

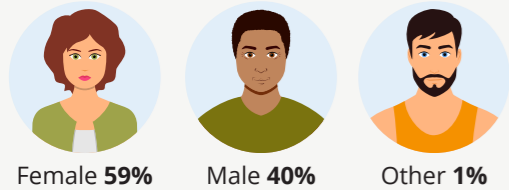
A snapshot of visitors to public museums and galleries

The data for this infographic was collected from 36 Museums Aotearoa member museums and galleries who interviewed 2136 visitors. The survey was run at each institution for 6 consecutive days during February or March 2019. Only adults were surveyed and the data was collected through a combination of interviewer and self-complete questionnaires.

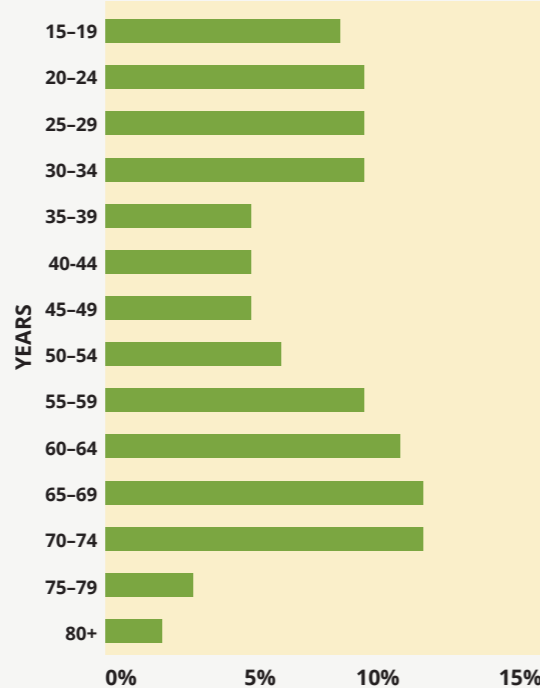
This summary provides a broad overview of the results. It is noted that the data is a 'snapshot' towards the end of the peak summer season, and differs from annual visitation.

Who visits museums?

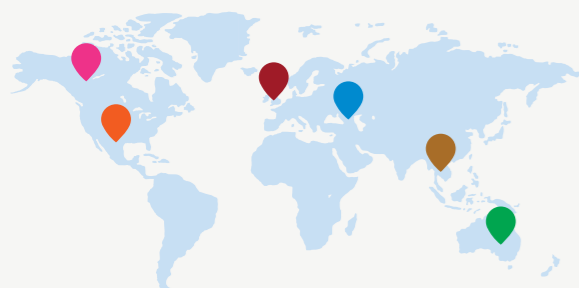
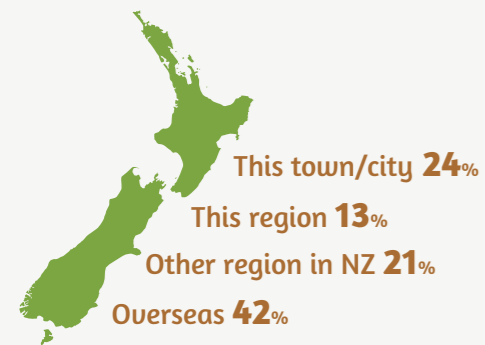
Gender



Age



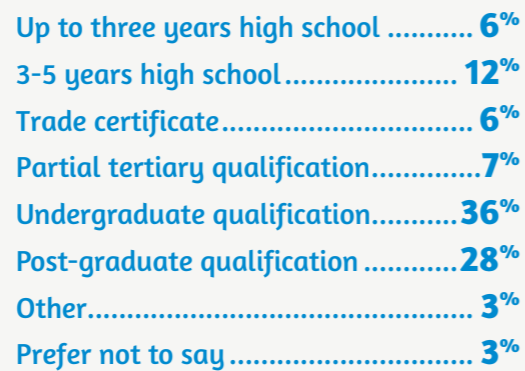
Where are they from?



