

WHO IS VISITING CANADA'S MUSEUMS?: DEMOGRAPHICS AND VISITATION

A Museums for Me data story

People visit museums to learn, be inspired, and gain new perspectives. Knowing who exactly is visiting Canada's museums helps inform museums on how to increase relevance, engagement, and visitorship. Museum visitors can be divided into avid museum-goers who visit more than two times a year and occasional museum-goers who visit once or twice a year to once every few years.

Avid museum-goers
20% (1 in 5)

Non-visitors
19% (1 in 5)



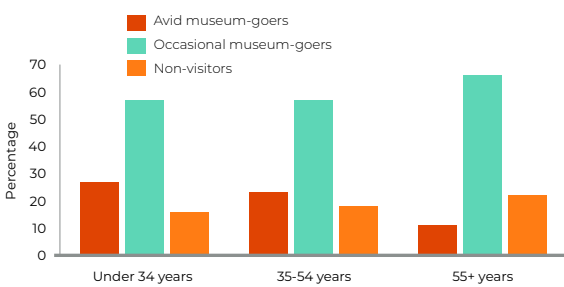
Occasional museum-goers
60% (3 in 5)

The data shows that museum visitors in Canada are demographically diverse. Let's explore who is most likely to visit museums.

AGE

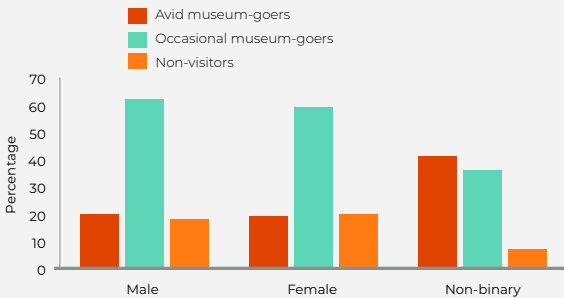
27% OF UNDER 34 ARE AVID MUSEUM-GOERS COMPARED TO ONLY **11%** OF 55+

Museum visitation decreases with age. Those aged 55+ are more likely to be occasional museum-goers or non-visitors compared to those in the under 34 or 35-54 age groups. As Canada's population ages, this has implications for the future of museums.



GENDER

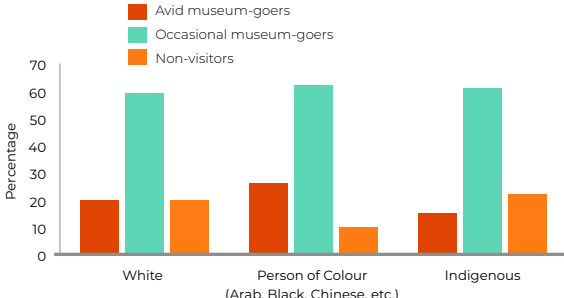
People who identify as male are slightly more likely to be museum-goers than those who identify as female, but the difference is minimal. Those who identify as non-binary are more likely to be avid-museum goers, although the sample size is too small to draw any definitive conclusions.



ETHNICITY

26% OF PEOPLE OF COLOUR ARE AVID MUSEUM GOERS

Canada's population is becoming more diverse, and museums must be prepared to serve a more diverse community that wants to visit museums and engage with them. People of colour are most likely to be avid museum-goers. However, Indigenous people are least likely to be avid museum-goers and the most likely to be non-visitors. When pressed on the question around Indigenous history,



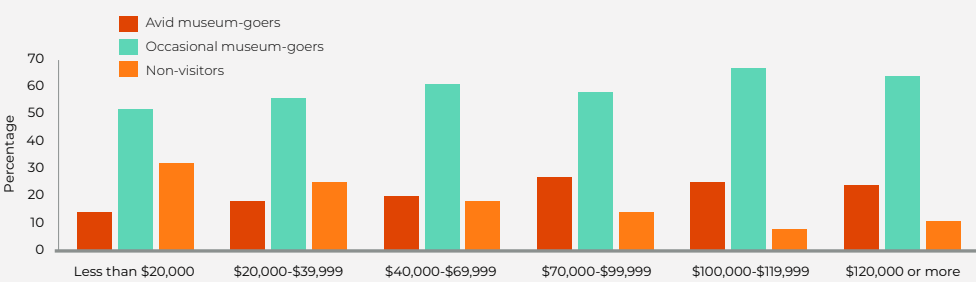
81% OF RESPONDENTS indicated that preserving objects and knowledge from Indigenous history are important functions of museums. Indigenous respondents were even more likely to strongly agree with this statement. The museum clearly has an important role to play in truth and reconciliation but has work to do in engaging with and welcoming Indigenous communities and visitors into the museum.

INCOME

There is a general correlation between higher income and higher museum visitation. Lower income respondents are more likely to be non-visitors and least likely to be avid museum-goers, compared to those in higher income brackets. This indicates that cost is likely a barrier to visitation.

LESS THAN \$20,000
32% NON-VISITORS

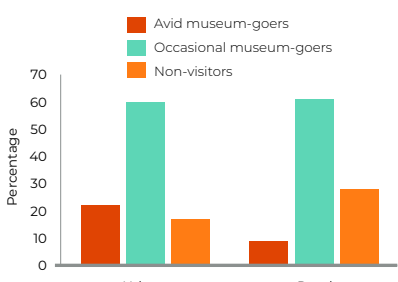
\$100,000 - \$119,999
8% NON-VISITORS



RURAL OR URBAN

22% URBAN AVID MUSEUM-GOERS **8%** RURAL AVID MUSEUM-GOERS

Urban residents are significantly more likely to be avid museum-goers, while rural residents are more likely to be non-visitors. Factors like geographic proximity to large, well-known national or regional museums may affect visitation. There are hundreds of local community museums in rural areas, but the data revealed that **39% OF RESPONDENTS** have never visited a local museum in their community.



HAVE CHILDREN*

Museums are often thought of as places to visit with children and **80% OF RESPONDENTS** agreed that museums are both fun and educational for children. People with children are more likely to be avid museum-goers than those who do not have children, who are more likely to be occasional museum-goers or non-visitors.

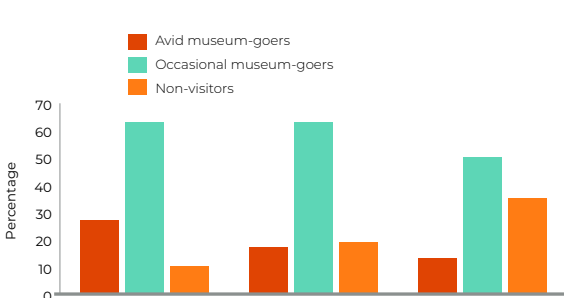


*Question asked: Are you the parent or guardian of any children under the age of 18 who are currently living at home?

EDUCATION

35% HIGH SCHOOL OR LESS NON VISITORS

The more education a person has completed, the more likely they are to visit museums. Those who have completed a university education or higher are the most likely to be avid museum-goers, and the least likely to be non-visitors. Those who have completed a high school education or less are the most likely to be non-visitors and the least likely to be avid museum-goers. As learning institutions, museums have an important role to play in informal education. People who love to learn visit museums throughout their lives.



*Postsecondary degree from a university

**Some college or university, or a college graduate

Canada's population is changing. It is aging, becoming more diverse, more educated, and more urbanized. Knowing who is and is not visiting can help museums respond to those changes and prepare for future visitors today.

All data collected as part of a 2021 national survey, *Museums for Me*, undertaken as part of *Reconsidering Museums*. For detailed information on questions and responses, see the [Museums For Me: Engaging Canadians on the Future of Museums - What We Heard report](#).

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