

George Washington Exhibition Exit Survey

*Prepared for the Minnesota Historical
Society*

J U N E 2 0 1 1

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George Washington Exhibition Exit Survey Highlights

In 2011, with funding provided by the State of Minnesota's Arts and Cultural Heritage Fund, the Minnesota Historical Society (MHS) conducted an audience research study at the Minnesota History Center in the City of Saint Paul to learn more about its visitors. Through a museum lobby exit survey carried out during the George Washington exhibition from April 18-May 7, 2011, MHS gathered baseline data about visitor awareness, motivation, and value. The information also helps MHS better understand its audience in terms of attendance, accessibility, and provides demographics to help MHS improve its exhibitions, programs, and services for all.

Wilder Research and MHS staff and volunteers contributed to the George Washington Exhibition Exit Survey. Below are a few highlights from the study:

- **81%** of visitors highly recommend the Minnesota History Center to family and friends.
- **69%** of visitors have a high interest in history.

Visitor comments

History matters. I'm a history buff. If you don't know where you came from, you don't know where you're going. People don't appreciate being able to touch history, feel history, see history, that's the thing here – we are here monthly – favorite place to go in spring, winter, summer.

Very well done. User-friendly. I am visiting from New York state. I like it better than museums in New York and Washington D.C. Kudos to the Minnesota Historical Society.

Always depend on the exhibits – it's one of the nicest in the country and we always love coming here.

I think it's great. We've donated my father's stuff. Great that a real person's history is preserved – not just celebrities.

I will go home now and e-mail all my family and friends and tell them to get your fanny down here now.

Introduction

The mission of the Minnesota Historical Society (MHS) is to “illuminate the past to light the future,” to help people pursue opportunities to preserve historical evidence, learn more about history, and demonstrate that they value history in their personal lives and society at large. Ultimately, MHS seeks to foster among people a connection to and an understanding of history, so that people may draw perspective from the past to create a better future.

As an audience research study, the George Washington Exhibition Exit Survey contributes to this mission by first helping the Minnesota Historical Society learn more about its’ visitors. With funding provided by the State of Minnesota’s Arts and Cultural Heritage Fund, MHS carried out a museum lobby exit survey at the Minnesota History Center in the City of Saint Paul from April 18-May 7, 2011 during the George Washington exhibition. This baseline data about visitor awareness, motivation, and value helps MHS better understand its audience in terms of attendance, accessibility, and provides demographics to help MHS improve its exhibitions, programs, and services for all.

This report presents baseline findings; additional data collection may be needed to compare findings from different exhibition periods or to generalize the information to the MHS audience as a whole.

Methods

The Minnesota Historical Society (MHS) contracted with Wilder Research to design, implement, analyze, and report findings from the George Washington Exhibition Exit Survey. In collaboration with MHS staff, Wilder designed a survey instrument and data collection protocol as well as trained MHS volunteers to collect data. These tools are available in the Appendix.

Eight MHS volunteers conducted surveys with 306 visitors exiting the Minnesota History Center lobby between April 18, 2011, and May 7, 2011. The volunteers used a continuous random sampling technique: once ready to collect data on the museum floor lobby, the first eligible visitor to cross the data collector's path is approached. After data gathering from the visitor is complete, the process is repeated with the next eligible visitor.

Only visitors age 18 and older were eligible for the survey and only one person per visitor group was interviewed. Visitors who completed surveys were given "History Matters" lapel pins. The survey response rate was 62 percent.

Limitations to the study include a small sample size, time constraints in data collection, and limited experience of data collection volunteers. These factors are taken into consideration during interpretation of findings.

Visitor demographics

The figures below summarize the demographics of visitors who participated in the George Washington Exhibition Exit Survey.

1. Gender (n=299)

| | Percent |
|--------|---------|
| Female | 59% |
| Male | 41% |
| Other | 0% |

2. Age (n=303)

| | Percent |
|-------|---------|
| 18-29 | 13% |
| 30-39 | 12% |
| 40-49 | 19% |
| 50-59 | 25% |
| 60-69 | 22% |
| 70+ | 10% |

3. Race/ethnicity (n=302)

| | Percent |
|--------------------------------|---------|
| Caucasian | 92% |
| Of Color | 7% |
| African American | 1% |
| American Indian | 1% |
| Asian/Pacific Islander | 1% |
| Hispanic/Latino | 2% |
| Other* | 1% |
| More than one race/ethnicity** | 1% |

* Two visitors indicated they identified with other races or ethnicities.

** Four visitors indicated they identified with more than one race/ethnicity. These visitors selected: Caucasian/American Indian, Caucasian/Asian, Caucasian/Hispanic, and Caucasian/Hispanic, respectively.

4. Primary language spoken at home (n=286)

| | Percent |
|---------|---------|
| English | 97% |
| Other* | 3% |

* Three visitors indicated Spanish, two visitors indicated Hmong, and five visitors each indicated: Chinese (Cantonese), German, Icelandic, Somali, and Somali/English.

5. Education (n=304)

| | Percent |
|--------------------------------|---------|
| Some high school | 2% |
| High school/GED | 4% |
| Some college/technical school | 20% |
| Associate's degree/certificate | 10% |
| Bachelor's degree | 27% |
| Some graduate school | 8% |
| Advanced degree | 28% |
| Other | 1% |

6. Annual household income (n=260)

| | Percent |
|---------------------|---------|
| Less than \$25,000 | 4% |
| \$25,000-\$49,999 | 22% |
| \$50,000-\$74,999 | 24% |
| \$75,000-\$99,999 | 21% |
| \$100,000-\$124,999 | 16% |
| \$125,000+ | 11% |

7. Area of residence (n=294)

| | Percent |
|---------------------------------|----------------|
| Seven-county metropolitan area* | 77% |
| Greater Minnesota | 14% |
| Out of State | 9% |

* The seven-county metropolitan area includes the following counties: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington.

8. Disability (n=304)

| | Percent |
|-----------|----------------|
| Auditory | 1% |
| Cognitive | 0% |
| Learning | 1% |
| Mobility | 4% |
| Visual | 1% |
| Other* | 2% |

* Six visitors indicated they had other disabilities. One of these visitors detailed they had Crohn's disease.

