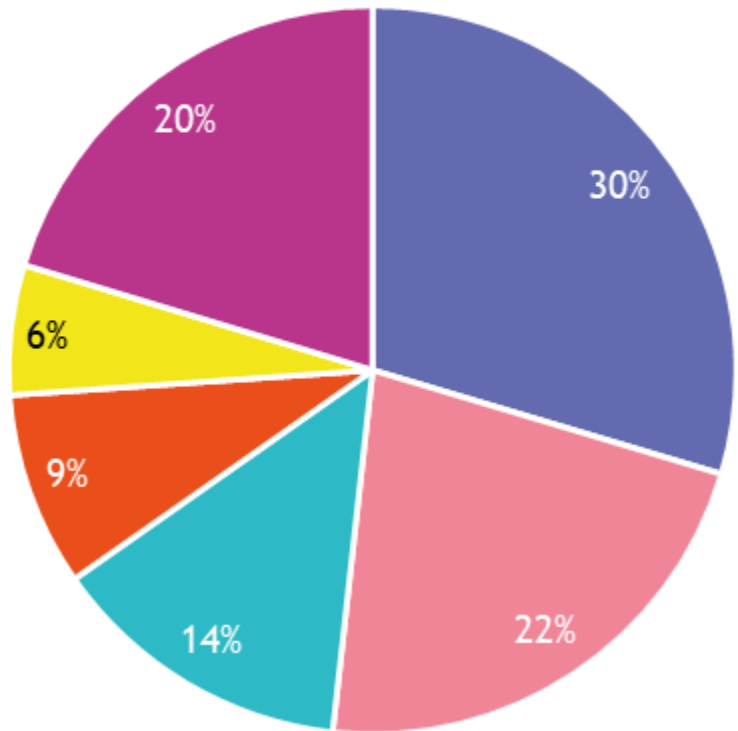


Who are museum digital visitors?

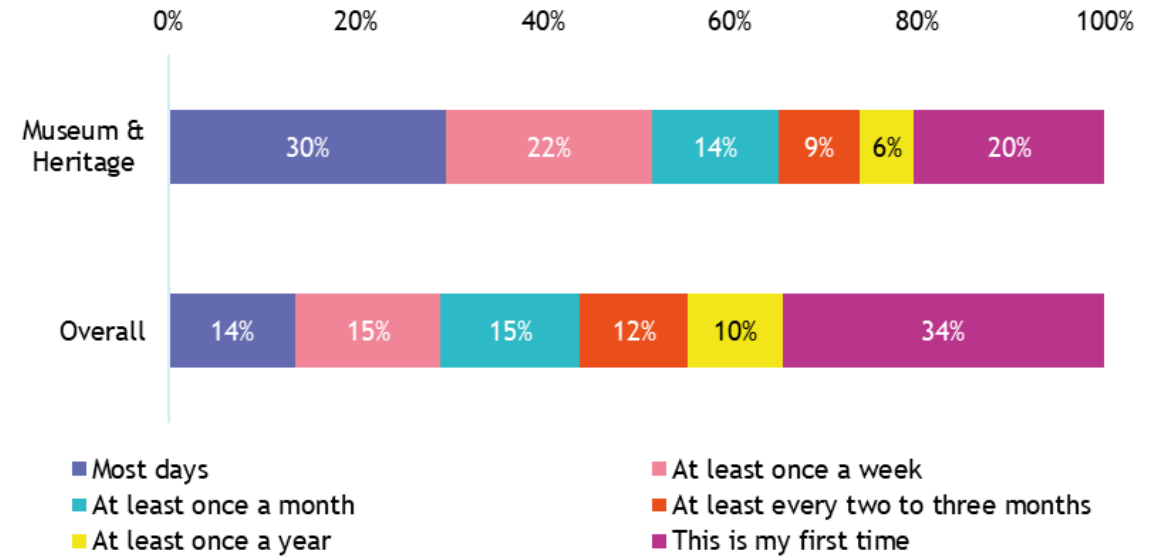
Ashleigh Hibbins and Katie Moffat explore the 2020 Digital Audience Survey

