



American
Alliance of
Museums

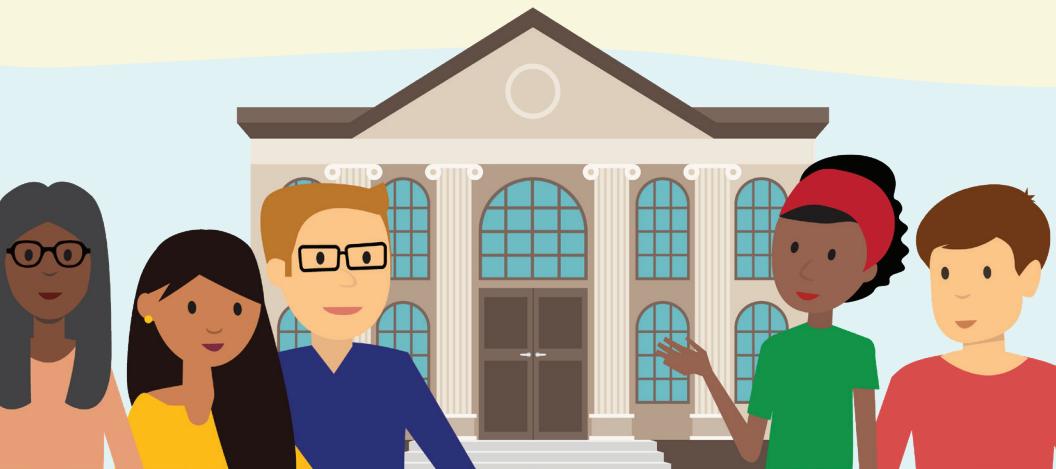


Wilkening Consulting

audience research | knowledge curation

THE ANNUAL SURVEY OF MUSEUM-GOERS

makes audience research simple and affordable.



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\$ PRICING

\$1,250

Special pricing for early enrollment by December 1 and launch by **March 8**

\$1,350

Standard pricing for December 2–February 28 enrollment and launch by **March 8**

(Museums with budgets under \$400,000 receive special pricing of \$1,000 during the enrollment periods)

The Annual Survey is fielded every winter, and surveys must launch by March 8 to receive special pricing. Surveys launching after March 8 are billed at a higher rate.







HOW IT WORKS

- 1** **Enroll** in the Annual Survey at museumgoers.org
- 2** Receive your **custom survey link**, along with sample text and graphics for marketing your survey
- 3** **Schedule your outreach**
- 4** **Launch your survey by sharing your custom link** through preferred communication channels (email, social media, etc.)
- 5** **Sit back and collect responses**
- 6** **Reach a stable sample of at least 100 responses;** however, we may estimate a larger response goal based on your mailing list size
- 7** **Receive your results** (most museums receive their results in the spring)







WHAT'S IN THE SURVEY

Your survey includes:



Standard **demographic questions** to help you understand your museum's audience



Benchmark questions that reveal respondents' attitudes, behaviors, interests, values, and motivations for visiting *your museum*



Annual research theme questions that explore complex, timely topics and provide a nuanced understanding of how museum audiences view and experience these topics. Check out our infographic [*Data Stories*](#) to browse data and themes from previous years

Y

SINCE 2017:



500+ museums
participating

500,000+ respondents



...and growing!

Benchmark questions are **customized with your museum's name**, so visitors are answering questions about *your museum*. Demographic and benchmark questions remain consistent each year, allowing you to **track results and changes over time**.

Because the base survey questions are consistent across participating museums, your museum's audience and results can be **compared with similar groups of museums** and **contribute valuable data** to the larger museum field.



WHAT YOU GET

1

YOUR MUSEUM'S VISITOR DATA

Data gathered from the survey you send to your email list represents **your museum's most engaged audience.**

THIS SHOWS YOU:

- Why your core audience visits
- What they value most
- Where they see strengths and opportunities

Your participation gets you **four layers of data**, included at no additional cost:

2

PEER MUSEUM COMPARISON DATA

(when 5+ similar museums also enroll*)

Data from other museums allows you to compare results by discipline, budget size, governance, and/or region.

THIS LETS YOU SEE:

- How your results stack up to **similar institutions**
- What's working especially well
- Where there's room to improve

**Most museums automatically get a comparison by discipline and region*

NATIONAL COMPARISONS

3

FREQUENT MUSEUM-GOERS DATA

With many museums participating in the Annual Survey each year, we are also able to provide aggregate data of **frequent museum-goers overall**.

