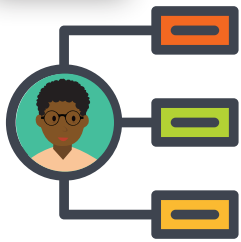




PUBLIC GARDEN VISITORS: A DATA STORY



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 **public garden** 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 public garden visitors

● 66

Median age of casual or sporadic public garden visitors

● 49

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

Young adults (under 40) without children
7%

16%

Parent or guardians of minor children
16%

31%

Middle age adults (40 - 59) without children
25%

23%

Older adults (60 or older) without children
64%

30%

Museum-going parents and guardians to public gardens tend to have younger children, indicating it is a nice outdoor outing for young families, but that families with older children are choosing other activities.

RACE AND ETHNICITY

Frequent public garden visitors are significantly more likely to identify as white (89%). But casual or sporadic public garden visitors are slightly more diverse...Hispanic or Latine households are the most likely segment to say they've visited public gardens in the past year, followed by white, 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?

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

So what motivates them to visit museums?

- Respite
- Specific interests

And what inspires them to make a return visit?

- Seeing new things
- 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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