

***Dinosaur Unearthed* Evaluation Report**

Dinosaur Unearthed, which was on at the Museum from 2 September to 19 November 2006, offered a wonderful opportunity to seek feedback from a variety of users including staff, volunteers and a variety of visitors. The aim of this evaluation was to undertake a detailed study of *Dinosaur Unearthed* and feed the results into the development of the new permanent Dinosaur exhibition opening in 2008.

The following studies were undertaken:

1. Staff feedback (both paid and volunteers who worked in the exhibition)
2. Unstructured observations and visitor feedback
3. Feedback from *Scientist for a Day* participants
4. Exit survey November 2006 (n=132)
5. Feedback forms – adults accompanying children to the *Dinosaurs Time To Play* program (n=67)
6. Focus group with adolescents with intellectual disabilities (NOVA Employment)
7. MARVEL¹ project:
 - taping visitor conversations
 - structured observations
 - exhibition appraisal – Museum staff and MARVEL research team

This report summarises the key findings and suggest areas for the new exhibition to focus on. It then details findings from six of the seven studies, with results from the MARVEL project to be supplied by UTS in late January/early February.

Executive Summary

Key findings

- Dinosaurs as a topic appeals across a wide range of audiences:
 - new exhibition needs to cater for all ages
 - physical design of new exhibition must consider the height of exhibits to allow access for all visitors
- Visitors liked the exhibition but wanted more:
 - they will expect the new exhibition to be bigger and better
- *Dinosaur Unearthed* was a highly social experience:
 - new exhibition needs to be designed for group learning
 - new exhibition needs to be highly interactive throughout
- Visitors wanted contextual information, yet didn't read the text panels:
 - placement of text panels in new exhibition needs to be carefully planned
 - content needs to cover basics such as what is a dinosaur, how did they live, what was their world like, as well as how we know (including the processes of findings and excavating fossils)
- The working lab was clearly a highlight for visitors, as well as staff and volunteers:
 - staff to talk to/ask questions of will be required in new exhibition
 - need to ensure that staff working in new exhibition are trained to interact with visitors across all ages and ability levels
- Handling real fossil material was definitely appreciated:
 - provide touch specimens where possible

¹ MARVEL – Museums Actively Researching Visitor Experiences and Learning: a joint project with UTS focusing on adolescents visiting with school groups—their behaviour, conversations and subsequent learning
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- Visitors wanted to use technology:
 - they will expect this in the new exhibition
 - work up series of stories that could be made through digital stories project²
- Visitors want “atmospheric” experiences
 - Ensure sound, light and movement in new exhibition where appropriate

Overall Conclusions

Dinosaur Unearthed was well received by both visitors and staff. However the Centrosaur story was not well understood and visitors clearly did not read the text panels. This could be attributed to a reluctance to read, yet those who did read them felt the text was well written. Poor positioning of the panels may have contributed to low level of engagement with the written text. Once engaged with the story, visitors were fascinated and asked a great many questions of the staff. The process from finding fossils in the field to reconstructing a dinosaur skeleton is of high interest to many visitors.

Visitors were disappointed with the size of the exhibition and the number of dinosaurs on display. All wanted more, more, more! Handling ‘real’ fossils material was a highlight but there was a lot of confusion over what was real and what was cast. Confusion also existed over what was a touch specimen and what was not.

As previous research has consistently found, interactive component of an exhibition are very important, especially for children, and most visitors expect to interact with technology within an exhibition. The working lab was very well received by visitors and extremely popular with the volunteers and staff who enjoyed their interactions with visitors. Many staff felt the layout could be improved to allow visitors a closer view of the experts in action and consideration must also be given to height to allow viewing by children and those with disabilities.

The exhibition was attractive to visitors of all ages and there was a high degree of social interaction within visitor groups, adults reading text to children and children eager to display their knowledge of dinosaurs to adults. The opportunity to take photos was clearly a priority for visitors with children.

Different levels of engagement were clearly evident. Some visitors are immersed in the wonder of dinosaurs while others are engaged in a far greater depth.

Size **is** important. Visitors want to see BIG specimens and lots of them.

² New Literacies New Audiences ARC Grant project – see <http://www.cci.edu.au/nla/project/> and <http://nlablog.wordpress.com/co-creativity/>

Checklist for the new exhibition

The experience

- What is the “wow” factor?
- Are there big specimens that are awe-inspiring?
- Are there lots of specimens?
- Are we offering “immersive” / “lose yourself in the moment” experiences?
- Are there opportunities for using the imagination?
- Where are the multi-sensory experiences?
- What atmospheric elements are offered?
- What does the exhibition “feel” like?

Content

- Is there contextual information provided?
- Are we telling a unique story?
- Are we demonstrating new discoveries and cutting-edge science?
- Have we addressed visitors’ frequently asked questions³?

