

# ANNUAL 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.

## 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 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:

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

### *next year:*

### JANUARY–FEBRUARY:

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:

Results pulled; individual  
museum reports generated by  
Wilkening Consulting

### APRIL–MAY:

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:

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

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

**MUSEUMS MUST LAUNCH SURVEYS IN JANUARY-FEBRUARY 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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