

**The Museum of Mobile
Exit Survey of Visitors
2006 Annual Report**

CBER Research Report #74

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Each quarter, the Center for Business and Economic Research (CBER) sends 100 Exit Visitor Surveys to The Museum of Mobile. The Museum of Mobile's managers then distribute the surveys, collect the completed ones, and mail them back to CBER for processing, where the data from each survey is compiled into quarterly summaries. A PowerPoint presentation is also created each quarter and is available for viewing on the web. At the end of the year, the quarterly summaries are combined to form an Annual Report. The following report is a total summary of all responses to The Museum of Mobile's Exit Visitor Surveys for the year 2006. The number of surveys collected by The Museum of Mobile for each quarter is as follows:

January – March:	15
April – June:	9
July – September:	24
October – December:	25

A total of 73 surveys were collected during 2006.

Table of Contents

SECTION:

1. TABULAR SUMMARY

Ranking of overall visit to The Museum of Mobile	1
Primary residential states/countries	1
Primary reason for trip to the Mobile area	2
Number of people in group	2
Length of stay in Mobile	2
Information sources used in deciding to visit Mobile	2
Attractions visited or planned to visit	3
Other attractions visited or planned to visit	3

2. VISITOR COMMENTS

January – March	1
April – June	1
July – September	1
October – December	1

3. POWERPOINT SUMMARY

Primary residential states	2
Reason for visiting Mobile	3
Number of people in group	4
Length of stay in Mobile	5
Information sources used	6
Other attractions visited or planned to visit by Museum of Mobile visitors (table)	7
Other attractions visited or planned to visit by Museum of Mobile visitors (graph)	8

4. CROSS TABLES, BY REASON FOR TRIP

Responses from 34 visitors on a vacation/pleasure trip	1
Responses from 29 visitors visiting friends/relatives	2
Responses from 1 visitor on a business trip	3

5. CROSS TABLES, BY LENGTH OF STAY

Responses from 5 visitors on a day-trip only	1
Responses from 2 visitors staying one night	2
Responses from 12 visitors staying two nights	3
Responses from 45 visitors staying three or more nights	4

SECTION 1.
TABULAR SUMMARY

Responses from all visitors to The Museum of Mobile

<u>Ranking of overall visit to The Museum of Mobile</u>	<u>Total</u>	<u>Percentage</u>
1	0	0.00
2	0	0.00
3	1	1.39
4	11	15.28
5	60	83.33
Total	72	100.00
Average Ranking	4.82	

<u>Primary residential states/countries</u>	<u>Total</u>	<u>Percentage</u>
California	13	17.81
Alabama*	11	15.07
Louisiana	9	12.33
Mississippi	5	6.85
Virginia	4	5.48
Georgia	3	4.11
Kentucky	3	4.11
North Carolina	3	4.11
Pennsylvania	3	4.11
Arizona	2	2.74
Arkansas	2	2.74
Illinois	2	2.74
Nebraska	2	2.74
Oklahoma	2	2.74
Alaska	1	1.37
Florida	1	1.37
Indiana	1	1.37
Michigan	1	1.37
Minnesota	1	1.37
Ohio	1	1.37
Texas	1	1.37
Washington	1	1.37
Wisconsin	1	1.37
Total	73	100.00

*Includes 6 residents from Mobile and Baldwin Counties

Responses from non-residents of Mobile and Baldwin Counties only

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	34	53.13
visiting friends/relatives	29	45.31
business trip	1	1.56
convention	0	0.00
tour group	0	0.00
Total	64	100.00

<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
1	15	26.32
2	19	33.33
3	10	17.54
4	10	17.54
5	1	1.75
6	1	1.75
9	1	1.75
Total	57	100.00
Average Group Size	2.51	

