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Marketing Research for the Nonprofit World

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Art Museum Membership Conference 2011

Member and Attendee Survey

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Summary

The Art Museum Membership Conference 2011 partnered with research firm Campbell Rinker to conduct the 2011 Member and Attendee Survey. Topics ranged from museum size and location to membership size, pricing, renewal rate, renewal practices, benefits, and more. Approximately 380 members and registrants were invited via email to participate in the online survey. The results below reflect the responses of 81 museum respondents. Detailed results and break-outs by museum type, active membership size, cost of adult admission, size of metro area, and museum visitation are included at the end of the report.

Museum Information

- † Just over half the respondents (54%) represent Art museums. The remaining respondents are employed by Science or History museums (19%), Gardens (6%), Zoos or Aquariums (4%), or other unclassified museums (16%).
- † Three in ten respondents (31%) work for museums located in metropolitan areas with 5 million or more residents. More than one in four (26%) are located in metro areas with 1.5 million to less than 5 million people. One in five (20%) are in areas with 500,000 to less than 1.5 million residents.
- † Half the respondents report a primarily local membership base (51%). More than two in five (43%) have a regional membership base, while just six percent have a national membership base.
 - Responding art museums are somewhat more likely to have a local membership base than responding non-art museums.
- † Annual visitation among responding museums varies, with 20% reporting fewer than 100,000 visitors, 43% reporting 100,000 to 499,999 visitors, 19% reporting 500,000 to 999,999 visitors, and 15% reporting 1 million or more visitors each year.
 - Responding non-art museums are somewhat more likely to report 1,000,000+ visitors than are art museums.
- † A majority of responding museums charge \$10 to less than \$20 for admission (61%). One in six (17%) offer free admission.
- † Nearly three in five museums (58%) do not surcharge major exhibitions. More than one in four (26%) charge only non-members for major exhibitions.

Membership Size and Pricing

- † Approximately two in five museums (41%) report an active membership of 2,500 to 9,999 members. One in five (19%) report fewer than 2,500

members. One in seven (14%) have 10,000 to 24,999 members and 19% have 25,000 to 49,999 members. Nine percent have more than 50,000 active members.

- † Nearly half the museums (46%) offer ten or more membership categories.
 - Art museums are somewhat more likely than non-art museums to offer 10+ categories.
- † The lowest membership level among 24% of museums starts at under \$35. Another one in four (25%) price their lowest level between \$35 and \$49.99; 37% price their lowest level between \$50 and \$74.99. Fifteen percent of museum memberships begin at \$75 or higher.
- † As for the highest membership level, 19% are priced at less than \$1,000, 19% are between \$1,000 and \$4,999, 12% are between \$5,000 and \$9,999, 22% are \$10,000 to \$24,999, 14% are \$25,000 to \$49,999, and 15% are \$50,000+.
- † A majority of the respondents (53%) say their membership prices increase infrequently or never. One in five (19%) increase prices every two to three years and 28% increase prices every four to five years.

Membership Budget

- † The mean annual gross membership revenue for the most recent fiscal year among responding museums is approximately \$2.3 million. More than two in five (42%) report membership revenue of \$1 million or more, while 57% report revenue under \$1 million.
- † The mean gross revenue for the prior fiscal year was slightly lower at \$2.1 million. For the prior year, 35% reported revenue of \$1 million or more, while 64% earned less than \$1 million from membership.
- † Mean annual membership expenses for the most recent fiscal year are \$816,309. Mean membership expenses for the previous fiscal year were \$802,967.
- † For more than half the responding museums (55%), five to 25% of their institutional income comes from membership revenue. One in five (21%) say that membership revenue funds less than 5% of their institutional income.
- † Results for membership expenses covered by the department...

Expenses	Completely Paid	Partially Paid	Not Paid
Cards and fulfillment	87%	1%	8%
Member mailings	84%	9%	4%
Special member events and receptions	74%	18%	5%
Membership staff salaries and benefits	69%	6%	17%
Online/email outreach	40%	36%	17%

Direct marketing and advertising	40%	32%	24%
Magazine or newsletter	38%	25%	33%
Donor/member database	31%	38%	22%
Overhead	24%	31%	35%
Other department employees	5%	36%	50%

Staff

- † Forty-four percent of responding museums have membership staff of just one to two people. One in three (34%) have three to five staff members.
- † Nearly half of all museums (47%) pay an incentive for on-site sales.

Member Renewal

- † For both the most recent and prior fiscal year, three in four museums report an average renewal gift between \$50 and \$124.99.
- † For both the most recent and prior fiscal year, seven in ten museums report an overall renewal rate between 50% and 79%.
- † Half of all museums (49%) offer discounts with renewals. Less than half (44%) offer premiums.
- † Nearly all responding museums use mail in their renewal series. The mean frequency for postal mailings sent in a renewal series is 8.5.
- † Three in four museums (75%) use email in their renewal series. The mean frequency for email mailings sent in a renewal cycle is 5.5.
- † More than half the museums (52%) use no telemarketing in their renewal series. About two in five (42%) utilize telemarketing just once or twice during their renewal series.
- † Just five percent of museums use voice broadcasting to promote renewal.

Acquisition/ Reactivation

- † The mean number of members acquired or reactivated by museums in both the most recent and prior fiscal year is approximately 6,700.
- † Results for mean percentage of budget allocated to acquisition/ reactivation by method...

Method	Mean % Allocated
Mail	39%
Onsite	23%
Email	7%
Telemarketing	5%
Web/social media advertising	5%

- † Thirty-seven percent of responding museums conduct four or more acquisition/reactivation campaigns annually. Half the museums conduct between one and three member acquisition/reactivation campaigns and five percent conduct no acquisition/reactivation campaigns.
- † Nearly half the museums (47%) send fewer than 50,000 individual acquisition/reactivation postal mailings. Fifteen percent send somewhere between 50,000 and 99,999 and 17% send between 100,000 and 250,000.
- † Again, just under half the museums (45%) send fewer than 50,000 individual acquisition/reactivation email mailings. One in seven (14%) send none. Another 14% send between 50,000 and 99,999.
- † Nearly half of responding museums (45%) have increased acquisition/reactivation mail volume in the past year. One in three (33%) report no change in volume.
- † Approximately three in five museums (59%) offer a discount in acquisition efforts.
- † Nearly three in four (73%) offer intangible benefits to those who join at a certain level. Just over half (52%) offer tangible benefits. One in five (20%) offer no additional benefits.
- † Average response rate to acquisition/reactivation campaigns...

Reported Response Rate	Postal Mail	Email
Less than .25%	7%	19%
.25% - .49%	14%	17%
.50% - .74%	23%	4%
.75% - .99%	4%	2%
1.00% - 1.24%	21%	6%
1.25% - 1.49%	2%	2%
1.50%+	16%	6%

Appeals

- † Of the special appeals which may be sent to members, nearly nine in ten museums (88%) send annual fund appeals. Four in five (81%) send lapsed/re-join appeals and 53% send upgrade appeals. One in four (25%) send capital or campaign gift appeals.
- † Half the museums (50%) send one to two special appeals throughout the year. Three in ten (31%) send three to five special appeals.
- † Two in three museums (67%) send renewal appeals by email. Almost three in five (58%) send annual fund appeals, 55% send lapsed/rejoin appeals, and 48% send new member appeals via email.

† The following are strategies successfully used to improve membership programs' financial contributions to their respective museums in the past year...

Strategy	% Used
Additional membership benefits	52%
Additional volume in acquisition	51%
Price changes at various levels of membership	51%
Member upgrade mailings	48%
Additional events	44%
New messaging	44%
Reductions in costs to improve net income	43%
Expansion of website pages on membership and donations	39%
Collaboration with other local cultural organizations	39%
New branding	33%
Expanded exhibition marketing or museum advertising	26%
Urgent appeals	13%
New marketing agency/direct response agency	10%
Member-get-a-member campaigns	8%
New museum director	5%

Web, Email and Social Media

- † Overall, museums report 15% of members joining or renewing online.
- † Nearly two in five museums (38%) send informational emails to members twice a month. Thirty-seven percent send informational emails on a monthly basis.
- † All responding museums currently have a Facebook presence. Almost all (95%) have a Twitter account. About two in three (68%) are on YouTube and 51% use Flickr.
- † The marketing department manages social media at three in five museums (59%). Social media is managed by the communications department at 23% of museums.
- † Seven in ten museums (69%) use social media to promote membership.

Member Benefits

† Results for tangible membership benefits offered...

Benefit	% Offering
Museum magazine	78%
Calendar of events	50%
Exhibition tickets	42%
Other gifts/premiums	33%

Exhibition catalogue(s)	27%
Free audio/multimedia guides	17%
Museum guide	14%
Tote bag	14%

† Results for other membership benefits offered...

Benefit	% Offering
Discount in shop	98%
Free admission	88%
Reciprocal membership	83%
Discount in café/restaurant	71%
Fees waived for events and education programs	52%
Priority admission	49%
Travel program	32%
Discounted parking	23%
Consultation with curators	20%
Free parking	18%

- † More than four in five museums (83%) offer free member specific programming (e.g., tours, lectures, concerts, and films).
- † More than two in five (42%) hold three to five special events each year. One in seven (14%) hold one to two events and 22% hold six to ten events annually.
- † Almost all museums offer an opportunity to preview an exhibition at events (97%). Nearly two in three (64%) offer curatorial presentations at events. Eighty-four percent offer food. Just under half (46%) offer an open bar and 41% have a cash bar.
- † Three in four museums (75%) charge no fee for events.

Reciprocal Memberships

- † About half the responding museums (49%) belong to one reciprocal membership program. Nearly two in five (38%) belong to more than one program.
 - Art museums are more likely than other museums to belong to more than one program.
- † Almost half the museums (47%) share reciprocity with over 250 museums.
- † More than one in three museums (35%) offer reciprocal membership privileges at all membership levels. One in four (26%) offer reciprocal privileges at the \$100 to \$149.99 membership level.

About You

- † More than one in three respondents (35%) have worked for their current museum for 5+ years. About three in ten (29%) have worked for their museum for three to less than five years.
- † One in five (20%) have worked in museum membership for three to less than five years, 28% have worked in membership for five to less than 10 years, and 22% have worked in membership for 10+ years.
- † More than three in five (63%) have served in membership for one museum over the course of their career. About one in four (27%) have worked in membership for two museums.
- † One in three respondents (32%) are Membership Managers, 20% are Membership Directors, and 14% are Membership Coordinators.
- † Nearly half the respondents in 2011 (47%) have never attended AMMC. Approximately one in eight (13%) have attended once and 17% have attended twice.
- † Approximately half the respondents (48%) were provided the opportunity to attend other industry-related conferences this year.
- † Among those who did attend other conferences, 61% attended local museum membership roundtables, 35% attended the Blackbaud conference, and 32% attended the American Association of Museums annual conference.
- † Three in five respondents (59%) hold a 4-year college degree; 36% hold a master's degree.

