

Museum Survey 2014

Survey Summary

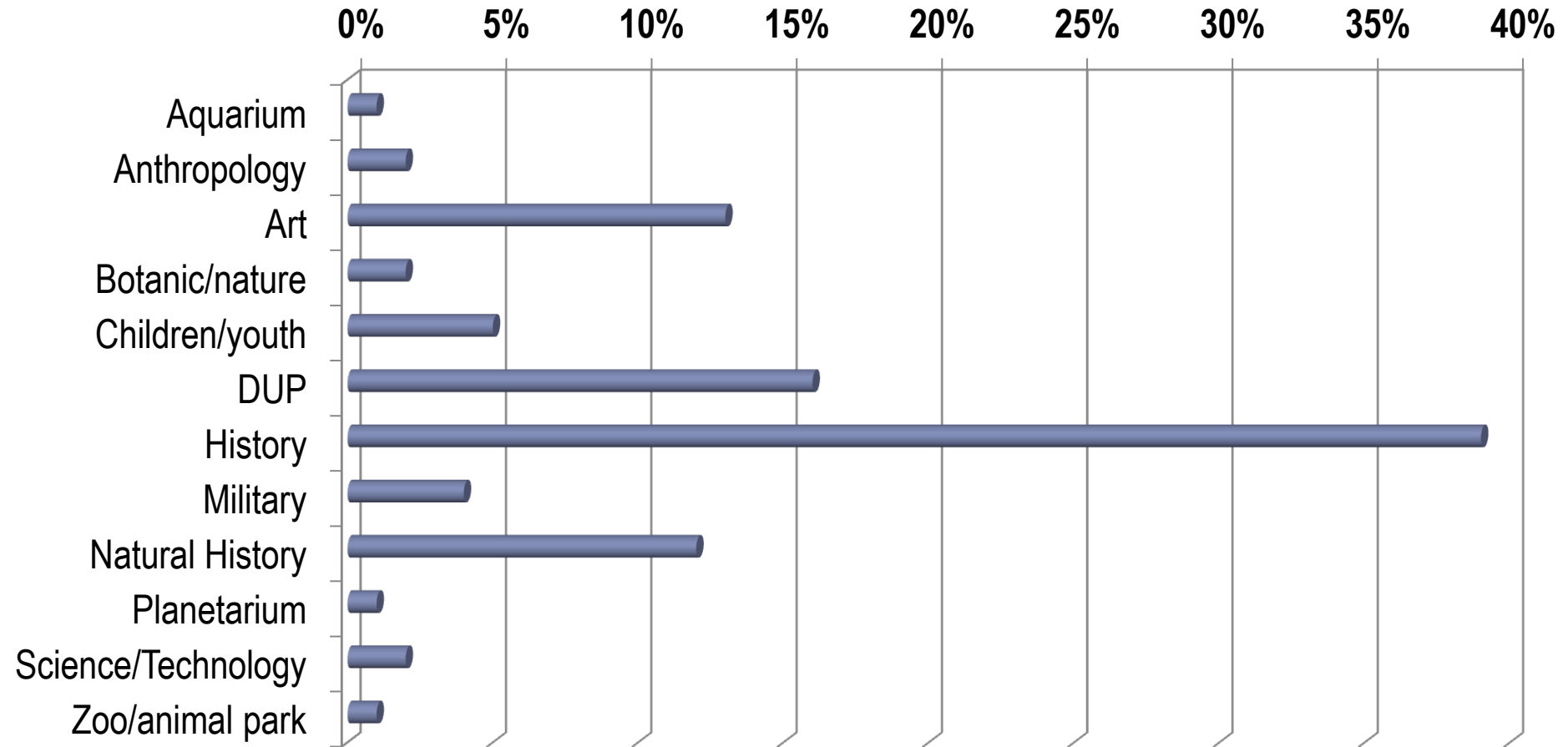
The Utah Division of Arts & Museums seeks to advance the value of museums within Utah and to enable the broadest physical, intellectual, and emotional access to collections and programs.

The purpose of this survey is to gain information on museums' growth, development and value in the state of Utah.

- ▶ Survey dates: January 23, 2015 – February 21, 2015
- ▶ Collection: online, invited by email and US mail
- ▶ Response rate: 29% (85 out of 285)
- ▶ Improved rate of response 100% since 2013



Types of Museums



Staff

- ▶ 558 Paid full-time employees (avg. 9)
- ▶ 898 Paid part-time employees (avg. 15)
 - 470 Paid staff new this year (avg. 9)
- ▶ 3837 Unpaid staff/volunteers (avg. 53)
 - ▶ 717 Unpaid staff/volunteers new this year (avg. 14)

