

The Mobile Museum of Art  
Exit Survey of Visitors  
2007 Annual Report

CBER Research Report #80

Prepared by  
Ashley Davis and Tracey Smith  
Center for Business and Economic Research  
Mitchell College of Business  
University of South Alabama

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Each quarter, the Center for Business and Economic Research (CBER) sends 100 Exit Visitor Surveys to the Mobile Museum of Art. The Mobile Museum of Art'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 Mobile Museum of Art's Exit Visitor Surveys for the year 2007. The number of surveys collected by the Mobile Museum of Art for each quarter is as follows:

January – March: 27

April – June: 0

July – September: 22

October – December: 13

A total of 62 surveys were collected during 2007.

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SECTION 1.  
TABULAR SUMMARY

Responses from all visitors to the Mobile Museum of Art

<u>Ranking of overall visit to The Mobile Museum of Art</u>	<u>Total</u>	<u>Percentage</u>
1	2	3.33
2	0	0.00
3	3	5.00
4	14	23.33
5	41	68.33
Total	60	100.00
Average Ranking	4.45	

<u>Primary residential states/countries</u>	<u>Total</u>	<u>Percentage</u>
Alabama*	14	22.58
Mississippi	7	11.29
Louisiana	6	9.68
Georgia	5	8.06
Florida	4	6.45
Texas	4	6.45
North Carolina	4	6.45
Ohio	3	4.84
New Jersey	2	3.23
California	1	1.61
Delaware	1	1.61
Illinois	1	1.61
Maine	1	1.61
Missouri	1	1.61
New York	1	1.61
Tennessee	1	1.61
Canada	1	1.61
Minnesota	1	1.61
New Mexico	1	1.61
Oregon	1	1.61
Massachusetts	1	1.61
Indiana	1	1.61
Total	62	100.00

\*Includes 10 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	30	57.69
visiting friends/relatives	17	32.69
business trip	4	7.69
convention	1	1.92
tour group	0	0.00
Total	52	100.00

<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
1	5	9.80
2	23	45.10
3	4	7.84
4	10	19.61
5	3	5.88
6	2	3.92
8	2	3.92
15	1	1.96
98	1	1.96
Total	51	100.00
Average Group Size	5.29	

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	19	36.54
1 night	7	13.46
2 nights	9	17.31
3 or more nights	17	32.69
Total	52	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	19	29.23
internet/web site	16	24.62
other	13	20.00
welcome center	6	9.23
magazine/newspaper	4	6.15
brochures	3	4.62
television/radio	2	3.08
travel agency	1	1.54
billboards	1	1.54
Total	65	100.00

<u>Other information sources used</u>	<u>Total</u>	<u>Percentage</u>
AAA	3	23.08
School	1	7.69
Business	1	7.69
Word of mouth	1	7.69
Azalea Trail Run	1	7.69
Gulf Shores	1	7.69
meeting	1	7.69
Lexus dealer	1	7.69
airlines	1	7.69
conference	1	7.69
Pensacola Museum of Art	1	7.69
Total	13	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Museum of Mobile	19	18.81
Bellingrath Gardens and Home	18	17.82
Gulf Coast Exploreum & IMAX	14	13.86
USS Alabama Battleship Memorial Park	12	11.88
Other attractions/festivals/special events	9	8.91
Dauphin Island Estuarium & Sea Lab	7	6.93
Fort Conde Museum & Welcome Center	6	5.94
Oakleigh Period House Museum Complex	4	3.96
Fort Gaines	4	3.96
Conde-Charlotte Museum House	3	2.97
Bragg-Mitchell Mansion	2	1.98
Richard-DAR House Museum	2	1.98
Cruise ships	1	0.99
Wildland expeditions	0	0.00
Mobile Greyhound Park	0	0.00
Total	101	100.00

<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Botanical Gardens	3	25.00
Dauphin Island	2	16.67
Azalea Trail Run	1	8.33
Golf	1	8.33
Historic downtown	1	8.33
Festival of Flowers	1	8.33
Busaba's Thai Cuisine	1	8.33
RSA building	1	8.33
Battlehouse	1	8.33
Total	12	100.00

