

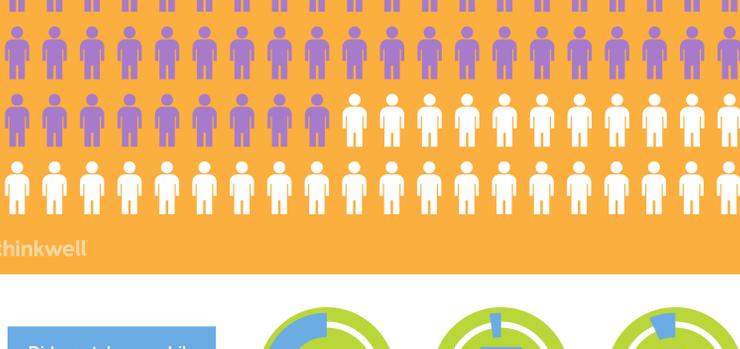
Museums & the Digital Revolution

Consumer Trends in Mobile and Interactive Technology Integration in Museums

tiny.cc/mobilemuseum

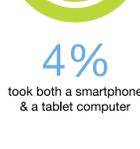
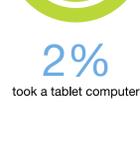
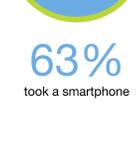
#mobilemuseum

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?



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



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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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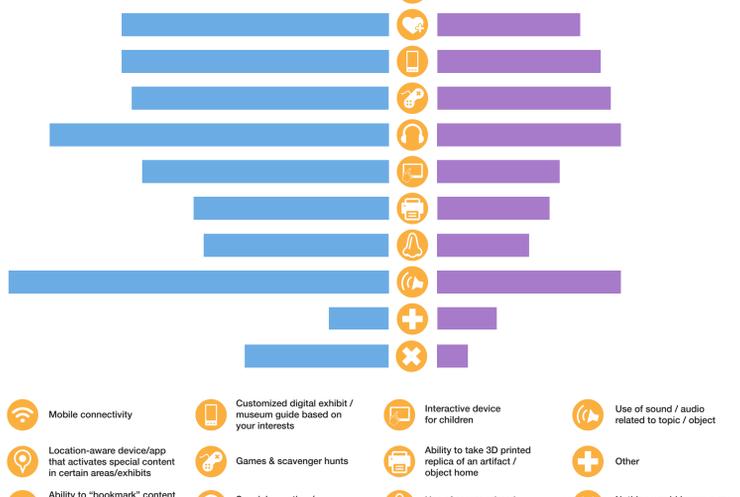
How interested are you in the following digital interactive tools?



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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

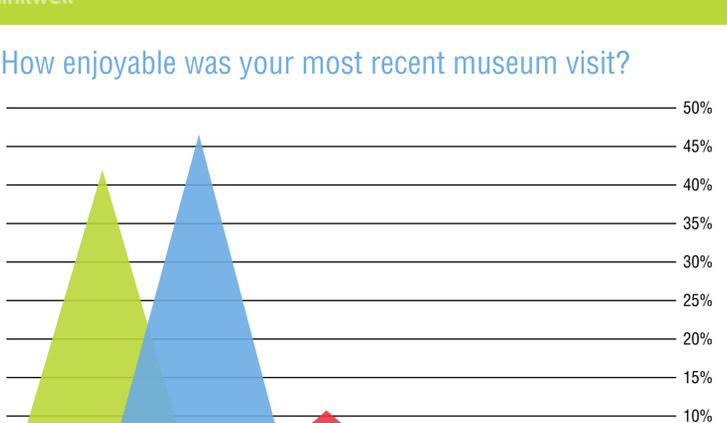


Top 3 Commendations about Museums



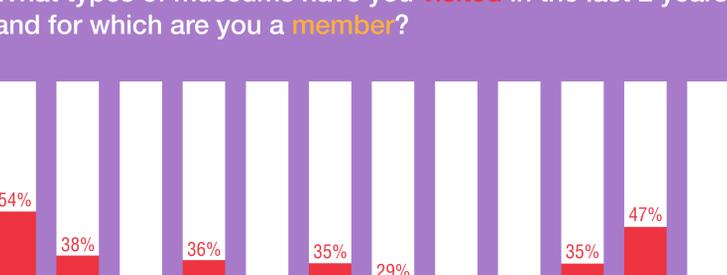
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How enjoyable was your most recent museum visit?



