



Understanding Audiences and Visitors

Witte Museum
San Antonio, Texas

July 15, 2019

Welcome

- Introductions
- A few words from our hosts



Why We Are Here

- What is an audience? Who are visitors?
- Who comes to your institution?
- Who doesn't come to your institution?
- What do we know about museum and history audiences?
- What will those audience segments want from your institution?
- How can you continue to learn more?

What Is An Audience? Who Are Visitors?

For the purpose of this workshop, we'll use these two definitions –



Visitors are individuals who:

1. Physically visit an institution
2. Participate in a program off-site, or
3. Visit virtually by viewing a website, Facebook posting, or Tweet, or Instagram, or etc.

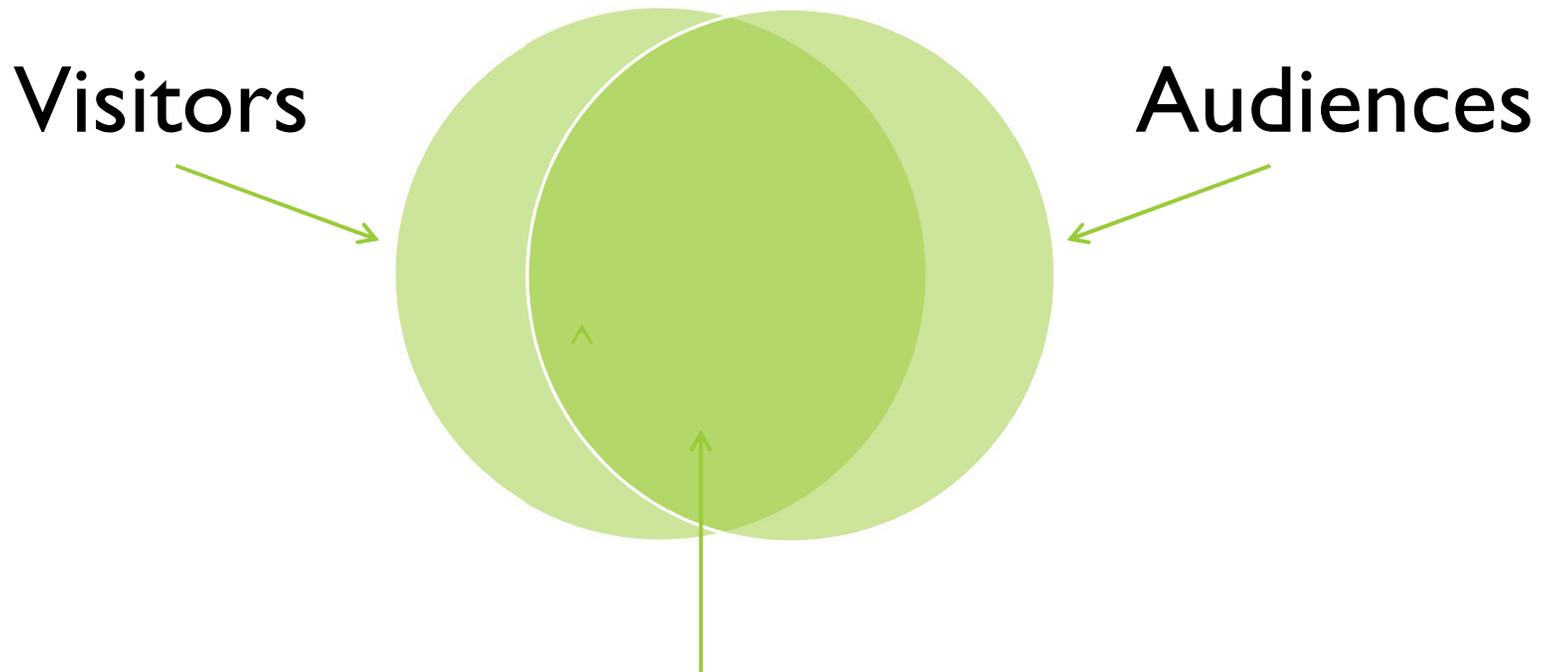
These three types of visitors should be counted in three separate categories (on-site, off-site, virtual). Their *visiting* may or may not correlate with interest or engagement with an institution and its content.

Audiences

Audience is defined as individuals who have an interest and engagement with an institution and its offerings, and who therefore participate in programs, visit, or otherwise support the institution.

A **potential audience** can be defined as individuals who have a predisposition to the art, history, or science presented in particular institutions, but have not yet engaged with a specific institution due to awareness, life stage, resources, etc.

Audiences vs. Visitors



**Engaged & Participating
Visitors/Audiences**



Profiling Exercise



Consider the Following:

- What is my name?
 - How old am I?
 - Do I have children?
 - If so, how old are they?
 - Am I married?
 - Am/was I employed? If so, what do/did I do?
 - What are my hobbies?
 - What are my obligations?
 - Do I have pets?
 - Where do I live?
 - What do I drive?
 - Am I religious?
 - How much education do I have?
 - What do I enjoy?
 - What stresses me out?
 - What do I eat?
 - What do I do for fun?
 - What do I worry about?
 - What drains my time?
 - Where do I shop?
 - What is my race or ethnicity?
 - Do I vote?
 - Do I visit museums/historic sites?
 - When do I visit museums/historic sites?
 - What types of museums/historic sites do I visit?
 - Why do I visit museums/historic sites?
 - And so on
- 

Visitors Count

Visitors, unlike audiences, can be measured through their attendance onsite, at offsite programs, and online.



Attendance Matters

Counting visitors is important:

- Often used to get an idea of institutional usage by public
- Helps you understand if you are serving community and public needs
- Granting agencies, governmental funders, and foundations generally require attendance figures
- Can be used to build case for support
 - e.g., “our historic site reached over 1500 schoolchildren in our *Sheep to Shawl* program last year.”

Accurate Attendance Matters

Important to be *accurate*
in counting your visitors

- You want to be able to back up your numbers
- You want to be truthful



Not Accurate Methods

Guest books

- Many people don't like signing them
- Typically undercounts number in party

Estimating

- “If 20 people came this Saturday, then let's just multiply the number of days we are open by 20.”
- “I *think* there were 8 people in that tour... or were there 10? Maybe 6 this afternoon?”

SHAKER MUSEUM AT SOUTH UNION
Visitor Register

DATE	4.20.06	HOW DID YOU FIND US? (check all that apply)			
NAME	Scott Kambach	BROCHURE	<input checked="" type="checkbox"/>	HWY SIGNS	<input type="checkbox"/>
STREET		VISITORS CENTER	<input type="checkbox"/>	INTERNET	<input type="checkbox"/>
CITY, ST ZIP		FRIENDS	<input type="checkbox"/>	OTHER (please specify)	
CHECK HERE TO BE ADDED TO OUR MAILING LIST					
DATE	4.20.6	HOW DID YOU FIND US? (check all that apply)			
NAME	Chris Rose	BROCHURE	<input checked="" type="checkbox"/>	HWY SIGNS	<input checked="" type="checkbox"/>
STREET		VISITORS CENTER	<input type="checkbox"/>	INTERNET	<input type="checkbox"/>
CITY, ST ZIP		FRIENDS	<input type="checkbox"/>	OTHER (please specify)	
CHECK HERE TO BE ADDED TO OUR MAILING LIST					

Not Accurate Methods

Automatic Door Counters

- Doesn't distinguish between visitors, staff, others (and may even count a mop or broom or your resident ghost!)

Ticket Sales

- Doesn't count members (who typically get in for free)
- Doesn't always count program or event participants



Not Accurate Methods

Counting *everybody* who comes in

- Inflates numbers, perhaps illegitimately (or at least be perceived that way by public, funders, and others)

You *can* count everyone if . . .

- You categorize so you can present accurate numbers of who comes for mission-related activities



Counting Is Not Necessarily Easy

Some institutions count *everyone*, even the UPS guy. Is that fair?

Other institutions count only visitors who come for mission-based activities. Is that fair?

Where do you draw the line?



