

ANNUAL MUSEUM ATTENDANCE REPORT

2005

Morey & Associates provides audience, membership, educator surveys and focus groups for cultural attractions throughout the country. As a service to our clients and the cultural attraction industry, we conduct the Annual Museum Attendance Report. This report provides information on attendance, membership, capital expenditure, and admission price trends among museums throughout the U.S.

Hurricane Katrina most likely made an impact on results in 2005. Highlights from this year's report:

- Total Attendance at each participating museum decreased an average of 0.1% in 2005 compared to 2004. As a whole, it decreased 1.3%.
- General Admission at individual museums decreased an average of 5.6% in 2005 compared to 2004. As a whole, it decreased an average of 2.4%.
- Membership at individual museums increased an average of 4.2% in 2005 compared to 2004. As a whole, it decreased an average of 2.7%.
- Compared to 2004, Average Total Capital Improvement Expenditures decreased 29.4% in 2005.
- In 2005 the Average Adult Admission Price was \$8.92.
- In 2005 the Average Child Admission Price was \$5.48.

Participants

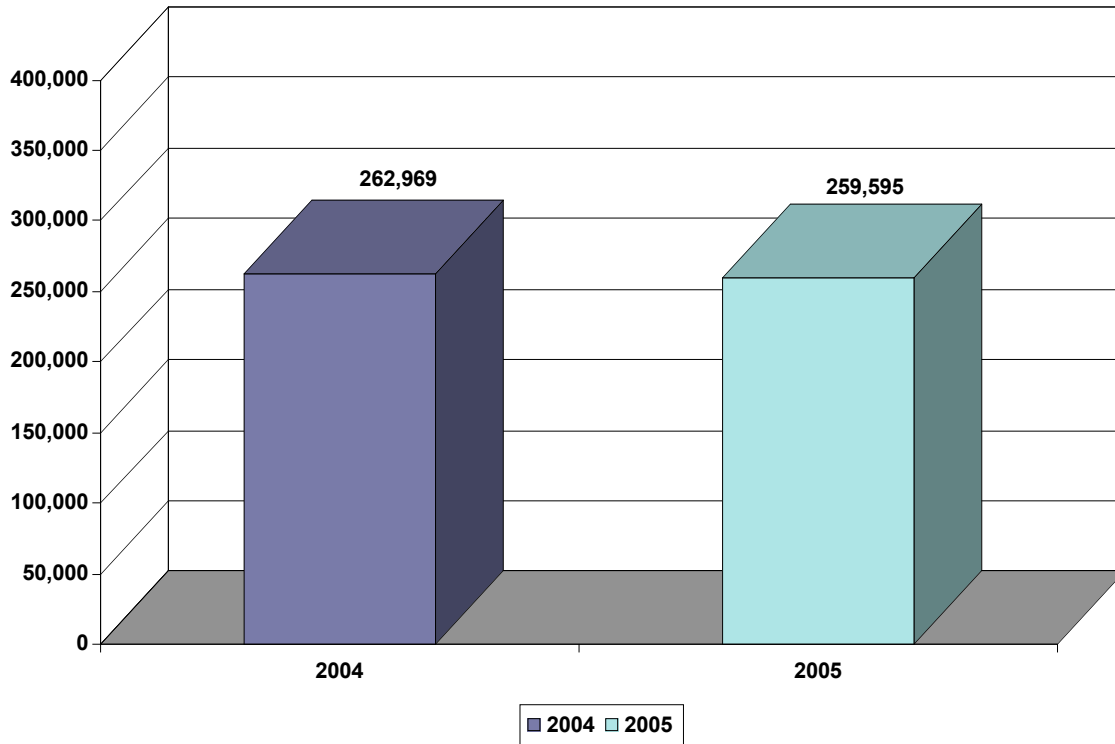
61 museums participated in this year's report:

