

Museum Survey 2015

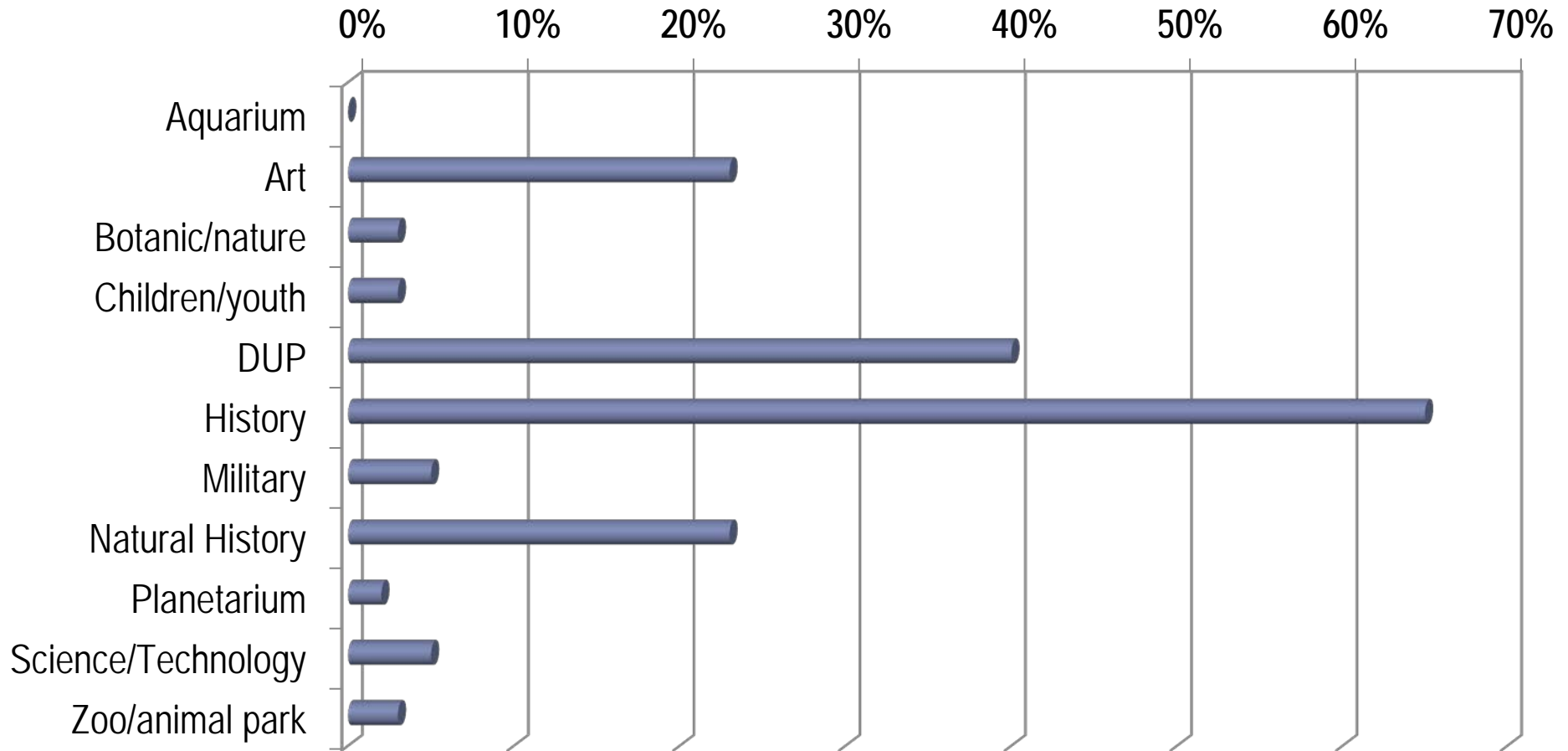
Survey Summary

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.* This survey represents a snapshot of museums in the state at the time of gathering information.

- ▶ Survey dates: January 2016 – February 2016
- ▶ Collection: online, invited by email and US mail
- ▶ Response rate: 33% (93 out of 285)
- ▶ Improved rate of response 110% since 2013
- ▶ **Results are a reflection of museums that responded to this year's survey*

Types of Museums



Staff

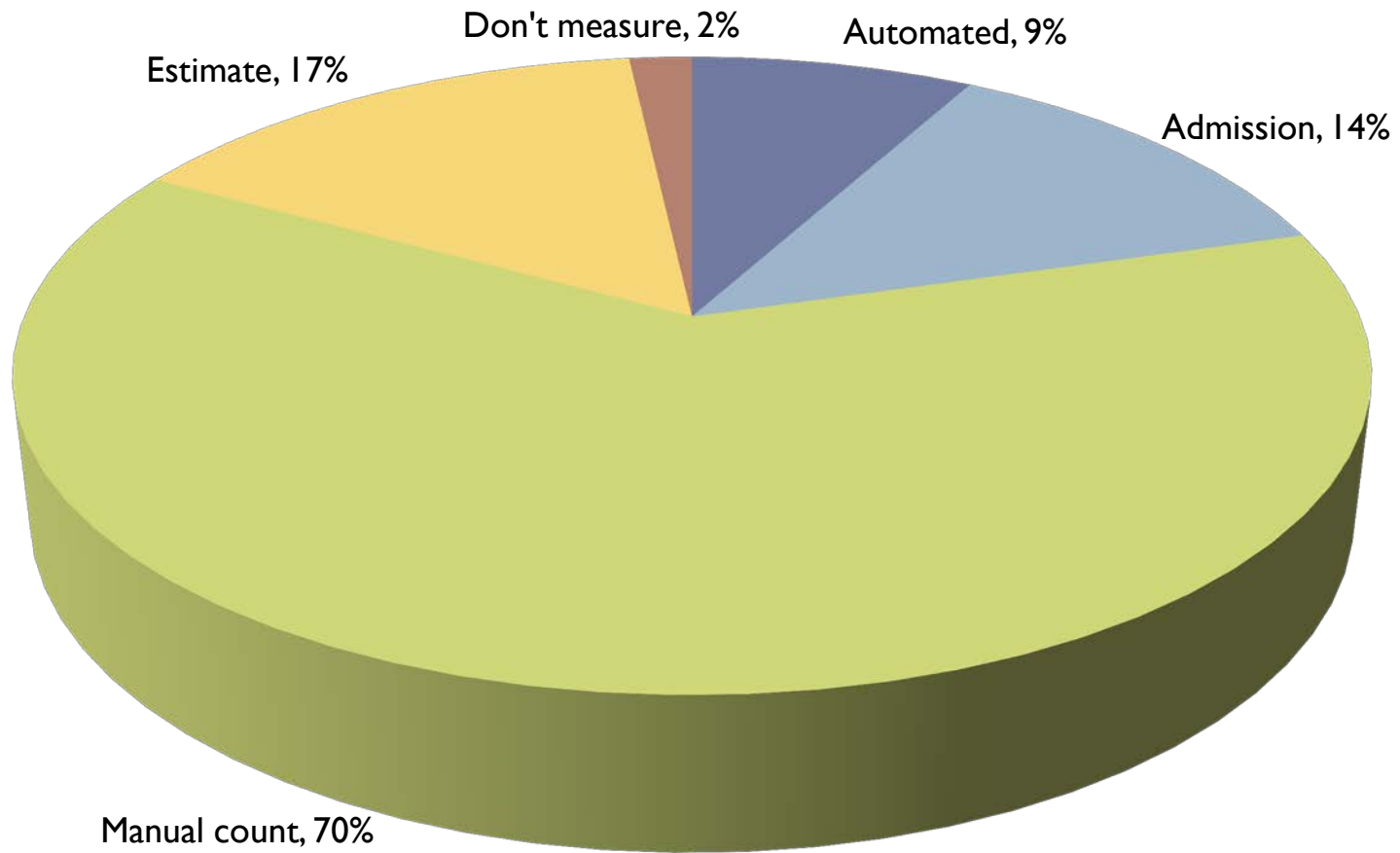
- ▶ 389 Paid full-time employees (avg. 8)
- ▶ 827 Paid part-time employees (avg. 16)
- ▶ 4,139 Unpaid staff/volunteers (avg. 63)