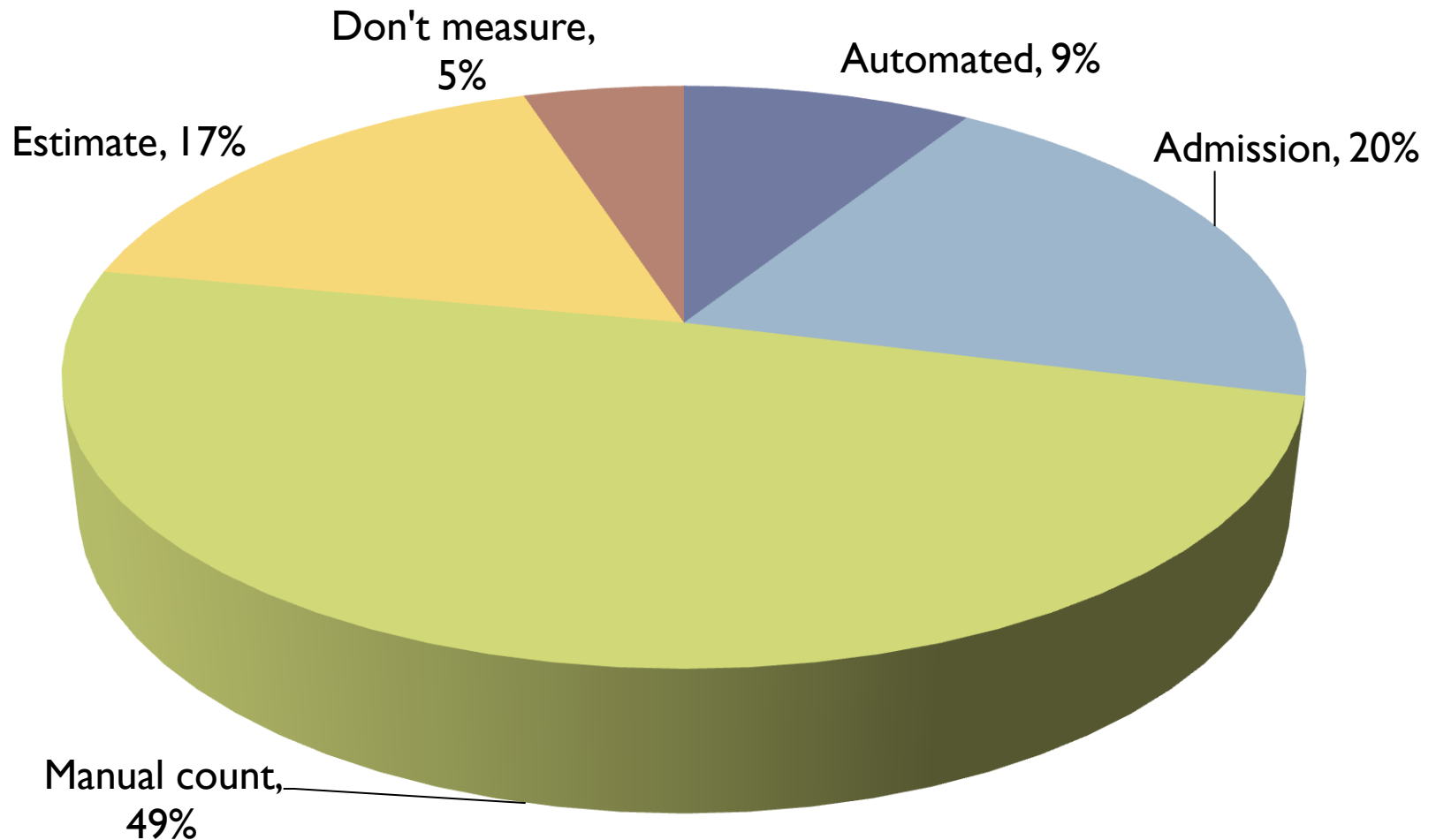


Visitors

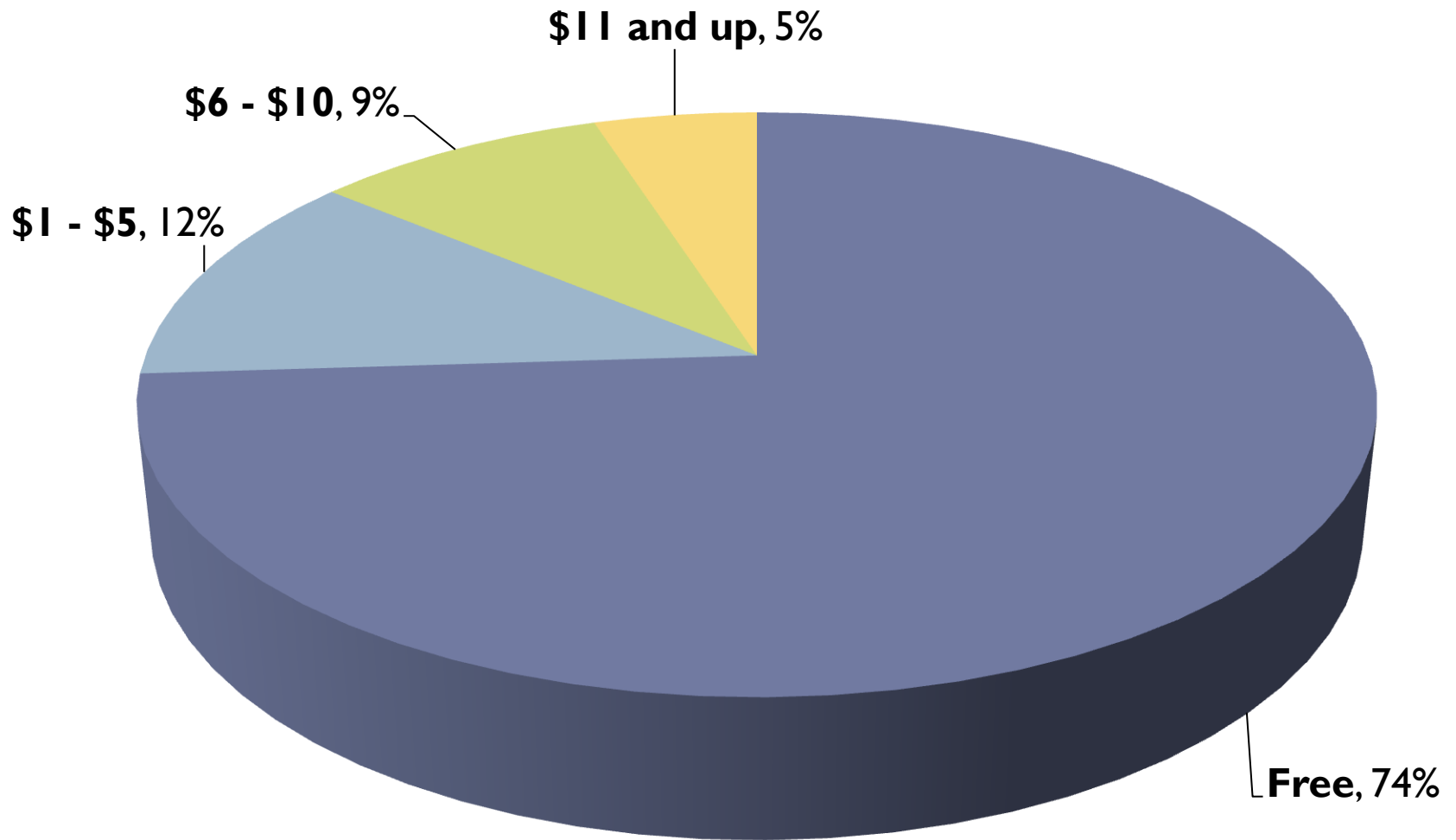
- ▶ **8,518,821 visitors**
 - ▶ 119,983 average
 - ▶ 9.480 median
- ▶ **Frequency of visitor type (1=most frequent)**
 1. Local non-school (1.78)
 2. School groups (2.34)
 3. Non-local, in-state (2.55)
 4. Out of state (3.08)



