



**THE GETTY VILLA MALIBU  
VISITOR BROCHURE EVALUATION**

**by**

**Tim Hart**

**October, 2006**

## **INTRODUCTION**

A study of the Villa Visitor Brochure was conducted in August and September, 2006, to help J. Paul Getty Museum staff evaluate the usefulness of the brochure's information and presentation format. The study was intended to measure the audience's reaction to the brochure and potentially to assist the Museum as it considers a redesign of Getty Center visitor materials. Key objectives of the study were an improved understanding of the comparative value of brochure features to our audience, audience preferences for map-style or pamphlet-style presentation, and the brochure's fulfillment of audience needs.

## **ABOUT THE BROCHURE**

The Villa Visitor Brochure is a sixteen page pamphlet-style color brochure. It is handed to visitors free of charge at the Getty Villa Entry Pavilion. It presents information on the Museum's history, its objectives, architecture, organization, physical plan, and collection.

## **STUDY METHODOLOGY**

The Villa Visitor Brochure study employed surveys and interviews to measure audience response. 377 surveys were taken at the entry pavilion, giving us a 95% confidence level and a margin of error of +/- 5%. 18 visitors were interviewed to investigate study questions that were better explored through subjective responses.

This study also references a Getty Villa general audience survey conducted by Nahmias Research during the same period as the Villa Brochure study. Nahmias Research collected over 736 surveys at the Villa entry pavilion for a margin of error of +/- 3% and a confidence level of 90%. Villa Visitor Brochure and Getty Villa general audience survey questions were coordinated so that the data collected could be compared across surveys.

## **REPORTING**

Research questions were developed through consultation with Villa staff and are listed below in Principal Findings, followed first by the evaluator's discussion of the study results and then by supporting data from each of the study techniques (where appropriate) noted in Study Methodology above.

The survey results can be cross-tabulated to show an additional level of detail not presented in this report. Cross-tabulated survey data is available by contacting the author.

## **SUMMARY OF FINDINGS**

Overall reaction to the Villa Brochure was overwhelmingly positive, with large majorities saying they found the information they needed and planned to keep the brochure as a souvenir from their visit (see details below under Principal Findings in the Evaluation Objectives section).

A majority of interviewees (14 out of 18) preferred the brochure to the map-fold presentation. Although there was a clear majority preference for the brochure it was interesting to observe that this question created the most debate among visiting couples and groups and the map-fold vs. brochure question revealed the most strongly held opinions of the study (see below for greater detail).

The primary objectives of most visitors using the brochure fell into three major categories. The most common response was way-finding, the second was what to see, and the third was information about the Villa and its history. Visitors thought the brochure did a good job of helping them find their way, but didn't give them enough information about what to see and the Villa and its history.

A majority of visitors said they would pay for the brochure if it had more information (the size of a magazine), but 55% said they would not pay for it in its current form.

Large majorities (86% - 94%) said they found the information they needed during their visit on a variety of topics, but information about Research and Scholarly activities scored poorly due to the many respondents (18%) who had “no opinion” on this topic.

Complaints about the visitor brochure were most often requests for more information. These requests for more information were tabulated and showed a strong interest in three areas; the history of the Villa and Ranch House, more photographs of the Collection, and collection “highlights.” Regarding collection “highlights” visitors wanted to know what the “best” objects were and if there were things that they “had to see.”

## PRINCIPAL FINDINGS

### DEMOGRAPHICS

Villa Visitors are more likely to be female than male, and Villa Brochure users are more likely to be female than overall visitor statistics would predict. This study can't say why women are more likely to use the brochure than men, or why more women visit the Villa.

*Male and Female Villa Brochure users and non users:*

	Villa Brochure Survey		All Villa Survey
	Villa Brochure Users	Non-users	
Male	38.1%	44.9%	41%
Female	69.1%	55.1%	59%

*Who did you come to the Getty with today?*

There were no important statistical differences between populations on this question.

	Villa Brochure Survey		All Villa Survey
	Villa Brochure Users	Non-users	
Alone	4.2%	8.2%	4%
Family members/relatives	55.6%	46.9%	60%
Friends	28.8%	32.7%	29%
Out-of-town guests	3.8%	6.1%	6%
Tour group	11.5%	14.3%	8%

*Are any children under 18 years of age with you today?*

There were no important statistical differences between populations on this question.

