

A QUICK SNAPSHOT OF NSW PUBLIC GALLERY AUDIENCES

If you have ten people standing in front of an artwork in a gallery, it's likely that:

At least **one** of them will speak a language other than English at home.

At least **two** of them will be a tourist.

Two of them will be under 34 and at least **three** of them aged between 35-54.

Four of them will be from a household earning less than \$40,000 p.a. and only **two** of them from a household earning more than \$80,000 p.a.

At least **half** of them will live in the local government area of the gallery.

At least **five** of them will be working (full or part time) and **two** will be retired.

At least **two** of them will have finished their schooling at secondary level and another **two** will have a postgraduate degree.

Half of them will have been to that gallery more than four times in the last two years but for **three** of them it will be their first visit.

Two of them will have come with their partner, **three** by themselves, and the remaining **five** with family and/or friends.

And almost **all of them** will have rated their visit as "Good" or "Terrific".

GUESS WHO'S GOING TO THE GALLERY? A STRATEGIC AUDIENCE EVALUATION STUDY

Museums & Galleries NSW would like to thank the directors, research and project staff and volunteers from each of the galleries who participated in the study. Without your generous support and cooperation this project would not have been possible.

We'd also like to thank the project's Steering Committee for their time, expertise and advice.

Images courtesy of participating galleries.

Project Funding

This project has been assisted by the Australian Government through the Australia Council, its arts funding and advisory body.



For Museums & Galleries NSW

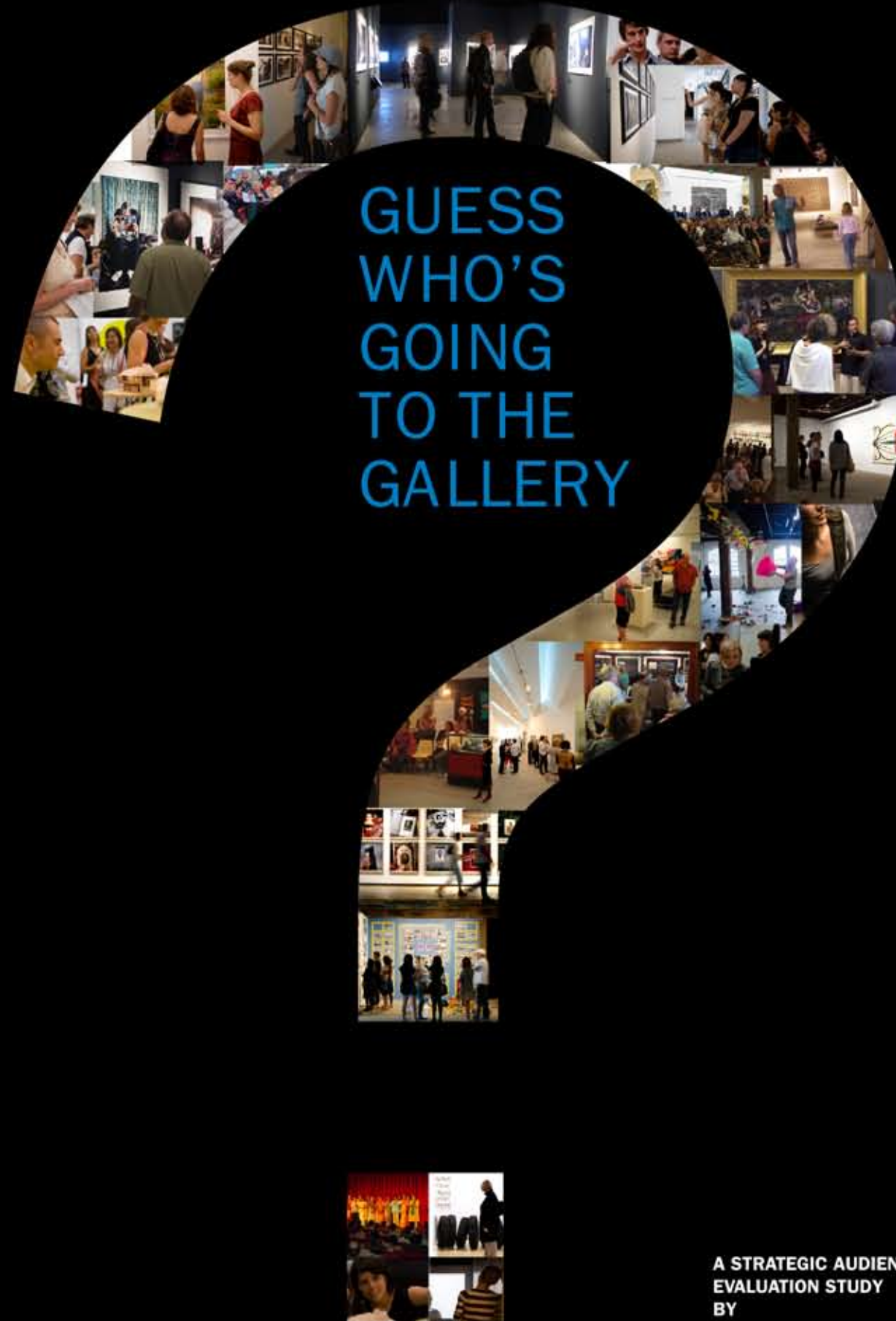
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A STRATEGIC AUDIENCE
EVALUATION STUDY
BY