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	5	7.81
1 night	2	3.13
2 nights	12	18.75
3 or more nights	45	70.31
Total	64	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
welcome center	43	28.67
internet/web site	31	20.67
friends/relatives	30	20.00
billboards	16	10.67
magazine/newspaper	13	8.67
brochures	7	4.67
television/radio	7	4.67
other	2	1.33
travel agency	1	0.67
Total	150	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	56	24.78
Mobile Museum of Art	47	20.80
USS Alabama Battleship Memorial Park	39	17.26
Bellingrath Gardens and Home	27	11.95
Gulf Coast Exploreum & IMAX	21	9.29
Bragg-Mitchell Mansion	12	5.31
Dauphin Island Estuarium & Sea Lab	7	3.10
Conde-Charlotte Museum House	6	2.65
Mobile Greyhound Park	3	1.33
Cruise ships	2	0.88
Fort Gaines	2	0.88
Oakleigh Period House Museum Complex	1	0.44
Richard-DAR House Museum	1	0.44
Wildland expeditions	1	0.44
Other attractions/festivals/special events	1	0.44
Total	226	100.00

<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dauphin Island	1	100.00
Total	1	100.00

SECTION 2.
VISITOR COMMENTS

January - March

- Great museum.
- Very well done.

April - June

- I enjoyed it!
- Best kept secret
- Workers are very nice people, security is helpful.
- Very nice.
- Great!
- Very interesting.
- A very interesting and typically Southern city with a fascinating and colorful past.

July - September

- WONDERFUL!!!
- Very clean building.
- Very nice!
- Excellent!
- My kids enjoyed so much the doll house exhibition... and the adults too. It was interesting to see the pieces you have of the Alabama history.
- Great!
- Great!
- EXCELLENT MUSEUM! Very Innovative.

October - December

- Wonderful!
- Enjoyed the museum. Great staff.
- Keep up the good work!
- Excellent!
- Security very helpful.
- Beautiful City, Friendly People!
- Very nice!
- Very beautiful and very clean.
- Beautiful!
- Security very helpful :^)
- Enjoyed the museum, thanks for the "1st Sunday" free day.

SECTION 3.

