## **MUSEUM-GOING PARENTS AND CURIOSITY:** A 2019 Data Story Update (PART 2)

# Curiosity. It isn't something nice, but critical to human development.



And the curiosity drive has some important implications for the impact we deliver to families that visit as well as broader society.

Yet only 3 in 10 museum-going parents are explicitly motivated by curiosity, so let's take a look at how the curiosity drive plays out among museum-going families.			
	MUSEUM-GOING         BUT NOT MOTIVATED         BY CURIOSITY)         71% of museum-going parents		<b>CURIOSITY- MOTIVATED</b> <b>MUSEUM-GOERS</b> 29% of museum-going parents
WHY DO THEY VISIT MUSEUMS?	<ul><li>For their children, especially for:</li><li>Learning opportunities for children</li><li>Family time.</li></ul>		<i>With</i> their children: • <i>Even more likely</i> for children's learning, family time • But also for their own interests and learning
DO THEY LIKE VISITING?	<ul> <li>Sort of maybe.</li> <li>Because they are not that invested in visiting for themselves, these parents are <i>the most critical</i> of museums</li> <li>Most likely to say visiting museums is "work"</li> <li>Least likely to say museums are doing a "great job."</li> </ul>		Yes! Visiting can still be challenging (especially with young children), but they are significantly more positive than other museum-going parents.
OK, BUT WHAT MUSEUMS, AND HOW OFTEN?	<ul> <li>Children's museums</li> <li>Zoos and aquaria</li> <li>Science centers</li> <li>And they visit these museums regularly.</li> </ul>		The same as other museum-going parents, but also: • Art museums • History museums/historic sites • And other museum types more often too!
WHAT KINDS OF INFORMAL LEARNING ARE THEY PURSUING?	A wide range averaging 6.8/13 types of informal learning activities.		<i>Even more</i> activities, averaging 8.3/13 types of informal learning activities. In fact, they were significantly higher on <i>every single activity listed</i> .
AND WHAT DO THEY THINK THE IMPACT OF THAT INFORMAL LEARNING HAS BEEN?	Substantial, averaging 5.5/10 possible impacts.		Even greater, averaging 7.2/10 possible impacts, and significantly higher on <i>every single impact</i> <i>listed</i> . The biggest gains were around prosocial impacts of cultural literacy, empathy, and conscientiousness.
HAVE MUSEUMS MADE YOU MORE EMPATHETIC OR COMPASSIONATE?	1/2 say "yes, very much so."		2/3 say "yes, very much so."

#### SHOULD MUSEUMS BE < Half say "yes, absolutely" **FORUMS FOR CIVIL DISCOURSE?**

### Half say "yes, absolutely"

### What's the bottom line?

Regardless of curiosity levels, visiting museums and other informal learning has a significant impact on adults and children ... at much higher rates than the broader population of parents.

But curiosity drives even more impact, creating a snowball effect that accumulates throughout a lifetime.

So how can we cultivate more curiosity in parents, and help their children derive more personal benefits from informal learning? And by doing so, can we realize more prosocial impacts so that more Americans care about the critical issues affecting us today and in the future?

Data Stories are created for *The Data Museum*, where research conducted by Wilkening Consulting is released. Sources include: • Wilkening Consulting's 2017, 2018, and 2019 Annual Surveys of Museum-Goers • Wilkening Consulting's 2018 and 2019 Broader Population Sampling \*Data Stories share research about regular museum-goers, who visit multiple museums each year and who respond to





"I'm so grateful for my innate curiosity and for all the informal experiences I have had that helped me grow. Museums and science centers have a huge role to play in connecting humans to larger systems, allowing them to see the role they play, and what we might do to make things better ..."