Audience Research for Continuing Improvement: behavioral analysis of museum visitors

MIYATA Kimiyoshi, TAKEUCHI Yuri, ADACHI Fumio

Today museums have begun to understand that it is important to run a museum in audience-led approach. To make the museum in audience-led, it is necessary to know their audience and visitors' experience in a museum. The National Museum of Japanese History (NMJH) has started undertaking audience research. This paper introduces the results of the visitor surveys which were carried out in the NMJH to find out visitors' behaviour. It also discusses the methodology which were introduced in this survey and examines the physical impact which the structure of museum building and galleries layout give on visitors' behaviour by analyzing the rout in which visitors walk, the time they spent in a gallery and in the museum as a whole, and a change in visitor numbers in each gallery in a day.