

Australian Museum

Jurassic Lounge season 4

Survey Results

Chris Lang
November 2012

nature culture **discover**



99 onsite surveys were completed over three nights during October 2012 toward the end of Jurassic Lounge's fourth season.

The audience continues to be young and well educated; 32% were women aged 25-34, 30% were women aged 18-24, and 20% were men aged 25-34. 85% were university educated.

Word of mouth is by far the most common methods of finding out about Jurassic Lounge, rising from 50% in seasons 1 and 2 to 70% in season 3, to over 90% in season 4.

Seeing the Museum itself, seeing something different, and the social aspect were the main aspects attracting people to visit Jurassic Lounge.

98% said they would definitely or probably visit Jurassic Lounge again. The same proportion said they would definitely or probably recommend it to their friends.

65% of respondents said they would return to the Museum during the day.

30% of respondents had previously visited Jurassic Lounge during its 4 season run; almost a quarter of these had been three or more times.

96% of respondents came with at least one other person. 88%% visited with friends. 48% came in groups of five or more.

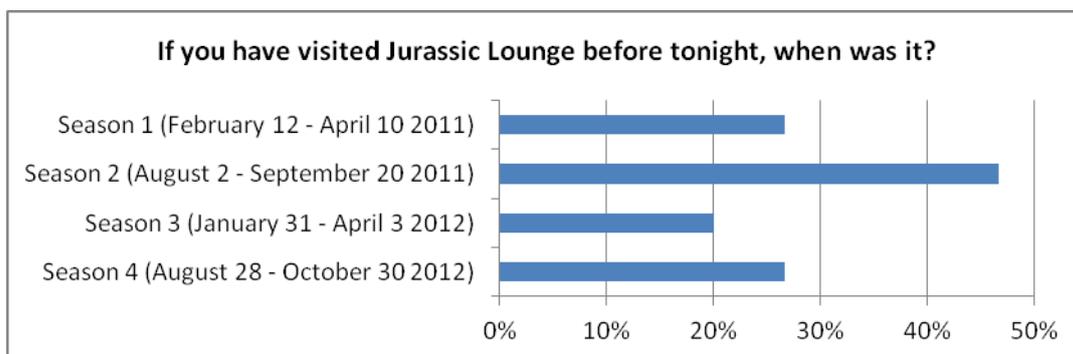
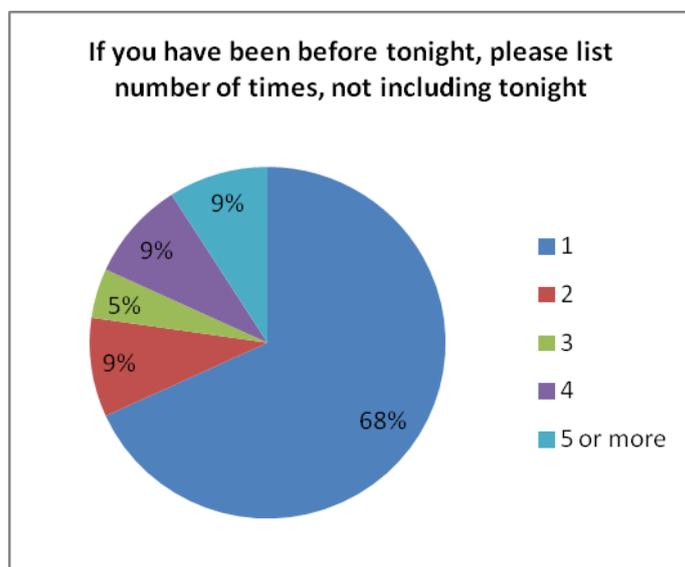
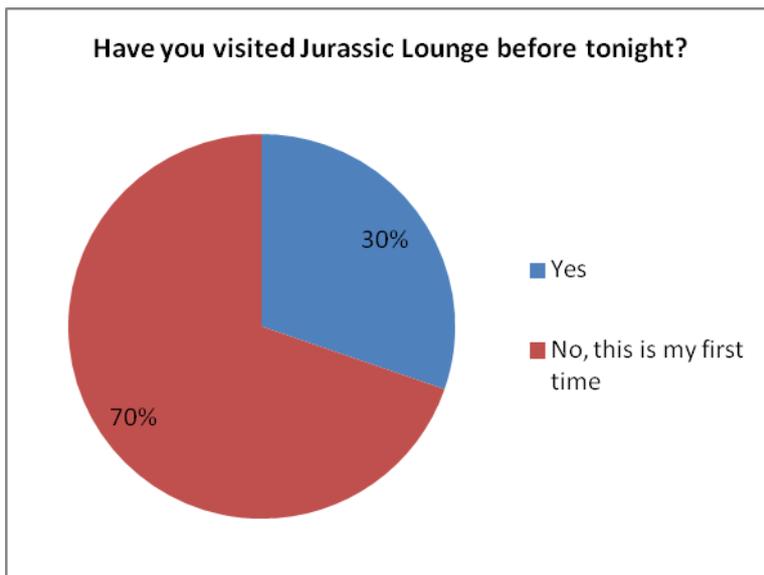
Activities/aspects with highest satisfaction:

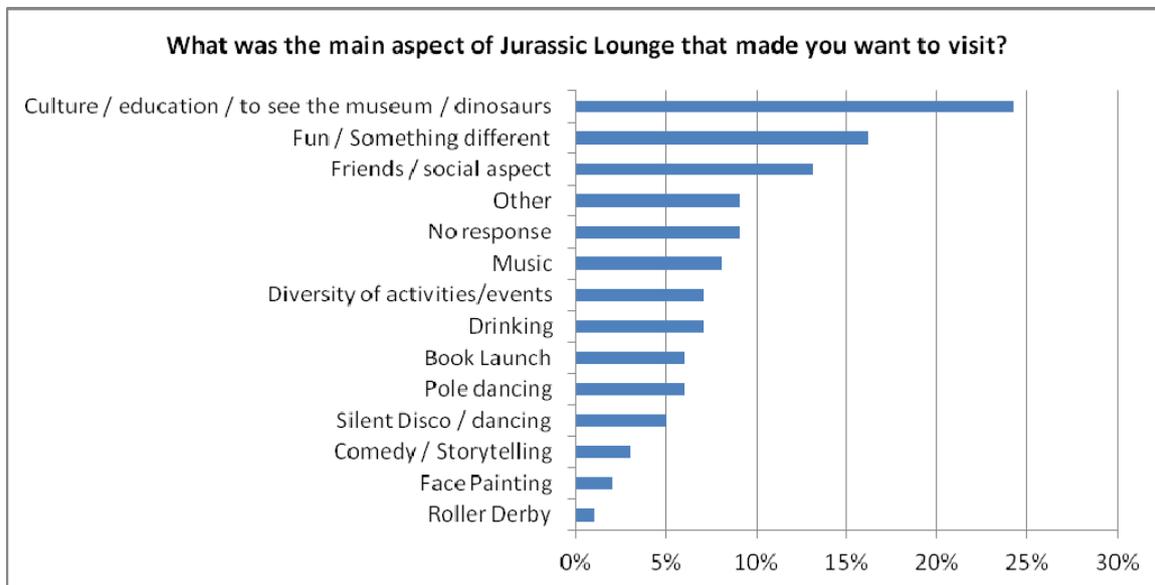
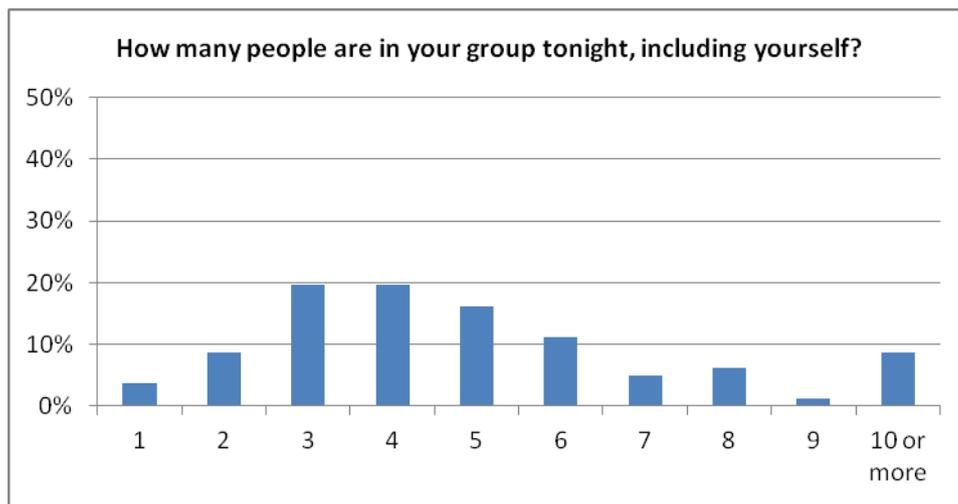
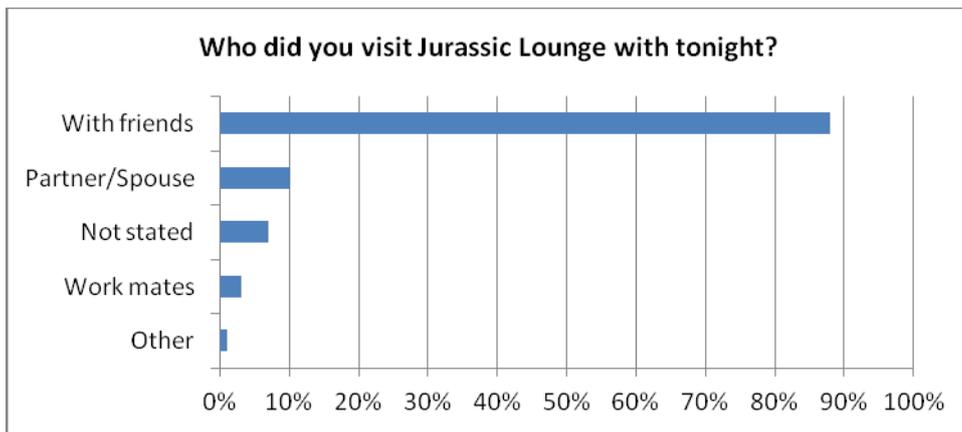
- Being in the Museum after hours
- Atmosphere / ambience / the venue
- Variety of entertainment, music, activities and live performances

Activities/aspects with lowest satisfaction:

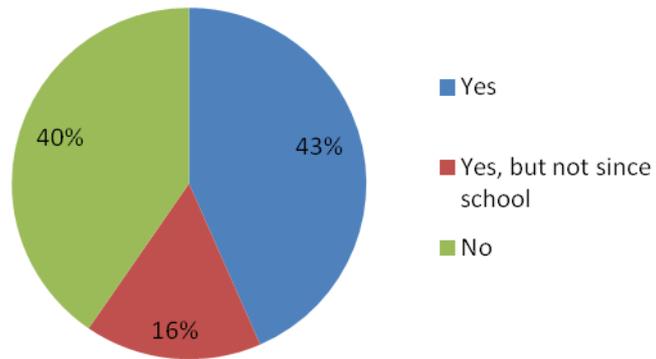
- Variety, price and portions of food
- Variety and price of alcohol
- Wayfinding/signage/maps, and queues for food & drink

ATTENDANCE

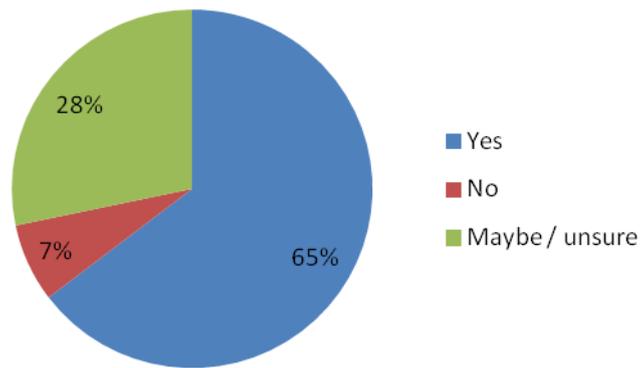




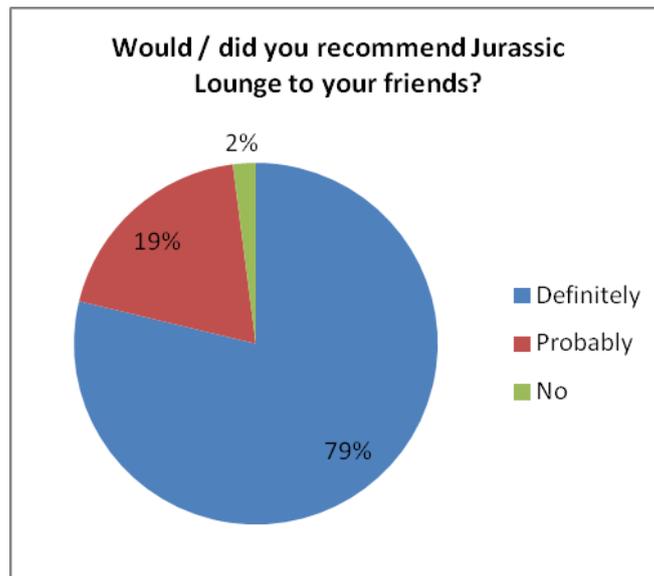
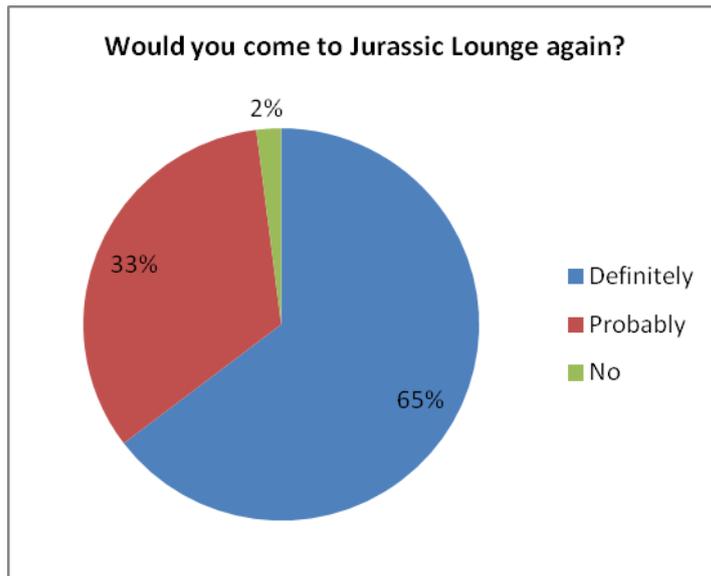
Had you visited the Australian Museum before coming to Jurassic Lounge?

