

Australian Museum

Jurassic Lounge season 2

Online Survey Results

Chris Lang
December 2011

nature culture **discover**



After a successful first season from February to April 2011, a second season of *Jurassic Lounge* ran from August 2nd to September 20th 2011.

An online survey of people who attended the second season was conducted in December 2011 using SurveyMonkey. The following graphs form an analysis of the 100 respondents.

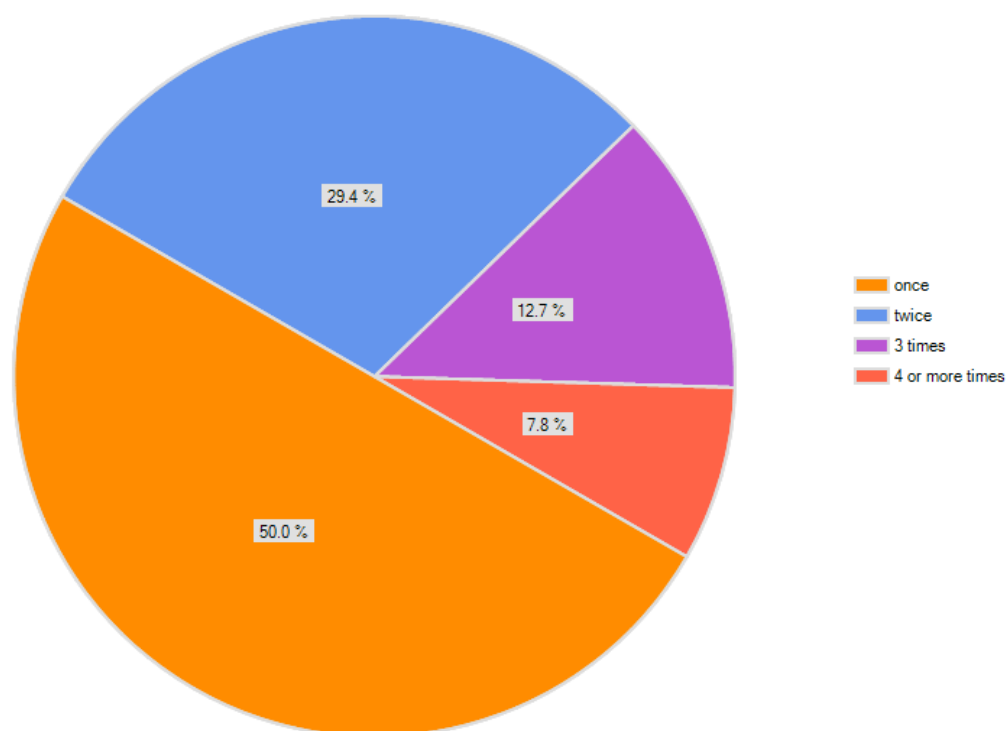
Jurassic Lounge will return for a third season in January 2012.

Comparisons to season 1 online results

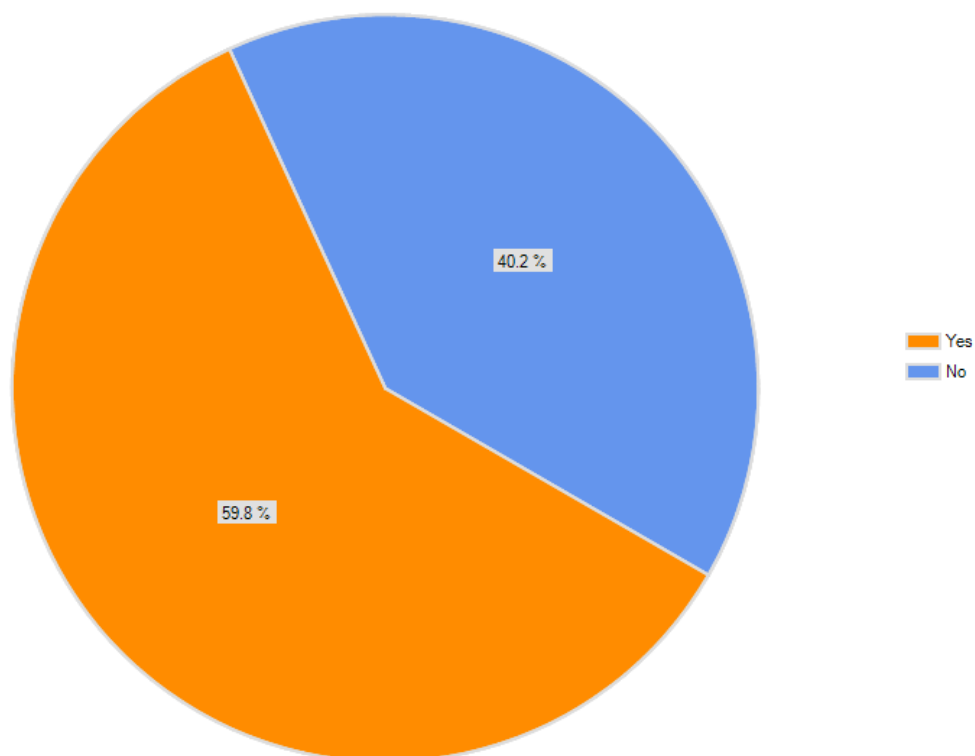
- Repeat visitation significantly increased. In season two 50% of those surveyed had visited *Jurassic Lounge* more than once, compared to 33% in season one. 60% of season two respondents had come to season one.
- Most people visited with friends, followed by partner/spouse and workmates. Around a third of visitors visited with one other person, although some groups consisted of more than ten people.
- Approximately two thirds of respondents were female in both online surveys.
- Half of visitors were aged 25 to 34. Season two showed an increase in 18 to 24 year olds, and a corresponding decrease in over 35s.
- Educational levels have risen slightly, with an increase from 47% to 57% of those having attained at least undergraduate qualifications.
- Half of people in both seasons heard about *Jurassic Lounge* through word of mouth. An increasing proportion have heard about it through online channels (Jurassic Lounge Facebook page, website and Twitter). The number of people who had seen it mentioned in SMH had decreased.

ATTENDANCE

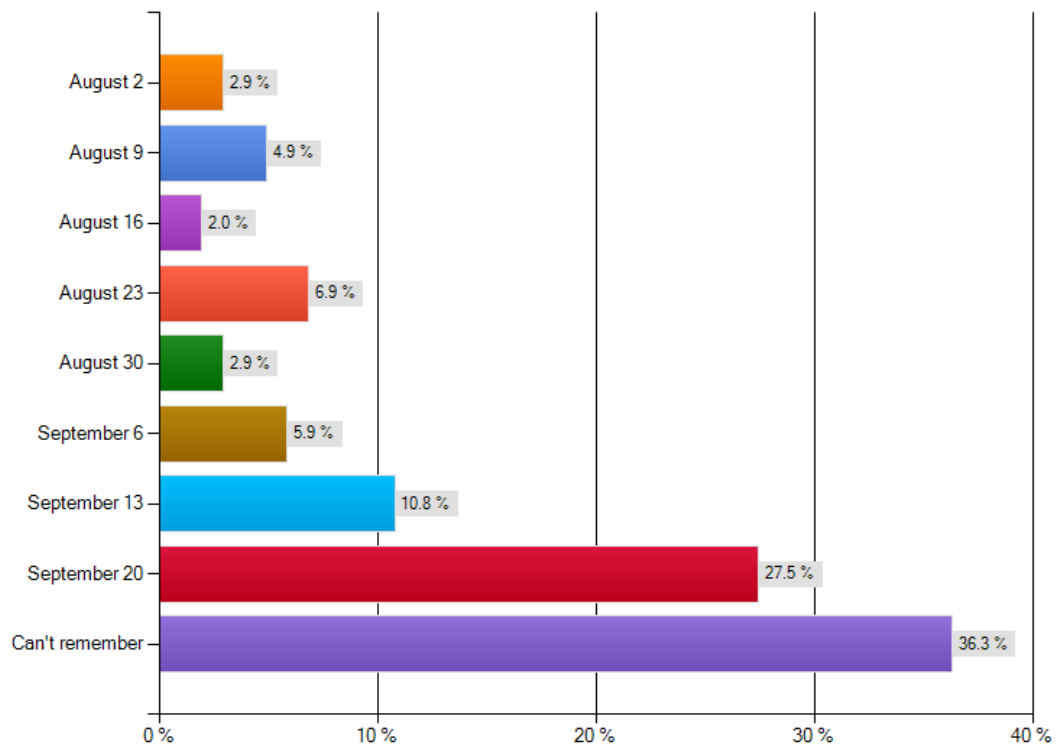
How many times did you visit Jurassic Lounge in season 2 (August to September 2011)?



