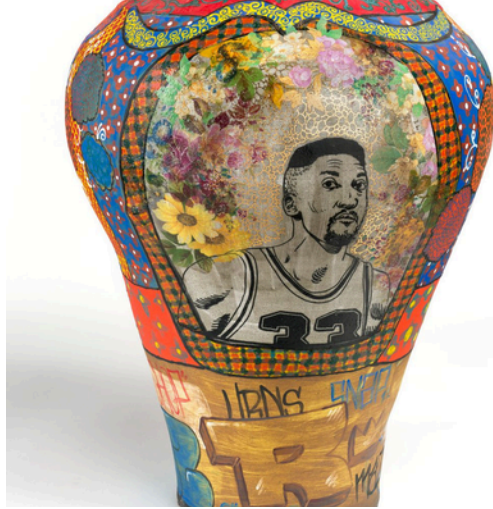




Crystal Bridges and the Momentary

2025 AUDIENCE REPORT

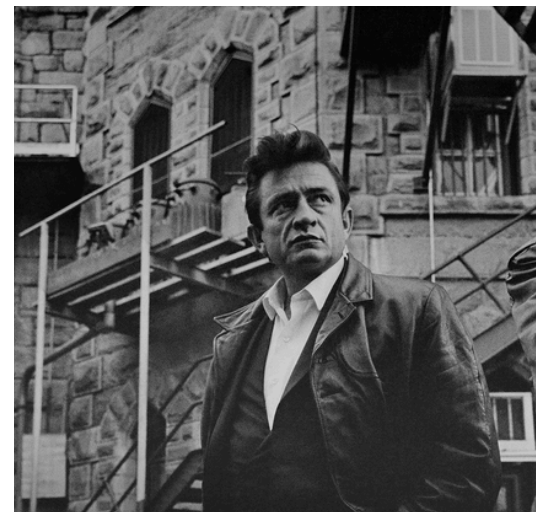


Table of Contents

03	EXECUTIVE SUMMARY
04	COMPARATIVE EXPERIENCE RATINGS
05	COMPARATIVE DEMOGRAPHICS
6	ALL GUESTS
8	LOCAL GUESTS ONLY
10	CRYSTAL BRIDGES
10	AUDIENCE EXPERIENCE
13	AUDIENCE MOTIVATIONS
16	AUDIENCE SOCIAL CONNECTION
17	AUDIENCE DEMOGRAPHICS
19	THE MOMENTARY
19	AUDIENCE EXPERIENCE
22	AUDIENCE MOTIVATIONS
25	AUDIENCE SOCIAL CONNECTION
26	AUDIENCE DEMOGRAPHICS
28	ABOUT THIS STUDY

Executive Summary

Experience

While the guest experience is positive across Crystal Bridges and the Momentary, ratings at Crystal Bridges surpass the field-wide benchmarks for Net Promoter Score and Overall Experience Ratings. The Momentary is slightly lower than the field in these areas. (p. 3)

Both Crystal Bridges and the Momentary have high experience ratings, both higher than the field-wide averages in areas such as Value for Cost. (p. 4)

Demographics

AGE

P.6 FOR ALL GUESTS

P.8 FOR LOCAL GUESTS

Generally, **Crystal Bridges guests trend older** than the national census. Conversely, **the Momentary guests trend younger** than Crystal Bridges and is more similar to the census. **Local guests tend to be younger at both Crystal Bridges and the Momentary**, similar to the local census.

RACE/ETHNICITY

P.5 FOR ALL GUESTS

P.8 FOR LOCAL GUESTS

Guests at Crystal Bridges and the Momentary have similar racial/ethnic makeup, with **fewer respondents identifying as BIPOC** than the national census. In comparison, **local guests at CB are slightly more racially and ethnically diverse.**

% OF GUESTS IDENTIFYING AS BIPOC

	CB	MO	CENSUS
ALL	27%	25%	43%
LOCAL	33%	25%	43%

EDUCATION

P.7 FOR ALL GUESTS

P.9 FOR LOCAL GUESTS

Crystal Bridges and the Momentary guests mirror the museum-field in **highly educated visitation**. While the percentage of those with at least a Bachelor's degree is lower for local guests, this proportion is still nearly **double that of the local census.**

% OF GUESTS WITH BA DEGREE OR HIGHER

	CB	MO	CENSUS
ALL	74%	73%	37%
LOCAL	66%	72%	37%

INCOME

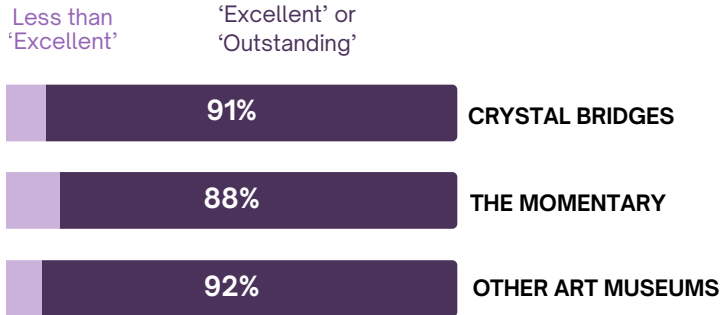
P.7 FOR ALL GUESTS

P.9 FOR LOCAL GUESTS

Crystal Bridges and Momentary guest income levels are similar to other art museums, with local guests having slightly lower incomes than the field. Overall, **guest income levels reflect the local census, but are above the national census.**

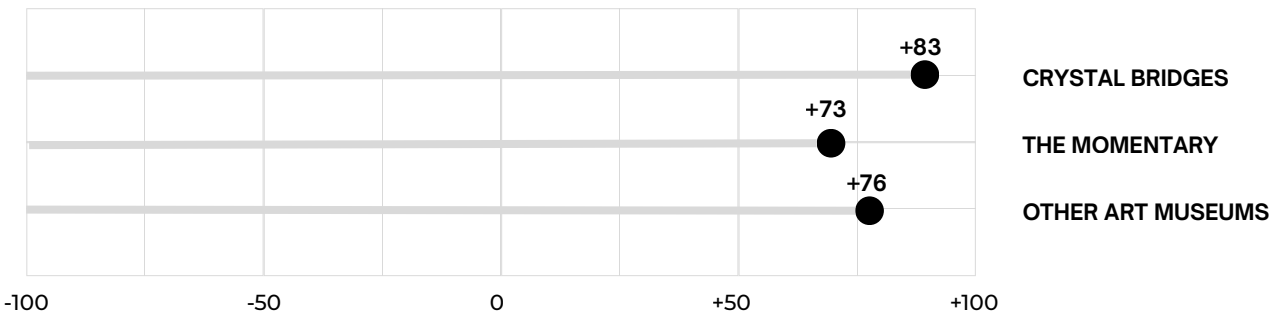
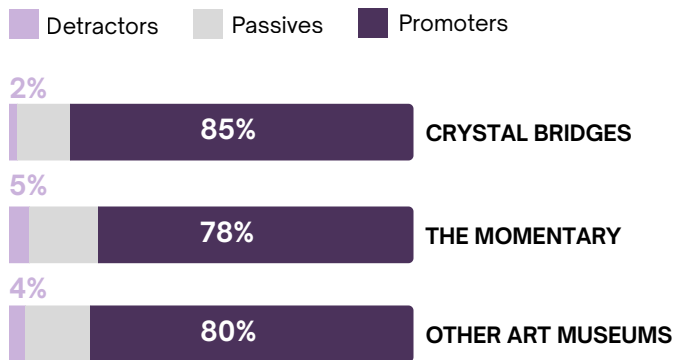
Overall Experience Rating (OER)

The Overall Experience Rating (OER) aims to measure what percentage of experiences exceed visitor expectations. The full rating scale is Poor, Fair, Good, Excellent, Outstanding.



Net Promoter Score (NPS)

Net Promoter Score measures the likelihood of guests recommending the museum to a friend or colleague, and can measure -100 to +100. To calculate NPS, the percentage of Detractors is subtracted from the percentage of Promoters.

