



2001 Visitor Survey

December 2001

(November 30–December 13, 2001)

Cincinnati
Minneapolis, Minnesota
612-331-9007

MINNEAPOLIS INSTITUTE OF ARTS

Table of Contents

2001 Visitor Survey

MAJOR FINDINGS	1
HOW THIS RESEARCH WAS CONDUCTED.....	8
VISITOR DEMOGRAPHICS	10
Who is Visiting the Museum?.....	10
Membership.....	10
Location of Residence	11
Gender	12
Age.....	13
Household Type.....	14
Marital Status.....	15
Education.....	16
Occupation.....	17
Income	18
Spanish/Hispanic/Latino Origin.....	19
Primary Racial Background.....	19
VISITOR BEHAVIOR	20
Visitor Frequency	20
Perceived Barriers to Visiting More Often	21
What Visitors Did in the Museum	22
Duration of Visit	23
Who Accompanies the Visitor?	24

MINNEAPOLIS INSTITUTE OF ARTS

Table of Contents

2001 Visitor Survey

How They Find Out About the Museum	25
VISITOR ATTITUDES	26
Satisfaction with Their Visit	26
Primary Reason for Visiting the Museum	27
Art Most Interested in Seeing.....	28
VISITOR USE OF TECHNOLOGY	29
Use of Internet in Past Month	29
Awareness of MIA Web Site	30
How They Became Aware of the MIA Web Site	30
Frequency of Using the MIA Web Site	31
Areas of Web Site Most Likely to Use	32
Interest in E-mail Notices	33
Use of Media Programs in the Museum	34
Ownership of Cell Phones and Hand-Held Computers	35
Willingness to Use Technology in Exhibits.....	35

MINNEAPOLIS INSTITUTE OF ARTS

Major Findings

2001 Visitor Survey

NOTES ON METHODOLOGY

The 2001 MIA Visitor Survey, which was conducted by Cincinnatus from November 30 through December 13, 2001, was an intercept study in which visitors were intercepted at random either as they entered or exited the museum (equal numbers of each). Visitors were asked to complete a self-administered questionnaire and rewarded with a small gift from The MIA. Visitors under the age of 18 and those who were part of a structured group were excluded from the study. A total of 488 surveys were completed according to a sampling plan that apportioned respondents based on expected attendance for times of day and days of the week. The sampling plan and methodology were identical to a similar study in 1995, however, the 1995 study was conducted slightly earlier in November.

MAJOR OBSERVATIONS

The 2001 MIA Visitor Survey reveals a number of positives compared with the 1995 study:

- Visitor satisfaction is up significantly.
- Visit frequency is also much higher.
- Members account for a larger proportion of the visiting population.
- Visitor interests appear to include a broader range of kinds of art.
- *Arts* magazine has emerged as a more frequently used source of information.
- Suburban visitors, who were very under-represented in the 1995 survey, now account for a larger share of MIA visitors.
- Visitors appear to be embracing technology, with many more of them reporting that they use the Internet. In new questions related to technology, the 2001 survey reveals that visitors have significant interest in using technology to access information about the museum both at home and while on their visits.

Similar to the 1995 study, there are a number of demographic groups that are under-represented in the MIA visiting population in contrast to what one might expect simply based on census data. These groups include:

- Males
- Younger people (under age 45)
- Married couples and single parents with children under 18
- People with a high school education or less
- Individuals who are not white



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Major Findings

2001 Visitor Survey

More detailed information follows in this report and in the attached tables and graphs, as well as the complete data tables from the study.

KEY CHANGES COMPARED WITH THE 1995 STUDY

Visitor satisfaction is high. Overall satisfaction with the MIA continues to be very high, with 91% reporting they are “extremely” or “very” satisfied with their visit. While visitors also expressed high satisfaction in 1995, the 2001 results demonstrate significant positive increases from the 1995 survey.

Visitor frequency has increased dramatically. A large percentage (66%) of visitors are “frequent visitors” (have visited the MIA within the past 6 months.) In contrast, only 52% of 1995 visitors said they had visited within the past 6 months. The MIA’s “infrequent visitors” (last visit was 6 months to 5 years ago) dropped significantly from 29% in 1995 to 20% in 2001. About 1 in 10 visitors said this was their first visit.

Closely related to the increase in visiting frequency is the finding that nearly one-third of visitors said they “come as often as they like.” (This was in response to an open-ended question about what prevents them from visiting more often.) This is a dramatic increase from 1995, when only 8% reported they visit as often as they like. As in 1995, primary barriers to visiting more often include lack of time (17%) and distance to the museum (11%).

MIA members account for a large and increasing share of visitors. MIA members accounted for 44% of visitors in 2001 but only 29% in 1995. While a Member Weekend during the study period could account for some of the increase, the overall effect is viewed as minimal based on unusually low member visitation during the preceding weekend of the study. The increase in visitors who are members is probably in part a reflection of the MIA’s success in growing its number of member households between 1995 and 2001. The 2001 visitor survey included many long-time MIA members (13% have been members for more than 10 years).



MINNEAPOLIS INSTITUTE OF ARTS

Major Findings

2001 Visitor Survey

Visitors indicated a broad range of art interests for their visit. While the largest percentage of visitors (26%) said they were most interested in seeing “European painting and sculpture,” others reported a range of interests. In contrast to the 1995 survey, there were statistically significant increases in those who said they came to see decorative arts (12%), textiles (7%), and Asian art (6%). The Period Rooms, which were decorated for the holidays, and a special exhibition on wood turning may account for some of the increased interest in “decorative arts.”

Arts magazine has become a more widely used source of museum information. When asked how they find out about the museum’s collections, programs and events, the largest percentage (45%) said through a newspaper article/review. While in 1995 only 20% cited *Arts* magazine as a source, nearly one third (31%) did so in 2001. Also important are prior visits to the museum (34%) and family and friends (31%). The museum’s web site has become an important source for 12% of visitors (not asked in 1995 survey).

DEMOGRAPHIC VARIABLES: WHO VISITS THE MUSEUM?

On key demographic variables, the 2001 visitors closely resemble 1995 visitors. Key differences are as follows. (Note that all data is provided for populations of 18 and older, unless otherwise indicated.)

Residents of the 7-county metro area continue to be the MIA’s primary audience, however, more visitors reside in the suburbs. In total, 83% of MIA visitors in the 2001 survey reside in the 7-county metro area. While 49% of 2001 visitors reside in the suburbs, only 40% did in 1995. The picture is similar for Hennepin County, with 31% of the 2001 MIA visitors residing in suburban Hennepin County vs. only 24% in 1995. However, the proportion of visitors who reside in the suburbs is still somewhat low among MIA visitors when compared with the 2000 census (59% of MIA’s visitors reside in the suburbs of the 7-county area vs. 74% of the actual population over 18).

Visitors in the 2001 survey tend to be a bit older. In 2001, about two-thirds of visitors (66%) were 45 or older in contrast to only 48% in 1995. (It is important to remember that only visitors age 18 and older were surveyed in both 1995 and 2001.) As is the case with art museums in general, the MIA’s visitors are older than the population in general. A total of 68% of MIA’s visitors from the metro area are over 44 vs. only 42% of the general population.



