VISITOR VIEWS OF TRAILBLAZERS AND TRENDSETTERS: THE ART OF THE STAMP

Office of Policy and Analysis
March 2008
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 Trailblazers and Trendsetters 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 to 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 Trailblazers and Trendsetters: The Art of the Stamp and a separate sample of visitors exiting the exhibition were surveyed. The response rate was very high: 94% on entrance and 92% on exit.

Visitors: About one in ten was foreign and one in six lived locally. The average age was 41. The average group size among entering visitors was slightly more than 3. One in five was a repeat visitor to the National Postal Museum, and one in five reported that they or a family member had worked for the United States Postal Service (USPS).

Knowledge: About one in four visitors entering the museum and the exhibition correctly answered the question about the nature of the United States Postal Service art collection. Exiting visitors were more confident in their answers, but not more correct.

Experiences: About half of entering visitors were especially looking forward to gaining information and seeing rare things. Exiting visitors to this art exhibition found three experiences more satisfying than entering visitors expected them to be: being moved by beauty, reflecting on the meaning of what I’m looking at, and recalling memories.

Rating: The rating that exiting visitors gave the exhibition (0% Poor, 5% Fair, 25% Good, 53% Excellent, and 17% Superior) was close to the Smithsonian average. This was very close to the rating that entering visitors thought they would give the exhibition. Visitors who found the experiences of enriching their understanding and seeing rare things to be especially satisfying gave the exhibition higher ratings.

Comparison: Visitors were divided between those who said the exhibition was better than they expected (53%) and those who said it was as expected (46%).

1 Those who selected all or none of the seven experiences were not included in the analysis of experiences.
Selection: The visitors who chose to enter the exhibition were less likely to be looking forward to being moved by beauty compared to all the visitors entering the museum. They also had more positive expectations for the exhibition than all visitors entering the museum had for the visit as a whole.

Low-experience visitors: A substantial proportion of exiting visitors (39%) reported no more than 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, and on the whole found more satisfying experiences than they had anticipated. They did not leave more aware of the nature of the USPS art collection, however. The fact that aesthetically inclined visitors were less likely to enter this art exhibition is unexpected. It might have been due to the title.

Suggestions: 1) Test titles and title graphics with visitors early in the planning process. 2) Focus on three key experiences: information, rare things, understanding. Talk with visitors to clarify what might be most effective. 3) Study the low-experience visitor.
INTRODUCTION

*Trailblazers and Trendsetters: The Art of the Stamp (Trailblazers)* opened at the National Postal Museum on November 16, 2006 and is due to close on June 2, 2008. The exhibit displays 75 original artworks commissioned by the United States Postal Service (USPS) over the last 40 years. The paintings and drawings represent the work of 42 different artists. Data for the study were collected in a visitor survey conducted in July and August, 2007.

The survey included two samples of visitors: visitors surveyed at the entrance to the exhibition, 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 entrance 153 visitors completed surveys, and at the exit 141 visitors completed surveys. The response rate was 94% at the entrance and 92% at the 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.

Another exhibition at the museum *Postal Inspectors: The Silent Service (Postal Inspectors)* was surveyed at the same time as *Trailblazers*. In connection with that study, visitors were surveyed as they entered the museum and they were asked many of the same questions that visitors entering *Trailblazers* were asked. Thus it was also possible to determine whether there were any differences between those who entered the museum and those who chose to enter *Trailblazers*. 


FINDINGS

Demographic Characteristics

The entrance and exit samples were equally representative, i.e., there were no statistically significant differences in demographic characteristics between the two groups. The audience had slightly more women, and the average age of visitors was 41. About 10 percent of visitors lived outside the United States, and about 17 percent lived in the Washington D.C. Metropolitan Area. Only about one in twenty came alone. Most came with other adults and some came with children; the average group size was just over 3 visitors. On average, about 20 percent had been to the National Postal Museum before, and nearly as many (19%) reported that they or a member of their family had worked for the USPS.

