



Museums: Did You Know?

Arts and cultural production constitute
a \$704 billion industry,
4.2% of the entire
US economy

more than construction (\$619 billion) or
utilities (\$270 billion).

U.S. Department of Commerce Bureau of Economic Analysis, Arts and Cultural Production Satellite Account



Museums spend
more than
\$2 Billion
a year on education
activities.

American Alliance of Museums 'Museum Financial Information Survey' (2009)



Museums sustain more than
400,000 Jobs
and directly contribute
\$21 Billion
to the US economy each year.

AAM Financial Information Survey

26% of museums
are located
in rural areas;

others serve these communities with traveling
vans, portable exhibits and online resources.

Institute of Museum and Library Services 'Museum Universe Data File' (2014)

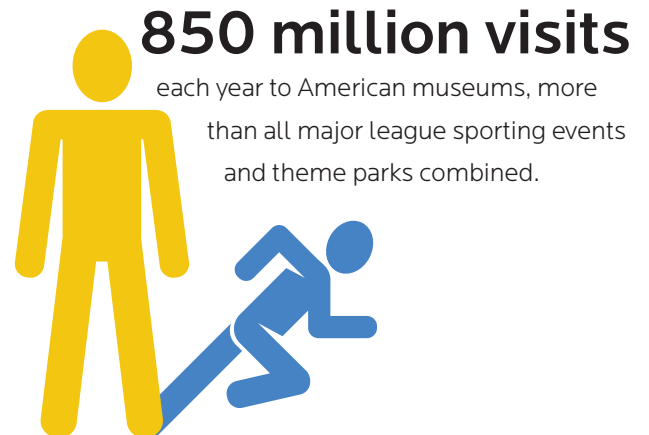
Museums are for everyone, regardless of income level.

37% of museums
are free
at all times

or have suggested admission fees only;
nearly all the rest offer discounts or free admission days.

American Alliance of Museums 'Annual Condition of Museums and the Economy' study (2013)

There are approximately



850 million visits
each year to American museums, more
than all major league sporting events
and theme parks combined.



Museums preserve and protect more than

1 billion objects.

Heritage Health Index (2004)

Most Trustworthy

History Museums/Historic Sites	6.7	← Most trusted
Museums	6.4	History museums are the #1 most trustworthy source of information in America
Art Museums	5.9	
Wikipedia	5.7	
Local Paper	5.7	
Academic Researchers and Professors	5.7	
US Government	4.9	
Nonprofit Researchers	4.9	
Corporate Researchers	3.6	← Least trusted

Scale: 0 = not at all trustworthy; 10 = completely trustworthy
Reach Advisors | Museums R+D

Students who attend a field trip to an art museum demonstrate improved **critical thinking skills, historical empathy and tolerance.**



Education Next 'The Educational Value of Field Trips' (2014)

Museum volunteers contribute

1 Million Hours

of service every week.



American Alliance of Museums 'Museum Financial Information Survey' (2009)

More than 2,000 museums participate in the Blue Star Museums initiative,

offering free summer admission to all active-duty and reserve personnel and their families. This effort serves over 923,000 people.



National Endowment for the Arts

The nonprofit arts and culture industry annually generates

\$22 billion

in local, state and federal tax revenues, far more than it receives from government sources.

Americans for the Arts 'Arts and Economic Prosperity IV' (2012)