

# CULTURAL ATTRACTION

VISITOR DEMOGRAPHIC REPORT

2024

**CONFIDENTIAL**



**CULTURECOMP**

BY MOREY CONSULTING



# APPROACH

The Visitor Demographic Report is based on 15,395,699 visitors to more than 800 cultural attractions in the 100 largest markets in the US between December 1, 2023, and November 30, 2024 utilizing Azira’s™ GDRP privacy-compliant location identification service (monitors 250,000+ apps in which location identification has been enabled).

This information is combined with Personas developed by PersonaLive™. PersonaLive™ maintains a database on more than 281 million Americans and divides the data into 17 different segments with 81 sub-segments. The segmentation profiles are built on social media usage, retail visitation, website usage, and US Census tract demographics.

Results are matched back to US Census data to improve comparative analytics. These results reflect the characteristics of households, not necessarily the characteristics of visiting parties.

These results can vary significantly by market and cultural type (aquarium, garden, museum, science center, zoo, etc.)

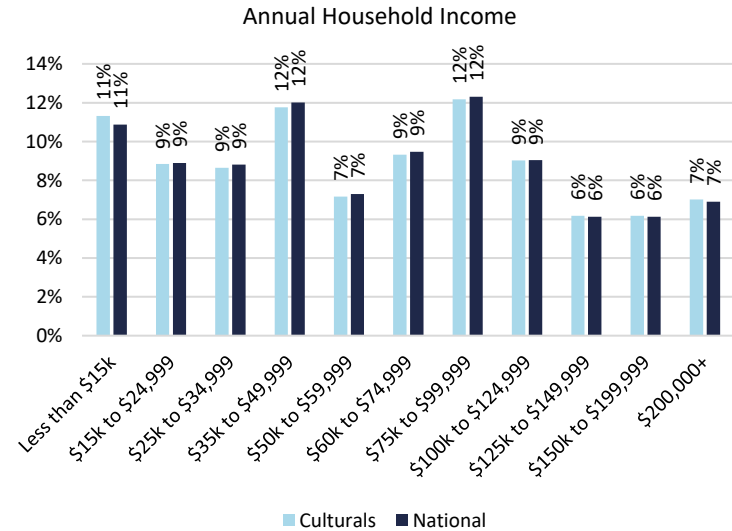
# RESULTS

## INCOME

The median household income of visitors to cultural attractions was similar to the National median.

**\$78,881 – CULTURALS**

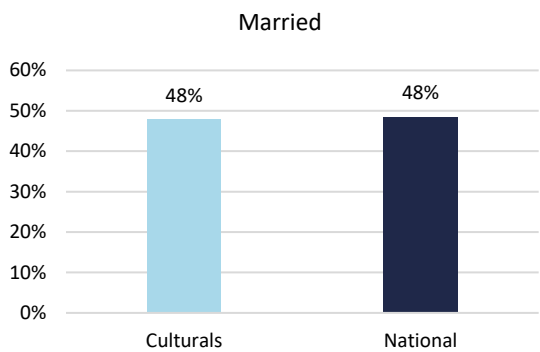
**\$77,719 – NATIONAL**



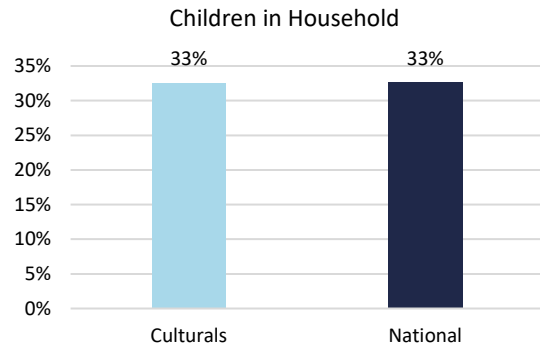


## HOUSEHOLD

The percentage of visitors that are married matches the National Average.



The percentage of visitors that have children in their household matches the National Average.

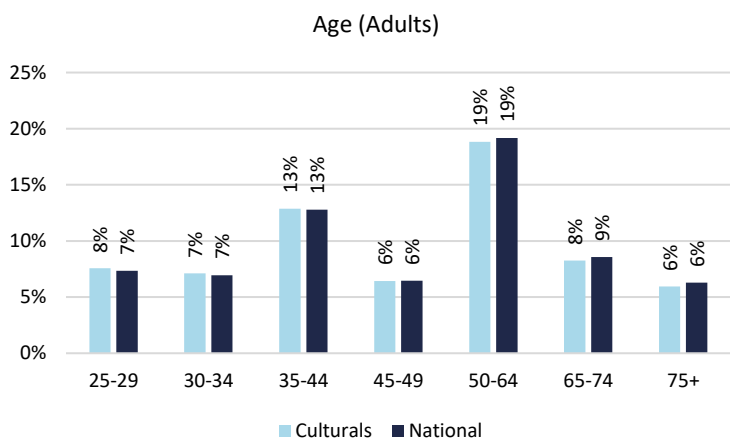


## AGE

The median age of visitors was slightly younger than the National median.

# 38.6 – CULTURALS

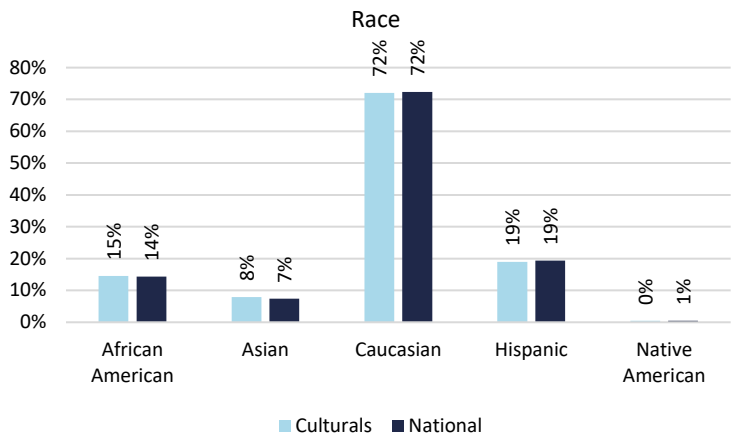
# 39.2 – NATIONAL





## ETHNICITY

Visitor ethnicity reflected the National averages. These results can differ significantly by market.



## EDUCATION

Visitor educational attainment reflected the National averages.