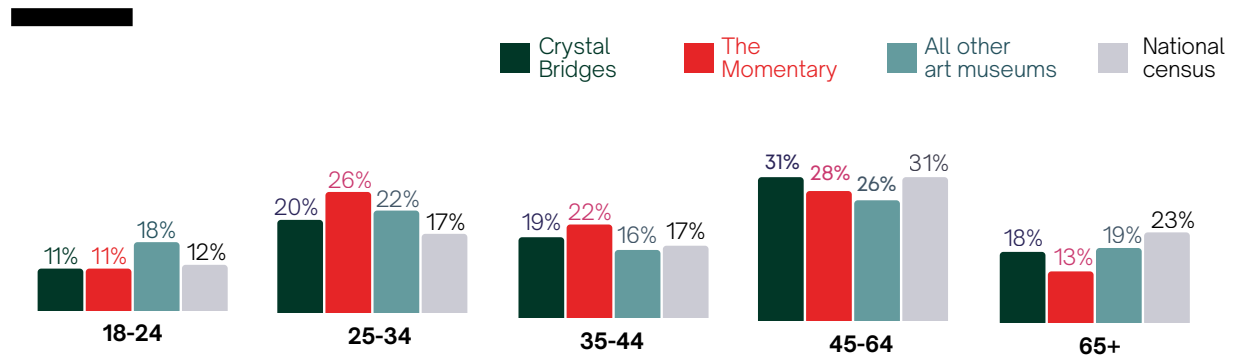


Comparative Experience Ratings | 2025

The statements below intend to measure how satisfied guests are with overall aspects of the museum. Survey respondents are presented a statement, which is rated on a scale of 0-10. Brief descriptive titles are displayed below with respondent averages at Crystal Bridges, the Momentary, and all other art museums in the sample. The ratings imply that **guests across all three comparisons experienced their visits positively**.

	0-10 SCALE averages shown	 Crystal Bridges	 THE MOMENTARY	 ALL OTHER ART MUSEUMS
EDUCATIONAL EXPERIENCE		9.2	8.9	9
NEW ARTIST AWARENESS (question specific to the Mo)			8.9	
FEELING INSPIRED (question specific to the Mo)			8.8	
WELCOMING		9.7	9.6	9.6
STAFF HELPFULNESS		9.7	9.6	9.6
RESTAURANT/CAFÉ		9.3		9.1
STORE EXPERIENCE		9.3	9.4	9.2
VALUE FOR COST		9.8	9.7	9.2
WAYFINDING		8.6	9.2	9
RESTROOM CLEANLINESS		9.6	9.7	9.6

RESPONDENT AGE



About half (49%) of all Crystal Bridges' guests are 45 or older. This mirrors the national census (54%).

The Momentary's guests are slightly younger with 37% younger than 35.

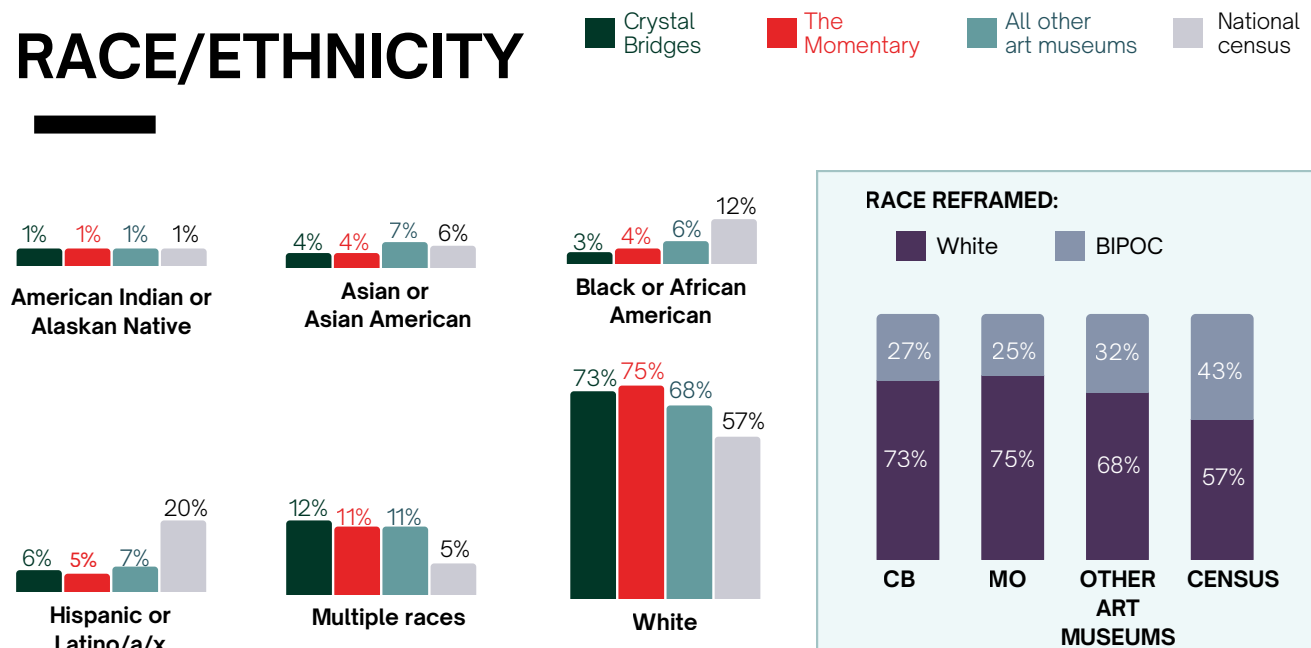
MEDIAN AGE ¹

44

40

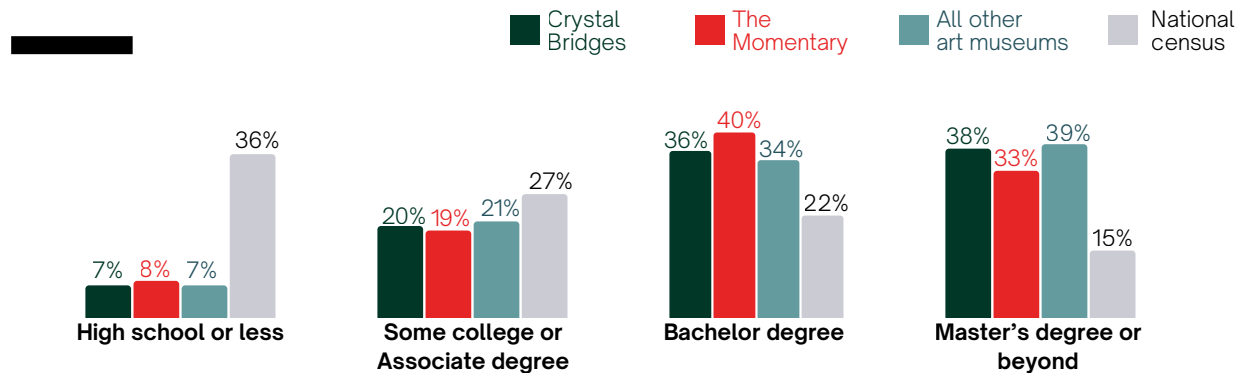
39

RESPONDENT RACE/ETHNICITY



- All race categories display the proportion for “race name - non-Hispanic”.
 - Percentages for Native Hawaiian or Pacific Islander across all four sources were too low to visualize.
- ¹ Median age is not calculated for all other art museums because it is asked as a categorical question at other sites.

EDUCATION

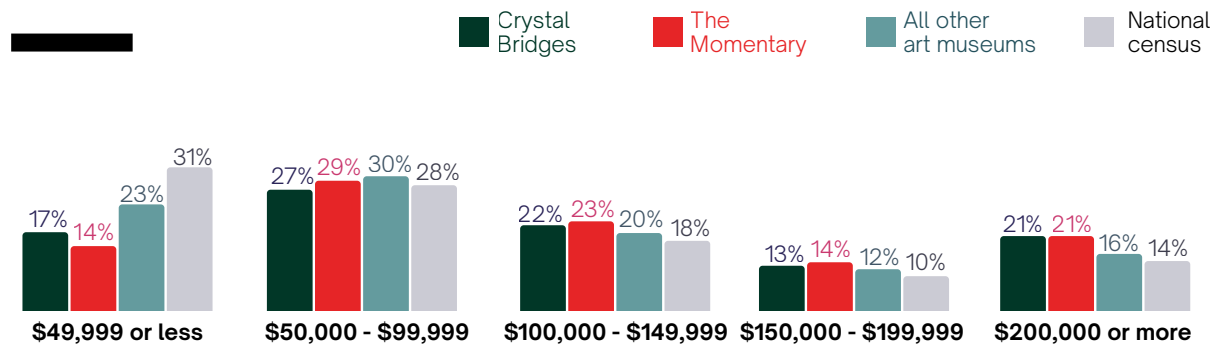


In line with previous years, Crystal Bridges and the Momentary guests' education levels **more closely reflect visitors of other art museums than the national census.**

The percentage of those **with at least a Bachelor's degree was 74% for Crystal Bridges and 73% for the Momentary**, almost triple that of the national census (37%).

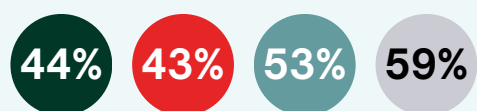
'High school or less' is the category with the largest difference across the data sources. In comparison to the census, museum goers are less likely to have this level of education.

