

# THE IMPACT OF MUSEUMS: CURIOSITY

A DATA STORY

SPARKED INTERESTS



DISCOVERY

KEEPS ME COMING BACK



AMAZEMENT



WONDER

# CURIOSITY

EXPLORATION



INSPIRATION

ENDLESS IDEAS

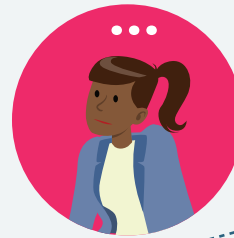


LIFTED HORIZONS

HUNGER TO LEARN

Curiosity is, well, a curious thing. When it comes to driving a desire to learn, it is priceless ...

... but it doesn't get a lot of credit. Fewer than one in three museum-goers say curiosity **motivates them to visit** museums.



## CURIOSITY

But just because curiosity isn't an explicit motivation to visit museums doesn't mean it isn't a significant impact.

**It is!**

In fact, museum-goers and non-visitors agree that curiosity is the second-most important impact of museums.



## CURIOSITY

Additionally, young adults and parents are significantly more likely than older adults to say museums make them more curious.

Turns out, curiosity feeds amazing life outcomes. It's just working hard under the surface, not getting a whole lot of credit.



## CURIOSITY

So let's share how great our role in cultivating curiosity is! Because that impact has the power to change the world.

**AFTER ALL:**

*"Museums, science centers, and nature centers have a huge responsibility and a great opportunity to contribute to America's future by means of engaging the curiosity of children, who will in turn shape our nation and culture."*



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

- Wilkening Consulting's 2017 and 2018 Annual Surveys of Museum-Goers
- Wilkening Consulting's 2018 Broader Population Sampling
- AAM and Wilkening Consulting's "Museums and Public Opinion" (2017)

\*Data Stories share research about both museum-goers (who visit multiple museums each year) and the broader population (including casual and non-visitors to museums).

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

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