

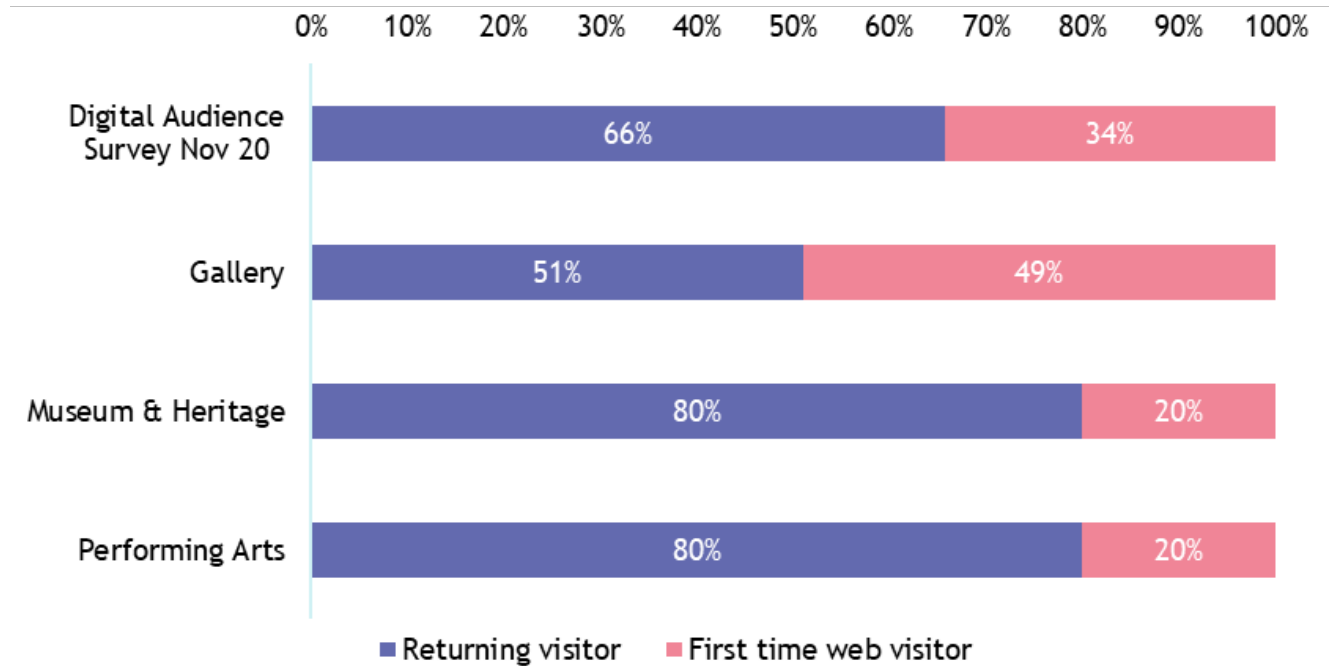
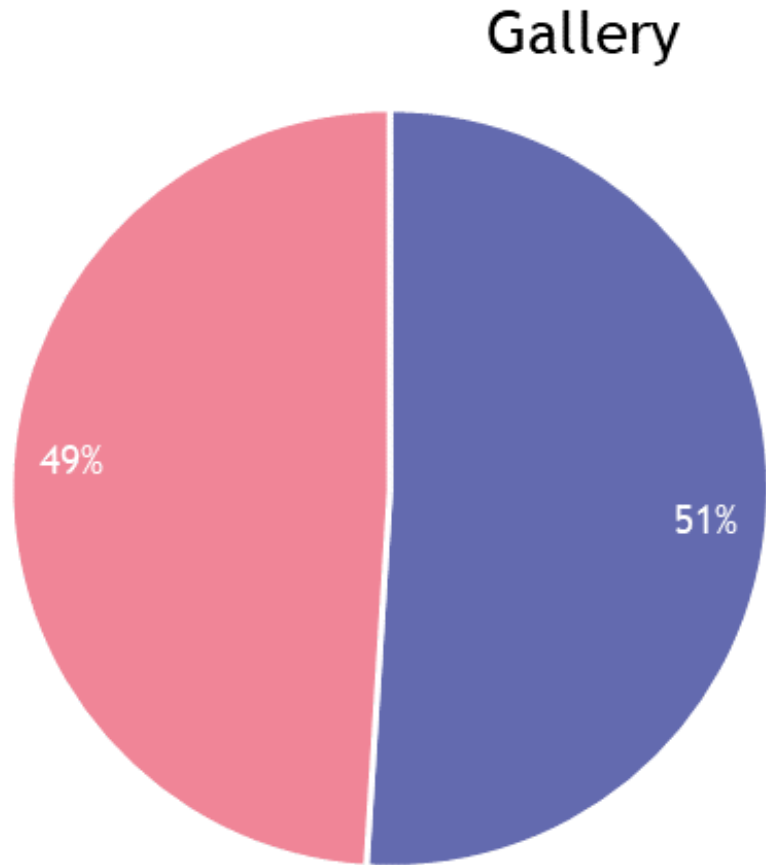
# Who are galleries' digital visitors?

