



Audience Research: Surveys

Seattle Art Museum

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*Prepared by:
PRR, INC.*

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Executive Summary

Introduction & Methodology

PRR conducted two visitor intercept surveys and one membership mailed survey for the Seattle Art Museum (SAM). For one week during October the visitors of both SAM and the Seattle Asian Art Museum (SAAM) were asked to fill out a survey. During November and December members were asked to mail back a virtually identical survey.

The expectation was that this survey would provide enough information so that SAM would have a better understanding of who currently visits SAM museums, why they visit, their expectations, and how they feel about art. The information gathered from these three surveys was combined and analyzed to develop effective strategies for broadening SAM audience.

Key Findings of the Survey

Why they come to the museums

- Coming to a special exhibit was the most frequently cited reason for coming to the museum (26%), particularly the Annie Leibovitz exhibit. Eighty percent or more of the respondents had visited the last three special exhibits at SAM.
- Caucasian (78%) and Hispanic (74%) respondents reported more often that the reason they came to the Museum was for a special exhibit.

Whom they come with, and when

- The next most common reason mentioned by respondents as to why they came to the Museums was to spend time with friends and family (11%). When asked who they actually came to the Museums with, almost half (41%) of the respondents indicated that they were at SAM/SAAM with friends.
- More than half (53%) of the respondents came to SAM/SAAM on the weekend. Visitors over age 45 were more likely to come to the Museum on both the weekday and weekend.

What they visit when they come

- Almost three-quarters (72%) of the respondents indicated they only visited galleries at SAM. However respondents age 45 and older were more likely to visit galleries at both SAM and SAAM.

The average number of galleries a respondent visited was 5.21. Almost two-thirds (64%) visited five or less galleries. Those who only went to the galleries at SAM were more likely to visit one gallery, whereas those who only went to SAAM galleries were more likely to visit two to five galleries. Respondents with incomes under \$20,000 visited an average of 3.7 galleries, which was significantly different than those with incomes of \$20,000 to \$34,000. Respondents age 65 and older, who live in Seattle, and live in King County have a significantly higher average for the number of galleries they visit.

- Half or more of the respondents who went to SAM had not visited ten out of the twelve permanent exhibits. In fact, changing the permanent collection was cited as the most important factor (17%) in making a decision to come to the Museum more frequently. The last three special exhibitions at SAM were the most visited and the most enjoyed by respondents.
- At SAM women were more likely to enjoy *anna skibska's con*, the Native American, the African, the Asian, the Near East, and the Oceania & Americas galleries.
- Asian American visitors were less likely to very much enjoy *anna skibska's con*, the African, the Asian, the Near East, and the Oceania & Americas, the American, the Educational Resources, and Modern/Contemporary galleries at SAM.
- Unlike those who came to SAM, respondents who came to SAAM visited more of the permanent collections. The two most visited galleries were the Japanese and Chinese Ceramics galleries. The Japanese gallery was also the most enjoyed, particularly by those in the Hispanic racial group.

Other places they visit

- Respondents had been to other museums and cultural events. Most of them (75% and above) had been to music & theater events, to other art museums, and to other museums.

Experience and expectations of the Museums

- Almost all respondents agreed that the Museums are inviting places to visit (97%) and that they are important for learning about visual art (91%), artists (85%), and other cultures (74%).
- Compared to the Caucasian respondents, Asian Americans were less likely to agree that their community encouraged participation in the arts and that coming to the museums was important to learn about specific artists.
- More than eighty percent agreed that they would visit the Museums again (93%), recommend it to others (96%), that the visit met their expectations (95%), that the staff and volunteers were helpful (85%), and that there was enough information for the displayed works of art (82%). Asian Americans were less likely to agree that they would visit the Museums again.

Involvement with the Museums and art

- More than half of the respondents were not likely to become involved with the Museums by being a donor, a volunteer, or council member. Those who live in King County were more likely to be donors. However, almost a third were already or likely to be involved as an artist (31%) or craftsperson (29%). Respondents in the Other racial group were more likely to become or already were involved as artists and craftspeople. African Americans were more likely to become involved as council/committee members.
- In terms of deepening their understanding of art more than half of the respondents were already involved or are likely to become involved in learning more about art (64%), artists (63%), and cultures (57%).

Key Findings About Members and Non-Members of SAM/SAAM

Throughout the survey, the main differences found for each of the areas investigated depended on whether or not the respondent was a member or not. Below is a listing of the key significant findings between the two groups.

Members

- More likely to visit alone or with spouse
- More likely to visit on both weekdays and weekends
- Reported more often that they come to the Museums for the special exhibits, to attend a program, and to increase their understanding of art.
- Reported more often that the program guide & newspapers are their main source of information on the Museum
- More likely to visit both SAM and SAAM galleries
- Visit an average of 7.5 galleries
- More likely to visit the Native American, Asian, European American, and Modern/Contemporary galleries at SAM
- Indicated more that they would come more often if the permanent exhibits changed
- More likely to become or are already involved as donors and volunteers
- More likely to be involved with learning more about art, artists, and cultures
- More likely to strongly agree to visit the Museums again
- More likely to visit other art museums, other museums, and cultural centers
- Attend theater, dance, and music events more often

Non-Members

- More likely to visit with friends and adult family members
- More likely to visit on either weekday or weekend but not both
- Reported more often that they come to the Museums to spend time with friends and family.
- Reported more often that friends, relatives, and associates are their main sources of information on the Museum.
- More likely to only visit galleries at SAM
- Visit an average of 3.6 galleries
- More likely not to enjoy the Educational Resources exhibit at SAM
- More likely to visit all SAAM galleries, except the Embodied Image & Hirado Porcelain special exhibitions
- More likely to enjoy the Explore Korea exhibit at SAAM

Survey Highlights and Conclusions

- Race may explain differences in experiences for those who visit the Museum. However, most of these relationships between racial identity and visiting

experiences at the Museums were statistically weak. None of these findings fully explain why SAM/SAAM visitors are mostly Caucasian (90%). In order to understand why people of other races and ethnicities are not visiting the Museums further research on non-visitors needs to be conducted, such as is being conducted in the Focus Groups. Additional research, such as the proposed telephone survey of non-Caucasian, non-visitors scheduled for Phase 2 of this research will be needed to understand this issue fully.

- Whether or not a person is a member of SAM/SAAM is a major factor for differences in experiences when visiting the Museums. There are significant differences between members and non-members in terms of whom they come with, why they come, which museums they visit, how many galleries they go to, what motivates them to come more often, and how involved they are with the Museums. These differences clearly indicate that members are more involved participants and are more dedicated to SAM than non-members.
- People who only go to SAM (compared to those who visit both museums) visit fewer galleries in the Museum (1 or less), and also visit the permanent galleries less. In fact, of those that only visited one gallery almost all of them (98%) had only visited the Annie Leibovitz exhibit. Those who go to the SAAM visit more galleries and more of the permanent collections. This suggests that the changing exhibitions are very significant to attracting SAM's larger audience.

Introduction

The Seattle Art Museum (SAM) contracted with Lord Cultural Resources (LORD) and PRR to design, implement, and analyze a museum member and visitor intercept survey, as part of an audience research plan that incorporated multiple methods of research. The purpose of the survey was to learn the demographics of the Museums' current visitors and members, and develop a better understanding of their motivations, expectations and behaviors. In order to identify objectives that were needed to accomplish this task, LORD prepared the Audience Research Needs Assessment to create a framework for the audience research, including the visitor intercept and membership surveys. The following eight objectives and areas of investigation were the main consideration in the formulation of the survey questions:

- Background and demographics of visitors and members
- Motivations and expectations of visitors and members
- Practical barriers to participation in the arts for visitors and members
- Lifestyle barriers to participation in the arts for visitors and members
- Actual experience while at the Seattle Art Museum (SAM) and Seattle Asian Art Museum (SAAM)
- Inclination of visitors and members to deepen their art appreciation
- Overall visitor and member experience
- Overall participation in the arts for visitors and members

The expectation was that both the visitor and member surveys would provide information on these eight areas of investigation from visitor and member perspectives so that SAM would have a better understanding of their members and visitors, why they visit, their expectations, and how they feel about art. The information gathered from this survey will be used to develop effective strategies for broadening SAM audience.

This report constitutes a comprehensive review and analysis of the survey data.

Methodology & Sample

All together three surveys were implemented. These virtually identical surveys were administered to visitors of SAM, to visitors of SAAM, and to members of the museum.¹

¹ The SAM and SAAM visitor intercept surveys were almost identical except that "SAM" was replaced with "SAAM." Other adjustments included: question 2 of the survey the response option to "eat at the café" was eliminated from SAAM version of the survey; question 6 the exhibits visited reflected the program of each museum. The member survey asked the same questions except each was worded in the past tense. Also on question 6 exhibits from both museums were listed, and included the Singer Sargent exhibit and the Treasures from a Lost Civilization exhibit, which was not listed on SAM visitor survey. Appendix A provides a copy of all three surveys.

The two visitor surveys were implemented at the museums from October 16 to October 24, 2001. To get a representative and random sample PRR staff was deployed at all exits at both museums during all hours of operation, with the exception of 14 hours.² Upon exiting the museum all visitors were asked by PRR staff to complete the survey. The survey was self-administered: visitors were directed to a table to complete the survey or, if they were pressed for time, were encouraged to take it with them and mail it back in prepaid postage envelope at a later time. Each person was given a museum postcard as a token of appreciation. A total of 859 visitors completed surveys.³ The vast majority of which were completed at the Museums.