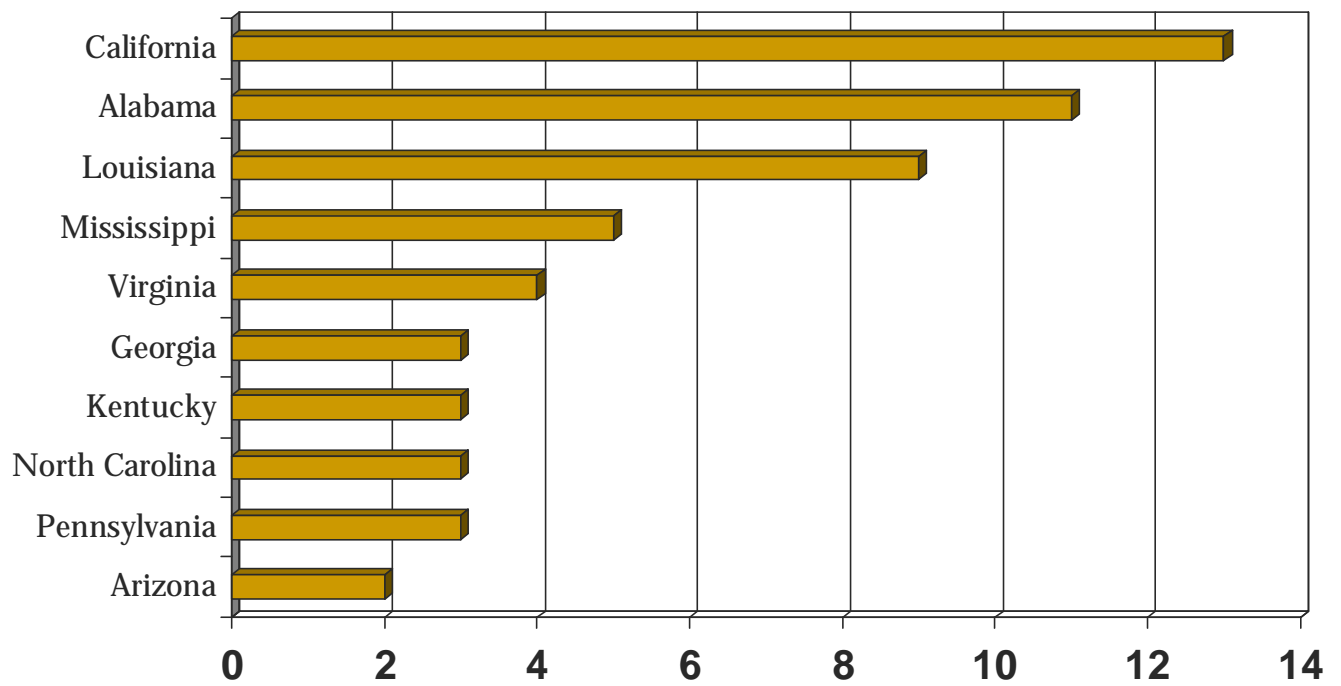
POWERPOINT SUMMARY



The Museum of Mobile

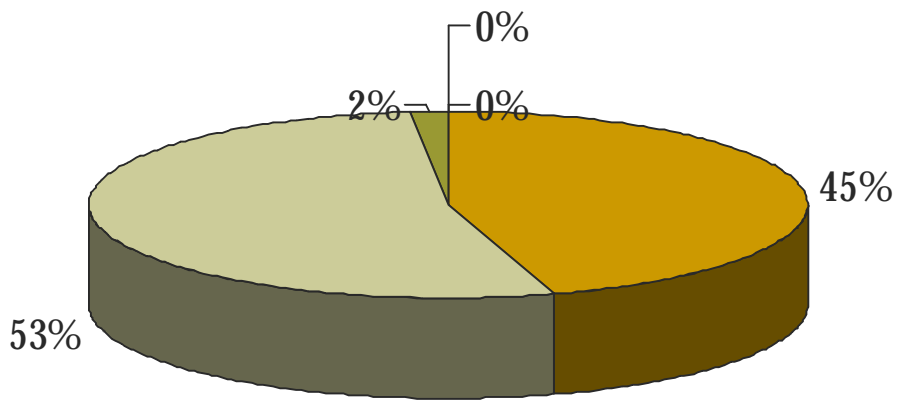
Exit Survey Summary
2006 Annual Report
Total surveys: 73

Primary Residential States



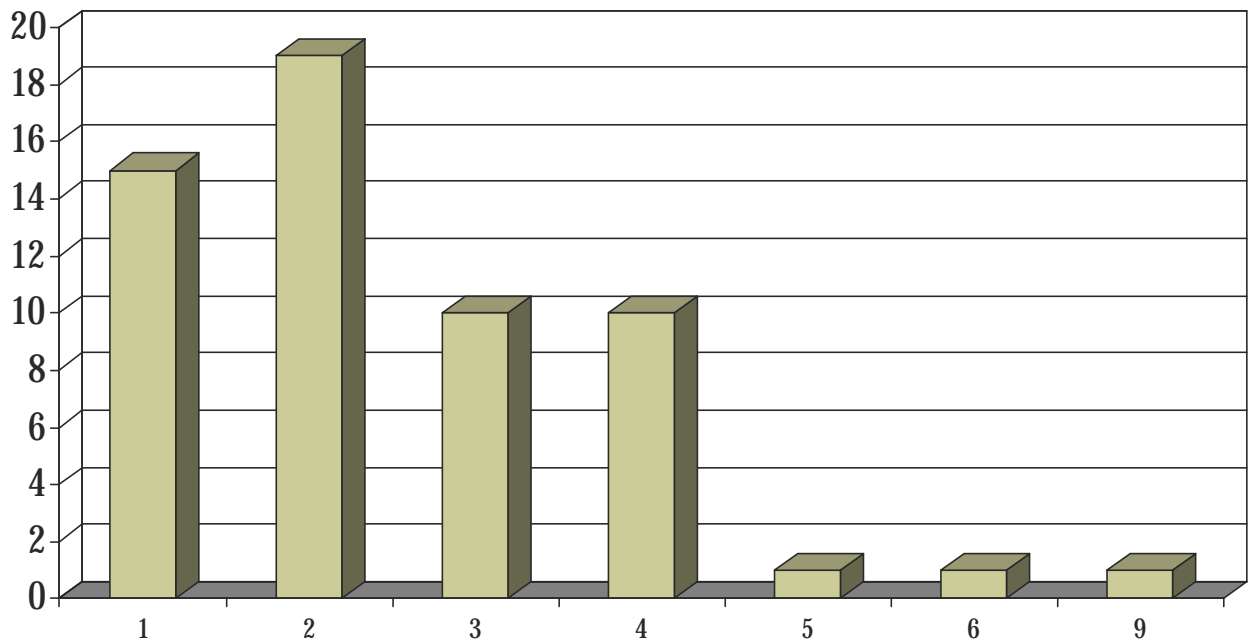
Alabama total includes 6 residents from Mobile and Baldwin Counties.

