

Minneapolis Institute of Art

FY20 Audience Research

Surveys of visitors, our neighborhood
community, and museum-goers

Mia

What We'll Cover Today

Surveys:

- 2019 Mia Visitor Survey
- FY20 Mia Special Exhibition Surveys: Hearts of Our People, Artists Respond and Artists Reflect, When Home Won't Let You Stay
- CultureTrack Survey (LaPlaca Cohen, Slover Linett)
- Museum-Goers Survey (Wilkening Consulting)
- Neighborhood Survey (Wilder Research)

Topics of Presentation:

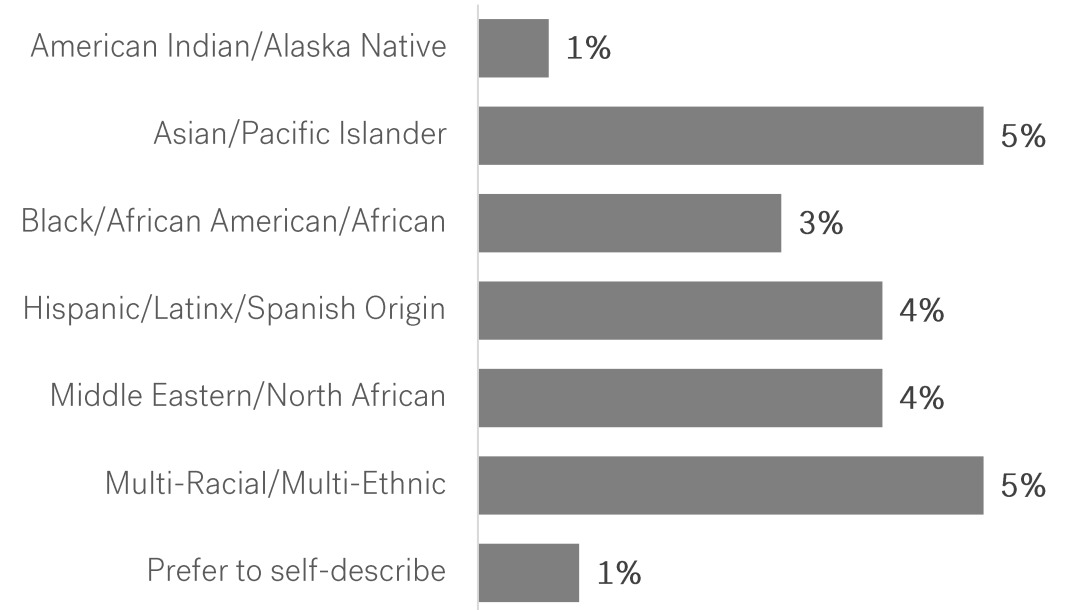
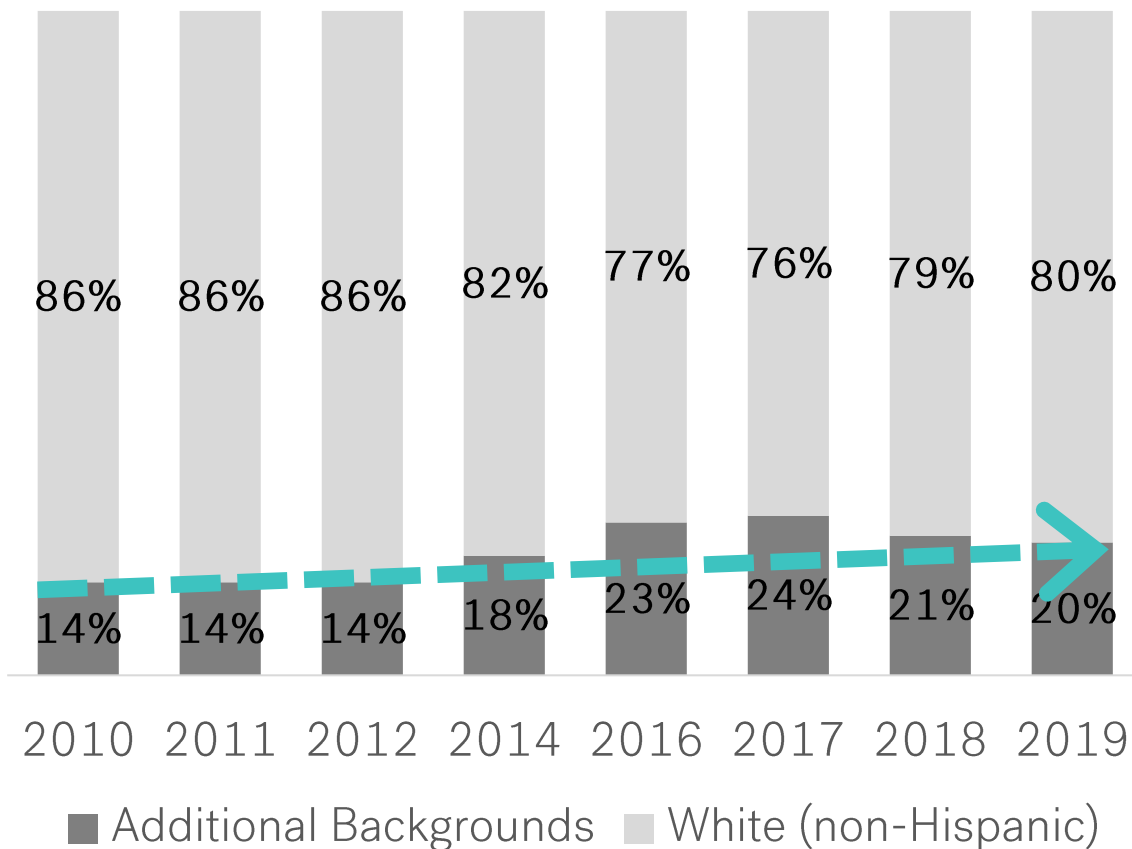
- Demographics of our current visitors
- Experience and behavior in this moment
- Interests in content and experiences from our visitors and audiences

