

Member Feedback Report 2025

HAMMER Museum



Survey Response Rate

336

members responded to the survey out of 2,614 members

13%

of members responded to the survey



Survey responses may be subject to bias, as certain groups (such as more engaged members, older members, or those with stronger opinions) are more likely to participate in online surveys

Demographics

89%

of members are
white

30%

of members are
UCLA alumni

75%

of members are
65 or older

8%

of members **speak**
Spanish at home

67%

of members are
female

48%

of members have a
household income
of over \$200,000

How Many Times have Members Visited in the Past Year?

59%

have visited **at least 4 times**

90%

have visited **at least 2 times**

How Long have Members had a Membership for?

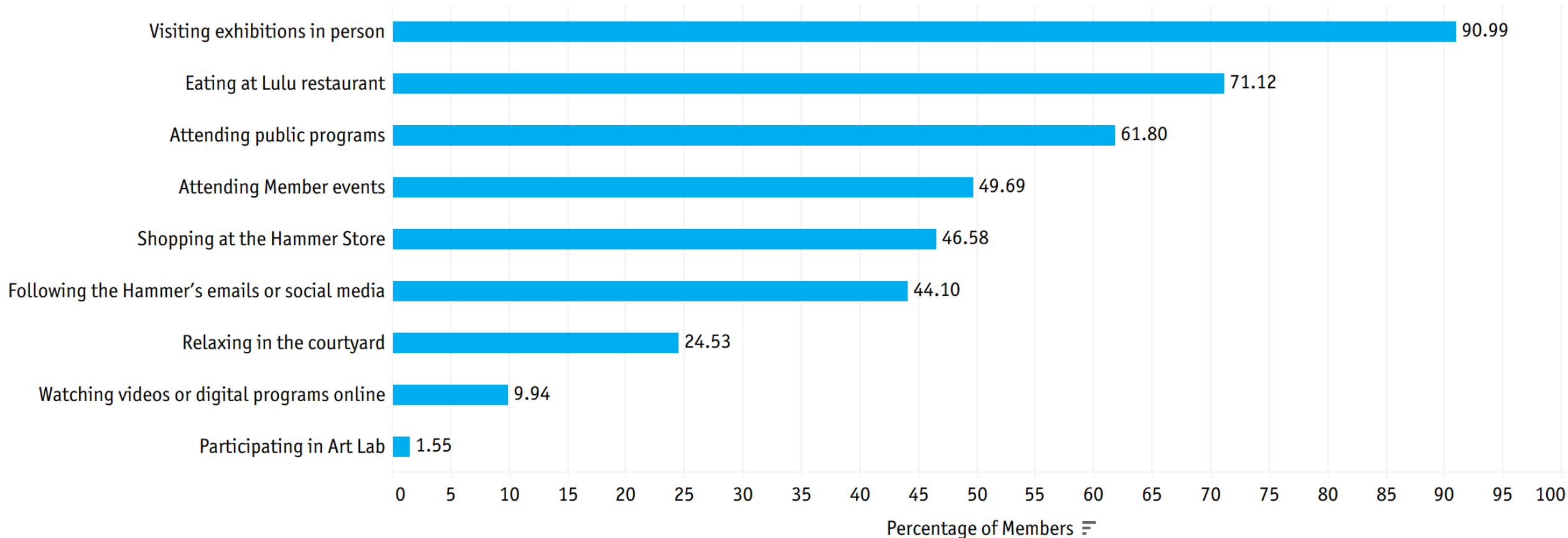
44%

have been members **for over 5 years**

72%

have been members **for at least 3 years**

How do Members Engage with the Hammer?