THIS DATA HELPS YOU SEE how your museum's audience, and/or your museum's discipline, may be similar or different than all frequent museum-goers nationwide.

4

BROADER POPULATION VISITOR DATA

(CASUAL, SPORADIC, AND NON-VISITORS)

Data from a **demographically representative sample of U.S. adults**. The survey for this sample is nearly identical to your visitors/email survey, but tailored to reach a broader audience.

THIS HELPS YOU SEE:

- How your museum audience compares to the **general public**
- What you may be missing among **casual, sporadic, and non-visitors**
- Where you can grow **awareness, relevance, and participation**



Want targeted data from people living in your *geographic area*? See our **Local Broader Population Sampling Add-On.**

WHY THESE LAYERS

Together, these four perspectives show how your **most engaged visitors** compare to the **general public** and to **peer museums**, helping you understand who you reach today and where future growth is strong!



S MATTER

1

3

2

4





HOW RESULTS ARE DELIVERED

After launch, you receive:



Virtual Dashboard to view responses in real time



Data Spreadsheet Report with comparison to previous years



Visual Slide Deck with analysis



Short Training & Overview Videos



Consultation or Office Hours to discuss suggestions

LIVERED

real time

ns

survey results

WANT TO GO DEEPER WITH YOUR DATA?

Explore how you can further customize your survey and reports to get the insights you need.

.....

- **Customize Your Survey**
Custom Questions
 - **Reach Targeted Audience Groups**
Additional Survey Links
 - **Compare Specific Audiences & Results**
Audience Comparison (Cross-Tab)
 - **Explore Data Details From Specific Groups**
Expanded Reporting
 - **Discover Patterns In Your Comments**
Qualitative Coding Report
 - **Access Every Response**
Raw Data Spreadsheet
 - **Gain Insights Beyond Your Email List**
Local Broader Population Sampling
-

Survey customization and add-ons are available for an additional fee.