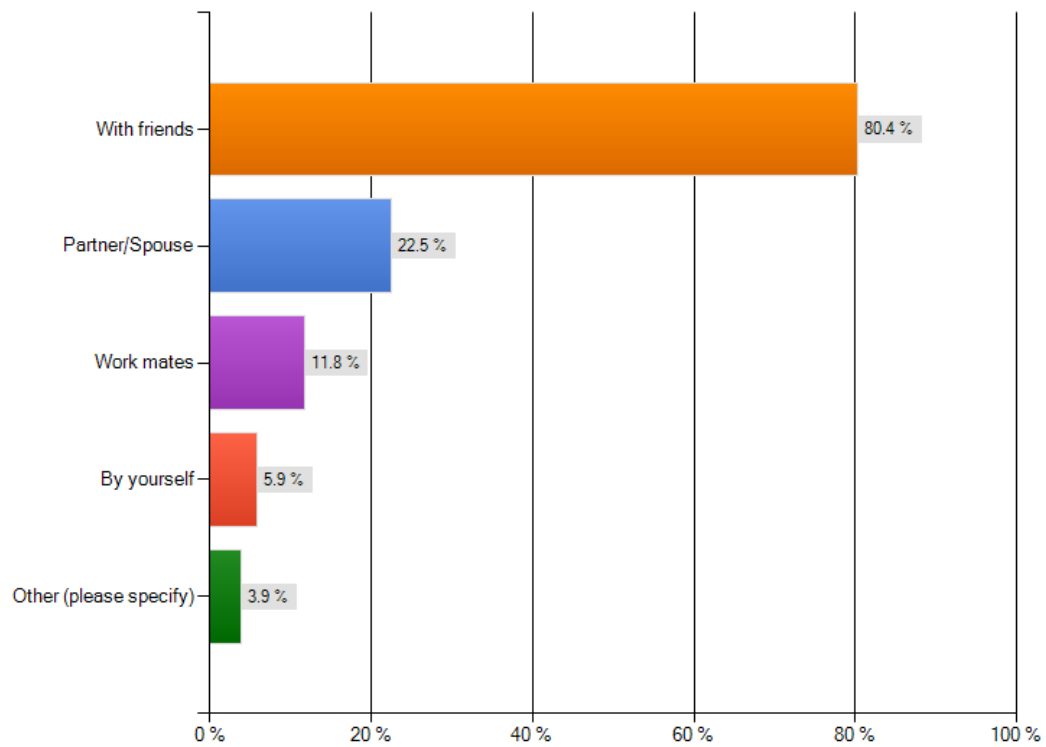
Did you come to Jurassic Lounge's first season (February to April 2011)?



When was your last visit to Jurassic Lounge?



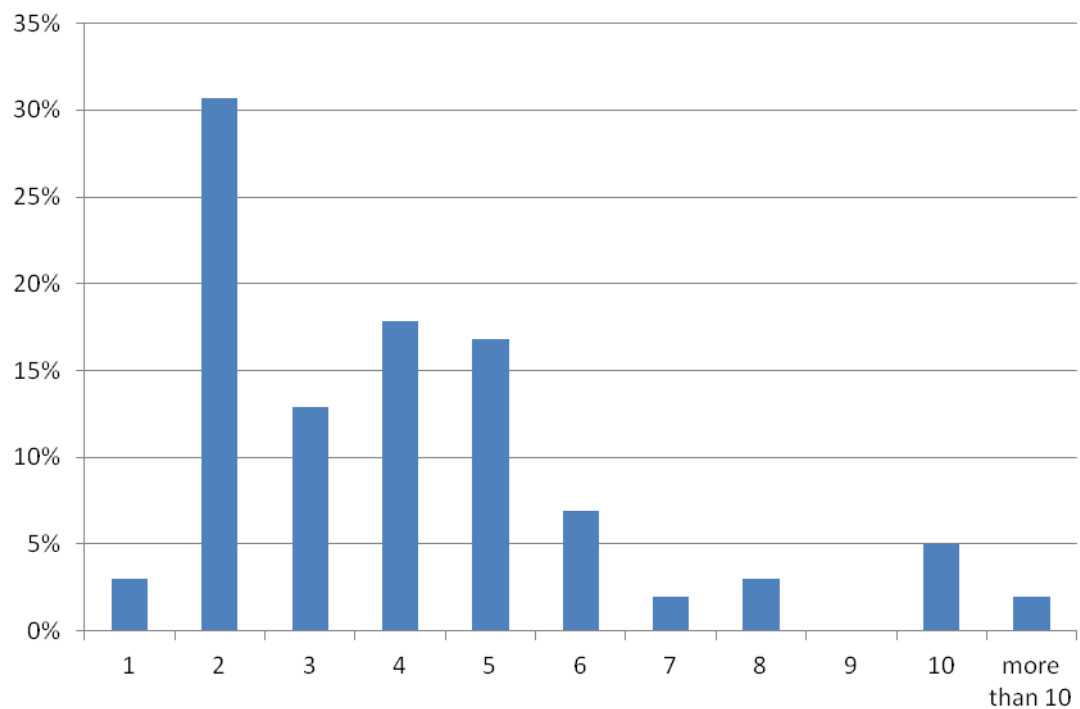
Who did you visit with?



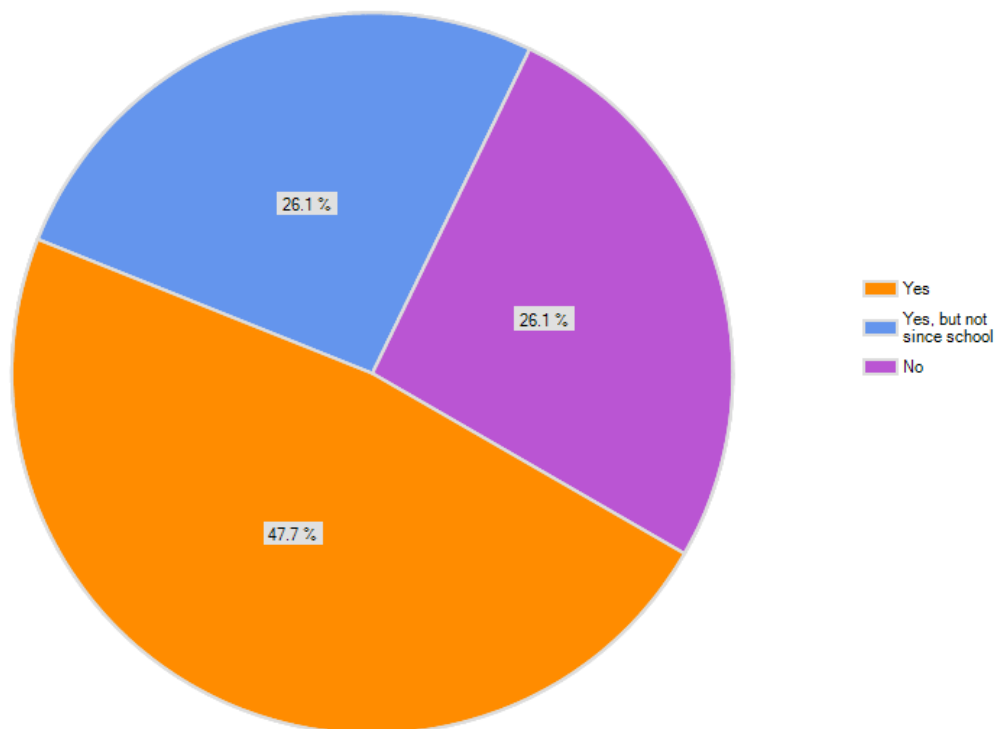
Why did you come to Jurassic Lounge?

