



# AQUARIUM

## AUDIENCE PROFILE AND SEGMENTATION REPORT

2021

CONDUCTED BY



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### 2021

#### BACKGROUND AND APPROACH

Morey Consulting analyzed privacy-compliant location data generated by **near™** technology combined with PersonaLive™ audience segmentation.

- **near™** collects data from more than 250,000 apps in which a user has enabled location tracking. The database has more than 14 trillion location data points, the data is aggregated and anonymized and is privacy compliant under GDPR and CCPA standards.
- PersonaLive™ maintains a database on more than 281 million Americans and segments the data into 17 different segments with 80 sub-segments. The segmentation profiles are built on social media usage, retail visitation, website usage, and demographics.

Origin location to the following aquariums was collected:

Adventure Aquarium	National Mississippi River Museum & Aquarium
Alaska SeaLife Center	New England Aquarium
Aquarium of Niagara	New York Aquarium
Aquarium of the Bay	Newport Aquarium
Aquarium of the Pacific	North Carolina Aquarium at Fort Fisher
Audubon Aquarium of the Americas	North Carolina Aquarium at PKS
Birch Aquarium at Scripps	North Carolina Aquarium on Roanoke Island
Cabrillo Marine Aquarium	OdySea Aquarium
Dallas World Aquarium	Oregon Coast Aquarium
Florida Aquarium	Ripley's Aquarium of Myrtle Beach
Georgia Aquarium	Ripley's Aquarium of the Smokies
John G. Shedd Aquarium	Seattle Aquarium
Loveland Living Planet Aquarium	South Carolina Aquarium
Maritime Aquarium at Norwalk	Tennessee Aquarium
Mote Marine Laboratory and Aquarium	Texas State Aquarium
Monterey Bay Aquarium	Virginia Aquarium
Mystic Aquarium	
National Aquarium	

## SUMMARY OF FINDINGS

- In 2021, 33% of Aquarium visitors were High Income, 18% were Low Income, 14% were Boomers, 11% were 35 or younger, 24% were somewhere in between. As compared to the population, Aquariums attracted 13% more High Income and 3% Other, Low Income were under-represented -17%, 35 and younger -15%, and Other -15%.
- 61% of visitors live 50 or miles away from the Aquarium they visited, 48% were from more than 100 miles. This suggests that between 48% and 61% of Aquarium visitors were tourists. Aquariums in medium-sized markets had the highest percentage of tourists. Many of these Aquariums are located within 200 miles of a large metropolitan area.
- Visitors visited an average of 1.4 times annually.
- The Average Google Rating was 4.5. Other studies we have conducted suggest visitation suppression begins to occur at 4.5.
- The Average Adult Admission Price was \$30.59, in large markets (5m plus) it was \$34.86.
- Interest in aquariums ranks third behind zoos and museums. Interest is highest in spring and summer, decreases during fall and increases around the holidays.
- Interest in aquariums occurs nationally.

