



**InterConnections: The IMLS National Study on
the Use of Libraries, Museums and the Internet**
MUSEUM SURVEY RESULTS

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Dr. José-Marie Griffiths, Dean and Professor

Donald W. King, Distinguished Research Professor

University of North Carolina at Chapel Hill

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Introduction

The on-line information environment has changed dramatically since the earliest on-line systems emerged in the early 1960s. Growth has occurred both in the number of users of on-line information as well as in the number of on-line information resources and providers. The rate of growth in each of these areas increased exponentially with the availability of the public Internet and the World Wide Web. These foundational technological developments created an environment in which almost anyone can “publish” or function as an information provider and have virtually instantaneous access to massive volumes of information.

Museums and libraries have long been sources of recreation, learning and information for personal or family, educational and workplace purposes. However, the Internet, Web and other technologies have become an increasingly used source of information that some believe will largely replace their physical counterparts. On the other hand, some have speculated that the Internet and related technologies will actually enhance and increase museum and library use. There is no solid evidence to support either assertion, particularly considering the wide range in types of museums and libraries.

Both museums and libraries of all types have adapted to the Internet by providing access to information through the Internet, as well as creating and promoting unique information content for users. They also provide access to their services through the Internet. This Institute of Museum and Library Services (IMLS) solicited and funded “National Study of Users and Potential Users of Online Information” has a primary goal to: “Conduct a national survey of the information needs of users and potential users of on-line museum and public library information and the Internet.” This is the first of a series of reports of the results of this study; this report focuses on museums.

Conceptual Model

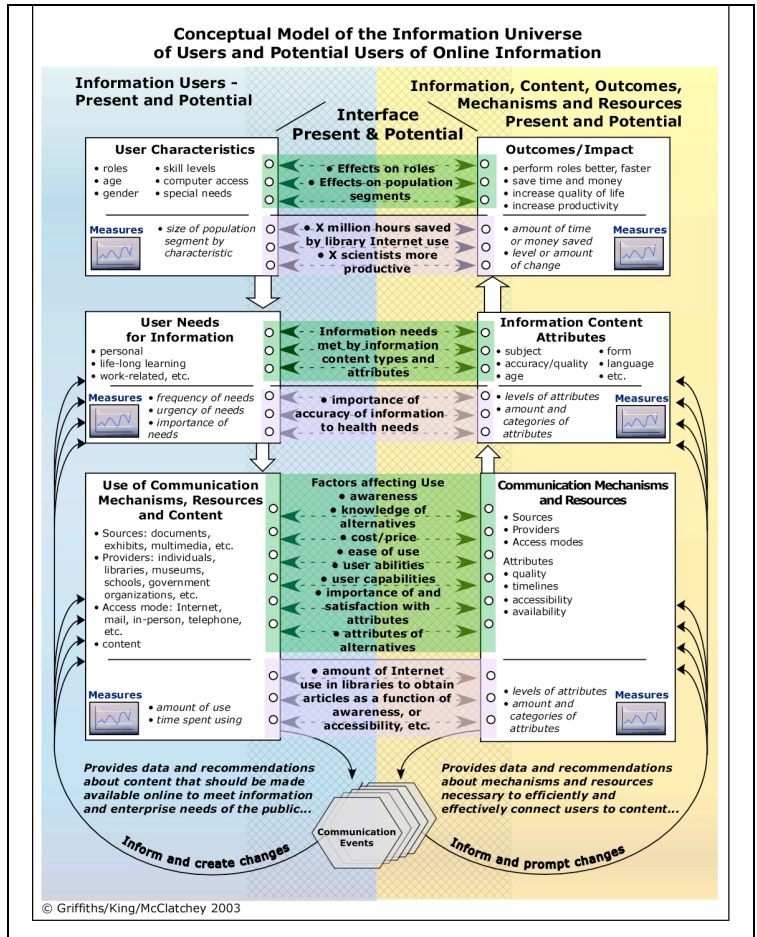
In order to effectively structure the study and survey instruments we designed an initial conceptual model to address the size and complexity of the universe of users and potential users of online information and information providers. This model also enabled us to look at the relationships between the various components of the online environment, so that we could ascertain survey sample and questionnaire parameters that would provide the most information with the best response rate and usable data.

While the model reflects hundreds of relevant studies we have worked on, we did not intend it to be final, but rather a starting point from which to characterize this universe. And we have, indeed, made some modifications as we have proceeded. The model is based on two critical components:

- information users – present and potential
- information content, mechanisms and resources that are (or could be) utilized by the users

The user component (blue rectangle) includes characteristics of the user population; their needs for information (e.g., a health problem, a school homework assignment, a work-related research need, recreational interest, cultural attraction); and use of various sources of information (e.g., documents, exhibits), providers of these sources (e.g., libraries, museums), and modes of access (e.g., Internet, personal observation). The information component (yellow rectangle), starting from the bottom includes the communication mechanisms and resources by which the information is accessed, and their attributes; information content attributes; and the outcomes/impact derived by users having the information. Perhaps the most significant insights have to do with the relationships between the boxes (the arrows between each box), e.g. how the user characteristics of teachers shape their need for information which in turn impacts their use of the resources, which in turn will affect the resources themselves, their content attributes and ultimately the outcomes and impact, both for the user and the information resource.

The model shows that the sources, providers, and modes of access possess important attributes (e.g., availability, accessibility, price). The use of sources, providers and



modes of access are influenced by several factors, such as user awareness of them, ease of use, and attributes. Amount of use can be estimated as a function of these factors, including user perception of attributes. Information content also has important attributes that are related to meeting the users' information needs. For example, accuracy and currency are essential to meeting many health-related needs, language is important to various population segments – for people with different native languages, those learning languages, etc. Finally, use of information results in some outcomes (or impact) such as improved student learning, time saved, etc. Outcomes can be related to specific segments of the population. While there are many possible ways of characterizing the information universe, we have found this model to be very useful in our studies of a range of information sources, providers, and access modes (particularly the Internet).

The distinction above is made because information users make choices from information sources, providers and means of access when information needs or wants arise. These choices depend on such factors as user perceptions of quality, trustworthiness, etc. of information available from sources and providers and ease of use or cost of using. The surveys are designed to observe choices made from among many alternatives.

We made the decision to segment our inquiry by the information provider, so that we looked at the use of museums, for example, separately from other information providers like public libraries. The remainder of this paper is based on that segment of the National Study specifically related to museums as physical and virtual information providers.

Methods

UNDERLYING PHILOSOPHY

We designed the underlying philosophy of this study to shape our surveys as follows:

- There are basic needs for information such as for addressing personal (or family) situations, recreation or informal learning, formal education as teachers and students, or workplace activities. In addition, some information is wanted for entertainment and other such reasons.
- Information needs (or wants) can be addressed through a variety of sources such as publications, videos, exhibits, websites, presentations, family, friends, and so on.
- The sources of information are available from various providers such as libraries, museums, the Internet, bookstores, television, and so on.
- Information sources such as exhibits provided by museums can be accessed/obtained in-person, through the Internet or even on television.

The distinction above is made because information users make choices from information sources, providers and means of access when information needs or wants arise. These choices depend on such factors as user perceptions of quality, trustworthiness, etc. of information available from sources and providers and ease of use or cost of using. The surveys are designed to observe choices made from among many alternatives.

SURVEYS

The components of the National Study involved several integrated household telephone surveys of adults (18 and over) including:

- A general information survey to place a context on the extent of use and factors affecting use of a range of sources and providers prior to examining use of library, museum, and Internet provision of sources of information. This survey had a total of 1,557 completed interviews.
- A survey of museum in-person and remote visits to their websites through the Internet with a total of 1,045 completed interviews.
- A survey of public library in-person and remote visits through the Internet with a total of 1,049 completed interviews.
- A survey of Internet use with a total of 1,607 completed interviews.

Surveys	Number of Completed Interviews
General information	1,557
Museum in-person and remote visits	1,045
Public Library in-person and remote visits	1,049
Internet Use	1,607
Use of specific resources (e.g., books, newspapers, etc.)	1,361
Use of other types of libraries	1,995

- A survey of the use of specific sources such as books, newspapers, etc. with 1,361 completed interviews and other types of libraries including academic, special, and school and other types with a total of 1,995 completed interviews.

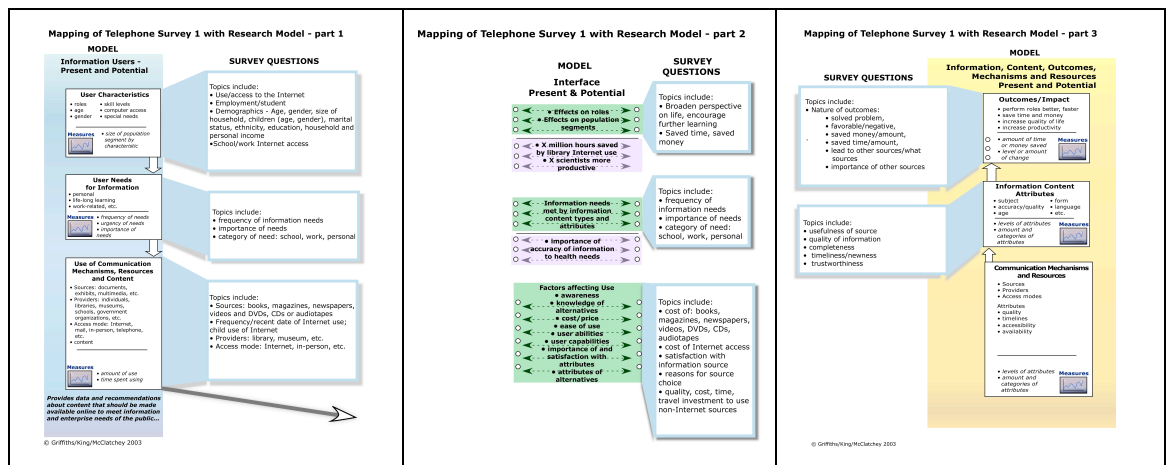
Some museum survey questions are common across other surveys including questions about in-person or remote visits to 11 types of museums (using American Association of Museums museum categories) and general demographics. These questions resulted in 5,251 completed interviews. A set of questions about how many in-person visits and how many times a museum website was accessed remotely in the past 12 months, how long ago the last in-person and remote visit was made and the trend in visits. These questions were completed in 1,057 interviews. The specific questions were partitioned and addressed to in-person and remote visits for the 11 types of museums.

Most questions are about “critical incidents” of the last in-person or remote visit to a museum. This method permits in-depth analysis of a variety of aspects of museum visits and by adult characteristics.

The telephone interviews were conducted by the University Center for Social and Urban Research, University of Pittsburgh under the directions of Scott Beach and Janet Schlarb. Details of methods can be found in the Survey Methods Report.

MAPPING OF MODEL TO SURVEYS

Once we established the conceptual model, the underlying philosophy and assumptions of the survey study, and generated the survey instrument, we created an initial mapping of the model to each of our proposed survey questionnaires. Though we did minor modifications as we advanced into the study, changes based both on statistical management concerns as well as pragmatic implementation issues, working through this initial mapping was helpful in ensuring that our surveys would yield us the desired information in a usable format. In the figures below is an example of one of the survey questionnaires mapped to the conceptual model.

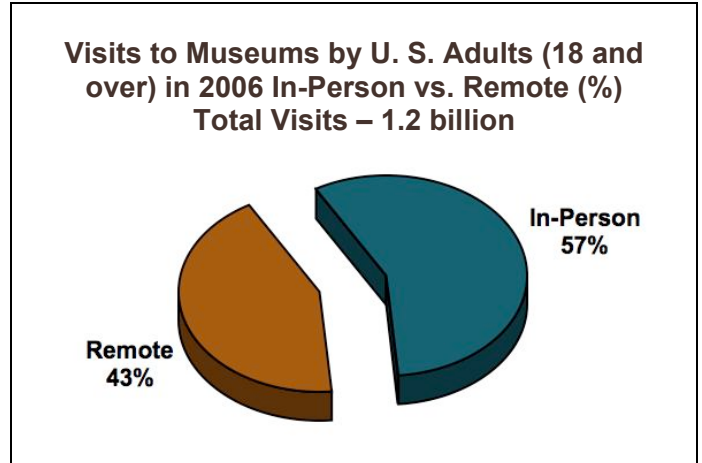


Use of Museums

NUMBER OF VISITORS AND FREQUENCY OF VISITS

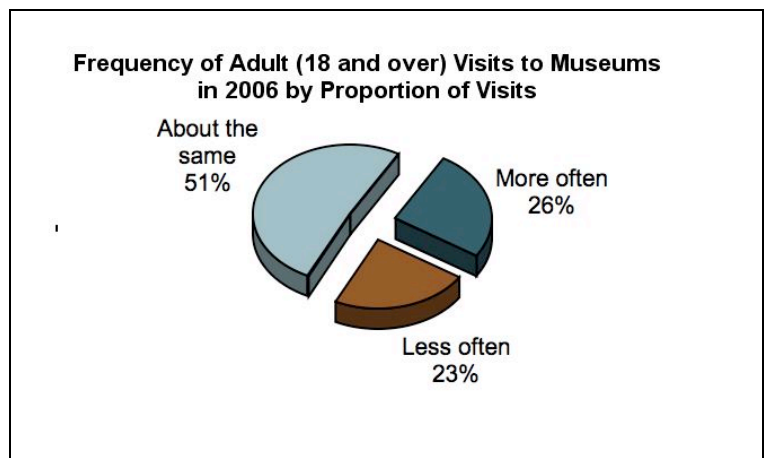
U.S. adults visited museums in-person 701 million times and remotely 524 million times for a total of 1.2 billion visits in 2006. (Table 4) These visits included over 313 million adult in-person visits to science-related museums: zoo or aquaria; science, technology or other science-related museums, and over 388 million in-person visits to non-science related museums: art, history and others. This means that U.S. adults visit museums in-person an average

of 3.1 times per capita per year and remotely an average of 2.3 times. Adults visited both science and non-science-related museums more in-person than remotely, but science-related museums had a higher percentage of in-person visits compared to remote visits (58.9% in-person to 41.1% remote) than non-science-related museums (55.9% to 44.1%). (Table 4)



When asked whether they have visited museums more often, less often, or about the same in the past 12 months as done previously, about half said they had visited both in-person and remotely about the same. The people who said they had visited in-person more often in the last year (26%) were matched by about the same number of people who stated they had visited in-person less often (23%). Quite a high number of people said they had visited remotely more often in the last year (38%) and only a few (10%) said they had connected to a museum remotely less often.

