Conducting Audience Research at the Charles Dickens Museum in 2024

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Project Description

Determine how the demographic characteristics, interests, and expectations of visitors to the Charles Dickens Museum have continued to evolve after the COVID-19 pandemic.

Project Objectives

Determine the demographic characteristics, interests, and expectations of current visitors

Assess levels of awareness and engagement among members of the local community and identify barriers to their attendance

Compare the current visitor profile with previous visitor profiles, including the last in-depth research in 2022
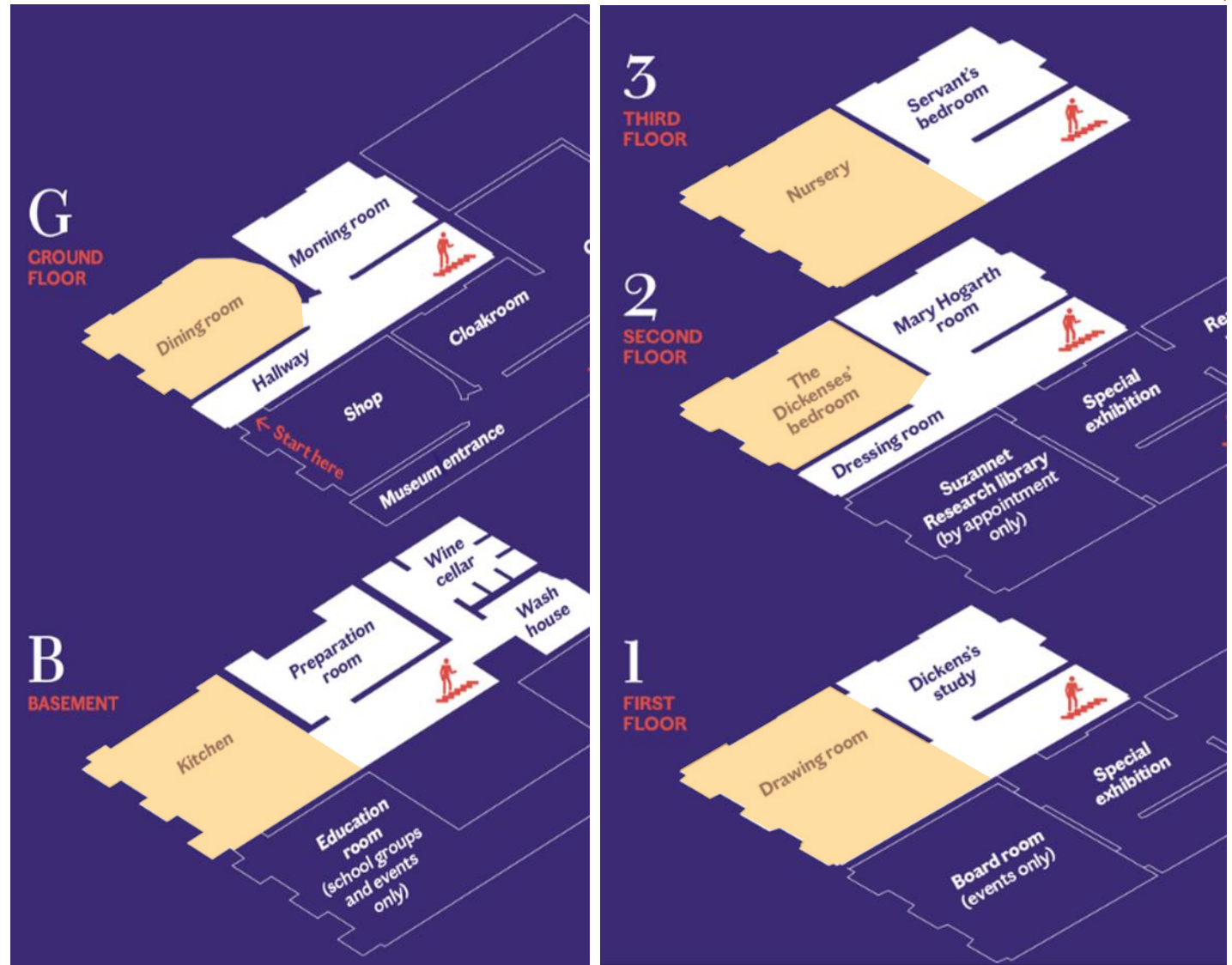
Methodology

