

Propensity to Visit Art Museums

\$250



MOREYCONSULTING

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APPROACH



Morey Consulting analyzed privacy-compliant data provided by PersonaLive™. PersonaLive compiles social media usage, visitation patterns, website usage, and demographics on more than 281 million Americans to GDPR and CCPA privacy compliant standards.

This data is aggregated and segmented in 17 Segments and 81 Sub-Segments that allow us to understand more about Art Museum visitors and the American population.

We segmented the data by propensity to visit an art museum. Propensity identifies the percentage of art museum visitation by segment compared to the population a segment represents. A Household that has a high propensity to visit has a higher-than-average likelihood of visiting.

This analysis applies nationally and can vary significantly by market.

PROPENSITY

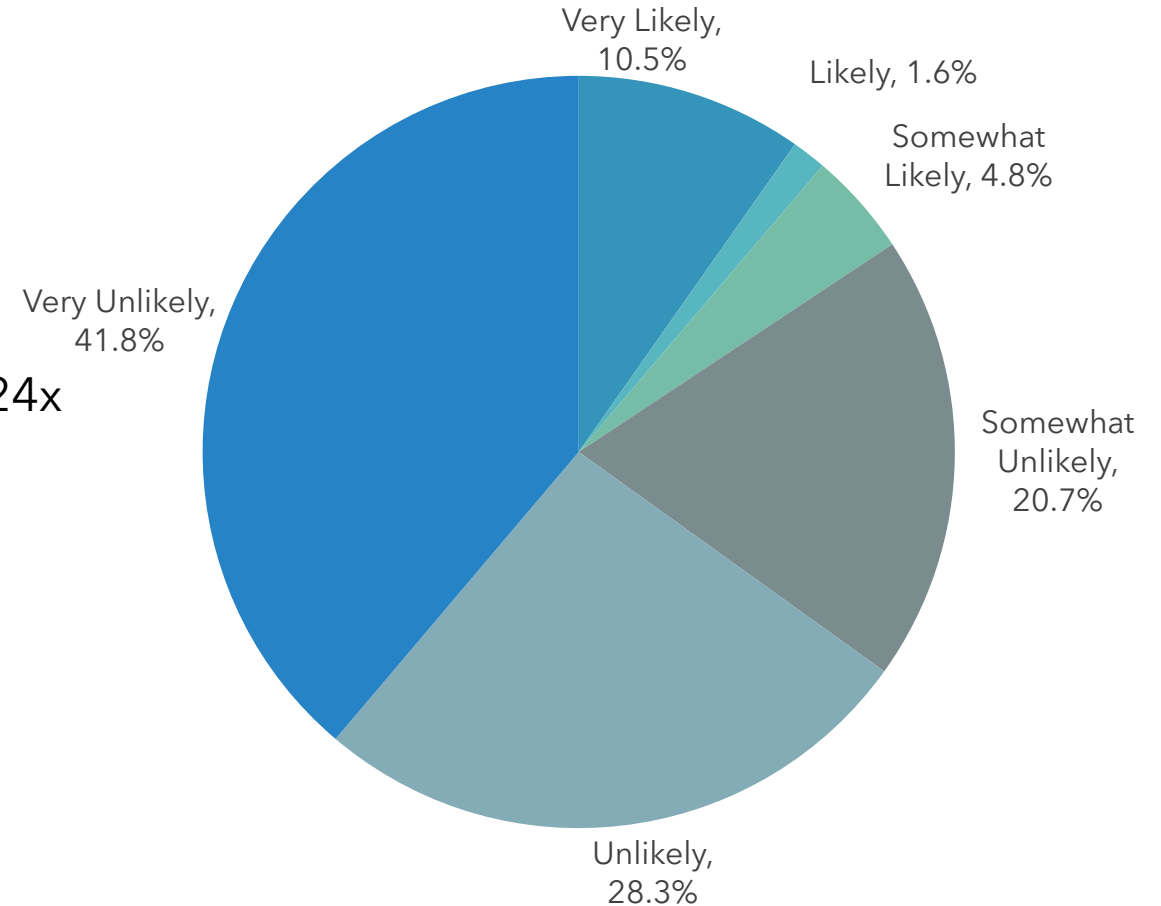
Propensity is based on the number of visits a segment makes and the percentage of the population that represents. If a segment of the population represents 1% of visits and .5% of the population, the propensity to visit is 2.0

17% of households in the US are likely to visit an art museum.