Interpretation

- Are there opportunities to interact with staff?
- Are we offering layers of information?
- Is it clear whether the specimen is real or cast?
- Is it clear what a touch specimen is and what isn’t?

Design

- Can groups gather around exhibits?
- Does the design encourage conversation between visitors?
- Are there places to sit, rest and reflect?
- Are labels easy to read?
- Are displays at an appropriate height for all visitors?
- Is the lab area easy to see into for visitors of all sizes?
- Can visitors get close to the working area?
- Are there interactive components spread throughout the exhibition?

Pauline Fitzgerald/Lynda Kelly

Audience Research

8 January 2007

³ See page 4 of this report

Study 1: Staff/volunteers debrief

Staff and volunteers who worked in *Dinosaur Unearthed* were invited to attend a debrief session when the exhibition closed. They were given a list of questions to think about in advance (see attachment). 16 submitted their responses in writing (mostly front-of-house volunteers) and eight staff attended the debrief session.

What do you consider worked well and what could be improved?

- Hands-on activities
- Placement of dinosaur heads for photo opportunities
- Centrosaur story
- Scientists at work
- Camera link to screen to show close up of work
- Excavation of slab
- Opportunity for asking questions/staff interaction
- Touching real specimens

What observations did you make about the visitor experience within the exhibition?

- Overwhelmingly very positive
- Especially interested in the dig
- Amazement
- Intrigued that actual work was being done in public
- Many questions
- Visitors loved touching specimens on display
- People don't read text panels
- Kids want to display their knowledge while adults want to ask questions
- A social exhibition – lots of opportunities to talk
- An exhibition enjoyed by many different ages

Frequently Asked Questions:

- How do scientists know where to look for fossils
- How are dinosaurs classified
- How old are they
- Is it real or is it a replica
- What kind of dinosaur is it and where did it come from
- How does fossilization occur
- Are there dinosaurs in Australia
- Lots of questions about what it is like to work at a fossil site
- Why is the block in plaster
- How do scientists know which bone is which
- How do you piece all the bits together
- How are bones repaired and restored
- Is a fossil still a bone or is it a rock
- How long will it take to completely assemble this dinosaur
- How did you know it is a centrosaurus
- Are you giving away any bits
- What do you need to study to become a paleontologist
- What tools do you use
- How did it die

Thinking of the lab area in particular what worked well?

- Staff answering questions
- Fossils actually being excavated in the public eye
- Real fossil material touch specimens

How could the lab area be improved?

- Better lighting
- Elevated platform to cater for small children
- Allow visitors to get closer
- Allow visitors to control the camera so they can zoom in on the parts they are interested in
- More labeling of specimens and better signage
- Provide protective clothing as difficult to reach into slab without sustaining fibreglass burns
- Somewhere to wash nearby
- Locate lab centrally so people can move around the outside
- Include a smart board to improve opportunity for interaction
- Include a cabinet of curiosities
- Have books and resource material available
- Pull out drawers which contain what we have found so far
- Larger work benches required

Highlights of the exhibition

- Excavating the dinosaur bones in front of the public
- Seeing the real thing
- Scientists at work
- Staff interaction
- Link between field work and lab work
- Kids interactives provided something for everyone
- Members link and opportunity to promote membership

Suggestions for the new permanent exhibition

The experience

- More interactives
- Working models of dinosaurs like the NHM in London
- Provide interactive, hands-on activities
- Training for staff working on the slab so they can interact confidently with the public

Content

- Dinosaur classification
- Provide information about process of fossilisation
- Provide information about time and place to make the point that not all dinosaurs lived at the same time
- More fossils required
- Make display of process of getting the slabs out clear (bigger images)
- A huge timeline placing this dinosaur in the age of the dinosaurs, then placing other fossils such as Australian megafauna and then the length of time humans have been present

Interpretation

- Bring the experts out!
- A dig in progress should always be included

Design

- Allow visitors to get closer to the slab
- Information at different levels physically and also in complexity
- Don't assume people know – provide more labels

Study 2. Unstructured observations and visitor feedback

“Oh my God Jack, it’s still got blood on it!” (comment from one 6 year old to his friend after carefully examining the 175m year old Camarasaurus leg bone)

Over the course of four days I spent approximately 8 hours in *Dinosaur Unearthed* observing visitor behaviour, chatting to visitors and tracking their movement around the exhibition.

What is your favorite part of this exhibition?