91%

of members visit
exhibitions in person

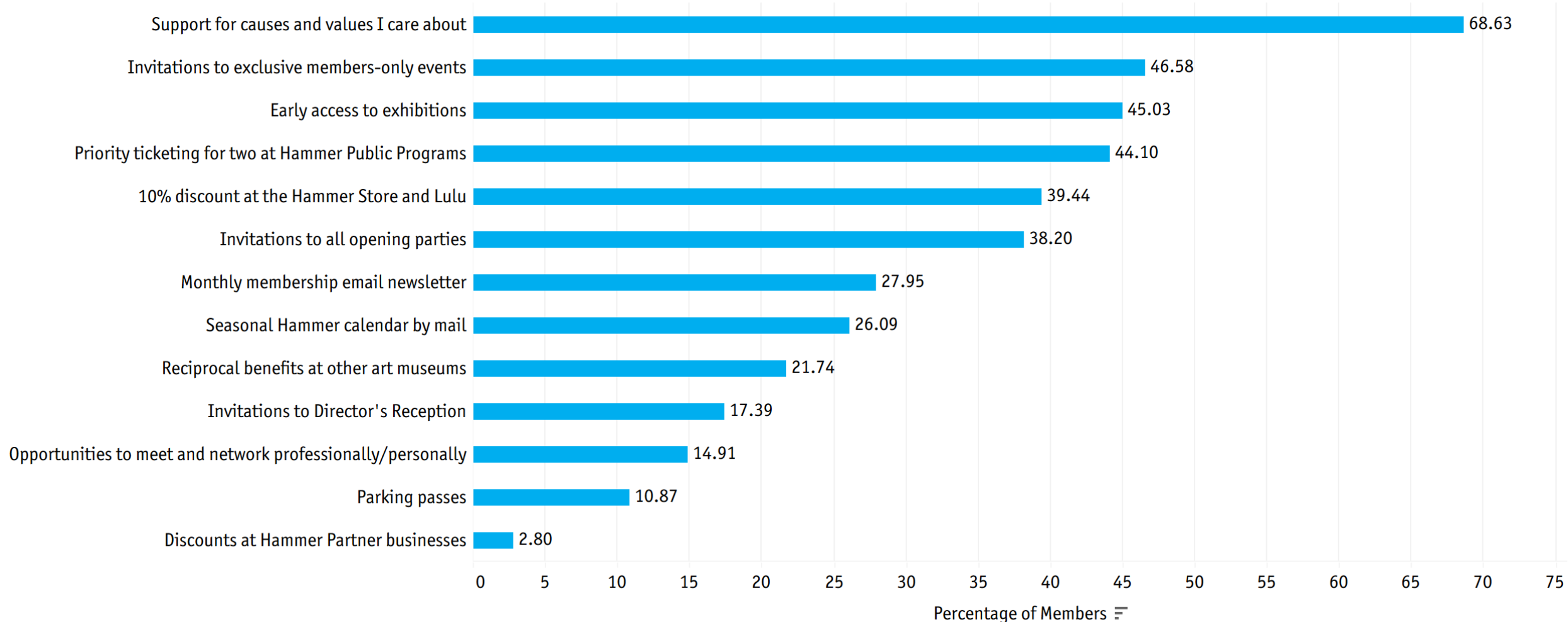
71%

of members eat at Lulus

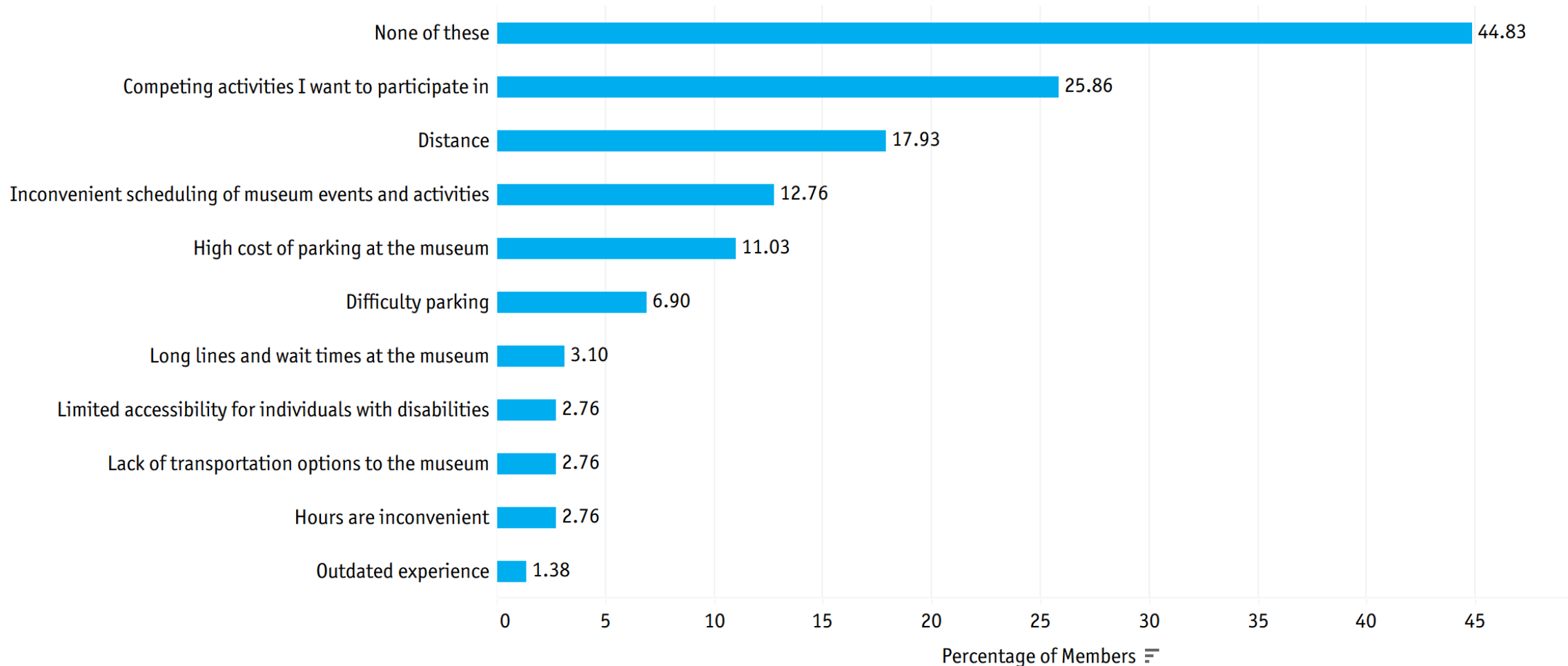
50%

of members attend
member events

What Inspired Members to get a Membership?



