Minneapolis Institute of Art
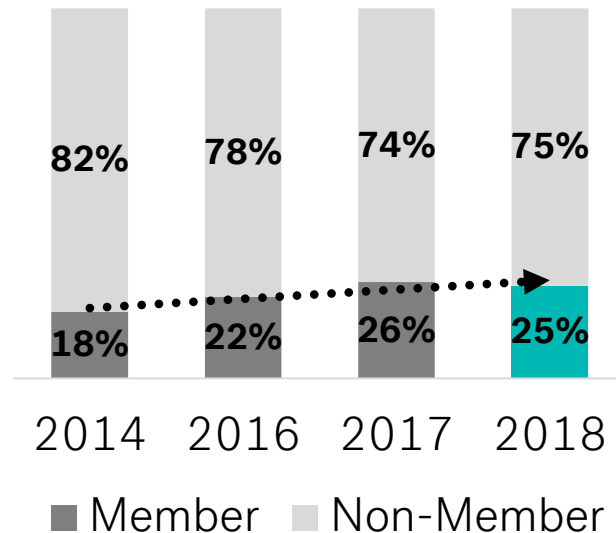
Annual Visitor Study
2018 Audience Report

Mia

Visitor Profile

Visitor Profile
Relationship to Mia

One quarter of visitors to the museum are members. This has increased significantly since our 2015 change to the membership model.
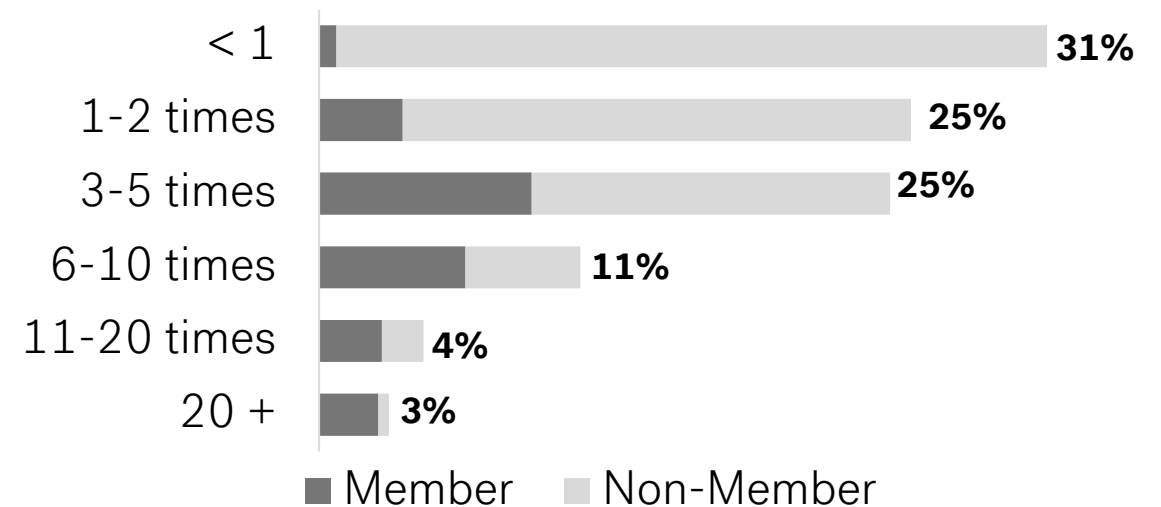
Frequent visitors tend to be members. Members visit an average of 8 times per year. Non-members visit an average of 2 times per year.

Visits per year by membership status:

