

APPENDIX G: *Biennial* Exhibition Device Survey Questions

STANDARD DEVICE QUESTIONS

Did you use Whitney's Audio Guide to access the Museum's audio guide tour during today's visit? If so, please take a few moments to respond to this survey. The Whitney Museum of American Art is interested in learning about your visiting practices and preferences. Your feedback is greatly appreciated and will be used to enhance your visits in the future.

1. What is your zip code? _____
 2. Are you a member of the Whitney Museum of American Art? No Yes
 3. How frequently do you visit the Whitney?
 First visit ever First visit in years 1-3 times a year 4 or more times a year
 4. Who are you here with today?
 Alone Family Friends Out-of-town guests Tour group
 5. How often do you use audio guides when you visit museums?
 This was my first time Occasionally Frequently Almost always
 6. Which computer interface are you most comfortable using?
 Mac PC Both Neither
 7. Which of the following devices do you own?
 iPod iPod Touch mp3 player iPhone
 I don't own any of these devices (go to question #8)
- If you own any one of these devices...
- 7a. Do you have it with you right now? Yes No
 - 7b. Does your device have wifi capability? Yes No Not sure
 - 7c. What do you use your mp3 player for?
 Music Video TV Shows News All of these
 - 7d. Would you want to use your device for video or information about the museum or exhibitions? Yes No Not sure
- If yes, what would you prefer to see? (check all that apply)
- Audio content about exhibits or the Museum?
 - Video content about exhibits or the Museum?
 - A combination?



7e. If the content of the audio tour were available for download (free of charge), either before or after your visit, would you be interested in being able to download it?

- Yes No Not sure

If **yes**, when would you prefer to download it?

- Before your visit Right now Later at home

8. Did you visit the Museum’s website before planning today’s visit? Yes No

If yes, what do you visit for?

- Directions and/or visiting hours
 Tour schedules
 Current exhibition information
 Other (Please specify _____)

9. What is your preferred audio guide platform?

- Traditional museum player
 Downloaded museum content played on personal player (i.e. iPod, iPhone, or mp3)
 Pre-loaded museum iPod
 Cellphone
 Other (Please specify _____)

10. Would you like to be able to respond to or provide feedback on your museum visit or your audio tour? Yes No Not sure

11. Why did you decide to use this particular audio device today over others offered at the museum? (please check all that apply)

- I have used this audio device in the past
 I was interested in trying it for the first time
 It was recommended to me
 Others that I am visiting with wanted to take it, so I did as well

12. Approximately, how many audio stops did you listen to?

- Less than 10 11 – 20 21 – 30 31- 40 All

Over \Rightarrow

13. To what degree do you agree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It was easy to access the pieces I wanted to hear about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The sound quality was good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I listened to the audio tour throughout my entire visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The audio tour enhanced my experience of the exhibition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found this audio tour much more enjoyable than ones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



that I've taken in the past					
I would use this device again to access a museum audio tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found the use of the device distracting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information in the tour was interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The format of the content (interviews, music, etc) was effective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I liked hearing the artists' voices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using my cellphone as a guide encouraged me to interact with my friends/family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had some technical difficulties with my device	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The device itself was outdated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Would you have preferred listening to the audio tour on your own personal device (i.e. cell phone, iPod, mp3 player, iPhone, etc.)? Yes No Not sure

15. Would you have listened longer if you were listening on another device?
 Yes No Not sure

16. On a scale of 1-10, where 1 means "not at all" and 10 means "very," how would you rate your level of appreciation/understanding of the art on view during today's museum visit?

17. If you had not taken the audio tour today, how do you think your level of appreciation/understanding of the art on view would have changed?

It would have increased It would have decreased It would have stayed the same

18. Overall, how would you rate the audio tour you took today? (Use a scale of 1-10, where 1 means "poor" and 10 means "excellent") _____

19. How was your experience of the Biennial different because you were able to take the audio tour? (Please check all that apply)

- Appreciated overall exhibition more
- Appreciated individual works of art more
- Would want to see other works by the artists
- Other (Please specify _____)

20. If the Museum provided a device that could show images/video in addition to audio, what would you like to see? (Check all that apply)

- I would like to see a picture of the artist
- I would like to be able to see other works by the artist
- Close up/details of particular sections of the artwork
- I would like to actually see the individuals who are speaking in the guide
- I would like to access the artist or gallery's website
- I would like to access the wall text explaining the work
- I would like to see work that influenced the artist
- I would like to see a video of the artist making or installing the work



I would like to get general museum directions/instructions

21. Do you think that the Whitney should create more audio tours that feature the voices of the artists? Yes No Not sure

If yes, why? _____

If no, why not? _____

22. On a future museum visit, if given a choice, would you use the same device (that you did today) to access an audio tour?

Yes No Not sure

If yes, why? _____

If no, why not? _____

23. Please check the appropriate box

Your age

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

Gender

- Female
- Male

Education

- High School or equivalent
- Some College
- College
- Advanced Degree
- Other _____

Ethnicity

- African-American
- Asian-American
- Caucasian
- Hispanic/Latino
- Native American/American Indian
- Other _____

Family Income

- Under \$25,000
- \$25 - 50,000
- \$50 - 100,000
- Over \$100,000
- Prefer not to disclose

Occupation

- Professional/Managerial
- Healthcare
- Education
- Clerical
- Sales
- Arts Professional

- Industrial/Trades
- Homemaker
- Retired
- Self-employed
- Student
- Unemployed
- Other _____



CELLPHONE QUESTIONS

Did you use your cellphone to access the Museum's audio guide tour during today's visit? If so, please take a few moments to respond to this survey. The Whitney Museum of American Art is interested in learning about your visiting practices and preferences. Your feedback is greatly appreciated and will be used to enhance your visits in the future.

1. What is your zip code? _____
2. Are you a member of the Whitney Museum of American Art? Yes No
3. How frequently do you visit the Whitney?
 First visit ever First visit in years 1-3 times a year 4 or more times a year
4. Who are you here with today?
 Alone Family Friends Out-of-town guests Tour group
5. How often do you use audio guides when you visit museums?
 This was my first time Occasionally Frequently Almost always
6. Which computer interface are you most comfortable using?
 Mac PC Both Neither
7. Which of the following devices do you own?
 iPod iPod Touch mp3 player iPhone
 I don't own any of these devices (go to question #8)

If you own any one of these devices...

- 7a. Do you have it with you right now? Yes No
- 7b. Does your device have wifi capability? Yes No Not sure
- 7c. What do you use your mp3 player for?
 Music Video TV Shows News All of these
- 7d. Would you want to use your device for video or information about the museum or exhibitions? Yes No Not sure
 -If yes, what would you prefer to see? (check all that apply)
 Audio content about exhibits or the Museum?
 Video content about exhibits or the Museum?
 A combination?

7e. If the content of the audio tour were available for download (free of charge), either before or after your visit, would you be interested in being able to download it?

- Yes No Not sure

If **yes**, when would you prefer to download it?



- Before your visit Right now Later at home
8. Did you visit the Museum's website before planning today's visit? Yes No

If yes, what do you visit for?

- Directions and/or visiting hours
 Tour schedules
 Current exhibition information
 Other (Please specify _____)

9. What is your preferred audio guide platform?

- Traditional museum player
 Downloaded museum content played on personal player (i.e. iPod, iPhone, or mp3)
 Pre-loaded museum iPod
 Cellphone
 Other (Please specify _____)

10. Would you like to be able to respond to or provide feedback on your museum visit or your audio tour? Yes No Not sure

11. Why did you decide to use the cellphone tour today over other devices offered at the museum? (please check all that apply)

- I have used a cellphone tour before
 I am familiar using a cellphone outside of the museum setting
 I was interested in trying it for the first time
 It was recommended to me
 I received information about it when I purchased my ticket
 Other visitors I am here with wanted to take it, so I did as well

12. Approximately how many audio stops did you listen to?

- Less than 10 11 – 20 21 – 30 31- 40 All Over \Rightarrow

13. Did you use a headset while listening to the tour? Yes No \Rightarrow

9a. If not, did you find holding the phone up to your ear for the length of the tour bothersome?

- Yes No Not sure

14. Did you experience problems with signal strength/reception? Yes \Rightarrow No

11a. If yes, for approximately what percentage of your listening time did you experience reception problems? Less than 20% 20 -- 40% 41 -- 60% 61 -- 80% 81 -- 100%

15. Who is your cellphone provider? _____

16. Are you aware of the minutes your cellphone plan provides? Yes No

16 a. If yes, did your cellphone plan (minutes, etc) affect your willingness to take this tour?

- Yes No

17. Are you aware of the text-back function available for the cellphone tours? Yes \Rightarrow No

If yes, did you use this function? Yes No





If **yes**, are you interested in using this function in the future? Yes No

If **no**, would you be interested in using this function during a future visit?

Yes No Not sure

18. To what degree do you agree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It was easy to access the pieces I wanted to hear about on my cellphone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The sound quality was good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I listened to the audio tour on my cellphone throughout my entire visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The audio tour enhanced my experience of the exhibition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found this audio tour much more enjoyable than ones that I've taken in the past	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would use my cellphone to access a museum audio tour again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found the use of my cellphone distracting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information in the tour was interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I liked hearing the artists' voices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There was too much information about each work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This use of my cellphone as a guide encouraged me to interact with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Would you have preferred using the Museum's audio equipment instead of your cellphone?

Yes No Not sure

20. Would you have listened longer if you were listening on another device?

Yes No Not sure

21. On a scale of 1-10, where 1 means "not at all" and 10 means "very," how would you rate your appreciation/understanding of the art on view during today's museum visit?

22. If you had not taken the audio tour today, how do you think your appreciation/understanding of the art on view would have changed?

It would have increased It would have decreased It would have stayed the same

23. Overall, how would you rate the audio tour you took today? (Use a scale of 1-10, where 1 means "poor" and 10 means "excellent") _____

24. How was your experience of the Biennial different because you were able to take the audio tour? (Please check all that apply)

Appreciated overall exhibition more



- Appreciated individual works of art more
- Would want to see other works by the artists
- Other (Please specify _____)

25. If the Museum provided a device that could show images/video in addition to audio, what would you like to see? (check all that apply)

- I would like to see a picture of the artist
- I would like to be able to see other works by the artist
- Close up/details of particular sections of the artwork
- I would like to actually see the individuals who are speaking in the guide
- I would like to access the artist or gallery's website
- I would like to access the wall text explaining the work
- I would like to see work that influenced the artist
- I would like to see a video of the artist making or installing the work
- I would like to get general museum directions/instructions

26. Do you think that the Whitney should create more audio tours that feature the voices of the artists? Yes No Not sure

If yes, why? _____

If no, why not? _____

27. On a future museum visit, if given a choice, would you use the same device (that you did today) to access an audio tour?

- Yes No Not sure

If yes, why? _____

If no, why not? _____

28. Please check the appropriate box

- | <u>Your age</u> | <u>Gender</u> | <u>Education</u> | <u>Ethnicity</u> |
|--------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> Female | <input type="checkbox"/> High School or equivalent | <input type="checkbox"/> African-American |
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> Male | <input type="checkbox"/> Some College | <input type="checkbox"/> Asian-American |
| <input type="checkbox"/> 25-34 | | <input type="checkbox"/> College | <input type="checkbox"/> Caucasian |
| <input type="checkbox"/> 35-44 | | <input type="checkbox"/> Advanced Degree | <input type="checkbox"/> Hispanic/Latino |
| <input type="checkbox"/> 45-54 | | <input type="checkbox"/> Other _____ | <input type="checkbox"/> Native American/American Indian |
| <input type="checkbox"/> 55-64 | | | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> 65 or older | | | |

- | <u>Family Income</u> | <u>Occupation</u> | |
|-------------------------------------------------|--------------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Under \$25,000 | <input type="checkbox"/> Professional/Managerial | <input type="checkbox"/> Industrial/Trades |
| <input type="checkbox"/> \$25 - 50,000 | <input type="checkbox"/> Healthcare | <input type="checkbox"/> Homemaker |
| <input type="checkbox"/> \$50 – 100,000 | <input type="checkbox"/> Education | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Over \$100,000 | <input type="checkbox"/> Clerical | <input type="checkbox"/> Self-employed |
| <input type="checkbox"/> Prefer not to disclose | <input type="checkbox"/> Sales | <input type="checkbox"/> Student |
| | <input type="checkbox"/> Arts Professional | <input type="checkbox"/> Unemployed |
| | | <input type="checkbox"/> Other _____ |



MULTIMEDIA DEVICE QUESTIONS

Did you use Whitney's multimedia device to access the Museum's audio guide tour during today's visit? If so, please take a few moments to respond to this survey. The Whitney Museum of American Art is interested in learning about your visiting practices and preferences. Your feedback is greatly appreciated and will be used to enhance your visits in the future.

1. What is your zip code? _____
2. Are you a member of the Whitney Museum of American Art? No Yes
3. How frequently do you visit the Whitney?
 First visit ever First visit in years 1-3 times a year 4 or more times a year
4. Who are you here with today?
 Alone Family Friends Out-of-town guests Tour group
5. How often do you use audio guides when you visit museums?
 This was my first time Occasionally Frequently Almost always
6. Which computer interface are you most comfortable using?
 Mac PC Both Neither
7. Which of the following devices do you own?
 iPod iPod Touch mp3 player iPhone
 I don't own any of these devices (go to question #8)

If you own any one of these devices...

