



Museums & the Digital Revolution

Consumer Trends in Mobile and Interactive Technology Integration in Museums

tiny.cc/mobilemuseum

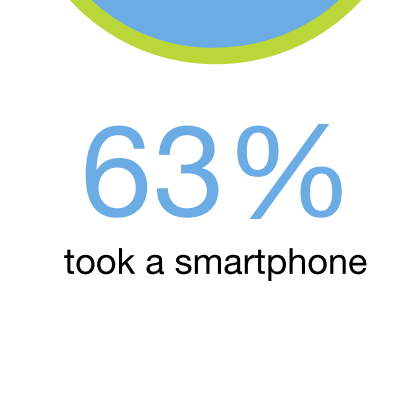
#mobilemuseum

69% of respondents brought a mobile device on their last museum visit

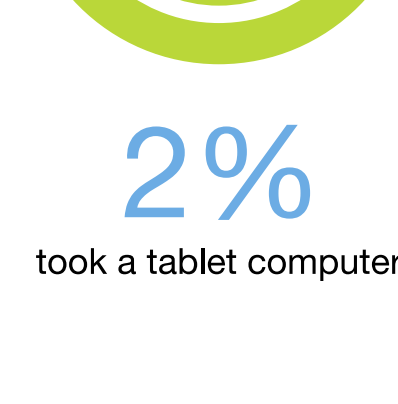


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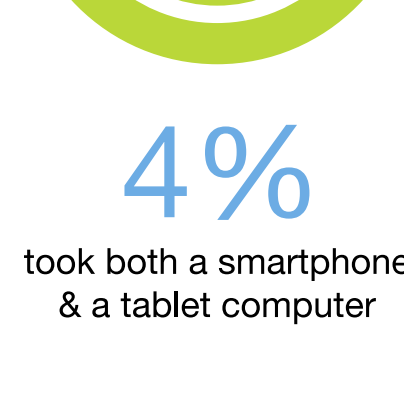
Did you take a mobile device on your last museum visit?



63%
took a smartphone



2%
took a tablet computer



4%
took both a smartphone & a tablet computer

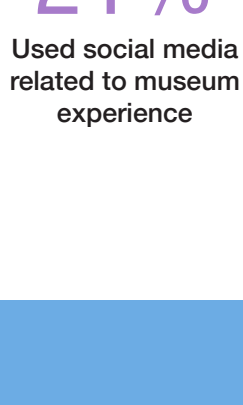
What did you do on your mobile device while at the museum?



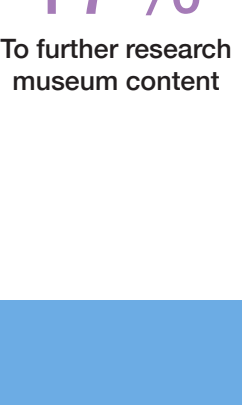
63%
Took photos



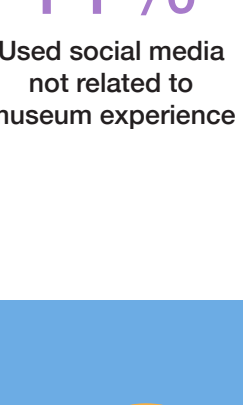
40%
Communicated with friends/family



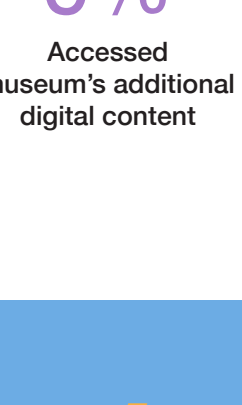
21%
Used social media related to museum experience



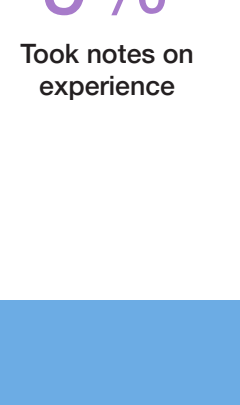
17%
To further research museum content



11%
Used social media not related to museum experience



8%
Accessed museum's additional digital content



5%
Took notes on experience

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52% of visitors who brought a mobile device thought an interactive app or digital engagement tool would improve their museum experience