Knowledge

Visitors entering and visitors exiting were asked the same knowledge question: “In your opinion, which one of the following best describes the U.S. Postal Service’s art collection?” The answer options were:

- 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

Saying that a difference is statistically significant means that there is only a one-in-twenty chance that an observed difference is an accident of the samples that were chosen. In other words, we can be very confident that a difference truly exists in the population as a whole. The population in this case is the set of all visitors who came to the exhibition during the period that the survey was being conducted. For the detailed data, see Appendix A.
The differences between entrance and exit were not statistically significant except for the last answer, “I’m not sure.” The percentage of those not sure decreased from 36 percent on entrance to 21 percent on exit. Exiting visitors thus answered more confidently, but not more correctly. The most common answer for both entering and exiting visitors was the correct answer (“Commissioned art made for postage stamps”) which was chosen by an average of 24 percent of visitors on entrance and 33 percent on exit. The answer “Citizen-created artwork inspired by stamps and letter-writing” was a close second with 17 percent among entering visitors and 27 percent among exiting visitors.

**Experiences**

Visitors entering the exhibition 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 exhibition: gaining information (56%), seeing rare/uncommon/valuable things (52%), and enriching my understanding (38%). Three out of four visitors entering the museum said that they were especially looking forward to at least one of these three.

Those leaving the exhibition were asked to select the ones they found especially satisfying in *Trailblazers*. Four of the experiences were chosen to the same degree at both entrance and exit:

- Gaining information (*information*) (56% on entrance; 48% on exit)

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3 Those who selected all or none of the seven experiences were not included in the analysis of experiences.
Seeing rare/uncommon/valuable things (rare things) (52%; 45%)

Imagining other times/places (imagining) (22%; 26%)

Enriching my understanding (understanding) (38%; 43%)

The other three experiences increased from entrance to exit. In other words exiting visitors found these three experiences more satisfying than entering visitors expected them to be. The three that increased were:

- Being moved by beauty (beauty) (from 6% to 23%)
- Reflecting on the meaning of what I’m looking at (reflecting) (from 8% to 21%)
- Recalling memories (memories) (from 12% to 28%)

Because of the increase in these three experiences from entrance to exit, the overall average of the number of experiences that visitors found satisfying (2.3) exceeded the average of the number they anticipated (1.9).

**Rating**

Entering visitors were asked how they thought they would rate their experience in *Trailblazers* when they left. Exiting visitors were asked how they rated their experience in *Trailblazers*. The scale for the rating was: Poor, Fair, Good, Excellent, Superior. There were no significant differences in the ratings from entrance to exit. On exit 53 percent chose Excellent, a rating that indicates that a visitor is very satisfied and has no criticisms. Those who are critical of the exhibition to some degree choose Good, Fair, or Poor. In this exhibition no one chose Poor and only 5 percent chose Fair. The Good rating was chosen by 25 percent of exiting visitors. 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 an average of 17 percent of exiting visitors.
Overall this rating is very close to the average for all Smithsonian exhibitions. Across 40 exhibitions surveyed in many different Smithsonian museums over the last four years the average ratings are:

<table>
<thead>
<tr>
<th></th>
<th>Smithsonian</th>
<th>Trailblazers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Excellent</td>
<td>48%</td>
<td>53%</td>
</tr>
<tr>
<td>Good</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Fair</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Rating and Experiences

Two experiences reported on exit – seeing rare things and enriching understanding – were significantly associated with higher ratings. Those who said that they had found seeing rare things especially satisfying in the exhibition were more likely to rate *Trailblazers* Superior or Excellent (23% of them rated the exhibition Superior, compared to 12% of other visitors; 63% rated it Excellent compared to 46% of other visitors). Those who said they had found enriching understanding especially satisfying were more likely to rate the exhibition as Superior (28% of them rated the exhibition Superior, compared to 9% of 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 (53%) and those who indicated that it was better than expected (46%). The average number of experiences reported by those who
said it was about as they expected was 2.0. For those who said it was better than expected, it was 2.8.

**Low-experience Visitors**

A substantial percentage of the exiting visitors (39%) 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 more than two.

**Selection into Trailblazers**

When the responses of those entering the museum are compared to the responses of those entering *Trailblazers* there were no statistically significant differences with respect to demographic characteristics, but there were some differences in expectation.4

Those entering *Trailblazers* were less likely to be looking forward to an aesthetic experience than those entering the museum as a whole. While 17 percent of all visitors entering the museum were especially looking forward to being moved by beauty, only 6 percent of those entering *Trailblazers* were looking forward to that experience.

Those entering *Trailblazers* were less likely to have come to the museum specifically to see the exhibition *Postal Inspectors* than all those who entered the museum (1% compared to 8%). In other words, many of those who came to the museum specifically to see *Postal Inspectors* did not visit *Trailblazers*.