Exit Interviews

- Short or long survey
  - 56 short
  - 30 long
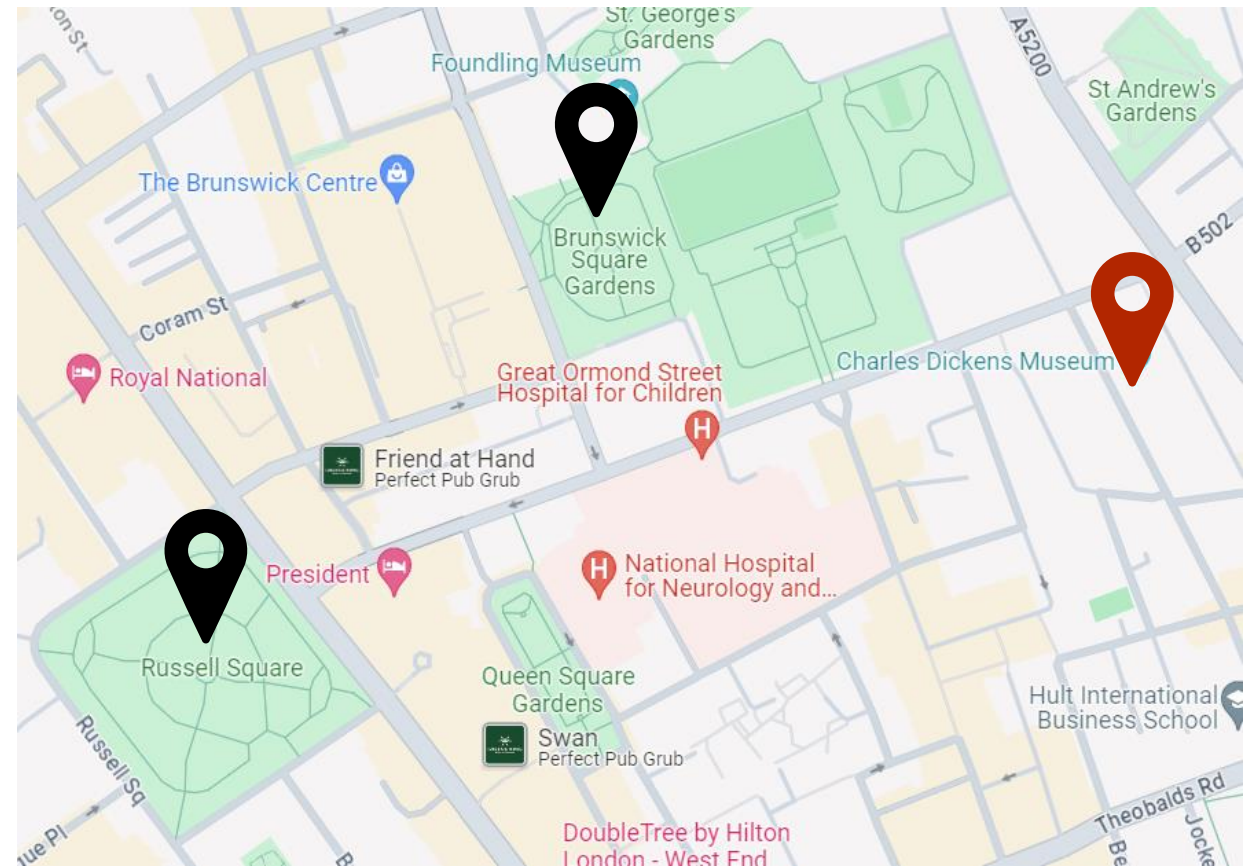- Visitor experience and demographics
- Focus on qualitative data

Visitor Observations

- Dwell times
- Key artifacts and exhibits
- Visitor questions and reactions
- 113 observations

