



## MUSEUM FACTS

### Museums Serve the Public

- Museums are working every day in the public interest, educating and engaging our communities, preserving our cultural, artistic, historic, natural, and scientific heritage.
- Museums of all kinds – including aquariums, arboretums, archaeological museums, art museums, botanical gardens, children’s museums, culturally specific museums, historic sites, history museums, maritime museums, military museums, natural history museums, nature centers, planetariums, presidential libraries, science and technology centers, zoological parks, and other specialty museums – are important institutions that are struggling to maintain essential services.
- Only a small percentage of America’s 17,500+ museums receive federal funding of any kind.

### Museums are Trustworthy

- Americans view museums as one of the most important resources for educating our children and as one of the most trustworthy sources of objective information.
- In 2001, 38% of Americans cited museums as among the most trustworthy sources of information while 87% stated they are trustworthy overall.
- According to a study by Indiana University, museums are considered a more reliable source of historical information than books, teachers, or even personal accounts by grandparents or other relatives.
- Museums preserve and protect more than a billion objects (Heritage Health Index).

### Museums are Popular

- Americans from all income and education ranges visit museums.
- According to IMLS, two-thirds (66.4%) of American adults visited a museum in 2006 (including virtual visits via the Internet).
- There are nearly 850 million visits per year to American museums, more than the attendance for all professional sporting events and theme parks combined (478 million in 2006).
- And there are an equally impressive number of virtual visits to museums – 542 million visits via the Internet a year, according to a 2008 IMLS study.

### Museums Serve Every Community

- At least 22% of museums are located in rural areas and other museums frequently reach rural communities by incorporating traveling vans or portable exhibits.
- A third of U.S. museums are always free to the public, and more than 97% of the rest offer discounts, special fee schedules, or free admission days, according to AAM’s 2009 Museum Financial Information Survey.
- Teachers, students, and researchers benefit from access to trustworthy information through online collections and exhibits, although most museums need more help in developing their digital collections to meet this need. This is especially important when geographical distance prevents travel to a wide range of museums.
- Museum websites serve a diverse and growing online community.

- Museums are reaching a whole new tech-savvy audience by engaging the online public in creative ways such as adding museum exhibits to their Facebook page or opening a virtual museum on *Second Life*.

### **Museums Partner with Schools**

- Museums spend more than \$2.2 billion a year on education – and the typical museum devotes three-quarters of its education budget specifically to K-12 students.
- Museums receive more than 90 million visits each year from students in school groups.
- Museums tailor educational programs in math, science, art, literacy, language arts, history, civics and government, economics and financial literacy, geography, and social studies, often in coordination with state and local curriculum standards (IMLS study).
- Each year, museums provide more than 18 million instructional hours for educational programs such as guided tours for students, staff visits to schools, school outreach through science vans and other traveling exhibits, and professional development for teachers (IMLS study).

### **Museums Educate our Communities**

- The educational role of museums is at the core of their service to the public.
- People of all ages and backgrounds come to learn about the past and present, the natural and cultural world, and human creativity through unique museum experiences.
- Children find the spark that inspires them to become scientists, artists, political leaders, historians, and entrepreneurs.
- Museums tell these stories by collecting, preserving, researching, and interpreting objects, living specimens, and history.
- Museums are reaching increasingly diverse audiences, helping communities better understand and appreciate cultural diversity.
- Through museums, visitors make tangible connections to their heritage, art, or the natural world regardless of their ages, the size of their communities, or their economic and ethnic backgrounds.

### **Museums are Economic Engines**

- Museums employ as many as half a million Americans, according to the American Association of Museums' analysis of the 2007 American Community Survey.
- Museums contributed approximately \$20.7 billion to the American economy in 2008, encouraging economic growth in their communities (2009 Museum Financial Information Survey).
- Museums rank among the top three family vacation destinations.
- Trips including cultural and heritage activities comprise one of the most popular and significant segments of the travel industry, accounting for over 23% of all domestic trips, according to the U.S. Travel Association.
- Visitors to historic sites and cultural attractions, including museums, stay 53% longer and spend 36% more money than other kinds of tourists (U.S. Travel Association).
- Quality of life issues contribute significantly to decisions businesses make in choosing to relocate, including access to cultural resources that includes a dynamic museum community.
- The National Governors Association has found that "civic leaders are beginning to take stock of artistic and cultural assets, recognizing that they are essential to quality of life."
- The U.S. Conference of Mayors has found that "the arts, humanities, and museums are critical to the quality of life and livability of America's cities. It has been shown that the nonprofit arts and culture industry generates over \$166 billion in economic activity annually, supports over 5.7 million full time jobs, and returns over \$12 billion in federal income taxes annually. Governments which support the arts on average see a return on investment of over \$7 in taxes for every \$1 that the government appropriates."