

# 2018 NATIONAL SURVEY OF MUSEUM-GOERS

Wilkening Consulting's annual survey of museum-goers is designed to provide museums with:

- Access to the latest research on museum-goers and their motivations for visiting •
  - Context to strategically plan your museum's future •
  - Concrete take-aways for immediate action •
- Evidence that you provide crucial services to your community •

The findings from the annual survey help your museum pinpoint how you matter, and can matter more, to your visitors and your community.

## 2018 RESEARCH THEMES

- Broadening audiences through deeper understanding of their extrinsic motivations for visiting
- A better articulation of value...so that more donors feel their gifts make a difference
- Measuring the impact of museums in American society... and our communities
- Making the case for museums to more donors and foundations... and in our advocacy

*Wilkening Consulting is also happy to tailor themes to your institution's concerns. Let us know what is on your mind and what you would benefit from learning more about!*

## BENEFITS TO YOUR MUSEUM

- ✓ Annually survey your stakeholders and track change over time via standard, benchmark questions
- ✓ Compare your results with your peers
- ✓ Better understand your visitors, who they are, their behaviors, and their values
- ✓ Include up to two custom questions targeted at just your respondents
- ✓ Receive results reports via slide deck and spreadsheet
- ✓ Discuss results in a one-hour call with founder Susie Wilkening
- ✓ First-in-line access to overall research findings
- ✓ Input on survey themes for the year
- ✓ Support broader research on behalf of the field

## BENEFITS TO THE FIELD

- ✓ Provides cutting-edge, national research on museum-goers to the entire museum field
- ✓ Research results shared broadly via *The Data Museum* blog ([wilkeningconsulting.com/datamuseum](http://wilkeningconsulting.com/datamuseum)), articles, presentations, etc.

**Enrollment for the 2018 Annual Survey of Museum-Goers is now open!  
Go to [wilkeningconsulting.com](http://wilkeningconsulting.com) to enroll**

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## HOW IT WORKS

It is remarkably easy.

Here is the overall process and schedule:

### NOW–DECEMBER 2017:

Recruitment of museums; input on secondary survey themes; development of custom questions

### JANUARY–FEBRUARY 2018:

Museums launch surveys; Wilkening Consulting will provide a custom link to your museum's survey, as well as sample text, for you to send to your email list and to post to social media

### MARCH–APRIL 2018:

Results pulled; individual museum reports generated by Wilkening Consulting

### APRIL–MAY 2018:

Individual museum calls with Susie Wilkening to discuss your museum's results and what they mean for your museum; delivery of individual museum slide decks and spreadsheets

### MAY–SEPTEMBER 2018:

Dissemination of overall findings via *The Data Museum*, articles, presentations, etc.

## PARTICIPATION FEE:

Designing and administering the survey takes time. But when more museums participate, it takes less time per museum, and the fee is thus lowered. By creating a participation rate scale, costs are covered without gouging museums.

## 2018 FEE SCHEDULE (FOR MUSEUMS LAUNCHING SURVEYS IN JANUARY-FEBRUARY 2018):

- 1 - 20 participating museums: \$2,500/museum
- 21 - 30 participating museums: \$2,000/museum
- 31 - 40 participating museums: \$1,500/museum
- 41 or more participating museums: \$1,000/museum
- Any museum launching their survey on March 1 or later: \$3,000/museum

Participating museums will be charged based on the number of museums that enroll. You will be provided with a survey link if/when enrollment levels reach your maximum financial commitment. (For example, if you can only budget \$1,500, indicate that during enrollment, and you will be provided a participation link only if at least 31 museums enroll.)

## THE DATA MUSEUM

Annual Survey results, as well as other findings from other research projects of Wilkening Consulting, are released via *The Data Museum*.

Visit <http://www.wilkeningconsulting.com/datamuseum> to access research findings.



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**Wilkening Consulting**  
audience research | knowledge curation  
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