

QUERY REPORT SERVICE



Association
of Children's
Museums

Single Query Descriptions

Each listing here represents a single query. The single query descriptions are listed under the title of section in the 2008 ACM Membership Directory Survey where the questions appear. The numbers in parenthesis indicate the correlating survey question(s). All queries include Museum Name, Website, City, State/Province, and Country. Custom queries are available upon request. ACM will work with you to determine pricing.

General Museum Information Queries

1. Main Contact Information (#2, 5 & 6)
2. Museum Classification, Target Ages (#7 & 13)
3. Museum Classification, Institution's Governing Authority, Sponsoring Institution, Head of Institution (#7, 8, 9, 10, & 11)
4. Milestone Dates, Planning Years (#12 & 18)
5. General Operation Hours (#14)
6. Admission Prices, Time when Admission is Free (#15 – 16)
7. Museum Location, Located in Mall (#17 & 19)
8. Museum Part of Downtown Revitalization (#20)

Museum Finances Queries

9. Institution Fiscal Year, Year Most Recently Completed (#21 – 22)
10. Capital Campaign, Campaign Goal (#23 – 24)
11. Earned Income Breakdown, Total Earned Income (#25 – 26)
12. Interest Income (#27)
13. Contributions/Private Funds Breakdown, Total Contribution/Private Funds (#28 – 29)
14. Public Funds/Government Sources Breakdown, Total Public Funds/Governmental Sources (#30 – 31)
15. Total Contributed Income (#32: Sum of #29 & 31)
16. Total Operating Income (#33: Sum of #26, 27 & 32)
17. Operating Expenses Breakdown, Total Operating Expenses (#34 – 35)
18. Depreciation (#36)
19. Capital Investments, Total Capital Expenditure (#37 – 38)
20. Endowment (#39)
21. Budget Breakdown – Total Operating Income, Total Operating Expenses (#33 & 35)
22. Grants Received (#40)
23. Tracking of the Economic Impact of Museum on Community (#41)

Building & Facilities Queries

24. Building Interior Square Footage (#42)
25. Interior Space Breakdown (#43)
26. Grounds Information: Number of Buildings, Satellite Facilities, Parking, Accessible by Public Transportation (#44 – 46 & 50)
27. Lease Information: Free Lease, Joint Lease (#47 – 49)
28. LEED Certified or Undergoing LEED Certification (#51)
29. Facilities and Services Offered – Theater, Planetarium, Outdoor Exhibit, Gift Shop (see survey for complete list) (#52 – 59)
30. Expansion Information – Undergoing an Expansion, Total Sq. Ft. after Expansion, LEED Requirements Incorporated, Expected Completion Date (#60 – 63)

Attendance & Membership Queries

31. School Group Attendance Information – On-Site, Off-Site, Total School Groups (#64)
32. Actual Attendance (includes school groups) – On-site, Off-site, Total Museum Attendance (#65)
33. Percent of Attendance with Free Admission/Children (#66)
34. Hits on Web site (#67)
35. Membership Levels & Pricing Breakdown (#68)
36. Total Number of Memberships [Individual, Family, Senior] (#69)
37. Total Number of Memberships [Corporate] (#70)
38. Membership Benefits, Type of Free Admission (#71 – 72)
39. Membership Retention Rate (#73)
40. MSA Population (#74)

Staff Information Queries

41. Executive Director Contact Information (#78)*
42. Staff Population Breakdown (#75)
43. Various Department Contact Information (see survey for list of departments) (#76)*

Exhibits & Programs Queries

44. Education Programs or Activities Offered (see survey for complete list) (#77)
45. Exhibits Information: Permanent Major Exhibits, Most Popular Exhibit, Most Popular Traveling Exhibit Hosted by Museum this Year (#78 – 79)
46. Early Childhood Exhibit, Target age (#81 – 82)
47. Exhibits for Rent Produced by Institution (#80)
48. Museum Involved with Charter School (#83)
49. Formal Research or Evaluation Initiative Underway, Third Part Evaluator (#84 – 84)
50. Publishing Information – Museum Newsletter, Annual Report, Other Materials (#86 – 88)

*ACM does not distribute member e-mail information for privacy concerns.