AASLH

National Visitation Report

Research conducted by the American Association for State and Local History

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NATIONAL VISITATION REPORT

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INTRODUCTION

Accurate and nationally representative data on visitation to history organizations is often difficult to come by. Isolated reports, typically discussing visitation at large institutions, do not provide a clear indication of whether Americans today are visiting history organizations more or less frequently than in previous years. Some reports point to declining visitation at places like Colonial Williamsburg or Gettysburg National Military Park to raise alarm about national engagement with history, while others cite major increases at sites like Conner Prairie or The Henry Ford to strike a more positive note. Despite continued interest in history organizations' visitation trends, however, no national survey has been conducted—until now—leaving history professionals to rely on anecdotal or one-off evidence to assess how visitation at their institution compares.

This report, based on the American Association for State and Local History's (AASLH) "National Visitation Survey" distributed in early 2019, provides more comprehensive and representative data about national trends in visitation to history organizations. The results of our survey suggest that history organizations have reason for optimism. **Our analysis reveals that visitation has increased over the past six years**. Between 2013 and 2018, visitation to history organizations increased **5.7 percent**, compared to about a 4 percent increase in the total United States population. **Smaller organizations in particular experienced some of the largest visitation increases.** Among our respondents, visitation to institutions with an annual budget under $50,000 increased 18 percent since 2013, and visitation to those with an annual budget between $50,000 and $250,000 increased nearly 13 percent.

Some of the data raise new questions for future study. For example, average annual visitation declined 1.9 percent from 2017 to 2018, after a 7.7 percent increase in the preceding five years. This slight drop from 2017 to 2018 appears to be a consistent trend at most levels of analysis, including institutions of different budgets, functions, governance structures, and other criteria. However, evaluating whether this slight drop between 2017 and 2018 represents the emergence of a downward trend or is simply reflective of typical annual fluctuations will require a few more years of data.

In the pages that follow, we provide a thorough analysis of trends for institutions of different types, budgets, regions, and other categories. **Through each level of analysis, we have identified a consistent trend: an overall increase in visitation since 2013, with a slight downturn from 2017 to 2018.**

METHODOLOGY

AASLH gathered the data provided in this report through our "National Visitation Survey for History Organizations," for which responses were accepted between January 11, 2019, and April 30, 2019. AASLH shared the survey with both member and non-member institutions across the field and collected 1,257 responses. We asked each respondent to report their institution's visitation total for three years—2013, 2017, and 2018—in addition to several questions about the characteristics of their institution (e.g., budget size, governance structure, function).

In each section of analysis, we have provided our calculation of average annual visitation for each of the three years. We have also calculated percentage changes of these averages, allowing us to more effectively draw comparisons between institutions of different sizes and types. Where appropriate, calculations are accompanied by the 95 percent confidence intervals and proportion margins of error for many aspects of the analysis.[1] Larger sample sizes—more responses—result in a narrower confidence range and smaller margins of error, allowing us to be more confident in our results.

When possible, we have also provided annual averages at different budget levels, as follows:

- Under $50,000
- $50,000–$250,000
- $250,000–$500,000
- $500,000–$1,000,000
- $1 million–$2.5 million
- $2.5 million–$5 million
- $5 million–$10 million
- Over $10 million

These budget levels are perhaps the most important distinctions within the survey data. As large-budget institutions tend to attract larger numbers of visitors, separating them from small-budget sites (which are more numerous but attract fewer total visitors) yields more detailed and informative results.

It is important to note the limitations of the data we gathered. There are several instances where we did not receive enough responses to make strong claims, especially in some of the larger-budget categories. These will be noted as they appear throughout the report; in the tables below, categories with fewer than ten respondents appear in gray. As well, the results of this survey were self-reported by the institutions, and some only provided rough estimates of visitor numbers. We recognize that not every institution does or is able to accurately track visitor numbers. Ultimately, however, the effect of these issues has not diminished our confidence in the data more broadly.

[1] A 95 percent confidence interval means that, based on the survey responses and sample size, we can be 95 percent certain that the range calculated contains the true average of all visitors to all sites in the country. Proportion margin of error state that the true mean is within certain percentage points of the one calculated from the sample.

RESULTS

Between 2013 and 2018, visitation to history organizations **grew by 5.7 percent**: it rose by 7.7 percent between 2013 and 2017 followed by a 1.9 percent decrease from 2017 to 2018.

Table 1: Average annual visitation to history organizations

Mean Visitation	
2013	47,894
2017	51,594
2018	50,617
Percent Change	
2013-2017	7.70%
2017-2018	-1.90%
2013-2018	5.70%

BUDGET SIZE

Analyzing visitation for institutions that share similar budget sizes, we can more accurately see additional trends.

Respondents	**1,257**	**388**	**346**	**190**	**99**	**123**	**61**	**30**	**20**
	Overall	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
2013	47,894	4,663	12,079	32,460	36,501	58,032	127,096	697,162	252,963
2017	51,594	5,439	13,644	35,278	40,612	65,539	133,703	807,198	279,266
2018	50,617	5,502	13,610	33,459	40,324	63,035	133,559	815,571	270,806
	Overall	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
2013-2017	7.70%	16.60%	13.00%	8.70%	11.30%	12.90%	5.20%	15.80%	10.40%
2017-2018	-1.90%	1.20%	-0.30%	-5.20%	-0.70%	-3.80%	-0.10%	1.00%	-3.00%
2013-2018	5.70%	18.00%	12.70%	3.10%	10.50%	8.60%	5.10%	17.00%	7.10%

Table 2: Average annual visitation to history organizations, by budget

Note: One respondent provided visitation and budget data for their entire state park system, skewing the numbers in the $5–10 million budget category. With that outlier removed, the mean visitation in 2013, 2017, and 2018 were 172,656; 242,370; and 243,739, respectively.

STRONG GROWTH AT SMALLER INSTITUTIONS

The results of our survey show that visitation to smaller history institutions—those with annual operating budgets under $250,000—have experienced greater visitation increases since 2013 than their larger counterparts. These smaller sites represent the majority of survey respondents (59 percent), a proportion that aligns with AASLH estimates about the makeup of the field. Based on 388 responses from sites with a budget under $50,000, we can see that average visitation to sites in that range rose 18 percent from 2013 to 2018, the largest jump of any budget level. In addition, institutions in this budget range did not experience the decline in visitation between 2017 and 2018 common elsewhere. Institutions in the $50,000–$250,000 budget range also saw a large increase in average visitation. Based on 346 responses, visitation to sites in this range increased 12.7 percent.

MID-SIZE TO LARGE INSTITUTIONS

The $250,000–$500,000 range appears the most volatile, with average visitation rising 8.7 percent from 2013 to 2017 before falling 5.2 percent in 2018. Overall, sites in this range have still seen an approximately 3 percent increase in visitation since 2013. Those in the $500,000–$1 million range saw an overall 10.5 percent increase in average visitation with a small (0.7 percent) decrease in 2018. Sites in the $1 million–$2.5 million range have seen an 8.6 percent growth in average visitation since 2013, with a 3.8 percent decrease in 2018. Those in the $2.5 million–$5 million range experienced a 5.1 percent increase with the smallest of drops in 2018, 0.1 percent. Those institutions with annual budgets above $5 million feature more unique trends. The $5 million–$10 million range features the second-highest overall increase, about 17 percent since 2013 with a 1 percent growth in 2018. Finally, sites with a budget over $10 million—of which twenty responded to the survey—follow a more familiar pattern. Between 2013 and 2017, average visitation to these sites rose 10.4 percent followed by a 3 percent decrease in 2018, resulting in an overall increase of 7.1 percent.

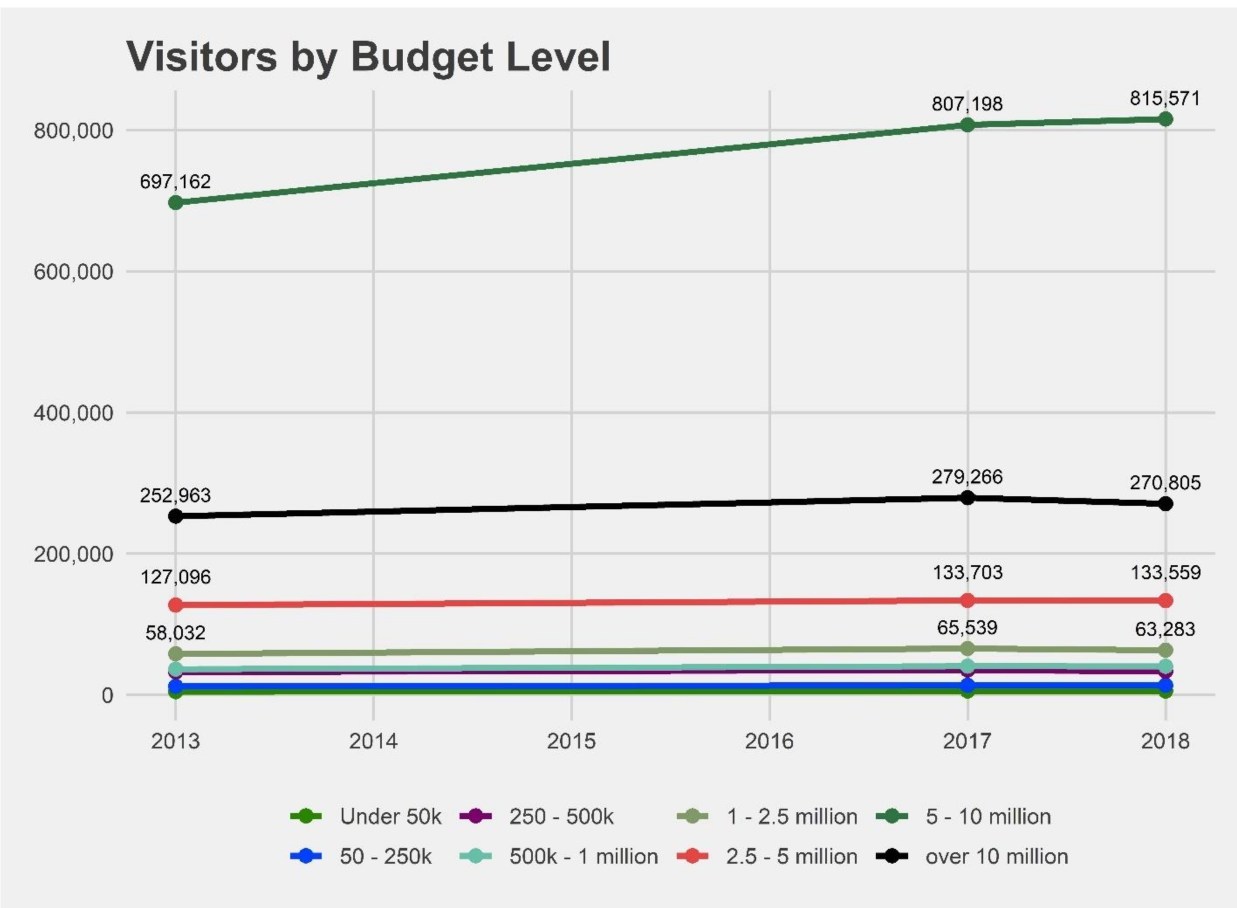

Figure 1: Average annual visitation to history organizations, by budget

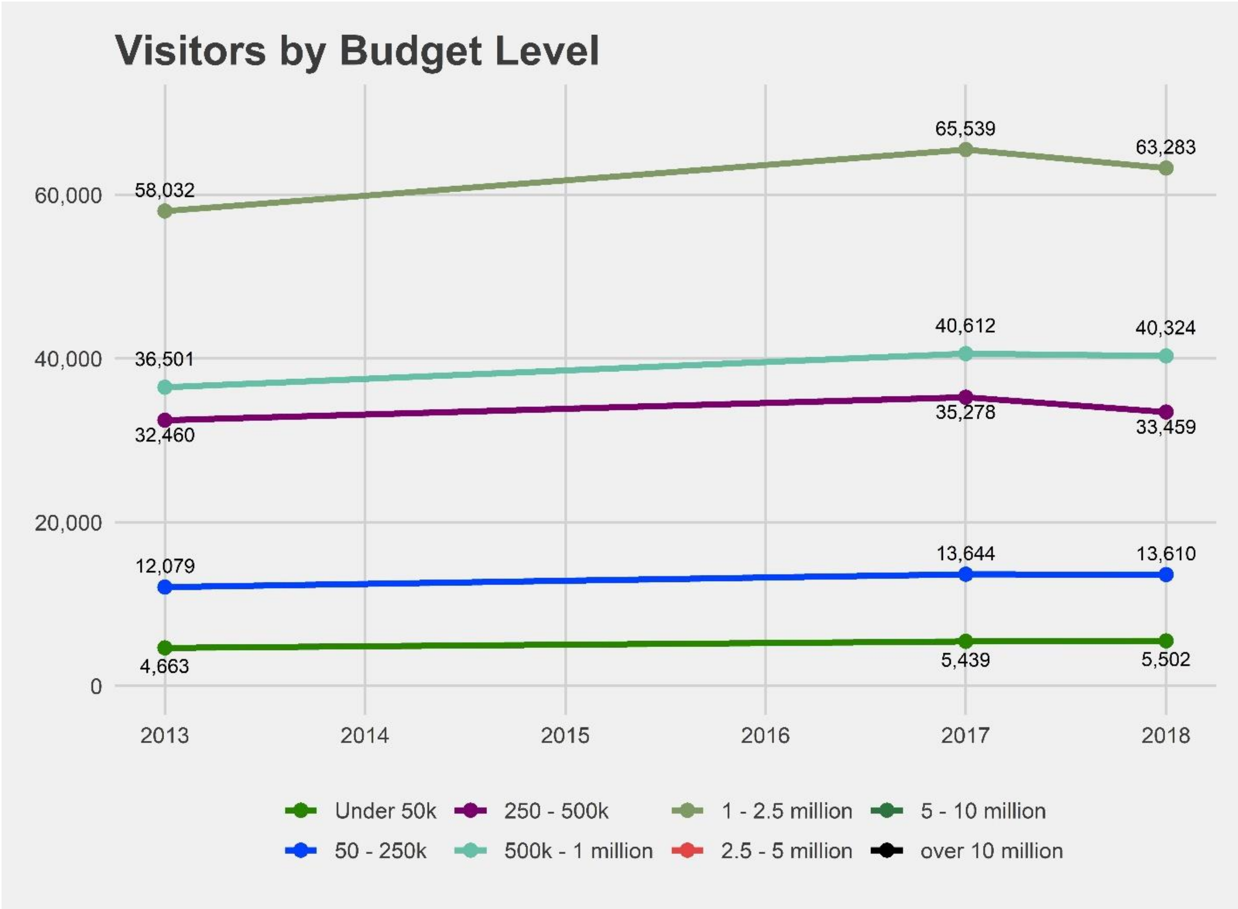

Figure 2: Average annual visitation to history organizations, by budget (detail)

Although visitation appears to be rising across many budget categories, that analysis leaves several unanswered questions. What type of institutions experienced the biggest changes? Are visitation increases or decreases spread evenly across institutions of different types and in different locations? Does visitation vary depending on whether admission is free or paid? The remainder of this report will analyze how visitation numbers have changed for institutions of different **types** (museums, historic houses, preservation entities, archives, etc.), **regions**, and **prices** (i.e. free or paid admission). Each section will feature a general overview followed by trends at each budget level.

INSTITUTION TYPE

Our survey asked respondents to select their institution's primary function from the following options:

- Museum
- Historical society
- Historic house
- Historic site
- Preservation entity
- Library or Archive
- General/Other

Analyzing visitation trends by function reveals two key takeaways:

- Most types of history organizations experienced increases in average annual visitation between 2013 and 2018, although visitation for two types, historical societies and libraries and archives, decreased over that period.
- Across all types, institutions with budgets smaller than $250,000 experienced the most significant increases, fitting with the more general trend.

