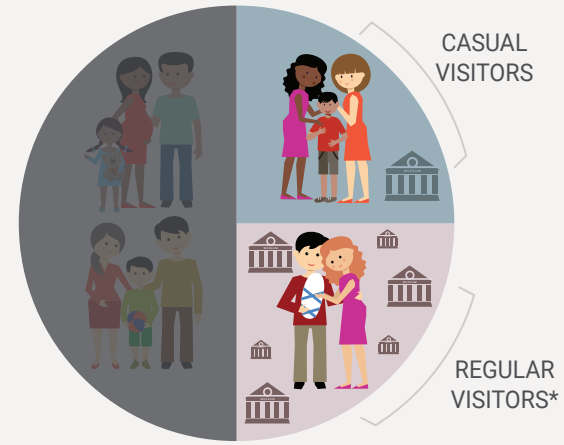


# Families, Their Needs, and Museums: A DATA STORY

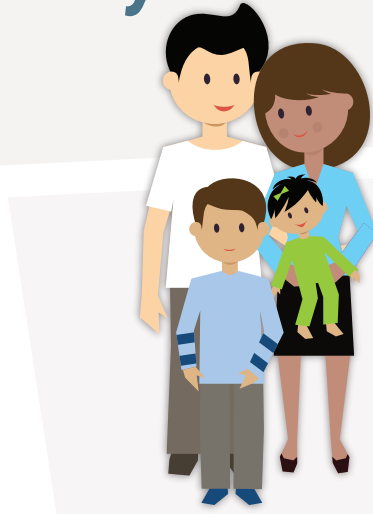


## Families rely on museums

Half of American families visit museums ... about a quarter casually, a quarter regularly



## Why?



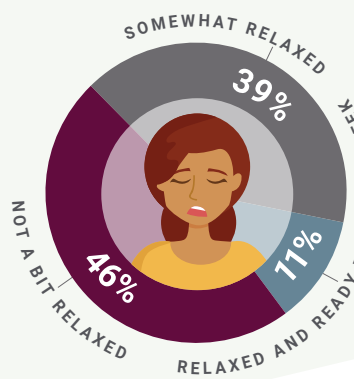
Children enjoy it

Child learning

It's fun

Family time

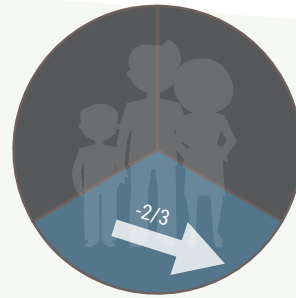
## But parents are stressed



And visiting museums is not perceived as a pleasurable outing by most parents.

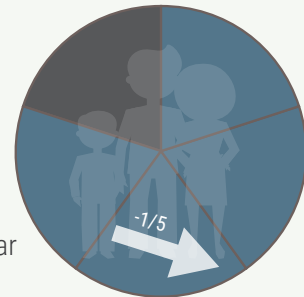
Additionally, as children grow up, visitation at museums plummets.

## As a result:



2 in 3 museum-going families stop visiting museums regularly\* by middle school

1 in 5 families that visited at least one museum per year stop visiting museums entirely by middle school

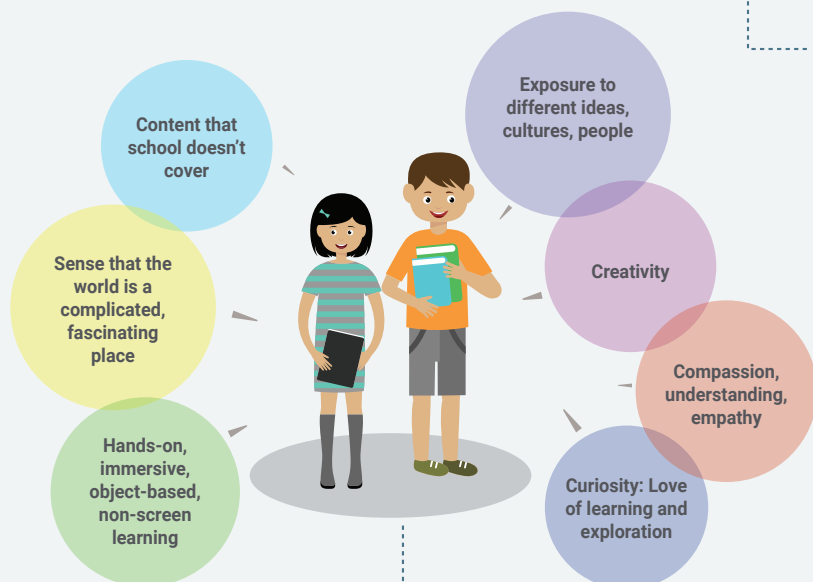


**So, make it easier to visit... logistically, but also by providing solutions to families**

1 Tackle logistical barriers of:

2 Provide what they need for their children, throughout childhood

- \$ COST
- 🧠 MENTAL ENERGY
- 🕒 TIME
- ⚙️ PHYSICAL ENERGY
- 🚗 TRANSPORTATION



**After all, museums excel at providing those needs, actually making parenting easier.**

## MUSEUM-GOING PARENTS RELY ON MUSEUMS.

And if you focus on fulfilling family needs first, you can actually deeply engage far more children (and their families) with the content you share, delivering greater impact.

### Sources for this Data Story include:

- 2016 and 2018 Wilkening Consulting broader population sampling
- 2017 and 2018 Wilkening Consulting Annual Survey of Museum-Goers
- 2018 results from Omaha Children's Museum participation in the Annual Survey of Museum-Goers
- AAM's Museums and America 2017 (in partnership with Wilkening Consulting)
- US Census Bureau

\*Regular museum-goers visit multiple museums each year and responded to a survey about museum-goers. Casual museum-goers visit museums less often.