

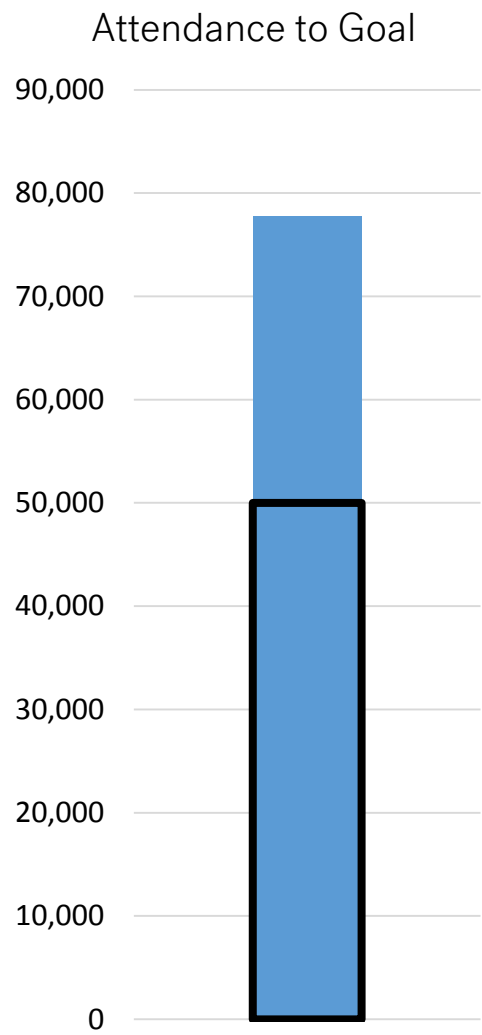
Minneapolis Institute of Art

“Guillermo del Toro: At Home with Monsters”

