

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.

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), articles, presentations, etc.

Enrollment for the Annual Survey of Museum-Goers is now open!
Go to 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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