

# MUSEUM-GOING PARENTS AND CURIOSITY: A 2019 Data Story Update (PART 2)

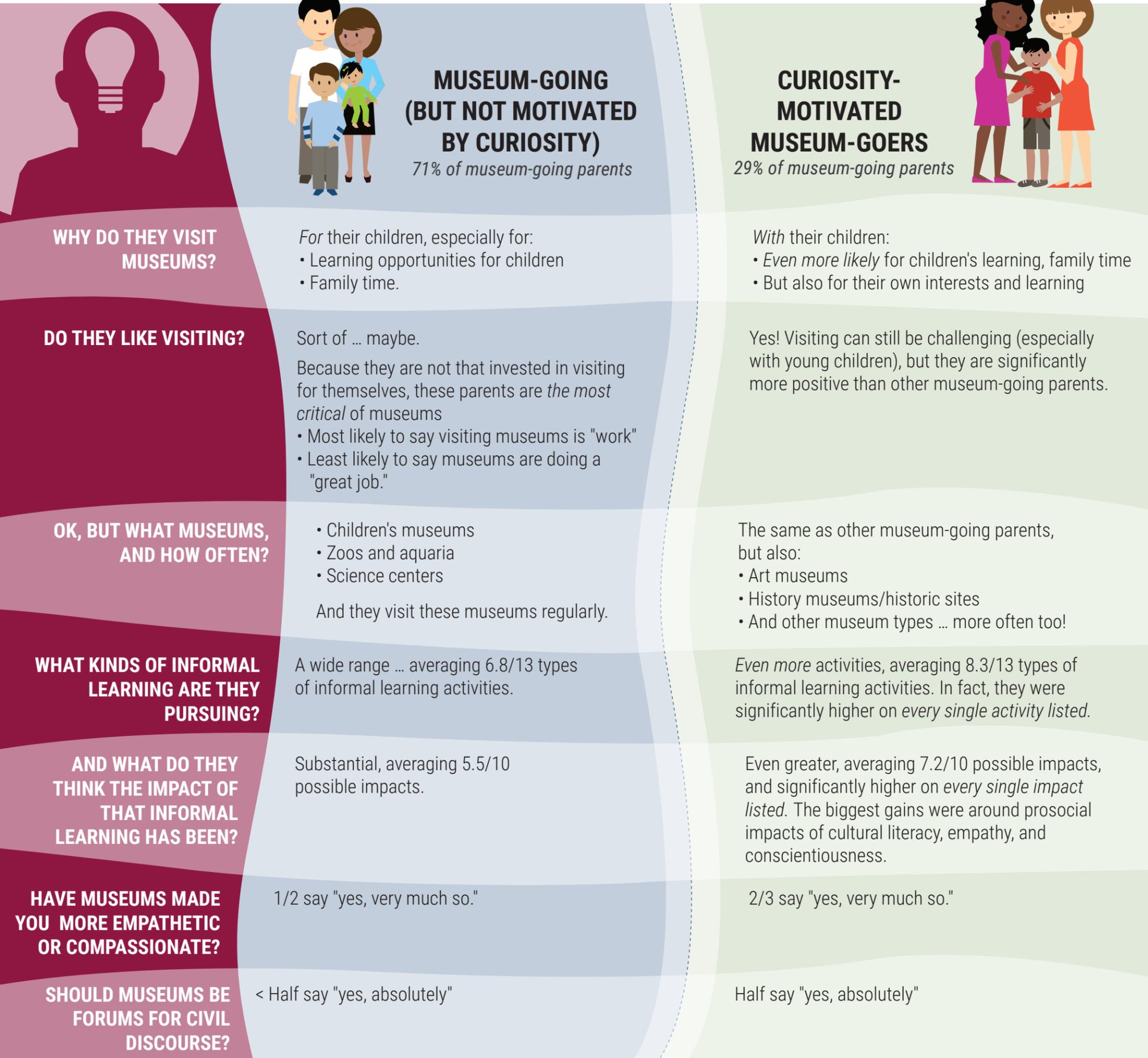
**Curiosity.** It isn't something nice, but critical to human development.



And the curiosity drive has some important implications for the impact we deliver to families that visit as well as broader society.



Yet only 3 in 10 museum-going parents are explicitly motivated by curiosity, so let's take a look at how the curiosity drive plays out among museum-going families.



## What's the bottom line?



Regardless of curiosity levels, visiting museums and other informal learning has a significant impact on adults and children ... at much higher rates than the broader population of parents.

But curiosity drives *even more* impact, creating a snowball effect that accumulates throughout a lifetime.



So how can we cultivate more curiosity in parents, and help their children derive more personal benefits from informal learning? And by doing so, can we realize more prosocial impacts so that more Americans care about the critical issues affecting us today and in the future?



**"I'm so grateful for my innate curiosity and for all the informal experiences I have had that helped me grow. Museums and science centers have a huge role to play in connecting humans to larger systems, allowing them to see the role they play, and what we might do to make things better ..."**

Data Stories are created for *The Data Museum*, where research conducted by Wilkening Consulting is released. Sources include:

- Wilkening Consulting's 2017, 2018, and 2019 Annual Surveys of Museum-Goers
- Wilkening Consulting's 2018 and 2019 Broader Population Sampling

\*Data Stories share research about regular museum-goers, who visit multiple museums each year and who respond to a survey about museum-goers; broader population sampling provides relevant comparison data.

Visit The Data Museum at [wilkeningconsulting.com/datamuseum](http://wilkeningconsulting.com/datamuseum) for supporting context and data.

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