DIRECTOR’S PREFACE

The Office of Policy and Analysis (OP&A) was pleased to undertake three studies at the National Postal Museum (NPM). The goal of the first of these studies was to understand the characteristics and experiences of summer visitors as they exited the Museum. The other two studies were evaluations of two NPM exhibitions, Trailblazers and Trendsetters: The Art of the Stamp and Postal Inspectors: The Silent Service. This document is the final report of the Postal Inspectors study.

The data for the studies came from interviews with visitors. We appreciate visitors’ willing participation in these studies. The time they provided, in the midst of a summer visit, is evidence of their affection for the Smithsonian and interest in improving the visitor experience.

I would like to thank National Postal Museum staff for their assistance and guidance in the course of the studies. K. Allison Wickens, Director of Education, initiated the studies and coordinated staff input. Nancy Pope, Curator, and Pat Burke, Exhibition Manager, represented the Postal Inspectors: The Silent Service and Trailblazers and Trendsetters: The Art of the Stamp, respectively. It was a pleasure to work with them.

Within OP&A, Zahava D. Doering, Andrew Pekarik and David Karns were responsible for the survey design, data collection, analysis, and report preparation. These studies would not have been possible without our dedicated interns – especially Erin Hoppe and Jennifer Chen, who helped with questionnaire design, interviewing and data processing. In addition, because of the magnitude of the data collection, other staff members – Kathy Ernst, Ioana Munteanu, James Smith, and Whitney Watriss – as well as other interns – Bianca Yip and Gretchen Trygstad – assisted with interviewing. Lance Costello was responsible for questionnaire and report production. I thank all of them for their hard work.

Carole M. P. Neves

Director, Office of Policy and Analysis
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OVERVIEW

In 1990, the new National Postal Museum (NPM) took over the National Philatelic Collection that was formerly part of the National Museum of American History. Several years later, NPM moved into the lower level of the newly renovated Washington City Post Office across the street from Union Station, and opened to the public in 1993. NPM’s collections of over six million objects consists primarily of stamps, but also includes objects related to postal history, stamp production, and mail delivery, such as postal stationery that predate stamps, vehicles used to transport the mail, mailboxes, meters, covers, greeting cards, and letters.

The Museum occupies about 75,000 square feet of the building, with about one-third devoted to exhibition space. It also includes a 6,000-square-foot research library, a stamp store and a museum shop.

Visitors enter the Museum through the lobby of the Post Office building and proceed to escalators or elevators that take them down to the floor level of the Museum’s 90-foot-high atrium. The atrium, with three suspended airmail planes on loan from the National Air and Space Museum, is one of five main exhibition galleries. The five permanent exhibitions are augmented by temporary exhibitions on view for approximately a year.

As part of its effort to improve the experience of visitors and to enhance exhibition planning, the National Postal Museum asked the Office of Policy and Analysis (OP&A) to undertake three distinct visitor studies. The goal of the first of these studies was to understand the characteristics and experiences of summer visitors as they exited the Museum. The other two studies were evaluations of two NPM temporary exhibitions, Trailblazers and Trendsetters: The Art of the Stamp and Postal Inspectors: The Silent Service.

Each of the three reports was written as an independent document. Below are some observations that arise when all three studies are considered together.
Rating. Because these studies included a sample of entering visitors and a sample of exiting visitors who were asked many of the same questions, it is worthwhile comparing their answers. In particular, the difference between prospective and actual ratings is revealing. In specific, entering visitors were asked how they thought they would rate their experiences in the museum when they left. Exiting visitors were asked how they rated their actual experience. The scale for the rating was: Poor, Fair, Good, Excellent, Superior. Upon exiting NPM, three-quarters of NPM visitors rated their experience in the museum as Superior (15%) or Excellent (60%). This was substantially better than the expected ratings reported by entering visitors (7% Superior and 42% Excellent). The exit rating is somewhat higher than the Smithsonian average (21% Superior, 48% Excellent). The NPM exit rating is slightly higher than that given either Trailblazers and Trendsetters: The Art of the Stamp (17% Superior, 53% Excellent) or Postal Inspectors: The Silent Service (12% Superior, 63% Excellent). These ratings, combined with the strongly positive difference between museum entrance and exit, suggest that these studies did not capture the major elements of the visit that contribute to the positive experience. A more holistic study of NPM might significantly add to our understanding of this museum.