Community Interviews

- Russell Square & Brunswick Square Gardens
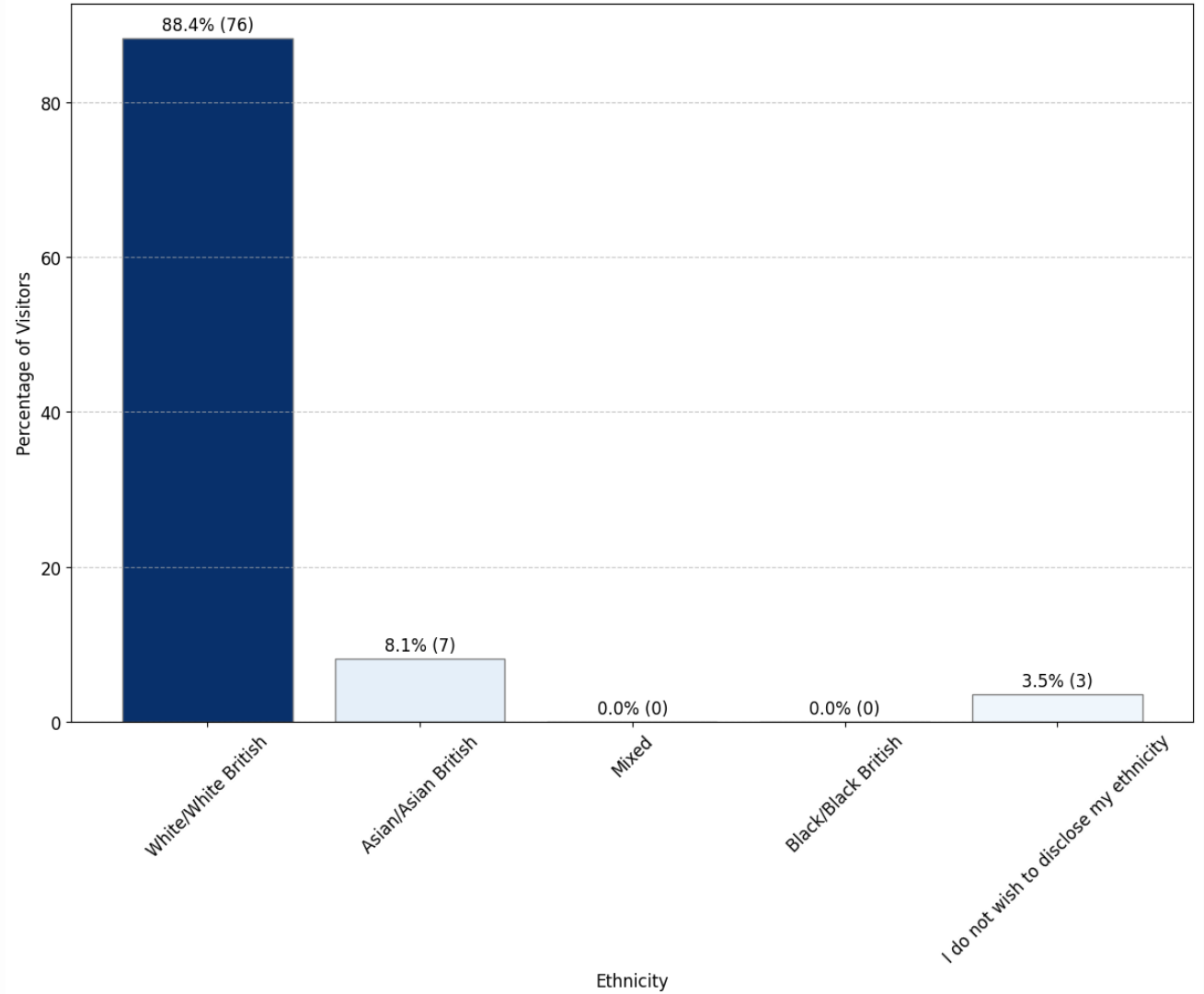
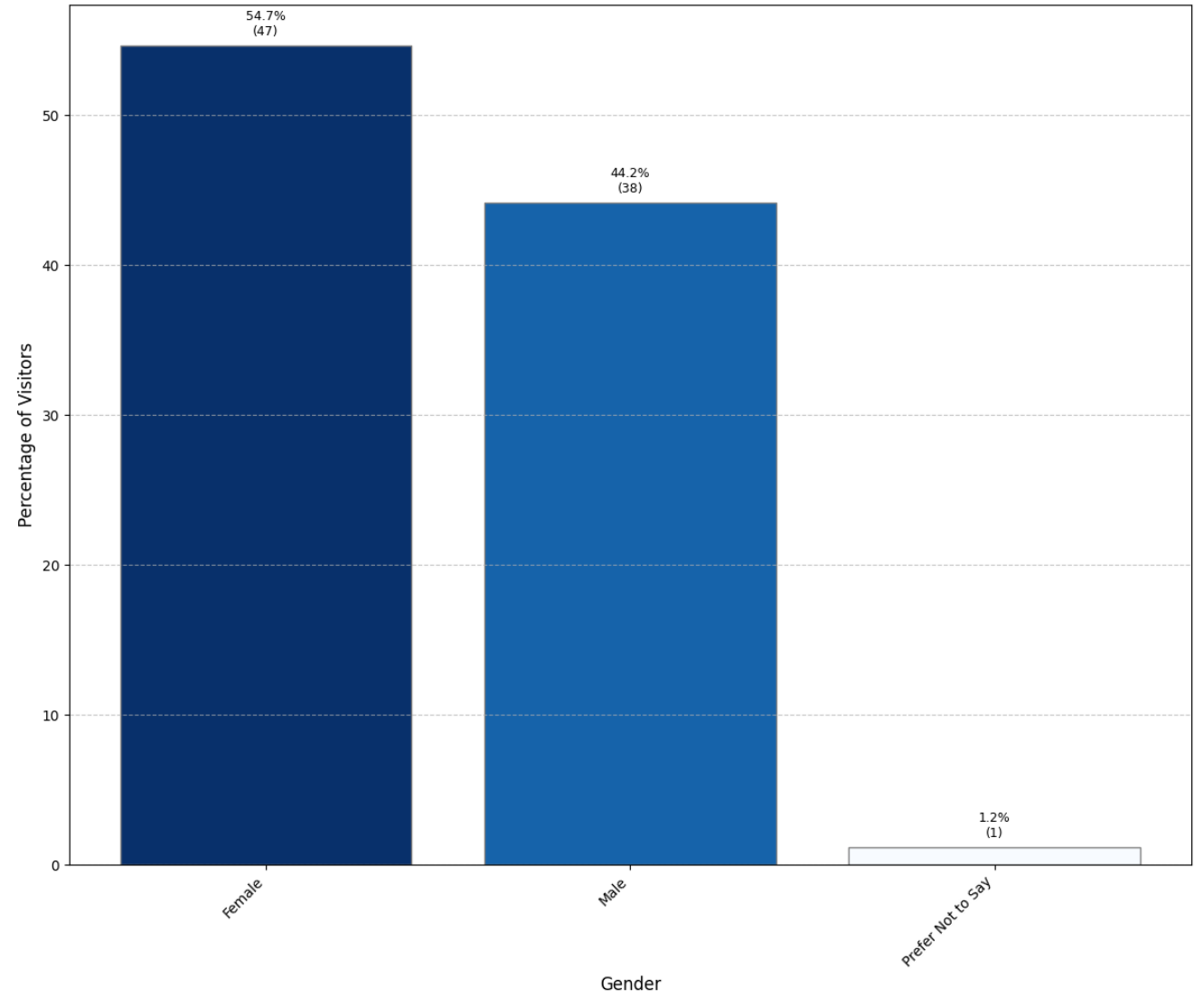- Awareness within the community

