

Idaho State Museum Visitor Exit Survey

October 2018- January 2019

12,000+ Visitors

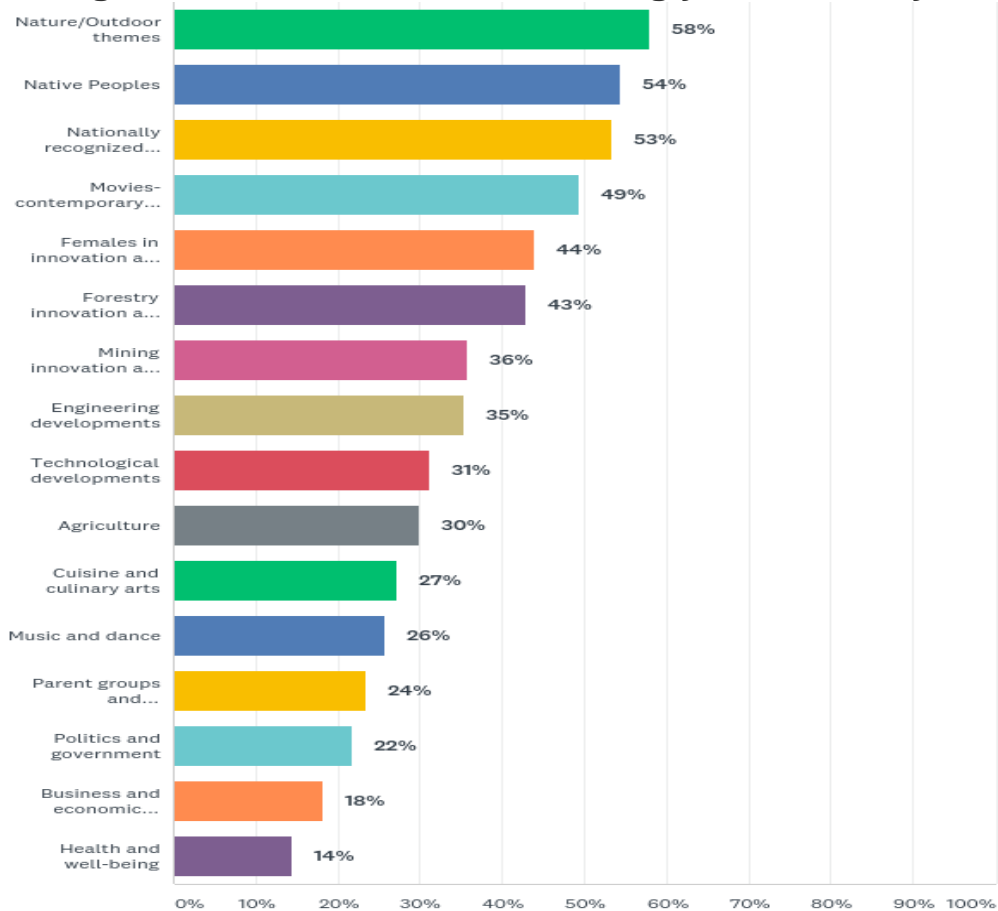
680 completed surveys as of 01/05/19

95% confidence level

3% margin of error



Q4: For future Museum programs and changing galleries, please check below which are your strongest area interests that will bring you back for your next visit:



For future Museum programs and changing galleries, which are your strongest area interests that will bring you back for your next visit:

ANSWER CHOICES	RESPONSES	
Nature/Outdoor themes	58%	128
Native Peoples	54%	120
Nationally recognized traveling exhibits	53%	118
Movies- contemporary and historical	49%	109
Females in innovation and leadership roles	44%	97
Forestry innovation and information	43%	95
Mining innovation and information	36%	79
Engineering developments	35%	78
Technological developments	31%	69
Agriculture	30%	66
Cuisine and culinary arts	27%	60
Music and dance	26%	57
Parent groups and child-friendly events	24%	52
Politics and government	22%	48
Business and economic development	18%	40
Health and well-being	14%	32

