



# MILLENNIAL ENGAGEMENT STUDY

April 2018



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## BACKGROUND AND APPROACH

The purpose of the Millennial Engagement Study is to better understand how and why Millennials engage with cultural attractions through visitation, membership, and development.

An online survey of 10,512 Millennials (ages 22 to 37) from 20 different metropolitan markets was conducted in March 2018. The survey was hosted online and households were surveyed via email invitation; data sample and collection were conducted by Headwater Research Inc. A “blind” sample (sample without attributes) was used to contact potential survey respondents. Potential survey respondents were pre-screened to survey only qualified public – those who have an interest in any cultural attraction subjects (art, history, animals, gardens, natural history, science, space, etc.). A total of 6,750 surveys were completed, which suggests 64% of Millennials qualify as potential visitors, however there is typically inherent participation bias of a factor of 2, which indicates that approximately 32% of Millennials qualify as potential visitors. The margin of error is a maximum of  $\pm 1.8\%$ .

The questionnaires were designed by Morey Consulting. Completed survey responses were tabulated by Morey Consulting using SNAP survey software. Results are maintained in a format permitting additional review and analysis.

## KEY RESULTS, CONCLUSIONS, & RECOMMENDATIONS

### Interests

Millennials' interest is highest for food, music, animals and shopping. Interest in subjects does not vary significantly by region. Older Millennials have a higher level of interest in sports, history, natural history, and gardens. Perhaps surprisingly, Millennial households with children have similar or lower levels of interest in most topics except shopping and gardening. There are significant differences in interest by gender; females have higher levels of interest in all topics except sports, history, natural history, science, and aerospace. **We recommend adding additional experiences to cultural attractions to broaden interest in the organization.**

### Visitation

Millennials are most likely to have visited a museum or zoo. They are least likely to have visited a pop-up museum, natural history museum, or botanical garden. Visitation varies by region, which is likely due to the availability and scale of different cultural attraction types in each region as interest in subject does not vary as significantly.

In most cases, younger Millennials (22 to 29) are more likely to have visited a cultural attraction than older Millennials, which is surprising.

Millennials with children in their household are more likely to have visited cultural attractions except art museums.

### Decision Making

The decision-making process does not change significantly by region. The most important factors are having fun or entertaining experiences followed by an interest in the subject and education.

**We recommend identifying ways in which to better engage Millennials and all audiences. Millennials are more driven by experience than subject content.**

Interest in subject, being entertained impacts females' decision to visit more than males.

Households with children are more impacted by having fun or entertaining and learning experiences and educational programs.

Supporting a cause or mission is more important to younger Millennials. **There has been much discussion about Millennials' commitment to causes, and while important, it is not a primary driver for visitation.**

## Pricing

Millennials anticipated paying most for Aquariums and least for botanical gardens. Optimized pricing can vary significantly by organization. If your organization's prices are higher than the ones listed below, we recommend offering discounts to the those in their 20's to remove any financial barrier to visitation.

**Our general price guideline for Millennials is as follows:**

<b>Art Museums</b>	<b>\$19 (discounted to \$9)</b>
<b>Aquariums</b>	<b>\$24 (discounted to \$19)</b>
<b>Botanical Gardens</b>	<b>\$19 (discounted to \$9)</b>
<b>Museums</b>	<b>\$19 (discounted to \$9)</b>
<b>Science Centers</b>	<b>\$19 (discounted to \$14)</b>
<b>Zoos</b>	<b>\$21 (discounted to \$19)</b>

We strongly recommend conducting a Pricing Optimization Study to identify which prices optimize engagement and revenue.

## Incentives

Millennials are much more likely to visit a cultural attraction if admission prices were lower and/or if the experience were more fun. **We strongly recommend offering discounted pricing to Millennial audiences to increase visitation.**

Approximately 60% are more likely to visit with later operating hours, programming with live music, food, or drink, evening programs and special tours. Approximately half of Millennials are more likely to visit to support a cause, but this ranks last in terms of impact on visitation. Younger Millennials are more impacted by support of cause. **Many organizations have been successful with offering these types of events, we recommend operating these evening events at a profit.**

Females are more likely to be impacted by these offerings than males.

## Experiences

Hands-on activities and temporary or special exhibitions are very important to potential visitors. Less than 1/3 of respondents feel that it is very important to provide a sit-down restaurant, healthy food options, high coffee or tea, alcoholic beverages, gift stores, lectures, or performances. There are no significant regional differences. **Cultural attractions do not need to offer amenities to increase visitation.**

There are not significant differences by gender, though males believe it is more important to have alcoholic beverages and lectures as compared to females.

Households with children believe it is more important to have a sit-down restaurant, healthy food options, gift stores, performances, and hands-on activities as compared to households without children.

### Enhanced Experiences

Less than half of Millennials prefer to buy their tickets on-site. **Cultural attractions must offer efficient online ticketing.**

Millennials are most likely to have their experiences enhanced by seeing shows or presentations and asking staff questions followed by using a mobile app and virtual or augmented reality experiences. **Technology is important to continue to use to engage visitors, but authentic experiences with humans are more important. Cultural attractions must continue to engage their audiences with human interactions.**

Households with children are more likely to use a mobile app, ask staff questions, and see shows and presentation.

Younger Millennials, households with children, and males are more interested in virtual or augmented reality experiences.

Younger Millennials are more interested in seeing shows and presentations.

### Communications

Utilization of digital media is the primary source of information Millennials use to find out about cultural attractions. **We strongly recommend strengthening social media and digital communications and advertising.**

Approximately 1/3 are interested in follow a cultural attraction on social media. Households with children are more interested in following cultural attractions.

### Membership

Approximately 2/3 of Millennials intend to join a cultural attraction as a member, with 1/3 intending to join within the next two years. Millennials are more likely to become members of a Zoo (45%), Aquarium (38%), Science Center (36%) or Museum (36%) in the next two years. **A high percentage of Millennials are likely to become members.**

Other than Zoos, Millennials from the Midwest are less likely to join in the next two years.

Older Millennials are less likely to join any cultural attraction as compared to Younger Millennials, which is surprising as Older Millennials have higher household income.

Households with children are more likely to join any cultural attraction in their lifetime compared to households without children. More than half intend to join a Zoo or Aquarium in the next two years.

The most important benefits to potential members are free admission (78%), discounts (68%), access to exclusive events (64%), and express entry (63%). **We recommend offering three types of membership; 1) a base level that includes free admission, visit related benefits (gift and food discounts, entry), and communications, 2) a base level that includes free admission to special events and programming, but not during regular hours, and 3) a premium membership that includes free admission to all admission fee-based activities and additional benefits.**

There are not significant differences in importance of benefits by region, age, or children in household. The importance of member benefits is higher for females and compared to males.

#### Development

A high percentage (approximately 2/3) intend to donate to a cultural attraction in their lifetime. Most do not intend to donate in the next two years. Zoos and Science Centers have the highest potential for donor support.

Similar to membership, older Millennials are also less likely to donate to any cultural attraction as compared to Younger Millennials, which is surprising as Older Millennials have higher household income.

Households with children are more likely to donate in their lifetime compared to households without children. There are not significant differences in donor support by gender.

Support for all components of a cultural attraction's mission is high. Likely donors are most likely to support education (75%) and cause (69%). **We strongly recommend better promotion of education-based mission and cause-based activities (i.e. conservation) to not only increase development but to also increase visitation and membership.**

#### Respondent Characteristics

64% are female and 35% are male.

41% have children in their household.

65% have a college degree.

44% have household income of less than \$60,000, 28% have household income of between \$60,000 and \$99,999, and 24% have household income of \$100,000 or more. Annual household income varies by region with the West and East having higher income than the South and Midwest.

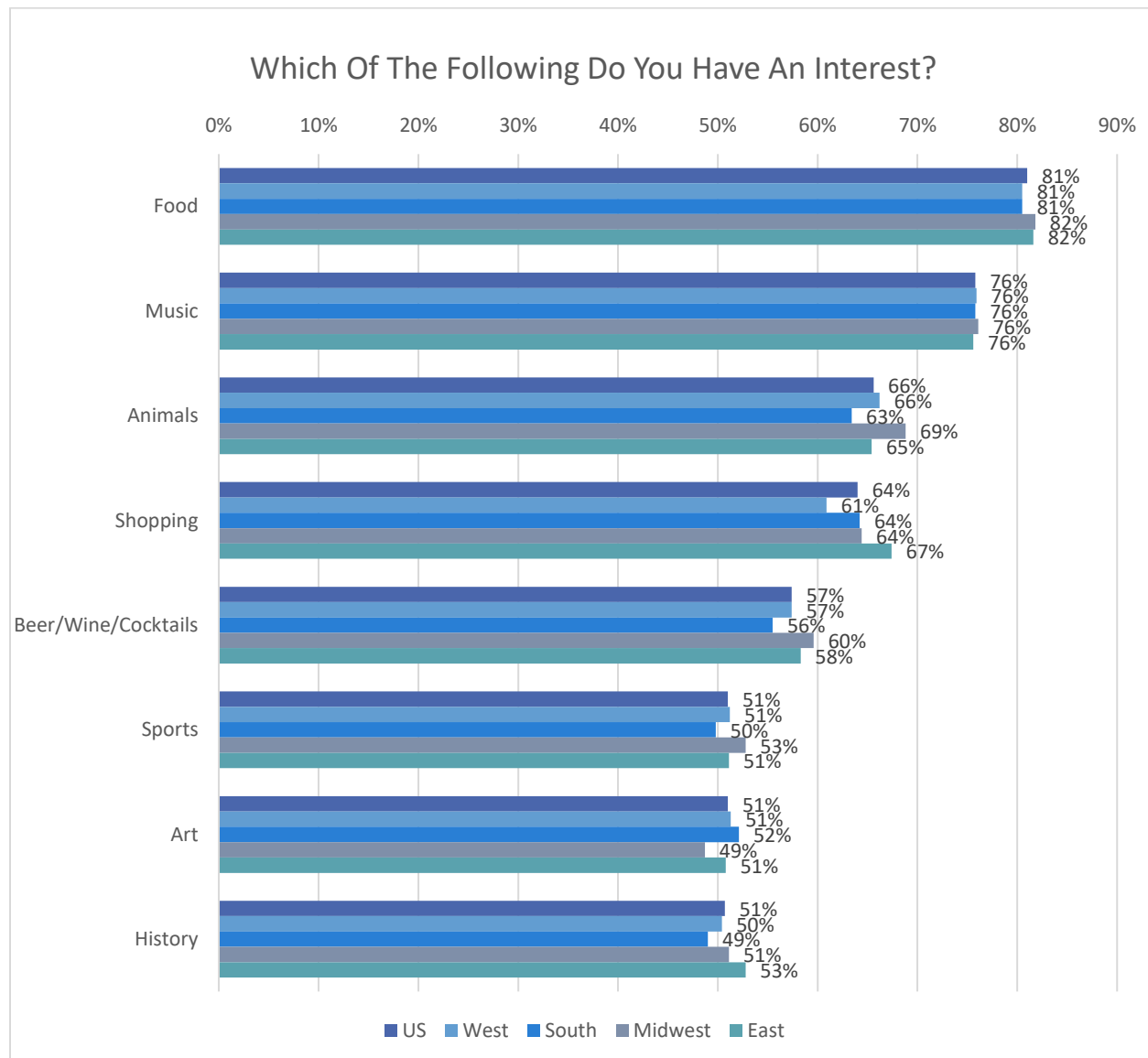
69% are Caucasian, 14% African-American, 10% Hispanic or Latino, and 8% Asian. Ethnicity varies significantly by region.

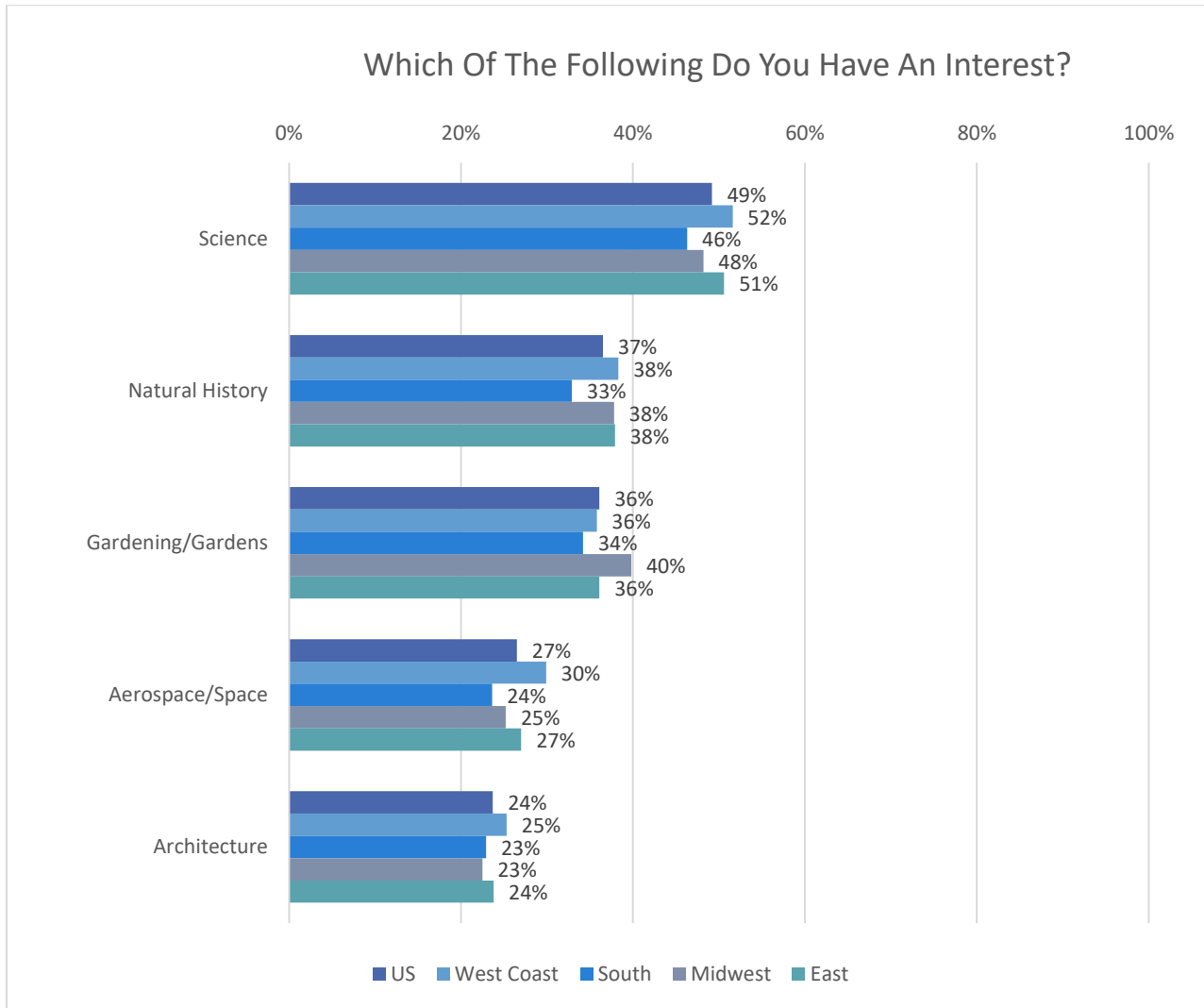


## REVIEW OF RESULTS

### Interests

Millennials’ interest is highest for food, music, animals and shopping. Interest in subjects does not vary significantly by region. Older Millennials have a higher level of interest in sports, history, natural history, and gardens. Perhaps surprisingly, Millennial households with children have similar or lower levels of interest in most topics except shopping and gardening. There are significant differences in interest by gender; females have higher levels of interest in all topics except sports, history, natural history, science, and aerospace.





Millennial Engagement Study – April 2018

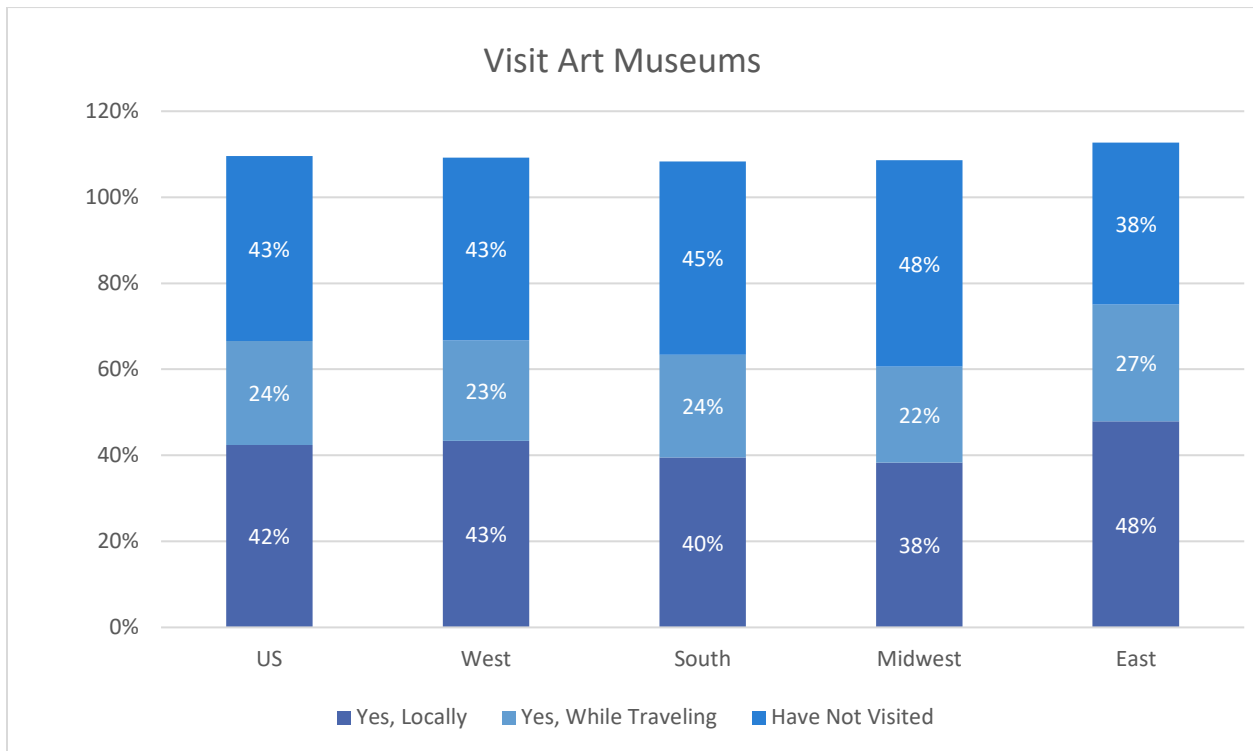
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>Interest</b>											
<b>Food</b>	<b>81.0%</b>	80.5%	80.5%	81.8%	81.6%	80.5%	81.3%	79.7%	82.3%	84.5%	75.0%
<b>Music</b>	<b>75.8%</b>	75.9%	75.8%	76.1%	75.6%	76.7%	75.3%	74.9%	76.8%	79.1%	70.2%
<b>Animals</b>	<b>65.6%</b>	66.2%	63.4%	68.8%	65.4%	68.0%	64.1%	62.6%	68.2%	71.4%	55.6%
<b>Shopping</b>	<b>64.0%</b>	60.9%	64.2%	64.4%	67.4%	65.7%	63.0%	67.9%	61.8%	73.7%	47.4%
<b>Beer/Wine/Cocktails</b>	<b>57.4%</b>	57.4%	55.5%	59.6%	58.3%	54.9%	59.1%	54.3%	60.2%	56.8%	59.1%
<b>Sports</b>	<b>51.0%</b>	51.2%	49.8%	52.8%	51.1%	46.5%	53.9%	49.5%	52.5%	42.0%	68.0%
<b>Art</b>	<b>51.0%</b>	51.3%	52.1%	48.7%	50.8%	53.7%	49.3%	49.8%	51.9%	55.6%	42.7%
<b>History</b>	<b>50.7%</b>	50.4%	49.0%	51.1%	52.8%	45.8%	53.8%	49.0%	52.0%	46.0%	59.1%
<b>Science</b>	<b>49.2%</b>	51.6%	46.3%	48.2%	50.6%	48.2%	49.8%	45.9%	51.6%	44.8%	57.0%
<b>Natural History</b>	<b>36.5%</b>	38.3%	32.9%	37.8%	37.9%	31.7%	39.5%	36.2%	36.7%	34.0%	41.0%
<b>Gardening/Gardens</b>	<b>36.1%</b>	35.8%	34.2%	39.8%	36.1%	32.5%	38.4%	41.0%	33.0%	40.3%	28.6%
<b>Aerospace/Space</b>	<b>26.5%</b>	29.9%	23.6%	25.2%	27.0%	25.1%	27.4%	23.7%	28.5%	20.2%	37.5%
<b>Architecture</b>	<b>23.7%</b>	25.3%	22.9%	22.5%	23.8%	22.2%	24.7%	21.4%	25.3%	21.5%	27.9%
<b>Other</b>	<b>5.9%</b>	6.4%	6.0%	5.3%	5.5%	5.8%	5.9%	5.3%	6.3%	5.4%	6.6%
<b>None of these</b>	<b>-</b>	-	-	-	-	-	-	-	-	-	-

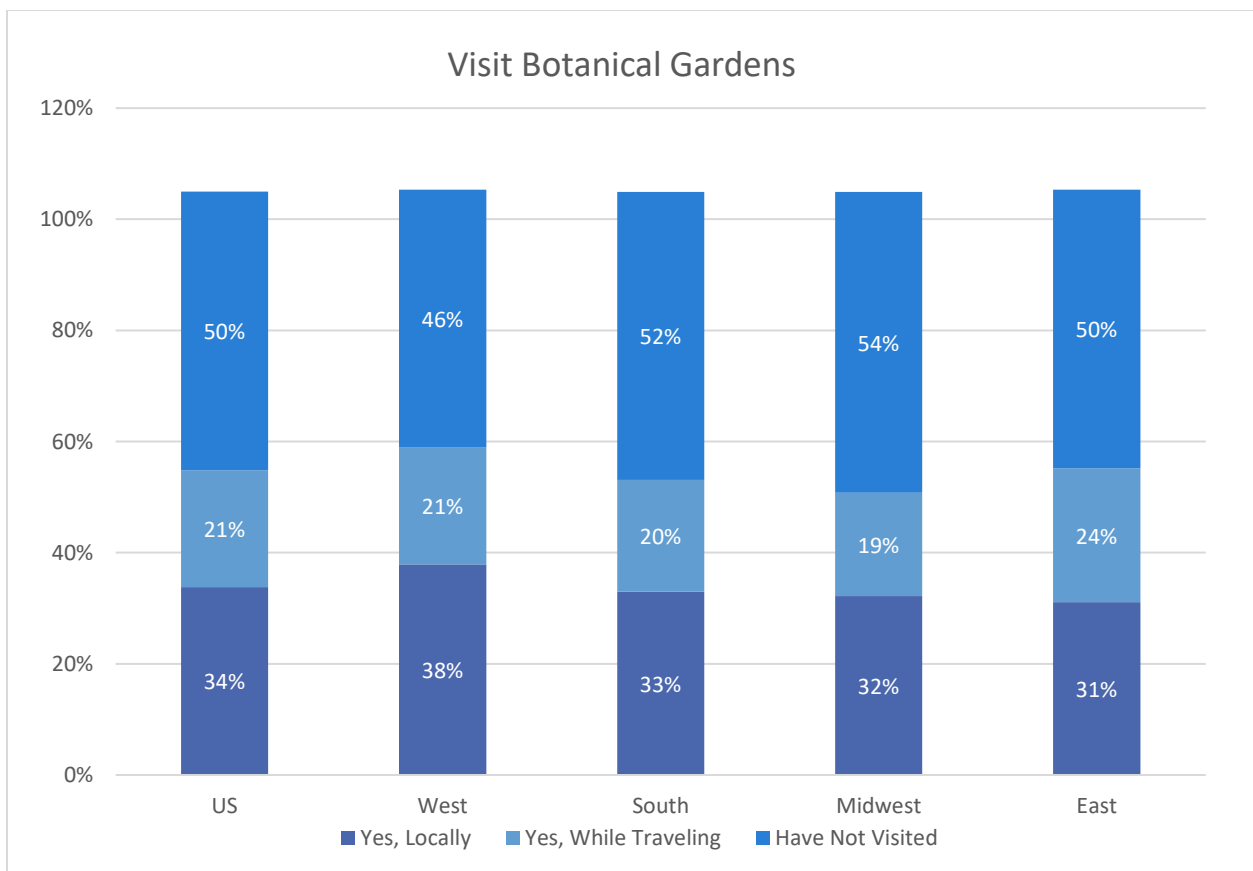
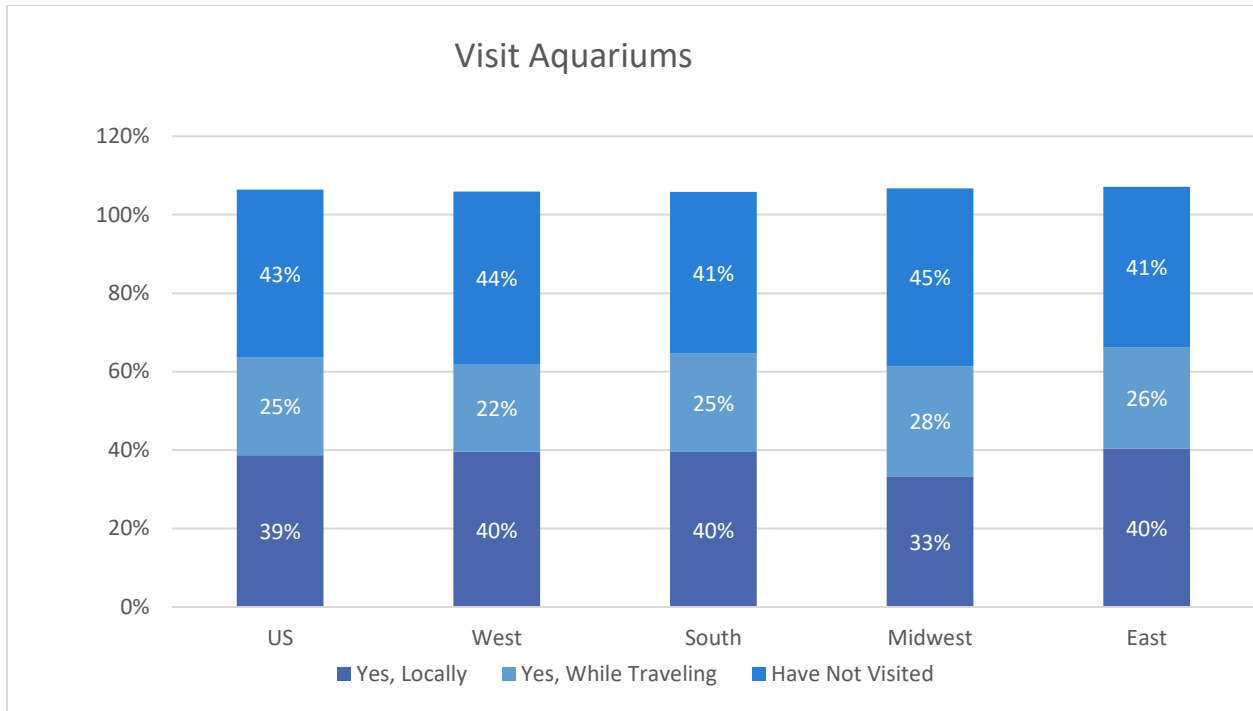
## Visitation

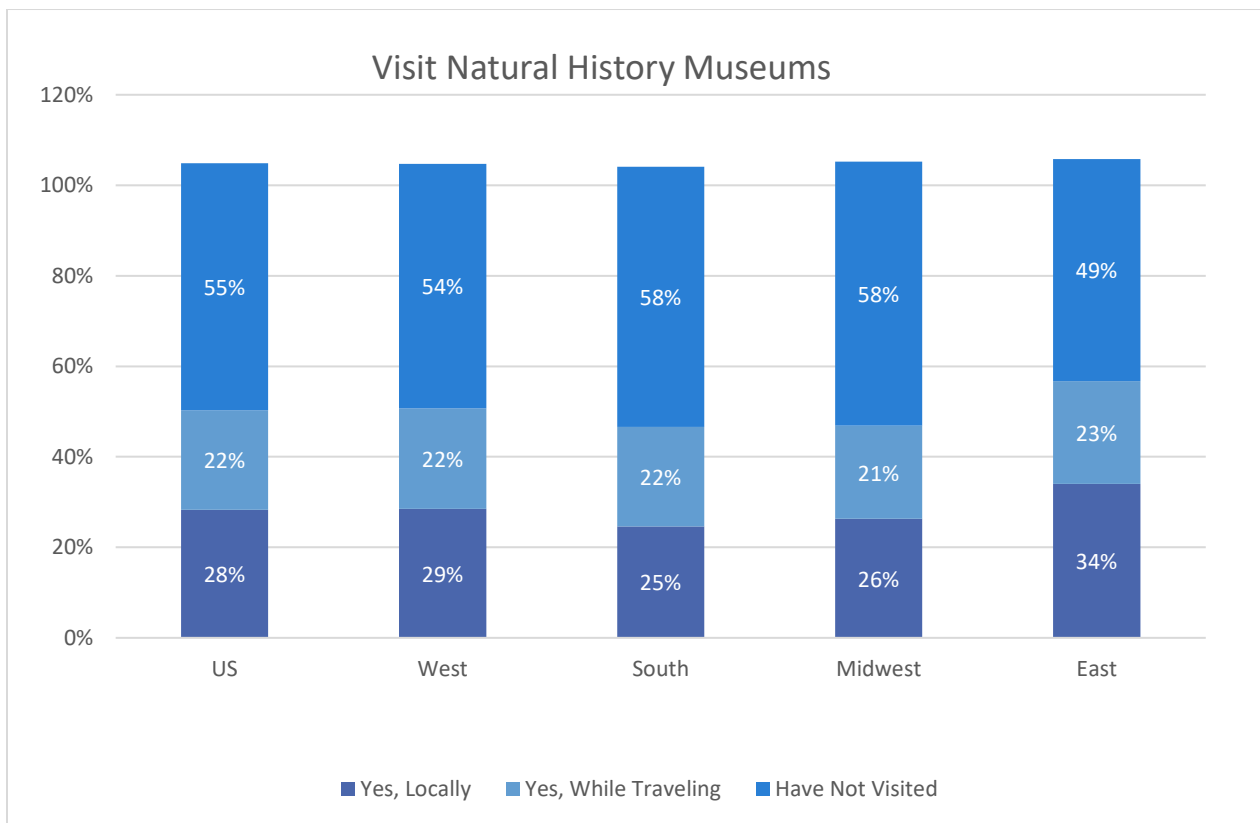
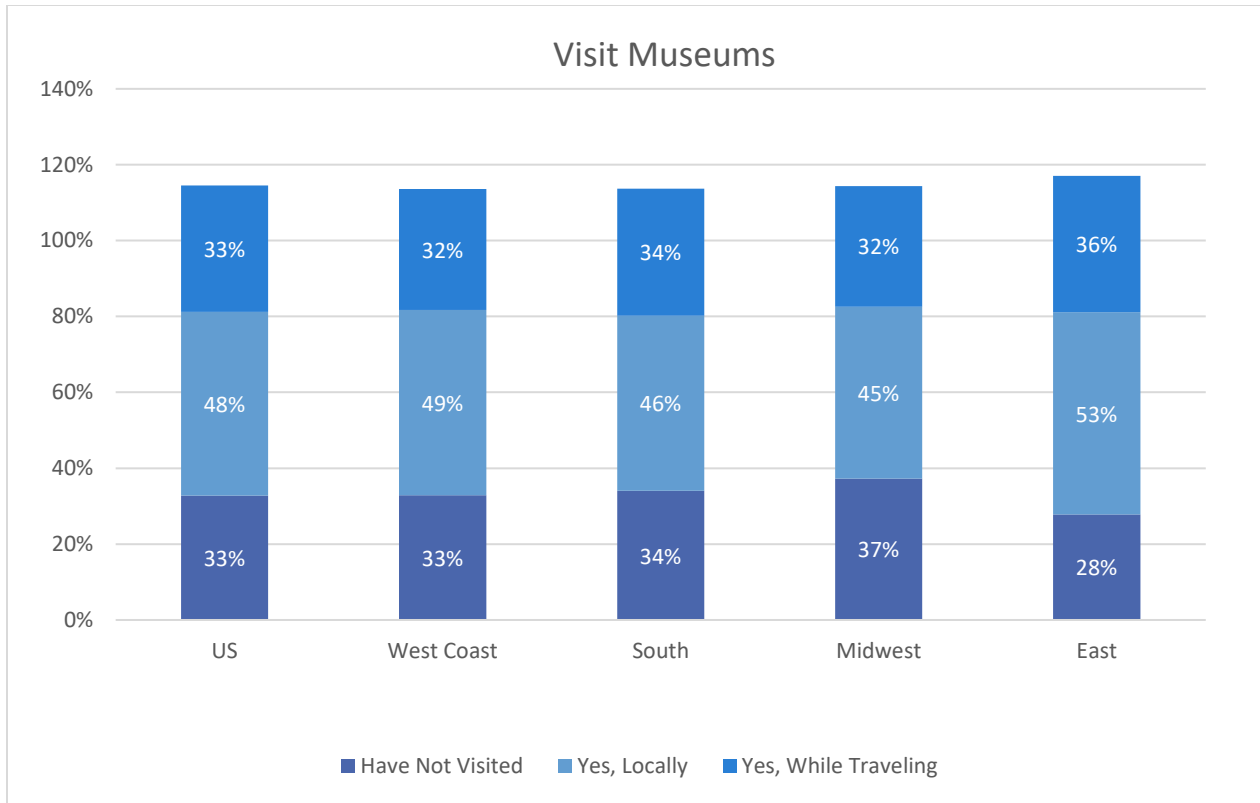
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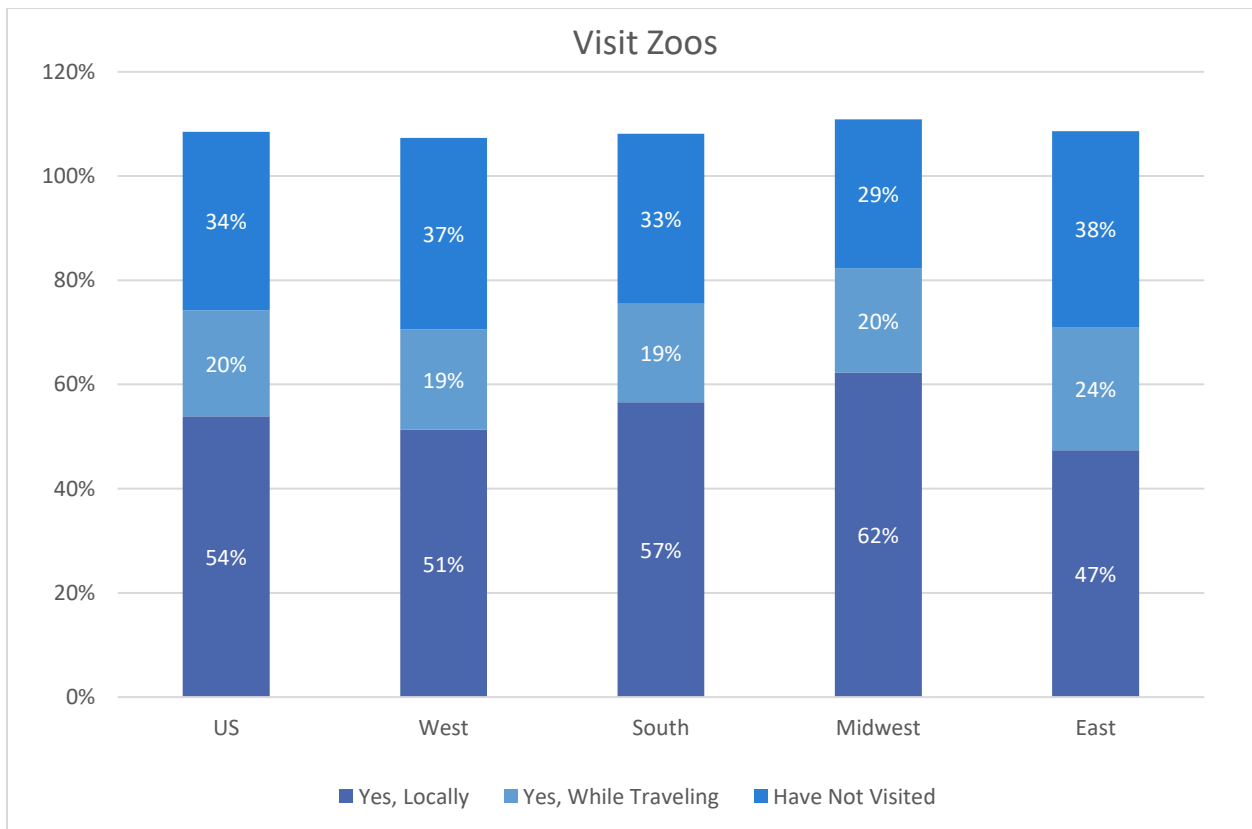
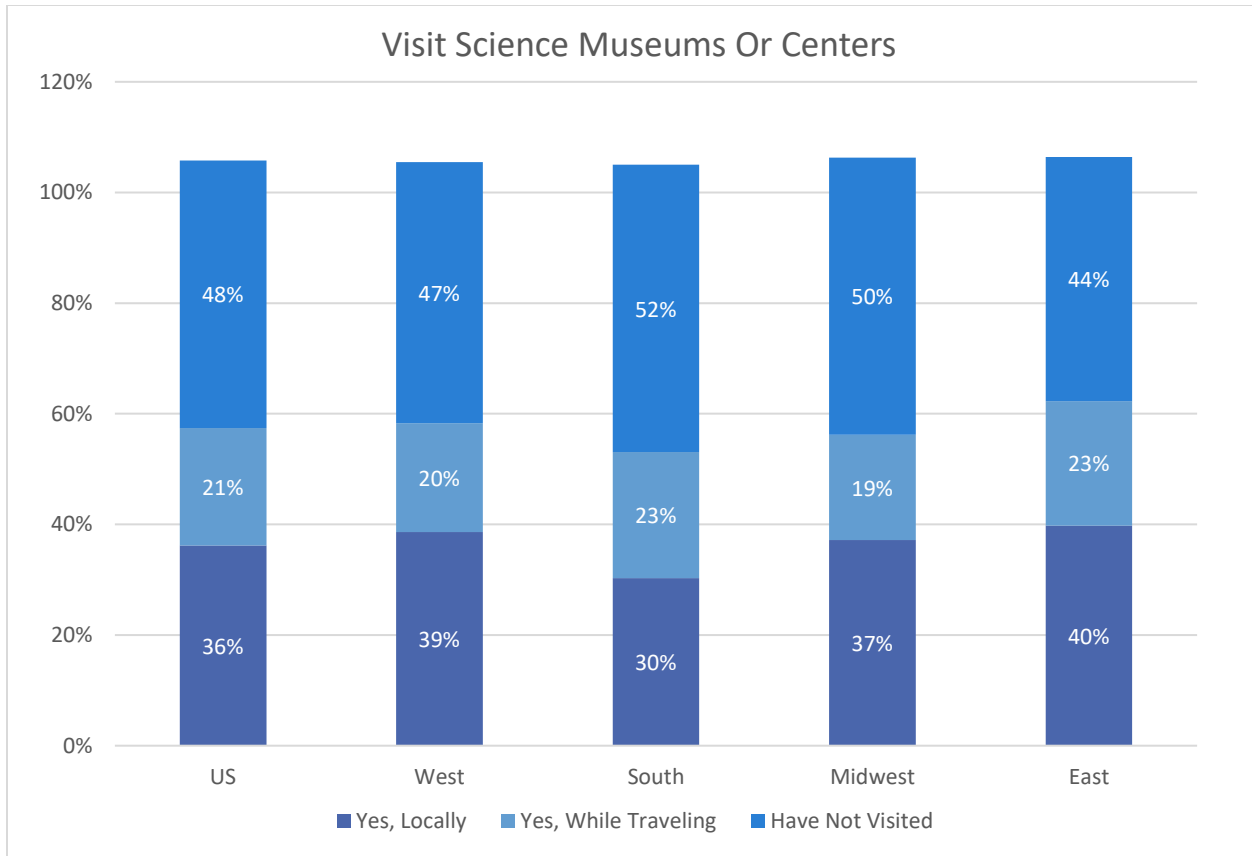
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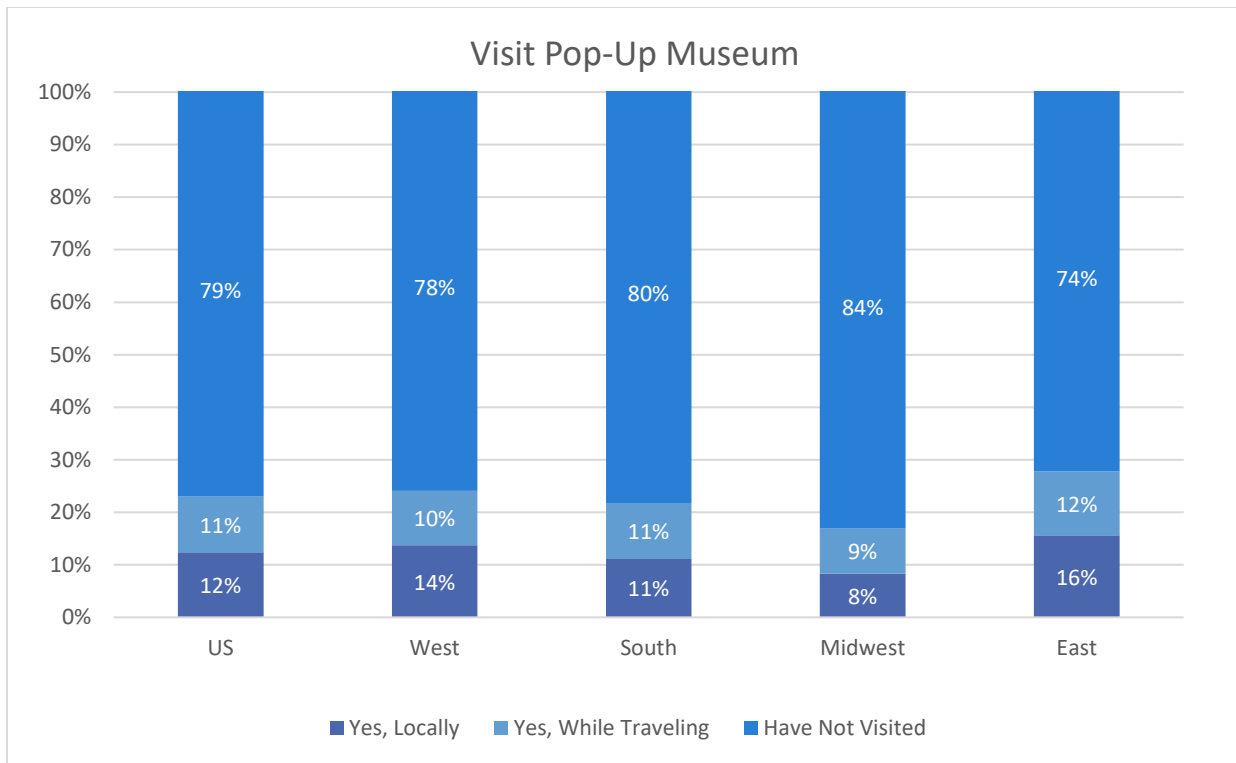
Millennials with children in their household are more likely to have visited cultural attractions except art museums.









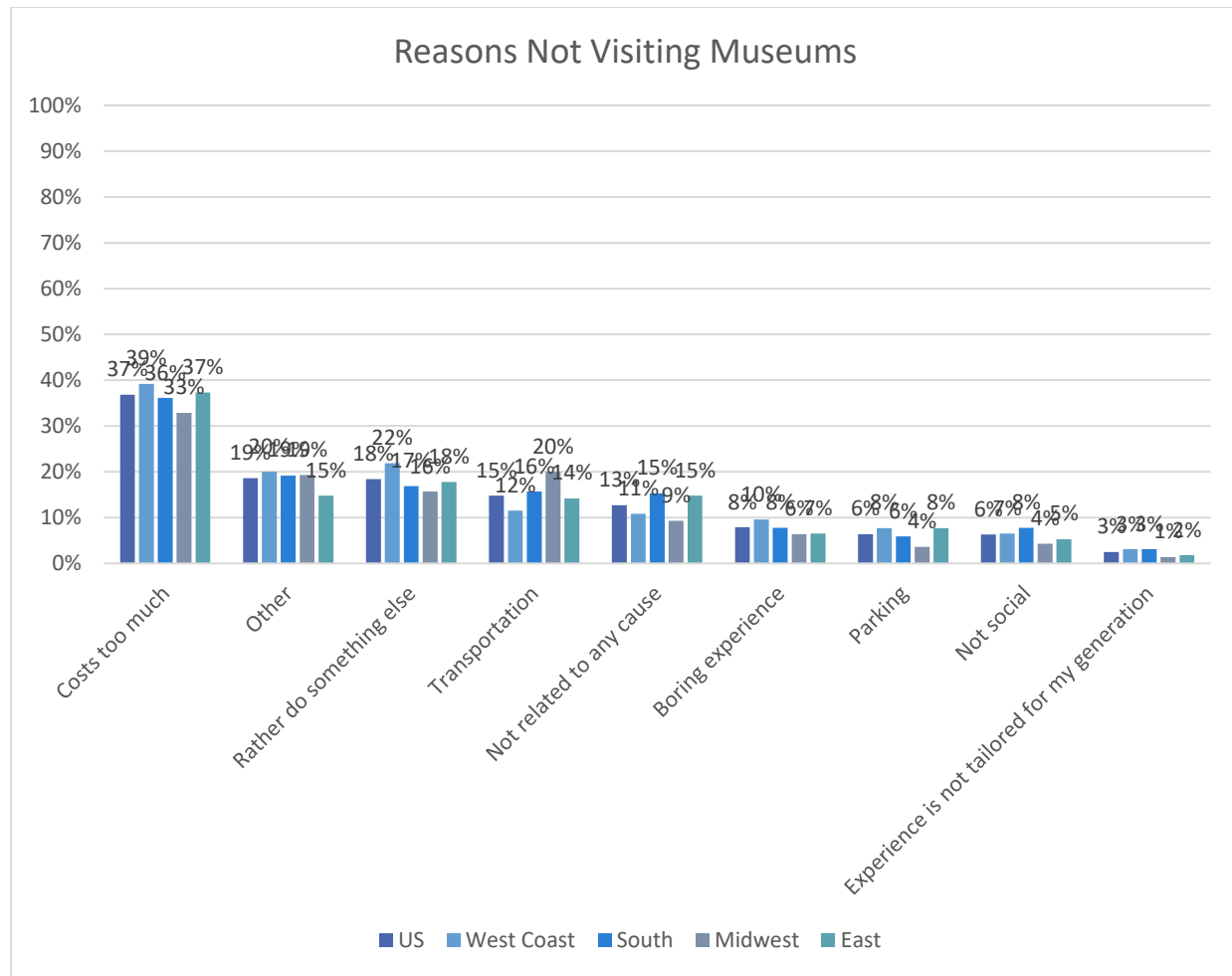




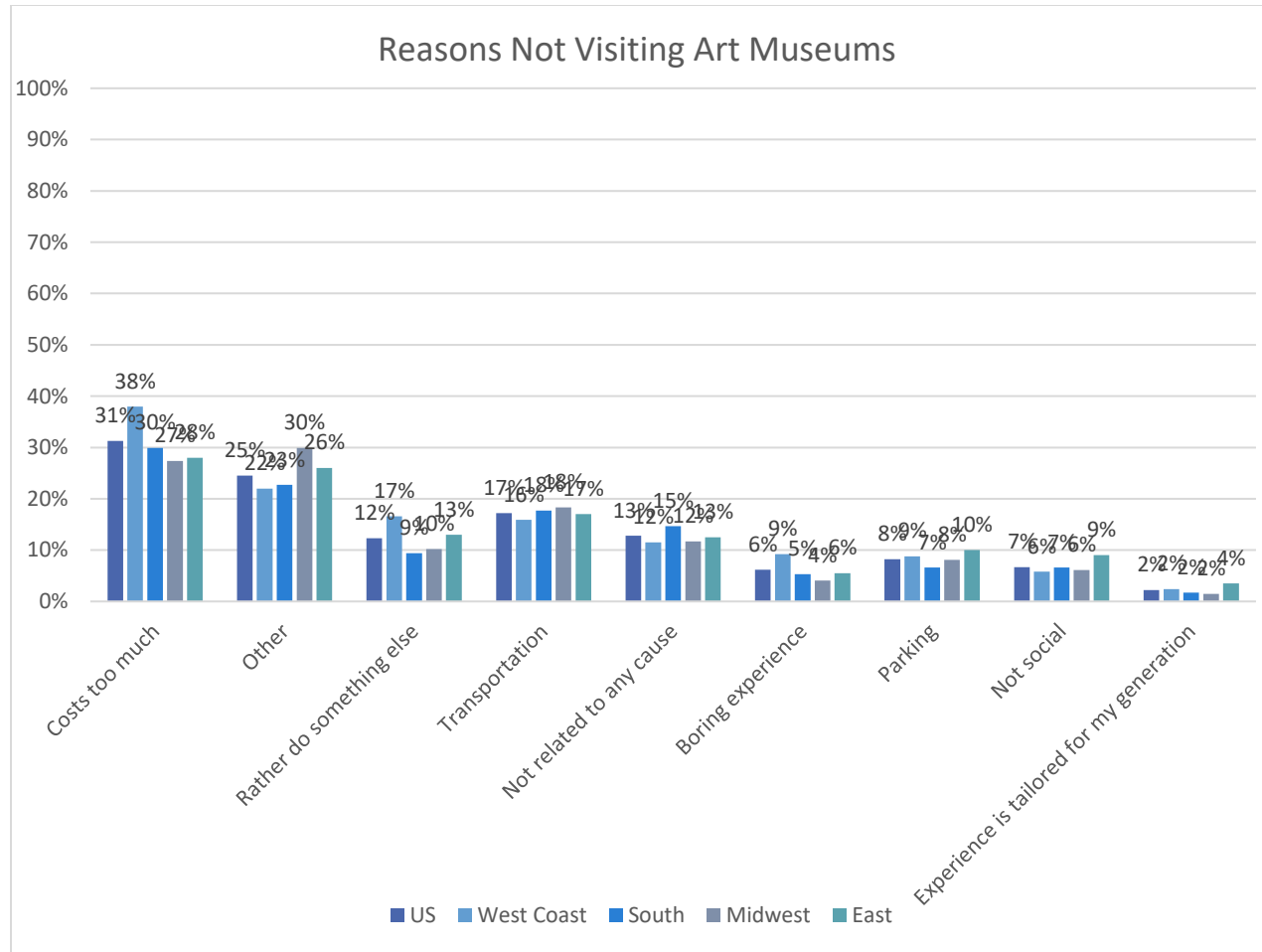
Millennial Engagement Study – April 2018

Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>Visited an art museum</b>											
<b>Yes, Locally</b>	<b>42.4%</b>	43.4%	39.5%	38.3%	47.9%	44.3%	41.2%	42.9%	41.9%	40.6%	45.5%
<b>Yes, While Traveling</b>	<b>24.2%</b>	23.3%	23.9%	22.3%	27.2%	24.3%	24.2%	17.4%	29.3%	22.8%	26.9%
<b>Have Not Visited</b>	<b>43.0%</b>	42.5%	44.9%	48.0%	37.6%	40.5%	44.6%	46.2%	40.8%	45.8%	38.2%
<b>Visited an aquarium</b>											
<b>Yes, Locally</b>	<b>38.7%</b>	39.6%	39.5%	33.3%	40.4%	39.3%	38.3%	48.8%	31.6%	37.5%	40.8%
<b>Yes, While Traveling</b>	<b>25.0%</b>	22.2%	25.1%	28.1%	25.9%	25.5%	24.7%	26.2%	24.0%	22.4%	29.5%
<b>Have Not Visited</b>	<b>42.7%</b>	44.1%	41.2%	45.3%	40.8%	40.8%	43.8%	32.8%	49.6%	45.6%	37.5%
<b>Visited a botanical garden</b>											
<b>Yes, Locally</b>	<b>33.8%</b>	37.9%	33.0%	32.2%	31.1%	33.1%	34.3%	35.5%	32.9%	33.4%	34.4%
<b>Yes, While Traveling</b>	<b>21.0%</b>	21.0%	20.1%	18.6%	24.1%	21.9%	20.5%	17.0%	23.7%	18.4%	25.7%
<b>Have Not Visited</b>	<b>50.2%</b>	46.4%	51.8%	54.1%	50.1%	50.0%	50.4%	51.4%	49.4%	52.4%	46.6%
<b>Visited a museum in general</b>											
<b>Yes, Locally</b>	<b>48.4%</b>	48.8%	46.1%	45.3%	53.3%	46.6%	49.6%	50.4%	46.9%	47.4%	50.3%
<b>Yes, While Traveling</b>	<b>33.3%</b>	31.9%	33.5%	31.8%	36.0%	33.1%	33.5%	26.6%	38.4%	30.3%	38.9%
<b>Have Not Visited</b>	<b>32.8%</b>	32.9%	34.1%	37.3%	27.8%	34.3%	31.9%	33.7%	32.1%	35.7%	27.5%

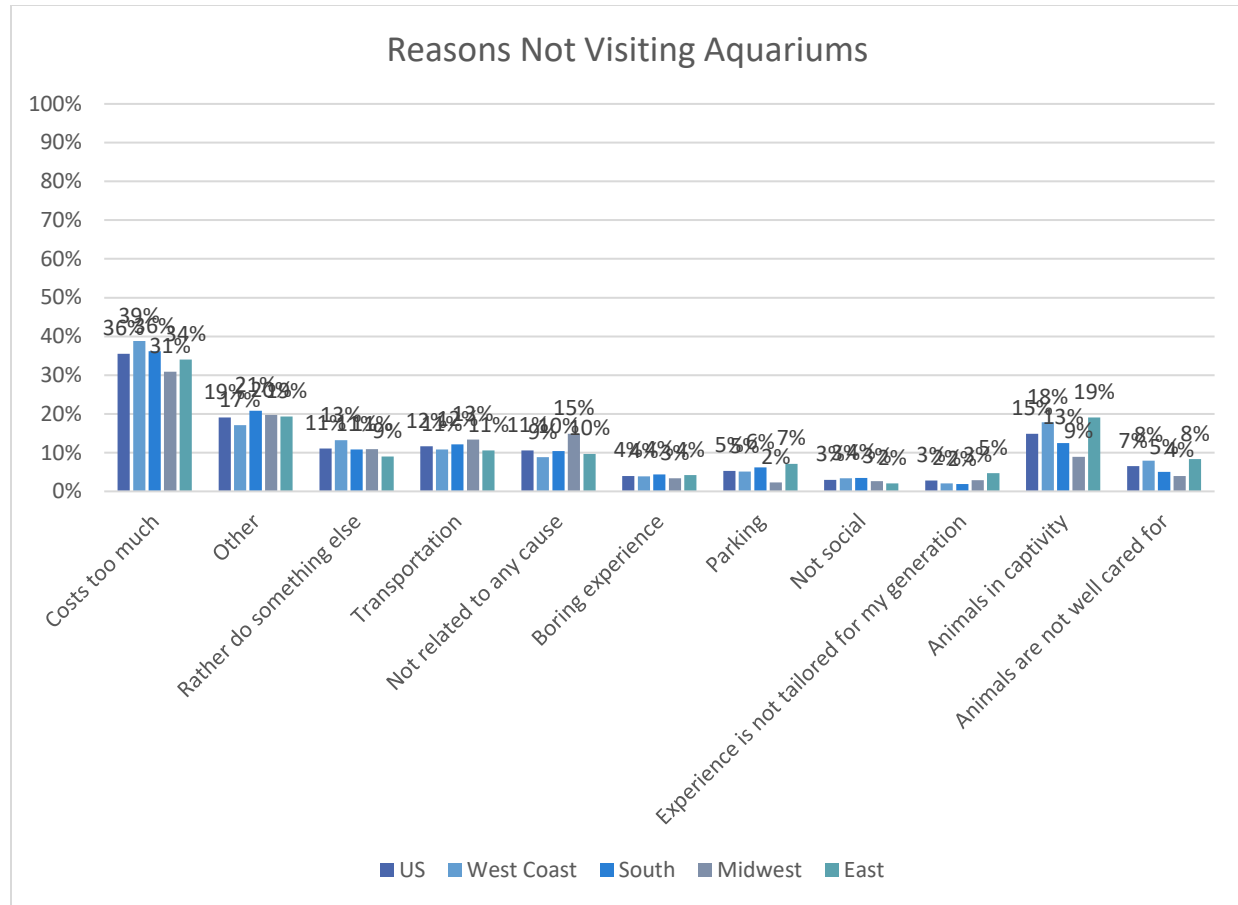
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<b>Visited a natural history museum</b>											
<b>Yes, Locally</b>	<b>28.3%</b>	28.5%	24.6%	26.3%	34.0%	27.9%	28.5%	31.7%	25.7%	25.3%	33.8%
<b>Yes, While Traveling</b>	<b>22.0%</b>	22.2%	22.0%	20.6%	22.7%	22.4%	21.7%	20.4%	23.0%	18.7%	27.8%
<b>Have Not Visited</b>	<b>54.6%</b>	54.0%	57.5%	58.3%	49.1%	53.9%	55.0%	52.3%	56.5%	59.9%	45.2%
<b>Visited a science museum or center</b>											
<b>Yes, Locally</b>	<b>36.2%</b>	38.6%	30.3%	37.2%	39.8%	35.0%	36.9%	41.6%	32.1%	33.9%	40.1%
<b>Yes, While Traveling</b>	<b>21.2%</b>	19.7%	22.8%	19.0%	22.5%	22.7%	20.2%	21.0%	21.2%	17.8%	27.1%
<b>Have Not Visited</b>	<b>48.4%</b>	47.2%	51.9%	50.1%	44.1%	47.5%	48.9%	43.4%	52.1%	52.8%	40.7%
<b>Visited a zoo</b>											
<b>Yes, Locally</b>	<b>53.9%</b>	51.3%	56.6%	62.3%	47.4%	54.9%	53.3%	66.0%	45.4%	54.5%	53.2%
<b>Yes, While Traveling</b>	<b>20.3%</b>	19.3%	18.9%	20.0%	23.6%	19.8%	20.7%	21.2%	19.7%	17.6%	25.1%
<b>Have Not Visited</b>	<b>34.3%</b>	36.7%	32.6%	28.6%	37.6%	33.0%	35.1%	22.9%	42.4%	35.8%	31.4%
<b>Visited a pop-up museum experience</b>											
<b>Yes, Locally</b>	<b>12.4%</b>	13.7%	11.1%	8.3%	15.6%	13.5%	11.7%	13.5%	11.5%	11.1%	14.5%
<b>Yes, While Traveling</b>	<b>10.6%</b>	10.4%	10.7%	8.6%	12.2%	12.4%	9.4%	11.9%	9.4%	7.6%	15.7%
<b>Have Not Visited</b>	<b>78.6%</b>	77.8%	79.9%	84.4%	73.8%	76.1%	80.3%	76.5%	80.5%	82.6%	71.9%



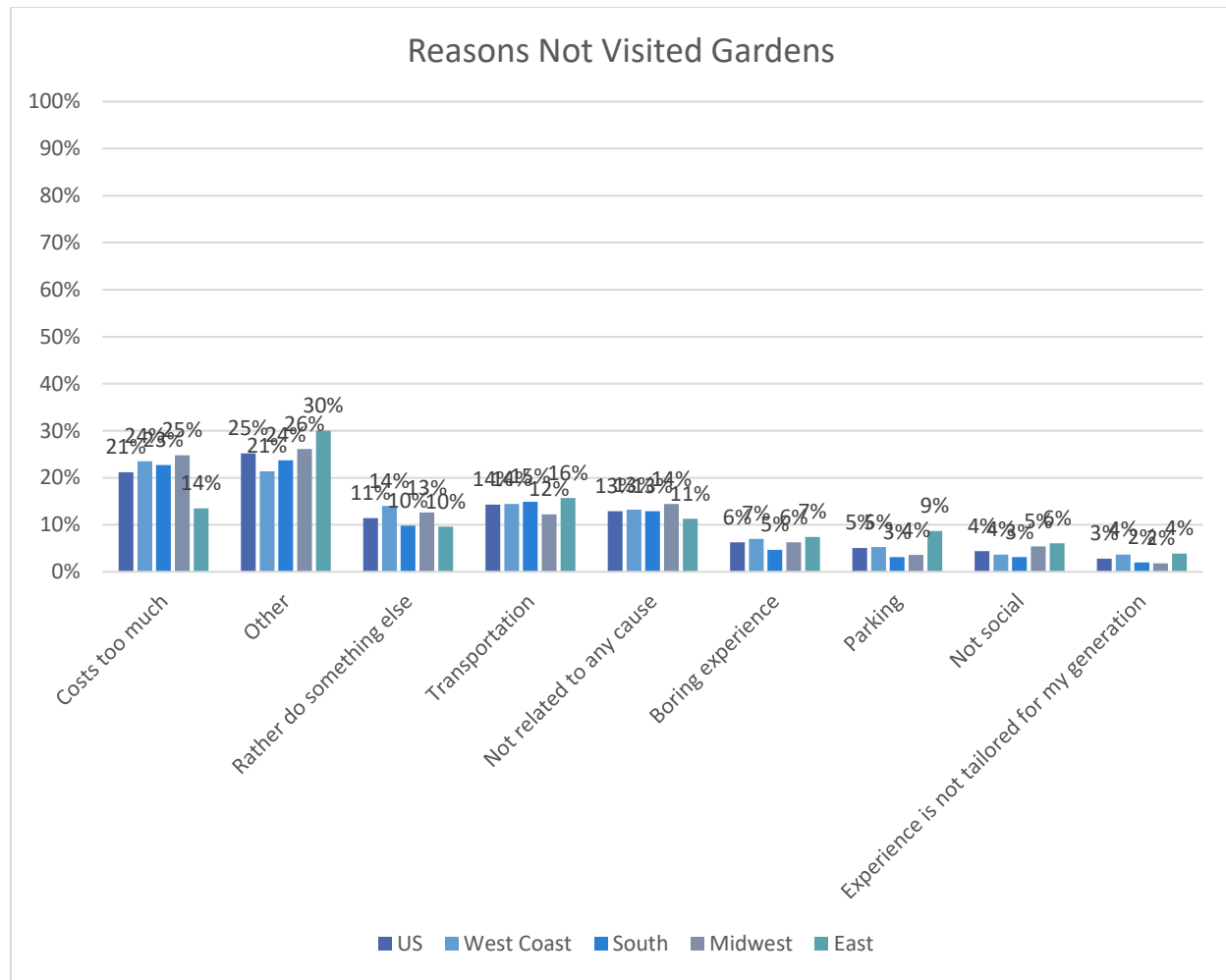
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	824	260	255	140	169	310	514	265	535	570	247
<b>Why haven't you visited any museums or cultural attractions?</b>											
Costs too much	36.8%	39.2%	36.1%	32.9%	37.3%	43.2%	32.9%	41.5%	35.1%	41.1%	27.5%
Other	18.6%	20.0%	19.2%	19.3%	14.8%	13.5%	21.6%	18.9%	18.7%	18.8%	18.6%
Rather do something else	18.4%	21.9%	16.9%	15.7%	17.8%	19.4%	17.9%	9.1%	22.8%	15.6%	25.5%
Transportation	14.8%	11.5%	15.7%	20.0%	14.2%	18.4%	12.6%	16.2%	14.2%	15.6%	13.0%
None of these	14.0%	14.2%	13.7%	13.6%	14.2%	10.0%	16.3%	14.7%	13.5%	13.9%	14.2%
Not related to any cause	12.7%	10.8%	15.3%	9.3%	14.8%	13.2%	12.5%	14.0%	12.0%	12.1%	14.2%
Boring experience	7.9%	9.6%	7.8%	6.4%	6.5%	8.4%	7.6%	3.8%	9.7%	6.3%	11.7%
Parking	6.4%	7.7%	5.9%	3.6%	7.7%	8.1%	5.4%	5.7%	6.7%	7.0%	5.3%
Not social	6.3%	6.5%	7.8%	4.3%	5.3%	8.4%	5.1%	4.5%	7.1%	5.8%	7.3%
Experience is not tailored for my generation	2.5%	3.1%	3.1%	1.4%	1.8%	2.6%	2.5%	2.3%	2.6%	2.3%	2.4%



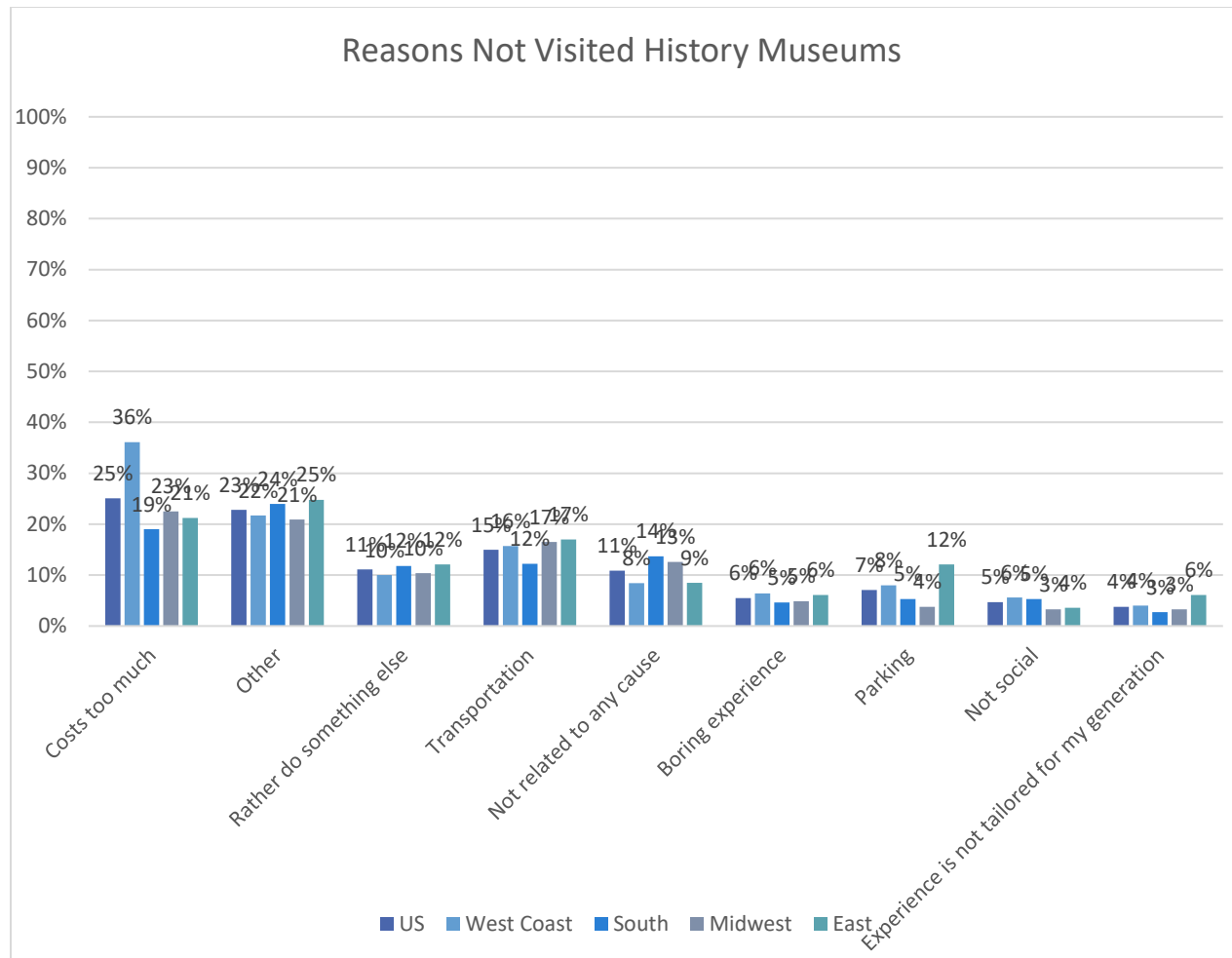
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		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>1053</b>	<b>295</b>	<b>361</b>	<b>197</b>	<b>200</b>	<b>435</b>	<b>618</b>	<b>463</b>	<b>566</b>	<b>793</b>	<b>250</b>
<b>You indicated that you are interested in art, but have no...</b>											
Costs too much	31.3%	38.0%	29.9%	27.4%	28.0%	34.3%	29.3%	33.0%	29.9%	32.7%	26.8%
Other	24.5%	22.0%	22.7%	29.9%	26.0%	21.8%	26.4%	25.5%	24.2%	27.0%	16.4%
Transportation	17.2%	15.9%	17.7%	18.3%	17.0%	21.1%	14.4%	15.3%	18.4%	17.3%	16.4%
Not related to any cause	12.8%	11.5%	14.7%	11.7%	12.5%	11.5%	13.8%	11.9%	13.6%	11.5%	16.4%
Rather do something else	12.3%	16.6%	9.4%	10.2%	13.0%	13.1%	11.7%	10.2%	13.3%	10.3%	18.4%
None of these	11.5%	8.8%	13.3%	10.7%	13.0%	9.7%	12.8%	11.0%	11.7%	11.0%	13.6%
Parking	8.2%	8.8%	6.6%	8.1%	10.0%	8.3%	8.1%	6.9%	8.8%	7.9%	8.8%
Not social	6.7%	5.8%	6.6%	6.1%	9.0%	8.7%	5.3%	6.0%	7.2%	6.2%	8.0%
Boring experience	6.2%	9.2%	5.3%	4.1%	5.5%	7.4%	5.3%	5.6%	6.5%	4.4%	11.6%
Experience is tailored for my generation	2.2%	2.4%	1.7%	1.5%	3.5%	3.2%	1.5%	2.6%	1.8%	2.0%	2.8%



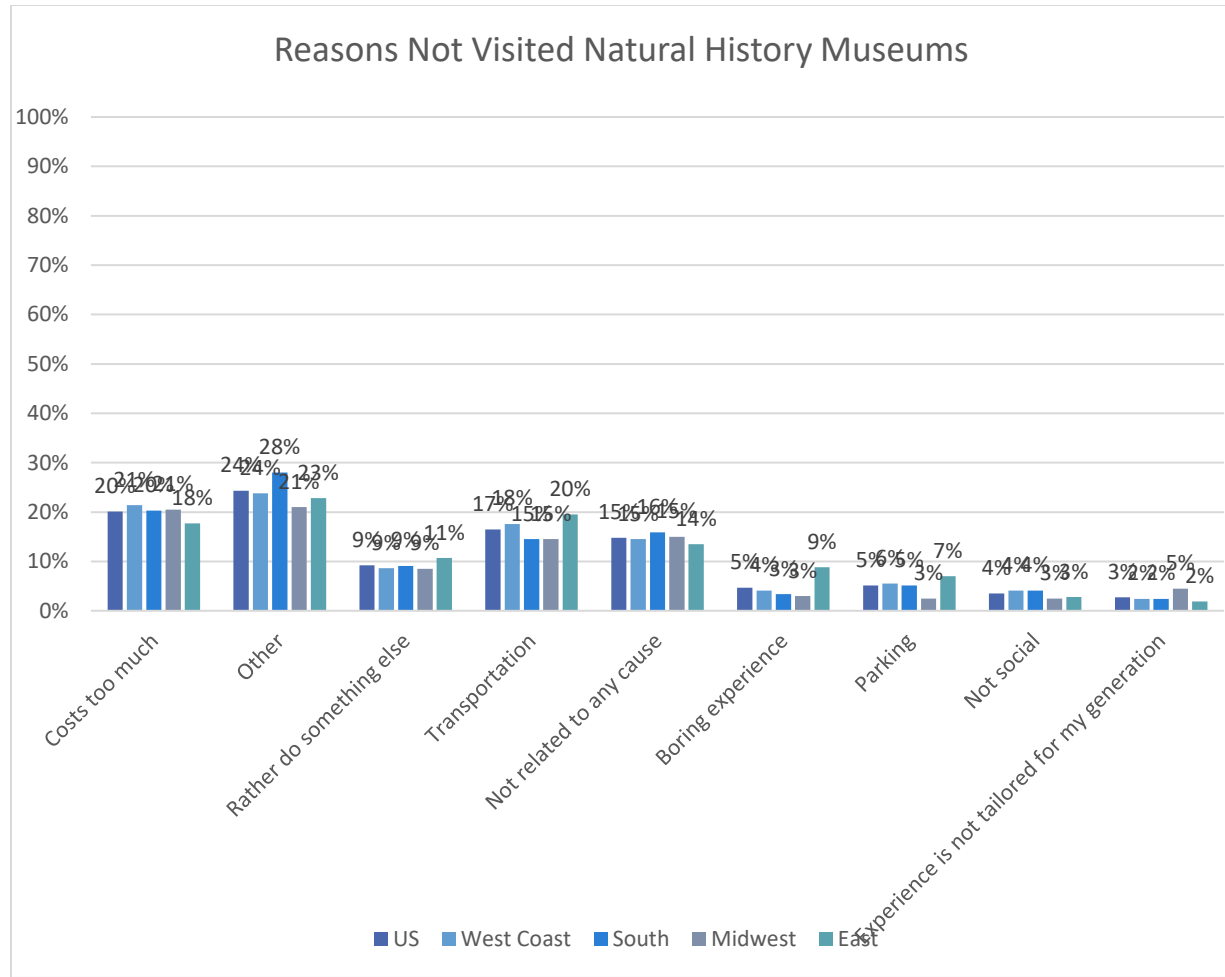
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>1860</b>	<b>567</b>	<b>519</b>	<b>350</b>	<b>424</b>	<b>704</b>	<b>1156</b>	<b>567</b>	<b>1268</b>	<b>1381</b>	<b>468</b>
<b>You indicated that you are interested in animals, but hav...</b>											
Costs too much	35.5%	38.8%	36.2%	30.9%	34.0%	38.2%	33.8%	42.9%	32.0%	37.4%	29.7%
Other	19.1%	17.1%	20.8%	19.7%	19.3%	17.6%	20.1%	20.8%	18.3%	19.8%	17.5%
Animals in captivity	14.9%	17.8%	12.5%	8.9%	19.1%	16.8%	13.8%	8.8%	17.5%	15.4%	13.5%
None of these	13.1%	12.7%	13.3%	12.6%	13.9%	10.5%	14.7%	12.3%	13.6%	12.3%	15.8%
Transportation	11.6%	10.8%	12.1%	13.4%	10.6%	15.9%	9.0%	12.3%	11.3%	11.5%	11.5%
Rather do something else	11.1%	13.2%	10.8%	10.9%	9.0%	10.5%	11.5%	5.5%	13.6%	9.7%	14.7%
Not related to any cause	10.6%	8.8%	10.4%	14.9%	9.7%	10.2%	10.8%	10.6%	10.7%	9.8%	13.0%
Animals are not well cared for	6.5%	7.9%	5.0%	4.0%	8.3%	8.7%	5.1%	3.9%	7.4%	6.4%	6.4%
Parking	5.3%	5.1%	6.2%	2.3%	7.1%	5.1%	5.4%	5.5%	5.2%	5.5%	4.7%
Boring experience	4.0%	3.9%	4.4%	3.4%	4.2%	5.1%	3.4%	3.5%	4.2%	3.3%	6.2%
Not social	3.0%	3.4%	3.5%	2.6%	2.1%	3.4%	2.7%	2.8%	3.1%	2.3%	4.7%
Experience is not tailored for my generation	2.8%	2.1%	1.9%	2.9%	4.7%	2.7%	2.9%	1.9%	3.1%	2.3%	4.1%



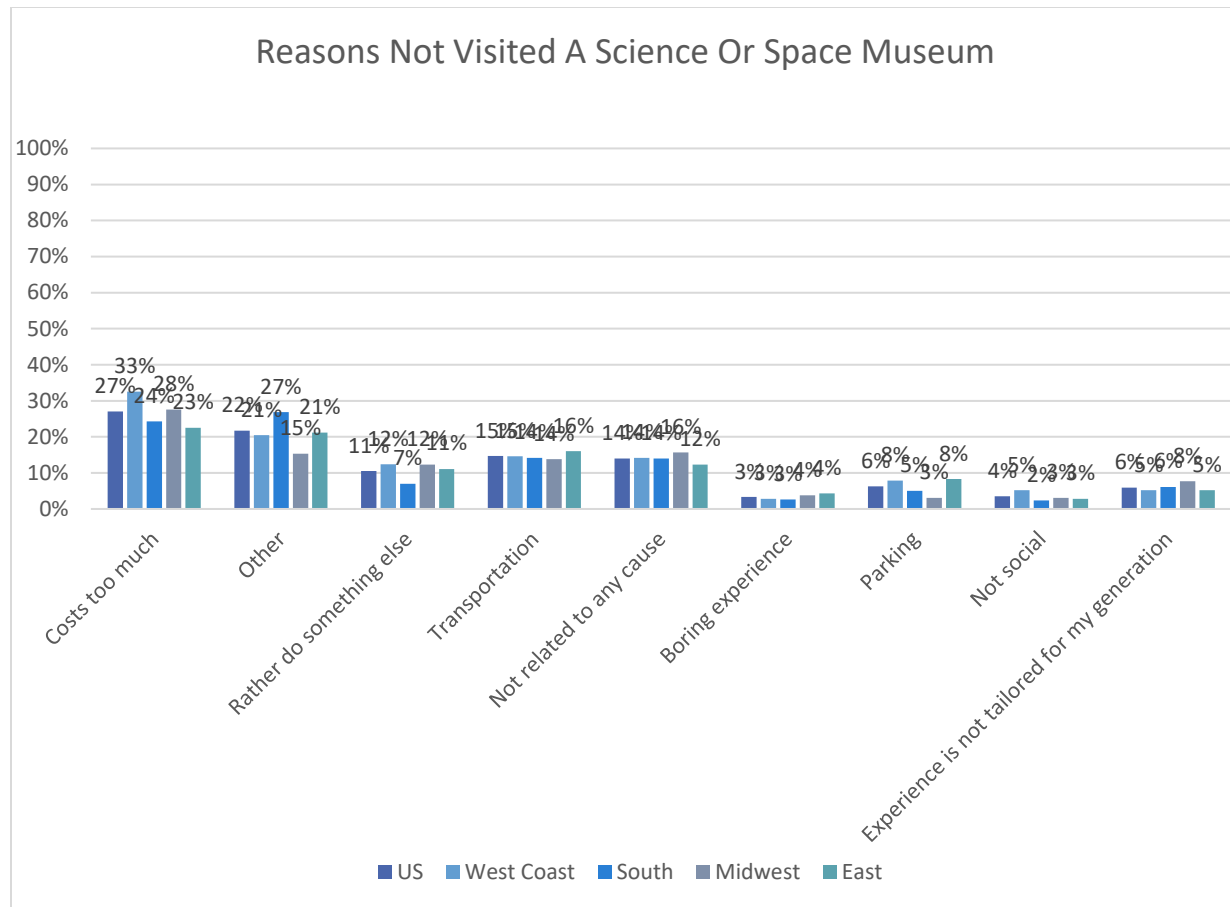
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	990	243	295	222	230	333	657	505	472	773	212
<b>You indicated that you are interested in gardens, but hav...</b>											
Other	25.2%	21.4%	23.7%	26.1%	30.0%	24.6%	25.4%	24.6%	26.1%	27.4%	17.5%
Costs too much	21.2%	23.5%	22.7%	24.8%	13.5%	25.8%	18.9%	22.4%	19.9%	22.8%	15.1%
None of these	17.2%	18.9%	16.6%	13.5%	19.6%	12.6%	19.5%	16.4%	17.6%	17.7%	15.1%
Transportation	14.3%	14.4%	14.9%	12.2%	15.7%	20.1%	11.4%	16.2%	12.5%	13.7%	16.5%
Not related to any cause	12.9%	13.2%	12.9%	14.4%	11.3%	12.6%	13.1%	11.5%	14.6%	11.5%	17.9%
Rather do something else	11.4%	14.0%	9.8%	12.6%	9.6%	9.9%	12.2%	11.1%	12.1%	10.0%	17.0%
Boring experience	6.3%	7.0%	4.7%	6.3%	7.4%	6.9%	5.9%	5.7%	6.8%	4.8%	11.8%
Parking	5.1%	5.3%	3.1%	3.6%	8.7%	7.5%	3.8%	5.0%	5.3%	4.9%	5.2%
Not social	4.4%	3.7%	3.1%	5.4%	6.1%	6.3%	3.5%	4.2%	4.4%	3.1%	8.5%
Experience is not tailored for my generation	2.8%	3.7%	2.0%	1.8%	3.9%	3.0%	2.7%	2.8%	3.0%	1.6%	7.5%



Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	859	249	263	182	165	320	539	361	483	540	313
<b>You indicated that you are interested in history, but hav...</b>											
Costs too much	25.1%	36.1%	19.0%	22.5%	21.2%	27.2%	23.9%	25.2%	24.8%	27.0%	22.0%
Other	22.8%	21.7%	24.0%	20.9%	24.8%	21.3%	23.7%	26.0%	20.7%	26.3%	16.9%
None of these	18.0%	16.9%	17.9%	20.3%	17.6%	14.1%	20.4%	18.0%	18.2%	17.4%	19.2%
Transportation	15.0%	15.7%	12.2%	16.5%	17.0%	17.8%	13.4%	14.1%	15.9%	15.9%	13.1%
Rather do something else	11.1%	10.0%	11.8%	10.4%	12.1%	10.9%	11.1%	7.8%	13.7%	9.4%	14.1%
Not related to any cause	10.9%	8.4%	13.7%	12.6%	8.5%	10.9%	10.9%	11.4%	10.6%	9.4%	13.7%
Parking	7.1%	8.0%	5.3%	3.8%	12.1%	6.3%	7.6%	6.6%	7.5%	7.4%	6.7%
Boring experience	5.5%	6.4%	4.6%	4.9%	6.1%	6.6%	4.8%	3.9%	6.4%	4.3%	7.7%
Not social	4.7%	5.6%	5.3%	3.3%	3.6%	4.7%	4.6%	2.5%	6.2%	4.1%	5.4%
Experience is not tailored for my generation	3.8%	4.0%	2.7%	3.3%	6.1%	3.4%	4.1%	4.2%	3.5%	2.6%	6.1%

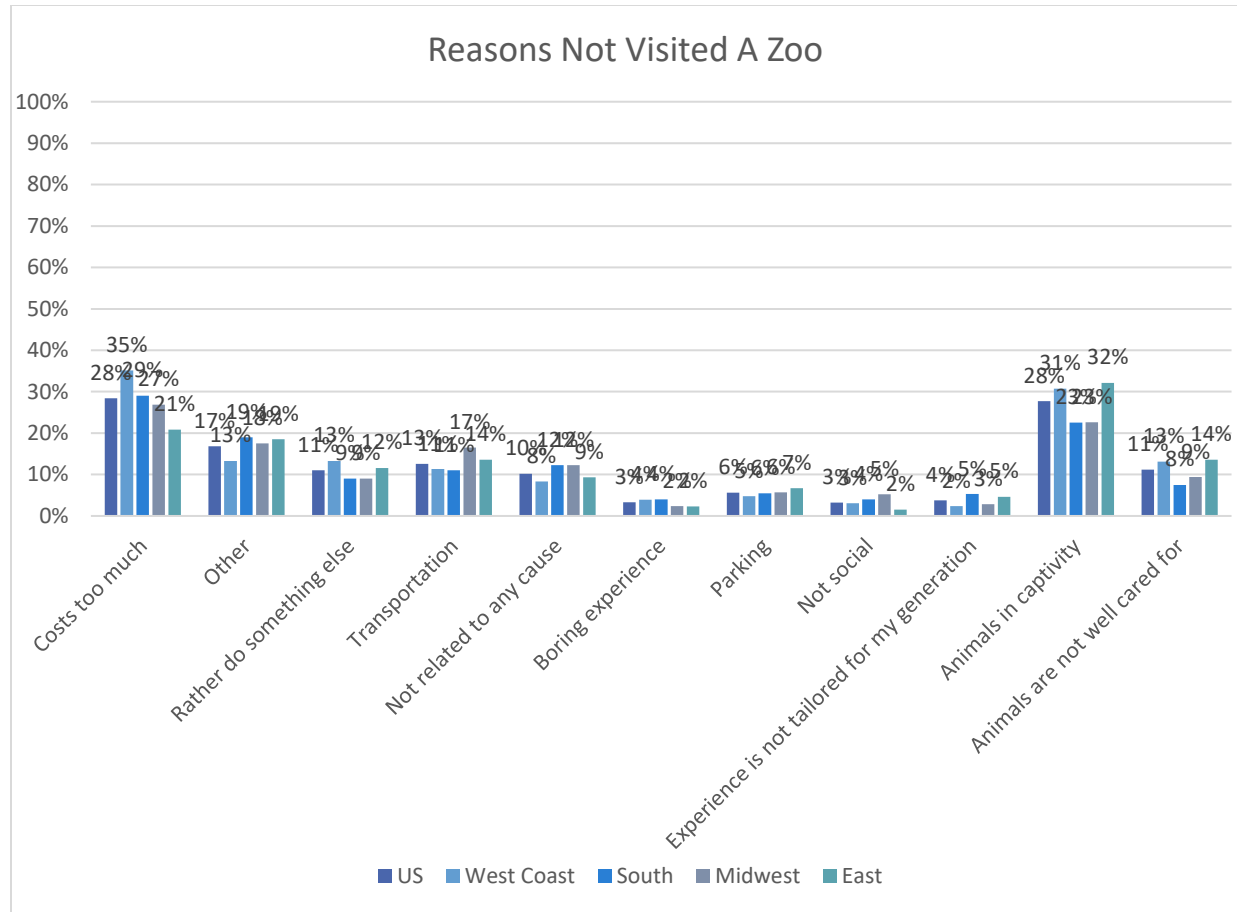


Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>1001</b>	<b>290</b>	<b>296</b>	<b>200</b>	<b>215</b>	<b>348</b>	<b>653</b>	<b>380</b>	<b>601</b>	<b>655</b>	<b>335</b>
<b>You indicated that you are interested in natural history,...</b>											
<b>Other</b>	<b>24.3%</b>	23.8%	28.0%	21.0%	22.8%	25.0%	23.9%	24.5%	24.1%	26.4%	20.3%
<b>Costs too much</b>	<b>20.1%</b>	21.4%	20.3%	20.5%	17.7%	20.4%	19.9%	23.9%	18.0%	21.8%	16.1%
<b>None of these</b>	<b>19.0%</b>	20.3%	16.9%	19.0%	20.0%	12.4%	22.5%	18.4%	19.5%	18.2%	21.2%
<b>Transportation</b>	<b>16.5%</b>	17.6%	14.5%	14.5%	19.5%	22.1%	13.5%	16.1%	17.0%	17.1%	14.9%
<b>Not related to any cause</b>	<b>14.8%</b>	14.5%	15.9%	15.0%	13.5%	13.2%	15.6%	15.3%	14.3%	14.2%	16.1%
<b>Rather do something else</b>	<b>9.2%</b>	8.6%	9.1%	8.5%	10.7%	8.0%	9.8%	7.6%	10.3%	7.9%	10.7%
<b>Parking</b>	<b>5.1%</b>	5.5%	5.1%	2.5%	7.0%	6.3%	4.4%	5.0%	5.2%	4.6%	6.0%
<b>Boring experience</b>	<b>4.7%</b>	4.1%	3.4%	3.0%	8.8%	5.7%	4.1%	3.7%	5.5%	3.1%	7.8%
<b>Not social</b>	<b>3.5%</b>	4.1%	4.1%	2.5%	2.8%	4.0%	3.2%	2.6%	3.7%	2.3%	5.7%
<b>Experience is not tailored for my generation</b>	<b>2.7%</b>	2.4%	2.4%	4.5%	1.9%	2.6%	2.8%	2.9%	2.5%	1.8%	4.2%



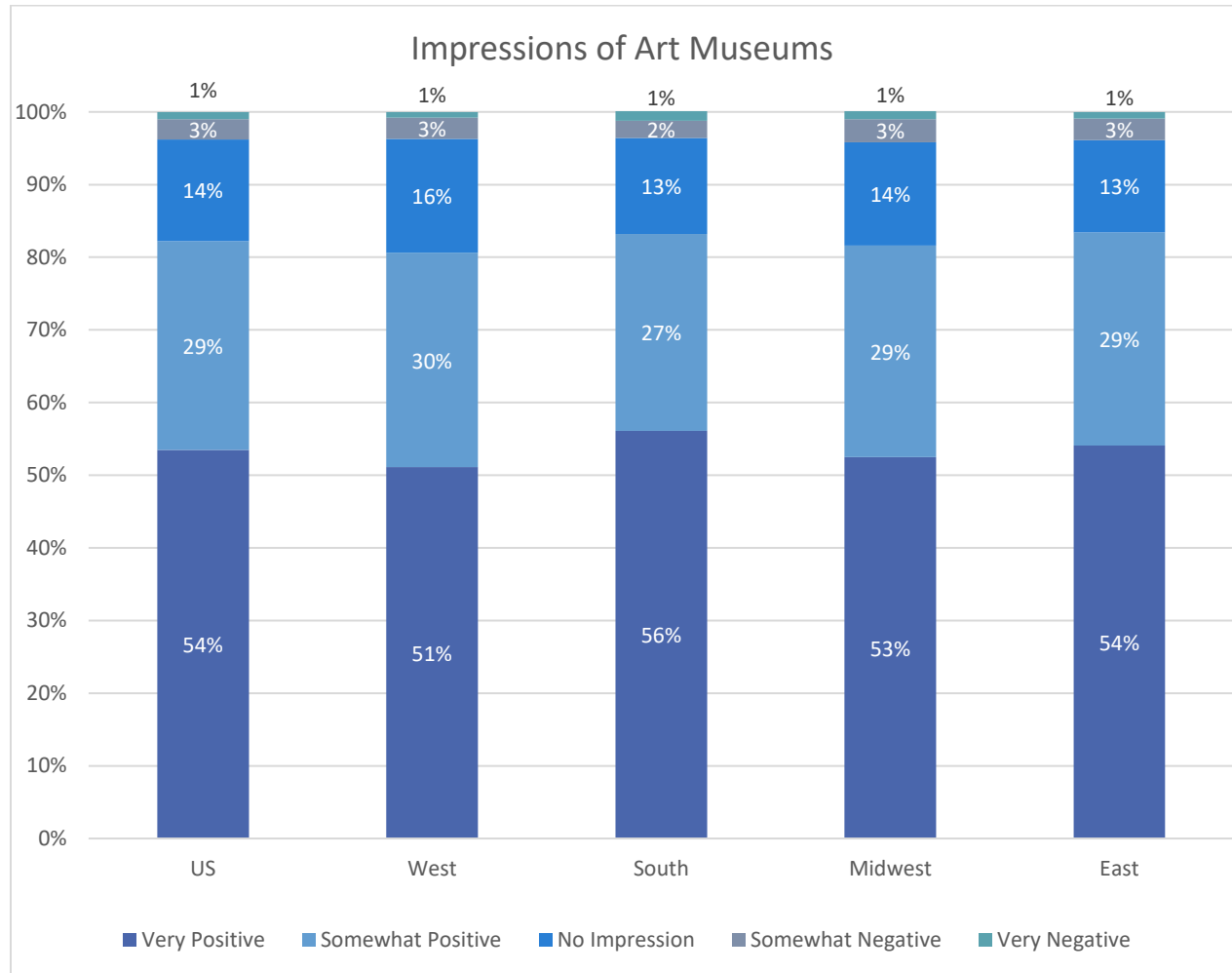
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>1501</b>	<b>458</b>	<b>457</b>	<b>261</b>	<b>325</b>	<b>555</b>	<b>946</b>	<b>510</b>	<b>963</b>	<b>918</b>	<b>574</b>
<b>You indicated that you are interested in science or space...</b>											
Costs too much	27.0%	32.5%	24.3%	27.6%	22.5%	31.4%	24.4%	30.6%	25.1%	28.9%	24.0%
Other	21.7%	20.5%	26.9%	15.3%	21.2%	18.6%	23.6%	24.3%	20.2%	23.5%	18.8%
None of these	16.7%	15.1%	16.6%	18.4%	17.8%	13.7%	18.5%	17.3%	16.8%	15.8%	18.3%
Transportation	14.7%	14.6%	14.2%	13.8%	16.0%	17.5%	13.0%	15.7%	13.9%	14.3%	15.0%
Not related to any cause	14.0%	14.2%	14.0%	15.7%	12.3%	13.7%	14.2%	13.1%	14.4%	13.5%	15.0%
Rather do something else	10.5%	12.4%	7.0%	12.3%	11.1%	11.2%	10.0%	6.3%	12.8%	9.6%	12.0%
Parking	6.3%	7.9%	5.0%	3.1%	8.3%	7.0%	5.8%	6.1%	6.3%	6.1%	6.6%
Experience is not tailored for my generation	5.9%	5.2%	6.1%	7.7%	5.2%	7.6%	5.0%	3.1%	7.3%	5.3%	7.0%
Not social	3.5%	5.2%	2.4%	3.1%	2.8%	4.3%	3.0%	3.1%	3.3%	2.6%	4.5%
Boring experience	3.3%	2.8%	2.6%	3.8%	4.3%	3.6%	3.1%	2.5%	3.5%	2.0%	5.4%



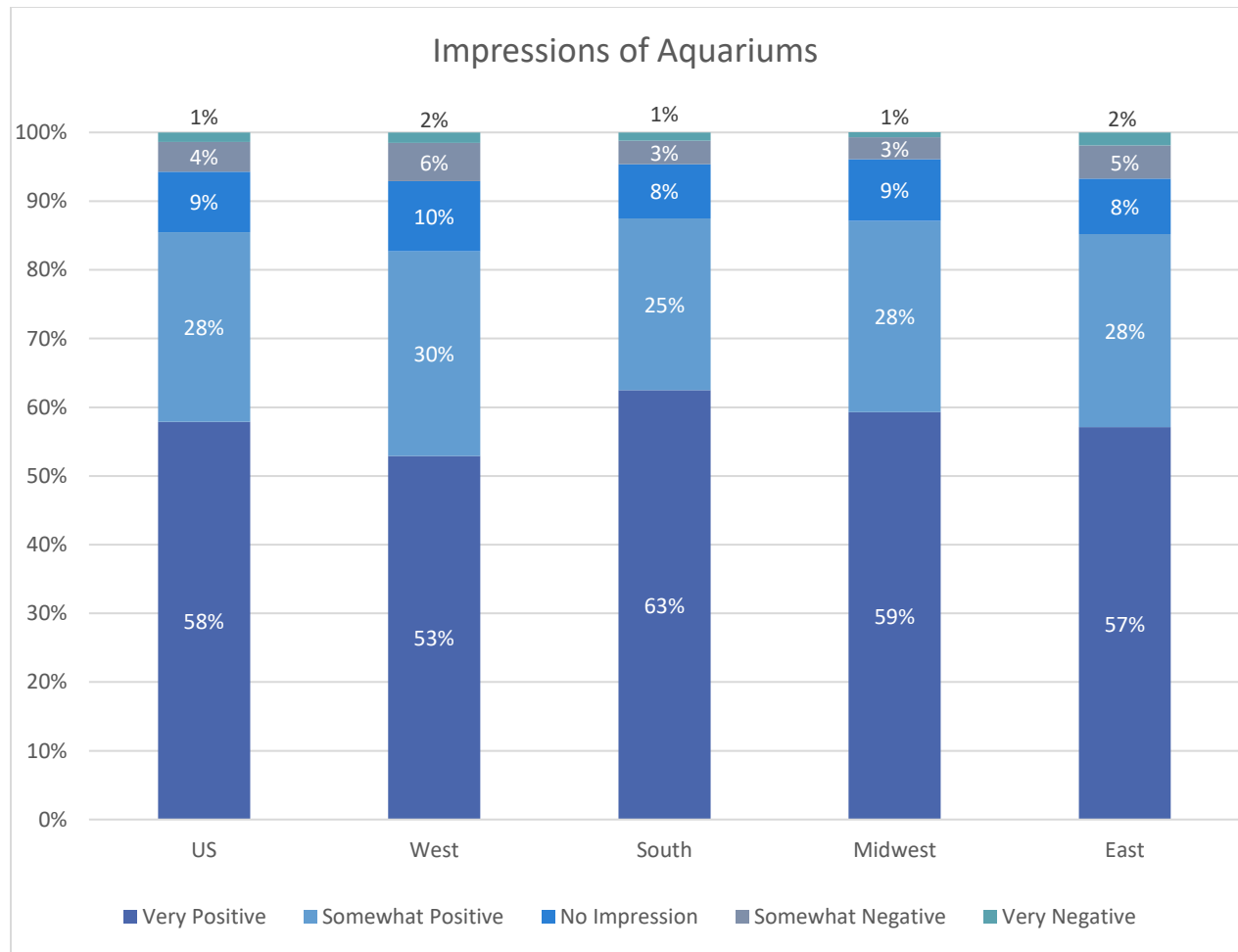


Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>1460</b>	<b>459</b>	<b>400</b>	<b>212</b>	<b>389</b>	<b>559</b>	<b>901</b>	<b>386</b>	<b>1055</b>	<b>1071</b>	<b>378</b>
<b>You indicated that you are interested in animals, but hav...</b>											
<b>Costs too much</b>	<b>28.4%</b>	<b>35.1%</b>	<b>29.0%</b>	<b>26.9%</b>	<b>20.8%</b>	<b>31.7%</b>	<b>26.4%</b>	<b>33.7%</b>	<b>26.2%</b>	<b>29.2%</b>	<b>25.9%</b>
<b>Animals in captivity</b>	<b>27.7%</b>	<b>30.7%</b>	<b>22.5%</b>	<b>22.6%</b>	<b>32.1%</b>	<b>29.0%</b>	<b>26.9%</b>	<b>20.5%</b>	<b>30.2%</b>	<b>28.7%</b>	<b>24.6%</b>
<b>Other</b>	<b>16.8%</b>	<b>13.3%</b>	<b>19.0%</b>	<b>17.5%</b>	<b>18.5%</b>	<b>15.9%</b>	<b>17.4%</b>	<b>19.7%</b>	<b>16.0%</b>	<b>17.8%</b>	<b>14.6%</b>
<b>Transportation</b>	<b>12.6%</b>	<b>11.3%</b>	<b>11.0%</b>	<b>16.5%</b>	<b>13.6%</b>	<b>15.9%</b>	<b>10.5%</b>	<b>12.7%</b>	<b>12.6%</b>	<b>12.4%</b>	<b>12.2%</b>
<b>None of these</b>	<b>11.7%</b>	<b>10.9%</b>	<b>12.8%</b>	<b>12.3%</b>	<b>11.3%</b>	<b>9.1%</b>	<b>13.3%</b>	<b>11.4%</b>	<b>11.8%</b>	<b>11.1%</b>	<b>13.8%</b>
<b>Animals are not well cared for</b>	<b>11.2%</b>	<b>13.1%</b>	<b>7.5%</b>	<b>9.4%</b>	<b>13.6%</b>	<b>13.1%</b>	<b>10.0%</b>	<b>6.7%</b>	<b>12.6%</b>	<b>11.7%</b>	<b>9.8%</b>
<b>Rather do something else</b>	<b>11.0%</b>	<b>13.3%</b>	<b>9.0%</b>	<b>9.0%</b>	<b>11.6%</b>	<b>10.9%</b>	<b>11.1%</b>	<b>6.0%</b>	<b>12.9%</b>	<b>9.1%</b>	<b>16.1%</b>
<b>Not related to any cause</b>	<b>10.2%</b>	<b>8.3%</b>	<b>12.3%</b>	<b>12.3%</b>	<b>9.3%</b>	<b>9.1%</b>	<b>10.9%</b>	<b>9.6%</b>	<b>10.4%</b>	<b>9.8%</b>	<b>11.6%</b>
<b>Parking</b>	<b>5.6%</b>	<b>4.8%</b>	<b>5.5%</b>	<b>5.7%</b>	<b>6.7%</b>	<b>6.3%</b>	<b>5.2%</b>	<b>5.2%</b>	<b>5.7%</b>	<b>5.2%</b>	<b>6.6%</b>
<b>Experience is not tailored for my generation</b>	<b>3.8%</b>	<b>2.4%</b>	<b>5.3%</b>	<b>2.8%</b>	<b>4.6%</b>	<b>4.1%</b>	<b>3.7%</b>	<b>4.4%</b>	<b>3.7%</b>	<b>3.3%</b>	<b>5.6%</b>
<b>Boring experience</b>	<b>3.3%</b>	<b>3.9%</b>	<b>4.0%</b>	<b>2.4%</b>	<b>2.3%</b>	<b>4.3%</b>	<b>2.7%</b>	<b>3.9%</b>	<b>3.0%</b>	<b>2.5%</b>	<b>5.6%</b>
<b>Not social</b>	<b>3.2%</b>	<b>3.1%</b>	<b>4.0%</b>	<b>5.2%</b>	<b>1.5%</b>	<b>3.4%</b>	<b>3.1%</b>	<b>3.4%</b>	<b>3.1%</b>	<b>2.8%</b>	<b>4.5%</b>