	2014	2016	2017	2018
Non-Member	82%	78%	74%	75%
Member	18%	22%	26%	25%

■ Member   ■ Non-Member

< 1	31%
1-2 times	25%
3-5 times	25%
6-10 times	11%
11-20 times	4%
20 +	3%

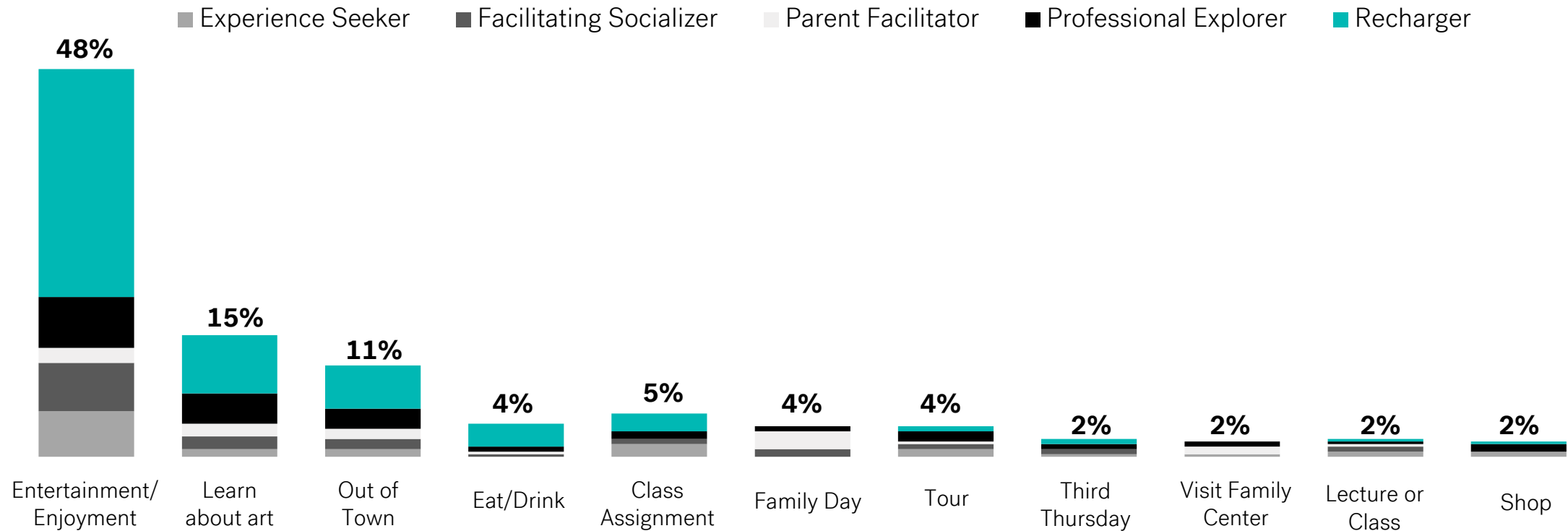■ Member   ■ Non-Member

Visitor Profile
Motivations & Interests

Most visitors come to the museum primarily for entertainment and to learn about art. The most common visitor comes to the museum to recharge through entertainment and enjoyment. 11% of visitors are at the museum because they are visiting from out of town.
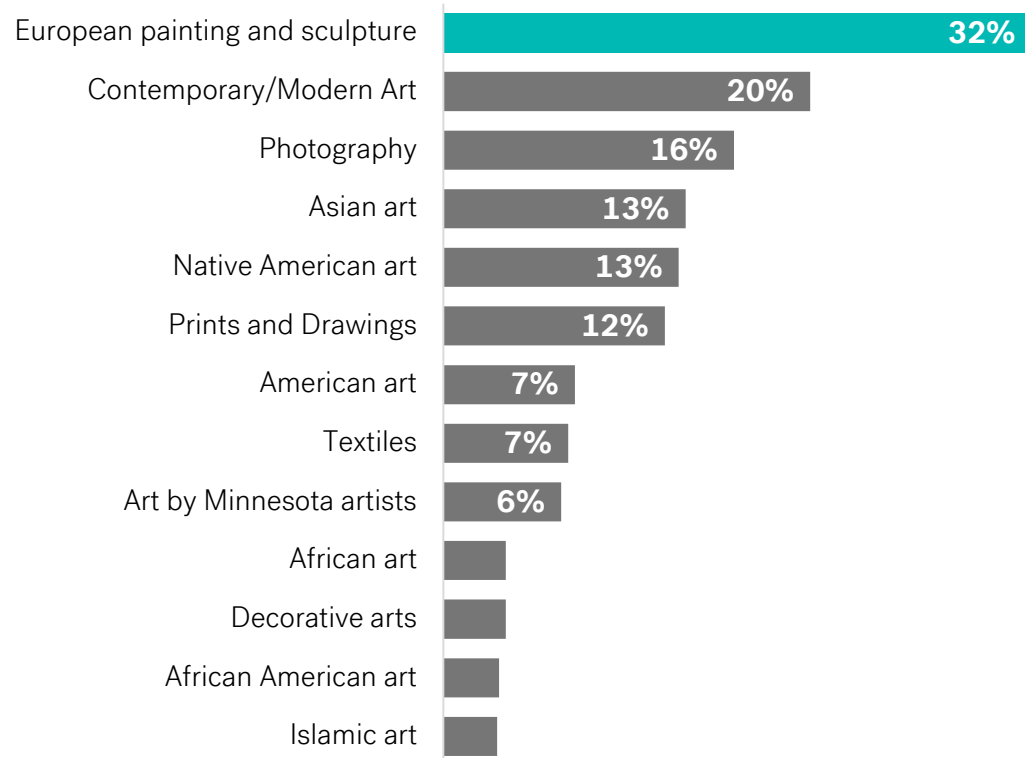

Legend: ■ Experience Seeker ■ Facilitating Socializer ■ Parent Facilitator ■ Professional Explorer ■ Recharger

Category	Value
Entertainment/Enjoyment	48%
Learn about art	15%
Out of Town	11%
Eat/Drink	4%
Class Assignment	5%
Family Day	4%
Tour	4%
Third Thursday	2%
Visit Family Center	2%
Lecture or Class	2%
Shop	2%

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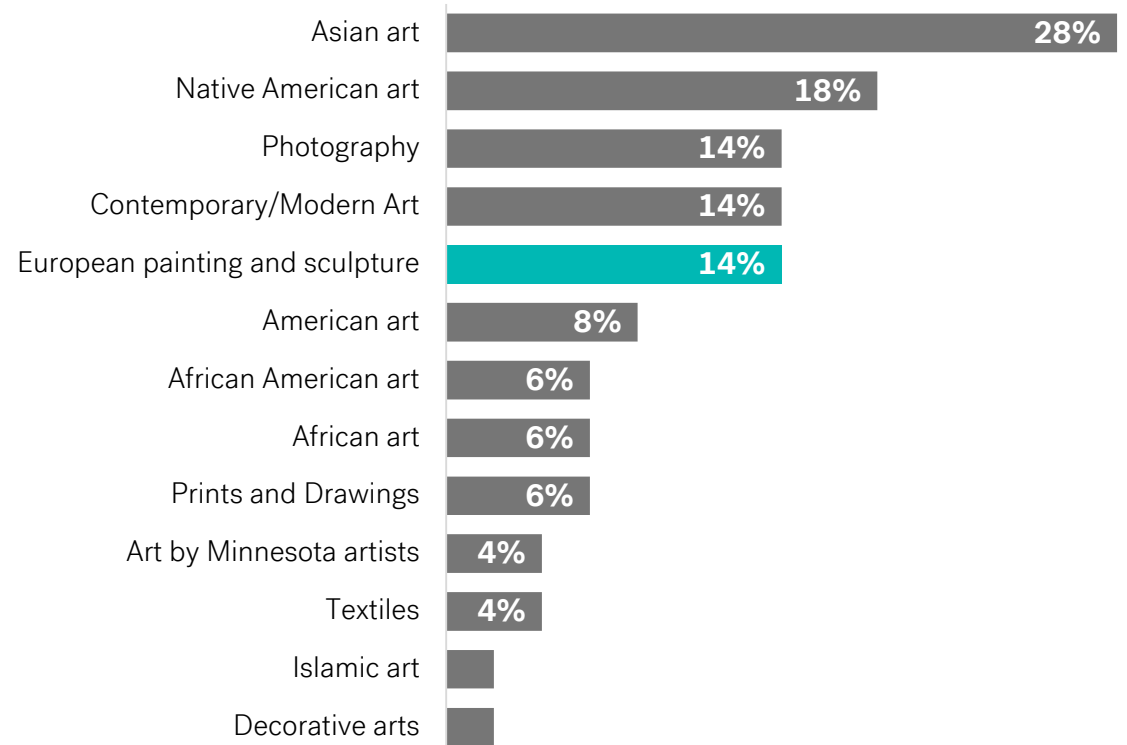
Visitor Profile
Motivations and Interests

Visitors reported a wide range of art interests. Although one-third of visitors reported being interested in European art, that number dropped to 14% for non-white visitors, with Asian art and Native American art at the top of the list.

