

Audience Insights

September 2020

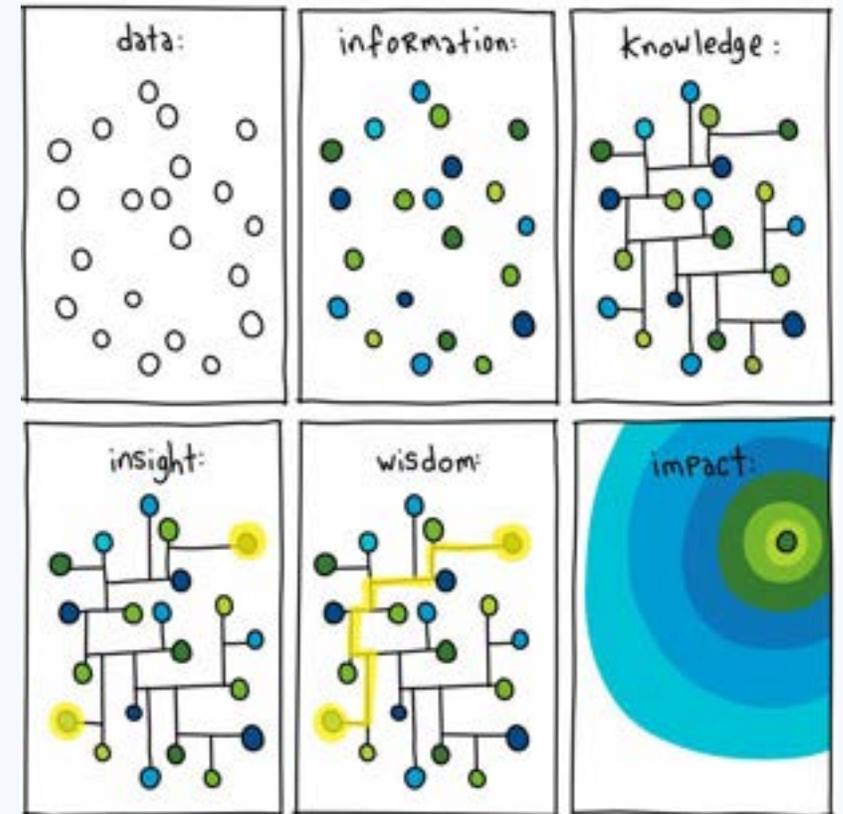




DATA-INFORMED DECISIONS

People's History Museum (PHM) is on a journey to collect, understand and make use of the data it collects. This year, during closure, PHM maintained a strong online presence, experimenting with reaching and engaging new and returning audiences.

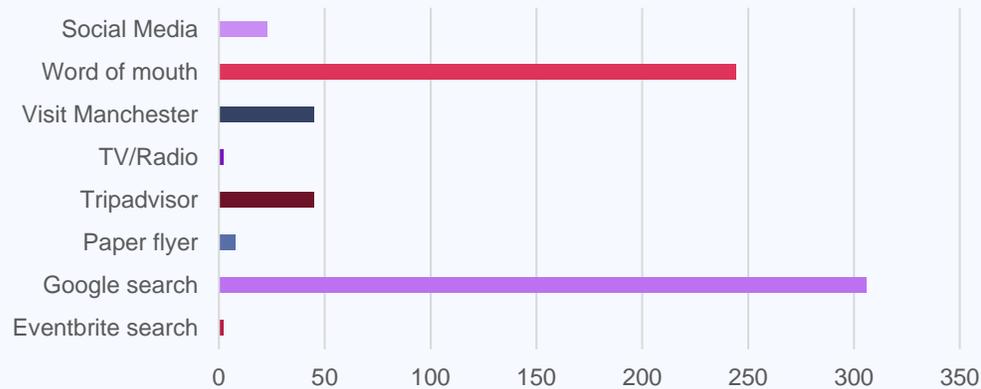
In reopening the museum, PHM has had opportunities to collect data on visitors like never before, due to the prompt for visitors to register in advance. Not only does this mean we can analyse the data to understand how we can reach **more** and **different** audiences, but also how to engage them in **deeper** and more meaningful ways. PHM can also start to understand which are those audiences who are first to return as we've reopened.