Create a Daily Log

Most accurate way to take attendance is every day, with a daily log

Formalize it as part of daily operations



Daily Log Real-Life Example

***** Museum Weekly Attendance & Volunteer Sign-In
 For the Week of _____

Monday
 Attendance

Paid _____ Members _____ Volunteers _____
 Class Participants _____ Outreach _____ Miscellaneous _____

Volunteer Sign In
 Name

Total Hours

Name

Total Hours

Tuesday
 Attendance

Paid _____ Members _____ Volunteers _____
 Class Participants _____ Outreach _____ Miscellaneous _____

Volunteer Sign In
 Name

Total Hours

Name

Total Hours

Wednesday
 Attendance

Paid _____ Members _____ Volunteers _____
 Class Participants _____ Outreach _____ Miscellaneous _____

Volunteer Sign In
 Name

Total Hours

Name

Total Hours

Thursday
 Attendance



Recording Virtual Visitors

Typically, visitors to your website

- Hits = how many page views your site had
 - Note – one person might have one page view or 100, so does not tell you much about how many people are visiting
- Visitors = how many times your website was entered, and then exited
 - Note – one person who visits daily would register 7 visits in one week
- Unique visitors = how many individual, different people visited your website
 - Note – that one daily visitor in the previous example? Equals 1 unique visitor

Recording Virtual Visitors

Your website provider can provide you with statistics for your site by using a tool such as Google Analytics

Decide how often you want to gather your data

- Weekly?
- Monthly?
- Yearly?



Recording Virtual Visitors

Decide what you want to measure:

- Hits/visits = how many pages each visitors viewed on your site. Informs you of website usage
- Visitors = most parallel method of counting to counting actual visitors
- Unique visitors = helps you understand how many distinct individuals visited your website

Create a Recording Table

Date	Regular Adult Visitor	Regular Child Visitor	School Programs	Outreach Programs	Website Visitors	Notes
Saturday, April 5	7	3				
Wednesday, April 9	2		90			
Saturday, April 12	8	4				
Friday, April 18				50		
Saturday, April 19	10	3				
Saturday, April 26	1					Poured all day
April Totals	8	10	90	50	1753	

Who Comes to Your Institution Now?



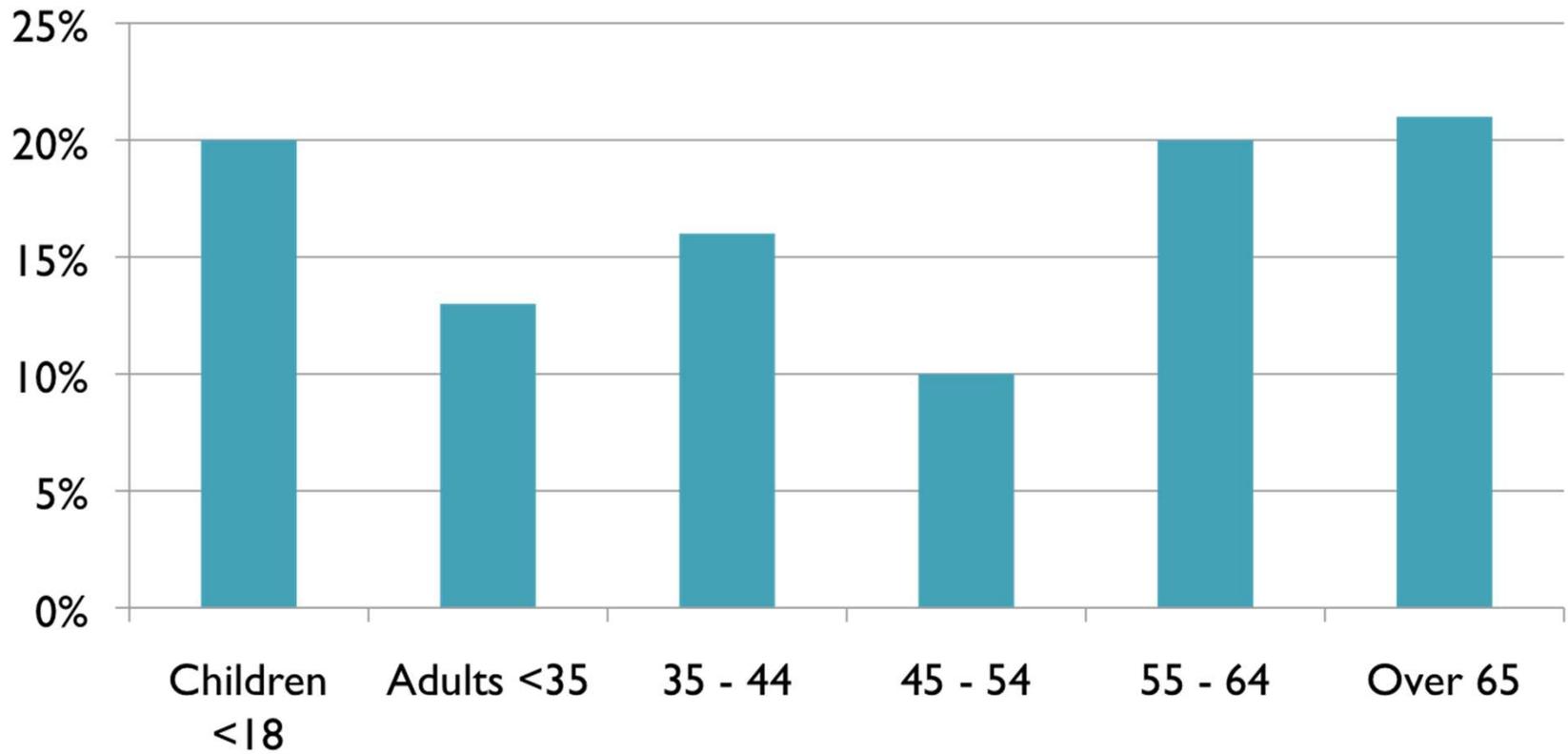
Who Else Comes to Your Institution Now?

Different ways of segmenting (and different ways of looking at the data)



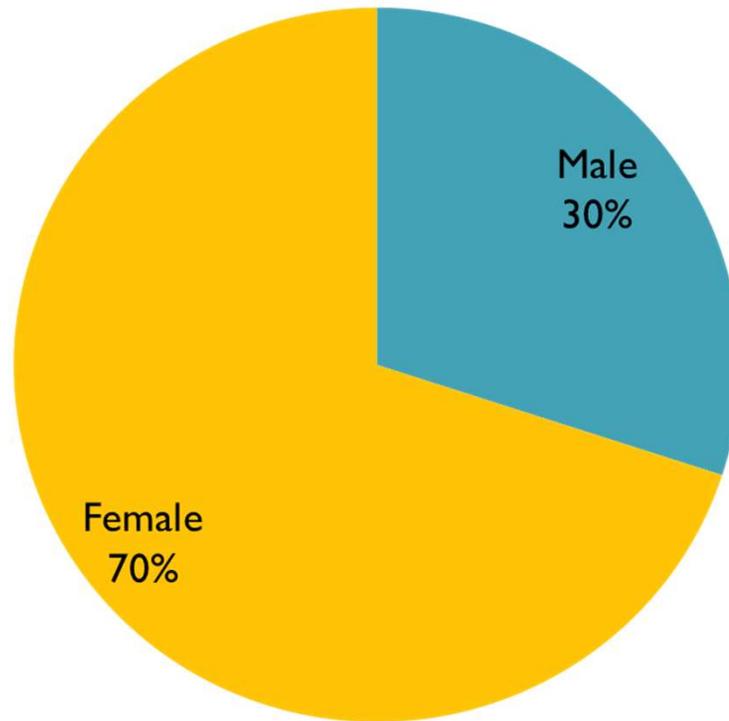
Who Comes by Age

Visitors by Age



Who Comes by Gender

Visitors by Gender

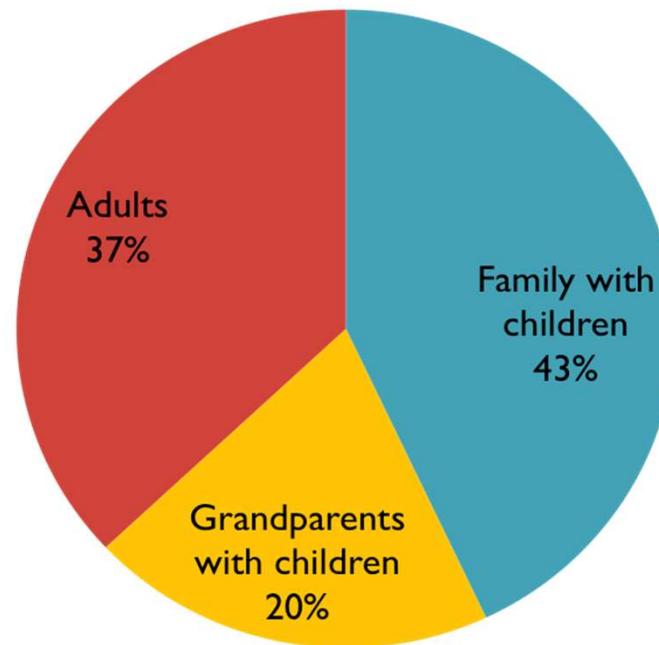


Who Comes by Race and/or Ethnicity

White	89%
Hispanic or Latino	5%
Black or African American	3%
Asian	6%
American Indian	2%
Mixed Race	4%
Adds up to more than 100% as some individuals identify as more than one race or ethnicity	

