

Australian Museum

Jurassic Lounge season 3

Online Survey Results

Chris Lang
May 2012

nature culture **discover**



After two successful seasons from February to April 2011 and August to September 2011, a third season of *Jurassic Lounge* ran from January 31st to April 3rd 2012.

An online survey of people who attended the third season was conducted in April 2012 using SurveyMonkey. The following graphs form an analysis of the 192 respondents.

Jurassic Lounge is due to return for a fourth season in August 2012.

Trends over 3 seasons

Word of mouth continues to be the most common method of hearing about JLounge, and has risen from around 50% in seasons 1 & 2 to 70% in season 3.

More than 95% of respondents said they would definitely or probably come again. 99% said they would definitely or probably recommend it to their friends. These were consistent across all three seasons.

Over half of respondents had attended at least one of the previous seasons. Up to 50% of respondents in the three surveys had attended more than once in a season; up to a quarter had visited three or more times in a season.

75-80% of people came with friends, 22-31% came with partner/spouse, 8-12% came with workmates, and 4-6% came by themselves. These ratios are consistent between all three seasons. Around 30% of visitors came with one other person. The rest came in groups of 3 or more.

Activities which gained the highest satisfaction over the three seasons:

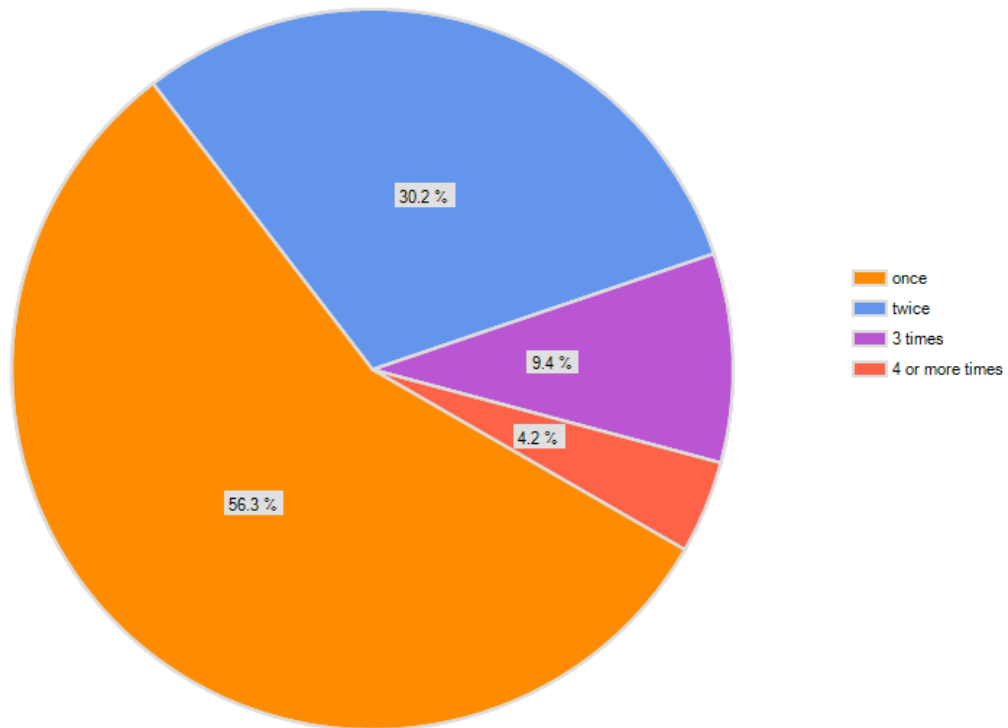
- Wildlife Photographer of the Year
- Museum general exhibitions
- Winny the dinosaur
- Live reptiles
- Being in the museum after hours
- Atmosphere

Lowest satisfaction / needs improvement:

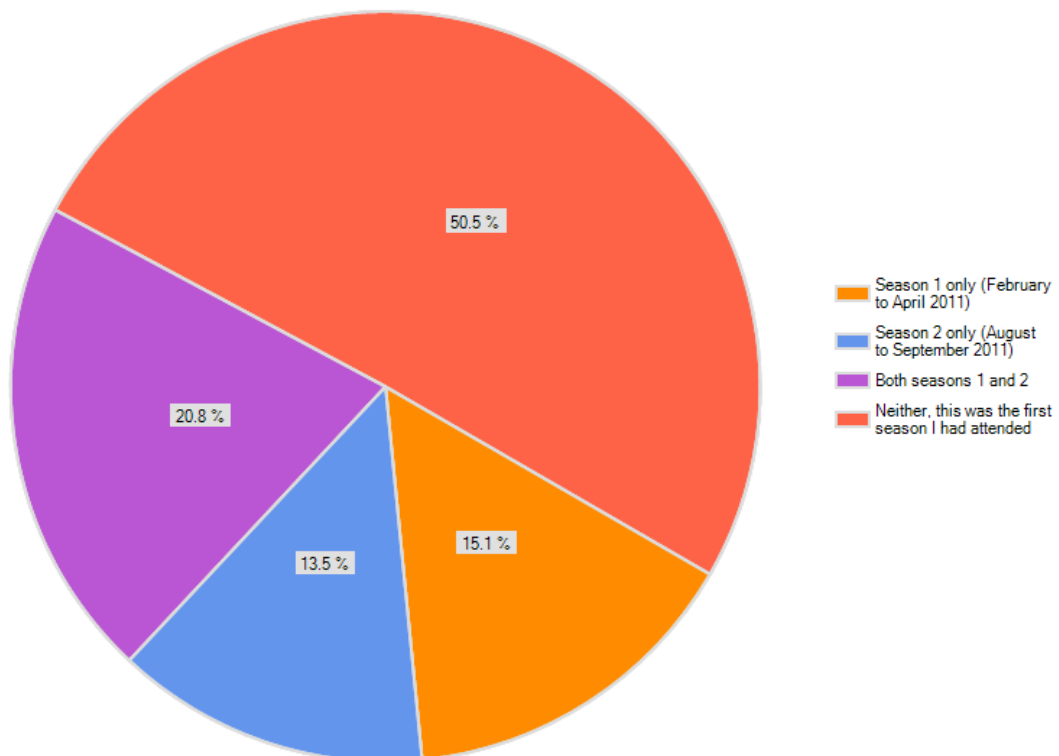
- Food
- Queues for drinks & food
- Variety of drinks
- Museum shop
- Wayfinding / signage / maps

ATTENDANCE

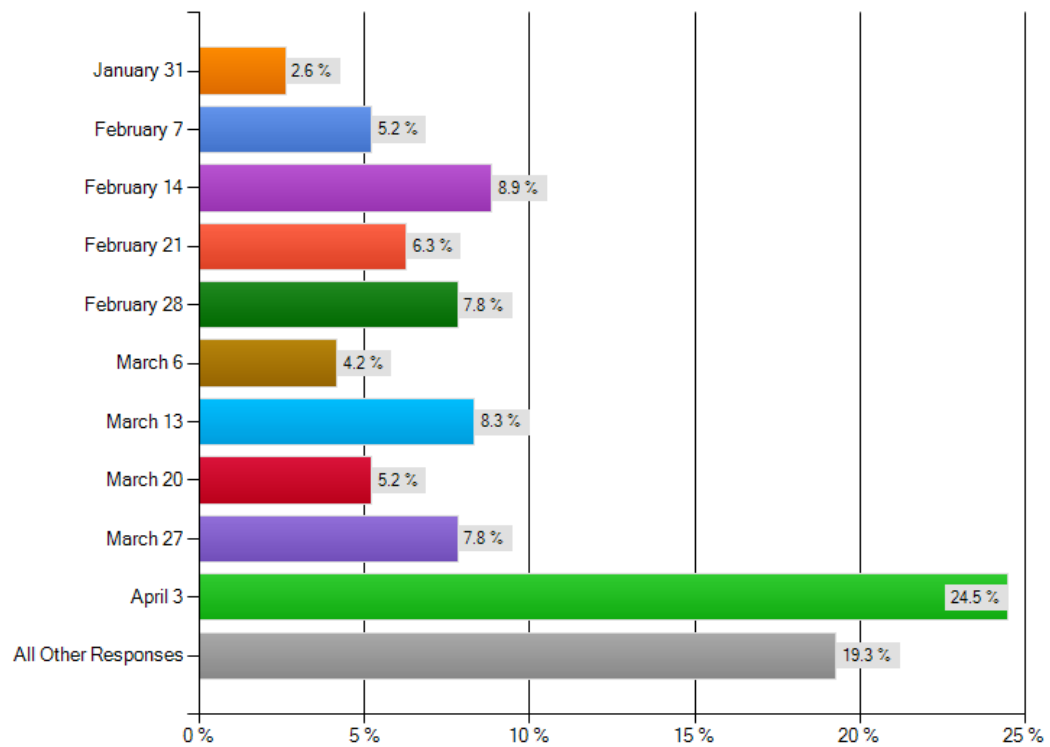
How many times did you visit Jurassic Lounge in season 3 (January to April 2011)?