Experiences. Visitors entering NPM were invited to choose from a set of seven experiences the ones that they were especially looking forward to during their visit. Three experiences were particularly important for visitors entering the museum: “Gaining information” (53%), “Seeing rare/valuable/uncommon things” (48%), and “Enriching my understanding” (44%). Visitors exiting NPM were asked to choose the experiences that they found especially satisfying during their visit. Questions about satisfying experiences were also included in the studies of Trailblazers and Trendsetters: The Art of the Stamp and Postal Inspectors: The Silent Service. In general, visitors found the experiences they sought. However, “Reflecting on the meaning of what I’m looking at” and “Imagining other times/places” among visitors exiting the museum showed substantial increases over the expectations of visitors entering the museum, while “Gaining information,” “Enriching my understanding” and “Recalling memories” also were higher on exit. The results suggest that one strategy NPM could use to improve overall
satisfaction is to emphasize the experiences that visitors value. An alternate strategy is to strengthen experiences visitors value, but have not found.

**Demographic characteristics.** In profiling the demographic characteristics of visitors to NPM, we found that the percentage of local visitors was lower than that at other Smithsonian museums (7% at NPM compared 15%, on average, at other SI museums). The summer 2007 audience consisted of a larger percentage of first-time visitors than most Smithsonian museums that have been open for several years (93% compared to an average of about 66%).

These studies were not designed to explore possible reasons, e.g., location, visibility, etc. for these results. As the museum plans both outreach efforts and exhibitions, a deeper understanding of visit decisions might be useful.
EXECUTIVE SUMMARY

The survey: A sample of visitors entering the museum and a separate sample of visitors exiting Postal Inspectors: The Silent Service (Postal Inspectors) were surveyed. The museum entrance sample was presumed to represent visitors entering Postal Inspectors. The response rate was very high: 95%.

Visitors: One in ten visitors leaving the exhibition was foreign and one in eight lived locally. The average age was 41. The average group size was 3.7. One in twelve visitors entering the museum came specifically to see Postal Inspectors. One in eight exiting visitors was a repeat visitor to the National Postal Museum, and one in four reported that they or a family member had worked for the U.S. Postal Service.

Knowledge: About two out of five visitors entering the museum correctly answered the question about the nature of the job of Postal Inspectors. Three out of five visitors exiting the exhibition were correct. Thus, one in five visitors learned the correct answer in the exhibition.

Hands-on Stations: Six out of seven visitors reported that they (or someone with them) tried a hands-on station. On average, visitors tried 2.3 stations. The most popular was reading fingerprints. Those who read fingerprints or tried the sketch match were more likely to have correctly described the job of Postal Inspectors.

Experiences:1 Approximately half of visitors entering the museum were especially looking forward to gaining information, seeing rare things, and enriching their understanding. Visitors exiting this history exhibition found one experience more satisfying than visitors entering the museum expected it to be: imagining other times or places. Three experiences were less satisfying than expected: seeing rare things, being moved by beauty, and recalling memories. Visitors who found information experiences especially satisfying tried more hands-on stations (2.6) than those who did not (2.0).

1 Those who marked none of the seven experiences or all seven were not included in the analysis of experiences.
Rating: The rating that exiting visitors gave the exhibition was 0% Poor, 2% Fair, 24% Good, 63% Excellent, and 12% Superior. The exit rating for this exhibition was higher than the rating that entering visitors anticipated that they would give the museum overall. Visitors who found the experiences of seeing rare things or enriching their understanding to be especially satisfying gave the exhibition higher ratings.

Comparison: Visitors were divided between those who said the exhibition was better than they expected (50%) and those who said it was as expected (47%).

Low-experience visitors: A substantial proportion of exiting visitors (46%) reported only one of the seven listed experiences as especially satisfying. This suggests that they were not strongly engaged with the material.

Discussion: Overall visitors were satisfied with the exhibition, although they found fewer satisfying experiences than they had anticipated when entering the museum. The hands-on stations appear to have supported learning experiences.

