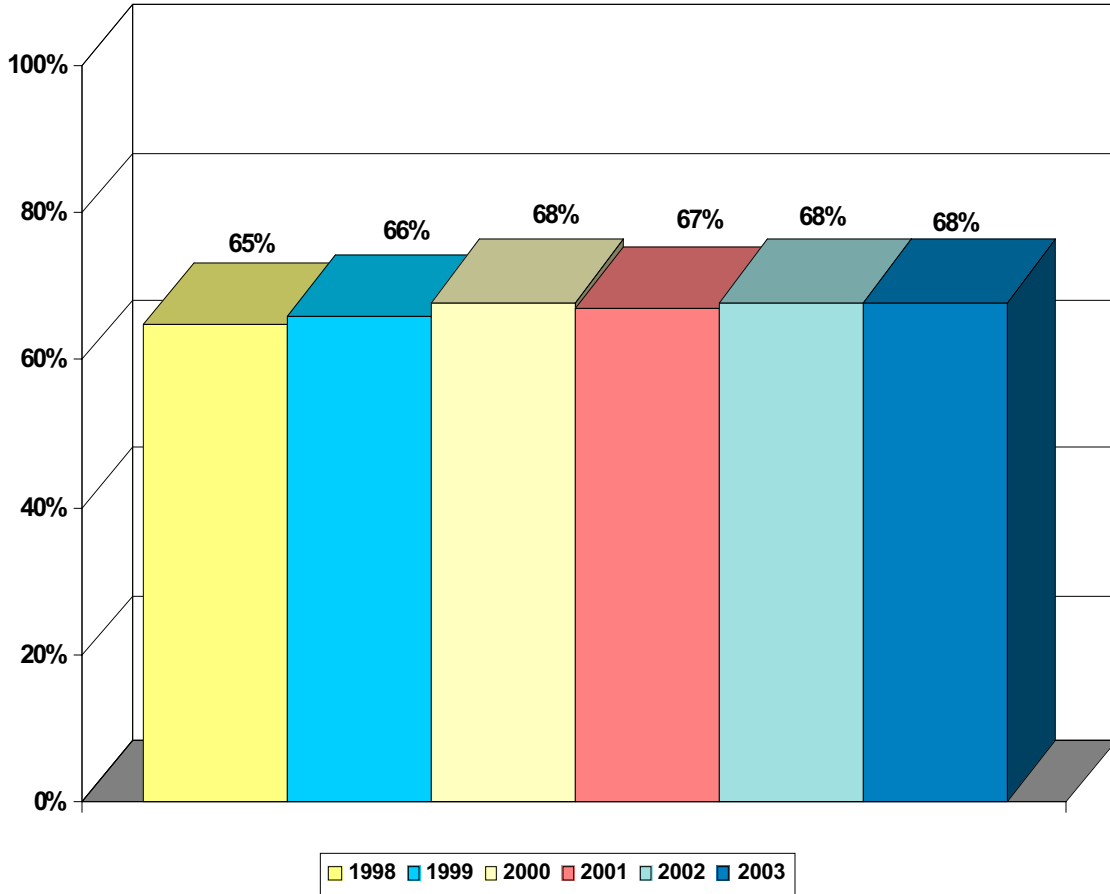
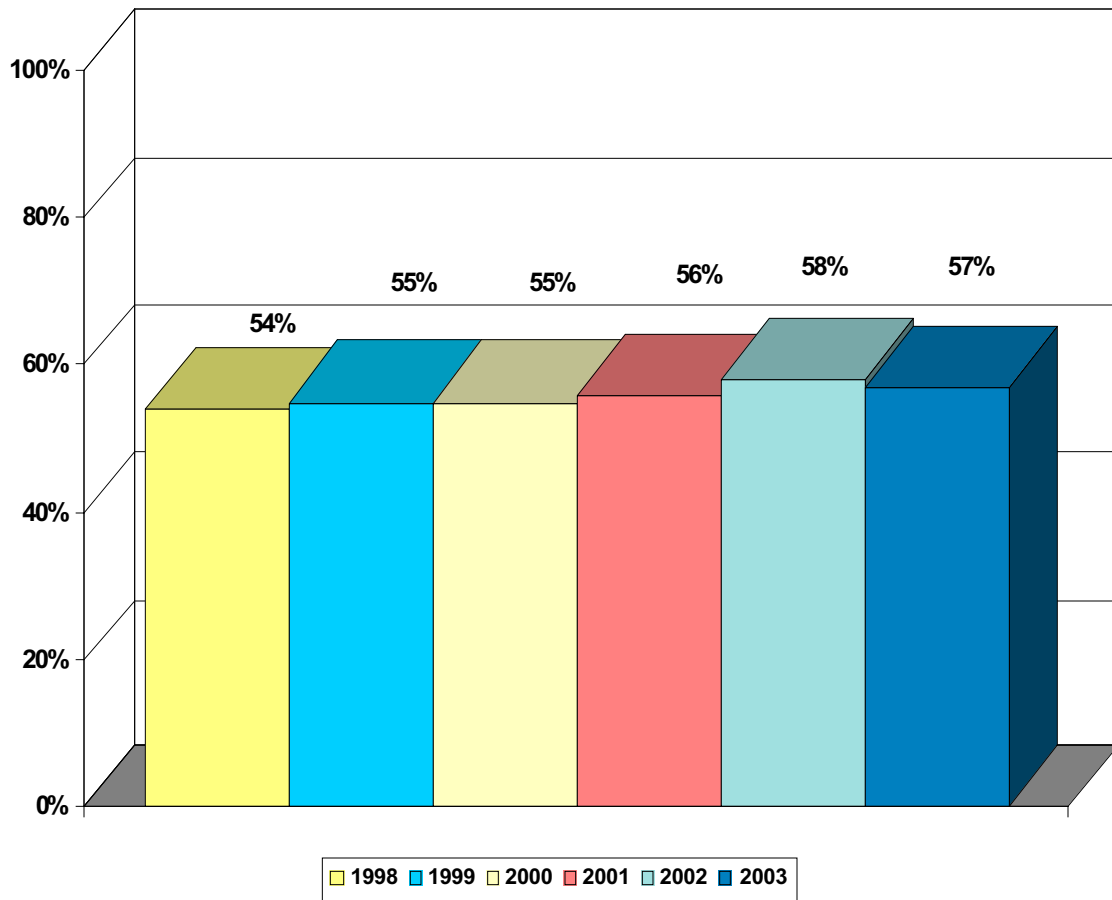


