

Memo



To: ACM Members
From: Jeannette Thomas, Program Officer, Membership
Date: September 18, 2009
Re: Quick Poll Results: Summer Attendance Trends

Last month, ACM asked children's museum CEOs about attendance at their museum in July, 2009, and July, 2008. Many museums responded — more than 100 international and U.S. museums reported attendance. The good news is that U.S. attendance, on average, was higher in July, 2009, than in July, 2008. The bad news is that internationally, as well as in certain U.S. states, attendance was lower when compared to July, 2008.

As you review the charts, remember that the goal of this poll was to give a broad idea of attendance trends in by country, region and state. Multiple factors influenced the results.

- Not all countries, regions and states had the same number of museums report attendance.
- Some museums have raised their admission prices in the previous year, while others retained the same pricing structure or did not charge admission.
- Other museums expanded their buildings or opened major, new exhibits, which influenced attendance.
- Weather affected attendance: some respondents stated that rainy weather was a positive influence.

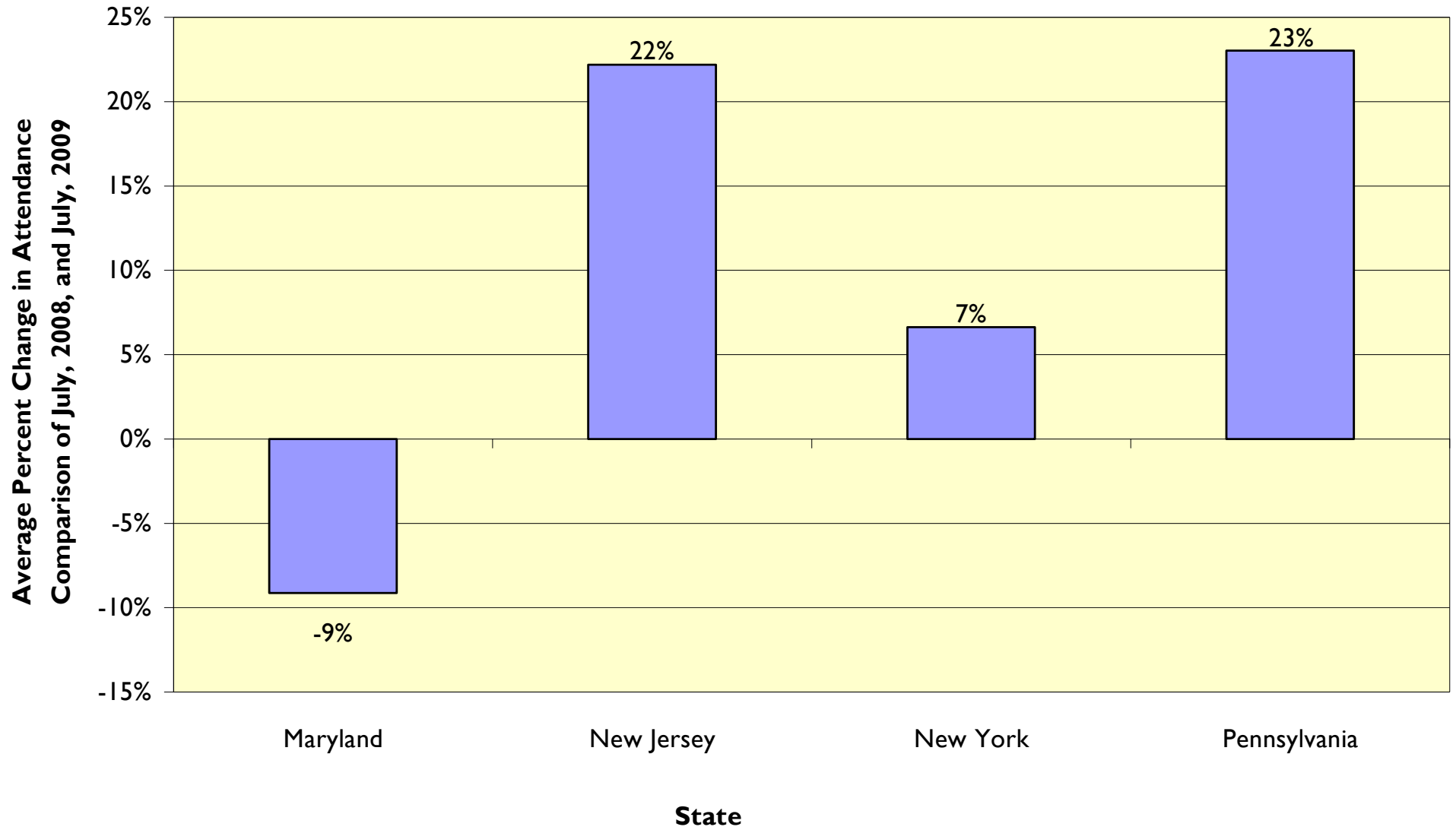
Bottom line — although the economic downturn has affected every museum, it is not the sole, determining factor for museum attendance.