Visitors

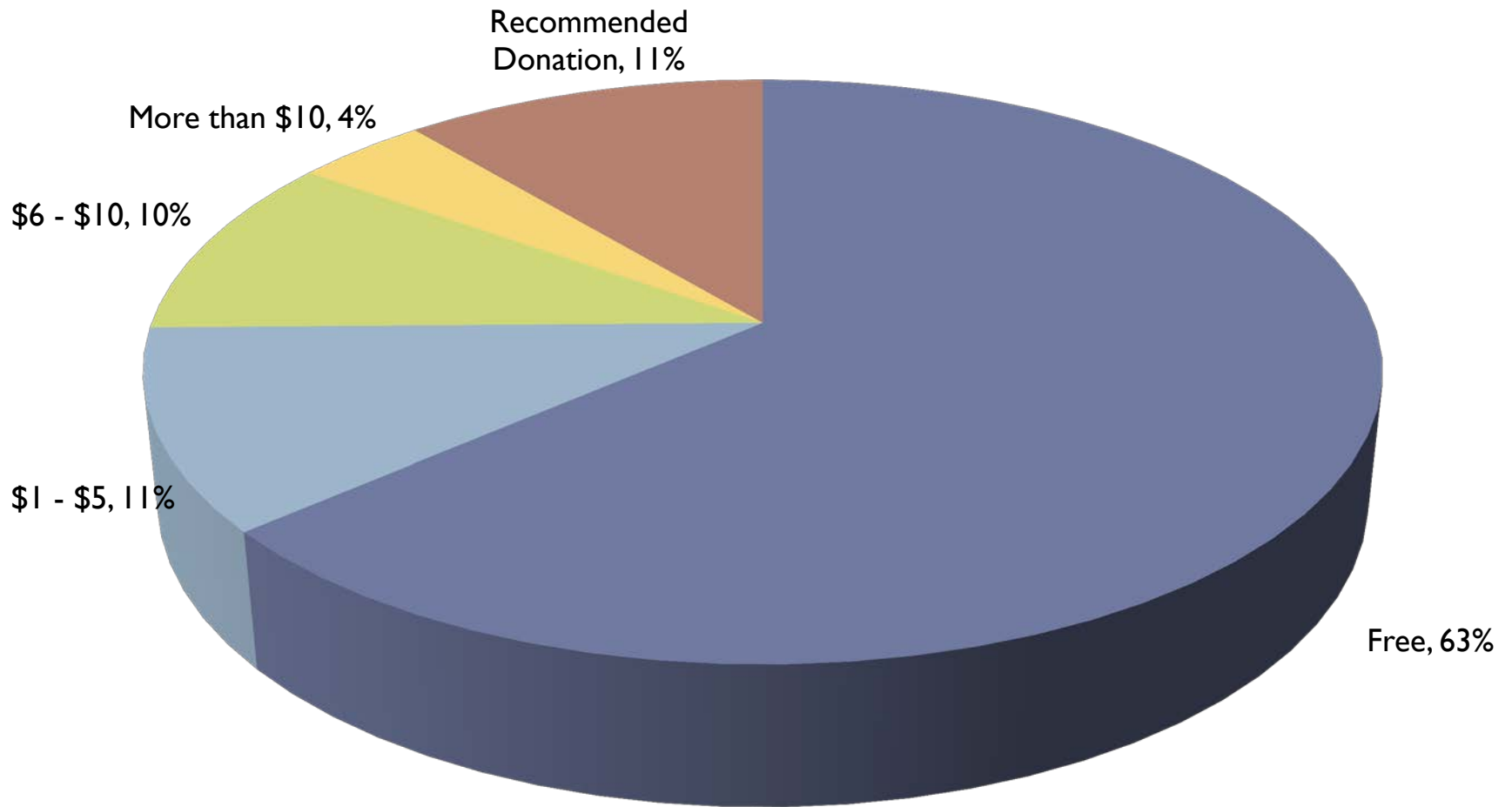
- ▶ **8,190,370 visitors**
 - ▶ 88,068 average

- ▶ **Frequency of visitor type (1=most frequent)**
 1. Local non-school (1.88)
 2. Non-local, in-state (2.47)
 3. School groups (2.54)
 4. Out of state (3.05)