[Reason for Visiting Mobile]



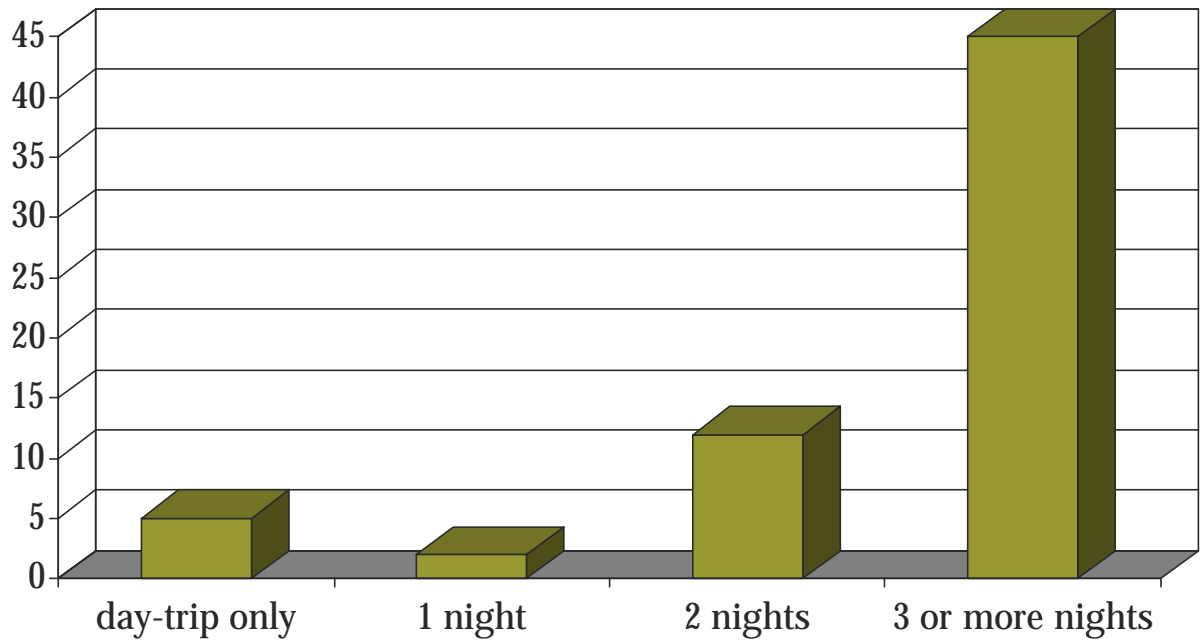
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

[Number of People in Group]