MINNEAPOLIS INSTITUTE OF ARTS

Major Findings

2001 Visitor Survey

MIA visitors are well educated, and the percentage of those with master's degrees has increased. As is the case for museums generally, MIA visitors are very well educated. A total of 71% have a bachelor's degree or higher. In contrast, the profile for Minnesotans age 18 and older is almost the reverse, with 72% of the population having *less* than a bachelor's degree. Education levels for MIA visitors in 2001 are very similar to the 1995 survey except that there were significantly more visitors in 2001 with master's degrees (24% vs. 16% in 1995).

MIA visitors are relatively affluent, and those in the top income bracket have increased. Art museum visitors in general tend to be more affluent than the overall population, and the MIA is no exception. In the 2001 survey, 75% reported household incomes of \$35,000 or more. This is in contrast to only 65% of Minnesota households in the 2000 census. The difference is particularly noticeable in the upper bracket, where 36% of MIA visitors and 25% of Minnesotans report incomes of \$75,000 or more. Results of the 2001 survey are similar to the 1995 survey except there are many more visitors in the \$75,000 and above category (36% vs. 21% in 1995) and many fewer visitors in the under \$25,000 category (14% vs. 26% in 1995). Inflation may account for some of the change from 1995.

Female visitors continue to outnumber male visitors. As in the 1995 study, many more females visited the museum than males. Two out of three visitors were females in the 2001 survey. While males increased from 30.5% in 1995 to 34% in 2001, the difference is not statistically significant. Based on the actual population of the 7-county metro area, one would expect the proportion of male and female visitors to be very similar (51% female; 49% male).

MIA visitors are more likely to be married than single. In 2001, 58% of visitors said they are married and 42% reported that they are single. This is very similar to the results of the 1995 survey and comparable to Minnesota's population in general.

MIA visitors reside in many different kinds of households. As in 1995, the largest percentage (39%) live as a married couple without children under 18. Second most prevalent are single person households (29%). A total of 17% of MIA visitors report that they live as married couples with children under 18, almost identical to 1995. The 2001 survey included fewer unrelated adults and single parents with children than the 1995 survey. In contrast to the population of the 7-county area, MIA visitors are significantly less likely to live as married couples with children (25% of metro area residents age 18+ vs. 18% of MIA visitors) and as single parents with children (8% of metro area residents vs. 1% of MIA visitors.)



MINNEAPOLIS INSTITUTE OF ARTS

Major Findings

2001 Visitor Survey

The largest occupationally defined groups are professionals and retired. In the 2001 survey, approximately one fourth of visitors reported they are professionals (27%) and another one fourth (25%) define themselves as retired. The percentage of retirees is up significantly from 1995 (25% vs. 16% in 1995). In contrast, the administrative/managerial occupations and students are both down slightly from 13% each in 1995 to 8% each in 2001.

In terms of race and ethnicity, white visitors continue to dominate. As in the 1995 survey, a very small percentage (1%) of MIA visitors identify themselves as Spanish/Hispanic/Latino. This is in contrast to a metro area population in which 3% identify themselves as Spanish/Hispanic/Latino. Similarly, only a very small percentage of visitors identified themselves as of any race other than white. A total of 97.3% of visitors in the 2001 survey identified themselves as white compared with 94.4% in 1995. The increase from the 1995 survey is slight but statistically significant. Accuracy is also ensured due to the care taken in the sampling process to guarantee a final sample that is random and reflective of the visiting population. (Every *n*th person was intercepted and always the individual standing closest to the interviewer.) While the reasons for the increase in white visitors in 2001 is unknown, contributing factors could have been variation in the types of exhibitions and/or the presence of a Member Weekend. (Members tend to be less racially diverse than the general population.) In 2001, a total of 2.7% of MIA visitors identified themselves as other than white compared with 12.5% of metro area residents.

WHAT WE LEARNED ABOUT VISITOR BEHAVIOR AND ATTITUDES

Most visitors come with friends and or family and are seeking “entertainment and enjoyment.” The largest share of MIA visitors come with a family member (24% with a spouse, 9% with children, and 10% with other family members). Approximately one third of MIA visitors come with friends and 22% come alone. The 2001 visitor survey results are almost identical to the 1995 survey results. The largest share of 2001 visitors said the primary reason for their visit was “entertainment/enjoyment” (41%), and about one-third said they came to see a specific exhibition. All results were comparable to the 1995 survey. Members and older visitors were more likely to say they came to see a specific exhibition while non-members and younger visitors were more likely to come for entertainment/enjoyment.

While at the MIA, visitors are most likely to visit the permanent galleries, museum shop and special exhibitions. Nearly 3 out of 4 (72%) said they visited the permanent galleries and more than half (56%) said they visited at least one special exhibition. A much larger percentage visited the museum shop compared with the 1995 survey (64% vs. 49% in 1995); however, the pre-holiday survey



MINNEAPOLIS INSTITUTE OF ARTS

Major Findings

2001 Visitor Survey

timing and Member Weekend in 2001 very likely contributed to the increase. Similarly, a large increase in those who selected “other” included many visitors who listed the Period Rooms, which were decorated for the holidays in 2001. Approximately 1 in 3 visitors went to the restaurant.

Most visitors (71%) reported that they spent between 1 and 2.5 hours on their visit to The MIA. Roughly one-fourth of the visitors spent 1 to 1.5 hours, another fourth spent between 1.5 and 2 hours and nearly one-fourth spent between 2 and 2.5 hours. Very few visitors (3%) reported spending more than 3.5 hours. Those who spent less than one hour were more likely to be young (less than 25) and have lower household incomes (less than \$10,000) and have less than a bachelor’s degree. Because this question was new to the 2001 survey, comparisons with 1995 cannot be made.

VISITOR USE OF TECHNOLOGY

The 2001 Visitor Survey demonstrated a great deal about MIA visitor attitudes toward and use of technology. One question common to both the 1995 and 2001 surveys revealed that, as expected, visitor use of the Internet grew dramatically since 1995. In 2001, only 10% had not used the Internet in the past month compared with 48% in 1995.

Awareness and use of the MIA web site. The MIA web site has significant awareness among MIA visitors, with 61% reporting that they knew about it. The primary ways that visitors learn about the web site are via MIA publications/mailings, word of mouth and by surfing the web. Non-members are much more likely to learn about the site via friends and surfing the web. Nearly half of visitors have used the MIA web site at least once in the past year and 20% have used the site 3 or more times. Visitors are most likely to use the MIA web site as a source of information about exhibitions (66%), followed by general art information (41%) and information on events/lectures/classes (41%). Only 9% say they have no interest in using the MIA web site.

Interest in receiving E-mail notices. Visitors are roughly divided into thirds in terms of their interest in receiving MIA e-mails: one-third is “extremely, very or quite” interested in receiving e-mail notices about museum happenings, one third is not interested or has no e-mail access, and the remaining third reported slight to modest interest. Non-members are more interested in receiving e-mail notices than members (26% of members are not interested vs. 18% of members).



MINNEAPOLIS INSTITUTE OF ARTS

Major Findings

2001 Visitor Survey

Use of technology in the museum. One in three visitors reported using at least one of the following media programs in the museum: Museum Directory, Daily Events Screen, computer stations in the galleries, and computer stations in the Family Center. The Museum Directory was reportedly used by 21% of visitors. The concept of using one's personal cell phone to access information as he or she walks through an exhibition appears to hold some promise among MIA visitors; more than half of visitors own and use cell phones and of those, 41% said they would be willing to use them to receive information in the museum.