Tabulations

Q. What type of museum do you work for?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Art	54%	100%	0%	67%	58%	64%	36%	71%	67%	59%	39%	61%	71%	40%	63%	66%	33%
History	11%	0%	24%	13%	18%	0%	5%	7%	22%	4%	16%	14%	0%	16%	13%	9%	11%
Science	6%	0%	14%	0%	6%	9%	9%	0%	0%	11%	6%	7%	5%	8%	0%	6%	11%
History & Science	2%	0%	5%	0%	0%	0%	9%	0%	0%	0%	6%	0%	0%	8%	0%	0%	7%
Garden	6%	0%	14%	7%	0%	9%	14%	0%	0%	0%	16%	7%	0%	4%	6%	3%	11%
Zoo or Aquarium	4%	0%	8%	0%	0%	18%	5%	0%	0%	7%	3%	4%	5%	0%	0%	6%	4%
Other, please specify	16%	0%	35%	13%	18%	0%	23%	21%	11%	19%	13%	7%	19%	24%	19%	11%	22%

Q. What is the population of your museum's metro area?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than 100,000	5%	7%	3%	0%	9%	10%	0%	0%	0%	7%	7%	14%	0%	0%	6%	9%	0%
100,000 - 499,999	10%	12%	8%	27%	12%	0%	0%	14%	0%	15%	7%	29%	0%	0%	19%	15%	0%
500,000 - 1,499,999	20%	21%	19%	13%	30%	30%	5%	36%	33%	19%	10%	57%	0%	0%	19%	24%	11%
1,500,000 - 5,000,000	26%	35%	16%	27%	15%	30%	41%	14%	44%	22%	30%	0%	100%	0%	25%	18%	37%
5,000,000+	31%	23%	41%	20%	30%	20%	45%	36%	11%	30%	37%	0%	0%	100%	13%	32%	44%
Not sure	8%	2%	14%	13%	3%	10%	9%	0%	11%	7%	10%	0%	0%	0%	19%	3%	7%

Q. My membership base is primarily...

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Local	51%	64% b	35% a	73%	48%	64%	32%	43%	56%	67%	39%	54%	57%	48%	69%	51%	33%
Regional	43%	34%	54%	27%	52%	36%	45%	36%	44%	33%	55%	46%	38%	36%	31%	49%	48%
National	6%	2%	11%	0%	0%	0%	23%	21%	0%	0%	6%	0%	5%	16%	0%	0%	19%

Q. What is your museum's annual visitation?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
5,000 - 24,999	11%	9%	14%	47%	6%	0%	0%	7%	56%	7%	3%	14%	5%	8%	56%	0%	0%
25,000 - 99,999	9%	14%	3%	27%	6%	9%	0%	14%	0%	11%	6%	11%	14%	0%	44%	0%	0%
100,000 - 499,999	43%	52%	32%	20%	70%	73%	5%	43%	33%	63%	29%	57%	29%	44%	0%	100%	0%
500,000 - 999,999	19%	14%	24%	0%	9%	18%	45%	0%	0%	7%	42%	7%	33%	16%	0%	0%	56%
1,000,000+	15%	7% b	24% a	0%	3%	0%	50%	29%	0%	7%	19%	4%	14%	32%	0%	0%	44%
Not sure	4%	5%	3%	7%	6%	0%	0%	7%	11%	4%	0%	7%	5%	0%	0%	0%	0%

Q. What is the cost of adult museum admission?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Free	17%	23%	11%	33%	12%	9%	18%	100%	0%	0%	0%	25%	10%	20%	19%	17%	15%
\$5 - \$9.99	11%	14%	8%	33%	9%	0%	5%	0%	100%	0%	0%	11%	19%	4%	31%	9%	0%
\$10 - \$14.99	33%	36%	30%	27%	48%	45%	9%	0%	0%	100%	0%	39%	29%	32%	31%	49%	15%
\$15 - \$19.99	28%	23%	35%	0%	21%	45%	50%	0%	0%	0%	74%	18%	38%	24%	13%	23%	48%
\$20+	10%	5%	16%	7%	9%	0%	18%	0%	0%	0%	26%	7%	5%	20%	6%	3%	22%

Q. Do you surcharge major exhibitions?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Yes, for everyone	2%	0%	5%	0%	3%	0%	5%	0%	0%	7%	0%	4%	5%	0%	0%	3%	4%
Yes, but not for members	26%	34%	16%	20%	15%	45%	36%	36%	44%	19%	23%	29%	33%	20%	19%	29%	30%
Yes, but members get a discount or some free tickets	10%	5%	16%	7%	6%	0%	23%	0%	0%	15%	13%	7%	14%	12%	0%	9%	19%
No	58%	61%	54%	73%	70%	55%	32%	64%	56%	56%	58%	57%	48%	64%	81%	57%	44%
Not sure	4%	0%	8%	0%	6%	0%	5%	0%	0%	4%	6%	4%	0%	4%	0%	3%	4%

Q. What does your museum usually charge members for major exhibitions?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than \$5	40%	0%	40%	100%	0%	0%	33%	0%	0%	50%	0%	50%	50%	0%	0%	50%	33%
\$5 to less than \$10	20%	0%	20%	0%	0%	0%	33%	0%	0%	0%	100%	0%	0%	100%	0%	0%	33%
\$10 +	40%	0%	40%	0%	100%	0%	33%	0%	0%	50%	0%	50%	50%	0%	0%	50%	33%
Mean charge for members	3.9	.0	5.0	3.0	3.3	.0	4.4	.0	.0	4.5	2.7	4.3	4.7	2.7	.0	3.3	4.4

Q. What is the size of your membership (active households in a 12-month period)?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than 2,500	19%	23%	14%	100%	0%	0%	0%	36%	56%	15%	3%	21%	19%	12%	69%	9%	0%
2,500 - 9,999	41%	43%	38%	0%	100%	0%	0%	29%	33%	59%	32%	61%	24%	40%	25%	66%	15%
10,000 - 24,999	14%	16%	11%	0%	0%	100%	0%	7%	0%	19%	16%	14%	14%	8%	6%	23%	7%
25,000 - 49,999	19%	7% B	32% A	0%	0%	0%	68%	14%	11%	4%	35%	4%	24%	28%	0%	3%	52%
50,000 - 74,999	4%	5%	3%	0%	0%	0%	14%	0%	0%	4%	6%	0%	14%	0%	0%	0%	11%
75,000 - 99,999	4%	5%	3%	0%	0%	0%	14%	14%	0%	0%	3%	0%	5%	8%	0%	0%	11%
100,000+	1%	2%	0%	0%	0%	0%	5%	0%	0%	0%	3%	0%	0%	4%	0%	0%	4%

Q. How many membership categories do you offer?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
2	1%	2%	0%	0%	0%	9%	0%	7%	0%	0%	0%	0%	5%	0%	0%	3%	0%
3	2%	5%	0%	7%	0%	0%	5%	14%	0%	0%	0%	0%	5%	4%	0%	0%	4%
4	2%	2%	3%	7%	3%	0%	0%	7%	0%	4%	0%	4%	5%	0%	13%	0%	0%
5	7%	2%	14%	7%	9%	0%	9%	0%	0%	11%	10%	7%	5%	12%	0%	6%	11%
6	5%	7%	3%	0%	6%	9%	5%	0%	0%	15%	0%	7%	10%	0%	0%	9%	4%
7	10%	7%	14%	13%	12%	0%	9%	0%	33%	7%	10%	7%	14%	4%	13%	9%	11%
8	6%	5%	8%	7%	3%	0%	14%	7%	11%	0%	10%	7%	10%	0%	6%	3%	11%
9	20%	14%	27%	20%	18%	18%	23%	21%	11%	11%	29%	25%	5%	24%	31%	17%	19%
10+	46%	57% b	32% a	40%	48%	64%	36%	43%	44%	52%	42%	43%	43%	56%	38%	54%	41%

Q. What is your lowest membership level price?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than \$25	4%	5%	3%	20%	0%	0%	0%	14%	11%	0%	0%	7%	5%	0%	13%	0%	0%
\$25 - \$34.99	20%	16%	24%	20%	21%	0%	27%	36%	33%	7%	19%	21%	19%	12%	13%	11%	30%
\$35 - \$49.99	25%	30%	19%	27%	27%	27%	18%	7%	22%	44%	16%	29%	29%	24%	25%	31%	19%
\$50 - \$74.99	37%	43%	30%	27%	36%	64%	32%	29%	33%	37%	42%	36%	33%	40%	25%	51%	30%
\$75 - \$99.99	14%	7%	22%	7%	15%	9%	18%	14%	0%	11%	19%	7%	14%	20%	25%	6%	19%
\$100+	1%	0%	3%	0%	0%	0%	5%	0%	0%	0%	3%	0%	0%	4%	0%	0%	4%

Q. What is your highest membership level price?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than \$1000	19%	11%	27%	0%	18%	18%	32%	7%	0%	22%	26%	25%	14%	12%	6%	11%	33%
\$1000 - \$4,999	19%	16%	22%	20%	24%	9%	14%	7%	33%	22%	16%	21%	29%	4%	19%	26%	11%
\$5000 - \$9,999	12%	11%	14%	20%	18%	0%	5%	7%	22%	19%	6%	11%	0%	24%	19%	14%	4%
\$10,000 - \$24,999	22%	27%	16%	40%	18%	27%	14%	64%	11%	15%	13%	32%	10%	28%	31%	23%	19%
\$25,000 - \$49,999	14%	18%	8%	13%	15%	18%	9%	0%	33%	11%	16%	7%	24%	12%	19%	17%	7%
\$50,000+	15%	16%	14%	7%	6%	27%	27%	14%	0%	11%	23%	4%	24%	20%	6%	9%	26%

Q. How often do your membership prices increase?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Every 2 - 3 years	19%	18%	19%	13%	12%	36%	24%	14%	0%	15%	30%	14%	14%	29%	6%	20%	23%
Every 4 - 5 years	28%	27%	28%	13%	30%	18%	38%	29%	11%	30%	30%	36%	29%	21%	13%	26%	38%
Infrequently	44%	43%	44%	47%	45%	45%	38%	36%	56%	56%	33%	36%	57%	33%	63%	46%	35%
Never	9%	11%	6%	27%	9%	0%	0%	21%	33%	0%	3%	14%	0%	13%	19%	6%	4%
Not sure	1%	0%	3%	0%	3%	0%	0%	0%	0%	0%	3%	0%	0%	4%	0%	3%	0%

Q. What was your annual membership gross revenue in the most recent fiscal year? (Please provide a whole number. Leave blank if unsure.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than \$250,000	16%	12%	21%	60%	17%	0%	0%	9%	43%	26%	4%	24%	11%	10%	67%	7%	4%
\$250,000 to \$499,999	22%	24%	21%	20%	50%	0%	0%	36%	14%	21%	19%	43%	16%	10%	22%	34%	9%
\$500,000 to \$999,999	19%	26%	10%	10%	29%	40%	0%	9%	29%	26%	15%	19%	21%	15%	0%	34%	4%
\$1,000,000 to \$2,499,999	11%	9%	14%	10%	4%	40%	5%	9%	0%	16%	12%	14%	0%	20%	0%	17%	9%
\$2,500,000 to \$4,999,999	17%	9%	28%	0%	0%	10%	53%	18%	0%	11%	27%	0%	26%	25%	0%	3%	43%
\$5,000,000 +	14%	21%	7%	0%	0%	10%	42%	18%	14%	0%	23%	0%	26%	20%	11%	3%	30%
Mean gross revenues	2330 894. 4	2775 882. 5	1809 184. 2	2612 29.2 eF	4367 77.5 EF	2202 470. 7 cD	5880 351. 9 CD	2719 867. 2	9522 94.9	8585 66.4 j	3613 422. 4 i	5225 09.6 Lm	2954 278. 4 K	3818 126. 3	1237 113. 4	8578 36.5 P	4791 568. 1 O

