

ART AGGREGATE DATA

This supplemental report presents data from the 47 art museums included in the FY24 edition of the COVES *Understanding Our Visitors* report. COVES member institutions collect exit surveys from randomly sampled general public visitor groups using a shared instrument and protocol. This enables us to aggregate data and make comparisons within and across museums, all to improve our understanding of our visitors--who they are, why they visit, what they see and do, and how they feel about their experiences.

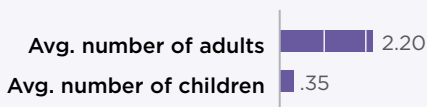
For more information and data deep dives, see the full report: [Understanding Our Visitors: Multi-Institutional Museum Study, July 2023–June 2024](#).

GROUP DEMOGRAPHICS



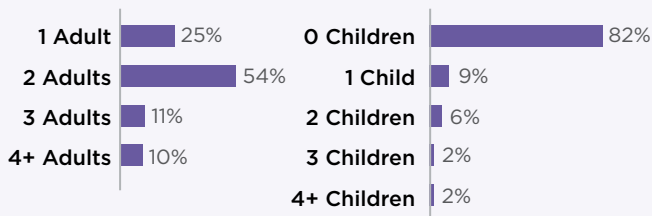
AVERAGE GROUP SIZE

n=12,011 (adults), n=11,689 (children)



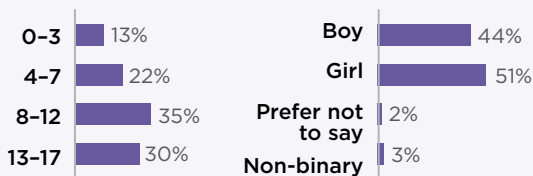
GROUP COMPOSITION

n=12,012 (adults), n=11,689 (children)



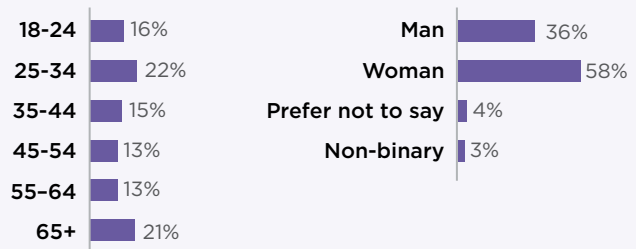
CHILD AGE AND GENDER

n=2,300 (age), n=2,085 (gender)



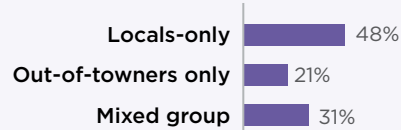
ADULT AGE AND GENDER BREAKDOWNS

n=18,233 (age), n=18,707 (gender)



