

Shedd Aquarium

Understanding Demographics

Business Issue Question

How might Shedd Aquarium understand their demographics and keep customers engaged while visiting the aquarium?

Research Objectives

1. To determine how kids act during their time at Shedd
2. To understand what keeps people engaged
3. To understand what demographics are coming into Shedd
4. To explore what activities are being performed at Shedd
5. To investigate what animals are viewed the most
6. To investigate what non-Shedd related activities customers are engaging in

How is it Accomplished?

Qualitative and quantitative research was utilized in order for data to be collected to support the research objectives. Qualitative research is non-numerical and is usually observed and not measured. Quantitative research is used for numerical values and can be measured.

Qualitative

- Shedd Aquarium allowed observations throughout the museum
- The data was then broken into segments to enrich the claims
- Focus group quote – “I feel coming here with my family, friends, or a date would be just as enjoyable and exciting no matter where we go in the museum.”

Quantitative

- This data was collected through a Qualtrics survey to answer more questions about an objective
- The survey targeted each event or activity being performed while at Shedd
- This gave more insight on which event was liked by certain demographics and not by others

What is Next?

This data strives to understand what demographics are coming into Shedd Aquarium and what is keeping them engaged while being at the museum. This data will then be used to determine how to get different demographics coming in to visit as well as creating new and engaging activities for those demographics.