A Survey of Visitors to *A Song for the Horse Nation* at the National Museum of the American Indian

Abstract:

This study of *A Song for the Horse Nation*, conducted by the Office of Policy and Analysis (OP&A), is one of a series of studies undertaken by the National Museum of the American Indian (NMAI). The intent of these studies is to understand the museum’s visitorship and to provide feedback to the exhibition program. In this case the study was also useful for special studies funded by the Latino Initiatives Pool, sponsored by the Smithsonian Latino Center. The results are based on exit surveys of visitors at the exhibition. From a random sample of 430 intercepted visitors, 333 completed surveys were collected (77%). About 8% visitors identified themselves as having a Hispanic or Latino origin.

The study shows that the ratings for this exhibition were slightly above the average for Smithsonian exhibitions. Ratings for Horse Nation were consistent with ratings of the exhibit when it was displayed in New York, when controlled for the percentage of international visitors who tend to grade exhibitions lower than visitors from the United States. With the small sample size of Latino visitors, it is not possible to explore possible differences between the experiences of Latino and non-Latino visitors.