## MARKET SEGMENT CHARACTERISTICS

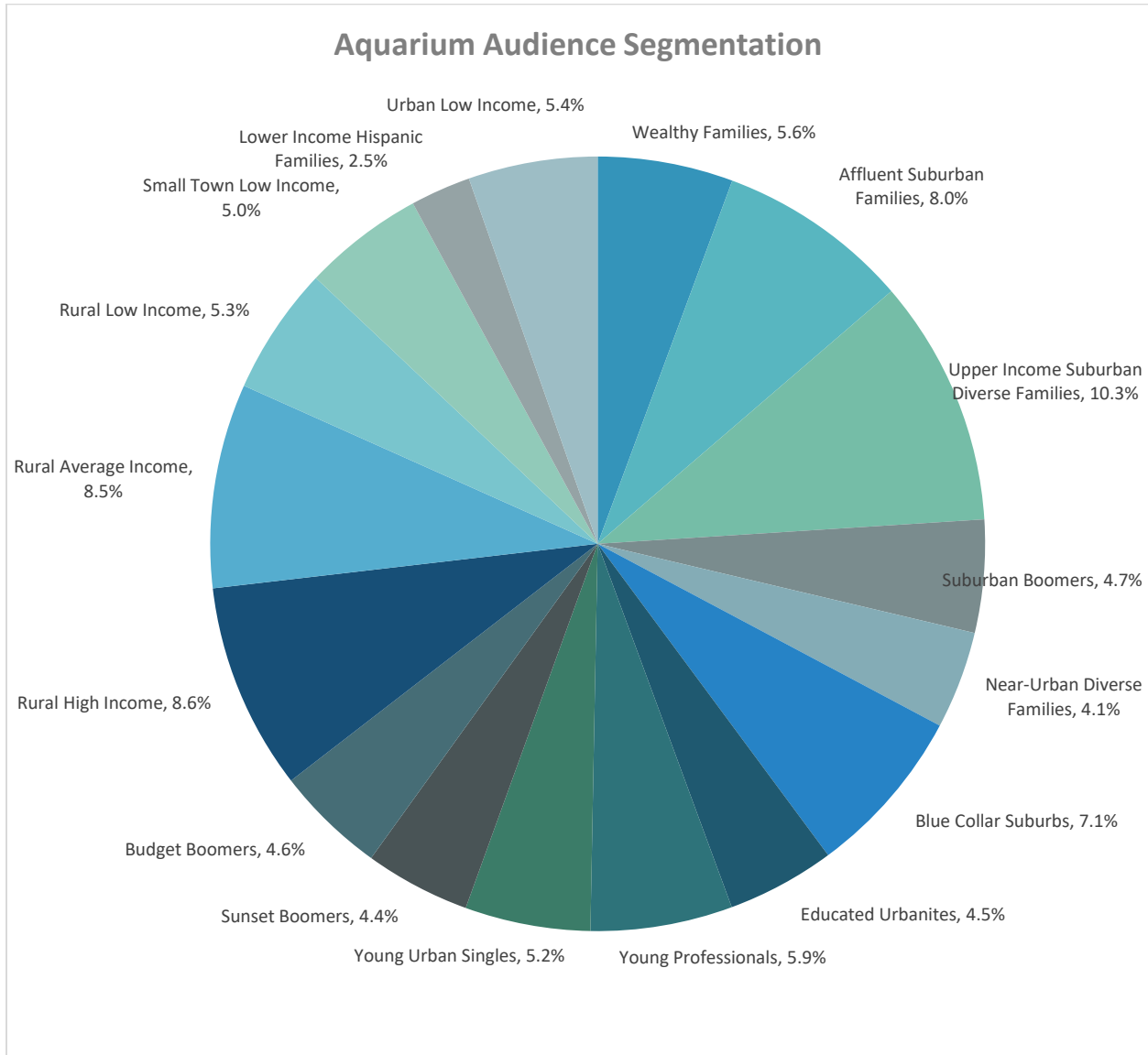
Utilizing demographics, retail visitation, online visitation, and social media, PersonalLive™ developed 17 different household segments in the US.

The following segments are pre-defined utilizing the PersonalLive™ segmentation system.