9. Minnesota Historical Society member (n=303)

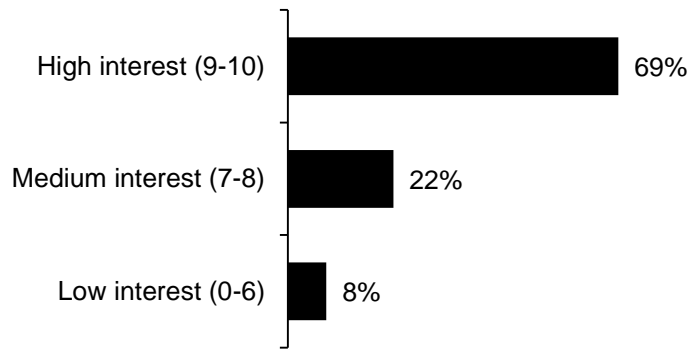
| | Percent |
|-----|----------------|
| Yes | 27% |
| No | 73% |

Findings

Visitors' ratings of the value of the Minnesota History Center

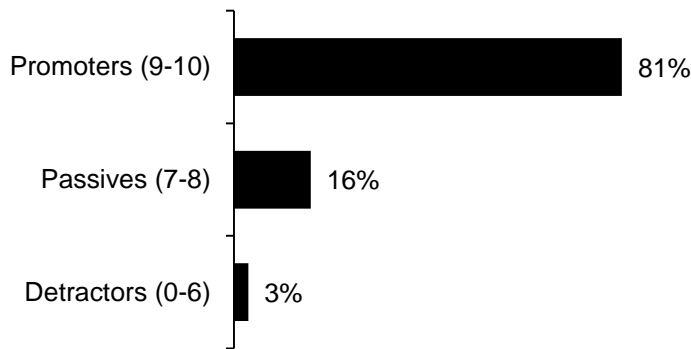
Results show nearly all participating visitors value the Minnesota History Center as a destination. In terms of visitor interest in history, where 0 = no interest and 10 = extremely high interest, over two-thirds indicate a high interest (9-10) in history (69%), with over half (51%) rating their level of interest as 10 (Figure 10).

10. Interest in history



The Minnesota History Center is a highly recommended destination. Where 0 = not at all likely and 10 = extremely likely, four-fifths of visitors are categorized as Promoters, who are very likely to recommend visiting the History Center to family and friends (81%). Over two-thirds (68%) of visitors rate their likelihood to recommend visiting with a 10. Few visitors are Detractors (those who are very unlikely to recommend the History Center (Figure 11). The Net Recommender Score (Promoters minus Detractors) is +78.

11. Recommend to family and friends



When asked in an open-ended format to explain their recommendation ratings, visitors' answers varied, with nearly one-fifth of visitors giving replies across multiple themes (18%). The top three themes include a high level of enjoyment and interest (19%), general recommendation of exhibits (17%), and recommendation of particular exhibits at the Minnesota History Center (15%).

A few visitors made critiques (5%) or suggestions (1%). The majority of these comments are related to behavior of other visitors or ways in which the Minnesota History Center may improve building amenities or logistics.

Following are examples of visitors' responses from the top themes. Please refer to the Appendix for a complete list of coded responses from each theme.

Why Recommend to Family and Friends (n=241*)

* Some visitors provided responses across multiple themes.

19% Enjoyable/interesting (n=46)

Fascinating! Fun to see all this history.

17% Exhibits – general (n=40)

Always depend on the exhibits – it's one of the nicest in the country and we always love coming here.

15% Specific exhibits (n=36)

I'm going to give my daughter a call and try to get her to come. It's George Washington a very good exhibit. In fact, I am reading a book about Washington right now and everything that was in the exhibit was in the book. They hit the mark right on.

11% Interest in history (n=26)

History matters. I'm a history buff. If you don't know where you came from, you don't know where you're going. People don't appreciate being able to touch history, feel history, see history, that's the thing here – we are here monthly – favorite place to go in spring, winter, summer.

11% Minnesota History Center building (n=26)

Grandiose building. Very impressive.

9% Educational (n=22)

I'm a teacher – wanted to come before bringing my class. Excellent displays – very helpful to my teaching.

8% Minnesota History Center amenities (n=20)

Very well done. User-friendly. I am visiting from New York state. I like it better than museums in New York and Washington D.C. Kudos to the Minnesota Historical Society.

7% Children/family (n=17)

I will go home now and e-mail all my family and friends and tell them to get your fanny down here now.

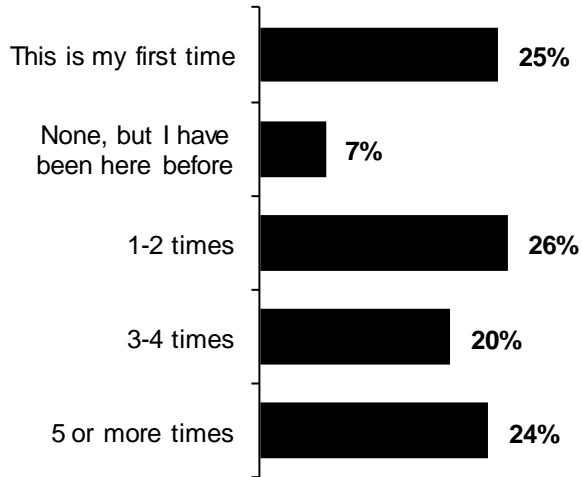
5% Resources/preservation (n=12)

I think it's great. We've donated my father's stuff. Great that a real person's history is preserved – not just celebrities.

