

## OVERALL SATISFACTION

Prior to the GEM Study, Crystal Bridges relied on anecdotes or comments left by guests to gauge overall response to the museum. While many of these comments have always been positive, responses like these can be unreliable and focus on polarizing viewpoints, or extremely positive or negative opinions. The GEM Study provides a systematic investigation of visitor satisfaction and shares that overall, visitors reported high satisfaction. ([see Experience pages](#))

- Guests reported especially high ratings for friendliness (86% responding with a 9 or 10) and feeling welcomed (88% responding with a 9 or 10).
- The Net Promoter Score, or likelihood to recommend, was 93 which is high as many museums report between 70 and 93.
- Guests reported high satisfaction across all experiences and areas of the museum.

## LOCAL SUCCESS

Crystal Bridges is unique in that it is a destination museum in an area that is not a nation-wide tourist destination. The GEM Study highlights this dual identity and shows that Crystal Bridges serves as a sought-after experience for national museum-goers, while simultaneously serving as a community resource for local individuals. Our visitor makeup is split fairly equally geographically (55% of our guests come from outside of Arkansas) and between first-time and repeat visitation (48% of guests are visiting for the first time.) While overall guest demographics align more with national trends for art museum visitation, guests from the four-county Crystal Bridges region are more diverse in a range of ways.

- Compared to Crystal Bridges guests from other regions, touch county guests are younger, more ethnically diverse, and have lower education and income levels. ([see Local & Non-local page](#))
- Compared to the NEA's national trends for adult museum visitation, touch county guests are younger, have lower income levels, and statistically similar racial/ethnic identities. ([see NEA comparison page](#))
- Compared to touch county regional census data, touch county guests are younger and more racially diverse. ([see census comparison page](#))

## MOTIVATION AS A GUIDING FRAMEWORK

The GEM Study used John Falk's motivation framework to further understand Crystal Bridges visitors. This framework, along with the comparative analysis between motivations, allows departments across the museum to provide better experiences before, during, and after museum visits. Through meetings with various departments, this framework is being put to work and will guide future marketing, exhibition interpretation, educational programming, guest services training, and more. Museum employees are considering trends shown here and further described on the Motivation page.

- **Experience Seekers (25% of guests)** consider Crystal Bridges a landmark in the community and **Explorers (25% of guests)** are driven by general curiosity. These guests are demographically similar and tend to be older and from further away.
- **Rechargers (21% of guests)** seek a quiet place to get away from the everyday. They tend to be younger and come alone or with one other person.
- **Facilitators (20% of guests)** crave a social experience and focus on the other adults or kids they brought with them. These are local, recent visitors.
- **Professional/Hobbyists (9% of guests)** will always be the smallest driving motivation, but they are often our biggest fans, driven by a specific interest and more likely to be local, recent visitors.

# Demographics

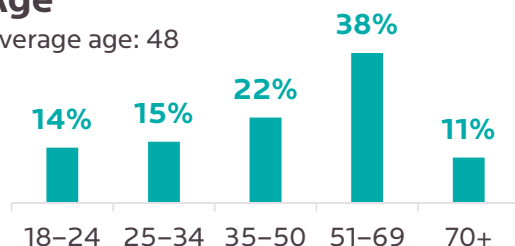
July 2016  
to June 2017

The majority of guests intercepted were White, female, and use English. Ages varied with the highest percentage (38%) in the 51–69 bracket (Baby Boomers) and 51% of respondents under 50. Almost two-thirds had completed a Bachelor's degree or higher and almost one-third represented a household income over 100k. 10% of individuals reported that they or someone in their group has a temporary or permanent disability, most often related to mobility.

