

SMM SCIENCE LIVE
THEATER:
THEATER-LOBBY & MEMBER ONLINE
EVALUATION

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Background

This evaluation examines the Science Museum of Minnesota’s (SMM) Science Live Theater (SLT) program’s impact on members. The Science Live Theater Department was interested in understanding how the theatrical productions hosted in the museum were received, enjoyed, and appreciated by the museum’s members. Members and visitors were asked about their knowledge of the theater program, how they hear about it when visiting the museum, how it may affect membership decisions, and their interest in a potential magic show. Two surveys were developed to address these questions: an exit survey held in the lobby (Lobby survey) and an online survey (Member Online survey).

The Lobby survey was conducted at SMM from January to March 2009. Visitors were approached as they exited the museum and interviewed about their day in the museum; 144 visitors were interviewed. In this survey, the Science Live Theater program is asked about in comparison to a number of other participatory, interactive activities within the museum. Specifically, visitors were often asked about SLT as well as the Cell Lab, Collector’s Corner, the volunteer led Demonstration Stations, and the Science Buzz Newscast.

The Member Online survey was conducted online during February and March, 2009. 300 SMM members (150 individual and 150 family members) were sent an email inviting them to participate; 99 members completed the self-administered survey. The online survey included similar questions to the lobby survey, but due to the time and distance members may have from their last museum visit, the questions and responses were coded and analyzed separately. The “n” values within the report reflect the number of visitors or members who responded to that question.

Lobby Survey Results

Visitor Attendance of a SLT Show

To set the stage for understanding visitors’ museum use, visitors were asked about their participation in a number of activities during their visit: Cell Lab, Collector’s Corner, Science Live Theater, Demonstration Stations, Science Buzz Newscast. These areas of the museum were selected for use in the study because they were either similar to the SLT shows or equally engaging through visitor interaction and time engagement. One quarter (26%) reported seeing a SLT show. About the same percentage of visitors attended each of the activities listed (see Table 1), showing that the theater programs were as often viewed as the Cell Lab was used.

Table 1: What Visitors Did During The Day (n=144)

	Percent of Visitors
Cell Lab	29%
Collector’s Corner	29%
Science Live Theater	26%
Any of the demonstration stations	25%
Science Buzz Newscast	23%

Visitors were asked to identify the two activities they enjoyed the most. If they had done only one or two activities, then they were only asked about those activities. Four fifths (80%) of the

visitors who saw a theater show (n=37) chose it as one of the two activities they enjoyed the most. This percentage is similar to how many individuals chose the Cell Lab, Demonstration Stations, or Collector's Corner as one of their two most enjoyable activities of the day. Science Buzz Newscast received the lowest percentage of visitors describing it as one of their two most enjoyable activities (66%).

Visitors were then asked to describe what they enjoyed about the two activities they found most enjoyable. Only a third of the individuals who enjoyed the Science Live Theater shows gave an explanation of what they enjoyed (n=12). Nearly half liked that the shows are good for kids. A fourth of the visitors also mentioned that the shows are entertaining, and a few identified the educational aspects, the content, or the possible participation as their reasons for enjoying the programs. Visitor responses are shared below as well as the specific show they saw.

What Visitors Enjoyed About SLT (n=12*)

*Some responses are coded under more than one theme.

(5) Good for Kids

- Kids like it, usually holds their attention. (Fear Theater)
- Kid was able to participate. (Riddles of Disease)
- Kids got to participate. (Cryogenics, Riddles of Disease)
- Kids could understand the water cycle. (Splish and Spash)
- Makes science accessible for kids 6 and under. (Splish and Splash, Marie's Metamorphosis)

(3) Entertaining/Funny

- Funny, though too hard for a two-year old. (Attack of the Nanoscientist)
- A nice break from the other activities. It was a clever show. (Riddles of Disease)
- It was funny. (Splish and Splash)

(2) Specific Program Content

- Volcano-like activity. (Cryogenics)
- Having a live person come out and do something. (Fear Theater)

