

**RESIDENT ASSOCIATE PROGRAM MEMBERS**

**Results from the  
1998 Resident Associate Program  
Membership Survey**

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## Abstract

This is a study of the Resident Associate Program Membership (RAP), the local membership program of the Smithsonian Institution serving the Washington Metropolitan area. It will provide insight to how the program could serve its members more effectively as RAP approaches 30 years of service. It includes a profile of current members and their households, their experience with and participation in programs and interest in current and potential benefits. The discussion highlights differences between the current membership profile and the membership profile in 1988, as well as differences among three categories of membership (Individual, Double and Family).

The results clearly show that, over the last decade, RAP has continued to meet the needs of a well-defined segment of the population. Some of these individuals and households are now phasing into retirement and have time to take advantage of RAP offerings. Others are trying to combine active professional lives with participation in a range of cultural activities. The data suggest an expansion of program structure with the possibility of change, especially in scheduling, in order to both retain and broaden the base of support.

## Acknowledgments

We would like to acknowledge the individuals who worked with us on this study of the Resident Associate Program.

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Questar Data Systems, St. Paul, MN, provided contract support. Dennis A. Dillon, Executive Vice President, and Mike Morancheck, Senior Account Manager, had overall responsibility for the project. Michelle Klemz, Senior Project Manager, handled the details of printing, distributing and receiving questionnaires.

In the Institutional Studies Office (ISO), special thanks are due Steven J Smith and Jean M. Kalata. Steve supervised the table construction and assisted with file creation. Jean helped with the graphics and developed Appendix C. A Guide to Reading Tables. The careful review and comments of Kerry R. DiGiacomo are appreciated. Kerry also had major responsibility for final review of the report and its production. We'd also like to recognize the efforts of A. Nicole Barone, an intern. Nicole worked closely with us as we constructed a complex data set.

Clearly, without the participation of over 5,600 Resident Associates throughout the Metropolitan area, this study would not have been possible. Their participation in the survey and useful comments are appreciated.

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## Summary of Results

This report describes the 51,000 households who are members of the Resident Associate Program (RAP), managed by The Smithsonian Associates. It is based on a survey conducted in Fall 1998, to which about 5,600 members responded (56% response rate). The survey excluded RAP members who have acquired their membership as a result of being a Smithsonian Contributing Member.\*

### 1988/1998 Demographic Comparisons

As in 1988,

- More RAP members are women (55%) than are men.
- The membership is primarily Caucasian (86%).
- The households are affluent.
- One-fifth of the households have children living at home.

However,

- The median age is now 44 years (compared to 39 years in 1988).
- More members are married or living with a domestic partner (four-fifths, currently, compared to 72% in 1988).
- More members are retired. Retired men have increased in membership from 17% in 1988 to 27% in 1998; retired women have increased from 16% in 1988 to 23%.
- Education levels are higher, especially among women.

The gradual aging of the membership is reflected in their labor force participation. As in 1988,

- About two-fifths of married households reported that both members were working full-time.
- Another fifth reported that one member was working full-time and one was not in the labor force.

However,

- In one-fifth of the 1998 households, neither spouse is working.
- Fewer men are working full-time (66% in 1998 and 77% in 1988), however the percentage of women working full-time has not changed.
- One-third of non-married members are not in the labor force, while three-fifths work full-time.

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\* These members were surveyed in 1997. See Doering, Z. D., Smith, S. J & Kalata, J. M. (1998). *Smithsonian Contributing Members: Results from the 1997 Contributing Membership Program Survey*. (Report 98-1). Washington, DC: Smithsonian Institution.

## Program Participation

Fewer members participated in 1997 than 1987.

- The majority of RAP members participated in at least one RAP activity during the previous year (58% in 1997 vs. 69% in 1987)
- Attendance at lectures in 1997 (42%) was double 1987 (22%). Participation in all-day seminars more than doubled also (14% in 1997 compared to 6% in 1987).
- Adult lecture courses, adult studio arts classes, tours and films showed modest decreases in participation.
- Relatively few RAP members currently report participating in free events; the percentage reporting free activity participation decreased from 46% in 1988 to 10% in 1998.

## Membership Experience

- Almost three-fifths of 1998 households have belonged for more than four years (59%); in 1988, just over half the households had been members for more than four years (54%).
- RAP households that have changed their membership level (fewer than one-third) have done so primarily because of changes in household composition or size (16%) or to receive additional membership benefits (9%).
- More than half of RAP households also belong to other Washington area cultural organizations and attend activities sponsored by such organizations. Two-thirds of RAP members who participated in RAP activities also attended activities of other organizations (65%) in comparison with one-third of non-participating members (37%).
- Among RAP membership benefits, about three-quarters report using the *Smithsonian* magazine, *The Associate*, and Museum Shop discounts. About two-fifths use paid RAP member only activities, the Commons Dining Room, and RAP activity discounts.
- RAP members reported most frequently attending RAP activities with History and Fine Arts subjects.
- 1998 respondents felt that three aspects of RAP are most important in promoting RAP to potential members:
  - "attending RAP activities,"
  - "the Smithsonian magazine," and
  - "RAP activity discounts."
- In 1988, the most attractive aspect was receiving the *Smithsonian* magazine followed by attending RAP activities; in 1998, attending activities was more attractive than the magazine.
- One-third of the 1998 RAP respondents (34%) chose a philanthropic reason for encouraging RAP membership.
- RAP members are significantly more satisfied with RAP in 1998 than in 1988.

- About one in sixteen households (6%) indicate that they have included RAP in their wills or would consider including the Smithsonian in their wills. More than a third responded "not sure" (35%).
- Nearly one in five households indicated that they would be willing to make a voluntary contribution to support RAP outreach activities (18%). More than a third responded "not sure" (38%).

### RAP Members and the World Wide Web

- Four-fifths of RAP households report access to the World Wide Web (80%) with access decreasing with age.
- Over half of all RAP households have Web access at home (59%) and access the Web daily (58%).
- More than one-quarter of all RAP members reported accessing the Smithsonian Institution home page (27%) while slightly fewer reported accessing the RAP home page prior to the survey (16%).
- Three-quarters of the members who access the RAP home page use it as a communication tool to keep informed about RAP activities; 15% of them report using it to book tickets to RAP activities.
- Over half of the households that have accessed the RAP home page have it bookmarked.
- Most RAP members who access the Web site report being delighted or satisfied with it.
- More than a quarter of RAP members would be interested in receiving e-mail announcements about RAP activities. Conversely, 14% indicated that they do not like the concept of e-mail messages. Over half indicated that current information, available on the RAP web pages (11%) or in RAP printed information (42%), is adequate.



## I. Background and History

### Introduction

The 1998 Resident Associate Program Survey was conducted for The Smithsonian Associates (TSA). It is part of an effort to improve and modify the programs, benefits and services offered to individuals and households.

Of 10,000 surveys mailed in the fall of 1998, more than 5,600 members responded to the questionnaire. We asked them about their backgrounds, their participation and interest in various programs, and their general views of the program. Members were also asked to answer questions intended to assist in future marketing strategies.

This study was based on a similar survey conducted in 1988.<sup>1</sup> As much as possible, for purposes of comparison, questions were replicated in 1998 from the previous study. In this report, we highlight differences and similarities in the results of the two studies.

A word of caution. Of the households sent questionnaires, over 56% responded, a very respectable response rate for mail surveys of this kind. We have some information on non-respondents from RAP administrative records, e.g., membership level and residence. We found no differences between responding and non-responding members. Thus, while it may be true that the characteristics, attitudes and behaviors of those who answered are the same as of those who did not, there is a possibility that some of their attitudes and behaviors are different. Consequently, as in using all survey data, some caution is warranted.

The discussion is organized into six sections; in addition to this introductory chapter, there are five substantive sections. Appendices contain the questionnaire, technical information and supplementary tables.

### The Resident Associate Program

Created in 1965, the Resident Associate Program (RAP) is the self-supporting education and membership arm of the Smithsonian Institution for the Washington Metropolitan area. RAP engages members and the general public throughout the area in the life of the Smithsonian by organizing and presenting a broad range of educational and cultural programs that highlight the Institution's collections, exhibitions, and research activities.

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<sup>1</sup> Doering, Z. D., & Black, K. J. (1989). *A Description of Smithsonian Resident Associates*. A Report based on the 1988 Resident Associate Program Survey (Report 89-2). Washington, DC: Smithsonian Institution. The demographic questions used in the present study (1998) are the same as in Doering, Z. D., Smith, S. J & Kalata, J. M. (1998). *Smithsonian Contributing Members: Results from the 1997 Contributing Membership Program Survey* (Report 98-1). Washington, DC: Smithsonian Institution.

To achieve these goals, RAP collaborates with international, national, regional, and metropolitan cultural and educational institutions. In this way, it reaches a multiplicity of audiences for the Smithsonian and strengthens the Program's curriculum.

RAP's present curriculum of almost 1,500 annual events includes: courses, lectures and seminars in the arts, sciences, and humanities; the annual Kite Festival on the Mall; film series; study tours in the D.C. area and other nearby locations; studio arts workshops and courses in traditional and new art forms; and classes, films, summer camp, tours, and Discovery Theater performances for young people.

RAP's membership has grown from approximately 1,500 members in 1966 to more than 51,000 at the end of Fiscal Year (FY) 1998. Between the end of FY 1972 and FY 1982 the membership increased almost six-fold, from about 9,000 to about 55,000. A dues increase was implemented in 1995, and the membership has been consistently maintained over 50,000. (This includes the approximately 4,000 RAP members who have acquired their membership as a result of being in the Smithsonian Contributing Program.)

For the past 20 years, RAP has offered three types of memberships. There are specific membership benefits ascribed to each membership level designed to maximize a household's participation. An Individual membership provides Resident Associate privileges for one person only; a Double membership provides privileges for two persons (mailings to one address only); and a Family membership provides privileges for members of a household (mailing to the same address). Currently, the cost of these memberships is \$45, \$55 and \$58 per year, respectively. Within a few percentage points, the number of Individual, Double and Family memberships has remained about the same between 1988 and 1998. Thus, in the last ten years, Single Memberships have ranged from 45 to 50 percent of the total; Double Memberships from 41 to 36 percent, and Family Memberships have been about 15 percent of the total.

### The Rationale for the Study

This study of RAP was planned to provide an understanding of the current membership and to identify possible program modifications. A study of this kind was last conducted in 1988. TSA staff felt that two major categories of information would be essential for understanding the program. First, in order to be responsive to the current membership, utilization of and interest in current RAP programs and benefits needed to be assessed. Second, data were needed that may help RAP meet the goal of membership growth in the next few years; especially data that suggests program expansion or adjustment.

## II. Profile of RAP Members and their Households

### Introduction

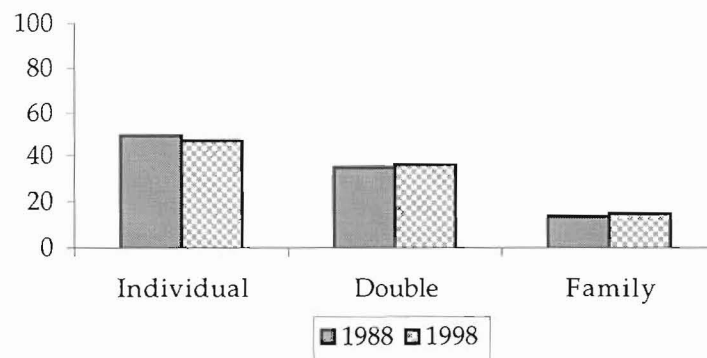
In this section we introduce the reader to Resident Associate Program (RAP) members and their households. The questionnaires obtained information not only about the individuals who answered the survey, but also their spouses. Therefore, we are discussing a total of 9,334 individuals from 5,623 households.<sup>2</sup>

In the discussion, we will highlight two types of differences: first, differences between 1988 and 1998; and second, differences among the categories of members:

- Individual,
- Double, and
- Family.

The distribution of RAP members across the three types of memberships, excluding members who have acquired their RAP membership as a result of being a Smithsonian Contributing Member, has changed minimally between 1988 and 1998 (see Table 1).<sup>3</sup> At both points in time, about half of the members had Individual memberships, almost two-fifths a Double membership and less than one-fifth a Family membership (see Figure 1).

Figure 1  
All Members: 1988 and 1998 Membership Groups  
(In Percent)



Source: Table 1

<sup>2</sup> We have information for 1,912 individuals who are single, divorced/separated or widowed; for the 3,711 individuals who are married, we have information about their spouses. Thus, this discussion is based on a total of 9,334 members who form 5,623 households. Completed questionnaires were returned by at least 15 RAP members after the data entry cutoff date.

<sup>3</sup> All of the tables referenced in this report are in Appendix D.

## Who are the Resident Associate Program Members? A 1988/1998 Demographic Comparison

A comparison of the demographic characteristics of current RAP Members with those of a decade ago shows both similarities and differences. Compared to 1988, the proportion of women and men has remained the same (55% and 45% respectively). The RAP membership is primarily Caucasian and the households are as affluent and are geographically distributed the same way as in 1988.<sup>4</sup> The 1998 group is older, fewer are single, more are married, more are retired, and education levels are somewhat higher.

Some of the differences between the 1988 and 1998 groups are more apparent when we look at men and women separately. The differences result from the aging of the membership as well as from changes in society. The median age of men and women is now 44 and 45, respectively (compared to 38 and 40 in 1988), and RAP members are more likely to be married in 1998 than in 1988 (see Table 2).

At the same time that the percentage of married members has increased, household size has decreased somewhat, reflecting older children moving away. About two-fifths (40%) of the married RAP member households in 1988 consisted of three or more members. By contrast, 26% have three or more in 1998. Currently, about 20% of households have children.

The aging of the membership is reflected in their labor force participation. The proportions of retired men and women have increased by about 10% and 7% respectively.<sup>5</sup> In 1998, two-fifths (40%) of married households reported that both members were working full-time; another fifth (20%) reported that one member was working full-time and one was not in the labor force.

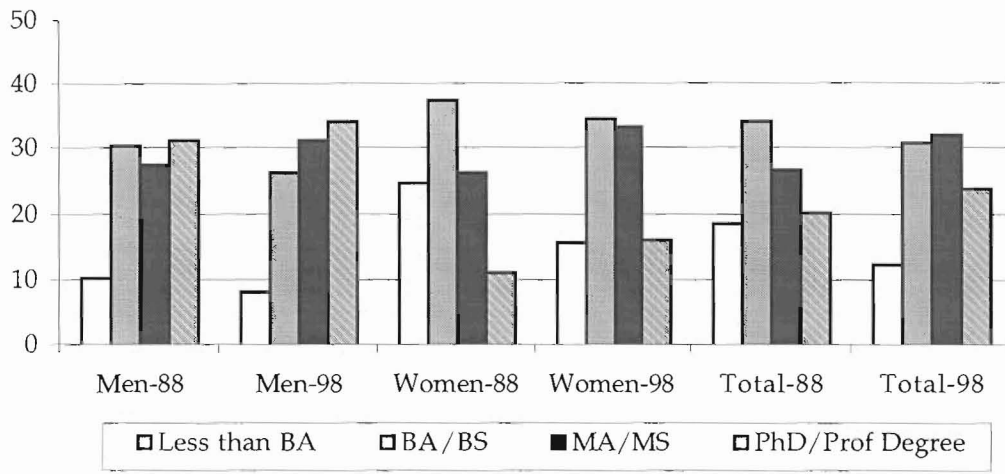
Among both men and women, the proportion of those with at least a Bachelor's degree has increased. The percentage of women with less than a Bachelor's degree has dropped by a third from 25% in 1988 to 16% in 1998 (see Figure 2).

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<sup>4</sup> Tables 2-9 in Appendix D include the demographic characteristics of 1988 and 1998 members and households. The characteristics of individuals are in Tables 2-5; household characteristics are in Tables 6-9.

<sup>5</sup> The percent of retired men has increased from 17% in 1988 to 27% in 1998; the percent of retired women has increased from 16% in 1988 to 23% in 1998. See Table 3.

Figure 2  
Educational Levels, for Men and Women: 1988 and 1998  
(In Percent)

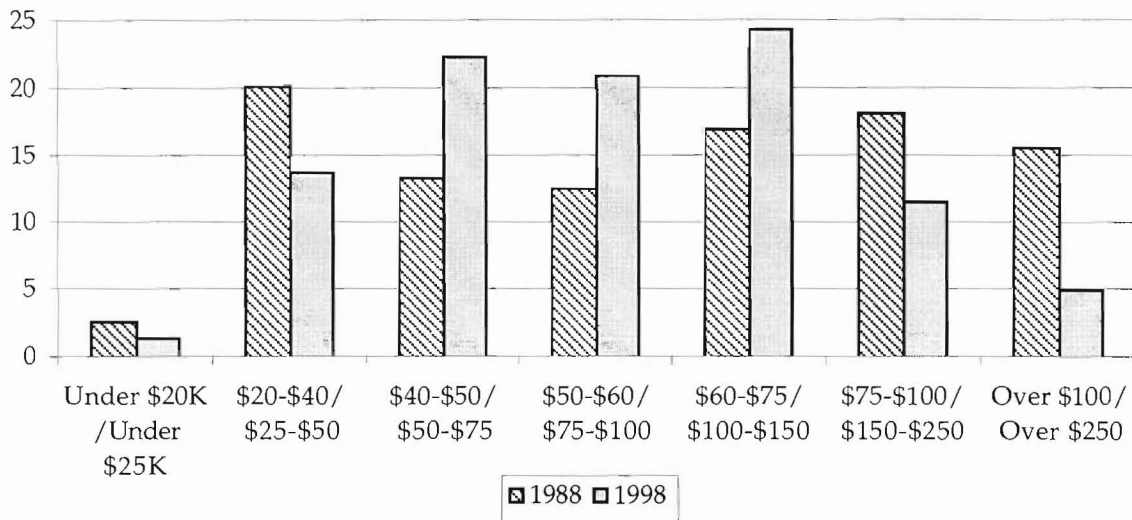


Source: Table 3

The geographic distribution of member households in 1998 is almost identical to the distribution a decade ago. Approximately one-quarter of RAP members live in the District while 36% live in the Northern Virginia Counties and 29% live in Montgomery and Prince George’s Counties (Maryland) (see Table 6).

Comparing the annual incomes of member households is difficult, as a result of changes in the economy between 1988 and 1998. In fact, the income categories used in the two surveys were different. However, as Figure 3 shows, household incomes are roughly the same. Understandably, household incomes of married members are higher. For example, half of the 1998 married members (48%) report household incomes of over \$100,000 compared to less than one-eighth (12%) of those who are not married (see Table 7).

Figure 3  
Household Income in Thousands of Dollars: 1988 and 1998\*  
 (In Percent)



Source: Table 6.

