Minneapolis Institute of Art

Annual Visitor Study
2016

Mia

Table of Contents

Executive Summary

Detailed Findings

Appendix

Minneapolis Institute of Art

Background
Longitudinal Study

Since 1995, Mia has conducted ten Visitor Surveys to better understand targeted audiences. Annual tracking documents Mia's longitudinal changes in visitor demographics, behaviors and attitudes, behaviors and attitudes.

1. The 1995 Visitor Survey was undertaken to identify under-represented demographic groups among Mia visitors.
   - Accordingly, strategic efforts were implemented to grow and diversify the museum's adult visitor base.
2. Results of the 2001 Visitor Survey were compared to 1995 findings to evaluate shifts in the visiting population.
   - In 2001, new survey questions addressed visitors' use of technology and their willingness to access museum information via technology.
3. The 2003 Visitor Survey found that 1 in 4 visitors was interested in receiving email notices about upcoming exhibitions, events and programs.
4. The 2004 Visitor Survey assessed behaviors and practices of two core "growth" audiences – Arts Appreciators and Cultural Connectors.
5. In 2007, Mia Marketing undertook a follow-up study of the 2004 Visitor Study.
   - Although designed for a 24-month tracking cycle, survey was conducted after 28 months due to special exhibits that would interfere with protocol.
6. The 2008 tracking study deviated from protocol because the INDIA exhibit was in progress.
   - New questions addressed social/cultural attitudes toward Mia and asked for top-of-mind Mia descriptors.
7. The 2010 study followed 2008 methodology, with specifications outlined by the Wallace Foundation grant.
   - Key analytic groups included 20 to 30 and 31 to 45 year-olds.
8. In 2011, protocol exactly replicated 2010. Four new question items addressed planning (pre-visit plans and on-site decisions) and loyalty factors (willingness to recommend and return to Mia).
9. 2012 protocol followed the past two years. A new exit survey question asked what, if any, Mia changes visitors noticed since their last visit.
10. In 2014, only visitor demographics are collected. The General Mills' GoodWorks project adds audience segmentation based on visitor motivations and insights from Falk's Museum Visitor Experience model.

Minneapolis Institute of Art

Background
Study Objectives

The 2016 survey continues to monitor visitor demographics, behaviors and attitudes and compare findings across multiple categories:

1. Categorize each survey participant by one of five visitor segments based on Falk's Visitor Experience model.
2. Provide statistically significant trends in demographics across years.
3. Review "soft" trends evident in visitor demographics from 1995 to 2016.
4. Assess visitor behaviors by frequency of visits, duration of visit, who accompanies visitor.
5. Evaluate primary reasons for visiting and visitors' top art interests.
6. Gauge usage of Mia's website and technology options.
7. Determine visitor membership status.
8. Evaluate visitor satisfaction with The Store at Mia and Agra Culture's food services.
9. Identify type of experiences during visitors' most recent visit to Mia.
10. Identify and compare respondents by:
    - Age group, household income, gender, ethnicity, household composition, Mia membership status
    - Visitor frequency, Third Thursday/Family Day attendee
    - Facilitating Socializer, Experience Seeker, Recharger, Parent Facilitator, Professional/Explorer

Minneapolis Institute of Art

Background
Methodology

Point-in-Time Testing

479 Mia Visitor surveys conducted via two formats with overlapping content:

- 216 Entrance Surveys

- 273 Exit Surveys

Daily quotas were established for completed surveys, with varying quotas each day.

Matching methodology from 2004, Mia volunteers received written protocol instructions prior to fielding surveys.

Trained volunteers approached approximately every n^{th} visitor and requested their participation.

- Visitors under age 18 or part of an organized group or class were *not approached*.

- School groups were *not approached*.

- Museum staff and volunteers were ineligible for participation.

Participants completed a self-administered, written questionnaire and returned directly to staff.

Data Collection Dates

June 7 to 19, 2016

No special exhibits were featured at the Minneapolis Institute of Art during testing time.

Key Findings
Demographics: What are the significant changes since 2004 baseline?

Average visitor age *decreases*:
- 46 to 40 years (2004 to 2016)

Ethnic diversity *climbs*:
- 89% to 77% Caucasian
- 11% to 23% Non-white

***Fewer* with BA+ degrees:**
- 73% to 61% with BA+ education

Mia membership status *declines*:
- 30% to 22% Mia members

Mia Visitor Study	Average Age	Female	Average Household Income	Households with *Any* Children	Caucasian	Education: BA+ Degree	Current Members
Trend Since Baseline	↻	↔	↔	↔	↻	↻	↻
2016	40 years ↓	61%	$82K	40%	77% ↓	61% ↓	22%
2014	42 years	61%	$84K	39%	82%	66%	18%
2012	42 years	59%	$77K	35%	86%	69%	21%
2011	39 years	59%	$70K	37%	86%	62%	19%
2010	41 years	69%	$78K	45%	86%	68%	20%
2008	46	62%	$78K	40%	88%	67%	26%
2007	46	65%	$74K	42%	88%	67%	31%
2004	46	61%	$73K	37%	89%	73%	30%
Base	462-891	458-889	421-836	455-880	449-873	463-881	431-885

↑ or ↓ indicates significantly higher/lower than previous year at 95% confidence level
↻ or ↻ indicates significantly higher/lower than 2004 baseline at 95% confidence level.

Key Findings
Mia Use and Satisfaction

Mia continues to attract a younger audience as well as draw in more who have never been to the museum.
- Notably, the younger ≤45-year-old visitors are also more ethnically diverse (31% not Caucasian) than their 45+ cohorts (10%).
- "First ever" visits are climbing – at an all-time high in 2016 and including an even mix of ≤45 and 45+ years visitors (both 27%).

Since the 2004 baseline, visiting Mia dramatically shifts to a social activity with adults and children.
- 8 of 10 visitors (81%) visit Mia with other adults, compared to just 69% in 2004.
- Visiting with children also rises from 2004 (11%) to 2016 (17%).
- Accordingly, solo visits drop by half between 2004 (26%) and 2016 (12%).

Entertainment/enjoyment (42%) persistently emerges as the number one reason to visit Mia.
- However, learning about art (27%) and bringing/being an out-of-town visitor (17%) climb significantly in 2016.

Contemporary/modern art (24%) now vies with European painting/sculpture (25%) as a primary Mia attraction.
- Significantly increased interest is also generated for Native American, African American and Islamic art – perhaps fueled by a more diverse audience.

Reported visits to the permanent galleries (78%) falls from its historical high in 2012 (85%).
- Viewing a special exhibition (34% *although there was none*) and shopping The Store at Mia (29%) are distant secondary experiences.

Minneapolis Institute of Art

Key Findings
Mia Use and Satisfaction

Exceptional recommendation and satisfaction ratings hold steady over time. Likelihood to return in 6 months dips slightly.

- 93% extremely/very likely to recommend Mia to friends, family, co-workers
- 92% extremely/very satisfied with their Mia experience
- 69% extremely/very likely to revisit Mia within the next 6 months
- Highest ratings are consistently assigned by those who have visited within the past 6 months.

Visitors report improved satisfaction with Agra Culture Café compared to D'Amico's ArtsBreak.

% Extremely/Very Satisfied	2012 D'Amico ArtsBreak	2016 Agra Culture Café	2012 D'Amico Mezzanine	2016 Agra Culture Restaurant
Food quality	59%	82%↑	85%	67%
Open hours	67%	77%	72%	60%
Décor/ambiance	61%	76%	80%	83%
Food selection	37%	67%↑	70%	50%
Price	36%	55%	70%	67%
Base	38	33	40	6*

Minneapolis Institute of Art

Key Findings
Communication and Technology

Word-of-mouth holds firmly as Mia's most powerful communication channel – used by 45% of visitors in 2016.
- Social media usage doubles since 2012 (14% to 27%); Mia mailings/brochures/postcards also rise significantly from 3% to 14%.
- By age group, the strongest channels for ≤45 year-olds are WOM (51%), Mia visits (43%) and social media (38%).
- Although their 45+ cohorts also rely most on WOM (36%), next is Mia's website (32%) and Mia visits (26%).

Website queries remain steady; half of Mia's visitors (49%) accessed the site 1 to 5 times in the past year.
- Users' top website searches seek information on exhibitions (69%), artists (35%) and museum visiting logistics (33%).
- An encouraging indicator, the proportion of visitors who have *never* used the website has *declined* since baseline (48% to 37%).

Media usage in the museum continues to rise as additional technologies become available to visitors.
- In 2016, significantly more visitors are using the Museum Directory (24%), iPads in the galleries (21%) and Wi-Fi (15%).

Minneapolis Institute of Art

Demographics
Who is visiting Mia?

Falk's Museum Visitor Experience
Audience Segments

In 2016, Facilitating Socializers (13%) and Experience Seekers (12%) comprise 1 in 4 survey participants.

Despite some shifts across groups, the overall distribution remains relatively unchanged from 2013 to 2016.

