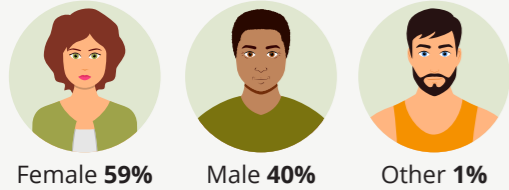


A snapshot of visitors to public museums and galleries

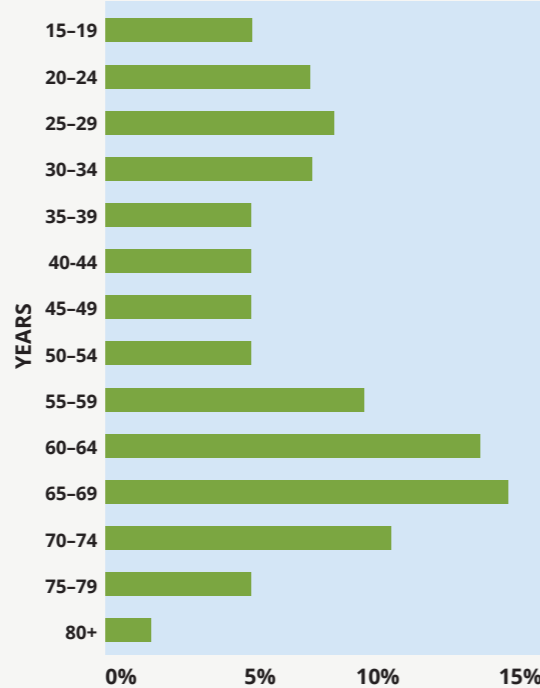
The data for this infographic was collected from 32 Museums Aotearoa member museums and galleries who interviewed 1684 visitors. The survey was run at each institution for 6 consecutive days during February or March 2020. Only adults were surveyed and the data was collected through a combination of interviewer 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. The survey period was also impacted by the escalating COVID19 pandemic from early March with lockdown from 23 March.

Who visits museums?

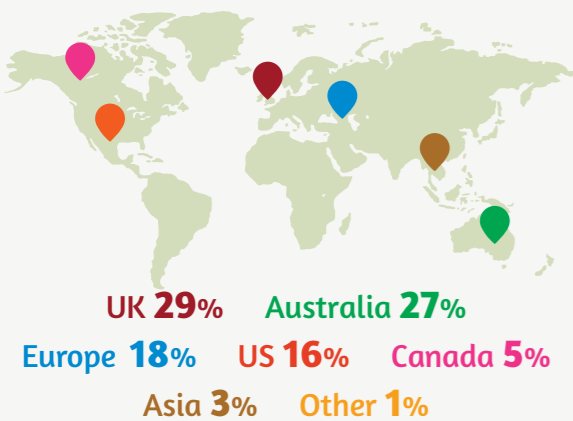
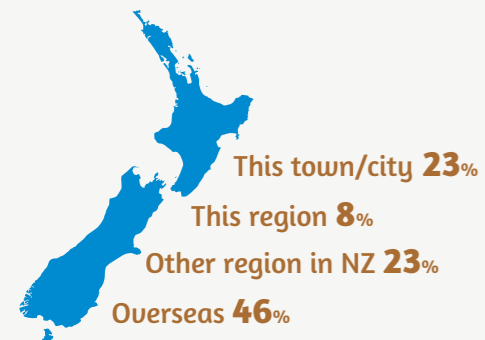
Gender