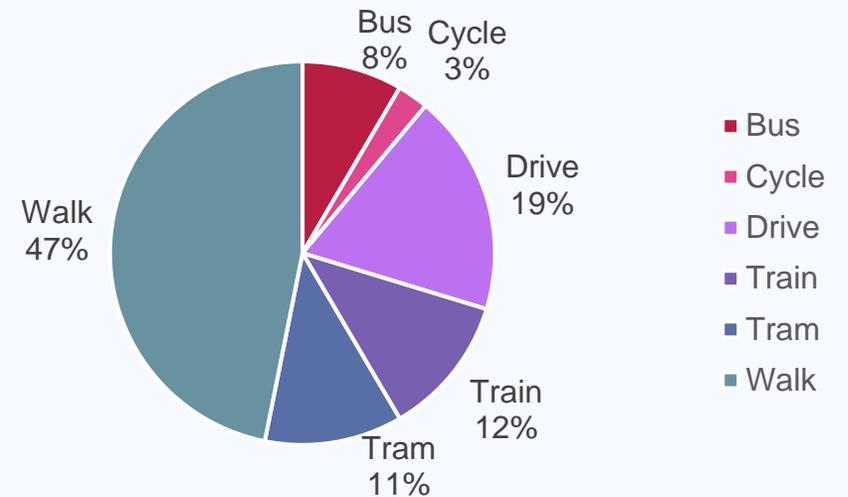
REOPENING AND WELCOMING VISITORS BACK



How visitors are finding out about PHM:



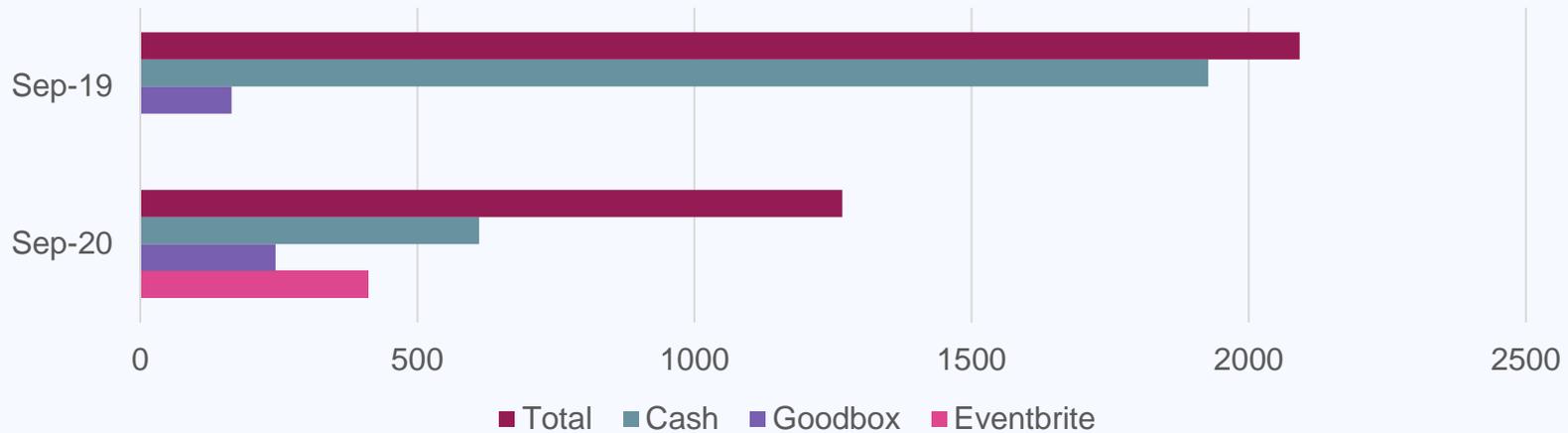
How visitors are travelling to PHM:



IDEAS WORTH SUPPORTING...



Visitor Donations



Not including Join the Radicals (membership) or website donations



'A SANITIZED MUSEUM, NOT A SANITARY EXPERIENCE...'



Claire Twaites BA (Hons), MBA • 1st
Commercial Director at The Trentham Estate
1mo •

1st September marks the reopening of several museums and cultural venues. Congratulations to the [People's History Museum](#) for providing a great Covid-Safe environment.

Lots of thought provoking, current exhibits including BlackLivesMatter, Covid and Brexit. The museum is currently collecting for what is going to be a historically significant period!

#2020 #museum #daysout #covidsafe #ideasworthfightingfor



Owen Dowling
@owenjdownling

Had a great day at the Labour History Archive at [@PHMMcr](#) looking through the Chile Solidarity Campaign papers for my diss research

6:18 PM - Sep 30, 2020 · Twitter for Android



littlesnaphappy Now more than ever we need to support our museums and galleries. It was great to revisit [@phmmcr](#) now they've reopened. It's a favourite of ours and perfect for a rainy day like today.

#ideasworthfightingfor
#peopleshistorymuseum #phmmcr
#mcr #manchester #museum
#kidsinmuseums #supportmuseums
#socialhistory #familydayout
#visitmuseums #museumsforall



Kelly @kelly_BFD · Sep 21

I love the People's History Museum [@PHMMcr](#) so much. One of my absolute favourite places.

Anyone who hasn't been, you need to **go**. If you **HAVE** been, **go** again & **tell** a friend how good it is. #museum #socialhistory #politics



PLAYING A MORE ACTIVE ROLE ON TRIPADVISOR...