Very Likely - 1.5x +
Likely - 1.25x to 1.49x
Somewhat Likely - 1.01 to 1.24x

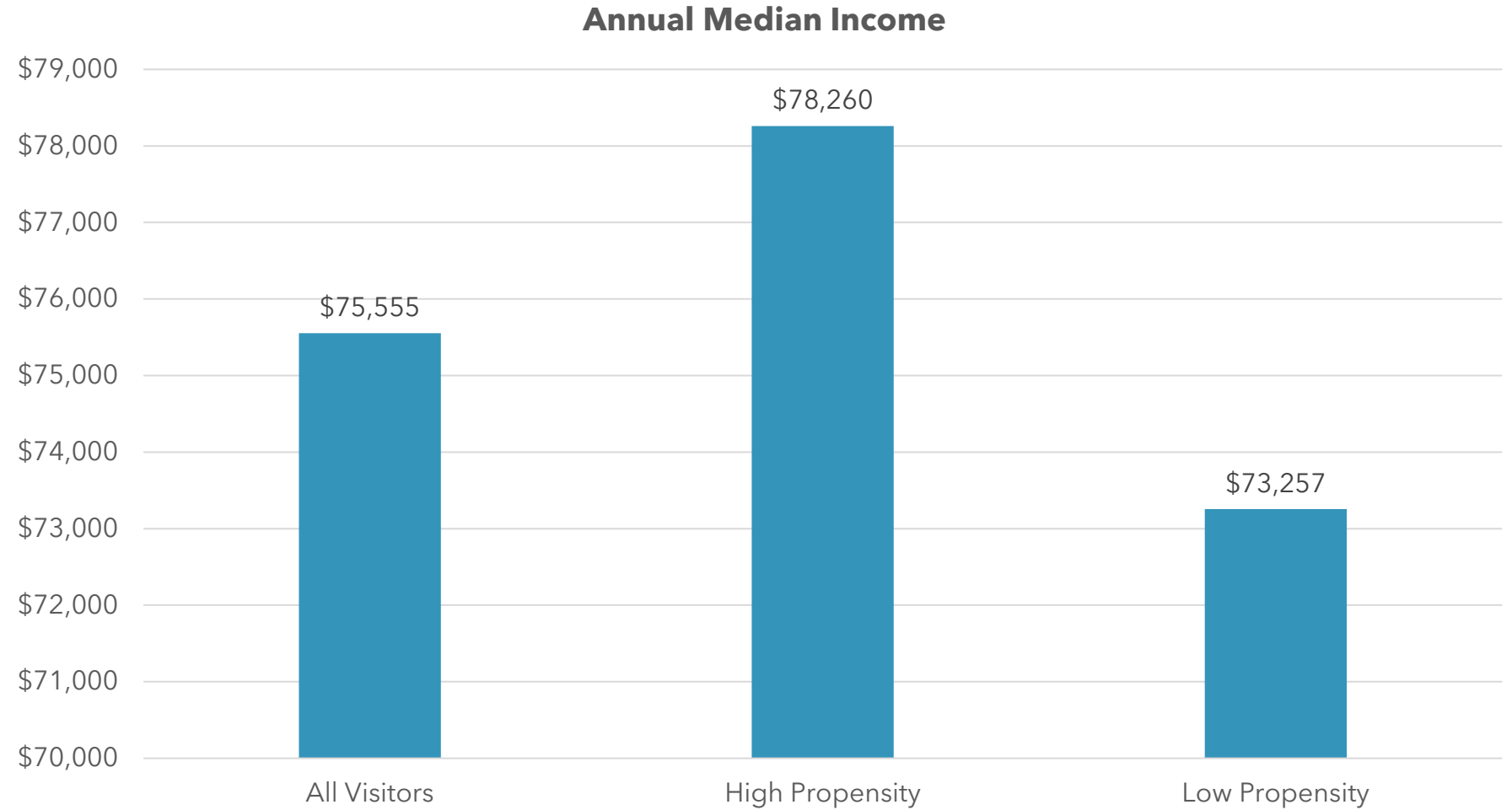
Somewhat Unlikely .99 to .76
Unlikely - .75 to .51
Very Unlikely - .5 or less

Propensity to Visit (Households)



