



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



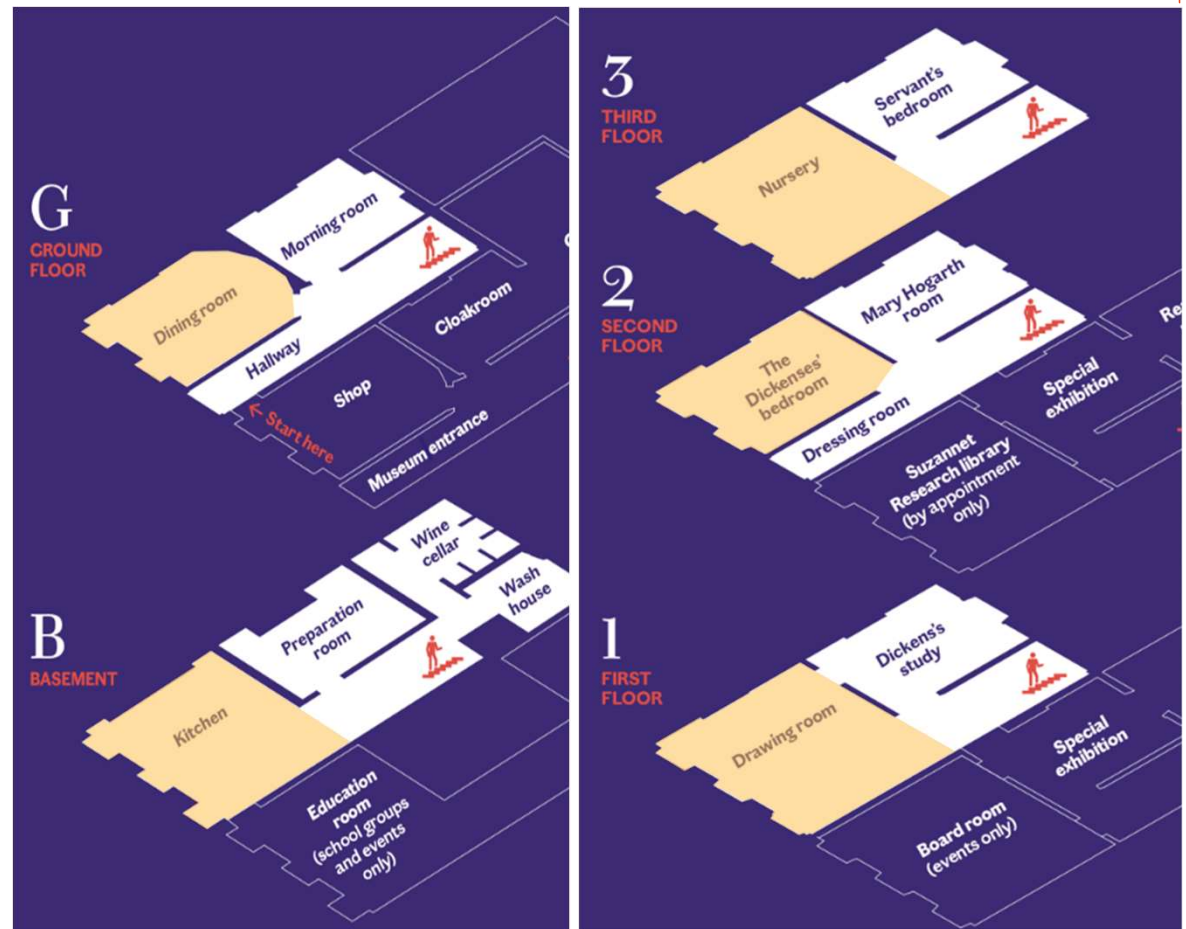
Exit Interviews

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