Respondents	*535*	*107*	*176*	*266*	*43*	*45*	*85*
	History Museum	**Historical Society**	**Historic House**	**Historic Site**	**Preservation**	**Library or Archive**	**General/Other**
2013	29,302	6,471	17,199	106,218	70,688	5,814	93,793
2017	32,851	6,137	19,682	115,541	77,149	5,322	97,394
2018	32,422	6,022	18,702	115,099	70,699	5,362	97,338
	History Museum	**Historical Society**	**Historic House**	**Historic Site**	**Preservation**	**Library or Archive**	**General/Other**
2013-2017	12.1%	-5.6%	14.4%	13.6%	9.1%	-8.4%	3.8%
2017-2018	-1.3%	-1.9%	-5.0%	-3.8%	-8.4%	0.8%	-0.1%
2013-2018	10.7%	-6.9%	8.8%	10.2%	0.2%	-7.8%	3.8%

Table 3: Average annual visitation by institution type/function

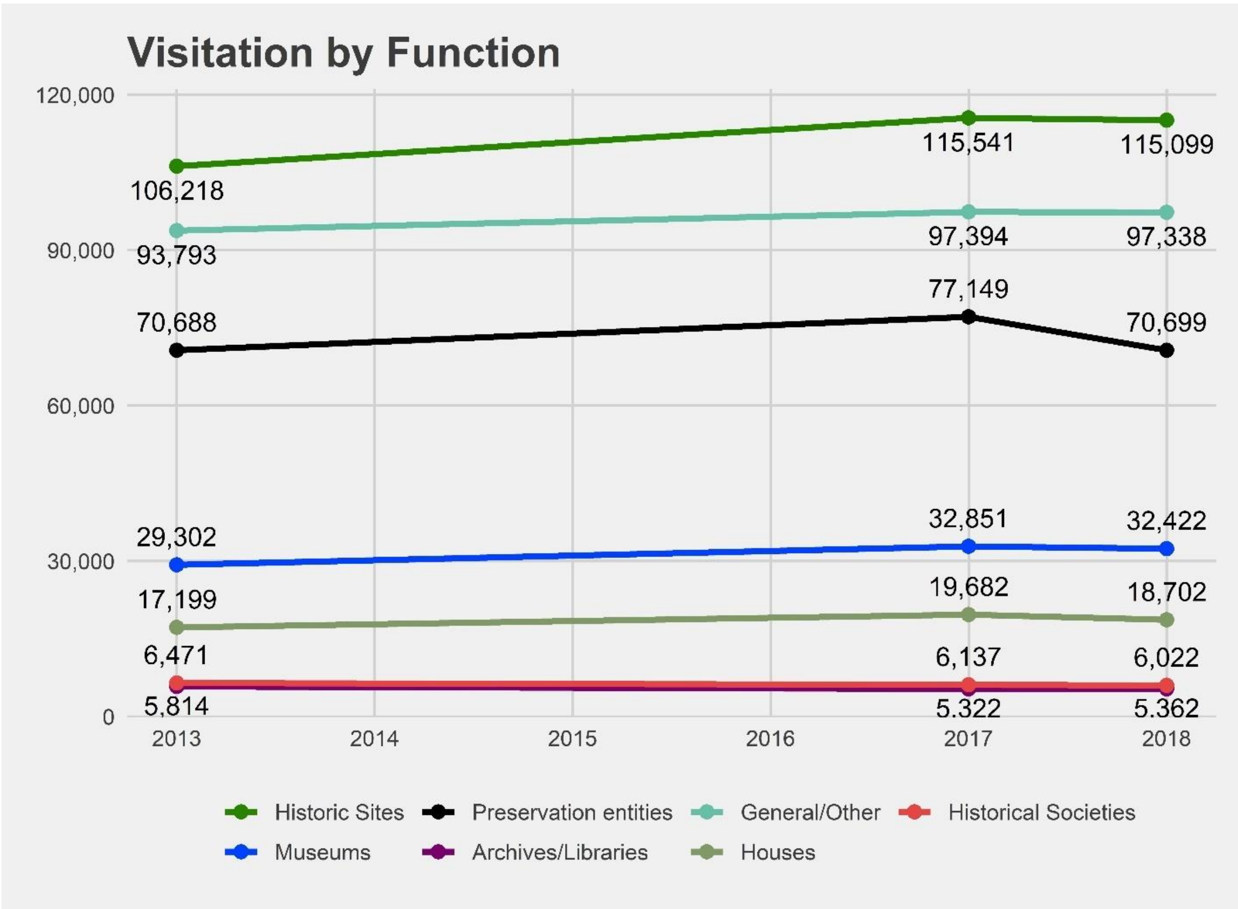

Figure 3: Average annual visitation by institution type/function

MUSEUMS

Sample Size		*535*	*176*	*156*	*77*	*37*	*45*	*22*	*11*	*11*
Budget		**Overall**	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
Mean	**2013**	29,302	3,256	6,825	37,466	28,104	39,763	130,178	133,962	275,617
	2017	32,851	3,984	7,438	41,322	31,158	44,827	145,699	235,247	302,582
	2018	32,422	4,138	7,720	39,783	30,765	44,365	152,840	235,612	294,556
Percent Change	**2013-2017**	12.1%	22.4%	9.0%	10.3%	10.9%	12.7%	11.9%	75.6%	9.8%
	2017-2018	-1.3%	3.9%	3.8%	-3.7%	-1.3%	-1.0%	4.9%	0.2%	-2.7%
	2013-2018	10.7%	27.1%	13.1%	6.2%	9.5%	11.6%	17.4%	75.9%	6.9%

Table 4: Average annual visitation to history museums, by budget

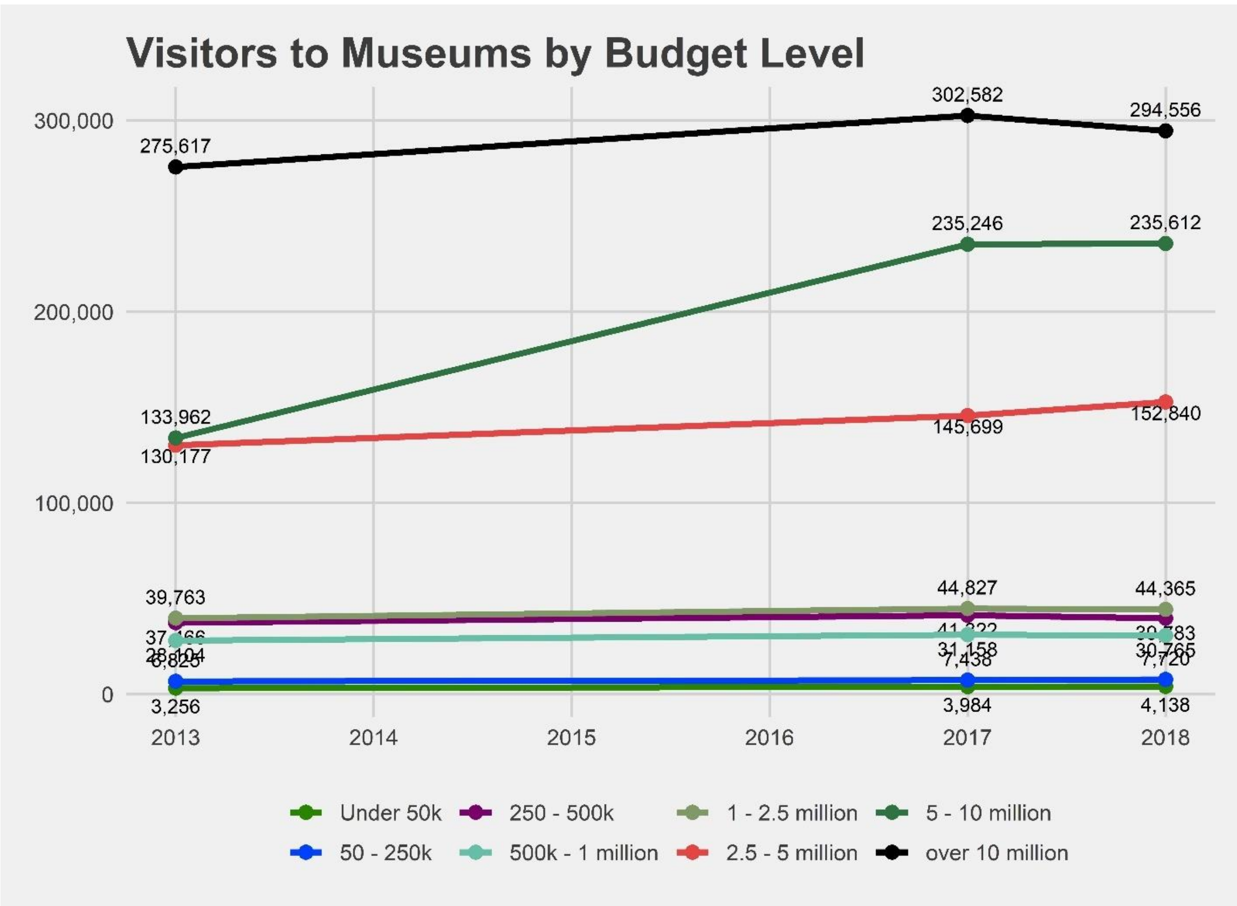

Figure 4: Average annual visitation to history museums, by budget

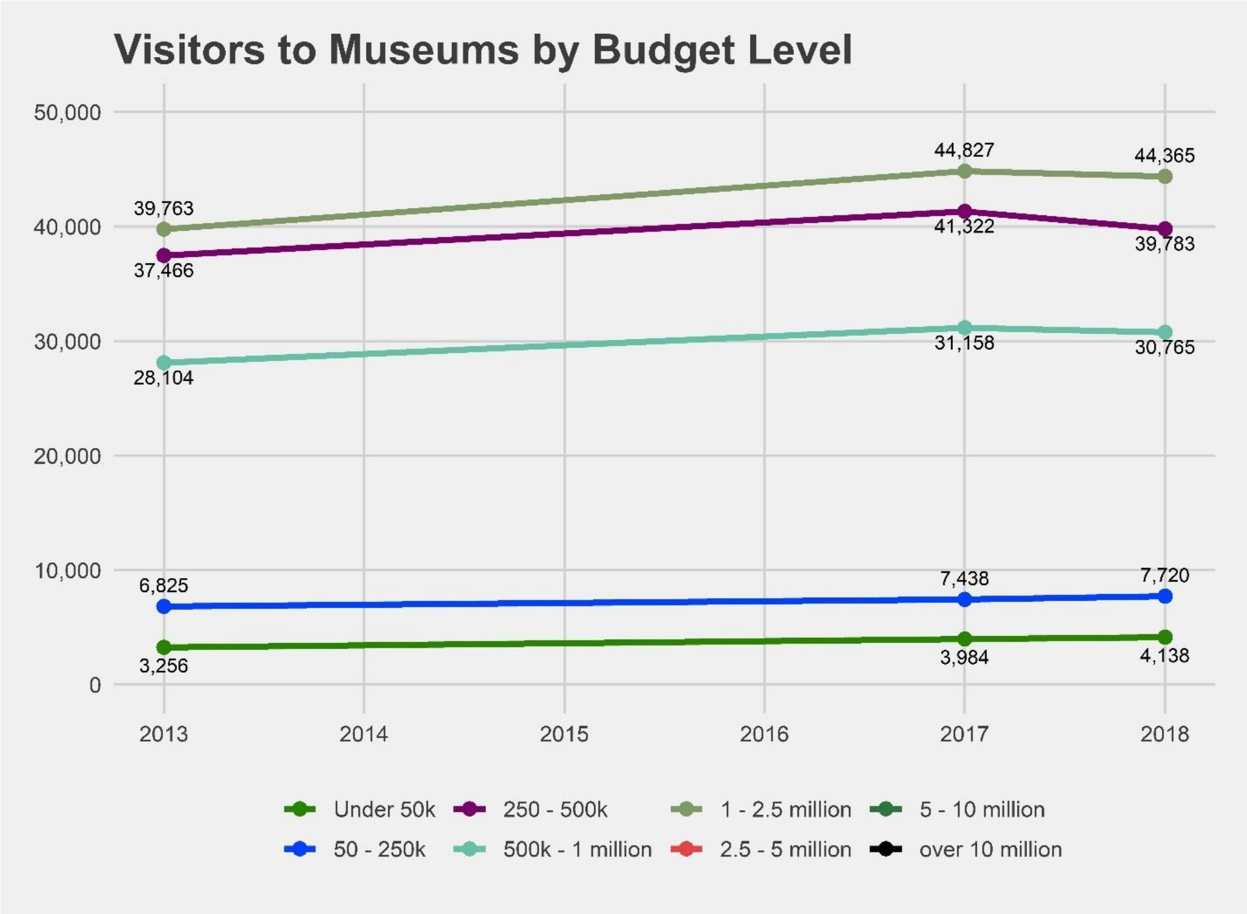

Figure 5: Average annual visitation to history museums, by budget (detail)

History museums experienced some of the strongest growth of any type of historical organization, with the largest gains occurring at museums with budgets smaller than $250,000. Average visitation to history museums increased 12.1 percent between 2013 and 2017. They saw a 1.3 percent decrease in visitation in 2018, leaving an overall 10.7 percent increase since 2013.

Within our sample, museums at every budget level have experienced an average increase in visitors.[2] The majority, those with budgets under $250,000, saw increases in visitation without experiencing the slight decline between 2017 and 2018 we have found more broadly. Those under $50,000 saw a 27 percent overall increase in average attendance since 2013, with a 22.4 percent increase between 2013 and 2017 and a further 3.9 percent rise in 2018. Increases in the $50,000–$250,000 range were less dramatic: about 9 percent before 2017 and 3.8 percent in 2018, resulting in a 13.1 percent overall increase. Museums in the $5 million–$10 million range increased an enormous 76 percent, with a 75.6 percent increase between 2013 and 2017. These large percentages can be partially explained by the small sample size and a couple of the larger museums in this range not having data for 2013. Regardless, individual sites in this budget level have seen exceptional increases, nearly double in many cases.[3] Other budget levels aligned with the more typical pattern, showing overall growth with a small decline from 2017 to 2018.

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[2] Museum averages for 2013, 2017, and 2018 calculated with a 2.7 percent margin of error.

[3] For example, reported visitation to the National WWI Museum increased from 193,268 in 2013 to 646,453 by 2018.

HISTORICAL SOCIETIES

Sample Size		*105*	*48*	*31*	*12*	*6*	*4*	*4*
Budget		**Overall**	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**
Mean	**2013**	6,471	533	3,303	5,816	16,269	13,432	59,590
	2017	6,137	697	3,398	5,967	14,386	15,032	60,152
	2018	6,022	732	4,045	8,053	15,291	12,705	52,364
Percent Change	**2013-2017**	-5.2%	30.8%	2.9%	2.6%	-11.6%	11.9%	0.9%
	2017-2018	-1.9%	5.0%	19.0%	35.0%	6.3%	-15.5%	-13.0%
	2013-2018	-6.9%	37.3%	22.5%	38.5%	-6.0%	-5.4%	-12.1%

Table 5: Average annual visitation to historical societies, by budget.

Note: Budget ranges with sample sizes of fewer than ten respondents have been highlighted in gray.