**Museums
& Galleries
NSW**





GUESS WHO'S GOING TO THE GALLERY?

NSW STATE REPORT

All data shown here is extracted from the NSW State Report. To obtain a copy of the full report please contact Museums & Galleries NSW on 02 9358 1760 or www.mgnsw.org.au.

The data was collected by a self complete exit survey administered at 41 public galleries across NSW from August 2007- September 2010.

All figures shown are percentages unless otherwise specified.

Age has been compared to Australian Bureau of Statistics (ABS) 2006 census data.

The data has been weighted so that each gallery contributes an equal share to the overall statistic. Individual bases for the data are shown.

The "NSW Index" is the standardised average score for audiences of all participating galleries.

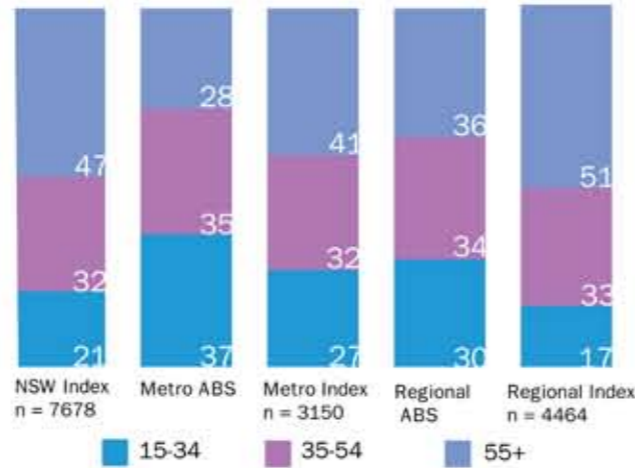
The "Metro Index" is the standardised average score for the audience that normally resides in the ABS Sydney Statistical District.

The "Regional Index" is the standardised average score for the audience that normally resides *outside* the Sydney Statistical District but within NSW.