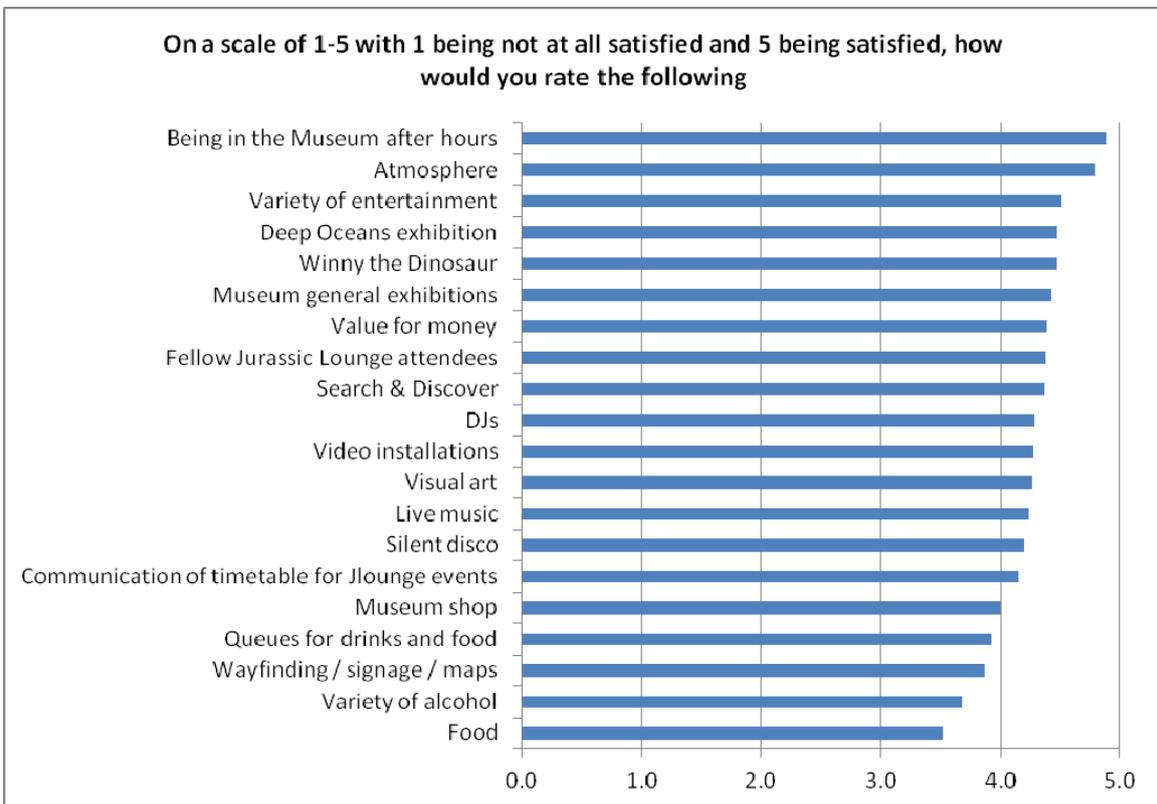
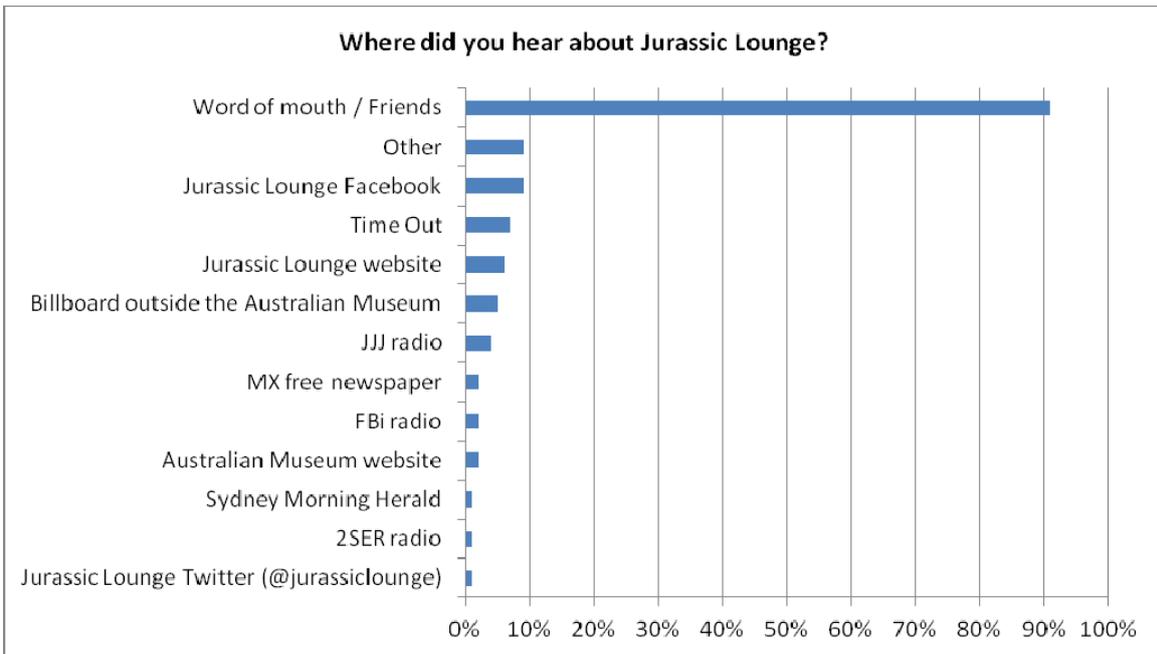