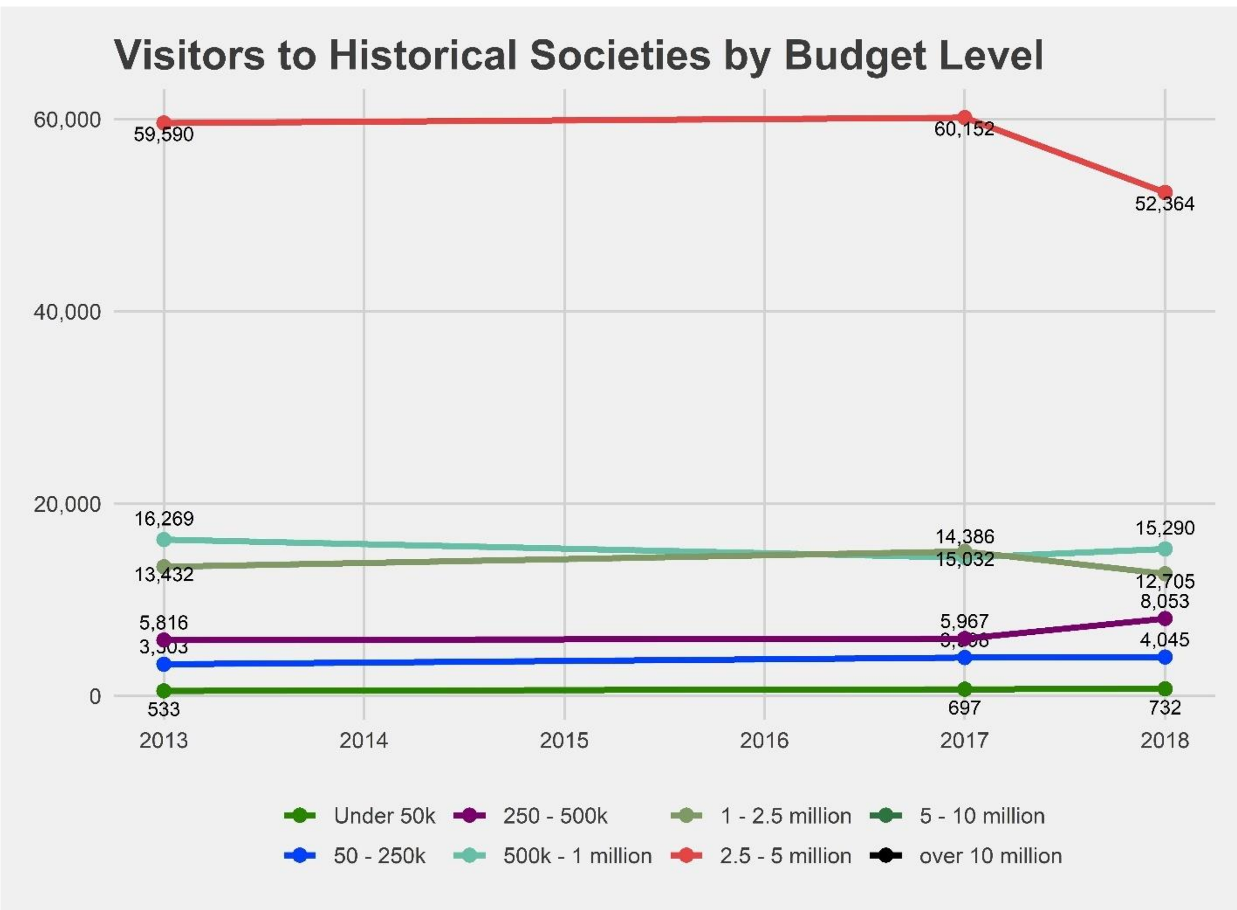

Figure 6: Average annual visitation to historical societies, by budget

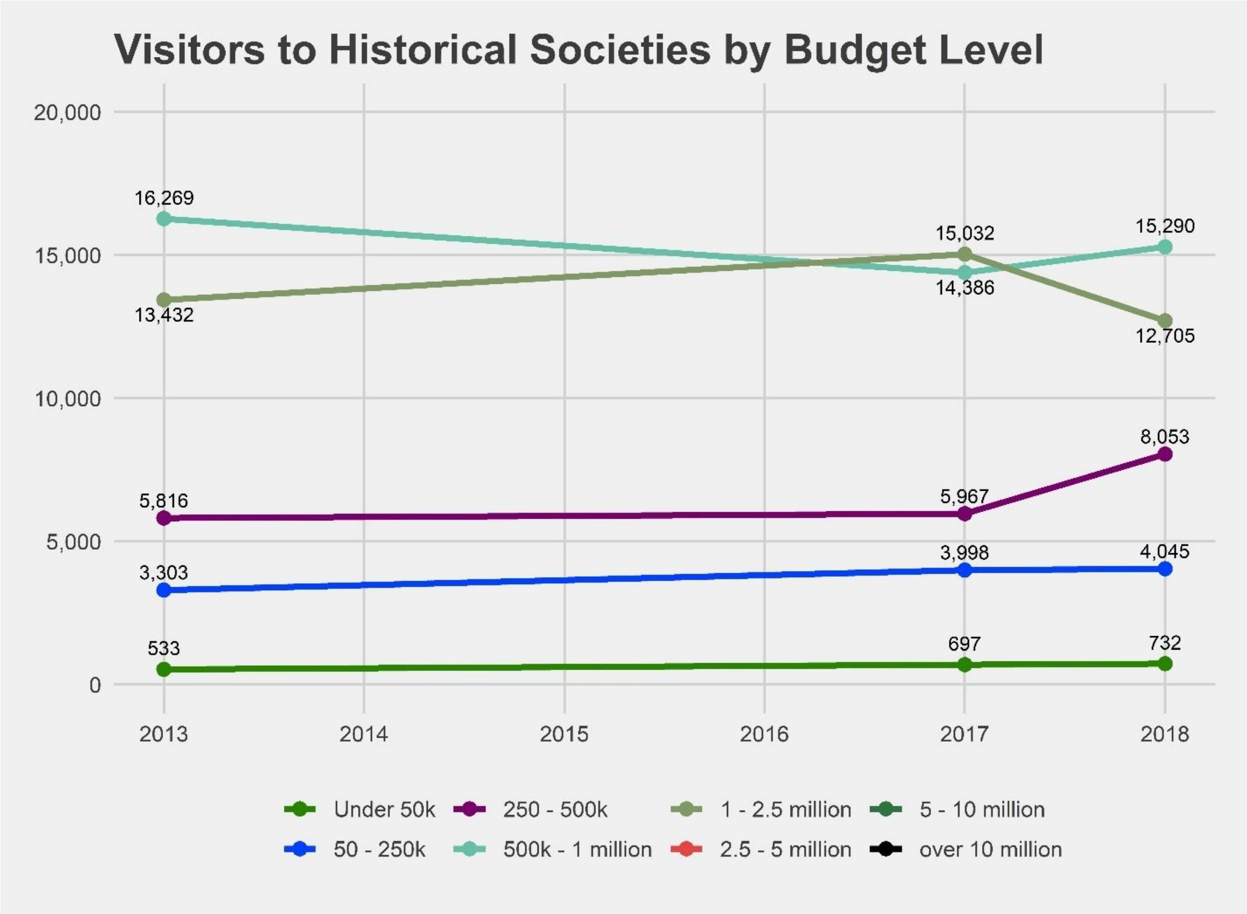

Figure 7: Average annual visitation to historical societies, by budget (detail)

Historical society visitation shows mixed results. Overall, average annual visitation to historical societies has fallen since 2013. Between 2013 and 2017, visitation dropped 5.2 percent, followed by another 1.9 percent decrease in 2018, leading to a nearly 7 percent overall decrease in visitation.[4] This trend, however, is strongly affected by the responses of fourteen large institutions. **Smaller historical societies have actually seen tremendous growth.** Visitation to those with a budget under $50,000 has increased by 37.3 percent since 2013. Those between $50,000 and $250,000 saw a 22.5 percent increase. Organizations in the $250,000–$500,000 range grew 38.5 percent, with a 2.6 percent increase in visitation between 2013 and 2017 and a 35 percent increase in 2018.

Larger historical societies showed steep declines, generally falling between 6 and 12 percent. While the averages and percentage changes for these budget ranges may not be perfect representations of national trends for institutions of this type and budget size (due to the small sample size), they raise cause for concern and further study in future years.

[4] Historical society averages for 2013, 2017, and 2018 calculated with a 1.5 percent margin of error.

HISTORIC HOUSES

Sample Size		176	49	57	25	18	15	8	2	2
Budget		**Overall**	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
Mean	**2013**	17,199	2,594	6,071	10,243	17,438	84,084	38,408	32,775	106,951
	2017	19,682	2,741	7,586	11,564	20,065	98,422	51,567	39,224	127,327
	2018	18,702	2,718	7,332	12,105	19,596	89,653	47,600	34,076	140,002
Percent Change	**2013-2017**	14.4%	5.7%	25.0%	12.9%	15.1%	17.1%	34.3%	19.7%	19.1%
	2017-2018	-5.0%	-0.8%	-3.4%	4.7%	-2.3%	-8.9%	-7.7%	-13.1%	10.0%
	2013-2018	8.7%	4.8%	20.8%	18.2%	12.4%	6.6%	23.9%	4.0%	30.9%

Table 6: Average annual visitation to historic houses, by budget

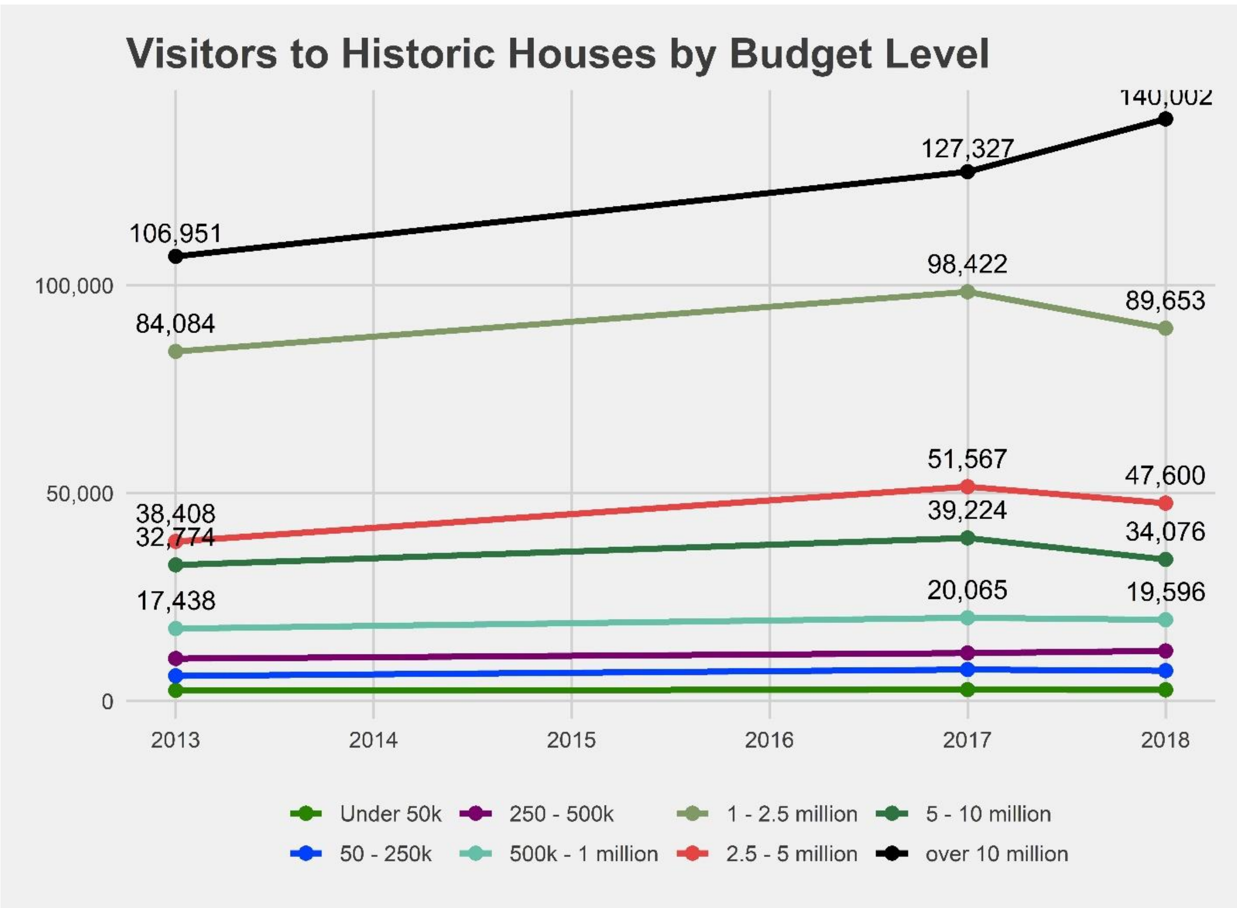

Figure 8: Average annual visitation to historic houses, by budget

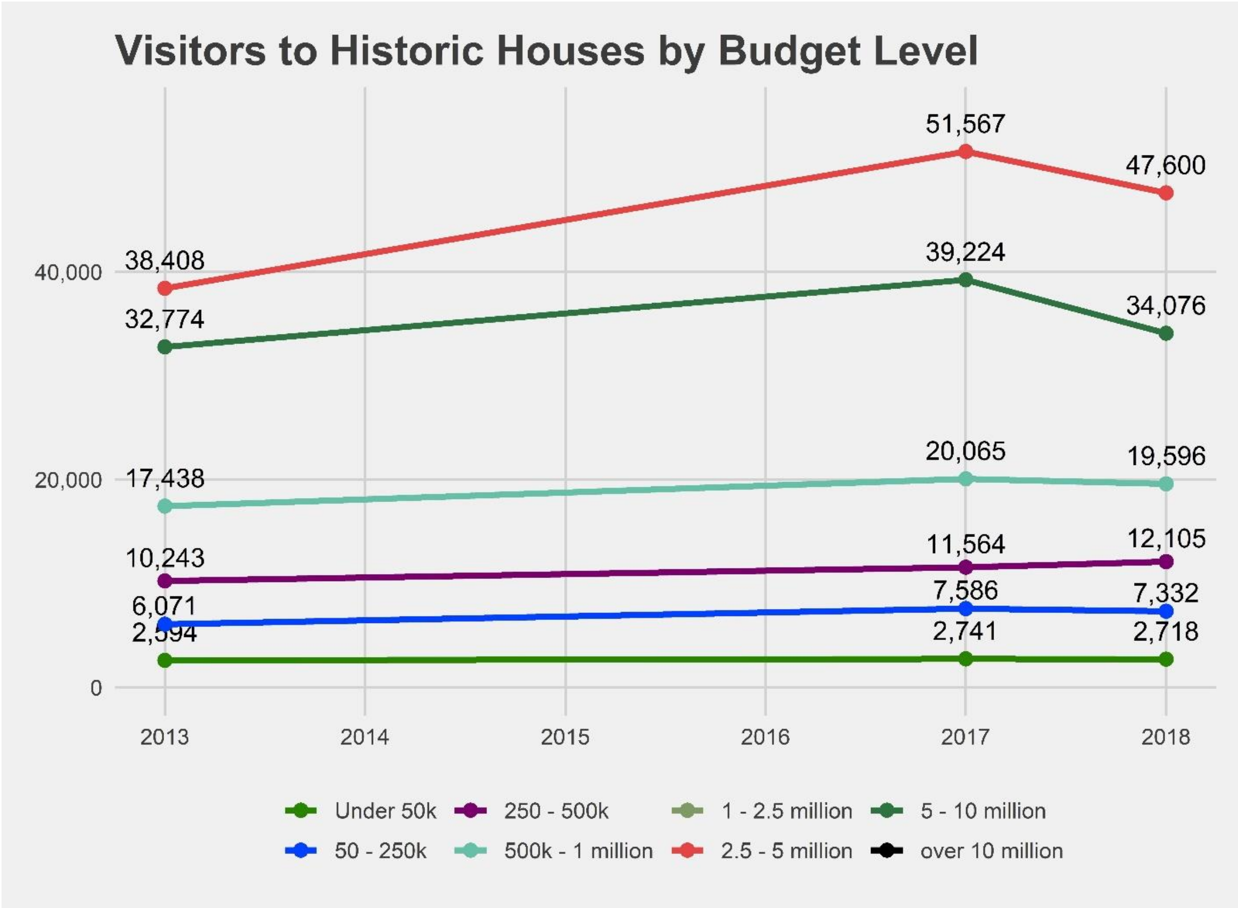

Figure 9: Average annual visitation to historic houses, by budget

Average visitation to historic houses rose 8.7 percent from 2013 to 2018. After a 14.4 percent increase between 2013 and 2017, there was a 5 percent drop in 2018. Most of the budget levels feature similar trends of large increases followed by a smaller 2018 decrease, consistent with broader national trends.[5] Visitation increases at historic houses with a budget under $50,000 have been relatively small compared to their larger counterparts. Since 2013, average attendance has increased by 4.8 percent, a marked difference from other kinds of history organizations, where the under $50,000 range features some of the highest rates of increased visitation. Houses in the $50,000–$250,000 range saw much more dramatic changes. There was an approximately 25 percent increase after 2013, followed by a 3.4 percent decrease in 2018, resulting in a 20.8 percent overall increase—the second highest percentage change at any budget level.

The next three ranges all feature similar trends, including a large 2013 to 2017 increase and an overall increase in visitors for the full period. The $250,000–$500,000 range saw a 4.7 percent increase in 2018, while other budget ranges saw a slight decline. In the $1 million–$2.5 million range, there was a nearly 9 percent drop in visitation in 2018, the largest drop among houses. The overall change was a positive 6.6 percent. The three largest budget categories all had fewer than ten respondents, making it difficult to assess how representative they are of wider trends. The few responses point toward increasing attendance in these levels as well, but more data is required to make more solid claims.

[5] Historic house averages for 2013, 2017, and 2018 calculated with a 1.9 percent margin of error.

HISTORIC SITES

Sample Size		266	72	62	55	24	28	12	8	5
Budget		**Overall**	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
Mean	**2013**	44,367	12,408	29,436	36,547	56,845	90,202	91,816	2,027,526	180,615
	2017	50,382	14,729	35,604	40,035	67,699	105,808	99,515	2,272,067	210,792
	2018	48,878	14,888	35,508	35,994	66,533	100,218	102,576	2,299,499	199,149
Percent Change	**2013-2017**	13.6%	18.7%	21.0%	9.5%	19.1%	17.3%	8.4%	12.1%	16.7%
	2017-2018	-3.0%	1.1%	-0.3%	-10.1%	-1.7%	-5.3%	3.1%	1.2%	-5.5%
	2013-2018	10.2%	20.0%	20.6%	-1.5%	17.0%	11.1%	11.7%	13.4%	10.3%

Table 7: Average annual visitation to historic sites, by budget

Note: One respondent provided visitation and budget data for their entire state park system, skewing the numbers in the $5–10 million budget category. With that outlier removed, the mean visitation in 2013, 2017, and 2018 were 119,553; 141,330; and 142,474, respectively. The percentage increase from 2013 to 2018 was 19.2 percent.