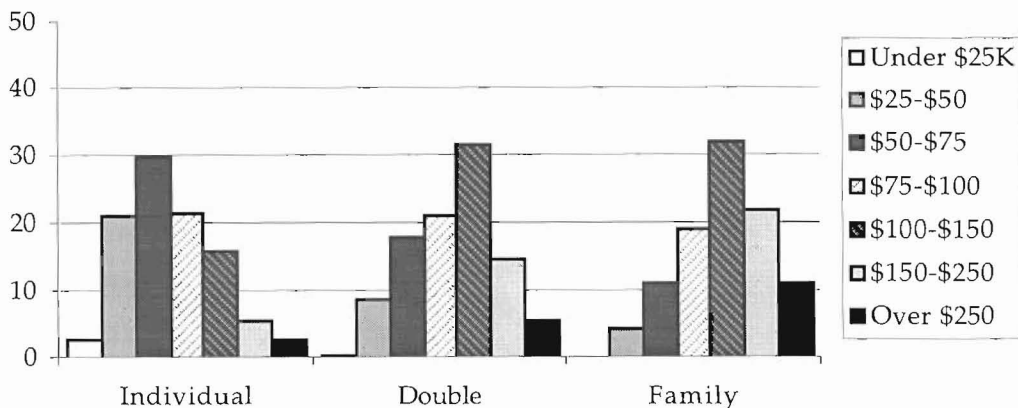
\*1988 income categories are shown in the left column and defined first (e.g. Under \$20K), 1998 are in the right column and defined second (e.g., Under \$25K).

Demographic Comparison of 1998 Membership Categories

When we compare the three membership groups, we find that the Individual membership category includes more women, smaller households, and lower income levels compared to Double and Family member categories (see Tables 2 and 6).

The reported income of the Family member households is higher than that Double member households (see Figure 4).

Figure 4  
Household Income in Thousands of Dollars, by Membership Group, 1998  
 (In Percent)



Source: Table 6.

### III. Participation in Smithsonian Activities

To provide a context for the attitudes of RAP members, we asked about the household's participation in RAP activities during the previous twelve months.

#### 1988 / 1998 Comparison

In general, the apparent level of participation by RAP members is somewhat lower in 1998 than in 1988. RAP members were asked to indicate their households' participation in nine types of activities during the previous twelve months. The percentage of members reporting participation was higher in 1998 for two activities (one-time lectures and all-day seminars), but lower for the other seven (see Table 10).<sup>6</sup>

In addition, two-fifths (42%) reported that their households had not participated in any of the listed RAP activities in the 1998 survey compared to 31% in 1988. Households with a Double membership reported slightly more participation (62%) than Individual members (59%) and more than Family members (51%).

Four of the activity types involve lower levels of money and time commitment (lectures, adult lecture courses, films and free activities) than the others. An average RAP member participated in nearly one type of low commitment activity (mean = 0.81) but fewer higher commitment types of activities (mean = 0.25). Again, households with Family memberships reported less participation in both low and high commitment activities. DC members reported the highest level of participation in low commitment activities. There was little difference among membership groups in higher commitment activities by residence.

Respondents were asked to indicate subject areas covered in the RAP activities they attended. Among those who attended at least one activity in the previous three months, history (49%), fine arts (43%), and performing arts (32%) were reported most frequently. The participation of Individual and Double member households was greater than that for Family member households in History and Fine Arts, but was less than Family member households in Performing Arts, Discovery Theater and Science and Technology.

Activity levels varied with residence. Washington, DC households reported the highest levels of activity (2.15 paid and 0.62 free activities on average) followed by the neighboring suburbs (approximately 1.60 paid and 0.41 free activities). Understandably, members from elsewhere in VA, MD, or from other states reported less participation.

Relatively few RAP members currently report participating in free events; the percentage reporting free activity participation decreased from 46% in 1988 to 10% in 1998. The number of ticketed free events has declined in the past few years. *The Associate* highlights free programs offered by SI around the Institution that members can attend. Members were asked to estimate the number of paid and free activities they

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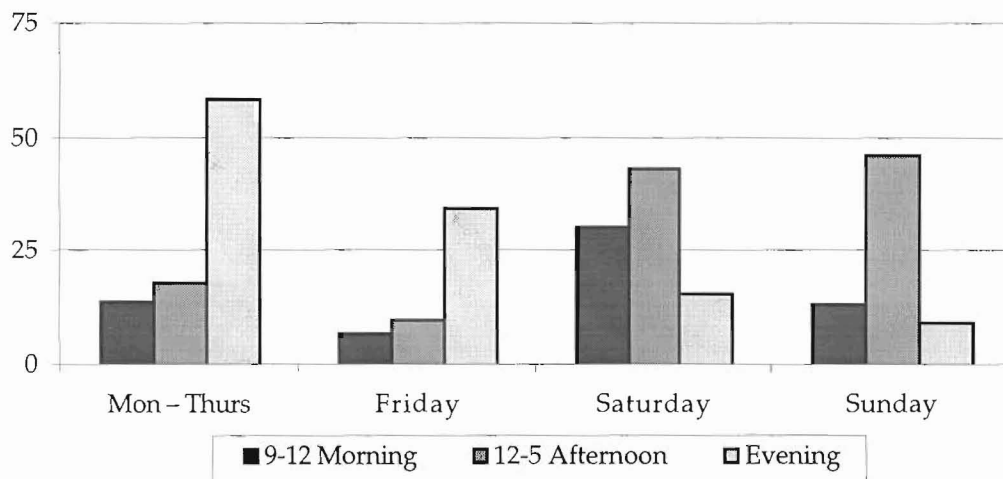
<sup>6</sup> The remaining seven activities are adult lecture courses, adult studio art classes, foreign tours, one-day tours and overnight tours, films, and free activities for members.

attended. The average RAP member reported attending 1.6 paid RAP activities and 0.4 free RAP activities (see Table 11).

Members reported an average of 0.5 paid and 0.2 free Young Associates RAP activities. The level of participation varied with the category of RAP membership. Family members reported that for Young Associates programs, their household attended 0.6 paid and 0.3 free events. This is roughly three times the participation level for the relatively small number of Individual and Double membership households that reported having children. Most households with children find that RAP activities for children are an inducement to choose a Family membership rather than another category of membership.

Nearly three-fifths (59%) of RAP members prefer scheduling activities on a weekday evening (Monday through Thursday, see Table 12). Sunday afternoon is the second most popular time period (46%) followed by Saturday afternoon (43%), Friday evening (35%), and Saturday morning (30%). Conversely, 10% or fewer households select Friday morning, Friday afternoon or Sunday evening as choices for activity participation. (See Figure 5.)

Figure 5  
Preferred Times for Attending RAP Activities, 1998  
(In Percent)



Source: Table 12.

\*Percents total more than 100%, as respondents could indicate more than one time slot.

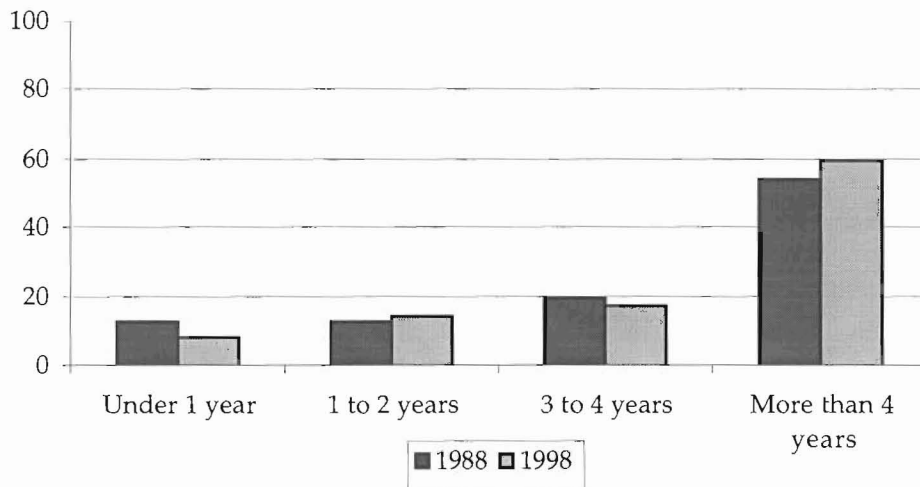


#### IV. Membership Experience of RAP Households

As we saw, the overall profile of 1998 RAP members and households is similar to those who participated in 1988, although their participation in Smithsonian programs has decreased somewhat. In order to gain more insight into the current membership, participants were asked questions that would identify their experience with current RAP activities and benefits. How has it changed? What has remained the same? How satisfied are they?

Membership Experience. The data show that 1998 member households have been with RAP slightly longer than their 1988 counterparts. Almost three-fifths (59%) of 1998 households have belonged for more than four years; in 1988 just over half (54%) the households had been members for more than four years (see Figure 6). Concurrently, the proportion of RAP members with a tenure less than one year has decreased from 13% on 1988 to 9% in 1998. Those with Double memberships have longer membership histories while a higher proportion of Individual members have belonged to RAP for less than two years.

Figure 6  
Length of Membership: 1988 and 1998  
(In Percent)

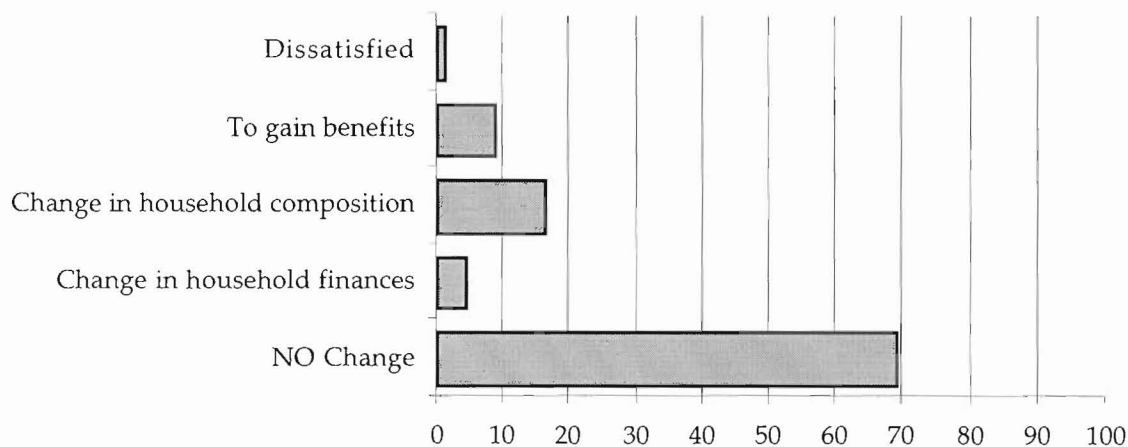


Source: Table 13.

The data suggest that more than two-thirds (69%) of 1998 member households have not changed their membership level at any time. One third (31%) indicate that they have changed their level at some point. Among the member households that reported changing their membership level, most have changed because of a change in the size or composition of the household. Smaller percentages reported a desire to obtain additional membership benefits or changing household financial circumstances (see Figure 7). Virtually no respondents reported changing membership levels because of dissatisfaction with membership benefits (1%), although it is important to remember that these respondents have remained RAP members. That is, the survey did not

include any members who had upgraded to the Contributing Member level or downgraded to the National Associate level. Also, it did not include lapsed RAP members (i.e., those who dropped their memberships). More Individual members report no change in level, compared to the other two groups, possibly because they are less likely to have a change in their household status.

Figure 7  
Reason for Change in Membership Level: 1998  
(In Percent)



Source: Table 14.

Other Membership Experiences. The education, occupation, and income levels of RAP members strongly suggest that they are active in a range of organizations. Since time is often the scarcest resource for middle and upper-class persons, we included two questions to assess the extent to which RAP members are also involved with other Washington area organizations that may compete with RAP for time and money.

Over half of RAP members living in the metropolitan region are also members of other Washington area organization that sponsor lectures, courses or tours (54%) (see Table 15). Active RAP members who participated in activities last year are more likely to belong to another organization (58%) than less active members (47%).<sup>7</sup> Cross-membership increases with RAP tenure and age.

Interestingly, exactly the same percentage of members reports attending activities (in the last year) sponsored by other organizations (54%). Although the distribution is slightly different across membership categories (see Table 16). The pattern of cross-organization activity is even more striking than membership. Two-thirds of RAP members who participated in RAP activities also attended activities of other organizations (65%) in comparison with one-third of non-participating members (37%). Members living in D. C. were most likely to attend other activities. Members with children were less likely to report other attendance. Members who attended activities sponsored by other organizations were slightly more likely to express dissatisfaction with the variety of times offered for RAP activities (37% less than satisfied among

<sup>7</sup> Percentages reported in the text without reference to specific tables are based on analyses on file at ISO.

members attending other activities compared to 33% for members who did not attend elsewhere).

RAP Benefits. The survey questionnaire included a list of 12 categories of RAP member benefits and asked respondents to check which benefits their household had used “since joining RAP.” Nearly all of the households (97%) reported using at least one of the 12 benefits (see Table 17).

The RAP benefits fell into four clusters based on member use. In the first cluster, three listed benefits were mentioned by more than seven out of ten respondents: (a) the *Smithsonian* magazine (mentioned by 85%); (b) *The Associate* (76%); and (c) Museum Shop discounts (70%). A second cluster of three benefits were mentioned by more than a third of the respondents: (a) Paid member only activities (42%); (b) the Commons Dining Room (41%); and (c) RAP activity registration discounts (35%). Third, two RAP benefits were mentioned by a quarter of members: (a) Free member only activities (27%) and Smithsonian catalogue discounts (26%). Finally, fewer than one-tenth of the RAP households reported using local U. S. or Canada tours (8%), Cooper-Hewitt, National Design Museum free admission (5%), Smithsonian publication discounts (4%), or foreign study tours (3%).<sup>8</sup>

In general, Double member households report the highest level of benefit use and Individual households report the lowest. A closer look shows that Double member households tend to have been RAP members for a longer time and benefit use increases with membership tenure.

Encouraging membership. What aspects of RAP are important to the members? We asked members to choose, out of a list of eight items, the three aspects of Smithsonian membership they would stress when recommending RAP membership to a friend. Members attributed greater importance to personal consumption of benefits than the philanthropic aspects of membership.

Between the 1988 and 1998 surveys, there is a reversal in the relative attractiveness of the two most attractive aspects of RAP membership. In 1988, the most attractive aspect was receiving the *Smithsonian* magazine followed by attending RAP activities; in 1998, the activities were more attractive than the magazine.

The best reason in 1998, from the members’ perspective, to encourage RAP membership is the opportunity to attend RAP activities (mentioned by 72% of 1998 respondents) (see Figure 8). It is reasonable to assume that RAP members find the content of paid RAP activities to be the primary attraction, since fewer respondents mentioned discounts for RAP activities (40%) or free RAP activities (21%)<sup>9</sup>. The attractiveness of paid RAP activities is slightly greater in 1998 than it was in 1988, while the attractiveness of free activities is sharply lower. Members that participated in RAP activities last year are significantly more likely to mention RAP activities as a prime reason for membership

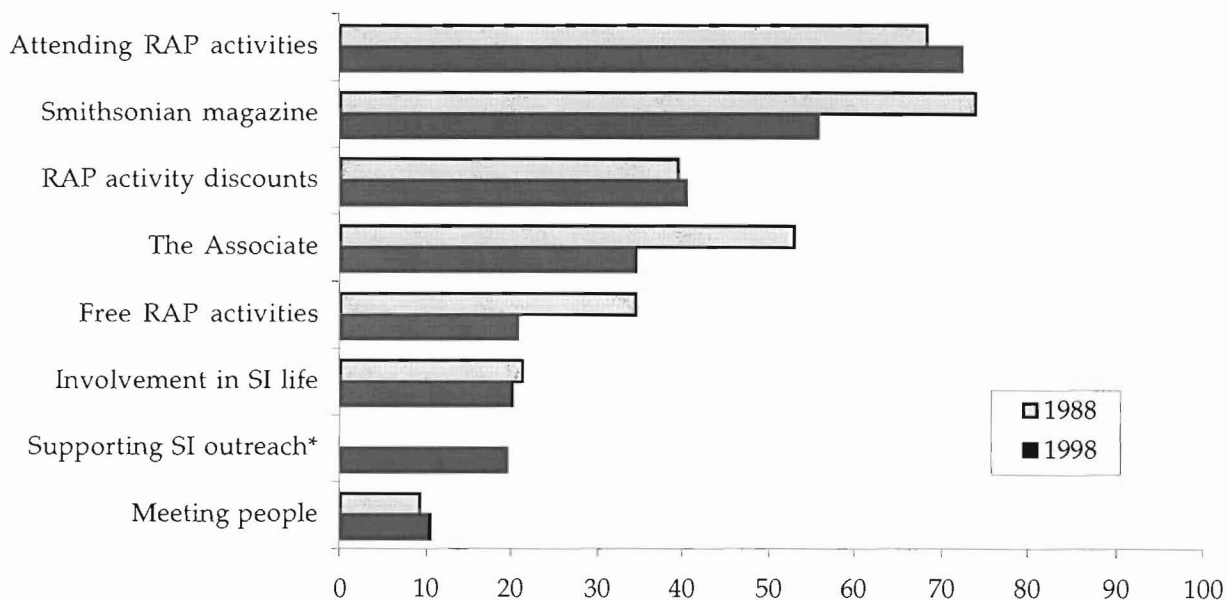
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<sup>8</sup> Local, U. S., Canadian and foreign study tours are not limited to RAP members. Thus, such tours are not a RAP-specific benefit.

<sup>9</sup> As noted earlier, the number of free activities open only to RAP members has declined.

(85% compared to 54% for non-participants). Local residents (DC and adjacent VA/MD counties) also mentioned RAP activities more frequently than respondents living farther away.

Figure 8  
Aspects of Memberships to be Stressed when Encouraging  
New Contributing Memberships: Members' Views, 1988 and 1998  
(In Percent)



Source: Table 18.

\* Not asked on 1988 survey.

In 1998, the second most frequently mentioned promotion for RAP membership is the *Smithsonian* magazine. More than half mentioned the magazine (56%). This is a substantial decrease from three-quarters in 1988 (74%). Respondents from households that did not participate in RAP activities were significantly more likely to mention the magazine (65%) than participating households (49%). RAP's institutional publication, *The Associate*, was cited as a primary reason for RAP membership by one-third of the survey respondents (35%) with the frequency of mention increasing with the age of the respondent. The frequency with which *The Associate* is mentioned increases with the length of time that respondents have been RAP members from 31% for members less than one year to 36% for those who have been members for more than ten years.

One out of ten RAP members mentioned opportunities to meet community members (11%), almost identical with responses from members in 1988 (9%). RAP activity participants, unmarried respondents, and persons between 31 and 40 years old (especially contrasted with persons over 60) were more likely to mention opportunities to meet community members as an aspect of RAP to be stressed.

Two more altruistic reasons were each mentioned by one-fifth of the survey respondents: becoming involved in Smithsonian life and supporting Smithsonian outreach in the public interest. Considering these two reasons as a package, one-third of the RAP respondents (34%) chose a philanthropic reason for encouraging RAP membership.

Compared to 1988, RAP members in 1998 feel that philanthropy and RAP activities are more important justifications for RAP membership, while the publications are less important than a decade ago.

Satisfaction. RAP members are significantly more satisfied with RAP in 1998 than in 1988. The 1998 survey respondents were asked to evaluate their satisfaction with eight aspects of RAP activities and services. The 1988 survey had asked some similar questions. Comparisons are possible for four of the eight items. The 1998 questionnaire provided an opportunity for respondents to express their “delight” in addition to simply being “satisfied.” (see Table 19).

The greatest “delight” focused on the variety of activity subjects (31% delighted) and the variety of activities (31% delighted) offered to RAP members. Combining “satisfied” and “delighted,” the level of satisfaction with the variety of activity subjects exceeded 85%, a substantial increase from the 75% satisfaction with RAP programs in 1988.<sup>10</sup> Here, satisfied in 1988 includes all those who might have responded either “satisfied” or “delighted” if they had been offered the two alternatives.

