

The Museum of Mobile  
Exit Survey of Visitors  
2007 Annual Report

CBER Research Report #81

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 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 2007. The number of surveys collected by The Museum of Mobile for each quarter is as follows:

January – March:	16
April – June:	23
July – September:	16
October – December:	12

A total of 67 surveys were collected during 2007.

## Table of Contents

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### 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 29 visitors on a vacation/pleasure trip ... 1
- Responses from 11 visitors visiting friends/relatives ... 2
- Responses from 2 visitors on a business trip ... 3
- Responses from 2 visitors in Mobile for a convention... 4

### 5. CROSS TABLES, BY LENGTH OF STAY

- Responses from 1 visitors on a day-trip only ... 1
- Responses from 9 visitors staying two nights ... 2
- Responses from 34 visitors staying three or more nights ... 3

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	1.49
4	10	14.93
5	56	83.58
Total	67	100.00
Average Ranking	4.83	

<u>Primary residential states/countries</u>	<u>Total</u>	<u>Percentage</u>
Alabama*	26	38.81
Texas	8	11.94
Louisiana	4	5.97
Colorado	4	5.97
Virginia	4	5.97
California	3	4.48
Illinois	3	4.48
Mississippi	2	2.99
Minnesota	2	2.99
Washington D.C.	2	2.99
Kansas	2	2.99
Georgia	1	1.49
Maryland	1	1.49
Arkansas	1	1.49
Nebraska	1	1.49
Alaska	1	1.49
Germany	1	1.49
Michigan	1	1.49
Total	67	100.00

\*Includes 22 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	29	65.91
visiting friends/relatives	11	25.00
business trip	2	4.55
convention	2	4.55
tour group	0	0.00
Total	44	100.00

<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
1	13	30.23
2	13	30.23
3	7	16.28
4	4	9.30
5	1	2.33
7	2	4.65
10	1	2.33
12	1	2.33
15	1	2.33
Total	43	100.00
Average Group Size	3.02	

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	1	2.27
1 night	0	0.00
2 nights	9	20.45
3 or more nights	34	77.27
Total	44	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
welcome center	31	38.75
internet/web site	11	13.75
friends/relatives	10	12.50
billboards	13	16.25
magazine/newspaper	6	7.50
brochures	4	5.00
television/radio	3	3.75
other	2	2.50
travel agency	0	0.00
Total	80	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	38	29.69
Mobile Museum of Art	32	25.00
USS Alabama Battleship Memorial Park	24	18.75
Bellingrath Gardens and Home	8	6.25
Other attractions/festivals/special events	7	5.47
Gulf Coast Exploreum & IMAX	7	5.47
Dauphin Island Estuarium & Sea Lab	4	3.13
Conde-Charlotte Museum House	4	3.13
Mobile Greyhound Park	4	3.13
Cruise ships	0	0.00
Fort Gaines	0	0.00
Bragg-Mitchell Mansion	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
<b>Total</b>	<b>128</b>	<b>100.00</b>
<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dauphin Island	1	100.00
<b>Total</b>	<b>1</b>	<b>100.00</b>

SECTION 2.  
VISITOR COMMENTS

## January - March

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- I really enjoyed the history. It really made my day, I wish I could have videoed everything for others.
- Wonderful museum.
- We loved the museum! Thank you!

## April - June

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- Great!
- Beautiful!
- My daughter had a history project for Alabama History – the staff (actors) at Fort Conde were extremely helpful and shared information that will be very useful in her report. Mr. McLean spent a great deal of time sharing information with us on British soldiers. Thank you so very much! The Museum of Mobile also added more information – beautiful displays – well done!
- Very good!
- It was very enjoyable.
- Very educational and we will return again.
- It is very informative about the nature of the slave era.
- Captive Passage – Great, may return with grandchildren.
- This has been an excellent trip for our children, and a reawakening for our adults.

## July - September

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- Visited to Transatlantic Slave Trade exhibit – it was one of the best we have seen having lived in New York and Atlanta and visiting similar exhibits – we are involved in African American genealogy and work closely with group in Montgomery – we are going to recommend group visit and tour of exhibit!!
- Beautiful building, very clean, security very helpful.
- Excellent!
- Thank you!
- What a wonderful exhibit (Captive Passage) ☺
- Overall our time here was very nice. The young lady at the front desk was so helpful with giving us information about the city and forgotten stairs. Really enjoyed it and will recommend to others.
- Had a nice experience. Very enjoyable. I liked it very much.
- Enjoyed it very much!