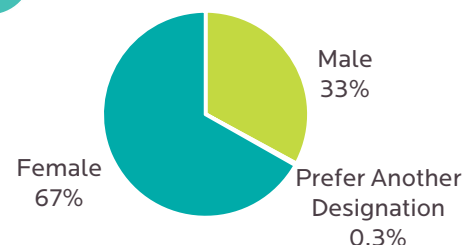


## Age

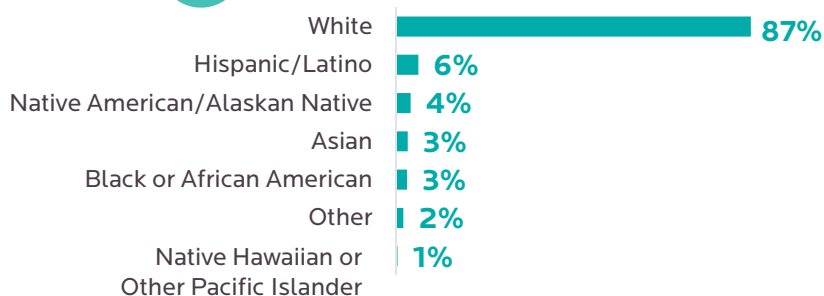
Average age: 48



## Gender



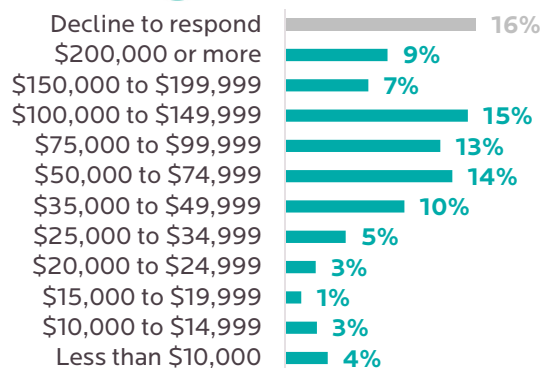
## Race/ethnicity\*



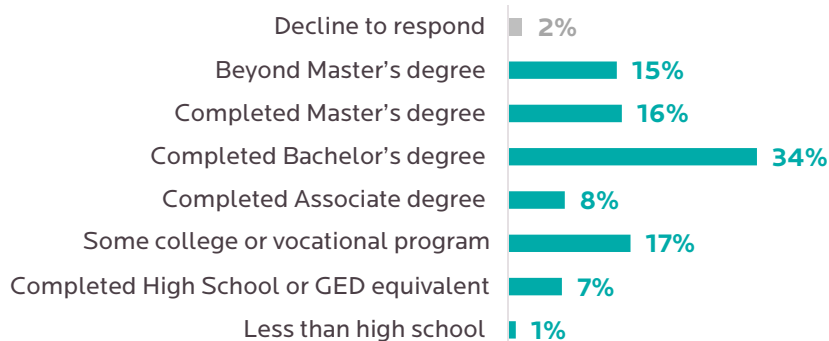
## Language\*



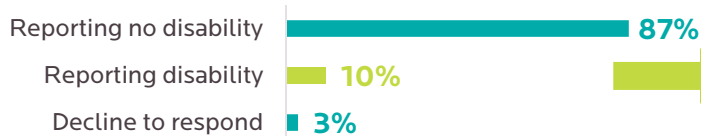
## Household income



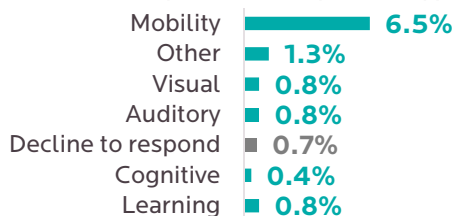
## Education level



## Disability



### Of all respondents, specific type(s)\*

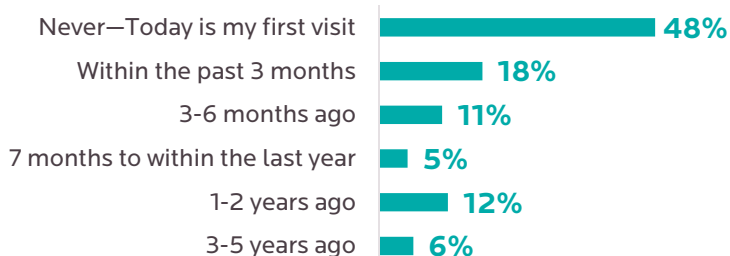


## VISITING CRYSTAL BRIDGES

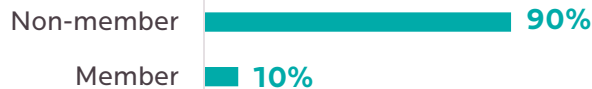
The majority of guests learned about Crystal Bridges from friends and family and were not members. While about half were first-time visitors, more than a third had come to the museum in the last 12 months.



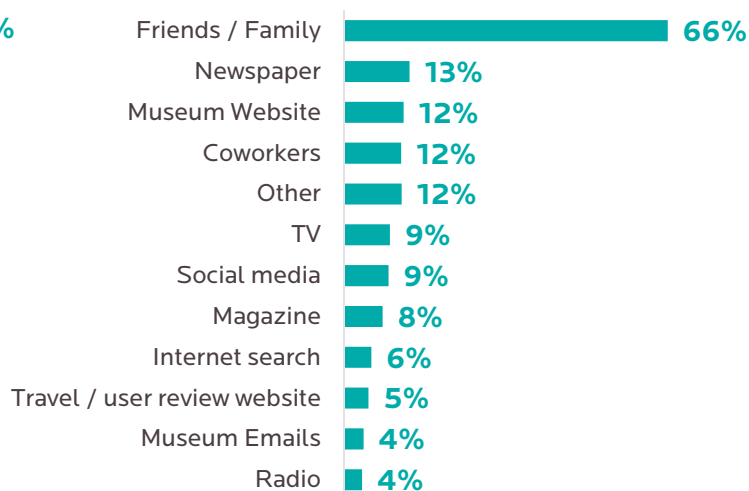
### Guest's last visit



### CB Membership status



### How did you learn about CB?\*



## MOTIVATIONS

The majority of guests came to Crystal Bridges without any specific agenda. Many were motivated because they saw this as an important part of the community (Experience Seeker), they were driven by general curiosity (Explorer), or they viewed the Museum as a way to recharge (Recharger).

### Reason for visit

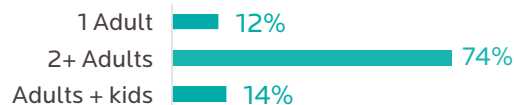
**67%** I just wanted to visit in general.

**33%** There is something specific I'm hoping to see or do.\*

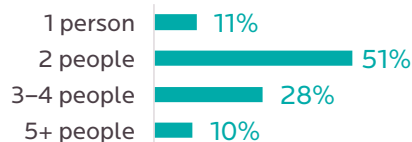
Of all respondents, here are specific reasons



### Group type



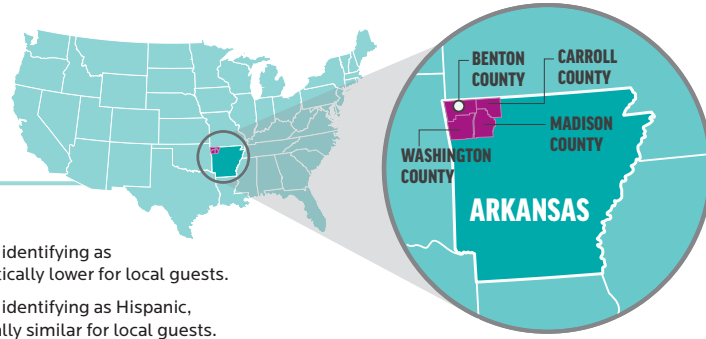
### Group Size



\*Starred items show where totals exceed 100% as individuals could select more than one response.

