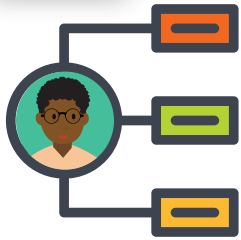




NATURAL HISTORY MUSEUM VISITORS: A DATA STORY



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 **natural 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 natural history museum visitors

● **54**

Median age of casual or sporadic natural history museum visitors

● **48**

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

Young adults (under 40) without children

12%

17%

Parent or guardians of minor children

31%

33%

Middle age adults (40 - 59) without children

14%

24%

Older adults (60 or older) without children

42%

25%



Museum-going parents and guardians to natural 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 natural history museum visitors are significantly more likely to identify as white (81%). But casual or sporadic natural history museum-goers are somewhat more diverse...Asian or Asian American households are the most likely segment to say they've visited a natural history museum in the past year, followed by white, Hispanic, 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?

Natural history museum audiences have repeat visitation rates that are typical for museums overall.

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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