



Association  
of Children's  
Museums

# **2008 Children's Museums Metrics Reports<sup>©</sup>**

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## Volume 4: Attendance & Memberships

Data in the *2008 Children's Museum Metrics Reports* (Volumes 1-6) are based on the best available information provided by ACM Members in Fall 2007.

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## Introduction

Association of Children's Museums (ACM) maintains a comprehensive database of statistical information on its member museums. This ACM data can be valuable for marketing, fundraising and general museum planning. All data is compiled through ACM membership surveys. Members can access the data using three resources.

- Museum Online Directory
- Query Report Service
- *2008 Children's Museums Metrics Reports*

ACM commissioned the *2008 Children's Museums Metrics Reports* to provide aggregated data suitable for institutional benchmarking, organizational planning and reporting and trend analysis. Based primarily on survey data reported in Fall 2007 by 232 ACM member museums, the complete 100+ report collection includes charts and graphs and comprehensive data in the following volumes.

- Volume 1: Museum Profile
- Volume 2: Building & Facilities
- Volume 3: Finances & Government Relations
- Volume 4: Attendance & Memberships
- Volume 5: Exhibits, Programs & Publications
- Volume 6: Staff

A note of caution: these reports reflect a diverse field. While one institution's strategic priorities might align to produce different measurable outcomes than a peer museum, it is not an indication that one museum is more "successful" than another. What is essential is to have strategic priorities in place and measure the outcomes.

All data were tabulated by AWP Research (Herndon, Virginia), an independent research firm. ACM relies on its members to complete the survey questions in full to attain the most complete and accurate data; although every effort is made to guarantee accuracy, ACM is not responsible for errors in data content.

The *2008 Children's Museums Metrics Reports* are available as online publications only. ACM members can download report sections as PDFs for free from the Members Only section of the ACM Web site. PDF reports are available to nonmembers for \$150 per report section.

### **About ACM**

Founded in 1962, ACM is an international, nonprofit membership organization that builds the capacity of children's museums to serve as town squares for children and families where play inspires creativity and lifelong learning. On behalf of its members, ACM provides training and technical assistance; collects data; establishes professional standards; promotes children's museums; and manages three leadership initiatives Good to Grow!, Diversity in Action and Playing for Keeps.

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## Overview

### ***Project Background***

One of the most important activities of the Association of Children's Museums (ACM) is to provide its members with information and statistics regarding all facets of children's museums. An important tool in this process is the annual *ACM Membership Directory Survey*. In the past, the survey results were provided to ACM members in directory format. The 2008 survey results have been expanded and are provided as the *2008 Children's Museums Metrics Reports*.

### ***Survey Sample***

The survey sample is based upon the 232 member institutions that responded to the *2008 ACM Membership Directory Survey*. The overall participation rate is excellent — virtually all of the ACM membership are represented in the survey sample. However, completion rates (e.g., the number of questions completed by each respondent) is not as robust. Many respondents only partially completed the survey, which placed some constraints on the type and depth of analysis possible.

Prior to implementing the analysis, the raw data were reviewed by ACM staff for anomalous responses. When found, the data were corrected after consulting with the institution in question. In cases where updated data were not available, the response was removed from the sample to avoid substantially skewing the survey results.

While this review/revision process solved the issue of strongly anomalous responses, there were many cases where the responses did not “add up.” This is most commonly seen in the financial portion of the survey, where the values provided for expense and income subcategories often do not sum to their associated line items. This is not an uncommon situation, especially in complex surveys such as this. Affected responses were adjusted or removed on a case-by-case basis during the analysis process to ensure the results were not significantly swayed by “outliers” (i.e., responses that are markedly larger or smaller than the values present in the overall sample). Additionally, the analytical techniques were selected so as to compensate for situations where the data were not in perfect agreement.

### ***Analytical Techniques***

Overall survey results are valuable illustrations of overarching trends and issues. Given the diversity of children's museums, examining the data based solely on overall results limits the scope and value of the research to these generalized trends. To fully explore the findings and metrics, it is necessary to segment the data to explore specific segments independently.

There are many potential ways to segment statistical data such as this — institution size, location, attendance, budget, programmatic activities and several others are all viable segmentation approaches, each with specific benefits. However, selecting a segmentation plan requires pragmatism as well, since there needs to be a sufficient quantity of data in every category upon which to base reliable statistics.