SECTION 2.  
VISITOR COMMENTS

## January - March

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- You have a lovely collection which is well exhibited.
- The museum has a varied and interesting compilation of classical and contemporary art. We enjoyed our visit.
- Superb museum. We particularly liked the way you combine different forms of art in the same area rather than segregating them as is typical.
- Enjoyed the Ansel Adams exhibit.
- Excellent facility and works.
- Most enjoyable, plan to return!
- Very lovely staff.
- Loved your glass collection.
- Beautiful building – sorry there were not many folks here enjoying this wonderful museum. I'll be back.
- Beautiful – wish had more time
- The art was very beautiful. The type of art you have on display is very meaningful from a historic point of view.
- Very nice collection, but didn't like the placement of Ansel Adams next to rock photography! Lovely museum!
- Pompeii exhibit
- Very kind and helpful
- Very good – really enjoyed the rock photos
- We have found Mobile to be much more diverse in historical and artistic venues than we had expected. Our visit has been a delight.
- The Pensacola News Journal publishes “The Weekender” on Fridays listing attractions as far as Atlanta. It would be great for the museum to list its exhibits. This is a great museum with lots of variety and quality. The museum employees were very helpful and professional.
- Nice people!
- Great – but please add a café

## July - September

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- We enjoyed the wide selection of exhibits. The audio guide provided very interesting background information on the exhibits. Very clean and highly organized layout made it a very enjoyable viewing experience. We would highly recommend to others.
- Thank you so much!
- I enjoyed the photo area, the movie about Linda McCartney was very good. Thank you.
- We've chatted with staff – more attention and publicity with hotels.
- A real treat! Glad we found out about the McCartney exhibit.
- Great museum, great variety. Thank you!
- Would like to contemporary art exhibited separate from traditional art. Like things grouped.
- Would have stayed longer – No place to eat.
- The guards following us around (2<sup>nd</sup> floor) actually detracted from the museum. Very crude!
- We are originally from Greenville, S.C. and visiting here we feel right at home because everyone is so friendly. Thank you.
- More impressionists would be great (i.e. Monet, Renoir, etc.). Beautiful artwork! Enjoyed the visit!
- More benches would be nice. Great place –
- Really liked the community art spaces upstairs – Great community builder! The glass and crystal is fabulous!
- Suggestion: The museum should open a café on the basement level, with the windows facing the pond, where these 2-3 offices are new. ☺
- The displays would be better enjoyed with comfort seating in more areas for individuals that can walk with breaks to sit and enjoy the art as displayed. The cord in front of display on M Floor could be a trip hazard due to the fact that when getting off the elevator the piece “Bounty” catches your eye and the cord border could startle or trip someone to cause the possibility of falling into the piece.
- Please, please, please, spend a few dollars to “close off” the top of the stairs behind the desk – make them baby/child safe – gate or such.
- No exhibits other than permanent art. Disappointing trip to MMA.

## October - December

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- Good balance of classic and modern art.
- Gift shop closed without warning.
- Lovely exhibits – a couple of lights are out in the glass area! Escher exhibit very neat ---can't get the video to play??

- Poor lighting on some of the exhibits. No announcement of early closing at gift shop.
- We loved it and will return!
- Gift shop closed too early. Some art work not lit adequately, beautiful building and grounds. Some artwork was quite good.
- The Escher exhibit was great! However, the outside appearance of the museum was sub-par. Mold is growing on the walls and windows. It could be a much more enjoyable place if that was taken care of.
- Liz Jones should get a big raise! She is amazing! She is so friendly and knowledgeable and made my visit to the museum spectacular.
- Wonderful exhibit!

SECTION 3.