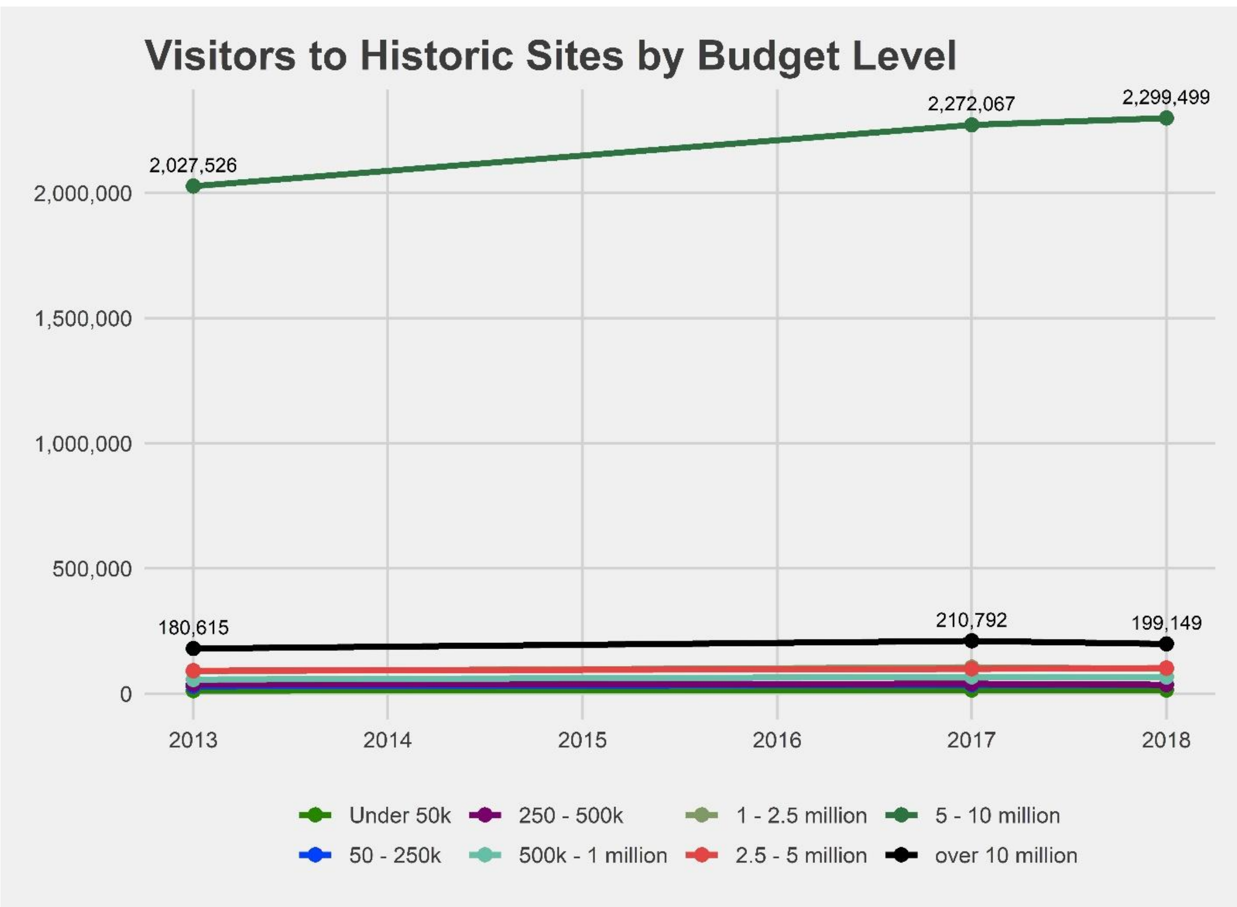

Figure 10: Average annual visitation to historic sites, by budget

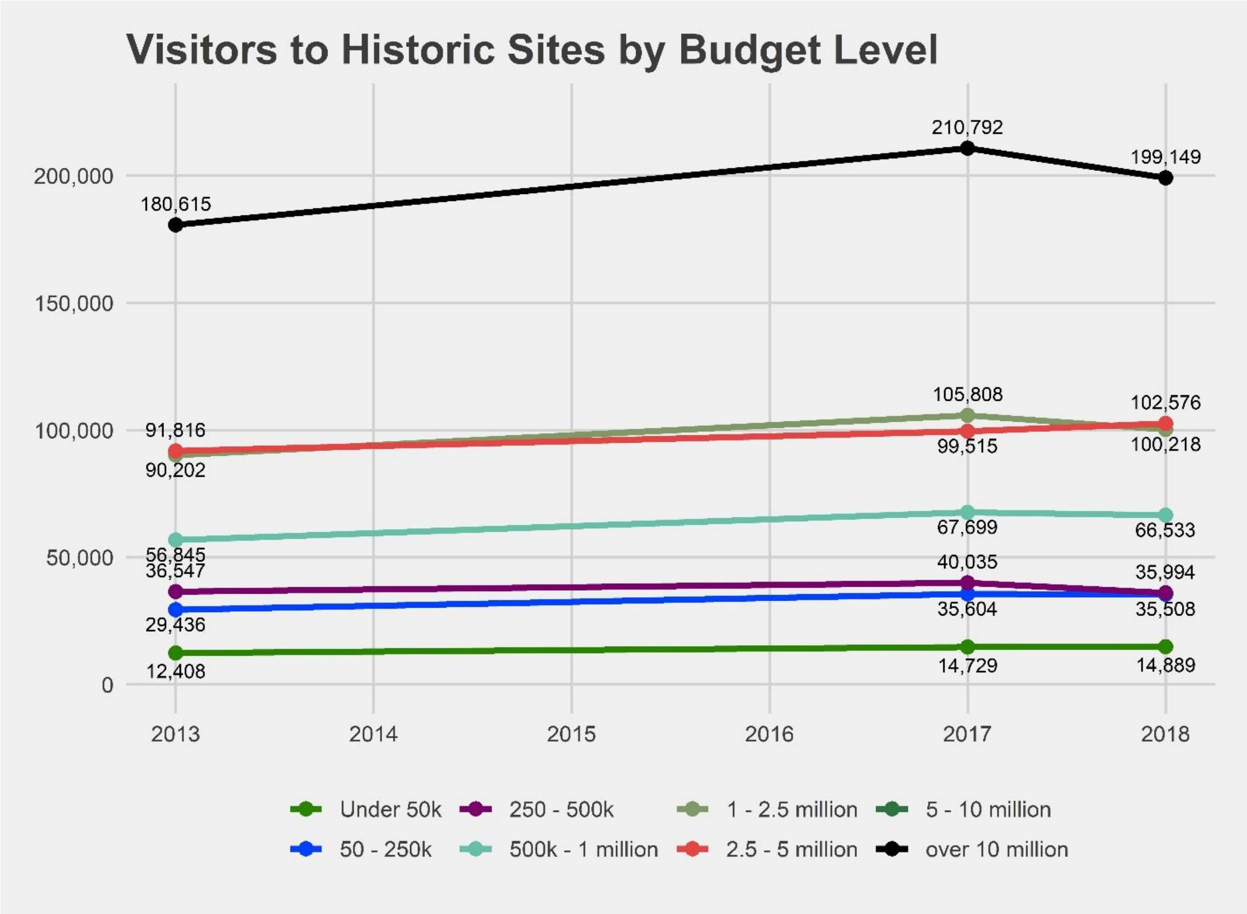

Figure 10: Average annual visitation to historic sites, by budget (detail)

According to the 266 survey responses, overall visitation to historic sites has increased by 10.2 percent since 2013. Average attendance rose 13.6 percent between 2013 and 2017, and fell 3 percent in 2018.[6] This is appears to be in-line with the Humanities Indicators' analysis of the "Survey of Public Participation in the Arts." That report noted that, in 2017, the number of American adults who reported visiting a historic site in the previous year was 28 percent, an increase of more than 4 percent since 2012. Although our data is not directly comparable to the NEA survey, both find that visitation to historic sites has been increasing during the same time-frame. This finding also aligns with AASLH's analysis of trends at National Park Service history sites, which have seen increases in visitation over the course of the 2010s.

Among historic sites, most budget levels feature similar trends: a large 2013 to 2017 increase in visitation followed by a slight decrease in 2018. The specific numbers can be seen in table 7. Sites with a budget under $250,000 again feature the biggest increases in average visitation. The under $50,000 level saw a 20 percent rise since 2013 and one of the few 2018 increases, with a 1.1 percent rise. Sites in the $2.5 million–$5 million and $5 million–$10 million range also did not feature a decrease in attendance in 2018, instead rising 3.1 and 1.2 percent, respectively, in that year. The over $10 million budget range did have a substantial increase in annual visitation, but the sample size could potentially be too small to say whether this trend is true for the whole nation.

[6] Historic site averages for 2013, 2017, and 2018 calculated with a 2.3 percent margin of error.

PRESERVATION ENTITIES

Sample Size		*43*	*19*	*12*	*3*	*1*	*5*	*1*
Budget		**Overall**	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**
Mean	**2013**	70,689	4,144	4,698	189,343	180,886	9,734	215,123
	2017	77,149	4,624	4,751	184,719	155,046	14,233	226,772
	2018	70,699	4,224	4,320	186,317	190,167	14,747	186,283
Percent Change	**2013-2017**	9.1%	11.6%	1.1%	-2.4%	-14.3%	46.2%	5.4%
	2017-2018	-8.4%	-8.7%	-9.1%	0.9%	22.7%	3.6%	-17.9%
	2013-2018	0.0%	1.9%	-8.1%	-1.6%	5.1%	51.5%	-13.4%

Table 8: Average annual visitation to preservation entities, by budget

Few preservation entities (43) responded to our survey, making it difficult to make strong claims about national trends.[7] Among our respondents, visitation to institutions who self-identified as preservation entities came out flat: a 9.1 percent increase between 2013 and 2017 was almost completely offset by an 8.4 percent drop in 2018. However, these volatile percentages reflect the small sample size for institutions of this type.

LIBRARIES AND ARCHIVES

Sample Size		*45*	*10*	*7*	*7*	*4*	*14*	*2*	*1*
Budget		**Overall**	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**
Mean	**2013**	5,814	503	682	14,108	5,418	7,472	5,663	6,364
	2017	5,322	679	572	11,178	5,026	7,480	6,275	5,821
	2018	5,362	798	576	10,287	4,626	8,573	5,710	5,993
Percent Change	**2013-2017**	-8.5%	35.0%	-16.1%	-20.8%	-7.2%	0.1%	10.8%	-8.5%
	2017-2018	0.8%	17.5%	0.7%	-8.0%	-8.0%	14.6%	-9.0%	3.0%
	2013-2018	-7.8%	58.7%	-15.5%	-27.1%	-14.6%	14.7%	0.8%	-5.8%

Table 9: Average annual visitation to libraries and archives, by budget

Like preservation entities, we received only a small number of responses (45) from libraries and archives. Visitation to libraries and archives can also be quite different than that of other history institutions, with visitors often coming for specific research purposes, rather than as tourists or more traditional visitors. Among our respondents, visitation has fallen since 2013 by 7.8 percent.[8]

[7] Despite the small sample size, the overall means for 2013, 2017, and 2018 were calculated with a margin of error of 0.9 percent.

[8] Average overall visitation for 2013, 2017, and 2018 was calculated with a 1.1 percent margin of error.

GENERAL / OTHER

Sample Size		*85*	*14*	*21*	*11*	*8*	*11*	*12*	*6*	*2*
Budget		**Overall**	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
Mean	**2013**	93,792	3,436	33,525	20,475	65,668	110,730	251,553	192,121	455,250
	2017	97,394	3,735	32,048	26,772	71,286	118,832	239,655	248,624	474,150
	2018	97,338	3,964	33,734	26,507	70,443	121,178	232,085	262,153	450,125
Percent Change	**2013-2017**	3.8%	8.7%	-4.4%	30.8%	8.6%	7.3%	-4.7%	29.4%	4.2%
	2017-2018	-0.1%	6.1%	5.3%	-1.0%	-1.2%	2.0%	-3.2%	5.4%	-5.1%
	2013-2018	3.8%	15.4%	0.6%	29.5%	7.3%	9.4%	-7.7%	36.5%	-1.1%

Table 10: Average annual visitation to general/other institutions, by budget

Visitation to historical organizations that do not fit into any of the previous categories has been slowly but steadily increasing. Overall, based on 85 responses, institutions in the general/other category have experienced a 3.8 percent increase in average visitation since 2013, with only a 0.1 percent decrease in 2018.[9] It should be noted that these results may not indicate any future trends. Since the organizations under this category are all different kinds of institutions (campsites, non-history museums, cultural centers, etc.), visitation among each may be affected by widely different variables.

[9] Average overall means for 2013, 2017, and 2018 were calculated with a 1.4 percent margin of error.

REGION

	Respondents	112	195	263	375	209	94
		New England	**Mid-Atlantic**	**Southeast**	**Midwest**	**Mountain Plains**	**West**
Mean	**2013**	23,773	112,776	62,447	28,685	27,145	23,558
	2017	24,938	115,669	68,067	30,556	33,332	25,755
	2018	22,845	116,382	67,696	29,133	32,400	26,553
		New England	**Mid-Atlantic**	**Southeast**	**Midwest**	**Mountain Plains**	**West**
Percent Change	**2013**	8.0%	2.6%	9.0%	6.5%	22.8%	9.3%
	2017	-3.7%	0.6%	-0.6%	-4.7%	-2.8%	3.1%
	2018	4.0%	3.2%	8.4%	1.6%	19.4%	12.7%

Table 11: Average annual visitation by region

This section analyzes visitation trends based on geographic region: New England, Mid-Atlantic, Southeast, Midwest, Mountain Plains, and the West.[10] Each region saw overall growth in visitation from 2013 to 2018, while only the Mid-Atlantic and West did not experience the common 2018 drop in visitation. Institutions in the Mountain Plains and West regions reported major visitation increases over the period, while the other regions reported more modest gains.

It is worth noting here that this regional distribution of respondents aligns fairly neatly with other estimates of the geographic makeup of the field. Using the "Museum Data Files" (MDF) produced by the Institute for Museum and Library Services (IMLS), we can assess how representative of the field our regional breakdown is. While the MDF is not a perfect measure—there are surely history organizations not counted within the list—combining the history museums, historical societies and preservation organizations, and general museums from this list offers at least a rough approximation of the field.

Region	IMLS Count	Proportion of IMLS MDF	Survey Count	Proportion of Survey Responses
New England	2,295	9.4%	112	8.9%
MidAtlantic	4,213	17.2%	195	15.5%
Southeast	4,855	19.8%	263	20.9%
Midwest	5,635	23.0%	375	29.9%
Mountain Plains	3,865	15.8%	209	16.6%
West	3,659	14.9%	94	7.5%

Table 12: Proportion of institutions by region among survey respondents and IMLS Museum Data Files

As you can see, the regional breakdown of our survey respondents is within 2 percent of most regions. The exceptions to this are the Midwest, which is overrepresented by about 7 percent among our respondents, and the West, which is underrepresented by approximately the same amount.

[10] For a full list of the states and territories included in each region, see: www.aam-us.org/programs/about-aam/council-of-regional-associations.