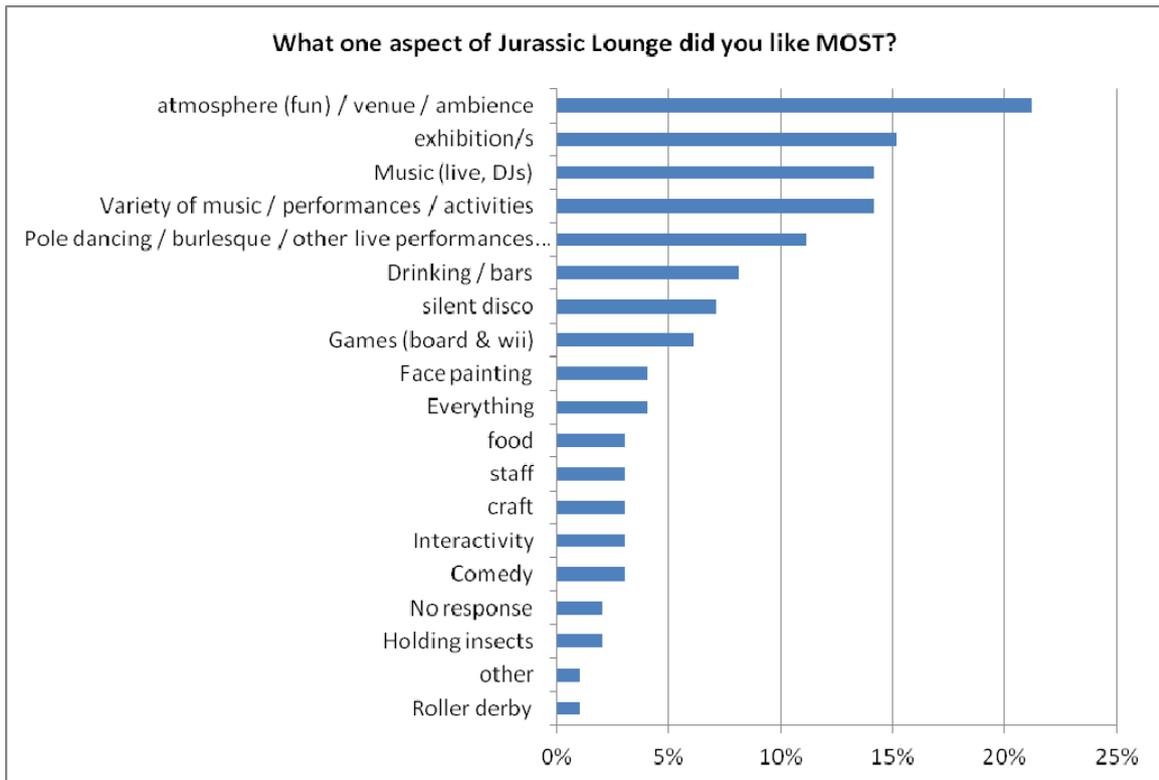
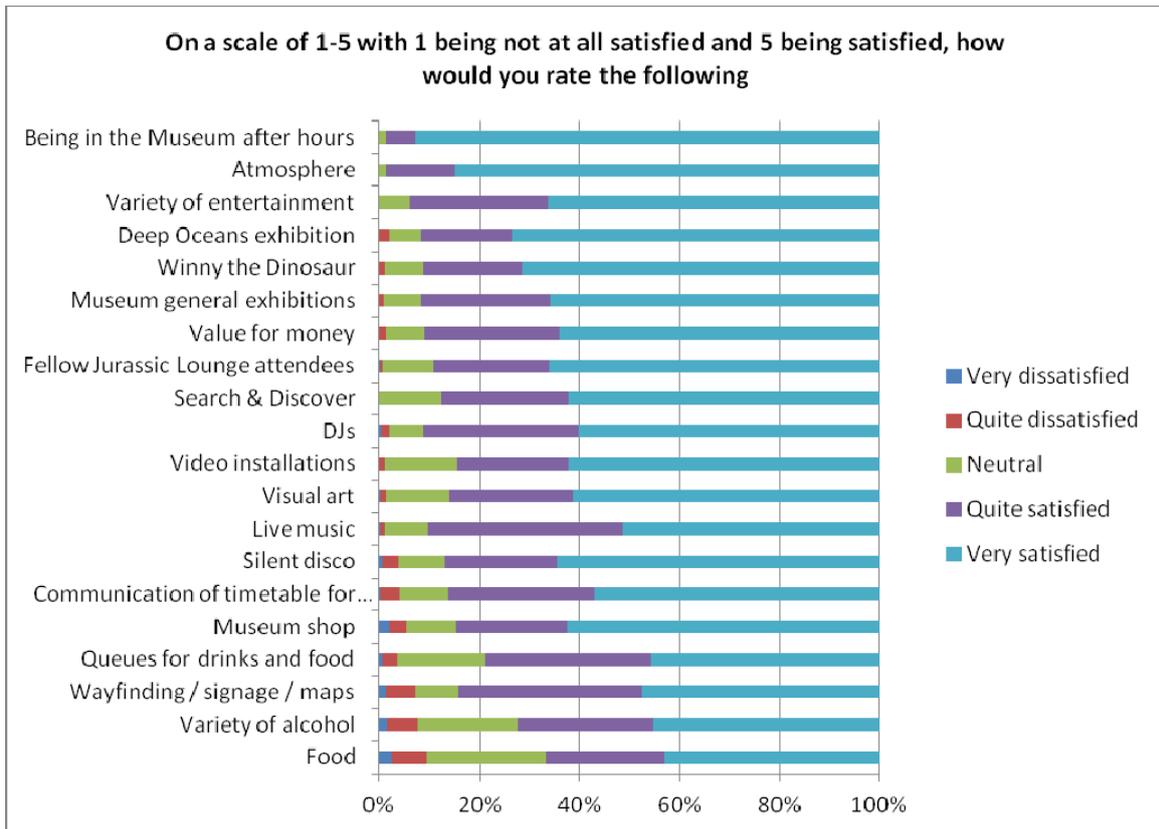
After coming to Jurassic Lounge, would you visit the Australian Museum during the day?

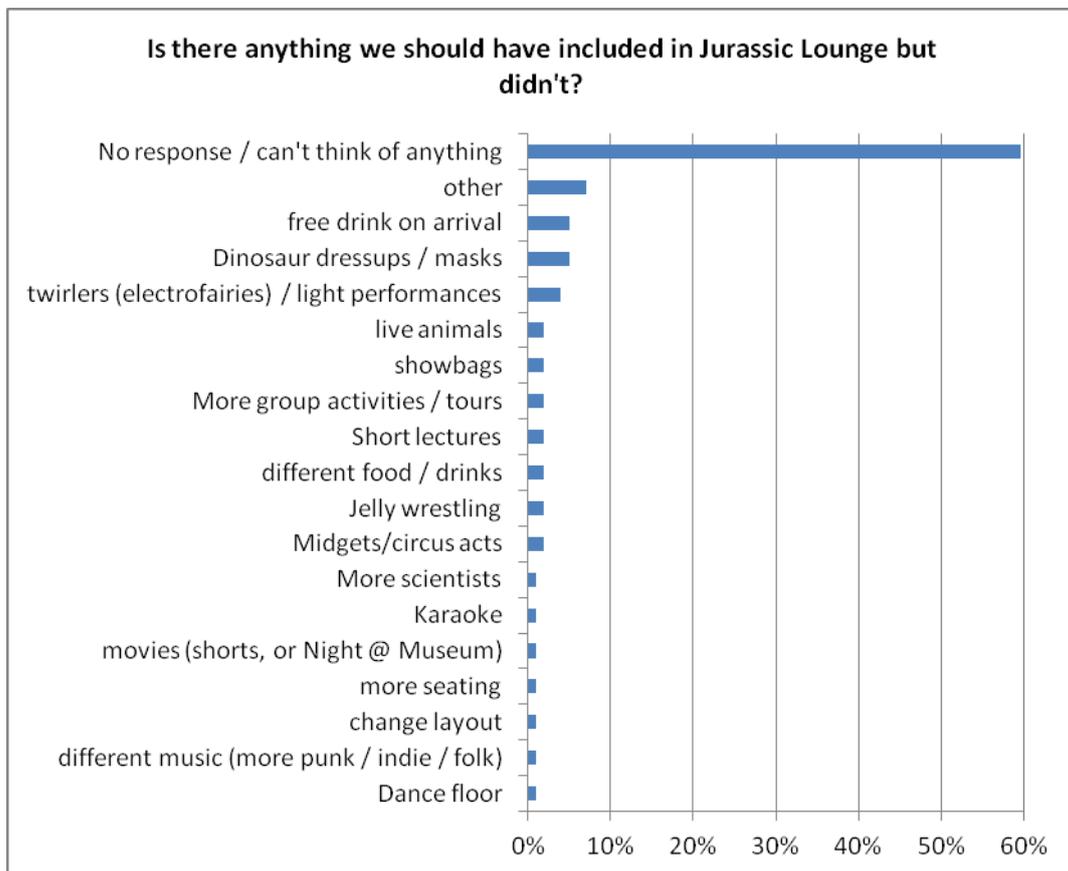
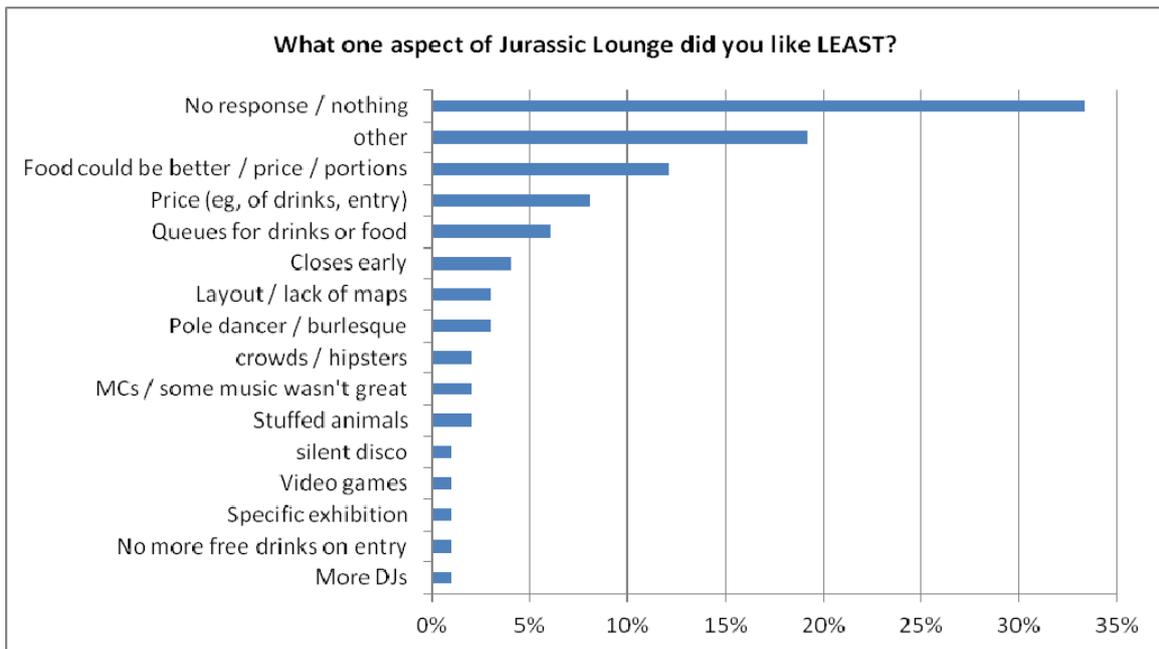