2019 Mia Visitor Survey

Demographics

Race & Ethnicity

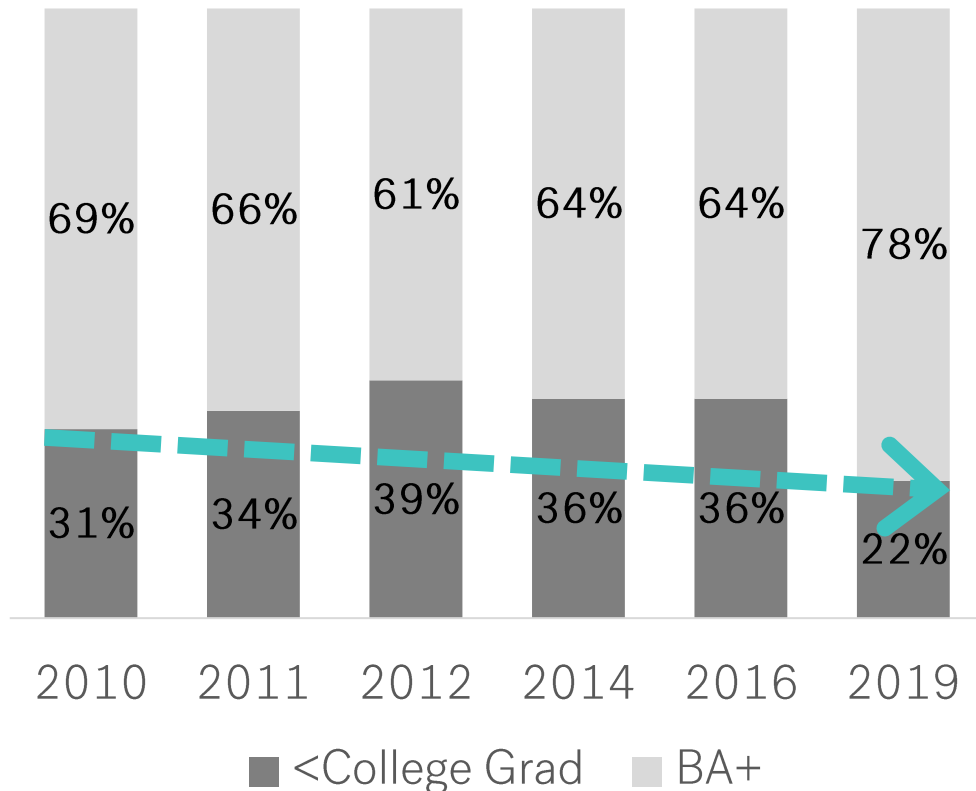
The percentage of visitors who identify as a race or ethnicity other than white has risen since 2010 and remains relatively consistent. As of 2019, 21% of Minnesota residents identify as people of color (compared to 40% nationally). In the Twin Cities, 28% of residents identify as people of color.



Demographics

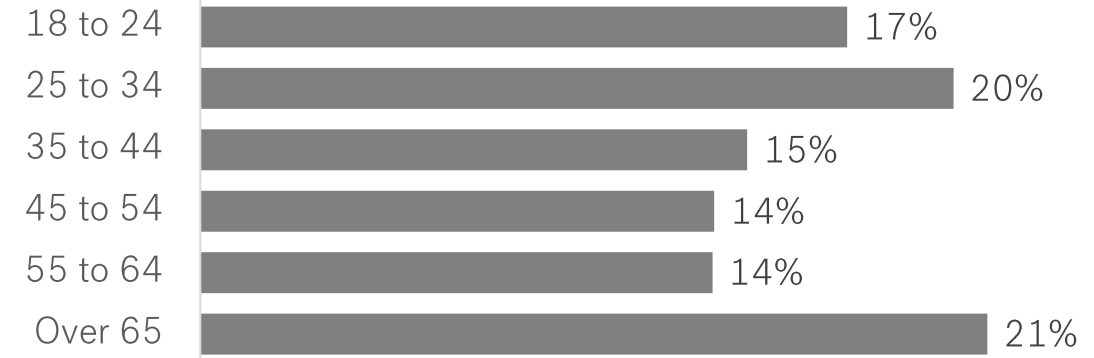
Age & Education

The education level of visitors is high compared to Minnesota, where as of 2015, 37% of residents age 25 to 64 have a BA or higher degree.

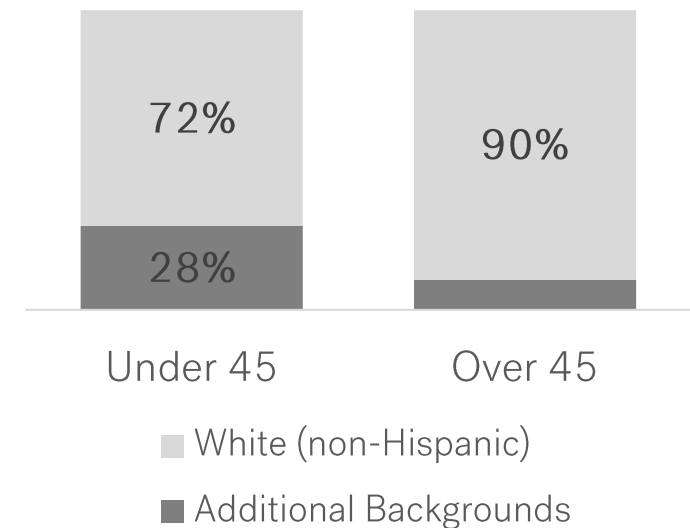


Average age of adult visitors* = 45

The average age has remained fairly consistent since 2010.



