

# Survey of Attendance at Museum Institutions

4<sup>th</sup> Quarter 2025

## About the survey

The *Survey of Attendance at Museum Institutions* collects quarterly statistics on attendance for all museums, interpretation sites and exhibition centres in the different regions of Québec.

## Confidentiality

Your institution has been selected to participate in this survey. Its participation is mandatory under the *Act respecting the Institut de la statistique du Québec*.

The Institut de la statistique du Québec (ISQ) guarantees that the information provided by your institution as part of this survey will remain confidential.

## Information

This questionnaire is intended for all not-for-profit institutions in Québec whose main activity consists in showcasing and interpreting museum collections or contents and which perform an educational, mediation and dissemination role related to the arts, history, archeology, ethnology, science, the environment, technology, and lifestyles.

## Assistance

For assistance, please contact the Direction de la gestion de la collecte by telephone at 1-800-561-0213 or by email at [collecte@stat.gouv.qc.ca](mailto:collecte@stat.gouv.qc.ca).

## Instructions

- ▶ Please read the definitions before completing the questionnaire.
- ▶ **Do not mail the questionnaire back to us.** You must complete the online questionnaire by following the instructions in the letter or email you received.
- ▶ The ISQ will call the institutions that have not submitted their online questionnaire by the deadline to obtain their answers.
- ▶ The ISQ will send you a questionnaire every quarter, taking into account your reported opening dates to avoid contacting institutions that are closed for a full quarter.

## Definitions

### Opening period

The period when the institution is open to the public and holds exhibitions, including the months when it is open by reservation only.

### Number of admissions

Number of visitors who have come in to take part in the museum's programmed activities (exhibitions, guided tours, educational workshops, etc.).

The number of admissions includes both free and paid admissions. It can be determined using an automated counting device or manual counting.

*Notes: Each visitor should only be counted once in the same day.*

*Exclude participants in activities organized by a third party who is borrowing or renting your spaces for their own purposes, such as for a wedding or a conference, unless it has been agreed that these participants will visit your exhibitions.*

*Exclude participants in fundraising activities organized by the institution for business purposes.*

### Attendance at the institution

Attendance on the museum institution's premises. This includes admissions to exhibitions and activities intended for the public, both inside the buildings and outdoors, on property grounds (gardens, trails, etc.).

It excludes attendance at extramural exhibitions or activities, meaning those that do not take place on the museum institution's property.

### Number of individual admissions

Number of visitors who came in individually to visit the museum institution, meaning who were not in an organized group.

### Number of organized group admissions

Number of visitors who came in with an organized group to visit the museum institution, usually with a reservation, such as groups of tourists, members of an association, groups of college or university students, etc.

*Note: School groups consisting of pre-kindergarten, kindergarten, elementary and secondary school students must not be counted under organized group general clientele admissions. They must be counted in the school clientele section.*

### School clientele

Pre-kindergarten, kindergarten, elementary, and secondary school students who visit as a school group, whether or not they are enrolled in the museum institution's educational programs. School clientele also includes teachers and chaperones.

It excludes students who pay a student rate outside of school-organized visits. These students must be counted in the general clientele section.

It also excludes college and university students. These students must be counted in the general clientele section, either under individual or organized group admissions, as applicable.

### Extramural attendance

Attendance at exhibitions and activities organized by the museum institution at a location not on the institution's property, such as a municipal park, school, shopping centre or street.

An extramural activity may take place indoors or outdoors. It is not synonymous with an activity being held outdoors.

Extramural attendance excludes visitors who:

- Participate in organized activities at a place located on the institution's property, for example on exterior grounds. These admissions must be counted under "Attendance at the institution".
- Visit exhibitions produced by the museum institution that are presented at another museum institution, for example as part of a travelling exhibition. These admissions are reported by the hosting museum institution.
- Participate in fundraising activities organized by the institution for business purposes.

*Note: This survey excludes virtual attendance to online exhibitions and activities. Virtual attendance must not be counted in the institution's attendance data.*

*The same holds true for admissions to exhibitions and activities held outside the province of Québec. They are not covered by this survey and must not be counted in the institution's attendance data.*

## Section 1 Annual opening period

Check the months when your institution is open.

An institution's annual opening period includes all the months when it is open to the public and holds exhibitions, including the months when it is open by reservation only.