Finally, those entering *Trailblazers* were more positive about what they were likely to experience than those entering the museum as a whole.

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4 See Appendix B for the data.
Only 7 percent of visitors entering the museum thought they would rate their experience in the museum as Superior, but 17 percent of those entering *Trailblazers* thought they would rate their experience in the exhibition as Superior. Correspondingly, half of visitors entering the museum expected to rate the museum as Good, but 38 percent of visitors entering *Trailblazers* expected to rate the exhibition as Good.

**DISCUSSION**

**Satisfaction**

The data suggests that, overall, visitors were satisfied with this exhibition. Exiting visitors rated it the same as entering visitors and that rating was close to the Smithsonian average. In other words, they came expecting a “Smithsonian-quality” exhibition, and that is what they got.

The average Smithsonian score, however, is not an ideal. We know from many studies that those who rate an exhibition Good or Fair (36% in this case) are not entirely happy with the exhibition and have some reservations that keep them from rating it Excellent.

There were some pleasant surprises for visitors in *Trailblazers*, however. In particular, they encountered more satisfying aesthetic experiences, reflection, and memories than they had anticipated when they entered. This is in line with the content of the exhibition, which not only provided fine art, but also offered images relating to important events and personalities in America’s recent past, some of which were able to stimulate further thinking about our times.

**Knowledge**

It is very interesting to note that while 29% of visitors who entered the museum were already aware that the USPS art collection consisted of com-
missioned art made for postage stamps, the other visitors did not pick up this fact in the exhibition. This is not unreasonable. We know from other studies, including close observation of visitors’ activities, that most visitors read only a selection of labels and texts. And unless an exhibition’s design specifically compels it or the subject matter is particularly foreign, few read the introductory text to an exhibition – they are too eager to get on with the exhibition itself. Unless key information is provided repeatedly in many different formats or in engaging, provocative ways, it is unlikely to be picked up by the average visitor.

In addition, not all visitors are so interested in gaining information that they are eager to read in an exhibition. In this exhibition half of the visitors were looking forward to gaining information. The fact that information experiences did not increase between entrance and exit also suggests that the texts did not draw visitors who were less inclined to gaining information.

Finally, in speculating on possible reasons why more visitors did not learn what the USPS art collection is, we should keep in mind that visitors filter all the statements in an exhibition through their existing interests and opinions. If a point made by the exhibition does not resonate with them in a meaningful way, even if they read it, they will not remember it. It is possible that the idea of what comprises the USPS art collection, because it is not likely to be an important fact for most visitors, would not be inclined to stick in memory, even for those who read it in passing.

**Self-selection**

Visitors in a museum select the exhibitions that they think might appeal to them. In small museums, too, not all visitors will enter all exhibitions. Here, for example, there was a group of visitors who came specifically to see the *Postal Inspectors* exhibition, and most of them did not come to *Trailblazers*.

More surprisingly, it seems that those who would be most likely to want to visit an art exhibition, namely visitors especially looking forward to aes-
thetic experiences, were less likely to enter *Trailblazers*. This is an unexpected finding that is difficult to explain. The most likely possibility, in the opinion of this analyst, is that the main title, *Trailblazers and Trendsetters*, did not strongly signal that this was an art exhibition. Even the subtitle, *The Art of the Stamp*, can be read as emphasizing stamps more than art.

It is hard to imagine what other reason there might be. Although the exhibition was relatively distant from the entrance in the corner of the main gallery space, the entrance area is not remarkable in a way that would be likely to deter those interested in aesthetic experiences.

**Lower-experience Visitors**

A substantial proportion of the visitors (39%) reported that they found only one of the seven listed experiences especially satisfying,\(^5\) and across all exiting visitors the average number of especially satisfying experiences was 2.3. This suggests an audience that is not strongly engaged with the material. Perhaps they are more socially oriented, or are casually passing time, or are just vaguely curious about the museum and not deeply committed to its subject matter.

This may 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.

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\(^5\) Those who selected all or none were excluded from the analysis of experiences.
SUGGESTIONS

Talk With Visitors About Prospective Titles and Title Graphics

Formative testing of titles and title graphics is an important tool for developing exhibitions that attract the visitors they are intended to serve. By talking with visitors about alternative titles and images during the early stages of exhibition development, the exhibition team can quickly identify what is powerful and compelling for diverse visitors, and what is easily misunderstood or misinterpreted. By repeated cycles of asking visitor opinions and making revisions, one can eventually arrive at a final version that is likely to be much more accessible and powerful than what would otherwise have been installed in the exhibition.

