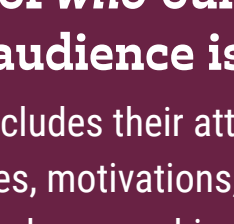


# 2025 ANNUAL SURVEY OF MUSEUM-GOERS: PURPOSE AND METHODOLOGY (UPDATE)



THIS FALL, AS WE BEGIN TO SHARE RESULTS from the 2025 Annual Survey of Museum-Goers, we wanted to back up and share the purpose and methodology of this research.

**When we field audience research, typically there are three types of information we are seeking:**



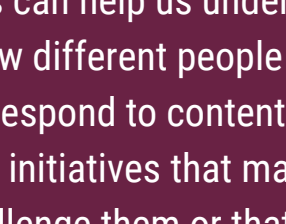
## An understanding of who our audience is

This includes their attitudes, values, motivations, and demographic characteristics.



## Their advice about what they want from museums writ large and/or your museum specifically

This can include how museums are/are not meeting needs, what exhibits or programs they are most interested in, etc.



## The lay of the land

This can help us understand how different people may respond to content or initiatives that may challenge them or that, as a society, we don't have consensus on (such as inclusion/DEAI, what is "neutral," climate change, etc.). This allows us to evaluate the best approaches to sharing that content.

## EACH YEAR, THE ANNUAL SURVEY OF MUSEUM-GOERS HAS THREE MAIN PARTS:

These first two parts tend to stay the same from year to year so that individual museums can track their results over time:

**1**

### Key benchmark questions on motivations, visitation rates, and barriers to repeat visitation

**2**

### Demographic questions

**3**

### New research themes

These are different every year, and address current needs of the museum field.

## NEW RESEARCH THEMES FOR EACH YEAR ARE CHOSEN BASED ON MULTIPLE SOURCES, INCLUDING:



Input from previous year's Annual Survey participants



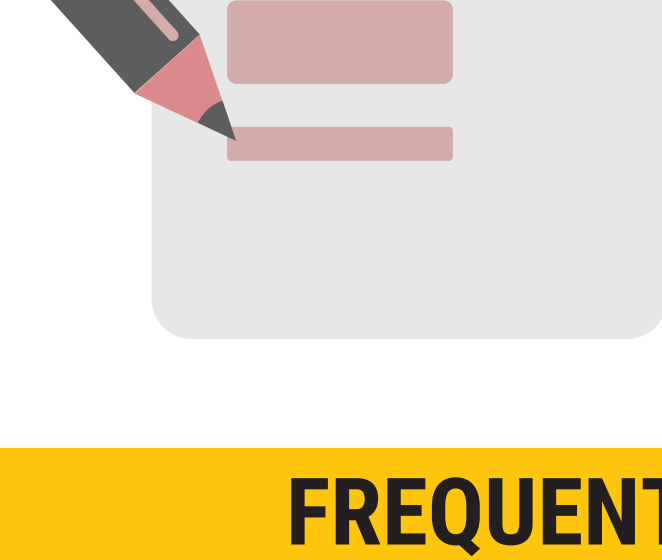
Trends and shifts impacting the museum field



Questions arising from previous research



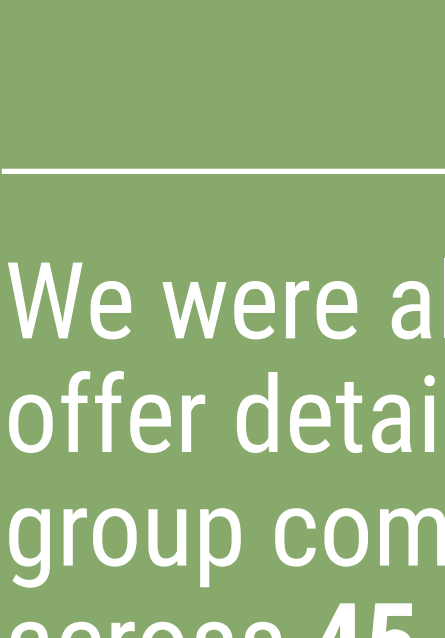
Broader societal trends and events



Once the survey is written, we are ready to collect responses. How we do this is really important. We survey two very different groups of people:

## FREQUENT MUSEUM-GOERS

Each year, museums of all disciplines enroll in the Annual Survey. In exchange for a modest fee, we survey their contact lists and provide them with reports of their results (with relevant comparison data).



In 2025, the Annual Survey included **202** museums and we had over **98,000** respondents!

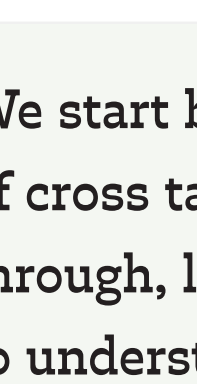
We were also able to offer detailed peer group comparisons across **45** museum types and **29** geographic areas.