About 23% of adults who have only visited a museum in-person (not remotely) say they have visited more often in the past 12 months than previously. Those who visited both in-person and remotely stated that they visited in-person more often in the last year (29%). This suggests that those people who visit museum web sites end up visiting in-person more often. (Table 6 and Table 7). These



results also suggest that remote visits are more frequent than in-person visits: 13.7% of remote visits were in the past week compared to 6.1% of in-person visits, while 9.0% of remote visits were in the last six months compared to 17.5% of in-person visits (Table 8).

Museum Types

The museum survey included 11 types of museums using categories specified by the American Association of Museums as follows:

- **Science-related Museums**
 - Zoo or Aquarium
 - Arboretum or Botanical Garden
 - Science or Technology
 - Natural History or Anthropological
 - Nature Center
 - Children's or Youth
- **Non-Science Museums**
 - Art
 - History
 - Historic House or Site (e.g., battlefield)
 - Specialized
 - General

Results of the survey are provided for each type of museum.

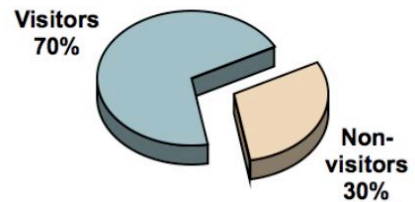
Museum Users

USER CHARACTERISTICS

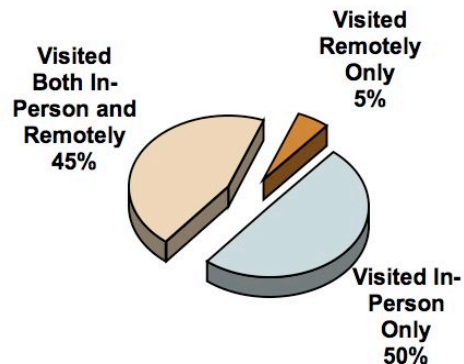
Adults

In 2006, there were about 223 million adults aged 18 and over in the U.S. Our 2006 national household survey revealed that about 70 percent or 156 million U.S. adults visited museums in the previous 12 months. Museums are visited by people actually going into the physical location of the museum; they are also visited online by people using the Internet and World Wide Web. We call these visits in-person and remote visits, respectively. *Note that the estimated number and proportions of visitors and visits are projected in this study to U.S. adults only. Foreign tourists, other visitors to the U.S. and residents in other countries also visit museums in-person and remotely; thus, the estimates of visitors and visits are not equivalent to total visitors or visits. For ease of reading this report, we will use the term adult or children/child to refer to U.S. resident adults or children.*

Proportion of Adults (18 and over) Who Have Visited Museums in the Past 12 Months
(Total: 223 million adults)



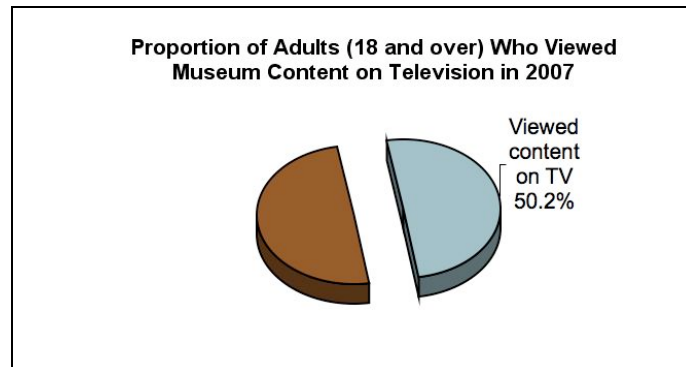
Proportion of Adult Visitors (18 and over) Who Have Visited Museums in 2006 In-Person or Remotely



The vast majority of adult visitors continue to visit museums in-person. Almost half of museum visitors (49.9 % or 78 million visitors) visited museums only in-person, a slightly smaller percentage (45.0% or 70 million visitors) visited both in-person and remotely. And a relatively small percentage (5.1% or 8 million visitors) visited museums remotely only. In all, about 148 million adults visited museums in-person and 78 million adults visited remotely. ([Table 1](#), [Table 2](#))

Most in-person museum visits are with family (69% of visits) and/or with friends or colleagues (28%) suggesting that in-person visits are shared, social experiences. ([Table 9](#)) Only 9.4 percent of adults said they visited by themselves.

Another form of access to museums or museum content is through television. The survey showed that 112 million adults or just over half the adult population (50.2%) were exposed to museum content in this way. ([Table 1](#))

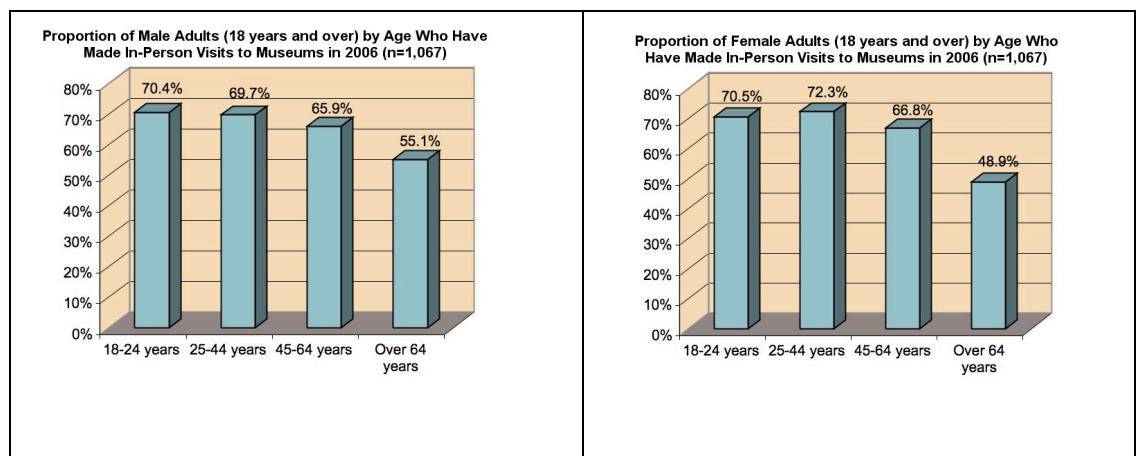


Age and Gender

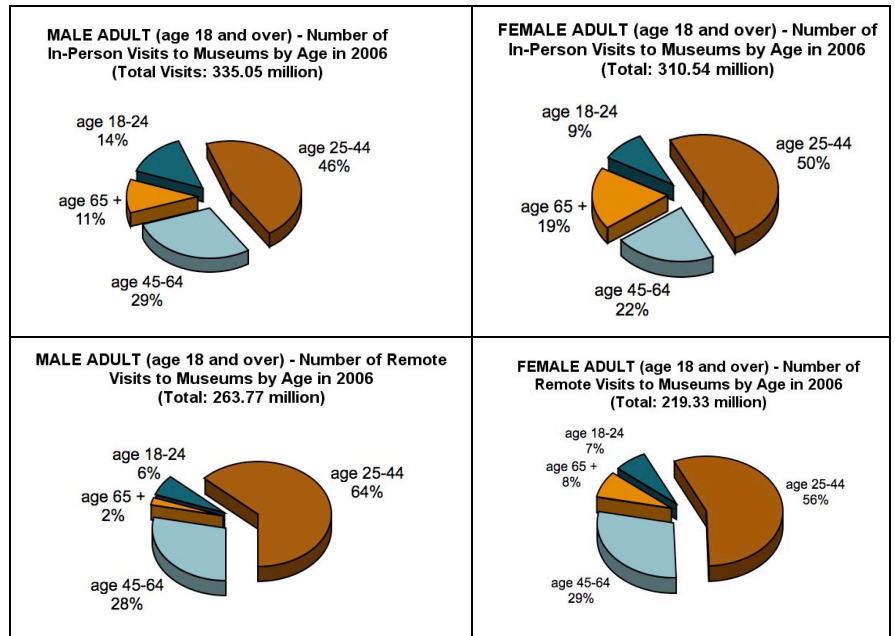
While more women than men visit museums in-person, the proportion of visitors who are men/women mirrors the overall population; that is, 48.5 percent of museum visitors are men (and make up 48.3% of the population) and 51.5 percent are women (51.7% of the population). The opposite is true for remote visitors with 50.5 percent of remote visitors being men and 49.5 percent being women. (Table 43 and Table 44)

The proportion of adults who have made in-person visits to museums mostly declines by age for both men and women, except that more women aged between 25 and 44 visit museums in-person. (Table 44) The pattern for remote visits is similar, showing that more men and women aged 25 to 44 visit remotely than any other age group. (Table 44 and Table 51)

The largest number of both male and female adults visiting museums in-person or remotely are between 25 and 44 years of age, followed by those between 45 and 64 years. Those aged over have the fewest number of visitors to museums either in-person or remotely (with the exception of women aged 18-24 for in-person visits). ([Table 43](#))



However, in terms of frequency of visits, men visitors do tend to visit museums more often on average than women (5.07 times versus 4.43 in-person visits per visitor and 7.25 versus 6.16 remote visits over a 12-month period). Although women over 64 years of age visit museums most, on average, (5.87 visits per year in-person and 8.68 visits per year remotely) than other men or women. Generally, women visit museums remotely more on average at all ages than they visit in-person. ([Table 43](#))



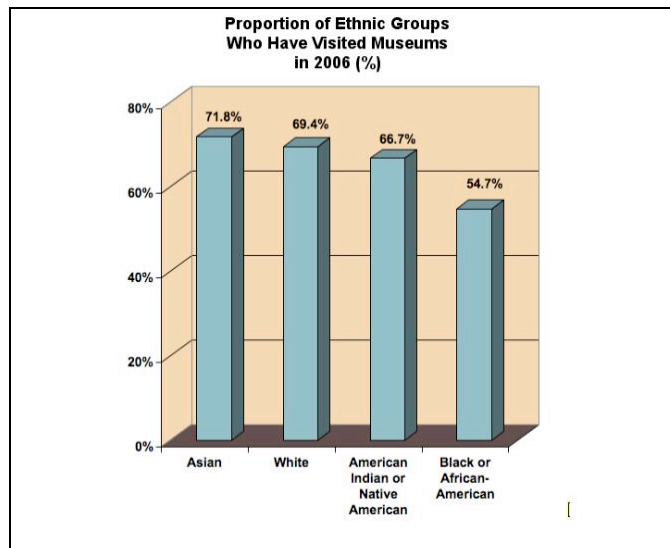
The proportions of visits by men and women to different types of museums are strikingly similar, with the following exceptions. Women are more likely than men to visit children's or youth museums (22% versus 15%) and zoos or aquaria (36% versus 32%). On the other hand, men are more likely to visit science or technology museums (28% versus 24%). ([Table 45](#))

The museum visiting patterns of different age groups show some variation. Adults aged 18 to 24 years of age are most likely to visit art museums in-person or remotely (37%) and least likely to visit specialized museums (13%). Adults aged 25 to 44 years of age are most likely to visit zoos or aquaria (49%) and least likely to visit specialized museums (19%). They are also the most likely age group to visit museums (75%). Adults aged 45 to 64 are most likely to visit historic houses or sites (39%) and least likely to visit children’s of youth museums (17%). Adults over 64 years of age are most likely to visit art museums (29%) and least likely to visit children’s and youth museums (11%). They are the least likely age group to visit museums (57%). ([Table 49](#))