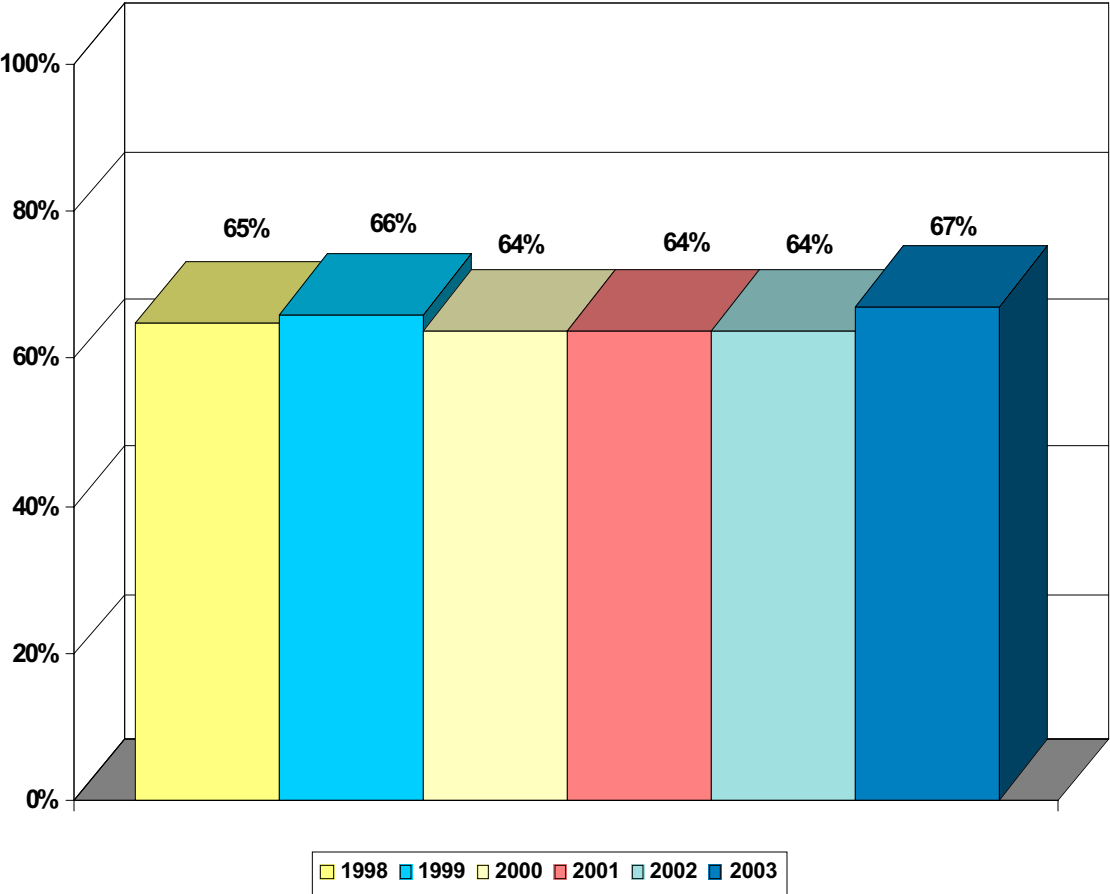
**OVERALL SATISFACTION RATINGS:  
PERCENT RATING AS EXCELLENT**