Following extensive discussion and review among the ACM staff and leadership, it was determined that the single most significant and valuable segmentation approach should be based upon the museum’s financial scope — their operating budget. This criterion is the most often requested segmentation point when members request information from ACM, and is an excellent “marker” that drives virtually every facet of a museum’s operation. The specific budget categories used in this report mirror ACM museum membership categories, and are as summarized below.

<b>Museum budget — operating income</b>		
	Percentage of sample	n=
Less than \$250,000	18.1%	42
\$250,000 to \$499,999	15.9%	37
\$500,000 to \$999,999	12.9%	30
\$1 to \$2.9 million	21.6%	50
\$3 to \$4.9 million	6.9%	16
\$5 million and greater	8.2%	19
No response	16.4%	38

As you can see, the number of responses in the \$3 to \$4.9 million and the \$5 million and greater categories is fairly small (16 and 19 respectively). However, given the significant operational differences between museums of these sizes, it was determined that it would be more valuable to analyze them separately rather than group them into a “\$3 million or greater” category. The 38 institutions that did not specify their operating income were excluded from all analyses based on this segmentation approach.

In addition to museum budget size, attendance is also a key criterion to help put the data in perspective, and make it possible to benchmark results against a specific “peer group” of institutions. Several segmentation approaches were explored, with the following method receiving the greatest level of support among ACM key stakeholders:

**Museum on-site attendance**

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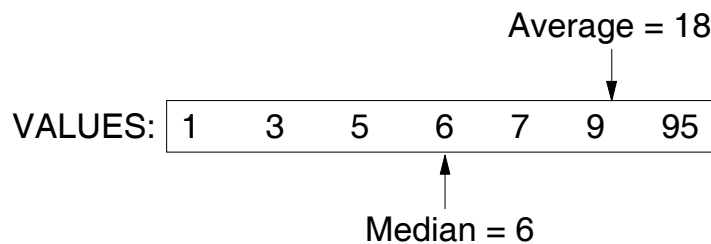
	Percentage of sample	n=
Less than 25,000	21.1%	49
25,000–49,999	17.7%	41
50,000–124,999	20.7%	48
125,000–249,999	15.9%	37
250,000 and greater	11.6%	27
No response	12.9%	30

The attendance-based segmentation is not used as extensively as the museum budget size segmentation, but is provided in many areas of the report when appropriate.

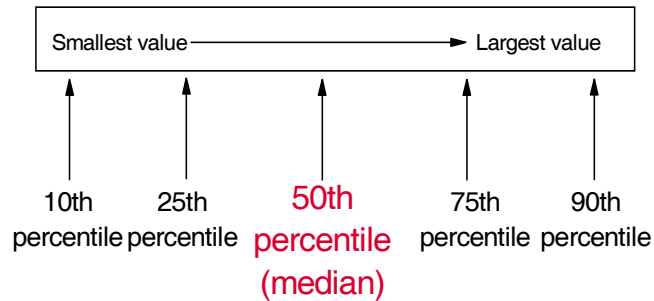
In addition to museum budget size and attendance, two other variables were used to segment the data — museum age (based upon a museum’s opening date), and museum location (using the categories of urban, suburban and rural). These two approaches are used in only a few tables in the report to illustrate specific issues/findings.

**Statistical Definitions**

The **average** (also called the mean) and the **median** are two summary statistics used throughout this report to describe the data collected. Though closely related, each describes a different facet of the data. The average is computed by taking the sum of all responses divided by the number of responses. The median is computed by ordering all responses, then taking the response which falls at the midpoint. As illustrated in the diagram below, the average is influenced by very large or very small numbers; the median is not. This typically makes the median a more representative indicator of the data when there are relatively small sample sizes or significant outliers.



Percentiles are a variation on the median, and are especially helpful interpretation aids. As illustrated previously, the median splits the data into two equal parts. Percentiles go one step further, splitting the data into additional parts. It is common to use either three segments (25<sup>th</sup>, 50<sup>th</sup> and 75<sup>th</sup>) or five (10<sup>th</sup>, 25<sup>th</sup>, 50<sup>th</sup>, 75<sup>th</sup> and 90<sup>th</sup>), but any number of divisions can be made.



