

Minneapolis Institute of Art

“Seeing Nature: Landscape Masterworks from the Paul G. Allen Family Collection”

Audience Report

Mia

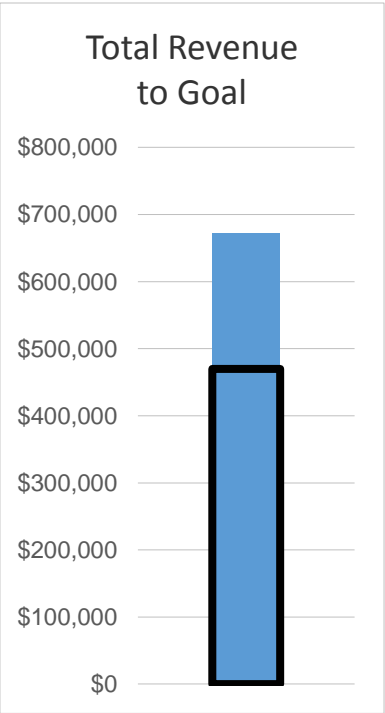
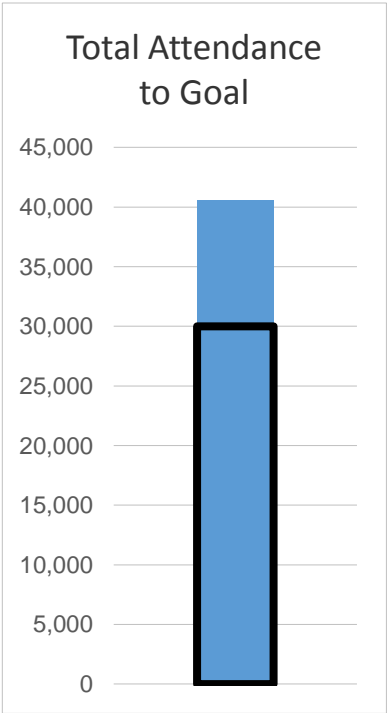
Overall

