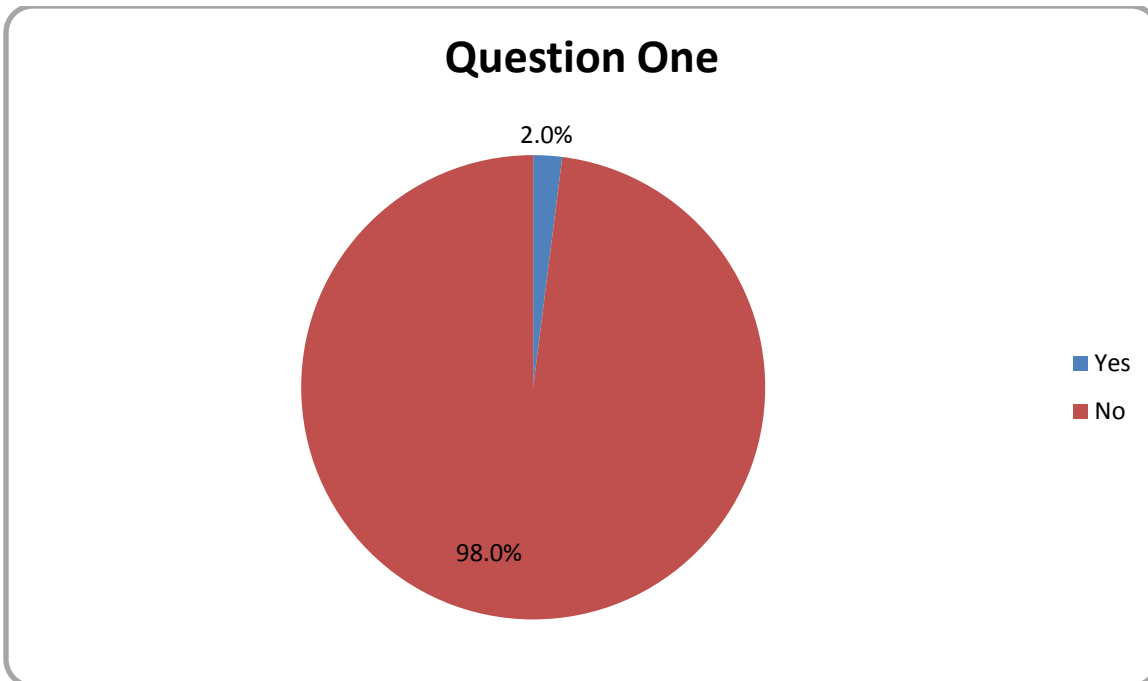


Association of Children's Museums
Quick Poll Survey Results: Use of Mobile Phone Apps in Children's Museums

In October, 2010, the Association of Children's Museums (ACM) surveyed directors of its museum members, which include children's museums, science centers and museums that serve families and children, about their use of apps designed for mobile phones. While the vast majority of respondents replied that they are interested in this technology, only a few are seriously considering whether to create a mobile phone app.

Question One:
Does your museum have a mobile device app?