Suggestions: 1) Focus on the three key experiences for this museum: gaining information, seeing rare things, and enriching understanding. Talk with visitors to clarify what might be most effective. 2) Study the low-experience visitor. 3) Experiment with minor changes of text and design in Postal Inspectors and conduct a follow-up study to see which changes made a difference.
**INTRODUCTION**

*Postal Inspectors: The Silent Service (Postal Inspectors)* is an exhibition that opened at the National Postal Museum on February 7, 2007 and that is due to continue until February 28, 2009. The exhibition presents some of the history of the U.S Postal Inspection Service, one of the oldest federal law enforcement agencies in the country. The exhibition highlights some of the agency’s most prominent investigations, from mail train robberies in the 1800s to the Unabomber in the late 1990s.

The survey included two samples of visitors: visitors surveyed at the entrance to the museum, and different visitors surveyed at the exit from the exhibition. The survey sampling periods were planned so that the same times of day and week would be covered and approximately the same number of visitors would be selected for each sample. At the museum entrance 201 visitors completed surveys and at the exhibition exit 159 visitors completed surveys. The response rate was 95% at the museum entrance and 94% at the exhibition exit. The study was designed in order to enable comparison between the responses of entering and exiting visitors as a way of determining the effect of the exhibition on the visitors.

The exhibition is located at the end of the permanent exhibition, *Binding the Nation*, a linear display which presents the early history of mail service. Because there is no strong separation between the two exhibitions, visitors to *Binding the Nation* found themselves in *Postal Inspectors* without having chosen to enter it. Because of this unusual layout it was not possible to interview visitors at the *Postal Inspectors* entrance. Instead, the sample of visitors entering the museum was taken to be an adequate representation of the visitors entering *Postal Inspectors*, since it was presumed that most visitors to the museum would visit *Binding the Nation*, which begins just opposite the museum entrance, and would thus find themselves in *Postal Inspectors* as well.
FINDINGS

Demographic characteristics

There were no statistically significant differences between the demographic characteristics of visitors entering the museum and those exiting Postal Inspectors. The audience had slightly more women (52%), and the average age of visitors was 41. Foreign residents comprised 11 percent of the audience, and 12 percent lived in the Washington D.C. Metropolitan Area. Only a few (5%) came alone. Most came with other adults and some came with children; the average group size for exiting visitors was 3.7. Among exiting visitors 12 percent had been to the National Postal Museum before, and 23 percent reported that they or a member of their family had worked for the U.S. Postal Service.

Knowledge

Visitors entering the museum and visitors leaving the exhibition were asked the same knowledge question: “In your opinion, which one of the following best describes the job of U.S. Postal Inspectors?” The answer options were:

- Ensure that machinery is working properly
- Investigate criminal cases involving U.S. mail
- Conduct background checks on Postal employees
- Litigate civil suits involving the U.S. Postal system
- None of the above

2 For detailed data, see Appendix A.
3 A difference is said to be “statistically significant” when there is no more than a one in twenty chance that a difference is only an accident of the sample. In other words we can be very confident that there is a difference in the population for this statistic. If a difference is not statistically significant, there is a reasonable chance that the difference observed in the sample is an accident of the sample.
I’m not sure

Two answers showed statistically significant differences between museum entrance and exhibition exit. At the museum entrance 20 percent of visitors chose “Ensure that machinery is working properly,” but at the exhibition exit only 10 percent chose that answer. On entrance 43 percent of visitors chose the correct answer “Investigate criminal cases involving U.S. mail,” and on exit 62 percent chose that answer. Very few chose the other answers either on entrance or on exit, except for “I’m not sure” (30% on entrance; 23% on exit).

**Hands-on stations**

Visitors leaving the exhibition were asked, “Which of the following hands-on stations did you (or someone with you) try in the exhibit?” The list was:

- Reading fingerprints
- Handwriting analysis
- Fake money order
- Creating a profile
- Make a match from a sketch
- Reconstruct a mail bomb
- Be observant (find the hidden camera)
- Identity theft
- None of these

The most popular station was Reading fingerprints (41% of visitors). All of the others were reported by 21 percent to 29 percent of visitors. Only 13 percent said that they had tried none of these. The average number of hands-on stations tried per person was 2.3.
Hands-on stations and knowledge

Those who correctly described the job of a U.S. Postal Inspector were also more likely to have read fingerprints or to have tried the sketch match. The average number of hands-on stations for those who correctly described the job of Postal Inspectors was 2.7, while the average for those who gave a wrong answer or didn’t know was 1.8.

