

COMMUNITY RESEARCH

Wilkening Consulting's Community Research packages are designed to provide museums with:

- Custom research in their community •
- Sharper focus on potential audiences •
- Concrete take-aways for immediate action •
- Evidence that the cultural organizations in a community provide crucial services, enhance civic engagement, and develop *stronger* communities •

CUSTOM COMMUNITY RESEARCH is increasingly necessary to understand not only potential audiences, but how you can deepen engagement with your community in meaningful ways that matter.

RESEARCH CONTINUALLY REINFORCES that when cultural and lifelong learning organizations in a community work together, communities are stronger...as well as the individual organizations in a community.

WILKENING CONSULTING'S COMMUNITY RESEARCH PACKAGES build on that research, focusing on how organizations can work together to receive the research they need...at affordable rates.

HOW IT WORKS

Several methods of research can be mixed and matched to create the right mix for your community and your budget.

EXAMPLE PACKAGES:

BARE BONES: \$5,000 and up

- 5+ museums participate in Annual Survey of Museum-Goers; receive community-wide comps

BASIC: \$20,000

- Custom community survey
- Benefits multiple organizations in a community

INTERMEDIATE: \$40,000

- Custom community survey + qualitative panels

COMPREHENSIVE: \$50,000 - \$65,000

- Multiple methodologies for deepest insights

To understand how community research can benefit your museum and community, get in touch.