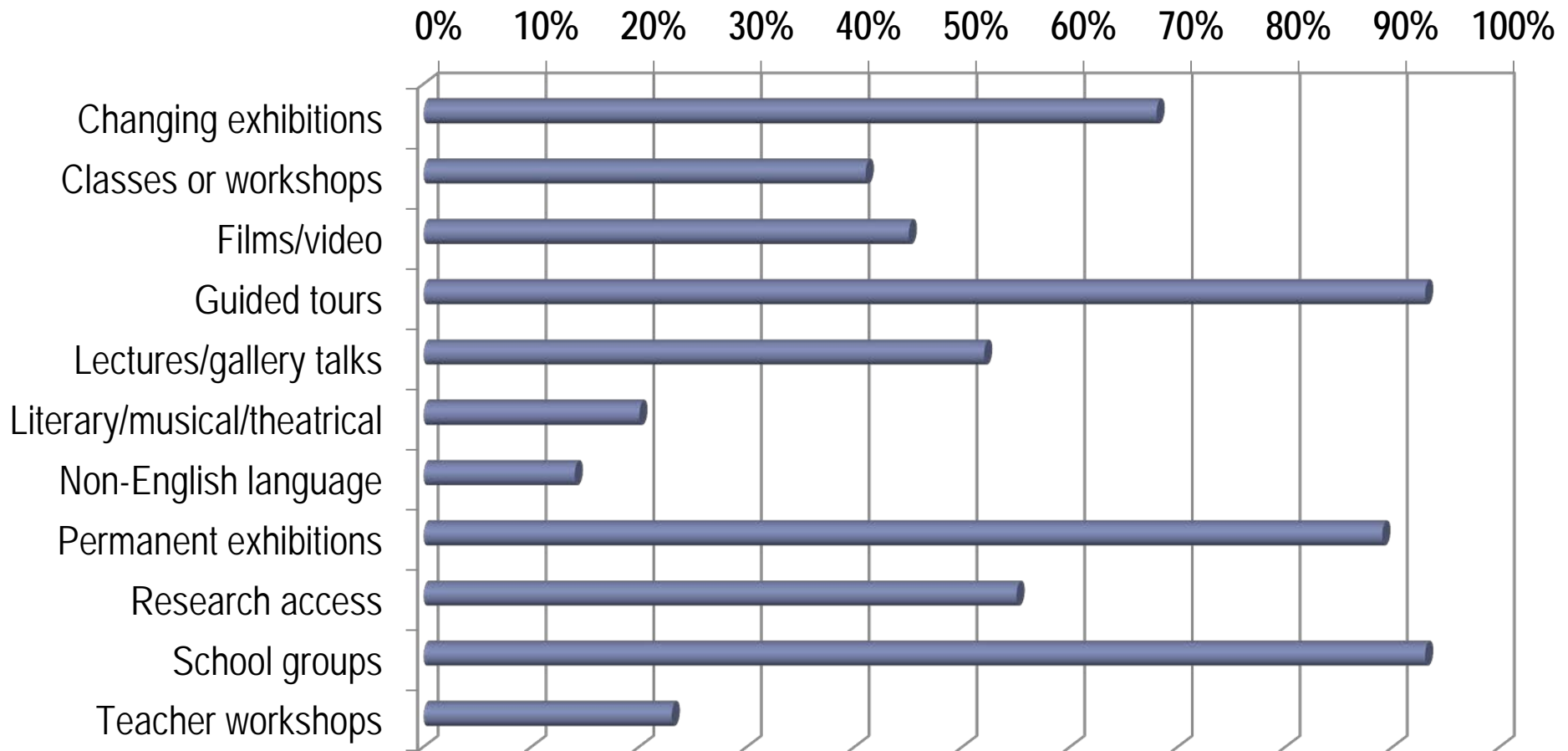
How Museums Measure Attendance



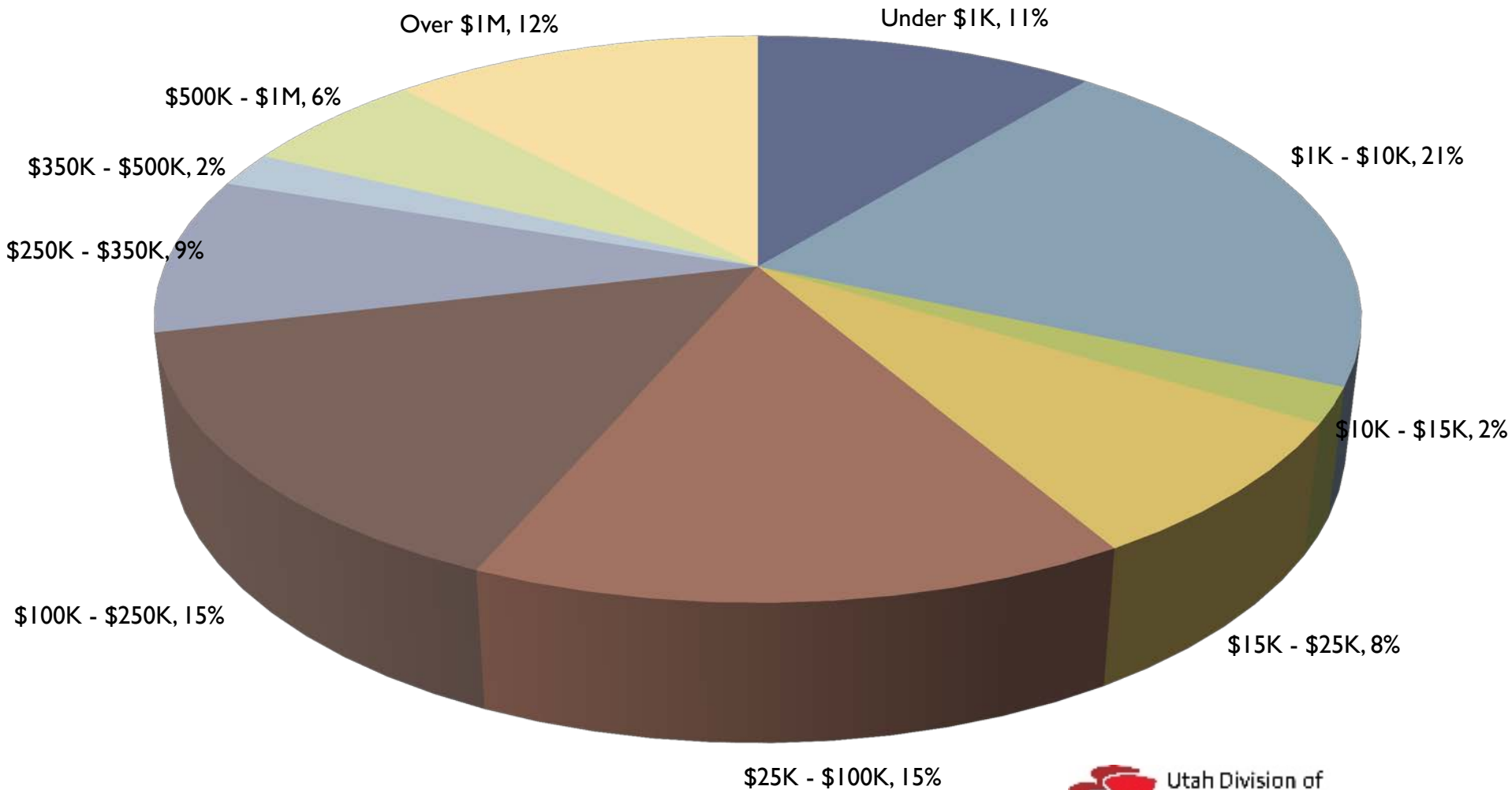
Regular Admission Prices



Services and Activities

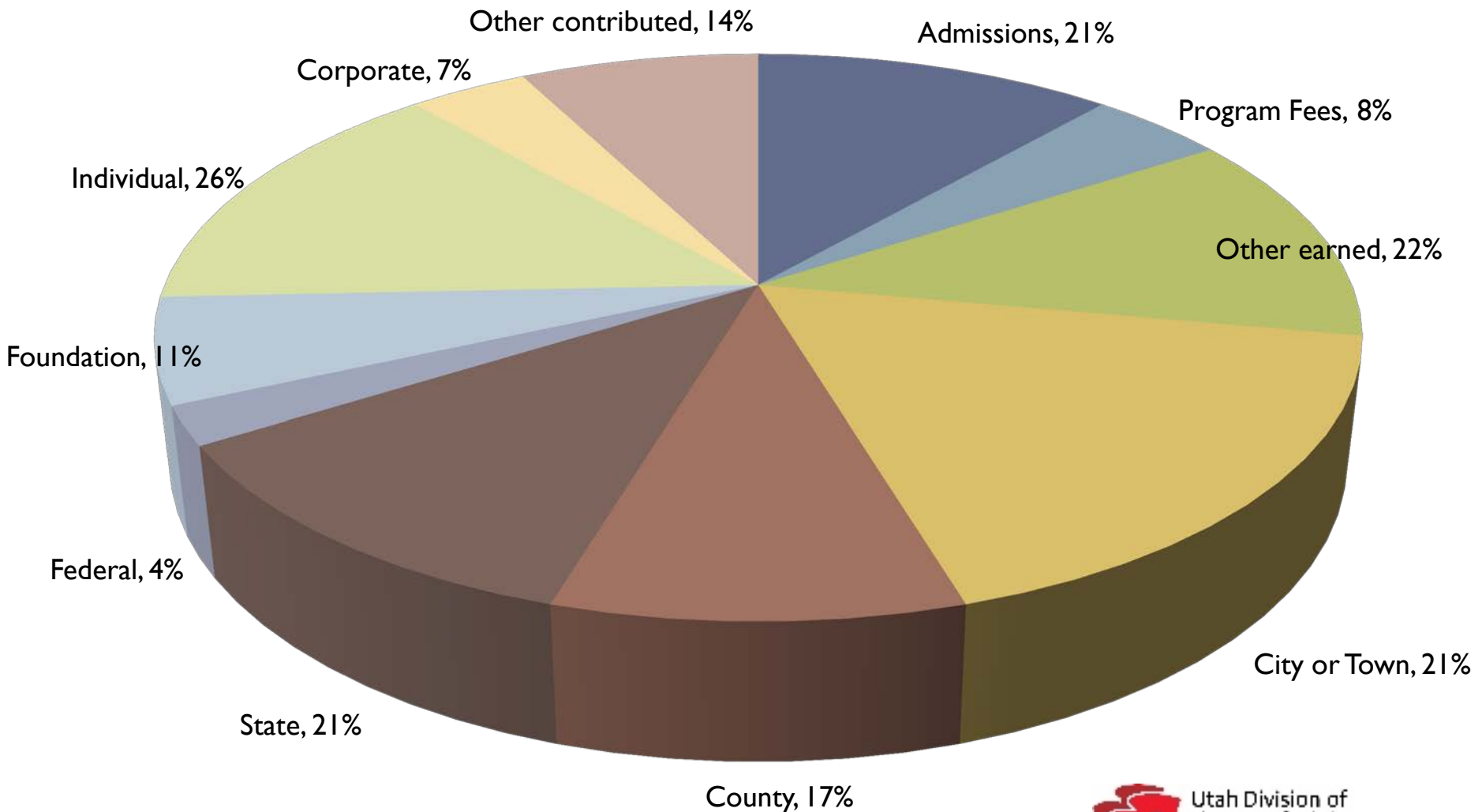


