



Museum Visitor Studies, Evaluation & Audience Research

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Audience Research

Sports Legends Museum at Camden Yards 2008 Visitor Survey

Prepared for the
**Sports Legends Museum at Camden Yards
Baltimore, MD**

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EXECUTIVE SUMMARY

INTRODUCTION

This report presents the findings from audience research conducted by Randi Korn & Associates, Inc. (RK&A) for the Sports Legends Museum at Camden Yards. Research was conducted between May and July 2008. Two data collection methods were used—standardized questionnaires and in-depth interviews.

The findings presented here are among the most salient. Please read the body of the report for a more comprehensive presentation of findings.

PRINCIPAL FINDINGS: STANDARDIZED QUESTIONNAIRE

A total of 319 visitors, 18 years of age and older, completed a survey online at the SurveyMonkey.com® Web site at the Museum.

DEMOGRAPHIC CHARACTERISTICS

- ◆ Males outnumbered females (76 percent vs. 24 percent).
- ◆ 35 percent of respondents were younger than 35 (younger), 45 percent were between 35 and 54 (middle-aged), and 20 percent were 55 or older (older). Respondents' median age was 40 years.
- ◆ 64 percent of respondents were college graduates.
- ◆ 93 percent of respondents identified their ethnicity as Caucasian/White. Other ethnicities included: Asian (3 percent), African American/Black (2 percent), Latino (1 percent), mixed ethnicity (1 percent), and American Indian (less than 1 percent).
- ◆ Most often, respondents were visiting with one other adult (46 percent) or with a group of adults and children (20 percent).
- ◆ 75 percent of respondents lived outside Maryland, 20 percent lived in Maryland, and 5 percent lived outside the United States.
- ◆ 5 percent of respondents lived in Baltimore City, 6 percent lived in Baltimore County, and 9 percent lived in another Maryland county.

PSYCHOGRAPHIC CHARACTERISTICS

- ◆ 57 percent of respondents had visited a sports museum or sports hall of fame at least one other time in the past 24 months.
- ◆ 75 percent of respondents had visited a non-sports museum at least one other time in the past 24 months.
- ◆ For sports news, the top four sources were: the Internet (68 percent); cable Sports Networks (55 percent); newspapers (53 percent); and local television (43 percent).
- ◆ Respondents wrote-in the sports news source they used most often. The top two sources were: television networks (37 percent), particularly ESPN; and the Internet (24 percent), usually an unspecified Internet site, or ESPN's sportscenter.com.

- ◆ On the scale from 1 (“Not a fan”) to 7 (“Huge fan”), visitors were highly interested in baseball (mean = 6.2) and football (mean = 5.9). They were moderately interested in basketball (mean = 4.5) and golf (mean = 3.2). They had less interest in soccer (mean = 2.6), auto racing (mean = 2.6) and lacrosse (mean = 2.2).

VISIT CHARACTERISTICS

- ◆ 71 percent of respondents were visiting on a weekday and 29 percent were visiting on a weekend day.
- ◆ 92 percent of respondents were visiting the Museum for the first time and 8 percent were repeat visitors.
- ◆ Maryland residents were more likely than were out-of-state visitors to be repeat Museum visitors (24 percent vs. 3 percent).
- ◆ 4 percent of respondents were current members of the Museum.
- ◆ Respondents identified how they first heard of the Museum. The top four sources were: friends, family, or others (36 percent); Museum mailings (18 percent); corporate or private events (11 percent); and Babe Ruth Birthplace and Museum (11 percent).
- ◆ Visitors identified their main reason for visiting the Museum. The top four reasons were: being a sports fan (45 percent); interest in sports history (21 percent); curiosity, having never visited before (11 percent); and friends and family wanted to visit (11 percent).
- ◆ Visitors identified other activities they planned to do on the day of their Museum visit. The top four other activities were: going to the ball game (57 percent); going to the Inner Harbor (49 percent); going out to lunch (46 percent); and visiting the Babe Ruth Birthplace and Museum (43 percent).
- ◆ Visitors from outside Maryland were most likely to also go to the ball game on the day of their Museum visit (64 percent), followed by visitors from other Maryland counties (54 percent), and visitors from Baltimore City (21 percent). Visitors from Baltimore County were least likely to also go to the ball game on the day of their visit (12 percent).

VISIT RATINGS

Visitors evaluated seven experiences at the Museum using 7-point rating scales:

- ◆ Floor staff bothersome (1) to Floor staff helpful (7): mean = 6.3
- ◆ Exhibits did not make me proud to be a sports fan (1) to Exhibits made me proud to be a sports fan (7): mean = 6.2
- ◆ I felt forced to see the whole museum (1) to I wanted to see the whole museum (7): mean = 6.2
- ◆ Did not teach me anything new (1) to Taught me something new (7): mean = 6.1
- ◆ Not worth the admission price (1) to Well worth the admission price (7): mean = 6.0
- ◆ Sound effects detract from exhibits (1) to Sound effects enhance exhibits (7): mean = 5.8
- ◆ I felt I was lost (1) to I know where I was going (7): mean = 5.6

SPORTS IDENTITY

On the scale from 1 (“Does not describe me”) to 7 (“Describes me very well”), visitors evaluated ten statements about sports:

- ◆ I like learning about the history of my favorite teams: mean = 5.8
- ◆ I watch sports to cheer the entire team’s effort: mean = 5.4
- ◆ Sports has great meaning in my life: mean = 5.3
- ◆ I prefer to watch sports by going to games: mean = 5.2
- ◆ I go out of my way to learn the latest sports news: mean = 5.1
- ◆ I regularly attend sporting events: mean = 5.0
- ◆ When my team is losing I usually feel bad: mean = 5.0
- ◆ I watch sports to see the athletes I like: mean = 4.7
- ◆ I regularly participate in sports: mean = 4.2
- ◆ I prefer to watch sports on TV: mean = 4.1

VISITOR CLUSTERS

A statistical cluster analysis grouped respondents into four visitor clusters based on their ratings of the ten statements about sports (see above).

- ◆ The “Active Enthusiasts” (23 percent of visitors) cluster consists of participatory, engaged, emotional sports fans. They prefer to attend or participate in sporting events rather than watch them on TV.
- ◆ The “TV Enthusiasts” (32 percent of visitors) cluster also consists of avid sports fans. They regularly attend sporting events, but they prefer to follow their favorite teams and athletes on TV.
- ◆ The “Middle-Road Fans” cluster is the largest visitor cluster (35 percent of visitors). Middle-Road Fans pay attention to sports, but they are not emotional, die-hard fans, and they do not regularly participate in sports.
- ◆ The “Indifferent Companions” cluster is the smallest visitor cluster (11 percent of visitors). These visitors do not participate in sports and would not describe themselves as sports fans.

PRINCIPAL FINDINGS: IN-DEPTH INTERVIEWS

REASONS FOR VISITING THE MUSEUM

- ◆ Interviewees often gave several reasons for visiting the Museum. More than one-half said they were visiting the Museum because they were also going to a baseball game. These interviewees often said the baseball game was the primary reason for visiting the Museum, but also named other reasons.
- ◆ One-third of interviewees said they were in town on vacation; many of these also said they were going to a baseball game. One-third of interviewees said they were sports fans or liked baseball.

EXPECTATIONS AND EXPERIENCE

EXPECTATIONS OF THE MUSEUM EXPERIENCE

- ◆ When considering their expectations of the Museum, many interviewees said they expected to see things about sports, teams, and players local to Baltimore or Maryland.
- ◆ Several interviewees did not have any expectations of the Museum. A few others each said they expected the Museum to feature baseball or sports in general.
- ◆ A few others each said that they had visited other sports museums like the National Baseball Hall of Fame and Museum in Cooperstown, New York and expected the Museum to be similar.

ACTUAL MUSEUM EXPERIENCE

- ◆ Most interviewees said their Museum experience exceeded or met their expectations (one-half and one-third, respectively).
- ◆ Of the few interviewees that did not say their expectations were exceeded or met, all said the Museum was good or great.

SURPRISING ASPECTS OF THE VISIT

- ◆ Interviewees said they found several aspects of the Museum surprising, which is not unexpected given that the majority of visitors said their experience at the Museum exceeded their expectations.
- ◆ One-half of interviewees expressed surprise at the variety of sports and types of sports teams exhibited in the Museum; several of these indicated that they expected the Museum would be primarily about baseball and the Orioles.
- ◆ One-third of interviewees said they were surprised by the quantity of authentic artifacts.
- ◆ The high number of interactives also surprised several interviewees.
- ◆ Several interviewees expressed surprise at the extent of Baltimore and Maryland sports history.

EMOTIONAL IMPACT AND FEELINGS ABOUT THE MUSEUM

- ◆ Interviewees were asked whether they were surprised by how they felt while visiting the Museum. One-third said they felt nostalgic.
- ◆ Several others, all from out of state, said they were surprised to feel engaged with Maryland sports history.
- ◆ A few said they did not feel anything when going through the Museum, and a few others said they were surprised they were not anxious to leave, and wanted even more exhibits.

COMPELLING ASPECTS OF THE VISIT

- ◆ Interviewees named several things when discussing what they found compelling about the Museum.
- ◆ One-half of interviewees named specific players such as Cal Ripken, Jr., Babe Ruth, Johnny Unitas, Brooks Robinson, Juan Dixon, Ken Singleton, Al Bumbry, Eddie Murray, and Dave McNally.
- ◆ Again, several interviewees—most of whom grew up in the Baltimore area—said the nostalgia they experienced at the Museum was compelling.

ENJOYMENT OF MEMORABILIA

- ◆ When asked what they liked about the Museum’s contents, one-third named objects related to specific players, with Cal Ripken, Jr., Babe Ruth and Brooks Robinson being the most frequently mentioned players.
- ◆ Several interviewees named types of objects, such as videos and pictures.
- ◆ Those who described why they liked certain objects said that the objects made them reminisce about the time period or event from which the object came.

NAVIGATION

- ◆ Most interviewees did not have trouble navigating the Museum and several said the layout allowed for “good flow” and the galleries were large enough to allow visitors to move freely.
- ◆ A few interviewees said they had difficulty navigating the Museum; the majority of these said that the Museum needed to provide clearer directions.

MOTIVATION TO VISIT THE MUSEUM

- ◆ When asked what would motivate them to visit the Museum again, most interviewees named several events, including a future visit to Baltimore or attending a baseball game.
- ◆ One-third of interviewees named things the Museum could do to motivate them to visit again, such as updating information and presenting new exhibits.
- ◆ One-third of interviewees said they were already motivated to visit the Museum again—to see things they had missed.

