

# THE IMPACT OF MUSEUMS: CREATIVITY

A DATA STORY

INSPIRE



ENGAGEMENT



DEEPER MEANINGS

MARVEL

# CREATIVITY

EXPRESSION



INNOVATION



IMAGINATION

**Museums.** We are temples to creativity, right? We are even *named* for the muses.



We share the creative output of humanity across all disciplines, including art, history, and science.



Museum-goers think of us as *the* place to go to “marvel at the creativity of humans.”

**But here’s a conundrum:** when asked about the value of museums, museum-goers scarcely mentioned creativity as an outcome. It was *practically nonexistent* in their answers.



But creativity (and its cousin, *innovation*) is an impact we should measure; when we did, **a third of Americans agreed it was an important impact.**

**Turns out, sparking creativity is one of the really important things museums do. After all:**



“Museums generate creativity and curiosity through art and culture. As a child ... museums helped me to dream of becoming something better, bigger. Museums showed me that it was ‘cool’ to harness creativity and show that to the world.”



Additionally, young adults are *significantly* more likely to say museums spark creativity ... fully half of young adults nationwide (and not just museum-goers!).



So creativity is a pretty important impact of museums, especially for new generations of young adults. That’s pretty great. But museums need to do more to connect this great impact with museums in the minds of more people.



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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