Annual Operating Budget

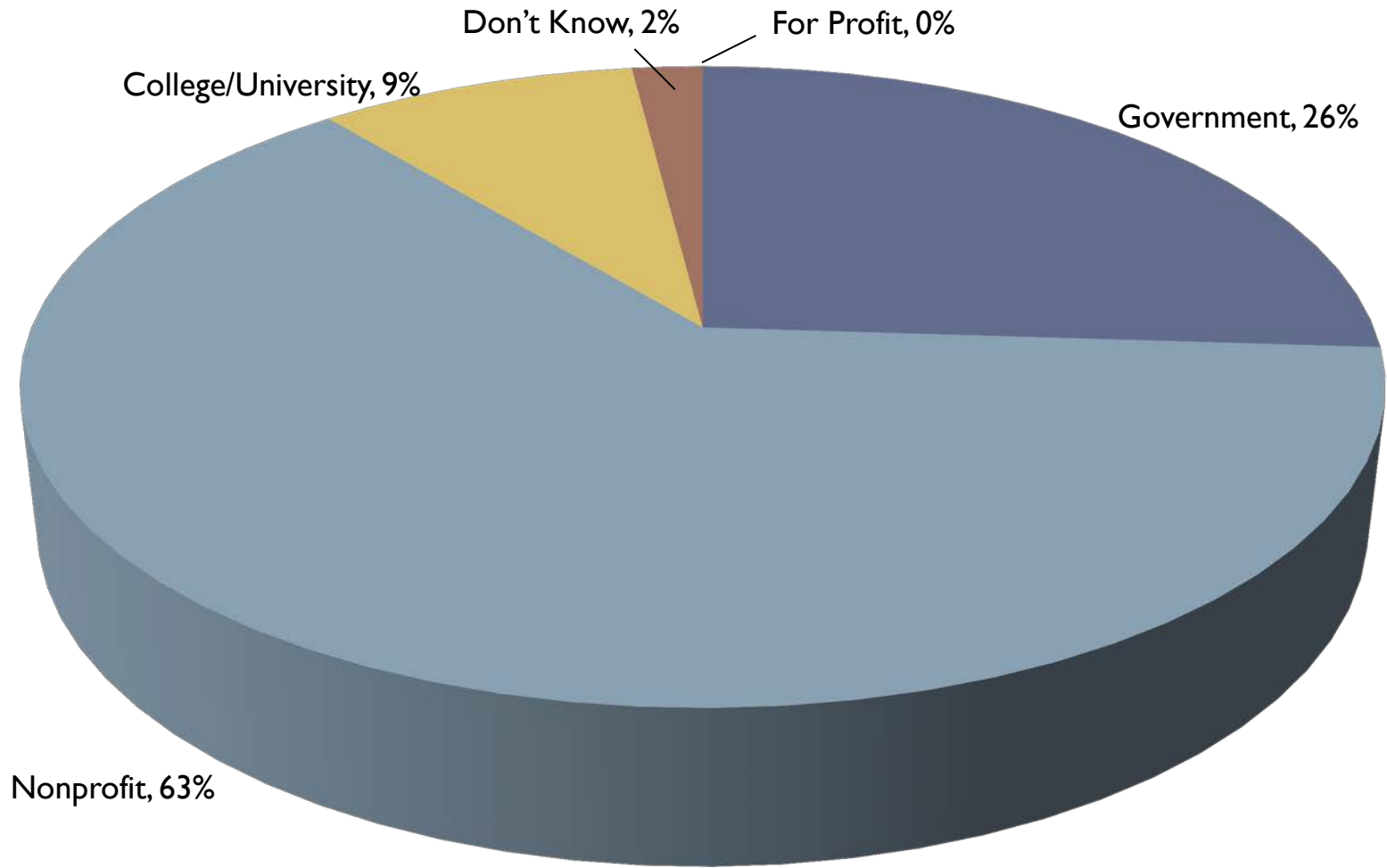


Sources of Museum Income*

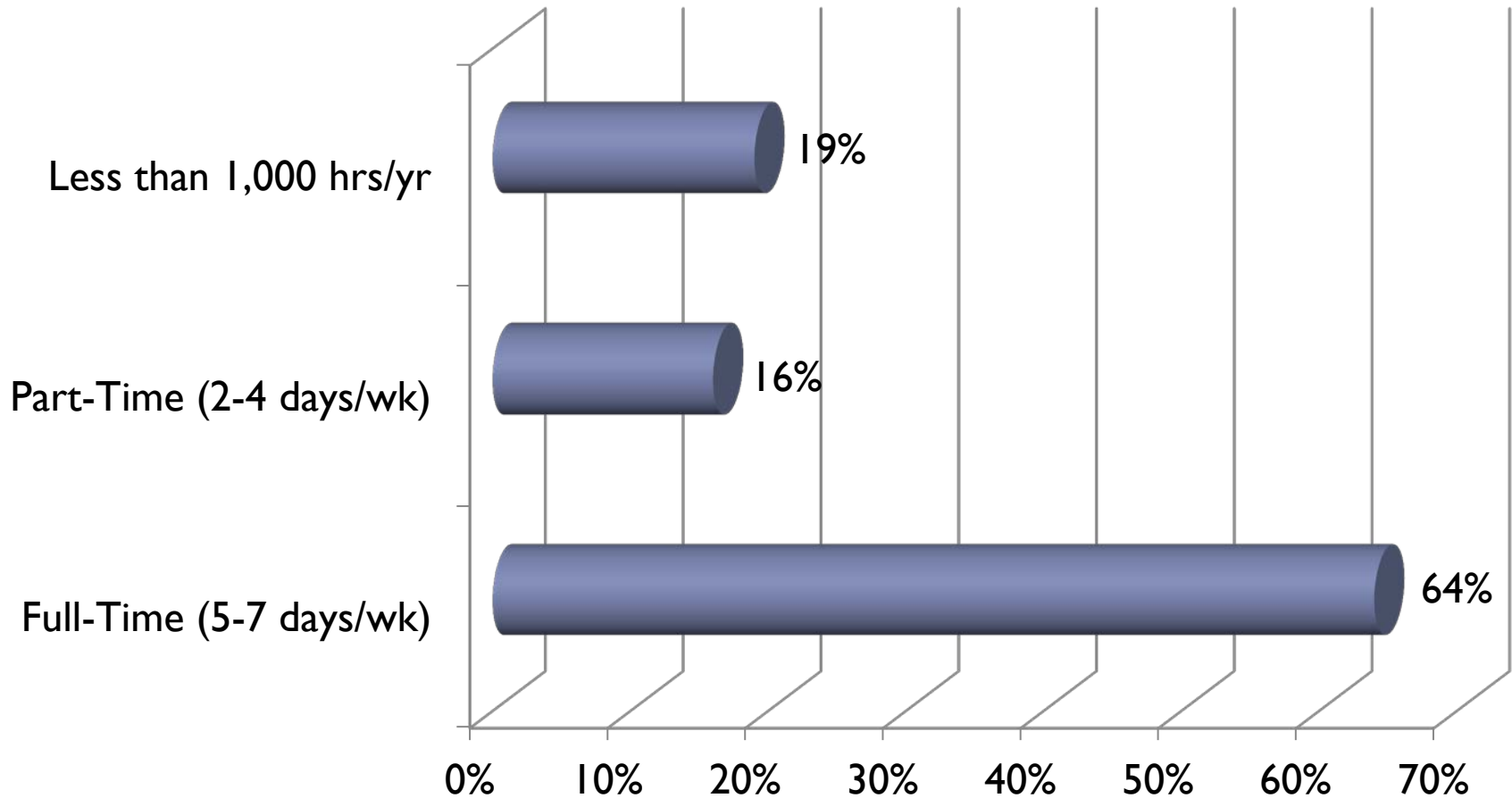
Average percentage reported – total is more than 100%



