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A STATISTICAL SURVEY
of
MUSEUMS
in the
UNITED STATES and CANADA

AMERICAN ASSOCIATION OF MUSEUMS
WASHINGTON, D. C.

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AMERICAN ASSOCIATION OF MUSEUMS
2306 MASSACHUSETTS AVENUE, N.W.
WASHINGTON, D. C. 20008

AMERICAN ASSOCIATION OF MUSEUMS

The American Association of Museums is the only national organization representing all of the separate categories of institutions which make up the museum field. This includes art, history, science, as well as art associations and centers, historic houses and societies, preservation projects, planetariums, zoos, aquariums, botanical gardens, college and university museums, and libraries (with collections other than books), and numerous special museums. The Association's individual membership includes members of the museum profession, trustees of museums, and individuals who are interested in the museum field.

Since its founding in 1906, the Association in its capacity as a non-profit educational organization has served the interests of museums and the museum profession throughout the United States and Canada. The purpose of the Association is to promote the welfare and advancement of museums as educational institutions, as agencies of scientific and academic research, and as community cultural centers; to encourage interest and inquiries in the field of museology through meetings, reports, papers, discussions, and publications; and to increase and diffuse knowledge of all matters relating to museums. The Association strives constantly to raise museum standards, to strengthen and build a stronger museum profession, and to give special and direct assistance to the small as well as the large museums.

INTRODUCTION

The American Association of Museums, as the professional organization representing the museum field, has been aware of the need to compile factual statistics about American and Canadian museums in order to pinpoint their needs more effectively. While certain gains and shortcomings in the museum field are obvious, carefully compiled statistics on the museum, its needs, and its problems, can render a clearer over-all picture of their present state. For this reason, a questionnaire was mailed to 6,000 museums in the United States and Canada by the Research and Information Service Documentation Center of the American Association of Museums. The same questionnaires were used by the Association in assembling the second edition of the "Museums Directory of the United States and Canada."

The statistical project was a joint undertaking of the American Association of Museums, the Smithsonian Institution, and the U.S. Office of Education. The A.A.M. employed a special staff who worked under the direction of Richard Grove, Museum Education Specialist, Arts and Humanities Branch, U.S. Office of Education.

The Tables that resulted and that are used here are based upon the answers given by museums in the United States. Comparable figures for Canadian museums are also presented.

The 3,433 United States questionnaires served to confirm many facts already apparent. They also brought to light new statistics and new needs that may have a crucial bearing on the development of the museum field on this continent. For instance, the rate of increase in museum attendance in the U.S. now exceeds the rate of establishment of museums, and even exceeds the rise in national population.

The questionnaire, however, suffered in some cases from incomplete answers, so that their usefulness in certain fields, such as salary range and personnel, was largely curtailed. It is obvious that further facts will be necessary if future statistical studies are to mirror accurately all of the situations in which North American museums find themselves at the present time.

However, the survey has brought together so much information of wide interest, that the findings are here made available to the participating museums and other interested organizations. We also believe that this report makes clear the need for more complete information about the museum field, and hope that museums will, in the future, cooperate in answering further requests for information, even though it may be time-consuming and laborious.

Since our purpose in sending the questionnaires is to serve museums more effectively by making these statistics known, we hope that this preliminary report will prove useful in presenting a partial profile of the extraordinary growth and development of the museum field in the United States and Canada.

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DEFINITIONS AND PROCEDURE

Definition of the Term "Museum"

For the purposes of this study, the term "museum" is used in the sense that it is employed by the A.A.M. and the International Council of Museums. It includes such organizations and institutions as art, history and science museums, historical societies and historic buildings, zoos, aquariums, botanical gardens, planetariums and children's museums.

The survey is not evaluative, and no selection was made on any qualitative basis. The data are, of course, susceptible to interpretation of a qualitative sort: amount of activity, size of attendance, training offered to staff and volunteers, etc. No distinctions are made between such terms as "galleries," "associations," and "arts and cultural centers." The sole criterion of "museum" and "related organization" was mention—or non-mention—of a collection. The problem of categories was a difficult one, with many museums reporting overlapping activities, such as history and archaeology, or anthropology and art.

The definitions used in the various categories of museums are listed below:

Historic Buildings and Restorations

Museums are so designated when the primary interest is in the building, or buildings themselves. Many have collections of materials appropriate to the building (furniture, decorative arts, paintings, etc.); others relate with famous people who were associated with the building. The category includes preservation projects and, in a few cases, ships. Historical organizations which mentioned no collection, or whose collections consist of archival materials, were listed under "Related Organizations."

History (including technical museums whose collections are primarily historical)

Aeronautical	Horological	Musical
Automobile	Industrial	Numismatics and Money
Circus	Marine, Maritime and	Philatelic
Fire	Naval	Religious
Flag	Medical	Sports
History	Military	Transportation

*Science
Technology*

Art (Associations and Societies not mentioning collections were considered "Related Organizations")

Architecture	Decorative Arts	Glass
Art	Folk Arts (where	Photography
Arts of the Book	interest primarily	Textile
Costume	esthetic)	
Crafts		

Science

Agricultural	Industrial (when processes demonstrated)	Natural History
Astronomical	Medical (when not primarily historical)	Paleontological
Entomological		Planetariums
Geological		Science and Technology
Herbariums	Mineralogical	

Live (all organizations collecting and exhibiting living animals and plants)
 Animal Farms Aviaries and Bird Herpetological
 Aquariums Botanical Gardens and Wildlife Refuges
 Arboretums Conservatories Zoos

Anthropology and Archaeology

Anthropological Ethnological Folk Arts (unless
 Archaeological Indian primarily esthetic)

Libraries with Special Collections

This category was designed to fit museums and museum-like activities housed within a library. In some instances, the "special collections" consisted of rare books and/or archival materials.

General

Included are museums in which the three major areas—art, history and science—appeared to be almost equally represented. In cases where only two of the three areas were present, we attempted to discover which was predominant and so categorize it.

Children's Museums

Includes various types of museums which announced that their function was primarily addressed to young people. Children's museums which are departments of a larger museum do not appear as separate entities.

Related Organizations

The prime criterion here was absence of collection. Many of these organizations had active programs, however, and often served a large public with loan exhibitions, lectures, films, etc. In this sense they are "pre-museums," very often with plans to develop a collection.

Procedure for Processing Data

Each questionnaire was tallied by hand. Although this procedure was time consuming, it was felt necessary in order to evaluate the material and to determine which of the thirty-seven questions could be reduced to tables, and which would be tallied on the basis of need for the information. In several cases, questions had to be eliminated due to incomplete responses.

Number of Museums Responding to A.A.M. Questionnaire

The number of U.S. museums responding to the questions upon which the following tables are based varied considerably.

Table A
PERCENTAGE OF MUSEUMS RESPONDING TO ALL TABLES

Table	Number Reporting	Percentage
1	3,443	100.0
2	3,190	92.6
3	1,964	57.0
4	1,928	56.0
5	2,752	80.0
6	2,021	58.7
7	1,954	} 3,075
8	1,121	
9	1,470	42.7
10	2,193	63.7

MUSEUM ESTABLISHMENT

Rate of Establishment of U.S. Museums (3,190 reporting)

Question: WHAT IS THE NAME OF YOUR INSTITUTION OR ORGANIZATION AND DATE OF FOUNDING?

In answer to this question it was found that one-third of the nation's museums have been established since 1950. In the first three years of this decade a new museum was established every 3.3 days.

The general picture is one of steady museum growth with an increase beginning in the 1920's. It continues through the depression period of the 1930's at a steadily increasing tempo except for the war decade of 1940-49.

Table B
PERCENTAGE OF MUSEUM GROWTH BY DECADE SINCE 1920

Museums Established Since	Number	Percentage of Total
1920	2,169	68.0
1930	1,848	57.9
1940	1,407	44.1
1950	1,061	33.3
1960	332	10.4

To show this recent growth in detail, the following table presents the increase in numbers and percentages since 1940 by museum type and by decade, including the three years since 1960. Percentages are calculated on the basis of the total number of each type.