- Fossil dig (32 responses)
- Lab area (9 responses)
- Dinosaur models (12 responses)
- T-Rex head (20 responses)
- All of it (4 responses)
- Rocks for digging in (1 response)

Observations of visitor behaviour in the exhibition

- Big ‘wow’ factor as they enter and see skull and entire skeleton. Most came straight in, up on the plinth to touch the skeleton although many grownups also said ‘don’t touch’. Some confusion over whether they were touch specimens or not
- Most read the labels (aloud to kids) on the first two specimens
- Few read intro text (in 30 min slot 24 ignored text and 9 read it) but most looked at the photos on the shelf of the lab area
- Adults only looked at the diaries
- Height of lab area difficult for kids and those in wheelchairs
- Fossil dig huge attraction
- Chipping at stone very popular
- Little interest apparent in feathered dinosaurs
- Older kids and adults most interested in lab area especially when there was someone to talk to
- Quite clearly the story is not well understood but people genuinely interested when someone spoke to them about it

Study 3. *Scientists for a Day* visitors

I spoke to a group of 10 children aged between 8-12 who participated in the full-day program *Scientist for a Day: exploring the world of palaeontology*.

What did you like the most in this exhibition?

- Skulls especially because you can touch them and put your head into them
- Touching real fossils
- Watching people working
- Rocks to chip at to learn techniques
- Fossil dig
- Large things
- Flesh on the T-rex skull so you can see what they might have looked like
- Entire skeletons
- Leg bone because it is so big, it's real and we can touch it
- Nest with eggs

What would you like to see displayed in our new dinosaur exhibition?

- More fleshed out specimens
- More big stuff
- Better lighting so you can see properly
- Eggs developing and babies growing
- More things to touch

Study 4. Exit survey (n=132)

A visitor survey was undertaken during November 2006, with a total of 132 visitors surveyed as they exited the exhibition. The aim was to obtain a demographic profile of visitors, as well as understand what they liked and what they wanted to see/experience in the new exhibition. The full results are in Attachment 2, with a summary below.

Results showed that compared with general AM visitors, those surveyed for *Dinosaur Unearthed* were more likely to:

- have visited for general visit
- heard by word of mouth
- be less satisfied with overall exhibition than previous paid exhibitions, although comparable with unpaid exhibitions such as *Uncovered* and *The Waterhole*
- rate value for money favourably compared with other paid exhibitions (except *Whodunit*)
- visited with children
- be new visitors
- be aged 30-49 years
- train travelers
- live in Western Sydney

They most liked:

- Watching/listening to staff in the lab (39%)
- The reconstructed dinosaurs (20%)
- Activity/hands-on aspects (14%)
- General information (11%)

Sixty percent said there was no aspects they disliked, and of those that commented (n=53) the majority, 66% wanted the exhibition to be bigger and more of it.

When asked about the **main messages** the exhibition was conveying:

- 36% stated general education about dinosaurs
- 20% understanding the excavation process
- 9% age/history of dinosaurs
- 6% how fossils are discovered
- 5% new discoveries

“How hard it is to find a dinosaur skeleton and bring it out”

“Portraying the difficulty of finding good fossils”

“Looking for dinosaur fossils is ongoing”

“How important it is to present the past”

When asked what they would like to see and experience in the **new exhibition**:

- 59% wanted more dinosaurs/bigger exhibition
- 23% technology – such as videos/movies/shows
- 16% more information about how dinosaurs lived
- 14% more interactives
- 3% working lab area
- 3% information on Australian discoveries

“I would like to see T-Rex, video demos, virtual tour, sound effects. Good to see the live demonstrations”

“To show the relationship of fossils and fossilisation process to the present”

“The bird dinosaurs, lots of skeletons, an artist’s impression of their environment”

“To see original skeletons, real bones, movies, graphics, to see sections of fossilised bones as they have been found on site”

“Audio-visual displays, just to see them existing, roaming, an insight into the way they lived from day to day”

“Technology integrated into the exhibition would make things more interesting, for example dinosaur roars”

Study 5. Feedback forms: *Dinosaur Time to Play* adult participants

In order to evaluate *Dinosaur Unearthed* and inform development of a new Dinosaur exhibition at the Australian Museum, an evaluation of the *Dinosaur* program in the *Time to Play* series was undertaken. The aims of the evaluation were to:

- seek general feedback about the program
- seek specific feedback about *Dinosaur Unearthed*
- seek suggestions for the new permanent Dinosaur exhibition
- collect names of people interested in participating in future research.

A simple form was designed with a series of prompt questions and plenty of space for free-form answers. The prompt questions were:

- What interested you in this specific program?
- What did you and your child enjoy the most? The least?
- What other areas could have been covered?
- What other topics/ issues could be covered in this new exhibition

Workshops were held between 17 – 28 October 2006. A brief introduction to the evaluation was provided by a staff member, and then feedback forms distributed to the adults for completion. A total of 63 forms were received, with results detailed below.

1. Attraction to this particular program

The most common response to this question was that parents were responding to the interests of the child.

- *“My child loves dinosaurs and learning information about them”*
- *“Dinosaurs fascinate everyone”*
- *“It offers hands-on learning and fun for kids”*
- *“Dinosaurs are an interesting topic for any boy toddler*
- *“My kids did the same program last year and really enjoyed it but it was even better this year”*
- *“My son is obsessed with dinosaurs and I was keen for him to play in the museum for that reason”*
- *“... my children enjoy the way they teach through play. Where boring dinosaur facts are taught in a interesting and appropriate way”*

2. Enjoyable elements of the program

The highlight of the program was clearly the workshop space and parents were impressed with both the quantity and quality of the activities offered. Most felt the session was perfectly pitched to both the interests and abilities of the children. The structure of the session with listening time and active participation was considered to be well balanced.

