2013 Museum Survey
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 27, 2013-February 28, 2014
• Collection: online by email and US mail invitation
• Response rate: 20% (43 out of 207 museums)
Types of museums

Aquarium: 0%
Art: 6%
Botanic/nature: 4%
Children/youth: 4%
DUP: 17%
History: 44%
Military: 4%
Natural history: 17%
Planetarium: 0%
Science/technology: 4%
Zoo/animal park: 0%

Other: Farm, garden, paleontology,
Staff

- 189 Paid full-time employees (avg 7)
- 582 Paid part-time employees (avg 21)
  - 199 Paid staff new this year (avg 9)
- 4,893 Unpaid staff/volunteers (avg 64)
- 563 Unpaid staff/volunteers new this year (avg 26)
Visitors

- 2,750,063 visitors
  - 72,370 average
  - 8,500 median

- Frequency of visitor type (1=most frequent)
  1. Local non-school (1.76)
  2. School groups (2.74)
  3. Non-local, in-state (2.38)
  4. Out of state (3.08)
How museums measure attendance

- Manual count, 59%
- Estimate, 15%
- Admission records, 17%
- Automated, 9%
Regular admission

- Free, 68%
- $1-$5, 15%
- $5-$10, 12%
- $11 or more, 2%
Services and activities

- Alternate languages: 12%
- Changing exhibitions: 58%
- Classes or workshops: 35%
- Films/video: 42%
- Guided tours: 86%
- Lectures/gallery talks: 47%
- Literary/musical/theatrical: 14%
- Permanent exhibitions: 88%
- Research access: 65%
- School groups: 86%
- Teacher workshops: 16%
Temporary exhibits per year

(Frequency of exhibit - # of museums reporting that frequency)

- Every 3-4 years: 1
- Every other year: 1
- Annual: 7
- Twice: 2
- Three: 1
- Four: 1
- Six: 2
- Thirteen: 1
- Fifteen: 1
- None: 12
Approximately how much do you spend on each temporary exhibit (incl. rental fees)?

- $0-$100: 31%
- $100-$1K: 28%
- $1K-$10K: 17%
- $10K-$100K: 17%
- >$100K: 7%
### Annual Operating Budget

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-$1K</td>
<td>23%</td>
</tr>
<tr>
<td>$1K-$5K</td>
<td>11%</td>
</tr>
<tr>
<td>$15-$20K</td>
<td>14%</td>
</tr>
<tr>
<td>$25K-$100K</td>
<td>8%</td>
</tr>
<tr>
<td>$250K-$350K</td>
<td>3%</td>
</tr>
<tr>
<td>$500K-$1M</td>
<td>8%</td>
</tr>
<tr>
<td>$1M-$10M</td>
<td>11%</td>
</tr>
<tr>
<td>$100K-$250K</td>
<td>22%</td>
</tr>
</tbody>
</table>
Sources of museum income

- City/town: 31%
- County: 7%
- State: 24%
- Federal: 1%
- Individual donors: 27%
- Private foundations: 15%
- Corporate donors: 6%
- Earned income: 29%
- Admission: 15%
- Other: 21%
- N/A: 2%
Who pays staff salaries?

- **Nonprofit**: 32%
- **State**: 25%
- **City/town**: 21%
- **County**: 4%
- **Private univ**: 7%
- **Public univ**: 7%
- **Federal**: 4%
Who governs the museum?

- Nonprofit: 58%
- City/town: 18%
- State: 15%
- Public university: 3%
- Private university: 6%
Who owns the building?

- City/town: 43%
- State: 14%
- County: 6%
- Nonprofit: 26%
- Private univ: 5%
- Public univ: 6%
Who maintains the building?

- Church: 2%
- Nonprofit: 32%
- Private univ: 4%
- Public univ: 4%
- State: 14%
- County: 5%
- City/town: 39%
Professional development utilized

- Onsite
- Online
- Workshops
- Conferences
- Multiple day
- Semester long

Funding levels:
- Free
- Discount
- Full price
Training Needs

- Grants & fundraising
- Marketing & public relations
- Long-range planning
- Visitor services
- Collections Care
- Volunteer programs

0% 20% 40% 60% 80% 100%

High priority Helpful Not as helpful Not a need
Training Needs (cont.)

- Planning exhibits
- Cataloging/digitization
- Board Development
- Standards/accreditation
- Accessibility
- Budgeting & financials

Legend:
- High priority
- Helpful
- Not as helpful
- Not a need
In 2013

- 79% received the UA&M museum newsletter
- 70% used the UA&M website
- 58% applied for a UA&M museum grant
- 47% attended Museum Day at the Legislature
- 37% discovered resources through UA&M
- 28% participated in Smithsonian Museum Day
- 21% received technical assistance
Accreditations/Certifications

- Certified Utah Museum: 56%
- Utah Performance Goals: 30%
- National Register: 14%
- AAM: 9%
- AASLH StEPS: 7%
Percentage of collection

- Inventoried: 54% (2010), 73% (2011), 83% (2012), 83% (2013)
- Condition noted: 54% (2010), 73% (2011), 83% (2012), 83% (2013)
Percentage of museums with

- Security policy: 44%
- Written collections policy: 65%
- Written disaster plan: 47%
- Suitable exhibit cases/materials: 63%
- Humidity controls: 21%
Percentage of museums with:

- Mission statement: 81%
- Current strategic plan: 53%
- Code of ethics: 60%
- AAM Pledge of Excellence: 9%
Percentage of museums with

- Own website: 67%
- Presence on other website: 19%
- Blog: 9%
- Facebook page: 53%
Collections Management Software

- Re:discovery: 8%
- Access: 5%
- Argus: 3%
- Collective Access: 5%
- Excel: 24%
- Filemaker: 5%
- Musarch: 3%
- Museum System: 3%
- Other: 5%
- Past Perfect: 39%
- Other: 5%