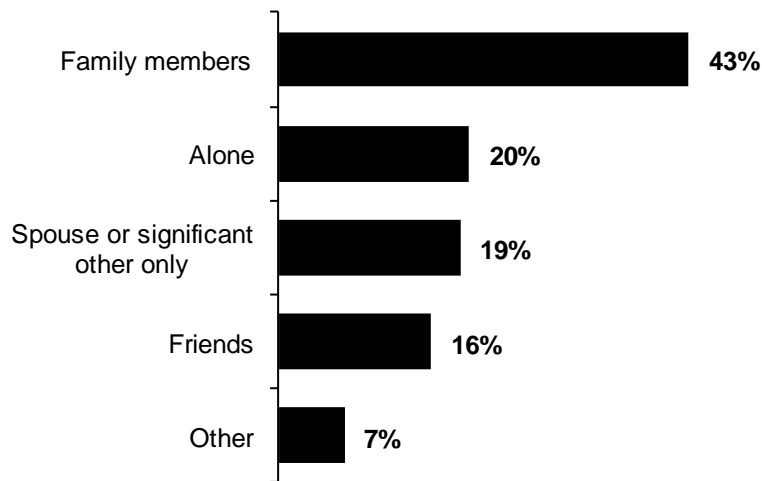
Visitor motivation for attending

Many participating visitors see the Minnesota History Center as a destination for a social outing. Eight out of 10 visitors came in social groups – the majority of which included family members. Most visitors came in pairs of two (52%); a little over one-quarter of visitors came in groups of three or more (28%). One out of five visitors came to the History Center alone (Figure 12). Seven out of 10 visitors have visited the History Center at least once in the last two years. One-quarter of visitors were visiting for the first time (Figure 13).

12. Visitor group



13. Visitor frequency in the last two years



Nearly one-quarter of visitors also came with children (24%). Those who came with children most often came with children between the ages of 6-12 (Figure 14).

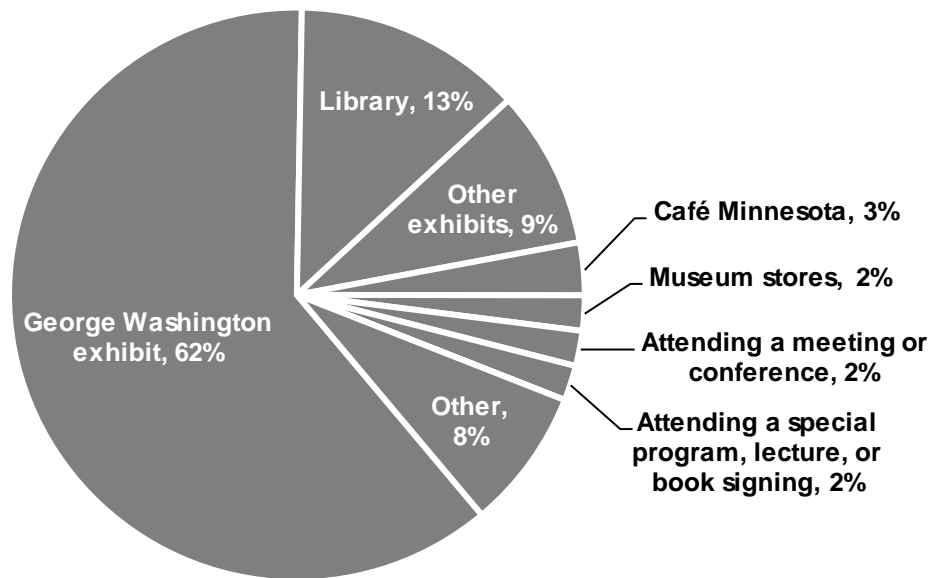
14. Ages of children (n=72*)

| | Percent |
|-------|---------|
| 0-5 | 28% |
| 6-12 | 53% |
| 13-18 | 24% |

* Visitors were asked to check all that apply.

The top three primary destinations for these visitors were the George Washington exhibit, the library at the Minnesota History Center, and other exhibits (Figure 15). Eight percent of visitors who indicated other primary destinations detailed they came for historical tours or other activities. Following are these visitors' responses.

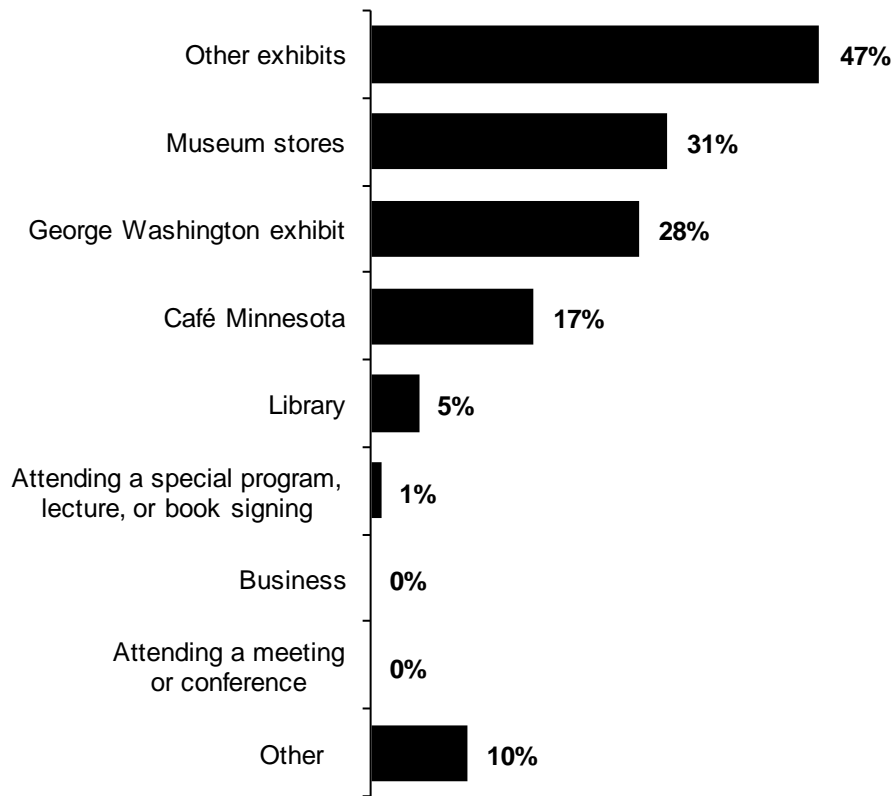
15. Primary destination*



* *Nine visitors indicated they had other primary destinations. These included tours (Backstage tour of MHS, Trolley Tour), visits to the photo lab, the Immigrants' Trunk field trip, "to find out about the pieces here," and to "walk through the building on a break from work and to use Wi-Fi several times a week."*

When visitors were asked what other History Center locations they visited in addition to their primary destination, the most common responses include other exhibits, museum stores, and the George Washington exhibit (Figure 16). Ten percent of visitors indicated additional other activities; a few of these visitors detailed they attended a choir or a film.