Recharger: 52%, 44%, 50%
Professional/Explorer: 27%, 19%, 19%
Facilitating Socializer: 6%, 9%, 13%
Experience Seeker: 7%, 17%, 12%
Parent Facilitator: 8%, 10%, 6%

■ 2013 ■ 2014* ■ 2016

Please see the separate "Which Best Describes You?" sheet and check one number that describes you.[See Appendix for descriptions.]
* % from January 2014 GoodWorks Follow-up Study
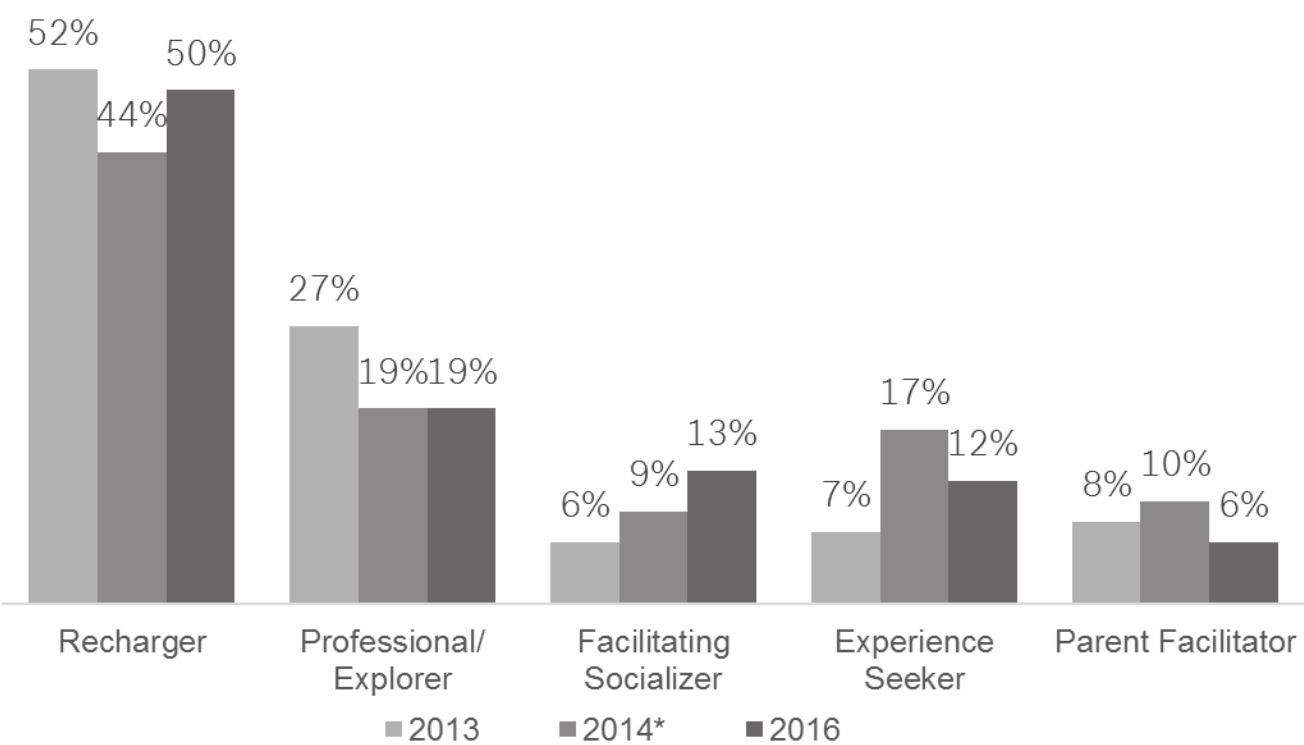
Visitor Ages

Mia is clearly attracting a younger audience, now recording a majority (62%) who are 45 years and younger.

Mean Age	46	46	37↓	37↓	36↓

	Pro/ Explorer	Experience Seeker	Recharger	Facilitating Socializer	Parent Facilitator
46+ Years	54%	52%	32%	29%	14%
45 and Younger	46%	48%	68% ↑	71% ↑	86% ↑

Mean Age	NA	NA	46	46	46	41	39↓	42	42	40↓

	1995	2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2014	2016
46+ Years	48%	66%	51%	52%	55%	51%	41%	38%	45% ↑	41%	38%
45 Years and Younger	52%	34%	49%	48%	45%	49%	59%	62%	55% ↓	59%	62%
Base	522	488	467	467	494	508	511	891	557	536	462

↑↓ significantly higher/ lower than previous year or other "need state"

⬆⬇ significantly higher/ lower than 2010 baseline

Minneapolis Institute of Art

Gender

Gender distribution has lost some ground, now back to the 60/40 female/male ratio recorded at 2004 baseline.

	Parent Facilitator	Facilitating Socializer	Recharger	Pro/Explorer	Experience Seeker	
Male	46%	45%	41%	38%	25%	■ Male
Female	54%	55%	59%	62%	75% ↑	■ Female

	1995	2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2014	2016	
Male	30%	34%	33%	39%	35%	38%	31% ↓ ⦶	41% ↑	36%	39%	39%	■ Male
Female	70%	66%	67%	61%	66%	62%	69% ↑ ⦵	59% ↓	64%	61%	61%	■ Female
Base	522	488	467	456	510	526	517	889	553	529	458	

↑↓ significantly higher/ lower than previous year or other "need state"

⦵ ⦶ significantly higher/ lower than 2004 baseline

Minneapolis Institute of Art

Household Composition

Household composition continues to change since the 2004 baseline – more children 18 and under (28%) and fewer households with no children (60%).
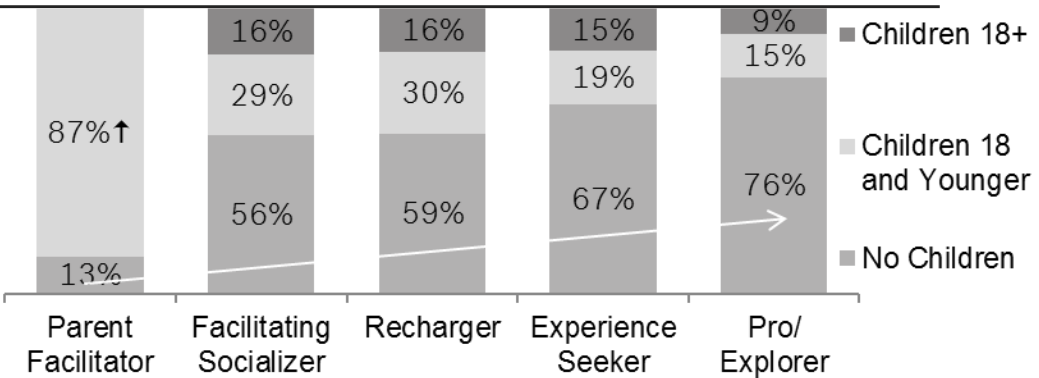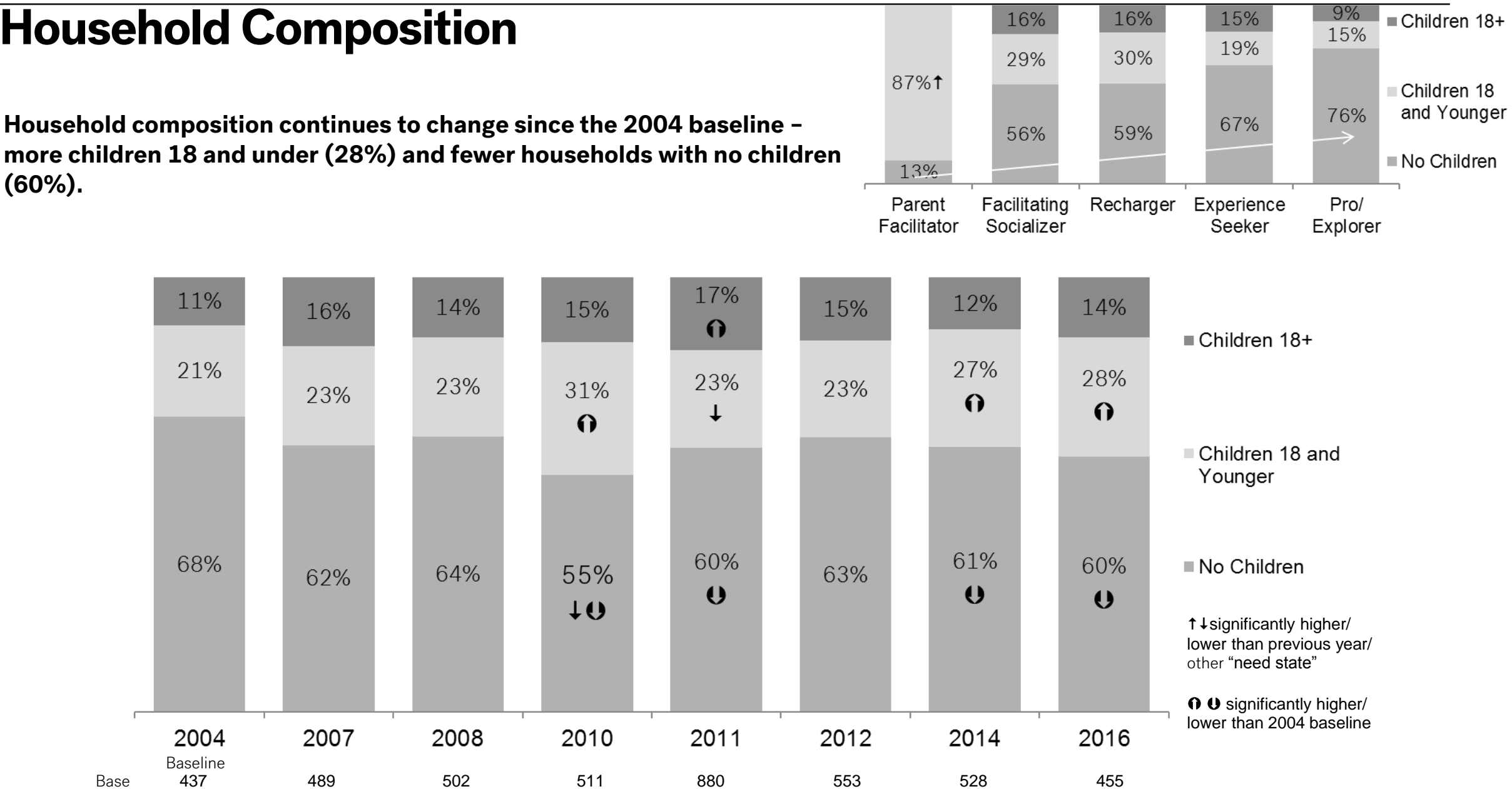
Household Income

2016 visitors' average household income ($82K) holds steady since last measurement – *no* significant change in average income since 2010.