EXPECTATIONS AND SATISFACTION

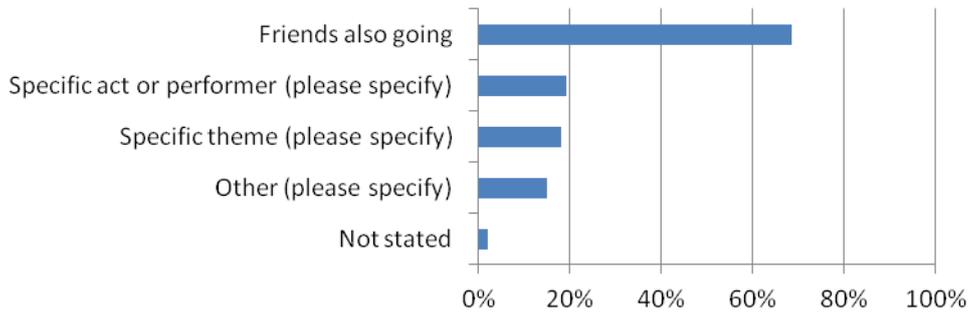




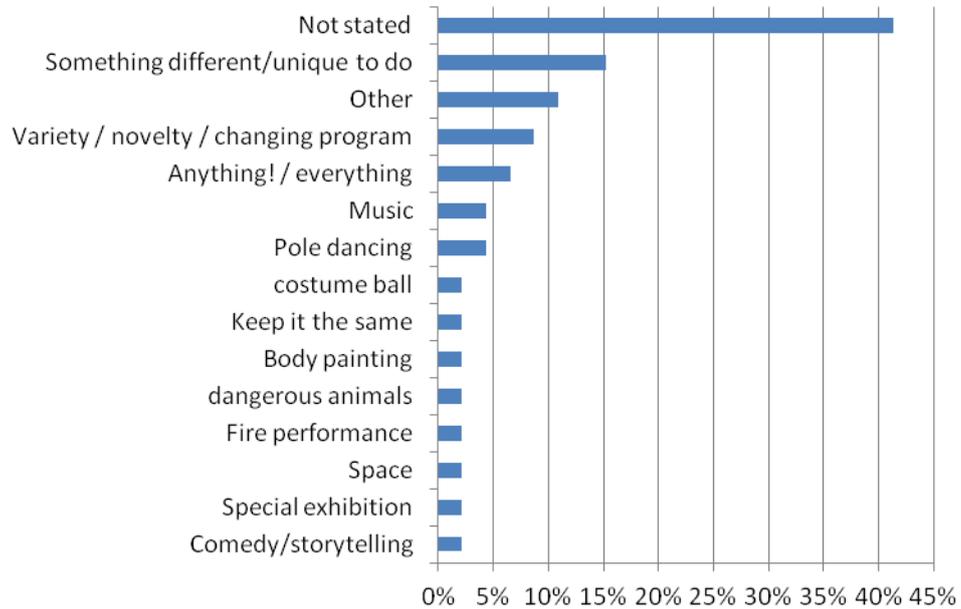


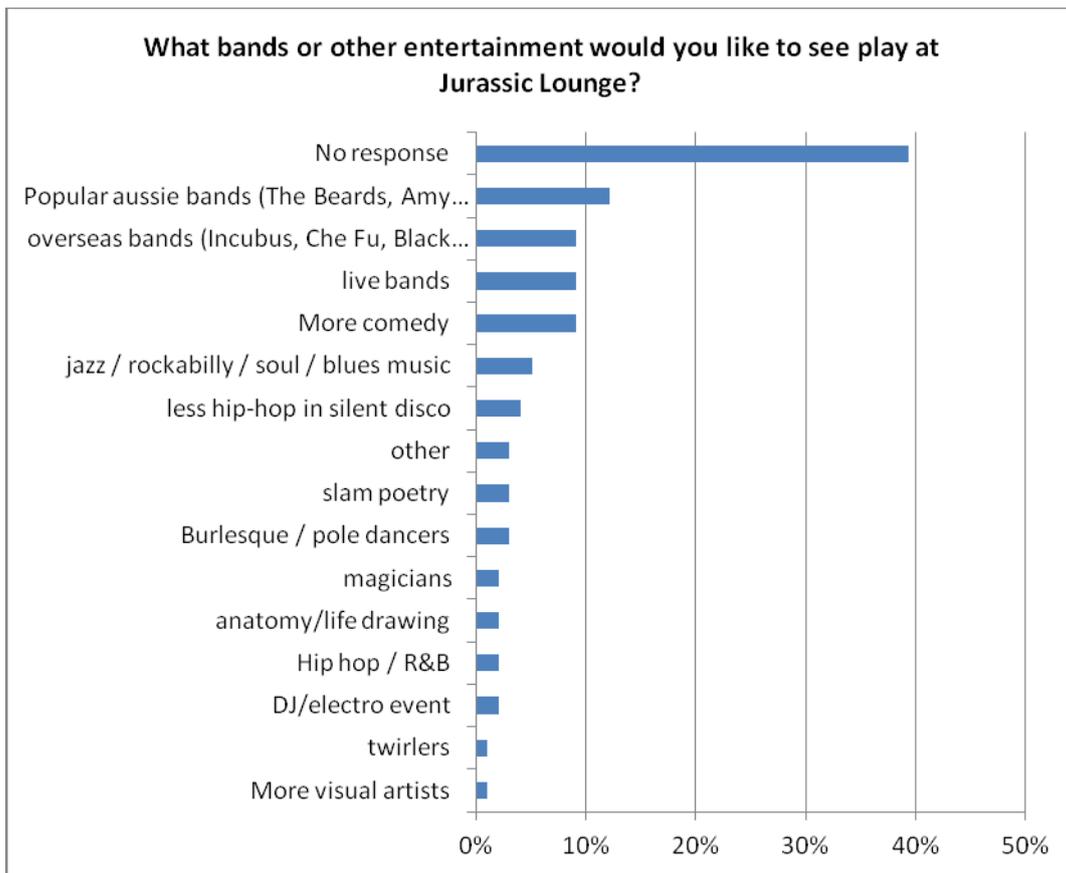


What is the main thing that would inspire you to visit a future Jurassic Lounge event?