Q. What was your annual membership gross revenue in the prior fiscal year? (Please provide a whole number. Leave blank if unsure.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than \$250,000	21%	22%	20%	78%	25%	0%	0%	30%	50%	35%	0%	45%	11%	5%	78%	17%	0%
\$250,000 to \$499,999	24%	19%	30%	11%	54%	10%	0%	20%	17%	20%	31%	30%	21%	25%	22%	34%	13%
\$500,000 to \$999,999	19%	28%	10%	11%	21%	60%	0%	10%	17%	30%	15%	20%	21%	15%	0%	38%	4%
\$1,000,000 to \$2,499,999	6%	6%	7%	0%	0%	30%	5%	0%	0%	10%	8%	0%	5%	10%	0%	7%	9%
\$2,500,000 to \$4,999,999	18%	9%	27%	0%	0%	0%	58%	20%	17%	5%	27%	5%	26%	25%	0%	3%	43%
\$5,000,000 +	11%	16%	7%	0%	0%	0%	37%	20%	0%	0%	19%	0%	16%	20%	0%	0%	30%
Mean gross revenue	2074 621. 0	2410 202. 6	1716 667. 3	1664 71.9 dEF	3828 11.3 cEF	1123 827. 4	5615 921. 5	2877 138. 1	9606 24.3	7046 38.2 gj	3076 869. 7	4895 74.6 Lm	2262 498. 9	3629 463. 4	1736 01.4 p	7428 08.7 P	4583 549. 4

Q. What were your membership expenses in the most recent fiscal year? (Please provide a whole number. Leave blank if unsure.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than \$100,000	24%	19%	29%	67%	40%	13%	0%	43%	0%	36%	6%	60%	14%	0%	100%	26%	0%
\$100,000 to \$249,999	24%	33%	12%	33%	33%	38%	0%	0%	100%	36%	19%	30%	21%	25%	0%	42%	7%
\$250,000 to \$499,999	21%	19%	24%	0%	20%	38%	17%	14%	0%	7%	38%	10%	21%	25%	0%	26%	20%
\$500,000 to \$999,999	11%	10%	12%	0%	7%	13%	17%	0%	0%	14%	13%	0%	14%	17%	0%	5%	20%
\$1,000,000 or more	21%	19%	24%	0%	0%	0%	67%	43%	0%	7%	25%	0%	29%	33%	0%	0%	53%
Mean membership expenses	8163 09.8	8077 26.9	8269 12.4	7368 2.7	1757 45.7	2801 25.3	2160 128.2	2132 875.1	1548 06.0	2935 34.4	7390 85.1	1126 36.5	8023 59.4	1514 803.5	4374 7.3	2002 32.8	1800 940.6

Q. What were your membership expenses in the prior fiscal year? (Please provide a whole number. Leave blank if unsure.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than \$100,000	20%	15%	27%	67%	33%	13%	0%	33%	0%	25%	13%	50%	8%	8%	100%	28%	0%
\$100,000 to \$249,999	26%	35%	13%	33%	42%	38%	0%	0%	100%	42%	19%	38%	23%	25%	0%	44%	7%
\$250,000 to \$499,999	23%	20%	27%	0%	25%	38%	17%	17%	0%	8%	38%	13%	23%	25%	0%	28%	20%
\$500,000 to \$999,999	17%	10%	27%	0%	0%	13%	42%	17%	0%	25%	13%	0%	23%	25%	0%	0%	40%
\$1,000,000 or more	14%	20%	7%	0%	0%	0%	42%	33%	0%	0%	19%	0%	23%	17%	0%	0%	33%
Mean membership expenses	8029 67.0	7594 54.9	8609 83.1	7409 0.7	1632 06.3	2690 85.5	1980 867.8	2291 909.5	1573 43.0	2905 04.1	6693 12.2	1103 13.6	7777 62.8	1385 783.3	3246 4.5	1735 45.2	1661 006.8

Q. What percentage of institutional income does membership revenue fund?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than 5%	21%	18%	24%	29%	23%	20%	11%	29%	11%	13%	27%	16%	11%	36%	21%	25%	17%
5% - 25%	55%	65%	42%	36%	57%	60%	63%	57%	56%	63%	46%	56%	79%	41%	57%	56%	58%
26% - 50%	4%	0%	9%	7%	0%	0%	11%	0%	11%	0%	8%	4%	0%	9%	7%	0%	8%
51%+	1%	3%	0%	0%	0%	10%	0%	0%	0%	4%	0%	4%	0%	0%	0%	3%	0%
Not sure	19%	15%	24%	29%	20%	10%	16%	14%	22%	21%	19%	20%	11%	14%	14%	16%	17%

Q. Which of the following membership expenses are covered by your department?

Membership staff salaries and benefits

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Completely Paid	69%	62%	77%	43%	75%	50%	86%	64%	22%	69%	86%	48%	74%	88%	43%	65%	92%
Partially Paid	6%	5%	9%	14%	6%	10%	0%	0%	33%	8%	0%	11%	0%	4%	21%	6%	0%
Not Paid	17%	21%	11%	43%	9%	20%	10%	36%	33%	12%	7%	22%	26%	8%	29%	21%	4%
Not sure	8%	12%	3%	0%	9%	20%	5%	0%	11%	12%	7%	19%	0%	0%	7%	9%	4%

Q. Which of the following membership expenses are covered by your department?

Other department employees (such as visitor services, website management, technical staff, on-site sales, or other)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Completely Paid	5%	5%	6%	0%	0%	0%	20%	0%	11%	0%	12%	0%	11%	9%	0%	3%	12%
Partially Paid	36%	30%	44%	21%	35%	44%	45%	50%	33%	40%	27%	42%	37%	35%	21%	31%	48%
Not Paid	50%	53%	47%	71%	55%	44%	30%	43%	56%	52%	50%	46%	47%	52%	71%	53%	36%
Not sure	8%	13%	3%	7%	10%	11%	5%	7%	0%	8%	12%	12%	5%	4%	7%	13%	4%

Q. Which of the following membership expenses are covered by your department?

Donor/member database

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Completely Paid	31%	38%	23%	43%	25%	40%	29%	50%	33%	38%	14%	33%	21%	33%	43%	24%	35%
Partially Paid	38%	43%	31%	29%	44%	30%	38%	21%	33%	42%	43%	44%	58%	21%	21%	47%	35%
Not Paid	22%	12% b	34% a	21%	22%	30%	19%	21%	11%	19%	29%	11%	16%	42%	21%	26%	19%
Not sure	9%	7%	11%	7%	9%	0%	14%	7%	22%	0%	14%	11%	5%	4%	14%	3%	12%

Q. Which of the following membership expenses are covered by your department?

Special member events and receptions

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Completely Paid	74%	71%	77%	50%	81%	90%	71%	64%	44%	77%	86%	74%	63%	88%	50%	82%	77%
Partially Paid	18%	21%	14%	29%	19%	0%	19%	21%	33%	23%	7%	26%	21%	8%	36%	15%	15%
Not Paid	5%	7%	3%	14%	0%	10%	5%	14%	11%	0%	4%	0%	16%	4%	7%	3%	4%
Not sure	3%	0%	6%	7%	0%	0%	5%	0%	11%	0%	4%	0%	0%	0%	7%	0%	4%

Q. Which of the following membership expenses are covered by your department?

Magazine or newsletter (print and production portion sent to membership)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Completely Paid	38%	33%	44%	21%	38%	33%	52%	36%	0%	50%	41%	30%	32%	54%	29%	27%	58%
Partially Paid	25%	31%	18%	43%	19%	11%	29%	43%	22%	23%	19%	33%	26%	17%	21%	18%	31%
Not Paid	33%	33%	32%	29%	41%	56%	14%	21%	67%	27%	33%	33%	42%	29%	36%	55%	8%
Not sure	4%	2%	6%	7%	3%	0%	5%	0%	11%	0%	7%	4%	0%	0%	14%	0%	4%

Q. Which of the following membership expenses are covered by your department?

Overhead (phones, office rental, office supplies, etc.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Completely Paid	24%	24%	24%	21%	32%	0%	25%	14%	22%	24%	30%	19%	21%	30%	21%	21%	28%
Partially Paid	31%	32%	29%	7%	35%	40%	35%	21%	44%	24%	37%	35%	37%	26%	21%	30%	36%
Not Paid	35%	37%	32%	57%	23%	60%	25%	50%	22%	44%	22%	35%	42%	35%	36%	42%	24%
Not sure	11%	7%	15%	14%	10%	0%	15%	14%	11%	8%	11%	12%	0%	9%	21%	6%	12%

Q. Which of the following membership expenses are covered by your department?

Direct marketing and advertising

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Completely Paid	40%	43%	37%	14%	42%	40%	55%	43%	22%	24%	59%	37%	47%	32%	29%	33%	60%
Partially Paid	32%	28%	37%	29%	35%	30%	30%	29%	33%	44%	22%	30%	21%	50%	29%	36%	24%
Not Paid	24%	28%	20%	50%	19%	30%	10%	29%	33%	32%	11%	30%	32%	18%	29%	30%	12%
Not sure	4%	3%	6%	7%	3%	0%	5%	0%	11%	0%	7%	4%	0%	0%	14%	0%	4%

Q. Which of the following membership expenses are covered by your department?

Member mailings (direct mail, telemarketing)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Completely Paid	84%	83%	86%	43%	94%	100%	90%	79%	56%	88%	93%	81%	79%	96%	57%	91%	92%
Partially Paid	9%	12%	6%	29%	6%	0%	5%	14%	11%	12%	4%	19%	11%	0%	21%	9%	4%
Not Paid	4%	5%	3%	21%	0%	0%	0%	7%	22%	0%	0%	0%	11%	4%	14%	0%	0%
Not sure	3%	0%	6%	7%	0%	0%	5%	0%	11%	0%	4%	0%	0%	0%	7%	0%	4%

Q. Which of the following membership expenses are covered by your department?

Online/email outreach

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Completely Paid	40%	44%	35%	29%	32%	30%	65%	57%	22%	36%	41%	31%	58%	39%	29%	30%	60%
Partially Paid	36%	32%	41%	14%	55%	50%	15%	21%	44%	44%	33%	46%	21%	43%	14%	58%	20%
Not Paid	17%	17%	18%	43%	6%	20%	15%	14%	22%	16%	19%	12%	21%	17%	36%	9%	16%
Not sure	7%	7%	6%	14%	6%	0%	5%	7%	11%	4%	7%	12%	0%	0%	21%	3%	4%

