

National Museum Survey 2025

Data File Documentation
and User's Guide

August 2026



Guide for Public-Use Data Files
National Museum Survey 2025

August 2026

Institute of Museum and Library Services

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1. INTRODUCTION

1.1. *Purpose of the NMS*

The National Museum Survey (NMS) is the first-ever national survey dedicated to understanding the scope and scale of museums' presence and reach within the United States. This survey helps inform the museum field, policymakers, the public, and the media about the social, cultural, educational, and economic role that the nation's museums play in American society.

The Institute of Museum and Library Services (IMLS) is administering this survey. IMLS has authority under 20 U.S.C. §9108 to conduct data collection, analysis, evaluation, and dissemination of information to extend and improve the nation's museum, library, and information services. Respondents are not required to respond to a federal information collection unless it displays a currently valid U.S. Office of Management and Budget (OMB) control number; the OMB control number is 3137-0142, and the expiration date is November 30, 2027.

1.2. *NMS Background*

The United States is home to thousands of museums that care for living and non-living collections and support the cultural, economic, and social well-being of their communities through their programs and services..

Yet until recently, there was no statistically reliable, freely available annual collection focused on the museum sector. The field has never had a single data collection that reflects its full diversity—across regions, disciplines, and institution sizes. Without it, museum professionals have struggled to demonstrate the sector's contributions to American society, and policymakers have limited insight to guide related decision-making. IMLS has worked for more than a decade to meet this need. With input from museums leaders, researchers and other experts, the Agency has developed and tested a new approach, culminating in a 2023 pilot survey of 7,050 museums. The pilot summary report can be found at this link: [NMS Pilot Summary Report](#).

The first annual NMS was conducted in 2025 with a census of 16,978 museums.

1.3. *Contents of Data User's Guide*

This guide is organized to help data users understand the 2025 NMS public-use data files and use them appropriately. Section 2 describes the survey population, questionnaire, and key variables, as well as the data that are excluded from the public-use data files. Data collection procedures and response rates are detailed in Section 3. Section 4 explains how the data were processed, reviewed, edited, weighted, and analyzed, including important considerations for interpretation. Section 5 provides an overview of the public-use data products and related documentation, and Section 6 identifies additional resources related to the survey and data files. A record layout of the public-use data is included as an appendix.

2. SURVEY POPULATION, QUESTIONNAIRE, AND DATA AVAILABILITY

2.1. Target Population and Frame

The NMS is a census survey. Unlike sample surveys, which collect data from a portion of the population, census surveys collect data from the entire population. The NMS seeks to reach all museum disciplines, including botanical gardens, arboretums and nature centers; zoos and aquariums; science and technology centers/museums and planetariums; history museums and historic sites; art museums; children's museums; natural history and anthropology museums; and general and specialized museums.

IMLS originally developed the survey population frame for the NMS in preparation for the NMS Pilot Survey, which IMLS fielded in 2023. The initial frame construction involved separating museums from non-museums within an original dataset based on combining IMLS-purchased Yelp data that had been married with IMLS-procured data from the Official Museum Directory (OMD). The data were cleaned and augmented through a number of methods, and further details found in Part B of the OMB package can be shared upon request to IMLS. In preparation for the 2025 NMS collection, the frame was updated by incorporating more recent Yelp data and data collected from the pilot survey.

Additionally, the frame was then reviewed to determine eligibility for newly added records and existing records on the frame, identify potential duplicates, and append the most accurate contact information. As part of this refinement, IMLS used an open form to gather museum names and contact information. The data collected via this form were reviewed to make updates to existing information on the frame or to add museums that were not previously on the frame.

In 2025, the NMS population was 16,978. Of these entities, 16,389 museums with valid email addresses were contacted to participate in the NMS. During the survey and pre-weighting activities, additional ineligible museums were identified and excluded from the frame for weighting. As a result, the updated frame total represented 16,426 museums.

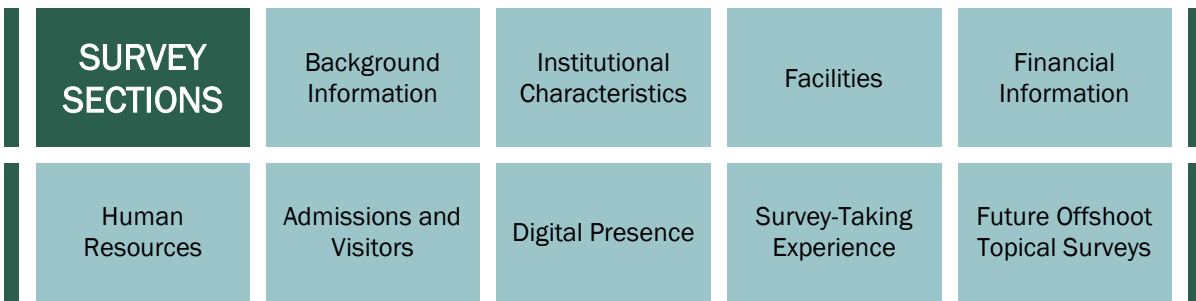
2.2. Web-Based Data Collection Tool and Questionnaire

The NMS was administered in English over the internet via a web-based reporting system programmed in Qualtrics, a commercially available web survey platform. The NMS was distributed via emails sent directly to museums on the population frame with a link to the web survey on Qualtrics.

The NMS contains eight core sections with questions that will be asked of all respondents every year. Offshoot topical surveys covering passing topics or topics related only to subgroups will potentially be included in future years (Figure 1).

The first annual NMS collection in 2025 was mostly consistent with the pilot, with the exception of an abbreviated Survey-Taking Experience section and some revisions that arose from cognitive testing in summer 2024. Museums reported data for their most recent fiscal year.

Figure 1. NMS Sections



The following are examples of survey question topics and focus areas.

- **Programs and Exhibits:** Data on offerings, including school programs, public workshops, and outreach initiatives, as well as information about the management and accessibility of collections.
- **Attendance and Accessibility:** Visitor numbers and trends.
- **Staffing:** Details about museum staff, including numbers, roles, and professional development opportunities.
- **Financial Health:** Information on museum revenues, expenditures, funding sources, and financial sustainability measures.
- **Governance:** Data on governance structures, including boards of directors, policies, and strategic planning.

Additional details about the NMS questionnaire can be found at this link: [2025 National Museum Survey Question Reference Guide](#).

2.3. Key Variables

The 2025 NMS included key variables that were used to create analysis subgroups and weighting. These key variables included the following:

Parent Institution (Q1-7) asked if the institution had a parent institution. A parent institution could have been (but was not limited to) a larger non-profit organization; university, college, or academic department; or state, tribal, or local government or government department under which the institution's operations fell.

Legal Classification (Q1-9) asked which category best described the legal classification of the institution.

Museum Size (Q2-1) asked if the responding museum considered itself to be a small, medium, or large institution.

Collection Type (Q2-4) asked about the institution's collection types. For the purposes of this question, "collection" was defined as anything that was used, owned, or displayed by the institution for exhibitions, programs, and/or experiences. Museums were allowed to select all that applied.

Discipline (Q2-5) asked which discipline(s) best represented the institution. Museums were allowed to select all disciplines that applied.

Primary Discipline (Q2-6) asked the institution's primary discipline. Only museums that selected more than one discipline in Q2-5 received this question.

2.4. Excluded Data

Some data collected as part of the NMS are not included in the public-use data files. To protect the identity of individual museums responding to the NMS and to avoid data disclosure, data were inspected for sensitive or identifying information and small cell sizes. Variables were handled in two ways, as needed, to prepare the public-use data: 1) variables with sensitive or identifying information, such as contact information or verbatim text, were removed from the public-use data, or 2) variables with small cell sizes were collapsed into discrete categories, and original corresponding variables were removed from the public-use dataset. A randomly assigned, anonymous record ID variable is included for each museum record in the public-use dataset (FRAME_ID).

3. DATA COLLECTION AND RESPONSE RATES

3.1. Data Collection

The 2025 NMS opened on January 27, 2025, following a two-week pre-launch period that included a postcard mailing on January 9 to museums that could not be reached by email or phone and telephone calls to a subset of museums from January 13 to January 24, 2025.

To increase response rates, the survey was fielded via web for seven weeks until March 24, 2025, with weekly reminders sent via email and two periods of reminder phone calls made to a subset of museums.

The only questions that respondents were required to answer were those that determined eligibility to participate in the NMS and those that followed a logical skip pattern.

3.2. Survey Response Rates

There were 16,389 museums with contactable email addresses sampled; of those, 2,155 museums were found to be eligible to participate and either fully or partially completed the NMS. Another 474 museums were confirmed as ineligible through the survey, resulting in an eligible population of 15,915 and a 14% response rate. Unit response rates for the NMS applied the AAPOR response rate (RR) for establishment surveys as defined in the AAPOR Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys.¹ Respondents to the 2025 NMS were museum contacts as defined by the population frame.

¹ <https://aapor.org/wp-content/uploads/2022/11/Standard-Definitions20169theditionfinal.pdf>.

AAPOR's establishment survey RR counts responses as complete and partial responses. Nonresponses may include refusals, break-offs (cases that started the NMS but broke off prior to the threshold to be considered a partial interview), and other eligible cases where no survey was conducted for various reasons (e.g., inability to complete survey due to location, language, physical state, etc.). In addition, because museums without a valid email address were unable to complete the survey, they were excluded from the population and the RR calculation reflects participation among eligible museums.

$$RR = \frac{I + P}{I + P + R + NC + O}$$

I = Complete interviews; O = Other; P = Partial interviews; R = Refusals and break-offs; RR= response rate; NC = Survey not completed. Note: Out of sample (OOS) cases do not appear in the denominator of RR. Per AAPOR establishment response rates guidance, OOS cases are incapable of participating and effectively should not be in the sample. These include duplicates on the sample list, establishments that are out of business, establishments that have been merged into another establishment and no longer exist on their own, and other establishments that have changed in nature such that they are no longer appropriate for the screener instrument (AAPOR, 2016).

$$Item\ Response = \frac{Number\ of\ valid\ item - level\ responses}{Number\ of\ eligible\ respondents - valid\ skips}$$

Item-level response rates for all items in the NMS were reported. The number of valid item-level responses for each item was calculated as the number of eligible respondents who reached the item in the NMS, not including the number of valid skips for each item. Valid skips included skips due to survey logic (-1) or skips from partial completes that never saw the item (-2). Item response rates range from 9% (optional address update questions) to 100%. Most of the items (86%) had an item response rate of over 90%. Details on item response rates for all items can be found in Appendix B.

4. DATA PROCESSING AND ANALYSIS

4.1. Data Processing

The NMS was designed and programmed to minimize data entry errors and avoid data inconsistencies. However, data entry errors and inconsistencies were still likely to occur during data collection. Specific levels of data review were performed on the raw survey data prior to, during, and after data collection to ensure accurate responses and reliable data. Once data collection ended on March 24, 2025, final raw NMS data was extracted from

Qualtrics, including records designated as complete interviews, partial interviews, and ineligible.

Details for all data review checks and findings are described in the next section.

4.1.1. Checks

One-way Frequencies. One-way frequencies were output as an initial review of the NMS interim and final raw data to inspect variable contents, variable formats, variable types (i.e., numeric or character), and variable distributions.

Missingness. Automated programs were run to identify variables with large percentages of missing data. No issues were identified for further investigation.

Skip Patterns. Cross-checks were output to review and verify skip patterns in the data and determine reserve codes to be applied to the data (i.e., valid skip, skipped, missing, and don't know). Prior to the start of data collection, skip pattern checks were run on the finalized and approved survey using test data automatically generated from Qualtrics to confirm that survey logic and data storage was functioning as intended as part of programming and testing. Throughout data collection on a weekly basis, all data were run through checks to confirm accurate data capture.

Consistency Checks. After data collection ended, cross-checks were output to identify and flag any data discrepancies and improbable or inconsistent responses across the survey for eligible records. Records were reviewed and resolved or verified as acceptable.

Duplicate Records. Records were reviewed to identify any duplicate museum responses across records. There were 30 records with duplicate FRAME_ID values identified in the raw Qualtrics data. For these duplicates, the level of survey completeness was computed and the record with the highest rate of completeness was retained. There were 14 duplicate records removed in this step. If identified duplicates had identical completeness rates, one of the two records was randomly selected to be retained; 1 duplicate record was removed in this step. Additional duplicate records were identified and removed from the dataset for various other reasons: 4 records were removed due to self-reporting an identical reported museum name in the survey, despite FRAME_ID being distinct. In one specific case, the same museum name was reported for two separate FRAME_ID values and both records were retained as the reported museum name was the owning organization of both museums in the frame. Both records were partial completes.

Out-of-Range Responses. Continuous variables were reviewed for improbable or implausible values and resolved, as needed, across two rounds of review. The first round of review included values that were two standard deviations from the mean value. The second round of review involved a review of the top 10 values in each variable, regardless of distribution. Resolution for each record fell into one of three categories: 1) value was verified as acceptable; 2) out-of-range value was recoded to a reserve code (i.e., -8 = Out of range), or 3) out-of-range value was recoded to a valid and verifiable value. Based on the rounds of review, 32 records were recoded to an out-of-range reserve code and 26 records were recoded to a valid and verified value. Any record that was recoded to a valid value was flagged as such with a recode flag variable (e.g., Q4_2VAL_R = 1). In addition to

out-of-range continuous values, all response data for discrete variables were reviewed against expected variable formats to confirm that response option values were valid and as expected.

Dispositions. Records were reviewed to confirm survey completion status, including complete interviews, partial interviews, refusals, and ineligible. Checks included verifying that complete and partial records had expected survey data and that refusals and ineligible did not have survey data and were coded as such.

4.1.2. Edits

Once all data review as detailed earlier was completed, data cleaning was conducted as identified in the data review process. Once the data was cleaned, one-way frequencies were inspected to confirm all data cleaning was implemented as expected. Edits included converting variables from character to numeric types, removing extraneous characters in values (e.g., a “,” from an expected numeric value), and cleaning state abbreviations for consistency.

