CONSTRUCT	QUESTION		SURVEY RESPONSES			
	Section A- All Respondents					
					% of Survey Respondents	% of People Asked Question
A1	How often do you visit museums in Philadelphia (such as art, science or children's museums)?		Unweighted	Weighted	Weighted	Weighted
Frequency of Museum Visits			n=(630)	N=(1,166,383)	1,166,383	1,166,383
	1. Weekly	Weekly	1%	1%	1%	1%
	2. Monthly	Monthly	24%	17%	17%	17%
	3. Yearly	Yearly	42%	37%	37%	37%
	4. Every few years	Every few years	25%	29%	29%	29%
	5. Never (only when on vacation or in a different city)	Never (only when on vacation or in a different city)	4%	6%	6%	6%
	6. Never (I never visit museums anywhere)[skip to Section E]	Never (I never visit museums anywhere)	5%	10%	10%	10%
		Total	100%	100%	100%	100%
A2	Have you heard of the Barnes Foundation?		n=(599)	N=(1,049,745)	1,049,745	1,049,745
Awareness of Barnes	1. Yes [go to Section B]	Yes	85%	68%	68%	68%
	2. No [go to Section D]	No	12%	26%	26%	26%
	3. Not sure [go to Section D]	Not sure	3%	6%	6%	6%
		Total	100%	100%	100%	100%
	Section B- HAVE Heard of Barnes **					
B2	Do you know where the Barnes is located?		n=(509)	N=(793,140)		793,140
Know Location	1. Center City	Center City	90%	85%	58%	85%
	2. The Suburbs	The Suburbs	2%	3%	2%	3%

Construct	Question	Survey Responses	Unweighted	Weighted		Weighted
	3. Not sure	Not sure	7%	12%	8%	12%
		Total	100%	100%	68%	100%
B4	Have you ever visited the Barnes?		n=(509)	N=(793,140)		793,140
Ever Visited Barnes	1. Yes	Yes	54%	42%	29%	42%
	2. No	No	46%	58%	39%	58%
		Total	100%	100%	68%	100%
B5	Do you have friends or family members that have visited the Barnes?		n=(509)	N=(793,140)		793,140
Family/Friend	1. Yes	Yes	77%	67%	46%	67%
Ever Visited Barnes	2. No	No	23%	33%	22%	33%
		Total	100%	100%	68%	100%

CONSTRUCT	QUESTION	SURVEY RESPONSES				
Section C- Have VISITED BARNES {{Display only if B4=YES}}						333,119
C4	When you visit museums, do you prefer to buy your ticket in advance or at the door?		Unweighted	Weighted		Weighted
Ticket Purchasing Preferences	1. In advance (online)		n=(275)	N=(333,119)		N=(333,119)
	2. At the door	In advance (online)	24%	29%	8%	29%
	3. Both	At the door	43%	43%	12%	43%
		Both	33%	28%	8%	28%
		Total	100%	100%	29%	100%
C5	What are things you think about when deciding if you want to visit a museum?		Unweighted	Weighted		Weighted
Considerations for Museum Visiting	4. How much it will cost		n=(275)	N=(333,119)		N=(333,119)
	5. How easy it is to get there	How much it will cost	24%	29%	8%	29%

			Unweighted	Weighted		Weighted
	6. How long it will take	How easy it is to get there	5%	7%	2%	7%
	7. If the content is interesting	How long it will take	1%	3%	1%	3%
	8. Whether my kids will like it	If the content is interesting	57%	51%	15%	51%
	9. Other (please specify): _____	Whether my kids will like it	3%	2%	1%	2%
		Other	10%	7%	2%	7%
		Total	100%	100%	29%	100%
C6 **Getting to the Barnes**	Considering all of the times that you have been to the Barnes, what are the ways that you got there? **(Check all that apply)*** 1. Bus 2. Subway/Trolley 3. Train 4. Walking 5. Biking 6. Personal Vehicle 7. Uber/Lyft 8. Taxi 9. Other (please specify): 10. [[END OF SURVEY]]		Unweighted n=(275)	Weighted N=(333,119)		Weighted N=(333,119)
		Bus	23%	21%	6%	21%
		Subway/Trolley	13%	16%	5%	16%
		Train	5%	3%	1%	3%
		Walking	44%	33%	9%	33%
		Biking	14%	13%	4%	13%
		Personal Vehicle	48%	34%	10%	34%
		Uber/Lyft	10%	8%	2%	8%
		Taxi	6%	4%	1%	4%
		Other	4%	3%	1%	3%
D1 **Drivers of Museum Visiting**	What are the reasons that you go to museums? **(Check all that apply)*** 1. To see the permanent collection 2. To see a special exhibit 3. To attend a special event/activity (party, movie, lecture)		Unweighted n=(324)	Weighted N=(795,940)		Weighted 795,940
		To see the permanent collection	43%	31%	21%	31%
		To see a special exhibit	69%	49%	33%	49%

