

AUDIENCE INSIGHTS

We've built a strong, loyal community. We're offering opportunities to connect with them.

Dixie Clough
Director, Museums Alaska

907-371-4348 director@museumsalaska.org museumsalaska.org 625 C St, Anchorage, AK 99507

AHTNA HERITAGE FOUNDATION ALASKA AVIATION FOR SPACE SCIENCE TECHNOLOGY ALASKA HERITA MUSEUM ALASKA INDIAN ARTS ALASKA JEWISH ENTER ALASKA MASONIC LIBRARY AND MUSEUI FOUNDATION ALASKA MOVING IMAGE PRE NARD HISTORICAL HOLDING-MUSEUM LASKA REGIONAL CURATION CENTE ALASKA VETERANS MUSEUM ALASKA WILDLIF HISTORICAL PARK AND VISITOR CENTER ALFRED S MERICAN BALD EAGLE FOUNDATION ANCHORA IT CLAUDIA'S DOLLS, A MUSEUM BEGICH, BO BIG DELTA STATE HISTORICAL PARK/ RIK CENTER CAPE DECISION LIGHTHOUSE SOCIETY C CHICKALOON VILLAGE TRADITIONAL COUNCIL CHIL RIVER HISTORICAL SOCIETY CIRCLE DISTRICT HISTORICAL COOPER LANDING HISTORICAL SOCIETY & MUSEUM ASHBY MEMORIAL MUSEUM CORDOVA HISTORICA PRESERVE DOG MUSHING MUSEUM DOLLY'S H VISITOR CENTER ELFIN COVE MUSE COMMUNITY MUSEUM FAIRBANKS PIONES FORT ABERCROMBIE STATE HISTORICAL PAGE FOUNTAINHEAD ANTIQUE AUTO MUSEUM FRIENDS CREAMER'S FIELD FRIENDS OF THE NIKE SITE SUM GASTINEAU CHANNEL HISTORICAL SOCIETY GEORGESON BOTANICAL GARDEN GUSTAVUS HISTORICAL ARCHIVES AND ANTIQUITIES HAMME MUSEUM HOPE AND SUNRISE HISTORICAL SOCIET HUNA HERITAGE FOUNDATION HYDER COMMUNI ASSOCIATION IDITAROD TRAIL SLED DOG RACE HEADQUARTERS ILANKA CULTURAL CENTER INDEPENDENCE MINE STATE HISTORICAL PARK JENSEN-OLSON ARBORETUM JILKAAT KWAAN HEE ASSOCIATION KATIRVIK CULTURAL CENTER KAT NATIONAL PARK HEADQUARTERS KENAI HISTORI VISITOR CENTER KETCHIKAN MUSEUMS KING SA NATIONAL HISTORICAL PARK KODIAK HISTORY MU NATIONAL WILDLIFE REFUGE VISITOR CENTER LAK CANNERY MUSEUM MARIE DRAKE PLANETARIUM MENDENHALL GLACIER VISITOR CENTER MORRIST MUSEUM OF THE ALEUTIANS MUSEUM OF THE NORTHWEST ARCTIC HERITAGE CENTER NUNALLE ANDERSON HOUSE PALMER HISTORICAL SOCIE MUSEUM FAIRBANKS PIONEERS OF ALASKA PO MUSEUM RESURRECTION BAY HISTORICAL SOC HERITAGE INSTITUTE SELDOVIA MUSEUM SEWAR CULTURAL CENTER SIMON PANEAK MEMORIAL SOCIETY SITKA NATIONAL HISTORICAL PARK

WHO ARE WE?

We are a nonprofit professional association, helping to strengthen the museums and cultural centers in Alaska for more than 40 years.

Stronger museums and cultural centers lead to stronger local economies, higher quality of life for residents, and more educational opportunities for communities.

WHO IS OUR AUDIENCE?

Our audience consists of highly educated, inquisitive people who are passionate about history, art, and culture and about sharing that knowledge with their communities in creative, accessible ways.

Most currently work and/or volunteer at museums and cultural centers in Alaska, and are active members of their communities.



AUDIENCE STATS

OVER 60% OF OUR AUDIENCE LIVES IN ALASKA

We reach large and small communities from Ketchikan to Utqiagvik, Nome, and Unalaska.

OVER 70% ARE WOMEN & MOST ARE BETWEEN THE AGES OF 25-54



FACEBOOK

We have three times more engagement than other nonprofits through our Facebook page.

- 1.3K followers
- 92% from the US
- 73% from Alaska
- 77% women
- 23% men
- 50% ages 35-54



WEBSITE

About one-third of the audience finds us through searches or other referral points.

- 8K annual visitation
- 81% from the US
- 27% from Alaska
- 9% from Canada
- 3K directly enter our URI



EMAIL

We have a 47% email open rate compared to the industry average of 24.21%.

- 500 contacts
- 80+ members
- 97% from the US
- 75% from Alaska
- 64% are highly engaged



INSTAGRAM

A slightly younger audience than Facebook and one of our fastest growing audiences.

- 800+ followers
- 88% from the US
- 64% from Alaska
- 72% women
- 80% between ages 25-54



YOUTUBE

A relatively new account. We post webinar and conference recordings on the platform.

