Imagine no museums…

More Data Stories can be found at wilkeningconsulting.com/data-stories.

*Data Stories share research about both frequent museum-goers (typically visit multiple museums each year) and the broader population (including casual and less frequent visitors).

What do we mean by “Resistant” and “Open?” In short, “Resistant” people tend to resist content that is inclusive, supports climate action, promotes civil discussions, and is focused on the community. These people may talk about community and connectedness less than more open-minded people.

Resistant people are also more likely to support traditional, non-digital forms of communication, like print or face-to-face meetings, rather than online or social media. They may have less concern about technology and more respect for traditional methods of interaction.

Let’s pick this apart.

This leads us to something else we codified: responses that suggested there would be fewer rather different ideas about this community orientation: in particular, young adults (under 40) without children. But even without children, respondents under 40 were more likely to see their future as shaped by community and meaningful experiences.

Let’s consider the middle of the field: this is a pattern we’ve seen when we asked about being “lively” or “dull,” and about “isolation” or “connectedness.” While younger respondents were more likely to use these terms, they were also more likely to use other descriptors like “vibrant,” “engaged,” “active,” and “connected.”

Our collective experiences

This suggests that younger adults are more likely to see themselves as part of a community and to value those experiences. This is especially true for those without children, who may be more likely to see their future as shaped by community and meaningful experiences.

There were even more ways than we imagined to answer these questions. We didn’t even talk about community in 2023 as in 2018, when we asked about community orientation.

That’s a pretty big statement, and we believe it’s true. The data suggests that there is a growing emphasis on community and connectedness in our society, from civics to our shared experiences as a society.

The survey responses indicate that people are becoming more interested in community and connectedness, and that younger adults are even more likely to see themselves as part of a community. This is especially true for those without children, who may be more likely to see their future as shaped by community and meaningful experiences.