The 2020 Digital Audience Survey  
November Findings



**Gallery** website visitors are more likely...

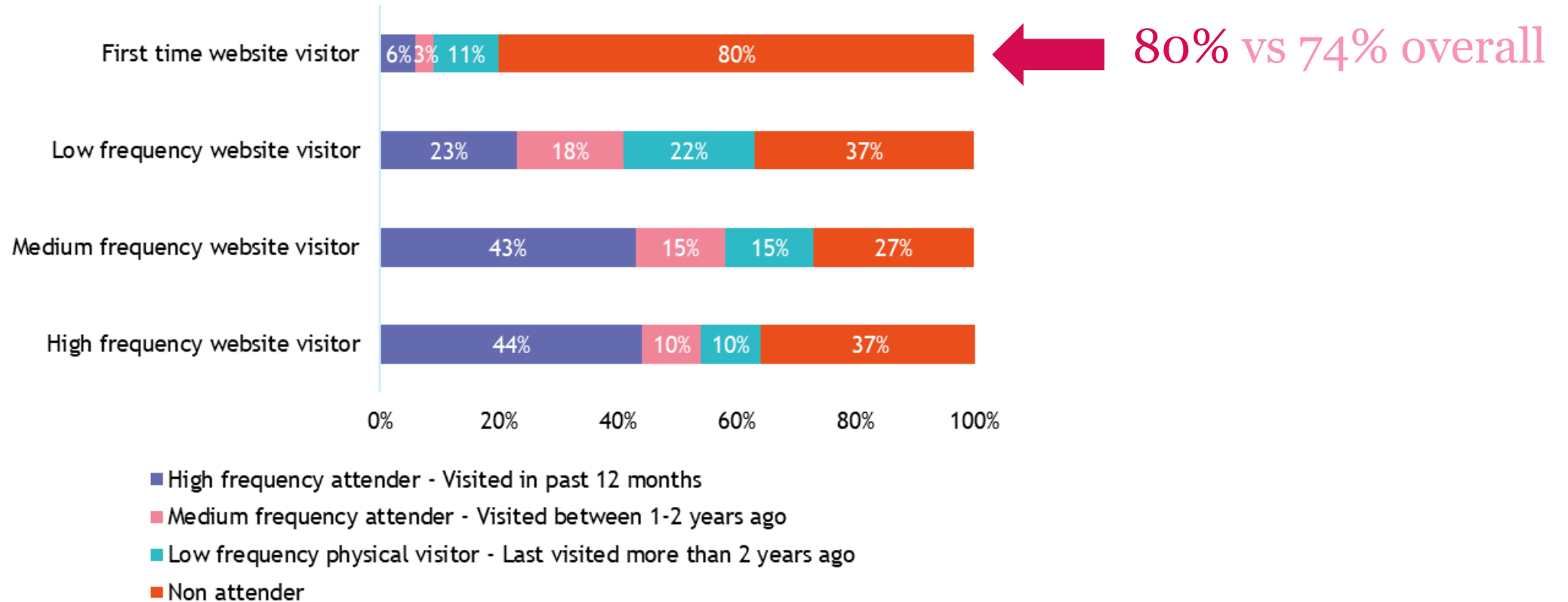
# ...To be a first time web visitor



- Returning web visitor
- First time website visitor

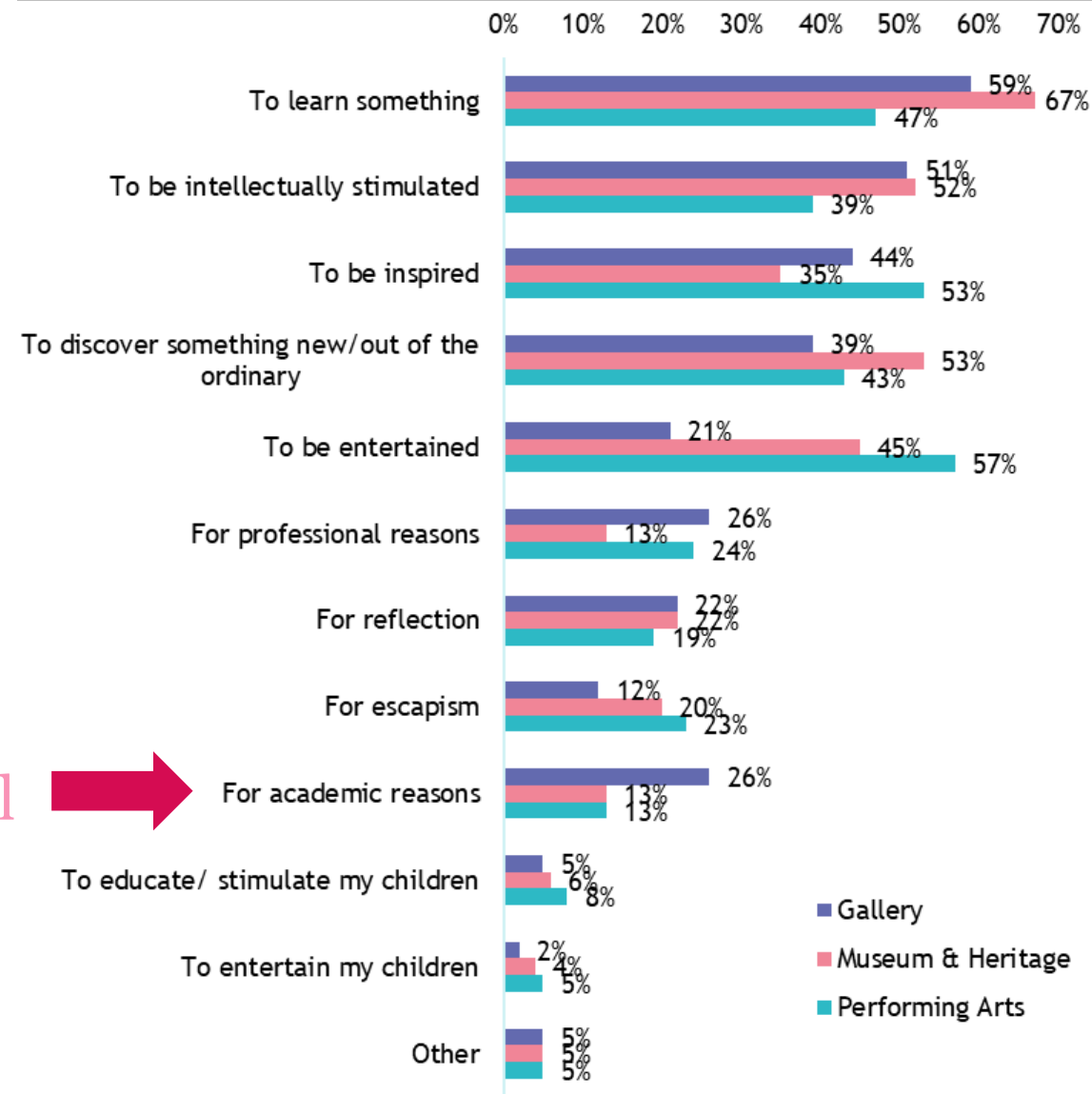
49% vs 34% overall

...To be a first time web visitors: of which 80% never physically attended the organisations.



...To be motivated for academic reasons.