# Census comparison

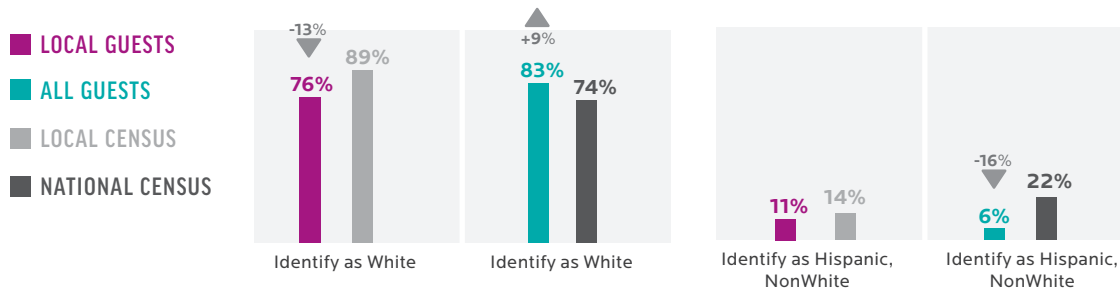
▲ ▼ = statistically significant difference



## RACE/ETHNICITY

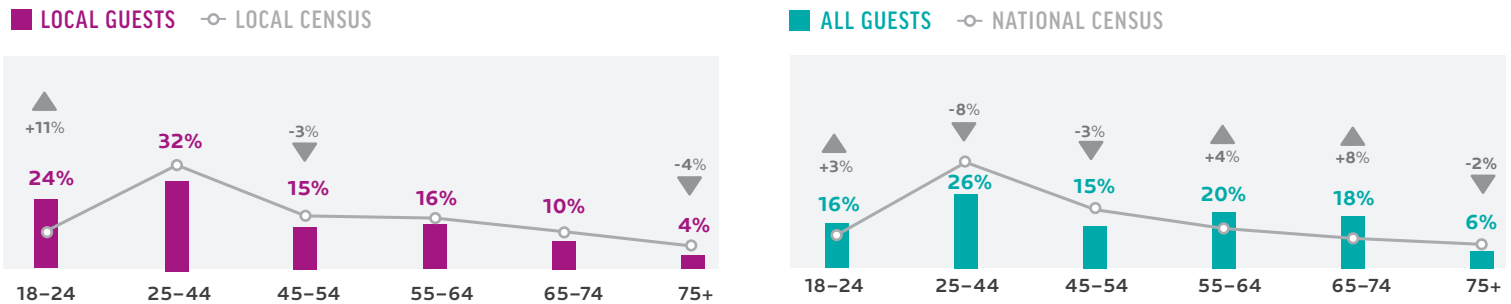
When compared to census data, the proportion of guests identifying as White alone is statistically higher for all guests and statistically lower for local guests.

When compared to census data, the proportion of guests identifying as Hispanic, NonWhite is statistically lower for all guests and statistically similar for local guests.



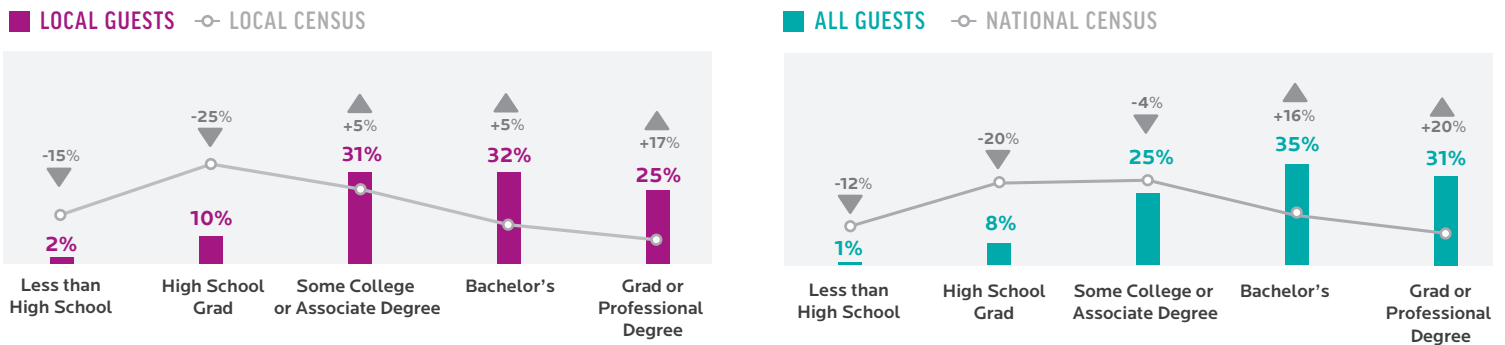
## AGE

Crystal Bridges guests are either much younger or much older than the national census. Local guests are younger than the regional census.