Visitor Interests (all visitors)

Category	Percentage
European painting and sculpture	32%
Contemporary/Modern Art	20%
Photography	16%
Asian art	13%
Native American art	13%
Prints and Drawings	12%
American art	7%
Textiles	7%
Art by Minnesota artists	6%
African art	
Decorative arts	
African American art	
Islamic art	

Visitor Interests (non-white visitors)

Category	Percentage
Asian art	28%
Native American art	18%
Photography	14%
Contemporary/Modern Art	14%
European painting and sculpture	14%
American art	8%
African American art	6%
African art	6%
Prints and Drawings	6%
Art by Minnesota artists	4%
Textiles	4%
Islamic art	
Decorative arts	

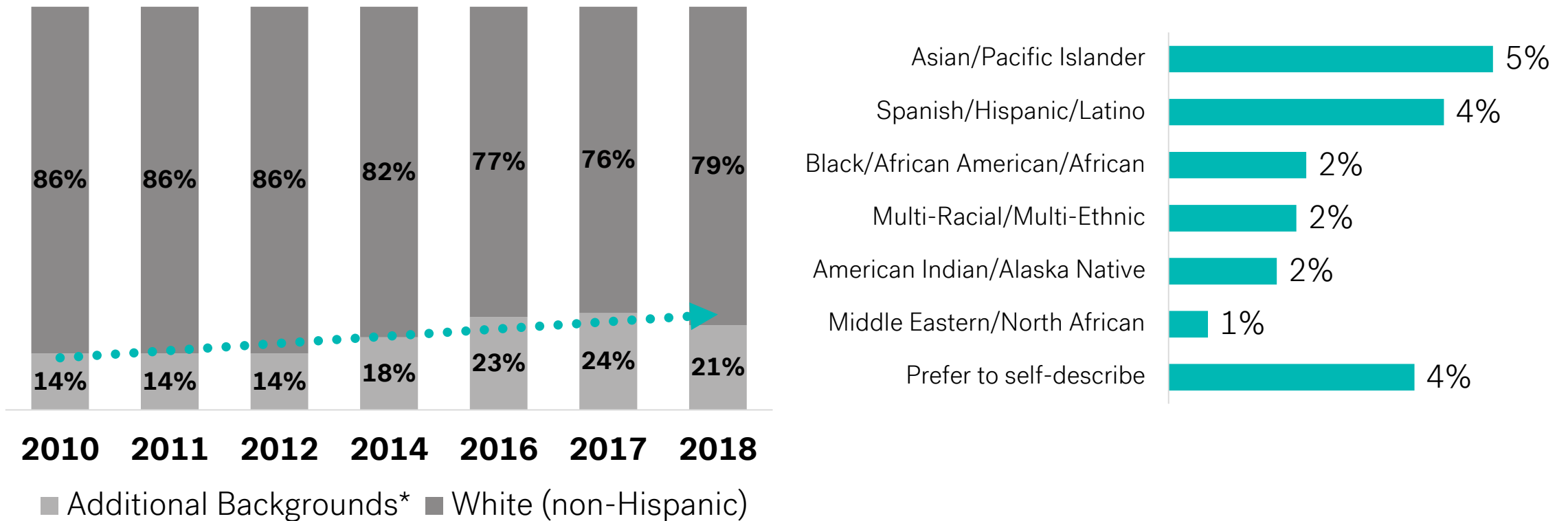**Minneapolis Institute of Art**

Demographics

Demographics
Race and Ethnicity

The percentage of visitors who identify as a race or ethnicity other than white has risen significantly since 2010, and remains relatively consistent with the previous two years.

Year	White (non-Hispanic)	Additional Backgrounds*
2010	86%	14%
2011	86%	14%
2012	86%	14%
2014	82%	18%
2016	77%	23%
2017	76%	24%
2018	79%	21%

Category	Percentage
Asian/Pacific Islander	5%
Spanish/Hispanic/Latino	4%
Black/African American/African	2%
Multi-Racial/Multi-Ethnic	2%
American Indian/Alaska Native	2%
Middle Eastern/North African	1%
Prefer to self-describe	4%

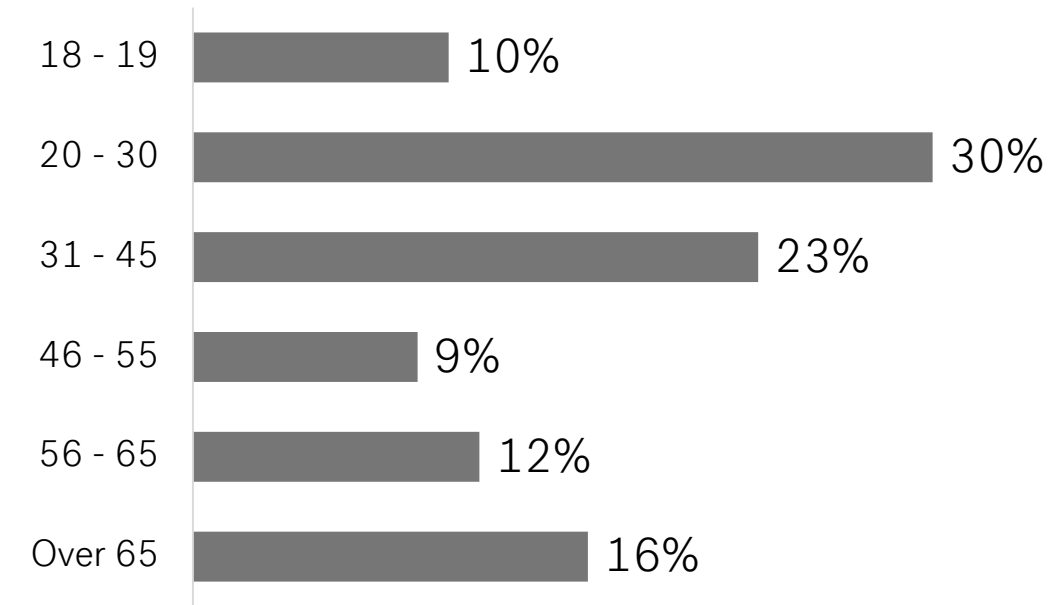■ Additional Backgrounds*   ■ White (non-Hispanic)