NEW ENGLAND

By Budget

Sample Size		111	34	31	12	8	21	5	1
Budget		**Overall**	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**over 10mil**
Mean	**2013**	21,102	1,692	2,674	7,734	21,202	46,669	102,529	249,000
	2017	22,782	1,704	3,546	7,701	22,863	56,177	127,208	249,164
	2018	21,944	1,660	3,756	7,700	22,677	58,393	105,484	257,447
Percent Change	**2013-2017**	8.0%	0.7%	32.6%	-0.4%	7.8%	20.4%	24.1%	0.1%
	2017-2018	-3.7%	-2.6%	5.9%	0.0%	-0.8%	3.9%	-17.1%	3.3%
	2013-2018	4.0%	-1.9%	40.5%	-0.4%	7.0%	25.1%	2.9%	3.4%

Table 13: Average annual visitation to New England history organizations, by budget

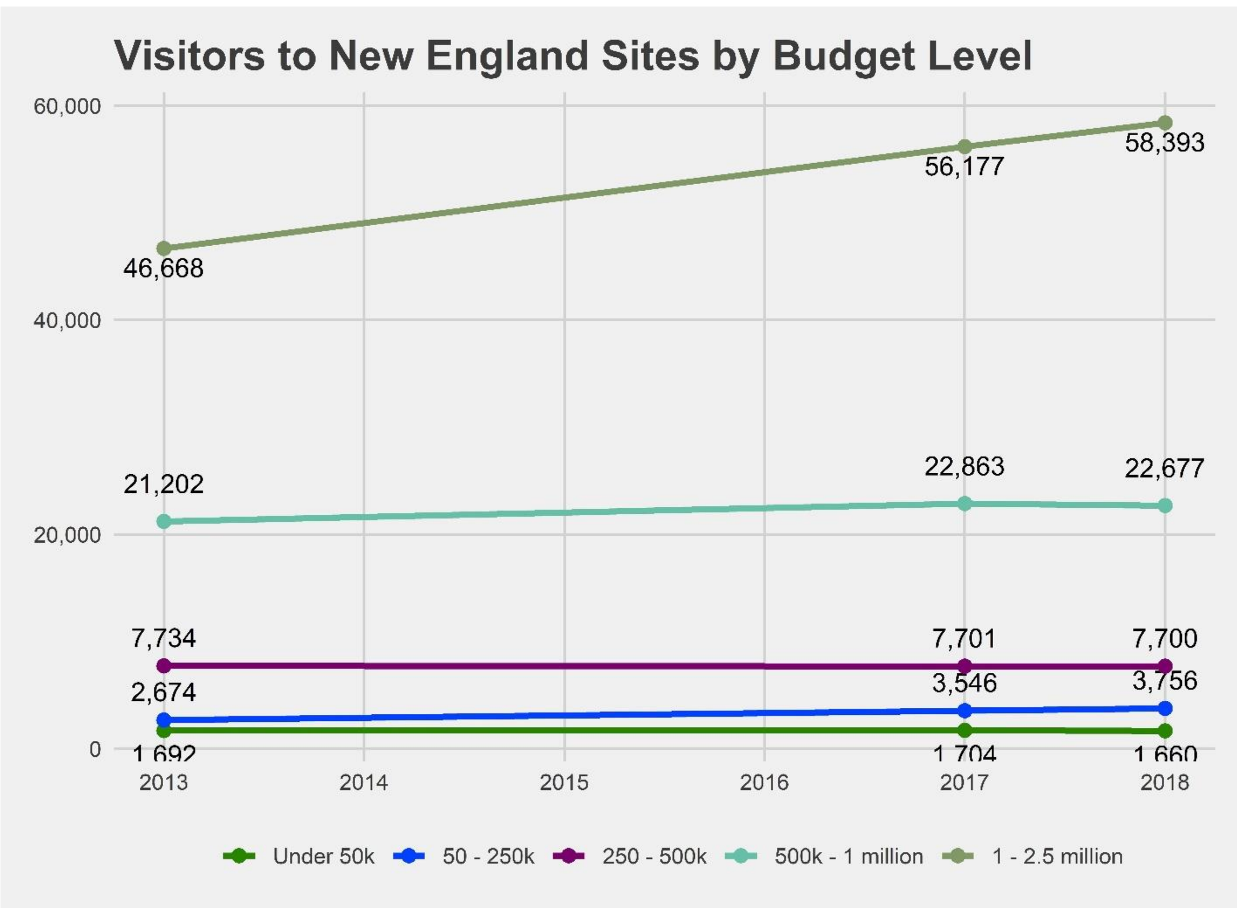

Figure 11: Average annual visitation to New England history organizations, by budget

New England presented some of the most challenging data in our survey. Small-budget institutions revealed distinctly mixed results: the under $50,000 category experienced an overall decline of 1.9 percent; nationwide, this budget level typically experienced the largest increases in visitation, raising some concern about the sustainability of New England's smallest institutions. Meanwhile, however, institutions in the $50,000–$250,000 level saw a major increase of more than 40 percent, far outperforming the national average. Institutions in the $1 million–$2.5 million range also saw substantial visitation growth.[11]

New England did include an outlier that has been removed from the analysis above. The National Park Service's Adams National Historical Park experienced a very large decline from 2017 to 2018—about 50 percent—a change in total visitor numbers that would have shifted the results for the entire region. With Adams NHP included in the analysis, New England experienced a *decrease* of 3.8 percent.

By Function

		Houses	Societies	Museums
Mean	**2013**	26,613	5,782	23,145
	2017	31,449	4,203	26,628
	2018	32,540	4,284	24,059
Percent Change	**2013-2017**	18.2%	-27.3%	15.1%
	2017-2018	3.5%	1.9%	-9.7%
	2013-2018	22.3%	-25.9%	4.0%

Table 14: Average annual visitation to New England history organizations, by institution type/function

[11] Overall average New England visitors in 2013, 2017, and 2018 were calculated with a 1.6 percent margin of error.

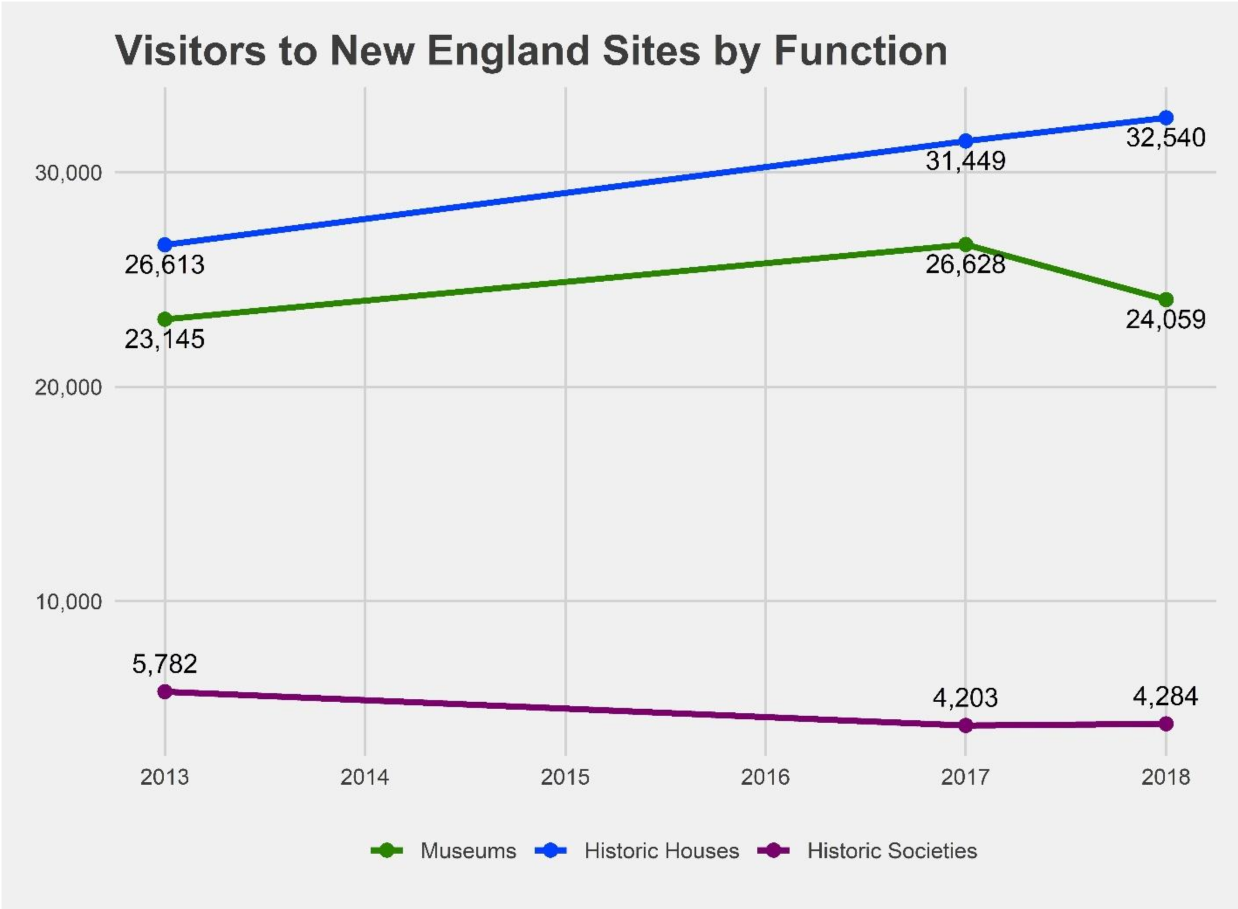

Figure 12: Average annual visitation to New England history organizations, by institution type/function

- Among our respondents, New England historic houses (30) saw visitation growth of 22 percent over the period.
- New England Historical Societies (20) saw a nearly 26 percent decline, more than the national average.
- New England history museums saw a 4 percent increase in visitation, but saw a much sharper drop-off from 2017 to 2018 than was typical.

MID-ATLANTIC

By Budget

Sample Size		195	64	59	22	13	25	6	3	3
Budget		**Overall**	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
Mean	**2013**	112,776	4,796	9,281	36,515	41,276	25,415	64,283	5,231,654	235,800
	2017	115,669	5,151	10,799	38,386	47,891	39,147	74,995	5,868,631	250,333
	2018	116,382	5,150	11,529	39,445	49,143	40,377	68,923	5,940,961	259,750
Percent Change	**2013-2017**	2.6%	7.4%	16.4%	5.1%	16.0%	54.0%	16.7%	12.2%	6.2%
	2017-2018	0.6%	0.0%	6.8%	2.8%	2.6%	3.1%	-8.1%	1.2%	3.8%
	2013-2018	3.2%	7.4%	24.2%	8.0%	19.1%	58.9%	7.2%	13.6%	10.2%

Table 15: Average annual visitation to Mid-Atlantic History organizations, by budget

Note: One respondent provided visitation and budget data for their entire state park system, skewing the numbers overall and in the $5–10 million budget category. With that outlier removed, the overall mean visitation in 2013, 2017, and 2018 was 22,950; 25,818; and 26,370, respectively. The overall percentage increase from 2013 to 2018 was 14.9 percent. In the $5–10 million category, the mean visitation for the three years was 155,816; 209,334; and 212,106, with an overall increase of 36.1 percent.

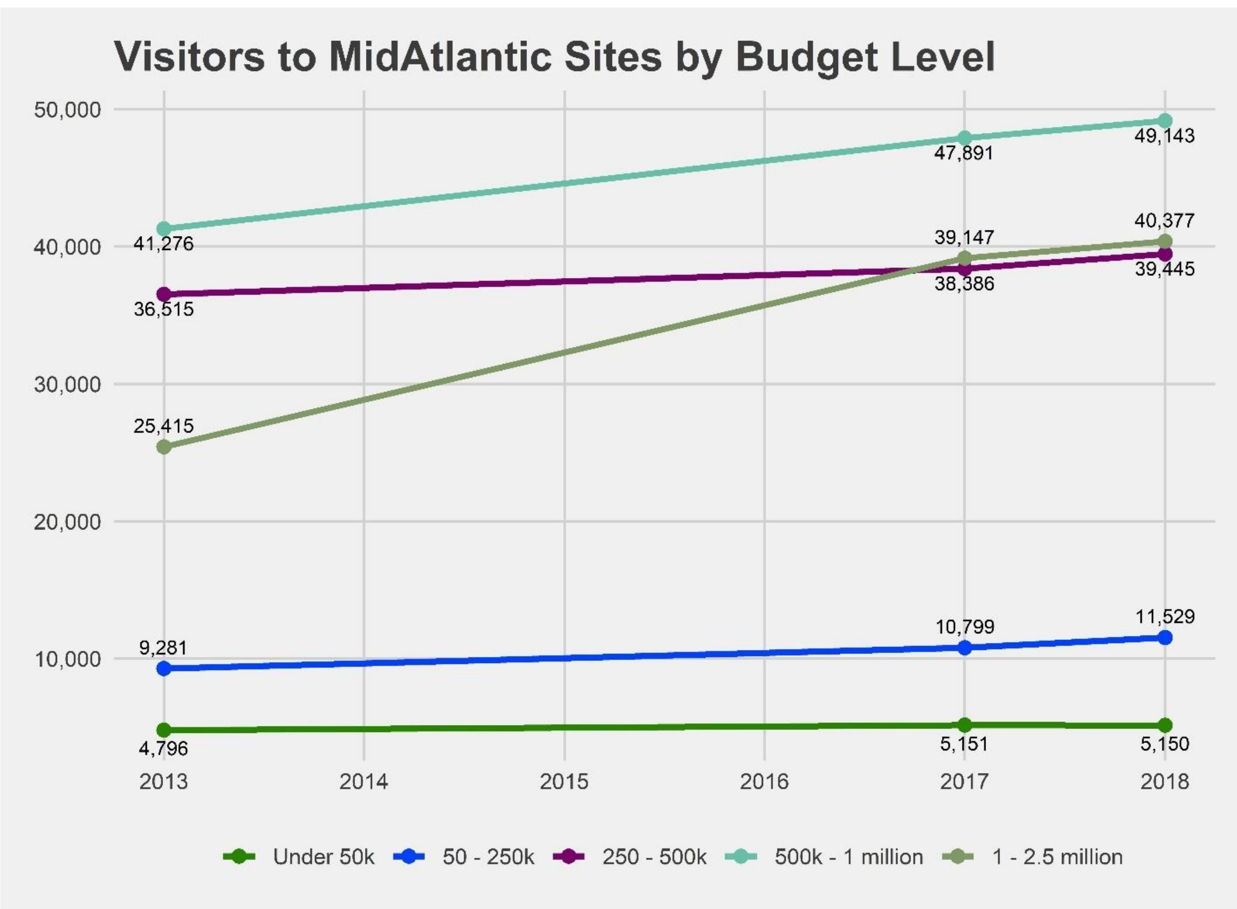

Figure 12: Average annual visitation to Mid-Atlantic History organizations, by budget

- Visitation to history organizations in the Mid-Atlantic region increased by 3.2 percent since 2013, with a 2.6 percent increase from 2013 to 2017 and another 0.6 percent increase in 2018.
- The Mid-Atlantic did not experience the decline from 2017 to 2018 seen elsewhere, with only one budget level ($2.5 million–$5 million) seeing that drop.
- Several budget levels saw very large increases, including $50,000–$250,000 (24.2 percent) and $1 million–$2.5 million (58.9 percent).

By Function

		Overall	Houses	Sites	Museums	Societies	General
Mean	**2013**	112,776	17,228	373,279	7,803	2,371	62,571
	2017	115,669	18,294	368,351	9,127	2,877	69,080
	2018	116,382	18,334	374,133	9,104	3,336	72,028
Percent Change	**2013-2017**	2.6%	6.2%	-1.3%	17.0%	21.3%	10.4%
	2017-2018	0.6%	0.2%	1.6%	-0.3%	16.0%	4.3%
	2013-2018	3.2%	6.4%	0.2%	16.7%	40.7%	15.1%

Table 16: Average annual visitation to Mid-Atlantic History organizations, by institution type/function

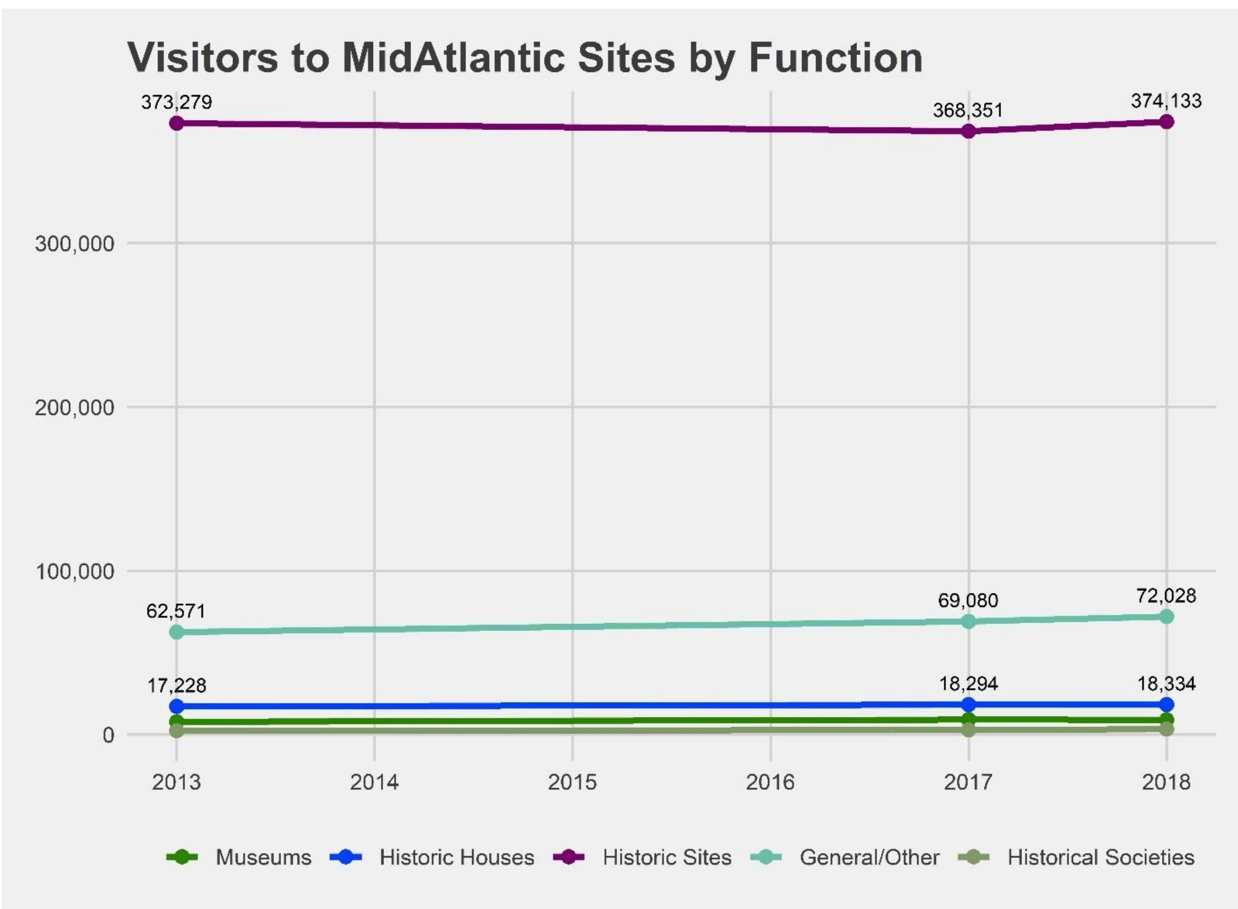

Figure 13: Average annual visitation to Mid-Atlantic History organizations, by institution type/function