HOUSEHOLD INCOME

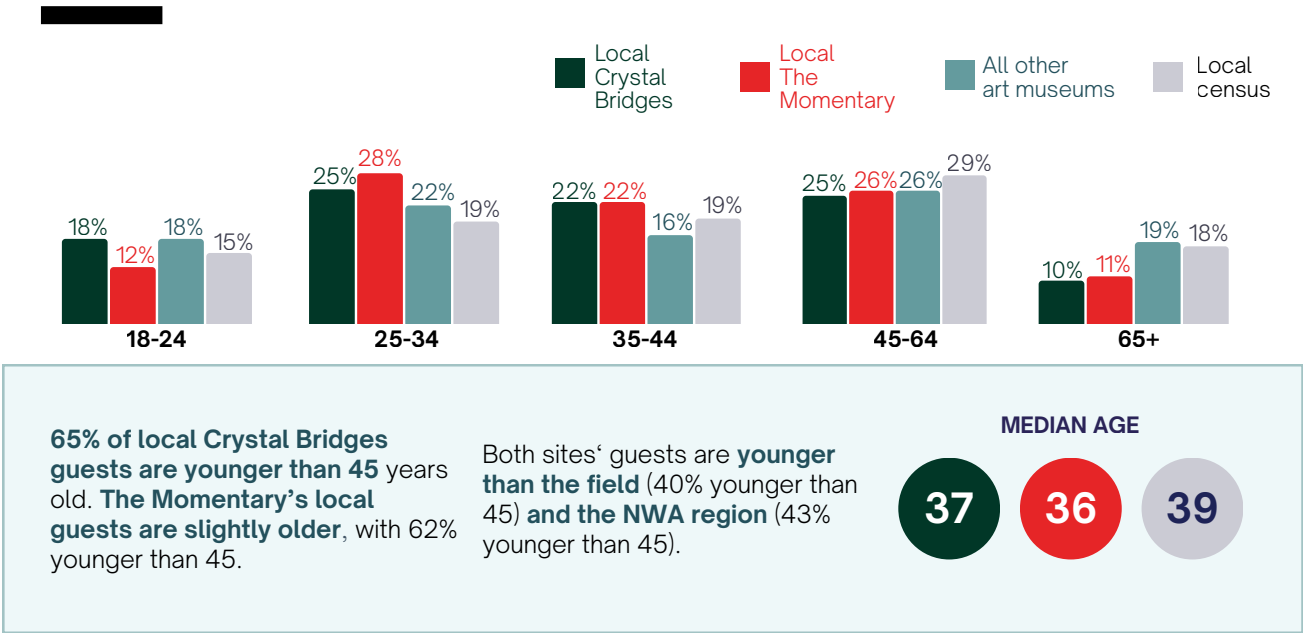


Almost half of Crystal Bridges and the Momentary guests reported household incomes below \$100,000, slightly less than art museum goers at large. **On the whole, income levels of art museum goers exceed those of the national census.**

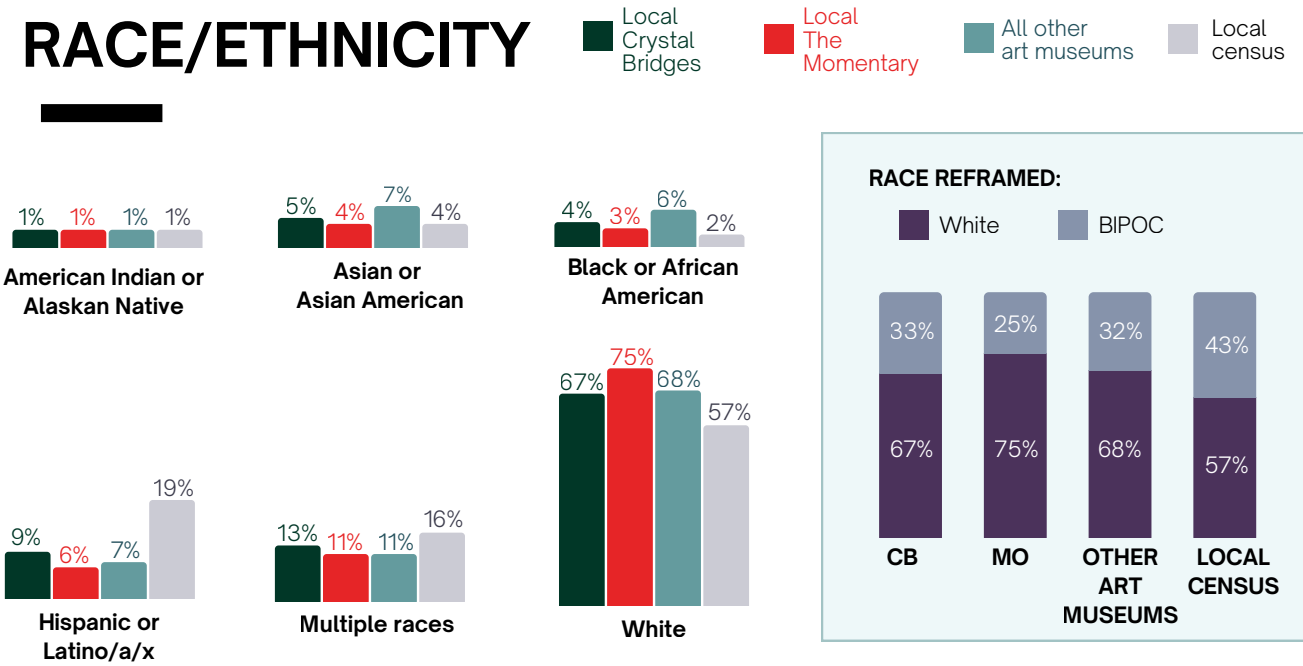
HOUSEHOLD INCOME OF \$100,000 OR LESS



RESPONDENT AGE

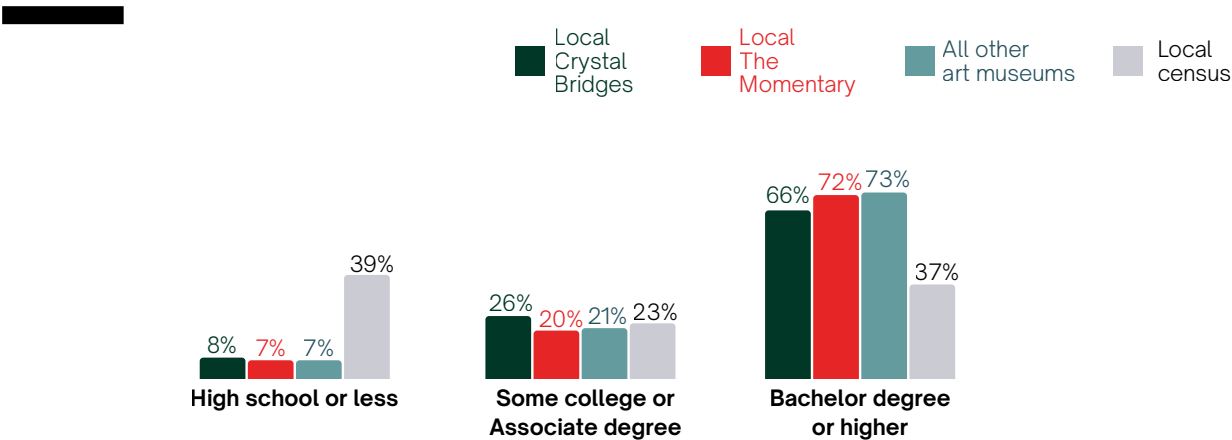


RESPONDENT RACE/ETHNICITY



• All race categories display the proportion for “race name - non-Hispanic”.
• Percentages for Native Hawaiian or Pacific Islander at CB, Mo, and all other art museums were too low to visualize. The percentage for the local census was 2%.

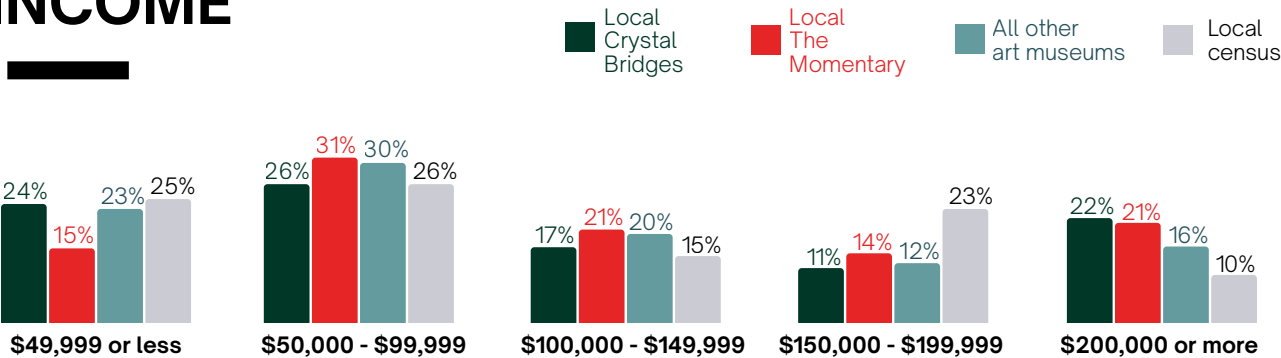
EDUCATION



The percentage of local guests with at least a Bachelor’s degree was 66% for Crystal Bridges and 72% for the Momentary. This percentage is almost double that of the local census (37%).