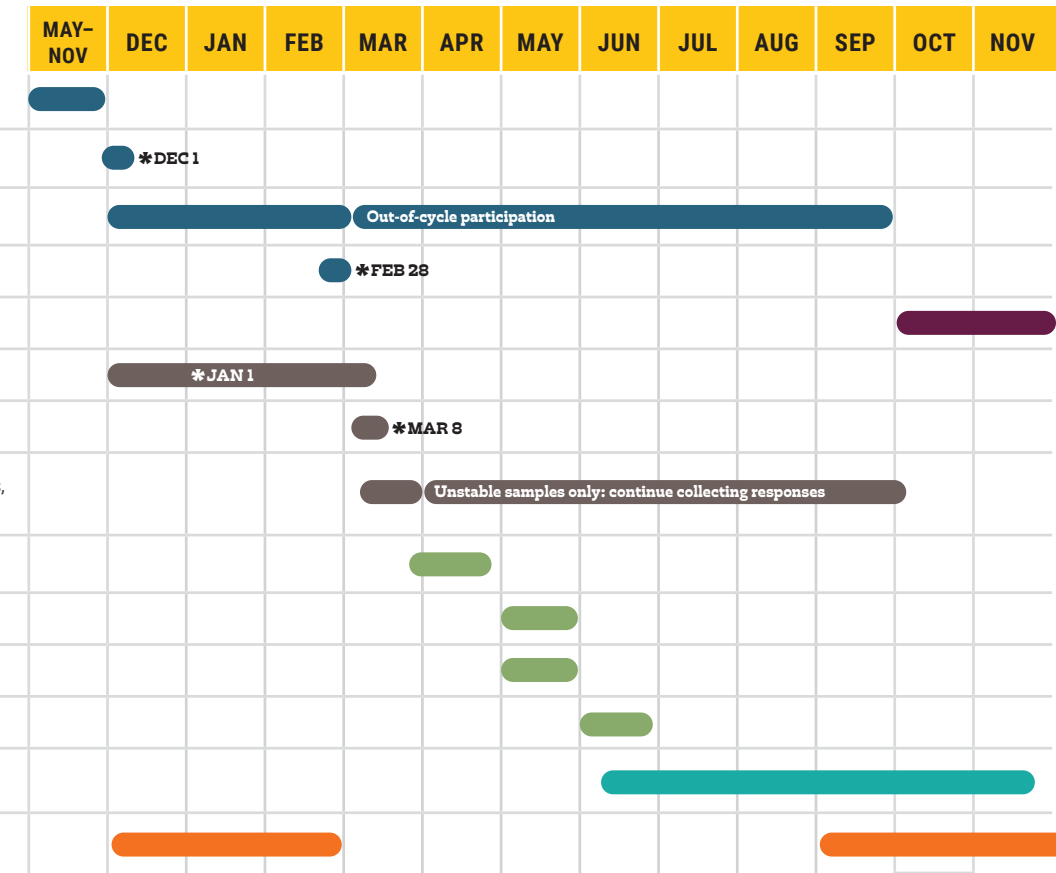


SURVEY & ENROLLMENT

PHASE ACTIVITY

Enrollment Dates	Enrollment opens for the following year's survey
	December 1 – Deadline to enroll and receive special, early pricing
	Enrollment remains open (after Feb. 28, out-of-cycle participation incurs higher pricing and follows a separate timeline)
Planning	February 28 – Deadline to enroll and receive standard pricing
	Annual Survey themes finalized and survey copy (for viewing only) shared with enrollees
Launching & Collecting Responses	Enrollees receive their survey link, sample outreach text, and graphics. Survey launch can begin as early as January 1 .
	March 8 – Deadline for enrollees to launch their surveys and lock in their enrollment period's pricing
	After March 8 – Enrollees can continue to collect responses; most reach a stable sample within one or two email blasts however, enrollees with unstable samples can continue collecting responses with an adjusted reporting timeline
Results, Reporting, and Billing	By early April – Report preparation begins using aggregate results
	May – Invoices are sent by American Alliance of Museums (AAM)
	May – Spreadsheet reports are delivered to enrollees
	Early June – Slide deck reports are delivered to enrollees
Support	Starting mid-June – Consultation meetings and Office Hours with Wilkening Consulting
Data Release	Field-wide aggregate results are released via Data Stories

IT PROCESS TIMELINE



CUSTOM QUESTIONS

Beyond the Base Survey.

Every museum wants to better understand its visitors and use insights to make smarter decisions. The Annual Survey of Museum-Goers makes this easy — audience research customized to your museum, with results comparable across the field.

Each year, the **base survey** includes six **benchmark questions** that explore these topics:

- Who's visiting your museum and how often
- Why they visit your museum
- What are barriers and motivators for more frequent visitation
- What visitors think your museum does well (and where it could improve)

Your survey and benchmark questions are **customized with your museum's name**, so visitors are answering questions about *your museum*.

And since every participating museum asks the same questions each year, your museum can **track results over time**, see how you **compare to similar museums**, and **contribute valuable data** to the field writ large.



Want to go beyond the benchmark questions and take your customization even further?

While the base survey provides incredible insight into your audience's motivations, we know that every museum has its own, unique priorities too.

Maybe you're launching a new exhibit, testing programs, or rethinking membership. Or maybe you're embarking on a strategic plan and need specific visitor insights.

That's where the **Custom Questions Add-On** can help you dig deeper into what matters most to your museum right now.

CUSTOM QUESTIONS

Beyond the Base Survey.

HOW IT WORKS



Provide **up to three of your own**, custom questions, or pick from an extensive library of sample questions – or you can work with us to write new ones



We program your custom questions into your base survey to collect responses



Results are shared via your spreadsheet and slide deck reports

Your results are fully integrated into your:



Data Spreadsheet



Visual Slide Deck with analysis

WHY IT'S WORTH IT

➡ Go beyond the “big picture view” of the base survey’s benchmark questions

➡ Zoom in on what’s happening right now at your museum

➡ Get a personalized and powerful survey that is designed around your goals

ADD-ON COST:

\$350 per question (maximum of 3 total)

Note: To keep the survey short and easy for visitors, custom questions replace the standard inclusion questions.



Contact Jessica Strube at jessica@wilkeningconsulting.com with more questions.

ADDITIONAL SURVEY

Reach targeted audience groups.

Your survey is distributed via a link you share with your audiences, so everyone who clicks it answers the same survey and their responses get combined into one overall set of results.

But there may be a smaller subset of respondents, perhaps a specific group you especially want to understand better, whose perspective can get watered down or masked once it's folded into your overall results.