(2) Participation

- Kids got to participate. (Cryogenics, Riddles of Disease)
- Kid was able to participate. (Riddles of Disease)

(2) Learning/Educational

- Kids could understand the water cycle. (Splish and Spash)
- Fun to watch and learn different things. (Cryogenics)

(1) Other

- Next to the food. (Don't remember the show)

Knowledge of the Day's Programs

All visitors were asked whether they knew or had heard about the SLT programs that day; half (49%) of visitors knew or had heard about the day's programs. Of that half, the majority (68%) reported that they found out about the program by seeing a show – for this question, “saw a show” includes those people who watched a show, and those people who saw a show in progress but did not stay to watch it. Fewer visitors saw a sign for SLT, heard a show time announcement over the PA system or looked up show times on the internet (see Table 2). One quarter (24%) of visitors heard about the shows another way. Their responses are coded and included below. Less

than a fifth (13%) of visitors received the daily SLT schedule when they got their tickets, though box office staff are told to share the schedule with visitors at the time of handing out tickets.

Table 2: How Visitors Heard About SLT During Their Visit (n=76*)

Percent of Visitors	
Saw a show	68%
Sign in museum	21%
Announcement	18%
Internet	7%
Other	24%

*Some visitors gave more than one response.

Other Ways Visitors Heard About SLT Shows (n=16*)

*Some visitors gave more than one response.

(5) Previously

- Previous visits.
- Members.
- From the past.
- Always known about them.
- Know about them.

(5) TV/Radio Ad

- On TV or Radio I think.
- Channel 11. (2)
- An ad on TV.
- Ads that the Museum has.

(3) Email

- Emails. (2)
- Email newsletter.

(2) From a Showtime List

- Old list.
- Grabbed a list.

Online Member Survey Results

SLT and Membership

SMM members were asked to rate a number of factors on their importance in influencing the purchase of a museum membership. Members rated each factor as “extremely important,” “important,” “somewhat important,” and “not important.” For this evaluation, ratings of “extremely important” and “important” have been combined under the label “important.”

Free live programs/Science Live Theater was important to one third of members purchasing a membership (see Table 3). SLT ranked 11th of the 13 factors in terms of importance to members when deciding whether to purchase a membership. Members tended to rate the importance of general factors (such as enjoyment and financial considerations) along with special

“blockbuster” exhibits and films higher than specific programs. Members rated SLT and Demonstration stations similarly and as less important.

Members were also asked to rate the same factors on their importance in *renewing* a membership. SLT’s importance in members’ eyes was 1.5 times more important at renewal than at membership purchase (see Table 3, from 33% to 52%). This is the highest increase in all of the factors. One explanation may be that visitors consider specific museum features more once they have spent time at the museum as a member. Special upcoming exhibits and the Omnitheater also increased, although not as much.

Table 3: Importance When Deciding to Purchase and Renew a Membership (n=99)

	Important		Difference
	Purchase	Renew	
Family’s enjoyment of the museum	90%	88%	- 2%
It’s a good value	88%	88%	0%
Desire to support the museum and its programs	83%	81%	- 2%
Upcoming Omnitheater films	81%	88%	+ 7%
Upcoming special exhibits	76%	87%	+ 11%
Museum’s unique ability to educate my family about science	76%	79%	+ 3%
Quality of my last visit	76%	73%	- 3%
Economy/Family budget	74%	78%	+ 4%
Saved money on a special exhibit	72%	79%	+ 7%
Special access to members only activities	38%	47%	+ 9%
Free live programs/Science Live Theater	33%	52%	+ 19%
Volunteer carts and demonstration stations	30%	29%	- 1%
How long it had been since last attending Museum	20%	31%	+ 11%

Enjoyment of SLT

Members were asked to describe whether or not they enjoy a number of SMM features. They were also asked if they recognized what the feature in question was. Three fifths (60%) of members recognized the Science Live Theater. Only Science on a Sphere and Science Buzz Newscast had less member recognition (53% and 52%, see Table 4). Of the members who recognized SLT, a little over four fifths (84%) shared that they like it (see Table 5). Though SLT ranked second to last in member enjoyment, it did not stand out from the majority of scores. Excluding the two outliers, the rest of the scores were within a ten percent range. SLT does not stand out significantly as a feature that members do not enjoy, but it does stand out as one that members do not recognize.

