

RESEARCH THEMES:

2020 Annual Survey of Museum-Goers and Broader Population Comparison Sampling



DEAI

How inclusive do museum-goers want museums to be? How does it vary by values and identity? How do we share DEAI values to yield greater acceptance among visitors?



Values and Identity

Museum-goers are characterized by many different values and identities. Understanding them can help us better understand their needs and their attitudes towards DEAI, social activism, and more.



Museums and Social Activism

Do audiences expect museums to be “neutral?” How do they feel about museums taking positions on social issues? And if we choose to take a position, what is the best way of sharing that position?

**Excited about how this research will benefit your museum?
Go to wilkeningconsulting.com to enroll today.**

PARTICIPATING MUSEUMS RECEIVE:



- 1 Custom results about your audiences
- 2 Tracking and benchmarking of results
- 3 Comparisons to peers
- 4 Results via slide deck, spreadsheet

**COST TO PARTICIPATE:
\$1,000/MUSEUM**

(JANUARY/FEBRUARY 2020 LAUNCHES)



**FOR MORE INFORMATION OR QUESTIONS, CONTACT SUSIE WILKENING | susie@wilkeningconsulting.com
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