SUGGESTIONS FOR IMPROVEMENT

- ◆ One-half of visitors said the Museum was a great museum and had no suggestions for improvement. Several each complimented the content and exhibition design, and a few complimented the staff.
- ◆ Others recommended providing more information about college teams, minor league teams, players’ hometowns, and basketball as well as offering more videos and interactives.
- ◆ A few suggested providing better navigational directions, and a couple suggested having guides or a person stationed at the entrance to remedy the navigation problem.

THE ROLE SPORTS PLAY IN VISITORS’ LIVES

- ◆ Most interviewees said that sports play a big role in their lives, but responses indicate this role varied from person to person.
- ◆ When describing the role that types of sports play in their lives, the majority described team sports.
- ◆ Many interviewees described their relationship with sports as one based on passive involvement—they are spectators of professional or college team sports. A few of these mentioned that they used to play sports.
- ◆ Several interviewees said that sports unite families.
- ◆ Several interviewees said they plan trips around sports.

DISCUSSION

The Sports Legends Museum at Camden Yards partnered with Randi Korn & Associates, Inc. (RK&A) to investigate its current audience. Data were collected through responses to an online survey and face-to-face interviews, both of which were conducted onsite at the Museum in spring 2008.

As the Museum reflects on the findings summarized in this report, RK&A has developed the following discussion questions related to the Sports Legends Museum at Camden Yards and its future. The questions are informed by our analysis of the data, knowledge of the Museum, and broad experience with institutions nationally.

WHAT AUDIENCE DOES THE MUSEUM ATTRACT AND WHAT ARE THE IMPLICATIONS?

Findings show that the Museum's audience consisted mostly of men 40 years and older who reside outside the state of Maryland who were visiting the Museum for the first time. Like most museums, the audience at the Sports Legend Museum of Camden Yards is college educated and visits museums regularly. Interestingly, these visitors are not sports fanatics ("Active Enthusiasts"), but rather "Middle-Road Fans" who enjoy sports. Additionally, they are not emotional, die-hard sports fans and they do not regularly participate in sports.

Most unique about the audience is that men constitute the majority of visitors whereas men constitute one-third of most art museum audiences and about one-half of most history museum audiences (RK&A, 2008; RK&A, 2007a; RK&A, 2007b; RK&A, 2002; RKA, 1997). We urge the Museum to embrace this niche market—as it presents a unique opportunity compared to most museums. While men are the primary audience, they also bring with them wives, children, and friends. The Museum has the potential to provide meaningful experiences to men and women across generations. Experiences for fathers and sons and mothers and daughters will happen without the Museum trying too hard. Focusing the Museum's resources to market to one audience does not preclude success with other audiences, as many male visitors noted that they would like to return with their sons.

WHAT DOES THE AUDIENCE VALUE ABOUT THE MUSEUM?

Visitors value a variety of aspects of the Museum. For instance, visitors rated floor staff the highest. Given visitors positive feedback regarding floor staff, the Museum may consider adding more or utilizing existing floor staff to greet visitors, offer orientation assistance to visitors (as findings noted way-finding in the Museum as problematic), distribute program schedules for future reference, and invite visitors to return. Most significant and valued are the feelings that emerged during the visit. The exhibits made visitors feel proud to be a sports fan, in part due to the sportsmanship and character quality of the players. For example, even when referencing athletes like Cal Ripken, Jr. and Babe Ruth, visitors emphasized character over athleticism; visitors often referred to Ruth's work with children and the 2131 game exemplifying Ripken's dedication to baseball.

The pride visitors feel as a sports fan and the strong emotions experienced during their visit are noteworthy, since the majority of visitors to the Museum described themselves as "Middle-Road Fans" and not emotionally connected to or enthusiastic about sports. The effect of the exhibitions on visitors

indicates that the Museum has created powerful exhibits that strike a chord with all visitors—both those who reside in Maryland and those who reside outside the state. In addition, experiences at the Museum prompted much conversation about the artifacts in the exhibit, and while the artifacts were rarely discussed in-depth, they were frequently catalysts for nostalgic feelings, which led visitors to share stories and recollections within their visiting group.

HOW CAN THE MUSEUM USE THESE FINDINGS ABOUT THEIR AUDIENCE TO INFORM THEIR PRACTICE?

There are several things the Museum can learn from this study that address the Museum's concerns and goals for the future, including deepening experiences for visitors, encouraging repeat visitation, and branding the Museum.

DEEPENING EXPERIENCES

Findings from interviews demonstrate that visitors are having deep experiences in the Museum, and the Museum has created effective exhibits that resonate with visitors and incite strong emotional responses. Because visitors are having deep experiences at the Museum, we suggest that the Museum concentrate first on cultivating repeat visitors (discussed in the section below) who can then build on prior experiences at the Museum.

ENCOURAGING REPEAT VISITATION

Promising is that, in interviews, visitors said that they are motivated to return to the Museum. Interviewees also said that their museum experience exceeded their expectations, indicating they were surprised by the quality and extent of the Museum in terms of physical space, artifacts, and content. As noted in the Maroon PR and FieldVision report, non-visitors may be misinformed about the Museum or have erroneous notions of what the Museum is like (Maroon PR and FieldVision, 2008), which is similar to visitors' surprise at what the Museum offers. Branding can address misconceptions and is discussed later in this section.

The fact that most of the Museum's audience is from out-of-state (80 percent) is discouraging because, quite logically, Maryland residents are more likely than out-of-state residents to become repeat museum visitors. Clearly, attracting local visitors is the crux of the Museum's problem, and most museums that want to bring in new audiences automatically think allocating dollars to traditional marketing strategies is the only way to address the problem. However, other kinds of tactics have proven successful, especially for small museums. For example, some museums are beginning to partner with community groups and organizations that serve particular constituents—those the Museum is interested in attracting (Wagner et al., 2000). Forming partnerships with trusted community organizations does two things: 1) it builds a bridge of trust between the community organizations and the Museum so individuals in the community organization become familiar with the Museum through a comfortable means; and 2) the Museum has an opportunity to illustrate its value to people who would not know about it otherwise. As indicated in the report, 36 percent of visitors heard about the Museum through word of mouth—which is not an uncommon statistic in museum surveys; forming partnerships with community groups and organizations can instill positive and accurate perceptions of the Museum that can penetrate into other non-visitor populations to bolster the Museum's position in the community.

BRANDING THE MUSEUM

The Museum hopes to use this audience research as a platform from which to embark on a campaign to brand the Museum and further marketing endeavors, traditional and non-traditional. Identifying the Museum's unique value, something that the Museum does well and that distinguishes the Museum from

other museums, is crucial to branding. Two unique values were identified in the study: (1) the Museum's male audience, and (2) visitors' strong, emotional experiences.

Branding, however, goes beyond identifying unique values. Branding requires that museum staff are comfortable with and fully embrace their museum's unique value. Margot Wallace (2006) reminds museum practitioners:

“More than a new logo or advertising campaign, our brand is our total interaction with the public; it defines and infuses every aspect of our museum, and makes us the superlative collecting, preserving, and interpretive institutions that we are.”

Thus, if a museum's staff are not confident in the museum's unique value, it is nearly impossible for branding to infuse all aspects of the museum as Wallace (2006) recommends.

Furthermore, Wallace's (2006) suggestion that a museum's brand permeate every aspect of the museum is significant, for while it is important for the Museum to embrace its unique value, it is also extremely important for the museum to be purposeful in its practice so that one concise value can permeate the museum. Branding is only effective if mixed signals are not sent, meaning that the museum should communicate one core value to its audience—not two or three.

Therefore, before beginning branding, the Museum may first consider the “cycle of intentionality,” a cycle in which the Museum is “continually clarifying its purpose and realigning all practice and resources to achieve that purpose” (Korn, 2007). Intentionality is an important and effective exercise, specifically when considering branding, in that intentionality, as a process, will help the Museum realize and succinctly define its core purpose, which can then be concisely branded and conveyed to the public. Again effective branding requires that the Museum infuse one core value throughout its practice, and intentionality can be a vehicle to achieve that end.

RECOMMENDATIONS

- ◆ Embrace the Museum's strongest audience—men who like sports but who may not be fanatics—and accept the notion that embracing one audience wholeheartedly will, in the end, help the Museum in the long run.
- ◆ Place floor staff at the entrance/exit to greet people and invite visitors to return. Customer service can create feelings of allegiance and positive comments to others who may not have had the chance to visit.
- ◆ Please recognize that the core visitors are Middle-Road sports fans so programming should reflect the proper balance; for example, create special events to attract the attention of residents, such as a “Father's Day Special” for families to purchase, accentuating opportunities to create family memories.
- ◆ As part of the Museum's branding process, define the Museum's purpose to reflect one core value.

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INTRODUCTION

This report presents the findings from standardized questionnaires and in-depth interviews conducted by Randi Korn & Associates, Inc. (RK&A) for the Sports Legends Museum at Camden Yards during May, June, and July 2008. This project is one of several the Museum is engaged in to better understand its audience. In addition to assisting the Museum with conducting visitor research, RK&A also facilitated a one-day workshop on developing programmatic goals and visitor experience objectives. Research results and the workshop experience will be used to fine tune current programming so it resonates with the Museum's current visitors and will be used to develop programs to attract new audiences.

The study objectives are to:

- ◆ Determine visitors' demographic characteristics (e.g., gender, age, education, residence, zip code, ethnicity);
- ◆ Determine visitors' psychographic characteristics (e.g., frequency of visits to the Museum; visits to other museums [e.g., Hall of Fame museums]; type of sports fan/meaning of sports in their life [e.g., personal connection to teams/players, perception of sports]; where they go for sports information);
- ◆ Describe visitors' visit characteristics (e.g., first or repeat visit, group composition, day of visit [e.g., weekend day, weekday]; other activities for the day; membership status);
- ◆ Understand visitors' reasons for visiting the Museum (e.g., how they heard about the museum; motivation of visit [e.g., game day, convention]); and
- ◆ Assess visitors' overall experiences at the Museum (e.g., quality of experience; expectations; what about this place is compelling; price/value; pathway through museum).

METHODOLOGY

Between May and July 2008 data was gathered on-site at the Museum. Data was collected using an online questionnaire and in-depth interviews.

STANDARDIZED QUESTIONNAIRE

A standardized questionnaire was used because it is the most efficient method for gathering information from a large number of people. Moreover, the resulting data can be analyzed using a variety of statistical procedures. RK&A consulted with Museum staff to develop a standardized survey that uses a variety of question formats. The questionnaire is in Appendix A.

The 18-question questionnaire was designed to be administered online via the Survey.Monkey.com® Web site at the Museum. Museum volunteers were trained to use a continuous random selection method to select and invite visitors 18 years and older¹ to participate in the study. Once participants agreed, volunteers directed them to a nearby computer kiosk to complete the survey.