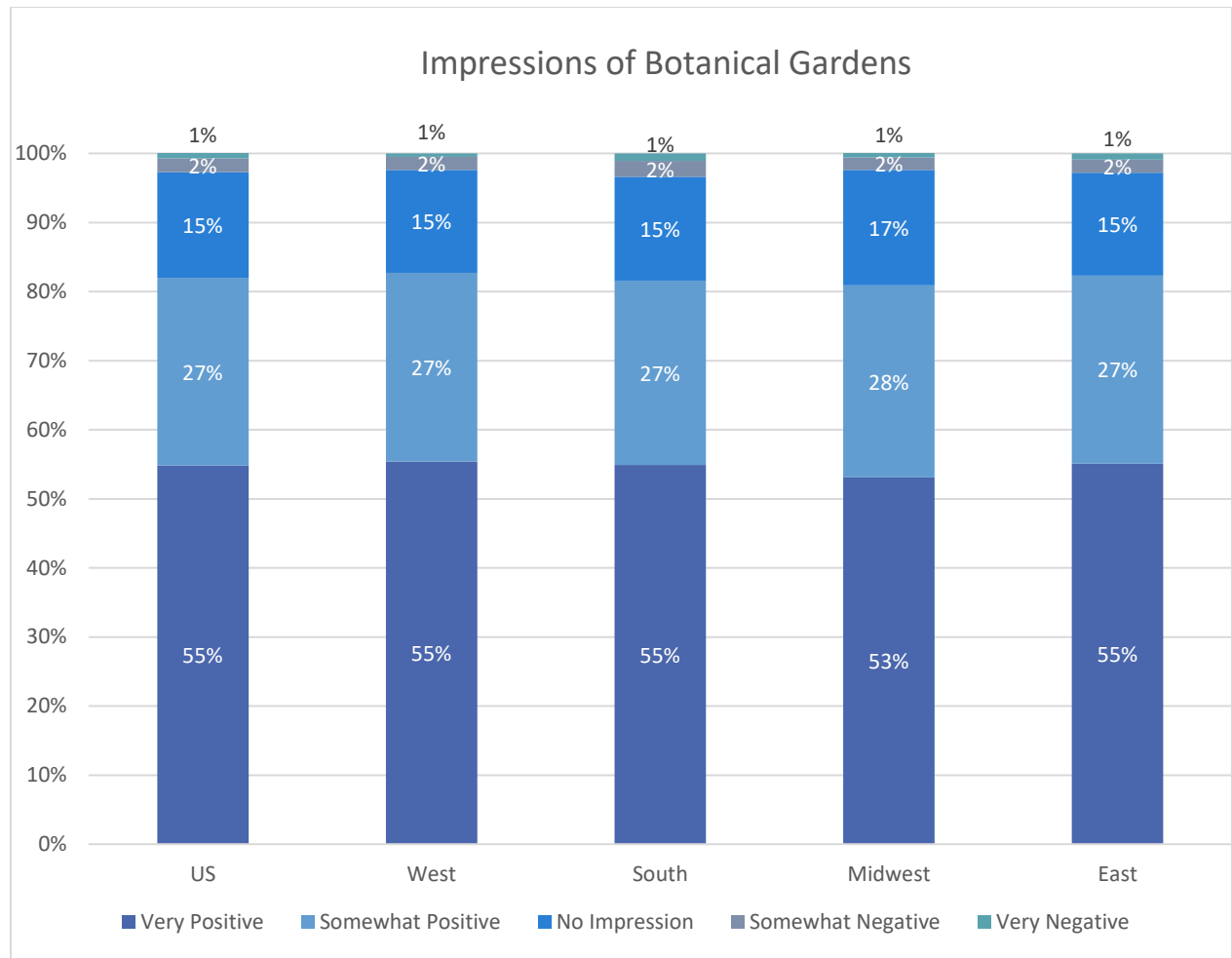
## Impressions



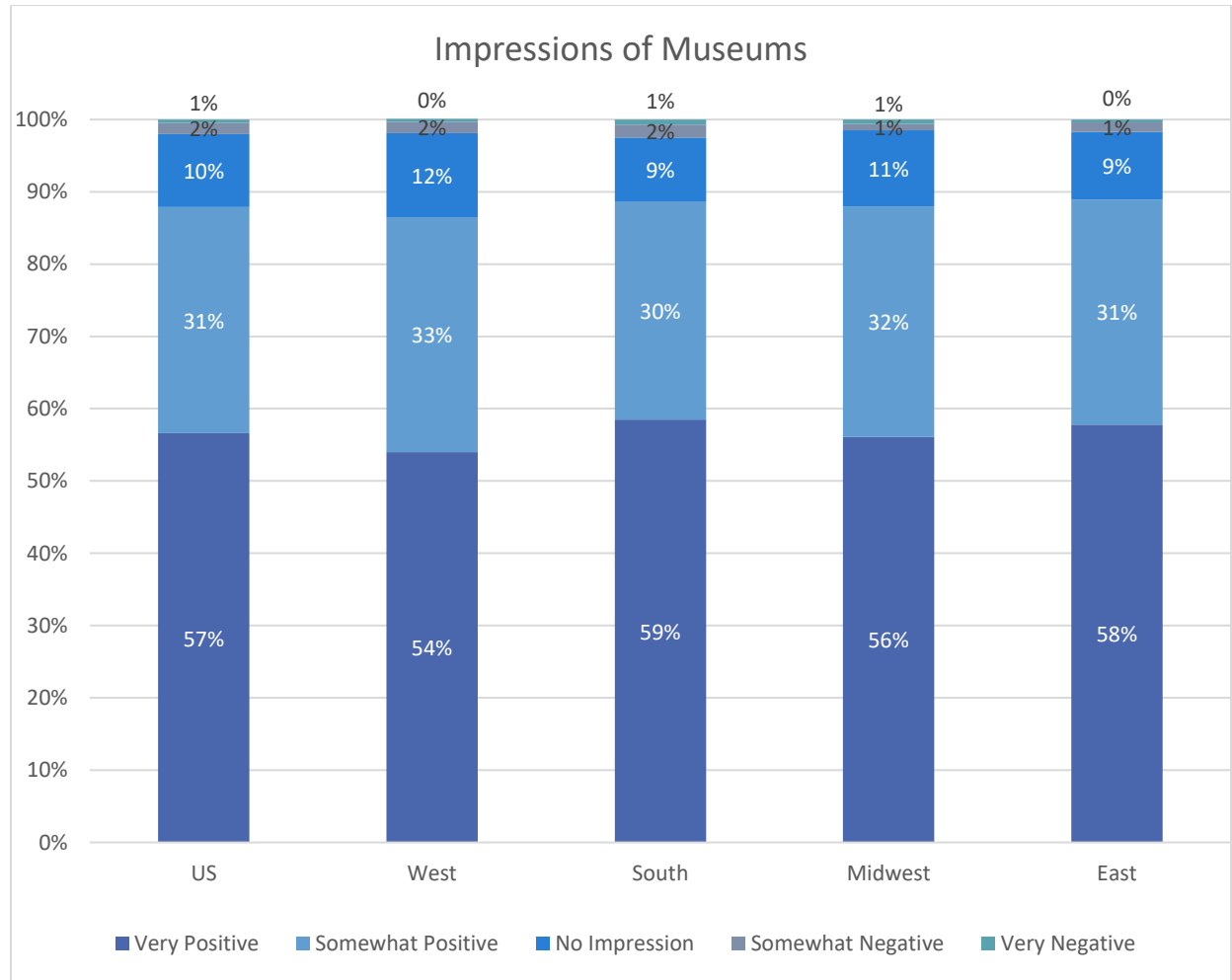
Break % Respondents	Total	Region				Age Range		Children		Gender		Visited an art museum		
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male	Yes, Locally	Yes, While Traveling	Have Not Visited
Base	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388	2864	1635	2902
An art museum														
Very Positive	53.5%	51.1%	56.1%	52.5%	54.1%	54.2%	53.1%	55.2%	52.6%	57.0%	47.2%	68.3%	61.8%	39.1%
Somewhat Positive	28.7%	29.5%	27.1%	29.1%	29.3%	27.7%	29.3%	27.4%	29.5%	27.9%	30.2%	24.0%	27.7%	31.8%
No Impression	14.0%	15.7%	13.2%	14.2%	12.7%	13.7%	14.1%	14.3%	13.7%	12.3%	16.9%	6.1%	9.0%	22.5%
Somewhat Negative	2.8%	2.9%	2.4%	3.2%	3.0%	3.3%	2.5%	2.2%	3.2%	2.1%	4.1%	1.1%	1.3%	4.7%
Very Negative	1.0%	0.8%	1.3%	1.1%	0.9%	1.1%	1.0%	1.0%	1.0%	0.7%	1.6%	0.5%	0.1%	1.9%



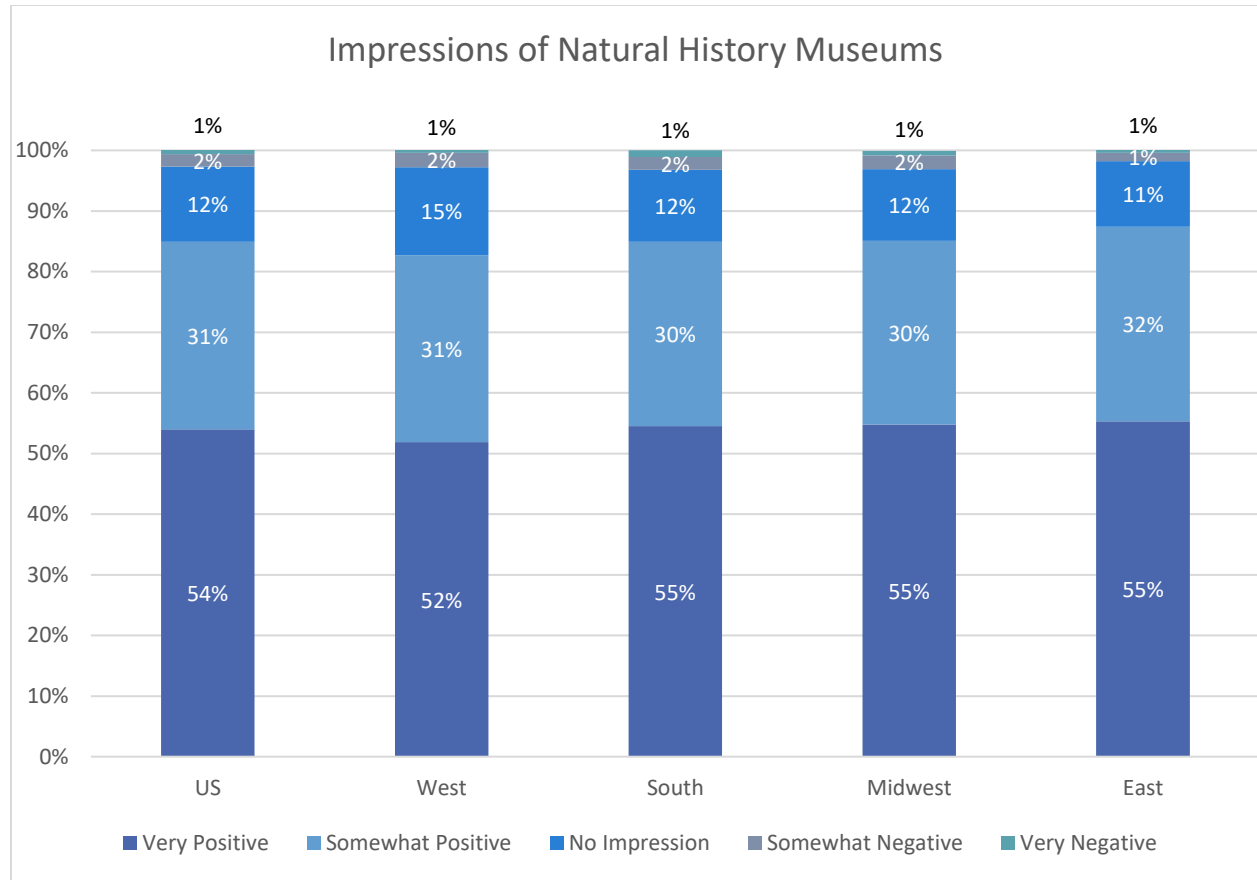
Break % Respondents	Total	Region				Age Range		Children		Gender		Visited an aquarium		
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male	Yes, Locally	Yes, While Traveling	Have Not Visited
Base	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388	2611	1686	2879
An aquarium														
Very Positive	57.9%	52.9%	62.5%	59.3%	57.1%	58.5%	57.5%	68.2%	50.6%	60.4%	53.5%	71.7%	67.3%	42.8%
Somewhat Positive	27.6%	29.8%	25.0%	27.8%	28.1%	26.4%	28.4%	21.9%	31.7%	26.5%	29.8%	22.5%	24.2%	33.1%
No Impression	8.8%	10.2%	7.9%	9.0%	8.1%	8.9%	8.7%	6.7%	10.1%	7.2%	11.5%	3.7%	5.9%	14.1%
Somewhat Negative	4.3%	5.6%	3.4%	3.2%	4.8%	4.6%	4.2%	2.2%	5.9%	4.6%	3.7%	1.7%	1.8%	7.6%
Very Negative	1.4%	1.5%	1.2%	0.8%	1.9%	1.6%	1.3%	0.9%	1.7%	1.3%	1.6%	0.4%	0.7%	2.5%



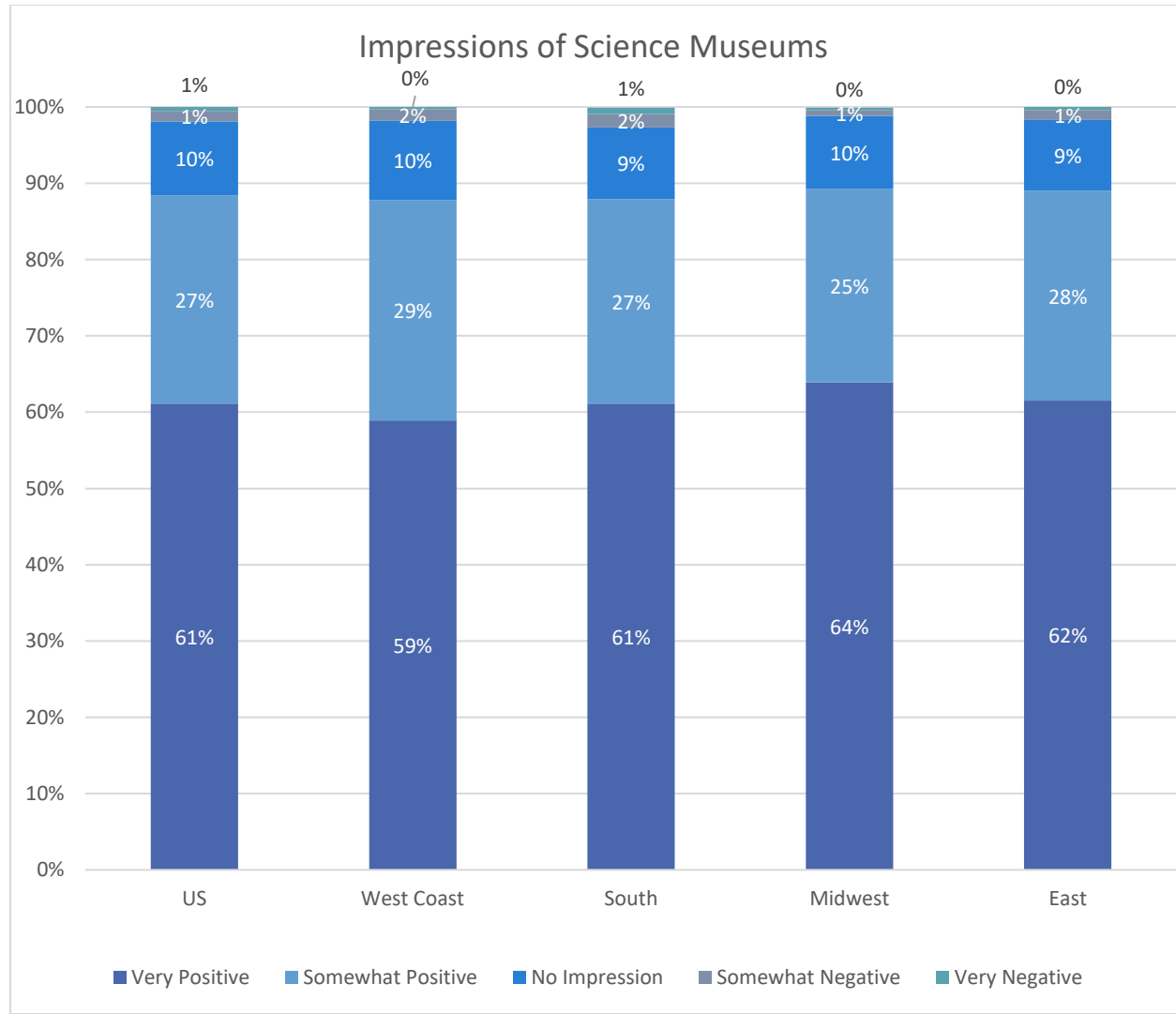
Break % Respondents	Total	Region					Age Range		Children		Gender		Visited a botanical garden		
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male	Yes, Locally	Yes, While Traveling	Have Not Visited	
<b>Base</b>	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388	2284	1420	3390	
<b>A botanical garden</b>															
Very Positive	54.8%	55.4%	54.9%	53.1%	55.1%	54.6%	54.8%	56.1%	54.2%	60.6%	44.1%	71.5%	63.7%	42.1%	
Somewhat Positive	27.2%	27.3%	26.7%	27.8%	27.2%	25.5%	28.2%	26.8%	27.4%	25.0%	31.3%	22.5%	28.0%	29.1%	
No Impression	15.3%	14.9%	15.0%	16.7%	14.9%	16.6%	14.4%	14.5%	15.6%	12.5%	20.1%	4.9%	7.2%	24.4%	
Somewhat Negative	2.0%	1.9%	2.3%	1.8%	1.9%	2.4%	1.8%	1.9%	2.1%	1.4%	3.1%	0.7%	1.0%	3.1%	
Very Negative	0.8%	0.5%	1.1%	0.8%	0.9%	1.0%	0.7%	0.7%	0.8%	0.5%	1.3%	0.3%	0.1%	1.4%	



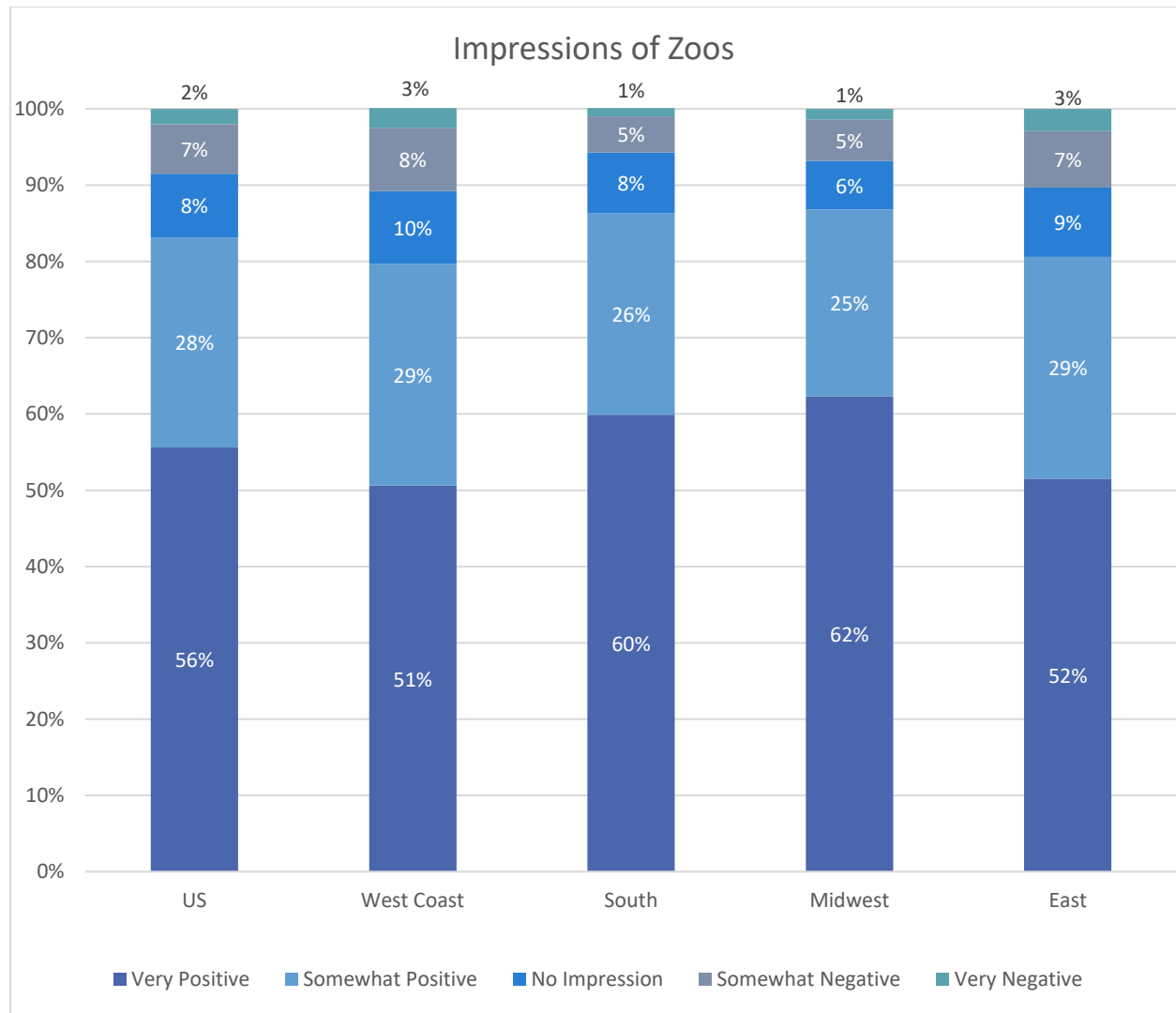
Break % Respondents	Total	Region				Age Range		Children		Gender		Visited a museum in general		
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male	Yes, Locally	Yes, While Traveling	Have Not Visited
<b>Base</b>	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388	3270	2250	2215
<b>A museum in general</b>														
Very Positive	56.6%	54.0%	58.5%	56.1%	57.8%	54.0%	58.3%	60.6%	54.0%	59.4%	51.5%	67.5%	57.5%	44.9%
Somewhat Positive	31.3%	32.5%	30.1%	31.9%	31.1%	32.4%	30.7%	29.1%	33.0%	29.7%	34.4%	27.3%	34.0%	33.2%
No Impression	10.1%	11.6%	8.9%	10.5%	9.4%	10.9%	9.5%	8.6%	11.0%	9.1%	11.6%	4.4%	7.2%	18.2%
Somewhat Negative	1.5%	1.6%	1.8%	0.9%	1.3%	2.0%	1.1%	1.2%	1.6%	1.3%	1.7%	0.6%	1.0%	2.7%
Very Negative	0.5%	0.4%	0.7%	0.6%	0.4%	0.7%	0.4%	0.4%	0.5%	0.4%	0.7%	0.2%	0.3%	1.0%



Break % Respondents	Total	Region				Age Range		Children		Gender		Visited a natural history museum		
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male	Yes, Locally	Yes, While Traveling	Have Not Visited
Base	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388	1908	1483	3687
A natural history museum														
Very Positive	54.0%	51.9%	54.5%	54.8%	55.3%	52.2%	55.1%	58.6%	51.0%	55.7%	50.7%	71.5%	60.4%	44.2%
Somewhat Positive	30.9%	30.8%	30.4%	30.3%	32.1%	31.5%	30.6%	27.8%	33.1%	29.8%	33.2%	23.0%	30.5%	34.4%
No Impression	12.4%	14.5%	11.9%	11.8%	10.8%	12.8%	12.1%	10.6%	13.5%	11.8%	13.1%	4.0%	7.1%	17.9%
Somewhat Negative	2.1%	2.4%	2.1%	2.3%	1.4%	2.6%	1.7%	2.3%	1.8%	2.0%	2.3%	1.0%	1.7%	2.6%
Very Negative	0.7%	0.5%	1.1%	0.7%	0.5%	0.9%	0.5%	0.8%	0.5%	0.7%	0.7%	0.4%	0.3%	0.9%



Break % Respondents	Total	Region					Age Range		Children		Gender		Visited a science museum or center		
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male	Yes, Locally	Yes, While Traveling	Have Not Visited	
<b>Base</b>	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388	2441	1428	3264	
<b>A science center or museum</b>															
Very Positive	61.1%	58.9%	61.1%	63.9%	61.5%	59.0%	62.4%	66.7%	57.3%	63.5%	56.7%	74.6%	65.3%	51.1%	
Somewhat Positive	27.3%	28.9%	26.8%	25.4%	27.5%	28.5%	26.6%	24.1%	29.7%	26.0%	29.9%	21.0%	26.5%	31.4%	
No Impression	9.7%	10.4%	9.4%	9.5%	9.3%	9.7%	9.6%	7.5%	11.1%	8.9%	10.8%	3.6%	5.8%	15.0%	
Somewhat Negative	1.4%	1.5%	1.8%	0.8%	1.3%	2.1%	1.0%	1.3%	1.5%	1.1%	2.1%	0.6%	1.9%	1.7%	
Very Negative	0.5%	0.3%	0.8%	0.3%	0.4%	0.7%	0.4%	0.5%	0.5%	0.5%	0.5%	0.2%	0.4%	0.7%	



Break % Respondents	Total	Region					Age Range		Children		Gender		Visited a zoo		
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male	Yes, Locally	Yes, While Traveling	Have Not Visited	
Base	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388	3639	1373	2314	
A zoo															
Very Positive	55.6%	50.6%	59.9%	62.3%	51.5%	55.4%	55.8%	66.7%	47.9%	57.1%	53.0%	69.6%	60.9%	35.2%	
Somewhat Positive	27.5%	29.1%	26.4%	24.5%	29.1%	27.1%	27.7%	22.7%	31.0%	26.4%	29.5%	22.9%	28.4%	32.5%	
No Impression	8.4%	9.5%	8.0%	6.4%	9.1%	8.6%	8.3%	6.1%	9.8%	7.2%	10.4%	4.2%	6.9%	14.6%	
Somewhat Negative	6.5%	8.3%	4.7%	5.4%	7.4%	6.8%	6.3%	3.4%	8.8%	7.1%	5.3%	3.0%	3.3%	12.8%	
Very Negative	2.0%	2.6%	1.1%	1.4%	2.9%	2.0%	2.0%	1.2%	2.6%	2.1%	1.8%	0.3%	0.5%	5.0%	



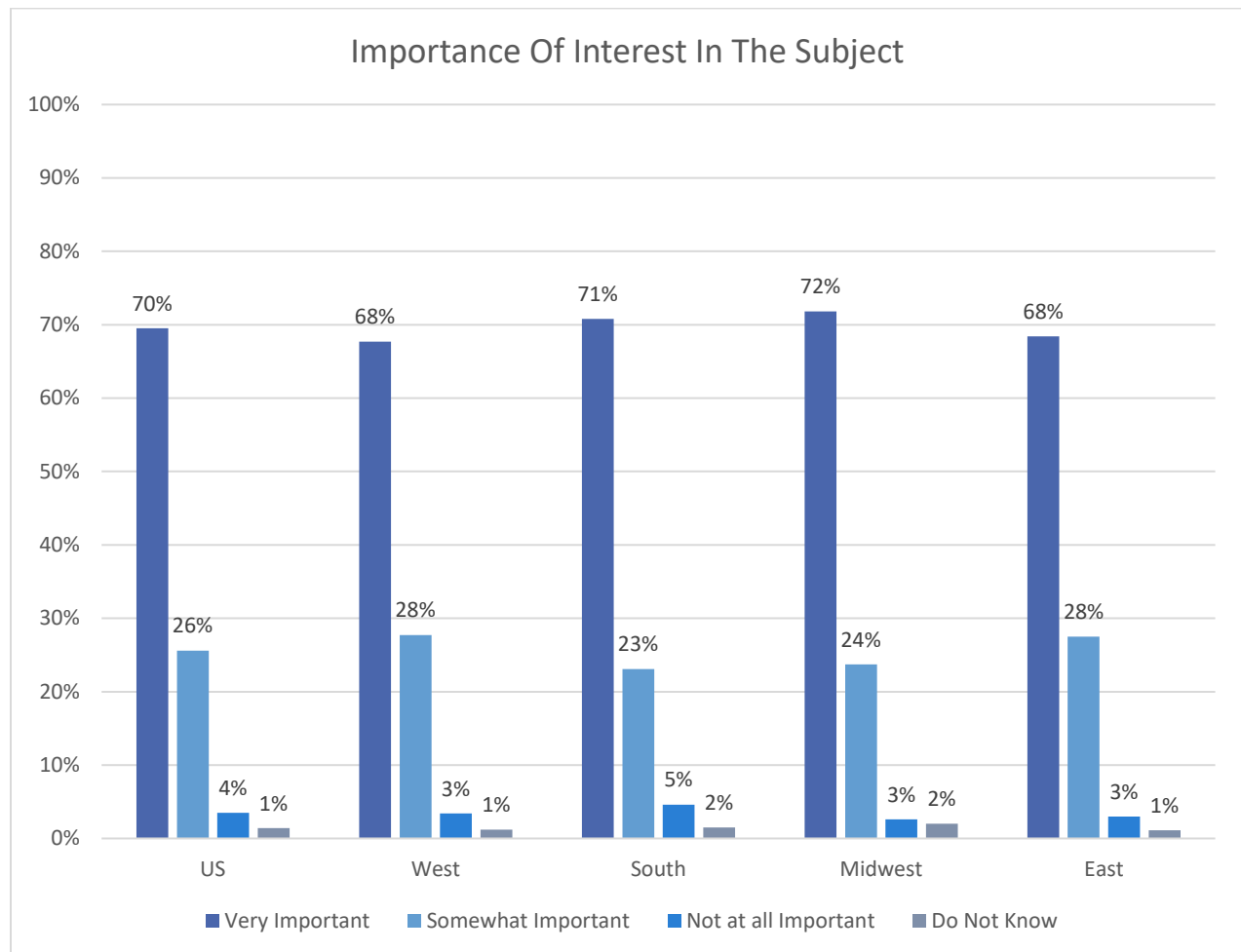
## Decision Making

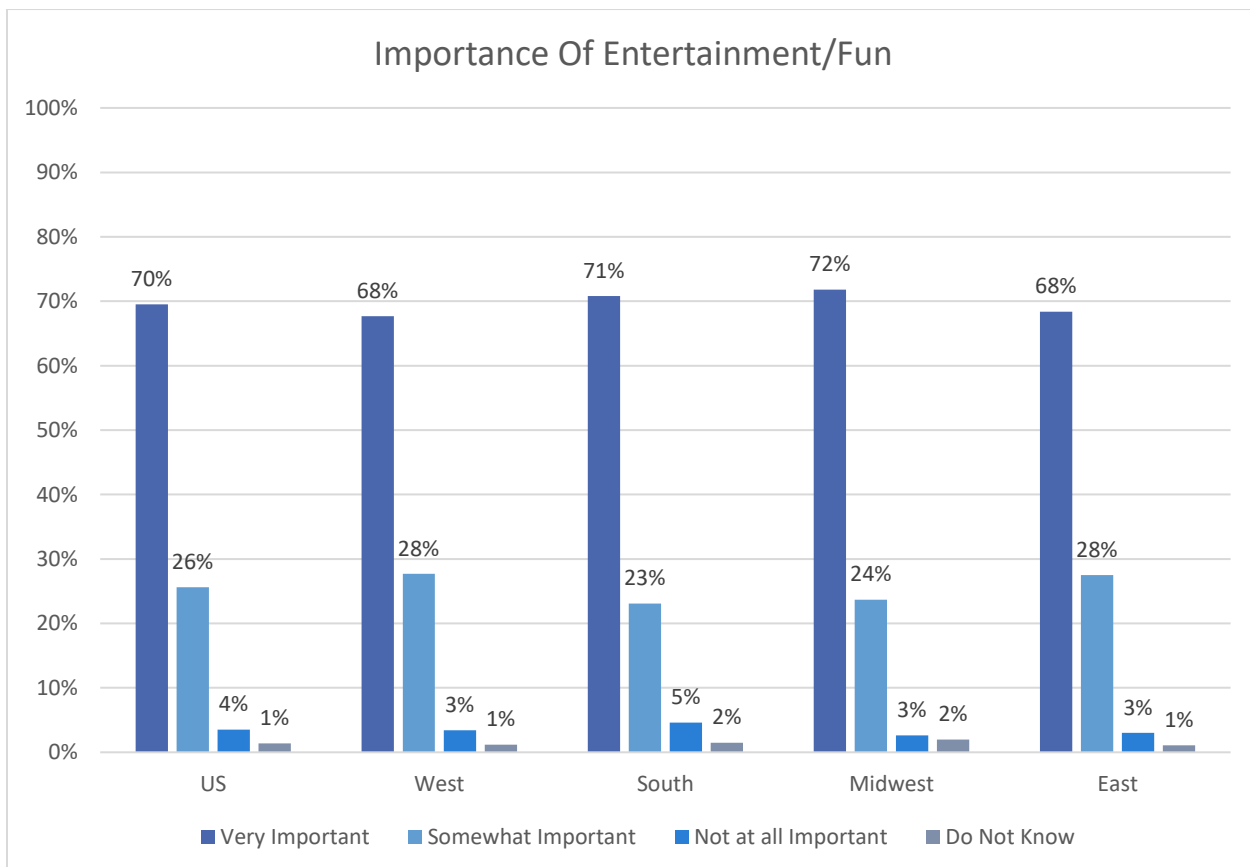
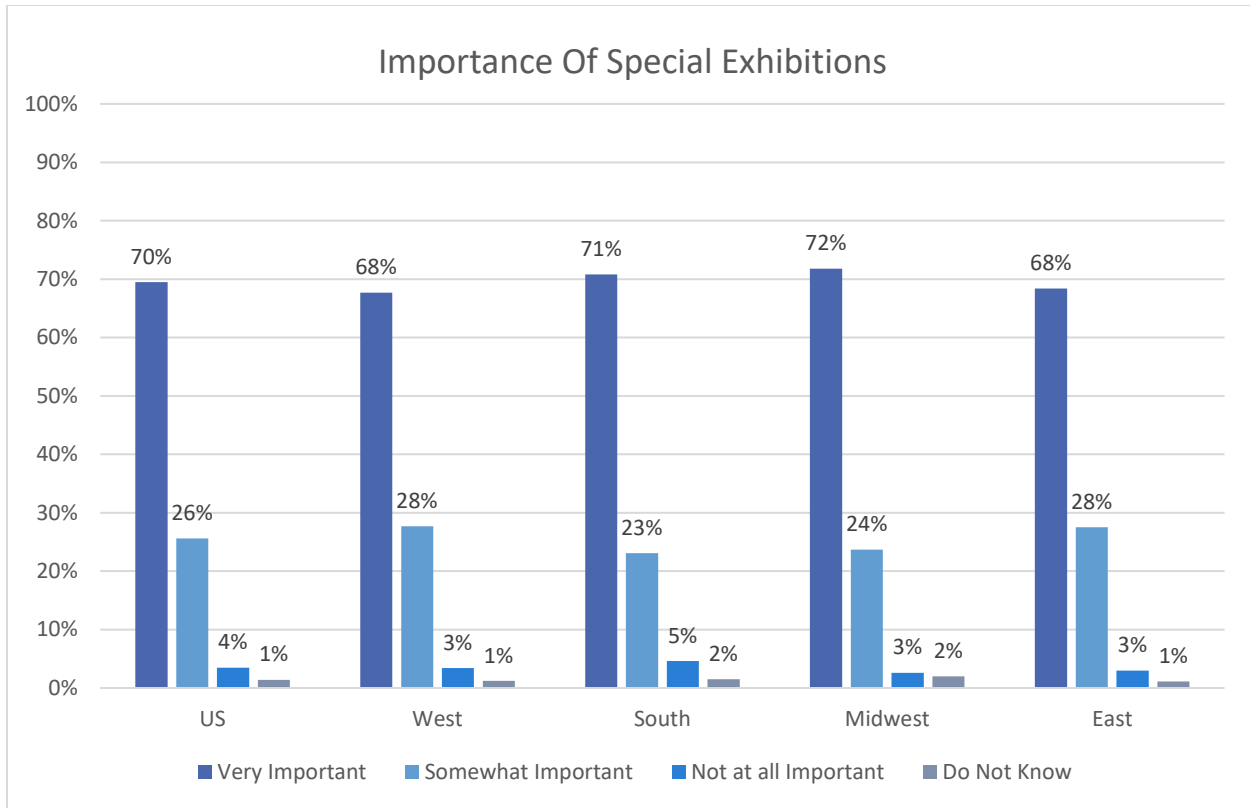
The decision-making process does not change significantly by region. The most important factors are having fun or entertaining experiences followed by an interest in the subject and education.

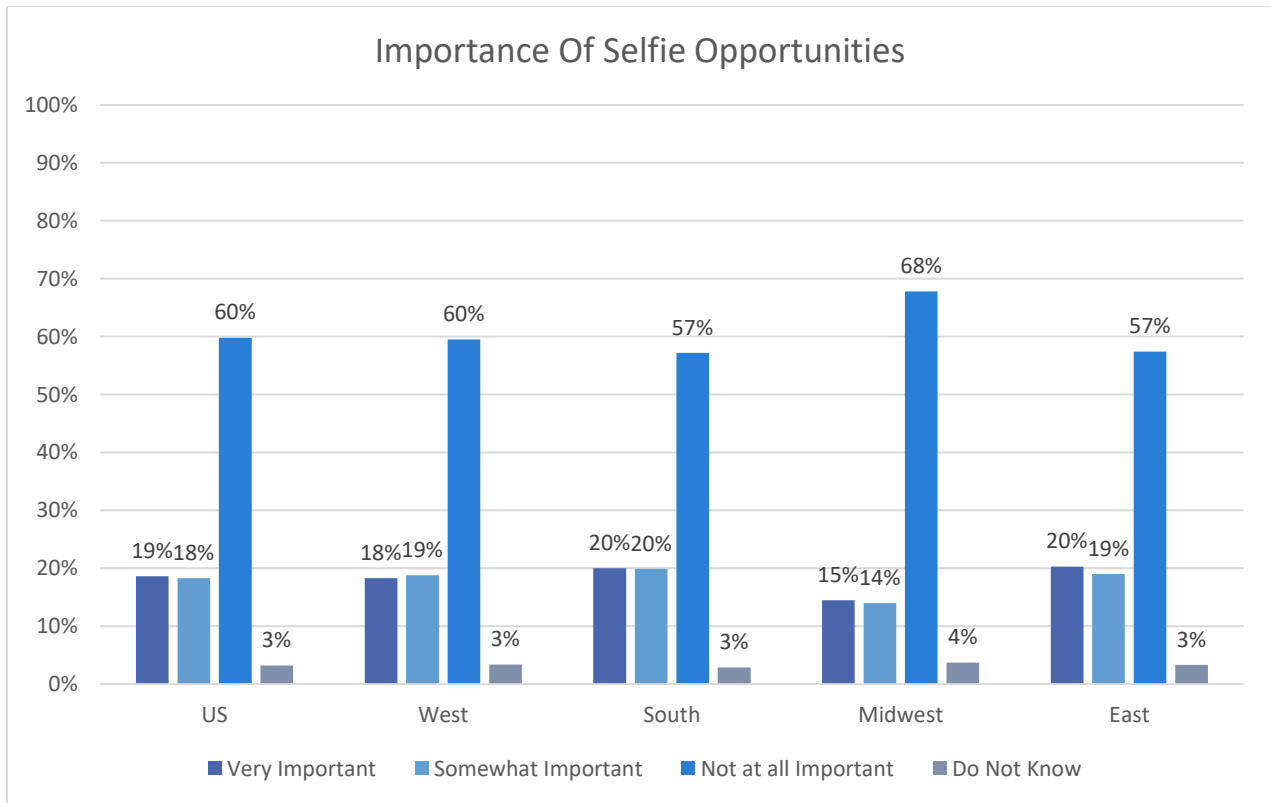
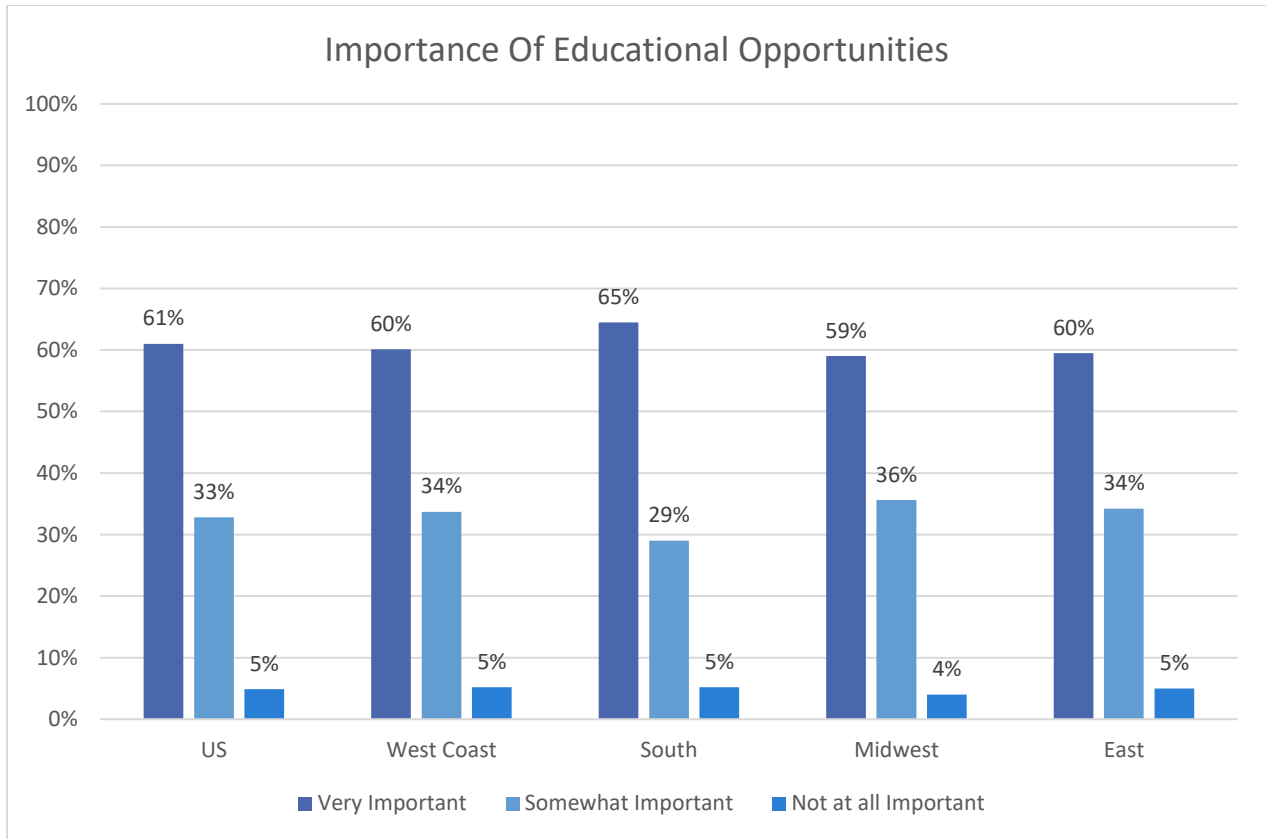
Interest in subject and being entertained impacts females' decision to visit more than males.

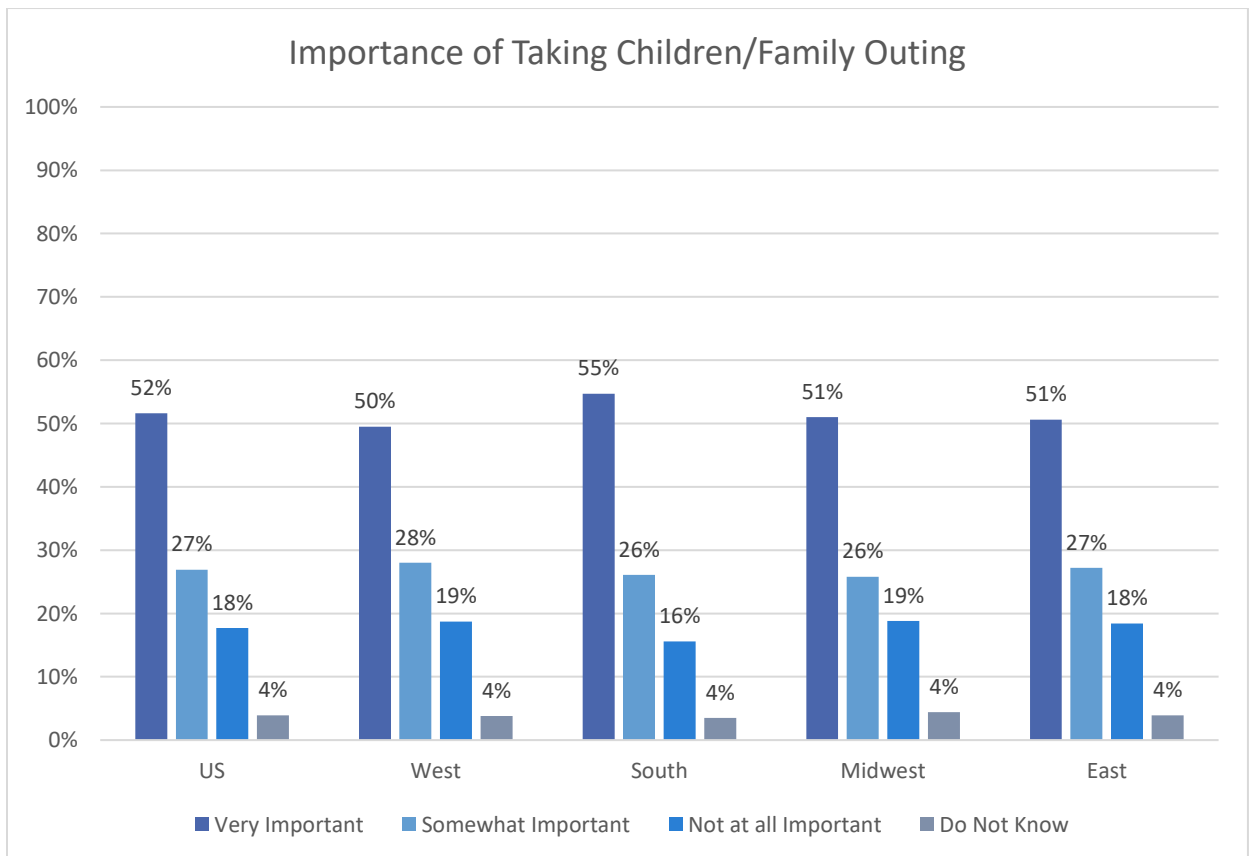
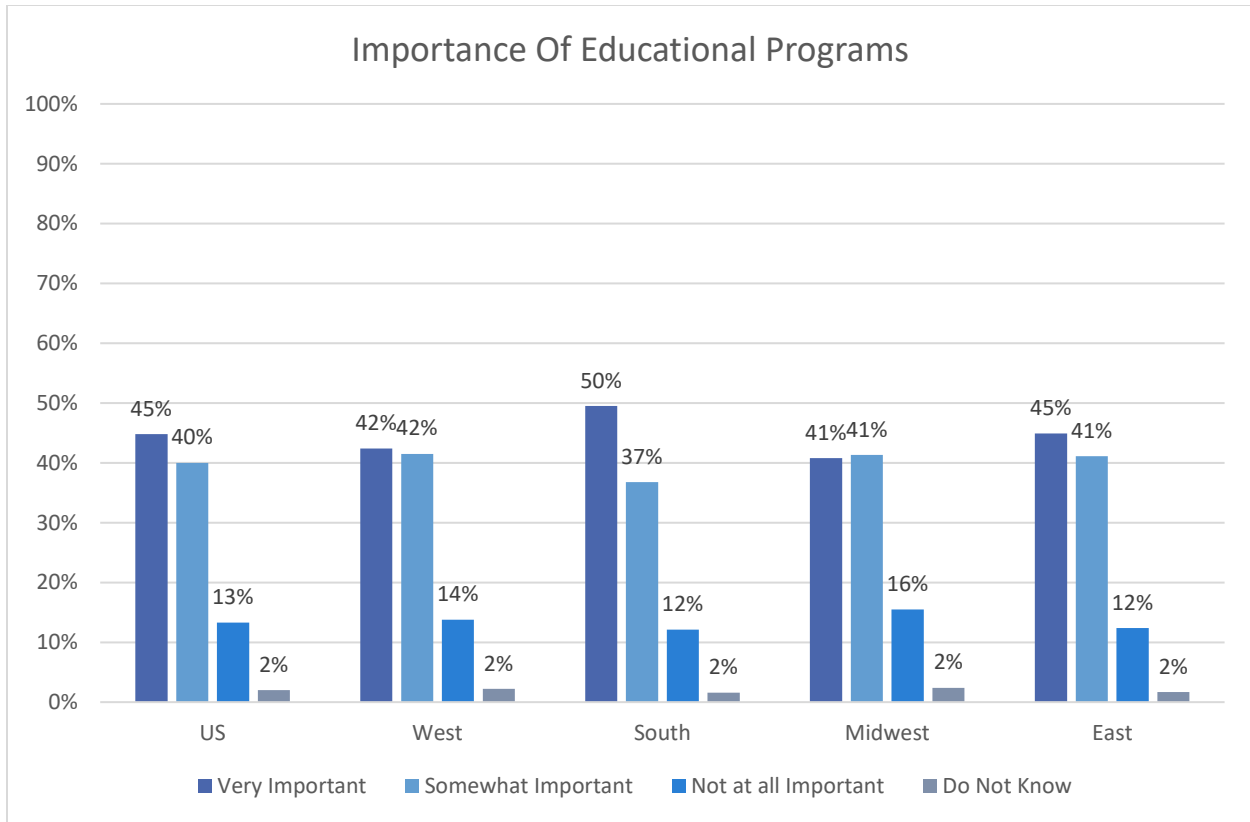
Households with children are more impacted by having fun or entertaining and learning experiences and educational programs.