Table C
PERCENTAGE OF GROWTH OF MUSEUMS SINCE 1940 BY TYPE AND BY DECADE

Type	No. and percentage established since 1940		No. and percentage established since 1950		No. and percentage established since 1960	
	1	2	3	4	5	6
	Number	Per-centage	Number	Per-centage	Number	Per-centage
Historic Buildings and Restorations.....	361	39.8	263	29.0	83	9.1
History.....	439	53.7	335	41.0	106	13.0
Art.....	143	40.9	107	30.6	36	9.7
Science.....	113	40.0	85	30.1	32	11.3
Live.....	65	32.0	53	26.1	12	5.9
Anthropology and Archaeology.....	36	37.9	27	28.4	14	14.7
Libraries with Special Collections.....	21	24.4	16	18.6	4	4.6
General.....	18	30.0	15	25.0	2	3.3
Children's.....	34	73.9	25	54.3	3	6.5
Related Organizations.....	177	51.6	135	39.4	42	12.2

Table 1
POPULATION AND NUMBER OF TYPES OF PUBLIC AND PRIVATE MUSEUMS, BY REGION AND STATE

Region and State	Population*	Number of Museums	Types of Museums									Related organizations
			Hist. bldgs. & restorations	History	Art	Science	Live	Anthrop. and archaeol.	Libraries w/special collections	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12	13
Grand Total	181,704,818	3,443	1,019	825	364	300	225	109	99	63	49	390
NORTH ATLANTIC												
Connecticut	2,535,234	98	38	19	9	6	5	1	4	2	3	11
Maine	969,265	56	25	11	5	4	1	1	0	0	0	9
Massachusetts	5,148,578	271	116	45	32	13	9	4	12	1	5	34
New Hampshire	606,921	45	20	10	4	3	1	0	1	0	0	6
Rhode Island	859,488	37	18	4	1	2	0	4	3	0	0	5
Vermont	389,881	41	15	7	7	2	0	0	3	1	0	6
Delaware	446,292	11	4	4	2	0	0	0	0	0	0	1
District of Columbia	763,956	61	10	15	13	5	6	0	1	1	0	10
Maryland	3,100,689	66	32	13	7	2	3	1	2	0	0	6
New Jersey	6,066,782	57	16	18	7	8	1	0	1	2	1	3
New York	16,782,304	352	102	101	43	13	19	7	16	5	5	41
Pennsylvania	11,319,366	188	60	46	11	10	17	1	6	5	4	28
Total	48,988,756	1,283	456	293	141	68	62	19	49	17	18	160
GREAT LAKES AND PLAINS												
Illinois	10,081,158	126	44	27	11	10	9	8	1	2	0	14
Indiana	4,662,498	70	20	14	10	4	3	1	2	1	2	13
Michigan	7,823,194	97	20	23	14	10	13	6	1	2	1	7
Ohio	9,706,397	147	26	45	20	13	16	2	5	0	1	19
Wisconsin	8,951,777	88	20	30	9	5	8	1	3	3	0	9
Iowa	2,757,537	33	9	8	3	3	0	1	2	2	0	5
Kansas	2,178,611	87	30	26	5	11	6	3	3	0	0	3
Minnesota	3,413,864	82	26	24	7	4	5	1	2	0	1	12
Missouri	4,319,813	68	21	14	8	4	3	1	2	2	0	13
Nebraska	1,411,330	35	9	14	2	4	2	0	1	0	0	3
North Dakota	632,446	8	1	4	0	1	2	0	0	0	0	0
South Dakota	680,514	30	5	11	2	3	3	2	0	2	0	2
Total	51,619,139	871	231	240	91	72	70	26	22	14	5	100

SOUTHEAST

Alabama	3,266,740	18	5	2	3	3	2	0	2	0	0	1
Arkansas	1,786,272	19	2	7	1	2	1	0	0	2	0	4
Florida	4,951,560	83	10	21	15	13	8	1	0	1	3	11
Georgia	3,943,116	53	19	11	5	3	2	6	1	0	4	2
Kentucky	3,038,156	37	12	10	4	4	0	2	0	1	1	3
Louisiana	3,257,022	24	11	3	4	3	0	0	0	0	1	2
Mississippi	2,178,141	24	8	5	0	3	2	0	3	0	0	3
North Carolina	4,556,155	73	17	19	8	9	1	5	1	1	4	8
South Carolina	2,382,594	39	9	7	2	1	7	0	0	4	0	9
Tennessee	3,567,089	52	20	8	8	2	3	2	1	1	1	6
Virginia	3,966,949	108	60	20	6	5	2	0	3	1	0	11
West Virginia	1,860,421	21	6	4	1	5	2	1	0	0	1	1
Total	38,754,215	551	179	117	57	53	30	17	11	11	15	61

WEST AND

SOUTHWEST

Alaska	226,167	13	2	6	0	3	0	1	0	0	0	1
Arizona	1,302,161	53	4	12	3	8	5	14	0	2	0	5
California	15,717,204	243	68	36	28	36	25	6	7	2	8	27
Colorado	1,753,947	56	15	21	5	6	2	3	0	1	0	3
Hawaii	632,772	11	4	0	2	0	2	0	0	1	0	2
Idaho	667,191	13	1	7	1	1	1	1	0	0	0	1
Montana	674,767	23	3	7	1	2	4	1	0	3	0	2
Nevada	285,278	11	3	2	1	3	0	1	0	0	0	1
New Mexico	951,023	35	4	7	3	9	1	6	1	2	0	2
Oklahoma	2,328,284	35	9	4	5	5	2	4	1	3	0	2
Oregon	1,768,687	45	3	17	7	6	4	0	1	0	1	6
Texas	9,579,677	102	22	26	10	9	6	5	5	4	2	13
Utah	890,627	33	4	5	3	10	5	2	1	1	0	2
Washington	2,853,214	44	5	17	5	6	5	3	1	1	0	1
Wyoming	330,066	18	4	8	0	3	1	0	0	1	0	1
Total	39,961,065	735	151	175	74	107	63	47	17	21	11	69

OUTLYING PARTS

Puerto Rico	2,349,544	2	1	0	1	0	0	0	0	0	0	0
Virgin Islands	32,099	1	1	0	0	0	0	0	0	0	0	0
Total	2,381,643	3	2	0	1	0	0	0	0	0	0	0

* Source of population figures: United States Census of Population 1960: United States Summary. Final Report PC(1)-1A. Prepared under the supervision of Howard G. Brunsman, Chief, Population Division, Bureau of the Census, Department of Commerce.

Table 2
NUMBER AND TYPE OF PUBLIC AND PRIVATE MUSEUMS BY DECADE OF ESTABLISHMENT

Decade of establishment	Number of museums reporting	Type of Museum									Related organizations
		Hist. bldgs. and restorations	History	Art	Science	Live	Anth. & arch.	Libraries	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12
Grand total.....	3190	908	817	350	282	203	95	86	60	46	343
14 Before 1860.....	327	195	46	9	27	6	3	14	6	0	21
1860-1869.....	48	15	11	4	7	1	1	3	1	0	5
1870-1879.....	76	8	16	15	12	9	0	6	4	0	6
1880-1889.....	70	11	21	11	6	2	2	6	3	0	8
1890-1899.....	161	51	32	22	11	17	3	11	2	1	11
1900-1909.....	163	42	40	15	18	12	6	7	6	0	17
1910-1919.....	176	42	31	32	14	10	8	5	2	3	29
1920-1929.....	321	69	84	47	26	32	19	5	9	4	26
1930-1939.....	441	114	97	52	48	49	17	8	9	4	43
1940-1949.....	346	98	104	36	28	12	9	5	3	9	42
1950-1959.....	729	180	229	73	53	41	13	12	13	22	93
1960-.....	332	83	106	34	32	12	14	4	2	3	42

Rate of Growth of All Museums by Decade Since 1920

If the current rate of museum establishment continues, the present decade will be the greatest in the history of U.S. museums.