The member survey was mailed inside SAM program guide to approximately 31,000 members of the museum. The program guide was mailed on November 20, 2001. A total of 372 surveys were received from members as of December 21, 2001 when the deadline for data entry was set. The response for completing this survey was low (1%) and is most likely due to the placement of the survey. Having the survey placed inside the program guide was not necessarily noticeable. For future surveys that are mailed in the program guide placing some kind of ad statement on the front of the guide introducing the survey is likely to get a better response. Or mentioning the survey in the program's introductory letter would also improve the response rate.

Number of Surveys by Type:

Intercept surveys at SAM	763
Intercept surveys at SAAM	96
Mailed Member surveys	372

Findings of this report are from merged data from all three surveys for a total of 1,231 completed surveys. Analysis on the separate surveys was conducted, but most of the differences by survey type were not significant and were more likely due to other factors, specifically membership.⁴ Thus, the results in this report are based on the merged data. The total findings are assumed to be characteristic of all museum visitors and members.⁵ The margin of error for all surveys combined is +/- 2.4. Margins of error for specific surveys are shown below:

- SAM = +/- 3.3

² The 14 hours of non-coverage was not all at one time, but was small amounts of time randomly distributed throughout the week.

³ For SAM survey 763 surveys were completed and for SAAM 96 surveys were completed.

⁴ There were significant relationships found with what other museums were visited, and what galleries were visited with the type of survey. However these differences were most apparent for those who took the member survey. In this case it seemed more likely that membership was the key factor for these differences not which survey they took. To see the tables on which survey they took please see Appendix C.

⁵ Because of the special exhibit that was on display (Annie Leibovitz: Women) at this time there may be an unusually high number of female visitors. Being that a special exhibit is happening at all times of the year, there was no way of obtaining a sample that might not have been influenced in some way by a special exhibit.

- SAAM = +/- 9.5
- Member survey = +/- 5.5

Data Processing and Analysis

Data processing consisted of coding qualitative survey responses and electronically scanning quantitative survey responses. Data analysis was conducted using SPSS (Statistical Package for the Social Sciences) and involved the calculation of descriptive statistics such as frequencies, percentages, means, and medians, as well as explanatory analysis using techniques such as Cramer's V and Kendall's tau-c.⁶ Comparative analyses on such key respondent characteristics such as race/ethnicity and income were conducted using one-way analysis of variance (ANOVA)⁷. Statistically significant findings are discussed in the body of the full report, with significance levels noted in footnotes.⁸

All demographic data on membership, and visiting patterns were tested for statistically significant differences. Only those differences that were statistically significant at the .05 level or better and had strong enough relationships to merit mention are reported.⁹ Even though such factors as race and membership were key to this study, results for these variables are only presented in the report if the findings were statistically significant.¹⁰

Sample size (n's) is reported for each question analyzed in the survey. Sample sizes for each questions are likely to be different due to which survey was taken and whether or not someone answered a question or not. Missing data (no responses) are not included in the following analysis.

Data collected for the "other" response category is not necessarily evident in this report. These 'other' responses are the responses where visitors wrote in a response rather than selecting one of the choices. These write in responses did not necessarily show particular patterns of concern, and sample sizes were too small to

⁶ Cramer's V is a measure of association that ranges between 0 and 1 that is used to measure the strength of the relationship between nominal variables—those variables that have no intrinsic order. The closer to 1, the stronger the relationship. Similarly, Kendall's tau-c is a measure of association with values that range between -1 and +1 and are used to measure the strength *and* direction of the relationship between two ordinal variables.

⁷ Analysis of Variance (ANOVA) is an analytic technique used to determine if there are significant differences between groups.

⁸ Statistical significance refers to the probability of the differences between groups being true. To determine this probability you look at the p value of the statistical test. For example if the p value is .04, it means that there is a 96% (1-.04=.96) chance that the answers given by different groups really are different. Having a 95% chance of being true (p <=.05) is the standard probability level used in research to determine statistical significance. This means that there is also a 5% chance that your conclusion is wrong.

⁹ Only those with Cramer's V and Kendall's tau-c correlations of .20 and above are reported.

¹⁰ To see relationships for the race and membership factors see Appendix C. However it should be noted that many of the relationships presented in the tables are not statistically significant.

affect the analysis of the data. These responses can be viewed at the end of Appendix C. When looking at these response frequencies it is important to use the valid percent instead of the percent column. The valid percent does not include the missing data when calculating the percentages.

Appendix C provides crosstabulations for each question in the survey by race, membership, which survey was taken, and by what galleries were visited. Crosstabs are a table where the row or column is a frequency table of one variable for observations falling within same category of another variable. For each crosstab there are symmetric measures that provide the strength and statistical significance of the cross-referenced relationship. Having a significance probability of .05 or less means that the relationship between the different groups within the crosstab is statistically significant. The Cramer's V and Kendall's Tau-C tell us the strength of the relationship and are appropriate when looking at the association between variables with specific levels of measurement.

The best way to read the crosstab is to look at the column first and then the row. For example in Appendix C in the first crosstabulation, *visited lost civilization * collapsed race variable*, you can see that 21.1% of the Caucasian respondents did not visit this exhibit. The probability is also greater than .05, which means that the differences in race for visiting this exhibit are not statistically significant.

Sample Demographics

Sample Characteristics:

Race/Ethnicity (n = 1111):

- Caucasian/Caucasian (90%)
- Black/African American (2%)
- Asian (4%)
- Hispanic (2%)
- Other¹¹ Groups (2%)

Top 3 First Non-English Languages Preferred for Speaking (n = 22):

- Chinese (18%)
- German (14%)
- Vietnamese (9%)
- Hebrew (9%)
- Korean (9%)
- Spanish (9%)
- Other (9%)

Top 3 First Non-English Languages Preferred for Reading (n = 12):

- Hebrew (17%)
- German (17%)
- Japanese (17%)

Gender (n = 1102):

- Female (70%)
- Male (30%)

Age (n = 1190):

- Under 18 (3%)
- 18 to 24 (7%)
- 25 to 34 (21%)
- 35 to 44 (14%)
- 45 to 54 (22%)
- 55 to 64 (16%)
- 65 to 74 (12%)
- 75 and older (6%)

Resident of King County (n = 1096):

- Yes (66%)
- No (34%)

Resident of Seattle (n = 1109):

- Yes (46%)
- No (54%)

Education (n = 1170):

- Less than high School (1%)
- Some High School (1%)
- High School (2%)
- Some College (15%)
- Associate Degree (5%)
- Bachelor's Degree (37%)
- Master's Degree (25%)
- Doctorate Degree (6%)
- Professional Degree (8%)

Income level (n = 1068):

- Under \$20,000 (11%)
- \$20,000-\$34,999 (11%)
- \$35,000-\$49,999 (16%)
- \$50,000-\$74,999 (22%)
- \$75,000-\$99,999 (13%)
- \$100,000-\$149,999 (15%)
- \$150,000-\$199,999 (6%)
- \$200,000-\$249,999 (2%)
- \$250,000 and above (3%)

Primary Mode of Transportation to Museums (n = 1179):

- Personal Vehicle (56%)
- Public Bus (19%)
- Walk (14%)
- Carpool/Vanpool (6%)
- Group Charter Bus (1%)
- Taxi cab (.3%)
- Train (.3%)
- Bicycle (.2%)
- Other (3%)

¹¹ "Other" consists of those respondents who indicated their race was American Indian, Alaskan Native, Multiracial, and indicated Other (Cambodian, Cherokee, Middle Eastern, & Taiwanese).

Membership Sample Characteristics

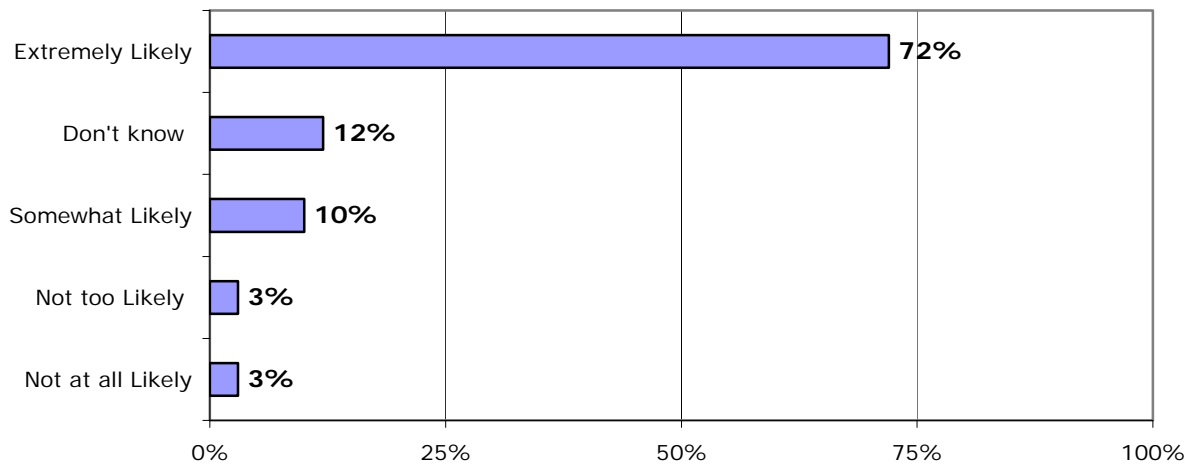
Overall, half (50%) of the respondents to the surveys were members. Almost half (43%) of the members who responded had been members for more than 5 years. Almost three-quarters of them (72%) are extremely likely to renew their membership for the next year. However it should be noted that a small portion (12%), do not know if they will renew their membership in the next year.

The racial or ethnic group a respondent belongs to significantly affects the likelihood of renewing membership.¹² In particular Asian Americans were less likely to renew membership than Caucasian members.