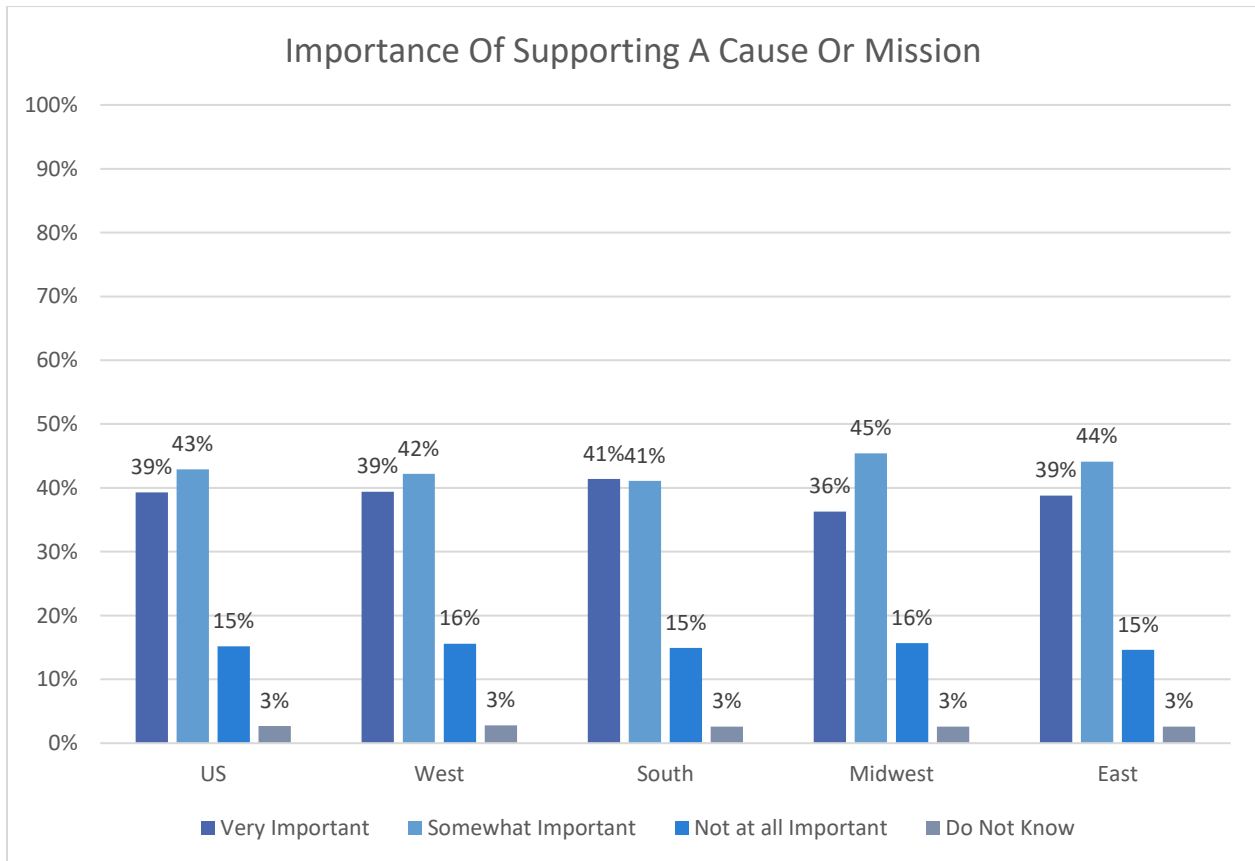
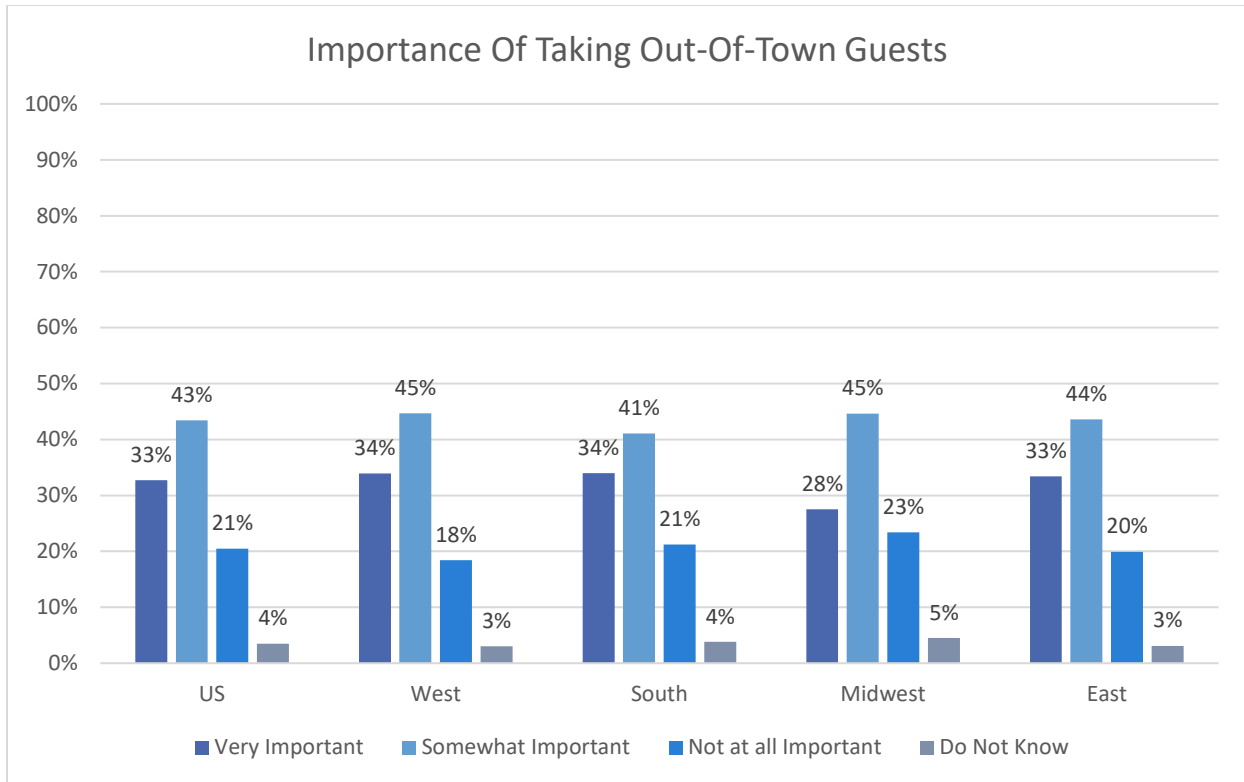
Supporting a cause or mission is more important to younger Millennials.











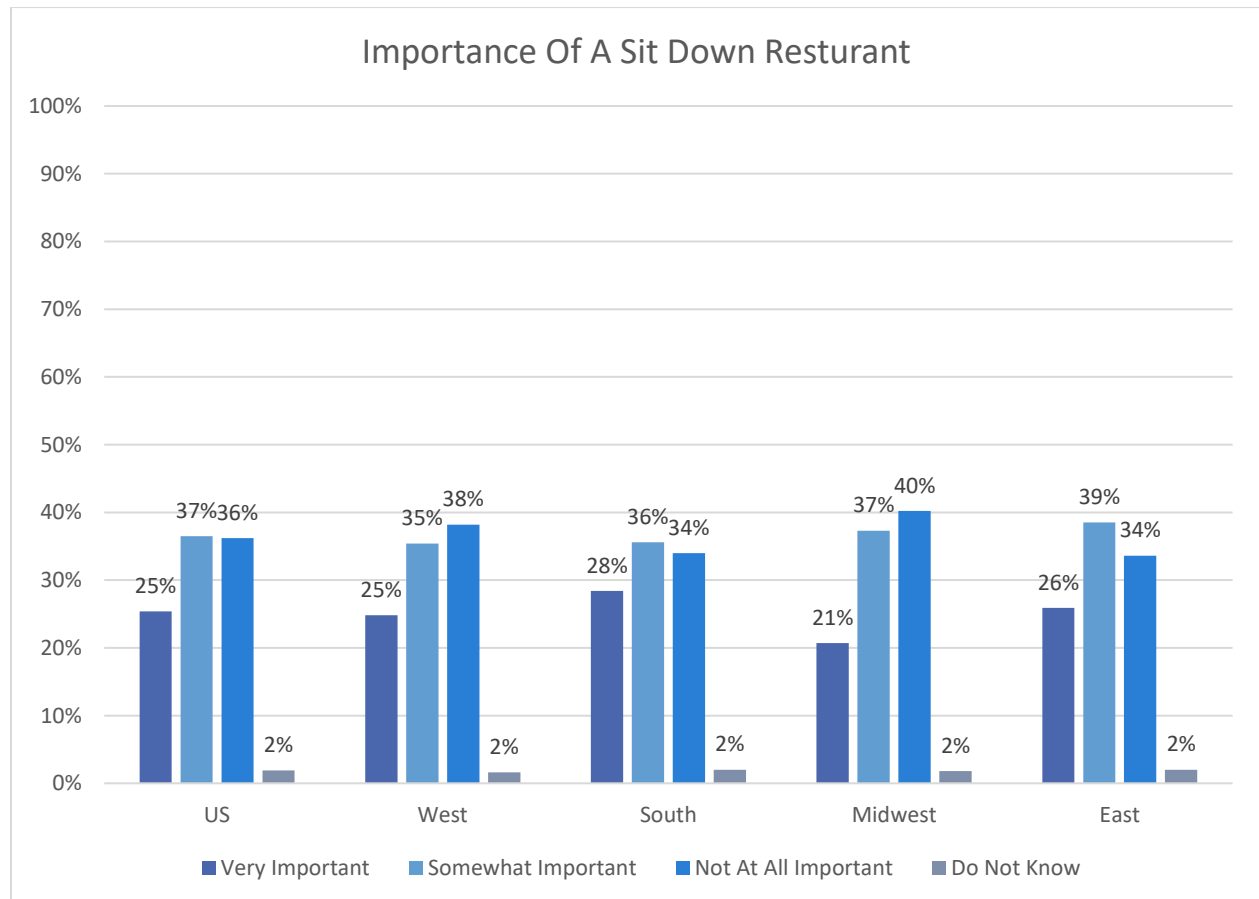
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>Interest in subject</b>											
Very Important	69.5%	67.7%	70.8%	71.8%	68.4%	70.8%	68.7%	68.1%	71.0%	73.3%	62.9%
Somewhat Important	25.6%	27.7%	23.1%	23.7%	27.5%	23.5%	26.9%	27.3%	24.3%	22.8%	30.7%
Not at all Important	3.5%	3.4%	4.6%	2.6%	3.0%	4.1%	3.1%	3.5%	3.4%	2.7%	4.7%
Do Not Know	1.4%	1.2%	1.5%	2.0%	1.1%	1.6%	1.3%	1.1%	1.4%	1.1%	1.8%
<b>Special exhibitions</b>											
Very Important	48.5%	46.8%	50.2%	46.1%	50.4%	50.2%	47.5%	49.4%	48.1%	50.0%	46.0%
Somewhat Important	40.9%	42.9%	38.6%	42.4%	40.3%	39.0%	42.1%	39.5%	42.1%	40.4%	42.2%
Not at all Important	8.7%	8.9%	9.2%	9.1%	7.4%	8.8%	8.6%	9.7%	7.8%	8.1%	9.4%
Do Not Know	1.9%	1.4%	2.0%	2.4%	1.9%	2.1%	1.8%	1.4%	2.0%	1.4%	2.4%
<b>Entertainment / fun</b>											
Very Important	71.7%	69.5%	74.3%	72.0%	70.8%	73.0%	70.8%	75.1%	69.5%	75.4%	65.3%
Somewhat Important	24.2%	25.9%	21.9%	24.3%	24.9%	22.3%	25.4%	21.3%	26.3%	21.4%	29.1%
Not at all Important	2.8%	3.3%	2.5%	2.0%	3.1%	3.1%	2.6%	2.5%	2.9%	2.3%	3.5%
Do Not Know	1.4%	1.2%	1.4%	1.8%	1.3%	1.6%	1.2%	1.2%	1.3%	0.9%	2.1%
<b>Education / learn</b>											
Very Important	61.0%	60.1%	64.5%	59.0%	59.5%	61.0%	61.0%	67.9%	56.4%	62.7%	58.0%
Somewhat Important	32.8%	33.7%	29.0%	35.6%	34.2%	31.6%	33.5%	26.9%	37.2%	31.8%	34.8%
Not at all Important	4.9%	5.2%	5.2%	4.0%	5.0%	5.9%	4.3%	4.1%	5.2%	4.4%	5.7%
Do Not Know	1.3%	1.1%	1.4%	1.4%	1.3%	1.4%	1.2%	1.0%	1.2%	1.0%	1.5%
<b>Selfie opportunities</b>											
Very Important	18.6%	18.3%	20.0%	14.5%	20.3%	23.0%	15.8%	22.9%	15.5%	16.9%	21.4%
Somewhat Important	18.3%	18.8%	19.9%	14.0%	19.0%	19.3%	17.7%	18.4%	18.2%	17.2%	20.3%
Not at all Important	59.8%	59.5%	57.2%	67.8%	57.4%	54.6%	63.1%	55.9%	62.9%	63.0%	54.6%
Do Not Know	3.2%	3.4%	2.9%	3.7%	3.3%	3.1%	3.4%	2.8%	3.5%	2.8%	3.8%
<b>Educational programs</b>											
Very Important	44.8%	42.4%	49.5%	40.8%	44.9%	45.4%	44.4%	55.7%	37.1%	46.5%	41.8%
Somewhat Important	40.0%	41.5%	36.8%	41.3%	41.1%	38.5%	40.9%	35.2%	43.4%	39.3%	41.5%
Not at all Important	13.3%	13.8%	12.1%	15.5%	12.4%	13.9%	12.9%	7.9%	17.2%	12.5%	14.6%
Do Not Know	2.0%	2.2%	1.6%	2.4%	1.7%	2.2%	1.8%	1.2%	2.3%	1.8%	2.1%
<b>Take children / family outing</b>											
Very Important	51.6%	49.5%	54.7%	51.0%	50.6%	48.3%	53.6%	78.3%	32.5%	54.3%	46.9%
Somewhat Important	26.9%	28.0%	26.1%	25.8%	27.2%	29.3%	25.4%	17.1%	33.8%	25.2%	29.9%
Not at all Important	17.7%	18.7%	15.6%	18.8%	18.4%	18.1%	17.5%	3.4%	28.1%	17.0%	18.6%
Do Not Know	3.9%	3.8%	3.5%	4.4%	3.9%	4.4%	3.5%	1.2%	5.6%	3.4%	4.6%
<b>Take out-of-town guests</b>											
Very Important	32.7%	33.9%	34.0%	27.5%	33.4%	35.8%	30.7%	34.9%	31.0%	32.3%	33.3%
Somewhat Important	43.4%	44.7%	41.1%	44.6%	43.6%	41.8%	44.4%	39.9%	46.3%	43.0%	44.3%
Not at all Important	20.5%	18.4%	21.2%	23.4%	19.9%	18.8%	21.6%	22.4%	19.0%	21.1%	19.3%
Do Not Know	3.5%	3.0%	3.8%	4.5%	3.1%	3.6%	3.4%	2.8%	3.6%	3.6%	3.1%
<b>Support cause or mission</b>											
Very Important	39.3%	39.4%	41.4%	36.3%	38.8%	43.1%	36.8%	41.3%	37.9%	40.4%	37.0%
Somewhat Important	42.9%	42.2%	41.1%	45.4%	44.1%	40.3%	44.5%	40.3%	44.9%	44.3%	40.9%
Not at all Important	15.2%	15.6%	14.9%	15.7%	14.6%	13.7%	16.1%	16.0%	14.4%	13.1%	18.9%
Do Not Know	2.7%	2.8%	2.6%	2.6%	2.6%	2.9%	2.5%	2.4%	2.7%	2.3%	3.2%

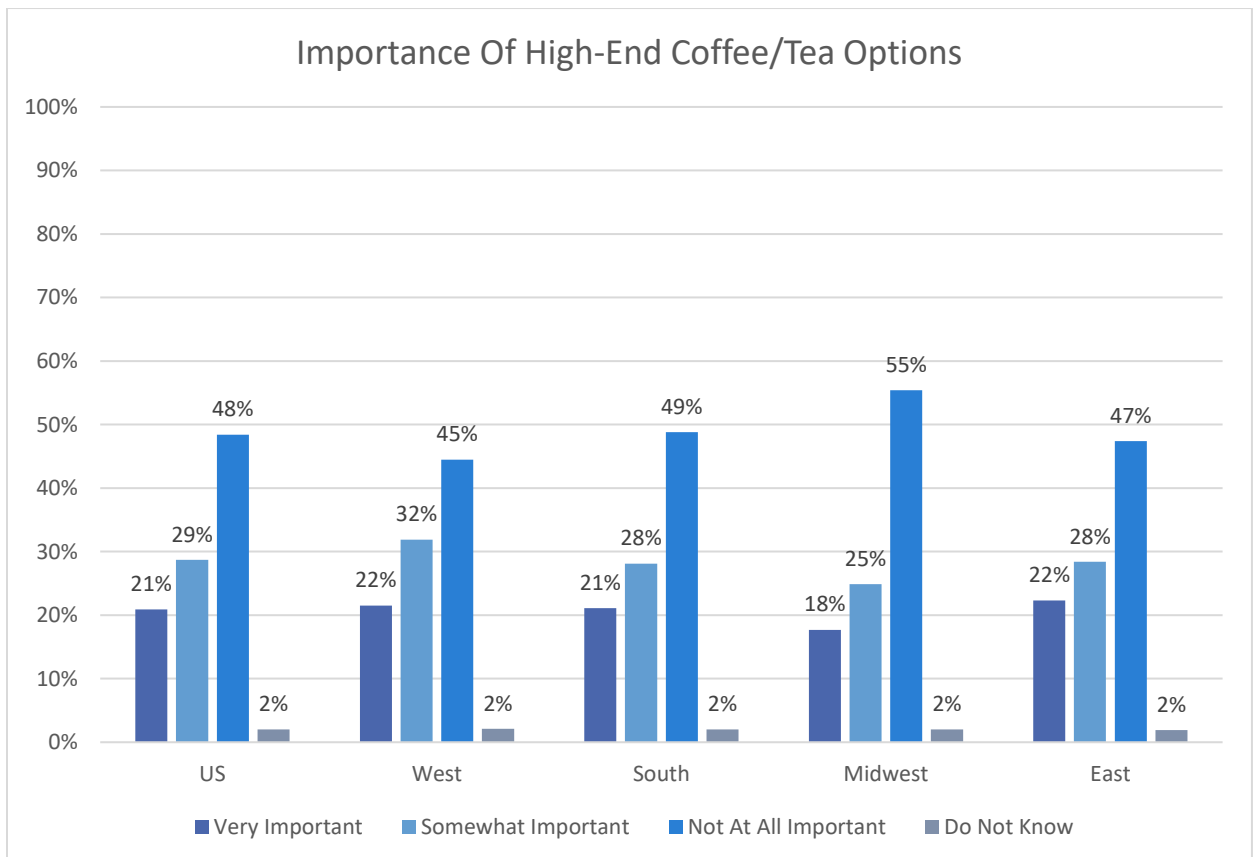
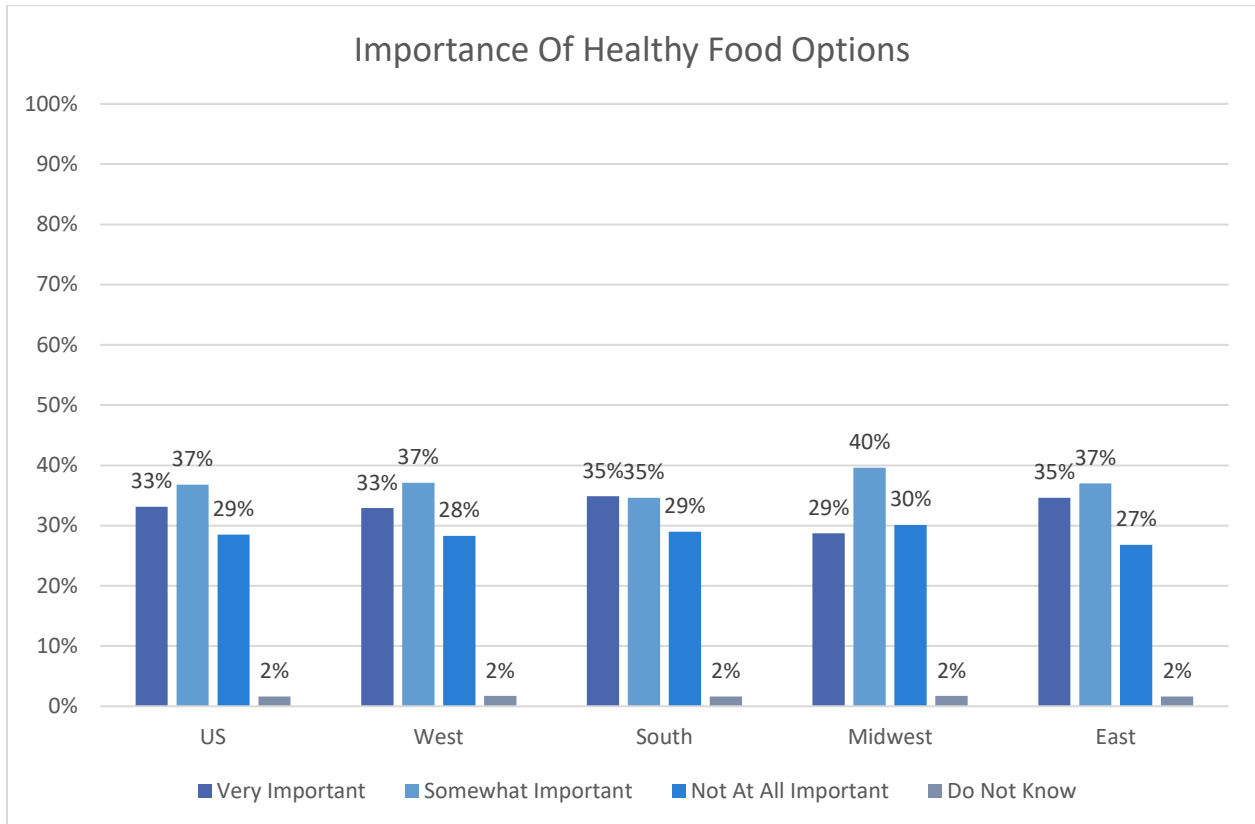
## Offerings

Hands-on activities and temporary or special exhibitions are very important to potential visitors. Less than 1/3 of respondents feel that it is very important to provide a sit-down restaurant, healthy food options, high coffee or tea, alcoholic beverages, gift stores, lectures, or performances. There are no significant regional differences.

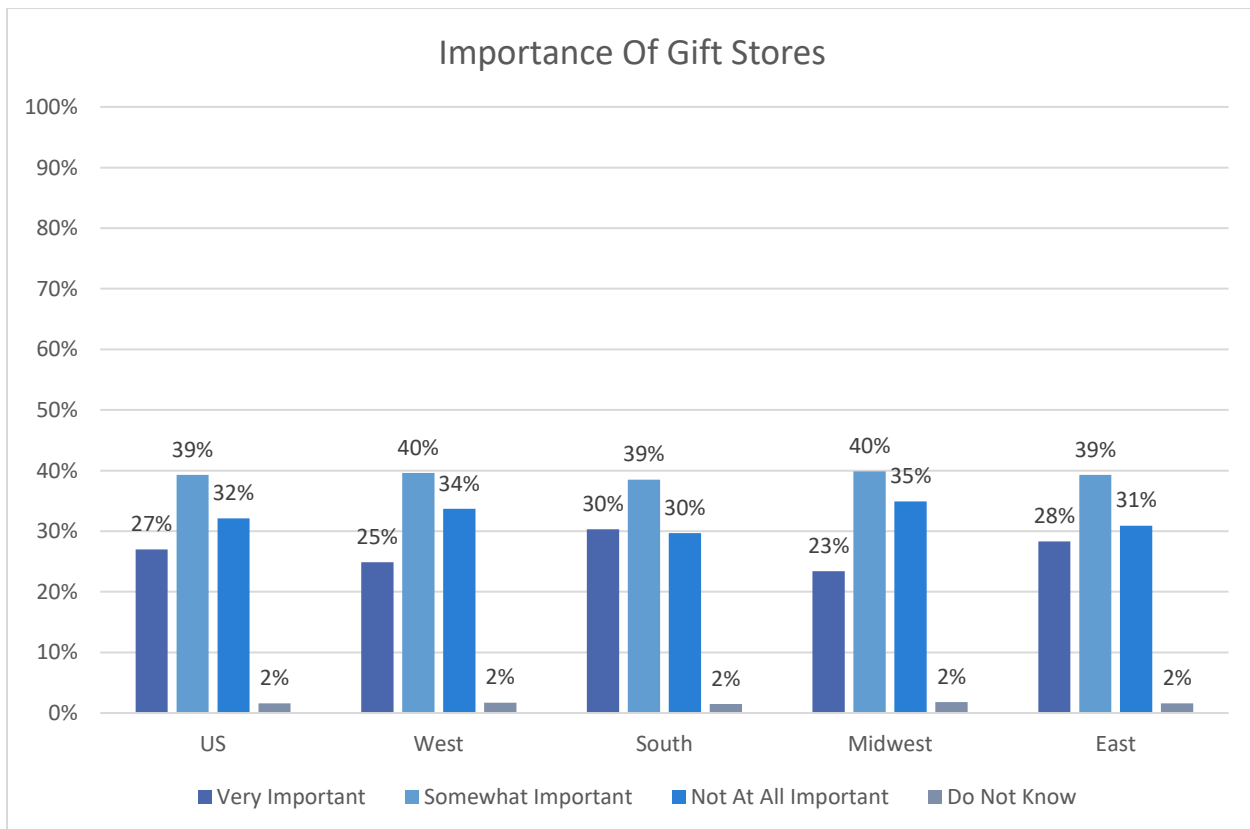
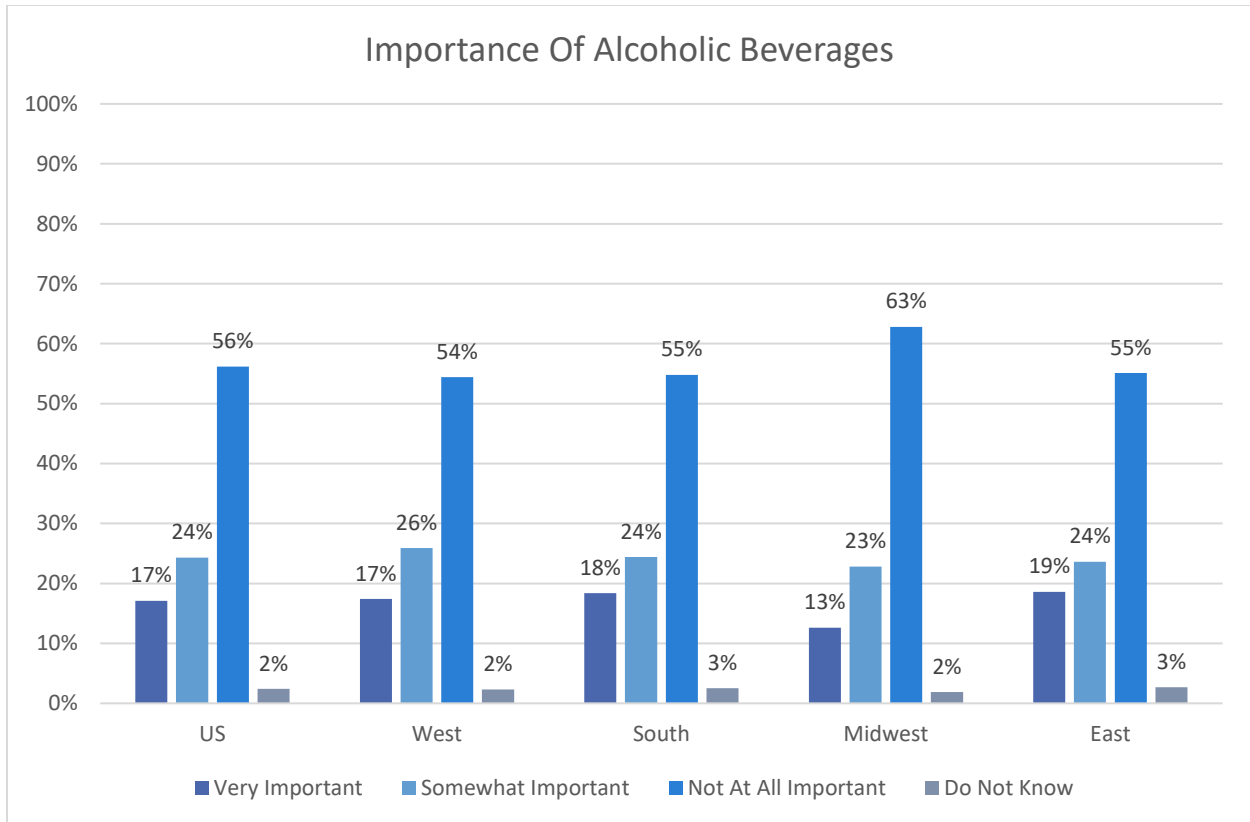
There are not significant differences by gender, though males believe it is more important to have alcoholic beverages and lectures as compared to females.

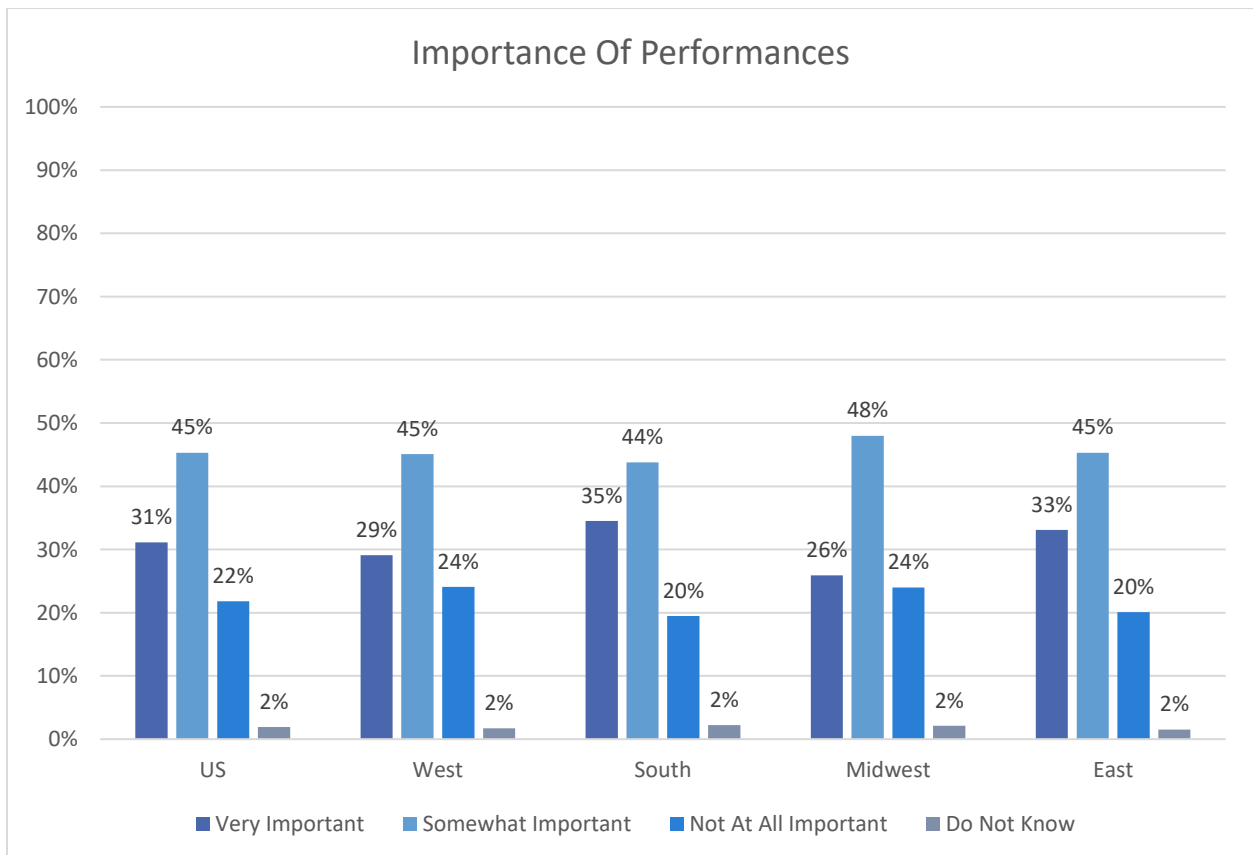
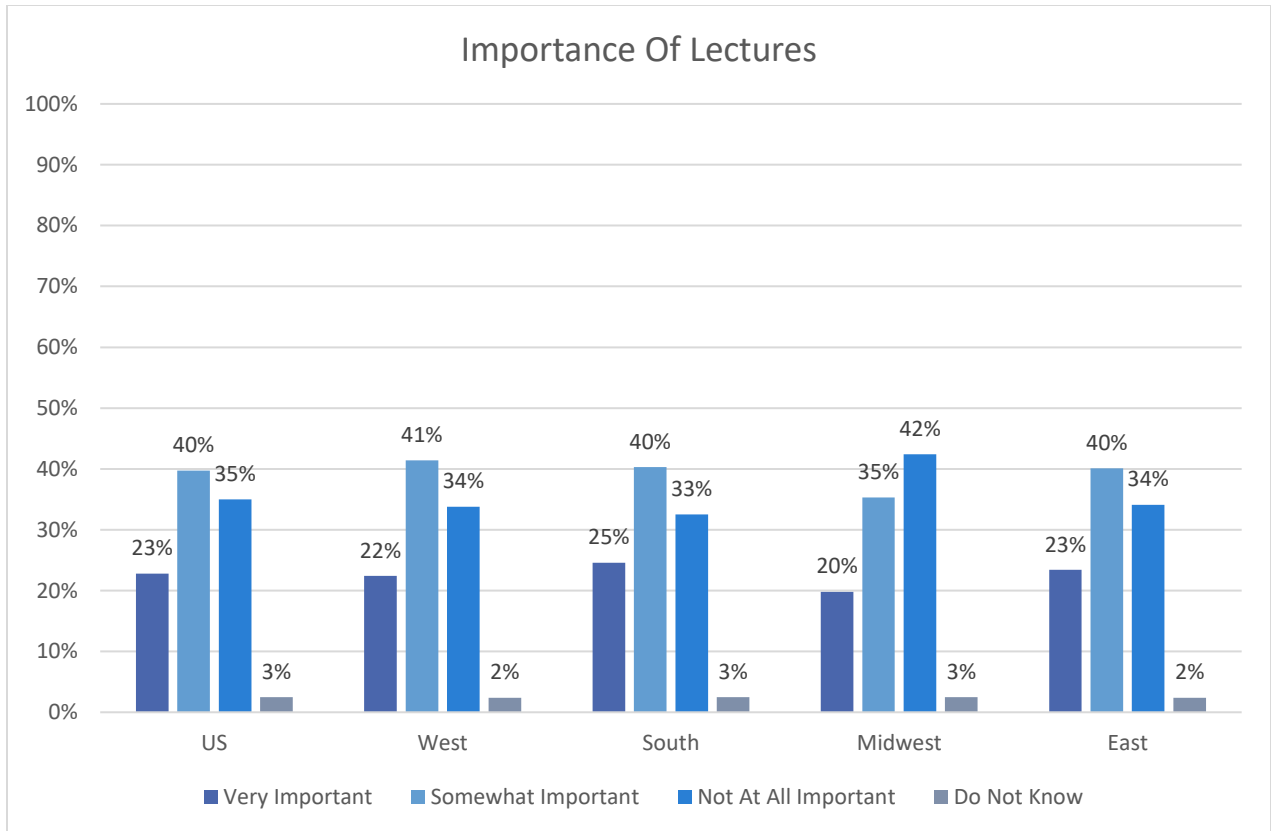
Households with children believe it is more important to have a sit-down restaurant, healthy food options, gift stores, performances, and hands-on activities as compared to households without children.

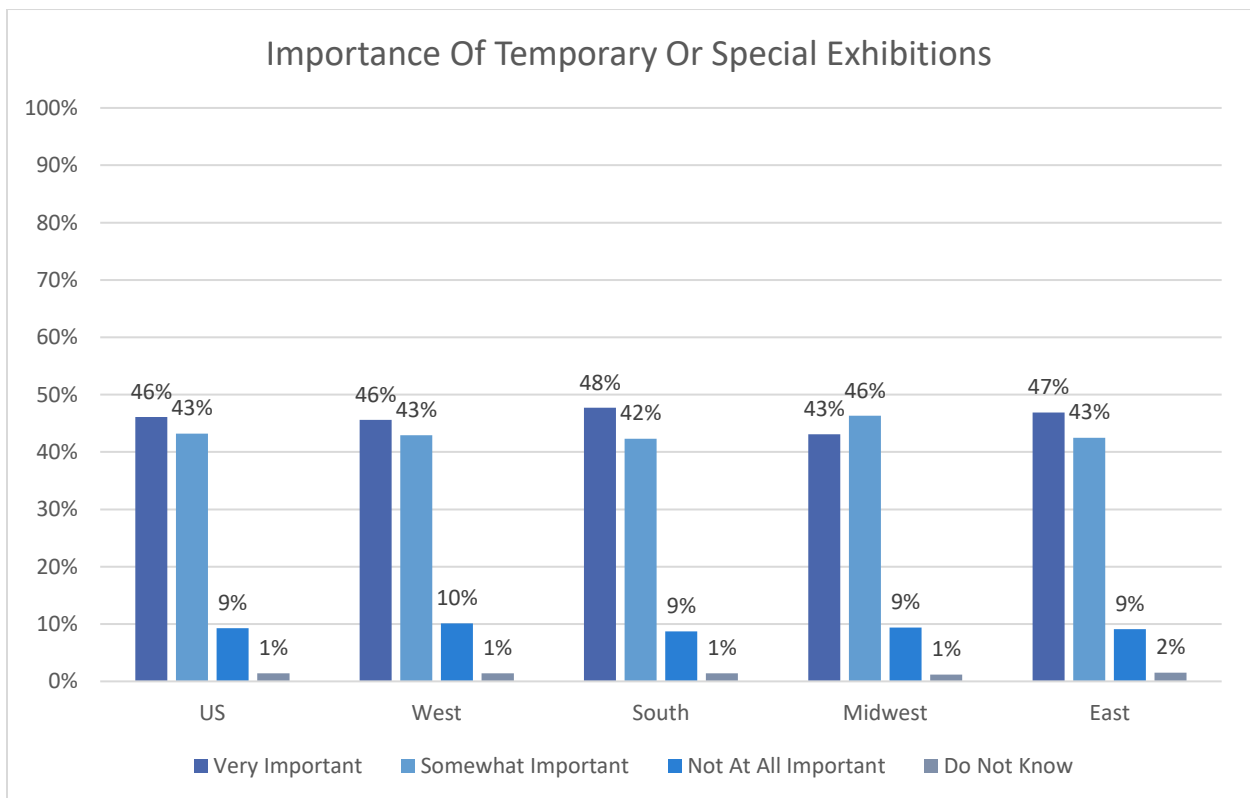
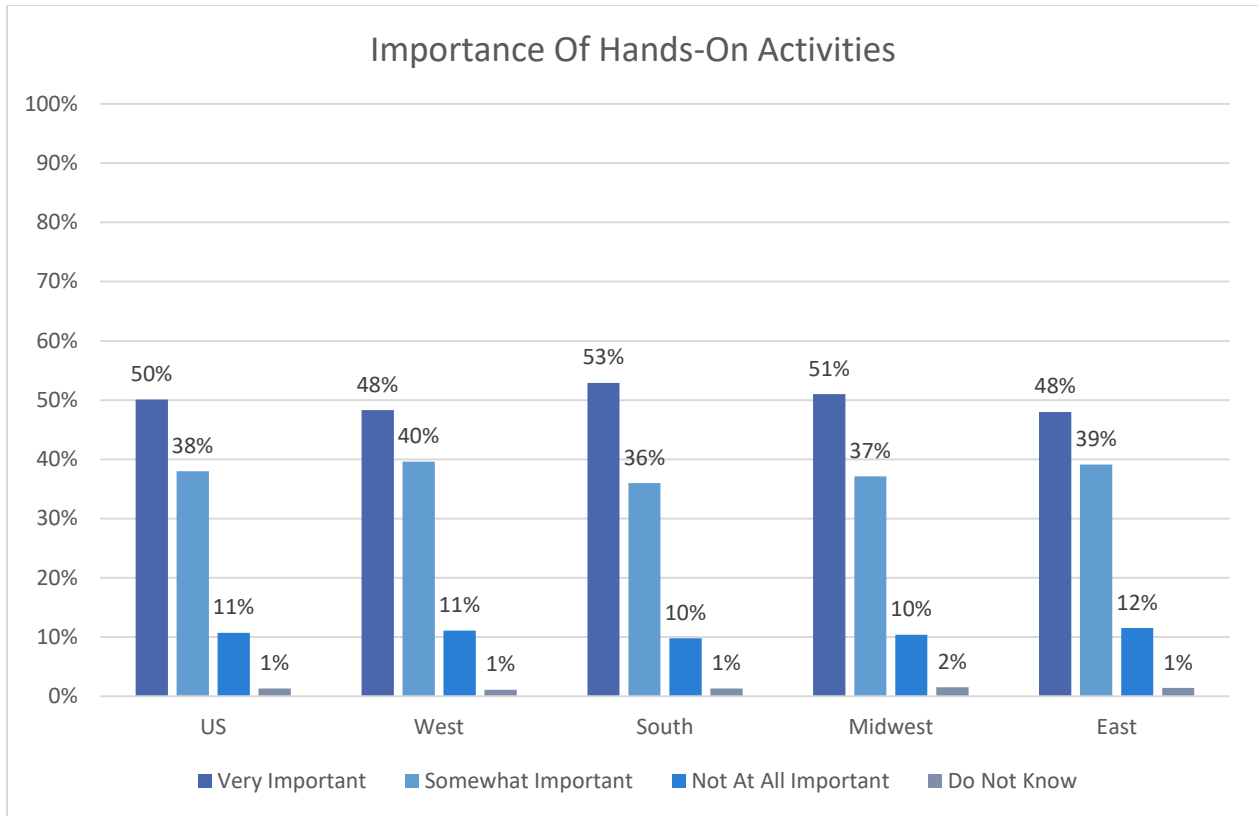










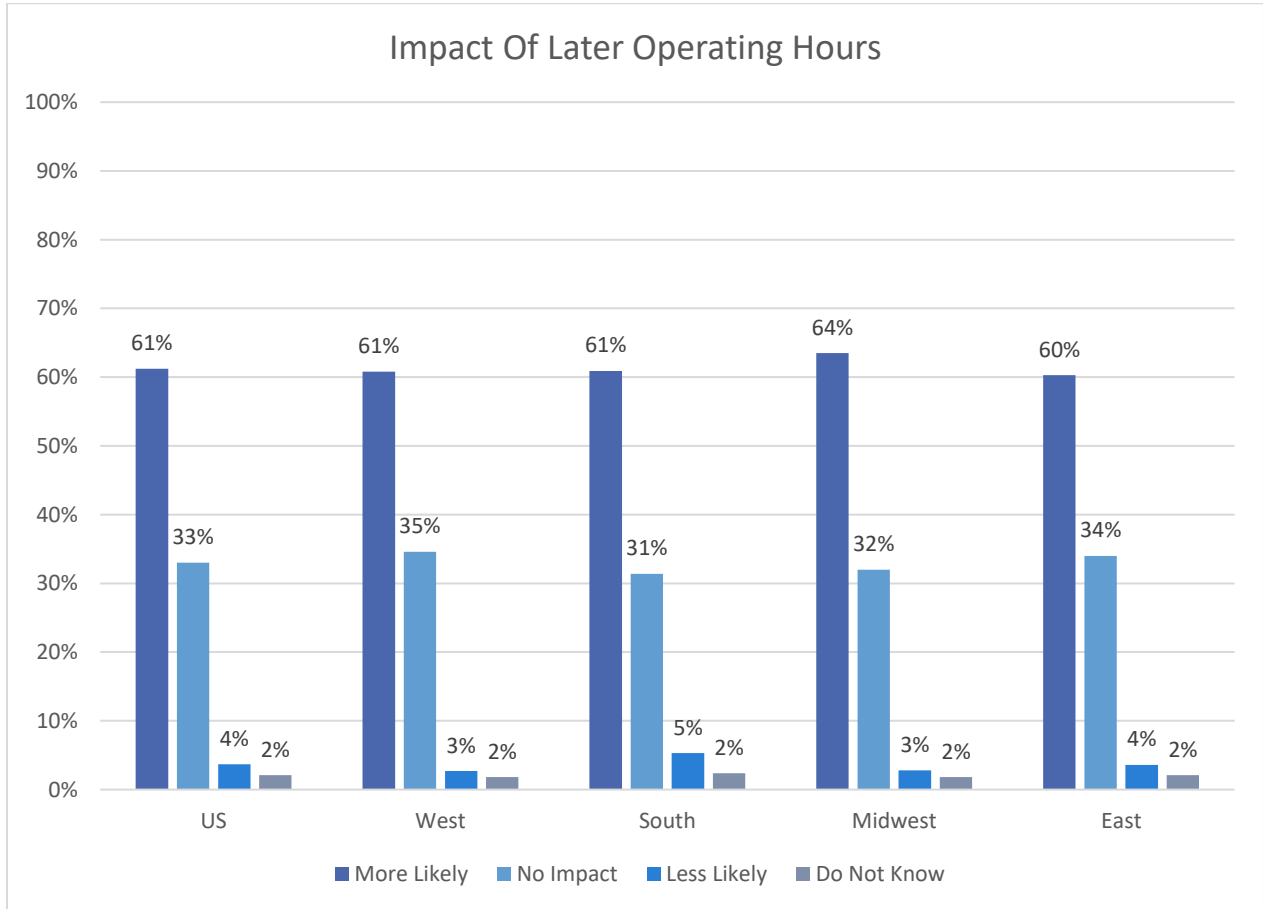


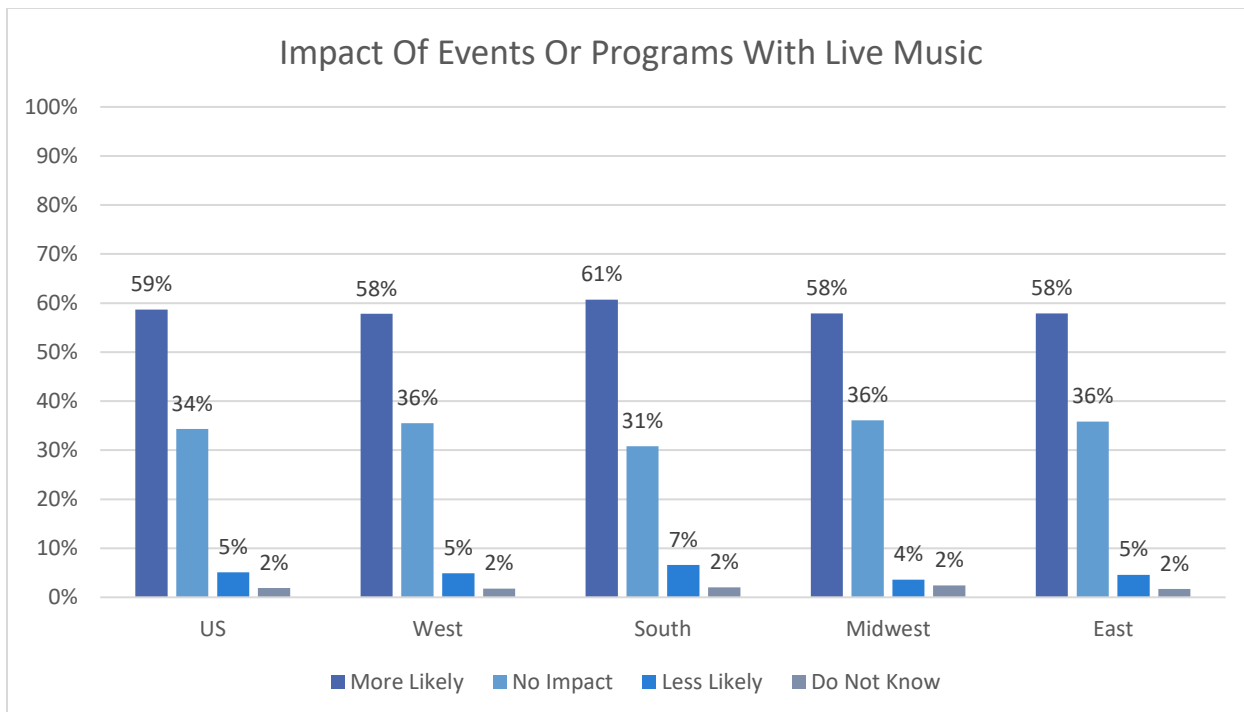
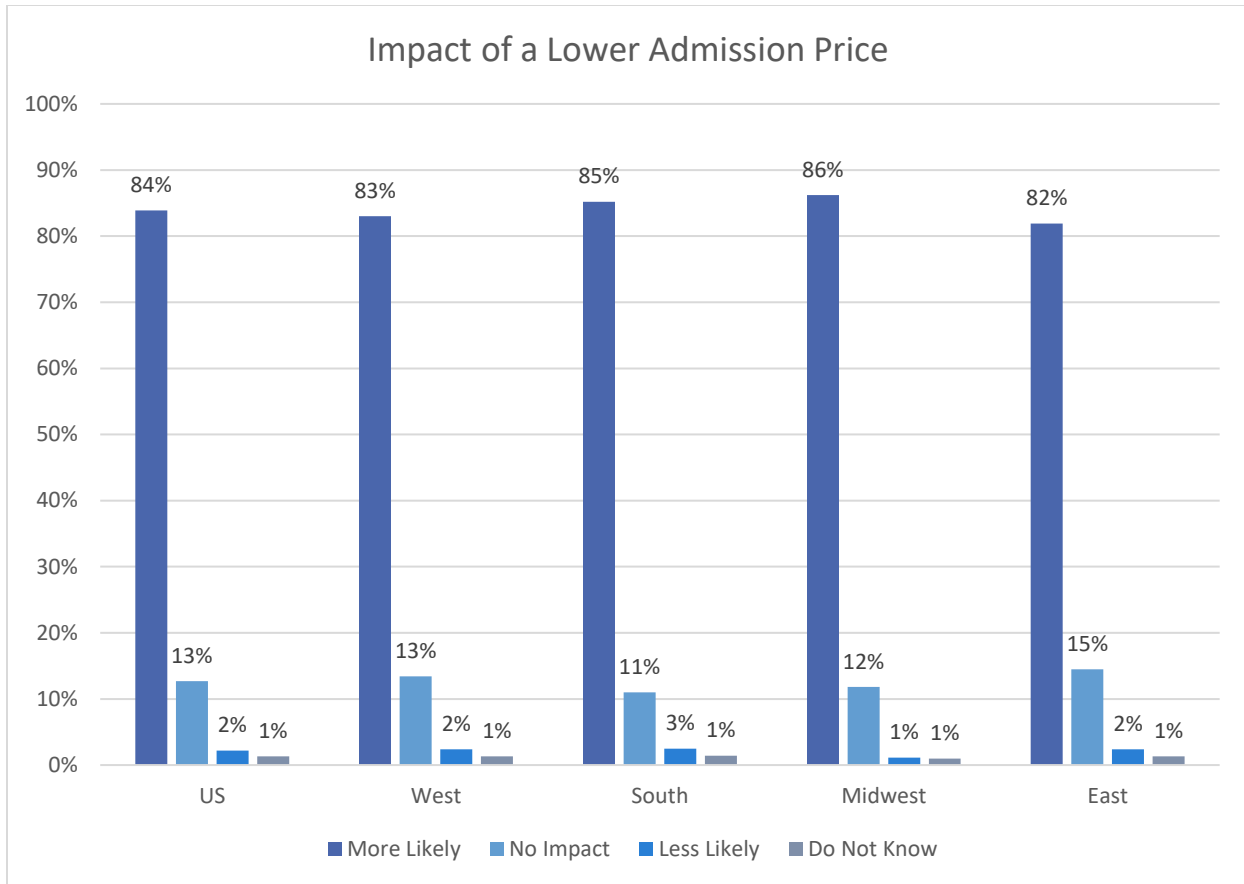
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>Sit-down restaurant</b>											
Very Important	25.4%	24.8%	28.4%	20.7%	25.9%	30.0%	22.5%	30.9%	21.4%	24.3%	27.1%
Somewhat Important	36.5%	35.4%	35.6%	37.3%	38.5%	35.3%	37.3%	36.3%	36.9%	36.0%	37.6%
Not At All Important	36.2%	38.2%	34.0%	40.2%	33.6%	32.5%	38.5%	31.3%	39.9%	38.0%	33.2%
Do Not Know	1.9%	1.6%	2.0%	1.8%	2.0%	2.2%	1.6%	1.5%	1.8%	1.6%	2.2%
<b>Healthy food options</b>											
Very Important	33.1%	32.9%	34.9%	28.7%	34.6%	36.9%	30.7%	38.7%	29.2%	33.2%	32.6%
Somewhat Important	36.8%	37.1%	34.6%	39.6%	37.0%	35.2%	37.8%	34.8%	38.2%	37.8%	35.0%
Not At All Important	28.5%	28.3%	29.0%	30.1%	26.8%	26.4%	29.8%	25.2%	30.9%	27.6%	30.4%
Do Not Know	1.6%	1.7%	1.6%	1.7%	1.6%	1.6%	1.7%	1.3%	1.7%	1.3%	2.0%
<b>High-end coffee/tea options</b>											
Very Important	20.9%	21.5%	21.1%	17.7%	22.3%	24.2%	18.8%	24.0%	18.3%	19.2%	23.5%
Somewhat Important	28.7%	31.9%	28.1%	24.9%	28.4%	28.3%	29.0%	27.4%	30.0%	28.3%	29.5%
Not At All Important	48.4%	44.5%	48.8%	55.4%	47.4%	45.4%	50.3%	46.9%	49.7%	50.7%	44.6%
Do Not Know	2.0%	2.1%	2.0%	2.0%	1.9%	2.1%	1.9%	1.8%	2.0%	1.7%	2.3%
<b>Alcoholic beverages</b>											
Very Important	17.1%	17.4%	18.4%	12.6%	18.6%	18.9%	16.0%	18.4%	15.9%	14.2%	22.1%
Somewhat Important	24.3%	25.9%	24.4%	22.8%	23.6%	24.6%	24.2%	21.6%	26.6%	23.2%	26.5%
Not At All Important	56.2%	54.4%	54.8%	62.8%	55.1%	53.9%	57.6%	57.7%	55.3%	60.3%	49.0%
Do Not Know	2.4%	2.3%	2.5%	1.9%	2.7%	2.5%	2.3%	2.3%	2.2%	2.3%	2.4%
<b>Gift stores</b>											
Very Important	27.0%	24.9%	30.3%	23.4%	28.3%	31.9%	23.9%	31.3%	23.7%	26.5%	27.6%
Somewhat Important	39.3%	39.6%	38.5%	39.9%	39.3%	38.2%	40.0%	36.7%	41.4%	40.0%	38.2%
Not At All Important	32.1%	33.7%	29.7%	34.9%	30.9%	28.0%	34.7%	30.5%	33.3%	32.1%	32.3%
Do Not Know	1.6%	1.7%	1.5%	1.8%	1.6%	2.0%	1.4%	1.4%	1.6%	1.4%	1.8%
<b>Lectures</b>											
Very Important	22.8%	22.4%	24.6%	19.8%	23.4%	25.7%	21.0%	25.9%	20.4%	20.4%	26.5%
Somewhat Important	39.7%	41.4%	40.3%	35.3%	40.1%	38.3%	40.6%	36.8%	42.0%	38.7%	42.0%
Not At All Important	35.0%	33.8%	32.5%	42.4%	34.1%	33.0%	36.3%	34.9%	35.3%	38.6%	29.0%
Do Not Know	2.5%	2.4%	2.5%	2.5%	2.4%	3.0%	2.1%	2.4%	2.3%	2.3%	2.6%
<b>Performances</b>											
Very Important	31.1%	29.1%	34.5%	25.9%	33.1%	36.0%	28.0%	35.7%	27.7%	29.5%	33.7%
Somewhat Important	45.3%	45.1%	43.8%	48.0%	45.3%	43.2%	46.6%	43.8%	46.8%	46.3%	43.8%
Not At All Important	21.8%	24.1%	19.5%	24.0%	20.1%	18.7%	23.7%	18.9%	23.6%	22.4%	20.6%
Do Not Know	1.9%	1.7%	2.2%	2.1%	1.5%	2.1%	1.7%	1.6%	1.9%	1.8%	1.9%
<b>Hands-on activities</b>											
Very Important	50.1%	48.3%	52.9%	51.0%	48.0%	52.8%	48.3%	61.0%	42.4%	51.9%	46.8%
Somewhat Important	38.0%	39.6%	36.0%	37.1%	39.1%	36.3%	39.0%	31.6%	42.8%	37.2%	39.6%
Not At All Important	10.7%	11.1%	9.8%	10.4%	11.5%	9.4%	11.5%	6.3%	13.5%	9.9%	12.0%
Do Not Know	1.3%	1.1%	1.3%	1.5%	1.4%	1.5%	1.2%	1.0%	1.3%	1.0%	1.6%
<b>Temporary or special exhibitions</b>											
Very Important	46.1%	45.6%	47.7%	43.1%	46.9%	48.8%	44.4%	47.0%	45.7%	46.3%	45.6%
Somewhat Important	43.2%	42.9%	42.3%	46.3%	42.5%	40.9%	44.7%	41.6%	44.7%	43.8%	42.6%
Not At All Important	9.3%	10.1%	8.7%	9.4%	9.1%	8.9%	9.6%	10.3%	8.3%	8.7%	10.2%
Do Not Know	1.4%	1.4%	1.4%	1.2%	1.5%	1.5%	1.3%	1.2%	1.4%	1.2%	1.6%

