

Cooper-Hewitt National Design Museum: Results from the 1999 Membership Survey

Report 99-4

This is a study of the Cooper-Hewitt, National Design Museum Membership Program, a program serving the Museum's constituency in the New York Metropolitan area and throughout the country. The results will provide guidance to improving the program and serving its members more effectively. The report 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 1992, as well as differences among four categories of membership (Individual, Dual/Family, Contributing and Upper Tiers).

The results clearly show that the Cooper-Hewitt, National Design Museum has continued to serve the needs of a well-defined segment of the population. In addition to the more traditional, long-time members with decorative arts interests, the Museum has attracted a substantial number of new members in the past few years. The newer members tend to be more interested in graphic arts, are younger, and live in different areas as compared to older members. Museum members are satisfied with the value of their membership. Newer members with graphic design interests are more satisfied than other members. The data suggest that the Museum needs to maintain a balance of program activities and exhibitions to appeal to its diverse membership. The membership is united in referring to the museum as the Cooper-Hewitt rather than the National Design Museum.