Length of membership:

- Past member, not currently (7%)
- Under 1 year (9%)
- 1 to 2 years (20%)
- 3 to 4 years (21%)
- 5 or more years (43%)

Figure 1: If you are a member, how likely are you to renew your membership for next year? (n = 644)



¹² ANOVA, p = .006

Practical & Lifestyle Barriers to Participating/Visiting SAM¹³

Reasons for Typically Coming to SAM/SAAM

Respondents were asked why they typically visited either SAM or SAAM. Coming to see a special exhibit, such as the Annie Leibovitz exhibition, was the most common reason to visit SAM. Over a quarter (26%) of the respondents came to see the special exhibition. Spending time with friends and family was the next most common reason for visiting the Museums (11%).

Top Five Reasons to Visit SAM or SAAM

- To see the Annie Leibovitz Exhibition (26%)
- Spend time with friends and family (11%)
- Do something fun/entertaining (8%)
- Attend a program (7%)
- Increase understanding of art (7%)

Members reported a higher rate of coming to the Museum for the special exhibition than non-member visitors (83% vs. 70%), attending a program (27% vs. 11%), and increasing their understanding of art (29% vs. 10%). However non-members reported a higher rate of coming to the Museum to spend time with friends and family (43% vs. 22%).

Table 1: Top Five Reasons for Coming to the Museum by Membership Status

	See Annie Leibovitz	Spend time w/friends & family	Do something fun	Attend a program	Increase understanding of art
Not a Member	70%	43%	24%	11%	10%
A Member	83%	22%	21%	27%	29%

Caucasian (78%) and Hispanic (74%) visitors reported a higher rate of coming to the Museum for the special exhibition whereas African Americans (50%), Asian Americans (59%), and Other Racial Groups (70%) reported lower rates. Hispanic visitors also reported a lower rate (11%) of coming to the Museum to do something fun, whereas African American (36%), Other racial groups (35%), Asian Americans (27%), and Caucasians (22%) reported higher rates.

¹³ In this section all of the survey data that is presented is on multiple response questions, or questions where respondents could choose more than one answer. Because of the nature of these questions testing for statistical significance is not possible. In this section tables and cross tabulations are presented for the top five responses showing differences between race and membership status, but the differences are not necessarily statistically significant. For frequencies of more than just the top five responses please see Appendix C.

Table 2: Top Five Reasons for Coming to the Museum by Race/Ethnicity

	See Annie Leibovitz	Spend time w/friends & family	Do something fun	Attend a program	Increase understanding of art
African American	50%	27%	36%	23%	14%
Caucasian	78%	33%	22%	20%	20%
Hispanic	74%	37%	11%	21%	21%
Asian	59%	43%	27%	14%	23%
American Other	70%	30%	35%	13%	13%

Sources of Information for Visiting SAM

Respondents were asked what kinds of information was typically the most important to them when deciding to visit SAM or SAAM. Below are the top five sources of information most often cited as a source of information.

Top Five Important Kinds of Information

- Museum’s program guide/newsletter (22%)
- Newspaper/magazine (19%)
- Friends/relatives/ business associates (17%)
- Museum’s brochure (10%)
- Special Exhibition Poster (9%)

Members reported that they use the program guide more than non-members did (82% vs. 6%), the newspapers and magazines (43% vs. 31%), and the Museum brochure (31% vs. 6%). Non-members reported that they use friends, relatives and associates (42% vs. 18%) more often when deciding to come the Museum than members did.

Table 3: Top Five Kinds of Information by Membership Status

	Program Guide	Newspaper & Magazine	Friends, relatives, associates	Museum Brochure	Special Exhibit Poster
Not a Member	6%	31%	42%	6%	18%
A Member	82%	43%	18%	31%	15%

Compared to the other races, respondents in the Hispanic group (17%) reported less that they used the program guide and reported more that they used special exhibit posters (28%) when deciding to come to the Museum. African-American visitors reported more often (30%) that they used the Museum brochure.

Table 4: Top Five Kinds of Information by Race/Ethnicity

	Program Guide	Newspaper & Magazine	Friends, relatives, associates	Museum Brochure	Special Exhibit Poster
African American	30%	25%	35%	30%	15%
Caucasian	43%	37%	30%	19%	17%
Hispanic	17%	33%	33%	17%	28%
Asian	31%	33%	38%	12%	19%
Other Groups	42%	47%	47%	5%	21%

Respondents were then asked to name the one piece of information that was most important to them when deciding to visit SAM or SAAM. Following are the top three indicated types of information.

Top Three *MOST* Important Kinds of Information

- Museum's program guide/newsletter (42%)
- Newspaper/magazine (17%)
- Friends/relatives/ business associates (16%)

Motivations for Coming to SAM/SAAM

When asked what would motivate them to come to SAM or SAAM more often, almost a fifth (17%) of the respondent's indicated changing the permanent collection more often. Having more free admission days (14%) and more evening hours (14%) were the next most common motivations indicated by respondents.

Top Five Motivators to Come to SAM/SAAM

- Changing the permanent collection exhibits more often (17%)
- Having more free admission days (14%)
- More evening hours (14%)
- More social events (9%)
- More exhibitions about specific cultures (9%)

Members indicated more than non-members (49% vs. 27%) that they would be motivated if the permanent collection was changed more often. Non-members

indicated that they would be motivated to come to SAM/SAAM more often if there were more free admission days (48% vs. 8%).

Table 5: Top Five Motivations for Coming to SAM by Membership Status

	Change Permanent Collection	More Free Admission Days	More Evening Hours	More Social Events	Exhibitions about a specific culture
A Member	49%	9%	33%	21%	17%
Not a Member	27%	48%	27%	18%	20%

Hispanic visitors reported more often that having more free admission days (61%) and more social events (44%) would motivate them to come to SAM/SAAM more often. People in the Other racial group reported more often that having more evening hours (46%) would motivate them more into visiting SAM/SAAM.

Table 6: Top Five Motivations for Coming to SAM by Race/Ethnicity

	Change Permanent Collection	More Free Admission Days	More Evening Hours	More Social Events	Exhibitions about a specific culture
African American	33%	39%	28%	22%	33%
Caucasian	37%	26%	30%	18%	19%
Hispanic	22%	61%	33%	44%	22%
Asian	38%	52%	33%	36%	24%
Other	36%	46%	46%	18%	14%

Visiting Behavior

Visiting with Whom

Almost half (41%) of the respondents were visiting SAM and SAAM with friends. Spouses or other adult family members were the next most common response. Non-members are more likely to visit the Museum with friends and adult family members, whereas members are more likely to visit the Museum alone or with a spouse.¹⁴

Relationship to others:

- Friends (41%)
- With spouse (21%)
- Not with others (14%)
- With adult family (18%)
- Family with children (4%)
- Others (2%)

Visiting When

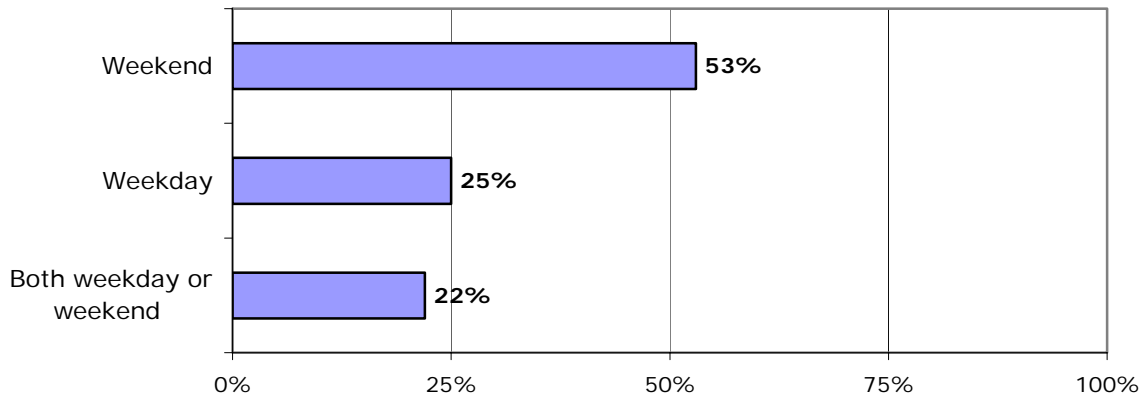
More than half (53%) of the people who visited SAM or SAAM came on the weekend. Almost a quarter (22%) came to SAM or SAAM on both a weekday and a weekend day. Non-members are more likely to visit on either the weekday or weekend, whereas members are more likely to visit on both the weekend and weekdays.¹⁵ Also those visitors that are over 45 are more likely to visit on both the weekend and during the week.¹⁶

Figure 2: Days of the week visitors came to the museums (n=1174)

¹⁴ Cramer's V = .210, p = .000

¹⁵ Cramer's V = .52, p = .000

¹⁶ Cramer's V = .31, p = .000



Visiting Where

People come to museums for many reasons other than to see the galleries, which include visiting the gifts shops, to eat at the café, to attend a program, or to attend a social event. By manipulating the data from this survey it is possible to discover what actual galleries the respondents are visiting, and at which of the Museums they are visiting these galleries. Most of the respondents only visit the galleries at the downtown SAM.¹⁷ Almost a three-quarters (72%) of the respondents indicated they had only visited SAM galleries. A fifth (20%) went to see both SAM and SAAM galleries and a very small amount (8%) only visited SAAM galleries.