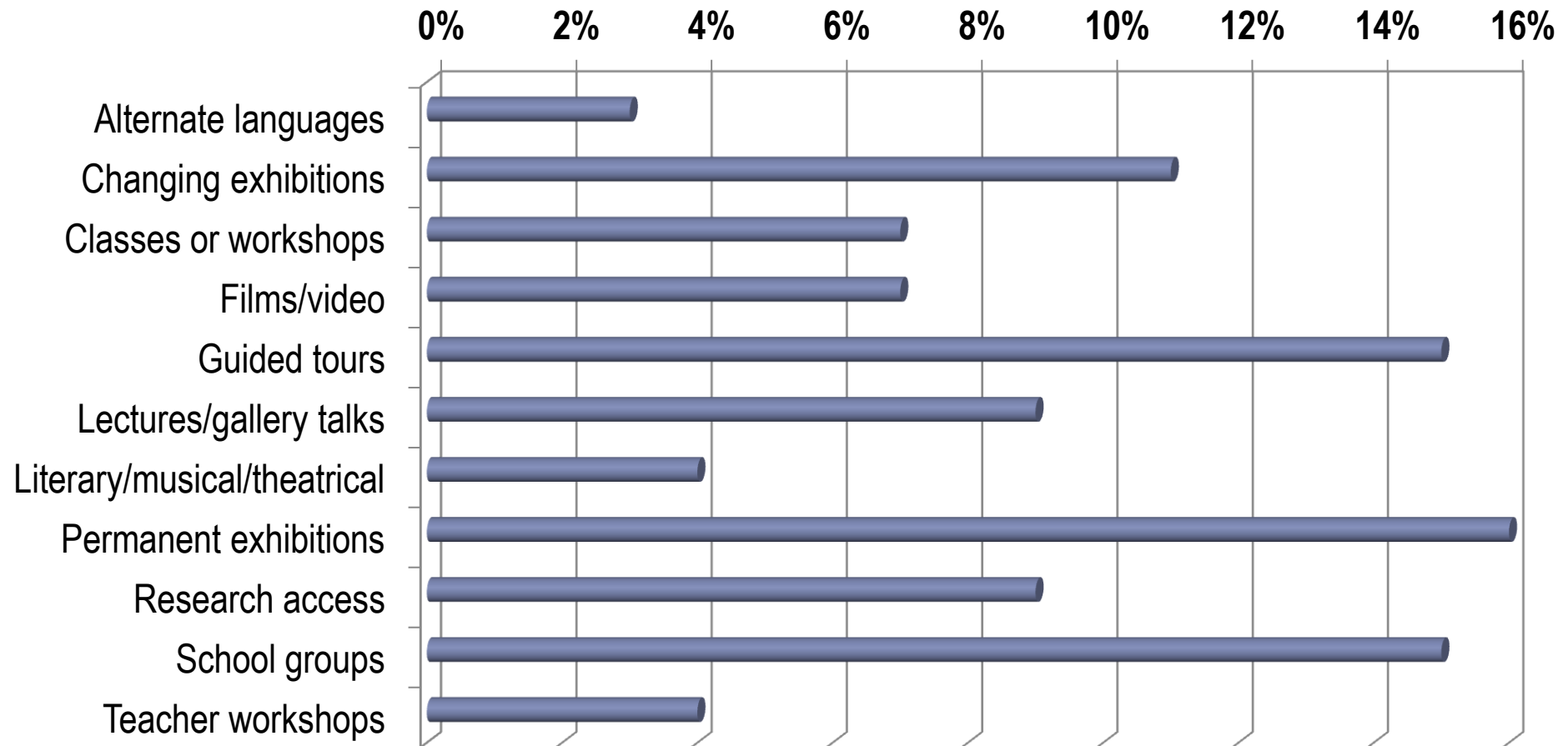
How Museums Measure Attendance



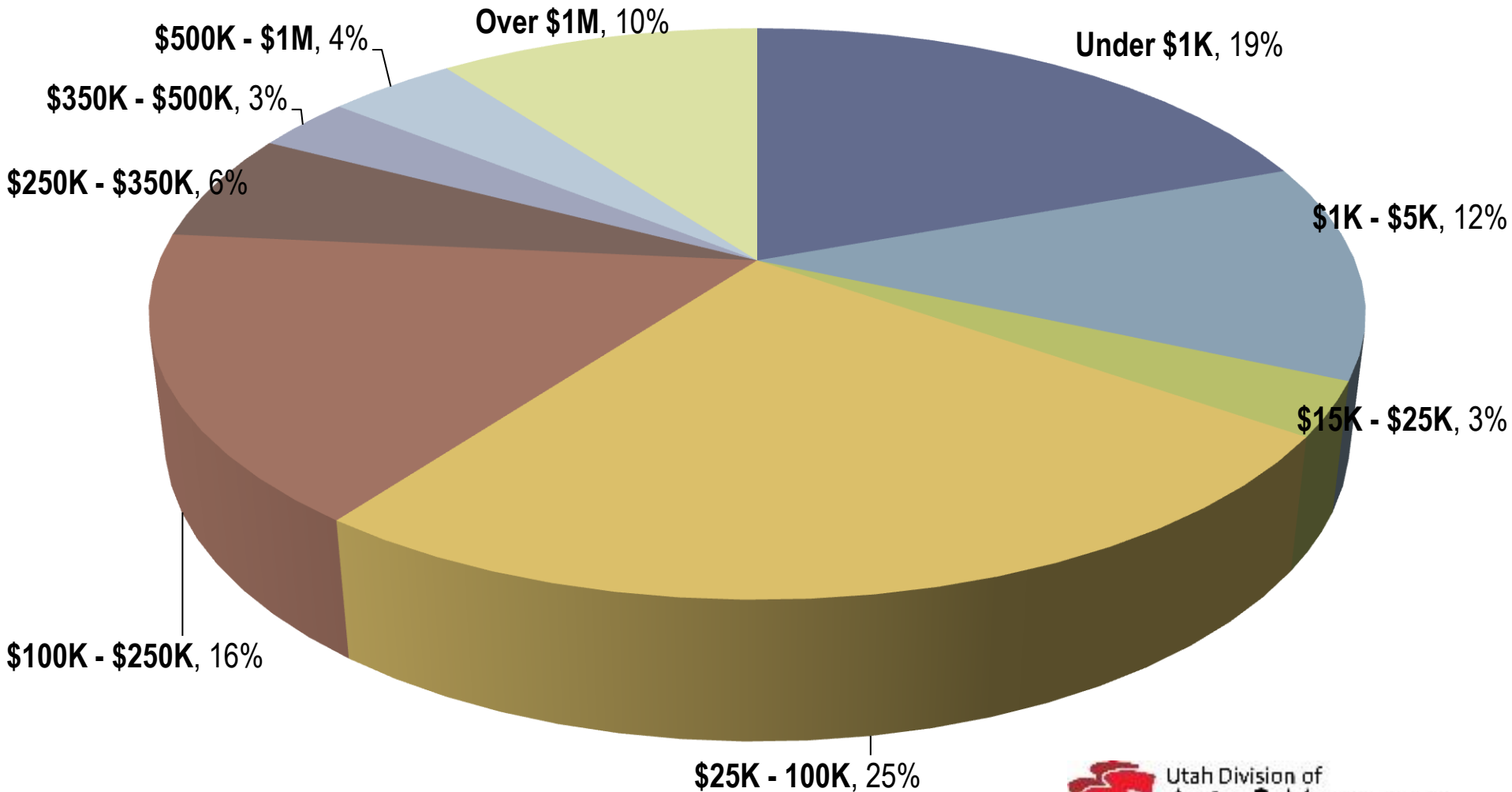
Regular Admission



Services and Activities

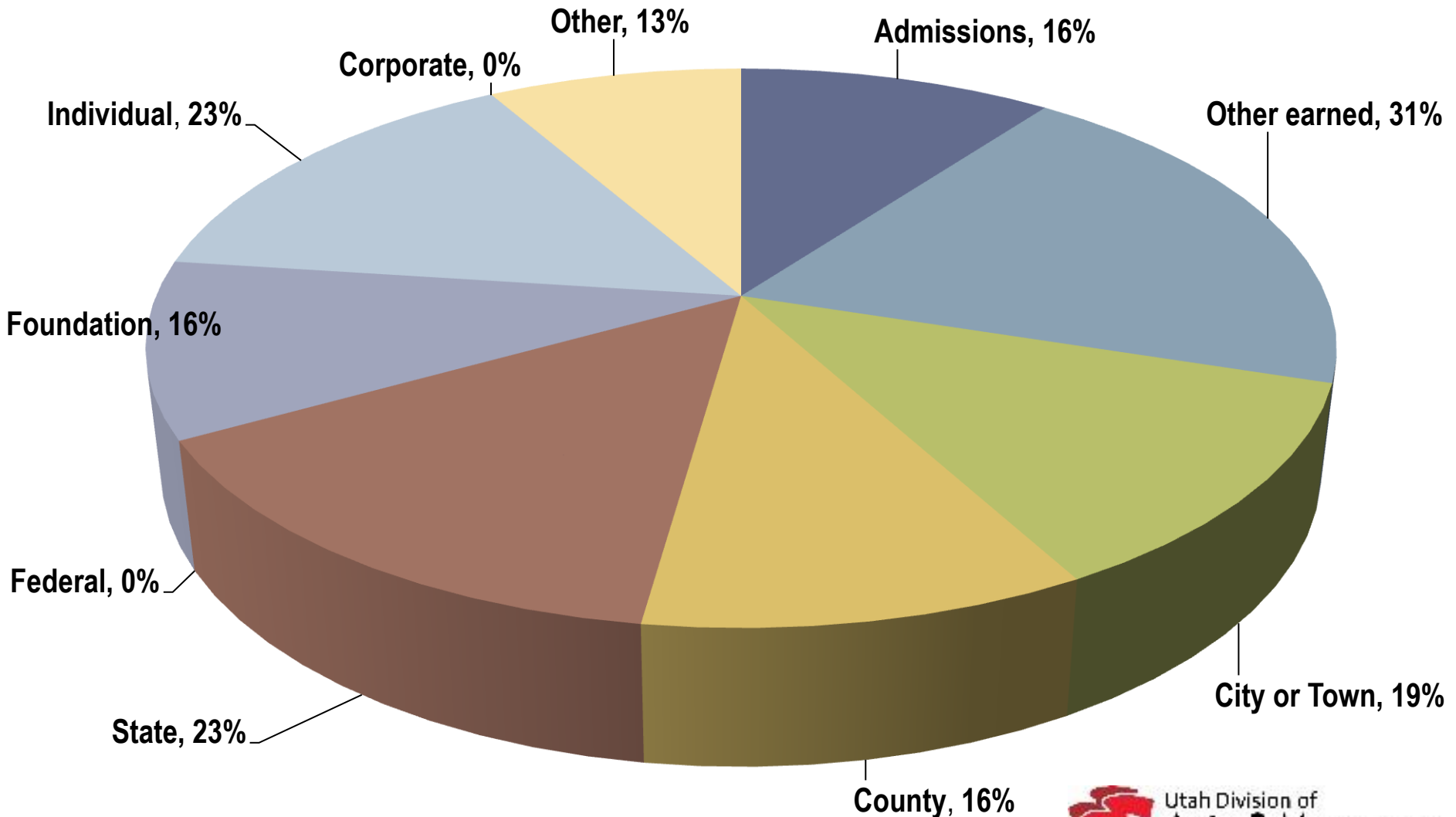


Annual Operating Budget



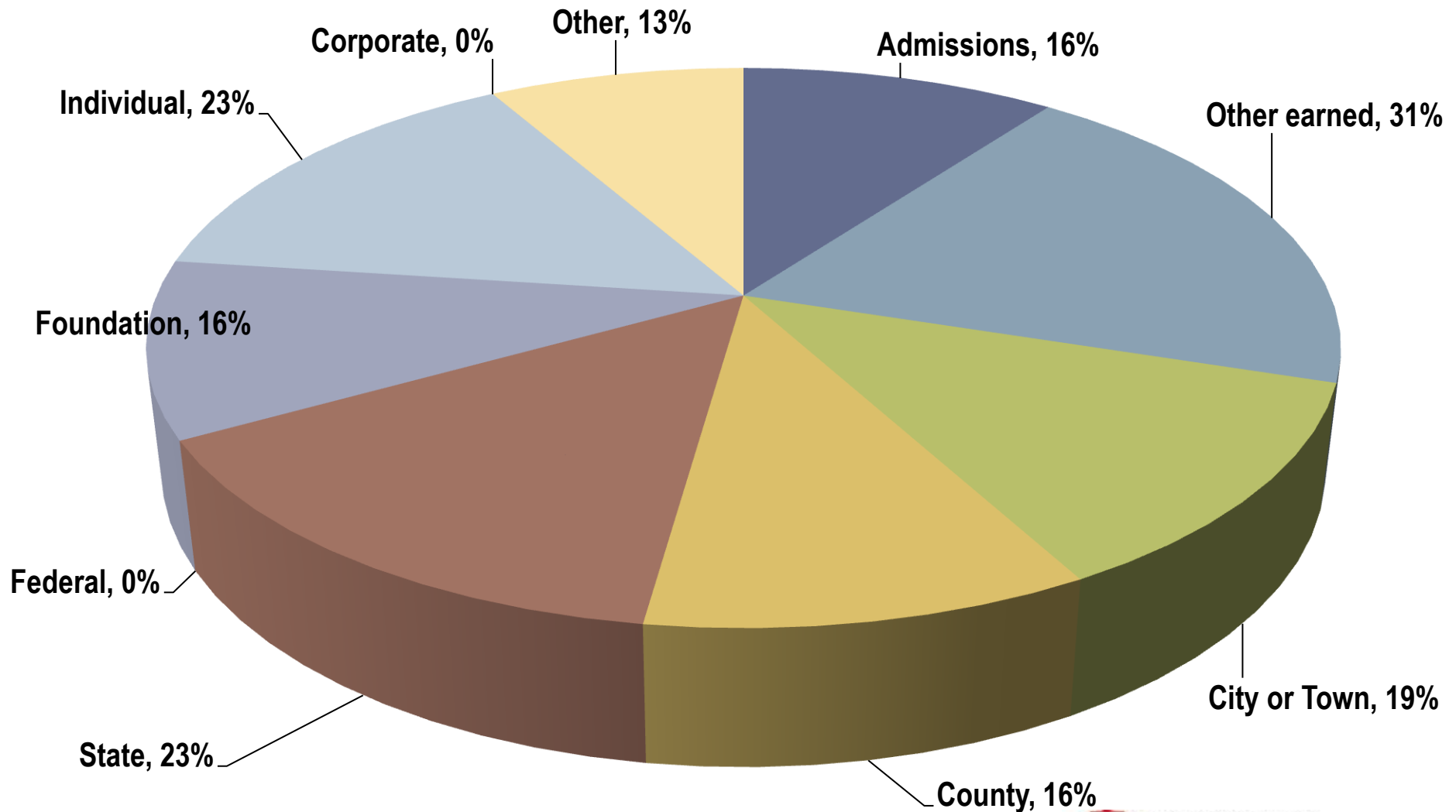
Sources of Museum Income*