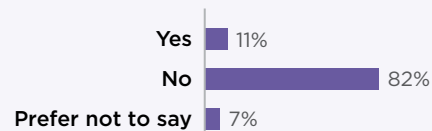
RESIDENCE OF GROUP MEMBERS

n=11,078



GROUP DISABILITY STATUS

n=11,178

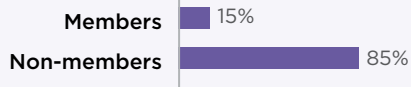


ART INDIVIDUAL RESPONDENT DEMOGRAPHICS



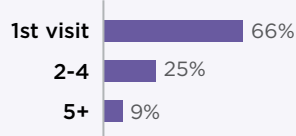
MEMBERSHIP

n=11,225



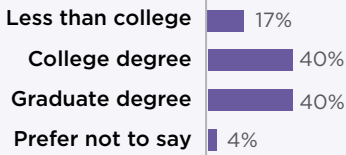
NUMBER OF VISITS IN THE LAST YEAR

n=8,440



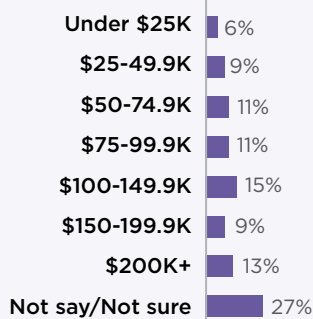
EDUCATION

n=11,394



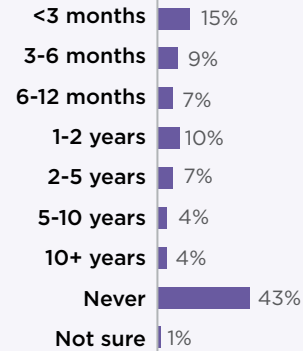
HOUSEHOLD INCOME

n=11,125



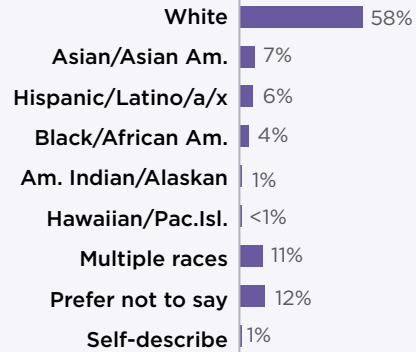
DATE OF LAST VISIT

n=11,713



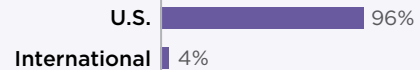
RACE/ETHNICITY

n=12,351



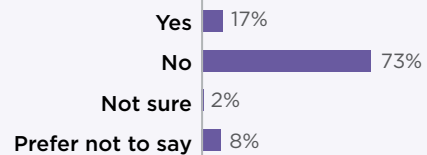
RESIDENCE

n=11,996



LGBT+ IDENTIFICATION

n=11,353

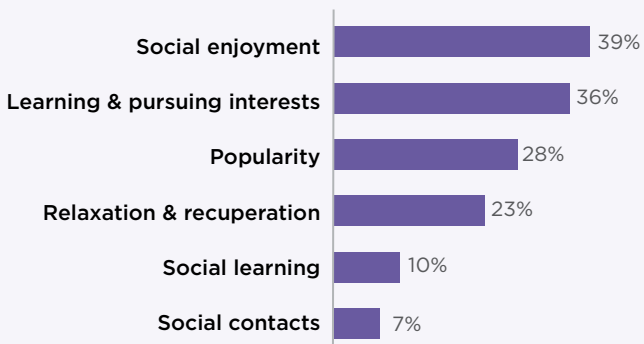


ART MOTIVATIONS

For this question, respondents select the two most important reasons for visiting that day. On the survey, the response options are randomized to prevent an order effect. Motivations are topically grouped to reflect prior research into visitor behaviors (see full list in the box below).

ART MOTIVATIONS

n=12,078



<p>Social Enjoyment</p> <ul style="list-style-type: none"> To spend time together as a group/family For fun/entertainment as a group 	<p>Relaxations & Recuperation</p> <ul style="list-style-type: none"> To relax To find peace
<p>Learning & Pursing Interests</p> <ul style="list-style-type: none"> To learn something new To deepen my areas of interest 	<p>Social Learning</p> <ul style="list-style-type: none"> To support my family/friends with their learning To discover new things as a group
<p>Popularity</p> <ul style="list-style-type: none"> Something to do while visiting the area It was recommended to me by others 	<p>Social Contacts</p> <ul style="list-style-type: none"> To interact with others To feel connected to my community

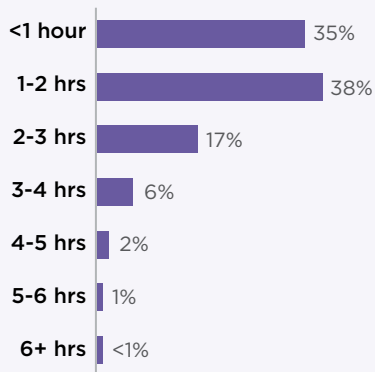
ART LENGTH OF STAY

STAY TIME

n=9,225



Median stay time was 2 hours, 15 minutes

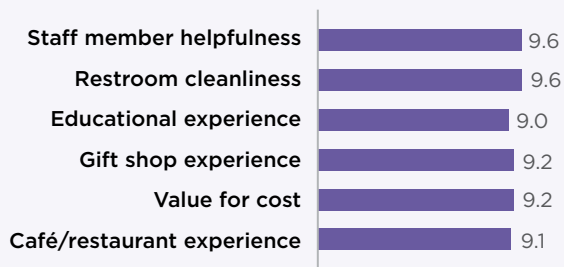


ART OER, NPS, AND HOW THEY RATE THEIR VISIT

Net Promoter Score (see below) is calculated by subtracting the percentage of “Detractors” (ratings of 0-6) from the percentage of “Promoters” (ratings of 9-10). The net score has a possible range of -100 to 100.

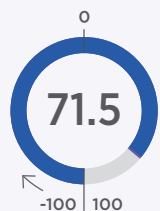
EXPERIENCE RATINGS

Average rating, scale from 0 to 10 where 10 is highest
n varies



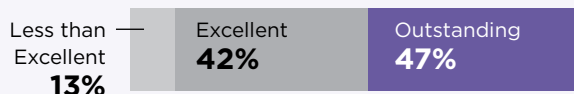
NET PROMOTER SCORE

n=12,234



OVERALL EXPERIENCE RATING

n=12,234



NET PROMOTER SCORE RANGE ACROSS INSTITUTIONS

n=12,234