Q. Which of the following membership expenses are covered by your department?

Cards and fulfillment

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Completely Paid	87%	90%	83%	57%	94%	100%	90%	93%	56%	88%	93%	85%	84%	96%	71%	91%	92%
Partially Paid	1%	2%	0%	0%	0%	0%	5%	0%	0%	0%	4%	0%	5%	0%	0%	0%	4%
Not Paid	8%	5%	11%	36%	3%	0%	0%	7%	33%	8%	0%	11%	11%	4%	21%	6%	0%
Not sure	4%	2%	6%	7%	3%	0%	5%	0%	11%	4%	4%	4%	0%	0%	7%	3%	4%

Q. What is the size of your paid membership staff?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
1 - 2	44%	48%	40%	86%	63%	20%	0%	43%	78%	54%	25%	63%	37%	25%	93%	47%	8%
3 - 5	34%	31%	37%	14%	38%	50%	33%	43%	11%	35%	36%	33%	26%	42%	7%	47%	35%
6 - 10	9%	10%	9%	0%	0%	30%	19%	0%	11%	8%	14%	4%	16%	8%	0%	6%	19%
11 - 15	5%	2%	9%	0%	0%	0%	19%	7%	0%	4%	7%	0%	11%	8%	0%	0%	15%
16 - 20	4%	7%	0%	0%	0%	0%	14%	7%	0%	0%	7%	0%	11%	4%	0%	0%	12%
21 - 24	1%	2%	0%	0%	0%	0%	5%	0%	0%	0%	4%	0%	0%	4%	0%	0%	4%
25+	3%	0%	6%	0%	0%	0%	10%	0%	0%	0%	7%	0%	0%	8%	0%	0%	8%

Q. Do you pay a sales commission or incentive for on-site sales?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Yes	47%	51%	41%	21%	52%	70%	45%	15%	44%	58%	52%	27%	68%	61%	14%	58%	52%
No	53%	49%	59%	79%	48%	30%	55%	85%	56%	42%	48%	73%	32%	39%	86%	42%	48%

Q. For the most recent fiscal year, what is your average renewal gift? What was it last fiscal year?

Most Recent Fiscal Year

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than \$30	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
\$30 - \$49.99	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
\$50 - \$74.99	21%	16%	27%	31%	21%	22%	16%	33%	38%	21%	12%	21%	28%	19%	27%	19%	17%
\$75 - \$99.99	23%	16%	30%	15%	24%	33%	21%	8%	0%	33%	27%	21%	17%	19%	36%	19%	25%
\$100 - \$124.99	30%	38%	21%	15%	31%	44%	32%	25%	38%	25%	35%	33%	39%	29%	9%	38%	29%
\$125 - \$149.99	7%	11%	3%	0%	7%	0%	16%	0%	13%	0%	15%	4%	17%	5%	0%	3%	17%
\$150 - \$249.99	4%	5%	3%	15%	0%	0%	5%	8%	0%	4%	4%	4%	0%	5%	18%	0%	4%
\$250+	1%	0%	3%	0%	3%	0%	0%	0%	0%	0%	4%	0%	0%	5%	0%	3%	0%
Not sure	13%	14%	12%	23%	14%	0%	11%	25%	13%	17%	4%	17%	0%	19%	9%	19%	8%

Q. For the most recent fiscal year, what is your average renewal gift? What was it last fiscal year?

Prior Fiscal Year

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than \$30	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
\$30 - \$49.99	1%	3%	0%	0%	3%	0%	0%	0%	0%	4%	0%	4%	0%	0%	0%	3%	0%
\$50 - \$74.99	23%	17%	29%	40%	24%	20%	15%	33%	43%	25%	12%	26%	26%	19%	38%	21%	16%
\$75 - \$99.99	25%	20%	29%	10%	24%	40%	25%	17%	0%	29%	31%	22%	16%	24%	38%	18%	32%
\$100 - \$124.99	25%	34%	15%	20%	21%	40%	25%	8%	29%	25%	31%	17%	47%	19%	13%	33%	20%
\$125 - \$149.99	10%	9%	12%	0%	7%	0%	25%	8%	14%	0%	19%	4%	11%	19%	0%	3%	24%
\$150 - \$249.99	1%	3%	0%	10%	0%	0%	0%	8%	0%	0%	0%	4%	0%	0%	13%	0%	0%
\$250+	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	14%	14%	15%	20%	21%	0%	10%	25%	14%	17%	8%	22%	0%	19%	0%	21%	8%

Q. For the most recent fiscal year, what is your overall renewal rate? What was it last fiscal year?

Most Recent Fiscal Year

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than 50%	10%	3% b	18% a	0%	18%	0%	10%	0%	0%	17%	12%	4%	16%	14%	8%	6%	16%
50% - 59%	17%	13%	21%	21%	11%	20%	20%	7%	13%	17%	23%	13%	21%	18%	17%	9%	28%
60% - 69%	35%	33%	36%	14%	25%	60%	50%	21%	25%	33%	46%	29%	42%	32%	17%	39%	40%
70% - 79%	19%	26%	12%	36%	21%	20%	5%	21%	38%	21%	12%	29%	16%	9%	42%	24%	4%
80%+	7%	10%	3%	14%	7%	0%	5%	21%	13%	0%	4%	4%	5%	14%	8%	6%	4%
Not sure	13%	15%	9%	14%	18%	0%	10%	29%	13%	13%	4%	21%	0%	14%	8%	15%	8%

Q. For the most recent fiscal year, what is your overall renewal rate? What was it last fiscal year?

Prior Fiscal Year

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than 50%	10%	0%	21%	7%	14%	0%	10%	0%	0%	15%	12%	4%	16%	13%	8%	6%	16%
50% - 59%	15%	15%	15%	14%	7%	10%	30%	8%	25%	15%	15%	13%	26%	9%	17%	6%	28%
60% - 69%	41%	36%	47%	21%	38%	70%	45%	31%	13%	38%	58%	42%	37%	43%	25%	48%	44%
70% - 79%	16%	23%	9%	21%	24%	20%	0%	8%	38%	19%	12%	17%	16%	13%	25%	24%	0%
80%+	4%	8%	0%	14%	0%	0%	5%	15%	13%	0%	0%	0%	5%	9%	8%	0%	4%
Not sure	14%	18%	9%	21%	17%	0%	10%	38%	13%	12%	4%	25%	0%	13%	17%	15%	8%

Q. What is your renewal rate for first year members?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than 20%	3%	3%	3%	0%	0%	10%	5%	0%	0%	4%	4%	4%	0%	5%	0%	3%	4%
20% - 29%	14%	8%	21%	0%	22%	10%	16%	8%	0%	13%	23%	4%	26%	20%	8%	6%	29%
30% - 39%	17%	22%	12%	0%	11%	60%	16%	8%	14%	13%	27%	4%	32%	15%	0%	26%	17%
40% - 49%	6%	6%	6%	8%	7%	0%	5%	0%	0%	13%	4%	4%	0%	10%	0%	10%	4%
50% - 59%	10%	11%	9%	23%	7%	0%	11%	33%	14%	4%	4%	17%	11%	5%	17%	10%	8%
60%+	7%	6%	9%	15%	0%	0%	16%	8%	14%	4%	8%	9%	0%	15%	17%	0%	13%
Not sure	42%	44%	39%	54%	52%	20%	32%	42%	57%	50%	31%	57%	32%	30%	58%	45%	25%

Q. Which of the following do you use in your renewal series and with what frequency? (Use 0 if none. Leave blank if unsure.)

Mail

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	1%	0%	3%	9%	0%	0%	0%	0%	0%	4%	0%	4%	0%	0%	0%	3%	0%
1 to 3	29%	20%	39%	45%	32%	30%	16%	18%	38%	26%	35%	38%	22%	20%	55%	23%	29%
4 to 6	47%	57%	36%	36%	50%	60%	42%	45%	38%	52%	46%	38%	44%	65%	36%	55%	42%
7 to 12	15%	17%	12%	9%	7%	10%	32%	36%	13%	4%	15%	8%	28%	10%	9%	13%	21%
More than 12	7%	6%	9%	0%	11%	0%	11%	0%	13%	13%	4%	13%	6%	5%	0%	6%	8%
Mean frequency	8.5	5.6	11.6	4.1	8.4	4.7	13.2	6.5	6.4	10.5	8.2	8.8	8.0	9.8	4.0	8.3	10.7

Q. Which of the following do you use in your renewal series and with what frequency? (Use 0 if none. Leave blank if unsure.)

Telemarketing

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	52%	48%	55%	80%	68%	40%	21%	56%	50%	81%	27%	68%	56%	32%	80%	61%	29%
1 to 3	42%	48%	36%	20%	32%	50%	63%	33%	38%	19%	65%	32%	39%	58%	20%	32%	63%
4 to 6	2%	0%	3%	0%	0%	0%	5%	11%	0%	0%	0%	0%	0%	5%	0%	0%	4%
7 to 12	3%	3%	3%	0%	0%	10%	5%	0%	13%	0%	4%	0%	6%	0%	0%	7%	0%
More than 12	2%	0%	3%	0%	0%	0%	5%	0%	0%	0%	4%	0%	0%	5%	0%	0%	4%
Mean frequency	2.2	1.1	3.2	.3	.4	1.7	5.7	.9 i	2.1 i	.2 gh	4.2	.4	1.3	4.8	.3	1.2	4.1

Q. Which of the following do you use in your renewal series and with what frequency? (Use 0 if none. Leave blank if unsure.)

Email

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	24%	20%	28%	50%	25%	40%	0%	22%	57%	33%	8%	35%	11%	11%	50%	32%	0%
1 to 3	45%	53%	38%	20%	54%	60%	39%	44%	14%	43%	56%	50%	39%	58%	20%	46%	57%
4 to 6	16%	13%	19%	30%	13%	0%	22%	0%	14%	14%	24%	5%	28%	16%	30%	11%	17%
7 to 12	8%	10%	6%	0%	0%	0%	28%	22%	14%	0%	8%	0%	17%	11%	0%	4%	17%
More than 12	6%	3%	9%	0%	8%	0%	11%	11%	0%	10%	4%	10%	6%	5%	0%	7%	9%
Mean frequency	5.5	3.9	7.0	1.8	5.3	1.0	10.2	9.0	2.9	5.7	4.7	5.6	6.3	5.7	1.9	5.0	7.8

Q. Which of the following do you use in your renewal series and with what frequency? (Use 0 if none. Leave blank if unsure.)