	Recharger	Experience Seeker	Facilitating Socializer	Pro/ Explorer	Parent Facilitator
Mean	$75K	$83K	$81K	$88K	$112K↑
Median	$56K	$68K	$64K	$81K	$106K

Stacked bars by need state:
- **Recharger:** $150K+ 12%, $75 to $149K+ 22%, <$75K 56%, Not Employed 10%
- **Experience Seeker:** $150K+ 12%, $75 to $149K+ 28%, <$75K 55%, Not Employed 5%
- **Facilitating Socializer:** $150K+ 11%, $75 to $149K+ 27%, <$75K 52%, Not Employed 10%
- **Pro/ Explorer:** $150K+ 13%, $75 to $149K+ 33%, <$75K 39%, Not Employed 15%
- **Parent Facilitator:** $150K+ 14%, $75 to $149K+ 59%, <$75K 18%, Not Employed 9%

Legend: ■ $150K+ ■ $75 to $149K+ ■ <$75K ■ Not Employed

	2004 Baseline	2007	2008	2010	2011	2012	2014	2016
Mean	$73K	$74K	$78K	$78K	$70K↓	$77K↑	$84K	$82K
Median	$60K	$61K	$65K	$64K	$56K	$60K	$66K	$67K

Stacked bars by year:
- **2004:** $150K+ 8%, $75 to $149K+ 29%, <$75K 63%
- **2007:** $150K+ 10%, $75 to $149K+ 31%, <$75K 59%
- **2008:** $150K+ 13% ⬆, $75 to $149K+ 30%, <$75K 57%
- **2010:** $150K+ 10%, $75 to $149K+ 27%, <$75K 51%, Not Employed 12%
- **2011:** $150K+ 9%, $75 to $149K+ 21% ↓, <$75K 55%, Not Employed 15%
- **2012:** $150K+ 11%, $75 to $149K+ 24%, <$75K 53%, Not Employed 13%
- **2014:** $150K+ 14%, $75 to $149K+ 25%, <$75K 52%, Not Employed 9%
- **2016:** $150K+ 13%, $75 to $149K+ 28%, <$75K 49%, Not Employed 11%

Base	435	457	477	479	836	513	501	421

Legend: ■ $150K+ ■ $75 to $149K+ ■ <$75K ■ Not Employed*

↑↓ significantly higher/ lower than previous year/ other "need state"

⬆ ⬇ significantly higher/ lower than 2004 baseline

Minneapolis Institute of Art

15

Ethnicity

Ethnic diversity continues to climb in 2016, marking two consecutive measures of significant growth.

Nearly 1 in 4 visitors (23%) are *not* Caucasian. See Appendix for complete distribution.

Notably, those ≤45 years are most ethnically diverse (31%).

	Recharger	Experience Seeker	Pro/ Explorer	Facilitating Socializer	Parent Facilitator
Other	19%	20%	20%	33%↑	43%↑
Caucasian	81%↑	80%	80%	67%	57%

	1995	2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2014	2016
Non-white	6%	3%	9%	11%	12%	12%	14%	14%	14%	18%	23%
Caucasian	94%	97%	91%	89%	88%	88%	86%	86%	86%	82%	77%
Base	522	478	469	467	500	503	511	873	544	533	449

↑↓ significantly higher/ lower than previous year/ other "need state"

⌒⌄ significantly higher/ lower than 2004 baseline

Education

Educational levels of Mia visitors remain high, yet the proportion of those *not* graduating from college (39%) has increased significantly over time.

	Facilitating Socializer	Recharger	Parent Facilitator	Experience Seeker	Pro/ Explorer	
BA+	54%	56%	56%	69%	73%↑	■ BA+
<College Grad	46%	44%	44%	31%	27%	■ <College Grad

■ BA+

2004	2007	2008	2010	2011	2012	2014	2016
73%	67% ◑	67% ◑	68%	61% ◑	69%	66% ◑	61% ◑
27%	33% ◓	33% ◓	32%	39% ◓	31% ↓	34% ◓	39% ◓

■ <College Graduate

↑↓ significantly higher/ lower than previous year/ other "need state"

◓ ◑ significantly higher/ lower than 2004 baseline

	2004	2007	2008	2010	2011	2012	2014	2016
	Baseline							
Base	466	506	518	514	881	546	534	463

Minneapolis Institute of Art

Mia Membership

• **Non-member visitors maintain a steady 4 to 1 lead over Mia members.**

	Pro/ Explorer	Experience Seeker	Facilitating Socializer	Recharger	Parent Facilitator
Yes	29%↑	26%	21%	17%	17%
No	71%	74%	79%	83%	83%

	1995	2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2014	2016
Yes	28%	33%	31%	30%	31%	26%	20%	19%	21%	18%	22%
No	72%	57%	69%	70%	69%	74%	80%	81%	79%	82%	78%
Base	522	488	467	431	480	528	511	885	551	532	454

↑↓ significantly higher/ lower than previous year/ other "need state"

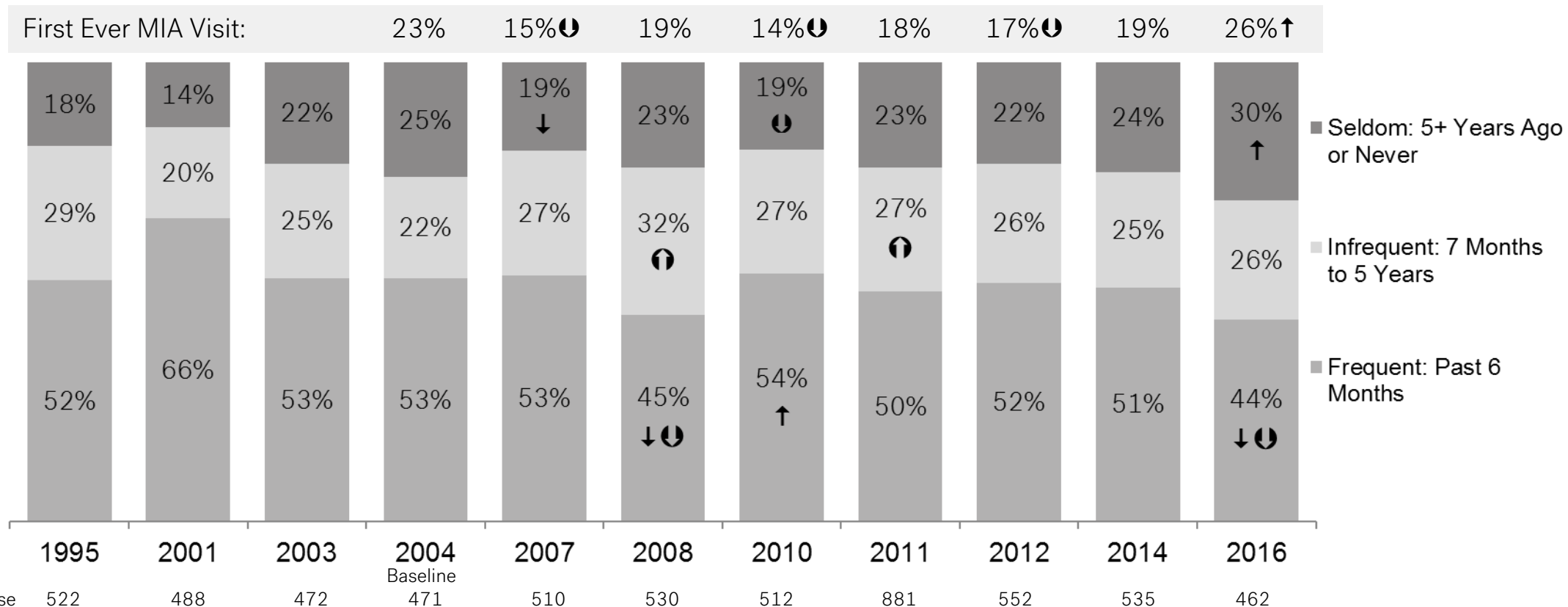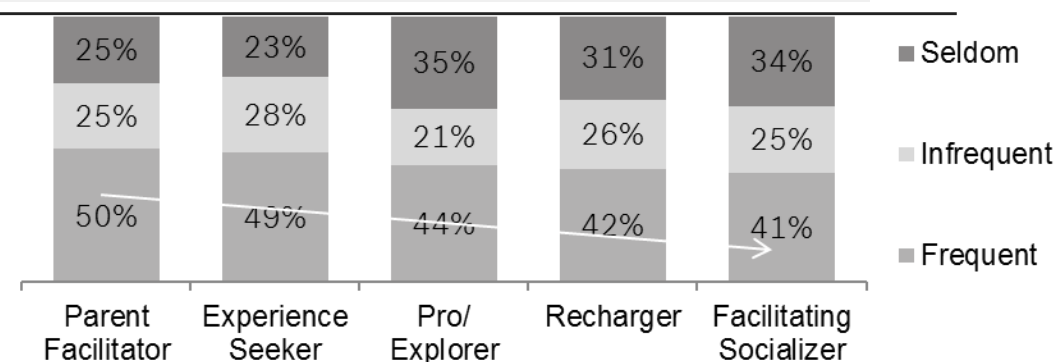◖↑ ◖↓ significantly higher/ lower than 2004 baseline

Use and Satisfaction
How do visitors use and perceive Mia?

Visiting Frequency

Mia hits an all-time high with more than 1 in 4 (26%) "first ever" visitors.

	Parent Facilitator	Experience Seeker	Pro/ Explorer	Recharger	Facilitating Socializer
■ Seldom	25%	23%	35%	31%	34%
■ Infrequent	25%	28%	21%	26%	25%
■ Frequent	50%	49%	44%	42%	41%

First Ever MIA Visit:

	1995	2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2014	2016
First Ever MIA Visit			23%	15% ↻	19%	14% ↻	18%	17% ↻	19%	26% ↑	
■ Seldom: 5+ Years Ago or Never	18%	14%	22%	25%	19% ↓	23%	19% ↻	23%	22%	24%	30% ↑
■ Infrequent: 7 Months to 5 Years	29%	20%	25%	22%	27%	32% ↻	27%	27% ↻	26%	25%	26%
■ Frequent: Past 6 Months	52%	66%	53%	53%	53%	45% ↓↻	54% ↑	50%	52%	51%	44% ↓↻
Base	522	488	472	471	510	530	512	881	552	535	462

Minneapolis Institute of Art

Visits With

Visiting Mia has become a group social activity since 2014, now including more children and accompanying adults.

	Recharger	Pro/Explorer	Facilitating Socializer	Parent Facilitator	Experience Seeker
Children	11%	7%	20%	62%	21%
Alone	12%	15%	13%		11%
Adult(s)	82%	82%	80%	79%	75%

	1995	2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2014	2016
Children	10%	9%	12%	11%	12%	8%	18% ↑	11% ↓	15% ↑	19%	17%
Alone	21%	23%	20%	26%	17%	16%	13%	14%	16%	18%	12%
Adult(s)	70%	68%	66%	69%	78%	79%	78%	81%	77%	72%	81%
Base	522	518	472	473	506	521	516	893	553	535	476

Minneapolis Institute of Art

Primary Reason for Today's Visit

Entertainment/enjoyment persists as the #1 reason to visit Mia.