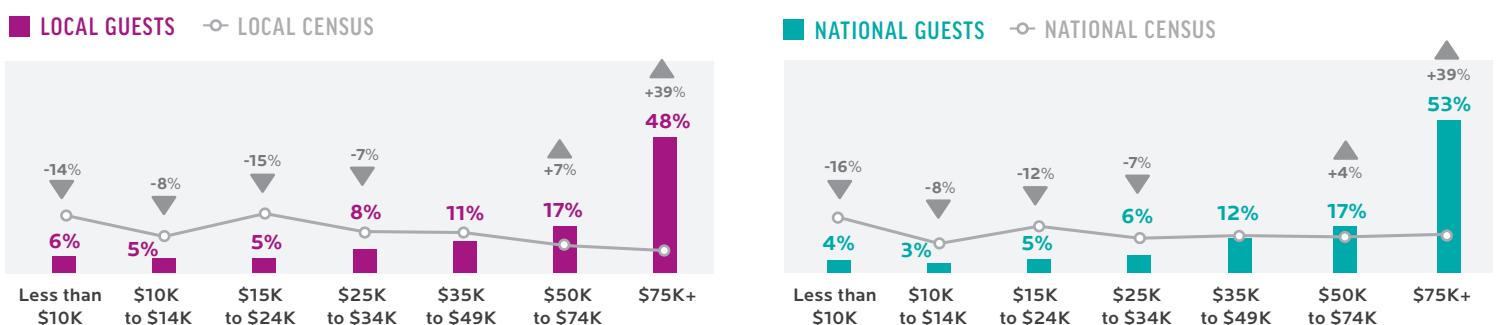
## EDUCATION

Crystal Bridges guests have higher levels of education than the census, both overall and locally.



## INCOME

Crystal Bridges guests have higher household incomes than the census, both overall and locally.



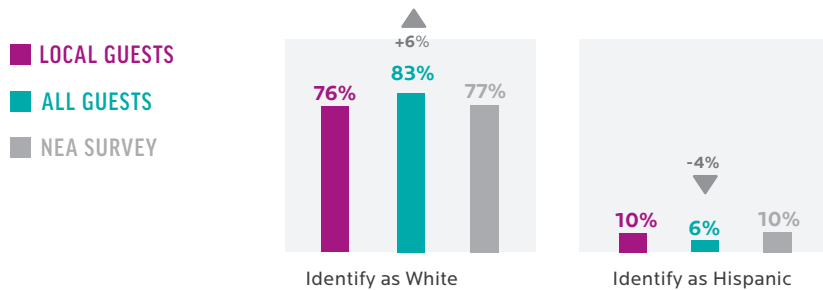
# NEA comparison (National Endowment for the Arts)

▲ ▼ = statistically significant difference

## RACE/ETHNICITY

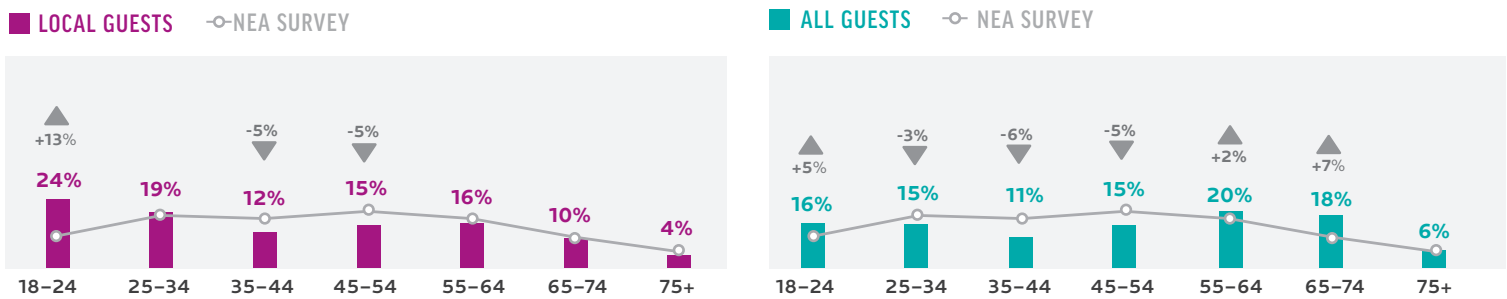
When compared to national trends for art museum visitors, the proportion of guests identifying as White is statistically higher for all guests and statistically similar for local guests.

When compared to national trends for art museum visitors, the proportion of guests identifying as Hispanic is statistically lower for all guests and statistically similar for local guests.



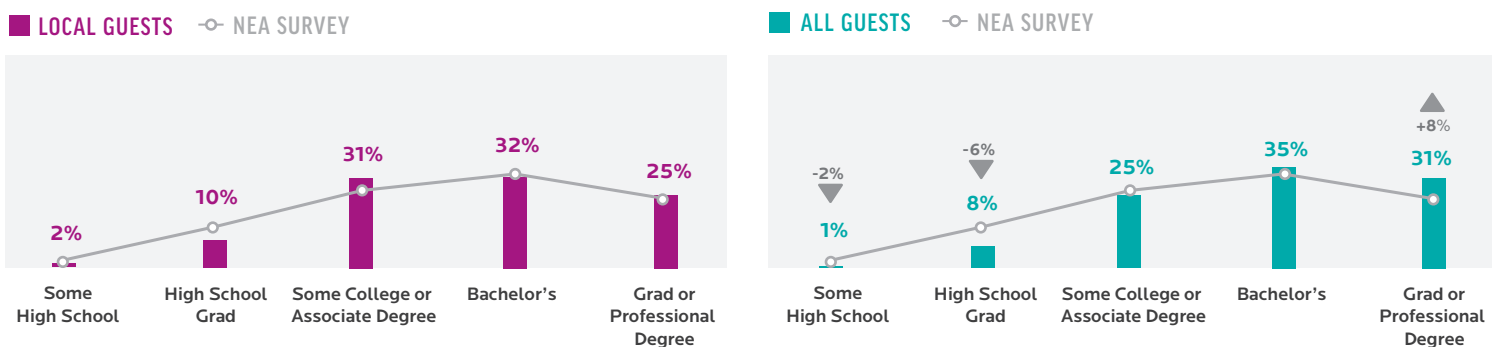
## AGE

Crystal Bridges guests are either much younger or much older than national trends for art museum visitors. Local guests are younger than national trends.