Over half of 1998 RAP members (58%) are satisfied or delighted with the variety of times that RAP activities are presented. Respondents who apparently would like to see a broader variety of times were less likely to prefer weekday evening activities and more likely to prefer weekend morning and afternoon activities. These RAP members, reflecting lifestyles, include:

- never married RAP members;
- RAP members under 40 years old;
- RAP members with children;
- employed members;
- members living in the Metropolitan area;
- RAP members for less than 10 years; and
- members who participated in RAP activities.

The differences in satisfaction with the variety of times (remembering that the satisfaction questions were not linked to specific activities) was not statistically significant between members who took part in RAP studio classes and those who did not participate in these activities. The pattern is different for participation in Adult lecture courses and All-day seminars. Lecture course participants are significantly more satisfied in 1998 with the variety of times when activities are offered (64% delighted or satisfied) than non-participants (56%). Likewise all-day seminar participants are more satisfied (60% delighted or satisfied) than non-participants (58%). RAP members appear to be saying that they need activities to occur when their busy lives allow.

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<sup>10</sup> The 1988 response categories were Satisfied, Somewhat satisfied, Somewhat dissatisfied, and Dissatisfied.

Compared to 1988, more members are satisfied with fees for RAP activities. In 1998, 7% were delighted and 55% were satisfied, while in 1988, 52% were satisfied.

Generally, RAP members are happy with their dealings with RAP. Almost nine out of ten (87%) are satisfied with the activity registration process (18% delighted), the membership renewal process (14% delighted), and the service when buying tickets (18% delighted). Even 80% of the survey respondents were satisfied with the cost of RAP membership (12% delighted and 70% satisfied), an increase over the 76% satisfied in 1988.

Wills and Contributions. On an on-going basis, current members can help strengthen RAP by encouraging friends to join. In the long-run, they can also make voluntary contributions to RAP and name the Smithsonian in their wills. Questions about both gifts and wills were included in the survey.

Wills. We asked members if they would consider including The Smithsonian Associates in their will. A handful of members (0.3%) indicated that they have already included RAP as a beneficiary in their wills or expect to (see Table 20). One in sixteen respondents said that they would consider including RAP as a beneficiary. While over half (58%) said that they definitely would not include RAP, more than a third said that they were not sure.

Comparing those who would consider RAP in their will to those who would not, we find few differences. Individuals who would consider including RAP in their will are younger and more likely to mention philanthropy as a promotional factor for RAP memberships. Those not interested are older, include more retired and widowed households, and live in wealthier areas of the metropolitan region. Age is a major difference between those who would consider RAP as a beneficiary and those who would not (see Table 21). The question may resonate differently with those who are older and who undoubtedly have already made provisions for beneficiaries in their wills. Nevertheless, the more than two-fifths who did not exclude the possibility of designating RAP as a beneficiary presents a significant development opportunity.

Annual Contributions. The second approach to supporting RAP outreach involves pledges of annual contributions. This approach was somewhat more acceptable to the survey respondents. Nearly one-fifth indicated that they would be willing to consider an annual voluntary contribution (18%) although most tended towards an indeterminate amount. About two-fifths either gave a definite "NO" (44%) or said they were uncertain (38%) (see Table 22).

Unlike the situation with planned giving through wills, age and residence did not differentiate the willingness to make a contribution. Again, however, specifying a philanthropic reason to join RAP doubled the propensity of survey respondents to consider a voluntary contribution. Among members mentioning philanthropy, 5% marked a specific amount (compared to 3% for other respondents) and 20% said "yes, but uncertain amount" (compared to 11%). One-third of the philanthropists (35%) gave a definite "NO" compared to half of other respondents (49%). The largest number of

respondents who indicated a specific contribution marked “less than \$100” (4% of philanthropically inclined members and 2.5% of non-philanthropic members). Fewer members specified contributions over \$100 yearly (1.5% of philanthropic and 0.5% of non-philanthropic respondents). RAP members who participated in RAP activities last year are less inclined to contribute than non-participants. Overall, there is a segment of RAP members who are already inclined towards voluntary contributions due to a philanthropic orientation.

#### IV. RAP Households and New Technologies

During the past five years, a major revolution in communication, information transmission, and business operations has occurred with the explosion of World Wide Web activity. The Smithsonian Associates has established a site on the Web with a Home Page and linked pages describing RAP activities. The present survey included questions designed to provide the first benchmark of RAP member use and evaluation of the Web. Those results are discussed in the first part of this section.

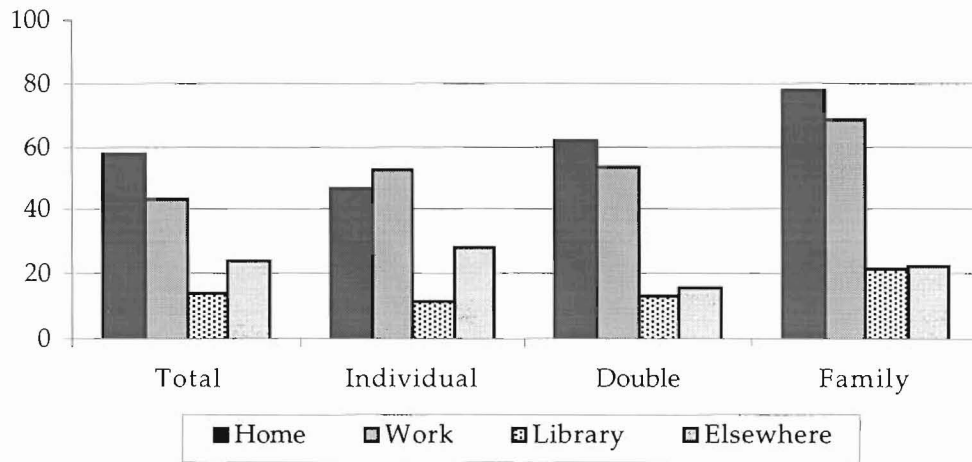
The analyses presented in the second part of this section take advantage of another technological application, the manipulation of massive data sets about people living in the United States with low-cost, powerful computers. Over the past 20 years, marketing studies have summarized behavior into clusters of characteristics, rather than individual descriptors. Marketing has emphasized studying behavior rather than attitudes when possible. These emphases have been supported and encouraged by new technologies. The consequence has been the production of “lifestyle clusters” combining census, governmental, and private data to divide the United States into a small number of clusters specifically tied to and describing residential neighborhoods. The “lifestyles” of RAP households are in the second part of this section.

#### RAP Households and the World Wide Web

Access. The first observation that emerges from the survey is that RAP members are ahead of the technology curve in connecting to the World Wide Web. Four-fifths of the RAP households responding to the survey indicated that they have web access (80%) (see Table 24). More than half (58%) of RAP members reported having web access at home, 56% reported web access at work, and a few at other locations (see Figure 9). About 38% of member households have access both at home and at work.

Households that have been RAP members for more than five years are significantly less likely to report web access than newer members. As might be expected, age is significantly related to web access. Almost all members under 30 years old report access (99%), with access decreasing slightly through age 60 and then decreasing sharply (see Figure 10). Likewise, households with children report greater web access (96%) than childless households (76%). Households that reported participating in RAP activities that require commitment of time and/or money are less likely to report web access. Households that report attending activities such as free activities and lectures are more likely to have web access.

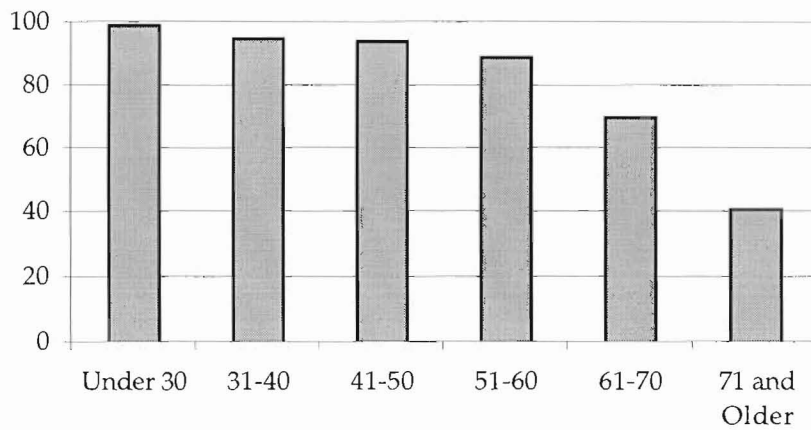
Figure 9  
1998 Locations of Web Access, by Membership Groups  
(In Percent)



Source: Table 24

\* Totals exceed 100% as respondents could indicate more than one access location.

Figure 10  
1998 Web Access by Age  
(In Percent)



Source: Data on file at ISO



The picture is clearer when RAP members are divided into four groups on the basis of web access at work and home:

- Access both at home and work (38%);
- Access at home only (20%);
- Access at work only (18%); and
- No access at either home or work (24%) (although a few members reported access through libraries or other portals).

Members with access at work only are more likely to live in D.C., and have been members for less than two years, more likely to be unmarried, under 30, live in single person households without children, be employed full-time, earn under \$75,000, live in neighborhoods dominated by prosperous singles, and participate in lectures and other low-cost RAP activities.

By contrast, the group without access to the World Wide Web tend to participate in tours and other more expensive RAP activities, are very satisfied with current activity times, have incomes under \$50,000, are employed part-time or retired, have not graduated from a four-year college, do not have children at home, are one or two person households, are not married currently, are over 60 years old, and have been RAP members for more than ten years.

Members with access at home only and members with access both at work and at home have similar profiles. They are more likely to be married and live in a household with two or more members. Respondents with access at both are slightly younger, have higher incomes, are less satisfied with current activity times, are more likely to have adults employed full-time, and are more likely to have children living at home (data on file).

Frequency of Access. RAP members with access to the World Wide Web visit frequently. More than half report visiting the web daily (58%) while another quarter visit weekly (23%) (see Table 24). Members under 30 years old report the greatest frequency of daily visits (79%) with the frequency decreasing with age (29% over age 70). Larger households, especially households with children, visit more frequently than smaller households. Members with more education report greater use.

Internet Service Providers (ISPs). Of the four-fifths of RAP members with internet access, America On Line (AOL) is the dominant internet service provider (29%) (see Table 25). Erol's (19%) and an ISP at work (16%) are next most commonly used. Nearly 24% of the survey respondents indicated that they used another ISP and 12% were not sure what company provided their access.<sup>11</sup>

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<sup>11</sup> Since ISP's often have different local market penetrations because of local versus long distance modem access, it is not surprising that "other" ISP's are most frequently mentioned by RAP members living outside Virginia and Maryland (44%) while Erol's is rarely mentioned by the same population (1%). Within the two state region, there is little geographical variation.

Members in unmarried households are more likely to say that an ISP at work is the main access portal (23%) compared to married household members (13%). Likewise, RAP members under 40 years old are more likely to say that they use an ISP at work. AOL access increases with the age of RAP members. Nearly half of the members over 70 years old report using AOL (45%). Households in which the adult members work full-time are more likely to use an ISP at work (24%), while households in which some or all of the members do not work full-time are more likely to mention AOL or Erol's.

Portals. Selection of an ISP is important in the potential placing of RAP promotions; however, the portals that are used in searching the web for sites are also considerations for potential RAP promotions. Yahoo! is the primary portal for current RAP members in the survey. Nearly two-thirds of the survey respondents who say that they access the World Wide Web report using Yahoo! (65%) (see Table 25). Between a third and a fifth of web accessing members reported using Alta Vista, washingtonpost.com, Infoseek or Excite, respectively. Nearly a third of the respondents said that they use yet another web portal.

Use of Smithsonian and TSA Pages. As of the date of this survey, there was mixed news for The Smithsonian Associates regarding member use of RAP web pages and communication. More than a third of RAP members, who access the web, report having visited the Home Page for the Smithsonian Institution (36%) (see Table 26). At the same time, less than half as many (16%) report visiting the TSA Home Page (see Table 26).<sup>12</sup>

Paralleling Internet use patterns, new members (under one year) with web access are more likely to report accessing both the Smithsonian Institution and RAP pages and members with a tenure over ten years are least likely. The hit rate among members with access is strongly correlated with age; younger members are more likely to have hit both Home pages than older RAP members. Members with access who participated in RAP activities last year are more likely to report visiting either the Smithsonian Institution or RAP Home Pages than non-participants are. Three-quarters of RAP activity participants with web access have visited the RAP Home Page in comparison with about half of non-participants (57%).

Two-thirds of RAP Home Page visitors participated in lectures, free activities, or other lower cost activities (68%) while fewer non-visitors participated in such activities (53%). The relationship between RAP participation and Web use carries over to more costly activities. One-quarter of RAP Home Page visitors reported participating in tours or other higher involvement activities (26%) in contrast to one-sixth of non-visitors (18%).

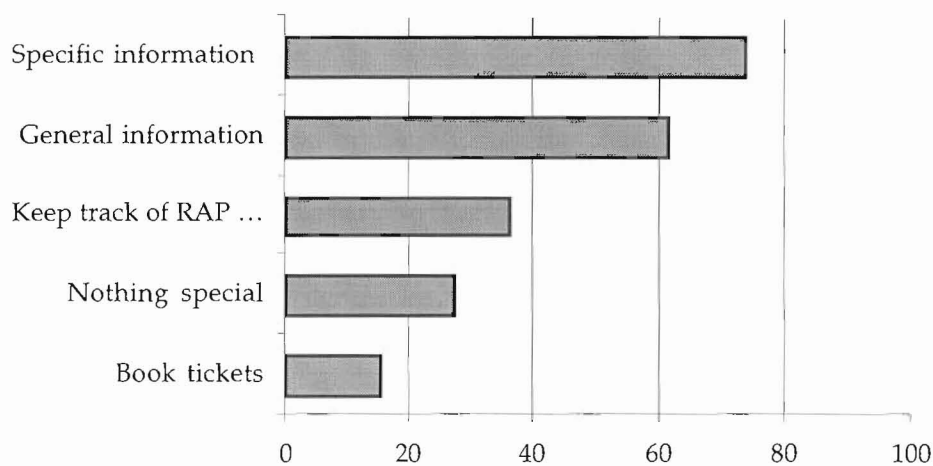
RAP members who visit the RAP Home Page report that they visit infrequently. About one RAP member in twenty reported visiting the RAP Home Page weekly or daily (see Table 26). Half reported visiting less often than weekly and two-fifths said that they rarely visited.

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<sup>12</sup> RAP staff reports that the use of the RAP site has increased dramatically each month since it was established.

Focusing for a moment on the one in twelve RAP members who visits the RAP web site, what do they do when they spend time visiting? Three-quarters (74%) of RAP site users (or 6% of all RAP members) report that they use RAP web access to get information about specific events or activities (see Table 27). General information about upcoming events is the next most frequently reported use (62%), followed by simply keeping track of what is going on with RAP. Members who participated in RAP activities last year were significantly more likely to report using the RAP web pages for information about specific events (78%) than non-participants even though more than half of the non-participants (56%) also reported used them for information.

Figure 11  
Use of RAP Web Site  
(In Percent, for those who Visit the Site)



Source: Table 27.

The most interesting users of the RAP web pages are the members who reported using the pages to book tickets for tours or other activities. One-sixth of RAP members who visit the RAP web pages report using the pages to book tours or other activities (15%). Very new members were most likely to report booking tickets, while members for more than ten years were least likely. The recent rapid expansion of on-line commerce, although the increases are beginning from a small base, suggests that on-line booking services will increase in volume and share of RAP transactions.

More than half of RAP members who visit the RAP web pages have bookmarked the RAP Home Page (58% or 6% of RAP members with web access) (see Table 27).

Overall satisfaction of RAP members with the RAP web site is very high. Nearly nine out of ten RAP members (who access the RAP site) said that they were delighted (10%) or satisfied (76%) overall. More than eight out of ten said that they were delighted or satisfied with the correctness of information, the comprehensiveness of information, the general appearance, the timeliness of information, and doing business with RAP. (See Table 28)

In fact, the only two areas with as much as five-percent dissatisfaction were (1) doing business with RAP (6%) and (2) timeliness of information (5%). RAP members who expressed less than satisfaction with current activity times were significantly more likely to say that they were dissatisfied with doing business with RAP (10%) compared with members who were satisfied with current activity times (3%).

Communication. The final question dealing with the World Wide Web activities of RAP members concerned an issue that is emerging with the spread of one-on-one marketing. It is possible to use the web to transmit information to members that has been individually tailored to fit their preferences and past participation patterns.<sup>13</sup> We were concerned with two related topics: (1) do RAP members desire e-mail announcements in addition to printed information and (2) do RAP members object to receiving e-mail RAP announcements.

One-quarter (27%) of the RAP members responding to this question indicated that they would like to receive e-mail announcements (see Table 27). Conversely, 14% indicated that they do not like the concept of e-mail messages.

Over half indicated that current information, available on the RAP web pages (11%) or in RAP printed information (42%), is adequate.

We conclude that e-mail can not replace printed information at the present time. Considering the number of members who do not have web access, it is necessary to continue print documents. Nevertheless, e-mail announcements targeted to willing members, as a supplement to print documents, are catering to the needs of a substantial portion of RAP members and support RAP's shift to more transactions on the web.

Acceptance of e-mail announcements was greater for households that reported web access at home (27% at home only and 34% at both home and work) in comparison with those that reported access at work only (20%). Respondents who participated in RAP activities last year showed greater willingness to receive e-mail announcements (30%) than non-participants (22%). Interest in e-mail decreases with RAP membership tenure. More than a third (35%) of new members expressed a willingness to receive announcements while one-fifth (20%) of long term members (over ten years) expressed similar feelings. Clearly, comfort with e-mail is correlated with age. Half of RAP respondents under 30 years old (49%) and more than a third of members aged 31 to 40 (36%) would like to receive e-mail announcements.

In general, the RAP membership is heavily involved with the World Wide Web. The survey responses show that future use will increase since the younger, newer, and more active members report greater involvement than the longest tenure members. Concurrently, RAP has an opportunity to shift more of its contact with members to the web and to further a one-on-one marketing relationship. From RAP's perspective, the future is already here in the opinions of young and new members.

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<sup>13</sup> RAP presently offers listserv to RAP members.

## Lifestyle Clusters and RAP Member Profiles

The discussion, thus far, has focused on demographic, behavioral and attitudinal characteristics of RAP members as determined in the survey. We now turn to another way of looking at RAP members: defining the lifestyle characteristics of the neighborhoods in which they live. In a sense, we are making a transition from looking at members as individuals (a more psychological approach) to RAP members as representatives of the culture in which they live (an anthropological or sociological approach).

Above we noted the availability of massive data sets about people in the United States and low-cost, powerful computers and the production of “lifestyle clusters” combining census, governmental, and private data that divide the United States into a number of clusters specifically tied to residential neighborhoods.

The cluster approach to marketing assumes that people belonging to a cluster are more likely to buy similar products and do similar things than people in different clusters (“birds of a feather flock together”). This approach has become more powerful applied to smaller, more homogeneous neighborhoods, e.g., households living on one side of a street in a residential block, than when it is applied to larger, more heterogeneous neighborhoods such as zip codes. Since the clusters are tied to geographic areas, efficient target marketing using direct mail is possible.

National Decision Systems prepared a lifestyle analysis overlay of all current RAP household addresses, i.e., not just those surveyed, using their Micro Vision cluster procedure at the Zip+4 geographic level. The details of the analysis, together with the associated data tables, are presented in Appendix B. The basic approach is to first look at the distribution of RAP households across a range of neighborhood types, to see whether the distribution is higher or lower than would be expected by chance (based on the distribution of all households in the Metropolitan area), to calculate the extend to which RAP has engaged households in these neighborhoods, and to look at the survey results in terms of neighborhoods in which the majority of RAP households live.