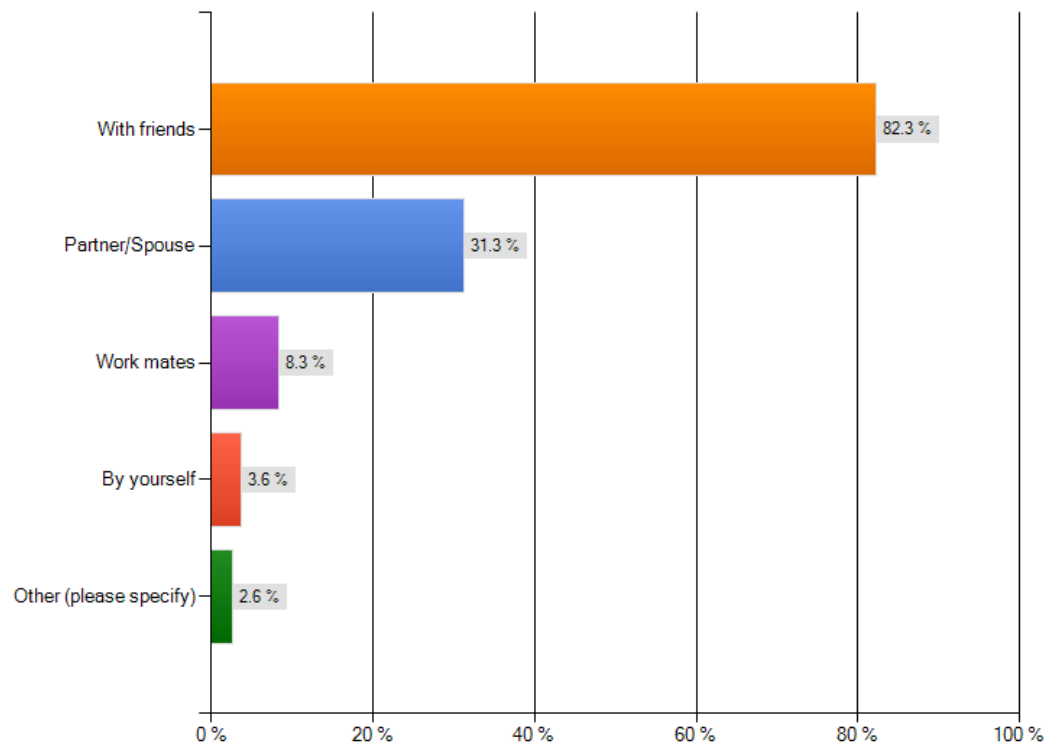
Did you come to Jurassic Lounge's previous seasons?



When was your last visit to Jurassic Lounge?



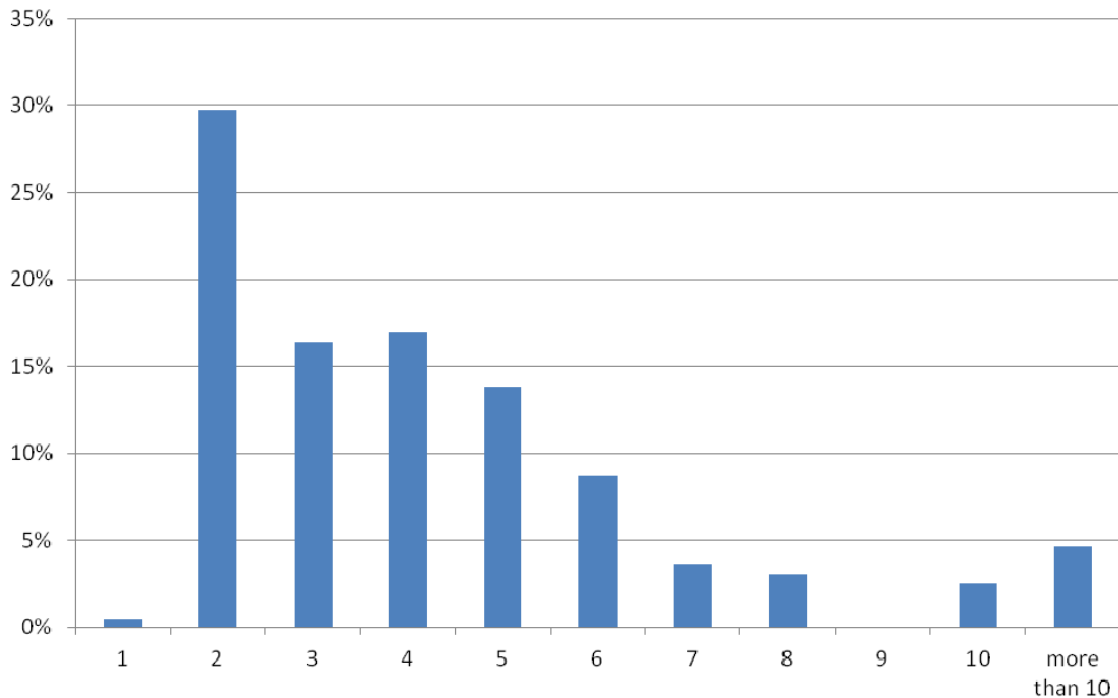
Who did you visit with?



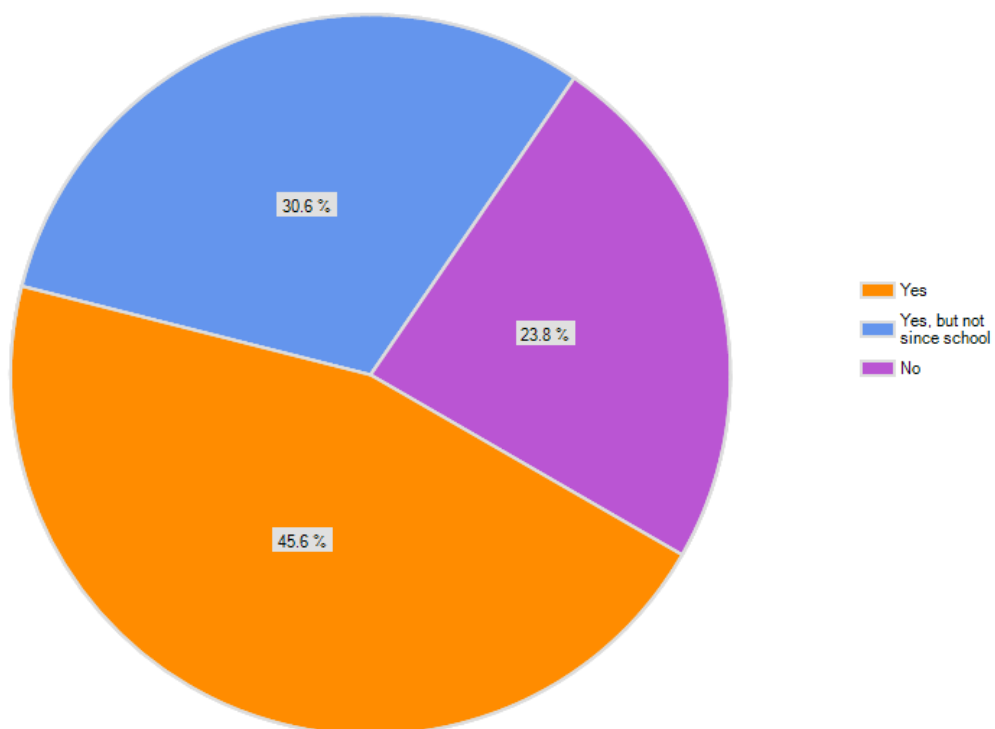
What was the main aspect of Jurassic Lounge that made you want to visit?

Activities Comedy Concept Dancing Dinosaurs
Drink Events Exhibitions Experience Fun
Games Heard Insects Interesting Jelly Late Live Animals Lots
Museum Music Novelty Season Setting Silent
Disco Spaces Venue Vibe

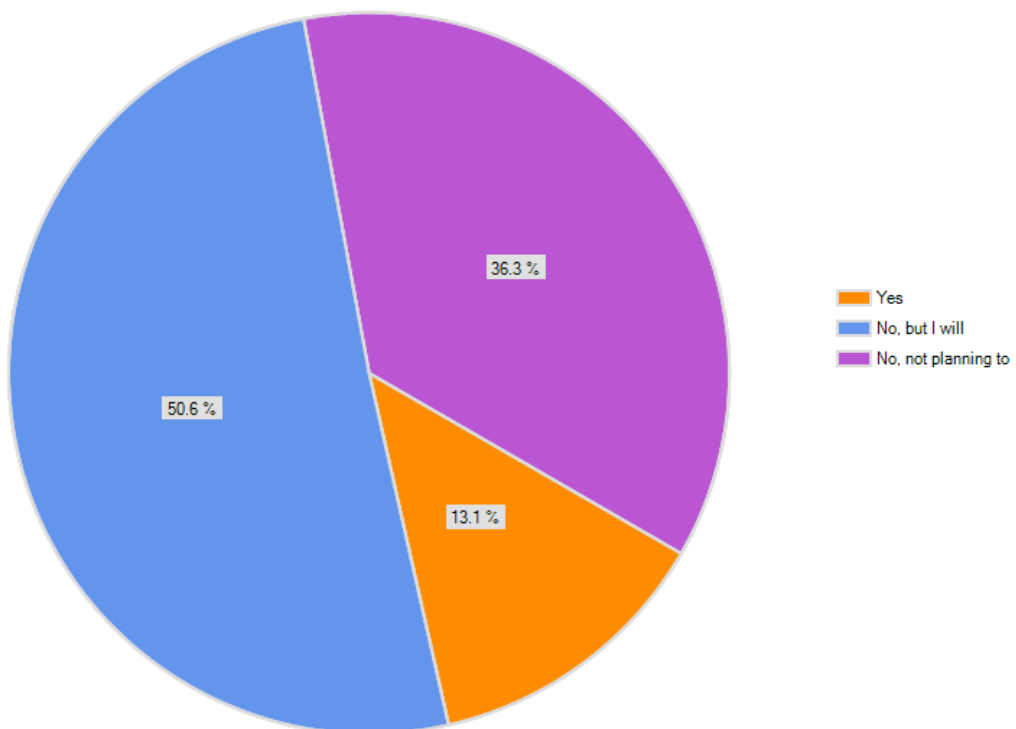
How many people were in your group, including yourself?