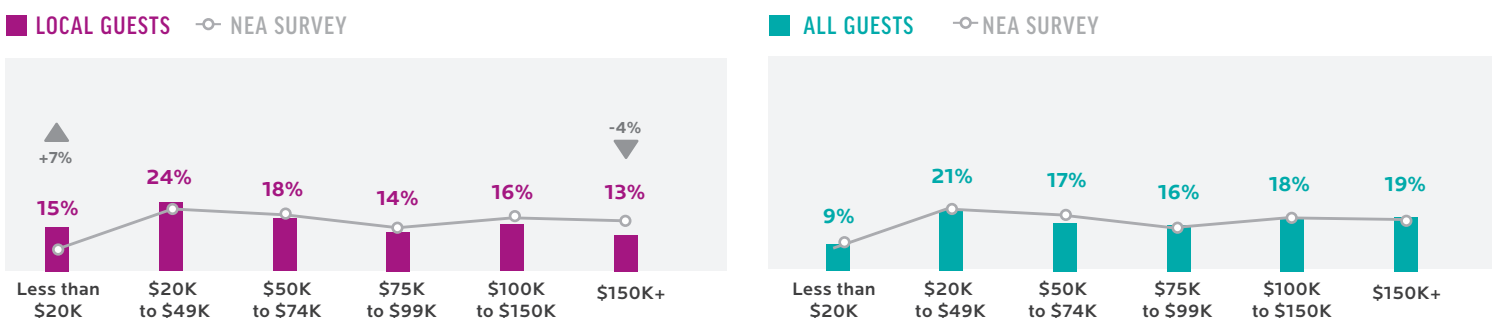
## EDUCATION

Overall, Crystal Bridges guests have higher levels of education than national trends for art museum visitors. Local guests have statistically similar education levels to national trends.



## INCOME

Overall, Crystal Bridges guests have statistically similar household incomes as national trends for art museum visitors. Local guests have significantly lower incomes than national trends.



# Motivation

- Experience Seekers and Explorers are typically older and from further away.
- Facilitators and Professional/Hobbyists are local, recent visitors.
- Rechargers are often the youngest.



## EXPERIENCE SEEKER

Want to make sure they see the most important parts of a community

*"This place is a landmark in this community."*

25%

MORE LIKELY TO BE...



## EXPLORER

Driven by their own curiosity and interested in content in general

*"The museum is more inspiring than going to the mall or a movie."*

25%

MORE LIKELY TO BE...



## RECHARGER

Seek a contemplative or restorative experience; often don't want a lot of interaction

*"I don't get to be in spaces like this every day."*

21%

MORE LIKELY TO BE...



## FACILITATOR

Socially motivated and focused on enabling others' experiences and learning

*"This is a good way for my family/friends to share quality time."*

20%

MORE LIKELY TO BE...



## PROFESSIONAL/ HOBBYIST

Very specific interest, often tied to the visitor's vocation or hobby

*"It relates to the kind of work I do and I find it useful."*

9%

MORE LIKELY TO BE...

Group age  
65+

16% compared to 11% overall

Group age  
65+

16% compared to 11% overall

Group age  
under 35

26% compared to 20% overall

With kids

37% compared to 8% overall

Group age  
under 35

30% compared to 20% overall

Not a  
member

5% compared to 12% overall

A member

23% compared to 9% overall

First-time  
visitor

67% compared to 41% overall

Recent visitor  
visited <3 months

24% compared to 17% overall

Recent visitor  
visited <3 months

35% compared to 17% overall

A group of 2

56% compared to 49% overall

A group of 1-2

74% compared to 58% overall

A group of 3+

61% compared to 33% overall

Single visitor

20% compared to 10% overall

From beyond  
touch state

25% compared to 18% overall

From beyond  
touch state

25% compared to 18% overall

From  
Arkansas

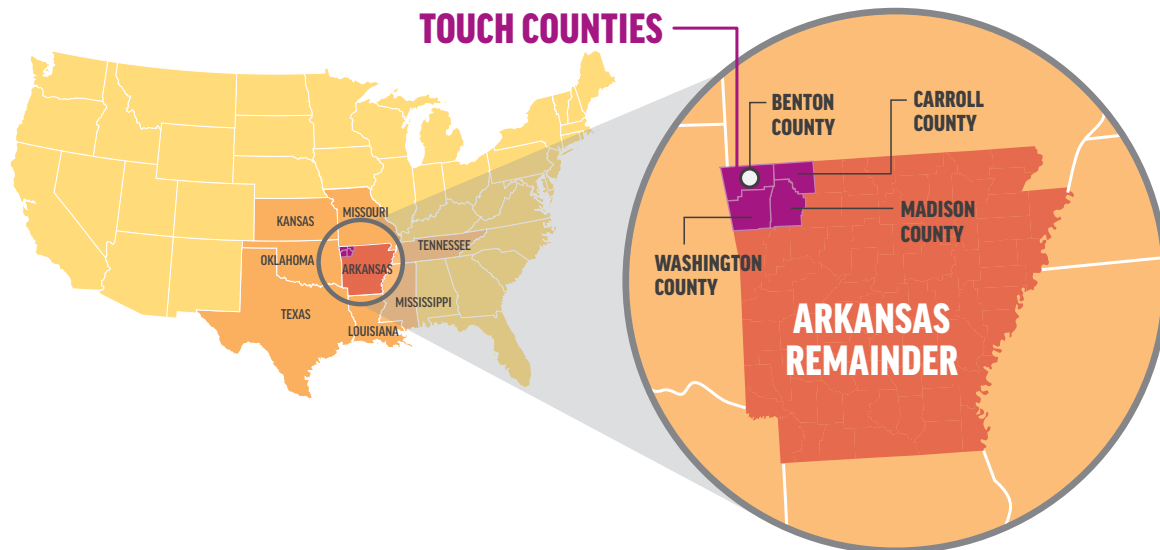
63% compared to 41% overall

From a touch  
county

41% compared to 30% overall

# Local & Non-local

Crystal Bridges guests from local counties are younger and more diverse than visitors from other regions.