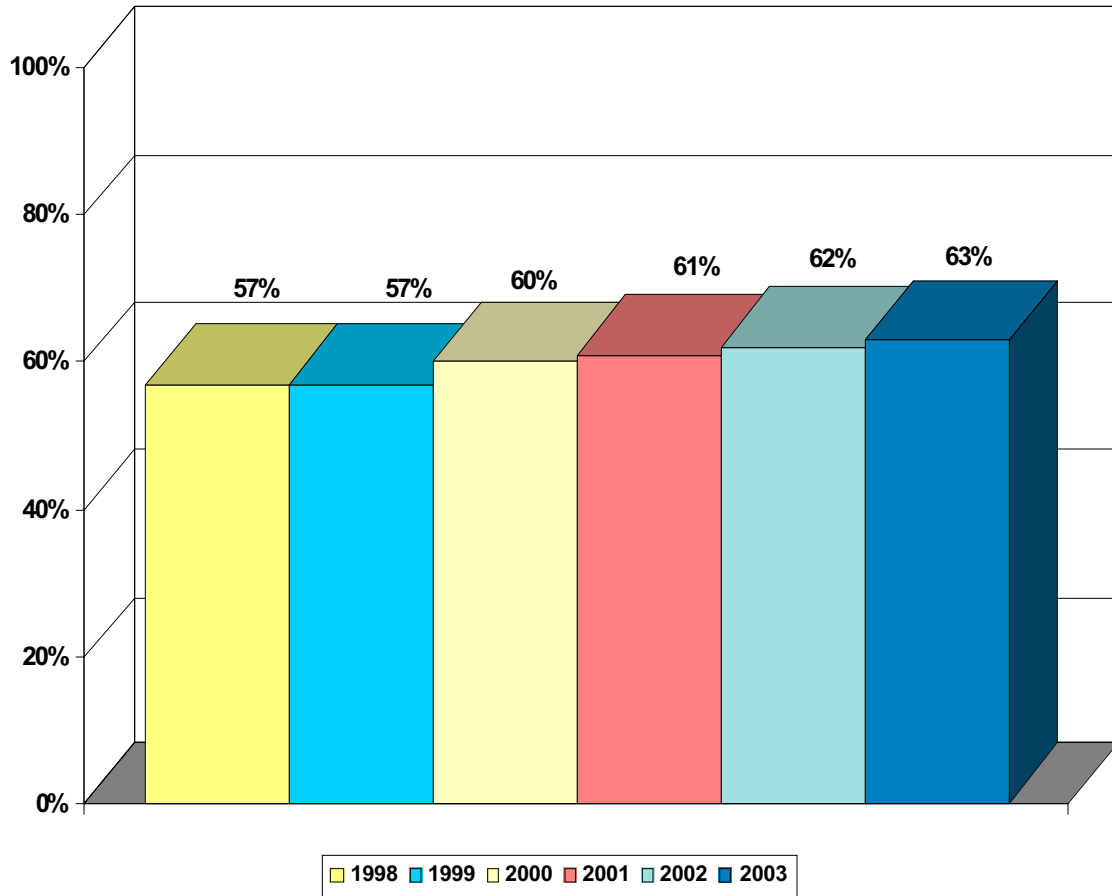
### ADMISSION VALUE RATINGS: PERCENT RATING AS EXCELLENT



