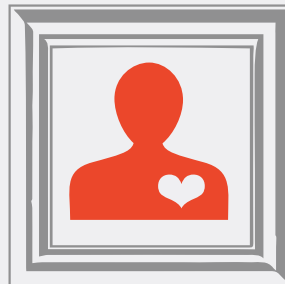


Art Museums by the Numbers 2016



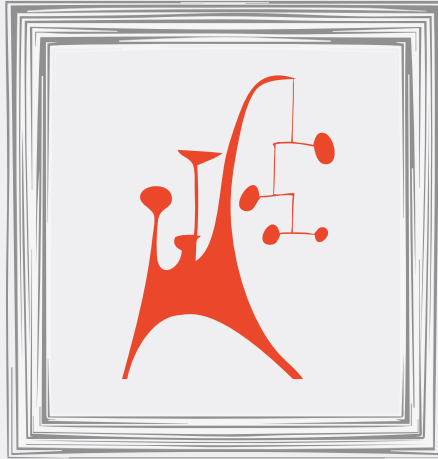
“Art Museums by the Numbers” is released annually by the Association of Art Museum Directors (AAMD) to inform thinking both inside and outside the field on art museums’ operations and how they serve their communities. The report provides an overview of the field with benchmarking data drawn from AAMD’s yearly member survey. The report was first released in 2014; as the data set grows each year, AAMD tracks changes over time to present insights on the vital role art museums play throughout North America.

In addition to information on revenue and expenses, attendance, collections and admissions, this year “Art Museums by the Numbers” includes two new data points to illustrate the civic role museums play within their communities: the number of schools served and the number of volunteers who dedicated their time to supporting AAMD member museums.

With little fluctuation between the 2014, 2015, and 2016 data sets, there is a strong indication of continued stability in the art museum field. All previous reports can be accessed online at aamd.org.