Experiences

Visitors entering the museum were invited to choose from a set of seven experiences the ones that they were especially looking forward to during their visit. Three experiences were particularly important for visitors entering the museum: gaining information (53%), seeing rare things (48%), and enriching understanding (44%).

Those leaving the exhibition were asked to select the ones they found especially satisfying in Postal Inspectors. Three of the seven experiences were chosen to about the same degree at both the museum entrance and the exhibition exit:

- Gaining information (information) (53% at museum entrance; 58% at exhibit exit)
- Reflecting on the meaning of what I’m looking at (reflecting) (6%; 5%)
- Enriching my understanding (understanding) (44%; 48%)

One experience – imagining other times or places – was significantly more common at exhibition exit. At the museum entrance 20 percent said that they were especially looking forward to imaginging, but at the exhibition exit 35 percent reported that they had found imagining especially satisfying.

4 Those who marked none of the seven experiences or all seven were not included in the analysis of experiences.
For the remaining three experiences, fewer visitors reported them at the exhibition exit than had said they were looking for these experiences at the museum entrance.

- Seeing rare/valuable/uncommon things (*rare things*) (48% on entrance; 31% on exit)
- Being moved by beauty (*beauty*) (17%; 5%)
- Recalling memories (*memories*) (13%; 5%)

A substantial number of exiting visitors (46%) chose only one of the seven experiences as especially satisfying.

**Hands-on stations and experiences**

Visitors who said that they had especially satisfying information experiences tried more hands-on stations (2.6) than those who did not (2.0). In particular, they were more likely to have read tried the money order or created a profile.

**Rating**

There was a significant difference in the ratings from museum entrance to exhibition exit. Entering visitors were asked how they thought they would rate their experience in the museum when they left. Exiting visitors were asked how they rated their experience in *Postal Inspectors*. The scale for the rating was: Poor, Fair, Good, Excellent, Superior.

Those who are critical of the exhibition to some degree choose Good, Fair, or Poor. In this exhibition no one chose Poor and only 2 percent chose Fair. The Good rating was chosen by 50 percent of visitors entering the museum, but only 24 percent of visitors leaving the exhibition.

Excellent is a rating that indicates that the visitor is very satisfied and has no criticisms. At the museum entrance 42 percent of visitors anticipated that they would rate the museum Excellent when they left. A higher per-
centage of visitors (63%) leaving *Postal Inspectors* gave the exhibition an Excellent rating.

The Superior rating is selected by those who feel that the exhibition is so special that Excellent is not adequate as a rating. Superior was marked by 7 percent of visitors entering the museum and 12 percent of those leaving the exhibition.

Compared to the Smithsonian average, the visitors exiting *Postal Inspectors* emphasized Excellent (63% vs. 48% for the Smithsonian average). Fewer people felt that the exhibition was so good that it should be rated Superior (12% vs. 21% for the Smithsonian average), and, at the same time, fewer were critical enough of it to rate it Good or Fair (26% vs. 31% for the Smithsonian average).

### Table I-1: Ratings of Postal Inspectors vs. Smithsonian Average

<table>
<thead>
<tr>
<th></th>
<th>Smithsonian</th>
<th><em>Postal Inspectors</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Excellent</td>
<td>48%</td>
<td>63%</td>
</tr>
<tr>
<td>Good</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>Fair</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Rating and Hands-on Stations

Those who tried the sketch match were less likely to rate the exhibition Excellent (48% vs. 68% for other visitors) and more likely to rate it Good (39% vs. 19% for other visitors). In other words, they were more likely to be critical of the exhibition.
Rating and Experiences

Two experiences reported on exit – seeing rare things and enriching understanding – were significantly associated with higher ratings. Those who said they had found seeing rare things especially satisfying were more likely to rate *Postal Inspectors* Superior (21% of them rated the exhibition Superior, compared to 7% of all other visitors). Those who said that they found enriching understanding especially satisfying were less likely to rate the exhibition as Good (32% of them rated the exhibition Good, compared to 44% of all other visitors), and more likely to rate it Excellent (60% of them rated it Excellent, compared to 44% for all other visitors).