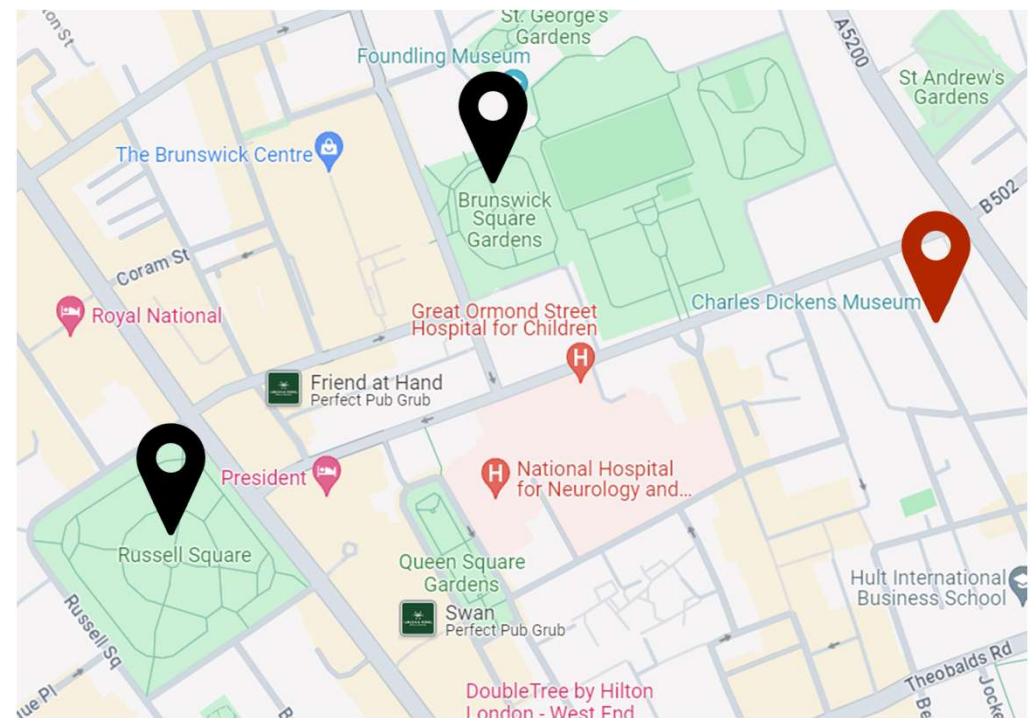
Visitor Observations

- 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

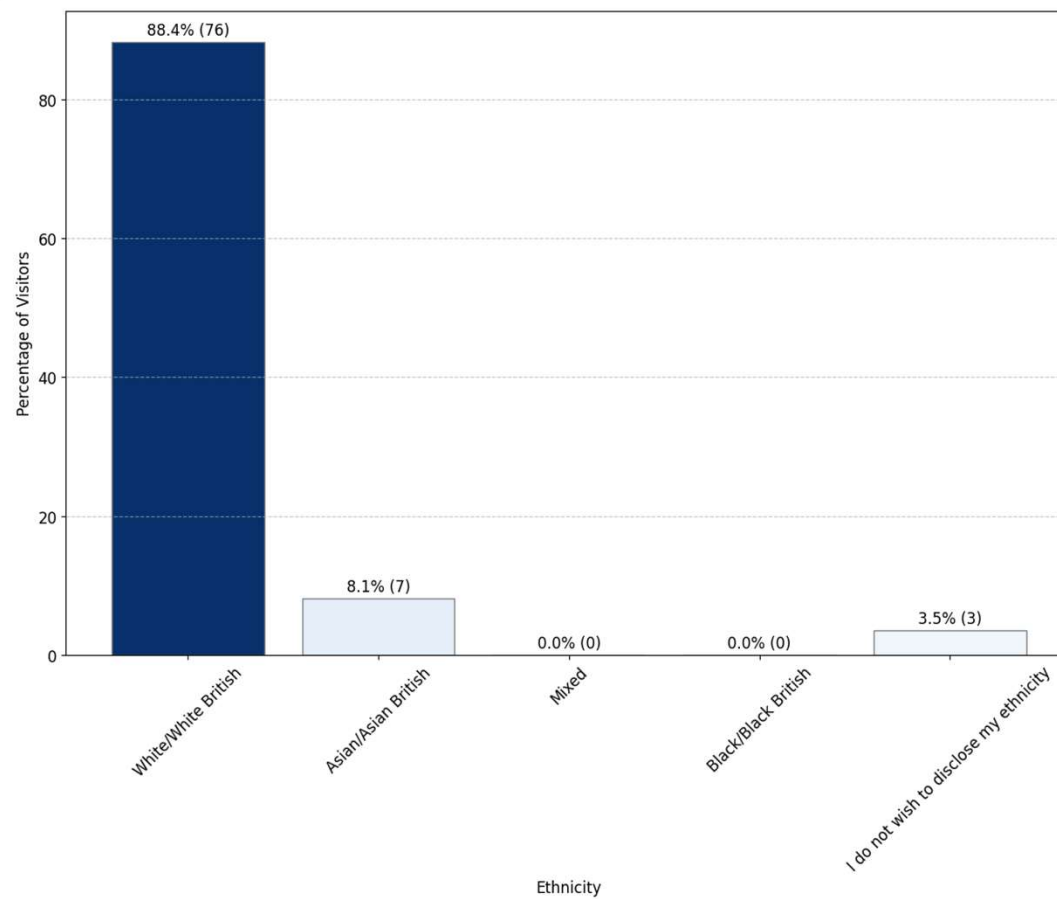