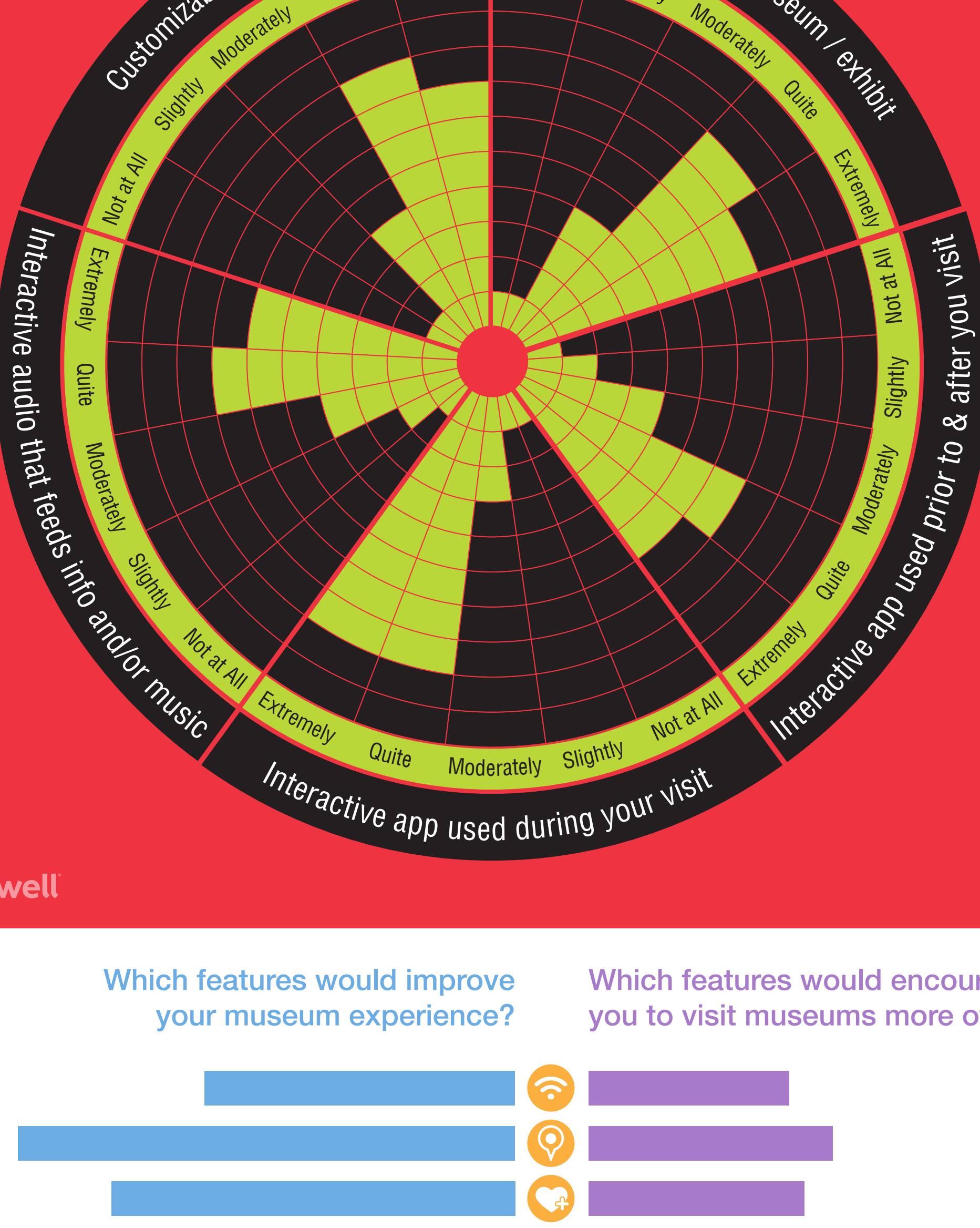


80% of visitors who did NOT bring a mobile device thought an interactive app or digital engagement tool would NOT improve their museum experience



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How interested are you in the following digital interactive tools?



