A Study of Visitors at a Public Program: The Bolivian Festival

National Museum of American Indian  November 2012

Abstract:

This study of the May 2012 Bolivian Festival, conducted by the Office of Policy and Analysis (OP&A), is one of a series of studies funded by the Latino Initiatives Pool. The Pool is sponsored by the Smithsonian Latino Center and the programs are primarily held at the National Museum of the American Indian (NMAI). The results reported here are based on exit surveys of visitors at the festival. From a random sample of 336 intercepted visitors, 234 completed surveys were collected (71% response rate).

Seventeen percent of visitors identified themselves as having a Hispanic or Latino origin. Nine percent respondents spoke Spanish as their primary language; 80% spoke English and 11% spoke another language.

The study shows that the Latino respondents’ ratings for the festival were similar to the average for Smithsonian exhibitions. The data presented in this report also show that the experiences of Latino and non-Latino visitors differed in some key ways – not only in what they would like to experience at NMAI, but also in the reasons they gave for going to NMAI. Overall, 69% visitors were not aware of the Bolivian Festival before arriving at NMAI museum.