What are the Challenges that Prevent Members from Fully Using their Benefits?



11%

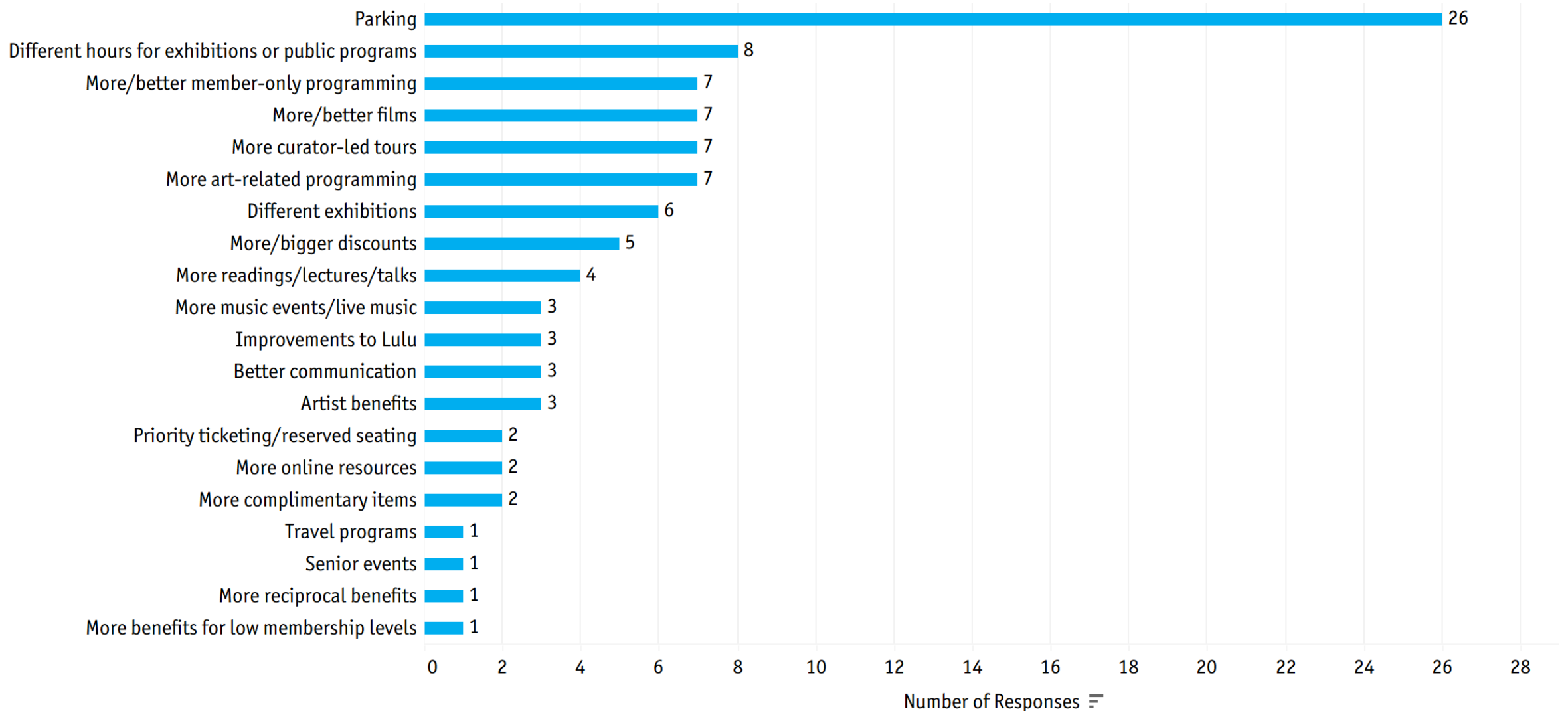
of members say that the **high cost of parking** prevents them from fully using their membership benefits