MINNEAPOLIS INSTITUTE OF ARTS

How This Research Was Conducted

2001 Visitor Survey

Study Objectives. In commissioning its 2001 MIA Member Survey, the Minneapolis Institute of Arts cited several objectives:

- To compare the MIA's 2001 visiting population with its 1995 Visitor Survey
- To compare the MIA's 2001 visiting population with data from the 2000 Census
- To better understand how MIA visitors use technology and their future willingness to access information about the museum via technology
- To create benchmarking data for Sunday visitors, which will be used in a subsequent analysis of the new Ford Free Sundays program

Sampling Plan. The methodology for the study was virtually identical to the museum's 1995 Visitor Survey. Visitors to The Minneapolis Institute of Arts were intercepted at random during a two week period from November 30 through December 12, 2001. (However, the 1995 study was conducted slightly earlier, from November 3 through 19, 1995.) Half of the final sample of 488 visitors were intercepted upon entering and half upon leaving the museum. Visitors who were under age 18 and those who were part of a structured group or club were excluded.

The sampling plan was based on historical visiting patterns for all periods of the day and days of the week, including Thursday night, which is when access to special exhibits is free of charge. (Sampling was not done on Friday evenings because the museum had only very recently begun to stay open during that time period and attendance was still very low.)

Respondents completed a self-administered written questionnaire, which they then returned to the researchers. For their participation, respondents received a small gift from the museum.

Oversampling Technique for Special Populations. Consistent with the 1995 Visitor Survey, the study utilized the technique of "oversampling" to generate an additional sample of visitors who are of races other than white. Previous museum research indicated that small numbers of racial minority groups tend to visit. Thus, the technique of oversampling produced a subsample that included 57 additional visitors, sufficient to identify differences through statistical testing.

Statistical Testing. The critical alpha level for significance testing was .05, and many differences were tested at a higher level of .01. Thus, the maximum error rate due to sampling error was plus or minus 5%. In other words, we are 95% sure that the results do not exceed that error rate.



MINNEAPOLIS INSTITUTE OF ARTS

How This Research Was Conducted

2001 Visitor Survey

Possible Factors Influencing the Results. Throughout the report, an attempt is made to identify any factors that could have influenced the results. For example a Member Weekend, the second of two weekends during the study, could have contributed to a higher proportion of members compared with 1995. Further analysis, however, suggested that the impact of the Member Weekend was negligible because of a much lower proportion of members visiting the first weekend of the study. It appears that many members avoided the first weekend because they planned to visit during Member Weekend. (During Member Weekend, approximately half of the visitors were members; however, only 25% of visitors during the first weekend were members, and the comparable figure for all week days was 46%.)

Another factor that could have influenced the results was the pre-holiday timing. The 1995 study was conducted in early to mid-November in contrast to an early December timing for 2001. This timing contributed to findings such as more visits to the Museum Shop and the Period Rooms, which were decorated for the holidays. Also, special exhibitions can always affect visitor survey results. During the 2001 study period, the museum's special exhibition was *Wood Turning in North America Since 1930*. During the 1995 study period, the museum's largest special exhibition was *Treasures of Venice*.

Assistance from MIA Staff. In conducting the study, Cincinnatus received substantial assistance from MIA staff in developing the questions, finalizing the methodology, arranging for logistics within the museum and providing direction for the reports. Those who participated from the MIA included Stephanie A. Stebich, Assistant Director, Kate Johnson, Education Division Chair, Scott Sayre, Director of Media & Technology, and Amanda Birstengel, Visitor & Member Services Manager.

Cincinnatus Role. Cincinnatus is a 17-year old, Minneapolis-based firm specializing in research and strategic planning for nonprofit organizations and businesses. In 1995, Cincinnatus conducted the MIA's visitor survey and then facilitated a one-year planning process to develop strategies and plans to grow and diversify the museum's visitor base. The project was funded by a major grant from Pew Charitable Trusts.

Additional Reports. In this report, Cincinnatus has provided a broad overview of the 2001 Visitor Survey. In addition, separate Cincinnatus reports provide more detailed information on Sunday visitors, MIA members, Special Populations (racial and ethnic minorities), and a detailed summary of differences between MIA visitors and the general population as measured by the 2000 census. A complete set of data tables has also been provided to the museum.



Who is Visiting the Museum?

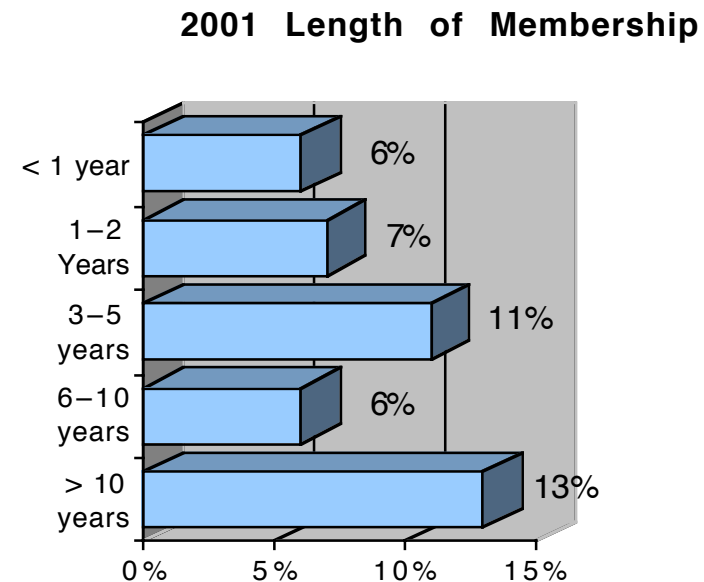
Membership

- The proportion of visitors who are members increased dramatically from 28.5% in 1995 to 43.5% in the 2001 survey. While a Member Weekend could account for some increase, the effect is viewed as minimal due to unusually low member visitation during the preceding weekend of the study.
- The increase in member visitors may reflect the MIA's success in growing its member households since 1995.
- A larger proportion of visitors in 2001 had been members from 1-5 years and more than 10 years.

Q. If you are a member, how long have you been a member of the Minneapolis Institute of Arts? CIRCLE ONE NUMBER

	2001	1995
Member	43.5%	28.5%
Non-Member	56.5%	71.5%

Length of Membership		
	2001	1995
Less than 1 year	6%	7%
1-2 years	7%*	3%
3-5 years	11%*	6%
6-10 years	6%	6%
More than 10 years	13%*	7%



* Highly Significant (@p<.01)

√ Significant (@p<.05)



VISITOR DEMOGRAPHICS

Minneapolis Institute of Arts
2001 Visitor Survey

Who is Visiting the Museum?

Location of Residence

- More than 4 out of 5 visitors live in the 7-county metro area and 9 out of 10 live in Minnesota.
- There has been a significant increase in suburban visitors compared with the 1995 study. However, the ratio of suburban to non-suburban visitors still falls short of the actual population over 18 (59% of MIA visitors vs. 74% of the actual population.)
- The low number of visitors from outside the state may have been influenced by low tourism after the September 11 terrorist attacks in New York and the pre-holiday, early December timing.