This report includes eight charts describing attendance trends. Each chart uses a percentage to show how much higher or lower attendance was in July, 2009, when compared to July, 2008. The charts describe:

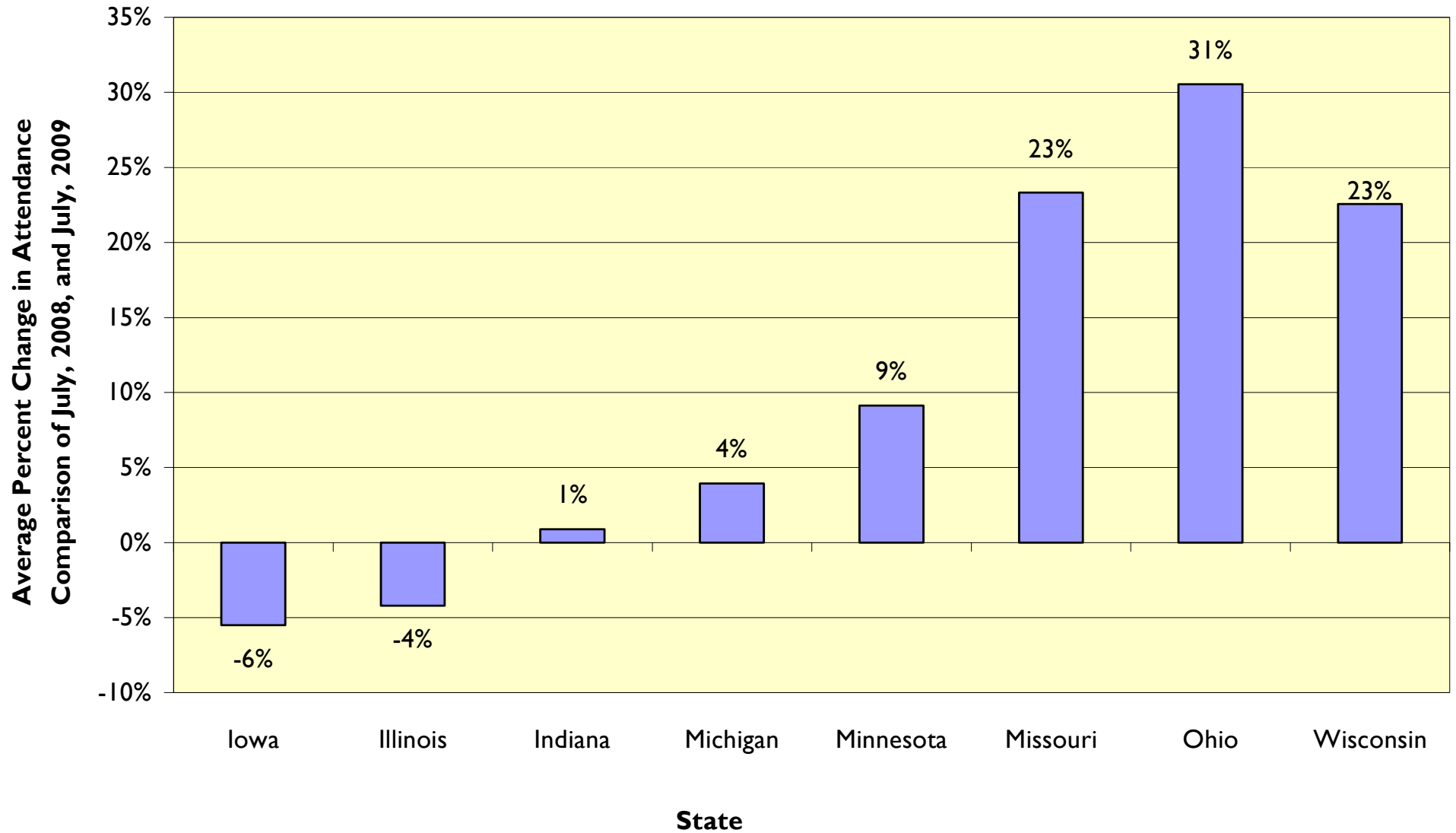
- 1) Mid-Atlantic region attendance trends by state
- 2) Mid-West region attendance trends by state
- 3) Mountain-Plains region attendance trends by state
- 4) New England region attendance trends by state
- 5) Southeastern region attendance trends by state
- 6) Western region attendance trends by state
- 7) International attendance trends by country
- 8) Overall attendance trends internationally and for six U.S. regions