Acts **Atmosphere** Awesome Burlesque **Dinosaurs**
Friends **Fun** Great Concept **Interesting** Jurassic
Lounge Loved **Museum** **Music** Play Setting **Silent**
Disco **Sounded** Wanted weird Word of Mouth

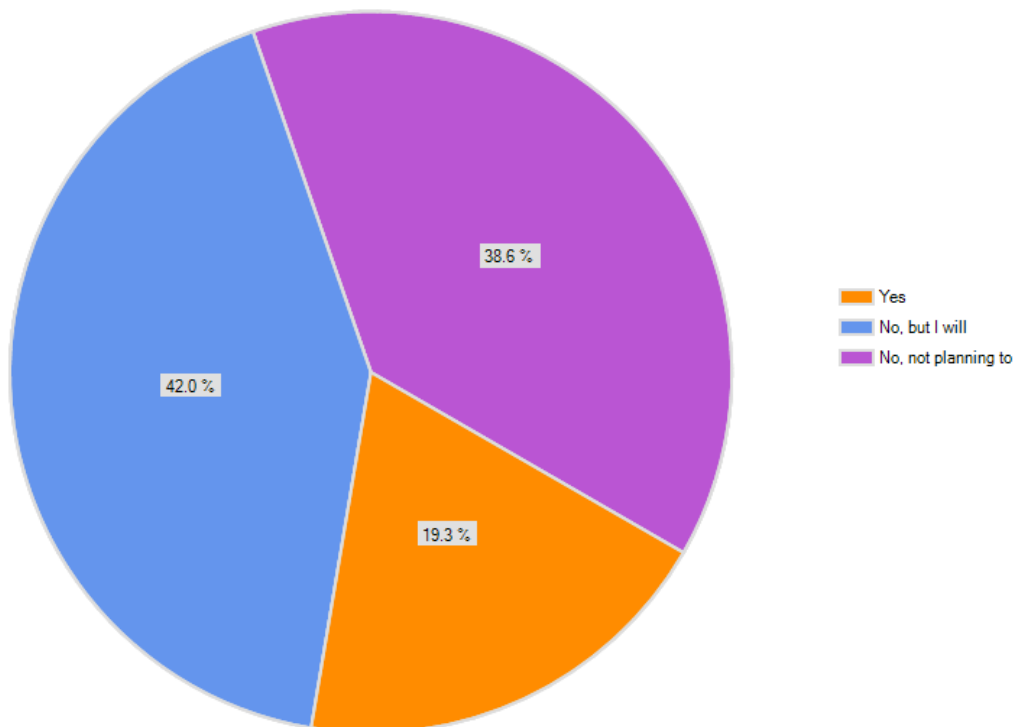
How many people were in your group?



Had you visited the Australian Museum before coming to Jurassic Lounge?

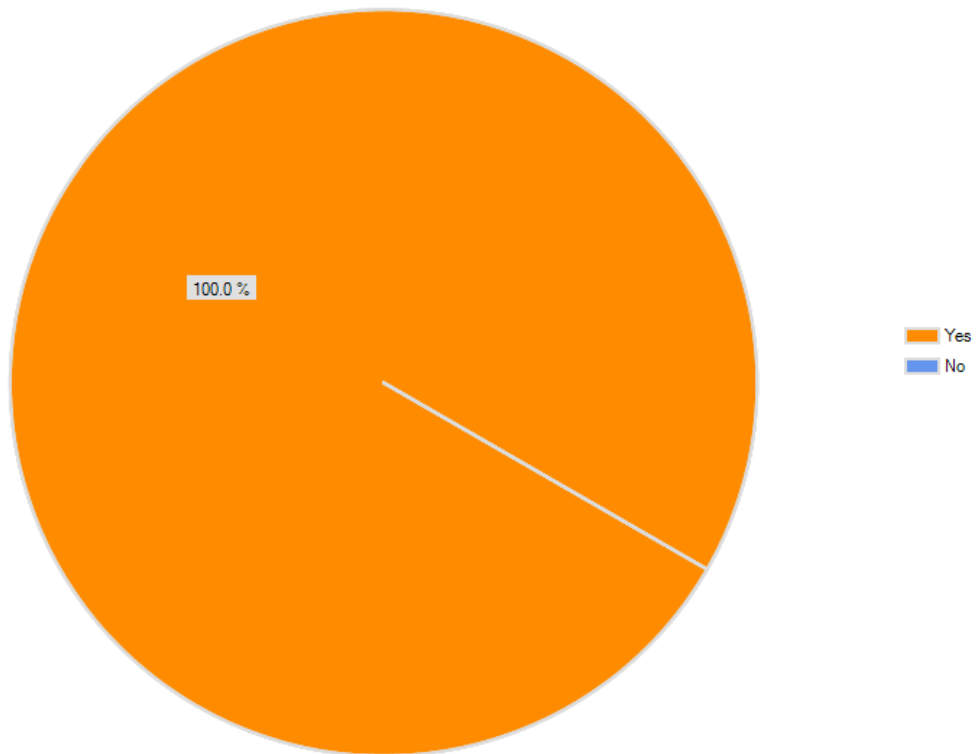


Have you visited the Australian Museum during the day since you came to Jurassic Lounge?

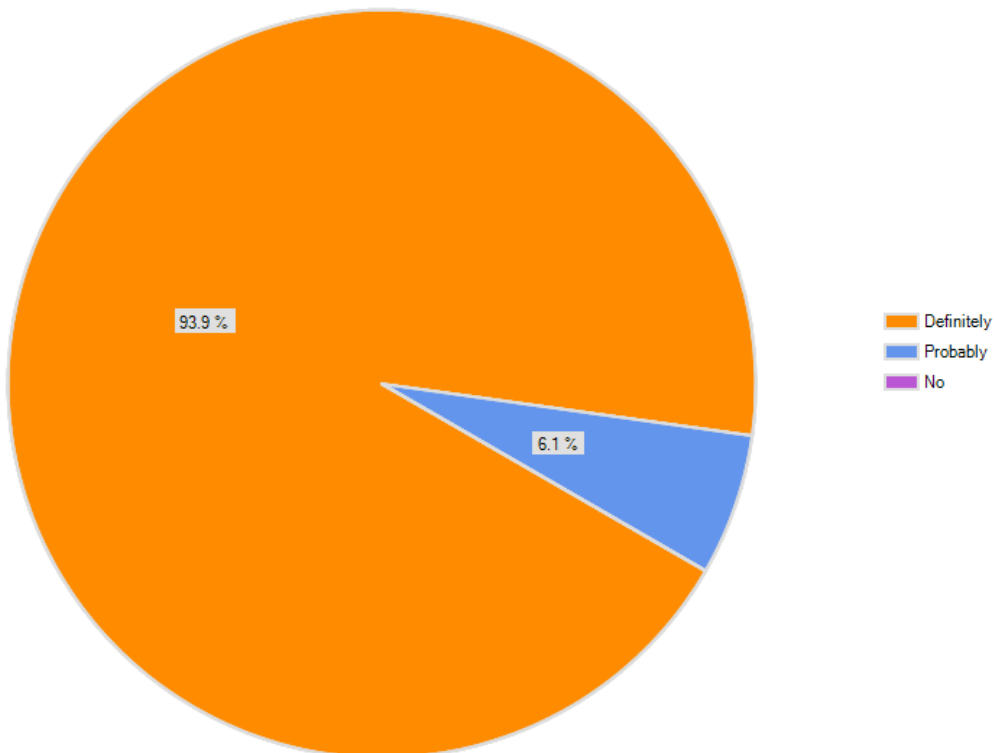


EXPECTATIONS AND SATISFACTION

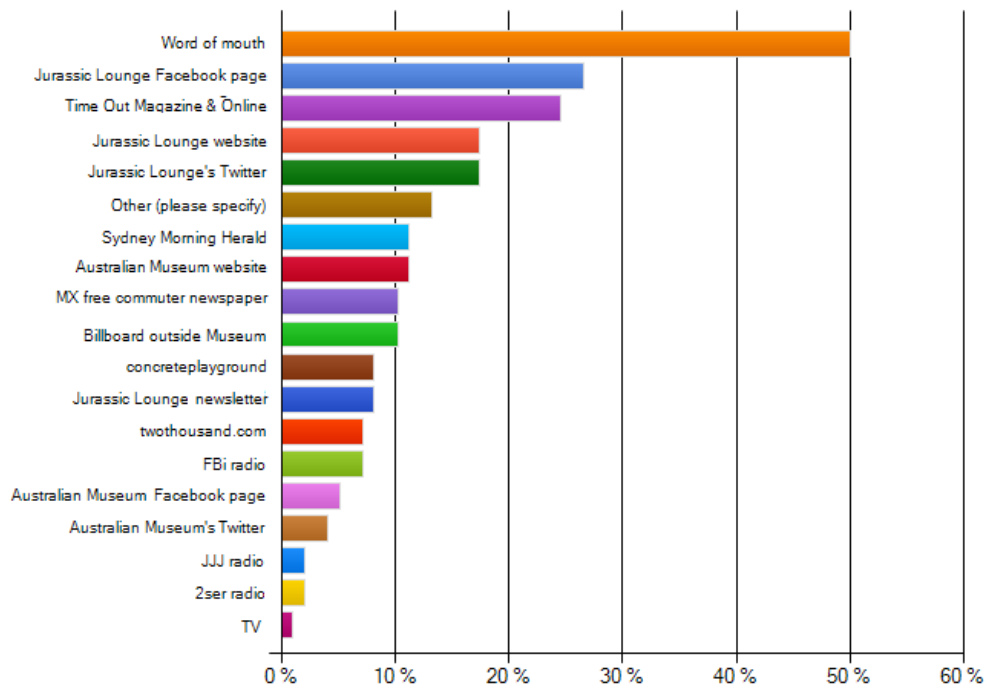
Would you come to Jurassic Lounge again?