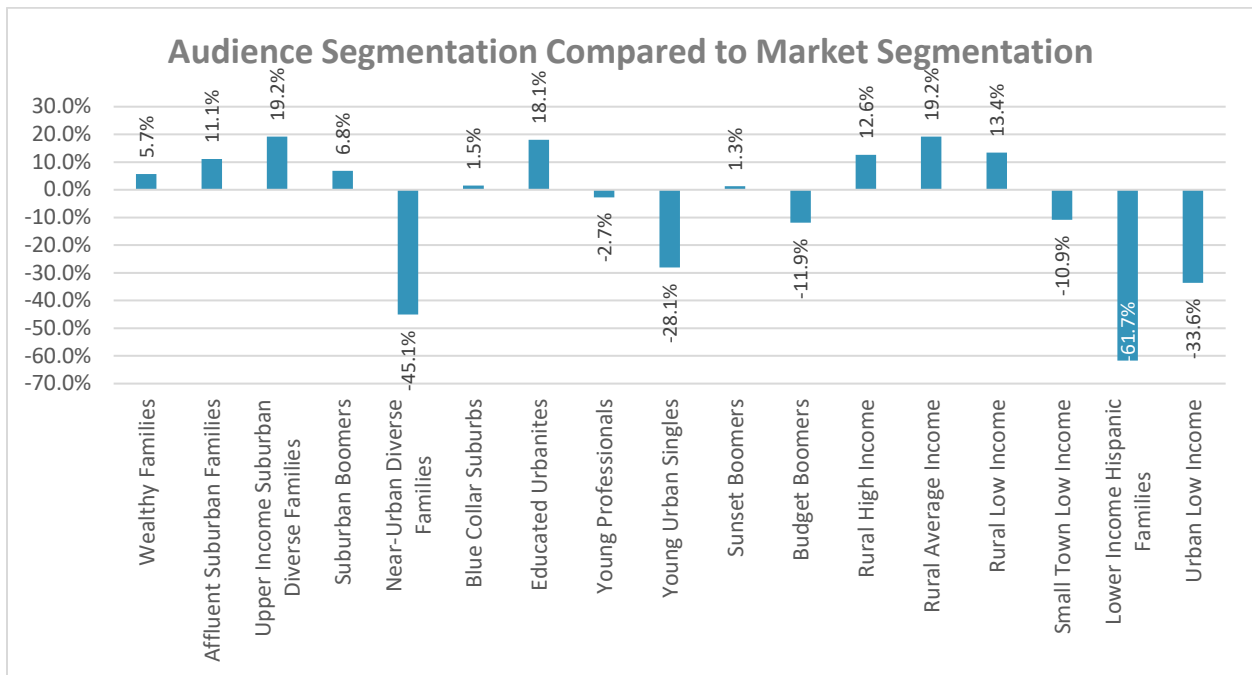
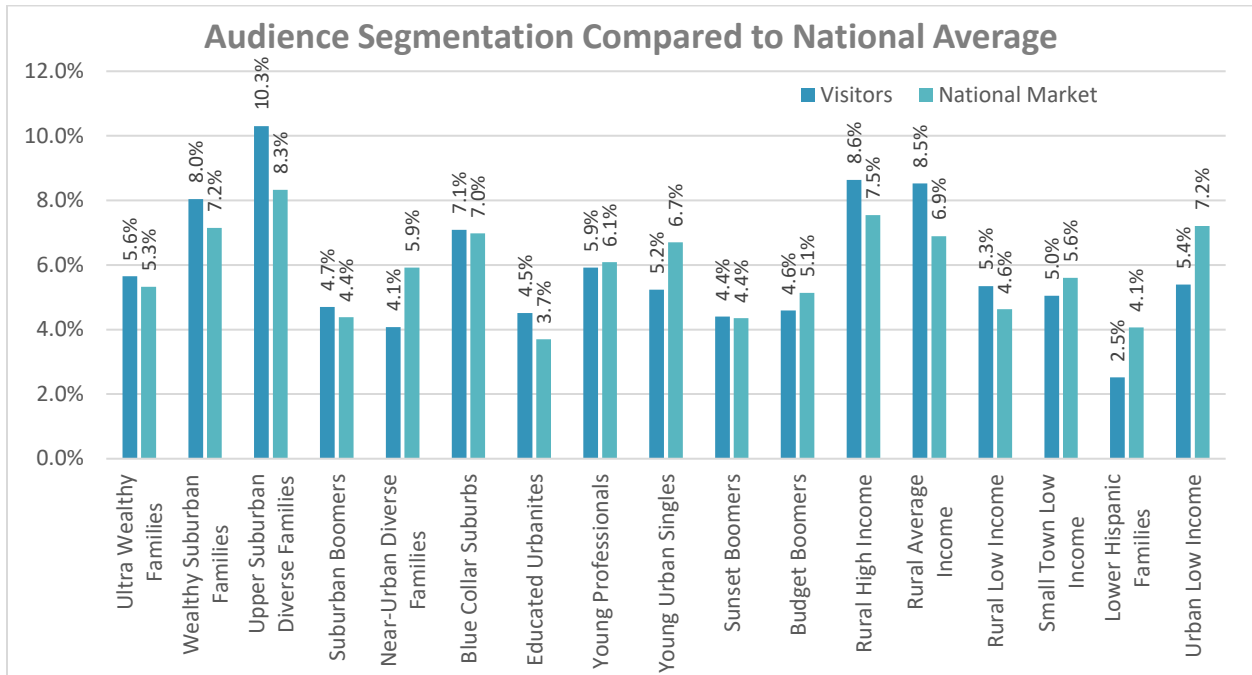
<i>Segment</i>	<i>Median Income</i>	<i>Median Age</i>	<i>Children</i>	<i>College Degree</i>	<i>African American</i>	<i>Asian</i>	<i>Caucasian</i>	<i>Hispanic</i>
<i>Wealthy Families</i>	\$159,082	50	42%	67%	3%	15%	77%	7%
<i>Affluent Suburban Families</i>	\$103,968	39	42%	44%	7%	9%	77%	13%
<i>Upper Income Suburban Diverse Families</i>	\$81,816	38	37%	39%	10%	4%	80%	13%
<i>Suburban Boomers</i>	\$72,846	48	23%	34%	8%	3%	84%	7%
<i>Near-Urban Diverse Families</i>	\$65,015	37	39%	24%	19%	13%	48%	44%
<i>Blue Collar Suburbs</i>	\$56,858	33	43%	24%	16%	3%	72%	19%
<i>Educated Urbanites</i>	\$96,441	37	20%	62%	8%	25%	56%	14%
<i>Young Professionals</i>	\$53,103	32	17%	51%	13%	8%	71%	13%
<i>Young Urban Singles</i>	\$44,115	34	28%	27%	14%	5%	67%	30%
<i>Sunset Boomers</i>	\$95,924	55	18%	56%	2%	4%	91%	7%
<i>Budget Boomers</i>	\$45,125	56	14%	25%	8%	2%	85%	8%
<i>Rural High Income</i>	\$73,004	47	28%	29%	2%	1%	95%	4%
<i>Rural Average Income</i>	\$56,342	42	32%	18%	6%	1%	89%	6%
<i>Rural Low Income</i>	\$36,991	41	32%	12%	13%	0%	78%	5%
<i>Small Town Low Income</i>	\$36,873	36	33%	14%	16%	1%	78%	7%
<i>Lower Income Hispanic Families</i>	\$38,564	31	47%	9%	8%	2%	67%	73%
<i>Urban Low Income</i>	\$28,667	37	30%	14%	53%	3%	31%	18%