Comparison

Visitors were also asked to compare their experience to what they expected. Responses were divided between those who marked that it was about as they expected (50%) and those who indicated that it was better than expected (47%).

Low-experience Visitors

Nearly half of the exiting visitors (46%) reported that they found only one of the seven listed experiences especially satisfying, and across all exiting visitors the average number of especially satisfying experiences was slightly less than two.


**DISCUSSION**

**Satisfaction**

The data suggests that visitors overall were satisfied with this exhibition. Exiting visitors rated it higher than visitors entering the museum expected to rate their overall visit.

Visitors in the exhibition found about the same number of satisfying experiences as visitors entering the museum anticipated overall. While the exhibition led to more imagining experiences, it also inspired fewer aesthetic, rare object, and memory experiences. This was probably due in part to the nature of the subject matter. It is easy to see how the stories told in the exhibition could provoke the imagination, but the objects on display were not selected for aesthetic reasons, many of the incidents were too old to inspire memory, and the items on display might not have seemed particularly rare or unusual.

**Knowledge and Hands-on**

The exhibition successfully informed some visitors that Postal Inspectors investigate criminal cases involving the U.S. mail. It seems that the hands-on stations may have helped communicate this message, especially reading fingerprints, and trying the sketch match. The link between gaining information and using the hands-on stations is further shown by the higher number of stations used by those who had satisfying information experiences.

At the same time, those who tried sketch match were also more critical of the exhibition. This suggests that it might be worth investigating more closely whether those who use this hands-on station are having some kind of problem with it.
**Lower-experience Visitors**

Nearly half of the exiting visitors (46%) reported that they found no more than one of the seven listed experiences especially satisfying, and across all exiting visitors the average number of especially satisfying experiences was slightly less than two. This suggests an audience that was not strongly engaged with the material. Perhaps they were more socially oriented, or were casually passing time, or were just vaguely curious about the museum and not deeply committed to its subject matter.

This relatively low level of engagement might also reflect a large walk-in audience. It takes a special effort to capture the attention and interest of such visitors and to involve them to the degree that they will find unanticipated learning, object, and introspective experiences to be especially satisfying. While such experiences might not be desired or enjoyed by all visitors, museums understandably strive to make them as accessible and compelling as possible.

**Suggestions**

**Focus on the Key Experiences**

Three experiences were particularly important for visitors entering the museum: gaining information (53%), seeing rare things (48%), and enriching understanding (44%). Among visitors leaving the exhibition, those who noted seeing rare things or enriching understanding as especially satisfying were much more likely to feel that the exhibition was Excellent. The same pattern was found in the exhibition *Trailblazers and Trendsetters: The Art of the Stamp*.

The results suggest that improving these three experiences for visitors might be an efficient way to raise overall satisfaction. Specific suggestions follow.
**Gaining information.** All facts are not equally interesting to visitors. The ones that will be most satisfying are those that capture attention and lead visitors to ask their companions and friends, “Did you know ... ?” It is difficult to judge in advance what information others will find fascinating. At an early state in the exhibition process it is worthwhile to share with visitors the information that the exhibition team considers most important to the exhibition. In this way it is possible to identify the specific words and ideas that are most likely to inspire visitors. These key ideas can be highlighted graphically in the final texts.

**Seeing rare things.** In this case the exhibition planning team can show visitors images of collection objects, photographs, and other likely exhibition contents, to find out which of these is most compelling. In the act of discussing these images with visitors, one can also learn what titling would be most likely to raise that level of interest. The items that seem to have the greatest drawing power can then be positioned prominently in the final design, so that their attractiveness has maximum impact. In an ideal design the significance of the object is clear with at most minimal reading.

**Enriching understanding.** Many visitors come to museums for more than facts or objects – they want to come away with a new perspective, a fresh way of thinking about the topic. For the benefit of these visitors the exhibition team should make a list of key thematic ideas that address the museum’s mission. These ideas can be discussed with visitors in one-on-one interviews to see if the public is interested in what they are likely to be offered. These ideas should then be worked into the exhibition texts as key messages.

