

Making sense of the visitor experience: Audience Insights at the National Gallery

Stefano Cattaneo & Jewel Britton (National Gallery, London)

NG200

THE
NATIONAL
GALLERY



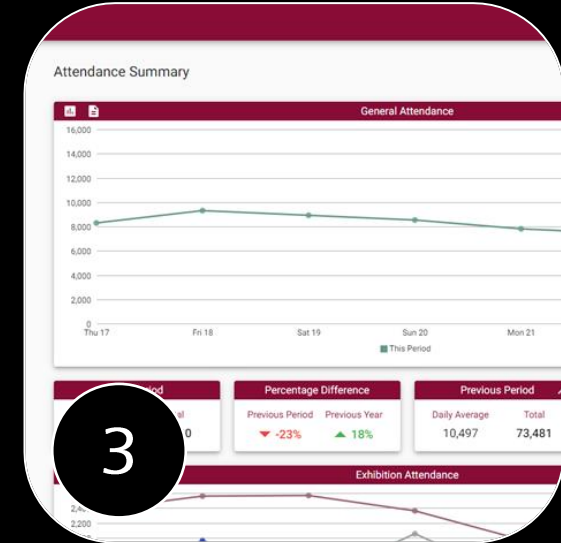
Agenda



Data & Insight
at the
National Gallery



Case Studies
Exhibition evaluation
Audience strategy
Attendance forecasting



Demo of *Perspective*,
our Visualisation
Platform

Who are we?

A team of four Data, Insight and Research professionals working at the National Gallery, London.



Stefano Cattaneo

Senior Data &
Insight Manager



Jewel Britton

Data
Analyst



Josie Wood

Evaluation
Manager



Rohini Sharma

Audience
Researcher

What is our purpose?

To assist the gallery in using a data-guided approach to reach and understand new and existing audiences with the most relevant offering.

To act as the **voice of the visitor**.



How do we work?