...are very regular

Museum & Heritage

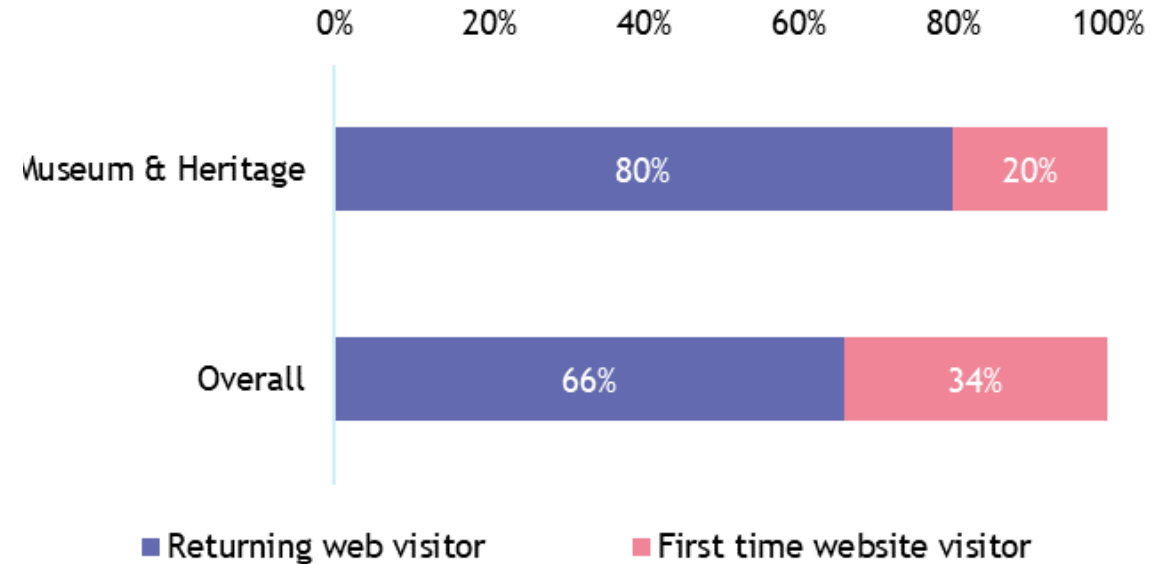
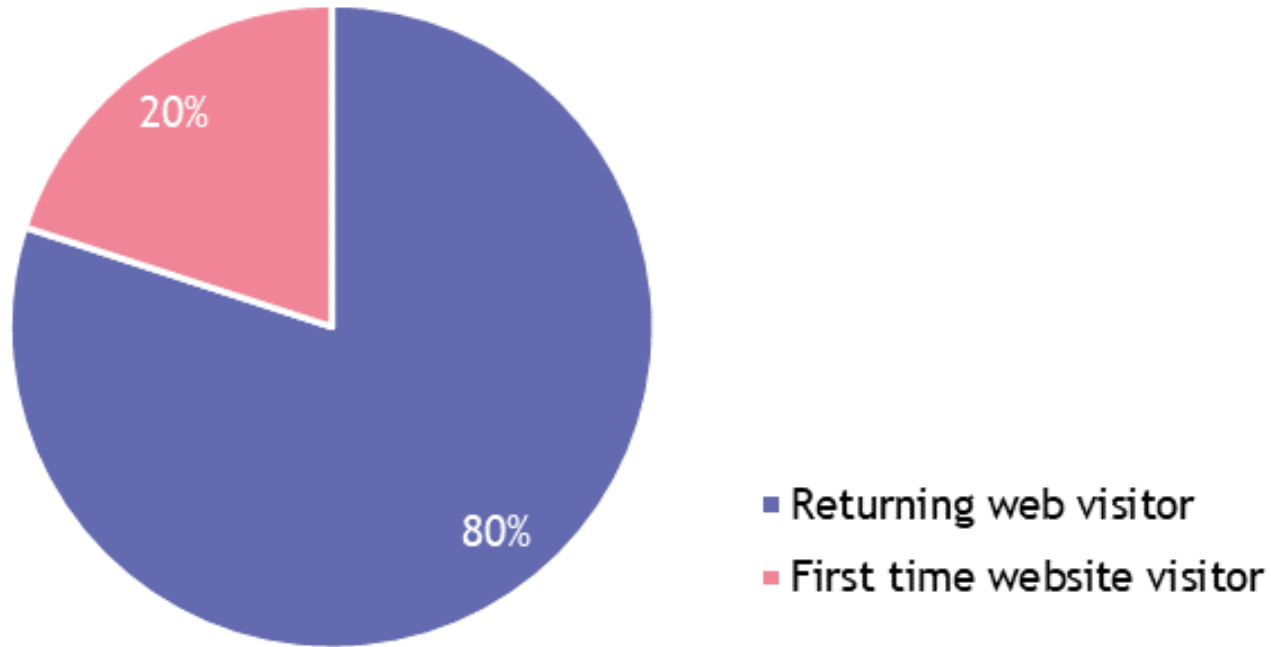


- Most days
- At least once a week
- At least once a month
- At least every two to three months
- At least once a year
- This is my first time