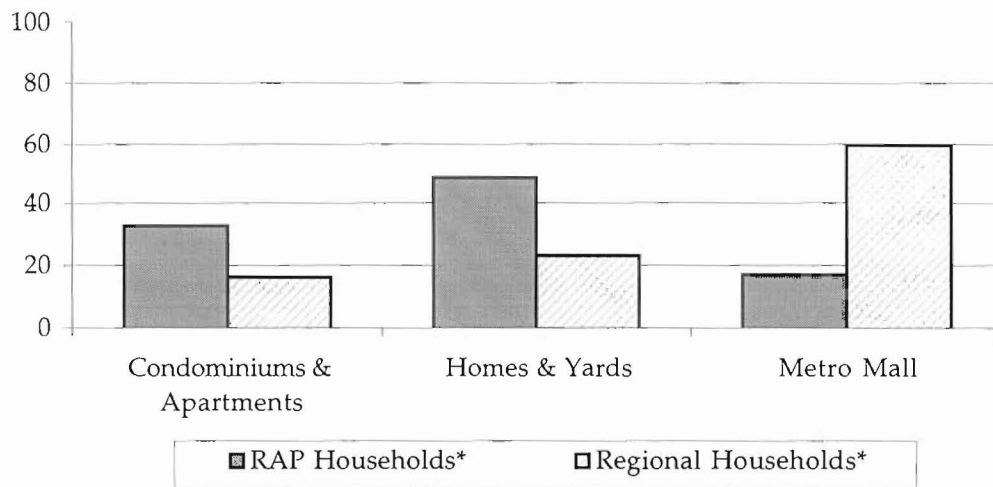
In effect, we can use the Micro Vision lifestyle information to construct a RAP community and see how RAP community neighborhoods compare with the Washington area community. Three major neighborhood types are analytically important for this discussion. The three neighborhoods are: (1) Condominiums and Apartments; (2) Homes and Yards; and (3) Metro Mall.<sup>14</sup> RAP members live in all three neighborhood types throughout the Washington region (see Figure 12).

The data show that RAP membership and the general population of households are not distributed randomly across the region (see Table 29). More importantly, the RAP community and the Washington community do not have the same distribution of the three neighborhood types.

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<sup>14</sup> See Appendix B for an explanation of how the 50 Micro Vision neighborhoods were combined to form three analytic neighborhoods.

Figure 12  
RAP Households and Regional Households, by Major Neighborhood Types  
 (In Percent)



Source: Table 29

In fact, RAP member households are considerably more likely to live in two types of neighborhood. Seven-eighths of RAP households are located either in Condominiums and Apartment or Homes and Yards neighborhoods (82%) as compared with 40% of Washington households in these neighborhood types. That is, RAP households are twice as likely to live in these neighborhoods as an average region household. The table also shows another important piece of information. RAP has succeeded in acquiring members in much larger percentages of the households from Condominiums and Apartments and Homes and Yards neighborhoods than Metro Mall neighborhoods.<sup>15</sup> (Remember that a RAP household may be found in any Micro Vision neighborhood. RAP households are much more common in some neighborhoods than others.)

Thus far, we have been discussing the total universe of RAP households and information provided by National Decision Systems to characterize them. It is also possible to look at information collected in the Member Survey in terms of these clusters and to highlight similarities and differences between households living in different neighborhoods. It is important to stress one caveat. There are relatively few RAP members living in Metro Mall neighborhoods, and they are probably less representative of non-RAP members living there than are RAP members living in the other two neighborhoods.

RAP members living in Condominiums & Apartments neighborhoods are more likely to live in D. C. (40%) than other members (15%). They exhibit the highest level of RAP activity (see Table 30). The average member in these neighborhoods reported attending two RAP paid activities last year. They also participated in more free adult events and activities for children than members living in other neighborhoods. Members living in

<sup>15</sup> The information provided by National Decision Systems shows that Metro Mall neighborhoods contain households that are less educated, have lower property values, and contain more minority persons than the two neighborhoods that contain the preponderance of RAP members. Finally, Metro Mall households are half as likely to visit a museum as households in the other neighborhoods.

Condominiums & Apartments neighborhoods were more likely to participate regardless on their geographic residence, however, D.C. residents were even more likely to participate.

Generally, Condominiums & Apartments members report somewhat greater participation in specific types of RAP activities than members from other households. RAP members from Metro Mall neighborhoods are more likely to report that they did not participate in any RAP activities.

As we saw earlier, more than half of RAP households belong to and attend activities sponsored by other cultural organizations. This pattern is even more pronounced for Condominiums & Apartments respondents. Three-fifths (60%) report having attended other activities compared to half of Homes & Yards (53%) and 44% of Metro Mall respondents.

In summary, RAP members live throughout the Metropolitan region, however, they are not evenly distributed. Rather, more than three-quarters live in areas that contain only two-fifths of the region's households.

## VI. Observations

The survey data show that RAP is an active, vibrant program with many satisfied members. Nevertheless, it is worthwhile to make some observations from a strategic planning perspective that RAP may use to adjust its program offerings and business operations. We approach the strategic context by summarizing some of RAP's strengths, weaknesses, opportunities, and threats as demonstrated in the survey results. These observations need to be coupled with organizational and environmental analyses in a strategic planning process.

RAP Strengths. The survey demonstrated that RAP has many significant strengths largely based on its current membership.

- RAP members are very satisfied with current programs and operations. In fact, satisfaction has increased since a similar survey in 1988.
- RAP members are active members. More than half participated in at least one RAP activity last year.
- RAP has retained a large membership, with a dues increase four years ago, although it is slightly smaller than ten years ago.
- RAP members are very loyal. A majority have been RAP members for more than five years. Almost no survey respondents said that they had changed their membership level because they were dissatisfied with member benefits. However, recall that lapsed members were not included in the survey.

- While there are differences in the level of participation for members living within the Washington metropolitan area, members from throughout the region participate in all types of programs. Geographical barriers do not seem to affect participation significantly
- RAP members have entered the Cyber generation. The vast majority are connected to the World Wide Web and use it. Many have used the web to access Smithsonian Institution or RAP information contained on their web sites. Some have used the web to book RAP activities.

RAP Weaknesses. The survey data also point to several possible weaknesses of RAP.

- The RAP membership draws from a narrow geographic base representing a few lifestyle clusters within its target geographic market, the Washington metropolitan area.
- The RAP membership is aging. It is five years older in 1998 than it was in 1988. The percentage of members under 30 is lower today than ten years ago. If the membership continues to age and large numbers of older members leave, they will need to be replaced by younger members. Likewise, constellation of activity participation is likely to change as members age.
- The number of members with children is lower than ten years ago.
- The current members appear to have a low inclination towards philanthropic support of RAP, especially in comparison with Contributing Members of the Smithsonian Institution. This may be due to the fact that CMP mines the Resident Associates for philanthropic givers. Therefore, one-tenth of the total RAP membership file are Contributing Members. RAP members seem much more consumption and benefit oriented in setting the value of a RAP membership.
- Nearly half of the RAP members did not participate in any RAP activities last year.

RAP Opportunities. The survey documented a number of opportunities for RAP development:

- Although the RAP Members did not exhibit a strong philanthropic orientation, a substantial minority also did not rule out the idea of including RAP in wills or making voluntary contributions to support RAP outreach. There is an opportunity for RAP to educate members in planned giving. Of course, since many other Smithsonian and other organizations are also encouraging planned giving, the survey does not provide information to assess the effectiveness of such education for RAP.



- The World Wide Web offers an excellent opportunity to enhance communications with members. Given the flexibility of the web, e-mail announcements can be specifically targeted to members interested in receiving such announcements. The web also provides a mechanism for shifting business from person based, time-constrained operations to a consumer-controlled environment. The web facilitates a one-to-one RAP marketing strategy targeting RAP activities and appeals to the needs and wishes of individual members.
- Members, especially those engaged full-time in the labor market and those with children, expressed an interest in more weekend activities. The weekend market, on the member survey, appears to be under-served.
- Several lifestyle clusters are significantly less represented in RAP membership than in the museum visiting market. These museum-goers who have not joined RAP offer an opportunity to expand RAP membership. Barriers to RAP membership may include cost, types of activities offered by RAP, and time considerations. The significance of these considerations for RAP strategic planning can not be assessed using the current survey of members. Assessment may require additional information such as a survey of museum visitors to determine RAP awareness and barriers.

Threats. Finally, the evolving leisure-time market in the Washington metropolitan region provides potential threats for RAP growth.

- More than half of RAP members support and attend activities sponsored by other organizations that parallel RAP activities. This cross-organizational membership presents a potential threat if members decide to join another organization rather than RAP. Such a choice may be most significant for the quarter of RAP members who attended another organization's activities, but did not attend a RAP activity.
- Time is becoming a scarce resource for more and more people in recent years, especially people most likely to join RAP. Competition from other, non-cultural activities for this scarce resource is a potential threat.
- General demographic trends show that the greatest population growth is in ethnic and demographic groups that are not heavily represented in the museum core market. At the same time, an increasing income, education, and computer gap in society may increase the difficulty of creating commonly attractive activities.
- Likewise, a trend towards the fractionalization of markets and society may be creating new cultural barriers to general activities.

- RAP will need to acquire new, younger blood through new members. These members will be different folks from the older RAP members if large numbers of younger members are acquired. The young members will be more likely to have children and seek activities for children or families if they are as consumption oriented as current members. Clearly, the media and compute experience is significantly different. The younger members, having grown up in a world that they were largely in control of will seek activities which they still feel that they control. Thus, structure of RAP activities will expand beyond those with which older members feel fully comfortable. Additionally, the rate of organization membership of the young generations appears lower than that of persons over fifty.

While the survey illustrated strengths, weaknesses, opportunities, and threats facing RAP as it plans for the next ten years, member opinions show that it is well-positioned to move into the next decade.

Appendix A.

Questionnaire and Respondent Letters

## **It's in the mail!**

**We often hear this as a fable. This time, however, it is true.**

Your household has been selected to assess The Smithsonian Resident Associate Program as part of a small, scientifically selected sample of members. You expect good programs from us—now we want your thoughts about how well we are doing.

A survey questionnaire will arrive within a week.

Thanks for your assistance. We appreciate it.



The Smithsonian Associates



## The Smithsonian Associates

September 23, 1998

As you know, the daily activities, work and leisure of each of us have changed greatly in recent years. As we continuously design and refine the Smithsonian's Resident Associate Program, we want to be sure that our programs are serving your needs and interests.

We have developed the enclosed questionnaire to give you an opportunity to participate in shaping the Resident Associate Program in the coming decade by candidly sharing your views. We will use the information to evaluate the effectiveness of current services, benefits and activities, as well as plan for the future of this vital membership program.

Everyone who receives a questionnaire has been selected randomly, and we need to hear from each of you so that the results accurately represent our members' opinions. Questionnaires are not identifiable by name and will be kept confidential.

It is very important that you respond. Please complete the questionnaire and return it in the enclosed business reply envelope. We will send you a small gift as a token of our appreciation.

Thank you for sharing your views on the topics in this brief survey. I look forward to learning more about your interests and experiences as a Resident Associate. We will use your answers to develop a program that serves you even better.

Sincerely,

Mara Mayor  
Director

# Resident Associate Membership Program Study

## MARKING DIRECTIONS

Print legibly using a blue or black ink pen. Felt tip markers should not be used. Enter ONE number per box and stay within the confines of the box.

For the ovals, place a heavy mark or an X within the oval or fill in the oval completely. Please **PRINT** where applicable.

CORRECT		INCORRECT		CORRECT		INCORRECT	
0	6	1	4	6	1	4	

### I. PARTICIPATION IN THE RESIDENT ASSOCIATE PROGRAM

- How long has your household been a member of the Resident Associate Program? (Mark ONE)
 

Less than one year	3-4 years
1-2 years	5-10 years
	Over 10 years
- Please indicate your current Resident Associate Program (RAP) membership category. (Mark ONE)
 

Individual	Family
Double	
- In the last 12 months, which types of RAP activities did your household attend? (Mark ALL that apply)
  - Lectures (one time only)
  - Adult lecture courses
  - Adult studio arts classes
  - All-day seminars
  - Foreign tours
  - Films
  - Free activities for members only
  - One-day tours
  - Overnight tours
  - None of the above
- In the last 12 months, what subject areas were covered in RAP activities your household attended? (Mark ALL that apply)
  - History
  - Fine Arts
  - Performing Arts
  - Science and Technology
  - Discovery Theater
  - None of the above

- Which THREE of the following times best fit your schedule for attending RAP activities? (Mark up to THREE)

	Sunday
	Saturday
	Friday
	Monday-Thursday
9-12 Morning	.....
12-5 Afternoon	.....
After 6 Evening	.....

My time is unpredictable, so I cannot say

- Other than RAP, does your household belong to any Washington-area cultural organizations that sponsor lectures, courses, or tours? (Mark ONE)
  - Yes
  - No
  - Do not live in the Washington area
- Other than RAP, has your household attended lectures, courses, or tours sponsored by any Washington-area cultural organizations in the last 12 months? (Mark ONE)
  - Yes
  - No
  - Do not live in the Washington area

8. In the last 12 months, how many paid and free RAP activities did you and other members of your household attend? (Estimate the number of activities.)



You                      Spouse/  
Partner                      Young  
Associates

Number  
of Paid

Number  
of Free

## II. RESIDENT ASSOCIATE PROGRAM MEMBERSHIP BENEFITS

1. Since joining RAP, which benefits has your household used? (Mark ALL that apply)

- Commons Dining Room use
- Cooper-Hewitt Museum free admission
- Discounts at Museum Shops
- Discounts on Smithsonian mail order catalogue
- Discounts on *Wilson Quarterly*/*Air & Space* magazine/Smithsonian Press publications
- Free activities for members only
- Paid activities for members only
- Registration discounts on RAP activities
- Smithsonian local, U.S. and Canada Study Tours
- Smithsonian Foreign Study Tours
- Smithsonian* magazine
- The Associate*

2. If you were encouraging friends to become Resident Associates, what THREE aspects of membership would you stress? (Mark THREE)

- Attending RAP activities
- Becoming involved in the life of the Smithsonian
- Discounts for RAP activities
- Free activities for members only
- Opportunity to meet members of the community
- Receiving *The Associate*
- Receiving the *Smithsonian*
- Supporting Smithsonian outreach and activities in the public interest

3. How satisfied is your household with the following aspects of RAP? (Mark ONE oval on each line)

Not Applicable  
Dissatisfied  
Somewhat Dissatisfied  
Somewhat Satisfied  
Satisfied  
Delighted

- Activity registration process . . . . .
- Cost of membership . . . . .
- Fees for activities . . . . .
- Membership renewal process . . . . .
- Service when buying tickets . . . . .
- Variety of activities (course, tours, etc.) . . . . .
- Variety of activity subjects . . . . .
- Variety of times activities scheduled . . . . .

4. If you changed your membership level at any time, what was the most important reason for the change?

- Change in household financial circumstances
- Change in size or composition of household
- To get additional membership benefits
- Dissatisfied with membership benefits
- Did not change level of membership

5. Would you consider including The Smithsonian Associates as a beneficiary in your will when planning your estate?

- Yes, TSA already in will
- Yes, expect to include TSA in will
- Yes, would consider
- Not sure
- No, definitely not

6. Would you consider making a voluntary contribution to support RAP outreach activities?

- Yes, over \$1000 yearly
- Yes, between \$250 and \$1000 yearly
- Yes, between \$100 and \$250 yearly
- Yes, less than \$100 yearly
- Yes, but I do not know how much
- Not sure
- No

### III. THE WORLD WIDE WEB

1. Where does your household have access to World Wide Web? (Mark ALL that apply)
  - Home
  - Work
  - Library
  - Somewhere else
  - Do not have Web access (GO TO section IV: Background Characteristics)
  
2. How often does your household access the World Wide Web? (Mark ONE)
  - Daily
  - Weekly
  - Less often
  - Never (GO TO Question 11)
  
3. What is your main internet service provider (ISP)? (Mark ONE)
  - AOL
  - Erol's
  - Mindspring
  - ISP at work
  - Other (please specify)
  - Not sure
  
4. Which THREE of the following does your household use most frequently? (Mark ALL that apply)
 

AltaVista	Webcrawler
Excite	Yahoo
Infoseek	Other
sidewalk.com	None
washingtonpost.com	
  
5. Has your household ever visited The Smithsonian Institution Home Page?
  - Yes
  - No
  
6. Has your household ever visited The Smithsonian Associates Home Page?
  - Yes
  - No (GO TO Question 11)
  
7. How often do people in your household access The Smithsonian Associates Web site?
  - Daily
  - Weekly
  - Less often
  - Rarely (GO TO Question 11)

8. How has your household used The Smithsonian Associates Web pages? (Mark ALL that apply)
  - To book tickets for tour or activity
  - To get information about specific events or activities
  - To get general information about upcoming activities
  - To keep track of what is going on
  - Nothing special, just visited it
  
9. Is The Smithsonian Associates Home Page bookmarked or stored as a "Favorite Place"?
  - Yes
  - No
  
10. How satisfied are you with the following aspects of The Smithsonian Associates Web site? (Mark ONE oval on each line)
 

	Not Applicable
	Dissatisfied
	Somewhat Dissatisfied
	Somewhat Satisfied
	Satisfied
	Delighted

Comprehensiveness of information . . . . .	
Correctness of information .	
Doing business with TSA .	
General appearance . . . . .	
Timeliness of information .	
Overall satisfaction . . . . .	
  
11. Would you like to receive e-mail announcements about RAP activities? (Mark ONE)
  - Yes
  - No, the information on The Smithsonian Associates Web pages is adequate
  - No, printed information is adequate
  - No, I do not like e-mail announcements

### IV. BACKGROUND CHARACTERISTICS

1. Are you:
  - Male
  - Female
  
2. What is your marital status?
  - Never married/Single
  - Married or live with domestic partner
  - Separated/Divorced
  - Widowed



3. What is your age group? (Mark ONE)

- |              |              |
|--------------|--------------|
| 30 and under | 51-60        |
| 31-40        | 61-70        |
| 41-50        | 71 and older |

4. How many individuals live in your household? (Include yourself)

- |     |              |
|-----|--------------|
| One | Three        |
| Two | Four or more |

5. In which age groups does your household have children? (Mark ALL that apply)

- |         |                |
|---------|----------------|
| Under 4 | 13-18          |
| 4-8     | 19-22          |
| 9-12    | Does not apply |

6. What is your (and your spouse's) educational background? (Mark ONE for each person)

Spouse/partner
You

- |   |
|---|
| Some college or less . . . . .                            |
| Associate or Jr. College or<br>Technical degree . . . . . |
| Bachelor's degree . . . . .                               |
| Master's degree . . . . .                                 |
| Doctoral/Professional degree . . . . .                    |
| Does not apply (No spouse/partner) . .                    |

7. Which of the following describes your (and your spouse's) current activities? (Mark ONE for each person)

Spouse/partner
You

- |                                      |
|--------------------------------------|
| Working full time . . . . .          |
| Working part time . . . . .          |
| Homemaker . . . . .                  |
| Retired . . . . .                    |
| Full-time student . . . . .          |
| Does not apply (No spouse/partner) . |

8. Which of the following best describes your (and your spouse's) employer (or last employer, if retired)? (Mark ONE for each person)

Spouse/partner
You

- |                                       |
|---------------------------------------|
| Federal Govt.: Civilian . . . . .     |
| Federal Govt.: Armed Forces . . . . . |
| State/Local Govt. . . . .             |
| Private Firm: 500+ employees. . . . . |
| Private Firm: 100-499 employees . .   |
| Private Firm: under 100 employees.    |
| Nonprofit organization . . . . .      |
| Self-employed in own business . . . . |
| Does not apply(No spouse/partner).    |

9. Please estimate your household income (from all sources) in 1997. (Mark ONE)

- |                     |
|---------------------|
| \$25,000 or less    |
| \$25,001-\$50,000   |
| \$50,001-\$75,000   |
| \$75,001-\$100,000  |
| \$100,001-\$150,000 |
| \$150,001-\$250,000 |
| Over \$250,000      |

10. With which of the following cultural/racial/ethnic groups does your household identify? (Mark ONE)

- |                                  |
|----------------------------------|
| African-American/Black           |
| American Indian or Alaska Native |
| Asian American/Pacific Islander  |
| Latino/Hispanic                  |
| White                            |
| Other (specify):                 |
- Multiple

**V. FINAL COMMENTS**

Please share your thoughts about the Resident Associate Program with us.

