
PORTSMOUTH ATHENÆUM



Strategic Implications of Membership Survey

October 2019

TCI Management Consultants

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A) Key Findings and Implications

The analysis below reports on some of the key findings from the survey, and their strategic implications.

Fee Increase: Overall 44% of members support a fee increase of up to 10%, with 21% supporting an increase of up to 25% - support for an increase is strongest among:

- *males*
- *older members*
- *members in a middle period of membership (6 – 20 years)*
- *upper income*

A further 42% of members overall feel some increase is reasonable but they want to see the specific offerings proposed first. Only 6.4% of all respondents (21 members) are adamant that under no circumstances would they be prepared to see an increase in fees. Opposition to a fee increase is greater in older members, longer-term members, those with lower household incomes, and those living outside Portsmouth.

The table below shows how this varies by membership category, with greater receptivity to a fee increase among Friends and Subscribers, than among Proprietors:

Membership Status	Number of Responses to This Question	No fee increase under any circumstances	Prepared to entertain an increase of up to				Some increase is reasonable but want to see the offerings first	No idea at this time
			10%	25%	50%	100%		
Friend	55	0.0%	21.8%	23.6%	3.6%	1.8%	32.7%	16.4%
Subscriber	35	5.7%	20.0%	14.3%	5.7%	5.7%	42.9%	5.7%
Proprietor	232	8.2%	22.4%	9.9%	5.2%	3.0%	45.3%	6.0%
Total Response*	325	6.2%	22.1%	12.3%	5.2%	3.1%	42.5%	8.0%

**Note that 10 respondents indicated a membership category of 'Other'.*

New Programs and Services: Any fee increase should be justified with new programs and service. Those most in demand are:

Type of Program / Topics of Interest	Overall Support	Most Desired By:
Cultural Programs	75%	Females (86%)
How to Use the Athenaeum	60%	Long-term members (67%)
Foreign Affairs	40%	Males (44%)
Music	37%	Females (46%)
Politics & government	36%	Males (43%) Medium-term members (6-20 years) (45%)
Science	33%	Younger (37%) Recent members (<i>less than 5 years</i>) (37%)

Preferred Format for Programs: Any fee increase should be justified with new programs and service. Those most in demand are:

Format	% Supporting	Most Desired By:
Public lectures	81%	Portsmouth residents (84%) recent members (84%)
Small group discussions	62%	Females (67%) higher income (70%)
Videos	19%	Males (22%) long-term members (26%)
Podcasts	18%	Younger (31%)

Existing Services Used:

Service	Overall Use	Most Used By:
Newsletter	88%	everybody
Exhibits	77%	Older (82%) Long-term members (83%) lower income (84%) Portsmouth residents (84%)
Lectures	65%	Older (72%) Medium & long-term members (69%) Portsmouth residents (72%)
Just using the space	61%	Males (67%) Long-term members (73%) Portsmouth residents (68%)
Social activities & events	58%	Females (66%) long-term members (65%)

Marketing: How people originally became a member:

Reason	Overall % Mentioning	In Particular:
Introduced by a friend	44%	- upper income (51%) - Portsmouth resident (51%)
Investigated on my own	20%	- Younger (28%) - Portsmouth resident (24%)
Family tradition	15%	- Older members (23%) - Big difference between non-residents of Portsmouth (18%) and residents (8%)

Type of Affiliation: Some significant differences are seen:

Affiliation	Overall Use	Most Used By:
Proprietor	70%	- no gender difference - no income difference - big age difference (59% young; 75% old) - big length of affiliation difference (36% 6 or fewer years; 93% 20+ years) - some locational difference (in town: 73%; outside 68%)
Friend	16%	- no gender difference - no locational difference - big length of affiliation difference (28% 6 or fewer years; only 5% 20+ years) - big income difference (19% lower bracket; 9% upper bracket)
Subscriber	11%	- no gender difference - no locational difference - big age difference (20% younger; 7% older) - huge length of affiliation difference (30% 6 or fewer years; 1% 20+ years) - big income difference (7% lower income; 15% upper income)

Motivation for becoming / staying a member:

Service	Overall Endorsement	Most Endorsed By:
Supporting an important Portsmouth institution	61%	- younger members (73%) - upper income (69%) - Portsmouth residents (66%)
Belonging to a group of like-minded individuals	59%	- upper income (65%)
Providing a range of cultural opportunities to the public	47%	- Female (53%) - Living outside Portsmouth (50%)
Using the building as a place of respite	43%	- big difference in gender (37% female; 46% male) - big difference in age (52% younger; 38% older) - Long-term members (49%) - Portsmouth residents (48%)
Research	43%	- younger members (50%) - older members (40%)

Barriers to Use:

Barrier	Overall Mentions	In Particular:
Other priorities	33%	- big difference in age (43% younger; 27% older) - big difference in income (upper income 43%; lower income 22%)
Live too far away	12%	- older (20%) - live outside Portsmouth (19%)
Change in lifestyle	6%	- older (10%) - Living outside Portsmouth (50%)
Lack of awareness	4%	- difference in gender (6% female; 2% male) - big difference in age (8% younger; 1% older) - shorter length of affiliation (8%)
Limited mobility	3%	- older (9%)

What Would You Introduce to a Friend?