*Additional backgrounds include American Indian/Alaska Native, Asian/Pacific Islander, Black/African American/African, Middle Eastern/North African, Multi-Racial/Multi-Ethnic, Spanish/Hispanic/Latino, and an option to self-describe.
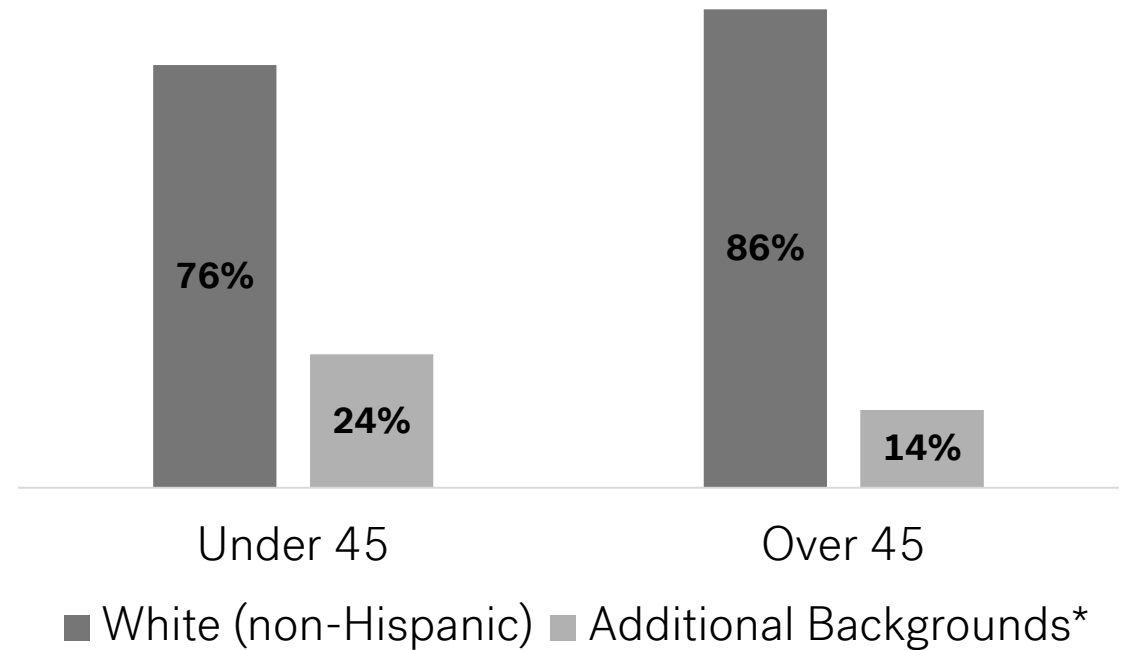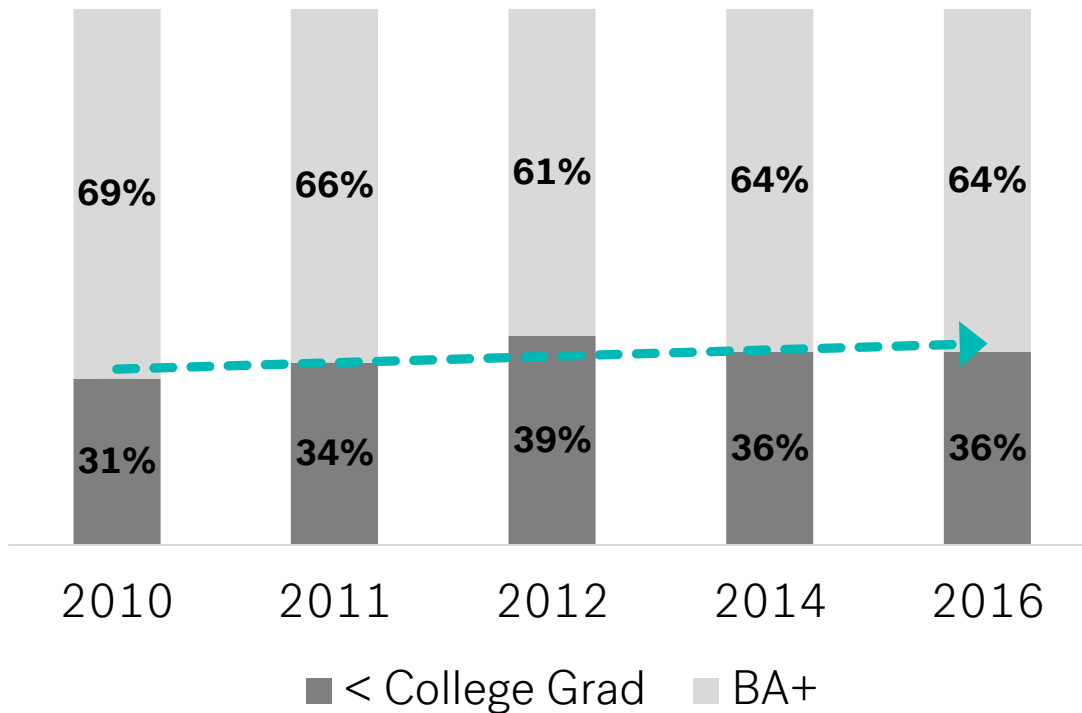
Minneapolis Institute of Art

Demographics
Age

Average age of adult visitors* = 41

The average age has remained consistent since 2010.

Age	%
18 - 19	10%
20 - 30	30%
31 - 45	23%
46 - 55	9%
56 - 65	12%
Over 65	16%

*The visitor survey does not capture the demographics of visitors under 18. Mia served an estimate of **250,000** youth in FY17.

Minneapolis Institute of Art

Younger visitors are more racially and ethnically diverse.