16. Other activities*

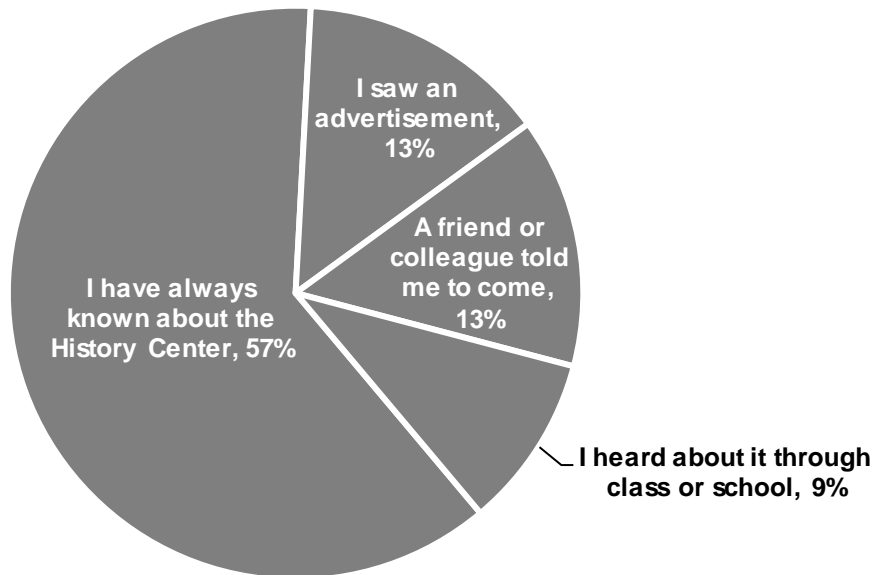


* Three visitors indicated other activities. This included listening to a choir sing in the rotunda and attending a film for the *Prairie Home Companion* component.

Visitor awareness of Minnesota History Center marketing

To increase the effectiveness of the Minnesota History Center’s marketing efforts, visitors were asked general questions about their awareness of the organization as well as specific questions about the George Washington exhibition. Over half of visitors “have always known about the History Center” (57%). Remaining visitors heard of the Minnesota History Center through word of mouth (22%) or an advertisement (13%).

17. How visitor heard about the Minnesota History Center



Over four-fifths (83%) of visitors heard of the George Washington exhibition prior to coming to the History Center. When asked in an open-ended format to detail where they heard about the exhibition, nearly one-fifth of visitors mentioned multiple advertising sources (18%). The top three sources include traditional avenues such as newspapers (20%), television (17%), and through membership materials (16%). Please refer to the Appendix for a complete list of coded responses from each advertising source.

Issues to consider

The George Washington Exhibition Exit Survey baseline results indicate that visitors deeply value the Minnesota History Center; these visitors are highly interested in history and strongly motivated to recommend the Minnesota History Center to family and friends.

While visitors come to the Minnesota History Center for a number of reasons, the majority of visitors come for exhibits, particularly special exhibitions, as social outings. Traditional media sources are the most commonly mentioned way in which visitors hear about the George Washington exhibition.

Wilder Research recommends that the Minnesota Historical Society considers the following suggestions:

- Collect additional data over a longer period of time with every special exhibition in order to compare visitor experiences and demographics.
- Collect more specific information about Minnesota Historical Society visitor awareness of publicity to improve and better target efforts.
- Use exit survey information to identify barriers to visitor attendance and work to increase access across demographics.
- Provide more in-depth training to dedicated MHS staff/volunteers about data collection to increase consistency and accuracy of data collection process.
- Consider what additional questions the George Washington Exhibition Survey raises and what may be helpful to learn in moving forward with future audience research or program evaluation.

Appendix

George Washington Exit Survey

George Washington Exit Survey Data Collection Parameters

Themes – Coded Responses

**Minnesota Historical Society
George Washington Exit Survey**

Date: _____ Data Collector: _____ Weekday/Weekend Survey # _____

1. What was your *primary* destination at the History Center today? (*Please check ONE.*)
- ¹ George Washington exhibit
 - ² Other exhibits
 - ³ Café Minnesota
 - ⁴ Library
 - ⁵ Museum stores
 - ⁶ Attended a meeting or conference
 - ⁷ Attended a special program, lecture, or book signing
 - ⁸ Business
 - ⁹ Other (Please specify: _____)
2. What else did you do at the History Center today? (*Please check ALL that apply.*)
- ¹ George Washington exhibit
 - ² Other exhibits
 - ³ Café Minnesota
 - ⁴ Library
 - ⁵ Museum stores
 - ⁶ Attended a meeting or conference
 - ⁷ Attended a special program, lecture, or book signing
 - ⁸ Business
 - ⁹ Other (Please specify: _____)
3. Did you hear about the **George Washington exhibit** before coming today?
- ¹ Yes → → If yes, how did you hear about it? _____
 - ² No
4. With whom did you visit the History Center today? (*Please check ALL that apply.*)
- ¹ Alone
 - ² Family member(s)
 - ³ Friends
 - ⁴ Spouse or significant other only
 - ⁵ Other (Please specify: _____)

5. Including yourself, how many people were in your group? _____

6. Are you visiting the History Center with children?

¹ Yes → → If yes, how MANY children of each age group?

0 to 5: _____

6 to 12: _____

13 to 18: _____

² No

7. Before today, how many times have you visited the History Center in the last two years?

¹ This is my first time.

² None, but I have been here before.

³ 1-2 times

⁴ 3-4 times

⁵ 5 or more times

8. How did you hear about the History Center?

¹ A friend or colleague told me to come.

² I have always known about the History Center.

³ I saw an advertisement.

⁴ I heard about it through class or school.