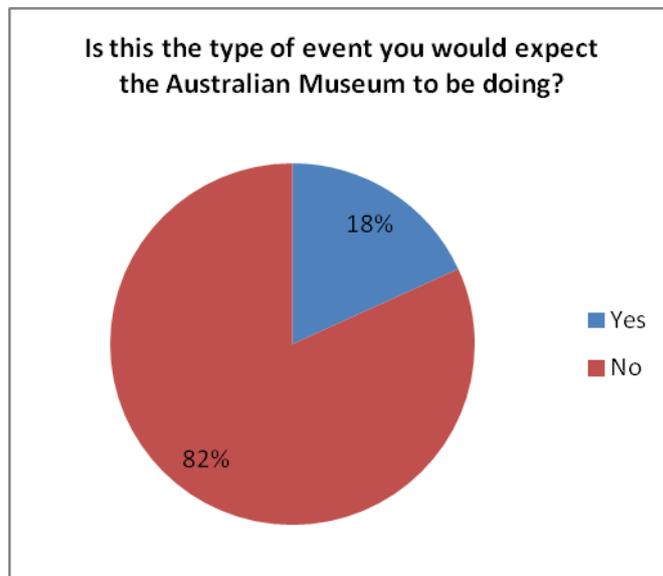
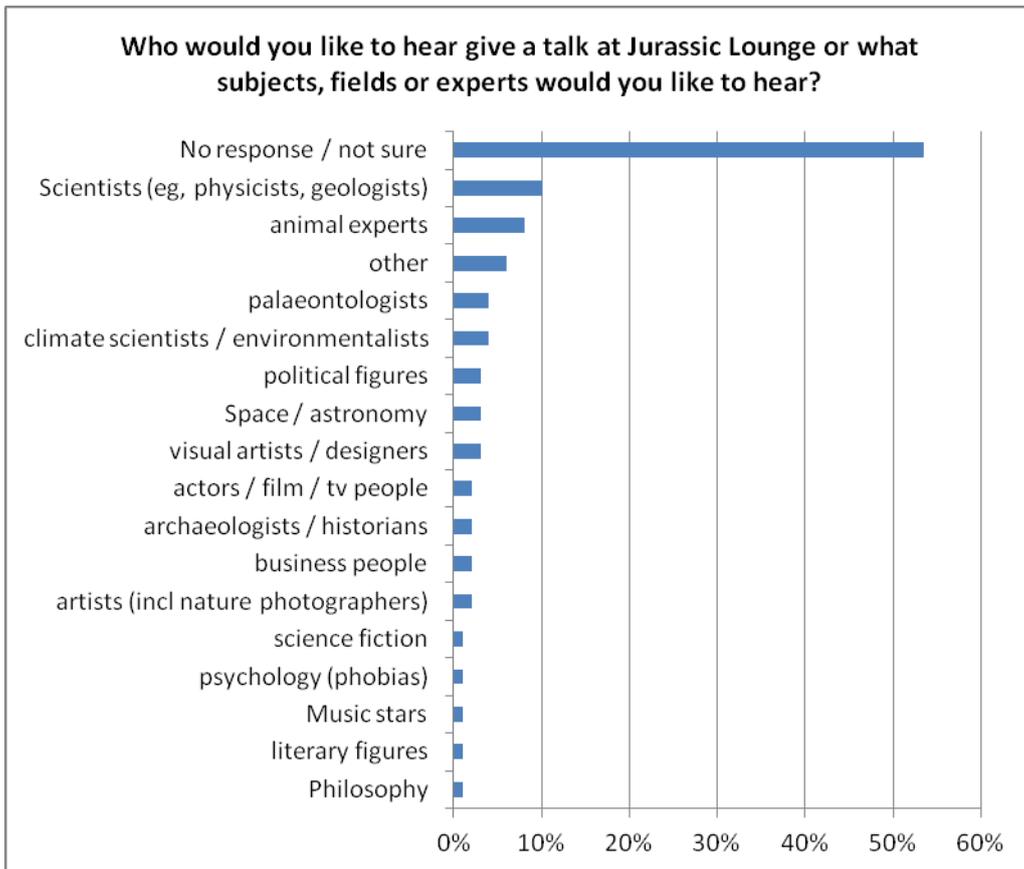
What specific acts or performers would inspire you to visit a future Jurassic Lounge event? (Specific act or performer, n=46)

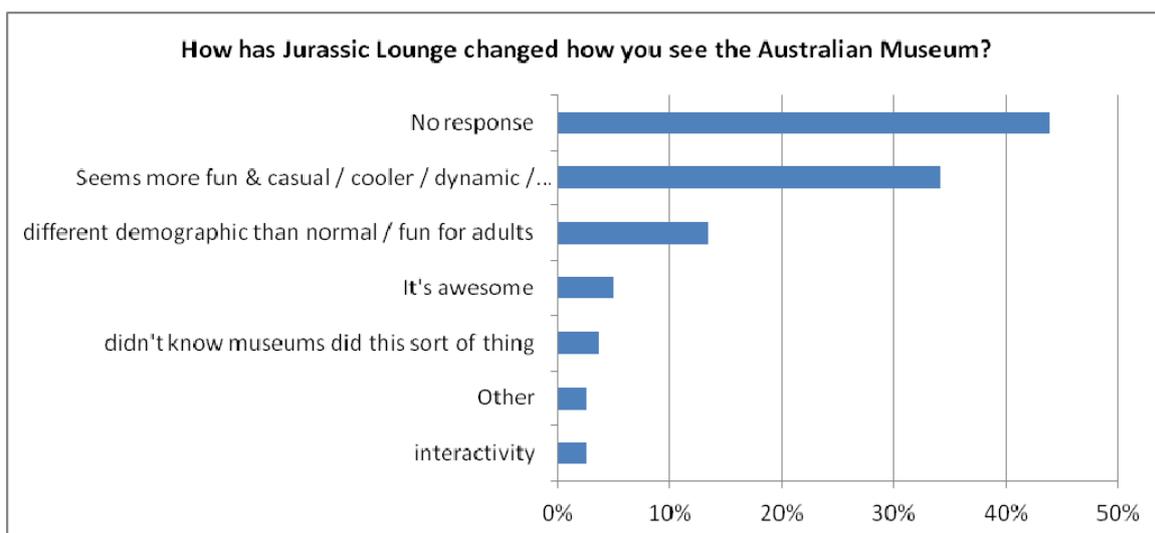
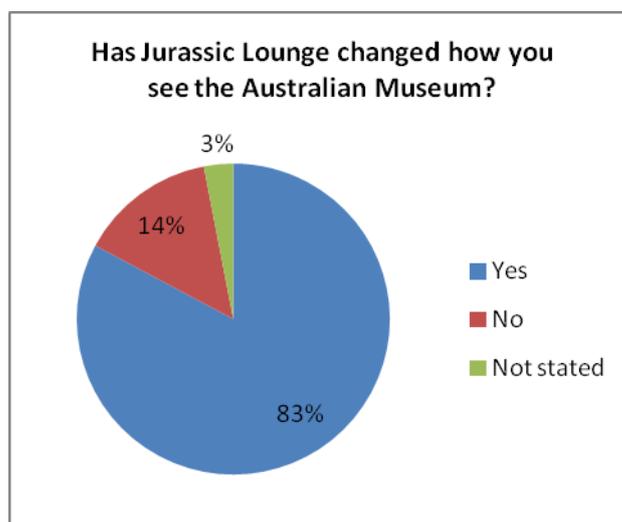
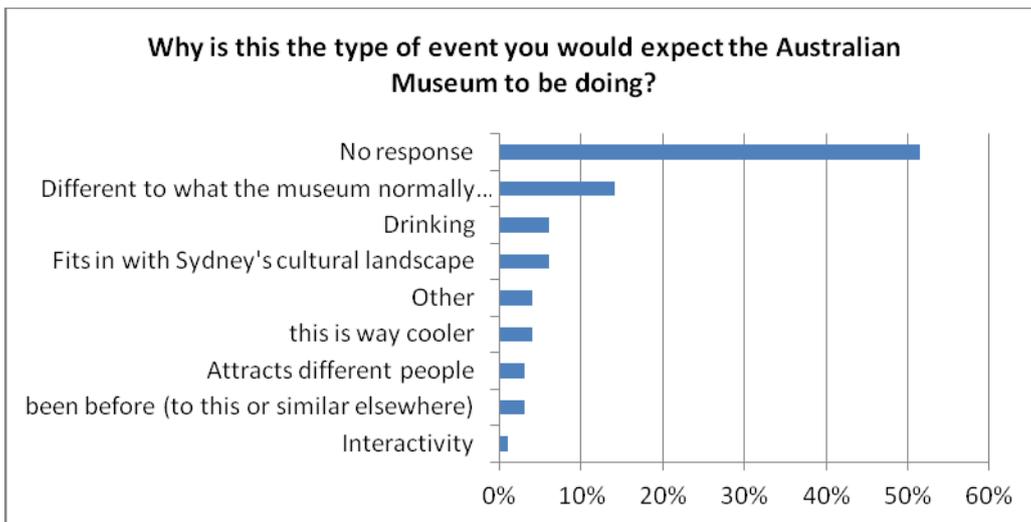




