

AUSTRALIAN MUSEUM VISITOR PROFILE 2008/11

	JULY 2008 – JANUARY 2011 (n=1,418)
Why visited	<ul style="list-style-type: none"> • 29% general visit • 18% school holidays • 17% tourist destination • 25% special exhibition (5% Egyptian Treasures, 4% Mammoth, 3% WPY, 2% Papunya) • 6% Dinosaurs • 1% recommendation • 1% Surviving Australia • 1% Kidspace
Seen/heard before visit	<ul style="list-style-type: none"> • 23% been before • 18% Friends/family/other people • 17% Tourist brochure • 13% Billboard/sign outside • 8% internet • 3% SMH • 2% TV • 11% not seen/heard anything
What enjoyed about visit & would tell others	<ul style="list-style-type: none"> • 25% a specific exhibition • 22% Dinosaurs • 8% Indigenous Australians gallery • 7% WPY • 6% Good for kids / General • 5% Seeing / touching real objects • 4% Skeletons; Surviving Australia; Mammoth • 3% Everything; Egyptian Treasures; Crystals/minerals/gems; exhibitions in general
Satisfaction	<ul style="list-style-type: none"> • Overall visit: 50% very satisfied, 40% somewhat satisfied; 8% neutral • General exhibitions: 42% very satisfied, 45% somewhat satisfied; 9% neutral • Value for money: 49% very satisfied, 32% somewhat satisfied; 14% neutral • Shop: 34% very satisfied, 43% somewhat satisfied, 21% neutral (of those who visited the shop, n=798). • Food services: 21% very satisfied, 36% somewhat satisfied, 28% neutral, 11% somewhat dissatisfied (n=426). • 96% would recommend AM to others • 37% intend to visit in the next 12 months (58% for Sydney-based visitors)
Areas to improve	<ul style="list-style-type: none"> • 39% Nothing • 9% better signage / wayfinding • 6% update exhibitions • 5% entry price • 5% cafe / bistro • 3% gift / book shop • 3% improved lighting

Most favourite exhibition	<ul style="list-style-type: none"> • 33% Dinosaurs • 18% Level G exhibition • 13% Surviving Australia • 11% Indigenous Australians • 7% Skeletons • 4% Planet of Minerals • 3% Birds & Insects • 3% Chapman Mineral Collection
Least favourite exhibition	<ul style="list-style-type: none"> • 15% Birds & Insects • 9% Planet of Minerals • 6% Indigenous Australians • 3% Chapman Mineral Collection • 3% Dinosaurs • 2% Skeletons • 1% Surviving Australia • 53% said None
Visitor type (Note: excludes school groups)	<ul style="list-style-type: none"> • 58% family; 14% alone; 11% friends; 10% spouse/partner; 3% friends & family; 1% organised group or tour • 36% had one adult in group; 54% had 2 adults and 10% three+ adults • 50% visited with children • 57% had visited AM before; 43% new visitors • 5% Members; 59% of non-Members aware of AMM • % visited website • 65% visited Shop; 63% of those who visited the Shop made a purchase. • 29% aged <35, 35% aged 35-49, 34% aged 50+ • 61% university/postgraduate; 14% technical college; 24% high school • 30% travelled by train; 30% walked; 18 by bus; 17% by car/motorbike; 2% by ferry • 71% live in Australia (49% in Sydney); 50% born in Australia; 72% speak English only at home • 7% earned under \$35K; 10% earned \$25-49K; 12% \$50-75K; 12% 75-100K; 14% \$100-150K; 8% \$150-200K; 6% over \$200K; 30% no answer
Other places visited	<ul style="list-style-type: none"> • 31% Taronga Zoo • 30% Sydney Aquarium • 27% AGNSW • 19% Powerhouse • 19% Maritime Museum • 15% MCA • 15% Sydney Wildlife World

Statistics are based on 11 general exit surveys from July 2008 to January 2011.
Numbers do not include responses from exhibition-specific exit surveys.

Sydney residents (n=704)

- 27% visited for school holidays, 25% visited for general visit
- Heard about AM: been before (32%); Friends/family/other people (19%); Not heard or seen anything (15%); billboard/sign outside (10%); Internet (9%)
- Most favourite exhibition: Dinosaurs (39%), Surviving Australia (12%), WPY (10%), Skeletons (6%)
- 75% visited with family; 70% visited with children
- 83% visited AM before:
 - 33% visited in past 12 months, 20% past 2 years, 14% past 5 years, 31% more than 5 years ago
- 59% likely to visit in next 12 months; 22% unsure
- Other places visited:
 - 35% Taronga Zoo
 - 34% Art Gallery of NSW
 - 30% Sydney Aquarium
 - 26% Powerhouse Museum
 - 20% Maritime Museum
 - 17% Sydney Wildlife World
 - 17% Museum of Contemporary Art
- 8% Members; 59% of non-Members aware of AMM
- 41% travelled by train; 28% by car (incl. dropped off/taxi); 20% bus; 9% walked only
- 68% born in Australia; 81% speak only English at home
- 24% earn 75K-150K; 29% earn less than 75K; 17% over 150K; 29% prefer not to say

Visited with children (n=405)

- 44% one child; 39% two children; 17% three+ children
- 27% visited for general visit, 19% for school holidays, 17% for Dinosaurs
- Heard about AM: from Friends/family/other people (19%); Been before (18%); ad in SMH (9%); billboard/sign outside (8%); Internet (8%); Not heard or seen anything (23%)
- Most favourite exhibition: Dinosaurs (36%), Surviving Australia (15%), Mammoth (7%), Skeletons (6%)
- 77% visited AM before:
 - 30% visited in past 12 months, 18% past 2 years, 13% past 5 years, 36% more than 5 years ago
- 46% likely to visit in next 12 months; 21% unsure
- Other places visited:
 - 39% Taronga Zoo
 - 34% Sydney Aquarium
 - 26% Powerhouse Museum
 - 22% Art Gallery of NSW
 - 21% Maritime Museum
 - 18% Sydney Wildlife World
 - 11% Museum of Contemporary Art
- 7% Members; 59% of non-Members aware of AMM
- 36% travelled by train; 29% by car (incl. dropped off/taxi); 18% bus; 13% walked only
- 67% born in Australia; 82% speak only English at home
- 35% earn 75K-150K; 31% earn less than 75K; 19% over 150K; 16% prefer not to say