

MUSEUM-GOERS AND ACCESSIBILITY

A 2020 ANNUAL SURVEY OF MUSEUM-GOERS DATA STORY

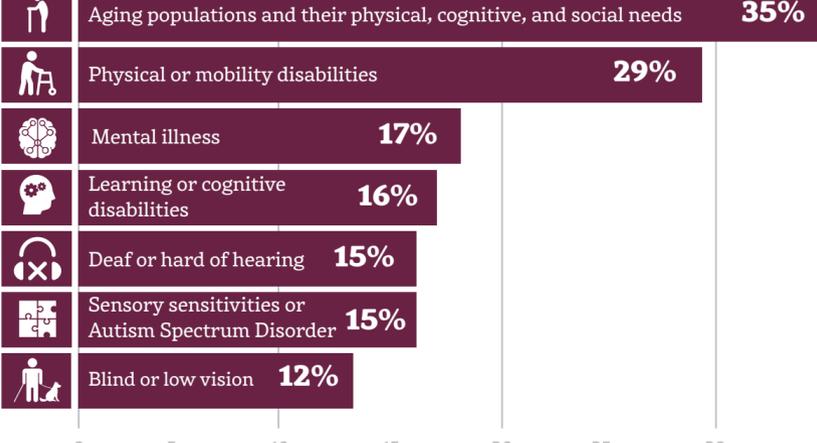
We all want our museums to be inviting places. Places that everyone can find comfortable and easy to visit. That means accessibility is important.



When we asked museum-goers what kinds of access and support their families could use at museums, there was one big takeaway:

Over half of museum-goers indicated an access need. **53%, to be exact!**

And their responses represented a variety of needs:



Interestingly, age was not a significant factor in the responses. In fact, respondents under 30 and those over 70 averaged the same number of additional support needs:

1.5

The evidence also suggests that respondents thought broadly about the term "family," often including extended family in their answers.

"Not 'core family,' but for Grandpa - cognitive and mobile impairments - we take him on adventures."



There were, of course, some support needs that skewed older, including:

- Aging populations and their physical, cognitive, and social needs
- Physical or mobility disabilities
- Deaf or hard of hearing
- Blind or low vision



Young adults under 30, however, were significantly more likely to indicate mental illness ... which can likely be attributed to a higher diagnosis rate of mental illness among younger adults than older adults.¹

But overall, reporting of accessibility needs broadly crossed age and life stage, making greater access a mainstream need of a majority of museum-goers ... as well as a future need for most of us.



"I'm going to be in one of these groups someday."



Finally, accessibility is a reflection of our values. The work we do to improve access shows care and empathy for audiences that have accessibility needs ... and this care is valued not only by those who directly receive that support, but by their families and by other visitors who are increasingly expecting inclusion from museums.



"[Access is] deeply valued as a visitor as a demonstration of how the museum is actively inviting and welcoming all potential visitors."

"I value all efforts to answer the needs of all minorities and disabilities. Inclusion is so important."



Annual Survey of Museum-Goers Data Stories are created by Wilkening Consulting on behalf of the American Alliance of Museums. Sources include:
 • 2020 Annual Survey of Museum-Goers
 • 2020 Broader Population Sampling
 • 2020 Online Pandemic Panel of Museum-Goers (ongoing)
 • 2017 - 2019 Annual Surveys of Museum-Goers

¹National Institute of Mental Health

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

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