Seeing Nature: Landscape Masterworks

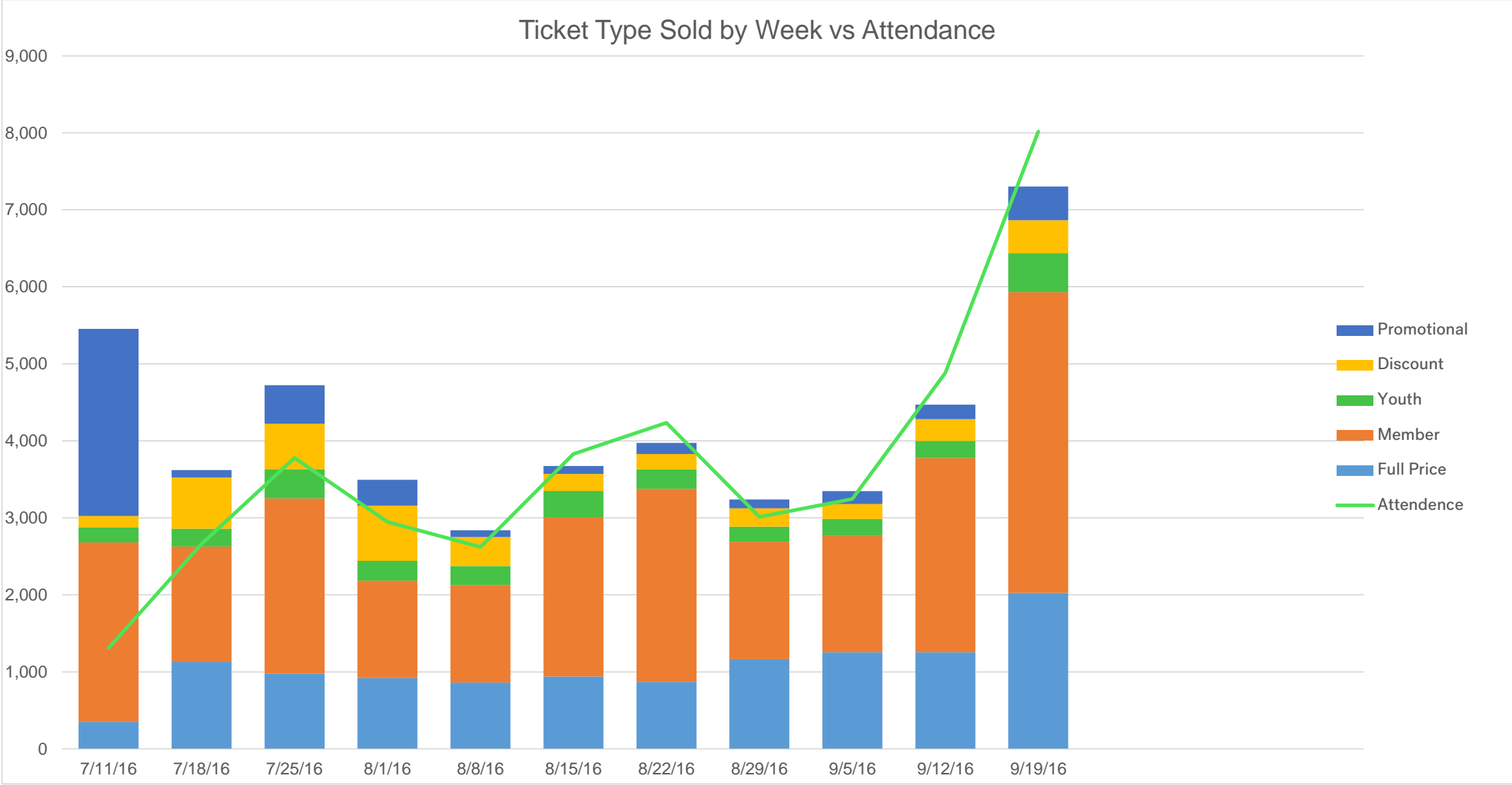
ATTENDANCE 7/9/16 – 9/18/16

	Actual	Goal	% to Goal
Total Attendance of Exhibition	40,538	30,000	135.1%
Total Attendance of Museum	149,983	124,500	120.5%
% of Visitors Attending Exhibition	27.0%	24.1%	112.2%
NPS		57	

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 Delacroix’s Influence had a score of 53.



Ticket Sales



Week 0 represents pre-sale tickets and opening weekend

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Post-visit survey results

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

Approximately 2300 people responded to the survey.

Survey Insights

Most Common Positive Sentiments:

Wide variety of artistic styles and time periods.
Clear and well-organized theme.

The docents and video at the end contributed greatly to the experience.

Overall, the exhibition was very well-received by survey respondents.

What did you like about the exhibition?

“I liked the span of styles developed over the years. I enjoyed the video featuring the paintings of Venice, we returned to look again at the works!”

“An absolutely majestic collection including many pieces I had never seen or read about (e.g. the Klimt Birch Trees).”

“Very inspiring. Beautiful set-up and display really helps show off art.”

“I love the way the paintings were grouped according to different locales and painted by different artists.”

“The cohesive theme of landscape paintings and the variety of perspectives.”

Survey Insights

Most Common Negative Sentiments:

Large crowds, especially near end of exhibition.

Wall label fonts too small to read.

Lack of audio guide.

The majority of respondents said there was nothing they disliked about the exhibition. Almost all complaints were about the crowds and difficulty of reading labels (especially with the large crowds).

What did you dislike about the exhibition?

“Wish the write-ups about the works and/or artist were in bigger font so people don't have to hover so much to read them.”

“Small print on wall labels was hard to read without getting up close, which was problematic in crowded rooms.”

“Crowded! I would not have minded waiting to get in.”

“I would have liked more information in an audio tour.”

Survey Insights

How did the following contribute to your experience?