## October - December

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- Excellent!
- Beautiful building, thank you!
- Great!

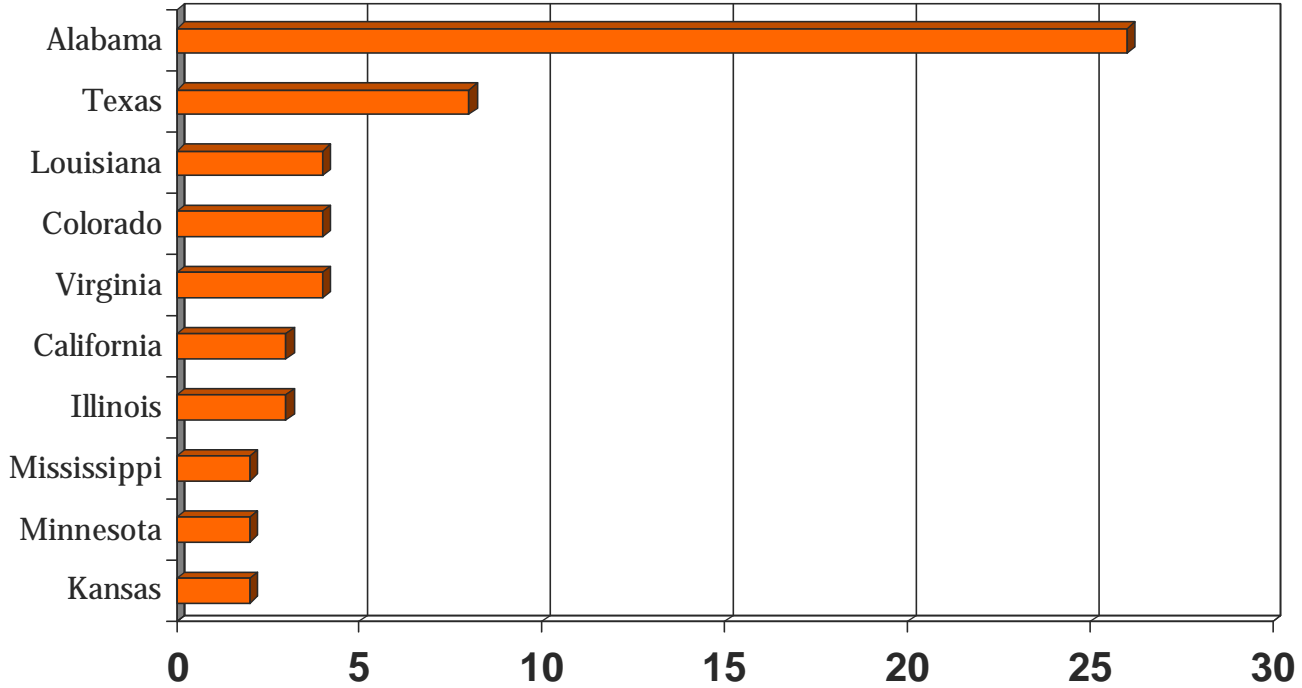
SECTION 3.  
POWERPOINT SUMMARY



# The Museum of Mobile

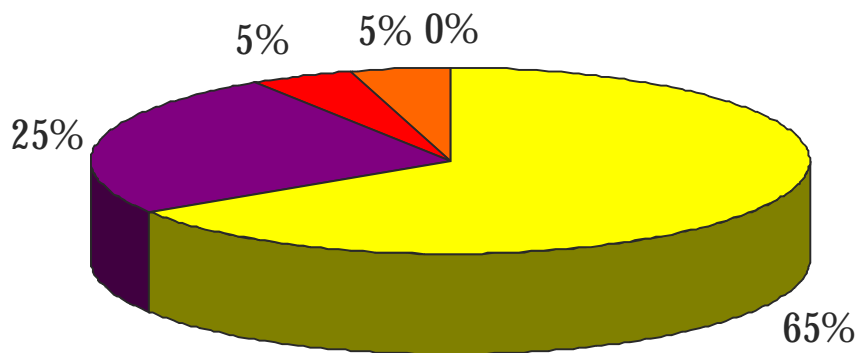
Exit Survey Summary  
2007 Annual Report  
Total surveys: 67