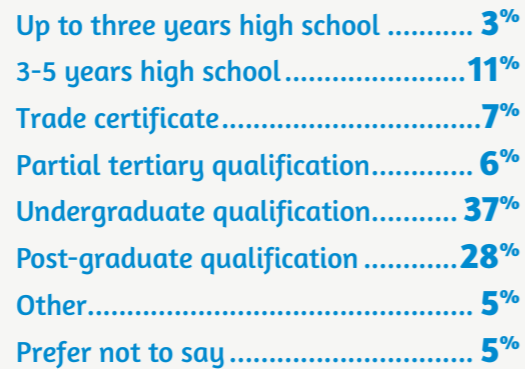
Age



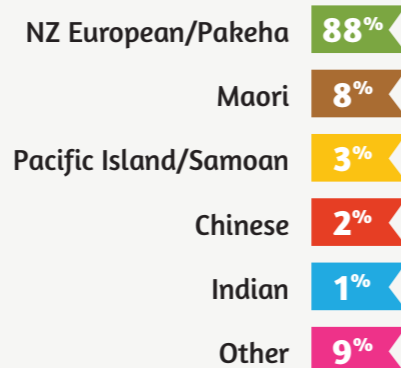
Where are they from?



Education



Ethnicity



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

Why did they visit?



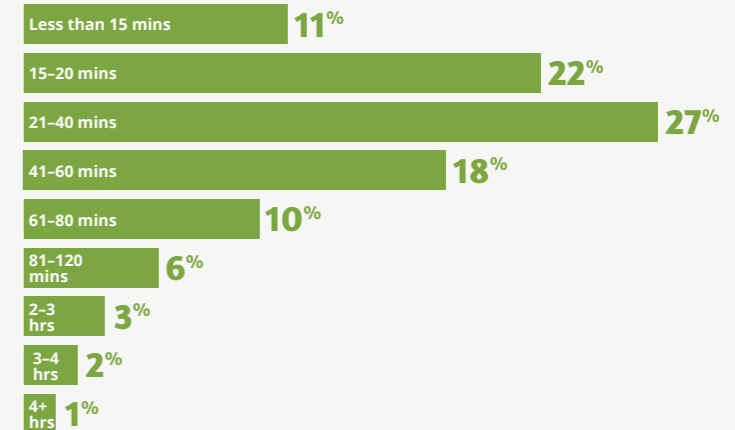
Who do they visit with?



How happy are they?



How long do they spend?

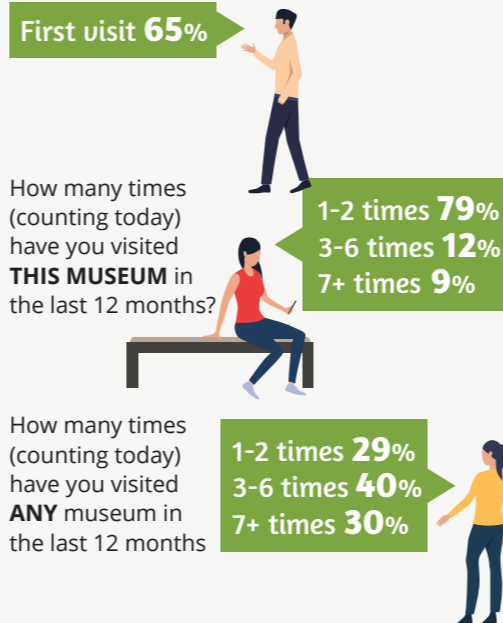


How did they benefit?

Participants could select more than one option



How often do they visit?



How do they know?



NOTE: The relatively high percentage who indicated 'other' is because the questions (created 10 years ago) did not offer options such as Online search/Google/Trip Advisor which has become more common as a way of finding out about a museum.

Participants

ART City Gallery, Mahara Gallery, Te Tuhi, Te Uru. HISTORICAL Akaroa Museum, Alberton, Cambridge Museum, Gore Historical, Hayes Engineering Works, Highwic, Kaikoura Museum, Kerikeri Mission Station, Mangungu Mission House, Mercury Bay Museum, Motueka District Museum, Okains Bay Māori & Colonial Museum, Pompallier Mission & Printery, Russell Museum, Thames Museum, Waimate Historical Museum. Mixed Aratoi, MTG Hawke's Bay, Te Papa, Nelson Provincial Museum, Otago Museum, Taupo Museum, Te Awamutu Museum, Waikato Museum. SPECIAL Air Force Museum of New Zealand, Katherine Mansfield House and Garden, National Army Museum.