

MUSEUM VISITATION RATES: A MYTH-BUSTING DATA STORY

THE MYTH:

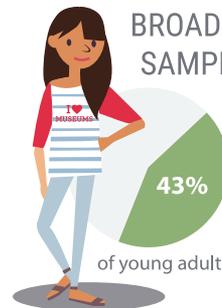
Older adults are more likely to visit museums than young adults



REALITY: *The opposite is actually true!*



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



have visited a museum at least *once* in the last year



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



YOUNGER ADULTS WITH COLLEGE DEGREES



OLDER ADULTS WITH COLLEGE DEGREES



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

TWO REASONS ARE MOST LIKELY:



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

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