	Adults 18-24	Adults 25-44	Adults 45-64	Adults over 64
Most likely to visit	Art (37%)	Zoos/ Aquaria (49%)	Historic houses/ sites (39%)	Art (29%)
Least likely to visit	Specialized (13%)	Specialized (19%)	Children's/ Youth (17%)	Children's/ Youth (11%)

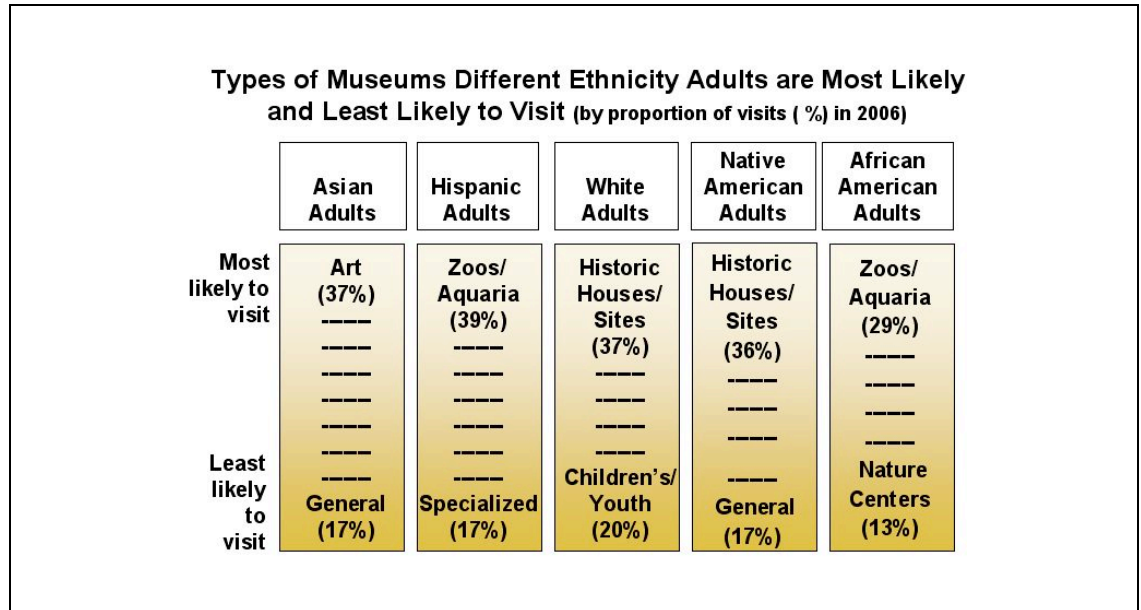
Ethnicity

The ethnic group most likely to visit museums either in-person or remotely is Asian (71.8%) followed by Hispanic (70.4%). The group least likely to visit museums is Black or African American (54.7%). ([Table 48](#), [Table 46](#))



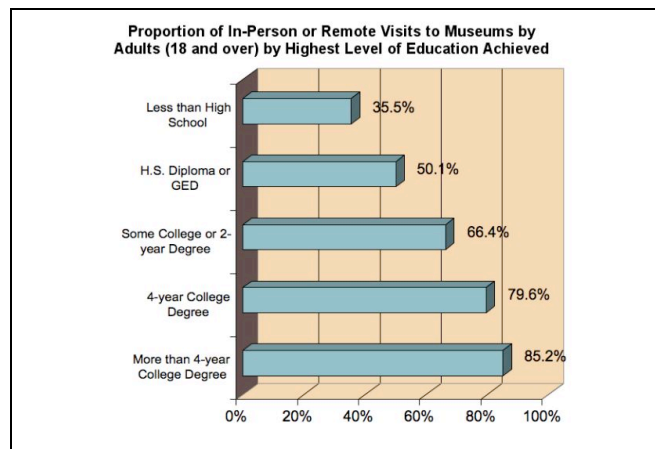
Asian adults are most likely to visit art museums (37%) and least likely to visit general museums (17%). Hispanic adults are most likely to visit zoos or aquaria (39%) and least likely to visit specialized museums (17%). White adults are most likely to visit historic houses or sites (37%) and least likely to visit children’s or youth museums (20%). American Indian or Native American adults are most likely to visit historic

houses or sites (36%) and least likely to visit general museums (17%). Black or African American adults are most likely to visit zoos or aquaria (29%) and least likely to visit nature centers (13%). ([Table 48](#), [Table 46](#))



Educational Level

There is a clear and strong trend showing that the higher the educational level attained by adults, the greater the use of museums. The proportion of adults with more than a 4-year degree who visit museums in-person or remotely is 85.2%, while for those with less than a high school education the proportion is 35.5%.



Those adults with less than a high school education are most likely to visit historic houses or sites (18%) and least likely to visit specialized museums (6%). Those with a high school diploma or GED are most likely to visit zoos or aquaria (23%) and least likely to visit specialized museums (9%). Those adults with some college or a 2-year degree are most likely to visit historic houses or sites (35%) and least likely to visit specialized museums (17%). Adults with a 4-year degree are most likely to visit zoos or

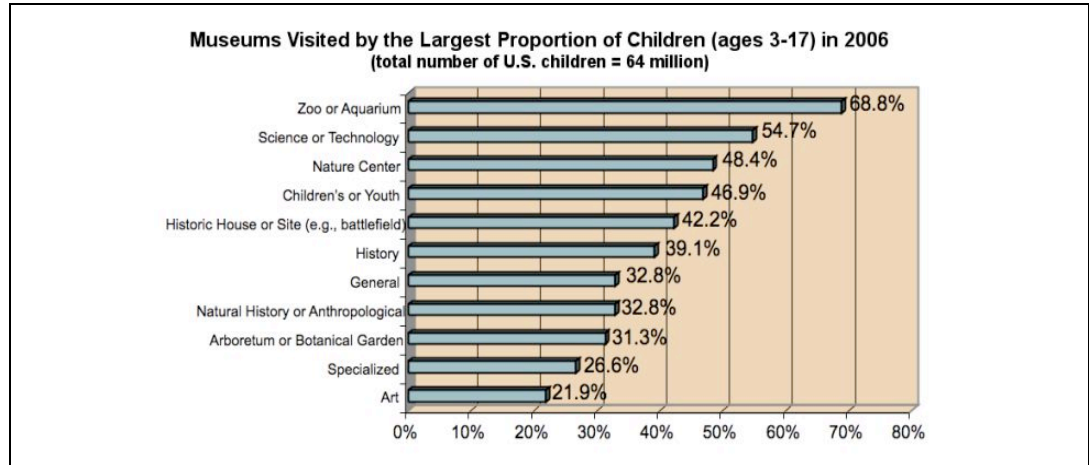
aquaria (44%) and least likely to visit children’s or youth museums (24%). And adults with more than a 4-year degree are most likely to visit art museums (51%) and least likely to visit children’s or youth museums (27%). ([Table 47](#))

Children

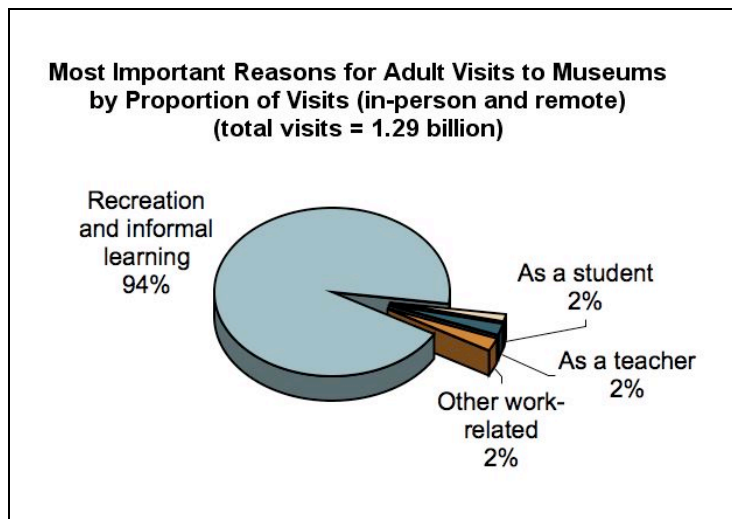
In 2006, there were about 64 million children aged 3-17 in the U.S. The estimates of number and proportion of children who visit museums in-person may be slightly high because we assume that children from households in which parents do not visit museums are as likely to visit museums as those from households in which parents do visit. This is because many museum visits by children are through school, club, sponsorship etc. On the other hand, we do not have any information about children’s remote visits to museums.

An estimated 307 million adult in-person museum visits involve children aged 3-17. The survey revealed that zoos and aquaria are visited by the largest number of children (44 million or 68.8%) with science and technology museums following in second place (35 million or 54.7%) Children are much more likely to visit museums in-person compared with adults, supporting the notion that many child visits may be independent of parents – visits with other family members, friends, school field trips, clubs, etc. ([Table 3](#))

Children are less likely to visit art museums (22% of children) than adults (30% of adults). They are more than twice as likely as adults to visit zoos or aquaria (69% versus 34%), science or technology museums (55% versus 26%) and children’s or youth museums (47% versus 20%) ([Table 2](#) and [Table 3](#))



User Needs for Information from Museums



Recreational and informal learning dominates as the most important reason for both in-person and remote museum visits (94% of in-person visits and 83% of remote). While only very small proportions of visits are for student, teacher and other work-related reasons, these more often involve remote visits than in-person visits. (4.6% of in-person visits are by students and teachers and 9.7% of remote visits are by them;

work-related reasons involved 2.4% of in-person visits and 7.5% of remote visits.) ([Table 19](#))

Recreational and informal learning needs are met mostly through general interest in the museum and its contents for both in-person and remote visits (89% of in-person visits and 83% of remote visits). Shared experiences with family and friends also contribute to meeting needs, especially for in-person visits (79% of visits compared with 41% of remote visits). A higher proportion of remote visits (59%) than in-person visits (42%) met recreation and informal learning needs through specific exhibits or displays, even though they were rated lower on a scale of 1(worst) to 5 (best) rating. Average rating of exhibits viewed in-person is 4.36 versus 3.84 remotely. (Tables 20, 18) This result tends to reinforce the use of remote museum access for convenience.

Teachers use remote visits more often than in-person visits to meet their needs (28 million versus 15 million visits in the previous 12 months). The levels of teaching reported are elementary (49% of visits), high school (19%) and college or university (32%). Teachers often visit museums for their own continued learning (62% of in-person visits), to accompany a class (54%), to prepare for a class or lecture (39%), to keep up with a class assignment (31%), among other reasons. Home-schooling accounts for 23 percent of in-person teacher visits (3.5 million visits). ([Table 23](#))

About 17 million in-person visits and 39 million remote visits are made annually to museums for work-related purposes. Such work includes landscape architecture, librarianship, consulting, writing, research, law, preparation of a sermon, etc. Museum visitors who visit for work-related purposes are much more likely to get all that they are looking for through in-person visits than remote visits (77% versus 14% of visits). ([Table 25](#))

Use of Different Types of Museums and Their Resources

MODES OF ACCESS TO MUSEUMS

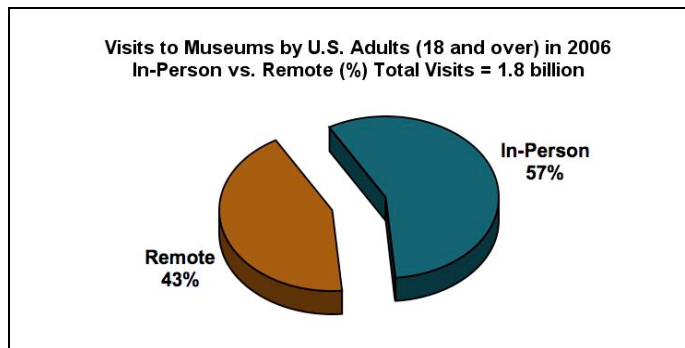
Types of Museums:

- Zoo or Aquarium
- Arboretum or Botanical Garden
- Science or Technology
- Natural History or Anthropological
- Nature Center
- Children’s or Youth
- Art
- History
- Historic House or Site (e.g., battlefield)
- Specialized
- General

Museum providers include a wide variety of museum types. We used the American Association of Museums categorization of different types of museums. The previous sections of these results showed the numbers of visitors and the numbers of visits to each type of museum over a 12-month period. Visitors can visit museums in three ways: by physically going to the museum itself (in-person visits), by accessing museum content online (remote) or through viewing museum content on television. These results focus on the first two modes of museum access.

The total number of visits to museums by U.S. adults in 2006 is estimated to be 1.2 billion. Of these, 57 percent (701 million) are in-person visits and 43 percent (524 million) are remote visits. (Table 4). All told, adults visit museums in-person an average of 3.1 times per capita per year and remotely an average of 2.3 times. It should be noted that about one-half of adults who visited museums have also observed museum content on television. (Table 1)

Comparing the proportion of visits in-person versus remotely, the proportion of visits that are in-person is highest with nature centers and children’s or youth museums for in-person visits (84% of visits), and art museums and science or technology museums, highest for remote visits (53% and 52% respectively). A much larger proportion of visits are made in-person than remotely to children’s or youth museums (84% vs 16%), historic houses or sites (73% vs 27%), general museums (71% vs 29%), specialized museums (68% vs 32%), and zoos or aquaria (64% vs 36%). (Table 5).

