

# MUSEUM-GOING PARENTS: A 2019 Data Story Update (PART 1)

## What do we know about **parents**?

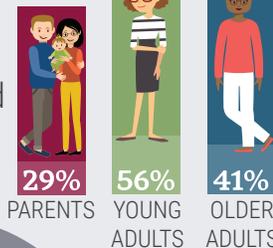
A lot, including that they:

- 💡 Are the most likely segment of the population to visit museums
- 💡 Visit *for* their children (and not necessarily for themselves)
- 💡 Are stressed, with little leisure time

**But there's more.** → When it comes to informal learning, museum-going parents do visit museums (a lot!). But the other activities they do the most as a family are:

- 🏞️ **Outdoor nature experiences**
- 🎨 **Hobbies and crafts**
- 📖 **Read fiction and travel (tied)**

Compared to other museum-goers, however, parents are less motivated by curiosity.



• In fact, their focus on providing learning experiences for their children affects what impacts they are most likely to receive from informal learning; both gained knowledge and helping guide their children's development were tops at 3/4 of affected. And this is typical of how they talk about museums:

**“It makes me feel like I am being a good parent by spending quality time with them and by giving them an engaging and educational experience.”**

This focus on their children makes parents and caregivers most likely to say that visiting museums is work ... work that overall makes their jobs as caregivers more effective and easier ... but still *work*. And it probably explains why they are so much less likely to be motivated by curiosity.

So how can museums help spark *their* curiosity in engaging ways, make museums less work (and more pleasure), while also helping parents model curiosity behavior for their children?

### This presents an interesting conundrum.

- Museums are helping parents raise their children ... and children benefit from museums
- They highly value curiosity *for their children*, and look to museums to cultivate it
- But parents are not feeling all that curious (and thus engaged) themselves

And by doing so, can we become a solution for *more* parents and caregivers, increasing visitation (and impact) among more casual and non-visitors?

Because that curiosity gap with parents comes at a price not only for parents themselves, but also for children and society.

**To be continued ...**

Data Stories are created for *The Data Museum*, where research conducted by Wilkening Consulting is released. Sources include:

- Wilkening Consulting's 2017, 2018, and 2019 Annual Surveys of Museum-Goers
- Wilkening Consulting's 2018 and 2019 Broader Population Sampling

\*Data Stories share research about regular museum-goers, who visit multiple museums each year and who respond to a survey about museum-goers; broader population sampling provides relevant comparison data.

Visit The Data Museum at [wilkeningconsulting.com/datamuseum](http://wilkeningconsulting.com/datamuseum) for supporting context and data.

  
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