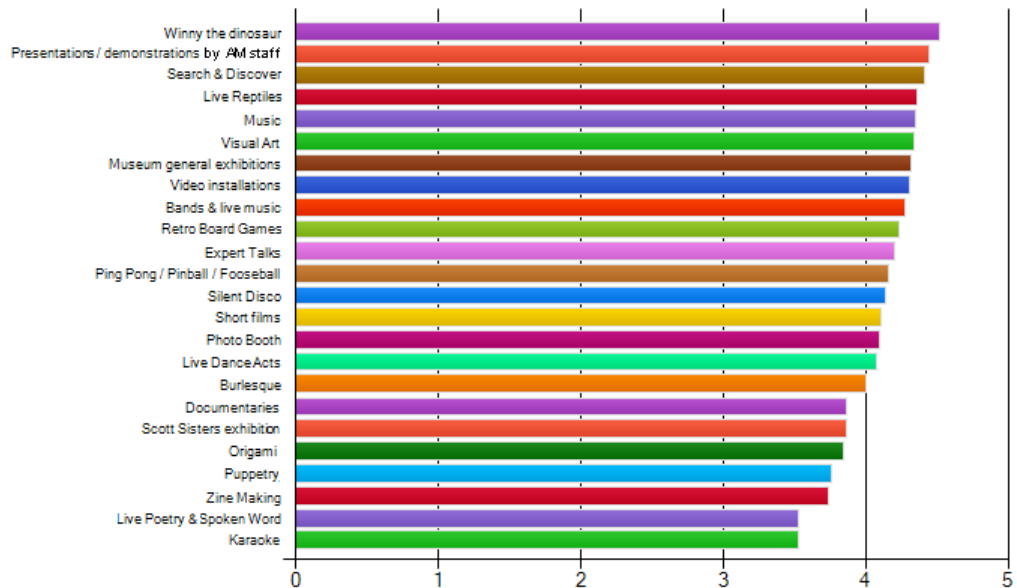
Would/did you recommend Jurassic Lounge to your friends?



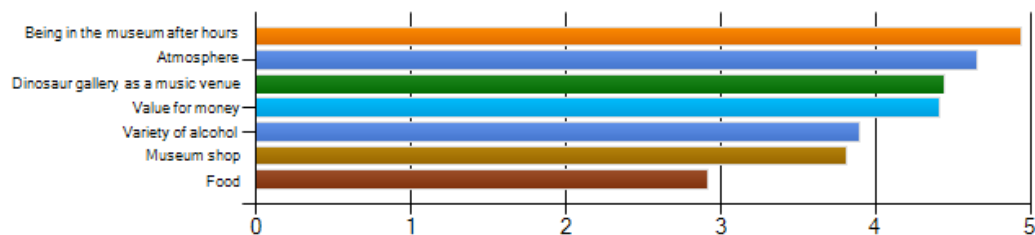
Where did you hear about Jurassic Lounge? (Tick as many as you like)



On a scale of 1-5 with 1 being not at all satisfied and 5 being very satisfied (6=Don't know), how would you rate



On a scale of 1-5 with 1 being not at all satisfied and 5 being very satisfied (6=Don't know), how would you rate



What one aspect of Jurassic Lounge did you like MOST?

Showing 21 Most Important Words and Phrases

Atmosphere Bands Burlesque chilled
Dinosaurs Exhibits Hanging Hard Karaoke **Live** Making
Museum Music Play Silent Disco Space Taxidermy
Variety Vibe Wander Winny

What one aspect of Jurassic Lounge did you like LEAST?

Showing 23 Most Important Words and Phrases

Acts Air Alcohol Animals **Bar** Burlesque Crowds
Dinner Drinks Finish **Food** Hard Karaoke Lines
Little Live Reptiles Missed **Museum Music** Performances
Short Silent Disco Variety

Is there anything we should have included in Jurassic Lounge but didn't?

Showing 17 Most Important Words and Phrases

Art Exhibits Face Painting Food Interaction
Live Lounge Museum Music Nope Room Space **Speed**
Dating Stuff Themed **Think** Variety

What bands or other entertainment would you like to see play at Jurassic Lounge?

Showing 17 Most Important Words and Phrases

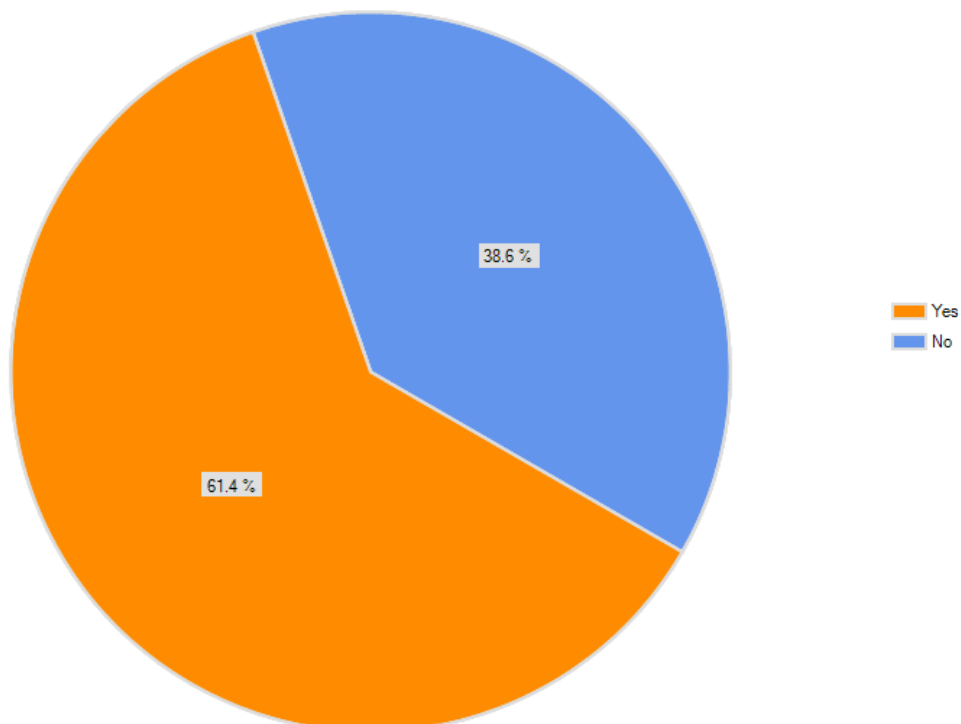
Acoustic Acts Artist Bands Big Burlesque Definitely Far
Gay Paris Hip Hop Kids of Hungary Live Local Magic
Show Music Projections Stuff

Who would you like to hear give a talk at Jurassic Lounge, or what subjects, fields or experts would you like to hear?

Showing 16 Most Important Words and Phrases

Artists David Dinosaur Doctor Karl Evolution
Experts Hear John Local Museum Prize Science
Talks TED Understand Wildlife

Is this the type of event you would expect the Australian Museum to be doing?

