



Exhibitionist Survey—a Study for the National Association for Museum Exhibition

Background

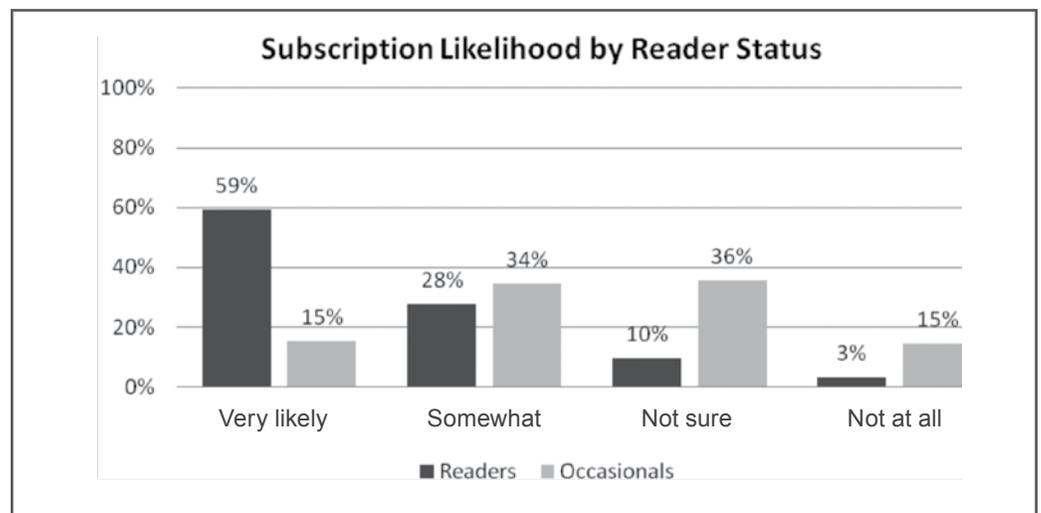
Due to upcoming changes to the structure of AAM’s professional committees, the National Association for Museum Exhibitions authorized a survey of current and potential readers of NAME’s professional journal, *Exhibitionist*. Conducted in Summer 2012, the survey aimed to gather information that would assist in planning for the transition, including data on price points, perceptions of quality, format, and intention to subscribe.

Methodology

The sample of respondents was drawn from the NAME members’ database, as well as a selection from the AAM’s own directories. In total, 585 responses were collected. The final sample holds 70% of respondents with an individual membership to AAM. The remainder are employees of museums or other organizations with institutional memberships. A questionnaire was prepared by the NAME Board and sent to respondents via email, using the Survey Monkey platform.

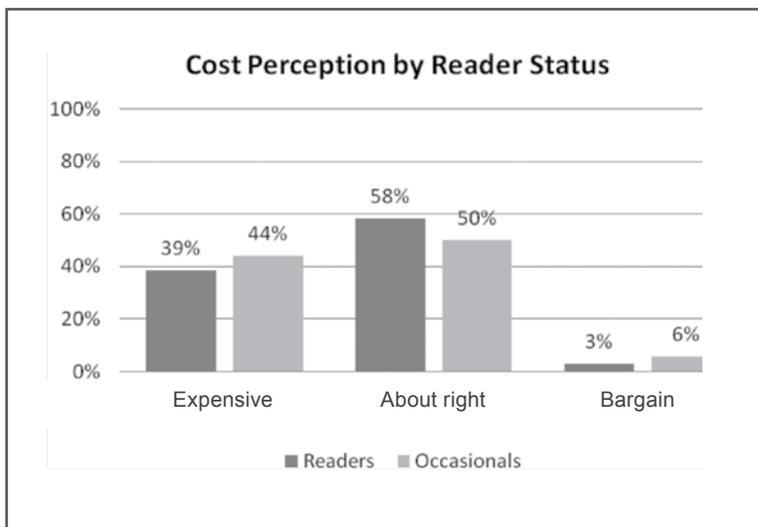
Key Findings

The main factor differentiating intentions to purchase *Exhibitionist* in the near future is, not surprisingly, current reader status. Participants who indicated that they read the journal regularly were much more likely to say they would subscribe under the new structure. Readers who read the journal only on occasion were neither strongly interested nor strongly disinterested in the publication.



