

What makes these "indirect"
questions? To the respondent, they
don't read as questions about hope,
but other things. That's importan
because it means that peopl
who don't feel that strongly
about the cultivation of hope in
museums tend to skip over the "hope"
answers, instead choosing other answers
that are more important to them ... and
they can do so without feeling judged
about their answers.

What are the most important

ways that museums should

share and engage you with

Out of the nine potential answers we

Promoting hope by helping

provided, we are interested in this one:

their content?

Trequent Museum-Goers

U.S. Adults

When you think of an ideal museum visit, what do you want to experience?

Out of eight potential answers we

provided, we are interested in this one:

Feeling greater hope by helping

U.S. Adults I

14%

me imagine a better future

Frequent Museum-Goers

Thinking about how imagination can support learning in museums, which of the following

outcomes would you like

Out of the seven potential answers we

provided, we are interested in this one:

visitors to experience?

Helping visitors imagine a

better future, giving us

something positive to

U.S. Adults

See anything

We did!

interesting here?

Respondents were far less

explicitly included the word

when we dropped the word.

"hope," and more enthusiastic

enthusiastic when we

Which means that those

who **did** choose hopeful

work towards

Frequent
Museum-Goers

49%

answers, well, we can feel pretty confident that they support this work in museums.

A "direct," non-museum question

U.S. Adults

This question asked respondents directly what

gives them hope ... but not in a museum

about hope, from their everyday lives.

Frequent Museum-Goers

41%

34%

68%

40%

78%

59%

or problems

things better

My religion or faith

None of these

43%

34%

54%

36%

32%

37%

1%

4%

MUSEUM

environments, etc.

context. We wanted more general thoughts

Feeling a greater connection to humanity

Art - seeing beauty in the things humans have created

Nature - seeing beauty or wonder in animals, plants,

History - understanding how people in the past faced

Feeling there are things I can do to address challenges

Being part of a community of people working to make

Virtually everyone said they could

find hope in something, and many

rather museum-y, focusing on the

of the answers we provided are

things museums often share.

U.S. Adults

Overall, there is

well, as at least

four out five

good news here as

respondents gave

positive answers.

Feeling lost

in the

numbers?

We were too!

To help, we sorted respondents into

three segments, based on the

patterns of their individual

hope being cultivated in

necessarily seeking it out.

They typically gave lukewarm

responses to hope questions,

or gave conflicting pro/against

respondents loved the idea of

museums, and chose positive

answers to all hope questions.

museums, but are not

ENTHUSIASTIC: these

hope being cultivated in

responses.

Good

news!

Seeing people helping others 62% 54% Finding respite and escape, allowing me to recharge 48% 39%

challenges and overcame them

A "direct" museum question

Finally, we wanted to know what they think about hope in a museum setting, asking respondents "how important it is to you that museums work to cultivate hope among visitors?"

Frequent Museum-Goers

Very important

Somewhat important

Not very important

Not at all important

37%

43%

43%

43%

13%

9%

5%

8%

Enthusiastic

While about equal

enthusiastic or more

ambivalent about the

cultivation of hope in

museums, there is a

numbers are

40%

45%

responses to all five questions.

Frequent Museum-Goers

U.S. Adults

Resistant

Resistant

Resistant

Resistant

Resistant

Resistant:

R

minority opinion that pushed back, responding negatively.

In the next Data Story in this series, we'll explore these different perspectives in more detail, including the somewhat surprising finding that some people view cultivating hope for a better future to be too political for museums.

• 2024 Annual Survey of Museum-Goers, n = 90,178; 202 museums participating

More Data Stories can be found at wilkeningconsulting.com/data-stories.

Susie Wilkening,

lead author

¹For two Data Stories on wellbeing, go to: <u>https://wilkeningconsulting.com/?s=wellbeing&post_types=post</u>

*Data Stories share research about both frequent museum-goers (typically visit multiple museums each year) and the broader population

2024 Broader Population Sampling, n = 2,154
2017 - 2023 Annual Surveys of Museum-Goers

(including casual, sporadic, and non-visitors to museums).

to be too political for museums.

Stay tuned.

Annual Survey of Museum-Goers Data Stories are created by Wilkening Consulting on behalf of the American Alliance of Museums. Sources include:

American

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