 0	1% 2	16% 23	46% 65	35% 50	1% 2
3. Ability to navigate throughout the museum	1% 1	4% 5	22% 31	49% 69	25% 35	1% 1
4. Art on view	0% 0	1% 2	11% 16	46% 66	40% 57	1% 1
5. Materials in the galleries to assist in	1% 1	4% 5	11% 16	40% 57	42% 59	2% 3

understanding art on view	2	5	15	56	59	3
	1%	4%	18%	25%	12%	41%
6. Cafe experience	1	5	26	35	17	58
	0%	6%	25%	28%	14%	27%
7. Gift store experience	0	9	35	40	20	38

7. How do you usually hear about SAM events?

	Number of Responses	Response Ratio
SAM web site	10	7%
SAM e-news	27	18%
SAM program Guide/member News	24	16%
Billboards	6	4%
SAM banners	5	3%
Ad in newspaper/magazine	27	18%
Radio Ad	1	1%
Ad on metro buses	6	4%
Friends/relatives/business associate	23	15%
SAM brochures	14	9%
Bookmarks/discounted passes	1	1%
Exhibition poster	2	1%
I don't hear about SAM events	4	3%
Total	150	100%

8. In the last two years have you seen a change in SAM in the following areas:

	1 No Improvement	2 Some Improvement	3 Great Improvement	N/A
	<i>5%</i>	<i>39%</i>	<i>41%</i>	<i>15%</i>
1. Marketing efforts to diverse communities	7	59	62	22
	<i>6%</i>	<i>39%</i>	<i>42%</i>	<i>13%</i>
2. Community outreach efforts	9	58	63	20
	<i>8%</i>	<i>38%</i>	<i>26%</i>	<i>28%</i>
3. Educational materials in the galleries	12	57	39	42
	<i>16%</i>	<i>31%</i>	<i>14%</i>	<i>39%</i>
4. Diversity (staff, board, volunteers)	24	47	21	58
	<i>3%</i>	<i>36%</i>	<i>51%</i>	<i>10%</i>
5. Diversity of exhibitions	5	54	76	15
	<i>13%</i>	<i>39%</i>	<i>29%</i>	<i>20%</i>
6. Ability to connect art to your life	19	58	43	30

Please indicate which words best describe your perception of SAM.

9. (you may select more than one)

	Number of Responses	Response Ratio
Welcoming	103	69%
Unwelcoming	1	1%
Community-oriented	65	43%
Elitist	19	13%
Fun	33	22%
Educational	102	68%
Boring	2	1%
Surprising	7	5%
Engaging	61	41%
Family-friendly	40	27%
Other; please specify.	25	17%

10. In the past two years, has your perception of SAM changed?

	Number of Responses	Response Ratio
No change	46	31%
Some change	83	55%
Great change	22	15%
If you noticed some or great change, please specify	47	31%

11. What makes it challenging/difficult for you to visit SAM?

	1 Not challenging	2 Somewhat challenging	3 A big challenge	N/A
1. Parking	13% 20	32% 48	47% 70	8% 12
2. Time museum is open	47% 70	27% 41	13% 20	13% 19
3. Cost of admission	41% 61	36% 54	15% 23	8% 12
4. Personal time available	15% 23	39% 58	41% 62	5% 7

The top percentage indicates total respondent ratio; the bottom number represents actual number of respondents selecting the option

12. Do you have any of the following perceptions, which create barriers to visiting SAM?

	1 Very much so	2 Somewhat	3 Not at all	N/A
1. I feel uncomfortable or unfamiliar with art:	2% 3	16% 24	77% 116	5% 7
2. I feel unfamiliar with the dos and don'ts of a museum.	0% 0	17% 25	78% 117	5% 8

The top percentage indicates total respondent ratio; the bottom number represents actual number of respondents selecting the option

3. I feel I have to dress a certain way to visit SAM.	1%	9%	84%	5%
	2	14	126	8

13. What type of art and related events, of a particular style, period and/or culture, interest you? (select all that apply)

	Number of Responses	Response Ratio
Local/regional art and related events	96	64%
Modern and Contemporary art and related events	92	61%
Ancient art and related events	78	52%
African art and related events	95	63%
Asian art and related events	82	55%
Black/African American art and related events	98	65%
European art and related events	68	45%
Hispanic/Latino/Mexican art and related events	93	62%
Native American art and related events	92	61%
Oceanic art and related events	46	31%
Other; please specify.	30	20%

14. What type of activities are you interested in?

	Number of Responses	Response Ratio
Viewing art	140	93%
Watching films	81	54%
Attending lectures	78	52%
Attending after-hours music and dance events	71	47%
Participating in youth and family activities	44	29%
Other; please specify	14	9%

15. How often do you make a recommendation to others to visit SAM?

	Number of Responses	Response Ratio
1-3 times per year	73	49%
4-7 times per year	29	19%
All the time	34	23%
Never	6	4%
If never, please explain	8	5%
Total	150	100%

16. Please indicate how you identify your ethnicity or race:

	Number of Responses	Response Ratio
American Indian or Alaskan Native	0	0%
Asian	21	14%
Black/African American	37	25%
Hispanic/Latino/Spanish/Mexican	19	13%
Native Hawaiian/Other Pacific Islander	0	0%
White	50	34%
If ethnicity/race not listed, Please Indicate	19	13%
Total	146	100%

17. Are you currently a SAM member?

	Number of Responses	Response Ratio
Yes	28	19%
No	122	81%
Total	150	100%

18. If not a current member, have you ever been a member?

37 Responses

What other ethnicities/races are represented in your household.

19. (select all that apply)

	Number of Responses	Response Ratio
American Indian or Alaskan Native	7	6%
Asian	23	21%
Black/African American	37	33%
Hispanic/Latino/Spanish/Mexican	16	14%
Native Hawaiian/Other Pacific Islander	3	3%
White	53	47%
If ethnicity/race not listed, please indicate.	9	8%

20. Please indicate your age:



	Number of Responses	Response Ratio
Under 18	0	0%
18-24	16	11%
25-34	28	19%
35-44	32	22%

45-54		35	24%
55-64		25	17%
65-74		10	7%
75 and older		0	0%
Total		146	100%

21. Please indicate your gender:

		Number of Responses	Response Ratio
Female		109	75%
Male		37	25%
Total		146	100%

22. Do you have children at home between the ages of 0-18?

		Number of Responses	Response Ratio
Yes		40	27%
No		106	73%
Total		146	100%

23. Do you have any additional comments?

52 Responses

Response to survey questions without asterisk (*) is optional. Only one response and prize offering per email address and household. This offer may not be used in conjunction with other discounted offers. The 50% off is an introductory offer for "new members only". This offer expires July 31, 2003.

THANK YOU FOR PARTICIPATING IN OUR SURVEY. YOUR FEEDBACK IS IMPORTANT TO US.



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