Table 4: Member Recognition of SMM Features

	Percent of visitors
Omnitheater (n=98)	100%
Mississippi River Gallery (n=95)	97%
Human Body Gallery (n=97)	96%
Dinosaurs and Fossils Gallery (n=98)	94%
Collections (n=98)	91%
Demonstration and Experiment Stations (n=95)	85%
Cell Lab (n=98)	76%
Experiment Gallery (n=97)	74%
Collector's Corner (98)	68%
Light Gallery (n=95)	65%
Theater shows produced by Science Live Theater (n=95)	60%
Science on a Sphere (n=94)	53%
Science Buzz Newscast (n=96)	52%

Table 5: Areas Members Enjoy Visiting

	Percent of visitors
Omnitheater (n=98)	99%
Dinosaurs and Fossils Gallery (n=92)	94%
Collections (n=89)	92%
Demonstration and Experiment Stations (n=81)	91%
Mississippi River Gallery (n=92)	90%
Experiment Gallery (n=72)	90%
Science on a Sphere (n=50)	90%
Human Body Gallery (n=75)	89%
Cell Lab (n=75)	87%
Collectors' Corner (n=67)	87%
Light Gallery (n=62)	86%
Theater shows produced by Science Live Theater (n=57)	84%
Science Buzz Newscast (n=50)	74%

Science Live Theater Ideas

Magic Show

Both surveys asked about respondents' interest in seeing a magic show. Over four fifths of everyone surveyed expressed interest in seeing a magic show (89% of the lobby visitors, 80% of online members).

The Lobby survey data is split to show the difference between members and non-members in Table 6. Some members replied that the ticket cost should be included in the membership, but the data shows that members are more willing to pay a small ticket fee than non-members. This could be because the magic show ticket price would be the only fee members would pay during a visit, whereas non-members would have the ticket fee added to the other fees for the day. Half (51%) of interested members responding online were not willing to pay extra. Compared to the members in the Lobby survey, twice as many members answering online were unwilling to pay extra.

Overall, the majority of respondents would prefer to pay between \$0 and \$5. Very few individuals were willing to put forth more than \$5 to see a magic show at SMM (11% of all respondents).

Table 6: Amount Visitors Would Be Willing To Pay

	Lobby		Online
	Non-Members (n=55)	Members (n=72)	Members (n=76)
Unwilling to pay	36%	24%	51%
\$1-\$5	49%	72%	34%
\$6-\$10	11%	3%	12%
\$11-\$15	2%	0%	1%
\$16+	2%	1%	1%

Possible Theater Topics

Museum visitors had many ideas about possible future theater topics. Their responses have been coded into themes and a full list is included in the Appendix. Over one tenth of visitors gave an example in each of the following topics: Nature/Geology, Human body/Health, Dinosaurs, Physics, Space, and Animals (see Table 7).

Table 7: SLT Topics Visitors Would Like to See (n=142*)

Percent of Visitors	
Nature/Geology	15%
Human body/Health	13%
Dinosaurs	12%
Physics	11%
Space	11%
Animals	11%
History	9%
Environmental issues	8%
Chemistry	8%
Experiments/Hands-on	6%
Weather	5%
Mechanical/Engineering	4%
Nothing	3%
Other	7%
Don't know	26%

*Some visitors gave more than one answer.

Yearly Visits to SLT

Both surveys asked visitors to estimate how many SLT shows they see in a year; 40 visitors and members responded. Almost three fifths (58%) of the respondents saw one or two shows a year, and another fifth (18%) saw three to five shows. Few respondents saw over five shows a year (see Table 7).