7a. Do you have any of these devices with you right now? Yes No

7b. Does your device have wifi capability? Yes No Not sure

7c. What do you use your mp3 player for?
 Music Video TV Shows News All of these

7d. Would you want to use your device for video or information about the museum or exhibitions? Yes No Not sure

-If yes, what would you prefer to see? (check all that apply)

- Audio content about exhibits or the Museum?
- Video content about exhibits or the Museum?
- A combination?

7e. If the content of the audio tour were available for download (free of charge), either before or after your visit, would you be interested in being able to download it?

- Yes No Not sure



If **yes**, when would you prefer to download it?

- Before your visit Right now Later at home

8. Did you visit the Museum's website before planning today's visit? Yes No

If yes, what do you visit for?

- Directions and/or visiting hours
 Tour schedules
 Current exhibition information
 Other (Please specify _____)

9. What is your preferred audio guide platform?

- Traditional museum player
 Downloaded museum content played on personal player (i.e. iPod, iPhone, or mp3)
 Pre-loaded museum iPod
 Cellphone
 Other (Please specify _____)

10. Would you like to be able to respond to or provide feedback on your museum visit or your audio tour? Yes No Not sure

11. Why did you select to use this particular audio device today over others offered at the museum? (Please check all that apply)

- I have used multimedia players in the past
 I am familiar using this type of device outside of the museum setting
 I was interested in trying it for the first time
 It was recommended to me
 Other visitors that I am here with wanted to take it, so I did as well

Over ⇒⇒

12. Which version of the multimedia tour did you take?

- Adult Family Both Not sure

13. Did you receive enough instruction/training on how to use the device? Yes No

14. What did you like about the multimedia player? (Check all that apply)

- Hearing the artist speak about his installation
 Learning about other components of the project
 Hearing about the artist's collaboration with the Manahatta Project
 The interactivity of it (being able to pick and choose certain information)
 Taking the matching quiz (pairing a dance movement with a particular animal)
 Comparing my quiz results with my friends/family
 Learning facts about the animals
 Close up/details of particular sections of the artwork



Images of the animals

15. To what degree do you agree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It was easy to access the pieces I wanted to hear about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The sound quality was good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I listened to the audio tour for all of Fritz Haeg's works	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The multimedia tour enhanced my experience of Fritz Haeg's work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found this audio tour much more enjoyable than ones that I've taken in the past	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would use this multimedia player to access a museum audio tour again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found that the media player distracting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information in the tour was interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The format of the content (interviews, music, etc.) was effective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I liked hearing the artists' voices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This device encouraged me to interact with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found maneuvering between frames tedious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had some technical difficulties with my device	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The device itself was outdated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Would you have preferred listening to the audio tour on your own personal device (i.e. cell phone, iPod, mp3 player, iPhone, etc.)? Yes No Not sure

17. Would you have listened longer if you were listening on another device?
 Yes No Not sure

18. On a scale of 1-10, where 1 means "none" and 10 means "a high level," how would you rate your level of appreciation/understanding of Fritz Haeg's piece? _____

19. If you had not taken the audio tour today, how do you think your level of appreciation/understanding would have changed?
 It would have increased It would have decreased It would have stayed the same

20. Overall, how would you rate the multimedia tour you took today? (Use a scale of 1-10, where 1 means "poor" and 10 means "excellent") _____

21. How was your experience of the Biennial different because you were able to take the audio tour? (Please check all that apply)
 Appreciated overall exhibition more
 Appreciated individual works of art more
 Would want to see other works by the artists
 Other (Please specify _____)



22. Do you think that the Whitney should create more audio tours that feature the voices of the artists? Yes No Not sure

If yes, why? _____

If no, why not? _____

23. On a future museum visit, if given a choice, would you use the same device (that you did today) to access an audio tour?

Yes No Not sure

If yes, why? _____

If no, why not? _____

24. If you could have added content, what would you have liked to see? (Please write below)

25. Please check the appropriate box

Your age

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

Gender

- Female
- Male

Education

- High School or equivalent
- Some College
- College
- Advanced Degree
- Other _____

Ethnicity

- African-American
- Asian-American
- Caucasian
- Hispanic/Latino
- Native American/American Indian
- Other _____

Family Income

- Under \$25,000
- \$25 - 50,000
- \$50 - 100,000
- Over \$100,000
- Prefer not to disclose

Occupation

- Professional/Managerial
- Healthcare
- Education
- Clerical
- Sales
- Arts Professional

- Industrial/Trades
- Homemaker
- Retired
- Self-employed
- Student
- Unemployed
- Other _____



APPENDIX H: BIENNIAL EXHIBITION SURVEY RESULTS

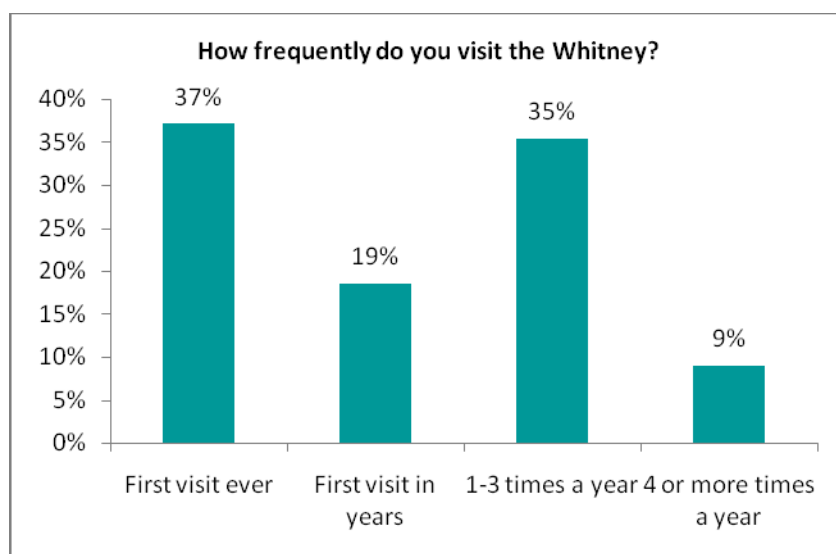
VISITOR BEHAVIORS and DEMOGRAPHICS

Museum Membership

Eight percent (n=24) of survey participants were members of the Whitney, slightly less than the 10% who visited the *Summer of Love* exhibition.

Frequency of Visitation

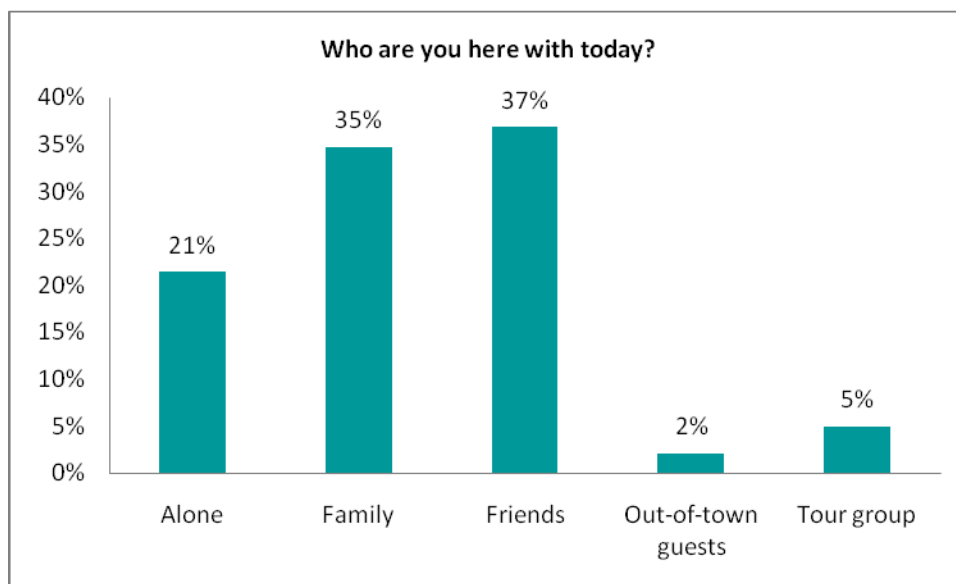
Less than half (37%, n=108) of participants were first-time visitors to the Whitney. Nearly a fifth of participants (19%, n=54) were making their first visit in years. Over a third (35%, n=103) visit the Whitney one to three times a year. Finally, 9% (n=26) of participants visit more than four times a year.





Who visitors bring

Most individuals attended the *Biennial* with friends or family (72%, n=204), followed by 21% (n=61) who attended alone, 5% (n=14) with tour groups, and 2% (n=6) with out-of-town guests.

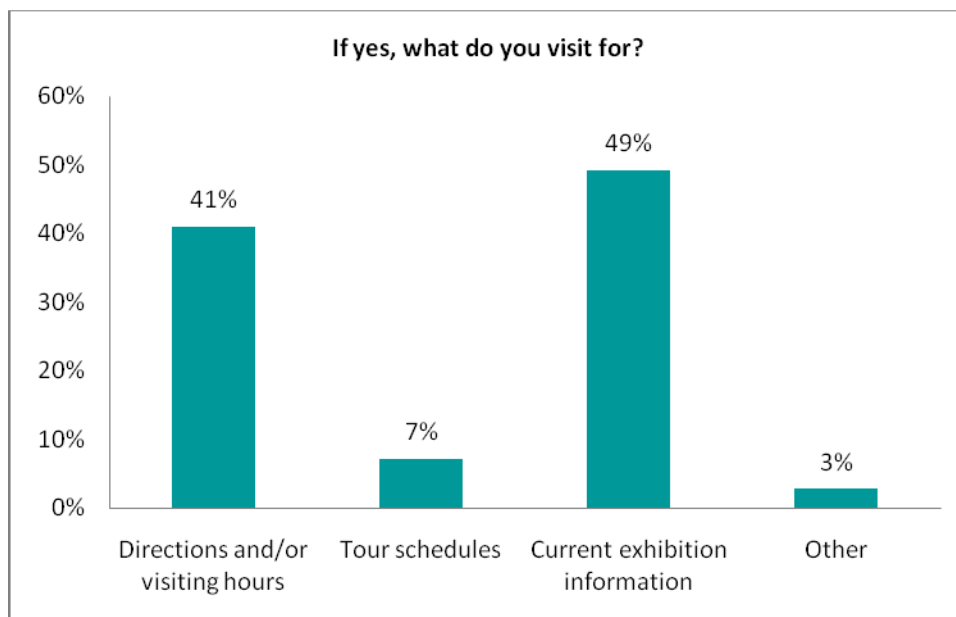


Website Visitation

Of the visitors who attended the *Biennial* exhibition, 41% (n=119) had visited the website before planning their visit to the Whitney. This is a negligible increase of 2% from the 39% who visited the Whitney website prior to the *Summer of Love* exhibition.

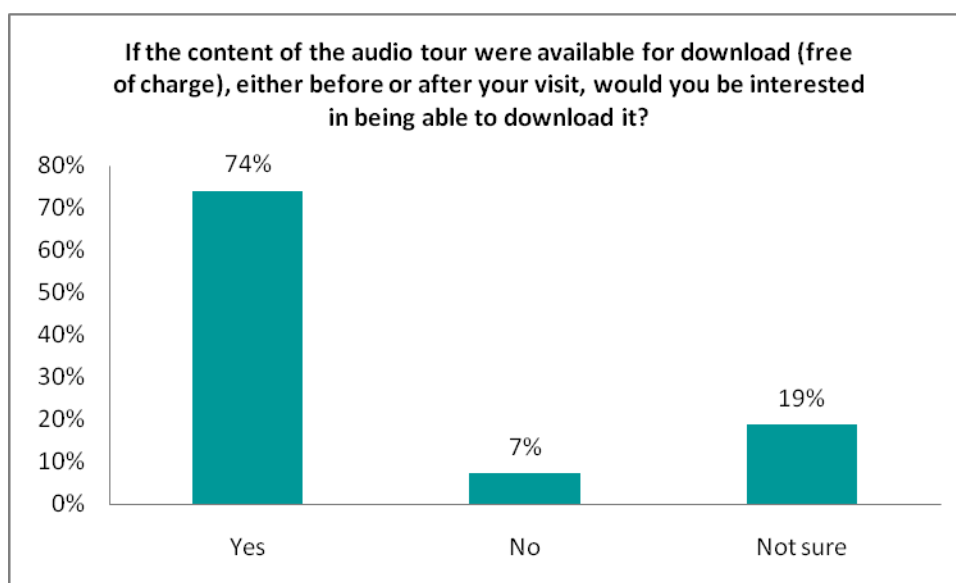
Those who had visited the Whitney's website were given the ability to check multiple options as to why they visited. As a result, the below responses are not represented as percentages:

	Frequency
Directions and/or visiting hours	75
Tour schedules	13
Current exhibition information	90
Other	5
Total	183

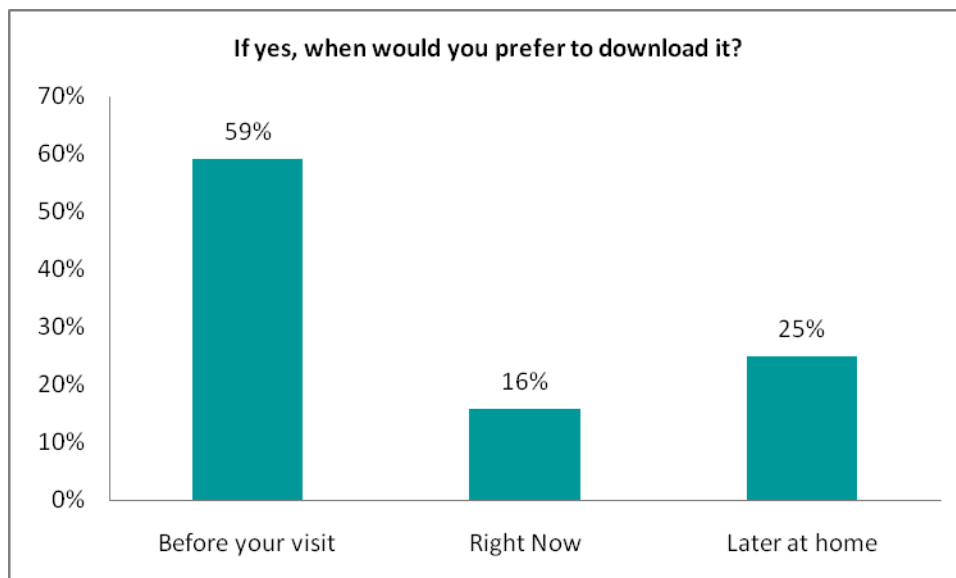


Interest in free download of audio tour content from Whitney website

An overwhelming majority (74%, n=154) of visitors across all three device types were interested in being able to download the audio tour content from the Whitney's website. Only 7% of respondents (n=15) said they weren't interested with the remaining 19% (n=39) being unsure.