‘High school or less’ is the category with the largest difference across the data sources. In comparison to the census, art museum goers are less likely to have this level of education.

HOUSEHOLD INCOME



The majority of local Crystal Bridges and the Momentary guests reported household incomes below \$100,000. **On the whole, income levels of local guests exceed those of the local census.** The lowest and highest income brackets have the highest differences in proportion.

HOUSEHOLD INCOME \$100,000 OR LESS

50%

46%

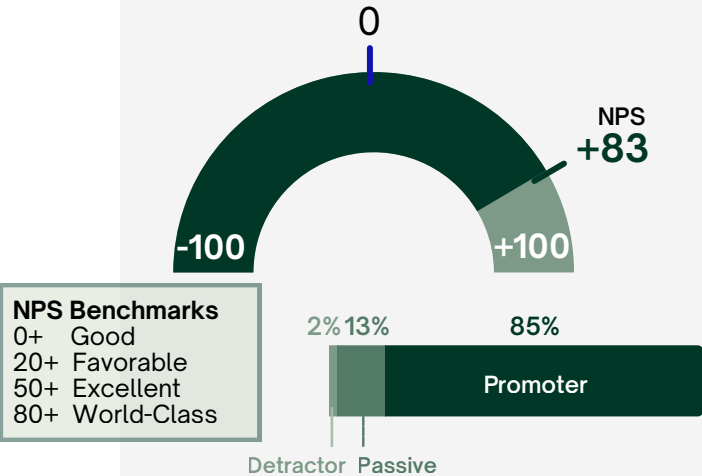
53%

51%

Crystal Bridges Audience | 2025 Experience

NET PROMOTER SCORE

Net Promoter Score measures the likelihood of guests recommending the museum to a friend or colleague, and can measure -100 to +100. The aggregate net promoter score for the Crystal Bridges was **+83**, with 85% of all visitors being likely to recommend the museum to a friend/colleague.



OVERALL EXPERIENCE RATING

The full rating scale is Poor, Fair, Good, Excellent, Outstanding.



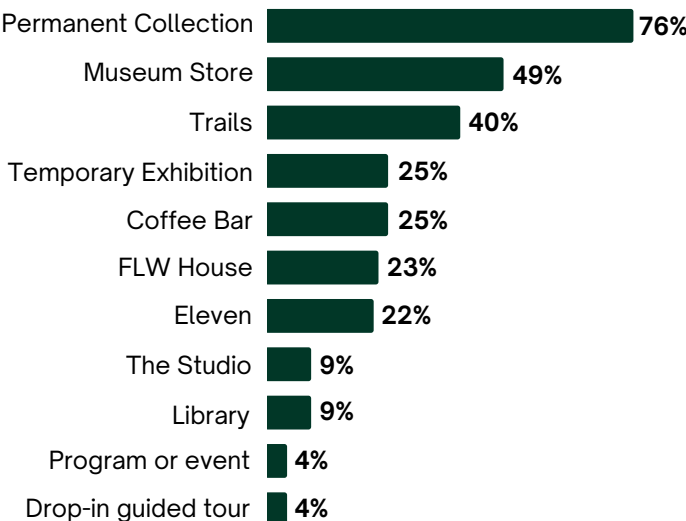
VISITOR QUOTES

“Loved the staff interactions, the wall texts were expertly written and there were groundbreaking curatorial choices throughout. Despite being under renovation, the museum still excelled.”

“Wonderful time here. Impressed with the collection. Shed a few tears because of the beauty.”

EXPERIENCE

What did they do on their visit?



Crystal Bridges Audience | 2025 Experience

EXPERIENCE RATINGS (Rated 0-10)

VALUE FOR COST Overall, Crystal Bridges provided a good value for the cost of the experience.	9.8
WELCOMING I felt welcomed at Crystal Bridges today.	9.7
STAFF HELPFULNESS The staff members were helpful.	9.7
RESTROOM CLEANLINESS The restrooms were clean.	9.6
RESTAURANT/CAFE EXPERIENCE I was pleased with my overall café/restaurant experience.	9.3
MUSEUM STORE I was pleased with my experience in the museum store.	9.3
EDUCATIONAL QUALITY Overall, Crystal Bridges provided a high quality educational experience.	9.2
WAYFINDING It was easy to find my way around.	8.6

TEMPORARY EXHIBITS

KAWS: FAMILY
March 15, 2025 – July 28, 2025

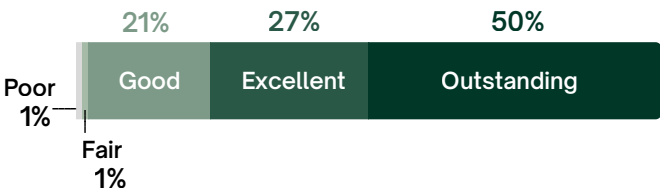
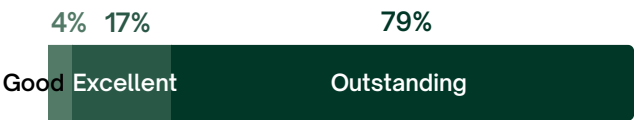


Get in the Game: Sports, Art, Culture
September 13, 2025 – January 26, 2026*



Overall Experience Rating

The full rating scale is Poor, Fair, Good, Excellent, Outstanding



Awareness

When did you find out about this exhibition?



VISITOR QUOTES

"We really enjoyed the KAWS exhibit today."

"The KAWS exhibit was a pleasant surprise!"

"The KAWS exhibit was very insightful and telling of the direction modern art is taking."

VISITOR QUOTES

"Loved the sports exhibit. Also, just a beautiful special place."

"I was excited about the theme, but was disappointed going through the exhibit. There were a few neat aspects, but it fell short compared to other exhibits that have come."

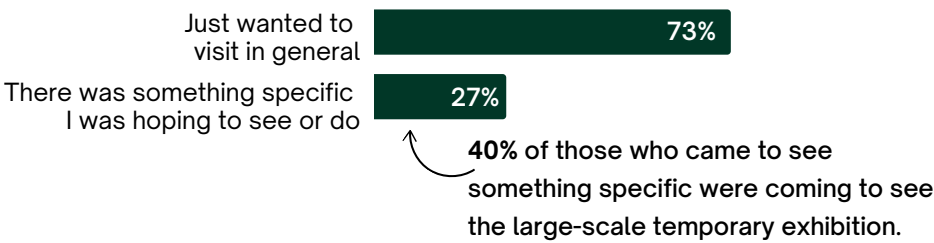
-Temporary exhibition survey respondent

*Includes data from January 2026, covering entire run of exhibition.

MOTIVATIONS

- Guests to Crystal Bridges didn't always want to see something specific, and most just wanted a general visit (73%).
- Guests were interested in going to Crystal Bridges for the opportunity to spend time together as a group/family (35%) and to have something to do while visiting the area (28%).

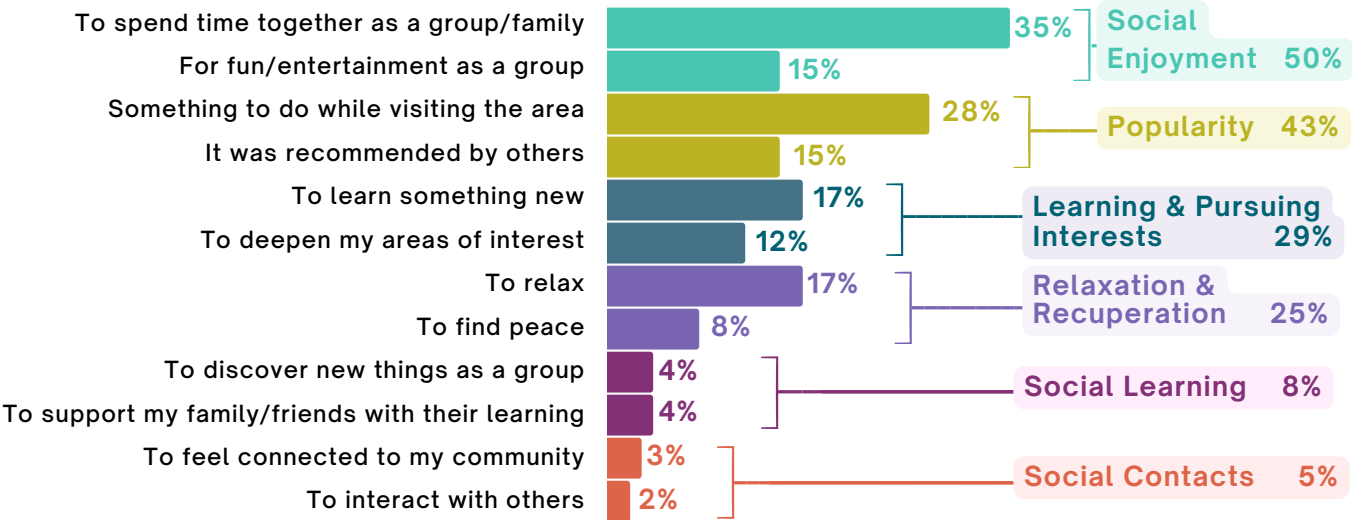
GENERAL VISIT MOTIVATION



MOTIVATION

Why did you decide to visit today? (Select up to two)

CATEGORIES



MOTIVATION DEEP DIVES

Social Enjoyment

- To spend time together as a group/family
- For fun/entertainment as a group

50% of guests

More likely to...