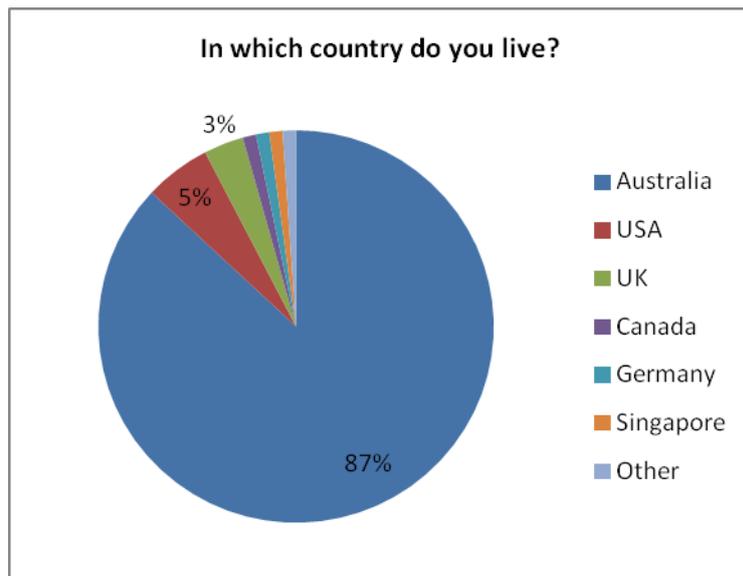
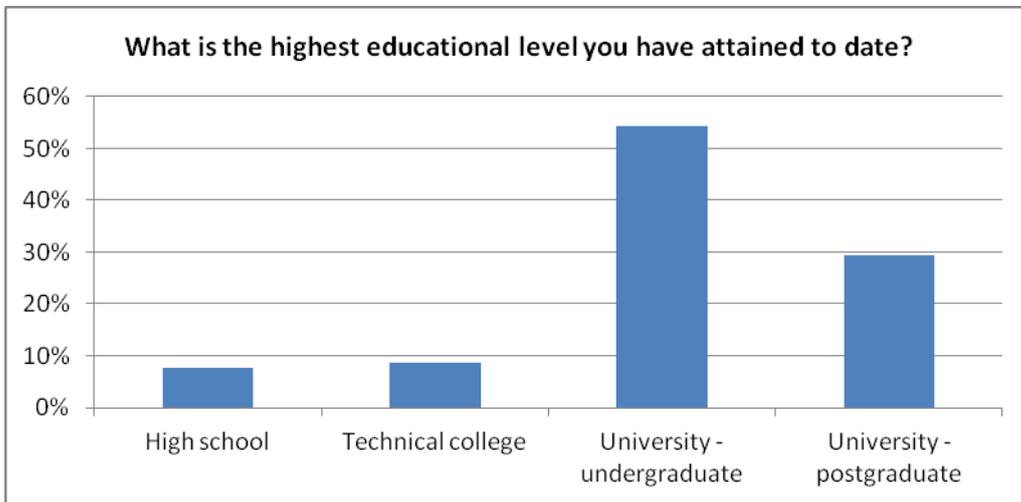
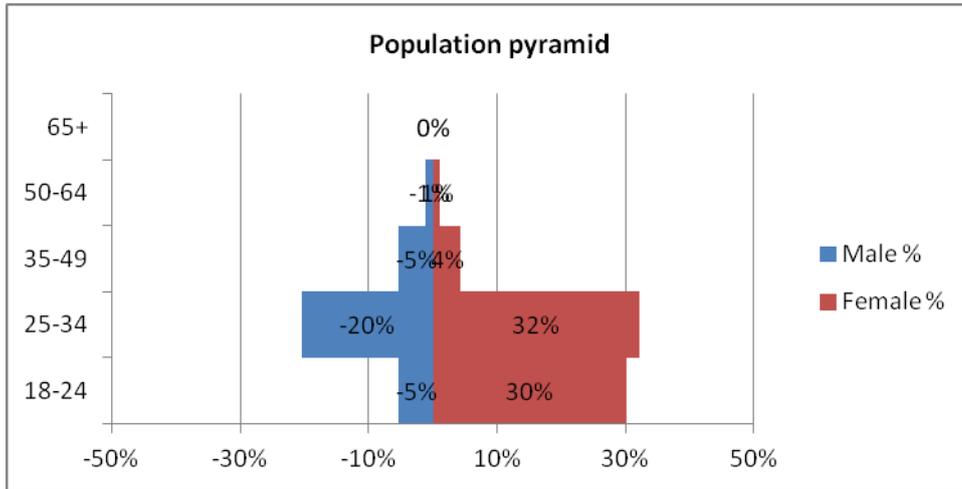
Specific bands mentioned:

The Beards, Amy Rose, Rubens, C1, Emma Louise, Alt J, Lime Cordiale, Lanie Lane, Victa, Nick Cave, Boy & Bear, Matt Corby, JJJ Unearthed, Tame Impala, Lungs, Incubus, Che Fu, Black Keys, Mumford & Sons