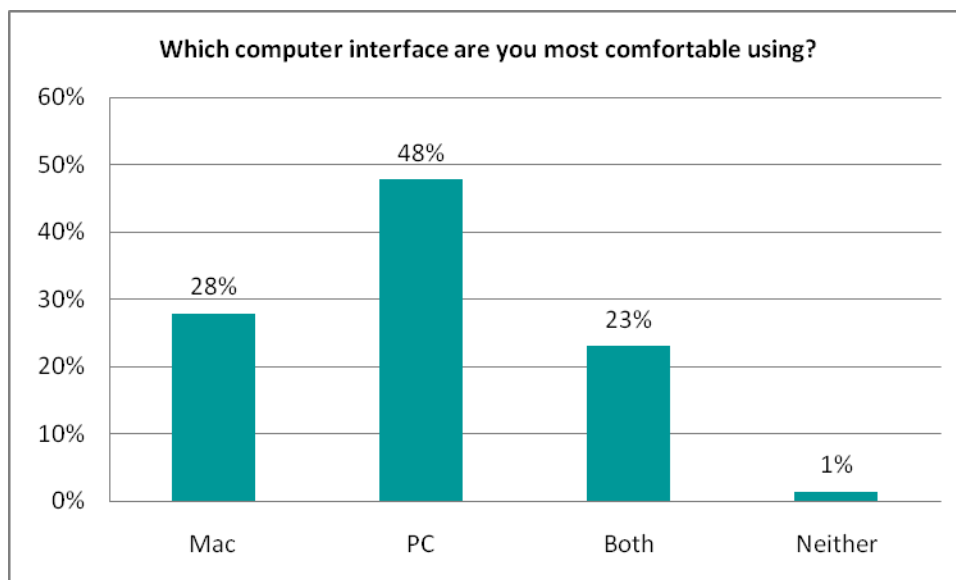


Of those who were interested, a majority (59%, n=90) would prefer to download the content prior to the exhibit, 25% (n=38) would prefer to download it after the visiting the exhibit, and 16% (n=24) would prefer to download it at the museum (Right Now).



Visitor Technology Preferences and Uses

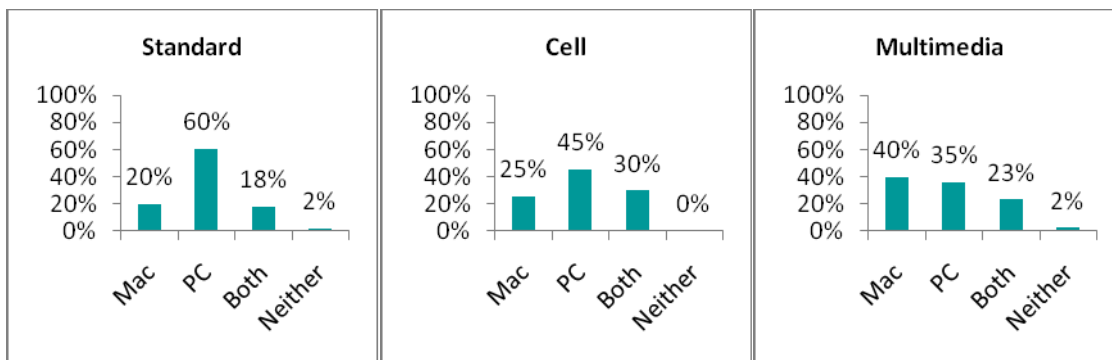
Computer interface preference by device type



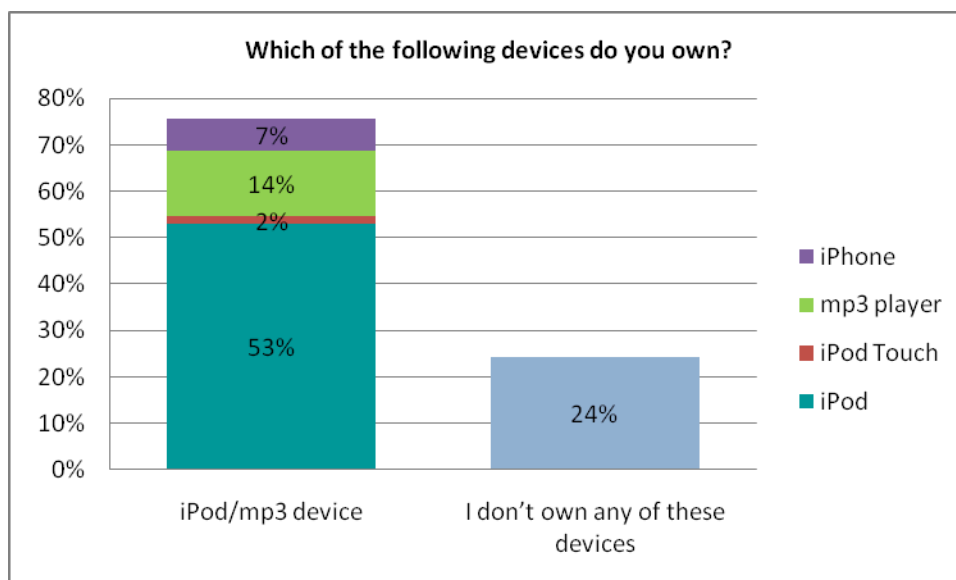
Within device choice categories the majority of standard device users (60%, n=65) felt most comfortable using a PC interface, with 20% (n=21) being comfortable with a Mac and 18% (n=19) with both PC and Mac. Cellphone users were slightly more balanced with 45% (n=40) being comfortable with a PC, 25% (n=22) being comfortable with a Mac, and 30% (n=26) being comfortable with both. Multimedia device users varied quite a bit from cellphone and standard device users



with a majority (40%, n=38) being most comfortable with a Mac, followed by 35% (n=34) for PC and 23% (n=22) for both.



Devices owned by visitors





Device Type	Standard	Cell	Multimedia
iPod	42%	61%	57%
iPod Touch	1%	2%	2%
mp3 player	14%	12%	17%
iPhone	6%	8%	7%
I don't own any of these devices	37%	17%	18%

The tables below analyze device ownership by age group.

Age	iPod	iPod Touch	mp3 player	iPhone	I don't own any of these devices
Under 18	8%	67%	10%	11%	19%
18-24	7%	0%	15%	17%	25%
25-34	18%	0%	27%	22%	13%
35-44	3%	0%	16%	11%	38%
45-54	18%	33%	16%	33%	6%
55-64	23%	0%	12%	6%	0%
65 or older	23%	0%	2%	0%	0%

Device	Under 18	18-24	25-34	35-44	45-54	55-64	65 or older
iPod	46%	70%	61%	80%	50%	43%	16%
iPod Touch	4%	0%	4%	0%	5%	0%	0%
mp3 player	21%	11%	13%	12%	10%	11%	0%
iPhone	7%	0%	0%	0%	3%	0%	0%
I don't own any of these devices	22%	19%	22%	8%	32%	46%	84%

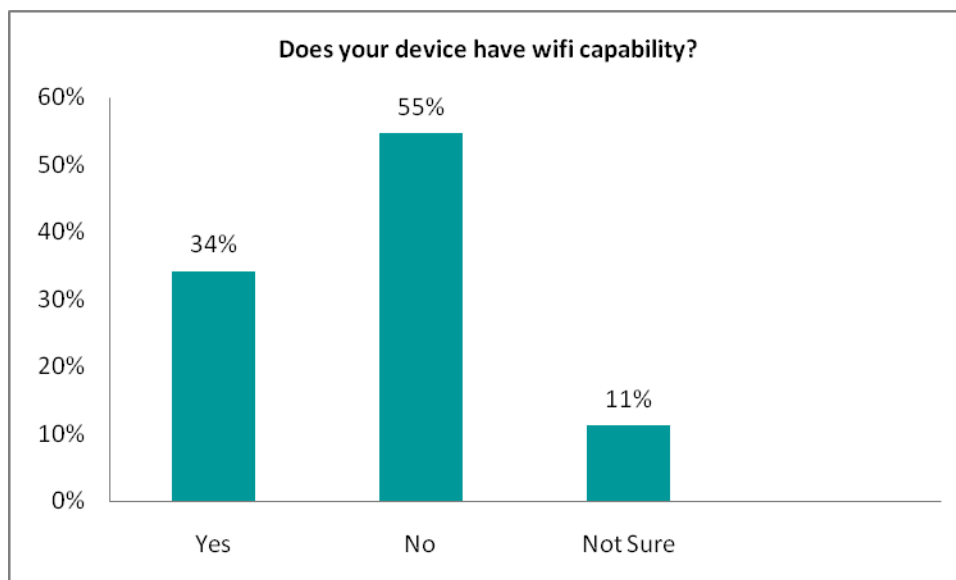
<i>Biennial Attendee mp3 Player Ownership</i>	
	Own Some Kind of mp3 Player Device
Under 18	78%
18-24	81%
25-34	78%
35-44	92%
45-54	68%
55-64	54%
65+	16%

Of those who owned an iPod or other device, 52% (n=107) had it on them.



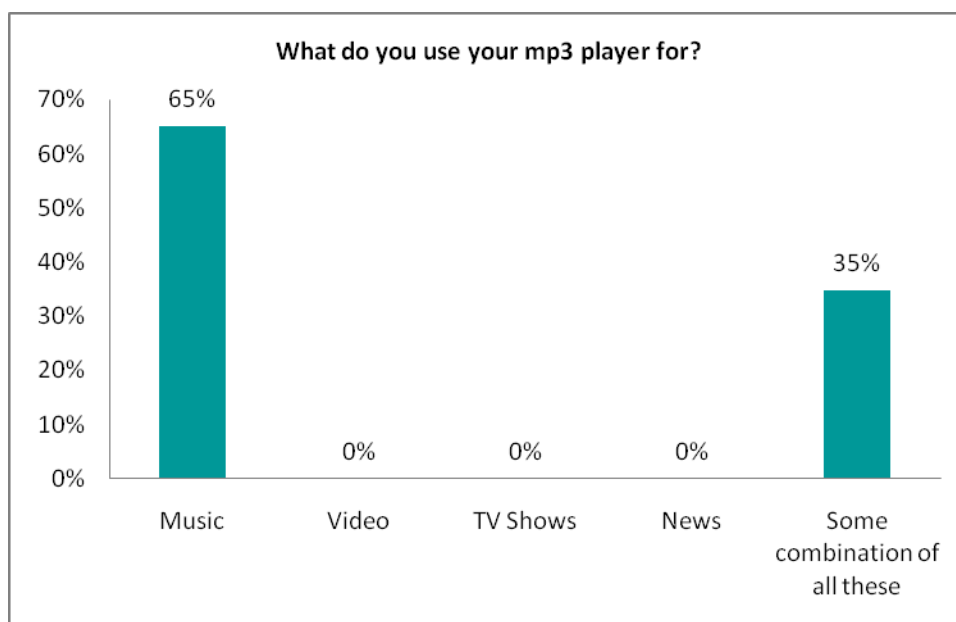
Personal device WiFi capability

A majority of visitors' devices did not have WiFi capability (55%, n=111), while about a third (34%, n=70) did, and the rest weren't sure (11%, n=23).



Visitors' use of mp3 players

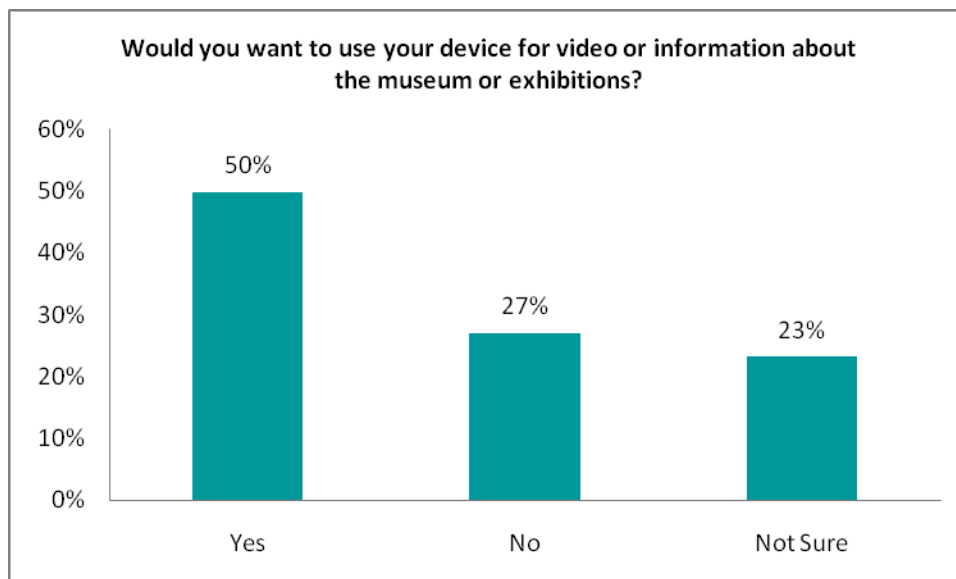
A vast majority (65%, n=114) of visitors use their mp3 players for Music only, with 35% using them for some combination of music, video, TV shows, and news: 14% (n=24) using them for video and music; 6% (n=11) for music, video, and TV shows; 3% (n=5) for music and news; 3% (n=5) for music, video, and news; and 9% (n=15) using their mp3 devices for everything.