Feature	Overall Endorsements	In Particular:
Lectures	79%	- pretty even across the board
Art gallery	77%	- difference in gender (female 84%, male 34%) - medium length of affiliation (83%)
Social activities	40%	- difference in gender (female 48%, male 34%) - medium length of affiliation (46%)

Use of Introductory Membership Package?

Feature	Overall	In Particular:
Yes !	43%	- upper income (58%) - Portsmouth residents (49%) - medium length of affiliation (48%)

Additional Offerings to Better Engage the Public

What additional offerings might attract residents of the Seacoast public to participate? This was an open-ended question; the most frequent responses were:

- **More lectures / presentations on local events;** (21 responses: 14% of 145 responses to the question)
- **I have no idea;** (21 responses: 14% of 145 responses to the question)
- **Open house / public tours of the building / open social events:** (20 responses: 14% of 145 responses to the question)
- **More marketing / advertising / better signage:** (15 responses: 10 % of 145 responses to the question)
- **We are fine as we are; no need to expand:** (8 responses: 6% of 145 responses to the question)
- **Partnerships with other Athenaeums / historical institutions:** (6 responses: 4 % of 145 responses to the question)
- **Genealogy:** (5 responses: 3 % of 145 responses to the question)
- **Music and art presentations:** (5 responses: 3 % of 145 responses to the question)

- **Use off-site larger venues outside of the Athenaeum:** (4 responses: 3% of 145 responses to the question)
- **Lectures and discussions of world events:** (3 responses: 2% of 145 responses to the question)
- **Show how local history connects to world events:** (3 responses: 2% of 145 responses to the question)
- **More activity on social media / podcasts:** (3 responses: 2% of 145 responses to the question)
- **Improved parking:** (2 responses: 1% of 145 responses to the question)

Single responses:

- Troubled by our image of exclusivity
- Develop children's programs
- Lead walking tours
- Book club(s)
- Provide services for teens
- Host book sales
- Lectures on pre-Colonial history of area
- Provide internships
- Digitize all the collections
- Sponsor dramatic presentations on history throughout Portsmouth
- Extend the hours open
- Host a historic film series
- Host workshops in traditional arts

Willingness to Become Personally Involved

Would you be willing to mentor, help create and/or coordinate new or existing offerings?

179 respondents answered this question; the responses were:

Answer	Number of Respondents	% of 179 Respondents to Question	% of all 394 respondents
Yes	69	39%	18%
Maybe	33	18%	8%
No	58	32%	15%
Other	19	11%	5%
Total	179	100%	45%

Over 100 respondents answered 'yes' or 'maybe' to this question (shown in yellow, above), which speaks to an enormous willingness on the part of the membership to become more involved in the activities of the Athenaeum – not simply as passive participants, but in terms of being involved in the creation and coordination of offerings. Several of the 'maybe' comments related to a desire to get involved at some later point in their lives when they had time, or a caution that they only felt competent within a narrow spectrum of activity. Also, several of the 'other' responses indicated that they were **already** involved to some extent in the activities of the organization.

Appendix 1: Key Comments from the Survey

Some of the 'other' comments mentioned in the survey are reproduced verbatim (so to speak) here. We have simply placed a descriptive headline at the top of each comment. Note that, as is always the case with a survey of this sort, some comments may contradict one another to some extent.

Need to Get Back to Our Roots

The Athenaeum started as a private library and evolved into a research library emphasizing NH, seacoast, northern New England, and maritime research. We should concentrate on this. Also relevant architecture. Otherwise, public events should be self-sustaining, NOT paid for by proprietors. We need to get back to our roots. Public libraries do not have the same mission of preserving history and key books of historical and maritime significance. That is our job! Also we need to preserve the maritime collection of ship models half-models, and other objects, including the bizarre but significant guillotine model. Restoration needed. Need more proprietor input on furnishings, preservation, etc.

Need for Caution

The Athenaeum is a local treasure. Balancing the preservation of the existing qualities while stimulating growth will be a challenge. Be careful. Think about why any program has to happen at the Ath - think about bringing the programs to others. Listen to Tom Hardiman...he is a critical asset.