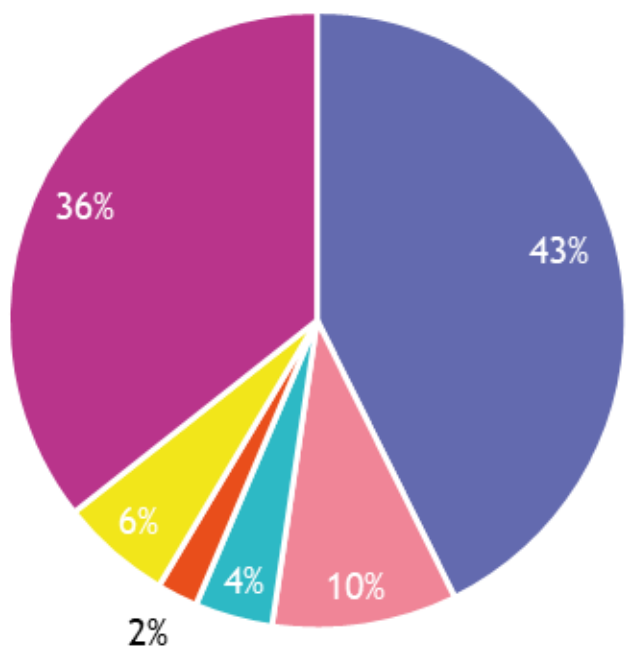
...are very regular, **with few first timers**