To ensure individual data elements cannot be related to a specific respondent, a full suite of percentiles (10<sup>th</sup>, 25<sup>th</sup>, 50<sup>th</sup>, 75<sup>th</sup> and 90<sup>th</sup>) is provided only when there are at least 10 responses in the subsample. A smaller set of percentiles (25<sup>th</sup>, 50<sup>th</sup> and 75<sup>th</sup>) is provided when there are six to nine respondents in the subsample. The median is the only statistic provided when there are three to five respondents. No data are provided when there are fewer than three respondents.

Percentiles help in data interpretation by providing a snapshot overview of the full sample. For example, the following values are seen when exploring the adult admission price:

- ▶ 10<sup>th</sup> percentile = \$3.00
- ▶ 25<sup>th</sup> percentile = \$4.62
- ▶ 50<sup>th</sup> percentile (also known as the median) = \$6.00
- ▶ 75<sup>th</sup> percentile = \$7.50
- ▶ 90<sup>th</sup> percentile = \$9.00

This means that while the “typical” museum in the sample charges \$6 for an adult admission, there is a wide distribution of responses — one in ten museums charge \$3 or less, and one in ten charge \$9 or more.

This approach is used extensively throughout the report, and provides a quantitative quick overview of the data scope. More importantly, it allows you to quickly benchmark your institution against the overall sample and, in many cases, against your peer group based on operating income and/or admission.

## IV. Attendance & Memberships

Volume 4 explores a variety of issues related to attendance and membership. Attendance issues are examined first, beginning with raw attendance numbers segmented into two broad categories: school groups, and total attendance. Within each category the data are further segmented by on-site and off-site visits.

One of the most common questions encountered when examining these types of tables is “why don’t the numbers add up?” For example, Exhibit 4.1 reports that the median on-site attendance is 64,141 visitors, and the median off-site attendance is 7,570. Given these values, one might expect the median total attendance to be 71,711. Instead, it is 65,201. There are several reasons why this occurs, including different sample bases (202 institutions reported their on-site visits, only 130 reported their off-site visits, and some reported just their total attendance) and the fact that percentiles, by design, are not intended to sum to their corresponding line items. The numbers presented in the tables are accurate based upon the data provided, and each line in the table should be considered independently of each other.

To put the raw numbers in perspective, and compensate for the different sample sizes, Exhibits 4.8 to 4.10 examine the ratio of on-site to off-site visitors for total attendance. Overall, an average of 88.7% of the total attendance reported is from on-site visits. Only modest variations are seen when the data are segmented by museum budget size and attendance.

Exhibit 4.11 examines the percentage of total attendance attributed to free or sponsored admission (excluding free admission that is part of a membership benefit). Again, while there is significant range to the data, the typical institution — regardless of budget size or attendance — reports that about 10% of their total attendance is free or sponsored. A similar situation (i.e., a significant range but consistent medians across all segments) is seen regarding the attendance attributed to children ages 1 to 12 in Exhibit 4.12.

The attendance tables conclude with a presentation of the number of Web hits in the past year. Note that these latter data are based on only 73 responses.

Membership metrics begin with the basics — how much museums charge for membership. Although this appears at first glance to be a straightforward issue, it is somewhat difficult to quantify given the wide variety of membership levels across the ACM membership. Thus, the data collected on membership costs were aggregated, and grouped into two basic categories — the least expensive and most expensive membership levels. Exhibit 4.14 shows that the “typical” museum reports that their least expensive membership level is \$50, and their most expensive is \$150.

Exhibits 4.15 and 4.16 explore the total number of memberships (segmented by individual/family/senior and corporate) and the membership renewal rate. Note the wide range of responses for both metrics — while the “typical” institution reports having 1,100 individual/family/senior members and a 50% renewal rate, there is a strong level of variability to the data, especially when segmented by museum budget size and attendance.

Exhibit 4.17 explores the membership benefits offered. Free admission is the only benefit offered by 100% of the respondents with members, and this free admission is nearly always on an unlimited basis (see Exhibit 4.18). The remaining benefits show varying levels of popularity, again with strong variations based upon museum budget size and attendance levels.