13%

of members say that the **inconvenient scheduling of events/activities** prevents them from fully using their membership benefits



What Additional Membership Offerings Would Members Like? (Free Response Question)



Communication



90%

of members are pleased with the amount and effectiveness of communication



97%

of members like
communication by
email

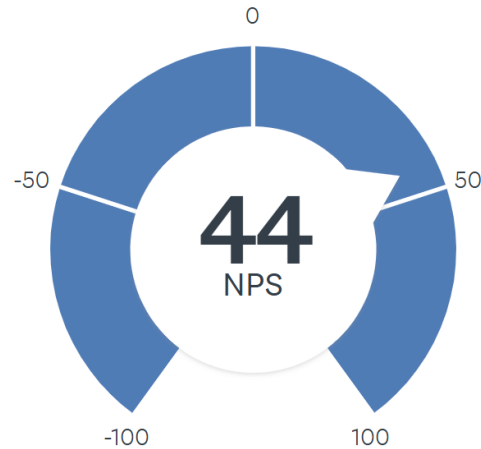
30%

of members like
communication by
mail

11%

of members like
communication by
text

How likely is it that you would recommend a Hammer Membership to a friend or colleague?



Net Promotor Score (NPS) is a gauge used to test customer loyalty and support

Members give the Hammer membership an NPS of 44 which is considered great according to [Survey Monkey's Benchmark Data](#)

The average NPS score is 32 and the median (more accurate due to skew in the data) is 44.

59%

of members gave a recommendation score of 9 or 10

25%

of members gave a recommendation score of 7 or 8

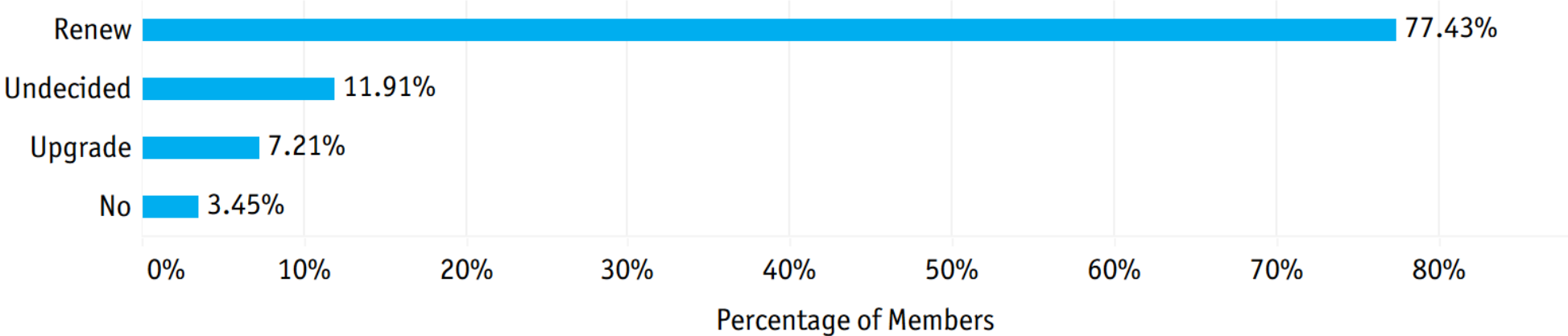
16%

of members gave a recommendation score between 0 and 6

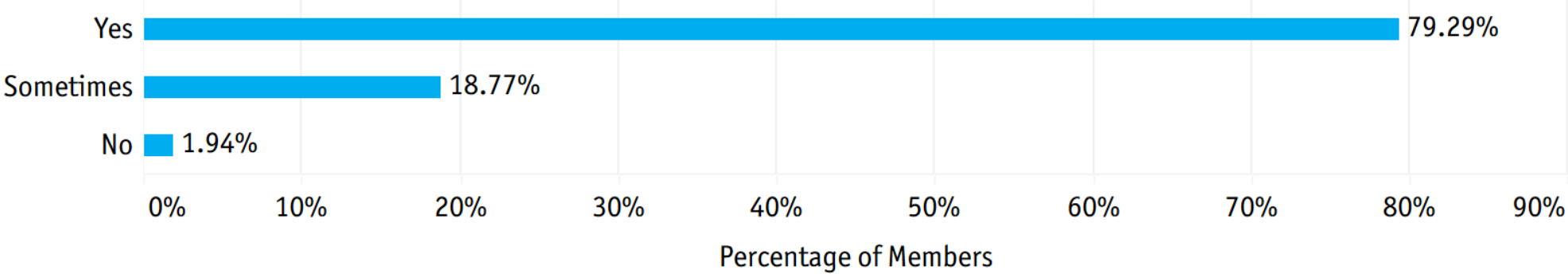
8.5

is the average recommendation score of members

Would You Consider Renewing or Upgrading Your Membership in the Future?



