Who are museum digital

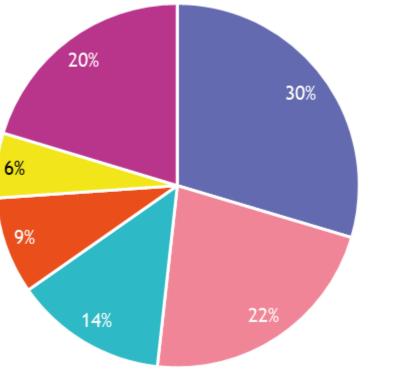
visitors?

Ashleigh Hibbins and Katie Moffat explore the 2020 Digital Audience Survey



...are very regular

Museum & Heritage



- Most days
- At least once a week
- At least once a month
- At least every two to three months
- At least once a year
- This is my first time





...are very regular, with few first timers

Museum & Heritage



0%

20%

40%

60%

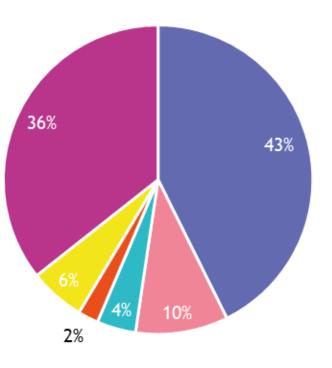
80%

100%

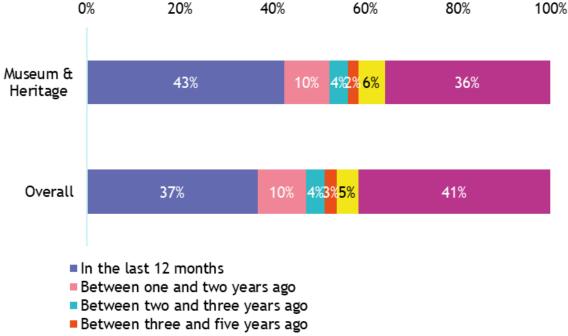


... are frequent in-person attenders

Museum & Heritage



- In the last 12 months
- Between one and two years ago
- Between two and three years ago
- Between three and five years ago
- More than five years ago
- I haven't visited in person/physically attended an event before



- More than five years ago
- I haven't visited in person/physically attended an event before

the audience agency

...and more in-person = more online

First time website visitor 17% 15% 61% Low frequency website visitor 35% 20% 28% 17% Medium frequency website visitor 50% 16% 12% 21% High frequency website visitor 47% 11% 35% 8% 0% 20% 40% 60% 80% 100%