Since 2004, however, significantly more visitors report their reason to visit as learning more about art (27%) or bringing/being an out-of-town visitor (17%).

Programs and Services	2004 Baseline	2007	2008	2010	2011	2012	2014	2016	Trend since 2004 Baseline
Entertainment/enjoyment	34%	54% ↑	35% ↓	44% ↑◖	57% ↑◖	51% ◖	51%	42%	↑
Visiting from out of town	16%	13%	13%	7% ◖	10%	12%	5%	27% ◖	↑
Learn about art	8%	15% ↑	16% ◖	14% ◖	17% ↑◖	16% ◖	12%	17% ◖	↑
Participate in a tour	5%	4%	4%	3%	3%	3%	2%	8% ◖	↔
See special exhibition	21%	9% ↓	21% ↑ INDIA	14%	8% ↓◖	11% ◖	10%	4% ◖	↔
Attend Third Thursday event (new 2010)	–	–	–	13%	4% ↓	0% ↓	2%	4%	↔
Eat/drink in restaurant/coffee shop	4%	2%	3%	6%	2%	4%	3%	4%	↔
Complete a class assignment	9%	2%	10%	6%	5%	7%	4%	2%	↔
Shop in museum store/Store at Mia	3%	3%	4%	3%	2%	3%	3%	2%	↔
Attend Family Day event (new 2014)	–	–	–	–	–	–	14%	2%	↓
Base	215	264	205	264	471	261	258	214	

Minneapolis Institute of Art

Art Most Interested in Seeing Today

Contemporary/modern art now vies with European painting/sculpture as the primary Mia attraction.
Significantly increased interest is generated for Native American, African American and Islamic art – perhaps fueled by the more diverse Mia audience. Notably, very few differences in art interests are recorded by Falk segment, age, income or ethnicity.

Art Most Interested In	1995	2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2016	Trend 2004 Baseline
European painting/sculpture	46%	26%	23%	23%	32% ⊙	25%	29%	31% ⊙	34% ⊙	25% ↓	↔
Contemporary/modern						New question in 2012			15%	24% ↑	↑
Photography	6%	8%	7%	14%	22% ⊙	19%	18%	24% ⊙	16%	18%	↔
Asian art	2%	6%	6%	20%	6% ↓	9% ⊙	8% ⊙	9% ⊙	12% ⊙	18% ↑	↔
Prints and drawings	11%	7%	10%	10%	13%	9%	11%	16% ⊙	13%	12%	↔
Native American art	5%	3%	9%	4%	5%	4%	14% ↑⊙	8% ↓⊙	5%	12% ⊙	↑
Art by Minnesota artists	–	–	1%	4%	4%	4%	5%	7%	6%	8%	↔
American art	5%	5%	12%	8%	9%	7%	9%	7%	9%	7%	↔
Textiles	2%	7%	2%	3%	4%	2%	4%	2%	3%	7%	↔
African American art	–	–	–	2%	2%	1%	2%	-	-	7% ⊙	↔
Islamic art	–	–	–	1%	1%	2%	2%	3%	2%	6% ⊙	↔
Decorative arts	2%	12%	0%	3%	5%	3%	7% ↑⊙	7% ⊙	4%	5%	↔
African art	–	–	–	4%	3%	4%	10% ↑⊙	3% ↓	3%	5%	↔
Base	267	243	242	228	260	230	264	478	270	215	

Programs and Services Experienced

Visits to the permanent galleries remain the predominant experience for Mia visitors.
Shopping and refreshment stops decline in 2016, also showing a gradual decrease since 2004 baseline.

With the exception of 2008, no special exhibitions have been on display during data collection periods, suggesting that visitors remain unclear about the designation of "special exhibition" or that they perceive all program opportunities as "special."

Programs and Services	1995	2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2016	Trend 2004 Baseline
Permanent galleries	70%	72%	80%	78%	79%	74%	79%	78%	85%↑⟳	78% ↓	↔
Special exhibition	44%	56%	40%	35%	15% ↓	33% ↑ INDIA	38%	30% ↓	29%	34%	↔
Museum shop/Store at Mia	49%	64%	58%	46%	50%	35% ⟳	30% ⟳	32% ⟳	32% ⟳	29% ⟳	↓
Restaurant or coffee shop	26%	31%	25%	26%	33%	35% ⟳	28%	24%	32% ↑	19%↓⟳	↓
Computer/directory/video program/ learning station/video	15%	11%	19%	13%	11%	13%	19% ⟳	17%	14%	13%	↔
Participated in a tour	–	–	8%	6%	12%↑	15% ⟳	8% ↓	11% ⟳	12% ⟳	10%	↑
Lecture or class	6%	7%	3%	7%	9%	3% ↓	4%	8%	5%	<1% ⟳	↓
Attended Third Thursday	–	–	–	–	–	–	9%	3% ↓	2%	4%	↔
Attended Family day	–	–	–	–	–	–	–	–	–	4%	NA
Visited Family Center	–	–	8%	4%	2%	3%	7%	3% ↓	7%↑	3%	↔
Base	255	238	226	241	240	294	254	420	284	265	

Minneapolis Institute of Art

How Planned Today's Visit

The majority of Mia visitors decide what to see and do at the museum once they arrive.

Younger visitors (≤45 years) are more likely than their older cohorts to decide once they have arrived and started touring.

Professionals/explorers are most likely to use brochures (34%) compared to Facilitating Socializers (9%). No other groups post differences in the sources used for decision-making.
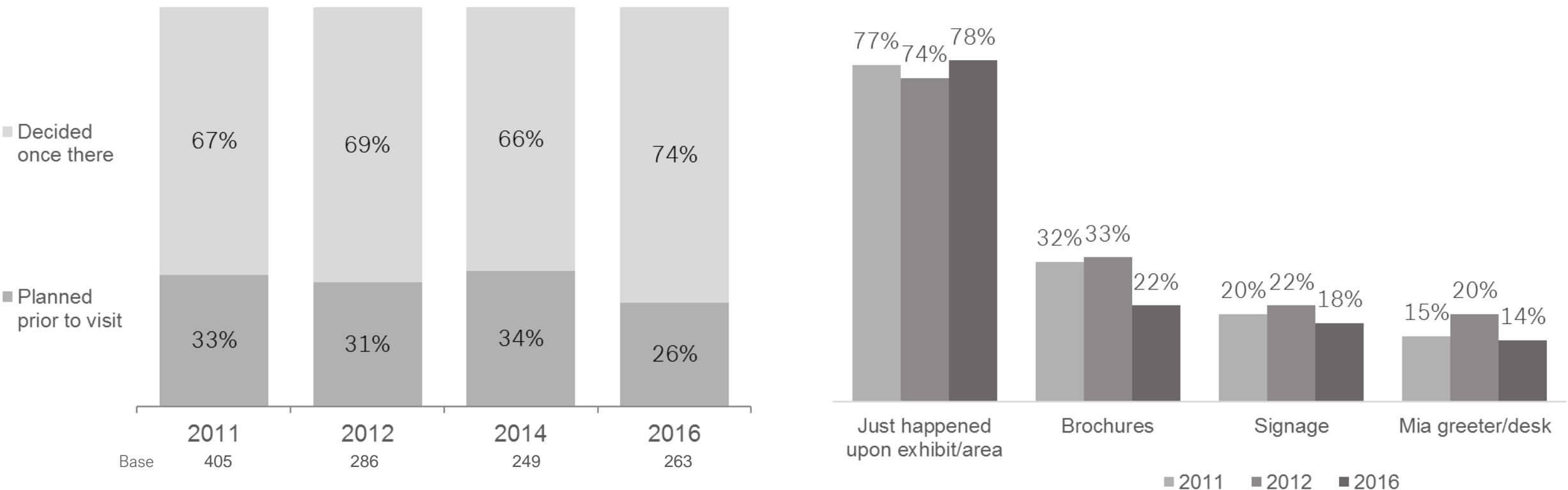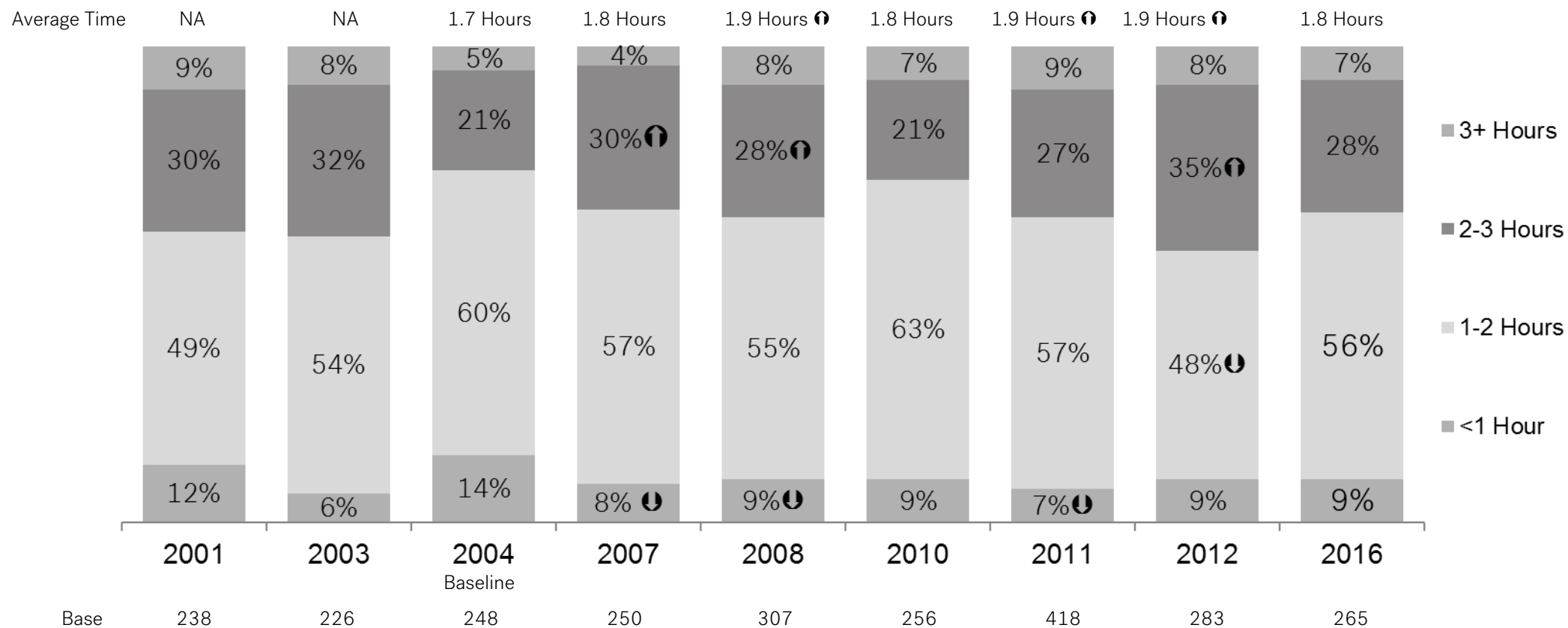
Time Spent in Museum

