MUSEUM VISITATION RATES: A MYTH-BUSTING DATA STORY

THE MYTH:
Older adults are more likely to visit museums than young adults

REALITY: The opposite is actually true!

Young adults without children are actually 50% more likely to visit museums than older adults.

So why are young adults more likely to visit museums?

1. Young adults are significantly more likely to have a college degree: 36% versus only 27% of older adults

2. They are also more likely to have visited museums regularly as children... developing a museum-going habit

Two reasons are most likely:

BROADER POPULATION SAMPLING TELLS US...

- 43% of young adults
- 29% of older adults

have visited a museum at least once in the last year

OK, so then why do older adults seem more prevalent?

Museum-going older adults, though fewer in number, make up for it in higher visitation rates. They visit more museums, more often, and are more likely to be members.

So while it seems like there are more of them, in reality they are a smaller, but more avid, segment of visitors.

What about parents with minor children?

47% have visited a museum at least once in the last year... but that’s another Data Story!

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

- Wilkening Consulting’s 2018 broader population sampling
- Wilkening Consulting’s 2018 Annual Survey of Museum-Goers
- AAM and Wilkening Consulting’s “Museums and Public Opinion” (2017)
- US Census Bureau

Visit The Data Museum at wikenkingconsulting.com/datamuseum for supporting context and data.