Results



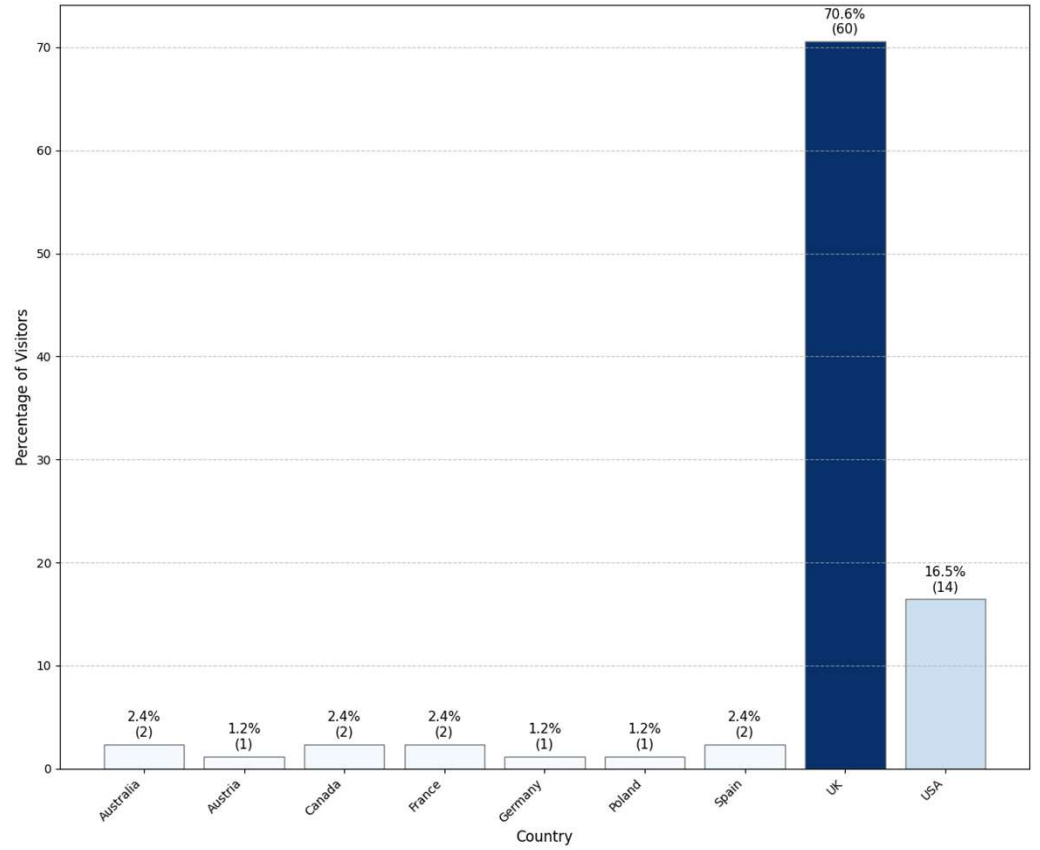
Visitor Profile

Ethnicity



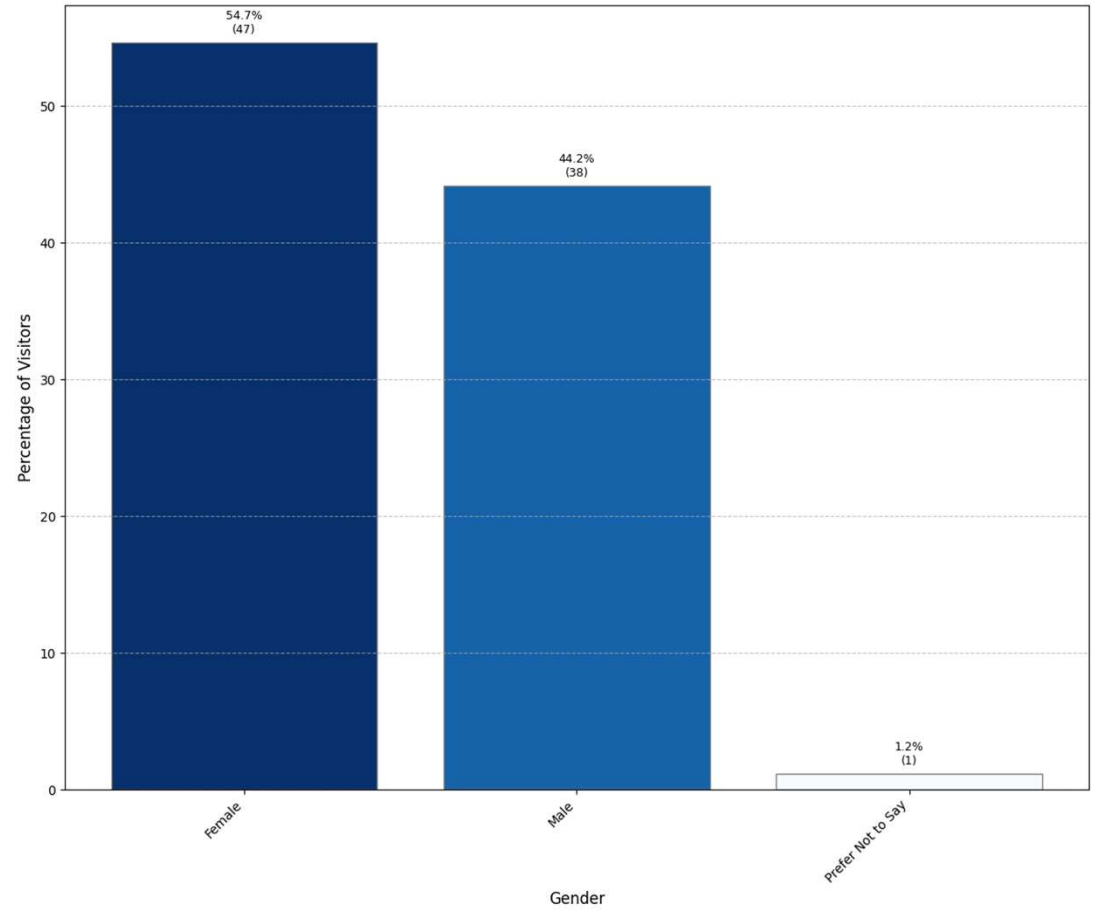
Visitor Profile

Country



