

Attendance & Audience Survey Report



Attendance & Engagement

From 10/6/23 - 2/29/24

• Foot Traffic: 1,045,199^

• 51.9% of Total Attendance

• Engagement: 319,373*

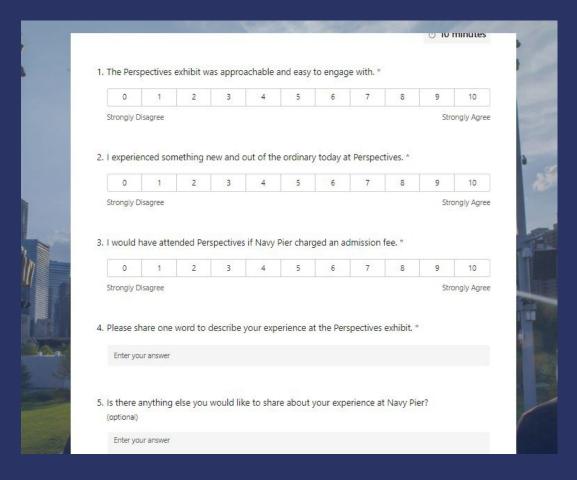
• 30.5% of All Foot Traffic

• 15.9% of Total Attendance

^{^ &}quot;Foot Traffic" represents count of guests who were in the exhibit area

^{* &}quot;Engagement" represents count of guests who dwelled in the exhibit area for 5 or more minutes

Perspectives Audience Survey



Audience Survey

- Accessed via QR codes on signage at Perspectives exhibit
- QR codes linked to Microsoft Form

Link to Survey Preview

2023-24 Metrics

131 Completed Surveys (240 Started)

	Perspectives
Completed (w/reasonable responses)	131
Completion Rate (%)	54.6%
Approachability	9.0/10 (61 NPS^)
Novelty	8.7/10 (52 NPS)
Paid Alternative	5.7/10 (-25 NPS)

[^] NPS stands for Net Promoter Score which is determined by subtracting the percent of survey responses 0-6 from those 9-10.



Perspectives Audience Survey Word Cloud

