OBLIGATED

Needs: Experince different things in life with others

Age Distibution

- 18-24: 11%
- 25-34: 22%
- 35-44: 26%
- 45-54: 12%
- 55-64: 13%
- 65+: 16%
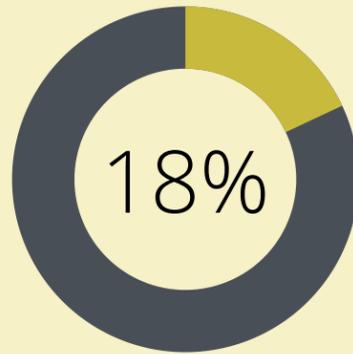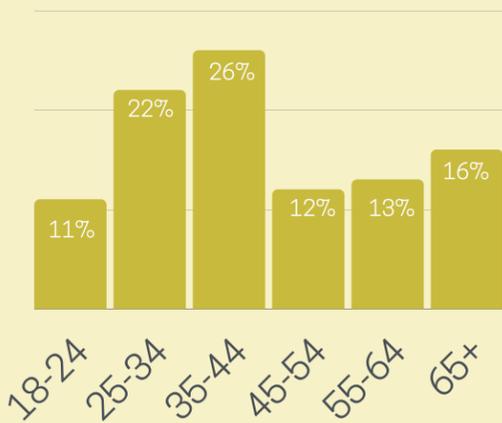
18% of Museums Victoria visitors fall into the Obligated segment

▶ 58% Obligated Melbourne Museum visitors from Melbourne metropolitan area

▶ 79% Obligated Scienceworks visitors from Melbourne metropolitan area

▶ 40% Obligated Immigration Museum visitors international tourists

Last Time Visted

Melbourne Museum
- Never 31%
- <1 year 34%
- 1-3 years 17%
- 3+ years 18%

Scienceworks
- Never 50%
- <1 year 18%
- 1-3 years 10%
- 3+ years 22%
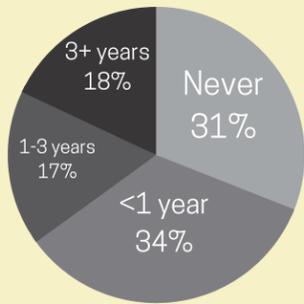
Immigration Museum
- Never 72%
- <1 year 7%
- 1-3 years 6%
- 3+ years 15%
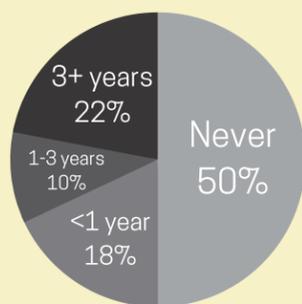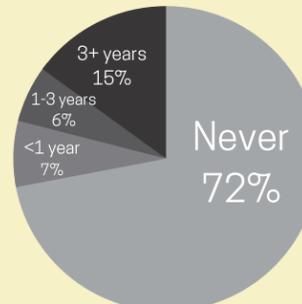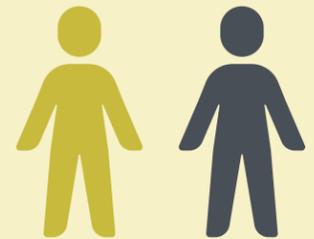
About 1/2 of Obligated visitors are with family

WHY DO THEY VISIT?

- Haven't been for a while
- Discounted tickets
- Entertain a visitor
- New exhibit, program, or event
- Invited by a friend

HOW TO CATER TO THEM?

- Storytelling for children with community participation
- Other language options
- Provide content that causes an emotional response
- Opportunities for reflection and quietness
- More personal stories and voices

FAVORITE EXHIBITS

Immigration Exhibit

Sportsworks

Identity: Yours, Mine, and Ours

Dinosaur Walk