Visitors who indicated they went to both SAM and SAAM galleries are more likely to also visit on both the weekday and the weekend.¹⁸ Non-members are more likely to only visit SAM galleries, whereas members are more likely to visit both SAM and SAAM galleries.¹⁹

Visitors of both SAM and SAAM galleries are more likely to be age 45 and older, and those aged 18 to 24 are more likely to visit only SAAM galleries compared to the other age groups.²⁰

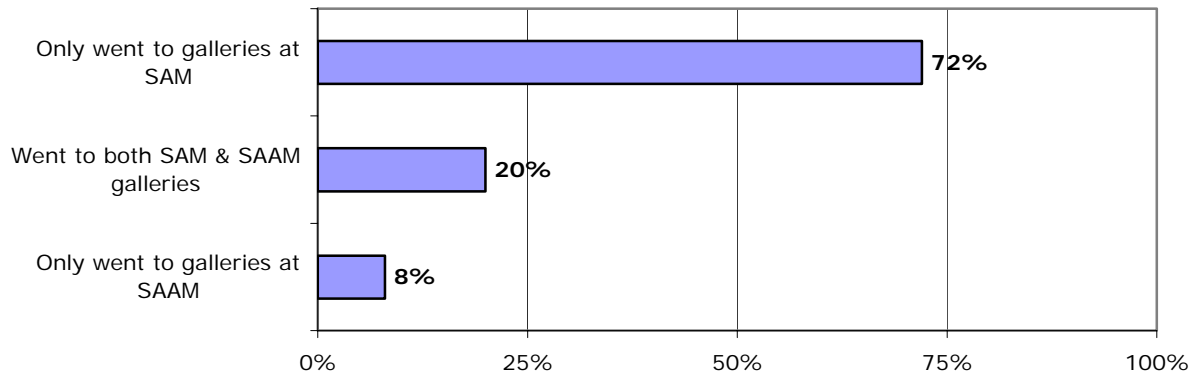
Figure 3: Museum galleries visited (n=1153)

¹⁷ This section refers to the actual galleries visited by respondents not if they came to the gift shop, to see a program, for a social event, or to eat at the café. People who came for these are reasons are not included in this part of the analysis.

¹⁸ Cramer's V= .41, p = .000

¹⁹ Cramer's V=. .51, p = .000

²⁰ Cramer's V=.33, p= .000



Visiting What

Number of Galleries

When visiting one of the Museums, almost two-thirds (64%) of the respondents visit five or less of the permanent collection galleries. The average number of galleries visited is 5.21. Those who only visit SAM galleries are more likely to visit one gallery, those who visit only SAAM galleries are more likely to visit two to five galleries, and those who visit both SAM and SAAM are more likely to visit six or more galleries.²¹ In fact of those respondents that visited only one gallery almost all of them (98%) went to the Annie Leibovitz exhibit.

The difference in the number of galleries visited is also significant between members and non-members.²² Members visit an average of 7.5 galleries, whereas non-members visit an average of 3.6 galleries.

There are also demographic differences in the number of galleries visited. There are differences between income levels and the number of galleries visited.²³ This difference is particularly between those with incomes under \$20,000 and those with incomes of \$20,000 to \$34,999. The average number of galleries visited for those with incomes under \$20,000 is 3.7, whereas the average for those with incomes of \$20,000 to \$34,999 is 6.3.

Those who are 65 and older have a higher average for number of galleries they visit compared to those who are younger.²⁴ Also respondents who live in Seattle and King County have a significantly higher average for the number of galleries they visit than those who live outside the city or county.²⁵

Figure 4: The number of galleries members visited (n=1153)

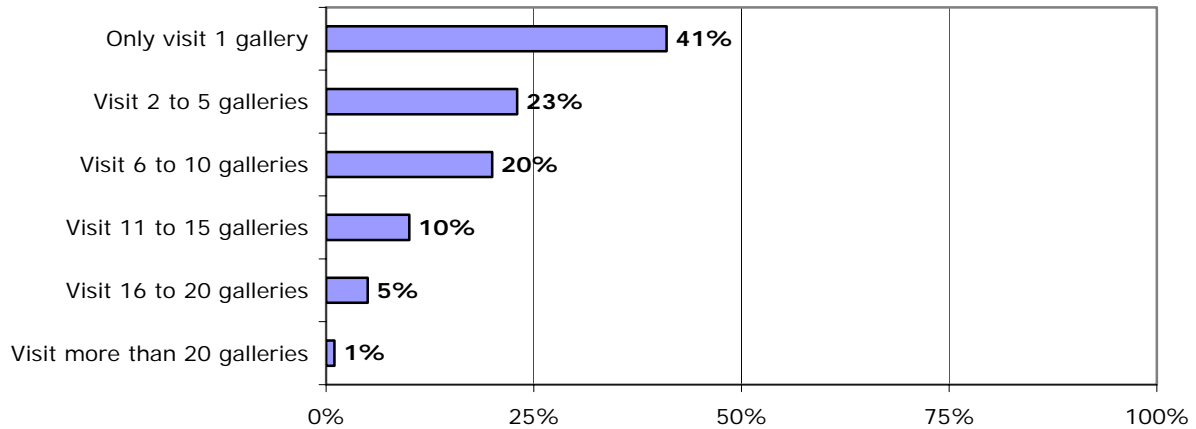
²¹ Cramer's V = .55, p = .000

²² T-test, p = .000

²³ ANOVA, p = .001

²⁴ ANOVA, p = .000

²⁵ City: T-test, p = .001. Those who live in Seattle and visit the Museum visit an average of 5.6 galleries; those who don't live in Seattle visit and average 4.8 galleries. County: T-test, p = .002. Those who live in King County and visit the Museum visit an average of 5.5 galleries; those who don't live in King County visit and average 4.7 galleries.



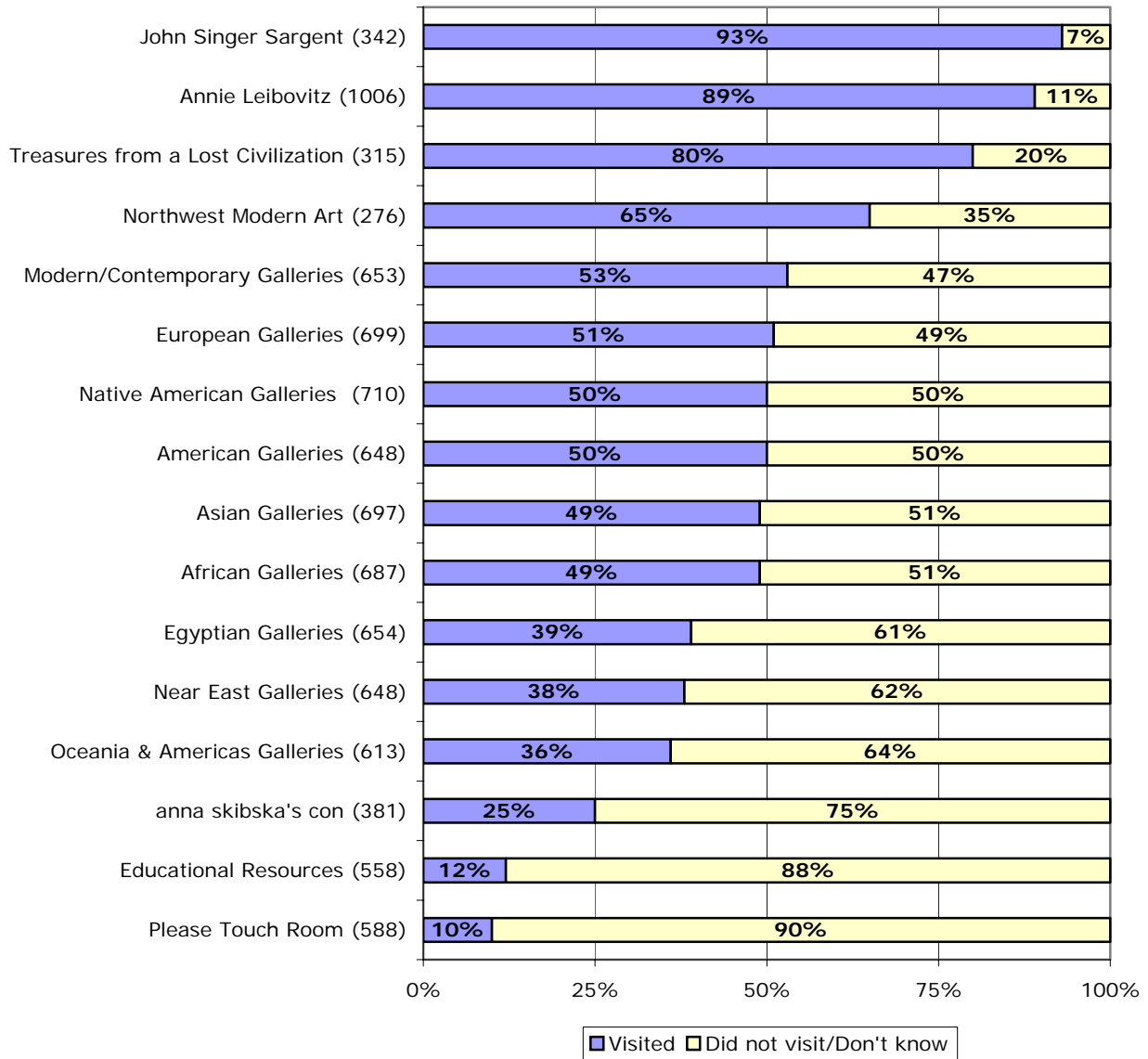
Visitation of Galleries at SAM

Visitors were asked what areas of the museum they visited. The special exhibitions were most frequently cited, compared to specific galleries housing the permanent collections. The most visited galleries at SAM by respondents were the John Singer Sargent (93%), the Annie Leibovitz (89%), and the Treasures from a Lost Civilization (80%).²⁶ The least visited areas by respondents were the Please Touch me Room (90% had not visited), the Educational Resources Room (88% had not visited), and anna skibska's con (75% had not visited). Half (50% and above) or more of the respondents did not visit ten out of the twelve permanent collection galleries.

Figure 5: Visitation Rates of Galleries at SAM

n's are in the parenthesis.

²⁶ Note that only those from the member survey were able to choose the John Singer Sargent and the Treasures from a lost Civilization as a gallery they had visited.



