Abstract
This report marks the sixth in a series of studies on visitors’ experiences with temporary exhibitions at NPG commissioned in early 2011 at the request of NPG leadership (Associate Director Nik Apostolides). In conducting the study, OP&A employed entrance and exit surveys (with random samples of n=322 and 464, and response rates of 87% and 83%, respectively) and semi-structured qualitative interviews (34 interviews with 42 visitors).

The exhibition was well received. High expectations expressed by African American and exhibition specific visitors through entrance ratings were met on exit; and ratings from other visitors exceeded expectations. The film and texts, in particular, were cited by interviewees as proving rich context for the exhibition; and viewing any of the film or reading most of the texts—indicators of interest in the topic—were strong predictors of higher ratings on the exit survey.

The artworks, layout, and theme of the exhibition also received high marks from visitors in the exit survey. Interviewees expressed how the exhibition’s arrangement, which did not include a particular order, allowed for engagement with unfamiliar sitters. They also talked passionately about the theme.