4.1.3. Reserve Codes

Reserve codes were applied to the data to designate skip logic patterns, partial data, out-of-range data, and missing data for all variables. Raw data as exported from Qualtrics included values of -99 = “Skipped,” which indicated when a respondent saw an item but did not provide a response and continued to the next survey question. A multistep process was implemented to assign remaining reserve codes to account for all types of missingness for all variables in the dataset:

- a) Certain items had a corresponding “Don’t know” checkbox. If the “Don’t know” checkbox item was selected, the corresponding continuous item value was set to -6, replacing the value of -99 as saved in Qualtrics (e.g., if Q3_2DK = 1, then Q3_2VAL = -6). This consolidated the “Don’t know” response into the corresponding continuous item.
- b) Remaining missing values (e.g., “NULL” or “.”) were coded as -2 = Missing to indicate an item was never seen by a respondent.
- c) Logical skip reserve codes of -1 = Valid skip were assigned to indicate when an item was not seen due to programmed skip logic in the survey.
 - i) Any reserve codes remaining as -2 = Missing after the -1 = Valid skip reserve codes were applied indicated a partial complete respondent that never reached an item due to a break-off.
- d) Specific response values were hard coded to -8 = Out of range based on the data quality review as noted in the Out-of-Range Responses section above.

Table 1 describes the reserve codes included in the data.

Table 1. Reserve Codes

Reserve Code	Reserve Code Label	Details
-1	Valid Skip	Item was logically skipped due to survey logic
-2	Missing	Item was not seen due to the survey being only partially completed and the respondent not reaching the item
-6	Don't know	Item was set to -6 when the corresponding "Don't know" checkbox option was selected
-8	Out of range	Item was set to -8 when a continuous value was found to be out of range (i.e., outlier value)
-99	Skipped	Item was seen by the survey respondent, but no response was provided

4.1.4. Calculated Variables

Once the data were cleaned and edited, calculated variables were created for the analysis subgroups used in analyses. Variables were also created for collapsed versions of continuous variables to reduce the risk of data disclosure (see Section 2.4. Excluded Data for details). Categories for the collapsed variables were determined based on a combination of inspection of NMS data distributions and percentiles as well as logical categories based on expected data groupings. The analysis subgroups are shown in Table 2, and collapsed variables are shown in Table 3.

Table 2. Analysis Subgroup Definitions

Analysis Subgroup Variable Name	Analysis Subgroup Variable Label	Variable Values
REGION	American Alliance of Museums (AAM) regions	West (AK, AZ, CA, HI, ID, NV, OR, UT, WA, Guam) Mountain Plains (CO, KS, MT, ND, NE, NM, OK, SD, TX, WY) Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV, PR, USVI) Midwest (IA, IL, IN, MI, MN, MO, OH, WI) Mid-Atlantic (DE, MD, NJ, NY, PA, DC) New England (CT, MA, ME, NH, RI, VT)
DISCIPLINE_COLLAPSED	Museum discipline	1 = Art museum 2 = Botanical garden / arboretum / nature center 3 = Children's museum 4 = General museum 5 = History museum / historic site / historic house 6 = Natural history / anthropology museum 7 = Science / technology center / museum / planetariums 8 = Zoo / aquarium 9 = Specialized museum 10 = Other
SIZE	Museum size	1 = Self-identified small 2 = Self-identified not small 3 = Not sure -99 = Skipped
CLASSIFICATION	Legal classification	1 = Academic 2 = Government 3 = Private non-profit 4 = Other

Analysis Subgroup Variable Name	Analysis Subgroup Variable Label	Variable Values
PRCHD	Parent/child institution	1 = Parent institution 2 = Not parent institution 3 = Not sure
CLTYPE	Collection type	1 = Living collections only 2 = Non-living or objects collections only 3 = Multiple types / Other -99 = Skipped

Table 3. Collapsed Variable Definitions

Collapsed Variable Name	Collapsed Variable Label	Variable Values
Q1_6_C	In what year was [INSTITUTION NAME] founded? - Collapsed Version	1 = 1958 and prior 2 = 1959 to 1980 3 = 1981 to 1998 4 = 1999 to present -2 = Missing -99 = Skipped
Q3_2VAL_C	What is the total acreage of the land on which your [MUSEUM TYPE] is located? - Number of Acres - Collapsed Version	1 = Less than an acre 2 = 1 to 5 acres 3 = 6 to 20 acres 4 = 21 to 100 acres 5 = More than 100 acres -1 = Valid skip -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped
Q3_3VAL_C	What is the total square footage of your [MUSEUM TYPE]'s building spaces? Please include all building space whether for public or non-public use. - Total building space in square feet - Collapsed Version	1 = Less than 5,000 2 = 5,000 to 14,999 3 = 15,000 to 39,999 4 = 40,000 to 99,999 5 = 100,000 or more -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped
Q4_2VAL_C	What was your [MUSEUM TYPE]'s total revenue for [FISCAL YEAR]? This includes all revenue, such as gifts, donations, or grant funding received; earnings from program services such as admissions, memberships, and educational offerings; gift shop and cafe sales; event rentals; investment income from endowments or other sources; and any other revenue. - Total revenue - Collapsed Version	1 = Less than \$250,000 2 = \$250,000 to \$999,999 3 = \$1,000,000 to \$4,999,999 4 = \$5,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped

Collapsed Variable Name	Collapsed Variable Label	Variable Values
Q4_3_1_C	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Revenue in dollars, Contributions and grants - Collapsed Version	1 = Less than \$100,000 2 = \$100,000 to \$499,999 3 = \$500,000 to \$1,999,999 4 = \$2,000,000 to \$9,999,999 5 = \$10,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_3_2_C	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Revenue in dollars, Program service revenue - Collapsed Version	1 = Less than \$50,000 2 = \$50,000 to \$199,999 3 = \$200,000 to \$749,999 4 = \$750,000 to \$1,999,999 5 = \$2,000,000 to \$4,999,999 6 = \$5,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_3_3_C	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Revenue in dollars, Investment income - Collapsed Version	1 = Less than \$0 2 = \$0 3 = \$1 to \$7,499 4 = \$7,500 to \$49,999 5 = \$50,000 to \$249,999 6 = \$250,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_3_4_C	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Revenue in dollars, Other revenue - Collapsed Version	1 = Less than \$0 2 = \$0 to \$9,999 3 = \$10,000 to \$49,999 4 = \$50,000 to \$249,999 5 = \$250,000 to \$999,999 6 = \$1,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_4VAL_C	What was your [MUSEUM TYPE]'s total expenses for [FISCAL YEAR]? This includes all expenses, such as scholarships or research grants given by the institution; costs associated with member benefits such as discounts or special access; salaries, compensation, and employee benefits; fundraising costs and marketing fees; day-to-day operational costs such as supplies, maintenance, rent or other bills; and any other expenses. Total expenses amount - Collapsed Version	1 = Less than \$250,000 2 = \$250,000 to \$999,999 3 = \$1,000,000 to \$4,999,999 4 = \$5,000,000 to \$19,999,999 5 = \$20,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped

Collapsed Variable Name	Collapsed Variable Label	Variable Values
Q4_5_1_C	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Expenses in dollars, Grants and similar amounts paid - Collapsed Version	1 = None 2 = Less than \$250,000 3 = \$250,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_5_2_C	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Expenses in dollars, Benefits paid to or for members - Collapsed Version	1 = None 2 = Less than \$50,000 3 = \$50,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_5_3_C	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Expenses in dollars, Salaries, other compensation, employee benefits - Collapsed Version	1 = Less than \$100,000 2 = \$100,000 to \$499,999 3 = \$500,000 to \$1,999,999 4 = \$2,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_5_4_C	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Expenses in dollars, Professional fundraising fees - Collapsed Version	1 = None 2 = Less than \$100,000 3 = \$100,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_5_5_C	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Expenses in dollars, Other expenses - Collapsed Version	1 = Less than \$100,000 2 = \$100,000 to \$499,999 3 = \$500,000 to \$1,999,999 4 = \$2,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped
Q4_6VAL_C	Even if already captured in other categories above, what was your [MUSEUM TYPE]'s total fundraising expenses for [FISCAL YEAR]? - Collapsed Version	1 = Less than \$5,000 2 = \$5,000 to \$49,999 3 = \$50,000 to \$249,999 4 = \$250,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped

Collapsed Variable Name	Collapsed Variable Label	Variable Values
Q5_1_FULLT_VAL_C	At the end of [FISCAL YEAR], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Full-time - Employees (headcount) - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 10 4 = 11 to 50 5 = More than 50 -1 = Valid skip -2 = Missing -8 = Out of range -99 = Skipped
Q5_1_PARTT_VAL_C	At the end of [FISCAL YEAR], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Part-time - Employees (headcount) - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 10 4 = 11 to 50 5 = More than 50 -1 = Valid skip -2 = Missing -8 = Out of range -99 = Skipped
Q5_1_FULLTVAC_VAL_C	At the end of [FISCAL YEAR], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Full-time - Vacant/unfilled positions - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 5 4 = 6 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q5_1_PARTTVAC_VAL_C	At the end of [FISCAL YEAR], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Part-time - Vacant/unfilled positions - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 5 4 = 6 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q5_2_C	What was the total number of independent contractors engaged by [INSTITUTION NAME] at the end of [FISCAL YEAR]? Independent contractors are individuals who provide services for your [MUSEUM TYPE] under an agreement and outside of an employer-employee relationship. Independent contractors are not paid through your payroll, and they may receive an IRS Form 1099. This does not include companies or firms. - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 10 4 = 11 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q5_3_C	What was the total number of unpaid volunteers at [INSTITUTION NAME] at the end of [FISCAL YEAR], excluding board members? A volunteer is anyone performing work for your [MUSEUM TYPE] who is unpaid. Exclude unpaid interns, apprentices, and fellows. - Collapsed Version	1 = 0 2 = 1 to 10 3 = 11 to 50 4 = 51 or more -1 = Valid skip -2 = Missing -99 = Skipped

Collapsed Variable Name	Collapsed Variable Label	Variable Values
Q5_5_C	What was the total number of paid and/or unpaid interns, apprentices, and/or fellows at [INSTITUTION NAME] at the end of [FISCAL YEAR]? - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 10 4 = 11 or more -1 = Valid skip -2 = Missing -8 = Out of range -99 = Skipped
Q5_7_C	What was the total number of voting members for [INSTITUTION NAME]'s governing body at the end of [FISCAL YEAR]? - Collapsed Version	1 = 1 to 9 2 = 10 to 19 3 = 20 to 29 4 = 30 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q5_9_C	How many advisory boards did [INSTITUTION NAME] have at the end of [FISCAL YEAR]? - Collapsed Version	1 = 1 2 = 2 to 3 3 = 4 to 6 4 = 7 to 10 5 = More than 10 -1 = Valid skip -2 = Missing -99 = Skipped
Q6_1VAL_C	What was the total number of on-site visits to your [MUSEUM TYPE] during [FISCAL YEAR]? Count each on-site visit by a group member (e.g., a group of 12 equals 12 visits). On-site visits total number - Collapsed Version	1 = Less than 1,000 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 to 249,999 5 = 250,000 or more -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped
Q6_2_1_C	How many groups visited your [MUSEUM TYPE] during [FISCAL YEAR]? Please report the number of groups, not the number of group members. - Number of Pre-K–12 groups - Collapsed Version	1 = 0 2 = 1 to 10 3 = 11 to 50 4 = 51 to 200 5 = 201 to 500 6 = More than 500 -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped
Q6_2_2_C	How many groups visited your [MUSEUM TYPE] during [FISCAL YEAR]? Please report the number of groups, not the number of group members. - Number of other visiting groups - Collapsed Version	1 = 0 2 = 1 to 10 3 = 11 to 50 4 = 51 to 200 5 = 201 to 500 6 = More than 500 -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped

Collapsed Variable Name	Collapsed Variable Label	Variable Values
Q6_5_C	What was the price of adult general admission at the end of [FISCAL YEAR]? - Collapsed Version	1 = \$1 to \$4.99 2 = \$5 to \$9.99 3 = \$10 to \$19.99 4 = \$20 to \$29.99 5 = \$30 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q6_6_C	On how many days during [FISCAL YEAR] did your [MUSEUM TYPE] offer free general admission to all visitors for at least part of the day? Estimate if you are unsure. Enter "0" if your [MUSEUM TYPE] did not offer free admission. - Collapsed Version	1 = 0 days 2 = 1 to 4 days 3 = 5 to 12 days 4 = 13 to 52 days 5 = 53 to 250 days 6 = More than 250 days -1 = Valid skip -2 = Missing -99 = Skipped
Q6_10_C	What was your [MUSEUM TYPE]'s total number of active memberships at the end of [FISCAL YEAR]? Please report the total number of memberships, not the number of individuals who are members. For example, count a family or household membership as one membership. - Collapsed Version	1 = 0 to 99 2 = 100 to 499 3 = 500 to 1,999 4 = 2,000 to 9,999 5 = 10,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_2VAL_C	What were your [MUSEUM TYPE]'s total website visits during [FISCAL YEAR]? If your [MUSEUM TYPE] had a web page on your parent institution's website, please report visits to just your [MUSEUM TYPE]'s web page. Website visits is the total number of sessions rather than page views. Website visit number - Collapsed Version	1 = 0 to 49,999 2 = 50,000 to 249,999 3 = 250,000 to 999,999 4 = 1,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q7_5_1_C	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Facebook - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_5_2_C	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Instagram - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped

Collapsed Variable Name	Collapsed Variable Label	Variable Values
Q7_5_3_C	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? LinkedIn - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_5_4_C	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Snapchat - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_5_5_C	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? TikTok - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -8 = Out of range -99 = Skipped
Q7_5_6_C	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? X (Formerly Twitter) - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_5_7_C	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Vimeo - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_5_8_C	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? YouTube - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -8 = Out of range -99 = Skipped
Q7_5_9_C	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Other Platform 1 - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped

Collapsed Variable Name	Collapsed Variable Label	Variable Values
Q7_5_10_C	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Other Platform 2 - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped

A variable was also calculated for metro status using Rural-Urban Continuum Codes (RUCC) for each museum record. The variable RUCC was created by mapping the museum ZIP code provided in the NMS to Federal Information Processing Standards (FIPS) codes. Using the FIPS codes, the 9-level RUCC were assigned using 2023 RUCC data. RUCC data from 2013 was used for museums located in Connecticut due to data availability. Some ZIP codes in the NMS data could not be directly linked to FIPS codes due to discrepancies between ZIP codes and ZIP code tabulation areas (ZCTAs). For these cases, longitude and latitude from the frame were used to find the county FIPS codes.