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

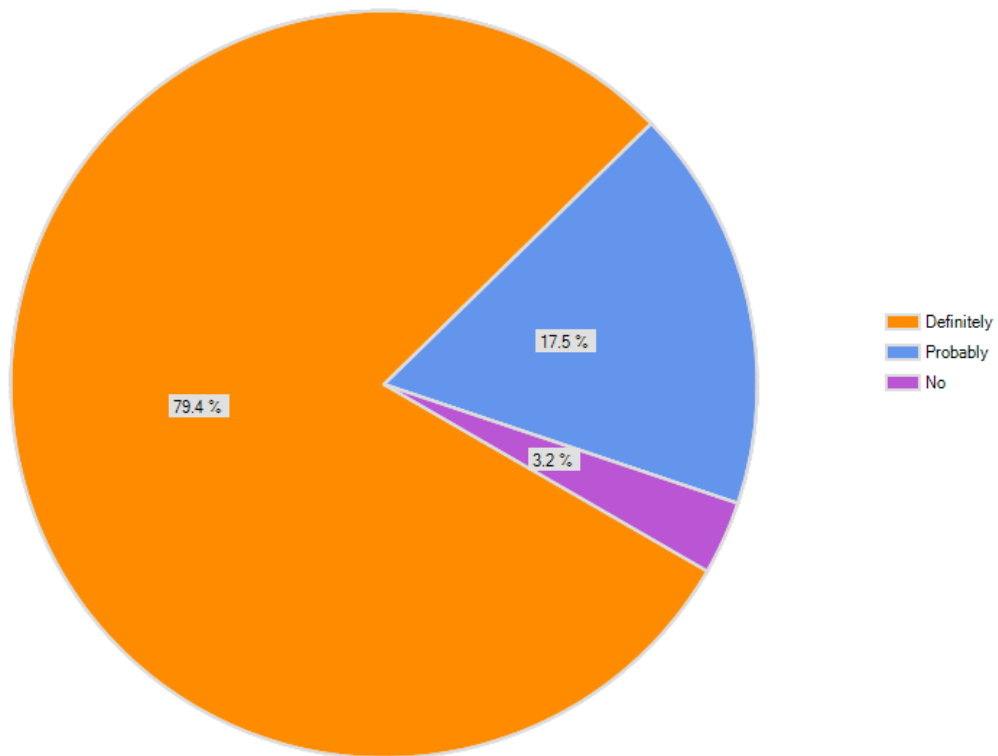


Have you visited the Australian Museum during the day since you came to Jurassic Lounge?

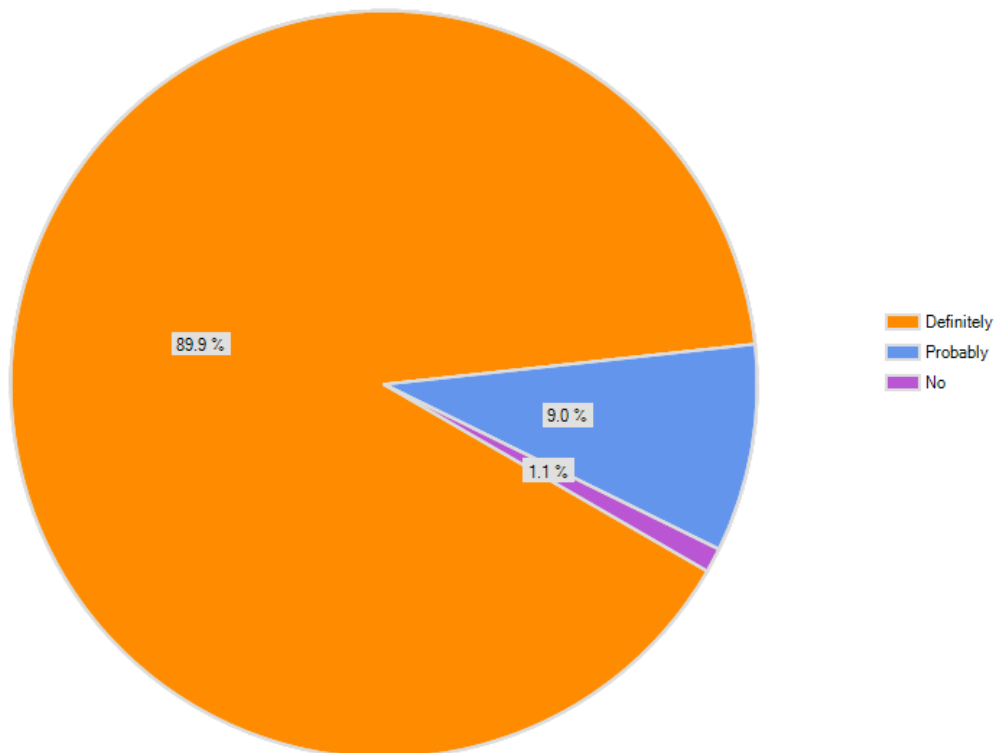


EXPECTATIONS AND SATISFACTION

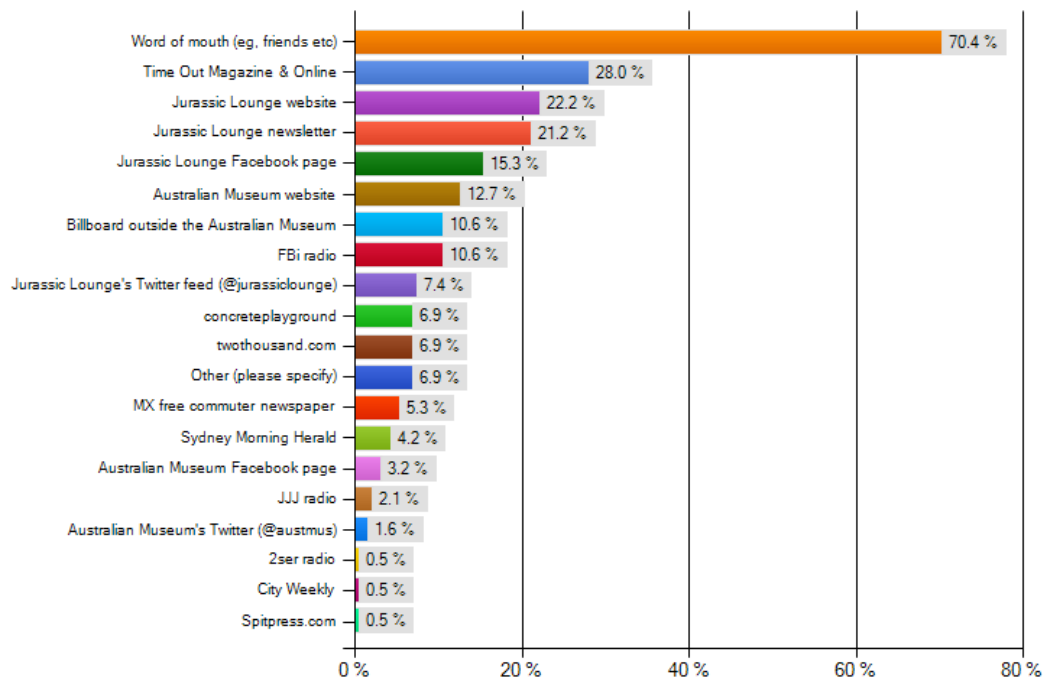
Would you come to Jurassic Lounge again?



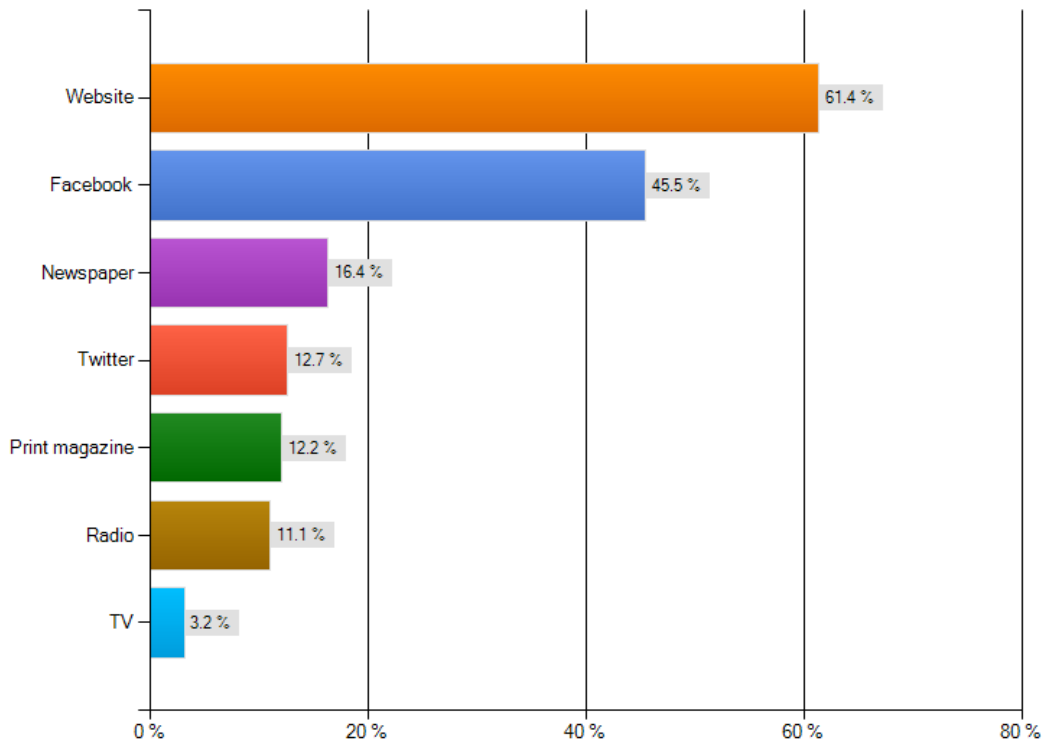
Would/did you recommend Jurassic Lounge to your friends?



