

ANNUAL SURVEY *of* MUSEUM-GOERS



The American Alliance of Museums and 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

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
- ✓ First-in-line access to overall research findings
- ✓ 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 AAM's online resources, *Data Stories* infographics, *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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American
Alliance of
Museums



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.

MAY–JUNE:

Delivery of individual museum slide decks and spreadsheets; participation in online presentations exploring results.

MAY–DECEMBER:

Dissemination of overall findings via AAM's online resources, *Data Stories* infographics, *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 AAM's online resources, *Data Stories* infographics, and *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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