31%



## FROM TOUCH COUNTIES

### MORE LIKELY TO ...

Be a group under age 35

31% compared to 17% overall

Be a Member

26% compared to 3% overall

Be Hispanic

10% compared to 4% overall

Be a recent visitor (last 6 months)

68% compared to 12% overall

Be with kids

22% compared to 11% overall

Have <4 year degree

43% compared to 29% overall

Be a facilitator

28% compared to 16% overall

Have a household income of <\$50k

33% compared to 22% overall

Be a Professional/Hobbyist

11% compared to 7% overall

14%



## FROM ARKANSAS REMAINDER

### MORE LIKELY TO...

Be a facilitator

28% compared to 19% overall

Have a household income of \$50k-99K

35% compared to 27% overall

35%



## FROM TOUCH STATE

### MORE LIKELY TO...

Be a first time visitor

65% compared to 39% overall

Have an advanced degree

37% compared to 28% overall

20%



## FROM NATIONAL REMAINDER

### MORE LIKELY TO...

Be a group over age 65

17% compared to 11% overall

Be Visiting Alone

20% compared to 10% overall

Be an Experience Seeker or Explorer

32% compared to 24% overall

Be a first-time visitor

76% compared to 41% overall

Have an advanced degree

37% compared to 30% overall

When compared to NEA's Survey of Public Participation in the Arts and 2015 census data, Crystal Bridges reaches a statistically higher proportion of individuals 18-24.

# First-time & Repeat visitors

First-time visitors are more likely to be older and visiting Crystal Bridges as a destination.

48%

## FIRST-TIME VISITORS

MORE LIKELY TO...

Be age 51–69

41% compared to 35% overall

2+ adults

78% compared to 70% overall

Be from outside of Arkansas

79% compared to 32% overall

Be Experience Seekers

35% compared to 16% overall

Make more than 150K

23% compared to 15% overall

52%

## REPEAT VISITORS

MORE LIKELY TO...

Be age 18–24

18% compared to 10% overall

Have kids in their group

17% compared to 10% overall

Be members

20% compared to 1% overall

Be local

53% compared to 7% overall

Be Facilitators

11% compared to 6% overall

Make 25K or less

15% compared to 9% overall

FROM  
ONLINE  
SURVEY

## FIRST-TIME VISITORS ARE...

- More likely to visit permanent collection
- More likely to visit FLW
- More likely to visit trails
- Less likely to visit temporary exhibit
- Equally as likely to buy something from Eleven or the coffee bar
- More likely to go to the store



“Great to find such a great art museum unexpectedly in a small town while on vacation.”

“Stunning artwork and architecture and setting.”

“This was my first time to visit and I loved seeing the permanent collection.”

“The people were nicer than any museum I’ve ever been to.”



“I love that my grandkids can experience art and are so excited about going. No stuffy atmosphere, so family friendly.”

“I always enjoy the atmosphere. And love how the art is always cycled through so it’s never the same experience.”

“My favorite part was sharing Crystal Bridges with my sister who was visiting.”

FROM  
ONLINE  
SURVEY



# Temporary Exhibits

Overall attendance during each exhibition period was statistically different.



CAME SPECIFICALLY TO SEE

17%

AMERICAN  
MADE

MORE LIKELY TO...

Be from beyond  
touch state

24% compared to 17% overall

18%

THE ART OF  
AMERICAN DANCE

MORE LIKELY TO...

Have visited in the  
last 3-6 months

16% compared to 9% overall

19%

BORDER  
CANTOS

MORE LIKELY TO...

Be from a  
touch county

39% compared to 31% overall

Be a group  
under 35

29% compared to 17% overall

Have visited  
<3 months

26% compared to 17% overall

30%

CHIHULY

MORE LIKELY TO...

Be from a  
touch state

44% compared to 33% overall

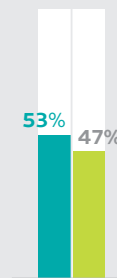
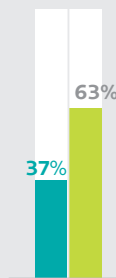
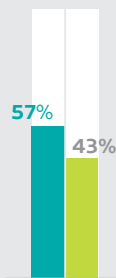
Have visited 1  
year or more prior

27% compared to 15% overall

FROM  
ONLINE  
SURVEY

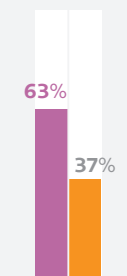
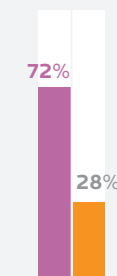
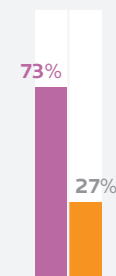
## AWARENESS

Found out here  
Knew before



## SATISFACTION RATINGS

9 or 10 ratings  
1-8 ratings



# Experience

(ONLINE SURVEY)

Crystal Bridges guests have high satisfaction and feel welcome at the museum.