Younger visitors are more racially and ethnically diverse. This mirrors broader trends; today's young adults (18-24) are the first adult cohort in Minnesota in which more than 1 in 5 is a person of color.

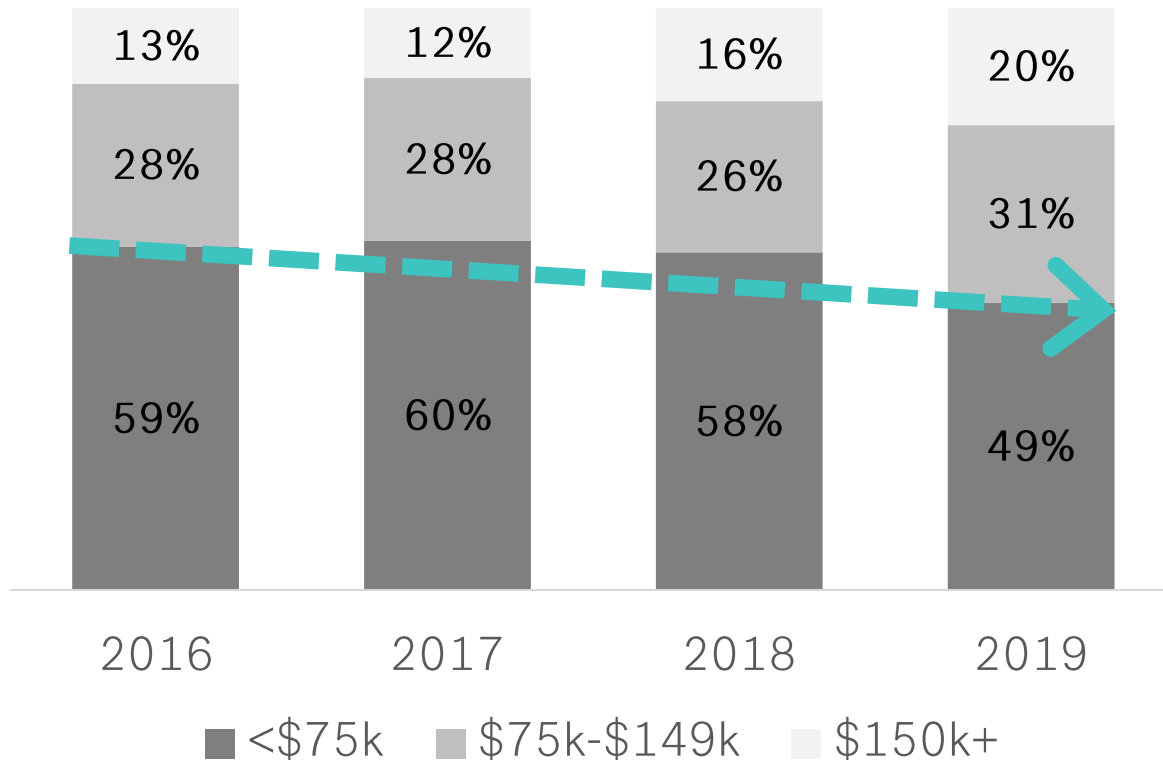


*The visitor survey does not capture the demographics of visitors under 18.

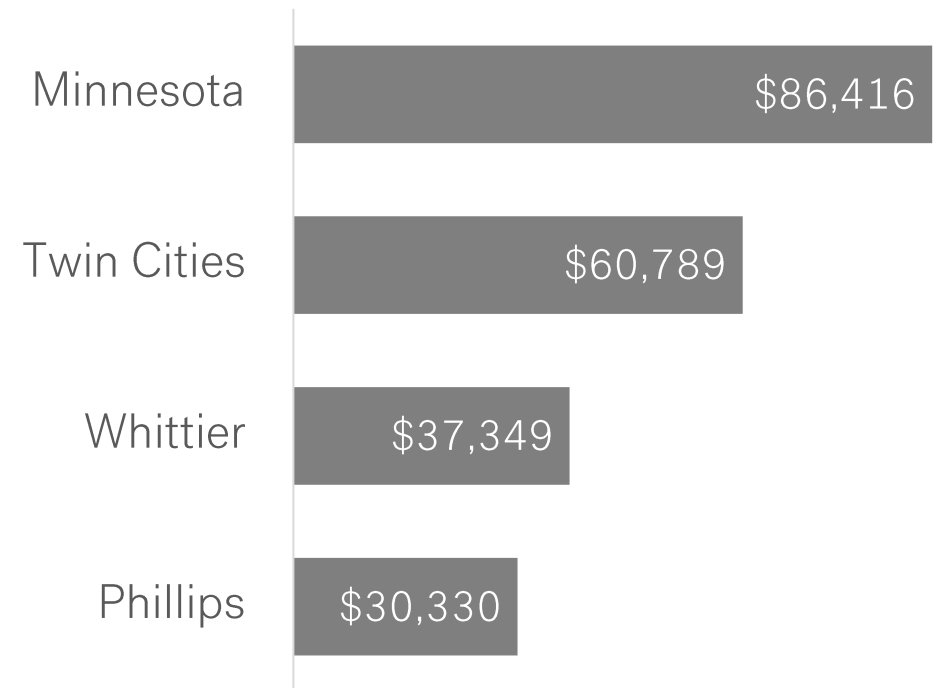
Demographics

Income

The income levels of visitors remain high, with an average household income falling in the range of \$75,000 to \$149,999.