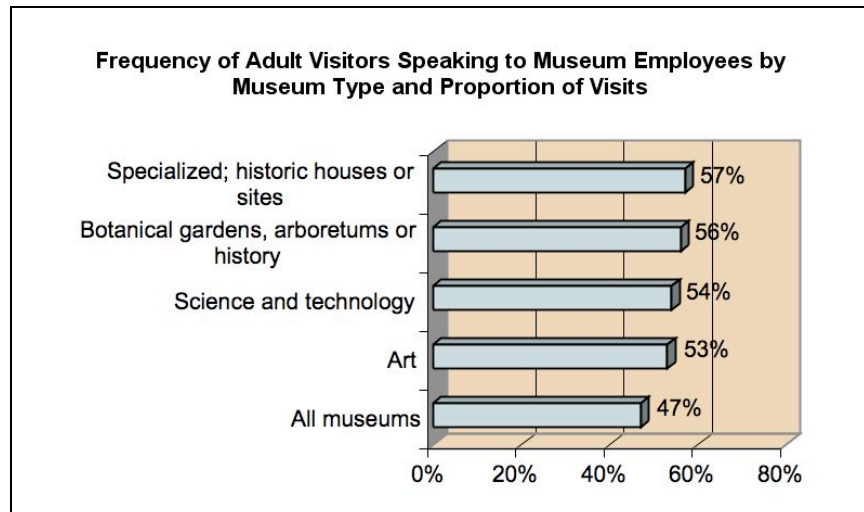


Use of Different Types of Museums

The use of different types of museums varies significantly as to whether people are visiting by themselves or with others. For example, adults visiting by themselves are more likely to visit art museums (12%) and least likely to visit science or technology museums. (Table 10). Adults visiting with friends or colleagues are even more likely to visit art museums (33%). However, adults are least likely to visit art museums when they are with family and much more likely to visit children’s or youth museums (54% for art museums as compared to 85% for children’s and youth museums).

Use of Different Museum Resources

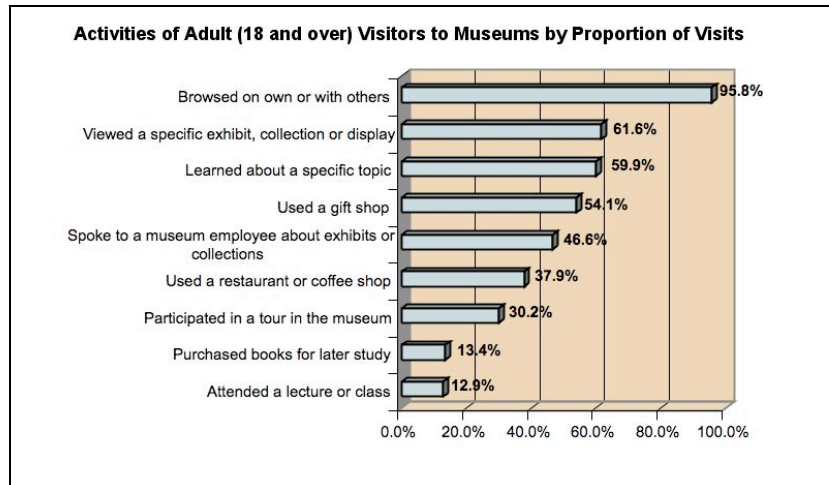
Almost half of visitors to all types of museums report that they spoke to museum employees during their visit (47% of all visits to all types of museums). Visitors to specialized museums and historic houses or sites spoke to museum employees the most frequently (57% of visits), those visiting botanical gardens, arboretums or history museums did so second most frequently (56% of visits), followed by those visits to science and technology museums (54% of visits) and art museums (53%).



Visitors to science or technology museums appear to be the most active museum visitors, tending to show greater interest than average across all museums types, in viewing a specific exhibit (73% versus 62% average), speaking to a museum employee (54% versus 47% average), learning about a specific topic (72% versus 60% average), attending a lecture (18% versus 13% average), or purchasing a book (19% versus 13% average). (Table 33 and Table 12) Adult visitors to natural history or anthropological museums also tended more often than the average across all museum types to view a specific exhibit (70% versus 62% average), learn about a specific topic (71% versus 60% average), or purchase a book (19% versus 13% average). (Table 12 and Table 34). Nature center adult visitors tend to learn more about a specific topic than the average across all museum types (72% versus 60% average) (Table 12 and Table 35).

Adult visitors to children’s or youth museums tend to participate in a tour in the museum more than average across all museum types (37% for these museums as compared to

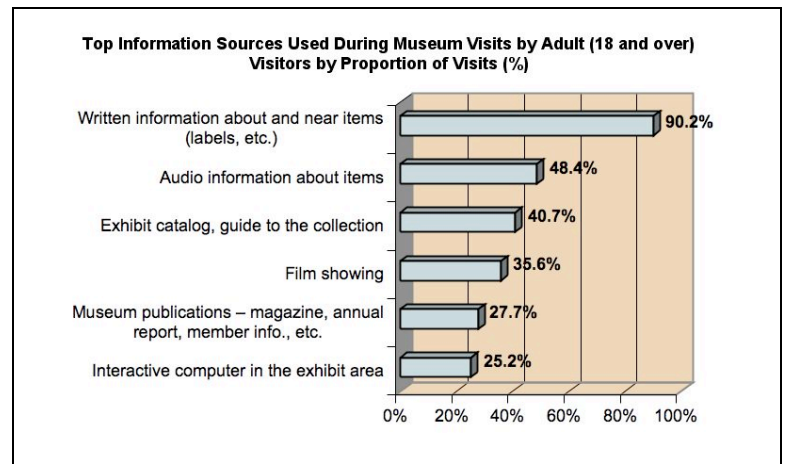
30% for all museums), and learn more about a specific topic (69% versus 60% average) ([Table 12](#) and [Table 36](#)).



Museum in-person visitors most often browse on their visits, either on their own or with others (96% of visits). More than half of visits are focused on viewing a specific exhibit, collection or display (62%) or learning about a specific topic (60%), obviously in conjunction with their

casual browsing of the rest of the museum. Interestingly, online visits follow a similar pattern, with the greatest number of visits involving browsing the website (83%), viewing a specific exhibit, collection, or display (67%) or learning about a specific topic (66%). (Table 16) Not surprisingly, students, teachers and work-related visitors tend to use remote visits about twice as often as in-person visits (Table 19). A much higher proportion of remote visits are made to complete a class assignment than with in-person visits (3.2% versus 1.8% of visits), likely because of the convenience (13% or 94 million visits). ([Table 12](#) and [Table 16](#)).

Visitors frequently used written information, audio information, and exhibit catalogs or guides available from the museums (90%, 48%, and 41% of visits respectively) ([Table 13](#)). Visitors used museum publications in about one-fourth of visits ([Table 13](#)). While an interactive computer in the study area was used in one-fourth of visits, websites were infrequently used. ([Table 13](#))



Listening to lectures is less frequent with remote visits than with in-person visits (4.3% vs 12.9%), though this may well be due to limited availability of audio materials on museum web sites ([Table 12](#) and [Table 16](#)).

Many visits involved ordering books for further study during in-person visits (13.4%) or 94 million visits or following remote visits (3.4% or 23 million visits). (Table 12 and Table 16)

While not all museums have gift shops and/or restaurants, gift shops are visited by more than half of all museum visitors (54%) and more than a third visited a museum restaurant or coffee shop (38%). Zoo or aquarium visitors tended to use both gift shops

and restaurants more than the overall average — 61% of zoo and aquaria visitors shop the gift shop and 47% ate at the museum restaurant (it could be hypothesized that seeing all the animals feeding at the zoo or seeing all that water in the aquaria subconsciously prompts visitors to be more hungry or thirsty than during their visits at other types of museums) ([Table 12](#), [Table 31](#), [Table 34](#)).

Attributes (Quality, Timeliness, Cost)

RATINGS OF ATTRIBUTES OF IN-PERSON VISITS

Visitors were asked to rate various aspects of their last visit to museums. The rating scale used was a five-point scale with 1 representing the worst rating and 5 representing the best.

For in-person visits to museums the ratings included: overall satisfaction with the experience, and satisfaction with the exhibits, the quality of the descriptive information about displays/items, oral presentations describing displays/items, and the trustworthiness of the displays/items or information about them. The overall average ratings were all high:

Trustworthiness	4.62
Quality of descriptive information	4.40
Overall experience	4.37
Exhibits	4.36
Oral presentations	4.30

Over 50 percent of adults rated their satisfaction with the experience during their last visit at the highest rating and 69 percent rated trustworthiness the highest. ([Table 14](#))

In considering the ratings by type of museum visited in person, all were consistently high with only minor variations among them. ([Table 15](#))

RATINGS OF ATTRIBUTES OF REMOTE VISITS

The ratings of various aspects of remote visits yielded similar results, although the average ratings for each attribute were consistently lower for the remote visits compared with in-person visits:

- Trustworthiness 4.54
- Overall experience 4.03
- Quality of descriptive information 3.96
 - Exhibits 3.84
 - Oral presentations 3.68

All aspects of in-person visits are rated higher than remote visits suggesting that the direct experience and personal/social context continue to be important. ([Table 17](#) and [Table 18](#)) There was no appreciable difference in ratings for museums which did and did not charge an entrance fee.

Outcomes/Impacts

RECREATIONAL AND INFORMAL LEARNING NEEDS

The vast majority of museum visits are driven by recreation and informal learning needs (94% of in-person visits and 83% of remote visits) and are met heavily through general interest in the museums and their contents (89% of in-person visits and 83% of remote visits). Over three-fourths (79%) of in-person visits help meet these needs through a joint experience with family and friends. A higher proportion of remote visits than in-person visits meet recreational and informal learning needs through a specific museum exhibit or display (59% versus 42%). ([Table 20](#))

People's recreational and informal learning needs were met by museums in a variety of ways that, in turn, resulted in several possible benefits. The most common benefit of museum use was that the visit helped people learn something new (87% of in-person visits and 86% of remote visits), followed by encouraged further learning (76% of in-person visits and 81% of remote visits). Other benefits included: inspired visitor, broadened perspective on life, led to other interests, resulted in a new way of thinking, helped a child learn more. ([Table 21](#))

Further outcomes can be defined in terms of specific actions that resulted from museum visits. A higher proportion of in-person visits than remote visits (86% versus 68%) resulted in people talking about or recommending the museum experience to others. This coincides with the relative ratings of satisfaction with the experience (4.37 for in-person versus 4.03 for remote visits) and that shared experiences being more common for in-person visits than remote visits (79% versus 41%). ([Table 20](#), [Table 21](#) and [Table 22](#)) ([Table 21](#))

More remote visits than in-person visits result in planning another museum visit (48% versus 39%), perhaps because of convenience, i.e., the less time and cost involved.

Museum visits lead to people seeking more information from other sources. This seeking of additional information was consistently higher for remote than for in-person visit follow-ons. The most common source for additional information was online, and especially resulting from the remote visits (sought after 39% of remote visits and 12% of in-person visits). Museum visits lead to people seeking more information from libraries in nearly 100 million visits. Note that visits to public libraries lead to looking for more information in museums in about 20 million such visits (see public library survey results from this study). ([Table 22](#))

TEACHERS' NEEDS

Teachers use remote visits to museums more often than in-person visits to meet their needs (28 million remote visits in 2006 versus 15 million in-person visits). ([Table 19](#))

In-person museum visits by teachers are mostly for their own continued learning (62% of visits), followed by accompanying a class to the museum (54%). About one third of visits are to prepare for a class or lecture (39%) or to keep up with a class assignment (31%). It is worth noting that about 15 percent of teacher in-person visits are in their role as students. The level of teaching was reported as elementary (49% of teacher visits), high school (19%) and college or university (32%). Home-schooling accounts for

23 percent of in-person museum visits by teachers. Note also that the reasons for teacher remote visits are not reported because of a very small sample size. ([Table 23](#))

About half of teacher visits result in their getting all they were looking for (50% of in-person visits and 44% of remote visits). In all museum visits they found some or all of what they were looking for. Other benefits of museum visits included savings in time and money. Remote visits more often resulted in savings teachers' time (94% of remote visits and 54% of in-person visits) and money (53% of remote visits and 31% of in-person visits). ([Table 24](#))

WORK-RELATED NEEDS

About 17 million in-person visits and 39 remote visits were made in 2006 to museums for work-related purposes. Visitors who visit for work-related purposes are much more likely to find all they are looking for through in-person visits than remote visits (77% versus 14 % of visits). Just as with teachers, remote visits are more likely to result in saving work-related visitors time (86% versus 36%) and money (57% versus 29%). ([Table 25](#))

Economic Aspects of Museum Visits

COST TO VISIT MUSEUMS

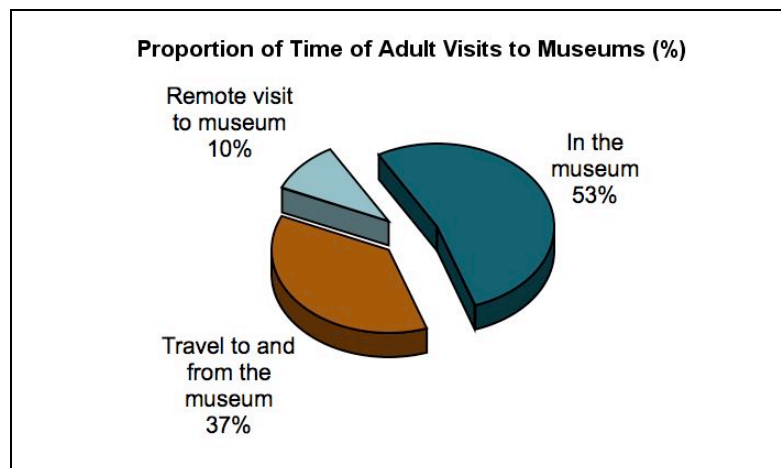
The amount of time and money spent visiting museums is an indication of the value visitors place on museum experiences. Overall in 2006, adults spent 3.8 billion hours of their time traveling to and visiting museums, and spent \$29 billion in travel costs and entrance fees. Over half (53%) of the time spent visiting museums is spent by people inside the physical museum, and only 10 percent is spent visiting museums online. ([Table 26](#)).

