

REFERENCES: How COVID-19 is Impacting Intentions to Visit Cultural Organisations

Museums & Galleries Queensland

July 30, 2020

COVID-19 Data

IMPACTS is tracking how the pandemic is influencing perceptions and intentions to visit cultural entities in the United States through three main metrics. For the latest data, please visit [COVID-19 Updates](#) or [subscribe](#) to receive email notification of new articles.

- **When do people intend to visit?** Updated weekly, this metric monitors the length of time before people intend to visit cultural organizations again and return to their more normal visitation patterns. ([See data through July 25, 2020.](#))
- **What is the likelihood of re-visitation to organization types?** This metric tracks the likelihood of pre-coronavirus visitors returning to organization types once restrictions are lifted. ([See data through July 18, 2020.](#))
- **What will make people feel safe and comfortable visiting?** This research informs strategies, operations, and communications so that entities may develop programs and experiences that make people feel comfortable attending. Responses about safety measures were collected using open-ended questions, which populated a multiple-choice question. Audiences expect to see organizations altering their operations to prioritize safety. ([See data through July 18, 2020.](#))

Other References

For an overview of the conditions influencing visitation during the pandemic, see [If We Reopen It, Will They Come? Four Factors Impacting Attendance \(DATA\)](#).

For more on the increase in credibility for cultural organizations during the pandemic, see [Data Shows Increased Credibility of Museums During the Pandemic \(DATA\)](#).

For an overview of active, inactive, unlikely, and non-visitors, and the percentages of each type in the United States population (pre-pandemic), see [Active, Inactive, and Unlikely Visitors: What Cultural Organizations Need to Know \(DATA\)](#).

For data on social media and visitation (pre-pandemic), see:

- [It's True. Social Media Followers Are More Likely To Visit Cultural Organizations \(DATA\)](#)
- [Game Changer: Social Media Followers Report Better Experiences At Cultural Organizations \(DATA\)](#).

Contact

For all inquiries:

Bethany C. Gotschall, Project Coordinator

bcgotschall@impactsresearch.com