Do You Feel that Your Membership Provides a Good Value for the Cost?



Comparing Members and Visitors

HAMMER Museum



Member Demographics

75% of members are **65 or older**

89% of members are **white**

67% of members are **female**

30% of members are **UCLA alumni**

48% of members have a **household income of at least \$200,000**

Visitor Demographics

50% of visitors are **65 or older**

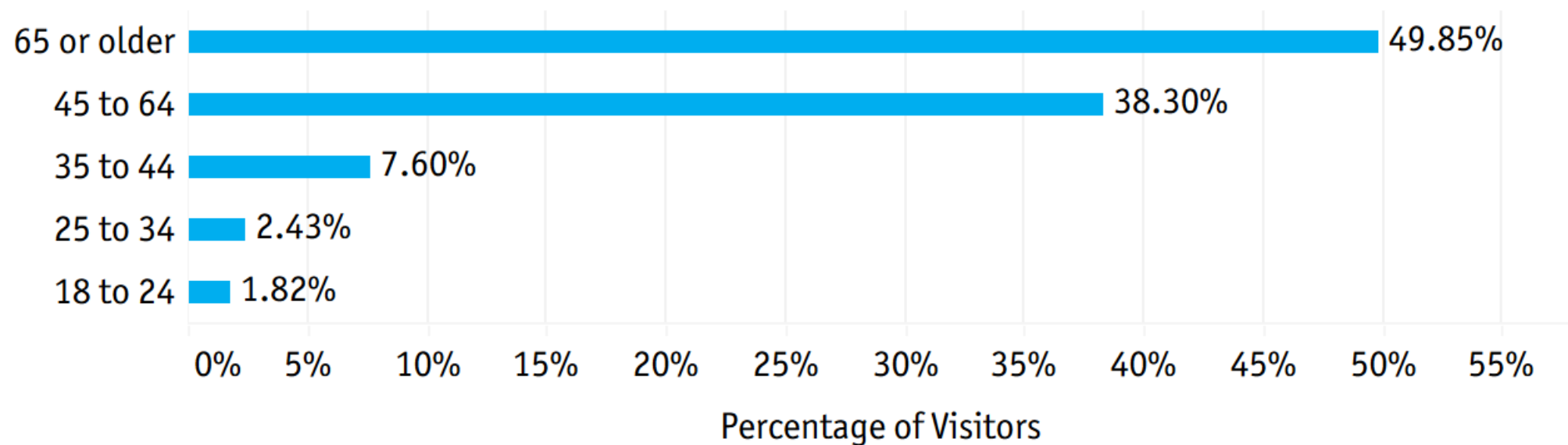