I hope you find this information helpful, and again, thank you for taking the time to report your attendance data. Please contact me by email at Jeannette.Thomas@ChildrensMuseums.org or at 202-898-1080 if you have any questions.

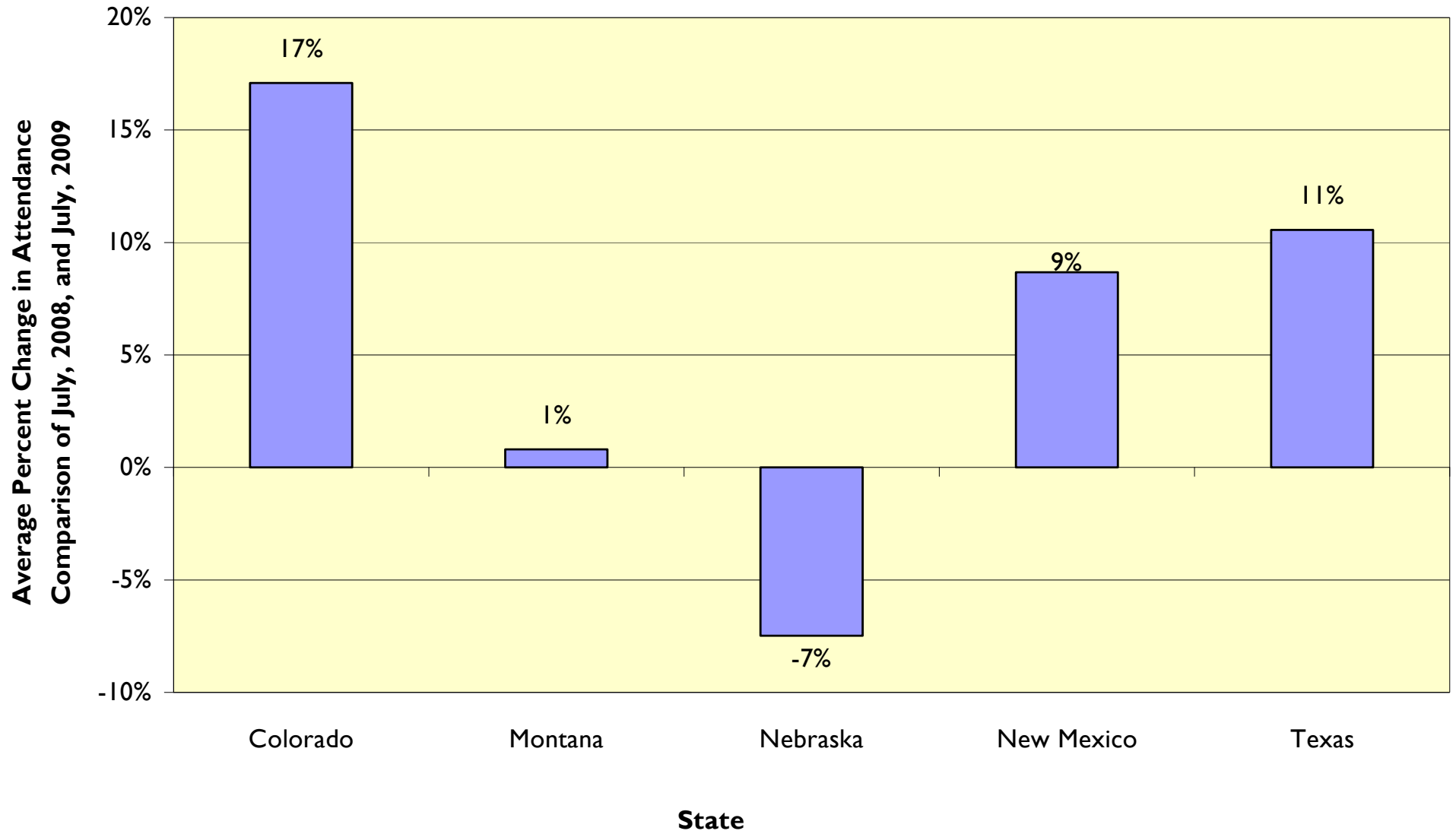
Mid-Atlantic Region Attendance Trends by State