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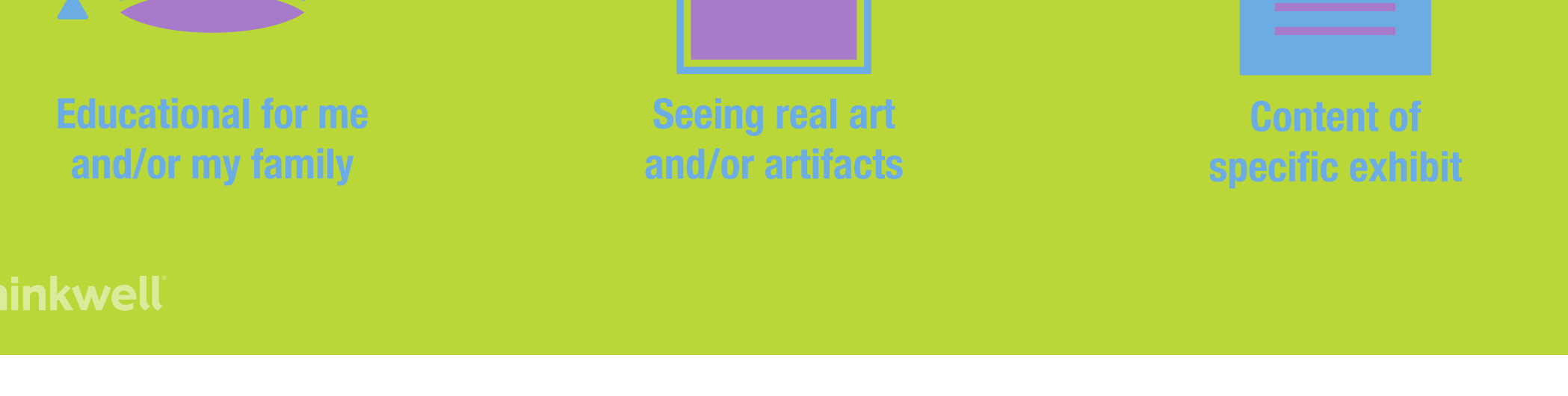
Which features would improve your museum experience?

Which features would encourage you to visit museums more often?

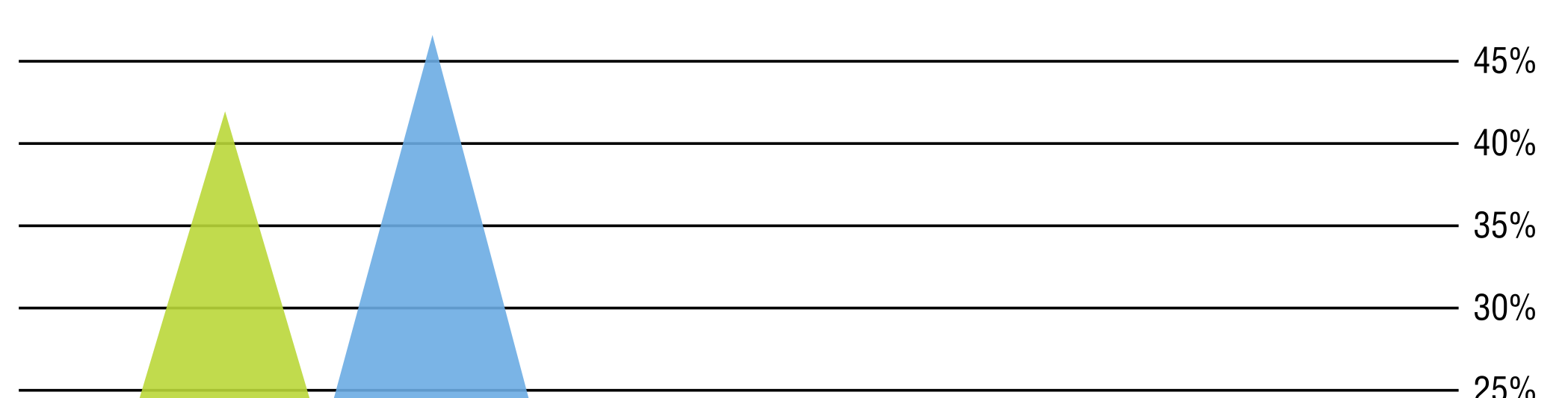


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Top 3 Complaints about Museums