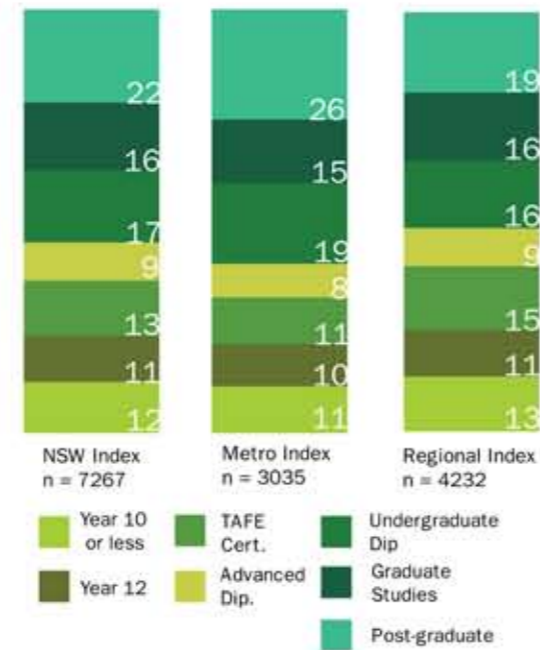
REGIONAL CLASSIFICATION MAP



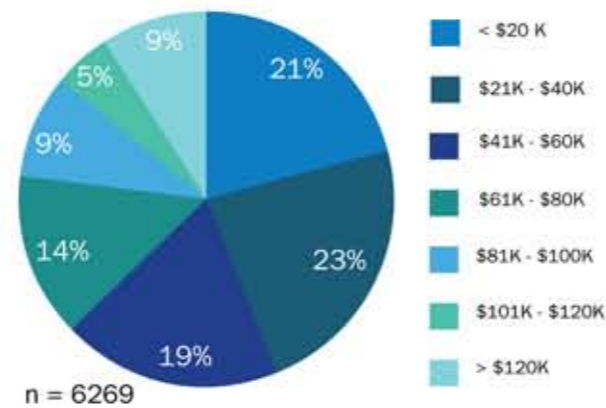
AGE



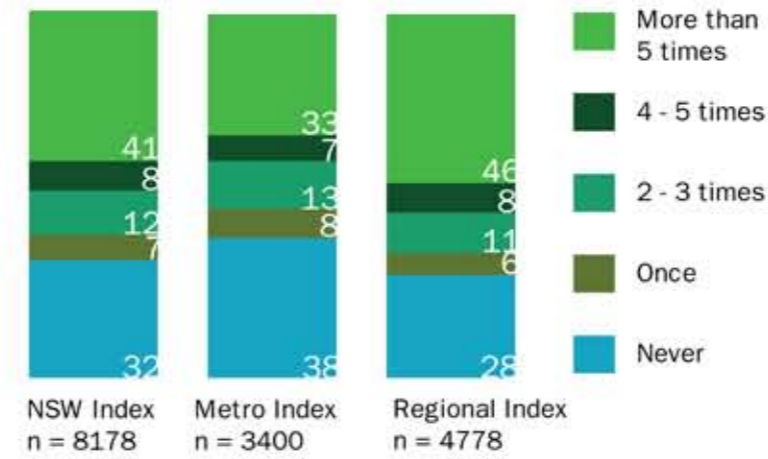
LEVEL OF EDUCATION



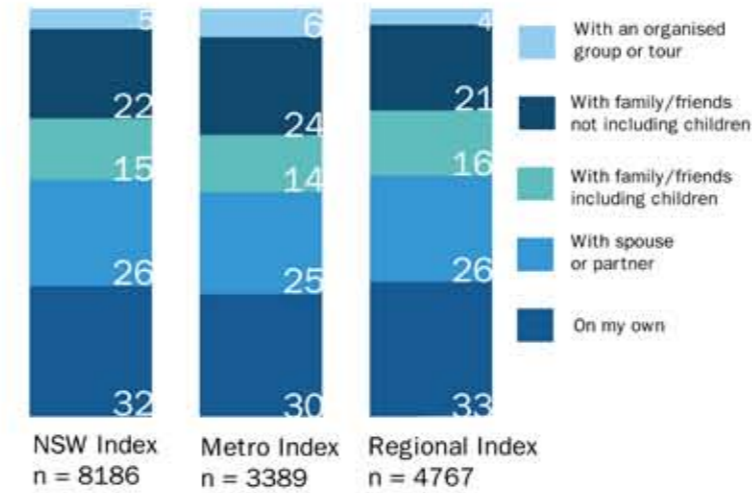
HOUSEHOLD INCOME (NSW INDEX)



