

# COVID Winter



*"This winter of our discontent ..."*

As winter sets in, worries have expanded while, at the same time, many of us feel like we are living our lives on repeat.

*"A year into the coronavirus pandemic ... everything has changed, and nothing has changed."*



While there are some things museum-goers continue to be concerned about:

## Pandemic Fatigue



*"Pandemic fatigue has set in for a lot of us. Even with the surge, people are traveling and socializing more. There seems to be less or inappropriate wearing of masks ... It's very concerning that progress has been disrupted by other political issues."*

## Mental Health



*"Just last week, when discussing (texting) with a friend, I realized I have nothing which brings me joy. Happiness is a foreign concept."*

## Community

*"I worry for those who have lost their jobs, and I worry for the security of my job and my partner's. And I worry for the small businesses in my community and around the country that are struggling or closing, and how that will shape the community culture in the future."*



New concerns also have begun to emerge:

## Variants

*"Since the virus is morphing, I am more concerned about the new strains of the virus that are more contagious than before."*



## Our Social Fabric

*"Will we all go out and socialize and get back to 'normal' or will we be permanently changed? Will we be more eager to interact or more cautious about being around strangers, being in crowds, or even just being sociable with friends and neighbors?"*



And the events of January 6 didn't help, providing a shock that rattled even those who had previously held steady.

*"I felt very comfortable and safe during this time until the political unrest that had happened on January 6. I was shocked and appalled by the behavior of these protesters and felt very fearful for my family once all this came about. I was genuinely sickened by what I had saw ... I was not very proud to be an American when I saw this."*

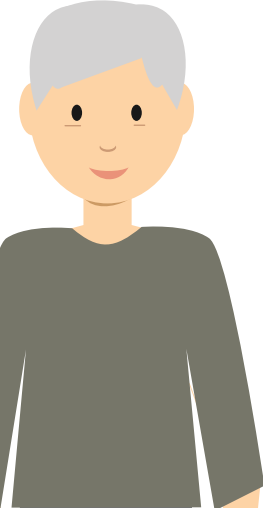


## Where are museum-goers finding hope?

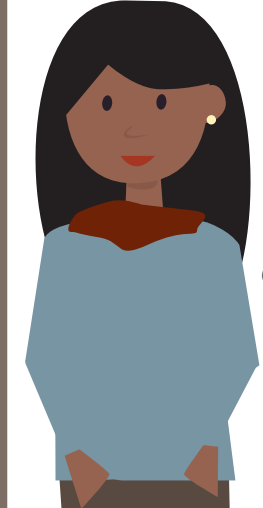


Primarily in successful vaccines and vaccinations:

*"Now that there is a vaccine, I am somewhat hopeful that we can move forward."*



*"I'm inspired by the activists, community organizers, and health workers who are educating folks on the vaccine and/or have gotten it themselves."*

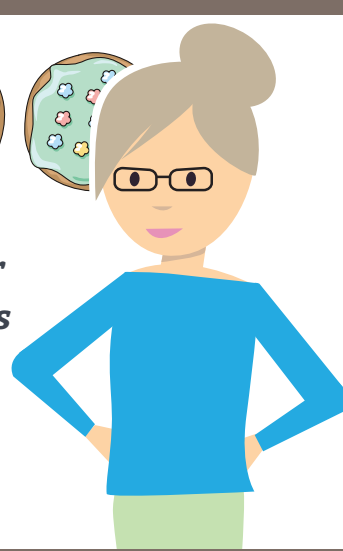


But also in small things that provide emotional (and physical) sustenance:

*"I am taking ukulele lessons ... I have never learned to play an instrument, so this is as good a time as any."*



*"... we find our way to bakeries far too often than we should."*



As we continue to be buffeted by increasingly contagious variants and democratic concerns, it would be easy to fall into the depths of despair.

Yet something else happened within our research panel: our panelists cheered those who were receiving vaccines and they also began to talk in earnest about what a post-vaccination world might look like.



Small indicators that, despite our COVID winter, there are glimmers of growing hope in the coming months.



Museums and the Pandemic Data Stories are created by Wilkening Consulting on behalf of the American Alliance of Museums.

- Sources include:
- Ongoing Online Panel of Museum-Goers ("Pandemic Panel")
  - Spring 2020 Broader Population Sampling
  - 2020 and 2021 Annual Surveys of Museum-Goers
  - Winter 2021 Broader Population Sampling

\*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).

The entire series of Museums and the Pandemic Data Stories can be found at [wilkeningconsulting.com/data-stories](http://wilkeningconsulting.com/data-stories).