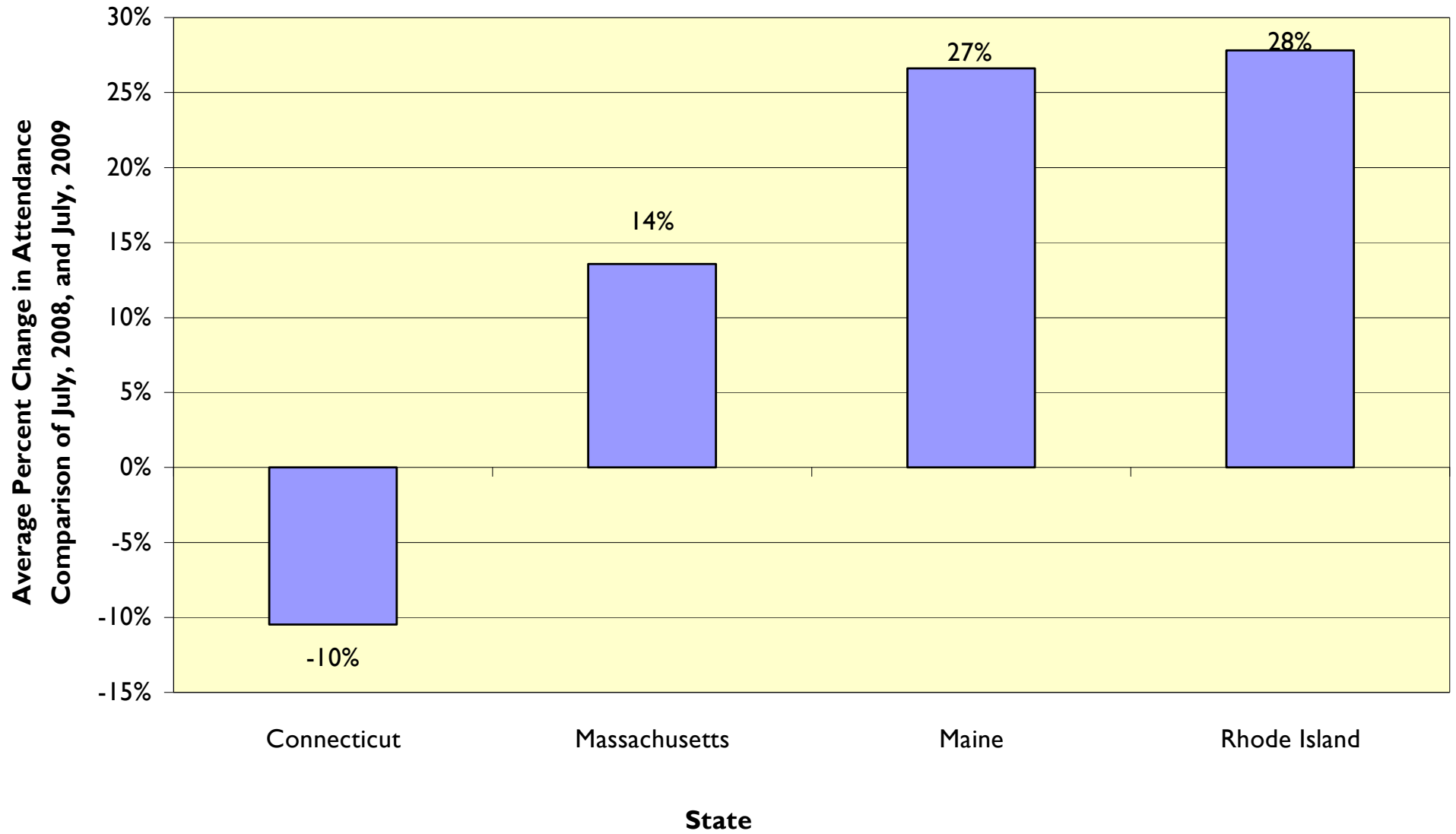
Mid-West Region Attendance Trends by State