The greatest out-of-pocket costs to use museums are driving costs.

The average cost per in-person museum visit is 4.9 hours of time and \$41.40. The average cost per remote visit is 46 minutes. Even though in-person visits are much more costly, visitors are willing to pay that amount for an in-person experience and their satisfaction with the experience is higher.

TIME SPENT DURING MUSEUM VISIT

The average time spent per visit inside the museums is 2.9 hours per in-person visit. Almost 60 percent of visits last between one and three hours. Only 13 percent of in-person visits are for under an hour, and 28 percent involve more than three hours. Some visitors say they spent more than one day on their last museum visit. ([Table 27](#))



The average amount of time spent online visiting museum websites is 46 minutes per visit. Only a small proportion of remote museum visits last up to 5 minutes (6.5%) and 6-10 minutes (6.5%). These short visits most likely include quick checks on current exhibits and programs; finding museum address, hours of opening and directions; purchasing from the museum online store; etc. The majority of remote museum visits (61%) last from 16 minutes to an hour and 16 percent last more than one hour indicating considerable interaction with museum digital content. ([Table 28](#))

TIME AND OTHER COSTS OF TRAVELING TO AND FROM MUSEUMS

People are clearly spending considerable time traveling to and from museums (although we should note that the museum visit may not be the sole purpose of the

travel). The majority of in-person visits (76%) involve less than two hours of total travel time. The average time spent traveling to and from museums is 2.0 hours per visit and the average distance traveled is 80 miles. ([Table 27](#) and [Table 29](#)) The average cost of parking for those who park is \$7.50 per visit and the average transportation cost for those who travel by air, bus, train, etc. is \$23.20 per visit. ([Table 30](#))

MUSEUM ENTRANCE FEES

It is worth noting that 17% of the out-of-pocket costs to use museums are entrance fees. About 55 percent of in-person visits involve museum entrance fees, and the average fee is \$12.90 per adult per visit. ([Table 30](#))

The proportion of museum visits that involved entrance fees varied considerably by type of museum. Visits to children's or youth museums (73%) and zoos or aquaria (72%) were most likely to involve entrance fees. Visits to generalized museums (44%) and history museums (44%) were the least likely. ([Table 52](#))

Younger adults are more likely to pay an entrance fee. This result corresponds to the fact that young adults are more likely to visit museums with family and those who do are more likely to pay an entrance fee. ([Table 57](#) and [Table 50](#))

Entrance fees do appear to affect museum visits by visitors' education level and household income. Adults with higher education levels and household incomes tend to be more likely to pay an entrance fee. Students (44%) and teachers (23%) are much less likely to pay an entrance fee. Museum entrance fees do not appear to inhibit museum visits by race or sex. ([Table 58](#)).

APPENDIX: DATA TABLES

NUMBER AND PROPORTION OF MUSEUM VISITORS AND VISITS (TABLES 1-8)

Table 1: Number and Proportion of Adults (18 and over) Who Visited Museums In-Person or Remotely, and Number and Proportion Who Observed Museum Content on Television, by Type of Museum in 2006

Type of Museum	Visited Museum In-Person or Remotely (n=5,062)		Observed Museum Content on Television (n=1,047)	
	Number of Adults (millions)	Proportion of Adults (%)	Number of Adults (millions)	Proportion of Adults (%)
Science-related Museums	130	58.3	105	47.1
Zoo or Aquarium	82	36.8	79	35.4
Arboretum or Botanical Garden	52	23.3	41	18.4
Science or Technology	61	27.4	66	29.6
Natural History or Anthropological	49	22.0	64	28.7
Nature Center	62	27.8	49	22.0
Children's or Youth	45	20.2	30	13.5
Non-Science Museums	126	56.5	100	44.8
Art	69	30.9	54	24.2
History	55	24.7	65	29.1
Historic House or Site (e.g., battlefield)	80	35.9	79	35.4
Specialized	42	18.8	32	14.3
General	49	22.0	36	16.1
ALL	156	70.0	112	50.2

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Table 2: Number and Proportion of Adults (18 and over) Who Visited Museums In-Person or Remotely, by Type of Museum in 2006

Type of Museum	Visited Museum In-Person (n=1,057)		Visited Museum Remotely (n=1,041)	
	Number of Adults (millions)	Proportion of Adults (%)	Number of Adults (millions)	Proportion of Adults (%)
Science-related Museums	129	57.8	69	30.9
Zoo or Aquarium	75	33.6	42	18.8
Arboretum or Botanical Garden	50	22.4	32	14.3
Science or Technology	58	26.0	36	16.1
Natural History or Anthropological	45	20.2	28	12.6
Nature Center	61	27.4	34	15.2
Children's or Youth	44	19.7	28	12.6
Non-Science Museums	124	55.6	69	30.9
Art	67	30.0	42	18.8
History	53	23.8	33	14.8
Historic House or Site (e.g., battlefield)	77	34.5	46	20.6
Specialized	40	17.9	27	12.1
General	46	20.6	28	12.6
ALL	148	66.4	78	35.0

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QA2, QA5

Table 3: Number and Proportion of Children (ages 3-17) Who Visited Museums by Type of Museum in 2006 (n = 1,047)

Type of Museum	Number of Children Who Visited Museums (millions)	Proportion of Children who Visited Museums (%)
Science-related Museums	<i>unknown</i>	<i>unknown</i>
Zoo or Aquarium	44	68.8
Arboretum or Botanical Garden	20	31.3
Science or Technology	35	54.7
Natural History or Anthropological	21	32.8
Nature Center	31	48.4
Children's or Youth	30	46.9
Non-Science Museums	<i>unknown</i>	<i>unknown</i>
Art	14	21.9
History	25	39.1
Historic House or Site (e.g., battlefield)	27	42.2
Specialized	17	26.6
General	21	32.8
ALL	<i>unknown</i>	<i>unknown</i>

University of North Carolina at Chapel Hill and University of Pittsburgh for the Institute of Museum and Library Services: Survey of Museum Users and Uses, 2006

QE1 - 15

Table 4: Number of In-person and Remote Visits to Museums by Adults (18 and over) by Types of Museum in 2006 (n = 1,047)

Type of Museum	Adult In-Person Visits (millions)	Adult Remote Visits (millions)	Total Adult Visits (millions)
<i>Science-related Museums</i>	313	218	531
Zoo or Aquarium	112	63	175
Science or Technology	73	80	153
Other Science-Related	128	75	203
<i>Non-Science Museums</i>	388	306	694
Art	116	131	247
History	99	103	202
Other Non-Science	173	72	245
ALL	701	524	1,225

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QA2

QA5

Table 5: Proportion of All Visits by Adults to Museums by Mode of Visit (in-person or remote via Internet) and by Type of Museum in 2006 (n = 1,047)

Type of Museum	Adult In-Person Visits (%)	Adult Remote Visits (%)	Total Proportion (%)
<i>Science-related Museums</i>	58.9	41.1	100.0
Zoo or Aquarium	64.0	36.0	100.0
Arboretum or Botanical Garden	52.1	47.9	100.0
Science or Technology	47.7	52.3	100.0
Natural History or Anthropological	50.6	49.4	100.0
Nature Center	83.8	16.2	100.0
Children's or Youth	83.8	16.2	100.0
<i>Non-Science Museums</i>	55.9	44.1	100.0
Art	47.0	53.0	100.0
History	49.0	51.0	100.0
Historic House or Site (e.g., battlefield)	72.8	27.2	100.0
Specialized	67.9	32.1	100.0
General	71.1	28.9	100.0
<i>ALL</i>	57.2	42.8	100.0

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QA2

QA5

Table 6: Proportion Adults (18 and over) Who Visited Museums In-Person or Remotely in 2006 by Whether They Have Visited More Often, Less Often, or About the Same in the Past 12 Months as Done Previously

Trend in Visits	In-Person (n=674)	Remote (n=338)
	Proportion of Visitors (%)	Proportion of Visitors (%)
More often	25.7	38.2
Less often	23.3	9.8
About the same	51.0	52.1
ALL	100.0	100.0

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QA4

QA7

Table 7: Number and Proportion of Adults (18 and over) Who Visited Museums Only In-Person or In-Person and Remotely in 2006 by Whether they Visited More Often, Less Often or About the Same in the Past 12 Months in 2006 (n=674)

Trend in Visits	In-Person Only Visitors		In-Person and Remote Visitors	
	Sampled Adults	Proportion of Visits (%)	Sampled Adults	Proportion of Visits (%)
More often	78	22.5	95	29.1
Less often	90	25.9	67	20.5
About the same	179	51.6	165	50.4
ALL	347	100.0	327	100.0

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QA4

QA7

Table 8: Proportion of In-Person and Remote Visits to Museums by Adults (18 and over) by How Long Ago the Last Visit Was Made in 2006

When Last Visit Was Made	In-Person (n=673) Proportion of Visits (%)	Remote (n=334) Proportion of Visits (%)
In the last week	6.1	13.7
One to two weeks ago	11.3	13.2
Three to four weeks ago	10.7	10.5
One to two months ago	27.5	29.9
Three to six months ago	26.9	23.7
Over six months ago	17.5	9.0
ALL	100.0	100.0

University of North Carolina at Chapel Hill and University of Pittsburgh for the Institute of Museum and Library Services: Survey of Museum Uses and Users, 2006

QA3, QA6

CHARACTERISTICS OF IN-PERSON AND REMOTE MUSEUM VISITS (TABLES 9-18)

Table 9: Number and Proportion of In-Person Museum Visits by Adults (18 and over) by Type of Visit in 2006 (n=701)

Type of In-Person Visit	Number of Visits (millions)	Proportion of Visits (%)
By oneself	66	9.4
With family	480	68.5
With friends or colleagues	193	27.5
As part of a tour group	70	10.0
Other	29	4.2
ALL	701	--

University of North Carolina at Chapel Hill and University of Pittsburgh for the Institute of Museum and Library Services: Survey of Museum Uses and Users, 2006

QC1

Table 10: Number and Proportion of In-Person Visits to Museums by Adults (18 and over) by Type of Visit and by Type of Museum in 2006 (n = 601)

Type of Museum	By Oneself		With Family		With Friends or Colleagues		As Part of a Tour Group	
	Prop. (%)	No. (mil)	Prop. (%)	No. (mil)	Prop. (%)	No. (mil)	Prop. (%)	No. (mil)
Zoo or Aquarium	6.8	7.6	86.2	96.5	22.5	25.2	8.0	9.0
Arboretum or Botanical Garden	8.9	2.2	54.2	13.6	29.6	7.4	10.8	2.7
Science or Technology	6.7	4.9	72.4	52.4	25.8	18.8	10.2	7.4
Natural History or Anthropological	8.2	3.4	74.3	30.5	25.7	10.5	11.4	4.7
Nature Center	9.7	3.0	80.8	25.0	26.5	8.2	11.4	3.5
Children's or Youth	6.4	2.0	84.6	25.3	21.4	6.6	10.4	3.2
Art	11.6	13.5	54.2	62.9	32.7	37.9	8.4	9.7
History	10.7	10.6	66.2	65.5	31.2	30.9	12.1	12.0
Historic House or Site (e.g., battlefield)	10.5	7.9	72.7	54.5	26.3	19.7	9.3	7.0
Specialized	11.4	8.1	50.8	36.1	27.7	20.0	10.8	7.7
General	10.1	2.7	61.9	16.7	29.2	7.9	11.2	3.0
ALL	9.4	65.9	68.5	480.1	27.5	193.1	10.0	69.9

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Table 11: Number of In-Person Museum Visits by Adults (18 and over), Visits with Family and Family with Children by Type of Museum in 2006 (n = 1,047)

Type of Museum	Number of Adult In-Person Visits (millions)	Number of Adult In-Person Visits Involving Family (millions)	Number of Adult In-Person Visits Involving Family with Children (millions)
Science-related Museums	313	244	184
Zoo or Aquarium	112	97	80
Science or Technology	73	52	37
Other Science-Related	128	95	67
Non-Science Museums	388	236	123
Art	116	63	25
History	99	66	35
Other Non-Science Related	173	107	63
ALL	701	480	307

University of North Carolina at Chapel Hill and University of Pittsburgh for the Institute of Museum and Library Services: Survey of Museum Users and Uses, 2006, n=5,608

QA2

QC1-2

QC2

Table 11 Notes

The proportion of children who visited zoos or aquaria is observed to be very high (68.8% of children) and the proportion of children who visited art museums is also observed to be low (21.9% of children)— see [Table 3](#).