Median household income by area, based on census data (2017):

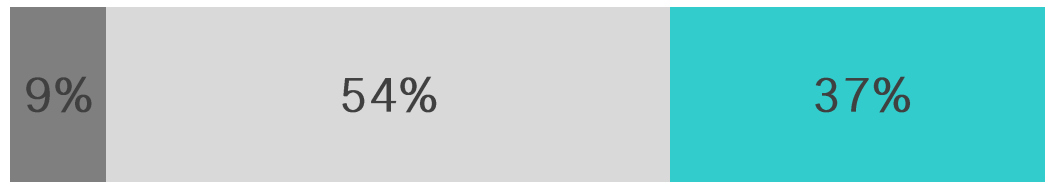


4% of visitors identify as living in the Whittier/Phillips neighborhood.

Satisfaction

Overall Experience Rating & Net Promoter Score

37% of visitors rate their experience at the museum as superior. When responding to this question, visitors often factor in multiple touchpoints, including content, interactions with staff, amenities, etc.



■ Less than Excellent ■ Excellent ■ Superior

Our NPS score for 2019 was 78. Our score has gone up since 2018, when it was 74.

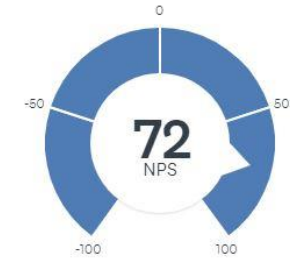


■ Detractors ■ Passives ■ Promoters

Members



Non-members



FY20 Mia Special Exhibition Surveys

Guiding Questions

In what ways does Mia support visitors to feel that their **identity is welcomed**, that they find **meaningful connections** to artwork and **connect empathetically** with others?

Identity

Do visitors feel that their racial/ethnic/cultural identity is reflected at Mia?

Do visitors feel that their identity is respected, valued and can be fully expressed at Mia?

Empathy

Do visitors feel increased empathy for people – artists, subjects in art, other visitors – through experiences with art? And if so, what effect does this have on their overall museum experience?

Exhibition Design and Experiences

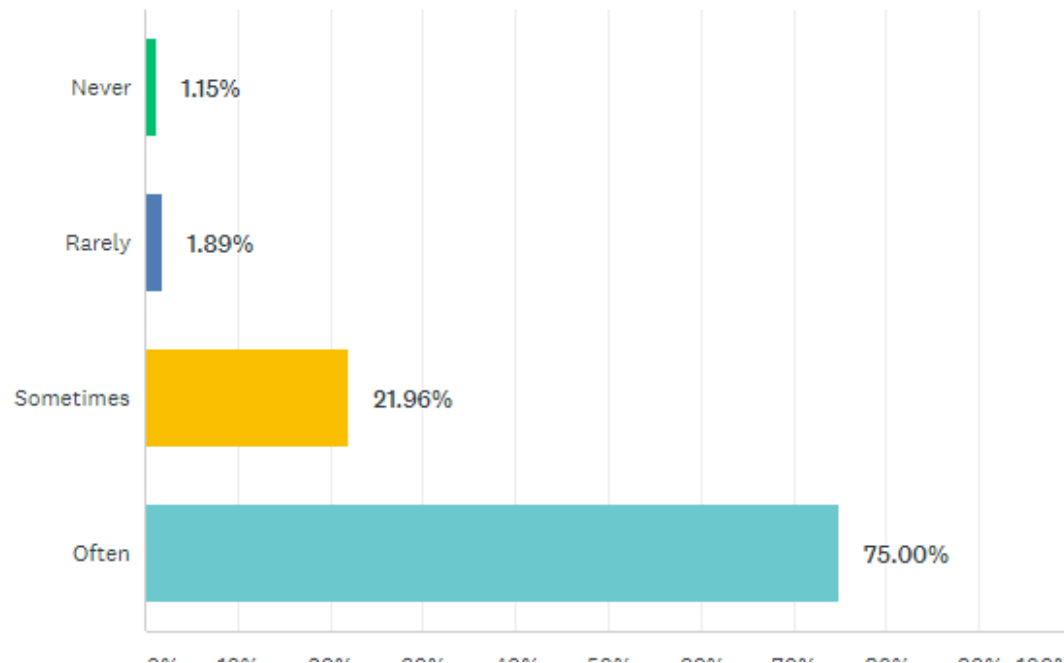
In what ways do exhibition design features support visitors to make connections to artwork?

In what ways do exhibition design and interpretation spark curiosity and deepen learning?

Artists Respond & Artists Reflect

During these exhibits, how often did you think about a perspective other than your own? (e.g. the artist, a figure in the artwork, someone affected by the war)