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***Exhibit 4.1: Attendance Overview***

		10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=
School group attendance	On-site visits	1,322	4,500	<b>10,000</b>	24,073	45,055	187
	Number served off-site	169	1,039	<b>3,345</b>	10,000	29,007	102
	Total	1,473	5,295	<b>12,108</b>	29,108	61,189	194
Total attendance	On-site visits	11,371	25,096	<b>64,141</b>	176,722	281,140	202
	Number served off-site	1,000	2,545	<b>7,570</b>	20,000	60,040	130
	Total	12,352	28,438	<b>65,201</b>	184,291	325,981	222

***Exhibit 4.2: Attendance Overview for Museums < \$250,000***

		10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=
School group attendance	On-site visits	181	628	<b>3,558</b>	8,095	11,366	32
	Number served off-site	84	803	<b>2,000</b>	4,175	7,715	14
	Total	202	1,141	<b>5,479</b>	10,921	16,868	34
Total attendance	On-site visits	3,520	9,584	<b>15,628</b>	26,527	39,036	36
	Number served off-site	240	1,000	<b>2,530</b>	6,015	17,275	20
	Total	4,223	10,853	<b>18,343</b>	31,500	45,092	41

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***Exhibit 4.3: Attendance Overview for Museums \$250,000–\$499,999***

		10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=
School group attendance	On-site visits	465	2,463	<b>5,094</b>	9,430	15,784	32
	Number served off-site	43	776	<b>1,500</b>	3,906	10,041	21
	Total	600	3,079	<b>6,190</b>	16,893	21,703	33
Total attendance	On-site visits	12,309	21,875	<b>30,684</b>	44,207	52,469	34
	Number served off-site	700	1,500	<b>4,679</b>	11,012	19,218	23
	Total	16,441	24,453	<b>37,000</b>	49,724	61,120	37

***Exhibit 4.4: Attendance Overview for Museums \$500,000–\$999,999***

		10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=
School group attendance	On-site visits	2,400	4,594	<b>5,991</b>	12,727	47,000	27
	Number served off-site	383	850	<b>1,447</b>	7,748	21,568	14
	Total	2,718	4,594	<b>6,467</b>	14,033	56,586	27
Total attendance	On-site visits	36,004	45,282	<b>73,748</b>	80,577	103,400	27
	Number served off-site	665	2,710	<b>7,473</b>	10,000	46,100	16
	Total	39,878	54,217	<b>73,623</b>	90,426	127,500	30

***Exhibit 4.5: Attendance Overview for Museums \$1–\$2.9 Million***

		10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=
School group attendance	On-site visits	7,436	11,041	<b>18,769</b>	28,057	38,600	43
	Number served off-site	910	2,941	<b>8,328</b>	13,655	35,790	26
	Total	7,770	11,371	<b>23,114</b>	38,274	56,558	45
Total attendance	On-site visits	59,757	89,359	<b>128,348</b>	201,402	241,124	47
	Number served off-site	2,721	4,500	<b>11,010</b>	32,000	106,719	35
	Total	54,810	95,352	<b>139,906</b>	226,093	311,853	50

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**Exhibit 4.6: Attendance Overview for Museums \$3–\$4.9 Million**

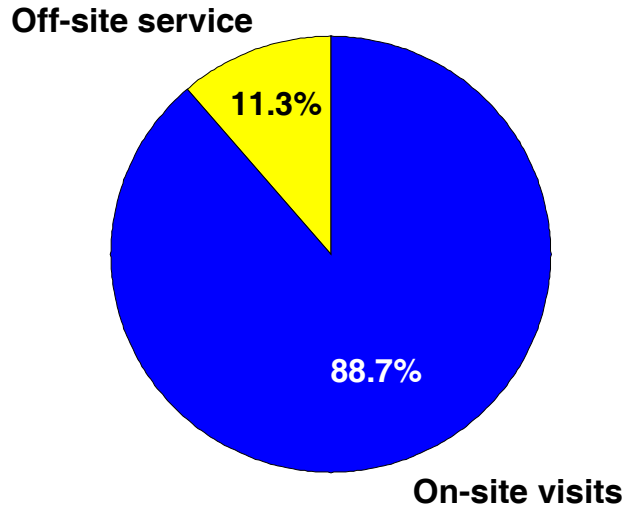
		10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=
School group attendance	On-site visits	9,158	14,706	<b>25,428</b>	31,846	68,945	16
	Number served off-site	75	1,075	<b>14,175</b>	36,204	62,139	10
	Total	12,765	17,297	<b>33,382</b>	59,742	97,218	16
Total attendance	On-site visits	110,387	180,251	<b>219,919</b>	281,290	327,408	16
	Number served off-site	81	2,960	<b>18,744</b>	59,440	83,361	12
	Total	140,334	199,539	<b>243,689</b>	313,421	335,024	16