The 9-level RUCC codes were then collapsed as noted in Table 4 for data disclosure reasons.

Table 4. RUCC Metro Status Variable Details

Variable Name	Variable Label	9-Level RUCC Codes	6-Level Collapsed RUCC Codes
RUCC	Metro Status: RUCC codes collapsed	1 = Metro - Counties in metro areas of 1 million population or more	1 = Metro - Counties in metro areas of 1 million population or more
		2 = Metro - Counties in metro areas of 250,000 to 1 million population	2 = Metro - Counties in metro areas of 250,000 to 1 million population
		3 = Metro - Counties in metro areas of fewer than 250,000 population	3 = Metro - Counties in metro areas of fewer than 250,000 population
		4 = Nonmetro - Urban population 20,000 or more, adjacent to a metro area	4 = Nonmetro - Urban population 20,000 or more, adjacent or not adjacent to a metro area
		5 = Nonmetro - Urban population 20,000 or more, not adjacent to a metro area	
		6 = Nonmetro - Urban population 5,000 to 20,000, adjacent to a metro area	5 = Nonmetro - Urban population 5,000 to 20,000, adjacent or not adjacent to a metro area
		7 = Nonmetro - Urban population 5,000 to 20,000, not adjacent to a metro area	
		8 = Nonmetro - Urban population of fewer than 5,000, adjacent to a metro area	6 = Nonmetro - Urban population fewer than 5,000, adjacent or not adjacent to a metro area
		9 = Nonmetro - Urban population of fewer than 5,000, not adjacent to a metro area	

4.2. *Non-Sampling Errors*

In addition to sampling uncertainty, the estimates may be subject to non-sampling errors, including coverage and nonresponse errors. Coverage errors may occur if there are museums not covered by the current population frame. Nonresponse errors may occur if museums that did not participate differ from respondents with respect to key variables. Although weighting and post-stratification were applied to mitigate differential probabilities of nonresponse, residual bias may remain if the adjustments do not fully account for differences between responding and nonresponding museums.

4.2.1. Nonresponse Bias Analysis

Response rates were computed by museum discipline type and American Alliance of Museums (AAM) region, the two museum characteristics available for all museums in the population frame. The highest response rate was observed among children's museums (29%), while the lowest was observed among zoos/aquariums (10%). In addition, sample characteristics and key survey responses were compared across the different data collection phases, as an indirect assessment of potential nonresponse bias. In summary, responding museums from the earlier data collection phases tended to report smaller organizational size measures, including lower operating budgets, square footage, revenue, expenses, and numbers of full- and part-time positions. The 95% confidence levels were applied to all statistical tests.

4.2.2. Imputation

No imputation was performed on the 2025 NMS data.

4.3. *Analysis*

NMS data underwent weighting procedures as described in section 4.3.2. Analysis was conducted using the NMS weighted data outputting frequency distributions and descriptive statistics along with significance testing. Details are included in section 4.3.3. These analysis tables are available at this link: <https://www.imls.gov/nms-data-portal>.

4.3.1. Weighting

Weights were calibrated to the population totals using AAM region, discipline, and AI-predicted museum size in the NMS population frame. Weighted data addresses sample, respondent, and nonrespondent bias in order to ensure that the data are representative and accurate and that they support the analyses produced from the 2025 NMS data. Once the weights were produced and finalized, the weight variable, FINALWT, was merged onto the derived analysis dataset by FRAME_ID for use in analysis.

A binary size measure, small or not-small, was predicted using a large language model (LLM) (GPT-5.2) for each museum record using institution name, address, location, and museum type as inputs. The model returned a structured output including the size prediction and supporting diagnostic fields (e.g., recognition flag, key evidence, and uncertainty). The approach was iteratively prompt-tested to emphasize physical/operational scale and produce consistent classifications. Performance was evaluated against a benchmark of 2,689 museums with self-reported perceived size collected on the survey, achieving 75.5%

agreement. After validation, the model was applied to all records in the population frame and the resulting predicted size variable was incorporated into the survey weighting as an additional calibration variable alongside AAM region and discipline.

4.3.2. Data Analysis

Weighted estimates were produced using design-based methods implemented in the R package survey (see [CRAN: Package survey](#) for details).

For categorical survey items, weighted proportions and corresponding 95% confidence intervals were estimated within subgroups using the beta (Clopper–Pearson) method. Sampling error was assessed using design-based variance estimation. Standard errors were not reported separately. Instead, 95% confidence intervals were constructed from these variance estimates and serve as the primary measure of sampling uncertainty. The magnitude of sampling error was presented through the width of confidence intervals.

For continuous survey items, weighted means and standard deviations were estimated within subgroups. Weighted medians were also computed and reported along with minimum and maximum values to measure central tendency and distributional spread, particularly for skewed variables.

Pairwise comparisons between subgroups were conducted using survey-weighted Chi-square tests across all survey items. All pairwise tests evaluated all combinations of subgroup categories; therefore, resulting p-values were adjusted for multiple comparisons using the Bonferroni correction. Statistical significance was determined at the 0.05 level based on adjusted p-values. Subgroup categories and response options with statistically significant differences were indicated in cross-tabulations using superscripts.

4.3.3. Data Considerations and Anomalies

Data users should interpret the 2025 NMS estimates with the understanding that the museum frame remains under active development and is being refined through ongoing frame building, data cleaning, deduplication, and eligibility review. Further, there are instances where a parent institution responded in aggregate for their child institutions despite the intent to collect institution-level data. Ongoing frame refinement efforts aim to better identify and document these relationships.

The weighted number of museums at the national and regional levels reflect the estimated number of museums from the sampling frame. However, the weighted total at the state level may be higher or lower than the true total number of museums. Estimates and inferential comparisons at the state level should be interpreted with caution due to small sample sizes.

In addition, the 2025 NMS achieved a relatively low response rate, which may increase the potential for nonresponse bias despite the application of weighting adjustments. In future cycles, IMLS will continue to refine the frame and enhance data collection procedures to improve response rates and strengthen overall data quality.

5. GUIDE TO THE PUBLIC-USE DATA FILES

5.1. Data Products

IMLS provides one public-use data file for this survey (NMS2025_public). The data file is provided in multiple formats: SAS (.sas7bdat), comma-delimited (.csv), and SPSS (.sav). The 2025 NMS public-use data file consists of 2,226 eligible complete and partial survey records (observations), one for each eligible complete or partial complete museum respondent. The data file has 184 variables, including analysis subgroup variables, collapsed variables, and recode flags. The SAS dataset includes variable labels with accompanying SAS format definitions and SAS format assignments files that can be applied by the data user using the sample SAS code in Figure 2. The SPSS dataset includes variable labels and value label formats applied to the data.

Figure 2. SAS Code to Read in the Public-Use SAS Dataset

```
libname libname "[FILE LOCATION]";  
  
%include "[FILE LOCATION]\NMS2025_formats.sas";  
  
data nms2025_public;  
    set libname.nms2025_public;  
    %include "[FILE LOCATION]\NMS2025_formatsAssign.sas";  
  
run;
```

All data products are listed in Table 5.

Table 5. 2025 NMS Data Products

Data Product	Details
NMS2025_public.sas7bdat	Public-use SAS dataset
NMS2025_formats.sas	SAS format definitions for the NMS2025_public SAS dataset
NMS2025_formatsAssign.sas	SAS format assignments for the NMS2025_public SAS dataset
NMS2025_public.sav	Public-use SPSS dataset
NMS2025_public.csv	Public-use CSV dataset
NMS2025_public_datadictionary.xlsx	Public-use data dictionary

5.2. 2025 NMS Record Layout

See Appendix A for the record layout of the 2025 NMS public-use data files, including variable names, variable labels, variable types, variable formats, and value labels.

6. ADDITIONAL RESOURCES

6.1. Electronic Access

Access to 2025 NMS documentation, data, and other resources are available on the IMLS website: [National Museum Survey \(NMS\)](#).

Question Reference Guide. Includes the 2025 NMS questionnaire and related documentation: [2025 National Museum Survey Question Reference Guide](#).

Public-Use Data Files. Consists of public-use 2025 NMS data in different data formats (i.e., SAS, SPSS, and CSV): [2025 National Museum Survey Public Use Data Files \(ZIP\)](#).

Data Tables. Includes analyses on the 2025 NMS in Excel format: [2025 National Museum Survey Analysis Tables \(ZIP\)](#).

Data Portal. A user-friendly online tool designed to view, explore, and share data from the 2025 NMS results: [2025 National Museum Survey Data Portal](#).

6.2. Contact for More Information

Additional information about this survey can be obtained by contacting:
Institute of Museum and Library Services
200 Constitution Ave., NW N-3627
Washington, DC 20210
research@imls.gov

APPENDIX A: Record Layout of the 2025 NMS Data File

Table A-1. Record Layout of the 2025 NMS Data File

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
FRAME_ID	1	NA	Num	8		Museum ID	Continuous
Q1_5	2	Section 1: Background Information	Num	8	Q1_5F.	To improve your survey-taking experience, please select the term that best represents how we should refer to [INSTITUTION NAME]. We will use this term throughout the survey.	1 = Museum 4 = Aquarium 5 = Center 6 = Garden 7 = Institution 8 = Organization 9 = Park 10 = Site 11 = Zoo
Q1_6_C	3	Section 1: Background Information	Num	8	Q1_6_CF.	In what year was [INSTITUTION NAME] founded? - Collapsed Version	1 = 1958 and prior 2 = 1959 to 1980 3 = 1981 to 1998 4 = 1999 to present -2 = Missing -99 = Skipped
Q1_7	4	Section 1: Background Information	Num	8	Q1_7F.	Does [INSTITUTION NAME] have a parent institution?	1 = Yes 2 = No 3 = Not sure -2 = Missing
Q1_9_C	5	Section 1: Background Information	Num	8	Q1_9_CF.	Which category best describes the legal classification of [INSTITUTION NAME]? - Collapsed Version	1 = Non-profit organization 2 = Non-profit college/university 3 = Public college/university (e.g., state college) 4 = Local government (e.g., municipal, county) 5 = State/territorial government 6 = Tribal government 7 = Federal government 8 = Other (please specify) -2 = Missing -99 = Skipped
Q1_10	6	Section 1: Background Information	Num	8	Q1_10F.	Can you report operational data for [INSTITUTION NAME] only, separate from your parent institution?	1 = Yes 2 = No -1 = Valid skip -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q1_11DK	7	Section 1: Background Information	Num	8	Q1_11DKF.	What is the end date of the most recent FY for which you can report financial data for [INSTITUTION NAME]? - My institution is unable to report for any recent fiscal year.	0 = My institution is able to report for any recent fiscal year 1 = My institution is unable to report for any recent fiscal year. -2 = Missing -99 = Skipped
Q1_11MM	8	Section 1: Background Information	Num	8	Q1_11MMF.	What is the end date of the most recent FY for which you can report financial data for [INSTITUTION NAME]? - Month	1 = January 2 = February 3 = March 4 = April 5 = May 6 = June 7 = July 8 = August 9 = September 10 = October 11 = November 12 = December -2 = Missing -6 = Don't know -99 = Skipped
Q1_11YY	9	Section 1: Background Information	Num	8	Q1_11YYF.	What is the end date of the most recent FY for which you can report financial data for [INSTITUTION NAME]? - Year	1 = 2021 2 = 2022 3 = 2023 4 = 2024 -2 = Missing -6 = Don't know -99 = Skipped
Q2_1	10	Section 2: Institutional Characteristics	Num	8	Q2_1F.	Do you consider [INSTITUTION NAME] to be a small, medium, or large [MUSEUM TYPE]?	1 = Small 2 = Medium 3 = Large 4 = Not sure -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q2_2	11	Section 2: Institutional Characteristics	Num	8	Q2_2F.	What was the annual operating budget for [INSTITUTION NAME] in [FY]?	1 = \$99,999 or less 2 = \$100,000 to \$249,999 3 = \$250,000 to \$499,999 4 = \$500,000 to \$999,999 5 = \$1 million to \$2,999,999 6 = \$3 million to \$9,999,999 7 = \$10 million to \$14,999,999 8 = \$15 million to \$24,999,999 9 = \$25 million or more -2 = Missing -99 = Skipped
Q2_3_1	12	Section 2: Institutional Characteristics	Num	8	Q2_3_1F.	Which, if any, of the following function(s) best describes your [MUSEUM TYPE]? - Provides exhibitions and/or programs	0 = Does not provide exhibitions and/or programs 1 = Provides exhibitions and/or programs -2 = Missing -99 = Skipped
Q2_3_2	13	Section 2: Institutional Characteristics	Num	8	Q2_3_2F.	Which, if any, of the following function(s) best describes your [MUSEUM TYPE]? - Provides experiences and/or demonstrations	0 = Does not provide experiences and/or demonstrations 1 = Provides experiences and/or demonstrations -2 = Missing -99 = Skipped
Q2_3_3	14	Section 2: Institutional Characteristics	Num	8	Q2_3_3F.	Which, if any, of the following function(s) best describes your [MUSEUM TYPE]? - Stewards an historic site(s)	0 = Does not steward an historic site(s) 1 = Stewards an historic site(s) -2 = Missing -99 = Skipped
Q2_3_4	15	Section 2: Institutional Characteristics	Num	8	Q2_3_4F.	Which, if any, of the following function(s) best describes your [MUSEUM TYPE]? - Offers other public engagement activities	0 = Does not offer other public engagement activities 1 = Offers other public engagement activities (please specify) -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q2_3_5	16	Section 2: Institutional Characteristics	Num	8	Q2_3_5F.	Which, if any, of the following function(s) best describes your [MUSEUM TYPE]? My [MUSEUM TYPE] does not perform any of these or similar museum-related functions	0 = My [MUSEUM TYPE] does perform these or similar museum-related functions 1 = My [MUSEUM TYPE] does not perform any of these or similar museum-related functions -2 = Missing -99 = Skipped
Q2_4_1	17	Section 2: Institutional Characteristics	Num	8	Q2_4_1F.	Which, if any, of the following describe your [MUSEUM TYPE] collections? - Living collection	0 = Not living collection 1 = Living collection -2 = Missing -99 = Skipped
Q2_4_2	18	Section 2: Institutional Characteristics	Num	8	Q2_4_2F.	Which, if any, of the following describe your [MUSEUM TYPE] collections? - Non-living or objects collection	0 = Not non-living or objects collection 1 = Non-living or objects collection -2 = Missing -99 = Skipped
Q2_4_3	19	Section 2: Institutional Characteristics	Num	8	Q2_4_3F.	Which, if any, of the following describe your [MUSEUM TYPE] collections? - Other	0 = No other 1 = Other (please specify) -2 = Missing -99 = Skipped
Q2_4_4	20	Section 2: Institutional Characteristics	Num	8	Q2_4_4F.	Which, if any, of the following describe your [MUSEUM TYPE] collections? - My [MUSEUM TYPE] does not use, own, or display anything for exhibitions, programs, and/or experiences.	0 = My [MUSEUM TYPE] uses, owns, or displays collections for exhibitions, programs, and/or experiences. 1 = My [MUSEUM TYPE] does not use, own, or display anything for exhibitions, programs, and/or experiences. -2 = Missing -99 = Skipped
Q2_5_1	21	Section 2: Institutional Characteristics	Num	8	Q2_5_1F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Anthropology museum	0 = Not an anthropology museum 1 = Anthropology museum -2 = Missing -99 = Skipped
Q2_5_2	22	Section 2: Institutional Characteristics	Num	8	Q2_5_2F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Aquarium	0 = Not an Aquarium 1 = Aquarium -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q2_5_3	23	Section 2: Institutional Characteristics	Num	8	Q2_5_3F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Arboretum	0 = Not an arboretum 1 = Arboretum -2 = Missing -99 = Skipped
Q2_5_4	24	Section 2: Institutional Characteristics	Num	8	Q2_5_4F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Art museum	0 = Not an art museum 1 = Art museum -2 = Missing -99 = Skipped
Q2_5_5	25	Section 2: Institutional Characteristics	Num	8	Q2_5_5F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Botanical garden	0 = Not a botanical garden 1 = Botanical garden -2 = Missing -99 = Skipped
Q2_5_6	26	Section 2: Institutional Characteristics	Num	8	Q2_5_6F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Children's museum	0 = Not a children's museum 1 = Children's museum -2 = Missing -99 = Skipped
Q2_5_7	27	Section 2: Institutional Characteristics	Num	8	Q2_5_7F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - General museum	0 = Not a general museum 1 = General museum -2 = Missing -99 = Skipped
Q2_5_8	28	Section 2: Institutional Characteristics	Num	8	Q2_5_8F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Historic house and/or site	0 = Not a historic house and/or site 1 = Historic house and/or site -2 = Missing -99 = Skipped
Q2_5_9	29	Section 2: Institutional Characteristics	Num	8	Q2_5_9F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - History museum	0 = Not a history museum 1 = History museum -2 = Missing -99 = Skipped
Q2_5_10	30	Section 2: Institutional Characteristics	Num	8	Q2_5_10F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Natural history museum	0 = Not a natural history museum 1 = Natural history museum -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q2_5_11	31	Section 2: Institutional Characteristics	Num	8	Q2_5_11F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Nature center	0 = Not a nature center 1 = Nature center -2 = Missing -99 = Skipped
Q2_5_12	32	Section 2: Institutional Characteristics	Num	8	Q2_5_12F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Planetarium	0 = Not a planetarium 1 = Planetarium -2 = Missing -99 = Skipped
Q2_5_13	33	Section 2: Institutional Characteristics	Num	8	Q2_5_13F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Science and technology center/museum	0 = Not a science and technology center/museum 1 = Science and technology center/museum -2 = Missing -99 = Skipped
Q2_5_14	34	Section 2: Institutional Characteristics	Num	8	Q2_5_14F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Specialized museum	0 = Not a specialized museum 1 = Specialized museum -2 = Missing -99 = Skipped
Q2_5_15	35	Section 2: Institutional Characteristics	Num	8	Q2_5_15F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Zoo	0 = Not a zoo 1 = Zoo -2 = Missing -99 = Skipped
Q2_5_16	36	Section 2: Institutional Characteristics	Num	8	Q2_5_16F.	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Other	0 = Not other 1 = Other -2 = Missing -99 = Skipped
Q2_7	37	Section 2: Institutional Characteristics	Num	8	Q2_7F.	Does your [MUSEUM TYPE] have a fixed physical location(s) from which it serves the public?	1 = Yes 2 = No -2 = Missing
Q2_8	38	Section 2: Institutional Characteristics	Num	8	Q2_8F.	How many days was your [MUSEUM TYPE] open to the public through specific hours of operation and/or by appointment during [FY]?	1 = 89 days or less 2 = 90-119 4 = 120-179 5 = 180-239 6 = 240-299 7 = 300-359 8 = 360 days or more -2 = Missing