Under 45: White (non-Hispanic) 76%, Additional Backgrounds* 24%

Over 45: White (non-Hispanic) 86%, Additional Backgrounds* 14%

■ White (non-Hispanic) ■ Additional Backgrounds*

*Additional backgrounds include American Indian/Alaska Native, Asian/Pacific Islander, Black/African American/African, Middle Eastern/North African, Multi-Racial/Multi-Ethnic, Spanish/Hispanic/Latino, and an option to self-describe.
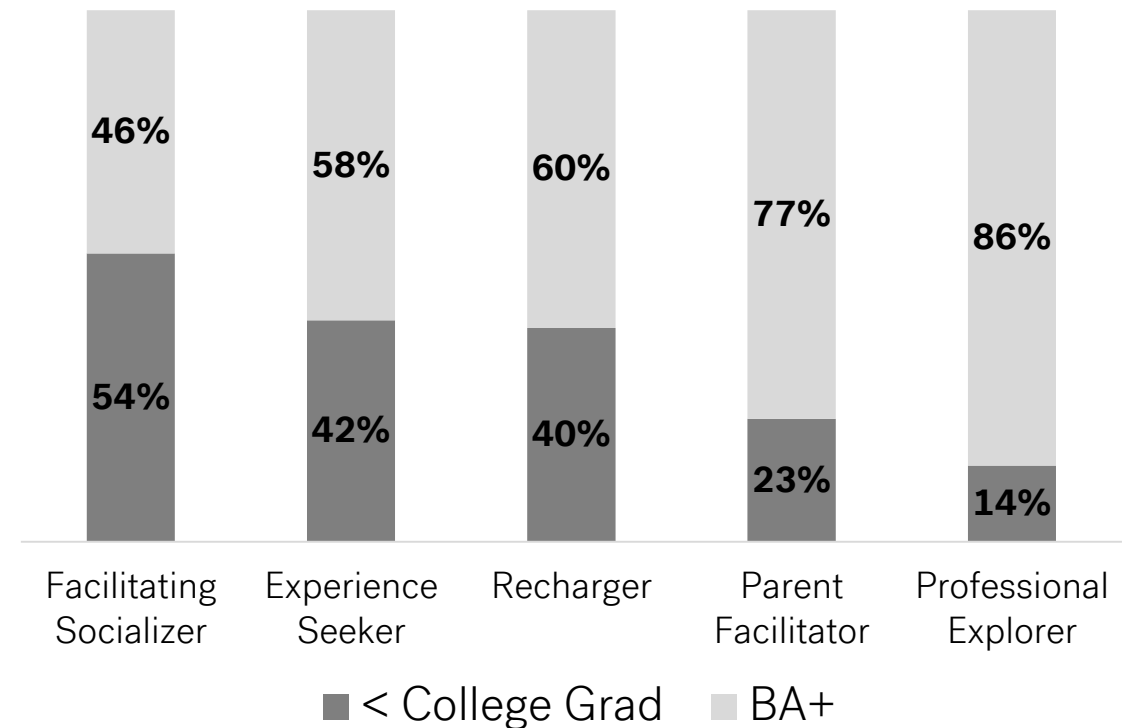
Demographics
Education

The education level of visitors remains high, but the percent of visitors without college degrees has increased by 5% since 2010.
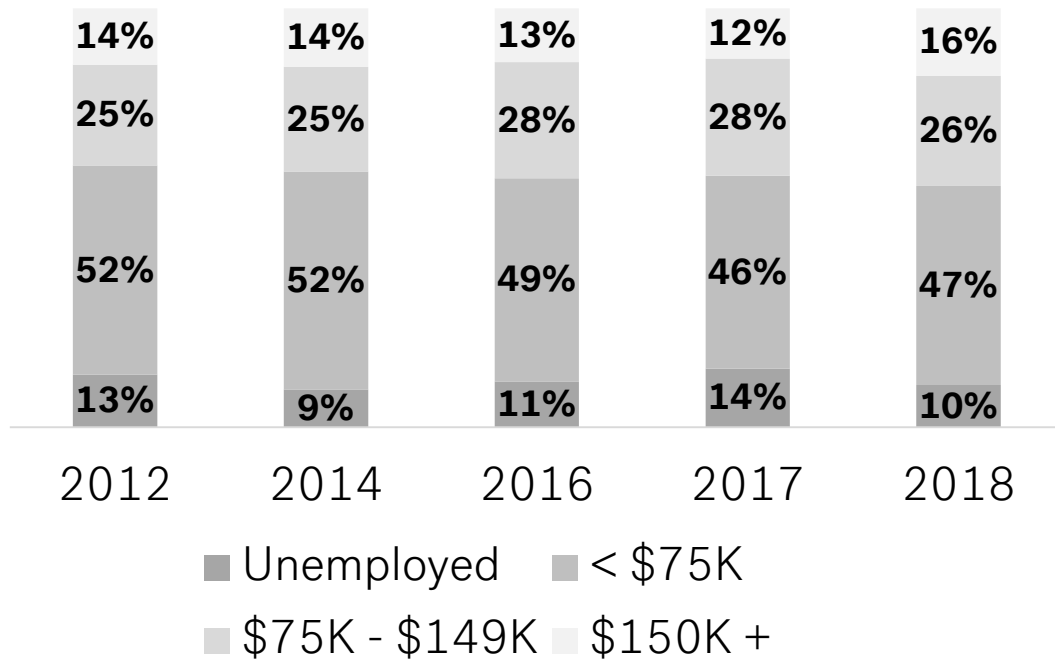
	2010	2011	2012	2014	2016
BA+	69%	66%	61%	64%	64%
< College Grad	31%	34%	39%	36%	36%

■ < College Grad   ■ BA+

Visitor Motivations (Falk) vary based on the formal education levels of visitors.

	Facilitating Socializer	Experience Seeker	Recharger	Parent Facilitator	Professional Explorer
BA+	46%	58%	60%	77%	86%
< College Grad	54%	42%	40%	23%	14%

■ < College Grad   ■ BA+

Demographics
Income

The income levels of visitors remains high, with an average household income of approximately $87,000.

	2012	2014	2016	2017	2018
$150K +	14%	14%	13%	12%	16%
$75K - $149K	25%	25%	28%	28%	26%
< $75K	52%	52%	49%	46%	47%
Unemployed	13%	9%	11%	14%	10%

- Unemployed
- < $75K
- $75K - $149K
- $150K +

Median household income bracket for Mia Visitors is $50,000 - $74,999.

