The show’s attendance was 76% to its 60,000 goal. A two-week extension to the run time as well as free admission during Art in Bloom boosted attendance.
Attendance
Weekly Attendance vs Ticket Sales

Ticket Type Sold by Week vs Attendance

Attendance saw a slight uptick around week 4 and slowed down again week 9. The week of Art in Bloom was by far our busiest week, followed by the closing week of the show.

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, 2/5/18.
Post-Visit Survey Results

The survey was accessible via an iPad between the exhibition entrance and the Stop and Chat. Approximately 2,000 visitors participated in the survey. Demographics of survey takers are included in the appendix.
Survey Insights
Knowledge & Curiosity

Most visitors were slightly familiar with the Qing Dynasty and not at all familiar with Robert Wilson prior to visiting the exhibition.

Upon leaving the exhibition, they were curious to learn more about both subjects, most notably Chinese history and culture.

Qing Dynasty
- Not at all familiar: 22%
- Slightly familiar: 46%
- Somewhat familiar: 25%
- Very familiar: 6%

Robert Wilson
- Not at all familiar: 75%
- Slightly familiar: 14%
- Somewhat familiar: 8%
- Very familiar: 3%

Chinese history and culture: 65%
Chinese art history: 49%
Exhibition design and immersive exhibition experiences: 46%
Robert Wilson and theatrical set design: 37%
In general, people had a very positive experience in the show, with 80% of respondents rating their experience as ‘Superior’ or ‘Excellent’.

How would you rate your overall experience with this exhibition?

- Superior: 52%
- Excellent: 28%
- Good: 11%
- Fair: 4%
- Poor: 4%
Survey Insights
Net Promoter Score

How likely is it that you would recommend this exhibition to a friend or colleague?

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.

48
NPS

-100 0 100

Top reasons for being a promoter:
1. Good exhibition/Beautiful (39% of promoters)
2. Original/Innovative (11%)
3. Great sensory/theatrical experience (5%)

Top reasons for being a detractor:
1. Didn't like sounds and smells (20% of detractors)
2. Not enough Information (18%)
Survey Insights
Audience Resources

Visitors had multiple opportunities to get more information about the show. Most visitors read the brochure, and over one third visited with docents at the ‘Stop and Chat’.

Did you read the brochure containing information about each gallery?

- Yes: 73%
- No: 13%
- Not yet, but I plan to: 14%

Of the 37% of respondents who went to the ‘Stop and Chat’ or interacted docents or guides, the vast majority said that it positively impacted their experience.

- Positively: 76%
- Somewhat positively: 13%
- Neutrally: 9%
- Somewhat negatively: 1%
- Negatively: 1%
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</td>
<td>39%</td>
</tr>
<tr>
<td>Mia Email</td>
<td>25%</td>
</tr>
<tr>
<td>At Mia</td>
<td>25%</td>
</tr>
<tr>
<td>Print mail</td>
<td>20%</td>
</tr>
<tr>
<td>Mia website</td>
<td>16%</td>
</tr>
<tr>
<td>Social Media</td>
<td>13%</td>
</tr>
<tr>
<td>Newspaper article</td>
<td>13%</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>3%</td>
</tr>
<tr>
<td>Magazine ad</td>
<td>2%</td>
</tr>
</tbody>
</table>

Other comments (selection):

- “Creative Mornings”
- “Won tickets from Trivia Mafia”
- “Hope Community”
- “MSPIFF [Minneapolis-St. Paul International Film Festival]”
- “My company is a sponsor.”
Appendix A
Respondent Demographics

The following demographics represent those of the survey takers and are not necessarily representative of all of the visitors. People opted to take the survey, so responses are not a random sample of the full population.

<table>
<thead>
<tr>
<th>Number of Visits in Past Year</th>
<th>Age</th>
<th>Race and Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>First visit ever</td>
<td>Under 18</td>
<td>White (non-Hispanic)</td>
</tr>
<tr>
<td></td>
<td>18 - 24</td>
<td>Asian/Pacific Islander</td>
</tr>
<tr>
<td></td>
<td>25 - 34</td>
<td>Multi-racial/Multi-ethnic</td>
</tr>
<tr>
<td></td>
<td>35 - 44</td>
<td>Spanish/Hispanic/Latino</td>
</tr>
<tr>
<td></td>
<td>45 - 54</td>
<td>American Indian/Alaskan Native</td>
</tr>
<tr>
<td></td>
<td>55 - 64</td>
<td>Black/African-American/African</td>
</tr>
<tr>
<td></td>
<td>65 - 74</td>
<td>Middle Eastern/North African</td>
</tr>
<tr>
<td></td>
<td>75+</td>
<td>Other</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Membership</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>Female</td>
</tr>
<tr>
<td>Non-Member</td>
<td>Male</td>
</tr>
<tr>
<td></td>
<td>Non-Binary</td>
</tr>
</tbody>
</table>
Thank you!