Table 7: Yearly Visits to SLT (n=40)

Percent of Visitors	
0	13%
1-2	58%
3-5	18%
6-10	5%
Over 10	8%

Summary and Recommendations

Visitor Recognition

Science Live Theater's biggest issue is its lack of recognition among visitors. The Member Online survey shows that a high percentage of members do not know what SLT is. Similarly, the Lobby survey shows that half of visitors leaving the museum for the day did not know or hear about SLT during their visit. Visitors are not receiving SLT showtime handouts, seeing signs, or hearing announcements while visiting the museum. Most visitors hear about SLT by seeing or walking past a show that is in progress.

Visitor awareness of SLT would increase by arranging to have SLT showtime handouts consistently presented to visitors at the beginning of their visit, increasing the volume or frequency of announcements, and creating more visible SLT signage.

Visitor Participation and Enjoyment

SLT and the other interactive features tend to be attended and enjoyed by about the same percentage of visitors. SLT is attended by a quarter of visitor groups to the museum. This attendance rate is similar in scale to the other interactive features of the museum that were identified through the surveys. The majority of participants in SLT shows enjoy the programs, often for the ability of the productions to engage children.

No clear strategy for increasing visitor enjoyment of SLT emerged from this evaluation, and on the whole, visitors seem to enjoy SLT as much as other comparable activities. Visitors seemed most interested in topics concerning nature or geology, the human body and health, and dinosaurs.

Effect of SLT on Membership

Members tended to give precedence to general factors (such as enjoyment of the museum and financial considerations), rather than specific features of the museum when purchasing and renewing a membership. However, SLT received the highest increase of any of the factors when members were considering what was important to them when renewing a membership as compared to initially purchasing a membership. SLT has low initial recognition, but its influence on membership increases once members have experienced it.

Members rate the educational value for children in the top half of factors they value about the museum (see the full Member Online Report, 2009). SLT's effect on new and renewed membership may benefit by targeting members and non-members with children to increase brand recognition.

Magic Show

Both the Lobby and Member Online survey confirmed that most visitors are interested in a magic show. Opinion was split between the surveys as to whether more people were unwilling to pay extra to see the show or whether they were willing to pay a small amount. Visitors interviewed in the lobby were more willing to pay a small amount (\$1-\$5) than members responding online. Differences in the responses between the surveys may have resulted from the different methods used to collect the data. Visitors may be less comfortable refusing payment when talking with a representative of the museum than they are when filling out an online survey. Alternatively, members responding online may be less common museum attendees and would thus not consider paying any more for a visit to the museum. Regardless, very few people were willing to pay more than five dollars to see the show.

Interest in the magic show seems high enough that the majority of visitors would pay a small fee to attend. Depending on the cost of creating a show, this project could be a great opportunity to help expand SLT's name and increase interest among more visitors and members.

Appendix A

Topics Visitors Would Like to See in Science Live Shows (n=142)*

*Some visitors gave more than one answer.

15% (22) Nature/Geology

- Oceans. (2)
- Nature.
- Grand Canyon, rocks.
- Natural History, National Parks.
- Plant life and effects of climate change on habitats.
- Anything with ecology.
- A variety - water.
- History of earth.
- Natural world, scenery, wildlife.
- Crystal caverns.
- Environment.
- Local geology.
- Water.
- Water, don't really know.
- Anything science, water.
- Anything to do with wildlife.
- Mississippi River stuff.
- Geology.
- Something to do with the current exhibits. i.e. global warming, water.
- Volcanoes.
- Mississippi River.

13% (19) Human Body/Health

- Human body. (7)
- Anatomy.
- Medicine, biology.
- Genetics.
- Not a whole lot of time in the body, but aspects of that.
- Health.
- Heart beats with the EKG.
- Cells in science.
- Want to see Amazing Body again.
- Whatever - diseases.
- Health related topics, how the body works.
- Don't really know, maybe brain.
- The brain.

