

2023 Annual Survey of Museum-Goers

The Annual Survey of Museum-Goers provides your museum with a cost-effective way to gain insight into your visitors and compare your institution to others in your locale, of similar type, and the museum field writ large.

➔ Visit museum-goers.aam-us.org to enroll!

Research Themes:



Feeling connected to humanity and humankind is likely a key driver for inclusive attitudes, taking action on climate change, and other challenges we face as a society. However, segments of the population don't feel connected to humanity at all.

We need to feel connected to others to act responsibly towards our fellow humans. What role can museums play in cultivating a more emotionally connected humankind? What are the most effective ways for us to engender that empathy towards others?



Our society is fraught with partisan turmoil, with civil discourse fraying, increasingly entrenched polarization, and democracy at risk. This leads to many people feeling disempowered, losing trust in others, and experiencing a rising sense of helplessness.

How can museums bring disparate viewpoints together in ways that promote a civic mindset, developing individual agency and collective wellbeing? Do our visitors think this is something museums should or can do, or do they feel it's too late?



The COVID-19 pandemic upended leisure time and disrupted museum visitation. While museums have largely returned to "normal" operations, for many, visitation has yet to rebound. Some museum-goers have returned to museums enthusiastically, but others continue to be "COVID cautious" or have developed new leisure-time patterns.

On top of that, inflation, travel costs, and extreme weather are also affecting leisure time (and museum visits).

How have these visitation pressures affected museum-going among the public? What opportunities can museums take advantage of to expand audiences? What aspects of in-person visitation can make museum-going rise to the top of the list when competing for leisure time activities?