Average percentage reported – total is more than 100%



Who pays staff salaries?*

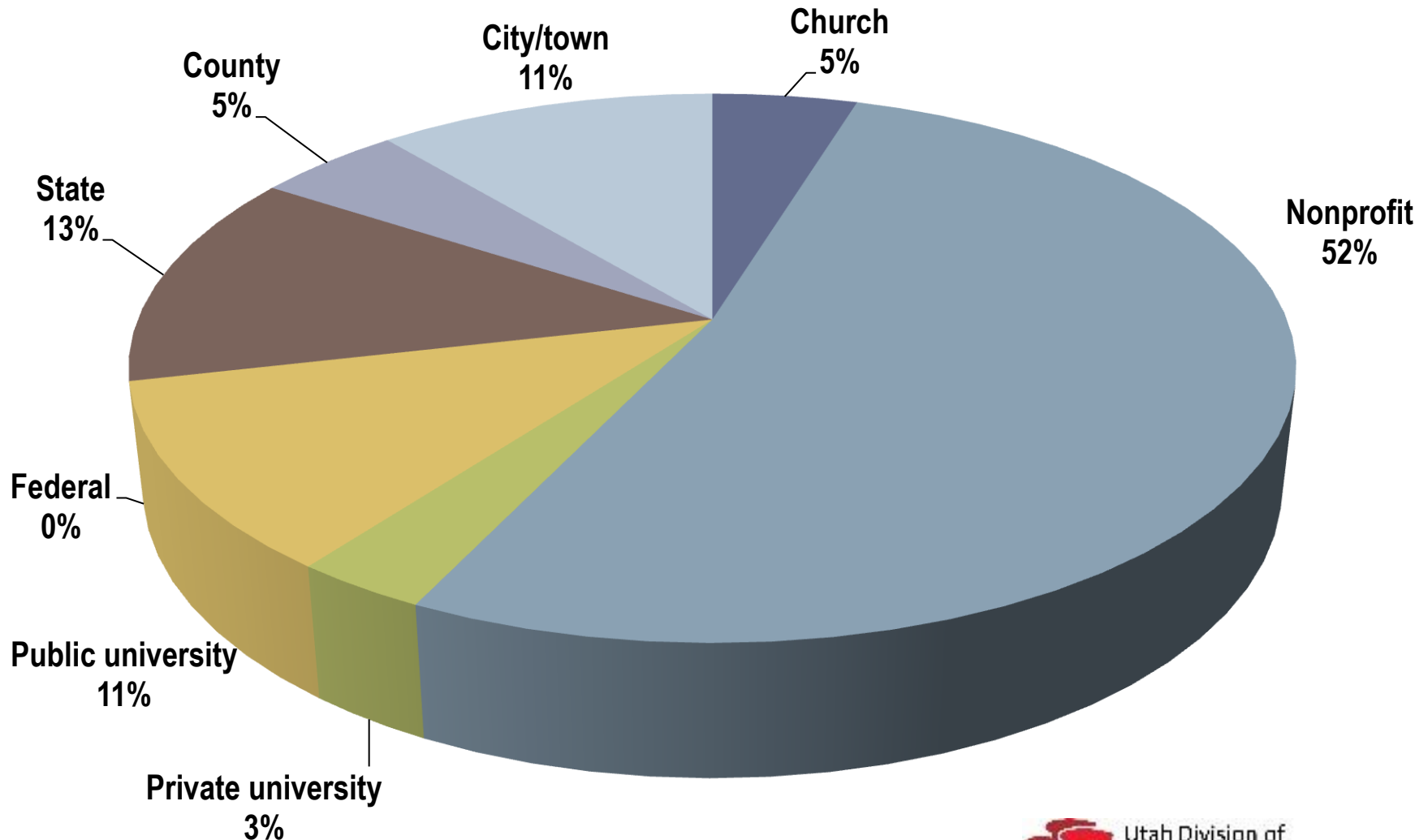
Average percentage reported – total is more than 100%



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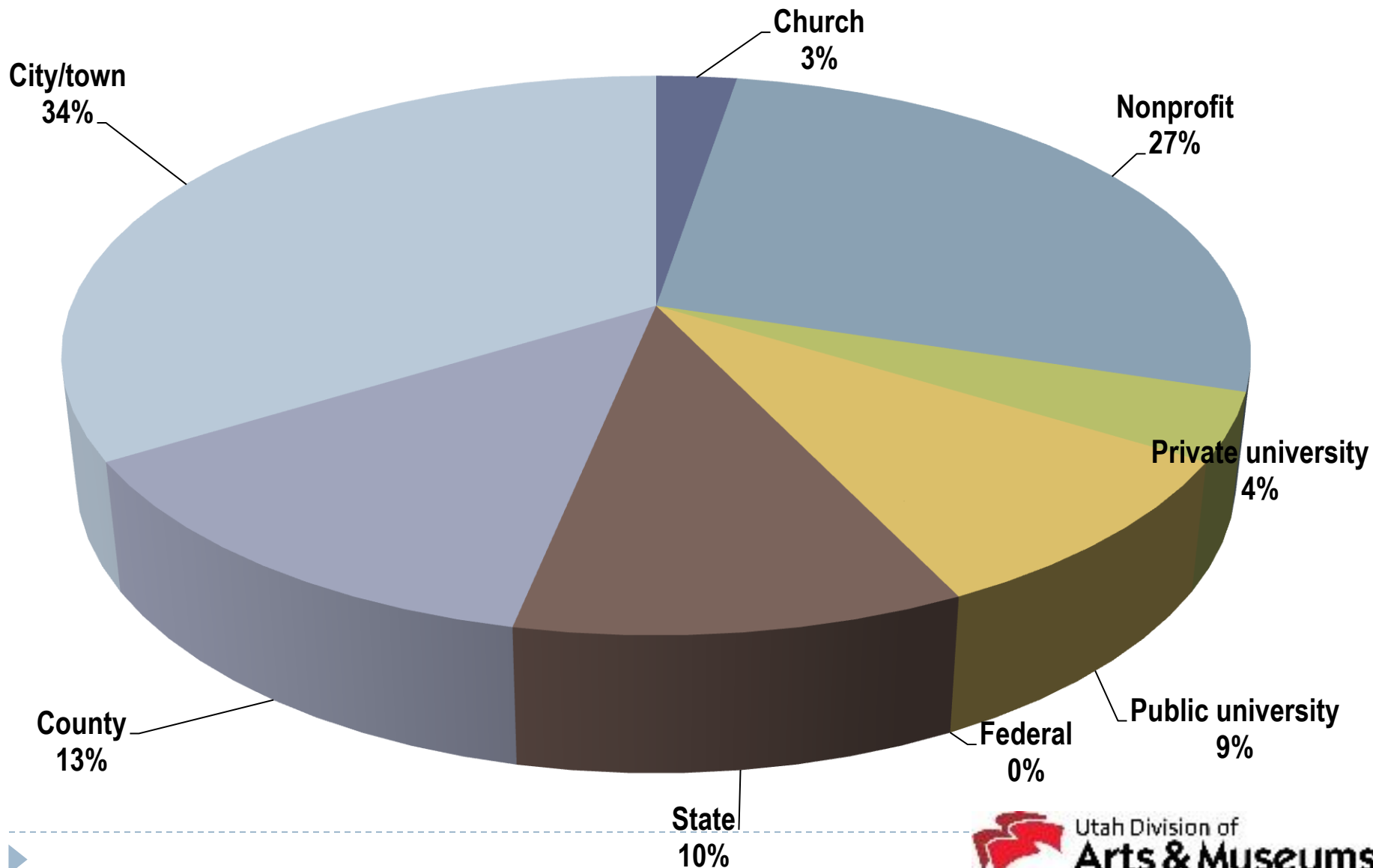
Who governs the museum?*