Q. Please record the ZIP code, name of city, suburb or township, county and country of your permanent residence

Where Visitors Live		
	2001	1995
United States	99%	97%
Minnesota	92%	87%
7-county metro area	83%	78%
Hennepin County	53%	51%
Minneapolis	23%	27%

Increases in Suburban Visitors		
	2001	1995
Suburban Hennepin County	31%√	24%
Suburban 7- County Metro Area	49%*	40%

US Visitors from Outside Minnesota	
2001	1995
7%	11%

* Highly Significant (@p<.01)

√ Significant (@p<.05)



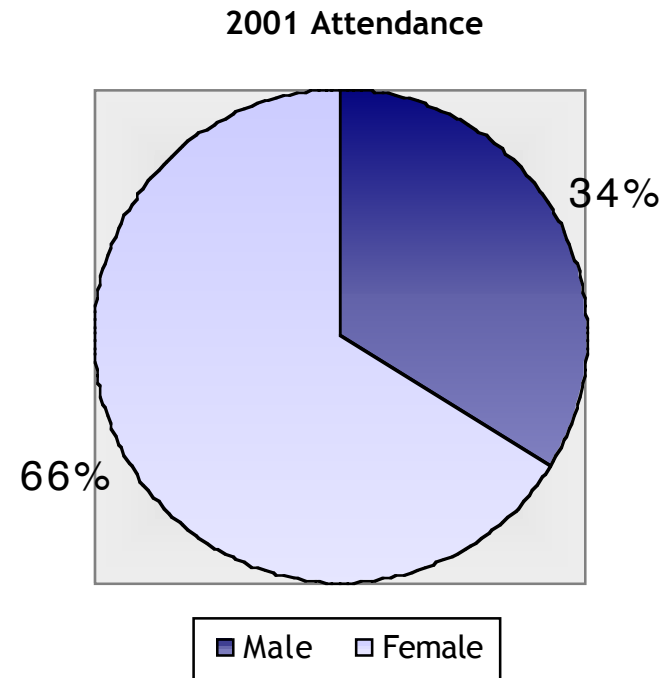
Who is Visiting the Museum?

Gender

- Males continue to be under-represented among museum visitors, though there may be a slight increase compared with 1995 (not statistically significant.)

Q. What is your gender? CIRCLE ONE NUMBER

	2001	1995
Male	34.0%	30.5%
Female	66.0%	69.5%



VISITOR DEMOGRAPHICS

Minneapolis Institute of Arts
2001 Visitor Survey

Who is Visiting the Museum?

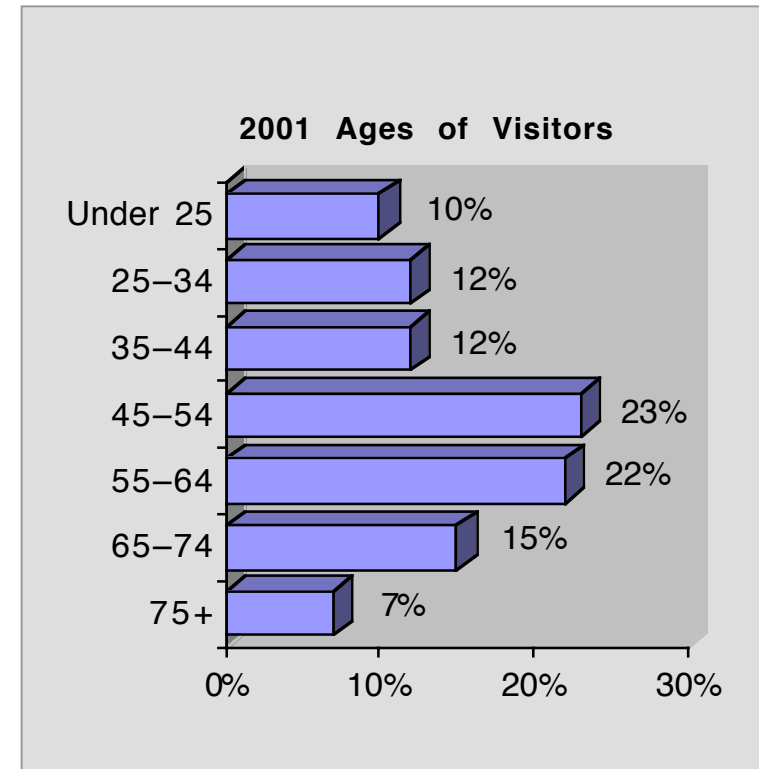
Age of Visitor

- Two thirds of visitors in the 2001 survey were age 45 and older. (Note: only adult visitors 18 and older were surveyed during both years.)
- The percentage of visitors over 45 increased dramatically from the 1995 survey.
- The MIA's visitors are older than the actual population. (68% of metro area MIA visitors are over 44 vs. 42% of the population.)

Q. Which of the following categories includes your age? CIRCLE ONE NUMBER

	2001	1995
Under 45	34%	52%
45 or more	66%*	48%

	2001	1995
Under 25	10%√	14%
25-34	12%*	18%
35-44	12%*	19%
45-54	23%	21%
55-64	22%*	12%
65-74	15%√	11%
75 +	7%	4%



* Highly Significant (@ $p < .01$)

√ Significant (@ $p < .05$)



Who is Visiting the Museum?

Household Type

- The largest proportion of visitors live as married couples with no children under 18 years of age.
- Household types are very similar to 1995 survey.

Q. Which of the following phrases best describes the type of household in which you live? CIRCLE ONE NUMBER

In What Kind of Household Do Visitors Live?		
	2001	1995
Married couple/no children under 18	39%	34%
Single person household	29%	27%
Married couple with children under 18	17%	18%
Unrelated adults	8%√	12%
Single parent with children	2%√	4%
Parents with children over 18	2%	2%
Other	3%	4%

* Highly Significant (@p<.01)

√ Significant (@p<.05)



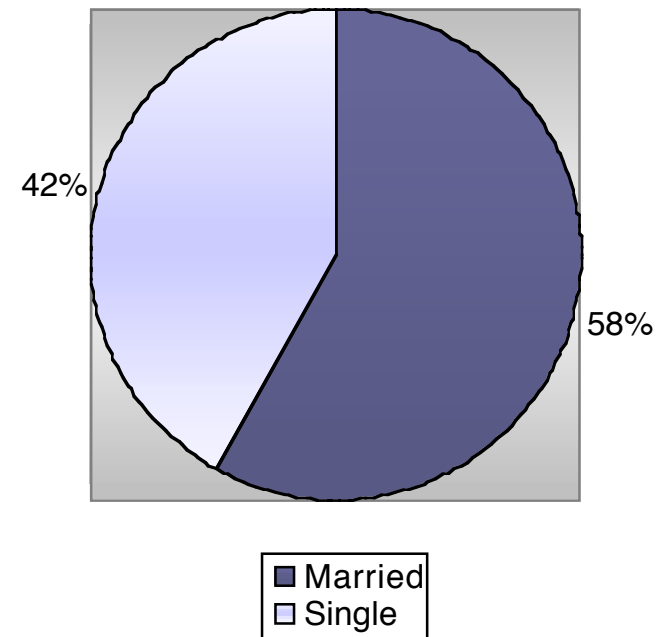
Who is Visiting the Museum?

Marital Status

- Visitors are slightly more likely to be married than single.
- There is no significant change from the 1995 survey.