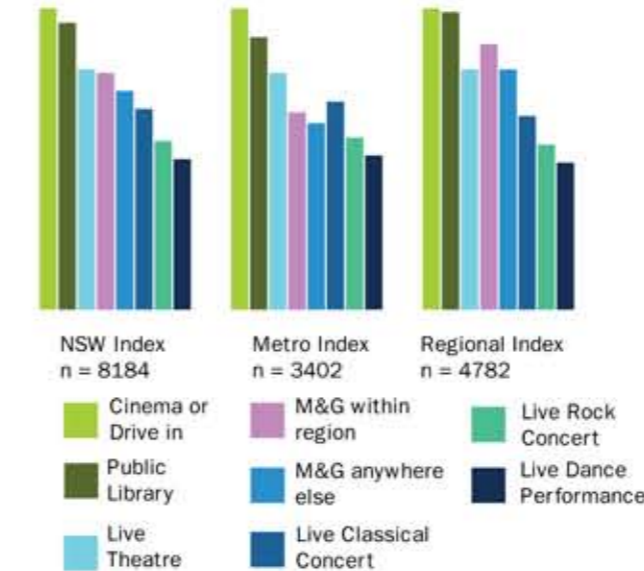
PRIOR VISITATION



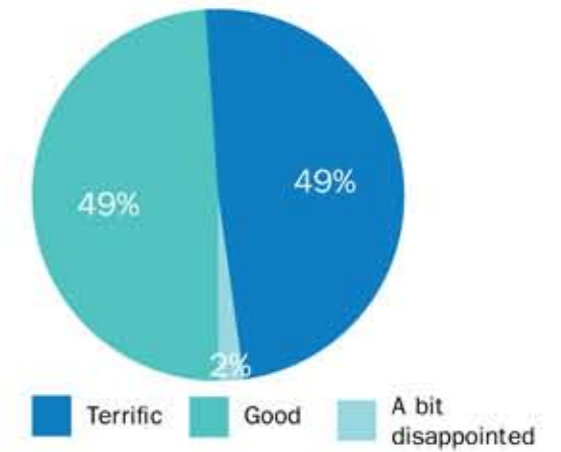
WHO THEY CAME WITH



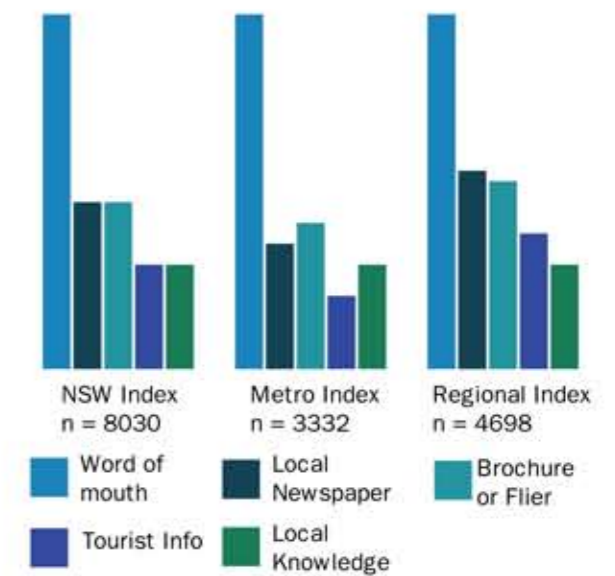
OTHER CULTURAL ACTIVITY



SATISFACTION LEVEL



SOURCE OF INFORMATION (TOP 5 RESPONSES)



TOURIST LENGTH OF STAY