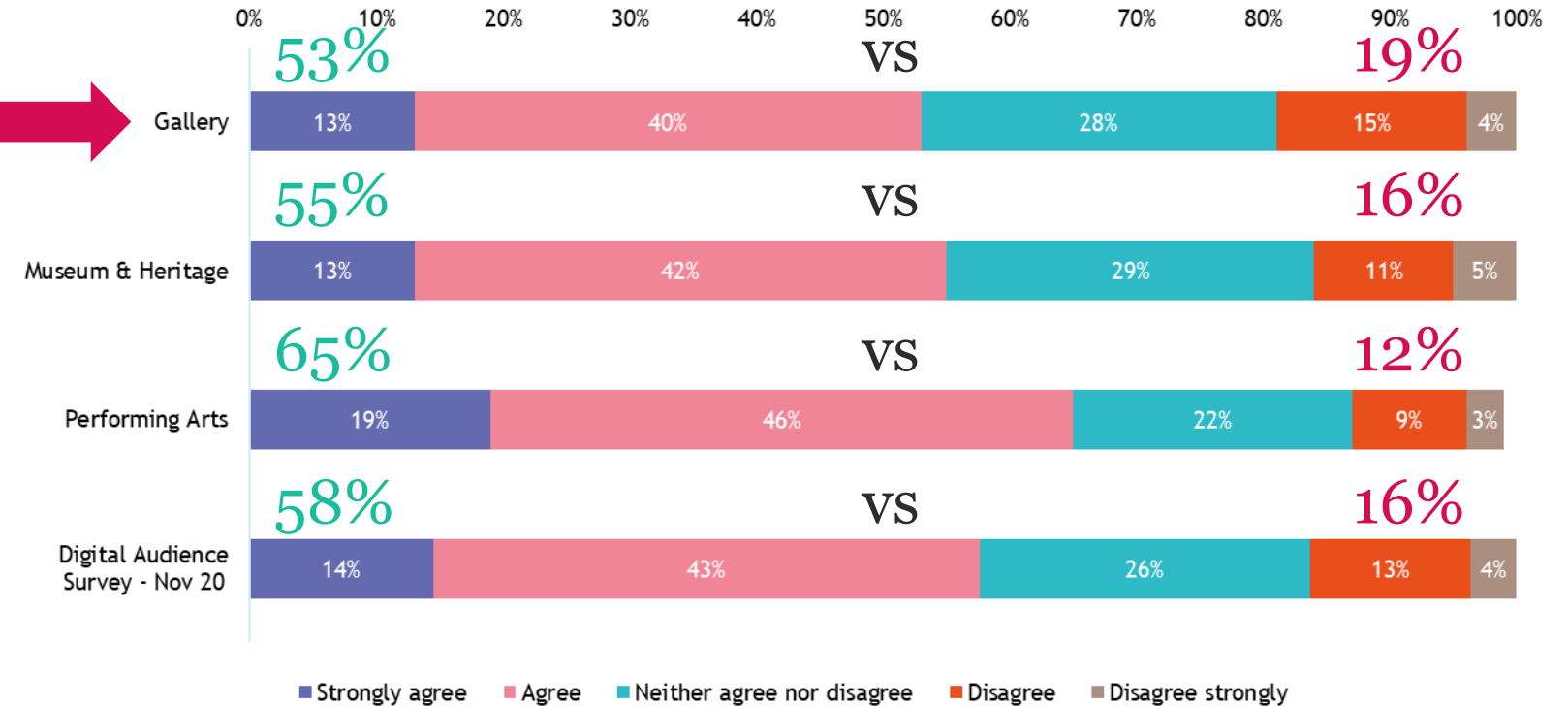
26% vs 18% overall



...Over half engage....to boost my mood.