- 24 people surveyed

Results

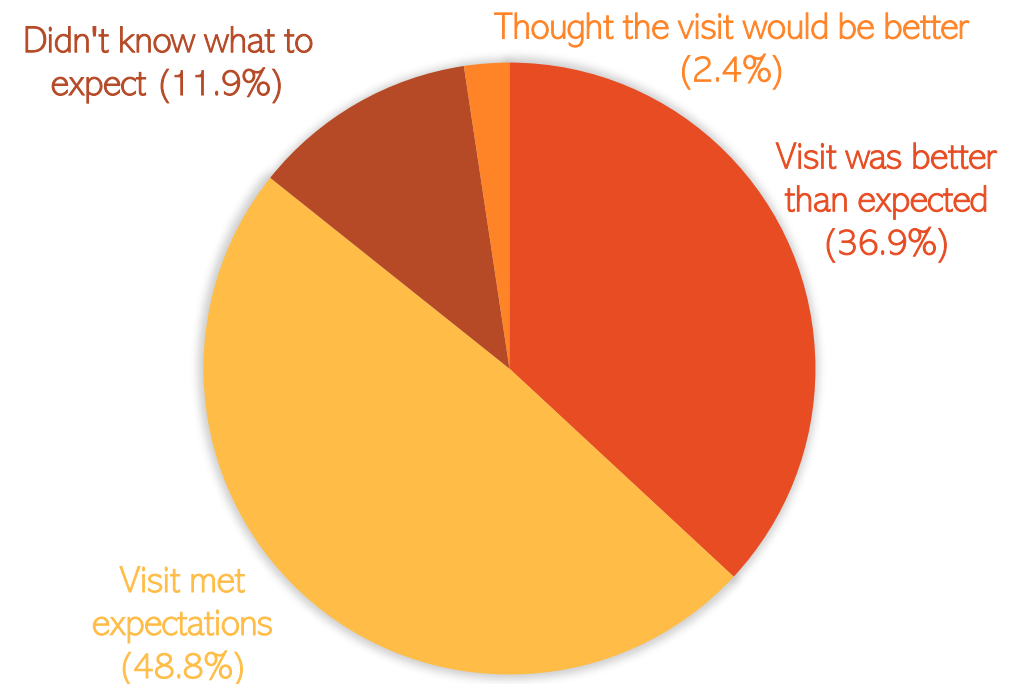# Visitor Profile
Ethnicity/Country

# Visitor Profile
Age/Gender

Visitor Feedback

Positive Experience

- 97.6% had a "good" or "excellent"
- 98.8% would recommend
- 95.1% said it was good value for money
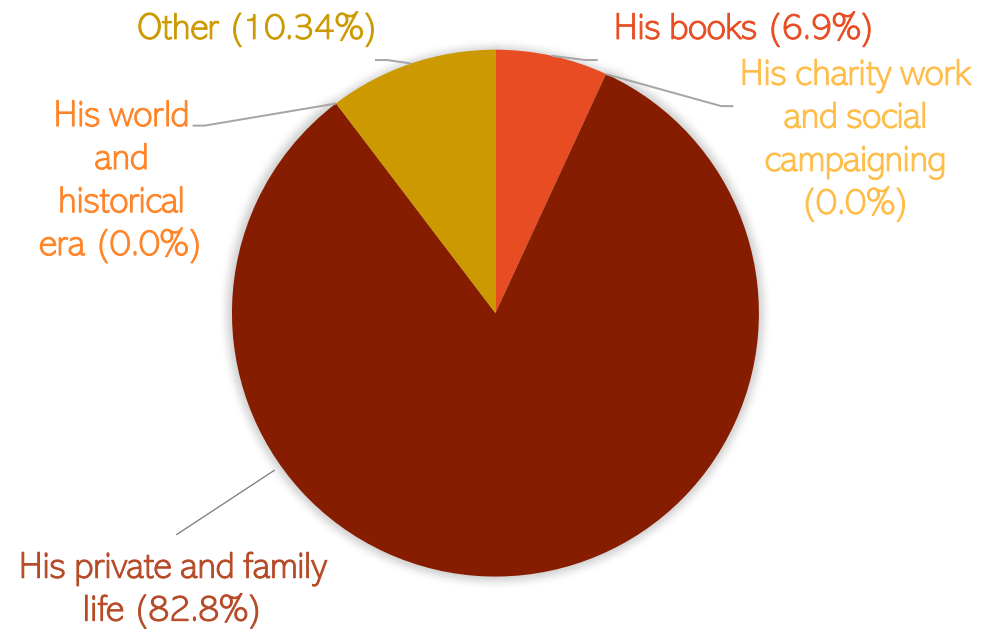 - National Lottery Promotion

Didn't know what to expect (11.9%)

Thought the visit would be better (2.4%)

Visit was better than expected (36.9%)

Visit met expectations (48.8%)

How the museum matched with expectations
(According to 84 visitors)