Q. Which term most accurately describes your current marital status? CIRCLE ONE NUMBER

	2001	1995
Married	58%	53%
Single	42%	47%



VISITOR DEMOGRAPHICS

Minneapolis Institute of Arts
2001 Visitor Survey

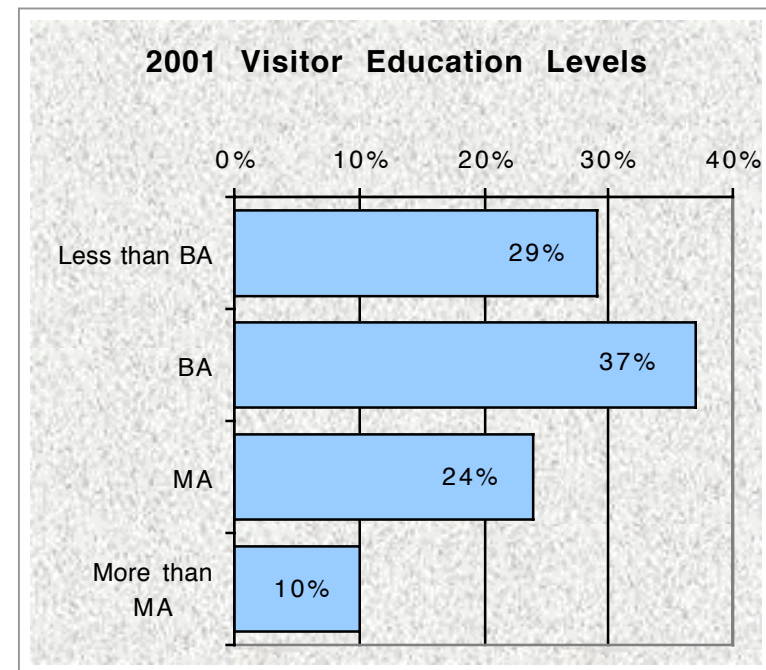
Who is Visiting the Museum?

Education

- As is common for museums, MIA visitors are well educated—7 out of 10 have a college degree or more.
- In contrast, for Minnesotans 18 and older, the reverse is true, with 7 out of 10 having less than a BA. Only 9 % have more than a BA.
- There are slightly more visitors with masters degrees in 2001.

Q. What is the highest level of education that you have completed? CIRCLE ONE NUMBER

Education of Visitor		
	2001	1995
Less than BA	29%	32%
BA	37%	38%
MA	24%*	16%
More than MA	10%	14%



* Highly Significant (@ $p < .01$)

√ Significant (@ $p < .05$)



Who is Visiting the Museum?

Occupation

- More than half of visitors in the 2001 survey are either professionals (27%) or retired (25%).
- There was a significant increase in retirees compared with the 1995 survey and slight declines in managerial/administrative and students.

Q. What is your current occupation? CIRCLE ONE NUMBER

Visitor Occupation		
	2001	1995
Professional	27%	29%
Retired	25%*	16%
Administrative/Managerial	8%√	13%
Student	8%√	13%
Homemaker	8%	8%
Technical/Sales	7%	7%
Service Occupations	4%	2%
Unemployed/Between Jobs	4%	2%
Other	9%	8%

* Highly Significant (@p<.01)

√ Significant (@p<.05)



VISITOR DEMOGRAPHICS

Minneapolis Institute of Arts
2001 Visitor Survey

Who is Visiting the Museum?

Income

- MIA visitors tend to be relatively affluent, with nearly 75% reporting household incomes of \$35,000 or more.
- In contrast, 65% of Minnesota households reported incomes of \$35,000 or more in the 2000 census. A total of 36% of MIA visitors report incomes of \$75,000 or more in contrast to 25% of Minnesotans.
- The 2001 survey includes more upper income visitors (over \$75,000) and fewer lower income visitors (under \$25,000) than in 1995. (However, inflation would account for some of the change.)

Q. Which of the following categories includes your combined household income before taxes? CIRCLE ONE NUMBER

Visitor Household Income		
	2001	1995
Less than \$10,000	4%*	9%
\$10-24,000	10%*	17%
\$25-34,000	13%	15%
\$35-49,000	17%	15%
\$50-74,000	21%	22%
\$75,000 plus	36%*	21%

* Highly Significant (@p<.01)

√ Significant (@p<.05)



Who is Visiting the Museum?

Spanish/Hispanic Origin and Racial Background

- Almost no visitors in 2001 (1%) reported they are of Spanish/Hispanic/Latino origin, the same as in the 1995 survey. In contrast, 3% of 7-county metro area residents over age 18 in the 2000 census identified themselves as of Spanish/Hispanic/Latino origin.
- When asked about racial background, 97.3% reported they are white, slightly up from the 1995 survey, and only 2.7% reported a racial background other than white. In contrast, 12.5% of 7-county metro area residents over age 18 in the 2000 census identified themselves as other than white.
- Similar to the 1995 study, Cincinnatus surveyed a supplemental sample of non-white visitors to assess differences in attitude and visiting behavior, and the results are reported in a separate section of this report.
- While the reason for the increase in white visitors is unknown, contributing factors may be time of year and the types of exhibitions being shown.

Q. Are you Spanish/Hispanic/Latino?
CIRCLE ONE NUMBER

	2001	1995
No	99.0%	98.9%
Yes	1.0%	1.1%

Q. What is your primary racial background?
CIRCLE ONE NUMBER

	2001	1995
White	97.3%√	94.4%
Asian/Pacific Islander	0.6%	1.7%
Black/African American	0.8%	0.8%
Native American	0.0%√	1.0%
Other	1.2%	2.1%

* Highly Significant (@p<.01)

√ Significant (@p<.05)



VISITOR BEHAVIOR

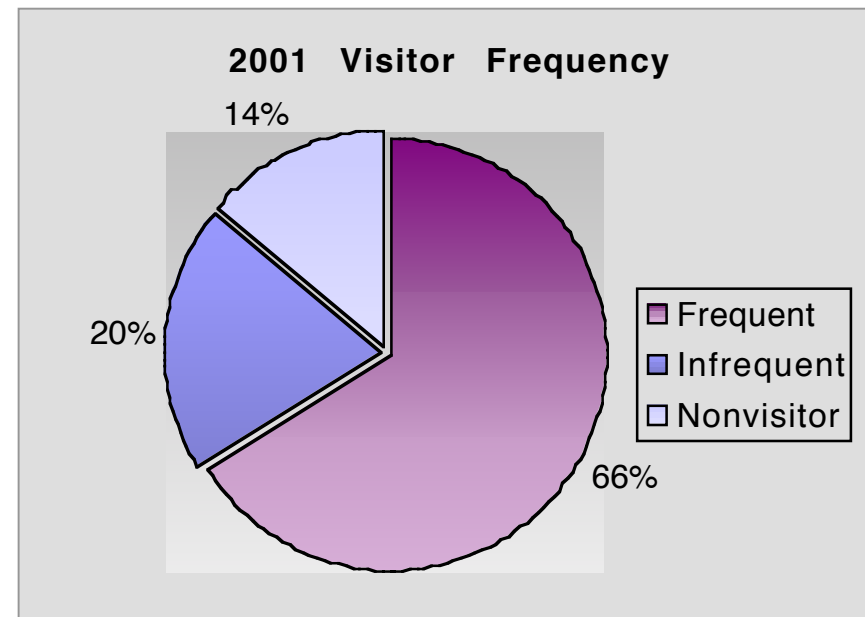
Minneapolis Institute of Arts
2001 Visitor Survey

Visitor Frequency

- A large percent (66%) of 2001 visitors can be considered “frequent visitors” (have visited within past 6 months.) Frequent visitors are up dramatically from 1995 (53%).
- In contrast, “infrequent visitors” (last visited 6 months to 5 years ago) declined significantly from 1995.
- One in ten visitors were on their first visit to the MIA.
- Visitor frequency is higher than average for members, visitors with a BA or higher, older visitors, and visitors who live in Hennepin and Ramsey Counties.