Collections and Audience

16,943,955
Total Collection Objects



1,849,807
Total Members



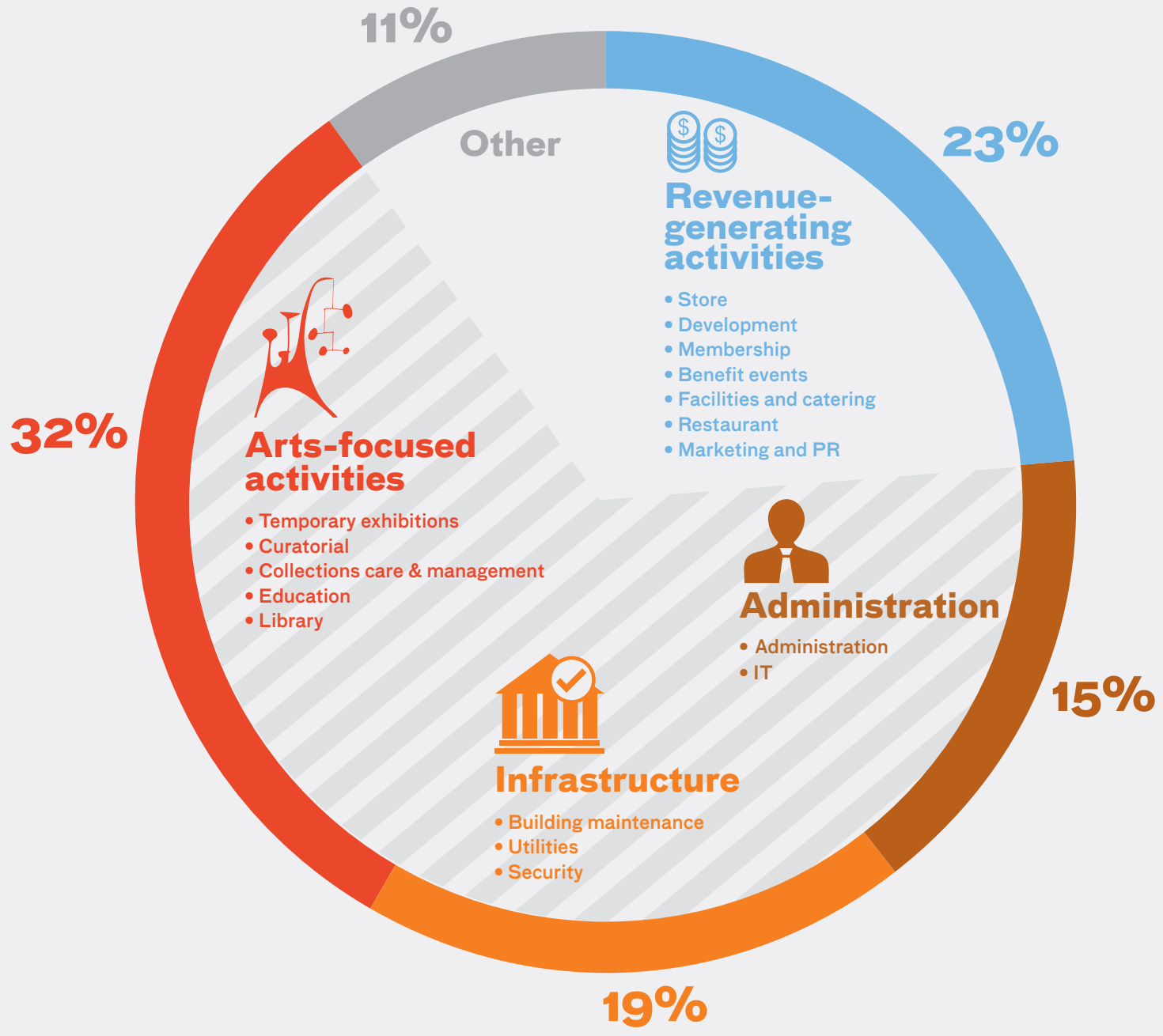
62,172,274
Total Attendance

Source: 212 museums across the U.S., Canada, and Mexico

Average Operating Expenses

As in 2014 and 2015, more than two-thirds of annual expenses were devoted to arts-focused activities such as the care and management of collections, exhibitions, education, curatorial activity, and museum libraries, as well as the costs associated with maintaining infrastructure, security, and museum operations on-site and online. Also unchanged was the percentage of expenses allocated to revenue generation and other activities, which make up approximately one-third of museums' budgets.

