

**Last Time Visited**

- **Melbourne Museum**:
  - Never: 38%
  - 1 year: 14%
  - 1-3 years: 22%
  - 3+ years: 17%

- **Scienceworks**:
  - Never: 59%
  - 1 year: 17%
  - 1-3 years: 9%
  - 3+ years: 7%

- **Immigration Museum**:
  - Never: 72%
  - 1 year: 17%
  - 1-3 years: 14%
  - 3+ years: 14%

- 25% of Museums Victoria visitors fall into the Curious segment.

**Age Distribution**

- 18-24: 17%
- 25-34: 17%
- 35-44: 25%
- 45-54: 11%
- 55-64: 11%
- 65+: 14%

- 52% Curious Melbourne Museum visitors from Melbourne metropolitan area.
- 78% Curious Scienceworks visitors from Melbourne metropolitan area.
- 41% Curious Immigration Museum visitors international tourists.

- About 2/3 of Curious visitors are with a family.

### Why Do They Visit?

- **Invitation from friend or family**
- **Discounted tickets**
- **Entertain a visitor**
- **New exhibit, program, or event**
- **Short term exhibit program, or event**

### How to Cater to Them?

- **Offer content with insight, not just facts and figures**
- **Stylish experiences, not just traditional museum**
- **Challenge them with what they can see or do**
- **Make them feel intellectually and culturally superior**
- **Specific communications relevant to them**

### Favorite Exhibits

- **First Peoples Gallery, Bunjilaka**
- **Ground Up: Building Big Ideas, Together**
- **Identity: Yours, Mine, Ours**

*Data Sets: Visitor Profile Survey: n=7385  Visitor Sentiment Index: n=8003  2015-2020*