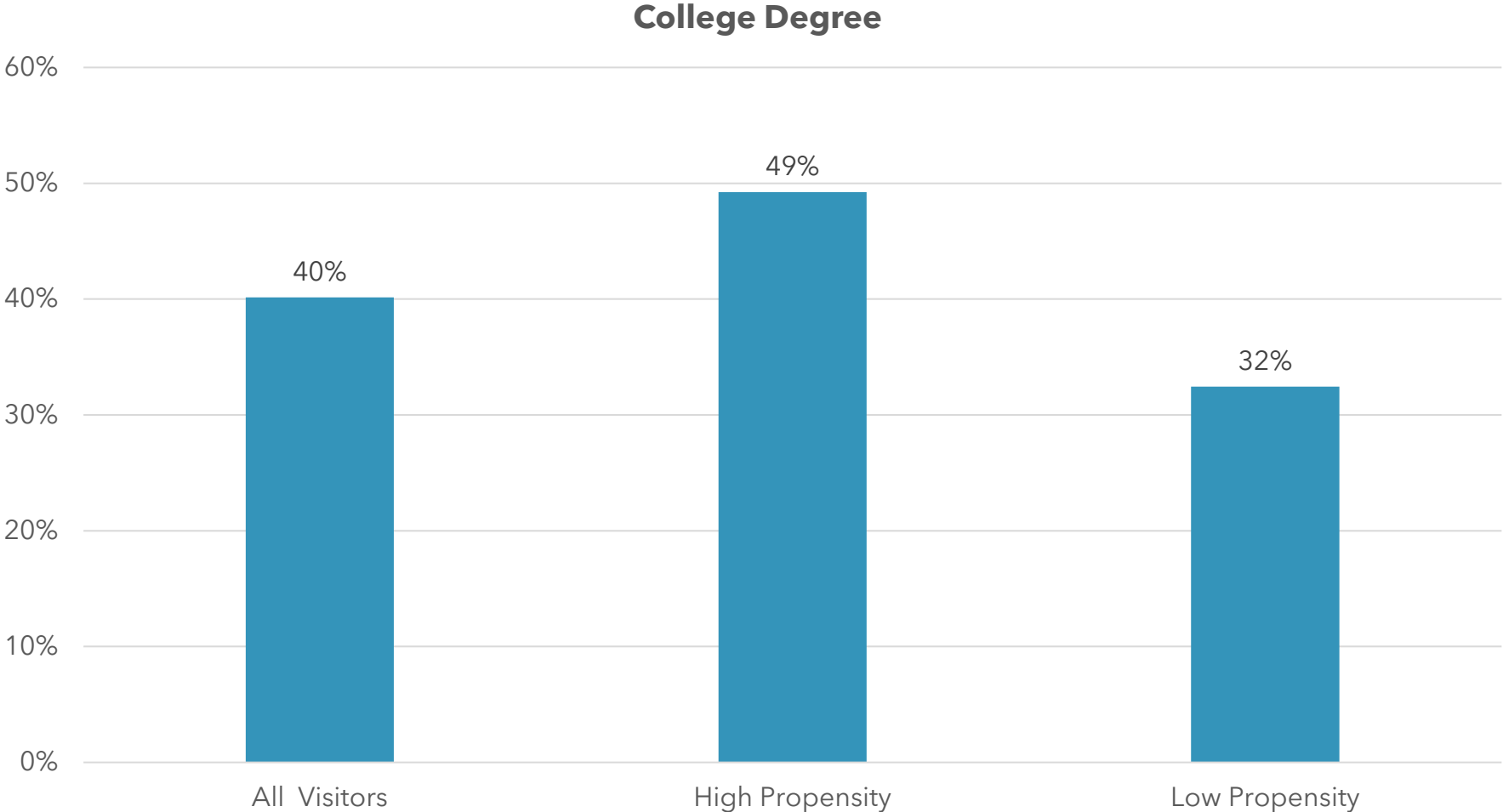
INCOME

Households with higher income are more likely to visit, by a factor of 1.1 times.



EDUCATION

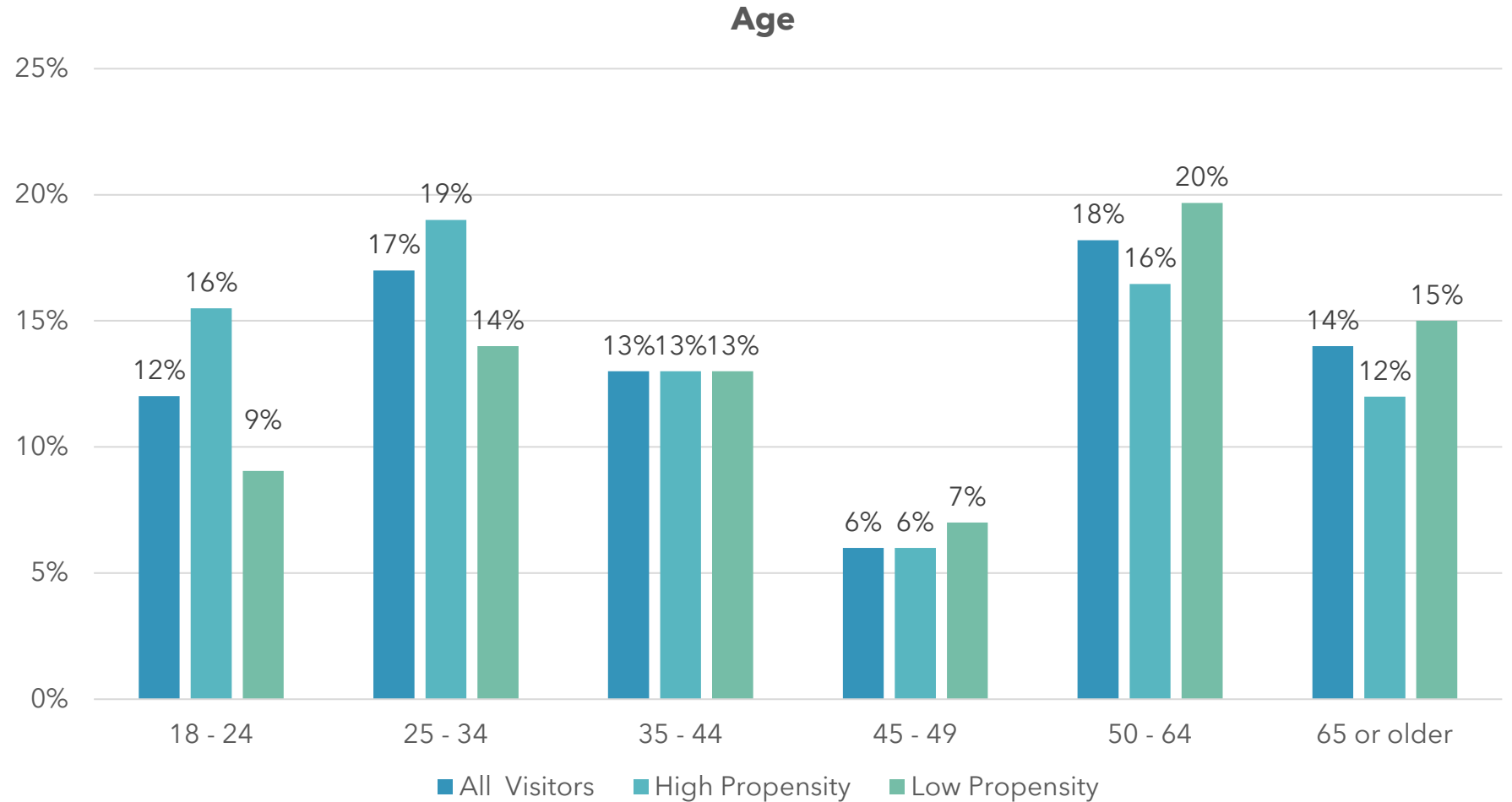
Households with higher education are more likely to visit, by a factor of 1.5 times.