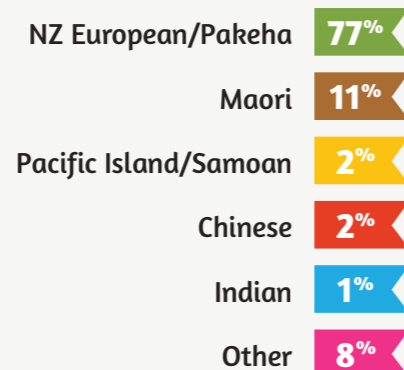
The MAIN REASON for being in the area – visitors from outside the town/city:



Education



Ethnicity



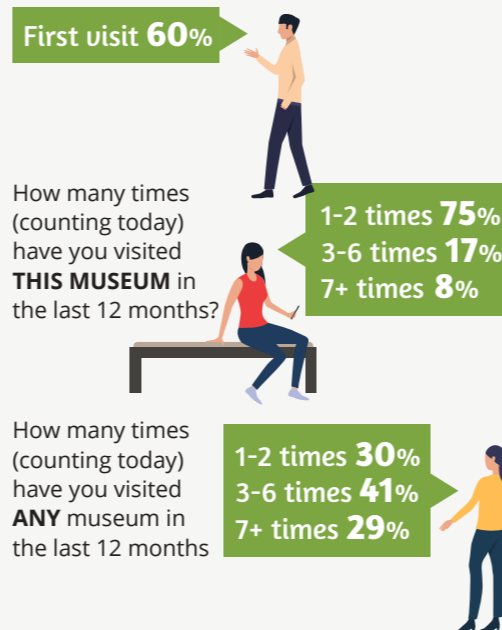
Why did they visit?



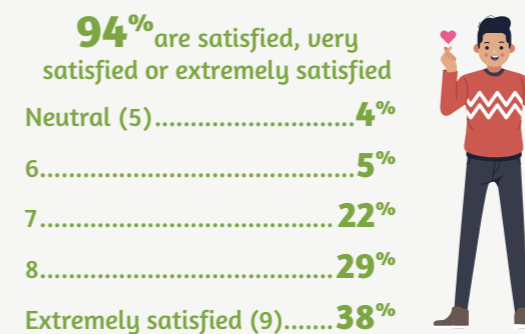
Who do they visit with?



How often do they visit?



How happy are they?



How did they benefit?

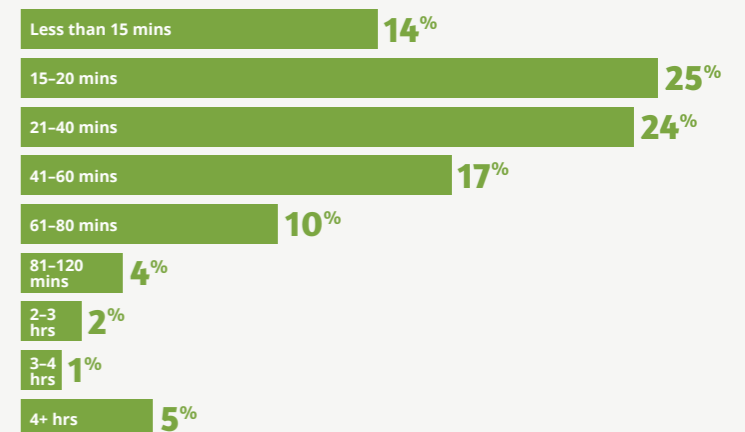
Participants could select more than one option



Participants

ART City Gallery Wellington, Dunedin Public Art Gallery, Govett-Brewster Art Gallery, Mahara Gallery, New Zealand Portrait Gallery, Te Tuhi, Te Uru, Whangarei Art Museum - Te Manawa Toi. HISTORICAL Akaroa Museum, Albertland & District Museum, Cable Car Museum, Cambridge Museum, Highwic, Hokianga Historical Society, Kaikoura Museum, Nairn Street Cottage, Okains Bay Museum, Pioneer Village, Wellington Museum, Whangarei Museum & Heritage Trust. MIXED Aratoi - Wairarapa Museum of Art and History, Canterbury Museum, Hokitika Museum, MTG Hawke's Bay, Nelson Provincial Museum, Otago Museum, Pataka Art + Museum, Puke Ariki, Taupo, Te Awamutu, Te Manawa, Waikato Museum. SPECIAL Carter Observatory, National Army Museum, Space Place.

How long do they spend?



How do they know?