Need for Caution (2)

As current members of the board, I think our primary objective should be the preservation of the collection/buildings as opposed to an expansion of cultural events/programs (the focus of many of these questions). I favor keeping such activities at the level they are now. I support increasing our membership slowly--particularly in the search for younger members with real ties to Portsmouth and the area and its history. There is simply so much to do in Portsmouth culturally—thru Strawberry Banke, Discover Center, Music Hall, churches, theater and art groups.....the competition is just fierce. But obviously, exhibitions like those on the North End and LGBTQ communities get people into the Athenaeum and connect us to the community. Our building redesign should expand, update and make the exhibition space more accessible.

Need for Caution (3)

I would hate to see changes which alter the historic, slightly musty, intimate, bookish, stepping into Portsmouth's past feeling...these suggest not just a wealth of historic information, well, reverence and adventure ...I've seen this happen in some recent museum "upgrades." Once lost becomes irrecoverable ...

Need to Move Forward

The Athenaeum is languishing in the past. We need to move forward and face the significant challenges that prevent us from doing so. For too long turfs have been controlled by cliques who it is assumed are untouchable . These cliques and those who are a part of same are

obstructionist . Space issues are on the front burner now. We will always be crippled by lack of space unless we take bold steps to deal with not only the " tomorrows " but the years to come . As Lee Iacocca once said . " Move over, get out of the way or get left behind ". I would add even worse : " Or get run over " .

Need to be Inclusive

The Athenaeum is a place of sanctuary and conviviality. Over the centuries, it has managed to provide both to an ever-changing group of people. Please continue this tradition. It is wonderful that the public is more aware of us and our mission. Inclusivity is always better than exclusivity.

Need to Change the Image

The Athenaeum is viewed by many as a stuffy organization with little or no interest to the general public. In the next couple of years, we must have a real plan to change this image with new programs targeted at different age groups. We can do it!

Pursue a Targeted Approach to the Development of New Members

I think we should invest more effort in cultivating targeted audiences who would be interested in using our collections and promoting them to their peers. Most of our estate gifts have come from people who have used our collections. Also, it's our collections, the 1805 Building, and the Athenaeum's history that makes the organization unique; perhaps we should compete less for general audiences (who already have a plethora of choices) and go for the specialized audiences who are particularly interested in what we have that no one else has. I do not believe that we can sustain the organization simply by increasing membership; no historical organization has managed to do this. We need to concentrate executive authority, build endowment, pursue a robust development strategy, and make judicious use of grant support to achieve mission-related goals.

Need for better Introduction for New Members

I joined because I wanted to know more about my "new" hometown and community. It has been my effort, not that of the Athenaeum or members, that has allowed me "entrance". Hardly a new member orientation other than a very short tea. No real effort to engage me when I would visit. Truly, no one actually said hello or welcome. A very awkward place to visit. I approached Tom for a personal orientation and was immediately at ease. Basic "we are really glad you are here" "How can we help you" " What are you interested in" could go a long way!

Need for Better Introduction for New Members (2)

I have been a "Friend" for a number of years but have never seen any explanations of what this entitles me to do. I know that full members have the run of the facility and can take out books etc but have never seen a set of rules for what a friend is entitled to do or barred from doing.

Suggestion for a shuttle service

An Athenaeum van or mini-van to offer shuttle service for elderly members who no longer drive but wish to come to the Athenaeum, and for use in group outings to sister Athenaeums or the Peabody Museum.

Need to Raise Fees

I think dues should be raised regardless of any additional programming. We have current financial needs I would like to see attended to before additional, e.g. preservation of documents, books, newspapers, journals. Bookshelf space/storage.

Need for Better Information for Members Themselves

You asked about having something to hand out to potential members but I would actually really like to have that for myself. I think that because I was already known there in my roll as Historian at the Music Hall that it was assumed I knew more about the Athenaeum than I did before becoming a member. In truth I have never spent much time anywhere but the main research room and really have no true sense of what being a member means, as opposed to just visiting for research. Please know this was as much my fault as anyone else's as I have not been at all vocal about it. I think perhaps a quarterly (?) or even yearly (?) session for members might be helpful. Perhaps split into two sections, say an hour of a "start with the basics" session for all new members followed by an hour focusing on something specific that all members could come to. The former would cover a detailed tour of the space, the primary roles of staff/key volunteers, what members can do that is different than what a non-member can do, what specific volunteer opportunities there are, etc. The latter would be, for example, a deeper explanation of the gallery space, what the goals are of that program, what goes into selecting the exhibits, volunteer needs, etc. I hope that makes sense and as I said, I have not taken it upon myself to see if perhaps there are already things like this in place, but I think something more formal for getting members to be fully aware of what is available for use and how they can be involved if they want to be would be helpful.