# Primary Residential States



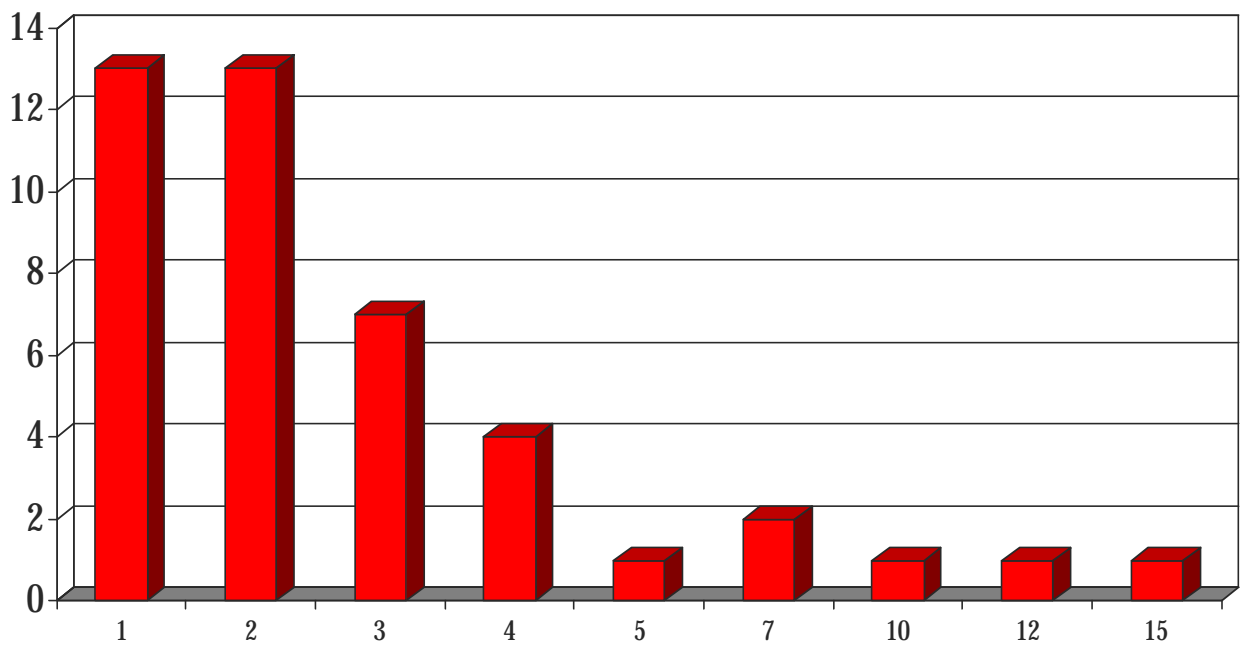
Alabama total includes 6 residents from Mobile and Baldwin Counties.

# [ Reason for Visiting Mobile ]



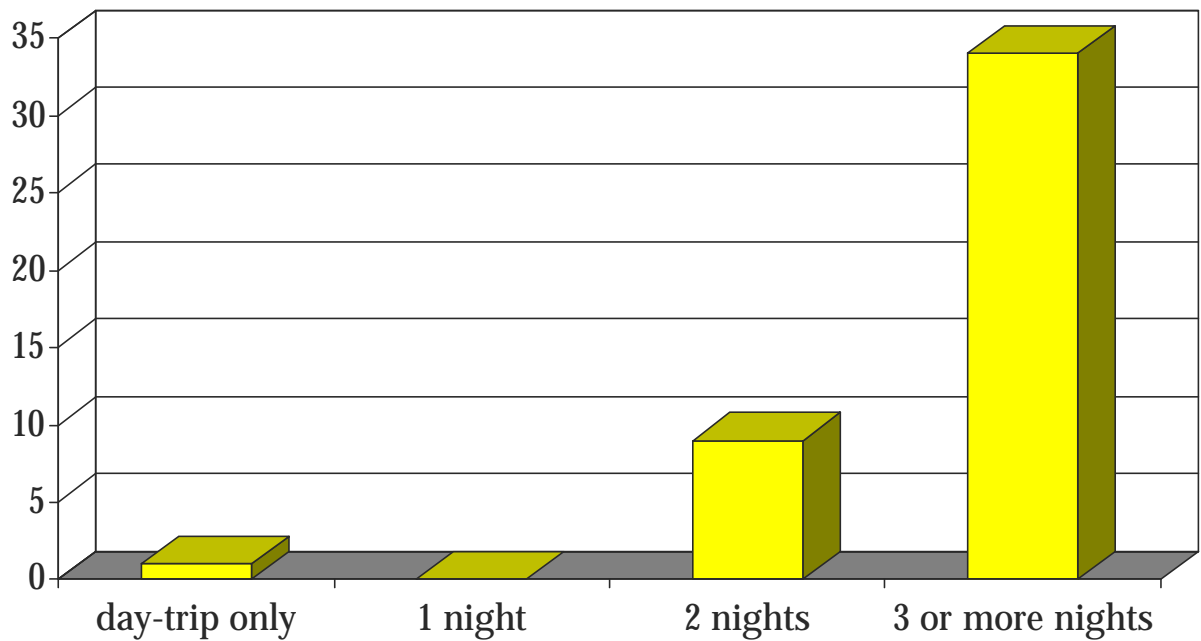
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