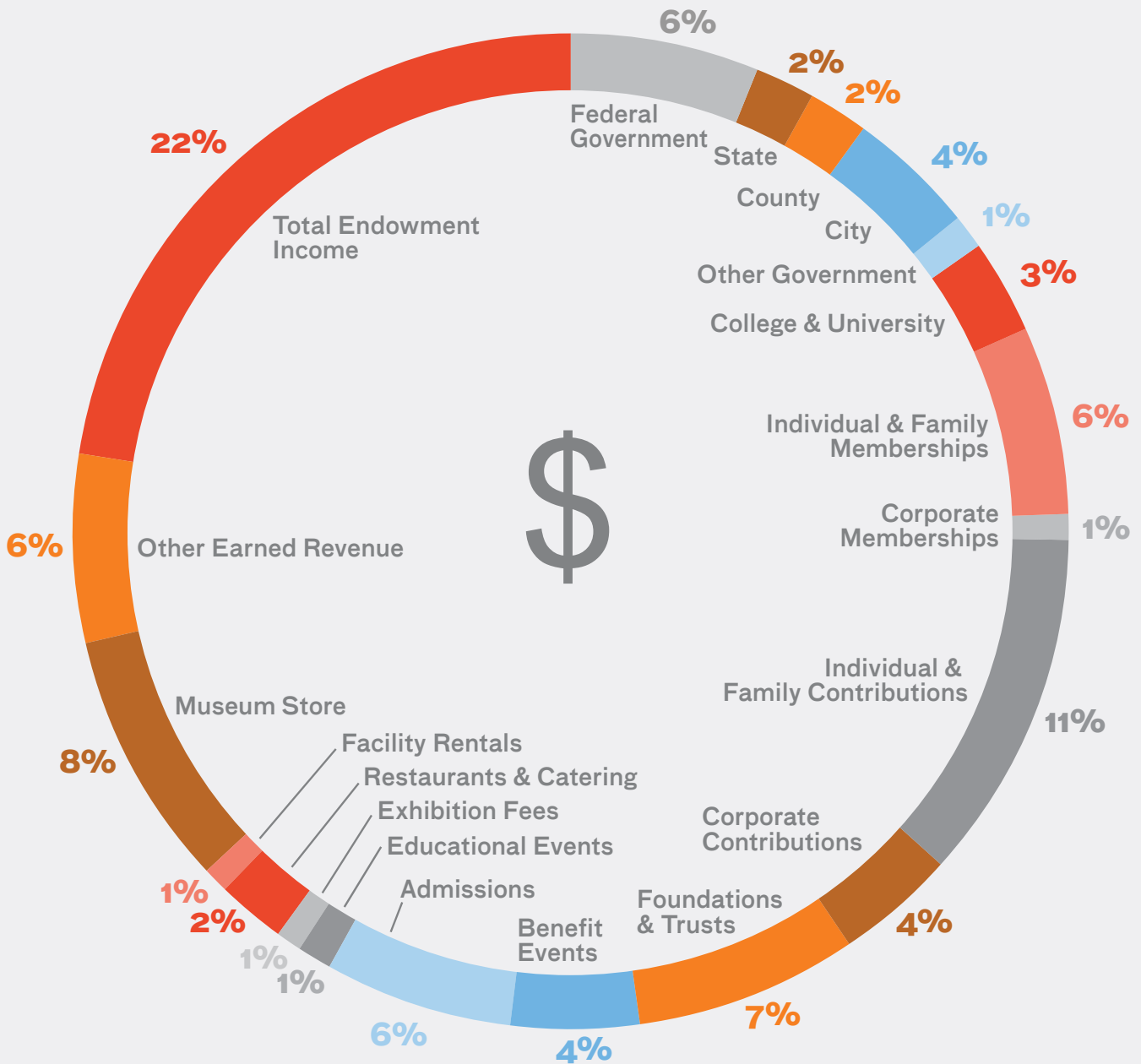
Source: 214 museums across the U.S., Canada, and Mexico



Average Sources of Revenue & Support

Museums continue to maintain diverse sources of support and revenue streams, which help ensure their financial resilience. Sources of support and revenue remained steady between 2014 and 2016.