## BROADER POPULATION

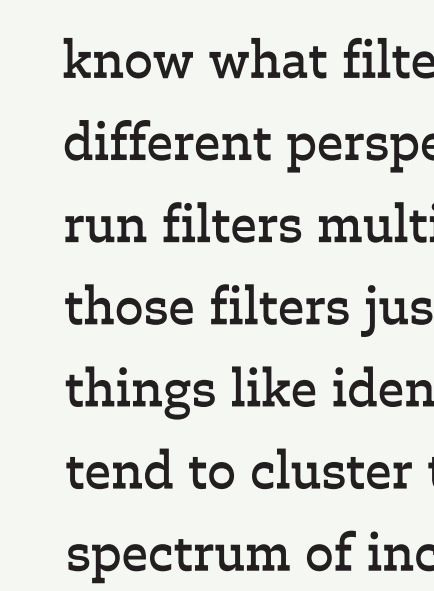
We also want to hear from casual museum-goers (who only visit museums once or twice a year, but are the majority of museum visitors), sporadic visitors (visit occasionally, but not in the last year), and non-visitors. So we field a broader population comparison sample at the same time, capturing their values, attitudes, and beliefs.

**Once all the data is collected, the fun starts.**



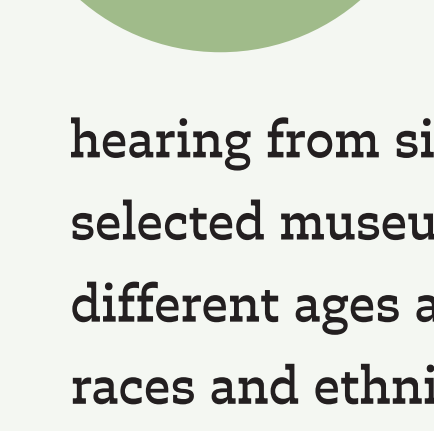
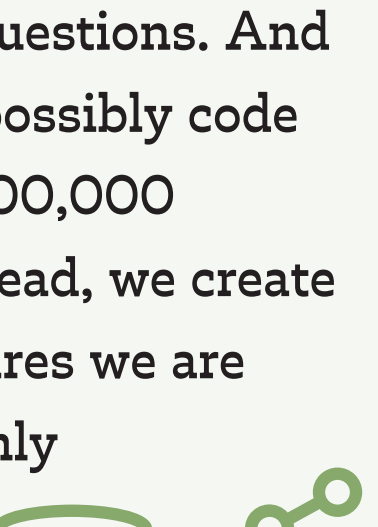
**ANALYSIS!**

We analyze both surveys (frequent museum-goers and the broader population sample) in two key ways:



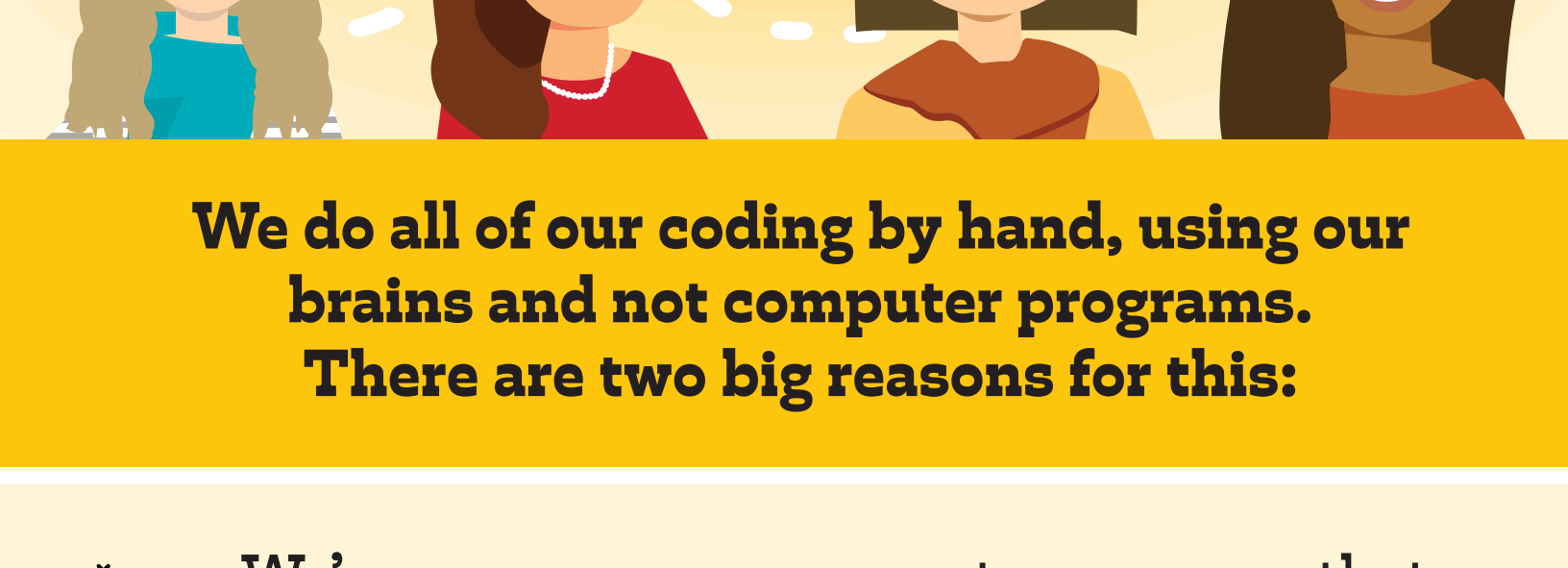
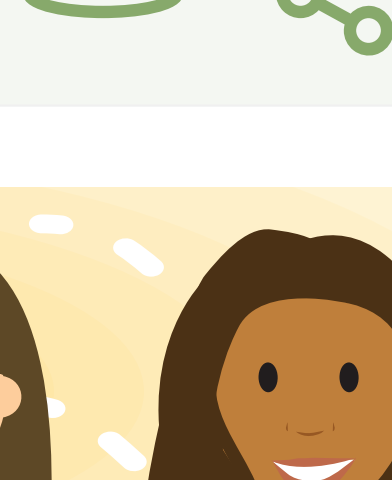
We start by running dozens and dozens of cross tabs that we rigorously go through, line by line, so that we can begin to understand the patterns that are in the data. But we don't stop there. Once that first pass of analysis is done, we now