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q2_9	39	Section 2: Institutional Characteristics	Num	8	Q2_9F.	Does your [MUSEUM TYPE] have one or more full-time employees or full-time volunteers?	1 = Yes 2 = No -2 = Missing
Q2_10	40	Section 2: Institutional Characteristics	Num	8	Q2_10F.	Does your [MUSEUM TYPE] have part-time employees or part-time volunteers whose combined regular working hours are equal to (or greater than) at least one full-time position?	1 = Yes 2 = No -1 = Valid skip -2 = Missing
Q3_1	41	Section 3: Facilities	Num	8	Q3_1F.	Does [INSTITUTION NAME] own or lease/rent its facilities? Facilities refer to the land and buildings where the institution is located.	1 = Own 2 = Lease or rent 3 = A combination of own and lease/rent 4 = Other (please specify) -2 = Missing -99 = Skipped
Q3_2LESS	42	Section 3: Facilities	Num	8	Q3_2LF.	What is the total acreage of the land on which your [MUSEUM TYPE] is located? Please include all land, including land with buildings, gardens, parking lots, and so forth. - Less than an acre	0 = Not less than an acre 1 = Less than an acre -2 = Missing -6 = Don't know -99 = Skipped
Q3_2VAL_C	43	Section 3: Facilities	Num	8	Q3_2VALF.	What is the total acreage of the land on which your [MUSEUM TYPE] is located? - Number of acres - Collapsed Version	1 = Less than an acre 2 = 1 to 5 acres 3 = 6 to 20 acres 4 = 21 to 100 acres 5 = More than 100 acres -1 = Valid skip -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped
Q3_2DK	44	Section 3: Facilities	Num	8	DKF.	What is the total acreage of the land on which your [MUSEUM TYPE] is located? Please include all land, including land with buildings, gardens, parking lots, and so forth. - Don't know	0 = Valid response 1 = Don't know -2 = Missing -99 = Skipped
Q3_2EST	45	Section 3: Facilities	Num	8	ESTF.	What is the total acreage of the land on which your [MUSEUM TYPE] is located? Please include all land, including land with buildings, gardens, parking lots, and so forth. - This is an estimate	0 = Not an estimate 1 = This is an estimate -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q3_2VAL_R	46	Section 3: Facilities	Num	8	RECODEF.	What is the total acreage of the land on which your [MUSEUM TYPE] is located? Please include all land, including land with buildings, gardens, parking lots, and so forth. - Number of acres - Recode Flag	0 = Not recoded 1 = Recoded
Q3_3VAL_C	47	Section 3: Facilities	Num	8	Q3_3VALF.	What is the total square footage of your [MUSEUM TYPE]'s building spaces? Please include all building space whether for public or non-public use. - Total building space in square feet - Collapsed Version	1 = Less than 5,000 2 = 5,000 to 14,999 3 = 15,000 to 39,999 4 = 40,000 to 99,999 5 = 100,000 or more -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped
Q3_3DK	48	Section 3: Facilities	Num	8	DKF.	What is the total square footage of your [MUSEUM TYPE]'s building spaces? Please include all building space whether for public or non-public use. - Don't know	0 = Valid response 1 = Don't know -2 = Missing -99 = Skipped
Q3_3EST	49	Section 3: Facilities	Num	8	ESTF.	What is the total square footage of your [MUSEUM TYPE]'s building spaces? Please include all building space whether for public or non-public use. - This is an estimate	0 = Not an estimate 1 = This is an estimate -2 = Missing -99 = Skipped
Q3_4	50	Section 3: Facilities	Num	8	Q3_4F.	Which of the following best represents the condition of your [MUSEUM TYPE]'s facilities? Facilities refer to the land and buildings on which your institution is located.	1 = Facilities easily and readily support their intended uses 2 = Facilities provide adequate support for their intended uses. Some minor modifications/updates may be desired to improve their suitability 3 = Facilities require limited renovation to support their intended uses on a continuing basis 4 = Facilities require significant renovation to support their intended uses on a continuing basis. The space significantly inhibits program delivery 5 = Facilities are unsatisfactory and/or not functional for their intended uses 6 = It varies from facility to facility (please describe) -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q4_1_1	51	Section 4: Finances	Num	8	Q4_1_1F.	What source(s) will you use to answer financial information questions about [INSTITUTION NAME]? - My institution's IRS Form 990 (preferred method, if available)	0 = Not my institution's IRS Form 990 (preferred method, if available) 1 = My institution's IRS Form 990 (preferred method, if available) -1 = Valid skip -2 = Missing -99 = Skipped
Q4_1_2	52	Section 4: Finances	Num	8	Q4_1_2F.	What source(s) will you use to answer financial information questions about [INSTITUTION NAME]? - My institution's annual financial report	0 = Not my institution's annual financial report 1 = My institution's annual financial report -1 = Valid skip -2 = Missing -99 = Skipped
Q4_1_3	53	Section 4: Finances	Num	8	Q4_1_3F.	What source(s) will you use to answer financial information questions about [INSTITUTION NAME]? - My institution's accounting or budgeting software	0 = Not my institution's accounting or budgeting software 1 = My institution's accounting or budgeting software -1 = Valid skip -2 = Missing -99 = Skipped
Q4_1_4	54	Section 4: Finances	Num	8	Q4_1_4F.	What source(s) will you use to answer financial information questions about [INSTITUTION NAME]? - Other	0 = No other 1 = Other (please specify) -1 = Valid skip -2 = Missing -99 = Skipped
Q4_1_5	55	Section 4: Finances	Num	8	Q4_1_5F.	What source(s) will you use to answer financial information questions about [INSTITUTION NAME]? - Not sure	0 = Did not select not sure 1 = Not sure -1 = Valid skip -2 = Missing -99 = Skipped
Q4_2VAL_C	56	Section 4: Finances	Num	8	Q4_2VALF.	What was your [MUSEUM TYPE]'s total revenue for [FY]? - Total revenue - Collapsed Version	1 = Less than \$250,000 2 = \$250,000 to \$999,999 3 = \$1,000,000 to \$4,999,999 4 = \$5,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q4_2DK	57	Section 4: Finances	Num	8	DKF.	What was your [MUSEUM TYPE]'s total revenue for [FY]? - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_2EST	58	Section 4: Finances	Num	8	ESTF.	What was your [MUSEUM TYPE]'s total revenue for [FY]? - This is an estimate	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped
Q4_2VAL_R	59	Section 4: Finances	Num	8	RECODEF.	What was your [MUSEUM TYPE]'s total revenue for [FY]? - Total revenue - Recode Flag	0 = Not recoded 1 = Recoded
Q4_3_1_C	60	Section 4: Finances	Num	8	Q4_3_1F.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Revenue in dollars, Contributions and grants - Collapsed Version	1 = Less than \$100,000 2 = \$100,000 to \$499,999 3 = \$500,000 to \$1,999,999 4 = \$2,000,000 to \$9,999,999 5 = \$10,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_3_2_C	61	Section 4: Finances	Num	8	Q4_3_2F.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Revenue in dollars, Program service revenue - Collapsed Version	1 = Less than \$50,000 2 = \$50,000 to \$199,999 3 = \$200,000 to \$749,999 4 = \$750,000 to \$1,999,999 5 = \$2,000,000 to \$4,999,999 6 = \$5,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_3_3_C	62	Section 4: Finances	Num	8	Q4_3_3F.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Revenue in dollars, Investment income - Collapsed Version	1 = Less than \$0 2 = \$0 3 = \$1 to \$7,499 4 = \$7,500 to \$49,999 5 = \$50,000 to \$249,999 6 = \$250,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q4_3_4_C	63	Section 4: Finances	Num	8	Q4_3_4F.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Revenue in dollars, Other revenue - Collapsed Version	1 = Less than \$0 2 = \$0 to \$9,999 3 = \$10,000 to \$49,999 4 = \$50,000 to \$249,999 5 = \$250,000 to \$999,999 6 = \$1,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_3_1DK	64	Section 4: Finances	Num	8	DKF.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Contributions and grants - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_3_2DK	65	Section 4: Finances	Num	8	DKF.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Program service revenue - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_3_3DK	66	Section 4: Finances	Num	8	DKF.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Investment income - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_3_4DK	67	Section 4: Finances	Num	8	DKF.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Other revenue - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_3_1EST	68	Section 4: Finances	Num	8	ESTF.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Contributions and grants - Estimated	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q4_3_2EST	69	Section 4: Finances	Num	8	ESTF.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Program service revenue - Estimated	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped
Q4_3_3EST	70	Section 4: Finances	Num	8	ESTF.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Investment income - Estimated	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped
Q4_3_4EST	71	Section 4: Finances	Num	8	ESTF.	You told us that your [MUSEUM TYPE]'s total revenue was [Q4_2VAL] for [FY]. How did this revenue fall into each of the following revenue categories for [FY]? Other revenue - Estimated	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped
Q4_4VAL_C	72	Section 4: Finances	Num	8	Q4_4VALF.	What was your [MUSEUM TYPE]'s total expenses for [FY]? Total expenses amount - Collapsed Version	1 = Less than \$250,000 2 = \$250,000 to \$999,999 3 = \$1,000,000 to \$4,999,999 4 = \$5,000,000 to \$19,999,999 5 = \$20,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped
Q4_4DK	73	Section 4: Finances	Num	8	DKF.	What was your [MUSEUM TYPE]'s total expenses for [FY]? - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_4EST	74	Section 4: Finances	Num	8	ESTF.	What was your [MUSEUM TYPE]'s total expenses for [FY]? - This is an estimate	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q4_5_1_C	75	Section 4: Finances	Num	8	Q4_5_1F.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Expenses in dollars, Grants and similar amounts paid - Collapsed Version	1 = None 2 = Less than \$250,000 3 = \$250,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_5_2_C	76	Section 4: Finances	Num	8	Q4_5_2F.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Expenses in dollars, Benefits paid to or for members - Collapsed Version	1 = None 2 = Less than \$50,000 3 = \$50,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_5_3_C	77	Section 4: Finances	Num	8	Q4_5_3F.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Expenses in dollars, Salaries, other compensation, employee benefits - Collapsed Version	1 = Less than \$100,000 2 = \$100,000 to \$499,999 3 = \$500,000 to \$1,999,999 4 = \$2,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_5_4_C	78	Section 4: Finances	Num	8	Q4_5_4F.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Expenses in dollars, Professional fundraising fees - Collapsed Version	1 = None 2 = Less than \$100,000 3 = \$100,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_5_5_C	79	Section 4: Finances	Num	8	Q4_5_5F.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Expenses in dollars, Other expenses - Collapsed Version	1 = Less than \$100,000 2 = \$100,000 to \$499,999 3 = \$500,000 to \$1,999,999 4 = \$2,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q4_5_1DK	80	Section 4: Finances	Num	8	DKF.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Grants and similar amounts paid - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_5_2DK	81	Section 4: Finances	Num	8	DKF.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Benefits paid to or for members - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_5_3DK	82	Section 4: Finances	Num	8	DKF.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Salaries, other compensation, employee benefits - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_5_4DK	83	Section 4: Finances	Num	8	DKF.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Professional fundraising fees - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_5_5DK	84	Section 4: Finances	Num	8	DKF.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Other expenses - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_5_1EST	85	Section 4: Finances	Num	8	ESTF.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Grants and similar amounts paid - Estimated	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped
Q4_5_2EST	86	Section 4: Finances	Num	8	ESTF.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Benefits paid to or for members - Estimated	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q4_5_3EST	87	Section 4: Finances	Num	8	ESTF.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Salaries, other compensation, employee benefits - Estimated	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped
Q4_5_4EST	88	Section 4: Finances	Num	8	ESTF.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Professional fundraising fees - Estimated	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped
Q4_5_5EST	89	Section 4: Finances	Num	8	ESTF.	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FY]. How did these expenses fall into each of the following expense categories for [FY]? Other expenses - Estimated	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped
Q4_6VAL_C	90	Section 4: Finances	Num	8	Q4_6VALF.	Even if already captured in other categories above, what was your [MUSEUM TYPE]'s total fundraising expenses for [FY]? - Collapsed Version	1 = Less than \$5,000 2 = \$5,000 to \$49,999 3 = \$50,000 to \$249,999 4 = \$250,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped
Q4_6DK	91	Section 4: Finances	Num	8	DKF.	Even if already captured in other categories above, what was your [MUSEUM TYPE]'s total fundraising expenses for [FY]? - Don't know	0 = Valid response 1 = Don't know -1 = Valid skip -2 = Missing -99 = Skipped
Q4_6EST	92	Section 4: Finances	Num	8	ESTF.	Even if already captured in other categories above, what was your [MUSEUM TYPE]'s total fundraising expenses for [FY]? - This is an estimate	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q5_1_FULLT_VAL_C	93	Section 5: Human Resources	Num	8	Q5_1_FEF.	At the end of [FY], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Full-time - Employees (headcount) - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 10 4 = 11 to 50 5 = More than 50 -1 = Valid skip -2 = Missing -8 = Out of range -99 = Skipped
Q5_1_PARTT_VAL_C	94	Section 5: Human Resources	Num	8	Q5_1_PEF.	At the end of [FY], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Part-time - Employees (headcount) - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 10 4 = 11 to 50 5 = More than 50 -1 = Valid skip -2 = Missing -8 = Out of range -99 = Skipped
Q5_1_FULLT_EST	95	Section 5: Human Resources	Num	8	ESTF.	At the end of [FY], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Full-time - Employees (headcount) - Estimated	0 = Not estimated 1 = Estimated -1 = Valid skip -2 = Missing -99 = Skipped
Q5_1_PARTT_EST	96	Section 5: Human Resources	Num	8	ESTF.	At the end of [FY], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Part-time - Employees (headcount) - Estimated	0 = Not estimated 1 = Estimated -1 = Valid skip -2 = Missing -99 = Skipped
Q5_1_FULLT_VAC_VAL_C	97	Section 5: Human Resources	Num	8	Q5_1_FVF.	At the end of [FY], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Full-time - Vacant/unfilled positions - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 5 4 = 6 or more -1 = Valid skip -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q5_1_PARTT VAC_VAL_C	98	Section 5: Human Resources	Num	8	Q5_1_PVF.	At the end of [FY], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Part-time - Vacant/unfilled positions - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 5 4 = 6 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q5_2_C	99	Section 5: Human Resources	Num	8	Q5_2F.	What was the total number of independent contractors engaged by [INSTITUTION NAME] at the end of [FY]? - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 10 4 = 11 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q5_3_C	100	Section 5: Human Resources	Num	8	Q5_3F.	What was the total number of unpaid volunteers at [INSTITUTION NAME] at the end of [FY], excluding board members? - Collapsed Version	1 = 0 2 = 1 to 10 3 = 11 to 50 4 = 51 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q5_4	101	Section 5: Human Resources	Num	8	Q5_4F.	Did your [MUSEUM TYPE] offer paid or unpaid internships, apprenticeships, or fellowships during [FY]?	1 = Yes, paid 2 = Yes, unpaid 3 = Yes, both paid and unpaid 4 = No -1 = Valid skip -2 = Missing -99 = Skipped
Q5_5_C	102	Section 5: Human Resources	Num	8	Q5_5F.	What was the total number of paid and/or unpaid interns, apprentices, and/or fellows at [INSTITUTION NAME] at the end of [FY]? - Collapsed Version	1 = 0 2 = 1 to 2 3 = 3 to 10 4 = 11 or more -1 = Valid skip -2 = Missing -8 = Out of range -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q5_6	103	Section 5: Human Resources	Num	8	Q5_6F.	Did your [MUSEUM TYPE] have a governing body during [FY]? Please only include governing bodies with fiduciary responsibilities (e.g., board of directors).	1 = Yes 2 = No -1 = Valid skip -2 = Missing -99 = Skipped
Q5_7_C	104	Section 5: Human Resources	Num	8	Q5_7F.	What was the total number of voting members for [INSTITUTION NAME]'s governing body at the end of [FY]? - Collapsed Version	1 = 1 to 9 2 = 10 to 19 3 = 20 to 29 4 = 30 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q5_8	105	Section 5: Human Resources	Num	8	Q5_8F.	Did your [MUSEUM TYPE] have one or more advisory boards at the end of [FY]?	1 = Yes 2 = No -1 = Valid skip -2 = Missing -99 = Skipped
Q5_9_C	106	Section 5: Human Resources	Num	8	Q5_9F.	How many advisory boards did [INSTITUTION NAME] have at the end of [FY]? - Collapsed Version	1 = 1 2 = 2 to 3 3 = 4 to 6 4 = 7 to 10 5 = More than 10 -1 = Valid skip -2 = Missing -99 = Skipped
Q6_1VAL_C	107	Section 6: Admissions and Visitors	Num	8	Q6_1VALF.	What was the total number of on-site visits to your [MUSEUM TYPE] during [FY]? On-site visits total number - Collapsed Version	1 = Less than 1,000 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 to 249,999 5 = 250,000 or more -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped
Q6_1DK	108	Section 6: Admissions and Visitors	Num	8	DKF.	What was the total number of on-site visits to your [MUSEUM TYPE] during [FY]? - Don't know	0 = Valid response 1 = Don't know -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q6_1EST	109	Section 6: Admissions and Visitors	Num	8	ESTF.	What was the total number of on-site visits to your [MUSEUM TYPE] during [FY]? - This is an estimate	0 = Not an estimate 1 = This is an estimate -2 = Missing -99 = Skipped
Q6_2_1_C	110	Section 6: Admissions and Visitors	Num	8	Q6_2_1F.	How many groups visited your [MUSEUM TYPE] during [FY]? - Number of Pre-K-12 groups - Collapsed Version	1 = 0 2 = 1 to 10 3 = 11 to 50 4 = 51 to 200 5 = 201 to 500 6 = More than 500 -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped
Q6_2_2_C	111	Section 6: Admissions and Visitors	Num	8	Q6_2_2F.	How many groups visited your [MUSEUM TYPE] during [FY]? - Number of other visiting groups - Collapsed Version	1 = 0 2 = 1 to 10 3 = 11 to 50 4 = 51 to 200 5 = 201 to 500 6 = More than 500 -2 = Missing -6 = Don't know -8 = Out of range -99 = Skipped
Q6_2_1DK	112	Section 6: Admissions and Visitors	Num	8	DKF.	How many groups visited your [MUSEUM TYPE] during [FY]? Please report the number of groups, not the number of group members. Number of Pre-K-12 groups - Don't know	0 = Valid response 1 = Don't know -2 = Missing -99 = Skipped
Q6_2_2DK	113	Section 6: Admissions and Visitors	Num	8	DKF.	How many groups visited your [MUSEUM TYPE] during [FY]? Please report the number of groups, not the number of group members. Number of other visiting groups - Don't know	0 = Valid response 1 = Don't know -2 = Missing -99 = Skipped
Q6_2_1EST	114	Section 6: Admissions and Visitors	Num	8	ESTF.	How many groups visited your [MUSEUM TYPE] during [FY]? Please report the number of groups, not the number of group members. Number of Pre-K-12 groups - Estimated	0 = Not an estimate 1 = This is an estimate -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q6_2_2EST	115	Section 6: Admissions and Visitors	Num	8	ESTF.	How many groups visited your [MUSEUM TYPE] during [FY]? Please report the number of groups, not the number of group members. Number of other visiting groups - Estimated	0 = Not an estimate 1 = This is an estimate -2 = Missing -99 = Skipped
Q6_3_1	116	Section 6: Admissions and Visitors	Num	8	Q6_3_1F.	Other than field trips to [INSTITUTION NAME], did your [MUSEUM TYPE] provide any of the following programs or services to Pre-K–12 schools, students, or teachers during [FY]? School-related programs or services	1 = Yes 2 = No -2 = Missing -99 = Skipped
Q6_3_2	117	Section 6: Admissions and Visitors	Num	8	Q6_3_2F.	Other than field trips to [INSTITUTION NAME], did your [MUSEUM TYPE] provide any of the following programs or services to Pre-K–12 schools, students, or teachers during [FY]? Out-of-school enrichment programs or services	1 = Yes 2 = No -2 = Missing -99 = Skipped
Q6_3_3	118	Section 6: Admissions and Visitors	Num	8	Q6_3_3F.	Other than field trips to [INSTITUTION NAME], did your [MUSEUM TYPE] provide any of the following programs or services to Pre-K–12 schools, students, or teachers during [FY]? Professional development for Pre-K–12 teachers	1 = Yes 2 = No -2 = Missing -99 = Skipped
Q6_4	119	Section 6: Admissions and Visitors	Num	8	Q6_4F.	Did your [MUSEUM TYPE] charge general admission for any on-site visitors during [FY]?	1 = Yes, some or all visitors were charged a general admission fee 2 = No, general admission was free for all visitors 3 = Not applicable -1 = Valid skip -2 = Missing -99 = Skipped
Q6_4_R	120	Section 6: Admissions and Visitors	Num	8	RECODEF.	Did your [MUSEUM TYPE] charge general admission for any on-site visitors during [FY]? - Recode Flag	0 = Not recoded 1 = Recoded
Q6_5_C	121	Section 6: Admissions and Visitors	Num	8	Q6_5F.	What was the price of adult general admission at the end of [FY]? - Collapsed Version	1 = \$1 to \$4.99 2 = \$5 to \$9.99 3 = \$10 to \$19.99 4 = \$20 to \$29.99 5 = \$30 or more -1 = Valid skip -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q6_5_R	122	Section 6: Admissions and Visitors	Num	8	RECODEF.	What was the price of adult general admission at the end of [FY]? - Recode Flag	0 = Not recoded 1 = Recoded
Q6_6_C	123	Section 6: Admissions and Visitors	Num	8	Q6_6F.	On how many days during [FY] did your [MUSEUM TYPE] offer free general admission to all visitors for at least part of the day? - Collapsed Version	1 = 0 days 2 = 1 to 4 days 3 = 5 to 12 days 4 = 13 to 52 days 5 = 53 to 250 days 6 = More than 250 days -1 = Valid skip -2 = Missing -99 = Skipped
Q6_7_1	124	Section 6: Admissions and Visitors	Num	8	Q6_7_1F.	Did your [MUSEUM TYPE] participate in any of the externally sponsored discount programs listed below during [FY]? Blue Star Program	1 = Yes 2 = No -1 = Valid skip -2 = Missing -99 = Skipped
Q6_7_2	125	Section 6: Admissions and Visitors	Num	8	Q6_7_2F.	Did your [MUSEUM TYPE] participate in any of the externally sponsored discount programs listed below during [FY]? Museums for All	1 = Yes 2 = No -1 = Valid skip -2 = Missing -99 = Skipped
Q6_7_3	126	Section 6: Admissions and Visitors	Num	8	Q6_7_3F.	Did your [MUSEUM TYPE] participate in any of the externally sponsored discount programs listed below during [FY]? Other economic-based admission programs	1 = Yes 2 = No -1 = Valid skip -2 = Missing -99 = Skipped
Q6_7_4	127	Section 6: Admissions and Visitors	Num	8	Q6_7_4F.	Did your [MUSEUM TYPE] participate in any of the externally sponsored discount programs listed below during [FY]? Other non-economic-based admission programs	1 = Yes 2 = No -1 = Valid skip -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q6_8_1	128	Section 6: Admissions and Visitors	Num	8	Q6_8F.	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FY] as part of its regular admissions policy? Active military	1 = Free admission 2 = Discounted admission 3 = Both free and discounted admission 4 = Neither -1 = Valid skip -2 = Missing -99 = Skipped
Q6_8_2	129	Section 6: Admissions and Visitors	Num	8	Q6_8F.	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FY] as part of its regular admissions policy? Children	1 = Free admission 2 = Discounted admission 3 = Both free and discounted admission 4 = Neither -1 = Valid skip -2 = Missing -99 = Skipped
Q6_8_3	130	Section 6: Admissions and Visitors	Num	8	Q6_8F.	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FY] as part of its regular admissions policy? College students	1 = Free admission 2 = Discounted admission 3 = Both free and discounted admission 4 = Neither -1 = Valid skip -2 = Missing -99 = Skipped
Q6_8_4	131	Section 6: Admissions and Visitors	Num	8	Q6_8F.	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FY] as part of its regular admissions policy? Individuals with disabilities	1 = Free admission 2 = Discounted admission 3 = Both free and discounted admission 4 = Neither -1 = Valid skip -2 = Missing -99 = Skipped
Q6_8_5	132	Section 6: Admissions and Visitors	Num	8	Q6_8F.	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FY] as part of its regular admissions policy? Local residents	1 = Free admission 2 = Discounted admission 3 = Both free and discounted admission 4 = Neither -1 = Valid skip -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q6_8_6	133	Section 6: Admissions and Visitors	Num	8	Q6_8F.	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FY] as part of its regular admissions policy? Senior citizens	1 = Free admission 2 = Discounted admission 3 = Both free and discounted admission 4 = Neither -1 = Valid skip -2 = Missing -99 = Skipped
Q6_8_7	134	Section 6: Admissions and Visitors	Num	8	Q6_8F.	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FY] as part of its regular admissions policy? Federal assistance program participants (e.g., WIC, SNAP)	1 = Free admission 2 = Discounted admission 3 = Both free and discounted admission 4 = Neither -1 = Valid skip -2 = Missing -99 = Skipped
Q6_8_8	135	Section 6: Admissions and Visitors	Num	8	Q6_8F.	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FY] as part of its regular admissions policy? State residents	1 = Free admission 2 = Discounted admission 3 = Both free and discounted admission 4 = Neither -1 = Valid skip -2 = Missing -99 = Skipped
Q6_8_9	136	Section 6: Admissions and Visitors	Num	8	Q6_8F.	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FY] as part of its regular admissions policy? Teachers/professors	1 = Free admission 2 = Discounted admission 3 = Both free and discounted admission 4 = Neither -1 = Valid skip -2 = Missing -99 = Skipped
Q6_8_12	137	Section 6: Admissions and Visitors	Num	8	Q6_8F.	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FY] as part of its regular admissions policy? Veterans	1 = Free admission 2 = Discounted admission 3 = Both free and discounted admission 4 = Neither -1 = Valid skip -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q6_8_13	138	Section 6: Admissions and Visitors	Num	8	Q6_8F.	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FY] as part of its regular admissions policy? Other	1 = Free admission 2 = Discounted admission 3 = Both free and discounted admission 4 = Neither -1 = Valid skip -2 = Missing -99 = Skipped
Q6_9	139	Section 6: Admissions and Visitors	Num	8	Q6_9F.	Did your [MUSEUM TYPE] offer a paid membership program during [FY]?	1 = Yes 2 = No -2 = Missing -99 = Skipped
Q6_10_C	140	Section 6: Admissions and Visitors	Num	8	Q6_10F.	What was your [MUSEUM TYPE]'s total number of active memberships at the end of [FY]? - Collapsed Version	1 = 0 to 99 2 = 100 to 499 3 = 500 to 1,999 4 = 2,000 to 9,999 5 = 10,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q6_10EST	141	Section 6: Admissions and Visitors	Num	8	ESTF.	What was your [MUSEUM TYPE]'s total number of active memberships at the end of [FY]? - This is an estimate	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped
Q6_10_R	142	Section 6: Admissions and Visitors	Num	8	RECODEF.	What was your [MUSEUM TYPE]'s total number of active memberships at the end of [FY]? - Recode Flag	0 = Not recoded 1 = Recoded
Q7_1	143	Section 7: Digital Presence	Num	8	Q7_1F.	Did your [MUSEUM TYPE] have a website during [FY]?	1 = Yes 2 = No -2 = Missing -99 = Skipped
Q7_2VAL_C	144	Section 7: Digital Presence	Num	8	Q7_2VALF.	What were your [MUSEUM TYPE]'s total website visits during [FY]? Website visit number - Collapsed Version	1 = 0 to 49,999 2 = 50,000 to 249,999 3 = 250,000 to 999,999 4 = 1,000,000 or more -1 = Valid skip -2 = Missing -6 = Don't know -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q7_2DK	145	Section 7: Digital Presence	Num	8	DKF.	What were your [MUSEUM TYPE]'s total website visits during [FY]? Website visits is the total number of sessions rather than page views. - Don't know	0 = Valid response 1 = Don't know -2 = Missing -99 = Skipped
Q7_2EST	146	Section 7: Digital Presence	Num	8	ESTF.	What were your [MUSEUM TYPE]'s total website visits during [FY]? Website visits is the total number of sessions rather than page views. - Estimate	0 = Not an estimate 1 = This is an estimate -1 = Valid skip -2 = Missing -99 = Skipped
Q7_3_1	147	Section 7: Digital Presence	Num	8	Q7_3_1F.	Did [INSTITUTION NAME] provide remote digital access to any of its collections or exhibitions during [FISCAL YEAR]? Remote digital access to collections	1 = Yes 2 = No -2 = Missing -99 = Skipped
Q7_3_2	148	Section 7: Digital Presence	Num	8	Q7_3_2F.	Did [INSTITUTION NAME] provide remote digital access to any of its collections or exhibitions during [FISCAL YEAR]? Remote digital access to exhibitions or programs	1 = Yes 2 = No -2 = Missing -99 = Skipped
Q7_4_1	149	Section 7: Digital Presence	Num	8	Q7_4F.	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Facebook	1 = Yes 2 = No -2 = Missing -6 = Don't know -99 = Skipped
Q7_4_2	150	Section 7: Digital Presence	Num	8	Q7_4F.	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Instagram	1 = Yes 2 = No -2 = Missing -6 = Don't know -99 = Skipped
Q7_4_3	151	Section 7: Digital Presence	Num	8	Q7_4F.	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? LinkedIn	1 = Yes 2 = No -2 = Missing -6 = Don't know -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q7_4_4	152	Section 7: Digital Presence	Num	8	Q7_4F.	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Snapchat	1 = Yes 2 = No -2 = Missing -6 = Don't know -99 = Skipped
Q7_4_5	153	Section 7: Digital Presence	Num	8	Q7_4F.	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? TikTok	1 = Yes 2 = No -2 = Missing -6 = Don't know -99 = Skipped
Q7_4_6	154	Section 7: Digital Presence	Num	8	Q7_4F.	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? X (Formerly Twitter)	1 = Yes 2 = No -2 = Missing -6 = Don't know -99 = Skipped
Q7_4_7	155	Section 7: Digital Presence	Num	8	Q7_4F.	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Vimeo	1 = Yes 2 = No -2 = Missing -6 = Don't know -99 = Skipped
Q7_4_8	156	Section 7: Digital Presence	Num	8	Q7_4F.	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? YouTube	1 = Yes 2 = No -2 = Missing -6 = Don't know -99 = Skipped
Q7_4_9	157	Section 7: Digital Presence	Num	8	Q7_4F.	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Other platform 1	1 = Yes 2 = No -2 = Missing -6 = Don't know -99 = Skipped
Q7_4_10	158	Section 7: Digital Presence	Num	8	Q7_4F.	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Other platform 2	1 = Yes 2 = No -2 = Missing -6 = Don't know -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q7_5_1_C	159	Section 7: Digital Presence	Num	8	Q7_5_1F.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Facebook - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_5_1_R	160	Section 7: Digital Presence	Num	8	RECODEF.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Facebook - Recode Flag	0 = Not recoded 1 = Recoded
Q7_5_2_C	161	Section 7: Digital Presence	Num	8	Q7_5_2F.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Instagram - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_5_2_R	162	Section 7: Digital Presence	Num	8	RECODEF.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Instagram - Recode Flag	0 = Not recoded 1 = Recoded
Q7_5_3_C	163	Section 7: Digital Presence	Num	8	Q7_5_3F.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? LinkedIn - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_5_3_R	164	Section 7: Digital Presence	Num	8	RECODEF.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? LinkedIn - Recode Flag	0 = Not recoded 1 = Recoded
Q7_5_4_C	165	Section 7: Digital Presence	Num	8	Q7_5_4F.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Snapchat - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q7_5_4_R	166	Section 7: Digital Presence	Num	8	RECODEF.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Snapchat - Recode Flag	0 = Not recoded 1 = Recoded
Q7_5_5_C	167	Section 7: Digital Presence	Num	8	Q7_5_5F.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? TikTok - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -8 = Out of range -99 = Skipped
Q7_5_6_C	168	Section 7: Digital Presence	Num	8	Q7_5_6F.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? X (Formerly Twitter) - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_5_7_C	169	Section 7: Digital Presence	Num	8	Q7_5_7F.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Vimeo - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_5_7_R	170	Section 7: Digital Presence	Num	8	RECODEF.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Vimeo - Recode Flag	0 = Not recoded 1 = Recoded
Q7_5_8_C	171	Section 7: Digital Presence	Num	8	Q7_5_8F.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? YouTube - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -8 = Out of range -99 = Skipped