Mike wrote a review Sep 2020
Glossop, United Kingdom • 186 contributions • 39 helpful votes



More people should come here

I've been meaning to visit for a while but was somehow put off by thinking it might be an overly trendy "non museum". Glad to say I was wrong and should have visited before as it was very interesting and I spent over 2 hours here.

Tells the story of politics and protest from Chartists right through to BLM. Lots of historical material like Thomas Paines writing desk and unlike some overly trendy museums this one strikes a good balance between presentation and content.

My only criticism would be that as quite a tall person I struggled bending down all the time to read small labels in dim lighting that had been clearly set there for wheelchair users. The ones used for the banners were better as these could be read from standing up or a wheelchair easily. The conservators notes were an interesting touch and it's good to see the conservation workshop.



Lin R wrote a review 2 Oct
Manchester, United Kingdom • 1 contribution



Magnificent

The real history of the world, all in one place! Excellent exhibits, friendly staff and content that has a personal connection with absolutely everyone.



OzzyUZ wrote a review Sep 2020
Sheffield, United Kingdom • 2 contributions



Makes you appreciate the finer things in life

Thoroughly enjoyed my visit to the museum. I learned so much. Best of all, it was all free!

I spent a good few hours soaking up all the information on just one floor. I raced through the second floor because I was short on time but I will definitely return.

It's a must visit!



People's History Museum

5 green stars 1,056 Reviews

#20 of 206 things to do in Manchester

Speciality Museums, Children's Museums, History Museums



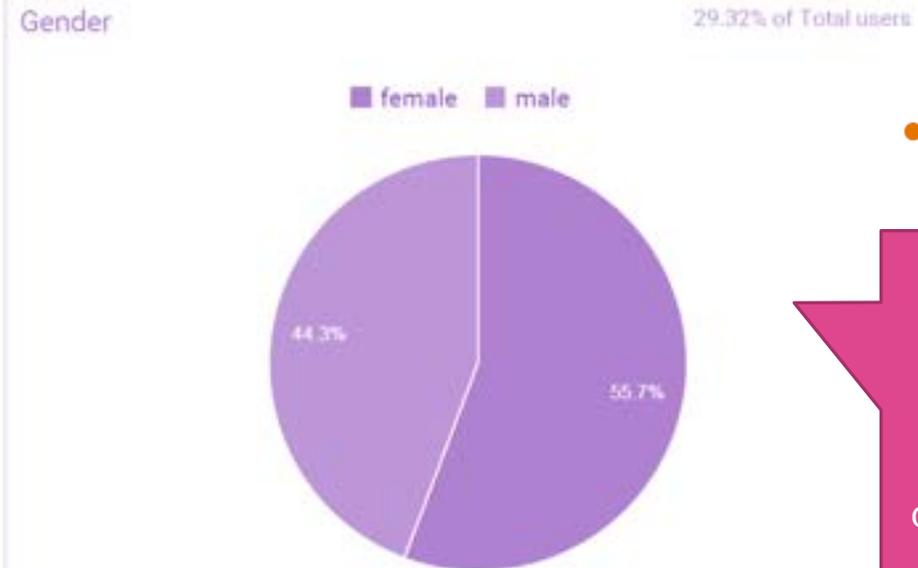
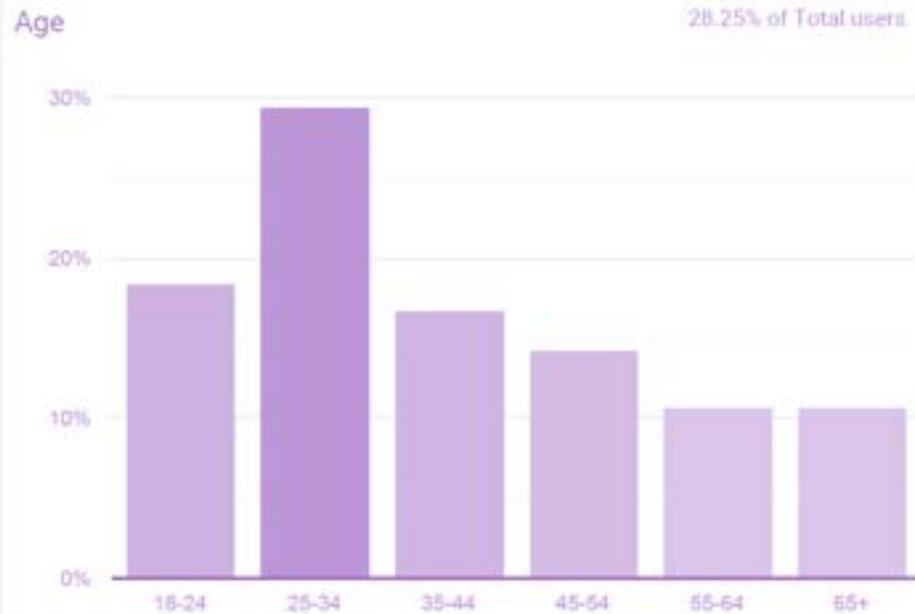