<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	<input type="checkbox"/> April
<input type="checkbox"/> May	<input type="checkbox"/> June	<input type="checkbox"/> July	<input type="checkbox"/> August
<input type="checkbox"/> September	<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December

1 Enter the number of days your institution was open during the following three months:

(Month 1): (Month 2): (Month 3):

Enter "0" if the institution was not open during the month.

Number of days your institution was open	<input type="text"/>	<input type="text"/>	<input type="text"/>
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## Section 2 Attendance at the institution

### SCHOOL CLIENTELE

2 Enter the number of students and teachers/chaperones in the following two categories:

(Month 1): (Month 2): (Month 3):

Enter "0" if you had no school clientele admissions.

a) Pre-kindergarten, kindergarten and elementary school students and teachers/chaperones	<input type="text"/>	<input type="text"/>	<input type="text"/>	
b) Secondary school students and teachers/chaperones	<input type="text"/>	<input type="text"/>	<input type="text"/>	
	▼	▼	▼	
c) TOTAL	<input type="text"/>	+ <input type="text"/>	+ <input type="text"/>	= <input type="text"/> <span style="border: 1px solid black; padding: 0 2px;">A</span>

### GENERAL CLIENTELE

3 Enter the number of general clientele admissions in the following two categories:

(Month 1): (Month 2): (Month 3):

Enter "0" if you had no general clientele admissions.

a) Number of individual admissions	<input type="text"/>	<input type="text"/>	<input type="text"/>	
b) Number of organized group admissions	<input type="text"/>	<input type="text"/>	<input type="text"/>	
	▼	▼	▼	
c) TOTAL	<input type="text"/>	+ <input type="text"/>	+ <input type="text"/>	= <input type="text"/> <span style="border: 1px solid black; padding: 0 2px;">B</span>

### TOTAL ATTENDANCE AT THE INSTITUTION

4 Add up boxes A and B:

## Section 3 Extramural attendance

Extramural attendance includes admissions to exhibitions and activities organized by the museum institution at a place not located on the institution's property.

For example:

If your institution holds an activity or an exhibition at a school, in a municipal park, in a shopping centre, on the street, etc., admissions to these activities must be counted under extramural attendance.

If your institution offers outdoor activities on its property, such as an exhibition in the gardens or an event on the trails, admissions to these activities must be counted under attendance at the institution.

If your institution produced an exhibition that is presented at another museum institution, admissions to this travelling exhibition should only be reported by the hosting institution.

Exclude:

Virtual attendance to online exhibitions and activities.

Website visits.

Participation in exhibitions or activities held outside the province of Québec.

Participation in fundraising activities organized by the institution for business purposes.

Enter "0" if you had no extramural admissions or activities.

If an exhibition or activity spans several months, it must be counted once for each month.

If it is presented several times at the same location within a given month, it must only be counted once.

If it is presented several times at different locations, it must be counted once for each separate location. For example, a workshop offered a total of 30 times in 5 different schools will be counted as 5 extramural activities.

### 5a Enter the total number of extramural visitors and the number of extramural activities offered in the following three months:

	(Month 1):	(Month 2):	(Month 3):
Number of extramural visitors	<input type="text"/>	<input type="text"/>	<input type="text"/>
Number of extramural exhibitions and activities	<input type="text"/>	<input type="text"/>	<input type="text"/>

### 5b If your institution offered extramural activities during the quarter, please describe them briefly (types of activities, place where they were offered).

(Month 1): \_\_\_\_\_

\_\_\_\_\_

(Month 2): \_\_\_\_\_

\_\_\_\_\_

(Month 3): \_\_\_\_\_

\_\_\_\_\_

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## Section 4 End of questionnaire

**Please enter the contact details of the person responsible for completing the survey.**

Name of respondent:

Title or function:

Telephone:           Poste

Email address:

**Please enter your establishment's contact details.**

Name of museum institution:

Address:

Municipality:

Postal code:

### Survey results

**Would you like to see the results of your contribution to the *Survey of Attendance at Museum Institutions*?**

You are in luck because the survey results are published each quarter. To follow museum attendance trends, visit [the Institut de la statistique du Québec's website](#).

You can also view our publications on museum institution attendance on our website.

**Subscribe now!**

To be notified by email when new results are published for this survey, click on "**Subscribe to this content**" and fill out the form.

**The Institut de la statistique du Québec thanks you for participating in this survey.**