Compared to visitors that came on the weekday, visitors who came on both the weekday and the weekend were more likely to visit almost all the galleries (except Annie Leibovitz, John Singer Sargent, anna skibska's con, Northwest Modern Art, and the Lost Civilization exhibits).²⁷

Members were more likely to visit the Native American, the Asian, the European, the American, and the Modern/Contemporary galleries than non-members,²⁸ but were less likely to visit the Annie Leibovitz exhibit.²⁹

²⁷ For Cramer's V and P values for each of the galleries see Appendix B.

²⁸ Native American: Cramer's V = .24, p = .000 Asian: Cramer's V = .23, p = .000 European: Cramer's V = .26, p = .000 American: Cramer's V = .29, p = .000 Modern: Cramer's V = .25, p = .000

Older respondents (age 55 and up) were more likely to visit the Native American, the African, the Asian, the European, and the American galleries at SAM.³⁰ However, for the Lost Civilization special exhibit respondents under age 34 were more likely not to visit the exhibit.³¹

Enjoyment of Galleries at SAM

When looking at the enjoyment of galleries that respondents went to see at SAM it is clear that the special exhibits are not only the most visited but also the most enjoyed. For the last three special exhibits at SAM approximately seventy percent or more of the respondents enjoyed them at least somewhat. Besides the special exhibitions, the next most popular galleries which the visitors enjoyed very much or somewhat were:

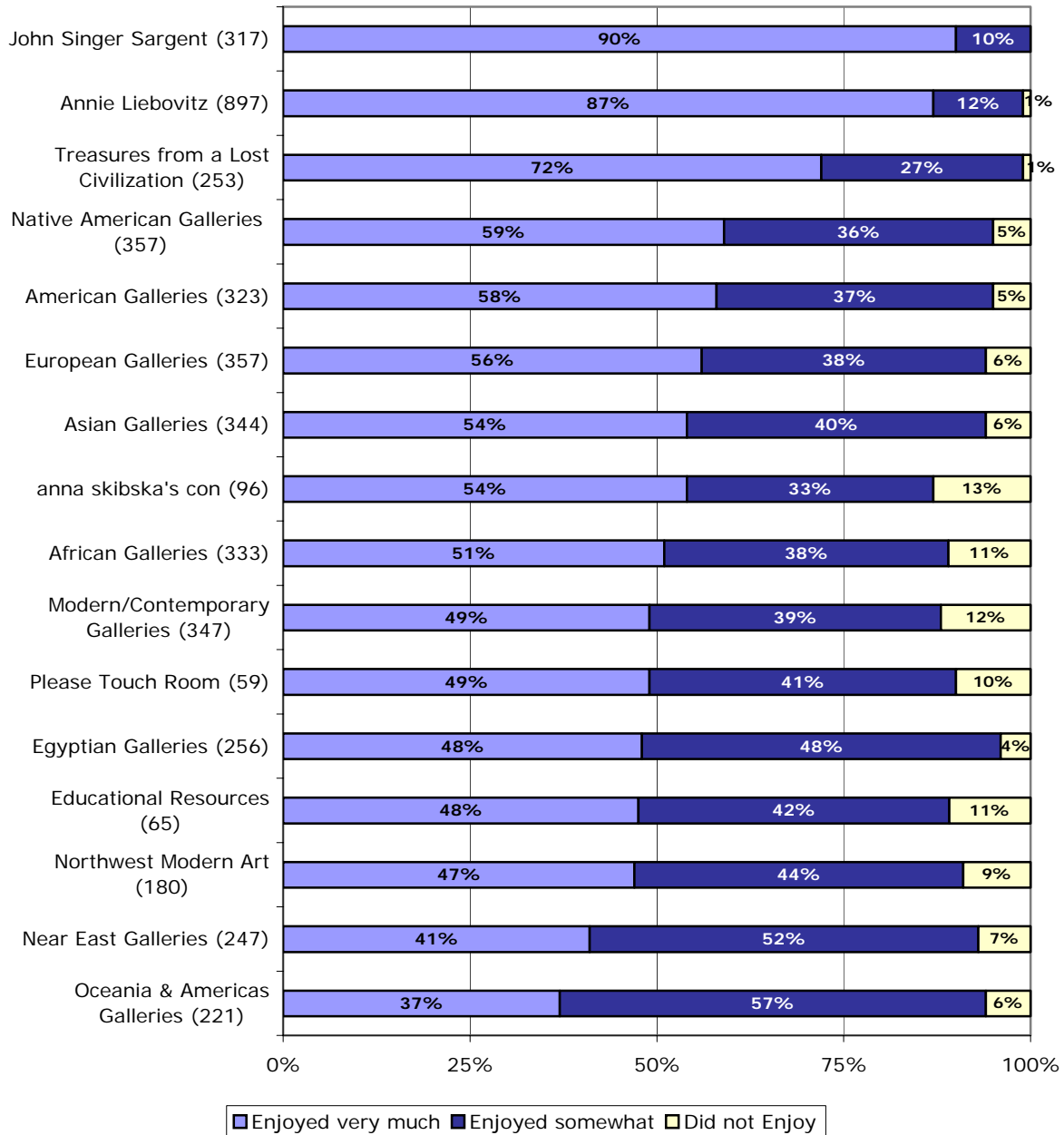
Native American Galleries (59%)
American Galleries (58%)
European Galleries (56%)

Figure 6: Please tell us how much you enjoyed what you visited today. (SAM)
n's are in the parenthesis.

²⁹ Cramer's V = .26, p = .000. This result seems contrary to that on page 12. Members did report more often that they came for the Annie Leibovitz exhibit, but when looking at the actual galleries visited members were less likely to visit this special exhibit than non-members. Non-members may be coming for other reasons than to visit the special exhibit, but are more likely to visit the exhibit when they come.

³⁰ Native American: Cramer's V = .28, p = .000 African: Cramer's V = .24, p = .000 Asian: Cramer's V = .27, p = .000 European: Cramer's V = .26, p = .000 American: Cramer's V = .30, p = .000

³¹ Cramer's V = .33, p = .000



There were many differences among different demographic groups and membership in response to the question "Please tell us how much you enjoyed what you visited today." Women were more likely to very much enjoy anna skibska's con, the Native American, the African, the Asian, the Near East, and the Oceania & Americas

galleries.³² Respondents 65 and older and were more likely to very much enjoy the European Gallery while visitors under age 24 were less likely to enjoy it.³³ Non-members were also less likely to enjoy the Educational Resources gallery.³⁴

The table below illustrates variances among the racial groups with regards to their level of enjoyment of specific galleries.³⁵ In general Asian Americans were less likely to very much enjoy most of the galleries. African Americans, Hispanics, and Other racial groups were more likely to very much enjoy some of the galleries.

Table 7: Racial Differences in Enjoyment of SAM Galleries

	African American	Caucasian	Hispanic	Asian	Other
Anna skibska's con			+	-	+
African Gallery	+			-	
Asian Gallery	+			-	+
Near East Gallery	+			-	
Oceania & Americas			+	-	+
American Gallery			+		
Educational Resources			+	-	
Modern/Contemporary			+	-	

+ more likely to enjoy very much

- less likely to enjoy very much

Visitation of Galleries at SAAM

Unlike those who visit SAM, SAAM visitors were more likely to visit the permanent collection galleries (Japanese Gallery & Chinese Ceramics) compared to the special exhibits. In fact, the two previous special exhibits at SAAM (Embodied Image: Chinese Calligraphy (50%) and Hirado Porcelain of Japan (46%)) were the least visited. Also unlike SAM visitors, almost 50% of all SAAM visitors went to almost all the galleries at SAAM

³² anna skibska's con: Cramer's V = .26, p = .05 Native American: Cramer's V = .21, p = .001 African : Cramer's V = .21, p = .001 Asian: Cramer's V = .22, p = .000 Near East: Cramer's V = .24, p = .002 Oceania & Americas: Cramer's V = .20, p = .014

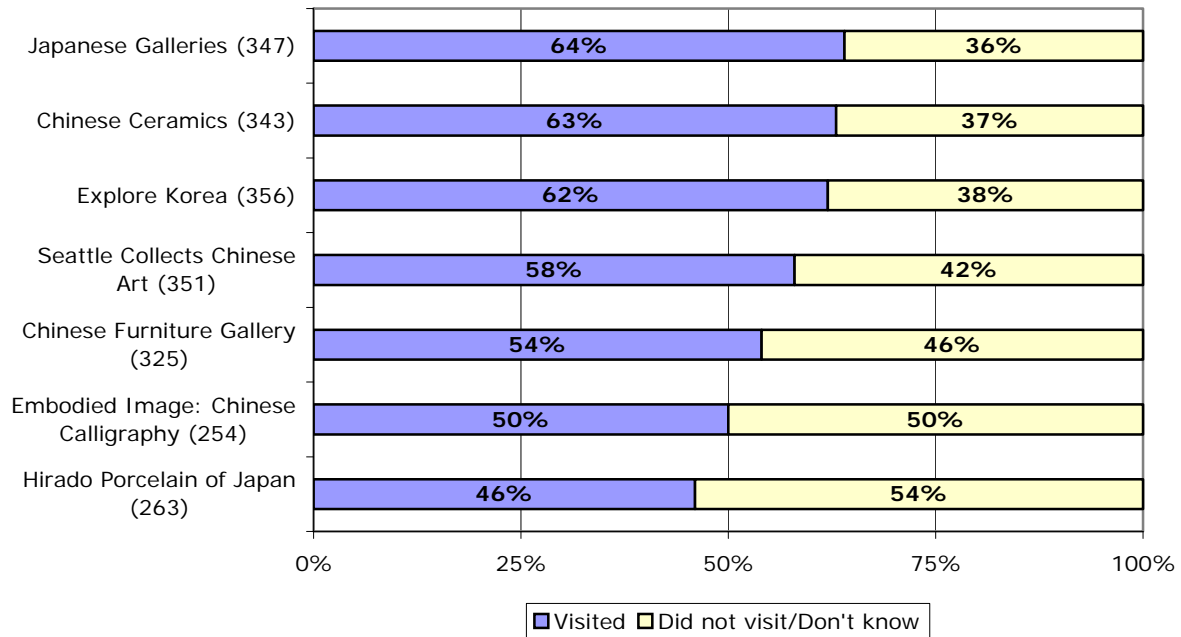
³³ European: Tau-C = .20, p = .000

³⁴ Cramer's V = .33, p = .035

³⁵ anna skibsk's con: Cramer's V = .31, p = .026 ANOVA, p = .051 African: Cramer's V = .17, p = .021 ANOVA, p = .014 Asian: Cramer's V = .18, p = .007 ANOVA, p = .049 Near East: Cramer's V = .19, p = .032 ANOVA, p = .051 Oceania: Cramer's V = .29, p = .000 ANOVA, p = .042 American: Cramer's V = .24, p = .000 Educational Resources: Cramer's V = .33, p = .035 Modern: Cramer's V = .15, p = .052 ANOVA, p = .006

Figure 7: Visitation Rates at SAAM Galleries

n's are in the parenthesis.



