

Australian Museum Visitor Profile 2005/07

JULY 2005-JUNE 2007 (n=2,518)	
Why visited	<ul style="list-style-type: none"> • 31% general visit • 19% tourist destination • 15% Special exhibition (5% Eaten Alive; 3% Fotos, National Geographic) • 6% dinosaurs • 5% school holidays • 3% AM exhibition • 3% for kids/entertain kids • 3% Indigenous interest • 1% interest in Australian culture • 1% recommendation
Seen/heard before visit	<ul style="list-style-type: none"> • 20% tourist brochure/map • 16% word of mouth • 14% billboard/sign outside • 9% general knowledge/been before • 7% guidebook (e.g. Lonely Planet) • 6% ad in SMH/Sun Herald • 6% Internet • 3% What's on brochure • 3% Bus shelter ads • 2% TV; local newspaper; Sydney's Child; • 1% Daily Telegraph; Members; Flyer/Avant Card; Radio; school/work/uni • 20% not seen/heard anything
What enjoyed about visit & would tell others	<ul style="list-style-type: none"> • 12% Indigenous Australia • 9% Pearls • 9% minerals/Chapman/Planet of Minerals • 8% skeletons/fossils • 7% Fotos exhibition • 7% good for kids • 5% seeing/touching real objects • 5% exhibitions in general • 5% Monsters • 4% everything • 4% birds & insects • 4% named specific animal/topic area • 2% Kids' Island
Satisfaction	<ul style="list-style-type: none"> • 44% very satisfied with overall visit; 42% somewhat satisfied; 12% neutral • 31% very satisfied with general exhibitions; 46% somewhat satisfied; 14% neutral • 44% very satisfied with value for money; 34% somewhat satisfied; 15% neutral; 5% somewhat dissatisfied; 1% not at all satisfied • 38% very satisfied with Shop; 35% somewhat satisfied; 21% neutral (of those who visited Shop, n=1,811) • 33% very satisfied with food services; 32% somewhat satisfied; 25% neutral (of those who rated food, n=556) • 94% would recommend AM to others • 35% intend to visit in next 12 months (of 48% not likely 79% were OS tourists)

Areas to improve	<ul style="list-style-type: none"> • 12% better signage/wayfinding • 9% entry fee • 7% more exhibits/greater variety of exhibits • 6% update exhibitions • 5% café/diner • 3% improve lighting
Most favourite exhibition	<ul style="list-style-type: none"> • 19% Special exhibition LG • 15% <i>Indigenous Australians</i> • 16% <i>Skeletons</i> • 14% Special exhibition L2 • 8% <i>Birds & Insects</i> • 6% <i>Planet of Minerals; Chapman Gallery</i> • 4% s&d • 3% <i>Kids' Island</i>
Least favourite exhibition	<ul style="list-style-type: none"> • 13% <i>Birds & Insects</i> • 7% <i>Planet of Minerals</i> • 5% <i>Indigenous Australians; Chapman Gallery</i> • 3% <i>Chapman Gallery; Skeletons; Kids' Island</i> • 56% said None
Visitor type (Note: excludes school groups)	<ul style="list-style-type: none"> • 39% family; 26% alone; 12% friends; 16% spouse/partner; 4% family & friends; 3% organised tour or group • 42% had one adult in group; 47% two adults and 11% three+ adults • 36% visited with children • 48% had visited AM before; 52% new visitors • 3% Members; 33% aware of members • 17% visited website; 19% knew/thought had website but not visited; 26% unaware of website • Of those who visited website (n=438): <ul style="list-style-type: none"> ○ 72% repeat visitors to AM; 53% with kids; 69% from Sydney; 44% aged 35-49; 61% under 35 • 62% visited Shop; 48% made a purchase • 3% aged <19; 24% aged 20-29; 24% aged 30-39; 19% aged 40-49; 13% aged 50-59; 15% aged over 60 • 67% university/post graduate; 16% technical college; 16% high school • 25% travelled by train; 33% walked; 17% came by car/motorbike; 15% by bus; 3% ferry • 79% live in Australia (45% in Sydney); 44% born in Australia; 70% speak English only at home • 9% earned under \$25K; 11% earned \$25-49K; 15% \$50-75K; 13% \$75-100K; 18% \$100-150K; 8% \$150-200; 7% over \$200K; 20% no answer
Other places visited	<ul style="list-style-type: none"> • 27% AGNSW • 26% Aquarium • 24% Taronga Zoo • 21% Powerhouse • 14% Maritime Museum • 10% MCA • 3% Sydney Wildlife World