Visitor Feedback

Favorite Parts
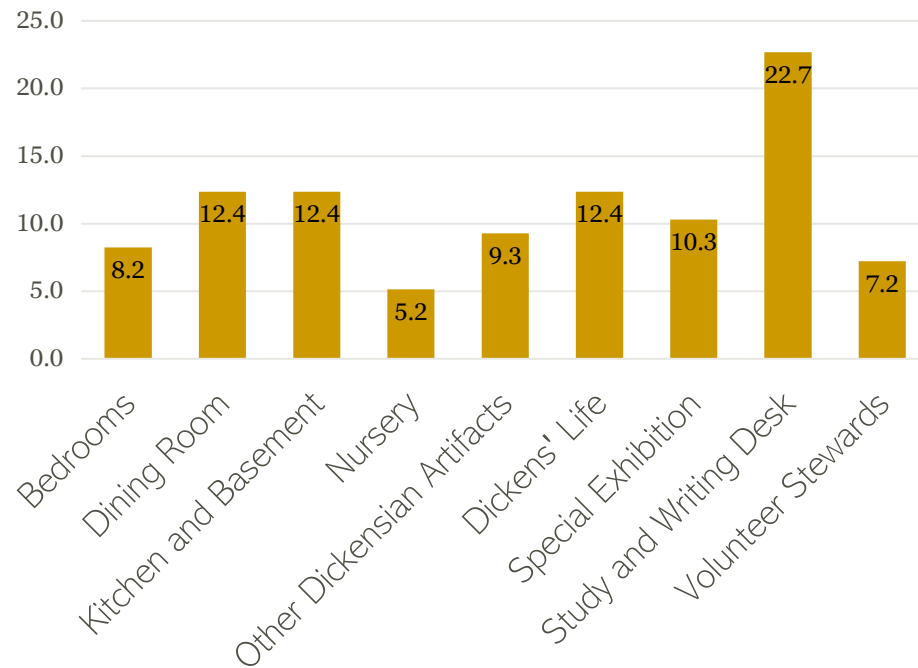
Visitors' favorite parts of the museum
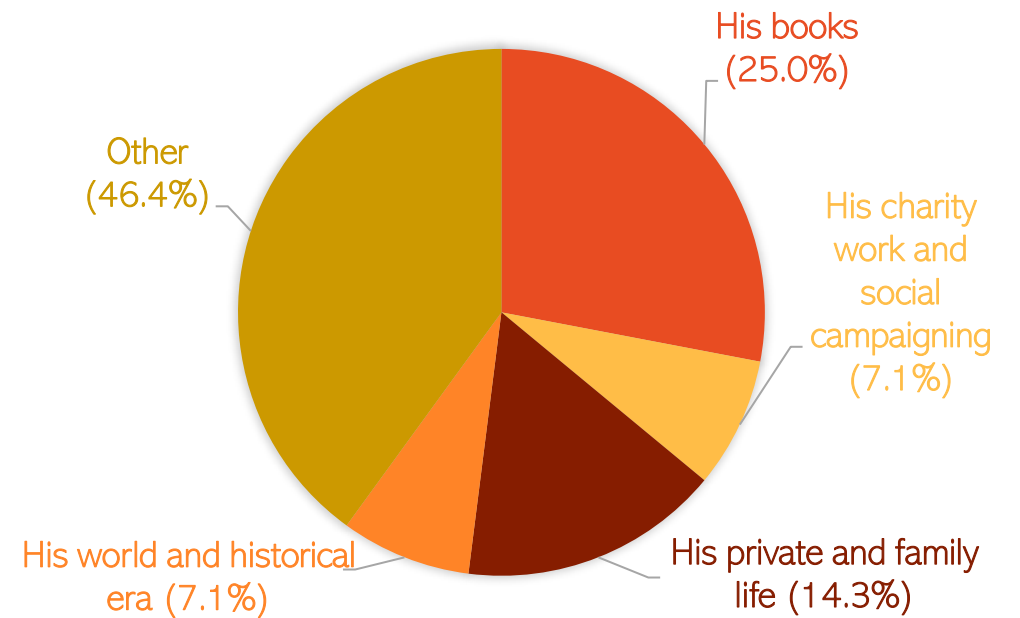(97 responses from 83 visitors)

What the museum focused on most
(According to 29 visitors)

Visitor Feedback
Potential Improvements

- Audio guide
- Labels and transcriptions
- Biographical information
- More on the books
- Suggestions for future exhibitions
 - Women and Dickens
  - Modern Adaptations

His books (25.0%)
His charity work and social campaigning (7.1%)
His private and family life (14.3%)
His world and historical era (7.1%)
Other (46.4%)

What the museum could focus on more
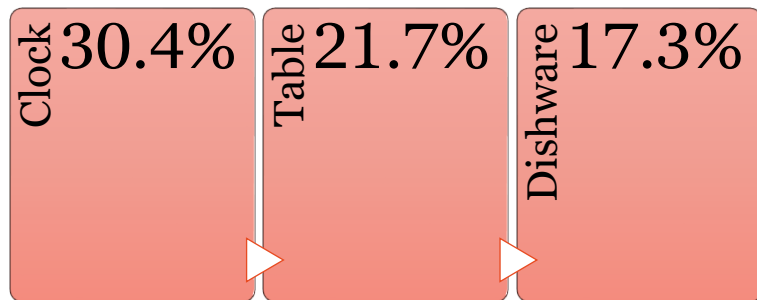(According to 28 visitors)