In order to effectively deliver key messages the exhibition team should incorporate those messages in various ways in a variety of texts. To test the effectiveness of the result, one can take a random selection of the draft texts (with images of the objects they accompany), show them to visitors, and ask them what they think the main message of the exhibition is. If visitors successfully identify the message from different random samples, the message has been compellingly embedded in the texts and objects. When
a visitor fails to identify the message from the texts, exhibition developers can tell the visitor the message they wanted to deliver and ask visitors for suggestions on where they see a good fit between that idea and the images and texts they have just reviewed. Perceptive responses by visitors will raise new possibilities for the writers.

**Study the Low-experience Visitor**

A substantial percentage of the exhibition’s visitors found only one of the seven experiences to be especially satisfying, thus suggesting that much of the audience was not deeply engaged with the subject matter. It would be very valuable to understand more about these visitors. Are they neophyte museum-goers? Do they have an agenda that is not reflected in the list of seven experiences? Are they having trouble finding what they want in the exhibition? These visitors could be studied either with qualitative interviews or with a detailed entrance survey.

**Experiment**

Since *Postal Investigators* will be on display for another year, it offers an excellent opportunity for experimentation. For example, if one identified the objects that are most interesting to visitors (as suggested above), simple changes in the design and labeling of these items might make a significant difference in the number of visitors who report satisfying rare object experiences when they leave. Similar attempts could be made to improve information and understanding experiences. A follow-up study could reveal which of these changes were most successful.
APPENDIX I-A

National Postal Museum Entrance vs. Postal Inspectors Exhibition Exit

<table>
<thead>
<tr>
<th></th>
<th>Postal Museum Entrance</th>
<th>Postal Inspectors Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>Percent</td>
<td></td>
</tr>
<tr>
<td>Superior</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>Excellent</td>
<td>42</td>
<td>63</td>
</tr>
<tr>
<td>Good</td>
<td>50</td>
<td>24</td>
</tr>
<tr>
<td>Fair</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Poor</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

How do you think you will rate your experience in this museum when you leave?
Please rate your experience in this exhibition, *Postal Inspectors: The Silent Service*.

<table>
<thead>
<tr>
<th></th>
<th>Superior</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>7%</td>
<td>42%</td>
<td>50%</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

How did your experience in this exhibition, *Postal Inspectors: The Silent Service*, compare to what you expected?

<table>
<thead>
<tr>
<th></th>
<th>Better</th>
<th>About as expected</th>
<th>Not as good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>47%</td>
<td>50%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Which of these experiences are you especially looking forward to during your visit today?
Which of these experiences did you find especially satisfying in this exhibition, *Postal Inspectors: The Silent Service*, today?

<table>
<thead>
<tr>
<th>Experience</th>
<th>Mean number of experiences marked</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being moved by beauty</td>
<td>17</td>
</tr>
<tr>
<td>Gaining information</td>
<td>53</td>
</tr>
<tr>
<td>Seeing rare/valuable/uncommon things</td>
<td>48</td>
</tr>
<tr>
<td>Imagining other times/places</td>
<td>20</td>
</tr>
<tr>
<td>Reflecting on the meaning of what I’m looking at</td>
<td>6</td>
</tr>
<tr>
<td>Recalling memories</td>
<td>13</td>
</tr>
<tr>
<td>Enriching my understanding</td>
<td>44</td>
</tr>
</tbody>
</table>

Note: Statistically significant INCREASE
Statistically significant DECREASE
### In your opinion, which one of the following best describes the job of U.S. Postal Inspectors?

<table>
<thead>
<tr>
<th>Description</th>
<th>Postal Museum</th>
<th>Postal Inspectors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure that machinery is working properly</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Investigate criminal cases involving U.S. mail</td>
<td>43</td>
<td>62</td>
</tr>
<tr>
<td>Conduct background checks on Postal employees</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Litigate civil suits involving the U.S. Postal system</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>None of the above</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>I’m not sure</td>
<td>30</td>
<td>23</td>
</tr>
</tbody>
</table>