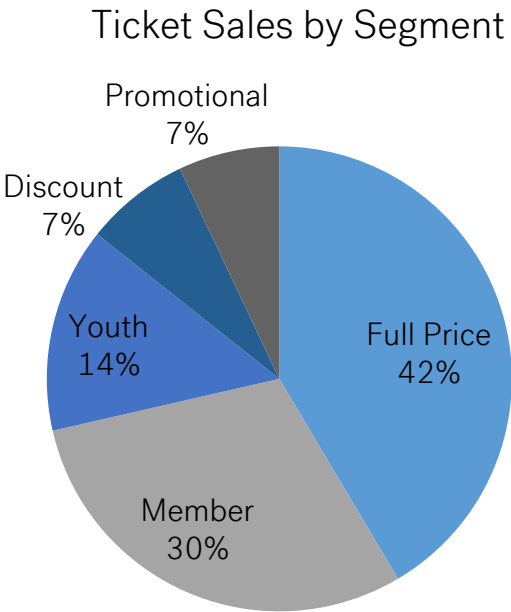
Audience Report

Mia

Attendance Overview

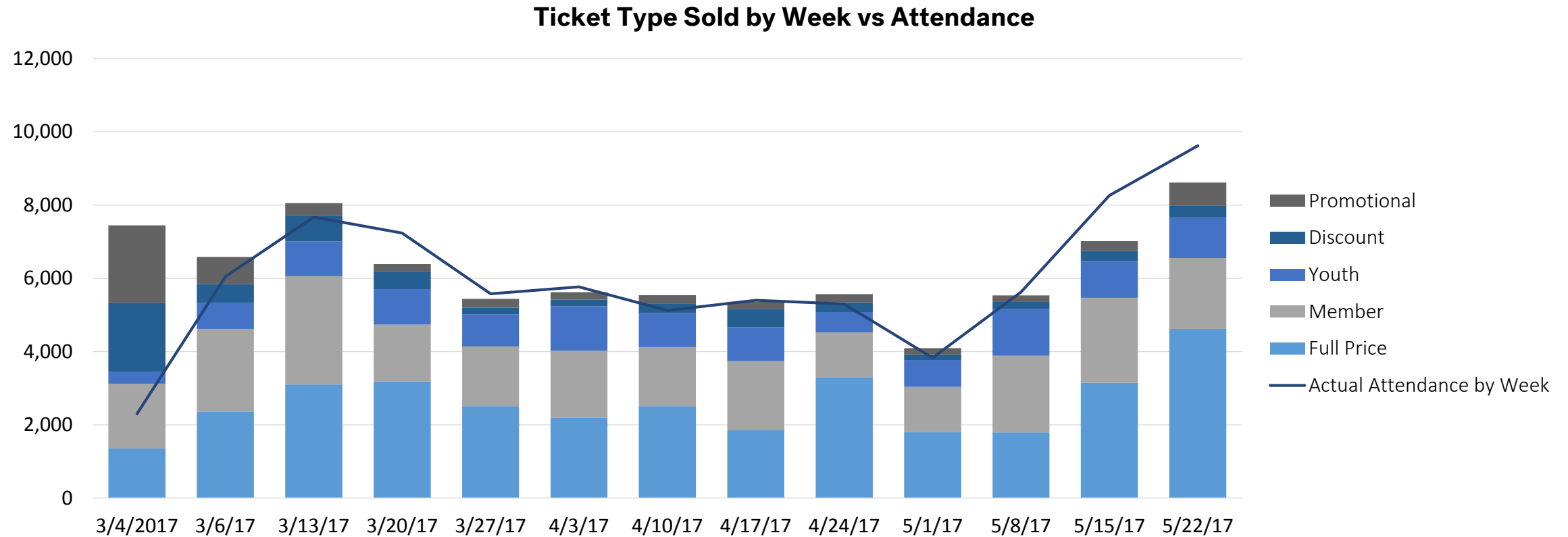


	Actual	Goal	% to Goal
Total Attendance of Exhibition	77,770	50,000	155.5%
Total Attendance of Museum	290,600	193,985	149.8%
% of Visitors Attending Exhibition	26.8%	25.8%	104.0%



Attendance

Weekly Attendance vs Ticket Sales



This graph compares tickets sold each week to actual weekly attendance. The bars represent tickets sold in the corresponding week, not necessarily tickets sold *for* that week. The line represents total number of visitors by week.

The first point on the graph is opening weekend attendance and all ticket sales prior to the first Monday of the show, 3/6/17.

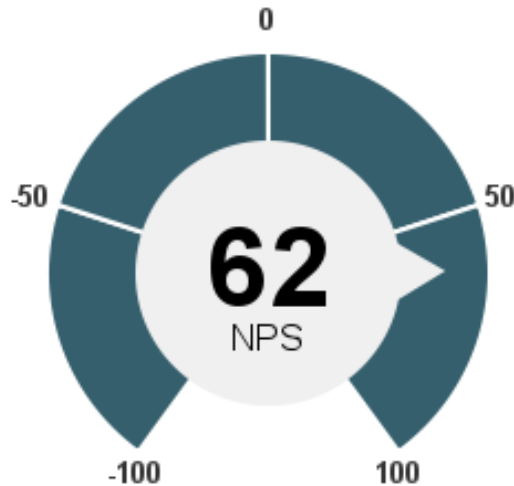
Post-Visit Survey Results

The survey was accessible via an iPad after the final gallery, and it was automatically emailed to ticket buyers two days after their visit.

Approximately 5800 visitors participated in the survey.

Net Promoter Score

How likely is it that you would recommend this exhibition to a friend or colleague?



Net Promoter Score (NPS) is determined by asking visitors how likely they are to recommend the show to a friend. The scale is from -100 to 100. For context, Mia as a whole has an NPS of 81 and Luther had a score of 43.

Please tell us why you chose this answer:

“It’s unlike anything you will ever see.”

“I’m an avid GDT fan, and this exhibit was astounding.”

“Amazing display of a brilliant imagination.”

“It was great for all ages. I took my 80-year-old mom, my teenager, 53-year-old husband and two college students. They all loved it. It also drew a hip crowd as compared to the Martin Luther exhibit!”

“Likeminded creative people and fans of his work will enjoy!”

Survey Insights

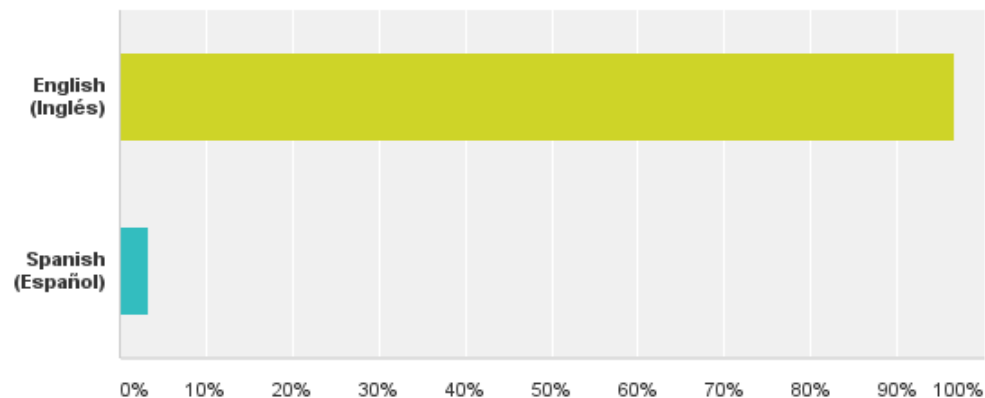
Spanish Responses

Survey respondents had the option to take the survey in Spanish or English.