71% of visitors are **white**

66% of visitors are **female**

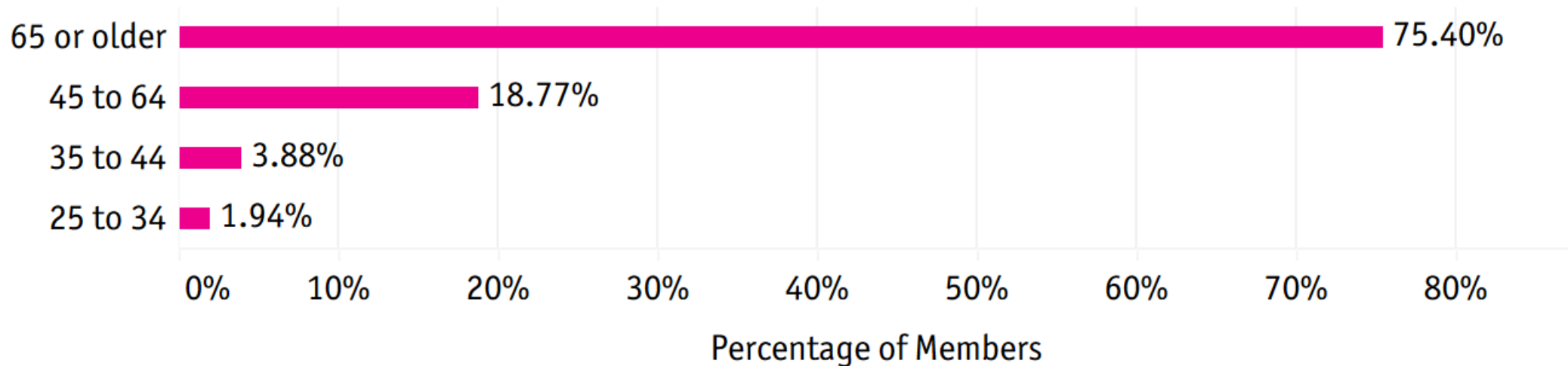
24% of visitors are **UCLA alumni**

27% of visitors have a **household income of at least \$200,000**

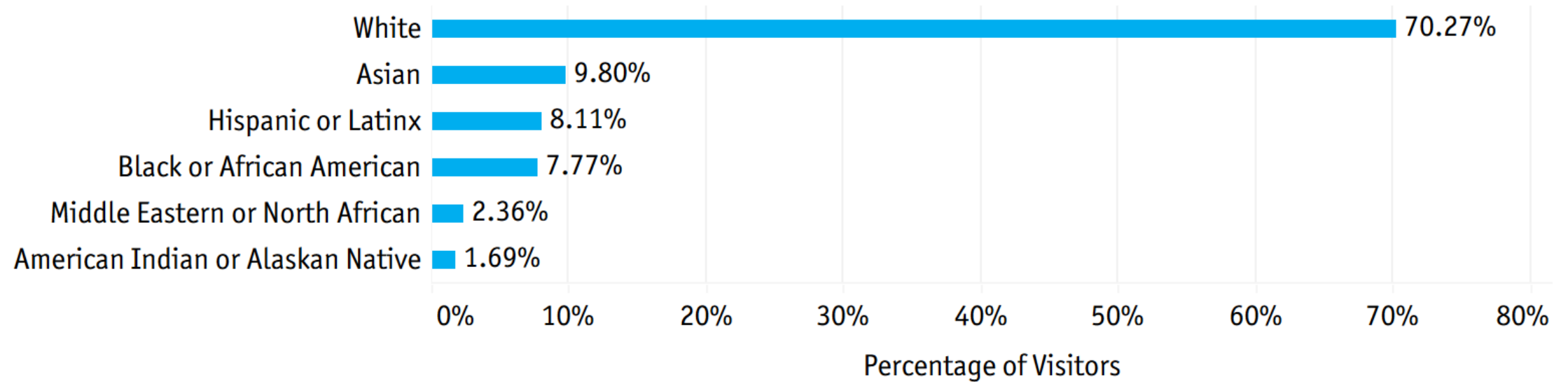
Visitor Age Distribution



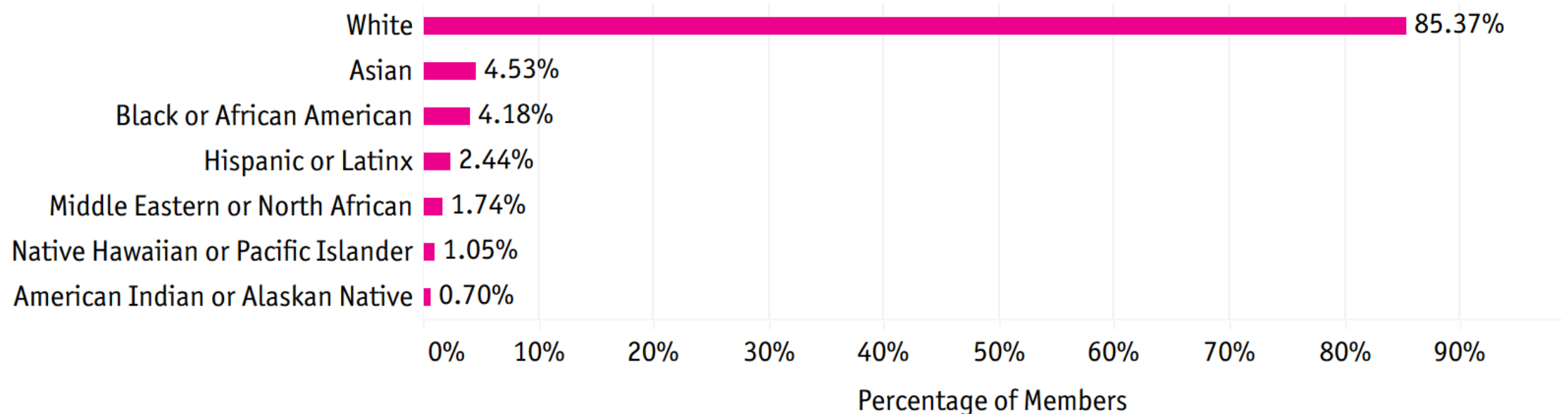
Member Age Distribution



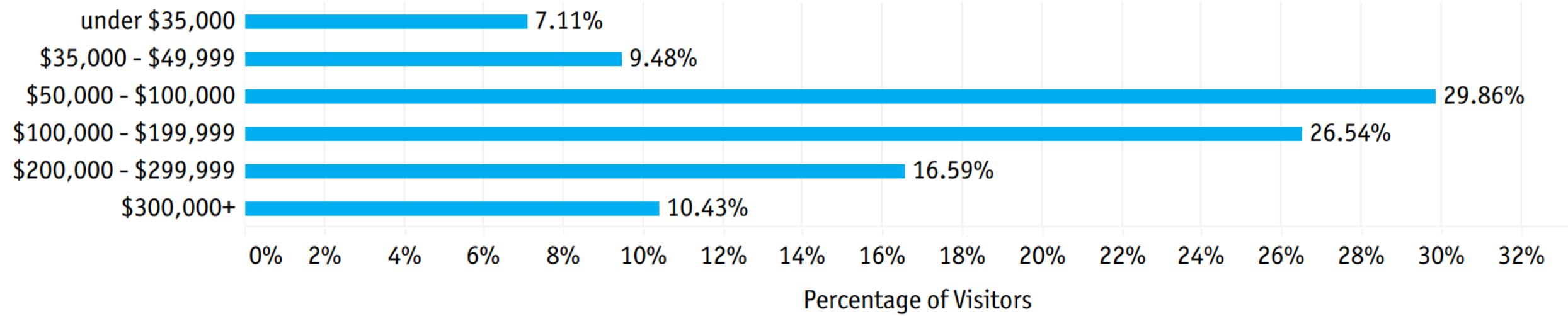
Visitor Race Distribution



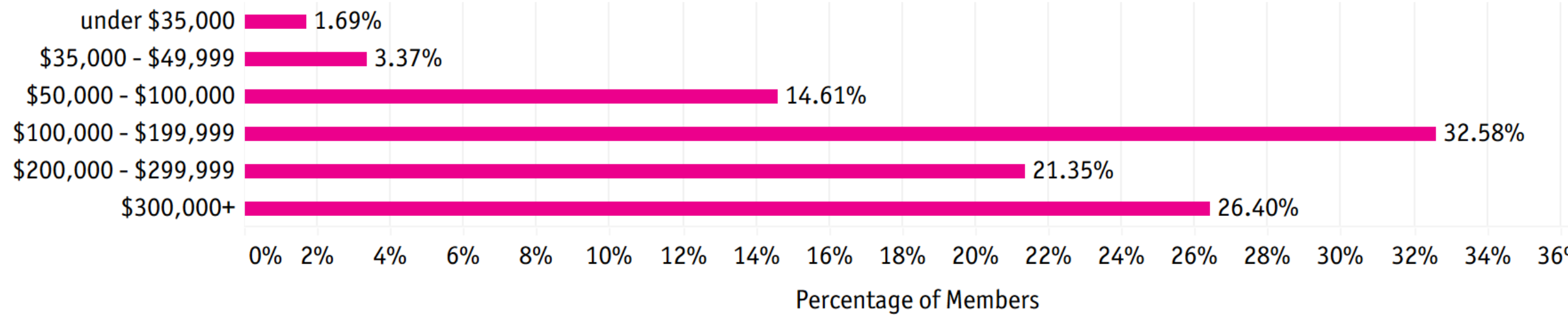