Table 12: Number and Proportion of In-Person Museum Visits by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 599)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	95.8	672
Viewed a specific exhibit, collection or display	61.6	432
Spoke to a museum employee about exhibits or collections	46.6	327
Participated in a tour in the museum	30.2	212
Learned about a specific topic	59.9	420
Attended a lecture or class	12.9	90
Completed a class assignment	1.8	13
Purchased books for later study	13.4	94
Used a gift shop	54.1	379
Used a restaurant or coffee shop	37.9	266
Other	8.3	58
ALL	--	701

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QC4

Table 12 Notes

Exhibits and displays are rated very highly - see [Table 14](#)

What was done during visits to different types of museums is shown in [Table 31](#) – Table 41.

The proportion of in-person visits in which a class assignment was completed (1.8%) is similar to the proportion of visits made by students (1.6%) confirming results – see [Table 19](#).

Table 13: Number and Proportion of In-Person Museum Visits by Adults (18 and over) by Sources of Information Used While in Museums in 2006 (n = 599)

Sources of Information Used	Proportion of Visits (%)	Number of Visits (millions)
Written information about and near items (labels, etc.)	90.2	632
Audio information about items	48.4	339
Exhibit catalog, guide to the collection	40.7	285
Interactive computer in the exhibit area	25.2	177
Interactive computer in the study area	5.5	39
Museum website	9.8	69
Other website	2.0	14
Museum library	5.0	35
Film showing	35.6	250
Museum publications – magazine, annual report, member info., etc.	27.7	194
Other	10.4	73

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QC5

Table 13 Notes

Written information, audio information, and exhibit catalogs or guides were all frequently used (90%, 48%, and 41% of visits respectively). Quality and trustworthiness of such information were rated highly – see [Table 14](#).

Table 14: Ratings of Aspects of In-Person Visits to Museums by Adults (18 and over) in 2006 (where ratings are 1 - the worst rating to 5 – the best rating) (n = 590)

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Aspects of In-Person Visits to Museums	Rating of 1	Rating of 2	Rating of 3	Rating of 4	Rating of 5	Average Rating
Satisfaction with experience	0.3	1.7	10.2	36.6	51.2	4.37
Exhibits	0.2	1.4	10.0	39.6	48.2	4.36
Quality of descriptive information about display/items	0.2	1.0	12.4	31.8	54.6	4.40
Oral presentations describing display/items	0.3	2.2	15.3	31.2	51.0	4.30
Trustworthiness of display/items or information about them	0.0	0.5	6.1	24.0	69.4	4.62

QC20 - 24

Table 15: Average Ratings of Aspects of In-Person Visits to Museums by Adults (18 and over) by Type of Museum in 2006 (where ratings are 1 – the worst rating to 5 – the best rating) (n = 590)

Type of Museum	Aspects of Visits to Museums				
	Satisfaction with Experience	Exhibits	Quality of Descriptive Information about Display or Items	Oral Presentations describing Display or Items	Trustworthiness of display/items or information about them
Zoo or Aquarium	4.41	4.34	4.41	4.33	4.63
Arboretum or Botanical Garden	4.44	4.37	4.41	4.38	4.69
Science or Technology	4.51	4.44	4.48	4.42	4.67
Natural History or Anthropological	4.46	4.41	4.54	4.48	4.73
Nature Center	4.42	4.38	4.42	4.39	4.67
Children's or Youth	4.46	4.37	4.41	4.40	4.63
Art	4.45	4.41	4.42	4.40	4.67
History	4.44	4.37	4.45	4.42	4.65
Historic House or Site (e.g., battlefield)	4.33	4.32	4.41	4.33	4.62
Specialized	4.47	4.46	4.44	4.43	4.74
General	4.42	4.37	4.44	4.35	4.67
ALL	4.37	4.36	4.40	4.30	4.62

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QC20-QC24

Table 16: Proportion and Number of Remote Visits to Museums to Museums by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 93)

What Was Done During the Visit	Remote Visits	
	Proportion of Visits (%)	Number of Visits (millions)
Browsed the website	82.8	434
Viewed a specific exhibit, collection or display	66.7	350
Learned about a specific topic	65.6	344
Listened to or viewed a lecture or class	4.3	23
Completed a class assignment	3.2	17
Ordered books for later study	4.3	23
Ordered other gifts	2.2	12
Other	21.5	113
ALL	--	524

University of North Carolina at Chapel Hill and University of Pittsburgh for the Institute of Museum and Library Services: Survey of Museum Uses and Users, 2006

QD1

Table 16 Notes

- Just as with in-person visits where browsing is high, adults choose often to browse the museum websites (83% of visits); a higher proportion of remote visits are made to complete a class assignment than with in-person visits (3.2% vs 1.8% of visits), perhaps because of convenience; listening to lectures is less frequent with remote visits than with in-person visits (4.3% vs 12.9%) – see [Table 12](#).

Table 17: Ratings of Aspects of Remote Visits to Museums by Adults (18 and over) in 2006 (where ratings are 1 - the worst rating to 5 – the best rating) (n = 91)

Aspects of In-Person Visits to Museums	Rating of 1	Rating of 2	Rating of 3	Rating of 4	Rating of 5	Average Rating
Satisfaction with experience	2.2	--	17.4	53.3	27.2	4.03
Exhibits	1.1	4.4	28.6	41.8	24.2	3.84
Quality of descriptive information about display/items	1.2	2.2	24.7	43.8	28.1	3.96
Oral presentations describing display/items	2.6	13.2	21.1	39.5	23.7	3.68
Trustworthiness of display/items or information about them	--	1.1	2.2	37.8	58.9	4.54

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QD16 - QD20

Table 18: Comparison of Average Ratings of Aspects of In-Person and Remote Visits to Museums by Adults (18 and over) in 2006 (where ratings are 1 – the worst rating to 5 – the best rating)

Aspects of Visits to Museums	Average Rating	
	In-Person Visits (n=590)	Remote Visits (n=91)
Satisfaction with experience	4.37	4.03
Exhibits	4.36	3.84
Quality of descriptive information about display/items	4.40	3.96
Oral presentations describing display/items	4.30	3.68
Trustworthiness of display/items or information about them	4.62	4.54

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QC20 – QC24

REASONS FOR VISITS TO MUSEUMS AND OUTCOMES OF VISITS (TABLES 19-25)

Table 19: Proportion and Number of In-Person and Remote Visits to Museums by Adults (18 and over) by Most Important Reasons for Visits in 2006

Most Important Reason for Visit	In-Person (n=596)		Remote (n=93)	
	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)
Recreation and informal learning	93.8	658	82.8	434
As a student	1.6	11	4.3	23
As a teacher	2.2	15	5.4	28
Other work-related	2.4	17	7.5	39
ALL	100.0	701	100.0	524

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QC6

QC12-1-4

QC11,

QC17

QD2

QD8 – 1-4

QD13

Table 19 Notes

Recreation and informal learning dominates as the most important reason for both in-person and remote museum visits – see [Table 21](#) for ways in which recreation and informal learning needs are met.

Table 20: Proportion and Number of In-Person and Remote Visits to Museums by Adults (18 and over) by Ways in Which Recreation and Informal Learning Needs Are Met in 2006

Way in Which Recreation and Informal Learning Needs Are Met	In-Person (n=557)		Remote (n=77)	
	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)
Through general interest in the museum and its contents	88.8	584	82.6	358
From specific museum exhibit or display	42.2	278	59.4	258
Through a specific museum collection	36.9	243	36.2	157
Through a joint experience with family or friends	78.7	518	40.6	176
Other	12.5	82	7.2	31
ALL	--	658	--	434

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QC7

QD3

Table 21: Proportion and Number of In-Person and Remote Visits to Museums by Adults (18 and over) by Ways Visits Helped Meet Recreation and Informal Learning Needs in 2006

Way in Which Visit Helped Meet Recreation and Informal Learning Needs	In-Person (n=557)		Remote (n=77)	
	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)
Broadened perspective on life	63.4	417	50.7	220
Inspired visitor	60.0	395	60.9	264
Encouraged further learning	75.8	499	81.2	352
Helped learn something new	86.6	570	85.5	371
Resulted in a new way of thinking	37.2	245	29.0	126
Helped a child learn more	8.4	55	5.2	23
Led to other interests	42.2	278	49.3	214
Other	12.8	84	14.5	63
ALL	--	658	--	434

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QC8

QD4

Table 22: Proportion and Number of In-Person and Remote Visits to Museums for Recreation and Informal Learning by Adults (18 and over) by Result of Visit in 2006

Result of Visit	In-Person (n=557)		Remote (n=77)	
	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)
Talked about or recommended experience to others	86.4	569	68.1	296
Looked for more information from another source	22.4	147	40.6	176
A library	7.2	47	11.6	50
Personal books, etc.	6.6	43	11.6	50
Online	12.4	82	39.1	170
Other	4.4	29	7.2	31
Planned another museum visit	38.8	255	47.8	207
Other	5.4	36	5.8	25
ALL		658		434

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QC9 - 10

QD5 -6

Table 23: Proportion and Number of In-Person and Remote Visits to Museums by Teachers by Reasons for Their Visit in 2006

Reasons for Teacher Visits	In-Person (n=80)	
	Proportion of Visits (%)	Number of Visits (millions)
For own continued learning	61.5	9.3
As a student	15.4	2.3
In general	61.5	9.3
To accompany a class	53.8	8.1
To prepare for a class or lecture	38.5	5.8
To keep up with a class assignment	30.8	4.6
To prepare a paper	7.7	1.2
For home-schooling	23.1	3.5
Other	23.1	3.5
ALL		15.1

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QC13 - 14

QD9 – 10

Table 24: Proportion and Number of In-Person and Remote Visits to Museums by Teachers by Outcomes of Visit in 2006

Outcomes of Teacher Visits	In-Person (n=80)		Remote (n=17)	
	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)
Got all that were looking for	50.0	7.6	43.7	12.3
Got some of what were looking for	50.0	7.6	56.3	15.9
Did not get what were looking for	--	--	--	--
Saved some time	53.8	8.1	94.1	26.6
Saved some money	30.8	4.7	52.9	15.0
ALL		15.1		28.3

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QC15 - 16

QD11 - 12

Table 25: Proportion and Number of In-Person and Remote Visits to Museums for Work-Related Purposes by Adults (18 and over) by Outcomes of Visit in 2006

Outcomes of Visits for Work-Related Purposes	In-Person (n=14)		Remote (n=7)	
	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)
Got all that were looking for	76.9	12.9	14.3	5.6
Got some of what were looking for	23.1	3.9	71.4	28.1
Did not get what were looking for	--	--	14.3	5.6
Saved some time	35.7	6.0	85.7	33.7
Saved some money	28.6	4.8	57.1	22.4
ALL	--	16.8	--	39.3

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QC17 - 19

QD13 – 15

THE COST TO VISIT MUSEUMS IN-PERSON AND REMOTELY (TABLES 26-30)

Table 26: Total Time and Cost for Adults (18 and over) to Use Museums In-Person and Remotely in 2006 (In-Person Visits n=588; Remote Visits n= 92)

	Hours/Cost
Traveling to and from museum visits	1.40 billion hours
Time spent in museum	2.03 billion hours
Time spent online visiting museums	0.40 billion hours
Total Time	3.83 billion hours
Cost to drive to museum (\$0.45 per mile)	\$20.47 billion
Cost to park	\$ 1.26 billion
Cost of other transportation	\$ 2.31 billion
Entrance fee	\$ 5.00 billion
Total \$	\$29.04 billion

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QC25 – 28

QD21 - 22

Table 27: Proportion of In-Person Visits to Museums by Adults (18 and over) by Time Spent Traveling To and In the Museum in 2006

