

## Museum Statistics

### MUSEUM VISITOR PROFILE

NCS: SPRING 2007 ADULT FULL YEAR (MAY 2006-JUNE 2007)

INDEX BASED ON ADULTS 18+

	Visited a Museum in the last 12 mo INDEX
<b>GENDER</b>	
Female	56%
Male	44%
<b>AGE GROUP</b>	
25 - 54	23%
18 - 49	22%
18 - 34	21%
55+	18%
18 - 24	17%
<b>RACE</b>	
Asian/Pacific Islander	24%
White	23%
Not White or Black	20%
Some Other Race	17%
Black or African American	16%
<b>EDUCATION</b>	
Attended Graduate School - Degree	23%
Attended Graduate School - No Degree	23%
College Graduate	18%
Part-Time College Student	13%
Full-Time College Student	11%
High School Graduate	6%
Did Not Graduate High School	5%
<b>MARITAL STATUS</b>	
Married	29%
Single (Never Married)	28%
Divorced	24%
Widowed	19%
<b>EMPLOYMENT</b>	
Part-Time (less than 30 hrs/wk)	23%
Full-Time (30+ Hours a Week)	22%
Homemaker	21%
Not Employed	17%

### DC VISITOR PROFILE

NCS: SPRING 2007 ADULT FULL YEAR (MAY 2006-JUNE 2007)

INDEX BASED ON ADULTS 18+

	Visited Wash, DC in the last 12 mo INDEX
<b>GENDER</b>	
Male	60%
Female	40%
<b>AGE GROUP</b>	
18 - 34	23%
18 - 49	22%
25 - 54	22%
18 - 24	20%
55+	13%
<b>RACE</b>	
White	36%
Not White or Black	33%
Black or African American	32%
<b>EDUCATION</b>	
Attended Graduate School - No Degree	37%
Attended Graduate School - Degree	34%
College Graduate	25%
High School Graduate	4%
<b>MARITAL STATUS</b>	
Single (Never Married)	47%
Married	35%
Divorced	18%
<b>EMPLOYMENT</b>	
Full-Time (30+ hrs/wk)	33%
Part-Time (less than 30 hrs/wk)	28%
Retired	21%
Not Employed	18%
<b>ARE YOU A PARENT?</b>	
No	57%
Yes	43%
<b>INCOME</b>	
\$100,000 OR MORE	39%
Between 75K to 100K	29%

Retired	17%
<b>ARE YOU A PARENT?</b>	
No	51%
Yes	49%
<b>INCOME</b>	
<b>\$100,000 OR MORE</b>	29%
Between 75K to 100K	20%
Between 50K and 75K	20%
Between 35K and 50K	18%
HHI Less than 35K	12%
<b>HOBBIES</b>	
<b>VISITING AN AQUARIUM</b>	7%
VISITING A ZOO	6%
VISIT STATE FAIR(S)	5%
EDUCATION COURSES	5%
GO CARTING	5%
PHOTOGRAPHY	5%
PAINTING, DRAWING, SCULPTING	5%
ANTIQUE SHOPPING/SHOWS	4%
PLAYING MUSICAL INSTRUMENT	4%
READING COMICS	4%
GO TO A BEACH/LAKE	4%
TAILGATING	4%
BOARD GAMES	4%
BIRD WATCHING	4%
COOKING FOR FUN	4%
READING BOOKS	3%
WOODWORK/FURNITURE	3%
GARDENING	3%
BARS/NIGHTCLUBS/DANCING	3%
NEEDLEWORK/QUILTING	3%
DINING OUT (NOT FAST FOOD)	3%
CARD GAMES	3%
PLAYING BINGO	3%
LISTENING TO MUSIC	3%
READING GAMING MAGAZINES	3%

Between 35K and 50K	20%
Between 50K and 75K	13%
<b>HOBBIES</b>	
<b>VISITING MUSEUMS</b>	7%
VISITING AN AQUARIUM	6%
TAILGATING	6%
BARS/NIGHTCLUBS/DANCING	5%
EDUCATION COURSES	5%
PLAYING MUSICAL INSTRUMENT	5%
PHOTOGRAPHY	5%
GO TO A BEACH/LAKE	5%
BOARD GAMES	4%
VISIT STATE FAIR(S)	4%
DINING OUT (NOT FAST FOOD)	4%
VISITING A ZOO	4%
COOKING FOR FUN	4%
READING COMICS	4%
READING BOOKS	4%
ANTIQUE SHOPPING/SHOWS	4%
CARD GAMES	4%
LISTENING TO MUSIC	3%
WOODWORK/FURNITURE	3%
GARDENING	3%
BIRD WATCHING	3%
PAINTING, DRAWING, SCULPTING	3%
NEEDLEWORK/QUILTING	3%