## GENERAL RATINGS

9 or 10 ratings

1–8 ratings

# 93

CRYSTAL BRIDGES  
NET PROMOTER SCORE

### OVERALL SATISFACTION



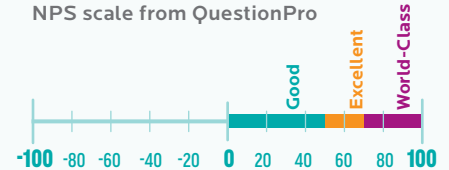
#### VISITOR QUOTES

"This was my first time visiting Crystal Bridges and it exceeded my expectations in every way."

"I enjoyed the art, the trails, the architecture, the meal. The whole visit was very enjoyable."

"I loved the experience of seeing beautiful works of art in such a beautiful environment!"

NPS scale from QuestionPro



### FRIENDLINESS



#### VISITOR QUOTES

"We found welcoming, friendly volunteers and staff at every stage of our visit—from our entry, shopping, eating, tours—it was all great!"

"Your museum is absolutely beautiful and provides a restful, relaxing experience."

"I cannot think of anything that your staff could have done to make us feel more at home. They were professional and friendly."

### WELCOMED



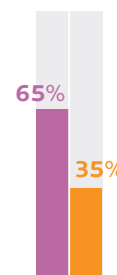
#### VISITOR QUOTES

"You all did an amazing job. Everyone seemed genuinely helpful and nice."

"A few of the gallery guards might want to smile and acknowledge their guest...others however were very cordial."

"I was walking through the galleries with two young children (on a rainy day), and I felt a little bit like I was being watched."

### WAYFINDING



#### VISITOR QUOTES

Crystal Bridges currently uses all of the methods recommended by guests including digital and printed maps and signage throughout.

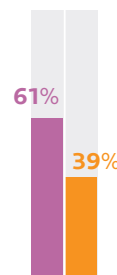
"The maps and signage were helpful. As with most museums, they tend to be inherently maze-like, and I don't think it can be helped."

"It was fine. We got lost a little but someone was always there to help us find our way."

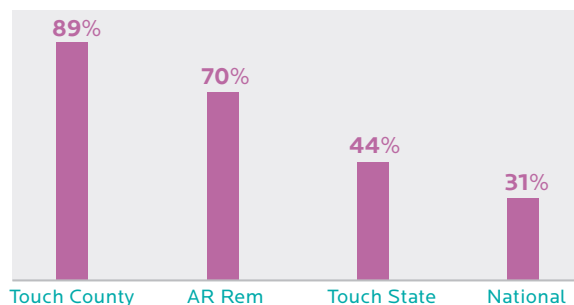
"The maps were not clear at all. Is there a self-guided path to see everything?"

"A map of trails. We got lost and walked and walked to get back to the parking lot."

### LIKELIHOOD TO RETURN



#### BREAKOUT BY ZIPCODE



# Experience

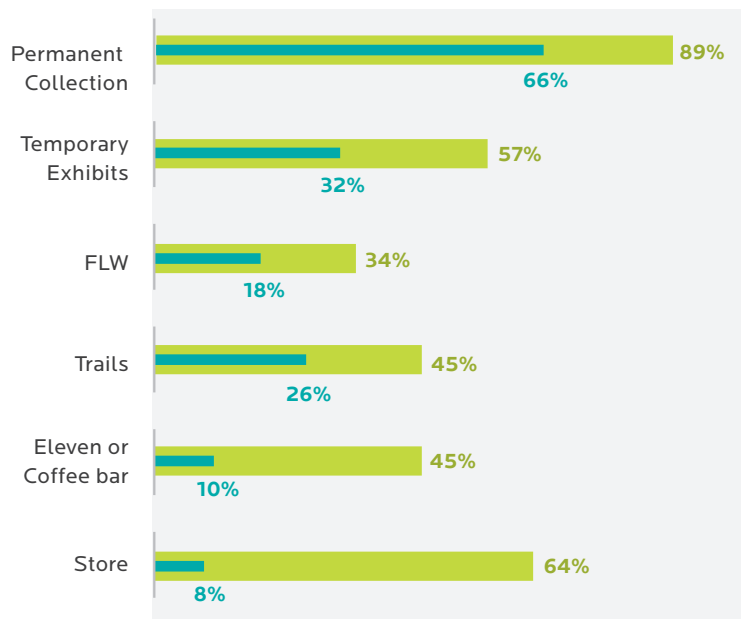
(ONLINE SURVEY)

Crystal Bridges guests have high satisfaction with all areas of the museum.