*Average percentage reported – total is more than 100%



Who owns the building?*

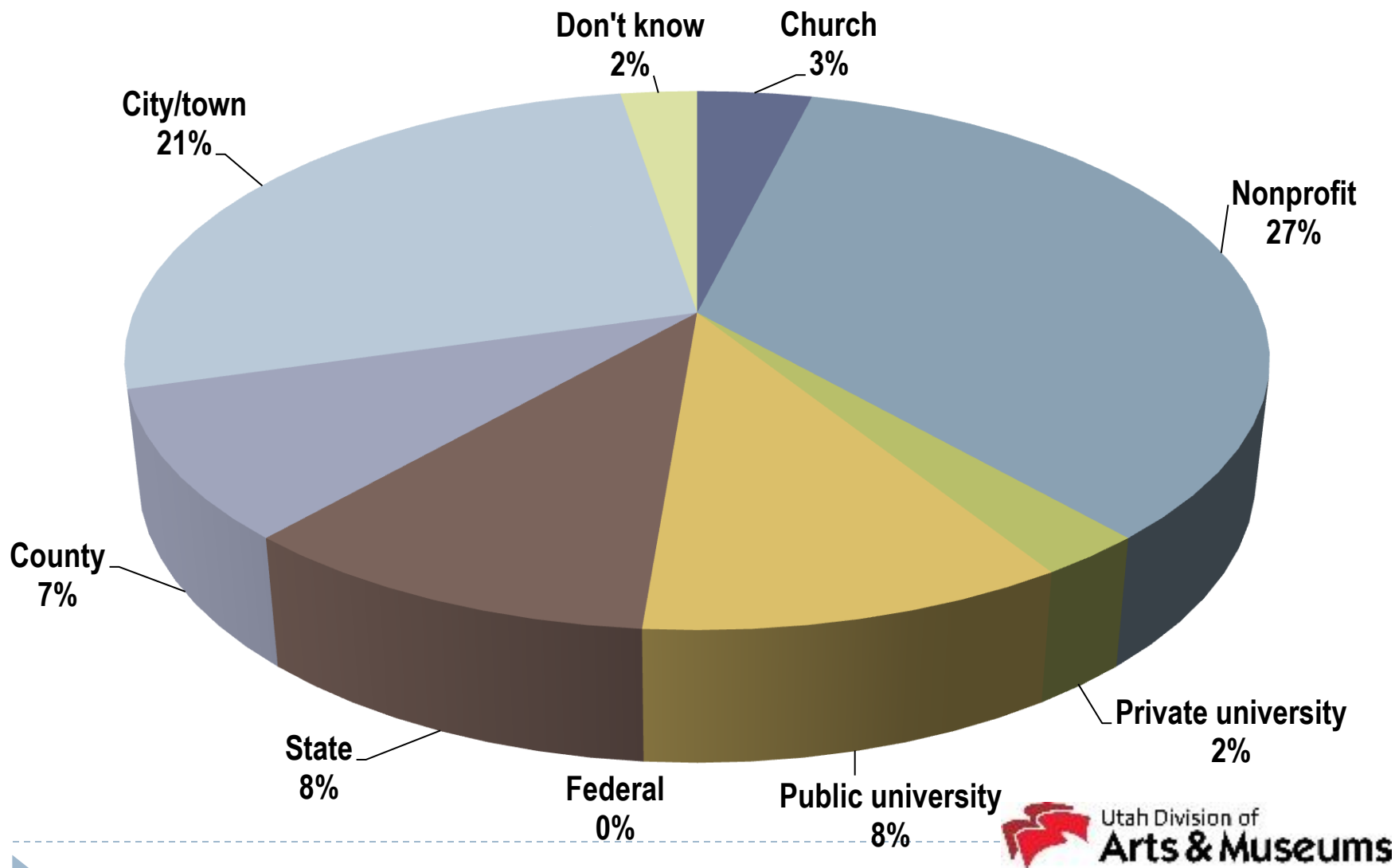
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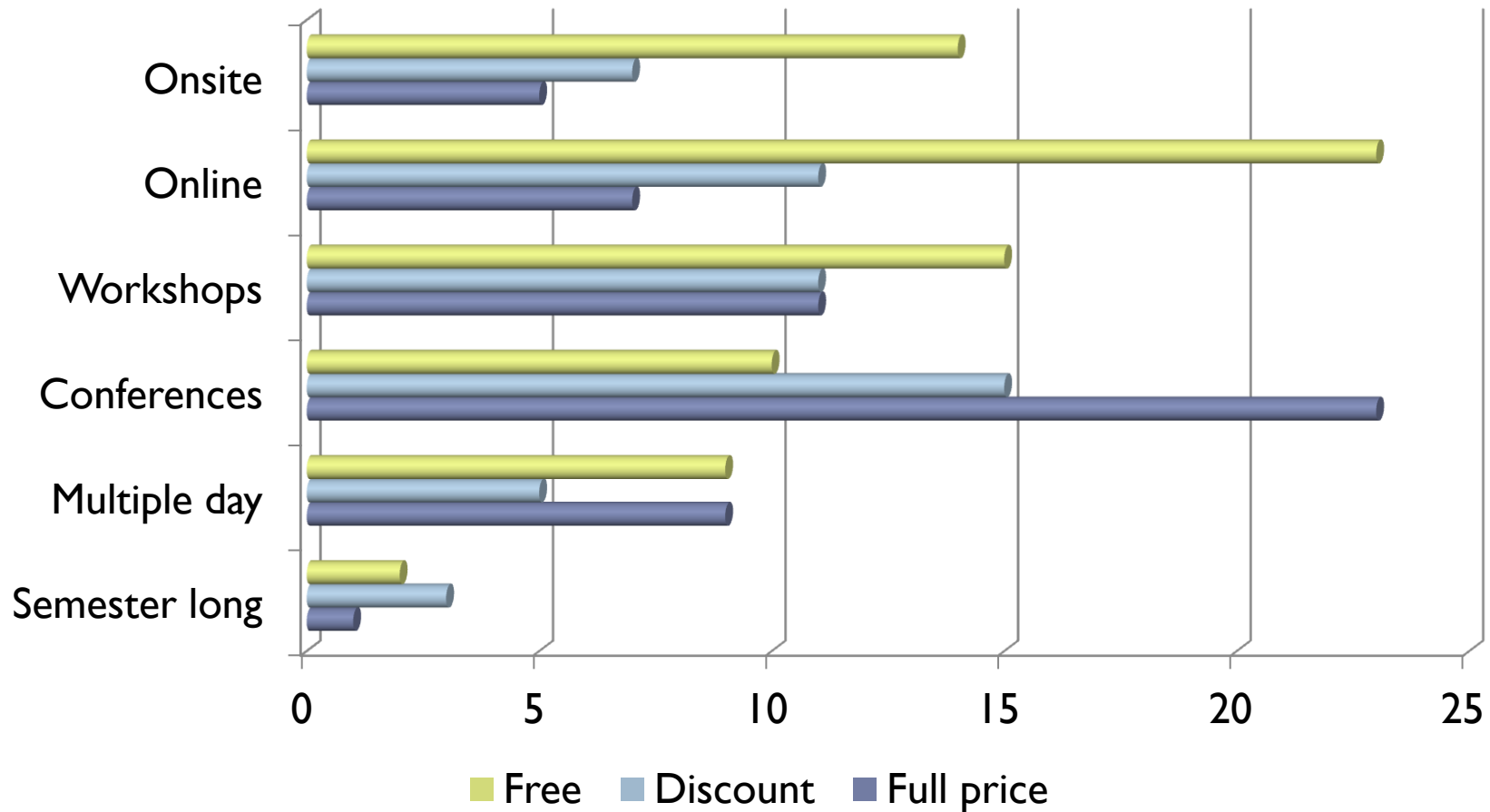
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Who maintains the building?*