Visitors continue to average nearly two hours in the museum. Average time spent is significantly greater for the following groups:

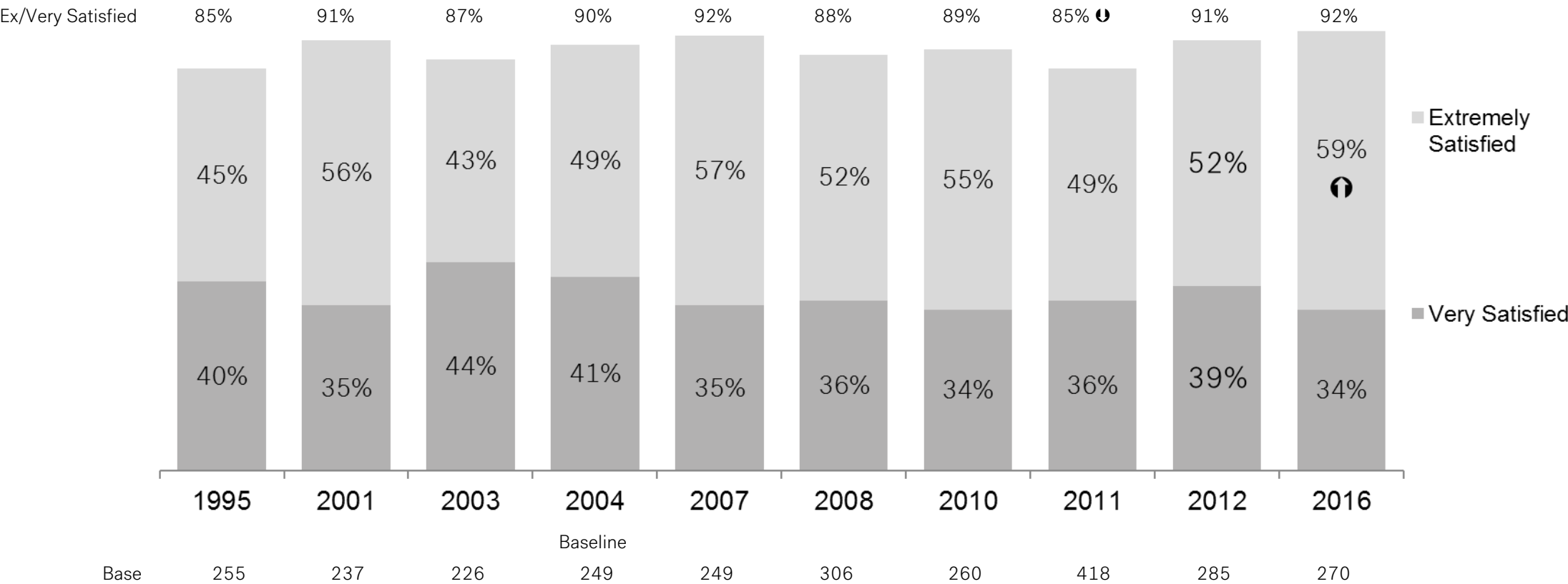Age 46+ years (2.1 hours) vs. ≤45 years (1.7 hours)

Pro/Explorers (2.1 hours) vs. Socializing Facilitators and Rechargers (both 1.7 hours)

Last visit to Mia at 5+ years or never (2.0 hours) vs. visit within past 6 months (1.7 hours)

Average Time	NA	NA	1.7 Hours	1.8 Hours	1.9 Hours ⬦	1.8 Hours	1.9 Hours ⬦	1.9 Hours ⬦	1.8 Hours

Chart legend: ■ 3+ Hours, ■ 2-3 Hours, ■ 1-2 Hours, ■ <1 Hour

	2001	2003	2004 (Baseline)	2007	2008	2010	2011	2012	2016
3+ Hours	9%	8%	5%	4%	8%	7%	9%	8%	7%
2-3 Hours	30%	32%	21%	30%⬦	28%⬦	21%	27%	35%⬦	28%
1-2 Hours	49%	54%	60%	57%	55%	63%	57%	48%⬦	56%
<1 Hour	12%	6%	14%	8%⬦	9%⬦	9%	7%⬦	9%	9%
Base	238	226	248	250	307	256	418	283	265

Minneapolis Institute of Art
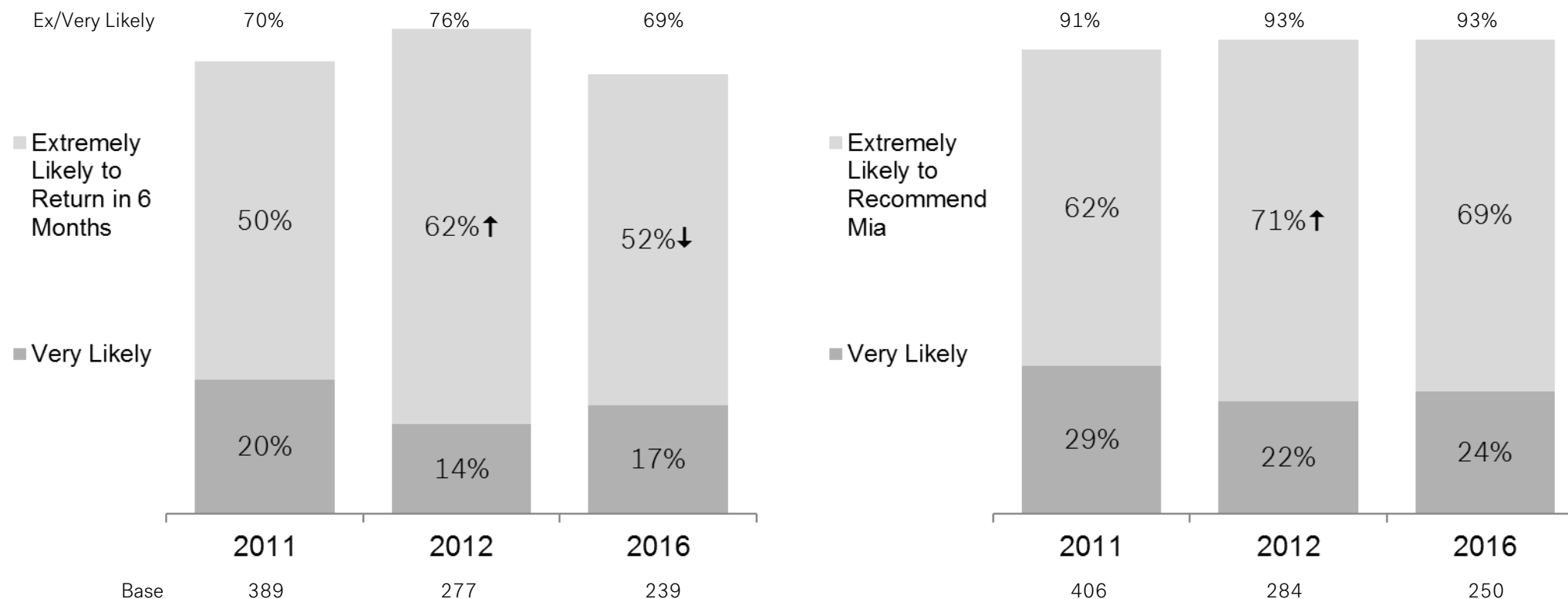
Overall Satisfaction with Mia Visit

2016 visitors record the highest share of "Extremely Satisfied" ratings (59%) since initial measurement.

No significant differences are indicated by any visitor age groups – Falk segment, age, membership, ethnicity, income, children.

Ex/Very Satisfied

	1995	2001	2003	2004	2007	2008	2010	2011	2012	2016
Ex/Very Satisfied	85%	91%	87%	90%	92%	88%	89%	85%	91%	92%
Extremely Satisfied	45%	56%	43%	49%	57%	52%	55%	49%	52%	59%
Very Satisfied	40%	35%	44%	41%	35%	36%	34%	36%	39%	34%

