

Heritage/ Creative Professionals	58.75%	55.85%	37.83%	55.91%	38.88%	26.82%	41.10%	36.84%	26.66%	36.36%	17.58%	2.50%
Other	35.00%	27.92%	48.64%	37.63%	44.44%	60.97%	50.50%	57.90%	66.66%	45.45%	60.44%	60.00%
Not Identified	6.25%	16.21%	13.51%	6.45%	16.66%	12.19%	8.40%	5.30%	6.66%	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%	12.42%	12.00%	15.79%	26.67%	16.82%	26.79%
1-2 times	29.41%	23.36%	26.53%	24.51%	26.09%	24.14%	33.33%	48.00%	31.58%	33.33%	41.12%	42.86%
3-5 times	21.57%	27.01%	20.41%	23.53%	21.74%	31.03%	30.07%	16.00%	36.84%	26.67%	28.97%	19.64%
6-10 times	16.67%	19.71%	22.45%	15.69%	21.74%	12.07%	13.73%	8.00%	5.26%	0.00%	7.48%	8.93%
More than 10 times	28.43%	25.55%	23.47%	23.53%	21.74%	13.79%	10.46%	16.00%	10.53%	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%	98.04%	88.00%	100.00%	100.00%	93.46%	87.50%
Computer	16.67%	16.06%	39.80%	20.39%	17.39%	36.67%	49.02%	56.00%	78.95%	20.00%	23.36%	37.50%
Tablet	48.04%	75.18%	71.43%	35.92%	65.22%	58.33%	11.11%	12.00%	31.58%	53.33%	72.90%	55.36%