

2021 ANNUAL SURVEY OF MUSEUM-GOERS: *BY THE NUMBERS*

RESEARCH WITH MUSEUM-GOERS

140
museums participated

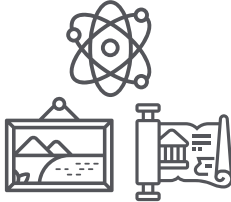


53,217
museum-goers responded



COMPARISON DATA SETS AVAILABLE

19 museum types



15 geographic areas



BROADER POPULATION COMPARISON RESEARCH



1,305 adults responded

SUMMER 2021



WHEN RESULTS WILL BEGIN TO BE SHARED WITH THE FIELD



American Alliance of Museums



The Annual Survey of Museum-Goers is fielded by the American Alliance of Museums and Wilkening Consulting.

For a list of participating museums, see <http://www.aamuseum.org/annual-survey-methodology>

audience research | knowledge curation