**Exhibit 4.7: Attendance Overview for Museums \$5 Million+**

		10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=
School group attendance	On-site visits	19,380	24,671	<b>44,000</b>	89,146	159,641	17
	Number served off-site	**	7,131	<b>10,000</b>	29,627	**	9
	Total	19,380	37,469	<b>50,764</b>	101,591	161,641	17
Total attendance	On-site visits	237,959	298,913	<b>404,470</b>	606,354	1,375,212	17
	Number served off-site	812	8,256	<b>26,691</b>	132,381	449,987	13
	Total	252,193	355,333	<b>410,739</b>	858,652	1,819,806	18

# Attendance Source Profile

As a Percentage of Total Attendance Including School Groups



All data are averages  
n=192

**Exhibit 4.8**

## Exhibit 4.9: Attendance Source Profile by Museum Budget

Data are the average amount each source contributes to total attendance.

	< \$250,000	\$250,000– \$499,999	\$500,000– \$999,999	\$1–\$2.9 million	\$3–\$4.9 million	\$5 million+
Total on-site visits	90.6%	87.4%	92.1%	84.7%	90.5%	91.0%
Total served off-site	9.4%	12.6%	7.9%	15.3%	9.5%	9.0%
n=	32	34	26	48	16	16

## Exhibit 4.10: Attendance Source Profile by Museum Attendance

Data are the average amount each source contributes to total attendance.

	< 25,000	25,000– 49,999	50,000– 124,999	125,000– 249,999	250,000+
Total on-site visits	87.2%	90.3%	88.7%	91.9%	91.6%
Total served off-site	12.8%	9.7%	11.3%	8.1%	8.3%
n=	46	37	46	36	25

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**Exhibit 4.11: Attendance Ratios: Free or Sponsored**

*Data are percentage of total attendance attributed to free or sponsored admissions (excluding membership benefits).*

	10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=	
Overall	3.1%	6.9%	<b>10.0%</b>	20.0%	44.2%	153	
Budget (operating income)	< \$250,000	1.0%	6.3%	<b>11.5%</b>	26.3%	48.6%	26
	\$250,000–\$499,999	1.8%	5.0%	<b>8.0%</b>	20.0%	32.0%	27
	\$500,000–\$999,999	4.0%	6.0%	<b>10.0%</b>	18.0%	19.8%	23
	\$1–\$2.9 million	3.8%	7.0%	<b>13.0%</b>	20.0%	41.3%	38
	\$3–\$4.9 million	2.4%	5.4%	<b>9.0%</b>	17.0%	42.4%	13
	\$5 million+	2.8%	5.0%	<b>12.0%</b>	28.0%	75.4%	15
Attendance (on-site)	< 25,000	1.1%	8.0%	<b>10.0%</b>	30.0%	49.7%	30
	25,000–49,999	1.7%	5.0%	<b>9.5%</b>	12.3%	31.6%	26
	50,000–124,999	3.6%	7.0%	<b>15.0%</b>	20.0%	63.8%	37
	125,000–249,999	2.0%	6.5%	<b>11.0%</b>	17.0%	34.0%	29
	250,000+	3.6%	5.0%	<b>10.5%</b>	23.9%	53.3%	22