AGE

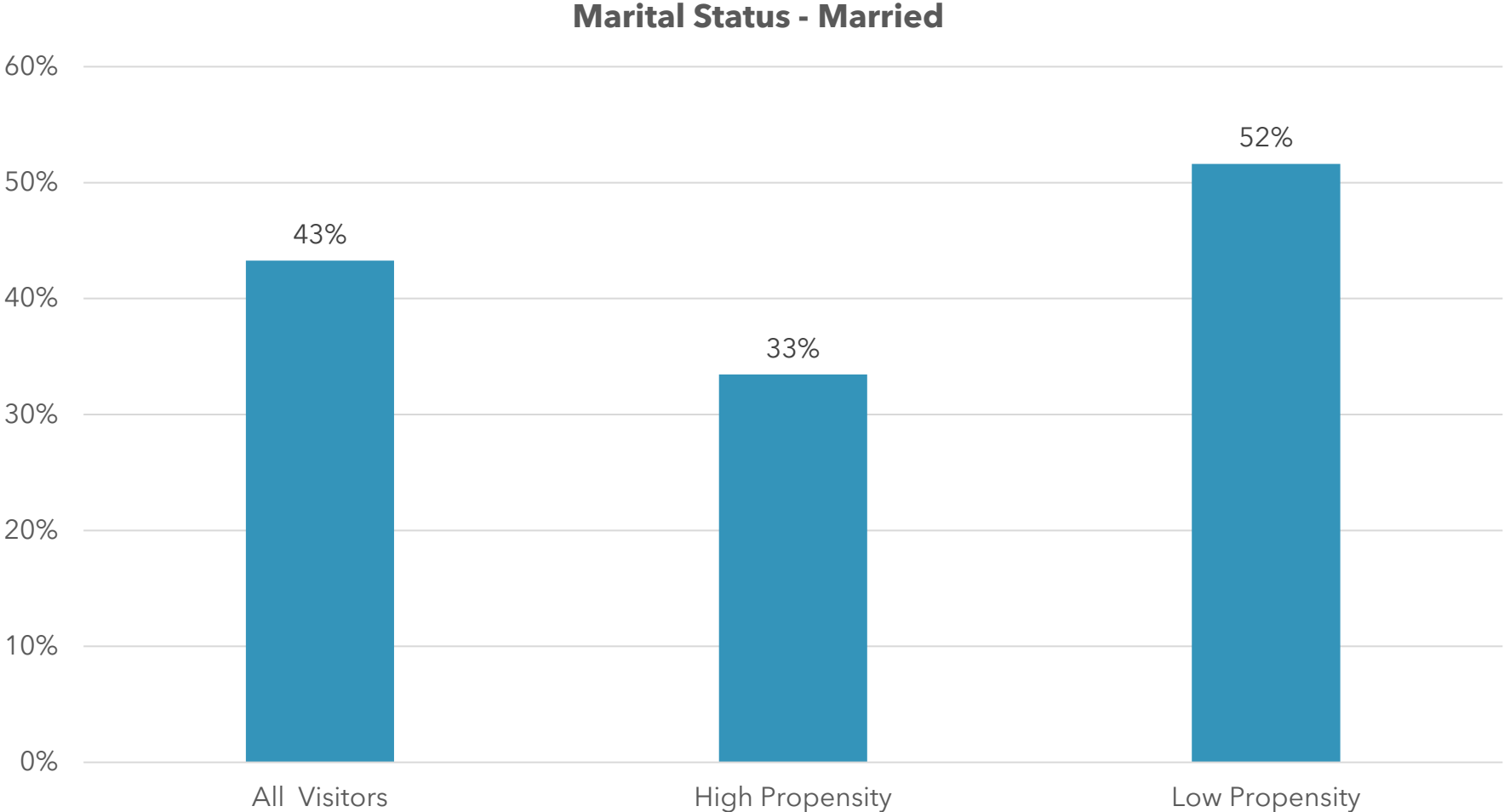
Age can impact visit propensity significantly. Those 34 or younger are slightly more likely to visit than those 50 and or older.

- 18-24 - 1.7x
- 25-34 - 1.4x
- 35-44 - 1x
- 45-49 - .9x
- 50-64 - .8x
- 65+ - .9x



MARITAL STATUS

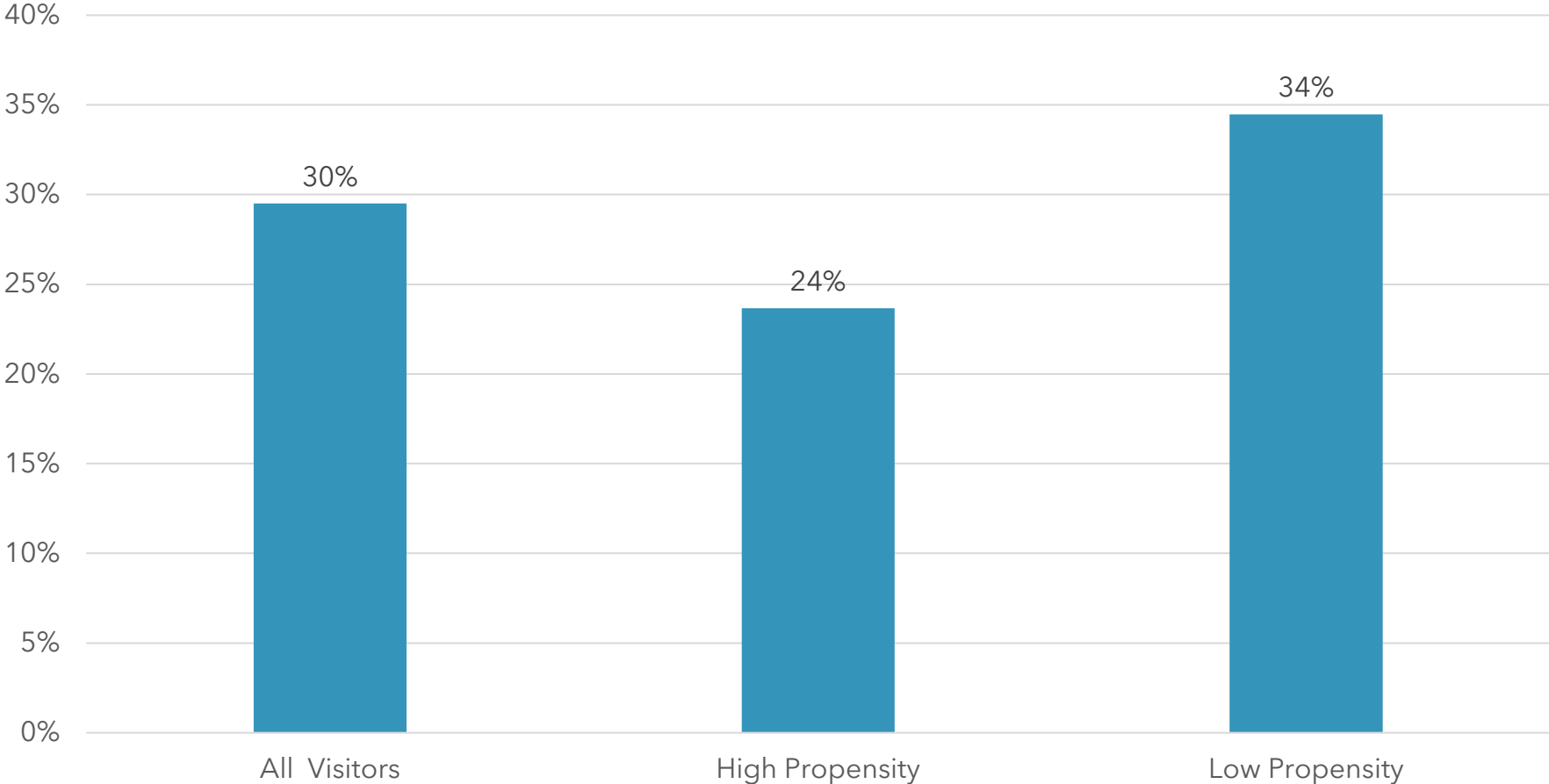
Single households have a higher propensity to visit, by a factor of 1.35.