Voice broadcasting

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	95%	90%	100%	100%	100%	100%	81%	100%	100%	100%	86%	100%	81%	100%	100%	100%	84%
1 to 3	5%	10%	0%	0%	0%	0%	19%	0%	0%	0%	14%	0%	19%	0%	0%	0%	16%
4 to 6	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
7 to 12	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 12	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean frequency	.1	.2	.0	.0	.0	.0	.4	.0	.0	.0	.3	.0	.4	.0	.0	.0	.4

Q. Do you offer the following with renewals? (Select all that apply.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Discounts	49%	41%	59%	42%	55%	40%	50%	45%	25%	44%	63%	43%	47%	55%	45%	56%	44%
Premiums	44%	43%	44%	25%	41%	70%	45%	36%	25%	36%	59%	30%	53%	45%	18%	53%	44%
Neither	34%	38%	29%	42%	38%	20%	30%	45%	50%	36%	22%	43%	21%	36%	45%	25%	36%

Q. How many new members did you acquire/reactivate in the most recent fiscal year? Last fiscal year?

Most Recent Fiscal Year

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than 500	18%	20%	14%	82%	0%	0%	0%	38%	50%	13%	0%	27%	12%	7%	90%	0%	0%
500 – 999	16%	20%	10%	9%	41%	0%	0%	25%	38%	7%	10%	27%	12%	14%	0%	30%	5%
1,000 - 2,499	16%	20%	10%	9%	41%	0%	0%	0%	0%	40%	10%	20%	18%	14%	10%	30%	5%
2,500 - 4,999	14%	13%	14%	0%	12%	57%	6%	0%	0%	20%	20%	7%	12%	7%	0%	20%	15%
5,000 - 9,999	20%	10%	33%	0%	6%	43%	38%	38%	0%	7%	30%	13%	12%	43%	0%	15%	35%
10,000 +	18%	17%	19%	0%	0%	0%	56%	0%	13%	13%	30%	7%	35%	14%	0%	5%	40%
Mean number new members	6687 .2	6459 .4	7012 .6	290. 3 DEF	1647 .8 CEf	5744 .4 CDf	1685 1.9 CDe	2769 .8	1772 .1	4736 .3	1168 3.5	2876 .1 1	9397 .9 k	9005 .3	267. 5 OP	3053 .9 NP	1383 5.7 NO

Q. How many new members did you acquire/reactivate in the most recent fiscal year? Last fiscal year?

Prior Fiscal Year

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than 500	20%	23%	17%	88%	15%	0%	0%	50%	60%	17%	0%	43%	13%	0%	100%	16%	0%
500 – 999	11%	15%	6%	13%	23%	14%	0%	0%	20%	25%	5%	21%	7%	9%	0%	26%	0%
1,000 - 2,499	16%	23%	6%	0%	54%	0%	0%	13%	0%	25%	16%	21%	13%	18%	0%	32%	5%
2,500 - 4,999	11%	12%	11%	0%	8%	43%	6%	0%	0%	17%	16%	0%	13%	9%	0%	11%	16%
5,000 - 9,999	16%	4%	33%	0%	0%	43%	25%	38%	0%	0%	21%	7%	7%	36%	0%	11%	26%
10,000 +	25%	23%	28%	0%	0%	0%	69%	0%	20%	17%	42%	7%	47%	27%	0%	5%	53%
Mean number new members	6652 .2	6600 .3	6723 .2	269. 8 dEF	1128 .1 cEF	4597 .7 CDf	1557 5.8 CDe	2700 .8	2280 .0	3906 .0	1134 5.5	2329 .9 1	8637 .6 k	1061 1.5	96.0 oP	2232 .8 nP	1348 7.0 NO

Q. What methods do you use for acquisition/reactivation and what percentage of your budget is allocated for each? (Use 0 if none. Leave blank if unsure.)

Onsite (X%)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	8%	9%	7%	14%	8%	0%	8%	29%	25%	0%	0%	8%	0%	18%	17%	6%	8%
Less than 10%	38%	27%	53%	29%	31%	60%	42%	14%	50%	23%	62%	31%	27%	64%	17%	39%	46%
10% to less than 25%	19%	27%	7%	29%	31%	0%	8%	43%	0%	31%	0%	15%	18%	18%	33%	17%	15%
25% to less than 50%	11%	14%	7%	14%	0%	0%	25%	0%	25%	8%	15%	8%	27%	0%	0%	11%	15%
50% to less than 75%	16%	14%	20%	0%	23%	40%	8%	0%	0%	23%	23%	23%	18%	0%	17%	22%	8%
75% +	8%	9%	7%	14%	8%	0%	8%	14%	0%	15%	0%	15%	9%	0%	17%	6%	8%
Mean percentage of budget	22.6	23.7	21.1	20.1	22.4	22.2	24.5	15.1	9.0	32.8	20.6	28.3 m	33.1 M	3.6 kL	29.3	21.4	21.2

Q. What methods do you use for acquisition/reactivation and what percentage of your budget is allocated for each? (Use 0 if none. Leave blank if unsure.)

Mail (X%)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	3%	0%	6%	13%	0%	0%	0%	0%	0%	7%	0%	7%	0%	0%	0%	5%	0%
Less than 10%	5%	0%	13%	0%	14%	0%	0%	0%	0%	0%	15%	0%	0%	17%	0%	11%	0%
10% to less than 25%	30%	33%	25%	0%	36%	40%	38%	22%	0%	36%	38%	20%	55%	17%	14%	21%	50%
25% to less than 50%	25%	25%	25%	13%	21%	60%	23%	44%	0%	14%	31%	40%	9%	25%	14%	32%	21%
50% to less than 75%	25%	29%	19%	38%	21%	0%	31%	22%	50%	29%	15%	27%	36%	17%	29%	26%	21%
75% +	13%	13%	13%	38%	7%	0%	8%	11%	50%	14%	0%	7%	0%	25%	43%	5%	7%
Mean percentage of budget	38.6	40.6	35.7	55.9 e	32.9	22.8 c	40.3	42.0	68.0 J	38.6	27.3 H	37.7	32.7	44.1	57.9 o	33.5 n	36.0

Q. What methods do you use for acquisition/reactivation and what percentage of your budget is allocated for each? (Use 0 if none. Leave blank if unsure.)

Telemarketing (X%)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	53%	43%	65%	100%	69%	20%	29%	44%	67%	75%	36%	69%	55%	38%	100%	50%	38%
Less than 10%	32%	38%	24%	0%	23%	40%	50%	33%	0%	25%	43%	23%	27%	46%	0%	25%	50%
10% to less than 25%	11%	14%	6%	0%	8%	20%	14%	22%	0%	0%	14%	8%	9%	15%	0%	13%	13%
25% to less than 50%	3%	0%	6%	0%	0%	20%	0%	0%	0%	0%	7%	0%	0%	0%	0%	6%	0%
50% to less than 75%	3%	5%	0%	0%	0%	0%	7%	0%	33%	0%	0%	0%	9%	0%	0%	6%	0%
75% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean percentage of budget	5.1	6.3	3.5	.0 e	1.5 e	9.4 cd	8.9	4.0 i	16.7	.9 gj	6.8 i	2.1	8.0	4.0	.0 p	7.0	5.0 n

Q. What methods do you use for acquisition/reactivation and what percentage of your budget is allocated for each? (Use 0 if none. Leave blank if unsure.)

Email (X%)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	21%	22%	20%	29%	27%	0%	18%	33%	50%	15%	10%	45%	22%	0%	33%	20%	17%
Less than 10%	52%	50%	53%	29%	55%	75%	55%	33%	25%	46%	80%	27%	33%	83%	17%	60%	58%
10% to less than 25%	15%	22%	7%	29%	9%	25%	9%	0%	25%	23%	10%	9%	33%	8%	50%	7%	8%
25% to less than 50%	12%	6%	20%	14%	9%	0%	18%	33%	0%	15%	0%	18%	11%	8%	0%	13%	17%
50% to less than 75%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
75% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean percentage of budget	7.1	6.3	8.0	9.7	5.8	5.9	7.2	10.2	5.8	9.2	3.1	8.0	8.2	5.6	9.2	6.6	6.7

Q. What methods do you use for acquisition/reactivation and what percentage of your budget is allocated for each? (Use 0 if none. Leave blank if unsure.)

Voice broadcasting (X%)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q. What methods do you use for acquisition/reactivation and what percentage of your budget is allocated for each? (Use 0 if none. Leave blank if unsure.)

Web/social media advertising (X%)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	47%	53%	38%	40%	50%	80%	33%	33%	67%	58%	36%	50%	50%	44%	40%	57%	38%
Less than 10%	38%	37%	38%	40%	30%	0%	58%	17%	33%	33%	55%	25%	50%	44%	60%	14%	54%
10% to less than 25%	13%	11%	15%	0%	20%	20%	8%	50%	0%	0%	9%	17%	0%	11%	0%	21%	8%
25% to less than 50%	3%	0%	8%	20%	0%	0%	0%	0%	0%	8%	0%	8%	0%	0%	0%	7%	0%
50% to less than 75%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
75% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean percentage of budget	4.6	4.1	5.3	8.0	5.4	2.0	3.5	9.5	1.7	3.8	3.5	6.7	2.5	3.4	2.8	6.4	3.3

Q. What methods do you use for acquisition/reactivation and what percentage of your budget is allocated for each? (Use 0 if none. Leave blank if unsure.)

Other, please specify

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less than 10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10% to less than 25%	67%	50%	100%	100%	0%	0%	100%	0%	0%	100%	100%	50%	0%	100%	0%	50%	100%
25% to less than 50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
50% to less than 75%	33%	50%	0%	0%	100%	0%	0%	100%	0%	0%	0%	50%	0%	0%	0%	50%	0%
75% +	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean percentage of budget	15.7	15.8	15.3	10.0	24.0	.0 f	17.5 e	60.0 I	.0	2.5 G	17.8	23.3	18.7	5.0	.0	17.5	14.2

Q. How many member acquisition/reactivation campaigns do you do annually? (A "campaign" can consist of a one-time mailing or series of postal mailings, email blasts, telephone calls, etc.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	5%	3%	7%	17%	4%	0%	0%	0%	25%	5%	0%	8%	0%	0%	18%	3%	0%
1	19%	23%	14%	33%	19%	33%	0%	27%	13%	27%	9%	29%	11%	6%	36%	24%	5%
2	22%	20%	24%	17%	37%	11%	6%	9%	13%	32%	22%	25%	11%	38%	9%	31%	19%
3	19%	20%	17%	8%	22%	22%	19%	18%	25%	9%	26%	21%	22%	13%	0%	24%	19%
4	8%	3%	14%	0%	11%	0%	13%	0%	0%	9%	13%	8%	6%	0%	9%	3%	10%
5	5%	6%	3%	0%	0%	11%	13%	0%	0%	0%	13%	0%	11%	6%	0%	3%	10%
6	5%	9%	0%	17%	0%	0%	6%	9%	13%	0%	4%	4%	0%	13%	18%	0%	5%
8+	19%	17%	21%	8%	7%	22%	44%	36%	13%	18%	13%	4%	39%	25%	9%	10%	33%

Q. What is the total volume of acquisition/reactivation mailings annually?

Postal Mail

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	7%	6%	7%	17%	8%	0%	0%	9%	13%	10%	0%	13%	0%	0%	9%	10%	0%
Less than 50,000	47%	50%	44%	58%	62%	33%	17%	45%	63%	43%	47%	57%	44%	29%	82%	45%	29%
50,000 - 99,999	15%	16%	15%	8%	23%	11%	8%	18%	0%	19%	16%	17%	0%	29%	9%	17%	18%
100,000 - 249,999	17%	16%	19%	8%	8%	44%	25%	0%	13%	19%	26%	9%	31%	21%	0%	24%	18%
250,000 - 299,999	3%	3%	4%	0%	0%	11%	8%	0%	0%	5%	5%	4%	0%	7%	0%	0%	12%
300,000 - 499,999	2%	0%	4%	0%	0%	0%	8%	0%	0%	5%	0%	0%	6%	0%	0%	0%	6%
500,000 - 999,999	2%	3%	0%	0%	0%	0%	8%	0%	13%	0%	0%	0%	6%	0%	0%	3%	0%
1 - 2.99 million	3%	3%	4%	0%	0%	0%	17%	9%	0%	0%	5%	0%	6%	7%	0%	0%	12%
3 million+	2%	0%	4%	0%	0%	0%	8%	9%	0%	0%	0%	0%	0%	7%	0%	0%	6%
Not sure	2%	3%	0%	8%	0%	0%	0%	9%	0%	0%	0%	0%	6%	0%	0%	0%	0%