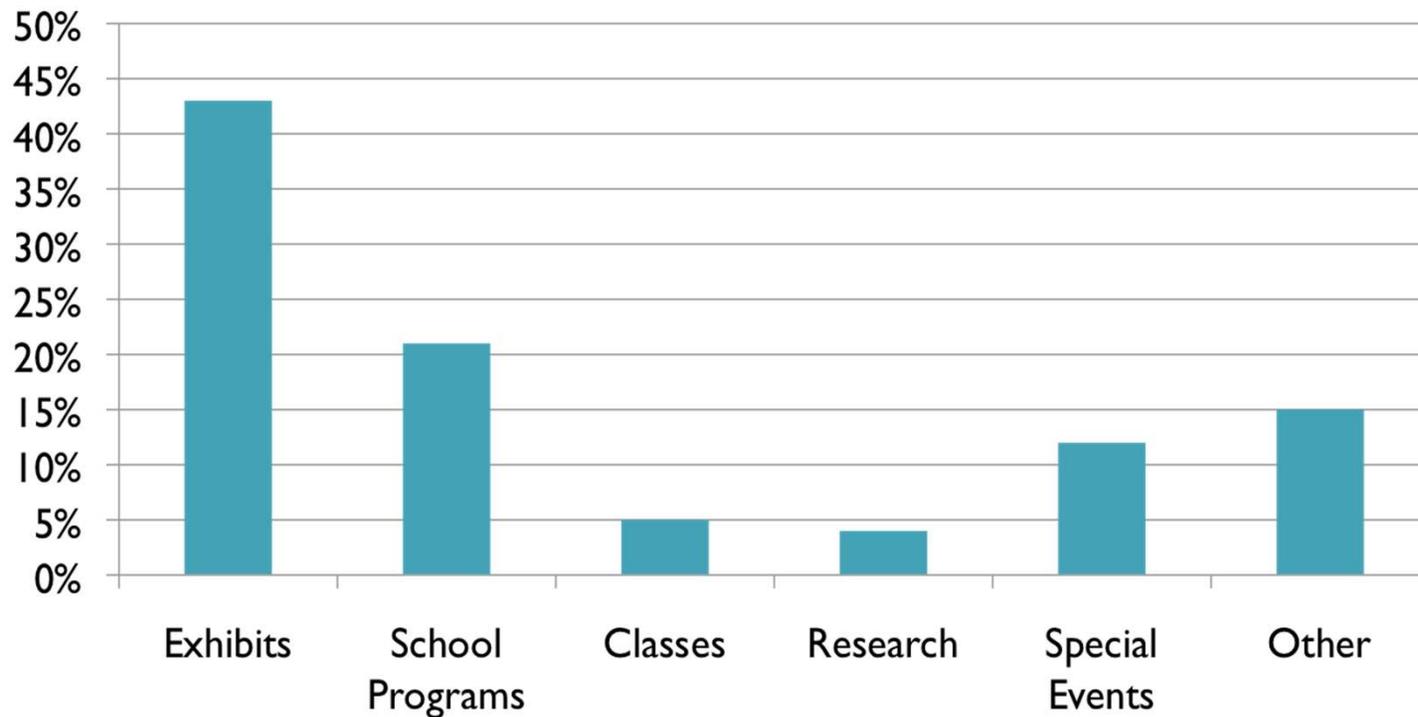
Who Comes by Family Units

Visitors by Family Units



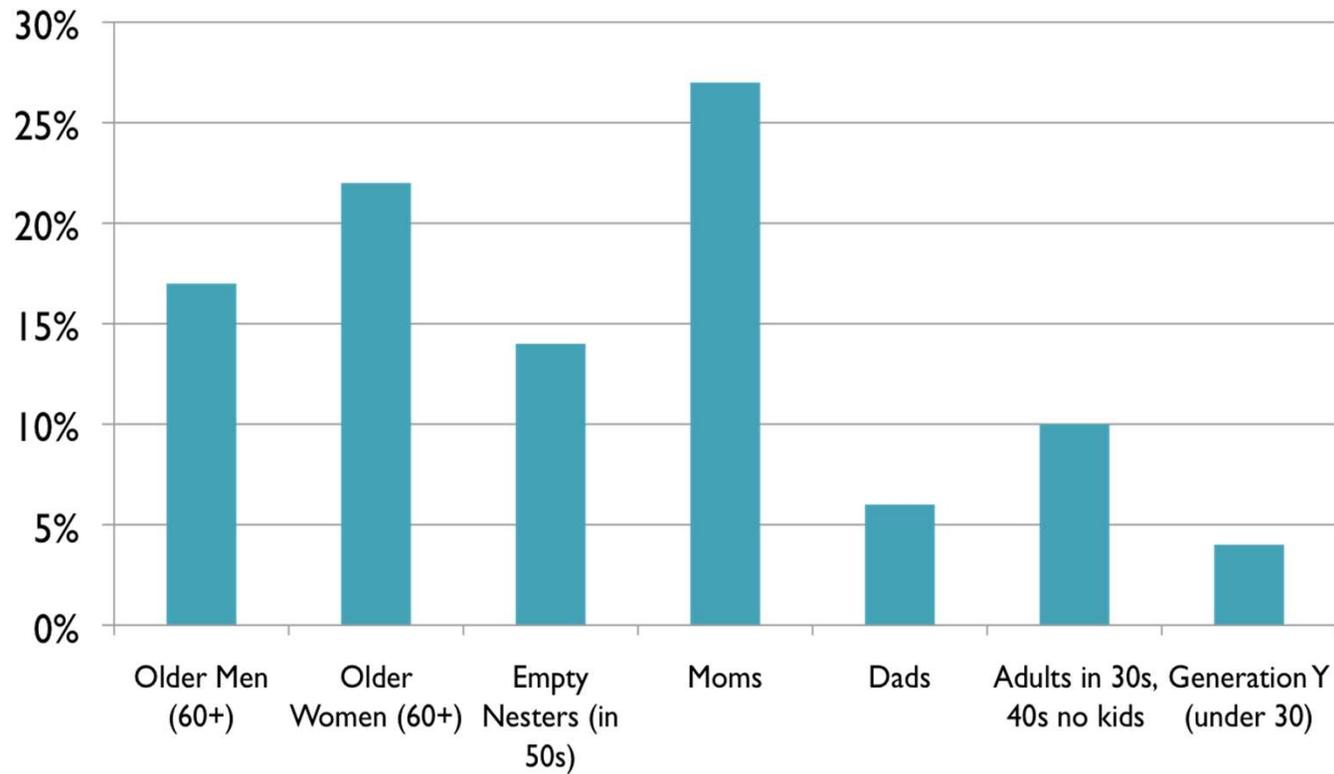
Who Comes by Reason for Visit

Visitors' Reason for Visit



Who Comes by Life Stage

Visitors by Life Stage



Bring Those Segments Together

Individual pieces are helpful, but you need to understand how they work together

For example:

- Do all of your minority visitors come on school programs?
- Do all of your family visitors come during special events?

You likely have a few different typical visitors, and together, they make up your institution's Visitor Profile



What is Your Institution's Visitor Profile?



What is Your Institution's Visitor Profile

Note: as you develop your database of visitor data, you will be able to better segment your visitors . . . and see how it changes over time.



What Visitor Segments Do You Value Most?

What visitors are most *valuable* to you? Why? Possible reasons include:

- Financial support
- Development of future audiences
- Broader reach into community



Who Doesn't Come to Your Institution?

Does Your Institution Serve Your *Entire* Community?

You now basically know who is coming to your institution. But who isn't?

Use US Census data to learn more about your community, compare it who does come, and then learn who doesn't.

Researching Your Community

Go to

<https://www.census.gov/quickfacts/fact/table/US/PST045218>

Enter your city (*or* county, if your city/town population is less than 5,000)

Results will appear



- Note percentage of children, seniors
- Note percentages by race and/or ethnicity
- How does this compare with your institution?