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
Q7_5_8_R	172	Section 7: Digital Presence	Num	8	RECODEF.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? YouTube - Recode Flag	0 = Not recoded 1 = Recoded
Q7_5_9_C	173	Section 7: Digital Presence	Num	8	Q7_5_9F.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Other Platform 1 - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
Q7_5_10_C	174	Section 7: Digital Presence	Num	8	Q7_5_10F.	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Other Platform 2 - Collapsed Version	1 = 0 to 999 2 = 1,000 to 9,999 3 = 10,000 to 49,999 4 = 50,000 or more -1 = Valid skip -2 = Missing -99 = Skipped
REGION	175	NA	Char	15	\$15	Analysis variable: American Alliance of Museums (AAM) regions	West (AK, AZ, CA, HI, ID, NV, OR, UT, WA, Guam) Mountain Plains (CO, KS, MT, ND, NE, NM, OK, SD, TX, WY) Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV, PR, USVI) Midwest (IA, IL, IN, MI, MN, MO, OH, WI) Mid-Atlantic (DE, MD, NJ, NY, PA, DC) New England (CT, MA, ME, NH, RI, VT)
DISCIPLINE_COLLAPSED	176	NA	Num	8	DISCF.	Analysis variable: Museum discipline collapsed	1 = Art museum 2 = Botanical garden / arboretum / nature center 3 = Children's museum 4 = General museum 5 = History museum / historic site / historic house 6 = Natural history / anthropology museum 7 = Science / technology center / museum / planetariums 8 = Zoo / aquarium 9 = Specialized museum 10 = Other