	Villa Brochure Survey		All Villa Survey
	Villa Brochure Users	Non-users	
Yes	13.9%	20.8%	18%
No	85.4%	79.2%	82%

*Your highest level of education?*

Villa Brochure users were better-educated than non-users, with 94.3% of brochure users having some college or more education, and 80.5% of non-users having finished some college or more.

	Villa Brochure Survey		All Villa Survey
	Villa Brochure Users	Non-users	
Some High School	1%	2.2%	% (see High School)
High School	4.8%	17.4%	3%
Some College	19.5%	10.9%	15%
College Graduate	32.1%	28.3%	30%
Some Grad. Work	7.5%	4.3%	9%
Graduate Degree	35.2%	37%	42%

*Have you ever been to the Getty's Web site?*

	Villa Brochure Survey		All Villa Survey
	Villa Brochure Users	Non-users	
Yes	49.8%	36.7%	79%
No	50.2%	63.3%	21%

EVALUATION OBJECTIVES

Evaluation objectives are listed below in *italics*; each question is followed by a discussion of study results and data from the study tools that were used to answer the question. Similar questions are grouped together.

***Was the visitor response to the Villa Brochure generally positive? Do visitors think of the brochure as a souvenir? Would visitors pay for the brochure? If so, how much?***

Discussion

The response to the Villa Visitor Brochure was overwhelmingly positive, with 70.5% of visitors who received a brochure saying they planned to save it as a souvenir from their visit.

45% of brochure users said they would pay 50 cents or more, and 66% said they would pay \$1 or more if the brochure was bigger and had more information (the size of a magazine).

Survey

*"Will you save the visitor brochure as a souvenir from your visit to the Villa?"*

	Villa Brochure Users
Yes	70.5%
No	18.5%
Not sure	11%

*“Would you be willing to pay for the visitor brochure? If so, how much?”*

	Villa Brochure Users
I wouldn't pay	54.6%
50 cents	14.9%
1 dollar	26.8%
2 dollars	2.6%
3 dollars	1.1%

*“Would you pay for a brochure if it was bigger and had more information and photographs? Something about the size of a magazine? How much?”*

	Villa Brochure Users
I wouldn't pay	33.3%
1 dollar	31.3%
2 dollars	19.8%
3 dollars	8.3%
5 dollars	7.1%

Of the 18 visitors interviewed 12 said they would keep the brochure as a souvenir. They volunteered a variety post-visit uses, from a middle school teacher who said she would use it in her class to a pair of elderly women who said they would save it for their next visit. But the majority of interviewees who wanted to save the brochure said simply that they wanted to keep it to remind them of their visit.

Approximately 66% of visitors said they would pay for the brochure if it was bigger and had more information and photographs, but this question would yield more reliable data if we had a mock-up of an enhanced brochure to test.

***Comparative use of Villa Brochure features: Is the brochure helpful for visitors trying to find their way around the Villa (in what ways are the maps and floor plans used)? Do visitors use the General Information on the back cover? How are the “Cultures of the Ancient Mediterranean World,” “Vase Shapes, and Gods and Goddesses” pages used?***

#### Discussion

In the survey 94% of brochure users said they found the information they needed to find their way around. Although the response to the brochure's way-finding features was overwhelmingly positive, there were a few complaints and some discussion of how the design could be improved. In interviews several respondents said they used the floor plan maps without noticing the coordination of colors between the gallery spaces and the descriptive text. A typical response was “The museum isn't that big so we're going to go through everything anyway. I just wanted to find the elevator and the bathroom.” Another suggestion came from a visitor who first looked at the floor-plan map while walking down the path to the museum; “I couldn't tell on the floorplan where the garden was or where the entrance was. It just didn't make sense until I got to the museum and the main entrance was so obvious.”

From the interviews it seemed clear that the floor plans were being used primarily for locating physical features of the building like stairs, the garden entrance, bathrooms, elevators, etc., and that because visitors plan to see the entire museum they don't pay close attention to the gallery themes on the floorplan map. This is discussed in more detail below in “How effective are the maps and floor plan guides?”

