

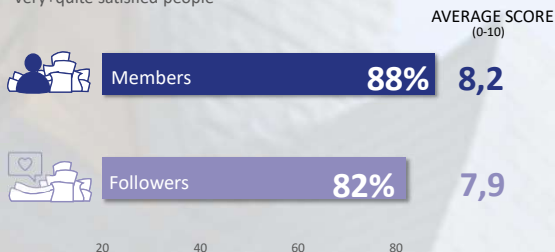
MUSEUM

MEMBER AND FOLLOWER PROGRAM

GLOBAL APPRAISAL

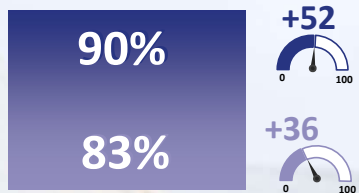
SATISFACTION LEVEL

Very+quite satisfied people



RECOMMENDATION - NPS

Very+quite keen on recommending

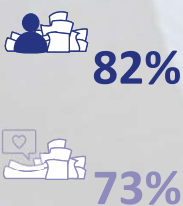


High satisfaction level among members of the Museum’s bonding programs. The Museum Member program maintains the same satisfaction levels as in 2006.

PRIDE FOR BELONGING TO THE PROGRAM



Very+quite proud



LOYALTY

Will definitely+probably continue

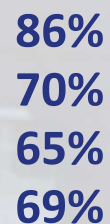
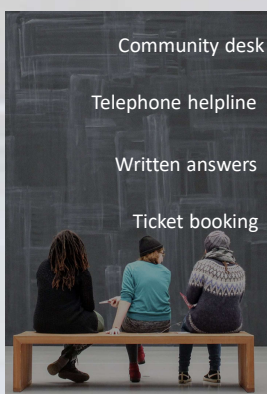


PERCEIVED EVOLUTION



OFFERED SERVICE

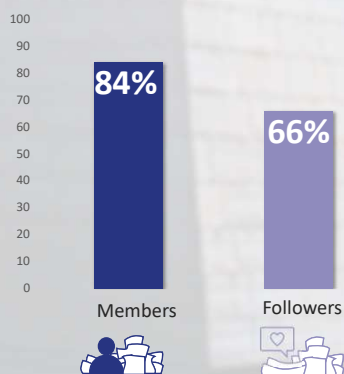
Very+quite well rated



Appraisals by Guggenheim Museum Members

BENEFITS

Very+quite well rated



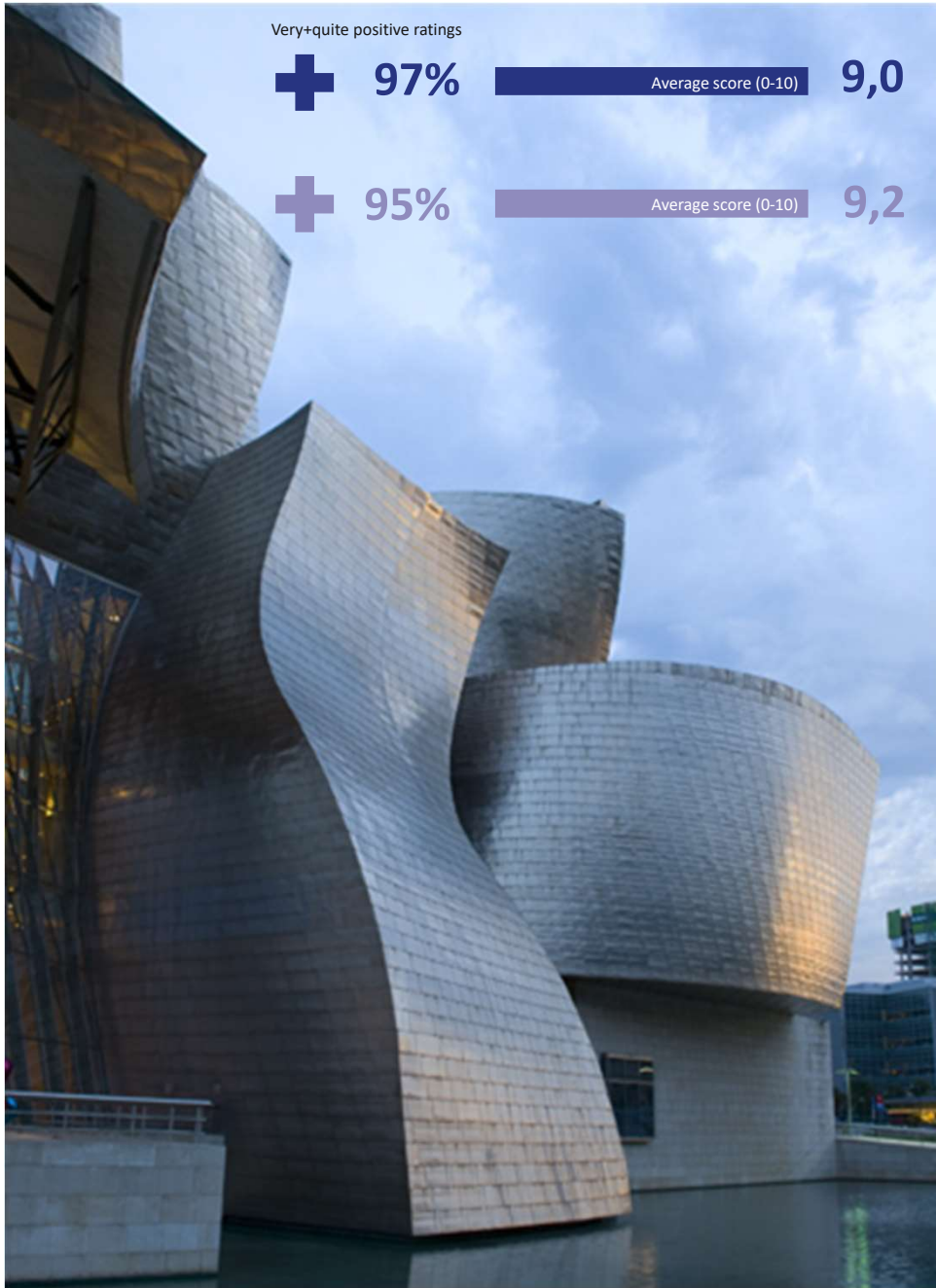
MUSEUM'S GENERAL APPRAISAL



Members



Followers



PERCEPTION OF THE MUSEUM