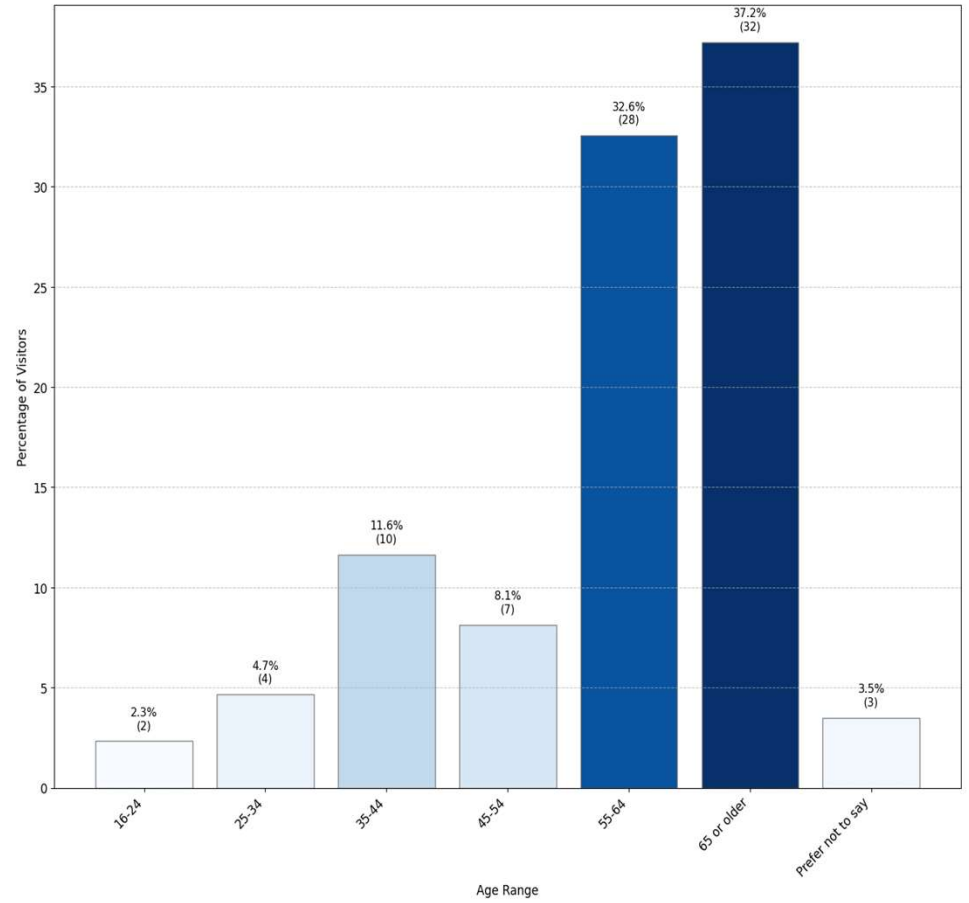
Visitor Profile

Gender



Visitor Profile

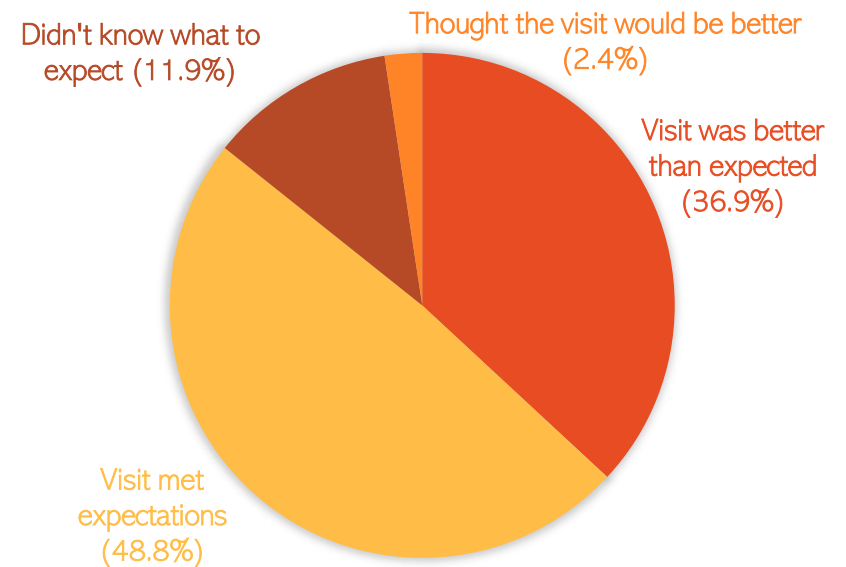
Age



Visitor Feedback

Positive Experience