Median household income by area (census data):

Area	Median household income
Minnesota	$65,599
Twin Cities	$73,231
Whittier	$36,290
Phillips	$27,420

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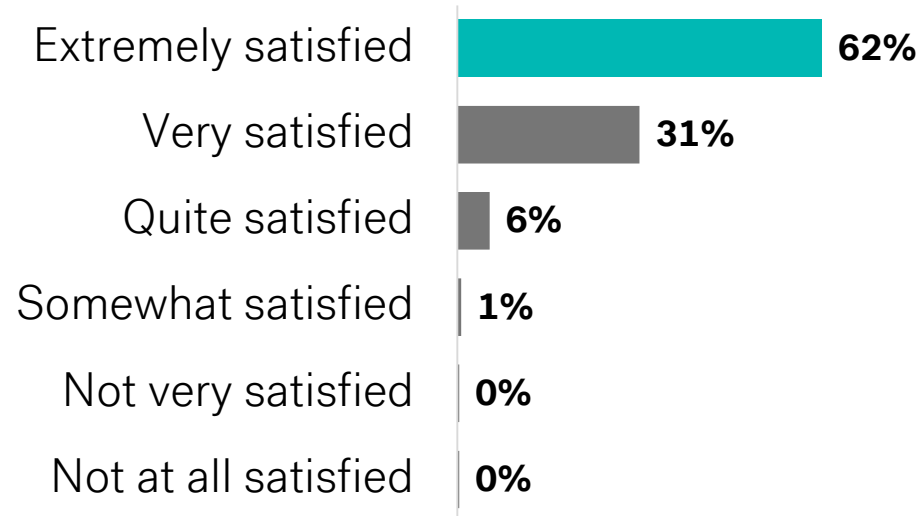
10
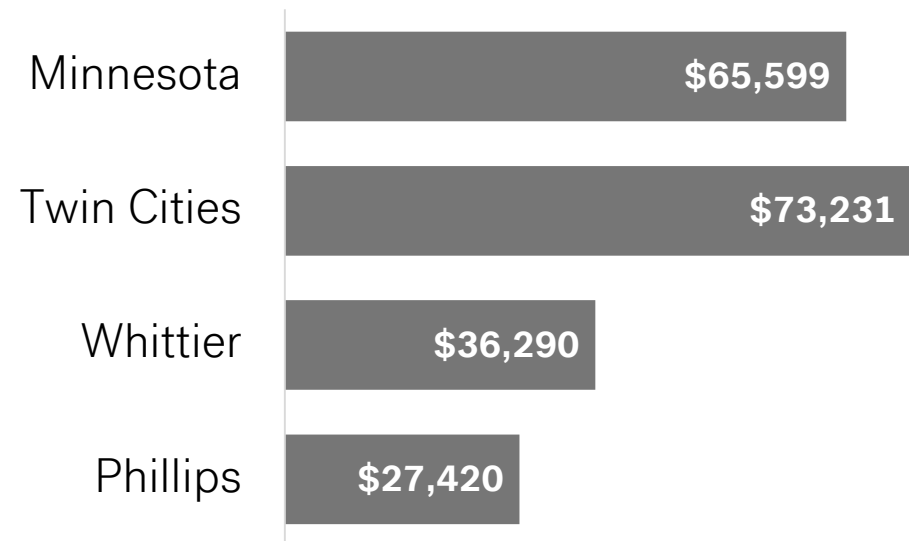
Satisfaction
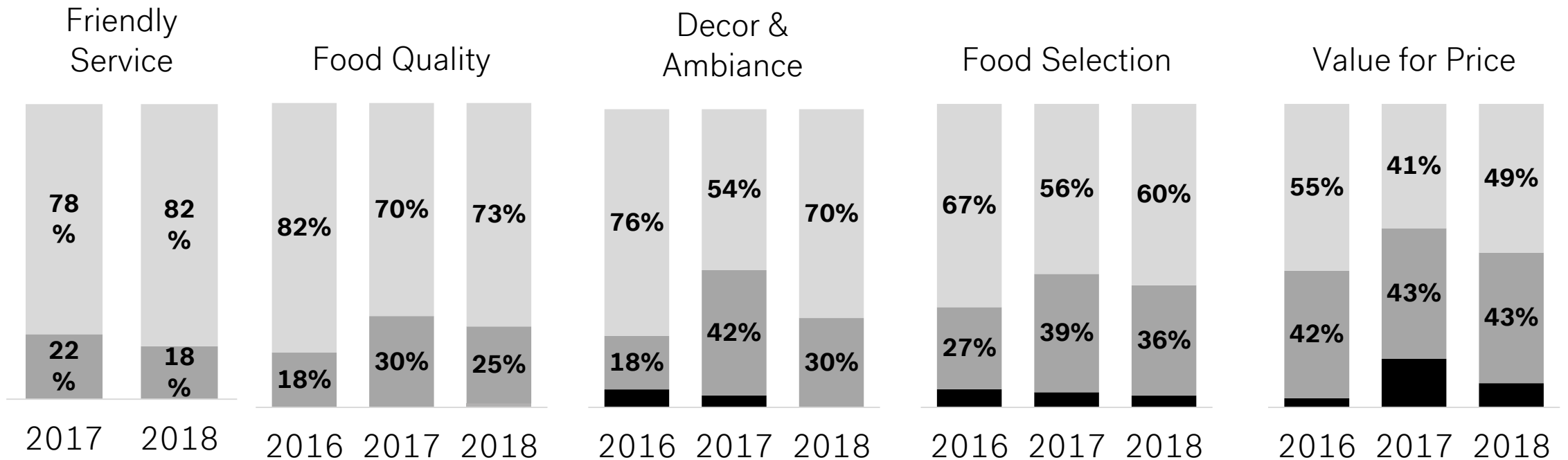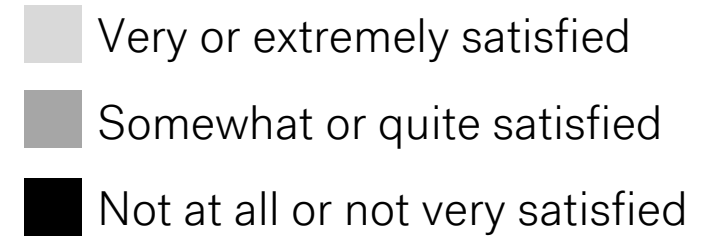
Satisfaction
Overall Visit Satisfaction

Over half of our visitors were extremely satisfied with their visit, a rating that has seen a significant increase since 2011.

