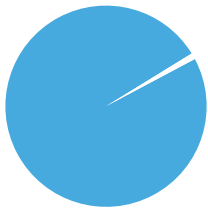


A FUTURE FOR ONLINE MUSEUM PROGRAMS

Where does children's museum programming fit

in the virtual landscape of children's media?

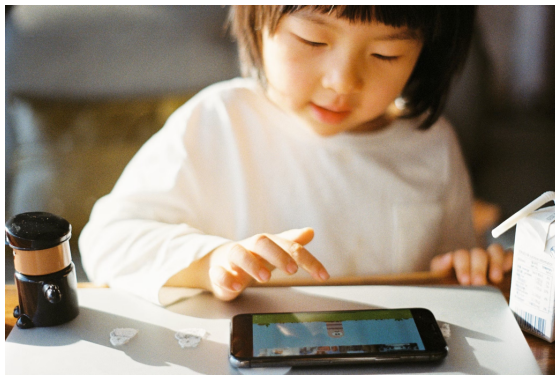
Key Findings from a 2024 Survey of Parents and Caregivers (n=948)



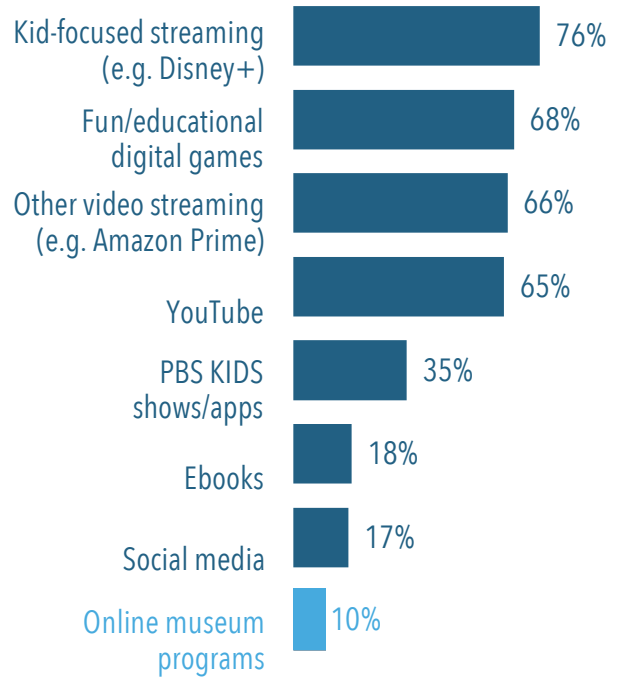
99% of participants say their child engages with digital/online content.



86% say they pay for one or more services for their child.

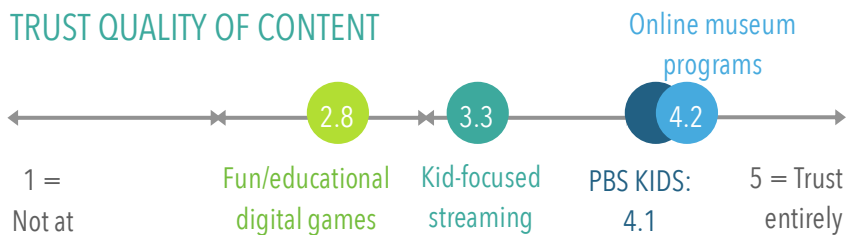


Top Categories of Digital/Online Content Parents Say their Child

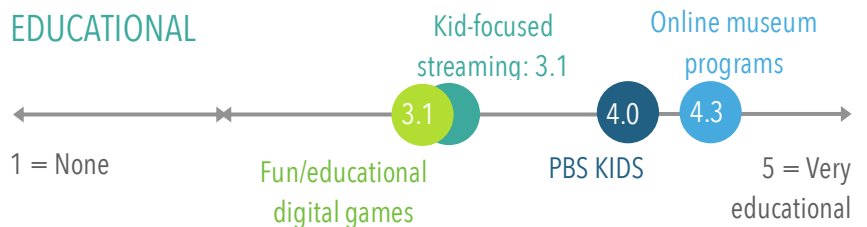


Parents say they trust the quality of content from online museum programs **MORE** than other types of online media, and they think it has **GREAT**ER EDUCATIONAL VALUE too.