Answered: 1,216 Skipped: 43

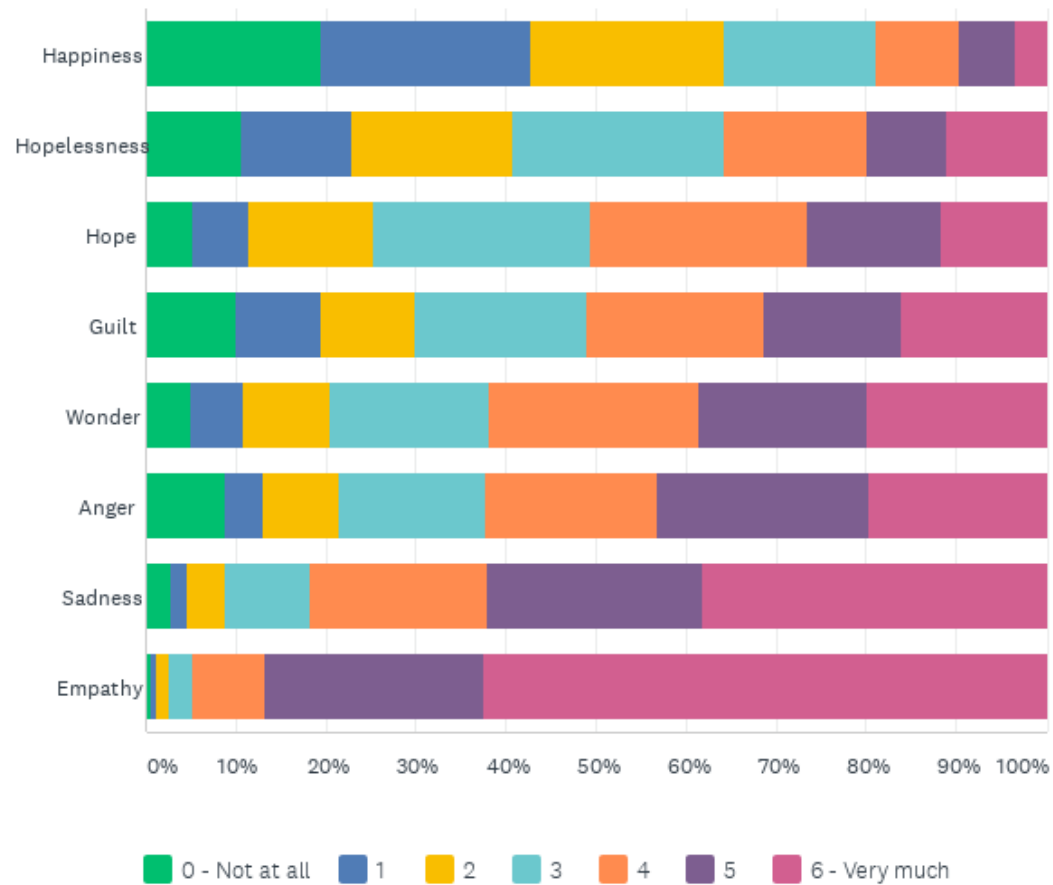


47% said they didn't have a personal connection to the war (e.g. a Vietnam War veteran, close to someone who is a Veteran, Vietnamese, or from a family that left Southeast Asia as a result of the war).

When Home Won't Let You Stay

Emotion

Q3 In this moment, what emotions are you feeling?



	NEVER	RARELY	SOMETIMES	OFTEN
I reflected on my own relationship to present-day migration and immigration.	2.29% 8	4.58% 16	27.79% 97	65.33% 228
I took a perspective other than my own (e.g. the artist, a figure in the artwork, someone affected by migration).	0.57% 2	3.99% 14	28.49% 100	66.95% 235
I felt an emotional connection or closeness to others.	1.71% 6	3.14% 11	28.57% 100	66.57% 233
I felt a sense of personal distress.	8.93% 31	12.39% 43	39.48% 137	39.19% 136
I felt compassion, warmth, or concern for another person or other people.	0.57% 2	1.72% 6	11.75% 41	85.96% 300
I felt challenged to think about things in new ways.	2.84% 10	7.67% 27	32.39% 114	57.10% 201
I felt immersed in the artwork.	1.72% 6	4.31% 15	23.85% 83	70.11% 244
I felt motivated to take some action about this issue.	2.00% 7	6.57% 23	43.71% 153	47.71% 167

CultureTrack Survey (LaPlaca Cohen, Slover Linett)

Importance of Arts and Culture Organizations

Before COVID-19, **64%** of our audience considered arts and culture organizations to be “extremely important” (compared to 13% nationally).

During the pandemic, **58%** of our audience still considers arts and culture organizations to be “extremely important” (compared to 15% nationally).

How Our Audience Has Changed as a Result of the Pandemic

1 out of 10 have themselves been sick or someone close to them has

4 out of 10 have experienced a loss of income or less income due to COVID-19

Within Mia's audience...

TWO-THIRDS feel worried or afraid

HALF feel sad or depressed

ONE-THIRD feel lonely, angry, or bored

TWO-THIRDS want more connection in their life with other people

When asked what they miss most...

71% say "experiencing artworks or performances in person"

67% say "spending quality time with family or friends"

20% are caring for a child at home

How Our Audience Is Engaging Digitally

Over **HALF** of respondents indicated that they have participated in one or more digital cultural activities during quarantine.

Among those who participate in digital activities and rated them highly...

80% said online materials or activities for kids

75% said online community meetings or discussions

74% said online classes, courses, or workshops

73% said virtual tours or VR experiences

70% said online exhibitions or galleries

70% said live interactive events

When participating in a digital activity...