Observations

Kitchen

- 36 observations completed
- 2:30 average dwell time
- Remarks:
  - More labels
  - Increase brightness
  - Servant bell

| Oven	Dishware	Hedgehog
27.8%	22.2%	13.9%
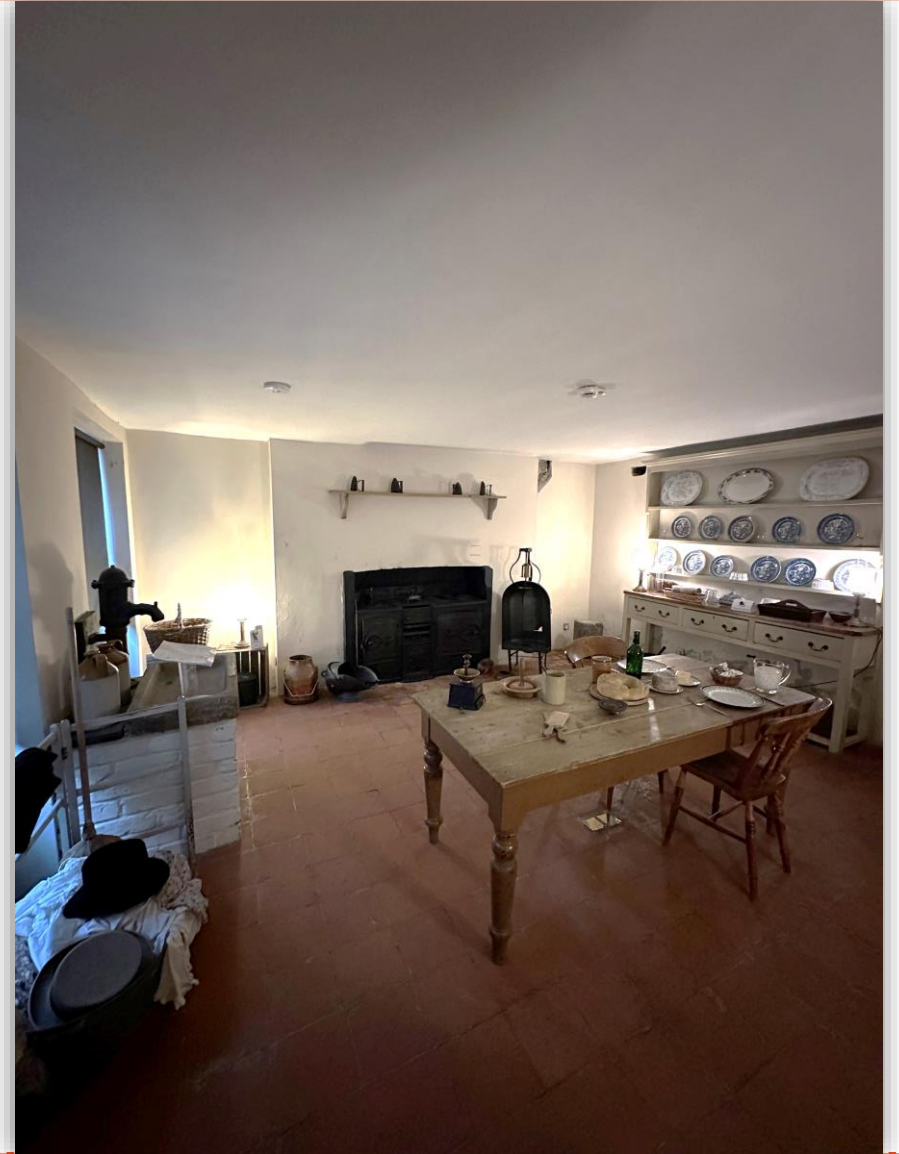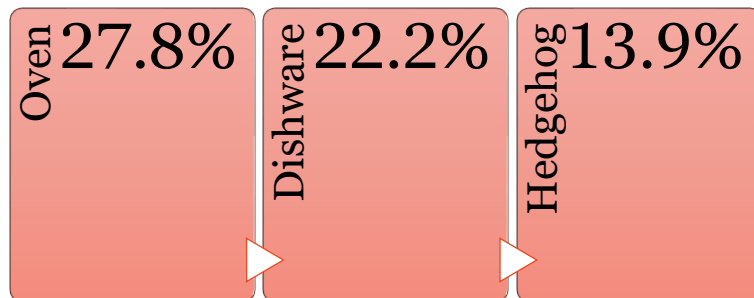
Observations
Dining Room

- 24 observations completed
- 3:15 average dwell time
- Remarks:
  - Overwhelmingly Positive
  - Label Descriptions

| Clock 30.4%	Table 21.7%	Dishware 17.3%

Observations

Nursery

- 40 observations completed
- 3:35 average dwell time
- Remarks:
  - Childrens toys
 - Prison bars in a children's room?
  - Increase brightness

Prison bars	Windows	Children's toys
55.0%	12.5%	10.0%
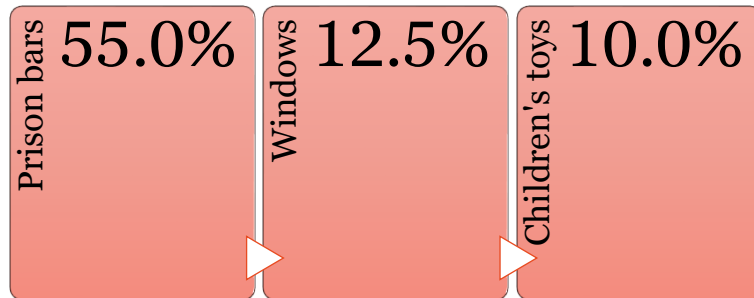
Observations
Main Bedroom/Drawing Room

