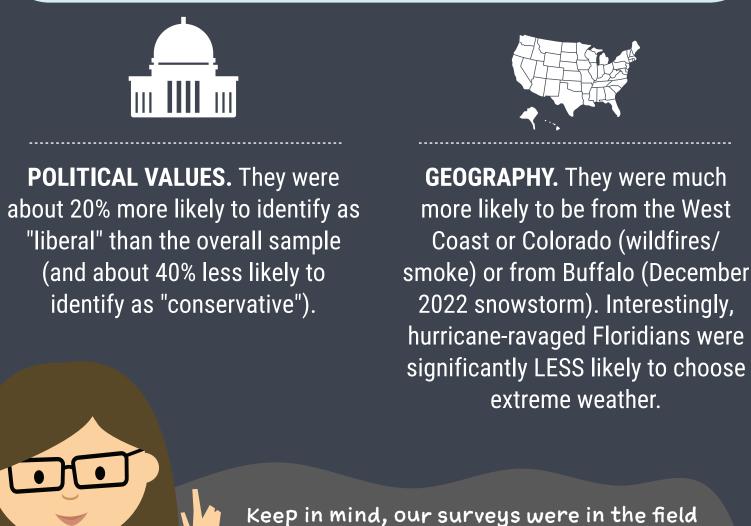


factors we assessed. Extreme Weather No question, the climate is changing and weather is becoming more extreme. Much of the continental U.S. has suffered high heat and smoky conditions this past summer. Severe storms and flooding are increasing. On a day-to-day basis, this affects the choices we make, such as whether outdoor or indoor activities are more suitable or even what vacation destinations we choose. Nearly a quarter of frequent museum-goers



"Street crime and violence in Chicago makes us less likely to go there." For about one in five museum-goers, violence and crime is a concern, and the response among the broader population of U.S. adults was



GEOGRAPHY. Overall,

this played a smaller

role than political

values, but some

museums.

U.S. adults from the broader population said inflation had negatively affected their leisure time than the COVID-19 pandemic. 44%

YOUNG ADULTS. NO QUESTION. They were 50% more likely to

inflation-concerned respondents said they were visiting museums less often, and nearly a quarter said they had stopped visiting museums entirely. As we look into 2024 and beyond, these external

attendance will likely





American Alliance of WilkeningConsulting

So, if a museum wants to attract audiences that are watching their household budgets, what are the best tactics? To find out, we asked inflation-concerned respondents how their museum-going has been affected by inflation. First, let's see what frequent museum-goers 3% said. While a 1/3 Less **Stopped** often visiting third said they were visiting museums less often, only 3% said they had stopped visiting museums entirely. **About** half of respondents said coupons, discount passes, and free/ reduced admission

THERE WERE ALSO SHIFTING

TACTICS BASED ON LIFE STAGE:

<40 **T***** Young adults (under Families with young children. Because 40) without children. These respondents these visitors are were the most likely to much more likely to say they were looking be repeat visitors to for coupons, discount specific museums, passes, or free/ they are also more reduced admission likely to see membership as an days. They were the least likely to look to inflation-busting membership to save tactic. money. Similarly, casual and 1/2 sporadic museum-goers Less often from the broader population of U.S. 1/4 **Stopped** adults were also looking visiting for coupons, discount passes, and free/reduced admission days. But nearly half of these

pressures on museum **SOME THOUGHTS INCLUDE:** Can museums, especially those that are currently reliant on tourists, do more to attract local audiences?



pre-Covid, so I find myself making plans less often, but somehow have managed to • 2017 - 2022 Annual Surveys of Museum-Goers and the broader population (including casual and non-visitors to museums). More Data Stories can be found at wilkeningconsulting.com/data-stories.

How can we more

Inflation, however, was a more widespread concern than weather or crime. In fact, more

as high-value

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Annual Survey of Museum-Goers Data Stories are created by Wilkening Consulting on behalf of the American Alliance of Museums. Sources include:

• 2023 Annual Survey of Museum-Goers, n = 107,187; 228 museums participating

• 2023 Broader Population Sampling, n = 2,002 *Data Stories share research about both frequent museum-goers (typically visit multiple museums each year) ¹See our Data Story "Worldviews, Clusters, and Intuitive Epistemology" for definitions of the Traditional and Neoteric clusters. ²See Audiences and Inclusion: A Primer for Cultivating More Inclusive Attitudes Among the Public.

as well? effectively position ourselves

focusing on the other negative

23%

31%

But who were these respondents? They had two main identifying traits:

have connected the dots that increasingly

adults from the broader population agree.

extreme weather is negatively affecting their

leisure time; a slightly higher percentage of U.S.

WOULD 2024 SHOW AN INCREASE, given that severe weather was more widespread in the summer of 2023? Or will memories fade again? We don't know.

Violence and Crime

slightly higher.

more likely to be urban museums (such as in Chicago or New conservative (and Orleans) seem to be about 20% less likely to be liberal). more challenged by this issue than other (especially rural)

Inflation

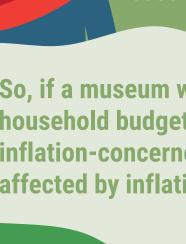
POLITICAL VALUES.

This was the most

significant trait; they

were about 40%





continue.

Museums

will need to

constraints.

adapt to these

museums less now than they were before the pandemic. While perceptions about three main traits:

Who is most concerned about

cite inflation as a challenge than other respondents. IN FACT, adults 70 and older were the least likely to say inflation was a concern, somewhat puncturing the myth of the fixed-income senior (after all, Social Security sees yearly cost-of-living adjustments).

days were their favorite tactics to save money.

Can museums be safe havens to escape our turbulent world? If so, what does this look like? And how need to learn from

destinations that stay a priority even when

in the winter of 2023. Given what the weather had been like the previous year, it isn't a surprise that the geographical spikes occurred as severe weather was more localized. Also, summer storms and heat were a distant memory. At this point, however, we are seeing this as an initial baseline for future comparison. As the climate becomes ever more erratic and extreme, we

expect this percentage to increase as more of us experience challenging environmental conditions.

For these respondents, if a museum is located in a place they perceive as high-risk, they are less likely to visit. And indeed, over 40% of the crime-averse reported they are visiting

> **RACE AND LGBTQ+ IDENTITY.** While this also played a smaller role, we don't want to

> > dismiss these

concerns. In particular,

Asian or Asian

American and members

of the LGBTQ+

community were

slightly more likely to

express concerns about

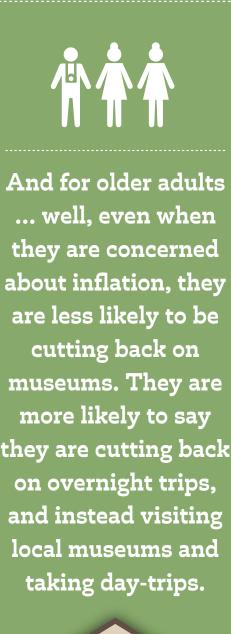
violence and crime than

other respondents.



54%





Data Story release date: October 3, 2023