- Be repeat visitors
- Live in NWA

More likely to visit...

- The Studio
- KAWS

Less likely to visit...

- FLW House
- Eleven

Popularity

- Something to do while visiting the area
- It was recommended by others

43% of guests

More likely to...

- Be first time visitors
- Be visiting without a specific agenda
- Live outside NWA

More likely to visit...

- Permanent Collection
- FLW House
- Museum Store

Less likely to visit...

- KAWS

Learning & Pursuits

- To learn something new
- To deepen my areas of interest

29% of guests

More likely to...

- Be visiting to see something specific
- Be visiting without children
- Stay for more than 2 hours

More likely to visit...

- FLW House
- Eleven
- Drop-in tour

Less likely to visit...

- The Studio

Relaxation & Recuperation

- To relax
- To find peace

25% of guests

More likely to...

- Be repeat visitors
- Have a household income under 50K

Less likely to visit...

- Museum Store
- FLW House
- Permanent Collection

Crystal Bridges Audience | 2025 Motivations

Social Learning

- To support my family/friends with their learning
- To discover new things as a group

More likely to visit...

- The Studio
- KAWS

Less likely to visit...

- Eleven
- Trails

8% of guests

Social Contacts

- To interact with others
- To feel connected to my community

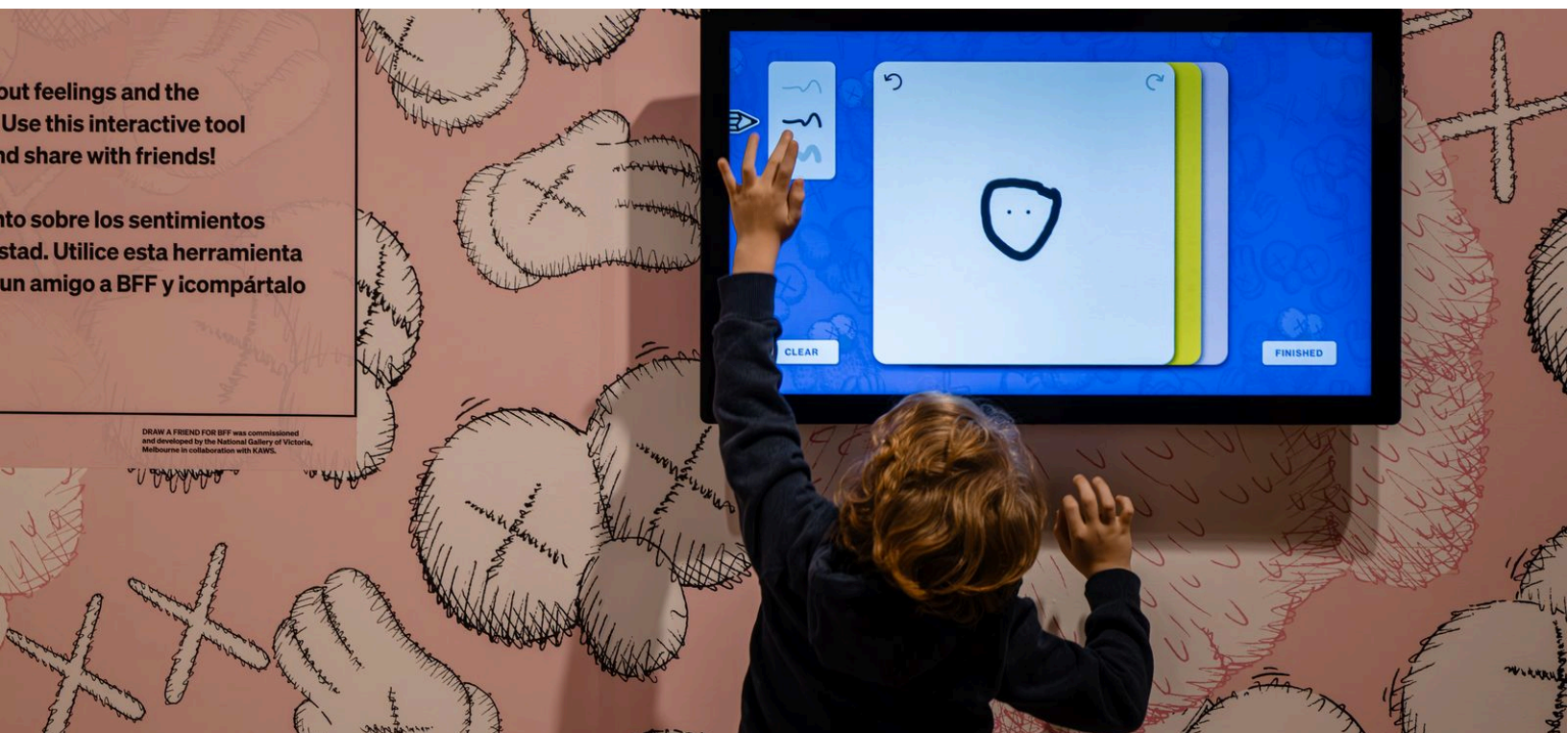
More likely to...

- Be repeat visitors

Less likely to visit...

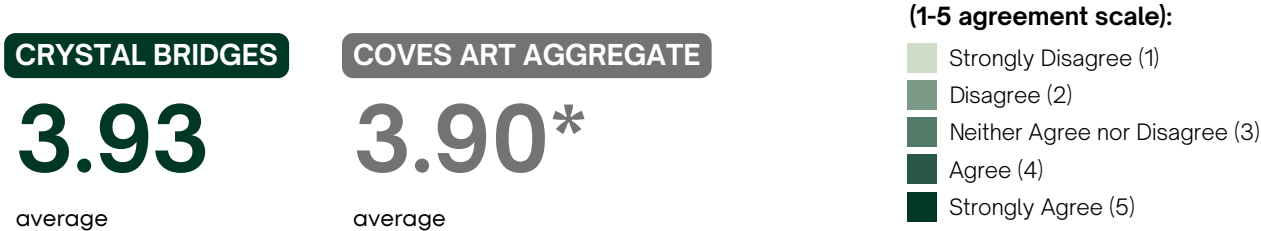
- Museum Store
- Permanent Collection
- FLW House

5% of guests

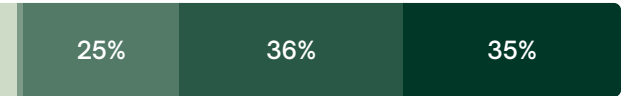


SOCIAL CONNECTION

Five statements on social connection and wellbeing were developed by the Humanities and Human Flourishing Project at the University of Pennsylvania and validated through research in museum settings.¹



I felt a deep connection to people in my life



I felt valued



I felt like I was part of a community



I felt like I had a place in the world



I felt connected to the people around me



DATA INSIGHTS

Crystal Bridges **visitors with children in their group** (20% of total visitors) reported **statistically significant higher levels of social connection** than **those without children** (80% of total visitors). This is consistent with findings across COVES art museums who also show meaningfully higher levels of social connection in groups with children.²

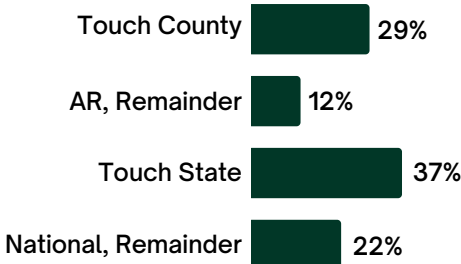


1 For more information, see <https://www.humanitiesandhumanflourishing.org>.
2 Art Bridges Foundation. (2026). *White Paper: Empathy and Social Connection - Moments Over Minutes*. <https://cdn.sanity.io/files/x76dkvtf/stage/38ea469bd804a0e2939e9c2238578a0bab09a2d2.pdf>

DEMOGRAPHICS

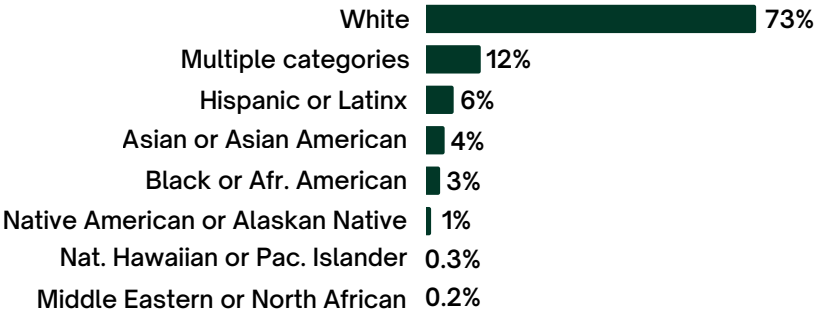
- 41% of guests came from Arkansas touch counties or the remainder of Arkansas, making up a slightly higher percentage of visits than guests from touch states (37%).
- Like previous years, the majority (73%) of guests identified as white while 27% identified as Black, Indigenous, or a Person of Color (BIPOC).
- Guests over 44 made up 50% (down from 58% in 2023 and 51% in 2024), and the median respondent age was 46.