Difficulty in Becoming a Member

My only comment is that it seems difficult to become a member at higher levels, especially with needing a recommendation from three other members. e.g., my fiancé and I would be interested in joining at a higher level but as we just moved to the area we aren't able to do this (even though I grew up in Portsmouth)

Ending on a Positive Note:

- I am very pleased with my membership. I am especially pleased with the Athenaeum staff. They are welcoming and helpful and a credit to the organization.
- Keep up the good work.
- Keep up the great work
- I am impressed with all aspects of the current operation
- Thank you for all of the work that you are doing. I truly appreciate it and apologize that my work, family, and parenting schedule keeps me from being a more active volunteer at this time.
- Our whole family loves the PA & we find it our favorite Portsmouth destination
- Great work so far
- Thank you for your hard work!

Appendix 2: Specific Cross-Tabulations On Key Market Segments

The charts below shows the survey analysis for specific market segments, for the key quantitative questions in the survey. The market segments profiled are:

Cross-Tabulation Type	Market Segment
By Gender	Male
	Female
By Age	64 or less
	65 or more
By Length of Affiliation with the Athenaeum	5 years or less
	6 to 20 Years
	Twenty Years of More
By Household Income	Under \$150,000
	\$150,000 or Over
By Place of Residence	Live in Portsmouth
	Live Outside Portsmouth

The yellow cells in the chart show areas where there appears to be a substantial difference – generally 5 percentage points or more – between groups.

Portsmouth Athenaeum: Responses to Key Questions from Selected Response Groups

58.7% (104 responses)	Indicates 5 or more percentage points difference between groups
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Question	Overall Sample Response	Gender		Age		Length of Affiliation			Household Income		Place of Residence	
		Female	Male	64 and Under	65 Plus	5 Years or less	6 to 20 Years	20+ Years	Under \$150,000	\$150,000 or Over	Live in Portsmouth	Live Outside Portsmouth
Membership Status												
<i>Proprietor</i>	70.0% (352 responses)	71.0% (138 responses)	69.1% (207 responses)	58.7% (104 responses)	74.6% (244 responses)	35.8% (120 responses)	83.7% (123 responses)	93.4% (106 responses)	70.4% (135 responses)	74.0% (119 responses)	73.0% (122 responses)	68.3% (230 responses)
<i>Friend</i>	16.2% (352 responses)	14.5% (138 responses)	17.4% (207 responses)	16.4% (104 responses)	16.4% (244 responses)	28.3% (120 responses)	13.8% (123 responses)	4.7% (106 responses)	18.5% (135 responses)	9.2% (119 responses)	15.6% (122 responses)	17.0% (230 responses)
<i>Subscriber</i>	11.0% (352 responses)	12.3% (138 responses)	10.1% (207 responses)	20.2% (104 responses)	7.0% (244 responses)	30.0% (120 responses)	0.8% (123 responses)	0.9% (106 responses)	7.4% (135 responses)	15.1% (119 responses)	9.8% (122 responses)	11.3% (230 responses)
<i>Other</i>	3.1% (352 responses)	2.1% (138 responses)	3.4% (207 responses)	4.8% (104 responses)	2.0% (244 responses)	5.8% (120 responses)	1.6% (123 responses)	0.9% (106 responses)	3.7% (135 responses)	1.7% (119 responses)	1.6% (122 responses)	3.5% (230 responses)
Length of Time a Member												
<i>2 years or less</i>	17.3% (353 responses)	19.6% (138 responses)	16.4% (208 responses)	30.5% (105 responses)	11.9% (244 responses)	50.4% (121 responses)	0.0% (124 responses)	0.0% (107 responses)	11.0% (136 responses)	16.0% (119 responses)	21.5% (121 responses)	15.1% (232 responses)
<i>3 – 5 years</i>	17.0% (353 responses)	16.7% (138 responses)	17.3% (208 responses)	26.7% (105 responses)	13.1% (244 responses)	49.6% (121 responses)	0.0% (124 responses)	0.0% (107 responses)	14.0% (136 responses)	24.4% (119 responses)	16.5% (121 responses)	17.2% (232 responses)
<i>6 – 10 years</i>	18.7% (353 responses)	15.9% (138 responses)	21.2% (208 responses)	25.2% (105 responses)	20.5% (244 responses)	0.0% (121 responses)	53.2% (124 responses)	0.0% (107 responses)	16.2% (136 responses)	23.5% (119 responses)	12.4% (121 responses)	21.6% (232 responses)
<i>11 – 20 years</i>	16.4% (353 responses)	18.1% (138 responses)	14.2% (208 responses)	11.4% (105 responses)	17.6% (244 responses)	0.0% (121 responses)	46.8% (124 responses)	0.0% (107 responses)	16.2% (136 responses)	14.3% (119 responses)	15.7% (121 responses)	16.0% (232 responses)
<i>20+ years</i>	30.3% (353 responses)	29.7% (138 responses)	30.8% (208 responses)	16.2% (105 responses)	36.9% (244 responses)	0.0% (121 responses)	0.0% (124 responses)	100.0% (107 responses)	42.7% (136 responses)	21.8% (119 responses)	33.9% (121 responses)	29.7% (232 responses)