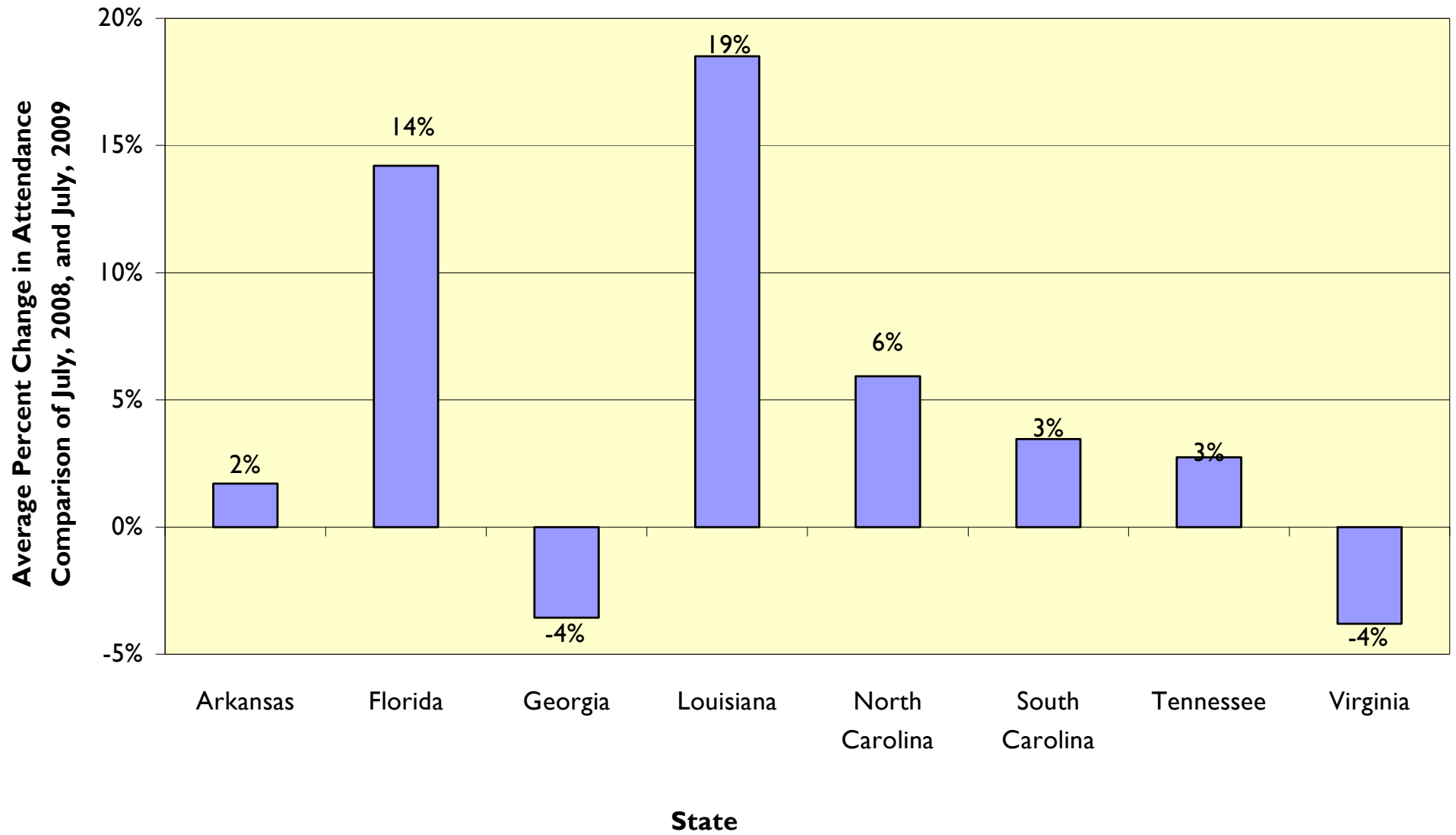
Mountain-Plains Region Attendance Trends by State