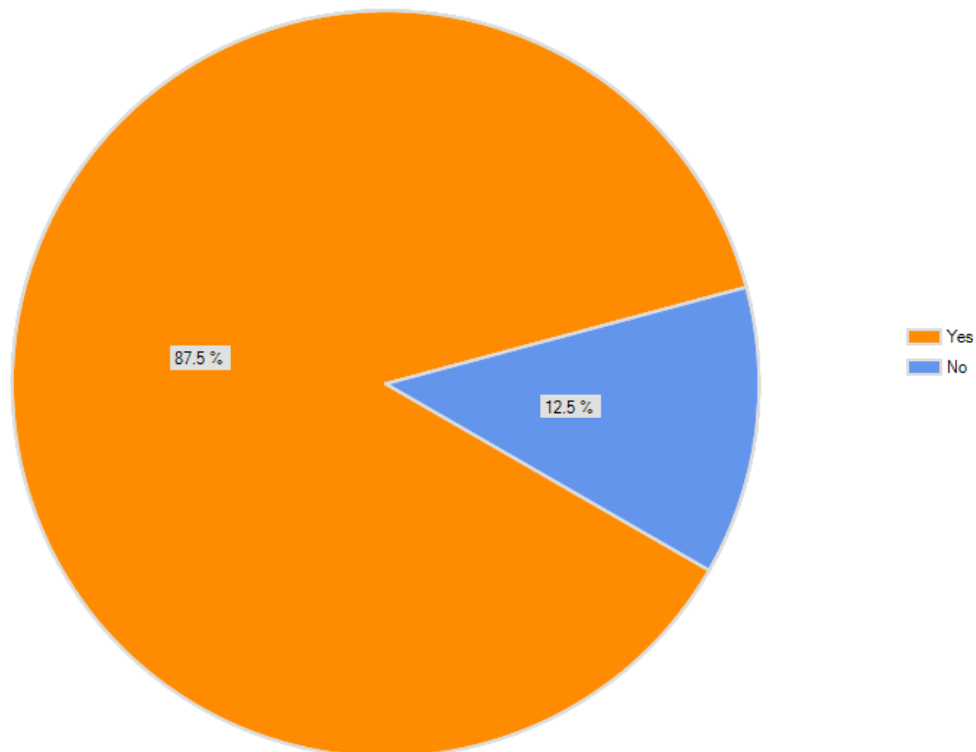


Is this the type of event you would expect the Australian Museum to be doing?

Showing 9 Most Important Words and Phrases

Fun Idea Interested Museum School Sort Surprised
Sydney Unexpected

Has Jurassic Lounge changed how you see the Australian Museum?



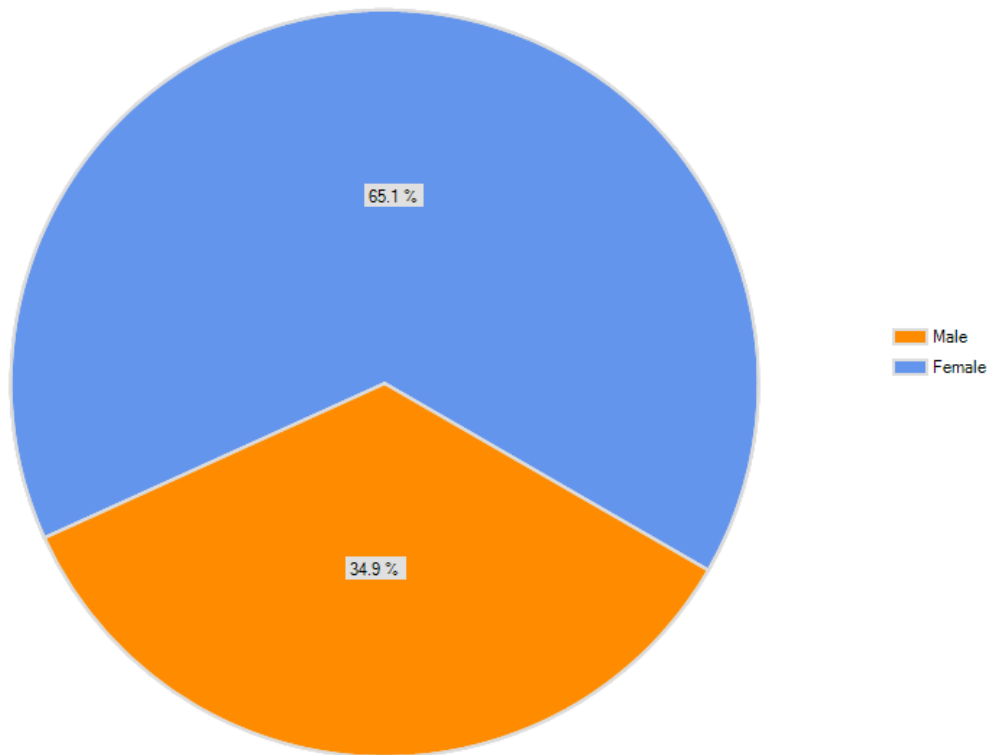
Has Jurassic Lounge changed how you see the Australian Museum?

Showing 14 Most Important Words and Phrases

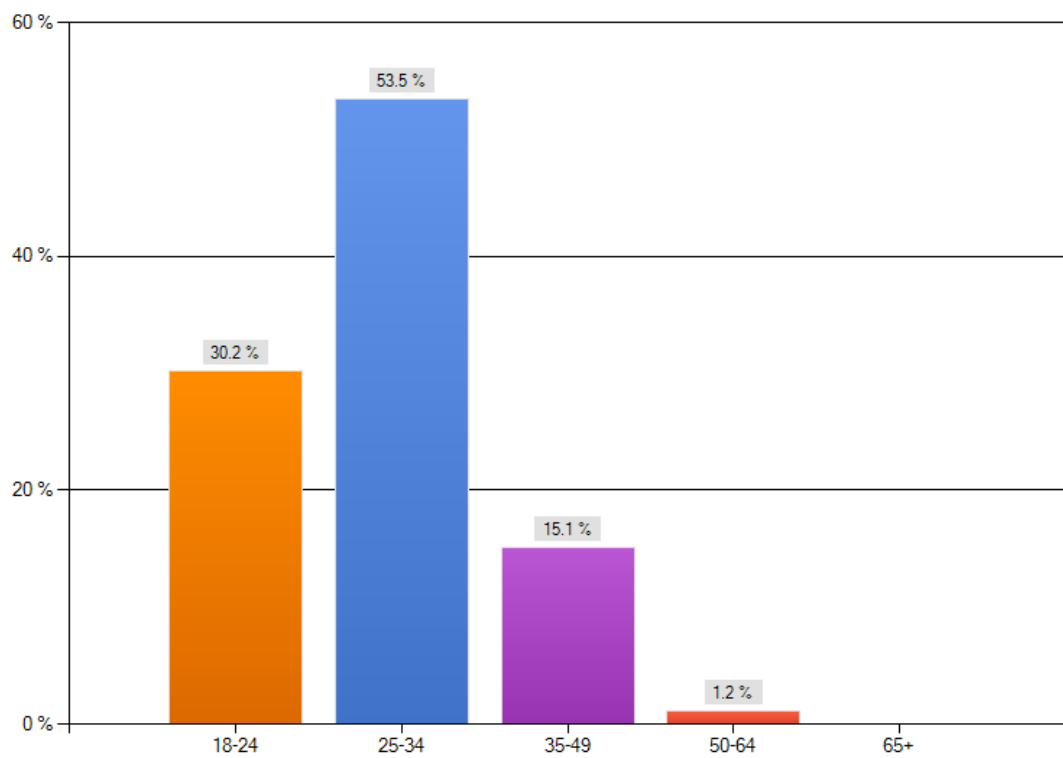
Audience Boring Cooler Events Exciting Exhibitions Fun
Interesting Longer Modern Museum Place Relevant
Targeting