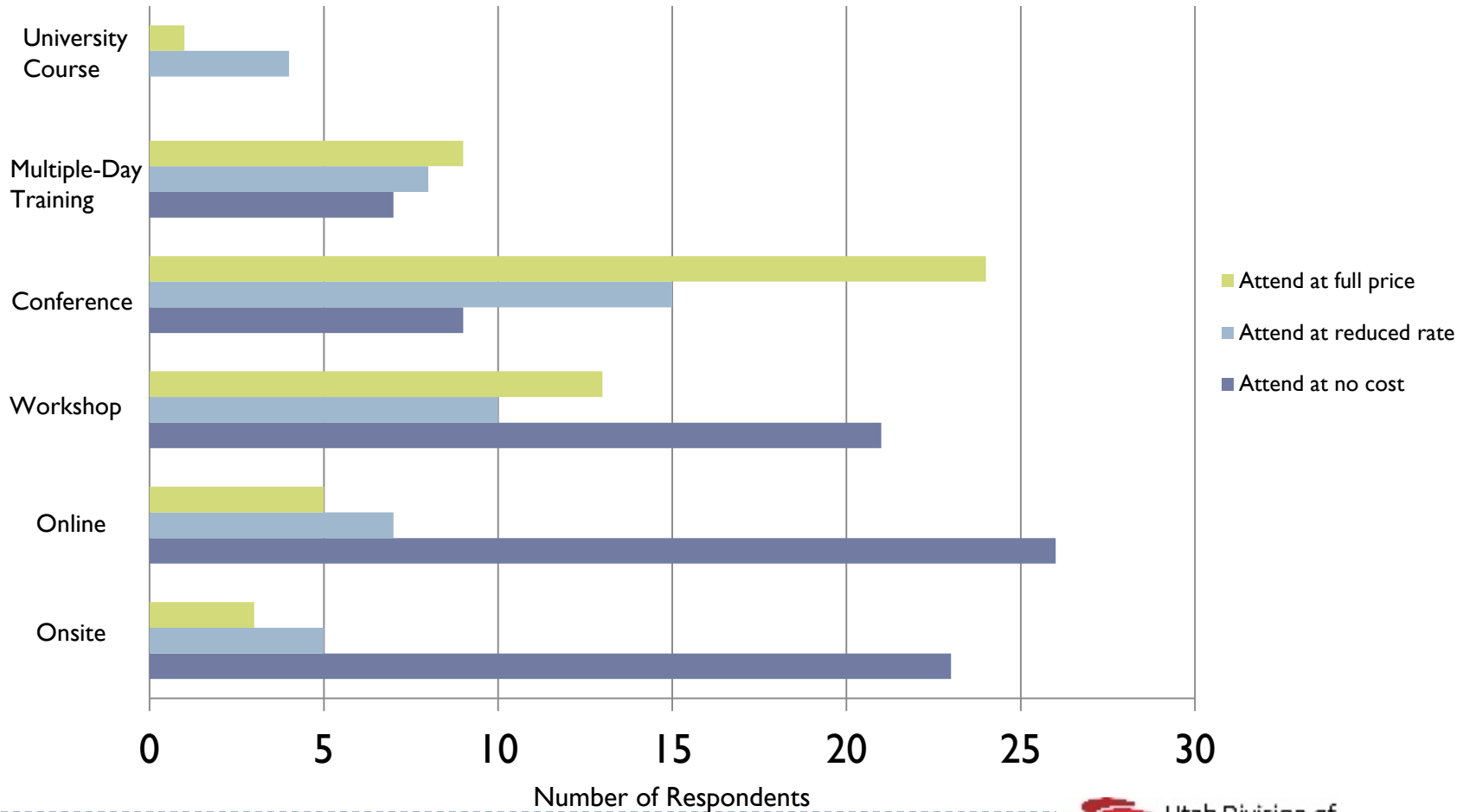
Business Classification



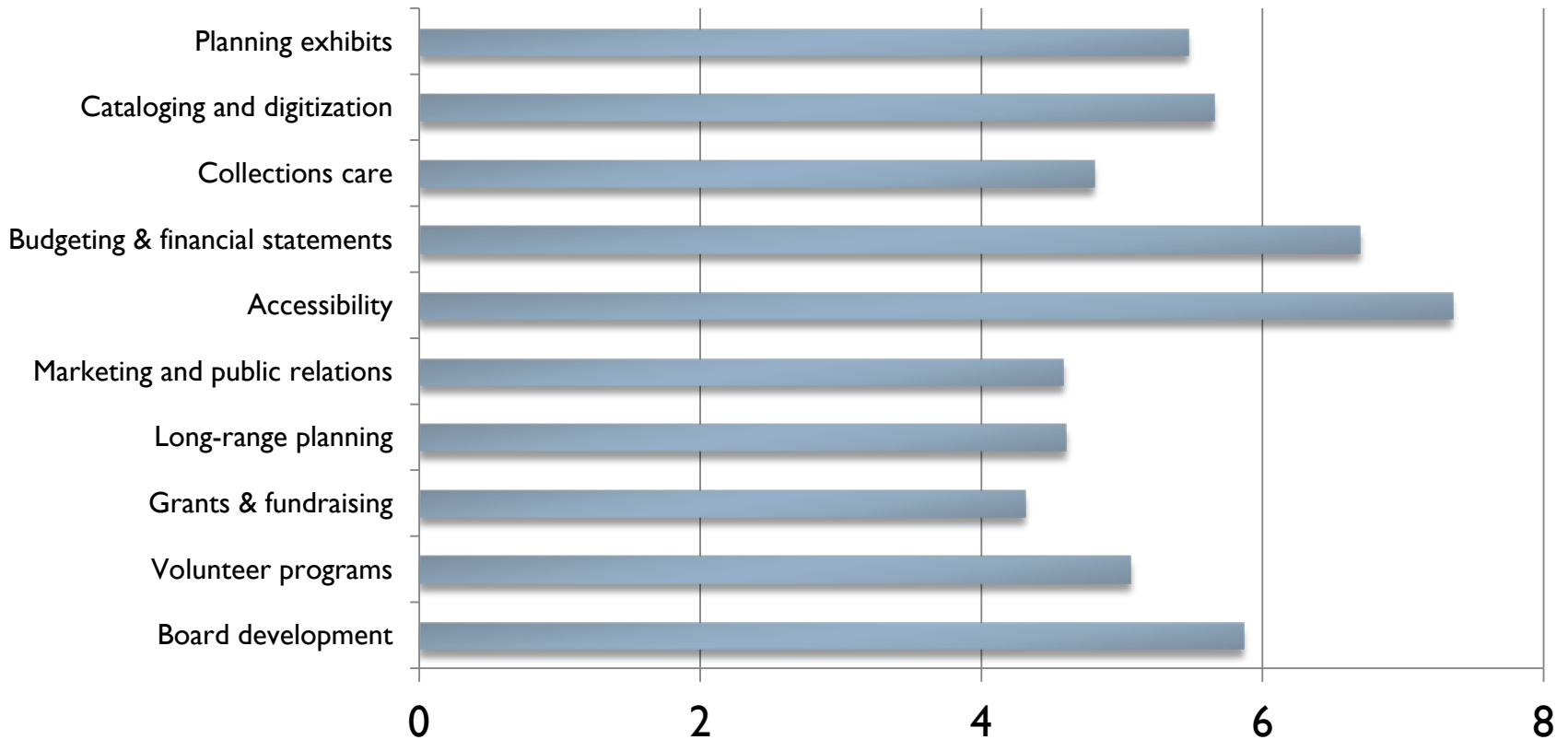
General Hours of Operation



Professional Development Utilized



Training Needs

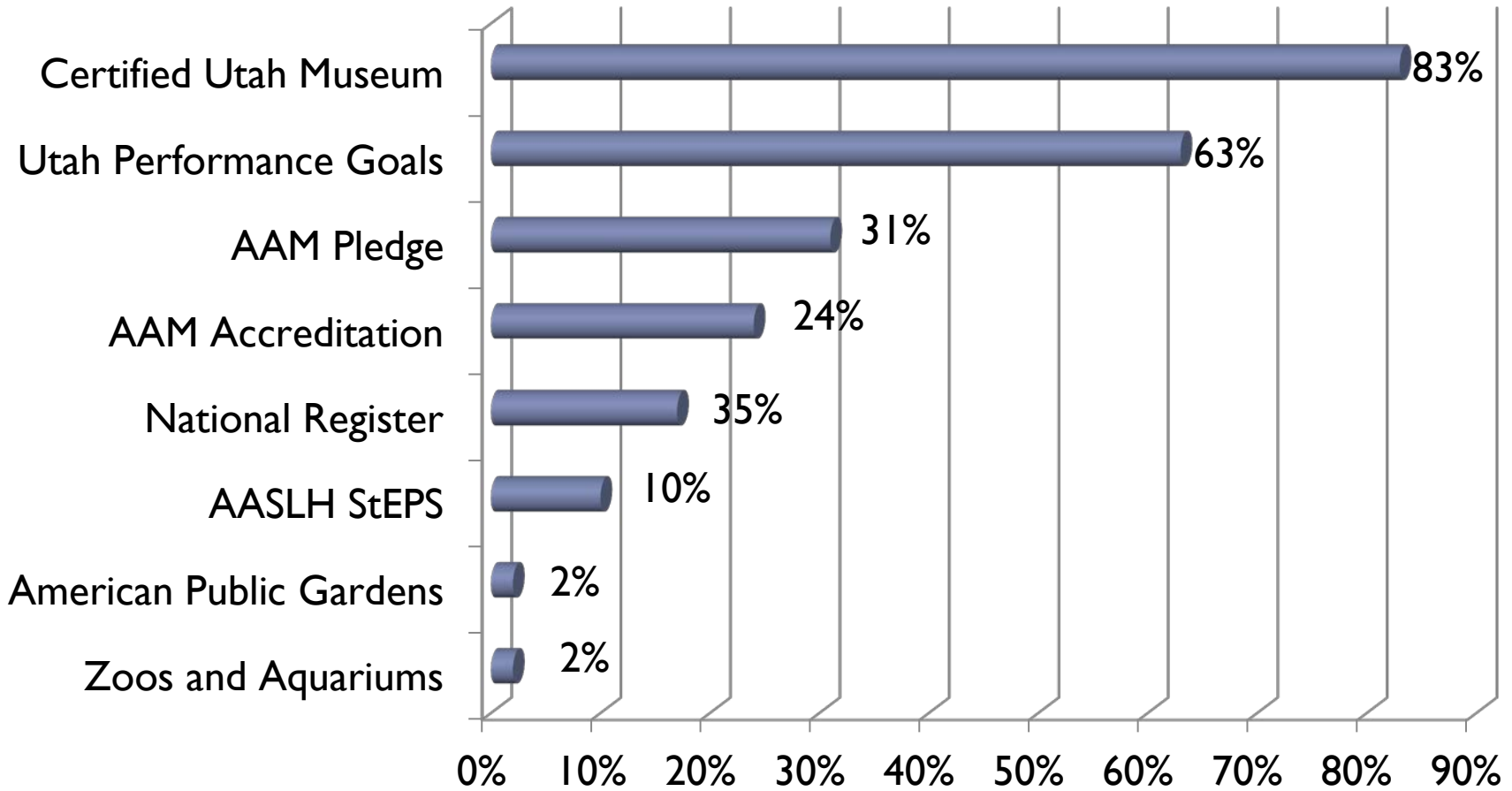


In 2015

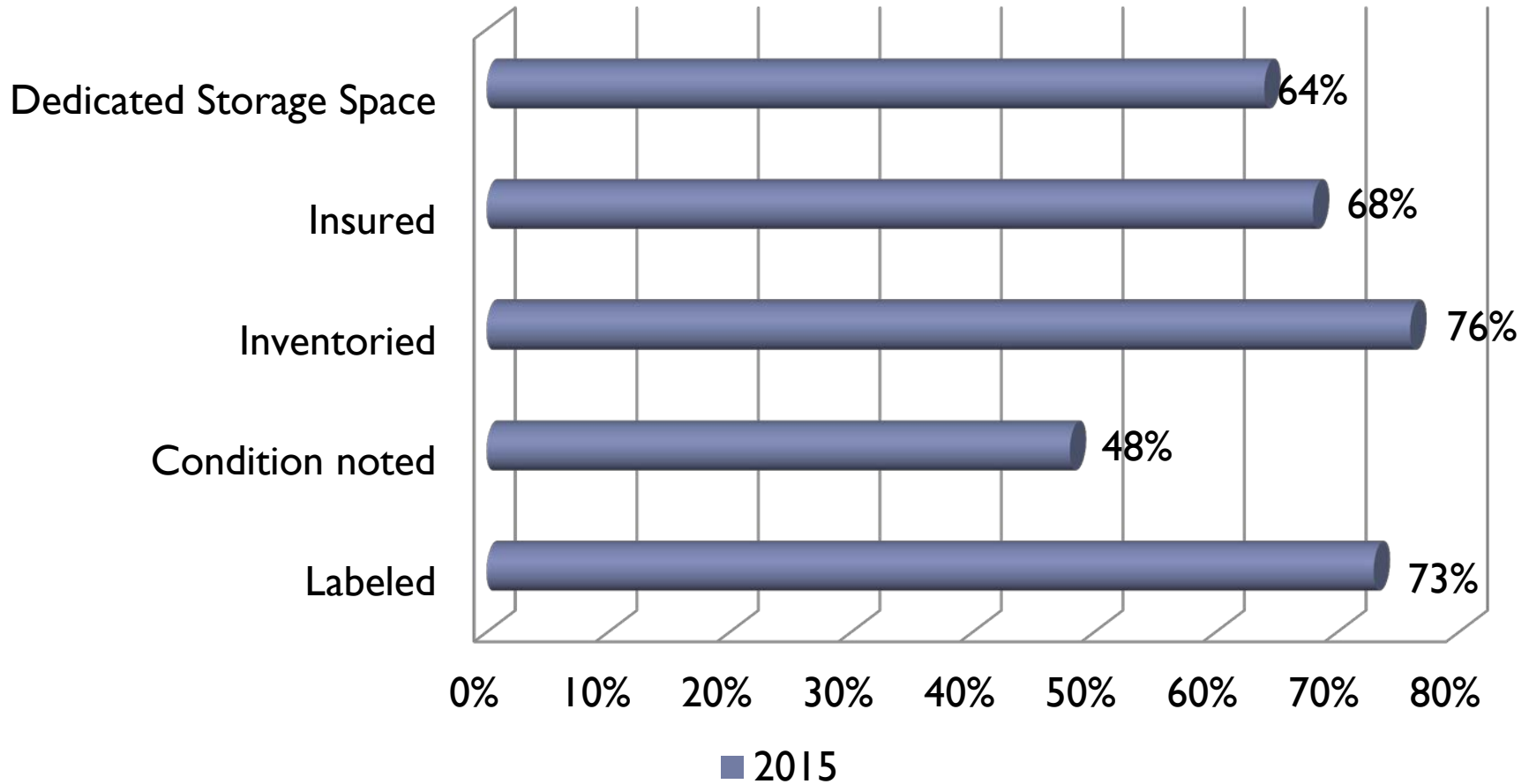
- × 81% received the UA&M museum newsletter
- × 84% used the UA&M website
- × 71% applied for a UA&M museum grant
- × 47% attended Museum Day at the Legislature
- × 25% received technical assistance
- × 28% participated in Smithsonian Museum Day
- × 45% received a site visit from the Museum Specialist