9a. On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? (Circle one number)

**Not at
all likely**

0

1

2

3

4

5

6

7

8

9

10

**Extremely
likely**

9b. Please explain your response.

Demographics

10. On a scale of 0 to 10 (with 0 being No interest and 10 being Extremely high interest) how would you rate your interest in history? (Circle one number)

**No
interest**

0

1

2

3

4

5

6

7

8

9

**Extremely
high interest**

10

11. Are you a member of the Minnesota Historical Society?

¹ Yes

² No

12. Are you...

¹ Female

² Male

³ Other (Specify: _____)

13. What is your age?

¹ 18-29

⁴ 50-59

² 30-39

⁵ 60-69

³ 40-49

⁶ 70+

14. The highest level of education you have completed?

¹ Some high school

⁵ Bachelor's degree

² High school graduate/GED

⁶ Some graduate school

³ Some college/technical school

⁷ Advanced degree

⁴ Associate's degree/certificate

⁸ Other (Specify: _____)

15. How do you identify your race/ethnicity? (Please *check ALL that apply.*)

¹ African American

⁴ Hispanic/Latino

² American Indian/Native American

⁵ Asian/Pacific Islander

³ White/Caucasian

⁶ Other (Specify: _____)

16. Do you have any disabilities? (Please *check ALL that apply.*)

¹ Auditory

⁴ Mobility

² Cognitive

⁵ Visual

³ Learning

⁶ Other (Specify: _____)

17. What is your total annual household income? (From all sources and all members of your family in the household.)

¹ Less than \$25,000

⁴ \$75,000 - \$99,999

² \$25,000 - \$49,999

⁵ \$100,000 - \$124,999

³ \$50,000 - \$74,999

⁶ \$125,000 or more

18. Primary language spoken at home? _____

19. Your zip code? _____

MHS Data Collection Instructions for Volunteers

Project: MHS Exit Survey – George Washington Exhibit

Project Background: The purpose is to gather baseline information to compare results from different exhibits in order to better understand museum audience, on topics related to engagement, satisfaction, motivation, and value. The information will also help us better understand attendance, accessibility, demographics, etc.

Timeline: April 19-May 8, 2011

Complete: 200 surveys

Location: MHS parking lot entrance/exit

Eligibility restrictions: Visitors 18 and older

Incentive: “History Matters” lapel pin

Sample: “Continuous random sample” – Draw an imaginary line on the floor. The first eligible visitor to cross the line is interviewed. After data gathered from the visitor is complete and you have checked over the survey to make sure everything is filled out and legible, repeat the process.

Refusals: Record all refusals on Refusal Log.

Special considerations: Interview the visitor on all parts of the survey, except demographics. Hand the survey over to the visitor for them to complete the demographics section on their own.

Themes – Coded Responses

A1. “Did you hear about the George Washington exhibit before coming today? If yes, how did you hear about it?” (n=245)

20% Newspaper (n=48)

Newspaper. (25)

Paper. (11)

Star Tribune. (4)

Newspaper – Minneapolis Star Tribune.

Saint Paul Pioneer Press.

Moorhead newspaper.

I saw it in the paper.

Newspaper ad.

Newspaper article, I think.

Newspaper advertising.

Newspapers.

17% Television (n=42)

TV. (35)

On TV. (2)

TV – Kare11.

TV ad.

TV commercials.

Saw commercial.

TV commercial.

16% Minnesota Historical Society member (n=38)

Member. (9)

Member mailing. (5)

Minnesota Historical Society member. (5)

Members. (4)

Member mailings. (3)

I’m a member. (2)

Minnesota Historical Society members. (2)

MHS Member’s mailing.

Fliers from MHS literature MHS member.

Member newsletter.

MHS member newsletter.

Membership literature.

I’ve been a member for years, even went to the old building.

Newsletter.

Minnesota Historical Society members mailing.

**A1. “Did you hear about the George Washington exhibit before coming today?
If yes, how did you hear about it?” (n=245) (continued)**

10% Word of mouth (n=25)

Friend. (3)

From a friend. (2)

Friends.

Son told us – he keeps on top of everything.

Son told me.

My son told me.

Son-in-law.

Son found an ad in magazine.

Daughter.

Daughter-in-law.

Wife.

From parent.

Father.

Grandson.

From aunt.

Group from Anoka.

Activity director from Meadow Shores nursing home.

Anoka Senior Center.

From a family member.

Relatives are members.

Husband and Red Hat Club.

Friends and teacher.

10% Minnesota History Center – On Site (n=24)

Drive by History Center. (5)

Sign on building. (2)

Minnesota History Center building. (2)

Side of History Center building.

Wall on street – see it driving by all the time.

Drive by Minnesota History Center building – saw signs.

Postering on buildings.

See the signs on the building – I drive by everyday going to work.

Driving to Xcel – saw banner on outside of building.

Billboards outside of building.

Poster on building.

Driving by Minnesota History Center.

Signs outside of the building.

Billboard on building.

Saw promotions from my visit last fall.

I’m here twice a week. Signs are everywhere.

At MHS.

Promotions at the Minnesota History Center.

**A1. “Did you hear about the George Washington exhibit before coming today?
If yes, how did you hear about it?” (n=245) (continued)**

9% Internet Sources (n=21)

E-mail. (4)

Internet. (4)

Online. (4)

Web. (2)

Website. (2)

Website search.

Was aware of it – probably looked at the website.

Online – I was Googling and came across it.

Online (Mall of America website).

Saw online.

8% General (n=19)

Signs. (5)

Media. (3)

Sign.

Signage.

Posters.

Poster.

Advertisement.

Other media.

News – it’s been on the news.

Ads.

Brochures.

Advertising and signs.

Other advertisements.

6% School (n=14)

School. (5)

Minnesota Historical Society information sent to school.

Field trip at the Capitol.

Teacher at ESL class told us.

From teacher.

History teacher – extra credit for seeing exhibit.

College professor.

Online – class requirement.

Classes.

Through my little boy’s school trip.

**A1. “Did you hear about the George Washington exhibit before coming today?
If yes, how did you hear about it?” (n=245) (continued)**

4% Previously attended George Washington exhibit (n=9)

I have been to the George Washington exhibit twice already. I like the George Washington exhibit.