All the brochure features tested in this study received majority responses of “Useful” or “Very Useful.” Overview Map (95%), Gallery Floorplans (95%) and Welcome to the Getty Villa (92%) had the highest

percentage of visitors saying they were useful or very useful. The brochure features that had the lowest “Useful” or “Very Useful” scores were Public and Scholarly Activities description (75%), The Villa dei Papiri Reimagined (79%), Cultures of the Ancient Mediterranean World Map (79%), and Vase Shapes (77%). General Information fell between these two groups with an 86% “Useful” or “Very Useful” rating.

Strong majorities of visitors said they were able to find all the information they needed about each of the categories of information in our survey (see table below) but “Conservation and Research Activities” scored the worst of the group. “Conservation and Research Activities” had the highest “No Opinion” score among visitors, suggesting that they didn’t “need” information and research.

Survey

*“How useful were the following features of the Villa Brochure.”*

	Very Useful	Useful	No Opinion	Not So Useful	Not Useful at All
Welcome to the Getty Villa	57%	35%	7%	1%	0%
Getty Villa public and scholarly activities description	40%	35%	23%	2%	0%
“The Villa dei Papiri Reimagined” architectural drawing	47%	32%	20%	1%	1%
Overview Map and information	62%	33%	5%	0%	0%
Gallery floorplans	65%	30%	5%	1%	0%
Cultures of the Ancient Mediterranean World map and information	45%	34%	20%	1%	0%
Vase Shapes	44%	32%	20%	3%	0%
Gods and Goddesses	47%	37%	14%	2%	0%
General Information (back cover)	50%	36%	13%	0%	0%

*“Were you able to find all the information you needed during your visit for the following?”*

	Yes, I found the information I needed	No, I did not find the information I needed	No Opinion
The architecture of the Villa	87%	5%	8%
The purpose of the Villa	86%	5%	9%
Villa research and Conservation activities	70%	11%	18%
The antiquities collection	93%	2%	5%
How to find my way around	94%	4%	2%
Greek, Roman and Etruscan culture	86%	6%	8%

***What were the visitors’ objectives in using the brochure?***

Discussion

The majority of visitor responses to this question in the interviews fell into three general categories, with many other responses making up a laundry list of individual objectives. The three major categories were: the Villa and its history, way-finding, and what to see.

Responses that made up the Villa and its history category included requests for more information about the original construction of the Villa and the recent remodel, information about the Ranch House, and information about the historical Villa dei Papiri.

The way-finding objectives were very direct, with visitors saying, “I haven’t been here in years and I wanted the brochure to help me find my way around,” and “I knew they built some new things and I wanted to see where they were on a map,” and “They changed the entrance so I wanted the map to show me where to enter and then where to go once I’m inside,” and “We wanted to get something to eat first so I was looking for the cafe and then information about how to take a tour.”

The what to see objectives included more complaints than the other response categories, but it should be noted that these complaints weren’t very strongly expressed. Visitors said, “When I first picked up the brochure I was looking for more about the art but there isn’t much here,” and “I thought it would tell me what the best pieces were, the ones I have to see,” and “ There wasn’t anything about the exhibition... I don’t think you have to have it, but it would be nice if we could read about it in the brochure.”

In the survey 26 out of 67 respondents left write-in comments that said they used the brochure for way-finding. 16 out of 67 said they used it for general information. The remainder of the written remarks were on a variety of topics, and many of them were simply complementary.

***On the “At the Getty Villa” page, are the services listed the ones visitors want to know about? Is something missing?***

The color-coding was more obvious here than it was on the floor plan pages. In discussions with visitors about this page they liked having a bird’s eye view of the Villa, and the colors “Made it easy to see what’s

what." 4 visitors asked why the Ranch House and the Staff Building weren't color-coded on this map, or even identified. One visitor said, "It's fine if their off-limits; I still want to know what they are." There was near unanimous agreement that the symbols for elevators, restrooms, information and parking were easy to understand. 3 visitors didn't know what the "family" symbol represented, and two asked, "Why does it say there are no bathrooms in the Museum? Is that right? I didn't notice." 5 visitors asked for more information about each of the numbered locations, and one suggested, "You should put a "see page number blank" for more information about the restaurant, and the garden, everything really. And then if I want the menu or information about the herbs in the garden I could go directly to that page."

***What do visitors like most about the brochure? Least? What can we do to improve the Villa Brochure?***

What visitors clearly like most about the brochure was the clarity of the way-finding, meaning both the maps and the floor plan. There was little to no complaint about these features except for a request for more information about the collection, and some confusion about the color-coded floor plan guide.