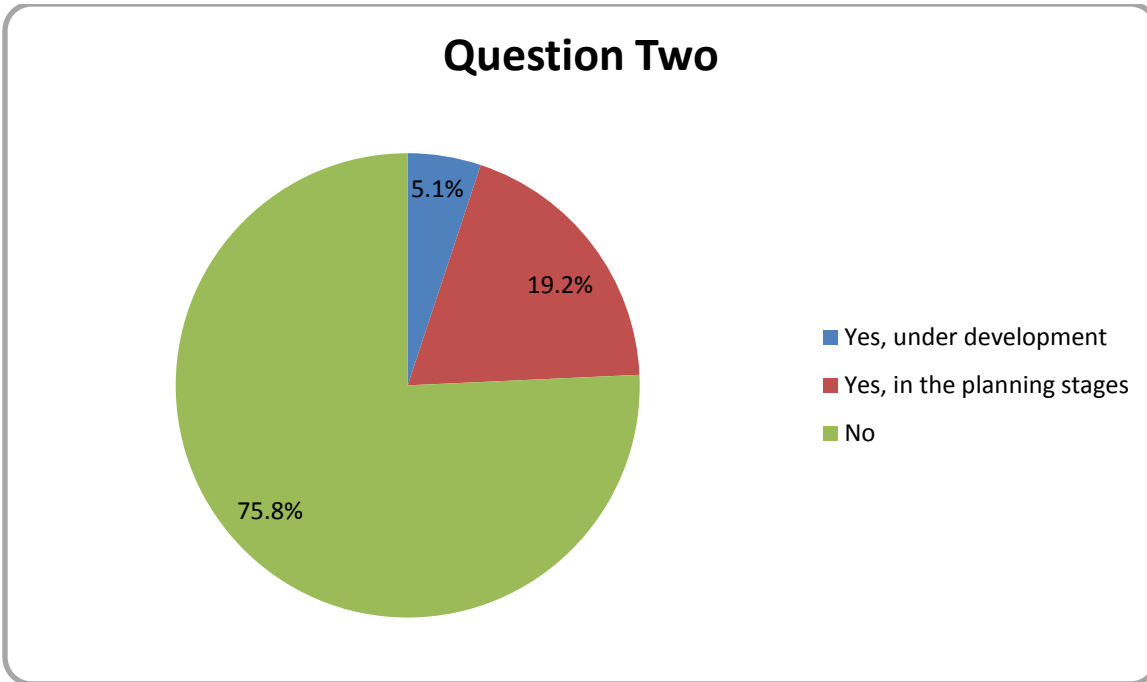


97 museums responded no, that they do not have a mobile device app.
Two responded yes, that they do.

Conversation with the two museums that stated that they have a mobile device app revealed that they had launched Web sites that are optimized for use on a mobile phone but do not have an app.

Question Two:

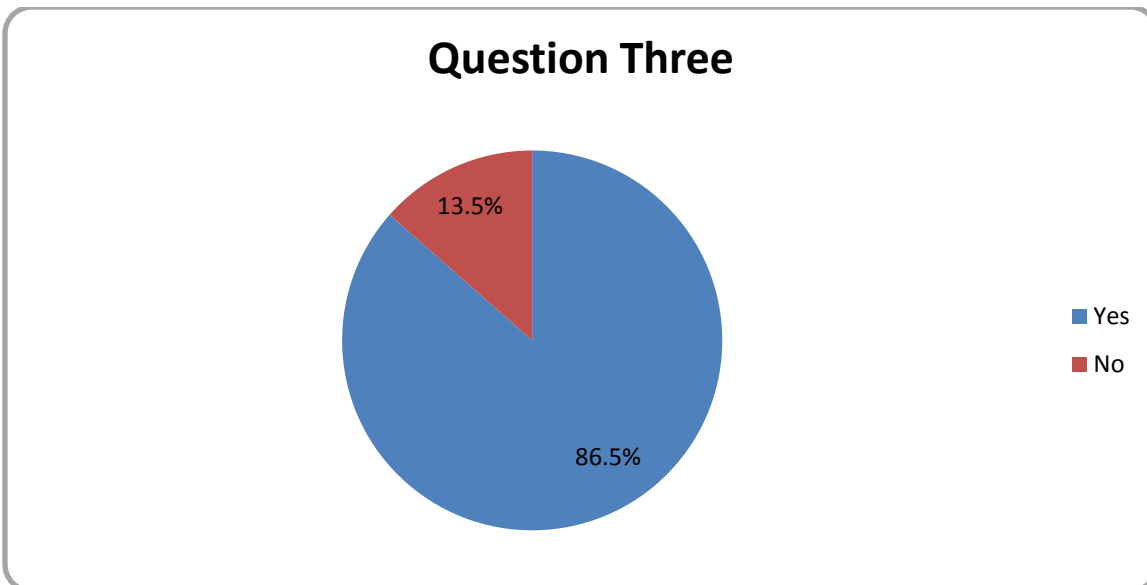
Is your museum considering a mobile app designed for use on a mobile device?



Five museums responded yes, they have an app under development
19 museums responded yes, they have an app in the planning stages
75 museums responded no

Question Three:

Would you like to see ACM create a generic children's museum app that allows users to find a children's museum and provides parent resources?



83 museums responded yes
13 museums responded no

Question Four:

Please describe the capabilities you would like the mobile app to offer.

For the survey's final question, ACM asked respondents which types of information they would like to see included in an app. In these open-ended responses, the most common response was for way-finding information: a GPS-enabled search function to identify nearby children's museums with links to a map, directions, the museum's Web site, hours of operation, pricing and whether the museum participates in the ACM Reciprocal Program. Respondents also identified the need for parenting information, guidance for a successful visit to a children's museum and suggestions for how to continue the museum experience following a visit. Finally, respondents envisioned an app as a way for families to access resources about topics that are important to them, including play, early childhood development and health and wellness information.