Museum & Heritage

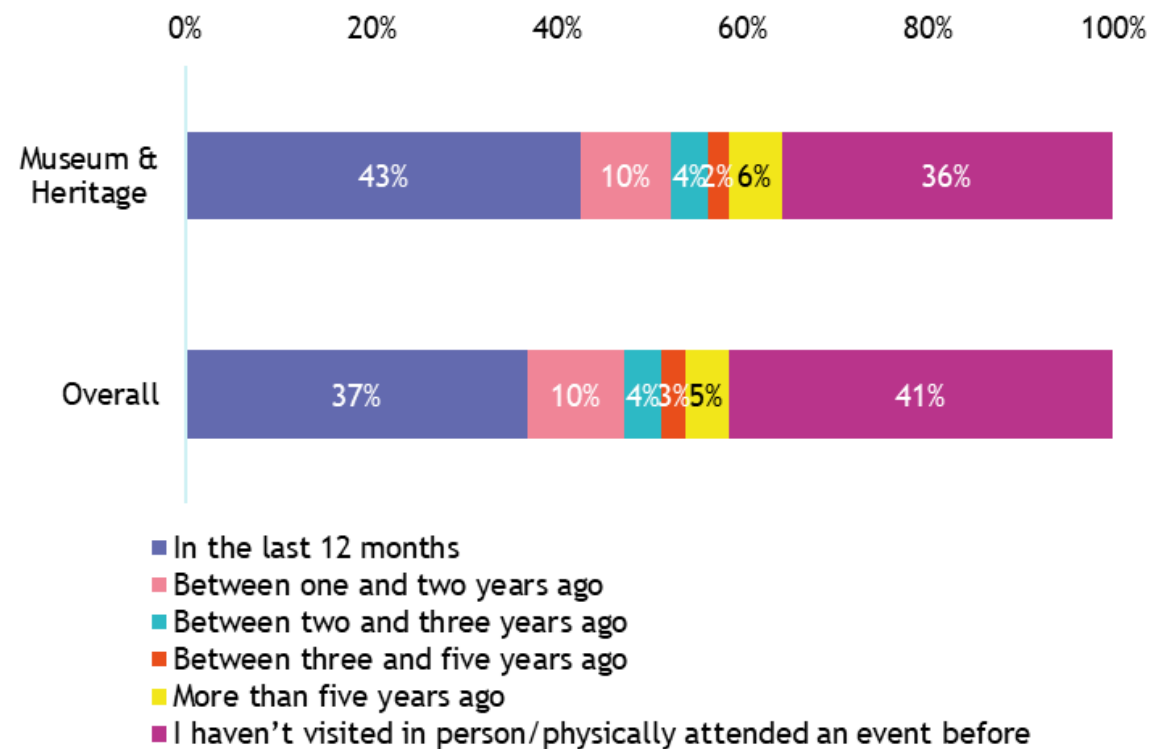


...are frequent in-person attenders

Museum & Heritage

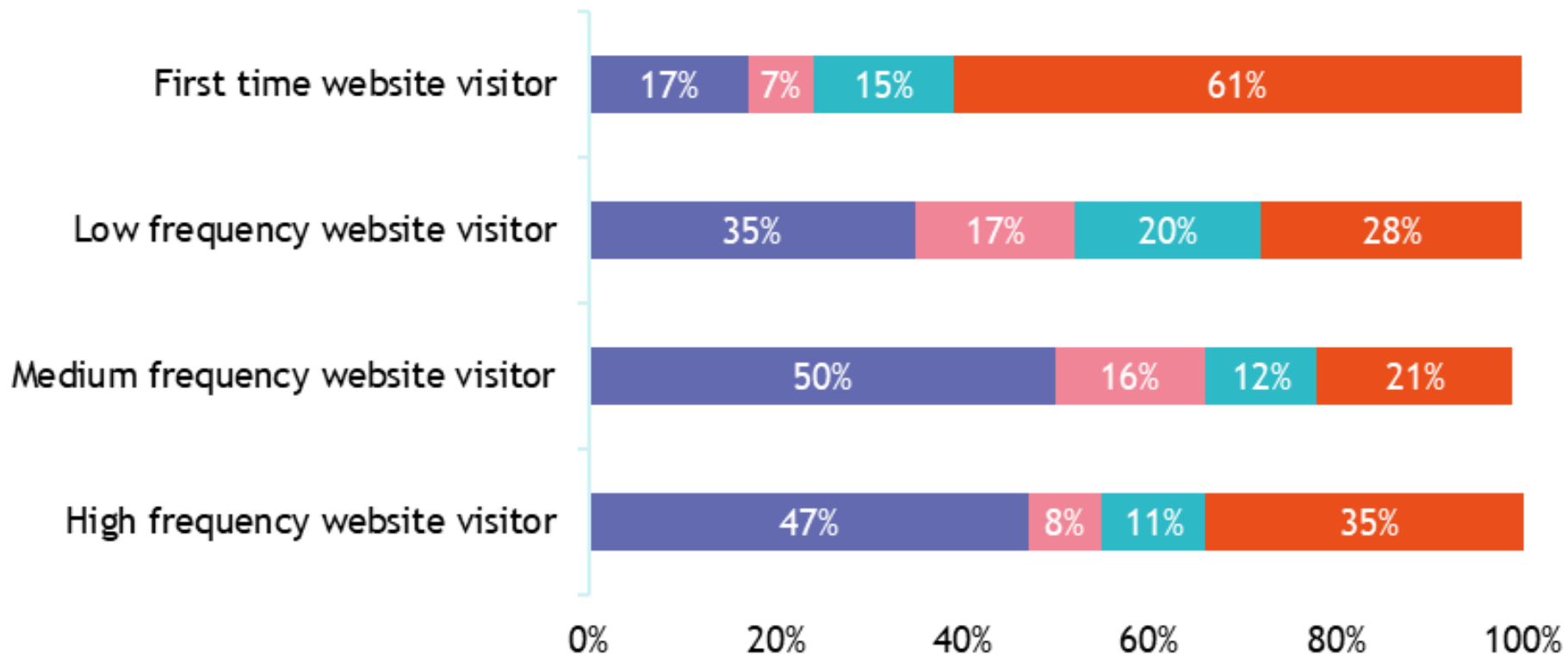


- In the last 12 months
- Between one and two years ago
- Between two and three years ago
- Between three and five years ago
- More than five years ago
- I haven't visited in person/physically attended an event before