Top 3 Commendations about Museums



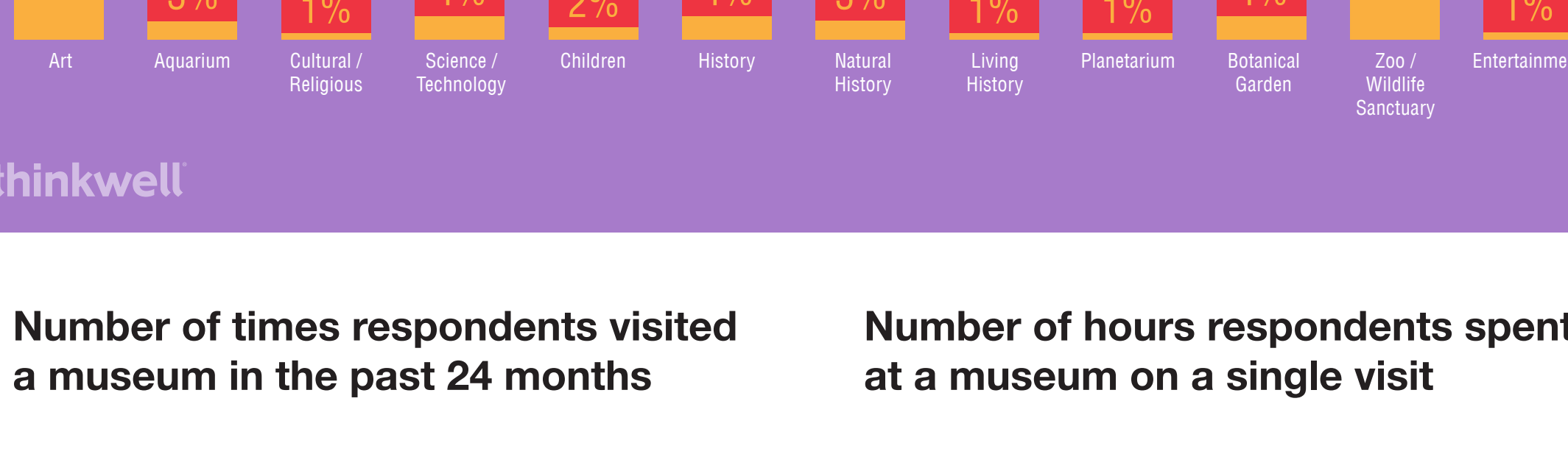
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How enjoyable was your most recent museum visit?



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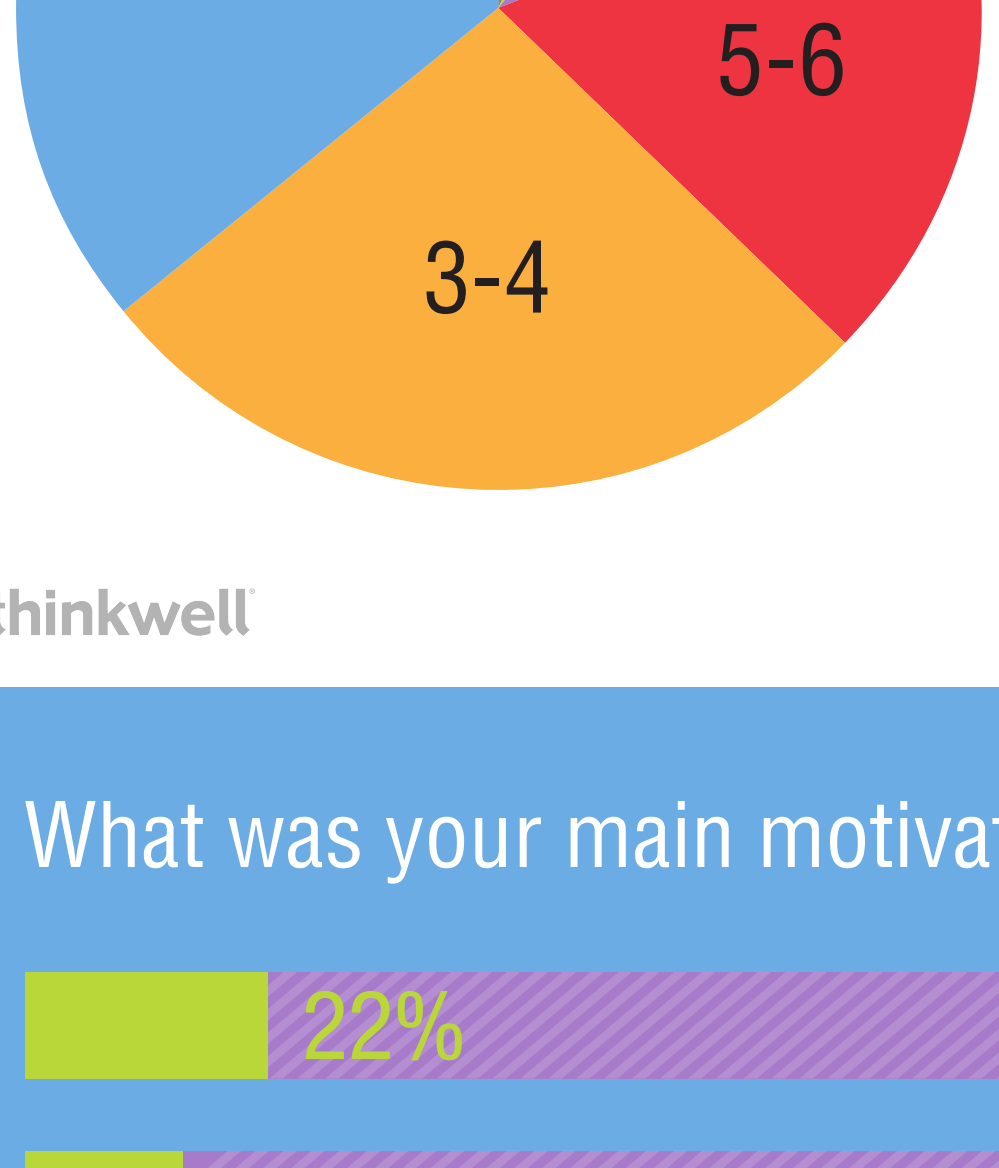
What types of museums have you visited in the last 2 years and for which are you a member?



