

# Canister Voting: Adult Night

## Question:

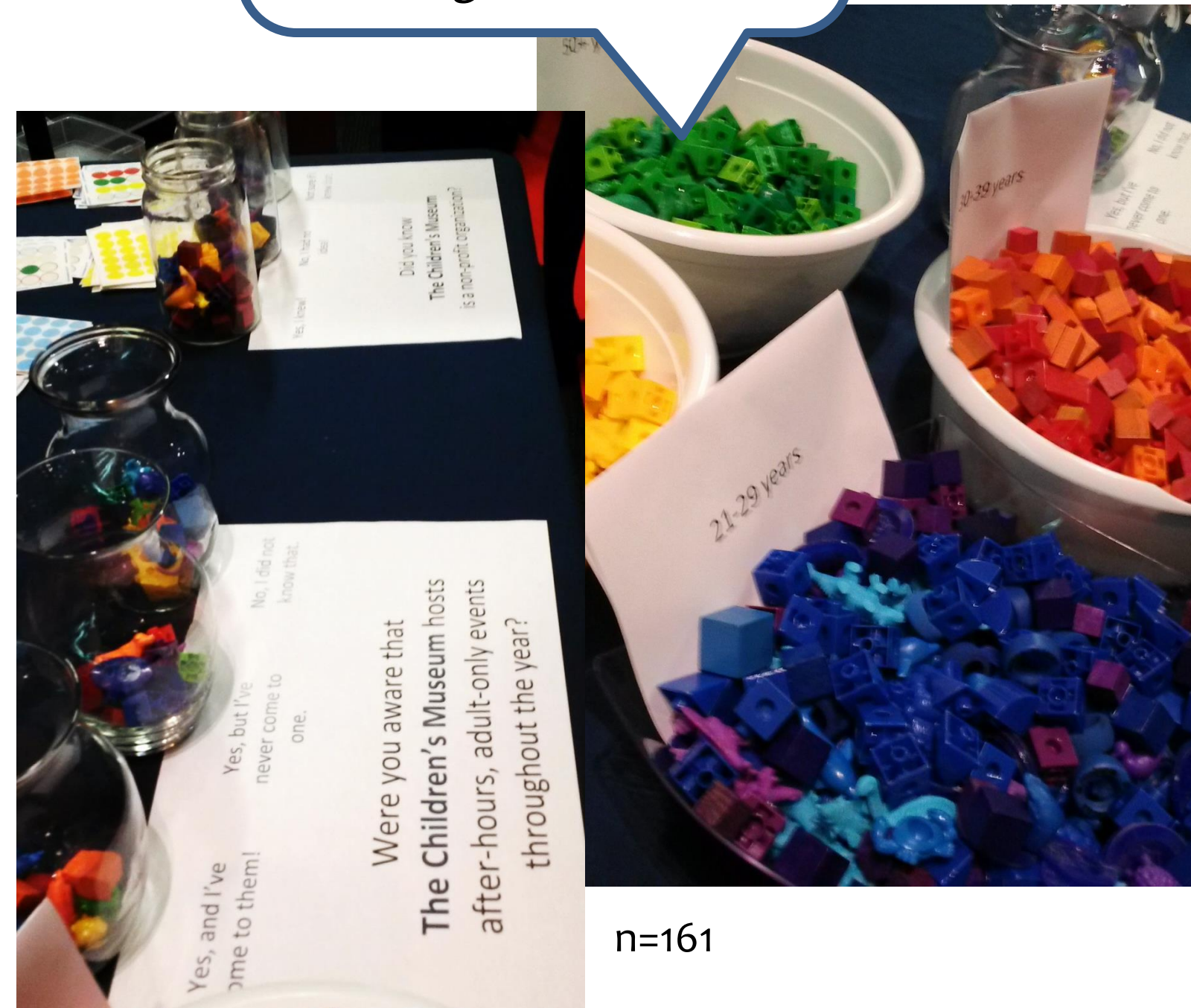
Did attendees know the Museum is a non-profit organization?

4 token colors were keyed to 4 age groups. Visitors selected their age-color!

## Finding:

Awareness of the Museum as a non-profit was high (77%); however, there were differences based on respondent age.

While 61% of respondents in their 20s knew the museum was a non-profit, the rate was much higher among older attendees (with 93% of those in their 30s indicating “yes”, 86% of those in their 40s, and 100% of those 50 year or older)



n=161