Table D
RATE OF GROWTH OF ALL MUSEUMS BY DECADE SINCE 1920

Period of Time	No. of Museums Established	New Museums Established Every
1920-29	321	11.4 days
1930-39	441	8.3
1940-49	346	10.5
1950-59	729	5.0
1960-63	332	3.3

Kinds of museums showing the most growth and those showing the least are ranked in the following table. The gains seem to be strongly in favor of anthropology and archaeology, with science museums also reflecting an increased public interest. The greatest loss is in children's museums, which have dropped from first to seventh place since the war. Further research is needed to determine whether children are now visiting the anthropological, archaeological and science museums in greater numbers, and whether these and other museums are now offering so many educational programs specifically directed to children, that the children's museum *per se* is less in demand. (See Table F, page 17, for museum comparison by attendance.)

Table E
MUSEUMS IN ORDER OF GROWTH

1940	1950	1960
1. Children's	1. Children's	1. Anthropology and Archaeology
2. History	2. History	2. History
3. Related Organizations	3. Related Organizations	3. Related Organizations
4. Art	4. Art	4. Science
5. Science	5. Science	5. Art
6. Historic Buildings and Restorations	6. Historic Buildings and Restorations	6. Historic Buildings and Restorations
7. Anthropology and Archaeology	7. Anthropology and Archaeology	7. Children's
8. Live	8. Live	8. Live
9. General	9. General	9. Libraries
10. Libraries	10. Libraries	10. General

MUSEUM ATTENDANCE

Museum Attendance Comparison (1,964 reporting)

Question: PLEASE INDICATE TOTAL ATTENDANCE FOR 1952, 1957 AND 1962.

Over 200 million people attended American museums in 1962. The rate of increase in attendance accelerated during the last decade and now exceeds (a) the rate of establishment of museums and (b) the rise in national population. No institutions other than the public schools command an audience of similar size, nor one representing a wider cross-section of the community.

In interpreting the following Table, it should be noted that only 1,964 of the 3,443 museums responded with figures on attendance, and many of these gave figures to the nearest thousand. We did not differentiate between estimates and actual counts. The 1,964 museums reported an attendance of 184,756,588 in 1962. This is an increase of 122.1% over the 1952 total attendance. Since attendance in 1957 represented a 47% increase, the rise is thus seen to have accelerated during the latter half of the decade. If we assume that the 1,479 non-responding museums attracted people at the same rate as the 1,964 who responded, we would obtain a rough estimate of about 324,000,000 for 1962. We can, at any rate, comfortably estimate attendance at well over 200,000,000.

Table 3

NUMBER AND TYPE OF PUBLIC AND PRIVATE MUSEUMS AND ATTENDANCE: 1952, 1957, 1962
(1962: 1,964 Museums Reporting)

	1952	1957	1962
Historic Buildings and Restorations	7,063,650	12,487,839	20,748,790
History	9,808,159	16,796,595	26,720,182
Art	11,070,863	13,496,240	22,005,207
Science	15,015,007	18,342,420	34,245,608
Live	24,911,905	32,747,514	44,663,817
Anthropology and Archaeology	2,883,409	3,635,395	4,579,674
Libraries	3,147,769	4,539,099	7,422,698
General	8,003,584	17,924,665	21,336,008
Children's	885,672	1,144,207	1,870,762
Related Organizations	398,813	755,672	1,173,932
Totals	83,188,831	121,869,646	184,766,678

The types of museums are ranked by the size of attendance for three different years in the following charts:

Table F
TYPES OF MUSEUMS RANKED BY SIZE OF ATTENDANCE

1952	
Type	Attendance
1. Live	24,911,905
2. Science	15,015,007
3. Art	11,070,863
4. History	9,808,159
5. General	8,003,584
6. Historic Buildings	7,063,650
7. Libraries	3,147,769
8. Anthropology and Archaeology	2,883,409
9. Children's	885,672
10. Related Organizations	398,813

1957	
1. Live	32,747,514
2. Science	18,342,420
3. General	17,924,665
4. History	16,796,595
5. Art	13,496,240
6. Historic Buildings	12,487,839
7. Libraries	4,539,099
8. Anthropology and Archaeology	3,635,395
9. Children's	1,144,207
10. Related Organizations	755,672

1962	
1. Live	44,663,817
2. Science	34,245,608
3. History	26,720,182
4. Art	22,005,207
5. General	21,336,008
6. Historic Buildings	20,748,790
7. Libraries	7,422,698
8. Anthropology and Archaeology	4,579,674
9. Children's	1,870,762
10. Related Organizations	1,173,932

Percentage of Museum Types

Note that 54% of all museum institutions are historical in nature. This high percentage makes the question of restoration and preservation one of crucial importance to the museum field. A 1962 list of preservation projects shows that nearly 68% are in private hands. The Federal Government supports only slightly more than 5% of the projects. More help is needed in this field if historic buildings and collections are to receive the care that their number and attendance would justify. A survey by the U.S. Department of Commerce reveals that an average of only 28 tourists a day, visiting a town with historic attractions, will bring in as much money during the year as a new industry or business with a \$100,000 annual bankroll.

Table G
PERCENTAGE OF MUSEUM TYPES

Museum Type	Number	Percentage
1. Historic Buildings and Restorations	1,019	30%
2. History	825	24%
3. Related Organizations	390	11%
4. Art	364	11%
5. Science	300	9%
6. Live	225	6%
7. Anthropology and Archaeology	109	3%
8. Libraries with Special Collections	99	3%
9. General	63	2%
10. Children's	49	1%
	3,443	100%

The following table expresses the 1962 ranking in terms of percentages. History museums, in the sense of our categories of "historic buildings and restorations" and "history," representing 54% of all museums, accounted for 25.7% of the total 1962 attendance. Although only 9% of the museums reporting are science museums, they account for 18.5% of the attendance, with "live" museums attracting 24.2%. The remaining types (with the exception of "Related Organizations," which do not have attendance in the same meaning) attracted a proportion of the audience closely comparable to their numbers.

Table H
1962 ATTENDANCE PERCENTAGES BY TYPE OF MUSEUM (1,946 reporting)

Type	Percentage of Total
1. Live	24.2
2. Science	18.5
3. History	14.5
4. Art	11.9
5. General	11.5
6. Historic Buildings and Restorations	11.2
7. Libraries with Special Collections	4.0
8. Anthropology and Archaeology	2.5
9. Children's	1.0
10. Related Organizations	0.1

Number and Percent of Museums by Attendance, 1962

One of the most important facts to emerge from the survey is that the small museums are attracting as great a proportion of the museum audience as the large museums. This fact has obvious implications with regard to expectation of financial aid and maintenance of adequate standards. It should be of special interest to both Federal and State levels of government, as well as to corporations, in their consideration of programs to assist in cultural and educational development. Many of these museums are in small towns and suburban or semi-rural areas across the country.

The Table below shows that attendance groupings fall almost exactly into thirds.

Table I
ATTENDANCE GROUPINGS

Attendance	Number of Museums	Percentage of Total
Less than 5,000	655	34%
5,000 to 34,999	635	33%
35,000 and over	638	33%

Handwritten notes: 12 a day, 12 to 13 a day, 30-3 a day

Table 4
NUMBER AND PERCENT OF PUBLIC AND PRIVATE MUSEUMS,
BY ATTENDANCE IN 1962

Attendance	Number of Museums Reporting	Percentage of Total
1	2	3
Grand total	1,928	100%
Less than 1,000	242	13%
1,000-2,499	214	11%
2,500-4,999	199	10%
5,000-9,999	240	12%
10,000-14,999	129	7%
15,000-24,999	148	8%
25,000-34,999	118	6%
35,000-49,999	111	6%
50,000-99,999	182	9%
100,000-499,999	264	14%
500,000-999,999	43	2%
1 million and over	38	2%

EDUCATION AND THE MUSEUM

Educational Activities and Cultural Programs (2,752 reporting)

Question: PLEASE LIST PRINCIPAL ACTIVITIES AND PROGRAMS, INCLUDING FORMALLY ORGANIZED EDUCATIONAL PROGRAMS FOR CHILDREN, ADULTS, UNDERGRADUATE COLLEGE STUDENTS AND GRADUATE STUDENTS.