Focus on the Key Experiences

Three experiences were particularly important for visitors entering the museum: gaining information (56%), seeing rare things (52%), and enriching understanding (38%). 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 something special, and rated it Superior. 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.
APPENDIX T-A

National Postal Museum Entrance vs.
Trailblazers and Trendsetters Entrance

<table>
<thead>
<tr>
<th>Postal Museum Entrance</th>
<th>Trailblazers &amp; Trendsetters Entrance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>Percent</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, Trailblazers and Trendsetters: The Art of the Stamp.

<table>
<thead>
<tr>
<th>Superior</th>
<th>7</th>
<th>17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>Good</td>
<td>50</td>
<td>37</td>
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<tr>
<td>Fair</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Poor</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Which of these experiences are you especially looking forward to during your visit today?

<table>
<thead>
<tr>
<th>Being moved by beauty</th>
<th>17</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gaining information</td>
<td>53</td>
<td>56</td>
</tr>
<tr>
<td>Seeing rare/valuable/uncommon things</td>
<td>48</td>
<td>52</td>
</tr>
<tr>
<td>Imagining other times/places</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Reflecting on the meaning of what I’m looking at</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Recalling memories</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>Enriching my understanding</td>
<td>44</td>
<td>38</td>
</tr>
</tbody>
</table>

Mean number of experiences marked 2.0 1.9

Note: Statistically significant INCREASE
Statistically significant DECREASE
In your opinion, which one of the following best describes the U.S. Postal Service’s art collection?

- Artworks used to decorate the insides of post offices: 12% (Postal) vs. 13% (Trailblazers & Trendsetters)
- Citizen-created artwork inspired by stamps and letter-writing: 17% (Postal) vs. 17% (Trailblazers & Trendsetters)
- Collages made from stamps: 4% (Postal) vs. 8% (Trailblazers & Trendsetters)
- Commissioned art made for postage stamps: 29% (Postal) vs. 24% (Trailblazers & Trendsetters)
- None of the above: 1% (Postal) vs. 2% (Trailblazers & Trendsetters)
- I’m not sure: 37% (Postal) vs. 36% (Trailblazers & Trendsetters)

Have you or a member of your family ever worked for the U.S. Postal Service?

- Yes: 16% (Postal) vs. 17% (Trailblazers & Trendsetters)

Do you live in the United States or another country?

- United States: 92% (Postal) vs. 90% (Trailblazers & Trendsetters)
- Washington Metropolitan Area: 15% (Postal) vs. 18% (Trailblazers & Trendsetters)
- Other United States locations: 85% (Postal) vs. 82% (Trailblazers & Trendsetters)
- Another country: 8% (Postal) vs. 10% (Trailblazers & Trendsetters)

Distance of residence from the National Mall

- 5 miles or less: 8% (Postal) vs. 4% (Trailblazers & Trendsetters)
- 5 to 10 miles: 4% (Postal) vs. 9% (Trailblazers & Trendsetters)
- 10 to 20 miles: 5% (Postal) vs. 6% (Trailblazers & Trendsetters)
- 20 to 40 miles: 2% (Postal) vs. 3% (Trailblazers & Trendsetters)
- 40 to 100 miles: 4% (Postal) vs. 2% (Trailblazers & Trendsetters)
- 100 to 250 miles: 13% (Postal) vs. 17% (Trailblazers & Trendsetters)
- Other US: 55% (Postal) vs. 50% (Trailblazers & Trendsetters)
- Another country: 8% (Postal) vs. 10% (Trailblazers & Trendsetters)