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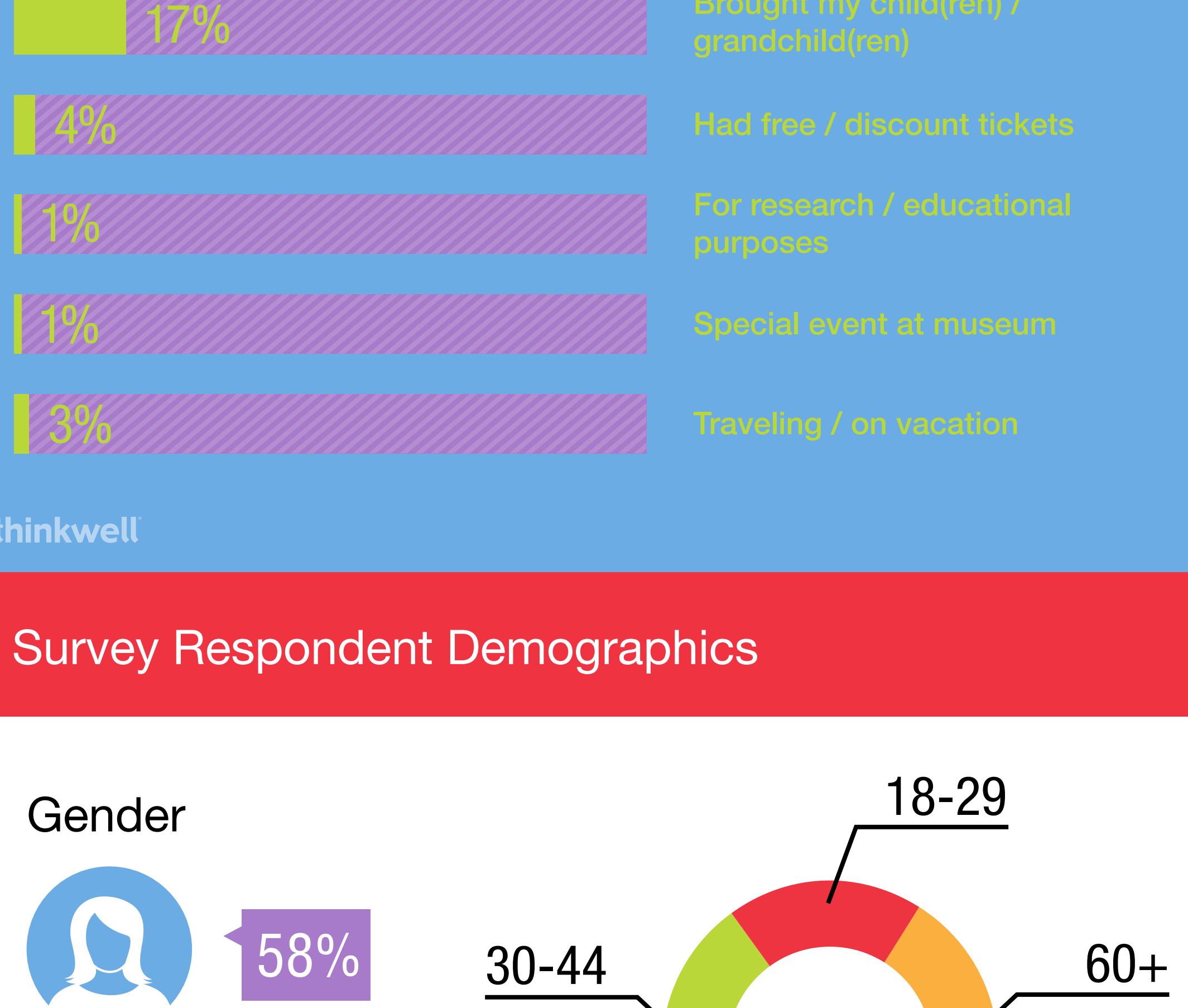
Number of times respondents visited a museum in the past 24 months