The figures revealed by the questionnaires on formally organized educational programs are of considerable interest for the insight they give into this area of museum activity. Of the 2,752 museums reporting, 1,712 listed guided tours; 1,224, lectures; and 1,002, temporary exhibitions.

In an earlier survey of 600 museums, selected for their well-established educational programs, the reports showed that in a one-year period alone, 8 million school children participated in educational museum classes; 5 million adults took courses in art; 56,000 art students and 14,000 undergraduate students registered for college credit extension courses; and 4,000 advanced students were enrolled in university-museum graduate courses.

In a recent poll taken at one small historical museum, 87% of the visitors considered their museum visit to be educational, as opposed to 11% recreational and 2% undecided. This point of view reflects the public's growing awareness of the enlarged role now played by the museum.

The following Table shows the percentage of formally organized museum programs.

Table J

PERCENTAGE OF TYPES OF FORMALLY ORGANIZED MUSEUM PROGRAMS

	No. of Museums Reporting	Percentage
Children's Programs	555	20.2
Programs for Volunteers	427	15.5
Programs for Adults	384	13.9
Programs for Staff Members	282	10.2
Programs for Undergraduate College Students	221	8.0
Programs for Graduate Students	148	5.4

Informal Programs

Informal educational activities are grouped according to popularity. Collection categories—library, reading room, manuscript collections—are grouped, as are exhibitions and publications. "Publications" includes brochures and catalogs, as well as books. Since it was impossible to question exact definitions, we counted all responses.

It is interesting to note that no less than seven full pages were required to list educational and cultural museum programs in the second edition of the "Museums Directory of the United States and Canada," published by the American Association of Museums. These programs included such activities as art schools and art festivals, and classes in such subjects as anthropology, archaeology, astronomy, arts and crafts, ballet, biology, calligraphy, design, drama, entomology, foreign languages, forestry, geology, photography, printmaking, rugmaking and science, to list only a few. It is obvious that, in the smaller towns, the museum offers probably the only access to such a variety of educational activities, particularly those museums at a distance from large urban centers.

Table 5
NUMBER AND TYPE OF MUSEUMS BY EDUCATIONAL PROGRAMS AND CULTURAL ACTIVITIES.

Programs and Activities	Number of museums reporting	Type of Museum									
		Hist. bldgs. and restorations	History	Art	Science	Live	Anthropology and archaeology	Libraries w/special collections	General	Children's	Related organizations
1	2	3	4	5	6	7	8	9	10	11	12
Total	2752	730	739	339	250	173	92	73	60	49	247
Formally organized education programs for:											
children.....	555	59	111	135	87	32	15	11	31	36	38
volunteers.....	427	86	102	103	40	13	11	3	26	24	19
adults.....	384	24	49	127	58	30	12	8	21	15	40
staff members.....	282	58	60	33	41	39	13	15	5	7	11
undergraduate college students.....	221	15	19	78	51	17	15	4	6	3	13
graduate students.....	148	3	20	45	42	15	9	3	5	0	6
Guided tours.....	1712	550	455	207	157	116	55	17	41	36	78
Lectures.....	1224	204	311	236	146	82	37	21	41	32	114
Films.....	644	65	148	163	96	30	10	14	33	31	54
Gallery talks.....	412	26	68	204	28	3	7	2	25	7	42
Concerts.....	246	24	31	136	4	5	1	7	16	3	19
Arts festivals.....	171	30	16	80	5	1	2	1	8	7	21
Study clubs.....	167	20	30	39	29	8	2	3	7	18	11
Hobby workshops.....	117	11	24	20	24	5	1	1	8	14	9
Drama.....	78	8	8	35	1	1	1	3	8	2	11
Dance recitals.....	61	7	3	34	2	0	1	0	5	1	8
Library.....	814	114	256	150	76	25	24	73	29	15	52
Manuscript collection.....	530	137	245	23	15	2	15	35	13	1	44
Reading room.....	393	51	128	73	38	13	11	35	10	6	28
Permanent exhibitions.....	1544	396	480	214	173	67	67	25	50	33	39
Temporary exhibitions.....	1002	154	294	226	86	23	40	41	37	27	74
Inter-museum loan exhibitions.....	426	34	84	195	31	6	13	7	19	6	31
Circulating exhibits, organized at museum.....	333	16	64	142	23	4	10	4	19	15	36
Publication of periodicals.....	452	67	114	77	51	23	22	7	21	6	64
Book publication.....	310	58	107	41	31	4	10	8	15	2	34

MUSEUM INCOME

Sources of Income (2,021 reporting)

Question: (a) PLEASE INDICATE IN ROUND NUMBERS YOUR MUSEUM OPERATING BUDGET FOR THE LAST FISCAL YEAR; AND (b) PLEASE INDICATE YOUR SOURCES OF INCOME (IN PERCENTAGES OF TOTAL INCOME) FOR THE LAST FISCAL YEAR.

Fourteen possible sources of income were listed in the questionnaire. The Table shows the percentage of all museums reporting any degree of income from the fourteen sources.

Table K
PERCENTAGE OF MUSEUMS REPORTING INCOME IN
14 SOURCE CATEGORIES

Income Source	No. of Museums	Percentage
1. Membership	770	38.1
2. Contributions (individuals)	646	32.0
3. Sales Desk	533	26.4
4. Admissions	495	24.5
5. Endowment	487	24.1
6. State	382	18.9
7. Admission to Special Events	261	12.9
8. County	245	12.1
9. Municipality	242	12.0
10. Contributions (Foundations)	212	10.5
11. Federal Government	204	10.1
12. Contributions (Corporations)	189	9.3
13. Tuition Fees	152	7.5
14. Publications (except sales desk sales)	129	6.4

The sources high on the list in Table L are not necessarily the largest sources of money. A quite different picture emerges upon dividing income sources into two groups according to number of museums reporting (a) less than one-half and (b) more than one-half of their incomes from a given category. In the following Table the order is by number of museums reporting more than 50% income per source.

Table L
DISTRIBUTION OF INCOME SOURCES ABOVE AND BELOW 50%

Income Source	No. of Museums	1%-50%	51%-100%
1. State	382	70	312
2. Endowment	487	295	192
3. Admissions	495	316	179
4. Federal Government	204	36	168
5. Membership	770	609	161
6. County	245	117	128
7. Contributions (Individual)	646	546	100
8. Municipality	242	149	93
9. Admission to Special Events	261	201	60

Table L—Continued

Income Source	No. of Museums	1%-50%	51%-100%
10. Contributions (Foundations)	212	161	51
11. Contributions (Corporations)	189	147	42
12. Sales Desk	533	497	36
13. Tuition Fees	152	137	15
14. Publications (except sales desk sales)	129	126	3

All of the categories are heavier in the 1-50% column with the exception of governmental sources where indicated. The single exception is municipality. The typical museum budget is apparently derived from a variety of sources, with no single one predominating.

Endowment, once considered a major item, has shrunk to a source involving less than a quarter of the museums. Foundation and corporation support is a relatively minor factor in the museum economy, and is perhaps the area which would most readily yield additional income. The corporate tax structure is such that many businesses might well respond to an appeal for donations and endowment if properly approached. Only a handful of firms use the full 5% federal income exemption for contributions to philanthropic enterprises, and out of this only 5.3 cents of each contribution dollar has gone to civic and cultural activities.