Question	Overall Sample Response	Gender		Age		Length of Affiliation			Household Income		Place of Residence	
		Female	Male	64 and Under	65 Plus	5 Years or less	6 to 20 Years	20+ Years	Under \$150,000	\$150,000 or Over	Live in Portsmouth	Live Outside Portsmouth
Place of Residence												
<i>City of Portsmouth</i>	34.3% (350 responses)	30.7% (137 responses)	37.7% (207 responses)	33.7% (104 responses)	34.6% (243 responses)	38.0% (121 responses)	28.3% (120 responses)	36.5% (107 responses)	34.8% (135 responses)	33.3% (117 responses)	100.0% (122 responses)	0.0% (232 responses)
<i>Outside City but within 25 miles in NH</i>	33.7% (350 responses)	31.4% (137 responses)	35.3% (207 responses)	37.5% (104 responses)	32.1% (243 responses)	36.4% (121 responses)	38.3% (120 responses)	25.2% (107 responses)	28.2% (135 responses)	43.6% (117 responses)	0.0% (122 responses)	50.9% (232 responses)
<i>Outside City but within 25 miles in Maine</i>	17.4% (350 responses)	21.9% (137 responses)	13.5% (207 responses)	12.5% (104 responses)	19.8% (243 responses)	15.7% (121 responses)	16.7% (120 responses)	20.6% (107 responses)	23.0% (135 responses)	9.4% (117 responses)	0.0% (122 responses)	26.3% (232 responses)
<i>More than 25 miles</i>	14.6% (350 responses)	16.1% (137 responses)	13.5% (207 responses)	16.4% (104 responses)	13.6% (243 responses)	9.9% (121 responses)	16.7% (120 responses)	17.8% (107 responses)	14.1% (135 responses)	13.7% (117 responses)	0.0% (122 responses)	22.8% (232 responses)
Gender												
<i>Male</i>	59.1% (352 responses)	0.0% (139 responses)	100.0% (208 responses)	54.3% (105 responses)	61.9% (244 responses)	57.9% (121 responses)	60.7% (122 responses)	60.4% (106 responses)	61.0% (136 responses)	70.6% (119 responses)	64.8% (122 responses)	56.5% (230 responses)
<i>Female</i>	39.5% (350 responses)	100.0% (139 responses)	0.0% (208 responses)	44.8% (105 responses)	37.3% (244 responses)	41.3% (121 responses)	38.5% (122 responses)	38.7% (106 responses)	39.0% (136 responses)	28.6% (119 responses)	35.3% (122 responses)	41.7% (230 responses)
Age of Respondent												
<i>Under 55</i>	12.6% (350 responses)	13.8% (138 responses)	12.0% (208 responses)	41.9% (105 responses)	0.0% (245 responses)	25.6% (121 responses)	23.2% (121 responses)	3.7% (107 responses)	0.0% (136 responses)	21.0% (119 responses)	12.4% (121 responses)	12.6% (230 responses)
<i>55 - 64</i>	17.4% (350 responses)	20.3% (138 responses)	15.4% (208 responses)	58.1% (105 responses)	0.0% (245 responses)	24.0% (121 responses)	15.7% (121 responses)	12.2% (107 responses)	0.0% (136 responses)	24.4% (119 responses)	16.5% (121 responses)	17.8% (230 responses)
<i>65+</i>	70.0% (350 responses)	65.9% (138 responses)	72.6% (208 responses)	0.0% (105 responses)	100.0% (245 responses)	50.4% (121 responses)	76.9% (121 responses)	84.1% (107 responses)	100.0% (136 responses)	54.6% (119 responses)	71.1% (122 responses)	69.6% (230 responses)
Income over \$100,000	66.7% (291 responses)	63.1% (106 responses)	69.5% (184 responses)	82.6% (105 responses)	59.3% (199 responses)	72.6% (121 responses)	69.3% (101 responses)	56.8% (88 responses)	40.4% (136 responses)	100.0% (119 responses)	71.6% (95 responses)	64.6% (195 responses)
Volunteer? No	66.7% (348 responses)	52.6% (137 responses)	64.6% (206 responses)	71.8% (105 responses)	55.1% (243 responses)	77.3% (121 responses)	51.7% (120 responses)	49.6% (107 responses)	54.1% (135 responses)	65.6% (119 responses)	64.8% (122 responses)	56.8% (227 responses)