- *“The split between education and play was exactly right for the age group”*
- *“There was a good mix of arts and crafts ,imaginative activities and learning opportunities”*
- *“Great mix of structured and unstructured”*
- *“What I liked most about this program is that it is scientific fun which is rare to find nowadays”*
- *“This was a good introduction to dinosaurs for kids who haven’t had much exposure to the topic”*
- *“What I like most about this program is the opportunity for children to explore materials and nothing is off limits”*
- *“Very helpful friendly staff”*

3. Response to the exhibition

Many parents commented on the physical design of the space and how it was rather inappropriate for small children. The lack of interactive activities and the height of benches were the main area of complaint. The opportunity to touch real fossils was seen as a highlight.

- *“The children were only interested in hands-on activities”*
- *“Need more interactive areas for kids and adults too”*
- *“Kids liked seeing the real size of the dinosaurs”*
- *“Being able to touch and feel items is very important”*
- *“Hard to hear and control(the group) in the exhibition”*

4. Suggestions for a new exhibition

A large number of suggestions were made and interactive components featured strongly, supporting the notion that children (and many adults) enjoy learning through active participation. Listed below are the suggestions made by respondents:

The experience

- Replica dig with tools used to excavate bones
- Touch screens or light activated by buttons showing dinosaurs through time
- Fossils that can be seen through magnifying lamps
- Boxes where kids can put their hand in and feel a dinosaur, guess what it is and then lift a flap to see if they are right
- Puzzles to match food with its consumer encouraging kids to look at teeth and guess what they would eat
- A theatrette to watch short movies
- Stories and puppets
- Life size light show on the wall to illustrate actual size of dinosaurs
- Dress ups
- Magnifying glass over amber with bugs inside
- Large meat eater skeleton
- Real bones to touch
- Lots of pictures of dinosaurs
- Something visual or tactile on how dinosaurs became extinct
- Life size exhibits
- As much ‘hands-on’ stuff as possible
- A kid friendly documentary
- A footprint hunt and identification
- Encourage kids to act like a scientist
- Footprints on the ground – comparing sizes
- Dinosaur puppet show
- Question sheet to find answers to things as you go through the exhibition
- Height charts so you can compare sizes of dinosaurs
- Something to take home
- A basic information book on dinosaurs to take home and discuss after you’ve left the museum

Content

- Talk about what happened to the dinosaurs
- Australian dinosaur stories
- Link between environmental issues (current) and how similar changes contributed to their extinction

- Show types of food available to dinosaurs
- Show what herds looked like moving around
- Talk about what happened to the dinosaurs
- Link between environmental issues (current) and how similar changes contributed to their extinction
- Show types of food available to dinosaurs
- Show what herds looked like moving around
- A map to show where in the world dinosaurs lived
- Chart to show all the dinosaurs and how they relate
- How fossils develop in a phased way
- Where the fossils were found, evolution, why they died, how they lived, Australian dinosaurs
- Have a vegetation section to understand what the world looked like

Interpretation

- Staff available to answer questions and explain

Design

- Good to walk around and under dinosaurs to gain a real sense of the size especially with flesh on
- Hanging things so interest at different levels
- Buttons to push – overall important to have activities at the right height
- More hands-on sensory activities
- Sound effects

Study 6. Focus group with NOVA

NOVA is a Disability Employment Agency, funded by the Australian Government's Department of Employment & Workplace Relations. They are a supported employment program offering specialist job seeking assistance and post placement support. NOVA primarily works with young people who have an Intellectual Disability and are likely to require on-going help to stay in work. NOVA is an “open employment” program, finding jobseekers work in the general community with the same working conditions as people who do not have a disability⁴.

Trainees aged 16-21 years and their job coaches have made three visits to the Museum since 2005. The purposes of the visits were to:

- give feedback to the Museum on specific exhibitions (*Whodunit*; *How to Make a Monster* and *Dinosaur Unearthed*) from the perspective of those with intellectual disabilities
- develop trainees' skills so they feel more confident visiting a museum and in giving their feedback and advice
- provide both trainees and their job coaches an enjoyable, social and meaningful experience that will encourage them to return

Eleven trainees and four job coaches visited the Museum on 10 November 2006 to provide feedback about *Dinosaur Unearthed*, as well as *search & discover*.