**Exhibit 4.12: Attendance Attributed to Children (Ages 1-12)**

	10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=	
Overall	40.0%	52.5%	<b>60.0%</b>	70.0%	80.0%	169	
Budget (operating income)	< \$250,000	45.8%	58.0%	<b>69.0%</b>	75.0%	87.0%	32
	\$250,000–\$499,999	39.2%	54.8%	<b>60.0%</b>	70.0%	84.5%	30
	\$500,000–\$999,999	48.5%	53.0%	<b>56.5%</b>	70.5%	80.0%	24
	\$1–\$2.9 million	28.6%	50.0%	<b>56.5%</b>	63.5%	75.3%	38
	\$3–\$4.9 million	31.6%	44.0%	<b>58.0%</b>	71.0%	80.8%	13
	\$5 million+	21.0%	40.0%	<b>56.5%</b>	62.3%	71.0%	14
Attendance (on-site)	< 25,000	40.7%	58.0%	<b>67.5%</b>	75.0%	81.5%	36
	25,000–49,999	41.6%	55.0%	<b>60.0%</b>	71.5%	78.5%	32
	50,000–124,999	29.6%	52.3%	<b>57.5%</b>	75.8%	84.1%	38
	125,000–249,999	40.1%	49.3%	<b>54.5%</b>	62.8%	72.7%	30
	250,000+	26.8%	40.0%	<b>58.0%</b>	64.0%	70.0%	21

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**Exhibit 4.13: Web Hits in Past Year**

	10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=	
Overall	25,000	47,500	<b>200,000</b>	1,231,175	5,220,140	73	
Budget (operating income)	< \$250,000	**	<b>580,000</b>	**	**	3	
	\$250,000–\$499,999	25,500	31,990	<b>39,754</b>	311,032	855,471	10
	\$500,000–\$999,999	20,632	38,000	<b>72,165</b>	482,058	3,589,616	13
	\$1–\$2.9 million	21,000	62,500	<b>152,486</b>	1,436,636	4,051,668	21
	\$3–\$4.9 million	**	236,225	<b>3,446,765</b>	9,285,715	**	8
	\$5 million+	139,518	344,845	<b>933,869</b>	2,406,944	22,200,000	12
Attendance (on-site)	< 25,000	**	<b>219,038</b>	**	**	5	
	25,000–49,999	**	10,636	<b>32,384</b>	345,757	**	9
	50,000–124,999	32,065	39,666	<b>75,400</b>	750,000	3,589,616	23
	125,000–249,999	25,000	120,000	<b>200,000</b>	2,340,000	5,700,000	19
	250,000+	153,100	336,070	<b>965,586</b>	7,850,447	19,800,000	16

**Exhibit 4.14: Membership Prices**

		Least expensive membership level					
		10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=
Overall		\$24	\$35	<b>\$50</b>	\$65	\$85	206
Budget (operating income)	< \$250,000	\$20	\$30	<b>\$45</b>	\$56	\$76	38
	\$250,000–\$499,999	\$25	\$35	<b>\$45</b>	\$65	\$88	35
	\$500,000–\$999,999	\$20	\$30	<b>\$53</b>	\$73	\$105	30
	\$1–\$2.9 million	\$24	\$40	<b>\$50</b>	\$75	\$99	47
	\$3–\$4.9 million	\$22	\$36	<b>\$63</b>	\$79	\$88	16
	\$5 million+	\$8	\$50	<b>\$68</b>	\$80	\$103	18
Museum age (date of opening)	1990 or earlier	\$20	\$30	<b>\$50</b>	\$65	\$80	79
	1991–2000	\$25	\$40	<b>\$50</b>	\$63	\$80	73
	2001–2008	\$21	\$35	<b>\$50</b>	\$80	\$100	50

		Most expensive membership level					
		10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=
Overall		\$92	\$100	<b>\$150</b>	\$500	\$1,000	206
Budget (operating income)	< \$250,000	\$75	\$100	<b>\$250</b>	\$625	\$1,400	38
	\$250,000–\$499,999	\$100	\$100	<b>\$150</b>	\$300	\$1,000	35
	\$500,000–\$999,999	\$62	\$100	<b>\$145</b>	\$312	\$1,000	30
	\$1–\$2.9 million	\$100	\$120	<b>\$150</b>	\$500	\$1,000	47
	\$3–\$4.9 million	\$93	\$125	<b>\$223</b>	\$500	\$1,000	16
	\$5 million+	\$105	\$147	<b>\$250</b>	\$1,000	\$7,249	18
Museum age (date of opening)	1990 or earlier	\$75	\$125	<b>\$190</b>	\$500	\$1,000	79
	1991–2000	\$83	\$100	<b>\$140</b>	\$500	\$1,000	73
	2001–2008	\$96	\$100	<b>\$150</b>	\$368	\$1,000	50