	Greatly Contributed	Somewhat Contributed	Neither Contributed nor detracted	Somewhat Detracted	Greatly Detracted	Not applicable	Total
Wall Labels	64.54% 1449	29.67% 666	4.23% 95	0.85% 19	0.71% 16	0% 0	2245
The Soundscape (audio application)	12.95% 286	12.95% 286	8.65% 191	1.9% 42	.86% 19	62.7% 1385	2209
Video within the exhibition	47.03% 1046	25.67% 571	6.12% 136	.85% 19	.4% 9	19.92% 443	2224

*What information was the most interesting and/or useful in the labels?
(Choose two.)*

Biographical information on the artist	49.60%
Information on art-making technique	26.53%
Historical information	54.36%
Details to notice in artwork	55.08%
Formal composition, i.e. color, shape, line, value, etc.	11.02%
N/A	3.28%

Survey Insights

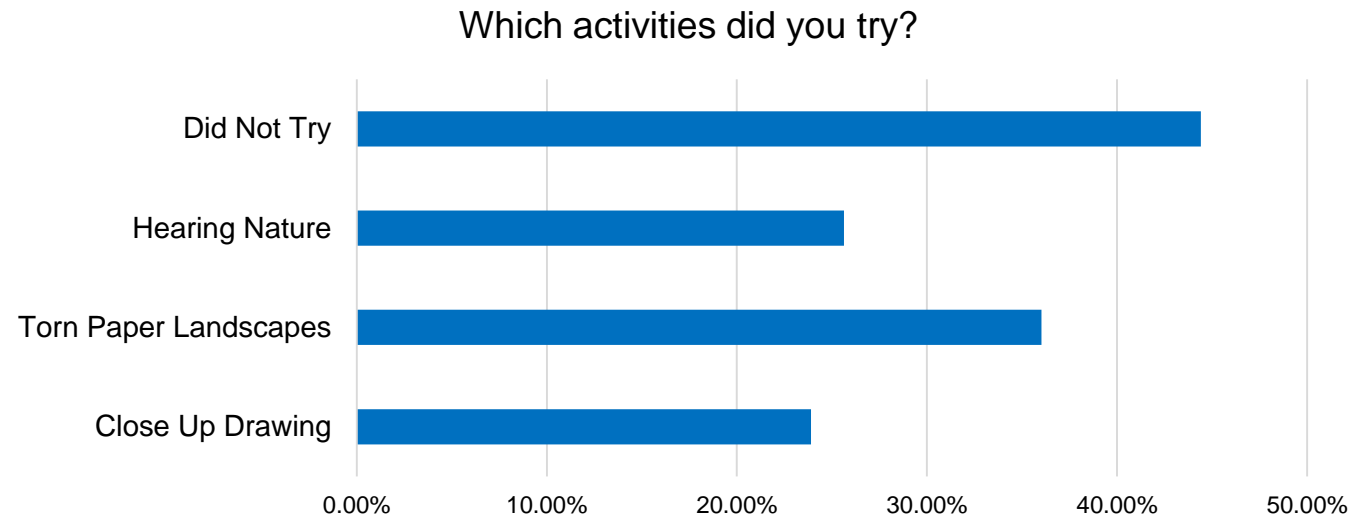
Please rate the following statements based on your experience.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total
Visual art can evoke non-visual senses: sight, sound, touch, and taste.	56.02% 1229	33.14% 727	7.89% 173	2.10% 46	0.87% 19	2194
I was able to draw connections between my personal experiences with nature and the art on view.	53.30% 1163	35.20% 768	8.62% 188	1.79% 39	1.10% 24	2182

Did you try any activities in the last room of the exhibition?

