FEELING SAFE AND COMFORTABLE IS PARAMOUNT. What that actually means varies widely – with most falling in the cautious middle.

Q: What did museums say about returning to the public?
A: Many museums said they would feel ready to re-open their doors when
- There is a widely available vaccine.
- The threat of the disease is no longer present.
- The risk of visitors contracting the disease is not high.

However, some museums expressed concern about bringing back indoor activities, such as
- Guided tours
- Theatre settings
- Hands-on, interactive exhibits

With most falling in the cautious middle.

When they will be ready to re-open

A: They will be ready when they feel comfortable.

WHAT THEY WANT TO DO

Museums may want to
- Re-introduce some of their pre-pandemic programming
- Communicate with the public about changes to their operations
- Reopen their doors

What is most important to museum-goers

A: They want to feel safe and comfortable; they are
- Defeated… it’s been a tough year
- Fatigued... It all feels like too much
- Careful... I don’t want to get sick
- Worried... Are they really doing all they can?

What about requiring masks?

A: It came up quite a bit... enough that you
- Could require them
- Should require them
- May require them

Museums that emphasize hands-on learning.

Centers, outdoor history museums, and other
- Exhibits, many museums will find their
- Exhibits closed ...

With all the “flip” of opinion about interactive
- Indoor experiences felt least comfortable to museum-goers,
- Outdoor experiences felt most comfortable to museum-goers,
- Pandemic exhibit themes were

Regular and observable cleaning of surfaces.

This absolutely includes:
- Hand sanitizer stations
- Hand sanitizer
- Hand sanitizer by doors
- Hand sanitizer by exhibits
- Hand sanitizer by high-touch areas.

What should I do?

A: Museums will want to... in the safest way possible...
- Order food
- Go on a tour
- Buy a museum membership
- Pay for an annual pass

After we heard from you, we’ll...

A: We want to share what museum-goers think.

With our society struggling with so many immediate and
- How will museums use this information?
- How will they use this information?
- Will they use this information?

The entire series of Museums and the Pandemic Data Stories can be found at wilkeningconsulting.com/data-stories.