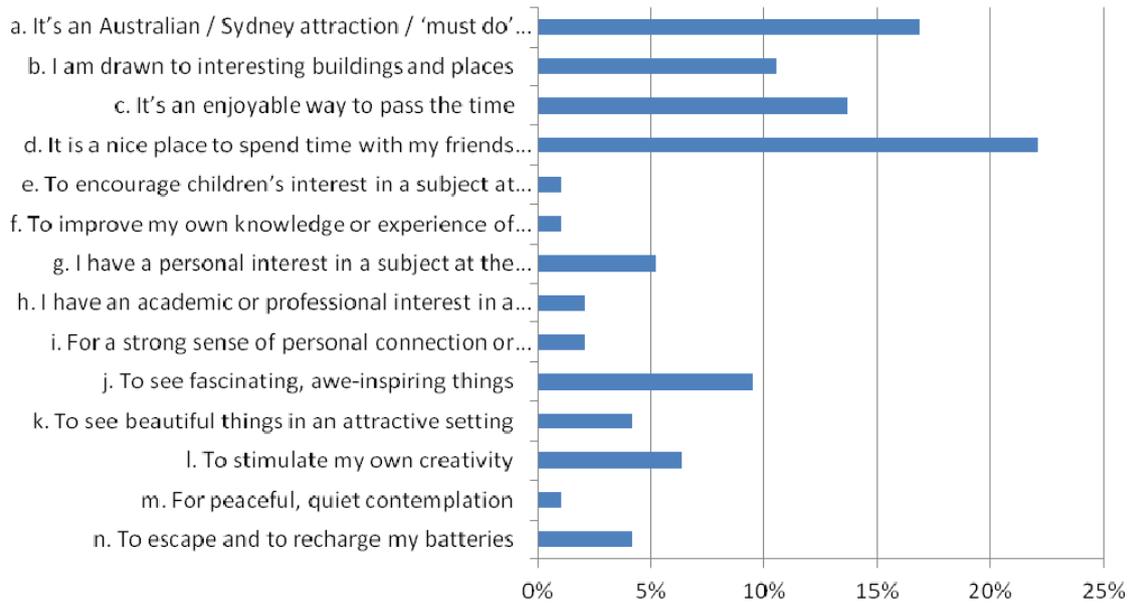




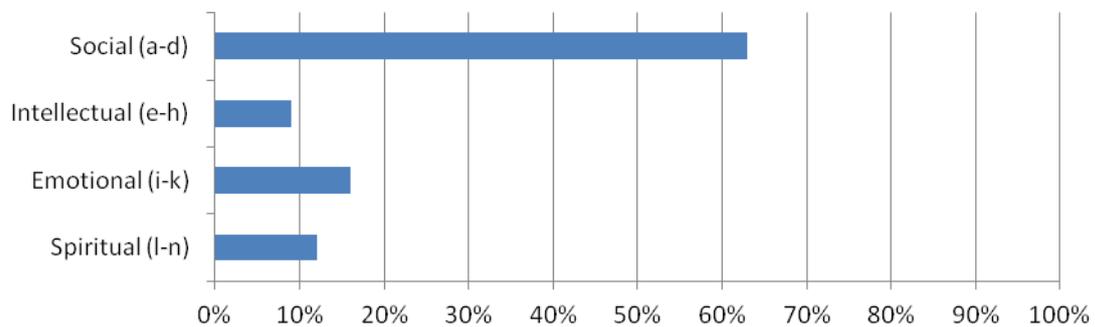
DEMOGRAPHICS



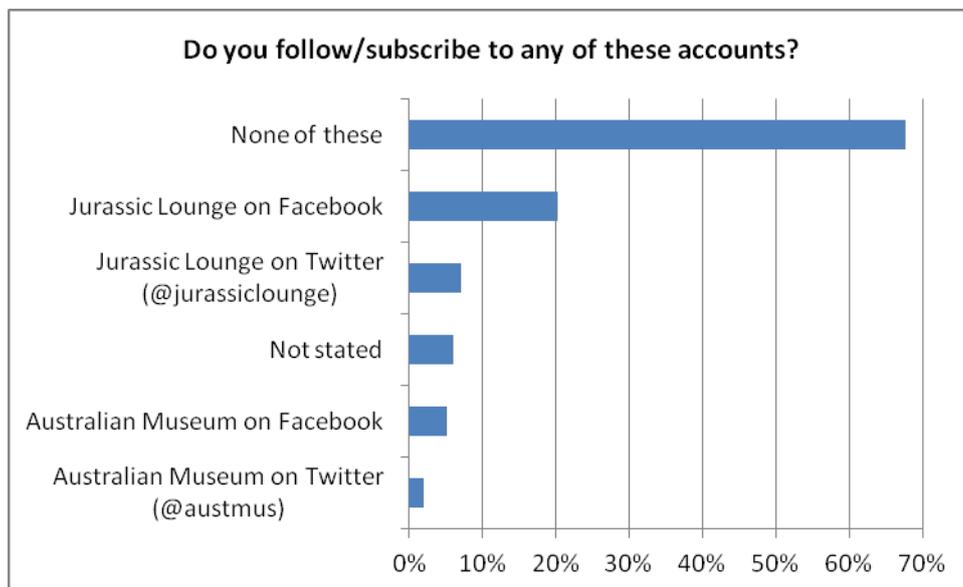
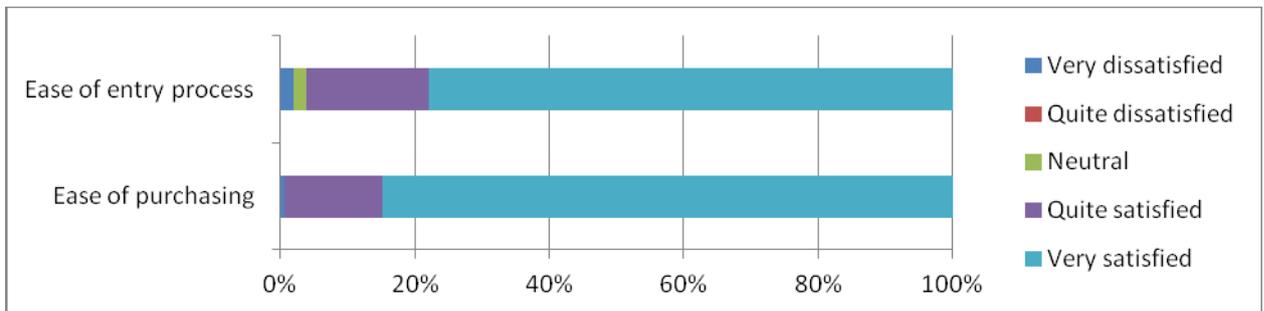
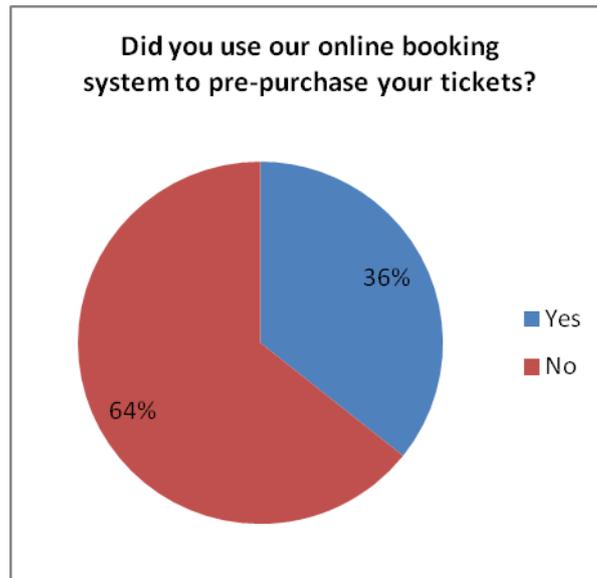
From the list below, please select the ONE statement that BEST describes why you visited the Australian Museum TODAY:



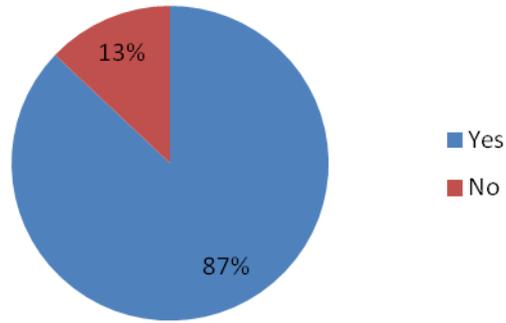
From the list below, please select the ONE statement that BEST describes why you visited the Australian Museum TODAY:



TECHNOLOGY & SOCIAL MEDIA



Do you own a smartphone or other internet-connected mobile device (eg, Samsung Galaxy or iPad)?



If so, what brands / models?