It is no secret that the economic prosperity of the United States and Canada since the last war has not extended to museums. All have had to struggle with the inflation of costs and the deflation of incomes, as endowment funds have shrunk. Museums have received insufficient financial support in the past 30 years, whether from foundations, private sources or from government agencies. Less than 1% of museum income comes from the federal government, foundations and corporations together.

Three factors have contributed to the lack of museum support. These are, first, a failure to recognize the educational role of the museum; second, the low salaries prevailing in most museums, with the consequent difficulty in attracting able and well-trained people into the field; and third, a lack of understanding on the part of the public of the intellectual and cultural significance of museums.

There is need for higher standards in museum work. Few museums can afford conservation laboratories for the preservation of art treasures. In older institutions with fixed resources, the new educational programs aimed at the popular audience which have proliferated in the past 30 years, along with public relations and fund-raising staffs, have been financed necessarily at the expense of other activities, and notably at the expense of scholarly study. Scholarly museum staffs are often smaller than they were 30 years ago; scholarly publications and research have almost disappeared.

One of the most severe lacks is in adequate funds for guards to protect museums from theft and vandalism, both of which have risen alarmingly.

Table 6
NUMBER OF PUBLIC AND PRIVATE MUSEUMS AND PERCENTAGE OF INCOME BY SOURCES OF INCOME

Sources of income	Number of museums reporting	Percentage of income									
		0-10	.11-20	.21-30	.31-40	.41-50	.51-60	.61-70	.71-80	.81-90	.91-1.00
1	2	3	4	5	6	7	8	9	10	11	12
Grand total	2021										
Admission	495	130	71	46	33	36	27	18	20	29	85
Endowment	487	111	66	42	45	31	32	18	23	28	91
Tuition fees	152	83	26	15	8	5	4	1	6	0	4
Admission to special events	261	107	45	29	8	12	14	0	4	2	40
Membership	770	251	151	102	57	48	19	29	34	19	60
Publications (except sales desk sales)	129	109	6	3	3	5	0	1	1	0	1
Sales desk	533	341	80	30	29	17	4	9	3	1	19
Municipality	242	41	28	19	30	31	17	27	19	17	13
State or province	382	24	8	7	12	19	6	9	16	16	265
County	245	34	25	13	15	30	12	9	11	19	77
Federal government	204	18	6	5	2	5	0	3	1	4	160
Contributions:											
Individuals	646	303	94	60	46	43	21	9	12	16	42
Corporations	189	91	18	18	10	10	5	2	5	6	24
Foundations	212	85	35	20	13	8	7	5	6	5	28

MUSEUM GOVERNING AUTHORITY

Public and Private Museums (3,075 reporting)

Question: (a) PLEASE STATE GOVERNING AUTHORITY. (b) ARE YOU INCORPORATED AS A NON-PROFIT CHARITABLE INSTITUTION? (c) ARE YOU EXEMPT UNDER SECTION 501(C) (3) OF THE INTERNAL REVENUE CODE OF 1954, AS AMENDED?

Of the 3,075 museums reporting, 1,954, or 63.5%, are privately governed; 1,121, or 36.5% are publicly governed. Of the total number of museums responding to question (a), 2,360, or 76.7%, answered either (b) or (c). This represents 68.5% of the 3,443 total. We did not consider failure to respond to (b) and (c) as a negative reply, but counted only actual responses.

Types of private museums are proportionately distributed as follows:

Table M
PERCENTAGES OF TYPES OF GOVERNING AUTHORITIES
OF PRIVATE MUSEUMS

Governing Authority	Number	Percentage
Corporation, Association or Society	1,466	75.0
Individually Owned	172	8.8
Corporation, Association or Society Chartered by a Government Agency	140	7.2
Non-denominational School, College or University	95	4.9
Denominational School, College or University	81	4.1
	1,954	100.0

Distribution of types of public museums are shown as follows:

Table N
PERCENTAGES OF TYPES OF GOVERNING AUTHORITIES
OF PUBLIC MUSEUMS

Governing Authority	Number	Percentage
State Government	357	31.8
Municipal Government	297	26.5
Federal Government	217	19.4
County Government	100	8.9
School, College or University	150	13.4
	1,121	100.0

Distribution of types of private and public museums is analyzed in Table P.

Table O
PERCENTAGES OF TYPES OF PRIVATE AND PUBLIC MUSEUMS

Governing Authority	Number	Percentage
Private		
Corporation, Association or Society	1,466	47.7
Individually Owned	172	5.6
Corporation, Association or Society Chartered by a Government Agency	140	4.5
Non-Denominational School, College, University or Group	95	3.1
Denominational School, College, University or Group	81	2.6
Public		
State Government	357	11.6
Municipal Government	297	9.7
Federal Government	217	7.1
School, College or University	150	4.9
County Government	100	3.2
	3,075	100.0

Table P
NON-PROFIT STATUS

Private	
Affirmative Reply on 18b	1,366
Affirmative Reply on 18c	1,049
Public	
Affirmative Reply on (b)	330
Affirmative Reply on (c)	356
Private and Public	
Affirmative Reply on (b)	1,696
Affirmative Reply on (c)	1,405

Table 7
NUMBER AND TYPE OF PRIVATE MUSEUMS BY GOVERNING AUTHORITY

Governing authority	Number of museums reporting	Type of Museum									Related organizations
		Hist. bldgs. and restorations	History	Art	Science	Live	Anthrop. and archaeol.	Libraries w/special collections	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12
Grand total	1954	625	460	247	117	75	44	42	29	37	278
Corporation, association or society	1466	508	356	165	46	46	24	28	22	33	238
Individually owned	172	51	57	10	20	15	6	0	2	3	8
Corporation, association or society chartered by a government agency	140	49	24	20	20	4	2	4	4	1	12
Non-denominational school, college, or university	95	4	7	39	16	4	8	5	1	0	11
Denominational school, college, university or group	81	13	16	13	15	6	4	5	0	0	9

Table 8
NUMBER AND TYPE OF PUBLIC MUSEUMS BY GOVERNING AUTHORITY

Governing authority	Number of museums reporting	Type of Museum									Related organizations
		Hist. bldgs. and restorations	History	Art	Science	Live	Anthrop. and archaeol.	Libraries w/special collections	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12
Grand total	1121	305	242	89	169	136	59	41	32	13	35
State or provincial government	357	192	62	13	34	14	21	7	8	0	6
Municipal government	297	57	47	33	28	70	3	28	12	8	11
Federal government	217	38	71	2	51	25	21	3	2	0	4
School, college or university	150	4	11	38	49	15	13	2	7	5	6
County government	100	14	51	3	7	12	1	1	3	0	8

MUSEUM PERSONNEL

Professional, Part-time and Volunteer

Question: PLEASE INDICATE TOTAL NUMBERS OF FULL-TIME, PART-TIME, AND VOLUNTEER STAFF MEMBERS, AND THE SALARY RANGE OF FULL-TIME WORKERS.

Because of incomplete answers, it has been impossible to form any accurate assessment either of the kinds of personnel working in museums, or of their income. However, based on such figures as were returned, we might cautiously estimate that for the full 3,443 U.S. museums, about 110,000 people are on the staffs, with and without pay, full and part-time. About one-fourth (27,500) are professional; forty percent (44,000) are volunteers and the remaining thirty-five percent (38,500) are sub-professional, or partly trained.

The Merriam-Webster "Collegiate Dictionary" defines a profession as a "calling requiring specialized knowledge and often long and intensive academic preparation." With only one-quarter of the museum staffs meeting this definition, it is obvious that professionalism will not be attained in the museum field until the museums have the protection of professional standards and accreditation, which can be achieved only through personnel with academic training and experience. Training programs, both academic and technical, need to be set up in a department of museum education if adequate standards are to be met.