Using own device for video information

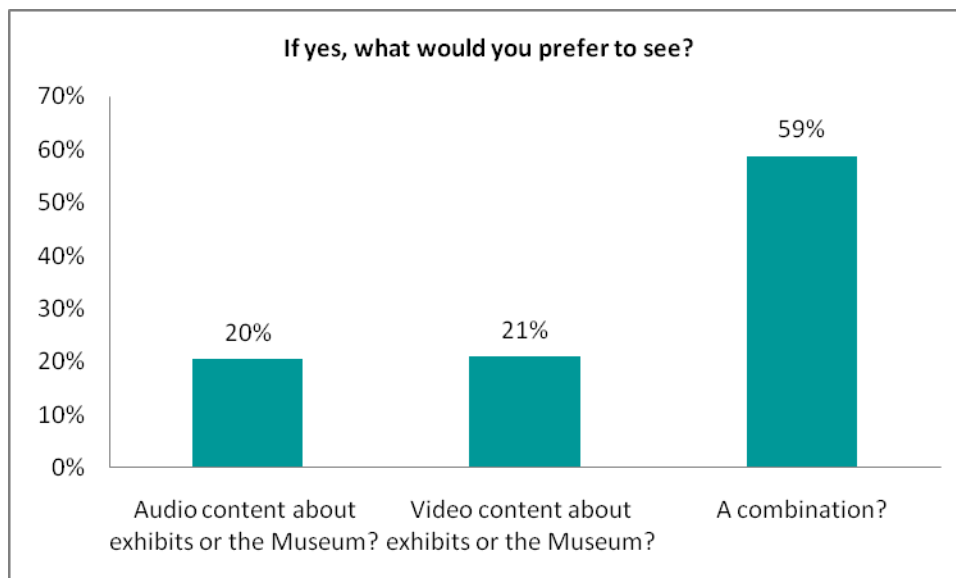
Across all visitors who participated in the survey, half (50%, n=103) would want to use their personal device for video or information about the museum or the exhibit. 27% (n=56) would not want to, and 23% (n=48) were not sure.



While a majority of visitors were interested in using their own devices for video or information about the museum or exhibit, a majority of standard device users (56%, n=35) were not interested in using their own devices for video information.

	Standard	Cell	Multimedia
Yes	17%	58%	69%
No	56%	14%	15%
Not Sure	27%	28%	16%

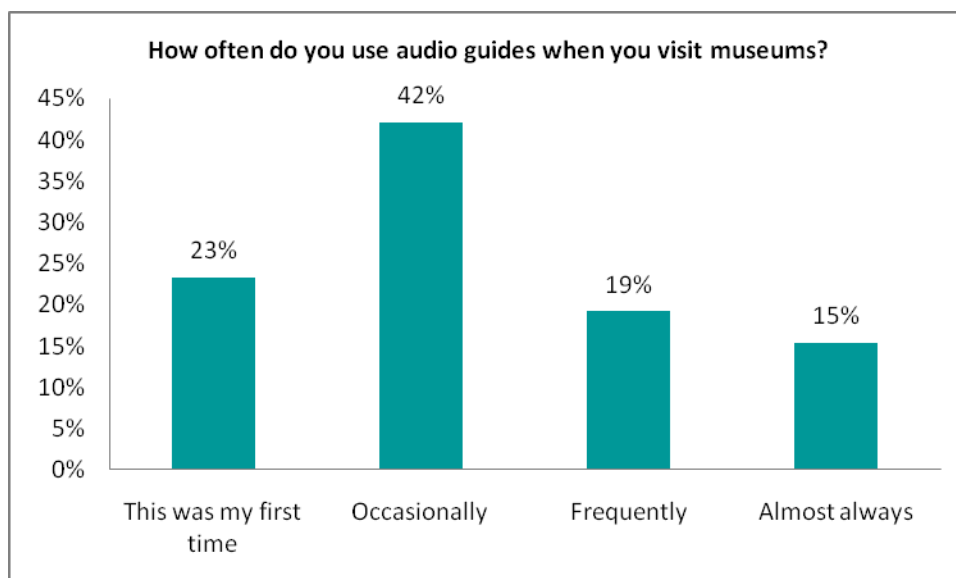
Of those survey respondents who were interested in using their own devices for video or information, 59% (n=115) of them would prefer a combination of video and audio content, while 20% (n=40) would prefer just audio and 21% (n=41) would prefer just video.



Audio Guide Preference and Use

Frequency of audio guide use

Across all three device types, the frequency that respondents used audio guide devices when they visited the Whitney was well distributed. The highest concentration said they used the devices occasionally (42%, n=123).



When looking at the frequency of audio guide use by device type, it becomes clear that users of the standard device tend to use audio devices more often, with almost half using them frequently (n=29) or almost always (n=22). Cellphone users tended to use audio devices slightly less frequently



than standard device users with 71% using them either occasionally (n=45) or frequently (n=18). Finally, multimedia visitors used audio devices even less often (76% either using them for the first time or occasionally, n=73).

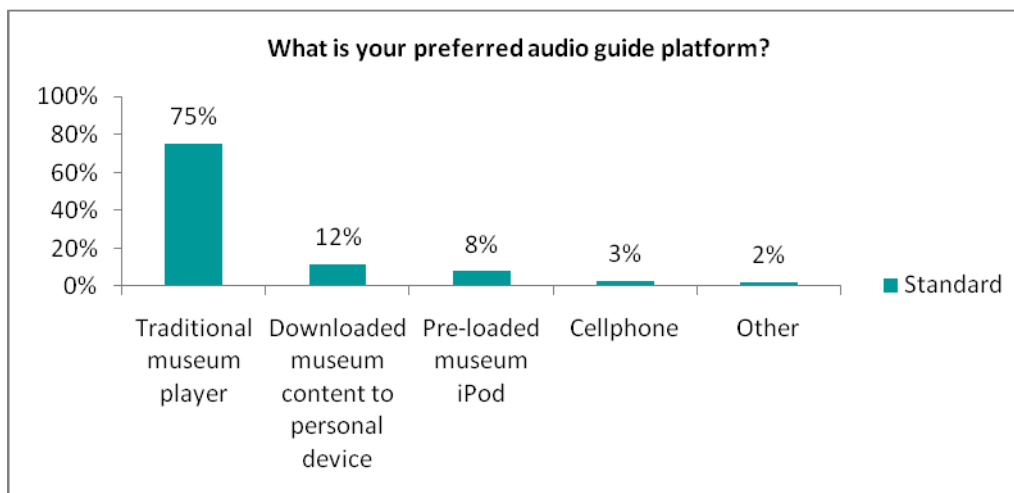
	Standard	Cell	Multimedia
This was my first time	16%	18%	36%
Occasionally	37%	51%	40%
Frequently	27%	20%	9%
Almost always	20%	10%	15%

Preferred audio guide platform

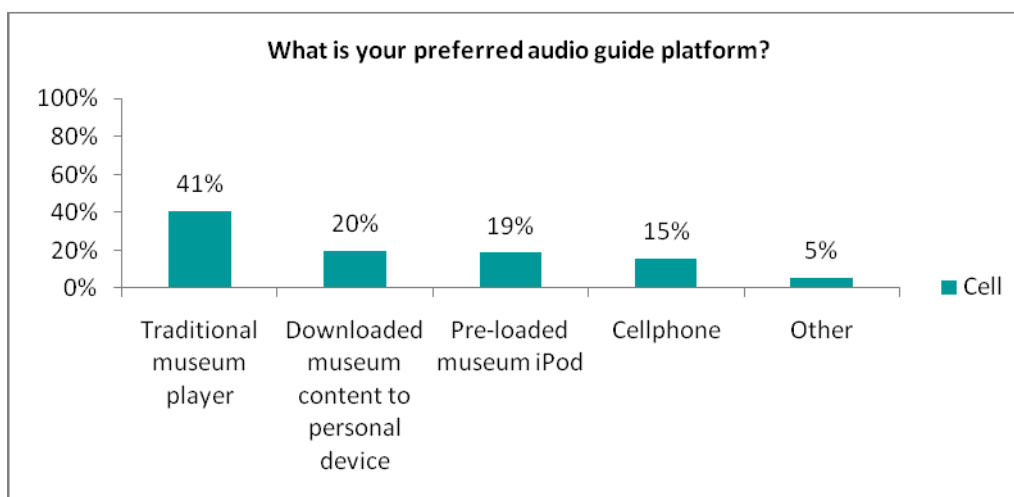
Overall, the standard device was the device of preference across all visitors (49%, n=136). Downloaded content to a personal device or a pre-loaded museum iPod were each preferred by 19% of the group. Cellphones were the audio guide platform of choice for less than 10% of visitors (8%, n=22).

Audio Guide Platform	Frequency	Percent
Traditional museum player	136	49%
Downloaded museum content played on personal device	52	19%
Pre-loaded museum iPod	53	19%
Cellphone	22	8%
Other	13	5%

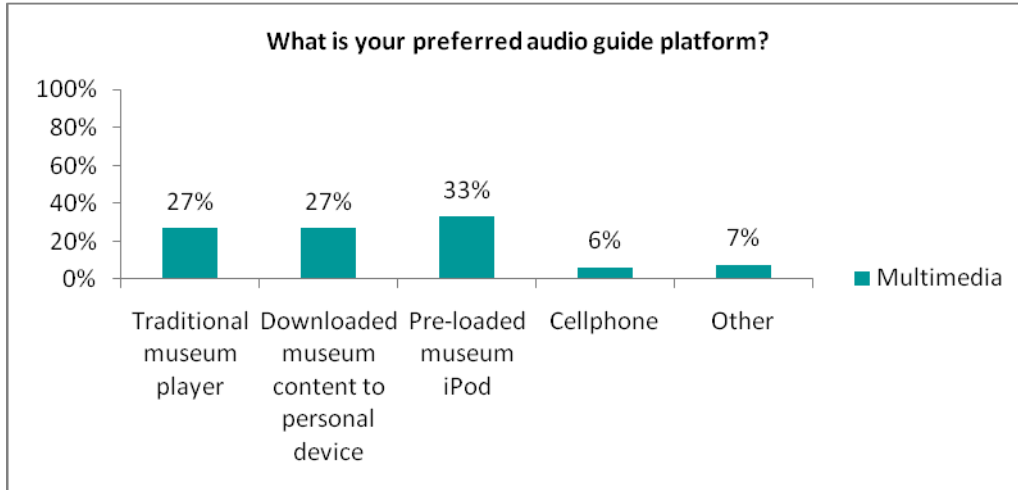
Below are graphs illustrating the audio guide platform preferences by device group. Three-quarters of standard device users (75%, n=77) preferred the device they were using (traditional museum player) with 12% preferring downloaded museum content to a personal device such as an iPod or iPhone. 8% preferred the pre-loaded museum iPod and just 3% of standard device users preferred the cellphone.