Been here with my kids before.

I've been there before.

Been here three times with two sets of grandchildren.

I've already been to it.

Been before to see George Washington.

Have seen it.

Was here about a few weeks ago to see it.

Last time I was here.

3% Billboards (n=8)

Billboards. (3)

Billboard. (2)

Billboards on the freeway.

Saw billboards.

Ads – billboards.

3% Radio (n=7)

Radio. (4)

MPR.

Ads – MPR.

Radio ad.

2% Hotel (n=5)

Hotel information. (2)

Brochure at hotel.

Hotel brochure.

Motel.

2% Mail (n=4)

Mailing. (2)

Mail.

Mailer from MHS non-member.

1% Library (n=3)

Library.

1% NSP (n=3)

NXP.

1% Bus (n=2)

Bus.

**A1. “Did you hear about the George Washington exhibit before coming today?
If yes, how did you hear about it?” (n=245) (continued)**

1% Work (n=2)

Work.

At work.

6% Other (n=14)

Mount Vernon.

I worked on the book “The Many Faces of George Washington.”

Get the magazine.

Staff.

Meetings.

Volunteering.

Local history listserv.

Knew about it before.

Charter House.

Education.

Home School Days.

Came to do genealogy – wanted to check out George Washington exhibit before bringing grandchildren to be certain it had interactive things for them to do.

At the Capitol.

Later saw coupon 2 for 1 tickets.

1% Don’t know (n=3)

Do not remember.

Not sure.

Drop my sister off nearby, heard about it somewhere.

**A1. “Did you hear about the George Washington exhibit before coming today?
If yes, how did you hear about it?” (n=245) (continued)**

18% Multiple (n=43)

Newspaper and TV. (4)

All over media.

Everywhere. It’s everywhere.

Everywhere.

On TV and at work.

TV commercial, email, Star Tribune.

Newspaper and friend.

TV and other media.

Husband and “Red Hat” Club.

Signs. Membership literature.

Newspapers, Minnesota Historical Society member, Anoka Senior Center.

TV, at the Capitol.

Sign, online.

TV, library.

Ads, I’m a member.

Drive by History Center, TV.

Mailing, email, Saint Paul Pioneer Press.

Paper, media.

TV, web.

Members, TV.

TV, promotions at the Minnesota History Center.

Ads – billboards, Minnesota History Center building.

Bus, online, TV, newspaper.

Members, brochures.

Advertising, signs, emails.

Newspaper, member.

TV, newspapers, other advertisements, billboards.

TV, was here about a few weeks ago to see it, I’ve been a member for years, even went to the old building.

NSP, Media.

TV, last time I was here, Minnesota Historical Society member.

TV, school.

TV, NSP.

Paper, newsletter, Minnesota Historical Society member.

TV, Minnesota Historical Society member.

Library, TV.

Minnesota Historical Society members, paper, TV.

Minnesota Historical Society members mailing, TV.

Paper, later saw coupon 2 for 1 tickets, history buff.

Radio, paper.

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241)

19% Enjoyable/interesting (n=46)

Interesting. (4)

Awesome. (2)

Enjoyed. (2)

Fun. (2)

Enjoyed my visit.

Enjoyed the visit.

Always enjoy it.

Come down to shop and always visit here as well. Always enjoy visits.

It is interesting.

Really interesting. Will come back.

Whole thing is interesting.

We love it here!

Fun and well done.

It's cool.

It's great.

Interesting and well done.

Awesome. So much to see.

Love it here.

Enjoy it – wonderful place to come.

Loved it.

Great fun.

It was nice.

Good stuff.

Fun time.

Enjoy it all.

Pretty interesting.

Cool.

Definitely – love it!

Enjoyable.

Just like it here.

Very good experience.

Like nice experiences!

Interesting things.

Good deal. All ages. Multigenerational. Everyone has fun.

I always tell people it's fun.

Overall it was a good experience – a little distracting with all the kids around.

We had a great time.

Cool, fun learning.

Fascinating! Fun to see all this history.

Liked all aspects of visit.

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241) (continued)

17% Exhibits – general (n=40)

Good exhibit. (3)

Great exhibits. (2)

Liked exhibits. (2)

I think it is fantastic. Exhibits – fantastic. As someone who works with exhibits and publications, I am very impressed with the exhibits.

Exhibits well put together.

Enjoyed exhibits.

Cool exhibits.

Very interesting. Exhibits are cool.

Always depend on the exhibits – it’s one of the nicest in the country and we always love coming here.

Displays.

Good exhibits.

Exhibits are fascinating.

Very interesting. Enjoyed variety of exhibits.

Enjoyed exhibits.

Impressed with exhibit – kids enjoyed it.

Quality environment through exhibits.

Exhibits are great.

Interesting exhibits.

Have already told everyone to go to exhibits.

Try to visit all the time. Very interested in various parts of exhibits.

Depends on the exhibit.

Nice displays, always changing, brings you back.

Wonderful displays.

Like exhibits.

Like the changing exhibits – well done.

Always love the exhibits.

Very good exhibits.

Exhibits.

Good interactive exhibits.

Always great exhibits.

Exhibits done well.

Exhibit is colorful and entertaining.

Love it, I’m a history buff, I love the exhibits.

Exhibits are good.

Like how they keep changing exhibits – relevant.

Great places. Wonderful exhibits.

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241) (continued)

15% Specific exhibits (n=36)

My little boy likes to sit on the bus at MN 150 – wants to bring his friends.

Always something happening. Really enjoyed it. George Washington exhibit exceeded our expectations. Exhibits here always do.

Very good job with George Washington.

Really thought Washington exhibit was fabulous. Liked Chocolate exhibit this winter.

Well run. Greatest Generation is very moving.

Greatest Generation is good.

Great fun. My sons really liked Greatest Generation more than anything.

Very good. MN150 and Greatest Generation are my favorite exhibits.

MN150.

Well laid out. MN150 was great.

Washington very good.

Exhibits – Greatest Generation, family friendly.

Weather exhibit, Washington exhibit.

I love the Washington exhibit.