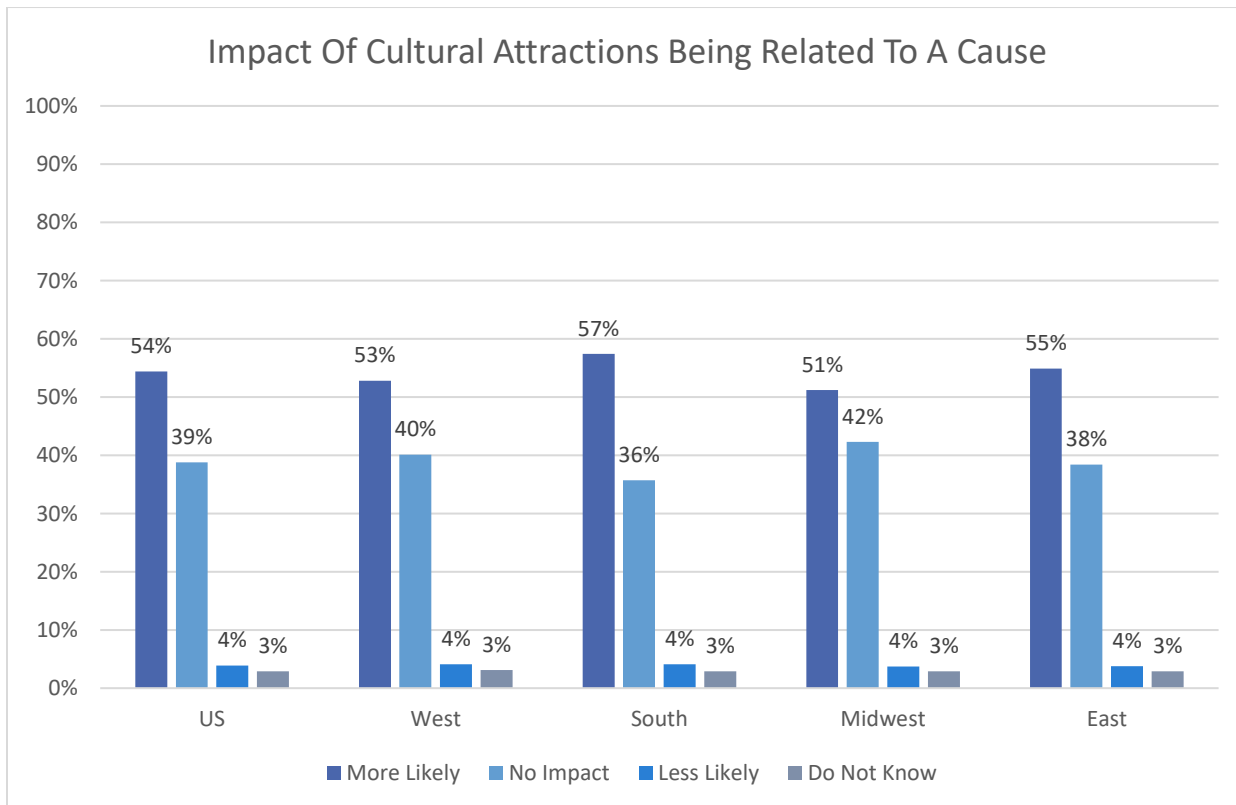
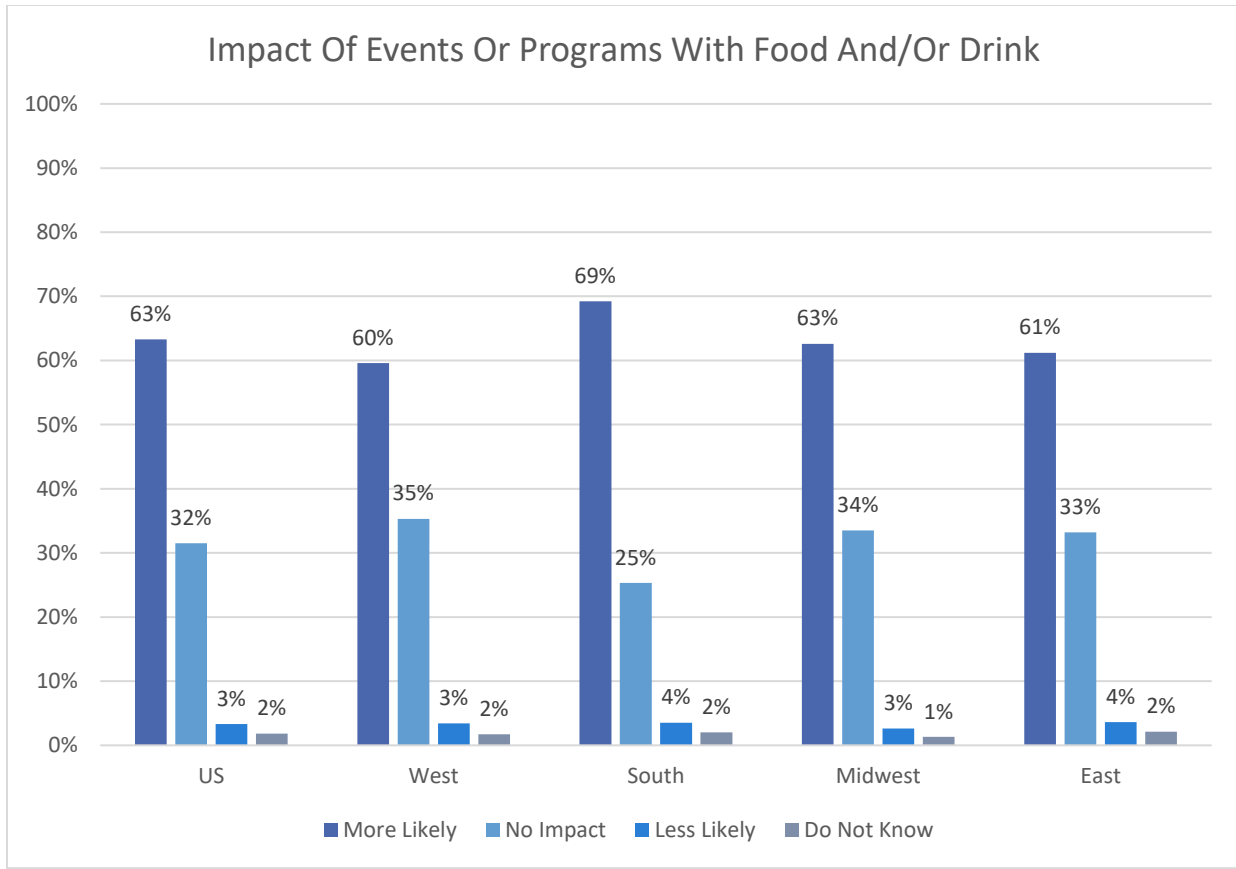
Millennials are much more likely to visit a cultural attraction if admission prices were lower and/or if the experience were more fun.

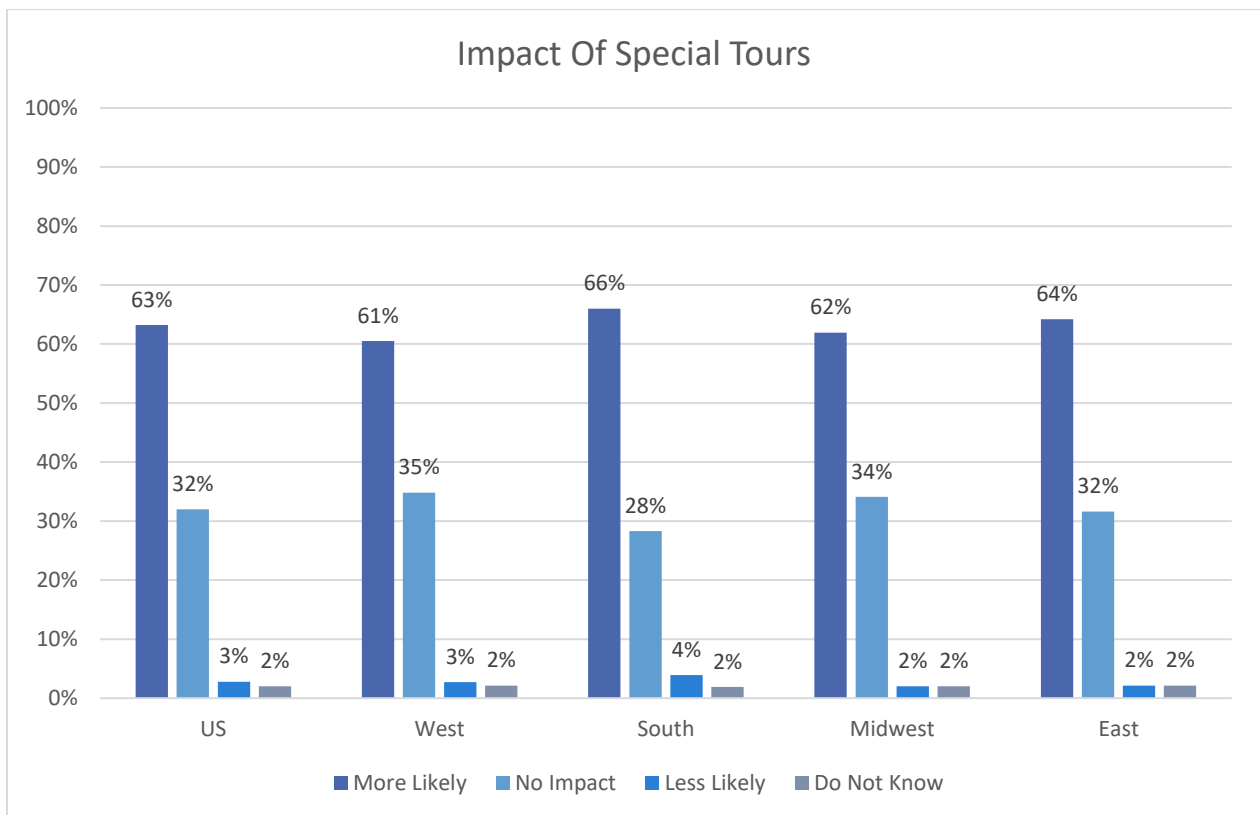
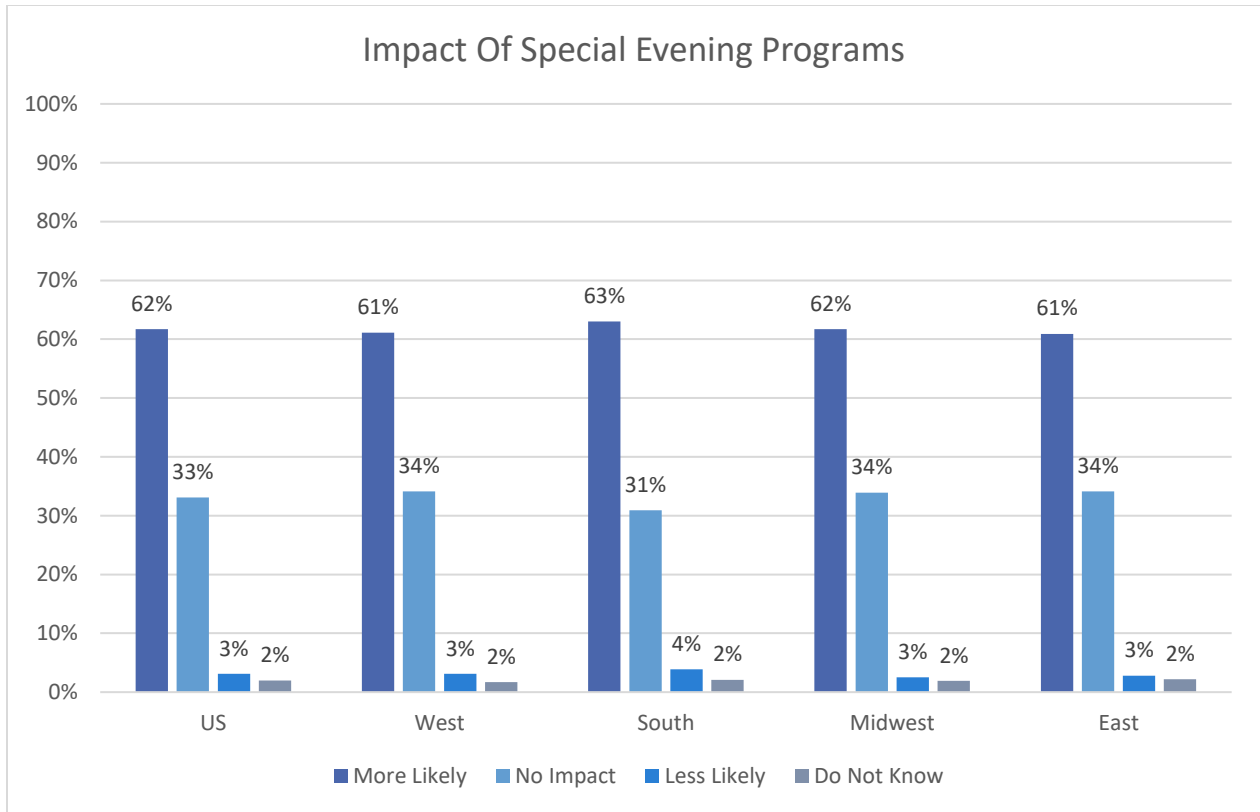
Approximately 60% are more likely to visit with later operating hours, programming with live music, food, or drink, evening programs and special tours. Approximately half of Millennials are more likely to visit to support a cause, but this ranks last in terms of impact on visitation. Younger Millennials are more impacted by support of cause.

Females are more likely to be impacted by these offerings than males.

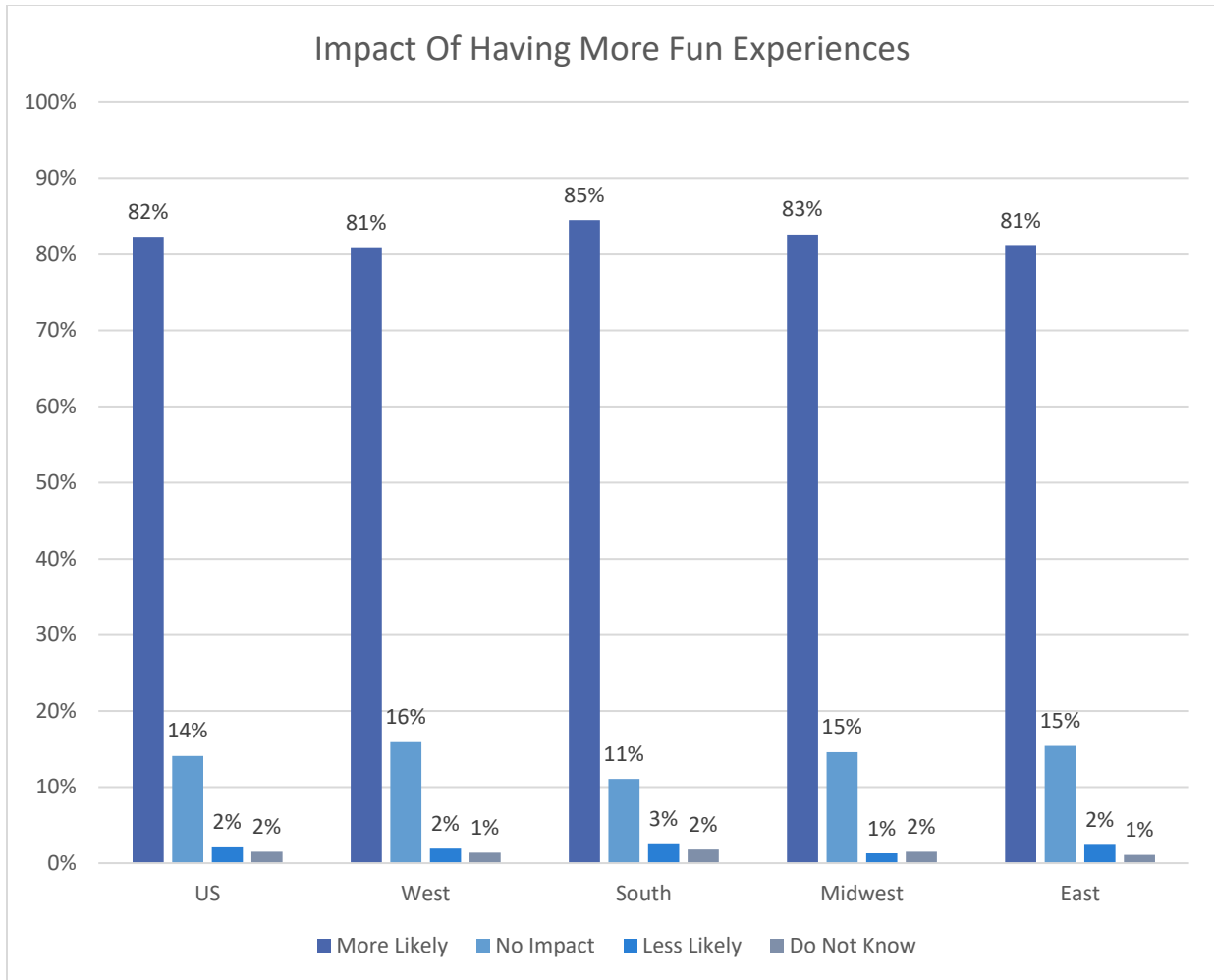












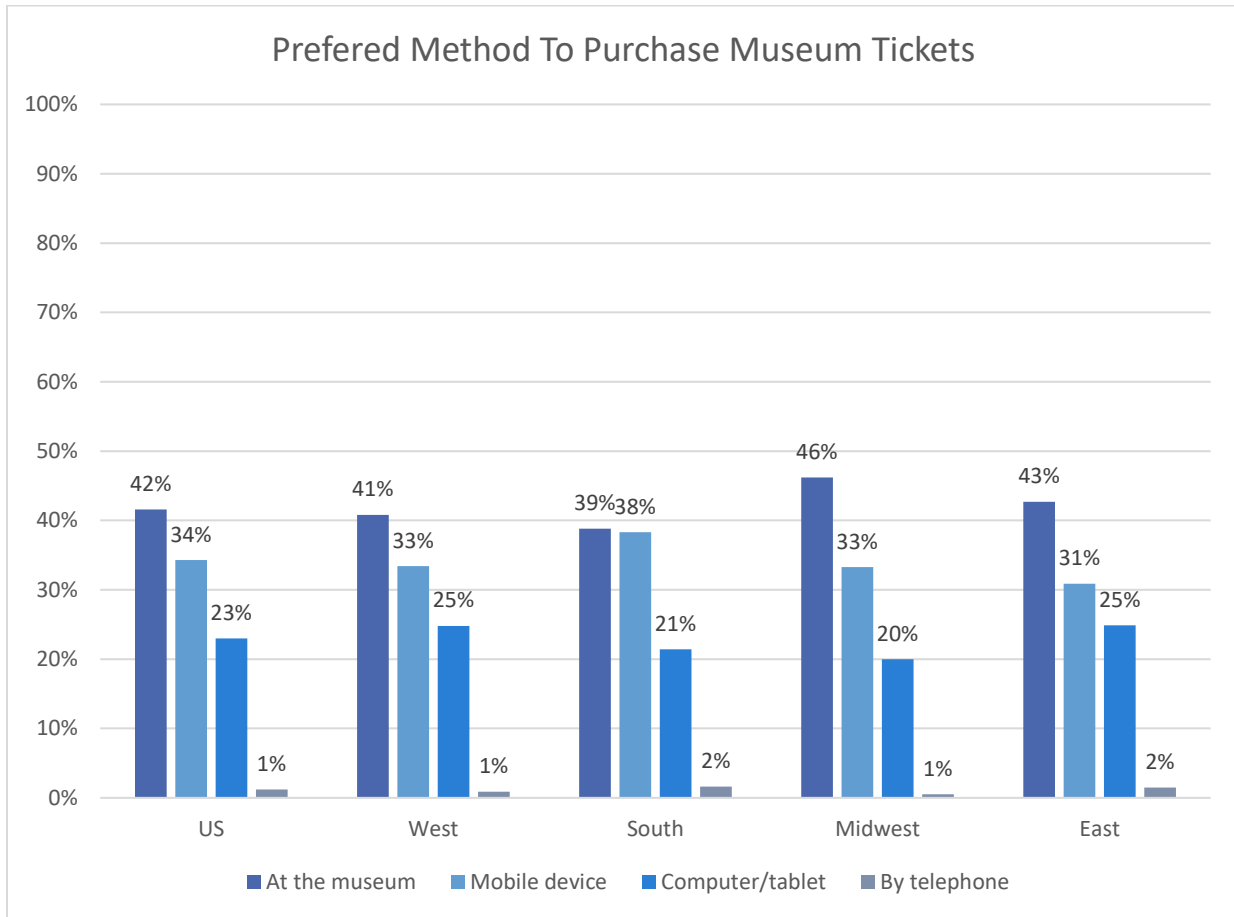
Millennial Engagement Study – April 2018

Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>Later operating hours</b>											
More Likely	61.2%	60.8%	60.9%	63.5%	60.3%	62.4%	60.4%	59.5%	62.5%	63.8%	56.8%
No Impact	33.0%	34.6%	31.4%	32.0%	34.0%	31.0%	34.3%	35.0%	31.8%	31.4%	36.1%
Less Likely	3.7%	2.7%	5.3%	2.8%	3.6%	4.4%	3.3%	3.8%	3.5%	3.0%	4.9%
Do Not Know	2.1%	1.8%	2.4%	1.8%	2.1%	2.2%	2.0%	1.6%	2.2%	1.9%	2.2%
<b>Lower admission price</b>											
More Likely	83.9%	83.0%	85.2%	86.2%	81.9%	83.2%	84.4%	84.5%	84.1%	88.1%	76.7%
No Impact	12.7%	13.4%	11.0%	11.8%	14.5%	12.5%	12.7%	12.4%	12.6%	9.4%	18.5%
Less Likely	2.2%	2.4%	2.5%	1.1%	2.4%	2.8%	1.8%	2.1%	2.1%	1.4%	3.4%
Do Not Know	1.3%	1.3%	1.4%	1.0%	1.3%	1.4%	1.2%	1.0%	1.2%	1.0%	1.5%
<b>Events or programs with live music</b>											
More Likely	58.7%	57.8%	60.7%	57.9%	57.9%	62.1%	56.6%	57.6%	60.0%	61.6%	53.6%
No Impact	34.3%	35.5%	30.8%	36.1%	35.8%	30.9%	36.4%	35.7%	33.1%	32.7%	37.3%
Less Likely	5.1%	4.9%	6.6%	3.6%	4.6%	5.3%	4.9%	5.2%	4.9%	4.0%	6.7%
Do Not Know	1.9%	1.8%	2.0%	2.4%	1.7%	1.6%	2.1%	1.4%	2.0%	1.6%	2.3%
<b>Events or programs with food and/or drink</b>											
More Likely	63.3%	59.6%	69.2%	62.6%	61.2%	68.2%	60.3%	61.3%	65.2%	66.2%	58.6%
No Impact	31.5%	35.3%	25.3%	33.5%	33.2%	26.3%	34.8%	34.0%	29.7%	29.7%	34.7%
Less Likely	3.3%	3.4%	3.5%	2.6%	3.6%	3.6%	3.2%	3.0%	3.3%	2.4%	4.9%
Do Not Know	1.8%	1.7%	2.0%	1.3%	2.1%	1.9%	1.8%	1.7%	1.8%	1.8%	1.8%

Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>If they (the cultural attraction) were related to a cause</b>											
<b>More Likely</b>	<b>54.4%</b>	52.8%	57.4%	51.2%	54.9%	58.8%	51.6%	53.0%	55.5%	57.3%	49.2%
<b>No Impact</b>	<b>38.8%</b>	40.1%	35.7%	42.3%	38.4%	34.3%	41.6%	40.4%	37.7%	36.8%	42.5%
<b>Less Likely</b>	<b>3.9%</b>	4.1%	4.1%	3.7%	3.8%	4.1%	3.8%	3.9%	3.9%	3.0%	5.6%
<b>Do Not Know</b>	<b>2.9%</b>	3.1%	2.9%	2.9%	2.9%	2.8%	3.0%	2.7%	2.9%	3.0%	2.7%
<b>Special evening programs</b>											
<b>More Likely</b>	<b>61.7%</b>	61.1%	63.0%	61.7%	60.9%	63.5%	60.6%	60.0%	63.2%	63.5%	58.7%
<b>No Impact</b>	<b>33.1%</b>	34.1%	30.9%	33.9%	34.1%	30.4%	34.8%	35.2%	31.9%	32.4%	34.5%
<b>Less Likely</b>	<b>3.1%</b>	3.1%	3.9%	2.5%	2.8%	4.1%	2.5%	3.3%	2.9%	2.2%	4.6%
<b>Do Not Know</b>	<b>2.0%</b>	1.7%	2.1%	1.9%	2.2%	2.0%	2.0%	1.6%	2.1%	1.9%	2.1%
<b>Special tours</b>											
<b>More Likely</b>	<b>63.2%</b>	60.5%	66.0%	61.9%	64.2%	64.7%	62.3%	63.6%	63.3%	64.1%	62.0%
<b>No Impact</b>	<b>32.0%</b>	34.8%	28.3%	34.1%	31.6%	29.5%	33.5%	32.7%	31.6%	31.8%	32.3%
<b>Less Likely</b>	<b>2.8%</b>	2.7%	3.9%	2.0%	2.1%	3.6%	2.2%	2.1%	3.0%	1.9%	4.1%
<b>Do Not Know</b>	<b>2.0%</b>	2.1%	1.9%	2.0%	2.1%	2.2%	1.9%	1.5%	2.2%	2.2%	1.6%
<b>More fun experience</b>											
<b>More Likely</b>	<b>82.3%</b>	80.8%	84.5%	82.6%	81.1%	83.5%	81.5%	84.0%	81.4%	85.4%	77.0%
<b>No Impact</b>	<b>14.1%</b>	15.9%	11.1%	14.6%	15.4%	11.9%	15.5%	12.6%	15.2%	11.6%	18.5%
<b>Less Likely</b>	<b>2.1%</b>	1.9%	2.6%	1.3%	2.4%	3.1%	1.6%	2.5%	1.8%	1.6%	3.1%
<b>Do Not Know</b>	<b>1.5%</b>	1.4%	1.8%	1.5%	1.1%	1.6%	1.4%	0.9%	1.6%	1.4%	1.3%

## Ticketing

Less than half of Millennials prefer to buy their tickets on-site.



Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388
<b>How would you prefer to purchase your tickets to a museum...</b>											
<b>At the museum</b>	41.6%	40.8%	38.8%	46.2%	42.7%	42.2%	41.2%	43.4%	40.2%	42.1%	40.9%
<b>Mobile device</b>	34.3%	33.4%	38.3%	33.3%	30.9%	33.7%	34.6%	34.6%	34.0%	35.2%	32.5%
<b>Computer/tablet</b>	23.0%	24.8%	21.4%	20.0%	24.9%	22.9%	23.0%	20.7%	24.8%	21.9%	24.9%
<b>By telephone</b>	1.2%	0.9%	1.6%	0.5%	1.5%	1.2%	1.2%	1.3%	1.0%	0.9%	1.6%

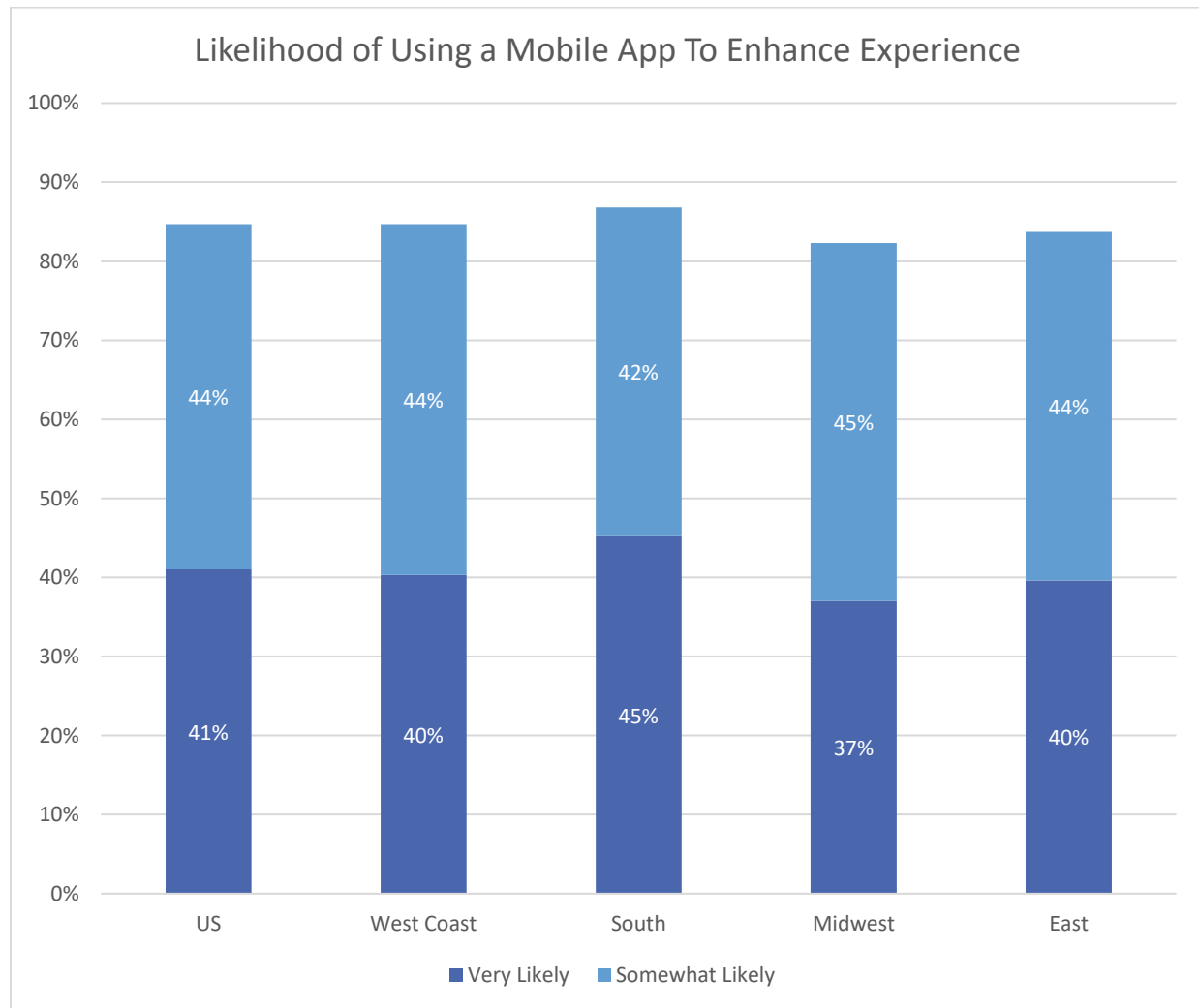
## Enhanced Experience

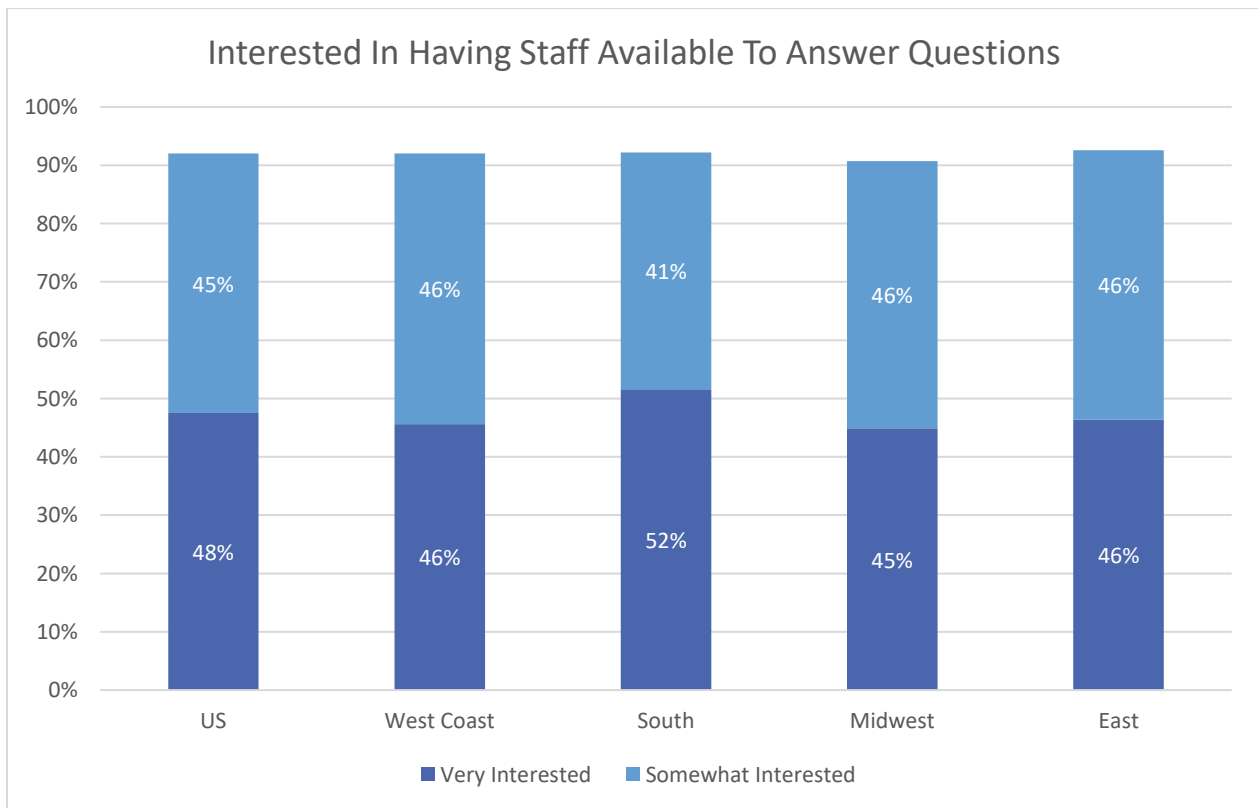
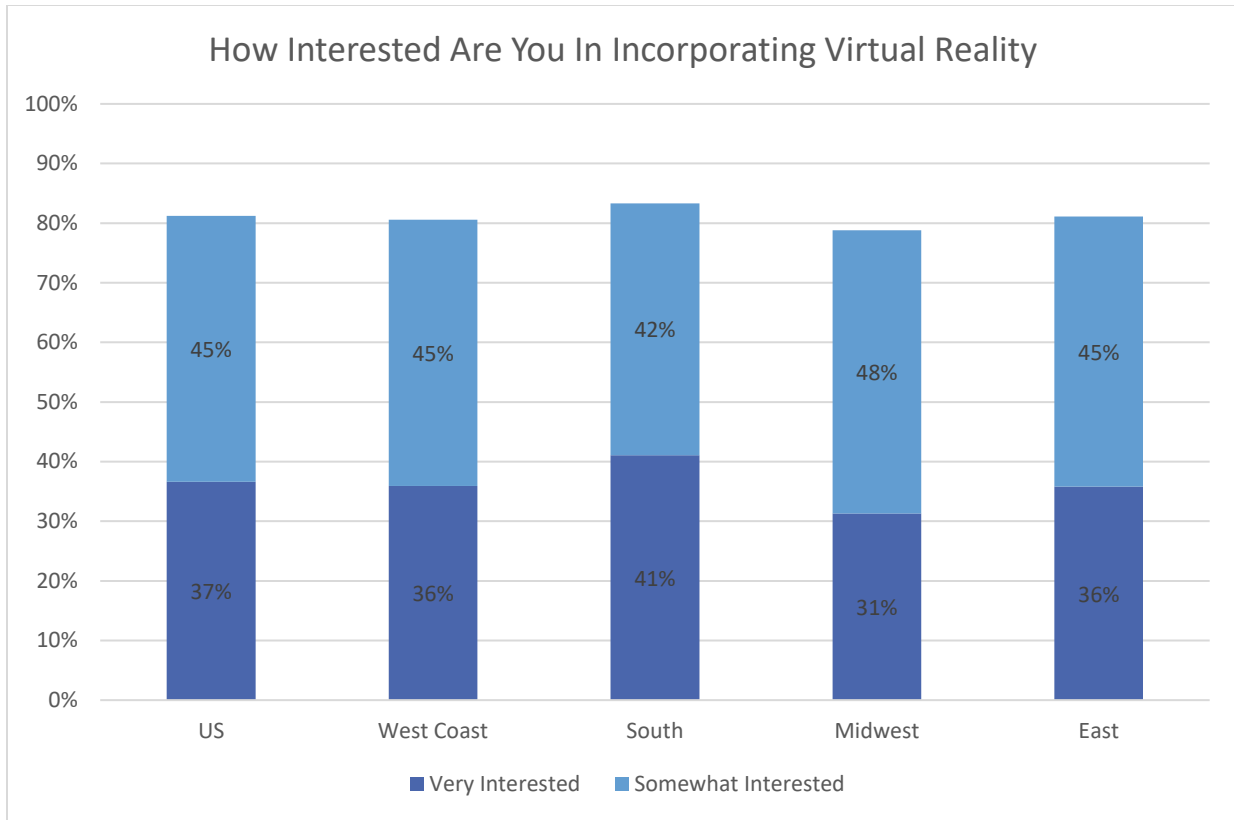
Millennials are most likely to have their experiences enhanced by seeing shows or presentations and asking staff questions followed by using a mobile app and virtual or augmented reality experiences.

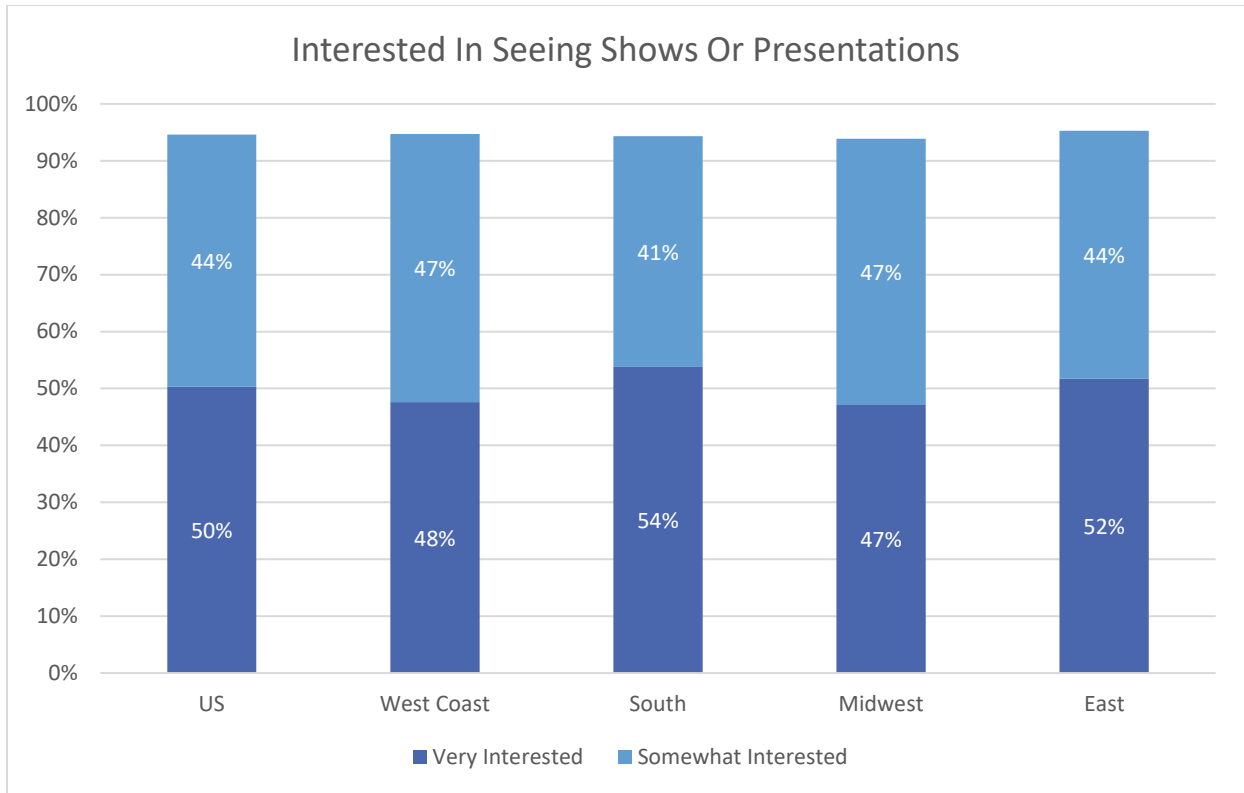
Households with children are more likely to use a mobile app, ask staff questions, and see shows and presentation.

Younger Millennials, households with children, and males are more interested in virtual or augmented reality experiences.

Younger Millennials are more interested in seeing shows and presentations.



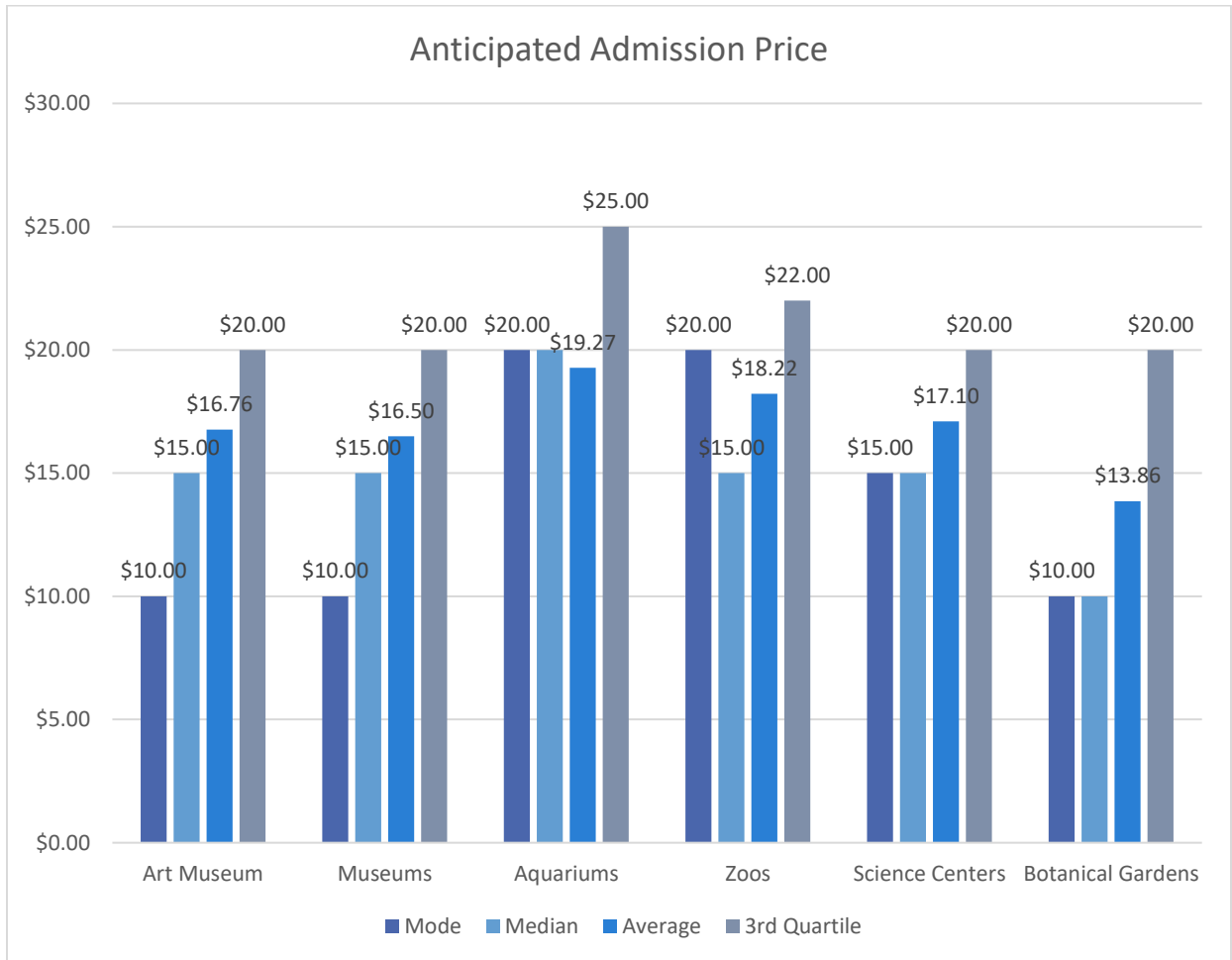




Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>How likely would you to be to use a mobile app to enhance...</b>											
Very Likely	41.0%	40.3%	45.2%	37.0%	39.6%	41.1%	40.9%	47.9%	36.3%	39.9%	42.8%
Somewhat Likely	43.7%	44.4%	41.6%	45.3%	44.1%	43.5%	43.8%	39.7%	46.7%	44.4%	42.5%
Not At All Likely	15.3%	15.4%	13.2%	17.7%	16.3%	15.4%	15.3%	12.3%	17.0%	15.7%	14.7%
<b>How interested are you in incorporating virtual or augmen...</b>											
Very Interested	36.6%	35.9%	41.1%	31.3%	35.8%	40.8%	33.9%	41.4%	33.2%	34.1%	40.9%
Somewhat Interested	44.6%	44.7%	42.2%	47.5%	45.3%	42.3%	46.0%	42.1%	46.6%	45.3%	43.7%
Not At All Interested	18.8%	19.4%	16.7%	21.3%	18.9%	16.9%	20.0%	16.5%	20.2%	20.7%	15.4%
<b>How interested are you in having staff available to answe...</b>											
Very Interested	47.5%	45.6%	51.6%	44.9%	46.4%	50.6%	45.5%	54.3%	42.7%	47.0%	48.0%
Somewhat Interested	44.5%	46.4%	40.6%	45.8%	46.2%	42.0%	46.1%	39.7%	48.0%	44.6%	44.6%
Not At All Interested	8.0%	7.9%	7.8%	9.3%	7.4%	7.4%	8.4%	6.1%	9.2%	8.4%	7.5%
<b>How interested are you in seeing shows or presentations d...</b>											
Very Interested	50.3%	47.6%	53.8%	47.1%	51.7%	53.6%	48.3%	55.6%	46.7%	50.4%	50.3%
Somewhat Interested	44.3%	47.1%	40.5%	46.8%	43.6%	41.0%	46.3%	40.5%	47.1%	44.7%	43.5%
Not At All Interested	5.4%	5.2%	5.8%	6.2%	4.7%	5.4%	5.4%	3.9%	6.2%	5.0%	6.2%

## Pricing

Millennials anticipated paying most for Aquariums and least for botanical gardens.





