

2022 Annual Survey of Museum-Goers

The Annual Survey of Museum-Goers provides your museum with a cost-effective way to gain insight into your visitors and compare your institution to others in your locale, of similar type, and the museum field writ large.

Research Themes:



Climate Change

We are all witnessing the continued impacts of climate change and grappling with the increased risk of natural disasters. In 2021 alone, North America faced horrendous wildfires, devastating hurricanes, flooding, and our hottest summer ever. **Climate change is here, yet not everyone agrees climate change is a critical issue.**

What, then, is the role of museums in sharing information on climate change and in helping people make lifestyle decisions that reduce carbon? How do audiences with different viewpoints respond to this content? Do they find museums credible on this topic? Does it matter what type of museum is sharing this message?



Wellbeing & Mental Health

The COVID-19 pandemic has affected everyone in very different ways, but virtually everyone has looked to different things to escape, relax, and respite.

For some, the pandemic laid bare and exacerbated the challenges they have long faced with mental health.

Does the public view museums as a contributor to their wellbeing? Do they think of museums as a critical part of the mental health resources in their communities? What happens when controversial or challenging content shared by museums precludes respite or mental health opportunities? Can we really do both?



Belonging

All visitors want to feel welcome, comfortable, and included during museum visits. But not everyone does.

What makes people feel they do or do not belong? How can museums help people feel more connected to others? Do museum-goers think museums benefit everyone, or only some people (and how do they feel about that)? Also crucial to understand is what happens when the values a museum promotes conflicts with the values some visitors hold dear. Does that tension preclude belonging?