Number of hours respondents spent at a museum on a single visit



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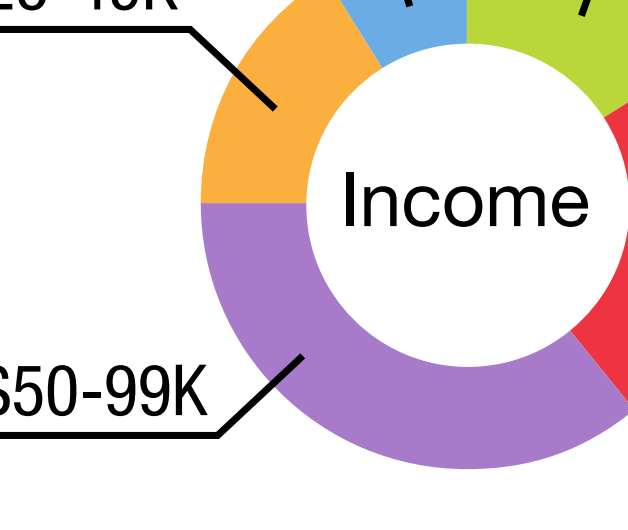
What was your main motivation for your last museum visit?



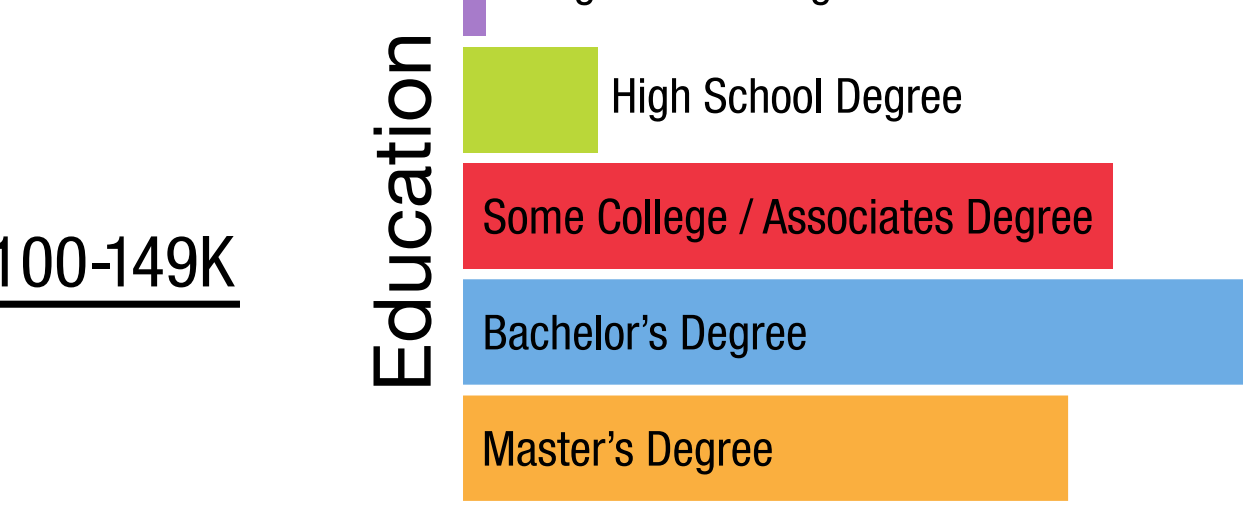
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Survey Respondent Demographics

Gender



Age



Income



Education

