In 2021, the Annual Survey grew to include over 53,000 museum visitors.

We analyze both surveys (frequent museum-goers and the broader population sample) in two key ways:

**Quantitative Analysis**
- Start by tracking trends and changes in survey responses over time.
- Cross-tabulate questions to compare different groups (e.g., by age, gender, income level).

**Qualitative Analysis**
- Start with open-ended questions, which can reveal deeper insights.
- Code responses manually, allowing for nuanced understanding of individual sentiments.

After all of that analysis, we're ready to share the results with the museum field. And that's when the fun starts.

**New research themes for each year are chosen based on multiple sources, including**
- Broader societal trends and events
- Questions arising from previous research
- Trends and shifts impacting the museum field

New research themes can be found at wilkeningconsulting.com/data-stories.

The Annual Survey includes about three quantitative questions. And while we can begin to understand the patterns, we can't stop there. Once the survey is written, we're ready to collect responses. How we do this is really important. We survey two very different groups of people:

- Frequent Museum-Goers
- Broader Population

Once all the data is collected, the fun starts. ANALYSIS!

**Each year, the Annual Survey of Museum-Goers has three main parts:**

**Frequent Museum-Goers**
- Each year, museums of all disciplines across Canada enroll in the Annual Survey. In 2020, we had 140 museums participating.

**Broader Population**
- In 2020, we had a broader population sample at the museum! soil that fewer than 100,000 written-in responses. Instead, we use open-ended questions. And we'll be honest: we can't possibly code what can be upwards of 100,000 written-in responses. We've never seen a computer program that comes close to comprehending. Responses are too complex. We do all of our coding by hand, using our brains and not computer programs.

**Key benchmark questions on attitudes and motivations**

- This is really important. We survey two very different groups of people:
- Frequent Museum-Goers
- Broader Population

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