Art

Counts Respondents	Total	Descriptive Statistics							
		Count	Minimum	Maximum	Mode	1st Quartile	Median	3rd Quartile	Mean
	6379	6379	1	57	10	10	15	20	16.76

Museums

Counts Respondents	Total	Descriptive Statistics							
		Count	Minimum	Maximum	Mode	1st Quartile	Median	3rd Quartile	Mean
	6413	6413	1	59	10	10	15	20	16.50

Aquariums

Counts Respondents	Total	Descriptive Statistics							
		Count	Minimum	Maximum	Mode	1st Quartile	Median	3rd Quartile	Mean
	6433	6433	1	58	20	12	20	25	19.27

Zoos

Counts Respondents	Total	Descriptive Statistics							
		Count	Minimum	Maximum	Mode	1st Quartile	Median	3rd Quartile	Mean
	6397	6397	1	56	20	10	15	22	18.22

Science Centers

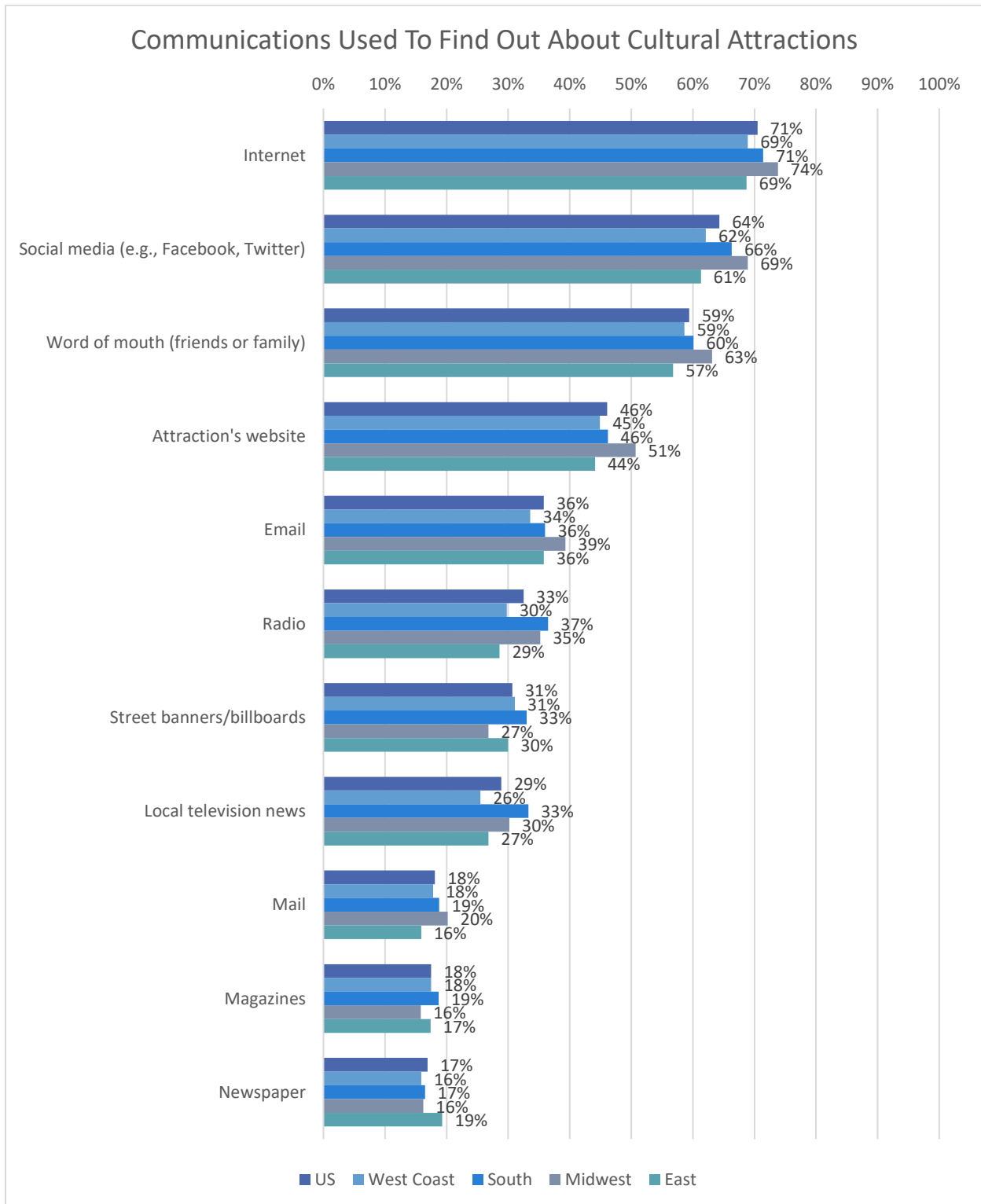
Counts Respondents	Total	Descriptive Statistics							
		Count	Minimum	Maximum	Mode	1st Quartile	Median	3rd Quartile	Mean
	6413	6413	1	57	15	10	15	20	17.10

Botanical Gardens

Counts Respondents	Total	Descriptive Statistics							
		Count	Minimum	Maximum	Mode	1st Quartile	Median	3rd Quartile	Mean
	6097	6097	1	57	10	10	10	20	13.86

## Communications

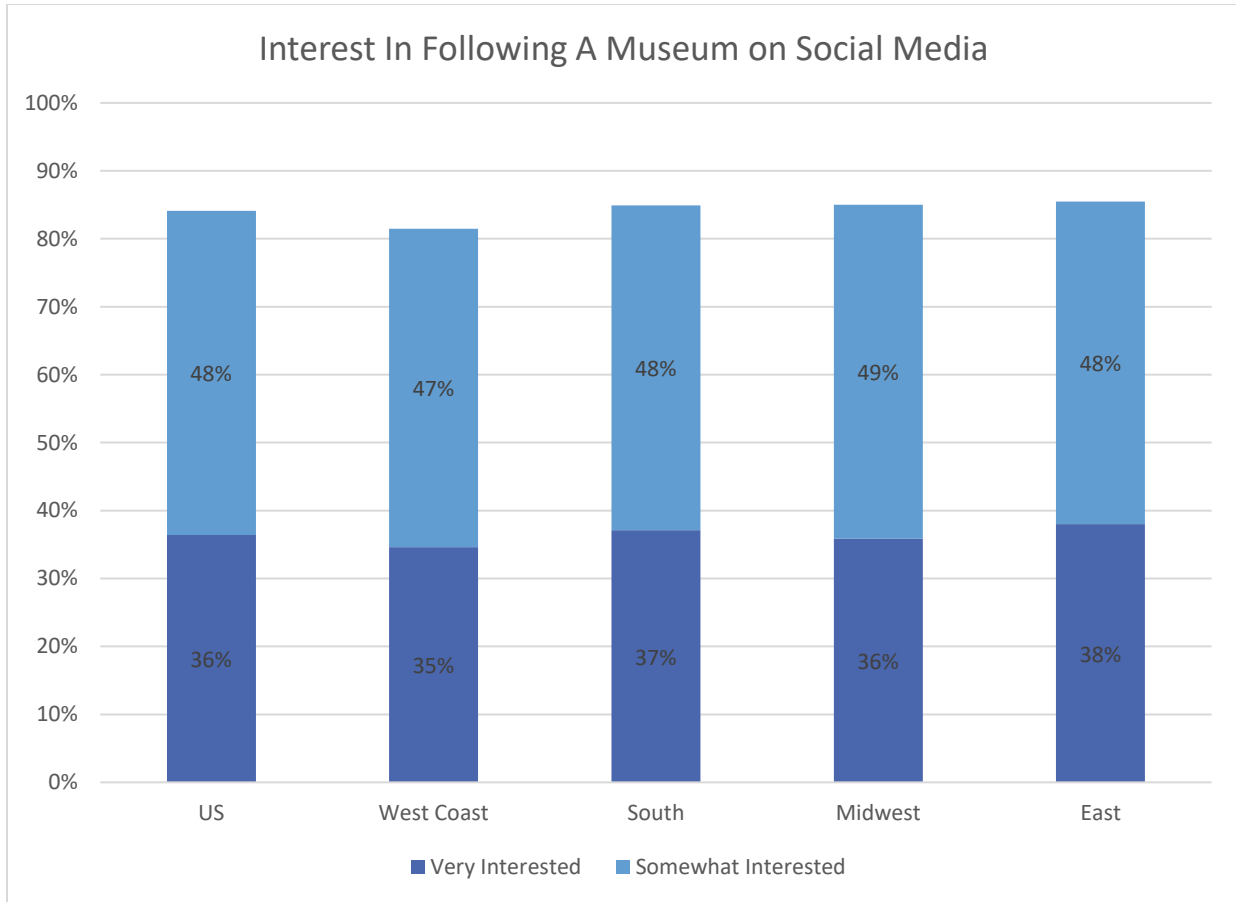
Utilization of digital media is the primary source of information Millennials use to find out about cultural attractions.



Millennial Engagement Study – April 2018

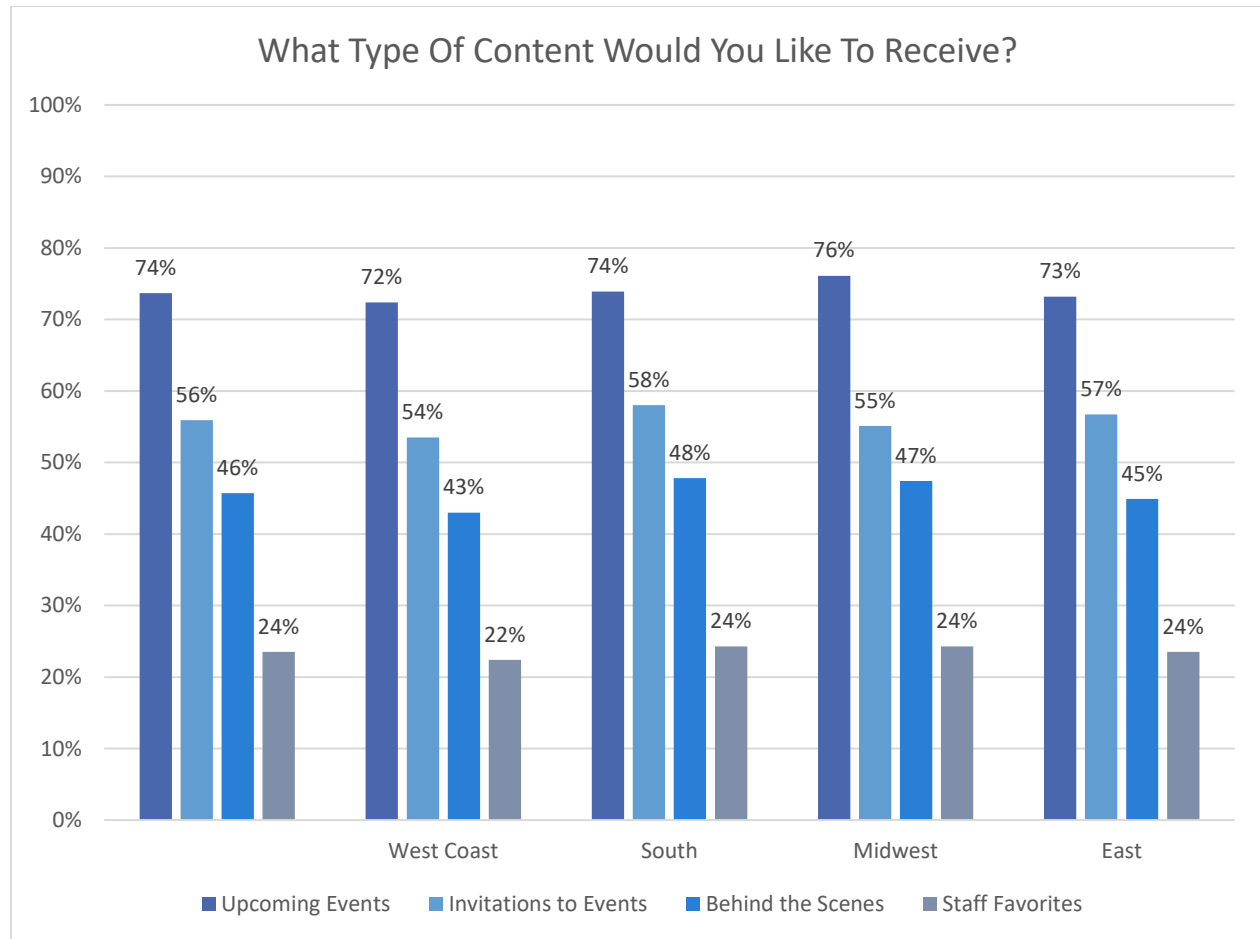
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>Which methods of communication do you use to find out abo...</b>											
<b>Internet</b>	<b>70.5%</b>	68.9%	71.4%	73.8%	68.7%	69.3%	71.2%	69.6%	71.4%	72.2%	67.7%
<b>Social media (e.g., Facebook, Twitter)</b>	<b>64.3%</b>	62.1%	66.3%	68.9%	61.3%	67.8%	62.1%	63.9%	65.3%	70.4%	53.9%
<b>Word of mouth (friends or family)</b>	<b>59.4%</b>	58.6%	60.1%	63.1%	56.8%	58.0%	60.3%	57.7%	61.0%	63.9%	51.7%
<b>Attraction's website</b>	<b>46.1%</b>	44.9%	46.2%	50.7%	44.1%	43.6%	47.7%	46.9%	46.1%	48.8%	41.5%
<b>Email</b>	<b>35.8%</b>	33.6%	36.0%	39.3%	35.8%	34.2%	36.8%	37.0%	35.2%	36.7%	34.3%
<b>Radio</b>	<b>32.5%</b>	29.8%	36.5%	35.2%	28.6%	32.8%	32.3%	36.3%	30.0%	34.7%	28.9%
<b>Street banners/billboards</b>	<b>30.7%</b>	31.1%	33.0%	26.8%	30.0%	33.1%	29.1%	29.6%	31.6%	32.1%	27.9%
<b>Local television news</b>	<b>28.9%</b>	25.5%	33.3%	30.2%	26.8%	26.7%	30.3%	31.3%	27.3%	29.7%	27.8%
<b>Mail</b>	<b>18.1%</b>	17.8%	18.8%	20.2%	15.9%	17.8%	18.3%	21.6%	15.5%	18.7%	16.8%
<b>Magazines</b>	<b>17.5%</b>	17.5%	18.7%	15.8%	17.4%	17.6%	17.5%	17.8%	17.4%	16.3%	19.6%
<b>Newspaper</b>	<b>16.9%</b>	15.9%	16.5%	16.2%	19.3%	15.4%	17.9%	18.9%	15.5%	15.7%	19.1%
<b>None of these</b>	<b>1.8%</b>	2.1%	1.4%	1.8%	1.9%	1.6%	1.8%	1.4%	2.0%	1.4%	2.3%

Approximately 1/3 of Millennials are interested in following a cultural attraction on social media. Households with children are more interested in following cultural attractions.



Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388
<b>How interested are you in following a museum or cultural ...</b>											
<b>Very Interested</b>	36.4%	34.6%	37.1%	35.9%	38.0%	38.3%	35.2%	43.1%	31.8%	36.9%	35.3%
<b>Somewhat Interested</b>	47.7%	46.9%	47.8%	49.1%	47.5%	48.2%	47.4%	44.0%	50.3%	49.2%	45.1%
<b>Not At All Interested</b>	15.9%	18.5%	15.1%	15.0%	14.5%	13.5%	17.4%	12.8%	17.9%	13.8%	19.5%

Millennials are more interested in receiving event information and invitations on social media followed by behind the scenes.



Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388
<b>What type of content would you like to receive from a mus...</b>											
<b>Upcoming Events</b>	73.7%	72.4%	73.9%	76.1%	73.2%	73.3%	73.9%	74.2%	73.9%	78.0%	66.2%
<b>Invitations to Events</b>	55.9%	53.5%	58.0%	55.1%	56.7%	54.7%	56.6%	57.4%	55.2%	59.2%	50.1%
<b>Behind the Scenes</b>	45.7%	43.0%	47.8%	47.4%	44.9%	47.5%	44.5%	45.9%	45.6%	47.5%	42.3%
<b>Staff Favorites</b>	23.5%	22.4%	24.3%	24.3%	23.5%	26.3%	21.8%	22.9%	24.0%	23.1%	23.9%
<b>Other</b>	2.9%	2.8%	3.3%	2.8%	2.8%	3.3%	2.7%	3.4%	2.4%	2.5%	3.5%
<b>None of these</b>	9.7%	11.6%	9.3%	9.3%	8.1%	7.9%	10.8%	7.7%	11.1%	8.4%	11.9%

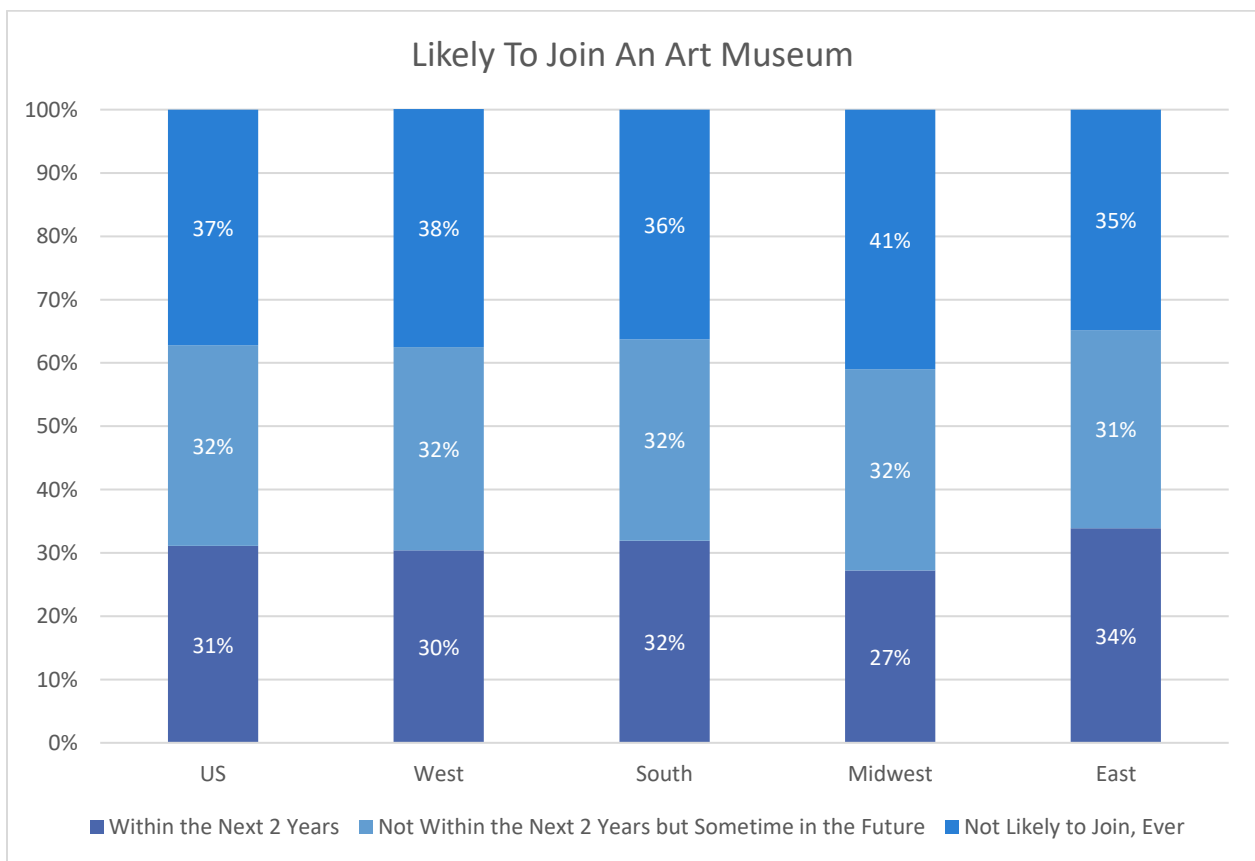
## Membership

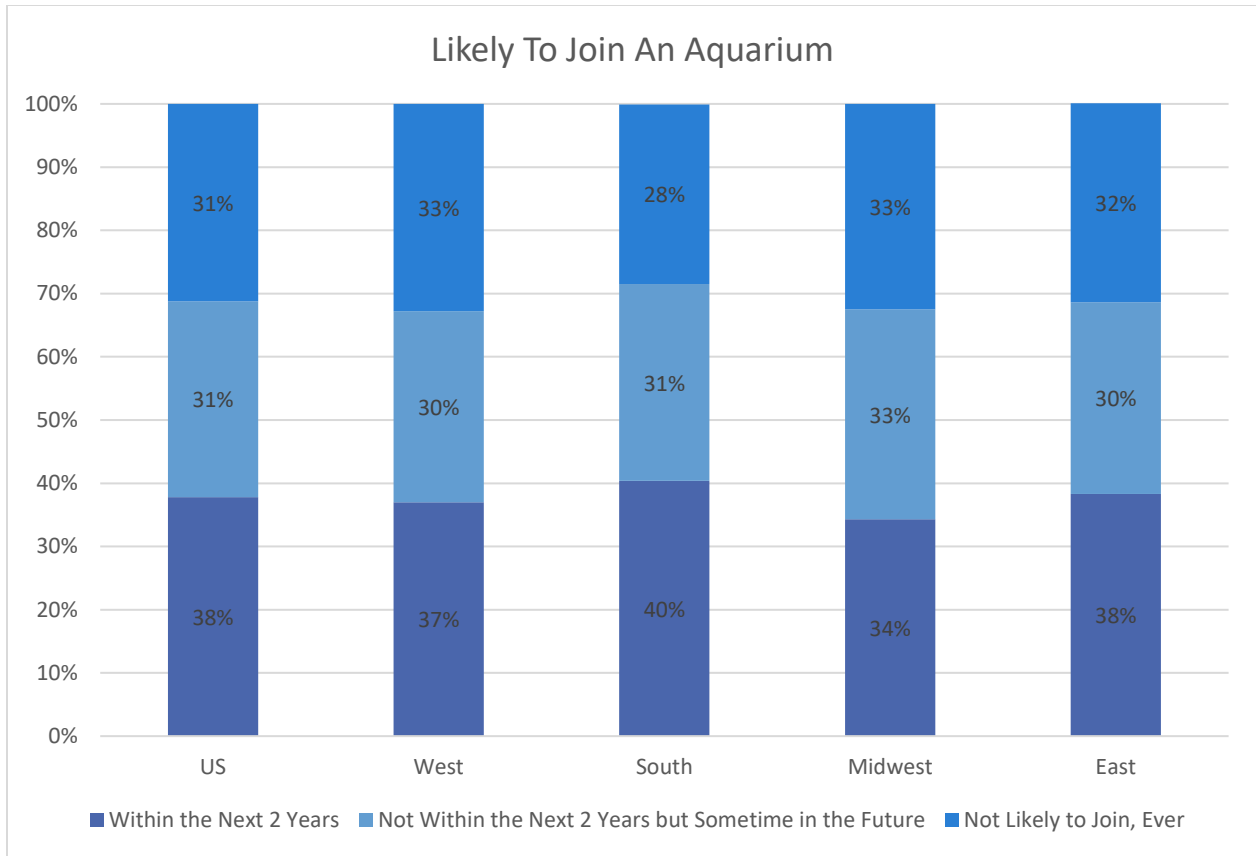
Approximately 2/3 of Millennials intend to join a cultural attraction as a member, with 1/3 intending to join within the next two years. Millennials are more likely to become members of a Zoo (45%), Aquarium (38%), Science Center (36%) or Museum (36%) in the next two years.

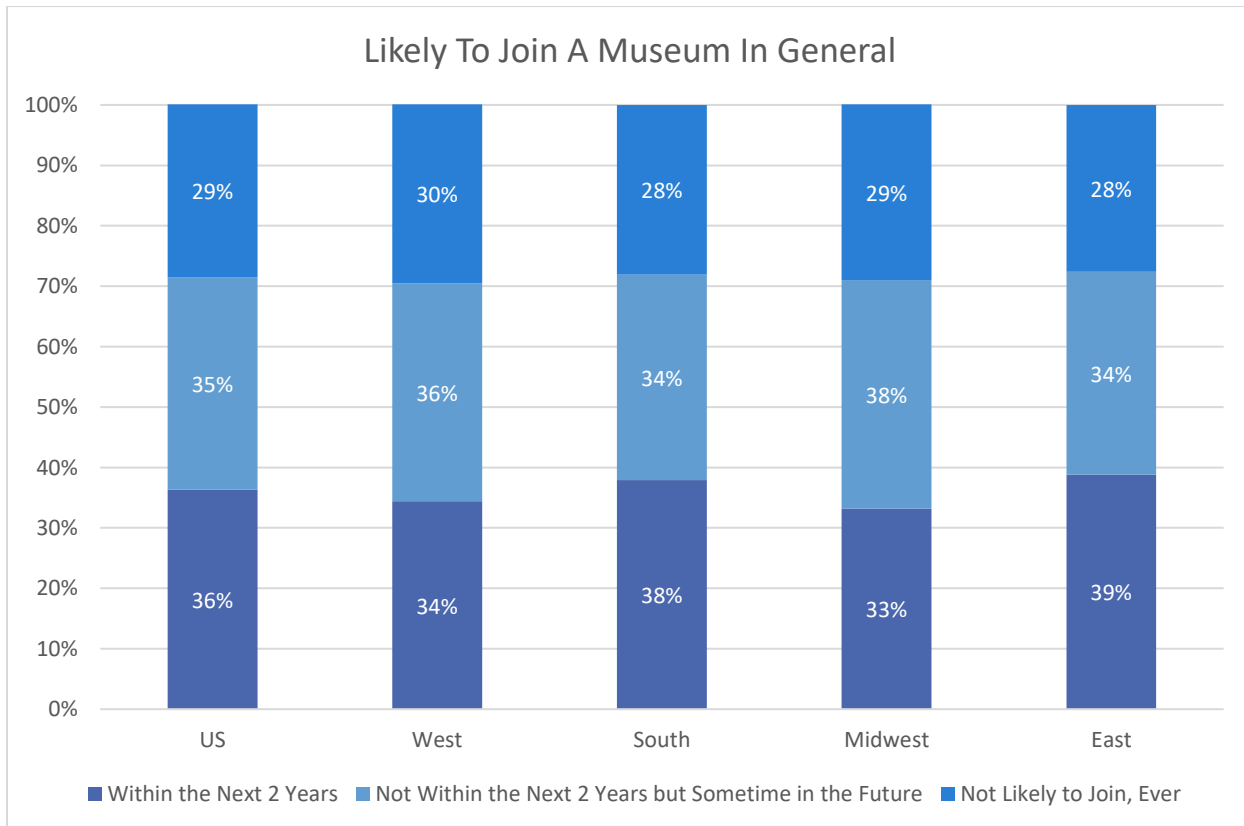
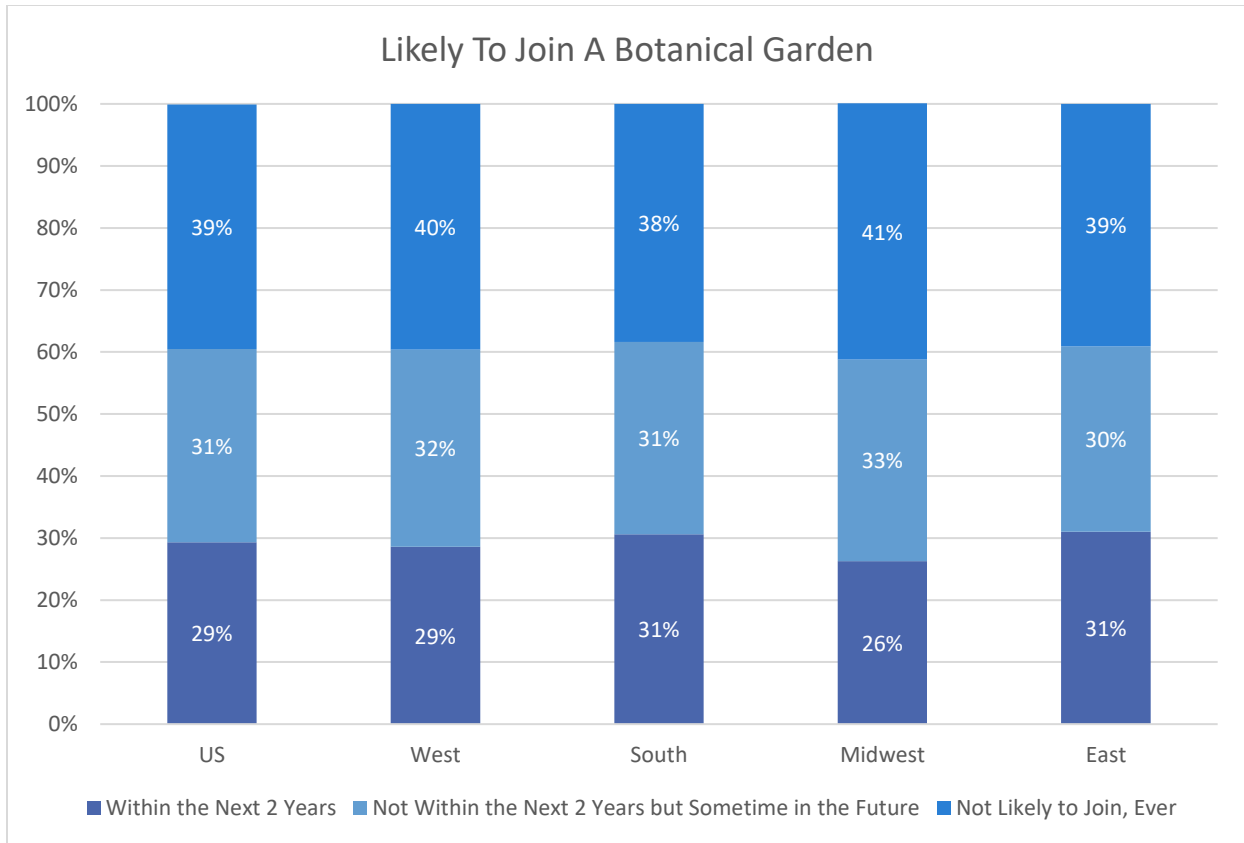
Other than Zoos, Millennials from the Midwest are less likely to join in the next two years.

Older Millennials are less likely to join any cultural attraction as compared to Younger Millennials, which is surprising as Older Millennials have higher household income.

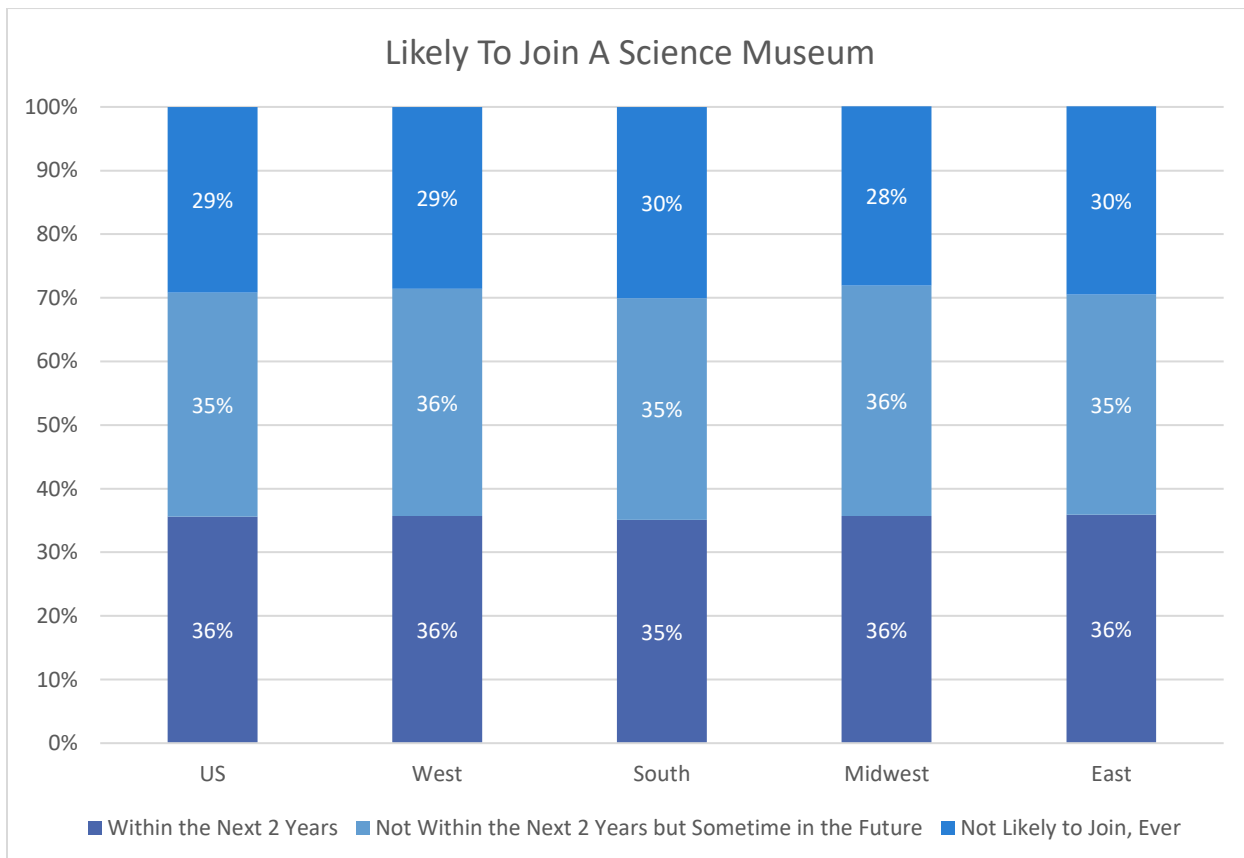
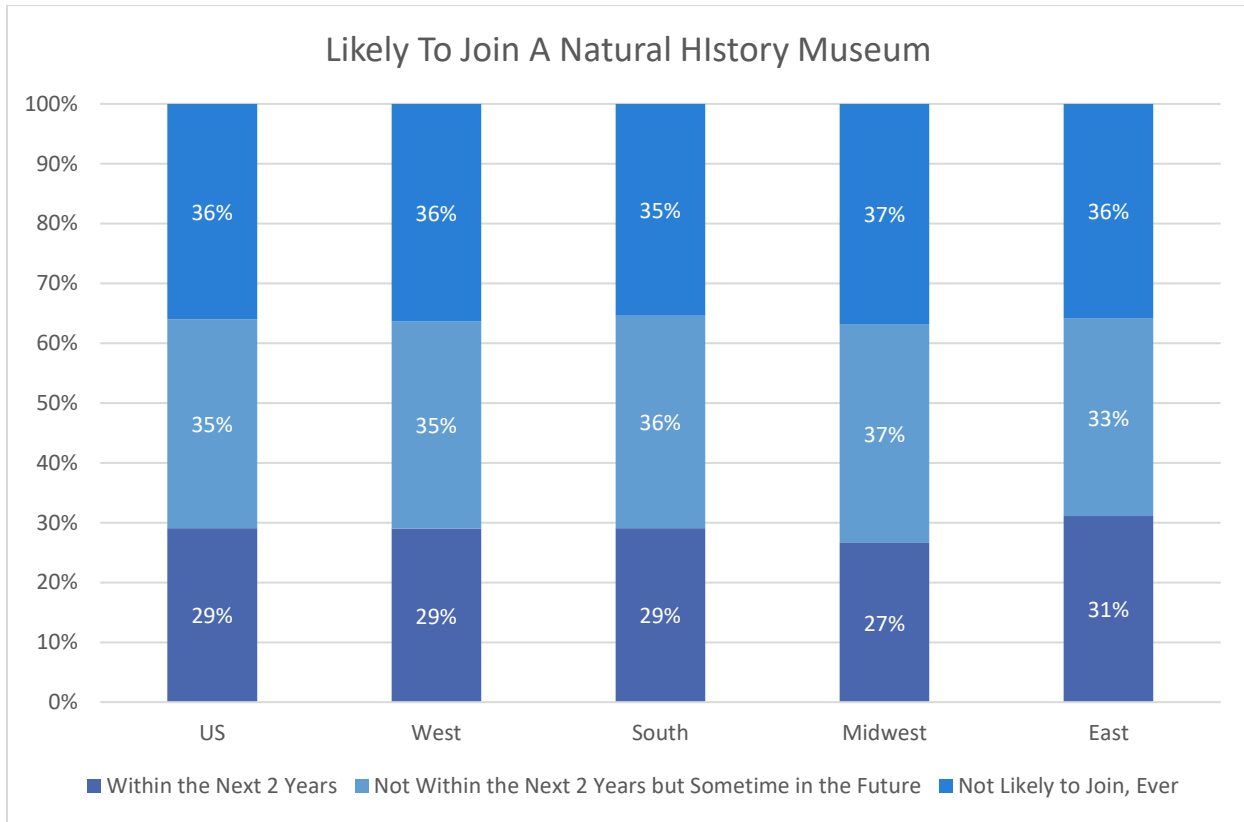
Households with children are more likely to join any cultural attraction in their lifetime compared to households without children. More than half intend to join a Zoo or Aquarium in the next two years.

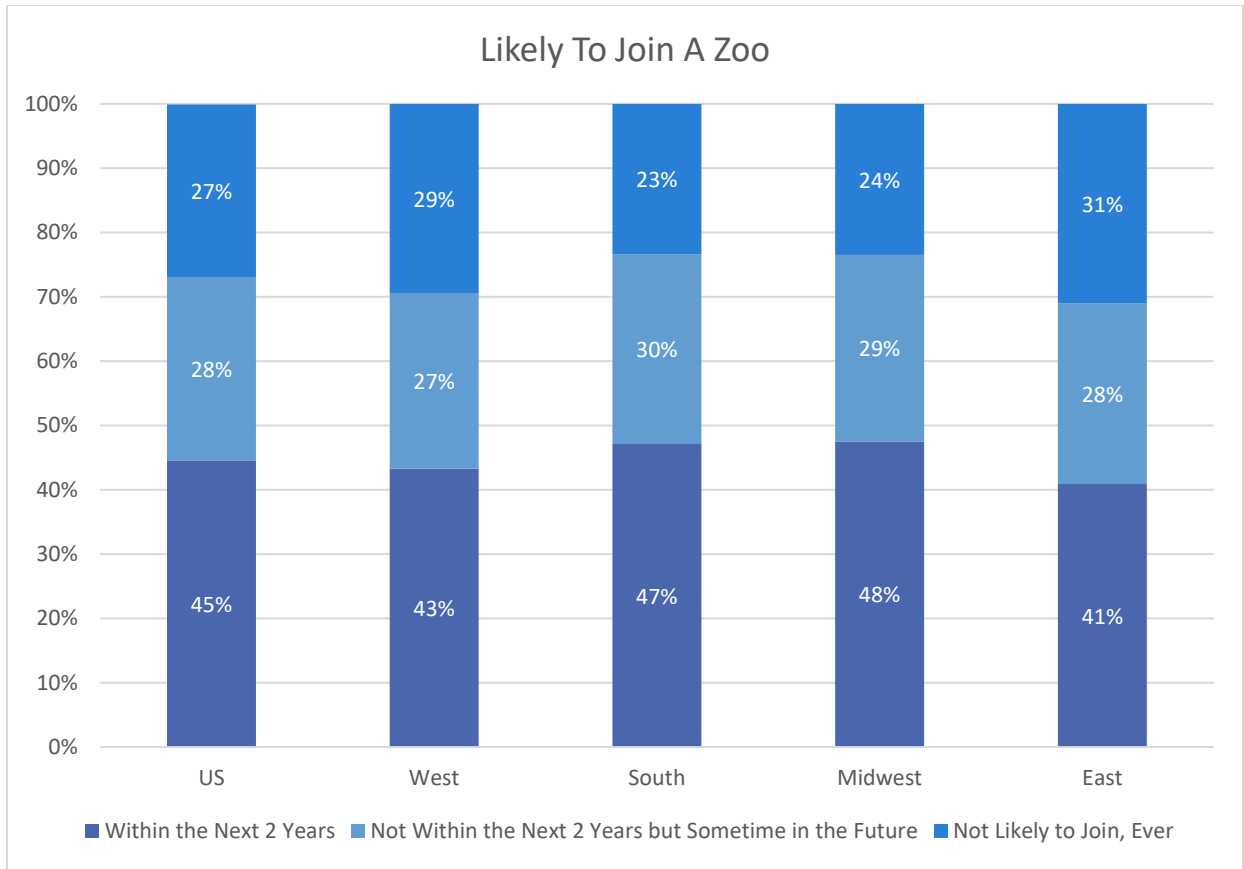










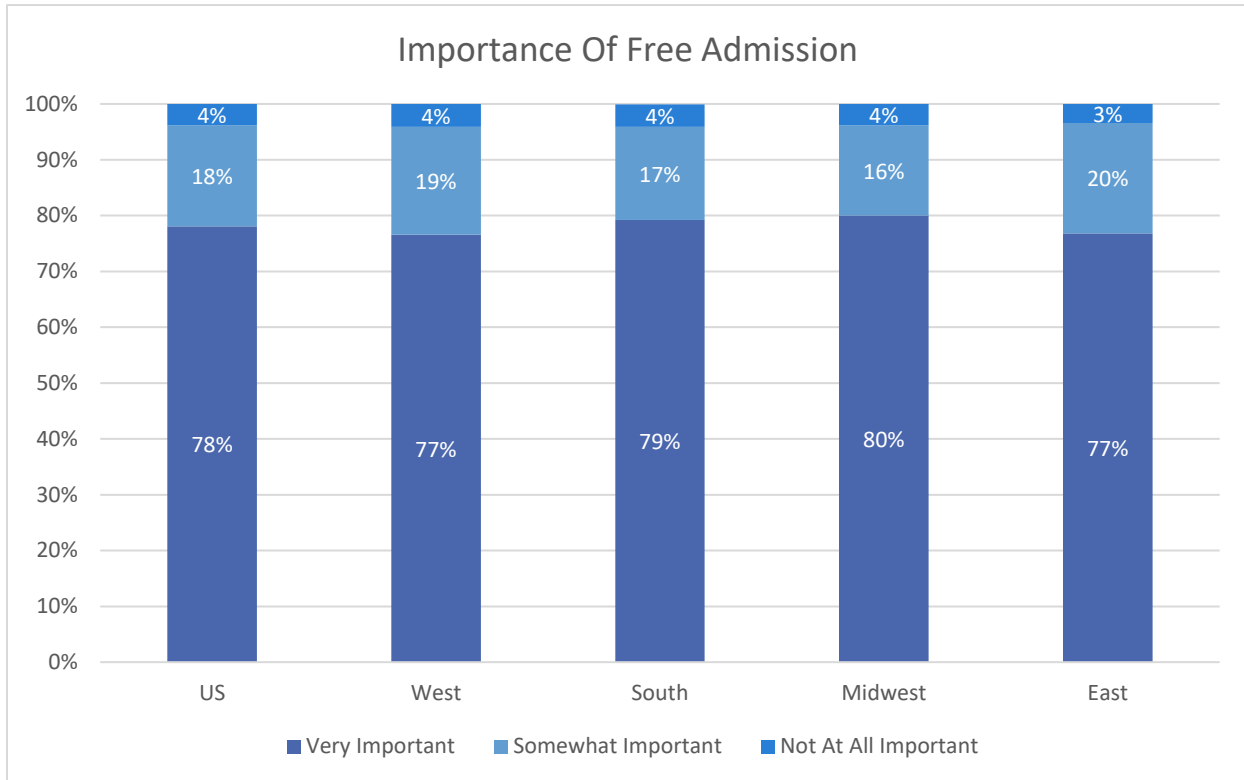


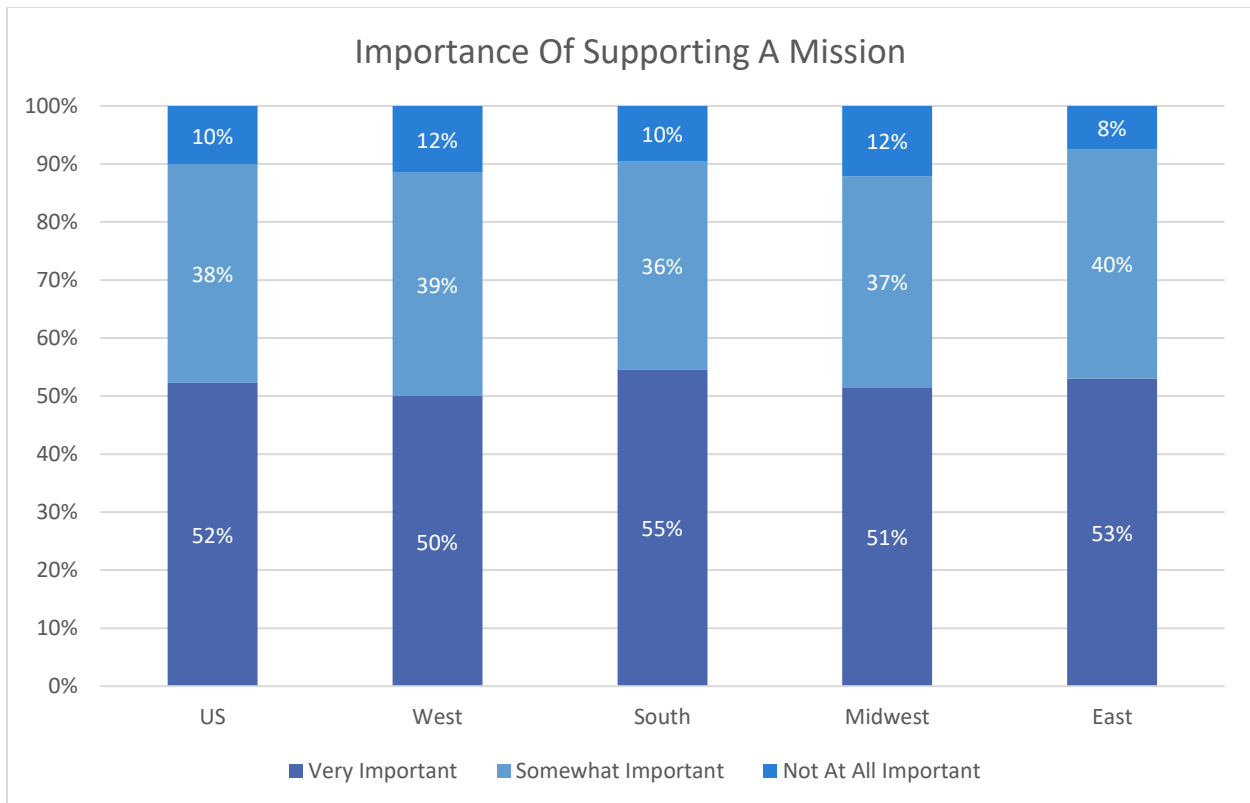
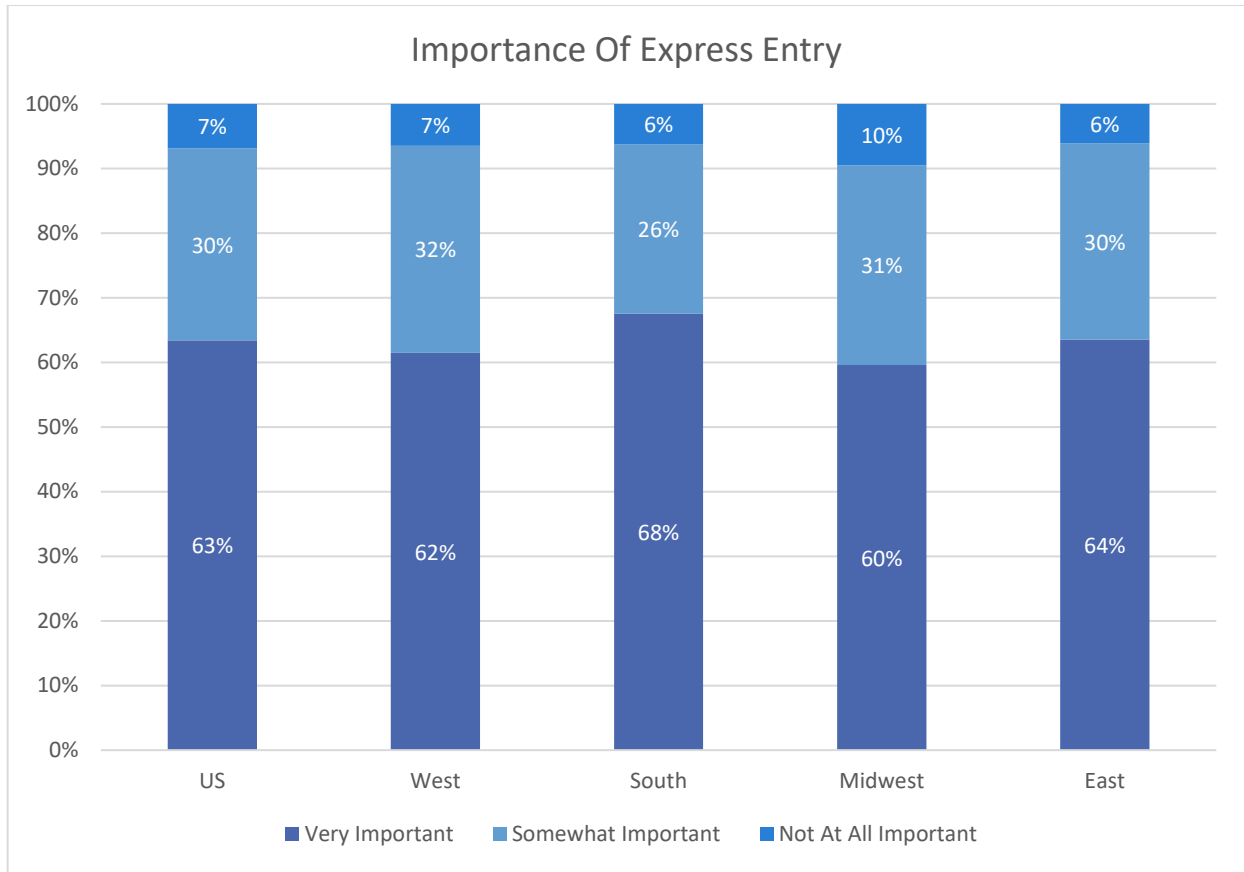
Millennial Engagement Study – April 2018