Q. When was the last time you visited the museum? CIRCLE ONE NUMBER

	2001	1995
Within 3 months	46%√	39%
3–6 months ago	20%*	13%
6 months to 1 year	12%	14%
1–5 years ago	8%*	15%
More than 5 years ago	3%	4%
Never, this is 1 st visit	11%	14%



* Highly Significant (@ $p < .01$)

√ Significant (@ $p < .05$)



Visitor Frequency

Perceived Barriers to Visiting More Often

- In response to an open-ended question regarding barriers to visiting, nearly one-third said they visit as often as they like (up significantly from 1995.)
- Primary barriers are time (17%) and distance (11%).
- Parking is not a major barrier (2%).
- Exhibit choice is less of a barrier than in 1995.

Q. If you are not currently visiting the museum as often as you would like, what is the most significant factor that would make it possible for you to visit more often? WRITE YOUR ANSWERS IN THE SPACE BELOW

	2001	1995
Come as often as I like	32%*	8%
Not enough time	17%	14%
Distance to museum	11%	12%
Inconvenient hours	8%	8%
Choice of exhibits	7%	12%
Parking	2%	1%
Other	19%	18%

* Highly Significant (@p<.01)

√ Significant (@p<.05)



What Visitors Did in the Museum

- Visitors were most likely to visit the permanent galleries (72%) followed by the museum shop (64%) and special exhibitions (56%).
- Visits to the museum shop were up significantly in 2001 (probably due to December timing and Member Weekend) and visits to special exhibitions were up.
- Visits to the Period Rooms decorated for the holidays totaled 9% (part of "other".)

Q. Which of the following museum programs and services did you experience on your visit to the museum today? CIRCLE ALL THAT APPLY

	2001	1995
Permanent galleries	72%	70%
Museum shop	64%*	49%
Special exhibition	56%*	44%
Restaurant	31%	26%
Computer/video program	11%	15%
Lecture or class	7%	6%
Other♦	21%*	9%

♦Includes the Period Rooms, which totaled 9% in 2001.

* Highly Significant (@p<.01)

√ Significant (@p<.05)



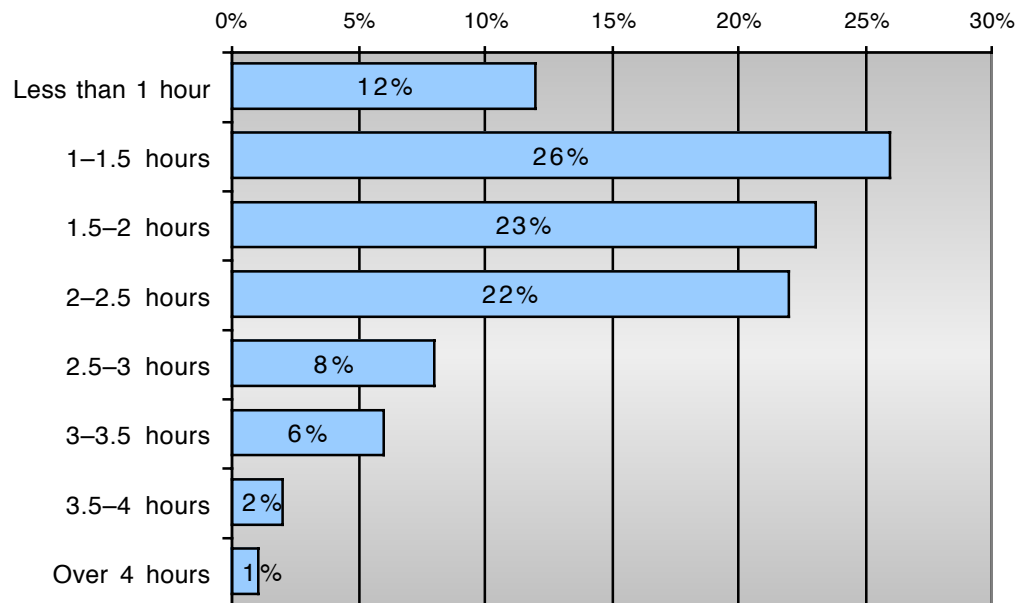
VISITOR BEHAVIOR

Minneapolis Institute of Arts
2001 Visitor Survey

Duration of Visit

- Most visitors (71%) said they spent between 1 and 2.5 hours in the museum.
- Longer visits (more than 3.5 hours) were not common (3% of visitors).
- Short visits (less than 1 hour) were reported by 12% of visitors. Short visits were more common among visitors under 25, incomes under \$10,000 and a high school education.
- Comparisons with 1995 cannot be drawn because the question was not asked in 1995.

Q. Approximately how much time did you spend in the museum today? CIRCLE ONE NUMBER



* Highly Significant (@ $p < .01$)

√ Significant (@ $p < .05$)



Who Accompanies the Visitors?

- Most museum visitors are accompanied by friends or family.
- About one in ten visit with children, and one in five visits alone.
- The profile is very similar to the 1995 study.

Q. Who, if anyone, is visiting the museum with you today? CIRCLE ALL THAT APPLY

	2001	1995
With friends	34%	36%
With spouse	24%	22%
Other family	10%	12%
With child/children	9%	10%
No one is accompanying	22%	21%

* Highly Significant (@p<.01)

√ Significant (@p<.05)



How They Find Out About the Museum

- Visitors are most likely to learn about the museum's collection, programs and events via a newspaper article/review.
- *Arts* magazine seems to be more widely used as an information SOURCE in 2001, with nearly a third of visitors ranking it in their top two information sources.
- 12% said they are most likely to learn via the museum's web site (question not asked in 1995.)
Note: Comparisons between 2001 and 1995 surveys may be affected by the addition of "the museum web site" as a choice in 2001.

Q. Which two ways are you personally most likely to find out about the museum's collection, programs and events? CIRCLE TWO NUMBERS

	2001	1995
Newspaper article/review	45%*	56%
Visits to the museum	34%	30%
Family and friends	31%	27%
<i>Arts</i> magazine	31%*	20%
Ad in newspaper/magazine	17%	18%
TV and radio	14%	12%
The museum web site	12%	N/A
Billboards/posters	5%	3%
Other	6%	1%

* Highly Significant (@p<.01)

√ Significant (@p<.05)



VISITOR ATTITUDES

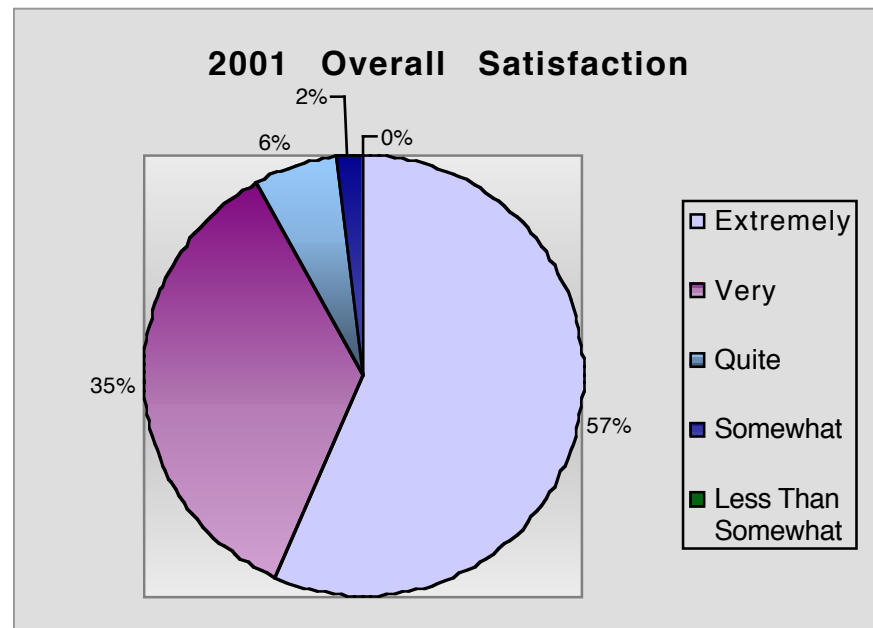
Minneapolis Institute of Arts
2001 Visitor Survey