Member Race Distribution



Visitor Household Income



Member Household Income



*could be inaccurate due to the number of people who refrained from responding

**How Many Times
have You Visited in
the Past Year?**

Percentage
of Members

Percentage
of Visitors

2+ visits

90%

>

72%

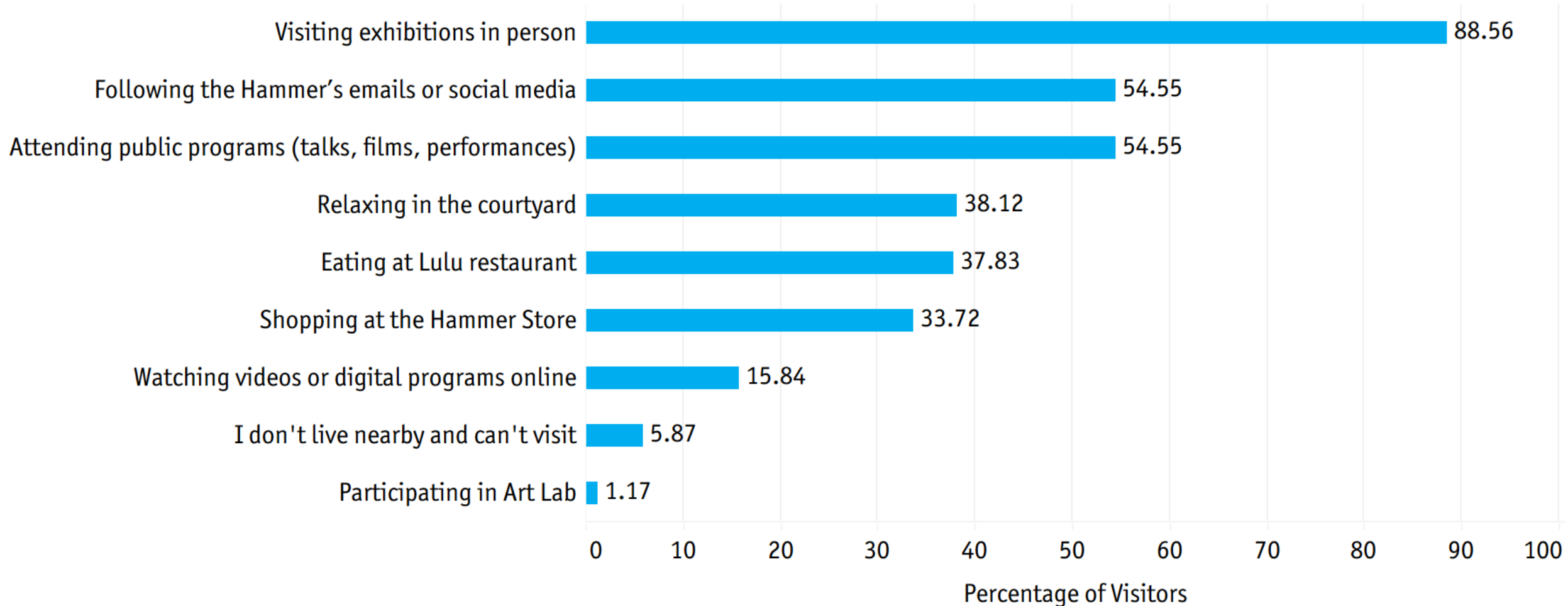
4+ visits

59%

>

35%

How do Visitors Engage with the Hammer?



How do You Engage with the Hammer?