There was no clear theme in the interview responses about what they did not like about the Villa Brochure, except that they wanted "more." They wanted more information about the collection, the history of the Villa (both the Getty Villa and the Villa dei Papiri), and more cultural history. But none of these responses were given by a majority of visitors, only the desire for more was consistent. It's worth mentioning again that the majority of visitors would not pay for the brochure in its current form, but given the option of using a magazine-sized brochure a clear majority said they would pay. As noted above we would have to show visitors a mock-up of a larger brochure to confirm this response.

***How effective are the maps and floor plan guides? How easy (or not) are these maps to use? Is the fold out floor plan convenient? Which style would visitors rather use, a map fold or brochure?***

All of the interviewees except for two used the maps and floor plan guides. As mentioned earlier a majority of the interviewees said they used the floor plan guides to locate things like restrooms, stairs, elevators and entry and exit points. There was a general feeling among the visitors that because the Museum is small they planned to visit every room anyway. It will be interesting to interview visitors in another year when the Museum is more likely to have repeat visitors and see if this still holds true.

Visitors easily connected the room numbers to the map legend, but the Roman Numerals were more or less ignored by 8 of the visitors interviewed. These visitors said things like, "I knew what they were but I didn't use them because they're hard to read." And, "I think it's an interesting idea because the Museum is Roman, but I don't think they're easy to read."

The text color wasn't obvious to the majority of floor plan users. As noted in the survey results above, the maps and floor plan guides were scored by 95% of respondents as Useful or Very Useful. When asked in the survey if they were able to find the information they needed to find their way around, 94% responded "Yes, I found the information I needed."

Interviewees were shown a fold out map of the Getty Center and asked "Which would you prefer, a fold out or pamphlet style brochure?" 14 out of 18 preferred the pamphlet style saying it was easier to use and carry, and not so conspicuous. 4 of 18 preferred the fold out saying "It's bigger and I can see things better" and "This one (fold out) has more detail." This question caused some debate among couples and groups. Those who preferred the pamphlet-style brochure to the map-fold style said it was "easier to use" and "had more information" and "you don't want to walk around holding that big piece of paper (the map fold)." The interviewees who preferred the map-fold sometimes had strong opinions, saying "It's better because I can see it (the map) better!" and "You get pictures of what's in each room on this one (the map fold) and you don't get any pictures of the art on this one (the brochure)." 2 visitors asked for both, saying "Why don't you print the floor plans and the map on the map fold style, and put all the information in the brochure?" And another visitor said, "Why don't you give us a gallery guide, too, with pictures of the works of art and more information about them?"

***How are the “Cultures of the Ancient Mediterranean World,” “Vase Shapes, and Gods and Goddesses” pages used? What value do visitors see in them.***

2 teachers said this was very valuable information, and 3 other visitors said they would refer to this when they were at home. 3 said they used the vase shapes guide as they were moving through the galleries. Cultures of the Ancient Mediterranean World was seen as nice to have but not enough information to be valuable by several visitors; “I’m still confused about who came first because the Etruscans were in 500 BC but then the text says they borrowed from the Greeks.” Another said, “There’s nothing about Jews, or Egyptians, or Phoenicians, or other cultures... I understand that this is what your collection is about, but you don’t say that here.” Another complained, “Maybe you should say why these cultures are in your collection instead of trying to tell us about the cultures themselves. This tiny little paragraph about the Romans ends up saying not much at all about a civilization with a long history. But you could use that space to effectively tell us why the collection has these three cultures in it.” As is often the case in interviews this last comment generated much agreement among members of this group who agreed that more information about “What J. Paul Getty was up to” would be valuable.

The Gods and Goddesses page did not generate much excitement, nor did it generate any complaints. Typical comments were “Interesting” “Useful” “That’s nice” etc. Three visitors were somewhat more enthusiastic; one visitor said “I really liked this because it has all the gods in one place with both of their names.” Another said, “My daughter loves Greek and Roman gods so I’ll give this to her.”

***Does the “One Getty Two Locations” message mean anything to Villa visitors?***

In the interviews we asked visitors if they noticed the “One Getty Two Locations” message on the back of the brochure and only 3 respondents said they had seen it. We then asked all respondents what that message meant to them and all of them (surprising for a study like this) knew that there were two Getty locations.