Satisfaction with their Visit

- Overall satisfaction with their museum visit continues to be very high (91% were “extremely” or “very” satisfied in 2001 and 85% were in 1995.)
- Those who are “extremely satisfied” rose significantly vs. 1995.
- Mean satisfaction rose significantly from 5.27 to 5.44.
- Slightly higher satisfaction levels were found among MIA members, visitors with a BA or higher, visitors ages 55-64 and visitors with incomes over \$75,000.

Q. Overall, which of the following phrases best describes how satisfied you were with your visit to the museum today? CIRCLE ONE NUMBER

	2001	1995
Extremely	56%√	45%
Very	35%	40%
Quite	6%√	12%
Somewhat	2%	2%
Not very	0%	0%
Not at all	0%	0%
Mean	5.44√	5.27



* Highly Significant (@p<.01)

√ Significant (@p<.05)



VISITOR ATTITUDES

Minneapolis Institute of Arts
2001 Visitor Survey

Primary Reason for Visiting the Museum

- Visitors are most likely to come to the museum for entertainment/enjoyment.
- Members and older visitors were more likely to say they came to see a special exhibition and non-members and younger visitors tended to come for entertainment/enjoyment.
- Overall responses were very similar in 1995.

Q. Which of the following best describes your primary reason for visiting the museum today? CIRCLE ONE

	2001	1995
Entertainment/enjoyment	41%	34%
See a specific exhibit	33%	31%
Learn about art	7%	11%
Complete a class assignment	5%	8%
Eat in the restaurant	4%	3%
Attend a lecture/class	3%	3%
Shop in the museum shop	3%	2%
Other	4%	7%

* Highly Significant (@ $p < .01$)

√ Significant (@ $p < .05$)



VISITOR ATTITUDES

Minneapolis Institute of Arts
2001 Visitor Survey

Art Most Interested in Seeing

- The largest percentage of visitors said they were most interested in seeing “European painting and sculpture” but the percentage dropped dramatically from the 1995 study (26% in 2001 vs. 46% in 1995).
- There were small but statistically significant increases in decorative arts, textiles and Asian art. (The Period Rooms decorated for the holidays may account for the increase in decorative arts.)

Q. What kind of art are you most interested in seeing during your visit today? CIRCLE ONE NUMBER

	2001	1995
European paintings and sculpture	26%*	46%
Prints and drawings	7%	11%
Photography	8%	6%
Decorative arts	12%*	2%
American art	5%	5%
Textiles	7%√	2%
Asian art	6%√	2%
Native American Art	3%	5%
Other	17%	16%
Don't know	5%	4%

* Highly Significant (@p<.01)

√ Significant (@p<.05)



VISITOR USE OF TECHNOLOGY

Minneapolis Institute of Arts
2001 Visitor Survey

Use of the Internet in Past Month

- As one might expect, visitor use of the Internet is up dramatically compared with the 1995 survey.
- Nearly half of visitors in 1995 had not used the Internet in 1995 compared with only 10% in 2001.

Q. In which of the following ways, if any, have you used the Internet in the past month? CIRCLE ALL THAT APPLY

	2001	1995
E-mail	37%*	25%
World Wide Web	34%*	15%
On-line service	18%*	13%
No Internet use	10%*	48%

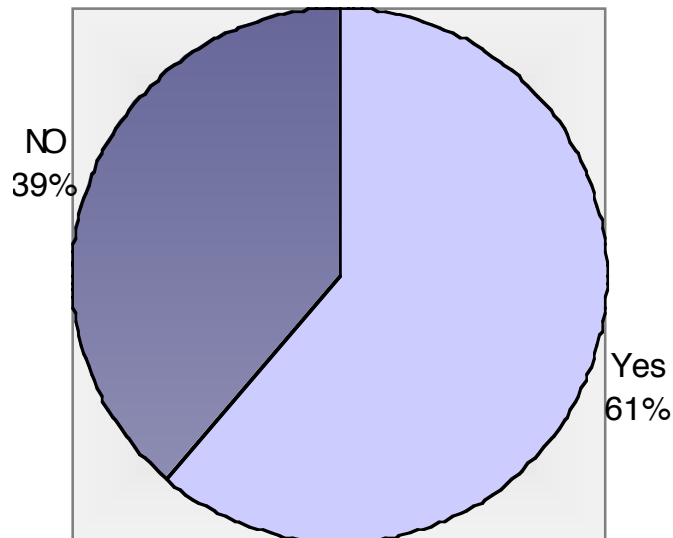
* Highly Significant (@p<.01)
√ Significant (@p<.05)



Awareness of the MIA Web Site

- 3 out of 5 visitors said they were aware of the MIA web site (asked in 2001 study only.)
- Although visitors learned about the MIA's web site in various ways, the most common way was through MIA publications/mailings.
- MIA members were most likely to learn via MIA publications while non-members learned by web surfing or from friends.

Q. Are you aware that The Minneapolis Institute of Arts Institute of Arts web site? CIRCLE ONE NUMBER



Q. How did you first find out about The MIA web site? CIRCLE ONE NUMBER

MIA publication/mailing.....	31%
Word of mouth/friend/associate.....	20%
Internet search engine/surfing the web.....	18%
<i>Star Tribune</i>	5%
<i>Minneapolis St. Paul Magazine</i>	2%
<i>St. Paul Pioneer Press</i>	1%
<i>City Pages</i>	1%
Other	22%

* Highly Significant (@p<.01)

√ Significant (@p<.05)

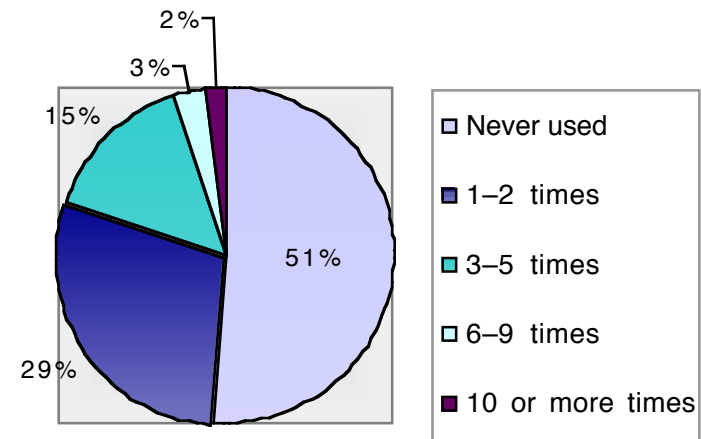


Frequency of Using the MIA Web Site

- Nearly half of the visitors said they have used the MIA web site at least once (asked in 2001 survey only.)
- Twenty percent have used the MIA web site 3 or more times in the past year.
- Younger visitors are much more likely to have used the web site.