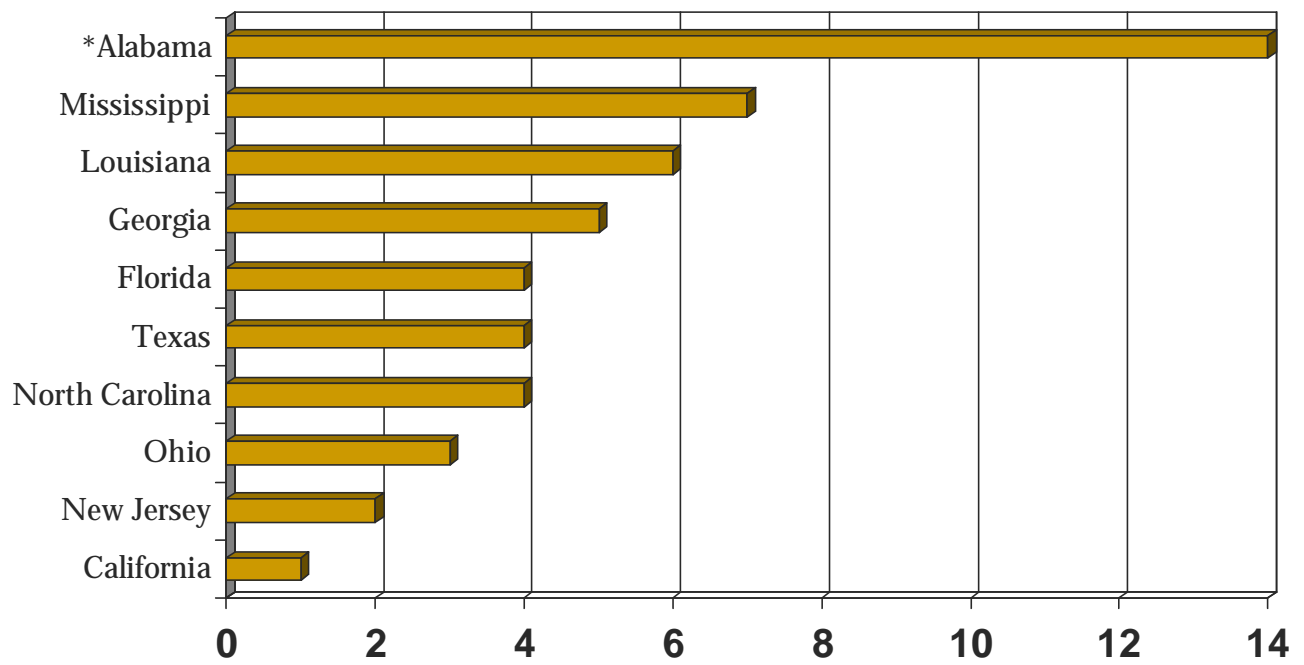
POWERPOINT SUMMARY



# Mobile Museum of Art

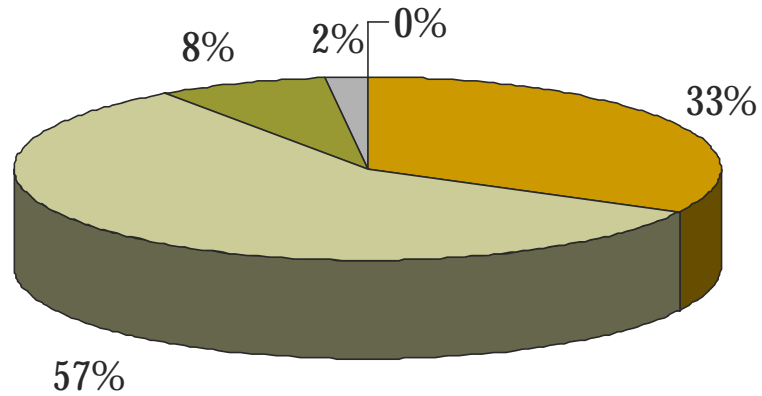
Exit Survey Summary  
2007 Annual Report  
Total surveys: 62