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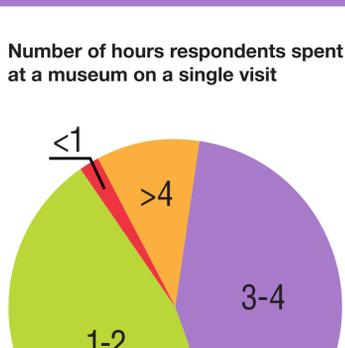
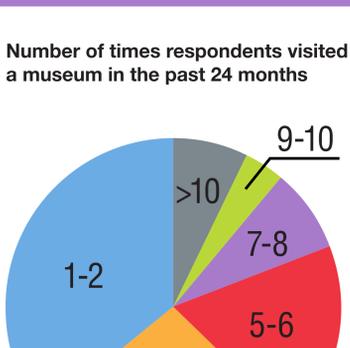
What types of museums have you visited in the last 2 years and for which are you a member?



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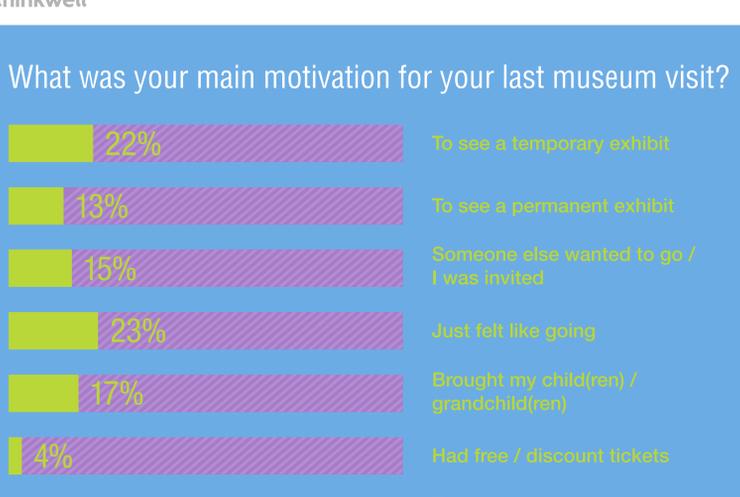
Number of times respondents visited a museum in the past 24 months

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



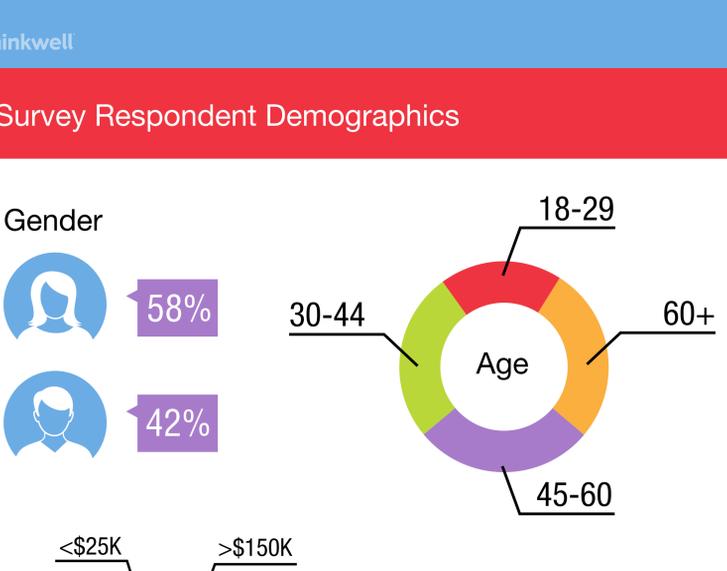
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What was your main motivation for your last museum visit?



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Survey Respondent Demographics



Source: Thinkwell's 2014 Guest Experience Trend Report | Qualifying participants were United States residents over the age of 18, who had visited a museum and/or exhibit in the past 2 years. Read the full report on tiny.cc/mobilemuseum. Send speaking requests to Ariana Jarvis at ajarvis@thinkwellgroup.com.