Question	Overall Sample Response	Gender		Age		Length of Affiliation			Household Income		Place of Residence	
		Female	Male	64 and Under	65 Plus	5 Years or less	6 to 20 Years	20+ Years	Under \$150,000	\$150,000 or Over	Live in Portsmouth	Live Outside Portsmouth
How Did You Originally Become a Member?												
<i>A friend</i>	44.4% (347 responses)	39.7% (136 responses)	46.6% (206 responses)	39.4% (104 responses)	46.5% (241 responses)	42.5% (120 responses)	47.1% (119 responses)	43.4% (106 responses)	41.8% (134 responses)	51.3% (119 responses)	50.8% (120 responses)	40.4% (228 responses)
<i>Investigated on my own</i>	20.2% (347 responses)	19.9% (136 responses)	20.4% (206 responses)	27.9% (104 responses)	16.0% (241 responses)	24.2% (120 responses)	23.5% (119 responses)	11.3% (106 responses)	14.9% (134 responses)	18.5% (119 responses)	24.2% (120 responses)	18.0% (228 responses)
<i>Family tradition</i>	14.7% (347 responses)	16.2% (136 responses)	14.1% (206 responses)	14.4% (104 responses)	14.9% (241 responses)	11.7% (120 responses)	10.9% (119 responses)	22.6% (106 responses)	16.4% (134 responses)	14.2% (119 responses)	7.5% (120 responses)	18.4% (228 responses)
Reasons for Joining / Remaining a Member												
<i>Supporting an important Portsmouth institution</i>	60.9% (345 responses)	61.5% (135 responses)	61.5% (205 responses)	72.8% (103 responses)	55.8% (240 responses)	62.5% (120 responses)	62.5% (120 responses)	58.3% (103 responses)	53.4% (133 responses)	68.6% (118 responses)	66.1% (118 responses)	57.9% (228 responses)
<i>Belonging to a group of like-minded individuals</i>	59.4% (345 responses)	64.4% (135 responses)	56.1% (205 responses)	59.2% (103 responses)	59.6% (240 responses)	60.1% (120 responses)	55.8% (120 responses)	63.1% (103 responses)	54.9% (133 responses)	65.3% (118 responses)	61.0% (118 responses)	59.2% (228 responses)
<i>Providing a range of cultural opportunities to the public</i>	47.0% (345 responses)	53.3% (135 responses)	43.4% (205 responses)	40.8% (103 responses)	49.6% (240 responses)	43.3% (120 responses)	48.3% (120 responses)	50.5% (103 responses)	47.4% (133 responses)	42.4% (118 responses)	40.7% (118 responses)	50.4% (228 responses)
<i>Using the building as a place of respite</i>	42.9% (345 responses)	37.0% (135 responses)	45.9% (205 responses)	52.4% (103 responses)	38.3% (240 responses)	44.2% (120 responses)	36.7% (120 responses)	48.5% (103 responses)	36.8% (133 responses)	44.9% (118 responses)	48.3% (118 responses)	40.4% (228 responses)
<i>Research using the books and archives</i>	42.6% (345 responses)	40.7% (135 responses)	42.9% (205 responses)	49.5% (103 responses)	39.6% (240 responses)	40.8% (120 responses)	38.3% (120 responses)	50.5% (103 responses)	37.6% (133 responses)	43.2% (118 responses)	38.1% (118 responses)	45.6% (228 responses)
Atheneum Programs / Services Personally Used												
<i>Newsletter</i>	88.1% (338 responses)	89.8% (132 responses)	86.8% (202 responses)	84.4% (100 responses)	89.6% (236 responses)	83.2% (115 responses)	89.8% (119 responses)	91.4% (102 responses)	88.0% (133 responses)	90.1% (113 responses)	89.8% (115 responses)	87.2% (224 responses)
<i>Exhibits</i>	77.4% (338 responses)	76.9% (132 responses)	77.4% (202 responses)	66.3% (100 responses)	82.0% (236 responses)	68.9% (115 responses)	81.3% (119 responses)	82.5% (102 responses)	84.4% (133 responses)	70.9% (113 responses)	84.1% (115 responses)	73.8% (224 responses)
<i>Lectures</i>	64.7% (338 responses)	61.0% (132 responses)	66.8% (202 responses)	47.9% (100 responses)	71.8% (236 responses)	55.8% (115 responses)	69.0% (119 responses)	69.2% (102 responses)	67.2% (133 responses)	59.8% (113 responses)	71.8% (115 responses)	61.9% (224 responses)
<i>Just using the space</i>	61.3% (338 responses)	50.9% (132 responses)	67.1% (202 responses)	56.7% (100 responses)	63.1% (236 responses)	50.0% (115 responses)	62.1% (119 responses)	73.3% (102 responses)	59.1% (133 responses)	64.3% (113 responses)	67.6% (115 responses)	58.2% (224 responses)
<i>Social activities and events</i>	58.0% (338 responses)	65.5% (132 responses)	52.3% (202 responses)	56.7% (100 responses)	58.1% (236 responses)	47.0% (115 responses)	61.9% (119 responses)	65.2% (102 responses)	56.0% (133 responses)	59.6% (113 responses)	59.4% (115 responses)	57.9% (224 responses)