## SPECIFIC EXPERIENCES

Visited

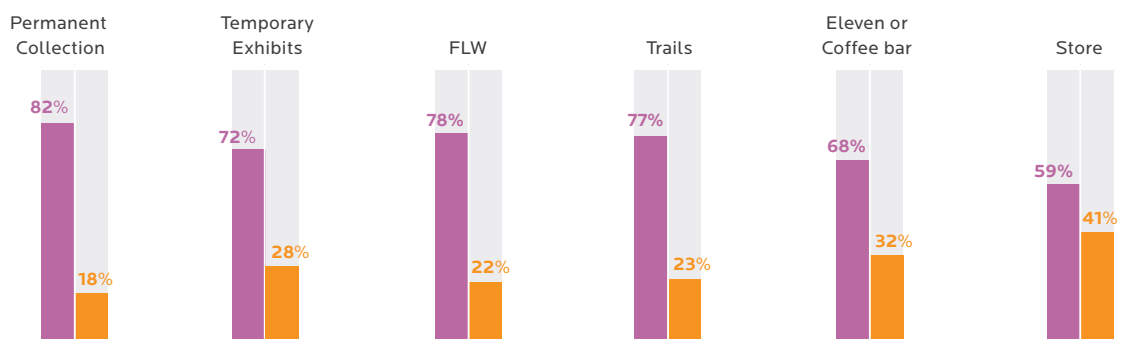
Factor in visit to CB



## SATISFACTION RATINGS

9 or 10 ratings

1–8 ratings



**37%** of guests noticed something new or different about the permanent collection.

**33%** of respondents did not know guided tours were available.

**14%** of respondents did not know about the FLW house.

### TOP 5 FAVORITE ARTWORKS

1. Evan Penny, *Old Self: Portrait of the Artist as He Will (Not) Be. Variation #2*, 2010
2. Felix Gonzalez-Torres, *"Untitled" (L.A.)*, 1991
3. Norman Rockwell, *Rosie the Riveter*, 1943
4. William Trost Richards, *Along the Shore*, 1903
5. Maxfield Parrish, *The Lantern Bearers*, 1908

### TRAILS

"Nothing could improve it, I was highly satisfied. I love hiking and exploring, and these trails are beautiful."

When asked how we could improve experience on the trails, 32% recommended improvements to outdoor signage or maps.

"More labels for the plants. They were beautiful but couldn't be identified."

"I think I could have benefited from the CB Outdoors app if I had known about it."

Guests chose not to use the trails due to weather, time, and ability.

### 1 ON-SITE CARD SORT ACTIVITY MOTIVATIONS

**1190 responses**

Confidence interval of **95%**  
and margin of error of **+/- 3%**



### 2 ON-SITE SURVEY DEMOGRAPHICS

**1190 responses**

Confidence interval of **95%**  
and margin of error of **+/- 3%**



### 3 ONLINE SURVEY EXPERIENCE

**401 responses**

Confidence interval of **95%**  
and margin of error of **+/- 5%**



## DETAILS ON SAMPLE

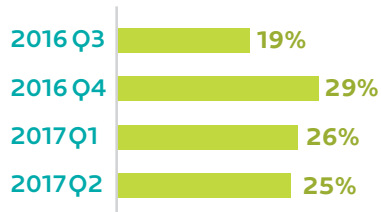
The sample size for this study was selected based on the population and a desired confidence interval and margin of error. As Crystal Bridges yearly attendance is 600,000, with a confidence interval of 95% and margin of error of +/- 3%, the desired sample for the onsite demographic portion was at least 1,066<sup>1</sup>. Achieving this number of randomly selected responses would mean that we can state with 95% confidence that the findings from this study are estimated within +/-3 percentage points of the actual Crystal Bridges visiting population. Because not all onsite respondents would provide their email or respond to the email survey, the sample for the emailed experience survey was assumed to be less than the overall sample of individuals who completed the onsite component. The desired sample for the online experience portion was at least 384, which would align with a confidence interval of 95% and margin of error of +/-5%.

The resulting sample included 1190 onsite respondents and 401 online respondents, which exceeded the desired goals. Online respondent demographics were analyzed in order to determine how, if at all, the online experience data were skewed. Statistically significant differences were found between online respondents and the whole sample. Specifically, the online experience survey respondents were more likely to be members, repeat visitors, 51–69 years old, and have higher levels of education than those who did not complete the online survey. There were no differences found in zip code category, motivation, gender, group type and size, disability, and income. Altogether, experience survey respondents represent a sample that is more familiar with Crystal Bridges.

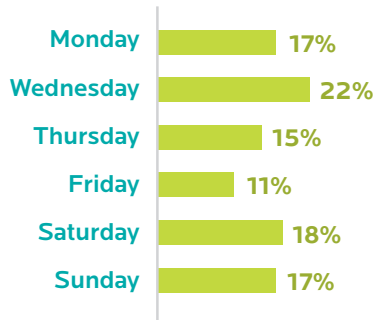
- **Online respondents were more likely to be familiar with Crystal Bridges.**
- More likely to be members, repeat visitors, 51–69 years old, and have higher levels of education than those who did not complete the online survey.
- There were no differences found in zip code category, motivation, gender, group type and size, disability, or income.

### DETAILS ON DATA COLLECTION

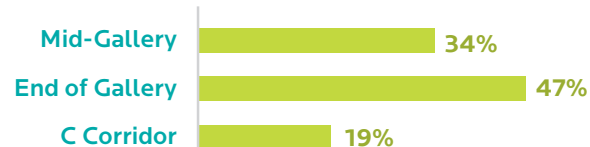
#### Quarter



#### Day of week



#### Location



**35%** of the sample was collected on a weekend (Saturday or Sunday)

**21%** of the sample was collected at night (Wed, Thur, Fri after 5pm)

**33%** of the sample was collected after 4pm any day of the week

### RESPONSE RATE

**62% of guests approached agreed to participate in the study.**

Of those who completed the onsite demographic survey, 65% provided their email and 51% of those individuals proceeded to complete the email, resulting in an online survey response rate of 21%.

### DETAILS ON ANALYSIS

Data were analyzed using descriptive and inferential statistics. Counts, percentages, and means are used to describe the overall sample. The chi-square ( $\chi^2$ ) test of association was used as data were frequency counts and the proportion between two or more categories was desired. This test is used for categorical data and evaluates the likelihood of an observed count appearing by chance. In cases where contingency tables were 2 x 2, Fisher's exact test was used. When inferential statistics were used, a significance level, or  $p$ -value, was evaluated at  $\alpha=.05$ .