¹ A few respondents listed their age as younger than 18 years.

IN-DEPTH INTERVIEWS

Interviews are useful because they provide information from a visitor's point of view. In-depth interviews encourage and motivate interviewees to describe their experiences, express their opinions and feelings, and share with the interviewer their ideas and experiences and the meaning they construct from them. In-depth interviews produce data rich in information because visitors are invited to talk about their experiences and ideas.

In-depth interviews were conducted with groups of visitors after they exited the Museum. A continuous random selection method was used to select participants. All interviews were audio-recorded with participants' permission and transcribed to facilitate analysis. The interview guide is in Appendix B.

DATA ANALYSIS AND REPORTING METHOD

STANDARDIZED QUESTIONNAIRE

The data were analyzed using SPSS 12.0.1 for Windows, a statistical package for personal computers. Analyses included both descriptive and inferential methods. See Appendix C for a listing of all statistical analyses that were run. Tables are used to present the information. Percentages within tables do not always equal 100, owing to rounding.

DESCRIPTIVE STATISTICS

Frequency distributions were calculated for all categorical variables. Summary statistics, including the mean (average) and standard deviation (spread of scores: "±" in tables), were calculated for visitor age and all rating scale variables.

INFERENTIAL STATISTICS

To examine the relationship between two categorical variables, cross-tabulation tables were computed to show the joint frequency distribution of the variables, and the chi-square statistic (X^2) was used to test the significance of the relationship. For example, "going to the Internet for sports news" was tested against "age group" to determine whether the variables were related.

To test for differences in the means of two or more groups, an analysis of variance (ANOVA) was performed and the F-statistic was used to test the significance of the difference. For example, "rating scale scores" were compared by "age group" to determine whether ratings are age-related.

To better understand different types of Museum visitors and the characteristics associated with each visitor type, a statistical K-Means cluster procedure classified visitors into four cluster groups based on their ratings of ten statements about sports.

For all statistical tests, a 0.01 level of significance was used to preclude findings of little practical significance.² Only statistically significant findings are presented in the body of the report.

² When the level of significance is set to $p = 0.01$, any finding that exists at a probability (p -value) ≤ 0.01 is "significant." When a finding (such as a relationship between two variables or a difference in rating scores) has a p -value of 0.01, there is a 99 percent probability that the finding exists; that is, 99 out of 100 times, the finding is correct. Conversely, there is a 1 percent probability that the finding would not exist; in other words, 1 out of 100 times, the finding appears by chance.

QUALITATIVE ANALYSIS

Responses to open-ended questions were analyzed using content analysis. Responses were reviewed, and as patterns were detected, categories were developed and similar responses were grouped together. Responses within each category were tallied, and frequencies for each category are reported.

IN-DEPTH INTERVIEWS

Visitors' responses to interview questions were analyzed qualitatively, meaning that the evaluator studied the data for meaningful patterns and, as patterns and trends emerged, grouped similar responses or behaviors. Trends and themes within the data are presented in thematic sections, and, within each section, findings are reported in descending order starting with the most frequently occurring. This report uses verbatim quotations from interviews (edited for clarity) to give the reader the flavor of participants' experiences, and to illustrate their ideas as fully as possible. In some cases, multiple speakers are quoted in one excerpt so an asterisk (*) appears to indicate a new speaker. Within quotations, the interviewer's comments appear in parentheses. Gender(s) and age(s) of members of the interviewees' visiting group appear(s) in brackets following the quotations.³

SECTIONS OF THE REPORT:

1. Principal Findings:
Standardized Questionnaires
2. Principal Findings: In-depth Interviews

³ A single age is recorded if all interviewees in a group were the same age.

PRINCIPAL FINDINGS: STANDARDIZED QUESTIONNAIRE

INTRODUCTION

This report presents the findings from a questionnaire administered to visitors at the Sports Legends Museum at Camden Yards between May and July 2008. A total of 319 Museum visitors completed the questionnaire online via the SurveyMonkey.com[®] Web site.⁴ Slightly more than one-quarter of invited visitors declined to participate in the study (27 percent).

DEMOGRAPHIC CHARACTERISTICS

This section describes visitors' demographic characteristics including gender, age, education, ethnicity, residence, and visit group composition.

GENDER, AGE, EDUCATION, ETHNICITY

See Table 1 for visitors' basic demographic characteristics. Males outnumbered females (75 percent vs. 25 percent). Visitors' median age was 40 years. In all, 35 percent of respondents were under 35 years (younger), 45 percent were between 35 and 54 years (middle-aged), and 20 percent were 55 years or more (older). The majority of respondents were college graduates (64 percent).

TABLE 1
DEMOGRAPHIC CHARACTERISTICS (IN PERCENT)

GENDER (n = 296)	%
Male	75
Female	25
AGE¹ (IN YEARS, n = 282)	
24 years or less	14
25 – 34 years	21
35 – 44 years	24
45 – 54 years	21
55 – 64 years	14
65 years or more	6
EDUCATION (n = 293)	
Some high school	1
High school	10
Technical school	1
Some college/Associate's degree	24
College graduate/Bachelor's degree	30
Some graduate work	9
Graduate/Professional degree	25

¹Age: Range 16 – 88 years; Median age = 40 years; Mean age = 41.1 years (\pm 14.2)

⁴ A total of 339 visitors completed the survey online. Twenty surveys were excluded because the respondents were younger than 16.

Most respondents identified their ethnicity as Caucasian/White (93 percent) (see Table 2). Other respondents identified their ethnicity as: Asian (3 percent), African American/Black (2 percent), Latino (1 percent), mixed ethnicity (1 percent), or American Indian (less than 1 percent).

TABLE 2
ETHNICITY (IN PERCENT)

ETHNICITY (n = 279)	%
Caucasian/White	93
Asian	3
African American/Black	2
Latino	1
Mixed Ethnicity	1
American Indian	<1

GROUP COMPOSITION

Most often, respondents were visiting with one other adult (46 percent) or with a group of adults and children (20 percent) (see Table 3).

TABLE 3
GROUP COMPOSITION (IN PERCENT)

WITH WHOM DID YOU VISIT TODAY? (n = 313)	%
One other adult	46
Group of adults and children	20
Alone	18
Several adults	12
Tour group	4

RESIDENCE

One-fifth of visitors live in Maryland (see Table 4). Maryland residents include 5 percent from Baltimore City, 6 percent from Baltimore County, and 9 percent from other Maryland counties. Three-quarters of visitors live outside Maryland, and 5 percent live outside the United States. See Appendix D for a listing of Maryland visitors' zip codes, and other visitors' home states and countries.

TABLE 4
RESIDENCE (IN PERCENT)

RESIDENCE (n = 296)	%
Baltimore City	5
Baltimore County	6
Other Maryland County	9
Other State	75
Outside the United States	5

PSYCHOGRAPHIC CHARACTERISTICS

This section explores visitors' sports-related psychographic characteristics. These include lifestyle characteristics such as museum and sports hall of fame visits, sports interests, and sources of information about sports.

MUSEUM VISITS

More than one-half of respondents had visited a sports museum or sports hall of fame at least one other time in the past 24 months (57 percent) (see Table 5).

TABLE 5
SPORTS MUSEUM OR SPORTS HALL OF FAME VISITS IN THE PAST 24 MONTHS (IN PERCENT)

NUMBER OF VISITS (<i>n</i> =296)	%
None	43
1 – 2 times	48
3 – 4 times	7
5 or more times	2

Three-quarters of respondents had visited a non-sports museum at least one other time in the past 24 months (75 percent) (see Table 6).

TABLE 6
NON-SPORTS MUSEUM VISITS IN THE PAST 24 MONTHS (IN PERCENT)

NUMBER OF VISITS (<i>n</i> =296)	%
None	25
1 – 2 times	47
3 – 4 times	20
5 or more times	8

VISITOR CHARACTERISTICS ASSOCIATED WITH MUSEUM VISITS

Frequency of sports and non-sports museum visits were compared according to visitors' gender, age group, and residence (Maryland resident vs. elsewhere). Museum visits were similar across gender, age, and residence.

SPORTS NEWS SOURCES

From a list of seven news sources, visitors identified the ones they use (see Table 7). At the top of the list was the Internet (68 percent). Cable sports networks (55 percent), newspapers (53 percent), and local television (43 percent) were also popular sports news sources.

TABLE 7
SPORTS NEWS SOURCES (IN PERCENT)

SOURCES (<i>n</i> = 303)	%¹
The Internet	68
Cable sports networks	55
Newspaper	53
Local television	43
Radio	29
Sports magazines	24
Nowhere	2
Other	1

¹Column total exceeds 100 percent because respondents selected all that apply.

VISITOR CHARACTERISTICS ASSOCIATED WITH SPORTS NEWS SOURCES

Each sports news source was compared according to visitors' gender, age group, and residence. There were no significant differences based on residence.

However, there were differences based on gender; males were more likely than females to go to the Internet for sports news (75 percent vs. 51 percent) (see Table 8).

TABLE 8
SPORTS NEWS SOURCES BY GENDER (IN PERCENT)

SPORTS NEWS SOURCES	GENDER			TOTAL
	MALE	FEMALE	TOTAL	
	<i>n</i>	%	%	%
Internet	296	75	51	69

$\chi^2 = 14.215$; $df = 1$; $p = .000$

Also, there were age differences in the use of the Internet and newspapers for sports news (see Table 9); older visitors were most likely to go to newspapers for sports news (71 percent), followed by middle-aged visitors (57 percent). Younger visitors were least likely to go to newspapers for sports news (43 percent).

TABLE 9
SPORTS NEWS SOURCES BY AGE GROUP (IN PERCENT)

SPORTS NEWS SOURCES	n	AGE GROUP			TOTAL
		<35 YRS. YOUNGER	35 – 54 YRS. MIDDLE	55+ YRS. OLDER	
		%	%	%	%
Newspapers	282	43	57	71	55

$\chi^2 = 11.187$; $df = 2$; $p = .004$

The questionnaire asked respondents where they go *most often* for sports news (see Table 10). The top two sources were: television networks (37 percent), particularly ESPN; and the Internet (24 percent), most often an unspecified Internet site, or ESPN’s sportscenter.com. Respondents also identified newspapers (14 percent), radio (4 percent), and “other” sources (2 percent). One-fifth of respondents did not identify a particular news source (19 percent).