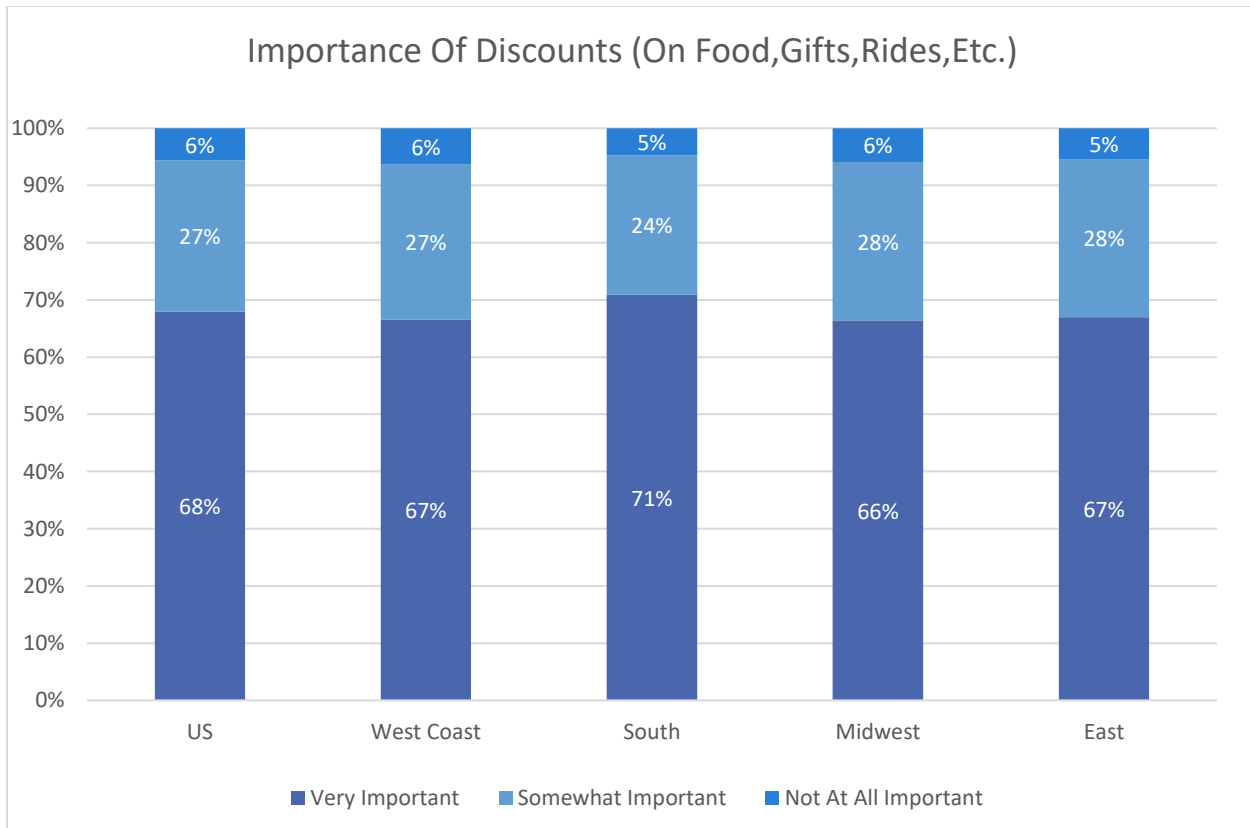
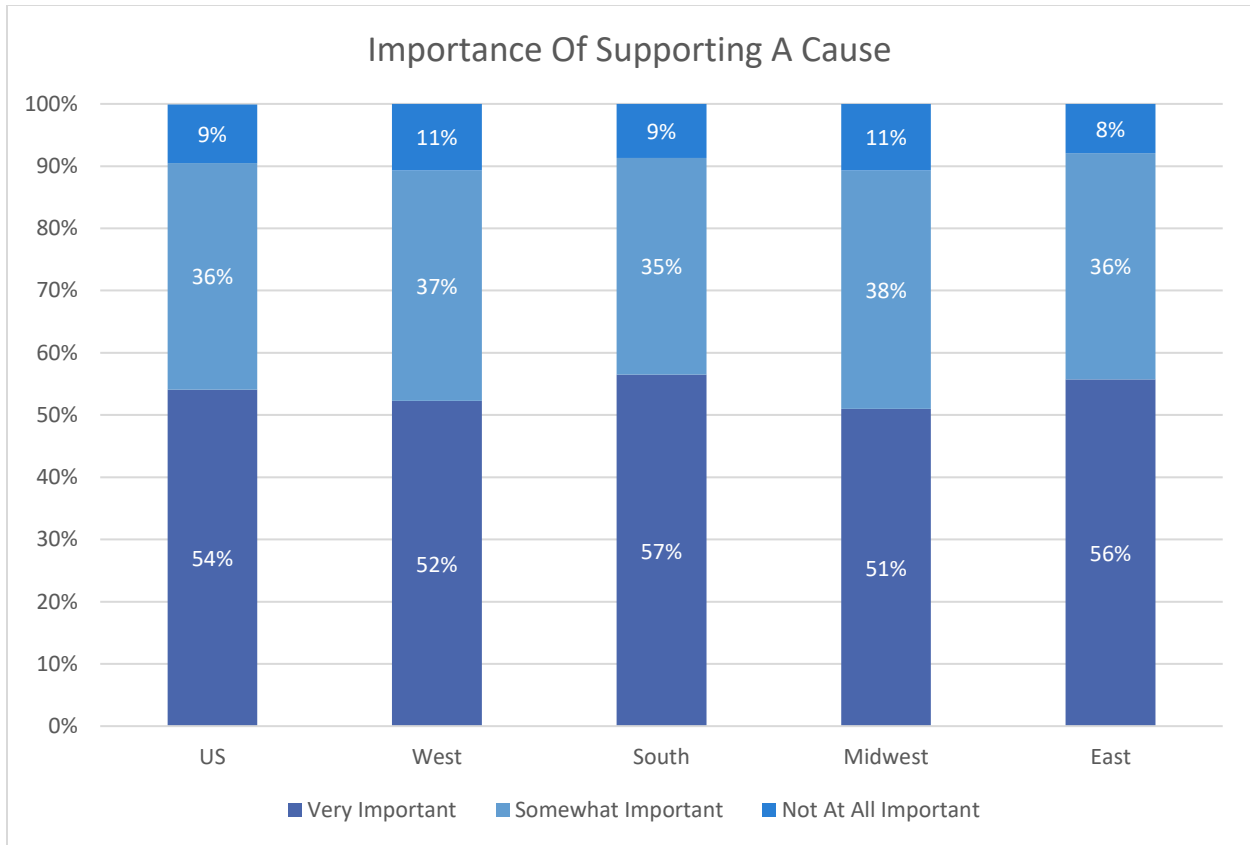
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>An art museum</b>											
<b>Within the Next 2 Years</b>	<b>31.1%</b>	<b>30.4%</b>	<b>31.9%</b>	<b>27.2%</b>	<b>33.9%</b>	<b>33.2%</b>	<b>29.8%</b>	<b>36.3%</b>	<b>27.4%</b>	<b>29.4%</b>	<b>33.5%</b>
<b>Not Within the Next 2 Years but Sometime in the Future</b>	<b>31.7%</b>	<b>32.1%</b>	<b>31.8%</b>	<b>31.8%</b>	<b>31.3%</b>	<b>32.7%</b>	<b>31.1%</b>	<b>30.3%</b>	<b>32.6%</b>	<b>32.1%</b>	<b>31.2%</b>
<b>Not Likely to Join, Ever</b>	<b>37.2%</b>	<b>37.6%</b>	<b>36.3%</b>	<b>41.0%</b>	<b>34.8%</b>	<b>34.1%</b>	<b>39.1%</b>	<b>33.5%</b>	<b>40.0%</b>	<b>38.4%</b>	<b>35.3%</b>
<b>An aquarium</b>											
<b>Within the Next 2 Years</b>	<b>37.8%</b>	<b>37.0%</b>	<b>40.4%</b>	<b>34.3%</b>	<b>38.3%</b>	<b>39.5%</b>	<b>36.8%</b>	<b>52.8%</b>	<b>27.3%</b>	<b>37.2%</b>	<b>38.7%</b>
<b>Not Within the Next 2 Years but Sometime in the Future</b>	<b>31.0%</b>	<b>30.2%</b>	<b>31.1%</b>	<b>33.2%</b>	<b>30.3%</b>	<b>32.4%</b>	<b>30.2%</b>	<b>26.6%</b>	<b>34.1%</b>	<b>31.1%</b>	<b>31.0%</b>
<b>Not Likely to Join, Ever</b>	<b>31.2%</b>	<b>32.8%</b>	<b>28.4%</b>	<b>32.5%</b>	<b>31.5%</b>	<b>28.1%</b>	<b>33.1%</b>	<b>20.6%</b>	<b>38.6%</b>	<b>31.7%</b>	<b>30.4%</b>
<b>A botanical garden</b>											
<b>Within the Next 2 Years</b>	<b>29.3%</b>	<b>28.6%</b>	<b>30.6%</b>	<b>26.3%</b>	<b>31.0%</b>	<b>31.3%</b>	<b>28.2%</b>	<b>36.5%</b>	<b>24.3%</b>	<b>28.7%</b>	<b>30.1%</b>
<b>Not Within the Next 2 Years but Sometime in the Future</b>	<b>31.2%</b>	<b>31.8%</b>	<b>31.0%</b>	<b>32.5%</b>	<b>29.9%</b>	<b>32.7%</b>	<b>30.3%</b>	<b>29.0%</b>	<b>32.7%</b>	<b>31.8%</b>	<b>30.4%</b>
<b>Not Likely to Join, Ever</b>	<b>39.4%</b>	<b>39.6%</b>	<b>38.4%</b>	<b>41.3%</b>	<b>39.1%</b>	<b>36.1%</b>	<b>41.5%</b>	<b>34.6%</b>	<b>42.9%</b>	<b>39.5%</b>	<b>39.6%</b>
<b>A museum in general</b>											
<b>Within the Next 2 Years</b>	<b>36.3%</b>	<b>34.4%</b>	<b>37.9%</b>	<b>33.2%</b>	<b>38.8%</b>	<b>35.7%</b>	<b>36.6%</b>	<b>45.8%</b>	<b>29.5%</b>	<b>35.1%</b>	<b>38.1%</b>
<b>Not Within the Next 2 Years but Sometime in the Future</b>	<b>35.2%</b>	<b>36.1%</b>	<b>34.0%</b>	<b>37.8%</b>	<b>33.6%</b>	<b>37.0%</b>	<b>34.0%</b>	<b>31.4%</b>	<b>37.8%</b>	<b>35.4%</b>	<b>34.8%</b>
<b>Not Likely to Join, Ever</b>	<b>28.6%</b>	<b>29.6%</b>	<b>28.1%</b>	<b>29.1%</b>	<b>27.6%</b>	<b>27.2%</b>	<b>29.4%</b>	<b>22.8%</b>	<b>32.7%</b>	<b>29.6%</b>	<b>27.1%</b>
<b>A natural history museum</b>											
<b>Within the Next 2 Years</b>	<b>29.1%</b>	<b>29.0%</b>	<b>29.1%</b>	<b>26.6%</b>	<b>31.1%</b>	<b>29.9%</b>	<b>28.6%</b>	<b>37.4%</b>	<b>23.0%</b>	<b>26.2%</b>	<b>33.9%</b>
<b>Not Within the Next 2 Years but Sometime in the Future</b>	<b>34.9%</b>	<b>34.7%</b>	<b>35.5%</b>	<b>36.6%</b>	<b>33.0%</b>	<b>36.2%</b>	<b>34.1%</b>	<b>33.9%</b>	<b>35.5%</b>	<b>35.4%</b>	<b>33.9%</b>
<b>Not Likely to Join, Ever</b>	<b>36.0%</b>	<b>36.3%</b>	<b>35.4%</b>	<b>36.8%</b>	<b>35.9%</b>	<b>34.0%</b>	<b>37.3%</b>	<b>28.7%</b>	<b>41.4%</b>	<b>38.4%</b>	<b>32.2%</b>
<b>A science center or museum</b>											
<b>Within the Next 2 Years</b>	<b>35.6%</b>	<b>35.7%</b>	<b>35.1%</b>	<b>35.7%</b>	<b>35.9%</b>	<b>35.5%</b>	<b>35.6%</b>	<b>48.9%</b>	<b>25.9%</b>	<b>33.8%</b>	<b>38.2%</b>
<b>Not Within the Next 2 Years but Sometime in the Future</b>	<b>35.2%</b>	<b>35.7%</b>	<b>34.8%</b>	<b>36.2%</b>	<b>34.6%</b>	<b>37.4%</b>	<b>33.9%</b>	<b>30.4%</b>	<b>38.7%</b>	<b>36.0%</b>	<b>34.0%</b>
<b>Not Likely to Join, Ever</b>	<b>29.2%</b>	<b>28.6%</b>	<b>30.1%</b>	<b>28.2%</b>	<b>29.6%</b>	<b>27.1%</b>	<b>30.5%</b>	<b>20.7%</b>	<b>35.4%</b>	<b>30.2%</b>	<b>27.8%</b>
<b>A zoo</b>											
<b>Within the Next 2 Years</b>	<b>44.6%</b>	<b>43.3%</b>	<b>47.1%</b>	<b>47.5%</b>	<b>40.9%</b>	<b>43.1%</b>	<b>45.6%</b>	<b>63.2%</b>	<b>31.5%</b>	<b>44.9%</b>	<b>43.8%</b>
<b>Not Within the Next 2 Years but Sometime in the Future</b>	<b>28.4%</b>	<b>27.3%</b>	<b>29.5%</b>	<b>29.0%</b>	<b>28.1%</b>	<b>31.2%</b>	<b>26.7%</b>	<b>21.7%</b>	<b>33.1%</b>	<b>28.0%</b>	<b>29.4%</b>
<b>Not Likely to Join, Ever</b>	<b>26.9%</b>	<b>29.4%</b>	<b>23.4%</b>	<b>23.5%</b>	<b>31.0%</b>	<b>25.7%</b>	<b>27.7%</b>	<b>15.1%</b>	<b>35.4%</b>	<b>27.1%</b>	<b>26.8%</b>

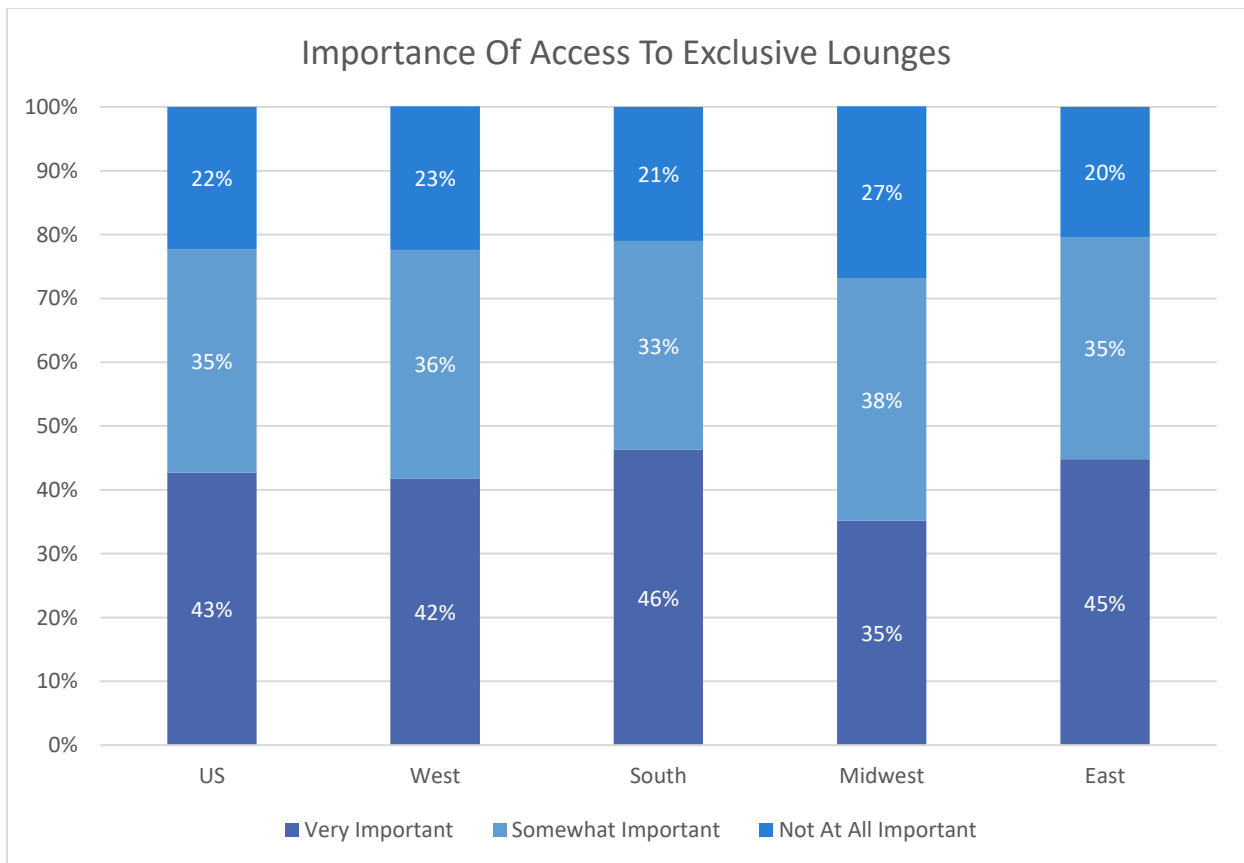
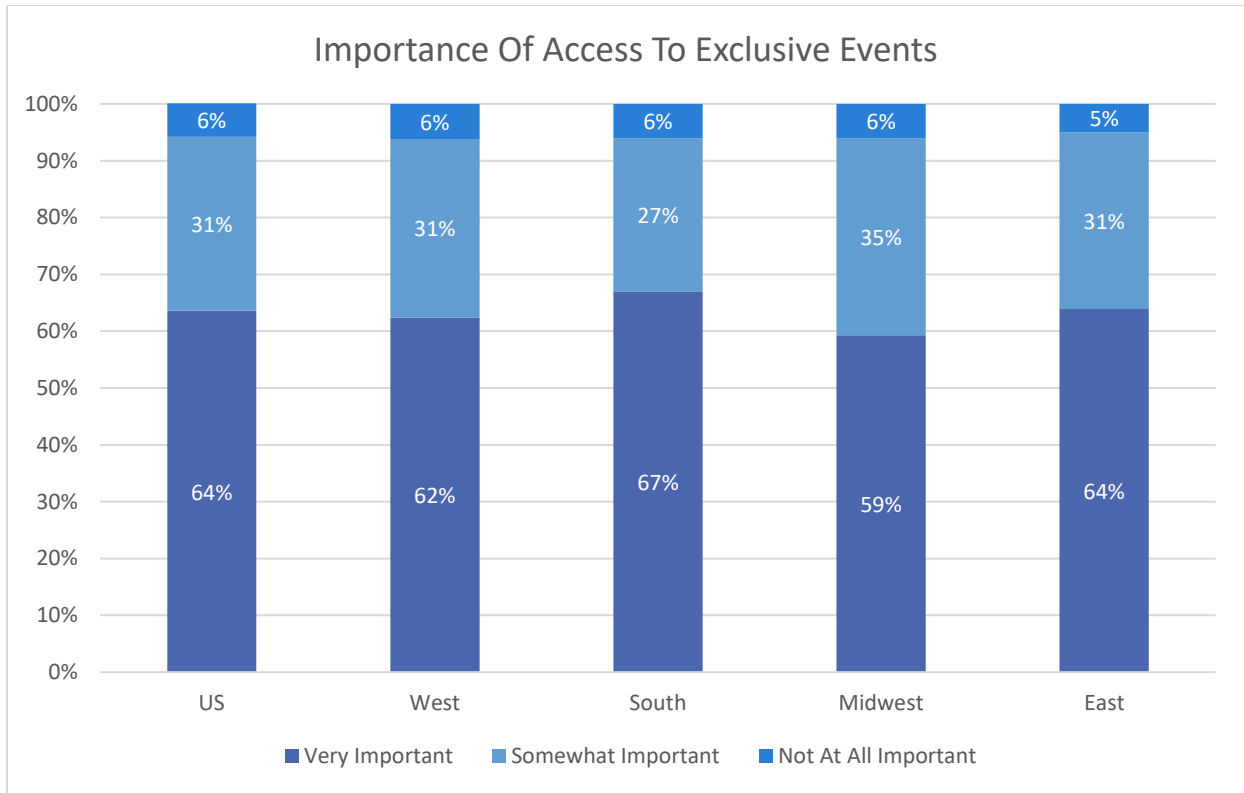
The most important benefits to potential members are free admission (78%), discounts (68%), access to exclusive events (64%), and express entry (63%).

There are no significant differences in importance of benefits by region, age, or children in household. The importance of member benefits is higher for females and compared to males.









Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>5744</b>	<b>1638</b>	<b>1729</b>	<b>1035</b>	<b>1342</b>	<b>2275</b>	<b>3469</b>	<b>2526</b>	<b>3115</b>	<b>3671</b>	<b>2021</b>
<b>Free admission</b>											
<b>Very Important</b>	<b>78.1%</b>	76.6%	79.2%	80.0%	76.8%	77.8%	78.2%	80.6%	76.6%	81.9%	71.2%
<b>Somewhat Important</b>	<b>18.1%</b>	19.3%	16.7%	16.2%	19.8%	18.0%	18.2%	15.5%	19.6%	15.4%	22.9%
<b>Not At All Important</b>	<b>3.8%</b>	4.1%	4.0%	3.8%	3.4%	4.2%	3.6%	3.8%	3.8%	2.7%	5.9%
<b>Express entry (no lines)</b>											
<b>Very Important</b>	<b>63.4%</b>	61.5%	67.5%	59.6%	63.5%	64.1%	63.0%	67.7%	60.3%	65.4%	60.1%
<b>Somewhat Important</b>	<b>29.7%</b>	32.0%	26.2%	30.9%	30.4%	29.3%	29.9%	26.2%	32.3%	28.2%	32.2%
<b>Not At All Important</b>	<b>6.9%</b>	6.5%	6.3%	9.5%	6.1%	6.5%	7.1%	6.1%	7.4%	6.4%	7.7%
<b>Support mission</b>											
<b>Very Important</b>	<b>52.3%</b>	50.0%	54.6%	51.4%	53.0%	54.2%	51.1%	51.0%	53.5%	53.6%	49.6%
<b>Somewhat Important</b>	<b>37.6%</b>	38.5%	35.9%	36.5%	39.5%	36.2%	38.5%	36.9%	38.1%	37.2%	38.7%
<b>Not At All Important</b>	<b>10.1%</b>	11.5%	9.5%	12.1%	7.5%	9.6%	10.4%	12.1%	8.4%	9.2%	11.6%
<b>Support cause</b>											
<b>Very Important</b>	<b>54.1%</b>	52.3%	56.5%	51.0%	55.7%	56.7%	52.4%	52.1%	56.0%	56.3%	49.8%
<b>Somewhat Important</b>	<b>36.4%</b>	37.0%	34.8%	38.3%	36.4%	35.6%	36.9%	36.5%	36.2%	35.3%	38.7%
<b>Not At All Important</b>	<b>9.4%</b>	10.7%	8.7%	10.7%	7.9%	7.6%	10.6%	11.4%	7.8%	8.4%	11.4%
<b>Discounts (on food, gift, rides, etc.)</b>											
<b>Very Important</b>	<b>67.9%</b>	66.5%	70.9%	66.4%	67.0%	70.9%	66.0%	73.3%	64.3%	72.2%	60.2%
<b>Somewhat Important</b>	<b>26.5%</b>	27.2%	24.4%	27.7%	27.6%	24.0%	28.2%	22.3%	29.3%	23.7%	31.9%
<b>Not At All Important</b>	<b>5.6%</b>	6.3%	4.7%	5.9%	5.4%	5.1%	5.9%	4.4%	6.4%	4.1%	7.9%
<b>Access to exclusive events</b>											
<b>Very Important</b>	<b>63.6%</b>	62.4%	67.0%	59.3%	63.9%	64.8%	62.7%	64.8%	63.0%	65.4%	60.4%
<b>Somewhat Important</b>	<b>30.6%</b>	31.4%	26.9%	34.6%	31.1%	29.7%	31.2%	29.1%	31.6%	29.2%	33.1%
<b>Not At All Important</b>	<b>5.9%</b>	6.2%	6.1%	6.1%	5.0%	5.5%	6.1%	6.1%	5.5%	5.4%	6.5%
<b>Access to exclusive lounges</b>											
<b>Very Important</b>	<b>42.7%</b>	41.8%	46.3%	35.2%	44.8%	45.5%	40.8%	46.3%	39.9%	41.2%	44.9%
<b>Somewhat Important</b>	<b>35.0%</b>	35.8%	32.7%	38.0%	34.8%	34.1%	35.6%	31.6%	37.6%	34.7%	35.9%
<b>Not At All Important</b>	<b>22.3%</b>	22.5%	21.0%	26.9%	20.4%	20.4%	23.6%	22.2%	22.5%	24.1%	19.2%

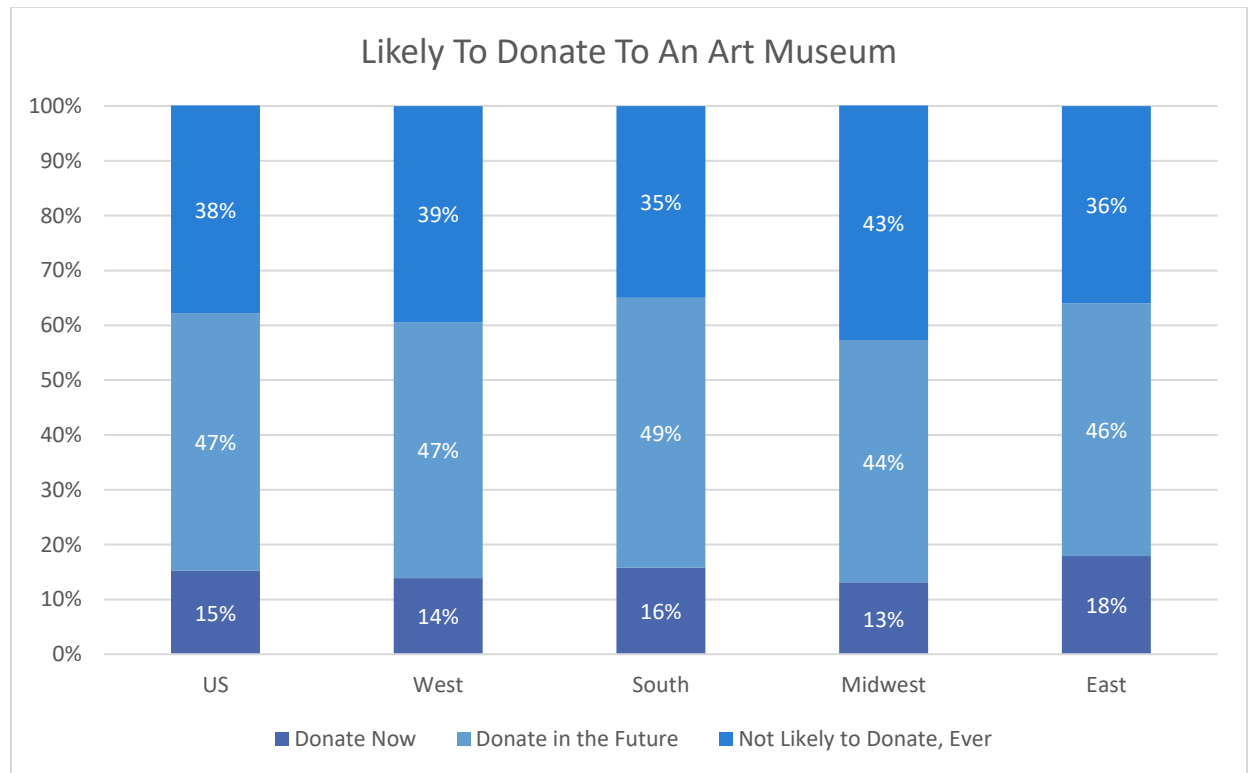


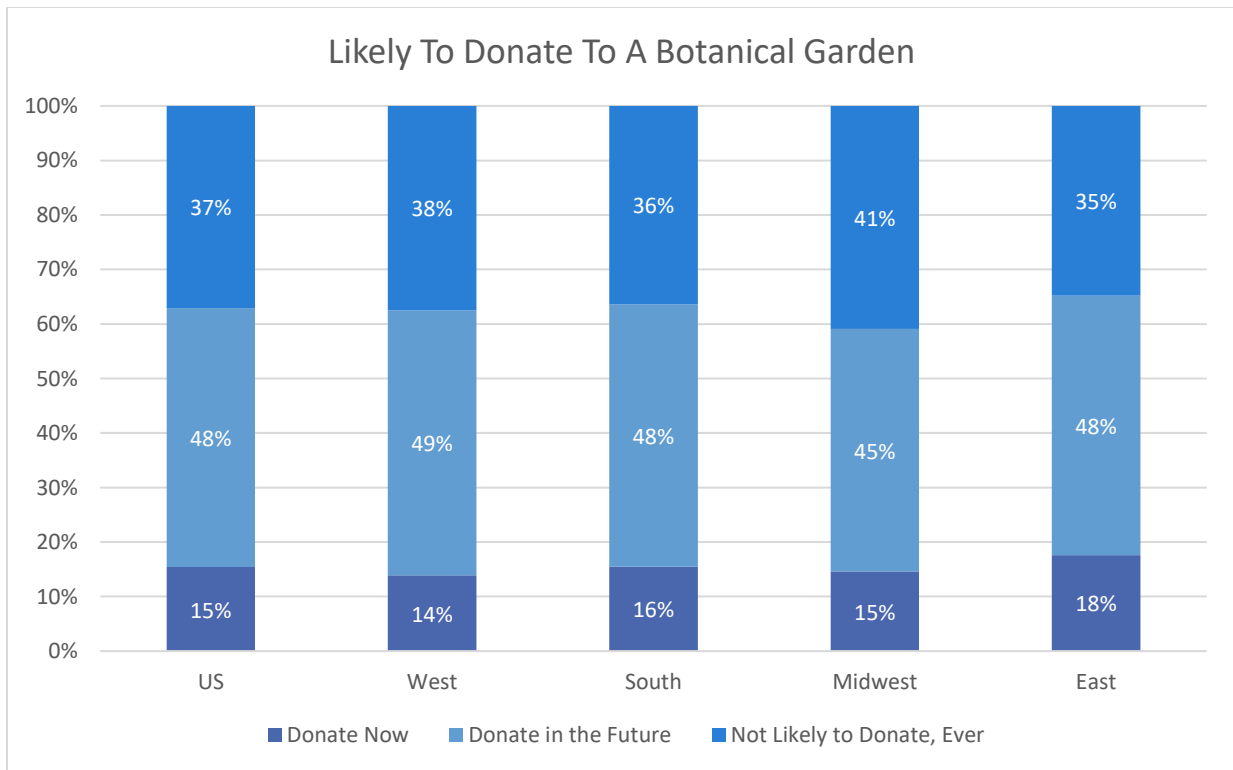
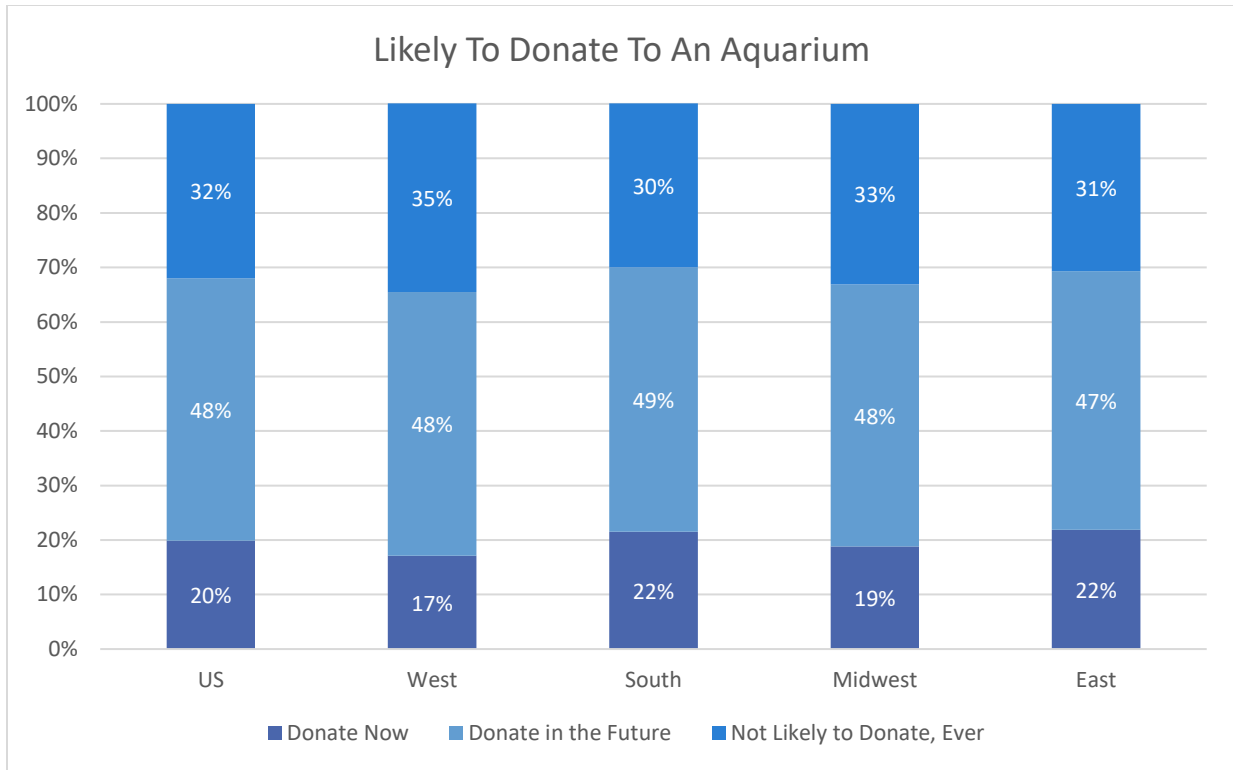
## Development

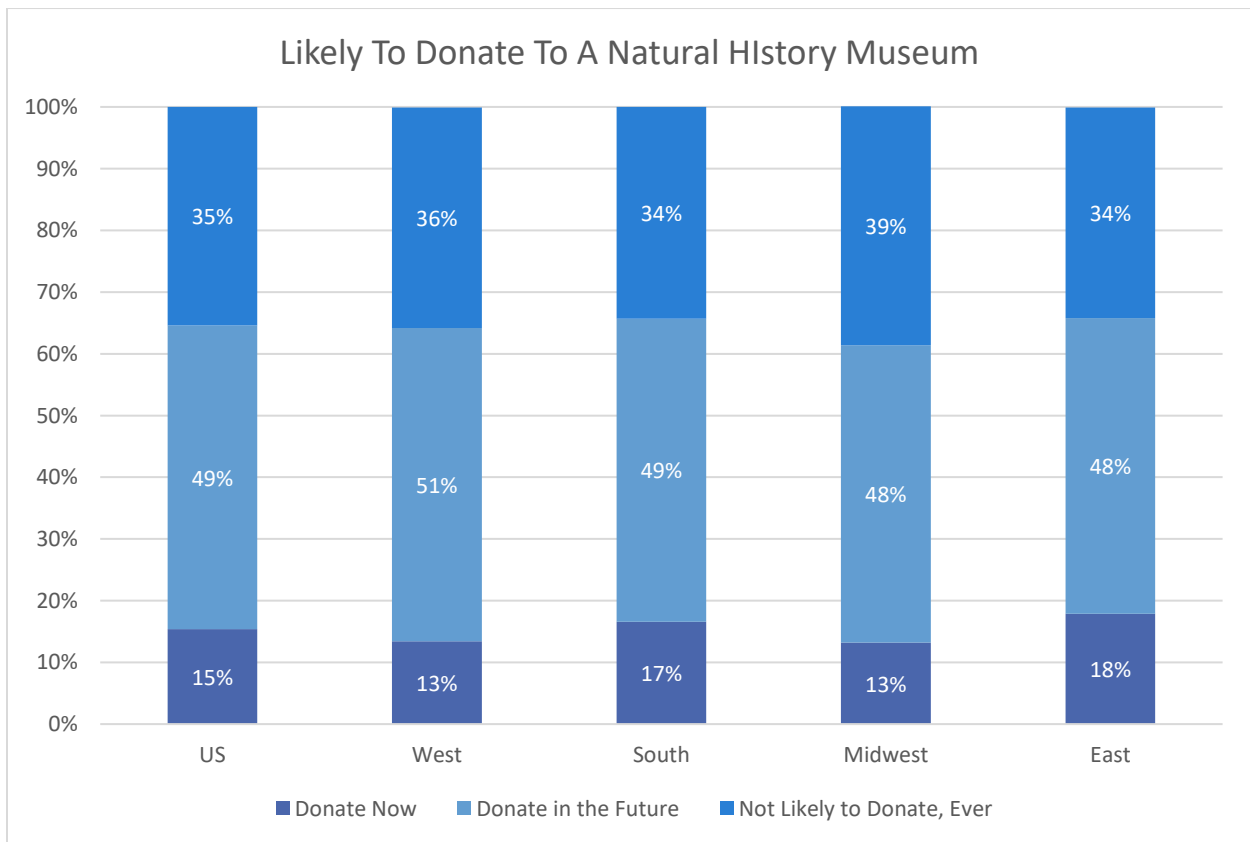
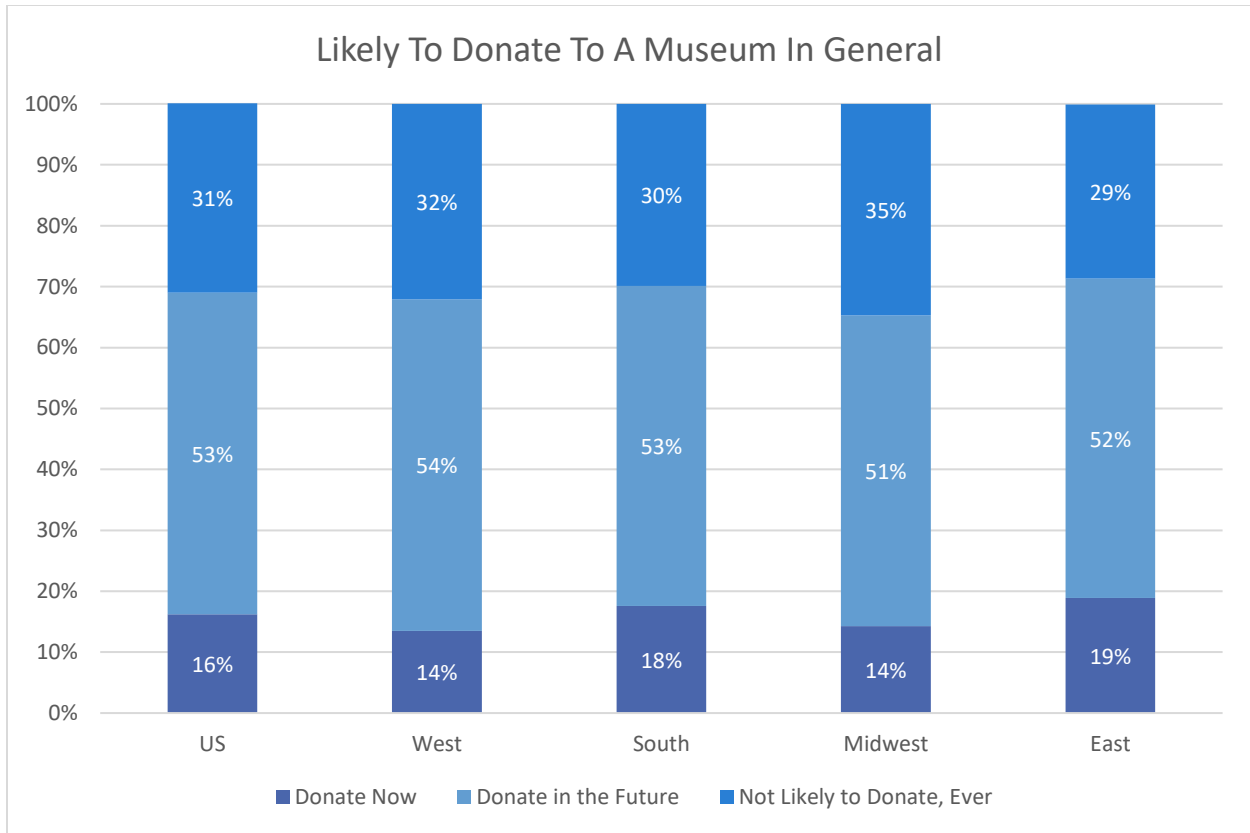
A high percentage of Millennials (approximately 2/3) intend to donate to a cultural attraction in their lifetime. Most do not intend to donate in the next two years. Zoos and Science Centers have the highest potential for donor support.

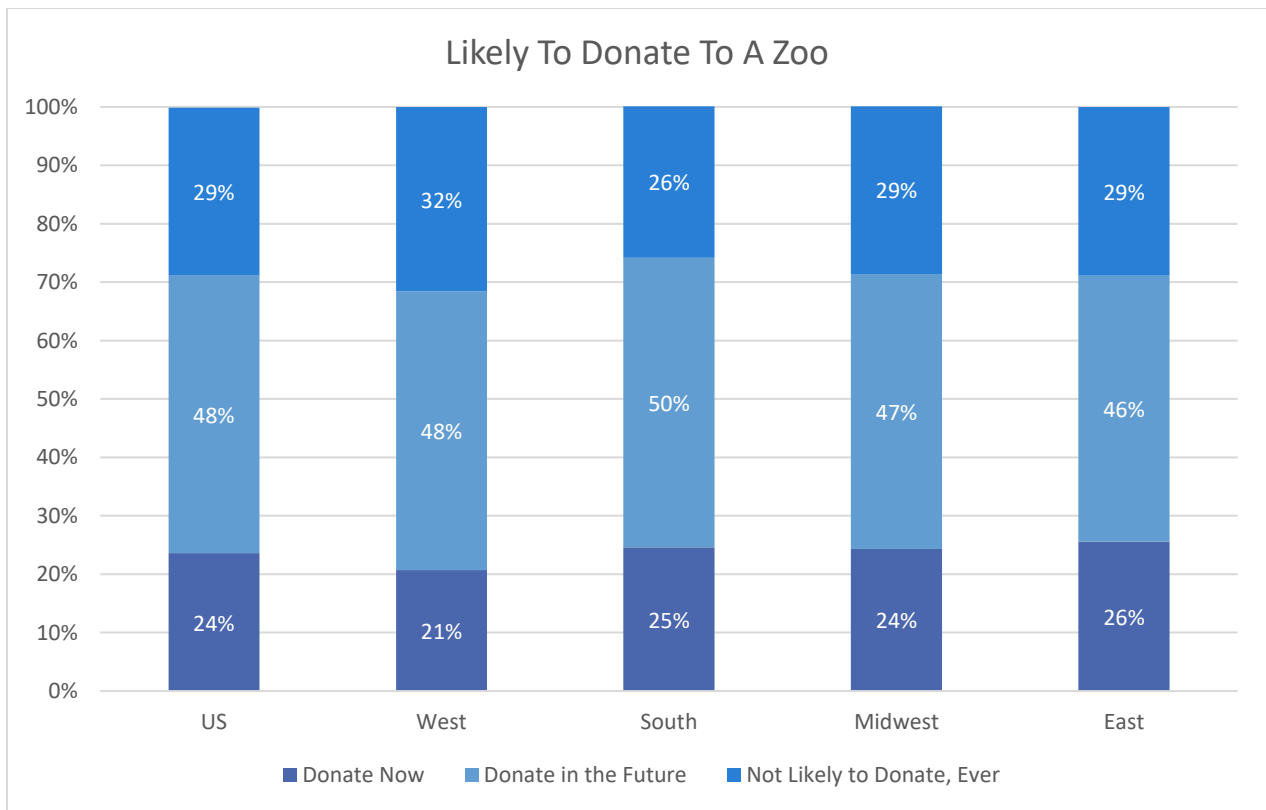
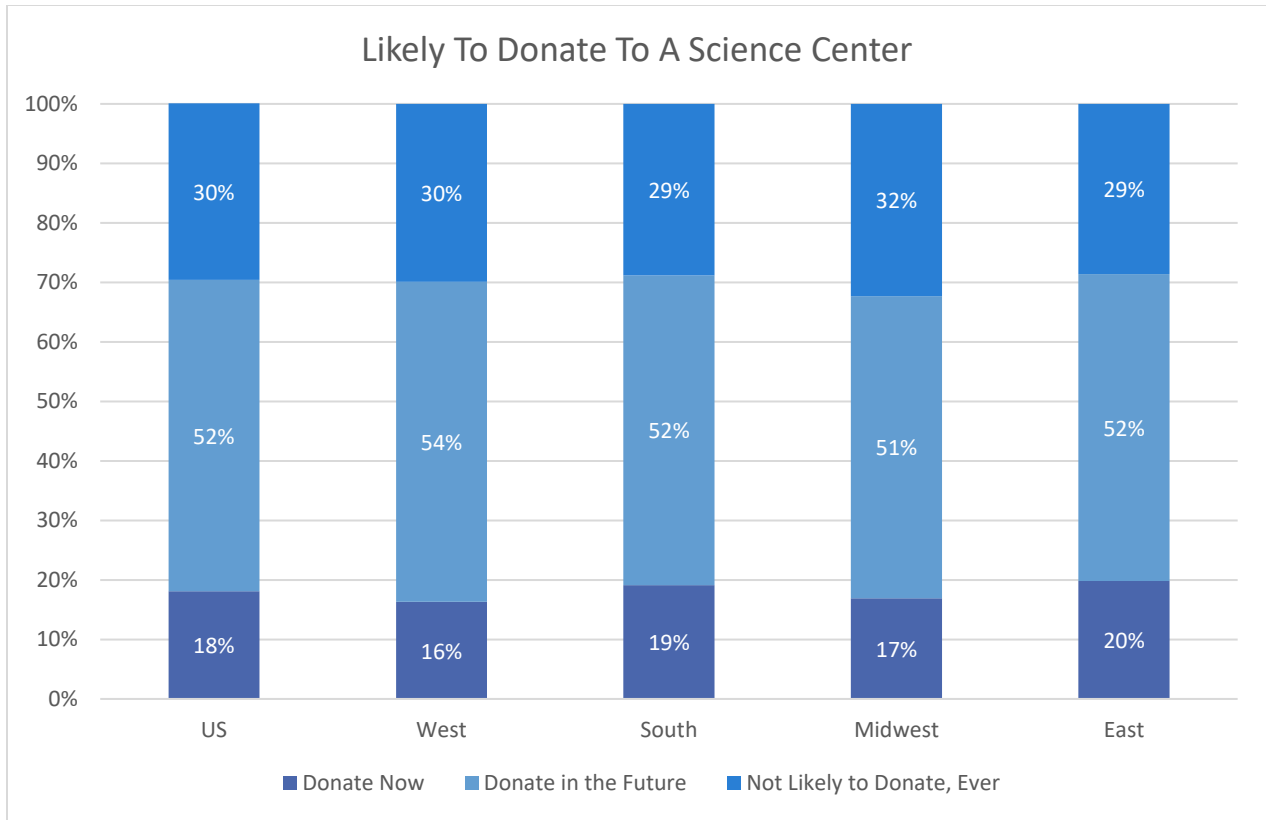
Similar to membership, older Millennials are also less likely to donate any cultural attraction as compared to Younger Millennials, which is surprising as Older Millennials have higher household income.

Households with children are more likely to donate in their lifetime compared to households without children. There are not significant differences in donor support by gender.