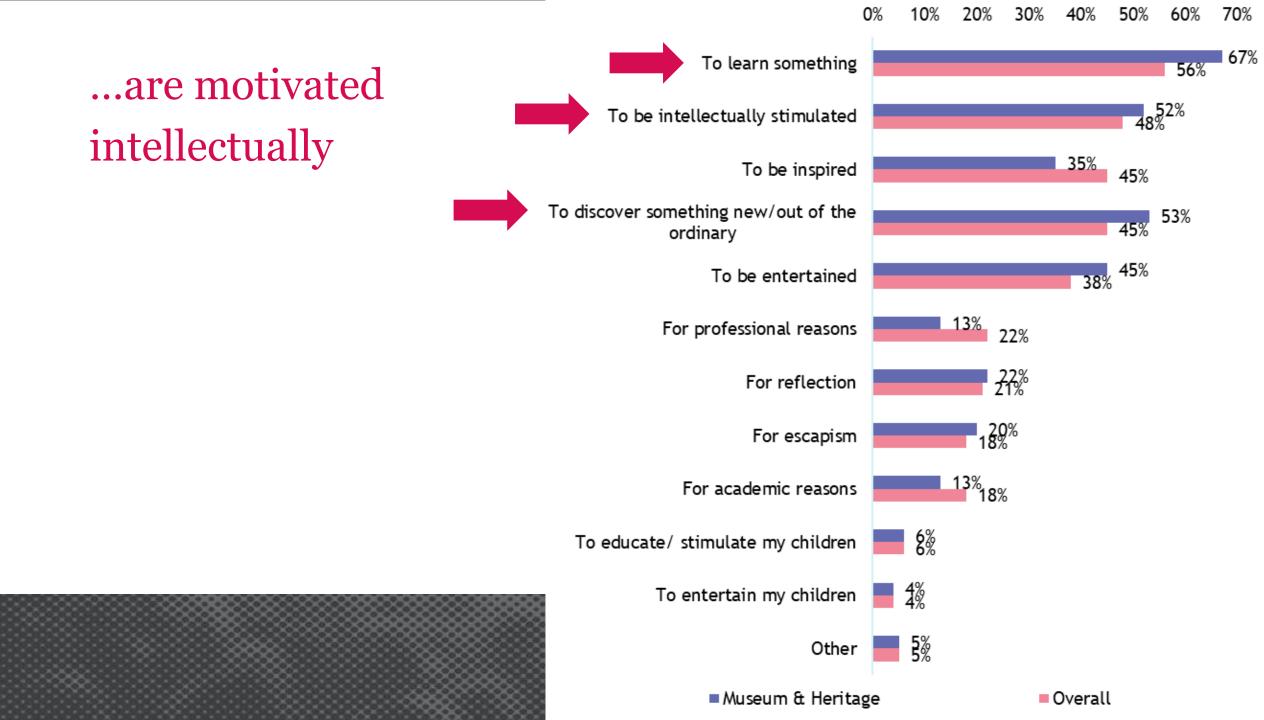
Museums & Heritage

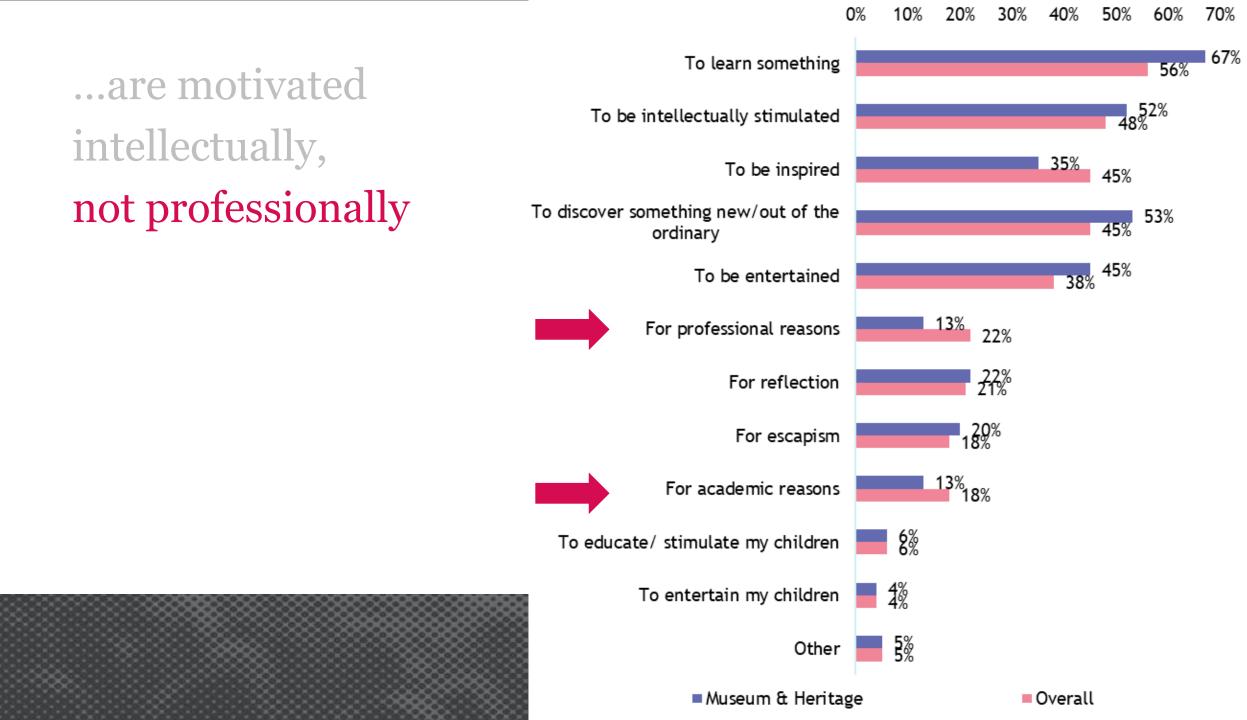
High recency attender - Visited in past 12 months

- Medium recency attender Visited between 1-2 years ago
- Low recency physical attender Last visited more than 2 years ago

the audience agency

Non attender





0% 10% 20% 30% 40% 50% 60% 70% 67% To learn something 56% ... are motivated 52% 48% To be intellectually stimulated intellectually, 35% To be inspired 45% not professionally, To discover something new/out of the 53% 45% ordinary but also for 38% 45% To be entertained entertainment 13% For professional reasons 22% 22% For reflection 18% 18% For escapism 13% For academic reasons 8% To educate/ stimulate my children 4% To entertain my children 5% Other Museum & Heritage Overall

0% 10% 20% 50% 60% 70% 30% 40% ... are motivated 55% VS Museum & Heritage 13% 42% 29% intellectually, not professionally, but also for Overall 14% 26% 43% entertainment and emotions Strongly agree Agree Neither agree nor disagree Disagree Disagree strongly

'I am engaging... to boost my mood'



100%

90%

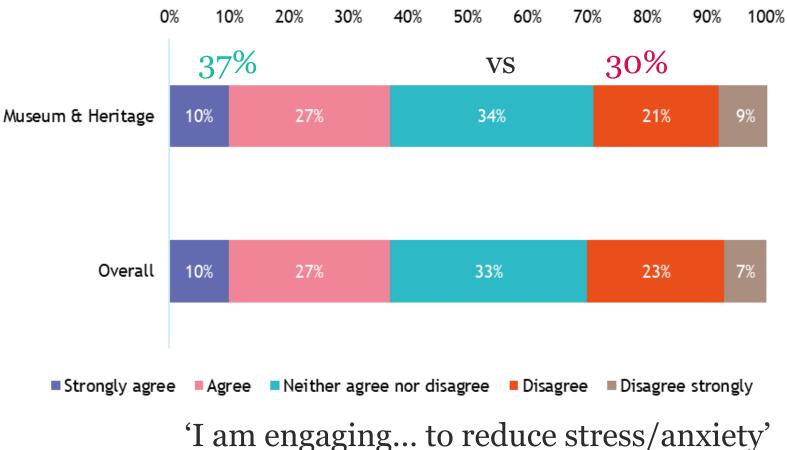
16%

11%

13%

80%

... are motivated intellectually, not professionally, but also for entertainment and emotions





...are more likely to: be White be Older be Male have a Disability (compared with other artforms) 95% vs 91% 54% over 55 vs 47% (only) 33% vs 28% 18% vs 13%



Want to know more?

Get in touch: theaudienceagency.org @audienceagents @aehibbins @katiemoffat