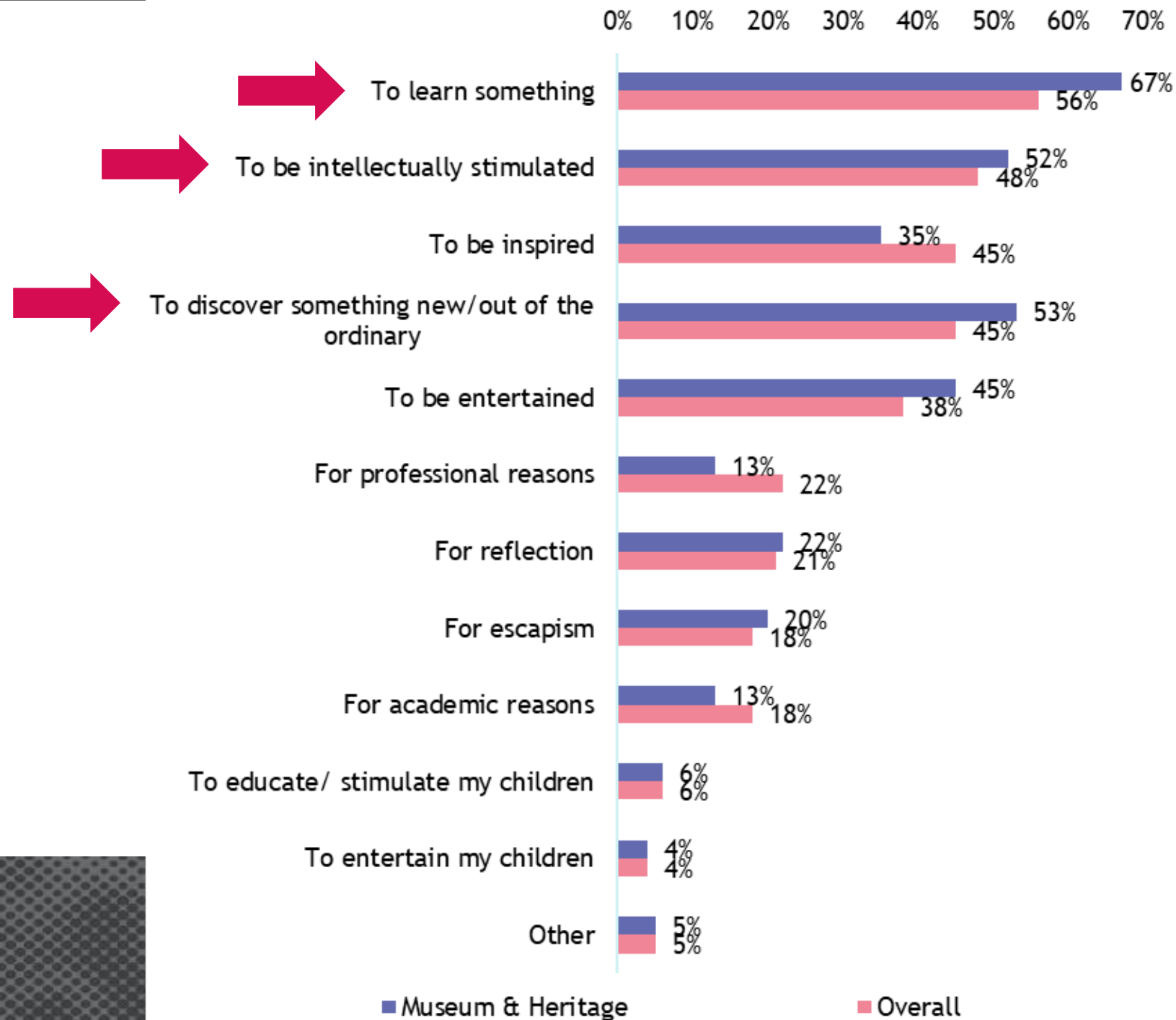
...and more in-person = more online

Museums & Heritage

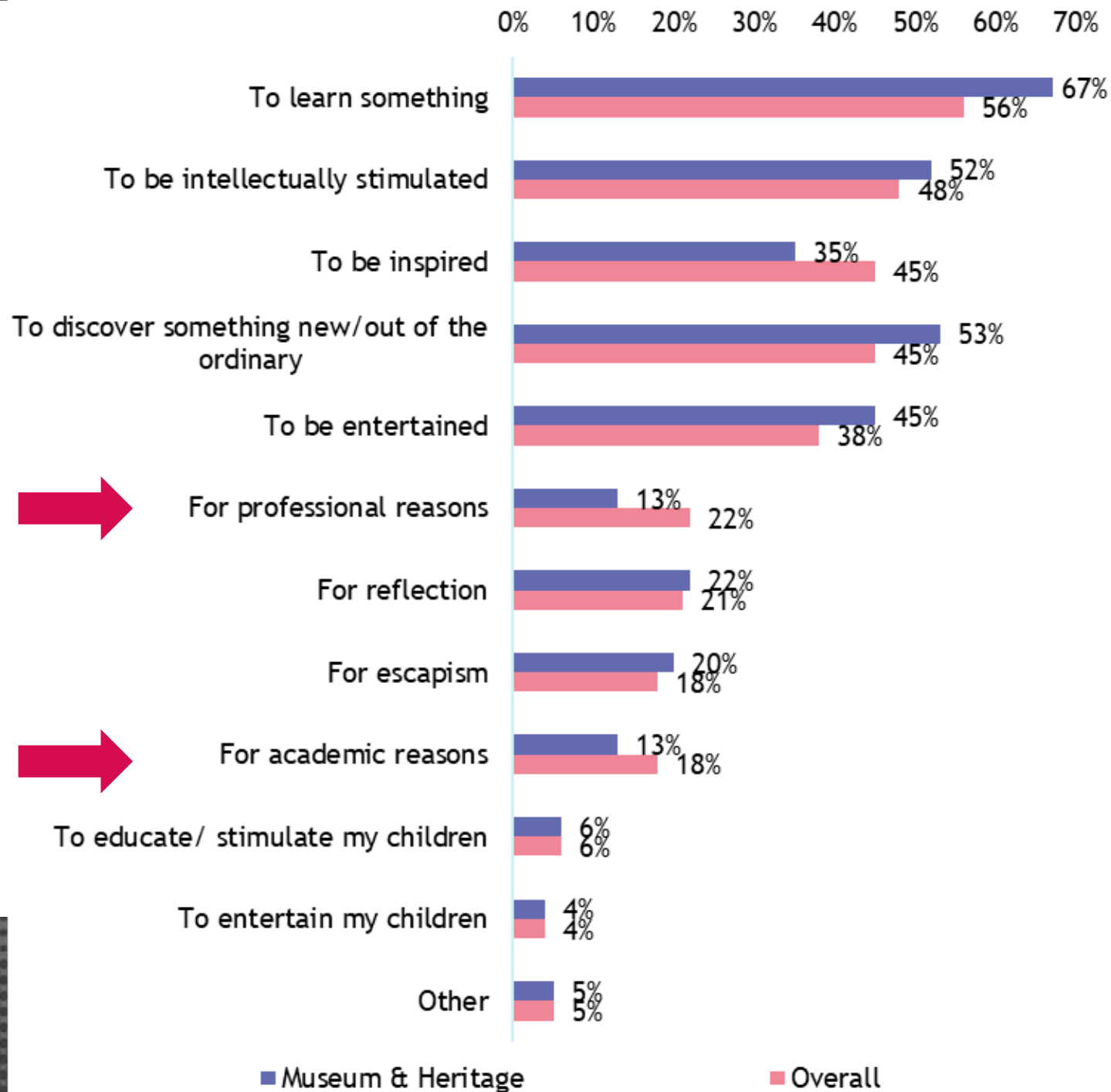


- High recency attender - Visited in past 12 months
- Medium recency attender - Visited between 1-2 years ago
- Low recency physical attender - Last visited more than 2 years ago
- Non attender

