

# NATIONAL PARK SERVICE

## Audience Research



MMC has worked with the National Park Service (NPS) at a variety of sites throughout the United States to evaluate exhibits as they are being developed for new visitor centers. Through focus group studies, MMC has helped NPS gauge audience interest in proposed exhibits, understand the effectiveness of the exhibits in communicating intended messages, identify potential problems with the exhibits, and recommend areas for refinement.

MMC has conducted research for the following NPS sites:

- Bandelier National Monument, Los Alamos, New Mexico
- Glacier National Park, Kalispell, Montana
- Fort Spokane Museum and Visitor Center, Spokane, Washington
- Klondike Gold Rush National Historical Park, Seattle, Washington
- Lassen Volcanic National Park Visitor Services Facility, Mineral, California
- San Francisco Maritime National Historical Park, San Francisco, California
- Timpanogos Cave National Park and Uinta National Forest Interagency Visitor Center, Lehi, Utah

**Contact MMC for your organization's individual solution:**

[mmc@museum-management.com](mailto:mmc@museum-management.com)

415.982.2288