There were also differences in age, membership status, and day of week among those visiting SAAM. Unlike those who go to SAM galleries, non-members and people visiting on the weekday were more likely to visit certain galleries. Respondents who visit SAAM on weekdays are more likely to visit the Chinese Furniture and Japanese galleries.³⁶ For all the galleries at SAAM, except the Embodied Image and Hirado Porcelain special exhibits, non-members were more likely to visit than members.³⁷

Respondents under age 34 were more likely to visit the Chinese Furniture gallery,³⁸ and those under age 24 were more likely to visit the Japanese and Chinese Ceramic galleries.³⁹ Respondents under 34 were less likely to visit the Embodied Image and Hirado Porcelain special exhibits.⁴⁰

In particular enjoyment of the Explore Korea exhibit was more likely to be enjoyed by those respondents who only visited SAAM galleries compared to those who visited both SAM and SAAM galleries.⁴¹

³⁶ Chinese Furniture: Cramer's V = .21, p = .001 Japanese: Cramer's V = .21, p = .001

³⁷ Seattle Collects: Cramer's V = .24, p = .000 Explore Korea: Cramer's V = .26, p = .000 Chinese Furniture: Cramer's V = .29, p = .000 Japanese: Cramer's V = .29, p = .000 Chinese Ceramics: Cramer's V = .27, p = .000

³⁸ Cramer's V = .21, p = .045

³⁹ Japanese: Cramer's V = .23, p = .014 Chinese Ceramics: Cramer's V = .21, p = .029

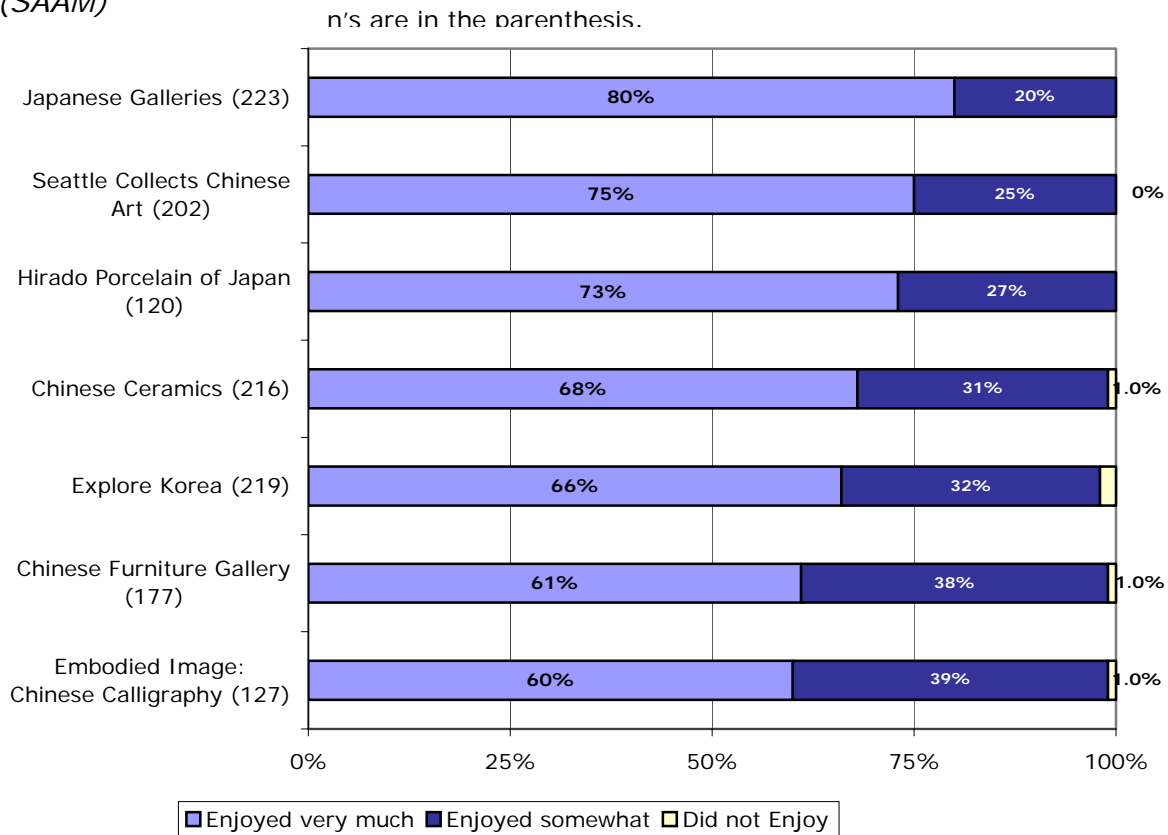
⁴⁰ Embodied Image: Cramer's V = .23, p = .033 Hirado: Cramer's V = .26, p = .008

⁴¹ Cramer's V = .23, p = .003

Enjoyment of Galleries at SAAM

Most of the galleries at SAAM had high enjoyment scores. The three most enjoyed galleries were the Japanese Gallery (80%), Seattle Collects Chinese Art (75%), and Hirado Porcelain of Japan (73%). The Japanese gallery was also one of the most visited galleries at this museum.

Figure 8: Please tell us how much you enjoyed what you visited today. (SAAM)



There were few significant demographic differences related to whether or not someone enjoyed a SAAM gallery. Non-Members were more likely to enjoy the *Explore Korea* special exhibit.⁴² Hispanics were more likely to somewhat enjoy the Japanese Gallery.⁴³

Visiting Other Museums

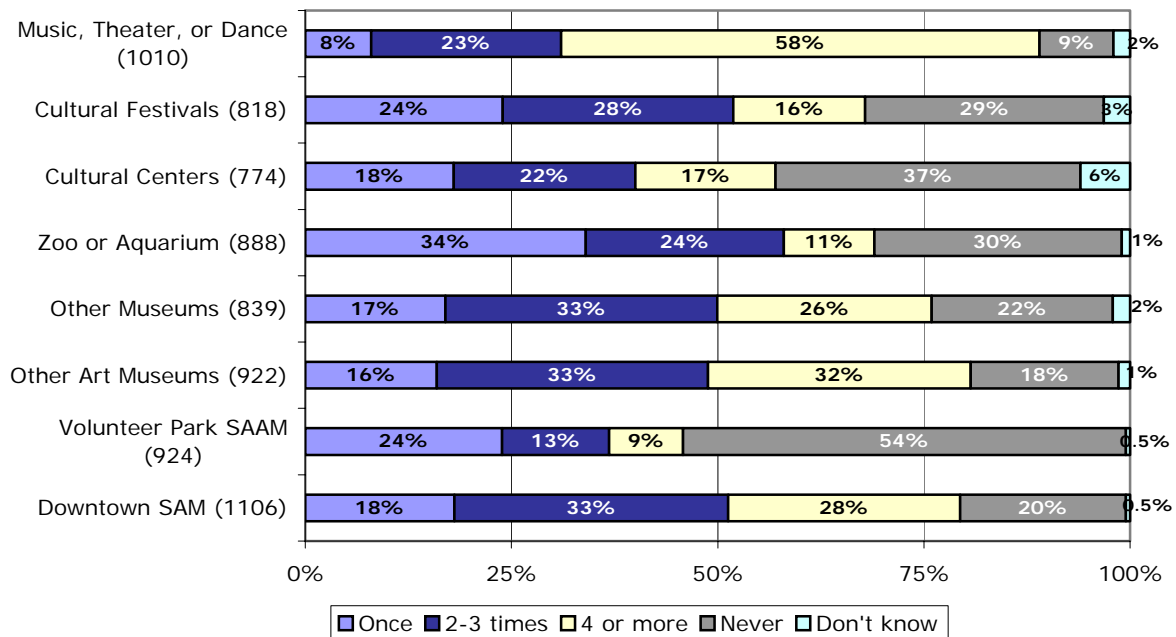
⁴² Cramer's V = .24, p = .002

⁴³ Cramer's V = .21, p = .051 ANOVA, p = .050

Respondents were also asked what other kinds of museums and cultural events they had attended. More than four-fifths (84%) of the respondents had been to a Music, Theater, or Dance event. More than half (58%) had been to a Music, Theater, or Dance event more than 4 times in the last year. SAAM and Cultural Centers were the least attended by respondents.

Figure 9: How often have you attended any of the following in the last year?

n's are in the parenthesis.