Extremely satisfied	62%
Very satisfied	31%
Quite satisfied	6%
Somewhat satisfied	1%
Not very satisfied	0%
Not at all satisfied	0%

Extremely Satisfied by year:
- 2011: 49%
- 2012: 52%
- 2016: 59%
- 2017: 62%
- 2018: 62%

■ Extremely Satisfied

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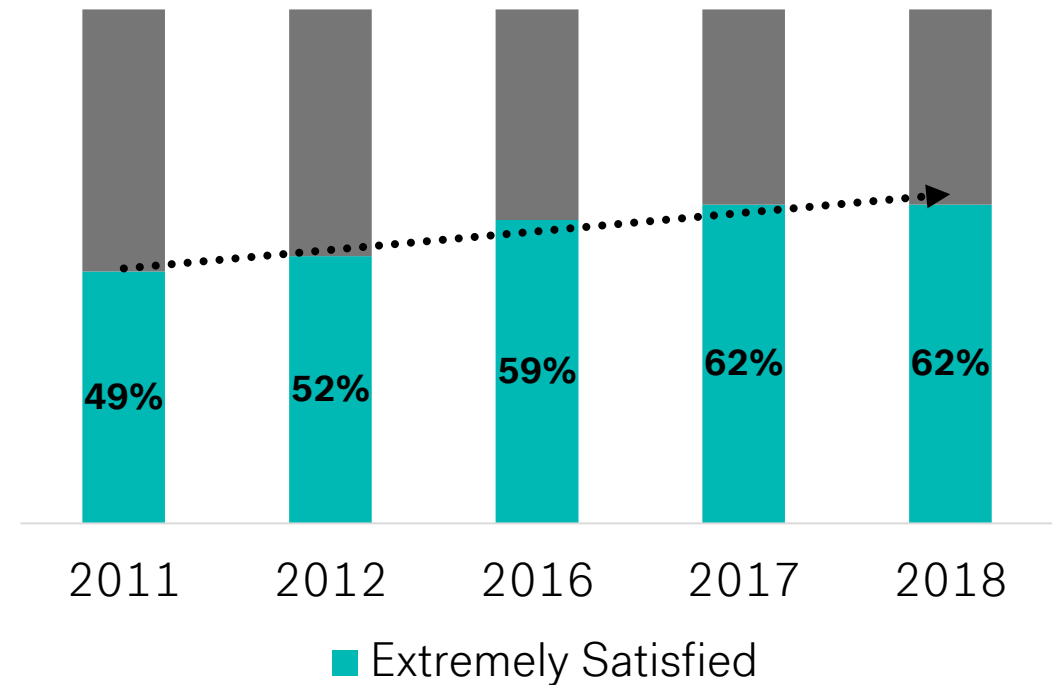
Satisfaction
Agra Culture Café

Visitors reported slightly higher satisfaction in all five categories over last year. Value for Price, and Food Selection remain areas that warrant attention.
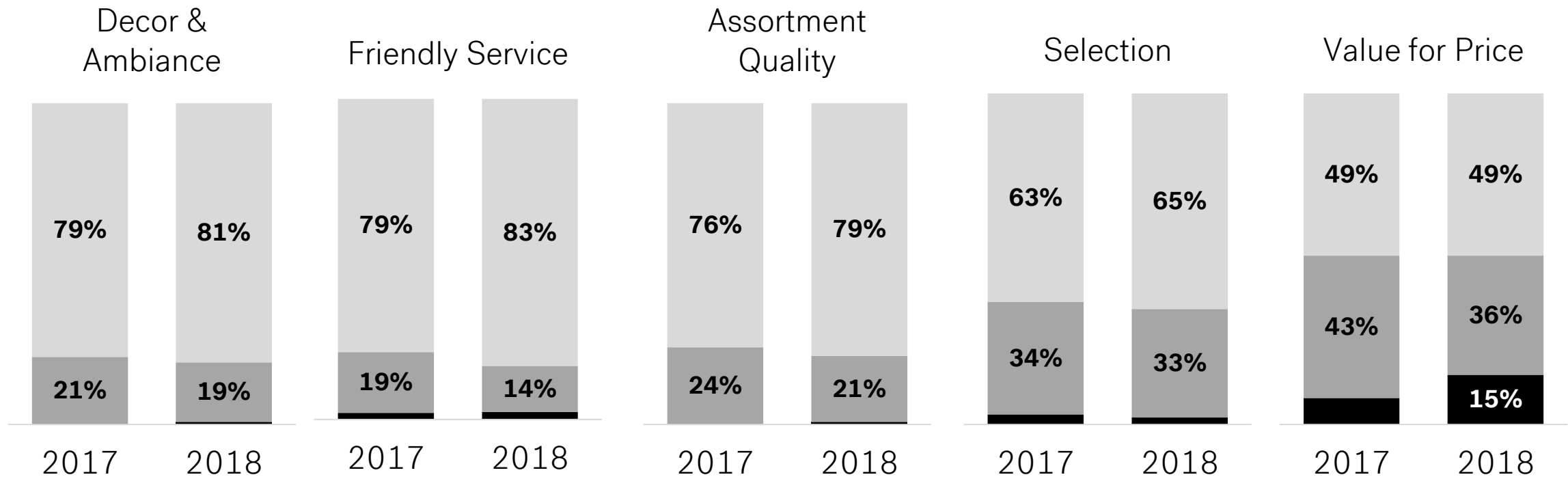

Legend:
- Very or extremely satisfied
- Somewhat or quite satisfied
- Not at all or not very satisfied

Friendly Service
- 2017: 78%, 22%
- 2018: 82%, 18%

Food Quality
- 2016: 82%, 18%
- 2017: 70%, 30%
- 2018: 73%, 25%

Decor & Ambiance
- 2016: 76%, 18%
- 2017: 54%, 42%
- 2018: 70%, 30%

Food Selection
- 2016: 67%, 27%
- 2017: 56%, 39%
- 2018: 60%, 36%

Value for Price
- 2016: 55%, 42%
- 2017: 41%, 43%
- 2018: 49%, 43%

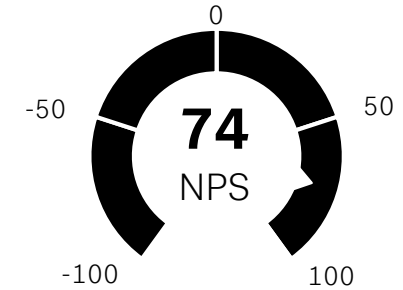# Satisfaction
The Store at Mia

Visitors typically report high satisfaction with décor and ambiance, service and quality—all have increased. Satisfaction with value for price is down from 2017.