Feedback *Dinosaur Unearthed*

1. *What stood out for them?*

- the large, sharp teeth and stegosaurus tail
- T-Rex head you could put your own head in and take a photo
- finding out how old the dinosaurs were
- feeling bones and putting them together
- coloured feathered dinosaurs – never seen before, didn't know about the variety
- (NB. as a topic dinosaurs are a real hit even with this age group and ability levels)

2. *What could be better?*

- Staff need to provide more explanations pitched at their level of understanding
- More computers to tell stories
- More touch and feel

3. *What could be in new exhibition?*

- An iPod tour
- Noises and movement – growling
- Have large dinosaur leg bone for you to compare your height too (and take a photo!)
- Digging/lab area
- People to ask questions of that can answer in plain language
- Comparisons that are relevant to them (for example, they suggested saying that a dinosaur weighs the same as 4 buses, rather than 18 tons which means nothing to them)
- Information on touch screen computers
- Information about what dinosaurs eat: were they meat eaters or vegetarians?
- Information about why dinosaurs were wiped out

⁴ See <http://www.novaemployment.com.au/about.asp>

- Make clear that people weren't around same time as dinosaurs
- They felt a mix of real and cast specimens was OK

Feedback about search & discover

1. What they liked:

- Opening drawers
- The preying mantis (green colour, "tickly" feel, cute and they felt "brave" holding it)
- Computers and microscopes
- Live animals
- Seeing the megafauna through the glass doors

2. What else they want (they were asked to finish the sentence "Please make sure the Museum ..."):

- has computers that "talk" (i.e. with sound and verbal instructions, not just written)
- includes the sounds birds make, as well as the bird itself
- keeps lots of animals on display – kangaroos, wombats, echidnas, koalas, blue tongue lizards, spiders
- provides information about how to protect endangered animals
- displays colourful animals
- has more things to touch
- emphasises sound more, for example, press a button the hear the animal sounds
- includes marine animals, such as giant squids, dolphins and other ocean animals
- provides magnifying glasses, as well as microscopes
- has exhibitions on life after death; human evolution; megafauna

ATTACHMENT 1: *Dinosaur Unearthed* Debrief Form

1 What do you consider worked well and what could be improved?

2 What observations did you make about the visitors experience within the exhibition?

3 What are some of the questions you were asked by the public?

4 Thinking about the lab area in particular please comment on the following

- What worked well?
- What was missing?
- How could the physical environment be improved?
- Equipment provided?
- Specimens available?

5 What do you consider to be the highlights of the exhibition?

6 What one suggestion/recommendation would you make for the new gallery?

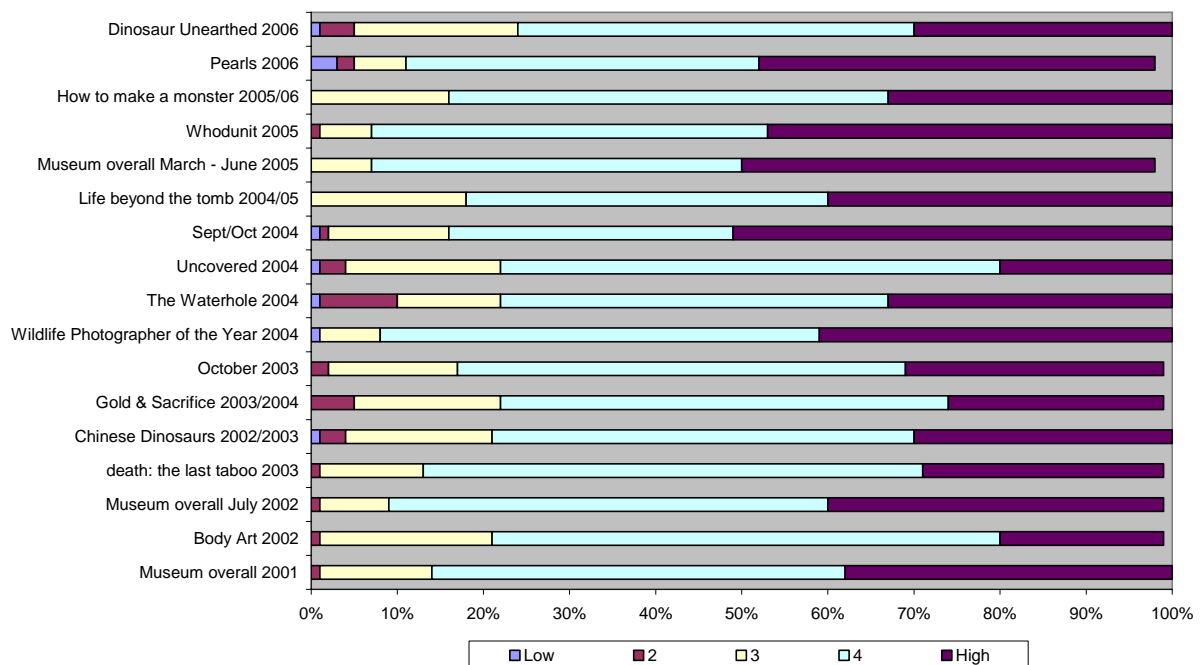
ATTACHMENT 2: EXIT SURVEY DETAILED FINDINGS