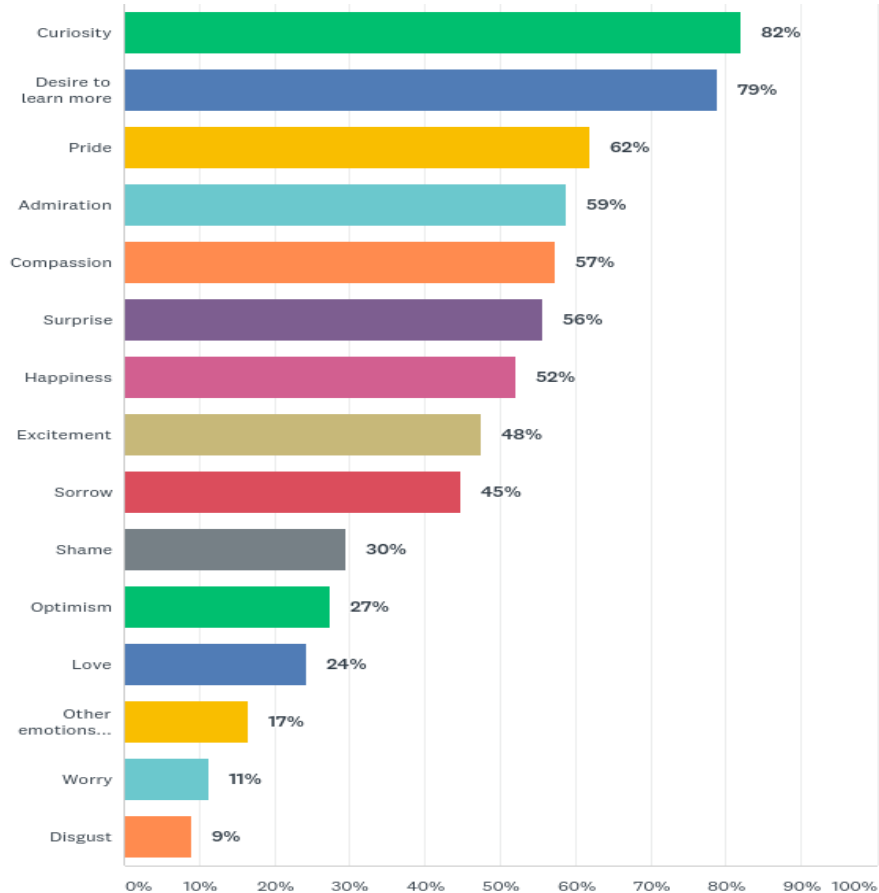
As a direct result of what I experienced during my visit today...

	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
I have a clearer understanding of the connections among Idaho's natural resources and economic development.	92% 206	6% 14	2% 5	225	1.17
I am inspired to encourage family, friends and colleagues to visit the Museum and its events.	91% 207	6% 13	3% 7	227	1.18
I have a stronger sense of the connections between today's issues and the historical events from Idaho's past.	89% 201	9% 21	2% 5	227	1.23
I have a deeper understanding of the significance of recreation, wildlife and nature preservation to Idaho's development.	89% 202	11% 24	1% 2	228	1.23
I am more curious and want to travel more to other regions of Idaho.	88% 199	9% 21	3% 6	226	1.24
I feel greater respect for Idaho's Native Peoples.	88% 200	11% 25	1% 2	227	1.24
I feel more proud of Idaho's people and their accomplishments.	87% 199	11% 26	1% 3	228	1.25

Q7: In which age category do you belong?

ANSWER CHOICES	RESPONSES	
20 or younger	14.21%	27
21-24	10.53%	20
25-34	12.63%	24
35-44	14.74%	28
45-54	13.68%	26
55-64	15.79%	30
65+	18.42%	35
TOTAL		190

Please check all of the emotions you felt today while experiencing the Museum's new exhibits and multimedia presentations.



Please check all of the emotions you felt today while experiencing the Museum's new exhibits and multimedia presentations.

ANSWER CHOICES	RESPONSES	
Curiosity	82%	183
Desire to learn more	79%	176
Pride	62%	138
Admiration	59%	131
Compassion	57%	128
Surprise	56%	124
Happiness	52%	116
Excitement	48%	106
Sorrow	45%	100
Shame	30%	66
Optimism	27%	61
Love	24%	54
Other emotions (please specify)	17%	37
Worry	11%	25
Disgust	9%	20