55% learned or experienced something new by participating in online activities

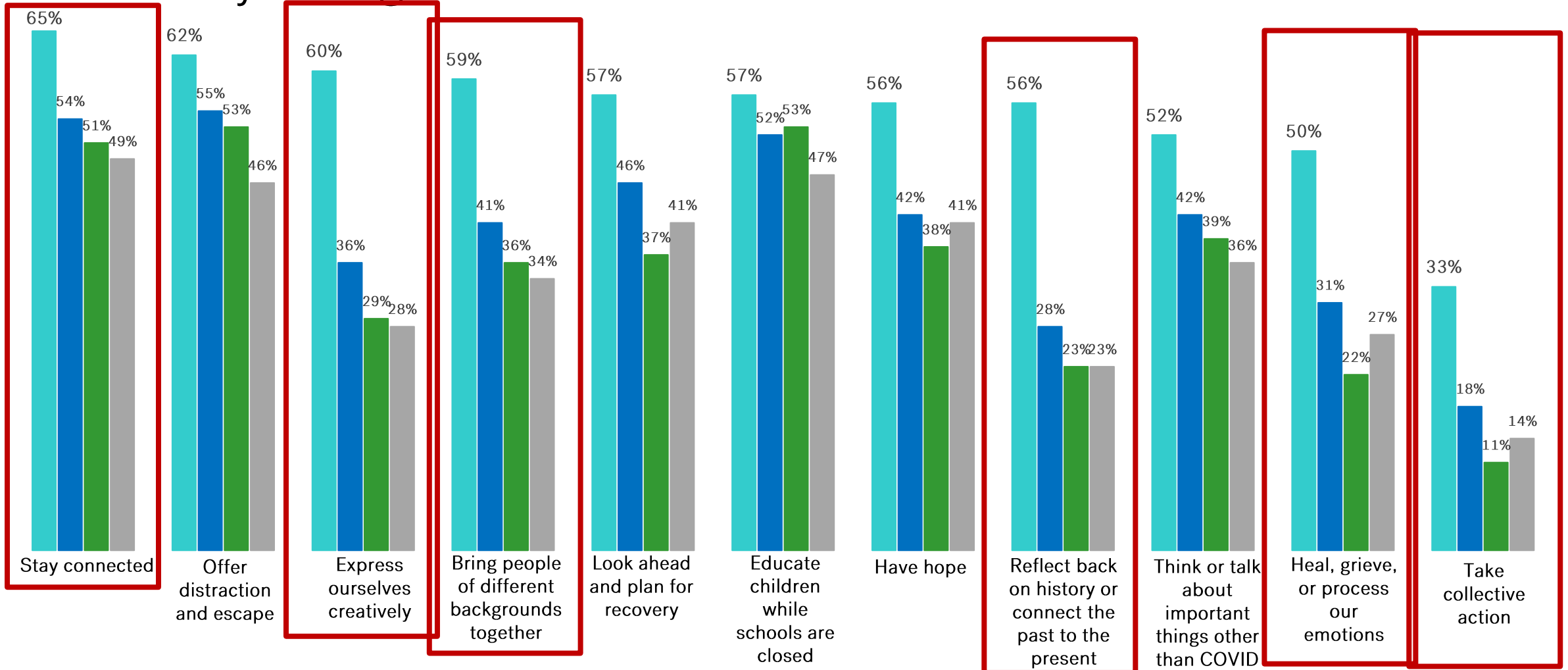
47% had fun and relaxed or felt less stressed

41% felt creative or creatively inspired

18% have paid for access to activities from an arts and culture organization

How Our Audience Imagines the Future

How would you ideally want arts and culture organizations to help your community during this crisis?



Museum-Goers Survey (Wilkening Consulting)

How Mia Audiences Compare to Other Museum-Goers

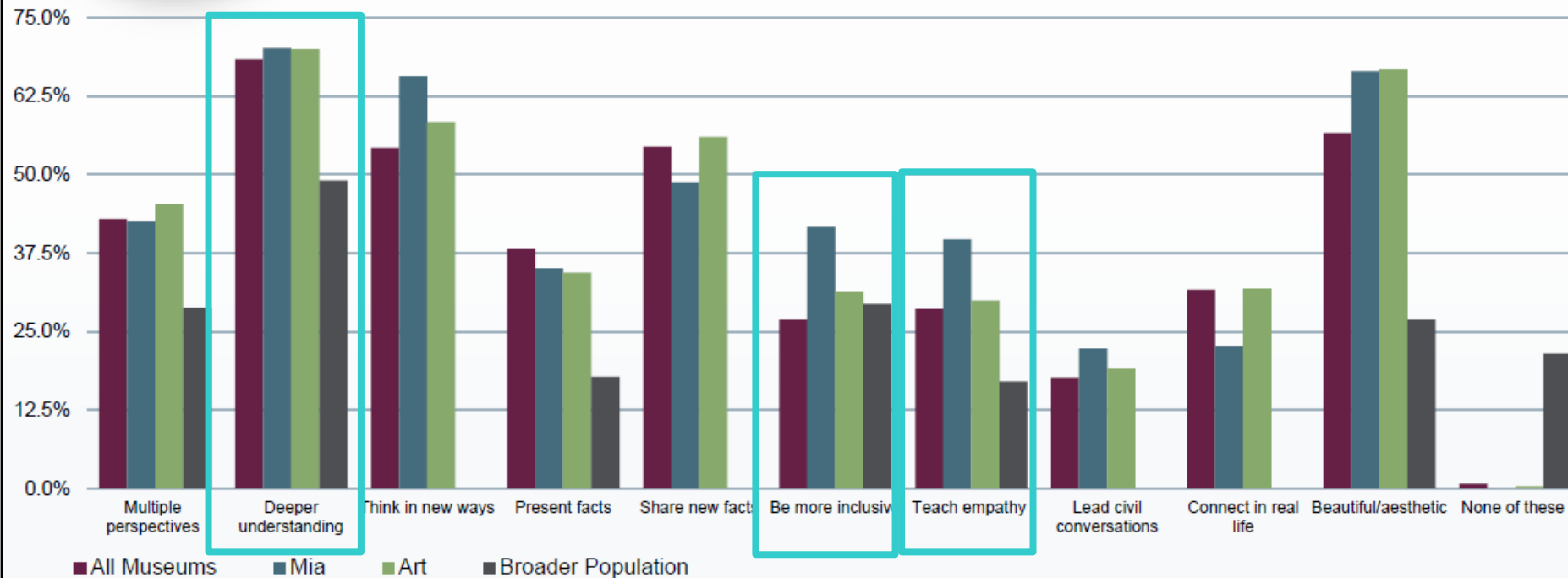
Mia's respondents are somewhat more progressive than other museum-goers.