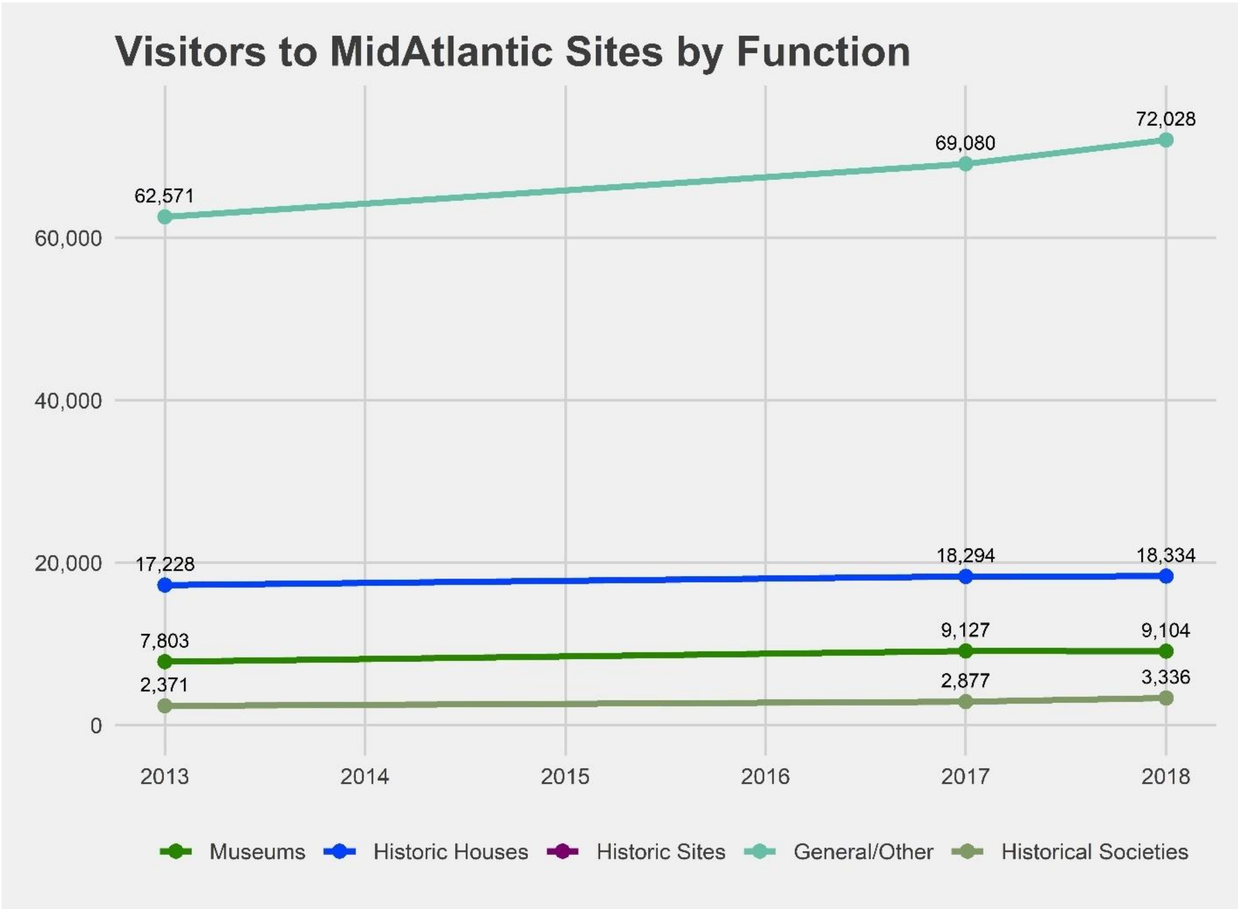

Figure 14: Average annual visitation to Mid-Atlantic History organizations, by institution type/function (detail)

Across the region, visitation has grown at institutions of all types.

- Mid-Atlantic historic sites saw the smallest increase—only 0.2 percent overall—with a 1.3 percent decrease from 2013 to 2017 and a 1.6 percent increase in 2018. The decline from 2013 to 2017 differs from nationwide trends.
- Visitation to Mid-Atlantic historic houses rose 6.4 percent.
- Mid-Atlantic museums experienced a a 16.7 percent increase.
- Visitation to historical societies in the Mid-Atlantic between 2013 and 2017 rose 21.3 percent. In 2018 it rose an additional 16 percent, for a total increase in visitation was 40.7 percent. This is in contrast to historical society trends nationwide, which saw some steep declines.
- Visitation to general history organizations rose 10.4 percent from 2013 to 2017, 4.3 percent in 2018, and 15.1 percent overall.

SOUTHEAST

By Budget

Sample Size		263	52	68	46	38	32	16	8	3
Budget		**Overall**	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
Mean	**2013**	62,447	8,860	21,876	65,344	49,013	84,317	262,139	166,958	332,776
	2017	68,067	9,533	24,628	69,217	53,514	92,237	297,682	231,042	354,864
	2018	67,696	9,581	25,293	66,736	52,487	88,998	293,837	240,945	314,701
Percent Change	**2013-2017**	9.0%	7.6%	12.6%	5.9%	9.2%	9.4%	13.6%	38.4%	6.6%
	2017-2018	-0.6%	0.5%	2.7%	-3.6%	-1.9%	-3.5%	-1.3%	4.3%	-11.3%
	2013-2018	8.4%	8.1%	15.6%	2.1%	7.1%	5.6%	12.1%	44.3%	-5.4%

Table 17: Average annual visitation to Southeast history organizations, by budget

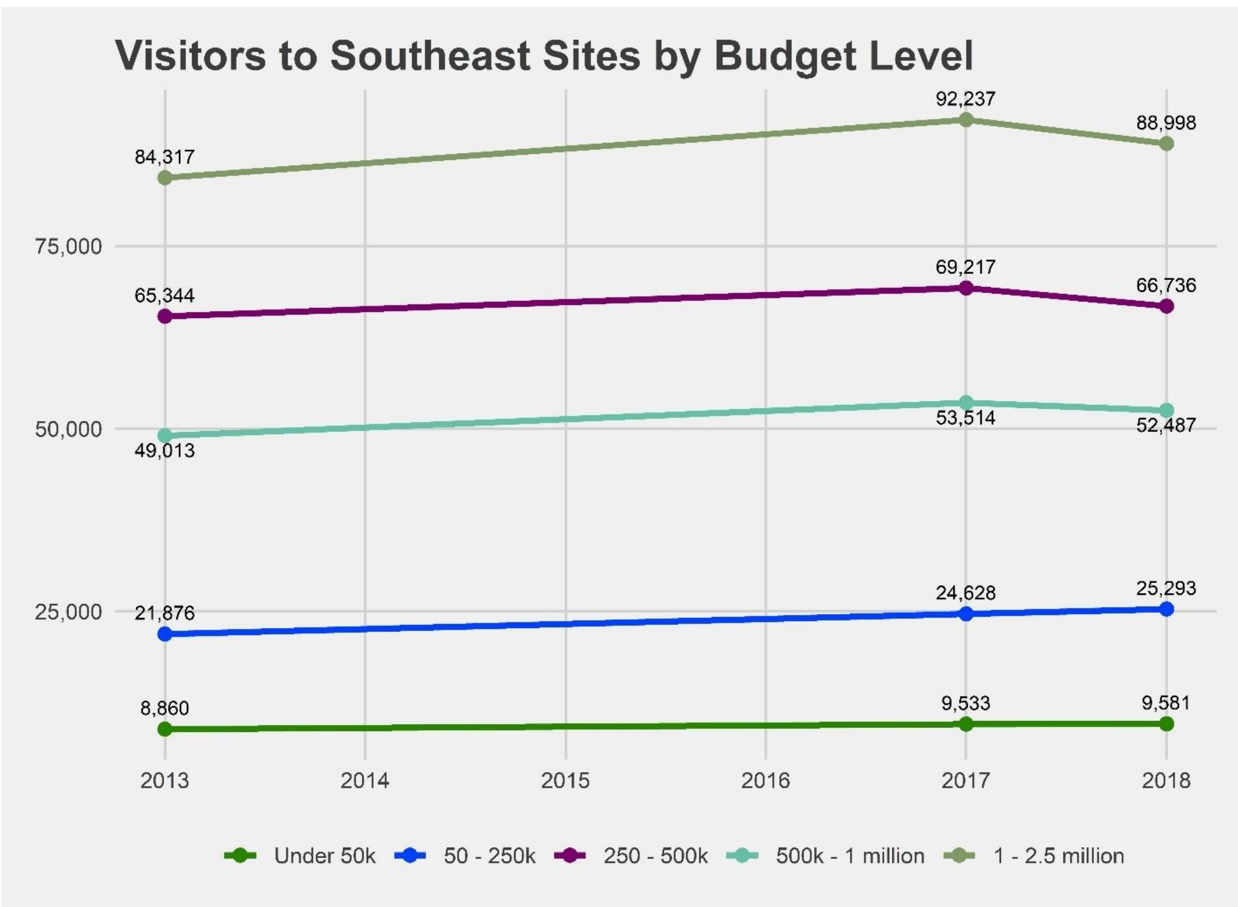

Figure 15: Average annual visitation to Southeast history organizations, by budget

- Overall, visitation to Southeast history organizations increased 8.4 percent.[12]
- Small institutions again saw some of the strongest gains, with only the smallest two budget categories not reporting a decline from 2017 to 2018. These institutions do not make up as large a proportion of the total as in other regions.
- The two largest budget categories reported a major increase and a slight decrease, but the sample sizes are too small to extrapolate those results for the whole region.

By Function

		Houses	Sites	Museums	Libraries	General
Mean	2013	15,768	74,705	58,134	4,818	197,429
	2017	18,532	81,106	61,739	4,211	221,016
	2018	17,258	79,693	62,704	4,445	219,990
Percent Change	2013-2017	17.5%	8.6%	6.2%	-12.6%	12.0%
	2017-2018	-6.9%	-1.7%	1.6%	5.6%	-0.5%
	2013-2018	9.5%	6.7%	7.9%	-7.7%	11.4%

Table 18: Average annual visitation to Southeast history organizations, by institution type/function

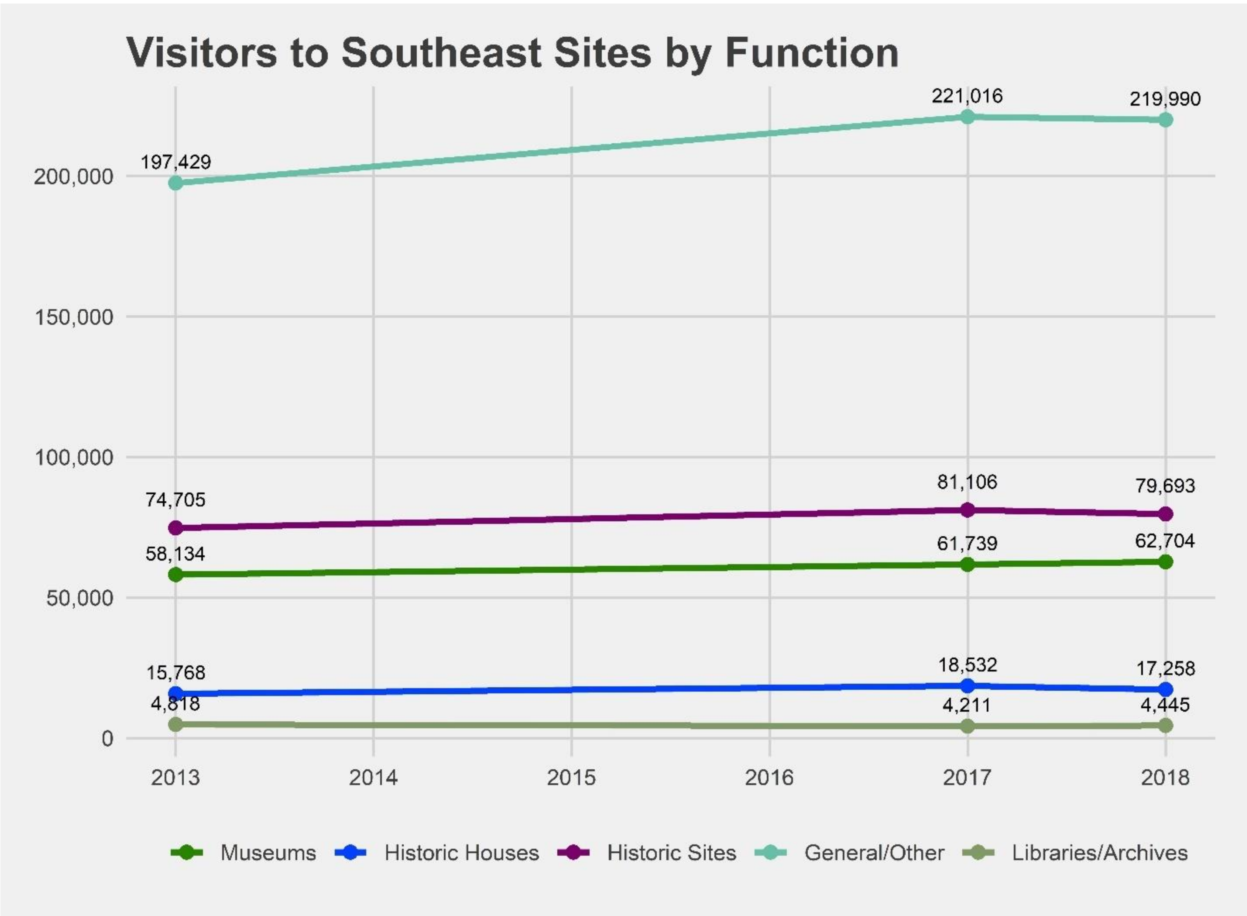

Figure 16: Average annual visitation to Southeast history organizations, by institution type/function

[12] Mean visitation for the Southeast in 2013, 2017, and 2018 was calculated with a 2.25 percent margin of error.

- For the most part, visitation to the Southeast's historic houses, historic sites, museums, libraries and archives, and general history organizations align with nationwide trends.
- While nationally most museums experienced a slight decline in visitation from 2017 to 2018, Southeast museums avoided that trend, increasing 1.6 percent that year.