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

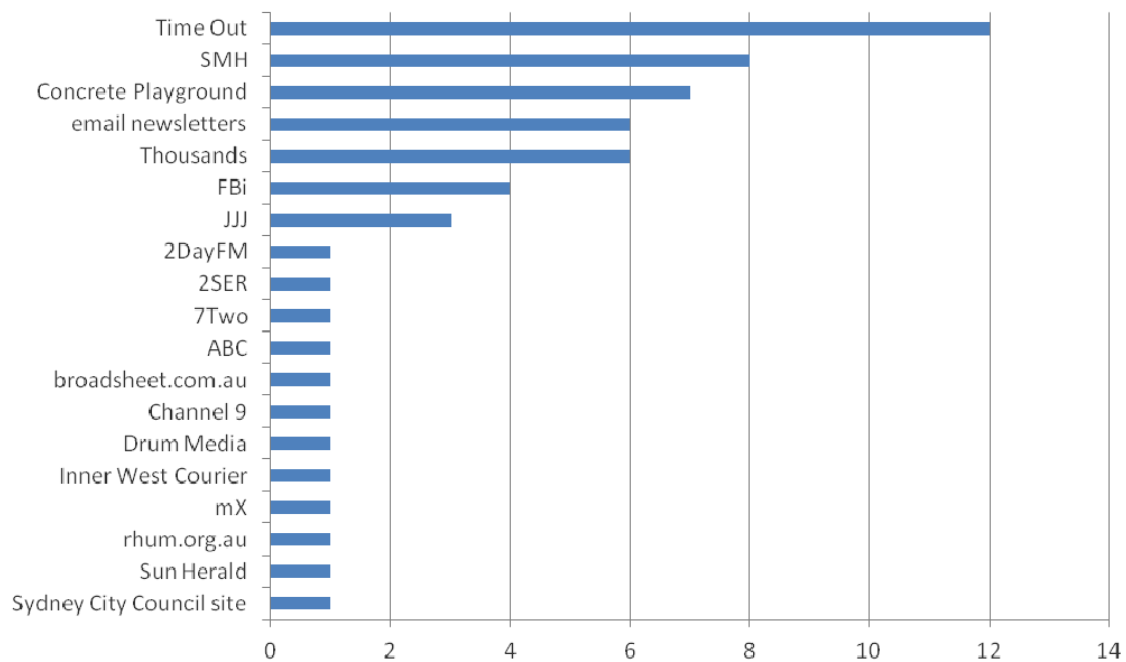


What is your favourite medium for finding out about news and events?

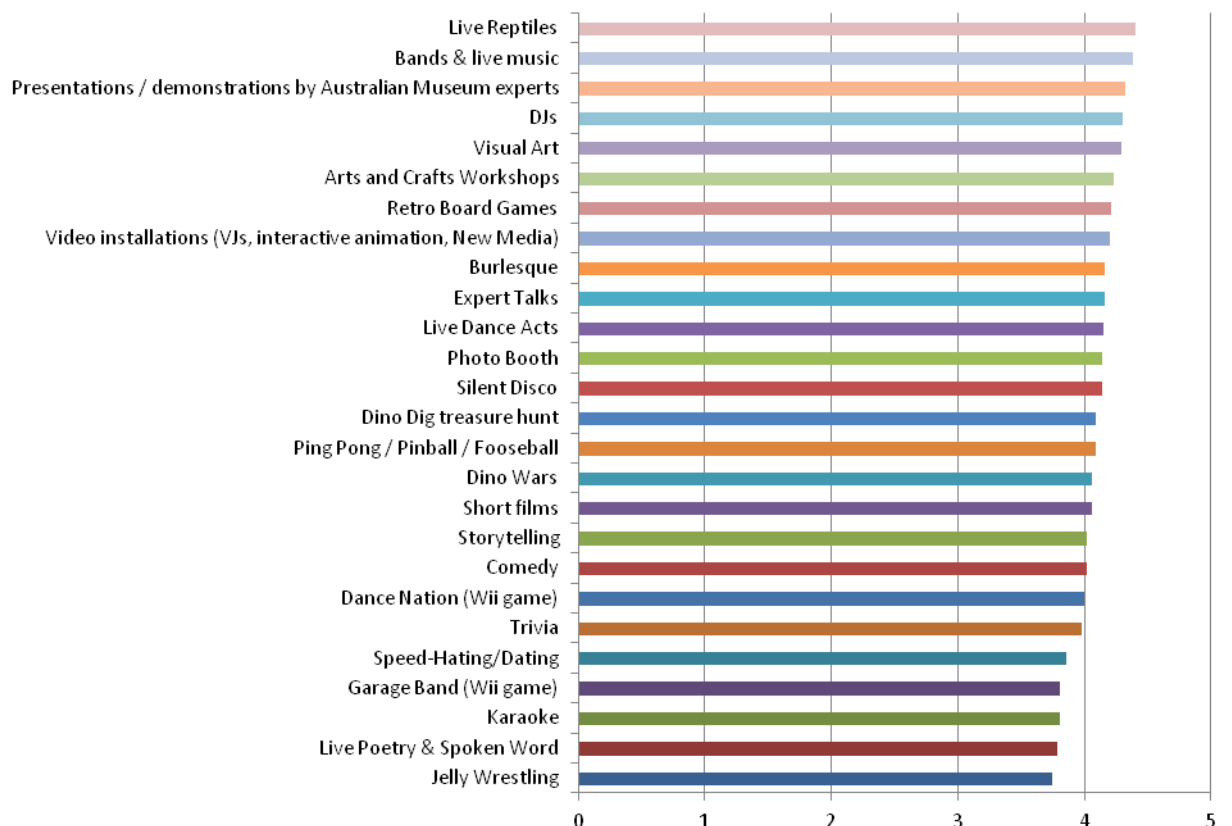


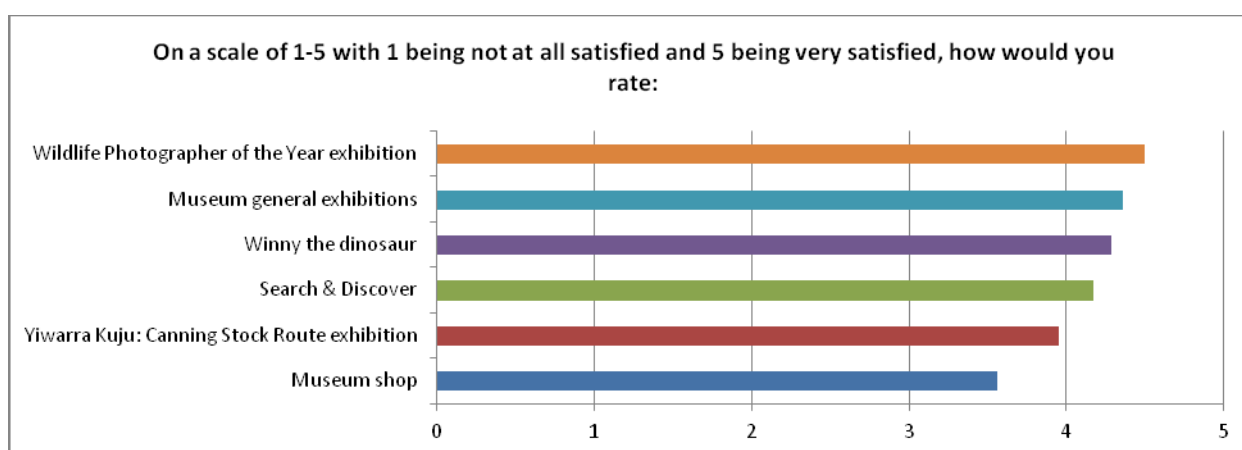
Specific publications mentioned

**What is your preferred medium for finding out about news and events:
Please specify the publication/s or station/s**



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





What one aspect of Jurassic Lounge did you like MOST?

Activities Artists **Atmosphere** Bands
 Burlesque Canning Stock Route Comedy Concept Dinosaur
 Drink Exhibitions Fun Games **Loved** Making
 Mix **Museum Music** Reptiles Short **Silent Disco**
 Skeleton Room Speed Hating **Stick Insects** Storytelling **Variety Venue**
 Vibe

What one aspect of Jurassic Lounge did you like LEAST?

Alcohol **Band** Bar Staff **Burlesque** Choices **Comedy**
Drinks Exhibition **Food** Friends Jelly Wrestling
Jurassic Lounge **Karaoke** **Live** Map Missed **Music** Open
Long Price **Queues** Retro Games Selection Short Season
Silent Disco Space Speed Variety

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

Art **Bands** Bars **Burlesque** Choice **Covered**
Dinosaurs **Drink** **Food** Fun Games Live Music
Lounge Nope **Performances** Projections **Science** Season
Talks **Think** Tour Workshops

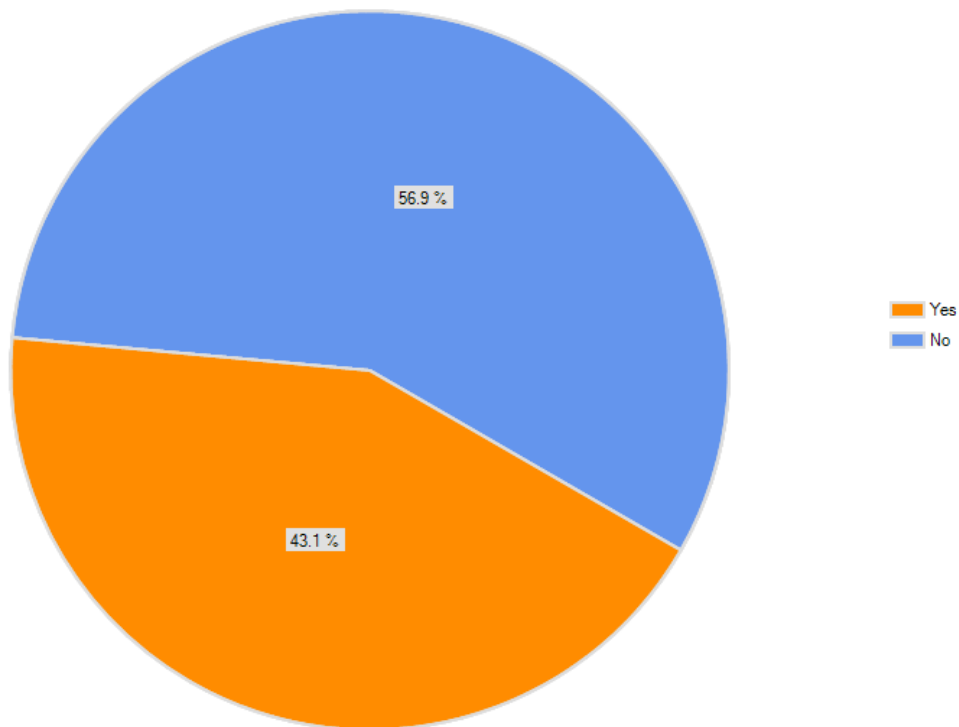
What bands or other entertainment would you like to see play at Jurassic Lounge?