It should be noted here that Villa visitors were far more likely to live in Southern California than were Getty Center visitors (86% vs. 55%) and this could account for the awareness of the Getty’s two locations.

Typical responses to this question were, “I think its important information but I already knew there was another Getty because I drive by it all the time,” and “I’ve been waiting for this (the Villa) to open for a long time so I’m well-aware that you have two locations.”

***Do visitors at the Villa want to know more about the Getty Center, and vice versa?***

Over half of the interviewees thought that it would be good to have Getty Center information at the Villa but only a few thought so strongly, meaning there was no consensus among their responses.

We found that several of the respondents did want more information about the Getty Center but they did not want it in the Villa Brochure. Typical of their responses were, “You could put information about the new Getty at the information desk for people who want it,” and “It would be nice to have the Getty Center brochures here because you can’t get them anywhere else unless you visit.”

There were some interviewees who disagreed, saying, “I think that would confuse people unless you could figure out a way to make it obvious which brochure was for which place,” and “I’ll use the Web site to find out what’s happening at the Getty in Brentwood so no I don’t need a brochure when I’m at the Malibu Getty.”

But 10 out of 18 interviewees wanted Getty Center information at the Villa but not with any conviction saying things like, “Sure that would be nice,” and “I don’t know, yes, why not” and “I think some people would want that, yes...”

## **APPENDIX**

### **SURVEY RESULTS**



#### ***Discussion***


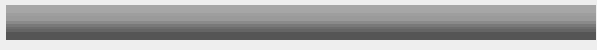
Survey studies work best for establishing a level of confidence and a degree of certainty about the opinions of a large population. In the case of the Villa Visitor brochure the population is the total number of visitors to the during the period the surveys were collected. We surveyed both the visitors who used the brochure and the visitors who didn't. We also compared subjective impressions of the exhibition between these two populations. Did the visitors who used the brochure have a better experience than those who didn't? Would they pay for a brochure? All survey questions and responses are listed below.



#### ***Objectives:***

A Confidence Level of 95%  
And a Confidence Interval of +/- 5%

#### ***Complete Survey Results***

1. Is this your first visit to the Getty Villa?			
		Response Percent	Response Total
Yes		64.2%	240
No		35.8%	134
<b>Total Respondents</b>			<b>374</b>
(skipped this question)			3

2. Your last visit was			
		Response Percent	Response Total
Month		45.9%	56
Year		100%	122
<b>Total Respondents</b>			<b>122</b>
(skipped this question)			255

3. You are			
		Response Percent	Response Total
Male		38.6%	144
Female		61.4%	229
<b>Total Respondents</b>			<b>373</b>
(skipped this question)			4

4. Your age	
<b>Total Respondents</b>	<b>312</b>
(skipped this question)	65

## 5. Who did you come to the Getty with today?

		Response Percent	Response Total
Alone		4.3%	16
<b>Family members/relatives</b>		<b>54.6%</b>	<b>201</b>
Friends		29.1%	107
Out-of-town guests		4.3%	16
Tour group		12%	44
<b>Total Respondents</b>			<b>368</b>
(skipped this question)			9

## 6. Are any children under 18 years of age with you today?

		Response Percent	Response Total
Yes		14.6%	53
<b>No</b>		<b>84.8%</b>	<b>308</b>
How many?		12.4%	45
<b>Total Respondents</b>			<b>363</b>
(skipped this question)			14

## 7. If you live in the United States, what is your zip code?

<b>Total Respondents</b>	<b>333</b>
(skipped this question)	44



## 8. If you do not live in the United States, what country do you live in?

<b>Total Respondents</b>	<b>44</b>
(skipped this question)	333



9. Your highest level of education?			
		Response Percent	Response Total
Some Middle/High School		1.6%	6
High School Graduate		6.2%	23
Some College/Associate Degree		17.9%	66
College Graduate		30.4%	112
Some Graduate Work		7.1%	26
<b>Graduate Degree</b>		<b>36.7%</b>	<b>135</b>
<b>Total Respondents</b>			<b>368</b>
(skipped this question)			9