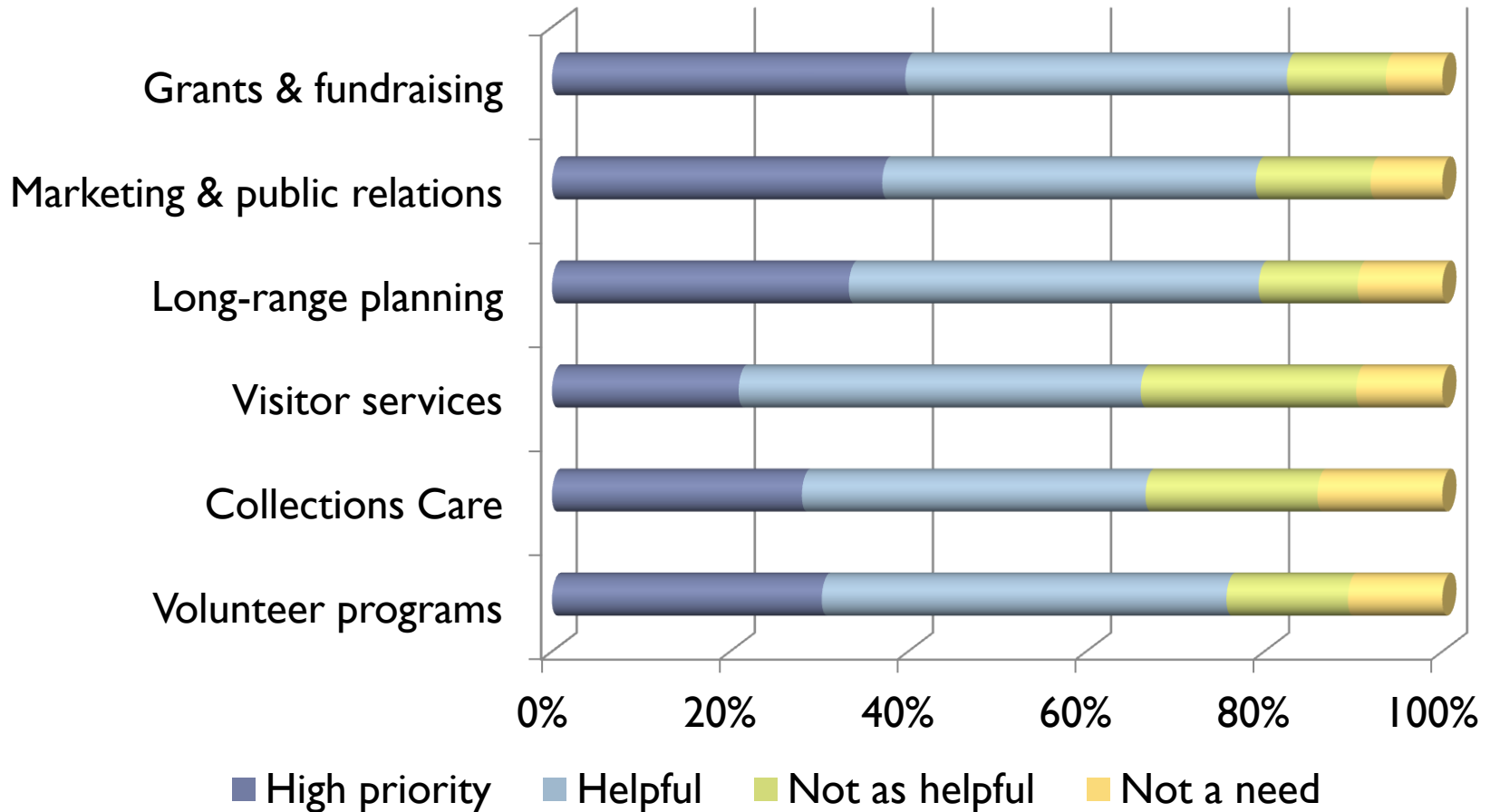
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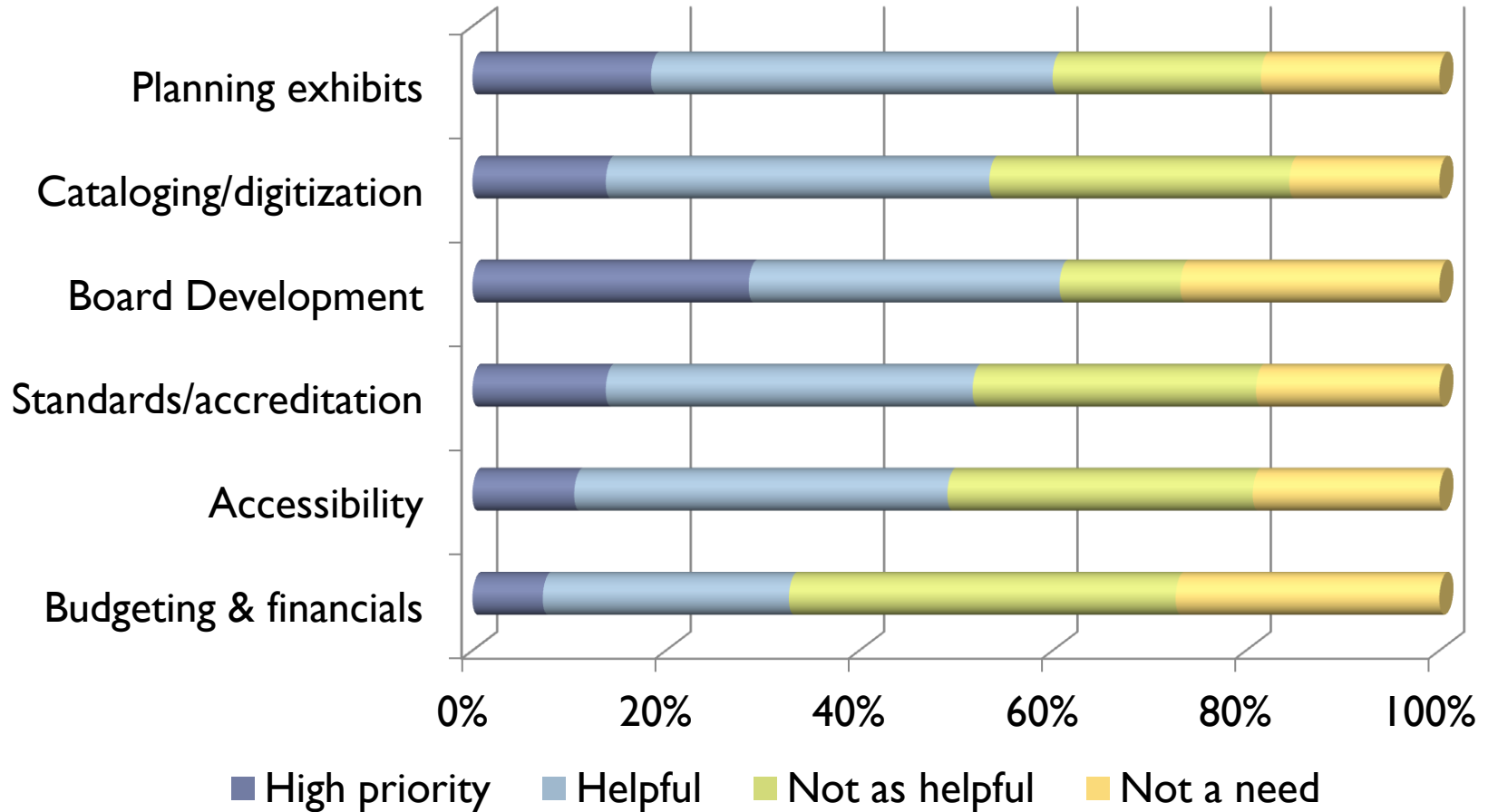
Professional development utilized



Training Needs



Training Needs (cont.)



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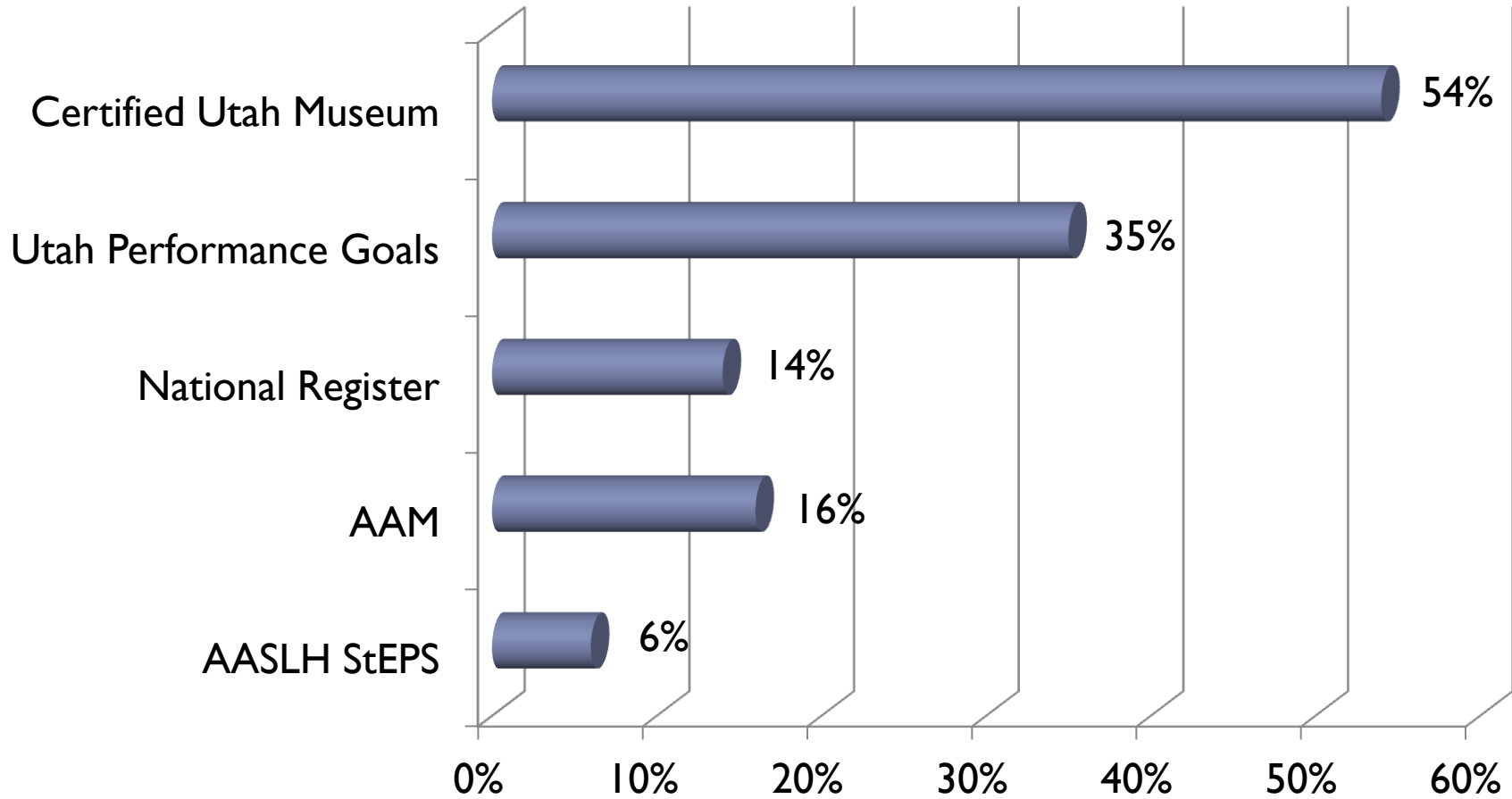