MIDWEST

By Budget

	Sample Size:	375	136	100	60	13	26	23	14	3
		Overall	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
Mean	**2013**	28,685	3,560	7,071	23,033	21,333	51,462	78,195	111,970	767,451
	2017	30,556	4,787	8,260	24,926	22,398	56,483	71,303	150,906	871,803
	2018	29,133	4,539	7,446	23,137	22,834	52,069	72,192	155,369	851,095
Percent Change	**2013-2017**	6.5%	34.5%	16.8%	8.2%	5.0%	9.8%	-8.8%	34.8%	13.6%
	2017-2018	-4.7%	-5.2%	-9.9%	-7.2%	2.0%	-7.8%	1.3%	3.0%	-2.4%
	2013-2018	1.6%	27.5%	5.3%	0.5%	7.0%	1.2%	-7.7%	38.8%	10.9%

Table 19: Average annual visitation to Midwest history organizations, by budget

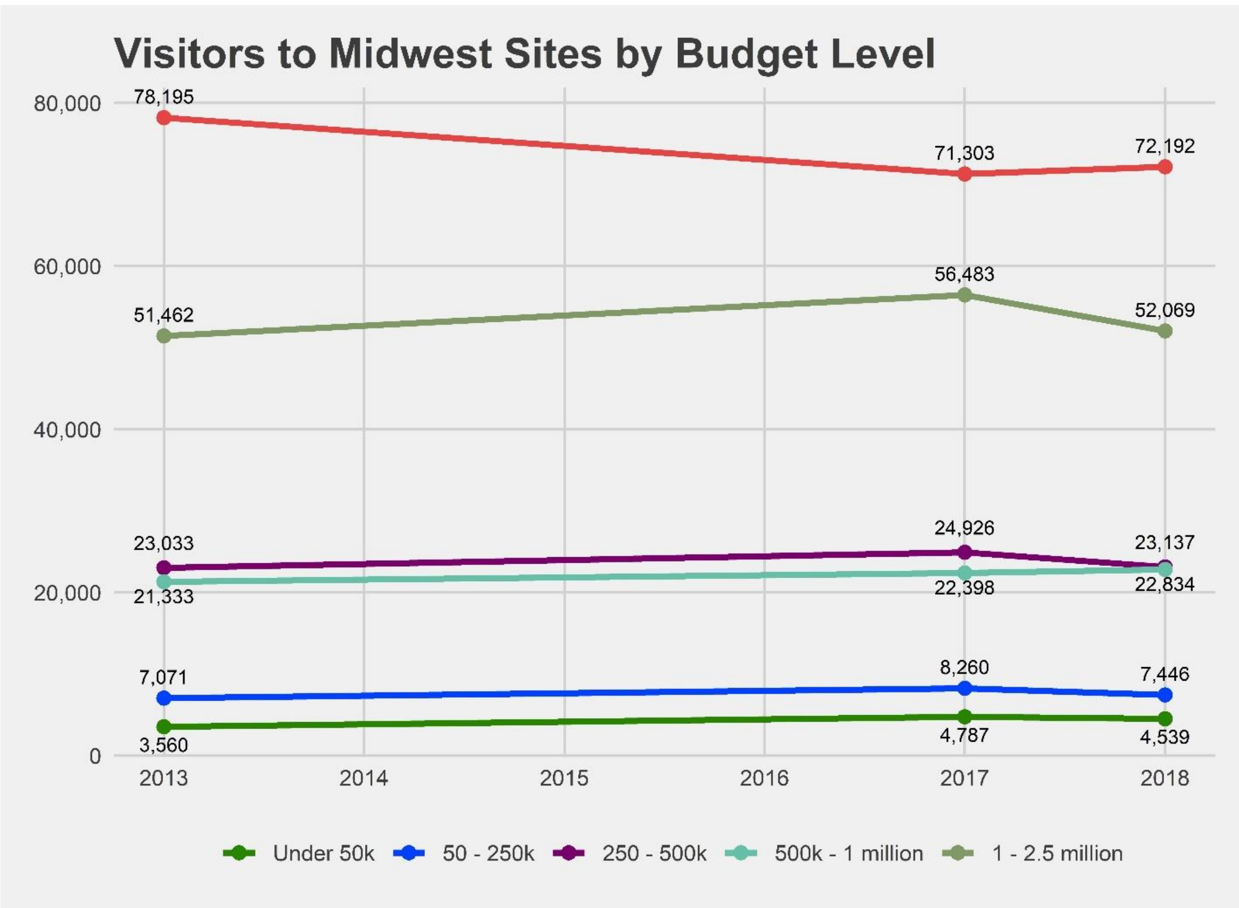

Figure 17: Average annual visitation to Midwest history organizations, by budget

- Average visitation to history institutions in the Midwest rose 1.6 percent since 2013.[13]
- Most of the budget levels feature similar trends of increases followed by a 2018 decrease as seen throughout the report.
- Two budget levels at opposite ends of our scale saw major increases: institutions in the under $50,000 category saw an increase of 27.5 percent, while the $5 million–$10 million category reported a 38.8 percent increase.

By Function

		Houses	Sites	Museums	Societies	General
Mean	2013	10,492	31,575	35,110	2,371	73,755
	2017	12,823	40,025	37,614	2,877	60,171
	2018	12,636	36,418	36,087	3,336	60,335
Percent Change	2013-2017	22.2%	26.8%	7.1%	21.3%	-18.4%
	2017-2018	-1.5%	-9.0%	-4.1%	16.0%	0.3%
	2013-2018	20.4%	15.3%	2.8%	40.7%	-18.2%

Table 20: Average annual visitation to Midwest history organizations, by institution type/function

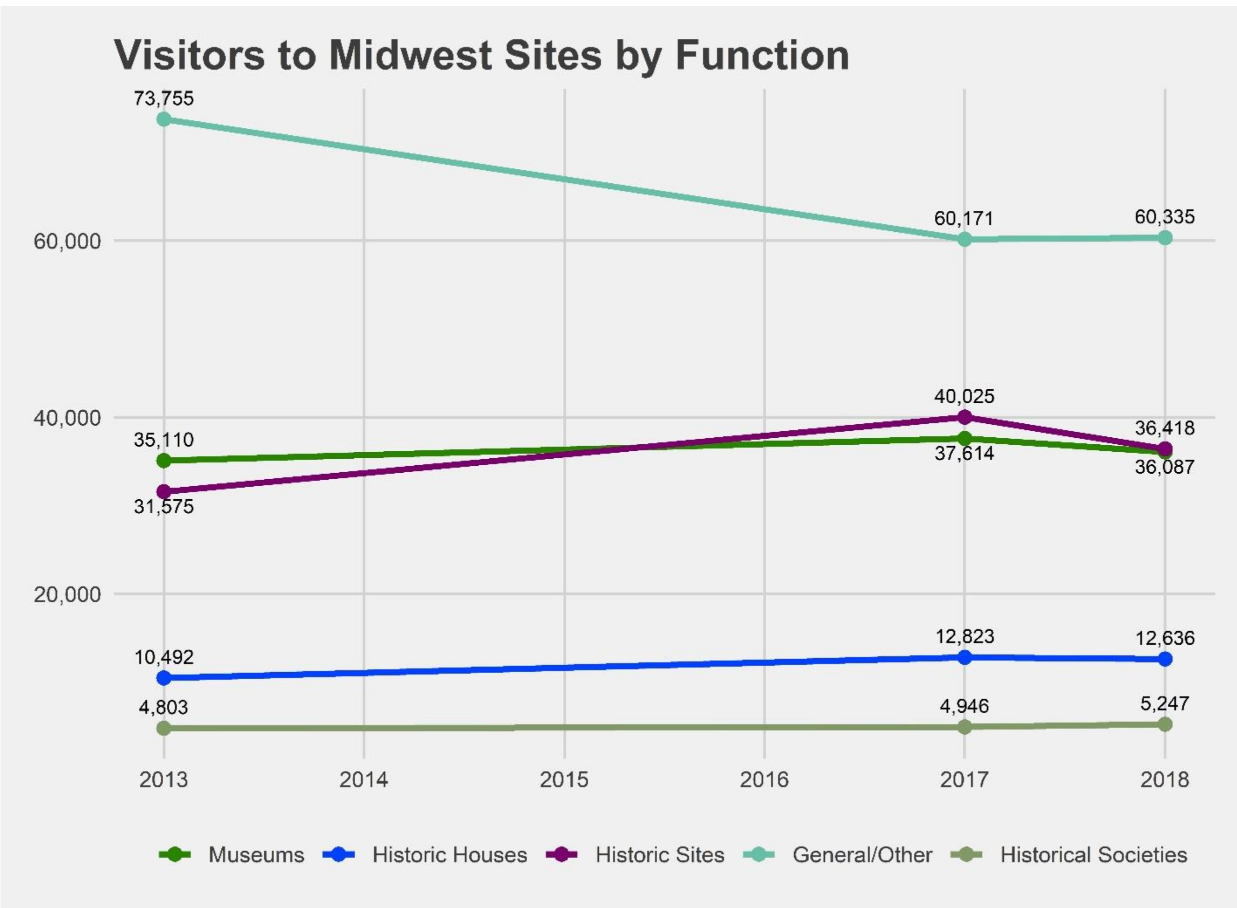

Figure 18: Average annual visitation to Midwest history organizations, by institution type/function

[13] Averages for 2013, 2017, and 2018 were calculated with a 2.5 percent margin of error.

For the most part, the trends of Midwestern historic houses, historic sites, museums, and historical societies reflect the nationwide trends of those institutions.

- Historic houses in the Midwest rose 20.4 percent, while historic sites rose 15.3 percent overall; both are above the national average.
- Historical societies in the Midwest experienced the biggest gains with a 40.7 percent overall increase, increasing 21.34 percent from 2013 to 2017 and 15.95 percent in 2018. These are drastically different from the nationwide trends, where historical societies experienced declines.
- General/Other institutions experienced a large decline in visitation, about 18 percent.

MOUNTAIN PLAINS

By Budget

	Sample Size	209	76	57	31	16	9	7	3	10
		Overall	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
Mean	**2013**	27,145	5,179	10,769	12,420	32,719	56,632	89,394	758,130	80,218
	2017	33,332	6,003	13,286	14,685	38,910	64,459	82,544	820,736	90,515
	2018	32,400	6,673	14,155	16,343	37,964	60,444	72,085	778,547	88,203
Percent Change	**2013-2017**	22.8%	15.9%	23.4%	18.2%	18.9%	13.8%	-7.7%	8.3%	12.8%
	2017-2018	-2.8%	11.2%	6.5%	11.3%	-2.4%	-6.2%	-12.7%	-5.1%	-2.6%
	2013-2018	19.4%	28.9%	31.4%	31.6%	16.0%	6.7%	-19.4%	2.7%	10.0%

Table 21: Average annual visitation to Mountain Plains history organizations, by budget

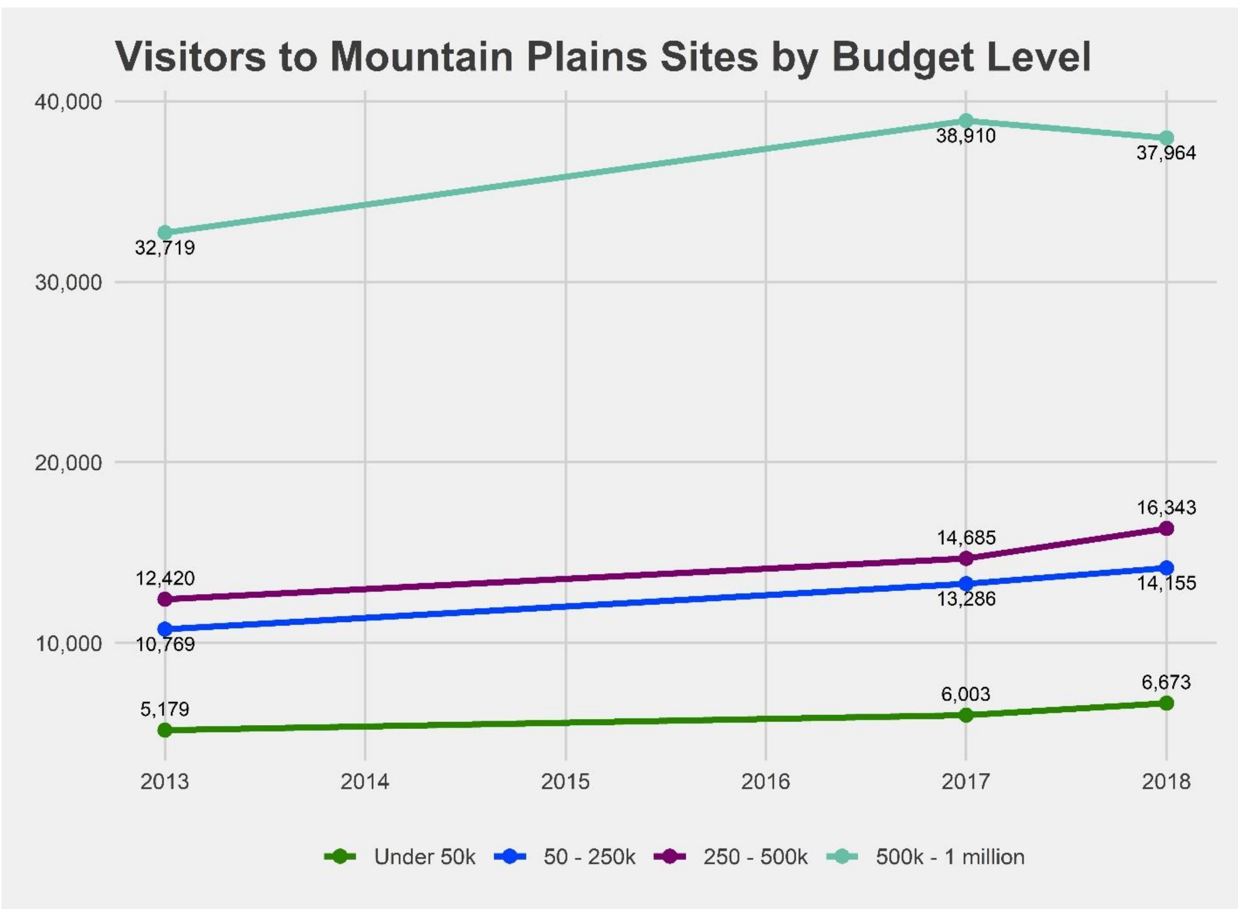

Figure 18: Average annual visitation to Mountain Plains history organizations, by budget

The Mountain Plains region reported the strongest growth of any region in our survey.

- Institutions in the region reported a 19.4 percent increase in visitation over the period.[14]
- Growth was particularly strong for small institutions, with the three budget categories below $500,000 seeing no decline from 2017 to 2018 and all reporting about a 30 percent increase.

By Function

		Houses	Sites	Museums	General
Mean	**2013**	6,409	16,639	17,670	85,760
	2017	8,429	20,565	25,407	80,402
	2018	8,851	21,913	24,730	76,207
Percent Change	**2013-2017**	31.5%	23.6%	43.8%	-6.3%
	2017-2018	5.0%	6.6%	-2.7%	-5.2%
	2013-2018	38.1%	31.7%	40.0%	-11.1%

Table 22: Average annual visitation to Mountain Plains history organizations, by institution type/function

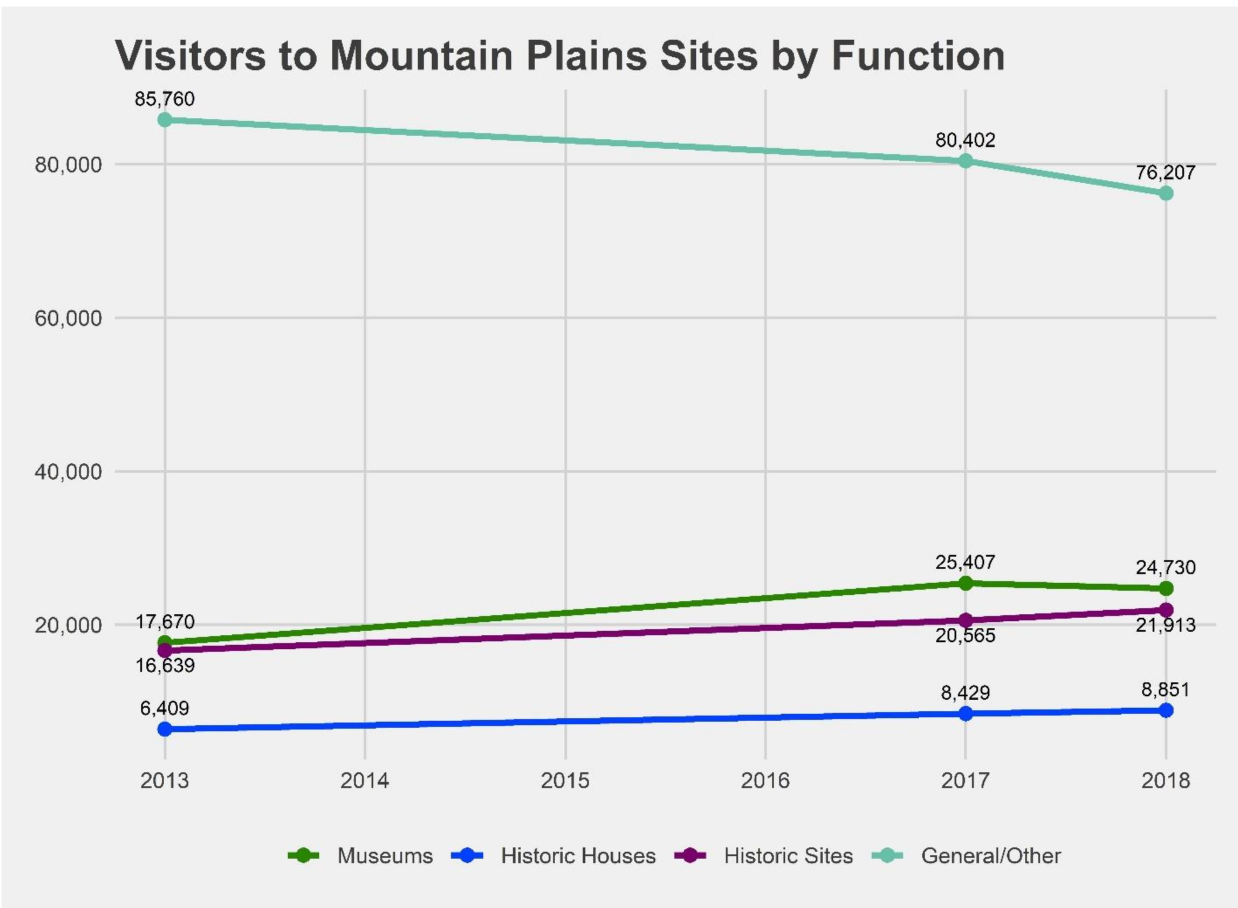

Figure 19: Average annual visitation to Mountain Plains history organizations, by institution type/function

[14] Mountain Plains averages for 2013, 2017, and 2018 were calculated with a 2.1 percent margin of error.