## AUDIENCE SEGMENTATION

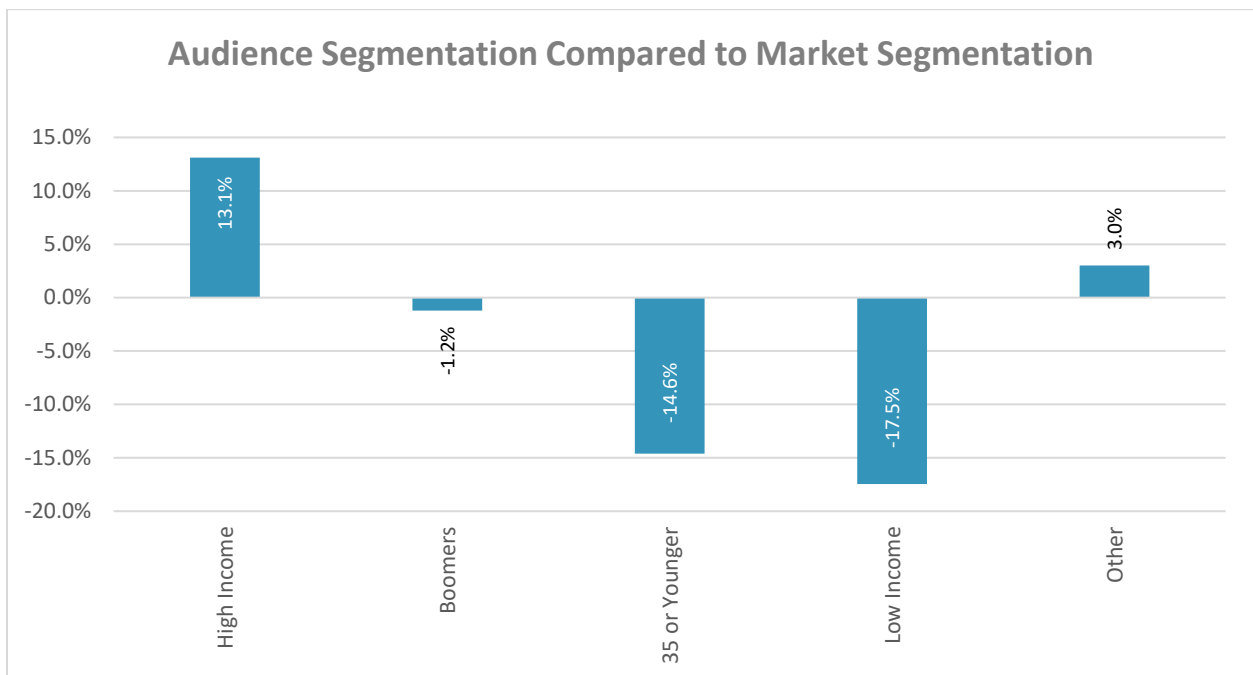
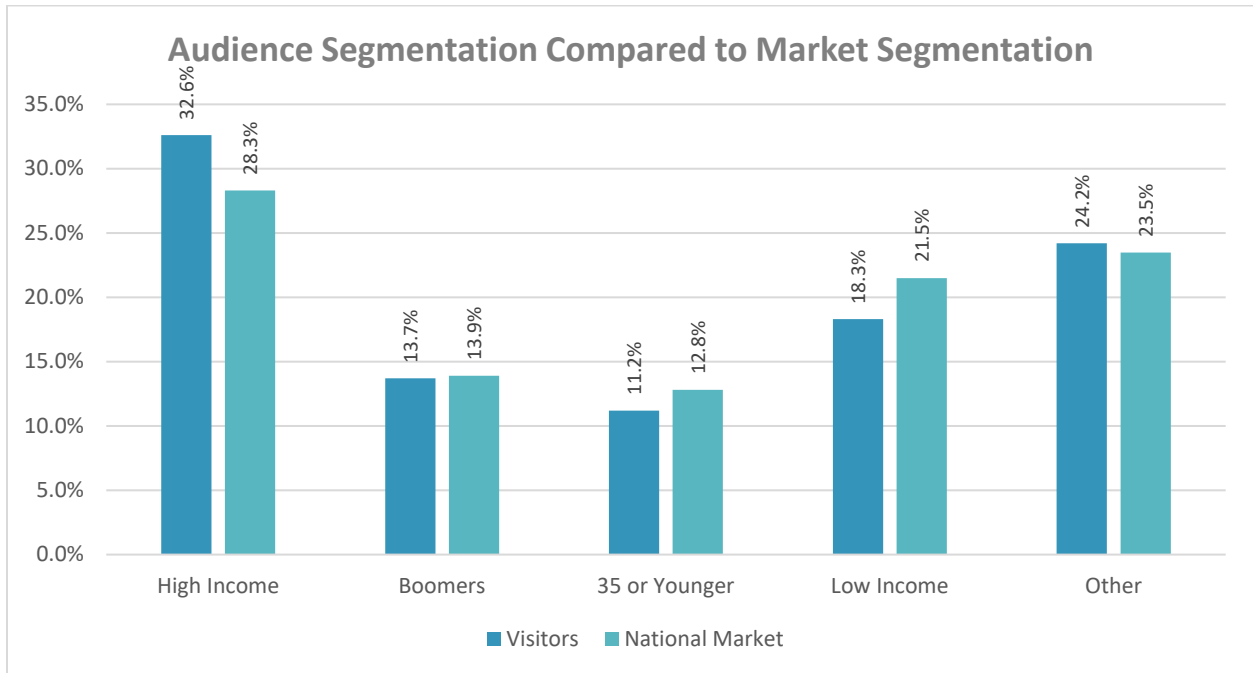
Aquariums’ largest audience segments are Upper Income Suburban Families, Rural High Income, and Rural Average Income.



