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