DEMOGRAPHICS

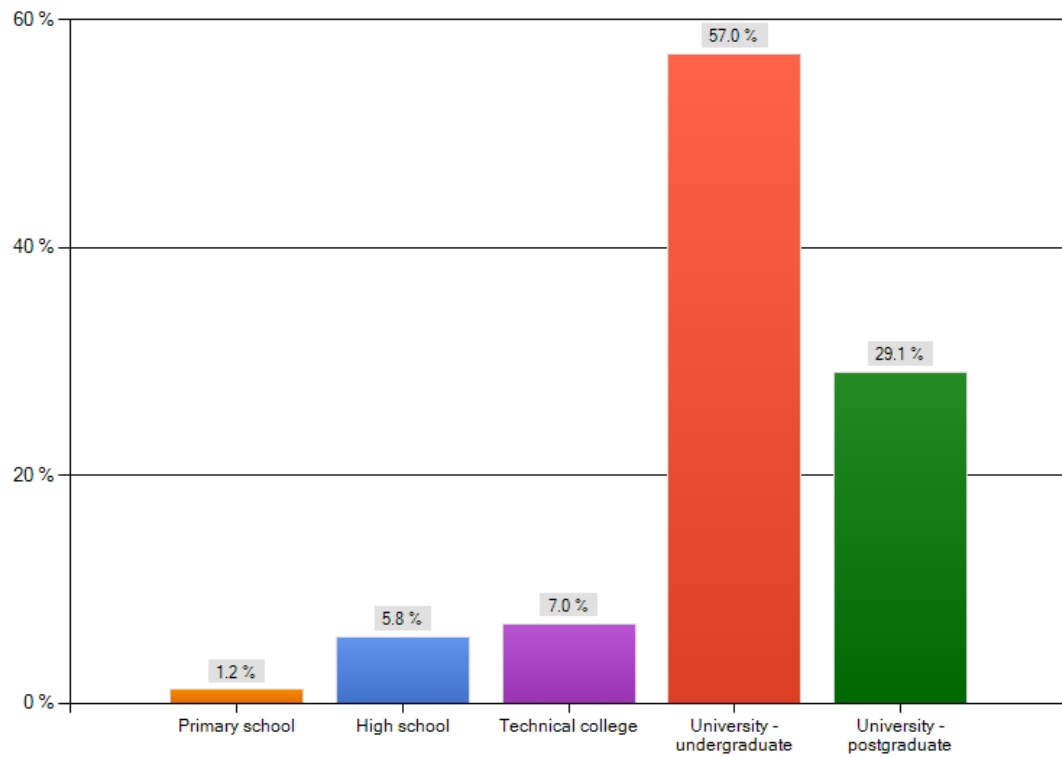
Are you



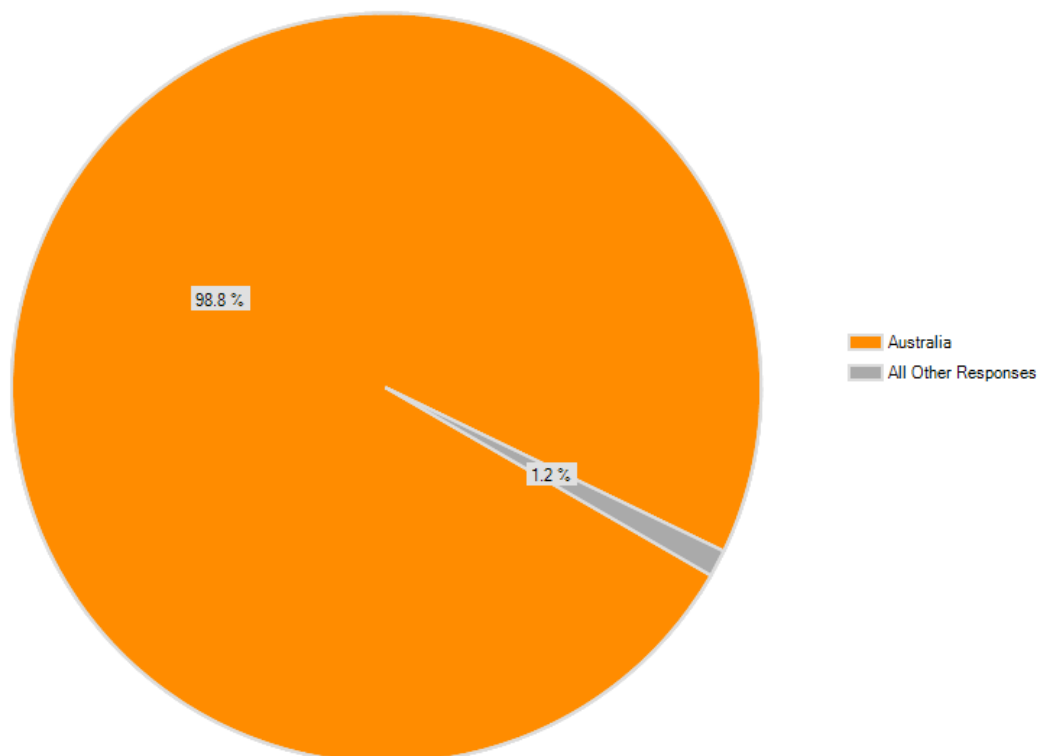
What is your age?



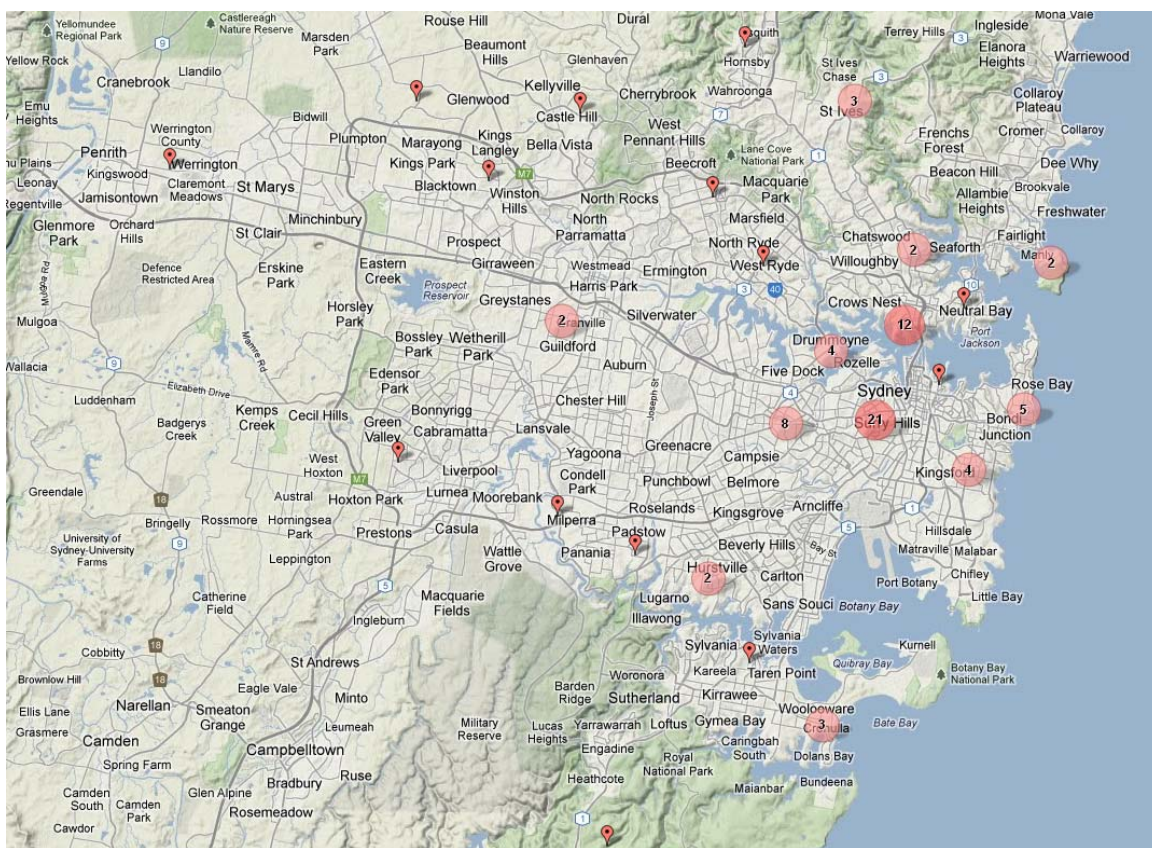
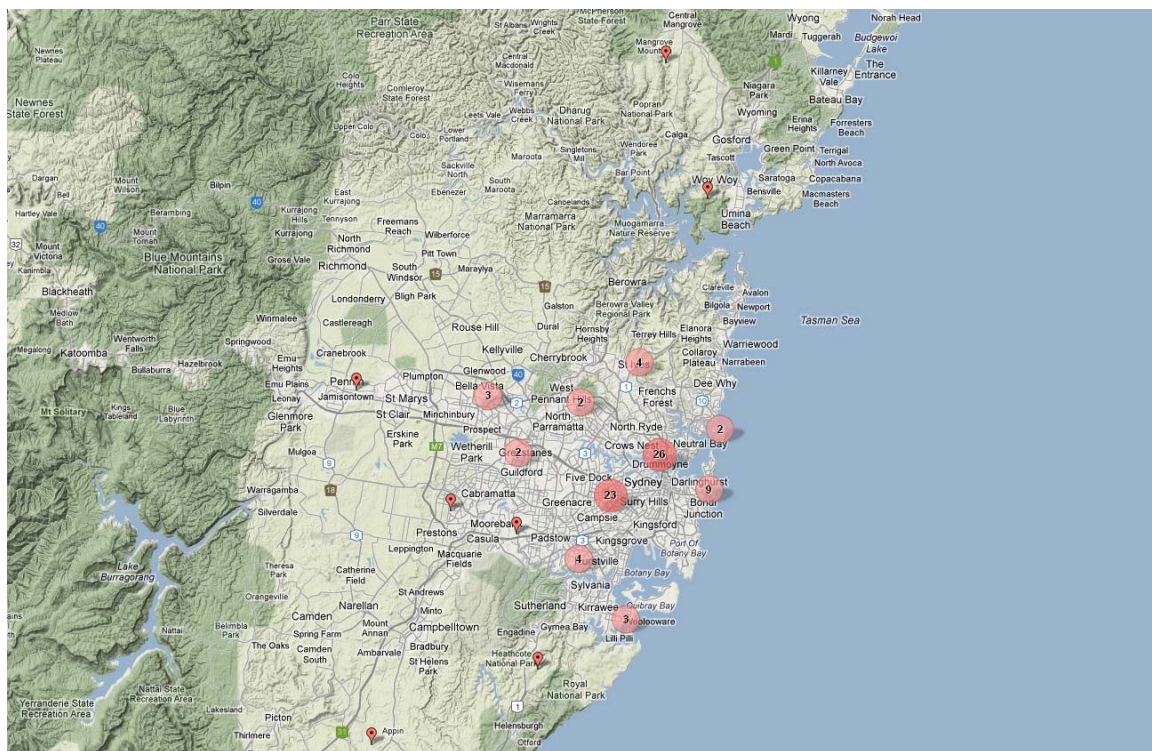
What is the highest educational level you have attained to date?