ZIP CODE

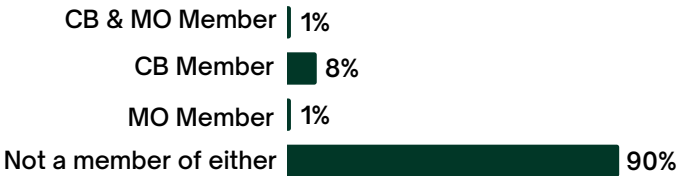


RACE/ETHNICITY

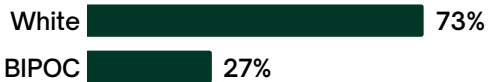
(Select all that apply)



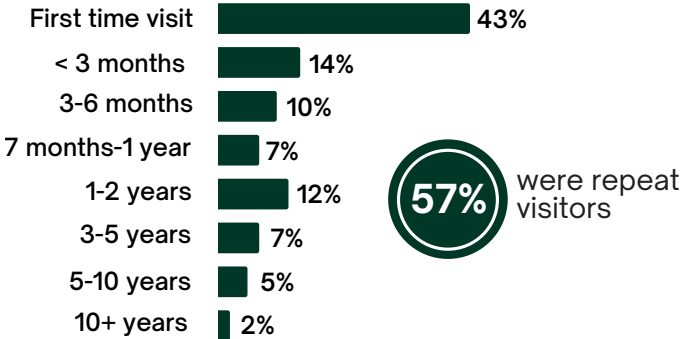
MEMBERSHIP



RACE/ETHNICITY REFRAMED

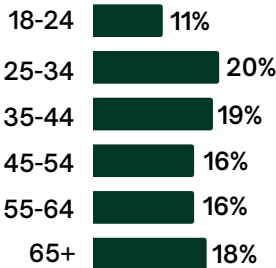


DATE OF LAST VISIT



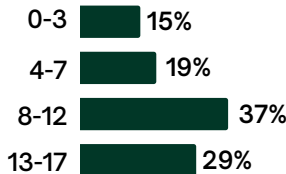
57% were repeat visitors

ADULT AGES



46 average respondent age

CHILD AGES

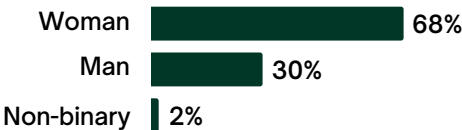


21% groups included kids

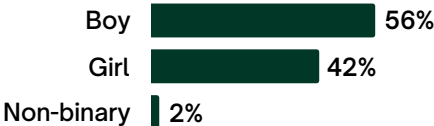
DEMOGRAPHICS

- Most guests (54%) spend one hour or less at the museum with 46% spending 1 hour or more onsite.
- Guests continue to be primarily English-speakers (97%), with above-average levels of education (73% have a bachelor's degree or more) and income compared to the census.
- Most guests (73%) were in groups of at least two or more adults. 21% of guests were visiting in groups with adults and children (up from 18% in 2024).

GENDER OF ADULTS

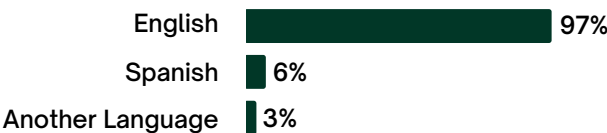


GENDER OF CHILDREN

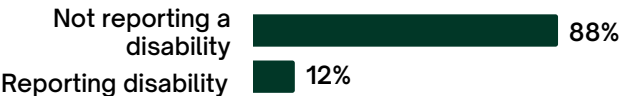


LANGUAGE

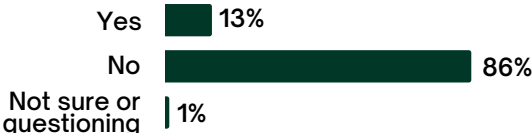
(Select all that apply)
*6% of respondents were multilingual.



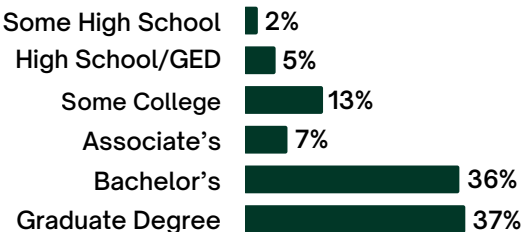
DISABILITY



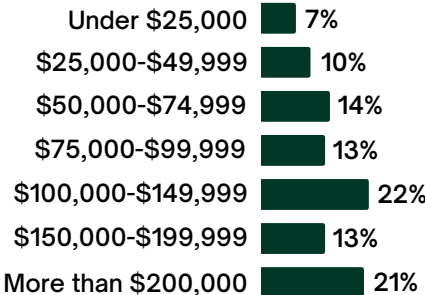
LGBTQIA+ IDENTIFICATION



EDUCATION



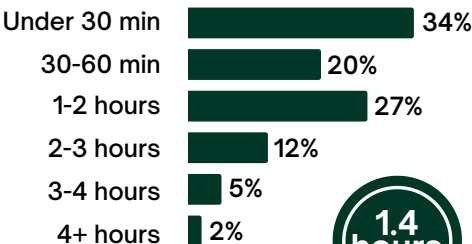
HOUSEHOLD INCOME



56%

\$100K
OR HIGHER

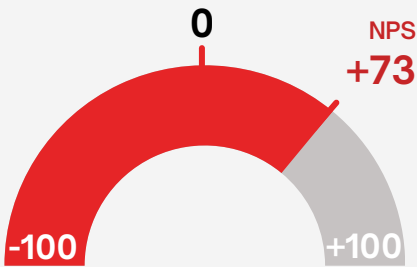
LENGTH OF VISIT



1.4 hours
average
length of
visit

Net Promoter Score

Net Promoter Score measures the likelihood of guests recommending the museum to a friend or colleague and can measure -100 to +100. The aggregate net promoter score for the Momentary was +73, with 78% of all visitors being likely to recommend the museum to a friend/colleague.

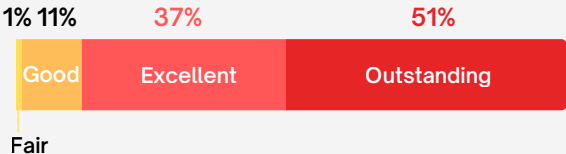


- NPS Benchmarks**
- 0+ Good
 - 20+ Favorable
 - 50+ Excellent
 - 80+ World-Class



Overall Experience Rating

The full rating scale is Poor, Fair, Good, Excellent, Outstanding.



VISITOR QUOTES

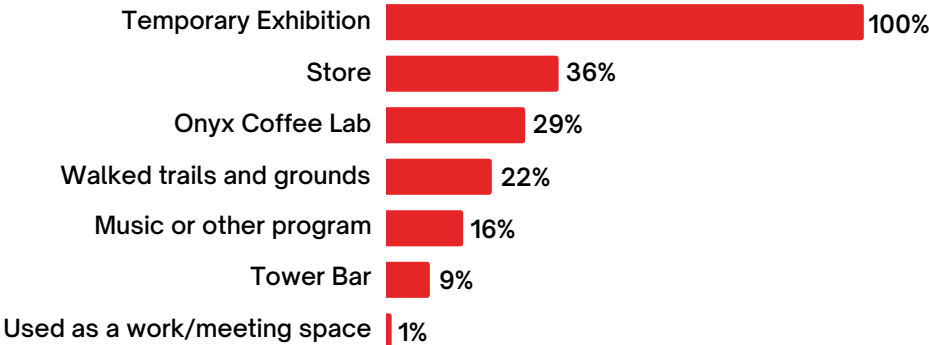
"I appreciate that the exhibits are always changing and it remains free and accessible to the community."

"The National Geographic exhibit was amazing. The coffee!!! The vibes!! The employees!!! Soooooo good."