20912

THANK YOU. Please return this questionnaire in the envelope provided.

Questar/Q800824



## Heads up!

Last week, you were mailed a questionnaire to let you speak out about the Smithsonian Resident Associates Program.

Thank you for returning the questionnaire. We shall mail a token gift for your invested time in the near future.

If you have not had the time to complete the questionnaire yet, please take about 15 minutes as soon as possible. As a member of a scientifically selected household, your voice is important because it represents the opinions of other RAP households.

If you have not received the questionnaire, call me for a replacement (202/357-4800).



The Smithsonian Associates



## The Smithsonian Associates

October 30, 1998

Several weeks ago, I asked you to participate in a Resident Associate Program (RAP) membership survey. It is part of RAP's continuing effort to be responsive to the interests, opinions and characteristics of its members.

If you have returned the questionnaire, thank you for sharing your opinions with us. The information that you have provided will assist us in tailoring the Resident Associate Program's services and benefits to fit your interests.

If you have not yet completed the questionnaire, please do so now. Your response is essential for obtaining a complete and accurate profile of Resident Associate Program members for our program planning and future development. For your convenience, we have enclosed a second questionnaire and business reply envelope.

The survey was mailed to a small number of members selected at random so your answers are essential. Individual members cannot be identified from their questionnaires.

Thank you in advance for taking a few moments to complete the questionnaire and to share your views with us.

Sincerely,

Mara Mayor  
Director

SMITHSONIAN INSTITUTION  
Ripley Center Suite 3077  
1100 Jefferson Drive SW  
Washington DC 20560-0701  
202.357.3030 Telephone  
202.786.2536 Fax



## Appendix B.

### Lifestyle Analysis and RAP Member Profiles

#### Introduction

As noted in Section V, National Decision Systems (NDS) prepared a lifestyle analysis of all current RAP households, i.e., not just those surveyed. The cluster approach assumes that people belonging to a cluster are more to have similar behavior patterns than people in different clusters.

This approach is based on combining governmental, and private data to divide the United States into a relatively small number of clusters specifically tied to residential neighborhoods. Originally, the approach was applied to large areas, e.g., zip codes. More recently, it been applied to smaller, more homogeneous neighborhoods, e.g., zip plus four. Since the clusters are tied to geographic areas, efficient target marketing using direct mail is possible.

For this study, each RAP household was assigned to one of fifty lifestyle clusters (Table B1) based on neighborhood at the zip plus four level.

In the remainder of this Appendix, we explain the information available as well as provide some interpretation.

#### Appendix Table B1

The basic data provided by National Decision Systems (NDS) is arrayed here.

<u>Column Heading</u>	<u>Discussion</u>
A Cluster	Cluster numbers (1to 48) are assigned by NDS and appear to have a built-in social class gradient; i.e., neighborhoods with low numbers are more affluent compared to those in higher numbers. Cluster 49 (“Anomalies”) includes a few neighborhoods with very unusual characteristics (more than three standard deviations from any cluster centroids. Cluster 50 (“Unclassified”) includes RAP members for whom residential neighborhood data is lacking, e.g., members using a government office as their membership address.
B Cluster Description	Cluster names are assigned by NDS as an easy way for readers to refer to clusters. A full description of each cluster is in the <i>MicroVision Marketing Guide</i> from NDS. Although cluster names are easy to use, the reader should remember that depending on these names to understand the clusters can conceal

important characteristics like other summary measures.

- C Group The 48 cluster (excluding Anomalies and Unclassified) are aggregated by NDS into nine Groups with similar demographic characteristics. The table has been sorted by Group Number.
- D Group Description Group names are assigned by NDS.
- E % TSA The percent of TSA households who live in a specific cluster. For example, 21.5% of RAP households are located in "Upper Crust" neighborhoods (Cluster 1), compared to 0.1% who are located in "University USA" neighborhoods (Cluster 47, near bottom of table).
- F % Metro Area The percent of Metropolitan Washington households who live in a specific neighborhood cluster. For example, 6.2% of Metropolitan Washington households live in neighborhoods classified as "Upper Crust" (Cluster 1).
- G TSA Index A number which shows the relationship between the presence of households of interest (e.g., RAP households) in a specific cluster and the distribution of that cluster in the geographic area of interest. For example, we can calculate the relationship between %TSA and %Metro Area for Cluster 1 as  $21.5\% / 6.2\% = 3.45$ . This means that RAP households are 3.45 times as likely to live in an "Upper Crust" neighborhood as the average household in the region.

By convention, the relationship between the percent of the RAP membership households that lives in a given neighborhood cluster and the presence of area households in such neighborhoods is called an "index." If RAP memberships were randomly distributed throughout the metropolitan area, we would expect to find 6.2% of RAP member households to be in "Upper Crust" neighborhoods. The data show that membership is not random and that, in fact, RAP member households are 3.45 times as likely to live in neighborhoods characterized by Clusters 1, 4 and 12.. In this case, we say that that the RAP index is 345 for "Upper Crust" neighborhoods or 100 times 3.45.

Index number higher than 100 imply a larger concentration than would be expected by chance. Numbers lower than 100 imply a lower concentration than would be expected by chance.

H Penetration Rate This is a measure of “how well” RAP is faring among all those who are potential members. The penetration rate is calculated by dividing the number of RAP households in the neighborhood by the total number of households in the neighborhood. For example, it turns out that 7.1% of the households living in “Upper Crust” neighborhoods are RAP members; i.e., RAP penetration is 7.1%. Obviously, if half of the households living in these types of neighborhoods were RAP members, the penetration rate would be 50%.

Discussion of Appendix Table B1

Examining Col. E, we see that RAP households seem to be concentrated in neighborhoods associated with a small number of lifestyle clusters, for example, “Upper Crust” neighborhoods. By using 1.0% as a cut-off, we find that 92.7% of the RAP households live in 15 Clusters. Looking at Col. F for those same 15 clusters shows that 71.5% of Metropolitan Washington lives in such clusters. However, while the index of 130 may make it appear that residence of RAP members is near random ( $92.7\%/71.5\% = 1.30$ ), examination of the high RAP membership clusters individually tells a different story. The index for the top 14 clusters ranges from 16 to 454 and the penetration rate from 0.3% to 9.3%

Appendix Table B2

Rearranging the clusters and adding additional information about the fifty Micro Vision lifestyle clusters provides a clearer picture of the distribution of RAP households. The first seven columns are the same as those in Appendix Table B1 (G. C. A. B. E. F and H). The new information is defined below:

<u>Column Heading</u>	<u>Discussion</u>
I % Museum Visits	The percent of the households in the cluster with members who visit at least one museum annually. Data are from a national survey and reported by NDS.
J Museum Index	This index is calculated by National Decision Systems by comparing the percentage of households visiting a museum in a cluster with the percentage of households in the country that visited a museum. The remaining indices in Appendix Table B2 were

calculated, and reported, by National Decision Systems using the same procedure.

- K Age Index This index, calculated by NDS, shows the ration of the median age of all persons living in a cluster to the median age for the country based on current year NDS proprietary information, The median age is a division of the age distribution in which one-half of the population is greater and the other half is less than the resulting value.
- L Education Index Educational attainment for the universe of persons over 25 years of age based on 1990 census data. The index calculated by NDS shows the percentage of adults in a cluster with a bachelor's degree compared to the percentage of all adults in the country.
- M Property Index Current year estimates of how much the property (house and lot, mobile home and lot, or condominium unit) would sell for if it were for sale based on NDS proprietary data. The index shows the median value of property in a cluster compared to the country.
- N Children Index An index calculated by NDS showing the percentage of households with children age 0 to 18 in a cluster compared to all households in the country based on 1990 census data.

The two major groupings (neighborhoods) on the first page of Table B2 have been created by examining the RAP membership index together with museum visit indices for the clusters. These 14 clusters were selected because they have relatively high RAP membership indices combined with relatively high museum visit indices. The cluster were divided into two neighborhoods based on their aggregation into "Singles" groups by National Decision Systems. The last neighborhood, the second page of Table B2, contains the remaining clusters.

### Discussion of Appendix Table B2

One cluster, "Successful Singles," contains 10.1% of RAP households, far more than its share of regional neighborhoods. The index, Column G, is 454. In other words, more than 4 times as many RAP households live in these types of neighborhoods as would be expected by chance.

The information in Appendix Table B2 shows that four-fifths (82.0%) of the RAP households live in neighborhoods in the first two cluster groups, or 14 Micro Vision clusters. These same neighborhoods contain two-fifths of the region's households (40.2%). Both cluster groups contain relatively heavy museum visitors as shown by the museum visit index. All have high levels of education



as indicated by the percent with index for bachelor's degrees. All are wealthy neighborhoods as indicated by the index of the average value of property in the neighborhood. The Condominiums & Apartments neighborhoods have fewer children than an average neighborhood.

The remaining Micro Vision neighborhood clusters have been grouped as "Metro Mall" neighborhoods. Almost three-quarters of the "Metro Mall" clusters (36 out of 50) contain only one-fifth (18%) of RAP households. Some of these have property values well above average. Some have education levels well above average. Some visit museum more than average. Not every RAP member lives in the same cluster, nevertheless, people with the interest, resources, and access to participate in RAP activities are likely to live in a limited geographic area of the Washington region.

Considering that the RAP penetration of seven clusters (2, 34, 47, 10, 6, 15, and 5) is low, these clusters contain more than a quarter of the region's households, and they contain relatively frequent museum visitors, RAP may have an opportunity to grow by developing activities that appeal to them. Conversely, RAP would have difficulty in marketing to households in clusters with very low RAP penetration and relatively low museum visitation rates.

Remember that while a RAP household may be found in any Micro Vision neighborhood cluster, they are much more common in some neighborhoods.

Table B1  
Distribution of TSA Membership Across Micro Vision Lifestyle Clusters

(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Cluster	Cluster Description	Micro Vision Group	Group Description	% TSA	% Metro Area	TSA Index	Penetration TSA/Metro
1	Upper Crust	1	<u>Accumulated Wealth</u>	21.5	6.2	345	7.1
4	Mid-Life Success	1		15.7	8.1	193	4.0
3	Established Wealth	1		3.9	3.6	110	2.3
2	Lap of Luxury	1		3.6	4.0	91	1.9
5	Prosperous Metro Mix	1		3.1	7.0	44	0.9
14	Middle Years	1		2.8	0.7	405	8.3
6	Good Family Life	1		0.9	2.7	33	0.7
10	Home Sweet Home	2	<u>Mainstream Families</u>	2.4	6.5	37	0.8
16	Country Home Families	2		0.8	3.0	29	0.6
11	Family Ties	2		0.4	2.3	15	0.3
23	Settled In	2		0.3	1.6	17	0.4
17	Stars and Stripes	2		0.2	1.0	17	0.3
18	White Picket Fence	2		0.2	2.5	7	0.1
22	Traditional Times	2		0.1	0.8	9	0.2
35	Buy American	2		0.1	0.3	19	0.4
38	Rustic Homesteaders	2		0.1	0.2	55	1.1
25	Bedrock America	3	<u>Young Accumulators</u>	0.2	1.6	11	0.2
28	Building a Family	3		0.1	1.0	9	0.2
9	Building a Home Life	3		0.0	0.1	100	2.1 *
19	Young and Carefree	3		0.0	0.0	100	2.1 *
12	A Good Step Forward	4	<u>Mainstream Singles</u>	10.3	5.8	179	3.7
8	Movers and Shakers	4		8.2	5.5	148	3.0
15	Great Beginnings	4		3.0	7.2	42	0.9
32	Metro Singles	4		0.4	1.3	30	0.6
34	Books and New Recruits	4		0.1	0.2	86	1.8
39	On their Own	4		0.1	0.5	20	0.4
40	Trying Metro Times	4		0.1	1.3	6	0.1
27	Middle of the Road	5	<u>Asset Building Families</u>	0.1	0.2	57	1.2
29	Establishing Roots	5		0.0	0.3	15	0.3
7	Comfortable Times	6	<u>Conservative Classics</u>	0.6	0.5	111	2.3
21	American Classics	6		0.6	0.4	161	3.3
20	Secure Adults	6		0.3	0.8	42	0.9
30	Domestic Duos	6		0.1	0.2	82	1.6
31	Country Classics	6		0.0	0.0	100	2.1 *
26	The Mature Years	7	<u>Cautious Couples</u>	0.0	0.0	100	2.1 *
33	Living off the Land	7		0.0	0.0	100	2.1 *
24	City Ties	8	<u>Sustaining Families</u>	1.0	6.3	16	0.3
46	Difficult Times	8		0.2	4.2	5	0.1
41	Close-Knit Families	8		0.0	0.0	100	2.1 *
42	Trying Rural Times	8		0.0	0.0	100	2.1 *
43	Manufacturing USA	8		0.0	0.2	100	2.1 *
44	Hard Years	8		0.0	0.0	100	2.1 *
13	Successful Singles	9	<u>Sustaining Singles</u>	10.1	2.2	454	9.3
37	Urban Up and Comers	9		3.7	2.3	161	3.3
45	Struggling Metro Mix	9		1.4	6.0	23	0.5
36	Metro Mix	9		0.8	0.6	125	2.6
47	University USA	9		0.1	0.1	82	1.7
48	Urban Singles	9		0.1	0.3	26	0.5
49	Anomalies	10	<u>Anomalies</u>	0.1	0.1	100	2.1 *
50	Unclassified	11	<u>Unclassified</u>	2.0	0.1	100	2.1 *

Source: National Decision Systems report on file

\* Small number precludes stable calculation of TSA index score and penetration.

Table B2  
Micro Vision Life Style Clusters and RAP Membership: Grouped by RAP Index

(G) RAP Index	(C) MV Group	(A) MV Cluster	(B) Micro Vision Cluster Name	(E) % RAP	(F) % Metro Area	(H) Penetration TSA/Metro	(I) % Museum visits	(J) Museum Index	(K) Age Index	(L) Education Index	(M) Property Index	(N) Children Index
454	9	13	Successful Singles	10.1	2.2	9.3	34	245	116	247	472	26
179	4	12	A Good Step Forward	10.3	5.8	3.7	17	123	112	203	173	37
161	9	37	Urban Up and Comers	3.7	2.3	3.3	27	197	103	208	232	25
148	4	8	Movers and Shakers	8.2	5.5	3.0	23	168	112	223	172	71
125	9	36	Metro Mix	0.8	0.6	2.6	18	131	99	85	215	89
86	4	34	Books and New Recruits	0.1	0.2	1.8	20	146	71	172	102	82
82	9	47	University USA	0.1	0.1	1.7	18	133	63	198	89	29
199			CONDOMINIUMS & APARTMENTS	33.3	16.7	3.6	23	166	164	196	220	49
405	1	14	Middle Years	2.8	0.7	8.3	32	229	114	185	397	85
345	1	1	Upper Crust	21.5	6.2	7.1	31	227	115	250	333	113
193	1	4	Mid-Life Success	15.7	8.1	4.0	24	175	109	191	262	100
161	6	21	American Classics	0.6	0.4	3.3	11	78	120	104	99	73
111	6	7	Comfortable Times	0.6	0.5	2.3	18	132	111	161	144	101
110	1	3	Established Wealth	3.9	3.6	2.3	23	169	106	217	167	116
91	1	2	Lap of Luxury	3.6	4.0	1.9	22	159	97	233	206	156
207			HOMES & YARDS	48.7	23.5	4.1	26	186	183	218	255	119

(cont.)

Table B2 (cont.)  
Micro Vision Life Style Clusters and RAP Membership: Grouped by RAP Index

(G) RAP Index	(C) MV Group	(A) MV Cluster	(B) Micro Vision Cluster Name	(E) % RAP	(F) % Metro Area	(H) Penetration TSA/Metro	(I) % Museum visits	(J) Museum Index	(K) Age Index	(L) Education Index	(M) Property Index	(N) Children Index
37	2	10	Home Sweet Home	2.4	6.5	0.8	18	130	107	135	133	100
33	1	6	Good Family Life	0.9	2.7	0.7	18	128	101	149	154	128
42	4	15	Great Beginnings	3.0	7.2	0.9	17	125	98	135	133	83
44	1	5	Prosperous Metro Mix	3.1	7.0	0.9	17	122	95	162	167	139
20	4	39	On their Own	0.1	0.5	0.4	17	119	116	102	90	53
15	2	11	Family Ties	0.4	2.3	0.3	16	116	94	93	107	138
17	2	23	Settled In	0.3	1.6	0.4	15	108	117	90	84	74
42	6	20	Secure Adults	0.3	0.8	0.9	14	102	111	90	89	84
23	9	45	Struggling Metro Mix	1.4	6.0	0.5	14	101	93	85	97	84
26	9	48	Urban Singles	0.1	0.3	0.5	13	96	127	78	79	28
7	2	18	White Picket Fence	0.2	2.5	0.1	13	93	98	67	81	108
29	2	16	Country Home Families	0.8	3.0	0.6	12	87	100	75	94	116
15	5	29	Establishing Roots	0.0	0.3	0.3	12	85	96	57	65	109
30	4	32	Metro Singles	0.4	1.3	0.6	11	83	97	69	106	88
82	6	30	Domestic Duos	0.1	0.2	1.6	11	82	146	94	103	43
9	2	22	Traditional Times	0.1	0.8	0.2	11	82	104	66	74	97
17	2	17	Stars and Stripes	0.2	1.0	0.3	10	74	80	66	108	155
11	3	25	Bedrock America	0.2	1.6	0.2	10	71	98	63	72	109
57	5	27	Middle of the Road	0.1	0.2	1.2	9	68	98	65	69	106
6	4	40	Trying Metro Times	0.1	1.3	0.1	9	65	83	42	51	100
9	3	28	Building a Family	0.1	1.0	0.2	8	61	95	61	68	109
16	8	24	City Ties	1.0	6.3	0.3	8	57	91	66	70	123
19	2	35	Buy American	0.1	0.3	0.4	6	46	101	51	54	101
5	8	46	Difficult Times	0.2	4.2	0.1	6	45	78	30	44	131
55	2	38	Rustic Homesteaders	0.1	0.2	1.1	6	44	123	46	56	105

(cont.)