12% (17) Dinosaurs

- Dinosaurs. (11)
- Paleontology.
- No idea, sons are into dinosaurs and weather.

- Bones.
- Archeology.
- Dino history.
- Fossils.

11% (15) Physics

- Physics. (3)
- Electricity. (2)
- Gravity.
- Electricity, magnets, physics, physical stuff.
- Aviation.
- Music related.
- Newtonian physics.
- Electricity, magnets.
- Magnetism.
- Sound.
- Magnetism, electricity, light.
- More math and physics, some foundation stuff.

11% (15) Space

- Space. (7)
- Astronomy (3).
- Planets. (2)
- Black holes.
- Cosmology.
- Mars.

11% (15) Animals

- Animals. (10)
- Exporting animals to foreign countries.
- Animals, Entomology (bugs).
- Live bird shows.
- Bugs.
- Birds and wildlife.

9% (13) History

- Titanic. (3)
- History. (2)
- Native Minnesota stuff.
- MN history.
- Madame Curie.
- Titanic, based on an event (historical).
- Native American.
- The future, one for each science topic.
- History of the area - Swede Hollow - local history.
- Something related to African American topics, beyond February, the one day devoted to it.

8% (11) Environmental Issues

- Environmental. (2)
- Consumer responsibility to the environment
- Water - conservation element.

- The one we saw today was good, it went along with the water exhibit. Anything about elements especially processing our effects on the Earth's elements. How we use energy - especially on a kid level.
- Global warming.
- Current science events like global warming.
- Resource conservation and energy - wind energy.
- Live experiments on environmental sustainability.
- Something to do with the current exhibits. i.e. global warming, water.
- Exporting animals to foreign countries.

8% (12) Chemistry

- Chemistry. (3)
- Play with liquid nitrogen - demos like that are cool.
- Science - exploring different things. Chemistry and chemical reactions.
- Dry Ice, Liquid Nitro.
- Chemistry experiments.
- Not sure, like the cryogenics.
- Nitrogen, organic chemistry.
- Molecular attractions and bonding.
- Dry ice experiments.
- Molecular attractions and bonding.

6% (8) Experiments/Hands-on

- Anything interactive is good.
- Play with liquid nitrogen - demos like that are cool
- Chemistry experiments.
- Live experiments on environmental sustainability.
- Experiments.
- Anything, something visual. CSI - ones that are interactive.
- Dry ice experiments.
- Something that blows up.

5% (7) Weather

- Weather. (3)
- My son likes weather. (2)
- Snow.
- Tornadoes.

4% (5) Mechanical/Engineering

- Aviation.
- Motorized vehicles.
- Airplanes.
- Boats, trains.
- Cars.

3% (4) Nothing

- Nothing. (3)
- Prefer self-taught exhibits.

7% (10) Other

- Things related to Omni movies.
- Mathematics.

- How to control children. Why girls like pink.
- Something coordinated with main attractions.
- Magic, photography, animation.
- Lego's - like the class.
- Kid stuff.
- Countries, nationalities.
- CSI.
- Forensics.

26% (37) Don't Know

- Don't know. (7)
- Don't know; the one I saw was good.
- I don't know. (10)
- I don't know, haven't thought about it.
- I don't know. I can't think of anything.
- I don't know. The ones I saw were good, especially for kids.

Appendix B: Science Museum of Minnesota Member Survey

SurveyGizmo - Project: Editor

https://app.sgizmo.com/survey_editor.php?id=132849&k=n73...

Survey: Theatre Membership Survey

Status: Closed

1. Page One

Thank you so much for taking time to share your thoughts with us! The Evaluation & Research Department at The Science Museum of Minnesota is looking to understand members' perceptions of the interactive programs available at the museum. All answers to this survey will be anonymous and will not be used for any purpose beyond the current study. The survey will take between 5 and 10 minutes, depending upon the length of your answers. We truly appreciate you contributing your time, thoughts, and help towards improving our programming.