### In your opinion, which one of the following best describes the U.S. Postal Service’s art collection?

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Artworks used to decorate the insides of post offices</td>
<td>12</td>
</tr>
<tr>
<td>Citizen-created artwork inspired by stamps and letter-writing</td>
<td>17</td>
</tr>
<tr>
<td>Collages made from stamps</td>
<td>4</td>
</tr>
<tr>
<td>Commissioned art made for postage stamps</td>
<td>29</td>
</tr>
<tr>
<td>None of the above</td>
<td>1</td>
</tr>
<tr>
<td>I’m not sure</td>
<td>37</td>
</tr>
</tbody>
</table>

### Which of the following hands-on stations did you (or someone with you) try in the Postal Inspectors exhibit?

<table>
<thead>
<tr>
<th>Activity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading Fingerprints</td>
<td>41</td>
</tr>
<tr>
<td>Handwriting analysis</td>
<td>29</td>
</tr>
<tr>
<td>Fake money order</td>
<td>25</td>
</tr>
<tr>
<td>Creating a profile</td>
<td>21</td>
</tr>
<tr>
<td>Make a match from a sketch</td>
<td>26</td>
</tr>
<tr>
<td>Reconstruct a mail bomb</td>
<td>27</td>
</tr>
<tr>
<td>Be observant (find hidden camera)</td>
<td>24</td>
</tr>
<tr>
<td>Identity theft</td>
<td>23</td>
</tr>
<tr>
<td>None of these</td>
<td>13</td>
</tr>
</tbody>
</table>

*Mean number of hands-on stations: 2.3*

Note: Statistically significant INCREASE
Statistically significant DECREASE
| Have you or a member of your family ever worked for the U.S. Postal Service? |
|---|---|---|
| Yes | 16 | 23 |
| No | 84 | 77 |

| Do you live in the United States or another country? |
|---|---|---|
| United States | 92 | 89 |
| Washington Metropolitan Area | 15 | 12 |
| Other United States locations | 77 | 77 |
| Another country | 8 | 11 |

| Distance of residence from the National Mall |
|---|---|---|
| 5 miles or less | 8 | 4 |
| 5 to 10 miles | 4 | 2 |
| 10 to 20 miles | 5 | 5 |
| 20 to 40 miles | 2 | 7 |
| 40 to 100 miles | 4 | 4 |
| 100 to 250 miles | 13 | 10 |
| Other US | 55 | 58 |
| Another country | 8 | 11 |

| What is your age? |
|---|---|---|
| 12 to 29 | 26 | 27 |
| 30 to 54 | 53 | 55 |
| 55 and over | 21 | 18 |

Mean age: 40 | 41

| Are you male or female? |
|---|---|
| male | 50 | 48 |
| female | 50 | 52 |

Note: Statistically significant INCREASE
Statistically significant DECREASE
<table>
<thead>
<tr>
<th>Are you visiting alone or with other people?</th>
<th>Postal Museum Entrance Percent</th>
<th>Postal Inspectors Exit Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am alone</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>I am with other people</td>
<td>93</td>
<td>95</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other than yourself how many people are with you?</th>
<th>Postal Museum Entrance Percent</th>
<th>Postal Inspectors Exit Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least one adult</td>
<td>90</td>
<td>81</td>
</tr>
<tr>
<td>At least one youth 12 to 17</td>
<td>33</td>
<td>34</td>
</tr>
<tr>
<td>At least one youth under 12</td>
<td>29</td>
<td>37</td>
</tr>
<tr>
<td>Mean group size</td>
<td>3.2</td>
<td>3.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Is this your first visit to the National Postal Museum?</th>
<th>Postal Museum Entrance Percent</th>
<th>Postal Inspectors Exit Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>84</td>
<td>88</td>
</tr>
<tr>
<td>No</td>
<td>16</td>
<td>12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What led you to visit this museum today?</th>
<th>Postal Museum Entrance Percent</th>
<th>Postal Inspectors Exit Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Came for a general visit</td>
<td>77</td>
<td></td>
</tr>
<tr>
<td>Came to see Postal Inspectors: The Silent Service</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Came to see Trailblazers &amp; Trendsetters: The Art of the Stamp</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Came for the Museum Store</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Came for another reason</td>
<td>17</td>
<td></td>
</tr>
</tbody>
</table>

Note: Statistically significant INCREASE
Statistically significant DECREASE
APPENDIX I-B

Postal Inspectors: The Silent Service
Exit Survey Questionnaire

1. Is this your first visit to the National Postal Museum?
   - No
   - Yes

2. What led you to visit this museum today?
   (Mark one or more)
   - Came for a general visit
   - Came to see Postal Inspectors: The Silent Service
   - Came to see Trailblazers & Trendsetters: The Art of the Stamp
   - Came for the Museum Store
   - Came for another reason

   What was it?

