## Attendance Overview

<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>17,503</td>
<td>50,000</td>
<td>35%</td>
</tr>
<tr>
<td>Total Attendance of Museum</td>
<td>190,323</td>
<td>229,056</td>
<td>83%</td>
</tr>
<tr>
<td>% of Visitors Attending Exhibition</td>
<td>9.2%</td>
<td>21.8%</td>
<td>42%</td>
</tr>
</tbody>
</table>

### Ticket Sales by Segment

- **Full Price**
- **Member**
- **Discount**
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, near the Try It Activities. Approximately 900 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 Chart](chart.png)

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:

“Very fun and thought-provoking. Also very approachable.”

“I have some friends who are interested in these painters and others who are interested in Venice and Rome.”

“Insightful and informative experience!”

“It is important to keep history alive.”

“It was a new way to experience art. I learned about some historical events. I appreciated the free guided tour. Between the art, music, history, it was like a 3D experience.”
Survey Insights

Experience Rating

How would you rate your overall experience with this exhibition?

- Superior: 32%
- Excellent: 48%
- Good: 15%
- Fair: 4%
- Poor: 1%

How did the following experiences contribute to your visit?

Try It Activities
- Positively: 27%
- Somewhat Positively: 7%
- Neutral: 3%
- Somewhat Negatively: 0%
- Negatively: 1%
- Did not use: 61%

Guided Tour
- Positively: 6%
- Somewhat Positively: 1%
- Neutral: 2%
- Somewhat Negatively: 0%
- Negatively: 1%
- Did not use: 89%

MPR Musical Selections
- Positively: 59%
- Somewhat Positively: 13%
- Neutral: 6%
- Somewhat Negatively: 4%
- Negatively: 3%
- Did not use: 14%

Image Boards
- Positively: 75%
- Somewhat Positively: 7%
- Neutral: 3%
- Somewhat Negatively: 1%
- Negatively: 1%
- Did not use: 12%

Audio Guide
- Positively: 53%
- Somewhat Positively: 6%
- Neutral: 4%
- Somewhat Negatively: 1%
- Negatively: 2%
- Did not use: 34%

Minneapolis Institute of Art
Survey Insights
What did this exhibition make you wonder about?

Common Themes and Questions:

What life was like in Europe in the 18th Century.

Why the artists altered the images they painted.

How long it would take artists to complete a painting of such scale and detail.

What the division of wealth and power was like during the period.

How the themes expressed in the show relate back to our current news cycle.

Select Answers:

“How accuracy was warped to accommodate powerful people and sales potential.”

“How news travelled in the 18th century, and class divisions of the time.”

“What it would actually be like to live during those times.”

“How long it took to complete each painting due to the hundreds of figures!”

“Depictions of current events and the perspective the creator wanted to impart.”
**Survey Insights**

**How did you hear about this exhibition?**

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

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth or friends</td>
<td>30%</td>
</tr>
<tr>
<td>Mia email</td>
<td>26%</td>
</tr>
<tr>
<td>At Mia</td>
<td>26%</td>
</tr>
<tr>
<td>Print mail from Mia</td>
<td>23%</td>
</tr>
<tr>
<td>Mia website</td>
<td>19%</td>
</tr>
<tr>
<td>Social Media</td>
<td>9%</td>
</tr>
<tr>
<td>Newspaper article</td>
<td>8%</td>
</tr>
<tr>
<td>Outdoor advertising</td>
<td>5%</td>
</tr>
<tr>
<td>Radio</td>
<td>5%</td>
</tr>
<tr>
<td>Newspaper ad</td>
<td>4%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>4%</td>
</tr>
<tr>
<td>Online Advertising</td>
<td>4%</td>
</tr>
<tr>
<td>Magazine ad</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Other comments:**

- “Smart Pass”
- “Trivia Mafia Prize”
- “Corporate Sponsor Week”
- “Leaflet at hotel”
- “Attended a play at the Children’s Theater and saw this next door.”