1. Comparisons: *Dinosaur unearthed* and AM general samples

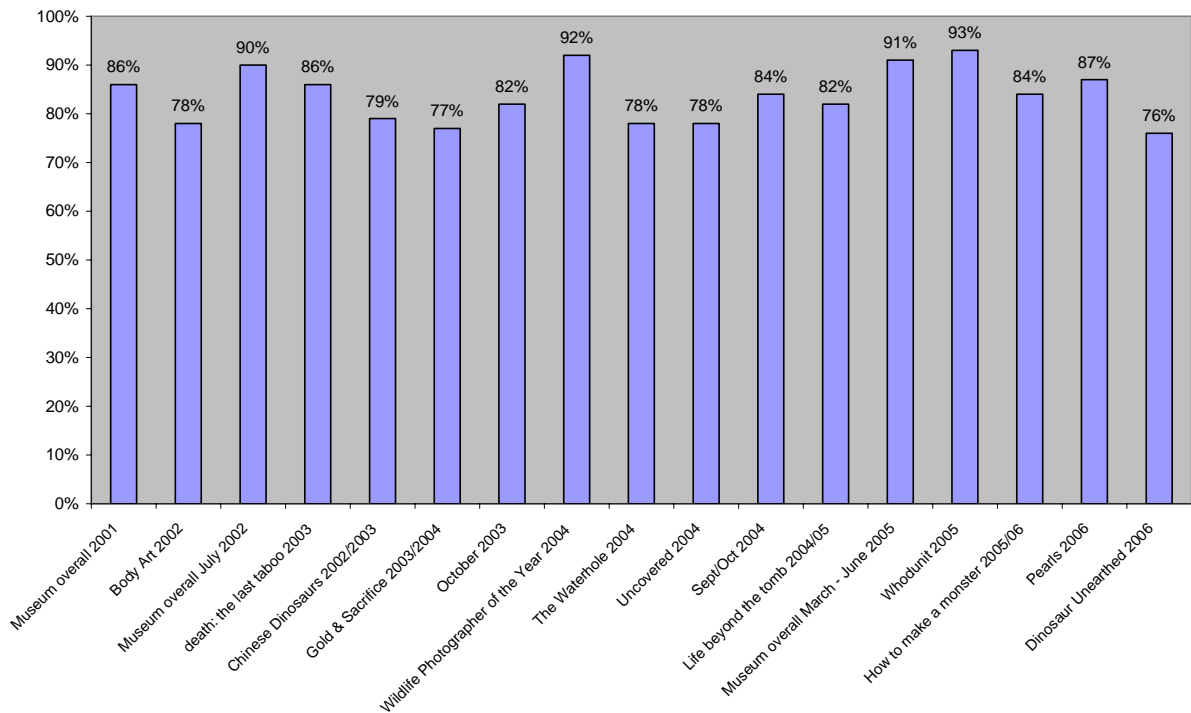
	Dinosaur unearthed (n=132)	05/06 AM Visitor Profile (n=1,218)
Why visited Museum	<ul style="list-style-type: none"> 51% general visit 33% dinosaur unearthed 14% tourist destination 	<ul style="list-style-type: none"> 31% general visit 24% Special exhibition 15% tourist destination
Visitor type	<ul style="list-style-type: none"> 40% family; 27% alone; 8% friends; 16% spouse/partner; 8% family & friends 41% had one adult in group; 46% two adults and 13% three+ adults 52% had children in group (53% one child; 24% two children; 24% three +) 38% had visited AM before; 62% new visitors 2% TAMS members; 21% aware of TAMS 2% aged <19; 26% aged 20-29; 31% aged 30-39; 22% aged 40-49; 8% aged 50-59; 8% aged over 60 70% university/post graduate; 15% technical college; 15% high school 32% traveled by train; 27% walked; 26% came by car/motorbike; 11% by bus 60% live in Australia; 45% born in Australia 42% Sydney residents (n=79): 34% from inner/East; 34% Northern Sydney; 9% Southern Sydney; 16% Western Sydney; 7% outer Sydney 10% earned under \$25K; 11% earned \$25-49K; 9% \$50-75K; 20% \$75-100K; 17% \$100-150K; 6% \$150-200; 9% over \$200K; 18% no answer 	<ul style="list-style-type: none"> 42% family; 22% alone; 12% friends; 14% spouse/partner; 4% family & friends; 4% organised tour or group 39% had one adult in group; 50% two adults and 11% three+ adults 38% visited with children 50% had visited AM before; 50% new visitors 4% TAMS members; 34% aware of TAMS 3% aged <19; 20% aged 20-29; 24% aged 30-39; 19% aged 40-49; 14% aged 50-59; 16% aged over 60 64% university/post graduate; 19% technical college; 15% high school 24% traveled by train; 31% walked; 20% came by car/motorbike; 16% by bus 62% live in Australia; 46% born in Australia 45% Sydney residents (n=555): 40% from inner/East; 31% Northern Sydney; 12% Southern Sydney; 9% Western Sydney; 8% outer Sydney 10% earned under \$25K; 11% earned \$25-49K; 16% \$50-75K; 15% \$75-100K; 18% \$100-150K; 7% \$150-200; 8% over \$200K; 14% no answer
Seen/heard before visit	<ul style="list-style-type: none"> 22% tourist brochure 24% word of mouth 17% billboard/sign outside 8% ad in SMH 2% internet; National Geographic 1% ad at Town Hall station 25% didn't hear/just walked in 	<ul style="list-style-type: none"> 19% tourist brochure/map 17% word of mouth 16% billboard/sign outside 8% ad in SMH 6% Internet

