

# DOORS OPEN

## Culture & Communities Study Visitors to Art Museums

WINTER 2026



DOORS  
OPEN

4 CULTURE

  
**Wilkening Consulting**  
audience research | knowledge curation

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# RESULTS BY SELECTED DISCIPLINES



While most people participate in more than one type of cultural consumption, audience traits by different disciplines do vary *to some degree*.

For example, people who participate in history-related content often have similar traits, as do people who are interested in literary events. Some activities, such as STEM (science, technology, engineering, and math) activities, are more closely tied to life stage, in this case the needs of parents and guardians of minor children.

To help individual cultural organizations better understand their specific audiences, this study examined the key traits of eleven cultural disciplines.



# KEY TRAITS BY DISCIPLINE

Because most cultural consumers participate in a variety of cultural activities, audiences by discipline have far more in common than they differ.



For these results, overall points of agreement were set aside in order to identify more unique traits of individual audiences by discipline. What sets visitors to botanic gardens apart from concert audiences?



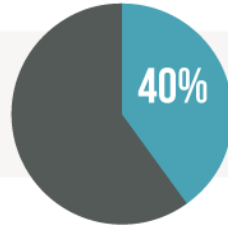
This is intended to enable cultural organizations to focus on emotional touchpoints and behaviors that are more meaningful to their audiences *in addition to those of the overall findings*, as well as to understand where greater concentrations of potential new audiences might be found.

# VISITORS TO ART MUSEUMS

## KEY TRAITS



40% of King County Residents Participating\*



### How they Participate

By visiting an art museum

### Leisure Time Patterns

- More likely to attend performing arts, read for pleasure
- Motivated by curiosity, learning

### How they hear about community events

Word-of-mouth, Facebook, Instagram, emails

### Barriers to participation

Time, cost, distance

### Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Botanic gardens and arboretums, film and cinema, attend cultural festivals

### Desired Outcomes from Cultural Organizations

- Stimulation/support of cognitive health
- Foster creativity
- Improved critical thinking

### Demographic Characteristics

No significant differences by demographic characteristics



\* Participation rates within this segment vary from frequent to sporadic, but all indicated previous participation