Baseline (2004)

| Base | 255 | 237 | 226 | 249 | 249 | 306 | 260 | 418 | 285 | 270 |

Minneapolis Institute of Art

Willingness to Return and Recommend Mia

2016 loyalty scores are slightly lower for likelihood to return in the next 6 months (69%) but willingness to recommend Mia to friends and family (93%) remains very strong.
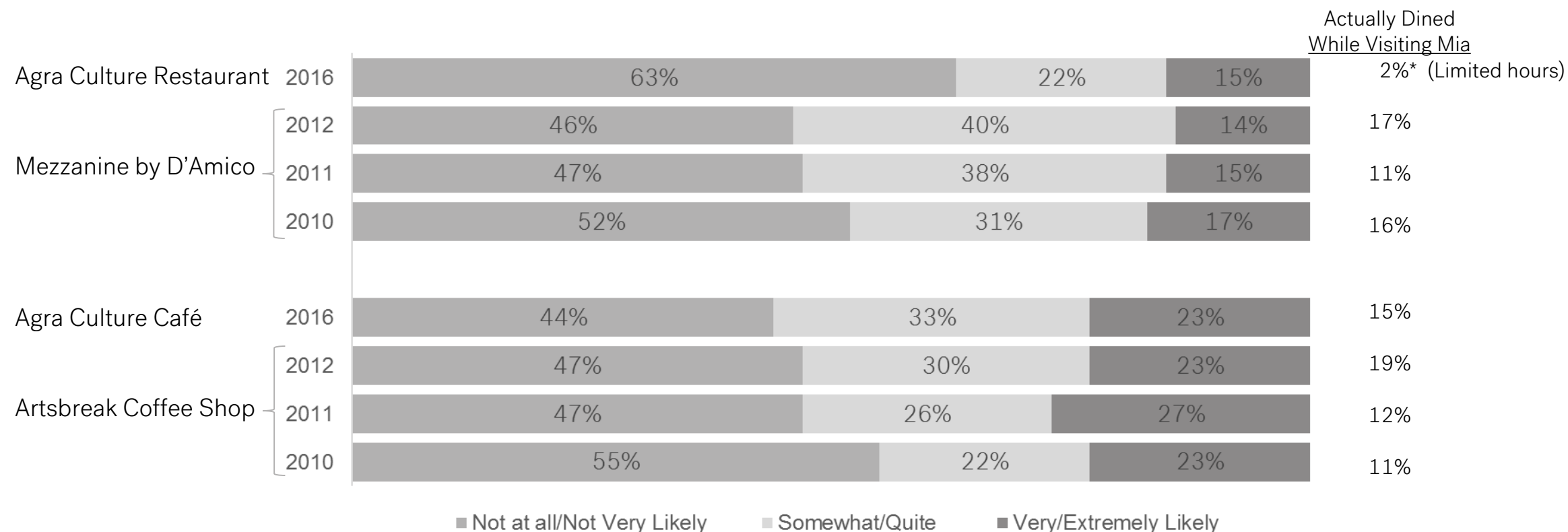
Significantly higher likelihood to return is evident for Mia members (98%) and those who last visited within 6 months (95%).

Similarly, strongest willingness to recommend is posted by Professional/Explorers (100%).

Ex/Very Likely	70%	76%	69%

- Extremely Likely to Return in 6 Months
  - 50%
  - 62%↑
  - 52%↓
- Very Likely
  - 20%
  - 14%
  - 17%

	2011	2012	2016
Base	389	277	239

	91%	93%	93%

- Extremely Likely to Recommend Mia
  - 62%
  - 71%↑
  - 69%
- Very Likely
  - 29%
  - 22%
  - 24%

2011	2012	2016
406	284	250

Minneapolis Institute of Art

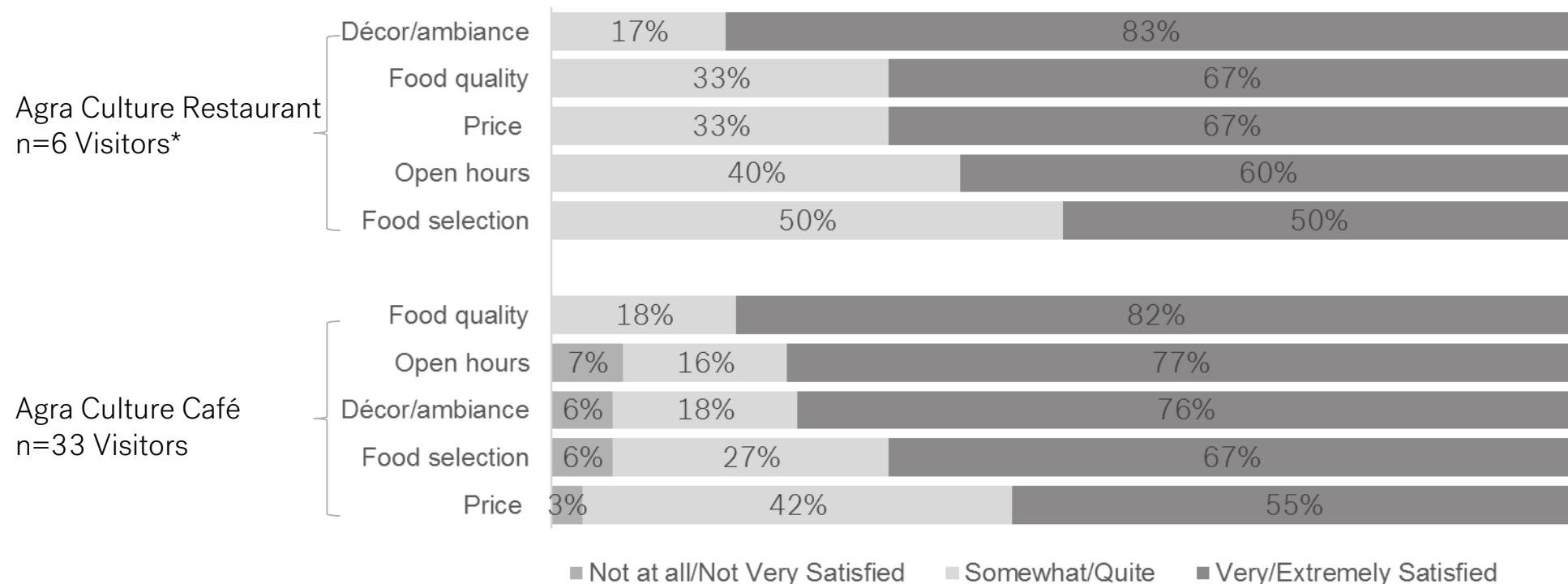# Likeliness to Purchase Food/Beverages

Intent to eat at Agra Culture restaurant and café is higher than actual occurrence, similar to trends seen with D'Amico.

Consistent over time, roughly half of all visitors have little or no intention of eating at either eatery.

Actually Dined
While Visiting Mia

		Not at all/Not Very Likely	Somewhat/Quite	Very/Extremely Likely	Actually Dined While Visiting Mia
Agra Culture Restaurant	2016	63%	22%	15%	2%* (Limited hours)
Mezzanine by D'Amico	2012	46%	40%	14%	17%
	2011	47%	38%	15%	11%
	2010	52%	31%	17%	16%
Agra Culture Café	2016	44%	33%	23%	15%
Artsbreak Coffee Shop	2012	47%	30%	23%	19%
	2011	47%	26%	27%	12%
	2010	55%	22%	23%	11%

■ Not at all/Not Very Likely   ■ Somewhat/Quite   ■ Very/Extremely Likely

Minneapolis Institute of Art

2016 Satisfaction with Agra Culture

Visitors are generally more satisfied with Agra Culture Café; yet very few visitors rated the Agra Culture Restaurant due to its limited hours.
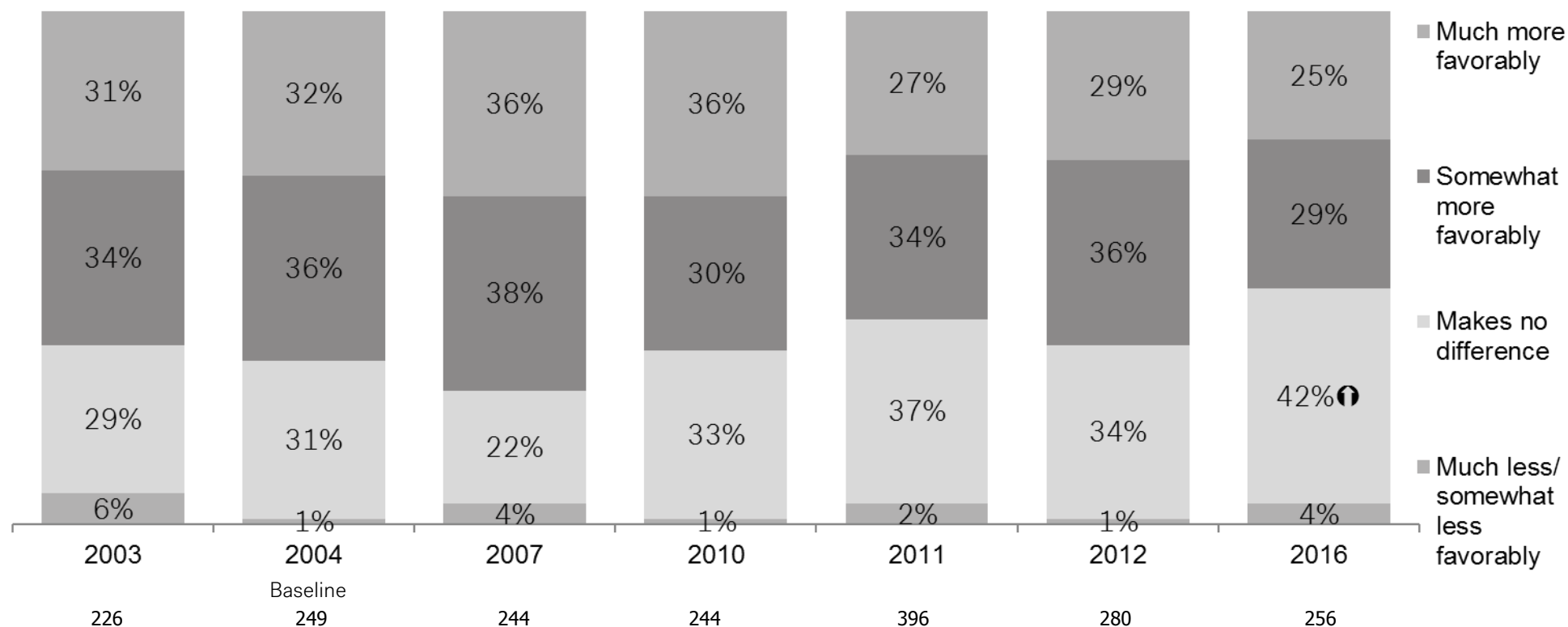

Agra Culture Restaurant
n=6 Visitors*

	Somewhat/Quite	Very/Extremely Satisfied
Décor/ambiance	17%	83%
Food quality	33%	67%
Price	33%	67%
Open hours	40%	60%
Food selection	50%	50%

Agra Culture Café
n=33 Visitors

	Not at all/Not Very Satisfied	Somewhat/Quite	Very/Extremely Satisfied
Food quality		18%	82%
Open hours	7%	16%	77%
Décor/ambiance	6%	18%	76%
Food selection	6%	27%	67%
Price	3%	42%	55%

■ Not at all/Not Very Satisfied ■ Somewhat/Quite ■ Very/Extremely Satisfied

Minneapolis Institute of Art

Perceptions of Significant Changes

New art and gallery reorganization top the list of Mia changes noted by June 2016 visitors.