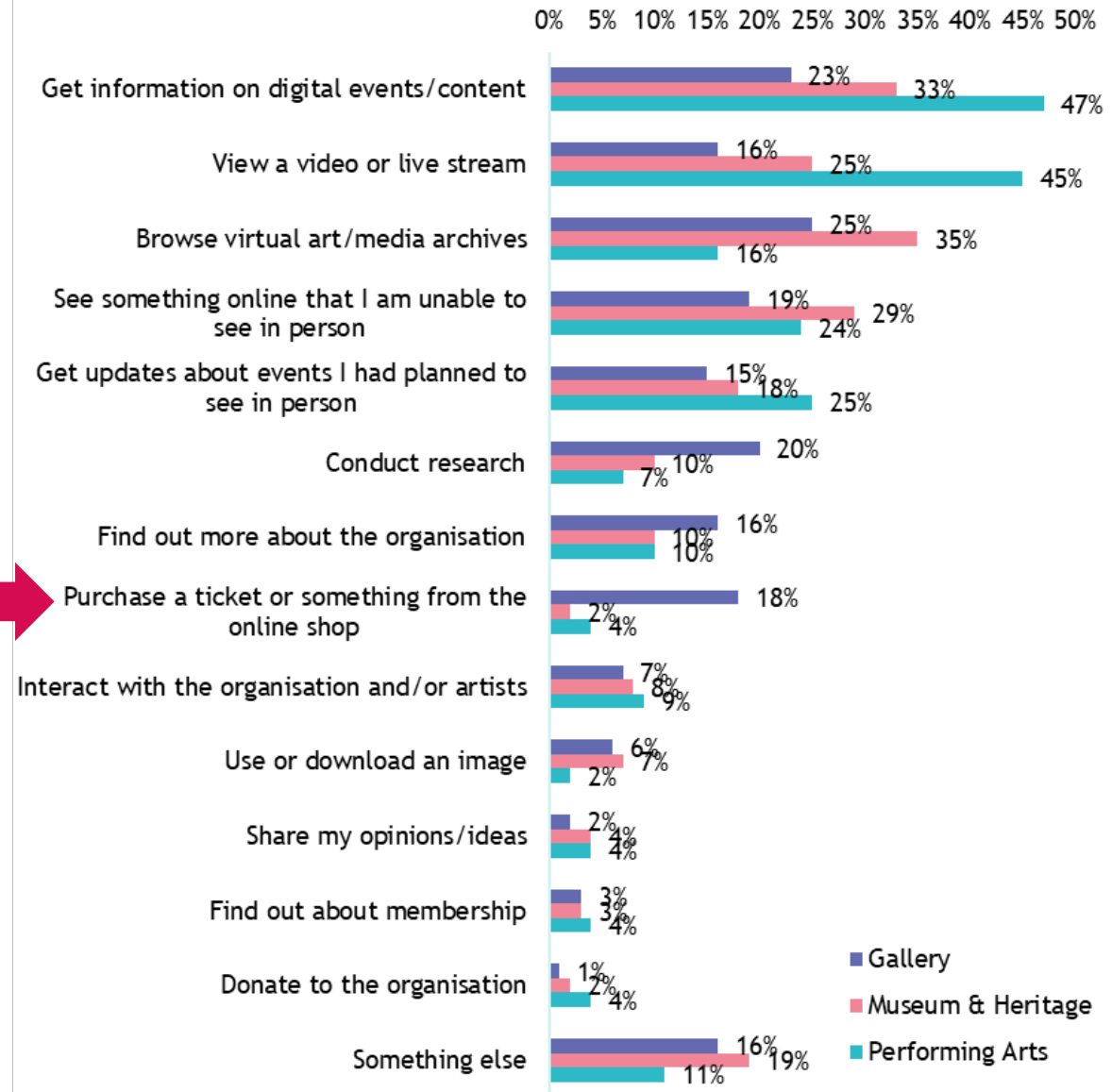
‘I am engaging... to boost my mood’

