Annual Visitor Study
2018 Audience Report
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:

<table>
<thead>
<tr>
<th>Visits per Year</th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 1</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>1-2 times</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>3-5 times</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>6-10 times</td>
<td>11%</td>
<td>89%</td>
</tr>
<tr>
<td>11-20 times</td>
<td>4%</td>
<td>96%</td>
</tr>
<tr>
<td>20+</td>
<td>3%</td>
<td>97%</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Motivation/Interest</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment/Enjoyment</td>
<td>48%</td>
</tr>
<tr>
<td>Learn about art</td>
<td>15%</td>
</tr>
<tr>
<td>Out of Town</td>
<td>11%</td>
</tr>
<tr>
<td>Eat/Drink</td>
<td>4%</td>
</tr>
<tr>
<td>Class Assignment</td>
<td>5%</td>
</tr>
<tr>
<td>Family Day</td>
<td>4%</td>
</tr>
<tr>
<td>Tour</td>
<td>4%</td>
</tr>
<tr>
<td>Third Thursday</td>
<td>2%</td>
</tr>
<tr>
<td>Visit Family Center</td>
<td>2%</td>
</tr>
<tr>
<td>Lecture or Class</td>
<td>2%</td>
</tr>
<tr>
<td>Shop</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Experience Seeker**

**Facilitating Socializer**

**Parent Facilitator**

**Professional Explorer**

**Recharger**
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.
Demographics
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.

*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
Age

Average age of adult visitors* = 41
The average age has remained consistent since 2010.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 19</td>
<td>10%</td>
</tr>
<tr>
<td>20 - 30</td>
<td>30%</td>
</tr>
<tr>
<td>31 - 45</td>
<td>23%</td>
</tr>
<tr>
<td>46 - 55</td>
<td>9%</td>
</tr>
<tr>
<td>56 - 65</td>
<td>12%</td>
</tr>
<tr>
<td>Over 65</td>
<td>16%</td>
</tr>
</tbody>
</table>

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

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%

*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.
The education level of visitors remains high, but the percent of visitors without college degrees has increased by 5% since 2010.

Visitor Motivations (Falk) vary based on the formal education levels of visitors.
The income levels of visitors remains high, with an average household income of approximately $87,000.

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

Median household income by area (census data):

<table>
<thead>
<tr>
<th>Area</th>
<th>2012</th>
<th>2014</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minnesota</td>
<td>14%</td>
<td>14%</td>
<td>13%</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Twin Cities</td>
<td>25%</td>
<td>25%</td>
<td>28%</td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>Whittier</td>
<td>52%</td>
<td>52%</td>
<td>49%</td>
<td>46%</td>
<td>47%</td>
</tr>
<tr>
<td>Phillips</td>
<td>13%</td>
<td>9%</td>
<td>11%</td>
<td>14%</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

Median household income:

- Minnesota: $65,599
- Twin Cities: $73,231
- Whittier: $36,290
- Phillips: $27,420
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%

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

**Satisfaction**

*Agra Culture Café*

**Friendly Service**
- 2017: 78% (Very or extremely satisfied)
- 2018: 82% (Very or extremely satisfied)
- 2016: 18% (Not at all or not very satisfied)
- 2017: 30% (Somewhat or quite satisfied)
- 2018: 25% (Somewhat or quite satisfied)

**Food Quality**
- 2016: 76% (Very or extremely satisfied)
- 2017: 54% (Somewhat or quite satisfied)
- 2018: 70% (Very or extremely satisfied)

**Decor & Ambiance**
- 2016: 18% (Very or extremely satisfied)
- 2017: 42% (Not at all or not very satisfied)
- 2018: 30% (Somewhat or quite satisfied)

**Food Selection**
- 2016: 67% (Very or extremely satisfied)
- 2017: 56% (Somewhat or quite satisfied)
- 2018: 60% (Very or extremely satisfied)

**Value for Price**
- 2016: 42% (Not at all or not very satisfied)
- 2017: 43% (Somewhat or quite satisfied)
- 2018: 43% (Somewhat or quite satisfied)
Visitors typically report high satisfaction with décor and ambiance, service and quality—all have increased. Satisfaction with value for price is down from 2017.
Visitor Loyalty
Net Promoter Score

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%).
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
New Version

Minneapolis Institute of Art
Visitor Survey

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 primary reason for visiting the museum today?
   □ I just wanted to visit in general.
   □ There was something specific I wanted to see or do.
   □ I was interested in a special exhibition.
   □ I was interested in a special event.
   □ I wanted to see Mia’s Family Center.
   □ I wanted to see Mia’s Shop.
   □ I wanted to see Mia’s cafe or restaurant.
   □ I came with you today.

4. 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

5. Who came with you today?
   □ I came by myself □ Adults only □ Child(ren) under 18 □ Adults and child(ren) under 18

6. 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

7. Are you a Mia Member?
   □ Yes, and I joined today □ Yes, but 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

8. How likely is it that you would recommend Mia to a friend or colleague?
   Please circle your response.
   [Likelihood Scale: Poor, Fair, Good, Very Good, Excellent]

9. What is your gender?

10. What is your age?

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

12. What is the highest level of education that you have completed?
   □ High school or less □ Some college □ Professional/Doctoral degree □ Bachelor’s degree

13. Which of the following categories reflects your combined household income before taxes?
   □ Under $10,000 □ $10,000 to $19,999 □ $20,000 to $34,999 □ $35,000 to $49,999 □ $50,000 to $74,999
   □ $75,000 to $99,999 □ $100,000 to $149,999 □ $150,000 to $199,999 □ $200,000 or over.

14. What is your primary language?

15. Do you or someone in your group have a temporary or permanent disability?
   □ Yes □ No □ Unable to respond.
   If yes, how would you describe the disability?
   □ Auditory □ Mobility □ Cognitive □ Visual □ Learning □ Other (please describe)

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

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

18. If you are a museum professional, artist, or student, please circle all that apply.
Thank you!