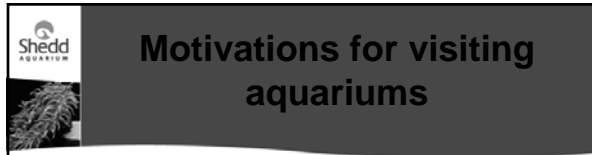


Serving Millennials / Serving all

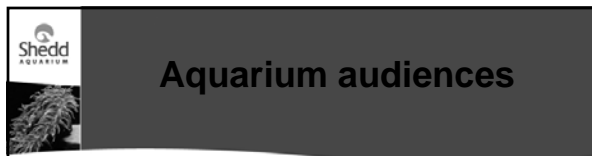
Linda Wilson (lwilson@shedd Aquarium.org)
 Director, Audience Research and Evaluation
 Shedd Aquarium, Chicago, IL
 AAM May 24, 2010



Motivations for visiting aquariums

	Museum	Art Gallery	Aquarium	Difference
Learning & discovery	4.66	4.43	4.21	p<.05
Passive enjoyment	4.24	4.38	4.44	N.S.
Restoration	3.12	3.37	3.84	p<.01
Social interaction	2.15	2.07	3.10	p<.001
Self-fulfillment	2.67	2.91	2.56	N.S.

Visitor motivations (Packer & Ballantyne 2002)



Aquarium audiences

- Many aquariums are adjacent to large urban areas
- Most aquariums depend on a large tourist audience
- The audience profile is very stable, changing slowly over time

Shedd AQUARIUM

Aquariums: audience-centered over time

There are 3 or 4 generations of North American aquariums

- 1st generation Shedd / Waikiki / Vancouver
- 2nd New England Aquarium/Baltimore Aquarium
- 3rd Monterey Bay Aquarium
- 4th Georgia Aquarium

And the for-profit facilities

Shedd AQUARIUM

Shedd and Millennials

Overall Age Profile


Age Group	Percentage
0-5	23.0%
6-12	21.9%
13-17	7.1%
18-29	12.3%
30s	13.3%
40s	11.6%
50s	6.1%
60s	3.9%
75+	0.8%

Shedd AQUARIUM

Shedd programs for Millennials

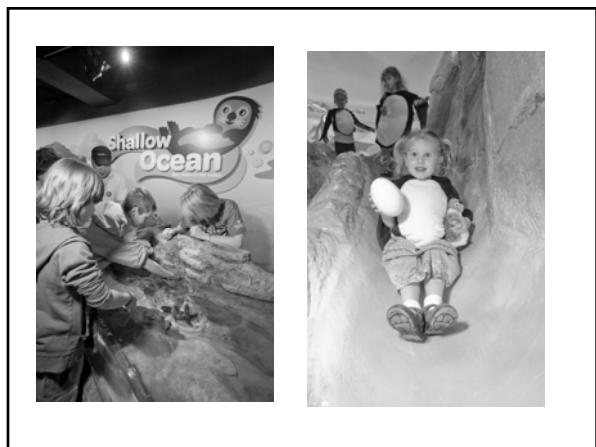
Outside the general visitor experience

- Teen classes and experiences for the younger millennials (11-17)
- Jazzin', Blu, Yelp and Eco-socials for the older part of the group (21-29)




Millennials and the general visitor experience

- **Polar Play Zone**
(older children in a children's exhibit)
Intensive investigation of target audience
Anecdotal evidence but some data as well









Polar Play Zone


For **each child** that you have with you today, please have them answer this question:
Which child shows how much fun YOU had in Penguin Playscape today?




Yeah!




Good



Just okay

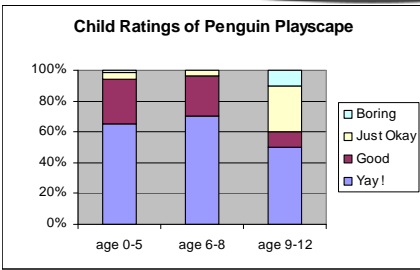


Boring



Polar Play Zone

Child Ratings of Penguin Playscape




Age Group	Yeah!	Good	Just Okay	Boring
age 0-5	~65%	~25%	~10%	~0%
age 6-8	~70%	~20%	~10%	~0%
age 9-12	~45%	~10%	~35%	~10%



Social Media Reviews


"While water and sea creatures seem to mesmerize kids of all ages, after a good half hour, my little munchkin wants to do his own exploring. That's when we head to the Polar Play Zone. (follows with description of activities)

"The polar play zone is especially interesting for a young child. Children can be a penguin for a little while. It was adorable. Unfortunately, my daughters were a little too old to participate in the activities. We did get to see more penguins and close-up views of the beluga whales and dolphins from the show. It was spectacular!"



Millennials and the general visitor experience

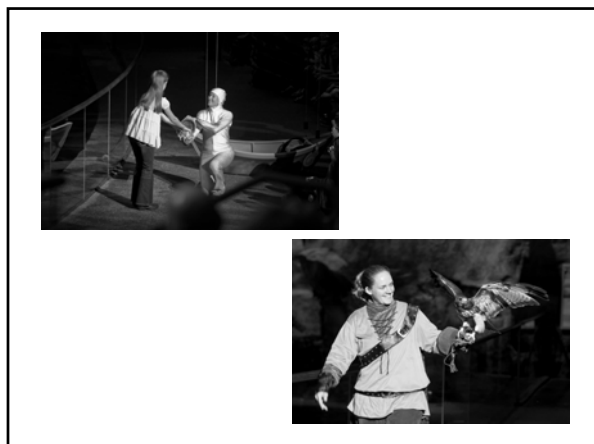
- **Fantasea** (new multi-species animal show)
Reaction during concept testing
Continuous monitoring and sequence of investigations
How we're handling positive and negative reactions to this new type of show




Issues w/ Fantasea

- Expectations regarding an animal presentation
- Aimed at general audience, but acknowledges majority of audience is families
- Reflects changing view of learning in museums










Fantasea and Millennials


First cut of data only slight differences between Millennials and others
 Each generation can be split into two surges (Chung & Wilkening 2007)

Millennials visiting with children	Millennials visiting with other adults
Previous generations visiting with children	Previous generations visiting with other adults



Teaser Data

	Millennials w/Children	M w/out Children
Likely to see again	83%	86%
Appealing	68%	55%
Expect to see at Shedd	73%	54%




Millennial Reviews (Yelp)

"This aquarium is probably, hands down, my favorite aquarium in America".

"Great for kids, bad for adults with no kids. Its literally screaming children everywhere. Just beware."

"At least the old show actually talked to the whole audience about the animals...
What is with the little actress girl and the biologists talking to one another (or pretending to talk) and the audience just hearing goofy music? People don't learn anything about the animals!"




Millennial Families

There are significant differences between Millennials with children and Millennials without children




- But those with children are similar to previous generations who visited WITH children
- And those with children are also similar to previous generations who visited WITHOUT children

• **How much is generational and how much is stage of life?**



Question for you all

To what extent can we as institutions serve some parts of our overall audience (like Millennials) when there is no 'golden mean' - when in order to meet the needs/expectations of one group we stand a good chance of alienating another?



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