“Martin Luther: Art and the Reformation”
Audience Report
Overall

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Goal</th>
<th>% to Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance of Exhibition</td>
<td>110,966</td>
<td>100,000</td>
<td>111%</td>
</tr>
<tr>
<td>Total Attendance of Museum</td>
<td>236,292</td>
<td>250,000</td>
<td>95%</td>
</tr>
<tr>
<td>% of Visitors Attending Exhibition</td>
<td>47%</td>
<td>40%</td>
<td>117%</td>
</tr>
<tr>
<td>NPS</td>
<td>43</td>
<td></td>
<td></td>
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</tbody>
</table>

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 Seeing Nature had a score of 57.
Ticket Sales

Ticket Type Sold by Week vs Attendance

Week 0 represents pre-sale tickets and opening weekend
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 3,400 people responded to the survey.
Survey Insights

Most Common Positive Sentiments:

Historical context for the art.
The opportunity to see the collection in Minneapolis.
The wide variety of artifacts presented.
The inclusion of the interfaith panel.
The narration on the audio guide.

Overall, the majority of survey respondents were excited and inspired by the show and its content.

What did you like about the exhibition?

“A great and authentic historical portrayal of the life and work of martin Luther.”

“Incredible opportunity to see historical documents and displays that I couldn’t otherwise see.”

“I loved the depth and completeness of it. I have been a committed Lutheran all my life, and I am deeply inspired.”

“Great variety of objects to represent [Luther] and his influence.”

“Scholarly but accessible. Amazing collection of objects.”

“Educational and inspirational. I also appreciated the transparency about the darker side of Luther – i.e. his beliefs and writings regarding Jews and Muslims.”
Survey Insights

Most Common Negative Sentiments:

Large crowds, and congestion caused by tour groups.
Small print on wall labels combined with dark rooms made reading difficult.
Confusing numbering for audio guide.

An overwhelming amount of people (even those that enjoyed the show) commented on the large crowds and difficulty of moving in the galleries. These comments were most prevalent during the last three weeks of the show.

What did you dislike about the exhibition?

“I would have liked more benches. There were a lot of people who had mobility issues”

“There were 4 tours going on at the same time. It was very difficult, when 3 were in the same gallery, to get to see the art.”

“Hard to navigate the non-sequential audio stops.”

“It was hard to read the descriptions because of darkness, small print, and crowds.”
### Survey Insights

#### Wall labels and audio guide

<table>
<thead>
<tr>
<th>What did you think of the length of the wall labels?</th>
<th>Much too short</th>
<th>A bit too short</th>
<th>About right</th>
<th>A bit too long</th>
<th>Much too long</th>
<th>I did not read wall labels</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.04% 67</td>
<td>5.52% 181</td>
<td>79.77% 2,614</td>
<td>7.63% 250</td>
<td>1.16% 38</td>
<td>3.88% 127</td>
<td></td>
<td>3,277</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What did you think about the amount of labels with extended information?</th>
<th>Not enough labels had extended information</th>
<th>About the right amount had extended information</th>
<th>Too many had extended information</th>
<th>I did notice the amount of labels with extended information</th>
<th>I did not read the wall labels</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.48% 306</td>
<td>75.25% 2,429</td>
<td>4.18% 135</td>
<td>6.72% 217</td>
<td>4.37% 141</td>
<td></td>
<td>3,228</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How did the audio guide contribute to your experience?</th>
<th>Greatly contributed</th>
<th>Somewhat contributed</th>
<th>Neither contributed nor detracted</th>
<th>Somewhat detracted</th>
<th>Greatly detracted</th>
<th>I did not use the audio guide</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>31.34% 1,024</td>
<td>10.22% 334</td>
<td>1.41% 46</td>
<td>3.24% 106</td>
<td>2.14% 70</td>
<td>51.64% 1,687</td>
<td></td>
<td>3,267</td>
</tr>
</tbody>
</table>
Survey Insights

Rank the following statements based on your experience in the exhibition. (where #1 most closely aligns with your experience.)

- Martin Luther took a stand that changed the course of history.
- The artwork and archaeological finds in the exhibition led to a greater understanding of who Martin Luther was.
- Art played a powerful role in expressing and creating the social and political ideology of the Reformation.
- The Reformation brought about a dramatic change in European art.
Survey Insights
How did you hear about this exhibition?

Other comments:

“Article in Thrivent mag.”

“Luther Seminary professor and MPR.”

“Germanfest.”

“Was especially impressed to see movie trailer.”

“We heard an interview on MPR and were immediately interested.”