# Primary Residential States



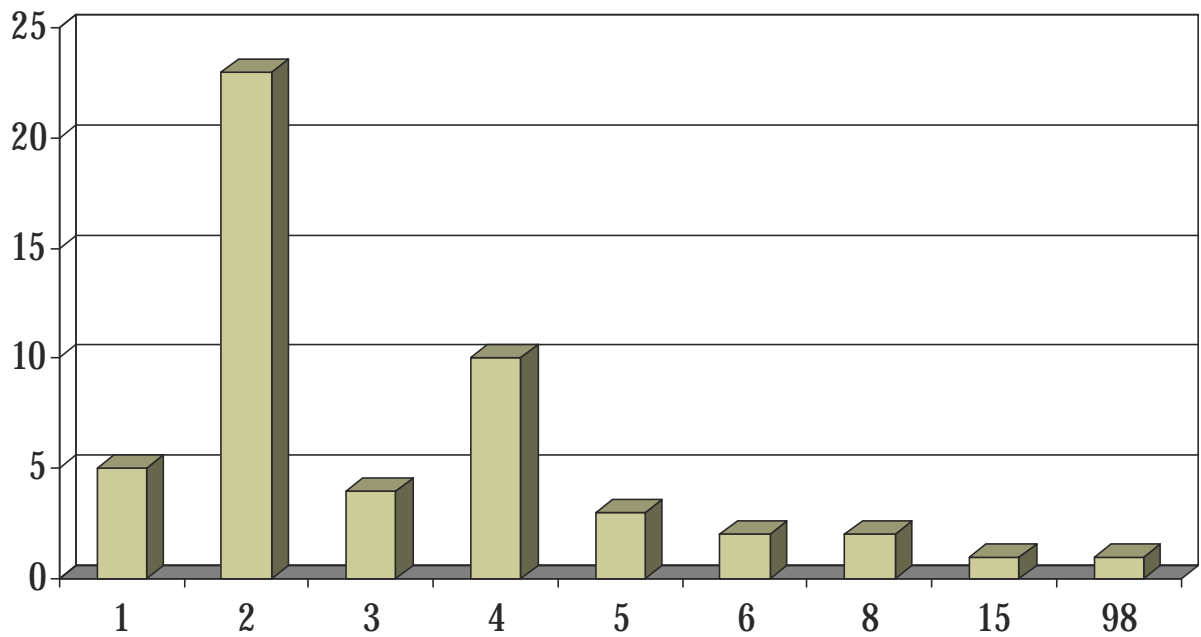
\*Alabama total includes 10 residents from Mobile and Baldwin Counties.

# [ Reason for Visiting Mobile ]



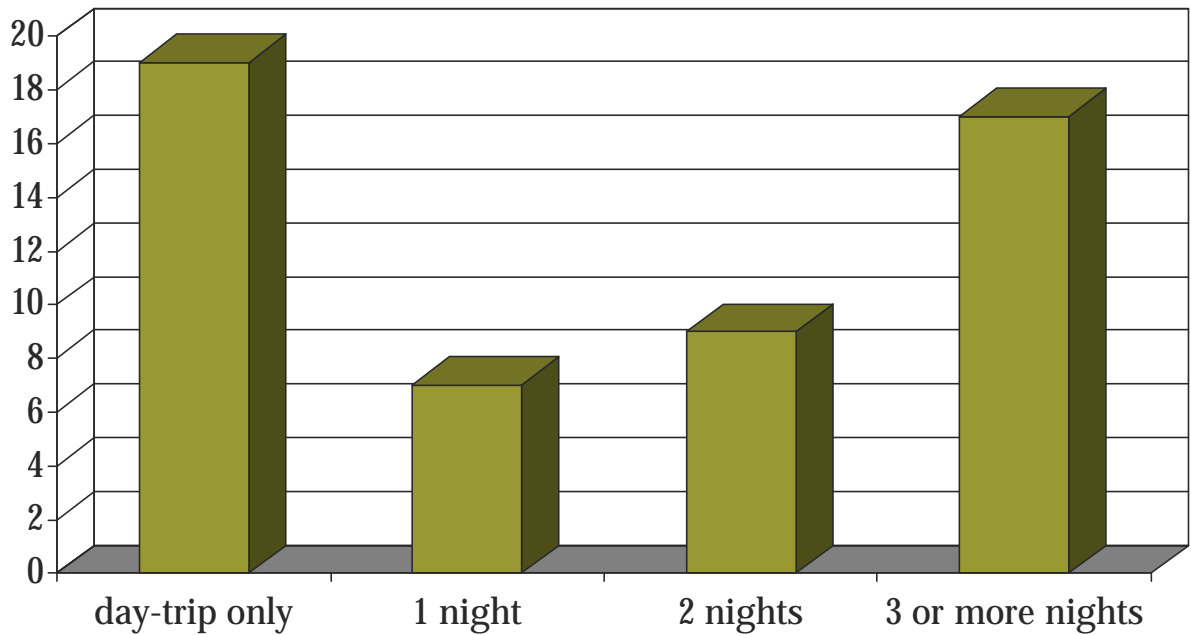
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