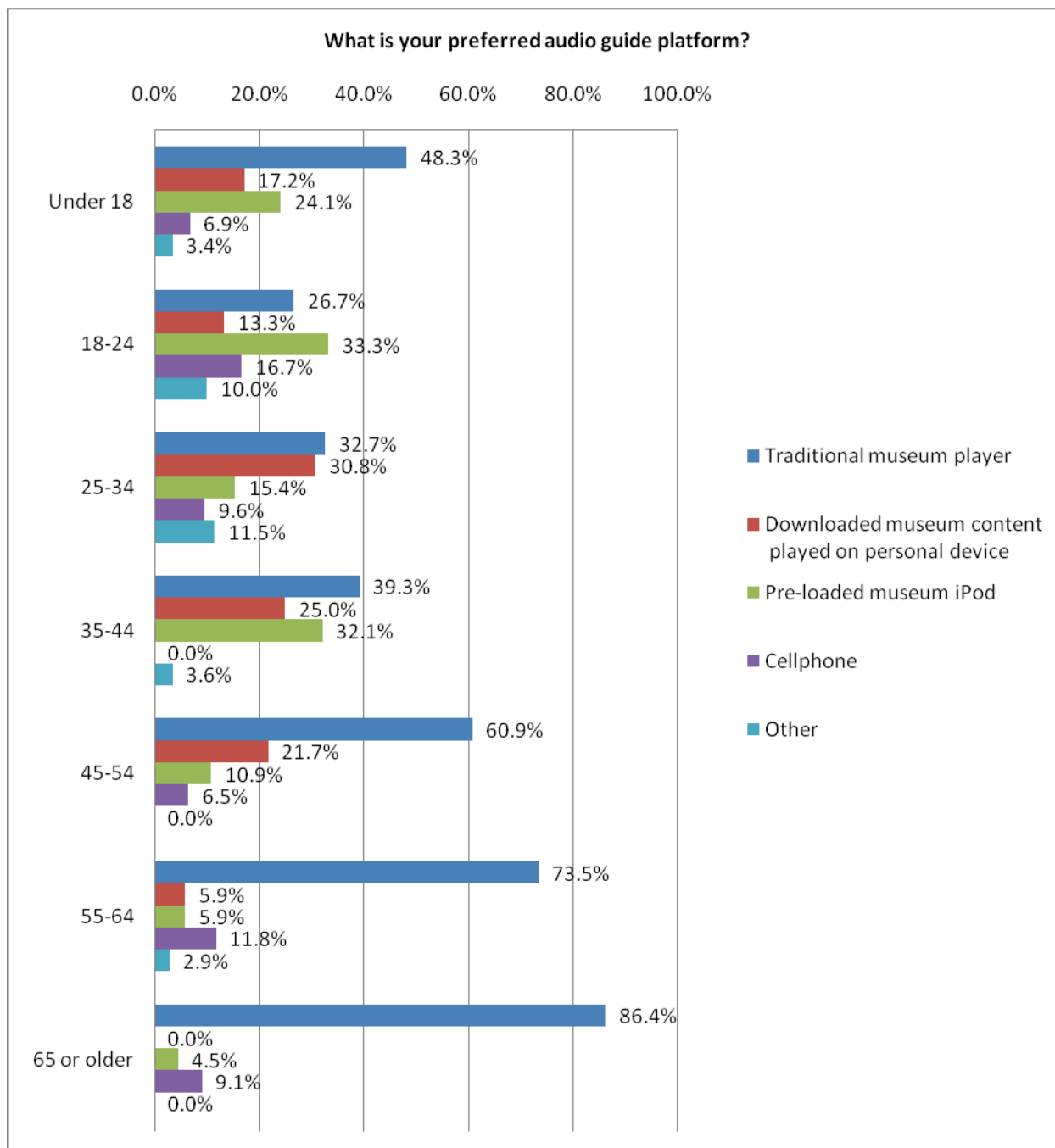


When analyzing cellphone user device preferences the device of choice is still the traditional music player (41%, n=37), but a much higher percent of cellphone users preferred downloaded content to their personal device than standard device users (20%, n=18). Similarly to downloaded content, 19% of cellphone users preferred pre-loaded museum iPods as an audio guide platform. Only 15% (n=14) of cellphone users actually chose the cellphone as their preferred audio guide platform.



With the multimedia users, a pre-loaded iPod was the platform of preference (34%, n=28) while 27% (n=22) of users preferred traditional players, and an additional 27% (n=22) preferred downloaded content to personal devices. Cellphones again were preferred by very few with only 6% of visitors preferring them.

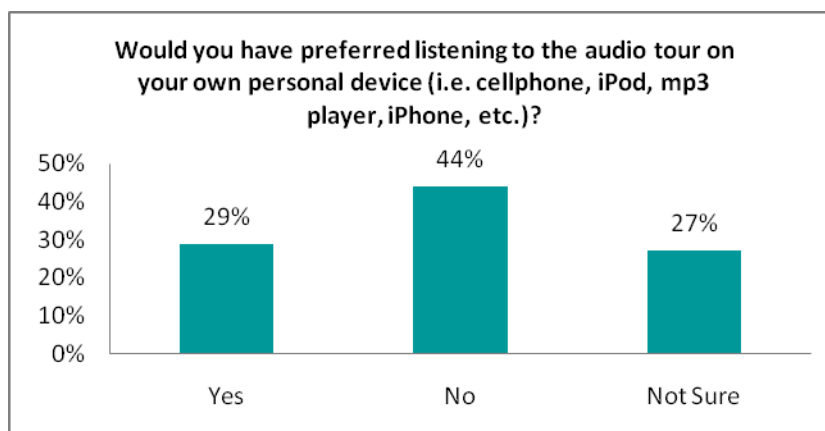






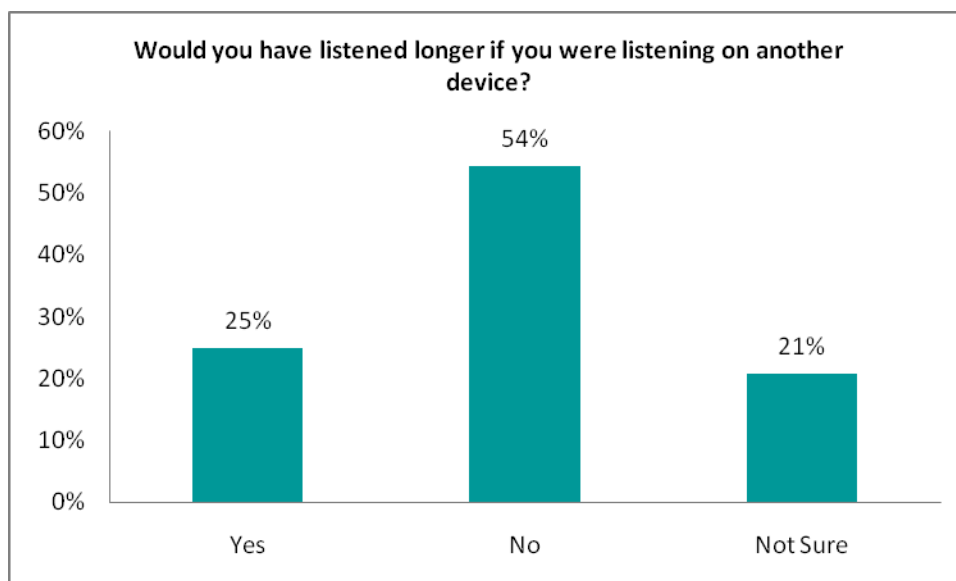
Preference for using own device

The visitors did not prefer to use their own device with 44%(n=127) saying no, 29% (n=83) saying yes, and 27% (n=78) saying they were unsure.



Length of listening with a device

A majority (54%, n=144) of visitors would not have listened longer if using another device. 25% (n=66) would have, and 21% (n=55) weren't sure.



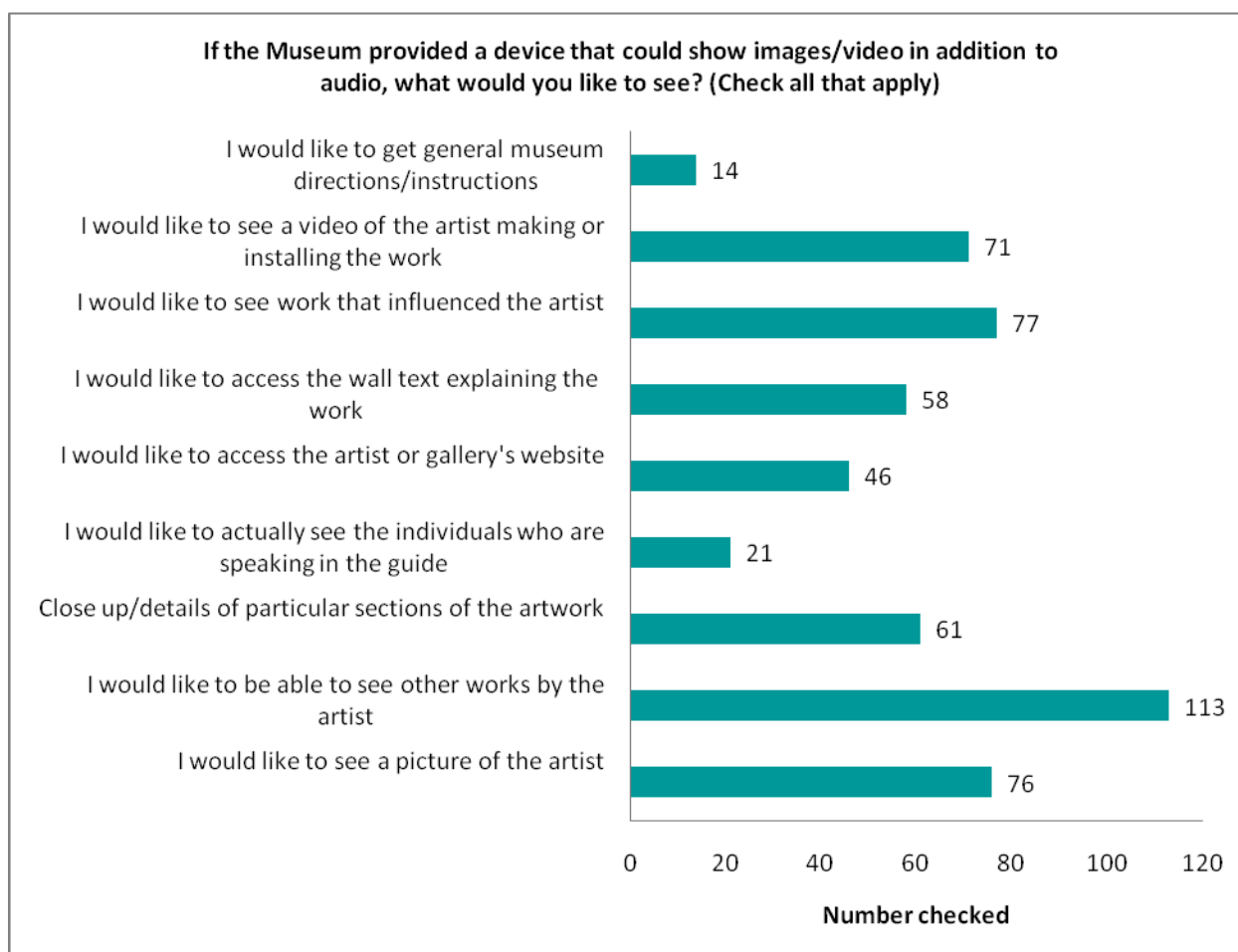
It is important to note however, that 57% (n=49) of cellphone users said they would have listened longer if they had been using a different device.



	Standard	Cell	Multimedia
Yes	5%	57%	16%
No	68%	25%	70%
Not Sure	27%	18%	14%

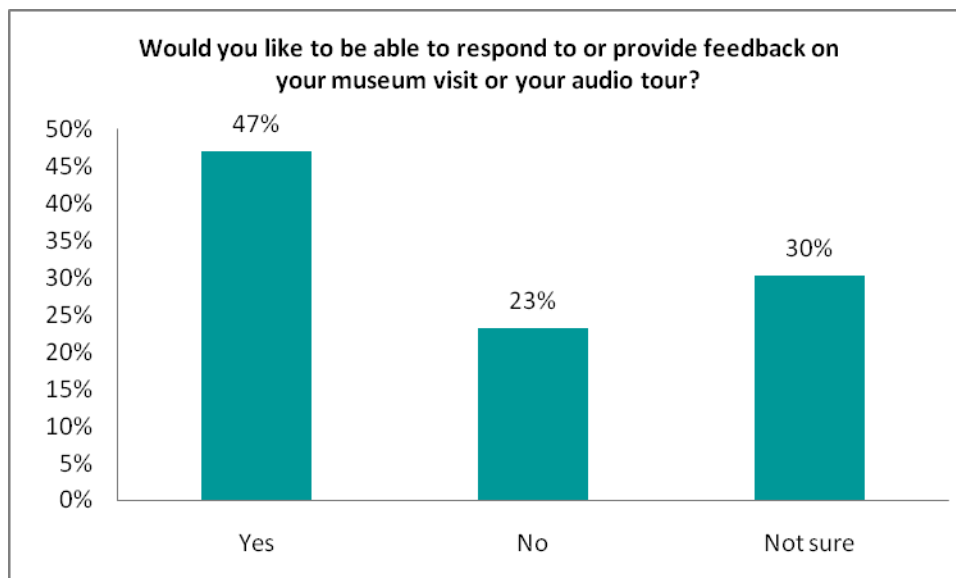
Device with images and audio (Standard and Cell users only)

Below is a graphical representation of what standard device and cellphone users would like to see if the Museum provided a device that could show images and/or video in addition to audio.



Visitor willingness to provide feedback

Visitors were fairly receptive to the idea of providing feedback on their visit or audio tour with 47% (n=132) saying they would like to be able to. 23% (n=66) were not interested, and 30% (n=86) were not sure.



Audio Guide Tour

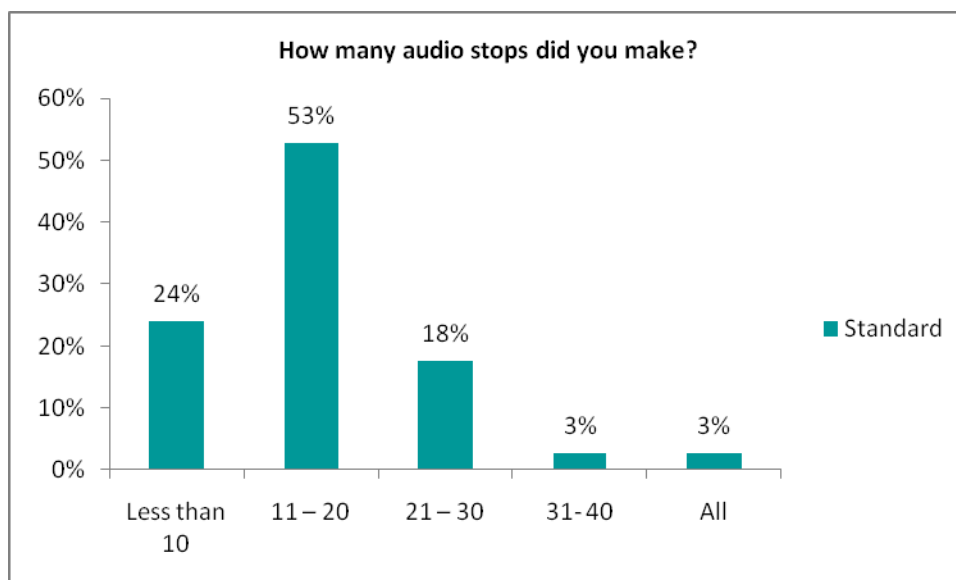
Biennial Survey Participant Device Choices

Of the 293 survey participants, 37% (n=108) chose to use the standard museum audio device, 30% (n=88) chose to use a personal cellphone for the audio tour, and 33% (n=97) chose to use the multimedia device.

