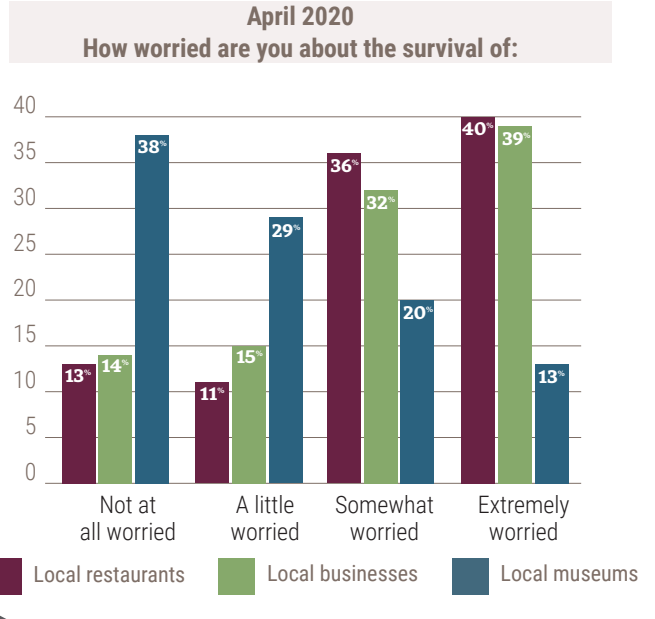


BROADER POPULATION CONCERNS FOR MUSEUMS

**APRIL**

While the seriousness of the COVID-19 pandemic was beginning to sink in, we wanted to assess how concerned (or not) the public was about the survival of museums. Because there was so much discussion and concern about restaurants and local businesses, we ran this question three times, helping us gauge how museums compare.

We found that about 3/4 of Americans were worried about their local restaurants and businesses ... **but only a third were concerned about local museums.**

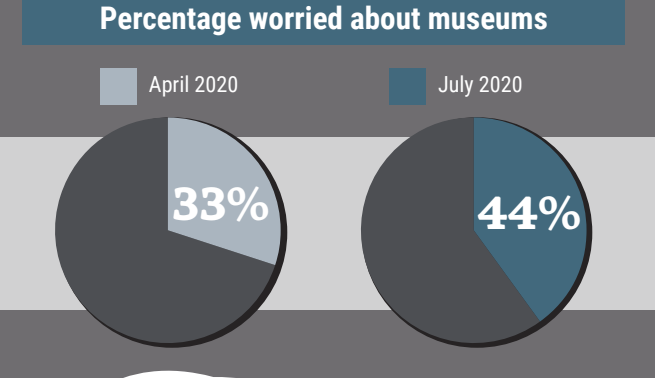


**JULY**

Three months later, we re-fielded the questions to see if there has been any shifts. And, indeed, there have been.