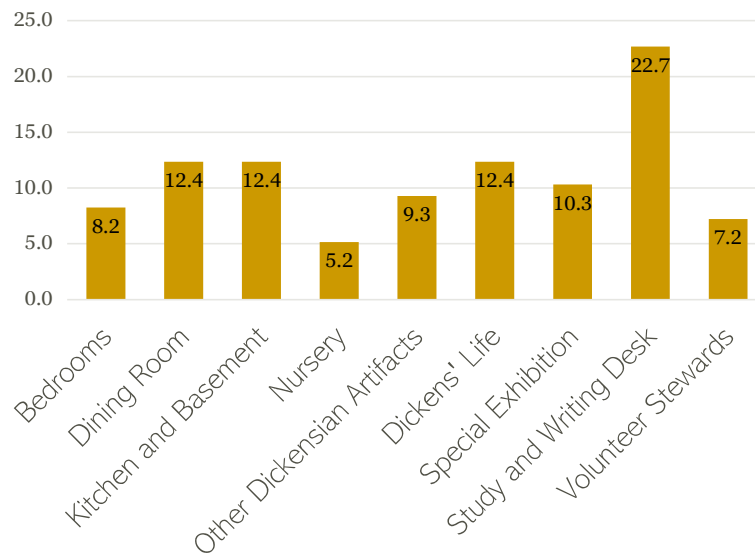
- 97.6% had a “good” or “excellent”
- 98.8% would recommend
- 95.1% said it was good value for money
 - National Lottery Promotion