3. Please rate your experience in this exhibition, Postal Inspectors: The Silent Service.
   - Poor
   - Fair
   - Good
   - Excellent
   - Superior

4. How did your experience in this exhibition, Postal Inspectors: The Silent Service, compare to what you expected?
   - Not as good
   - About as expected
   - Better

5. Which of these experiences did you find especially satisfying in this exhibition, Postal Inspectors: The Silent Service, today?
   (Mark one or more)
   - Being moved by beauty
   - Gaining information
   - Seeing rare/valuable/uncommon things
   - Imagining other times/places
   - Reflecting on the meaning of what I'm looking at
   - Recalling memories
   - Enriching my understanding

6. Which of the following hands-on stations did you (or someone with you) try in the Postal Inspectors exhibit?
   (Mark one or more)
   - Reading Fingerprints
   - Handwriting analysis
   - Fake money order
   - Creating a profile
   - Make a match from a sketch
   - Reconstruct a mail bomb
   - Be observant (find hidden camera)
   - Identity theft
   - None of these

7. In your opinion, which one of the following best describes the job of U.S. Postal Inspectors? (Mark one)
   - Ensure that postal machinery is working properly
   - Investigate criminal cases involving U.S. mail
   - Conduct background checks on Postal employees
   - Litigate civil suits involving the U.S. Postal system
   - None of the above
   - I'm not sure

8. Have you or a member of your family ever worked for the U.S. Postal Service?
   - No
   - Yes

9. Do you live in the United States or another country?
   - United States, specify zipcode: __________
   - Another country, specify: _____________________________

10. What is your age?
    - I am alone
    - I am with other people

11. Are you male or female?
    - Male
    - Female

12. Are you visiting alone or with other people?
    - Yes
    - No

13. Other than yourself, how many people are with you?
    - # of adults (18 and over)
    - # of youth 12 to 17
    - # of youth under 12

Thank you for your assistance.
APPENDIX I-C

National Postal Museum, Summer 2007
Entrance Survey Questionnaire

1. Is this your first visit to the National Postal Museum? □ No □ Yes

2. What led you to visit this museum today? (Mark one or more)
□ Came for a general visit
□ Came to see Postal Inspectors: The Silent Service
□ Came to see Trailblazers & Trendsetters: The Art of the Stamp
□ Came for the Museum Store
□ Came for another reason
What was it?

3. How do you think you will rate your experience in this museum when you leave? □ Poor □ Fair □ Good □ Excellent □ Superior

4. Which of these experiences are you especially looking forward to during your visit today? (Mark one or more)
□ Being moved by beauty
□ Gaining information
□ Seeing rare/valuable/uncommon things
□ Imagining other times/places
□ Reflecting on the meaning of what I'm looking at
□ Recalling memories
□ Enriching my understanding

5. In your opinion, which one of the following best describes the job of U.S. Postal Inspectors? (Mark one)
□ Ensure that postal machinery is working properly
□ Investigate criminal cases involving U.S. mail
□ Conduct background checks on Postal employees
□ Litigate civil suits involving the U.S. Postal system
□ None of the above
□ I'm not sure

6. In your opinion, which one of the following best describes the U.S. Postal Service's art collection? (Mark one)
□ Artworks used to decorate the insides of post offices
□ Citizen-created artwork inspired by stamps and letter-writing
□ Collages made from stamps
□ Commissioned art made for postage stamps
□ None of the above
□ I'm not sure

7. Have you or a member of your family ever worked for the U.S. Postal Service? □ No □ Yes

8. Do you live in the United States or another country?
□ United States, specify zipcode: ____________
□ Another country, specify: ____________________________

9. What is your age?

10. Are you male or female? □ Male □ Female

11. Are you visiting alone or with other people? □ I am alone □ I am with other people

12. Other than yourself, how many people are with you? □ # of adults (18 and over)
□ # of youth 12 to 17
□ # of youth under 12

Thank you for your assistance