TABLE 10
MAIN SPORTS NEWS SOURCES (IN PERCENT)

SOURCE (n=303)	FREQUENCY	%
TELEVISION		37
ESPN/SportsCenter	64	
Television, network not specified	42	
Local TV news	3	
New England Sports Network	1	
RDS (Canada)	1	
Fox Sports	1	
INTERNET		24
Internet, site not specified	43	
ESPN/sportscenter.com	18	
CNN/sportsillustrated.cnn.com	3	
CBS/sportsline.com	2	
sportingnews.com	2	
Tsn.com (Canada)	2	
foxsports.com	1	
mlb.com	1	
nfl.com	1	
NO PARTICULAR SOURCE IDENTIFIED		19
Not reported	58	
NEWSPAPER OR MAGAZINE		14
Newspaper, not specified	36	
<i>Baltimore Sun</i>	3	
<i>Boston Globe</i>	2	
<i>Pittsburgh Post Gazette</i>	1	
<i>Sporting News</i>	1	
Magazine, not specified	1	
RADIO		4
Radio, not specified	10	
WNST	1	
OTHER SOURCES		2
Family/friends	4	
Cell phone/telephone	2	

INTEREST IN MAJOR SPORTS

Visitors rated their interest in seven major sports on the scale from 1 (“Not a fan”) to 7 (“Huge fan”). As shown by Table 11, visitors were highly interested in baseball (mean = 6.2) and football (mean = 5.9). They were moderately interested in basketball (mean = 4.5) and golf (mean = 3.2). Visitors showed less interest in soccer (mean = 2.6), auto racing (mean = 2.6) and lacrosse (mean = 2.2).

TABLE 11
RATINGS OF INTEREST IN MAJOR SPORTS

7- POINT SCALE: NOT A FAN (1) / HUGE FAN (7)	n	MEAN	±
Baseball	296	6.2	1.07
Football	296	5.9	1.53
Basketball	296	4.5	2.06
Golf	296	3.2	2.03
Soccer	296	2.6	1.76
Auto racing	296	2.6	1.89
Lacrosse	296	2.2	1.61

VISITOR CHARACTERISTICS ASSOCIATED WITH INTEREST IN MAJOR SPORTS

Level of interest in each major sport was compared according to visitors’ gender, age group, and residence.

On the scale from 1 (“Not a fan”) to 7 (“Huge fan”), males and females had a similar level of interest in baseball, soccer, auto racing, lacrosse, and golf. Interest in football and basketball differed by gender (see Table 12):

- ◆ Males were more interested in football than were females (mean = 6.1 vs. mean = 5.3).
- ◆ Males were more interested in basketball than were females (mean = 4.7 vs. mean = 3.7).

TABLE 12
RATINGS OF INTEREST IN MAJOR SPORTS BY GENDER (IN PERCENT)

7- POINT SCALE: NOT A FAN (1) / HUGE FAN (7)	GENDER			
		MALE	FEMALE	TOTAL
	n	MEAN	MEAN	MEAN
Football ¹	296	6.1	5.3	5.9
Basketball ²	296	4.7	3.7	4.5

¹F = 15.432; *p* = .000

²F = 14.292; *p* = .000

On the scale from 1 (“Not a fan”) to 7 (“Huge fan”), visitors’ level of interest in all but one major sport—golf—was similar across age groups (see Table 13). Older visitors were more interested in golf (mean = 4.0) than were middle-aged (mean = 3.1) or younger (mean = 3.0) visitors.

TABLE 13
RATINGS OF INTEREST IN GOLF BY AGE GROUP (IN PERCENT)

7- POINT SCALE: NOT A FAN (1) / HUGE FAN (7)	AGE GROUP				TOTAL MEAN
	<35 YRS. YOUNGER	35 – 54 YRS. MIDDLE	55+ YRS. OLDER		
	<i>n</i>	MEAN	MEAN	MEAN	
Golf	282	3.0	3.1	4.0	3.2

F = 5.290; *p* = .006

On the scale from 1 (“Not a fan”) to 7 (“Huge fan”), Maryland residents and out-of-state residents had a similar level of interest in all but two major sports: auto racing and lacrosse (see Table 14).

- ◆ Out-of-state residents were more interested in auto racing than were Maryland residents (mean = 2.7 vs. mean = 1.9).
- ◆ Maryland residents were more interested in lacrosse than were out-of-state residents (mean = 2.8 vs. mean = 2.0).

TABLE 14
RATINGS OF INTEREST IN MAJOR SPORTS BY RESIDENCE (IN PERCENT)

7- POINT SCALE: NOT A FAN (1) / HUGE FAN (7)	RESIDENCE			TOTAL MEAN
	MARYLAND	ELSEWHERE		
	<i>n</i>	MEAN	MEAN	
Auto racing ¹	296	1.9	2.7	2.6
Lacrosse ²	296	2.8	2.0	2.2

¹F = 9.241; *p* = .003

²F = 11.242; *p* = .001

VISIT EXPERIENCES

This section of the report focuses on the Museum visit, including respondents' main reason for visiting, prior visits to the Museum, sources of information about the Museum, Museum membership, and rating of various experiences at the Museum. This section also reports on other activities that respondents did or planned to do in conjunction with their Museum visit.

VISIT DAY

Seventy-one percent of respondents were visiting on a weekday and 29 percent were visiting on a weekend day (see Table 15).

TABLE 15

DAY OF THE WEEK

DAY OF THE WEEK (n = 296)	%
Weekday	71
Weekend day	29

VISITOR CHARACTERISTICS ASSOCIATED WITH VISIT DAY

Visiting on a weekday versus weekend was not associated with gender, age group, residence, or group composition.

FIRST OR REPEAT VISIT

Almost all of the respondents were visiting the Museum for the first time (92 percent) (see Table 16).

TABLE 16

FIRST OR REPEAT VISIT TO THE MUSEUM

FIRST VISIT TO THE MUSEUM (n = 319)	%
First	92
Repeat	8

Of repeat visitors, the majority had visited the Museum one or two other times (58 percent) (see Table 17).

TABLE 17

REPEAT VISITORS' OTHER VISITS TO THE MUSEUM

NUMBER OF OTHER VISITS TO THE MUSEUM (REPEAT VISITORS ONLY) (n = 24)	%
1-2	58
3-4	17
5+	25

VISITOR CHARACTERISTICS ASSOCIATED WITH FIRST OR REPEAT VISIT

First or repeat visit did not differ by gender or age. Not surprisingly, Maryland residents were more likely than were out-of-state residents to be repeat Museum visitors (24 percent vs. 3 percent) (see Table 18).

TABLE 18
FIRST OR REPEAT VISIT BY RESIDENCE (IN PERCENT)

VISIT (<i>n</i> = 296)	RESIDENCE		
	MARYLAND	ELSEWHERE	TOTAL
	%	%	%
First visit	76	97	92
Repeat visit	24	3	8

$\chi^2 = 30.934; df = 1; p = .000$

SPORTS LEGENDS MUSEUM AT CAMDEN YARDS MEMBERSHIP

Only 4 percent of respondents were current members of the Museum (see Table 19).

TABLE 19
CURRENT MEMBER OF THE MUSEUM

MEMBER (<i>n</i> = 295)	%
No	96
Yes	4

INITIAL SOURCE OF INFORMATION ABOUT SPORTS LEGENDS MUSEUM

Respondents identified how they first heard of the Museum (see Table 20). Most often, respondents heard of the Museum from friends, family, or others (36 percent). Of the remaining information sources, three were identified by more than one-tenth of respondents: museum mailings (18 percent), corporate/private events (11 percent), and the Babe Ruth Birthplace and Museum (11 percent).

TABLE 20
HOW DID YOU FIRST HEAR ABOUT THE MUSEUM? (IN PERCENT)

HOW DID YOU FIRST HEAR ABOUT THE MUSEUM? (<i>n</i> = 302)	%
Friends/family/relative/co-worker	36
Museum mailing	18
Corporate party/private event/party	11
Babe Ruth Birthplace and Museum	11
Walking by	7
Internet	3
Flyer/brochure (other response)	3
Guidebook/AAA guide (other response)	3
Newspaper/television/magazine/radio	2
Organized tour group (other response)	2
Other source ¹	2
Visitor center (other response)	1
Hotel (other response)	1

¹Other source: museum volunteer recommended: *n* = 1; waitress recommended: *n* = 1; respondent is a season ticket holder: *n* = 1; respondent was a Baltimore resident: *n* = 1.

MAIN REASON FOR VISITING

Visitors identified their main reason for visiting the Museum (see Table 21). Most often, visitors came because they are sports fans (45 percent) or because they are very interested in sports history (21 percent). Less often, visitors came out of curiosity, because they had never visited before (11 percent) or because friends and family wanted to visit (11 percent).

TABLE 21
MAIN REASON FOR VISITING THE MUSEUM (IN PERCENT)

MAIN REASON FOR VISITING (n = 301)	%
Sports fan	45
Very interested in sports history	21
Never visited before, curious	11
Friends or family wanted to visit	11
Had time before the ball game	8
Organized tour	2
Attending convention and saw museum	1
Other reason ¹	1
Attend program or event	<1

¹Other reason: included with Harbor Pass: n = 1; meeting: n = 1; media: n = 1; research a Maryland Arrows baseball player: n = 1.

VISITOR CHARACTERISTICS ASSOCIATED WITH MAIN REASON FOR VISITING

The top four reasons for visiting the Museum were tested against gender, age group, and residence. One of the top four reasons for visiting the Museum differed by gender (see Table 22). Males were more likely than were females to visit because of an interest in sports history (26 percent vs. 8 percent).

TABLE 22
MAIN REASON FOR VISITING BY GENDER (IN PERCENT)

MAIN REASON FOR VISITING	N	GENDER		TOTAL
		MALE	FEMALE	
		%	%	%
Very interested in sports history	295	26	8	21

$\chi^2 = 9.967; df = 1; p = .001$

One of the top four reasons for visiting the Museum differed by residence (see Table 23). Maryland residents were more likely than were out-of-state residents to visit because family or friends wanted to visit (22 percent vs. 8 percent).

TABLE 23
MAIN REASON FOR VISITING BY RESIDENCE (IN PERCENT)

MAIN REASON FOR VISITING	RESIDENCE			TOTAL
		MARYLAND	ELSEWHERE	
	<i>n</i>	%	%	
Friends or family wanted to visit	295	22	8	11

$\chi^2 = 10.417$; $df = 1$; $p = .003$

One of the top four reasons for visiting the Museum differed by age group (see Table 24). Older visitors were more likely to visit because of an interest in sports history (38 percent) than were middle-aged (18 percent) or younger visitors (16 percent).