know what filters to run so that we can really hone in on the different perspectives our audiences have. We often have to run filters multiple times, testing hypotheses until we get those filters just right. This is how we do things like identify how different values tend to cluster together, or develop our spectrum of inclusive attitudes.<sup>1</sup>



The Annual Survey always includes about three open-ended questions. And we'll be honest: we can't possibly code what can be upwards of 100,000 written-in responses. Instead, we create a coding sample that ensures we are

hearing from significant numbers of randomly selected museum-goers that represent different ages and life stages, genders, races and ethnicities, and more.



**We do all of our coding by hand, using our brains and not computer programs. There are two big reasons for this:**

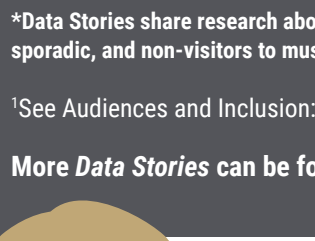
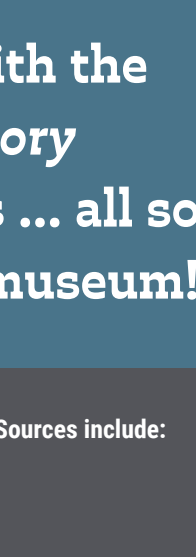
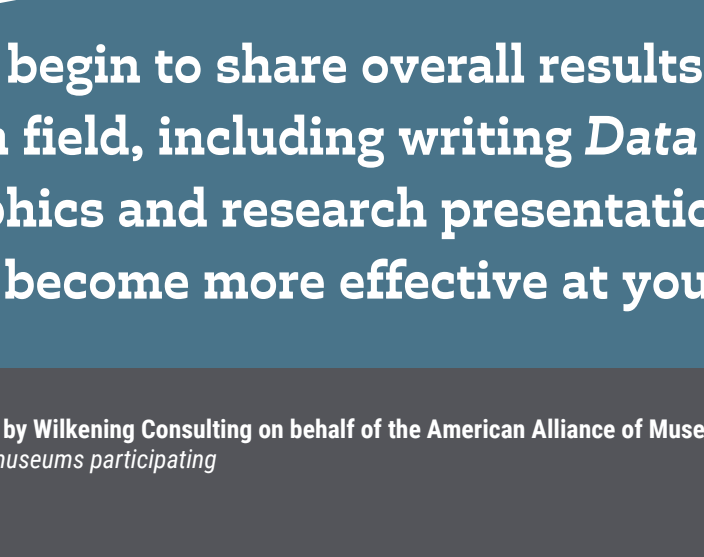


We've never seen a computer program that comes close to understanding the nuance of responses that our brains comprehend. Responses are too complex.



By reading and analyzing thousands and thousands of individual responses, we get to know museum audiences much more intimately, including how different segments of museum visitors use language differently and how they think differently. This is extremely powerful insight into the minds of museum-goers, and it makes a dramatic difference to the quality of our work.

During and after this analysis process, Annual Survey participants are receiving their custom reports, talking about and contextualizing their results with Wilkening Consulting staff, and providing feedback.



We also begin to share overall results with the museum field, including writing Data Story infographics and research presentations ... all so you can become more effective at your museum!

Annual Survey of Museum-Goers Data Stories are created by Wilkening Consulting on behalf of the American Alliance of Museums. Sources include:  
• 2025 Annual Survey of Museum-Goers, n = 98,904; 202 museums participating  
• 2025 Broader Population Sampling, n = 2,079  
• 2017 - 2024 Annual Surveys of Museum-Goers

\*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).  
<sup>1</sup>See Audiences and Inclusion: A Primer for Cultivating More Inclusive Attitudes Among the Public.  
More Data Stories can be found at [wilkeningconsulting.com/data-stories](https://wilkeningconsulting.com/data-stories).



Jessica Strube,  
lead author



American  
Alliance of  
Museums



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September 11, 2025  
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