53% agree vs  
58% overall

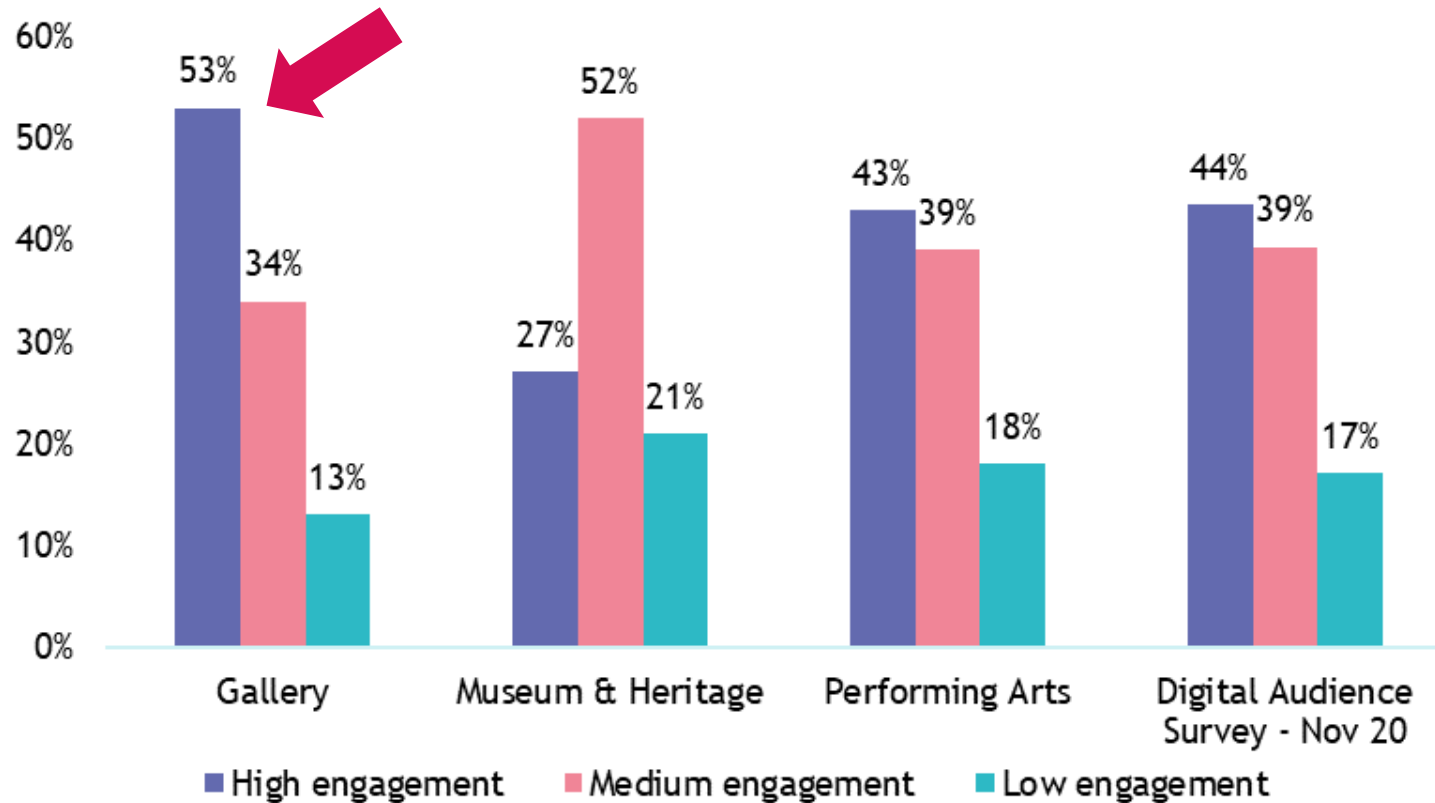


...To purchase a ticket or something from the online shop.

18% vs 11% overall



...To be highly culturally engaged.