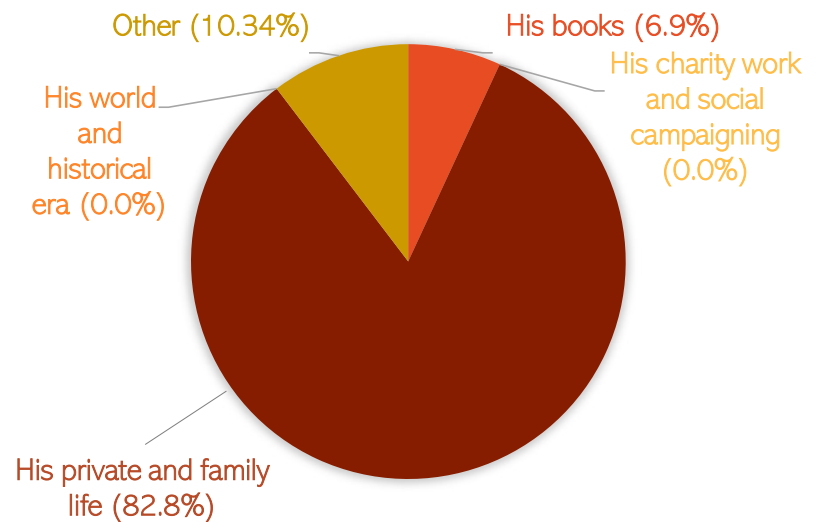
How the museum matched with expectations
(According to 84 visitors)

Visitor Feedback

Favorite Parts



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

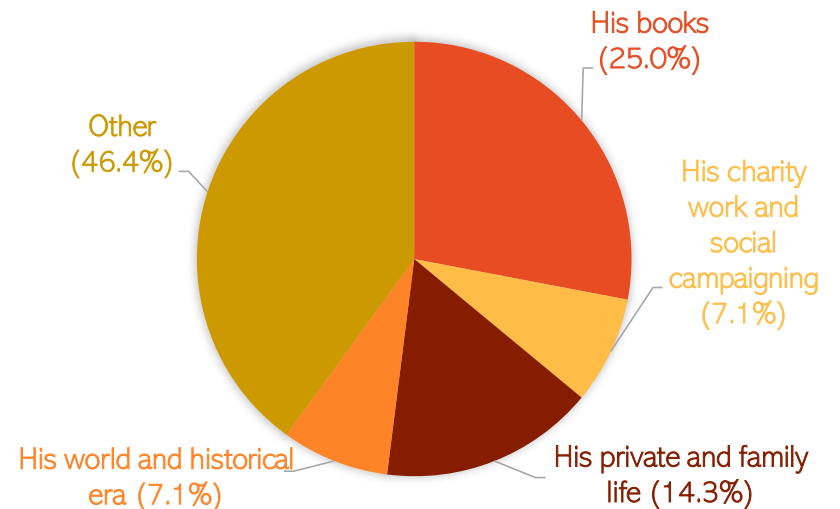


What the museum focused on most
(According to 29 visitors)

Visitor Feedback

Potential Improvements

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

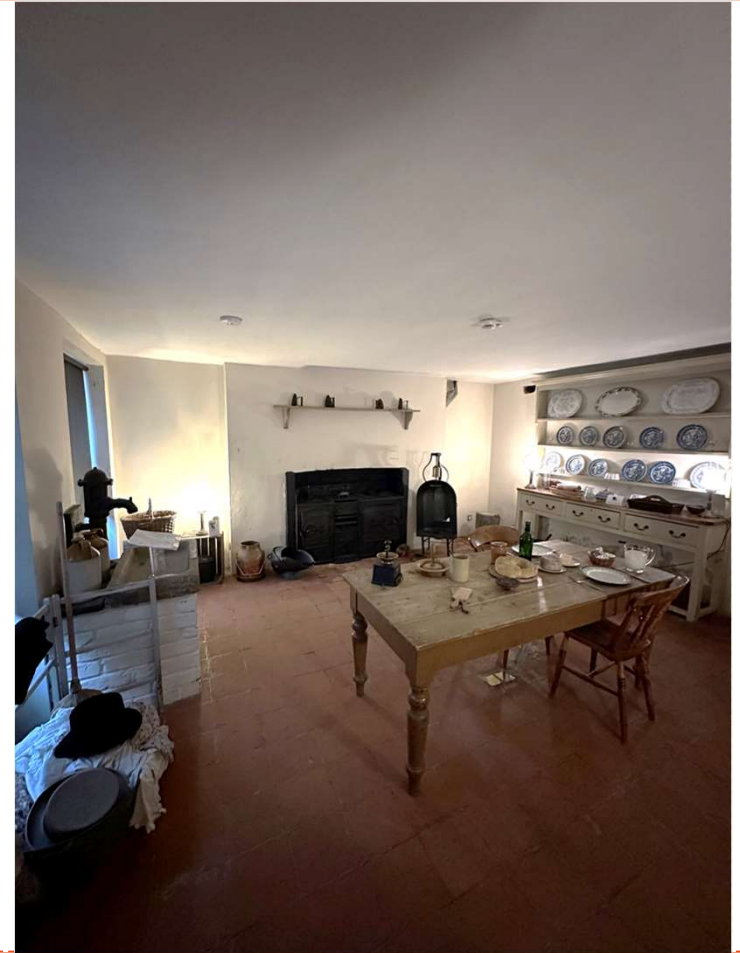
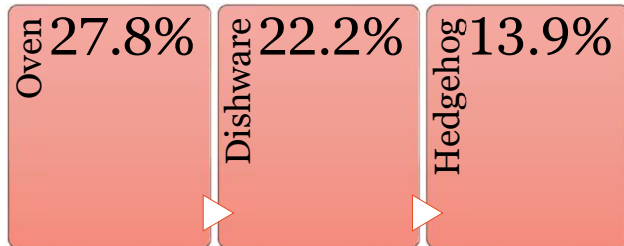


