



WHAT YOU GET for your enrollment in the ASMG

DELIVERABLES:



Spreadsheet with detailed, comparative data



Easy to understand slide deck with commentary to visualize your results



Videos that explain how to read and contextualize your results



Meeting with Wilkening Consulting to walk through your results

SEGMENTS OF INQUIRY:

- **Demographics** Insight into your visitors, including who they are, their behaviors, and values
- **Benchmarking** Compare your data to your peers, and explore changing museum trends with repeat participation
- **Inclusion** Better understand our audiences' perspectives on inclusion
- **Annual Research Themes** Questions addressing the shifting trends and needs impacting the museum field
- **Plus, the opportunity to add custom survey questions, data comparisons, and more!**

More questions?

Do you want specific data, or have a question you need answered but don't see it listed here? Email or call us to talk through the best approach to get the data and insights you need!

Visit museumgoers.aam-us.org to enroll!