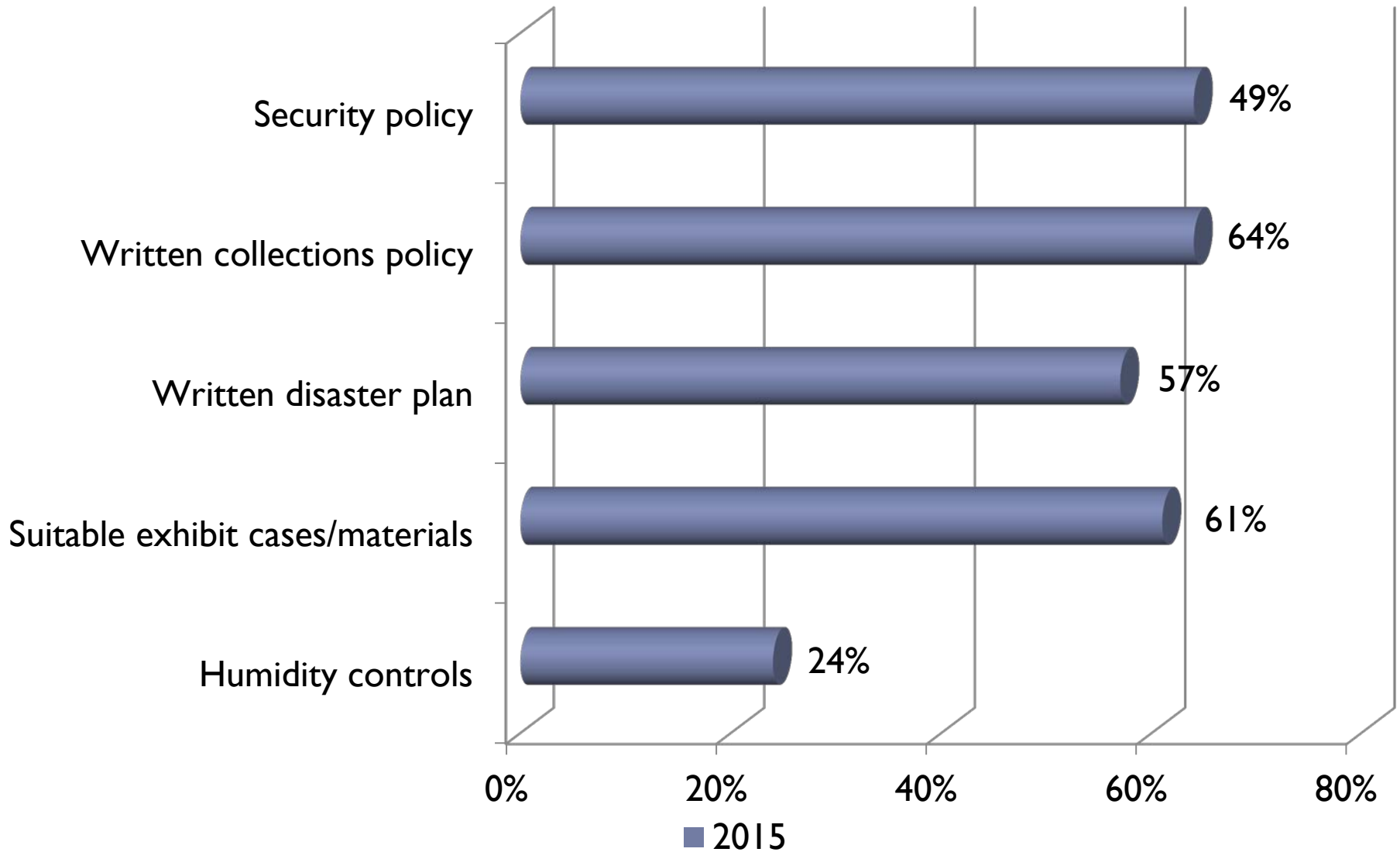
Accreditations / Certifications



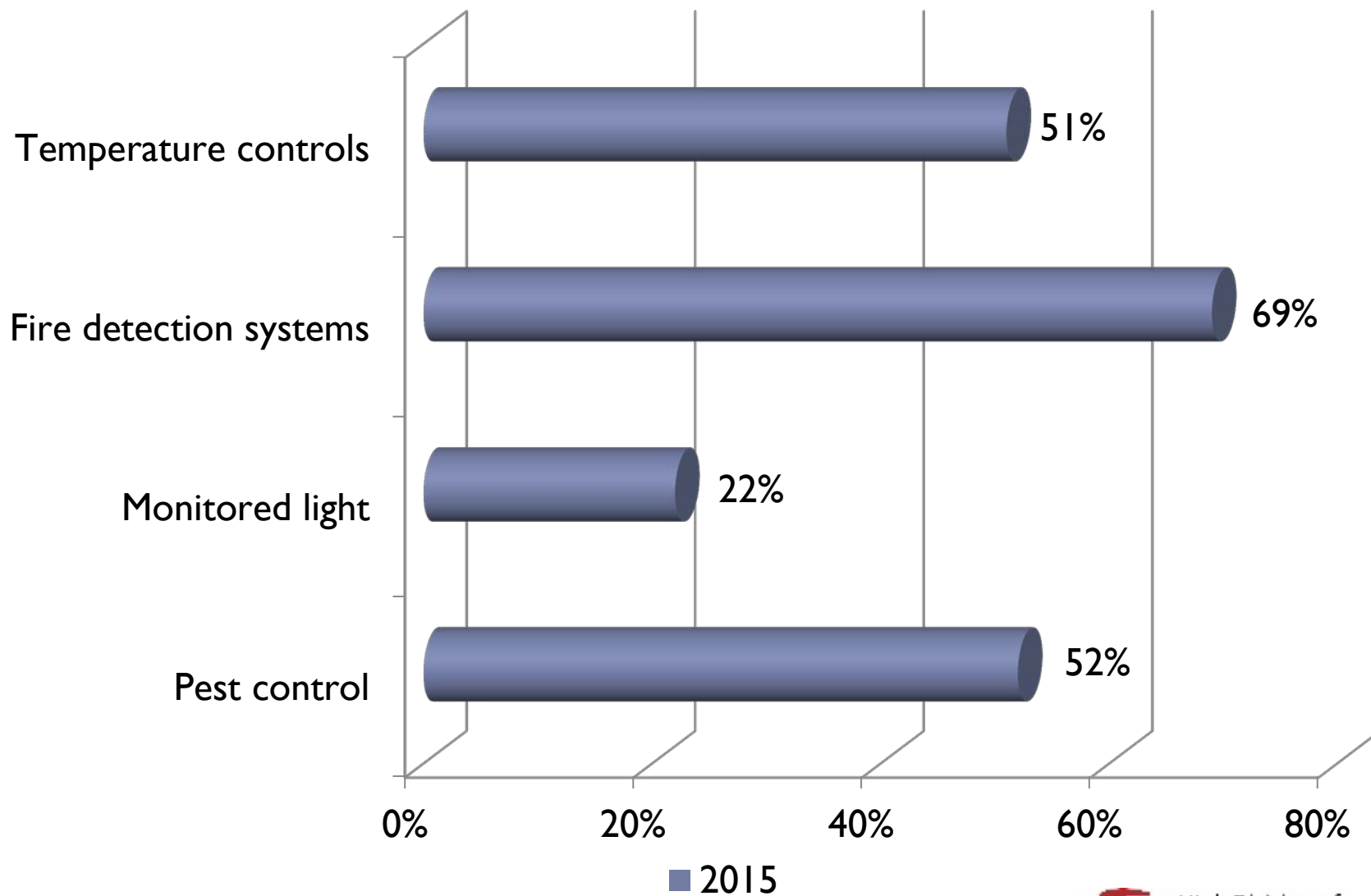
Percentage of collection:



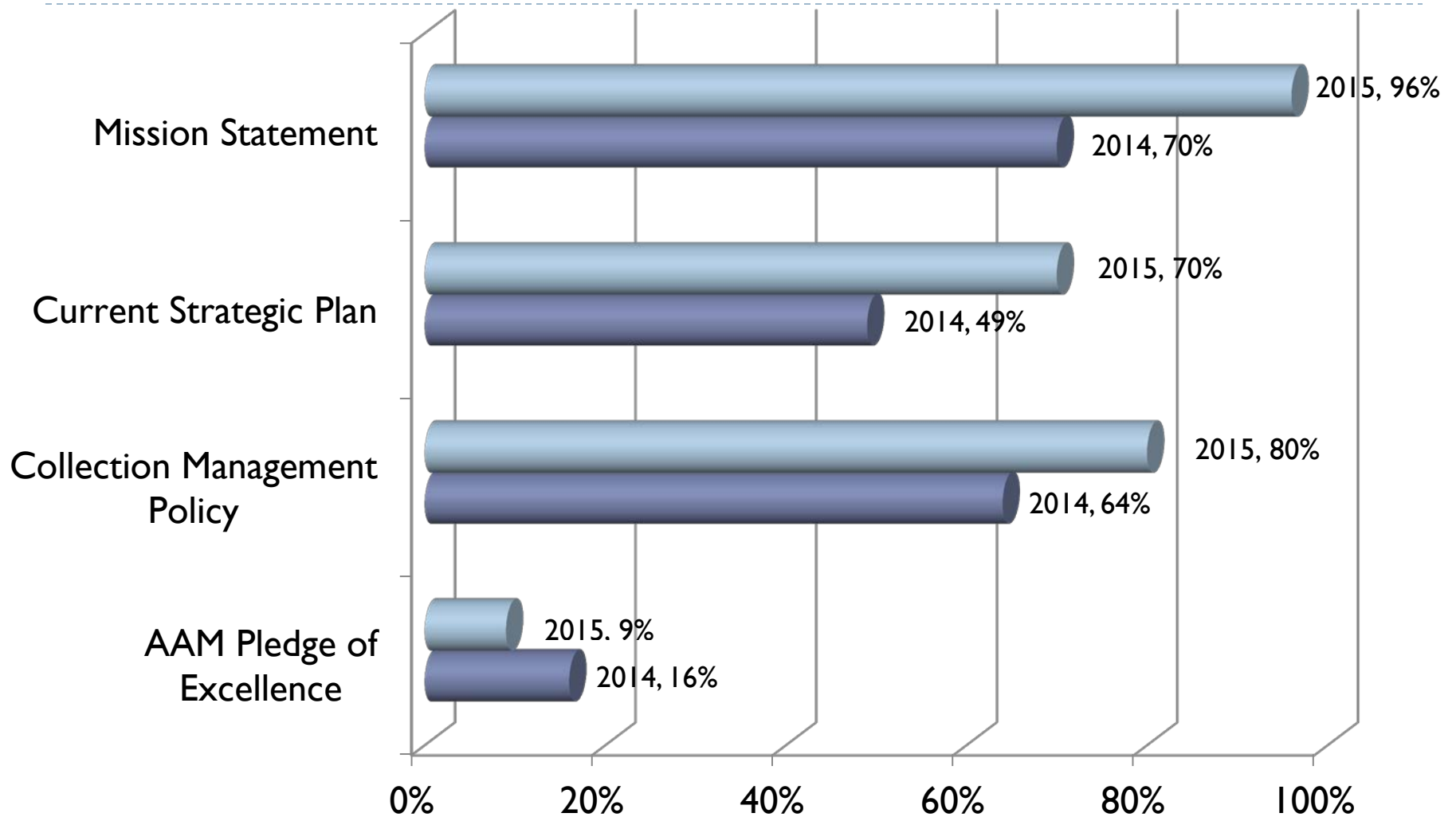
Percentage of museums with:



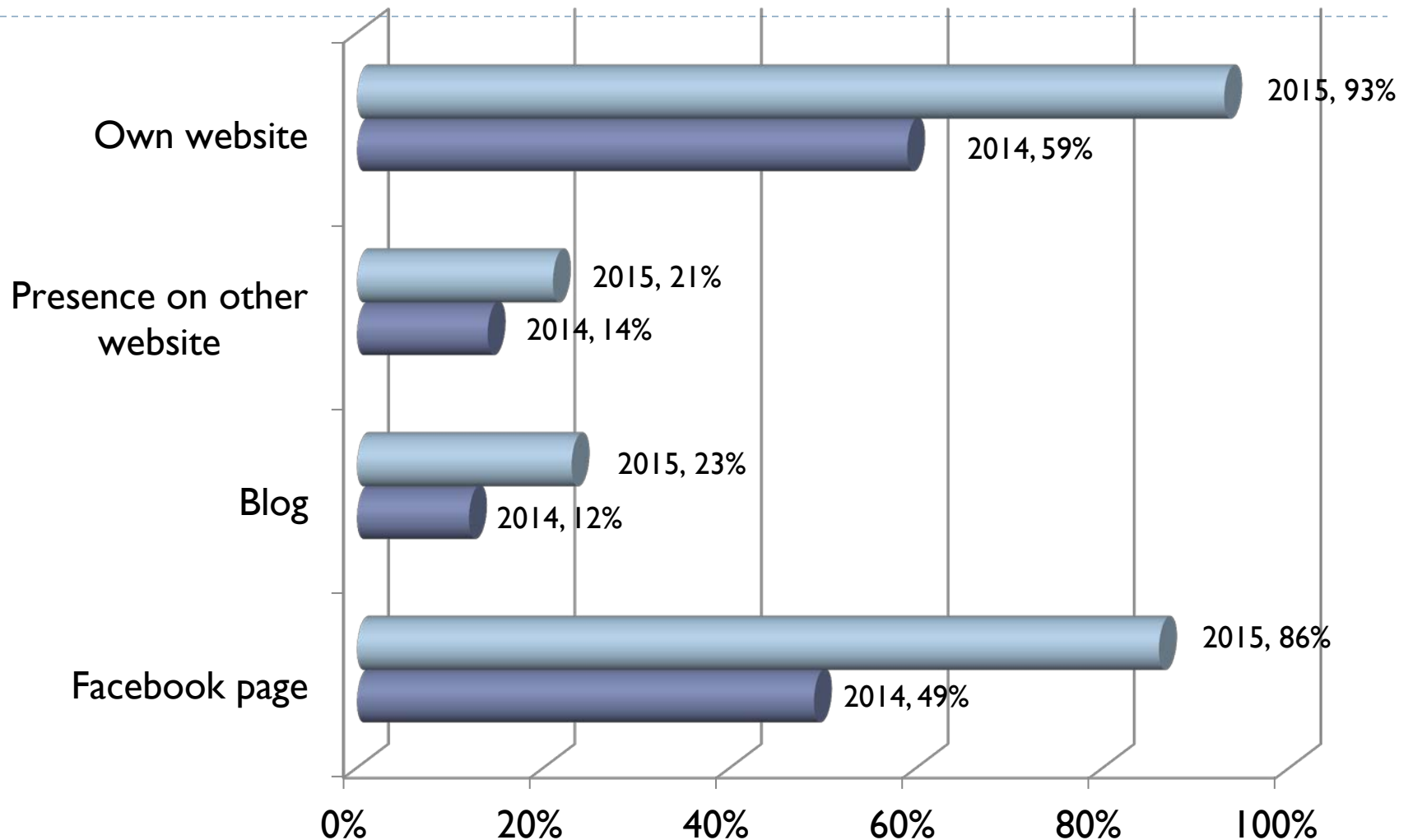
Percentage of museums with:



Percentage of museums with:



Percentage of museums with:



Collections Management Software