Table B2 (cont.)  
Micro Vision Life Style Clusters and RAP Membership: Grouped by RAP Index

(G) RAP Index	(C) MV Group	(A) MV Cluster	(B) Micro Vision Cluster Name	(E) % RAP	(F) % Metro Area	(H) Penetration TSA/Metro	(I) % Museum visits	(J) Museum Index	(K) Age Index	(L) Education Index	(M) Property Index	(N) Children Index	
100	7	26	The Mature Years	0.0	0.0	2.1	*	20	143	99	62	66	103
100	3	19	Young and Carefree	0.0	0.0	2.1	*	17	125	107	142	119	67
100	11	50	Unclassified	2.0	0.1	2.1	*	14	100	79	70	109	140
100	10	49	Anomalies	0.1	0.1	2.1	*	14	100	99	81	80	105
100	3	9	Building a Home Life	0.0	0.1	2.1	*	12	87	102	134	134	112
100	8	44	Hard Years	0.0	0.0	2.1	*	12	85	90	58	60	85
100	7	33	Living off the Land	0.0	0.0	2.1	*	8	59	103	56	59	105
100	8	41	Close-Knit Families	0.0	0.0	2.1	*	7	47	71	23	58	165
100	6	31	Country Classics	0.0	0.0	2.1	*	4	28	105	57	65	102
100	8	42	Trying Rural Times	0.0	0.0	2.1	*	3	23	91	43	51	119
100	8	43	Manufacturing USA	0.0	0.2	2.1	*	1	8	85	33	42	114
30*			METRO MALL	17.8	59.6	0.50		13	97	163	100	106	113

\* Clusters with unstable numbers were omitted from the calculation of averages.



## Appendix C.

### A Guide to Reading Tables

Appendix D includes tables presenting the major results of this study. Table numbers in Appendix D have been assigned approximately in the order of their reference in the main text.<sup>1</sup> Here, using examples from the present study, we provide some guidance to reading the tables.

A portion of Appendix D, Table 2. Demographic Characteristics of RAP Members: Totals and 1998 Membership Groups is reproduced here:

Table 2  
Demographic Characteristics of RAP Members: Totals and 1998 Membership Groups  
(In Percent)

Member Characteristics	Total 1988	Total 1998	<u>1998 Membership Group</u>		
			Individual	Double	Family
<b>Gender</b>					
Male	44.6	45.3	39.7	48.9	49.6
Female	<u>55.4</u>	<u>54.7</u>	<u>60.3</u>	<u>51.1</u>	<u>50.4</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Marital Status</b>					
Single	16.7	12.1	27.9	2.5	0.4
Married	71.6	79.1	53.1	95.0	98.4
Separated/Divorced	6.9	4.2	9.3	1.1	0.5
Widowed	<u>4.7</u>	<u>4.6</u>	<u>9.7</u>	<u>1.4</u>	<u>0.7</u>
Total	99.9	100.0	100.0	100.0	100.0

### Table Naming Conventions

The first part of the table's title, "Demographic Characteristics of RAP Members" denotes the outcome variable, i.e., the demographic characteristics. If we look at Appendix D, Table 12-Tenure, Household Participation in RAP Activities: Totals and Years as TSA Members\*, we'd know that the outcome variable is the participation of the respondent's household in RAP activities.

The second part of the title, "Totals and 1998 Membership Groups" in the table shown above (Table 3) describes the individuals included in the table's statistics. In these

<sup>1</sup> The 1988 data are from Doering, Z. D., & Black, K. J. (1989). *A Description of Smithsonian Resident Associates*. A Report based on the 1988 Resident Associate Program Survey (Report 89-2). Washington, DC: Smithsonian Institution.

tables, "Totals" refers to the total for 1988 and the total for 1998. "1998 Membership Groups" are defined as Individual, Double and Family. In Table 12-Tenure, the second part is "Totals and Years as TSA Members\*." Thus, we know that table includes 1988 and 1998 totals, but the divisions among years as TSA Members are for 1998 only, as indicated in the footnote.

For comparison, the tables include the totals from 1988 data and 1998 data whenever possible. Some tables are based on data available only from the 1998 survey. In a few cases (e.g., Table 12) detailed data from 1988 are also presented.

The left-hand column of Table 3 (above) lists the variables in the table, their categories (e.g. "Female" and "Male") and Total. Some tables, such as the one above, include more than one variable (e.g., Gender, Marital Status, etc.). Some tables include only one variable. [You will notice that most totals add up to 100.0 percent. Sometimes, totals are slightly above or below 100 percent, due to rounding.]

### Reading Tables

Basic Tables. Let's examine Gender. If we look just at the first column in Table 3, Total 1988, we see that 44.6% of the members were men and 55.4% were women. Together, these two percentages add up to 100.0%. The second column (Total 1998) shows that 45.3% of members were men and 54.7% were women. Similarly, these two percentages add up to 100.0%. Comparing the two columns (Total 1988 and Total 1998) shows essentially no change.

We can also compare the proportion of men and women in different 1998 membership groups by looking across to the other three columns. Notice that among Individual members, women make up a larger proportion of the members than men.

Table 3 describes the demographic characteristics of the members for 1988 and 1998 RAP membership as well as the specific 1998 membership groups.

Sub-Section Tables. Another type of table, such as Table 5, separates the respondents into two categories (Male Members and Female Members), based on one variable (gender) and looks at an outcome (e.g. education) by yet another variable (age). In Table 5, the outcome variable is education. The table has two major sub-sections based on gender. For the two years, 1988 and 1998, we can look at education in a set of age categories for men and women separately.

The top half of Table 5 allows for the comparison of education among men in different age groups; the lower half is the same for women. The two parts of the tables can be compared, as well. For example, if we look at the column heading "41-60" we can see that the educational attainment of men in 1988 and in 1998 is quite similar. However, when we look at the "41-60" columns for women, we see a difference between 1988 and 1998 in the percentage with Master's (30% and 37%) and Doctoral or Professional Degrees (12% and 19%). We can also compare men and women within the same year. Thus, we can see that in the "41-60" age group, in 1988 three times as many men had



doctorates or professional degrees compared to women (35% vs. 12%). In 1998, educational attainment for men stayed basically the same but increased for women and the gap had narrowed somewhat (36% for men and 19% for women).

Multiple Response Tables. For some questions on the survey, respondents could choose more than one response category; thus, the totals equal more than 100% and each percentage should not be interpreted as a proportion of the total. Instead, we look at the percent who chose one particular response against all those who did not. For example, look at Table B-1: Use of RAP Member Benefits by RAP Households Since Joining: Total and 1998 Membership Groups. Here we see the *Smithsonian* magazine is clearly the most popular benefit with *The Associate* and museum shop discounts rounding out the top three. Within 1998 membership groups, slightly more Double and Family members mentioned the *Smithsonian* magazine (88% and 87% respectively), compared to Individual members (83%). By definition, in tables of this type, we know that the difference between the percent that is shown and 100% is the proportion of the respondents who did not select a particular response. For example, since the table shows that 83% of Individual members selected the *Smithsonian* magazine, we know that 17% did not.



Appendix D.

List of Tables

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Table 1  
RAP Membership: Population and Respondents, 1988 and 1998  
(In Percent)

Category	1988 Population	1998 Population	1998 Respondents
Individual	50.4	48.2	47.0
Double	35.7	36.5	35.6
Family	<u>13.9</u>	<u>15.3</u>	<u>17.4</u>
Total	100.0	100.0	100.0

Table 2  
Demographic Characteristics of RAP Members: Totals and 1998 Membership Groups  
(In Percent)

Member Characteristics	Total 1988	Total 1998	1998 Membership Group		
			Individual	Double	Family
<b>Gender</b>					
Male	44.6	45.3	39.7	48.9	49.6
Female	<u>55.4</u>	<u>54.7</u>	<u>60.3</u>	<u>51.1</u>	<u>50.4</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Marital Status</b>					
Single	16.7	12.1	27.9	2.5	0.4
Married	71.6	79.1	53.1	95.0	98.4
Separated/Divorced	6.9	4.2	9.3	1.1	0.5
Widowed	<u>4.7</u>	<u>4.6</u>	<u>9.7</u>	<u>1.4</u>	<u>0.7</u>
Total	99.9	100.0	100.0	100.0	100.0
<b>Age</b>					
30 and Under	5.1	2.5	3.3	2.5	1.1
31-40	23.6	10.9	11.8	9.3	12.1
41-50	24.0	23.7	23.3	16.9	35.4
51-60	19.2	29.6	28.7	29.4	31.3
61-70	18.3	19.1	16.8	25.2	13.3
71 and Over	<u>9.8</u>	<u>14.2</u>	<u>16.1</u>	<u>16.7</u>	<u>6.9</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Educational Background</b>					
Some college or less	12.4	8.9	9.1	9.7	7.3
Assoc/Jr/Technical	6.0	3.5	3.9	3.7	2.7
Bachelor's degree/Some grad.	34.4	31.1	32.5	32.4	26.8
MA degree	27.0	32.4	32.1	32.1	33.4
Doctoral/Prof Degree	<u>20.1</u>	<u>24.1</u>	<u>22.5</u>	<u>22.2</u>	<u>29.9</u>
Total	99.9	100.0	100.0	100.1	100.0

(cont.)

Table 2 (cont.)  
Demographic Characteristics of RAP Members: Totals and 1998 Membership Groups  
(In Percent)

Member Characteristics	Total 1988	Total 1998	1998 Membership Group		
			Individual	Double	Family
<b>Major Activity*</b>					
Working full-time	62.5	58.5	61.3	52.4	63.8
Working part time	8.9	10.1	8.0	10.5	13.0
Retired/Working part-time	3.0	N/A	N/A	N/A	N/A
Retired	16.6	24.6	26.3	29.5	14.0
Student	1.1	0.5	0.7	0.5	0.3
Homemaker	<u>7.6</u>	<u>6.3</u>	<u>3.8</u>	<u>7.1</u>	<u>8.8</u>
Total	99.7	100.0	100.0	100.0	100.0
<b>Employer</b>					
Federal Government: Civilian	31.2	31.3	32.8	31.7	28.0
Federal Government: Military	4.3	2.6	2.8	2.5	2.4
State/Local Government	11.1	9.2	8.8	9.9	8.6
Private Firm: Over 500	18.7	14.9	14.8	15.0	15.0
Private Firm: 100-500	9.8	6.2	5.9	6.3	6.8
Private Firm: Under 100	14.3	8.8	8.6	7.9	10.5
Self-Employed	9.9	13.5	11.4	14.3	15.7
Nonprofit Organization	N/A	13.6	14.9	12.4	13.1
Working without Pay	<u>0.7</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>
Total	100.0	100.1	100.0	100.0	100.0

\*Individuals were allowed to mark more than one activity; we assigned them to a major activity based on generally accepted conventions. Priorities were assigned in the order listed here.

Table 3  
Demographic Characteristics of RAP Members: Year and Gender  
(In Percent)

Member Characteristics	1988			1998		
	Male	Female	Total	Male	Female	Total
<b>Marital Status (of individuals)</b>						
Single	13.0	19.6	16.7	8.3	15.1	12.1
Married	81.6	63.8	71.6	87.1	72.3	79.1
Separated/Divorced	3.7	9.4	6.9	2.5	6.8	4.2
Widowed	<u>1.7</u>	<u>7.1</u>	<u>4.7</u>	<u>2.1</u>	<u>6.8</u>	<u>4.6</u>
Total	100.0	99.9	99.9	100.0	101.0	100.0
<b>Age</b>						
30 and Under	4.8	5.4	5.1	2.2	2.8	2.5
31-40	24.4	22.9	23.6	10.7	11.3	10.9
41-50	25.7	22.8	24.0	24.1	23.5	23.7
51-60	19.9	18.6	19.2	30.9	28.7	29.6
61-70	17.1	19.3	18.3	19.2	18.9	19.1
71 and Over	<u>8.2</u>	<u>11.0</u>	<u>9.8</u>	<u>13.0</u>	<u>14.8</u>	<u>14.2</u>
Total	100.1	100.0	100.0	100.0	100.0	100.0
<i>Median</i>	38.1	39.5	38.8	44.2	45.3	45.4
<b>Educational Background</b>						
Some college or less	7.1	16.7	12.4	6.0	11.2	8.9
Assoc/Jr/Technical	3.3	8.2	6.0	2.1	4.7	3.5
Bachelor's degree	30.5	37.6	34.4	26.6	34.6	31.1
MA degree	27.7	26.3	27.0	31.3	33.3	32.4
Doctoral/Prof Degree	<u>31.3</u>	<u>11.2</u>	<u>20.1</u>	<u>34.1</u>	<u>16.2</u>	<u>24.1</u>
Total	99.9	100.0	99.9	100.0	100.0	100.0
<b>Major Activity*</b>						
Working full-time	76.9	51.0	62.5	66.3	52.7	58.5
Working part-time	2.6	14.1	8.9	6.3	13.2	10.1
Retired/Working part-time	3.3	2.8	3.0	N/A	N/A	N/A
Retired	16.9	16.4	16.6	26.6	22.6	24.6
Student	0.2	2.0	1.1	0.3	0.7	0.5
Homemaker	<u>0.1</u>	<u>13.7</u>	<u>7.6</u>	<u>0.4</u>	<u>10.9</u>	<u>6.3</u>
Total	100.0	100.0	99.7	100.0	100.0	100.0

\*See note on Table 2



Table 4  
Educational Background of RAP Members: Year, Age and Gender  
(In Percent)

<u>Educational Background</u>	<u>1988</u>				<u>1998</u>			
	<u>Age Group</u>				<u>Age Group</u>			
	<u>Under 40</u>	<u>41-60</u>	<u>Over 61</u>	<u>Total</u>	<u>31-40</u>	<u>41-60</u>	<u>Over 61</u>	<u>Total</u>
<b>Male Members</b>								
Some college or less	5.9	5.8	9.3	7.1	5.8	5.7	6.6	6.0
Assoc/Jr/Technical	4.0	2.6	3.5	3.3	2.6	2.0	2.1	2.1
Bachelor's degree/Some grad	32.9	28.5	32.3	30.5	31.9	24.3	28.2	26.5
MA degree	29.1	28.5	24.1	27.7	33.0	32.5	28.3	31.2
Doctoral/Prof Degree	<u>27.1</u>	<u>34.6</u>	<u>30.7</u>	<u>31.3</u>	<u>26.7</u>	<u>35.6</u>	<u>34.9</u>	<u>34.2</u>
Total	99.0	100.0	99.9	99.9	100.0	100.0	100.0	100.0
<b>Female Members</b>								
Some college or less	6.7	16.0	26.9	16.7	3.1	7.7	20.2	11.2
Assoc/Jr/Technical	5.9	8.2	10.3	8.2	1.2	4.5	6.5	4.7
Bachelor's degree	41.7	34.3	38.5	37.6	38.9	32.0	36.8	34.6
MA degree	30.1	29.6	18.5	26.3	34.7	36.6	27.5	33.3
Doctoral/Prof Degree	<u>15.6</u>	<u>11.9</u>	<u>5.9</u>	<u>11.2</u>	<u>22.2</u>	<u>19.2</u>	<u>9.0</u>	<u>16.3</u>
Total	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.1

Table 5  
Major Activities of RAP Members: Year, Age and Gender  
(In Percent)

Major Activity*	1998					Total
	Age Group					
	Under 41	41-50	51-60	61-70	Over 71	
Male Members						
Working full-time	95.6	92.9	79.4	30.7	9.0	66.3
Working part-time	1.7	2.3	5.6	12.3	11.6	6.4
Other**	<u>2.7</u>	<u>4.8</u>	<u>15.0</u>	<u>57.0</u>	<u>79.4</u>	<u>27.3</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Female Members						
Working full-time	79.2	76.4	63.0	24.7	6.0	52.8
Working part-time	10.0	11.9	16.8	16.1	7.1	13.2
Other**	<u>10.9</u>	<u>11.7</u>	<u>20.2</u>	<u>59.3</u>	<u>86.8</u>	<u>34.1</u>
Total	100.1	100.0	100.0	100.1	99.9	100.1

\*Individuals were allowed to mark more than one activity; we assigned them to a major activity, based on generally accepted conventions. Priorities were assigned in the order shown in Table 3. A few categories have been combined here.

\*\*Other: includes Retired, Student, and Homemaker.

Table 6  
Demographic Characteristics of RAP Households: Totals and 1998 Membership Groups  
(In Percent)

Household Characteristics	Total 1988	Total 1998	1998 Membership Group		
			Individual	Double	Family
<b>Marital Status</b>					
Single	26.0	20.1	37.9	4.8	0.7
Married	55.9	65.4	36.1	90.5	96.8
Separated/Divorced	10.8	7.0	12.7	2.1	1.0
Widowed	<u>7.4</u>	<u>7.5</u>	<u>13.3</u>	<u>2.6</u>	<u>1.4</u>
Total	100.1	100.0	100.0	100.0	99.9
<b>Number in Household</b>					
One	33.2	29.0	55.5	6.5	1.0
Two	40.5	51.2	34.3	84.6	37.2
Three	11.4	10.8	5.9	7.3	28.6
Four or more	<u>14.9</u>	<u>9.0</u>	<u>4.2</u>	<u>1.6</u>	<u>33.2</u>
Total	100.0	100.0	100.0	100.0	100.0
<b>Cultural/Racial/Ethnic Identity*</b>					
Minority	5.9	6.5	6.8	6.2	6.2
<i>African American</i>	2.5	2.8	3.2	2.7	1.9
<i>Asian</i>		1.0	1.2	1	0.6
<i>American Indian/AK Native</i>		0.1	0.1	0.2	0.1
<i>Latino/Hispanic</i>		0.7	0.9	0.4	0.8
<i>Other Minorities</i>	3.4				
<i>Multiple</i>		1.9	1.5	1.9	2.8
White	92.9	85.6	86.2	84.7	85.7
Unclassified/Other	<u>1.2</u>	<u>7.9</u>	<u>7.0</u>	<u>9.2</u>	<u>8.1</u>
Total	100.0	100.0	100.0	100.1	100.0
<b>Annual Household Income*</b>					
<u>1988 categories</u>		<u>1998 categories</u>			
Under \$20,000		\$25,000 or less	2.6	1.5	2.7
\$20,000-\$40,000		\$25,001-\$50,000	20.3	13.8	21.1
\$40,001-\$50,000		\$50,001-\$75,000	13.4	22.4	30.0
\$50,001-\$60,000		\$75,001-\$100,000	12.7	21.0	21.7
\$60,001-\$75,000		\$100,001-\$150,000	17.1	24.4	16.1
\$75,001-\$100,000		\$150,001-\$250,000	18.3	11.7	5.8
Over \$100,000		Over \$250,000	<u>15.7</u>	<u>5.1</u>	<u>2.6</u>
Total			100.1	99.9	100.0

\*The 1988 and 1998 surveys presented different racial identification and income categories. The household income question was not answered on 13.6 of the useable questionnaires.

(cont.)

