

# 2018 NATIONAL SURVEY OF MUSEUM-GOERS

Wilkening Consulting's annual survey of museum-goers is designed to provide museums with:

- Access to the latest research on museum-goers and their motivations for visiting •
  - Context to strategically plan your museum's future •
  - Concrete take-aways for immediate action •
- Evidence that you provide crucial services to your community •

The findings from the annual survey help your museum pinpoint how you matter, and can matter more, to your visitors and your community.

## 2018 RESEARCH THEMES

- Broadening audiences through deeper understanding of their extrinsic motivations for visiting
- A better articulation of value...so that more donors feel their gifts make a difference
- Measuring the impact of museums in American society... and our communities
- Making the case for museums to more donors and foundations... and in our advocacy

*Wilkening Consulting is also happy to tailor themes to your institution's concerns. Let us know what is on your mind and what you would benefit from learning more about!*

## BENEFITS TO YOUR MUSEUM

- ✓ Annually survey your stakeholders and track change over time via standard, benchmark questions
- ✓ Compare your results with your peers
- ✓ Better understand your visitors, who they are, their behaviors, and their values
- ✓ Include up to two custom questions targeted at just your respondents
- ✓ Receive results reports via slide deck and spreadsheet
- ✓ Discuss results in a one-hour call with founder Susie Wilkening
- ✓ First-in-line access to overall research findings
- ✓ Input on survey themes for the year
- ✓ Support broader research on behalf of the field

## BENEFITS TO THE FIELD

- ✓ Provides cutting-edge, national research on museum-goers to the entire museum field
- ✓ Research results shared broadly via *The Data Museum* blog ([wilkeningconsulting.com/datamuseum](http://wilkeningconsulting.com/datamuseum)), articles, presentations, etc.

**Enrollment for the 2018 Annual Survey of Museum-Goers is now open!  
Go to [wilkeningconsulting.com](http://wilkeningconsulting.com) to enroll**

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## HOW IT WORKS

It is remarkably easy.

Here is the overall process and schedule:

### NOW–DECEMBER 2017:

Recruitment of museums; input on secondary survey themes; development of custom questions

### JANUARY–FEBRUARY 2018:

Museums launch surveys; Wilkening Consulting will provide a custom link to your museum's survey, as well as sample text, for you to send to your email list and to post to social media

### MARCH–APRIL 2018:

Results pulled; individual museum reports generated by Wilkening Consulting

### APRIL–MAY 2018:

Individual museum calls with Susie Wilkening to discuss your museum's results and what they mean for your museum; delivery of individual museum slide decks and spreadsheets

### MAY–SEPTEMBER 2018:

Dissemination of overall findings via *The Data Museum*, articles, presentations, etc.

**PARTICIPATION FEE: \$1,000/MUSEUM**

**MUSEUMS MUST LAUNCH SURVEYS IN JANUARY-FEBRUARY 2018 TO RECEIVE THE STANDARD RATE**

Any museum launching their survey on March 1 or later: \$3,000/museum

## THE DATA MUSEUM

Annual Survey results, as well as other findings from other research projects of Wilkening Consulting, are released via *The Data Museum*, at <http://www.wilkeningconsulting.com/datamuseum>.

Data Story infographics and PDF Research Releases can also be found on the Resources page at <http://www.wilkeningconsulting.com/resources>.



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**Wilkening Consulting**  
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