TABLE 24
MAIN REASON FOR VISITING BY AGE GROUP (IN PERCENT)

MAIN REASON FOR VISITING	<i>N</i>	AGE GROUP			TOTAL
		<35 YRS. YOUNGER	35 – 54 YRS. MIDDLE	55+ YRS. OLDER	
		%	%	%	
Very interested in sports history	282	16	18	38	21

$\chi^2 = 11.767$; $df = 2$; $p = .003$

OTHER PLANNED ACTIVITIES THAT DAY

From a list of five activities, visitors indicated any they planned to do on the day of their Museum visit (see Table 25). They could also write in any other activities they planned to do that day. Topping the list was going to the ball game (57 percent). Other popular activities were going to the Inner Harbor (49 percent), going out to lunch (46 percent), and visiting the Babe Ruth Birthplace and Museum (43 percent). Only 2 percent of visitors did not select any activities on the list.

TABLE 25
OTHER PLANNED ACTIVITIES (IN PERCENT)

OTHER PLANNED ACTIVITIES (n = 302)	%¹
Go to the ball game	57
Go to the Inner Harbor	49
Go out for lunch (or dinner)	46
Visit Babe Ruth Birthplace and Museum	43
Visit other museums	26
Other activity ²	4
No other activities selected	2

¹Column total exceeds 100 because respondents selected all that apply.

²Other activity: Camden Yards tour: n = 4; Ft. McHenry: n = 2; Fells Point: n = 2; convention-business: n = 2; Duck tour: n = 1; Bank Stadium tour: n = 1; shop n = 1.

VISITOR CHARACTERISTICS ASSOCIATED WITH OTHER PLANNED ACTIVITIES THAT DAY

Each of the other planned activities was compared by gender, age group, and residence. None of the activities differed by age group or gender. One difference was based on residence (see Table 26). Out-of-state residents were more likely than were Maryland residents to go to the ball game (64 percent vs. 34 percent).

TABLE 26
OTHER PLANNED ACTIVITIES BY RESIDENCE (IN PERCENT)

ACTIVITY	RESIDENCE			
	n	MARYLAND	ELSEWHERE	TOTAL
		%	%	%
Go to the ball game	296	64	34	57

$\chi^2 = 17.213; df = 1; p = .000$

See Table 27 for a more detailed breakdown of the activity “also planning to go to the ball game” by residence. Visitors from outside Maryland and visitors from other Maryland counties were most likely to also attend the ball game (64 percent and 54 percent, respectively). Visitors from Baltimore City and Baltimore County were less likely to also attend the ball game (21 percent and 11 percent, respectively).

TABLE 27
ALSO PLANNING TO GO TO THE BALL GAME BY RESIDENCE

ALSO PLANNING TO GO TO THE BALL GAME (n = 296)	RESIDENCE				TOTAL
	BALTIMORE CITY	BALTIMORE COUNTY	OTHER MARYLAND COUNTY	OUTSIDE MARYLAND	
	%	%	%	%	
No	79	88	46	36	43
Yes	21	12	54	64	57

$\chi^2 = 25.961$; $df = 3$; $p = .000$

RATINGS OF EXPERIENCES AT SPORTS LEGENDS MUSEUM

Visitors evaluated seven experiences at the Museum using 7-point rating scales (see Table 28). For all seven scales, a score of “1” is least favorable and a score of “7” is most favorable. The results for all seven experiences were very positive. Visitors found the floor staff helpful (mean = 6.3). The exhibits made them feel proud to be sports fans (mean = 6.2). Visitors wanted to see the whole museum (mean = 6.2) and felt that the experience taught them something new (mean = 6.1). Visitors found the experience at the Museum well worth the admission price (mean = 6.0). They did not feel that the sound effects detract from the exhibits (mean = 5.8). On the whole, visitors knew where they were going (mean = 5.6), although this experience received the lowest rating of the seven experiences that visitors evaluated.

TABLE 28
RATINGS OF SPORTS LEGENDS MUSEUM EXPERIENCES

7- POINT SCALES	n	MEAN	±
Floor staff bothersome (1)/Floor staff helpful (7)	300	6.3	1.05
Exhibits did not make me feel proud to be a sports fan (1)/ Exhibits made me feel proud to be a sports fan (7)	300	6.2	1.07
I felt forced to see the whole museum (1)/ I wanted to see the whole museum (7)	300	6.2	1.21
Did not teach me anything new (1)/ Taught me something new	300	6.1	1.15
Not worth the admission price (1)/ Well worth the admission price (7)	300	6.0	1.19
Sound effects detract from exhibits (1)/ Sound effects enhance exhibits (7)	300	5.8	1.43
I felt I was lost (1)/I knew where I was going (7)	300	5.6	1.42

VISITOR CHARACTERISTICS ASSOCIATED WITH RATINGS OF EXPERIENCES AT SPORTS LEGENDS MUSEUM

The seven Museum experience ratings were compared according to visitors' gender, age group, and residence. There were no significant differences.

SPORTS IDENTITY

This section of the report explores basic aspects of sports and their importance to visitors. Visitors rated 10 statements about sports on a scale from 1 ("Does not describe me") to 7 ("Describes me very well") (see Table 29).

Visitors identified most strongly with the statement "I like learning about the history of my favorite teams" (mean = 5.8). Visitors were also very team-focused, giving a solid rating to the statement "I watch sports to cheer the entire team's effort" (mean = 5.4). They also said that "sports has great meaning" in their lives (mean = 5.3) and tended to "watch sports by going to games" (mean = 5.2).

Visitors also identified positively with the statements "I go out of my way to learn the latest sports news" (mean = 5.1), "I regularly attend sporting events" (mean = 5.0), and "When my team is losing I usually feel bad" (mean = 5.0). Visitors were more neutral about watching sports "to see the athletes I like" (mean = 4.7).

Visitors did not strongly identify with the statements "I regularly participate in sports" (mean = 4.2) and "I prefer to watch sports on TV" (mean = 4.1).

The statement "I regularly participate in sports" had the highest standard deviation (± 2.07), thus indicating that visitors expressed the widest range of opinion about their participation in sports.

TABLE 29

RATINGS OF SPORTS IDENTITY

7- POINT SCALE: DOES NOT DESCRIBE ME (1) DESCRIBES ME VERY WELL (7)	n	MEAN	±
I like learning about the history of my favorite teams	302	5.8	1.40
I watch sports to cheer the entire team's effort	302	5.4	1.56
Sports has great meaning in my life	302	5.3	1.65
I prefer to watch sports by going to games	302	5.2	1.69
I go out of my way to learn the latest sports news	302	5.1	1.84
I regularly attend sporting events	302	5.0	1.73
When my team is losing I usually feel bad	302	5.0	1.81
I watch sports to see the athletes I like	302	4.7	1.71
I regularly participate in sports	302	4.2	2.07
I prefer to watch sports on TV	302	4.1	1.62

VISITOR CLUSTERS

The previous section of the report describes visitors' ratings of 10 statements about sports on a scale from 1 ("Does not describe me") to 7 ("Describes me very well"). This section identifies four visitor clusters, or visitor types, derived from the ratings of the 10 statements. Each cluster has been given a descriptive name (see Table 30). From the largest cluster to the smallest cluster, they are: "Middle-Road Fans" ($n = 106$; 35 percent), "TV Enthusiasts" ($n = 95$; 32 percent), "Active Enthusiasts" ($n = 69$; 23 percent), and "Indifferent Companions" ($n = 32$; 11 percent)

TABLE 30
VISITOR CLUSTERS

VISITOR CLUSTERS	<i>n</i>	%
Middle-Road Fans	106	35
TV Enthusiasts	95	32
Active Enthusiasts	69	23
Indifferent Companions	32	11

Table 31 (next page) shows the four clusters' mean ratings for the ten statements about sports on the scale from 1 ("Does not describe me") to 7 ("Describes me very well").

Active Enthusiasts (23 percent) are highly committed to sports. They have a powerful emotional connection to their favorite teams. Of the four clusters, Active Enthusiasts identify most strongly with the statements "Sports has great meaning in my life" (mean = 6.4) and "When my team is losing I usually feel bad" (mean = 6.3). They are highly interested in learning the history of their favorite teams (mean = 6.3), and they go out of their way to learn the latest sporting news (mean = 6.2). Of the four clusters, Active Enthusiasts have the strongest preference for watching sports by going to games (mean = 6.2). They are also far more likely than are members of the other three clusters to regularly participate in sports (mean = 6.2). Of the four clusters, Active Enthusiasts are *least* interested in watching sports on TV (mean = 3.1). Active Enthusiasts are participatory, engaged, emotional sports fans.

TV Enthusiasts (32 percent) are also highly engaged by sports. They are team-connected and athlete-connected. Of the four clusters, they identify most strongly with the statements "I like learning about the history of my favorite teams (mean = 6.4), and "I watch sports to cheer the entire team's effort" (mean = 6.2). Their interest in athletes is not quite as powerful as their interest in teams; still, of the four clusters they identify most positively with the statement "I watch sports to see the athletes I like" (mean = 5.7). Although TV Enthusiasts regularly attend sporting events (mean = 6.2), they do not necessarily prefer watching sports by going to games (mean = 4.9). In fact, of the four clusters, TV Enthusiasts are the *only* ones who respond favorably to the statement "I prefer to watch sports on TV" (mean = 5.2). Like Active Enthusiasts, TV Enthusiasts feel that sports have great meaning in their lives (mean = 6.2) and they go out of their way to learn the latest sporting news (mean = 6.1). TV enthusiasts are avid sports fans. They regularly attend sporting events, but are just as happy to follow their favorite teams and athletes on TV.

Middle-Road Fans comprise the largest cluster (35 percent). While interested in sports, they are not avid fans like Active Enthusiasts or TV Enthusiasts. They have a positive identification with the statement "Sports has great meaning in my life" (mean = 4.8), and they give moderately strong ratings to most of

the ten statements about sports. Middle-Road Fans are most interested in learning about the history of their favorite teams (mean = 5.6). They are also interested in watching sports to cheer the entire team's effort (mean = 5.1). They prefer watching sports by going to games (mean = 4.9) rather than watching sports on TV (mean = 3.9). They do not regularly participate in sports (mean = 3.1). Middle-Road Fans are moderately attentive to the latest sporting news (mean = 4.4), and they admit being somewhat unhappy (i.e. feeling bad) when their favorite teams lose (mean = 4.5). Middle-Road Fans pay attention to sports, but they are not emotional, die-hard fans.

The polar opposite of Active Enthusiasts and TV Enthusiasts is the smallest cluster, Indifferent Companions (11 percent). Indifferent Companions do not relate to sports. Indifferent Companions have little interest in sporting news (mean = 1.8), they do not feel that sports has meaning in their lives (mean = 2.3), and they do not regularly participate in sports (mean = 2.4). They do not feel particularly bad when their team is losing (mean = 2.4). Of the ten statements about sports, Indifferent Companions give the highest ratings to watching sports on TV (mean = 3.9) and watching sports to see the athletes they like (mean = 3.9). Indifferent Companions would not call themselves sports fans.