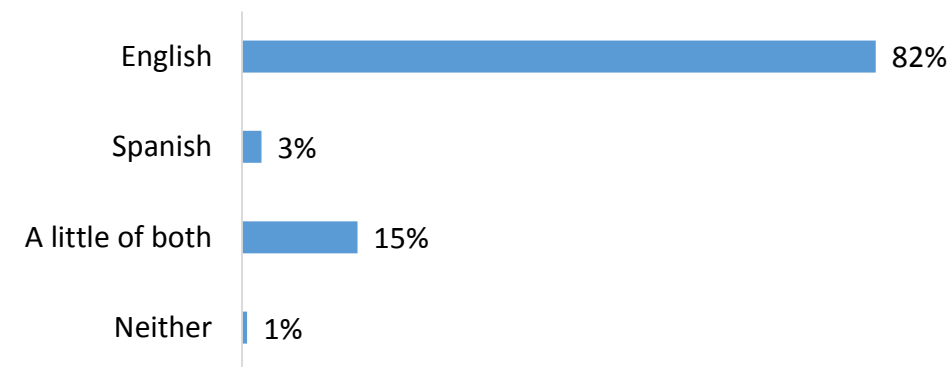
3% of respondents (184 people) took the survey in Spanish:

Q1 Would you prefer to take the following survey in English or Spanish?(¿Preferiría realizar la siguiente encuesta en inglés o español?)

Answered: 5,675 Skipped: 95



Panel text was provided in English and Spanish. Which language did you primarily read?



For the Spanish responses, the Net Promoter Score was significantly higher than the English responses:

Spanish NPS: 76

English NPS: 62

Overall NPS: 62

Survey Insights

Open-ended Responses

Most Common Positive Sentiments:

- Clear layout and thematic rooms
- Spanish labels and survey option
- Uniqueness of content
- Diversity of crowds

What did you like about this exhibition?

"All of the added touches to create the mood of the exhibit - sound, video with the filmmaker, color scheme, bilingual information; and it was beautiful."

"The uniqueness and diversity of the crowds it drew."

"It was dark, deep and magical. I loved how it was put together."

"There was such a good sense of themes. I loved how we were able to get into the mind of GDT and understand how he found beauty, life, and meaning in so many odd places."

"Totally unusual. I liked the message sent by bilingual messaging."

"It interested my teenage grandchildren and their friend. Got them to an art museum and held their interest."

"It was full of fantasy and imagination!"

Survey Insights

Open-ended Responses

Most Common Negative Sentiments:

- Not enough information on labels
- Some crowding (especially around videos)
- Lighting, glare on some of the paintings/objects
- Uncomfortable to see children in the exhibition; warnings about R-rated content not visible enough
- Gruesome and violent video content

What did you dislike about the exhibition?

"Not enough information about objects, like medium or history."

"Briefness of labels. Wanted more on materials, story, etc."

"Pretty crowded so a little hard to see everything."

"There should be titles on the film clips to see which one is which."

"Some of the lighting was harsh."

"Should have had some kind of warning for squeamish people and kids."