Thank you, again, for your help and support.

2. Untitled Page

1. When did you last visit The Science Museum of Minnesota? *

- In the past month.
- In the past 3 months.
- In the past 6 months.
- In the past year.
- More than a year ago.

2. What percentage of the time do you visit the museum in each of the following group types? *

- Alone
- In a tour group
- In a social group, such as a family, that includes adults AND children

In a social group that includes adults ONLY
0% of 100% total

3. What type of membership do you currently have? *

- Dual Membership
- Household Membership

4. In the last two years, how many times would you say you have visited the Science Museum of Minnesota?
*

3. Untitled Page

5. Which of the following areas of the museum do you enjoy visiting?

	I do not enjoy visiting this area.	I enjoy visiting this area.	I do not know what this area is.
Omnitheater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Science Buzz Newscast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mississippi River Gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human Body Gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cell Lab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collectors' Corner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collections Area (including Hmong House and the mummy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demonstration and Experiment Stations located by the Cell Lab, in the Dinosaurs and Fossils Gallery, and in the Experiment Gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Light Gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiment Gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dinosaurs and Fossils Gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	I do not enjoy visiting this area.	I enjoy visiting this area.	I do not know what this area is.
Science on a Sphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theater shows produced by Science Live Theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Of the activities and areas you enjoy visiting at the museum, which two do you enjoy the most? What do you enjoy about it?

Example	What do you enjoy about it?
1 -- Please Select --	
2 -- Please Select --	

4. Untitled Page

7. What topics do you recall seeing theater shows about when you have been at the museum?

8. How do you learn about the theater shows that are being performed on a given day? (Please check all that apply!)

- I hear announcements when I am at the museum.
- I read about the shows on the museum's website.
- I see shows being performed as I am walking around the museum.
- I see signs about the shows as I am walking around the museum.
- I read the sheet of paper that is sitting at the Box Office when I get my tickets.

Other.

9. About how many theater shows at the museum would you say you see in a year? *

10. What topics would you like to see produced for theater shows at the museum? *

5. Untitled Page

11. When would you estimate you will visit the Science Museum of Minnesota again? *

- Not likely to visit again
- Within 3 months
- Within 6 months
- Within a year
- In more than a year

12. What do you MOST value about the Science Museum of Minnesota? *

13. On a scale from 1 to 10 where 1 is "Not at all interested" and 10 is "I am extremely interested," how would you rate your INTEREST in science? *

'Thank You'/Redirect Page

Thank you so much for taking our survey! We truly appreciate your feedback, and we look forward to improving our programs based on what you shared with us. Thank you for your help and for your support of the Science Museum of Minnesota.

~The Department of Evaluation and Research in Learning

If you have any questions, please contact us at info@smm.org or (651) 221-9444.

Appendix C: Theater-Lobby Survey

Date: _____ TIME of Interview: _____ Survey # _____
 Data Collector: _____ Weekday or Weekend/Holiday (Circle One)

Theater-Lobby Survey

1. Who did you come with to the museum today? (CHECK ONLY ONE ANSWER)

- I am here alone
- I am with a tour group
- I am here in a social group, such as a family, that includes adults AND children
- I am here in a social group that includes adults ONLY

2. Which of these, if any, did you do, or are you planning to do during your museum visit today? (If response is "maybe planning" circle "planning to do")

Science Buzz Newscast	Yes, did it	Planning to do	No
Cell Lab	Yes, did it	Planning to do	No
Any of the Demonstration Stations (one on 3 rd floor, by Cell Lab, in Dinos)	Yes, did it	Planning to do	No
Collector's Corner	Yes, did it	Planning to do	No
Science Live Theater What show did you see? <hr/>	Yes, did it	Planning to do	No

3. Thinking about these, which two did you enjoy the most?

3a. What did you enjoy about those activities? (Ask, even if they only did 1 or 2)