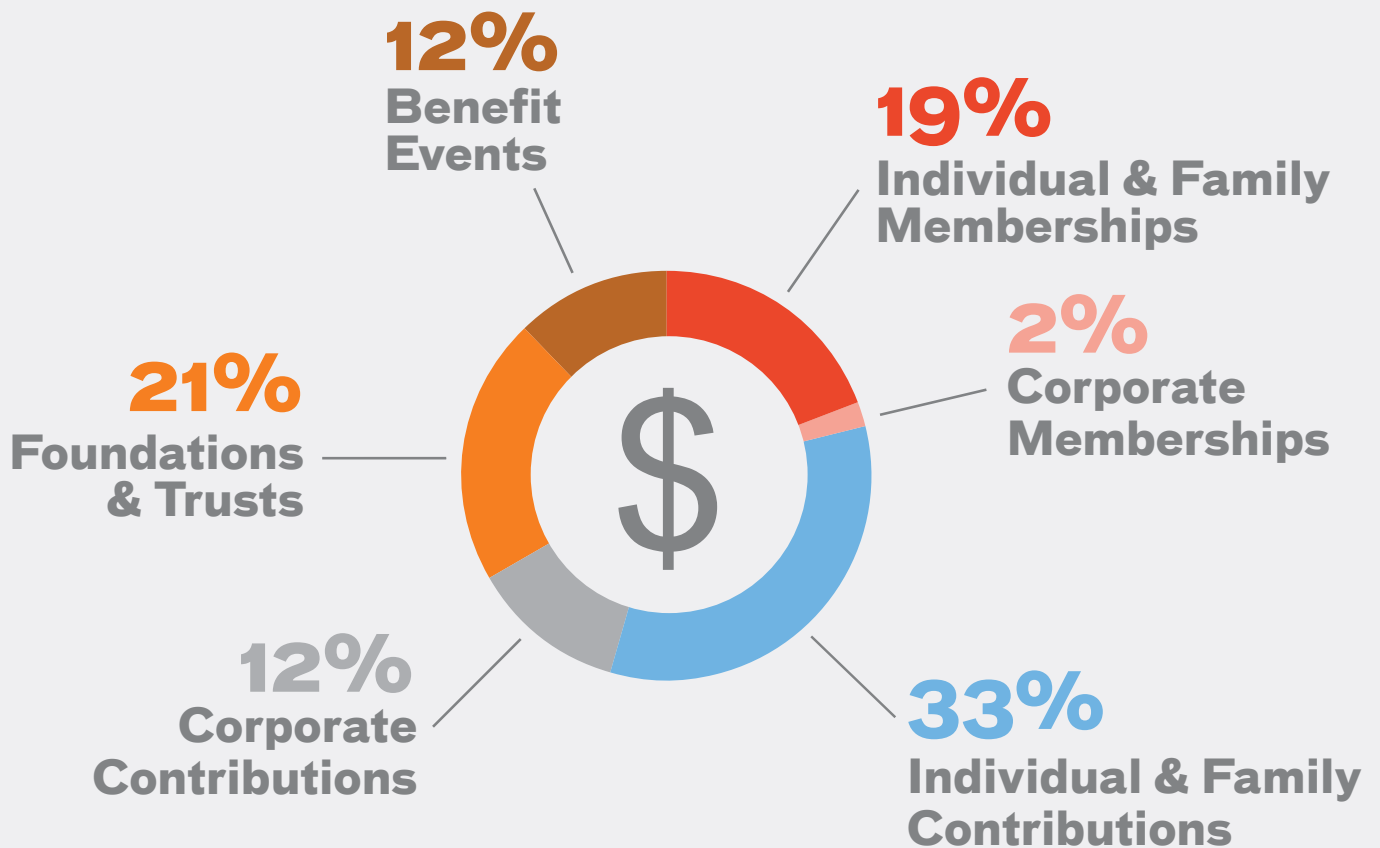
Source: 214 museums across the U.S., Canada, and Mexico



Contributions to Art Museums

The long-standing tradition of private support of art museums reflects continued recognition of the significant value of art museums and their place in community and civic life. Art museums continue to benefit from the generosity of individuals, museums' single largest source of support, with just over 50% of contributions coming from family and individual donations and memberships. The 2016 figure for contributed revenue and support continued at the same level as in 2014 and 2015.

Source: 196 museums across the U.S.



Admissions

Of the museums surveyed in 2016, slightly more than a third offer free admission, while 7% of museums ask for a suggested donation, and 59% charge a set admission fee. Of the museums that offer free admission, the vast majority also waive fees for special exhibitions, with only 23% charging for special exhibitions.

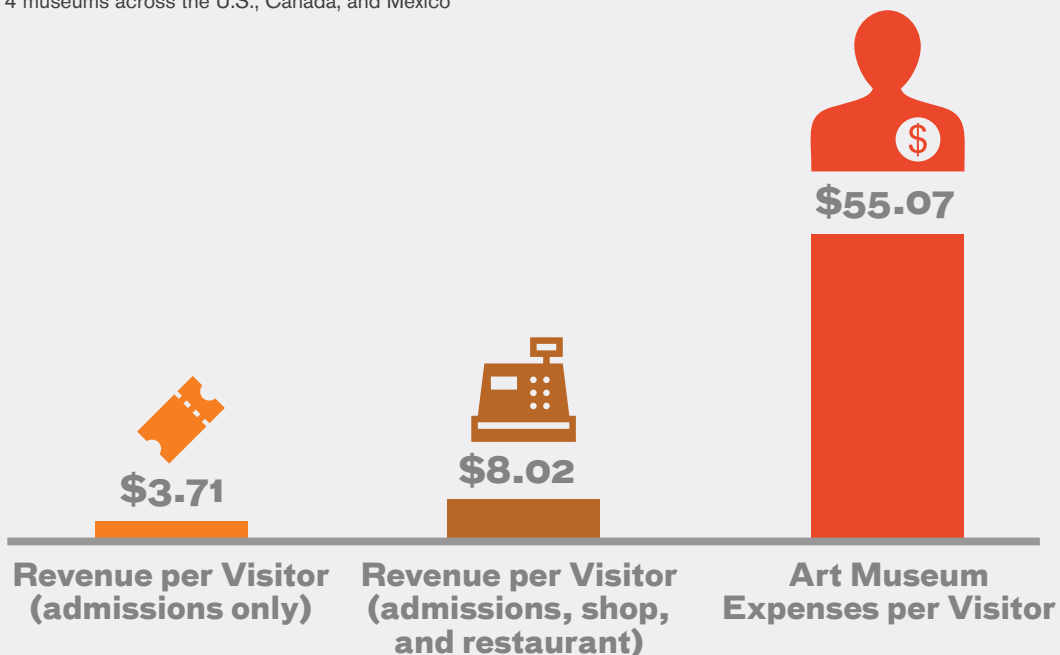
Source: 219 museums across the U.S., Canada, and Mexico



