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

0% 10% 20% 30% 40% 50% 60% 70%

- Aquarium
- Art
- Botanic/nature
- Children/youth
- DUP
- History
- Military
- Natural History
- Planetarium
- Science/Technology
- Zoo/animal park

Utah Division of Arts & 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

- Manual count, 70%
- Estimate, 17%
- Admission, 14%
- Automated, 9%
- Don’t measure, 2%
- Don’t measure, 2%
Regular Admission Prices

- Free, 63%
- $1 - $5, 11%
- $6 - $10, 10%
- More than $10, 4%
- Recommended Donation, 11%
Services and Activities

- Changing exhibitions
- Classes or workshops
- Films/video
- Guided tours
- Lectures/gallery talks
- Literary/musical/theatrical
- Non-English language
- Permanent exhibitions
- Research access
- School groups
- Teacher workshops
Sources of Museum Income*

Average percentage reported – total is more than 100%

- Admissions, 21%
- Other earned, 22%
- Program Fees, 8%
- Corporate, 7%
- Individual, 26%
- State, 21%
- City or Town, 21%
- Foundation, 11%
- Other contributed, 14%
- Federal, 4%
- County, 17%
Business Classification

- Nonprofit, 63%
- Government, 26%
- College/University, 9%
- For Profit, 0%
- Don’t Know, 2%
General Hours of Operation

- Less than 1,000 hrs/yr: 19%
- Part-Time (2-4 days/wk): 16%
- Full-Time (5-7 days/wk): 64%
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

- Certified Utah Museum: 83%
- Utah Performance Goals: 63%
- AAM Pledge: 31%
- AAM Accreditation: 24%
- National Register: 35%
- AASLH StEPS: 10%
- American Public Gardens: 2%
- Zoos and Aquariums: 2%
Percentage of collection:

- Dedicated Storage Space: 64%
- Insured: 68%
- Inventoried: 76%
- Condition noted: 48%
- Labeled: 73%

2015
Percentage of museums with:

- Security policy: 49%
- Written collections policy: 64%
- Written disaster plan: 57%
- Suitable exhibit cases/materials: 61%
- Humidity controls: 24%

2015
Percentage of museums with:

- Temperature controls: 51%
- Fire detection systems: 69%
- Monitored light: 22%
- Pest control: 52%

2015
Percentage of museums with:

- **Mission Statement**
  - 2014: 70%
  - 2015: 96%

- **Current Strategic Plan**
  - 2014: 49%
  - 2015: 70%

- **Collection Management Policy**
  - 2014: 64%
  - 2015: 80%

- **AAM Pledge of Excellence**
  - 2014: 16%
  - 2015: 9%
Percentage of museums with:

- **Own website**
  - 2014: 59%
  - 2015: 93%

- **Presence on other website**
  - 2014: 14%
  - 2015: 21%

- **Blog**
  - 2014: 12%
  - 2015: 23%

- **Facebook page**
  - 2014: 49%
  - 2015: 86%
Collections Management Software

- Past Perfect: 48%
- Re:discovery: 9%
- Access: 5%
- Argus: 5%
- Collective Access: 5%
- Excel: 18%
- Filemaker: 5%
- Musarch: 5%
- Museum System: 5%
- Other: 2%