Abstract

The National Postal Museum (NPM) initiated this study of the *Mail Call* exhibition, conducted by the Office of Policy and Analysis (OP&A) in the summer of 2012. The results reported here are based on exit surveys of visitors to the exhibition. From a random sample of 161 intercepted visitors, 131 completed surveys were collected (81% response rate).

Visitor satisfaction with the *Mail Call* exhibition was broadly in line with overall satisfaction from the previous series of surveys for the entire museum. More than three-quarters of visitors gave the exhibition a rating of Excellent (57%) or Superior (21%). However, the Superior rating percentage for *Mail Call* was about double that of three previous exhibitions, *Pony Express* (2011), *Victory Mail* (2008), and *Postal Inspectors* (2007).

More than half of exhibition visitors self-identified as either having served in the military (14%) or having a family member in the service (42%). Participants in the exhibition activities, on average, were more likely to rate their overall experiences with the *Mail Call* exhibition as “Superior”, than non-participants. These activities included: reading about certain topics related to the formats (27% Superior rating), delivery (25% Superior), and meaning (24%) of military mail and watching the exhibition video (32%).