# [Number of People in Group]

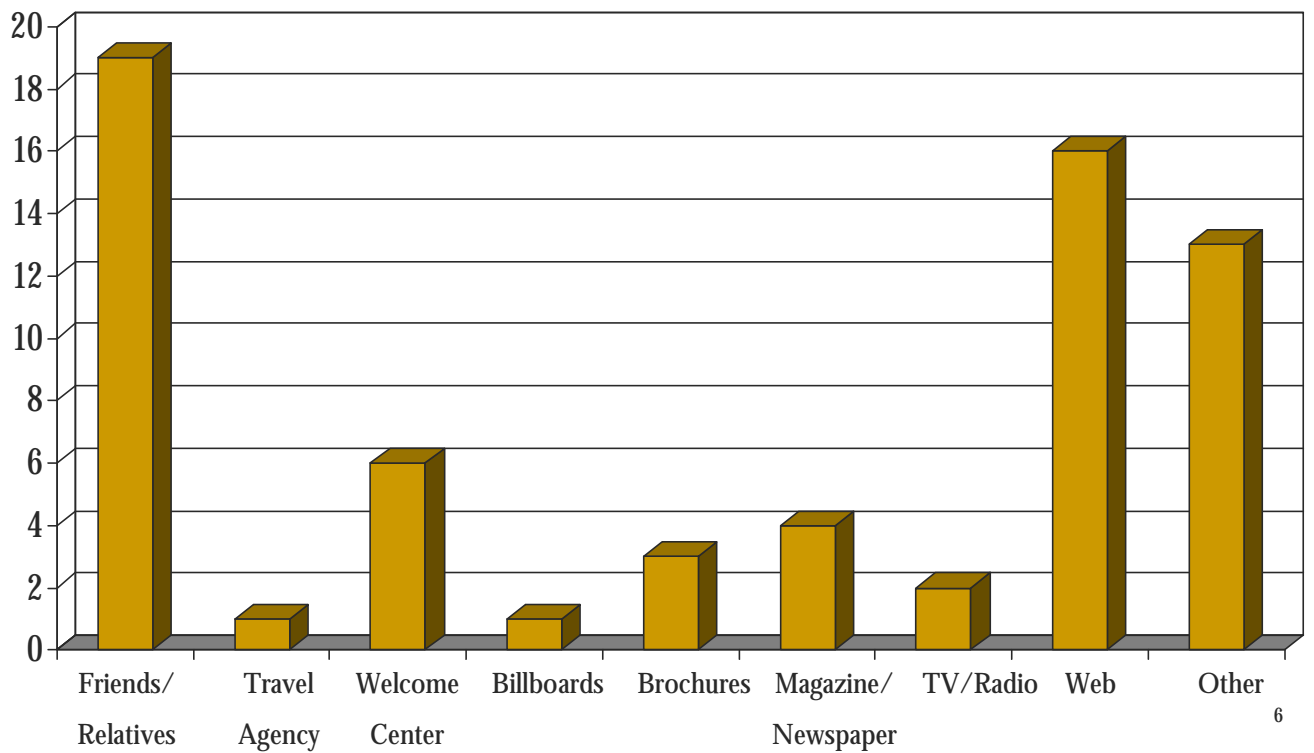


Average Group Size: 5.29

# [ Length of Stay in Mobile ]



# [ Information Sources Used ]

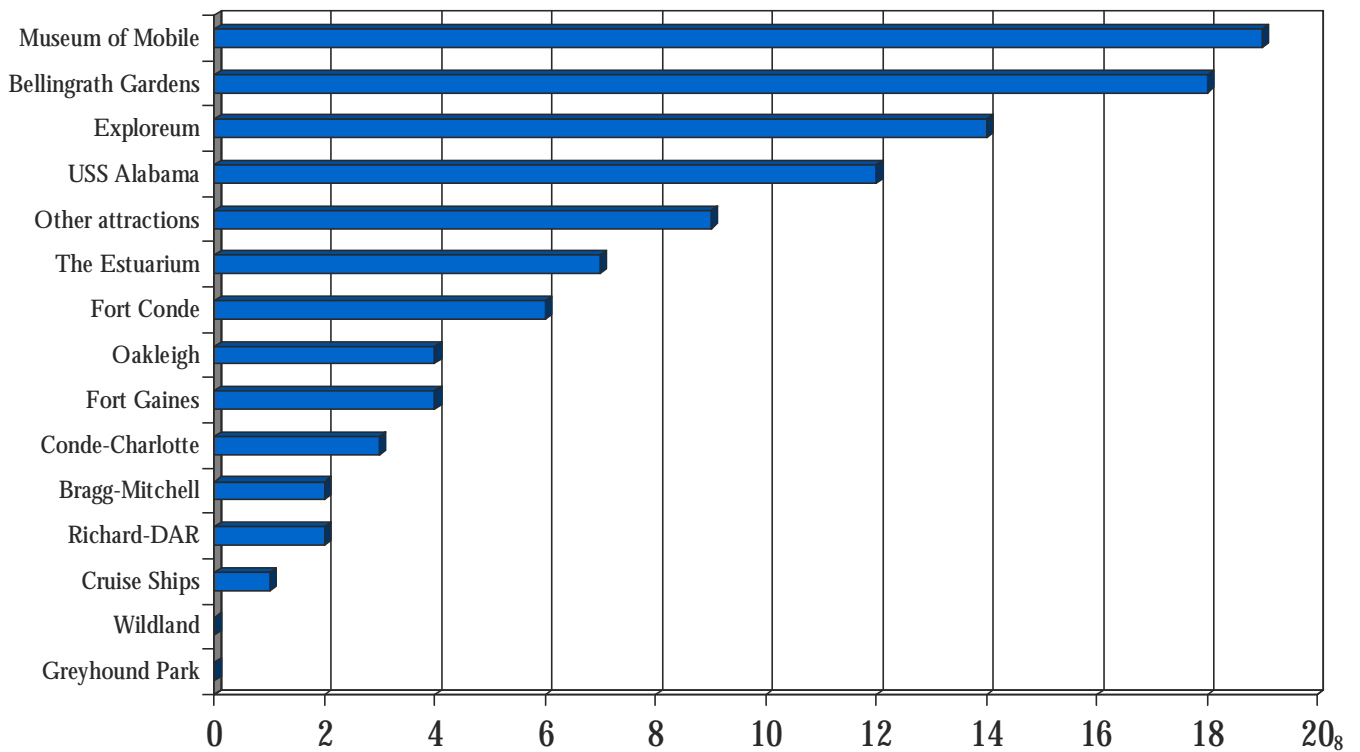


## Other Attractions Visited or Planned to Visit by Museum of Art Visitors

Bellingrath Gardens and Home	18
Bragg-Mitchell Mansion	2
Conde-Charlotte Museum House	3
Cruise ships	1
Dauphin Island Estuarium & Sea Lab	7
Fort Conde Museum & Welcome Center	6
Fort Gaines	4
Gulf Coast Exploreum & IMAX	14

