



Visitor and Member Survey Results

- More members (60% of respondents) completed the survey than non-members (40% of respondents).
- Across age groups and member/non-member status, those who visit generally do so with children (83% of respondents).
- People visit from both short and long distances across member and non-member groups, with just over 70% of respondents traveling 25 minutes or less.
- Children's interest in the museum peaks at ages 3 to 5, although ages 1 through 9 are represented.
- When asked why a respondent may not be a member, the top two responses were that their children "outgrew" the museum or that visitation is too infrequent to make membership worthwhile.
- Most respondents (19%) were from Beverly, followed by Wenham (12%), South Hamilton (7%), and then other communities (62%).
- Members and non-members visit for similar reasons, regardless of their age. In order of priority, respondents' reasons for visiting are: 1) train collections; 2) fun, indoor place to go; 3) manageable, safe size; 4) location; 5) changing exhibits; 6) convenient parking; 7) learning environment; 8) "collections I love"; 9) gift shop; and 10) doll collections.
- Across age groups, most respondents view the Wenham Museum as a children's museum. Those aged 55+ are slightly more likely to view the museum as a history museum.
- Overall, the respondents were not aware of the museum's financial position.
- Of respondents, 62% are aware that the museum is a charity or non-profit organization and 69% believe the museum relies on donations for its operations.
- Across member and non-member groups, survey respondents are consistently looking for the same kind of museum programming: family or child-focused programming. In order of priority, respondents seek: 1) hands on art activities for children; 2) family programs on trains; 3) family LEGO programs; 4) family history programs; and 5) programs on reading or early literacy.
- Museum operating hours from 8 a.m. to 5 p.m. would capture the majority of demand for visitation.

As presented to the Board of Trustees, May 21, 2015. Please contact Kristin Z. Noon, Executive Director, with any questions you may have at (978) 468-2377, ext. 102 or via e-mail at kristin.noon@wenhammuseum.org.