Variable Name	Position	Survey Section	Data Type	Field Length	SAS Format	Variable Label	Values
SIZE	177	NA	Num	8	SIZEF.	Analysis variable: Museum size	1 = Self-identified small 2 = Self-identified not small 3 = Not sure -99 = Skipped
CLASSIFICATION	178	NA	Num	8	CLASSF.	Analysis variable: Legal classification	1 = Academic 2 = Government 3 = Private non-profit 4 = Other -2 = Missing
PRCHD	179	NA	Num	8	PRCHDF.	Analysis variable: Parent/child institution	1 = Parent institution 2 = Not parent institution 3 = Not sure
CLTYPE	180	NA	Num	8	CLTYPEF.	Analysis variable: Collection type	1 = Living collections only 2 = Non-living or objects collections only 3 = Multiple types / Other -99 = Skipped
CLTYPE_R	181	NA	Num	8	RECODEF.	Analysis variable: Collection type - Recode Flag	0 = Not recoded 1 = Recoded
RUCC	182	NA	Num	8	RUCCF.	Metro Status: RUCC codes collapsed	1 = Metro - Counties in metro areas of 1 million population or more 2 = Metro - Counties in metro areas of 250,000 to 1 million population 3 = Metro - Counties in metro areas of fewer than 250,000 population 4 = Nonmetro - Urban population 20,000 or more, adjacent or not adjacent to a metro area 5 = Nonmetro - Urban population 5,000 to 20,000, adjacent or not adjacent to a metro area 6 = Nonmetro - Urban population fewer than 5,000, adjacent or not adjacent to a metro area
DISPO	183	NA	Num	8	DISPOF.	Interview Disposition	1 = Eligible Complete 2 = Eligible Partial
FINALWT	184	NA	Num	8	NA	Final Weight	{Continuous}

APPENDIX B: 2025 NMS Item Response Rates

Table B-1. NMS 2025 Item Response Rates, Overall

Variable	Label	Response Rate
Base size		2,155
Q1_1_4	Does the following information correctly reflect the name and physical location of your institution? If not, please update as necessary. - Institution name	100%
Q1_1_5	Does the following information correctly reflect the name and physical location of your institution? If not, please update as necessary. - Website	86%
Q1_1_6	Does the following information correctly reflect the name and physical location of your institution? If not, please update as necessary. - Main phone Number	100%
Q1_1_7	Does the following information correctly reflect the name and physical location of your institution? If not, please update as necessary. - Address 1	100%
Q1_1_8	Does the following information correctly reflect the name and physical location of your institution? If not, please update as necessary. - Address 2	9%
Q1_1_9	Does the following information correctly reflect the name and physical location of your institution? If not, please update as necessary. - City	100%
Q1_1_10	Does the following information correctly reflect the name and physical location of your institution? If not, please update as necessary. - State	100%
Q1_1_11	Does the following information correctly reflect the name and physical location of your institution? If not, please update as necessary. Zip Code	100%
Q1_2	Is [INSTITUTION NAME]'s mailing address the same as its physical address?	100%
Q1_3_1	What is [INSTITUTION NAME]'s mailing address? - Address 1	99%
Q1_3_2	What is [INSTITUTION NAME]'s mailing address? - Address 2	19%
Q1_3_3	What is [INSTITUTION NAME]'s mailing address? - City	99%
Q1_3_4	What is [INSTITUTION NAME]'s mailing address? - State	99%
Q1_3_5	What is [INSTITUTION NAME]'s mailing address? - Zip Code	99%
Q1_4_1	Please review and update as necessary [INSTITUTION NAME]'s Best Point of Contact and Alternate Point of Contact for completing the NMS below. Best Point of Contact for the NMS - First Name	100%