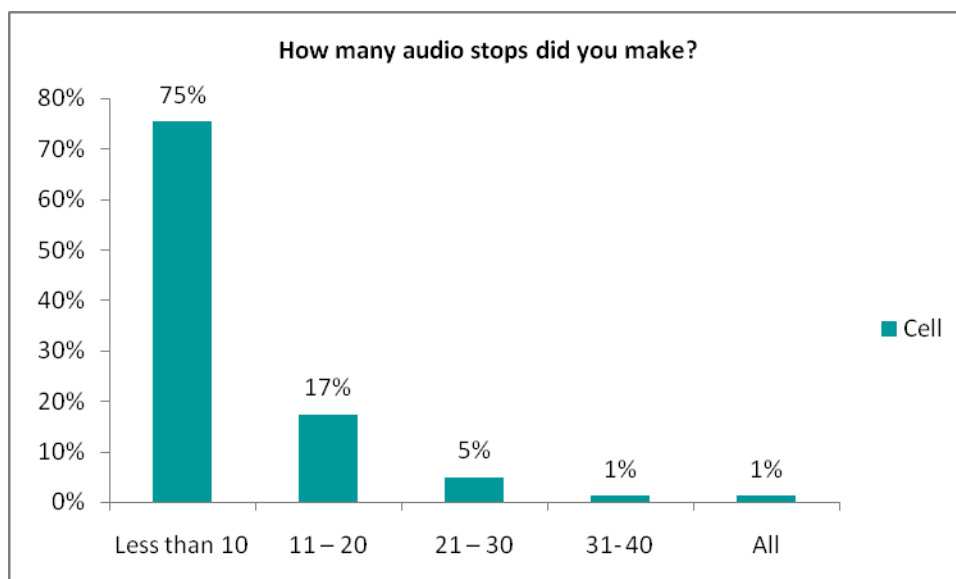
Biennial Attendee Device Choices				
	Standard	Cellphone	Multimedia	Total Participants
# of Participants	108	88	97	293
% of Participants	37%	30%	33%	100%

Frequency of audio stops

This question was only asked to standard device and cellphone users. A majority (53%, n=57) of standard device users stopped between 11 and 20 times during the exhibit with 24% (n=26) stopping less than 10 times and 18% (n=19) stopping between 21-30 times.

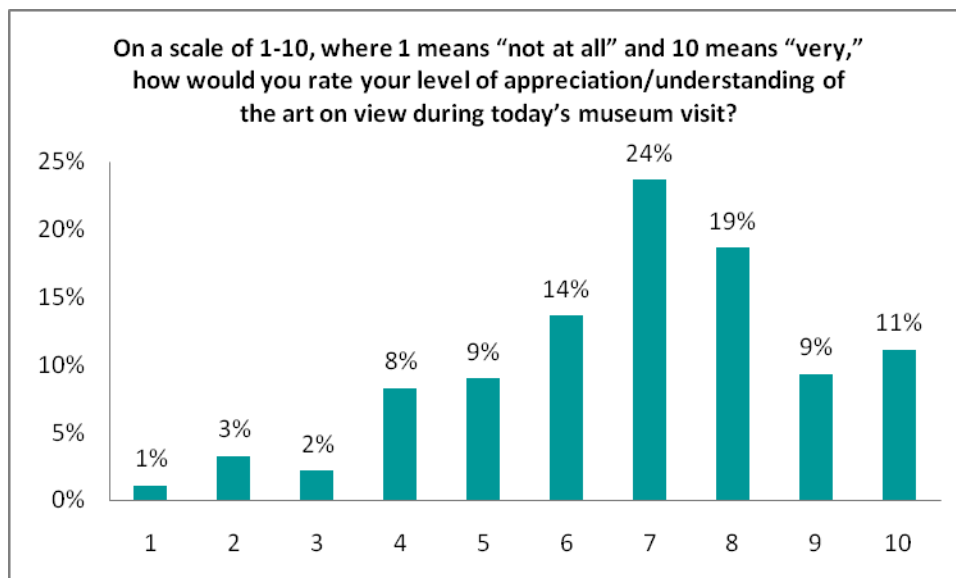


Three-quarters (75%, n=61) of cellphone users stopped less than 10 times, 17%(n=14) stopped between 11 and 20 times, and 5%(n=4) stopped between 21 and 30 times.

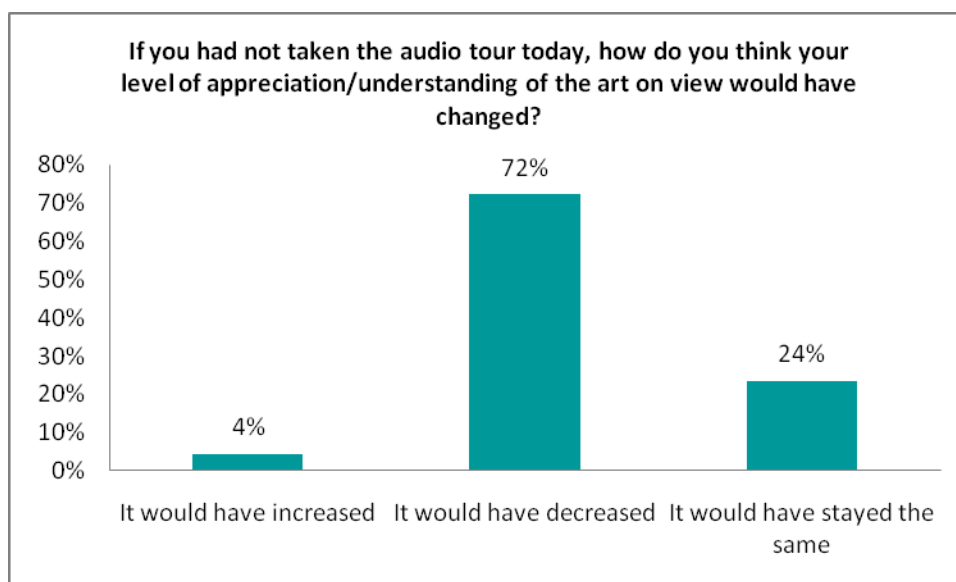


Tour Appreciation

When asked to rate their level of appreciation or understanding of the art of view, visitors responded fairly positively with the highest concentration (24%, n=66) giving their level of appreciation a 7 out of 10. The second highest concentration (19%, n=26) was an 8 out of 10.

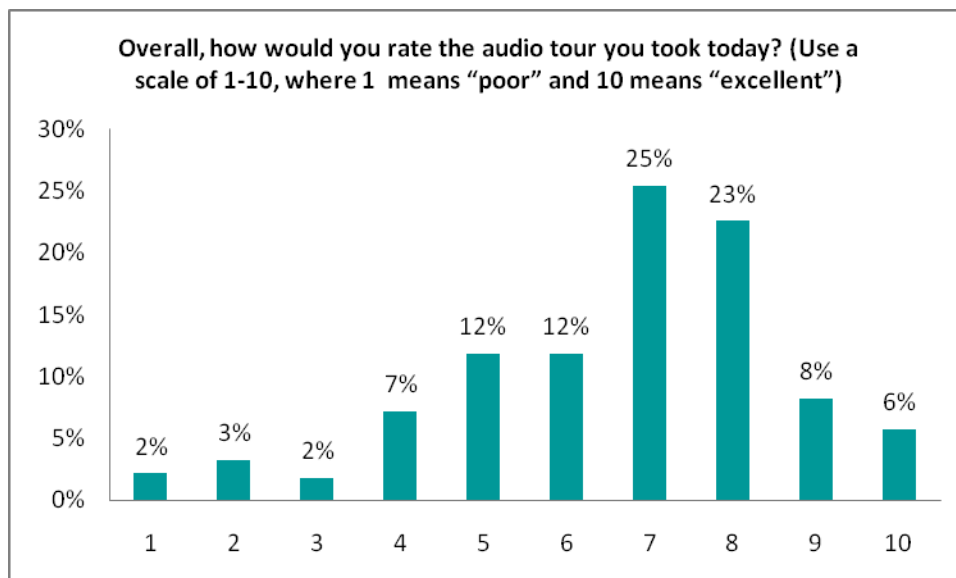


Almost three-quarters (72%, n=205) of visitors felt that their appreciation or understanding of the art on view would have decreased had they not done the audio tour. Just 4% (n=12) of visitors said it would have increased.



Tour Rating

Similar to visitor’s level of appreciation for the art, their rating of the audio tour concentrated around 7 out of 10 (25%, n=71) and 8 out of 10 (23%, n=63).



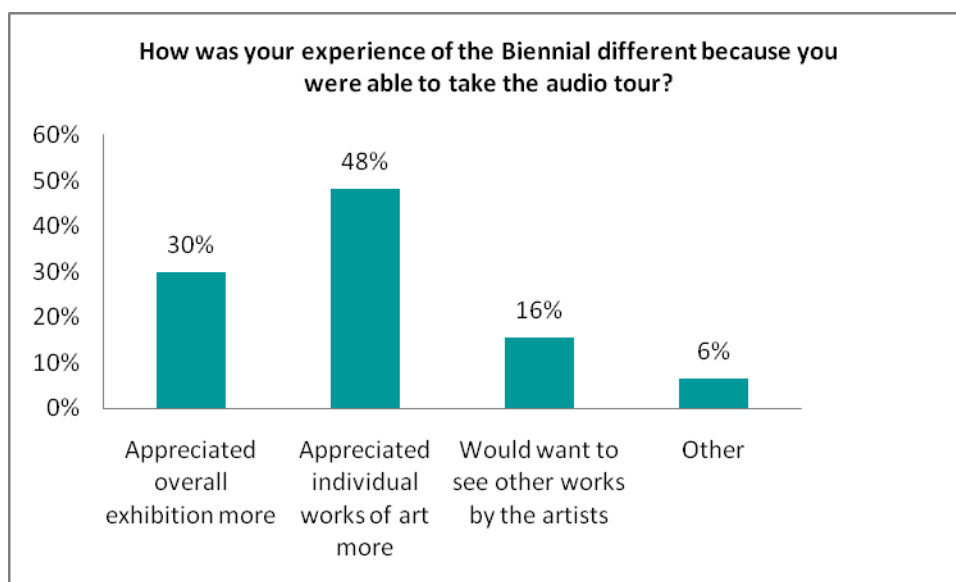
When analyzed by device type, multimedia device users rated their audio tours slightly higher than those of standard device users and cellphones with 74% giving a rating between 7 and 10 while 61% of standard device users rated their tour between a 7 and 10 and 51% of cellphone users rated their tour between a 7 and 10.

Rating	Standard	Cell	Multimedia
1	0%	6%	1%
2	1%	9%	2%
3	0%	5%	2%
4	12%	5%	3%
5	7%	17%	12%
6	20%	7%	7%
7	36%	24%	14%
8	15%	21%	33%
9	7%	2%	14%
10	2%	4%	12%



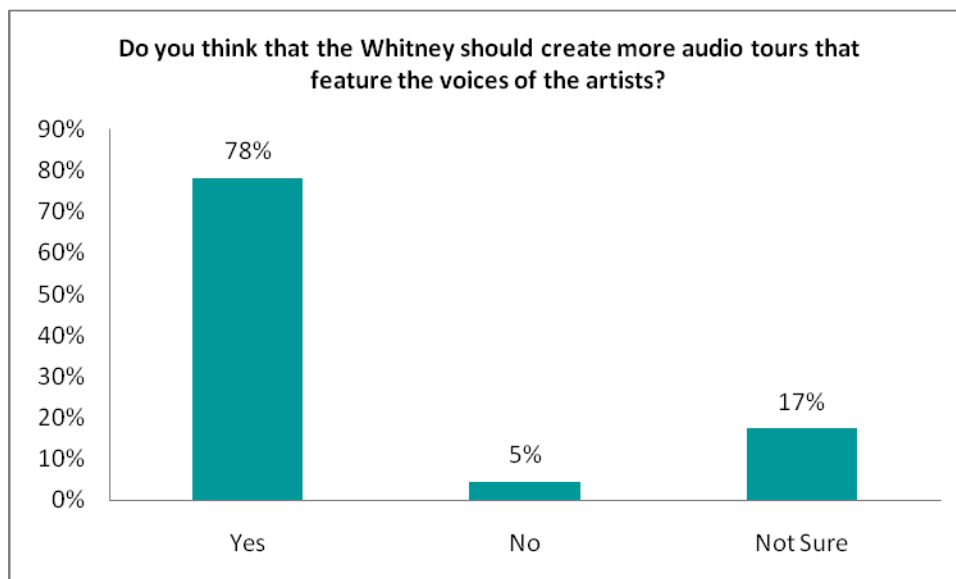
Tour Experience

Almost half (48%, n=164) of the exhibit visitors felt the audio tour allowed them to appreciate the individual works of art more, with 30% (n=102) feeling they appreciated the overall exhibition more. 16% (n=53) wanted to see other works by the artists. An important note on this data set: a few visitors clearly checked multiple boxes resulting in a higher overall sample size than was surveyed (n=341 to n=292)



Popularity of Artist Voices

Almost 80% (78%, n=225) of visitors felt the Whitney should create more audio tours featuring artist voices. Just 5% (n=13) said no, with 17% (n=50) not sure.



