

RESEARCH THEMES:

2021 Annual Survey of Museum-Goers and Broader Population Comparison Sampling



Virtual Content

Museums pivoted to virtual content during the COVID-19 pandemic. Who took advantage of it? What worked well? What are the common barriers?

And was it worth our investment?



Museums During a Social Reckoning

Our communities are coping with the fallout of the pandemic, from closed businesses and schools to lost income.

What role do museums play in recovery? How can museums contribute to rebuilding thriving communities? And how do we make the case that museums are critical assets to our communities now and in the future?



Museums and Race

As our country grapples with issues of race and equity, expectations for museums are shifting. The need to respond to the massive challenges our communities are facing is no longer optional. We'll examine the spectrum of audience attitudes towards inclusion.

Which audiences are demanding inclusion and equity and which audiences are resisting it? How can museums use data to navigate the spectrum of audience attitudes and move ahead into a more inclusive and equitable future?

The challenges and opportunities these topics present are massive. Tackling these issues confidently requires a data-informed strategy.

Enroll your museum today.

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