Variable	Label	Response Rate
Q1_4_2	Please review and update as necessary [INSTITUTION NAME]'s Best Point of Contact and Alternate Point of Contact for completing the NMS below. Best Point of Contact for the NMS - Last Name	100%
Q1_4_3	Please review and update as necessary [INSTITUTION NAME]'s Best Point of Contact and Alternate Point of Contact for completing the NMS below. Best Point of Contact for the NMS - Job Title	100%
Q1_4_4	Please review and update as necessary [INSTITUTION NAME]'s Best Point of Contact and Alternate Point of Contact for completing the NMS below. Best Point of Contact for the NMS - Email Address	100%
Q1_4_5	Please review and update as necessary [INSTITUTION NAME]'s Best Point of Contact and Alternate Point of Contact for completing the NMS below. Best Point of Contact for the NMS - Phone Number	100%
Q1_4A_1	Please review and update as necessary [INSTITUTION NAME]'s Best Point of Contact and Alternate Point of Contact for completing the NMS below. Alternate Point of Contact for the NMS - First Name	65%
Q1_4A_2	Please review and update as necessary [INSTITUTION NAME]'s Best Point of Contact and Alternate Point of Contact for completing the NMS below. Alternate Point of Contact for the NMS - Last Name	64%
Q1_4A_3	Please review and update as necessary [INSTITUTION NAME]'s Best Point of Contact and Alternate Point of Contact for completing the NMS below. Alternate Point of Contact for the NMS - Job Title	64%
Q1_4A_4	Please review and update as necessary [INSTITUTION NAME]'s Best Point of Contact and Alternate Point of Contact for completing the NMS below. Alternate Point of Contact for the NMS - Email Address	64%
Q1_4A_5	Please review and update as necessary [INSTITUTION NAME]'s Best Point of Contact and Alternate Point of Contact for completing the NMS below. Alternate Point of Contact for the NMS - Phone Number	60%
Q1_5	To improve your survey-taking experience, please select the term that best represents how we should refer to [INSTITUTION NAME]. We will use this term throughout the survey.	100%
Q1_6	In what year was [INSTITUTION NAME] founded?	99%

Variable	Label	Response Rate
Q1_7	Does [INSTITUTION NAME] have a parent institution? A parent institution may include (but is not limited to) a larger non-profit organization; university, college, or academic department; or state, tribal, or local government or government department that your operations fall under.	100%
Q1_8_1	What is the name and location of your parent institution? - Name	100%
Q1_8_4	What is the name and location of your parent institution? - City	99%
Q1_8_5	What is the name and location of your parent institution? - State	99%
Q1_9	Which category best describes the legal classification of [INSTITUTION NAME]?	100%
Q1_9WRITEIN	Which category best describes the legal classification of [INSTITUTION NAME]? - Other specify	100%
Q1_10	Can you report operational data for [INSTITUTION NAME] only, separate from your parent institution? Operational data include revenue; W-2 employee salary, benefits, and payroll taxes; non-personnel expenses; and employee and volunteer counts.	100%
Q1_11MM	What is the end date of the most recent FY for which you can report financial data for [INSTITUTION NAME]? A FY is the 12-month period for which your institution tracks revenue and expenses for taxes and/or accounting purposes. - Month	100%
Q1_11YY	What is the end date of the most recent FY for which you can report financial data for [INSTITUTION NAME]? A FY is the 12-month period for which your institution tracks revenue and expenses for taxes and/or accounting purposes. - Year	100%
Q1_11DK	What is the end date of the most recent FY for which you can report financial data for [INSTITUTION NAME]? A FY is the 12-month period for which your institution tracks revenue and expenses for taxes and/or accounting purposes.- My institution is unable to report for any recent fiscal year.	100%
Q2_1	IMLS is trying to understand how different types of museums define their “size.” Please help us figure out what size means to [MUSEUM TYPE] by answering the below with how you would personally categorize [INSTITUTION NAME]? Do you consider [INSTITUTION NAME] to be a small, medium, or large [MUSEUM TYPE]?	100%
Q2_2	What was the annual operating budget for [INSTITUTION NAME] in [FISCAL YEAR]? If unsure, please use your best estimate. Your information will be grouped with responses from similar institutions when reporting to protect your confidentiality. Annual operating budget is an estimate of expenditures for the 12-month fiscal year.	98%

Variable	Label	Response Rate
Q2_3_1	Which, if any, of the following function(s) best describes your [MUSEUM TYPE]? - Provides exhibitions and/or programs	100%
Q2_3_2	Which, if any, of the following function(s) best describes your [MUSEUM TYPE]? - Provides experiences and/or demonstrations	100%
Q2_3_3	Which, if any, of the following function(s) best describes your [MUSEUM TYPE]? - Stewards an historic site(s)	100%
Q2_3_4	Which, if any, of the following function(s) best describes your [MUSEUM TYPE]? - Offers other public engagement activities	100%
Q2_3_5	Which, if any, of the following function(s) best describes your [MUSEUM TYPE]? My [MUSEUM TYPE] does not perform any of these or similar museum-related functions	100%
Q2_3_4WRITEIN	Which, if any, of the following function(s) best describes your [MUSEUM TYPE]? - Other public engagement activities specify	100%
Q2_4_1	Which, if any, of the following describe your [MUSEUM TYPE] collections? For the purposes of this question, we define “collection” as anything that is used, owned, or displayed by your institution for exhibitions, programs, and/or experiences. - Living collection	100%
Q2_4_2	Which, if any, of the following describe your [MUSEUM TYPE] collections? For the purposes of this question, we define “collection” as anything that is used, owned, or displayed by your institution for exhibitions, programs, and/or experiences. - Non-living or objects collection	100%
Q2_4_3	Which, if any, of the following describe your [MUSEUM TYPE] collections? For the purposes of this question, we define “collection” as anything that is used, owned, or displayed by your institution for exhibitions, programs, and/or experiences. - Other	100%
Q2_4_4	Which, if any, of the following describe your [MUSEUM TYPE] collections? For the purposes of this question, we define “collection” as anything that is used, owned, or displayed by your institution for exhibitions, programs, and/or experiences. - My [Musuem_Type] does not use, own, or display anything for exhibitions, programs, and/or experiences.	100%
Q2_4_3WRITEIN	Which, if any, of the following describe your [MUSEUM TYPE] collections? For the purposes of this question, we define “collection” as anything that is used, owned, or displayed by your institution for exhibitions, programs, and/or experiences. - Other specify	99%

Variable	Label	Response Rate
Q2_5_1	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Anthropology museum	100%
Q2_5_2	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Aquarium	100%
Q2_5_3	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Arboretum	100%
Q2_5_4	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Art museum	100%
Q2_5_5	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Botanical garden	100%
Q2_5_6	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Children's museum	100%
Q2_5_7	Which of the following discipline(s) best represents [INSTITUTION NAME]? - General museum	100%
Q2_5_8	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Historic house and/or site	100%
Q2_5_9	Which of the following discipline(s) best represents [INSTITUTION NAME]? - History museum	100%
Q2_5_10	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Natural history museum	100%
Q2_5_11	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Nature center	100%
Q2_5_12	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Planetarium	100%
Q2_5_13	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Science and technology center/museum	100%
Q2_5_14	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Specialized museum	100%
Q2_5_15	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Zoo	100%
Q2_5_16	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Other	100%
Q2_5_16WRITEIN	Which of the following discipline(s) best represents [INSTITUTION NAME]? - Other specify	100%
Q2_6	What is your [DISCIPLINE TYPE]'s primary discipline? Please select one.	100%

Variable	Label	Response Rate
Q2_7	Does your [MUSEUM TYPE] have a fixed physical location(s) from which it serves the public?	100%
Q2_8	How many days was your [MUSEUM TYPE] open to the public through specific hours of operation and/or by appointment during [FISCAL YEAR]?	100%
Q2_9	Does your [MUSEUM TYPE] have one or more full-time employees or full-time volunteers?	100%
Q2_10	Does your [MUSEUM TYPE] have part-time employees or part-time volunteers whose combined regular working hours are equal to (or greater than) at least one full-time position?	100%
Q3_1	Does [INSTITUTION NAME] own or lease/rent its facilities? Facilities refer to the land and buildings where the institution is located.	100%
Q3_1WRITEIN	Does [INSTITUTION NAME] own or lease/rent its facilities? Facilities refer to the land and buildings where the institution is located. - Other specify	97%
Q3_2LESS	What is the total acreage of the land on which your [MUSEUM TYPE] is located? Please include all land, including land with buildings, gardens, parking lots, and so forth. - Less than an acre	99%
Q3_2DK	What is the total acreage of the land on which your [MUSEUM TYPE] is located? Please include all land, including land with buildings, gardens, parking lots, and so forth. - Don't know	99%
Q3_2VAL	What is the total acreage of the land on which your [MUSEUM TYPE] is located? Please include all land, including land with buildings, gardens, parking lots, and so forth. - Number of Acres	99%
Q3_2EST	What is the total acreage of the land on which your [MUSEUM TYPE] is located? Please include all land, including land with buildings, gardens, parking lots, and so forth. - This is an estimate	99%
Q3_3DK	What is the total square footage of your [MUSEUM TYPE]'s building spaces? Please include all building space whether for public or non-public use. - Don't know	99%
Q3_3VAL	What is the total square footage of your [MUSEUM TYPE]'s building spaces? Please include all building space whether for public or non-public use. - Total building space in square feet	99%
Q3_3EST	What is the total square footage of your [MUSEUM TYPE]'s building spaces? Please include all building space whether for public or non-public use. - This is an estimate	99%

Variable	Label	Response Rate
Q3_4	Which of the following best represents the condition of your [MUSEUM TYPE]'s facilities? Facilities refer to the land and buildings on which your institution is located.	99%
Q3_4WRITEIN	Which of the following best represents the condition of your [MUSEUM TYPE]'s facilities? Facilities refer to the land and buildings on which your institution is located. - It varies from facility to facility (please describe)	91%
Q4_1_1	What source(s) will you use to answer financial information questions about [INSTITUTION NAME]? - My institution's IRS Form 990 (preferred method, if available)	99%
Q4_1_2	What source(s) will you use to answer financial information questions about [INSTITUTION NAME]? - My institution's annual financial report	99%
Q4_1_3	What source(s) will you use to answer financial information questions about [INSTITUTION NAME]? - My institution's accounting or budgeting software	99%
Q4_1_4	What source(s) will you use to answer financial information questions about [INSTITUTION NAME]? - Other	99%
Q4_1_5	What source(s) will you use to answer financial information questions about [INSTITUTION NAME]? - Not sure	99%
Q4_1_4WRITEIN	What source(s) will you use to answer financial information questions about [INSTITUTION NAME]? - Other specify	78%
Q4_2DK	What was your [MUSEUM TYPE]'s total revenue for [FISCAL YEAR]? This includes all revenue, such as gifts, donations, or grant funding received; earnings from program services such as admissions, memberships, and educational offerings; gift shop and cafe sales; event rentals; investment income from endowments or other sources; and any other revenue. - Don't know	100%
Q4_2VAL	What was your [MUSEUM TYPE]'s total revenue for [FISCAL YEAR]? This includes all revenue, such as gifts, donations, or grant funding received; earnings from program services such as admissions, memberships, and educational offerings; gift shop and cafe sales; event rentals; investment income from endowments or other sources; and any other revenue. - Total revenue	100%
Q4_2EST	What was your [MUSEUM TYPE]'s total revenue for [FISCAL YEAR]? This includes all revenue, such as gifts, donations, or grant funding received; earnings from program services such as admissions, memberships, and educational offerings; gift shop and cafe sales; event rentals; investment income from endowments or other sources; and any other revenue. - This is an estimate	100%

Variable	Label	Response Rate
Q4_3_1	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Revenue in dollars, Contributions and grants	93%
Q4_3_2	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Revenue in dollars, Program service revenue	87%
Q4_3_3	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Revenue in dollars, Investment income	80%
Q4_3_4	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Revenue in dollars, Other revenue	85%
Q4_3_1DK	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Contributions and grants - Don't know	93%
Q4_3_2DK	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Program service revenue - Don't know	87%
Q4_3_3DK	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Investment income - Don't know	80%
Q4_3_4DK	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Other revenue - Don't know	85%
Q4_3_1EST	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Contributions and grants - Estimated	93%
Q4_3_2EST	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Program service revenue - Estimated	87%

Variable	Label	Response Rate
Q4_3_3EST	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Investment income - Estimated	80%
Q4_3_4EST	You told us that your [MUSEUM TYPE] total revenue was [Q4_2VAL] for [FISCAL YEAR]. How did this revenue fall into each of the following revenue categories for [FISCAL YEAR]? Other revenue - Estimated	85%
Q4_4DK	What was your [MUSEUM TYPE]'s total expenses for [FISCAL YEAR]? This includes all expenses, such as scholarships or research grants given by the institution; costs associated with member benefits such as discounts or special access; salaries, compensation, and employee benefits; fundraising costs and marketing fees; day-to-day operational costs such as supplies, maintenance, rent or other bills; and any other expenses. - Don't know	100%
Q4_4VAL	What was your [MUSEUM TYPE]'s total expenses for [FISCAL YEAR]? This includes all expenses, such as scholarships or research grants given by the institution; costs associated with member benefits such as discounts or special access; salaries, compensation, and employee benefits; fundraising costs and marketing fees; day-to-day operational costs such as supplies, maintenance, rent or other bills; and any other expenses. Total expenses amount	100%
Q4_4EST	What was your [MUSEUM TYPE]'s total expenses for [FISCAL YEAR]? This includes all expenses, such as scholarships or research grants given by the institution; costs associated with member benefits such as discounts or special access; salaries, compensation, and employee benefits; fundraising costs and marketing fees; day-to-day operational costs such as supplies, maintenance, rent or other bills; and any other expenses. - This is an estimate	100%
Q4_5_1	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Expenses in dollars, Grants and similar amounts paid	68%
Q4_5_2	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Expenses in dollars, Benefits paid to or for members	68%