Changes Noted by Visitor	2016
Nothing/not too much	33%
New/updated/different art	14%
Reorganized/reordered galleries, displays, art	12%
More technology	3%
Particular exhibit removed/reduced in size	3%
Gift shop changes	2%
Lobby renovation	2%
Base	152

Minneapolis Institute of Art

Perceptions of Corporate Sponsorship

Increasing over time, more than 2 of 5 visitors (42%) currently report that it "makes no difference" whether a corporation sponsors museum programs.

Notably, sponsorship is more important to Mia members than non-members. However, no additional differences are recorded by any other categories.

								Legend
	31%	32%	36%	36%	27%	29%	25%	■ Much more favorably
	34%	36%	38%	30%	34%	36%	29%	■ Somewhat more favorably
	29%	31%	22%	33%	37%	34%	42%◑	■ Makes no difference
	6%	1%	4%	1%	2%	1%	4%	■ Much less/ somewhat less favorably
	2003	2004 Baseline	2007	2010	2011	2012	2016	
Base	226	249	244	244	396	280	256	

Communications and Technology
How are visitors connecting with Mia?

How Learn about Mia

Word-of-mouth persists as Mia's most powerful communication channel. Social media, Mia mailings and digital rise in 2016.
Strongest media for ≤45 year-olds is WOM (51%), Mia visits (43%) and social media (38%).
Their 45+ cohorts also rely on WOM (36%) but next is Mia's website (32%), Mia visits (26%), articles in newspaper/magazine (23%).
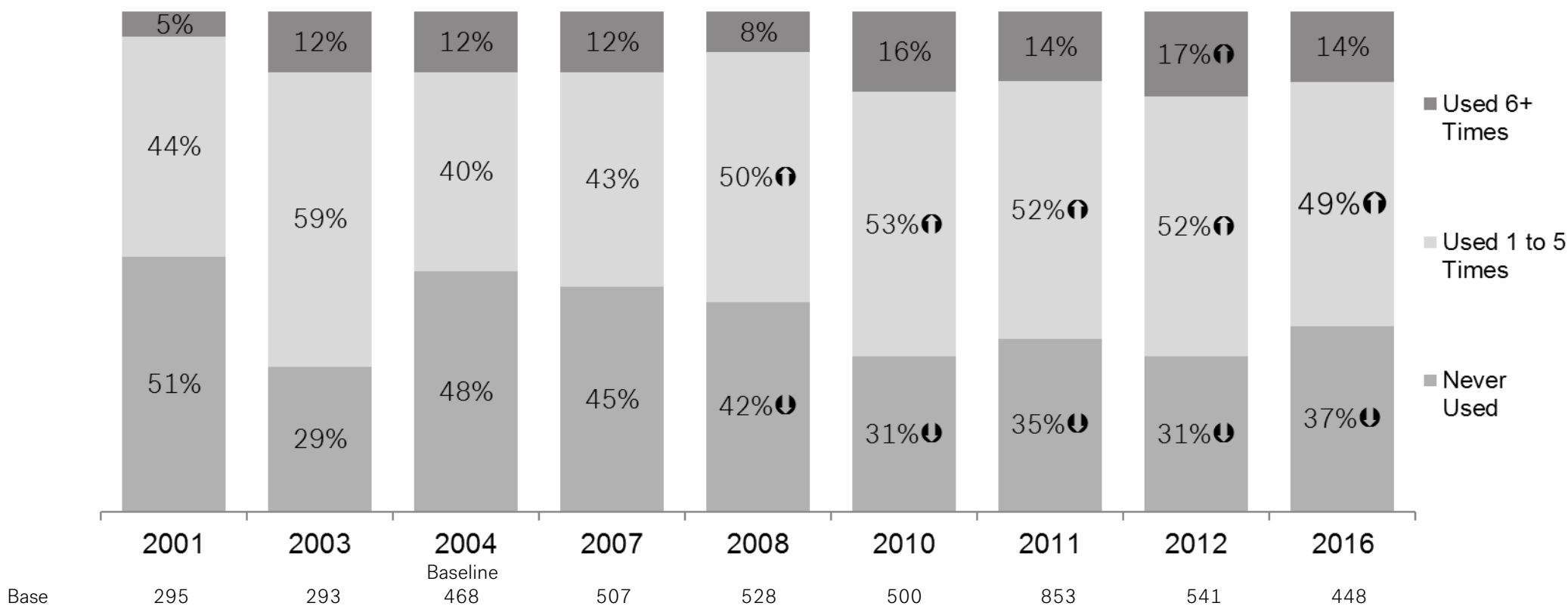
How Learn about Mia	1995	2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2016	Trend 2004 Baseline
Family and friends	27%	31%	25%	29%	29%	34%	30%	32%	39% ⬆	45% ⬆	↑
Visits to the museum	30%	34%	33%	36%	32%	34%	32%	35%	34%	36%	↔
Social media (Facebook/ Twitter/Instagram)	–	–	–	–	–	–	13%	16%	14%	27% ⬆	↑
Museum's website	NA	12%	11%	20%	23%	23%	40% ⬆	40% ⬆	27% ↓	26%	↔
Mia mailing/brochure/postcard	–	–	–	–	–	–	7%	7%	3%	14% ↑	↑
Article in newspaper/magazine	18%	17%	18%	14%	13%	13%	10%	5% ⬇	7% ⬇	12%	↔
Web/online/digital advertising	–	–	3%	2%	5%	5%	3%	4%	5%	7% ↑	↑
Mia e-newsletter	–	–	–	–	13%	12%	17%	15% ⬆	17% ⬆	7% ⬆	↓
Ad in newspaper/magazine (2016)	–	–	–	–	–	–	–	–	–	4%	-
Radio	–	–	4%	5%	5%	3%	4%	4%	4%	3%	↔
Billboards/outdoor advertising	3%	5%	4%	4%	4%	6%	7%	5%	9% ↑⬆	1% ↓	↔
TV	–	–	6%	4%	4%	2%	2%	2%	2%	<1%	↓
Base	267	249	246	229	262	228	261	479	271	215	

Website Use

Website queries hold strong; nearly half of Mia's visitors accessed the site between 1 and 5 times in the past year.

Indicating increased usage, fewer than 2 in 5 visitors (37%) have *never* used the website.

Frequent website users (6+ times) are most likely to be: Mia members (38%), Professionals/explorers (25%), visitors in last 6 months (29%).

	2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2016
Used 6+ Times	5%	12%	12%	12%	8%	16%	14%	17%	14%
Used 1 to 5 Times	44%	59%	40%	43%	50%	53%	52%	52%	49%
Never Used	51%	29%	48%	45%	42%	31%	35%	31%	37%
Base	295	293	468	507	528	500	853	541	448

Website Areas Most Likely to Use

Mia website usage continues to build for finding information on Mia exhibitions, artists and museum logistics.

Website Usage	2004 Baseline	2007	2008	2010	2011	2012	2016	Trend 2004 Baseline
Information on exhibitions	62%	57%	59%	70% ↑◑	72% ◑	81% ↑◑	69%↓◑	↑
Information about artists	24%	13% ↓	17% ↓◑	28% ↑	36% ↑◑	35% ◑	35% ◑	↑
Information on museum visit (directions, hours, parking)	24%	21%	21%	29% ↑	33% ◑	35% ◑	33% ◑	↑
Events/programs/lectures/classes	35%	31%	33%	37%	35%	32%	29%	↔
Information on works of art	33%	27% ↓	26% ◑	24% ◑	26% ◑	28%	28%	↔
Online ticketing, class or event registration	13%	16%	16%	17%	14%	14%	18%	↔
Sign up for e-newsletters	0%	7% ↑	12% ↑◑	17% ↑◑	15% ◑	14% ◑	10% ◑	↑
Interactive online programs	16%	12%	16%	10% ↓◑	10% ◑	8% ◑	10% ◑	↓
Member and giving information	–	–	–	6%	5%	8%	10%	↔
Specific info on Third Thursdays	–	–	–	14%	10%	9%	7%	↔
Specific info on Family Days	–	–	–	–	–	–	2%	-
Base	413	475	498	380	624	414	328	

Interest in emails from Mia

Consistent over time, about half of Mia visitors do not wish to receive any emails.

Those who are receptive favor emails on upcoming exhibitions (29%), general Mia e-newsletter (24%) and Third Thursday info (20%).

Mia Emails	2003	2004 Baseline	2007	2008	2010	2011	2012	2016	Trend 2004 Baseline
I do not wish to receive Mia emails	48%	45%	38%	36% ↻	36% ↻	43%↑	42%	49%	↔
Upcoming exhibitions	40%	46%	39%↓	34% ↻	37% ↻	34% ↻	40% ↑↻	29% ↓↻	↓
General Mia newsletter	20%	26%	22%	22%	24%	22%	21%	24%	↔
Information about Third Thursdays	–	–	–	–	26%	19%↓	21%	20%	↔
Special offers/discounts [*for exhibitions/classes* (new 2016)]	22%	19%	23%	25%	21%	21%	17%	14%	↔
MAEP*	–	–	14%	13%	13%	11%	13%	10%	↔
Invitations to Mia member-only special events	–	–	22%	19%	15%	11%↓	13%	10%	↓
Special offers at the Museum Shop/The Store at Mia	13%	12%	9%	11%	11%	10%	8%	9%	↔
Specific updates on programs (family activities, lectures)*	22%	21%	19%	17%	10% ↻	10% ↻	7% ↻	9% ↻	↓
Mia members-only newsletter	–	–	12%	11%	9%	8%	10%	6%	↓
Information about Family Days	–	–	–	–	–	–	–	4%	-
Base	293	443	486	512	496	857	537	430	

Use of Mia Media

Media usage in the museum continues to rise as additional technologies become available to visitors.

In 2016, significantly more visitors are using the Museum Directory (24%), iPads in the galleries (21%) and Wi-Fi (15%).