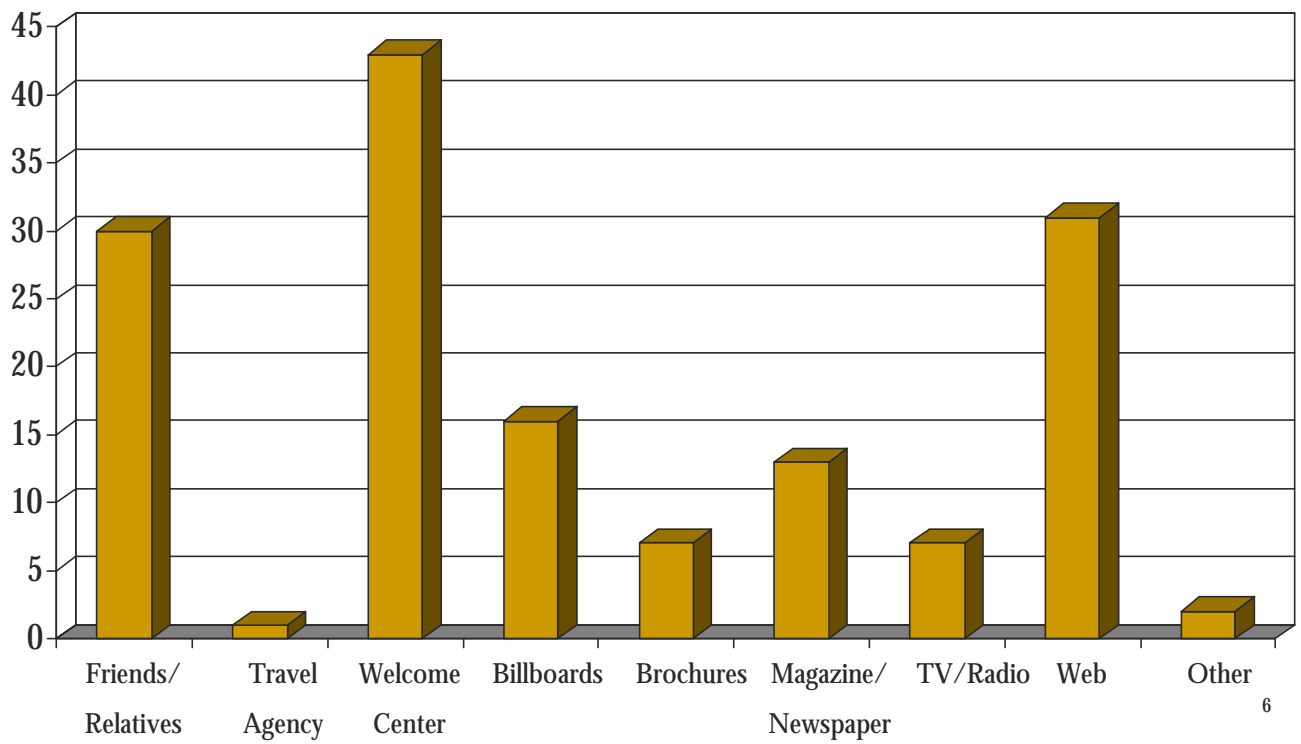


Average Group Size: 2.51

[Length of Stay in Mobile]