- They desire more **inclusive content**
- They think museums should cultivate **empathy**
- They think museums can take **evidence-backed positions** on issues central to their mission
- They believe that museums should evolve to **engage a broader audience**, one more reflective of their communities

Mia's audiences are not only curious about what they already know and like, but they are significantly more likely to say they enjoy the experience of **letting that curiosity lead to new questions and connections.**

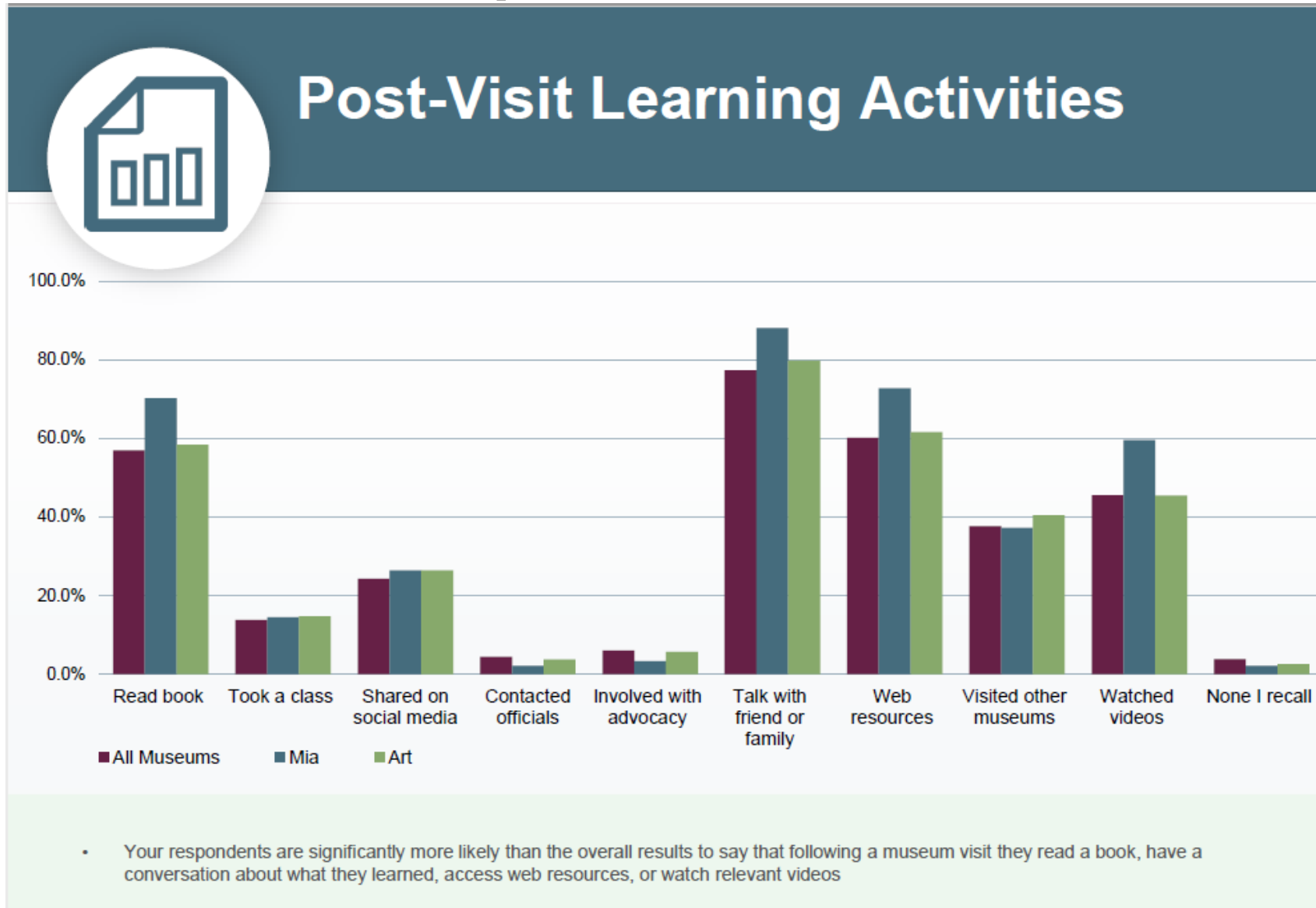


How Should Museums Engage You With Content?



