

UNDERSTANDING AUDIENCES AND VISITORS HANDOUT A 1: SAMPLE DAILY LOG

***** Museum Weekly Attendance & Volunteer Sign-In
For the Week of _____

Monday
Attendance

Paid _____ Members _____ Volunteers _____
Class Participants _____ Outreach _____ Miscellaneous _____

Volunteer Sign In
Name

Total Hours

Name

Total Hours

Tuesday
Attendance

Paid _____ Members _____ Volunteers _____
Class Participants _____ Outreach _____ Miscellaneous _____

Volunteer Sign In
Name

Total Hours

Name

Total Hours

Wednesday
Attendance

Paid _____ Members _____ Volunteers _____
Class Participants _____ Outreach _____ Miscellaneous _____

Volunteer Sign In
Name

Total Hours

Name

Total Hours

Thursday
Attendance

**AASLH STEPS CURRICULUM: UNDERSTANDING AUDIENCES AND VISITORS
HANDOUT A2 REPORT**

Date	Adult Visitors	Child Visitors	School Programs	Outreach	Website Visitors	Notes
Sunday 5/5	3	4				
Monday 5/6				25	20	closed
Tuesday 5/7	10	5	23		2	
Wednesday 5/8	10		40		30	
Thursday 5/9	2	15			14	Girl Scout visit
Friday 5/10	15			40	10	Sr. Citizen lecture
Saturday 5/11	10	10			40	rained all day
Totals	50	34	63	65	116	

UNDERSTANDING AUDIENCES AND VISITORS

HANDOUT B: What Does Current Audience Research Tell Us About Museum Audiences?

Sources: Reach Advisors database of 70,000+ museum-going households, US Census Bureau, Federal Reserve Board, and Centers for Disease Control

Generations vs. Life

- Looking at generational shifts, based on time of birth
- Looking at life stage, based on what is happening in a life now

Research by Generation

Mature/Silent Generation

Born: 1927-1945

Ages: 74-92

Roughly 3MM born per year

Coming of Age

Depression-era families

WWII

America emerges as superpower

Economic assumptions

Government as catalyst

Sacrifice as virtue

Leisure time and retirement as reward for hard work

Baby Boom Generation

Born: 1946-1964

Ages 55-73

Annual birth rate up 30% to roughly 4MM per year

Coming of Age

Growth of suburbia

Mass media explosion

JFK idealism

Social upheaval

Birth control

Economic assumptions

Unprecedented economic expansion

Dramatic increase in income, wealth, expectation of affluence

Highest growth followed those born 1945-1954

Generation X

Born: 1965-1979

Ages: 40-54

Annual birth rate down 15%- immigration makes up most of gap

Coming of Age

Divorce up 2x

PC /computers

AIDS

Female college grads up 70%

Economic assumptions

Increase in household income...but decreased men's wages

Retirement \$ up...but 1/3 less likely with pension

70% more debt...while discretionary spending down

Bottom line: The tradeoff generation

Generation Y

Born: 1980-1990s

Age: Up to 39

Birthrates up 10%, immigration up

Population bulge matches Baby Boom

Coming of age

Minority youth population up 2x

Mass media fragmentation

Virtually intimate

70% of high school girls heading to college

Economic assumptions

Were prematurely affluent . . .

but disproportionately affected by economic downturn

Heavier parental support

Museum Research by Life Stage

What we know about museum audiences by life stage, including:

- Customer satisfaction
- Membership motivations
- Preferences during visits

Note that the following information is based on audience (not visitor) research conducted for a wide variety of museums, not just history institutions, but the data presented is what is most relevant to history institutions.

Older Men Over Age 60

Generally happy audience

Most likely to be a member

Top reasons:

Improving the museum

Supporting community organization

Significantly better educated, more affluent

50% more likely to have advanced degrees than young moms

Visit with:

Spouse, 79%

Alone, 20%

Generally, do not visit with minor children/grandchildren

History buffs

High visitation at history museums, historic sites

High levels of curiosity

Seeking experiences that are:

- Self-guided
 - Deeper
 - Individual
 - Adult-oriented
 - Concrete (just the facts!)
 - Love to go behind the scenes
 - Have very specific interests
- Often stereotypically "male," e.g., railroads, rigging ropes

Tend to be a very happy audience

- Emotionally connected
 - Most engaged
 - Seeking self-curated experiences
 - Making a long-term commitment to museums
- ... an under-tapped opportunity?

Older Women Over Age 60

Visit museums they support less often but . . .

Visit wide variety of museums, but especially art and history

Heavy museum goers but why?

- Curious
- Immersion in history or art
- Their own personal interest
- Social outing with friends
- Only 1/4 visit with minor grandchildren

Generally happy audience
More likely to be a member

Top reasons:

- Improving the museum
- Supporting community organization

Omnivorous Cultural Consumers

- Concerts, Theatre, Gardens, Reading, Travel
- And largely have time to cultivate these interests

Interpretation preferences

On own, with text panels/brochures

Guided tours at historic sites

Costumed interpretation

More likely to seek out audio tours/technology

Accessibility

Dream Visitors?