Google analytics: Web visitors since April 2020

30,979 unique visitors, inc 2,142 blog sessions and 2,284 downloads

We can also see affinity categories, with us more likely to attract Green Living enthusiasts, book and movie lovers and art aficionados

Key Metric:



Analytics indicate these web visitors are in-market for hotels, women's apparel, home décor, UK trips and post-secondary education

SOCIAL MEDIA ANALYTICS



14.24%
engagement rate
in September,
1.5M impressions
this year and
31,061 followers



5,201 followers
with an average
of 51 likes per
post



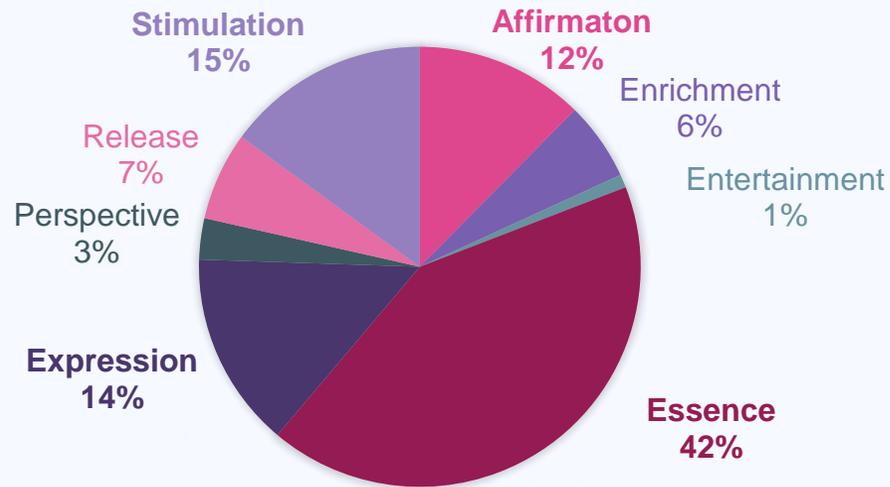
89.7%
engagement rate
in September,
40K total page
reach with 14,282
followers



AUDIENCE SEGMENTS DATA

1,753 people have subscribed to the PHM Newsletter
What can their segments tell us about them?

And we have the mobile number for 47% of them... which means great SMS marketing opportunities



They've all completed the Radicals Quiz, so we understand which segment they are...



A QUICK LOOK AT PHM'S PRESS SUCCESS

Trendswatch | Family-friendly activities

Museums Association

Ideas Worth Exploring

Arts & Culture
Top 3: Family friendly things to see and do at People's History Museum

BBC TWO

Stories of Us

My First Protest Song

Reopening broadcast interviews

Reopening interview

GAYDIO

HITS RADIO

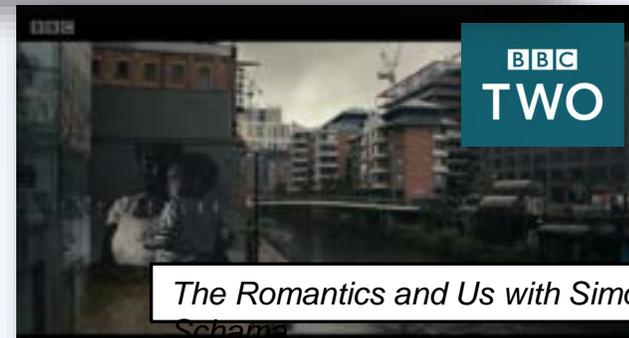
that's Katy Ashton
People's History Museum

BBC TWO

The Romantics and Us with Simon Schama

Meet the revolutionaries of past, present and future when People's History Museum reopens

BBC RADIO MANCHESTER



DATA-INFORMED DECISIONS

PHM is committed to analysing and presenting data in an efficient and ethical manner. There's significant work still to be done to become a data-informed organisation, with 2020 seeing a marked shift in PHM's commitment to using data to understand our audiences.

Undoubtedly, these insights start to raise important questions for PHM to explore:-

- As we continue to monitor insights, how can we use these to better market to and meaningfully engage our audiences?
- What can they tell us about the audiences we're not reaching, and how can we engage them?
- Will this overlap with PHM's ED&I work and targeted outreach?
- How can we use this data to develop and strengthen income generation?
- How can data inform how we invest our resources to ensure value for money?
- What is working, why – and how can we celebrate the successes and build on them to maximise PHM's impact?