Q. What is the total volume of acquisition/reactivation mailings annually?

Email

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	14%	10%	19%	22%	12%	29%	7%	22%	29%	11%	9%	15%	6%	7%	38%	20%	0%
Less than 50,000	45%	53%	35%	56%	60%	57%	7%	33%	57%	61%	32%	60%	33%	43%	38%	64%	25%
50,000 - 99,999	14%	3%	27%	0%	16%	0%	27%	22%	0%	11%	18%	5%	11%	36%	13%	4%	30%
100,000 - 249,999	7%	7%	8%	0%	4%	14%	13%	11%	0%	6%	9%	15%	6%	0%	0%	8%	10%
250,000 - 299,999	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
300,000 - 499,999	2%	0%	4%	0%	0%	0%	7%	0%	0%	0%	5%	0%	6%	0%	0%	0%	5%
500,000 - 999,999	4%	3%	4%	0%	0%	0%	13%	0%	0%	6%	5%	0%	11%	0%	0%	0%	10%
1 - 2.99 million	7%	10%	4%	0%	0%	0%	27%	0%	0%	0%	18%	0%	11%	14%	0%	0%	20%
3 million+	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	7%	13%	0%	22%	8%	0%	0%	11%	14%	6%	5%	5%	17%	0%	13%	4%	0%

Q. Has your acquisition/reactivation volume increased or decreased from last year?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Increased	45%	44%	47%	67%	31%	67%	41%	50%	38%	55%	38%	39%	56%	41%	73%	36%	50%
Decreased	16%	18%	13%	8%	27%	11%	6%	20%	13%	14%	17%	22%	22%	0%	9%	18%	14%
Stayed the same	33%	32%	33%	17%	31%	22%	53%	20%	25%	27%	46%	26%	22%	59%	9%	43%	36%
Not sure	6%	6%	7%	8%	12%	0%	0%	10%	25%	5%	0%	13%	0%	0%	9%	4%	0%

Q. Do you offer a discount in your acquisition efforts?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Base	64	34 (A)	30 (B)	12 (C)	26 (D)	9 (E)	17 (F)	11 (G)	7 (H)	22 (I)	24 (J)	23 (K)	18 (L)	17 (M)	11 (N)	29 (O)	22 (P)
Yes	59%	56%	63%	17%	69%	56%	76%	55%	29%	50%	79%	48%	72%	65%	36%	62%	73%
No	36%	44%	27%	67%	31%	33%	24%	45%	43%	50%	17%	52%	22%	35%	45%	34%	27%
Not sure	5%	0%	10%	17%	0%	11%	0%	0%	29%	0%	4%	0%	6%	0%	18%	3%	0%

Q. Do you offer a premium or extra benefits for those who join at a certain level? (Select all that apply.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Yes, intangible benefits (e.g., extra months of membership, special discounts, etc.)	73%	68%	80%	75%	77%	67%	71%	73%	57%	73%	79%	57%	72%	100%	73%	69%	77%
Yes, tangible benefits (e.g., tote bag, catalogue, etc.)	52%	59%	43%	50%	58%	44%	47%	55%	57%	50%	50%	39%	44%	65%	45%	52%	55%
No	20%	24%	17%	8%	15%	33%	29%	18%	29%	18%	21%	35%	22%	0%	9%	24%	23%

Q. What is your average response rate for your acquisition/reactivation campaigns? (A "campaign" can consist of a one-time mailing or series of postal mailings, email blasts, telephone calls, etc.)

Postal Mail

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than .25%	7%	9%	4%	0%	14%	0%	7%	0%	0%	11%	9%	0%	11%	13%	0%	4%	15%
.25% - .49%	14%	16%	12%	18%	18%	0%	13%	20%	17%	11%	14%	10%	17%	20%	22%	12%	15%
.50% - .74%	23%	19%	28%	9%	36%	11%	20%	30%	17%	11%	32%	25%	11%	40%	11%	35%	15%
.75% - .99%	4%	0%	8%	0%	5%	0%	7%	10%	0%	5%	0%	5%	6%	0%	0%	4%	5%
1.00% - 1.24%	21%	22%	20%	9%	9%	67%	20%	0%	17%	26%	27%	20%	22%	7%	11%	23%	25%
1.25% - 1.49%	2%	0%	4%	0%	5%	0%	0%	0%	0%	0%	5%	0%	6%	0%	0%	0%	5%
1.50%+	16%	19%	12%	18%	5%	11%	33%	20%	17%	16%	14%	15%	17%	13%	22%	12%	20%
Not sure	14%	16%	12%	45%	9%	11%	0%	20%	33%	21%	0%	25%	11%	7%	33%	12%	0%

Q. What is your average response rate for your acquisition/reactivation campaigns? (A "campaign" can consist of a one-time mailing or series of postal mailings, email blasts, telephone calls, etc.)

Email

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than .25%	19%	12%	27%	0%	29%	0%	21%	25%	20%	13%	21%	13%	18%	31%	0%	14%	32%
.25% - .49%	17%	12%	23%	14%	24%	40%	0%	0%	0%	27%	21%	19%	6%	31%	20%	24%	11%
.50% - .74%	4%	4%	5%	0%	5%	0%	7%	13%	0%	0%	5%	6%	6%	0%	0%	5%	5%
.75% - .99%	2%	4%	0%	0%	0%	0%	7%	0%	0%	0%	5%	0%	6%	0%	0%	0%	5%
1.00% - 1.24%	6%	0%	14%	0%	5%	0%	14%	0%	0%	7%	11%	6%	6%	8%	0%	5%	11%
1.25% - 1.49%	2%	4%	0%	0%	0%	0%	7%	0%	0%	0%	5%	0%	6%	0%	0%	0%	5%
1.50%+	6%	8%	5%	0%	5%	0%	14%	13%	0%	0%	11%	6%	0%	15%	0%	5%	11%
Not sure	43%	56%	27%	86%	33%	60%	29%	50%	80%	53%	21%	50%	53%	15%	80%	48%	21%

Q. What kind of special appeals do you send to your members? (Select all that apply.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Annual fund	88%	94%	79%	92%	89%	100%	75%	100%	88%	95%	74%	96%	89%	75%	82%	97%	76%
Upgrade campaigns	53%	54%	52%	8%	56%	78%	69%	45%	50%	50%	61%	46%	67%	50%	18%	59%	62%
Lapsed/ re-join campaigns	81%	80%	83%	67%	81%	78%	94%	91%	88%	64%	91%	75%	89%	88%	73%	79%	86%
Capital or campaign gifts	25%	23%	28%	8%	22%	44%	31%	9%	13%	32%	30%	29%	17%	38%	0%	31%	29%
Acquisition or collector club appeals	16%	11%	21%	0%	22%	11%	19%	9%	0%	27%	13%	17%	11%	19%	0%	17%	19%
Multiple appeals scheduled throughout the fiscal year	22%	20%	24%	17%	11%	33%	38%	27%	13%	18%	26%	13%	28%	31%	18%	10%	43%
Other, please specify	8%	9%	7%	0%	7%	0%	19%	0%	0%	5%	17%	8%	11%	6%	0%	7%	14%
None of these	2%	0%	3%	0%	4%	0%	0%	0%	0%	0%	4%	0%	0%	6%	0%	0%	5%
Not sure	2%	3%	0%	0%	0%	0%	6%	0%	0%	0%	4%	0%	6%	0%	0%	0%	5%

Q. How many special appeals are sent during the year?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	2%	0%	3%	0%	4%	0%	0%	0%	0%	0%	4%	0%	0%	6%	0%	0%	5%
1 - 2	50%	51%	48%	83%	56%	22%	31%	45%	50%	68%	35%	67%	28%	44%	100%	45%	33%
3 - 5	31%	29%	34%	8%	33%	67%	25%	27%	50%	14%	43%	25%	39%	31%	0%	48%	24%
6 - 8	11%	14%	7%	8%	7%	0%	25%	9%	0%	14%	13%	8%	28%	0%	0%	7%	19%
9+	5%	3%	7%	0%	0%	11%	13%	18%	0%	5%	0%	0%	0%	19%	0%	0%	14%
Not sure	2%	3%	0%	0%	0%	0%	6%	0%	0%	0%	4%	0%	6%	0%	0%	0%	5%

Q. Do you use email appeals for the following? (Select all that apply.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Renewals	67%	59%	77%	42%	63%	63%	94%	45%	38%	59%	96%	58%	83%	76%	45%	57%	95%
New member acquisition	48%	44%	53%	33%	52%	25%	65%	18%	38%	36%	78%	33%	67%	65%	36%	43%	68%
Upgrade campaigns	25%	21%	30%	8%	19%	13%	53%	18%	25%	14%	39%	17%	44%	24%	9%	11%	50%
Annual fund	58%	68%	47%	33%	67%	63%	59%	55%	38%	59%	65%	46%	78%	65%	18%	79%	59%
Lapsed/re-join campaigns	55%	47%	63%	17%	56%	50%	82%	36%	38%	36%	87%	50%	61%	65%	18%	50%	82%
Other, please specify	5%	9%	0%	0%	4%	0%	12%	0%	0%	5%	9%	4%	11%	0%	0%	4%	9%
Do not use e-mail for any appeals	13%	15%	10%	42%	11%	0%	0%	27%	25%	14%	0%	13%	6%	6%	45%	7%	0%

Q. Which of the following strategies, if any, have you used to successfully improve your program's financial contribution to the museum in the past year? (Select all that apply.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Member upgrade mailings	48%	44%	52%	30%	32%	78%	65%	30%	57%	45%	54%	36%	59%	47%	30%	46%	59%
Additional volume in acquisition	51%	53%	48%	40%	48%	67%	53%	60%	43%	45%	54%	45%	65%	41%	40%	57%	50%
Price changes at various levels of membership	51%	50%	52%	40%	44%	56%	65%	40%	29%	55%	58%	50%	35%	65%	30%	50%	64%
Additional membership benefits	52%	56%	48%	30%	56%	56%	59%	40%	43%	45%	67%	50%	41%	71%	20%	61%	59%
Additional events	44%	44%	44%	40%	28%	44%	71%	50%	43%	30%	54%	45%	47%	47%	30%	43%	55%
Member-get-a-member campaigns	8%	6%	11%	10%	8%	11%	6%	10%	14%	5%	8%	9%	6%	0%	0%	14%	5%
New branding	33%	35%	30%	40%	32%	22%	35%	50%	14%	20%	42%	41%	29%	29%	30%	36%	32%
New marketing agency/direct response agency	10%	9%	11%	0%	12%	0%	18%	30%	0%	0%	13%	14%	6%	12%	0%	11%	14%
New messaging	44%	41%	48%	40%	48%	44%	41%	40%	14%	40%	58%	36%	41%	65%	40%	46%	45%
Expansion of museum's website pages on membership and donations	39%	47%	30%	20%	64%	22%	24%	40%	43%	45%	33%	55%	18%	53%	10%	57%	27%
Urgent appeals	13%	9%	19%	0%	12%	11%	24%	20%	14%	5%	17%	0%	6%	35%	0%	18%	14%
Reductions in costs to improve net income	43%	44%	41%	10%	48%	44%	53%	40%	29%	35%	54%	36%	59%	41%	0%	46%	59%
Expanded exhibition	26%	29%	22%	50%	16%	22%	29%	40%	57%	25%	13%	23%	41%	18%	60%	21%	18%

marketing or museum advertising																	
Collaboration with other local cultural organizations in our community	39%	35%	44%	30%	52%	22%	35%	10%	57%	40%	46%	32%	53%	35%	20%	50%	36%
New museum director	5%	9%	0%	0%	8%	0%	6%	20%	0%	0%	4%	9%	0%	6%	0%	7%	5%
Other, please specify	7%	9%	4%	10%	8%	0%	6%	0%	14%	10%	4%	9%	6%	6%	10%	4%	9%