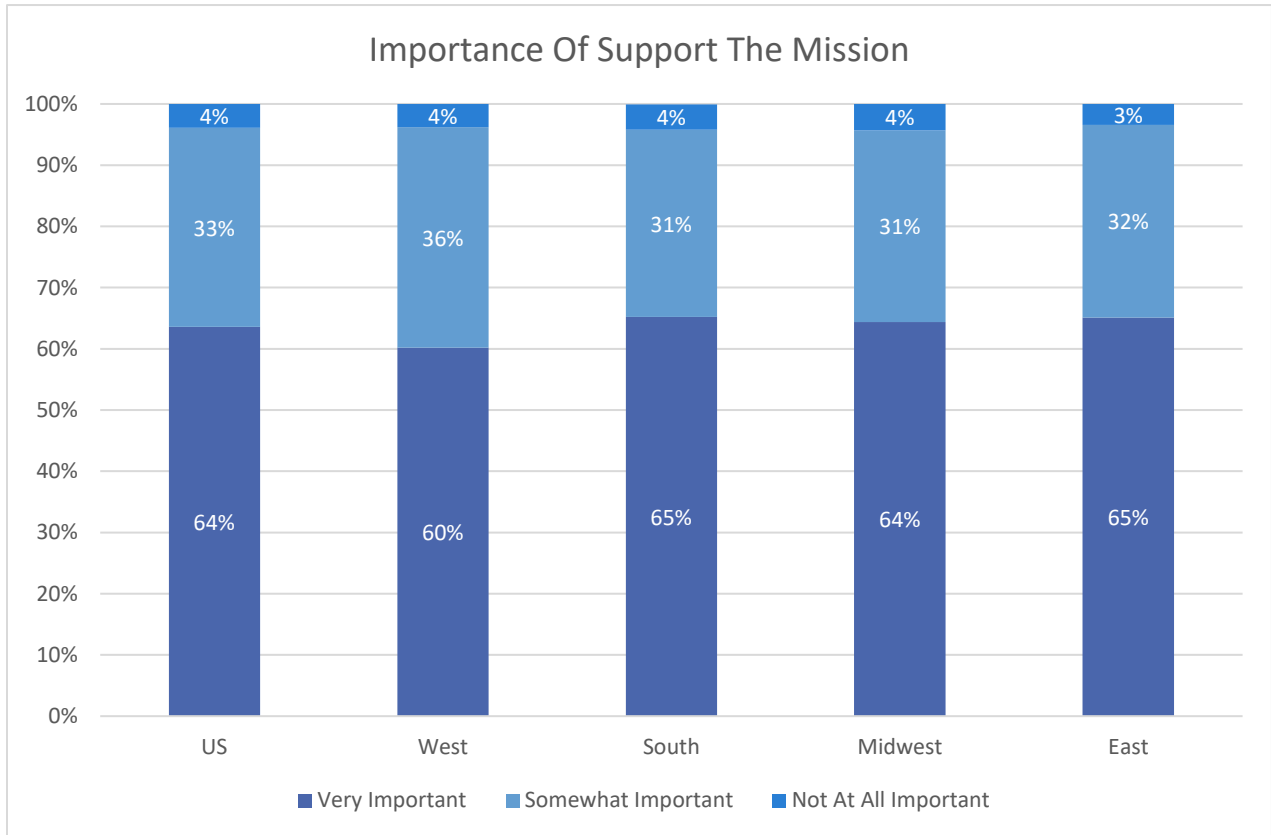


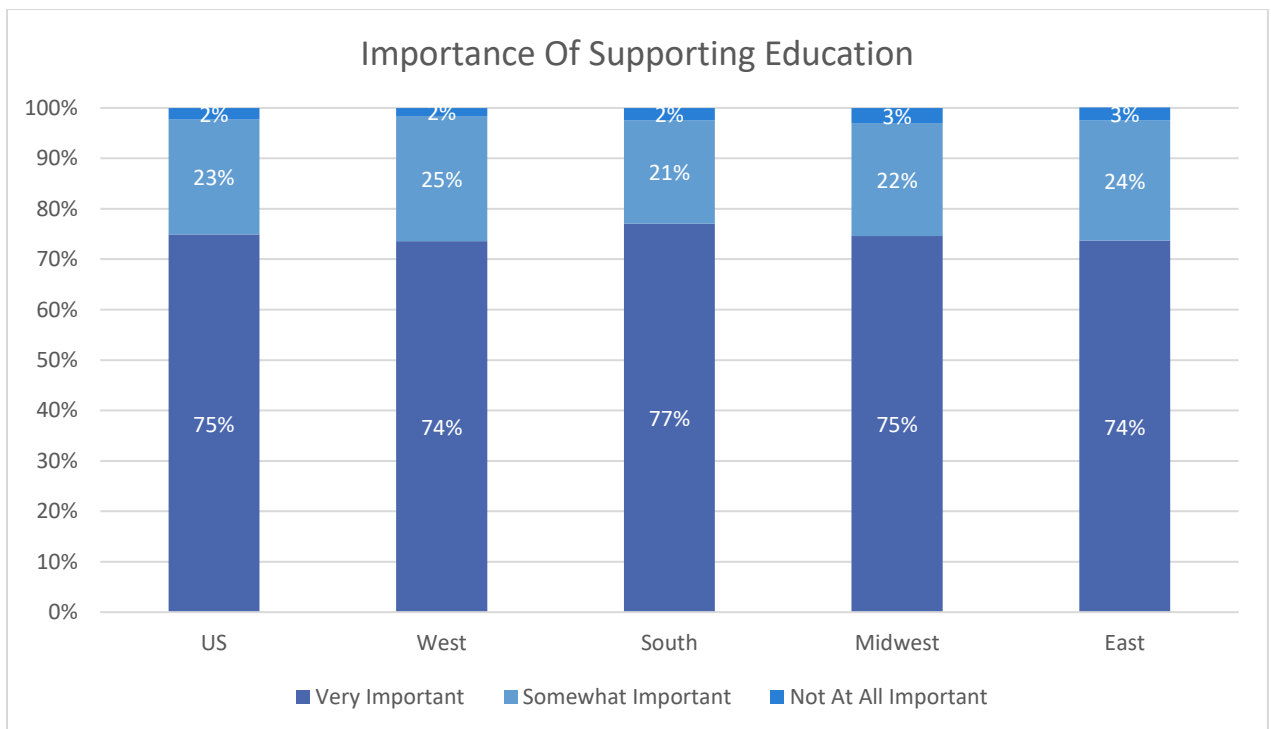
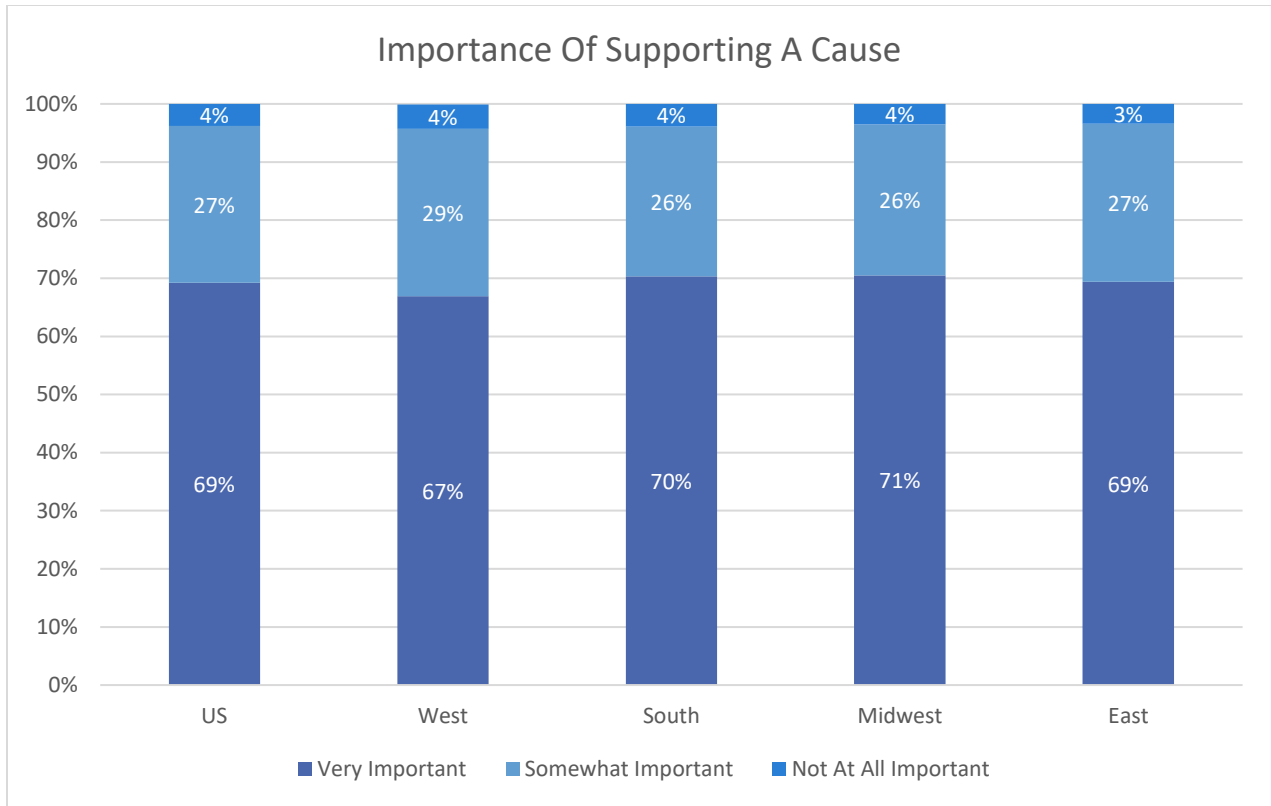
Millennial Engagement Study – April 2018

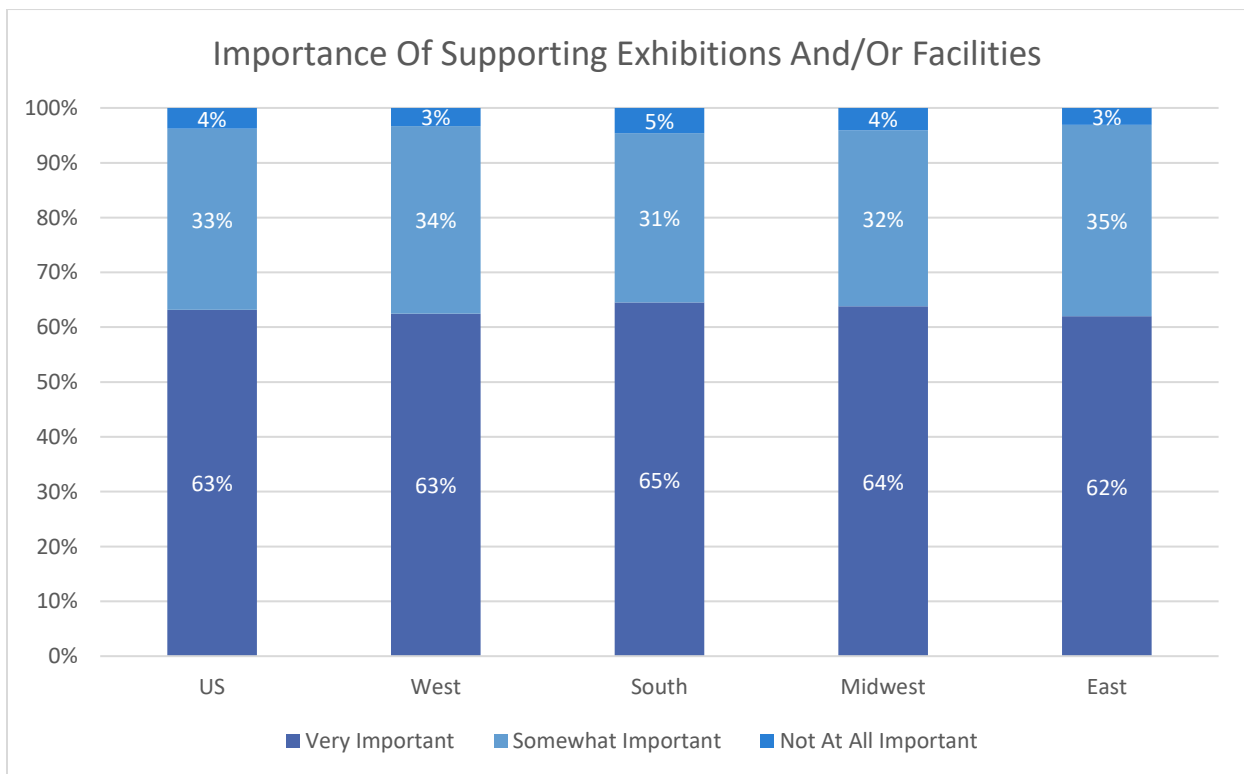
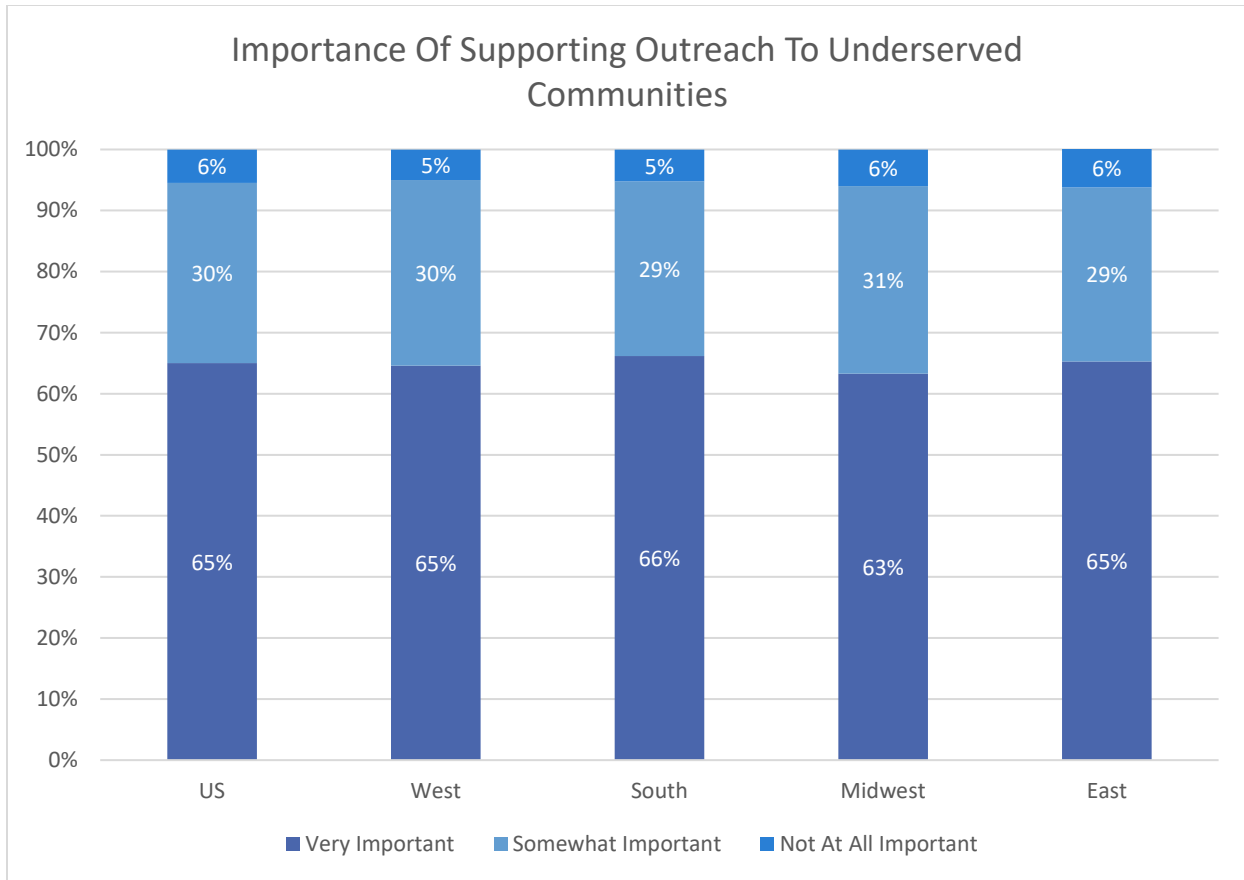
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>An art museum</b>											
<b>Donate Now</b>	<b>15.3%</b>	13.9%	15.8%	13.1%	17.9%	19.0%	12.9%	17.5%	13.6%	13.3%	18.4%
<b>Donate in the Future</b>	<b>46.9%</b>	46.7%	49.2%	44.2%	46.1%	46.7%	46.9%	45.6%	47.9%	48.2%	44.7%
<b>Not Likely to Donate, Ever</b>	<b>37.9%</b>	39.4%	35.0%	42.8%	36.0%	34.3%	40.1%	36.8%	38.5%	38.6%	36.9%
<b>An aquarium</b>											
<b>Donate Now</b>	<b>19.9%</b>	17.1%	21.5%	18.8%	21.9%	22.9%	17.9%	25.0%	16.2%	18.1%	22.7%
<b>Donate in the Future</b>	<b>48.1%</b>	48.4%	48.5%	48.1%	47.4%	48.0%	48.1%	49.0%	47.4%	50.0%	45.0%
<b>Not Likely to Donate, Ever</b>	<b>32.0%</b>	34.6%	30.1%	33.1%	30.7%	29.0%	33.9%	26.0%	36.3%	31.9%	32.4%
<b>A botanical garden</b>											
<b>Donate Now</b>	<b>15.4%</b>	13.9%	15.5%	14.6%	17.6%	18.4%	13.4%	18.6%	13.2%	14.4%	16.8%
<b>Donate in the Future</b>	<b>47.5%</b>	48.6%	48.1%	44.5%	47.6%	48.1%	47.1%	45.7%	48.8%	49.5%	44.1%
<b>Not Likely to Donate, Ever</b>	<b>37.1%</b>	37.5%	36.4%	40.9%	34.8%	33.4%	39.4%	35.7%	38.0%	36.1%	39.1%
<b>A museum in general</b>											
<b>Donate Now</b>	<b>16.2%</b>	13.5%	17.6%	14.3%	18.9%	18.2%	14.9%	19.1%	14.0%	14.2%	19.3%
<b>Donate in the Future</b>	<b>52.8%</b>	54.4%	52.5%	51.0%	52.4%	52.5%	52.9%	51.2%	53.9%	53.4%	51.8%
<b>Not Likely to Donate, Ever</b>	<b>31.1%</b>	32.1%	29.9%	34.7%	28.6%	29.3%	32.2%	29.7%	32.0%	32.3%	28.9%
<b>A natural history museum</b>											
<b>Donate Now</b>	<b>15.4%</b>	13.4%	16.6%	13.2%	17.9%	17.5%	14.1%	19.1%	12.7%	12.9%	19.3%
<b>Donate in the Future</b>	<b>49.2%</b>	50.8%	49.1%	48.2%	47.9%	49.4%	49.0%	47.8%	50.3%	49.8%	48.4%
<b>Not Likely to Donate, Ever</b>	<b>35.4%</b>	35.7%	34.3%	38.7%	34.1%	33.1%	36.9%	33.1%	37.0%	37.3%	32.3%
<b>A science center or museum</b>											
<b>Donate Now</b>	<b>18.1%</b>	16.3%	19.1%	16.9%	19.8%	19.9%	16.9%	21.9%	15.2%	16.1%	21.3%
<b>Donate in the Future</b>	<b>52.3%</b>	53.8%	52.1%	50.8%	51.6%	52.3%	52.2%	50.7%	53.5%	53.2%	50.8%
<b>Not Likely to Donate, Ever</b>	<b>29.7%</b>	29.9%	28.8%	32.3%	28.6%	27.8%	30.8%	27.4%	31.3%	30.7%	27.9%
<b>A zoo</b>											
<b>Donate Now</b>	<b>23.6%</b>	20.7%	24.6%	24.3%	25.6%	25.3%	22.6%	29.8%	19.3%	22.2%	25.9%
<b>Donate in the Future</b>	<b>47.6%</b>	47.7%	49.6%	47.1%	45.5%	47.5%	47.7%	47.0%	48.0%	49.1%	45.2%
<b>Not Likely to Donate, Ever</b>	<b>28.7%</b>	31.6%	25.9%	28.7%	28.9%	27.1%	29.7%	23.1%	32.7%	28.7%	28.9%

Households with children are more likely to donate in their lifetime compared to households without children. There are not significant differences in donor support by gender.

Support for all components of a cultural attraction’s mission is high. Likely donors are most likely to support education (75%) and cause (69%).





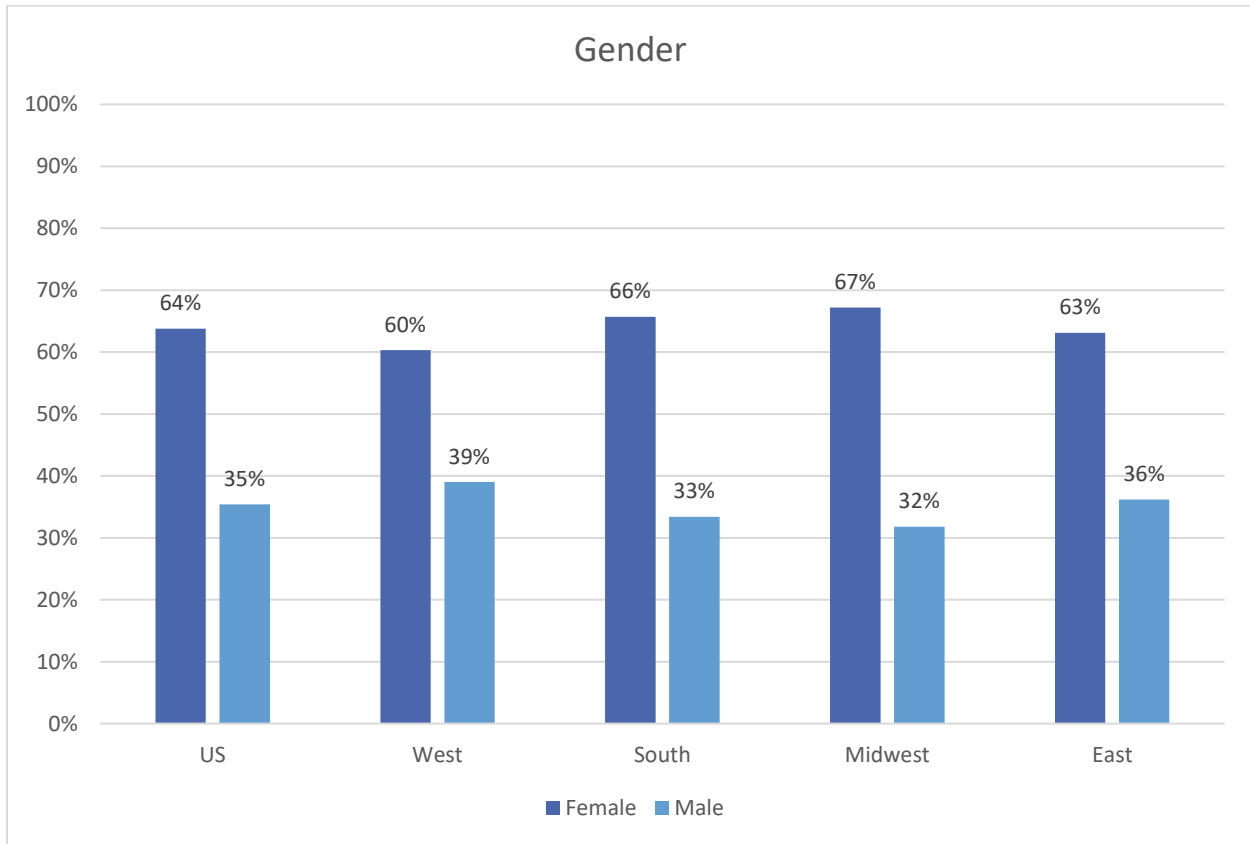




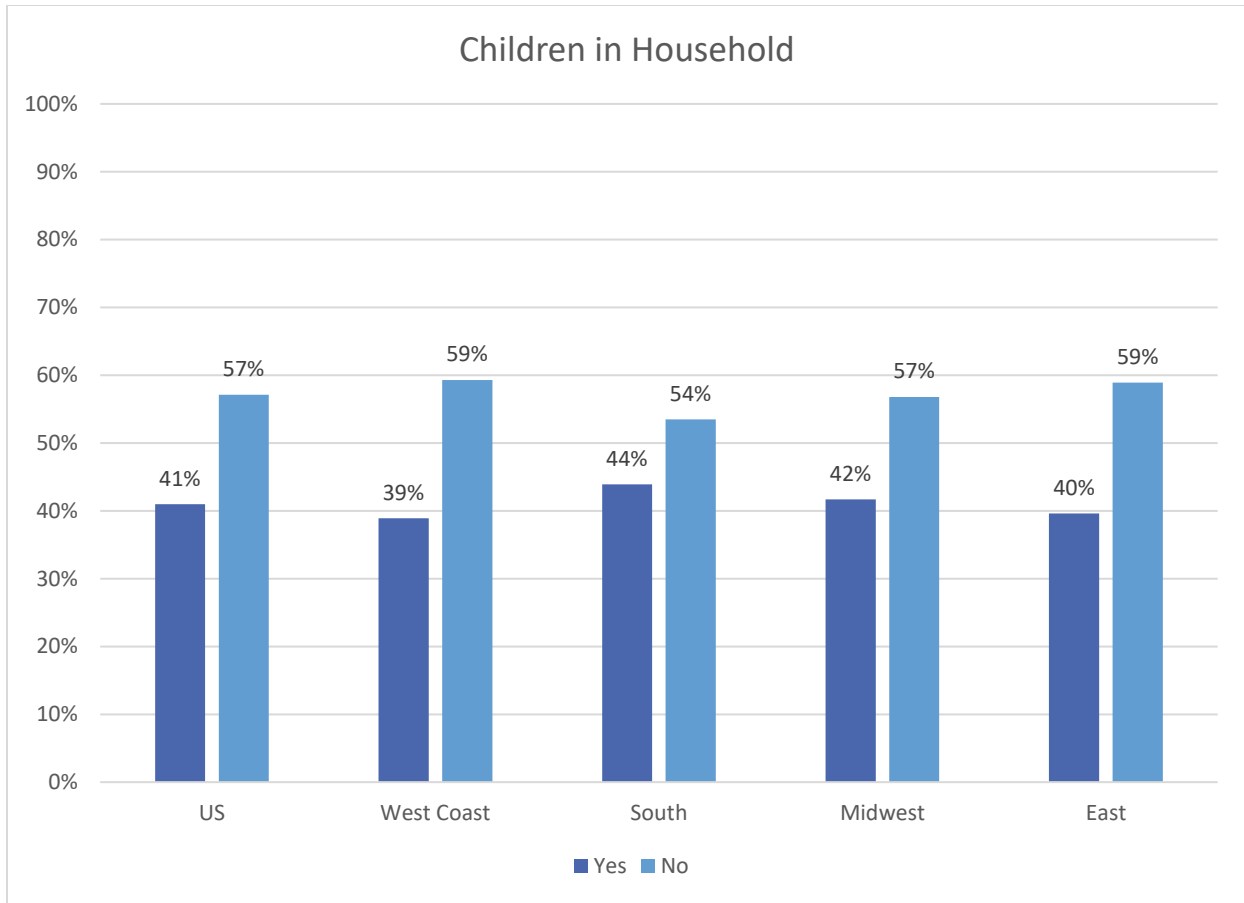
Millennial Engagement Study – April 2018

Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>5652</b>	<b>1612</b>	<b>1700</b>	<b>980</b>	<b>1360</b>	<b>2242</b>	<b>3410</b>	<b>2334</b>	<b>3211</b>	<b>3619</b>	<b>1984</b>
<b>Support the mission</b>											
<b>Very Important</b>	<b>63.6%</b>	60.2%	65.2%	64.4%	65.1%	66.6%	61.6%	64.7%	62.9%	65.7%	59.7%
<b>Somewhat Important</b>	<b>32.5%</b>	36.0%	30.6%	31.3%	31.5%	28.8%	35.0%	31.3%	33.3%	30.9%	35.6%
<b>Not At All Important</b>	<b>3.9%</b>	3.8%	4.1%	4.3%	3.4%	4.5%	3.4%	4.0%	3.8%	3.4%	4.7%
<b>Support a cause</b>											
<b>Very Important</b>	<b>69.2%</b>	66.9%	70.3%	70.5%	69.4%	72.2%	67.2%	69.6%	69.2%	73.3%	61.6%
<b>Somewhat Important</b>	<b>27.0%</b>	28.8%	25.8%	26.0%	27.2%	24.2%	28.9%	26.7%	27.1%	24.3%	32.2%
<b>Not At All Important</b>	<b>3.8%</b>	4.2%	3.9%	3.5%	3.4%	3.6%	3.9%	3.7%	3.7%	2.4%	6.2%
<b>Support education</b>											
<b>Very Important</b>	<b>74.9%</b>	73.6%	77.1%	74.6%	73.7%	76.0%	74.1%	78.5%	72.5%	77.8%	69.4%
<b>Somewhat Important</b>	<b>22.8%</b>	24.8%	20.5%	22.4%	23.8%	21.3%	23.8%	19.8%	24.8%	20.7%	26.9%
<b>Not At All Important</b>	<b>2.3%</b>	1.6%	2.4%	3.0%	2.6%	2.6%	2.1%	1.7%	2.7%	1.5%	3.7%
<b>Support outreach to underserved communities</b>											
<b>Very Important</b>	<b>65.0%</b>	64.6%	66.2%	63.3%	65.3%	69.6%	62.0%	66.7%	64.0%	68.6%	58.4%
<b>Somewhat Important</b>	<b>29.5%</b>	30.4%	28.6%	30.7%	28.5%	26.1%	31.6%	27.9%	30.5%	27.4%	33.4%
<b>Not At All Important</b>	<b>5.5%</b>	5.0%	5.2%	6.0%	6.3%	4.2%	6.4%	5.4%	5.5%	4.0%	8.3%
<b>Support exhibitions and/or facilities</b>											
<b>Very Important</b>	<b>63.2%</b>	62.5%	64.5%	63.8%	62.0%	65.3%	61.8%	67.0%	60.9%	64.6%	60.5%
<b>Somewhat Important</b>	<b>33.0%</b>	34.2%	30.9%	32.1%	34.9%	30.5%	34.7%	29.5%	35.3%	32.0%	35.1%
<b>Not At All Important</b>	<b>3.8%</b>	3.3%	4.6%	4.1%	3.1%	4.3%	3.4%	3.6%	3.8%	3.4%	4.4%

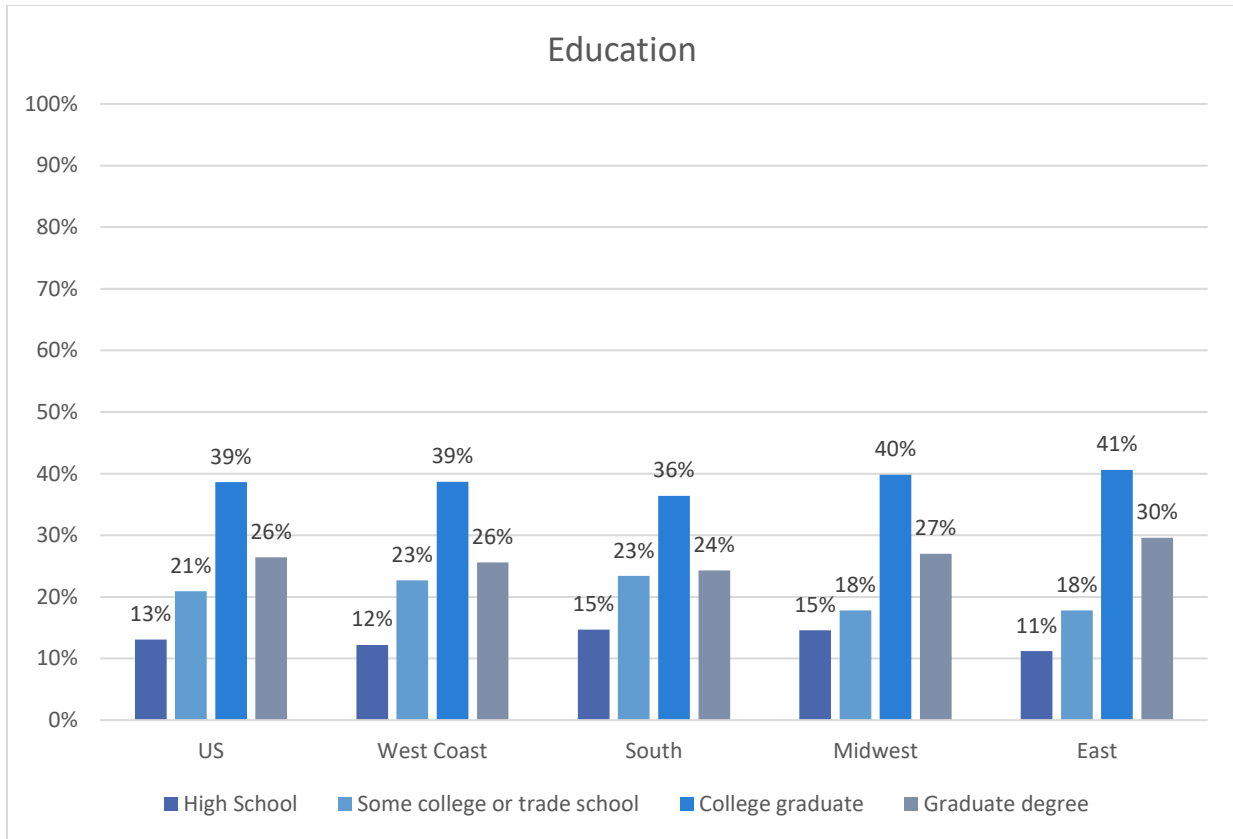
## Respondent Characteristics



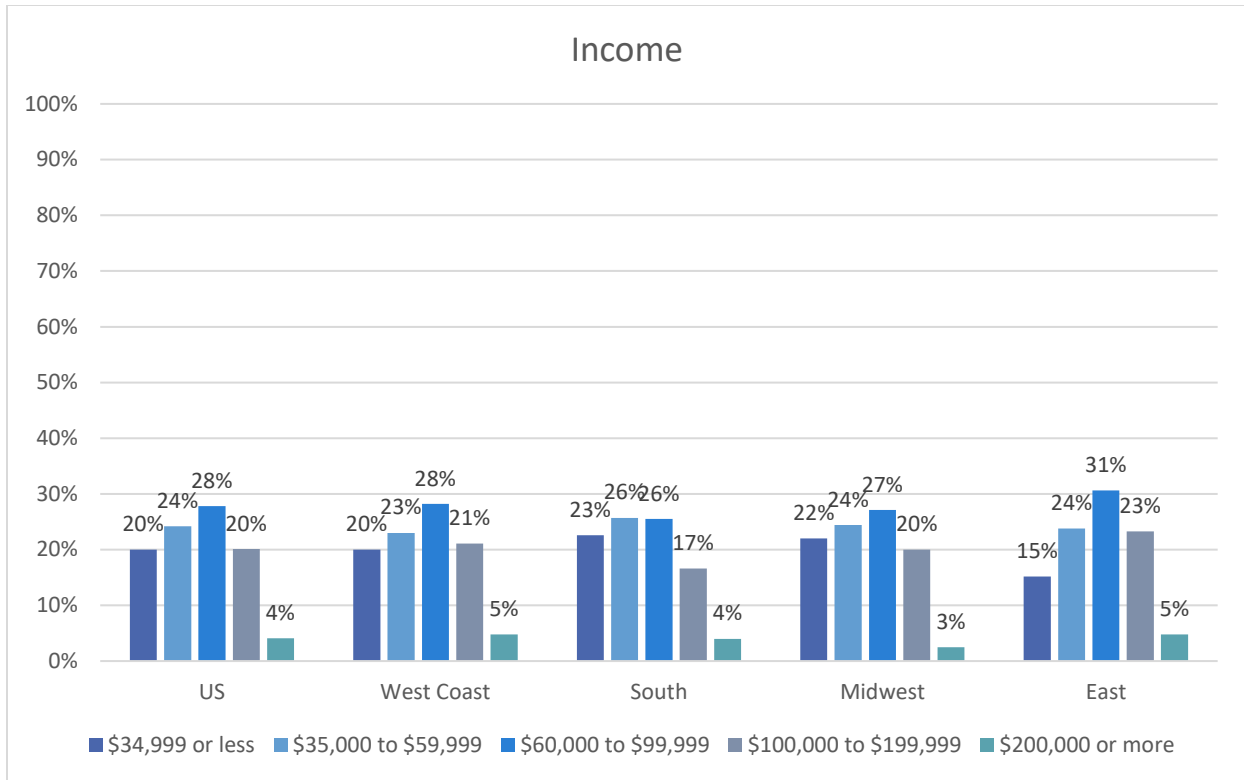
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388
<b>Gender</b>											
<b>Female</b>	63.8%	60.3%	65.7%	67.2%	63.1%	67.7%	61.3%	67.3%	61.9%	100.0%	-
<b>Male</b>	35.4%	39.0%	33.4%	31.8%	36.2%	31.0%	38.1%	32.1%	37.2%	-	100.0%
<b>Transgender/Non-binary</b>	0.7%	0.6%	0.7%	0.7%	0.7%	1.1%	0.4%	0.4%	0.7%	-	-
<b>Other</b>	0.2%	0.1%	0.3%	0.3%	0.1%	0.2%	0.1%	0.2%	0.2%	-	-



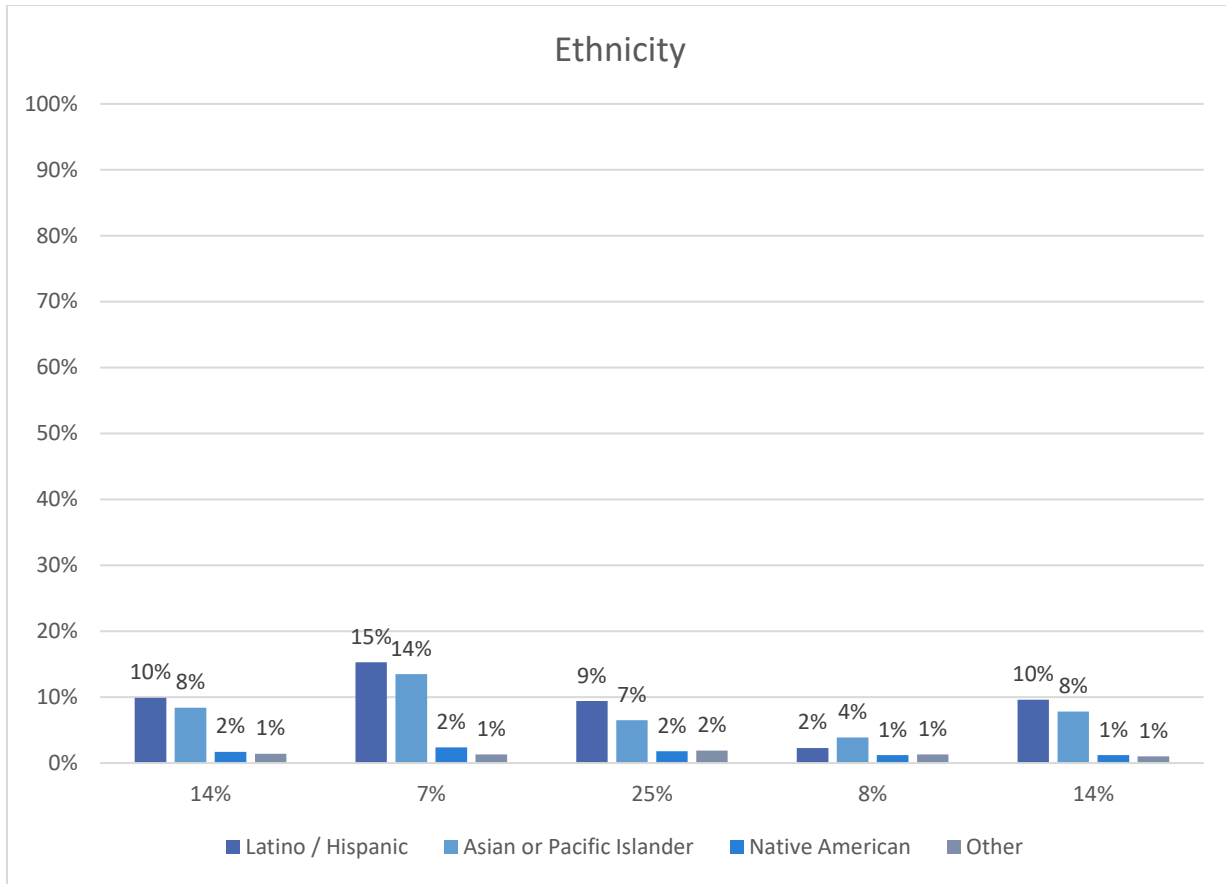
Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	6750	1950	2000	1200	1600	2608	4142	2770	3851	4305	2388
<b>Children</b>											
<b>Yes</b>	41.0%	38.9%	43.9%	41.7%	39.6%	31.3%	47.2%	100.0%	-	43.3%	37.2%
<b>No</b>	57.1%	59.3%	53.5%	56.8%	58.9%	66.4%	51.1%	-	100.0%	55.4%	60.1%
<b>Decline to answer</b>	1.9%	1.8%	2.6%	1.6%	1.4%	2.3%	1.7%	-	-	1.3%	2.7%



Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>Education</b>											
High School	13.1%	12.2%	14.7%	14.6%	11.2%	16.3%	11.1%	17.4%	9.8%	13.4%	12.5%
Some college or trade school	20.9%	22.7%	23.4%	17.8%	17.8%	23.9%	19.0%	24.4%	18.4%	22.5%	17.5%
College graduate	38.6%	38.7%	36.4%	39.8%	40.6%	38.0%	39.0%	33.6%	42.8%	39.1%	38.1%
Graduate degree	26.4%	25.6%	24.3%	27.0%	29.6%	20.6%	30.1%	23.7%	28.6%	24.3%	30.4%
Decline to answer	1.0%	0.9%	1.4%	0.8%	0.9%	1.2%	0.9%	0.8%	0.4%	0.6%	1.5%



Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>Annual Household Income</b>											
<b>\$34,999 or less</b>	<b>20.0%</b>	20.0%	22.6%	22.0%	15.2%	26.8%	15.7%	19.6%	20.3%	22.8%	14.9%
<b>\$35,000 to \$59,999</b>	<b>24.2%</b>	23.0%	25.7%	24.4%	23.8%	28.1%	21.8%	23.3%	25.2%	26.2%	20.6%
<b>\$60,000 to \$99,999</b>	<b>27.8%</b>	28.2%	25.5%	27.1%	30.6%	25.1%	29.4%	28.6%	27.4%	27.7%	28.1%
<b>\$100,000 to \$199,999</b>	<b>20.1%</b>	21.1%	16.6%	20.0%	23.3%	12.4%	24.9%	21.8%	19.0%	17.2%	25.4%
<b>\$200,000 or more</b>	<b>4.1%</b>	4.8%	4.0%	2.5%	4.8%	3.0%	4.9%	4.5%	3.9%	3.0%	6.1%
<b>Decline to answer</b>	<b>3.8%</b>	2.9%	5.7%	4.0%	2.4%	4.7%	3.3%	2.1%	4.2%	3.0%	4.9%



Break % Respondents	Total	Region				Age Range		Children		Gender	
		West Coast	South	Midwest	East	22 to 29	30 to 37	Yes	No	Female	Male
<b>Base</b>	<b>6750</b>	<b>1950</b>	<b>2000</b>	<b>1200</b>	<b>1600</b>	<b>2608</b>	<b>4142</b>	<b>2770</b>	<b>3851</b>	<b>4305</b>	<b>2388</b>
<b>White / Caucasian</b>	<b>68.9%</b>	67.4%	59.5%	85.5%	70.3%	65.3%	71.2%	66.4%	71.5%	72.2%	63.2%
<b>Black / African-American</b>	<b>14.2%</b>	6.9%	25.1%	8.1%	14.1%	17.1%	12.4%	16.9%	12.4%	14.2%	14.4%
<b>Latino / Hispanic</b>	<b>9.9%</b>	15.3%	9.4%	2.3%	9.6%	11.5%	8.8%	12.3%	8.1%	9.1%	11.3%
<b>Asian or Pacific Islander</b>	<b>8.4%</b>	13.5%	6.5%	3.9%	7.8%	8.9%	8.1%	6.8%	9.5%	7.0%	10.8%
<b>Native American</b>	<b>1.7%</b>	2.4%	1.8%	1.2%	1.2%	2.0%	1.6%	1.7%	1.7%	1.5%	2.1%
<b>Other</b>	<b>1.4%</b>	1.3%	1.9%	1.3%	1.0%	1.1%	1.5%	1.3%	1.5%	1.3%	1.4%
<b>Decline to answer</b>	<b>1.8%</b>	2.2%	2.3%	1.5%	0.9%	1.3%	2.1%	1.5%	1.3%	1.2%	2.8%

Questionnaire

## Cultural Engagement Survey

**We are conducting a survey about places you might visit in the local market and we would like to include your opinion. Your responses are anonymous.**

**In which city do you live or live near?**

- |  |   |
|--|---|
| <input type="checkbox"/> Atlanta, GA                 | <input type="checkbox"/> Nashville, TN                |
| <input type="checkbox"/> Baltimore, MD               | <input type="checkbox"/> New Orleans, LA              |
| <input type="checkbox"/> Boston, MA                  | <input type="checkbox"/> New York City, NY            |
| <input type="checkbox"/> Cleveland, OH               | <input type="checkbox"/> Philadelphia, PA             |
| <input type="checkbox"/> Columbia, SC                | <input type="checkbox"/> Phoenix, AZ                  |
| <input type="checkbox"/> Columbus, OH                | <input type="checkbox"/> Pittsburgh, PA               |
| <input type="checkbox"/> Denver, CO                  | <input type="checkbox"/> San Diego, CA                |
| <input type="checkbox"/> Houston, TX                 | <input type="checkbox"/> San Francisco / Bay Area, CA |
| <input type="checkbox"/> Los Angeles / Southland, CA | <input type="checkbox"/> Seattle / Tacoma, WA         |
| <input type="checkbox"/> Memphis, TN                 | <input type="checkbox"/> None of the above            |

**What is your gender?**

- Female
- Male
- Transgender/Non-binary
- Other

**In what year were you born?**

**In which of the following do you have an interest?** (Check all that apply)

- |                                   |  |  |
|-----------------------------------|--|--|
| <input type="checkbox"/> Music    | <input type="checkbox"/> Sports            | <input type="checkbox"/> Architecture        |
| <input type="checkbox"/> Food     | <input type="checkbox"/> History           | <input type="checkbox"/> Aerospace/Space     |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Natural History   | <input type="checkbox"/> Beer/Wine/Cocktails |
| <input type="checkbox"/> Science  | <input type="checkbox"/> Art               | <input type="checkbox"/> Other               |
| <input type="checkbox"/> Animals  | <input type="checkbox"/> Gardening/Gardens | <input type="checkbox"/> None of these       |

Other: Please Specify:

**In the last 12 months, have you visited any of the following at home or while traveling?**

	<i>Yes, Locally</i>	<i>Yes, While Traveling</i>	<i>Have Not Visited</i>
An art museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An aquarium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A botanical garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A museum in general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A natural history museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A science museum or center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A zoo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pop-up museum experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Why haven't you visited any museums or cultural attractions?**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Boring experience                            | <input type="checkbox"/> Transportation           | <input type="checkbox"/> Other         |
| <input type="checkbox"/> Experience is not tailored for my generation | <input type="checkbox"/> Parking                  | <input type="checkbox"/> None of these |
| <input type="checkbox"/> Costs too much                               | <input type="checkbox"/> Not social               |  |
| <input type="checkbox"/> Rather do something else                     | <input type="checkbox"/> Not related to any cause |  |



**You indicated that you are interested in art, but have not visited an art museum. Why haven't you visited an art museum?**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Boring experience                        | <input type="checkbox"/> Transportation           | <input type="checkbox"/> Other         |
| <input type="checkbox"/> Experience is tailored for my generation | <input type="checkbox"/> Parking                  | <input type="checkbox"/> None of these |
| <input type="checkbox"/> Costs too much                           | <input type="checkbox"/> Not social               |  |
| <input type="checkbox"/> Rather do something else                 | <input type="checkbox"/> Not related to any cause |  |

**You indicated that you are interested in animals, but have not visited an aquarium. Why haven't you visited an aquarium?**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Boring experience                            | <input type="checkbox"/> Animals are not well cared for | <input type="checkbox"/> Not social               |
| <input type="checkbox"/> Experience is not tailored for my generation | <input type="checkbox"/> Animals in captivity           | <input type="checkbox"/> Not related to any cause |
| <input type="checkbox"/> Costs too much                               | <input type="checkbox"/> Transportation                 | <input type="checkbox"/> Other                    |
| <input type="checkbox"/> Rather do something else                     | <input type="checkbox"/> Parking                        | <input type="checkbox"/> None of these            |

**You indicated that you are interested in animals, but have not visited a zoo. Why haven't you visited a zoo?**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Boring experience                            | <input type="checkbox"/> Animals are not well cared for | <input type="checkbox"/> Not social               |
| <input type="checkbox"/> Experience is not tailored for my generation | <input type="checkbox"/> Animals in captivity           | <input type="checkbox"/> Not related to any cause |
| <input type="checkbox"/> Costs too much                               | <input type="checkbox"/> Transportation                 | <input type="checkbox"/> Other                    |
| <input type="checkbox"/> Rather do something else                     | <input type="checkbox"/> Parking                        | <input type="checkbox"/> None of these            |

**You indicated that you are interested in gardens, but have not visited a botanical garden. Why haven't you visited a botanical garden?**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Boring experience                            | <input type="checkbox"/> Transportation           | <input type="checkbox"/> Other         |
| <input type="checkbox"/> Experience is not tailored for my generation | <input type="checkbox"/> Parking                  | <input type="checkbox"/> None of these |
| <input type="checkbox"/> Costs too much                               | <input type="checkbox"/> Not social               |  |
| <input type="checkbox"/> Rather do something else                     | <input type="checkbox"/> Not related to any cause |  |

**You indicated that you are interested in history, but have not visited a museum in general. Why haven't you visited a museum?**

- Boring experience
- Experience is not tailored for my generation
- Costs too much
- Rather do something else
- Transportation
- Parking
- Not social
- Not related to any cause
- Other
- None of these

**You indicated that you are interested in natural history, but have not visited a natural history museum. Why haven't you visited a natural history museum?**

- Boring experience
- Experience is not tailored for my generation
- Costs too much
- Rather do something else
- Transportation
- Parking
- Not social
- Not related to any cause
- Other
- None of these

**You indicated that you are interested in science or space, but have not visited a science center. Why haven't you visited a science center?**

- Boring experience
- Experience is not tailored for my generation
- Costs too much
- Rather do something else
- Transportation
- Parking
- Not social
- Not related to any cause
- Other
- None of these

**What are your impressions of the following...?**

	Very Positive	Somewhat Positive	No Impression	Somewhat Negative	Very Negative
An art museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An aquarium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A botanical garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A museum in general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A natural history museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A science center or museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A zoo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**And why do you have a negative impression of art museums?**

**And why do you have a negative impression of aquariums?**

**And why do you have a negative impression of botanical gardens?**

**And why do you have a negative impression of museums?**

**And why do you have a negative impression of natural history museums?**

**And why do you have a negative impression of science museums?**

**And why do you have a negative impression of zoos?**

**When thinking about visiting museums or cultural attractions, how important are the following reasons for visiting?**

	<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not at all Important</i>	<i>Do Not Know</i>
Interest in subject	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment / fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education / learn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selfie opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take children / family outing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take out-of-town guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support cause or mission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Approximately how much do you expect to pay for ONE ADULT ticket to an art museum?**

**Approximately how much do you expect to pay for ONE ADULT ticket to a museum?**

**Approximately how much do you expect to pay for ONE ADULT ticket to a zoo?**

**Approximately how much do you expect to pay for ONE ADULT ticket to an aquarium?**

**Approximately how much do you expect to pay for ONE ADULT ticket to a science center?**

**Approximately how much do you expect to pay for ONE ADULT ticket to a botanical garden?**

**How important is it to you that museums or cultural attractions offer the following?**

	<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not At All Important</i>	<i>Do Not Know</i>
Sit-down restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthy food options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High-end coffee/tea options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alcoholic beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gift stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lectures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hands-on activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Temporary or special exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Which of the following would make you more or less likely to visit a museum or cultural attraction?**

	<i>More Likely</i>	<i>No Impact</i>	<i>Less Likely</i>	<i>Do Not Know</i>
Later operating hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lower admission price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events or programs with live music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events or programs with food and/or drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If they (the cultural attraction) were related to a cause	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special evening programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More fun experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**How would you prefer to purchase your tickets to a museum or cultural attraction?**

- At the museum*
- Computer/tablet*
- Mobile device*
- By telephone*

**How likely would you be to use a mobile app to enhance the museum experience?**

- Very Likely*
- Somewhat Likely*
- Not At All Likely*

**How interested are you in incorporating virtual or augmented reality into the museum experience?**

- Very Interested*
- Somewhat Interested*
- Not At All Interested*

**How interested are you in having staff available to answer questions or present information?**

- Very Interested*
- Somewhat Interested*
- Not At All Interested*

**How interested are you in seeing shows or presentations during the museum experience?**

- Very Interested*
- Somewhat Interested*
- Not At All Interested*

**Which methods of communication do you use to find out about cultural attractions?** (Check all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> <i>Word of mouth (friends or family)</i> | <input type="checkbox"/> <i>Local television news</i>                  |
| <input type="checkbox"/> <i>Internet</i>                          | <input type="checkbox"/> <i>Street banners/billboards</i>              |
| <input type="checkbox"/> <i>Attraction's website</i>              | <input type="checkbox"/> <i>Radio</i>                                  |
| <input type="checkbox"/> <i>Mail</i>                              | <input type="checkbox"/> <i>Email</i>                                  |
| <input type="checkbox"/> <i>Newspaper</i>                         | <input type="checkbox"/> <i>Social media (e.g., Facebook, Twitter)</i> |
| <input type="checkbox"/> <i>Magazines</i>                         | <input type="checkbox"/> <i>None of these</i>                          |

**How interested are you in following a museum or cultural attraction through social media?**

- Very Interested*
- Somewhat Interested*
- Not At All Interested*

**What type of content would you like to receive from a museum or cultural attraction via social media?** (Check all that apply)

- Behind the Scenes*
- Staff Favorites*
- Upcoming Events*
- Invitations to Events*
- Other*
- None of these*

**How likely are you to become a member within the next two years or sometime in the future of the following...?**

	<i>Within the Next 2 Years</i>	<i>Not Within the Next 2 Years but Sometime in the Future</i>	<i>Not Likely to Join, Ever</i>
An art museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An aquarium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A botanical garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A museum in general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A natural history museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A science center or museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A zoo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**How important are the following reasons for becoming a member?**

	<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not At All Important</i>
Free admission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Express entry (no lines)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support mission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support cause	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts (on food, gift, rides, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to exclusive events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to exclusive lounges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Why wouldn't you be likely to join a museum or cultural attraction?**

**This is not a solicitation. Which of the following would you likely to donate to, either now or in the future?**

	<i>Donate Now</i>	<i>Donate in the Future</i>	<i>Not Likely to Donate, Ever</i>
An art museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An aquarium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A botanical garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A museum in general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A natural history museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A science center or museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A zoo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**How important are the following reasons for donating?**

	<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not At All Important</i>
Support the mission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support a cause	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support outreach to underserved communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support exhibitions and/or facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Why wouldn't you be likely to donate to a cultural attraction?**

**Do you have children in your household?**

- Yes*
- No*
- Decline to answer*

**What is your highest level of education?**

- High School*
- Some college or trade school*
- College graduate*
- Graduate degree*
- Decline to answer*

**In which of the following categories is your annual household income?**

- \$34,999 or less*
- \$35,000 to \$59,999*
- \$60,000 to \$99,999*
- \$100,000 to \$199,999*
- \$200,000 or more*
- Decline to answer*

**Which of the following best describes your ethnicity? (May select more than one)**

- White / Caucasian*
- Black / African-American*
- Latino / Hispanic*
- Asian or Pacific Islander*
- Native American*
- Other*
- Decline to answer*

**Thank you for your participation in this survey. We appreciate your time.**