- 7 observations completed
- 2:20 average dwell time
- Main source of confusion was the tub

| Artifacts in desk	Bathtub	Bed
57.1%	28.6%	14.2%
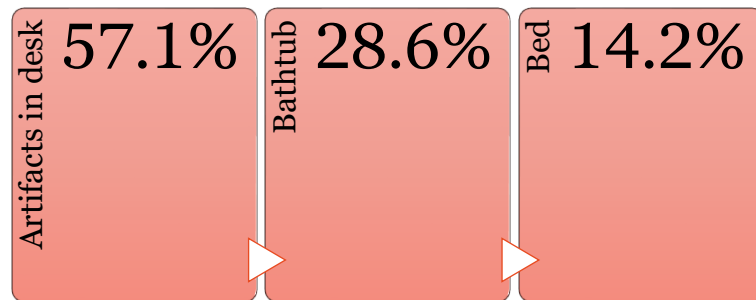
Observations
Main Bedroom/Drawing Room

- 6 observations completed
- 2:15 Average dwell time
- No suggestions for improvement but we could recommend adding more labels

Reading Desk	Chair	Dominos
66.7%	16.6%	16.6%
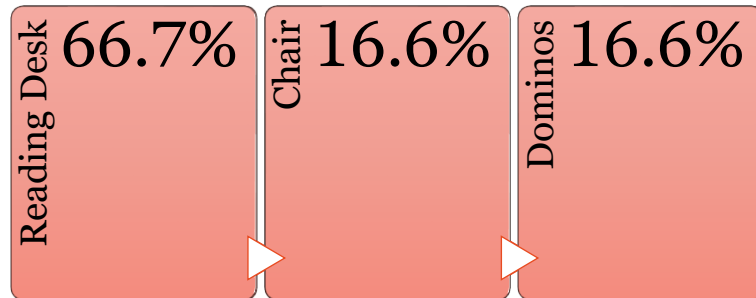
Community Interviews

- 70% interested in visiting the museum

- 56.5% positive view of Dickens

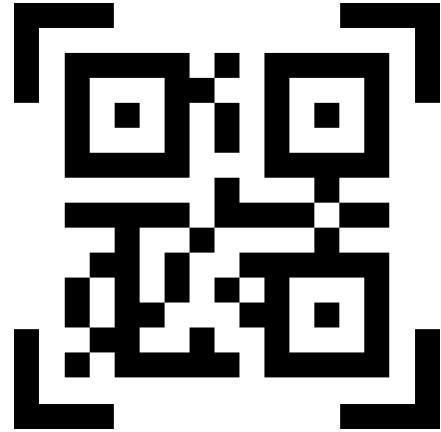- ~50% interested in a local discount and/or special exhibition
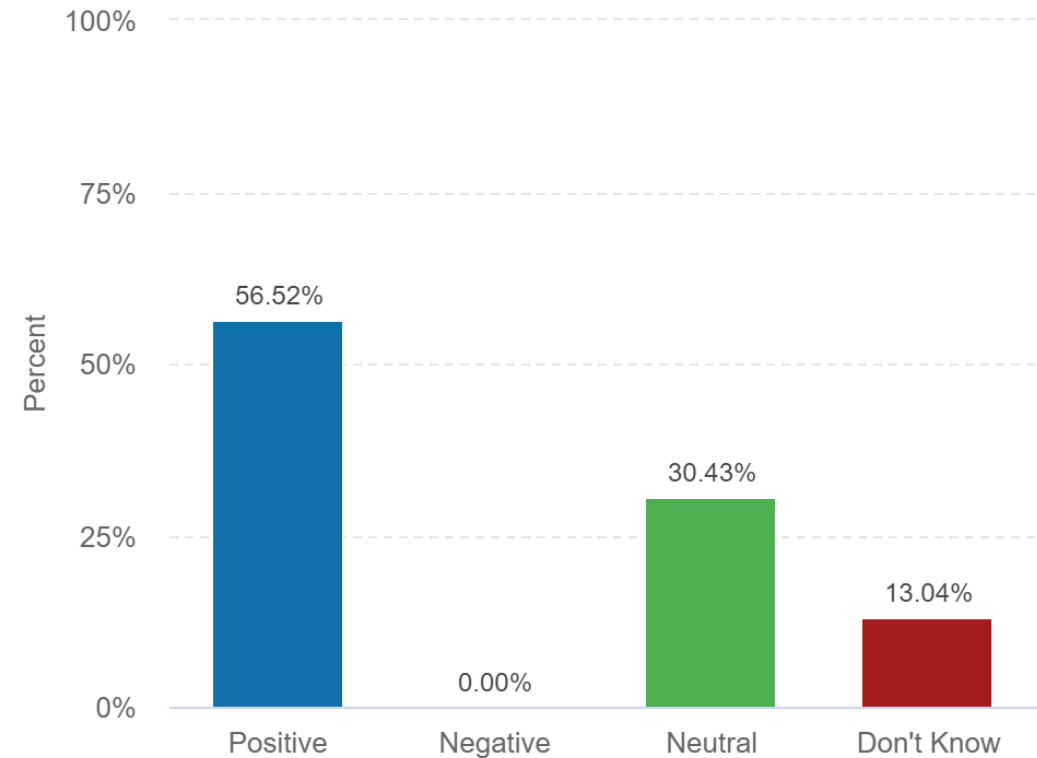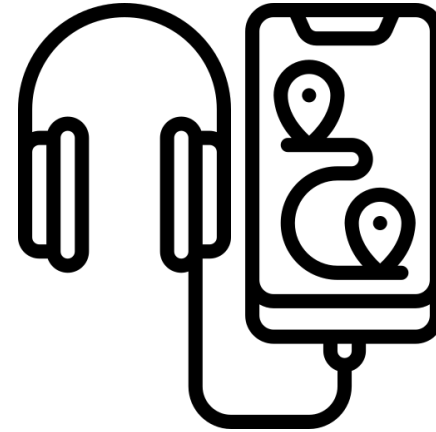