Table 6 (cont.)  
Demographic Characteristics of RAP Households: Totals and 1998 Membership Groups  
(In Percent)

Household Characteristics	Total 1988	Total 1998	1998 Membership Group		
			Individual	Double	Family
Residence					
District of Columbia	20.6	23.1	26.3	22.3	16.5
Northern Virginia	38.1	36.0	35.1	36.0	38.4
Montgomery/Prince George's MD	28.7	28.9	26.4	29.4	34.3
Other MD/VA locations	10.0	9.1	8.7	9.8	8.7
Other US locations	<u>2.5</u>	<u>3.0</u>	<u>3.6</u>	<u>2.5</u>	<u>2.1</u>
Total	99.9	100.1	100.1	100.0	100.0

Table 7  
Demographic Characteristics of RAP Households:  
Totals and 1998 Membership Groups, by Marital Status  
(In Percent)

Household Characteristics	Total 1988	Total 1998	1998 Membership Group		
			Individual	Double	Family
Married					
Number in Household					
Two	59.9	72.1	78.6	90.5	37.4
Three	15.5	14.8	12.0	7.8	28.5
Four or more	<u>24.6</u>	<u>13.0</u>	<u>9.4</u>	<u>1.7</u>	<u>34.2</u>
Total	100.0	99.9	100.0	100.0	100.1
Cultural/Racial/Ethnic Identity					
Minority	4.4	5.6	6.1	5.1	6.4
White	94.5	85.7	86.5	85.2	85.8
Unclassified/Other	<u>1.1</u>	<u>8.7</u>	<u>7.5</u>	<u>9.8</u>	<u>8.1</u>
Total	100.0	100.0	100.1	100.1	100.3
Non-Married					
Number in Household					
One	75.6	85.1	88.0	68.1	32.3
Two	15.6	10.7	8.5	28.2	32.3
Three	6.2	3.0	2.4	2.7	32.3
Four or more	<u>2.6</u>	<u>1.2</u>	<u>1.2</u>	<u>1.1</u>	<u>3.2</u>
Total	100.0	100.0	100.0	100.1	100.1
Cultural/Racial/Ethnic Identity					
Minority	7.8	8.1	7.3	15.8	9.7
White	91.0	85.5	86.0	80.5	83.9
Unclassified/Other	<u>1.2</u>	<u>6.5</u>	<u>6.7</u>	<u>3.7</u>	<u>6.5</u>
Total	100.0	100.1	100.0	100.0	100.1

(cont.)

Table 7 (cont.)  
Demographic Characteristics of RAP Households:  
Totals and 1998 Membership Groups, by Marital Status  
(In Percent)

Household Characteristics	Total 1988	Total 1998	1998 Membership Group			
			Individual	Double	Family	
Married						
Annual Household Income						
<u>1988 Categories</u>		<u>1998 Categories</u>				
Under \$20,000	0.1	Under \$25,000	0.5	1.3	0.4	0.0
\$20,000-\$40,000	5.6	\$250,000-\$50,000	5.4	8.0	5.3	3.3
\$40,001-\$50,000	9.1	\$50,001-\$75,000	13.8	19.2	13.4	9.4
\$50,001-\$60,000	11.4	\$75,001-\$100,000	18.3	20.5	18.3	16.2
\$60,001-\$75,000	22.3	\$100,001-\$150,000	27.1	23.0	29	28.1
\$75,001-\$100,000	26.8	\$150,001-\$250,000	14.4	10.0	13.7	19.6
Over \$100,000	<u>24.7</u>	Over \$250,000	6.5	5.0	5	10.0
		No Response	<u>14.0</u>	<u>13.1</u>	<u>14.9</u>	<u>13.4</u>
Total	100.0	Total	100.1	100.0	100	100.0
Non-Married						
Annual Household Income						
<u>1988 Categories</u>		<u>1998 Categories</u>				
Under \$20,000	5.7	Under \$25,000	2.9	3.0	1.6	3.2
\$20,000-\$40,000	39.0	\$250,000-\$50,000	24.4	24.3	26.8	19.4
\$40,001-\$50,000	18.8	\$50,001-\$75,000	30.0	30.0	32.6	16.1
\$50,001-\$60,000	14.4	\$75,001-\$100,000	17.9	17.9	15.8	29.0
\$60,001-\$75,000	10.4	\$100,001-\$150,000	9.0	8.9	9.5	12.9
\$75,001-\$100,000	7.4	\$150,001-\$250,000	2.2	2.3	2.1	0.0
Over \$100,000	<u>4.3</u>	Over \$250,000	0.8	0.7	1.6	0.0
		No Response	<u>12.8</u>	<u>13.0</u>	<u>10.0</u>	<u>19.4</u>
Total	100.0	Total	100.0	100.0	100.0	100.0

(cont.)

Table 7 (cont.)  
Demographic Characteristics of RAP Households:  
Totals and 1998 Membership Groups, by Marital Status  
(In Percent)

Household Characteristics	Total 1988	Total 1998	1998 Membership Group		
			Individual	Double	Family
Married					
Residence					
District of Columbia	13.9	20.1	22.1	21.2	16.4
Northern Virginia	41.2	36.7	34.7	36.8	38.4
Montgomery/Prince George's MD	31.5	30.5	27.7	29.8	34.4
Other MD/VA locations	11.0	9.9	11.5	9.7	8.7
Other U.S. locations	<u>2.5</u>	<u>2.8</u>	<u>4.0</u>	<u>2.6</u>	<u>2.1</u>
Total	100.1	100.0	100.0	100.0	100.0
Non-Married					
Residence					
District of Columbia	29.2	28.8	28.6	33.2	19.4
Northern Virginia	34.3	34.8	35.3	29.0	38.7
Montgomery/Prince George's MD	25.2	25.8	25.6	25.8	32.3
Other MD/VA locations	8.8	7.5	7.1	11.1	9.7
Other U.S. locations	<u>2.4</u>	<u>3.2</u>	<u>3.5</u>	<u>1.1</u>	<u>0.0</u>
Total	99.9	100.0	100.0	100.0	100.0

Table 8  
Major Activity Patterns of RAP Member Households:  
Marital Status, 1998\*  
(In Percent)

<u>Major Activity Pattern</u>	<u>Total</u> <u>1998</u>
<u>Married</u>	
Both working full-time	40.0
One working full-time/one working part-time	13.9
One working full-time/one not in the labor force**	19.7
Both working part-time	2.2
One working part-time/one not in the labor force	4.9
Both not in the labor force	<u>19.3</u>
Total	100.0
<u>Non-Married</u>	
Working full-time	61.6
Working part-time	5.4
Not in the labor force	<u>33.1</u>
Total	100.0

\*Not asked in 1988.

\*\* "Not in the labor force" includes Retired, Student, and Homemaker.

Table 9  
Ages of Children in RAP Member Households\*  
(In Percent)

<u>1988 Age Group</u>	<u>1998 Age Group</u>	<u>1988</u>	<u>1998</u>
	Under 4		3.1
4 to 8	4 to 8	7.3	5.2
9 to 12	9 to 12	6.0	4.9
13 to 15	13 to 18	5.3	8.3
	19-22		6.0
	Does not apply		79.9

\*Totals add to more than 100% as respondents could select more than one response.



Table 10  
Household Participation in RAP Activities: Totals and Membership Groups  
(In Percent)

<u>RAP Activity</u>	Total 1988	Total 1998	<u>1988 Membership Group</u>			<u>1998 Membership Group</u>		
			Individual	Double	Family	Individual	Double	Family
Participated in/attended at least one activity	69.3	58.3	N/A	N/A	N/A	59.0	61.7	51.0
Did not participate/attend any activities	<u>30.7</u>	<u>41.7</u>	N/A	N/A	N/A	<u>41.0</u>	<u>38.3</u>	<u>49.0</u>
Total	100.0	100.0				100.0	100.0	100.0
<u>Activities</u>								
Lectures (one time only)	21.3	41.7	23.5	17.9	22.0	41.3	45.8	35.8
Adult lecture courses	26.4	21.6	30.1	24.1	20.8	23.6	21.6	16.6
Adult studio arts classes	5.9	3.3	6.0	6.0	5.3	3.6	3.3	2.4
All-day seminars	5.8	13.5	6.7	5.8	2.9	13.8	14.5	10.8
Tours*	17.0	11.9	18.4	17.0	13.1	11.9	13.9	8.1
<i>Foreign tours</i>	*	1.0	*	*	*	0.9	1.1	0.9
<i>One-day tours</i>	*	9.8	*	*	*	9.6	11.8	6.6
<i>Overnight tours</i>	*	1.1	*	*	*	1.4	1.0	0.5
Films	15.0	8.9	18.1	10.8	15.1	8.9	9.4	8.0
Free Activities for members only	46.4	9.9	46.9	43.1	51.8	8.9	11.2	10.2
<u>Subject areas**</u>								
History	N/A	48.7	N/A	N/A	N/A	46.4	37.5	15.9
Fine Arts	N/A	43.4	N/A	N/A	N/A	46.1	43.2	36.2
Performing Arts	17.7	31.5	17.5	16.8	20.4	29.7	31.8	33.9
Science and Technology	N/A	27.1	N/A	N/A	N/A	24.8	28.2	31.7
Discovery Theater	5.8	5.7	4.1	2.1	18.8	3.7	3.9	15.2
Participated-No subject area indicated		12.9				14.5	12.2	9.9

\*In the 1998 Survey this category was divided into three non-overlapping categories.

\*\* Percentages are based on RAP survey respondents who participated in at least one activity. Totals add to more than 100% as respondents could indicate more than one subject area.

Table 10-Tenure  
Household Participation in RAP Activities: Totals and Years as TSA Members  
(In Percent)

<u>RAP Activity</u>	Total 1988	Total 1998	<u>Years as TSA Members</u>				
			Under 1 year	1-2 years	3-4 years	5-10 years	Over 10 years
Participated in/attended at least one activity	69.3	58.3	58.0	67.0	63.7	56.9	53.3
Did not participate/attend any activities	30.7	41.7	42.1	33.0	36.3	43.1	46.7
<u>Activities</u>							
Lectures (one time only)	21.3	41.7	36.5	44.7	45.6	41.3	40.2
Adult lecture courses	26.4	21.6	21.3	29.0	25.0	22.3	16.4
Adult studio arts classes	5.9	3.3	3.5	4.6	3.8	3.0	2.7
All-day seminars	5.8	13.5	9.4	16.0	15.2	13.8	12.3
Tours*	17.0	11.9	8.4	9.0	12.1	11.6	13.9
<i>Foreign tours</i>	*	1.0	1.1	0.6	0.8	0.7	1.4
<i>One-day tours</i>	*	9.8	6.7	7.4	10.0	9.7	11.4
<i>Overnight tours</i>	*	1.1	0.6	1.0	1.2	1.2	1.1
Films	15.0	8.9	7.8	8.9	9.6	8.9	9.0
Free activities for members only	46.4	9.9	6.7	10.0	11.6	8.9	10.7
<u>Subject areas**</u>							
History	N/A	48.7	33.1	46.0	52.8	49.9	51.0
Fine Arts	N/A	43.4	34.5	42.6	44.6	42.7	45.9
Performing Arts	17.7	31.5	20.4	30.5	34.4	32.5	32.7
Science and Technology	N/A	27.1	24.3	26.2	27.5	27.2	28.4
Discovery Theater	5.8	5.7	5.8	6.3	6.4	5.8	4.6
Participated-No subject area indicated	N/A	12.9	21.9	14.8	11.8	10.6	12.1

\*In the 1998 Survey this category was divided into three non-overlapping categories.

\*\* Percentages are based on RAP survey respondents who participated in at least one activity.

Table 10-Residential Area  
Household Participation in RAP Activities: Totals and Membership Groups  
(In Percent)

<u>RAP Activity</u>	Total 1988	Total 1998	<u>Residential Area</u>				
			Washington D.C.	VA suburbs	MD suburbs	Other VA/MD	Other U.S.
Participated in/attended at least one activity	69.3	58.3	65.7	58.5	59.5	41.6	37.0
Did not participate/attend any activities	30.7	41.7	34.3	41.5	40.5	58.4	63.0
<u>Activities</u>							
Lectures (one time only)	21.3	41.7	48.9	41.5	42.3	27.8	23.3
Adult lecture courses	26.4	21.6	26.3	21.5	22.3	12.2	7.7
Adult studio arts classes	5.9	3.3	5.8	2.5	3.2	1.4	1.4
All-day seminars	5.8	13.5	14.1	12.8	15.1	11.4	8.5
Tours*	17.0	11.9	11.5	11.9	12.2	10.9	12.0
<i>Foreign tours</i>	*	1.0	1.0	1.0	0.8	1.0	2.6
<i>One-day tours</i>	*	9.8	9.5	9.8	10.2	9.3	8.1
<i>Overnight tours</i>	*	1.1	1.0	1.1	1.2	0.6	1.2
Films	15.0	8.9	12.5	9.0	8.1	2.9	4.6
Free activities for members only	46.4	9.9	11.0	11.0	9.5	6.0	5.9
<u>Subject areas**</u>							
History	N/A	48.7	50.7	49.1	46.3	49.1	52.6
Fine Arts	N/A	43.4	47.6	41.6	43.3	36.9	48.0
Performing Arts	17.7	31.5	34.5	28.9	33.2	25.5	32.5
Science and Technology	N/A	27.1	25.3	28.4	26.5	31.5	20.6
Discovery Theater	5.8	5.7	4.8	6.7	5.2	7.4	1.8
Participated-No subject area	N/A	12.9	11.7	13.8	13.5	11.7	9.0

\*In the 1998 Survey this category was divided into three non-overlapping categories.

\*\* Percentages are based on RAP survey respondents who participated in at least one activity.

Table 11  
Number of RAP Activities Attended in Last Year: Total and 1998 Membership Groups\*  
(In Percents and Means)

RAP Activities Attended	Total 1998	1998 Membership Group		
		Individual	Double	Family
<u>Paid RAP Activities</u>				
Adult				
None	53.0	52.8	60.0	49.5
One	13.6	12.9	13.6	15.0
Two	12.0	11.1	13.8	10.0
More than two	<u>21.4</u>	<u>23.2</u>	<u>12.6</u>	<u>25.5</u>
Total	100.0	100.0	100.0	100.0
Mean number	1.6	1.8	1.7	1.2
Young Associates				
None	78.1	92.0	89.9	71.2
One	9.2	3.7	3.4	12.1
Two	6.7	2.1	3.4	8.9
More than two	<u>6.0</u>	<u>2.2</u>	<u>3.3</u>	<u>7.8</u>
Total	100.0	100.0	100.0	100.0
Mean number	0.5	0.2	0.2	0.6
<u>Free RAP Activities</u>				
Adult				
None	82.5	82.5	82.1	83.1
One	8.5	8.2	8.3	9.3
Two	4.8	4.5	5.6	3.9
More than two	<u>4.2</u>	<u>4.8</u>	<u>4.0</u>	<u>3.7</u>
Total	100.0	100.0	100.0	100.0
Mean number	0.4	0.5	0.5	0.4
Young Associates				
None	89.6	97.9	96.6	85.4
One	4.5	0.5	0.0	6.6
Two	3.4	0.5	1.1	4.7
More than two	<u>2.6</u>	<u>1.1</u>	<u>2.3</u>	<u>3.3</u>
Total	100.1	100.0	100.0	100.0
Mean number	0.2	0.1	0.1	0.3

\*Data from 1988 is not available.

Table 12  
Preferred Times for Attending RAP Activities  
(In Percent)

Day of the week	Part of Day		
	9 to 12 Morning	12 to 5 Afternoon	Evening
Monday – Thursday	14.0	18.1	58.7
Friday	7.1	10.0	34.8
Saturday	30.3	43.4	15.9
Sunday	13.2	46.0	9.1

\* Totals add to more than 100% as respondents could select more than one response.

Table 13  
Length of Time Household Has Belonged to RAP: Totals and 1998 Membership Groups  
(In Percent)

<u>Length of time*</u>	Total 1988	Total 1998	<u>1998 Membership Group</u>		
			Individual	Double	Family
Less than one year	12.9	8.6	10.5	6.2	8.1
One to two years	12.8	14.5	16.4	11.8	14.2
Three to four years	20.1	17.5	17.4	16.6	19.4
More than four years	<u>54.2</u>	59.4	55.7	65.4	58.2
<i>Five to ten years</i>		25.3	23.5	27.1	26.9
<i>More than ten years</i>		<u>34.1</u>	<u>32.2</u>	<u>38.4</u>	<u>31.4</u>
Total	100.0	100.0	100.0	100.0	100.0

\*In 1998, non-overlapping categories were used.

Table 13-Residential Area  
Length of Time Household Has Belonged to RAP: Totals and Residence  
(In Percent)

<u>Length of time*</u>	Total 1988	Total 1998	<u>Residence</u>				
			Washington D.C.	Virginia suburbs	Maryland suburbs	Other VA/MD	Other U.S.
Less than 1 year	12.9	8.6	8.7	9.2	7.0	10.2	11.4
One to two years	12.8	14.5	17.0	14.2	13.0	15.7	10.9
Three to four years	20.1	17.5	18.9	18.5	15.7	16.7	15.2
More than four years	<u>54.2</u>	59.4	55.4	58.1	64.3	57.4	62.5
<i>Five to ten years</i>		25.3	22.4	25.0	27.3	28.6	21.8
<i>More than ten years</i>		<u>34.1</u>	<u>33.1</u>	<u>33.1</u>	<u>36.9</u>	<u>28.7</u>	<u>40.8</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\*In 1998, non-overlapping categories were used.

Table 14  
Reasons for Changes in Membership Level: Total and 1998 Membership Groups  
(In Percent)

<u>Reasons</u>	Total 1998	<u>1998 Membership Group</u>		
		Individual	Double	Family
Level has NOT changed	69.2	74.8	63.0	65.5
Change in household financial circumstances	4.5	4.8	4.3	4.3
Change in size or composition of household	16.2	11.9	20.4	20.0
To get additional membership benefits	8.8	6.9	11.4	9.0
Dissatisfied with membership benefits	<u>1.3</u>	<u>1.6</u>	<u>0.9</u>	<u>1.1</u>
Total	100.0	100.0	100.0	99.9

Table 15  
Membership in Other Washington Area Cultural Organizations:  
Total and 1998 Membership Groups\*  
(In Percent)

Member of Other Organizations	Total 1998	<u>1998 Membership Group</u>		
		Individual	Double	Family
Yes	53.8	52.8	54.0	56.0
No	<u>46.2</u>	<u>47.2</u>	<u>46.0</u>	<u>44.0</u>
Total	100.0	100.0	100.0	100.0

\*Not asked in 1988.

Table 16  
Attendance at Activities Sponsored by Other Cultural Organizations:  
Total and 1998 Membership Groups\*  
(In Percent)

Attended Other Organization Activities	Total 1998	<u>1998 Membership Group</u>		
		Individual	Double	Family
Yes	53.8	54.7	54.9	50.0
No	<u>46.2</u>	<u>45.3</u>	<u>45.1</u>	<u>50.0</u>
Total	100.0	100.0	100.0	100.0

\*Not asked in 1988.

Table 17  
Use of RAP Member Benefits by RAP Households Since Joining: Total and 1998 Membership Groups.\*  
(In Percent)

RAP Member Benefit	Total 1998	1998 Membership Group		
		Individual	Double	Family
<i>Smithsonian</i> magazine	85.3	82.9	88.0	86.5
<i>The Associate</i>	76.1	73.7	80.1	75.3
Museum Shop discounts	70.2	66.4	73.3	74.8
RAP activity registration discounts	35.4	34.3	38.9	32.5
Smithsonian catalogue discounts	25.5	23.9	27.9	25.2
Smithsonian publication discounts	3.7	2.9	4.7	3.9
Paid member only activities	42.0	40.3	44.1	42.6
Commons Dining Room	41.1	38.1	45.2	41.8
Free member only activities	27.0	24.1	30.6	28.1
Cooper-Hewitt Museum free admission	5.0	5.0	5.4	4.5
Local, U.S., and Canada tours	7.6	8.1	8.2	5.3
Foreign Study Tours	2.8	2.9	3.1	2.2
<i>Used at least one benefit</i>	97.2	96.7	98.1	97.2

\*Not asked in 1988. Totals add to more than 100% since more than one benefit may be used.