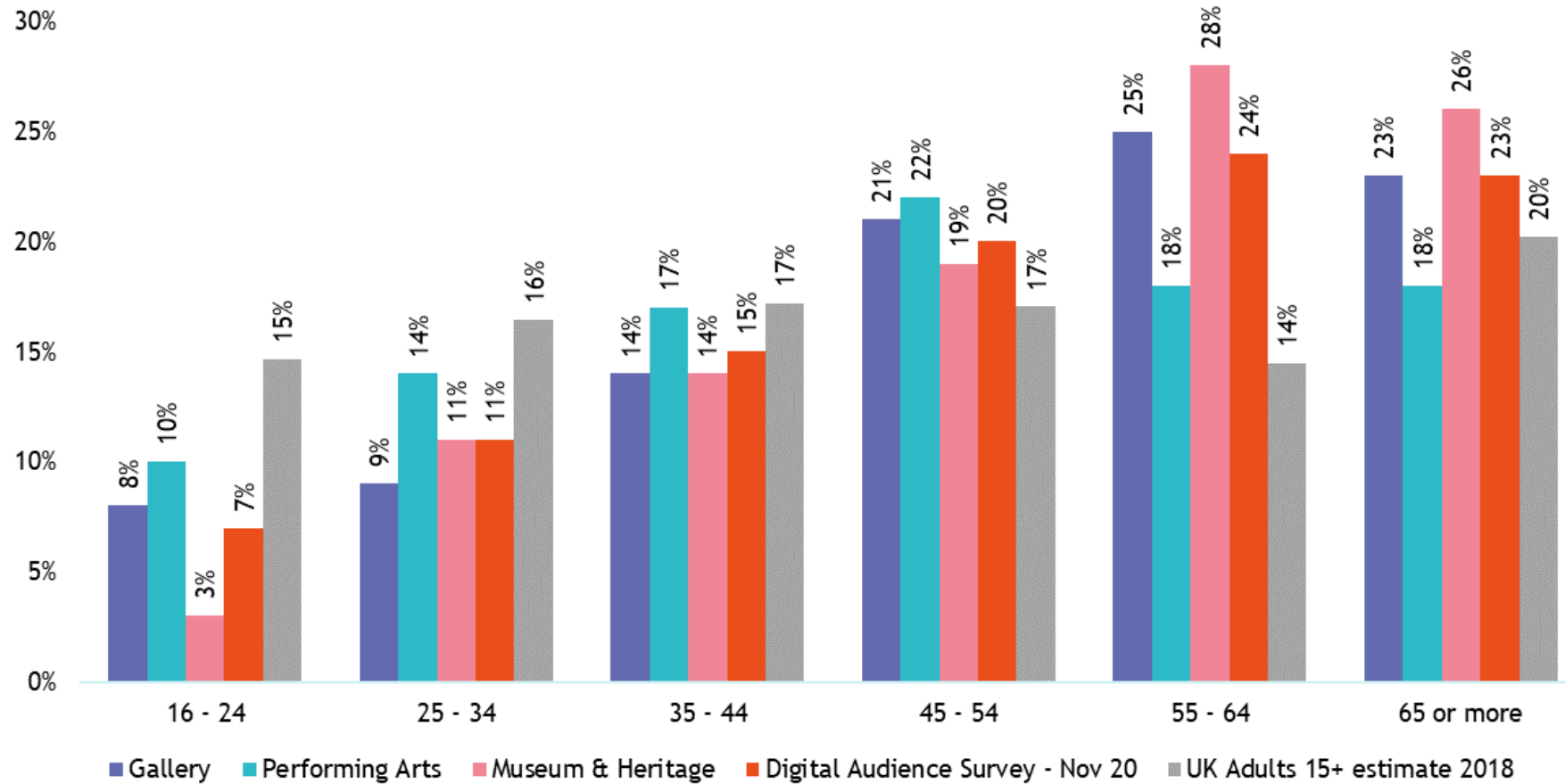
53% vs 44% overall



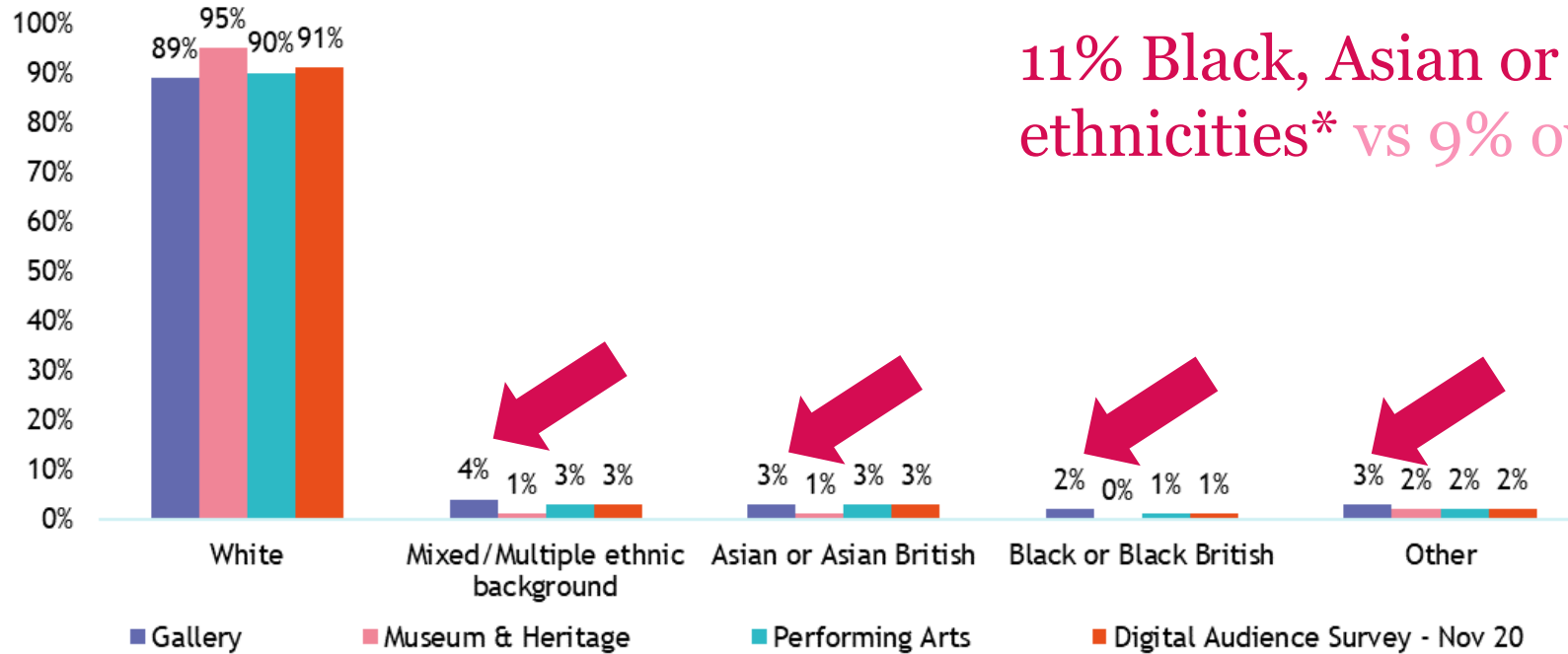


# Gallery website visitors demographics

# ...1 