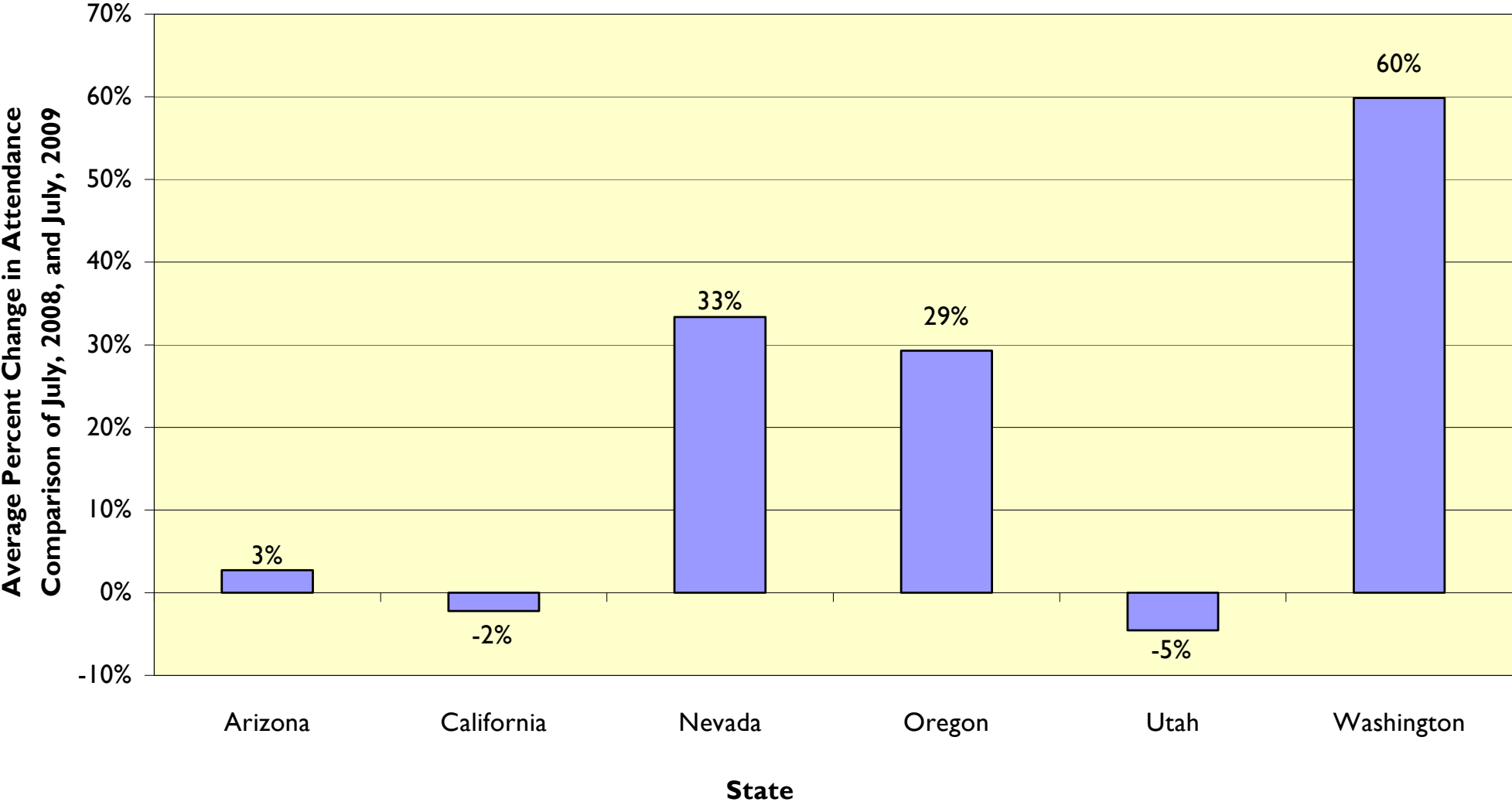
New England Region Attendance Trends by State