Autry National Center	County
Birmingham Botanical Gardens	New Mexico Museum of Natural History & Science
Buffalo Bill Historical Center	New York Botanical Garden
Children's Museum of KC	New York Hall of Science
Children's Museum of Pittsburgh	Peabody Essex Museum
Children's Museum of South Carolina	Plimoth Plantation
Children's Museum of Virginia	Port Discovery, the Children's Museum in Baltimore
Cincinnati Art Museum	Portland Museum of Art
Contemporary Arts Museum	Pueblo Grande Museum
Corcoran Gallery of Art	Reuben H. Fleet Science Center
Discovery Science Center	San Antonio Children's Museum
Fernbank Museum of Natural History	San Francisco Museum of Modern Art
Georgia O'Keeffe Museum	Sixth Floor Museum at Dealey Plaza
Grand Rapids Art Museum	Staten Island Children's Museum
Hammer Museum	Strawbery Banke Museum
Hayward Area Historical Society & Museums	Tallahassee Museum
Holden Arboretum	The Andy Warhol Museum
International Wildlife Museum	The Children's Museum of Cleveland
James A. Michener Art Museum	The Children's Museum of Denver
John & Mable Ringling Museum of Art	The Children's Museum of Memphis
Lauren Rogers Museum of Art	The Edison Institute dba The Henry Ford
Long Island Children's Museum	The Museum of Fine Arts, Houston
Meadows Museum of Art	The Museum of Printing History
Memphis Brooks Museum of Art	The Tech Museum of Innovation
Minnesota Historical Society	The Wildlife Experience
Museum of Contemporary Art San Diego	Tucson Children's Museum
Museum of Fine Arts, Boston	U.S. Space & Rocket center
Museum of Glass	Washington State History Museum
Museum of the Red River	West Baton Rouge Museum
Mystic Seaport	Zeum
National Constitution Center	
Natural History Museum of Los Angeles	

Total Attendance

Figure 1

AVERAGE ATTENDANCE



Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Total Attendance 2004	61	0	61	262969.1	166000	4294	1626947
Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Total Attendance 2005	61	0	61	259594.5	170000	7500	1565479

- Total Attendance at each participating museum decreased an average of 0.1% in 2005 compared to 2004. As a whole, it decreased 1.3%.
- The largest increase in Total Attendance at a museum was 74.7%
- The largest decrease in Total Attendance at a museum was 100%.
- Total attendance at 49% of participating museum increased compared to 2004.

General Admission

- General Admission at individual museums decreased an average of 5.6% in 2005 compared to 2004. As a whole, it decreased an average of 2.4%.
- The largest increase in General Admission at a museum was 48.1%
- The largest decrease in General Admission at a museum was 140.0%.
- 40% of participating museums had an increase in General Admission in 2005 compared to 2004.

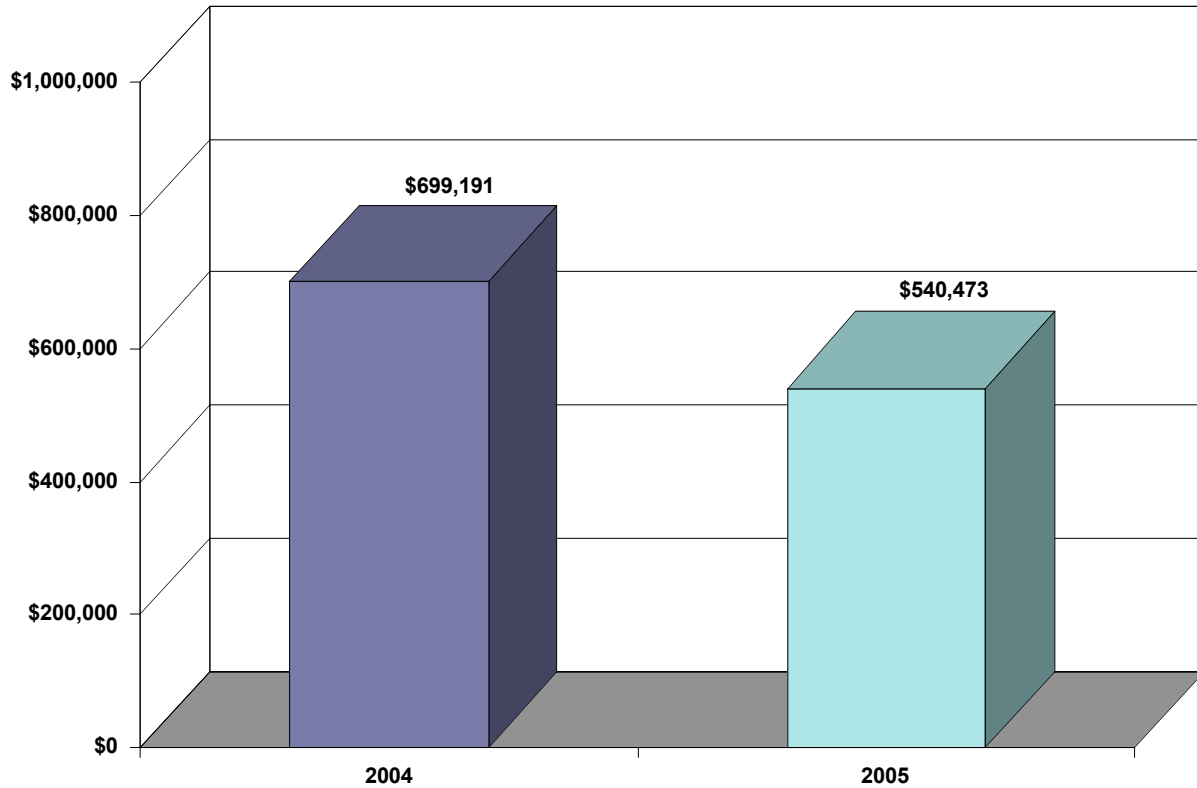
Membership

- Membership at individual museums increased an average of 4.2% in 2005 compared to 2004. As a whole, it decreased an average of 2.7%.
- The largest increase in membership at a museum was 65.0%.
- The largest decrease in membership at a museum was 44.0%.
- 59% of participating museums had an increase in Membership in 2005 compared to 2004.