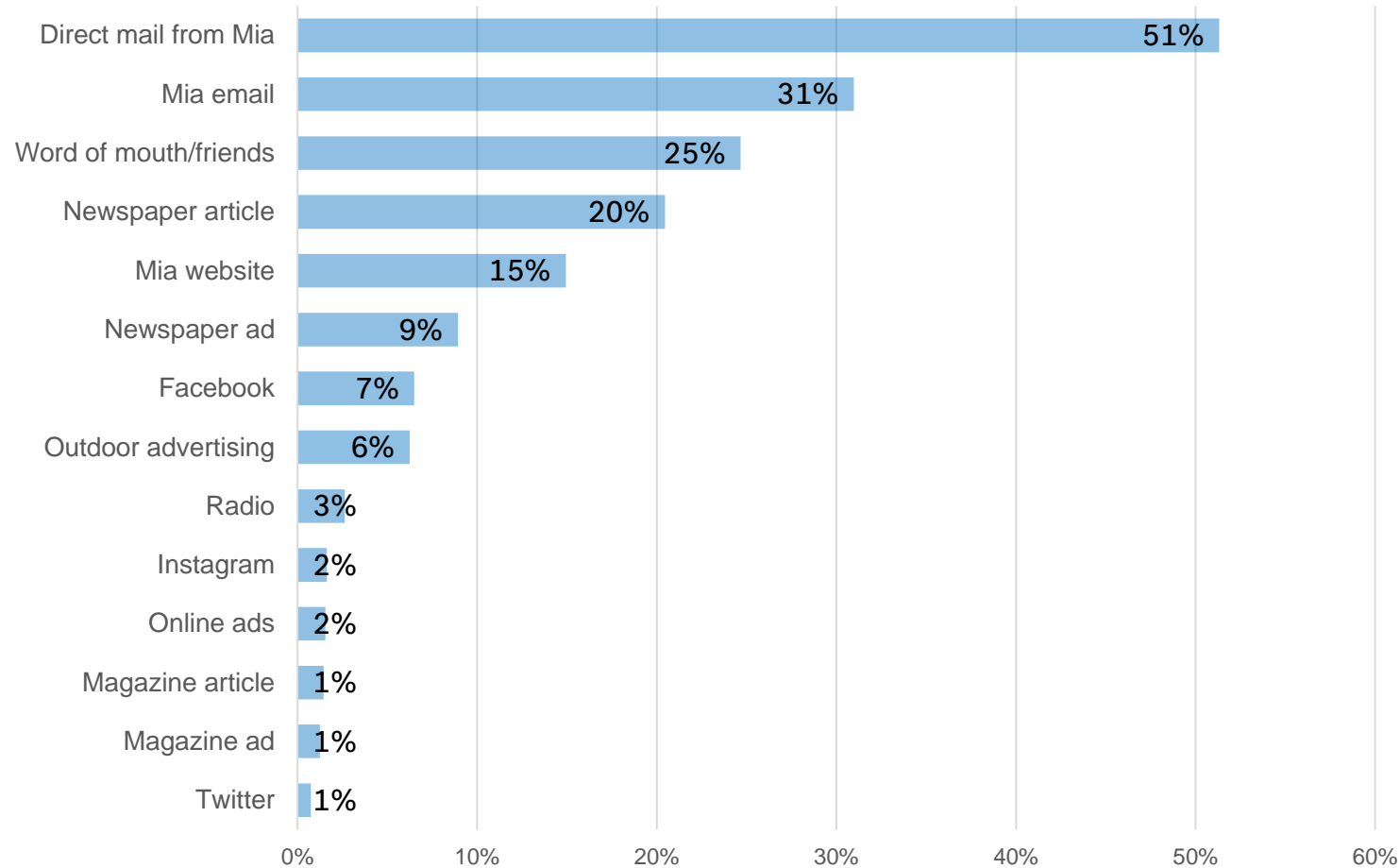
Yes 37.83%

No 62.71%



Survey Insights

How did you hear about this exhibition?



Other comments:

“I loved the Seeing Nature frames at local parks, which also promoted the show.”

“Art Hounds program on MPR.”

“The frame at the Big Rivers regional park.”

“Prior Mia visit...just before the exhibit opened!”