Aquariums’ attendance over-represents as compared to the national average among Upper Income Suburban Families, Rural Average Income, and Educated Urbanites.

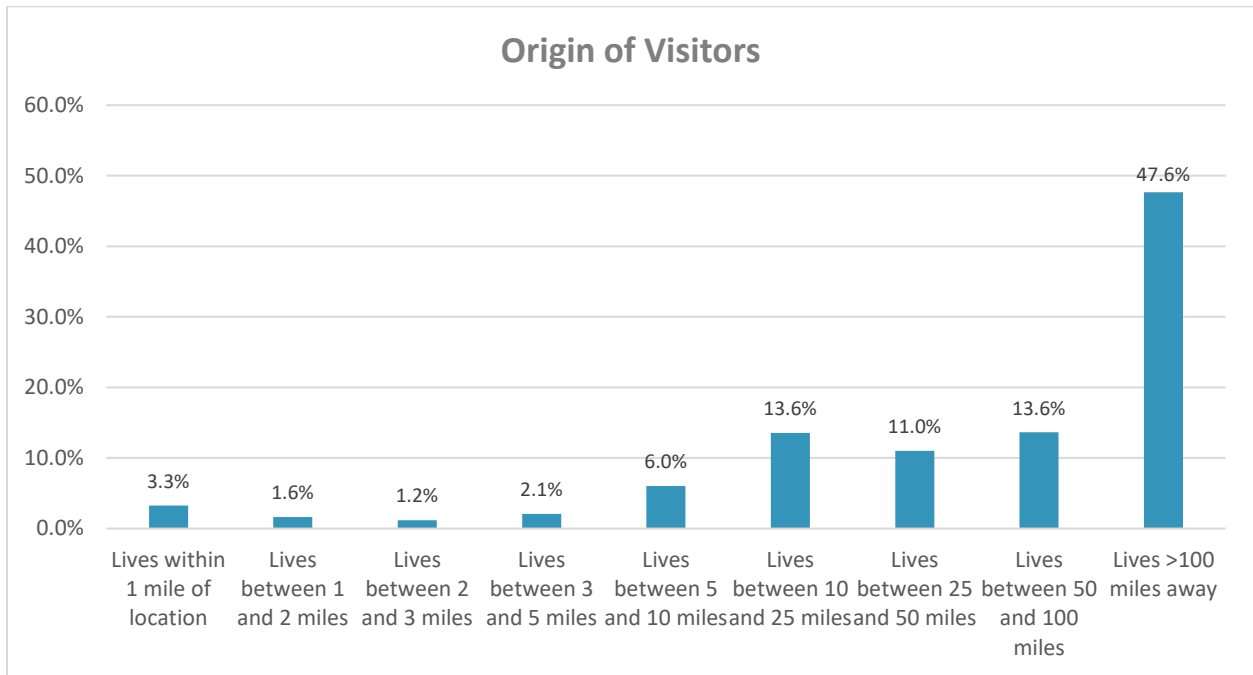


Aquariums’ attendance over-represents as compared to the national average among High Income.



## VISITOR ORIGIN

Almost half of aquarium visitors live more than 100 miles from the aquarium they visit.