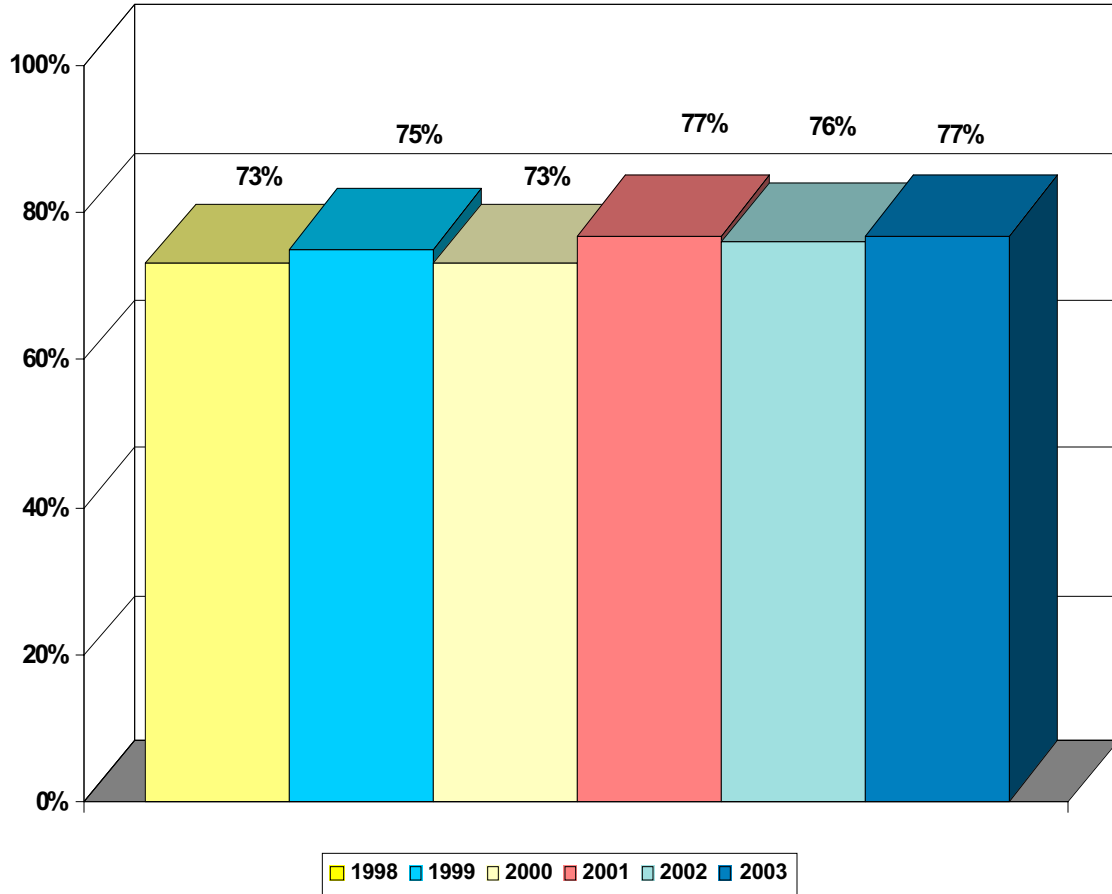
**EDUCATION EXPERIENCE RATINGS :  
PERCENT RATING AS EXCELLENT**



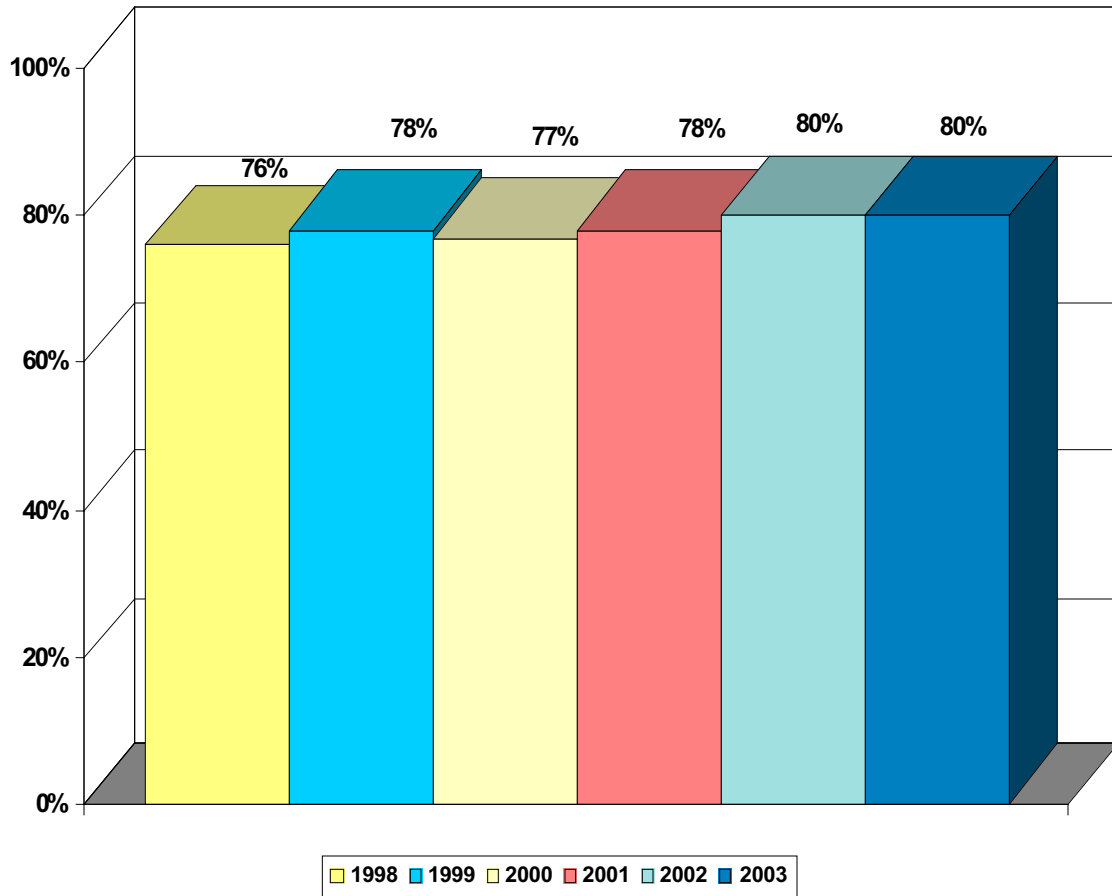
## ENTERTAINMENT EXPERIENCE RATINGS : PERCENT RATING AS EXCELLENT



### CLEANLINESS RATINGS : PERCENT RATING AS EXCELLENT



### EMPLOYEE COURTESY RATINGS : PERCENT RATING AS EXCELLENT



## FOOD SERVICES

	Purchase Food	Food quality	Food Cost	Food Speed of Service	Employee Courtesy
1998	35%	40%	23%	NA	NA
1999	40%	44%	28%	NA	NA
2000	37%	43%	25%	56%	66%
2001	41%	44%	25%	56%	64%
2002	44%	45%	27%	55%	67%
2003	40%	45%	27%	58%	66%

## MERCHANDISE SERVICES

	Visit Gift Shop	Purchase Merchandise	% of all visitors purchasing	Merch. Quality	Merch. Cost	Merch. Speed of Service	Employee Courtesy
1998	54%	54%	29%	56%	27%	NA	NA
1999	55%	57%	34%	62%	30%	NA	NA
2000	48%	56%	27%	56%	28%	64%	72%
2001	53%	57%	31%	56%	30%	61%	70%
2002	47%	59%	28%	60%	32%	66%	75%
2003	53%	62%	33%	62%	34%	69%	76%

## OTHER INFORMATION

	Advertising Awareness	Average Length of Stay	College or better	Graduate Degree	Median Income	Average Exhibit	Reason Visit: Interest	Child	Ent.	Ed.	GS
1999	58%	2.5	64%	26%	\$61,953	NA	NA	NA	NA	NA	NA
2000	54%	2.4	62%	25%	\$63,653	62%	56%	44%	49%	43%	NA
2001	67%	2.5	62%	24%	\$65,183	62%	57%	47%	46%	41%	39%
2002	56%	2.6	63%	25%	\$66,498	65%	58%	50%	45%	38%	37%
2003	64%	2.5	63%	26%	\$67,821	64%	56%	45%	45%	38%	33%