

DOORS OPEN

Culture & Communities Study

Visitors to Culturally or Ethnically Specific Museums

WINTER 2026



DOORS
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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?



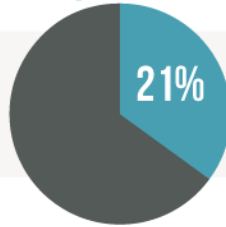
This is intended to enable cultural organizations to focus on emotional touchpoints and behaviors that are more meaningful to their audiences *in addition to those of the overall findings*, as well as to understand where greater concentrations of potential new audiences might be found.

VISITORS TO CULTURALLY OR ETHNICALLY SPECIFIC MUSEUMS

KEY TRAITS



21% of King County Residents Participating*



How they Participate

By visiting a museum dedicated to a specific culture or ethnicity

Leisure Time Patterns

- More likely to participate in traditional culturally-specific activities, attend performing arts
- Motivated to connect with their cultural traditions or heritage *and* to share those culturally enriching experiences with their children

How they hear about community events

Word-of-mouth, Facebook, posters/flyers in neighborhood, Instagram, emails, online calendars

Barriers to participation

Time, cost, distance

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Museums of all types (especially history-based museums), live performances and events of all types (especially film and cinema), history/heritage activities (family history, historic preservation activities, watching documentaries, historic sites)

Desired Outcomes from Cultural Organizations

- Trusting the public can handle difficult content
- Inclusive
- Stimulation/support of cognitive health
- Greater connection to their history and cultural background

Demographic Characteristics

- Slightly more likely to be parents or guardians of elementary-age children
- More likely to have a college degree
- Most diverse audience by race and ethnicity



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