# [Number of People in Group]

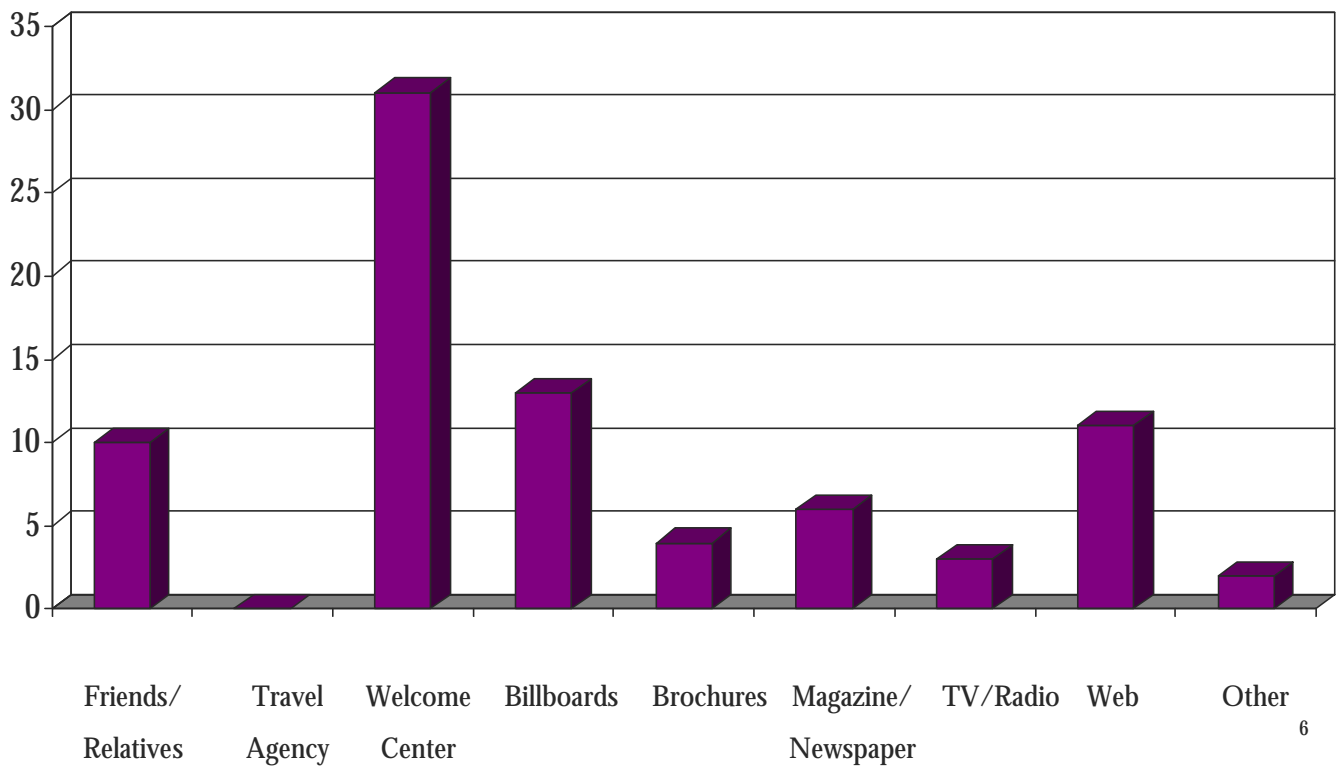


Average Group Size: 3.02

# [Length of Stay in Mobile]



# Information Sources Used

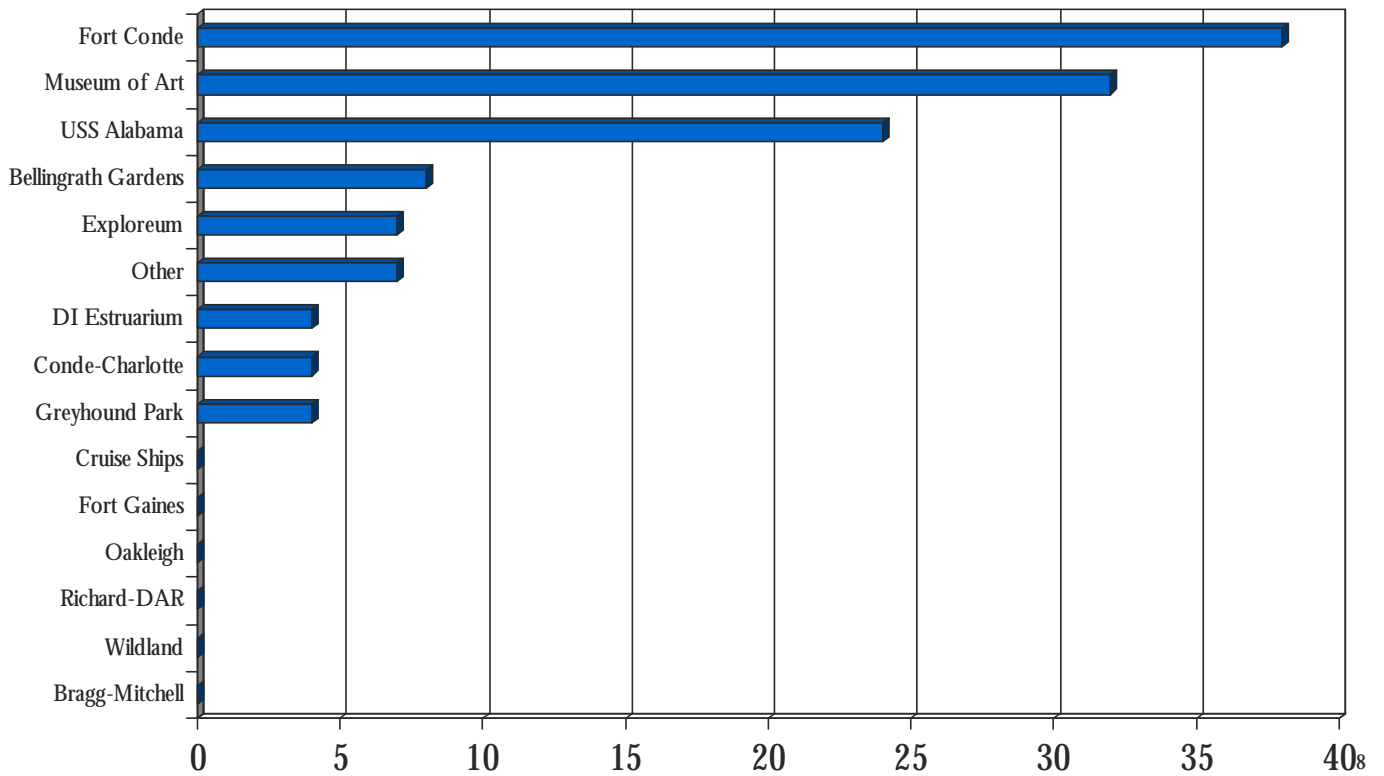


## Other Attractions Visited or Planned to Visit by Museum of Mobile Visitors

Bellingrath Gardens and Home	8
Bragg-Mitchell Mansion	0
Conde-Charlotte Museum House	4
Cruise ships	0
Dauphin Island Estuarium & Sea Lab	4
Fort Conde Museum & Welcome Center	38
Fort Gaines	0
Gulf Coast Exploreum & IMAX	7

Mobile Greyhound Park	4
Mobile Museum of Art	32
Oakleigh Period House Museum Complex	0
Richard-DAR House Museum	0
USS Alabama Battleship Memorial Park	24
Wildland Expeditions	0
Other attractions/ festivals/special events	7
TOTAL	128