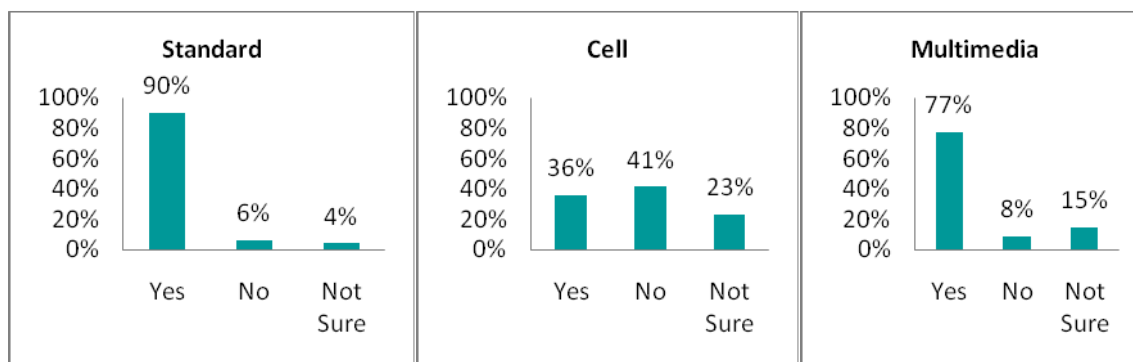


Future Device Use

When asked if they visit would use the same device on a future museum, 69% (n=196) said yes, 18% (n=50) said no, and 13% (n=38) were not sure.

	Frequency	Percent
Yes	196	69%
No	50	18%
Not Sure	38	13%

Analyzing the response by device type shows that multimedia device users would choose the same device again (77%, n=74) as would standard device users (90%, n=91). However, more cellphone users said they would not use the device again (41%, n=36) with 36% (n=31) saying they would and 23% (n=20) not sure.





Specific Audio Guide Preferences

STANDARD DEVICE

Device Review

Visitors using the standard device were asked a series of questions to gauge the effectiveness of the device, below are the results of those questions.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It was easy to access the pieces I wanted to hear about	68%	26%	2%	4%	0%
The sound quality was good	70%	25%	3%	2%	0%
I listened to the audio tour throughout my entire visit	21%	30%	16%	30%	3%
The audio tour enhanced my experience of the exhibition	47%	42%	8%	2%	1%
I found this audio tour much more enjoyable than ones that I've taken in the past	16%	19%	57%	7%	1%
I would use this device again to access a museum audio tour	47%	48%	5%	0%	0%
I found the use of the device distracting	2%	4%	13%	45%	36%
The information in the tour was interesting	32%	55%	11%	2%	0%
The format of the content (interviews, music, etc) was effective	30%	54%	10%	6%	0%
I liked hearing the artists' voices	54%	32%	12%	2%	0%
I had some technical difficulties with my device	3%	5%	33%	58%	1%
The device itself was outdated	3%	4%	23%	29%	41%



CELLPHONE

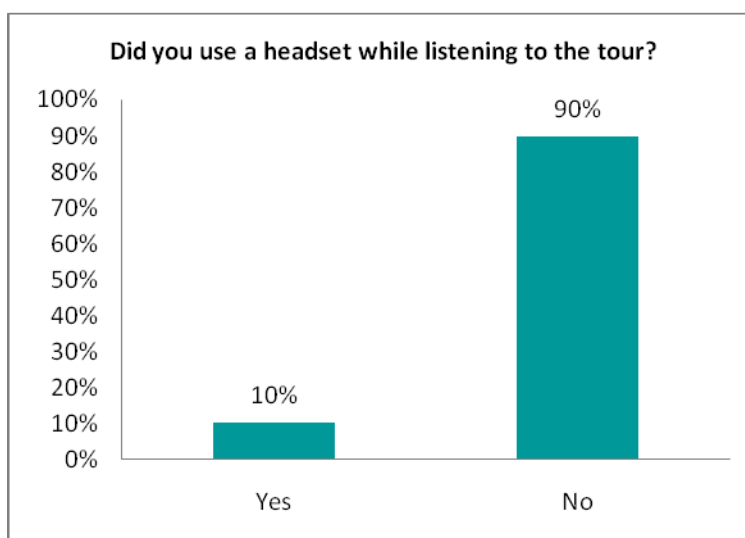
Choice of Device

A majority of those visitors who chose to use their cellphones did so because it was familiar (47%, n=61) while other chose it because it was recommended to them (28%, n=37) or they had received information about it when they purchased their tickets (26%, n=34)

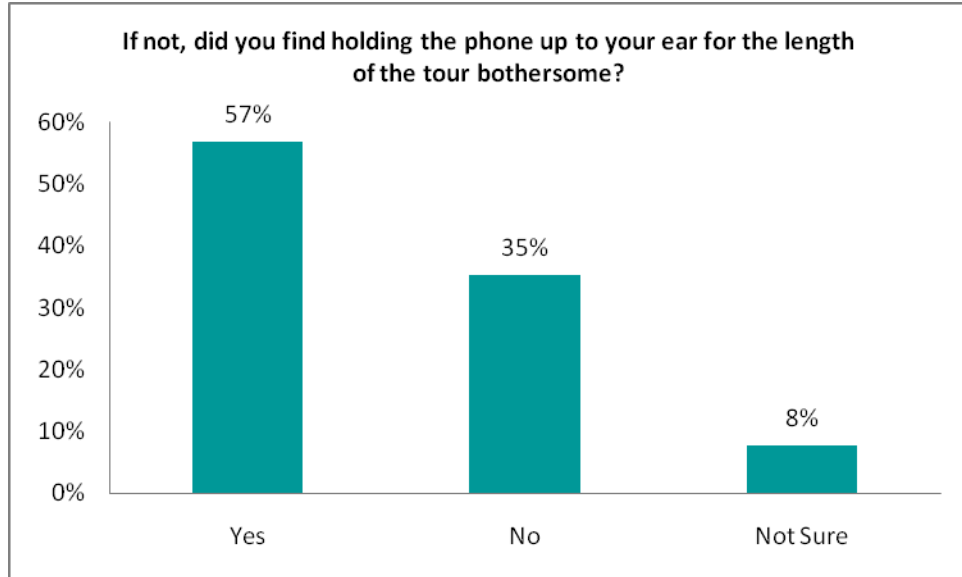
	Frequency	Percent
I have used a cellphone tour before	3	2%
I am familiar using a cellphone outside of the museum setting	61	47%
I was interested in trying it for the first time	9	7%
It was recommended to me	37	28%
I received information about it when I purchased my ticket	34	26%
Other visitors I am here with wanted to take it, so I did as well	13	10%

Use of Headset

An overwhelming majority of cellphone users did not use a headset (90%, n=79).



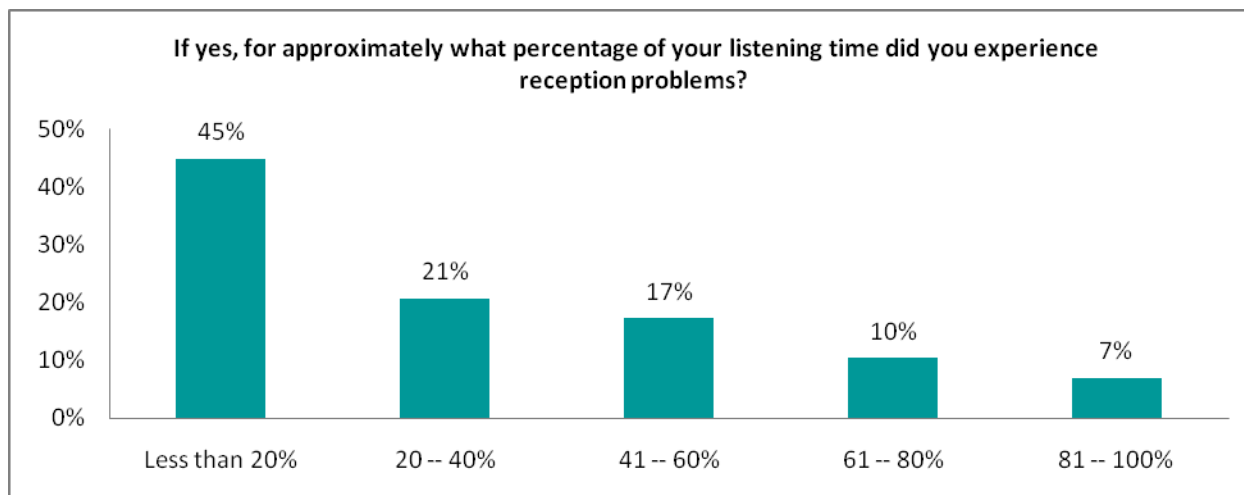
Of that 90%, more than half found it bothersome to hold the phone up to their ear for the duration of the tour (57%, n=37) while a just over a third were not bothered (35%, n=23)





Signal Strength and Reception Issues

40% of cellphone users experienced problems related to signal strength or reception during the tour while 60% did not. Of those that experienced issues, a majority (45%, n=13) thought it was for less than 20% of the time with over a third having issues between 20 and 60% of the time (38%, n=11).



Cellphone Provider

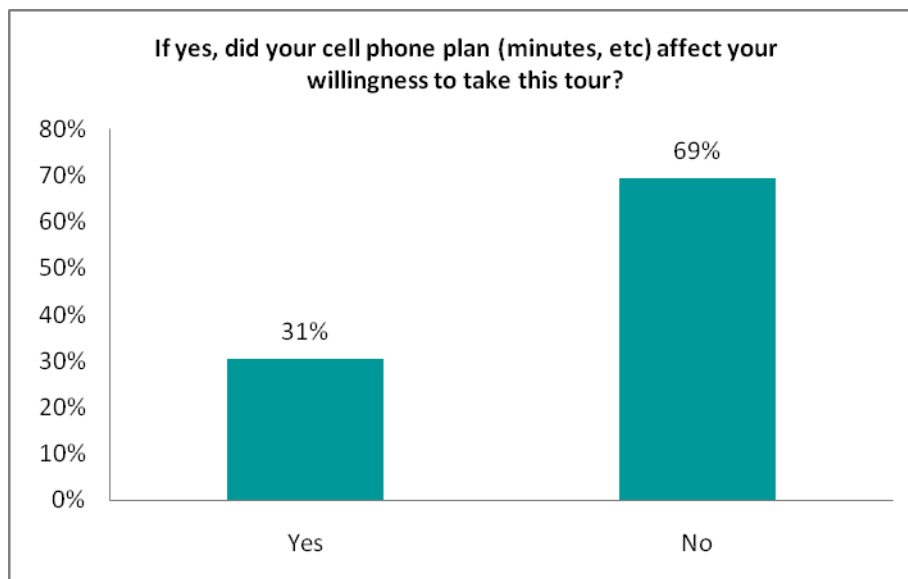
A majority of visitors used Verizon as their cellphone provider (48%, n=39) with AT&T/Cingular next (21%, n=17), T Mobile third (17%, n=14), and Sprint fourth (10%, n=8). Nextel and AllTel med were only used by a combined 3% of visitors.

Cellphone Provider	Frequency	Percent
Verizon	39	48%
T Mobile	14	17%
AT&T/Cingular	17	21%
Sprint	8	10%
Nextel	2	2%
AllTel	1	1%



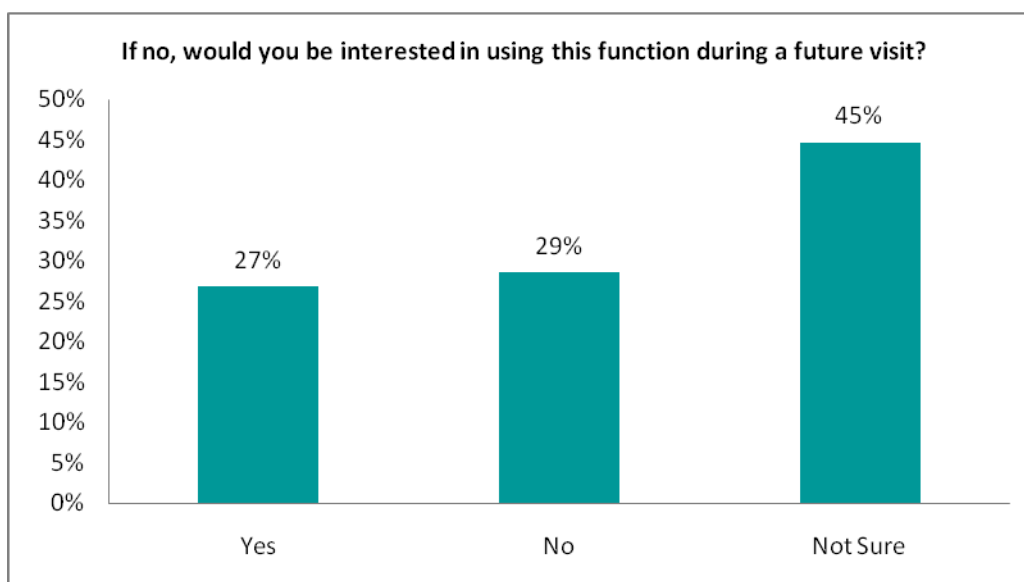
Visitor Awareness of Cellphone Minutes

Almost three quarters of survey participants are aware of the number of minutes their cellphone provides (73%, n=63). More than two-thirds (69%, n=50) of those who were aware of how many minutes they had said that it did not impact their willingness to take the tour.