- Visitation to the three institution types with the highest number of respondents in the region all saw large increases in visitation: historic houses (38.1 percent), historic sites (31.7 percent), and museums (40 percent) all far outperformed their counterparts in other regions.
- The only type of institution to see a decline in the region was the General/Other category, which fell 11.1 percent, contrary to national trends.

WEST

By Budget

	Sample Size:	*94*	*22*	*30*	*18*	*9*	*9*	*4*
		Overall	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**
Mean	**2013**	23,558	3,820	21,194	18,042	23,171	60,954	58,889
	2017	25,755	5,497	21,583	19,998	21,729	68,034	63,293
	2018	26,553	5,598	20,731	21,914	22,629	71,960	69,588
Percent Change	**2013-2017**	9.3%	43.9%	1.8%	10.8%	-6.2%	11.6%	7.5%
	2017-2018	3.1%	1.8%	-4.0%	9.6%	4.1%	5.8%	10.0%
	2013-2018	12.7%	46.5%	-2.2%	21.5%	-2.3%	18.1%	18.2%

Table 23: Average annual visitation to Western history organizations, by budget

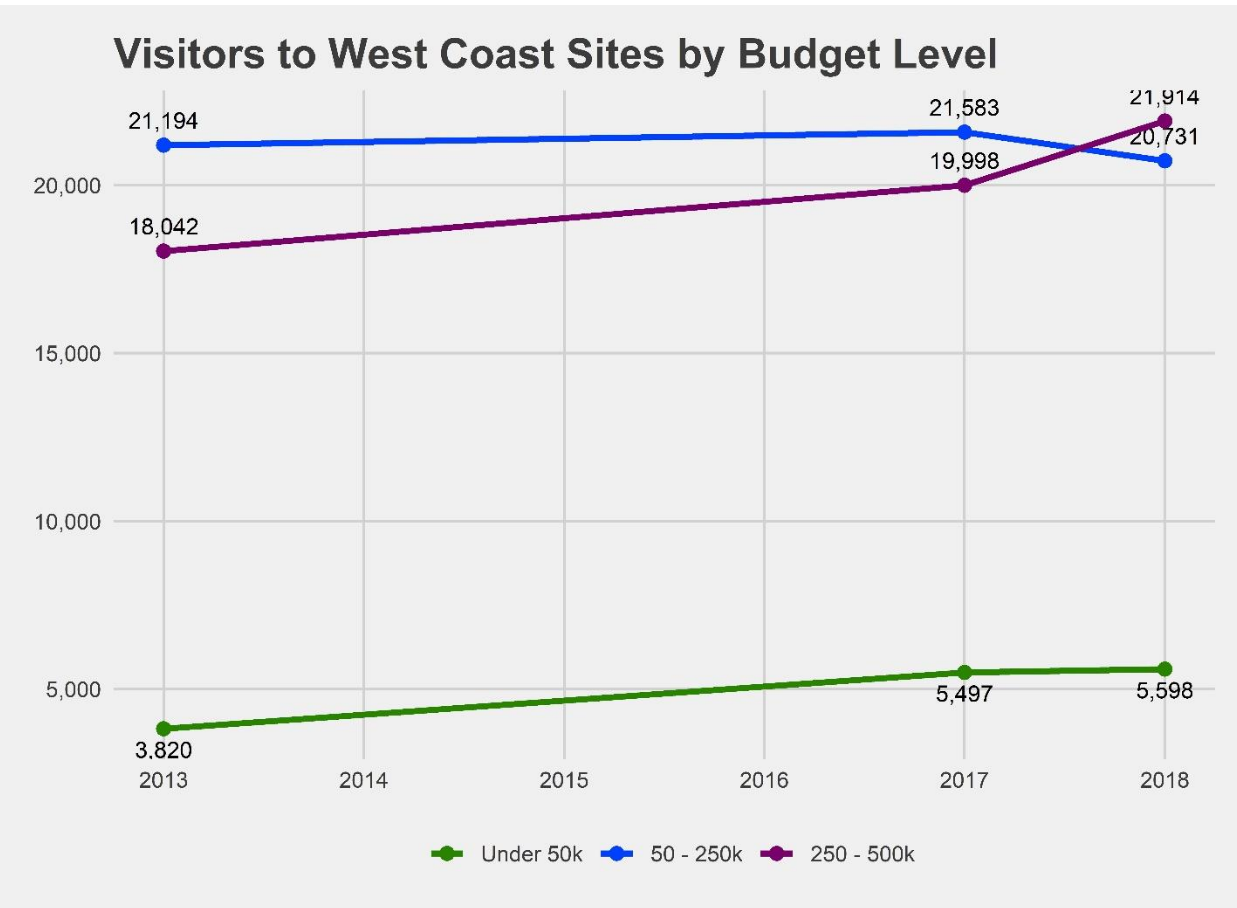

Figure 19: Average annual visitation to Western history organizations, by budget

This survey only received 94 responses from the West—sufficient for broad claims at several budget levels, but not enough to support more detailed analysis.

- Visitation to Western history organizations rose 12.7 over the period.[15]
- Similar to other regions, the strongest gains were among the smallest institutions, with the under $50,000 budget category seeing a large 46.5 percent increase.
- Unlike in other regions, however, the $50,000–$250,000 category saw an overall decline of 2.2 percent, mostly due to a 4 percent decline in 2018.
- 53 western history museums responded to the survey, reporting a 22.3 percent increase between 2013 and 2018.

[15] Despite the small sample size, averages were calculated with a 1.3 percent margin of error.

COST OF ENTRY

This section analyzes average visitation to institutions based on their cost of entry. We received a nearly equal number of responses from organizations that offered free entry (632) and those that required payment (624). For both types of institutions, average visitation increased between 2013 and 2017, with a slight decrease in 2018, resulting in overall positive trends.

Sample Size		632	*624*
Budget		Free	Paid
Mean	**2013**	57,854	57,854
	2017	60,521	60,521
	2018	58,899	58,899
Percent Change	**2013-2017**	4.6%	11.5%
	2017-2018	-2.7%	-0.8%
	2013-2018	1.8%	10.5%

Table 24: Average annual visitation, by cost of entry

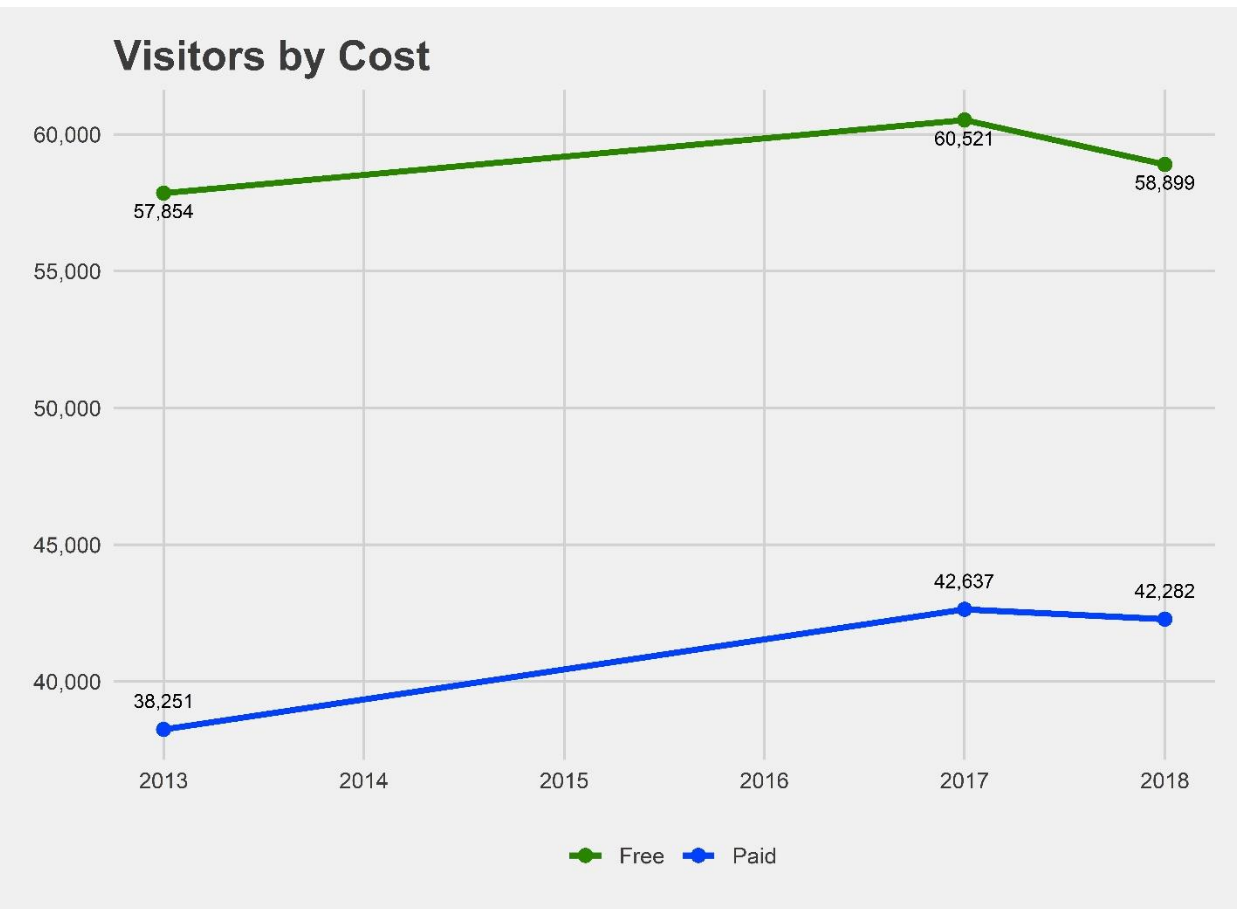

Figure 20: Average annual visitation, by cost of entry

- Among our respondents, free institutions received more visitors on average (58,899 in 2018) than those with paid entry (42,282).
- Institutions with paid entry, however, experienced visitation increases larger than those at free institutions (10.5 percent versus 1.8 percent).
- Free institutions tended to be clustered among the two smallest budget categories, while paid entry institutions were more equally distributed across budget levels. These smaller sites made up 72 percent of all free institutions but only 44 percent of paid ones.[16]

PAID

Sample Size		*624*	*99*	*178*	*119*	*64*	*82*	*41*	*24*	*17*
Budget		**Overall**	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
Mean	**2013**	38,251	4,923	10,329	18,259	26,368	62,220	85,586	150,462	249,898
	2017	42,637	4,889	11,083	20,376	29,341	70,633	90,124	219,191	274,677
	2018	42,282	4,924	11,190	21,493	28,529	69,291	91,437	223,331	268,461
Percent Change	**2013-2017**	11.5%	-0.7%	7.3%	11.6%	11.3%	13.5%	5.3%	45.7%	9.9%
	2017-2018	-0.8%	0.7%	1.0%	5.5%	-2.8%	-1.9%	1.5%	1.9%	-2.3%
	2013-2018	10.5%	0.0%	8.3%	17.7%	8.2%	11.4%	6.8%	48.4%	7.4%

Table 25: Average annual visitation to history organizations with paid entry

- Unlike in other categories of analysis, institutions with an annual budget under $50,000 that required paid entry feature the *smallest* growth of any budget level.
- Five of the eight budget levels saw increases in visitation in 2018, contrary to broader trends.
- Respondents in the $5 million–$10 million range reported massive increases in visitation, more than 48 percent since 2013.

FREE

Sample Size		632	289	168	71	34	41	20	6	3
Budget		Overall	**under 50k**	**50-250k**	**250-500k**	**500k-1mil**	**1-2.5mil**	**2.5-5mil**	**5-10mil**	**over 10mil**
Mean	**2013**	57,854	4,574	13,936	55,697	56,134	48,978	224,766	2,792,845	270,332
	2017	60,521	5,619	16,461	59,545	62,471	55,098	220,861	3,159,227	305,270
	2018	58,899	5,700	16,161	53,458	62,527	50,967	217,803	3,184,530	284,091
Percent Change	**2013-2017**	4.6%	22.9%	18.1%	6.9%	11.3%	12.5%	-1.7%	13.1%	12.9%
	2017-2018	-2.7%	1.4%	-1.8%	-10.2%	0.1%	-7.5%	-1.4%	0.8%	-6.9%
	2013-2018	1.8%	24.6%	16.0%	-4.0%	11.4%	4.1%	-3.1%	14.0%	5.1%

Table 26: Average annual visitation to history organizations with free entry

- Small-budget institutions make up the vast majority of free institutions and feature the most dramatic changes in attendance. Visitation to those with a budget under $50,000 rose 24.6 percent; $50,000–$250,000 rose 16 percent.
- Free institutions at the $250,000–$500,000 level and the $2.5 million–$5 million level both saw visitation declines, 4 percent and 3.1 percent, respectively.
- Very few institutions in the top two budget categories offer free entry.

[16] Both free and non-free institutions' 2013, 2017, and 2018 averages calculated with a 2.8 percent margin of error.

CONCLUSION & FURTHER RESEARCH

With few exceptions, average visitation to history organizations rose between 2013 and 2018, a trend evident for history organizations of different budget sizes and types, in different regions, and with different entry costs. While well-publicized reports of decline at some high-profile institutions have raised alarm among the public and professionals alike in recent years, our results suggest that engagement with history in the United States has grown stronger.

Perhaps the best news from our survey was that this visitation growth was especially prevalent for the nation's smallest history organizations—those that make up the vast majority of our field. More than half of the history community in the United States consists of institutions with budgets of less than $250,000 per year, many of them the local historical societies, museums, and historic houses that are ubiquitous in towns and counties across the country. That these institutions are reporting such strong visitation growth provides reason for optimism about the vibrancy of the history field and the level of engagement with local history in the U.S.

Other components of our data have raised major questions for future study. For example, among our respondents, forty-five institutions opened to visitors for the first time sometime after 2013. Because no regular census of the field exists, however, we're unable to adequately assess how many institutions opened throughout the country, nor how many closed. Further, while the overall trends are positive, many sites reported visitation lower than they anticipated due to extreme weather events: hurricanes and floods, blizzards, wildfires, and others. As such events continue to increase in frequency and intensity, it could have a major impact on the ability of institutions to remain open to visitors and on visitors' ability to attend.

One of the biggest questions our survey does not address is specifically *why* visitation to these institutions is increasing. Stronger community engagement practices, increased efforts to emphasize the relevance of history, and a growing interest in the past among the American public are all possible, and perhaps likely, explanations. Existing visitor and audience research can help provide answers to these questions, and we hope this report will complement and support additional research efforts.

Finally, analysis of nationwide trends like visitation requires the best data we can gather. As such, in order to provide better and more accurate reports each year, AASLH hopes to collect more responses from more institutions. **Our National Visitation Survey will open to institutions again in January 2020, and we hope you will make an effort to respond**. More data will allow us to provide finer-grained and more representative analysis, improving the quality of information available to the field.

With your help, AASLH will continue to expand its capacity to conduct research on the state of the field and to provide leadership and resources to help the history community thrive.

SURVEY INSTRUMENT

*** 1. Institution or Site Name**
(Note: If your organization has multiple locations, please fill out a separate survey for each.)

*** 2. Email address of person completing this form on behalf of the site/institution**

*** 3. What was this site/institution's total onsite visitation (including students) in calendar year 2013?**

*** 4. What was this site/institution's total onsite visitation (including students) in calendar year 2017?**

*** 5. What was this site/institution's total onsite visitation (including students) in calendar year 2018?**

*** 6. What is the annual operating budget for this site/institution?**

- $50,000 or lower
- $50,000-$250,000
- $250,000-$500,000
- $500,000-$1,000,000
- $1,000,000-$2,500,000
- $2,500,000-$5,000,000
- $5,000,000-$10,000,000
- More than $10,000,000

*** 7. What is your site/institution's governance structure? (check one answer that applies best)**

- Borough
- City
- County
- Federal
- Private, For-Profit
- Private, Non-Profit
- Provincial
- State
- Tribal
- College/University

*** 8. Is your institution part of a city, county, or state parks agency or district?**

- Yes
- No

*** 9. With regard to visitation, which of the following best describes the site/institution's PRIMARY function?**

- History museum
- Historical society
- Historic house
- Historic site
- Historic preservation entity
- Library/Archives
- General or other than history museum

*** 10. Is your general admission free or paid?**

- Free
- Paid

*** 11. State, Territory, or Province**

*** 12. In what ZIP/postal code is your site/institution located? (enter 5-digit US ZIP or 6-digit Canadian postal code)**

13. Do you have any final comments or questions?