Legend:
- Very or extremely satisfied
- Somewhat or quite satisfied
- Not at all or not very satisfied

Decor & Ambiance
- 2017: 79%, 21%
- 2018: 81%, 19%

Friendly Service
- 2017: 79%, 19%
- 2018: 83%, 14%

Assortment Quality
- 2017: 76%, 24%
- 2018: 79%, 21%

Selection
- 2017: 63%, 34%
- 2018: 65%, 33%

Value for Price
- 2017: 49%, 43%
- 2018: 49%, 36%, 15%

Minneapolis Institute of Art

Visitor Loyalty
Net Promoter Score

| 3% | 21% | 77% |

77% of visitors are considered "promoters" of Mia after their visit, responding either 9 or 10 regarding the likelihood of recommending Mia to friends or colleagues. Our overall net promoter score is 74.

My Mia members are more likely to recommend, with an NPS of 82, but have the same percentage of detractors as non-members (3%).

Members

Non-members
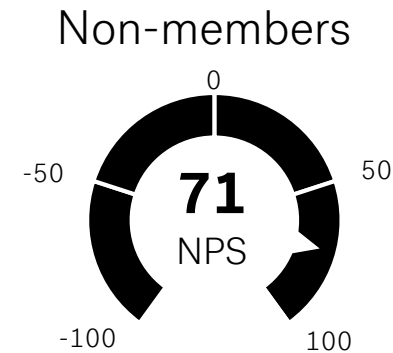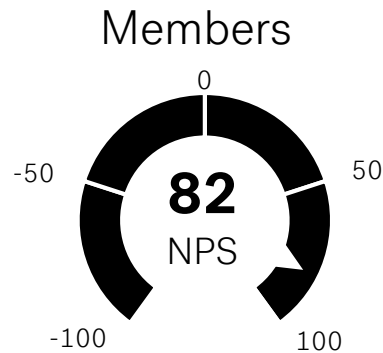
Ongoing Visitor Survey
Changes coming in FY19

Overview of Changes
What and Why

Ongoing Data Collection: 250 surveys/quarter

Collected during various days of week and times of day to ensure representation

Trustworthy and accurate data

Allows us to see changes in visitation by exhibition, season, time of day, etc.

Simplified Survey

Prioritizing the visitor experience with a simple and straightforward survey

Exit-only for quicker analysis

Consistent and accessible reporting

System for every department to be able to access the data they need, when they need it

Ensures that everyone is looking at the most accurate and current numbers

Ability to respond quickly to data (e.g. NPS drop or safety issue)

Quarterly and Annual Reports

Minneapolis Institute of Art

New Version

Mia

To better serve our community, Mia has been conducting annual visitor surveys for more than 15 years. We appreciate your participation in this year's survey and value your feedback. Feel free to skip any questions you do not wish to answer.

1. How would you rate your overall experience at the museum today?

☐ Superior   ☐ Excellent   ☐ Good   ☐ Fair   ☐ Poor

2. Please share what influenced your rating.

_____

3. Which best describes your <u>primary reason</u> for visiting the museum today?

☐ I just wanted to visit in general.
☐ There was something specific I wanted to see or do.
↳ Which of these were you especially hoping to see or do today?
    ☐ Special Exhibition: _____   ☐ Special Event: _____
    ☐ Visit the Family Center   ☐ Shop in the Store at Mia   ☐ Eat in the café or restaurant

4. What, if any, significant changes did you notice since your last visit to the Minneapolis Institute of Art?

_____

5. Approximately how much time did you spend in the museum today?

☐ Less than 1 hour   ☐ 1 to 2 hours   ☐ 2 to 3 hours   ☐ 3 to 4 hours   ☐ Over 4 hours

6. Who came with you today?

☐ I am here by myself   ☐ Adults only   ☐ Child(ren) under 18   ☐ Adults and child(ren) under 18

7. How often do you visit the Minneapolis Institute of Art?

☐ This is my first visit   ☐ I visit every few years   ☐ I visit once or twice a year   ☐ I visit many times a year

    In the past 12 months, how many times have you visited?

      ☐ None (other than today)   ☐ Once (other than today)
      ☐ 2-3 times   ☐ 4-5 times   ☐ 6+ times

8. Are you a My Mia Member?

☐ Yes, and I just joined today   ☐ Yes   ☐ Not currently, but I have been in the past   ☐ No

    If yes, how long have you been a member?
      ☐ Less than 1 year   ☐ 1-2 years   ☐ 3-5 years   ☐ 6-10 years   ☐ Over 10 years

9. How likely is it that you would recommend Mia to a friend or colleague? Please circle <u>one</u> number.

Not at all Likely   Extremely Likely

1	2	3	4	5	6	7	8	9	10

This next set of questions helps us identify who the Minneapolis Institute of Art is serving. Feel free to skip any questions you do not feel comfortable with or do not wish to answer.

10. What is your gender? _____

11. What is your age? _____

12. Please record of the zip code of your permanent residence. If you do not live in the United States, please write your home county. _____

13. What is the highest level of education that you have completed?

☐ High school or less   ☐ Some college   ☐ Bachelor's degree
☐ Master's degree   ☐ Professional/Doctoral degree

14. How do you identify? Select <u>all</u> that apply.

☐ American Indian/Alaska Native
☐ Asian/Pacific Islander
☐ Black/African-American/African
☐ Middle Eastern/North African
☐ Hispanic/Latinx/Spanish Origin
☐ White
☐ Not listed here or Prefer to self-describe _____

15. Which of the following categories reflects your combined household income before taxes?

☐ Under $10,000   ☐ $75,000 to $99,999
☐ $10,000 to $34,999   ☐ $100,000 to $149,999
☐ $35,000 to $49,999   ☐ $150,000 to $199,999
☐ $50,000 to $74,999   ☐ $200,000 or over

16. What is your primary language? _____

17. Do you or someone in your group have a temporary or permanent disability?

☐ Yes   ☐ No   ☐ Decline to respond
↳ If yes, how would you describe the disability?

    ☐ Auditory   ☐ Mobility
    ☐ Cognitive   ☐ Visual
    ☐ Learning   ☐ Other (please describe) _____

18. Is there anything else you'd like to share about your experience at the museum today?

19. Are you a **museum professional**, **artist**, or **student**? Please circle all that apply.

Thank you!