All Topics	San Antonio city, Texas	United States
Population estimates, July 1, 2018, (V2018)	1,532,233	327,167,434
PEOPLE		
Population		
Population estimates, July 1, 2018, (V2018)	1,532,233	327,167,434
Population estimates base, April 1, 2010, (V2018)	1,326,768	308,758,105
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	15.5%	6.0%
Population, Census, April 1, 2010	1,327,407	308,745,538
Age and Sex		
Persons under 5 years, percent	7.1%	6.1%
Persons under 18 years, percent	25.4%	22.6%
Persons 65 years and over, percent	11.6%	15.6%
Female persons, percent	50.8%	50.8%
Race and Hispanic Origin		
White alone, percent	80.1%	76.6%
Black or African American alone, percent (a)	7.0%	13.4%
American Indian and Alaska Native alone, percent (a)	0.7%	1.3%
Asian alone, percent (a)	2.7%	5.8%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.1%	0.2%
Two or More Races, percent	2.7%	2.7%
Hispanic or Latino, percent (b)	64.0%	18.1%
White alone, not Hispanic or Latino, percent	25.1%	60.7%

While you may not know your visitors' educational attainment or income, we know from museum-wide studies that visitors tend to have significantly higher educational attainment, and incomes, than the general public.

Population estimates, July 1, 2018, (V2018)	1,532,233	327,167,434
Population Characteristics		
Veterans, 2013-2017	105,608	18,939,219
Foreign born persons, percent, 2013-2017	14.2%	13.4%
Housing		
Housing units, July 1, 2018, (V2018)	X	138,537,078
Owner-occupied housing unit rate, 2013-2017	54.5%	63.8%
Median value of owner-occupied housing units, 2013-2017	\$127,700	\$193,500
Median selected monthly owner costs -with a mortgage, 2013-2017	\$1,305	\$1,515
Median selected monthly owner costs -without a mortgage, 2013-2017	\$448	\$474
Median gross rent, 2013-2017	\$918	\$982
Building permits, 2017	X	1,281,977
Families & Living Arrangements		
Households, 2013-2017	494,260	118,825,921
Persons per household, 2013-2017	2.91	2.63
Living in same house 1 year ago, percent of persons age 1 year+, 2013-2017	82.4%	85.4%
Language other than English spoken at home, percent of persons age 5 years+, 2013-2017	43.6%	21.3%
Computer and Internet Use		
Households with a computer, percent, 2013-2017	85.7%	87.2%
Households with a broadband Internet subscription, percent, 2013-2017	74.1%	78.1%
Education		
High school graduate or higher, percent of persons age 25 years+, 2013-2017	82.0%	87.3%
Bachelor's degree or higher, percent of persons age 25 years+, 2013-2017	25.7%	30.9%

Click the magnifying glass icon next to the city name to bring up links to more detailed datasets on the American Communities Survey.

The screenshot shows the Census.gov website with a modal window titled "Lubbock city, Texas Quicklinks". The modal window contains the following content:

- People QuickLinks**
- American Community Survey**
- Estimates based on a sample of households over a 5-year period
- [Social Characteristics](#) (circled in red)
- [Economic Characteristics](#)
- [Housing Characteristics](#)
- [Demographic and Housing estimates](#)
- Demographic profile from the 2010 Census**
- [Demographic Profile](#)
- Census 2000 population, demographic, and housing information**
- Complete counts from questions collected on both the short form and the long form
- [General Demographic Characteristics](#)
- Population by Race and Hispanic or Latino origin
 - [Texas counties](#)
 - [Places in Texas](#)
- Estimates based on the one-in-six sample of housing units that received the long form

The modal window has a "Close" button in the bottom right corner. The background page shows the "QuickFacts" section for Lubbock city, Texas, and a search bar. The URL in the browser is <https://www.census.gov/quickfacts/fact/table/lubbockcitytexas,US/PST045218>. The page footer includes a "Is this page helpful?" survey and a "No new notifications" message.

The Social Characteristics Fact Sheet provides greater detail on household composition, school enrollment, languages spoken, etc.

Subject	Texas				San Antonio city, Texas			
	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error	Percent	Percent Margin of Error
HOUSEHOLDS BY TYPE								
Total households	9,430,419	+/-18,380	9,430,419	(X)	494,260	+/-2,123	494,260	(X)
Family households (families)	6,560,303	+/-19,923	69.6%	+/-0.1	321,768	+/-2,503	65.1%	+/-0.5
With own children of the householder under 18 years	3,121,623	+/-17,679	33.1%	+/-0.1	149,504	+/-2,229	30.2%	+/-0.4
Married-couple family	4,753,571	+/-23,136	50.4%	+/-0.2	210,319	+/-2,598	42.6%	+/-0.5
With own children of the householder under 18 years	2,138,562	+/-18,099	22.7%	+/-0.2	91,488	+/-2,067	18.5%	+/-0.4
Male householder, no wife present, family	481,764	+/-5,882	5.1%	+/-0.1	26,662	+/-1,042	5.4%	+/-0.2
With own children of the householder under 18 years	224,325	+/-3,497	2.4%	+/-0.1	11,092	+/-784	2.2%	+/-0.2
Female householder, no husband present, family	1,324,968	+/-8,135	14.0%	+/-0.1	84,787	+/-1,973	17.2%	+/-0.4
With own children of the householder under 18 years	758,736	+/-6,914	8.0%	+/-0.1	46,924	+/-1,648	9.5%	+/-0.3
Nonfamily households	2,870,116	+/-10,303	30.4%	+/-0.1	172,492	+/-2,437	34.9%	+/-0.5
Householder living alone	2,352,249	+/-9,441	24.9%	+/-0.1	141,405	+/-2,497	28.6%	+/-0.5
65 years and over	759,886	+/-7,757	8.1%	+/-0.1	42,658	+/-1,329	8.6%	+/-0.3
Households with one or more people under 18 years	3,530,159	+/-17,320	37.4%	+/-0.1	174,332	+/-2,176	35.3%	+/-0.4
Households with one or more people 65 years and over	2,234,753	+/-6,954	23.7%	+/-0.1	118,285	+/-1,234	23.9%	+/-0.2
Average household size	2.84	+/-0.01	(X)	(X)	2.91	+/-0.01	(X)	(X)
Average family size	3.44	+/-0.01	(X)	(X)	3.66	+/-0.02	(X)	(X)
RELATIONSHIP								
Population in households	26,815,013	*****	26,815,013	(X)	1,439,008	+/-1,219	1,439,008	(X)
Householder	9,430,419	+/-18,380	35.2%	+/-0.1	494,260	+/-2,123	34.3%	+/-0.1
Spouse	4,750,933	+/-23,038	17.7%	+/-0.1	210,137	+/-2,631	14.6%	+/-0.2
Child	8,924,348	+/-16,808	33.3%	+/-0.1	492,555	+/-4,005	34.2%	+/-0.3
Other relatives	2,338,845	+/-25,753	8.7%	+/-0.1	153,025	+/-4,060	10.6%	+/-0.3
Nonrelatives	1,370,468	+/-15,385	5.1%	+/-0.1	89,031	+/-2,764	6.2%	+/-0.2
Unmarried partner	510,100	+/-5,850	1.9%	+/-0.1	29,180	+/-1,132	2.0%	+/-0.1
MARITAL STATUS								
Males 15 years and over	10,542,438	+/-1,300	10,542,438	(X)	561,625	+/-1,816	561,625	(X)
Never married	3,753,223	+/-15,177	35.6%	+/-0.1	233,053	+/-2,649	41.5%	+/-0.4
Now married, except separated	5,369,143	+/-21,856	50.9%	+/-0.2	245,596	+/-2,541	43.7%	+/-0.5
Separated	211,867	+/-3,786	2.0%	+/-0.1	13,881	+/-1,006	2.4%	+/-0.2
Widowed	239,414	+/-3,823	2.3%	+/-0.1	13,013	+/-714	2.3%	+/-0.1
Divorced	968,791	+/-8,920	9.2%	+/-0.1	56,282	+/-2,006	10.0%	+/-0.4

The Economic Characteristics Fact Sheet provides greater detail on incomes, employment rates, etc.