Revenue vs. Expenses per Visitor

Art museums invest more per visitor than they charge visitors for admissions and amenities, underscoring their commitment to serving their communities. On average, the amount spent by visitors per museum visit (including the cost of admissions and purchases at museum stores and restaurants), was \$8, unchanged from the previous two years. As in 2015, museums invested an average of \$55 per visitor.

Source: 214 museums across the U.S., Canada, and Mexico



Total Number of Objects Purchased vs. Total Number of Objects Received by Donation

Private philanthropy continues to anchor the growth of art museums' collections: 89% of all works newly acquired by museums in 2016 were received as gifts or bequests.

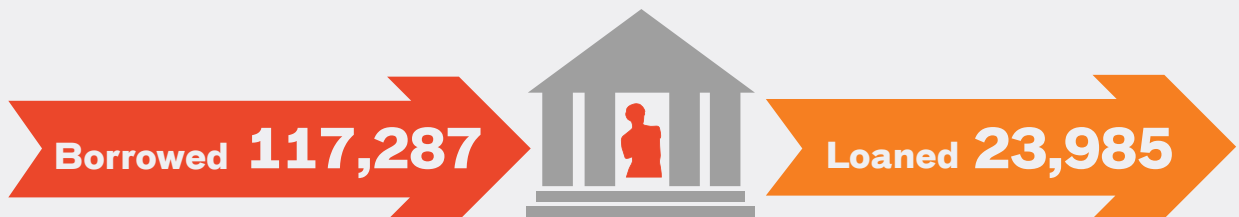
Source: 192 museums across the U.S., Canada, and Mexico



Total Number of Objects Loaned vs. Borrowed

Loans between museums allow works of art to travel to new communities and reach wider audiences, sharing the best of human creativity and fostering cultural understanding. In 2016, museums reported the circulation of over 117,000 objects between institutions, which includes AAMD members as well as international art museums, state and private collections, galleries, and artists.