TRUST QUALITY OF CONTENT



EDUCATIONAL



A FUTURE FOR ONLINE MUSEUM PROGRAMS

Parents of younger children

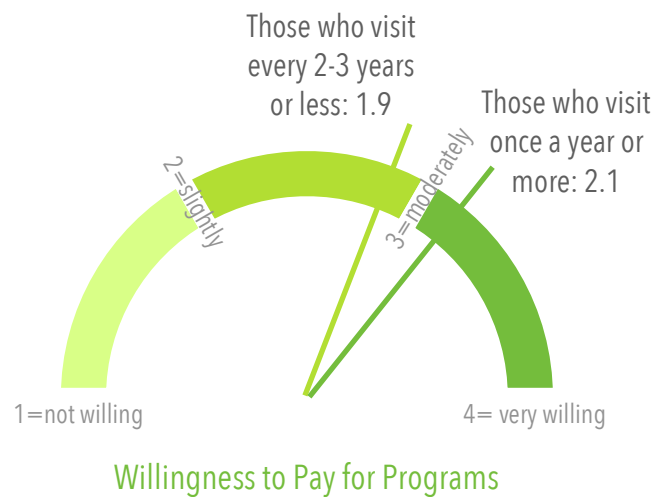
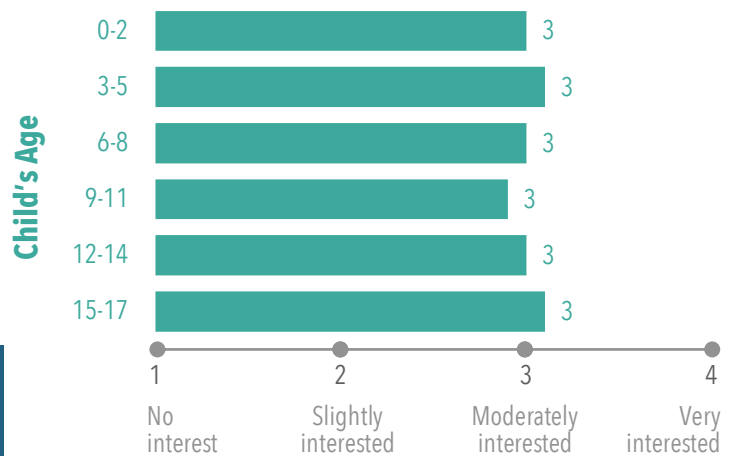
are just as interested in online programs for children as parents of older children. (But their interest in literacy programs is higher.)

Parents whose children are **homeschooled** and those whose children **attend school remotely** indicated higher levels of interest and higher willingness to pay.

Those who visit museums less often

are also statistically just as interested in digital/online programs from museums as those who visit once a year or more, but they are slightly less willing to pay for these programs.

Parent's Interest in Online Museum Programs



Rockman et al
Cooperative

Research & Evaluation

ASSOCIATION OF
CHILDREN'S
MUSEUMS

Knology

This survey was conducted by Rockman et al Cooperative (REA) in collaboration with the Association of Children's Museums and Knology as part of the project **Post-Pandemic Virtual Experiences with Children's Museums: Responding to Family, Educator, and Museum Needs and Expectations**. The MVP Project (museum virtual programming) is 3-year research initiative is funded by the Institute of Library and Museum Services and seeks to find the intersection between what audiences want from online museum programs and what children's museums can offer. In the next phase, the project team will explore how online programs might align with the needs of educators and school districts, as well as what supports museums need to support their online programs. More information on the MVP project can be found at [\[?\]](#).