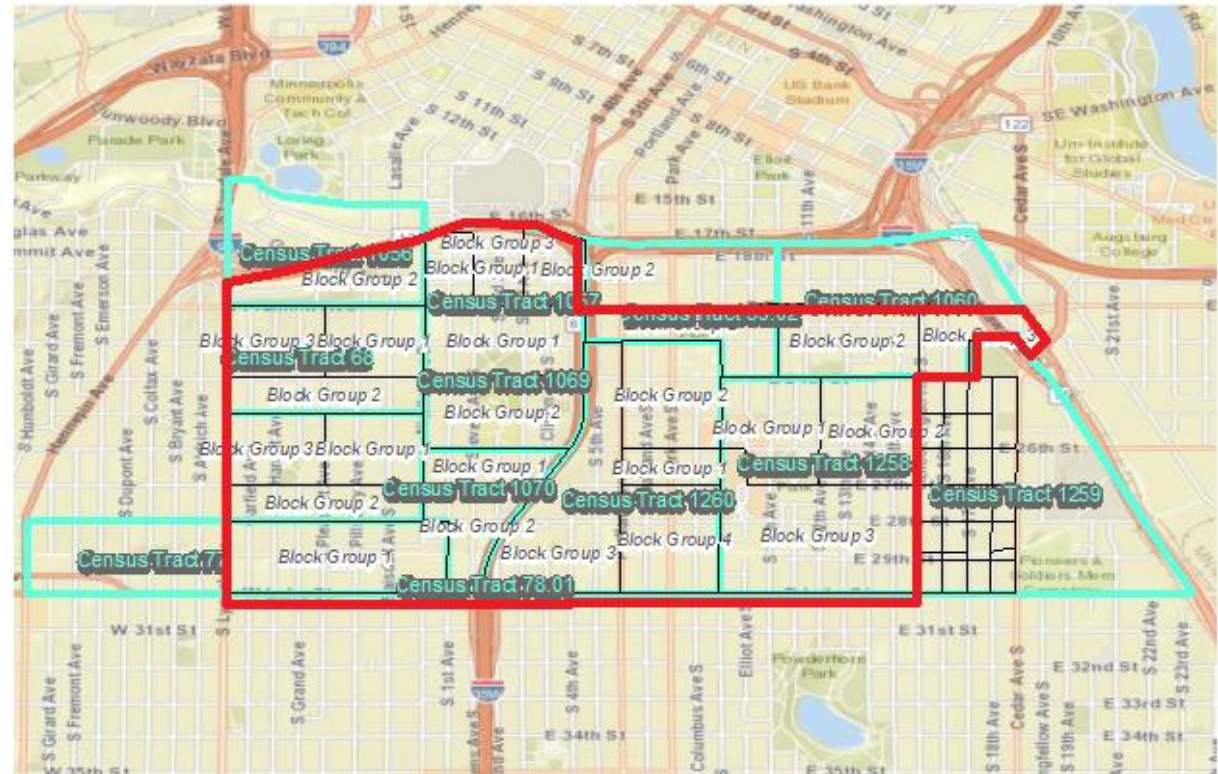
- Your respondents are significantly more likely to say museums should challenge new ways of thinking, be more inclusive, help visitors gain empathy
- They are somewhat less likely to say museums should help people connect in real life
- The broader population overall was less enthusiastic about these choices
 - The broader population was only provided six choices + “none of these” as options

How Mia Audiences Compare to Other Museum-Goers



Neighborhood Survey (Wilder Research)

The Whittier & Phillips Neighborhoods



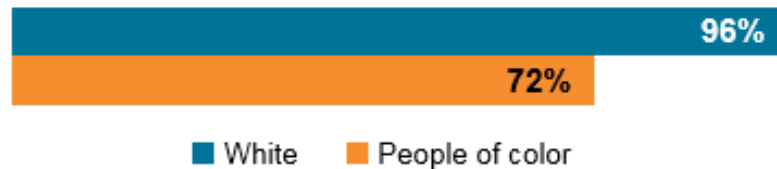
Our Neighbors and Mia

- **Respondents to the survey:** Mostly white, have no children, rent their residence, and have lived here less than 5 years.
- **Our neighbors are creative, artistic and active.**
 - 72% consider themselves an artist or creative person
 - 48% visit other museums in the area
- **Nearly all had heard of Mia (96%) and the majority had visited Mia (91%)**
 - However, people who identified as white were significantly more likely than people of color to have visited, know that the museum is free and have a membership.
- **When they visit Mia, they generally feel welcome, inspired or curious, and comfortable** approaching staff.

Our Neighbors and Mia: Representation and Identity

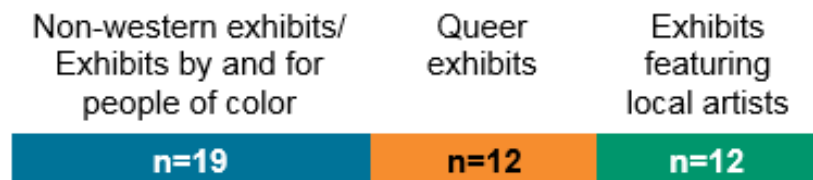
People of color were significantly less likely to agree that they see their culture represented in the art at Mia than those who identified as white.

See my culture represented in the art at Mia



The most common suggestion for improving Mia related to the installation of different types of exhibits.

21% suggested more:



Non-visitors:

- Significantly higher proportions of Hispanic respondents said they had not visited.
- Less likely to know that Mia is free
- More likely to say that “not knowing anything about art” as a reason why someone may not want to visit

Our Neighbors and Mia: Digital Engagement

Bring Mia to people in their homes, digitally and non-digitally: In addition to bringing art into the community (which Mia already does well through programs like Art in the Park), **Mia should consider further bringing the museum's collection and programming directly into people's homes, through both digital and non-digital opportunities.** When asked what might prevent someone from visiting Mia, the top answer is that other activities have taken priority; about a quarter of respondents also said they did not know anything about art or that the museum hours do not fit their schedule. Notably, significantly more non-visitors (than visitors) cited “not knowing anything about art” as a reason why someone may not want to visit the museum. **These responses speak to the importance of making Mia's collection and programming accessible outside of the museum walls.** This could mean developing new and creative content to be used online, virtual museum tours, and online programming. It is also important to develop content that could be shared *without* digital devices (e.g., mailed information or activities for young children) to allow as much access as possible for everyone in the community.

Conclusion

Takeaways/Questions

- This moment has impacted audiences, but museums are *still* important. They are looking to us for connection, space to process and heal, and space for creative expression.
- Audiences are seeking connection as well as action. Our response to and in this moment is visible; audiences want to be represented in our space and they want us to show up in their communities.
- The demographics of Mia's visitors do not reflect Mia's immediate neighborhood and the Twin Cities metro area, and representation influences who is visiting.
- Audiences are creative, curious, and seeking experiences that open them to new ideas and perspectives.

Thank you!