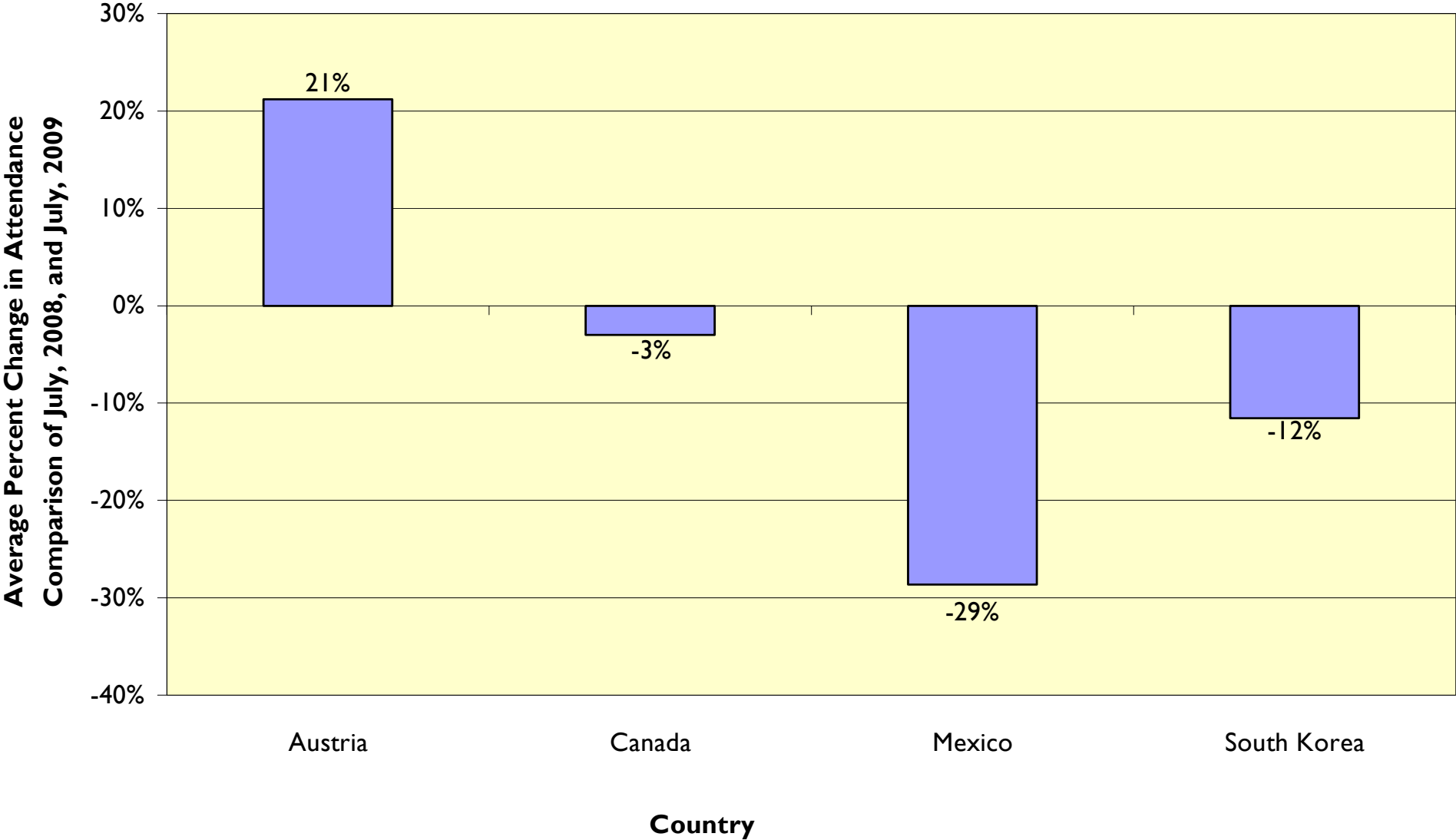
Southeastern Region Attendance Trends by State



Western Region Attendance Trends by State



International Attendance Trends by Country



Overall Attendance Trends