Members of SAM are more likely to visit, and visit more often, SAM and SAAM, Other Art Museums, Other Museums, and cultural centers.⁴⁴ They are also more likely to attend Music, Theater, or Dance Events more than four times a year.⁴⁵

Overall Visitor Expectations & Experience at SAM

Expectations of SAM/SAAM

In general expectations respondents have about a visit to SAM and the importance they place on SAM for learning about art, artists, and other cultures are high. Almost all (97%) of the respondents agreed or strongly agreed that SAM/SAAM is an inviting place to visit. Close to three-quarters or more of the respondents felt that coming to SAM/SAAM was important to learn about visual art (91%), to learn about specific artists (85%), and to learn about specific cultures (74%).

⁴⁴ SAM: Cramer's V = .68, p = .000 SAAM: Cramer's V = .48, p = .000 Other Art Museums: Cramer's V = .29, p = .000 Other Museums: Cramer's V = .24, p = .000 Cultural Centers: Cramer's V = .20, p = .000

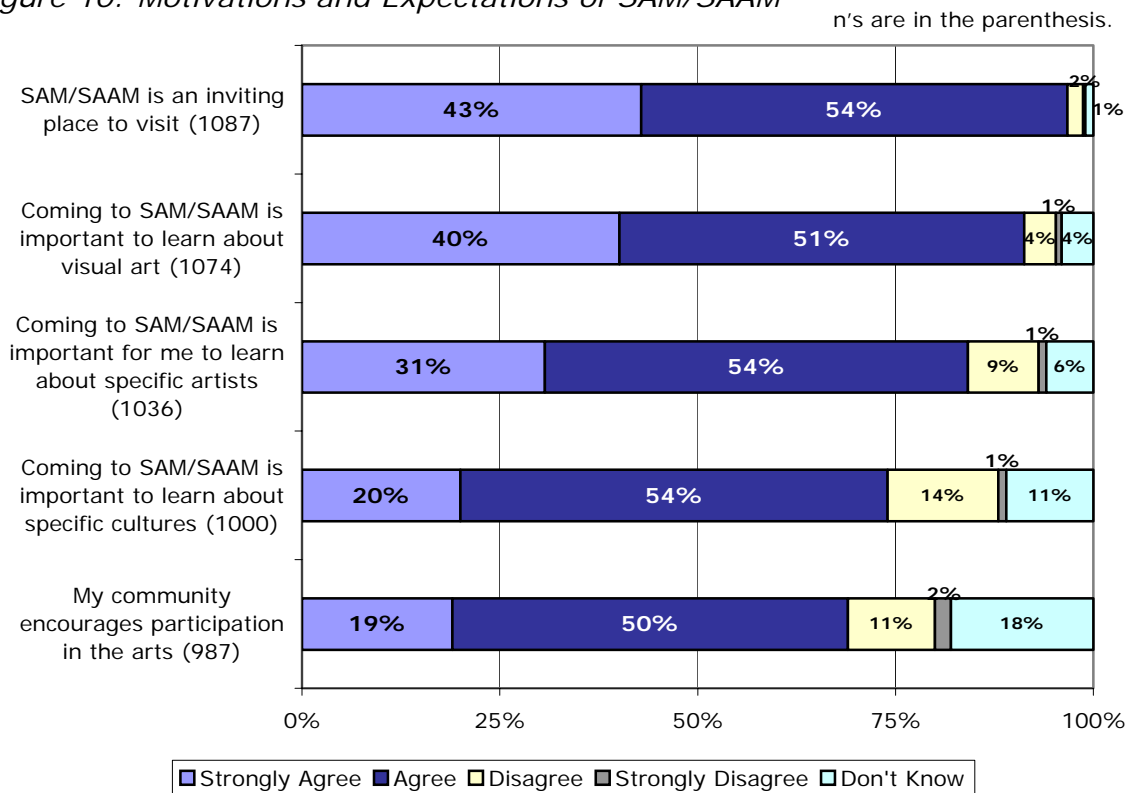
⁴⁵ Cramer's V = .34, p = .0000

Respondents who only visited SAAM galleries were less likely to agree that coming to SAM/SAAM is important for learning about specific artists.⁴⁶

There were significant racial differences on the importance of coming to SAM/SAAM to learn about specific artists.⁴⁷ Asian American visitors were less likely to agree that going to the museum is important for learning about artists than Caucasian visitors.

More than two-thirds (69%) of the respondents felt that their community encouraged participation in the arts. There were significant racial differences particularly for Asian American and Caucasian visitors.⁴⁸ Asian American visitors were less likely to agree that their community encouraged participation in the arts than Caucasian visitors.

Figure 10: Motivations and Expectations of SAM/SAAM



Actual experience while visiting SAM/SAAM

Respondents were asked about their actual experiences when they visited SAM/SAAM. More than eighty percent of the respondents either agreed or strongly agreed that they would visit again (93%), that they would recommend that others

⁴⁶ Cramer's V = .23, p = .000

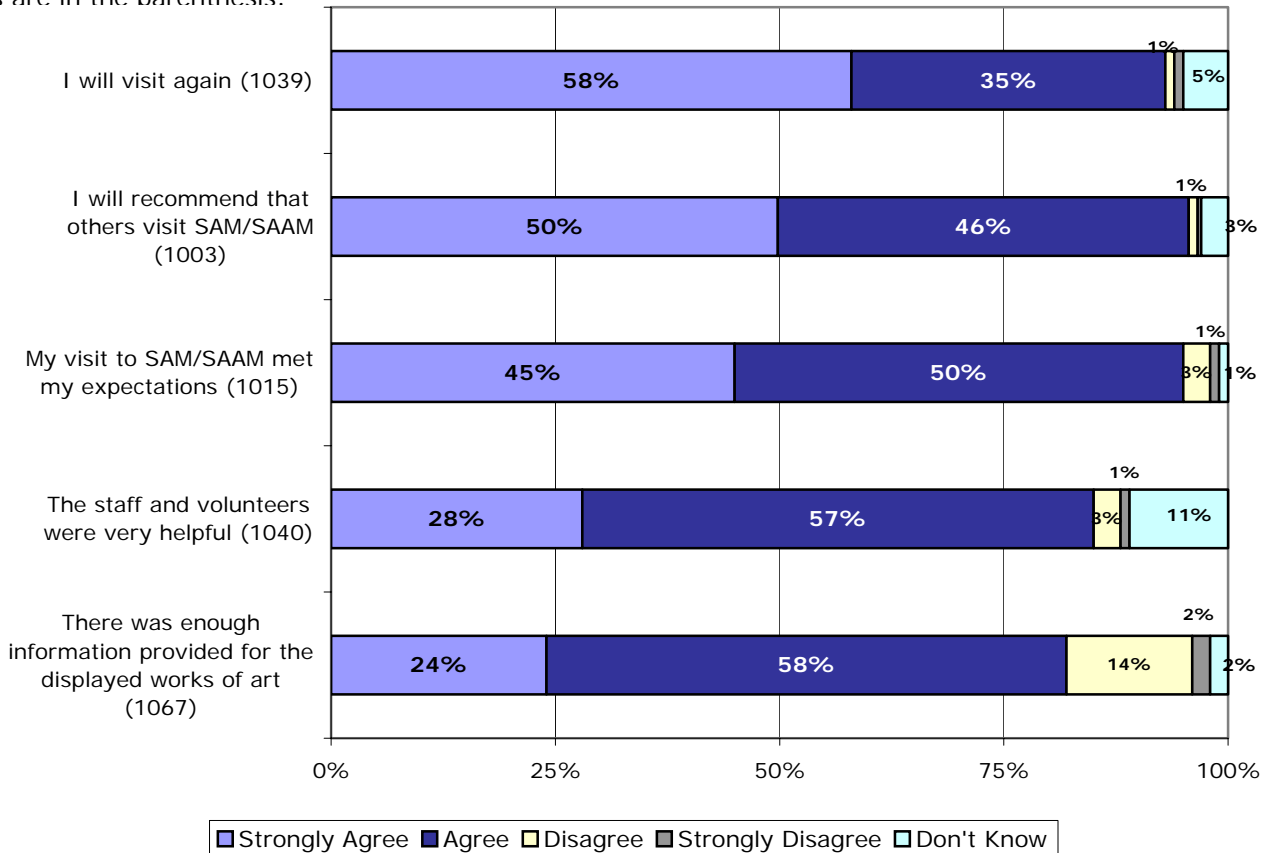
⁴⁷ ANOVA, p = .041

⁴⁸ ANOVA, p = .003

visit the Museums (96%), that their visit met their expectations (95%), that the staff and volunteers were helpful (85%), and that there was enough information for the displayed works of art (82%). Members were more likely to strongly agree that they would visit again than non-members.⁴⁹ There were also significant differences among those of different racial identities as to whether or not a respondent would visit again.⁵⁰ Asian Americans were less likely to agree that they would visit again than Caucasians

Figure 11: Expectations & satisfaction of visit to SAM/SAAM

n's are in the parenthesis.



Overall Participation & Inclination to Deepen the Appreciation of Art

Participation with SAM/SAAM & Art

More than half were not likely to become involved at SAM or SAAM as a member, a donor, a volunteer, or a council member. Not including membership status in the

⁴⁹ Cramer's V = .28, p = .000

⁵⁰ ANOVA, p = .034

analysis, about a quarter of the respondents indicated they were already involved or likely to be involved as an artist (31%), a craftsperson (29%), or a donor at the museum (24%).⁵¹

There were significant differences among those of different racial identification as to their participation in the arts as artists.⁵² Respondents in the Other racial category were more likely to become or are already involved as an artist compared to Caucasians. Respondents in the Other racial category were also more likely to be involved as a craftsperson than Caucasian and Asian American respondents.⁵³ African American visitors were more likely to become involved as a council member than Caucasian visitors.

