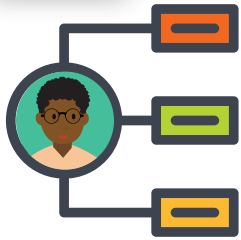




# HISTORY MUSEUM VISITORS: A DATA STORY



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 **history 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 history museum visitors

64

Median age of casual or sporadic history museum visitors

48

**FREQUENT MUSEUM-GOERS**  
**CASUAL OR SPORADIC MUSEUM-GOERS**

Young adults (under 40) without children  
9%

17%

Parent or guardians of minor children  
19%

33%

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

24%

Older adults (60 or older) without children  
57%

25%

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

## RACE AND ETHNICITY

Frequent history museum visitors are significantly more likely to identify as white (83%). But casual or sporadic history museum-goers are much more diverse...Asian or Asian American households are the most likely segment to say they've visited a history museum in the past year, followed by African American or Black, 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?**

History museum 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](http://wilkeningconsulting.com/data-stories).



American Alliance of Museums



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