

# OLDER ADULT MUSEUM-GOERS\* A DATA STORY

Museums are enriching places to visit. They share knowledge and beauty.



Sure, we sometimes visit with our grandchildren. But mostly, we visit for us.



Art and history museums are our favorites. They move us, and make us think.



## WHY?

“[MUSEUMS] HAVE INSPIRED ME TO THINK ABOUT PEOPLE - SOCIETY - AND MAN'S ROLES, RESPONSIBILITIES AND OPPORTUNITIES IN THIS WORLD. [THEY HAVE] BROADENED MY PERSPECTIVE AND INTRODUCED ME TO THINGS I WOULD NEVER HAVE SEEN - WHICH LEADS ME TO GROW AS A PERSON AND

CONNECT TO OTHER PEOPLE AS A HUMAN BEING. THEY HAVE GIVEN ME AN OPPORTUNITY TO SHARE EXPERIENCES WITH MY CHILDREN AND EXPOSE THEM TO NEW IDEAS AS WELL ... MUSEUMS MAKE ME HAPPY - THEY INFORM, SURPRISE, DELIGHT AND INSPIRE!”

So we support museums by being members and donors ... for us, our communities, and for the next generation.

MEMBERSHIP



Now, we happen to be very connected with our community.



But turns out, museum-going older adults like us are *outliers*. Our non-museum-going peers are the *least* likely of any age group to be civically engaged.\*

\*Except for voting.



Similarly, in the broader population, adults over 50 are the *least* likely to visit museums.

So do the math. We are actually under-served, and with our growing population there are a lot more of us that could be museum-goers.

15% of population today are 65 or older

22% will be 65 or older by 2040



**You've already got us. To get to all of them, you have to address their needs, and their concerns.**



### Such as:

- Multi-generational places for family time
- Places that encourage health and well-being
- Increasing social needs
- And more research with non-visitors to learn more about their needs and interests



(BTW, YOU NEED TO DO THAT TRANSFORMATIONAL STUFF TOO!)

**Otherwise, you are missing a big opportunity to serve us and our communities more effectively. To really matter.**



Data Stories are created for *The Data Museum*, where research conducted by **Wilkening Consulting** is released. Sources include:

- 2016 Wilkening Consulting broader population sampling
- 2017 Wilkening Consulting Annual Survey of Museum-Goers
- AAM's *Museums and America 2017* (in partnership with Wilkening Consulting)
- US Census Bureau

\*Data Stories are about regular museum-goers, who visit multiple museums each year and who responded to a survey about museum-goers. They do not represent casual museum visitors.

Visit The Data Museum at [wilkeningconsulting.com/datamuseum](http://wilkeningconsulting.com/datamuseum) for supporting context and data.



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