"I absolutely loved the printing press exhibit!!! What a fun and fantastic interactive piece, so nice to get to take something home and see pictures from other visitors."

EXPERIENCE

What did they do on their visit?



EXPERIENCE RATINGS (Rated 0-10)

RESTROOM CLEANLINESS
The restrooms were clean.

9.7

VALUE FOR COST
Overall, the Momentary provided a good value for the cost of the experience.

9.7

STAFF HELPFULNESS
The staff members were helpful.

9.6

WELCOMING
I felt welcomed at the Momentary today.

9.6

MUSEUM STORE
I was pleased with my experience in the museum store.

9.4

WAYFINDING
It was easy to find my way around.

9.2

EDUCATIONAL QUALITY
Overall, the Momentary provided a high quality educational experience.

8.9

NEW ARTIST AWARENESS
I became aware of new artist(s).

8.9

INSPIRED
I felt inspired.

8.8

TEMPORARY EXHIBITS

Best in Show

November 23, 2024 – April 13, 2025
Only 2025 data shown



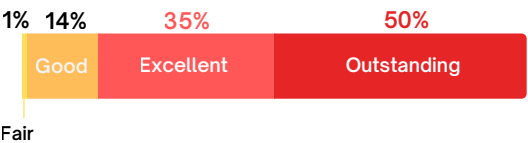
The Prison Concerts
and Front Row Center

May 24, 2025 – October 12, 2025



Overall Experience Rating

The full rating scale is Poor, Fair, Good, Excellent, Outstanding



VISITOR QUOTES

“The exhibit was fun and unique with a calming atmosphere. I loved the animal theme.”

“The exhibit was a nice vibe. Each section had a different feeling to it.”

“Especially love the lookalike dog and human photos.”

VISITOR QUOTES

“The Johnny Cash exhibit was just wonderful.”

“Loved the icons of rock exhibit.”

“Unique vibes, nothing like it. San Quentin exhibit is awesome!”

MOTIVATIONS

- Visitors to the Momentary most often wanted to visit in general (57%), but many guests also visited to see or do something specific (43%).
- Visitors were interested in going to the Momentary for the opportunity to spend time together as a group/family (37%) and to have something to do while visiting the area (31%).

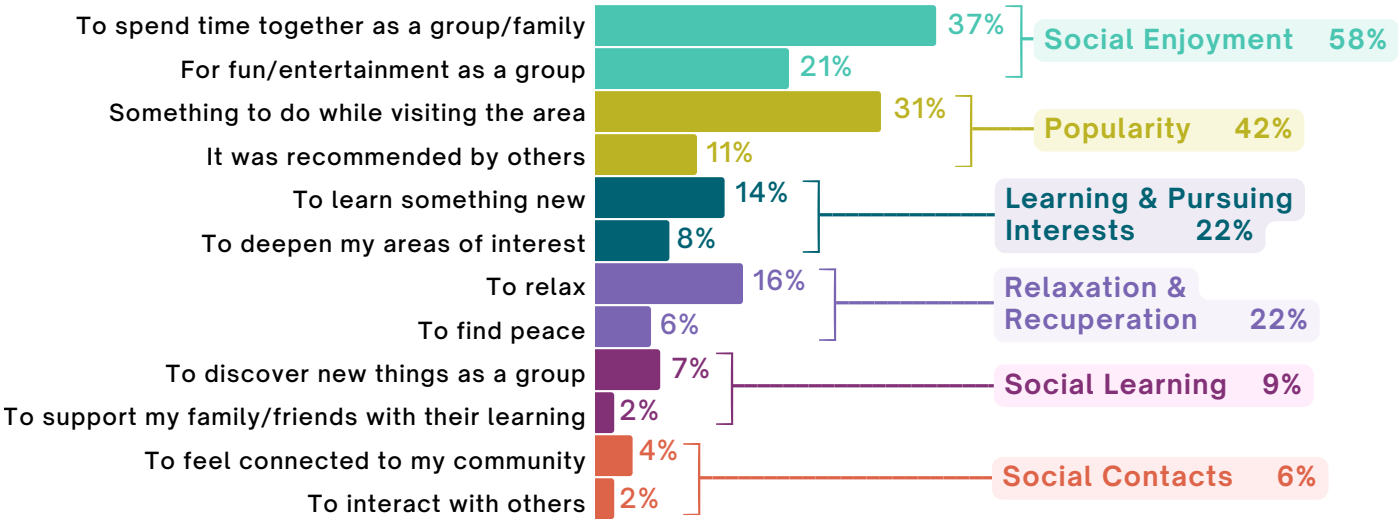
GENERAL VISIT MOTIVATION



MOTIVATION

Why did you decide to visit today? (Select up to two)

CATEGORIES



MOTIVATION DEEP DIVES

In 2022, Momentary visitors motivated by popularity were more likely to give lower experience ratings, while those motivated by learning were more likely to give higher ratings. In 2025, regardless of motivation guests rated their experience comparably high.

Social Enjoyment

- To spend time together as a group/family
- For fun/entertainment as a group

58% of guests

More likely to...

- Be visiting without a specific agenda

More likely to visit...

- JR's Printing Press
- Store
- *Best in Show*

Less likely to visit...

- Performance/Film/Music

Popularity

- Something to do while visiting the area
- It was recommended by others

42% of guests

More likely to...

- Live outside NWA

More likely to visit...

- *Front Row*
- JR's Printing Press
- Tower Bar

Less likely to visit...

- Store
- Onyx



DATA INSIGHTS

In 2022, Momentary visitors motivated by popularity were more likely to give lower experience ratings. Since 2022, **overall guest experience** at the Momentary has **improved**. Guests are rating their Momentary experience higher regardless of motivation.

Learning & Pursuits

- To learn something new
- To deepen my areas of interest

22% of guests

More likely to visit...

- Store
- Onyx

Less likely to visit...

- JR's Printing Press
- *Best in Show*



DATA INSIGHTS

In 2022, Momentary visitors motivated by learning were more likely to rate welcoming and value for cost higher. However, in 2025, **learning as a motivation** for visitation had **no direct impact on experience ratings**.

Momentary Audience | 2025 Motivations

Relaxation & Recuperation

- To relax
- To find peace

22% of guests

More likely to...

- Be visiting without a specific agenda

More likely to visit...

- Trails

Less likely to visit...

- *Prison Concerts*
- *Front Row*
- JR's Printing Press

Social Learning

- To support my family/friends with their learning
- To discover new things as a group

9% of guests

More likely to visit...

- Tower Bar
- Onyx
- JR's Printing Press

Less likely to visit...

- Trails
- Performance/Film/Music

Social Contacts

- To interact with others
- To feel connected to my community

6% of guests

More likely to visit...

- Store
- Use Mo as a work/meeting space
- *Best in Show*

Less likely to visit...

- *Trails*
- *Front Row*



SOCIAL CONNECTION

These five statements on social connection and wellbeing were developed by the Humanities and Human Flourishing Project at the University of Pennsylvania and validated through research in museum settings.¹

THE MOMENTARY

3.93

average

COVES ART AGGREGATE

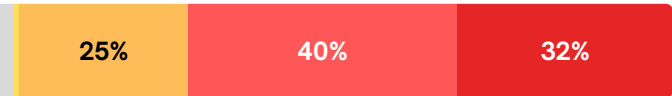
3.90*

average

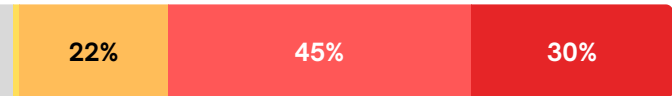
(1-5 agreement scale):

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

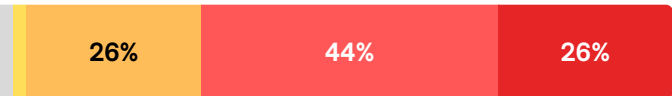
I felt a deep connection to people in my life



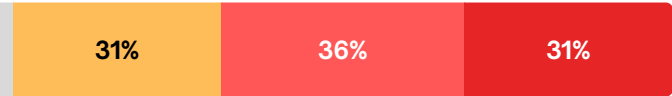
I felt like I was part of a community



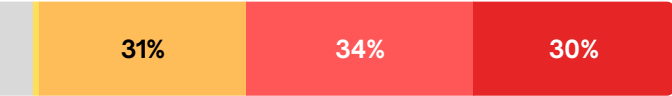
I felt connected to the people around me



I felt valued



I felt like I had a place in the world



DATA INSIGHTS

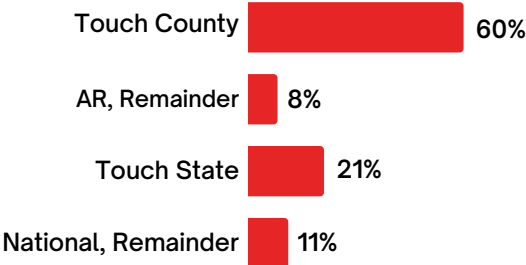
Visitors who spent 1-2 hours (5% of total visitors) at the Momentary reported statistically significant higher levels of social connection (4.44) than any other length of time.