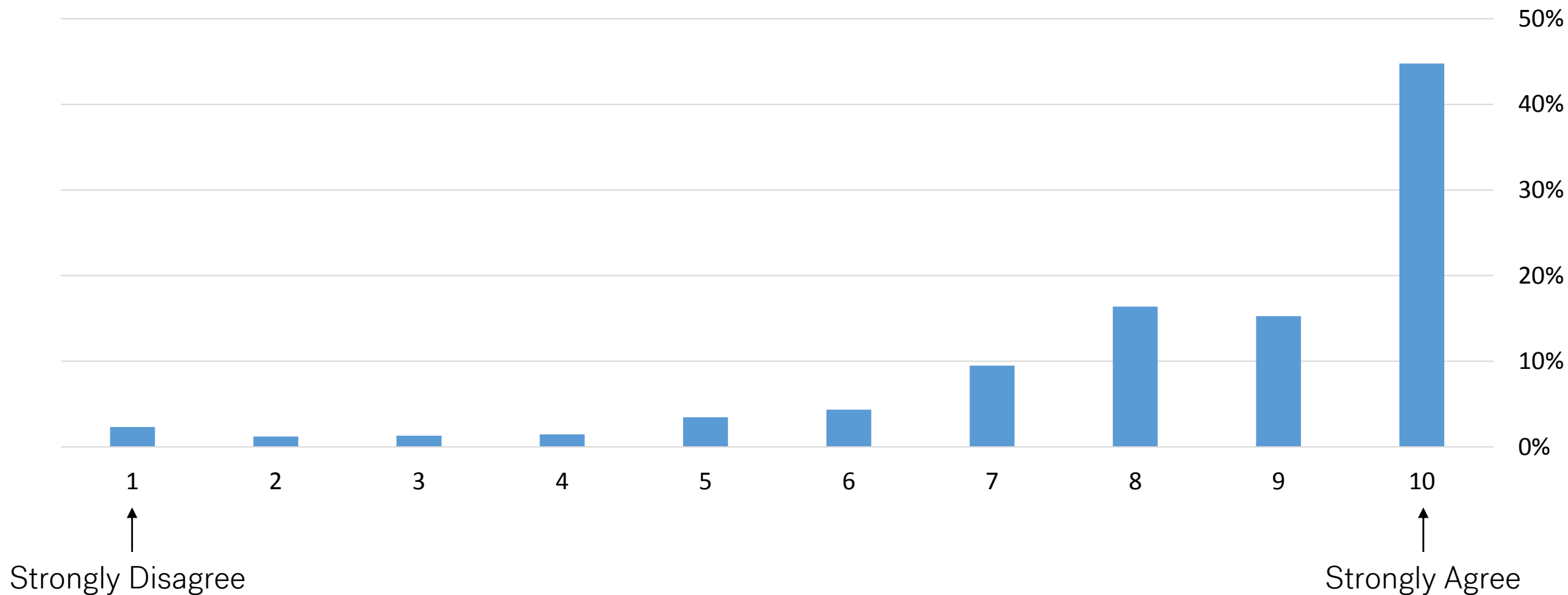
"Too many young kids. Seems like an inappropriate audience."

Survey Insights

Learning Objectives

To what extent do you agree or disagree with the following statement?

“This exhibition helped me understand Guillermo del Toro’s creative process.”