Subject	Texas				San Antonio city, Texas			
	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error	Percent	Percent Margin of Error
EMPLOYMENT STATUS								
Population 16 years and over	20,998,008	+/-3,902	20,998,008	(X)	1,131,487	+/-1,700	1,131,487	(X)
In labor force	13,565,038	+/-14,698	64.6%	+/-0.1	725,771	+/-4,294	64.1%	+/-0.4
Civilian labor force	13,473,957	+/-14,264	64.2%	+/-0.1	718,660	+/-4,354	63.5%	+/-0.4
Employed	12,689,069	+/-16,147	60.4%	+/-0.1	672,684	+/-4,372	59.5%	+/-0.4
Unemployed	784,888	+/-7,682	3.7%	+/-0.1	45,976	+/-1,844	4.1%	+/-0.2
Armed Forces	91,081	+/-1,847	0.4%	+/-0.1	7,111	+/-795	0.6%	+/-0.1
Not in labor force	7,432,970	+/-15,468	35.4%	+/-0.1	405,716	+/-4,295	35.9%	+/-0.4
Civilian labor force	13,473,957	+/-14,264	13,473,957	(X)	718,660	+/-4,354	718,660	(X)
Unemployment Rate	(X)	(X)	5.8%	+/-0.1	(X)	(X)	6.4%	+/-0.3
Females 16 years and over	10,660,959	+/-2,671	10,660,959	(X)	580,637	+/-1,676	580,637	(X)
In labor force	6,162,604	+/-11,273	57.8%	+/-0.1	339,781	+/-2,863	58.5%	+/-0.5
Civilian labor force	6,148,636	+/-11,204	57.7%	+/-0.1	337,995	+/-2,814	58.2%	+/-0.5
Employed	5,779,279	+/-10,848	54.2%	+/-0.1	316,018	+/-2,542	54.4%	+/-0.4
Own children of the householder under 6 years	2,294,591	+/-5,750	2,294,591	(X)	119,916	+/-1,796	119,916	(X)
All parents in family in labor force	1,372,687	+/-8,999	59.8%	+/-0.4	73,382	+/-1,997	61.2%	+/-1.4
Own children of the householder 6 to 17 years	4,578,032	+/-7,542	4,578,032	(X)	232,445	+/-2,440	232,445	(X)
All parents in family in labor force	3,067,227	+/-13,480	67.0%	+/-0.3	159,077	+/-3,177	68.4%	+/-1.2
COMMUTING TO WORK								
Workers 16 years and over	12,550,476	+/-16,843	12,550,476	(X)	669,868	+/-4,469	669,868	(X)
Car, truck, or van -- drove alone	10,097,917	+/-17,576	80.5%	+/-0.1	529,467	+/-4,168	79.0%	+/-0.4
Car, truck, or van -- carpooled	1,299,410	+/-12,119	10.4%	+/-0.1	74,139	+/-2,481	11.1%	+/-0.3
Public transportation (excluding taxicab)	187,311	+/-3,912	1.5%	+/-0.1	20,836	+/-1,153	3.1%	+/-0.2
Walked	195,192	+/-3,896	1.6%	+/-0.1	11,151	+/-1,094	1.7%	+/-0.2
Other means	208,437	+/-4,118	1.7%	+/-0.1	9,688	+/-863	1.4%	+/-0.1
Worked at home	562,209	+/-6,226	4.5%	+/-0.1	24,587	+/-1,149	3.7%	+/-0.2
Mean travel time to work (minutes)	26.1	+/-0.1	(X)	(X)	24.1	+/-0.2	(X)	(X)
OCCUPATION								
Civilian employed population 16 years and over	12,689,069	+/-16,147	12,689,069	(X)	672,684	+/-4,372	672,684	(X)
Management, business, science, and arts occupations	4,551,929	+/-23,599	35.9%	+/-0.2	222,215	+/-3,344	33.0%	+/-0.5

The Housing Characteristics Fact Sheet provides greater detail on housing occupancy, etc.

Subject	Texas				San Antonio city, Texas			
	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error	Percent	Percent Margin of Error
HOUSING OCCUPANCY								
Total housing units	10,611,386	+/-931	10,611,386	(X)	540,148	+/-1,290	540,148	(X)
Occupied housing units	9,430,419	+/-18,380	88.9%	+/-0.2	494,260	+/-2,123	91.5%	+/-0.3
Vacant housing units	1,180,967	+/-17,928	11.1%	+/-0.2	45,888	+/-1,875	8.5%	+/-0.3
Homeowner vacancy rate	1.6	+/-0.1	(X)	(X)	1.4	+/-0.2	(X)	(X)
Rental vacancy rate	7.6	+/-0.1	(X)	(X)	7.7	+/-0.5	(X)	(X)
UNITS IN STRUCTURE								
Total housing units	10,611,386	+/-931	10,611,386	(X)	540,148	+/-1,290	540,148	(X)
1-unit, detached	6,925,144	+/-14,079	65.3%	+/-0.1	341,712	+/-2,369	63.3%	+/-0.4
1-unit, attached	279,941	+/-3,577	2.6%	+/-0.1	13,530	+/-677	2.5%	+/-0.1
2 units	201,826	+/-3,666	1.9%	+/-0.1	9,991	+/-662	1.8%	+/-0.1
3 or 4 units	344,274	+/-4,405	3.2%	+/-0.1	23,609	+/-1,167	4.4%	+/-0.2
5 to 9 units	506,785	+/-6,071	4.8%	+/-0.1	40,983	+/-1,737	7.6%	+/-0.3
10 to 19 units	671,323	+/-7,251	6.3%	+/-0.1	48,719	+/-1,588	9.0%	+/-0.3
20 or more units	891,633	+/-6,265	8.4%	+/-0.1	53,543	+/-1,383	9.9%	+/-0.3
Mobile home	773,297	+/-6,974	7.3%	+/-0.1	7,915	+/-552	1.5%	+/-0.1
Boat, RV, van, etc.	17,163	+/-1,061	0.2%	+/-0.1	146	+/-110	0.0%	+/-0.1
YEAR STRUCTURE BUILT								
Total housing units	10,611,386	+/-931	10,611,386	(X)	540,148	+/-1,290	540,148	(X)
Built 2014 or later	201,905	+/-3,216	1.9%	+/-0.1	8,719	+/-653	1.6%	+/-0.1
Built 2010 to 2013	497,588	+/-5,916	4.7%	+/-0.1	17,637	+/-1,048	3.3%	+/-0.2
Built 2000 to 2009	2,187,696	+/-10,450	20.6%	+/-0.1	90,998	+/-2,050	16.8%	+/-0.4
Built 1990 to 1999	1,648,269	+/-7,606	15.5%	+/-0.1	74,470	+/-1,719	13.8%	+/-0.3
Built 1980 to 1989	1,761,226	+/-8,530	16.6%	+/-0.1	91,334	+/-2,108	16.9%	+/-0.4
Built 1970 to 1979	1,689,038	+/-9,213	15.9%	+/-0.1	84,602	+/-2,035	15.7%	+/-0.4
Built 1960 to 1969	995,595	+/-6,465	9.4%	+/-0.1	55,938	+/-1,440	10.4%	+/-0.3
Built 1950 to 1959	861,620	+/-5,529	8.1%	+/-0.1	55,128	+/-1,513	10.2%	+/-0.3
Built 1940 to 1949	374,383	+/-4,065	3.5%	+/-0.1	30,830	+/-1,099	5.7%	+/-0.2
Built 1939 or earlier	394,066	+/-3,775	3.7%	+/-0.1	30,492	+/-852	5.6%	+/-0.2
ROOMS								
Total housing units	10,611,386	+/-931	10,611,386	(X)	540,148	+/-1,290	540,148	(X)
1 room	205,668	+/-3,560	1.9%	+/-0.1	13,505	+/-839	2.5%	+/-0.2
2 rooms	322,196	+/-4,213	3.0%	+/-0.1	19,808	+/-1,081	3.7%	+/-0.2
3 rooms	1,107,540	+/-8,262	10.4%	+/-0.1	64,581	+/-1,923	12.0%	+/-0.4

The Demographic Estimates is the jackpot page. It tells you:

Subject	Texas				San Antonio city, Texas			
	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error	Percent	Percent Margin of Error
SEX AND AGE								
Total population	27,419,612	*****	27,419,612	(X)	1,461,623	+/-132	1,461,623	(X)
Male	13,616,977	+/-1,683	49.7%	+/-0.1	719,677	+/-1,810	49.2%	+/-0.1
Female	13,802,635	+/-1,683	50.3%	+/-0.1	741,946	+/-1,806	50.8%	+/-0.1
Sex ratio (males per 100 females)	98.7	+/-0.1	(X)	(X)	97.0	+/-0.5	(X)	(X)
Under 5 years	1,981,850	+/-953	7.2%	+/-0.1	104,089	+/-1,190	7.1%	+/-0.1
5 to 9 years	2,026,889	+/-8,216	7.4%	+/-0.1	103,885	+/-1,874	7.1%	+/-0.1
10 to 14 years	2,015,877	+/-8,264	7.4%	+/-0.1	101,425	+/-1,726	6.9%	+/-0.1
15 to 19 years	1,956,315	+/-2,324	7.1%	+/-0.1	105,979	+/-1,285	7.3%	+/-0.1
20 to 24 years	1,984,250	+/-2,068	7.2%	+/-0.1	116,552	+/-1,308	8.0%	+/-0.1
25 to 34 years	4,002,129	+/-2,118	14.6%	+/-0.1	235,100	+/-1,744	16.1%	+/-0.1
35 to 44 years	3,705,119	+/-2,102	13.5%	+/-0.1	192,220	+/-1,159	13.2%	+/-0.1
45 to 54 years	3,494,999	+/-2,088	12.7%	+/-0.1	178,466	+/-1,311	12.2%	+/-0.1
55 to 59 years	1,633,721	+/-5,895	6.0%	+/-0.1	82,968	+/-1,680	5.7%	+/-0.1
60 to 64 years	1,402,557	+/-5,663	5.1%	+/-0.1	71,621	+/-1,596	4.9%	+/-0.1
65 to 74 years	1,915,612	+/-1,296	7.0%	+/-0.1	97,486	+/-1,082	6.7%	+/-0.1
75 to 84 years	940,462	+/-3,198	3.4%	+/-0.1	50,237	+/-1,097	3.4%	+/-0.1
85 years and over	359,832	+/-3,188	1.3%	+/-0.1	21,595	+/-965	1.5%	+/-0.1
Median age (years)	34.3	+/-0.1	(X)	(X)	33.2	+/-0.2	(X)	(X)
Under 18 years	7,213,117	+/-912	26.3%	+/-0.1	371,362	+/-1,600	25.4%	+/-0.1
16 years and over	20,998,008	+/-3,902	76.6%	+/-0.1	1,131,487	+/-1,700	77.4%	+/-0.1
18 years and over	20,206,495	+/-912	73.7%	+/-0.1	1,090,261	+/-1,605	74.6%	+/-0.1
21 years and over	19,023,882	+/-5,263	69.4%	+/-0.1	1,022,241	+/-2,218	69.9%	+/-0.2
62 years and over	4,018,919	+/-5,654	14.7%	+/-0.1	211,710	+/-1,978	14.5%	+/-0.1
65 years and over	3,215,906	+/-1,398	11.7%	+/-0.1	169,318	+/-1,129	11.6%	+/-0.1
18 years and over	20,206,495	+/-912	20,206,495	(X)	1,090,261	+/-1,605	1,090,261	(X)
Male	9,935,633	+/-1,097	49.2%	+/-0.1	529,856	+/-1,717	48.6%	+/-0.1
Female	10,270,862	+/-1,006	50.8%	+/-0.1	560,405	+/-1,379	51.4%	+/-0.1
Sex ratio (males per 100 females)	96.7	+/-0.1	(X)	(X)	94.5	+/-0.5	(X)	(X)
65 years and over	3,215,906	+/-1,398	3,215,906	(X)	169,318	+/-1,129	169,318	(X)
Male	1,427,443	+/-824	44.4%	+/-0.1	71,895	+/-734	42.5%	+/-0.3
Female	1,788,463	+/-1,005	55.6%	+/-0.1	97,423	+/-719	57.5%	+/-0.3
Sex ratio (males per 100 females)	79.8	+/-0.1	(X)	(X)	73.8	+/-0.8	(X)	(X)

The Demographic Estimates is the jackpot page. It tells you:

Subject	Texas				San Antonio city, Texas			
	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error	Percent	Percent Margin of Error
RACE								
Total population	27,419,612	*****	27,419,612	(X)	1,461,623	+/-132	1,461,623	(X)
One race	26,717,611	+/-12,223	97.4%	+/-0.1	1,421,540	+/-2,418	97.3%	+/-0.2
Two or more races	702,001	+/-12,223	2.6%	+/-0.1	40,083	+/-2,435	2.7%	+/-0.2
One race	26,717,611	+/-12,223	97.4%	+/-0.1	1,421,540	+/-2,418	97.3%	+/-0.2
White	20,459,525	+/-21,474	74.6%	+/-0.1	1,170,477	+/-4,346	80.1%	+/-0.3
Black or African American	3,286,950	+/-7,080	12.0%	+/-0.1	102,197	+/-2,369	7.0%	+/-0.2
American Indian and Alaska Native	130,360	+/-4,061	0.5%	+/-0.1	9,733	+/-1,378	0.7%	+/-0.1
Cherokee tribal grouping	16,787	+/-1,211	0.1%	+/-0.1	794	+/-266	0.1%	+/-0.1
Chippewa tribal grouping	818	+/-205	0.0%	+/-0.1	77	+/-74	0.0%	+/-0.1
Navajo tribal grouping	3,956	+/-655	0.0%	+/-0.1	137	+/-95	0.0%	+/-0.1
Sioux tribal grouping	2,002	+/-400	0.0%	+/-0.1	98	+/-121	0.0%	+/-0.1
Asian	1,236,852	+/-3,969	4.5%	+/-0.1	40,127	+/-1,312	2.7%	+/-0.1
Asian Indian	358,002	+/-7,048	1.3%	+/-0.1	11,284	+/-1,083	0.8%	+/-0.1
Chinese	201,865	+/-5,749	0.7%	+/-0.1	5,789	+/-890	0.4%	+/-0.1
Filipino	128,030	+/-4,428	0.5%	+/-0.1	8,199	+/-1,008	0.6%	+/-0.1
Japanese	20,807	+/-1,547	0.1%	+/-0.1	1,480	+/-364	0.1%	+/-0.1
Korean	71,772	+/-2,914	0.3%	+/-0.1	2,556	+/-582	0.2%	+/-0.1
Vietnamese	253,149	+/-8,485	0.9%	+/-0.1	4,729	+/-1,035	0.3%	+/-0.1
Other Asian	203,227	+/-5,972	0.7%	+/-0.1	6,090	+/-1,107	0.4%	+/-0.1
Native Hawaiian and Other Pacific Islander	23,531	+/-1,183	0.1%	+/-0.1	1,462	+/-360	0.1%	+/-0.1
Native Hawaiian	6,723	+/-725	0.0%	+/-0.1	480	+/-281	0.0%	+/-0.1
Guamanian or Chamorro	6,676	+/-865	0.0%	+/-0.1	678	+/-314	0.0%	+/-0.1
Samoan	3,164	+/-576	0.0%	+/-0.1	133	+/-108	0.0%	+/-0.1
Other Pacific Islander	6,968	+/-1,033	0.0%	+/-0.1	171	+/-101	0.0%	+/-0.1
Some other race	1,580,393	+/-18,184	5.8%	+/-0.1	97,544	+/-3,465	6.7%	+/-0.2
Two or more races	702,001	+/-12,223	2.6%	+/-0.1	40,083	+/-2,435	2.7%	+/-0.2
White and Black or African American	176,827	+/-5,004	0.6%	+/-0.1	10,104	+/-1,196	0.7%	+/-0.1
White and American Indian and Alaska Native	145,191	+/-3,463	0.5%	+/-0.1	6,629	+/-833	0.5%	+/-0.1
White and Asian	126,377	+/-3,900	0.5%	+/-0.1	7,059	+/-995	0.5%	+/-0.1
Black or African American and American Indian and Alaska Native	22,443	+/-1,740	0.1%	+/-0.1	1,028	+/-381	0.1%	+/-0.1
Race alone or in combination with one or more other races								
Total population	27,419,612	*****	27,419,612	(X)	1,461,623	+/-132	1,461,623	(X)
White	21,061,897	+/-19,306	76.8%	+/-0.1	1,205,044	+/-4,402	82.4%	+/-0.3
Black or African American	3,554,499	+/-6,140	13.0%	+/-0.1	116,595	+/-2,454	8.0%	+/-0.2
American Indian and Alaska Native	334,224	+/-5,547	1.2%	+/-0.1	19,845	+/-1,482	1.4%	+/-0.1
Asian	1,425,845	+/-4,094	5.2%	+/-0.1	51,087	+/-1,368	3.5%	+/-0.1