Where do you live?

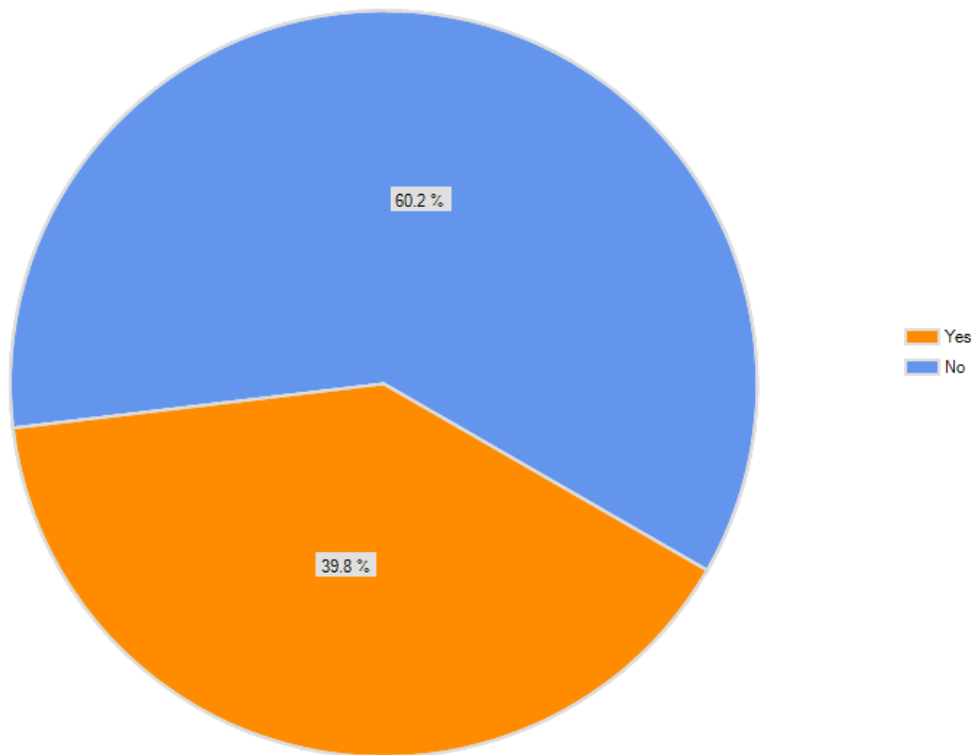


Postcode map: <http://batchgeo.com/map/62e9d6ee264640357395bcb353b04ba>

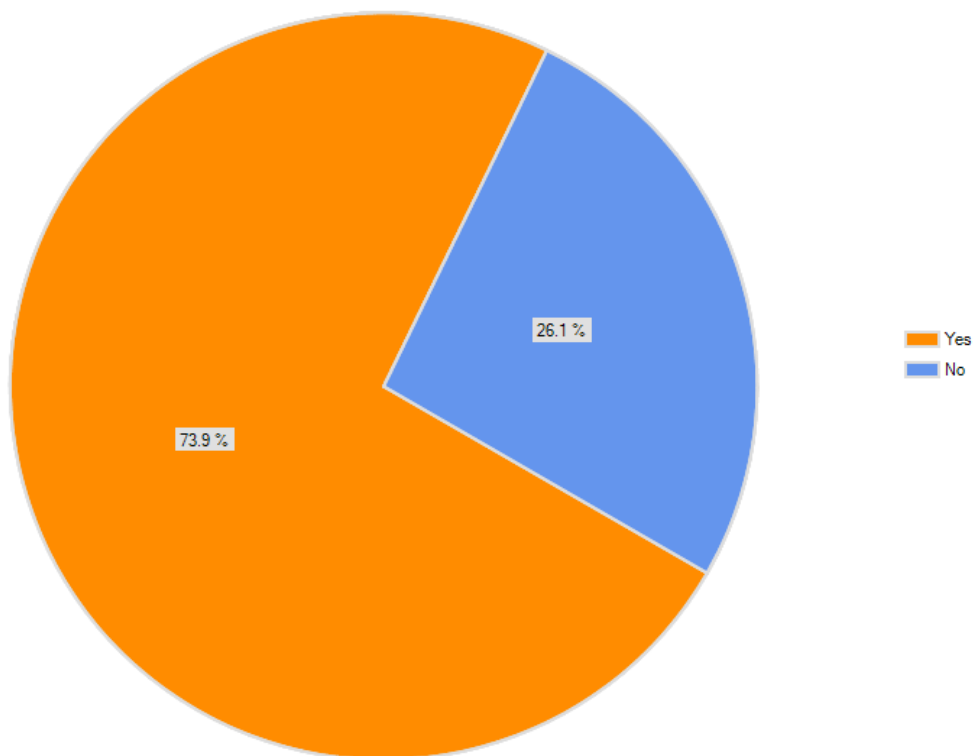


TECHNOLOGY

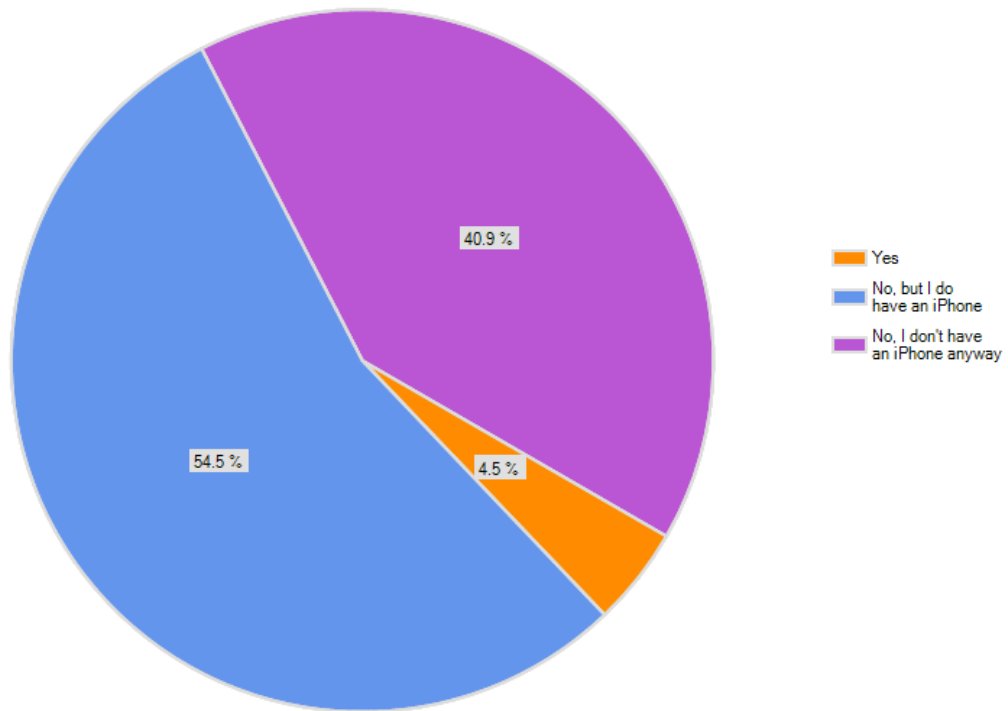
Do you follow @jurassiclounge on Twitter?