- Happier, generally more positive
- More likely to be members
- Focused more on their own needs and those of their peers

Moms

Learning – top reason to visit

But learning for kids, not themselves

It's about family time...not just the kids but only 44% visit with spouse/partner

Fun

Moms significantly more likely to visit zoos, aquariums, children's museums, science centers than history museums, historic sites

Prefer hands-on and self-guided experiences. Only 20% enjoy guided tours, but costumed interpretation very popular

Generally, most negative audience segment

- Not engaged herself
- Significantly less likely to describe self as "curious," visit for own interest in subject
- Less likely to be members
- More likely to join for budgetary reasons

Moms often make themselves a second-class visitor . . . putting her children first and not considering herself

- Visits *for* the kids

The fear: her lack of engagement/interest rubs off on kids, and they stop asking to visit museums . . . and don't turn into adults who love museums

- Need to engage *mom's* interests, intellect too

Generation Y Women

Focusing on women in 20s without children

Creative, aesthetic, more likely to customize stuff

Engaged in arts, crafts

Much more likely to visit museums than:

- Gen Y men
- Gen Y women who are already mothers

The reverse gender gap

- 70% of girls who graduate high school go to college
- 60% of those graduating college are women
- College graduation: 1.5x female/male ratio
- While American women who work full time earn 79% of men, in most major metros, women in 20s now earn 100-120% of men in 20s
- The future? Longer time as single women? Postponement of children? Increasing involvement of grandparents in children's lives? Stay-at-home dads? Impact on museums that serve families?

UNDERSTANDING AUDIENCES AND VISITORS HANDOUT C: Market Scanning

Where to look for information

If you read newspapers or magazines or surf the web, you are $\frac{3}{4}$ of the way there. Just think about what you read through the lens of your institution, and how it will impact it and its visitors and audiences.

General Demographic Information

- US Census Bureau website www.census.gov
- Newspapers (*New York Times*, *Wall Street Journal*, your local weekly)
- Magazines (weekly news magazines, *The Atlantic*, etc.)
- Other mass media (NPR, etc.)
- Ypulse (Millennial and Gen Z information - trend reports; Ypulse daily newsletter offering news, research, and trends affecting tweens, teens, and young adults)
<http://www.ypulse.com/>
- American Consumers Newsletter (loaded with lots of great factoids
http://www.newstrategist.com/store/index.cfm?fuseaction=page.display&page_id=26)
- Trendwatching (general trends; can be anything, from social trends to technological trends; especially see their Trendwatching Quarterly under “free publications”)
<http://www.Trendwatching.com>
- AARP (extensive research on issues affecting older adults)
<http://www.aarp.org/research/>
- Pew Research Center <https://www.pewresearch.org/topics/demography/>
- Have a particular visitor or audience segment you wish to understand more? Subscribe to a magazine or two aiming at those segments. Examples:
 - Tween/teen girls? *Girl's Life (GL)* (median age: 15)
 - Millennial women? *Cosmopolitan* (median age: 31)
 - Women in their 40s/50s? *Real Simple* (median age: 47)Or course, these are generalizations.

Museum/History/Arts Resources

- American Association of State and Local History www.aaslh.org (also AASLH's Facebook feed, Twitter feed, etc.)
- American Alliance of Museums www.aam-us.org (also AAM's Facebook feed, Twitter feed, etc.; and AAM's Center for the Future of Museums' blog and research reports such as "Demographic Transformation and the Future of Museums" and "Museums and 2034: Trends and Potential Futures." <https://www.aam-us.org/programs/center-for-the-future-of-museums/>)
- National Endowment for the Arts (NEA) Survey of Public Participation in the Arts (2017; updated every few years) <https://www.arts.gov/artistic-fields/research-analysis/arts-data-profiles/arts-data-profile-18>
- The Wallace Foundation (arts, libraries, after-school programs, education) <https://www.wallacefoundation.org/knowledge-center/pages/default.aspx>
- ArtsJournal (daily roundup of arts news) <http://www.artsjournal.com/>
- Humanities Indicators (by American Academy of Arts & Sciences; see especially their research under "Public Life" for information about visitation at art museums and historic sites) <https://www.humanitiesindicators.org/content/indicatordoc.aspx?i=13#>
- American Library Association (has an *amazing* weekly newsletter) <https://americanlibrariesmagazine.org/al-direct/>
- Nina Simon/Santa Cruz Museum of Science and History
 - Museum 2.0 (perspectives on museums and participatory culture) <http://museumtwo.blogspot.com/>
 - Of/By/For All (offers a 7-minute self-assessment to determine how well your organization serves your community) <https://www.ofbyforall.org/>
- Colleen Dilenschneider, "Know Your Own Bone" (shares data and findings from her employer, IMPACTS Research and Development; specific to arts and culture) <https://www.colleendilen.com/>
- Museum Audience Insight (hard data on museum audiences; requires subscription & log-in information) <http://reachadvisors.typepad.com/>
- The Uncataloged Museum (thoughtful commentary on museums, especially history-based organizations; maintained by Linda Norris, Global Networks Program Director for International Coalition of Sites of Conscience) <http://uncatalogedmuseum.blogspot.com/>

- ExhibiTricks (tips on exhibitry with visitor and audience perspectives thrown in from time to time) <http://blog.orselli.net/>
- ExhibitFiles (also exhibits-based; hosted by the Association of Science-Technology Centers, but inspiring and relevant for those developing history exhibits; last updated in 2014 but still has some relevant data) <http://www.exhibitfiles.org/blog/>
- Slover Linnett Audience Research (shares findings from their research in arts and culture fields) <https://sloverlinett.com/insights/>

Texas-Specific Resources

- Travel Texas Interactive Data (data specific to visitors to your city, county, Texas State House of Representatives district, Texas State Senate district, metro area, or tourism region; focused on economic impacts) <https://www.travelstats.com/dashboard?ucode=4300>