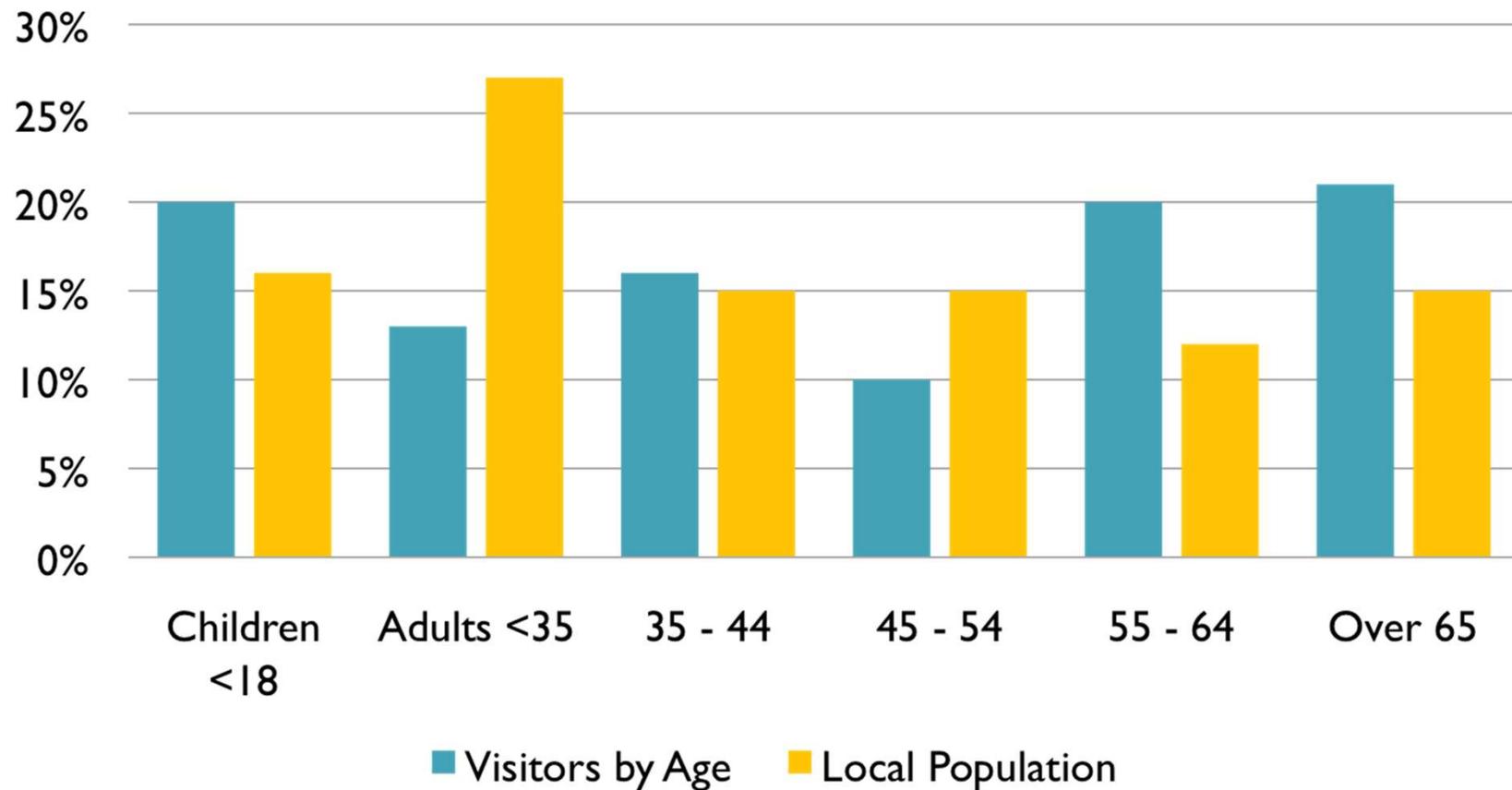
So What? Researching Your Community

With the US Census data (demographic estimates page) and *your* attendance data, you can:

- Determine what segments of your population you are serving well
- Determine what segments you are falling short in serving

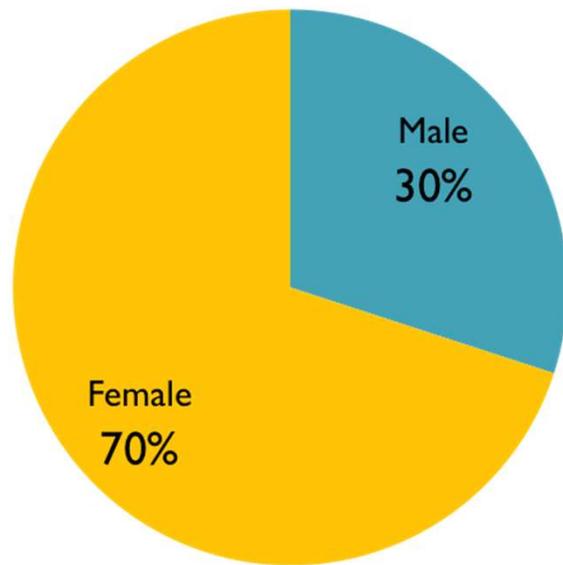


Who Comes by Age vs. Local Population

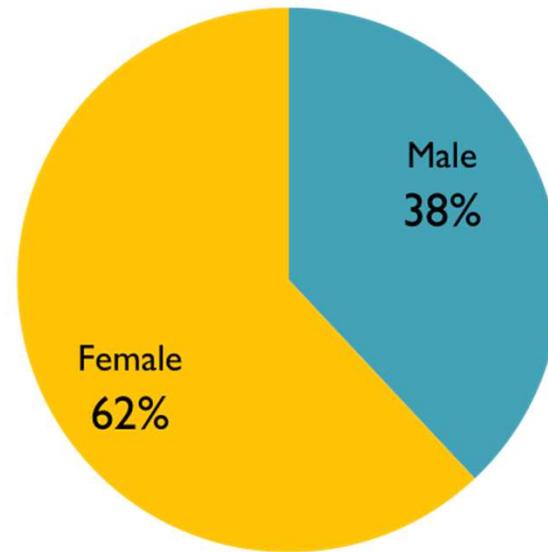


Who Comes by Gender vs. Local Population

Visitors by Gender



Local Population by Gender



Who Comes by Race and/or Ethnicity vs. Local Population

	Visitors	Local Population
White	89%	71%
Hispanic or Latino	5%	3%
Black or African American	3%	4%
Asian	6%	21%
American Indian	2%	<1%
Mixed Race	4%	2%

Adds up to more than 100% as some individuals identify as more than one race or ethnicity

Researching Your Community

For those potential audience segments that you are falling short on reaching:

- Which segments would you like to serve better?
 - What resources will you need to do so?
 - What kinds of programs, exhibits will they want?

It is up to you, and your organization, to determine if you want to try to reach those under-served potential audiences . . . and how



What Does Current Audience Research Tell Us About Museum Audiences?



Sources: Reach Advisors database of 70,000+ museum-going households, US Census Bureau, Federal Reserve Board, Centers for Disease Control

Generations vs. Life Stage

- Looking at generational shifts, based on time of birth
- Looking at life stage, based on what is happening in a life now



Four Generations of Museum Visitors

- Mature/Silent Generation
- Baby Boom Generation
- Generation X
- Generation Y

Mature/Silent Generation

- Born: 1927-1945
- Age: 74-92
- Roughly 3MM born/year



Matures Coming of Age

- Depression-era families
- WWII
- America emerges as superpower



Economic Assumptions: Matures

- Government as catalyst
- Sacrifice as virtue
- Leisure time and retirement as reward for hard work



Baby Boom Generation

- 1946-1964
- Ages 55-73
- Annual birth rate up 30%
to roughly 4MM/year



Baby Boomers Coming of Age

- Growth of suburbia
- Mass media explosion
- JFK idealism
- Social upheaval
- Birth control



Economic Assumptions: Boomers

- Unprecedented economic expansion
- Dramatic increase in income, wealth, expectation of affluence
 - Highest growth followed those born 1945-1954



Generation X

- 1965-1979
- 40-54
- Annual birth rate down 15% - immigration makes up most of gap



Generation X Coming of Age

- Divorce up 2x
- PC
- AIDS
- Female college grads up 70%



Economic Assumptions: Gen X

- Increase in household income...but decreased men's wages
- Retirement \$ up...but 1/3 less likely with pension
- 70% more debt...while discretionary spending down



Bottom line: The tradeoff generation

Generation Y/Millennials

- 1980-1990s
- Up to 39
- Birthrates up 10%, immigration up
 - Population bulge matches Baby Boom



Millennials Coming of Age

- Minority youth population up 2x
- Mass media fragmentation
- Virtually intimate
- 70% of high school girls heading to college



Economic Assumptions: Millennials

- Were prematurely affluent, but disproportionately affected by economic downturn
- Heavier parental support



Museum Research By Life Stage

The next slides review what we know about museum audiences by life stage, including:

- Customer satisfaction
- Membership motivations
- Preferences during visits

Note that the following slides are based on audience (not visitor) research conducted for a wide variety of museums, not just history institutions, but the data presented is what is most relevant to history institutions.