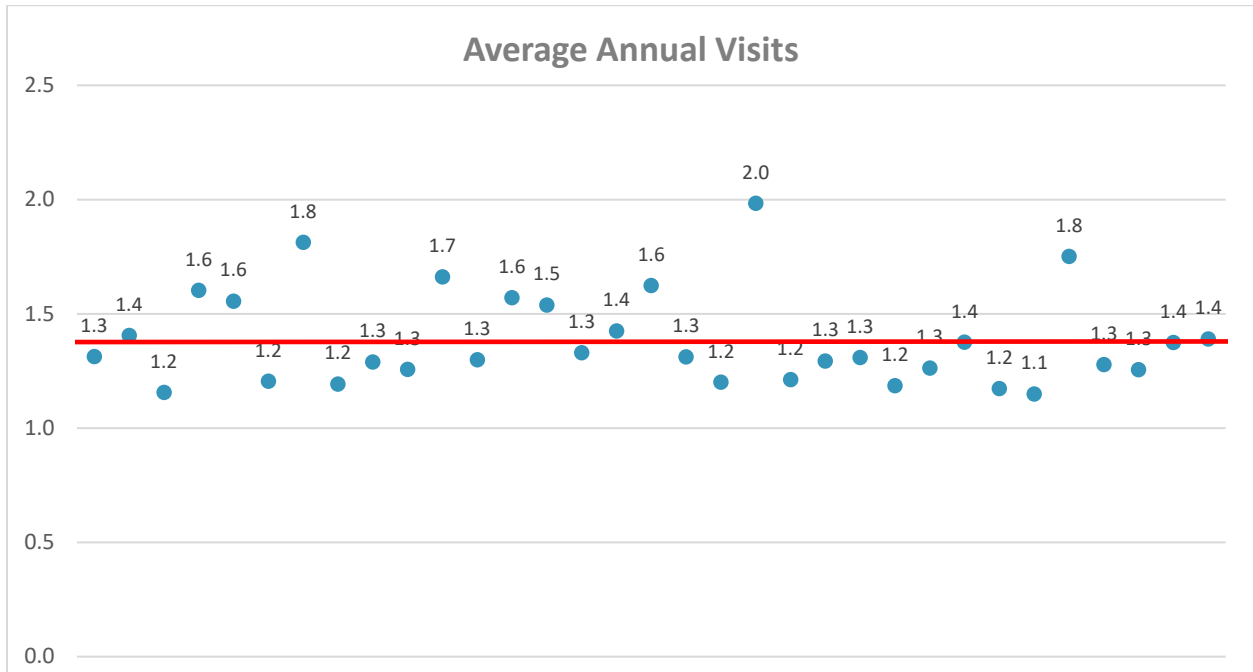
The average distance traveled was 127 miles (excluding Alaska SeaLife Center), the median distance traveled was 103 miles.



## AVERAGE VISITATION

On average, visitors visited an aquarium 1.4 times in 2021.

