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](http://museumgoers.aam-us.org) to enroll!