



MUSEUMS ALASKA
STRENGTHENING MUSEUMS ACROSS ALASKA

AUDIENCE INSIGHTS

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

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AHTNA HERITAGE FOUNDATION ALASKA AVIATION
FOR SPACE SCIENCE TECHNOLOGY ALASKA HERITAGE
MUSEUM ALASKA INDIAN ARTS ALASKA JEWISH
CENTER ALASKA MASONIC LIBRARY AND MUSEUM
FAME FOUNDATION ALASKA MOVING IMAGE PRE
NATIONAL GUARD HISTORICAL HOLDING-MUSEUM
ANCHORAGE ALASKA REGIONAL CURATION CENTER
ALASKA VETERANS MUSEUM ALASKA WILDLIFE
HISTORICAL PARK AND VISITOR CENTER ALFRED S
AMERICAN BALD EAGLE FOUNDATION ANCHORAGE
AUNT CLAUDIA'S DOLLS, A MUSEUM BECICH, BO
CENTER BIG DELTA STATE HISTORICAL PARK/RIK
CENTER CAPE DECISION LIGHTHOUSE SOCIETY CA
CHICKALOON VILLAGE TRADITIONAL COUNCIL CHI
RIVER HISTORICAL SOCIETY CIRCLE DISTRICT HISTO
COOPER LANDING HISTORICAL SOCIETY & MUSEUM
ASHBY MEMORIAL MUSEUM CORDOVA HISTORICAL
PRESERVE DOG MUSHING MUSEUM DOLLY'S HO
VISITOR CENTER ELFIN COVE MUSEUM EXCUR
COMMUNITY MUSEUM FAIRBANKS PIONEER MUSE
FORT ABERCROMBIE STATE HISTORICAL PARK
FOUNTAINHEAD ANTIQUE AUTO MUSEUM FRIENDS
CREAMER'S FIELD FRIENDS OF THE NIKE SITE SUM
CASTINEAU CHANNEL HISTORICAL SOCIETY
GEORGESON BOTANICAL GARDEN GUSTAVUS
HISTORICAL ARCHIVES AND ANTIQUITIES HAMME
MUSEUM HOPE AND SUNRISE HISTORICAL SOCIET
HUNA HERITAGE FOUNDATION HYDER COMMUNIT
ASSOCIATION IDITAROD TRAIL SLED DOG RACE
HEADQUARTERS ILANKA CULTURAL CENTER
INDEPENDENCE MINE STATE HISTORICAL PARK
JENSEN-OLSON ARBORETUM JILKAAT KWAAN HER
ASSOCIATION KATIRVIK CULTURAL CENTER KAT
NATIONAL PARK HEADQUARTERS KENAI HISTORI
VISITOR CENTER KETCHIKAN MUSEUMS KING SA
NATIONAL HISTORICAL PARK KODIAK HISTORY MUS
NATIONAL WILDLIFE REFUGE VISITOR CENTER LAKE
CANNERY MUSEUM MARIE DRAKE PLANETARIUM
MENDENHALL GLACIER VISITOR CENTER MORRIS T
MUSEUM OF THE ALEUTIANS MUSEUM OF THE
NORTHWEST ARCTIC HERITAGE CENTER NUNALLE
ANDERSON HOUSE PALMER HISTORICAL SOCI
MUSEUM FAIRBANKS PIONEERS OF ALASKA PO
MUSEUM RESURRECTION BAY HISTORICAL SOCI
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 80% 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.

- 1.6K followers
- 96% from the US
- 85% from Alaska
- 77% women
- 23% men
- 53% ages 35-54



WEBSITE

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

- 11K annual visitation
- 81% from the US
- 27% from Alaska
- 65% direct traffic
- 28% organic search



EMAIL

We have a 40% email open rate compared to the industry average of 24.21%.

- 778 contacts
- 85+ members
- 97% from the US
- 70% from Alaska
- 40% open rate
- 5% click through rate



INSTAGRAM

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

- 1.2K followers
- 90% from the US
- 64% from Alaska
- 70% women
- 76% between ages 25-54



YOUTUBE

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

- 80+ subscribers
- 60+ videos
- 3.5K+ views
- 6+ minutes average view duration

AUDIENCE PROFILE

PERSONA 1

Museum Professional

Age: 32 years

Gender: Female

Marital Status: Married

Household Income: \$150,000

Education: Graduate Degree

Home Ownership: No

Number of Children: None

Occupation: Collections Manager

HOBBIES AND INTERESTS

This person 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



WRITING



PHOTOGRAPHY



READING
FICTION

GOALS AND ATTITUDES

She 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

PERSONA 2

Cultural Center Director

Age: 45 years

Gender: Female

Marital Status: Married

Household Income: \$250,000

Education: Doctorate Degree

Home Ownership: Yes

Number of Children: Two

Occupation: Cultural Center Director

HOBBIES AND INTERESTS

This person 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
- Vacation Package
- Hunting/Fishing Equipment
- Supplies for Cultural Artwork

TOP HOBBIES/INTERESTS



CULTURAL ART



FISHING



TRAVEL

GOALS AND ATTITUDES

She 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

PERSONA 3

History Enthusiast

Age: 70 years

Gender: Male

Marital Status: Married

Household Income: Retired, \$100,000

Education: Undergraduate Degree

Home Ownership: Yes

Number of Children: Three

Occupation: Museum Volunteer/Board

HOBBIES AND INTERESTS

This person loves history! After a career in the military, he 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
- A new RV

TOP HOBBIES/INTERESTS



HOME
PROJECTS



READING
NONFICTION



MUSEUMS

GOALS AND ATTITUDES

He 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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KASILOF REGIONAL HISTORICAL
INTERPRETIVE SITE KENAI FJORDS
VISITOR CENTER KENNECOTT
MUSEUM KLONDIKE GOLD RUSH
MILITARY HISTORY MUSEUM KODIAK
HISTORIC MINING MUSEUM LORING
KENNEDY HISTORICAL MUSEUM
TRANSPORTATION AND INDUSTRY
MUSEUM NOLAN CENTER
LIZED VILLAGE OF KAKE OSCAR
NEER AIR MUSEUM PIONEER
ORT GRAHAM MUSEUM PRATT
EL FOX MUSEUM SEALASKA
SEUM SHELDON MUSEUM AND
SITKA MARITIME HISTORICAL
RICAL MUSEUM & ARCHIVES
SOCIETY & MUSEUM SOUTHEAST
ENTER SULLIVAN ROADHOUSE
TALKEETNA HISTORICAL SOCIETY
M TANANA VALLEY RAILROAD
ON HISTORICAL SOCIETY (JAMES
TENAKEE HISTORY MUSEUM
SOCIETY/ MCGRATH MUSEUM
FORMATION CENTER) TONGASS
CREEK MUSEUM TREADWELL
CIATION WASILLA MUSEUM AND
HITTIER MUSEUM ASSOCIATION/
SITE WILLOW HISTORICAL AND
CIL YUPIIT PICIRYARAIT MUSEUM

LET'S CONNECT

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

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