The two clusters of avid sports fans—TV Enthusiasts (32 percent) and Active Enthusiasts (23 percent)—comprised over one-half of the Museum visitors (55 percent in all). Moderately interested Middle-Road Fans comprised about one-third of the Museum visitors (35 percent). Indifferent Companions comprised 11 percent of the Museum visitors.

TABLE 31
RATINGS OF SPORTS IDENTITY BY VISITOR CLUSTER

7-POINT RATING SCALE: DOES NOT DESCRIBE ME (1) DESCRIBES ME VERY WELL (7)	CLUSTER				
	INDIFFERENT COMPANIONS (n = 32)	MIDDLE-ROAD FANS (n = 106)	TV ENTHUSIASTS (n = 95)	ACTIVE ENTHUSIASTS (n = 69)	TOTAL (n = 302)
	MEAN	MEAN	MEAN	MEAN	MEAN
I like learning about the history of my favorite teams ¹	3.4	5.6	6.4	6.3	5.8
I watch sports to cheer the entire team's effort ²	3.5	5.1	6.3	5.5	5.4
Sports has great meaning in my life ³	2.3	4.8	6.2	6.4	5.3
I prefer to watch sports by going to games ⁴	3.0	4.9	4.5	6.2	5.2
I go out of my way to learn the latest sports news ⁵	1.8	4.4	6.1	6.2	5.1
I regularly attend sporting events ⁶	3.6	4.1	6.2	5.6	5.0
When my team is losing I usually feel bad ⁷	2.4	4.5	5.4	6.3	5.0
I watch sports to see the athletes I like ⁸	3.9	4.2	5.7	4.5	4.7
I regularly participate in sports ⁹	2.4	3.1	4.7	6.2	4.2
I prefer to watch sports on TV ¹⁰	3.9	3.9	5.2	3.1	4.1

¹F = 67.767; p = .000

⁴F = 38.812; p = .000

⁷F = 73.904; p = .000

¹⁰F = 31.109; p = .000

²F = 37.935; p = .000

⁵F = 127.375; p = .000

⁸F = 20.088; p = .000

³F = 132.993; p = .000

⁶F = 43.827; p = .000

⁹F = 66.671; p = .000

VISITOR CLUSTERS: DIFFERENCES IN VISITOR CHARACTERISTICS

The four clusters were compared according to demographic characteristics, psychographic characteristics and the Museum visit experiences.

DEMOGRAPHIC CHARACTERISTICS

The four cluster groups did not differ significantly in education, ethnicity, residence or visit group. The four cluster groups differed in gender and age.

- ◆ Males heavily outnumbered females in all clusters except Indifferent Companions. Among Indifferent Companions, females outnumbered males (57 percent vs. 43 percent) (see Table 32).
- ◆ Active Enthusiasts were youngest (median age = 35 years). Middle-Road Fans and Indifferent Companions were oldest (both median ages = 44 years). TV Enthusiasts fell in the middle (median age = 40 years) (see Table 33).

TABLE 32
GENDER BY VISITOR CLUSTER

GENDER	CLUSTER				
	INDIFFERENT COMPANIONS (n = 30)	MIDDLE-ROAD FANS (n = 105)	TV ENTHUSIASTS (n = 94)	ACTIVE ENTHUSIASTS (n = 67)	TOTAL (n = 296)
	%	%	%	%	%
Male	43	67	83	91	75
Female	57	33	17	9	25

$\chi^2 = 32.324; df = 3; p = .000$

TABLE 33
AGE BY VISITOR CLUSTER

AGE-IN-YEARS	CLUSTER				
	INDIFFERENT COMPANIONS (n = 29)	MIDDLE-ROAD FANS (n = 98)	TV ENTHUSIASTS (n = 91)	ACTIVE ENTHUSIASTS (n = 64)	TOTAL (n = 282)
Median age	44.0	44.0	40.0	35.0	40.0
Mean age	44.3	43.7	40.8	35.9	41.1
± Standard Deviation	± 13.1	± 14.2	± 13.9	± 13.7	± 14.2

$F = 67.767; p = .000$

PSYCHOGRAPHIC CHARACTERISTICS

The four cluster groups did not differ significantly in the frequency of their visits to either sports or other types of museums. The four cluster groups differed in their use of two sports news sources and in their level of interest in four major sports.

The four clusters differed in their use of sports magazines for sports news (see Table 34). Active Enthusiasts were most likely to go to sports magazines for sports news (38 percent), followed by TV Enthusiasts (27 percent) and Middle-Road Fans (18 percent). Indifferent Companions were least likely to go to sports magazines for sports news (9 percent).

TABLE 34
SPORTS NEWS SOURCES BY VISITOR CLUSTER

NEWS SOURCE	CLUSTER				
	INDIFFERENT COMPANIONS (n = 32)	MIDDLE-ROAD FANS (n = 106)	TV ENTHUSIASTS (n = 95)	ACTIVE ENTHUSIASTS (n = 69)	TOTAL (n = 302)
	%	%	%	%	%
Sports Magazines	9	18	27	38	24

$\chi^2 = 13.338; df = 3; p = .004$

On the scale from 1 (“Not a fan”) to 7 (“Huge fan”), visitors’ level of interest in four sports differed according to visitor cluster (see Table 35). Indifferent Companions were less interested than were Middle-Road Fans, TV Enthusiasts, and Active Enthusiasts in baseball, football, basketball, and golf.

TABLE 35
RATING OF INTEREST IN MAJOR SPORTS BY VISITOR CLUSTER

7-POINT RATING SCALE: NOT A FAN (1) HUGE FAN (7)	CLUSTER				
	INDIFFERENT COMPANIONS (n = 30)	MIDDLE-ROAD FANS (n = 105)	TV ENTHUSIASTS (n = 94)	ACTIVE ENTHUSIASTS (n = 67)	TOTAL (n = 296)
	MEAN	MEAN	MEAN	MEAN	MEAN
Baseball ¹	4.7	6.4	6.3	6.6	6.2
Football ²	4.8	5.8	6.2	6.2	5.9
Basketball ³	2.4	4.1	4.9	5.4	4.5
Golf ⁴	2.9	2.9	3.6	3.4	3.2

¹F = 17.437; *p* = .000

²F = 8.247; *p* = .000

³F = 20.594; *p* = .000

⁴F = 2.847; *p* = .000

VISIT EXPERIENCES

The four cluster groups did not differ significantly in first or repeat visit or Museum membership.

One of the top four main reasons for visiting the Museum differed by cluster (see Table 36). Indifferent Companions and Middle-Road Fans were more likely to visit the Museum out of curiosity, having never visited before (19 percent and 17 percent, respectively) than were TV Enthusiasts (8 percent) or Active Enthusiasts (0 percent).

TABLE 36

MAIN REASON FOR VISITING SPORTS LEGENDS MUSEUM BY VISITOR CLUSTER

MAIN REASON FOR VISIT	CLUSTER				
	INDIFFERENT COMPANIONS (n = 32)	MIDDLE-ROAD FANS (n = 105)	TV ENTHUSIASTS (n = 95)	ACTIVE ENTHUSIASTS (n = 69)	TOTAL (n = 301)
	%	%	%	%	%
Curious, never visited before	19	17	8	0	11

$\chi^2 = 15.603$; $df = 3$; $p = .001$

Among other activities visitors planned to do, only one, planning to attend the ball game, differed by visitor cluster (see Table 37). Active Enthusiasts were most likely to attend the ball game on the day of their visit (70 percent), followed by TV Enthusiasts (59 percent) and Middle-Road Fans (56 percent). Indifferent Companions were least likely to attend the ball game on the day of their visit (31 percent).

TABLE 37

ALSO PLANNING TO ATTEND BALL GAME BY VISITOR CLUSTER

ALSO PLANNING TO ATTEND BALL GAME	CLUSTER				
	INDIFFERENT COMPANIONS (n = 32)	MIDDLE-ROAD FANS (n = 106)	TV ENTHUSIASTS (n = 95)	ACTIVE ENTHUSIASTS (n = 69)	TOTAL (n = 302)
	%	%	%	%	%
No	69	44	41	30	43
Yes	31	56	59	70	57

$\chi^2 = 13.338$; $df = 3$; $p = .004$

The clusters did not differ in six of seven visit experience ratings. The four clusters differed in their rating of the visit on the scale from 1 (“Exhibits did not make me feel proud to be a sports fan”) to 7 (“Exhibits made me feel proud to be a sports fan”) (see Table 38). Museum exhibits inspired the greatest pride in Active Enthusiasts (mean = 6.5), followed by TV Enthusiasts (mean = 6.3) and Middle-Road Fans (mean = 6.1). Museum exhibits inspired the least amount of pride in Indifferent Companions (mean = 5.4), yet this score is in positive territory on the scale.

TABLE 38
EXHIBIT RATING BY VISITOR CLUSTER

7-POINT RATING SCALE:	CLUSTER				
	INDIFFERENT COMPANIONS (n = 31)	MIDDLE-ROAD FANS (n = 106)	TV ENTHUSIASTS (n = 95)	ACTIVE ENTHUSIASTS (n = 68)	TOTAL (n = 300)
	MEAN	MEAN	MEAN	MEAN	MEAN
Exhibits did not make me feel proud to be a sports fan (1)/ Exhibits made me feel proud to be a sports fan (7)	5.4	6.1	6.3	6.5	6.2

F = 7.918; p = .000

PRINCIPAL FINDINGS: IN-DEPTH INTERVIEWS

INTRODUCTION

In-depth interviews were conducted onsite with 34 groups of 54 individuals exiting the Sports Legends Museum at Camden Yards. Two-thirds of interviewees were male, and the other one-third were female. Interviewees ranged in age from 10 to 71 years of age, and the median age was 40 years.⁵ Almost one-half of visitors declined to participate in an interview (47 percent).

REASON FOR VISITING THE MUSEUM

Interviewees often gave several reasons for visiting the Museum. More than one-half of interviewees said they were visiting the Museum because they were also going to a baseball game. These interviewees often said the baseball game was the primary reason, but also named other reasons (see the first and second quotations below).

(What was your primary reason for visiting the Museum today?) Because we happen to be going to the baseball game, but we've wanted to see it [the Museum] for a while now. [female, 48]

I'm interested in baseball history, and we're in town for a Red Sox game. [group of males, 25, 37, & 50]

One-third of interviewees said they were in town on vacation, and many of these also said they were going to a baseball game (see the quotation below). One-third of interviewees said they were sports fans or liked baseball.

We're here in Baltimore. We live in New York. So we're going to a baseball game and the Babe Ruth Museum, and figured they both went together. [female & male, 44 & 60].

