

MUSEUM-GOING* PARENTS A DATA STORY



Museums are safe places for our children to learn and play.



Children's museums, science centers, zoos, and aquaria are our favorites. Our kids are engaged and learn by doing.

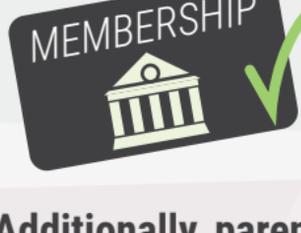
And the family time museums give us is priceless. At museums, we can focus more on each other.



WHY?

“ I LOVED MUSEUMS GROWING UP AND I ENJOY TAKING MY CHILDREN TO THEM NOW. IT'S ALWAYS

A FUN, EDUCATIONAL EXPERIENCE. IT GIVES US TIME TO UNPLUG AND SPEND TIME TOGETHER AS A FAMILY CREATING MEMORIES WHILE LEARNING. ”



We visit often, so membership saves us money. That makes us the most likely of *any* segment of museum-goers to be members.

Additionally, parents with younger children are the most likely segment of the population to visit museums: just over half of us have visited a museum in the past year.



But our relationship isn't that tight. You may be meeting our needs *now*, but most of us didn't visit much before we had kids.

And by the time our kids are in middle school, you'll have lost 2/3 of us as *regular* museum-goers.



So if you want to keep us longer, you need to matter to our kids longer. And matter to us, too. The adults.

HOW?

- Quality family time experiences, which are harder as our kids grow up
- Help our kids succeed in school, and to figure out who they want to be
- Provide even more learning experiences that schools can't
- And don't forget us. If we're engaged, we may just stick around after our kids grow up



Because we're bringing you the next generation of museum-goers, and giving you a chance to make a significant difference in their lives. But you have to meet our needs first to do that.



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

- 2016 Wilkening Consulting broader population sampling
- 2017 Wilkening Consulting Annual Survey of Museum-Goers
- AAM's Museums and America 2017 (in partnership with Wilkening Consulting)
- US Census Bureau

*Data Stories are about regular museum-goers, who visit multiple museums each year and who responded to a survey about museum-goers. They do not represent casual museum visitors.

Visit The Data Museum at wilkeningconsulting.com/datamuseum for supporting context and data.



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