Maybe you want deeper insight into:

- Members vs. non-members
- Recent visitors vs. lapsed visitors (via your ticketing system)
- Attendees of specific programs or events vs. general exhibit visitors
- Educators and teachers vs. general visitors
- Donors vs. non-donors
- Onsite/in-person visitors vs. email respondents
- Or any other groups that are part of your research goals!



WHAT YOU NEED

A fairly robust customer relationship management (CRM) platform or email management system that allows you to pre-segment or sort your communications/email lists into your desired audience groups.



The **Additional Survey Link Add-On** lets you see that group's responses on their own, showing exactly how they answered, so their voice stands out from the overall results.

Don't have a CRM platform or email management system where you can pre-segment your audience?

No problem! In some cases, you can include a custom survey question (\$350 per question) to help segment your respondents. We can help you craft a question to get the data you need.



ADON ADDITIONAL SURVEY

Reach targeted audience groups.

HOW IT WORKS

As part of your enrollment, you already receive two survey links: one to share with your entire email list and one to share on social media.

For each additional audience group that you want to evaluate, you will need an additional link. The survey each group receives will be identical (so we can make comparisons), but each group's survey link will be uniquely named so you can easily share it with just them.



We create a duplicate version of your survey with its own unique link



You share the link directly with the specific group you want to hear from (members, program attendees, etc.)



Responses are collected and reported separately from your overall results, so you can see this group's results on their own

Your results are fully integrated into your:  **Data Spreadsheet**

Want audience group breakdowns of your open-ended comments and audience group visuals integrated into your slide deck, too? Pair this with our **Expanded Reporting** Add-On.

WHY IT'S WORTH IT

By focusing on your different audiences, you can:

➡ Evaluate a specific group separate from your overall results

➡ Identify opportunities to grow and diversify your audience

➡ Understand what attitudes, values, motivations, and barriers shape each group's relationship with your museum

ADD-ON COST:

\$100 per audience group

Note: A minimum of 75 responses per group is required to run reporting. You will be billed at 50% of the add-on cost if the minimum response is not met.



Contact Jessica Strube at jessica@wilkeningconsulting.com with more questions.



***Cross-tab* is short for cross-tabulation and is a way of comparing survey results side by side across different groupings of respondents.**

The base survey already asks a lot of great questions, captures useful data, and your results hold more insights than the overall numbers may show.

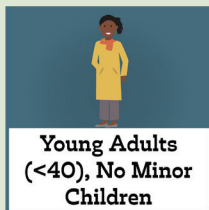
Maybe you'd also like to know:

- Do your one-time visitors answer differently than your most frequent visitors?
- Do people who live within 15 minutes of your museum answer differently than people who travel 1-2 hours to visit you?
- How does a 20-something without kids experience your museum differently than a parent in their 40s, or an older adult in their 60s?

ON (CROSS-TAB)

With an **Audience Comparison (Cross-Tab) Add-On**, we take the responses you've already collected and provide an additional breakdown of your results by questions and answers in your survey, like visitation frequency, distance from the museum, or parent/guardian status.

You can also request a breakdown by *life stage*, a ready-made grouping we build into every survey that combines age and parental/guardian status into four clear categories: young adults, parents/guardians of minor children, middle-age adults, and older adults.



AUDIENCE COMPARISON

Compare specific audiences & results.

HOW IT WORKS



Choose the groups you want to compare within your existing results and based on survey questions



We run the comparison and add it to your spreadsheet report



This works entirely from responses you've already collected

Not sure what you want? We can help you decide before or after responses are collected!

Already have your results in hand? A cross-tab isn't something you have to decide on up front. Once you've seen your results, new questions often come up – like whether your youngest visitors feel differently than your oldest ones. You can request a cross-tab add-on any time after your results are delivered to dig into exactly that.

Your results are fully integrated into your:



Data Spreadsheet

ON (CROSS-TAB)

WHY IT'S WORTH IT

By seeing your responses in this way, you can:

➡ See patterns
that might be hiding
in your overall results

➡ Understand how different
types of visitors experience
your museum differently

➡ Identify
opportunities to
grow and diversify
your audience

ADD-ON COST:

\$100 per cross-tab request

Want audience group breakdowns
of your open-ended comments and
audience group visuals integrated into
your slide deck, too? Pair this with our
Expanded Reporting Add-On.