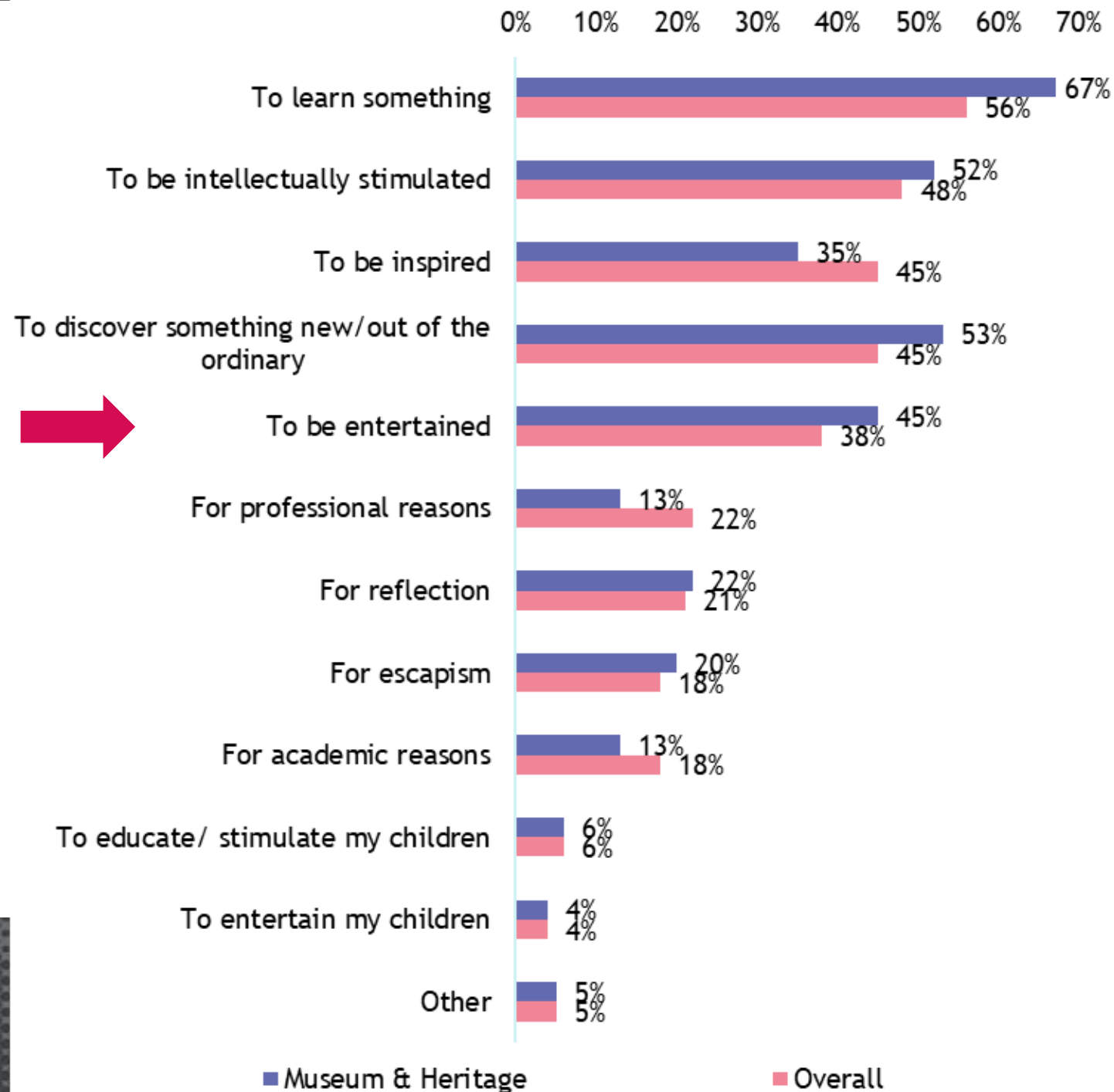
...are motivated intellectually



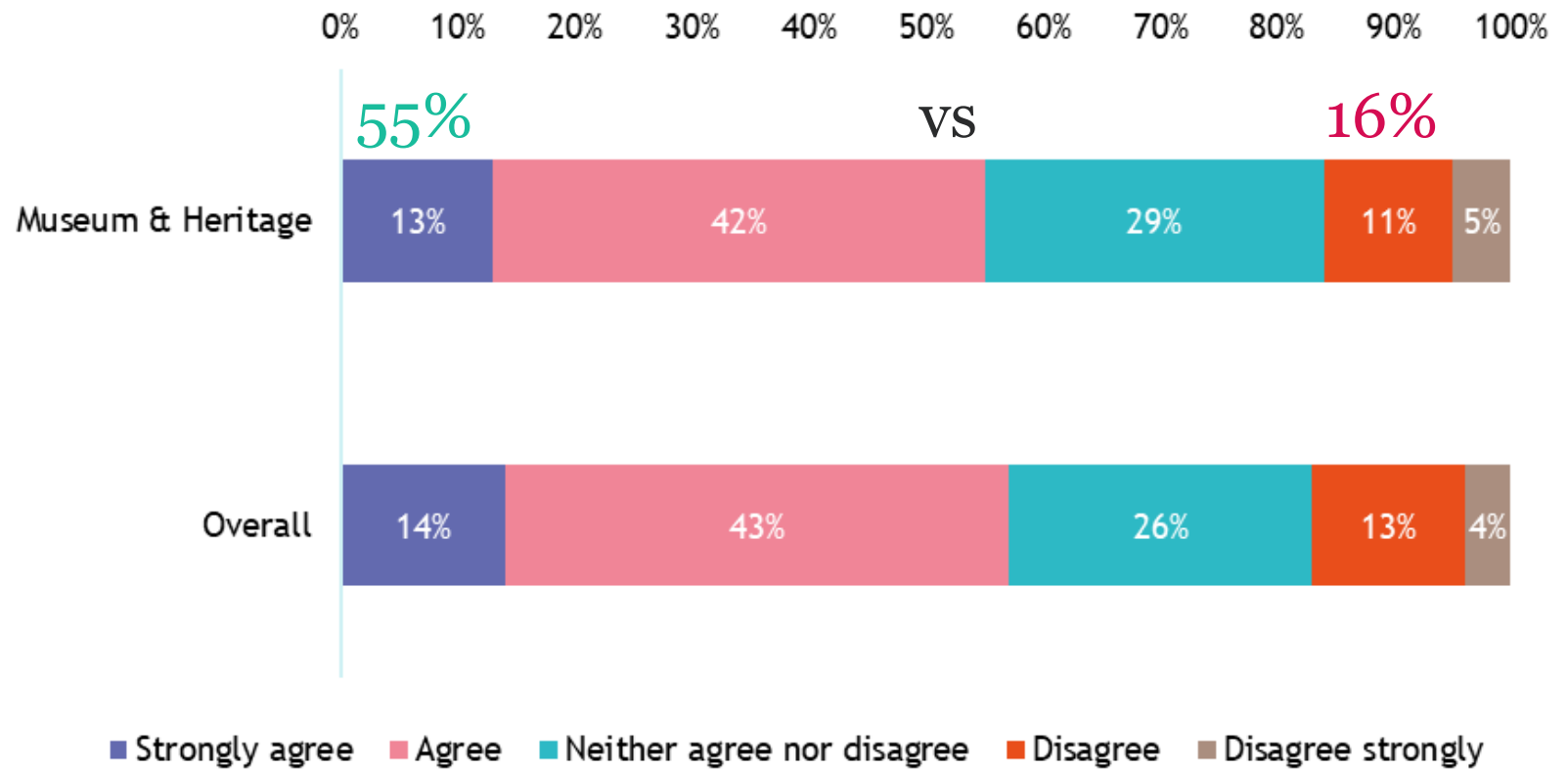
...are motivated
intellectually,
not professionally