Members in the sample are more likely to become or are already involved as donors and volunteers.⁵⁵ People who live in King County are also more likely to become or already are Museum donors.⁵⁶

Lastly, those respondents who had been to both SAM and SAAM galleries were more likely to already be involved as donors to the Museum.⁵⁷

Figure 12: Participation in the Arts

n's are in the parenthesis.

⁵¹ Respondent's involvement as members is reported earlier on page 12. Respondents were asked about their involvement in regards to membership and the results were similar as were already reported on page 12. To avoid redundancy this section of the report does not focus on membership.

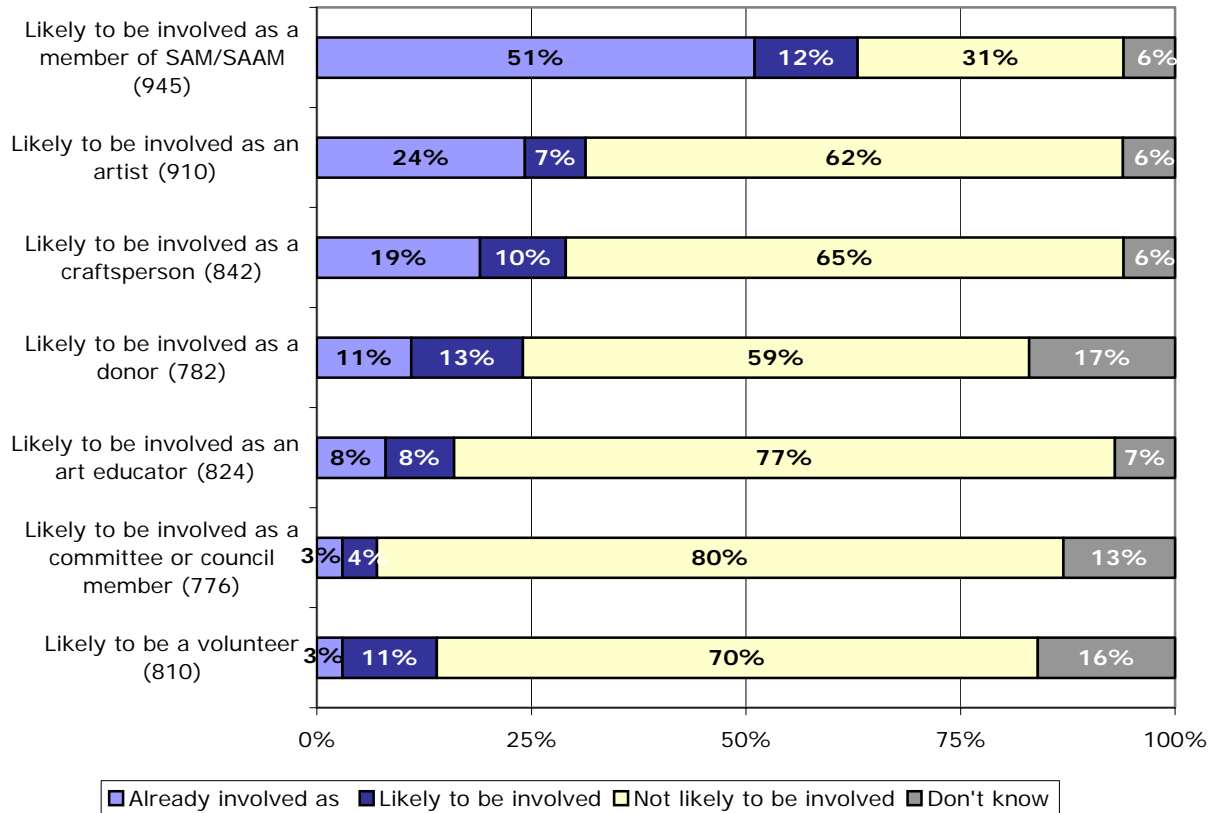
⁵² ANOVA, $p = .017$

⁵³ ANOVA, $p = .000$

⁵⁵ Donor/Member: Cramer's $V = .41$, $p = .000$ Volunteer/Member: Cramer's $V = .20$, $p = .000$

⁵⁶ Cramer's $V = .21$, $p = .000$

⁵⁷ Cramer's $V = .23$, $p = .000$



Inclination to deepen understanding of art

In terms of deepening their understanding of art more than half of the respondents were already involved or likely to become involved in learning more about works of art (63%), about specific artists (62%), and in learning more about specific cultures (57%). Members of the Museum were more likely to already be involved whereas non-members were less likely to become involved with learning more about art, artists, and specific cultures.⁵⁸

Respondents who had visited galleries at both SAM and SAAM were more likely to already be involved in learning more about art and cultures.⁵⁹

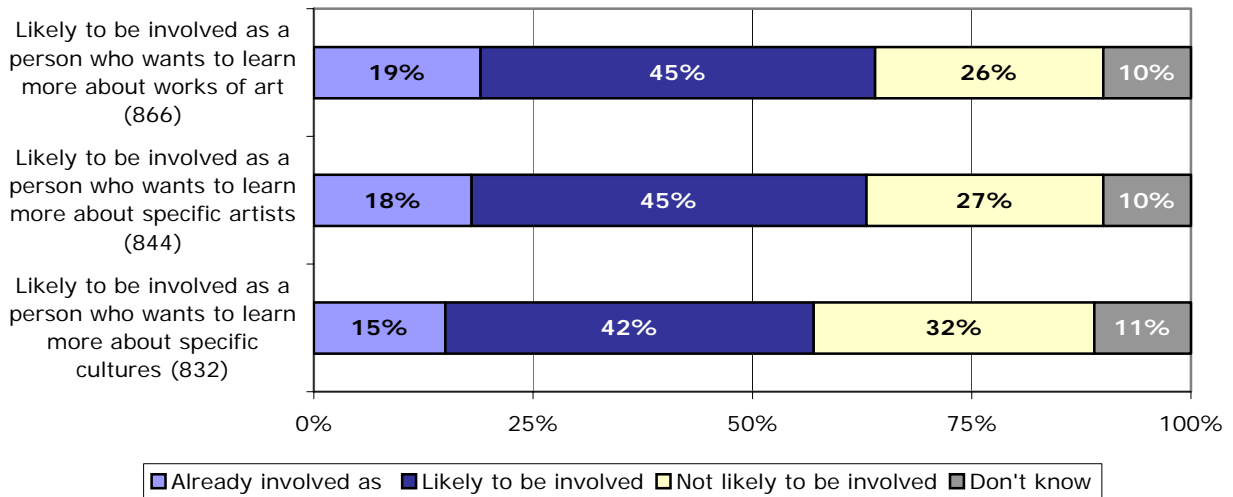
Figure 13: Likelihood of learning more about art, artists, and cultures
n's are in the parenthesis.

⁵⁸ Learn about art: Cramer's V = .36, p = .000

Learn about artists: Cramer's V = .33, p = .000

Learn about cultures: Cramer's V = .30, p = .000

⁵⁹ Learn about art: Cramer's V = .20, p = .000 Learn about cultures: Cramer's V = .20, p = .000



SAM/SAAM Website

Most of the respondents (86%) have not visited the Museum website. Respondents under age 54, especially those who are 18 to 34, were more likely to have visited the website.⁶⁰ Of the small group that had visited the website, almost all of them (92%) enjoyed the site at least somewhat.

Visitation of the website by respondents (n=206):

Yes (14%)
No (86%)

Enjoyment of the Website (n=25):

Enjoyed very much (21%)
Enjoyed somewhat (71%)
Did not enjoy (7%)

When it came to recommending that others visit the website, more than half of the respondents (56%) did not know if they agreed or disagreed. Even within the small group of respondents that had actually visited the website almost a quarter (24%) still didn't know if they would recommend the site. However, more than half (52%) of those that had visited the website agreed they would recommend the site to others.

Table 8: I will recommend that others visit the Museum website

	All respondents (n=916)	Those that visited the website (n=25)
--	-------------------------	---------------------------------------

⁶⁰ Cramer's V = .27, p = .020

Strongly agree	(14%)	(16%)
Agree	(21%)	(36%)
Disagree	(7%)	(16%)
Strongly Disagree	(2%)	(8%)
Don't Know	(56%)	(24%)

Survey Highlights

The reason for conducting this survey was to understand who visits SAM and SAAM, why they visit, their expectations, their experiences, their interests, and ways in which they participate in the arts. A goal of this survey was to understand what are the similarities and differences among visitors of different racial identification. It is the intention of SAM's leadership to develop strategies to diversify and broaden their audience, and to deepen participation by people who visit SAM and SAAM. Following are the main conclusions from this study:

- Race may explain differences in experiences for those who visit the Museum. However, most of these relationships between racial identity and visiting experiences at the Museums were statistically weak. None of these findings fully explain why SAM/SAAM visitors are mostly Caucasian (90%). In order to understand why people of other races and ethnicities are not visiting the Museums further research on non-visitors needs to be conducted, such as is being conducted in the Focus Groups. Additional research, such as the proposed telephone survey of non-Caucasian, non-visitors scheduled for Phase 2 of this research will be needed to understand this issue fully.
- Whether or not a person is a member of SAM/SAAM is a major factor for differences in experiences when visiting the Museums. There are significant differences between members and non-members in terms of whom they come with, why they come, which museums they visit, how many galleries they go to, what motivates them to come more often, and how involved they are with the Museums. These differences clearly indicate that members are more involved participants and are more dedicated to SAM than non-members.
- People who only go to SAM (compared to those who visit both museums) visit fewer galleries in the Museum (1 or less), and also visit the permanent galleries less. In fact, of those that only visited one gallery almost all of them (98%) had only visited the Annie Leibovitz exhibit. Those who go to the SAAM visit more galleries and more of the permanent collections. This suggests that the changing exhibitions are very significant to attracting SAM's larger audience