A few said they had heard good things about the Museum, and a few said they visit the Museum regularly. A couple said they won tickets to the Museum, and a couple said they happened to walk by the Museum, and it piqued their interest. Other responses were idiosyncratic.

EXPECTATIONS AND EXPERIENCE

EXPECTATIONS OF THE MUSEUM EXPERIENCE

When considering their expectations of the Museum, many interviewees said they expected to see things about sports, teams, and players local to Baltimore or Maryland. Of these, a few named players, including Babe Ruth, Johnny Unitas, Cal Ripken, Jr., and Brooks Robinson.

Several interviewees did not have any expectations of the Museum. A few others each said they expected the Museum to feature baseball or sports in general. A few others each said that they had visited other sports museums, like the National Baseball Hall of Fame and Museum in Cooperstown, New York and expected the Museum to be similar.

⁵ Interviewees under 18 years of age were interviewed with an adult.

ACTUAL MUSEUM EXPERIENCE

Most interviewees said their Museum experience exceeded or met their expectations (one-half and one-third, respectively) (see the first quotation below). Of these interviewees, a few each said the Museum was bigger than expected, had more artifacts, covered more content, or was nicer than expected (see the second and third quotations).

It wasn't what I expected, but it was a lot more than what I expected. I'm definitely coming back. [male, 65]

I think it was actually—we were surprised—much nicer and much bigger. [There were] a lot more displays than I thought there would be. It's very deceptive from the outside, but there's actually a lot of good stuff in here. [male, 44]

I [was] surprised—it's sort of a back-handed compliment—but it's just really well done. I'm not saying I was surprised it was nice, but it's really, really well done and the Orioles Hall of Fame is a great little corner of the building. [female & male, 36]

Of the few interviewees that did not say their expectations were exceeded or met, all said the Museum was good or great. One interviewee each explained that they expected more about the Orioles, Cal Ripken, Jr., or to see Super Bowl Rings. A couple interviewees did not compare their expectations and actual experience.

SURPRISING ASPECTS OF THE VISIT

Interviewees found several aspects of the Museum surprising, which is not unexpected given that the majority of visitors said their experience at the Museum exceeded their expectations.

One-half of interviewees were surprised by the variety of sports and types of sports teams exhibited in the Museum; several of these indicated that they expected the Museum to focus more on baseball and the Orioles. Of the interviewees surprised by the breadth of sports represented, the majority mentioned the exhibits on the Negro League and college teams. A few others named soccer, non-professional teams, and the Colts (see the quotation below).

I didn't realize there was soccer as well as football and baseball, and I also didn't know that they had a Colored team [Negro League]. [female & male, 50 & 54]

One-third of interviewees said they were surprised by the quantity of authentic artifacts. A few of these named the Orioles' World Series trophies, the Ravens' Super Bowl trophy, and the University of Maryland's Men's NCAA Basketball trophy (see the quotation below). A couple others mentioned the belongings of players like Babe Ruth and Cal Ripken, Jr., and a couple did not name specific artifacts.

The World Series trophies. And school trophies. Those things are, I always find that weird that they're in places like this. I thought they'd be hidden away somewhere in a corporate office. So that was, those were very cool to see too. [group of males, 19 & 27]

The presence of so many interactives also surprised several interviewees (see the first quotation below). Of these interviewees, a few each said they enjoyed using the interactives or were encouraged to bring children or grandchildren to the Museum (see the second quotation).

The surprising part for me actually was the interactive room for younger persons. I mean we didn't exactly use it, but it was nice to walk around, and had there been a younger one, I could have definitely seen us spending more time in that room. [female & male, 27 & 30]

Well, we have two young boys who don't happen to be on the trip with us, but I thought that, especially on the lower level, the interactive stuff was nice for kids. . . . If I lived here, I'd want to bring my kids back. [female & male, 36]

Several interviewees expressed surprise at the extent of Baltimore and Maryland sports history. Of these interviewees, the majority said they were from out of town. One interviewee said that even though he was not local, he was interested in Maryland sports and athletes (see the quotation below).

I was surprised that there was stuff here from other teams because I guess they were native sons of Maryland and Baltimore and what not, which was impressive because we saw some Red Sox stuff. [group of males, 25, 37, & 50]

A few other responses were idiosyncratic.

EMOTIONAL IMPACT AND FEELINGS ABOUT THE MUSEUM

Interviewees were asked whether they were surprised by how they felt while visiting the Museum. One-third of interviewees said they felt nostalgic. Of these, many recalled events such as the Colts leaving Baltimore or Cal Ripken, Jr. playing in his 2,131st consecutive game, breaking Lou Gehrig's record. Interviewees who recalled feeling nostalgic were not just locals, although several were (see the quotation below).

My favorite thing, I think, was I saw the numbers for Cal Ripken's countdown that were up on the warehouse. So that was fun to see those. [female, 36]

Several others, all from out of state, said they were surprised to feel an engagement to Maryland sports history (see the quotation below). A few of these said it was an emotional engagement, and often referred to feeling this way in the Colts exhibit (see the second quotation).

I'm not an Orioles fan necessarily—don't have any real connection to the team—but I was still sort of intrigued by some of the dramatic stories, or even the Colts leaving suddenly. That was intriguing, and, you know, the Stadium burning down. I was, without having a real emotional connection, still sort of drawn into some of the stories of the history of the teams. [female & male, 36]

I had a better understanding of the legacy here in Baltimore. And I mean, it's interesting to see the article about the Colts moving away to Indianapolis in the middle of the night and stuff like that. I know that pretty much ripped the heart out of Baltimore. [group of males, 25, 37, & 50]

A few said they did not feel anything when going through the Museum, and a few others said they were surprised that they were not anxious to leave, and wanted even more exhibits. This feeling seemed to bridge several generations. For example, one interviewee said he was surprised that his young sons were engaged and not anxious to leave.

I actually was surprised how much the kids—I have two sons—really enjoyed it. Most of the time, when we go through stuff like that, they kind of lose interest pretty quickly. But they really had a good time and probably would still be running around in there if we let them. [male, 44]

COMPELLING ASPECTS OF THE VISIT

Interviewees named multiple things when discussing what they found compelling about the Museum. One-half of interviewees named specific players, such as Cal Ripken, Jr., Babe Ruth, Johnny Unitas, Brooks Robinson, Juan Dixon, Ken Singleton, Al Bumbry, Eddie Murray, and Dave McNally.

Again, several interviewees recalled nostalgia as compelling, most of who grew up in the Baltimore area (see the first quotation below). A few interviewees each recalled the Colts and the 1980s Orioles (see the second quotation). A couple interviewees recalled attending games at Memorial Stadium.

It brought back a lot of good memories. I've been a long time Orioles fan. I used to love the Baltimore Colts when they were here, and so it was nice to see all the things that brought back a lot of memories from both teams. [male, 44]

I think—particularly like [19]80s Orioles baseball, and the [19]83 team, and it kind of brings back old memories. And to see the photos and the displays, you kind of remember baseball players, sometimes they get lost over the years. I mean everyone remembers Cal Ripken and Eddie Murray, but sometimes a Ken Singleton or an Al Bumbry or somebody like that gets lost. And then you see it again, and then you remember old baseball cards and stuff. [group of males, 35 & 71]

Several interviewees said it was compelling to enjoy the Museum with family and friends (see the first quotation below). The majority of these enjoyed sharing memories and sports knowledge with family and friends (see the second quotation). A few had personal connections to someone or something in the Museum; for example, one interviewee was a majorette for the Colts, another's son played in the Ravens marching band, another's grandfather played for the Orioles, and another's cousin had the first hit at Oriole Park at Camden Yards (see the third and fourth quotations). While not everyone had such personal connections, a few others said they enjoyed teaching their children about how baseballs are made and talking about games they attended or watched on television (see the fifth quotation). One interviewee said it would have been compelling to visit the Museum with his father (see the sixth quotation).

You know, you have that family dynamic, especially when you're on vacation. And [I] have a teenager or two as well, and maybe one of them might be a little antsy and may be a little crabby and what not; our expectations—well, our actual experience far exceeded that. Everyone had a blast. You saw us coming out. We were all laughing, having a great time. [male, 47]

It sparked, "Hey! I remember this player," or I could tell her about watching that player on TV and listening to the game on the radio. It was enjoyable to do that, and also it made us talk about how we didn't know that the Stadium burned down in 1944. So we learned a lot about the tradition and history, and that sparked conversation. [male, 46]

Like I said, there's a history here for me, a personal history that I guess some other people wouldn't have. Wouldn't be blessed to have. . . . It was a special thing for me. I mean my 15-year-old son spotted it when we came here in August—never expecting to see the exhibit on Jack Dunn—and he spotted the exhibit, and he says "Dad! There's your grandfather!" And sure as heck, here he is, standing in the team picture. He's Jack Dunn. It was really—it actually brings tears to your eyes. [male, 47]

My friend was a majorette with the Colts and [as] we were going through and looking at [the exhibit] she would tell us, “Oh, I remember those boots, and I used to do that.” . . . Then we got talking about why did they leave town? And my son even knew all about that, and he’s going to be 21 years old. [female, 52]

I think my Mother and her parents were Baltimore Colts fans . . . so she was reminiscing with us [about] experiences she had and was sharing with us [things] that we had never heard. [group of males, 19 & 27]

It made me feel good, but it’d be cool if—for me and my old man experience, but now it’s me and my little man. . . . If I can get my old man to come here, all three of us can experience it. That might be kind of compelling. [male, 33]

ENJOYMENT OF MEMORABILIA

When asked what they liked about the “stuff” in the Museum, most interviewees described the types of things they liked. One-third of interviewees named objects related to players. Objects related to Cal Ripken, Jr. were named most frequently, followed by objects related to Babe Ruth and Brooks Robinson (see the quotation below).

I think it was really just neat to see a lot of the memorabilia, and really be able to see and touch certain things, and just be that close. You know, trophies, the Ripken stuff, and the Brooks Robinson glove. Some of the really old [stuff], Babe Ruth’s autograph on a baseball! [female & male, 27 & 30]

Several interviewees named types of objects, with videos and pictures being the most frequently mentioned types. Other items mentioned were trophies, jerseys, stadium seats, and stadium models (see the first and second quotations below). A few named interactives, and a few each said they enjoyed objects specific to a sport, either baseball or football, and a specific team, either the Orioles or the Colts.

You know, we’ve been to Cooperstown many times, and there is cable TV and all the other nonsense that we have. To see the [Babe Ruth] video was kind of unique with him showing the kids how to throw a ball. [female & male, 44 & 45]

I liked when they had the tapes of different calls or different games. The Colts—I don’t remember it, but I’ve heard about the greatest game. So I liked the tapes of the different sections you could bring up. [group of males, 20 & 49]

Of the one-quarter that described why they liked certain objects, all said that the objects made them reminisce about the time period or event from which the object came (see the quotation below).