Audience Testing



Formative Research & Forecasting



Casual Evaluation Assistants



Summative Evaluation



Internal Reporting

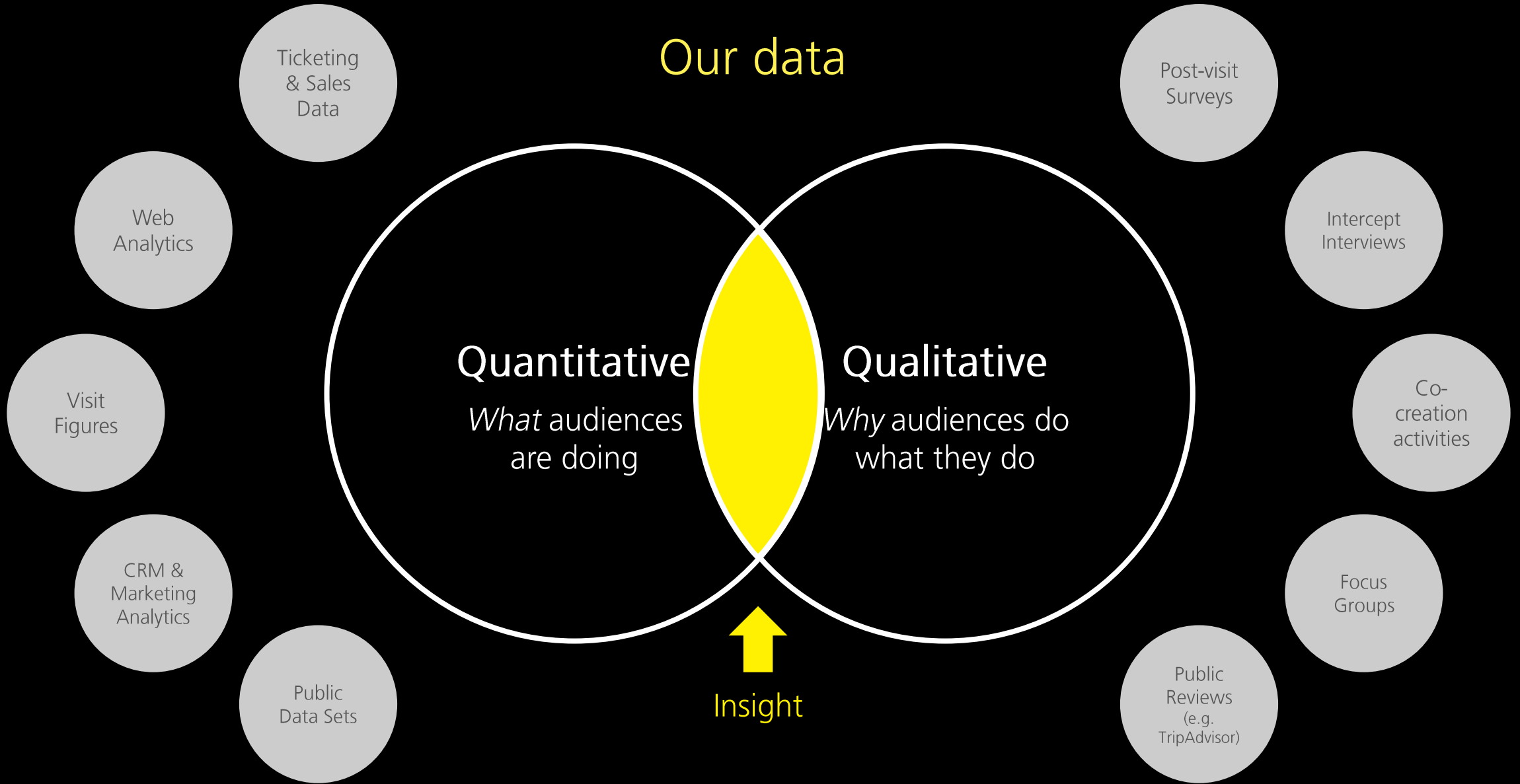


Sector Collaboration

Our data



Our data

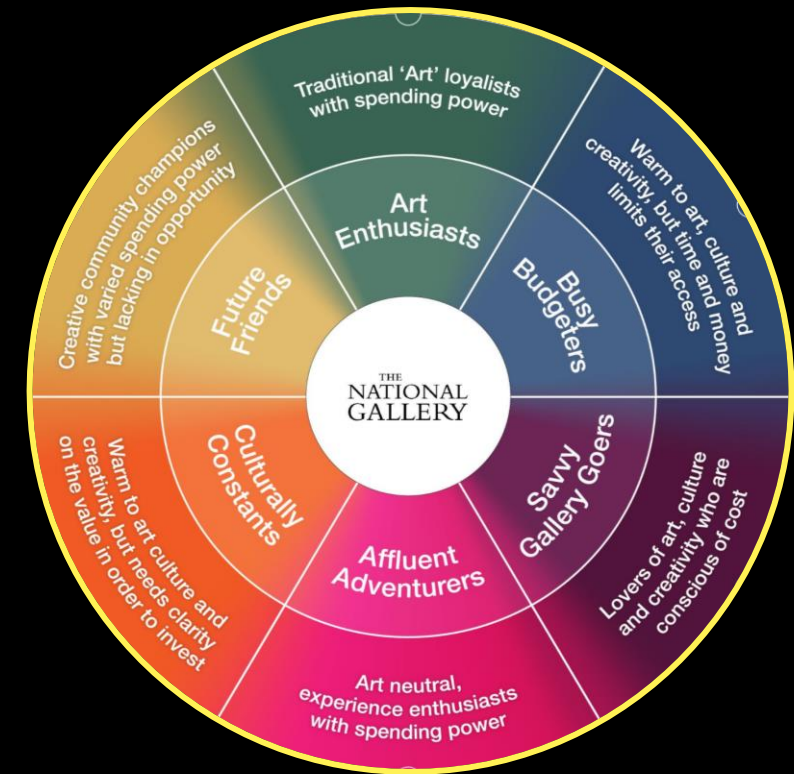


Case study: Audience Strategy

- Behavioural audience segmentation of the UK
- Using data to prioritise target audiences
- Focus groups with specific target audience segments
- Creation of an *Audience Handbook*
- Developing *Golden Questions* to include in all surveys

Coming soon...

- Dedicated *Audience Consultation Group*
- Research Panel for faster research cycles



Case study: Exhibition evaluation

- Forecasting
 - Omnibus survey of artist familiarity
 - Modelling using 30+ years of exhibition data
 - Audience forecast report
- Formative research
 - Title/Proposition testing
 - Image/Marketing testing
- Summative research
 - On-site and online fieldwork
 - Summative evaluation report
- Ad-hoc research support



Case study: Attendance forecasting

The brief

- The Gallery needed reliable and accurate visitor forecasting to support financial and strategic planning across the organisation.
- We use 13+ years of daily attendance data to predict future visitation patterns.
- The model needed to rely on as few indicators as possible, be easy to understand, transparent and maintainable.



Case study: Attendance forecasting

The result

- We were able to identify the **biggest drivers of change** in attendance patterns.
- Seasonality, day type, the weather, public transport usage, our exhibition programme and building capacity were among the key drivers.
- We were able to develop coefficients for each of these indicators – measuring the average amount the daily visit figure was impacted by the change.
- The final model predicts daily footfall with 90-95% accuracy.





Demo