*Note: We recommend an overall sample of at least
500 responses to run most cross-tabs. This is because
group sizes within a comparison are rarely split evenly,
and even the smallest group must still reach a minimum*

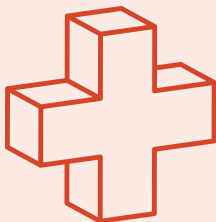
*of 75 responses for stable reporting. A larger overall sample increases the likelihood of meeting that threshold. You can request
a cross-tab before or after responses are collected. If results reveal that a group has fallen short of 75 responses, we will not run
that comparison, and you will not be billed for it.*



Contact Jessica Strube at
jessica@wilkeningconsulting.com with more questions.

EXPANDED REPORTING

Explore data details from specific groups.



This add-on builds upon the Additional Survey Link or Audience Comparison (Cross-Tab) Add-Ons. If you haven't requested one of those yet, start there first, as this add-on provides reporting on those results.

Additional Survey Link or Audience Comparison (Cross-Tab) Add-Ons already give you something real: a clear numeric breakdown of how one group answered, delivered right in your spreadsheet report.

But what about the nuance in a group's written-in responses that the numbers alone can't show? Or handy visuals you can drop straight into a board presentation or grant report?

The **Expanded Reporting Add-On** is for when you want to further explore a group you're especially interested in and show their story alongside your overall results. In your spreadsheet report, we break out each group's open-ended comments, so you can see any additional patterns or insights in their own words. In your slide deck report, each group also gets their own charts, so you get the full visual story for the audiences you care about, not just their numbers.



EXPANDED REPORTING

Explore data details from specific groups.

HOW IT WORKS



Tell us which audience group's results you'd like expanded



We break out written-in/open-ended comments for that group in your spreadsheet report



We add visual charts for that group into your slide deck

Note: If you're expanding reporting for 4 or more groups, we'll consult with you on which ones to feature in your slide deck so the visual charts remain readable and don't get too crowded.

Your results are fully integrated into your:



Data Spreadsheet with comparisons



Visual Slide Deck with analysis

WHY IT'S WORTH IT

➡ Go beyond the numbers and see the actual words a specific group used

➡ Get that group represented in the same visual story as the rest of your results

➡ Make your results visible to people who prefer looking at slides rather than digging through rows of data. Boards, funders, and staff are far more likely to look at slides than dig through rows of data!

ADD-ON COST:

\$350 per requested group



Contact Jessica Strube at jessica@wilkeningconsulting.com with more questions.

QUALITATIVE CODING

Discover patterns and nuance in your comments.

Your survey includes opportunities for respondents to answer in their own words through “Other, please specify” options on multiple-choice questions and through open-ended questions. These responses often include real stories, complaints, and praise, in their own words. When you receive your museum’s results via a spreadsheet report, these comments are included as raw text for you to read through yourself. But reading and making sense of hundreds of individual comments takes time and a special skillset.

The **Qualitative Coding Add-On** means we do that work for you. Our team hand-codes every written-in comment across your entire survey, one by one, to surface both the themes people bring up again and again, and the patterns that don’t always

show up in the numbers alone. You’ll receive our full coding results, along with commentary and key takeaways, in a separate report.



REPORT

HOW IT WORKS

- We read and hand-code every written-in comment from your respondents
- We organize those comments by theme and sentiment so you can see both what matters to people and how they feel about it
- You'll receive a separate report with our full coding analysis, plus commentary and key takeaways from what we found. Rather than charts, this report features representative quotes pulled out to illustrate each theme
- Want analysis broken out by a specific group, like members vs. non-members? Pair it with the **Expanded Reporting Add-On** to get additional qualitative coding for that group specifically



QUALITATIVE CODING

Discover patterns and nuance in your comments.

WHY IT'S WORTH IT

➡ Understand
not just how people
feel, but why

➡ Get nuance
and sentiment that
multiple-choice
questions can't
capture

➡ Get expert
analysis and
takeaways, not
just raw comments
and quotes to sort
through yourself



These results are delivered as:



Visual Slide Deck with analysis

REPORT

ADD-ON COST:

Pricing

is based on your survey's sample size

Note: We recommend an overall sample size of at least 250 responses for stable results. If your museum has a smaller audience, we can still offer coding, though results may carry more caveats.