in 2 were aged 55 or older



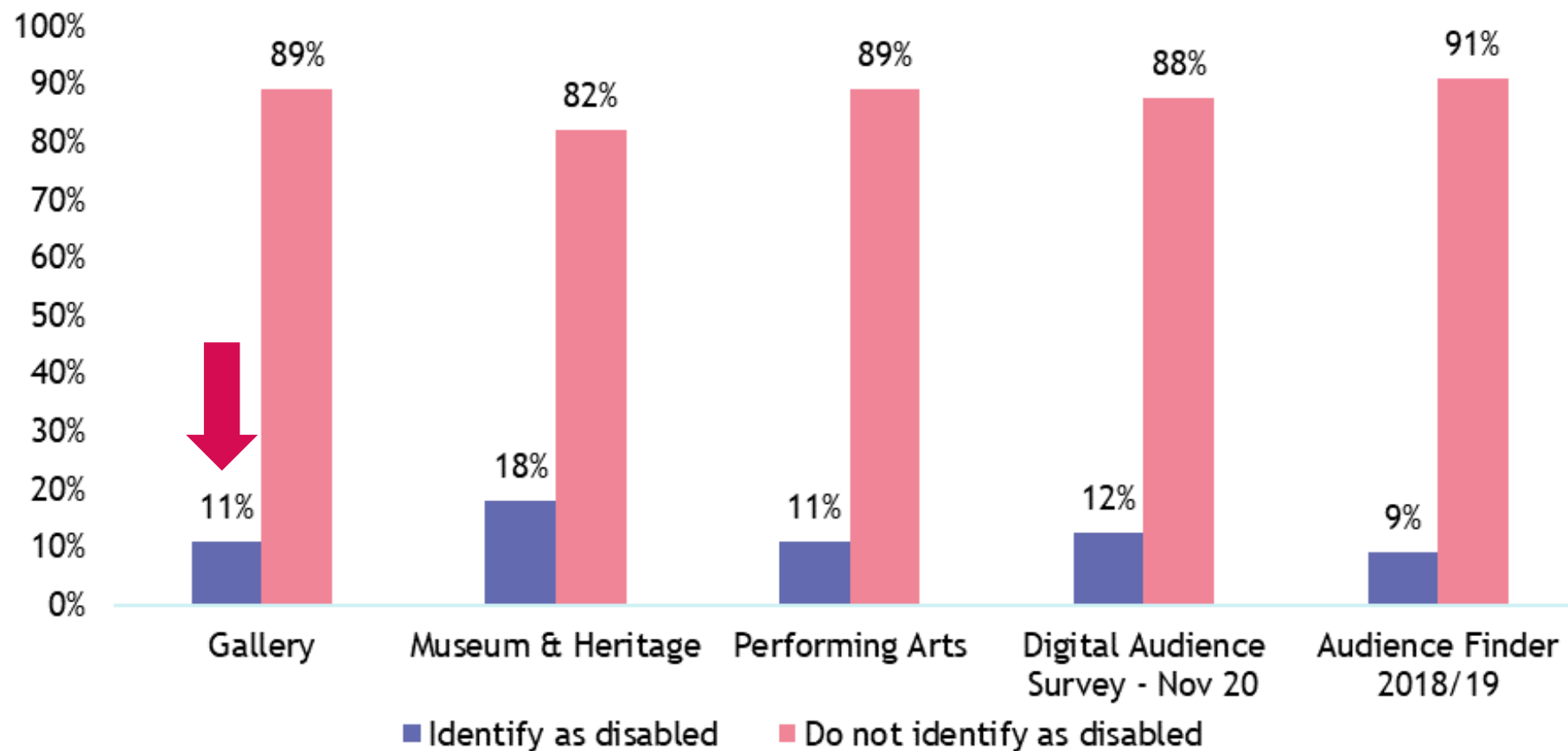
...89% identified as White, 11% Black, Asian or other minority ethnicities\*