Visited with children (n=897)

- 42% one child; 40% two children; 18% three+ children
- Visited for general visit (27%); see *Dinosaurs/Eaten Alive* (20%); school holidays (13%)
- Found out by WOM; been before/knew about Museum; Sydney's Child; internet
- Most liked seeing/touching real objects; kids activities; skeletons/fossils; *Dinosaur unearthed*; *Eaten Alive*
- Favourite exhibitions: special exhibition LG; Skeletons
- 72% visited AM before:
 - 34% visited in past 12 months; 17% past 2 years; 14% past 5 years; 35% more than 5 years ago
- 49% likely to visit in next 12 months; 18% unsure
- Other places visited:
 - 24% Powerhouse
 - 20% AGNSW
 - 34% Taronga Zoo
 - 29% Sydney Aquarium
 - 16% Maritime Museum
 - 13% MCA
 - 3% Sydney Wildlife World
- 6% Members; 43% aware of TAMS
- 53% visited AM website
- 31% travelled by car; 31% train; 15% bus
- 93% live in Australia; 67% in Sydney (24% Inner/Eastern Sydney)
- 64% born in Australia; 79% speak English only at home
- 39% earn 75K-150K; 28% less than 75K; 19% over 150K

Overseas residents (n=529)

- Visited for general visit (21%); tourist destination (53%)
- Seen tourist brochure/guidebook; billboard/sign outside
- Most liked *Indigenous Australians* and *Skeletons* exhibitions, as well as *Pearls* and *Monsters*
- Favourite exhibitions: *Indigenous Australians*; *Skeletons*; special exhibition L2 and LG
- 40% visited alone; 23% with spouse/partner; 20% family
- 7% visited AM before
- 10% likely to visit in next 12 months; 79% not likely to visit
- Other places visited:
 - 15% Powerhouse
 - 23% AGNSW
 - 23% Taronga Zoo
 - 34% Sydney Aquarium
 - 15% Maritime Museum
 - 11% MCA
 - 6% Sydney Wildlife World
- none members; 16% aware of Members
- 8% visited AM website

- 61% walked to Museum; 14% travelled by train; 16% bus
- Where live:
 - 18% North America
 - 24% UK
 - 7% Germany
 - 4% France
 - 17% other Europe
 - 5% New Zealand
 - 5% Japan
 - 12% Other Asia
 - 4% China
 - 3% Africa/South America/Pacific
- 25% earn 75K-150K; 27% less than 75K; 15% over 150K

Sydney residents (n=1,125)

- Visited for general visit (34%)
- Been before/knew about Museum (15%); Word of mouth (19%); Billboard/sign outside (14%); Ad in SMH/Sun Herald (11%)
- Most liked *Pearls*; kids activities; Photo exhibition
- Favourite exhibitions: special exhibition LG; special exhibition L2; *Skeletons*
- 53% visited with family; 54% visited with children
- 80% visited AM before:
 - 36% visited in past 12 months; 18% past 2 years; 14% past 5 years; 33% more than 5 years ago
- 58% likely to visit in next 12 months; 23% unsure
- Other places visited:
 - 28% Powerhouse
 - 33% AGNSW
 - 26% Taronga Zoo
 - 20% Sydney Aquarium
 - 14% Maritime Museum
 - 11% MCA
 - 3% Sydney Wildlife World
- 6% Members; 47% aware of TAMS
- 27% visited AM website
- 40% from inner/East; 30% Northern Sydney; 12% Southern Sydney; 10% Western Sydney; 8% outer Sydney
- 30% travelled by car; 34% train; 16% bus
- 69% born in Australia; 82% speak English only at home
- 33% earn 75K-150K; 36% less than 75K; 16% over 150K

Lynda Kelly, Head of Audience Research, 13 August 2007