Q. What percentage of members join or renew online? (Please provide a whole number.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	9%	14%	4%	40%	0%	0%	7%	22%	29%	5%	0%	11%	6%	0%	40%	4%	0%
Less than 10%	18%	24%	12%	20%	17%	14%	20%	33%	29%	16%	10%	21%	19%	19%	20%	16%	16%
10% to 19%	44%	45%	42%	20%	52%	43%	47%	22%	29%	42%	60%	32%	50%	50%	20%	52%	47%
20% to 29%	22%	14%	31%	20%	26%	29%	13%	11%	14%	32%	20%	32%	19%	19%	20%	28%	16%
40% to 49%	5%	3%	8%	0%	4%	14%	7%	11%	0%	0%	10%	5%	0%	13%	0%	0%	16%
50% +	2%	0%	4%	0%	0%	0%	7%	0%	0%	5%	0%	0%	6%	0%	0%	0%	5%
Mean percentage of members	14.9	12.3	17.7	7.7 d	14.9 c	18.1	18.1	11.4	8.3 j	16.3	17.4 h	13.4	16.1	17.4	7.9 p	13.2 p	21.2 no

Q. How often do you send informational (i.e., primary message is not about renewing) email to members?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Weekly	15%	20%	10%	25%	11%	22%	12%	36%	25%	9%	8%	21%	17%	12%	18%	17%	14%
Twice a month	38%	49%	27%	25%	48%	22%	41%	9%	25%	41%	54%	33%	56%	29%	27%	45%	41%
Monthly	37%	23% b	53% a	42%	33%	44%	35%	45%	38%	41%	29%	42%	17%	41%	55%	31%	36%
Quarterly	2%	0%	3%	0%	0%	0%	6%	0%	0%	5%	0%	0%	6%	0%	0%	0%	5%
Infrequently	2%	0%	3%	0%	0%	11%	0%	0%	0%	0%	4%	0%	0%	6%	0%	3%	0%
Not sure	6%	9%	3%	8%	7%	0%	6%	9%	13%	5%	4%	4%	6%	12%	0%	3%	5%

Q. Does your museum have a presence on the following social media sites? (Select all that apply.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Facebook	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Twitter	95%	94%	97%	83%	96%	100%	100%	91%	75%	100%	100%	92%	100%	100%	82%	100%	100%
FourSquare	31%	34%	27%	42%	33%	33%	18%	9%	25%	36%	38%	29%	33%	41%	27%	31%	36%
MySpace	14%	14%	13%	0%	22%	0%	18%	0%	0%	14%	25%	13%	11%	24%	0%	17%	18%
LinkedIn	14%	11%	17%	8%	7%	22%	24%	27%	0%	9%	17%	17%	11%	18%	9%	3%	32%
Flickr	51%	60%	40%	25%	52%	67%	59%	27%	25%	59%	63%	38%	61%	71%	27%	55%	64%
YouTube	68%	66%	70%	50%	74%	67%	71%	64%	38%	73%	75%	63%	61%	88%	55%	72%	77%
Other, please specify	3%	6%	0%	8%	4%	0%	0%	0%	0%	9%	0%	0%	11%	0%	9%	0%	5%

Q. What department manages social media at your museum?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Membership	5%	3%	7%	8%	8%	0%	0%	20%	0%	5%	0%	9%	6%	0%	0%	4%	0%
Communications	23%	29%	17%	8%	15%	33%	41%	30%	0%	18%	33%	13%	28%	29%	9%	25%	32%
Marketing	59%	59%	60%	50%	73%	56%	47%	40%	63%	77%	50%	65%	61%	53%	55%	71%	50%
Other, please specify	13%	9%	17%	33%	4%	11%	12%	10%	38%	0%	17%	13%	6%	18%	36%	0%	18%

Q. Is social media used to promote membership?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Yes	69%	63%	77%	67%	67%	78%	71%	64%	88%	64%	71%	71%	72%	65%	64%	69%	68%
No	26%	31%	20%	25%	30%	11%	29%	18%	13%	32%	29%	17%	28%	35%	27%	24%	32%
Not sure/ N/A	5%	6%	3%	8%	4%	11%	0%	18%	0%	5%	0%	13%	0%	0%	9%	7%	0%

Q. Which of the following tangible member benefits do you offer? (Select all that apply.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Museum magazine	78%	83%	72%	75%	70%	89%	88%	100%	63%	68%	83%	79%	72%	82%	82%	69%	86%
Calendar of events	50%	63%	34%	50%	44%	44%	63%	45%	75%	45%	48%	46%	61%	53%	36%	41%	62%
Exhibition catalogue(s)	27%	37%	14%	33%	37%	11%	13%	27%	38%	27%	22%	13%	28%	41%	36%	34%	14%
Exhibition tickets	42%	46%	38%	33%	41%	33%	56%	36%	38%	55%	35%	38%	56%	41%	36%	38%	57%
Free audio/multimedia guides	17%	26%	7%	8%	15%	44%	13%	0%	13%	27%	17%	13%	17%	18%	9%	17%	19%
Museum guide	14%	11%	17%	0%	19%	11%	19%	9%	0%	18%	17%	8%	17%	24%	0%	17%	19%
Tote bag	14%	20%	7%	25%	7%	22%	13%	27%	25%	5%	13%	4%	17%	24%	9%	14%	14%
Other gifts/premiums	33%	34%	31%	33%	37%	33%	25%	27%	25%	23%	48%	21%	39%	41%	36%	34%	33%
Other, please specify	16%	23%	7%	33%	11%	11%	13%	18%	13%	23%	9%	21%	17%	6%	36%	14%	10%

Q. Which of the following additional benefits do you offer? (Select all that apply.)

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Free admission	88%	83%	93%	75%	93%	100%	82%	36%	100%	95%	100%	79%	94%	88%	73%	93%	86%
Discount in shop	98%	100%	97%	100%	96%	100%	100%	100%	100%	95%	100%	100%	94%	100%	91%	100%	100%
Discount in café/restaurant	71%	69%	73%	25%	81%	56%	94%	55%	38%	82%	79%	63%	78%	82%	18%	79%	86%
Fees waived for events and education programs	52%	57%	47%	50%	67%	56%	29%	36%	38%	73%	46%	58%	44%	53%	55%	66%	41%
Free parking	18%	11%	27%	17%	7%	44%	24%	9%	13%	32%	13%	8%	17%	29%	27%	14%	23%
Discounted parking	23%	26%	20%	8%	22%	22%	35%	0%	13%	18%	42%	13%	39%	29%	9%	24%	32%
Priority admission	49%	46%	53%	33%	48%	67%	53%	27%	25%	59%	58%	42%	44%	65%	18%	52%	68%
Reciprocal membership	83%	97% B	67% A	83%	93%	100%	59%	73%	75%	100%	75%	92%	100%	59%	82%	97%	64%
Consultation with curators	20%	23%	17%	17%	26%	22%	12%	36%	25%	14%	17%	17%	6%	41%	18%	21%	18%
Travel program	32%	49% B	13% A	33%	33%	33%	29%	55%	13%	41%	21%	33%	33%	29%	36%	34%	32%
Other, please specify	12%	9%	17%	0%	15%	11%	18%	0%	13%	5%	25%	13%	11%	18%	0%	21%	9%

Q. Do you offer free member specific programming such as tours, lectures, concerts, and films?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Yes	83%	80%	87%	58%	85%	89%	94%	73%	75%	82%	92%	83%	83%	94%	55%	83%	95%
No	14%	17%	10%	25%	15%	11%	6%	18%	13%	18%	8%	13%	17%	6%	27%	17%	5%
Not sure	3%	3%	3%	17%	0%	0%	0%	9%	13%	0%	0%	4%	0%	0%	18%	0%	0%

Q. Do you offer special events and receptions? If so, how many do you schedule each year?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	3%	0%	7%	0%	4%	13%	0%	0%	0%	5%	4%	0%	0%	0%	9%	4%	0%
1 - 2	14%	6%	24%	17%	11%	13%	18%	0%	25%	24%	8%	22%	17%	6%	9%	21%	9%
3 - 5	42%	51%	31%	58%	37%	38%	41%	45%	50%	43%	38%	48%	39%	35%	64%	32%	45%
6 - 10	22%	26%	17%	8%	30%	13%	24%	18%	13%	10%	38%	17%	33%	24%	9%	29%	23%
11 - 15	8%	6%	10%	0%	7%	13%	12%	18%	0%	0%	13%	9%	0%	18%	0%	11%	9%
16+	8%	11%	3%	8%	7%	13%	6%	18%	0%	14%	0%	0%	11%	18%	0%	4%	14%
Not sure	3%	0%	7%	8%	4%	0%	0%	0%	13%	5%	0%	4%	0%	0%	9%	0%	0%

Q. What is offered at these events?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Opportunity to preview an exhibition	97%	100%	92%	91%	100%	100%	94%	100%	86%	95%	100%	100%	89%	100%	89%	100%	95%
Curatorial presentation	64%	60%	69%	73%	64%	63%	59%	64%	71%	60%	65%	52%	67%	76%	56%	64%	64%
Food	84%	89%	77%	100%	92%	88%	59%	91%	86%	85%	78%	91%	78%	76%	100%	89%	68%
Open Bar	46%	54%	35%	55%	52%	50%	29%	55%	57%	30%	52%	39%	39%	59%	56%	50%	32%
Cash Bar	41%	46%	35%	55%	44%	50%	24%	36%	29%	50%	39%	52%	39%	29%	33%	50%	32%

Q. Do you charge a fee for events? If so, how much?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
No charge	75%	71%	81%	67%	81%	86%	69%	73%	63%	95%	64%	65%	83%	94%	60%	81%	76%
Less than \$10	2%	3%	0%	0%	4%	0%	0%	9%	0%	0%	0%	4%	0%	0%	0%	4%	0%
\$10 - \$20	15%	17%	12%	17%	8%	14%	25%	18%	13%	0%	27%	22%	11%	0%	20%	11%	19%
\$21 - \$35	3%	6%	0%	8%	0%	0%	6%	0%	13%	0%	5%	0%	6%	6%	10%	0%	5%
\$36 - \$50	2%	3%	0%	0%	4%	0%	0%	0%	0%	0%	5%	4%	0%	0%	0%	4%	0%
Not sure	3%	0%	8%	8%	4%	0%	0%	0%	13%	5%	0%	4%	0%	0%	10%	0%	0%