Interested in George Washington exhibit. Lots of talk about it at work.

Our generation thing, oriented to Twin Cities area, sitting in airplane – wonderful man, drug store – my family was in the business... loved seeing the fountain... made me gasp.

World War II exhibit last year – fuselage of plane is cool.

Liked 150 exhibit.

I'm going to give my daughter a call and try to get her to come. It's George Washington a very good exhibit. In fact, I am reading a book about Washington right now and everything that was in the exhibit was in the book. They hit the mark right on.

Fascinating MN150 exhibit – I recommend to everyone.

Amazing – saw videos on History Channel on George Washington head. I'm a sculptor so I liked the head.

Exhibits are cool. Liked the tornado very much.

Liked the exhibits, especially the Weather, Washington, and House exhibits.

Fantastic experience – George Washington's teeth.

Exhibits, storms, paratroopers.

George Washington exhibit had a lot of information. Very informative.

Parents are in town – recommend they see the Washington exhibit.

Have mentioned the Washington exhibit to others.

Special exhibits.

Mother's room was good.

Exhibits... Vatican is an example of quality exhibits.

MN150, Greatest Generation.

So much to see – MN150 exhibit is fabulous.

Recommended Chocolate exhibit.

My dad's into history – MN150 was interesting. And boys will like this. Both of our dads will like it here.

Liked the tornado exhibit, seen it before.

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241) (continued)

11% Interest in history (n=26)

Really good details about Minnesota...

Because of history.

Interest in history.

I like Minnesota history.

They like history so they will like it here.

Excellent history – love history.

Fun history.

Enjoy history.

It was great. We just like history.

I love history, especially American.

Bring history to life.

Lot of history.

Lots of history.

Nice important history.

It's history.

I'm a fan of history. If you don't know where you've been, you don't know where you're going. Need information about foreign affairs with all the wars going on.

History matters. I'm a history buff. If you don't know where you came from, you don't know where you're going. People don't appreciate being able to touch history, feel history, see history, that's the thing here... We are here monthly – favorite place to go in spring, winter, summer.

Started when I was in sixth grade – we did a whole year in Minnesota history, but my daughter only did one quarter. Not enough!

I'm intrigued by history.

Love history. Have been to Mount Vernon in 90's.

Wonderful history.

It's good passing down to family an appreciation of history is important.

Lot of history – I'm from Maryland!

Very important issues – be aware of historical background.

History.

Love to learn about the past.

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241) (continued)

11% Minnesota History Center building (n=26)

Great place.

Peaceful environment.

Wonderful building.

Beautiful building, interesting grounds.

High quality. Interesting layout.

Great place.

Very well done, beautiful building.

Grandiose building. Very impressive.

It's a great center, it looks nice, it's an echo chamber.

We like this type of thing. Beautiful facility.

Impressed when I walked up here, beautiful building, laid out nice, I want to come back one more time.

Family has not been here before. They would like it. Beautiful building.

Neat place. Cranks and everything. Had to pull my son away.

I think it's a great place to come to.

Visited old building often as a child. Watched this building go up. Lived in area.

Well organized, well located.

Beautiful building.

Wonderful building.

Great place – beautiful.

Building is easy to use.

Well-organized, locations, nice view.

Great place to go in Minnesota.

Beautiful facility.

Nice, airy.

Good place.

Facilities.

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241) (continued)

9% Educational (n=22)

Informative. (2)

It is very educational.

Great place. Get out of the mall and learn something.

I'm a teacher – wanted to come before bringing my class. Excellent displays – very helpful to my teaching.

A lot of good information to write a paper on.

Because it's so great. A “Legacy.” Great educational experience.

I teach history. Makes it more interesting than a textbook.

Educational, but might not be the best attraction or destination for kids.

All information – could relate to because of my age.

Interesting – to learn.

Very educational – my grandkids will like it.

Good information.

Handy information here.

Great opportunity for hands on learning. Good if educating kids in a fun way.

Informative and well done.

Educational.

Because of lots of information.

Very informative, well done, professional.

Lots to learn.

Cool, fun learning.

Educational, hands-on, variety.

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241) (continued)

8% Minnesota History Center amenities (n=20)

It's really nice. Everything is easy to see and if you have questions there is always someone around to ask.

Friendly.

Price is right, parking is good.

Very well done. User friendly. I am visiting from New York state. I like it better than museums in New York and Washington D.C. Kudos to the Minnesota Historical Society.

Free on Tuesday.

Café.

Food and gift shop.

Good food and shops.

Good gift shops.

Welcoming.

Tuesday nights are free, otherwise it's pretty pricy for a family,

Good food.

Food, shops.

The people are nice, the store is nice, the displays are nice.

It's really nice, clean, well-organized.

Pleasant staff.

Reasonable prices, food is good, bathrooms are good, parking is easy.

Cheap.

I like the store. I like what I've seen here in the past.

Parking is easy. Easy to bring out of town guests here.

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241) (continued)

7% Children/family (n=17)

Because I have friends with kids. Interaction. Pointing out what we did before cell phones.

Mother and 19-year old son enjoy coming together.

For kids.

Because it is a family friendly place. I have three little ones and there is something for everyone.

He wants to bring his family.

Good for kids. I grew up on the east coast... Connecticut, where there are Revolutionary War battlefields in the backyard. This was great – gives sons a taste.

Great what you're doing here. Used to bring our kids here when they were young. Kids went to Minnesota History Center camps.

For younger kids – middle school – for Minnesota history.

Brother lives in town – Saint Paul.

I will go home now and email all my family and friends and tell them to get your fanny down here now.

Nice quick family trip, not so busy, kids really liked it, they kids are in the Virtual Academy, they all illegible George Washington this year, the exhibit was perfect.

Very family friendly.

Good for kids, pleased, surprised it was so kid friendly.

Good for kids on field trips.

Bring relatives.

Hands-on, family friendly.

My dad's into history – MN150 was interesting. And boys will like this. Both of our dads will like it here.

5% Resource/preservation (n=12)

Surprised at how much there is here.

It's got all the resources.