Question	Overall Sample Response	Gender		Age		Length of Affiliation			Household Income		Place of Residence	
		Female	Male	64 and Under	65 Plus	5 Years or less	6 to 20 Years	20+ Years	Under \$150,000	\$150,000 or Over	Live in Portsmouth	Live Outside Portsmouth
What Would You Introduce to a Friend?												
Lectures	79.1% (258 responses)	83.0% (129 responses)	77.0% (196 responses)	78.6% (98 responses)	79.3% (227 responses)	78.2% (110 responses)	82.9% (117 responses)	75.5% (98 responses)	78.1% (128 responses)	79.5% (112 responses)	83.0% (112 responses)	77.2% (215 responses)
Art Gallery	76.7% (250 responses)	83.7% (129 responses)	71.9% (196 responses)	72.5% (98 responses)	78.4% (227 responses)	73.6% (110 responses)	82.9% (117 responses)	72.5% (98 responses)	80.5% (128 responses)	71.4% (112 responses)	74.1% (112 responses)	77.7% (215 responses)
Social Activities	39.6% (129 responses)	48.1% (129 responses)	34.2% (196 responses)	44.9% (98 responses)	37.0% (227 responses)	33.6% (110 responses)	46.2% (117 responses)	38.8% (98 responses)	34.4% (128 responses)	42.0% (112 responses)	42.0% (112 responses)	39.1% (215 responses)
Introductory Membership Package? Yes	42.8% (332 responses)	39.1% (129 responses)	46.2% (199 responses)	46.5% (99 responses)	41.7% (230 responses)	43.8% (112 responses)	47.5% (118 responses)	37.0% (100 responses)	36.2% (130 responses)	58.0% (112 responses)	48.7% (113 responses)	40.2% (219 responses)
Last Visit: This year? Yes	71.1% (226 responses)	73.9% (130 responses)	69.2% (201 responses)	70.0% (100 responses)	71.7% (233 responses)	71.9% (114 responses)	67.0% (118 responses)	75.3% (101 responses)	72.3% (130 responses)	68.8% (112 responses)	81.9% (116 responses)	65.5% (220 responses)
Barriers to Visiting that are Major Issues												
Other priorities	32.6% (313 responses)	30.9% (126 responses)	33.2% (197 responses)	42.9% (99 responses)	27.2% (225 responses)	34.3% (111 responses)	33.6% (116 responses)	29.0% (97 responses)	22.3% (128 responses)	42.6% (109 responses)	30.6% (113 responses)	32.7% (214 responses)
Live too far away	12.0% (299 responses)	13.7% (126 responses)	10.6% (197 responses)	13.7% (99 responses)	11.3% (225 responses)	8.9% (111 responses)	8.9% (116 responses)	19.8% (97 responses)	11.5% (128 responses)	11.5% (109 responses)	1.0% (113 responses)	18.6% (214 responses)
Change in lifestyle	6.1% (296 responses)	7.0% (126 responses)	5.6% (197 responses)	4.3% (99 responses)	6.9% (225 responses)	4.9% (111 responses)	3.9% (116 responses)	10.0% (97 responses)	7.1% (128 responses)	4.8% (109 responses)	2.9% (113 responses)	7.8% (214 responses)
Lack of awareness	3.8% (289 responses)	6.4% (126 responses)	1.7% (197 responses)	7.5% (99 responses)	1.2% (225 responses)	7.8% (111 responses)	1.0% (116 responses)	1.2% (97 responses)	1.9% (128 responses)	2.9% (109 responses)	2.9% (113 responses)	4.2% (214 responses)
Limited mobility	3.1% (291 responses)	1.8% (126 responses)	4.0% (197 responses)	0.0% (99 responses)	4.6% (225 responses)	1.0% (111 responses)	0.0% (116 responses)	9.2% (97 responses)	4.7% (128 responses)	1.9% (109 responses)	3.9% (113 responses)	2.7% (214 responses)

