

# YOUNG ADULT MUSEUM-GOERS: A 2019 Data Story Update



**Museums.** I look to museums to learn and to feed my curiosity.

While I love museums (obviously!) my curiosity also drives me to participate in a variety of informal learning activities. In particular, my friends and I enjoy most:

1. Travel
2. Keeping up with news/current events
3. Watching documentaries
4. Attending performing arts
5. Reading fiction or nonfiction, outdoor nature experiences (tied)

*(In fact, compared to other museum-goers, my generation is 50% more likely to be motivated by curiosity, and we participate in the most informal learning activities!)*



But curiosity does more than engage me and my brain. It also affects how I think about others and the world.

Compared with other museum-goers, young adults like me are more likely to say that informal learning has made us:

- More culturally literate
- More conscientious
- More connected with others
- More creative



**“Any time I have been able to reach across time and learn about someone, I am inspired to reach across space in my own time to learn about others in the here and now.”**

But we want more from museums. Unlike other museum-goers, the majority of us think museums should “absolutely” be forums for civil discourse on controversial issues affecting us today. And we are nearly 50% more likely to think museums should do more to help cultivate empathy for others.

**So museums ... step up. Help us understand the issues affecting us all today, and be a place that can help us all proactively solve those issues.**

It's not just museum-goers either. Our peers who don't visit museums as often (or at all) are also more likely to think museums should do more to promote civil discourse.



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. Young Adults include adults under 40 without children.

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

  
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