Great we are investing in this. Fascinated by the library, wow! Thanks for taking care of it. Holding actual letters and documents in your hands is cool! Did not mind what you have to do to get to documents.

I think it's great. We've donated my father's stuff. Great that a real person's history is preserved – not just celebrities.

Good place – a lot of history items.

For out of town visitors – helps to understand Minnesota history and people. I am from another state so it helps to have this resource to adapt here.

Need to come a third time. Much to see.

Interesting to look at microfilm.

Good library.

We spend time at the library. We are regular visitors.

Resources.

The archives you have here are amazing.

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241) (continued)

5% Critiques (n=12)

Disappointed farm was closed. Wanted to know more about Grain exhibit.

Driving and parking are a negative.

Disappointed in Greatest Generation. No information about waves. Women not represented enough. Service couples not represented in wedding pictures.

Not on a school day.

Love everything except new library hours. I got their survey. Noon is too late. I want to be done by noon. But I understand why you guys did that. Money.

History Channel movie seemed odd – liked it, but didn’t see why it was in the exhibit.

Overall, it was a good experience – a little distracting with all the kids around.

Serious lack of drinking fountains.

Did NOT like that children seemed unsupervised. Pushed and shoved around exhibits! Noisy! Teachers need to supervise!

Trolley was too loud.

Like it... you have to want to come here – that’s why it isn’t a ten.

Trolley was loud.

4% Genealogical research (n=9)

Family research.

Recommend if looking for family/genealogical information. I already have.

A lot cooler than expected. Doing family research.

Good resources for property and family research.

If the subject comes up, I will recommend it for genealogy.

I just found out there are church records here. Census records for Dakota aren’t always complete, so I’m hoping the baptism records will help.

Research programs and exhibits.

I use it for genealogy... Genealogical Society and History Center complement each other.

Genealogy is excellent!

2% Neutral/no opinion (n=5)

No reason.

If they thought I would have any interest in it.

Depends on friends and family.

Family and friends don’t go to museums.

Depends on if the person likes history...

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241) (continued)

1% Friends (n=3)

Bring our foreign friends.

Do it all the time... bring friends.

Sending a friend – he will want to come.

1% Suggestions (n=3)

Want more non-local exhibits. Non-Minnesotan. I like special exhibits.

People should come at a time when there are no school kids.

Need better directions at intersection.

1% All ages (n=2)

Good for all age ranges.

It has appeal to all ages.

6% Other (n=15)

Ex-cab driver.

More than history.

Very good you don't have to read.

I will be back again next week. My clients love it.

Worthwhile.

What it has done for development of history centers as destinations... was a turnaround in these kind of museums.

I have volunteered here for ten years.

Nostalgia – relatable to experience.

Having my wedding reception here in June on second and third floors...

It's one of the places people don't always think of going. People always say, let's go to the Science Museum, but illegible is sick of going there all the time.

Belonged to MHS since 1995.

Been to other sites like Split Rock.

We have been on a couple of the history tours they offer... pub crawl last year was fun.

Great museum. I'm a member of the Historical Society. Good job on the Mill City.

Electric age – we need to be connected. History Center does this. So much in our environment is standardized... this place is unique.

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241) (continued)

18% Multiple (n=44)

Very good experience, food, and gift shop.

Informative, well done, good food, shops.

Belonged to MHS since 1995. Well organized, well located, like nice experiences!

So many educational, interesting things.

Good deal. All ages. Multigenerational. Everyone has fun. Mother’s room was good.

Beautiful building, good gift shops, exhibits, Vatican is an example of quality exhibits.

Wonderful building, wonderful displays, welcoming.

I use it for genealogy. Been to other sites like Split Rock. Genealogical Society and History Center complement each other.

Bring our foreign friends, like exhibits.

Because of lots of information, history, MN150, Greatest Generation.

Do it all the time, bring friends, like the changing exhibits – well done, we have been on a couple of the history tours they offer, pub crawl last year was fun.

I always tell people it’s fun, Tuesday nights are free, otherwise it’s pretty pricy for a family, good for all age ranges, always love the exhibits.

Very good exhibits and good food.

Food, shops, exhibits.

Nice quick family trip, not so busy, kids really liked it, they kids are in the Virtual Academy, they all illegible George Washington this year, the exhibit was perfect.

Great place, beautiful, the people are nice, the store is nice, the displays are nice, very family friendly.

It’s really nice, clean, well-organized, great exhibits.

Resources, pleasant staff, and facilities.

Good for kids, good interactive exhibits, pleased, surprised it was so kid friendly.

Always great exhibits, reasonable prices, food is good, bathrooms are good, parking is easy.

Overall it was a good experience – a little distracting with all the kids around.

So much to see – MN150 exhibit is fabulous. Building easy to use.

Interesting, cheap, good for kids on field trips.

Interesting. Lots to learn.

We had a great time, hands-on, family friendly.

Exhibits done well, well-organized, locations, nice view.

Depends on if the person likes history... also, serious lack of drinking fountains.

A2. “On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the History Center to family and friends? Please explain your response.” (n=241) (continued)

18% Multiple (n=44) (continued)

Great place to go in Minnesota. Need better directions at intersection.

Informative, fun.

Cool, fun learning.

Liked exhibits. Did NOT like that children seemed unsupervised. Pushed and shoved around exhibits! Noisy! Teachers need to supervise!

It has appeal to all ages. Genealogy is excellent!

Love to learn about the past. Exhibit is colorful and entertaining.

Beautiful facility, I like the store, I like what I've seen here in the past.

Fascinating, fun to see all this history, recommended Chocolate exhibit.

Electric age – we need to be connected. History Center does this. So much in our environment is standardized... this place is unique. Trolley was too loud.

Love it, I'm a history buff, I love the exhibits. Parking is easy. Easy to bring out of town guests here.

Nice, airy, exhibits are good, the archives you have here are amazing.

Like it. Trolley was loud. You have to want to come here – that's why it isn't a ten.

Good place, like how they keep changing exhibits, relevant.

My dad's into history – MN150 was interesting. And boys will like this. Both of our dads will like it here.

Great places. Wonderful exhibits. Bring relatives.

Educational, hands-on, variety, liked all aspects of visit.