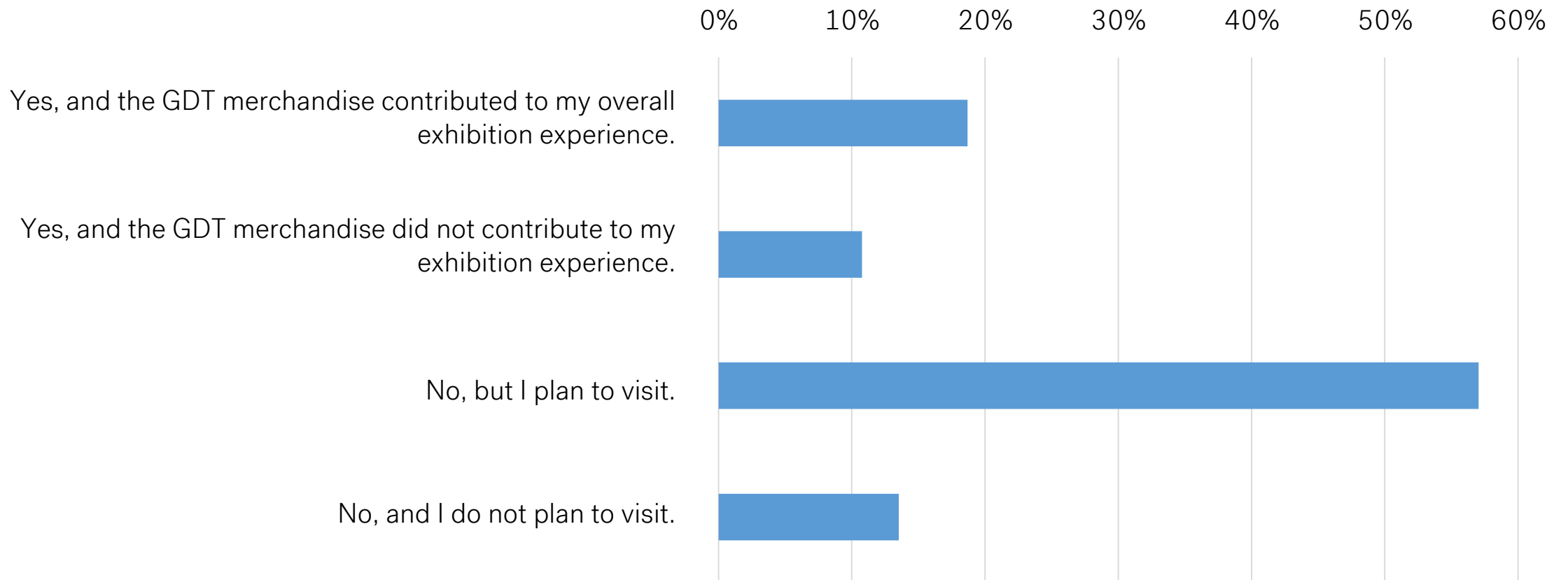


Survey Insights

The Store

29% of visitors went to the store *before* visiting the exhibition, 57% planned on going after.

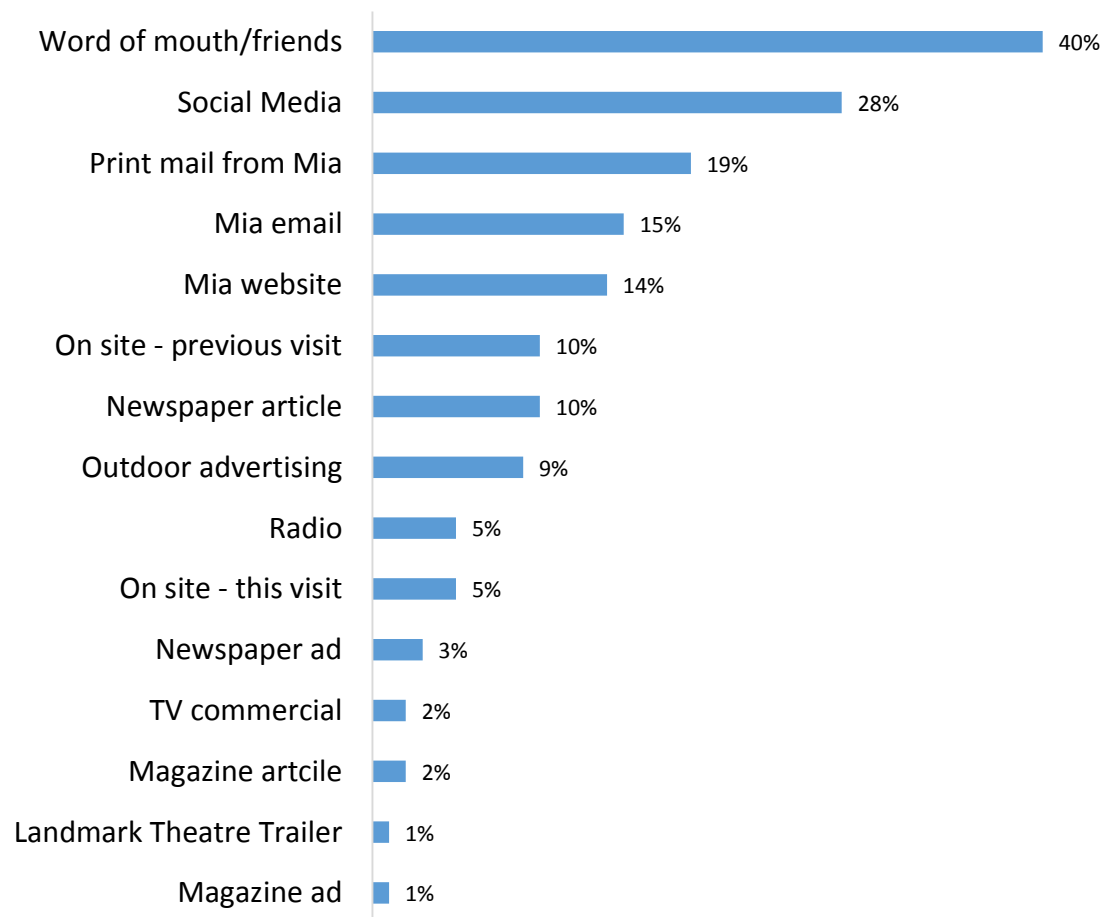
63% of visitors who went to the store thought that the GDT merchandise contributed to their overall exhibition experience.



Survey Insights

How did you hear about this exhibition?

Survey results (note that respondents could choose more than one answer):



Other comments:

"Poster at The Source comic book store."

"Coffee shop chatter."

"Many friends recommended it."

"GDT's twitter."

"City pages weekend events email."

"WCCO morning show"