Mobile Greyhound Park	0
The Museum of Mobile	19
Oakleigh Period House Museum Complex	4
Richard-DAR House Museum	2
USS Alabama Battleship Memorial Park	12
Wildland Expeditions	0
Other attractions/ festivals/special events	9
TOTAL	101

# Other Attractions Visited or Planned to Visit by Museum of Art Visitors



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 17 visitors visiting friends/relatives

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	7	41.18
1 night	1	5.88
2 nights	3	17.65
3 or more nights	6	35.29
Total	17	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	12	66.67
internet/web site	5	27.78
other	1	5.56
brochures	0	0.00
welcome center	0	0.00
television/radio	0	0.00
billboards	0	0.00
magazine/newspaper	0	0.00
travel agency	0	0.00
Total	18	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
The Museum of Mobile	7	31.82
Bellingrath Gardens and Home	3	13.64
Gulf Coast Exploreum & IMAX	2	9.09
USS Alabama Battleship Memorial Park	2	9.09
Other attractions/festivals/special events	2	9.09
Fort Conde Museum & Welcome Center	1	4.55
Dauphin Island Estuarium & Sea Lab	1	4.55
Conde-Charlotte Museum House	1	4.55
Bragg-Mitchell Mansion	1	4.55
Oakleigh Period House Museum Complex	1	4.55
Cruise ships	1	4.55
Mobile Museum of Art	0	0.00
Fort Gaines	0	0.00
Wildland expeditions	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Total	22	100.00

Responses from 30 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	11	36.67
1 night	6	20.00
2 nights	4	13.33
3 or more nights	9	30.00
Total	30	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
internet/web site	9	23.08
other	8	20.51
friends/relatives	6	15.38
welcome center	6	15.38
magazine/newspaper	4	10.26
brochures	3	7.69
television/radio	2	5.13
billboards	1	2.56
travel agency	0	0.00
Total	39	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	12	25.00
The Museum of Mobile	9	18.75
Gulf Coast Exploreum & IMAX	9	18.75
USS Alabama Battleship Memorial Park	8	16.67
Other attractions/festivals/special events	7	14.58
Fort Conde Museum & Welcome Center	5	10.42
Dauphin Island Estuarium & Sea Lab	4	8.33
Fort Gaines	2	4.17
Oakleigh Period House Museum Complex	2	4.17
Richard-DAR House Museum	1	2.08
Conde-Charlotte Museum House	1	2.08
Wildland expeditions	0	0.00
Bragg-Mitchell Mansion	0	0.00
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
Total	48	100.00

Responses from 4 visitors in Mobile on a business trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	1	25.00
1 night	0	0.00
2 nights	2	50.00
3 or more nights	1	25.00
Total	4	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	3	50.00
internet/web site	1	16.67
friends/relatives	1	16.67
travel agency	1	16.67
magazine/newspaper	0	0.00
brochures	0	0.00
welcome center	0	0.00
billboards	0	0.00
television/radio	0	0.00
Total	6	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	3	30.00
The Museum of Mobile	2	20.00
Bellingrath Gardens and Home	2	20.00
Dauphin Island Estuarium & Sea Lab	2	20.00
USS Alabama Battleship Memorial Park	2	20.00
Bragg-Mitchell Mansion	1	10.00
Fort Gaines	1	10.00
Other attractions/festivals/special events	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	10	100.00

Responses from 1 visitor in Mobile for a convention

<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	0	0.00
3 or more nights	1	100.00
Total	1	100.00

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

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	1	16.67
Oakleigh Period House Museum Complex	1	16.67
Richard-DAR House Museum	1	16.67
Fort Gaines	1	16.67
Conde-Charlotte Museum House	1	16.67
The Museum of Mobile	1	16.67
Dauphin Island Estuarium & Sea Lab	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Bragg-Mitchell Mansion	0	0.00
Cruise ships	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Mobile Greyhound Park	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	6	100.00