There is great need for standards in the museum field: standards for staff training; for museum apprenticeships to learn how a well-run museum operates; for cataloging and recording; for interpretation and preservation. There is a crucial need to locate and list cultural materials in North America and for their care and preservation before many of them are lost or destroyed through ignorance or neglect.

Salary

No clear picture of salary range emerged, although this is one aspect of the museum field which most urgently needs adjustment. Not only are museum personnel inadequately paid, but many of them lack retirement plans, health insurance or tenure. A random sampling of positions offered through the personnel columns of "Museum News," published by the American Association of Museums, averaged, on the basis of ten listings each, \$7300 per annum for museum directors; and \$5770 for curators and heads of departments, across the country.

Volunteer Groups

Question: PLEASE LIST THE PURPOSES FOR WHICH YOU USE VOLUNTEERS. (1,470 REPORTING)

A clearer picture emerged of the volunteer groups. Of the 3,443 museums, 1,470, or 42.7%, reported use of volunteers. In addition to the 15 kinds of work listed for volunteers, many museums wrote in a wide variety of other kinds of work.

The following Table lists the number and types of museums and the kinds of work performed by volunteers.

Table 9
NUMBER AND TYPES OF MUSEUMS AND KIND OF WORK PERFORMED BY VOLUNTEERS

Kind of work	Number of museums reporting	Type of Museum									Related organizations
		Hist. bldgs. and restorations	History	Art	Science	Live	Anthropology and archaeology	Libraries w/special collections	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12
Total	1470	389	405	222	112	66	48	16	44	36	132
Tour guides	817	267	230	131	51	23	17	5	28	23	42
Exhibition preparators	582	131	188	76	42	14	20	7	15	17	72
Receptionists	549	145	165	98	34	10	10	1	17	25	44
Fund-raising	522	126	128	117	28	23	8	1	16	23	52
Typists/secretaries	513	100	177	91	35	10	8	2	20	20	50
Catalogers	388	92	142	40	23	7	16	2	18	17	31
Sales desk	343	72	89	69	43	6	8	0	15	22	19
Curators	340	112	132	19	29	5	6	3	7	7	20
Research assistants	330	67	102	49	35	7	13	4	12	13	28
Librarians	321	76	100	54	22	12	6	6	12	11	22
Gallery talks	261	47	56	92	9	4	5	2	9	6	31
Technical assistants/advisors	238	38	71	30	35	12	10	2	10	12	18
Teachers, children's classes	167	24	35	29	17	10	2	0	10	25	15
Teachers, adult classes	73	11	16	15	9	4	1	0	3	6	8
Switchboard	27	3	8	6	4	1	1	0	0	3	1

Table Q
RELATION OF POPULATION TO NUMBER OF MUSEUMS

Region	No. of People Per Museum
United States	52,775
North Atlantic	38,182
West and Southwest	54,369
Great Lakes and Plains	59,264
Southeast	70,334

Laymen's Groups

Question: DO YOU HAVE A LAYMAN'S GROUP (FRIENDS OF THE MUSEUM, WOMAN'S AUXILIARY, ETC.) SUPPORTING YOUR PROGRAM? WHAT SPECIFIC PARTS OF YOUR PROGRAM DO THEY SUPPORT?

More than 36% of the museums listed Laymen's Groups, with the number especially high for children's, general and art museums. Many of the organizations listed as "Related Organizations" reported that they consisted entirely of laymen's groups, with no professional staff at all.

(See following page for number and type of public and private museums with layman's groups.)

Table 10
NUMBER AND TYPE OF PUBLIC AND PRIVATE MUSEUMS WITH LAYMAN'S GROUPS

	Type of Museum										Related organi- zations
	Totals	Hist. bldgs. and resto- rations	History	Art	Science	Live	Anthropology and archaeology	Libraries w/special collections	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12
Number of museums reporting . . .	2193	553	588	289	214	155	72	57	46	41	178
Number of layman's groups	798	158	181	167	69	61	30	18	36	29	49
Percentages	36.4%	28.6%	30.8%	57.8%	32.2%	39.3%	41.7%	31.6%	78.3%	70.7%	27.5%

CANADIAN MUSEUMS

CANADIAN MUSEUMS

MUSEUM ESTABLISHMENT

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MUSEUM ATTENDANCE

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EDUCATION AND THE MUSEUM

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MUSEUM INCOME

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MUSEUM GOVERNING AUTHORITY

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MUSEUM PERSONNEL

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MUSEUM ESTABLISHMENT

Public and Private Museums by Province (297 reporting)

Question: WHAT IS THE NAME OF YOUR INSTITUTION OR ORGANIZATION AND DATE OF FOUNDING?

It is obvious from the table on page 37 showing the number and type of public and private museums by province, that Ontario, Québec, and British Columbia are the three most important cultural centers in Canada. Nova Scotia is particularly rich in historic buildings and museums, although it has only one art and one science museum.

As in the United States, Canada has more historic centers and history museums (62.3%), but it must be remembered that in both countries historic buildings and restorations have been added to the history museums, thus swelling their number.

A table showing the percentage of museum types in Canada appears as follows:

Table 1
PERCENTAGE OF MUSEUM TYPES

	Number	Percentage
Historic Buildings and Restorations	79	26.6
History	106	35.7
Art	25	8.4
Science	26	8.7
Live	19	6.4
Anthropology and Archaeology	4	1.4
Libraries with Special Collections	12	4.0
General	7	2.4
Children's	0
Related Organizations	19	6.4
	297	100.0

Table 2
POPULATION AND NUMBER OF TYPES OF PUBLIC AND PRIVATE MUSEUMS, BY PROVINCE

Province	Population	Number of museums reporting	Type of Museum									Related organi- zations
			Hist. bldgs. & restora- tions	History	Art	Science	Live	Anthrop. and Archaeol.	Libraries w/special collections	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12	13
Grand Totals	18,238,247	297	79	106	25	26	19	4	12	7	0	19
Alberta.....	1,331,944	19	1	8	2	3	3	0	0	0	0	2
British Columbia.....	1,629,082	43	6	18	4	8	3	2	2	0	0	0
Manitoba.....	921,686	7	1	1	1	2	1	0	0	0	0	1
New Brunswick.....	597,936	7	2	1	2	0	0	0	0	2	0	0
Newfoundland.....	457,853	2	0	2	0	0	0	0	0	0	0	0
Nova Scotia.....	737,007	22	9	8	1	2	1	0	0	0	0	1
Ontario.....	6,236,092	142	49	49	10	8	5	1	6	4	0	10
Prince Edward Island.....	104,629	1	0	1	0	0	0	0	0	0	0	0
Quebec.....	5,259,211	40	9	15	4	2	5	0	0	1	0	4
Saskatchewan.....	925,181	13	2	2	1	1	1	1	4	0	0	1
Yukon Territory.....	14,628	1	0	1	0	0	0	0	0	0	0	0
Northwest Territories.....	22,998	0	0	0	0	0	0	0	0	0	0	0

Number and Type of Museums by Decade—See table 5, page 39.

In the table showing the number and type of public and private museums by decade of establishment, the Canadian museums are seen to have increased at a rate comparable to those in the U.S. The number has grown steadily with each decade, slowing down only slightly during the war years, but then tripling in the decade from 1950-59. Again the history museum and historic restoration leads in the rate of establishment, followed by art, science, live, libraries, general, and anthropological and archaeological in that order. Related organizations (pre-museums) are equal to the "live" category in rate of establishment. It is interesting that there are no children's museums listed in Canada, while 49 responded in the U.S.

Almost exactly half of the Canadian museums reporting were established since 1950. Museum growth by decade since 1920 was reported by 286 museums.