CHILDREN

Households without children have a higher propensity to visit, by a factor of 1.3.

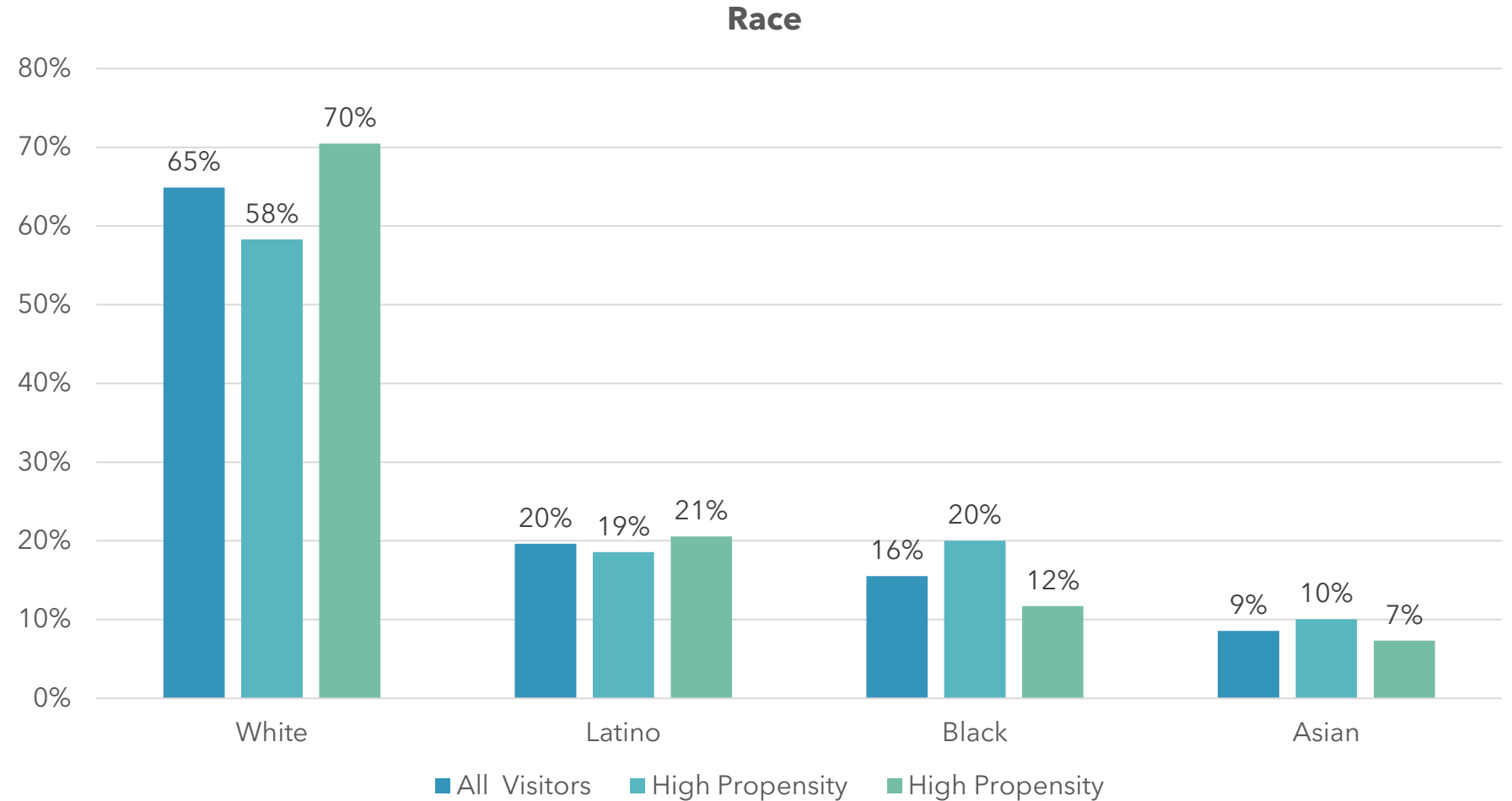
Children in Household



RACE

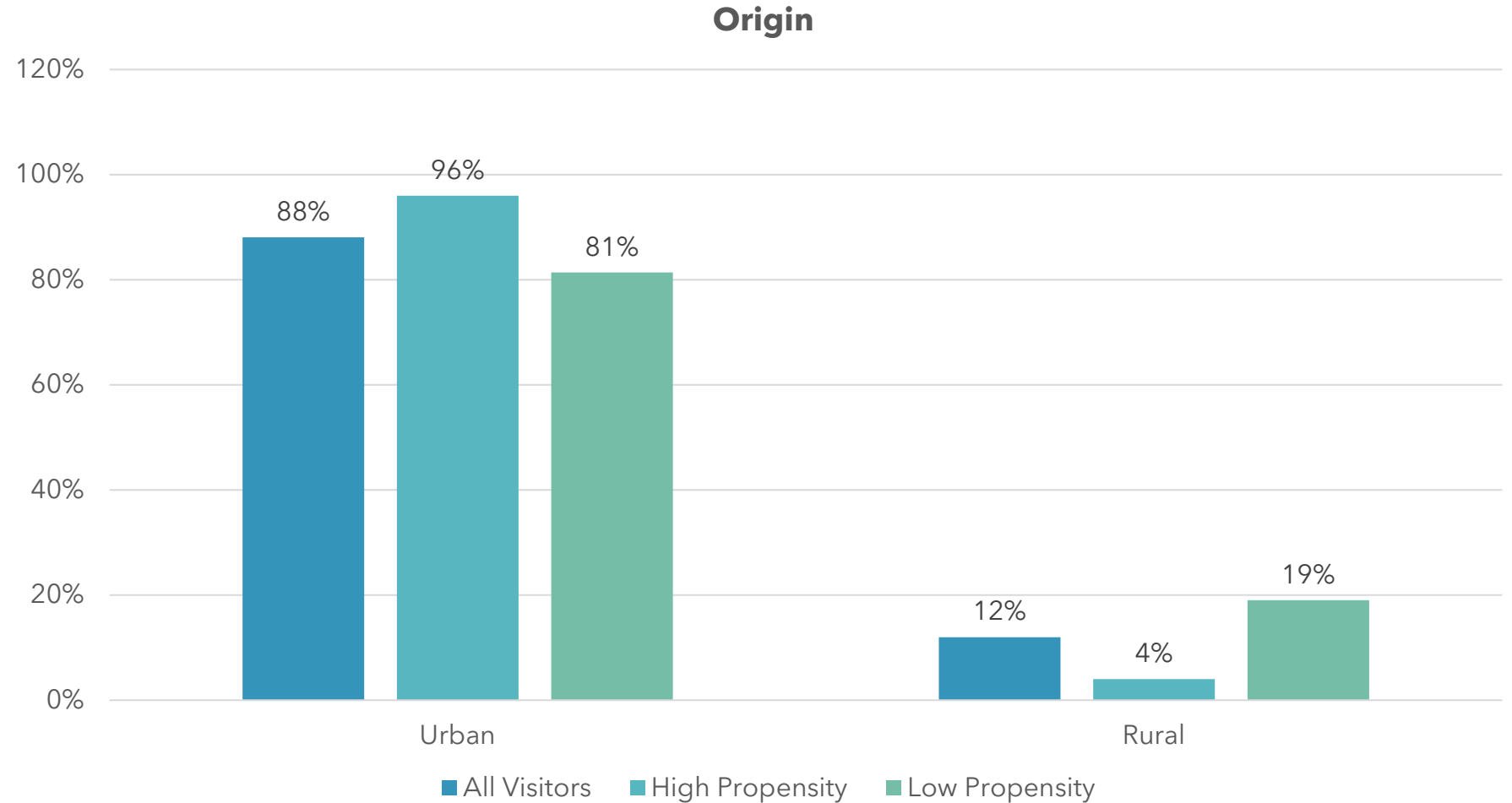
Art Museum visitors are more likely to be White, but have a lower propensity to visit.

White - .83
Latino - .90
Black - 1.7
Asian - 1.4



ORIGIN

Art Museum visitors are more likely to live in urban areas. Those living in an urban area also have a higher propensity to visit, by a factor of 1.2.



