

# THE IMPACT OF MUSEUMS: KNOWLEDGE

A DATA STORY



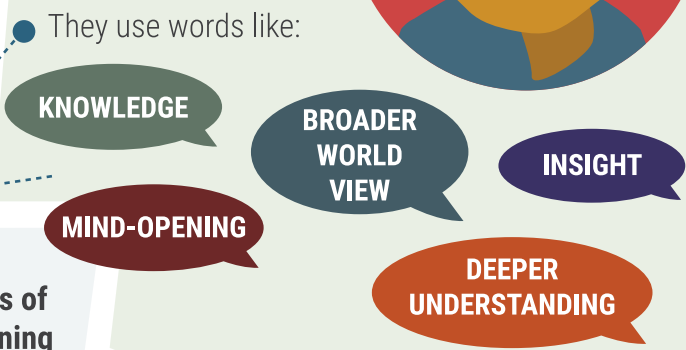
Museums are educational ... 97% of Americans agree.

But what does that *really* mean?

Well, it means more than "learning." As one museum-goer shared, museums: "... enhance my knowledge and sense of wonder."



In fact, when most museum-goers talk about "learning" in museums, they often skip over the experience itself and go straight to what the learning *means*... **the IMPACT.**



And that museums have changed their lives in meaningful ways through that knowledge.

"Any sort of museum is a learning experience ... whether history, science, culture. It expands us as people. Going to museums has enriched me, helped me to understand other people's perspectives, and taught me things I never would have learned had I not gone."

No wonder three-quarters of museum-goers cited "gaining knowledge" as an impact of museums, making it both their top impact *and* their top motivator for visiting.



AFTER ALL, "[Museums] take us to new worlds that we never knew existed."

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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