What the museum could focus on more
(According to 28 visitors)

Observations

Kitchen

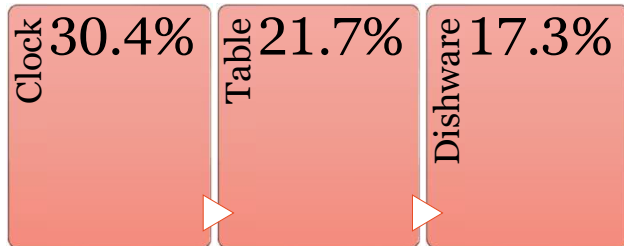
- 36 observations completed
- 2:30 average dwell time
- Remarks:
 - More labels
 - Increase brightness
 - Servant bell



Observations

Dining Room

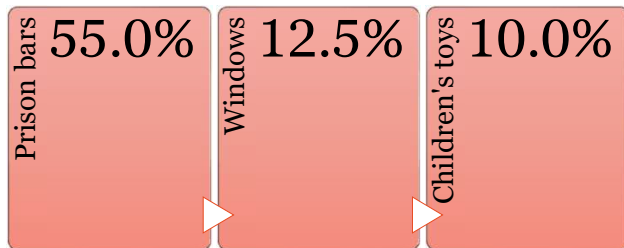
- 24 observations completed
- 3:15 average dwell time
- Remarks:
 - Overwhelmingly Positive
 - Label Descriptions



Observations

Nursery

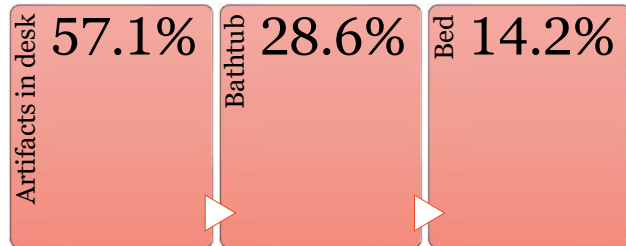
- 40 observations completed
- 3:35 average dwell time
- Remarks:
 - Childrens toys
 - Prison bars in a children's room?
 - Increase brightness



Observations

Main Bedroom

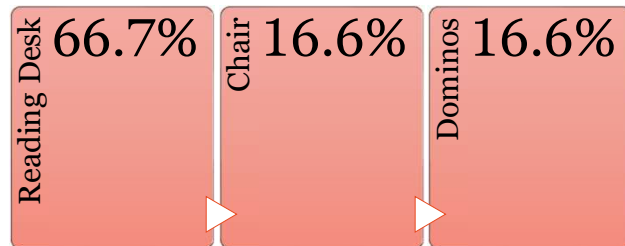
- 7 observations completed
- 2:20 average dwell time
- Main source of confusion was the tub