Q. Does your museum belong to one or more reciprocal membership programs?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Yes, one program	49%	46%	53%	58%	48%	78%	29%	55%	50%	59%	38%	54%	44%	35%	82%	48%	36%
Yes, more than one program	38%	54% B	20% A	33%	44%	22%	41%	36%	38%	41%	38%	38%	56%	35%	9%	48%	36%
No	12%	0% B	27% A	8%	7%	0%	29%	9%	13%	0%	25%	8%	0%	29%	9%	3%	27%

Q. How many museums do you share reciprocity with?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	11%	0%	24%	8%	7%	0%	25%	9%	13%	0%	22%	8%	0%	25%	9%	3%	24%
Less than 10	8%	6%	10%	17%	4%	0%	13%	18%	13%	9%	0%	8%	6%	13%	9%	7%	10%
10 - 25	9%	11%	7%	8%	7%	11%	13%	9%	0%	9%	13%	4%	6%	6%	18%	7%	10%
26 - 50	8%	14%	0%	0%	11%	11%	6%	0%	0%	14%	9%	4%	17%	6%	0%	14%	5%
51 - 100	6%	9%	3%	0%	4%	0%	19%	0%	0%	9%	9%	4%	17%	0%	0%	3%	14%
101 - 250	11%	6%	17%	17%	4%	33%	6%	0%	25%	14%	9%	8%	6%	13%	27%	10%	5%
More than 250	47%	54%	38%	50%	63%	44%	19%	64%	50%	45%	39%	63%	50%	38%	36%	55%	33%

Q. At what price level do your members receive reciprocal membership privileges?

	Total	Museum Type		Active Membership Size				Adult Admission			Size of Metro Area			Museum Visitation			
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
All levels	35%	9%	77%	27%	40%	44%	25%	20%	43%	41%	33%	50%	17%	33%	20%	39%	31%
\$50 - \$99.99	4%	0%	9%	0%	0%	0%	17%	0%	0%	0%	11%	0%	6%	8%	0%	0%	13%
\$100 - \$149.99	26%	43%	0%	64%	20%	33%	0%	60%	43%	23%	6%	27%	28%	25%	50%	25%	13%
\$150 - \$249.99	19%	29%	5%	9%	20%	11%	33%	10%	14%	18%	28%	18%	28%	8%	20%	21%	19%
\$250+	14%	17%	9%	0%	20%	11%	17%	0%	0%	18%	22%	5%	22%	17%	10%	14%	19%
Not sure	2%	3%	0%	0%	0%	0%	8%	10%	0%	0%	0%	0%	0%	8%	0%	0%	6%

Q. How many years have you served in a professional position at your museum?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than 6 months	5%	6%	3%	0%	7%	11%	0%	0%	13%	9%	0%	13%	0%	0%	0%	3%	0%
6 months to less than 1 year	3%	3%	3%	0%	7%	0%	0%	0%	0%	9%	0%	4%	6%	0%	0%	3%	5%
1 year to less than 2 years	15%	14%	17%	25%	11%	0%	24%	9%	13%	18%	17%	8%	6%	24%	27%	10%	18%
2 years to less than 3 years	12%	14%	10%	25%	11%	0%	12%	36%	0%	14%	4%	21%	17%	0%	27%	7%	9%
3 years to less than 5 years	29%	23%	37%	17%	33%	44%	24%	18%	25%	23%	42%	29%	33%	29%	9%	34%	36%
5 years +	35%	40%	30%	33%	30%	44%	41%	36%	50%	27%	38%	25%	39%	47%	36%	41%	32%

Q. How many years have you worked in museum membership?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Less than 1 year	9%	9%	10%	0%	22%	0%	0%	0%	13%	18%	4%	17%	6%	6%	0%	10%	5%
1 year to less than 2 years	8%	11%	3%	17%	4%	11%	6%	0%	13%	14%	4%	4%	11%	6%	27%	3%	5%
2 years to less than 3 years	14%	17%	10%	17%	15%	11%	12%	36%	0%	23%	0%	17%	11%	12%	18%	14%	9%
3 years to less than 5 years	20%	14%	27%	25%	22%	11%	18%	18%	25%	9%	29%	25%	28%	6%	9%	17%	32%
5 years to less than 10 years	28%	26%	30%	33%	26%	11%	35%	27%	38%	18%	33%	25%	33%	29%	36%	24%	32%
10 years +	22%	23%	20%	8%	11%	56%	29%	18%	13%	18%	29%	13%	11%	41%	9%	31%	18%

Q. How many museums have you served as a membership professional?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
1	63%	69%	55%	75%	69%	44%	53%	64%	100%	59%	52%	71%	83%	31%	64%	61%	59%
2	27%	23%	31%	25%	19%	56%	24%	27%	0%	27%	35%	21%	11%	44%	27%	32%	23%
3	8%	9%	7%	0%	8%	0%	18%	0%	0%	9%	13%	8%	0%	19%	0%	7%	14%
4	2%	0%	3%	0%	4%	0%	0%	0%	0%	5%	0%	0%	6%	0%	9%	0%	0%
More than 4	2%	0%	3%	0%	0%	0%	6%	9%	0%	0%	0%	0%	0%	6%	0%	0%	5%

Q. What is your title in membership at your museum?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Membership Coordinator	14%	11%	17%	25%	19%	0%	6%	18%	13%	18%	8%	17%	11%	6%	45%	7%	9%
Membership Manager	32%	40%	23%	33%	26%	78%	18%	27%	50%	36%	25%	38%	28%	29%	27%	38%	23%
Membership Director	20%	14%	27%	0%	19%	11%	41%	18%	0%	14%	33%	8%	17%	41%	0%	17%	36%
Membership Associate Director	8%	14% b	0% a	0%	7%	0%	18%	0%	13%	9%	8%	0%	22%	6%	0%	7%	14%
Member Services Manager	2%	3%	0%	0%	4%	0%	0%	9%	0%	0%	0%	4%	0%	0%	0%	3%	0%
Development Director	2%	3%	0%	8%	0%	0%	0%	9%	0%	0%	0%	0%	6%	0%	0%	0%	0%
Other	23%	14%	33%	33%	26%	11%	18%	18%	25%	23%	25%	33%	17%	18%	27%	28%	18%

Q. How many years have you attended AMMC?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
None	47%	43%	52%	50%	59%	44%	25%	55%	50%	55%	35%	71%	28%	29%	64%	48%	29%
1	13%	6%	21%	25%	11%	11%	6%	9%	13%	18%	9%	13%	17%	6%	18%	10%	14%
2	17%	23%	10%	8%	15%	22%	25%	0%	25%	9%	30%	4%	39%	12%	0%	21%	24%
3	6%	9%	3%	8%	0%	11%	13%	9%	0%	9%	4%	0%	11%	12%	9%	0%	14%
4	5%	6%	3%	0%	4%	0%	13%	9%	0%	0%	9%	4%	0%	12%	0%	3%	10%
5	3%	3%	3%	0%	4%	11%	0%	0%	0%	5%	4%	0%	0%	12%	0%	7%	0%
6	2%	3%	0%	8%	0%	0%	0%	9%	0%	0%	0%	4%	0%	0%	9%	0%	0%
7	2%	3%	0%	0%	4%	0%	0%	0%	0%	0%	4%	4%	0%	0%	0%	3%	0%
9	3%	0%	7%	0%	0%	0%	13%	9%	0%	0%	4%	0%	0%	12%	0%	0%	10%
10+	3%	6%	0%	0%	4%	0%	6%	0%	13%	5%	0%	0%	6%	6%	0%	7%	0%
Mean times attending	2.1	2.6	1.4	1.2	2.0	1.4	3.3	2.1	2.1	2.0	2.1	.9 m	1.9	4.3 k	1.0	2.6	2.3

Q. Were you provided with the opportunity to attend other conferences this year to help you with your industry knowledge?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Yes	48%	38%	60%	42%	33%	75%	65%	36%	25%	52%	58%	43%	33%	59%	45%	50%	55%
No	52%	62%	40%	58%	67%	25%	35%	64%	75%	48%	42%	57%	67%	41%	55%	50%	45%

Q. If so, which conferences did you attend?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Local Association of Fundraising Professionals chapters	26%	15%	33%	0%	30%	20%	36%	75%	0%	20%	21%	38%	29%	18%	0%	27%	36%
National Association of Fundraising Professionals	10%	8%	11%	0%	10%	0%	18%	50%	0%	0%	7%	13%	0%	18%	0%	7%	18%
Local museum membership roundtables	61%	46%	72%	60%	30%	80%	82%	75%	67%	50%	64%	50%	71%	55%	60%	53%	73%
American Association of Museums	32%	23%	39%	0%	40%	40%	36%	50%	0%	20%	43%	38%	14%	45%	0%	40%	36%
Council for Advancement in Support of Education	3%	0%	6%	0%	0%	0%	9%	25%	0%	0%	0%	0%	0%	9%	0%	0%	9%
Direct Marketing Association (and related conferences)	10%	0%	17%	0%	0%	0%	27%	50%	0%	0%	7%	0%	0%	27%	0%	0%	27%
NTEN (Non-profit Technology Community)	3%	0%	6%	0%	10%	0%	0%	0%	0%	0%	7%	0%	0%	9%	0%	7%	0%
Convio Summit	3%	0%	6%	0%	0%	0%	9%	0%	0%	0%	7%	0%	0%	9%	0%	0%	9%
Blackbaud Conference	35%	31%	39%	0%	60%	60%	18%	50%	0%	30%	43%	38%	0%	45%	20%	47%	27%
Other	35%	31%	39%	40%	30%	20%	45%	50%	33%	30%	36%	38%	14%	64%	20%	33%	45%

Q. What is your highest level of education?

	Total	Museum Type		Active Membership Size				Adult Admission				Size of Metro Area			Museum Visitation		
		Art (A)	Other (B)	Less than 2,500 (C)	2,500 - 9,999 (D)	10,000 - 24,999 (E)	25,000 + (F)	Free (G)	Less than \$10 (H)	\$10 - \$14.99 (I)	\$15+ (J)	Less than 1.5 M (K)	1.5 M - 5.0 M (L)	5.0 M+ (M)	Less than 100,000 (N)	100,000 - 499,999 (O)	500,000 + (P)
Some College	3%	0%	7%	0%	4%	0%	6%	0%	0%	9%	0%	0%	6%	0%	9%	0%	5%
4-year College Degree	59%	62%	57%	75%	52%	75%	53%	55%	75%	59%	57%	63%	56%	59%	55%	75%	41%
Masters Degree	36%	35%	37%	25%	44%	25%	35%	45%	25%	32%	39%	38%	33%	41%	36%	25%	50%
Other	2%	3%	0%	0%	0%	0%	6%	0%	0%	0%	4%	0%	6%	0%	0%	0%	5%