

# Museum Facts: At A Glance

## Museums Are Economic Engines



Museums support more than  
**726,000**  
American jobs.

Every direct job at a museum supports an additional job in the economy. This is a higher rate than many other industries.\*

Museums contribute  
**\$50 billion**  
to the US economy each year.

Museums and other nonprofit cultural organizations return more than \$5 in tax revenues for every \$1 they receive in funding from all levels of government.\*

The economic activity of museums generates more than \$12 billion tax revenue, one-third of it going to state and local governments. Each job created by the museum sector results in

**\$16,495**  
in additional revenue.\*



\*NOTE: These statistics depict the museum field pre-pandemic.



## Museums Partner with Schools

Museums help teach the state and local curriculum, tailoring their programs in math, science, art, literacy, language arts, history, civics and government, economics and financial literacy, geography, and social studies.



## People Love Museums

More people visited an art museum, science center, historic house or site, zoo, or aquarium in 2018 than attended a professional sporting event.



## Museums Are for Everyone

Museums are committed to ensuring that people of all backgrounds have access to high-quality museum experiences. In 2012, 37% of museums were free at all times or had suggested admission fees only; nearly all the rest offered discounts or free admission days.



## Museums Are Trusted

The American public considers museums the most trustworthy source of information in America, rated higher than local papers, nonprofit researchers, the U.S. government, and academic researchers.

## The Dire Impacts of COVID-19 on US Museums:

Survey data has confirmed  
**1 out of 3**  
US museums may shutter permanently without immediate support...

...which would mean the loss of  
**12,000 museums**  
as well as  
**124,000 jobs.**

**53%** of responding museums have furloughed or laid off staff.

**35%** of museums anticipated losing 35% of budgeted operating income in 2020 and are anticipating losing an additional 28% of normal operating income in 2021.

Data from the Second National Snapshot of COVID-19 Impact on U.S. Museums, conducted by AAM and Wilkening Consulting.