

# RESEARCH THEMES:

## 2020 Annual Survey of Museum-Goers and Broader Population Comparison Sampling



### DEAI

How inclusive do museum-goers want museums to be? How does it vary by values and identity? How do we share DEAI values to yield greater acceptance among visitors?



### Values and Identity

Museum-goers are characterized by many different values and identities. Understanding them can help us better understand their needs and their attitudes towards DEAI, social activism, and more.



### Museums and Social Activism

Do audiences expect museums to be “neutral?” How do they feel about museums taking positions on social issues? And if we choose to take a position, what is the best way of sharing that position?

**Excited about how this research will benefit your museum?  
Enroll today to participate. **

### PARTICIPATING MUSEUMS RECEIVE:



- 1 Custom results about your audiences
- 2 Tracking and benchmarking of results
- 3 Comparisons to peers
- 4 Results via slide deck, spreadsheet

**COST TO PARTICIPATE:**  
\$1,000/MUSEUM

(JANUARY/FEBRUARY 2020 LAUNCHES)



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