Note: Statistically significant INCREASE
Statistically significant DECREASE
<table>
<thead>
<tr>
<th>What is your age?</th>
<th>Postal Museum Entrance</th>
<th>Trailblazers &amp; Trendsetters Entrance</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 to 29</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>30 to 54</td>
<td>53%</td>
<td>57%</td>
</tr>
<tr>
<td>55 and over</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Average</td>
<td>41%</td>
<td>41%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Are you male or female?</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>male</td>
<td>50%</td>
<td>49%</td>
</tr>
<tr>
<td>female</td>
<td>50%</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Are you visiting alone or with other people?</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I am alone</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>I am with other people</td>
<td>93%</td>
<td>89%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other than yourself how many people are with you?</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>At least one adult</td>
<td>90%</td>
<td>88%</td>
</tr>
<tr>
<td>At least one youth 12 to 17</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>At least one youth under 12</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>Mean group size</td>
<td>3.2</td>
<td>3.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Is this your first visit to the National Postal Museum?</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>84%</td>
<td>85%</td>
</tr>
<tr>
<td>No</td>
<td>16%</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What led you to visit this museum today?</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Came for a general visit</td>
<td>77%</td>
<td>71%</td>
</tr>
<tr>
<td>Came to see Postal Inspectors: The Silent Service</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Came to see Trailblazers &amp; Trendsetters: The Art of the Stamp</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Came for the Museum Store</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Came for another reason</td>
<td>17%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Note: Statistically significant INCREASE
Statistically significant DECREASE


APPENDIX T-B

Trailblazers and Trendsetters: The Art of the Stamp, Entrance vs. Exit

<table>
<thead>
<tr>
<th>Trailblazers &amp; Trendsetters</th>
<th>Entrance</th>
<th>Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>Excellent</td>
<td>42</td>
<td>52</td>
</tr>
<tr>
<td>Good</td>
<td>37</td>
<td>25</td>
</tr>
<tr>
<td>Fair</td>
<td>4</td>
<td>5</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, Trailblazers and Trendsetters: The Art of the Stamp.

<table>
<thead>
<tr>
<th>Trailblazers &amp; Trendsetters</th>
<th>Entrance</th>
<th>Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>Excellent</td>
<td>42</td>
<td>52</td>
</tr>
<tr>
<td>Good</td>
<td>37</td>
<td>25</td>
</tr>
<tr>
<td>Fair</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Poor</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

How did your experience in this exhibition, Trailblazers and Trendsetters: The Art of the Stamp, compare to what you expected?

<table>
<thead>
<tr>
<th>Trailblazers &amp; Trendsetters</th>
<th>Better</th>
<th>About as expected</th>
<th>Not as good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior</td>
<td>46</td>
<td>53</td>
<td>1</td>
</tr>
<tr>
<td>Excellent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fair</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Statistically significant INCREASE

Statistically significant DECREASE

T-18
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, *Trailblazers and Trendsetters: The Art of the Stamp*, today?

<table>
<thead>
<tr>
<th>Experience</th>
<th>Trailblazers</th>
<th>Trendsetters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being moved by beauty</td>
<td>6</td>
<td>23</td>
</tr>
<tr>
<td>Gaining information</td>
<td>56</td>
<td>48</td>
</tr>
<tr>
<td>Seeing rare/valuable/uncommon things</td>
<td>52</td>
<td>45</td>
</tr>
<tr>
<td>Imagining other times/places</td>
<td>22</td>
<td>26</td>
</tr>
<tr>
<td>Reflecting on the meaning of what I’m looking at</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>Recalling memories</td>
<td>12</td>
<td>28</td>
</tr>
<tr>
<td>Enriching my understanding</td>
<td>38</td>
<td>43</td>
</tr>
</tbody>
</table>

*Mean number of experiences marked* 1.9 2.3

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>Trailblazers</th>
<th>Trendsetters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artworks used to decorate the insides of post offices</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Citizen-created artwork inspired by stamps and letter-writing</td>
<td>17</td>
<td>27</td>
</tr>
<tr>
<td>Collages made from stamps</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Commissioned art made for postage stamps</td>
<td>24</td>
<td>33</td>
</tr>
<tr>
<td>None of the above</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I’m not sure</td>
<td>36</td>
<td>21</td>
</tr>
</tbody>
</table>

Have you or a member of your family ever worked for the U.S. Postal Service

<table>
<thead>
<tr>
<th>Response</th>
<th>Trailblazers</th>
<th>Trendsetters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>17</td>
<td>21</td>
</tr>
</tbody>
</table>

Note: Statistically significant INCREASE
Statistically significant DECREASE
Do you live in the United States or another country?

