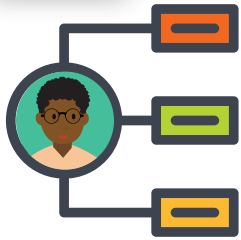




HISTORIC SITE VISITORS: A DATA STORY



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 **historic site 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 historic site visitors

65

Median age of casual or sporadic historic site visitors

49

FREQUENT MUSEUM-GOERS
CASUAL OR SPORADIC MUSEUM-GOERS

Young adults (under 40) without children
7%

15%

Parent or guardians of minor children
17%

32%

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

22%

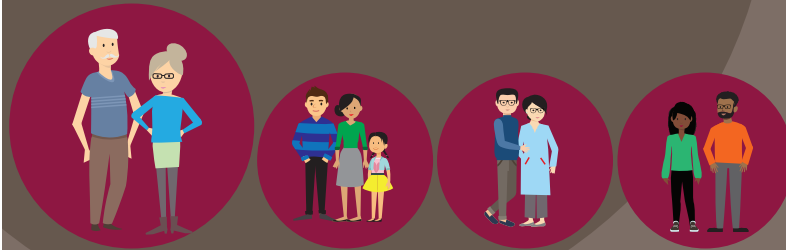
Older adults (60 or older) without children
61%

31%

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

RACE AND ETHNICITY

Frequent historic site visitors are significantly more likely to identify as white (75%). For casual or sporadic museum-goers, white households are the most likely segment to say they've visited a historic site in the past year, followed by Hispanic, Asian or Asian American, or African American or Black 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?

Historic site audiences have lower 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.



American Alliance of Museums



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