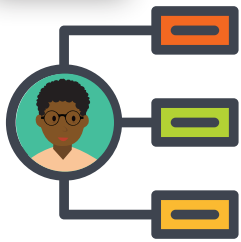




# ART MUSEUM VISITORS: A DATA STORY



We know there are some characteristics that museum-goers share, but we also know that who visits different types of museums can vary based on life stage, demographic characteristics, and motivations.

In this Data Story, let's explore art museum visitors!

**Frequent museum-goers:** visit multiple museums each year

**Casual + sporadic museum-goers:** visit museums once or twice a year, or every few years

## AGE AND LIFE STAGE

Median age of frequent art museum visitors

● 67

Median age of casual or sporadic art museum visitors

● 44

■ FREQUENT MUSEUM-GOERS  
■ CASUAL OR SPORADIC MUSEUM-GOERS

Young adults (under 40) without children  
9%

24%

Parent or guardians of minor children  
11%

35%

Middle age adults (40 - 59) without children  
16%

20%

Older adults (60 or older) without children  
65%

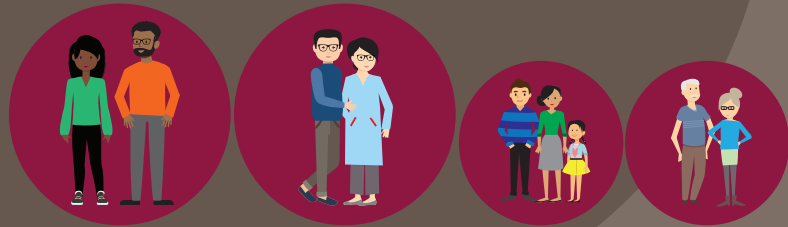
21%



Most museum-going parents and guardians to art museums tend to have older children, indicating they are waiting until their children are at least school-age to visit.

## RACE AND ETHNICITY

Frequent art museum visitors are significantly more likely to identify as white (85%). But casual or sporadic museum-goers are much more diverse... African American or Black and Asian or Asian American households are the most likely segments to say they've visited art museums in the past year, followed by Hispanic, or white households.



Responses by other racial and ethnic groups were too small to be stable

## VISITATION AND MOTIVATIONS

### How often do they like to visit museums?

Art museum audiences have higher rates of repeat visitation than most other museum types.

### So what motivates them to visit museums?

- Interest
- Learning
- Fun

### And what inspires them to make a return visit?

- Seeing new things
- Specific interests
- Social time

Annual Survey of Museum-Goers Data Stories are created by Wilkening Consulting on behalf of the American Alliance of Museums. Sources include:

- 2024 Annual Survey of Museum-Goers, n = 90,178; 202 museums participating
- 2024 Broader Population Sampling, n = 2,154

\*Data Stories share research about both frequent museum-goers (typically visit multiple museums each year) and the broader population (including casual, sporadic, and non-visitors to museums).

More Data Stories can be found at [wilkeningconsulting.com/data-stories](http://wilkeningconsulting.com/data-stories).



American Alliance of Museums



Wilkening Consulting  
audience research | knowledge curation