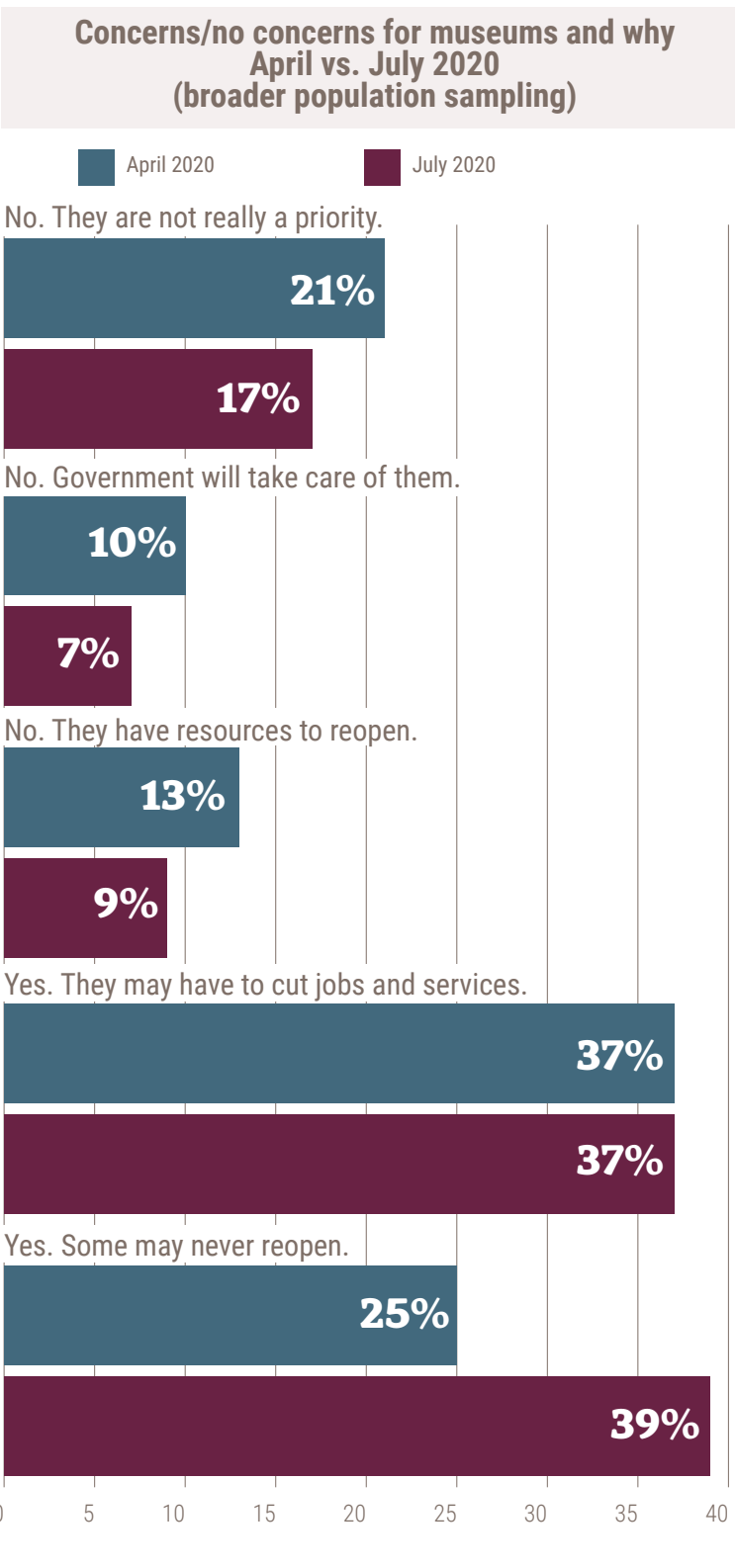
Level of Concern	Local restaurants	Local businesses	Local museums
Not at all worried	11%	15%	30%
A little worried	16%	16%	23%
Somewhat worried	40%	33%	26%
Extremely worried	33%	37%	18%

For local restaurants and businesses, concerns have stayed pretty consistent. But concerns for museums have *increased*, from a third to 44% ... that is, Americans are 1.3x more likely to be concerned now than a few months ago.



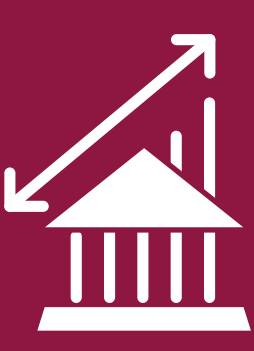
So, what's driving the shift?

A different question we asked of the broader population gives us *some* insights. Primarily, there is growing concern that some museums may never reopen ... an eventuality a number of museums have already faced and more are facing.



To be honest, however, we don't really know *why* this concern has grown for museums specifically. **Maybe it is greater awareness that museums are struggling just as much as local businesses.**

But as our society embarks on a significant social reckoning about what we truly value in our lives and society, understanding where museums fall, and how we can do better, is vital.



**We'll keep tracking these numbers in the coming months and use this data, along with other inputs, to start framing the 2021 Annual Survey of Museum-Goers so that it will ask the right questions to provide critical research our field will need to move forward into a rather different future than we might have envisioned only a few short months ago.**

Museums and the Pandemic Data Stories are created by Wilkening Consulting on behalf of the American Alliance of Museums. Sources include:  
 • Spring 2020 Online Panel of Museum-Goers  
 • Spring 2020 and Summer 2020 Broader Population Sampling  
 • 2020 Annual Survey of Museum-Goers

\*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).

The entire series of Museums and the Pandemic Data Stories can be found at [wilkeningconsulting.com/data-stories](http://wilkeningconsulting.com/data-stories).