

YOUNG ADULT MUSEUM-GOERS* A DATA STORY



Museums are fun and relaxing places to visit... and I love that they give my friends and me something to talk about and connect over.



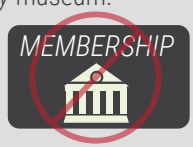
But really, I think museums do more:

MUSEUMS PROVIDE CULTURE, INCREASE THE QUALITY OF LIFE IN A COMMUNITY, SPARK INTERESTS AND CREATIVITY, NURTURE EDUCATION AND AWARENESS, AND DEEPEN OUR KNOWLEDGE.

But while my generation is actually more likely to visit museums than older adults, my enthusiasm for them makes me a bit of an outlier. My friends *enjoy* visiting museums, they just don't *love* them like I do.



I go to lots of museums, not just one. So I'm not a member of *any* museum. (I can't afford it anyway.)



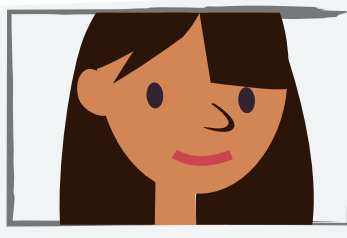
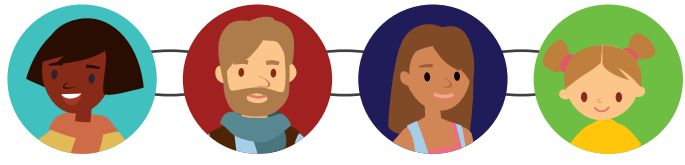
I'm pretty new to my community. My friends are too. And while we don't feel that *connected*, we are definitely *interested* in our community. My generation actually has more concerns about our community than those older than us.



Maybe if we knew more of our neighbors, that would help. I wish I knew them and felt more connected.



Can museums help me, and my friends, connect with my community?



Because this world is pretty complicated. Museums have helped me learn about others, and to express myself. They matter to me, but I wish they mattered more to my friends and others.

Data Stories are created for *The Data Museum*, where research conducted by Wilkening Consulting is released. Sources include:
• 2016 Wilkening Consulting broader population sampling
• 2017 Wilkening Consulting Annual Survey of Museum-Goers
• AAM's *Museums and America 2017* (in partnership with Wilkening Consulting)

*Data Stories are about regular museum-goers, who visit multiple museums each year and who responded to a survey about museum-goers. They do not represent casual museum visitors.

Visit The Data Museum at wilkeningconsulting.com/datamuseum for supporting context and data.