Information Sources Used

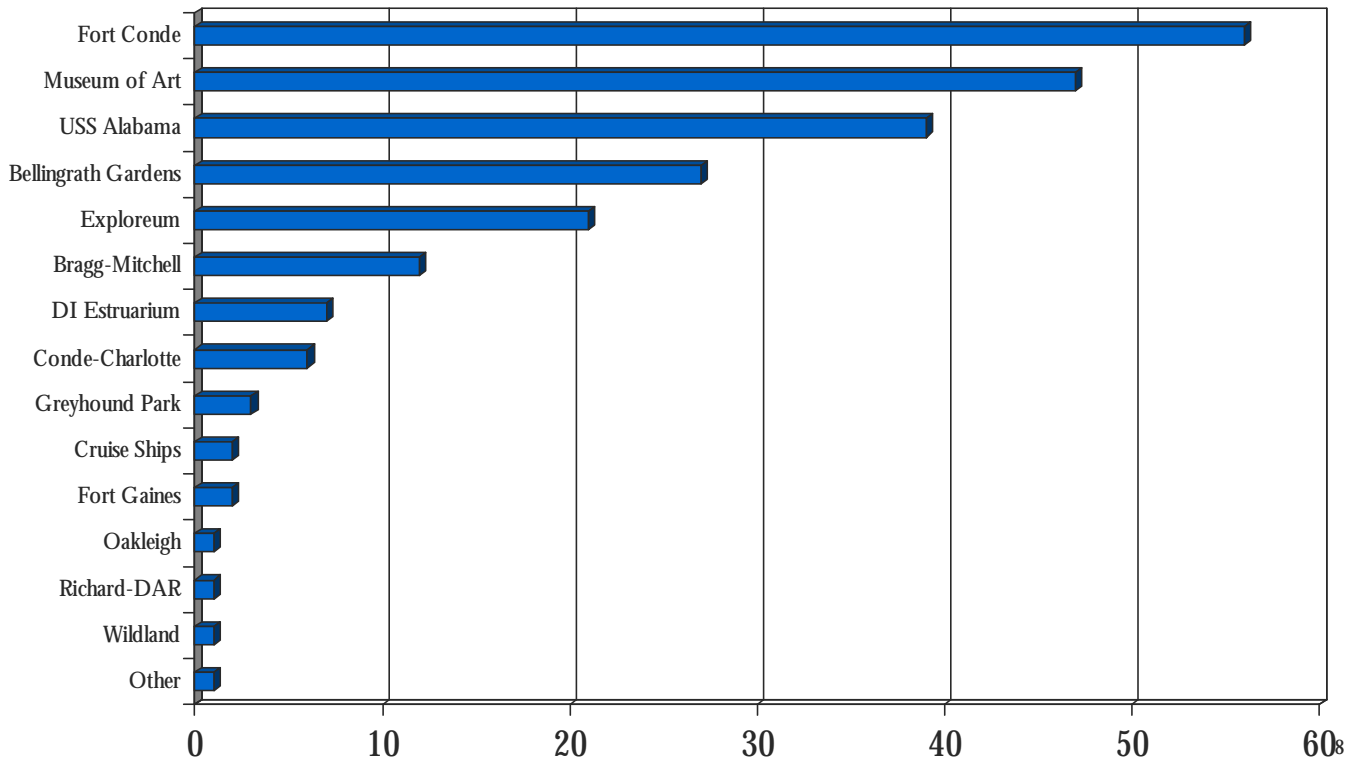


Other Attractions Visited or Planned to Visit by Museum of Mobile Visitors

Bellingrath Gardens and Home	27
Bragg-Mitchell Mansion	12
Conde-Charlotte Museum House	6
Cruise ships	2
Dauphin Island Estuarium & Sea Lab	7
Fort Conde Museum & Welcome Center	56
Fort Gaines	2
Gulf Coast Exploreum & IMAX	21

Mobile Greyhound Park	3
Mobile Museum of Art	47
Oakleigh Period House Museum Complex	1
Richard-DAR House Museum	1
USS Alabama Battleship Memorial Park	39
Wildland Expeditions	1
Other attractions/ festivals/special events	1
TOTAL	226

Other Attractions Visited or Planned to Visit by Museum of Mobile Visitors



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 34 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	3	8.82
1 night	1	2.94
2 nights	3	8.82
3 or more nights	27	79.41
Total	34	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
welcome center	27	31.40
internet/web site	20	23.26
billboards	10	11.63
magazine/newspaper	9	10.47
friends/relatives	8	9.30
brochures	7	8.14
television/radio	3	3.49
travel agency	1	1.16
other	1	1.16
Total	86	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Mobile Museum of Art	24	23.76
USS Alabama Battleship Memorial Park	23	22.77
Bellingrath Gardens and Home	13	12.87
Gulf Coast Exploreum & IMAX	11	10.89
Fort Conde Museum & Welcome Center	10	9.90
Bragg-Mitchell Mansion	8	7.92
Conde-Charlotte Museum House	3	2.97
Dauphin Island Estuarium & Sea Lab	3	2.97
Cruise ships	2	1.98
Fort Gaines	1	0.99
Mobile Greyhound Park	1	0.99
Oakleigh Period House Museum Complex	1	0.99
Other attractions/festivals/special events	1	0.99
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	101	100.00

Responses from 29 visitors visiting friends/relatives

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	2	7.41
1 night	1	3.70
2 nights	7	25.93
3 or more nights	17	62.96
Total	27	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	21	38.89
welcome center	10	18.52
internet/web site	9	16.67
billboards	6	11.11
television/radio	4	7.41
magazine/newspaper	3	5.56
other	1	1.85
travel agency	0	0.00
brochures	0	0.00
Total	54	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	23	25.84
Mobile Museum of Art	19	21.35
USS Alabama Battleship Memorial Park	14	15.73
Bellingrath Gardens and Home	12	13.48
Gulf Coast Exploreum & IMAX	9	10.11
Bragg-Mitchell Mansion	3	3.37
Dauphin Island Estuarium & Sea Lab	3	3.37
Conde-Charlotte Museum House	2	2.25
Fort Gaines	1	1.12
Mobile Greyhound Park	1	1.12
Richard-DAR House Museum	1	1.12
Wildland expeditions	1	1.12
Cruise ships	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Other attractions/festivals/special events	0	0.00
Total	89	100.00