Q. Within the past year, how many times, if any, have you utilized The Minneapolis Institute of Arts web site? CIRCLE ONE NUMBER

Never used.....	51%
1-2 times.....	29%
3-5 times.....	15%
6-9 times.....	3%
10 or more times.....	2%



* Highly Significant (@ $p < .01$)

√ Significant (@ $p < .05$)



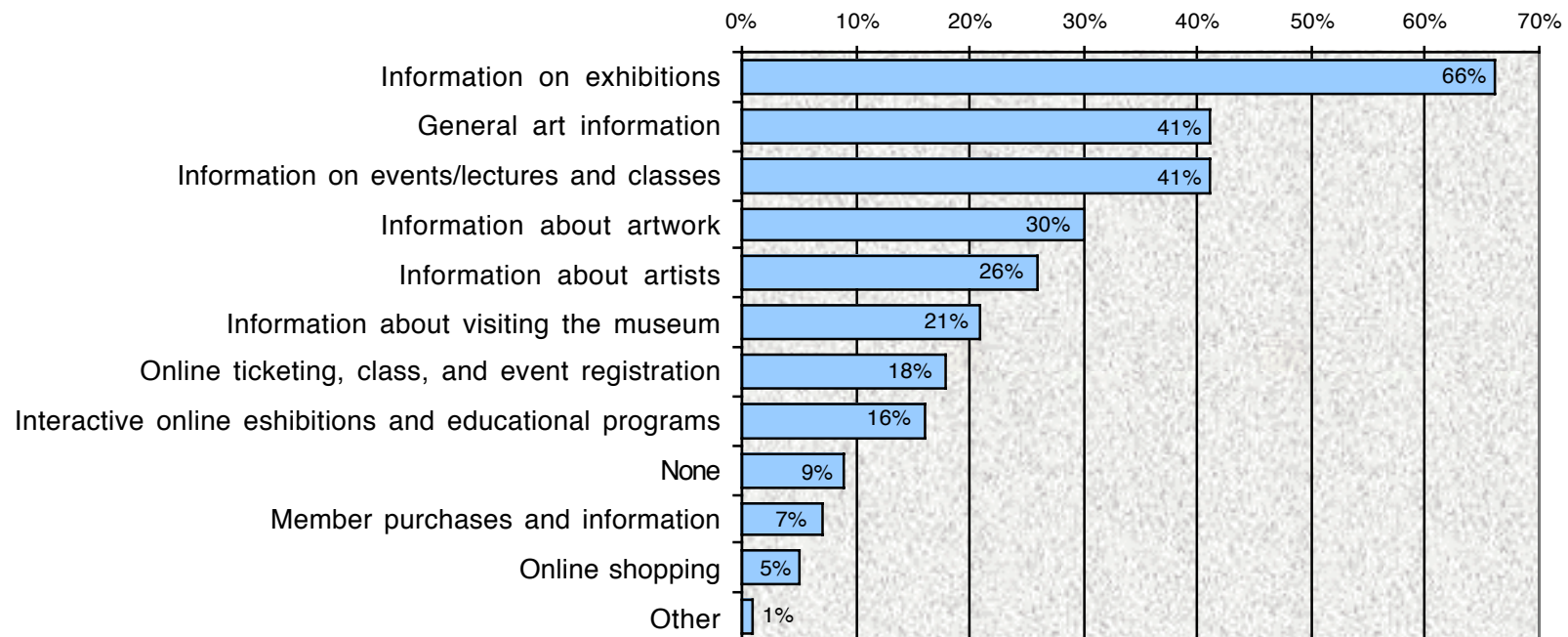
VISITOR USE OF TECHNOLOGY

Minneapolis Institute of Arts
2001 Visitor Survey

Areas of Web Site Most Likely to Use

- Visitors are most likely to view the MIA web site as a source of information about exhibitions (66%) (asked in 2001 survey only.)
- Interest in general art information and information on events/lectures and classes are also relatively high.
- Interests in the web site for shopping is relatively low.
- 9 percent have no interest in using the web site.

Q. Thinking of the Minneapolis Institute of arts web site, which three of the following areas of the web site would you be most likely to use? CIRCLE THREE NUMBERS TO INDICATE YOUR TOP THREE CHOICES



* Highly Significant (@p<.01)

√ Significant (@p<.05)



Interest in Receiving E-Mail Notices

- About one-third of visitors are “extremely, very, or quite” interested in receiving e-mail notices about events, exhibits, and programs from the museum. (Asked in 2001 survey only.)
- Another third either have no e-mail access or no interest in receiving e-mail notices
- Interest in e-mail notices is generally higher for non-members and visitors under 65.

Q. How interested would you be in receiving e-mail notices about events, exhibitions and programs from the museum? CIRCLE ONE NUMBER

Extremely interested.....	10%
Very interested.....	14%
Quite interested.....	11%
Somewhat interested.....	19%
Slightly interested.....	11%
Not at all interested.....	22%
No access to e-mail.....	13%



VISITOR USE OF TECHNOLOGY

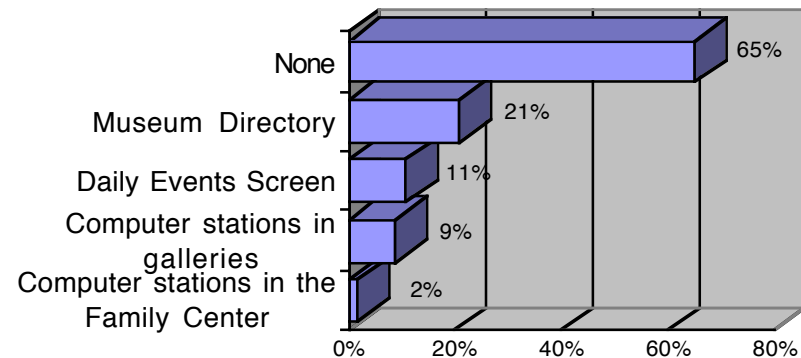
Minneapolis Institute of Arts
2001 Visitor Survey

Use of Media Programs in the Museum

- One out of three visitors used at least one of the specified technologies during their museum visit (asked in 2001 study only.)
- The Museum Directory was used most often (21% of visitors.)
- Use of media programs tended to be comparable across all demographic variables.

Q. While visiting The Minneapolis Institute of Arts today, which media program or programs, if any, did you use? CIRCLE ALL

None.....	65%
Museum Directory.....	21%
Daily Events screen.....	11%
Computer stations in galleries.....	9%
Computer stations in the Family Center...	2%



* Highly Significant (@ $p < .01$)
√ Significant (@ $p < .05$)



Ownership and Use of Personal Technologies in the Museum

- More than half of visitors own and use cell phones but only 9% use hand held computers. (Asked in 2001 survey only.)
- Nearly half (46%) use neither technology.
- Technology use is higher for younger and more affluent visitors.
- Among those who own and use cell phones, 41% said they are willing to use them to access information while visiting an exhibition.
- Willingness to use the devices in an exhibition was comparable across all demographic variables.

Q. Which of the following, if any, do you own and personally use? CIRCLE ALL THAT APPLY

Cell phone.....	54%
Neither.....	47%
Hand-held computer.....	9%

Q. For those items you indicated owning at Q 13, which, if any, would you be willing to use as you walked through the museum for explanations and narratives of works of art? CIRCLE ALL THAT APPLY

Neither.....	46%
Cell phone.....	41%
Hand-held computer.....	17%