Acts Artists **Bands** Big Bones **Burlesque** Circus Comedians
Comedy Djs Interactive **Jazz** Jurassic Lounge Live
Magic **Music** Pluto Jonze **Seekae** Social Sound **Think**

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

Animals Archaeology **Art** Australian Comedians Comedy
David Attenborough Dinosaurs Evolution
Exhibitions Experts Flora and Fauna Fun
Geology Great Speaker **Interesting** Karl Live **Love**
Making **Museum** Music Natural History Park Philosophy
Short Stuff **Talks**

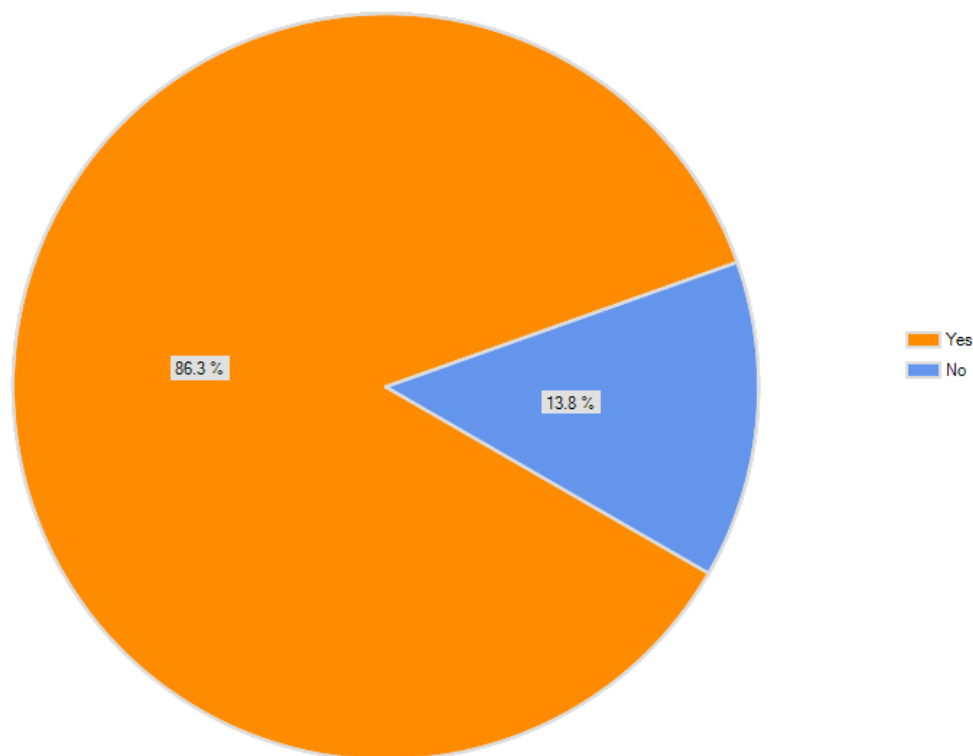
Is this the type of event you would expect the Australian Museum to be doing?



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

Audience Awesome Breaks Event Expect
Fantastic Friends Fun Great Concept Great Idea Great
Way Heard Hip Kinda Museum Pleasantly
Surprised Risk Sydney Think Young Adults

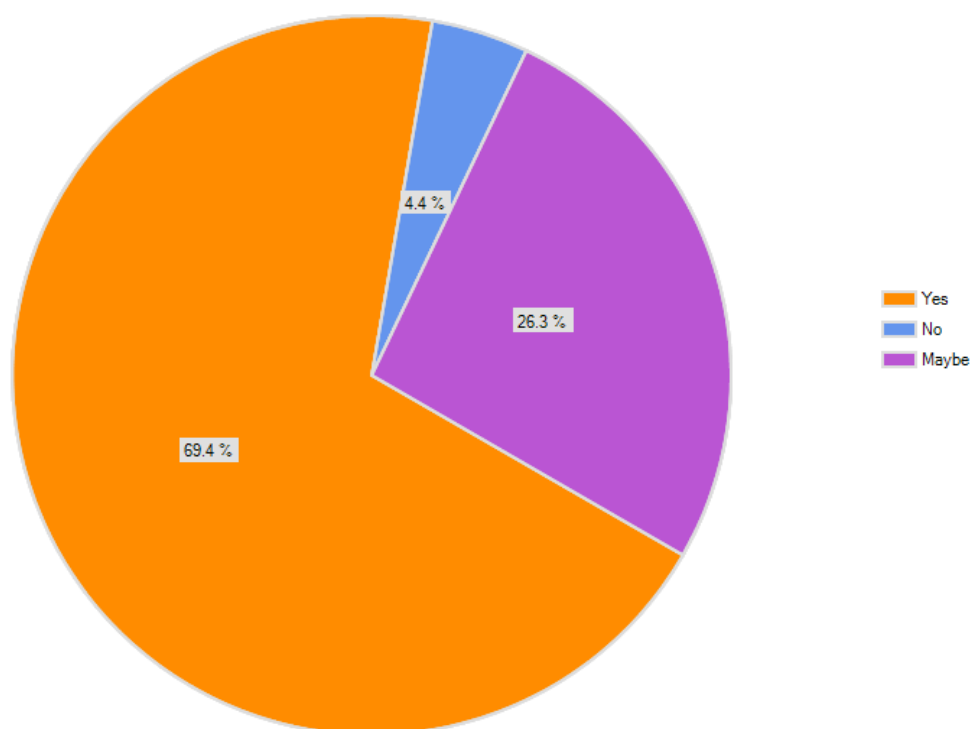
Has Jurassic Lounge changed how you see the Australian Museum?



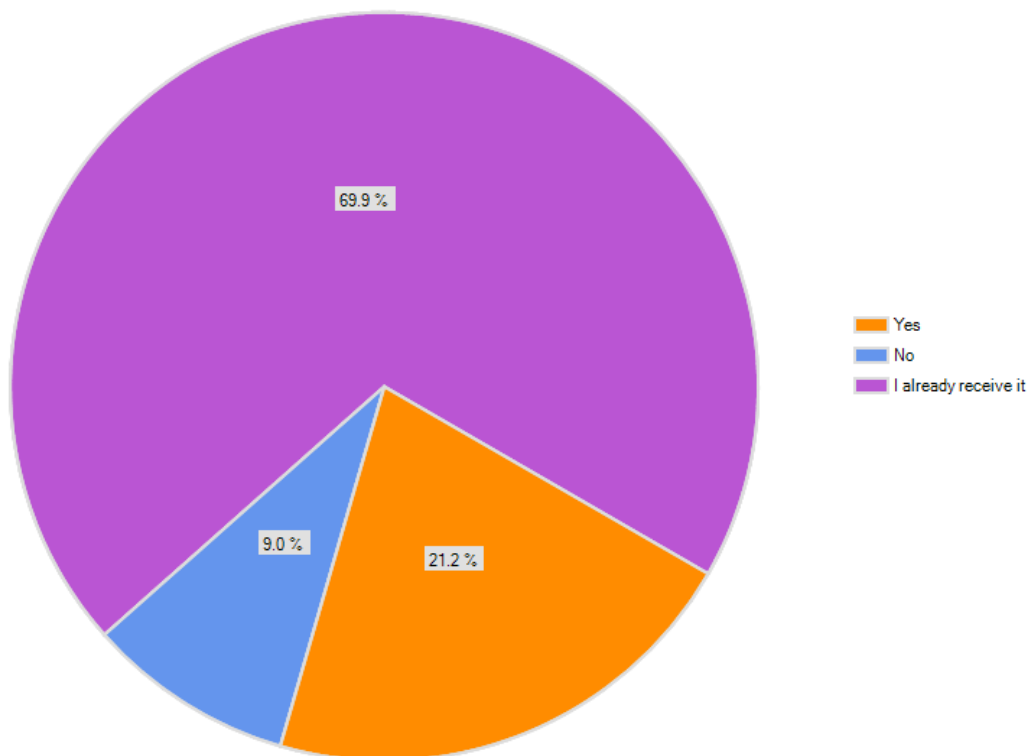
Has Jurassic Lounge changed how you see the Australian Museum?

Audiences Bring Cooler Demographic Dull Friendly Fun
Market Modern Museum Place School Stuffy Venue
Vibrant Younger

Would you go to a free after-party for Jurassic Lounge at a venue near the Museum?