That’s my big problem. I don’t have a good memory at all, but when I see the stuff, I’m like “Oh, I remember that!” You know, and then it’s [great] when I see the old highlight reels or something. [group of males, 35 & 40]

NAVIGATION

Most interviewees did not have trouble navigating the Museum. Of these interviewees, several said the layout allowed for “good flow” and the galleries were large enough to allow visitors to move freely (see the first quotation below). Several others said they liked the layout because it was “efficient” and

ensured that the visitor would not miss anything (see the second quotation). One interviewee described the movement as “natural” (see the third quotation).

I think its very easy and it has a good flow to it. On a day like today, I thought it was going to be a little bit more jammed up. But it’s very easy to get around. [male, 39]

It [the layout] sort of just went in a circle, so you didn’t feel like you had to backtrack to see anything. So I thought it was laid out very well. [female & male, 26 & 40]

I guess maybe the best thing I could say about it [the layout] is I didn’t think about it. I mean, it just seemed natural enough . . . it flowed in a way that made sense. [female & male, 36]

A few interviewees said they had difficulty navigating the Museum. The majority of these said that the Museum needed to provide clearer directions (see the first quotation below), and a couple said they had trouble finding the stairs (see the second quotation). One said the layout seemed backwards, and another said she missed things in the exhibition because of the layout.

I thought the way we were directed [from] the top to bottom was just fine, but—and I don’t know whether it was us or we didn’t follow instructions correctly—we ended up starting in the ninth inning and going back to the first inning. We [worked it the other way.] I mean, I think if we had been maybe, directed better, that might [have] help[ed]. Maybe signs. [female & male, 44 & 60]

I think it was a smooth transition although I did have a hard time finding the stairs to go downstairs. I actually thought I was exiting the building when I left out [the stairs], but then I went downstairs. After that, it was okay. I found the stairs to get back up into the Colts area. [male, 50]

MOTIVATION TO VISIT THE MUSEUM

When asked what would motivate them to visit the Museum again, most interviewees named several motivating factors, some of which were in the purview of the Museum, and some of which were not.

Most identified factors out of the Museum’s control. Of these, one-third said they would be motivated to visit the Museum if they were in town again or going to a baseball game (see the first quotation below). Another one-third said they would come back to the Museum with different friends or family members (see second and third quotations below).

Well, we wouldn’t have come—I don’t think we would have come up here—if it wasn’t for the game, right? [group of females & males, 10, 12, 14, 37, & 38]

Probably coming back with another group of people. We’re planning on coming back next year, and he wants to bring some of his friends, so this is definitely a place we would say, “Okay, we want to go back and do this again.” [female, 52]

I think if we ever came to a game with somebody else, we’d say “Hey, this is a really cool spot. Let’s, you know, duck in here.” [male & female, 30 & 27]

One-third of interviewees named things the Museum could do to motivate them to visit again; the majority of this group named updated information and new exhibits, although a few of these were torn between having new exhibits and permanent exhibits (see the first and second quotations below). A few named events, like the Joe Costiglione question and answer session, and one said free stuff.

Well, if I came back in the area. I wouldn't say if I came back next year I would stop, because I wouldn't think much would change, but maybe in the next five years or so. I'd probably stop back in. [female, 40]

I would just like to see things updated. I mean, when we first started, what we said about the art exhibit was "I was hoping it didn't take the place of Jack Dunn's exhibit until my wife could see it," but it didn't. So I was happy there. But, you just see it updated as time goes on. [male, 47]

One-third of interviewees said they were already motivated to visit the Museum again; several said they wanted to see the things they had missed (see the first quotation below). A few others named reasons already mentioned such as baseball games, and a couple said they plan to, or already do, visit the Museum regularly (see the second quotation).

Just to spend more time here and look at all the things that we missed maybe, or something he might have seen that I didn't, I missed. [group of males, 35 & 40]

We come after the Orioles games a lot. So I think it would be something that we would make probably part of a fairly regular stop when we come up here now. [male, 44]

A couple interviewees said they would not come back, stating that one visit was enough or they did not live close enough to the Museum.

SUGGESTIONS FOR IMPROVEMENT

One-half of visitors said the Museum was a great museum and had no suggestions for improving it. Several each complimented the content and exhibition design, and a few complimented the staff (see the quotation below).

You know what? You people do a wonderful job here. You really do. Very friendly—always very friendly to the Red Sox fans who are down here. I don't know. You guys are just great. It's a great Museum. The staff is wonderful. We've had a great time. [male, 47]

One-quarter of interviewees made recommendations about content information. Overall, they sought more information about college teams, minor league teams, players' hometowns, basketball, and videos in the Museum as well as more interactives (see the first and second quotations below). A few others suggested continually updating the exhibits and/or changing exhibits regularly, although no one said that the exhibits were currently out-of-date (see the third quotation).

Maybe more stuff on the colleges. I mean there was a good little bit about Maryland [University of Maryland], but not as much about say, UMBC [University of Maryland at Baltimore County] or Towson [Towson University] or Loyola [Loyola College in Maryland], some of the other schools. And maybe some of the—well you have the minor leagues, but other minor leagues that came about before the Orioles, or at a time during the Orioles, that aren't around anymore. Say from the 60s. [group of males, 35 & 40]

Some more [information] about the hometowns that people were from in Maryland. They had a lot of information about them [the players], but not so much [about] exactly where in Maryland they were from. [male, 29]

I don't know. Maybe just keep up-to-date. Like, as these teams keep making history, you'll be able to keep putting it in here. [male, 19 & 27]

Another one-quarter offered recommendations about exhibition layout and design: a few suggested providing better navigational directions; a couple suggested having guides or a person stationed at the entrance to remedy the problem (see the first quotation below); and one interviewee each suggested increasing the lighting, lowering the music, and moving objects and labels up (see the second and third quotations).

Maybe just somebody right at the gate when you walk in, like when you first buy your ticket, just to kind of tell you, "You know, this is what you want to do," or "This is where you want to go." Or, if there's a video going on, [someone] to inform you of that. We just kind of walked in and we were like, "Okay, where do we go and what do we do?" So that might be helpful. [male, 39]

In the opening, when you're watching the Babe Ruth thing, the music on the exhibit outside is way too loud. So you have a hard time hearing Babe Ruth. [female & male, 27 & 28]

Some of the items are down fairly low, close to the ground so that it really requires that you kind of squat down, and kneel down to read the labels and so on. . . . I mean it's not a big problem, but that sort of thing—when they're down around your knees—tends to make you skip [things]. [male, 57]

ROLE OF SPORTS IN VISITORS' LIVES

Most interviewees said that sports play a big role in their lives but to varying degrees. On the extreme end of the spectrum, one couple said sports are 100 percent of their lives; another interviewee said that things in her life are planned around sports (see the first and second quotations below); and another said, "If it weren't for sports, I could be dead" (see the third quotation).

[Laugh] 100 percent. We went to ECU, and we go to college football games. I'm a New York Giants and New York Yankees fan. He's a Braves fan. He works in sports. * Yeah. And for recreation, I play different sports, so it's part of the life. [female & male, 27 & 28]

Things in our lives get planned around sports. [group of females, 44 & 52]

Oh my goodness! If it wasn't for sports, I could be dead. [male, 33]

A few interviewees said sports played a role in their lives although not a big role (see the first quotation below). One couple said they enjoy baseball, but they are not "totally addicted to sports" (see the second quotation).

It doesn't play a very, a real large role, at this point in my life. I do enjoy watching some items of sports. [female & male, 50 & 54]

Well, we like baseball, but we're not, like, avid die-hard fans. * Yeah. We're not totally addicted to sports like some people are. [female & male, 42 & 54]

When describing the role sports play in their lives, the majority described team sports. One-half mentioned baseball (see the first quotation below), several others named football, some of who specified college football, and a few others named basketball. A few said they preferred individual sports like tennis, golf, bowling, gymnastics, and ice skating to team sports. One of these justified his response, stating that teams sports are not as spirited as they used to be (see the second quotation).

I'm a huge baseball fan. I'm a member of SABR, if you've ever heard of that—Society for American Baseball Research. [group of males, 35 & 71]

You know, team sports? People don't care. They don't. There's really no team spirit anymore. . . . That's why I'm more into the individual sports. [male, 50]

Many interviewees described their relationship with sports as one based on passive involvement—they are spectators of professional or college team sports; a few of these mentioned that they used to play sports. A few interviewees said they still play sports, mostly individual sports. A few others said they coach sports or are sports officials (see the first and second quotations below). A few others said they are involved in sports through their children, for their children play sports. One couple described the role sports as changing according to life stages, stating that the next step is enjoying sports with children and family (see the third quotation).

It played a huge role [in my life]. My coaches were always somebody that I looked up to, and I've always been involved in it. I am now a head basketball coach at the high school that I work at. [male, 39]

Plus we're both football and baseball officials. You know, so sports do play a huge, huge role in our lives. All three of us, really. [group of males, 25, 27, 50]

You know, hopefully one day our children are, might be involved. It's probably always been a part of our lives and probably always will be. I mean, it's—for me—I guess the next step will be enjoying it [sports] with the kids and with the family, as opposed to, you know, doing it. [female & male, 36]

Several interviewees said that sports unite families (see the first quotation below). A few said that sports have shaped their work ethic, and one of these attributed his success in business to sports (see the second and third quotations).

I think it's important because it kind of gathers your family together. It gathers friends together. [female & male, 50 & 54]

To me, it teaches the fundamentals that you need to go through life. And that is good sportsmanship, teamwork, and a hard work ethic. And I think those are fundamental for people to learn as they go forward in life. [male, 47]

I lived in Baltimore, except for three years in the service. I lived, opened a business and was never a great athlete, but always a competitor. . . . We [my family and I] have all been successful in business. And so much of it is through sports. [male, 65]

Another trend was planning vacations around sports, which several interviewees said they do (see the first quotation below). A few interviewees said their visit to the Museum was part of their sports vacation, and a few said they like to travel to different stadiums. One interviewee said he and his wife plan vacations around Spring Training (see the second quotation).

A pretty big role. Every summer we go to a different trip, but it's always centered around sports.
[group of males, 20 & 49]

Entertainment—we plan our vacations around going to see Red Sox games. I mean we were down to Spring Training to—her family lives in Florida, and we planned that visit around going to see—she likes the Mets and I like the Red Sox. They would both play the Orioles. We took our trip the days that [Laugh] they were down there. So it plays a really big role in our life.
[female & male, 27 & 30]

APPENDICES

REMOVED FOR PROPRIETARY PURPOSES