10. What is the primary language spoken in your home?			
		Response Percent	Response Total
<b>English</b>		<b>83.8%</b>	<b>315</b>
Spanish		5.1%	19
German		0.8%	3
French		2.9%	11
Chinese		2.4%	9
Japanese		0.5%	2
Korean		0.8%	3
Other (please specify)		3.7%	14
<b>Total Respondents</b>			<b>376</b>
(skipped this question)			1




## 11. Have you ever gone to the Getty's web site? (www.getty.edu)

		<b>Response Percent</b>	<b>Response Total</b>
Yes		47.2%	178
No		52.8%	199
<b>Total Respondents</b>			<b>377</b>
(skipped this question)			0





## 12. Did you visit the Getty's web site to prepare for today's visit to the Villa?

		<b>Response Percent</b>	<b>Response Total</b>
Yes		39%	145
No		61%	227
<b>Total Respondents</b>			<b>372</b>
(skipped this question)			5

## 13. After your visit, do you think you'll return to the Getty's Web site for more information about the Villa?

		<b>Response Percent</b>	<b>Response Total</b>
Yes		64.8%	243
No		11.5%	43
Not sure		23.7%	89
<b>Total Respondents</b>			<b>375</b>
(skipped this question)			2

14. While you were visiting, how did you find your way around the galleries? (Please choose the best response)

		Response Percent	Response Total
<b>I used the floorplan map</b>		<b>36.4%</b>	<b>134</b>
I asked Getty staff		14.1%	52
Both		32.9%	121
Neither		16.6%	61
<b>Total Respondents</b>			<b>368</b>
(skipped this question)			9

15. Please tell us about your visit. (Please check the best answer for each line below)

	Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree	Response Average
The Getty Villa has a world class antiquities collection	<b>62%</b> <b>(230)</b>	33% (122)	5% (17)	1% (2)	0% (0)	<b>1.44</b>
The Getty Villa is engaged in important scholarly activities	<b>50%</b> <b>(184)</b>	31% (114)	18% (67)	1% (2)	0% (0)	<b>1.69</b>
It was easy for me to find my way around the Villa	<b>51%</b> <b>(189)</b>	42% (155)	4% (15)	3% (12)	1% (2)	<b>1.61</b>
It was easy for me to find my way around the galleries	<b>54%</b> <b>(201)</b>	39% (146)	4% (13)	3% (10)	0% (0)	<b>1.55</b>
A visit to the Villa is a valuable learning experience	<b>70%</b> <b>(260)</b>	26% (98)	4% (13)	0% (0)	0% (0)	<b>1.33</b>
I have a good sense of the Villa's history and purpose	<b>52%</b> <b>(191)</b>	40% (146)	5% (20)	3% (10)	0% (1)	<b>1.60</b>
I know enough about Greek, Roman and Etruscan culture to make the most of my visit	23% (83)	<b>43%</b> <b>(158)</b>	20% (72)	14% (50)	1% (5)	<b>2.28</b>
I have an understanding of the conservation and research efforts at the Villa	30% (111)	<b>45%</b> <b>(166)</b>	14% (52)	9% (34)	1% (4)	<b>2.06</b>
<b>Total Respondents</b>						<b>375</b>



(skipped this question)	2
-------------------------	---


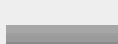

## 16. What was your main reason for visiting the Villa today?

		Response Percent	Response Total
To see the antiquities collection		31.2%	102
To spend time in the garden		12.8%	42
<b>Nothing in particular, I just wanted to visit</b>		<b>38.2%</b>	<b>125</b>
To view the architecture		10.1%	33
To view a particular exhibition		1.8%	6
Other (specify)		0.3%	1
Other (please specify)		5.5%	18
<b>Total Respondents</b>			<b>327</b>
(skipped this question)			50

## 17. Were you able to find all the information you needed during your visit for the following?

	Yes, I found the information I needed	No, I did not find the information I needed	No opinion	Response Total
The architecture of the Villa	<b>87% (299)</b>	5% (16)	9% (30)	<b>345</b>
The purpose of the Villa	<b>86% (292)</b>	5% (17)	9% (31)	<b>340</b>
Villa research and conservation activities	<b>70% (231)</b>	11% (37)	19% (61)	<b>329</b>
The antiquities collection	<b>91% (310)</b>	4% (12)	6% (19)	<b>341</b>
How to find my way around	<b>93% (317)</b>	4% (13)	3% (10)	<b>340</b>
Greek, Roman and Etruscan culture	<b>86% (281)</b>	6% (20)	8% (26)	<b>327</b>
<b>Total Respondents</b>				<b>352</b>
(skipped this question)				25




