

Bay Area Research Project

Location: San Francisco, California

Scope of Work: Audience Research



MMC was the sponsor and Project Director for the Bay Area Research Project (BARP), a consortium of museum professionals from thirteen organizations assembled in 1991 to gain an informed understanding of multi-cultural audiences. The audience research surveyed Bay Area residents of diverse ethnicities about leisure activities in general and their museum attendance in particular. The findings have helped guide Bay Area museums in planning, communicating, and implementing programs that attract a more diversified audience base. The publication that resulted from this study has been distributed through the American Association of Museums.