Percentage
of Members

Percentage
of Visitors

Attending public
programs

62%

>

55%

Eating at Lulu

71%

>

38%

Relaxing in the
courtyard

25%

<

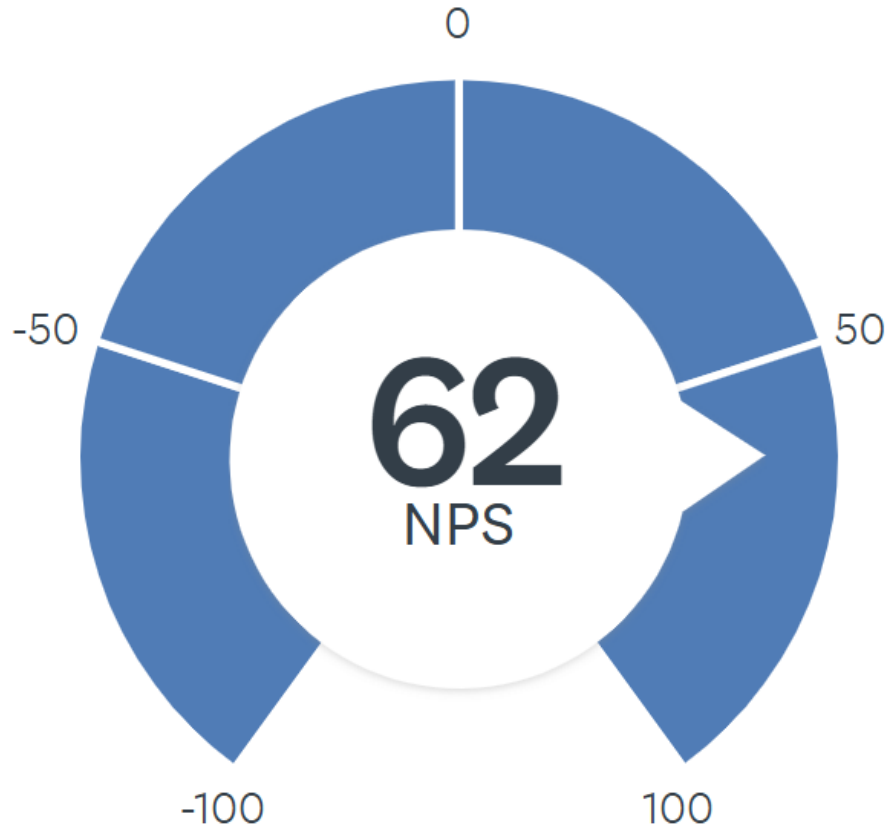
39%

Shopping at the
Hammer store

47%

>

34%



How likely is it that you would recommend Hammer to a friend or colleague?

- Visitors give the Hammer an NPS score of 62 which is considered excellent
- Nonprofit organizations have a median NPS score of 63