Responses from 1 visitor on a business trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	0	0.00
1 night	0	0.00
2 nights	1	100.00
3 or more nights	0	0.00
Total	1	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
welcome center	1	50.00
internet/web site	1	50.00
brochures	0	0.00
friends/relatives	0	0.00
magazine/newspaper	0	0.00
billboards	0	0.00
television/radio	0	0.00
travel agency	0	0.00
other	0	0.00
Total	2	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	1	25.00
Mobile Greyhound Park	1	25.00
Mobile Museum of Art	1	25.00
USS Alabama Battleship Memorial Park	1	25.00
Bellingrath Gardens and Home	0	0.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	4	100.00

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 5 visitors on a day-trip only

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	3	60.00
visiting friends/relatives	2	40.00
business trip	0	0.00
convention	0	0.00
tour group	0	0.00
Total	5	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	2	28.57
welcome center	2	28.57
internet/web site	2	28.57
other	1	14.29
travel agency	0	0.00
billboards	0	0.00
brochures	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
Total	7	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	2	28.57
Fort Gaines	1	14.29
Gulf Coast Exploreum & IMAX	1	14.29
Mobile Museum of Art	1	14.29
USS Alabama Battleship Memorial Park	1	14.29
Other attractions/festivals/special events	1	14.29
Bellingrath Gardens and Home	0	0.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Mobile Greyhound Park	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	7	100.00

Responses from 2 visitors staying one night

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	1	50.00
visiting friends/relatives	1	50.00
business trip	0	0.00
convention	0	0.00
tour group	0	0.00
Total	2	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	1	33.33
welcome center	1	33.33
internet/web site	1	33.33
travel agency	0	0.00
billboards	0	0.00
brochures	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
other	0	0.00
Total	3	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	1	50.00
Fort Conde Museum & Welcome Center	1	50.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	2	100.00

Responses from 12 visitors staying two nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
visiting friends/relatives	7	63.64
vacation/pleasure trip	3	27.27
business trip	1	9.09
convention	0	0.00
tour group	0	0.00
Total	11	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	6	27.27
welcome center	6	27.27
internet/web site	4	18.18
billboards	3	13.64
brochures	2	9.09
television/radio	1	4.55
travel agency	0	0.00
magazine/newspaper	0	0.00
other	0	0.00
Total	22	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	10	34.48
Mobile Museum of Art	8	27.59
USS Alabama Battleship Memorial Park	6	20.69
Gulf Coast Exploreum & IMAX	3	10.34
Mobile Greyhound Park	1	3.45
Richard-DAR House Museum	1	3.45
Bellingrath Gardens and Home	0	0.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Gaines	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	29	100.00

Responses from 45 visitors staying three or more nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	27	61.36
visiting friends/relatives	17	38.64
business trip	0	0.00
convention	0	0.00
tour group	0	0.00
Total	44	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
welcome center	30	27.27
internet/web site	24	21.82
friends/relatives	19	17.27
magazine/newspaper	13	11.82
billboards	12	10.91
brochures	5	4.55
television/radio	5	4.55
travel agency	1	0.91
other	1	0.91
Total	110	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	41	22.91
Mobile Museum of Art	36	20.11
USS Alabama Battleship Memorial Park	31	17.32
Bellingrath Gardens and Home	24	13.41
Gulf Coast Exploreum & IMAX	17	9.50
Bragg-Mitchell Mansion	11	6.15
Conde-Charlotte Museum House	6	3.35
Dauphin Island Estuarium & Sea Lab	6	3.35
Cruise ships	2	1.12
Mobile Greyhound Park	2	1.12
Oakleigh Period House Museum Complex	1	0.56
Fort Gaines	1	0.56
Wildland expeditions	1	0.56
Richard-DAR House Museum	0	0.00
Other attractions/festivals/special events	0	0.00
Total	179	100.00