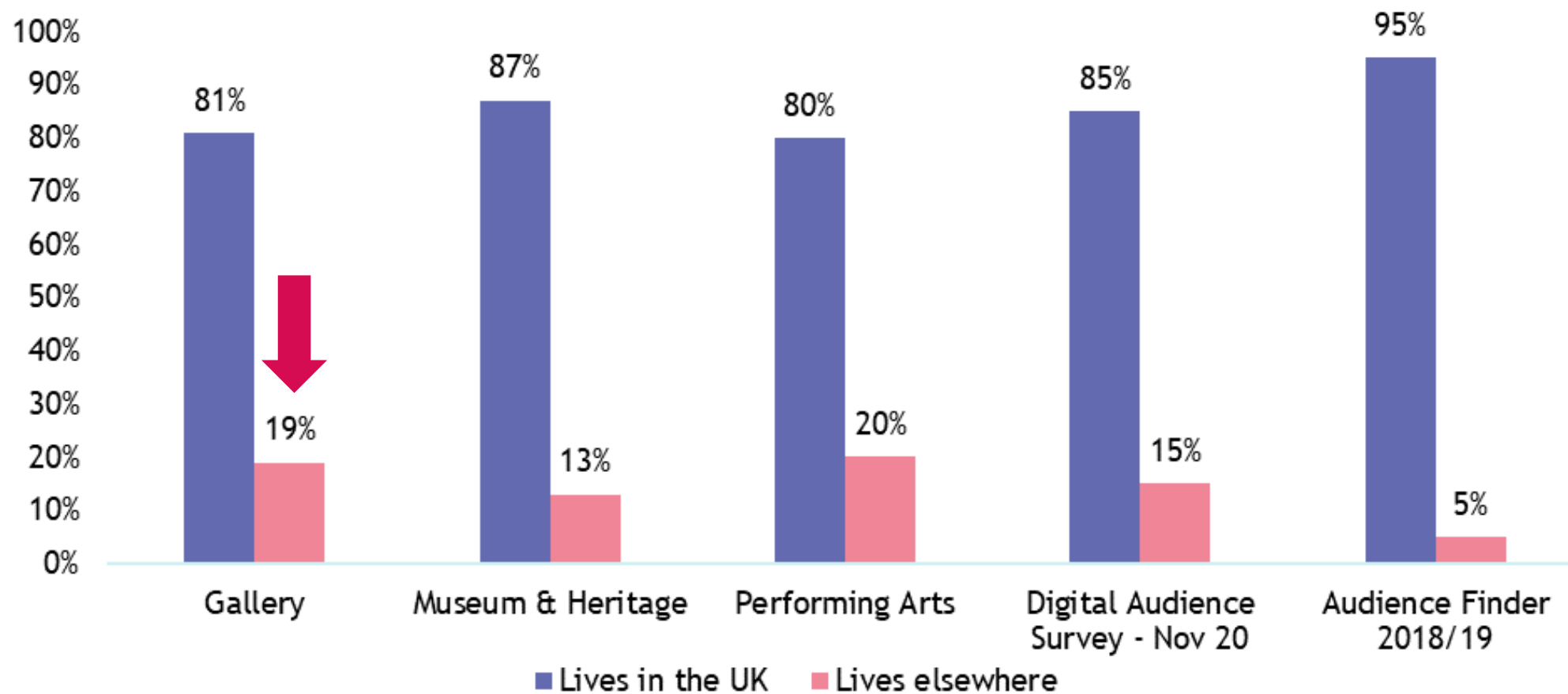
11% Black, Asian or other minority ethnicities\* vs 9% overall

\*The sample size is currently not large enough to differentiate the proportions from more specific groups.

## ...9 in 10 did not identify as disabled



# ...1 in 5 live elsewhere, outside of the UK



# Want to know more?

Get in touch: [theaudienceagency.org](http://theaudienceagency.org)  
[@audienceagents](https://twitter.com/audienceagents)

 the audience agency