

	Museum Followers study			MoMA study			Non-Museum Followers study		
	IG survey	FB survey	Twitter survey	IG survey	FB survey	Twitter survey	IG survey	FB survey	Twitter survey
Female	70%	76.58%	58.10%	65.60%	61.10%	61.00%	54.50%	51.60%	42.50%
Male	25%	20.72%	39.20%	30.10%	38.90%	36.60%	45.50%	46.20%	47.50%
Other	3.75%	2.70%	2.70%	4.30%	0.00%	2.40%	0.00%	0.00%	5.00%
Withheld	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	5.00%
Ages 18-24	20.00%	4.50%	4.05%	16.13%	0.00%	2.44%	27.27%	3.30%	0.00%
25-34	37.50%	24.32%	9.46%	25.81%	0.00%	4.88%	22.73%	21.98%	7.50%
35-44	12.50%	47.75%	18.92%	19.35%	44.44%	12.20%	31.82%	50.55%	20.00%
45-54	16.25%	16.22%	39.19%	18.28%	27.78%	39.02%	18.18%	19.78%	25.00%
55-64	10.00%	2.70%	20.27%	10.75%	22.22%	29.27%	0.00%	2.20%	27.50%
65+	1.25%	4.50%	6.76%	8.60%	5.56%	7.32%	0.00%	1.10%	15.00%
I don't want to disclose	2.50%	0.00%	1.35%	1.08%	0.00%	4.88%	0.00%	1.10%	5.00%
High school/Secondary	8.75%	4.50%	2.70%	8.60%	11.11%	0.00%	18.18%	3.30%	7.50%
University graduate	46.25%	27.90%	41.90%	58.06%	5.56%	43.90%	50.00%	29.67%	50.00%
Postgraduate	45.00%	67.60%	55.40%	33.33%	83.33%	56.10%	31.82%	67.03%	40.00%
Europe	67.50%	94.59%	64.86%	25.80%	88.88%	34.14%	59.09%	94.50%	55.00%
The Americas	28.75%	3.60%	24.32%	59.13%	11.11%	63.41%	40.91%	3.30%	22.50%
Asia	0.00%	0.90%	1.35%	13.97%	0.00%	0.00%	0.00%	2.20%	0.00%
Australia and Oceania	3.75%	0.90%	9.45%	1.07%	0.00%	2.43%	0.00%	0.00%	22.50%
Heritage/ Creative Professionals	58.75%	55.85%	37.83%	55.91%	38.88%	26.82%	36.36%	17.58%	2.50%
Other	35.00%	27.92%	48.64%	37.63%	44.44%	60.97%	45.45%	60.44%	60.00%
Not Identified	6.25%	16.21%	13.51%	6.45%	16.66%	12.19%	18.18%	21.98%	37.50%
<i>visited a museum last 12 months</i>									
0 times	3.92%	4.38%	7.14%	12.75%	8.70%	18.97%	26.67%	16.82%	26.79%
1-2 times	29.41%	23.36%	26.53%	24.51%	26.09%	24.14%	33.33%	41.12%	42.86%
3-5 times	21.57%	27.01%	20.41%	23.53%	21.74%	31.03%	26.67%	28.97%	19.64%
6-10 times	16.67%	19.71%	22.45%	15.69%	21.74%	12.07%	0.00%	7.48%	8.93%
More than 10 times	28.43%	25.55%	23.47%	23.53%	21.74%	13.79%	13.33%	5.61%	1.79%
<i>access to social media</i>									
Mobile phone	96.08%	88.32%	88.78%	95.15%	86.96%	93.33%	100.00%	93.46%	87.50%
Computer	16.67%	16.06%	39.80%	20.39%	17.39%	36.67%	20.00%	23.36%	37.50%
Tablet	48.04%	75.18%	71.43%	35.92%	65.22%	58.33%	53.33%	72.90%	55.36%