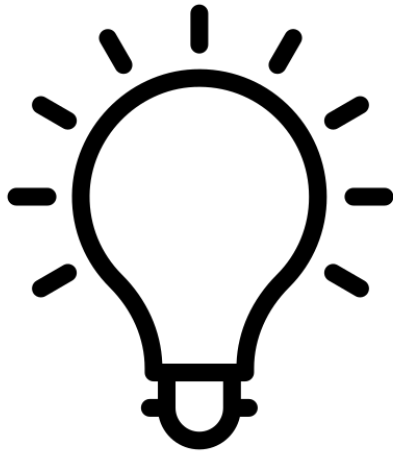Respondents' perceptions of Charles Dickens

Recommendations

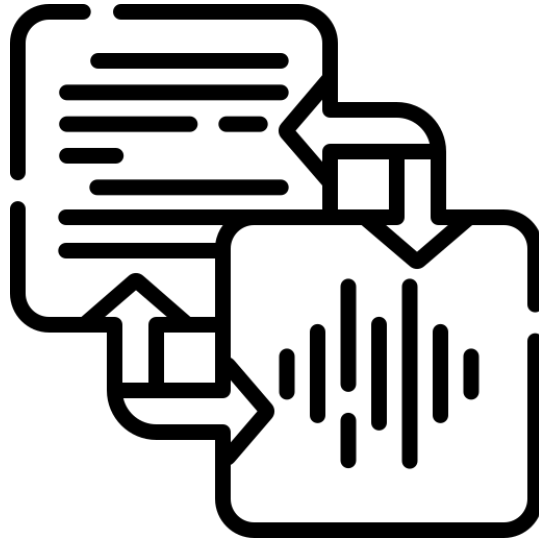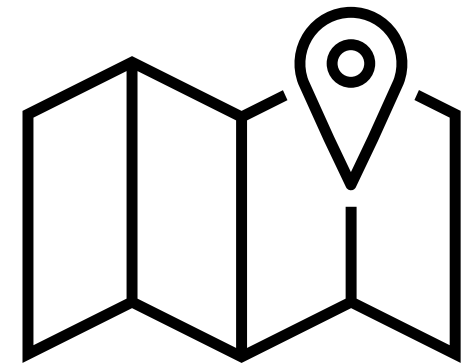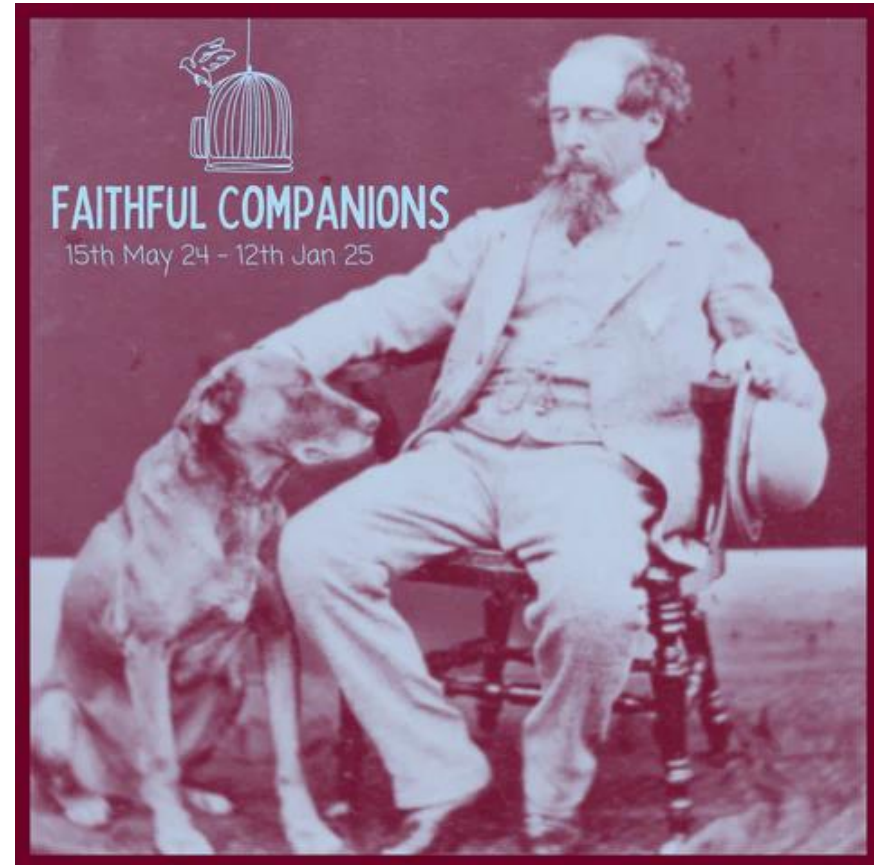# Audio Tour

Awareness

Connectivity

Labels and Transcription

Readability

Items & Information

Navigation

Awareness of Museum and Programs

- Museum Discovery
  - Social Media
  - Collaboration

- Special Programs
  - Website
  - Onsite Advertisement

CHEERS!!

Any Questions?