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

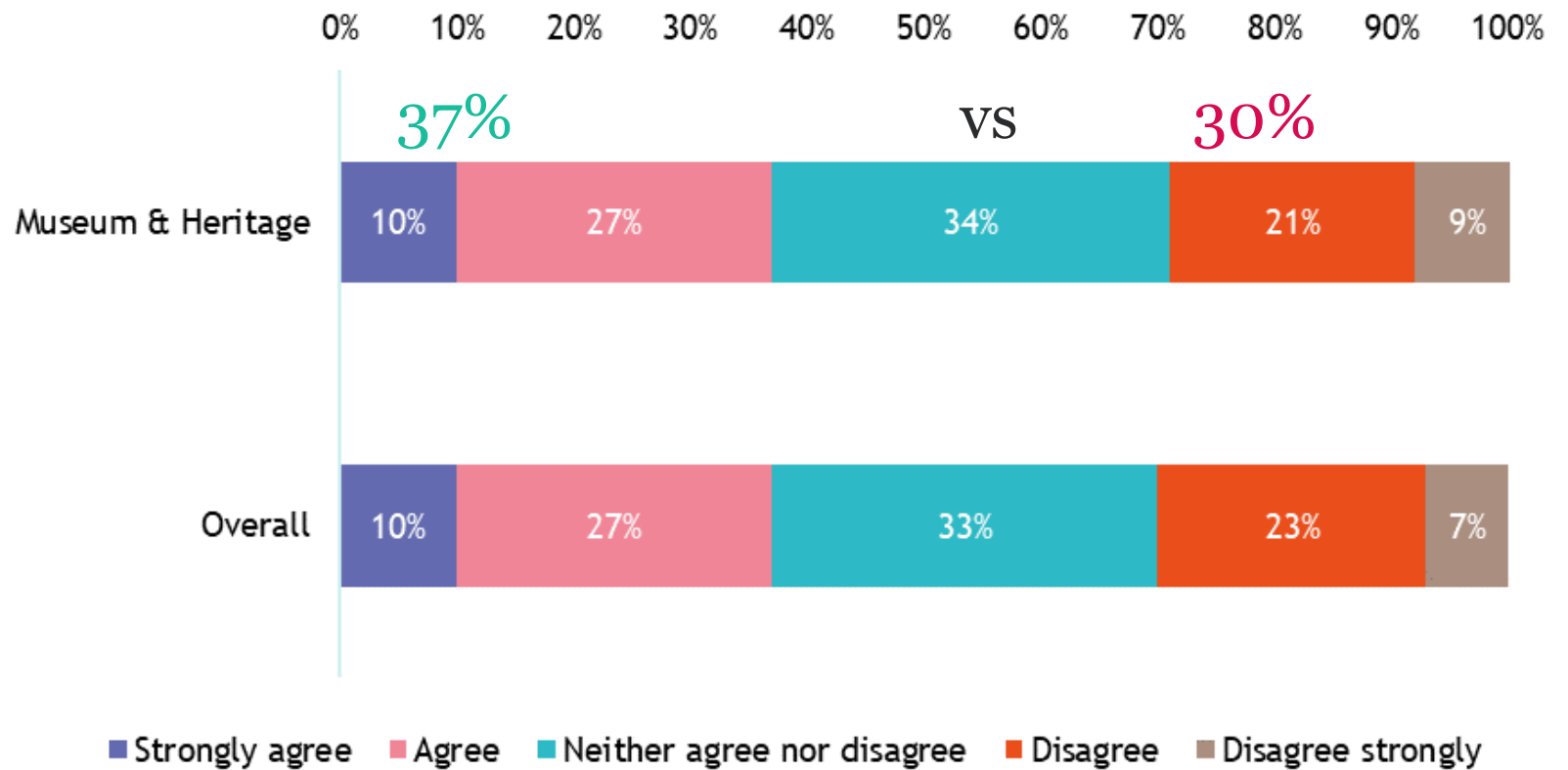


...are motivated intellectually, not professionally, but also for entertainment and emotions



‘I am engaging... to boost my mood’

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



‘I am engaging... to reduce stress/anxiety’

...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

 the audience agency