Onsite Media		2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2016	Trend 2004 Baseline
None	↔	65%	55%	64%	63%	64%	59%	64%	67%	54% ⊍	↔
Museum Directory		21%	24%	20%	18%	20%	26%	16%	16%	24% ↑	↔
iPads in the galleries (new 2016)		-	-	-	-	-	-	-	-	21%	-
Wi-Fi		-	-	-	-	-	-	-	4%	15% ↑	↔
Mia apps (new 2016)		-	-	-	-	-	-	-	-	5%	-
Audio Tour		0%	2%	2%	6%↑	3%	3%	3%	2%	3%	↔
Computer stations in Family Center		2%	4%	3%	2%	1%	5%↑	2%	4%	0%	↔
Base		156	220	236	240	293	245	396	270	250	

Minneapolis Institute of Art

Appendix

Third Thursday
Demographics

Falk Segment	Average Age	Female/Male	Average Household Income	Households with *Any* Children	Caucasian/Non-white	Education: BA+ Degree	Current Member
Facilitating Socializer 29%	38 years	81%/19%	$64K	43%	76%/24%	75%	45%
Recharger 24%							
Pro/Explorer 24%							
Experience Seeker 18%							
Parent 5%							
Base 17*	20*	21*	19*	21*	21*	20*	22*

Third Thursday
Mia Use and Satisfaction

Last Mia Visit	Last Visit Experience	Who with Today	Reason to Visit	Most Interested to See	What Experienced	How Plan Visit	Time Spent at Mia	Satisfaction with Visit	Willinngness to Recommend	Likeliness to Return in 6 Months
Frequent: ≤6 months 81%	Permanent galleries 61%	Friends/ date 70%	Third Thursday 73%	Contemp/ modern art 36%	Permanent galleries 58%	Planned prior to visit 50%	1.7 hours	Extremely Satisfied 50%	Extremely Likely 75%	Extremely Likely 67%
Infrequent: 7 months to 2 years 10%	Third Thursday 50%	Spouse/ partner 17%	Entertain/ enjoy 18%	Don't know 36%	Participated in tour 33%	Decided once here 50%		Very Satisfied 50%	Very Likely 25%	Very Likely 25%
Seldom: 2+ years 10%	Special exhibition 39%	No one 17%		Asian art 18%	Viewed special exhibit 33%					Extremely Unlikely 8%
Never 0%	Participated in tour 39%			Photography 18%						
				Prints/ drawings 18%						
Base 21*	18*	21*	11*	11*	12*	12*	12*	12*	12*	12*

Third Thursday
Communication and Technology

Learn about Mia	Website Use	Website Areas Likely to Use	Info Like to Receive via Mia email	Media Programs/Services Used at Mia	*Corporate Sponsorship Views*
Social media 73%	Occasionally: 1 to 5 times/year 50%	Info on exhibitions 70%	Info about Third Thursdays 63%	None 73%	Much more/ somewhat more favorably 67%
Family/ friends 64%	Frequently: 6+ times/year 32%	Info on Third Thursday 45%	Info on upcoming exhibitions 32%	Wi-Fi 27%	Makes no difference to me 33%
Mia website 18%	Never used website 18%	Info on events/ programs/ lectures/classes 45%	General Mia newsletters 26%	iPads in the galleries 9%	
Visits to museum 9%		Info on visiting: hours, directions 35%	I do not wish to receive emails 26%		
Mia mailings: brochures/postcards 9%		Info on artists 25%	Specific updates on certain programs (family activities, lectures) 21%		
Base 11*	22*	20*	19*	11*	12*

Family Day
Demographics

Falk Segment	Average Age	Female/Male	Average Household Income	Households with *Any* Children	Caucasian/ Non-white	Education: BA+ Degree	Current Member
Recharger 55%	43 years	51%/49%	$97K	38%	78%/22%	60%	23%
Pro/Explorer 19%							
Facilitating Socializer 11%							
Parent Facilitator 9%							
Experience Seeker 6%							
Base 64	73	72	66	71	69	73	69

Minneapolis Institute of Art

Family Day
Use and Satisfaction

Last Mia Visit	Last Visit Experience	Who with Today	Reason to Visit	Most Interested to See	What Experienced	How Plan Visit	Time Spent at Mia	Satisfaction with Visit	Willingness to Recommend	Likeliness to Return in 6 Months
Frequent: ≤6 months 47%	Permanent galleries 68%	Spouse/ partner 48%	Visiting from out of town 35%	Contemp/ modern art 26%	Permanent galleries 76%	Decided once here 69%	2.0 hours	Extremely Satisfied 64%	Extremely Likely 68%	Extremely Likely 48%
Infrequent: 7 months to 2 years 14%	Special exhibition 44%	Other adult 36%	Entertain/ enjoy 22%	Asian art 26%	Viewed special exhibit 47%	Planned prior to visit 31%		Very Satisfied 31%	Very Likely 20%	Very Likely 10%
Seldom: 2+ years 14%	Shopped in The Store 22%	Child/ children 23%	Learn about art 22%	Native American art 22%	Shopped at The Store 26%			Quite Satisfied 5%	Somewhat Likely 10%	Somewhat Likely 16%
Never 25%	Family Day 17%	Friends/ date 17%	Family Day 17%	Photography 17%	Family Day 18%				Somewhat Unlikely 2%	Somewhat Unlikely 10%
				European paintings/ sculpture 17%						Very Unlikely 4%
										Extremely Unlikely 12%
Base 72	41	77	23*	23*	55	52	53	55	51	50

Family Day
Communication and Technology

Learn about Mia	Website Use	Website Areas Likely to Use	Info Like to Receive via Mia email	Media Programs/Services Used at Mia	*Corporate Sponsorship Views*
Family/friends 52%	Occasionally: 1 to 5 times/year 52%	Info on exhibitions 68%	I do not wish to receive emails 57%	None 61%	Much more/ somewhat more favorably 48%
Social media 39%	Frequently: 6+ times/year 17%	Info on artists 28%	Info on upcoming exhibitions 18%	Museum Directory 22%	Makes no difference to me 48%
Mia website 35%	Never used website 30%	Online ticketing, class/event registration 28%	General Mia newsletters 15%	iPads in the galleries 16%	Much less favorably 4%
Visits to museum 26%		Info on events/ programs/ lectures/classes 26%	Information on Third Thursdays 12%	Wi-Fi 8%	
Mia mailings: brochures/postcards 17%		Info on visiting: hours, directions 22%	Specific updates on certain programs (family activities, lectures) 10%	Mia apps 6%	
Base 23*	69	51	68	49	52%

Primary Background

Primary Background	1995	2001	2003	2004 Baseline	2007	2008	2010	2011	2012	2014	2015
Caucasian	94%	97%	91%	89%	88%	88%	86%	86%	86%	82% ⬇	77% ⬇
Asian/ Pacific Islander	2%	1%	4%	4%	4%	4%	2%	5%	4%	6%	6%
Black/ African American	1%	1%	2%	2%	3%	3%	3%	2%	2%	4%	5%
Multiracial (new 2010)	-	-	-	-	-	-	4%	4%	2%	2%	4%
Spanish/ Hispanic/Latino	1%	1%	3%	2%	1%	2%	2%	2%	3%	2%	4% ⬆
American Indian	1%	0%	*%	1%	1%	1%	1%	1%	*%	1%	2%
Other	1%	*%	*%	2%	3%	2%	2%	1%	2%	3%	3%
Base	522	478	469	467	500	503	511	873	544	533	449

Top Zip Codes

Zip	City	Number of Mia Visitors						Percent of Mia Visitors					
		2007	2008	2010	2011	2012	2016	2007	2008	2010	2011	2012	2016
55414	Minneapolis	NA	NA	5	24	12	21	NA	NA	1.0%	2.6%	2.1%	4.7%
55105	St. Paul	11	7	12	20	19	13	2.1%	1.4%	2.4%	2.2%	3.4%	2.9%
55406	Minneapolis	11	18	18	20	11	12	2.1%	3.6%	3.4%	2.2%	2.0%	2.7%
55404	Minneapolis	16	12	20	34	9	11	3.1%	2.4%	3.9%	3.8%	1.6%	2.5%
55410	Minneapolis	11	14	8	14	8	10	2.1%	2.8%	1.6%	1.5%	1.4%	2.3%
55116	St. Paul	7	6	7	15	7	10	1.4%	1.2%	1.4%	1.7%	1.2%	2.3%
55408	Minneapolis	24	14	23	21	18	8	4.7%	2.8%	4.5%	2.3%	3.2%	1.8%
55117	Little Canada	NA	NA	NA	NA	NA	8	NA	NA	NA	NA	NA	1.8%
55407	Minneapolis	10	9	10	19	9	7	1.9%	1.8%	2.0%	2.1%	1.6%	1.6%
55416	Minneapolis	11	11	12	10	12	6	2.1%	2.2%	2.4%	1.1%	2.1%	1.4%
55423	Richfield	NA	NA	6	6	7	6	NA	NA	0.1%	0.7%	1.2%	1.4%
55108	Falcon Heights	4	5	8	9	11	6	0.8%	1.0%	1.6%	1.0%	2.0%	1.4%
55405	Minneapolis	4	8	10	17	9	5	0.8%	1.6%	1.9%	1.9%	1.6%	1.1%
55125	Woodbury	NA	NA	NA	NA	NA	5	NA	NA	NA	NA	NA	1.1%
55431	Bloomington	NA	NA	NA	NA	NA	5	NA	NA	NA	NA	NA	1.1%
57104	Sioux Falls, SD	NA	NA	NA	NA	NA	5	NA	NA	NA	NA	NA	1.1%
Base		NA	NA	NA	NA	NA	138 of 444	NA	NA	NA	NA	NA	31.1%

Minneapolis Institute of Art

Which best describes you?

1. I love to show my friends and family a good time by finding the perfect activity at Mia.

2. I visit Mia to see the special exhibits or exclusive highlights. I like to cross the must-sees off my bucket list.

3. I come to the museum to relax and rejuvenate in a quiet space. I just love to quietly wander the galleries.

4. I bring my kids and we have so much fun. Mia encourages them to become more imaginative and creative.

5. I am a loyal and knowledgeable art aficionado who frequently tours art museums. Visiting Mia provides me the ideal opportunity to satisfy my art passions and curiosities.

Minneapolis Institute of Art