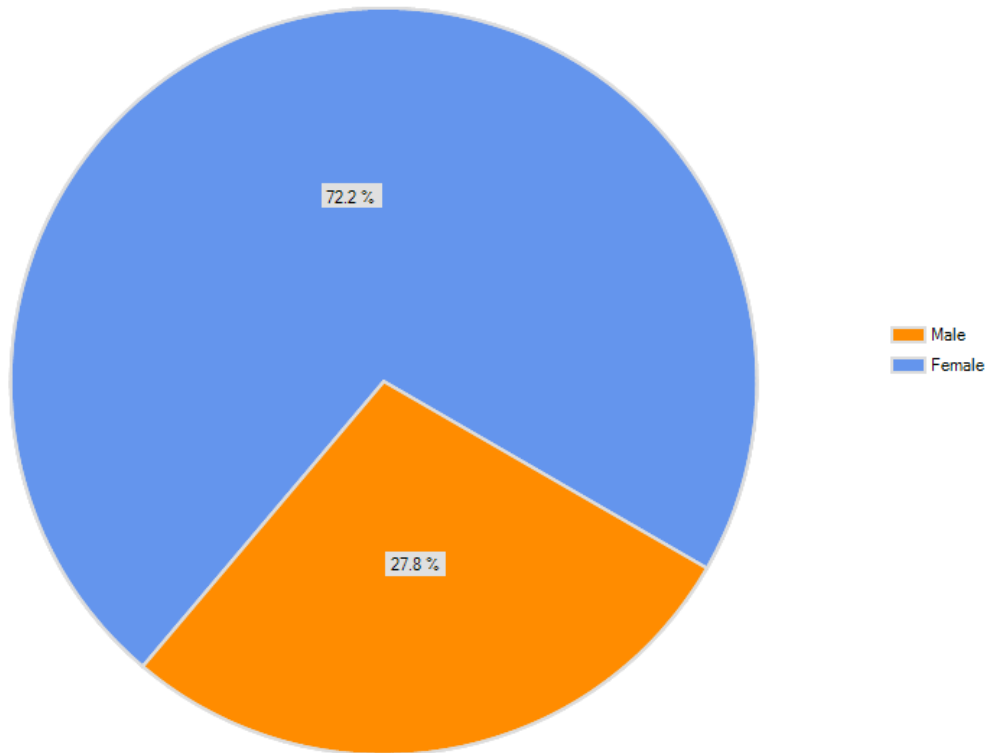


Would you like to sign up to the Jurassic Lounge newsletter?

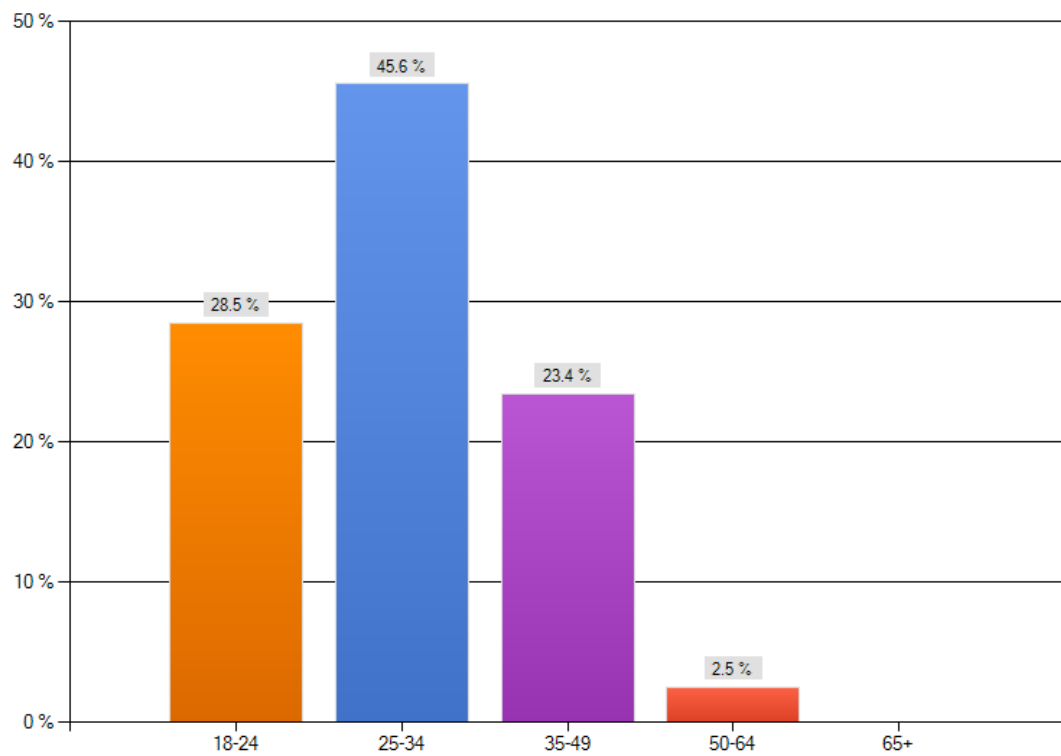


DEMOGRAPHICS

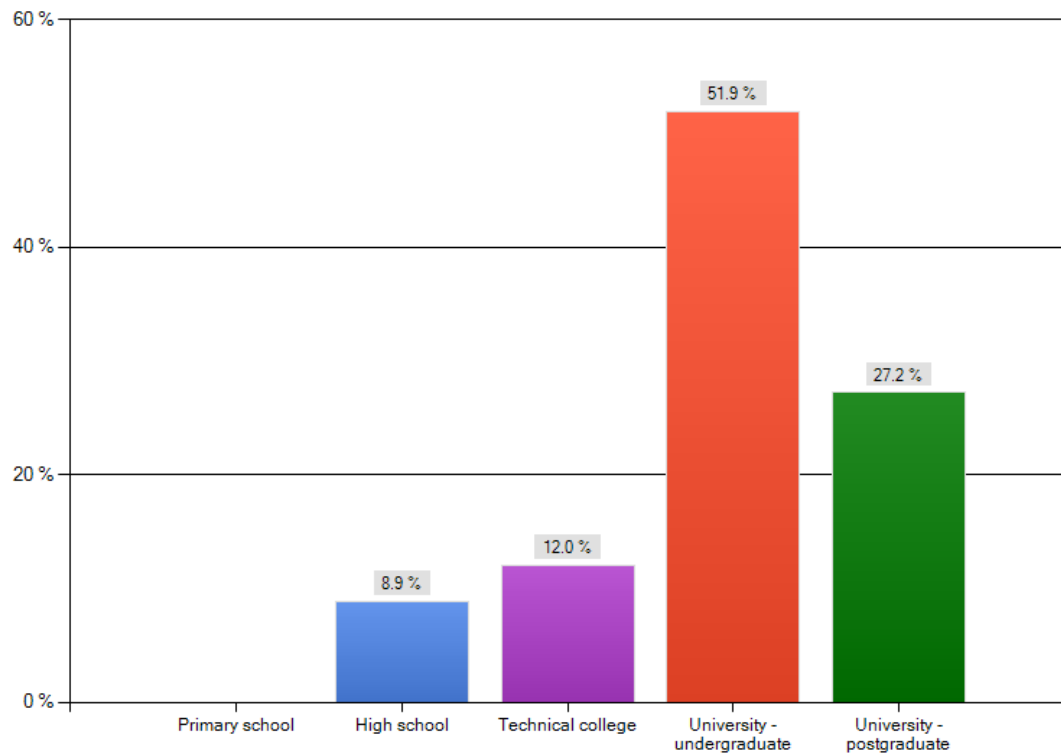
Are you



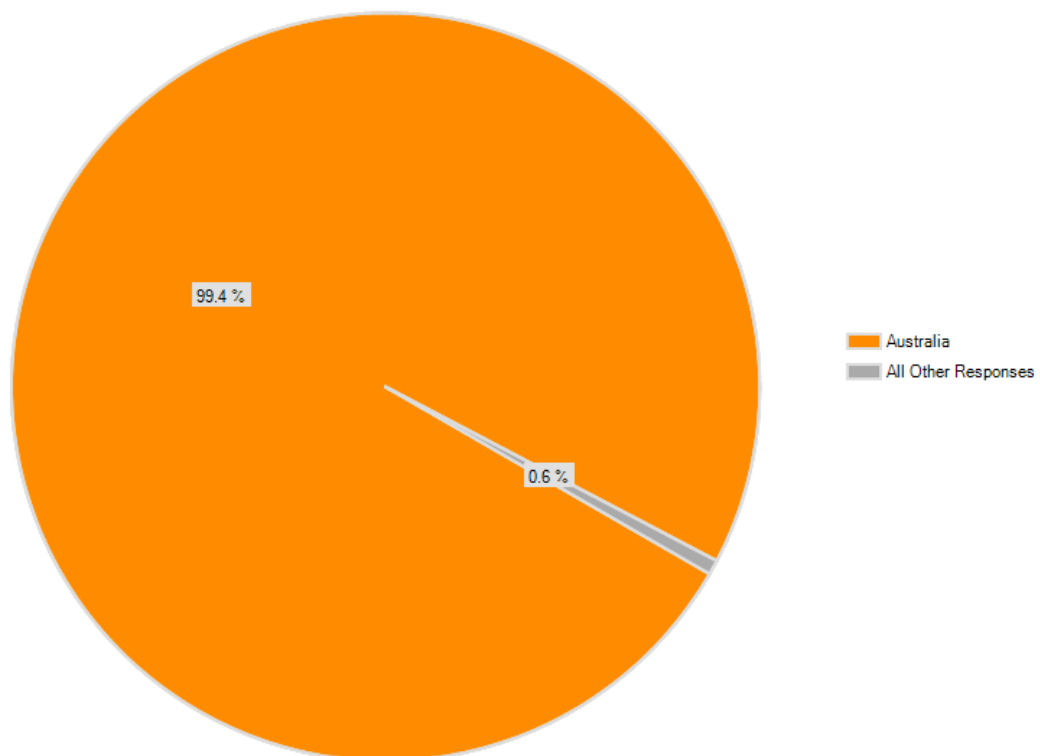
What is your age?



