

Q: HOW ARE MUSEUM-GOERS* RESPONDING TO THE COVID-19 PANDEMIC?

A: A LOT LIKE WE ALL ARE.



They are worried. Worried about:

- THEIR FAMILIES
- THEIR LIVELIHOODS
- THEIR COMMUNITIES
- AND HUMANITY

“I do worry some about the unknowns of when/if work will go back to normal, if I have been or will be exposed to the virus and could spread it, and the long-term impacts on my community and beyond.”



“I am worried about humanity and our collective futures.”



Some are coping well ... and others are struggling with:

- CABIN FEVER
- ISOLATION
- WORK/LIFE BALANCE
- THEIR CHILDREN AND EDUCATION

“My brain is exhausted from very little sleep, brutal amounts of work to transition my career online, and fear.”



“... stir crazy ...”

But they are also finding moments of hope, joy, and humor.

- IN PEOPLE COOPERATING
- IN LOVED ONES
- BY SLOWING DOWN



“I have time in my day to slow down and read for pleasure and I have time to listen and hear what my friends and family have to say.”

“In the past few weeks I learned that members of my community are willing to help each other get through this ...”



And they are filling their time. They are:

- READING
- A LOT OF SOCIAL MEDIA
- STREAMING MOVIES, DOCUMENTARIES
- GARDENING/YARD WORK

“I loaded up on library books before the library closed.”



“Gardening has always given me peace, so I find refuge in that home activity now.”



How do they feel about museums? As museum-goers, naturally, they miss us. And in our next *Pandemic Data Story*, we'll explore what they need from us right now.

Museums and the Pandemic Data Stories are created by Wilkening Consulting on behalf of the American Alliance of Museums. Sources include:
 • Spring 2020 Online Panel of Museum-Goers
 • Spring 2020 Broader Population Sampling
 • 2020 Annual Survey of Museum-Goers

*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.