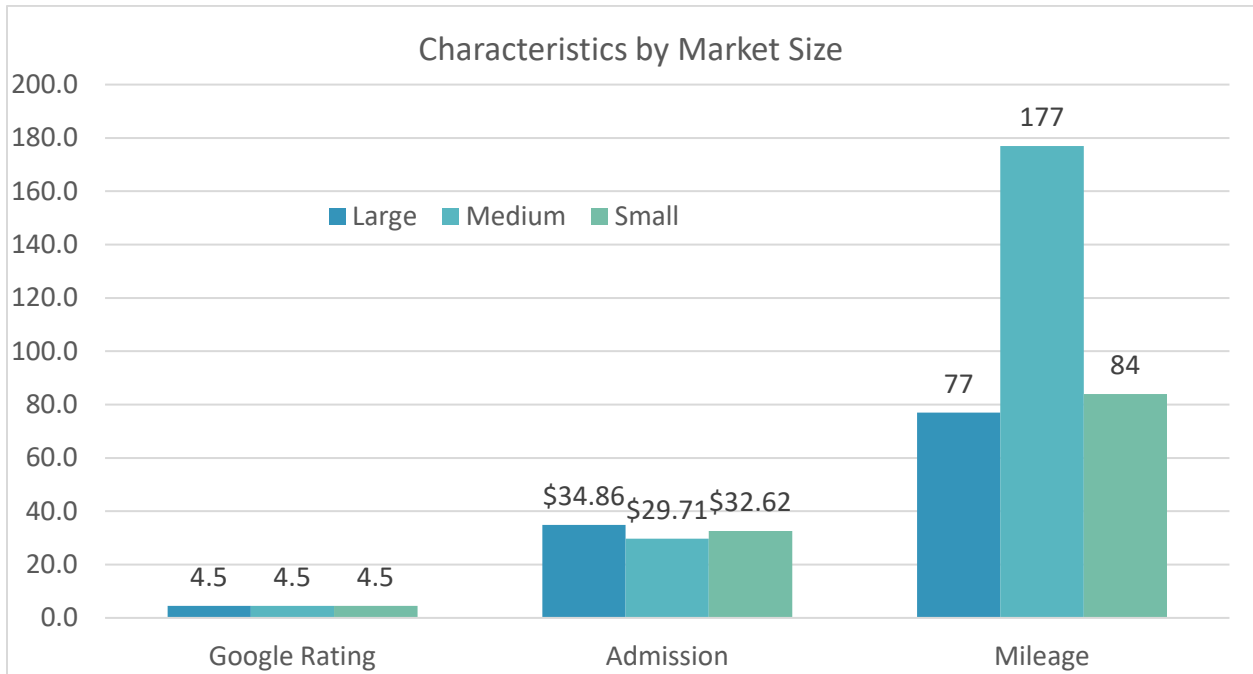
Average visitation was 1.3 visits among aquariums serving tourist markets (more than half of visitors were from more than 100 miles away) and 1.5 visits among those serving local markets (less than half of visitors were from 100 miles away).







## CHARACTERISTICS BY MARKET

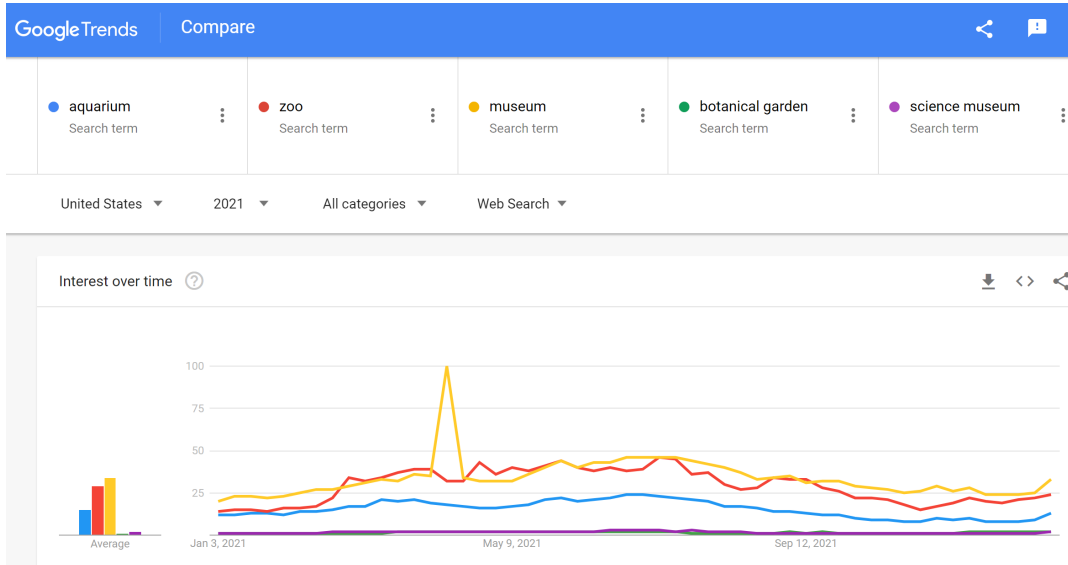


Admission for aquariums in small markets does not include the three North Carolina Aquariums (\$12.95 per aquarium).

## INTEREST

Interest in the combination of awareness, advertising, public relations, social media, and “viral” presence.

Interest in aquariums ranks third behind zoos and museums.



Interest in aquariums was national with pockets of higher interest distributed throughout the country as denoted on the map below.

