OBLIGATED

Needs: Experience different things in life with others

Age Distribution

<table>
<thead>
<tr>
<th>Age Distribution</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-2020</td>
<td>11%</td>
<td>22%</td>
<td>26%</td>
<td>12%</td>
<td>13%</td>
<td>10%</td>
</tr>
</tbody>
</table>

58% Obligated Melbourne Museum visitors from Melbourne metropolitan area

79% Obligated Scienceworks visitors from Melbourne metropolitan area

40% Obligated Immigration Museum visitors international tourists

About 1/2 of Obligated visitors are with family

Last Time Visited

- Melbourne Museum
- Scienceworks
- Immigration Museum

Obligated Melbourne Museum visitors from Melbourne metropolitan area

Obligated Scienceworks visitors from Melbourne metropolitan area

Obligated Immigration Museum visitors international tourists

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

Visitor Profile Survey: n=7385
Visitor Sentiment Index: n=8003

Data Sets: 2015-2020