SEGMENTS

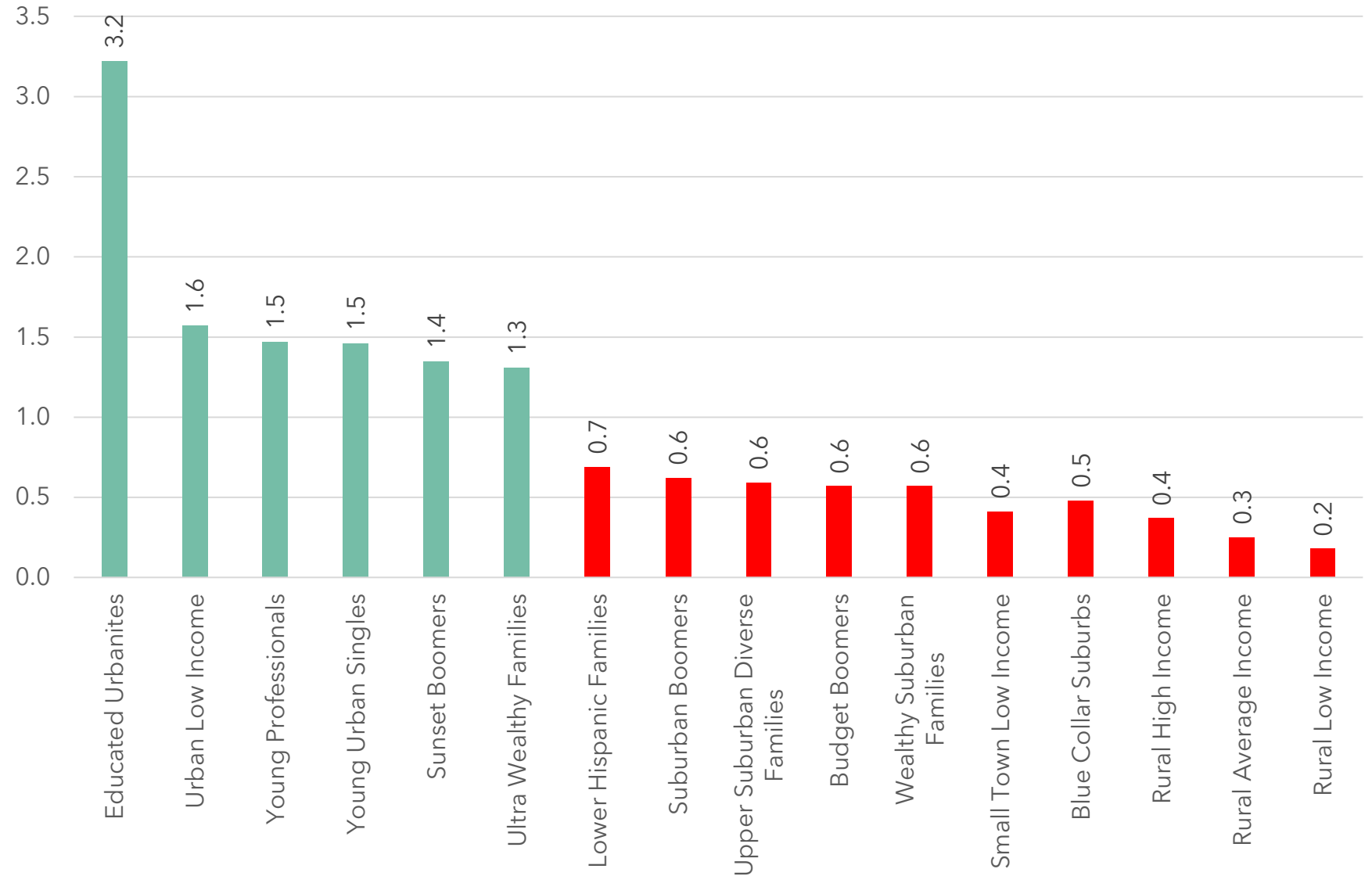
Segments are “built” using PersonaLive™ classification system. This system is based on social media usage, visitation patterns, website usage, and demographics to identify 81 different segments within the population.

This process allows us to understand significantly more about households than demographics. Additionally, we can target different segments by region with traditional or digital advertising or upload contacts to be utilized in your in-house or agency delivered campaigns.

PROPENSITY SEGMENTS

These segments are more likely to visit an art museum. SkyHigh are 2.6 times more likely to visit an art museum than average.

Propensity to Visit By Segment



SEGMENTS

Additional information that can help inform marketing tactics is available including:

- *Geography
- *Influencers
- *Media Consumption
- *Interests
- *Causes Supported
- *Hashtags Used

There are 81 sub-segments that provide additional insight and targeting capabilities.

SEGMENT	PTP	DESCRIPTION	INCOME	EDUCATION (COLLEGE)
Educated Urbanites	3.2	Well educated young singles living in dense urban areas working relatively high paying jobs.	\$96,441	62%
Urban Low Income	1.6	Low income households in dense urban areas.	\$28,667	14%
Young Professionals	1.5	Well-educated young professionals starting their careers in white-collar or technical jobs.	\$53,103	51%
Young Urban Singles	1.5	Singles starting their career in trade and service jobs.	\$44,115	27%
Sunset Boomers	1.4	Well-off boomers near or at retirement age living in picturesque locations.	\$95,924	56%
Ultra Wealthy Families	1.3	The nation's wealthiest families.	\$159,082	67%
Lower Hispanic Families	0.7	Hispanic families with lots of children working a mix of blue-collar, service, and farm-related jobs.	\$38,564	9%
Suburban Boomers	0.6	Empty-nesting middle-class boomers living in suburbs.	\$72,846	34%
Upper Suburban Diverse Families	0.6	Upper-middle-class suburbanites working white-collar jobs from a range of ethnic backgrounds.	\$81,816	39%
Budget Boomers	0.6	Empty-nesters near or at retirement age living on savings.	\$45,125	25%
Wealthy Suburban Families	0.6	Wealthy and diverse suburban families living children-driven lifestyles.	\$103,968	44%
Small Town Low Income	0.4	Lower income households in or orbiting small towns.	\$36,873	14%
Blue Collar Suburbs	0.5	Working-class singles and families in mainly blue-collar professions.	\$56,858	24%
Rural High Income	0.4	Prosperous ruralites enjoying the outdoors and working in white-collar, farm, and blue-collar jobs.	\$73,004	29%
Rural Average Income	0.3	Ruralites living in areas with low population making average incomes.	\$56,342	18%
Rural Low Income	0.2	Lower-income ruralites in mostly farm or blue-collar professions.	\$36,991	12%

SUMMARY

17% of US Households are likely to visit an art museum.

Educational attainment (college degree) impacts visit likelihood most.

- Art Museum visitors are likely to have a **median household income of \$75,555**. Households with a median household income of \$78,260 are 1.1 times more likely to visit than households with a median household income of \$73,257.
- 40% of art museum visitors are likely to have a college degree (among households this percentage is higher). College graduates are 1.5 times more likely to visit.
- 43% of art museum visitors are likely to be married. Single households are 1.4 times more likely to visit.
- 30% of art museum visitors are likely to have children in their household. Households without children are 1.3 times more likely to visit.
- Not including children, 29% are likely to be between 18 and 34 years old, 19% between 35 and 49, 18% are likely to be between 50 and 64, and 14% are likely to be 65 or older. The 34 or younger are more likely to visit than those 45 or older.
- **65% of art museum visitors are likely to be White, 20% Latino, 16% Black, and 9% Asian**. Black and households have a higher propensity to visit (1.7 and 1.4 times respectively). White and Latino households are less likely to visit (.8 and .9 times less respectively).
- **88% of art museum visitors are likely to live in an urban area**, 12% are likely to live in a rural area. This is likely due in part to most art museums being located in urban areas. Households residing in urban areas are more likely to visit by 1.2 times.

