

SCIENCE+ AGGREGATE DATA

This supplemental report presents data from the 26 science+ institutions 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.

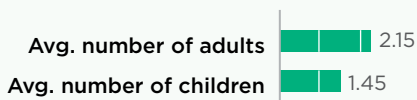
For more information and data deep dives, see the full report: [Understanding Our Visitors: Multi-Institutional Museum Study, July 2023–June 2024](#).

GROUP DEMOGRAPHICS



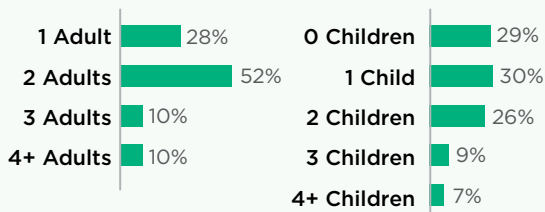
AVERAGE GROUP SIZE

n=10,868 (adults), n=10,565 (children)



GROUP COMPOSITION

n=10,869 (adults), n=10,564 (children)



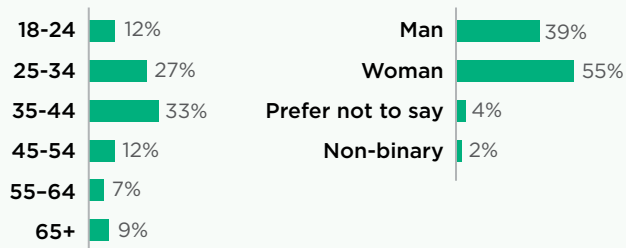
CHILD AGE AND GENDER

n=10,018 (age), n=9,017 (gender)



ADULT AGE AND GENDER BREAKDOWNS

n=16,145 (age), n=16,887 (gender)



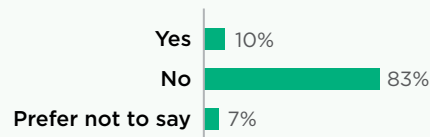
RESIDENCE OF GROUP MEMBERS

n=10,712



GROUP DISABILITY STATUS

n=10,337

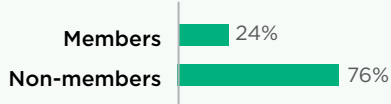


SCIENCE+ INDIVIDUAL RESPONDENT DEMOGRAPHICS



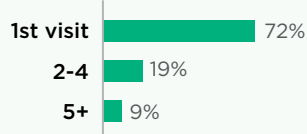
MEMBERSHIP

n=11,225



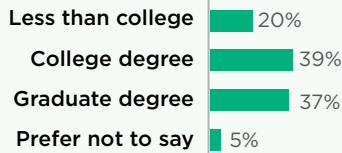
NUMBER OF VISITS IN THE LAST YEAR

n=10,133



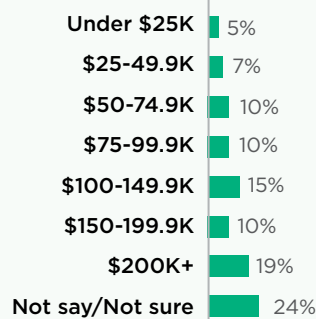
EDUCATION

n=10,602



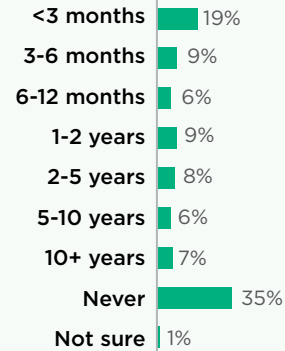
HOUSEHOLD INCOME

n=10,401



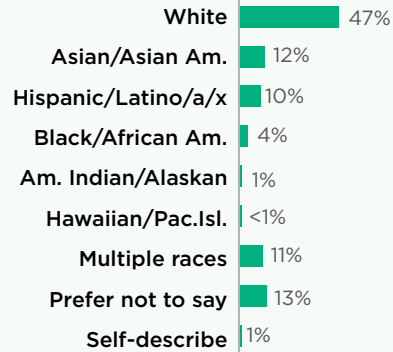
DATE OF LAST VISIT

n=10,939



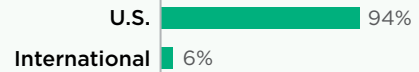
RACE/ETHNICITY

n=11,598



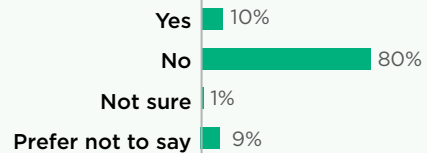
RESIDENCE

n=11,422



LGBT+ IDENTIFICATION

n=10,770

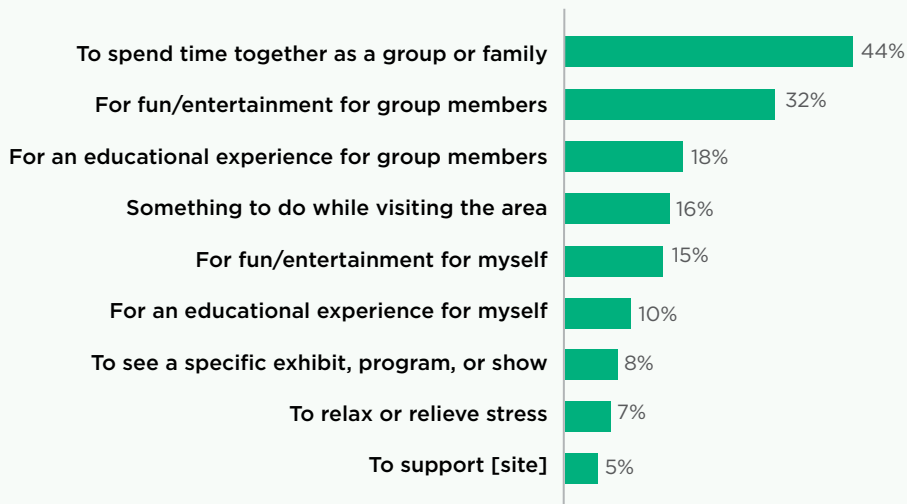


SCIENCE+ MOTIVATIONS

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.

SCIENCE+ MOTIVATIONS

n=11,547



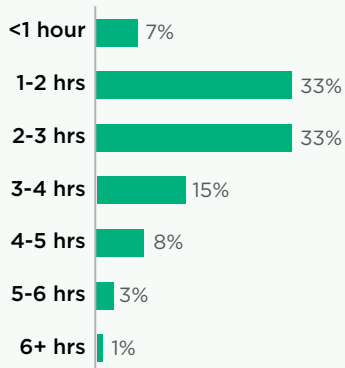
SCIENCE+ LENGTH OF STAY

STAY TIME

n=10,614



Median stay time was 2 hours, 15 minutes



SCIENCE+ 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=23,791



OVERALL EXPERIENCE RATING

n=23,801



NET PROMOTER SCORE RANGE ACROSS INSTITUTIONS

n=11,598