**Exhibit 4.15: Total Number of Memberships**

		Individual, Family, and Senior Memberships					
		10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=
Overall		128	320	<b>1,100</b>	2,700	5,369	171
Budget (operating income)	< \$250,000	53	124	<b>226</b>	487	999	32
	\$250,000–\$499,999	100	203	<b>400</b>	835	1,000	30
	\$500,000–\$999,999	345	775	<b>1,160</b>	1,749	2,165	25
	\$1–\$2.9 million	745	1,350	<b>2,182</b>	3,513	5,369	41
	\$3–\$4.9 million	563	1,703	<b>3,116</b>	5,056	8,155	16
	\$5 million+	1,202	4,477	<b>7,787</b>	15,223	35,103	16
Museum age (date of opening)	1990 or earlier	282	1,006	<b>1,800</b>	4,581	9,360	71
	1991–2000	166	316	<b>850</b>	2,186	3,615	57
	2001–2008	51	128	<b>325</b>	1,100	2,180	40
Attendance (on-site)	< 25,000	55	116	<b>227</b>	424	552	34
	25,000–49,999	109	216	<b>400</b>	850	1,185	33
	50,000–124,999	515	922	<b>1,200</b>	1,800	2,207	39
	125,000–249,999	1,365	1,966	<b>2,990</b>	3,919	5,243	32
	250,000+	1,393	3,000	<b>6,965</b>	9,949	26,142	23

*Table continued on following page*

**Exhibit 4.15: Total Number of Memberships**

		Corporate Memberships					
		10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=
Overall		3	5	17	41	110	64
Budget (operating income)	< \$250,000	2	4	8	21	132	12
	\$250,000–\$499,999	**	2	5	23	**	9
	\$500,000–\$999,999	**	1	4	17	**	7
	\$1–\$2.9 million	4	7	20	44	152	14
	\$3–\$4.9 million	**	11	24	74	**	9
	\$5 million+	11	21	66	98	485	10
Museum age (date of opening)	1990 or earlier	3	7	24	63	250	29
	1991–2000	1	4	12	31	94	22
	2001–2008	2	4	8	21	117	12
Attendance (on-site)	< 25,000	1	3	5	20	28	12
	25,000–49,999	1	3	5	38	101	11
	50,000–124,999	2	5	13	44	98	14
	125,000–249,999	3	11	23	37	253	12
	250,000+	8	12	54	83	344	14

**Exhibit 4.16: Membership Renewal Rate**

	10 <sup>th</sup> percentile	25 <sup>th</sup> percentile	50 <sup>th</sup> percentile (median)	75 <sup>th</sup> percentile	90 <sup>th</sup> percentile	n=	
Overall	25.0%	39.5%	50.0%	73.5%	85.0%	125	
Budget (operating income)	< \$250,000	23.0%	57.8%	75.0%	85.0%	91.0%	24
	\$250,000–\$499,999	22.0%	41.0%	53.0%	85.0%	90.0%	19
	\$500,000–\$999,999	17.7%	30.0%	45.0%	59.5%	76.0%	18
	\$1–\$2.9 million	25.5%	39.0%	47.0%	57.5%	79.7%	30
	\$3–\$4.9 million	24.5%	27.4%	40.0%	54.5%	76.0%	14
	\$5 million+	32.0%	40.4%	45.5%	60.0%	67.8%	14
Museum age (date of opening)	Before 1990	28.5%	40.0%	50.0%	73.0%	80.3%	56
	1990–1999	24.4%	40.0%	50.0%	78.0%	86.6%	43
	2000–2008	19.0%	28.7%	46.5%	68.7%	90.0%	24
Attendance (on-site)	< 25,000	30.0%	60.0%	76.5%	85.5%	91.4%	22
	25,000–49,999	22.4%	40.0%	51.0%	75.0%	88.0%	23
	50,000–124,999	17.4%	35.0%	45.0%	56.0%	86.0%	27
	125,000–249,999	25.0%	37.5%	43.5%	53.3%	75.5%	28
	250,000+	24.5%	38.9%	45.5%	63.8%	69.9%	20

