

The American Writers Museum recently completed an extensive research survey with audience research firm Slover Linnet
American Writers Museum Patrons are:



Highly Educated

- 92% have a bachelor's or master's degree

Prolific Readers

- Most read a wide range of authors and genres



Mature

- 72% are Gen X or Baby Boomers



Affluent

- 50% of patrons have an annual income of \$100,000 or more



Active

- Most regularly visit other Chicago attractions, and are interested in learning new things and hearing new perspectives