4. How did you decide which activities to do while you were at the museum today?

5. Science Live Questions:

- a. Yes No Did you know or hear about today's Science Live Theater programs?**
 (If Yes) **How did you hear about them? Did you** **hear an announcement,** **read about them on the internet,** **or see a show or** **a sign while walking around the museum?**
 Yes No **Did you learn about the performances in any other way? How?**

- b. Yes No Did you receive this list of the Science Live Theater shows when you collected your tickets at the box office? [SHOW LIST]**

Date: _____ TIME of Interview: _____ Survey # _____
Data Collector: _____ Weekday or Weekend/Holiday (Circle One)

If they did see a show:

c. Yes No **Did you look up the Science Live shows on the museum's website before coming to the museum today?**

d. **How many Science Live shows would you say you go to in a year?** _____

Additional Comments:

6. What topics would you like to see theater shows about when you are at the museum?

7. The theater department is thinking about creating a magic show. Would you be interested in seeing a magic show in our auditorium?

Yes No

(If Yes) **Would you be willing to pay to see it?** Yes No

What would you be willing to pay to see the magic show?

8. When would you estimate you will return to this museum?

Not likely to return

Within a year

Within 3 months

Within more than a year

Within 6 months

9. Are you or anyone in your household a member of this museum?

Yes No Unsure

9a. (If Yes) What made you, or the member in your household, decide to become a member?

10. How did you hear about the museum?

11. Why did you decide to come to the museum today?

12. What do you MOST value about this museum?

Date: _____ TIME of Interview: _____ Survey # _____
Data Collector: _____ Weekday or Weekend/Holiday (Circle One)

Visitor Information Sheet

This last part of the survey is designed to help us serve our audience.

1. How would you rate your interest in science on a scale of 1 to 10 if 1 is “I have absolutely no interest in science” and 10 is “I am extremely interested in science”? (CIRCLE ONLY ONE NUMBER)

1 2 3 4 5 6 7 8 9 10

2. What is your age? _____

3. Are you... Male Female

4. Please list the ages of all the other people you are with today at the museum (not including yourself).

5. How often did you visit museums as a child?

- Never
- Maybe Once
- Occasionally
- Often

6. Before today, how many times have you visited this museum during the last two years?

- None
- 1-2 times
- 3-5 times
- 6 or more times

7. What is the highest level of education you have completed? (CHECK ONLY ONE ANSWER)

- Less than High School
- Completed High School
- Some College or Technical Education
- College Degree
- Post-Graduate Degree

Date: _____ TIME of Interview: _____ Survey # _____
Data Collector: _____ Weekday or Weekend/Holiday (Circle One)

8. What is your zip code? _____

9. Do you have a temporary or permanent disability? Yes No

10. *If yes*, how would you describe the disability? (CHECK ALL THAT APPLY)

- Mobility
- Visual
- Auditory
- Learning
- Cognitive
- Other: _____

11. What is the primary language spoken in your home? _____

12. What is your ethnicity? (CHECK ALL THAT APPLY)

- African-American
- White
- Hispanic
- South Asian
- Asian
- Native American

13. What was your total annual household income last year? (CHECK ONLY ONE ANSWER)

- | | |
|---|---|
| <input type="checkbox"/> Under \$10,000 | <input type="checkbox"/> \$60,000 to 69,000 |
| <input type="checkbox"/> \$10,000 to \$19,999 | <input type="checkbox"/> \$70,000 to 79,999 |
| <input type="checkbox"/> \$20,000 to \$29,999 | <input type="checkbox"/> \$80,000 to 89,999 |
| <input type="checkbox"/> \$30,000 to 39,999 | <input type="checkbox"/> \$90,000 to 99,999 |
| <input type="checkbox"/> \$40,000 to 49,999 | <input type="checkbox"/> \$100,000 to 149,999 |
| <input type="checkbox"/> \$50,000 to 59,999 | <input type="checkbox"/> \$150,000 or more |