In 2014

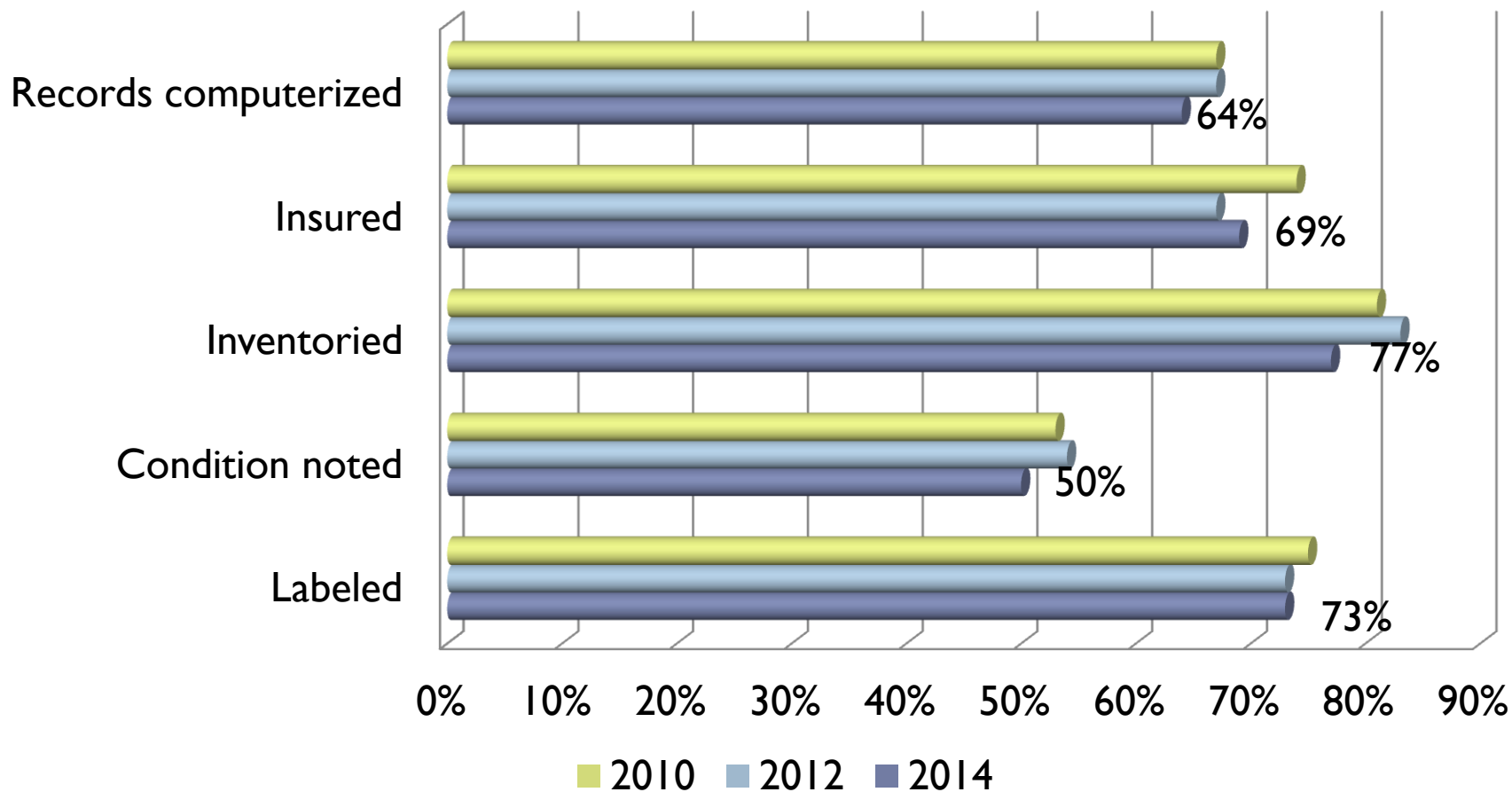
- × 55% received the UA&M museum newsletter
- × 60% used the UA&M website
- × 56% applied for a UA&M museum grant
- × 35% attended Museum Day at the Legislature
- × 23% discovered resources through UA&M
- × 20% participated in Smithsonian Museum Day
- × 21% received technical assistance



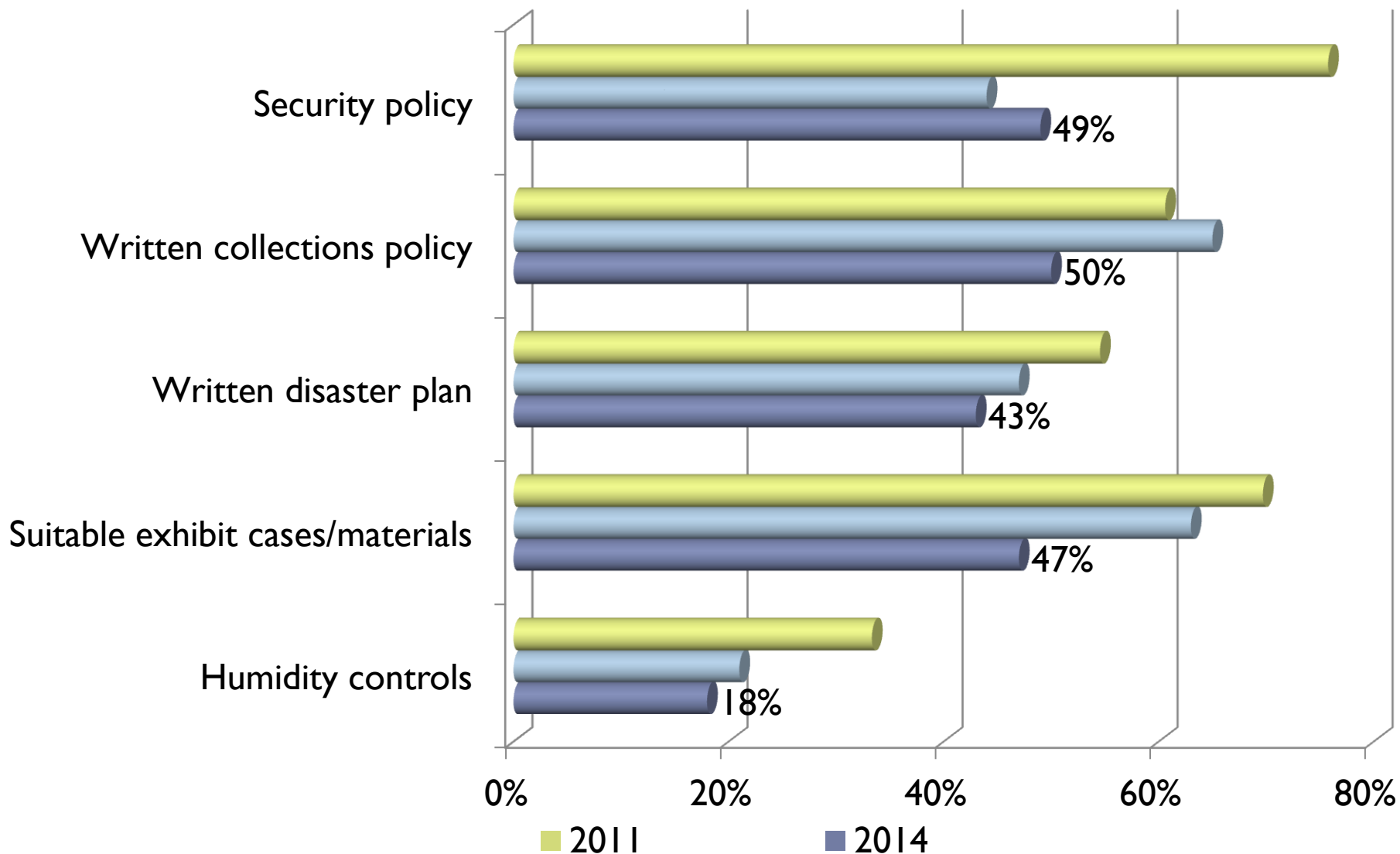
Accreditations / Certifications



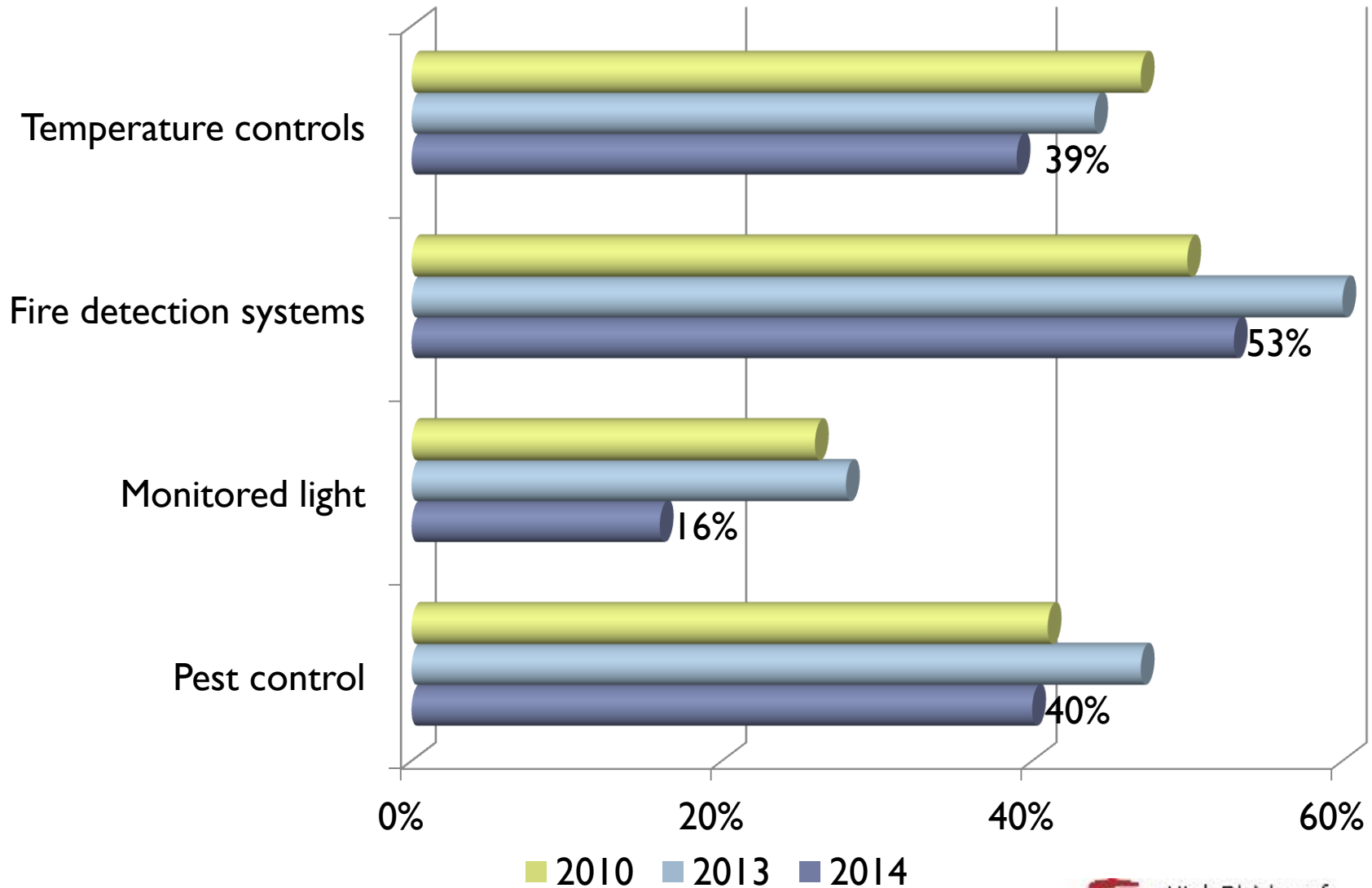
Percentage of collection:



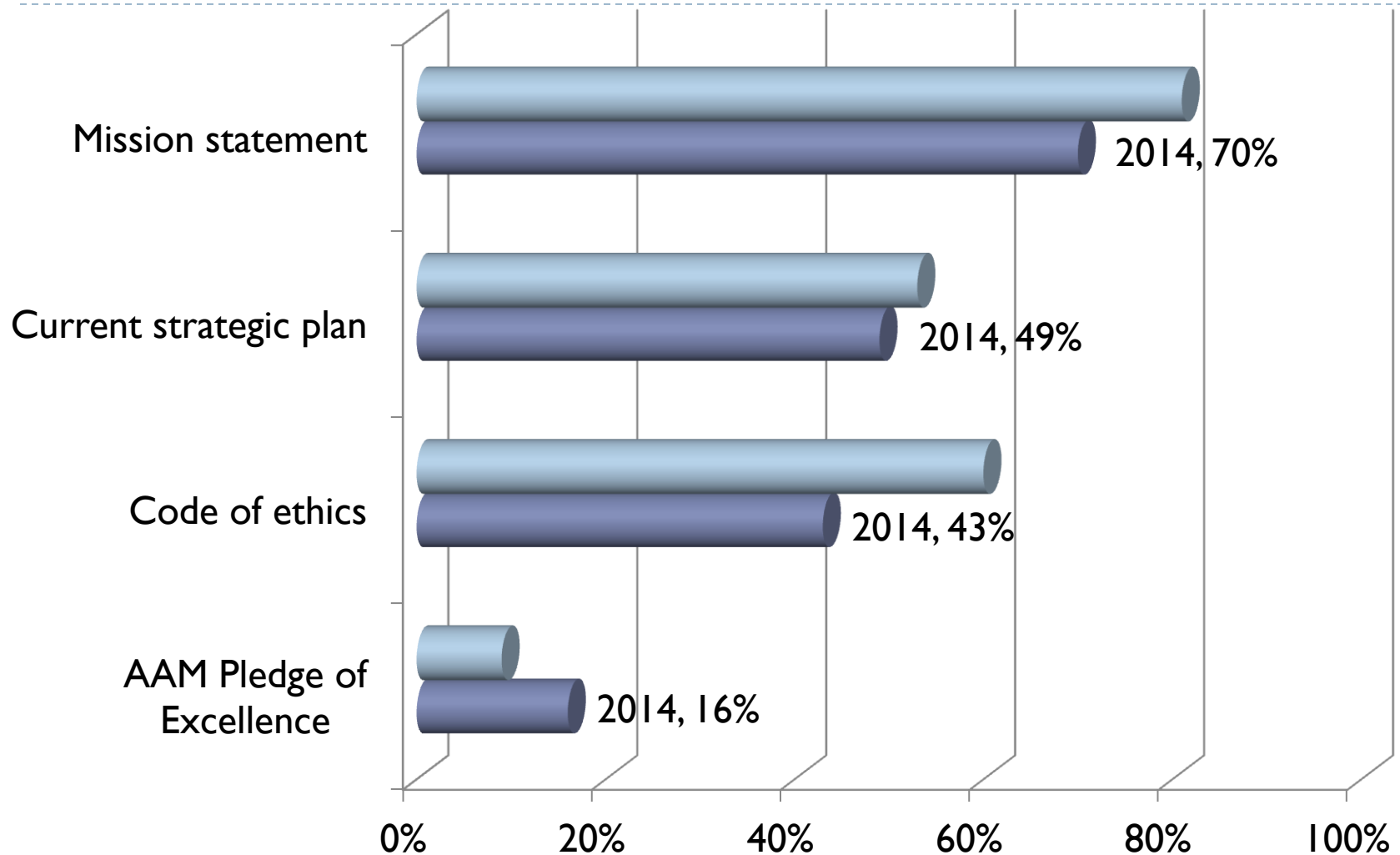
Percentage of museums with:



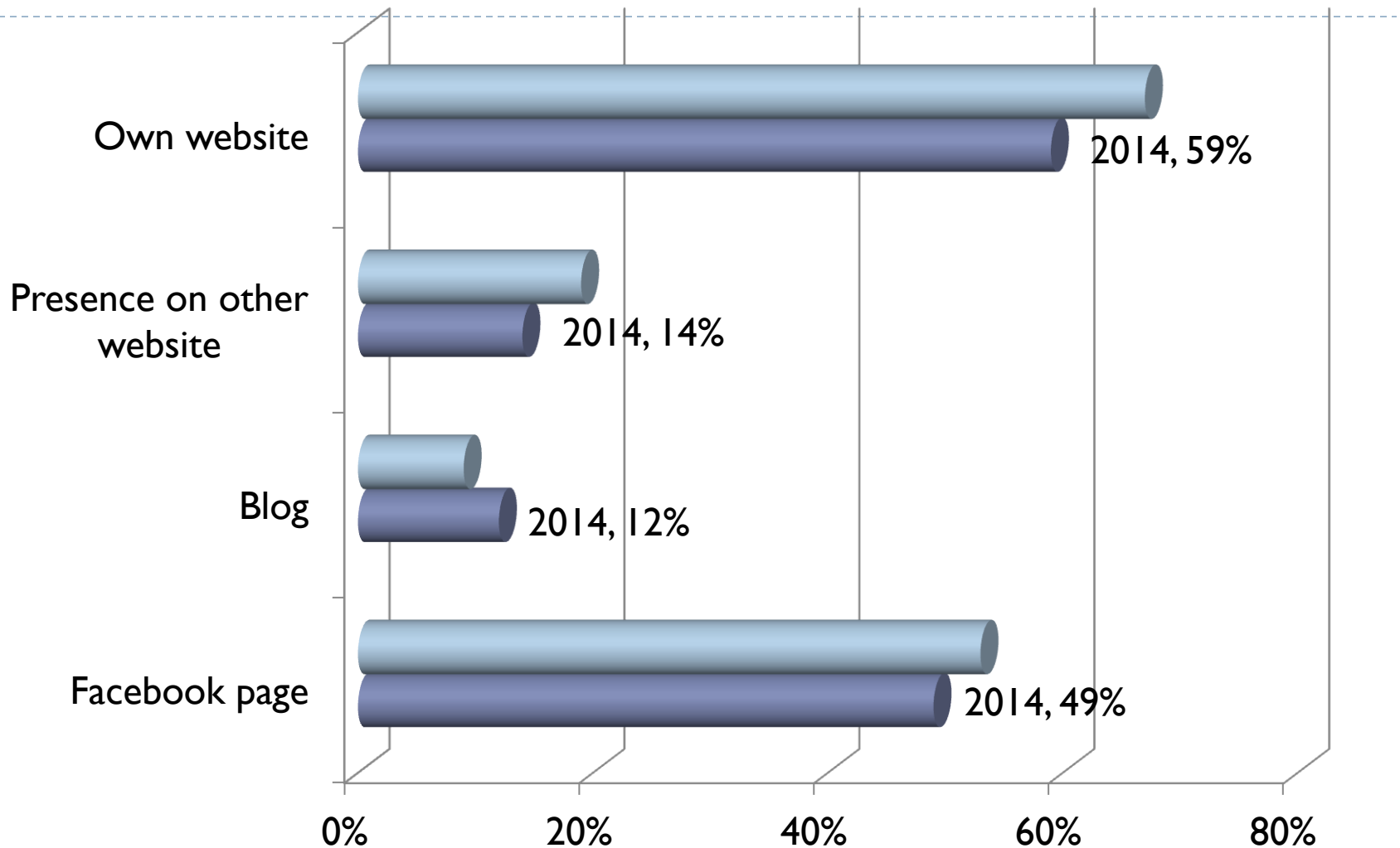
Percentage of museums with:



Percentage of museums with:



Percentage of museums with:



Collections Management Software