¹ For more information, see <https://www.humanitiesandhumanflourishing.org>.

DEMOGRAPHICS

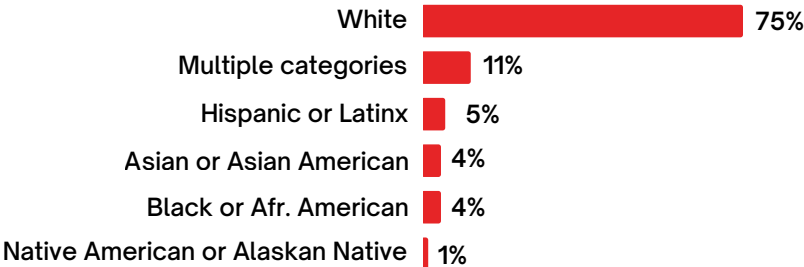
- Guests younger than 35 made up 37% of visitors to the Momentary in 2025, down 1% from 2024.
- There were more repeat guests to the Momentary in 2025 (66%) than in 2024 (64%) and 2023 (55%).
- Guests identifying as Black, Indigenous, or a Person of Color (BIPOC) is lower than last year (30% in 2024) at 25%.

ZIP CODE

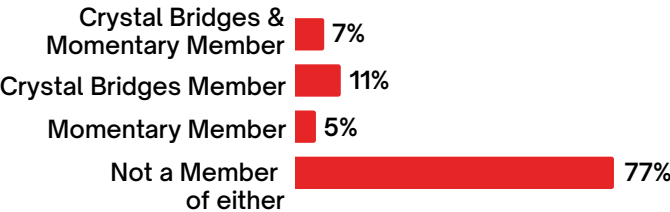


RACE/ETHNICITY

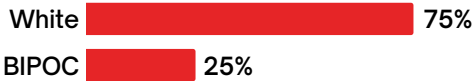
(Select all that apply)



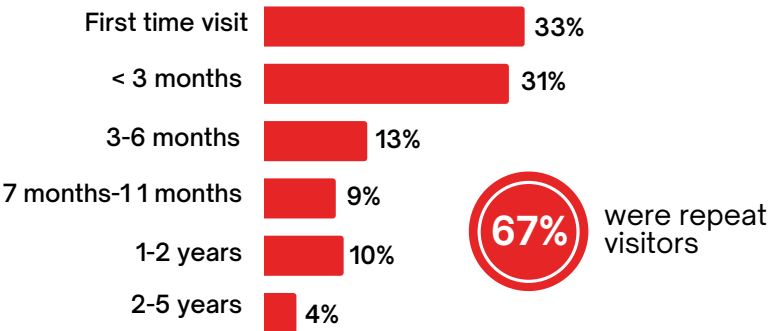
MEMBERSHIP



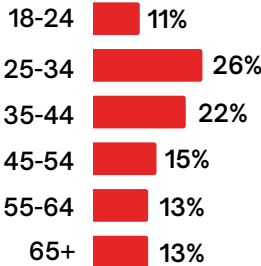
RACE/ETHNICITY REFRAMED



DATE OF LAST VISIT

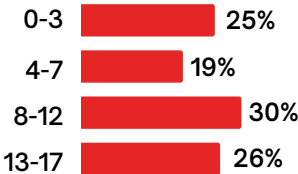


ADULT AGES



43 average respondent age

CHILD AGES

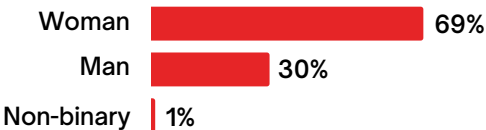


22% groups included kids

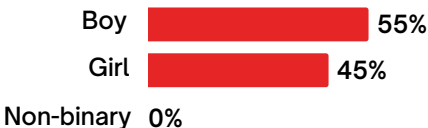
DEMOGRAPHICS

- The majority of adults spoke only English.
- 15% of guests identified as LGBTQ+, a decrease from 17% last year and 20% the year prior.
- Onsite guests continue to be highly educated, wealthy, and local.

GENDER OF ADULTS

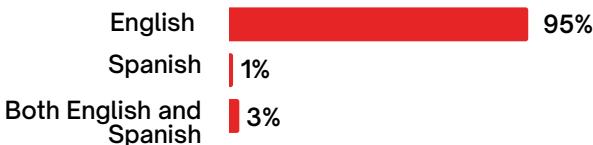


GENDER OF CHILDREN

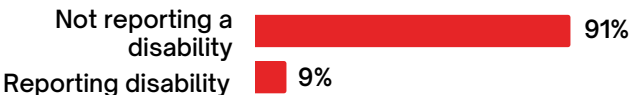


LANGUAGE

(Select all that apply)

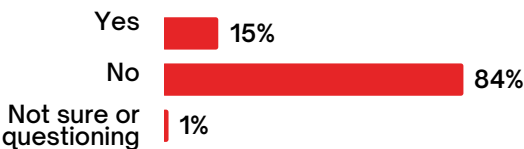


DISABILITY

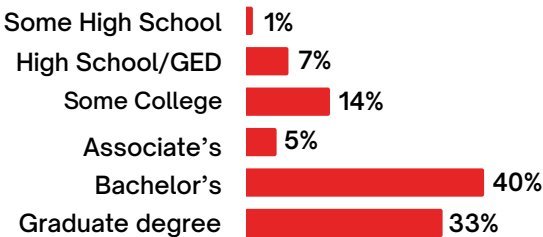


"My only complaint is the low lighting made the floor difficult to navigate as a visually impaired individual sometimes."

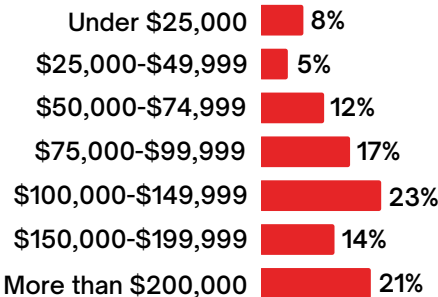
LGBTQIA+ IDENTIFICATION



EDUCATION



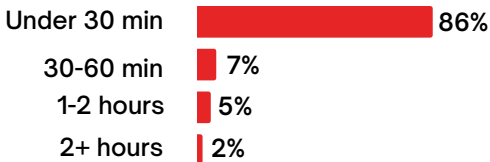
HOUSEHOLD INCOME



58%

**\$100K
OR HIGHER**

LENGTH OF VISIT



53 min average length of visit

ABOUT THIS STUDY

This report details data collected throughout 2025 at Crystal Bridges and the Momentary and provides field-wide and census comparisons. The 2025 COVES Annual Report provides experience ratings with field-wide comparatives. Demographic variables of Age, Race/Ethnicity, Education, and Income are included as they are current or recent organizational KPIs, and can be compared to the census. Analysis of local guests using the local census is also included. “Local” is defined as Touch County which includes Benton, Carroll, Madison, and Washington counties. The report also contains exhaustive list of all COVES survey questions.

COVES METHODOLOGY

Museums participating in Collaboration for Ongoing Visitor Experience Studies (COVES) follow the same protocol to ensure data quality and comparability across sites. Collecting data in an ongoing way by intercepting guests at random ensures that the respondents represent the overall audience makeup of onsite visitation. For this report, data were analyzed using descriptive statistics.



**ONSITE
SURVEY**



**ONGOING
COLLECTION**



**REPRESENTATIVE
RANDOM
SAMPLING**

CENSUS DATA SOURCES

2024 census data accessed from the U.S. Census Bureau website for age, race and ethnicity, education, and income are included in this report. COVES questions mirror the census to allow for comparison, and some categories have been re-grouped or collapsed for consistency.

American Community Survey 1-Year Estimates (2024). Age by Selected Characteristics. ACSST1Y2024.S0101.
<https://data.census.gov/table/ACSST1Y2024.S0101?q=age>

American Community Survey 1-Year Estimates (2024). Demographic and Housing Characteristics. ACSDP1Y2024.DP05.
<https://data.census.gov/table/ACSDP1Y2024.DP05?q=DP05>

American Community Survey 1-Year Estimates (2024). Selected Social Characteristics. ACSDP1Y2024.DP02.
<https://data.census.gov/table/ACSDP1Y2024.DP02?q=DP02>

American Community Survey 1-Year Estimates (2024). Selected Economic Characteristics. ACSDP1Y2024.DP03.
<https://data.census.gov/table/ACSDP1Y2024.DP03?q=DP03>

RESPONSES COLLECTED

1,717

at Crystal Bridges

436

at the Momentary

33,282

at all COVES Art
Museums