A 2023 ANNUAL SURVEY OF MUSEUM-GOERS DATA STORY UPDATE

• 2023 Annual Survey of Museum-Goers, n = 107,187; 210 museums participating and non-visitors to museums). See the Purpose and Methodology (Update) Data Story from September

MUSEUM VISITATION: FREQUENCY VS INCIDENCE GAPS:

Frequency

Incidence

MUSEUM-GOERS

Educational Attainment

FREQUENT

INCIDENCE

PERCENT OF EACH POPULATION SEGMENT WHO VISITED A MUSEUM

Race and Ethnicity

PERCENT OF EACH POPULATION SEGMENT WHO VISITED A MUSEUM

Age and Life Stage

FREQUENCY OF VISITORS TO MUSEUMS

Additionally, these causal and operational young adults
evolve most frequent museums, helping educate children and

When we look at visitation gaps among the broader
colleagues among young children. We will take some

When we field the Annual Survey of Museum-Goers, the respondents

Frequent/Infrequent

Some colleagues would worry that the frequency gap by age looks

FREQUENCY DISTRIBUTION OF THE ANNUAL SURVEY OF MUSEUM-GOERS

when a museum's behalf. We do assess their frequency, and virtually all respondents are what

Sacramento, and a significant number of respondents have
doesn't disappear. The incidence gap we see by age is a
dictions of 25 - 31%.

INCIDENCE

FREQUENCY

The frequency gap we see by sex and age is different than who visits

CONCLUSION FROM THIS IS THAT YES, MUSEUM-GOERS ARE MUCH MORE LIKELY

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We have seen a deal of concern for people working in

From that, it would be easy to conclude

Among frequent museum-goers, 82% of

Among frequent museum-goers, 84% say

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When we look at visitation gaps among the broader

For children, this is different, and looks at

However, among frequent museum-goers, 84% say they

Our simplified definition of these
to make the most of your research specific to your museum can

Museum type

Some museum types definitely focus on families with young children (library type, historic sites, state, and area parks, and science centers),

Additionally, these causal and operational young adults evolve most frequent museums, helping educate children and

We don't know

Additionally, this still varies widely for

While the numbers held for a second year

Additionally, this still varies widely for

Additionally, this still varies widely for

By museum types, historic sites in

There are three demographic factors that we want to examine more completely.

To that end, we find the annual Survey of Museum-Goers, we recommend

A victory lap?

Not so fast!

Incidence gaps do

But overall, at this time, we don't have significant

When we look at visitation gaps among the broader population, there are two big things to consider:

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