Text-back Function Awareness

Of the eighty-eight visitors that participated in the survey for the cellphone, only 24% (n=65) of them were aware of the text-back function on their phones and of those no one used it. Those who weren't aware of the function (76%, n=65), 27% (n=15) were interested, 29% (n=16) were not, and 45% (n=25) weren't sure.





Assessment of the cellphone as an audio device

Visitors who used a cellphone were asked a series of questions specifically about the device. Below are the results.

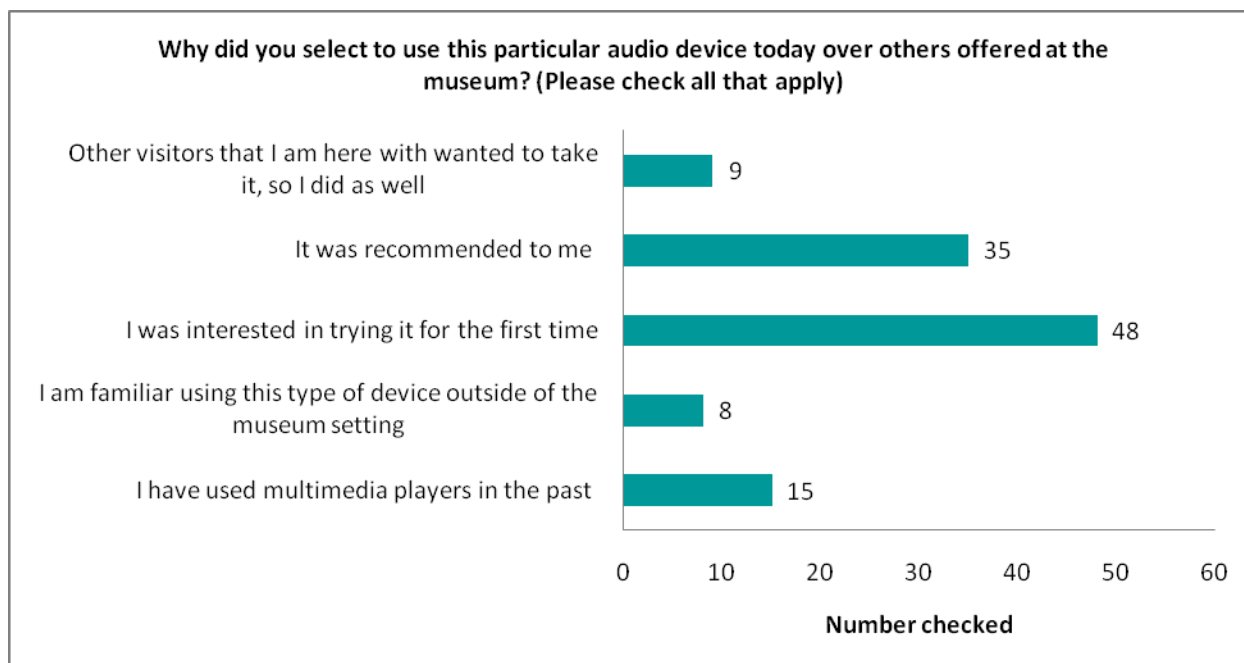
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It was easy to access the pieces I wanted to hear about on my cellphone	24%	33%	15%	18%	10%
The sound quality was good	14%	37%	20%	21%	8%
I listened to the audio tour on my cellphone throughout my entire visit	1%	5%	17%	51%	26%
The audio tour enhanced my experience of the exhibition	15%	38%	27%	9%	11%
I found this audio tour much more enjoyable than ones that I've taken in the past	2%	16%	46%	23%	13%
I would use my cellphone to access a museum audio tour again	14%	36%	26%	16%	8%
I found the use of my cellphone distracting	13%	25%	17%	31%	14%
The information in the tour was interesting	24%	49%	19%	6%	2%
I liked hearing the artists' voices	43%	33%	18%	4%	2%
There was too much information about each work	0%	7%	35%	40%	18%
This use of my cellphone as a guide encouraged me to interact with others	2%	6%	31%	36%	25%



MULTIMEDIA

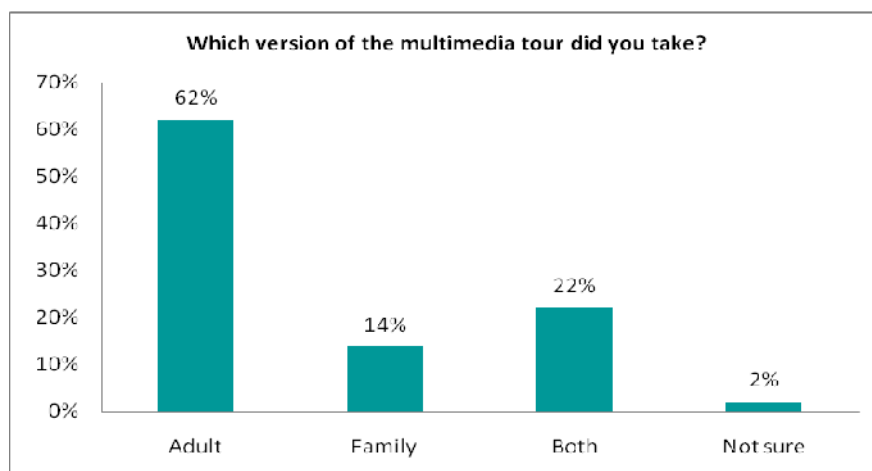
Multimedia selection

The response with the highest concentration (n=48) for choosing the multimedia device was “I was interested in trying it for the first time.” 35 visitors responded that “It was recommended to me,” 15 visitors had used one in the past, 8 were familiar with the type of device, and 9 chose the device because others in their group did so.



Multimedia tour version

A majority (62%, n=59) used the Adult version of the multimedia tour. 22%(n=21) used both, 14% (n=13) used the Family version, and 2%(n=2) of users weren't sure.





Device Instruction

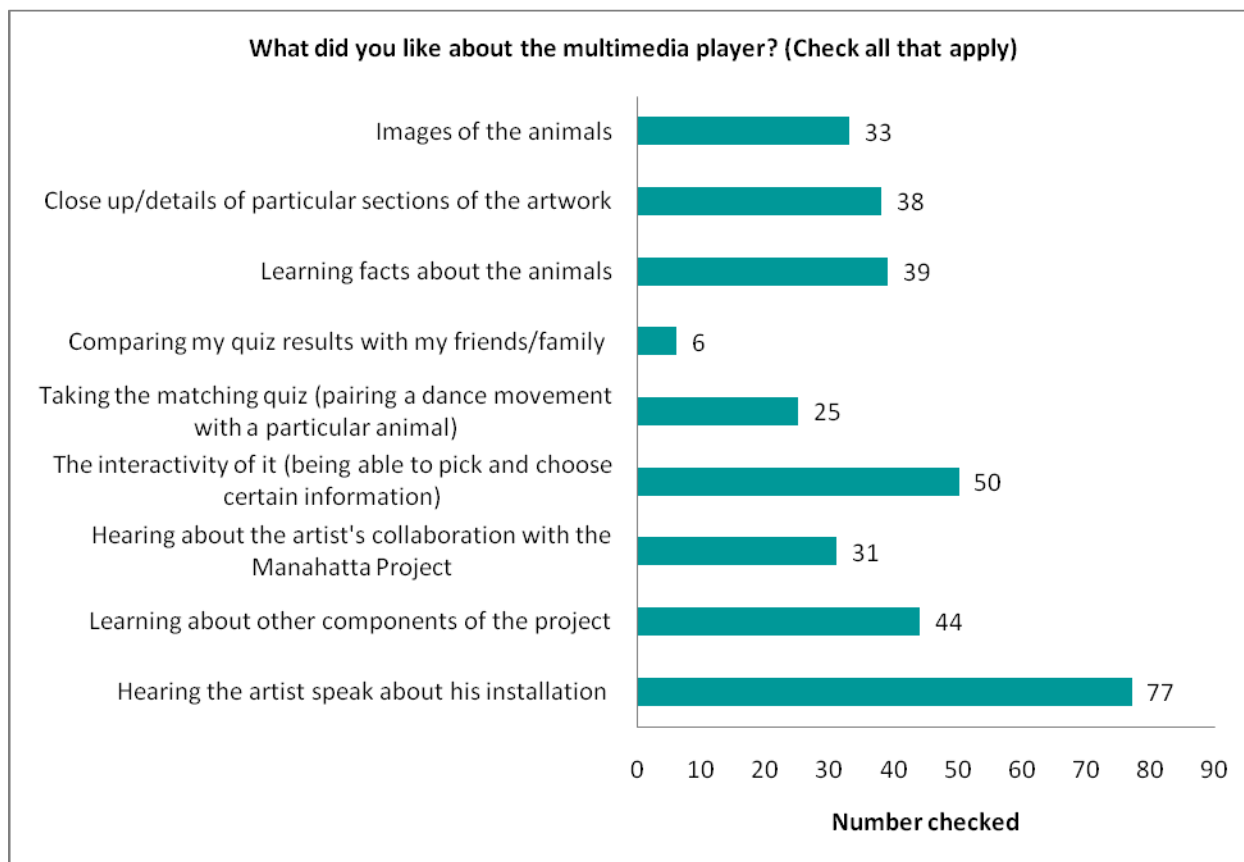
95% of multimedia device users felt they received enough instruction or training to use the device effectively.

	Frequency	Percent
Yes	90	95%
No	5	5%



Multimedia device user likes

Below is a graphical representation of what visitors liked about the multimedia player.





Assessment of the Multimedia device

The visitors using the multimedia device were asked a series of questions specifically about the device. Below are the results.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It was easy to access the pieces I wanted to hear about	38%	39%	18%	5%	0%
The sound quality was good	22%	39%	24%	11%	4%
I listened to the audio tour for all of Fritz Haeg's works	30%	30%	18%	11%	11%
The multimedia tour enhanced my experience of Fritz Haeg's work	29%	48%	15%	5%	3%
I found this audio tour much more enjoyable than ones that I've taken in the past	14%	24%	52%	6%	4%
I would use this multimedia player to access a museum audio tour again	31%	41%	24%	2%	2%
I found that the media player distracting	6%	18%	19%	31%	26%
The information in the tour was interesting	15%	68%	10%	5%	2%
The format of the content (interviews, music, etc.) was effective	22%	48%	23%	6%	1%
I liked hearing the artists' voices	40%	44%	13%	2%	1%
This device encouraged me to interact with others	8%	11%	42%	30%	9%
I found maneuvering between frames tedious	4%	15%	32%	35%	14%
I had some technical difficulties with my device	3%	20%	17%	32%	28%
The device itself was outdated	1%	9%	13%	46%	31%



APPENDIX I: BIENNIAL EXHIBITION DEMOGRAPHICS

Age

Of the 293 three device survey participants there is a nice distribution among age groups. The two most frequent age groups fell in the 25-34 and the 45-54 categories.

	Frequency	Percent
Under 18	34	12%
18-24	37	13%
25-34	63	23%
35-44	35	13%
45-54	49	18%
55-64	38	14%
65 or older	22	8%

However, when you break out each group by device type, there are clear concentrations of age groups around particular device types. The standard device was most commonly used by participants between the ages of 45-54 and 55-64; 25-34 and 35-44 age groups had the highest concentration among cellphone users; multimedia device users tended to fall in the Under 18 and 25-34 age groups.

	Standard	Cell	Multimedia
Under 18	10%	1%	25%
18-24	7%	16%	18%
25-34	17%	24%	28%
35-44	2%	26%	11%
45-54	24%	16%	12%
55-64	21%	15%	4%
65 or older	18%	2%	2%

Gender

Similar to the *Summer of Love* exhibition survey, woman outnumbered men 62% to 38%.

	Frequency	Percent
Female	162	62%
Male	100	38%



Education

As with the previous survey, most visitors are well educated with 83% of respondents having a college degree or higher (College 48%, n=122, Advanced Degree 35%, n=88).

	Frequency	Percent
High School or equivalent	21	8%
Some College	21	8%
College	122	48%
Advanced Degree	88	35%
Other	2	1%

Ethnicity

The visiting population of the Whitney continues to be relatively homogeneous with three quarters of the participants being Caucasian (75%, n=186), followed by Asian-American (10%, n=24), Hispanic/Latino (8%, n=19), African-American (5%, n=12), and Native American/ American Indian and Other (3%, n=7).

	Frequency	Percent
African-American	12	5%
Asian-American	24	10%
Caucasian	186	75%
Hispanic/Latino	19	8%
Native American/American Indian	2	1%
Other	5	2%

Family Income

Although 22% (n=56) of participants preferred not to disclose their income, most attending the “Biennial” exhibit, like the “Summer of Love” exhibit, indicated being well off with 31% (n=81) making over \$100,000 a year, followed by 26% (n=67) making between \$51,000 and \$100,000.

	Frequency	Percent
Under \$25,000	21	8%
\$25 - 50,000	33	13%
\$50 – 100,000	67	26%
Over \$100,000	81	31%
Prefer not to disclose	56	22%