Satisfaction	<ul style="list-style-type: none"> • 30% very satisfied with exhibition; 46% somewhat satisfied; 19% neutral • 43% very satisfied with value for money; 31% somewhat satisfied; 16% neutral; 1% somewhat dissatisfied; 3% not at all satisfied • 88% would recommend exhibition to others 	<ul style="list-style-type: none"> • 35% very satisfied with general exhibitions; 40% somewhat satisfied; 13% neutral • 45% very satisfied with value for money; 32% somewhat satisfied; 15% neutral; 6% somewhat dissatisfied; 1% not at all satisfied • 95% would recommend AM to others
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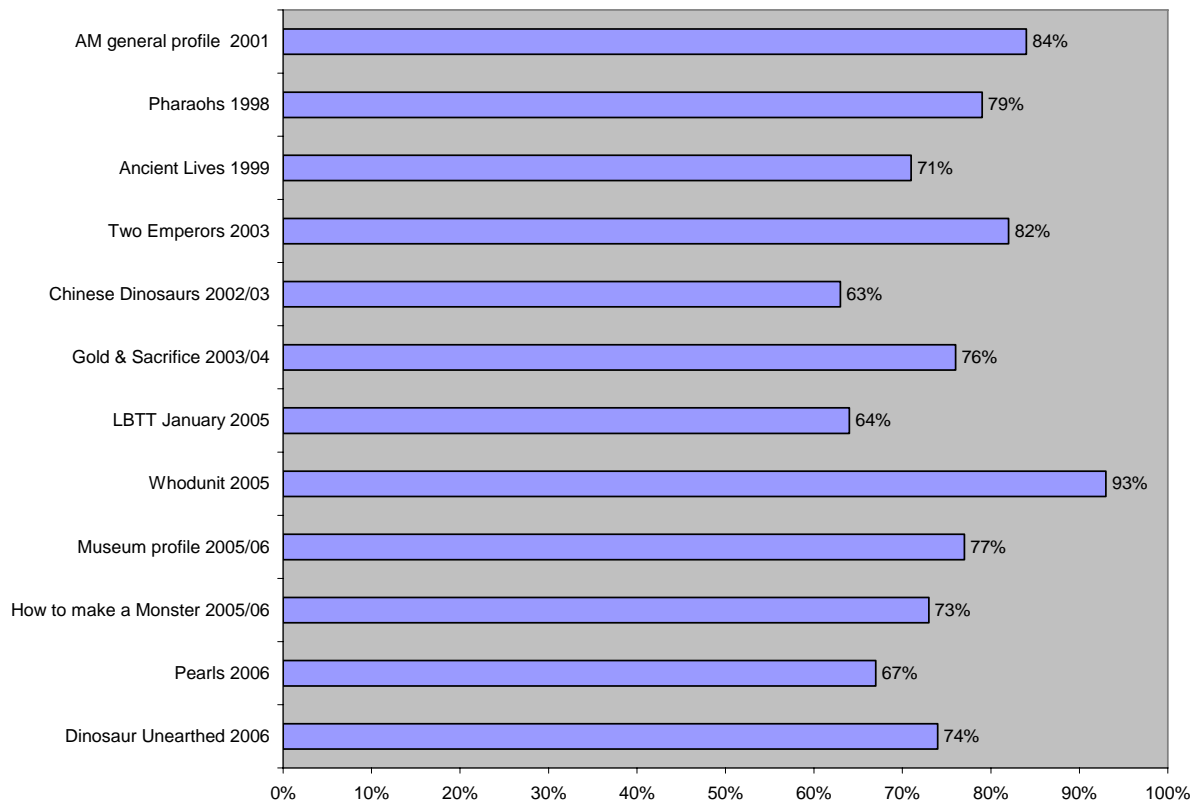
2. Overall rating of exhibition comparisons (scale of 1-5)