Table 18  
Aspects of Memberships to be Stressed in Encouraging New RAP Memberships:  
Totals and 1998 Membership Groups  
(In Percent)\*

RAP Member Benefit	Total 1988	Total 1998	1998 Membership Group		
			Individual	Double	Family
Attending RAP Activities	68.2	72.3	72.2	75.5	67.2
<i>Smithsonian</i> magazine	73.9	55.8	53.3	58.7	57.2
RAP activity discounts	39.3	40.3	39.7	41.6	39.5
<i>The Associate</i>	52.8	34.6	35.6	35.2	30.8
Free member only activities	34.5	20.5	18.6	20.3	25.4
Involvement in the Smithsonian life	21.1	20.0	20.4	19.4	19.6
Support Smithsonian outreach	N/A	19.3	18.2	17.7	24.7
Opportunity to meet community member.	9.2	10.5	14.6	7.0	5.9

\*Totals add to more than 100% as respondents could select up to three responses.

Table 19  
Satisfaction with RAP Administrative Procedures: Totals, 1988 and 1998  
(In Percent)

	<u>Level of Satisfaction</u>				Total	
	<u>1988</u>	Satisfied	Somewhat Satisfied	Somewhat Dissatisfied		Dissatisfied
Content of <i>The Associate</i> , RAP's bulletin		87.4	9.3	2.5	0.6	99.8
Cost of membership		75.9	16.6	5.2	2.3	100.0
In-person assistance at RAP office		80.0	13.2	4.6	2.1	99.9
Memberships renewal process		84.6	11.4	2.7	1.3	100.0
RAP programs		74.8	19.9	4.9	0.4	100.0
Registration fees for activities		52.2	28.0	13.9	5.8	99.9
Registration process		65.5	20.4	8.7	5.4	100.0
Responses to my/our phone calls		73.1	15.4	4.9	6.6	100.0

	<u>Level of Satisfaction*</u>				Total		
	<u>1998</u>	Delighted	Satisfied	Somewhat Satisfied		Somewhat Dissatisfied	Dissatisfied
Activity registration process		18.1	69.6	7.8	3.2	1.3	100.0
Cost of membership		11.6	69.7	12.9	4.4	1.3	99.9
Fees for activities		6.9	54.7	23.5	10.3	4.6	100.0
Memberships renewal process		13.6	74.0	7.7	2.8	1.9	100.0
Service when buying tickets		18.4	68.6	9.1	2.8	1.1	100.0
Variety of activities		30.7	54.7	11	2.4	1.2	100.0
Variety of activity subjects		30.8	54.3	11.1	2.7	1.1	100.0
Variety of times activities scheduled		9.3	49.1	23.9	12.5	5.2	100.0

\* Note different categories from 1988

(cont.)

Table 20  
Willingness to Participate in RAP Planned Giving: Total and 1998 Membership Groups\*  
(In Percent)

Willingness to include RAP in will	Total 1998	<u>1998 Membership Group</u>		
		Individual	Double	Family
RAP already in will	0.1	0.0	0.1	0.1
Expect to include RAP in will	0.2	0.2	0.1	0.2
Would consider including RAP	6.1	6.6	5.4	5.8
Not sure	35.4	36.1	34.5	35.2
No, definitely not	<u>58.3</u>	<u>57.0</u>	<u>59.8</u>	<u>58.7</u>
Total	100.1	99.9	99.9	100.0

\*Not asked in 1988

Table 21  
Willingness to Participate in RAP Planned Giving: Total and Age Groups\*  
(In Percent)

Willingness to include RAP in will	Total 1998	<u>Age Group</u>		
		Under 51	51-60	Over 60
RAP already in will	0.1	0.0	0.1	0.0
Expect to include RAP in will	0.2	0.2	0.2	0.1
Would consider including RAP	6.1	9.0	4.8	3.9
Not sure	35.4	40.2	34.6	31.4
No, definitely not	<u>58.3</u>	<u>50.5</u>	<u>60.3</u>	<u>64.6</u>
Total	100.1	99.9	100.0	100.0

\*Not asked in 1988

Table 22  
Willingness to Support RAP Outreach: Totals and 1998 Membership Groups\*  
(In Percent)

Willingness to make voluntary contribution	Total 1998	1998 Membership Group		
		Individual	Double	Family
Over \$1000 yearly	0.0	0.0	0.0	0.0
Between \$250 and \$1000 yearly	0.1	0.0	0.0	0.3
Between \$100 and \$250 yearly	0.8	0.7	0.6	1.0
Less than \$100 yearly	3.0	3.2	2.6	3.2
Yes, but uncertain amount	13.8	13.6	13.7	14.8
Not sure	38.1	38.6	38.4	36.1
No	<u>44.2</u>	43.9	<u>44.5</u>	<u>44.7</u>
Total	100.0	100.0	99.8	100.1

\*Not asked in 1988

Table 23  
Willingness to Support RAP Outreach: Total and 1998 Age Groups\*  
(In Percent)

Willingness to make voluntary contribution	Total 1998	Age Group		
		Under 51	51-60	Over 60
Over \$1000 yearly	0.0	0.0	0.0	0.0
Between \$250 and \$1000 yearly	0.1	0.0	0.1	0.1
Between \$100 and \$250 yearly	0.8	0.9	0.7	0.7
Less than \$100 yearly	3.0	3.4	3.0	2.8
Yes, but uncertain amount	13.8	13.4	15.2	13.5
Not sure	38.1	39.4	37.3	38.1
No	<u>44.2</u>	<u>43.0</u>	<u>43.6</u>	<u>44.9</u>
Total	100.0	100.1	99.9	100.1

\*Not asked in 1988

Table 24  
RAP Household World Wide Web Access: Totals and Membership Groups  
(In Percent)

<u>World Wide Web (WWW) Access</u>	Total 1998	<u>1998 Membership Group</u>		
		Individual	Double	Family
Does Not have Web access	19.7	24.6	19.3	8.0
Has Web access	<u>80.3</u>	<u>75.4</u>	<u>80.7</u>	<u>92.0</u>
	100.0	100.0	100.0	100.0
<u>Web access site*</u>				
Home	57.8	46.7	62.3	78.2
Work	56.1	52.8	53.5	69.0
Library	14.2	11.8	13.3	22.0
Somewhere else	24.4	28.8	16.2	22.7
<u>Access frequency</u>				
Daily	57.9	54.5	60.0	61.7
Weekly	23.1	23.2	22.6	23.8
Less often	11.6	12.5	11.3	9.5
Never	<u>7.4</u>	<u>9.5</u>	<u>6.1</u>	<u>5.0</u>
	100.0	99.7	100.0	100.0

\*Total columns equal more than 100% as individuals could mark more than one response.

Table 25  
Main Internet Service Provider (ISP) and Portals Used: Totals and Membership Groups  
(In Percent)

<u>Internet Service Provider</u>	Total 1998	<u>1998 Membership Group</u>		
		Individual	Double	Family
AOL	28.7	26.8	29.7	31.0
Erol's	18.6	16.5	18.3	23.3
Mindspring	1.3	1.3	1.4	1.1
ISP at work	16.0	19.6	14.9	10.5
Other (specify)	23.8	22.8	24.3	25.3
Not sure	<u>11.6</u>	<u>13.0</u>	<u>11.5</u>	<u>8.8</u>
	100.0	100.0	100.0	100.0
<u>Most Frequently Used Web Portals*</u>				
Yahoo!	64.7	64.0	65.3	64.9
Alta Vista	30.2	27.7	31.4	33.3
washingtonpost.com	27.4	28.5	27.8	24.4
Infoseek	22.4	22.9	21.1	23.4
Excite	21.4	20.4	21.4	23.4
Webcrawler	7.7	7.4	6.7	9.7
sidewalk.com	5.6	7.1	5.5	2.7
Other	33.5	31.8	34.8	34.7
None	7.9	8.4	7.8	7.1

\*Column totals equal more than 100%, as respondents could mark up to three portals.

Table 26  
RAP Household Visits to Smithsonian Home Page: Totals and Membership Groups  
(In Percent)

	Total 1998	<u>1998 Membership Group</u>		
		Individual	Double	Family
<u>Visited Smithsonian Home Page</u>				
Yes	27.1	24.7	26.7	33.7
No	47.3	43.5	49.1	53.8
No access to Web or never access Web	<u>25.6</u>	<u>31.7</u>	<u>24.2</u>	<u>12.5</u>
	100.0	100.0	100.0	100.0
<u>Visited Resident Associate Programs Home Page</u>				
Yes	12.6	11.4	13.3	14.4
No	61.8	56.9	62.5	73.1
No access to Web or never access Web	<u>25.6</u>	<u>31.7</u>	<u>24.2</u>	<u>12.5</u>
	100.0	100.0	100.0	100.0
<u>Frequency visiting RAP Web site*</u>				
Daily	0.3	0.7	0.0	0.0
Weekly	4.5	4.7	4.5	4.3
Less often	55.8	53.5	60.9	52.5
Rarely	<u>39.4</u>	<u>41.2</u>	<u>34.6</u>	<u>43.3</u>
	100.0	100.0	100.0	100.0

\*Based on those who have visited the RAP Home Page.

Table 27  
RAP Household Use of RAP Web Pages: Totals and Membership Groups\*  
(In Percent)

<u>Use of RAP Web Pages**</u>	Total 1998	<u>1998 Membership Group</u>		
		Individual	Double	Family
To book tickets for tour or activity	15.3	15.3	12.1	21.3
To get information about specific events/activities	73.6	72.9	76.4	70.0
To get general information about upcoming activities	61.6	62.2	62.6	58.8
To keep track of what is going on	36.2	33.9	36.8	40.0
Nothing special, just visited it	27.1	27.7	24.1	31.3
<u>Is the RAP Home Page bookmarked?</u>				
Yes	58.2	58.2	59.2	56.3
No	<u>41.8</u>	<u>41.8</u>	<u>40.8</u>	<u>43.8</u>
	100.0	100.0	100.0	100.0
<u>Interested in receiving e-mail Announcements?</u>				
Yes	27.3	28.5	24.5	28.8
No, the information on the TSA Web pages is adequate	10.5	9.7	10.7	12.0
No, printed information is adequate	41.5	40.6	44.0	39.8
No, I do not like e-mail announcements	14.2	13.9	14.6	14.1
Not answered-Household has web access	<u>6.5</u>	<u>7.4</u>	<u>6.1</u>	<u>5.3</u>
	100.0	100.0	100.0	100.0

\* Based on RAP respondents who access the RAP Web site more often than rarely.

\*\* Columns total more than 100% as respondents could mark more than one response.



Table 28  
Satisfaction with RAP Web Site: Totals, and Membership Groups\*  
(In Percent)

<u>1998 RAP Web Aspects*</u>	<u>Level of Satisfaction</u>					Total
	<u>Delighted</u>	<u>Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Dissatisfied</u>	
<u>All Members</u>						
Comprehensiveness of information	12.0	72.3	11.1	2.9	1.8	100.1
Correctness of information	13.4	75.1	8.7	2.5	0.3	100.0
Doing business with RAP	11.8	69.1	13.3	3.6	2.2	100.0
General appearance	11.8	72.3	11.8	2.5	1.5	99.9
Timeliness of information	10.8	70.1	13.9	4.0	1.1	99.9
Overall satisfaction	10.3	76.1	10.8	2.3	0.5	100.0
<u>Individual Members</u>						
Comprehensiveness of information	15.4	68.6	9.6	5.1	1.3	100.0
Correctness of information	15.3	73.9	9.6	0.6	0.6	100.0
Doing business with RAP+A54	15.3	67.8	11.9	4.2	0.9	100.0
General appearance	14.7	71.3	9.6	2.6	1.9	100.0
Timeliness of information	13.5	66.7	14.1	4.5	1.3	100.0
Overall satisfaction	12.0	74.8	10.1	3.1	0.0	100.0
<u>Double Members</u>						
Comprehensiveness of information	10.3	72.4	12.8	1.9	2.6	100.0
Correctness of information	11.8	77.0	6.6	4.6	0.0	100.0
Doing business with RAP	6.6	72.6	14.2	3.8	2.8	100.0
General appearance	9.9	72.4	11.8	4.0	2.0	100.0
Timeliness of information	7.5	75.3	13.7	3.4	0.0	100.0
Overall satisfaction	9.6	76.3	10.9	1.9	1.3	100.0
<u>Family Members</u>						
Comprehensiveness of information	8.2	79.5	11.0	0.0	1.4	100.0
Correctness of information	12.2	74.3	10.8	2.7	0.0	100.0
Doing business with RAP	13.2	66.0	15.1	1.9	3.8	100.0
General appearance	9.6	74.0	16.4	0.0	0.0	100.0
Timeliness of information	11.1	68.1	13.9	4.2	2.8	100.0
Overall satisfaction	8.1	78.4	12.2	1.4	0.0	100.0

\* Based on RAP respondents who access the RAP Web site more often than rarely.

Table 29  
RAP Member Households and Selected Characteristics, by Life Style Groups  
(In Percent)

	<u>Life Style Groups</u>			Total
	Condominiums & Apartments	Homes & Yards	Metro Mall	
RAP Member Households	33.3	48.7	17.8	99.8
Individual	40.0	38.2	21.8	100.0
Double	28.0	53.0	19.0	100.0
Family	17.9	65.3	16.8	100.0
Regional Households*	16.7	23.5	59.6	99.8
RAP Penetration Rate*	3.6	4.1	0.5	
Visiting Museums*	23.0	26.0	13.0	

\*See Appendix tk for definitions.

Table 30  
1998 RAP Participation: Total and Life Style Groups  
(In Percent)

RAP Activity	<u>Life Style Groups</u>			Total
	Condominiums & Apartments	Homes & Yards	Metro Mall	
Lectures	48.2	40.1	35.1	41.1
Lecture courses	25.2	20.6	18.4	21.3
Studio arts classes	4.5	2.8	2.6	3.3
All-day seminars	15.0	13.3	11.7	13.0
Foreign tours	0.9	1.2	0.8	1.0
Films	12.9	6.9	7.3	8.8
Free member activities	11.5	9.4	8.9	9.8
One-day tours	10.4	9.4	9.8	9.6
Overnight tours	1.4	0.9	0.9	1.0
None of the above	35.0	43.1	48.9	41.1
Adult paid activities (avg.)	2.08	1.49	1.35	
Adult free activities (avg.)	0.59	0.41	0.33	
Youth paid activities (avg.)	0.68	0.48	0.42	
Youth free activities (avg.)	0.29	0.21	0.25	

## Appendix E.

### Technical Information: Survey Design and Implementation

#### Introduction

This 1998 Resident Associate Membership Program Study (1998 RAP Study) was designed by the Institutional Studies Office, working closely with The Smithsonian Associates. From our initial discussions, we all felt that we should replicate the 1988 Resident Associate Membership Program Survey (1988 RAP Survey) as much as possible. We also wanted to be able to compare the new data with a recently conducted study of the Contributing Membership Program. At the same time, we wanted to be responsive to new concerns and interests of TSA staff.

#### Sample Design and Response Rates

The data for the 1998 study were collected from a random sample of 10,000 RAP members as of August 1, 1998. This procedure paralleled the 1988 study sampling procedure. In 1998, data collection began in late-September so the study was defined as a survey of memberships which had been in effect for at least two-months at the time of data collection; i.e., the individual members can be assumed to have be familiar with RAP. Usable responses were received from 5,623 members or 56.2%.

Table 1 in Appendix D shows a comparison of the 1988 and 1998 RAP membership by membership category, together with the number of questionnaires received for each membership category. Members who belonged to RAP as a consequence of being a member of the Smithsonian Institution Contributing Membership Program (CMP) were excluded from the sample. As of August, 1998, RAP had 51,244 member addresses on file of which 4,124 were CMP members. Overall, the data in Table 1 shows minimal over or under-representation of any RAP membership category. Individual and Double membership categories each have one-percent fewer respondents than members. The Family membership category has two-percent more respondents than actual members.

In comparison to general mail surveys of memberships, the response rate for the present survey, 56%, is considered very respectable. For a survey which was designed, in part, as a vehicle for identifying program problems and for providing guidance for program changes, an even larger response would be desirable. The implications of the response rate for the analyses are discussed below. It should be noted that, after the end of data collection, an additional 15 questionnaires were received. However, examination of these questionnaires indicates that their inclusion in the data set would have, in no way, altered any of the results.

The sample selection procedures for this survey meant that, if everyone had responded, each response would have represented nearly four RAP households. In order to discuss the total RAP population then, each questionnaire would require a "weight." In addition, since not everyone responds to a survey, general survey procedures require

weights to adjust for variations in response among different groups of the population, i.e. weights are developed to adjust for non-response. The end result of these adjustments would allow us to discuss the RAP population as a whole.

To minimize, possible bias, we weighted the survey responses to match the distribution of membership categories.

However, while weighting for non-response adjusts the data on known characteristics, e.g. membership type and residence, it cannot adjust for unknown characteristics that may differentiate between those who responded and those who did not. With the exception of membership category, RAP could not provide additional information about members to test for response bias.

### Survey Administration

In both 1988 and 1998, a mail survey was conducted by a survey processing contractor, using questionnaires suitable for optical scanning.

In mid-September, 1998, the contractor mailed a "It's In The Mail" postcard to the selected households alerting them to the survey and encouraging participation.

One week later, the contractor mailed each sampled household a survey package containing: (1) an introductory cover letter signed by Mara Mayor, Director of The Smithsonian Associates; (2) a questionnaire with a lithocode to identify the sampled household; and (3) a franked return envelope addressed to the contractor.

One week later, the sampled households were sent a "Heads-Up" reminder card.

Returns were monitored closely and, after four weeks, a second survey package, identical to the first except for the enclosed letter content, was sent to non-respondents. Data collection officially ended on and a complete data file was received by ISO on December 8, 1998.

### The Questionnaire

Contents. The questionnaire was based on a review of the 1988 RAP questionnaire, new requirements defined by the RAP staff, and a need to coordinate this survey with a related effort, the 1997 Contributing Membership Program (CMP) Survey. A draft questionnaire was developed by the Institutional Studies staff and reviewed with RAP and other Smithsonian staff. After several iterations, the questionnaire was reviewed by the survey processing contractor.

The final questionnaire, reproduced in Appendix A, consisted of two double pages, or four sides, divided into topical sections. In the first section, we asked eight questions about the scope of the household's participation in RAP activities. The second section deals with household involvement with current RAP benefits, satisfaction with RAP activities and procedures, and willingness to voluntarily contribute to RAP. The third

section contains questions about household involvement with the World Wide Web. The fourth section includes questions about the respondent's (and spouse's, if appropriate) demographic background characteristics. The questionnaire concluded with a request for comments about RAP.

Data Processing. Inspection of the questionnaire (Appendix A) shows that it has been formatted for processing on optical scanning equipment; i.e., its appearance is quite similar to that of standardized tests used in academic institutions. This technology was selected for its efficiency in both data collection and processing. Respondents, when filling out the questionnaires, are not encumbered by writing answers or circling numbers. Instead, they simply darken a "response bubble" next to the answer that corresponds to their specific situation. Processing such questionnaires is cost efficient, timely and avoids human error of data entry. Respondents sent completed questionnaires to the data processing contractor and a raw data tape was prepared for our use. Our office prepared the analysis files, e.g. data "cleaning," variable creation, reformatting, etc.