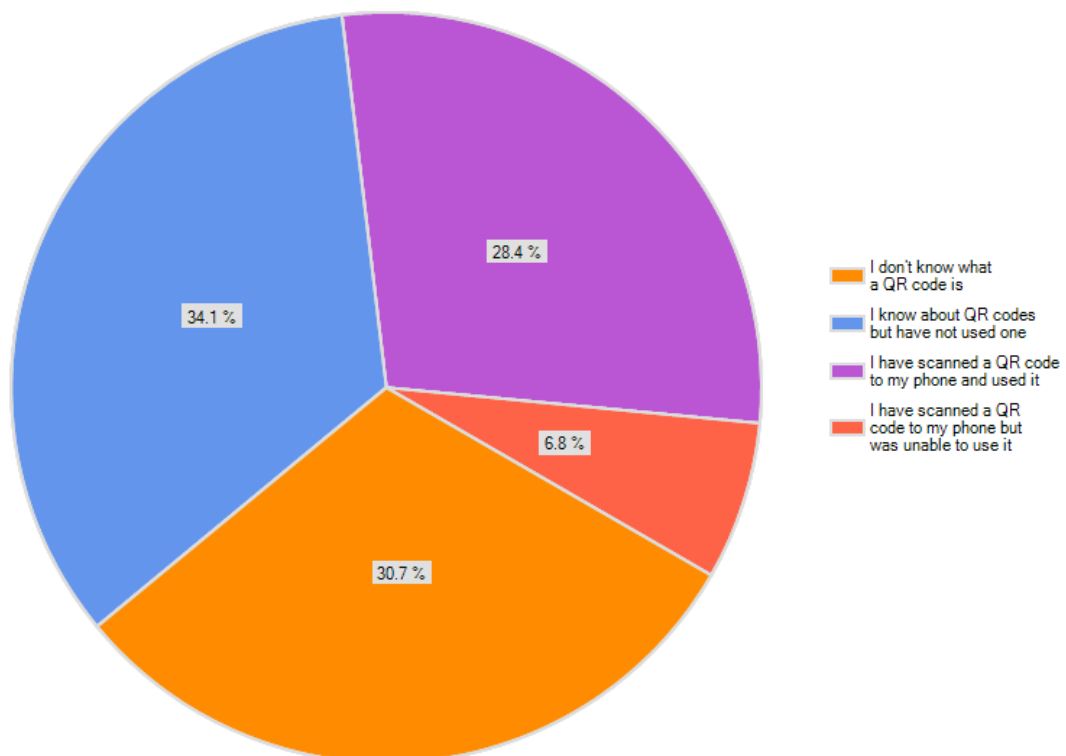
Are you a fan of Jurassic Lounge on Facebook?



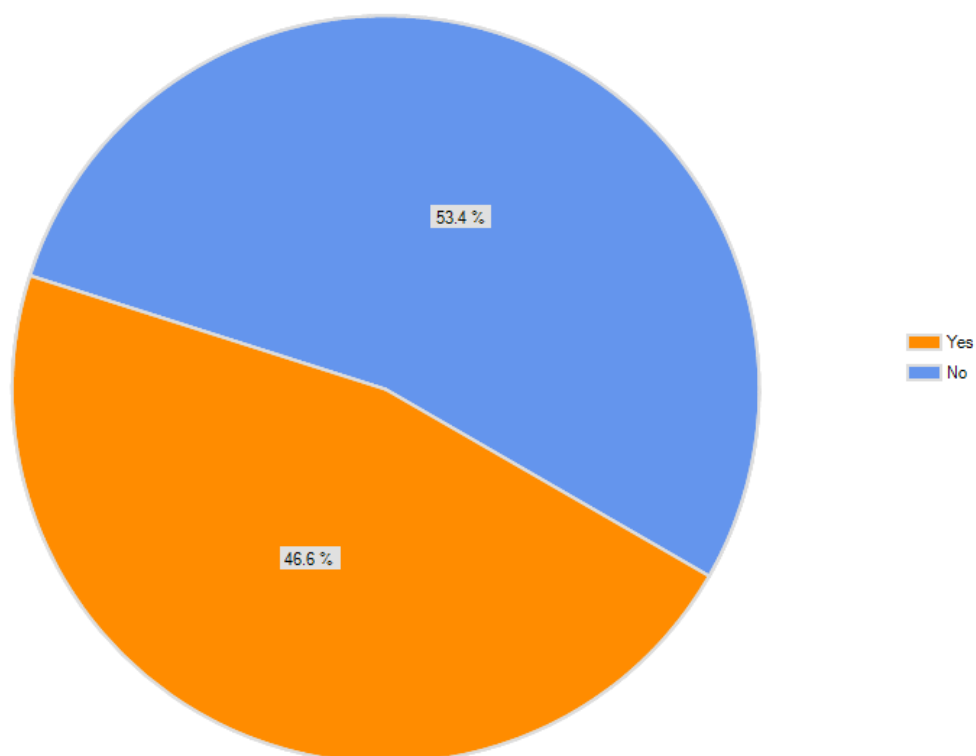
Did you purchase the DangerOz iPhone app when you were at Jurassic Lounge?



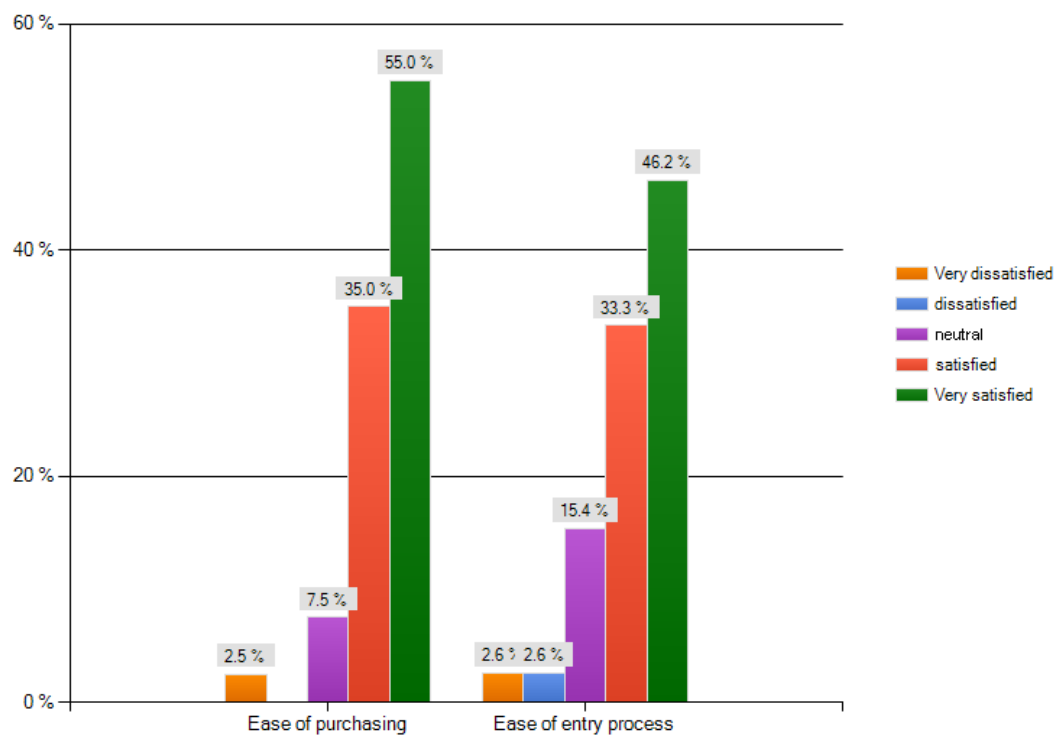
Which of the following best describes you in terms of QR codes?



Did you use our online booking system to pre-purchase your tickets?



Please rate your satisfaction with these aspects of the online booking process:



Would you like to sign up to the Jurassic Lounge newsletter?