Amount of Time	Time Spent	
	Traveling (n=567) Proportion of Visits (%)	In Museum (n=588) Proportion of Visits (%)
1-30 minutes	25.4	2.4
31-60 minutes	27.2	10.2
1-2 hours	22.9	31.8
2-3 hours	7.0	27.5
3-4 hours	5.0	13.0
4-6 hours	6.0	11.2
Over 6 hours	6.5	3.9
ALL	100.0	100.0

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QC25 - 28

Table 28: Proportion of Remote Visits to Museums by Adults (18 and over) by Time Spent on the Internet During the Last Visit in 2006 (n = 92)

Amount of Time	Proportion of Visits (%)
1-5 minutes	6.5
6-10 minutes	6.5
11-15 minutes	9.8
16-30 minutes	27.2
31-60 minutes	33.7
61-120 minutes	13.0
Over 120 minutes	3.3
ALL	100.0

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QD21

Table 29: Proportion of In-Person Visits to Museums by Adults (18 and over) by Distance Driven To the Museum in 2006

Distance traveled	Miles Driven (n=430) Proportion of Visits (%)
1-10 miles	20.0
11-20 miles	14.4
21-50 miles	23.3
51-100 miles	19.3
100-250 miles	13.9
Over 250 miles	9.1
ALL	100.0

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QC30

Table 30: Cost of In-Person Visits to Museums to Museums by Adults (18 and over) by Type of Cost in 2006

Cost (\$)	Type of Cost		
	Parking (n=569) (%)	Transportation (n=569) (%)	Entrance Fee (n=573) (%)
None	76.2	85.9	44.9
\$1 - \$5	11.4	4.8	10.4
\$6 - \$10	8.2	1.9	21.0
\$11 - \$25	3.6	2.7	19.6
\$26 - \$50	0.3	1.9	2.9
\$51 - \$100	0.3	0.6	1.1
Over \$100	--	2.2	--
ALL	100.0	100.0	99.9

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QC31 - 35

WHAT WAS DONE ON VISITS TO ELEVEN TYPES OF MUSEUMS (TABLES 31 – 41)

Table 31: Proportion and Number of In-Person Museum Visits to a Zoo or Aquarium by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 322)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	95.7	107
Viewed a specific exhibit, collection or display	64.6	72
Spoke to a museum employee about exhibit or collection	47.8	54
Participated in a tour in the museum	28.9	32
Learned about a specific topic	64.6	72
Attended a lecture or class	14.6	16
Completed a class assignment	2.5	3
Purchased books for later study	15.8	18
Used a gift shop	60.6	68
Used a restaurant or coffee shop	46.6	52
ALL	--	112

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QC4

Table 32: Proportion and Number of In-Person Museum Visits to an Arboretum or Botanical Garden by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 212)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	96.2	24
Viewed a specific exhibit, collection or display	64.2	16
Spoke to a museum employee about exhibit or collection	56.1	14
Participated in a tour in the museum	27.8	7
Learned about a specific topic	64.2	16
Attended a lecture or class	11.3	3
Completed a class assignment	1.9	0.5
Purchased books for later study	14.6	4
Used a gift shop	59.0	15
Used a restaurant or coffee shop	40.6	10
ALL	--	25

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QC4

Table 33: Proportion and Number of In-Person Museum Visits to a Science or Technology Museum by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 225)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	96.4	70
Viewed a specific exhibit, collection or display	73.3	54
Spoke to a museum employee about exhibit or collection	53.8	39
Participated in a tour in the museum	34.2	25
Learned about a specific topic	72.4	53
Attended a lecture or class	18.2	13
Completed a class assignment	1.3	1
Purchased books for later study	19.1	14
Used a gift shop	56.4	41
Used a restaurant or coffee shop	40.9	30
ALL	--	73

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QC4

Table 34: Proportion and Number of In-Person Museum Visits to a Natural History or Anthropological Museum by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 184)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	96.2	39
Viewed a specific exhibit, collection or display	70.1	29
Spoke to a museum employee about exhibit or collection	52.2	21
Participated in a tour in the museum	33.7	14
Learned about a specific topic	70.7	29
Attended a lecture or class	14.1	6
Completed a class assignment	1.6	1
Purchased books for later study	18.5	8
Used a gift shop	64.1	26
Used a restaurant or coffee shop	44.6	18
ALL	--	41

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QC4

Table 35: Proportion and Number of In-Person Museum Visits to a Nature Center by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 245)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	96.7	30
Viewed a specific exhibit, collection or display	63.7	20
Spoke to a museum employee about exhibit or collection	50.6	16
Participated in a tour in the museum	30.2	9
Learned about a specific topic	71.8	22
Attended a lecture or class	17.1	5
Completed a class assignment	2.0	1
Purchased books for later study	16.3	5
Used a gift shop	59.6	18
Used a restaurant or coffee shop	40.4	13
ALL	--	31

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QC4

Table 36: Proportion and Number of In-Person Museum Visits to a Children’s or Youth Museum by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 173)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	97.1	30
Viewed a specific exhibit, collection or display	65.9	20
Spoke to a museum employee about exhibit or collection	53.2	17
Participated in a tour in the museum	37.0	11
Learned about a specific topic	68.8	21
Attended a lecture or class	15.0	5
Completed a class assignment	2.3	1
Purchased books for later study	18.5	6
Used a gift shop	61.3	19
Used a restaurant or coffee shop	41.0	13
ALL	--	31

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QC4

Table 37: Proportion and Number of In-Person Museum Visits to an Art Museum by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 249)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	95.6	111
Viewed a specific exhibit, collection or display	63.5	74
Spoke to a museum employee about exhibit or collection	53.0	61
Participated in a tour in the museum	28.1	33
Learned about a specific topic	62.2	72
Attended a lecture or class	11.6	13
Completed a class assignment	1.6	2
Purchased books for later study	16.9	20
Used a gift shop	60.2	70
Used a restaurant or coffee shop	41.8	48
ALL	--	116

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QC4

Table 38: Proportion and Number of In-Person Museum Visits to a History Museum by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 214)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	97.2	96
Viewed a specific exhibit, collection or display	69.2	69
Spoke to a museum employee about exhibit or collection	55.6	55
Participated in a tour in the museum	35.0	35
Learned about a specific topic	72.0	71
Attended a lecture or class	15.0	15
Completed a class assignment	1.9	2
Purchased books for later study	20.1	20
Used a gift shop	60.3	60
Used a restaurant or coffee shop	41.6	41
ALL	--	99

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QC4

Table 39: Proportion and Number of In-Person Museum Visits to an Historic House or Site such as a Battlefield by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 322)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	96.0	72
Viewed a specific exhibit, collection or display	63.0	47
Spoke to a museum employee about exhibit or collection	56.8	43
Participated in a tour in the museum	35.4	27
Learned about a specific topic	67.1	50
Attended a lecture or class	13.0	10
Completed a class assignment	1.6	1
Purchased books for later study	17.1	13
Used a gift shop	58.4	44
Used a restaurant or coffee shop	38.5	29
ALL	--	75

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Table 40: Proportion and Number of In-Person Museum Visits to a Specialized Museum by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 166)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	96.4	68
Viewed a specific exhibit, collection or display	70.5	50
Spoke to a museum employee about exhibit or collection	56.6	40
Participated in a tour in the museum	33.1	24
Learned about a specific topic	71.7	51
Attended a lecture or class	15.7	11
Completed a class assignment	3.0	2
Purchased books for later study	15.7	11
Used a gift shop	60.2	43
Used a restaurant or coffee shop	43.4	31
ALL	--	71

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Table 41: Proportion and Number of In-Person Museum Visits to a General Museum by Adults (18 and over) by What Was Done During the Visit in 2006 (n = 177)

What Was Done During Visit	Proportion of Visits (%)	Number of Visits (millions)
Browsed on own or with others	96.0	26
Viewed a specific exhibit, collection or display	72.9	20
Spoke to a museum employee about exhibit or collection	48.0	13
Participated in a tour in the museum	27.7	7
Learned about a specific topic	70.6	19
Attended a lecture or class	15.3	4
Completed a class assignment	1.1	0.3
Purchased books for later study	13.0	4
Used a gift shop	58.2	16
Used a restaurant or coffee shop	49.2	13
ALL	--	27

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QC4

**NUMBER AND PROPORTION OF MUSEUM VISITORS AND VISITS BY
DEMOGRAPHICS (TABLES 42-51)**

Table 42: Study Sample Versus Census Population Demographics for Adults (18 and over)

Demographics	Sample (%)	Population (223.0 million) (%)
Hispanic (n=4,992)	5.2	12.6
Sex (n=5,062)		
Male	38.3	48.3
Female	61.7	51.7
Age (n=4,881)		
18-24	5.9	13.0
25-44	29.1	40.7
45-64	41.1	29.6
Over 64	23.8	16.7
<i>All</i>	99.9	100.0
Race (n=5,164)		
White	81.7	77.4
Black or African American	8.0	11.3
Asian	1.4	3.7
American Indian or Alaska Native	2.6	0.8
Other	6.3	6.8
<i>All</i>	100.0	100.0
Level of Education (n=5,028)		
Less than high school degree	5.2	16.0
High school degree or GED	21.2	30.4
Some college or 2-year degree	31.7	28.6
4-year college degree	20.7	16.2
More than 4-year college degree	21.3	8.8
<i>All</i>	100.0	100.0

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QP2 – 6

Table 43: Number and Average Number of Visitors and Visits to Museums by Adults (18 and over) In-Person and Remotely by Age and Sex in 2006

Gender Age		In-Person (n=1,057)			Remote (n=1,057)		
		Number of Visitors (mil)	Number of Visits (mil)	Visits/ Visitor	Number of Visitors (mil)	Number of Visits (mil)	Visits/ Visitor
Male	18-24	9.54	46.57	4.88	5.23	17.02	3.25
	25-44	29.20	155.69	5.33	17.75	165.54	9.33
	45-64	19.49	96.16	4.93	11.19	74.42	6.65
	65 +	7.81	36.63	4.69	2.21	6.12	2.77
	Total male	66.04	335.05	5.07	36.38	263.77	7.25
Female	18-24	9.27	29.13	3.14	4.46	15.04	3.37
	25-44	30.16	156.06	5.17	17.87	123.76	6.93
	45-64	20.84	67.56	3.24	11.35	63.43	5.59
	65+	9.84	57.79	5.87	1.97	17.10	8.68
	Total female	70.11	310.54	4.43	35.65	219.33	6.15
Age/Sex unknown		11.66	55.33	4.75	6.17	40.65	6.59
ALL		147.81	700.92	4.74	78.20	523.75	6.70

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QP4 – 5

QA2

QA5

Table 44: Number and Proportion of Adults (18 and over) Who Visited Museums In-Person or Remotely, In-Person, and Remotely by Age and Sex in 2006

Sex/Age	Population (mil)	In-Person (n=1,057)		Remotely (n=1,057)		Either In-Person or Remote (n=5,108)	
		No. (mil)	Prop. (%)	No. (mil)	Prop. (%)	No. (mil)	Prop. (%)
Male							
18-24	13.56	9.54	70.4	5.23	38.6	9.59	70.7
25-44	41.90	29.20	69.7	17.75	42.4	31.00	74.0
45-64	29.57	19.49	65.9	11.19	37.8	20.86	70.5
65 +	14.17	7.81	55.1	2.21	15.6	8.51	60.1
Total male	99.20	66.04	66.6	36.38	36.7	69.96	70.5
Female							
18-24	13.14	9.27	70.5	4.46	33.9	9.32	70.9
25-44	41.69	30.16	72.3	17.87	42.9	31.82	76.3
45-64	31.22	20.84	66.8	11.35	36.4	22.05	70.6
65+	20.12	9.84	48.9	1.97	9.8	10.42	51.8
Total female	106.17	70.11	66.0	35.65	33.6	73.61	69.3
Age/Sex unknown							
	17.63	11.66	66.1	6.17	35.0	12.31	69.8
ALL	223.00	147.81	66.3	78.20	35.1	155.88	69.9

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QP4 -5

QA1 – 2

QA5

Table 45: Number and Proportion of In-Person or Remote Visits to Museums by Male and Female Adults (18 and over) by Type of Museum in 2006 (n=5,062)

Type of Museum	Visits by Males		Visits by Females	
	Number (millions)	Proportion (%)	Number (millions)	Proportion (%)
Science-related Museums	62.4	57.9	68.7	59.6
Zoo or Aquarium	34.2	31.8	41.1	35.6
Arboretum or Botanical Garden	23.9	22.2	28.7	24.9
Science or Technology	29.7	27.6	28.0	24.3
Natural History or Anthropological	23.5	21.8	24.9	21.6
Nature Center	29.6	27.5	32.6	28.3
Children's or Youth	15.8	14.7	25.4	22.0
Non-Science Museums	64.2	59.6	64.9	56.3
Art	32.9	30.5	36.6	31.7
History	27.2	25.3	26.9	23.3
Historic House or Site (e.g., battlefield)	39.6	36.8	39.8	34.5
Specialized	22.2	20.6	21.3	18.5
General	24.4	22.7	23.9	20.7
ALL	74.4	69.1	77.7	67.4