**2008 Children's Museums Metrics Reports<sup>®</sup>**

**Exhibit 4.17: Family Membership Benefits**

		<i>Data are the percentage indicating the presence of each service/benefit. Sample base is the 208 museums with family memberships.</i>			
		Free admission	Museum newsletter subscription	Gift shop discount	Discount on special programs/ birthday parties
Overall		100.0%	86.5%	77.4%	91.3%
Budget (operating income)	< \$250,000	100.0%	81.6%	63.2%	89.5%
	\$250,000–\$499,999	100.0%	85.7%	74.3%	91.4%
	\$500,000–\$999,999	100.0%	86.7%	80.0%	96.7%
	\$1–\$2.9 million	100.0%	87.2%	83.0%	93.6%
	\$3–\$4.9 million	100.0%	87.5%	93.8%	87.5%
	\$5 million+	100.0%	94.4%	94.4%	88.9%
Museum age (date of opening)	Before 1990	100.0%	91.4%	85.2%	93.8%
	1990–1999	100.0%	86.3%	71.2%	87.7%
	2000–2008	100.0%	80.0%	72.0%	92.0%
Attendance (on-site)	< 25,000	100.0%	88.9%	53.3%	86.7%
	25,000–49,999	100.0%	79.5%	82.1%	89.7%
	50,000–124,999	100.0%	83.3%	85.7%	97.6%
	125,000–249,999	100.0%	94.3%	91.4%	97.1%
	250,000+	100.0%	91.7%	95.8%	83.3%

*Table continued on following page*

**Exhibit 4.17: Family Membership Benefits**

		Invitations to members-only events	Special member mailings	ASTC Passport Program	Other
Overall		80.3%	63.0%	24.0%	22.1%
Budget (operating income)	< \$250,000	63.2%	55.3%	5.3%	13.2%
	\$250,000–\$499,999	74.3%	42.9%	17.1%	14.3%
	\$500,000–\$999,999	83.3%	70.0%	16.7%	30.0%
	\$1–\$2.9 million	89.4%	76.6%	38.3%	23.4%
	\$3–\$4.9 million	93.8%	62.5%	56.3%	37.5%
	\$5 million+	94.4%	77.8%	44.4%	33.3%
Museum age (date of opening)	Before 1990	85.2%	70.4%	42.0%	25.9%
	1990–1999	79.5%	61.6%	17.8%	15.1%
	2000–2008	72.0%	52.0%	6.0%	26.0%
Attendance (on-site)	< 25,000	73.3%	92.2%	6.7%	15.6%
	25,000–49,999	76.9%	59.0%	15.4%	23.1%
	50,000–124,999	81.0%	76.2%	31.0%	23.8%
	125,000–249,999	91.4%	68.6%	45.7%	31.4%
	250,000+	91.7%	70.8%	33.3%	25.0%

**Exhibit 4.18: Type of Free Admission Received**

		Limited	Unlimited	No response
Overall		4.3%	<b>94.2%</b>	1.4%
Budget (operating income)	< \$250,000	10.5%	<b>86.8%</b>	2.6%
	\$250,000–\$499,999	2.9%	<b>97.1%</b>	0.0%
	\$500,000–\$999,999	0.0%	<b>96.7%</b>	3.3%
	\$1–\$2.9 million	6.4%	<b>93.6%</b>	0.0%
	\$3–\$4.9 million	0.0%	<b>93.8%</b>	6.3%
	\$5 million+	0.0%	<b>100.0%</b>	0.0%
Museum age (date of opening)	Before 1990	3.7%	<b>96.3%</b>	0.0%
	1990–1999	2.7%	<b>95.9%</b>	1.4%
	2000–2008	6.0%	<b>90.0%</b>	4.0%
Attendance (on-site)	< 25,000	8.9%	<b>91.1%</b>	0.0%
	25,000–49,999	5.1%	<b>89.7%</b>	5.1%
	50,000–124,999	2.4%	<b>97.6%</b>	0.0%
	125,000–249,999	2.9%	<b>94.3%</b>	2.9%
	250,000+	4.2%	<b>95.8%</b>	0.0%