18. Did you use a Villa visitor brochure today?			
		Response Percent	Response Total
Yes		85.8%	297
No		14.2%	49
<b>Total Respondents</b>			<b>346</b>
(skipped this question)			31

19. How did you get your Villa visitor brochure?			
		Response Percent	Response Total
It was handed to me		76.7%	204
I picked it up from the information desk		19.9%	53
I brought it with me		3.4%	9
<b>Total Respondents</b>			<b>266</b>
(skipped this question)			111

20. How useful were the following features of the Villa Brochure? (check all that apply)						
	Very Useful	Useful	No opinion	Not so useful	Not useful at all	Response Average
Welcome to the Getty Villa	57% (164)	35% (102)	7% (19)	1% (4)	0% (0)	1.53
Getty Villa public and scholarly activities description	40% (105)	36% (95)	22% (57)	2% (6)	1% (2)	1.89
"The Villa dei Papiri Reimagined" architectural drawing	47% (130)	31% (86)	19% (53)	2% (5)	1% (2)	1.78
Overview Map and information	61% (175)	34% (96)	5% (13)	1% (2)	0% (0)	1.45
Gallery Floor Plans	63% (178)	30% (86)	5% (15)	1% (4)	0% (0)	1.45

Cultures of the Ancient Mediterranean World map and information	<b>46%</b> <b>(126)</b>	33% (90)	21% (57)	1% (3)	0% (0)	<b>1.77</b>
Vase Shapes	<b>45%</b> <b>(124)</b>	32% (88)	19% (54)	4% (10)	0% (1)	<b>1.83</b>
Gods and Goddesses	<b>47%</b> <b>(131)</b>	37% (102)	13% (37)	3% (7)	0% (0)	<b>1.71</b>
General Information (back cover)	<b>50%</b> <b>(136)</b>	36% (97)	13% (35)	1% (3)	0% (1)	<b>1.66</b>
<b>Total Respondents</b>						<b>296</b>
(skipped this question)						<b>81</b>

21. Will you save the visitor brochure as a souvenir from your visit to the Villa.

		<b>Response Percent</b>	<b>Response Total</b>
<b>Yes</b>		<b>70%</b>	<b>215</b>
<b>No</b>		18.9%	58
<b>Not sure</b>		11.1%	34
<b>Total Respondents</b>			<b>307</b>
(skipped this question)			<b>70</b>






22. The things I liked most about the brochure were:

<b>Total Respondents</b>	<b>71</b>
(skipped this question)	<b>306</b>


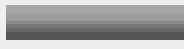



23. The things I liked least about the brochure were:

<b>Total Respondents</b>	<b>26</b>
(skipped this question)	<b>351</b>

## 24. Would you be willing to pay for the Visitor Brochure? How much would you pay?

		Response Percent	Response Total
<b>I wouldn't pay</b>		<b>54.1%</b>	<b>160</b>
50 cents		14.5%	43
1 dollar		27.4%	81
2 dollars		2.7%	8
3 dollars		1.4%	4
<b>Total Respondents</b>			<b>296</b>
<b>(skipped this question)</b>			<b>81</b>

## 25. Would you pay for a brochure if it was bigger and had more information and photographs? Something about the size of a magazine? How Much?

		Response Percent	Response Total
<b>I wouldn't pay</b>		<b>33.9%</b>	<b>94</b>
1 dollar		30.3%	84
2 dollars		19.9%	55
3 dollars		9%	25
5 dollars		6.9%	19
<b>Total Respondents</b>			<b>277</b>
<b>(skipped this question)</b>			<b>100</b>

## 26. Was there any information that you felt was missing from the Villa visitor brochure? (please describe)

<b>Total Respondents</b>	<b>23</b>
<b>(skipped this question)</b>	<b>354</b>

27. Was there any information in the Villa brochure that you felt was unnecessary? (please describe)

**Total Respondents**

**5**

(skipped this question)

**372**

28. Are there any additional comments you'd like to make about the Villa visitor brochure?

**Total Respondents**

**11**

(skipped this question)

**366**