Variable	Label	Response Rate
Q4_5_3	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Expenses in dollars, Salaries, other compensation, employee benefits	90%
Q4_5_4	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Expenses in dollars, Professional fundraising fees	67%
Q4_5_5	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Expenses in dollars, Other expenses	93%
Q4_5_1DK	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Grants and similar amounts paid - Don't know	68%
Q4_5_2DK	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Benefits paid to or for members - Don't know	68%
Q4_5_3DK	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Salaries, other compensation, employee benefits - Don't know	90%
Q4_5_4DK	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Professional fundraising fees - Don't know	67%
Q4_5_5DK	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Other expenses - Don't know	93%
Q4_5_1EST	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Grants and similar amounts paid - Estimated	68%
Q4_5_2EST	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Benefits paid to or for members - Estimated	68%

Variable	Label	Response Rate
Q4_5_3EST	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Salaries, other compensation, employee benefits - Estimated	90%
Q4_5_4EST	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Professional fundraising fees - Estimated	67%
Q4_5_5EST	You told us that your [MUSEUM TYPE]'s total expenses were [Q4_4VAL] for [FISCAL YEAR]. How did these expenses fall into each of the following expense categories for [FISCAL YEAR]? Other expenses - Estimated	93%
Q4_6DK	Even if already captured in other categories above, what was your [MUSEUM TYPE]'s total fundraising expenses for [FISCAL YEAR]? - Don't know	95%
Q4_6VAL	Even if already captured in other categories above, what was your [MUSEUM TYPE]'s total fundraising expenses for [FISCAL YEAR]?	95%
Q4_6EST	Even if already captured in other categories above, what was your [MUSEUM TYPE]'s total fundraising expenses for [FISCAL YEAR]? - This is an estimate	95%
Q5_1_FULLT_VAL	At the end of [FISCAL YEAR], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Full-time - Employees (headcount)	92%
Q5_1_PARTT_VAL	At the end of [FISCAL YEAR], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Part-time - Employees (headcount)	93%
Q5_1_FULLT_EST	At the end of [FISCAL YEAR], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Full-time - Employees (headcount) - Estimated	92%
Q5_1_PARTT_EST	At the end of [FISCAL YEAR], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Part-time - Employees (headcount) - Estimated	93%
Q5_1_FULLTVAC_VAL	At the end of [FISCAL YEAR], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Full-time - Vacant/unfilled positions	47%

Variable	Label	Response Rate
Q5_1_PARTTVAC_VAL	At the end of [FISCAL YEAR], what was the total number of full-time and part-time paid employees, and the total number of full-time and part-time vacant positions, at your [MUSEUM TYPE]? Part-time - Vacant/unfilled positions	43%
Q5_2	What was the total number of independent contractors engaged by [INSTITUTION NAME] at the end of [FISCAL YEAR]? Independent contractors are individuals who provide services for your [MUSEUM TYPE] under an agreement and outside of an employer-employee relationship. Independent contractors are not paid through your payroll, and they may receive an IRS Form 1099. This does not include companies or firms.	94%
Q5_3	What was the total number of unpaid volunteers at [INSTITUTION NAME] at the end of [FISCAL YEAR], excluding board members? A volunteer is anyone performing work for your [MUSEUM TYPE] who is unpaid. Exclude unpaid interns, apprentices, and fellows.	98%
Q5_4	Did your [MUSEUM TYPE] offer paid or unpaid internships, apprenticeships, or fellowships during [FISCAL YEAR]?	100%
Q5_5	What was the total number of paid and/or unpaid interns, apprentices, and/or fellows at [INSTITUTION NAME] at the end of [FISCAL YEAR]?	98%
Q5_6	Did your [MUSEUM TYPE] have a governing body during [FISCAL YEAR]? Please only include governing bodies with fiduciary responsibilities (e.g., board of directors).	100%
Q5_7	What was the total number of voting members for [INSTITUTION NAME]'s governing body at the end of [FISCAL YEAR]?	99%
Q5_8	Did your [MUSEUM TYPE] have one or more advisory boards at the end of [FISCAL YEAR]? Mark "yes" for any board(s) with non-fiduciary responsibilities (e.g., Friend's Advisory Board, Board of Visitors).	100%
Q5_9	How many advisory boards did [INSTITUTION NAME] have at the end of [FISCAL YEAR]?	99%
Q6_1DK	What was the total number of on-site visits to your [MUSEUM TYPE] during [FISCAL YEAR]? Count each on-site visit by a group member (e.g., a group of 12 equals 12 visits). - Don't know	99%
Q6_1VAL	What was the total number of on-site visits to your [MUSEUM TYPE] during [FISCAL YEAR]? Count each on-site visit by a group member (e.g., a group of 12 equals 12 visits). On-site visits total number	99%

Variable	Label	Response Rate
Q6_1EST	What was the total number of on-site visits to your [MUSEUM TYPE] during [FISCAL YEAR]? Count each on-site visit by a group member (e.g., a group of 12 equals 12 visits). - This is an estimate	99%
Q6_2_1EST	How many groups visited your [MUSEUM TYPE] during [FISCAL YEAR]? Please report the Number of groups, not the Number of group members. Number of Pre-K–12 groups - Estimated	95%
Q6_2_2EST	How many groups visited your [MUSEUM TYPE] during [FISCAL YEAR]? Please report the Number of groups, not the Number of group members. Number of other visiting groups - Estimated	95%
Q6_2_1	How many groups visited your [MUSEUM TYPE] during [FISCAL YEAR]? Please report the number of groups, not the number of group members. Number of Pre-K–12 groups	95%
Q6_2_2	How many groups visited your [MUSEUM TYPE] during [FISCAL YEAR]? Please report the Number of groups, not the Number of group members. Number of other visiting groups	95%
Q6_2_1DK	How many groups visited your [MUSEUM TYPE] during [FISCAL YEAR]? Please report the Number of groups, not the Number of group members. Number of Pre-K–12 groups - Don't know	95%
Q6_2_2DK	How many groups visited your [MUSEUM TYPE] during [FISCAL YEAR]? Please report the Number of groups, not the Number of group members. Number of other visiting groups - Don't know	95%
Q6_3_1	Other than field trips to [INSTITUTION NAME], did your [MUSEUM TYPE] provide any of the following programs or services to Pre-K–12 schools, students, or teachers during [FISCAL YEAR]? School-related programs or services	99%
Q6_3_2	Other than field trips to [INSTITUTION NAME], did your [MUSEUM TYPE] provide any of the following programs or services to Pre-K–12 schools, students, or teachers during [FISCAL YEAR]? Out-of-school enrichment programs or services	99%
Q6_3_3	Other than field trips to [INSTITUTION NAME], did your [MUSEUM TYPE] provide any of the following programs or services to Pre-K–12 schools, students, or teachers during [FISCAL YEAR]? Professional development for Pre-K–12 teachers	98%
Q6_4	Did your [MUSEUM TYPE] charge general admission for any on-site visitors during [FISCAL YEAR]?	100%
Q6_5	What was the price of adult general admission at the end of [FISCAL YEAR]?	100%

Variable	Label	Response Rate
Q6_6	On how many days during [FISCAL YEAR] did your [MUSEUM TYPE] offer free general admission to all visitors for at least part of the day? Estimate if you are unsure. Enter “0” if your [MUSEUM TYPE] did not offer free admission.	99%
Q6_7_1	Did your [MUSEUM TYPE] participate in any of the externally sponsored discount programs listed below during [FISCAL YEAR]? Blue Star Program	100%
Q6_7_2	Did your [MUSEUM TYPE] participate in any of the externally sponsored discount programs listed below during [FISCAL YEAR]? Museums for All	99%
Q6_7_3	Did your [MUSEUM TYPE] participate in any of the externally sponsored discount programs listed below during [FISCAL YEAR]? Other economic-based admission programs	98%
Q6_7_3WRITEIN	Did your [MUSEUM TYPE] participate in any of the externally sponsored discount programs listed below during [FISCAL YEAR]? Other economic-based admission programs - specify	95%
Q6_7_4	Did your [MUSEUM TYPE] participate in any of the externally sponsored discount programs listed below during [FISCAL YEAR]? Other non-economic-based admission programs	99%
Q6_7_4WRITEIN	Did your [MUSEUM TYPE] participate in any of the externally sponsored discount programs listed below during [FISCAL YEAR]? - Other non-economic-based admission programs - specify	95%
Q6_8_1	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? Active military	100%
Q6_8_2	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? Children	100%
Q6_8_3	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? College students	100%
Q6_8_4	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? Individuals with disabilities	100%

Variable	Label	Response Rate
Q6_8_5	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? Local residents	100%
Q6_8_6	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? Senior citizens	100%
Q6_8_7	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? Federal assistance program participants (e.g., WIC, SNAP)	100%
Q6_8_8	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? State residents	100%
Q6_8_9	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? Teachers/professors	100%
Q6_8_12	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? Veterans	100%
Q6_8_13	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? Other	100%
Q6_8_13WRITEIN	Did your [MUSEUM TYPE] offer free or discounted general admission to any of the following audiences during [FISCAL YEAR] as part of its regular admissions policy? Other specify	29%
Q6_9	Did your [MUSEUM TYPE] offer a paid membership program during [FISCAL YEAR]?	100%
Q6_10	What was your [MUSEUM TYPE]'s total number of active memberships at the end of [FISCAL YEAR]? Please report the total number of memberships, not the number of individuals who are members. For example, count a family or household membership as one membership.	98%
Q6_10EST	What was your [MUSEUM TYPE]'s total number of active memberships at the end of [FISCAL YEAR]? Please report the total number of memberships, not the number of individuals who are members. For example, count a family or household membership as one membership. - This is an estimate	98%

Variable	Label	Response Rate
Q7_1	Did your [MUSEUM TYPE] have a website during [FISCAL YEAR]?	100%
Q7_2DK	What were your [MUSEUM TYPE]'s total website visits during [FISCAL YEAR]? Website visits is the total number of sessions rather than page views. - Don't know	99%
Q7_2VAL	What were your [MUSEUM TYPE]'s total website visits during [FISCAL YEAR]? Website visits is the total number of sessions rather than page views. Website visit number	99%
Q7_2EST	What were your [MUSEUM TYPE]'s total website visits during [FISCAL YEAR]? Website visits is the total number of sessions rather than page views. - Estimate	99%
Q7_3_1	Did [INSTITUTION NAME] provide remote digital access to any of its collections or exhibitions during [FISCAL YEAR]? Remote digital access to collections	100%
Q7_3_2	Did [INSTITUTION NAME] provide remote digital access to any of its collections or exhibitions during [FISCAL YEAR]? Remote digital access to exhibitions or programs	100%
Q7_4_1	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Facebook	100%
Q7_4_2	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Instagram	100%
Q7_4_3	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? LinkedIn	100%
Q7_4_4	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Snapchat	100%
Q7_4_5	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? TikTok	100%
Q7_4_6	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? X (Formerly Twitter)	100%
Q7_4_7	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Vimeo	100%
Q7_4_8	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? YouTube	100%
Q7_4_9	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Other platform 1	100%

Variable	Label	Response Rate
Q7_4_9WRITEIN	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Other platform 1 specify	100%
Q7_4_10	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Other platform 2	100%
Q7_4_10WRITEIN	Does your [MUSEUM TYPE] have an account on any of the following social media platform(s)? Other platform 2 specify	100%
Q7_5_1	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Facebook	100%
Q7_5_2	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Instagram	100%
Q7_5_3	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? LinkedIn	100%
Q7_5_4	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Snapchat	100%
Q7_5_5	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? TikTok	100%
Q7_5_6	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? X (Formerly Twitter)	100%
Q7_5_7	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Vimeo	100%
Q7_5_8	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? YouTube	100%
Q7_5_9	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Other Platform 1	100%
Q7_5_10	How many followers does your [MUSEUM TYPE] have on the following social media platform(s)? Other Platform 2	100%
Q8_1	How easy or difficult was it for you to complete the National Museum Survey on behalf of [INSTITUTION NAME]? Please consider all aspects of taking the survey when answering, from gathering the information requested all the way through to submitting your answers?	100%

Variable	Label	Response Rate
Q8_2	You mentioned that the National Museum Survey was [Q8_1] to complete. What challenges or issues did you experience? This information will be used to help us improve the survey for future administrations.	91%
Q8_3_1	[Museum Name] consents to having IMLS share this information with the public - Institution name	100%
Q8_3_2	[Museum Name] consents to having IMLS share this information with the public - Primary discipline	100%
Q8_3_3	[Museum Name] consents to having IMLS share this information with the public - Website	89%
Q8_3_4	[Museum Name] consents to having IMLS share this information with the public - Main phone Number	100%
Q8_3_5	[Museum Name] consents to having IMLS share this information with the public - Address 1	100%
Q8_3_6	[Museum Name] consents to having IMLS share this information with the public - Address 2	10%
Q8_3_7	[Museum Name] consents to having IMLS share this information with the public - City	100%
Q8_3_8	[Museum Name] consents to having IMLS share this information with the public - State	100%
Q8_3_9	[Museum Name] consents to having IMLS share this information with the public - Zip Code	100%
Q8_3_1_CF	[Museum Name] - consents to having IMLS share this information with the public - Institution name - consent flag	97%
Q8_3_2_CF	[Museum Name] - consents to having IMLS share this information with the public - Primary discipline - consent flag	97%
Q8_3_3_CF	[Museum Name] - consents to having IMLS share this information with the public - Website - consent flag	97%
Q8_3_4_CF	[Museum Name] - consents to having IMLS share this information with the public - Main phone Number - consent flag	94%
Q8_3_5_CF	[Museum Name] - consents to having IMLS share this information with the public - Address 1 - consent flag	96%
Q8_3_6_CF	[Museum Name] - consents to having IMLS share this information with the public - Address 2 - consent flag	95%

Variable	Label	Response Rate
Q8_3_7_CF	[Museum Name] - consents to having IMLS share this information with the public - City - consent flag	97%
Q8_3_8_CF	[Museum Name] - consents to having IMLS share this information with the public - State - consent flag	98%
Q8_3_9_CF	[Museum Name] - consents to having IMLS share this information with the public - Zip Code - consent flag	97%

NMS = National Museum Survey.

Item response rate is defined as: (number of valid item-level responses)/(eligible respondents who completed the survey excluding valid item skips).

Source: Institute of Museum and Library Services, National Museum Survey, 2025.