Older Men (Over Age 60)

Generally happy audience

Most likely to be a member

- **Top reasons:**
 - **Improving the museum**
 - **Supporting community organization**

Significantly better educated, more affluent

50% more likely to have advanced degrees than young moms

Visit with:

- **Spouse, 79%**
- **Alone, 20%**

Generally do not visit with minor children/grandchildren

History buffs

- **High visitation at history museums, historic sites**

High levels of curiosity



Older Men (Over Age 60)

Seeking experiences that are:

- Self-guided
- Deeper
- Individual
- Adult-oriented
- Concrete (just the facts!)

Love to go behind the scenes

Have very specific interests

- Often stereotypically “male,” e.g., railroads, rigging ropes
- 

Older Men (Over Age 60)

Tend to be a very happy audience

- **Emotionally connected**
- **Most engaged**
- **Seeking self-curated experiences**
- **Making a long-term commitment to museums**

. . . an under-tapped opportunity?



Older Women (Over Age 60)

Women over age 60

Visit museums they support less often but . . .

Visit wide variety of museums, but especially art and history

Heavy museum goers

Why?

- Curious
- Immersion in history or art
- Their own personal interest

Social outing with friends

- Only $\frac{1}{4}$ visit with minor grandchildren

Older Women (Over Age 60)

Generally happy audience

More likely to be a member

- **Top reasons:**
 - **Improving the museum**
 - **Supporting community organization**

Omnivorous Cultural Consumers

- **Concerts**
- **Theatre**
- **Gardens**
- **Reading**
- **Travel**

And largely have time to cultivate these interests



Older Women (Over Age 60)

- **Interpretation preferences**
 - On own, with text panels/brochures
 - Guided tours at historic sites
 - Costumed interpretation

 - More likely to seek out audio tours/technology
 - Accessibility issues
 - Dream Visitors?
- **Happier, generally more positive**
- **More likely to be members**
- **Focused more on their own needs and those of their peers**

Moms – Why They Visit

- Learning – top reason to visit
 - But learning for kids, not themselves
- Family time
 - It's about family time...not just the kids
 - But only 44% visit with spouse/partner
 - Fun

Family Audiences

- What's missing here?
Mom's interests.
- Who is also missing? Dad.
Only 44% of moms visit
with spouse



Focused on “Child-Friendly Museums”

- Moms significantly more likely to visit zoos, aquariums, children’s museums, science centers than history museums, historic sites
- Prefer hands-on and self-guided experiences. Only 20% enjoy guided tours, but costumed interpretation very popular.



Moms: A Tough Audience

- Generally most negative audience segment
- Not engaged herself
- Significantly less likely to describe self as “curious,”
visit for own interest in subject
- Less likely to be members
- More likely to join for budgetary reasons

Moms: A Tough Audience

- Moms often make herself a second-class visitor . . . putting her children first and not considering herself
- Visits *for* the kids
- The fear: her lack of engagement/interest rubs off on kids, and they stop asking to visit museums . . . and don't turn into adults who love museums
- Need to engage *mom's* interests, intellect too

Millennial Women

- Focusing on women in 20s without children
- Creative, aesthetic
 - More likely to customize stuff
 - Engaged in arts, crafts
- Much more likely to visit museums than:
 - Millennial men
 - Millennial women who are already mothers

Millennial Women

- The reverse gender gap
 - 70% of girls who graduate high school go to college
 - 60% of those graduating college are women
 - College graduation: 1.5x female/male ratio
- 

Millennial Women

- While American women who work full time earn 79% of men...
- ...but in most major metros, women in 20s now earn 100-120% of men in 20s.

Millennial Women

- Longer time as single women?
- Postponement of children?
- Increasing involvement of grandparents in children's lives?
- Stay-at-home dads?
- Impact on museums that serve families?

Learning More



What is Market Scanning?

- The continual, even daily, process of examining your environment to learn more about your visitors, your audiences, and their needs
- This means keeping on top of news, trends, and demographic changes

Why Continuously?

- Your visitors and audiences are always changing
 - Parents today are different than parents 15 years ago and parents 10 years from now will be different yet again
 - Baby Boomers are unlikely to follow same retirement patterns as seniors today
 - Immigration and migration patterns change your community
 - And so on
- 

Where To Look?

- On this handout are many, many sources for information on museums, historic sites, and their visitors and audiences
- You don't have to stay up-to-date with *all* of them, but will give you a place to start, figure out what's right for you and your site.

Using What You Learn: Examples from the Field



Montgomery Connections

Montgomery County (MD) Historical Society developed a tri-lingual banner, bus stop ads and audio project that introduced community members to local history.



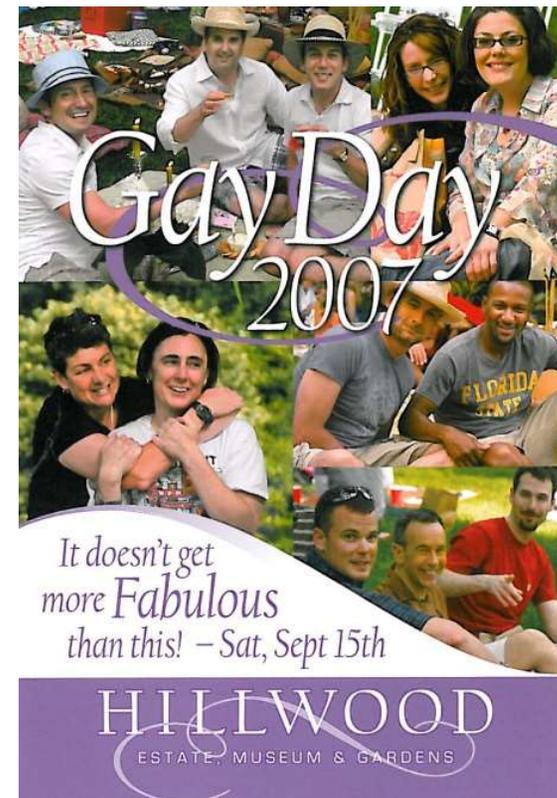
Teenagers at the Chapman Zoo

“Teens like to be unique and to get to do things no one else can do, so we decided to create a program where the kids spend multiple nights at the zoo. No other audience gets to do this. We also wanted to give the teens a chance to discover the “real” experience of working at a zoo. We ended up with a 3 day, 2 night hands on program [adapted from a much larger zoo] where up to 9 teens work alongside all of the keeper departments. They also explore the vet department, education, and the commissary (animal kitchen). We have offered the camp for 3 summers now. It has filled, the kiddos have been great, and we have had campers who have returned each year.” *Jennifer Chapman, Chapman Zoo, Tyler, Texas*



LGBT Program at Hillwood DC

In 2001, Hillwood formed an advisory committee comprised of leaders from Washington's GLBT community including the Mayor's Office on GLBT Affairs to create and maintain a welcoming environment for members of this community. During these eight years, Hillwood has strived to serve the full diversity of the gay, lesbian, bisexual and transgender community and can proudly say that today it offers family and youth programming, [Gay Day](#), [outdoor film classics](#), and concerts. As always, the estate continues to be a venue for social discussion for local GLBT organizations.



Toddler Time at the New Children's Museum

“We have had a huge success with our Toddler Time program at the New Children's Museum. We initiated this program as a one-time test model following consistent requests from visitors for age-specific programming, especially for the toddler set. We now host a monthly finger painting session just for toddlers, as well as a new monthly toddler-only activity.”
Lauren Popp, Associate Curator of Exhibition



What We Did Today

- Defined visitors vs. audiences
- Accurately count visitors
- Mechanisms for capturing visitor data and segmenting it
- Gathering and analyzing US Census data to determine who does not visit as often, learn more about your community
- Learned more about generational demographics
- Learned more about audiences by life stages, their expectations, and their motivations
- Conducted a profiling exercise to better understand visitor and audience segments
- Learned about a wide variety of resources to continue the discussion

Credits

This workshop is a program of the Texas Association of Museums (www.texasmuseums.org) and the Museums Services Program of the Texas Historical Commission (www.thc.texas.gov/preserve/projects-and-programs/museum-services).

The curriculum was adapted and presented by Erin McClelland of Erin McClelland Museum Services (www.erinmcclelland.net).

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