3. Overall rating of exhibition comparisons (high rating 4 or 5)



4. Value for money comparisons (high rating 4 or 5)



**DINOSAUR UNEARTHED VISITOR SURVEY:
NOVEMBER 2006 RESULTS**

MOTIVATION

Main reason for visiting the Museum today:

general visit 51%
to see *Dinosaur Unearthed* exhibition .. 33%
to see *Ko Tawa* exhibition 2%
tourist destination 14%

COMMUNICATION MEDIA

What seen or heard about the exhibition before visit today:

friends/family/other people 24%
tourist brochure 20%
billboard/sign outside 17%
just walked in 8%
ad in Sydney Morning Herald 8%
internet 2%
Guide book 2%
ad at Town Hall railway station 1%
didn't hear prior to visiting 17%

FEEDBACK

On a scale of 1-5 with 1 being not at all satisfied and 5 being very satisfied, how would you rate ...

	HIGH				LOW	d/k
Overall exhibition	30%	46%	19%	4%	1%	
Value for money	43%	31%	16%	1%	3%	6%

Would recommend the Australian Museum to others as a place to visit:

No 2%
Yes 88%
Unsure 10%

EXHIBITION FEEDBACK/NEW EXHIBITION

One aspect of the exhibition MOST liked:

Watching/listening to staff in lab 39%
Reconstructed dinosaurs 20%
Activities/hands on 14%
Information 11%
Fossils 4%
Size of dinosaurs 2%
Other 8%
Don't know/not answered 3%

One aspect of the exhibition LEAST liked:

Nothing 60%
Exhibition too small/not enough 27%
Lack of information 2%
Staff working there 2%
Poor lighting 2%
Other 7%
Don't know/not answered 1%

Main message/idea Museum trying to convey:

Education about dinosaurs 36%
Excavation process 20%
Age/history of dinosaurs 9%
How fossils are discovered 6%
New discoveries 5%
Interaction with staff 2%
Other 8%

What like to see and experience in new exhibition:

More dinosaurs/bigger exhibition 59%
Technology – videos, movies, shows 23%
More info on how dinosaurs lived 16%
More interactive activities 14%
Working lab areas 3%
Australian discoveries 3%
other 4%
don't know/not answered 2%

DEMOGRAPHICS

Who visited with:

By yourself	27%
With family.....	40%
With friends	8%
With family & friends	8%
With spouse/ partner	16%
Tour group.....	2%

How many people in group:

1 adult	41%
2 adults.....	46%
3+ adults	13%
1 child.....	27%
2 children.....	12%
3+ children	12%

Visited Museum before:

No.....	62%
Yes	38%

How long since last visit (n=50):

Less than 12 months	20%
1 year or more, less than 2 years	20%
2 years or more, less than 5 years	20%
5 years or more, less than 10 years	24%
10 years or more	16%

Likely to visit in next 12 months:

No.....	42%
Yes	31%
Unsure.....	27%

(72% of OS residents not likely to re-visit)

Museums/places visited in the past 3 months:

	YES	NO
Powerhouse Museum	27%	73%
Art Gallery of NSW	26%	74%
Taronga Zoo	37%	62%
Sydney Aquarium	42%	58%
Maritime Museum (Darling Harbour)	23%	77%
Museum of Contemporary Art	14%	86%

Member of TAMS:

No.....	98%
Yes	2%

If no, aware of existence of TAMS:

No.....	79%
Yes	21%

Age:

16-19 years	2%
20-24 years	9%
25-29 years	17%
30-34 years	15%
35-39 years	16%
40-44 years	17%
45-49 years	5%
50-54 years	5%
55-59 years	3%
60-64 years	2%
65-69 years	2%
70-74 years	2%
75+	2%

Highest educational level attained to date:

Primary school.....	0%
High school.....	15%
Technical College.....	15%
University – undergraduate	38%
University – postgraduate	32%

Approximate annual household income:

Under \$25,000.....	10%
\$25,000 - \$49,999	11%
\$50,000 - \$74,999	9%
\$75,000 - \$99,999	20%
\$100,000 - \$149,999	17%
\$150,000 - \$199,999	6%
\$200,000 and over	9%
Not answered	18%

Residence:

Inner/east Sydney	24%
Northern Sydney	24%
Southern Sydney.....	6%
Western Sydney.....	11%
Outer Sydney	5%
Other NSW	10%
Other Australia	10%
UK	7%
North America	8%
Germany	3%
France.....	1%
Other Europe.....	6%
Japan	4%
China.....	2%
Other Asia	6%

Country of birth:

Australia	45%
Overseas.....	55%

How travelled to Museum:

Train.....	32%
Bus	11%
Ferry.....	1%
Taxi	2%
Car/motorbike/motor scooter	26%
Car (dropped off).....	2%
Walked only.....	27%

Other comments:

Enjoyed Museum/liked it all	18%
Friendly helpful staff.....	2%
More exhibits/update exhibits	2%
Reasonable priced.....	2%

GENDER

Gender:

male	52%
female	47%