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



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 29 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	1	3.45
1 night	0	0.00
2 nights	3	10.34
3 or more nights	25	86.21
Total	29	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
welcome center	21	40.38
billboards	9	17.31
internet/web site	8	15.38
magazine/newspaper	5	9.62
friends/relatives	3	5.77
brochures	3	5.77
television/radio	2	3.85
other	1	1.92
travel agency	0	0.00
Total	52	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	25	47.17
Mobile Museum of Art	22	41.51
USS Alabama Battleship Memorial Park	17	32.08
Bellingrath Gardens and Home	5	9.43
Mobile Greyhound Park	3	5.66
Other attractions/festivals/special events	3	5.66
Gulf Coast Exploreum & IMAX	2	3.77
Dauphin Island Estuarium & Sea Lab	1	1.89
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Fort Gaines	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	53	100.00

Responses from 11 visitors visiting friends/relatives

<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	3	27.27
3 or more nights	8	72.73
Total	11	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	7	38.89
welcome center	6	33.33
internet/web site	3	16.67
billboards	2	11.11
television/radio	0	0.00
magazine/newspaper	0	0.00
other	0	0.00
travel agency	0	0.00
brochures	0	0.00
Total	18	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	8	25.00
Mobile Museum of Art	7	21.88
USS Alabama Battleship Memorial Park	7	21.88
Bellingrath Gardens and Home	3	9.38
Dauphin Island Estuarium & Sea Lab	3	9.38
Gulf Coast Exploreum & IMAX	2	6.25
Conde-Charlotte Museum House	2	6.25
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Bragg-Mitchell Mansion	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Cruise ships	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Other attractions/festivals/special events	0	0.00
Total	32	100.00

Responses from 2 visitors 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	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>
welcome center	2	33.33
billboards	2	33.33
magazine/newspaper	1	16.67
television/radio	1	16.67
internet/web site	0	0.00
brochures	0	0.00
friends/relatives	0	0.00
travel agency	0	0.00
other	0	0.00
Total	6	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	2	40.00
Mobile Museum of Art	2	40.00
Mobile Greyhound Park	1	20.00
USS Alabama Battleship Memorial Park	0	0.00
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	5	100.00

Responses from 2 visitors 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	2	100.00
3 or more nights	0	0.00
Total	2	100.00

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

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	2	40.00
Gulf Coast Exploreum & IMAX	2	40.00
Other attractions/festivals/special events	1	20.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
USS Alabama Battleship Memorial Park	0	0.00
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
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	5	100.00

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 1 visitor on a day-trip only

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

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

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Other attractions/festivals/special events	1	100.00
Fort Conde Museum & Welcome Center	0	0.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Museum of Art	0	0.00
USS Alabama Battleship Memorial Park	0	0.00
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
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	1	100.00

Responses from 9 visitors staying two nights

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
visiting friends/relatives	3	37.50
vacation/pleasure trip	3	37.50
convention	2	25.00
business trip	0	0.00
tour group	0	0.00
Total	8	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
welcome center	5	41.67
friends/relatives	2	16.67
internet/web site	2	16.67
other	2	16.67
brochures	1	8.33
billboards	0	0.00
television/radio	0	0.00
travel agency	0	0.00
magazine/newspaper	0	0.00
Total	12	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	8	40.00
Mobile Museum of Art	4	20.00
USS Alabama Battleship Memorial Park	3	15.00
Gulf Coast Exploreum & IMAX	3	15.00
Other attractions/festivals/special events	2	10.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
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
Oakleigh Period House Museum Complex	0	0.00
Wildland expeditions	0	0.00
Total	20	100.00

Responses from 34 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	17	50.00
visiting friends/relatives	15	44.12
business trip	2	5.88
convention	0	0.00
tour group	0	0.00
Total	34	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
welcome center	26	38.81
billboards	12	17.91
internet/web site	9	13.43
friends/relatives	8	11.94
magazine/newspaper	6	8.96
brochures	3	4.48
television/radio	3	4.48
travel agency	0	0.00
other	0	0.00
Total	67	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	30	29.41
Mobile Museum of Art	28	27.45
USS Alabama Battleship Memorial Park	21	20.59
Bellingrath Gardens and Home	8	7.84
Gulf Coast Exploreum & IMAX	4	3.92
Mobile Greyhound Park	4	3.92
Dauphin Island Estuarium & Sea Lab	4	3.92
Conde-Charlotte Museum House	2	1.96
Other attractions/festivals/special events	1	0.98
Cruise ships	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Bragg-Mitchell Mansion	0	0.00
Fort Gaines	0	0.00
Wildland expeditions	0	0.00
Richard-DAR House Museum	0	0.00
Total	102	100.00