<table>
<thead>
<tr>
<th>Location</th>
<th>Trailblazers</th>
<th>Trendsetters</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>90</td>
<td>89</td>
</tr>
<tr>
<td>Washington Metropolitan Area</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>Other United States locations</td>
<td>72</td>
<td>73</td>
</tr>
<tr>
<td>Another country</td>
<td>10</td>
<td>11</td>
</tr>
</tbody>
</table>

Distance of residence from the National Mall

<table>
<thead>
<tr>
<th>Distance</th>
<th>Trailblazers</th>
<th>Trendsetters</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 miles or less</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>5 to 10 miles</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>10 to 20 miles</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>20 to 40 miles</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>40 to 100 miles</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>100 to 250 miles</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td>Other US</td>
<td>50</td>
<td>48</td>
</tr>
<tr>
<td>Another country</td>
<td>10</td>
<td>11</td>
</tr>
</tbody>
</table>

What is your age?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Trailblazers</th>
<th>Trendsetters</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 to 29</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>30 to 54</td>
<td>57</td>
<td>63</td>
</tr>
<tr>
<td>55 and over</td>
<td>20</td>
<td>15</td>
</tr>
</tbody>
</table>

Mean age 41 41

Are you male or female?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Trailblazers</th>
<th>Trendsetters</th>
</tr>
</thead>
<tbody>
<tr>
<td>male</td>
<td>49</td>
<td>46</td>
</tr>
<tr>
<td>female</td>
<td>51</td>
<td>54</td>
</tr>
</tbody>
</table>

Are you visiting alone or with other people?

<table>
<thead>
<tr>
<th>Visitor Status</th>
<th>Trailblazers</th>
<th>Trendsetters</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am alone</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>I am with other people</td>
<td>93</td>
<td>94</td>
</tr>
</tbody>
</table>

Note: Statistically significant INCREASE Statistically significant DECREASE
### Other than yourself how many people are with you?

<table>
<thead>
<tr>
<th></th>
<th>Trailblazers</th>
<th>Trendsetters</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least one adult</td>
<td>88</td>
<td>87</td>
</tr>
<tr>
<td>At least one youth 12 to 17</td>
<td>36</td>
<td>35</td>
</tr>
<tr>
<td>At least one youth under 12</td>
<td>26</td>
<td>37</td>
</tr>
<tr>
<td>Average group size</td>
<td>3.2</td>
<td>3.1</td>
</tr>
</tbody>
</table>

### Is this your first visit to the National Postal Museum?

<table>
<thead>
<tr>
<th></th>
<th>Trailblazers</th>
<th>Trendsetters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>85</td>
<td>76</td>
</tr>
<tr>
<td>No</td>
<td>15</td>
<td>24</td>
</tr>
</tbody>
</table>

### What led you to visit this museum today?

<table>
<thead>
<tr>
<th></th>
<th>Trailblazers</th>
<th>Trendsetters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Came for a general visit</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td>Came to see Postal Inspectors: The Silent Service</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Came to see Trailblazers and Trendsetters: The Art of the Stamp</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Came for the museum store</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Came for another reason</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

Note: Statistically significant INCREASE
Statistically significant DECREASE
APPENDIX T-C

Trailblazers & Trendsetters: The Art of the Stamp
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 exhibition, Trailblazers & Trendsetters: The Art of the Stamp?  
   [ ] 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 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

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

7. Do you live in the United States or another country?  
   United States, specify zipcode: ________________________
   Another country, specify: ___________________________

8. What is your age?  
   [ ] Male  [ ] Female

9. Are you male or female?  
   [ ] I am alone  [ } I am with other people

10. Are you visiting alone or with other people?  
    [ ] # of adults (18 and over)
    [ ] # of youth 12 to 17
    [ ] # of youth under 12

Thank you for your assistance
APPENDIX T-D

Trailblazers and Trendsetters: The Art of the Stamp
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?
   □ 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, Trailblazers & Trendsetters: The Art of the Stamp.
   □ Poor □ Fair □ Good □ Excellent □ Superior

4. How did your experience in this exhibition, Trailblazers & Trendsetters: The Art of the Stamp, 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, Trailblazers & Trendsetters: The Art of the Stamp, today?
   □ 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. In your opinion, which one of the following best describes the U.S. Postal Service's art collection?
   □ 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
APPENDIX T-E

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
   ☐ Imagining other times/places
   ☐ Reflecting on the meaning of what I'm looking at
   ☐ Recalling memories
   ☐ Enriching my understanding
   ☐ 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

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