Table 3
PERCENTAGE OF MUSEUM GROWTH BY DECADE SINCE 1920

	Number	Percentage of Total
Museums established since 1920	229	80.1
Museums established since 1930	205	71.7
Museums established since 1940	179	62.6
Museums established since 1950	141	49.3
Museums established since 1960	37	12.9

The rate of growth of all museums by decade since 1920 is indicated in the following table:

Table 4
MUSEUM GROWTH RATE BY DECADE

Period of Time	No. of Museums Established	New Museum Established Every:
1920-1929	24	152.1 days
1930-1939	26	140.4 days
1940-1949	38	96.0 days
1950-1959	104	35.1 days
1960-1963	37	29.6 days

Table 5
NUMBER AND TYPE OF PUBLIC AND PRIVATE MUSEUMS BY DECADE OF ESTABLISHMENT

Decade of establishment	Number of museums reporting	Type of Museum									Related organizations
		Hist. bldgs. & restorations	History	Art	Science	Live	Anth. & Arch.	Libraries w/special collections	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12
Grand totals.....	286	75	106	25	24	17	4	10	8	0	17
Before 1860.....	5	0	0	0	1	0	0	1	3	0	0
1860-1869.....	3	1	0	1	1	0	0	0	0	0	0
1870-1879.....	2	0	0	0	1	0	0	0	0	0	1
1880-1889.....	9	0	1	3	3	1	0	1	0	0	0
1890-1899.....	11	4	4	1	1	0	0	1	0	0	0
1900-1909.....	14	3	5	1	0	2	0	1	0	0	2
1910-1919.....	13	3	0	3	1	0	1	1	2	0	2
1920-1929.....	24	4	7	3	2	2	1	1	1	0	3
1930-1939.....	26	7	11	1	3	2	0	0	1	0	1
1940-1949.....	38	15	9	5	1	3	1	2	0	0	2
1950-1959.....	104	25	51	6	10	6	1	1	0	0	4
1960-1963.....	37	13	18	1	0	1	0	1	1	0	2

MUSEUM ATTENDANCE

Question: PLEASE INDICATE TOTAL ATTENDANCE FOR 1952, 1957 AND 1962 (167 reporting)

In studying museum attendance for the years 1952, 1957, and 1962, it should be borne in mind that only 167 museums responded to this question, as opposed to 297 responding to Table 2, and 286 responding to Table 5. We can assume that had all the museums responded with attendance figures, the total would have been much larger.

Even these partial figures, however, indicate that museum attendance in Canada increased almost six times during the decade, with history and science museums drawing the largest numbers (if we combine the category of historic buildings and restorations with history museums).

Table 6
TYPES OF MUSEUMS RANKED BY SIZE OF ATTENDANCE

1952 Type/Attendance	1957 Type/Attendance	1962 Type/Attendance
1. Live (1,500,000)	Live (2,430,000)	Live (5,267,701)
2. Hist. Bldgs. (352,674)	Art (950,766)	History (2,495,258)
3. History (259,810)	History (894,865)	Science (2,357,852)
4. Art (258,885)	Science (454,224)	Art (1,735,988)
5. Science (223,389)	Hist. Bldgs. (453,416)	Hist. Bldgs. (1,637,016)
6. General (63,527)	General (210,819)	General (423,053)
7. Libraries (35,192)	Libraries (44,661)	Libraries (108,433)
8. Related orgs. (20,050)	Related orgs. (30,310)	Related orgs. (33,090)
9.	Anth. & Arch. (300)

The following table indicates the number and percent of museums by size of attendance in 1962. (167 reporting)

Table 7
NUMBER AND PERCENT OF PUBLIC AND PRIVATE MUSEUMS
BY SIZE OF ATTENDANCE IN 1962

Attendance	Number of museums reporting	Percentage of total
1	2	3
Grand total	167	100%
Less than 1,000	16	10%
1,000-2,499	17	10%
2,500-4,999	10	6%
5,000-9,999	24	14%
10,000-14,999	9	5%
15,000-24,999	18	11%
25,000-34,999	13	8%
35,000-49,999	14	8%
50,000-99,999	18	11%
100,000-499,999	22	13%
500,000-999,999	3	2%
1 million and over	3	2%

Table 8

NUMBER AND TYPE OF PUBLIC AND PRIVATE MUSEUMS AND ATTENDANCE: 1952, 1957, 1962

	Hist. bldgs. and restorations	History	Art	Science	Live	Anth. & arch.	Libraries w/special collections	General	Children's	Related organi- zations	Totals
1	2	3	4	5	6	7	8	9	10	11	12
No. reporting. . . .	53	63	13	10	10	1	3	8	0	6	167
1952.	352,674	259,810	258,885	223,389	1,500,000	0	35,192	63,527	0	20,050	2,713,527
1957.	453,416	894,865	950,766	454,224	2,430,000	0	44,661	210,819	0	30,310	5,469,061
1962.	1,637,016	2,495,258	1,735,988	2,357,852	5,267,701	300	108,433	423,053	0	33,090	14,058,691

EDUCATION AND THE MUSEUM

Educational Activities and Cultural Programs (240 reporting)

Question: PLEASE LIST PRINCIPAL ACTIVITIES AND PROGRAMS, INCLUDING FORMALLY ORGANIZED EDUCATIONAL PROGRAMS FOR CHILDREN, ADULTS, UNDERGRADUATE COLLEGE STUDENTS AND GRADUATE STUDENTS.

Of the 240 museums reporting, 119 listed guided tours; 72, temporary exhibitions; 69, lectures; and 50, films. History and art museums seem to have the most active programs, predominantly in the area of guided tours and temporary exhibitions. See table 9, page 43.

Table 9
NUMBER AND TYPE OF MUSEUM BY EDUCATIONAL PROGRAMS AND CULTURAL ACTIVITIES

Programs and Activities	Number of museums reporting	Type of Museum									Related organizations
		Hist. bldgs. and restorations	History	Art	Science	Live	Anthropology and Archaeology	Libraries w/special collections	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12
Totals	240	66	87	25	20	13	2	9	7		11
Formally organized education programs for:											
children.....	38	4	8	12	3	5		2	4		
volunteers.....	18	3	2	7	2	3	1				
adults.....	18	1	2	8	1	3		1	2		
staff members.....	19	1	10	2		5	1				
undergraduate college students.....	14		1	3	3	4	1				2
graduate students.....	5		1		1		1		1		1
Guided tours.....	119	33	40	16	12	7		3	5		3
Lectures.....	69	7	18	19	11	5		2	4		3
Films.....	50	1	14	16	7	3	1	2	4		2
Gallery talks.....	25		4	14	2	1		1	3		
Concerts.....	15	1	3	9				1	1		
Arts festivals.....	5	1	2	2							
Study clubs.....	10	1	1	5					2		1
Hobby workshops.....	5		1	2			1	1			
Drama.....	6	1	1	3				1			
Dance recitals.....	1			1							
Library.....	50	6	15	9	3	3		9	3		2
Manuscript collection.....	30	11	14				1	1	2		1
Reading room.....	21	2	6	5	1	2		2	1		2
Permanent exhibitions.....	135	46	53	13	9	6		2	5		1
Temporary exhibitions.....	72	14	20	15	2	2	2	8	5		4
Inter-museum loan exhibitions.....	34	3	10	14			1	1	5		
Circulating exhibits, organized at museum.....	20	2	1	11	1		1	1	3		
Publication of periodicals.....	27	3	5	6	4	2	1		2		4
Book publication.....	17	3	5		3		1		3		2

MUSEUM INCOME

Question: A) PLEASE INDICATE IN ROUND NUMBERS YOUR MUSEUM OPERATING BUDGET FOR THE LAST FISCAL YEAR; AND B) PLEASE INDICATE YOUR SOURCES OF INCOME (IN PERCENTAGES OF TOTAL INCOME) FOR THE LAST FISCAL YEAR. (162 reporting)

Fourteen possible sources of income were listed in the questionnaire. The table on page 45 shows the percentage of all museums reporting any degree of income from the fourteen sources.