- 40+ subscribers
- 30+ videos
- 870+ views
- 10:51 minutes average view duration





AUDIENCE PROFILE

HOBBIES AND INTERESTS

Amelia spends her free time outdoors with her husband—hiking, biking, or skiing—before curling up with a book while her husband watches TV or plays video games.

PREFERRED SOCIAL MEDIA







PREFERRED BRANDS

- Apple
- Toyota
- Northface
- Anthropologie

LIKELY TO PURCHASE IN THE NEXT 18 MONTHS:

- · Vacation travel and lodging
- Home goods/furniture
- Winter sports gear/equipment
- Upgraded technology

TOP HOBBIES/INTERESTS







TRAVEL PHOTOGRAPHY

READING

GOALS AND ATTITUDES

Amelia is a member of Museums Alaska because she wants to continue to grow and learn in her career, and she wants to be a part of the statewide museum community.

BENEFITS OF MEMBERSHIP

- Professional Development
- Networking
- Advocacy
- Scholarships

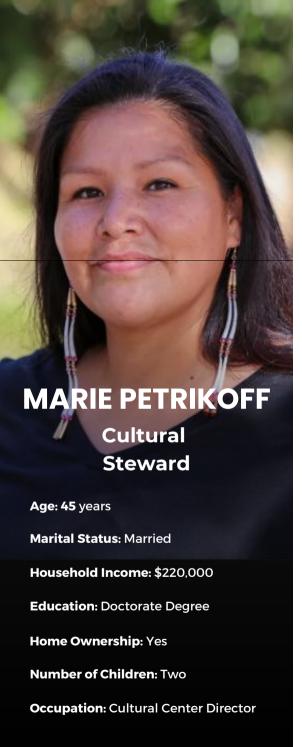
STRUGGLES

- Overwhelmed at work understaffed & underfunded
- Professional isolation due to Alaska's geographical distances
- Finding a balance between work, family, and personal interests

WANTS MORE

- Professional development opportunities and funding
- More opportunities to connect with local and professional communities
- Affordable cultural activities





AUDIENCE PROFILE

HOBBIES AND INTERESTS

Marie is a member of an Alaska Native Tribe and has a PhD in anthropology. She recently left her job as a museum curator to help open her tribe's first cultural center.

PREFERRED SOCIAL MEDIA





PREFERRED BRANDS

- Patagonia
- Target
- Samsung
- Subaru

LIKELY TO PURCHASE IN THE NEXT 18 MONTHS:

- New Car
- Hunting/Fishing Equipment
- Landscaping Plants/Materials
- Supplies for Cultural Artwork

TOP HOBBIES/INTERESTS



ART





GOALS AND ATTITUDES

Marie is a member of Museums Alaska because we provide templates and other resources helpful for new museums. She also enjoys giving back by serving on the board and teaching webinars.

BENEFITS OF MEMBERSHIP

- Resources for new museums
- Advice from other directors
- · Grants to museums
- Advocacy for the field

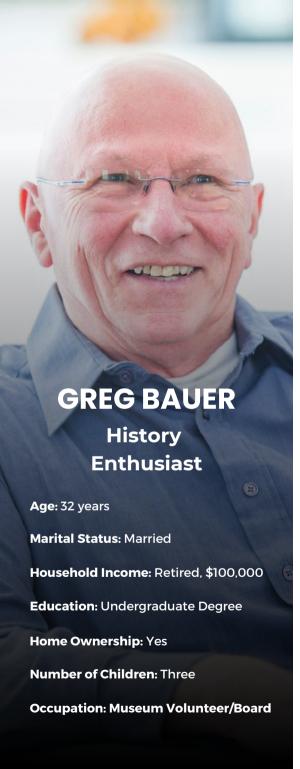
STRUGGLES

- Opening a new cultural center is time-consuming, expensive work!
- Work-life balance
- Finding time to participate in cultural activities and pass cultural knowledge to her children

WANTS MORE

- Cultural activities for families
- Indigenous cultural center examples, resources, and networks
- Capital project management experience





AUDIENCE PROFILE

HOBBIES AND INTERESTS

Greg loves history! After a career in the military, Greg is volunteering at his volunteer-run community history museum. As a retiree he splits his time between the museum, local charities, and his personal hobbies.

PREFERRED SOCIAL MEDIA



PREFERRED BRANDS

- Home Depot
- Walmart
- Ford
- Dell

LIKELY TO PURCHASE IN THE NEXT 18 MONTHS:

- Home improvement materials & tools
- Travel to see grandchildren
- New TV
- An RV

TOP HOBBIES/INTERESTS



HOME

PROJECTS



NONFICTION



GOALS AND ATTITUDES

Greg is a member because he wants to learn more about how to manage a museum and create exhibits. He also sees how important Museum Alaska's grants are to the field and wants to support the organization in return.

BENEFITS OF MEMBERSHIP

- · Learning about the museum field
- Meeting new people
- Sharing knowledge with others
- Giving back to the community

STRUGGLES

- New to the museum industry trying to learn more
- Living on a fixed income
- Finding things to keep him busy and out of the house

WANTS MORE

- Connections to others in the community
- Opportunities to learn and share history knowledge
- Affordable activities for retirees



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LET'S CONNECT

We're excited to hear about your goals and how we can help you achieve them.

Dixie Clough *Director, Museums Alaska*

director@museumsalaska.org 907-371-4348