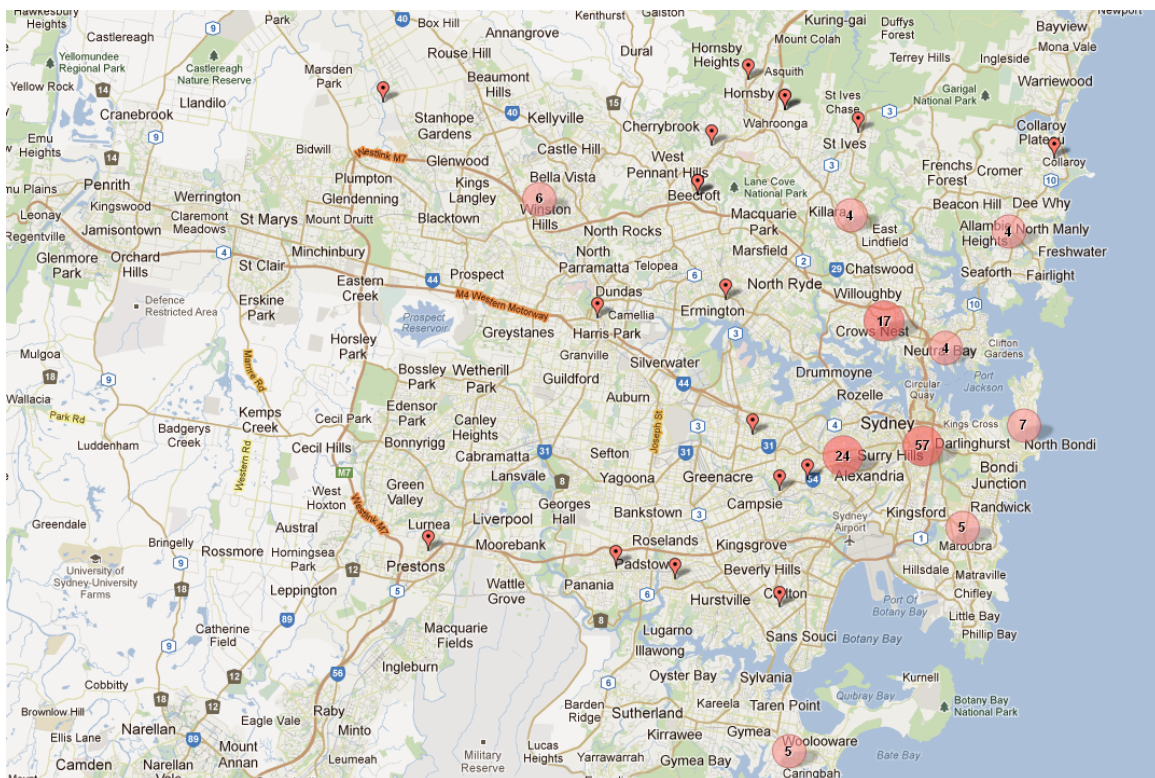
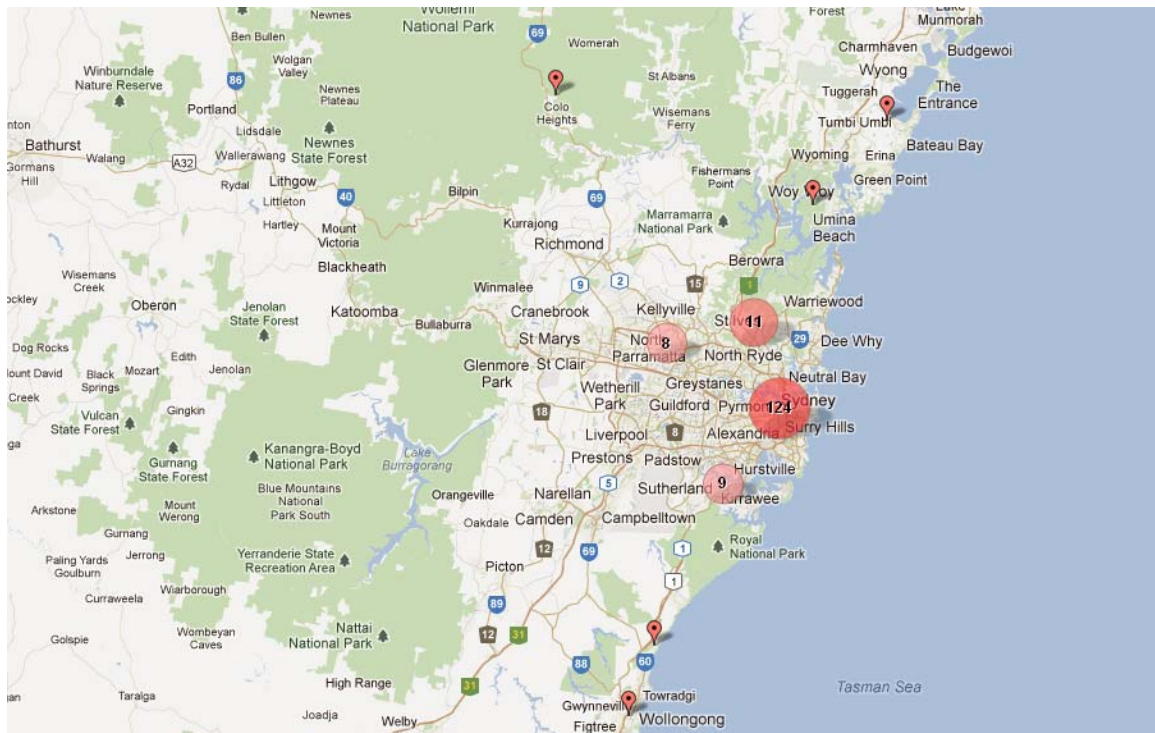
What is the highest educational level you have attained to date?



Where do you live?

