

Public Value of Museums

Museums and Public Opinion¹

97%

Of American believe that museums are educational assets for their communities

89%

Of American believe that museums contribute important economic benefits to their community

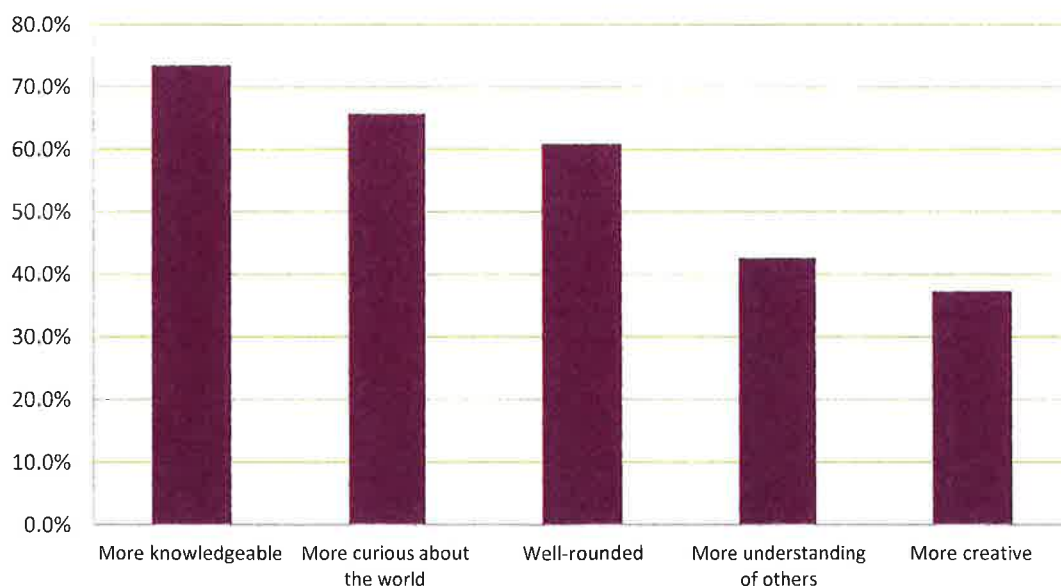
96%

Of American would think positive of their elected officials taking legislative action to support museums

86%

Of American *consistently* supported museums across all lines of inquiry in this polling

Museum-Goers Share the Impact of Museums in Their Lives²



Sources: ¹"Museums and Public Opinion," American Alliance of Museums and Wilkening Consulting, 2018

² Wilkening Consulting Annual Survey of Museum-Goers, 2018