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QA1

QP5

Table 46: Number and Proportion of In-Person or Remote Visits to Museums by Hispanic Adults (18 and over) by Type of Museum in 2006 (n=4992)

Type of Museum	Visits by Hispanic Adults	
	Number (millions)	Proportion (%)
<i>Science-related Museums</i>	<i>18.1</i>	<i>64.2</i>
Zoo or Aquarium	11.0	38.9
Arboretum or Botanical Garden	7.0	24.9
Science or Technology	7.2	25.5
Natural History or Anthropological	7.1	25.3
Nature Center	6.6	23.4
Children's or Youth	7.1	25.3
<i>Non-Science Museums</i>	<i>15.5</i>	<i>54.9</i>
Art	7.4	26.2
History	6.3	22.3
Historic House or Site (e.g., battlefield)	7.2	25.5
Specialized	4.7	16.7
General	6.6	23.3
<i>ALL</i>	<i>19.9</i>	<i>70.4</i>

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QA1

QP2

Table 47: Number and Proportion of In-Person or Remote Visits to Museums by Adults (18 and over) by Highest Level of Education Achieved and by Type of Museum in 2006 (n = 5,028)

Type of Museum	Less Than High School		High Sch. Or GED		Some Coll Or 2yr Deg		4-yr Deg		More Than 4-Yr Deg	
	No. (mil)	Prop (%)	No. (mil)	Prop (%)	No. (mil)	Prop (%)	No. (mil)	Prop (%)	No. (mil)	Prop (%)
Science-related Museums	9.4	26.3	27.7	40.9	36.8	57.7	25.8	71.4	14.7	74.9
Zoo or Aquarium	5.0	14.0	15.5	22.9	21.1	33.1	15.7	43.5	8.5	43.4
Arboretum or Botanical Garden	2.5	6.9	7.7	11.4	13.7	21.5	11.8	32.7	7.0	35.7
Science or Technology	2.8	7.7	8.2	12.1	15.0	23.5	11.7	32.4	7.8	39.8
Natural History or Anthropological	3.2	9.0	8.5	12.5	12.6	19.7	9.3	25.8	6.5	33.2
Nature Center	4.0	11.2	11.3	16.7	16.9	26.5	12.8	35.5	7.5	38.3
Children's or Youth	2.8	7.7	7.6	11.2	11.6	18.2	8.7	24.1	5.2	26.5
Non-Science Museums	9.8	27.4	24.8	36.6	35.6	55.8	24.8	68.8	15.0	76.3
Art	2.5	7.0	9.5	14.0	17.6	27.6	14.8	41.0	10.0	51.0
History	4.0	11.2	9.5	14.0	15.0	23.5	10.0	27.7	6.7	34.2
Historic House or Site (e.g., battlefield)	6.3	17.6	14.0	20.6	22.1	34.6	15.3	42.4	9.6	49.0
Specialized	2.2	6.2	5.9	8.7	10.8	16.9	9.2	25.5	5.9	30.1
General	3.5	9.8	8.1	11.9	12.9	20.2	9.8	27.1	5.9	30.1
ALL	12.7	35.5	34.0	50.1	42.2	66.4	28.7	79.6	16.7	85.2

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QA1, QP9

Table 48: Number and Proportion of In-Person or Remote Visits to Museums by Adults (18 and over) by Race and by Type of Museum in 2006 (n=5,066)

Type of Museum	White		Black or African American		American Indian or Native Am.		Asian		Other	
	No. (mil)	Prop (%)	No. (mil)	Prop (%)	No. (mil)	Prop (%)	No. (mil)	Prop (%)	No. (mil)	Prop (%)
Science-related Museums	103.4	59.9	12.0	47.5	0.99	54.8	5.3	64.8	8.5	56.1
Zoo or Aquarium	59.8	34.6	7.3	29.0	0.55	30.6	2.7	32.9	5.4	35.5
Arboretum or Botanical Garden	42.2	24.4	3.8	15.1	0.43	23.9	1.8	22.0	3.7	24.3
Science or Technology	44.1	25.6	5.5	21.8	0.45	25.0	2.8	34.1	4.2	27.6
Natural History or Anthropological	37.2	21.6	4.6	18.3	0.48	26.7	2.0	24.4	3.9	25.7
Nature Center	51.1	29.6	3.2	12.7	0.51	28.3	1.6	19.5	3.7	24.3
Children's or Youth	32.4	18.8	4.9	19.4	0.39	21.7	2.1	25.6	3.4	22.4
Non-Science Museums	102.0	59.1	10.5	41.7	1.04	57.8	4.5	54.9	8.3	54.9
Art	55.5	32.2	5.3	21.0	0.57	31.7	3.0	36.6	4.5	29.6
History	41.9	24.3	4.8	19.0	0.51	28.3	1.6	19.5	4.0	26.3
Historic House or Site (e.g., battlefield)	64.3	37.3	5.7	22.6	0.65	36.1	2.0	24.4	4.7	30.9
Specialized	34.3	19.9	3.6	14.3	0.37	20.6	1.4	17.1	3.0	19.7
General	37.9	22.0	3.9	15.5	0.31	17.2	1.7	20.7	3.7	24.3
ALL	119.8	69.4	13.8	54.7	1.20	66.7	5.9	71.8	10.3	67.5

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QA1

QP3

Table 49: Number and Proportion of In-Person or Remote Visits to Museums by Adults (18 and over) by Age and by Type of Museum in 2006 (n=5,066)

Type of Museum	18-24		25-44		45-64		Over 64	
	No. (mil)	Prop (%)	No. (mil)	Prop (%)	No. (mil)	Prop (%)	No. (mil)	Prop (%)
Science-related Museums	16.7	57.6	62.1	68.4	40.0	60.6	17.4	46.7
Zoo or Aquarium	9.1	31.4	44.2	48.7	21.1	32.0	7.7	20.7
Arboretum or Botanical Garden	4.5	15.5	23.8	26.2	16.6	25.2	7.4	19.9
Science or Technology	8.0	27.6	28.7	31.6	17.8	27.0	5.7	15.3
Natural History or Anthropological	6.7	23.1	20.5	22.6	16.0	24.2	5.7	15.3
Nature Center	5.9	20.3	27.2	30.0	20.8	31.5	7.8	21.0
Children's or Youth	4.1	14.1	26.9	29.6	11.3	17.1	3.9	10.5
Non-Science Museums	16.3	56.3	53.9	59.4	40.6	61.5	18.3	49.1
Art	10.7	36.9	25.5	28.1	22.4	33.9	10.6	28.5
History	8.2	28.3	21.1	23.2	17.4	26.4	7.2	19.4
Historic House or Site (e.g., battlefield)	9.7	33.4	33.3	36.7	26.0	39.4	9.8	26.3
Specialized	3.8	13.1	17.3	19.1	14.6	22.1	5.6	15.1
General	6.9	23.8	20.3	22.4	14.7	22.3	6.6	17.7
ALL	20.4	70.5	67.9	74.8	46.5	70.4	21.1	56.7

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QA1

QP4

Table 50: Proportion of Adults Who Have Made In-Person Visits to Museums by Age and Sex (223 million adults, n=1,057)

	Adults 18-24 years (%)	Adults 25-44 years (%)	Adults 45-64 years (%)	Adults Over 64 years (%)	ALL
Male	70.4	69.7	65.9	55.1	66.6
Female	70.5	72.3	66.8	48.9	66.0
ALL	70.4	71.0	66.3	51.5	66.3

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QA2

QP4 - 5

Table 51: Proportion of Adults Who Have Made Remote Visits to Museums by Age and Sex (223 million adults, n=1,057)

	Adults 18-24 years (%)	Adults 25-44 years (%)	Adults 45-64 years (%)	Adults Over 64 years (%)	ALL
Male	38.7	42.5	37.9	15.7	36.8
Female	34.0	43.0	36.4	9.8	33.6
ALL	36.4	42.7	37.2	12.2	35.1

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QA5

QP4 - 5

Table 52: Proportion and Number of Visits to Museums in Which an Entrance Fee was Paid by Adults (18 and over) by Type of Museum in 2006

Type of Museum	Proportion of Visits (%)	Number of Visits (millions)
Zoo or aquarium (n=93)	72.0	80.6
Aboretum or botanical garden (n=20)	50.0	12.5
Science or technology (n=60)	65.0	47.5
Natural History or anthropological (n=31)	61.3	25.1
Nature center (n=24)	50.0	15.5
Children's or youth (n=26)	73.1	22.7
Art (n=96)	46.9	54.4
History (n=78)	43.6	43.2
Historic house or site (n=60)	53.3	40.0
Specialized (n=59)	47.5	34.2
Generalized (n=23)	43.5	11.7
ALL	55.1	387.4

QC34

Table 53: Proportion and Number of Visits to Museums in Which an Entrance Fee was Paid by Adults (18 and over) by Type of Visits in 2006

Type of In-Person Visit	Proportion of Visits (%)*	Number of Visits (millions)
By oneself (n=54)	46.3	30.6
With family (n=393)	60.3	289.4
With friends or colleagues (n=142)	50.7	97.9
As part of a tour group (n=45)	44.4	31.1
Other (n=24)	29.2	8.5
ALL	55.1	

*Note that visits sometimes included more than one type

QC1, QC34

Table 54: Proportion of Visits to Museums in Which an Entrance Fee was Paid by Adults (18 and over) by What Was Done During the Visit in 2006

What was Done During Visit	Proportion of Visits (%)
Participated in a tour in the museum (n=174)	62.1
Attend a lecture or class (n=73)	72.6
Purchased books for later study (n=75)	57.3
Used a gift shop (n=316)	62.3
Used a restaurant or coffee shop (n=221)	62.0
ALL	55.1

QC4, QC34

Table 55: Proportion of Visits to Museums in Which an Entrance Fee is Paid by Adults (18 and over) by Sources of Information Used While in Museums in 2006

Sources of Information Used	Proportion of Visits (%)
Written information about and near items (n=516)	55.6
Audio information about items (n=276)	62.1
Exhibit catalog, guide to collection (n=232)	54.3
Interactive computer in the exhibit area (n=148)	65.5
Interactive computer in the area (n=32)	59.4
Museum website (n=68)	64.7
Museum library (n=29)	69.0
Film showing (n=203)	61.1
Museum publications (n=160)	56.3
ALL	55.1

QC5, QC34

Table 56: Average Ratings of Aspects of Visits to Museums by Adults (18 and over) by Whether or Not an Entrance Fee Is Paid in 2006 (where ratings are 1-the worst rating to 5-the best rating)

Aspects of Visits to Museums	Average Ratings	
	Entrance Fee Paid	Entrance Fee Not Paid
Satisfaction with experience (less satisfying than expected to fully satisfying)	4.38	4.37
Exhibits	4.37	4.35
Descriptive information about displays or items	4.34	4.29
Trustworthiness of displayed items and/or information about them	4.59	4.66

QC34, QC20, QC21, QC24

Table 57: Proportion of Visits to Museums in Which an Entrance Fee was Paid by Adults (18 and over) by Age and by Gender in 2006

Age and Gender	Proportion of Visits (%)
Age	
18-24 (n=23)	60.9
25-44 (n=195)	58.5
45-64 (n=226)	53.1
Over 64 (n=128)	52.3
Gender	
Male (n=213)	56.8
Female (n=359)	54.0
ALL	55.1

QC34, QR4, QP5

Table 58: Proportion of Visits to Museums in which an Entrance Fee was Paid by Adults (18 and over) by Race of Adult in 2006

Hispanic and Race	Proportion of Visits (%)
Hispanic (n=26)	53.8
Race	
White or Caucasian(n=484)	55.0
Black or African American (n=42)	50.0
Asian (n=11)	54.5
American Indian or Alaska Native (n=20)	55.0
Other (n=26)	65.6
ALL	55.1

QC34,QP2,QP3

Table 59: Proportion of Visits to Museums in Which an Entrance Fee was Paid by Adults (18 and over) by Grade Level of School Completed in 2006

Highest Grade Level Completed	Proportion of Visits (%)
Less than high school graduate (n=11)	36.4
High school graduate or GED (n=95)	49.5
Some college or 2-year degree (n=161)	62.1
Four-year college degree (n=145)	57.2
More than four-year college degree (160)	50.6
ALL	55.1

QC34,QP6

Table 60: Proportion of Visits to Museums in Which an Entrance Fee was Paid by Adults (18 and over) by Total Annual Household Income in 2006

Range of Household Income	Proportion of Visits (%)
Under \$30,000 (n=82)	52.4
Between \$30,000 and \$50,000 (n=95)	50.5
Between \$50,000 and \$75,000 (n=104)	61.5
Between \$75,000 and \$150,000 (n=138)	55.8
Over \$150,000 (n=48)	55.1

QC34,QP12