Total Capital Improvement Expenditures

Figure 3

AVERAGE TOTAL CAPITAL IMPROVEMENT EXPENDITURES



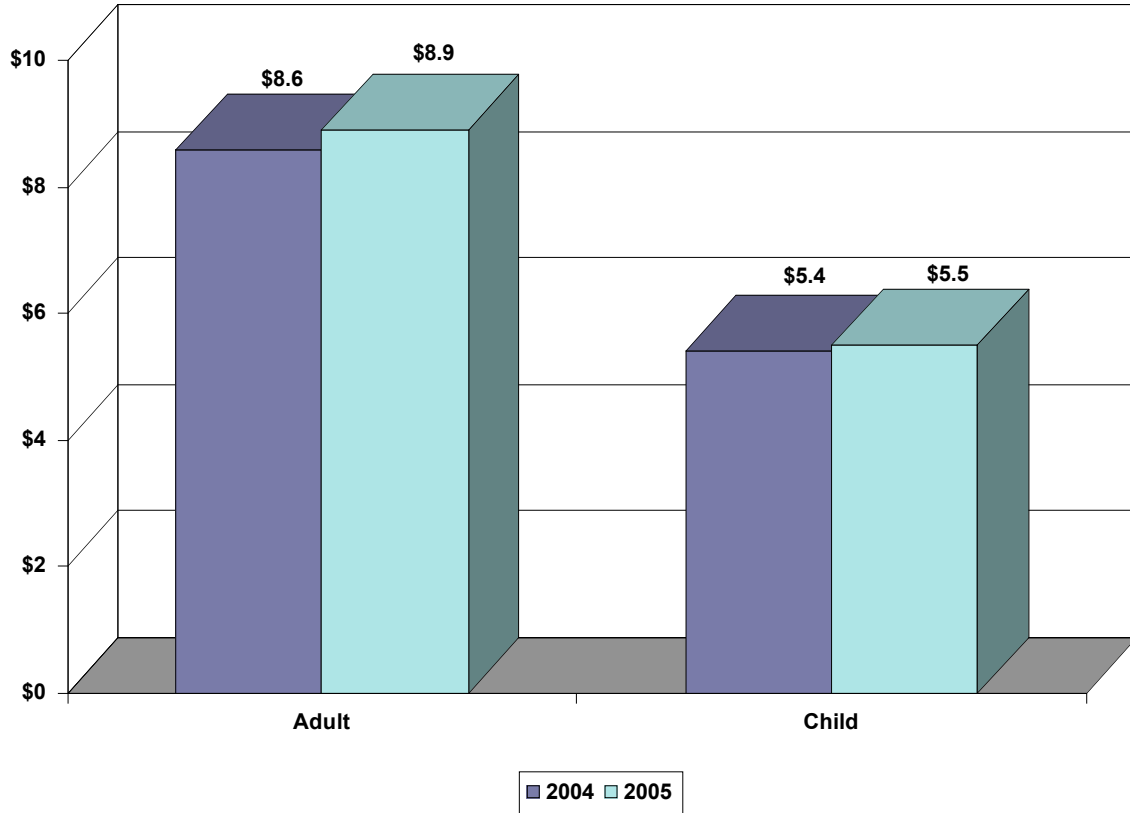
Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Total C.I. Expenditures 2004 (no \$ sign)	61	43	18	699190.7	51937.5	4042	7300000
Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Total C.I. Expenditures 2005 (no \$ sign)	61	43	18	540472.6	81000	3266	5800000

- Compared to 2004, Average Total Capital Improvement Expenditures decreased 29.4% in 2005.
- 30% of participants submitted data for capital improvement expenditures.

Admission Price

Figure 4

AVERAGE ADMISSION PRICE



Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Adult Admission Price 2004 (no \$ sign)	61	7	54	8.611111	7.5	1	20
Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Adult Admission Price 2005 (no \$ sign)	61	7	54	8.925926	8	0	21

Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Child Admission Price 2004 (no \$ sign)	61	12	49	5.367347	5	0	13
Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Child Admission Price 2005 (no \$ sign)	61	11	50	5.48	5	0	13