		Unweighted	Weighted		Weighted
4. To spend time with friends	To attend a special event/activity (party, movie, lecture)	38%	27%	18%	27%
5. To spend time with family	To spend time with friends	31%	25%	17%	25%
6. To see art that I know and like	To spend time with family	49%	42%	29%	42%
7. To see new art	To see art that I know and like	32%	28%	19%	28%
8. To see the building/the space	To see new art	41%	33%	23%	33%
9. I heard about it/it was recommended to me	To see the building/the space	29%	22%	15%	22%
10. Was required by an organization or school	I heard about it/it was recommended to me	35%	25%	17%	25%
11. Other (please specify): _____	Was required by an organization or school	13%	12%	8%	12%
	Other	7%	9%	6%	9%

D2
 	
Ticket Purchasing Preferences
	When you visit museums, do you prefer to buy your ticket in advance or at the door?
	  1. In advance (online)
	  2. At the door
	  3. Both
			Unweighted
			
			n=(324)
				Weighted
				
				N=(795,940)
						Weighted
						
						N=(795,940)

	In advance (online)	26%	29%	20%	29%
	At the door	41%	41%	28%	41%
	Both	33%	30%	20%	30%
	Total	100%	100%	68%	100%

D3
 	
Considerations for Museum Visiting
	What are things you think about when deciding if you want to visit a museum?
	  1. How much it will cost
	  2. How easy it is to get there
	  3. How long it will take
	  4. If the content is interesting
	  5. Whether my kids will like it
			Unweighted
			
			n=(324)
				Weighted
				
				N=(795,940)
						Weighted
						
						N=(795,940)

	How much it will cost	32%	27%	18%	27%
	How easy it is to get there	11%	9%	6%	9%
	How long it will take	2%	4%	3%	4%
	If the content is interesting	36%	33%	23%	33%

CONSTRUCT	QUESTION	SURVEY RESPONSES				
	6. Other (please specify): _____	Whether my kids will like it	12%	21%	14%	21%
		Other	7%	5%	3%	5%
		Total	100%	100%	68%	100%

CONSTRUCT	QUESTION	SURVEY RESPONSES				
Section D- HAVE Heard of Barnes {A2 = NO or NOT SURE) OR Have HEARD but NOT Visited {Display only if B4=NO}						
D4 **Getting to the Barnes (area)**	If you were going to go somewhere at 20th Street and the Benjamin Franklin Parkway, how would you get there? **(Check all that apply)*** 1. Bus		Unweighted n=(324)	Weighted N=(795,940)		Weighted N=(795,940)
	2. Subway/Trolley	Bus	32%	36%	25%	36%
	3. Train	Subway/Trolley	19%	17%	12%	17%
	4. Walking	Train	10%	10%	7%	10%
	5. Biking	Walking	14%	9%	6%	9%
	6. Personal Vehicle	Biking	6%	4%	3%	4%
	7. Uber/Lyft	Personal Vehicle	39%	27%	18%	27%
	8. Taxi	Uber/Lyft	9%	6%	4%	6%
	9. Wouldn't go, it's too hard to get there	Taxi	1%	1%	1%	1%
	10. Other (please specify): _____	Wouldn't go, it's too hard to get there	1%	3%	2%	3%
	[END OF SURVEY]	Other	2%	3%	2%	3%
Section E- NEVER Go to Museums						
E1 **Reasons for Not Visiting Museums**	What are the reasons that you never visit museums? **(Check all that apply)*** 1. Too expensive		Unweighted n=(32)	Weighted N=(116,638)		Weighted 116,638
	2. Too hard to get to	Too expensive	6%	12%	1%	12%

3. Don't like museums	Too hard to get to	3%	4%	0%	4%
4. Don't have time	Don't like museums	34%	23%	2%	23%
5. Don't have anyone to go with	Don't have time	28%	45%	4%	45%
6. Museums aren't for me	Don't have anyone to go with	3%	3%	0%	3%
7. Other (please specify): _____	Museums aren't for me	28%	22%	2%	22%
	Other	3%	1%	0%	1%