Up to 250 responses: \$650

251-500 responses: \$850

501-1,000 responses: \$1,250

1,001-2,000 responses: \$1,800

Over 2,000 responses: add \$300 per additional 500 responses beyond 2,000



Please note: hand-coding takes additional time and focus, so this report is delivered later than your standard spreadsheet and slide deck, typically by August or September.



Contact Jessica Strube at jessica@wilkeningconsulting.com with more questions.

RAW DATA SPREADSH

Access every response.

Sometimes, you may want to dig into the data yourself, run your own analysis, or filter by something specific.

The **Raw Data Spreadsheet Add-On** gives you exactly that: it's every single person's individual answers, completely unprocessed. No comparisons done for you, no groups broken out – just the raw material itself, so you can analyze or use the data however your team needs.



HOW IT WORKS



We provide you every individual response, including written-in comments, one row per respondent, with all personally identifiable information removed



If you've also purchased an **Additional Survey Link Add-On**, responses are labeled by source, so you can tell which group each respondent came from



Data is organized and ready to use in Excel (but let us know if you'd prefer a CSV instead)

RAW DATA SPREADSH

Access every response.

WHY IT'S WORTH IT

➔ Flexibility to filter, sort, and analyze the data yourself

➔ Great for museums with in-house researchers, evaluators, or data-curious staff

➔ Access to every question, every response – not just the summary.



These results are delivered as:



Excel or CSV Spreadsheet

\$100





LOCAL BROADER POPULATION SAMPLING

Gain insights beyond your email list.

Want to take your audience perspective even deeper? See beyond the most engaged visitors from your email list.

The **Local Broader Population Sampling Add-On** takes the base survey and brings it to **your geographic area**.

The survey is nearly identical to what your visitors/email respondents receive, so you can make true, apples-to-apples comparisons between your most engaged visitors and the people living near your museum. **It's designed to capture broader community attitudes and behaviors.**

Did you know that about a third of the U.S. population has visited a museum in the past year? Local Broader Population Sampling can provide valuable insight about casual, sporadic, or non-visitors to museums in your area so you can better understand this potential market.

HOW IT WORKS

With this add-on, we field a version of the Annual Survey of Museum-Goers to a **demographically representative sample of adults** from your:

➡ City or metro area ➡ County ➡ State

We'll work with you to determine the best geographic fit for your museum.

ULATION SAMPLING

Wilkening Consulting purchases the sample through our survey platform, so this process requires no additional preparation or use of your email list. We handle everything!

If you'd like to target a specific group, such as parents or guardians, or have any other audience constraints, just let us know and we'll check the feasibility.

Because these respondents aren't necessarily your most frequent visitors (and some may have never visited at all), the survey **focuses on:**

- Leisure-time activities
- General attitudes toward museums
- Other learning and cultural engagement ideas

BONUS: We also ask about visits to local attractions, including your museum, so you can better understand how people spend their time in your community. You gain insight into who visits you, along with what else in the local area *shares* their time and attention. This helps us identify your:

- Casual or sporadic visitors
- Non-visitors and/or potential visitors

Gain insights beyond your email list.

WHY IT'S WORTH IT

By seeing your most **engaged visitor data** alongside **local broader population data**, you can:

- See how your core audience differs from casual and potential visitors
- Understand what motivates each group
- Identify opportunities to grow and diversify your audience
- Build a stronger, more informed community-wide engagement strategy

Your local broader population results are fully integrated into your:



Data Spreadsheet with comparisons



Visual Slide Deck with analysis

ULATION SAMPLING

ADD-ON COST:

\$2,250 Includes the local sample of 250 respondents and customized reporting

FLEXIBLE OPTIONS

- Larger samples available for an added per-response cost
 - *Additional responses can be purchased and are typically about **\$4.00 per response***
- **Partner with other local museums** to share sampling costs and increase sample size - contact us for more details
- In smaller or rural areas, sampling may be done at the **state level** (always discussed in advance)

In some cases, your custom survey questions may also be included in your Local Broader Population Sampling if they're appropriate for non-visitors. You can also choose to include custom questions specifically for this local sampling survey (\$350 per question).



Contact Jessica Strube at jessica@wilkeningconsulting.com for a custom quote on flexible options.



www.wilkeningconsulting.com



**American
Alliance of
Museums**



Wilkening Consulting

audience research | knowledge curation