Source: 209 museums across the U.S., Canada, and Mexico

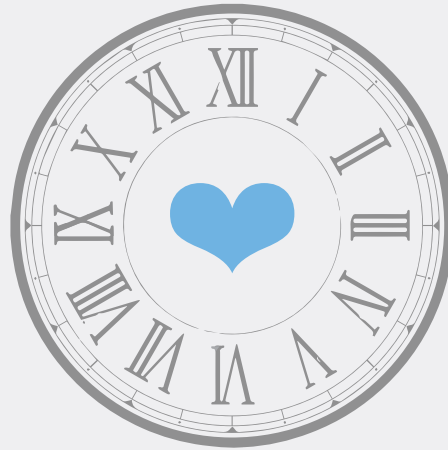


Community Engagement

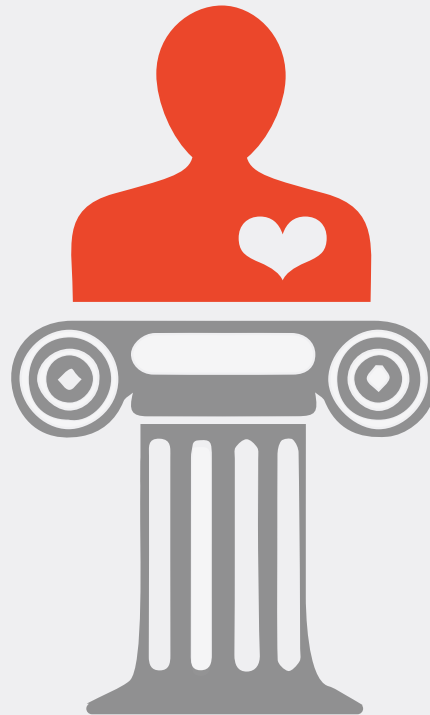
Art museums play a vital role in the civic and creative life of their communities by engaging young minds through educational opportunities and inspiring people of all ages to volunteer their time and expertise. Individual support continues to anchor art museums, not only through financial contributions, but also through donated time, with strong volunteerism reflecting a sense of shared ownership and civic pride.

Source: 210 museums across the U.S., Canada, and Mexico

3,790,884
Total Volunteer Hours



41,684
K-12 Schools Served
by AAMD Museums



57,507
Total Volunteers

Comparison Data 2014–2016

COLLECTIONS AND AUDIENCE

	2014	2015	2016
Total Attendance	61,457,283	61,386,062	62,172,274
Total Members	1,926,008	1,967,425	1,849,807
Total Collection Objects	13,329,116	13,688,926	16,943,955

AVERAGE OPERATING EXPENSES

Expense	2014	2015	2016
Arts-focused activities	33%	32%	32%
Revenue-generating activities	24%	24%	23%
Administration	16%	16%	15%
Infrastructure	21%	19%	19%
Other	6%	10%	11%

AVERAGE SOURCES OF REVENUE AND SUPPORT

Source	2014	2015	2016
Government Support	18%	17%	15%
Memberships and Contributions	32%	32%	32%
Earned Revenue	31%	29%	29%
Total Endowment Income	21%	21%	22%

CONTRIBUTIONS TO ART MUSEUMS

Source	2014	2015	2016
Individual & Family Memberships	21%	20%	19%
Corporate Memberships	2%	2%	2%
Individual and Family Contributions	33%	32%	33%
Corporate Contributions	11%	11%	12%
Foundations & Trusts	21%	23%	21%
Benefit Events	13%	13%	12%

ADMISSIONS

	2015	2016
Free admission	33%	34%
Suggested Donation	6%	7%
Charge	60%	59%

REVENUE VS. EXPENSES PER VISITOR

	2014	2015	2016
Revenue per Visitor (admissions only)	\$3.70	\$3.70	\$3.71
Revenue per Visitor (admissions, shop and restaurant)	\$7.93	\$8.02	\$8.02
Art Museum Expenses per Visitor	\$53.17	\$55.25	\$55.07

OBJECTS PURCHASED VS. OBJECTS RECEIVED BY DONATION

	2014	2015	2016
Objects Purchased	12,197	17,174	22,444
Objects Donated	69,516	67,871	87,638
Objects Received by Bequest	4,297	4,081	3,924

OBJECTS LOANED VS. BORROWED

	2014	2015	2016
Objects Loaned	27,135	29,586	23,985
Objects Borrowed	99,460	97,245	117,287

The data reflected in "Art Museums by The Numbers" was collected in 2016 and reflects AAMD members' Fiscal Year 2015 or Fiscal Year 2016 data, depending on their fiscal calendar. While the composition of AAMD membership fluctuates slightly from year to year, the aggregated data in "Art Museum by the Numbers" provides a snapshot of the art museum field as a whole.

The Association of Art Museum Directors advances the profession by cultivating leadership capabilities of directors, advocating for the field, and fostering excellence in art museums. An agile, issues-driven organization, AAMD fosters engagement, leadership, and shared learning. Further information about AAMD's professional practice guidelines and position papers is available at www.aamd.org.