CUSTOMIZATION

We can customize an attendance and/or membership analysis using a similar process as in this report. Our Audience Segmentation Report identifies the following:

- Who visits and how frequently
- Who are your most valuable visitors or members
- What is the attendance opportunity
- What segments should be targeted
- How much admission revenue can be generated
- How much in advertising will it cost to realize potential
- What is the level of interest in the market as compared to the competition
- How effective outreach programs are
- How pricing and satisfaction ratings compare to others (BENCHMARKS)

KEY RESULTS, CONCLUSIONS & RECOMMENDATIONS

The Aquarium's attendance as a percentage of the local and tourist population is 7.7%, which is lower than the Benchmark Average of all aquariums (8%) and aquariums in large markets (12%). This suggests the Aquarium has an opportunity to increase attendance.

The following identifies total attendance if the Aquarium were to convert 8.7% and 12% of the market to visit among segments that perform lower than 8.7% and 12% conversion.

Conversion %	7.7% (Current)	8.7% (plus 1%)	12% (Benchmark)
Attendance	519,877	691,969	778,362

The following identifies segments in which the Aquarium performs compared to the Market. Strength is a segment that is over-represented, Opportunity is a segment that is under-represented, and Outreach is a segment that is under-represented with low income.

Strength	Opportunity	Outreach
*Affluent Families	*Near-Urban Diverse Families	*Lower Income Hispanic Families
*Upper Income Suburban Diverse Families	*Young Professionals	
*Suburban Boomers	*Urban Young Singles	
	*Tourists	

Compared to the National Benchmark, the Aquarium's audience is more likely to be urban, upper-income, and highly educated which reflects the *** resident market and tourist market.

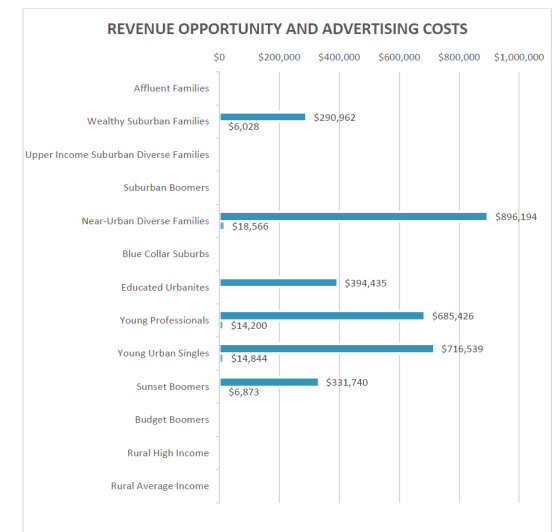
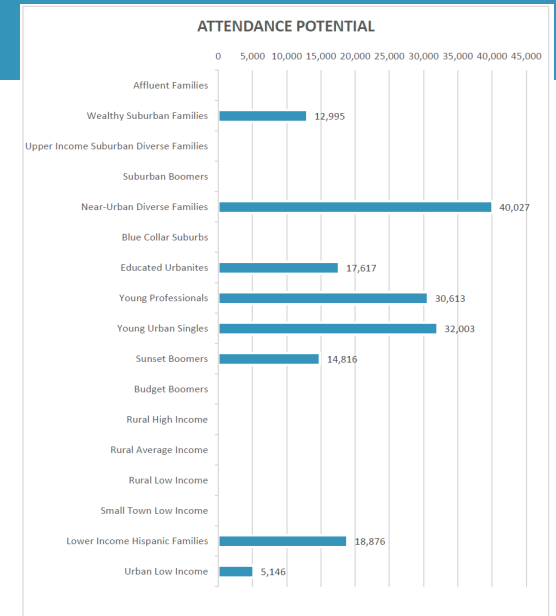
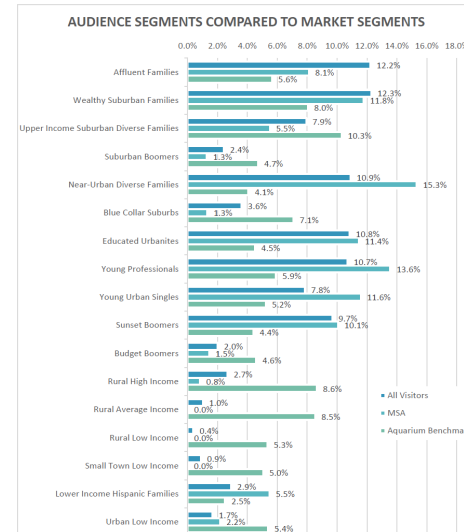
If the Aquarium were to increase conversion to 8.7% among segments that don't currently convert at 8.7% (not including low-income segments), attendance would increase 148,070 visits. The potential admission revenue is \$3,315,296. The estimated advertising cost required to support this growth ranges between \$66,682 (***) Ad Spend Av.) and \$238,393 (Large Market Average).

8.7% Conversion IMPACT	Attendance	Revenue	Advertising
	+148,070	+3,315,296	\$66,682 - \$238,393

If the Aquarium were to increase conversion to 8.7% among low-income segments in which it doesn't currently convert at this level, attendance would increase 24,022. The estimated advertising spend required to serve the low-income market is between \$11,142 (***) Ad Spend Av.) and \$38,675 (Large Market Average).

47% lived within 25 miles of the Aquarium and 40% lived 100 or more miles from the Aquarium compared to the National Benchmark Average of 48% (100+ miles), which suggests the Aquarium skews slightly more local to tourist. This suggests the Aquarium may have an opportunity to increase visitation from the tourist market.

On average, visitors visit 1.2 times a year, the National Average is 1.4 visits. The average visits should be higher as the Aquarium's audience skews local.





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