Out of the 162 museums reporting, twenty-six list themselves as totally supported by the Canadian Government; twenty-two by province; and thirteen by municipality. Admissions were a major source of income for twelve museums, but for most museums, as in the United States, the typical budget is apparently derived from a variety of sources, with no single one predominating.

Table 10
PERCENTAGES OF INCOME BY SOURCES FROM 162 PUBLIC AND PRIVATE MUSEUMS

Sources of income	Number of museums reporting	Percentage of income									
		.05-.10	.11-.20	.21-.30	.31-.40	.41-.50	.51-.60	.61-.70	.71-.80	.81-.90	.91-1.00
1	2	3	4	5	6	7	8	9	10	11	12
Admissions.....	61	13	6	11	3	5	6	2	0	3	12
Endowment.....	12	6	1	1	0	0	0	0	2	0	2
Tuition Fees.....	10	5	1	2	1	0	0	0	0	0	1
Admission to Special Events.....	18	10	2	2	4	0	0	0	0	0	0
Membership.....	45	27	5	7	0	0	1	1	2	1	1
Publications not incl. in Sales.....	8	6	2	0	0	0	0	0	0	0	0
Sales Desk.....	34	22	7	2	1	2	0	0	0	0	0
Municipality.....	72	17	4	7	6	7	1	7	3	7	13
State or Province.....	62	7	11	10	7	4	1	0	0	0	22
County.....	13	3	4	3	0	1	0	0	0	0	2
Federal Government.....	32	1	2	0	3	0	0	0	0	0	26
Contributions:											
Individuals.....	36	20	11	3	0	1	0	0	0	0	1
Corporations.....	6	1	2	1	0	1	0	0	0	0	1
Foundations.....	9	3	3	0	0	0	0	0	0	0	3

MUSEUM GOVERNING AUTHORITY

Question: (a) PLEASE STATE GOVERNING AUTHORITY. (b) ARE YOU INCORPORATED AS A NON-PROFIT EDUCATIONAL INSTITUTION?
(283 reporting)

Of the 283 museums reporting, the governing authority is almost equally divided between public and private (154 public, 129 private). Science, live, and library categories are largely public, while art, anthropology and archaeology, and general museums are predominantly private. See tables, page 47.

Table 11
NUMBER AND TYPE OF PUBLIC MUSEUMS BY GOVERNING AUTHORITY

Governing authority	Number of museums reporting	Type of Museum									Related organizations
		Hist. bldgs. and restorations	History	Art	Science	Live	Anthrop. and archaeol.	Libraries w/special collections	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12
Grand total	154	47	53	8	15	14	1	10	2	..	4
Provincial government	41	13	10	3	8	5	..	1	1
Municipal government	60	18	22	..	4	7	..	8	1
Canadian government	35	11	17	3	1	1	1	..	1
School, college or university	6	1	2	1	1	1
County government	12	5	4	1	..	1	1

Table 12
NUMBER AND TYPE OF PRIVATE MUSEUMS BY GOVERNING AUTHORITY

Governing authority	Number of museums reporting	Type of Museum									Related organizations
		Hist. bldgs. and restorations	History	Art	Science	Live	Anthrop. and archaeol.	Libraries w/special collections	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12
Grand total	129	30	46	15	5	4	2	..	5	..	22
Corporation, association or society	78	22	32	7	1	2	1	..	3	..	10
Individually owned	13	4	7	0	1	1
Corporation, association or society chartered by a government agency	14	3	4	5	..	1	1
Non-denominational school, college, or university	16	..	1	2	1	..	1	..	2	..	9
Denominational school, college, university or group	8	1	2	1	2	2

MUSEUM PERSONNEL

Question: PLEASE INDICATE TOTAL NUMBERS OF FULL-TIME, PART-TIME AND VOLUNTEER STAFF MEMBERS, AND THE SALARY RANGE OF FULL-TIME WORKERS. (106 reporting)

Because of incomplete answers, it has been impossible to form any accurate assessment either of the kinds of personnel working in museums, or of their income. While 283 museums listed their governing authority, only 106 responded with figures on personnel. If we multiply the figures listing personnel by three, we come up with a figure of roughly 7,188 people on museum staffs, with and without pay, full and part-time. The ratio of volunteer to professional personnel fluctuates strongly from museum to museum, but the overall figure of 486 full-time professional staff members to 1085 volunteers, for all museums reporting, is better than in the United States. See table, page 49.

Table 13
NUMBER AND PERSONNEL OF PUBLIC AND PRIVATE MUSEUMS BY TYPES OF MUSEUMS

Types of museums	Number of museums reporting	All Personnel				Professional		Clerical and Other		Maintenance and Guards	
		Total	Full time	Part time	Volunteers	Full time	Part time	Full time	Part time	Full time	Part time
1	2	3	4	5	6	7	8	9	10	11	12
Grand total	106	2393	836	472	1085	486	273	123	45	227	154
Historic bldgs. & restorations	40	251	77	99	75	41	46	10	10	26	43
History	18	152	59	62	31	38	24	8	7	13	31
Art	15	1006	226	102	678	121	82	43	7	62	13
Science	8	87	46	35	6	27	27	8	1	11	7
Live	7	221	99	87	35	48	23	5	11	46	53
Anthropology & Archaeology	2	18	1	7	10	1	7
Libraries w/special collections	3	38	13	13	12	5	13	1	..	7	..
General	8	514	314	65	135	204	50	48	8	62	7
Children's
Related organizations	5	106	1	2	103	1	1	..	1

Volunteer Groups

Question: PLEASE LIST THE PURPOSES FOR WHICH YOU USE VOLUNTEERS (83 reporting)

Only 83 Canadian museums reported use of volunteer help, a much smaller percentage than in the United States. The greatest number of volunteers act as tour guides, while others work as curators, research assistants, typists, catalogers and fund raisers. See table, page 51.

Table 14
NUMBER AND TYPES OF MUSEUMS AND KIND OF WORK PERFORMED BY VOLUNTEERS

Kind of work	Number of museums reporting	Type of Museum									Related organizations
		Hist. bldgs. and restorations	History	Art	Science	Live	Anthropology and Archaeology	Libraries w/special collections	General	Children's	
1	2	3	4	5	6	7	8	9	10	11	12
Total	83	18	33	9	5	4	2	2	6		4
Tour guides	48	11	17	7	2	4	1	1	4		1
Exhibition preparators	33	8	16	3	1	1	1		2		1
Receptionists	21	7	8	5					1		
Fund-raising	28	6	9	6	1	2		1	1		2
Typists/secretaries	26	6	13	2	1		1		1		2
Catalogers	25	6	10	1	1	1	1		3		2
Sales desk	15	3	4	6	1				1		
Curators	24	6	14	1	1		1				1
Research assistants	24	4	10	1	1	1	2		3		2
Librarians	19	2	7	4		1	1	1	1		2
Gallery talks	14	3	2	6				1	1		1
Technical assistants/advisors	8	1	3		2	1			1		
Teachers, children's classes	10	2	1	2	1	2	1		1		
Teachers, adult classes	5	1	1			1	1				1
Switchboard											

Laymen's Groups

Question: DO YOU HAVE A LAYMAN'S GROUP (FRIENDS OF THE MUSEUM, WOMEN'S AUXILIARY, ETC.) SUPPORTING YOUR PROGRAM?
(162 reporting)

Only one-third of the 162 museums answering this question reported the use of laymen's groups.

Table 15
LAYMEN'S GROUPS

Type of Museum	No. Reporting	No. of Groups	Percentages
Historic Buildings and Restorations	49	10	20.4
History Museums	64	18	28.1
Art	16	12	75.0
Science	11	4	36.4
Live	8	3	37.5
General	8	5	62.5
Libraries with Special Collections	2	1	50.0
Anthropological and Archaeological	2	1	50.0
Related Organizations	2	0	...
	<u>162</u>	<u>54</u>	<u>33.3</u>