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 19 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	11	57.89
visiting friends/relatives	7	36.84
business trip	1	5.26
convention	0	0.00
tour group	0	0.00
Total	19	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	6	28.57
internet/web site	5	23.81
other	4	19.05
welcome center	2	9.52
magazine/newspaper	2	9.52
brochures	2	9.52
television/radio	0	0.00
billboards	0	0.00
travel agency	0	0.00
Total	21	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	6	25.00
The Museum of Mobile	6	25.00
Gulf Coast Exploreum & IMAX	4	16.67
USS Alabama Battleship Memorial Park	2	8.33
Other attractions/festivals/special events	2	8.33
Dauphin Island Estuarium & Sea Lab	1	4.17
Fort Conde Museum & Welcome Center	1	4.17
Fort Gaines	1	4.17
Bragg-Mitchell Mansion	1	4.17
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
Wildland expeditions	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Total	24	100.00

Responses from 7 visitors staying one night

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	6	85.71
visiting friends/relatives	1	14.29
business trip	0	0.00
convention	0	0.00
tour group	0	0.00
Total	7	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	2	22.22
friends/relatives	2	22.22
internet/web site	2	22.22
welcome center	1	11.11
magazine/newspaper	1	11.11
billboards	1	11.11
brochures	0	0.00
travel agency	0	0.00
television/radio	0	0.00
Total	9	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Other attractions/festivals/special events	3	25.00
USS Alabama Battleship Memorial Park	2	16.67
Gulf Coast Exploreum & IMAX	2	16.67
Bellingrath Gardens and Home	1	8.33
The Museum of Mobile	1	8.33
Fort Conde Museum & Welcome Center	1	8.33
Conde-Charlotte Museum House	1	8.33
Dauphin Island Estuarium & Sea Lab	1	8.33
Oakleigh Period House Museum Complex	0	0.00
Bragg-Mitchell Mansion	0	0.00
Cruise ships	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	12	100.00

Responses from 9 visitors staying two nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	4	44.44
visiting friends/relatives	3	33.33
business trip	2	22.22
convention	0	0.00
tour group	0	0.00
Total	9	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	5	33.33
internet/web site	3	20.00
other	3	20.00
welcome center	2	13.33
television/radio	1	6.67
travel agency	1	6.67
brochures	0	0.00
billboards	0	0.00
magazine/newspaper	0	0.00
Total	15	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	4	28.57
The Museum of Mobile	2	14.29
USS Alabama Battleship Memorial Park	2	14.29
Fort Conde Museum & Welcome Center	2	14.29
Other attractions/festivals/special events	2	14.29
Dauphin Island Estuarium & Sea Lab	2	14.29
Oakleigh Period House Museum Complex	1	7.14
Conde-Charlotte Museum House	1	7.14
Gulf Coast Exploreum & IMAX	1	7.14
Bragg-Mitchell Mansion	1	7.14
Wildland expeditions	0	0.00
Cruise ships	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Total	14	100.00

Responses from 17 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	9	52.94
visiting friends/relatives	6	35.29
business trip	1	5.88
convention	1	5.88
tour group	0	0.00
Total	17	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	6	28.57
internet/web site	6	28.57
other	4	19.05
welcome center	2	9.52
magazine/newspaper	1	4.76
brochures	1	4.76
television/radio	1	4.76
travel agency	0	0.00
billboards	0	0.00
Total	21	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
The Museum of Mobile	10	21.74
Bellingrath Gardens and Home	7	15.22
Gulf Coast Exploreum & IMAX	7	15.22
USS Alabama Battleship Memorial Park	6	13.04
Fort Gaines	3	6.52
Dauphin Island Estuarium & Sea Lab	3	6.52
Oakleigh Period House Museum Complex	3	6.52
Richard-DAR House Museum	2	4.35
Other attractions/festivals/special events	2	4.35
Fort Conde Museum & Welcome Center	1	2.17
Conde-Charlotte Museum House	1	2.17
Cruise ships	1	2.17
Bragg-Mitchell Mansion	0	0.00
Wildland expeditions	0	0.00
Mobile Greyhound Park	0	0.00
Total	46	100.00