Question	Overall Sample Response	Gender		Age		Length of Affiliation			Household Income		Place of Residence	
		Female	Male	64 and Under	65 Plus	5 Years or less	6 to 20 Years	20+ Years	Under \$150,000	\$150,000 or Over	Live in Portsmouth	Live Outside Portsmouth
Future Topics of Interest												
<i>Cultural</i>	75.4% (317 responses)	86.2% (123 responses)	68.4% (190 responses)	75.3% (97 responses)	75.2% (218 responses)	76.8% (112 responses)	69.9% (113 responses)	80.0% (90 responses)	73.0% (122 responses)	76.2% (109 responses)	73.0% (111 responses)	76.3% (207 responses)
<i>How to use...</i>	60.3% (317 responses)	56.1% (123 responses)	63.2% (190 responses)	63.9% (97 responses)	59.2% (218 responses)	61.6% (112 responses)	54.0% (113 responses)	67.8% (90 responses)	59.0% (122 responses)	61.5% (109 responses)	64.0% (111 responses)	58.5% (207 responses)
<i>Foreign affairs</i>	40.1% (317 responses)	34.2% (123 responses)	43.7% (190 responses)	37.1% (97 responses)	41.3% (218 responses)	42.9% (112 responses)	41.6% (113 responses)	34.4% (90 responses)	39.3% (122 responses)	42.2% (109 responses)	40.5% (111 responses)	40.6% (207 responses)
<i>Music</i>	37.2% (317 responses)	46.3% (123 responses)	31.6% (190 responses)	36.1% (97 responses)	38.0% (218 responses)	37.5% (112 responses)	38.9% (113 responses)	34.4% (90 responses)	36.1% (122 responses)	33.9% (109 responses)	41.4% (111 responses)	33.8% (207 responses)
<i>Politics & government</i>	36.3% (317 responses)	34.1% (123 responses)	42.6% (190 responses)	36.1% (97 responses)	37.2% (218 responses)	33.0% (112 responses)	45.1% (113 responses)	31.1% (90 responses)	32.8% (122 responses)	45.9% (109 responses)	41.4% (111 responses)	34.8% (207 responses)
<i>Science</i>	33.1% (317 responses)	30.1% (123 responses)	35.8% (190 responses)	37.1% (97 responses)	31.7% (218 responses)	37.5% (112 responses)	35.4% (113 responses)	25.5% (90 responses)	30.3% (122 responses)	34.9% (109 responses)	28.8% (111 responses)	35.3% (207 responses)
Preferred Format												
<i>Public lectures</i>	81.2% (319 responses)	83.7% (123 responses)	79.8% (193 responses)	83.3% (96 responses)	80.5% (221 responses)	83.9% (112 responses)	78.6% (112 responses)	81.7% (93 responses)	79.2% (125 responses)	79.8% (109 responses)	84.0% (112 responses)	79.4% (209 responses)
<i>Small group discussions</i>	62.4% (319 responses)	66.7% (123 responses)	61.1% (193 responses)	64.6% (96 responses)	61.5% (221 responses)	62.5% (112 responses)	65.2% (112 responses)	60.2% (93 responses)	55.2% (125 responses)	69.7% (109 responses)	64.3% (112 responses)	61.2% (209 responses)
<i>Videos</i>	19.4% (319 responses)	15.5% (123 responses)	22.3% (193 responses)	15.6% (96 responses)	21.3% (221 responses)	18.8% (112 responses)	15.2% (112 responses)	25.8% (93 responses)	19.2% (125 responses)	22.9% (109 responses)	21.4% (112 responses)	18.2% (209 responses)
<i>Podcasts</i>	17.9% (319 responses)	22.0% (123 responses)	15.5% (193 responses)	31.3% (96 responses)	12.2% (221 responses)	19.6% (112 responses)	17.9% (112 responses)	16.1% (93 responses)	12.8% (125 responses)	19.3% (109 responses)	18.8% (112 responses)	17.7% (209 responses)

Question	Overall Sample Response	Gender		Age		Length of Affiliation			Household Income		Place of Residence	
		Female	Male	64 and Under	65 Plus	5 Years or less	6 to 20 Years	20+ Years	Under \$150,000	\$150,000 or Over	Live in Portsmouth	Live Outside Portsmouth
<i>Increase in Membership Dues</i>												
<i>No increase in membership fees</i>	6.4% (328 responses)	4.7% (129 responses)	6.6% (196 responses)	4.1% (97 responses)	7.0% (229 responses)	0.9% (111 responses)	8.7% (115 responses)	9.0% (100 responses)	7.0% (129 responses)	2.8% (109 responses)	5.2% (115 responses)	7.0% (215 responses)
<i>Yes increase – up to 10%</i>	43.6% (328 responses)	38.0% (129 responses)	47.5% (196 responses)	50.5% (97 responses)	41.0% (229 responses)	44.1% (111 responses)	49.6% (115 responses)	37.0% (100 responses)	39.5% (129 responses)	52.3% (109 responses)	41.7% (112 responses)	44.2% (215 responses)
<i>Yes increase – 25% or more</i>	21.0% (328 responses)	9.3% (129 responses)	29.1% (196 responses)	27.8% (97 responses)	18.3% (229 responses)	20.7% (111 responses)	25.2% (115 responses)	17.0% (100 responses)	14.0% (129 responses)	30.3% (109 responses)	21.7% (112 responses)	20.0% (215 responses)
<i>Not sure</i>	7.9% (328 responses)	7.0% (129 responses)	8.7% (196 responses)	4.1% (97 responses)	9.2% (229 responses)	9.9% (111 responses)	6.1% (115 responses)	8.0% (100 responses)	9.3% (129 responses)	2.8% (109 responses)	7.8% (112 responses)	8.4% (215 responses)