

# THE ANNUAL SURVEY OF MUSEUM-GOERS: How It Works

## 1 Sign up for the 2022 Survey

Now

Enroll your museum in the 2022 survey in less than 5 minutes by February 28, 2022.

Customize 1-2 questions using Wilkening Consulting's custom question book.



## 2 Send your survey

January-March 8, 2022

Wilkening Consulting will send you a custom link to your museum's survey and sample text for you to send to your email list and post on social media by March 8, 2022.

Sit back and see your results in real-time through your virtual dashboard.



## 3 Receive your report

May-June, 2022

Start discovering more about your audience! Between May and June 2022, you will receive your data spreadsheet and a shareable, easy-to-understand slide deck visualizing your results.



## 4 Discuss your results with a pro

June 2022/when  
scheduled

All museums will receive access to a short video series to contextualize results. Choose to drop-in for office hours with Wilkening Consulting to discuss your results or, if your museum is a Tier 3 AAM member, you also receive a private one-hour call with Wilkening Consulting to discuss your results.



The cost to participate is \$1,000 per museum (for surveys fielded January - March 8, 2022).

Visit [museumgoers.aam-us.org](https://museumgoers.aam-us.org) to learn more and enroll!



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