Observations

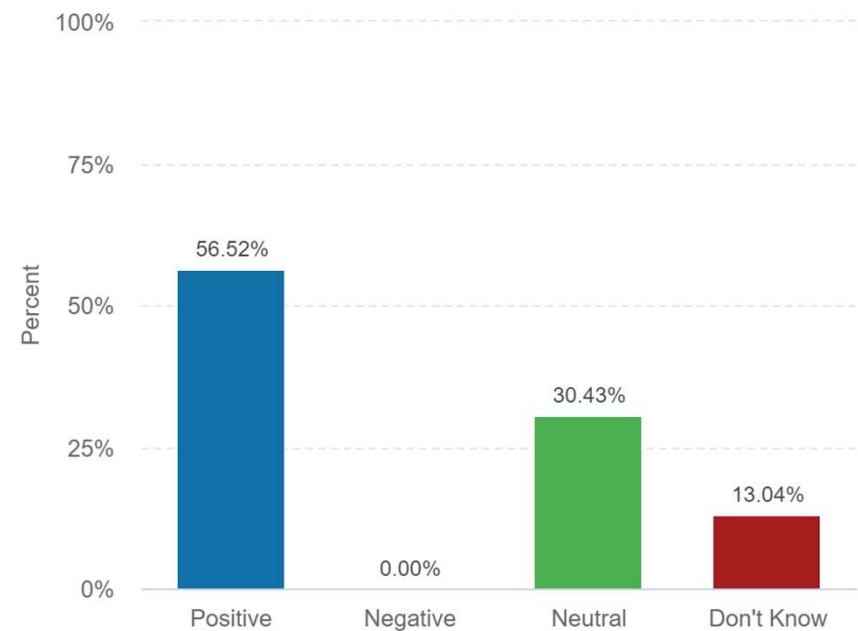
Drawing Room

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



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

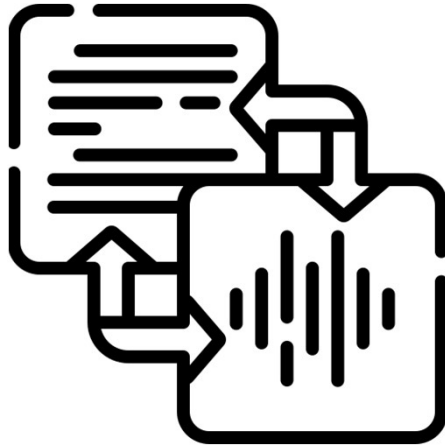


Connectivity

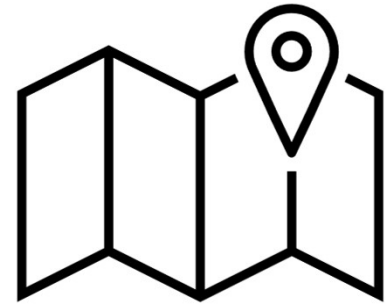
Artifacts and Interpretation



Readability



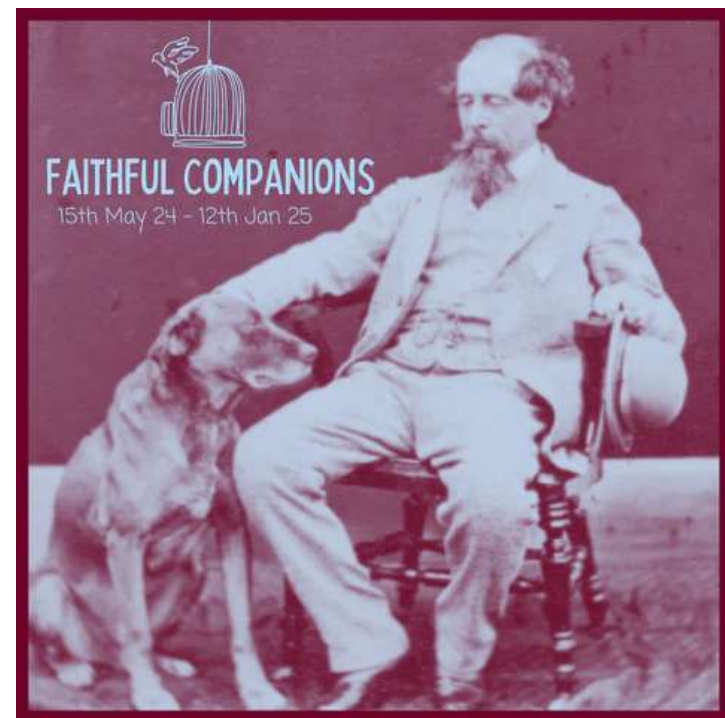
Items & Information



Navigation

Awareness of Museum and Programs

- ♦ Museum Discovery
 - ♦ Social Media
 - ♦ Collaboration
- ♦ Special Programs
 - ♦ Website
 - ♦ Onsite Advertisement



CHEERS!!

Any Questions?