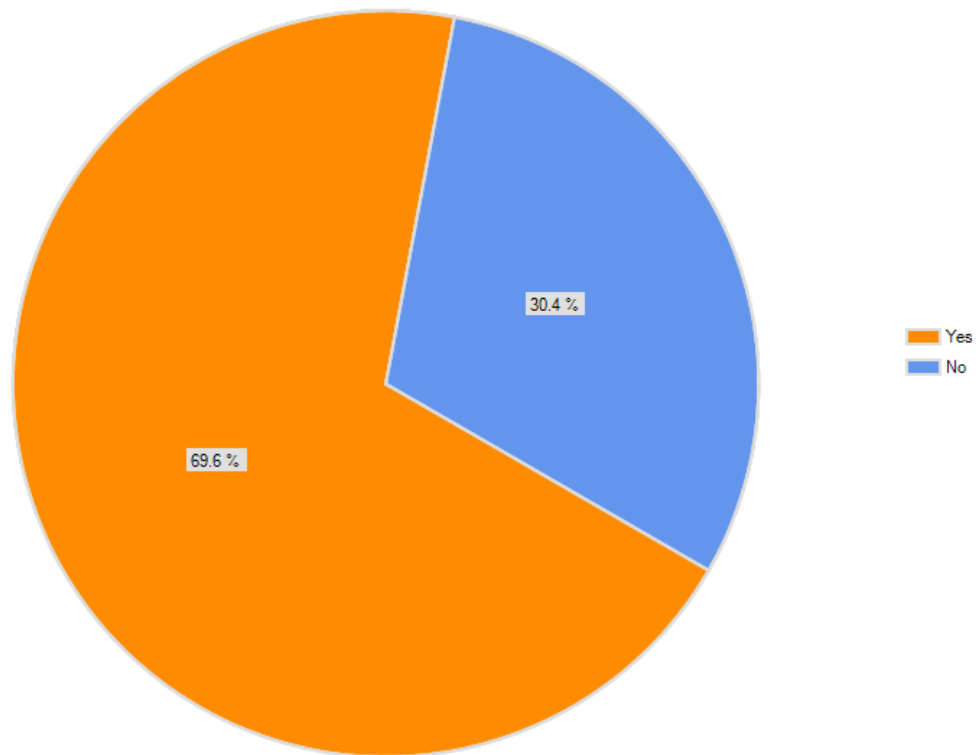


Postcode map: <http://batchgeo.com/map/7d5104f1e673f1e97a02cf3e7ebad5a>

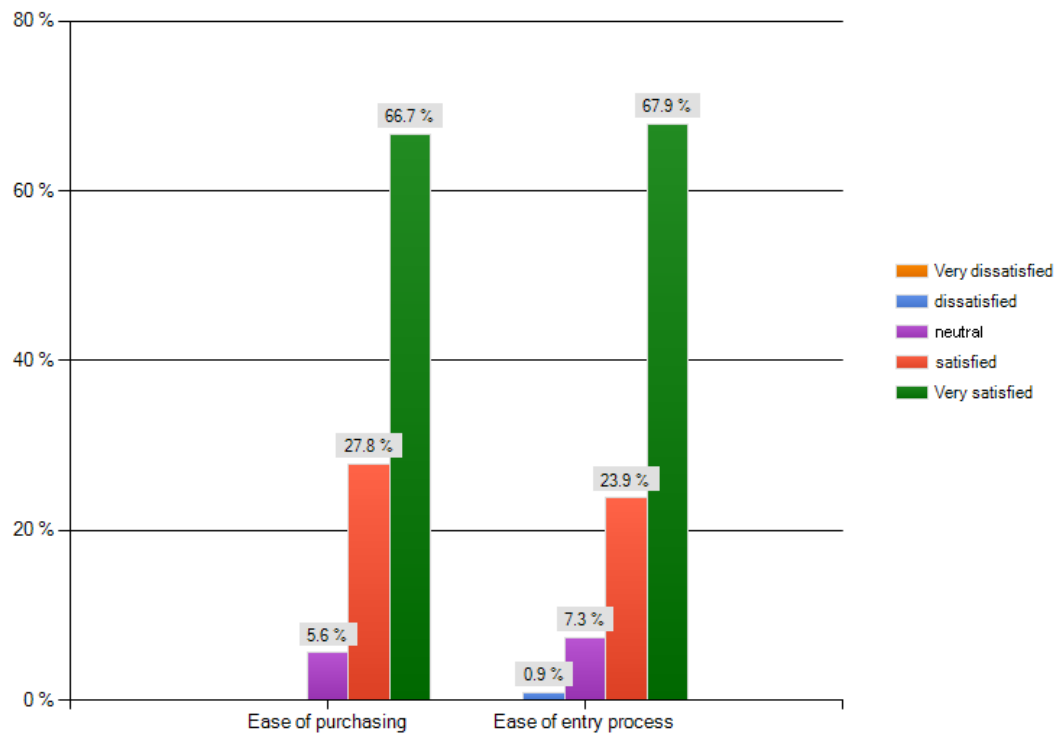


TECHNOLOGY & SOCIAL MEDIA

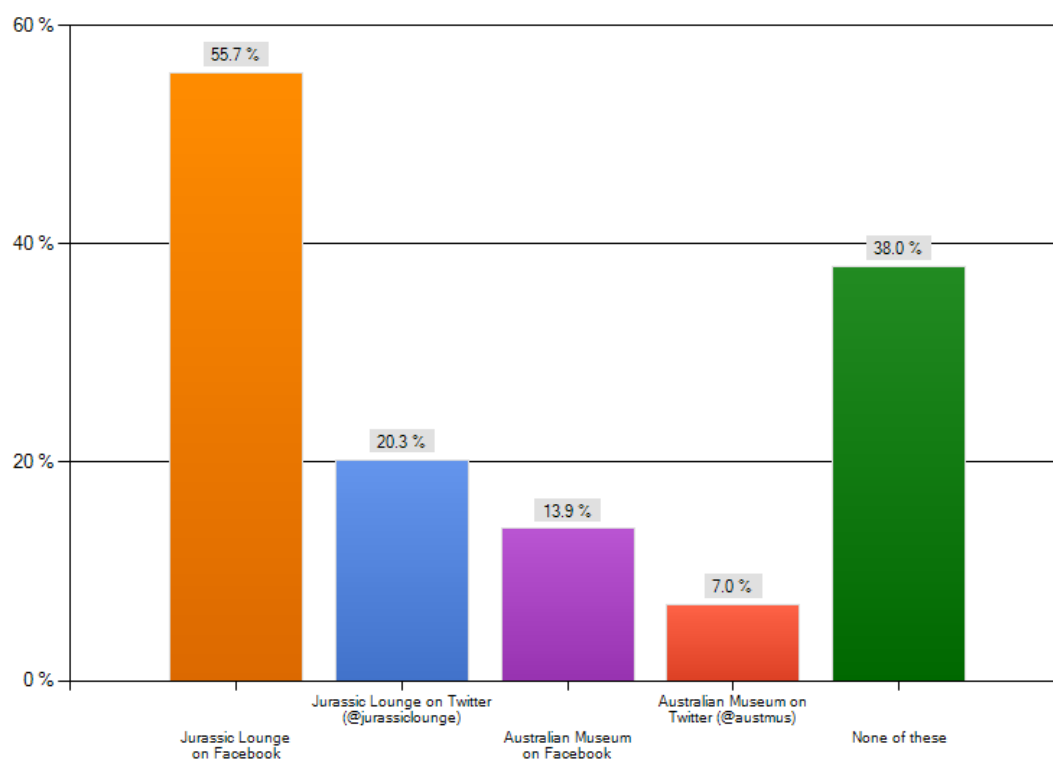
Did you use our online booking system to pre-purchase your tickets?



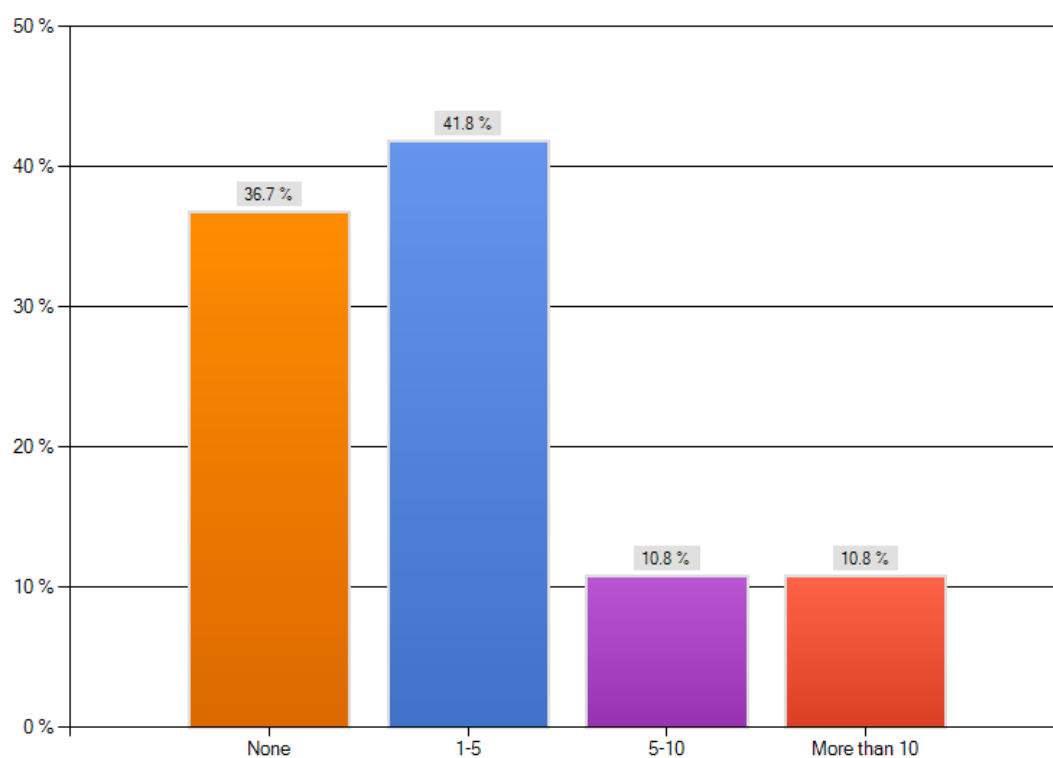
Please rate your satisfaction with these aspects of the online booking process:



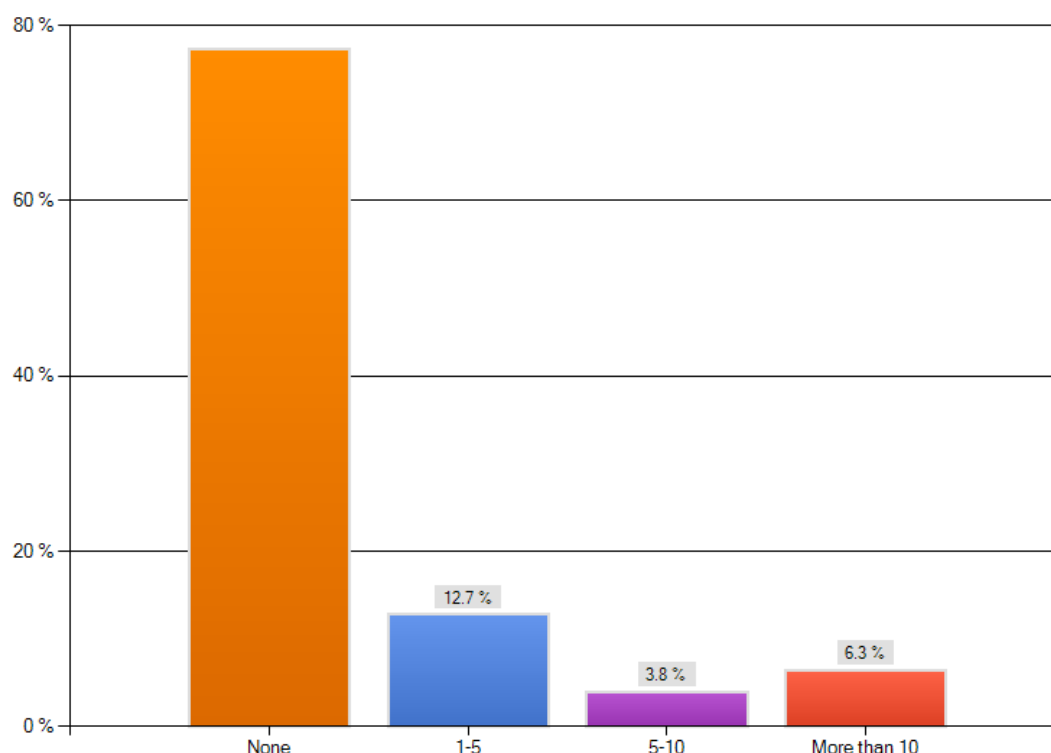
Do you follow/subscribe to any of these accounts? (Tick all that apply)



How many cultural institutions (museums, art galleries) do you “Like” on Facebook?



How many cultural institutions (museums, art galleries) do you follow on Twitter?



What is the main motivation for connecting with a cultural institution on these social media sites?

Competitions Easily Engaged Events Exhibitions
Fun Going Happening Interesting Kept Love
Photos Social Media Teacher Touch Twitter

What could cultural institutions do to better engage with you on these social media sites?

Advertising Competitions Content Discussions Start
Events Follow Idea Incentives Institutions Museum
Offer Pictures Promote Relevant Social Media Talks
Think Topics