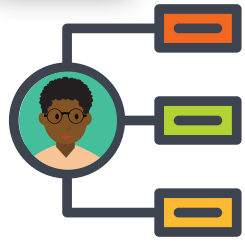




CHILDREN'S MUSEUM VISITORS: A DATA STORY



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 **children's 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 children's museum visitors

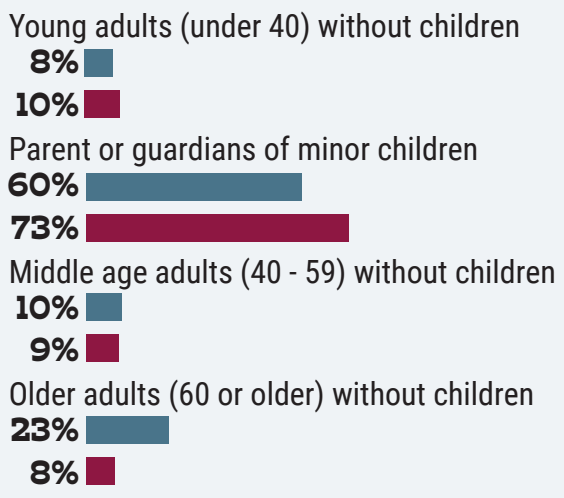
● **43**

Median age of casual or sporadic children's museum visitors

● **39**

■ FREQUENT MUSEUM-GOERS

■ CASUAL OR SPORADIC MUSEUM-GOERS



Museum-going parents and guardians to children's museums tend to have younger children, indicating families with older children are choosing other activities.

RACE AND ETHNICITY

Frequent children's museum visitors are somewhat more likely to identify as white (76%). But casual or sporadic children's museum-goers are much more diverse...African American or Black and Hispanic households are the most likely segments to say they've visited children's museums in the past year, followed by Asian or Asian American, 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?

Children's museum audiences have higher rates of repeat visitation than most other museum types.

So what motivates them to visit museums?

- Learning
- Family time
- Fun

And what inspires them to make a return visit?

- Their kids
- Seeing new things

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.



American Alliance of Museums

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