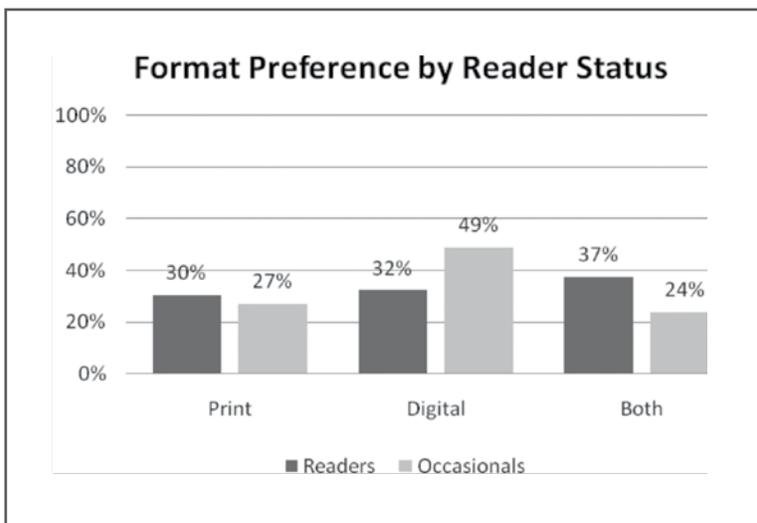
The proposed \$25 subscription fee was considered “about right” by the majority of respondents (51.8%). Very few considered it to be “a bargain,” while a still-substantial number of respondents felt it was expensive. Statistically, there is relatively little difference in the perceptions of current readers and those who consult it on occasion.

Comments from respondents suggest that a number of them did not understand that NAME would no longer collect registration fees. This may have influenced the answers given, and suggests that attention needs to be paid to the communication of the change in the Professional Networks.



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Finally, among current readers there seemed to be no strong preference between paper and digital formats. Occasional readers appeared to be somewhat more in favor of subscribing to a digital version. This might mean that a digital version would be of use in a recruitment strategy.

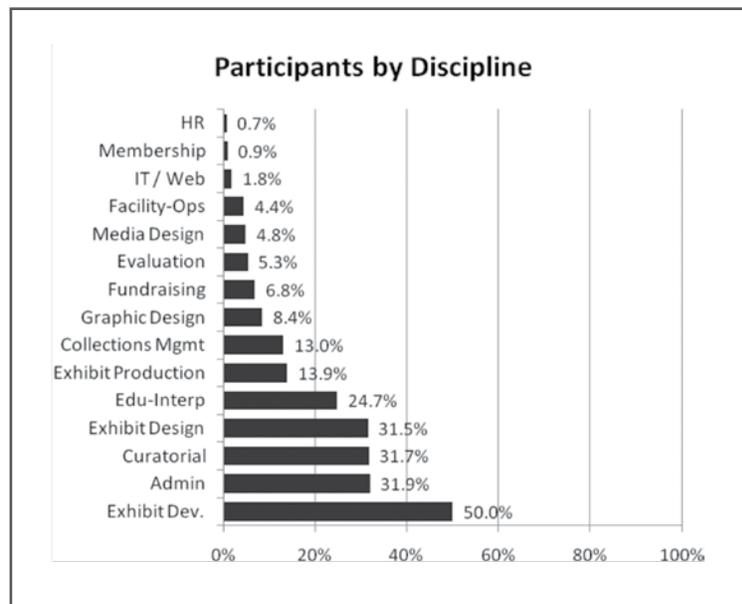


The largest single segment [of readers and potential readers] is exhibition developers.

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Respondent Profiles

The largest single segment is exhibition developers, followed by administrators, curators and exhibition designers. The percentages do not add up to 100% because participants could pick up to three areas of expertise.



Participants by Reader Status



The total sample includes 48% of people who said they read Exhibitionist on a regular basis, followed by occasional (28%) and non-reader (24%) segments. As this is a sample of convenience, these data do not necessarily reflect the reading rates among NAME or other AAM members.

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Findings

The table below provides an overview of the results for each survey question. These findings and the analysis that follows are intended to help NAME understand the respondents and contextualize their answers to the core questions about subscribing to the *Exhibitionist*.

Results by Questions	
Which of the following resources do you look at regularly for information related to your work?	
Listerves (Museum Ed, ASTC ISEN or Yahoo Groups)	50%
Social Networking sites, such as LinkedIn or Facebook.	47%
Association publications (<i>Museum</i> or <i>Dimensions</i>)	81%
Professional journals (<i>Curator</i> or <i>Exhibitionist</i>)	63%
Blogs	25%
Are you a member of the American Association of Museums?	
Yes, I'm an individual member.	70%
My museum/employer is an institutional member.	27%
I'm not sure.	2%
Are you a member of the National Association for Museum Exhibition?	
Yes	61%
Not any more (used to be a member)	5%
No	30%
I'm not sure	4%
Have you heard of the National Association for Museum Exhibition?	
Yes	69%
No	31%
Given your previous experience with this publication, how likely are you to subscribe?	
Very Likely	34%
Somewhat	28%
I'm not sure	28%
Not likely at all	11%
The subscription rate will be \$25 for two issues per year, do you feel that is...	
Expensive	45%
About right	52%
A bargain	3%
Do you have a preference for receiving a print or digital version?	
I would prefer a print version.	28%
I would prefer a digital version.	42%
I would prefer to receive both.	30%

If you would like to view the full survey it can be found on the NAME web page. <http://name-aam.org/resources/exhibitionist>